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Don's Conference Notes-Scholarly Publishing at the Crossroads: The 40th SSP Meeting

Donald T. Hawkins
dthawkins@verizon.net

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Don's Conference Notes

by Donald T. Hawkins (Freelance Conference Blogger and Editor) <dthawkins@verizon.net>

Scholarly Publishing at the Crossroads: The 40th SSP Meeting

Column Editor's Note: *Because of space limitations, this is an abridged version of my report on this conference. You can read the full article which includes descriptions of additional sessions at <https://www.against-the-grain.com/2018/09/40th-ssp/>. — DTH*

The Society for Scholarly Publishing (SSP) met at the Sheraton Grand Hotel in Chicago on May 30-June 1, 2018 for its 40th annual meeting. The meeting featured the usual array of plenary and concurrent sessions as well as a day of pre-conference and sponsored sessions on topics of special interest and a review of new and noteworthy products. An exhibit hall drew about 60 companies. The meeting theme was “*Scholarly Publishing at the Crossroads: What’s Working, What’s Holding Us Back, Where Do We Go from Here?*” The meeting was well attended, with over 930 attendees.



Sheraton Grand Chicago Hotel – Venue for SSP Meeting

A special 40th anniversary celebration with music, food, and concluding fireworks was held on the first evening at the Navy Pier. Early arrivals were treated to a beautiful double rainbow, which was followed by a spectacular sunset.



Double Rainbow, Spectacular Sunset, and Delectable Desserts.

Humans, AI, and Decision Making

This pre-conference seminar (one of four presented concurrently) was moderated by **Phill Jones**, Chief Technology Officer, **Emerald Publishing**, who noted that journal impact factors are well used to compare the reputation and quality of journals, but they are misused in comparing the quality of the research reported in those journals. One problem is that just counting things does not give any indication of the underlying quality; for that, we must turn impacts into narratives, so it is necessary to look beyond the numbers. Tools are now appearing which can be used for this purpose: SciVal from **Elsevier**, Dimensions from **Digital Science**, **Unsilio**, and **Meta**.

Isobel Thompson, Senior Strategy Analyst, **Holtzbrinck Publishing Group**, noted that AI-based systems are intuition machines, in contrast to traditional computers which are logic machines. She said that scholarly communication does not have an AI problem; it has a strategy problem. Businesses are struggling over what to do about AI.

Thompson stressed that AI is a tool; therefore *we should not invest in AI*, but rather in business problems. In the publishing world, using AI can result in increased efficiencies in journal creation. No single organization can have all the information it needs, so partnerships are important.

John Sack, Founding Director, **HighWire Press**, said that we must start with the people, not the technology. We must ask the right people for help; AI experts are not editorial experts. Authors, editors, and publishers must all be involved in the journal production process. Here are four challenges necessary for producing actionable results:

1. Visualize the performance of a journal, its context, and its competitors.
2. Engage the community to attract and retain the best authors and papers *before submission*.
3. Use tools to see ahead, and identify emerging concepts and researchers.

4. Strive for workflow efficiency and productivity. **Meta's** “bibliometric intelligence” tool¹ can be used to help editors suggest appropriate journals for submitted articles.

Jon Stroll, Research Director, **Clarivate Analytics** said that we must determine the challenges we are trying to solve. The “holy grail” of AI is a general system that can learn and solve any problem, but we are still a long way from it. AI tries to do what the human brain does intuitively: think, learn, reason, and apply data science that affects behavior. Machine learning is showing the most promise in terms of advancing and developing AI for today’s needs because it can take data, turn it into intelligence, and deliver predictions.

Pauline Crépel, Business Development Manager, **My Science Work (MSW)**² provided a description of the system, which is a suite of solutions for research institutions, scientific publishers, and R&D companies. It has indexed and created a database of 70 million publications from over 500 sources which is used to analyze content, foster innovation, and drive strategic research decisions. According to **Crépel**, the following trends will become products and services in the future:

- Data management: big data vs. actionable data and standardization on a uniform format,
- Relevant peer review methods, especially using blockchain technologies, and
- More open data and repositories leading to visibility and discovery of the data as well as powerful semantics research tools.

