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## People Profile: Karen Watts

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**I Hear the Train A Comin'**  
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him/her. So while they may or may not care what version of a paper they read, they all want to give authors their due by passing along the version of record.

Finally, in large part because I, like **Whitney Houston**, believe the children are our future, I asked the three scholars how they would advise students beginning their own research careers if asked about the acceptability of reading and referencing non-authoritative versions. The humanist feels most strongly that the version of record is what should be both read and cited. His belief is that this is the one copy of the article most likely to be unaltered both today and into the future, and, therefore, the one copy to which all readers can uniformly relate, as it were. The social scientist and the physical scientist were less dogmatic. They acknowledge that if a paper is readily accessible in non-definitive form that this convenience may outweigh the possible negatives of relying on something other than the version of record. They also both teach their students the distinction between reading and referencing. For them, accurate citations to the definitive version matter, a lesson which they pass along to their pupils.

My focus group of three does not put the issue of article versioning to bed once and for all. What it tells me, though, is that three professors I trust actually know about this issue. They have thought about it independent of the questions I posed to them. And they care about it as it fits into larger questions of access and long-term citation trails. The reality on the ground, if we are to extrapolate from this gang of three, is that article versioning matters not just to publishers and librarians, but to the constituents we serve. They balance this concern with a desire to actually get at the content in a quick and painless manner. As we continue to debate this issue at our industry conferences, in our blogs, and on our listservs, we should be mindful of the fragile equilibrium between accessibility and provenance that informs the reality on the ground. 🌸

## against the grain people profile

**Karen Watts**

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**BORN AND LIVED:** I was born in South West London and lived there most of my life until moving to Bristol nine years ago with my lovely husband.

**EARLY LIFE:** I grew up with two younger brothers and a cornucopia of pets. When I was 11, I desperately wanted to be a nurse. I studied English at **Goldsmiths College** in London and did my dissertation on the influence of folklore in women's writing. I have always been passionate about storytelling and its role in formal and social education.

**PROFESSIONAL CAREER AND ACTIVITIES:** My entire career has been spent in marketing in publishing services or STM in some capacity. I've worked at the **Natural History Museum** in London and at **Elsevier** for *The Lancet* (working particularly on the launches of *The Lancet Oncology* and *The Lancet Neurology*). I joined **IOP Publishing** in 2002 to manage the marketing for journals outside of the Americas, and nine years and two children later, I am now the company PR manager.

**FAMILY:** My husband **Nathan** (who I met when we both worked at **Elsevier**), my son, **Frank** (4) and daughter, **Rosa** (18 months) and two cheeky cats.

**IN MY SPARE TIME:** I wish!

**FAVORITE BOOKS:** *Pride and Prejudice*, *Gone with the Wind*, and *The Collector* by **John Fowles**. I collect Ladybird books partly for my children but mostly for me.

**PET PEEVES:** Smoking and all the bad 'isms'.

**PHILOSOPHY:** A life lived in fear is a life half-lived.

**MOST MEMORABLE CAREER ACHIEVEMENT:** There are lots, as I have been lucky enough to work on some of the best brands in STM. Editing my first issue of the membership magazine for the **Natural History Museum** was definitely a memorable career moment, as was being nominated as a candidate for the STM board for the STM association. Leading on the marketing campaigns for launching the **IOP Journal Archive** and titles like *The Lancet Oncology* and the *Journal of Cosmology and Astroparticle Physics* have also been great personal achievements.

**GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW:** For my children to be growing up happy and healthy and to somehow successfully balance all the pressures of being a working mother.

**HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS:** I've seen a lot of changes in my 15 years in STM publishing, and it is incredibly difficult to predict what is going to be next as there are so many external and internal pressures exerting themselves on the industry. Publishers have a vital role to play in the scholarly communication process, and our goal has to be to demonstrate and communicate that value to our customers whilst responding swiftly to their changing needs. 🌸



## Wandering the Web — Business Research on the Open Web, Served 10 Ways

by **John Gottfried** (Business Librarian, Western Kentucky University Libraries, Bowling Green, KY)

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**Column Editor's Note:** As our Business Librarian in the Department of Library Public Services, **John Gottfried** is a new colleague who has an MBA and a MA in Organizational Management from the **University of Colorado**. **John** is a prolific writer and presenter and is our authority on research in business. — **JM**

**"Searching is half the fun: life is much more manageable when thought of as a scavenger hunt as opposed to a surprise party."** — **Jimmy Buffett**

As anyone who has tried it can confirm, business research is always challenging, sometimes frustrating, and the costs can quickly blast all but the most robust budget to insolvency. In the current business climate, however, timely, accurate information is an absolute imperative for effective decision-making. The payoff, in other words, is normally well worth the pain and the price. Now I can make business research

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