



Digital Commons - Heartland User Group + IR Day

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13 Oct 2017, 9:10 AM - 10:00 AM

## 12 Years Plus an IR Manager

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Part of the [Scholarly Communication Commons](#), and the [Scholarly Publishing Commons](#)

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Royster, Paul, "12 Years Plus an IR Manager" (2017). *Digital Commons - Heartland User Group + IR Day*. 28.

<https://scholarsmine.mst.edu/dc-hug/2017/schedule/28>

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*12* + YEARS AN IR MANAGER

Paul Royster

Heartland Users Group Meeting, Rolla, MO

October 12-13, 2017

# Disclaimer

What you are about to hear and see are my own personal opinions.

It is **not** the approved or accepted official policy of the University of Nebraska-Lincoln Libraries.

I am solely personally responsible.



# First of all ...

It's wonderful to be here.

I am delighted that all you all came out.

I will do my best to educate or entertain.

*"Bless your hearts."*



"It's wonderful to be here,  
It's certainly a thrill.  
You're such a lovely audience,  
We'd like to take you home with us."



# Secondly,

I admit to being an elderly white man, an anachronism, a veritable Dodo (*Raphus cucullatus*).

But, if I have learned anything, it is

"You got to be who you are."

PLXX



Hooded Dodo.

**So, why me?**

**Why Nebraska?**



# Our University

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- Established 1869
- 6 blocks from state capitol
- 24,500 students, 1650 faculty, 3700 staff
- Degrees awarded: 3700 BA, 800 master's, 300 PhDs
- Annual budget: ~~\$1.2 billion~~ \$1.12 billion (after budget cuts)
- Research budget: \$250 million
- Library budget: \$15 million
- Institutional repository started in 2005



# #6 Institutional; #3 University

## RANKING WEB OF REPOSITORIES

- Universities
- Hospitals
- Business Schools
- Research Centers

- HOME
- NORTH AMERICA
- LATIN AMERICA
- EUROPE
- ASIA
- AFRICA
- ARAB WORLD
- OCEANIA
- BY AREAS
- TOP INSTITUTIONALS
- TOP PORTALS

[Home](#) » Top Institutionals

### Current Edition

January 2017 (2017.1.0)

### About Us

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### About the Ranking

- [Objectives](#)

### Resources

- [Best Practices](#)
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## Top Institutionals

World Rank	Portal	Country	Size	Visibility	Files Rich	scholar
1	<a href="#">(1) Smithsonian/NASA Astrophysics Data System</a>		1	1	1	1
2	<a href="#">NASA Technical Reports Server</a>		56	3	3	2
3	<a href="#">University of California eScholarship Repository</a>		231	2	2	9
4	<a href="#">CERN Document Server</a>		11	9	5	7
5	<a href="#">MIT Institutional Repository</a>		94	5	4	37
6	<a href="#">University of Nebraska Lincoln DigitalCommons</a>		336	6	6	17
7	<a href="#">University of Michigan Deep Blue</a>		113	8	7	77
8	<a href="#">Universiteit van Amsterdam Digital Academic Repository</a>		57	24	21	3
9	<a href="#">HAL Institut National de Recherche en Informatique et en Automatique Archive Ouverte</a>		39	10	17	43
10	<a href="#">HAL Sciences de l'Homme et de la Société</a>		96	19	16	30

# The university's **most-visited** site: 16% of all web traffic !

The screenshot shows the Alexa website interface. At the top, there is a navigation bar with the Alexa logo, 'An amazon.com company', and links for 'Features', 'Resources', 'Pricing', 'Log in', and a 'SIGN UP' button. Below the navigation bar, the main content area is titled 'Where do visitors go on unl.edu?'. On the left side, there is a sidebar with the text 'GROW YOUR BUSINESS USING ALEXA' and a list of tools: 'Keyword Difficulty Tool', 'Competitor Keyword Matrix', 'On-Page SEO Checker', 'SEO Audit Tool', 'Audience Overlap Tool', and 'Competitive Intelligence'. The main content area displays a table with two columns: 'Subdomain' and 'Percent of Visitors'. The table lists the following subdomains and their respective percentages: digitalcommons.unl.edu (16.43%), unl.edu (10.17%), login.unl.edu (9.21%), astro.unl.edu (5.75%), and droughtmonitor.unl.edu (5.61%). A red arrow points to the 16.43% value for digitalcommons.unl.edu. At the bottom of the table, there is a button labeled 'Upgrade to View'.

Subdomain	Percent of Visitors
digitalcommons.unl.edu	16.43%
unl.edu	10.17%
login.unl.edu	9.21%
astro.unl.edu	5.75%
droughtmonitor.unl.edu	5.61%



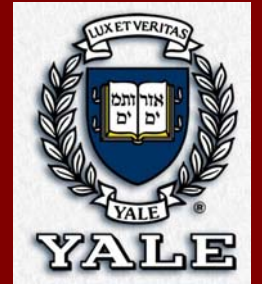
# Personal background



I am an academic child. Born at **Auburn**; raised at **University of Kentucky**.

Son of a professor of mathematics, department chair, dean, and vice-president; mother was an M.A. in math; graduated from college at 19. My only sibling (brother) attended **Sewanee** (B.A.) and **LSU** (PhD), taught math at UT-Austin, UNC-Charlotte, and now at UK.

# More personal bio



Me: AB **Princeton** 1975, MA U. **Michigan** 1977, PhD **Columbia** (in English) 1984.



I worked 20+ years in publishing for non-profit in NYC (**Library of America**), commercial (**Barron's Educational Series**), and scholarly (**Yale UP** and **U. of Nebraska Press**)

Just for the sake of honest disclosure: I was fired from 2 of these jobs.



# Me in 2005



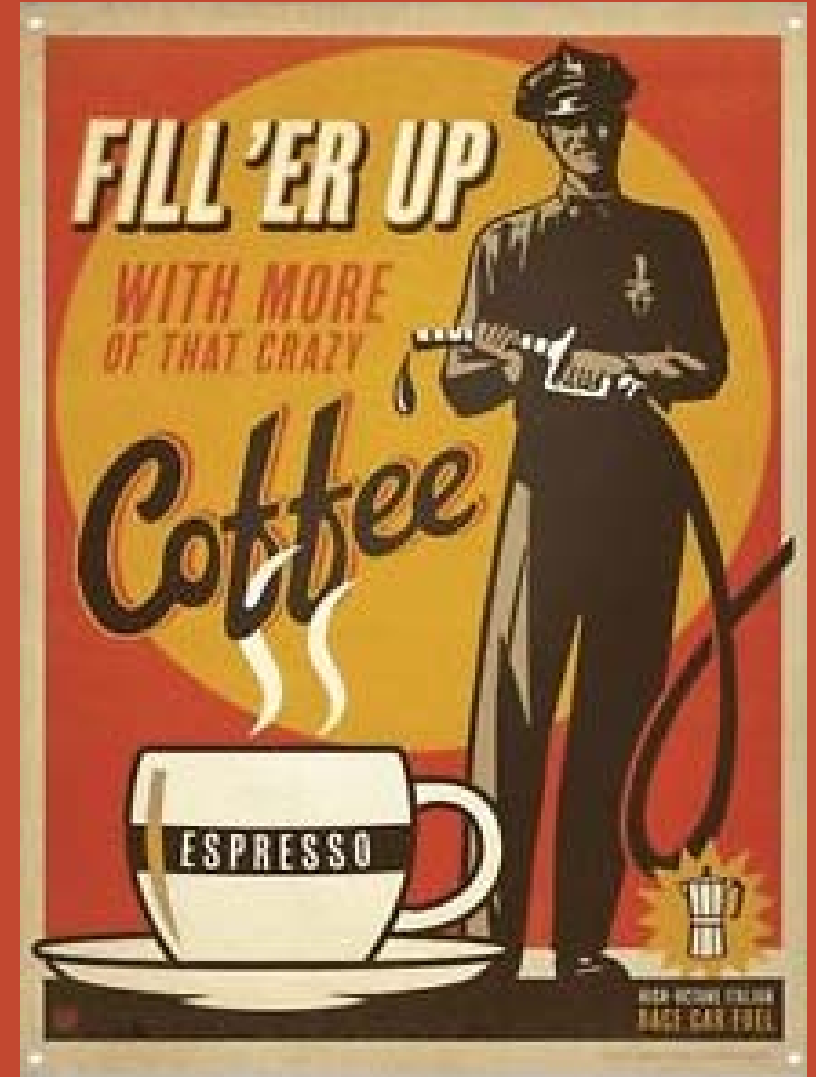
“On the beach” (i.e., soon to be unemployed) in Lincoln, Neb., and UNL Libraries held a national search for a “Coordinator of Scholarly Communications” specifically to manage the new IR just established by Dean Joan Giesecke. I applied because I was applying for everything at that time.

I had family, and I needed a salary and healthcare.

I did the job talk and the interviews and they decided either to hire me or re-open the search. I took a big cut in pay, but I got a nice office and a smart boss.

# My mission

1. Recruit content and faculty participation for the IR
2. Advise on copyright issues
3. Assist collection development decisions



# About our IR

274 communities

910 series

94,000 items

79,000+ are free full-text public

44 million downloads (to date)

7 million downloads annually

**UNIVERSITY OF Nebraska Lincoln**

DigitalCommons@University of Nebraska - Lincoln

Home About FAQ My Account

**Search**

Enter search terms:  
 Search

in this repository

Advanced Search  
Search Help  
Notify me via email or [RSS](#)

How to Cite Items From This Repository  
Copyright Information

**Browse**

Collections  
Disciplines  
Authors

**Author Corner**

Author FAQ  
**Submit your paper or article**  
Guide to Submitting

Reader from: New York City, New York, United States

[The Effects of China's One-Child Policy: The Significance for Chinese Women](#)  
Kristine Sudbeck  
Nebraska Anthropologist

**Real-time Readership**  
8  
Downloads since 9:00:12 AM

[Embed](#) [Terms of Use](#) [View Larger](#)

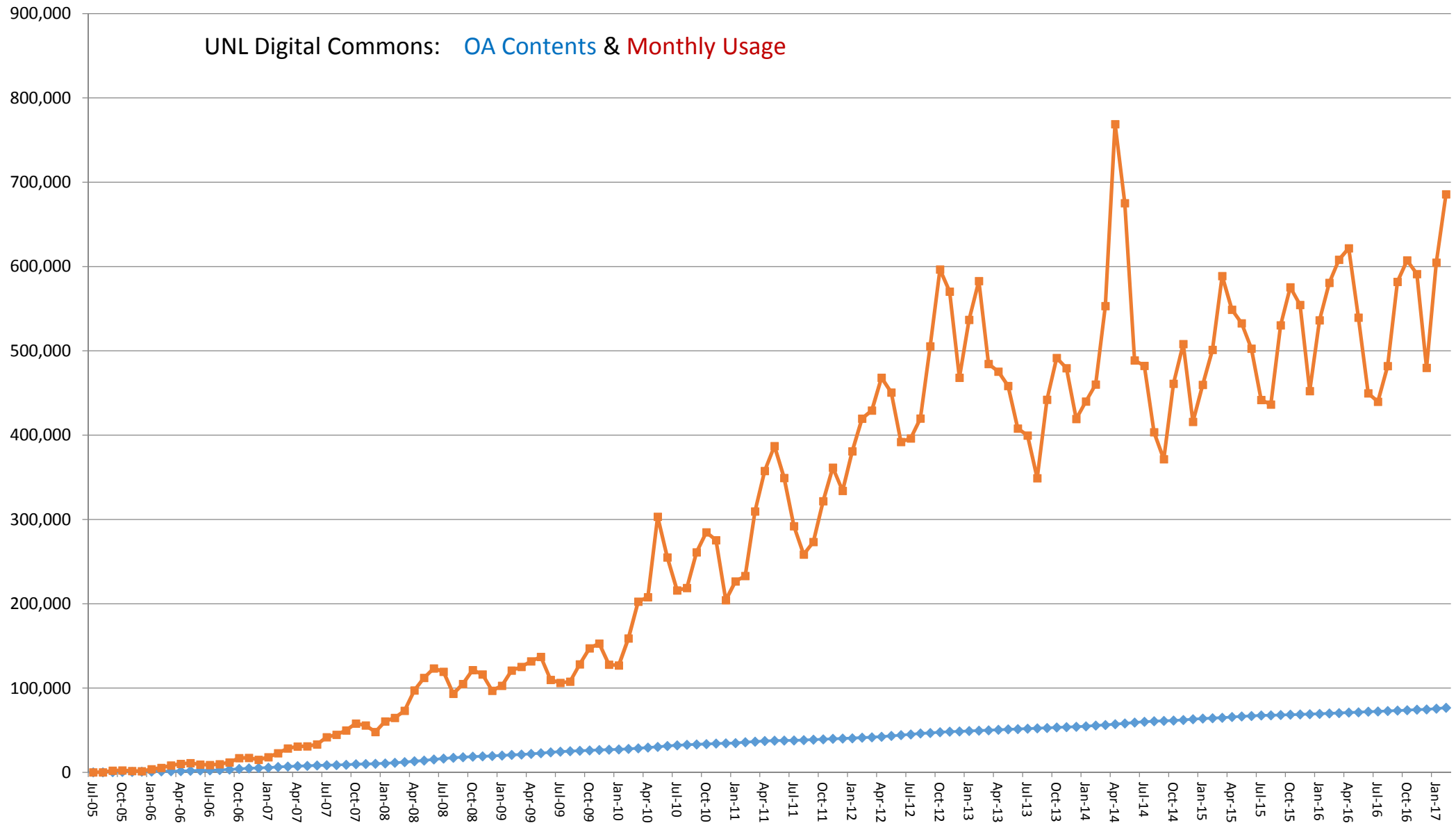
91,334 Total Papers	41,533,256 Total Downloads	7,253,695 Downloads in the past year
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UNL's Institutional Repository

