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Open Access: Readership and Citations

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OPEN ACCESS: READERSHIP AND CITATIONS

Presented by Phil Davis *(Ph.D. Candidate, Department of Communication at Cornell University)*

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Davis, former librarian ("recovering librarian", according to his librarian mother-in-law), now a PhD student, was happy to again be in Charleston. He spoke of Open Access as a model, not "all things to all people" and said "It's disingenuous to tell people (researchers) that they will get cited" (if their articles are free OA). The "OA citation advantage" appears to be the result of selection (better articles are made freely available), and not access. There are many benefits from free access to the scientific literature, but a citation advantage is not one of them. Prior to making these concluding points, he took attendees on a whirlwind tour of his exhaustive research on readership (article downloads) and citation patterns, conducted since 2007, with publisher cooperation. His site (http://confluence.cornell.edu/display/~pmd8/resume) contains a list of projects and publications, including those related to this specific topic, research which will continue for one more year, and will include hybrid journals. Davis maintained attendees' attention and fielded many questions during the late afternoon time slot he was assigned - Is there a difference in disciplines? Is there a 12 month effect/"bump", with a latent effect after that? Aren't citations an indication of reward and value of the article?

HYPERLINKED LIBRARY SERVICE: TRENDS, TOOLS, TRANSPARENCY

Presented by Michael Stephens *(Assistant Professor, Graduate School of Library and Information Science at Dominican University)*

Reported by: Heather S. Miller *(SUNY Albany) <HMiller@uamail.albany.edu>*

In case we were not aware of how much our world has changed, Stephens showed the "Did You Know 4.0" presentation from the recent Media Convergence Forum (http://www.youtube.com/watch?v=6ILQrUrEWe8) which emphasizes technological change and its rapidity. Stephens urged the audience to embrace technology, connect with users and facilitate user contributions, aiming for a transparent library that is open, listens closely to users and staff and speaks in a human voice. He cited a number of libraries doing just that and noted that local creators, experts, and collections that are connecting to users (e.g. via blogs) make users care. We must focus on constant and purposeful change, choosing sustainable options (e.g. open source) while standing on our core values of service and stewardship. Ask users what they want, try some emerging tools and see what fits, experiment, measure progress in order to learn how to use the social networking environment in libraries. He noted that we need to be nimble and accept an occasional failure. Overall, he exhorted librarians to "bring your humanity with you."