

# The Future of Research Publishing: The view from Walton St

Martin Richardson, Managing Director  
Academic Books and Journals  
Oxford University Press

## About OUP

- OUP is a department of the University
- We publish more than 6,000 books, journals and digital products per year
- OUP has offices in more than 50 countries worldwide.
- We publish in over 40 languages.
- Over 80% of our sales are made outside the UK.
- We employ 5,000 staff worldwide

## Summary of OUP's publishing

- 40% - Academic and Professional books, journals and online resources
- 40% - School and ELT books and supporting materials
- 20% - Higher Education textbooks and supporting materials

## OUP's research publishing output

- Scholarly Monographs (over 1,300 pa)
- Learned Journals (235 titles)
- Major Reference Works, for example
  - Oxford English Dictionary
  - Oxford Dictionary of National Biography

# The view from Walton St...



# Barriers to change

‘Despite several years of sustained effort by publishers, scholarly societies, libraries, faculty members and others to reform various aspects of the scholarly communication system a fundamentally conservative set of faculty attitudes continues to impede systematic change’

## Listening to researchers needs

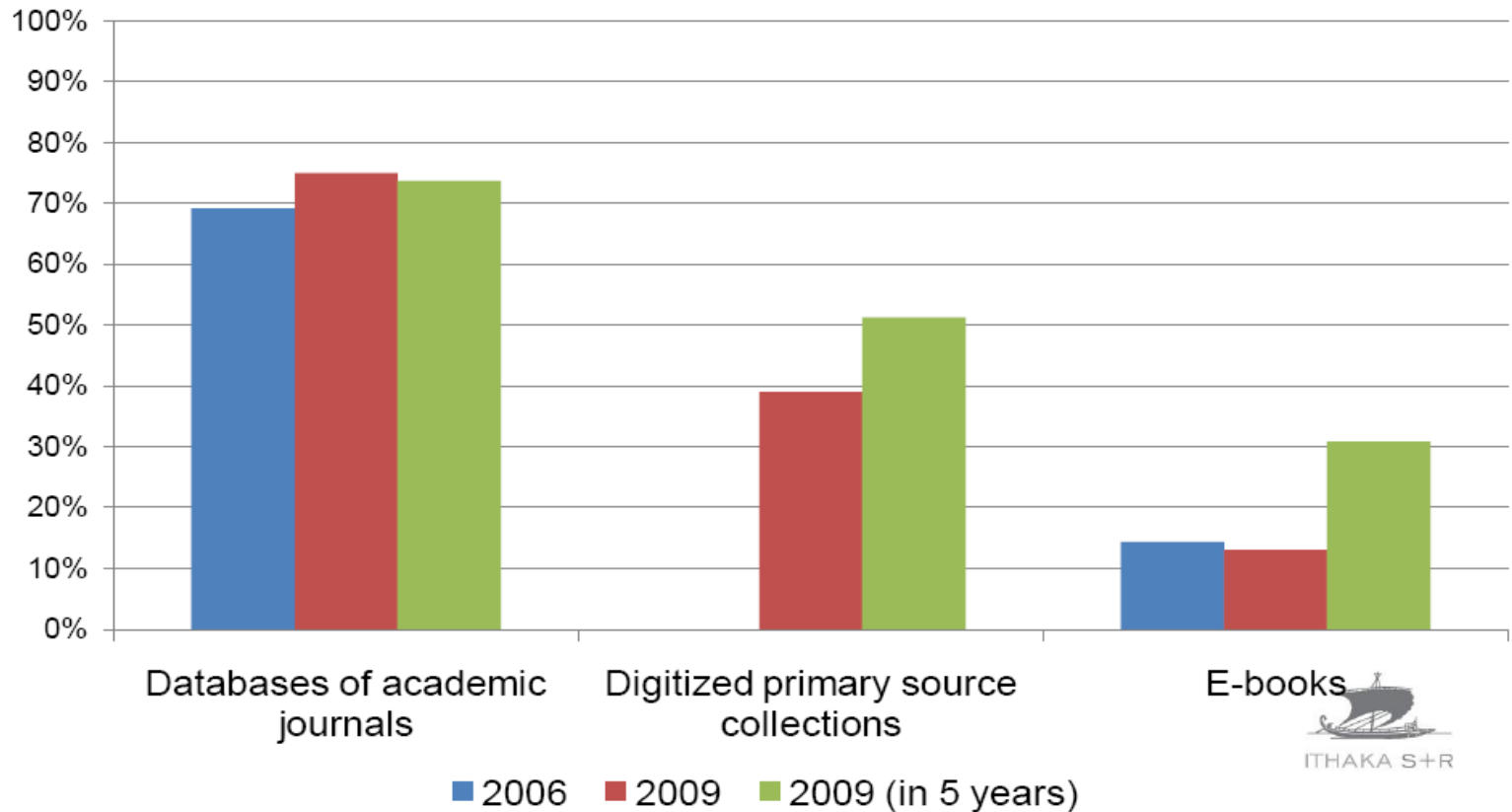
- Survey in 2008 of 36,000 OUP authors and readers in the US to determine their current research information habits and use of new and emerging online resources
- Surveys by Ithaka in 2003, 2006 and 2009 of 35,000 US researchers, tracking their views about the changing nature of scholarly communication

# Top five research resources by field

<u>Humanities</u>	<u>Social Sciences</u>	<u>Sciences</u>	<u>Medicine</u>
Print books	Online Journals	Online Journals	Online Journals
Online Journals	Print books	Print books	Print books
Print Journals	Print Journals	Print Journals	Print Journals
Online databases	Online databases	Meetings & conference	Meetings & conference
Meetings & conference	Meetings & conference	Online databases	Online databases