Browse:

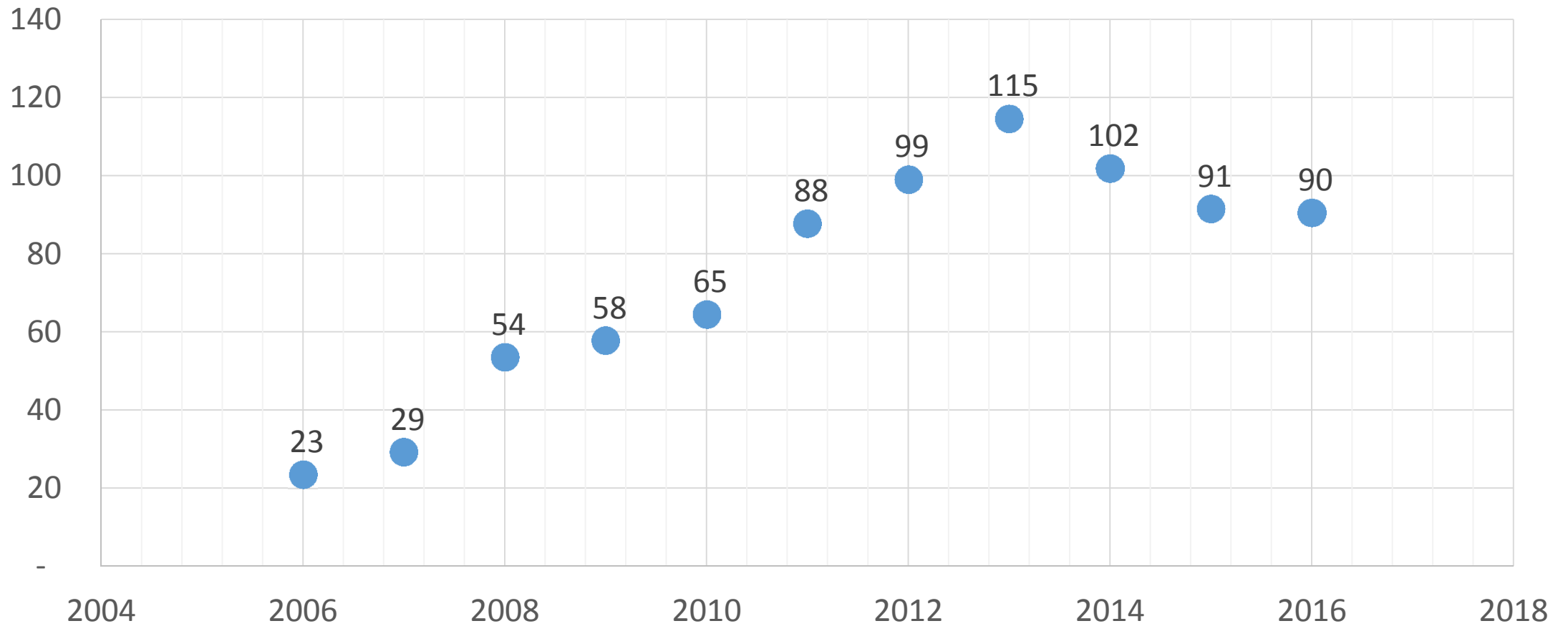
- ▣ [Departments, Centers, and Research Groups-- Public Access](#): More than 75,000 articles, papers, eBooks, documents, presentations, creative activities, master's theses, **public-access dissertations**, etc. **All free to all users.** (Alphabetical by department, center, or group)
- ▣ [Peer-Reviewed Journals and Series \(open-access\)](#)
- ▣ [UNL Dissertations from ProQuest-UMI](#): More than 13,000 Ph.D. dissertations from the University of Nebraska-Lincoln. Includes all dissertations 1902-present. **Free full-text** access from UNL campus connections. **Users from outside UNL** have free abstracts and 24-page previews, with the option to purchase electronic full-text. **This area is managed by ProQuest.** University of Nebraska-Lincoln users from off-campus connections should proceed directly to the resource you desire; you will be asked to authenticate with your UNL ID number for free download of full-text dissertations from ProQuest. Please remember to log out or close browser when you are done.





12-Year Trends: Contents and Monthly Usage (downloads)

# Annual avg downloads per article



# Most popular series (past 90 days)

- 1 Library Philosophy and Practice (e-journal)
- 2 Historical Materials from UNL Extension
- 3 Nebraska Tractor Tests, 1920-2007
- 4 Electronic Texts in American Studies (OER)
- 5 ETDs from Educational Administration
- 6 Faculty Publications, Management Department
- 7 Robert Katz Publications (Physics OER, mainly)
- 8 Faculty Publications, Department of Psychology
- 9 ETDs from College of Education and Human Sciences
- 10 Nebraska Law Review (journal)

2 journals  
2 ETD series  
2 OER series  
2 university publications  
2 faculty articles series

# Most popular item

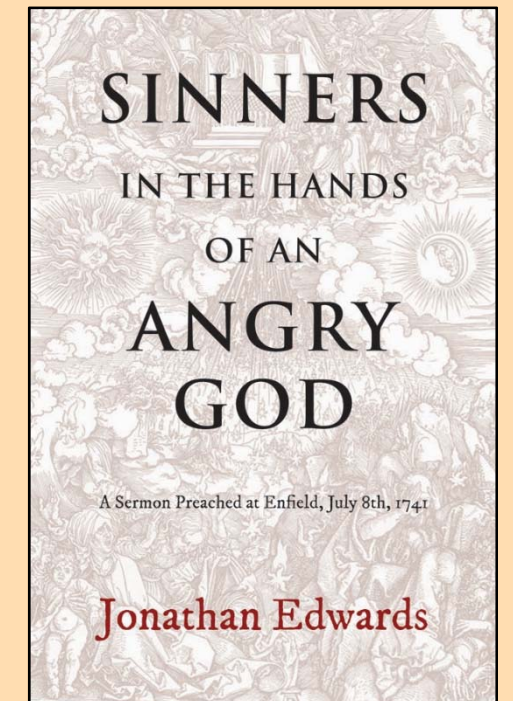
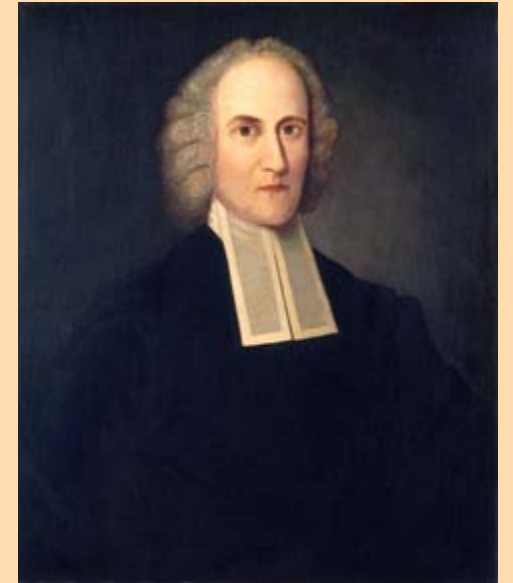
[Sinners in the Hands of an Angry God. A Sermon Preached at Enfield, July 8th, 1741.](#)

**556,109 Downloads**

*January 28, 2011-October 7, 2017*

*A public-domain open educational resource*

A text taught in English, history, religion, & American studies courses and in Sunday schools.



