Open Access Initiatives and Self Publishing
New Approaches to Scholarship

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Learning Objectives:

1) to give an overview on Open Access and Self Publishing;

2) to present ways for research librarians to take advantage of OA and SA trends to promote research culture in their organization; and

3) to lay down the benefits and challenges of incorporating OA and SA to the usual library programs.

Overview:

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Why do I want to publish my work?
Why publish?
An integral part of the research

Think & Plan ➔ Discover ➔ Gather & Analyze ➔ Write & Publish ➔ Share/Impact
Why publish?

Peer Recognition
85% published for esteem and receive internal and external recognition. Such choices are made more complex because researchers know that publications serve not only as means of communication. They can be monitored or measured as indicators of quality or impact.

Subject Development
70% wanted to share knowledge and experience to maximize dissemination to a target audience. Different disciplines produce and publish different types of outputs: from data sets to journal articles to monographs this can include grey literature such as patents.

Career Advancement
80% of our authors published with a view to meeting essentially external requirements for research assessment and career advancement, as well as personal development.

Professional Promotion
50% published for company recognition and to promote their business. There is a rich array of other kinds of output employed and valued by researchers. They are concerned that communications especially those that are better-suited to applied or practice-based research, and to communicating with non-academic audiences - seem to have a lower status and prestige in the academic world.

Communicating knowledge: How and why UK researchers publish and disseminate their findings
A Research Information Network report / September 2009
http://www.rin.ac.uk/system/files/attachments/sarah/Communicating-knowledge-report.pdf
LIS Research Productivity

Search:
- **TOPIC:** (library OR information)
- **CATEGORIES:** (Information Science Library Science)
- **Year:** 1993-2018

Results: 63,647 documents

(As of 18 Nov 2018)
LIS Research Productivity

Distribution of LIS research papers by publication year
LIS Research Productivity

Distribution of LIS research papers by WoS research areas
LIS Research Productivity

Distribution of LIS research papers by document type
LIS Research Productivity

Distribution of LIS research papers by country
Being published means....

Your paper:

► Is permanent
► appears in print and in electronic
► is improved via the review process
► is actively promoted by the publisher
Finding the right journal
The Publishing Process
Basic Peer Review Workflow

How long does this take?

- Desk Review (2 weeks)
- Inviting Reviewers (another week or two)
- Under Review (6-8 weeks)
- Editor Assessment (2 weeks)

‘Ideal’ time from submission to review feedback: 3 to 4 months... but it may be longer!
This time is dependent on a number of factors, including:
- Volume of papers in queue for initial assessment
- Availability of reviewers
- Reviewer response time

Source: ALPSP
The Publishing Chain


How to select the right journal?
Choosing a journal to publish in is an **investment decision**. A good choice can enhance the impact of your work and your reputation.

- Factors to consider are
  - relevant readership
  - recent articles
  - communicative societies and internationality
  - likelihood of acceptance
  - circulation
  - time from submission to publication

- What type of paper are you planning to write
  - practice paper
  - research paper
  - case study
  - review
  - viewpoint

**Check first what type of paper the journal accepts.**
How to select the right journal?
Choosing a journal to publish in is an investment decision. A good choice can enhance the impact of your work and your reputation.

- Be political (e.g. national vs. international) and strategic (e.g. five articles in ‘low ranked’ journals vs. one in ‘top ranked’ journal).

- Do you have an open access mandate?
Journal Selection: Relevance

- **Finding a journal** with the right “fit” is more important than finding the top ranked journal.
- Journals will publish research which fits with their scope and aims.
- You have to mould your research to fit the journal, not the other way around!

Select ‘read and understand objectives of each journal selected. Get to know the journal. **Build a relationship**

Follow the **author guidelines** – scope, type of paper, word length, reference style etc.

**Send an outline** or abstract to the Editor and ask if the paper looks suitable.

**Ask your librarian for advice.**

Reading widely in your field will help you create a shortlist of journals.
Journal Selection: Relevance

Indication of a reputable journals:

- Come from publishers or societies known to communities
- Highly regarded Editor and Editorial Advisory boards
- Member of ethical bodies such as COPE (Committee on Publication Ethics)
- Documented Peer Review processes
- Have digital preservation such as Portico or LOCKSS
- Have ranking information relevant to discipline e.g. ISI/Scopus/ABS
- Reputable authors

Check with your library or department for a list of recommended journals
Journal Selection: Quality

Are rankings important to you? Web of Science (ISI) is the most well known ranking, but others exist. Citations are a good, but not complete, guide to quality.

