

# Re-imagining the State of Scholarly Communication

New modes of publication and assessment

Cameron Neylon - 7 May 2015 - CENDI

@cameronneylon - <http://orcid.org/0000-0002-0068-716X>



There is nothing to see here

but I want to talk

[www.fredericksbench.weebly.com](http://www.fredericksbench.weebly.com)



~~WE HAVE A PROBLEM~~

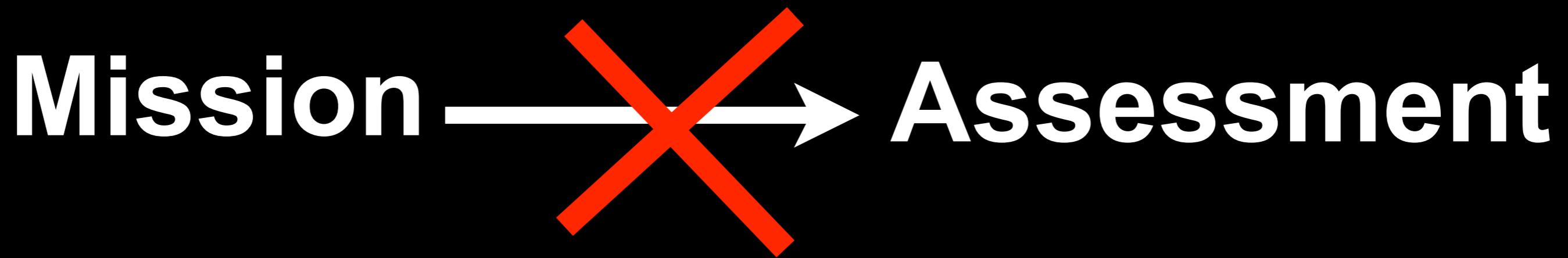


THERE IS  
NOTHING TO SEE  
HERE

IT TOLD  
YOU

**Values** —————→ **Mission**

**Mission** → **Assessment**



**Mission ← Assessment**



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More data is the answer!

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# More data is the answer?

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# Types of Data

- Citations
- Usage
- Bookmarks
- Conversation

# Citations

- Traditional and valued
- Less consistent than most think
  - WoS, Scopus, CrossRef, (Europe)PMC
- Track a very specific kind of usage
- Only track a very specific kind of usage
- Accumulate very slowly

# Usage

- Page views, downloads
- Measure usage by a wider community
- Measure greater range of use
- Inconsistent between publishers
- Rarely get demographics of viewers
- Difficult to distinguish form of impact on usage data alone (“funny title” problem)
- Available on publication

# Bookmarks

- Academic and “public” facing sites
  - People collecting literature
  - Building a library
- Measure greater range of use vs cites
- Focus on use by researchers (Mendeley)
- Rely on service providers
- Accumulate quickly

# Conversations/Social Media

- Twitter, Facebook, Blogs, News sites
  - Sharing literature within communities
  - Conversations about literature
- Open to the public (but often actually driven by/involving researchers)
- Rich demographic information (Twitter)
- Potential bias and detection problems
- Accumulate quickly

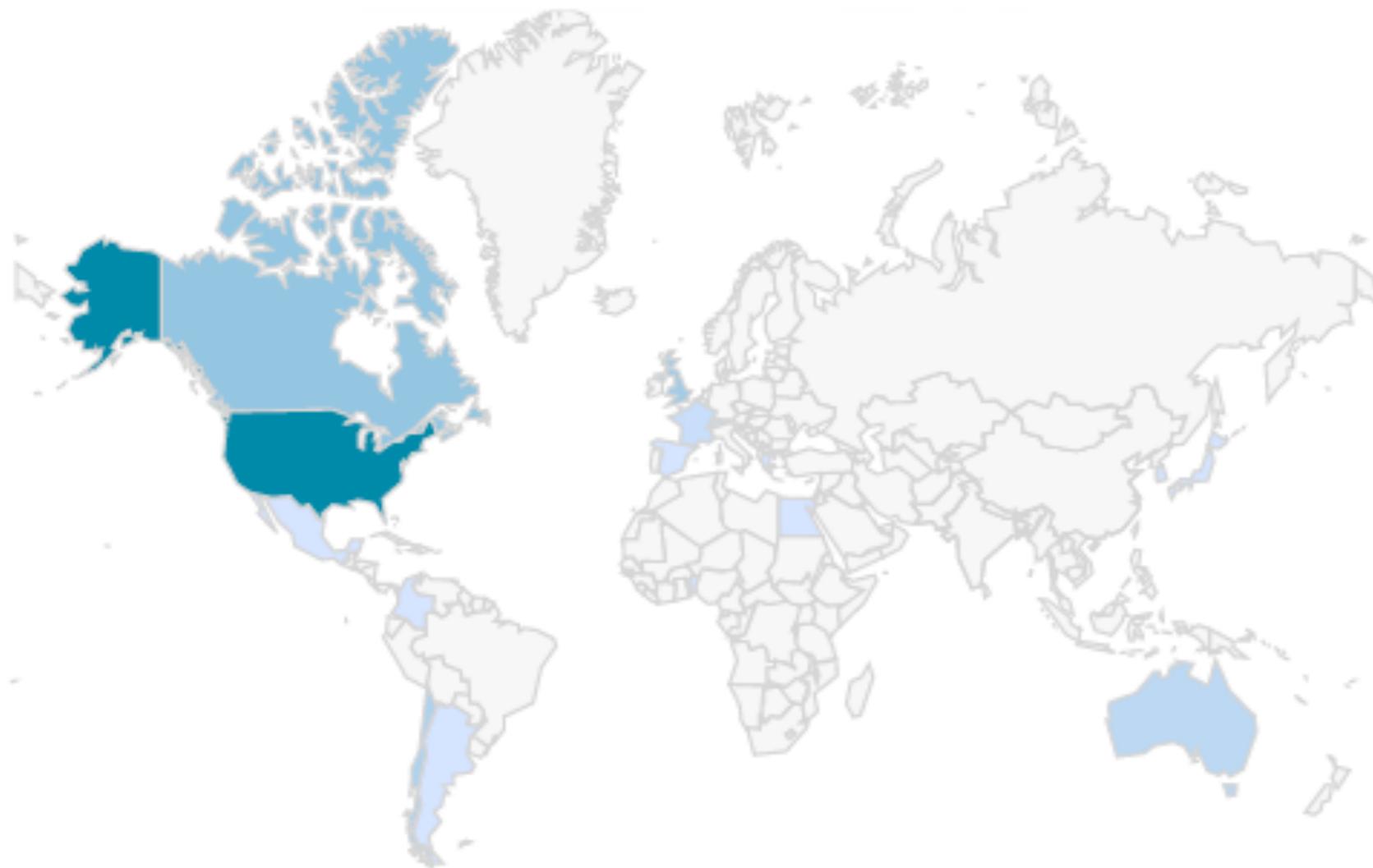
# More data is the answer?

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A group of people are gathered around a campfire on a rocky shore at night. The fire is bright and central, illuminating the people. In the background, there is a calm lake reflecting the moon and some lights from a distant shore. The sky is dark with a full moon. The overall mood is peaceful and serene.