# #1 Google result

1. UNL DigitalCommons

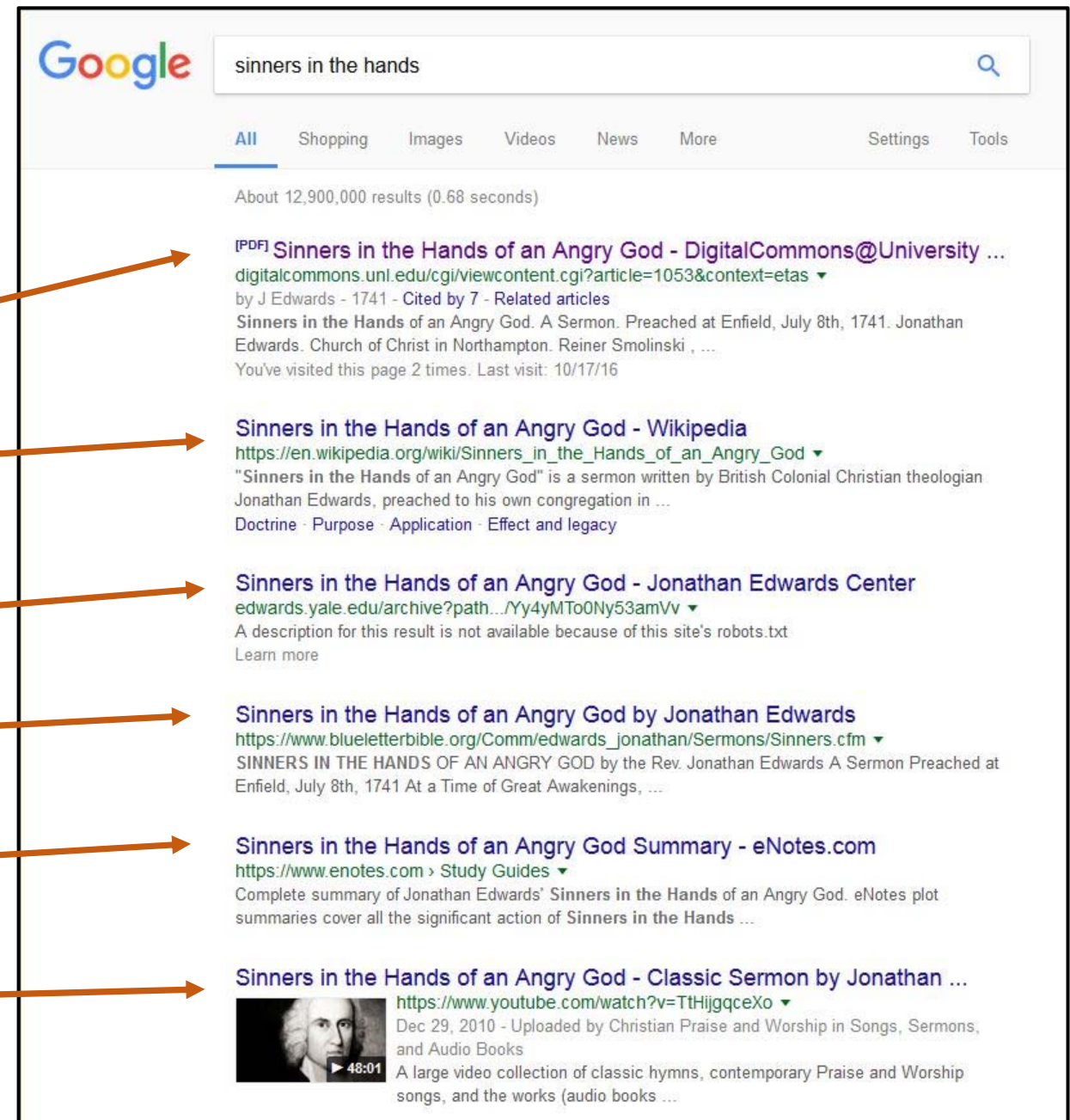
2. Wikipedia

3. Yale Scholarly Edition

4. Bible site

5. enotes.com

6. youtube.com

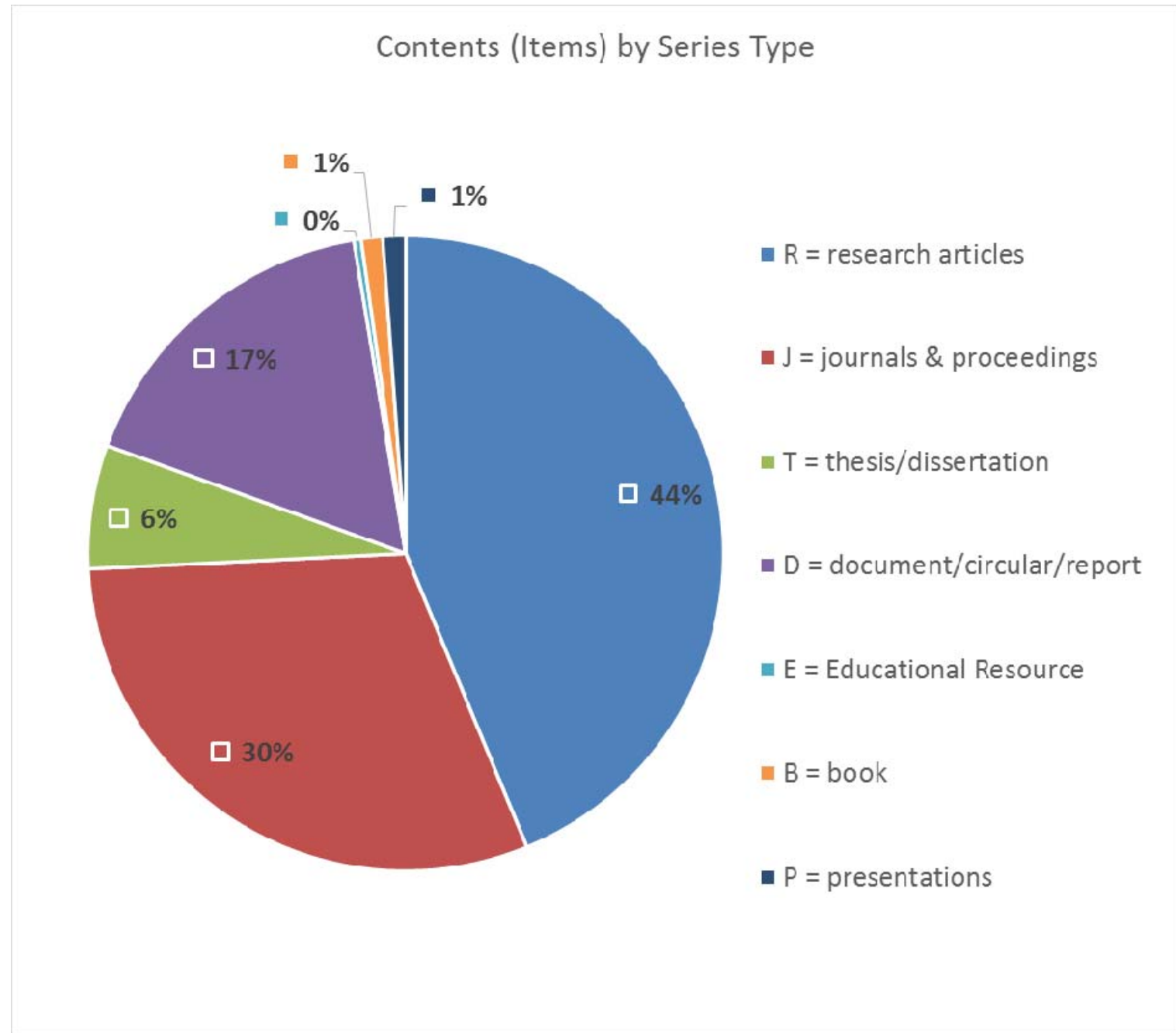


Google search results for "sinners in the hands". The search bar shows "sinners in the hands" and the Google logo. The search results are as follows:

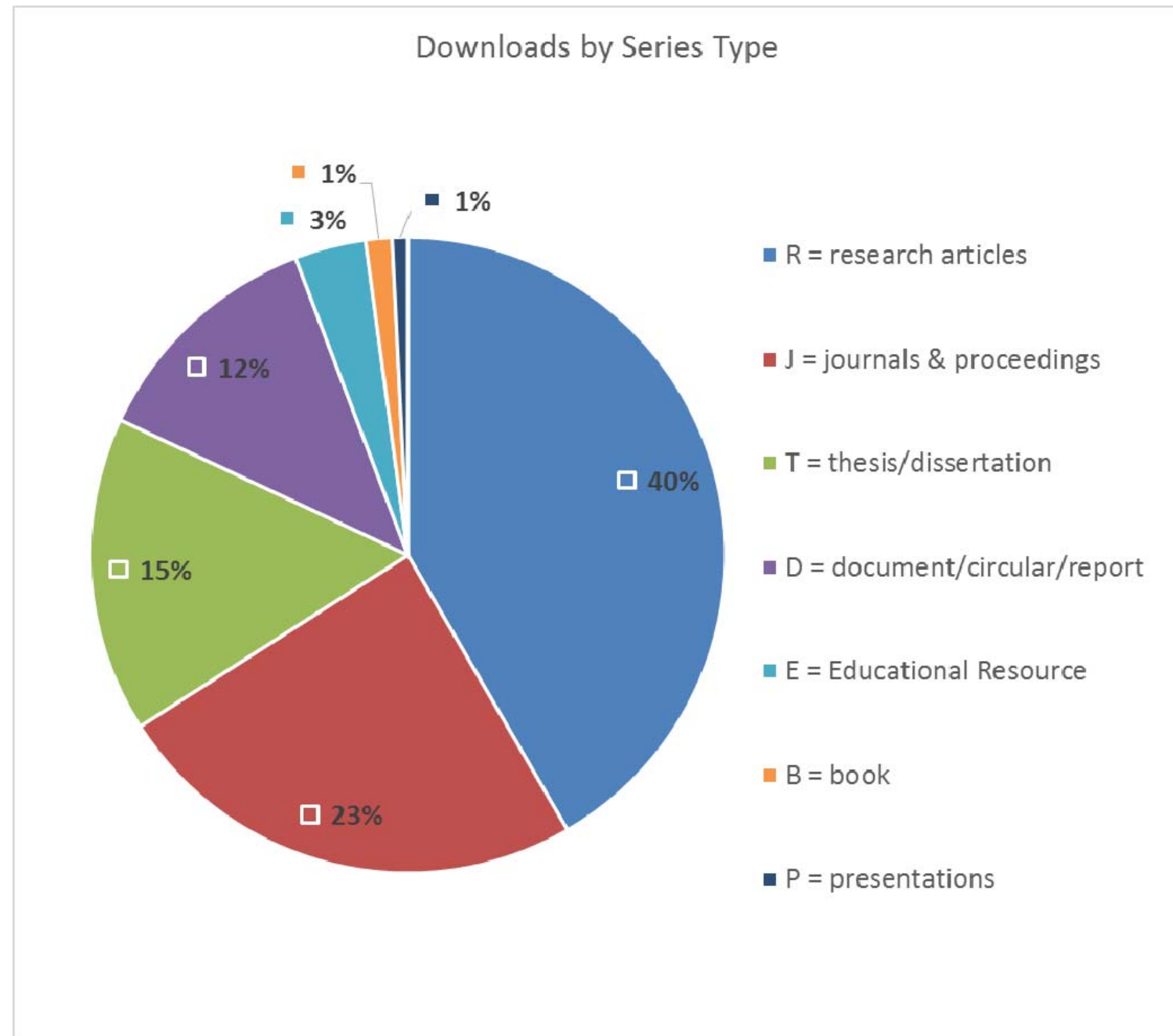
- [PDF] Sinners in the Hands of an Angry God - DigitalCommons@University ...**  
digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1053&context=etas  
by J Edwards - 1741 - Cited by 7 - Related articles  
Sinners in the Hands of an Angry God. A Sermon. Preached at Enfield, July 8th, 1741. Jonathan Edwards. Church of Christ in Northampton. Reiner Smolinski , ...  
You've visited this page 2 times. Last visit: 10/17/16
- Sinners in the Hands of an Angry God - Wikipedia**  
[https://en.wikipedia.org/wiki/Sinners\\_in\\_the\\_Hands\\_of\\_an\\_Angry\\_God](https://en.wikipedia.org/wiki/Sinners_in_the_Hands_of_an_Angry_God)  
"Sinners in the Hands of an Angry God" is a sermon written by British Colonial Christian theologian Jonathan Edwards, preached to his own congregation in ...  
Doctrine · Purpose · Application · Effect and legacy
- Sinners in the Hands of an Angry God - Jonathan Edwards Center**  
edwards.yale.edu/archive?path.../Yy4yMT00Ny53amVv  
A description for this result is not available because of this site's robots.txt  
Learn more
- Sinners in the Hands of an Angry God by Jonathan Edwards**  
[https://www.blueletterbible.org/Comm/edwards\\_jonathan/Sermons/Sinners.cfm](https://www.blueletterbible.org/Comm/edwards_jonathan/Sermons/Sinners.cfm)  
SINNERS IN THE HANDS OF AN ANGRY GOD by the Rev. Jonathan Edwards A Sermon Preached at Enfield, July 8th, 1741 At a Time of Great Awakenings, ...
- Sinners in the Hands of an Angry God Summary - eNotes.com**  
<https://www.enotes.com> · Study Guides  
Complete summary of Jonathan Edwards' Sinners in the Hands of an Angry God. eNotes plot summaries cover all the significant action of Sinners in the Hands ...
- Sinners in the Hands of an Angry God - Classic Sermon by Jonathan ...**  
<https://www.youtube.com/watch?v=TtHjgqceXo>  
Dec 29, 2010 - Uploaded by Christian Praise and Worship in Songs, Sermons, and Audio Books  
A large video collection of classic hymns, contemporary Praise and Worship songs, and the works (audio books ...



