Open access and the practice of academic librarianship

Strategies and considerations for “front line” librarians
Common Perceptions and Issues

- Librarians “embrace” open access; all academic librarians are “on board” with a particular agenda.
- The success of the repository (and the uptake of open access) depends on librarians
- Librarians don’t engage in legislative activism
- Open access conversation may be fatiguing; may not resonate
- It may be difficult to keep up with OA issues
Full realization of open access in the academic library:

• requires “trickle down” to all library workflows and personnel
• requires turning talk into action and change
• requires clarity in message and mission
• requires development of “best practices”
• depends on changes in LIS education/training
• needs new voices and recognized leaders
• cannot happen if open access remains a peripheral conversation
Rutgers University Libraries

- Member, Association of Research Libraries (one of 126); Rutgers is large, public U.S. university, very high research activity (Carnegie)
- Distributed library system on 3 campuses; reliance on online as much as possible for maximum access by various groups; high FTE (49,675)
- Librarians have faculty status; promotion and tenure for librarians requires LIS scholarship
- Has a FEDORA repository that supports OA initiatives by facilitating self-archiving of faculty publications, ETDs, data, many digitization initiatives
Rutgers University Libraries and OA

• Data (RUResearch)
• Open source software development (OpenWMS, OpenMIC, OpenETD)
• OLE (Open Library Environment) RU participates
• Repository is building services for the state
• Library publisher partner (5 OA journals supported)
• Librarians adding oa sources into indexes, databases/indexes list, books, catalogs, Libguides
• Active Committee on Scholarly Communication
What do academic librarians want in terms of OA?

• To say that they are advocates for “open access” although that message is not articulated well or carried out in meaningful ways

• To participate, but may not be sure how; what are the goals for the librarians on the “front lines”

• Library (and other) organizations see interest in open access issues from librarians

• Is there a clear message on what OA means in terms of reference, instruction, liaison work?
Are librarians prepared to assume new roles?

- Assisting researchers with author rights issues
- Facilitating article submission to repositories; making sense of versioning
- Assisting researchers with evaluation of publication outlets
- Advising on issues of data; being part of the research team at its inception
- Taking part in knowledge creation
- Re-envisioning the library “collection”
Open access: what does that mean anymore?

• Librarians may not see gold OA as “true” OA; may prefer a more grassroots model
• PLoS ONE and Hindawi growth; OA can be profitable; sustainable
• “scholarly communication” is sometimes conflated with “open access” is any number of library conversations
• Terminology has become confusing (Berlin Declaration, Open Library have more than one meaning)
• The many colors and types of OA may make the conversation more difficult
Disciplinary focus

• The conversation may be too generic; too “one size fits all” to resonate with librarians’ work
• Librarians must really comprehend the open access trends in the disciplines/subfields they serve. Many areas are now interdisciplinary.
• There may be a lack of published research on disciplinary conventions in terms of scholarly communication culture
• LIS research is needed in this area to bring the library collections/services together with disciplinary open access trends
Examples of small OA roles for front line librarians

• Identifying materials to add to catalog; web lists
• Assisting faculty with understanding the issues
• Vetting and organizing research materials in every meaningful way (research guides, course guides)
• Engage with the “reference book” issues; what kind of reference materials can we organize for the library? Wikipedia in the library?
• Participate in institution-specific scholarly communication discussions; ex. peer review
• Marketing OA resources published by the library
Threats to libraries and librarians

• Everything is on web; why do researchers need the library?
• The library is more than just lists of links? But, what?
• Nobody goes to the library anymore (Ithaka faculty survey)
• It’s just a study hall (anecdotal), diminished importance
• Excellent libraries have large and valued collections; recruitment of faculty may be affected
• New roles (data, publishing, copyright) will push out traditional reference, instruction
• Difficult to find ‘best practices;’ librarians may be searching
• Faculty status for librarians may be in jeopardy
• Librarians like their traditional roles; unsure about new ones
• Training, LIS education may not prepare librarians well
Librarian attitudes toward OA

Studies show “OA behavior” by librarians is not encouraging; many librarians do not act as role models in their own work.

