

## Against the Grain

---

Volume 25 | Issue 1

Article 20

---

February 2013

# SWETS North America Scholarship Essay

Hilary M. Davis

NCSU Libraries, [hilary.davis@ncsu.edu](mailto:hilary.davis@ncsu.edu)

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>



Part of the [Library and Information Science Commons](#)

---

### Recommended Citation

Davis, Hilary M. (2013) "SWETS North America Scholarship Essay," *Against the Grain*: Vol. 25: Iss. 1, Article 20.

DOI: <https://doi.org/10.7771/2380-176X.6421>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact [epubs@purdue.edu](mailto:epubs@purdue.edu) for additional information.

**Swets Announces  
2012 Charleston Conference  
Scholarship Winner in Press  
Release on September 18, 2012**

Swets was pleased to announce **Hilary Davis**, Associate Head of Collection Management, **North Carolina State University (NCSU) Libraries**, as the winner of the **Swets 2012 Charleston Annual Conference Scholarship**. Hilary received \$1,000 to attend the conference in November.

**Davis**, who delivered two talks at the conference based on her work at the **NCSU Libraries**, stood out among the many candidates for her essay on social research collaboration and the academic landscape. "I am deeply honored to have been selected for the **2012 Swets Scholarship Award** to attend the **Charleston Conference**," she said. "The support that **Swets** provides to attend this event is a testament to the collaborative nature of the publishing industry and libraries. We are all in this together!"

"It was clear that **Hilary** has a great deal of passion and experience in digital scholarship and communication," said judge **Christine Stamison**, Senior Customer Relations Manager at **Swets**. "We are honored to award her the scholarship so that she can share her research and continue her development at the **Charleston Annual Conference**."

Other members of the judging panel included **Katina Straunch**, Head of Collection Development for the **College of Charleston**, and **Chuck Hamaker**, Associate University Librarian for Collections and Technical Services at the **University of North Carolina**.

**About Swets**

**Swets** is the global market leader in managing professional information. We develop and deliver innovating services that enable the use of knowledge to its full extent. From more than twenty offices around the world, we actively serve clients and publishers in over 160 countries. Our active role in today's complex information marketplace has led *E-Content Magazine* to award us regularly in their annual "100 Companies that Matter Most in the Digital Content Industry." We are the only information agent to be ISO 9001:2008 certified on a global basis, which pays testament to our stringent operation and client service procedures.

**Media Contact: Kristin McNally**, Marketing Manager. Tel: 856-312-2126, Fax: 856-632-7126, <kmcnally@us.swets.com>.

# SWETS North America Scholarship Essay — 2012 Charleston Conference

by **Hilary M. Davis** (Associate Head, Collection Management, NCSU Libraries)  
<hilary\_davis@ncsu.edu>

*"In the past few years we have seen the fusion of two trends: adoption of social media and collaboration between researchers. As a result, researchers are looking for Web-based tools that can support their workflow and the collaboration with their peers. How do you think social research collaboration is changing the academic landscape, and how can the library be involved?"*

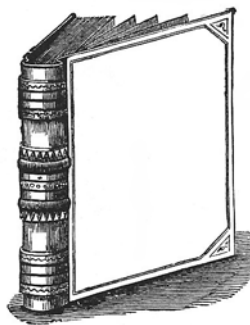
What it means to be aware, current, and relevant within the academic landscape is vastly changed by social research collaboration. Online social media tools not only change the pace and mode of research collaboration, but they also change the currency of research. These Web-based tools make it possible to take research from the bench to publication in record time and to dissolve geographic and temporal boundaries between collaborators. Through online social collaboration, the academic research enterprise has the capacity to be more efficient by sharing and repurposing datasets through venues such as **DataOne** and **Dryad**. Through crowdsourced research such as citizen science, the work of academic researchers can be made more relevant to society by engaging with the public. Community-building social media services such as Twitter and blogs, where scientists openly offer criticism and inquiry far faster and with more uptake than in traditional scholarly communication routes (e.g., the arsenic life case), is allowing research itself to become more transparent and part of the public consciousness.

The adoption of social media to support collaborative research provides major opportunities for libraries to become more integral partners in the process of research. The recently-published **ARL** brief on 21st Century Collections positions the academic research library as part of the research process: "Rather than focusing on acquiring the products of scholarship, the library is now an engaged agent supporting and embedded within the processes of scholarship." I think this is more of a vision statement and a goal than a current reality. On the whole, most academic research libraries are comfortable and well-practiced in providing services and collections focused on the end products of scholarship. With some exceptions like clinical and medical librarianship and some special libraries, we are not as comfortable with building library services and collections

that are embedded within the processes of scholarship.

Nonetheless, research libraries cannot afford to ignore the call to support the work necessary to facilitate data-driven, team-based research, learning, and teaching. To do so, we need to build a more complete picture of impact so that we know how we can do our jobs better and make our customers more successful in their work. Likewise, I think partnering is absolutely key for finding sustainable, realistic ways to support the full spectrum of research and collaboration. Web-based social media tools and services that support collaborative research are good frameworks for libraries to more deeply focus on collecting and valuing engagement with our customers. The influence of the altmetrics movement on the academic community remains to be seen; however, the ability to see the impact of researcher contributions across a diversity of formats and venues in real time through tools such as *Total-Impact.org* is powerful. Pair altmetrics with services such as Mendeley and Mendeley Institutional Edition, and libraries have a whole new set of opportunities to engage and support research.