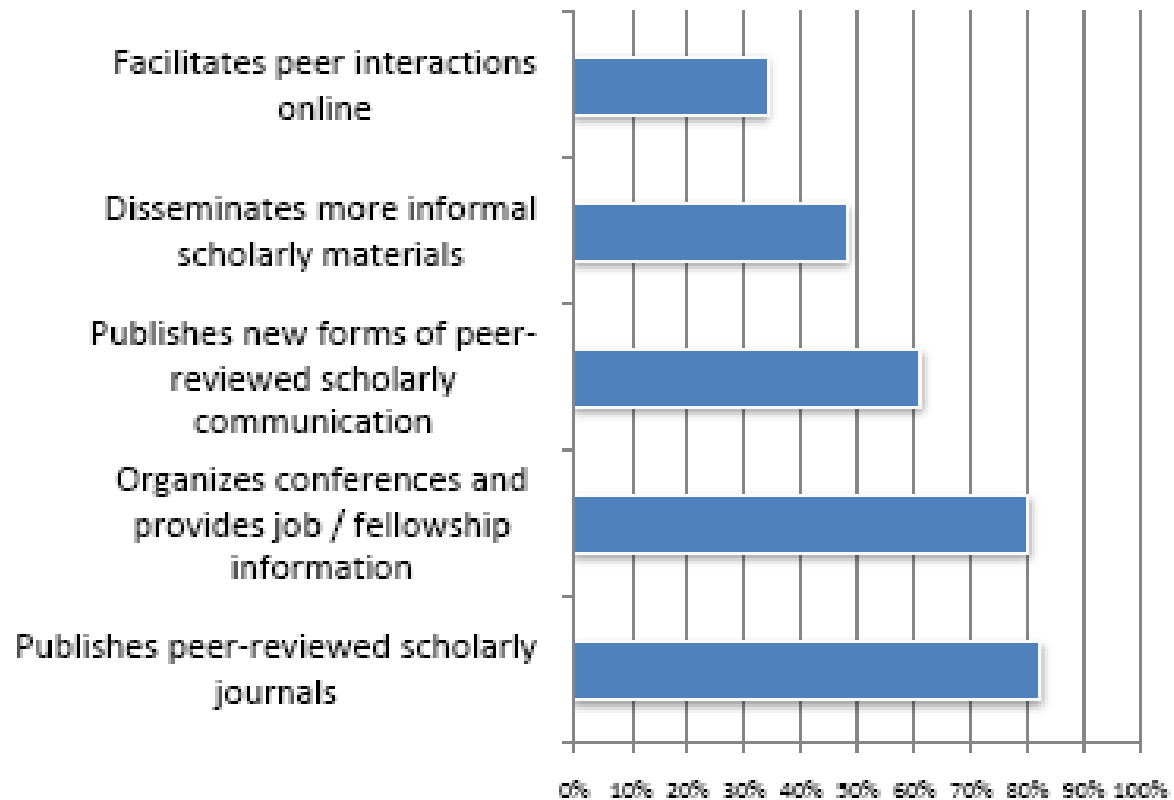
# Research and teaching resources

Percent of faculty indicating that each item is today (or will be in 5 years from now) very important to their research and teaching



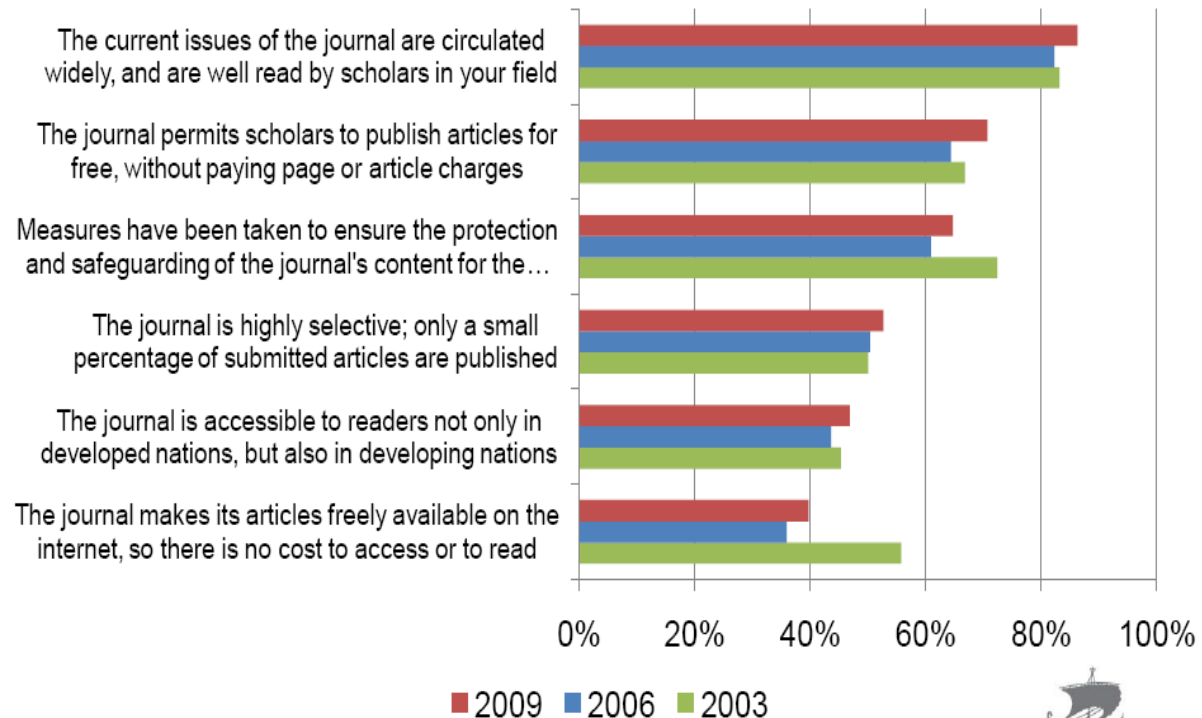
# Scholarly societies

Percent of faculty responding “very important” to the question “How important is it to you that your scholarly society provides each of the functions below or serves in the capacity listed below?”



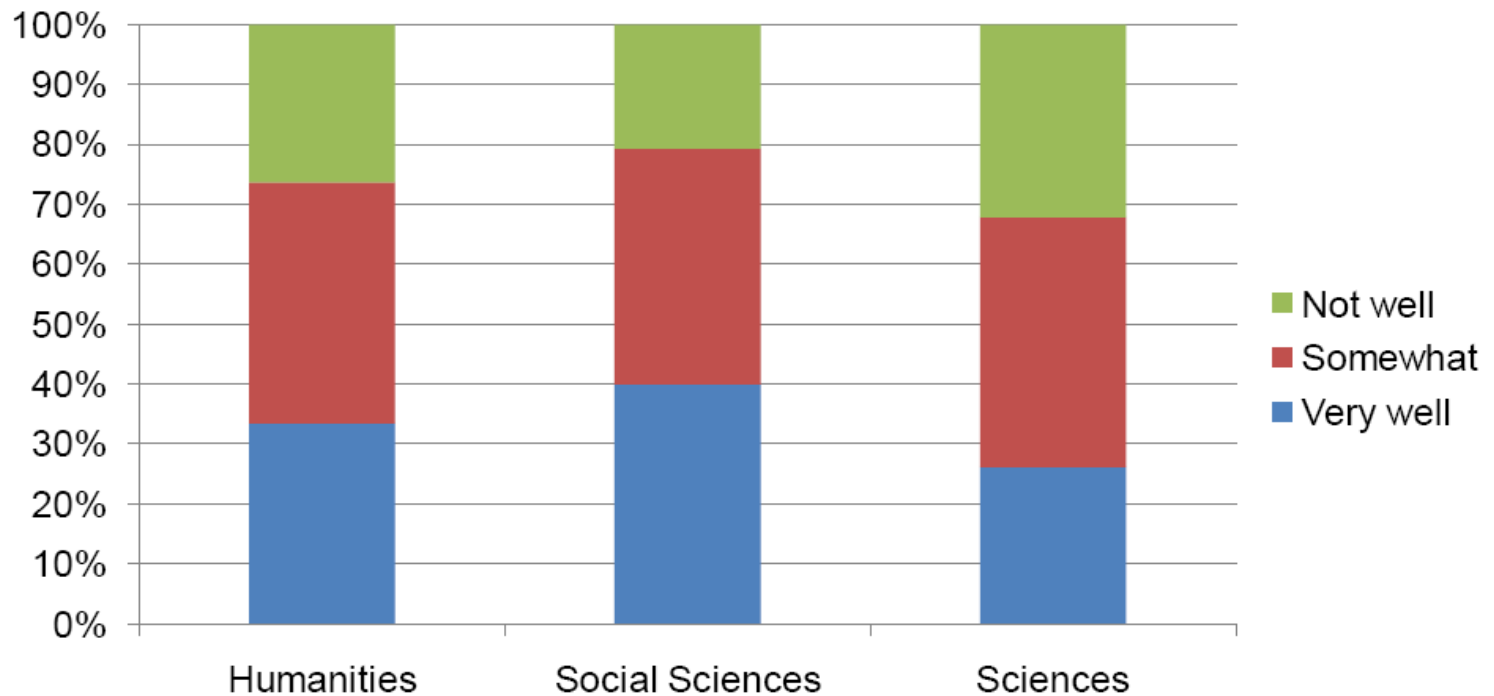
# Factors influencing publication decisions?