# A story...

## Geographical breakdown



#	Country	As %
1	US	31%
2	CA	12%
3	GB	10%
4	CL	8%
5	AU	6%
6	FR	4%
7	CH	4%
8	ZZ	2%
9	CO	2%

## Geographical breakdown



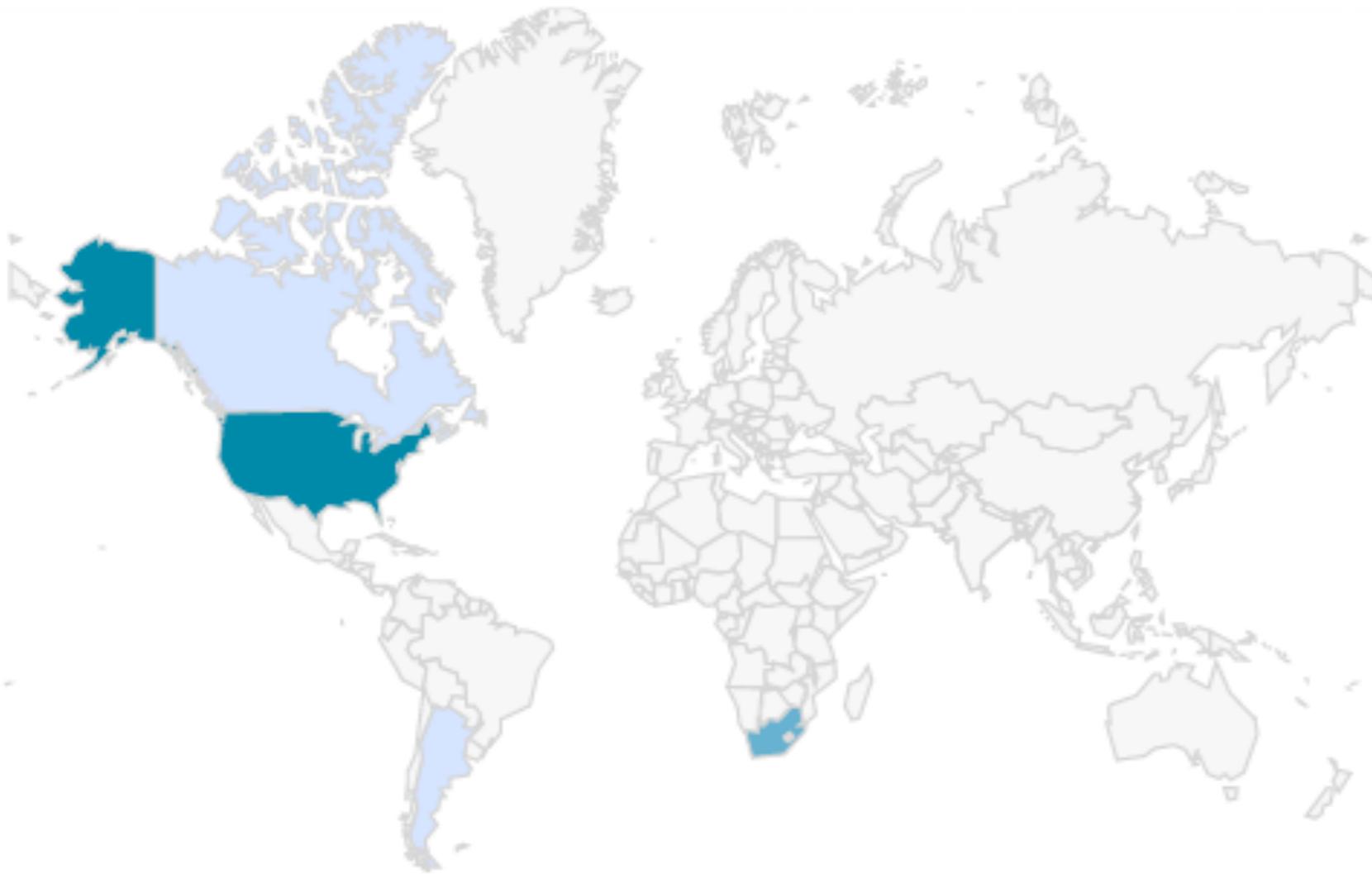
#	Country	As %
1	NL	16%
2	GB	16%
3	AU	16%
4	US	16%
5	JP	8%
6	NZ	8%
7	CH	8%
8	IE	8%

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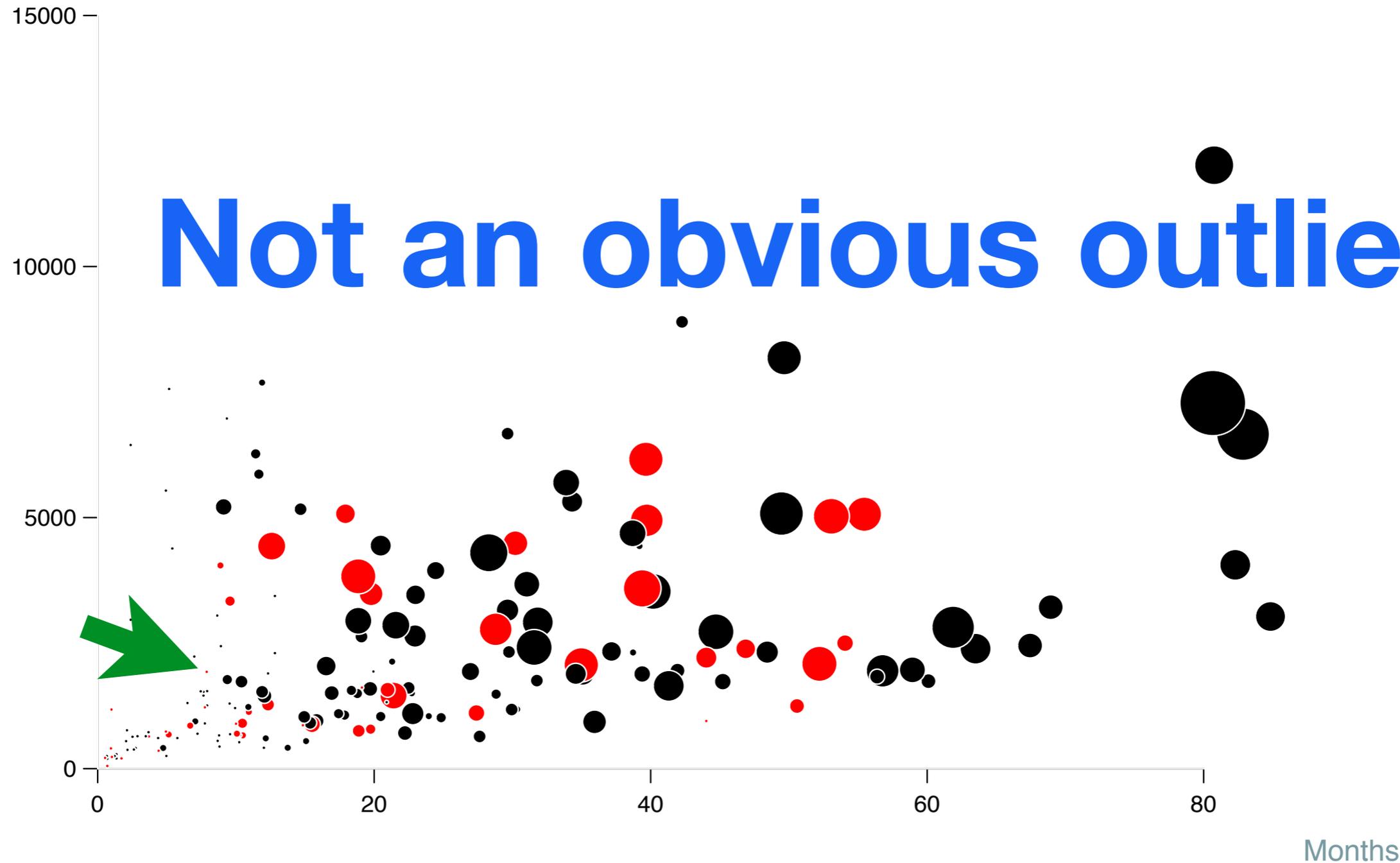
#	Country	As %
1	US	53%
2	ZA	33%
3	CA	6%
4	AR	6%

...here's one...

# PLOS papers authored by University of Cape Town staff

Usage data from the PLoS journal website (combined HTML views and PDF downloads). Circle size correlates with CrossRef citation counts. Red circles represent papers with "HIV" in title.

Total Views



Not an obvious outlier...

Months

# The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study



@FeministsSA

amongst South African Men: A Cross-Sectional Study. <http://t.co/LqwFBzBc>

19 Oct 11



lizle loots  
@lizleloots

The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study. <http://t.co/LqwFBzBc>

19 Oct 11



Sonke  
@SonkeTogether

#PLoS: The Relationship between Intimate Partner Violence, Rape & HIV amongst South African Men: Cross-sectional survey <http://t.co/WRTToDxsF>

20 Oct 11



Shukumisa  
@Shukumisa

@lizleloots a really important study, we have linked to it on our site <http://t.co/jJJlfnDu>

20 Oct 11



Goedgedacht Forum  
@Ggd\_Forum

RT @SonkeTogether: #PLoS: The Relationship between Intimate Partner Violence, Rape & HIV amongst South African Men: Cross-sectional survey <http://t.co/WRTToDxsF>

20 Oct 11

...but interesting interactions...

# The Relationship between Intimate Partner Violence, Rape and HIV amongst South African Men: A Cross-Sectional Study

@FeministsSA

amongst South African Men: A Cross-Sectional Study. <http://t.co/LqwFBzBc>



lizle loots  
@lizleloots

The  
Afr



**Sonke**

@SonkeTogether Cape Town

*Work with men and boys to promote gender transformation. Tweets mostly by Londi.*

<http://genderjustice.org.za>



Sonke  
@SonkeTogether

#PLoS: The Relationship between Intimate Partner Violence, Rape & HIV amongst South African Men: A Cross-Sectional Study. <http://t.co/LqwFBzBc>



Shukumisa  
@Shukumisa

@lizleloots



**Shukumisa**

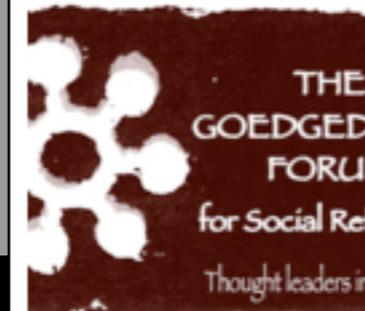
@Shukumisa South Africa

*Shaking up social attitudes to sexual violence & treatment of survivors by the criminal justice system*

<http://www.shukumisa.org>



Goedgedacht Forum  
@Ggd\_Forum



**Goedgedacht Forum**

@GGD\_Forum

*The Goedgedacht Forum promotes discussion and dialogue at a national level. We have a proud tradition of creating a safe space for thought-leaders to gather.*