Sponsored Sessions

Typefi³ — **Chandi Perera**, CEO, presented case studies of six organizations from **Typefi's** impressive list of customers that have used **Typefi** to develop different types of content products. He likened the process to the “Magic Roundabout” in Swindon, England (5 mini-roundabouts around one large central one, creating one of the most dangerous intersections in England),⁴ see roundabout photo to the right:



Typefi is a single-source publishing platform that automates the production of content from source to output using the user’s data in its original format; there is no “**Typefi** format.” As an example of the use of **Typefi** to produce a book with a complex layout of photos, maps, and typefaces, attendees were given a complimentary copy of the *Moon Guide to Chicago*, published by **Avalon Travel**.

Wisdom.ai⁵ — **Sadia Shahid**, Head, Business Development said that there is more research produced today than ever, and more data than ever before. We are in the 4th industrial revolution, which is powered by intelligence; AI is the new electricity, and data is the new oil. **Wisdom.ai** scans the research ecosystem and has compiled a data set of 93 million publications from 63,000 journals which are interconnected using AI and natural language technologies. Output from the system is presented in a series of dashboards which can be tailored to the user’s needs.

- **Wisdom.ai** has the following implications for publishers:
- Ability to monitor and analyze journals,
- See how a journal’s scope has changed over time and analyze it in the context of the publisher’s portfolio,
- Find emerging areas and gaps in which to launch new journals,
- See the direction of a field based on funding, citations, and patent activity,
- Find star authors that are entering or leaving a field, and see where else they are publishing,

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- Find peer reviewers, editors, and authors related to the scope of a journal.

Editage⁶ — **Paige Shaklee**, Executive Publisher, Reviews and Partner Journals, **CellPress**, described how her organization met needs of readers who are challenged by complicated figures in research articles. Short, concise videos (Figure360⁷) of two minutes or less explaining the figures were embedded into articles after they were accepted for publication. **Editage's** medical writers were hired to produce the videos, and they were able to complete 72 of them in 2017 in only 10 days. Figure360 enables authors to describe a figure with narration and animation and discuss key points of their article, just as they would in a conference presentation. Feedback from authors and editors on the quality and service provided by **Editage** has been positive. Because of the success of this effort, the Figure360 program is being expanded to **CellPress's** entire line of journals.

Patricia Baskin, Executive Editor, *Neurology Journals*, **American Academy of Neurology (AAN)**, described how *Neurology* is highly read and cited, so **AAN** launched specialty subsets of it. The online version of the journal is the version of record and contains videos, errata, and links to references in **PubMed**. But many readers prefer their journals in print. In addition, print ads are more lucrative for publishers than online ads. So **AAN** has begun producing the journal with full articles in the online version and short versions in print (exactly like “Don’s Conference Notes” in *Against The Grain*). **Editage** writers produce the short articles, so there is no burden on authors.

Satyajit Rout, Head, Research Services, **Editage**, discussed new approaches to content beyond the journal article. New formats bring better experiences to readers; for example, visual abstracts increase article dissemination, infographics provide summaries at a glance, and audio summaries replicate the conference experience. Publishers see video as a future-facing medium, but the challenge is in producing a high-quality product.

Opening Keynote: Toward an Ethic of Social Justice in Information

Dr. Safiya Umoja Noble is an Assistant Professor at the **University of Southern California (USC) Annenberg School of Communication** and co-author of *Algorithms of Oppression: How Search Engines Reinforce Racism* (NYU Press, February 2018). Her research focuses on the design of digital media platforms on the internet and their impact on society, particularly in the area of social justice. She began her keynote address by noting that publishers are the critical gatekeepers of knowledge and are important in clarifying issues of race and gender as they intersect with information. In her opinion, the field of social justice should broaden to include library and information science. We like to think of ourselves as apolitical or neutral, but our work is



SSP President Jennifer Pesanelli
Opens the Keynote Session



Opening Keynote Speaker
Dr. Safiya Umoja Noble

deeply political even if we do not think it is. Over the last 10 years, many values have been highly contested, and race remains as one of several blind spots in our field.

Racism, oppression and similar concepts were formerly markers of exclusion. They have now been transformed by “diversity” or “cognitive diversity” as new catchall phrases. One person thinking differently from another is not

necessarily diversity. We need engaged academics and practitioners who can enact social justice on campuses by including a greater diversity of courses. Can the library catalog be truly a neutral space? One study found that **LC** catalog systems are explicitly racist.

Knowledge classification and hierarchies are not new. We are at the epicenter of knowledge diffusion in our societies and need to think about how information is disseminated in our society. We have implemented the organization of people. Knowledge organization is also part of the landscape. Publishers and librarians have an opportunity to provide more knowledge. In the confusion of the “post-racial” moment, we must look more closely at knowledge dissemination.