# 2016 contents by series type



# 2016 downloads by series type



<b>Type</b>	<b>Content %</b>	<b>Download %</b>
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Research articles	44	40
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Journals	30	23
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<b>ETDs</b>	<b>6</b>	<b>15</b>
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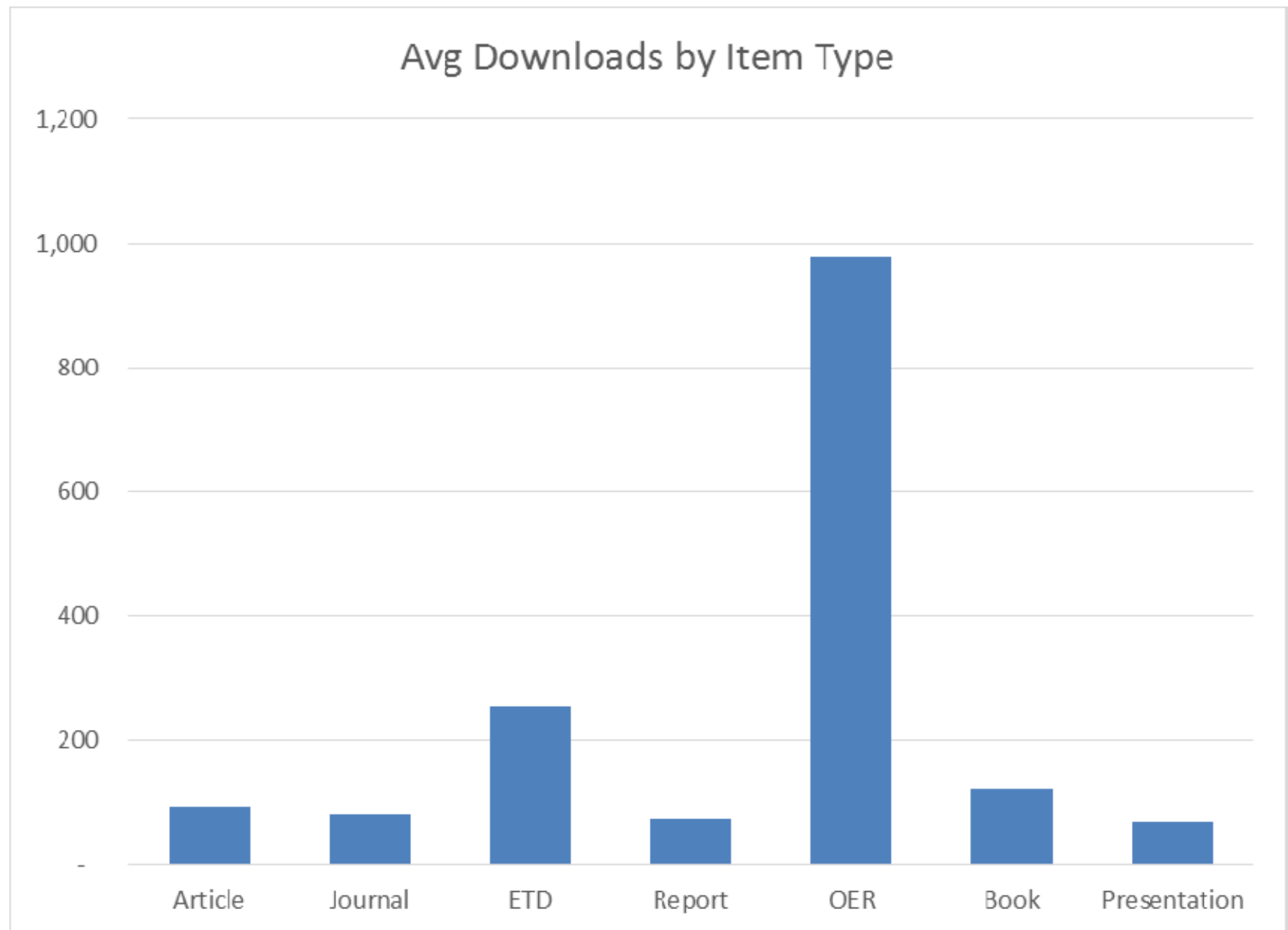
Documents/reports	17	12
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<b>Open Educ Res</b>	<b>0</b>	<b>3</b>
----------------------	----------	----------

Books	1	1
-------	---	---

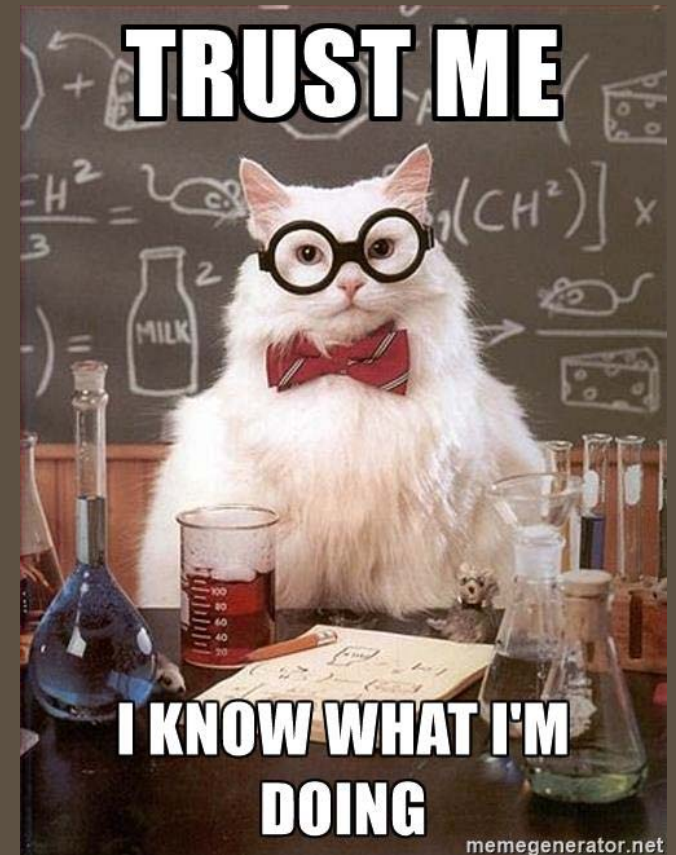
Presentations	1	1
---------------	---	---

# Avg downloads by item type



**Q: What is the IR's greatest asset ?**

**A: The trust of the faculty  
= their willingness to  
(allow) deposit**



# **Participation should be voluntary**

I do not believe in creating rules for others to follow.

**Inspire, don't require.**

No surer way to erode the faculty's trust than to place a new burden on them.



# Who is the IR's competition for faculty trust?

~~Mendeley~~

~~SSRN~~

Academia.edu

ResearchGate



# SSRN vs. UNL's IR

For total repository

	<b>items</b>	<b>downloads</b>	<b>/item</b>
SSRN (1994)	708,000	100,000,000	141
UNL's IR (2005)	77,222	41,533,256	538

1/9th the content, but almost 4 times the downloads in 1/2 the time.

*SSRN was purchased by Elsevier in May 2016*

# Just look at my personal results

I have about 200 items—articles, documents presentations, white papers, and OER's—in the **IR** and listed in **Academia.edu** and **ResearchGate**.

What were my usage stats for one week last month?



# Academia.edu

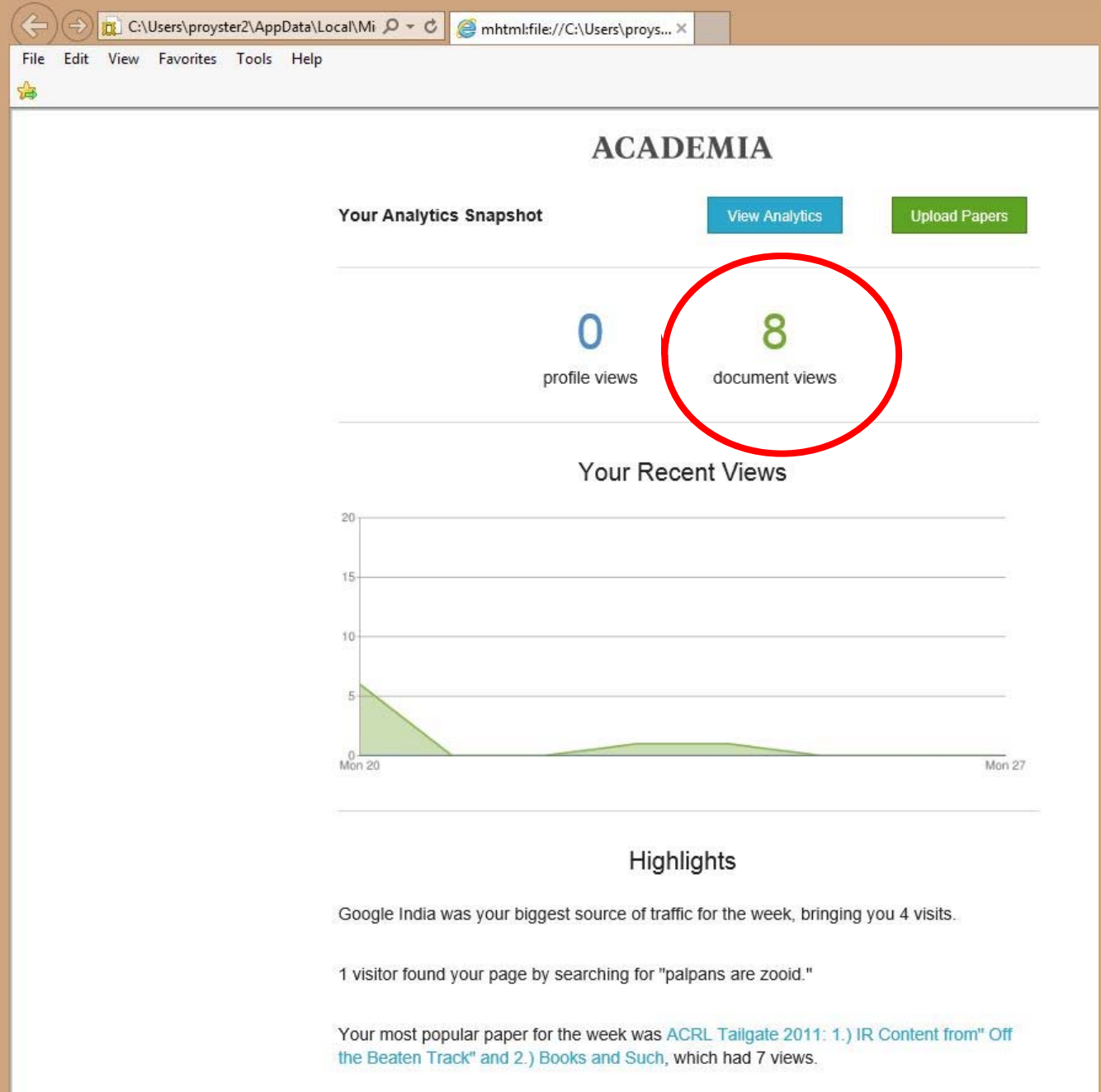
## 8 document views

Academia.edu has:

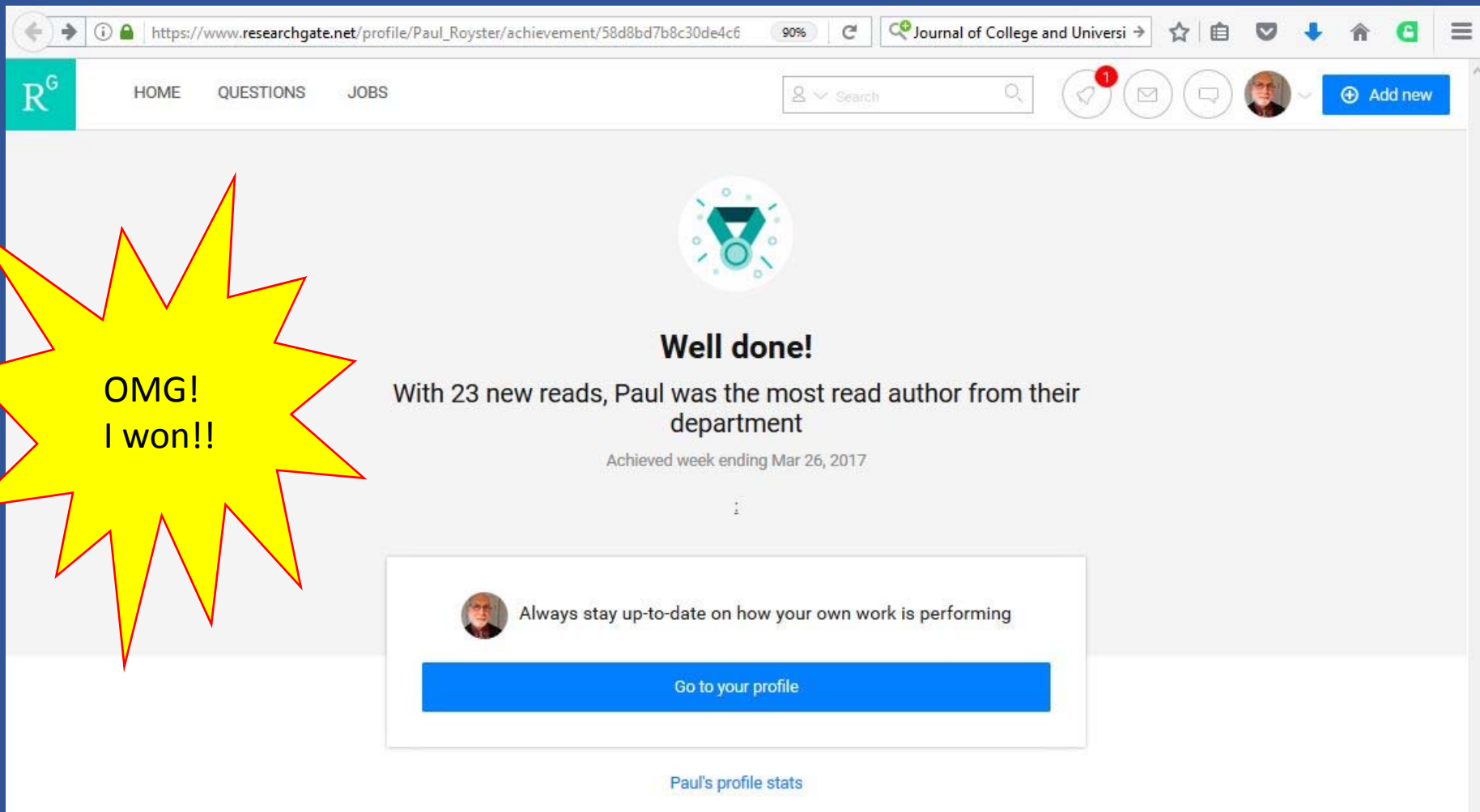
50 million user accounts

18 million papers uploaded

18 employees



# ResearchGate – 23 reads!



The screenshot shows a browser window with the URL [https://www.researchgate.net/profile/Paul\\_Royster/achievement/58d8bd7b8c30de4cf](https://www.researchgate.net/profile/Paul_Royster/achievement/58d8bd7b8c30de4cf). The page features a green 'R<sup>G</sup>' logo and navigation links for 'HOME', 'QUESTIONS', and 'JOBS'. A search bar and a user profile picture are visible in the top right. The main content area displays a circular icon with a medal and the text: **Well done!** With 23 new reads, Paul was the most read author from their department. Achieved week ending Mar 26, 2017. Below this is a white box with a profile picture and the text: 'Always stay up-to-date on how your own work is performing' and a blue button labeled 'Go to your profile'. At the bottom, there is a link for 'Paul's profile stats'.

OMG!  
I won!!

ResearchGate has:

- 11 million user accts
- 100 million article listings
- 186 employees
- Investors that include Goldman Sachs, Wellcome Trust, & Bill Gates

Meanwhile, back at the ranch:

# UNL Digital Commons = 1,470

Monday, March 20	231
Tuesday, March 21	197
Wednesday, March 22	242
Thursday, March 23	212
Friday, March 24	217
Saturday, March 25	195
Sunday, March 26	176
<b>Total, week</b>	<b>1,470</b>





# Who are our allies?

The Google logo, consisting of the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

92.7% of our referrals come via a Google source.

The Google Scholar logo, featuring the word "Google" in its multi-colored font with the word "scholar" in a smaller, blue, sans-serif font positioned below the "o" and "o" of "Google".

(2.6% are from Bing)  Bing

The Bing logo, which is a teal-colored chevron shape pointing to the right, followed by the word "Bing" in a teal-colored sans-serif font.

# [ **Aside** ]

Karl Reinhard, *Professor of Environmental Archaeology and Forensic Science:*

***“My H-index went from 35 to 46!”***



Studies mummies and coprolites.

# Where (who) are the obstacles?

Our biggest opponents and critics have been ...

not publishers,

not faculty,

not authors,

not students, ....

but:

**from within the Library !**



# Complaints

We can't do that.

We shouldn't be doing that.

That's not what it's for.

We don't do that.

Why are we doing that?

Can't be found in the catalog.

Metadata may be corrupt!

No collection policy.





**It's not a collection.**



**It's a service.**



← RING BELL  
FOR SERVICE



# Services provided:

---

permissions & copyright clearance

hunting & gathering

scanning

typesetting

metadata-ing

uploading & posting

usage reporting

promoting

POD publishing



*“Beyond Mediated Deposit”*

# **The IR belongs to the faculty.**

Not the library, not the university, not the public.



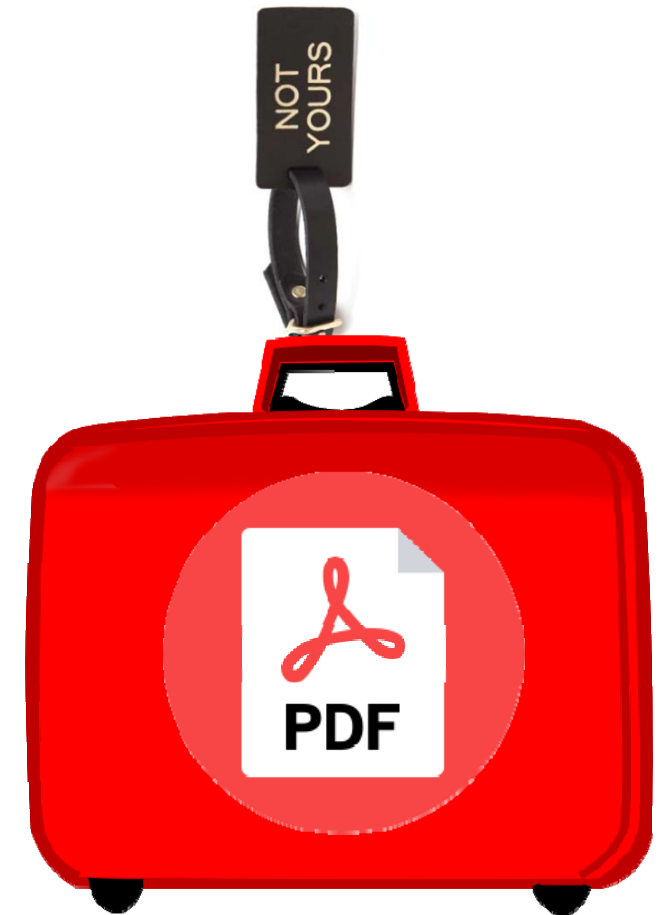
# The content does not belong to us!

We didn't buy it, or rent it, or lease it.

We don't own it.

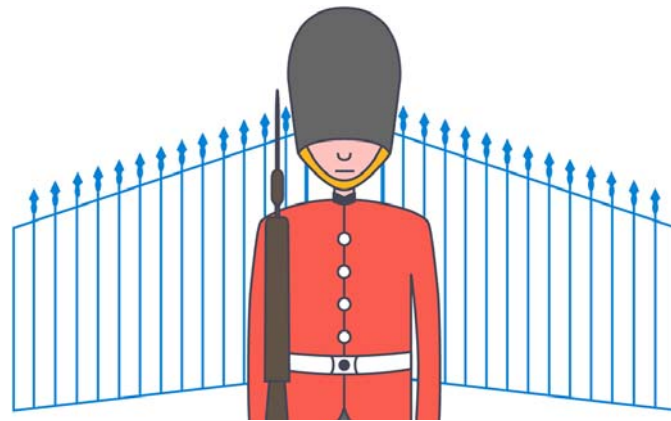
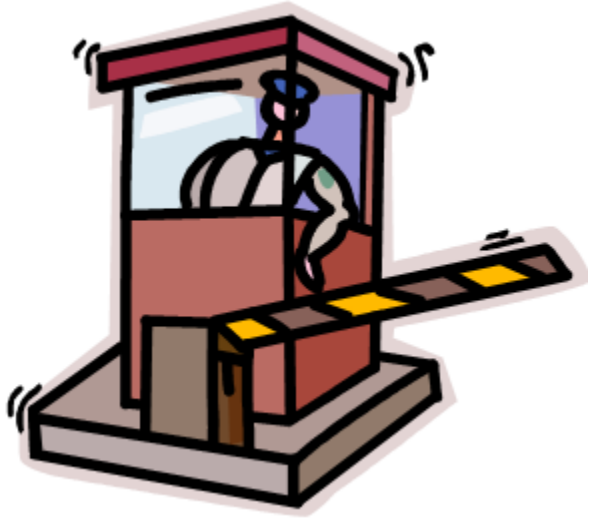
We only have permission to distribute it.

Permission can be withdrawn at any time.



# We are not gatekeepers ...

arbiters, enforcers, approvers, censors, regulators, or judges.





**Don't build a wall to keep content out !**





# Err on the side of inclusiveness



Every possible person

Every possible item, regardless of date, format, etc.





**Make it easy.**



ITS AS EASY AS...



# How do I get my articles into the repository ?

---

1. email me your vita (or publication list)

 [proyster@unl.edu](mailto:proyster@unl.edu)

( There is no 2 or 3 )



# Give immediate feedback

Showing:

All Works



Mar 1, 2017 - Mar 31, 2017

## Readership Distribution





# **Accept disorder**

**Don't let perfectionism interfere with task completion.**

**Progress comes out of disorder.**



# The greatest feeling in life is ...

The joy of **giving**.

I get that feeling every day at work.

We provide distribution to the overworked and underappreciated faculty.

We provide information to people in the farthest, remotest, and least-served places on the earth.

Ushuaia, Tierra del Fuego, Argentina  
Palmyra Atoll, U.S. Minor Outlying Islands  
Atuona, Iles Marquises, French Polynesia  
Qaqortoq, Kommune Kujalleq, Greenland  
Lavrentiya, Chukotskiy, Russian Federation  
Iqaluit, Nunavut, Canada  
Barrow, Alaska, United States