Percent of faculty responding “very important” to the question “When it comes to influencing your decision about journals in which to publish an article of yours, how important is each of the following characteristics?”

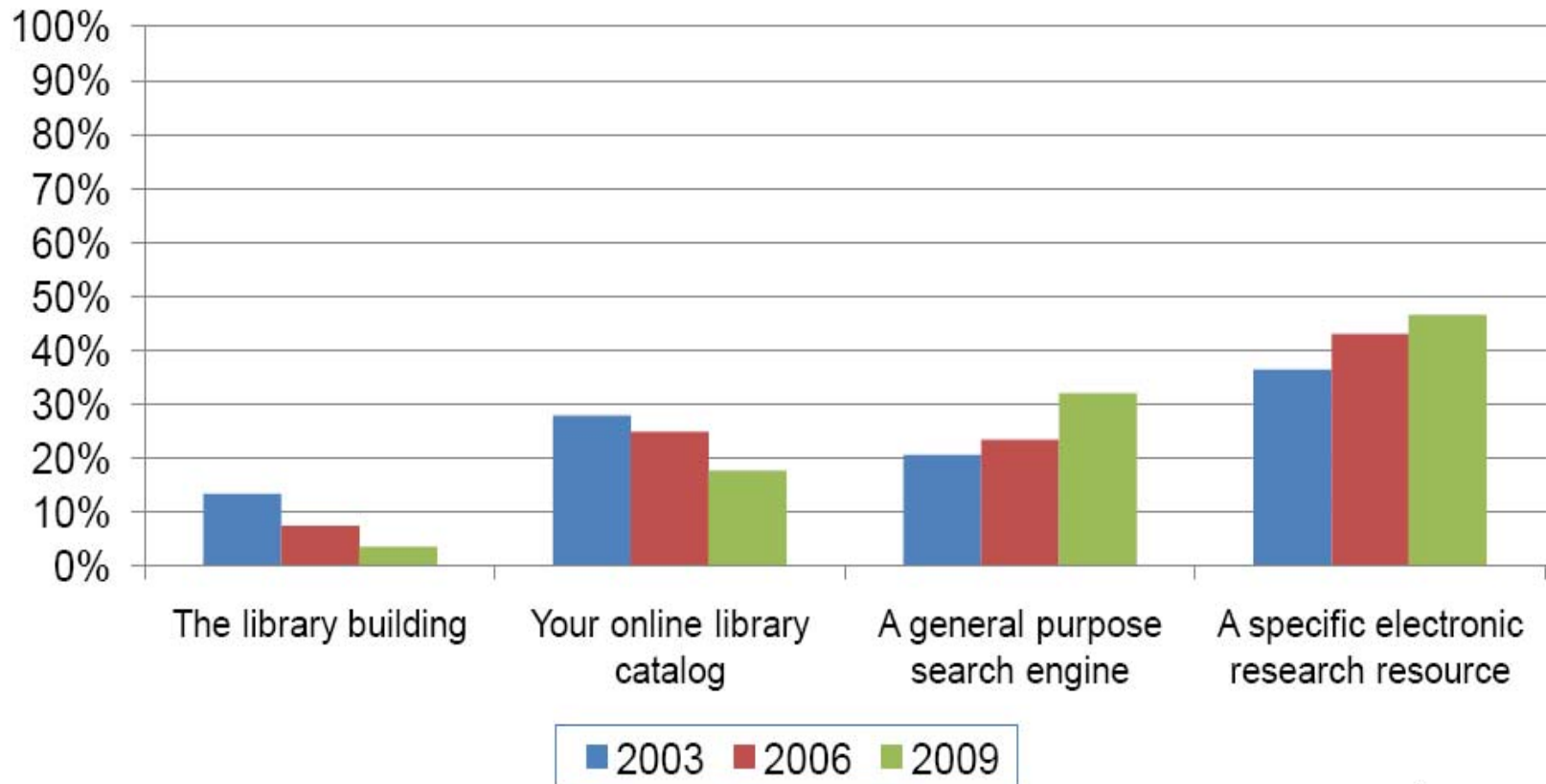


# Research assessment

“Tenure and promotions practices unnecessarily constrain the publishing and dissemination choices made by scholars in my field”

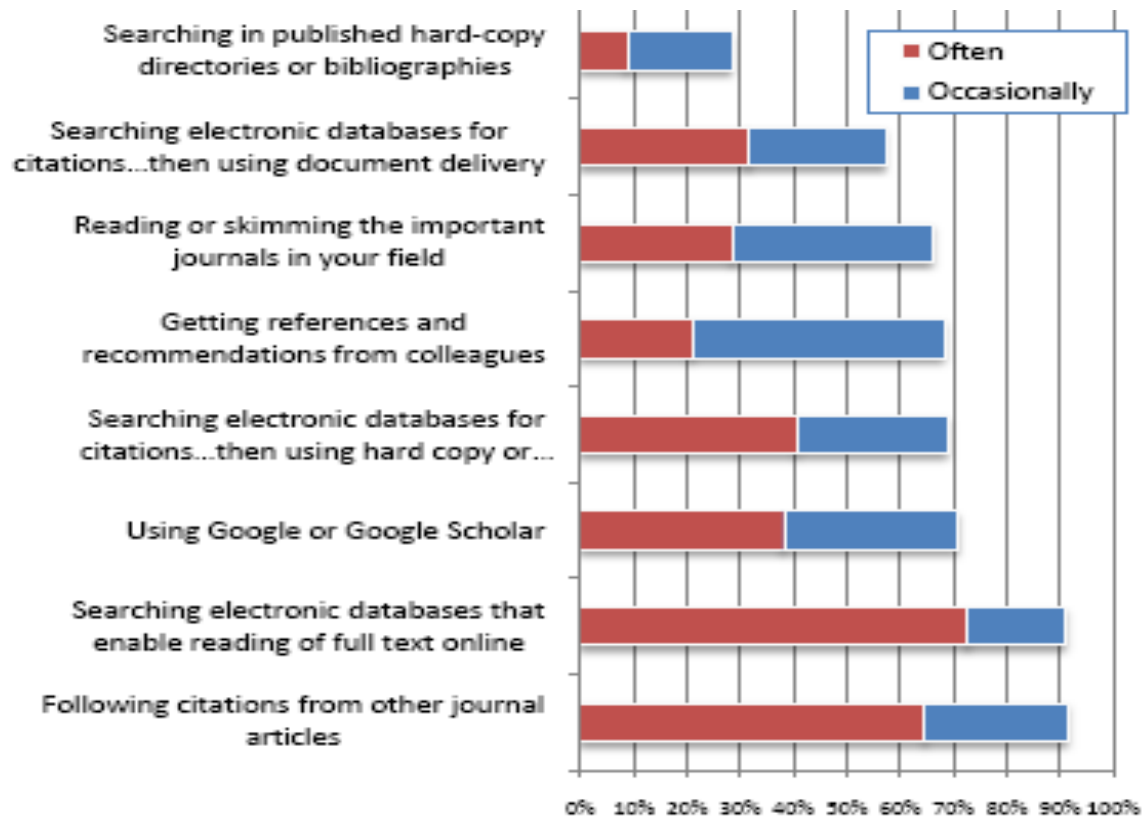


# Starting point for research information discovery



# Locating Journal articles

Percent of faculty responding “often” or “occasionally” to “How often do you use each of the methods listed below to find information in academic journals?”