We are missing the mark and are underperforming in creating remedies for social justice. We can publish more work that helps us. What role will we play in sharing knowledge and research about what is happening? For example, the replacement of the **LC** subject heading “illegal aliens” was the result of a two-year project by **Dartmouth** students, who gathered documentation that “illegal alien” was not a preferred term. It was replaced by “non-citizens.”

Noble concluded with this list of things we can do:

- Make scholarly research visible to the public, faster, and more broadly.
- Build repositories and platforms that belong to the public and don’t put everything behind a paywall.
- Re-train ourselves on how to resist color blind/racist/sexist policies. There is much work to do.
- Never give up hope that education can serve as a powerful intervention in society.

Cialdini’s Six Principles of Persuasion: Thursday Keynote

Steve Mirsky, Sr. Editor, *Scientific American*, opened the second day of the conference with a fascinating look at the six principles of persuasion that were promulgated by **Robert Cialdini**, Professor Emeritus of Psychology and Marketing, **Arizona State University**⁸ in his book *Influence: The Psychology of Persuasion*. Publishers want to persuade people so they can sell more books and magazines.



Steve Mirsky

Here are **Cialdini's** six principles:

1. **Reciprocity** is one of the glues that keep the social contract going. (Free samples indebted the consumer to reciprocate.) A sense of fairness stems from reciprocity.
2. **Consistency**: The public commitment involved in agreeing to a petition influences the signer to behave consistently with that position in the future.
3. **Liking**. If you like people, you are more likely to comply with their wishes.
4. **Authority**. Do you want to buy from an authority who does not know what he speaks about?
5. **Scarcity** is context-dependent, which is why supermarket shelves are always kept fully stocked. It can also be manufactured with limited offers to make a product more desirable.
6. **Social proof**. People tend to do whatever others around them are doing. For example if a few people on the street are looking up, others will soon join them and also look up, even if there is nothing specific to see.

Rules of persuasion can help us in whatever we are doing, especially in a world of distracted attention.

Using Data and Customer Insights to Evaluate Tools and Services

The three speakers in this session represented publishers who have evaluated third-party tools for their organizations. **Jill Treby**, Director of Marketing, **International Association for the Study of Pain (IASP)**, said that **IASP** saw the need to provide digital resources for its members and increase the value of the association to them. Its strategy was to

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develop use cases and content-specific objectives across operational units and get feedback from members.

According to **Daniel Griffin**, Web Presence Manager, **Duke University Press**, the Digital Strategy Group works across all units of the organization and develops roadmaps for each system. The roadmaps consist primarily of enhancements to existing programs and new additions. Drivers for innovation include:

- Strategic directions that are reexamined every few years and form the primary basis for innovation. They focus on technology and benefits, not vendors, and fit with business drivers.
- Process improvements make work of staff easier through integrations between systems. They often overlap with strategic directions. The major decision is whether the investment makes the time saved worth the effort.
- Editorial office needs arise out of necessity. They are often developed far in advance of anticipated date.
- Value-added propositions support business goals, user experience enhancements, reporting tools, and author services. Major metrics for evaluation are whether trials are available and how the proposition can be justified at budget time.
- Mission projects are not in the strategic plan but enhance the mission of the Press or the University. Cases for such projects must often be made with no prospect of return. Questions to be asked include: Does it serve users or fit into an existing workflow? Is there a university partner? Does it support general directions in scholarly publishing by adding value or filling a need?

Paul Gee, Digital Product Manager, **JAMA Network, American Medical Association (AMA)** noted that the **JAMA Network** comprises the 13 peer-reviewed journals of the **AMA** publishing 5,500 articles a year. Several full-text journals were released online with HTML5 as a pilot in 2012. Managing such projects requires undivided attention, so an R&D segment of the network staff was created to do new product development. Lessons learned from this effort include:

- Put "Research" before "Development."
- Releasing a product as a conceptual test is a bad idea. Don't look for success; look for failure and learn from it.
- Marketing and sales are as important as developing good technology. Bring good ideas to life slowly and then hand them off to marketing, sales, and product management.
- It is hard to launch a new product, but it is even harder to kill one.
- Our business is content, not medium, format, or technology.
- Success depends on strategy; know why you are doing work or don't do it.
- Think about things that will drive author interest in articles.

Integrating Scholarly and Non-Scholarly Content to Increase Visibility and Value

Jackie Prince, General Manager of the **New England Journal of Medicine (NEJM)** described **NEJM's** revitalized website, *NEJM.org*.⁹ On the former website, innovative features were often trapped within articles, and the site design had become dated. Objectives of the redesign were to make digital objects searchable, discoverable, and monetizable, which was achieved by giving each object its own DOI.