Cape Town, South Africa · <http://www.goedgedachtforum.co.za>

# This. Is Impact.



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@Shukumisa

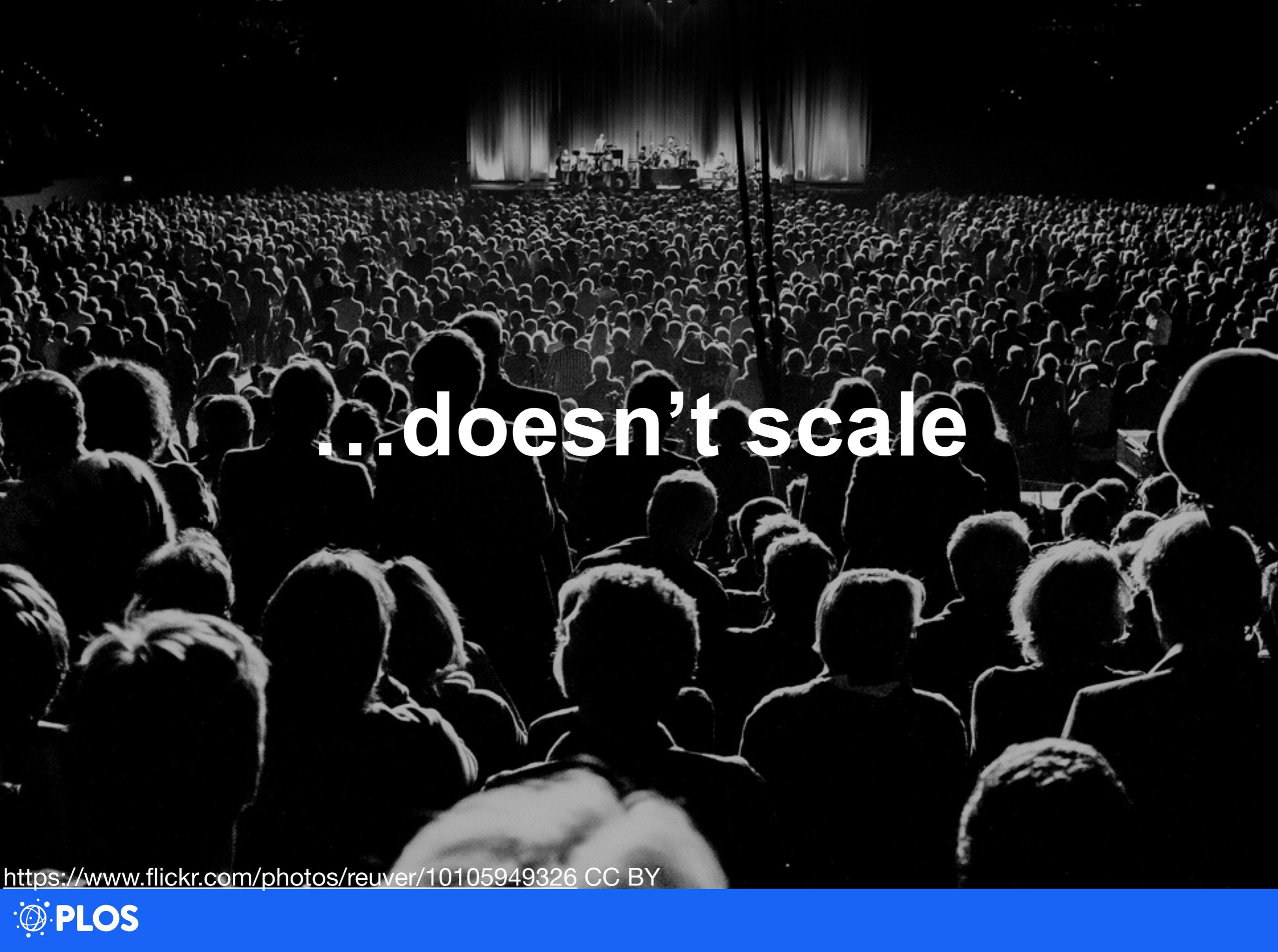
@lizeleloots a really important study, we have linked to it on our site <http://t.co/jJJlfnDu>

20 Oct 11

A photograph of a classroom scene. A woman with dark hair, wearing a purple top and a black cardigan, is sitting on a wooden bench and reading an open book to a group of young children. The children are sitting on a colorful rug on the floor, looking towards the teacher. The background is a brick wall with a wooden table and a small tree. The text "But telling stories..." is overlaid in white on the image.

**But telling stories...**

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A black and white photograph of a large crowd of people at a concert. The audience is seen from behind, filling the foreground and middle ground. In the background, a band is performing on a stage under bright lights. The text "...doesn't scale" is overlaid in white on the crowd.