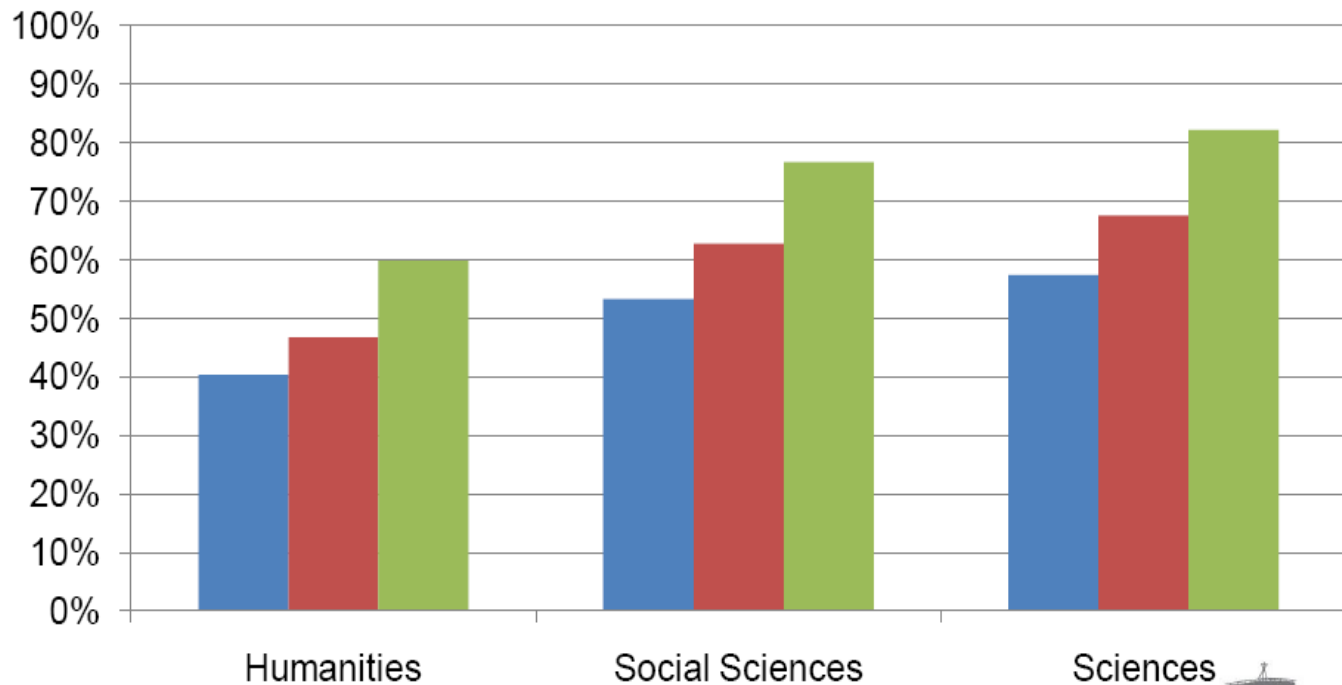


# Locating Journal articles

<u>Humanities</u>	<u>Social Sciences</u>	<u>Sciences</u>	<u>Medicine</u>
Citation in another publication	Citation in another publication	Citation in another publication	Open Access Repository (PubMed Central, arXiv)
Skimming print copy of journal regularly	Skimming print copy of journal regularly	Visiting journal online regularly	Citation in another publication
Visiting journal online regularly	Visiting journal online regularly	Recommendation by colleague	Skimming print copy of journal regularly
Recommendation by colleague	Online article databases (Web of Science, Lexus/Nexus, Ovid, Project Muse)	Receiving electronic alert (eg. E-mail table of contents alerts, RSS)	Receiving electronic alert (eg. E-mail table of contents alerts, RSS)
Online article databases (Web of Science, Lexus/Nexus, Ovid, Project Muse)	Receiving electronic alert (eg. E-mail table of contents alerts, RSS)	Skimming print copy of journal regularly	Visiting journal online regularly

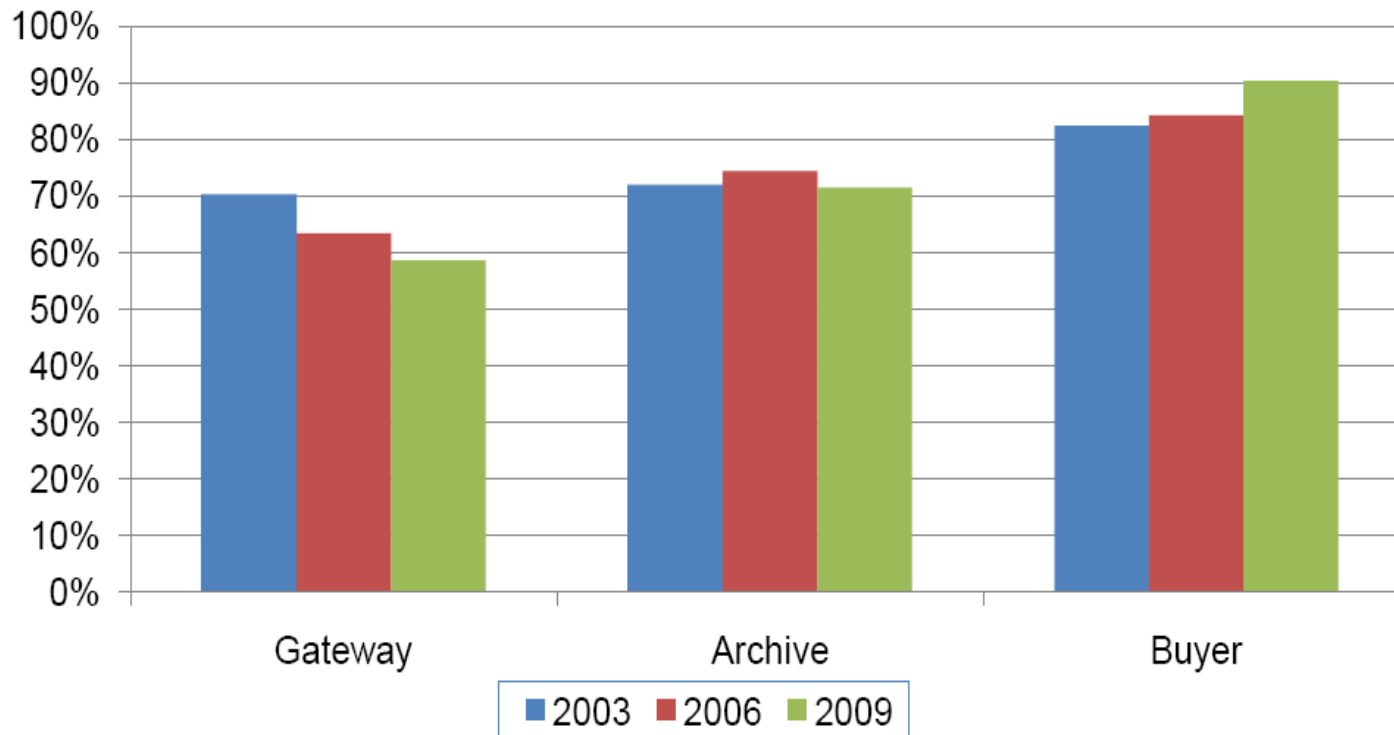
# Print/online transition

Percent of faculty strongly agreeing with the statement “If my library cancelled the current issues of a print version of a journal but continued to make them available electronically, that would be fine with me”