Michael Roy, Executive Editor, *American Journal of Psychiatry* and Editorial Director, Journals, **American Psychiatric Association (APA)** Publishing, spoke about promotion at all stages of the submission cycle to raise awareness. Although **APA's** journals are respected, authoritative, widely read, highly ranked, and indispensable, they were not connected. **APA** had no social media presence and no press office. Here are four stages of the submission process that were developed to raise journal awareness:

1. *Pre-submission*: Attract authors and promote awareness. A list of **APA's** resources was prepared for authors' guidance.

2. *Peer review*: Be welcoming and make it as friendly as possible. Authors feel most welcomed when their article is accepted and should be encouraged to sign up with the **Kudos**¹⁰ system.
3. *Production*: Ask authors to help. The best time to ask is while author is highly engaged with the content during review of page proofs or when the author receives notice of publication.
4. *Post-publication*: Remind authors to stay engaged. Don't just publish and forget.

Paul Guinnessy, Online Director, *Physics Today*, **American Physical Society (AIP)** noted that journals must attract their audiences because time is a rare commodity. The amount of time spent reading articles has remained fairly constant over the years, but the number of articles "read" has tripled, primarily because reading now includes not only the article abstracts but the table of contents. It is therefore necessary to get additional coverage in a magazine, press release, or on social media to get articles noticed. *Physics Today* is a "browsing" journal and must use the capabilities of the web to attract readers. Based on its experience, **AIP** has found that:

- A direct link to the reader is worth more than 1,000 Google searches.
- Email or mobile notifications to users about new content works well.
- Facebook is dying as a source of traffic, but Twitter is effective with the right content.
- It is important not to put barriers in the way of subscribers reading content. Give them hints of what they will find behind the login and password.
- Press releases increase traffic to research articles and time spent on them.

Bill Kasdorf, Principal, **Kasdorf & Associates** said that we must stop regarding accessibility as a burden because it makes content more discoverable. Most of what accessibility requires is already being done with a good workflow because it is based on known standards, HTML or EPUB markup, meaningful structure, and a logical reading order. Most STM publications have some math in them and therefore use MathML markup, which can be created by Word's equation editor. Areas that cause extra work are image descriptions and accessibility metadata. For images, the authors should supply image descriptions, not alt text statements. The metadata documents compliance to accessibility standards; today's scholarly publications are close to being uniformly accessible.

Real-World Impact

Mike Groth, Senior Brand Manager, **Emerald Publishing** introduced **Emerald's Real Impact Manifesto**¹¹ in which **Emerald** commits to supporting meaningful real world impact by:

- Supporting the community of practice to overcome barriers to impact,
- Challenging simplistic and outdated approaches to impact, and
- Driving impact literacy in the research sector.

This session featured four prominent executives of scholarly publishing presenting their thoughts on impact. **David Crotty**, Editorial Director, Journals Policy, **Oxford University Press** and Editor of **SSP's Scholarly Kitchen** blog, questioned whether we are still in the same traps as we have been for some time. We still rely on numerical metrics because of scale and lack of deep subject knowledge. Problems with metrics are that they are subtle, slow, vary from one field to another, and encourage short-term thinking instead of long-term gain. Altmetrics do have some advantages, however: they allow us to track connections between research papers and patents, and we can see how societies' journals are affecting change. But do we really want to look up more research results behind paywalls (i.e., patents)? Focusing on patents as a goal goes against everything we are working towards in open science.

Exerting pressure on research to run like a business and create short-term results is bad for research. Everything we do today is based on previous decades of research. There is valuable information in the citation record, and we should not dismiss it simply because we do not like a journal's impact factor.

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Kent Anderson, CEO, **Redlink**, discussed how some of the problems with social media affect information. People often put quasi-scientific information out to validate good or bad theories (frequently bad ones). We often overlook the fact that our distributors are no longer trustworthy. Social media are not neutral distributors of information, and their biases have long-term effects. For example, the U.S. distribution of Facebook is larger than the circulation of all major newspapers combined; 80% of altmetrics measurements come from Twitter activity; and Google is every journal's dominant search engine. Social media reflect biases that most of us would agree are wrong. These biased sources are making their money off misinformation; therefore, any metric or search you run must be treated as if it is affected by some algorithm that you do not understand.