**...doesn't scale**

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**Impact**

Research

Education

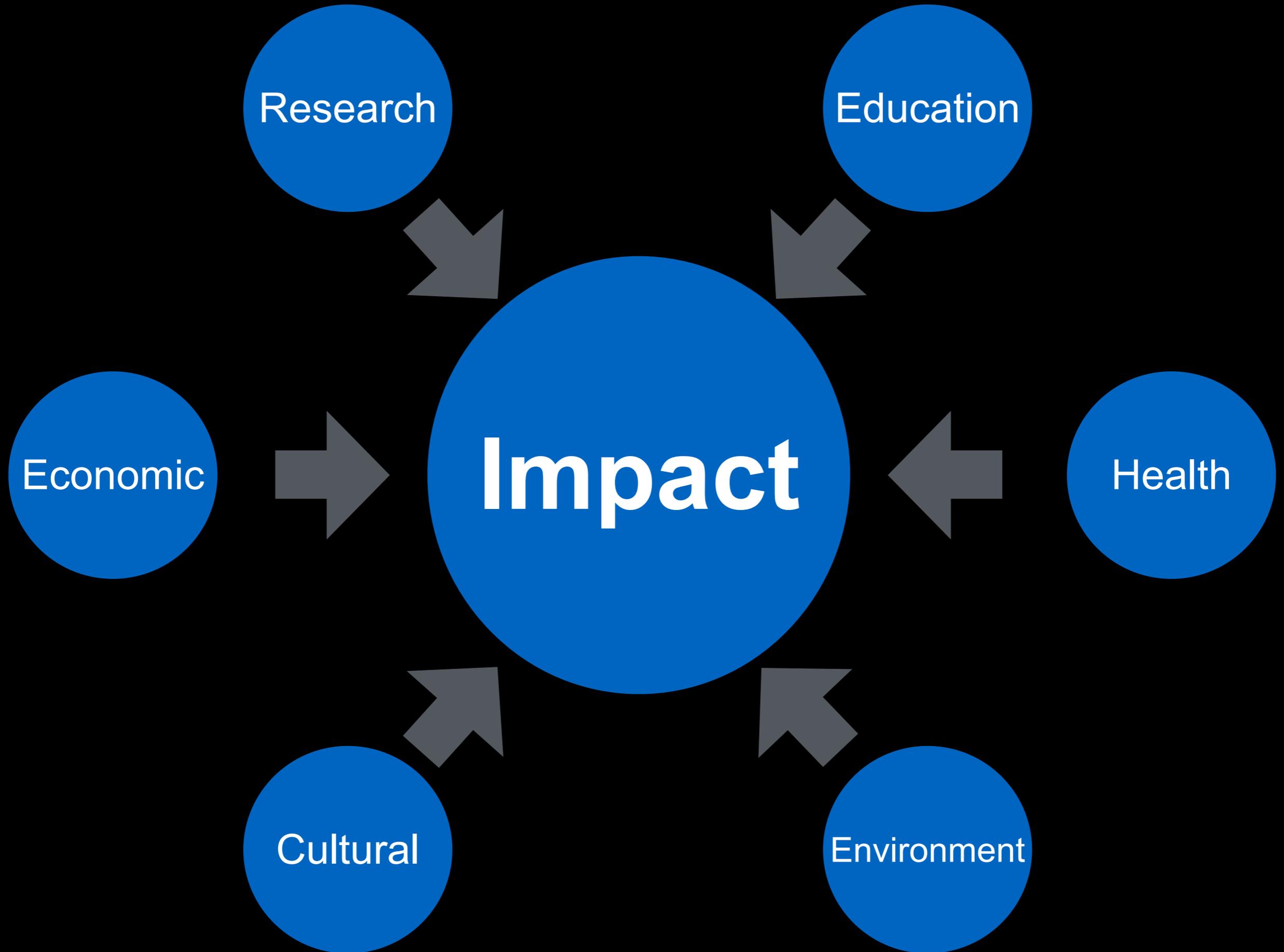
Economic

**Impact**

Health

Cultural