- Palmer and Dill (C&RL) research shows discrepancy between stated support for open access and action
- Doug Way (C&RL) points out the issues with the LIS literature (low archiving, deposit in IR, SR, low availability)
- Librarian roles may induce conflict (other roles as authors, editors, publishers of journals, public service workers)
- Continued research will show what librarians are actually doing (result of MLA survey); may help with training gaps
- Many voices of support (WSIS, UN, IFLA, etc.)-but librarians may have trouble identifying this with their daily work
The LIS literature

• C&RL (College & Research Libraries) under scrutiny for having 6 mo. embargo; now OA
• LIS literature is not a good example of OA; small percentage is available OA
• DOAJ list many types of LIS journals; librarians have choices as any other social science authors do. Librarians may choose highly ranked pubs.
• Librarians want prestige, P&T, do library administrators look at OA journals any differently in terms of evaluation of librarians? Should they?
• Challenge of many new LIS journals; librarians start journals out of repositories
LIS Education: What’s the message/training for new librarians in scholarly communication and OA?

• More study needed; author doing research on curriculum, major LIS ref/coll development textbooks

• Librarians receive training as interns, “shadowing” more experienced librarians, formal training programs in the library. Is OA included in these programs?

• Library school graduates will be coming into a “new” library, without a “reference desk” or traditional collections responsibilities. Are they prepared? What will the users expect them to know?

Reference librarians are the “public face” of the library with users
Some trends in academic libraries: how does OA fit in?

• Discovery layer; no more silos
• Assessment tools (growth industry)?
• Changes in peer review? Promotion and tenure rely on traditional systems. How can librarians influence the discussion, for LIS and for disciplines with which they liaise?
• PDA and other new acquisition trends (ppv when things get tough); interlibrary loan mediated by open access
• “Content is still king, but it wants to go mobile.”
• OA dissertations: the good and bad; MLA, APA, Proquest, ETDs; what is best for authors, for society
Library Directors

Ithaka S&R Library Survey 2010: Insights from U.S. Academic Library Directors (267 library administrators from 4 year colleges):

“Open access was a popular strategy among respondents, but its impact was difficult to measure. The rising price of materials continues to be a concern at all types of academic libraries.” (p.38)
What do researchers want from libraries?

• for information to be organized, preserved and easily discovered

• for everything to be freely available (libraries make it seems so; seamless “free” access to subscriptions)

“In several of the interviews, the issue of open access publishing elicited strong support with faculty who want to share their publications freely. However, faculty express a strong preference for their graduate students to publish in traditional high-impact journals.” (Slice of research life, OCLC) Senior scholars must set the tone.

• that everything will be available not only now but in the future
Peer review pressure in an avalanche of journal submissions

• So many factors drive rankings of elite pubs. (CHSE, Harley and Acord)
  - promotion and tenure
  - publication record = getting grants
  - “deeply embedded value systems in multiple disciplinary cultures and practices”

System needs to consider new ways of evaluating publication outlets
Library as place: OA in the library

- Promoting collaboration and openness in the library; the library as place for sharing research and services around it - be the “go to” place; workshops, programs
- Information commons with user-focused, and OA friendly tools
- Remember the needs of students always (OA textbooks?)
- Opportunities to showcase OA in library buildings
- Know WHY people come to the library (Tenopir)
- Library can be a place of sharing ideas for knowledge creation; open access to scholarship of all types. F1000 is an example (with open access to posters)
Weeding of print; a library full of books and journals

• Can librarians weed print journal collections due to either gold OA (as they do with JSTOR, Project Muse, for instance)?

• Libraries are reclaiming space after weeding projects, but can they count on book digitization projects as back-up?

• Which libraries will save the “last copy” of the journal as artifact, and is there a point to warehousing print? 91% in one study (Ithaka) deaccessioning print journals
Public services and open access; unrealized potential

Make sure public services are integrating open access materials and offering them to library users

- Maximize discoverability, usability of all freely available scholarly materials by providing linking to: DOAJ, Google Scholar, Open J-Gate. LibGuides, ILSs, library website can showcase OA materials and extend the library collection

- Citation managers are a necessity. Keep in mind ALL research tools that work with digital objects. DOIs needed.

- Promoting partnerships with Google and Google Scholar lead to OA discoverability in individual libraries.

- Does the library embrace Wikipedia and like tools?
Reference in an oa world

• Wikipedia as a global health source
  http://www.jmir.org/2011/1/e14/

• Are librarians working on oa reference works for their field? Can repositories assist?