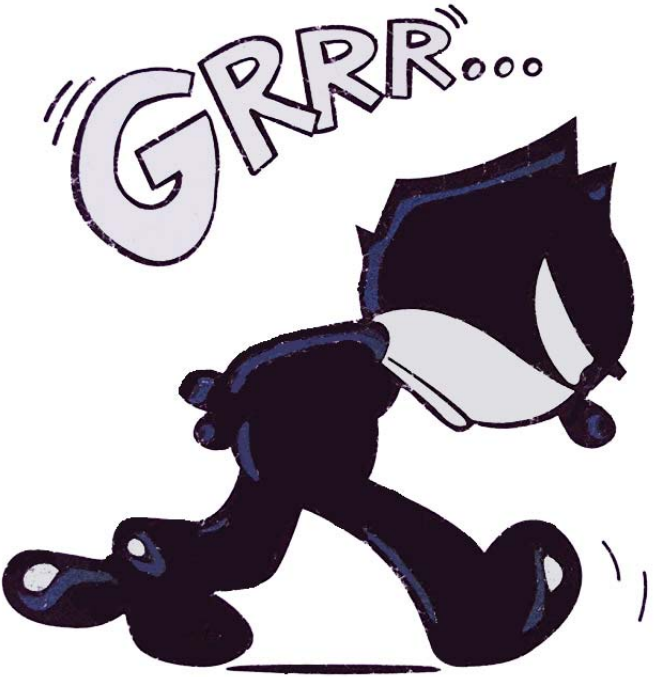


# Things “I jes’ despise”





# Supplementary files

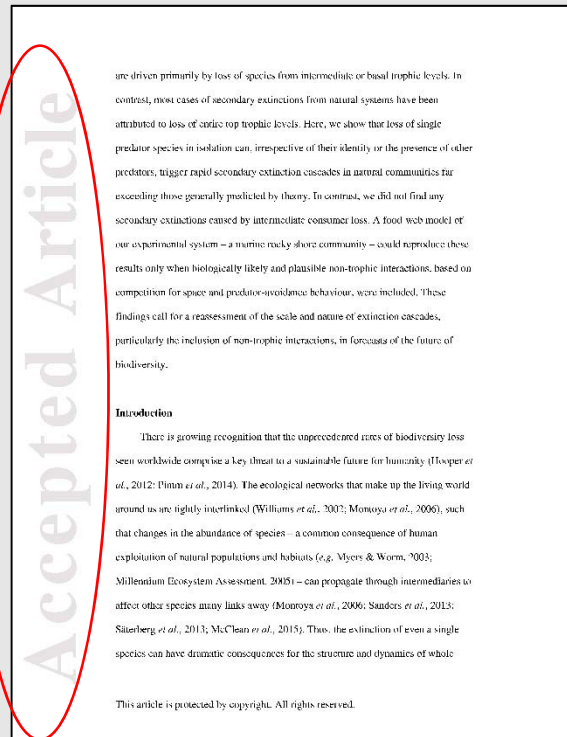


# Watermarking

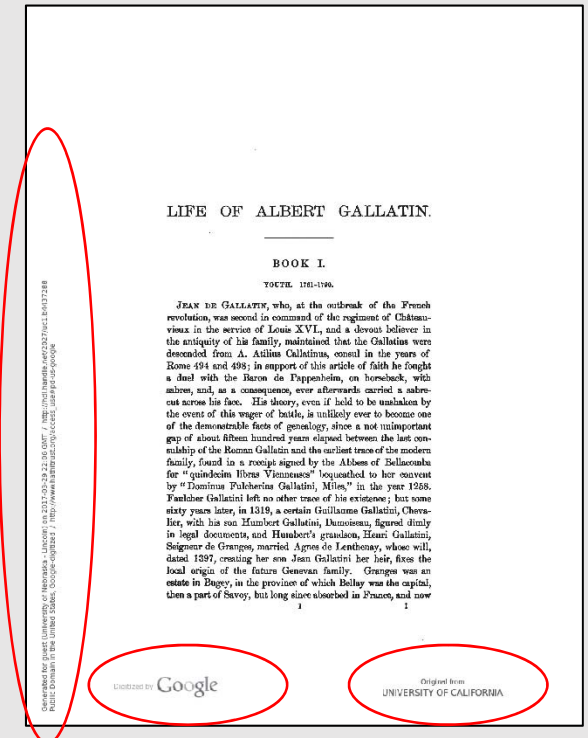


e.g.: "Downloaded from <http://advances.sciencemag.org/> on March 14, 2017"

Does stamping  
this on every  
page increase  
its authority?



This page (from  
Hathi Trust) has  
3 different  
watermarks on  
every page.



# Encrypted files



Locked  
out!

♪ “She came in  
through the  
bathroom  
window ...” ♪



# My suggestions for good practice

These are suggestions only.

You are the best judge of what is right for your campus and situation.



# Maximize Content Upload

---

This may seem obvious, but it bears emphasizing:

***If you are not posting documents, you are not approaching the goal → 100% of scholarship freely accessible online.***

This is ultimately how the struggle to free scholarly communications will be won.

Repositories' mission: Shovel as much free content as possible onto the Internet.

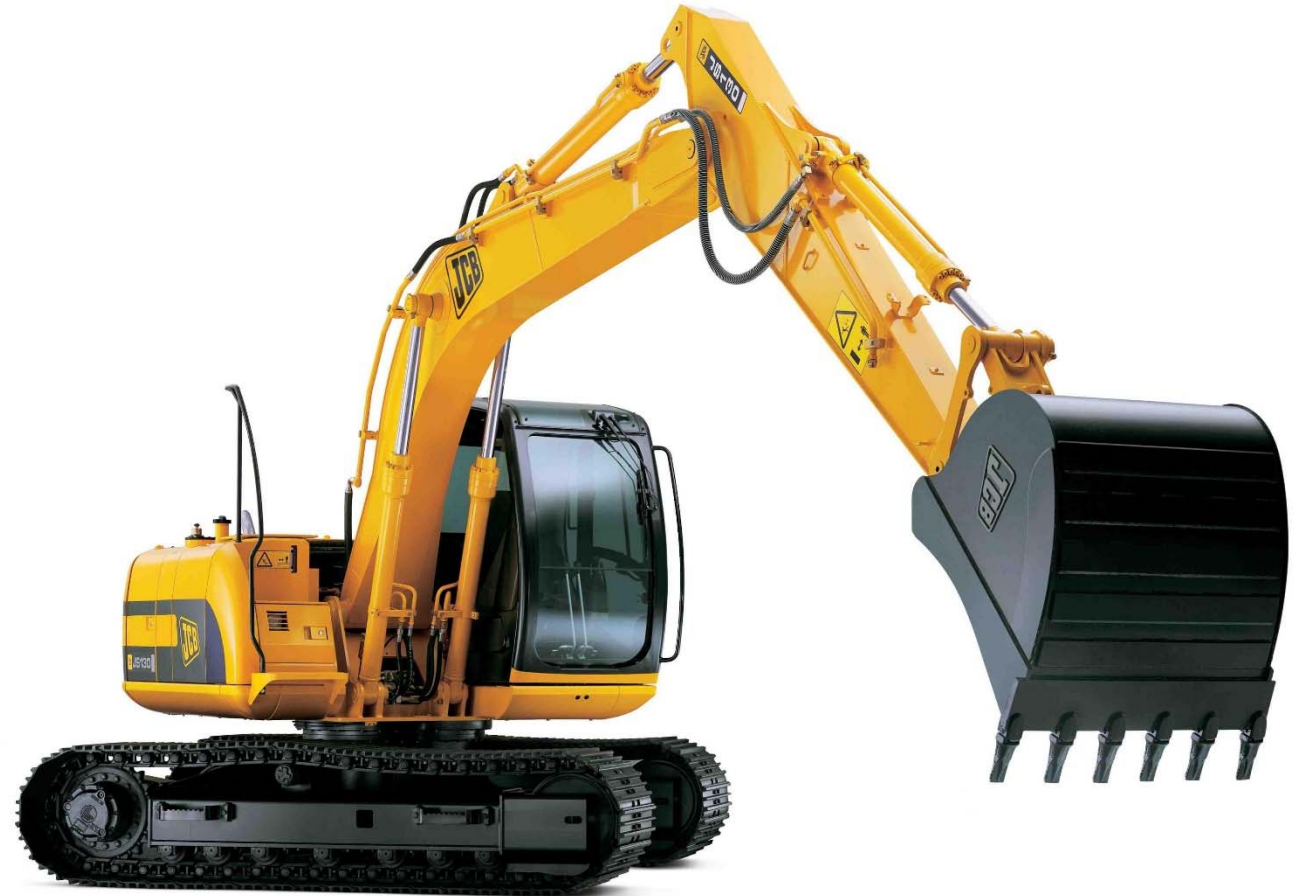




# Maximize content upload (2)



Good !



Better !!



# Customizations – Icons & Graphics



Construction Management

Communication Studies



Entomology



Documents in Outer Space Law

Veterinary & Biomedical Science

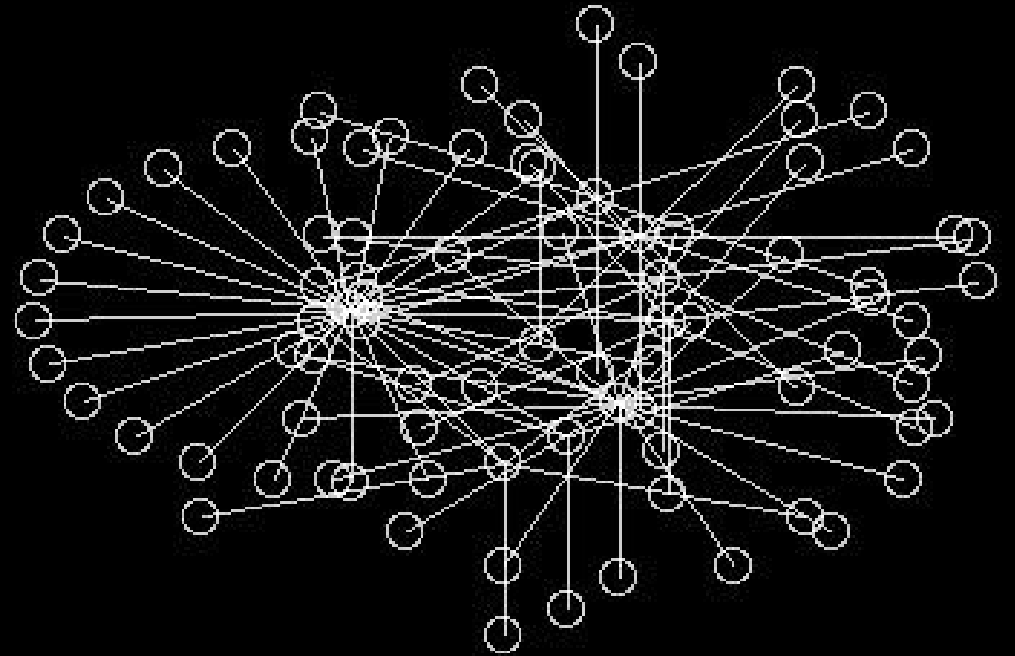


# Expand the user base

Web-stalk and enter co-author emails.

They become users and visitors.

They become proponents of IRs at their home institutions.



# Set up automatic alerts

- PubMed Central
- PLOS
- BMC
- Publishers who support Green OA, especially those who allow use of their files.



**Do not use the IR  
to track faculty productivity ...**

**... if you can help it.**



# Student workers are a secret weapon.

Work-study: Government pays 80%

Fast learners. Comfortable with copy & paste.





# Putting lipstick on the post-prints

Remote Sensing of Environment 191 (2017) 110–116

Contents lists available at ScienceDirect

Remote Sensing of Environment

Journal homepage: [www.elsevier.com/locate/rse](http://www.elsevier.com/locate/rse)

Multiple drivers of seasonal change in PRI: Implications for photosynthesis 1. Leaf level

Anatoly A. Gitelson<sup>a,\*</sup>, John A. Gamon<sup>b,1</sup>, Alexei Solovchenko<sup>c</sup>

<sup>a</sup> Faculty of Civil and Environmental Engineering, Israel Institute of Technology, Technion City, Haifa, Israel  
<sup>b</sup> Departments of Earth & Atmospheric Sciences and Biological Sciences, University of Alberta, Edmonton, Canada  
<sup>c</sup> Department of Biogeography, Faculty of Biology, M.V. Lomonosov Moscow State University, Russia

ARTICLE INFO

ABSTRACT

The goal of this study was to explore the relationships between the photochemical reflectance index (PRI) at the leaf level and pigment pools, focusing on the constitutive role of pigments in influencing PRI over seasonal or ontogenetic time frames. The purpose was to re-evaluate the role of PRI as an indicator of seasonally shifting pigments (chlorophyll, carotenoid and anthocyanin) contents, and hence photosynthetic activity, across a range of tree and crop species. We studied natural vegetation – three tree species (maple, chestnut and beech) and two managed irrigated and rain-fed crop species (maize and soybean), contrasting in photosynthetic pathway and leaf structure, and having wide variation of pigment content and composition. In anthocyanin-free leaves, PRI related to both total chlorophyll (Chl) and carotenoid (Car) contents, however, much closer relationships were found between PRI and Car to Chl ratio (Car/Chl). The sensitivity of PRI to Car/Chl varied widely in tree species with the degree of secondary carotenoids. In crop leaves where the Car vs. Chl relationship was very close, the slopes of PRI vs. Car/Chl relationships for maize and soybean were almost identical. PRI vs. Car/Chl relationships for leaves of different tree species formed a significant, uniform relationship with PRI. Two crops also formed a significant, uniform PRI vs. Car/Chl relationship with a slope half the value found for trees. In anthocyanin-containing leaves, PRI did not clearly relate to any pigment content because reflectance values at both PRI wavebands are affected by anthocyanin content. The findings of a strong link between leaf level PRI and Car/Chl over seasonal and ontogenetic time spans supports recent findings calling for a more careful evaluation of the relationship between PRI and either LUE or photosynthetic activity. In particular, studies that contrast short-term (e.g. diurnal) vs. long-term (e.g. seasonal) pigment, PRI, and photosynthetic responses in contrasting vegetation types are needed.