Ann Gabriel, VP, Academic and Research Relations, **Elsevier**, suggested that the **RELX (Risk, Elsevier, Lexis/Nexis, and eXhibitions)** group (the parent of **Elsevier**) is generating data that could be used to develop metrics to measure the impact of science on policy. Metrics have a wide impact on the research lifecycle, as shown here:

Metrics Use Cases Across the Research Lifecycle		
Theme	Sub-theme	Metrics in areas of
F. Qualitative Impact Peer feedback to improve the research process	Creating	Assess Can I support my research? Productivity of research outputs How productive are I? Usability of communication channels What is the impact of the channels that my outputs are published in? Research influence How are my outputs used in academia? Knowledge transfer How are my outputs used in industry?
	Dissemination	Narrow, necessary venue and location of assets Format, type and growth of outputs (e.g. articles, books, research data, assets of etc.) Impact of communication channels published in (e.g. citation impact of journals, visibility of data repositories and blogs, prestige of conferences, status of books publisher, accessibility of channels) Views (usage) impact, citation impact Research reputation, awards, prizes Activities: scholarly activity and scholarly discussion
Engagement	Research impact	Commercial use (e.g. number of patents, licenses, and spin outs, extent of consultancy work), translational research
	Societal impact	Academic network How good is my collaboration network within academia? Non-academic network How good is my collaboration network outside academia? Expertise transfer How do I transfer knowledge to others within academia?
		Collaboration: geographical, cross-sector, cross-disciplinary Network: number of collaborators, centrality, connectedness, geographical extent Cross-sourcing: collect and analyze data, raise funding through academic and wider networks Who supervised me, and who have I supervised? Where are others working? Editorship and peer review (frequency and quality for journals, books and booklets), teaching metrics
		Direct and indirect impact on general public's well being and understanding of research (e.g. influence on policy, improvements in health care and outcomes of medical interventions, altmetrics, social impact and media mentions)

We still have a long way to go to convince taxpayers that the research they are supporting is of benefit to them. Some new methods of measuring impact are **CiteScore**, a simple metric for all journals indexed in **Scopus**, and those captured by **Plum Analytics**. **Elsevier** is developing some metrics for research data, such as **SciVal**,¹² which can show not only a researcher's collaborators but who they are not collaborating with (which could be an indication of potential new markets). And science in legislative data is being addressed by adding *Federal Register* references to hearing data.

Patti Davis, Publisher, **Emerald Publishing**, asserted that many professors have little interest in the courses they teach; their main purpose is to do research, which may not be relevant to their courses. As a result, for 25 years, scholars have been saying that they need to make their research relevant.

Academia and practitioners are on parallel roads, so there is a gap between research and the communication of it. Researchers tend to pursue academic impact over society impact; they choose journals in which to publish their work by the impact factor. We need to fundamentally restructure how academics are incentivized. Organizations playing an important role include business schools, professional societies, and publishers. We add value to research by commissioning summaries and recruiting practitioners to serve on editorial advisory boards, so that they become an integral part of the communication between researchers and publishers. In a survey of 1,000 **Emerald** authors, 97% said they believe their research has relevance outside academia, and 65% agreed that collaboration with non-academics can produce highly cited research. But only 36% said they are incentivized to work with non-academics, and only 15% said that their organization's incentives were a motivation to enter into an existing collaboration.

New and Noteworthy Product Presentations

The final day of the conference featured **SSP's** first Product Previews session followed by an audience vote to choose a favorite innovation for this year. The session was moderated by **David Myers**, Principal, **Dmedia Associates**, who noted that the most successful organizations are those that offer innovation and do things that others do not. Innovation is not a luxury; it is essential in today's environment. If you are not a disruptor, you will be disrupted.



David Myers

Here are brief descriptions of the 13 products and services that were presented.