- Clarivate Analytics (20,000+) and Impact factors
- Scopus (22,800+) and CiteScore
- SCImago Journal Rank
- H-index
- Usage
- Altmetrics
- Peer perception and engagement
Read more:

HOW TO IDENTIFY ISI, SCOPUS, OR SCIMAGO INDEXED JOURNALS?

iLovePhD.com

Clarivate Analytics
Scopus®
CiteScore™
Journal Selection: Research Metrics

**SCIMAGO JOURNAL RANK (SJR)**
- average # of weighted citations received in a year
- # of documents published in previous 3 years

**SOURCE NORMALIZED IMPACT PER PAPER (SNIP)**
- journal’s citation count per paper
- citation potential in its subject field

**JOURNAL IMPACT FACTOR**
- citations in a year to documents published in previous 2 years
- # of citable items in previous 2 years

**CITATION COUNT**
- # of citations accrued since publication

**CITESCORE**
- citations in a year to documents published in previous 3 years
- # of documents in previous 3 years

**DOCUMENT COUNT**
- # of items published by an individual or group of individuals

Journal-level metrics measure the impact, reach, or prestige of a journal.

Elsevier: Quick Reference Cards for Research Impact Metrics
https://p.widencdn.net/quonyp/ELS_LC_metrics_poster_researcher_v3.0_2016
Author-level metrics measure the impact of the scholarly output of a single researcher.

- **h-INDEX**
  
  # of articles in the collection (h) that have received at least (h) citations over the whole period

- **DOCUMENT COUNT**
  
  # of items published by an individual or group of individuals

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Elsevier: Quick Reference Cards for Research Impact Metrics

https://p.widencdn.net/quonyp/ELS_LC_metrics_poster_researcher_v3.0_2016
Article-level metrics provide a picture of how an individual article is being discussed, shared, and used.

**Journal Selection: Research Metrics**

**Field-Weighted Citation Impact (FWCI)**
- Number of citations received by a document
- Expected number of citations for similar documents

**Social Activity Online**
- Number of mentions on micro-blogging sites

**Scholarly Commentary Online**
- Number of mentions in scientific blogs and/or academic websites

**Outputs in Top Percentiles**
- Extent to which a research entity's documents are present in the most-cited percentiles of a data universe

**Media Mentions**
- Number of mentions in mass or popular media

**Percentile Benchmark (Articles)**
- Compares items of same age, subject area, and document type over an 18-month window

**Scholarly Activity Online**
- Number of users who added an article into their personal scholarly collaboration network library

Elsevier: Quick Reference Cards for Research Impact Metrics
https://p.widencdn.net/quonyp/ELS_LC_metrics_poster_researcher_v3.0_2016
An example of a journal overview

Management Decision

ISSN: 0025-1747

Publish open access in this journal

Full text online

Content: Table of Contents | Latest Issue RSS

Information: Journal information | Editorial Team | Author Guidelines

Other: Journal News (inc. calls for papers) | Sample article | Recommend this journal

Clarivate Analytics

2016 Impact Factor: 1.396*
5-year Impact Factor (2016): 2.515*

Scopus®

CiteScore 2016: 1.78
CiteScoreTracker 2017: 1.19 (Updated Monthly)

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About the journal

Founded in 1963, Management Decision is one of the oldest and longest-running scholarly management journals. Throughout its history, the journal has enjoyed outstanding international impact. Research in Management Decision features relevant and tendentious questions, robust conceptual and theoretic foundations, rigorous methodologies, provocative findings and bold implications, and will not shy away from difficult or controversial topics. Peer-reviewed and published ten times per year, the journal offers key informative content and interesting methodologies to stimulate the interests of business scholars, leaders, and professional managers around the world.
Journal Selection: What is Open Access?

“OPEN ACCESS" to this [research] literature, we mean its free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. The only constraint on reproduction and distribution and the only role for copyright in this domain should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited.
Journal Selection: Types of Open Access?

- **Green** Open Access (Self-Archive)
  - Free to publish. Journal is behind a paywall
  - Author can self-archive content in institutional repository

- **Gold** Open Access
  - Author pays an Article Processing Charge (APC)
  - Free to access online immediately

- **Platinum** Open Access
  - The cost of publication are sponsored by a third party (i.e. institution/association)
  - Free to access online immediately

- **Hybrid** Open Access
  - Author pays. One or more articles in a subscription journal may be open to anyone even though all the rest of the content is available only with paid subscriptions.
  - Free to access online immediately
Journal Selection: Self-Archiving

- Check guidelines from the publisher carefully
- Difference between versions
  - Submitted Manuscript Under Review (‘Pre-print’) – The version of the work as submitted to the journal or book series (prior to the peer review process).
  - Author Accepted Manuscript (‘Post-print’) – The version of the work as accepted for publication (this may include any amendments suggested as a result of the peer review process).
  - Version of Record (‘Publisher PDF’) – The version of the work that appears in the official Emerald publication, which includes Emerald branding and formatting.