• Wikipedia has some “limited peer review”

• Librarians can contribute to Wikipedia

• Even some reference materials may give negative view of OA (Chicago Manual of Style)
Instruction: What to teach and how

• Information literacy standards including open access or not? Tiered standards don’t necessarily include a focus on open access or scholarly communication.
• Disciplinary differences in instruction/how do librarians add scholarly communication trends into teaching?
• Libguides/open source research guides can include OA material and be linked to course management systems.
• Info literacy is another opportunity to promote open access and/or discuss scholarly communication directly to students and faculty.
• OER (Open educational resources); vet and organize.
IL Standards; one example

• IL Standards often have language that may seem traditional, even confusing:

• Sect. 3 of NJ IL Progressions Standards under “Evaluates and thinks critically about information”

d. “Distinguishes between free internet sources and library databases”
Liaison with teaching faculty; OA issues that resonate

• Fair use of materials in teaching; copyright, availability of creative commons licensing
• Working with data and associated articles/escience
• Impact studies (research impact, citation impact)...
• Open up discussion of P&T in a disciplinary manner; target senior scholars as role models
• Issues of open access to dissertations
• Schedule scholarly communication discussions for faculty, students, researchers and speak to their interests. Informal conversations can be effective.
• Metrics; the holy grail; all resources for assessment exercises will be welcomed (personal/institutional)
The future of liaison work: opportunities to engage deeply

Liaisons are being asked/directed to:

• Embed in departments
• Turn out into the university at large
• Possibly become a “personal librarian”
• Be able to engage in discipline-specific scholarly communication conversations

Liaisons may need specific training or resources to engage effectively in these conversations
It’s all about metrics now; how will some open access materials fare?

- Journal ranking is important to researchers, funders
- Services of librarians focused on impact factor and now researchers need advice on h-index and other individual and article level metrics.
- Publishers of open access materials must make sure that they are well positioned to be included in various tools
- The library message on open access and citation impact may be muddy
- Research productivity tools, institutional assessment, ranking tools (SCIVAL, Incites, etc. mean more reliance on commercial publisher/vendor tools)
- Repositories must be able to provide metrics
Integrating open access book digitization initiatives

• How to integrate web content into the library; or leave it to the web? For instance:
• Google initiatives like Google Books, Google Art, Google Scholar?
• HathiTrust, Europeana, Internet Archive, Open Content Alliance, Project Gutenberg, National Academies Press titles (and many others)
• Can library shelves be weeded of print books based on integrating digitized books?
...and from U.S. library directors surveyed:

- “The library’s role as a buyer of materials remains of primary importance, both in terms of how library directors prioritize their spending and how faculty members view the library. Electronic journals are a significant budget priority for many…” (Ithaka S&R Library Survey 2010)

- It will be up to librarians to integrate open access materials alongside those purchased
Collection Development challenges

- Researchers want access to the “high level” scholarship that has been traditionally accessed and organized through the library. Faculty still want this role for the library. (OCLC)
- Tiered pricing is a challenge for many universities
- Lack of transparency in negotiations (NDAs)
- Peer review (what level is acceptable in scholarly literature)? Open peer review, peer review of data
- Accreditation (focused on traditional materials)
- Collections need to be adequate for all types of assessments
- The platform is the value add; linking out requires platform
New types of open access publications

Materials don’t always fit into familiar library format categories, for instance some collections of digital objects that cross disciplines, for example:

• Sage Open
• PLoS ONE

How do libraries integrate these and other newer formats into library collections and services?
Supporting publishers in the good things; examples

• Disaster OA; latest is assistance to Japan
• HINARI, OARE, AGORA (Research4Life) provides free journals for nations with lowest GNI per capita
• Development of all kinds of standards for versioning (NISO, JISC, CrossRef), discovery (DOIs now 45 million strong)
• Publishers have different skill sets than librarians but many similar concerns
Librarians evaluating what’s available for acquisition

• Evaluation, ranking, new models creating confusion
• What is going to be in the library’s collection? Who decides? Is access OK, not ownership? For how long?
• One challenge is the massive mountain of papers (500000 added to Medline in 2009) How is this adding to problems in libraries? Information overload is the new norm
• Librarians are the ones who can organize/vet “everything” for inclusion in the library collection
• What do we preserve and how? Who decides? Librarians creating knowledge will need to decide how to save it.
Versioning in the library