- AAMC Convey**: Submitting financial disclosures is onerous. **Convey** provides a web-based repository to enter and maintain records of financial interests and allow them to be disclosed directly to any organization. Publishers can tailor the system to collect only information relevant to a journal.
- Atypon**: Scitrus: the future of science alerts. Content is personalized, not as an email alert service but a magazine-like interface.
- Copyright Clearance Center (CCC)**: The costs of managing Author Publication Charges (APCs) are increasing as OA grows. **CCC** has built an "OA Agreement Manager" that notifies parties to join the payment process.
- Delta Think**: An OA data network tool normalizes publicly available OA data and produces a living report to read, interact, and download. Examples of data: How do my APCs compare with others in the industry? What are the common price points? How do impact factors influence pricing? **Delta Think** also publishes a free newsletter, "OA News & Views."
- Digital Science**: Dimensions, a multi-tool for modern research, has a database of 128 million research documents with over 4 billion links between them. Publishers can get the full picture and support business intelligence, find experts (reviewers, rising stars, potential members), and track impact (patents, citations, policy, altmetrics).
- Edanz Author Path**: Researchers, especially ESL authors, are challenged because of the long times they need to write articles. **Author Path** educates them on writing, submission, and peer review.¹³
- eLife Sciences** and **Hypothesis**, a mission-driven nonprofit, has 3.2 million annotations. A publisher group has been established to apply standards to their annotations. Authors and readers are able to interact in new ways.
- JSTOR Text Analyzer** by **JSTOR Labs** is a new way of searching by using the whole document to find documents in all databases by natural language processing even though the actual subject word is not preset. Documents can be processed in 15 different languages.
- Kudos**: Help publishers benefit from and report on PDF-based author sharing. A new approach encourages shareable PDFs, maximizes the usage of full text, and increases subscription revenue. **Kudos** has become the most popular mechanism for sharing. Trackable links enable counting to enable making more informed decisions.
- PaperHive**: lifting the curtain with in-document metrics. PDFs are a challenge for established metrics: are users reading papers they have downloaded? Readers click the **PaperHive** widget on a publisher's article page, then go to the reading environment and see discussions. PDFs stay on the publisher's website so discussion happens on version of record.
- Quark Intelligent Systems**: AI-powered value added services. Professionals and practitioners are frozen in time. Practitioners don't read articles; the market segment is immune to OA proliferation. The biggest problem is keyword

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search; practitioners want answers, not lists of articles. Why search when customers can simply ask? Automated Q&A surpassed human performance for the first time this year.

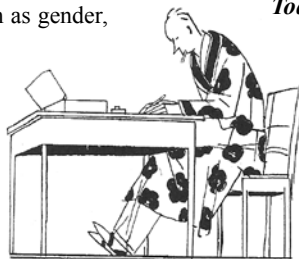
12. **sci.Ai**: Publishers are sitting on a gold mine. Terminology is variable and ambiguous, so facts are hidden from readers. Whether a publication will be part of future research and funding depends on its machine-readiness. **sci.AI** converts unstructured plain text into machine-readable publications and adds machine-ready, detailed metadata to publications.
13. **MIT Press**: PubPub — a collaborative community that publishes to socialize the process of knowledge creation. How can publishers promote the increasingly open and collaborative nature of research? How can they help make published works accessible?

Closing Plenary: The Scholarly Kitchen Chefs Look Back Over 50 Years

The closing plenary session featured the “chefs” of the *Scholarly Kitchen* (SSP’s blog, now in its 10th year of publication) looking back over the past ten years and making some predictions of what the future might bring for scholarly publishing. **Alice Meadows**, Chair of the Kitchen Cabinet Task Force on Diversity, reviewed the results of a readership survey. Most of the readers of the *Kitchen* are located in the U.S., Canada, and Europe and are publishers or university librarians of a wide variety of ages. They are loyal; many have been reading the *Kitchen* for five years or more. Some areas for improvement were expressed: a need for a wider range of opinions instead of just those of publishers, a concerted effort to reach students, a discussion of practical successes in the field instead of only discussing research results, and increased gender diversity of the chefs. In general, the *Kitchen* is viewed positively and was regarded as a valuable source of information. The SSP Board plans to revisit and possibly revise SSP’s goals for the *Kitchen* by increasing diversity in all its forms, ensuring that comments are more respectful in tone, and making the *Kitchen* more relevant to early career publishing professionals.

Following **Meadows’** review, seven of the chefs discussed various aspects of the *Kitchen*:

- The *Kitchen* as originally proposed by **Kent Anderson**, CEO of **Redlink**, was envisioned as a newswire publication. Anderson noted that being a chef is like a double-edged sword because one’s opinions are exposed to the world, and readers will form their opinions about you. The *Kitchen* has more than exceeded **Anderson’s** expectations, and it has been a very positive experience for him.
- **David Crotty**, Editorial Director, **Oxford University Press** and current editor of the *Kitchen*, commented that although the scholarly publishing landscape is facing major changes, many of the subjects discussed have endured for the entire ten years of the *Kitchen’s* existence, which is not only an evidence of the slow evolution of academia, but also because many of the problems are not easy ones to solve.
- **Robert Harington**, Associate Executive Director of Publishing at the **American Mathematical Society**, said that peer review is not just an evaluation of the quality of what an author writes, but it is part of an ecosystem that comments on the validity of an author’s experience, from which an author can learn and improve an article. Peer review should be examined now because it has an implicit bias in areas such as gender, or the region where the author resides and about which one might make an assumption. Should we be discussing different models of peer review (single-blind vs. double-blind, for example) in an effort to remove implicit biases? (Not to have this conversation is a form of bias in itself.) One interesting possibility is to continue the blindness of the reviewers but publish the content of the reviews as part of



the public record, which might help remove some predatory practices that now exist.