**BEWARE** – many publishers do not permit you to deposit the publisher version especially in online subject repositories
Open Access Archives

Open Access Archives or repositories are digital collections of research material that has been deposited by their authors. The Open Access Archives can be further subdivided into:

- **Institutional Repository**: A repository established by a particular university or other research institution is known as an institutional repository.

- **Subject Repository**: A repository established to collect and preserve material in a particular discipline or subject is called a disciplinary repository or subject repository.
Journal Selection: Benefits of open access

- Reduced cost on libraries
- Easy for researchers to reuse your articles content (subject to licensing).
- More people can access your work and do so for free.
- Increased research opportunities for poorer institutions
- Satisfy policy on funding and mandates
- Increased citation impact
- Enhanced global ranking of institutions
- Drives creation of institutional repositories
Journal Selection: Challenges/Barriers

- Lack of knowledge of open access
- Inadequate ICT connectivity and infrastructure
- Inadequate Funding
- Author publication fees
- Inadequate advocacy
- Intellectual Property Issues
- Misconceptions about the credibility of open access
- Lack of management support
Journal Selection: What are predatory journals?

- There are thousands of journals online
- But are they all what they seem?
- Jeffrey Beall
  - Worked as the Scholarly Communications Librarian and Associate Professor at Auraria Library on the downtown Denver campus of the University of Colorado Denver
  - Academic librarian for over 27 years
  - “Not all open-access journals are predatory, nor are all subscription journals of high quality”
Journal Selection: What are predatory journals?

Prater (2017) identifies eight characteristics of OA predatory journals:

1. Request for submission fee (not publication fee)
2. Very few members of editorial board or none at all
3. Large number of journals from single publisher
4. False promise of publication
5. Very poor quality website (unprofessionally designed)
6. Journal affiliation often does not match members of editorial team
7. Some spelling errors in abstracts and titles of papers
8. Contents hardly relate with the scope of the journals

Chrissy Prater, PhD | 8 Ways to Identify a Questionable Open Access Journal
Journal Selection: What are predatory journals?

Read further:

**Cabell’s New Predatory Journal Blacklist: A Review**

**How Can You Spot A Predatory Journal?**

**Predatory Journals Hit By ‘Star Wars’ Sting**
http://blogs.discovermagazine.com/neuroskeptic/2017/07/22/predatory-journals-star-wars-sting/#.XOcifMgzbD4

**Poor-quality, predatory conferences prey on academics**

**Predatory conferences target ‘naïve’ academics**
http://usa.inquirer.net/12723/predatory-conferences-target-naive-academics
Go-Publish-Yourself
What is Self-Publishing

- Self-publishing will be defined differently depending on who you ask. According to people who work in traditional publishing houses, authors who pay for their editing, formatting, or cover design are self-publishing their work. The book is traditionally published only if the publishing expenses are paid by the publisher. However, this often excludes marketing services.

- In the purest sense, self-publishing occurs when an author handles the entire book publication process, including printing, distribution, and marketing. Author execution of all details during the self-publishing process is also commonly called independent publishing.

https://www.go-publish-yourself.com/self-publishing/what-is-self-publishing

https://support.apple.com/en-us/HT201478
Benefits of Self-Publishing

1. Time
Most traditional publishers have long production cycles. Once we receive your signed and approved proof, your order ships in 15 business days or RUSH service of 10 business days.

2. Profit
A traditional publisher will finance the project, but may only offer a 5–20% royalty. Why not self-publish and earn a 40–400% margin? All book profits are yours!

3. Ownership
By self-publishing, you own all book rights. A traditional publisher would own the rights, and if they lose interest in your book, you cannot print your book unless you purchase those rights back.

4. Niche
Traditional publishers are less inclined to take on a book that is topic-specific because they prefer books with mass market appeal. However, your book may fill a niche that has not been met, and you can “test the waters” with short-run printing.

5. Locality
Books about local or regional topics are usually produced by local authors in short-run quantities. Large publishers generally decline publishing these books because of limited sales potential.

6. Control
Self-publishing gives you the final say on all aspects of your book, not someone else's.

7. Legacy
Making money is not the only reason to publish. Sharing what you have learned, building your career, or leaving a family legacy are admirable motives.

https://www.morrispublishing.com/self-publishing/
DIY or Assisted?

Almost all independent authors choose one of two routes: DIY or Assisted.

- **DIY**: This is where the **author does everything by themselves**, including the **editing, designing, and marketing of their books**. There are few (if any) people who can do all of this well, as many parts of the publishing process are usually overseen by professionals with years of experience in the field. Doing everything to a professional standard by one’s self is next to impossible.

- **Assisted**: Self-publishers can choose to work **with freelance editors, proofreaders, designers, and marketers** on their book. Because they tend to work with limited budgets, prudent independent authors will learn and do as much as they can by themselves before bringing in the pros to take care of everything outside their expertise.