Environment



Research

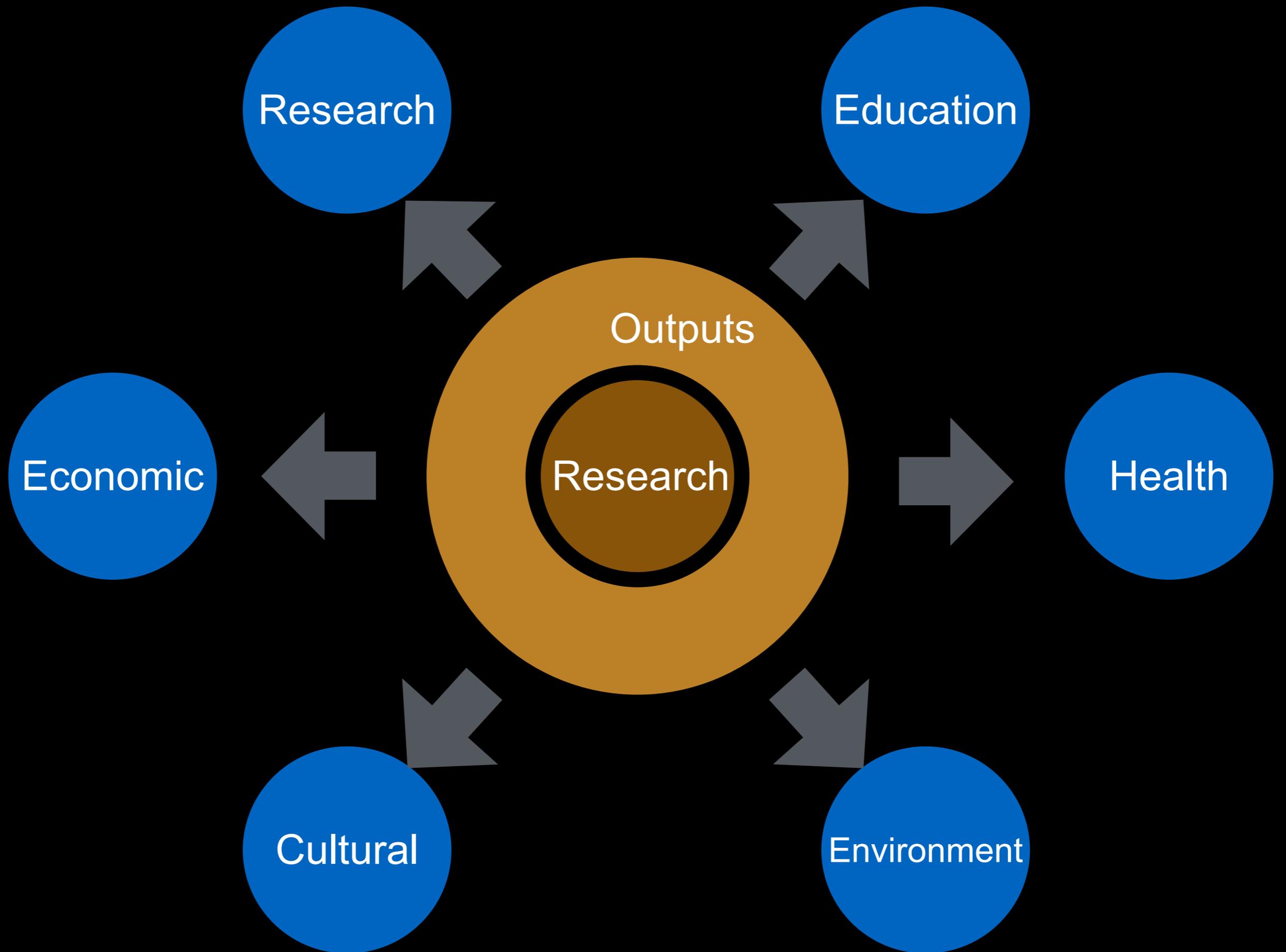
Education

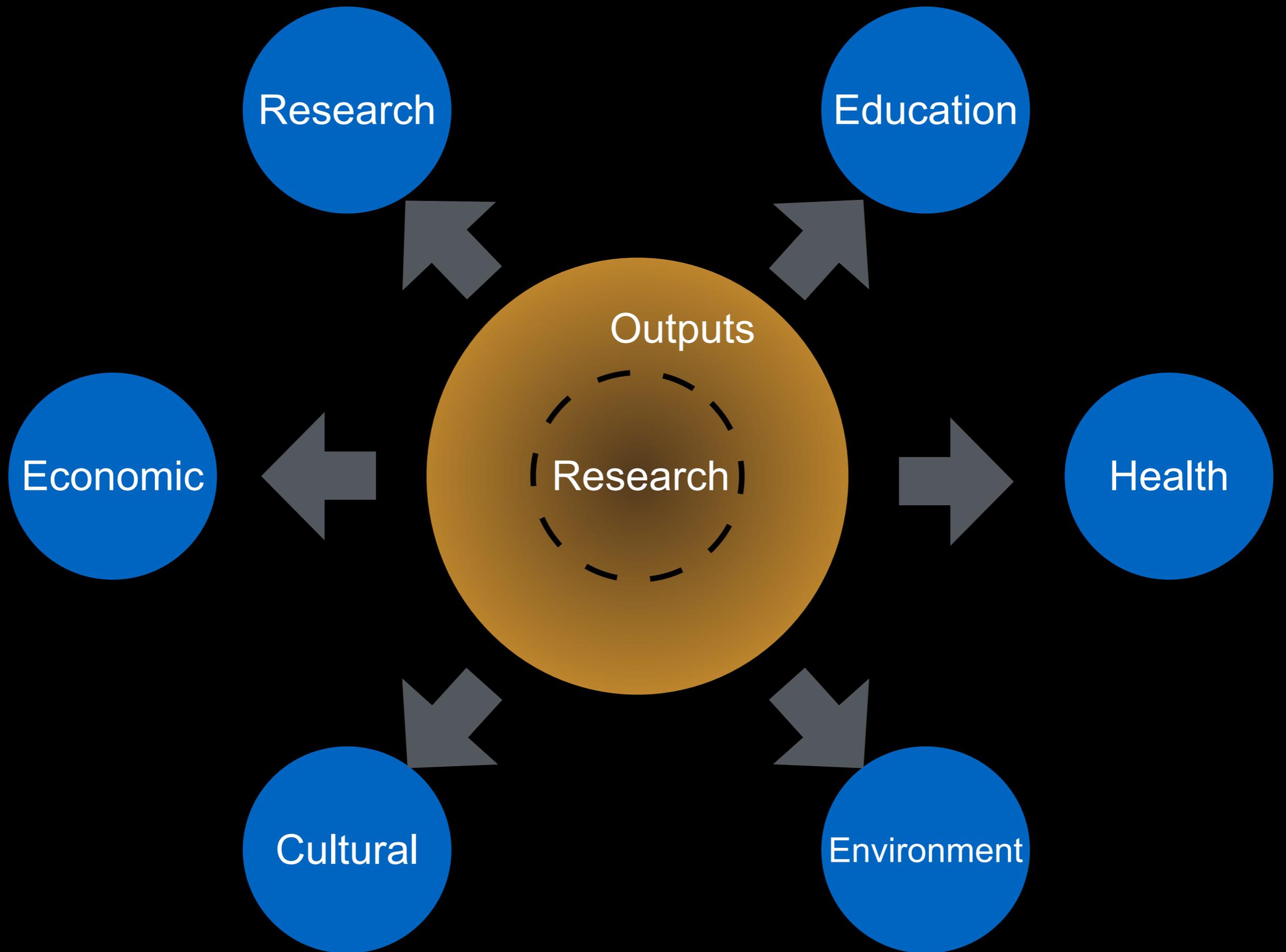
Economic

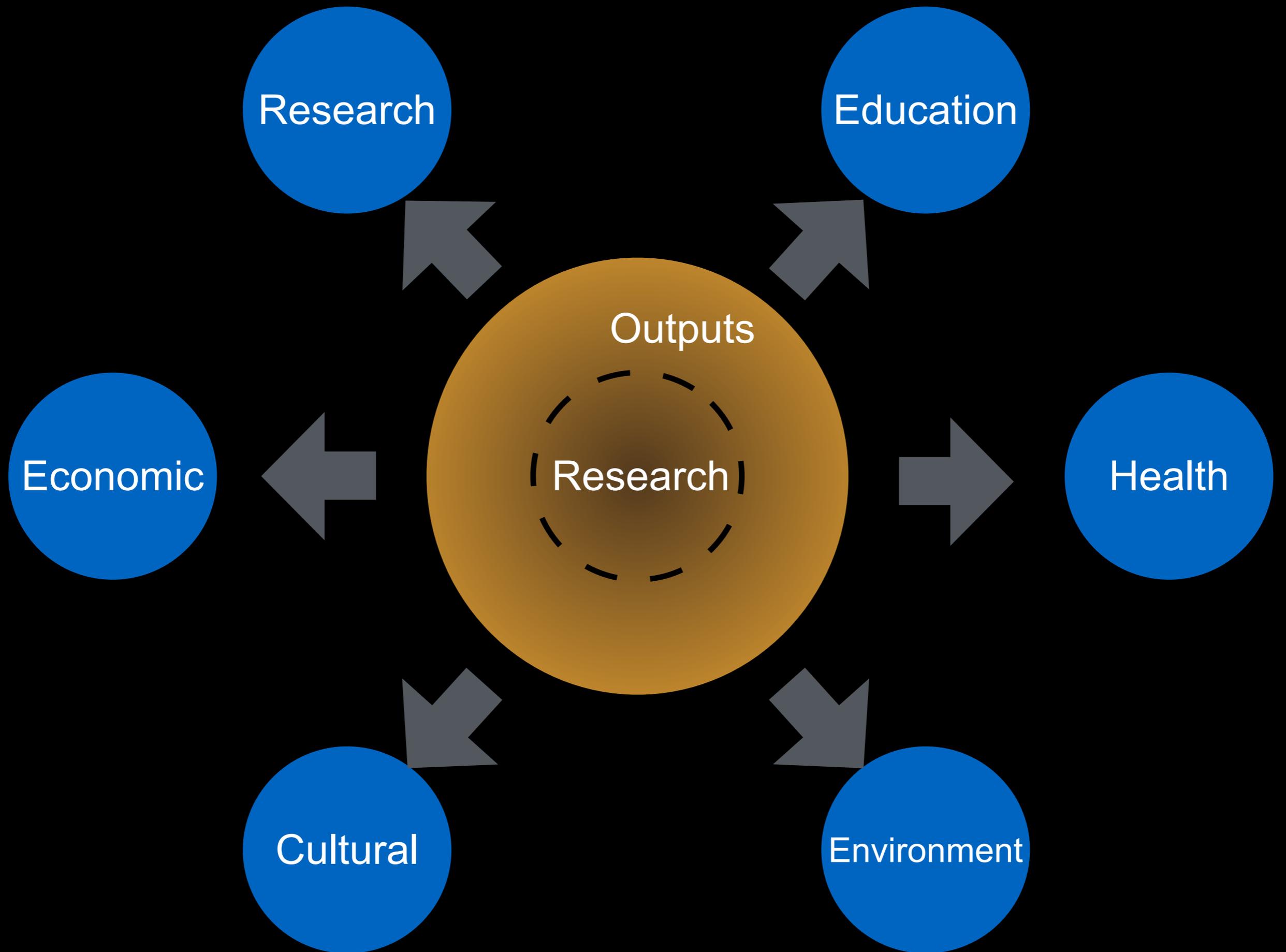
Health