- **Tim Vines**, Consultant, **Origin Editorial**, said that discussions of data sharing policies must shift towards the viewpoint that unless data is provided, an article is not very good. Publishing an article claiming to move science forward without furnishing the numbers on which the research was based is ridiculous.
- **Judy Luther**, President, **Informed Strategies**, said that the biggest shift in searching that we currently see is that despite our focus on discovery (which means that we are finding something), we are headed towards an environment where what we want finds us so that we do not have to go and search for it. The volume of content is growing to the point where it is increasingly challenging to find what we want. When information was scarce, we had it all well-organized; now, we hardly get past the first page of Google search responses. In five or 15 years, we may decide that this is not an efficient way to stay informed. We are enhancing our content so that the tools we have will find it more readily by trying to personalize the data. Serendipity has been lost in our focus on search; we are relying on our networks to help us find what we need. If we can bring our informed networks together with smart content, we will have a basis for informed artificial intelligence. But we have a ways to go before we arrive at this.
- Much of our industry is embedded on the technology that we are using. **Todd Carpenter**, Executive Director of **NISO**, noted that despite beliefs that technology is changing every day, it takes a long time to be broadly adopted. We have done much in ten years to expand our expectations, but we need to support that infrastructure in our communities. The challenge is agreeing on the culture, not standards. The technology community has serious problems with diversity; how do we bring the community together to address some of these problems?
- **Lisa Hinchliffe** at the library of the **University of Illinois** addressed the role of librarians and information scientists in the next five to ten years. Librarianship is evolving in its relationship with publishers; there is a shift towards everyone in research libraries moving to the services side of the business, which is resulting in a focus on economics, purchase decisions, big deals, etc. Librarians are being asked, “Why do we need you?” because they have been disintermediated. They must provide value in a way that is related to information, not gatekeeping and purchasing. The scholarly publishing and research library communities are beginning to look like scholarly publishers. Many author services that publishers are striving to establish are like library services. It will therefore be interesting in ten years to see if we are still two communities. 🌱

SSP’s 41st Annual Meeting will take place May 29-31, 2019, at the Marriott Marquis Hotel, San Diego Marina, San Diego, CA.

*Donald T. Hawkins is an information industry freelance writer based in Pennsylvania. In addition to blogging and writing about conferences for **Against the Grain**, he blogs the **Computers in Libraries** and **Internet Librarian** conferences for **Information Today, Inc. (ITI)** and maintains the **Conference Calendar** on the **ITI Website** (<http://www.infoday.com/calendar.asp>). He is the Editor of **Personal Archiving: Preserving Our Digital Heritage**, (*Information Today*, 2013) and Co-Editor of **Public Knowledge: Access and Benefits** (*Information Today*, 2016). He holds a Ph.D. degree from the **University of California, Berkeley** and has worked in the online information industry for over 45 years.*

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LIBRARY PROFILES ENCOURAGED



Georgetown University Library

3700 N St, NW
Washington, DC 20057
Phone: (202) 687-7607
library.georgetown.edu

BACKGROUND/HISTORY: <https://www.library.georgetown.edu/about/history>

NUMBER OF STAFF AND RESPONSIBILITIES: Professional: 53, Support Staff: 59, Student Assistants: 17

OVERALL LIBRARY BUDGET: Materials: \$7,142,935; Salaries + Wages: \$6,988,068; Operating: \$2,187,925.

TYPES OF MATERIALS YOU BUY: Books, journals, databases, DVDs, video streaming services, eBooks, data sets, other.

WHAT TECHNOLOGIES DOES YOUR LIBRARY USE TO SERVE MOBILE USERS? We make an effort to use responsive design on all of our websites so that they can be used on mobile devices.

DOES YOUR LIBRARY HAVE AN ILS OR ARE YOU PART OF A COLLABORATIVE ILS? Yes, Collaborative ILS (WRLC) Alma.