Taking the goal of collecting and valuing engagement further, libraries are well-positioned to showcase and advocate for the contributions and achievements of science students, teachers, staff, and researchers. Showcasing and advocacy can be as simple as leveraging social media such as Twitter, Facebook, and blogs to broadcast the great things about our research communities and the issues that they care about. Social media tools can also double as a way to eavesdrop to learn more about your target community's behavior, needs, and expectations. The **University of North Carolina at Chapel Hill Library's** Southern Folklife Collection on Facebook engages with current and potential customers by way of showcasing videos of musical performances. Facebook's social metrics tools make it easy to measure impact and engagement with users who show interest in the Southern Folklife Collection on Facebook. The **North Carolina State University (NCSU) Libraries'** Engineering Twitter stream illustrates a very effective way to combine library promotion and showcasing of the **NCSU** engineering community achievements. These are lightweight approaches that have high impact at minimal cost and are key examples of how libraries can be involved in the process of research.



*continued on page 41*

**SWETS Scholarship Essay**  
from page 40

Physical spaces are just as important in supporting the life cycle of learning and social engagement of researchers. Library spaces are much more than just places to study and retrieve collections — we can use the library to showcase achievements of science students, teachers, staff, and researchers by hosting seminars, and redesigning spaces to support team/group work. To support research teams across geographic boundaries, libraries can offer web conferencing services such as Skype and Adobe Connect alongside loanable Web cameras and headsets.

Libraries can also be key players in supporting research data discovery and access. Discovery of and access to data for statistical and computational science research is a huge challenge, especially for students and new faculty. To mitigate this challenge, libraries can support data citation services that make it easier to discover research data (e.g., DataCite and EZID), author identification services which invoke automatic linking between authors and their outputs (e.g., ORCID), and expand data collection networks by acquiring more datasets or tapping into data repository networks such as DataOne and DataBib. Additionally, partnering with organizations like Dryad will enable libraries to help lead the way in making better connections between researchers' publicly-available datasets and their corresponding articles.

To get to the point where researchers and students in the sciences think of the library as a partner in the research process, and not just managers of the end products of research, we need to make smart, and probably difficult, decisions about reprioritizing our work to focus more on engagement through and with online social research collaboration tools to help libraries find better ways to understand the impact of research and the impact of libraries on research. 🌱

**ATG Special Report — TOC**  
from page 39

But now the printing press is free, distribution is democratized, and the knowledge of how to publish is out there on the Web. According to **Larry Downs**, the publisher doesn't add very much, if any, value. He also maintained that format and length are no longer relevant and the supply chain is broken. The only thing left for publishers is brand value, but even that is under threat. The author is becoming the brand. Added to this, self-publishing is no longer seen as vanity press. In fact, traditional publishers are poaching successful self-publishers.

**Joanna Rahim**, Director of **The Galton Lab**, and **Frances Pinter**, founder of **Knowledge Unlatched**, ended the day with a session moderated by **Mitchell Davis** of **BiblioLabs**. Their presentation introduced the concept of "co-opetition," where competitors get together to create a market. Once again, they pointed to the example of the **British Library** cooperating with **BiblioLabs** on an application providing access to titles from the **British Library's** 19th-century book collection. **Frances Pinter** also talked about the cooperative efforts undertaken by **Bloomsbury** with numerous stakeholders to bring the Churchill Archive online. But the main thrust of her comments focused on **Knowledge Unlatched**, a three-year pilot project where libraries come together to pay title fees to publishers in exchange for open access publication of selected high-quality titles. Publishers offer the titles and set the title fees, while libraries select, order, and pay the fees. **Knowledge Unlatched** acts as the middle man negotiating with publishers, collating titles, handling payment, and addressing preservation issues. The hoped-for result is a financially sustainable model for publishers and libraries that provides open access to scholarly books for end users.

Cutting edge, challenging, and sometimes controversial, **Mini TOC Charleston** left everyone with a lot to consider. True to its promise, it engaged librarians, large and small publishers, self-published authors, online experts, and other information professionals in a far-ranging consideration of the future of commercial publishing. And, fortunately, it left organizers talking about plans for an even bigger and better **Mini TOC Charleston** in 2013. 🌱

# The *MLA Handbook* Is Available Online.

## Check It Out.

Buy access online at [www.mlahandbook.org](http://www.mlahandbook.org) and start using it today. A print copy will be mailed to you.

MLA members can request a complimentary copy at [www.mla.org](http://www.mla.org). Each copy includes print and online formats.

[www.mlahandbook.org](http://www.mlahandbook.org)



## Recipient of *Choice Award* for Outstanding Academic Title

The searchable Web site features

- the full text of the *MLA Handbook*
- over two hundred additional examples
- research project narratives, with sample papers

xxii & 292 pp. • Paper 978-1-60329-024-1 • \$22.00

LARGE-PRINT EDITION • Paper 978-1-60329-025-8 • \$30.00

Modern  
Language  
Association

**MLA**

Phone orders 646 576-5161 ■ Fax 646 576-5160 ■ [www.mla.org](http://www.mla.org)