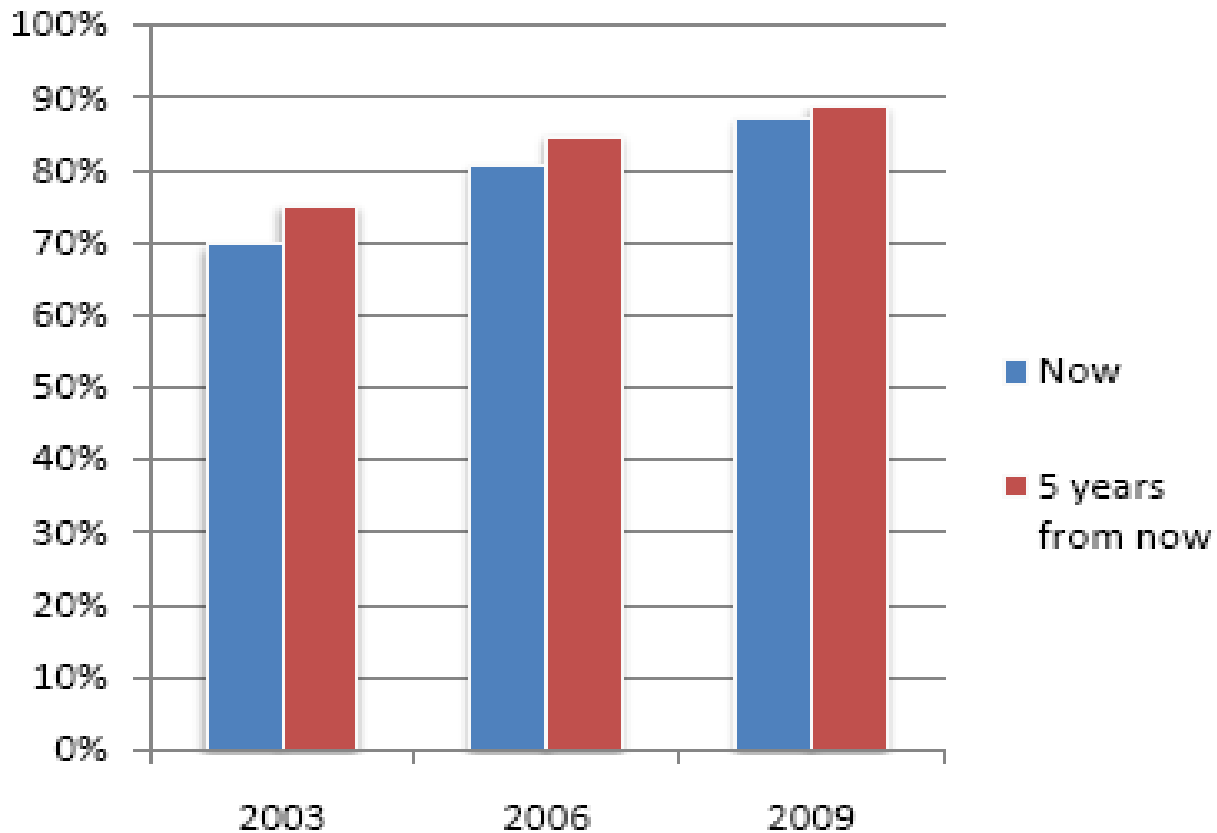
# Changing role of research libraries

Percent of faculty rating these roles as important



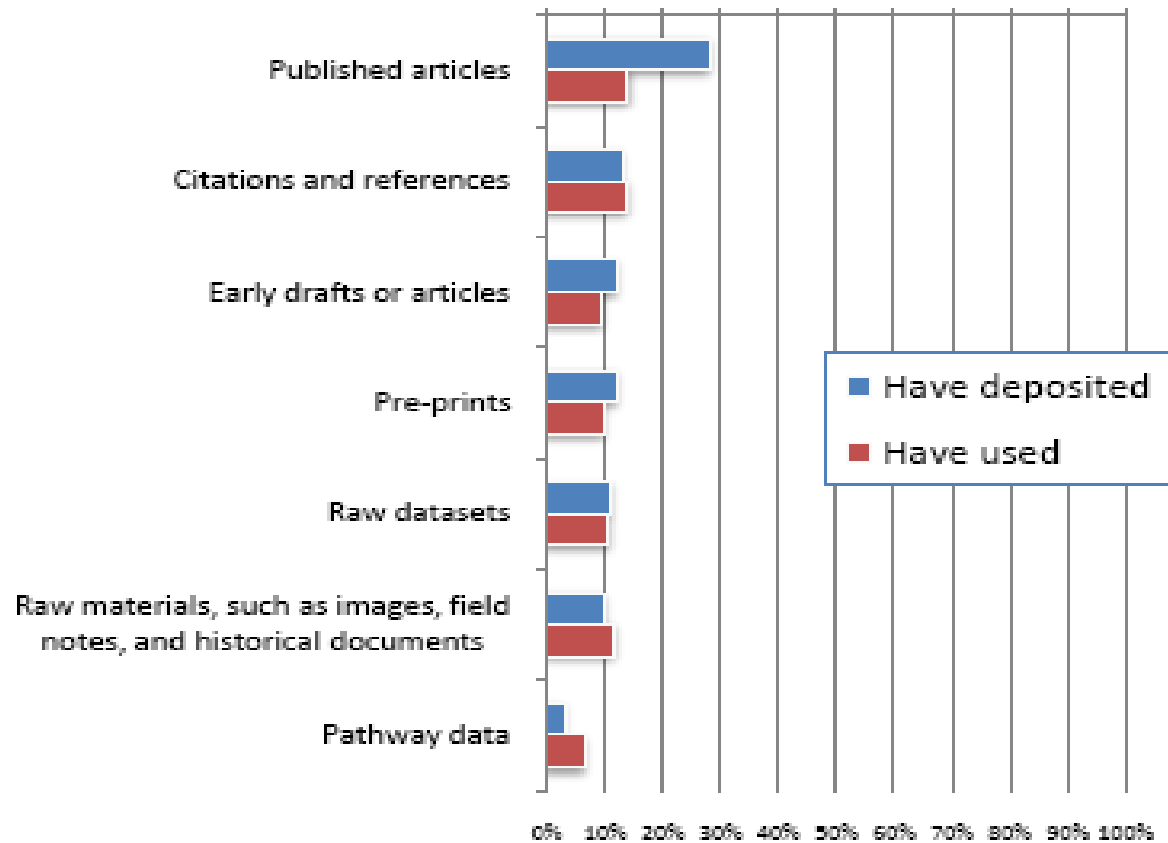
# Digital preservation

Percent of faculty responding “very important” to the question “How important is the long-term preservation of electronic journals to you”