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<http://dx.doi.org/10.1016/j.rse.2016.12.014>  
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Published in *Remote Sensing of Environment* 191 (2017), pp. 110–116. doi:10.1016/j.rse.2016.12.014  
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Submitted 15 May 2016; revised 1 September 2016; accepted 27 December 2016.

Multiple drivers of seasonal change in PRI: Implications for photosynthesis 1. Leaf level

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We typeset to match for layout and pagination.

Double-spaced Courier just doesn't seem to project as much authority.

Elsevier's *Gulliver* typeface is set at 8 pt, with captions and tables at 6.5 point: Lilliputian.

# **Don't be afraid to enhance document presentation or packaging.**

Run OCR. Regularize page sizes.

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MS Word, Adobe Photoshop, Acrobat, etc.  
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# Seize publishing opportunities

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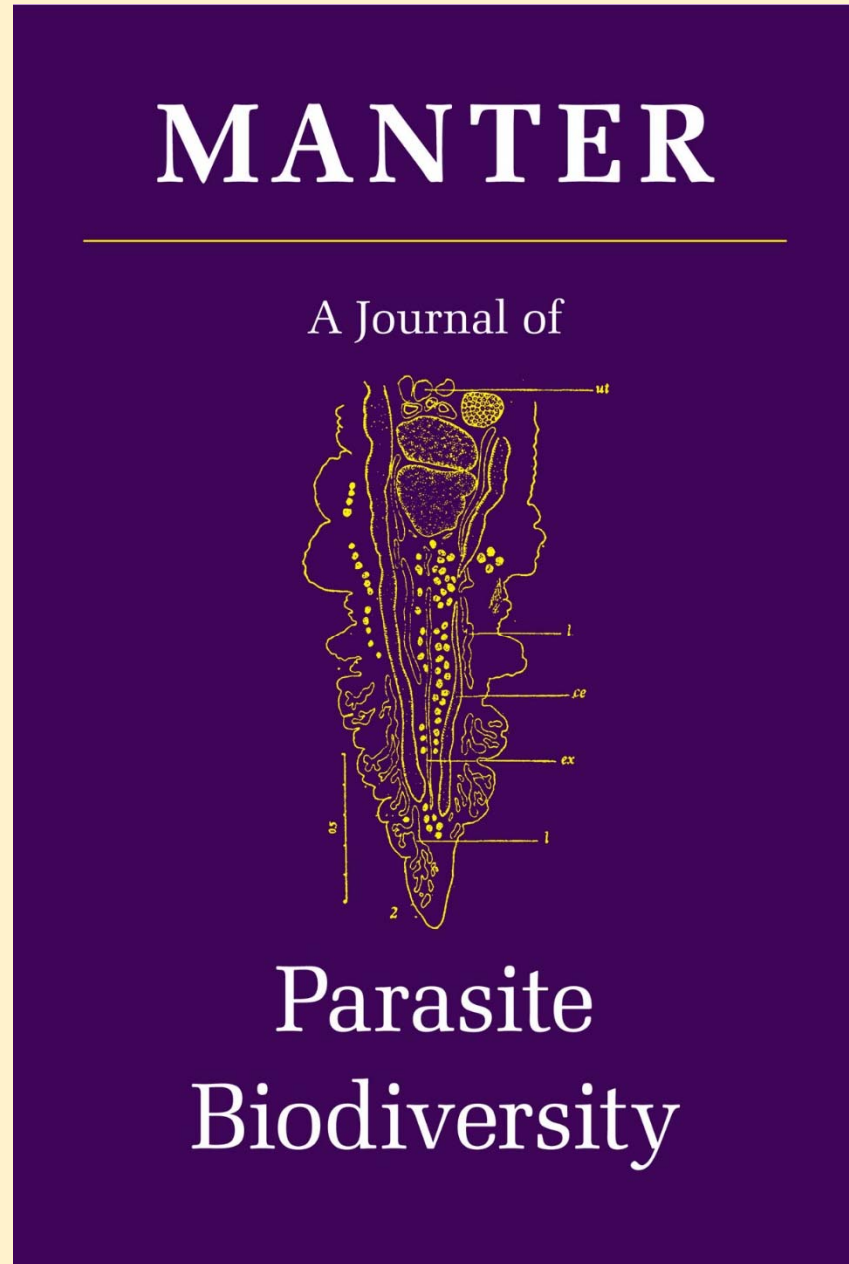
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# Original publishing:

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*Editor:* Scott Gardner





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"Zea" is the genus of corn (*Zea mays*)





# Time = Now

- To build communications infrastructure within the academy
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- To stop supporting the exploiters



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Exploit authors.

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# What could the future hold ?

A long, straight asphalt road stretches from the foreground into the distance, vanishing at the horizon. The road is flanked by white lines and a dashed center line. The landscape is a vast, arid desert with sparse, low-lying shrubs and bushes. In the background, a range of rugged, brownish mountains rises under a cloudy, overcast sky. The overall tone is sepia or muted, giving it a historical or contemplative feel.

**Lower costs**

**Bigger audiences • Faster publication**

**Wider distribution • More available material**

**More options to publish • More control for authors**



Will author and publisher ever sit down together at the table of brotherhood?



"Peaceable Kingdom with Two Olives"  
© Will Bullas



# Asymmetric contest

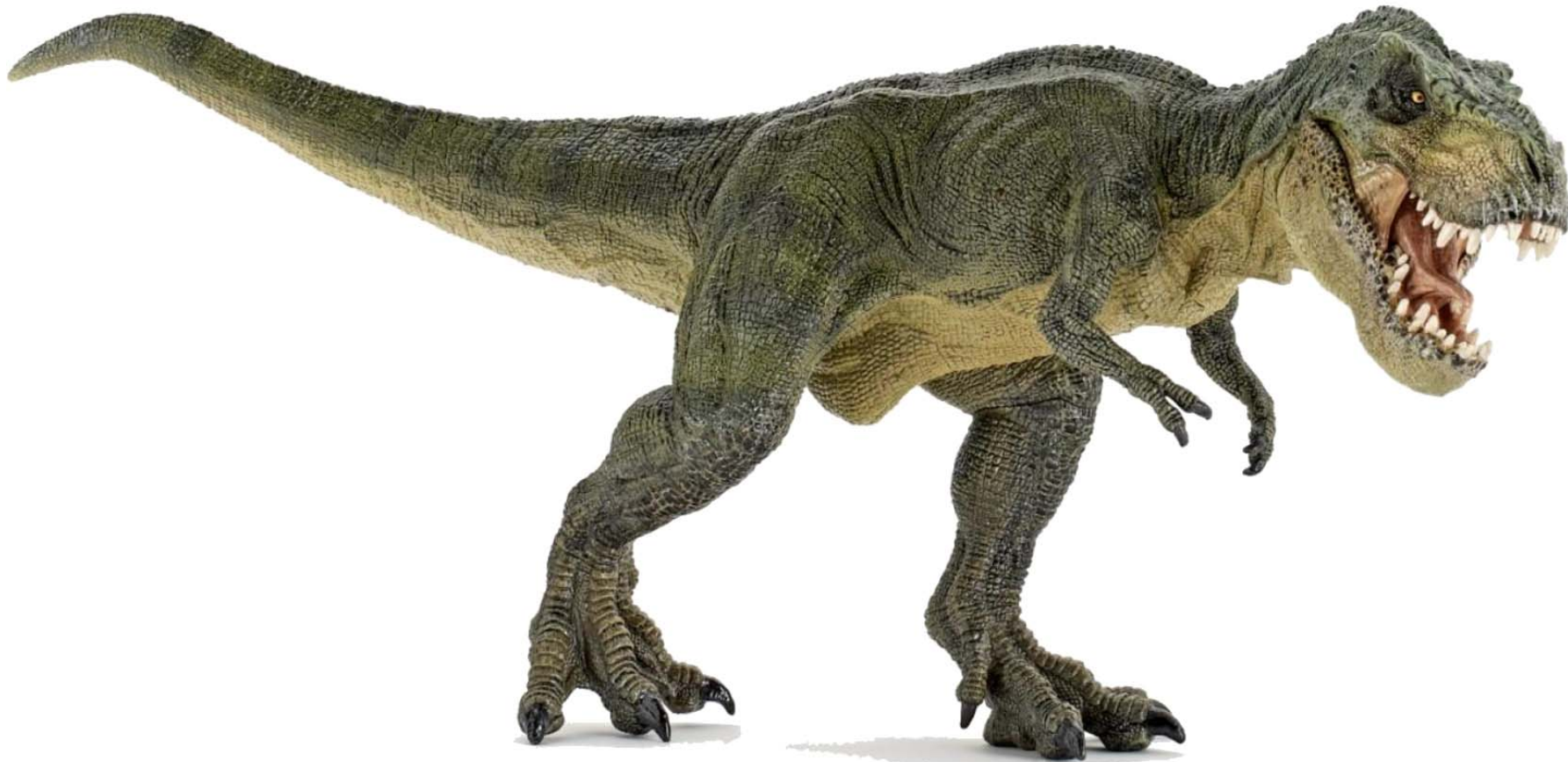
Publisher vs. Author



Publisher



Author

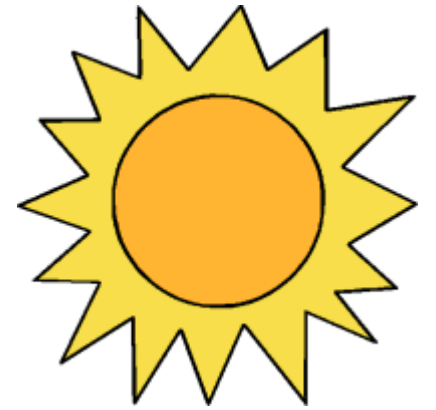


*You defeat them  
not by force but  
by out-adapting  
and out-surviving  
them.*



# Revised:

*We are riding the monster. Safe for now, but look out below.*



©dak



ELSEVIER





If there are 95,000  
educational  
institutions and 5  
large publishers . . .

Who is most likely to  
prevail?



# Repository must be

open

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non-commercial

ad-free

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extractable (i.e. supports "take-out")

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un-watermarked

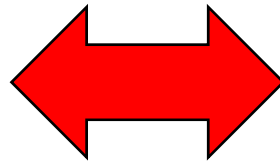


*Come in* WE'RE  
**OPEN**



# Two forces are at work

The explosion of creative energy and disruptive innovation, unleashed by technologies of the digital era.



The effort to catalog, classify, regulate, label, organize, and rationalize that explosion.



*Does this organizing make it easier for corporate powers to control the output ?*

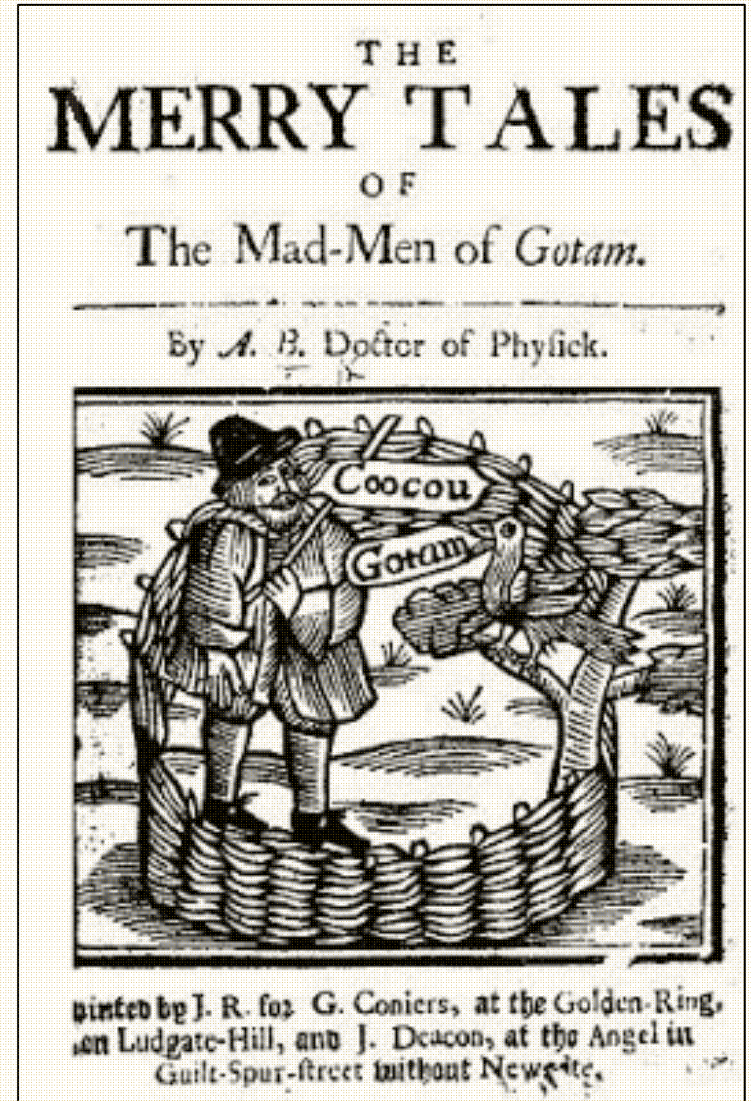
# The “Wise Men” of Gotham

Attempted to capture

a cuckoo



by building a hedge  
around its tree.





