An Overview of Academic Publishing Today

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Overview

- Scholarly communication
- Traditional academic publishing
- Types of publishers
- Open Access (OA) as a new norm
- Why the change?
- Selecting a publisher
- Author rights
- Best practices
Scholarly Communication

The system where scholarly writings are produced, evaluated for quality, disseminated and preserved for future use.
Traditional Academic Publishing

- How it Works
- Unsustainable
- One business model
Types of Academic Publishers

- Society
- University press
- Commercial, for profit
- Independent
- Combinations of the above; each category has many journals, varied practices, and business models
Open Access (OA) is a New Norm

- Scholarly, peer reviewed literature, available free, online, with limited or no copyright restrictions
  1. Journals (Gold)
  2. Repositories (Green)
- Many business models
OA Business models

How are OA publications paid for?

• Authors (APCs & BPCs)
• Funding agencies
• Collectives
• Memberships
• Subscriptions
• Sweat equity
• Some combination of the above
Open Access Policies

Of Funders (81)*
  • NIH, NSF, OSTP, etc.

Of Institutions (574)*
  • UC Senate and Presidential policies
  • Harvard, Kansas, MIT, Duke RCUK, etc.

Why the change?

- Easy production and dissemination with networked technologies, Web, and social media
- Dominance of commercial publishers
  - Unsustainable
- Academic values vs. corporate/shareholder values
- Many scholars are demanding it
Selecting a Publisher

*Traditional criteria:*

- Prestige
- Audience
- Acceptance to publication turnaround time
- Scope and coverage goes without saying
Selecting a Publisher

Newer criteria:

• Pricing
• How open is it?
• Author rights policies
Author Rights / Copyrights

Author rights relate to the retention of your rights as the copyright owner, which (unless you sign them away) are:

• Exclusive copyright holder to what you produce
• Reproduce your work
• Prepare translations and derivatives
• Perform or display the work publicly
• Authorize others to exercise any of these
Best Practices

• Read and keep publication agreements

• Retain your rights, even when you authorize others to publish your work

• Self-archive your work

• Obtain a researcher ID (e.g., ORCID) as early as possible

• Use your influence

• Find a way to keep up with changes
Take Aways

• Multiple models, not just one
• OA is a new norm
• Authors have influence, use it
• When publishing, decide what is best for you and your situation
• What do you want from a scholarly publishing system of the future?
Illustration by David Foster  
Send questions to sherri.barnes@ucsb.edu