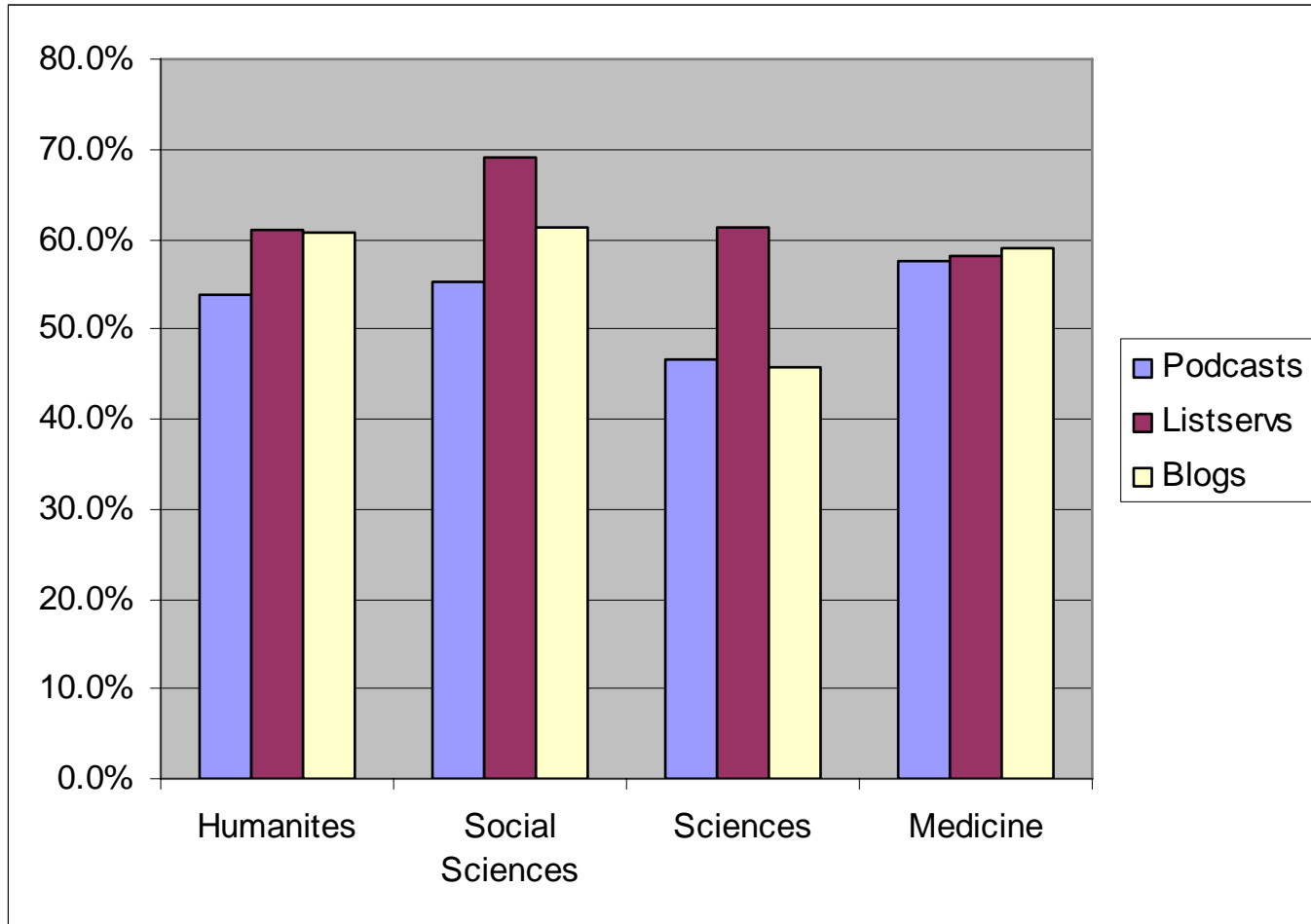


# Research repositories

Percent of faculty indication that they have deposited each type of materials in a repository or have used materials of each type deposited by others

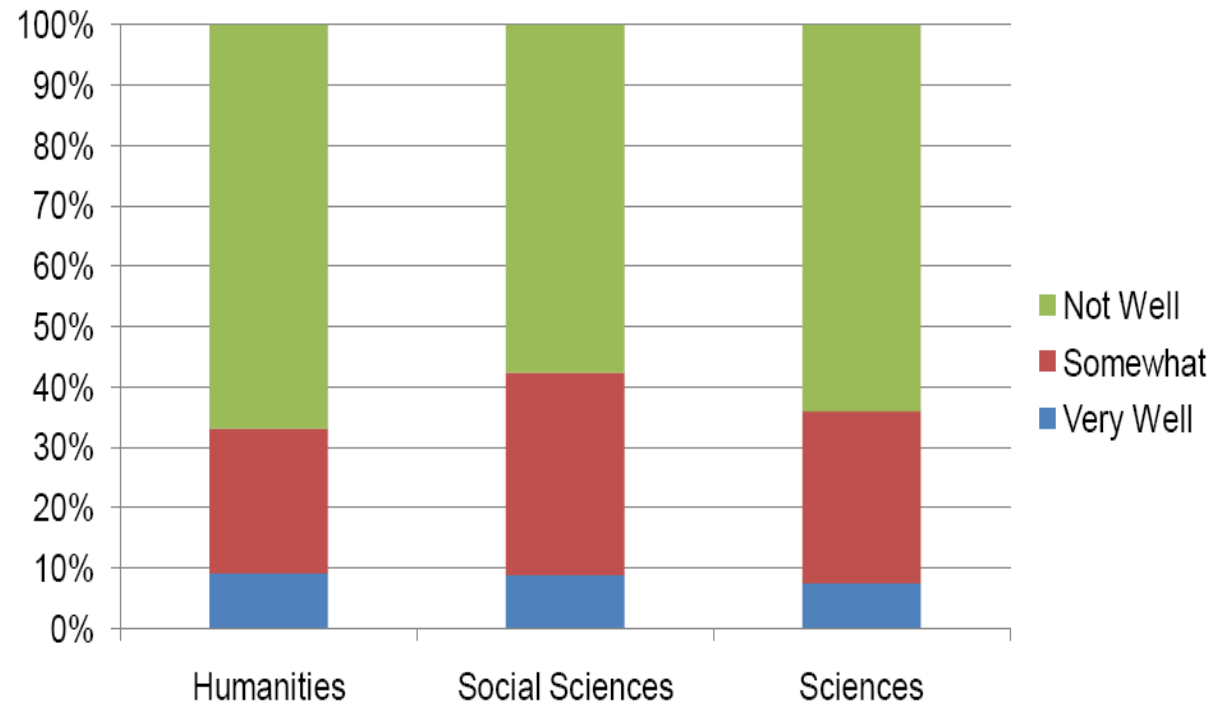


# Use of Podcasts, Listservs and Blogs



# Online interaction

“I have more valuable interactions with my peers via listservs, wikis and blogs than I do in more traditional formats such as scholarly conferences and symposia,” by disciplinary grouping