How to publish a book (the indie way)

1. Write the Book
2. Edit the Manuscript
3. Design the Cover and Format the Interior
4. Self Publish as an eBook and in Print
5. Master the Platform
   1. Kindle Direct Publishing
   2. Apple
   3. Barnes & Noble
   4. Kobo
   5. Scribd
6. Market Your Book Effectively
7. Create an Awesome Launch Plan

The 13 Most Common Self-Publishing Mistakes to Avoid

1. Skimping on cover design
2. Not optimizing your book description
3. Insufficient research and market analysis
4. Slacking on (or entirely skipping) the editing process
5. Bad timing
6. Not selecting a specific release date and sticking to it
7. Incorrectly formatting your book
8. No one read your book before you published it
9. No marketing
10. Selling through only one distributor
11. Charging the wrong price
12. Not using your personal network
13. Quitting if your first book tanks

https://www.janefriedman.com/13-most-common-self-publishing-mistakes-to-avoid/
Self-publishing success stories

Fifty Shades of Grey

E L James

was originally published online as *Twilight* fan-fiction before the author decided to self-publish it as an e-book and print on demand.

THE MARTIAN

ANDY WEIR

was originally released as chapters on his personal blog, and then self-published as an eBook in 2011. The rights were purchased by Crown Publishing which re-released it in 2014.
Dissemination and promotion
Dissemination and promotion
Before Publication

- Develop an online presence and start building a community
  - Build your contact base
  - Use social networks to expand your reach
  - Create a website or a blog
  - Leverage your professional, corporate, and academic connections
  - Volunteer as a reviewer
  - Register for an Orcid ID
  - Register with KUDOS
Dissemination and promotion

At Publication

- Spread the word effectively within your community
- Let people know it is now available to be read and cited.
- Make the most of your publisher’s PR campaign, work with them to develop relevant, successful marketing messages
- Let your institutional press office know so they can spread the word – does your institution subscribe?
- Contact those you’ve cited
Dissemination and promotion

After publication

- Encourage readers to write reviews about your work
- Promote your video abstract or discussion piece that can help to draw attention to your research via www.growkudos.com
- Keep promoting your work over social media channels

Dissemination and promotion
After publication

Downloads
Citations
Social media

Your impact

Mentioned by:
- 97 news outlets
- 59 blogs
- 2289 tweeters
- 10 weibo users
- 164 Facebook pages
- 3 Wikipedia pages
- 77 Google+ users
- 1 research highlight platform
- 1 Q&A thread
- 3 video uploaders

CiteScore™ metrics
Don't Speculate. Validate.
It's time for a new standard of journal citation impact.

Google scholar
Our top 10 author activities

1. On average, a person sends over 40 emails a day. Make sure you include your book title and link in your email signature.

2. Do you teach or speak at events or conferences? Feature a slide at the end of your lectures and presentations.

3. Spread the word. Post information about your book to relevant contact lists, forums, associations and listservs.
Our top 10 author activities

4. Join the conversation
   Maximize the potential of your social media accounts. Use Facebook, Twitter, LinkedIn, YouTube, Academia.Edu, and Google+.

5. Speak to your librarian and campus bookstore
   Make sure they have copies in stock and access to Emerald Insight.

6. Download a flyer
   You can download a flyer for your book directly from its product page on the Emerald Bookstore www.emeraldpublishing.com/bookstore

7. Encourage reviews
   Positive reviews have a great impact on sales so encourage your peers to review via online platforms, journal book reviews or directly to their networks.
Our top 10 author activities

8. Register with Kudos
   Use of Kudos leads to, on average, 23% higher downloads of full text on the publisher site.* So register with Kudos, and share, share, share!

9. Build your Author platform
   Amazon Author Central offers a free service that provides the opportunity to share the most up-to-date information about yourself and your work.

10. Stay in touch!
    We’re always open to new ideas to reach our academic communities, send us an email at books@emeraldinsight.com
Our Publications

The flexible and simple approach to building your library resources

**eJournal Collections**
A leading library of management research

**Backfiles Collections**
Preserving over 100 years of management research online

**eBook Collections**
Research at your fingertips

**eCase Collection**
Real world business scenarios for the classroom

Combining **over 300 ejournals**, **more than 1,600 eBooks** and **1,500 cases**, customers can optimize resources by choosing from various collection options tailored to the needs of their institution.
Activity – Infographics for OA and SP

- In 20-mins, create an infographics using the materials provided
- Choose a presenter to explain the group’s work ( 
Go to www.menti.com and use the code 36 30 97

1. Grab your phone
2. Go to www.menti.com
3. Enter the code and answer the question

What can you contribute for the development of Open Access and Self Publishing in your institution?

After your answer, please put your name and mobile number
“We (Librarians) have the key to open the real world with impact... we also have the same key to close it.” —C. Eclevia
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