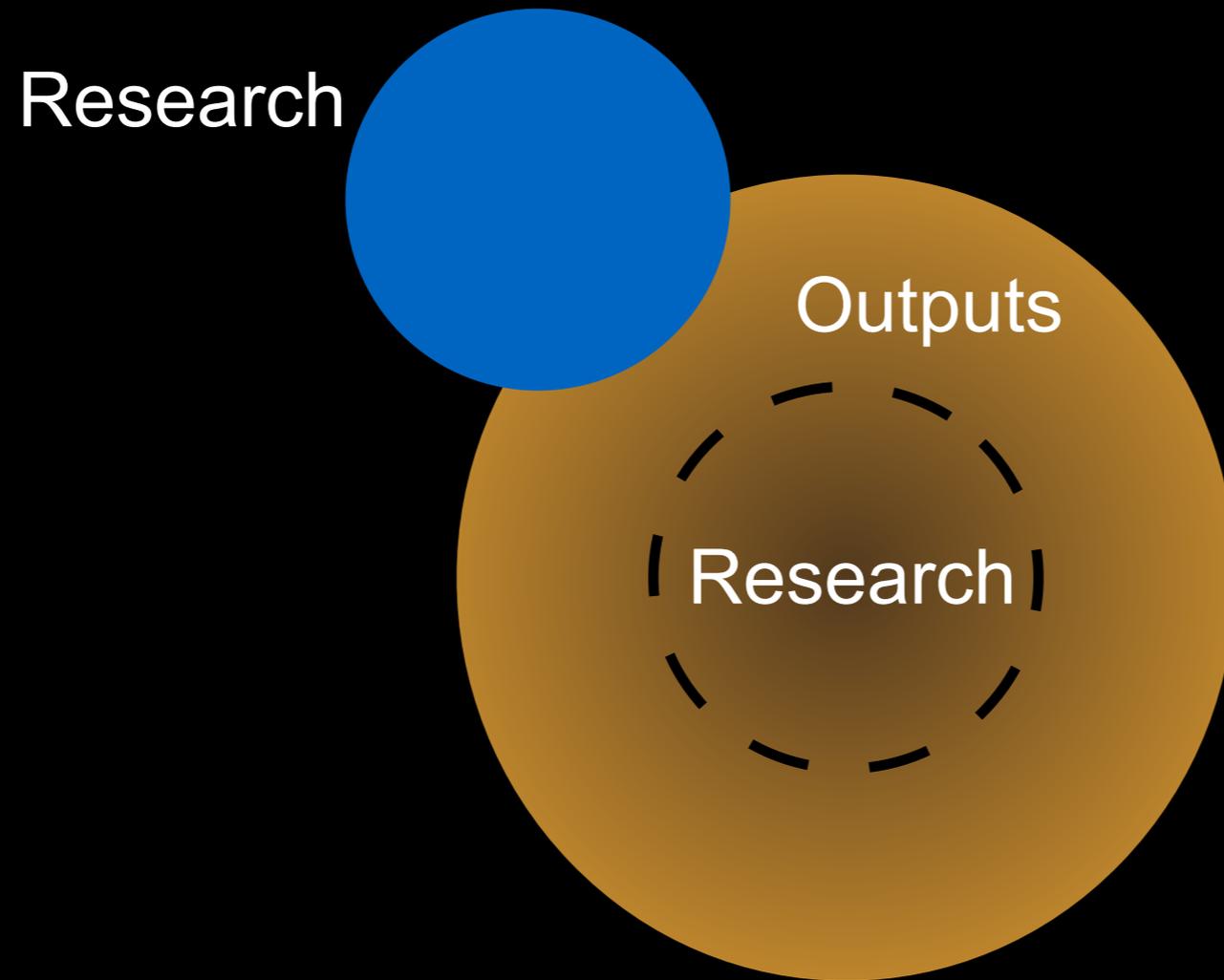
Cultural

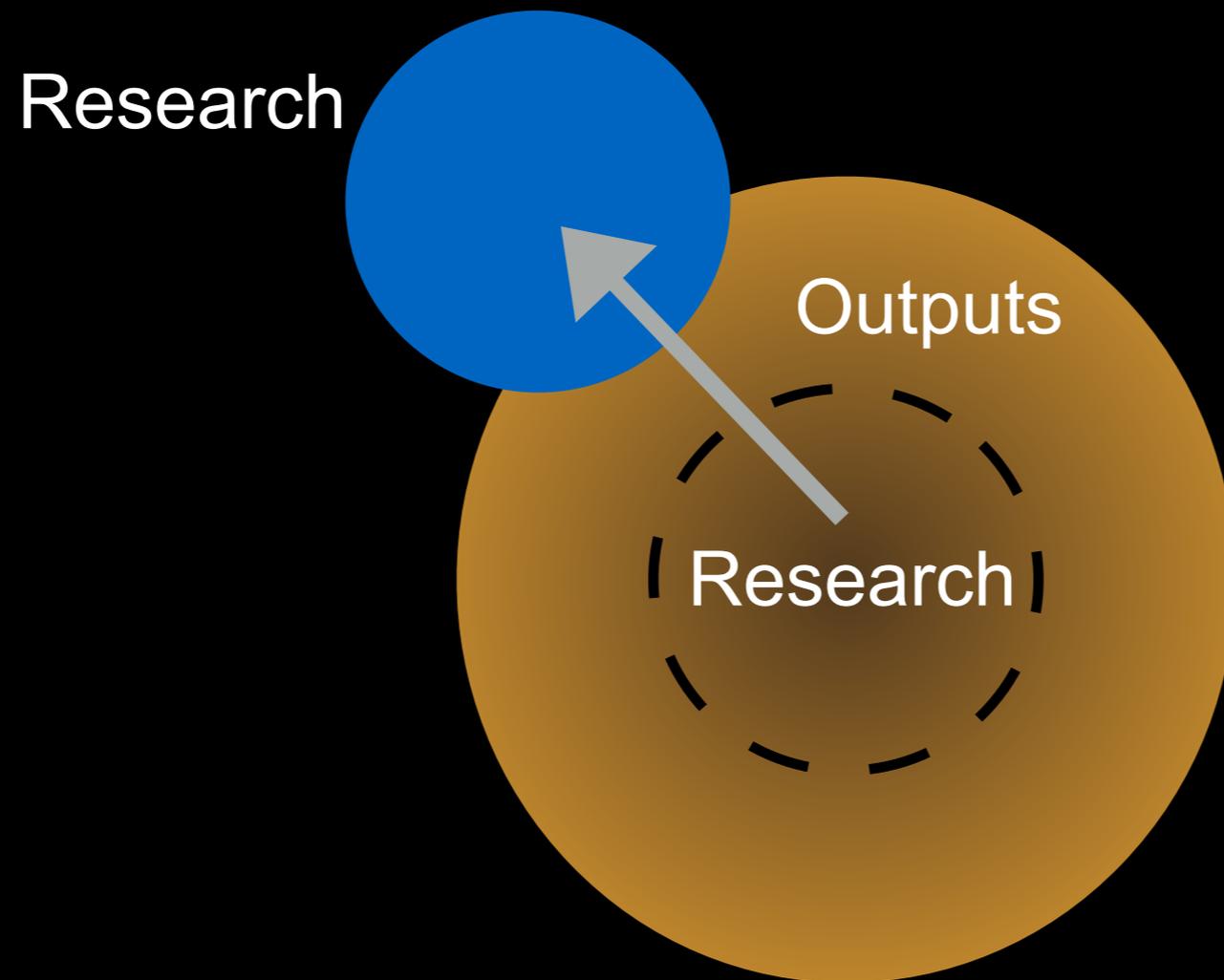
Environment



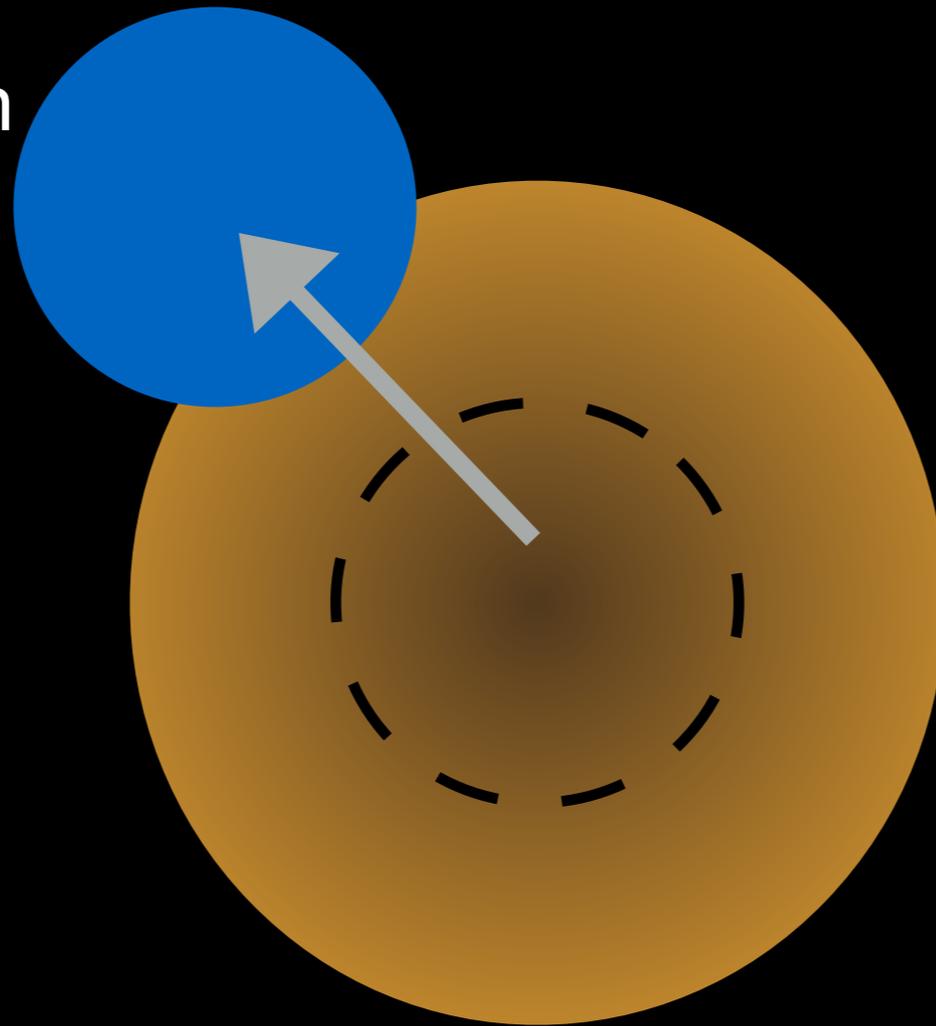


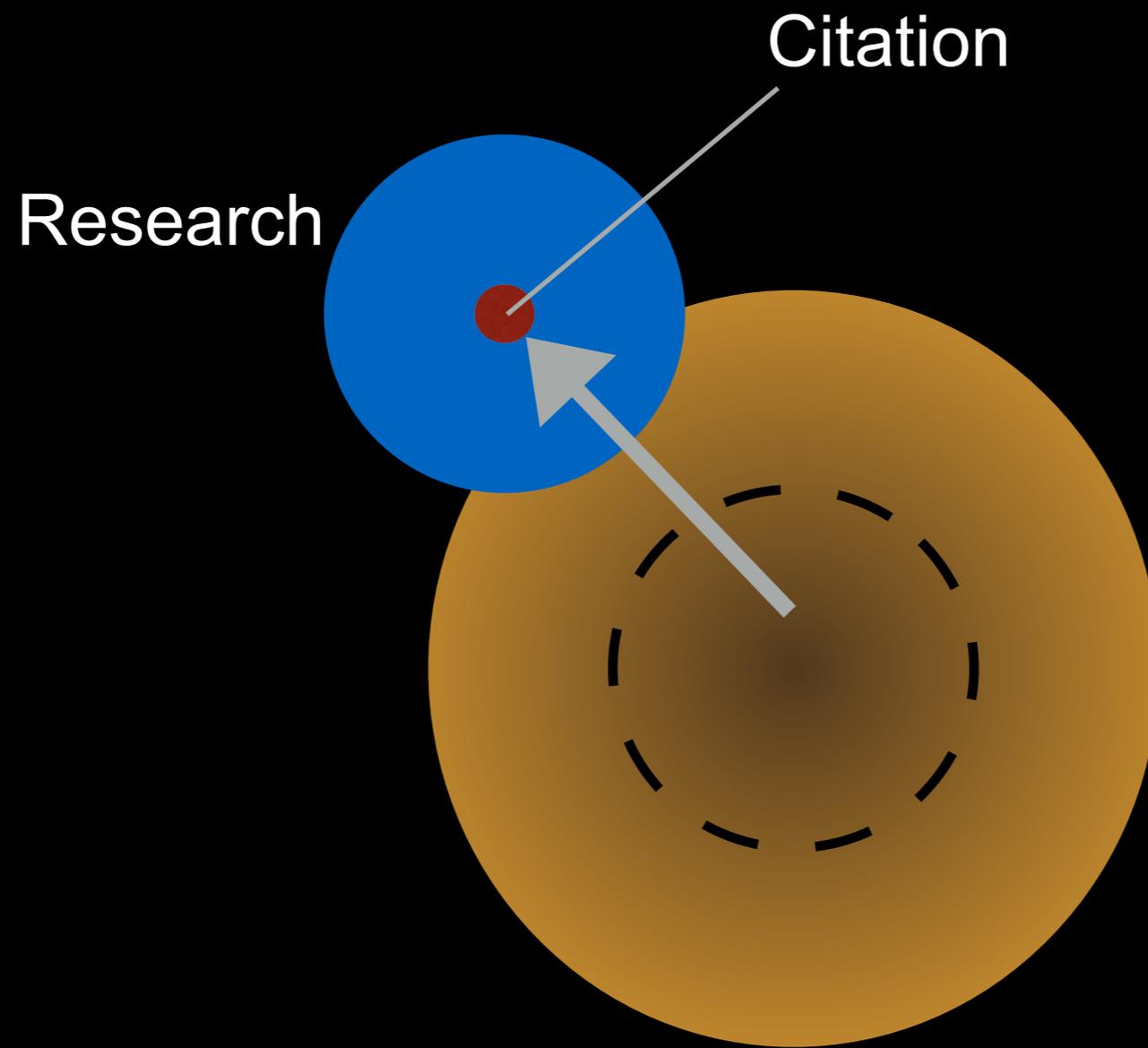