# Growth of mobile internet



© Nathan Dewey/E.C.A. Photography 2008

\* Quantcast Mobile Trends report (5 January 2010) [ <http://techcrunch.com/2010/01/05/quantcast-mobile-web-apple-android/> ]

\*\* Morgan Stanley Research (15 December 2009) *The Mobile Internet Report* [ <http://www.morganstanley.com/mobileinternetbook> ]

# OUP's research online products

OXFORD JOURNALS ONLINE

**Core research products**

**A-Z reference**

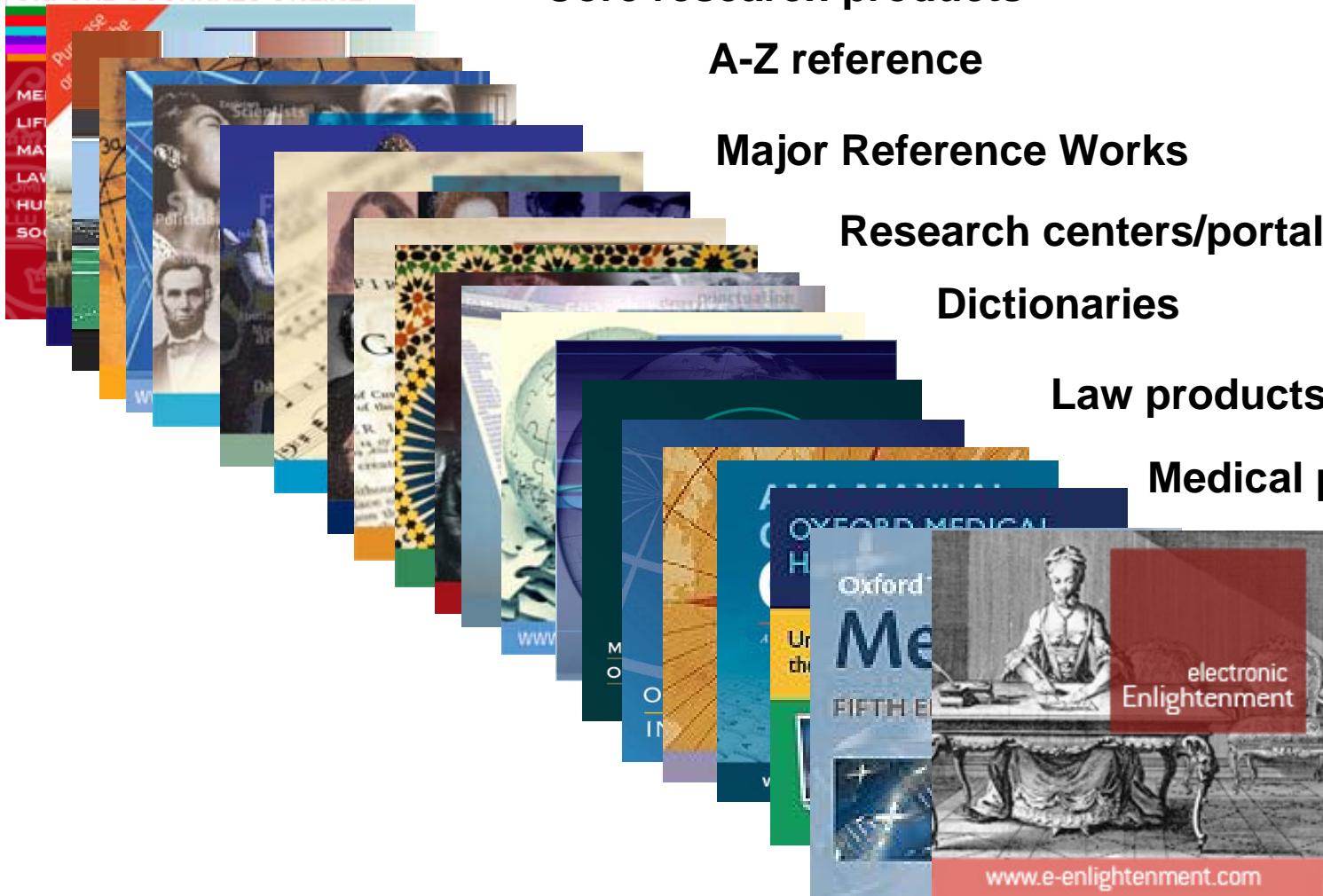
**Major Reference Works**

**Research centers/portals**

**Dictionaries**

**Law products**

**Medical products**



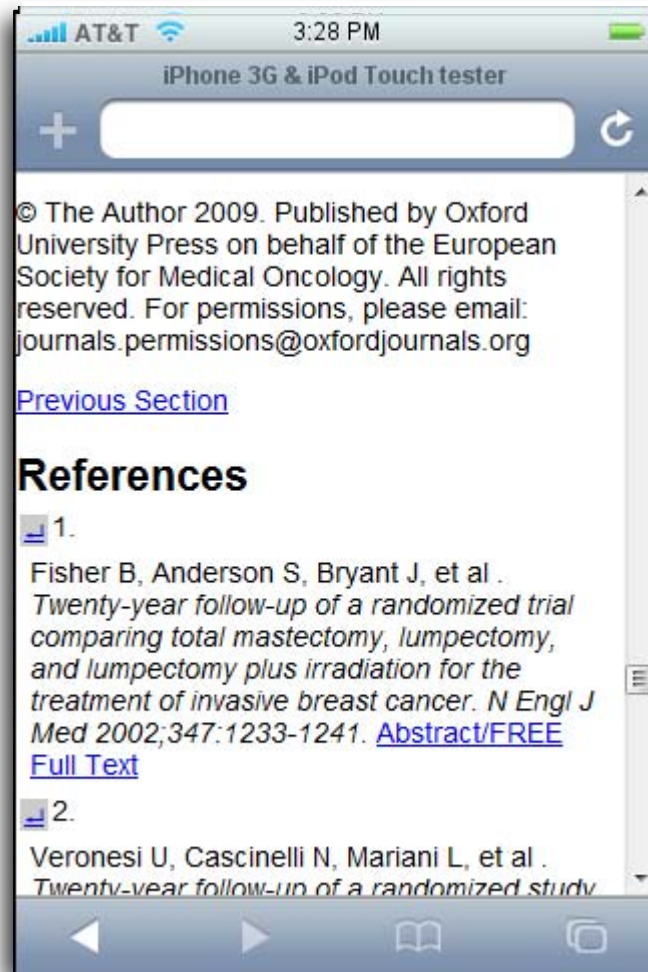
# A new type of resource...