• Reference and instruction will be tasked with explaining which versions of articles are acceptable for student papers and faculty research
• Assume that along with looking for peer review, library users will ask for something ‘Crossmark(ed)’?
• Will librarians equate only VOR with credibility/imprimatur, or AO, SMUR,AM, P,VOR,CVOR, EVOR (NISO) ? Who decides?
• Will libraries “collect” all versions?
• Will repositories and oa web content use JAV marks?
Versioning: something both librarians and library users need to examine

From MLA Survey: http://www.mlanet.org/resources/publish/sc_2010_survey_results.html

- Respondents were asked which open access formats or versions would be acceptable as reasonable substitutes for articles in a paid subscription. Responses were as follows:
  - 88% considered the final journal article in portable document format (PDF) acceptable
  - 35% considered a postprint (author’s final version with peer review changes, but not final editing) acceptable
  - 11% considered a preprint (author’s version prior to peer review) acceptable
  - 5% said none of the above would be acceptable
Some costs of open access borne by the library; open access is not free

• Repository; technical development
• Support for DOAJ, SCOAP3, DLIB magazine, arxiv. Does the system put pressure on a relatively few research libraries? Memberships like BMC, PLoS are another cost to budgets.
• Reference materials like Wikipedia, Stanford Encyclopedia need contributions/memberships
• Staff time on digitization initiatives
• How does the cost of oa factor into library priorities? Where does the money come from?
Open access should not be “silenced”

• Make sure the repository is not a silo, but contents integrated in every way
• Maximum discoverability for open access materials; a role for all librarians
• Open access materials need to be indexed, crawled by Google Scholar, etc.
• No separate world for open access materials
• Make sure the conversation permeates
Repository challenges

• Whose responsibility to populate the repository? Public services, liaison, collections can participate
• Strong disciplinary attraction of scholars; faculty may prefer subject repositories (OCLC slice of research life)
• What to digitize; the world is full of possibilities. The local is needed now; how to migrate formats that already exist. Prioritization is challenging
• Librarians can add “mark of quality” to repository contents; adding value for users of content
• Data management needed; legacy librarian expertise might not be there to move data agenda forward
• Identity crisis for IRS; they are all different; may not be interoperable
Open access and dissertations: valuable institutional materials

- ETDs OA success; dissertations available for citation mining in reference. A “win” for the repository
- Need librarian indexing to ensure discoverability; don’t just put these on Google
- MLA, APA work with Proquest to index dissertations; they become part of the discipline’s literature.
- Librarians advise authors on embargoes and discoverability of their dissertations; good use of expertise
- Proquest vs ETD; embargoes on each
- Author concerns over embargoes
- Are eventual publishers still interested in open access dissertations? Are librarians buying revised dissertation monographs (or excluding from approval profiles)?
Data: what are we supposed to be actually doing? (escience)

- Librarians need to form teams around this; mandates for data management plans may have caught librarians by surprise. Who will lead?
- Issue with data and publishers
- Issue for ILL (suppl. data needs platform access)
- Lost (or hard to find) data; an issue for reference
- Peer review of data: J. Neuroscience
- Repositories can be hubs for data, but must integrate with collections, publications
Libraries contributing knowledge and Infrastructure

• Librarians can develop open source software, products, programs, publications to share

• How many other ways can libraries contribute to openness?

• Better search of oa materials; librarians are search experts and can add to open access pubs.

• Contributing to Wikipedia, virtual ref. and other knowledge efforts, adding visibility for librarians

• Can libraries promote VIVO-type collaborative tools (participate also), work with Zotero, Mendeley, other open community collaborations
Leaving it up to Google

• Librarians know that search engines, browsers, vendor interfaces are between the users and the content.
• Google model is one of lack of transparency
• Although the price is right, librarians might want to be wary of “putting all of the eggs in one basket”
• Librarians need to watch issues of broadband availability, net neutrality which affect access
Small efforts add up to success

- Realization of an open access agenda is a moving target
- All librarians in an academic institution can contribute in large and small ways
- Librarians must engage with the scholarly communication aspects of LIS
- More research is needed
- New collaborations/teams can be explored
Thank you very much

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