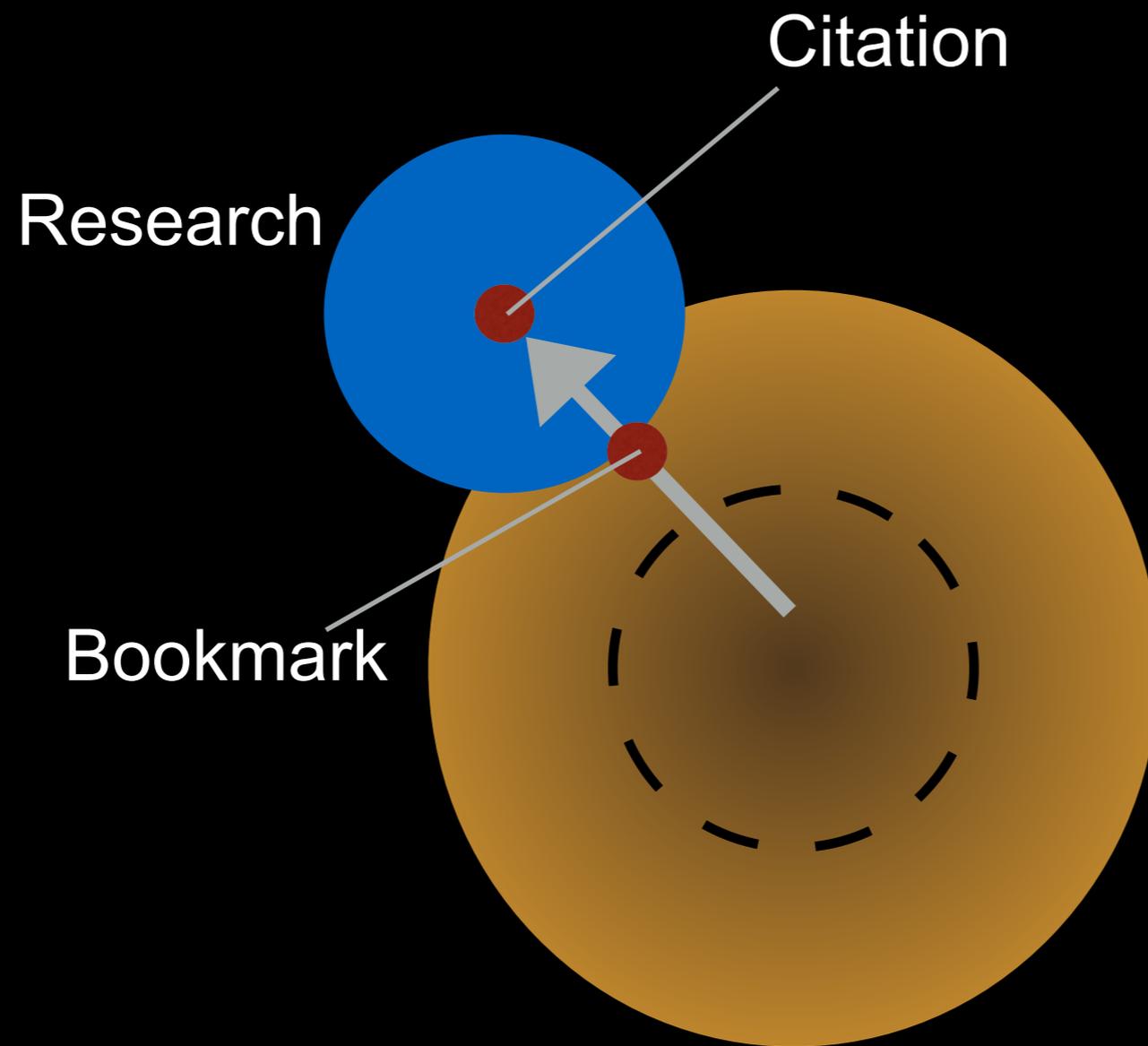
Research

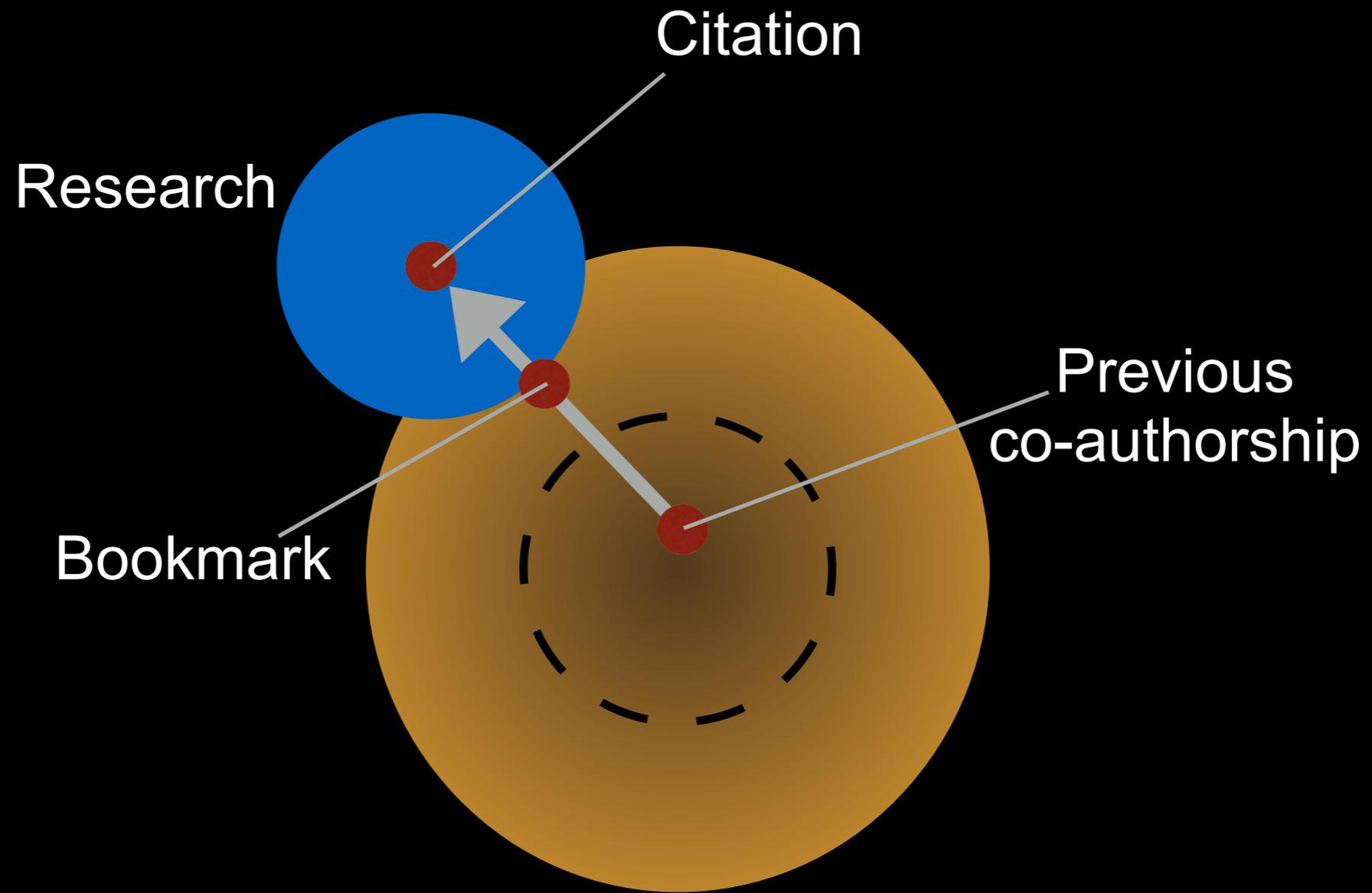


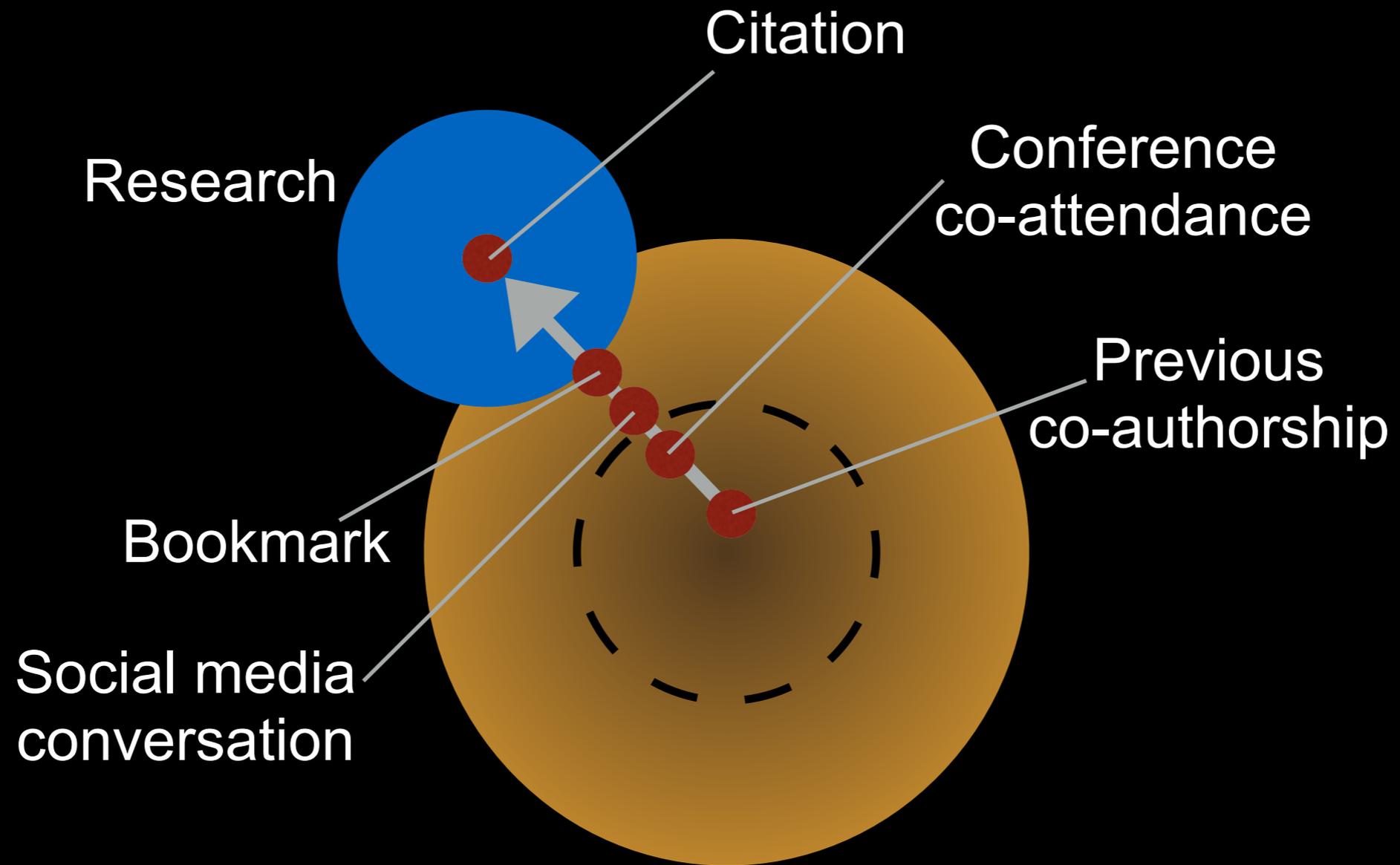


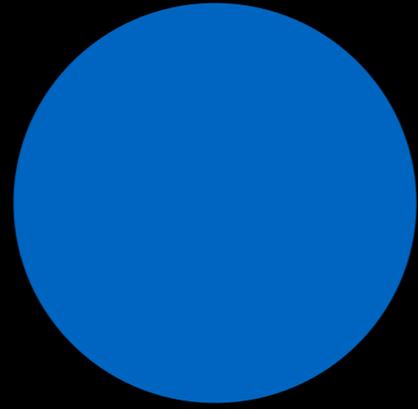
Research