Oxford Bibliographies Online represents a new type of resource in several ways:



- It is **selective**, rather than exhaustive
- It provides **expert recommendations** with critical supportive text and annotation
- Offers **structurally consistent** entries for clean intuitive flow between entries and modules
- Includes cataloging of **non-print material**, especially online resources
- Linking on multiple levels facilitates **movement to other resources**, whether online or available through a library's catalog

# Mobile phone access



# How is OUP responding?

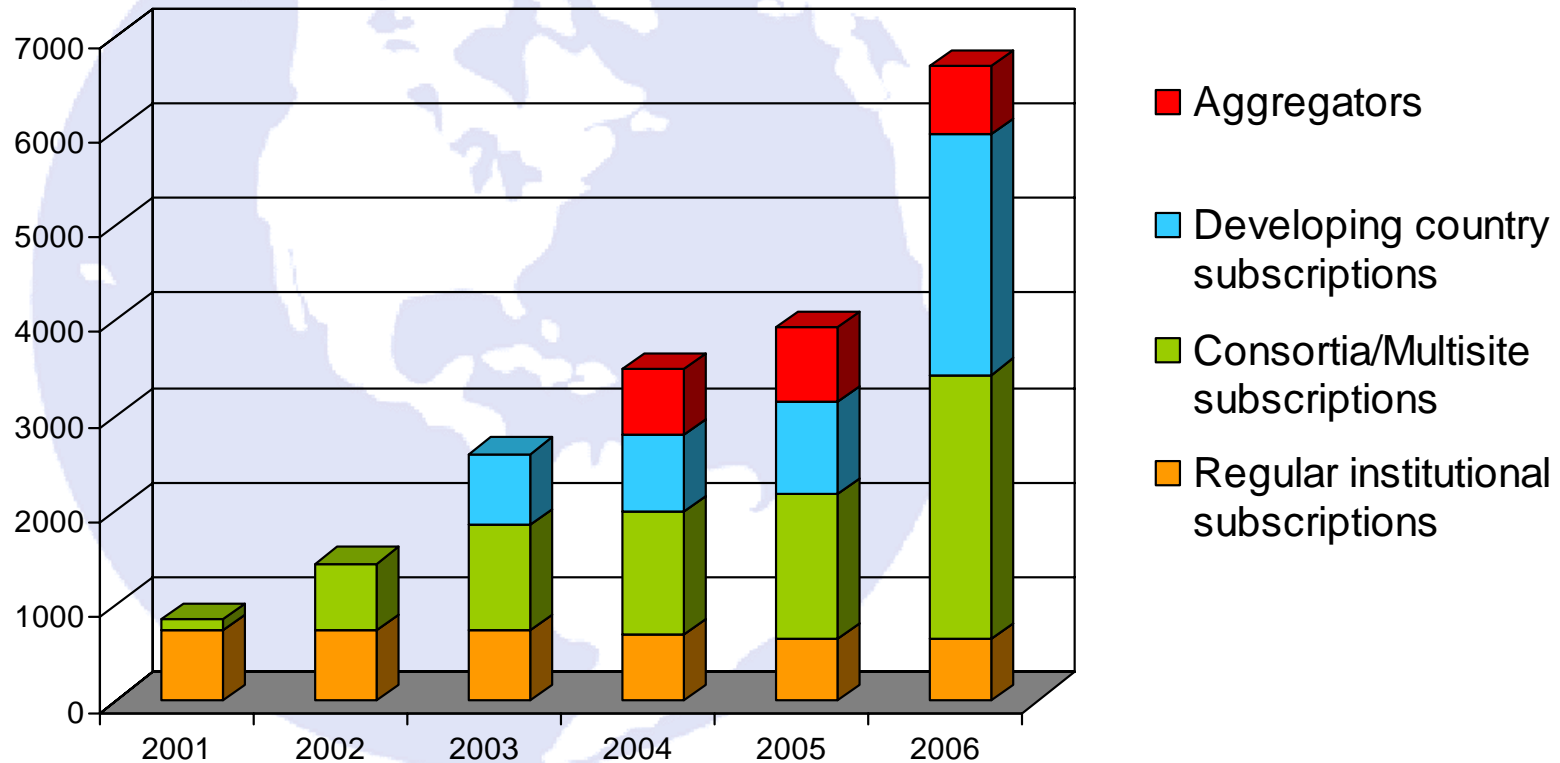
## Choice of Access Models

	<u>Books</u>	<u>Journals</u>
Subscriptions	√	√
Consortia deals	√	√
Document Delivery	-	√
Purchase	√	√
Developing countries	√	√
Open Access	-	√

# How is OUP responding?

Maximizing dissemination and accessibility

## Institutional sites

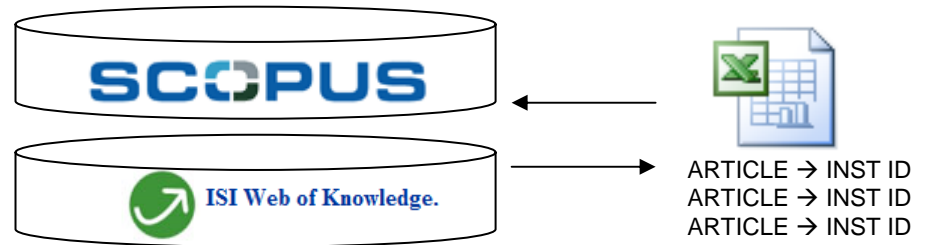


# Optional Open Access uptake

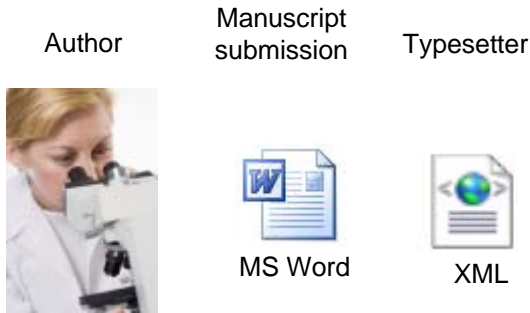
	<u>2008 Total</u>	<u>2009</u>
Medicine	4.9%	4.1%
Life Sciences	11.0%	10.2%
Humanities/Social Sciences	2.3%	2.4%
Social Sciences	2.4%	0.0%
Mathematics	6.0%	5.7%
<b>Total</b>	<b>6.6%</b>	<b>5.9%</b>

# Populating institutional repositories (IRs) using institutional identifiers: a proof-of-concept with the Oxford University Research Archive

1. OUP works with third parties who have already categorized articles to retrieve article-to-institution mappings



2. Article-to-institution mappings are loaded to Oxford Journals on HighWire as shared, cross-journal collection codes



3a. Institutional Repository makes a query to oxfordjournals.org requesting records for content indexed with its institutional identifier e.g. <http://services.oxfordjournals.org/cgi/sru?version=1.1&operation=searchRetrieve&query=%22ox.ac.uk%22>

3b. Metadata is returned to populate the Oxford University Research Archive. Dublin Core could be used for metadata but would require extensions for non-DC elements such as <institution>.

A toll-free link (embargoed?) is included in the returned metadata



3c. Users of the ORA can link to the final full text content for free on oxfordjournals.org allowing free use of the content

4. Future solutions:

- a. Authors self-identify during online submission
- b. Institutions are identified during copy-editing
- c. XML data provided by typesetters includes institutional coding

# The future of research publishing

- Researchers moving rapidly to 'online only' access for journals (and books?)
- Declining usage of printed journals and books
- Growing importance of search engines
- Increased use of mobile devices
- Increasing use of subject Repositories (e.g PubMed Central)
- Limited use of Web 2.0 features
- Limited interest in Open Access publishing
- Limited interest in Institutional Repositories

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