DO YOU HAVE A DISCOVERY SYSTEM? Yes, Primo.

DOES YOUR LIBRARY HAVE A COLLECTION DEVELOPMENT OR SIMILAR DEPARTMENT? Yes, we have a Collections, Research and Instruction department.

IF SO, WHAT IS YOUR BUDGET AND WHAT TYPES OF MATERIALS ARE YOU PURCHASING? \$7,142,935. Purchasing both Print and Electronic.

WHAT PROPORTION OF YOUR MATERIALS ARE LEASED AND NOT OWNED? Approximately 10% is leased.

WHAT DO YOU THINK YOUR LIBRARY WILL BE LIKE IN FIVE YEARS? I think that we'll be getting ready for a major library renovation in five years that will truly make the library at Georgetown University the intellectual hub of campus.

WHAT EXCITES OR FRIGHTENS YOU ABOUT THE NEXT FIVE YEARS? Our new Dean of Libraries at Georgetown, Harriette Hemmasi, is starting in August 2018 and I'm tremendously excited about what she's going to be able to help us accomplish.

IS THERE ANYTHING ELSE YOU THINK OUR READERS SHOULD KNOW? Libraries have become places that aren't just about the stuff we have, like books or computers, but about what we empower people to do. It's a place where anyone's ideas can come to life.

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access. (If this tool were to exist, it would put great pressure in favor of more open access.) It will know where things are and how to get them — in the sense that it will know what is analog material available by interlibrary loan, what is analog material only available to onsite visitors, what is digital material that requires some kind of ongoing financial relationship with the provider (a subscription or a license), what is digital material that's available for some kind of by-the-drink payment, and what is digital material that is openly accessible. And it will know what to do in order to enable the user to access and use that material — and it will do it for me. Our local delivery systems will need to integrate with the disintegrated library system well enough to perform the fulfillment function.

Doesn't that give us a chance for the DLS — Disintegrated Library System? Run our business of buying and tracking with one system, provide access to data about the things that we happen to contribute to the global information space with another, and let the discovery system do all the hard stuff? Am I nuts? 🍷

Don's Conference Notes from page 78

Endnotes

1. http://cdn.meta.com/assets/downloads/Pub_Bibliometric.pdf
2. <https://www.mysciencework.com/>
3. <https://www.typefi.com/>
4. See [https://en.wikipedia.org/wiki/Magic_Roundabout_\(Swindon\)](https://en.wikipedia.org/wiki/Magic_Roundabout_(Swindon))
5. <https://www.wizdom.ai/>
6. <https://www.editage.com/>
7. See <https://www.cell.com/figure360>
8. See https://en.wikipedia.org/wiki/Robert_Cialdini
9. Features of the new website are described at NEJM.org/revitalized, where there is also a link to an editorial discussing its development.
10. <https://www.growkudos.com/>
11. <http://www.emeraldgroupublishing.com/realworldimpact.htm>
12. <https://www.elsevier.com/solutions/scival>
13. See author-path.com.

Rumors from page 63

BREAKING NEWS — Elsevier has signed a definitive agreement to acquire **Aries Systems**, a leader in scientific publication workflow solutions headquartered outside Boston, MA. **Aries'** offerings are used by journals, books and other publications for manuscript submission, peer review, production tracking and eCommerce. **Aries** was founded by **Lyndon Holmes** in 1986 and has successfully developed several generations of technologies to support publications processes, including **Editorial Manager**, an online manuscript submission and peer-review system. Elsevier and Aries have

worked closely for nearly 20 years and Elsevier already uses the **Editorial Manager** platform for a significant number of journals, including its high profile **Cell Press** portfolio and many society titles. The transaction is subject to customary conditions and regulatory consents and is expected to close in the third quarter of 2018. **Scholarly Kitchen** via **Kent Anderson** has a detailed discussion of this. See — <https://scholarlykitchen.sspnet.org/2018/08/06/interpreting-elseviers-acquisition-aries-systems/>.

Thanks to all of you who proposed sessions for the **2018 Charleston Conference!** It's going to be another great one! Have you registered yet? The early bird registration deadline is September 14! Time's a wastin' See you all soon! **Yr. Ed.** 🍷



This little fella is **Ayden Shetty** (2yrs old) who apparently loves **Mike Gruenberg's** book and says "information" every time he holds it. His parents, **Emily** and **Ash Shetty**, are dear friends and colleagues of **Mike**. Guess it's true — you're never too young to love books. Thanks for sharing!