# Jorge Luis Borges

"In a certain Chinese encyclopedia entitled *Celestial Empire of Benevolent Knowledge*, it is written that the animals are divided into:

**(a)** belonging to the emperor, **(b)** embalmed, **(c)** tame, **(d)** sucking pigs, **(e)** mermaids, **(f)** fabulous, **(g)** stray dogs, **(h)** included in the present classification, **(i)** frenzied, **(j)** innumerable, **(k)** drawn with a very fine camelhair brush, **(l)** et cetera, **(m)** having just broken the water pitcher, **(n)** that from a long way off look like flies."

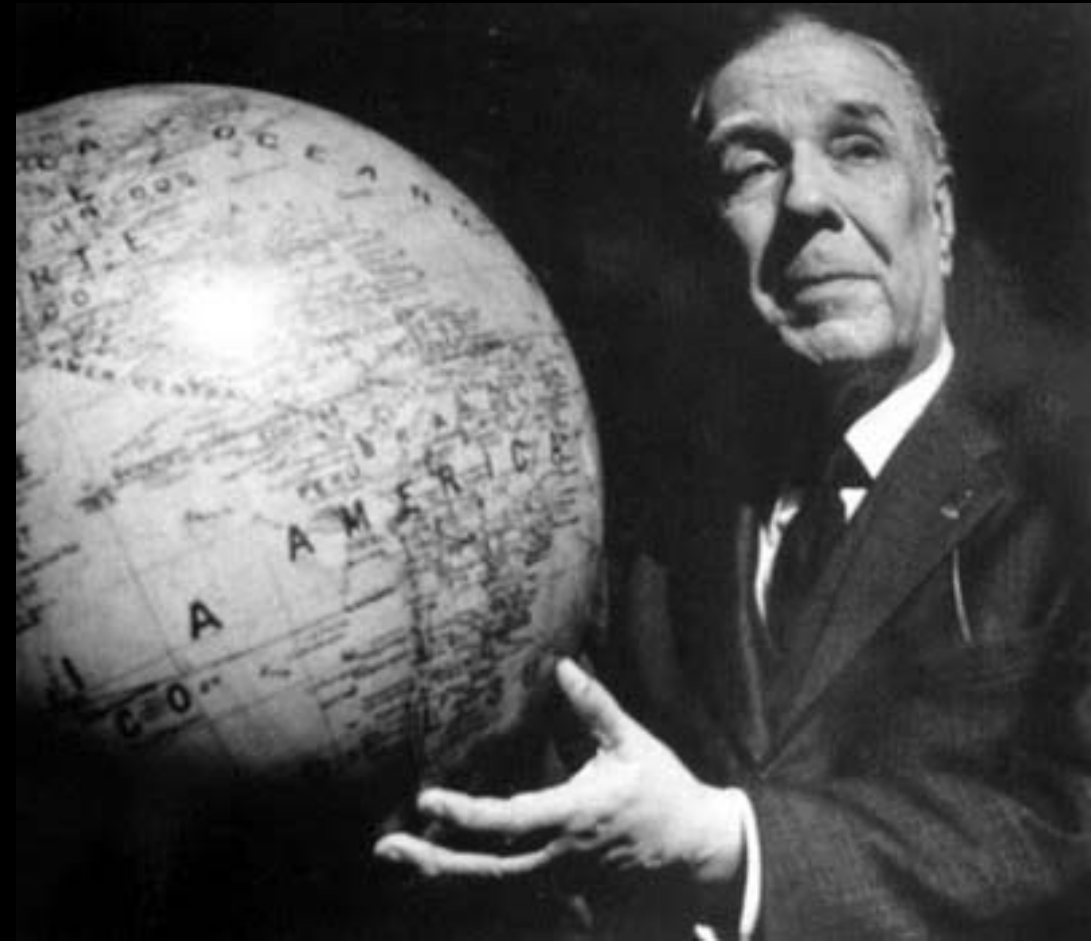
"The Analytical Language of John Wilkins" (1952)



**“There is no classification of the Universe that is not arbitrary and full of conjectures.**

The reason for this is very simple: we do not know what thing the universe is.”

Ibid.

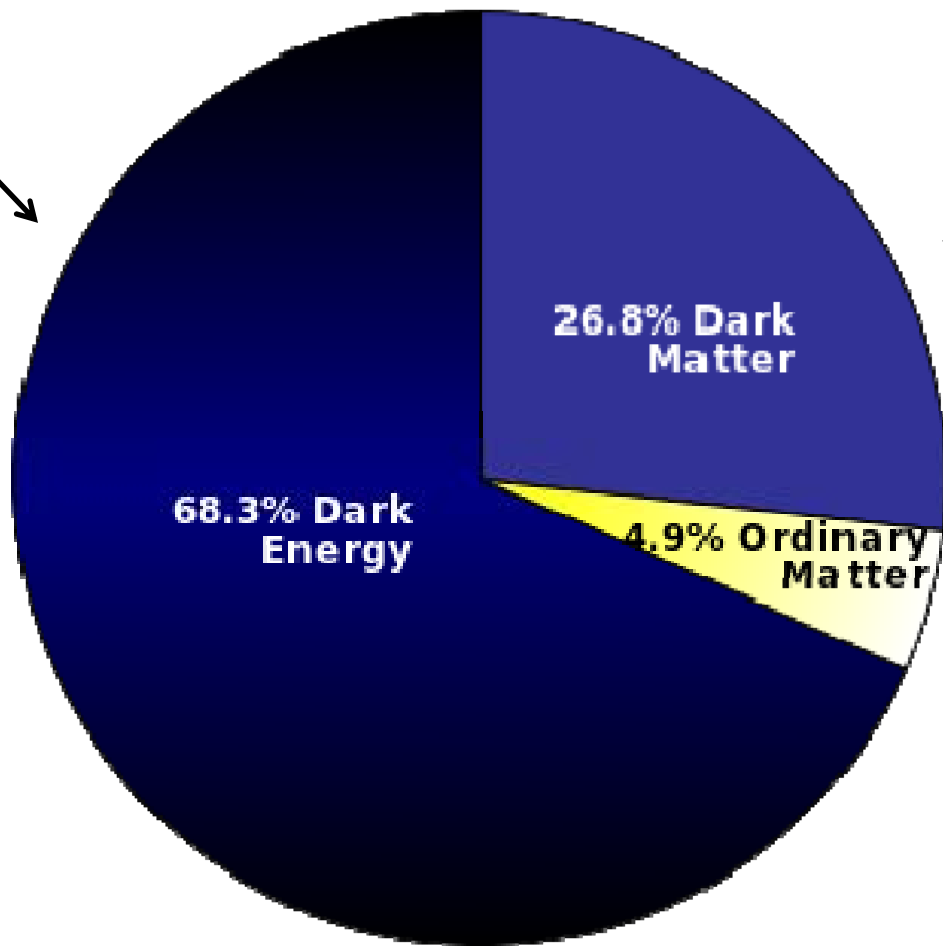


# Pie Chart Model of the Universe

---

Unreal stuff we cannot know:

“hoodoo”  
superstition  
emotion  
fear  
chance  
luck  
karma  
magic  
miracles  
unexplainable phenomena  
transcendent mysteries  
suspicious & malevolent forces  
missing socks  
Windows®



Real stuff that we don't know

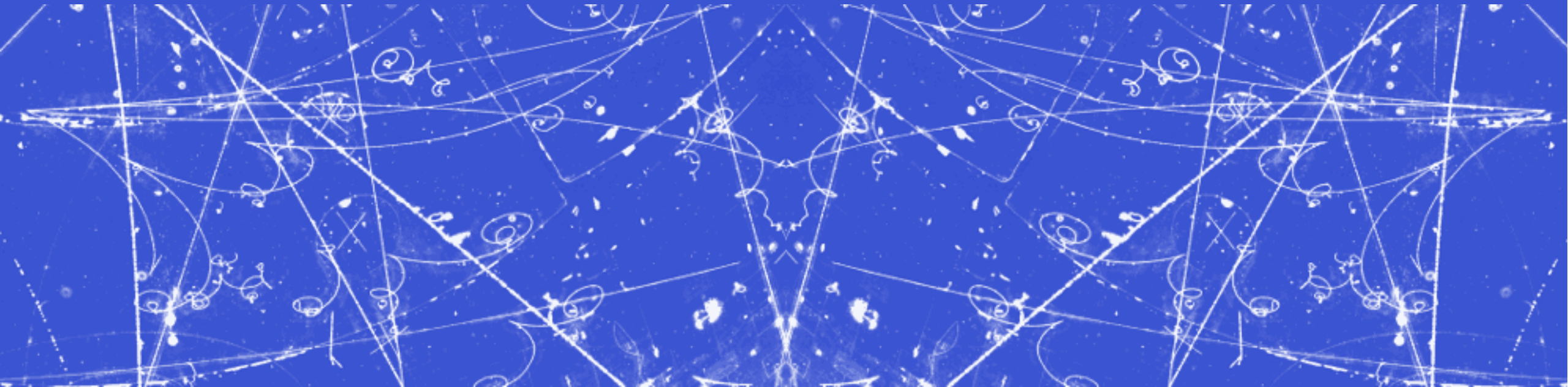
What we know



# Information is like matter

It has gravitational mass. It attracts other information.

It has tendency to accumulate. It has charge, spin, and charm.



# There's a giant server in California

That's attracting information, crawling with "spiders", and growing more massive by the hour.

Information parked there is not in a silo, but in a teeming, energy-bursting supernova, spinning off suns, and planets, and comets, asteroids, and (yes) dark holes.



**Every article you upload adds to our momentum.**



**What we are doing is important.**

**What we are doing is working.**

**What we are doing will change scholarly communication.**

**What we are doing will change the academy.**

**What we are doing will change the world.**



**In time, we will reach a tipping point  
and the ground will shift.**



**Paywalls will not stand.**

**Information will not be  
restrained.**

**Truth will out.**

# **“Paul and Silas bound in jail ...”**

And suddenly there was a great earthquake, so that the foundations of the prison were shaken: and immediately all the doors were opened, and every one's bands were loosed.

--Acts 16:26



Credit: Josh White, Doc Watson, Stanley Brothers, etc.

**Moral: Miracles do happen.**



*Question:* Is that your plan?

*Answer:* No, that's just my faith.

# I recognize

That I am addressing an audience trained  
to organize, categorize, rationalize, and classify.  
That's part of what librarians do.

But we do that not for its own sake, but  
to give users better **access** to information.





# I am advocating for more disruption.

Unleash the chaotic, uncontrolled, unpredictable, unfettered, subversive creative energy.

**Innovation** is a cuckoo that can't be contained in a hedge.

You cannot control the power of 1 billion Internet users; but you can surf on it. You just need to be **adaptive** and **pragmatic**.

Change is inevitable. Embrace it. Let's see where it goes.

**Trust yourself. We can do this.**

**It's a journey, but we are not alone.**



*(Inspirational closing slide)*

**Thank you for your attention and patience.**



Paul Royster

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