

Who Do We Trust? The Meaning of Brand in Scholarly Publishing and Academic Librarianship

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Presenter Information

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started. The key elements here are: primary documents, careful planning, control and management. Esposito emphasized the need for stiff membership requirements, performance audits and eliminating “free riders” by, for instance, charging unaffiliated scholars a fee for access and assigning them to a member institution for authentication.

WHO DO WE TRUST? THE MEANING OF BRAND IN SCHOLARLY PUBLISHING AND ACADEMIC LIBRARIANSHIP

Speakers: **Anthony Watkinson** - Senior Lecturer, Department of Information Studies, University College London, Moderator; **Kent Anderson** - CEO/Publisher, The Journal of Bone & Joint Surgery; **Dean Smith** - Director, Project MUSE; **Hazel Woodward** - University Librarian Cranfield University UK; **Allen Renear** - Associate Dean for Research and Associate Professor, Graduate School of Library and Information Science, University of Illinois at Urbana-Champaign

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Four presenters and a moderator representing the publishing industry and academic libraries provided their viewpoints about trust in an ever exploding web environment. Each presenter offered a different perspective of the meaning of trust based on the presenter’s point of view; publisher, vendor, librarian, and researcher. The presentations provided different perspectives on trust in the scholarly environment, but they all ultimately pointed to the information seeking behavior of end users. Because the explosion of published scholarly materials has created an environment where there is too much to read, the trend is to move away from finding and reading authoritative, trustworthy articles to exploiting content with text mining and strategic reading. Topics covered included skepticism and distrust of the publishing world, public access to research, the trust dynamic between publishers and librarians, users’ trust in the information resources in the web environment and the fact that the importance of trust is being exaggerated.

CHARLESTON CONFERENCE OBSERVATORY: ARE SOCIAL MEDIA IMPACTING IN RESEARCH?

Speakers: **David Nicholas** - Director of the Department of Information Studies, UCL Centre for Publishing and CIBER Research Group; **Ian Rowlands** - Professor of Information Studies, University College London, (UCL); **Deanna Wamae** - Senior Vice President of the Americas, Emerald Group Publishing Inc.

Reported by: **Lettie Conrad** (Lettie.Conrad@sagepub.com) - SAGE Publications, Inc.

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Online tools such as Twitter and Wikipedia are no longer exclusively social media; these devices can now also be considered “scholarly media,” as CIBER’s most recent studies show