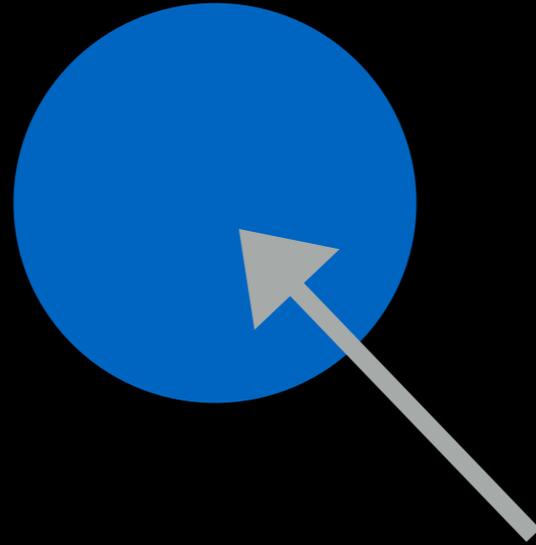
Citation

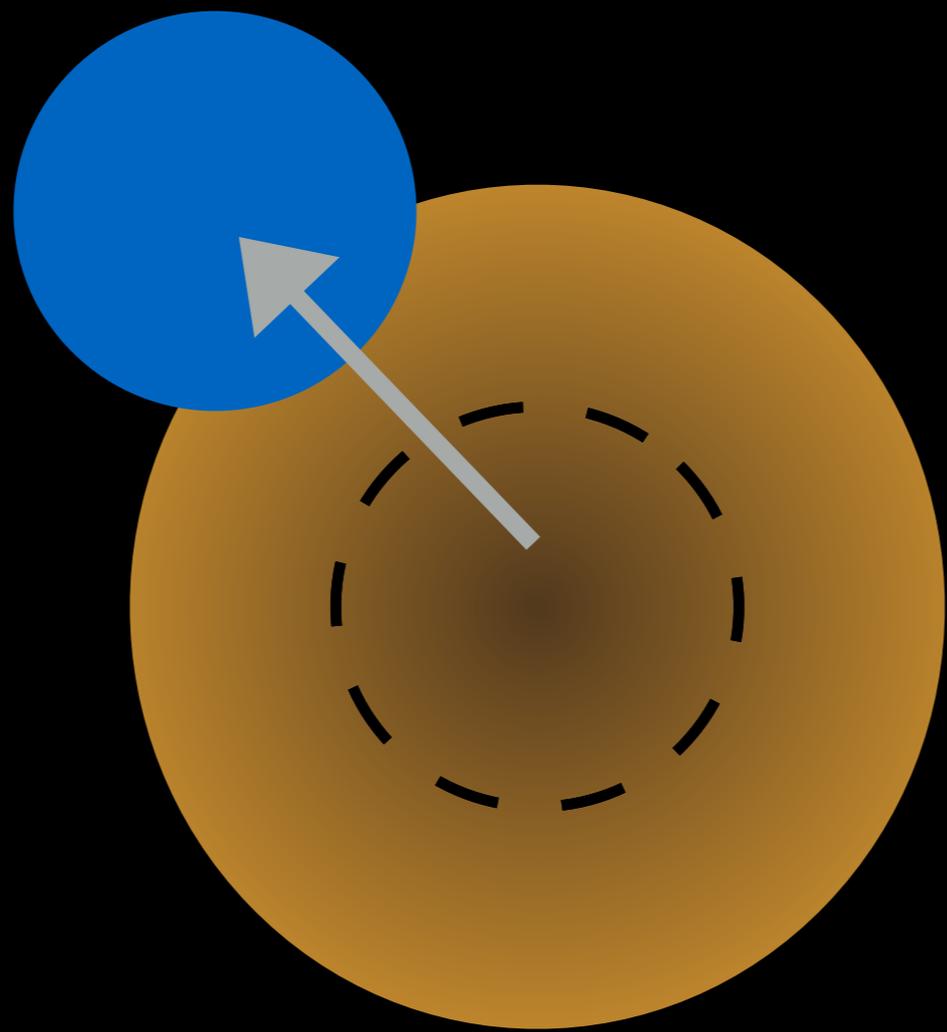


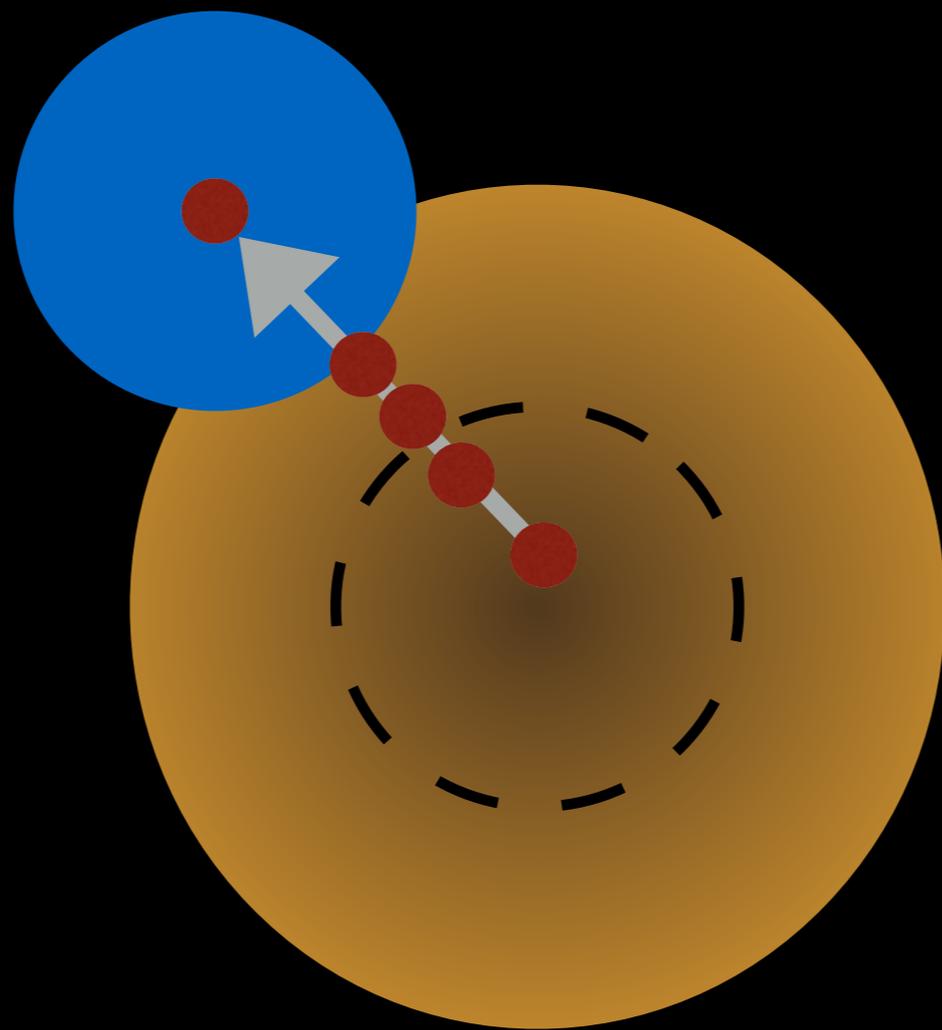


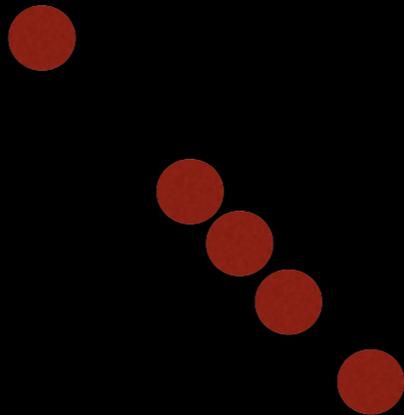




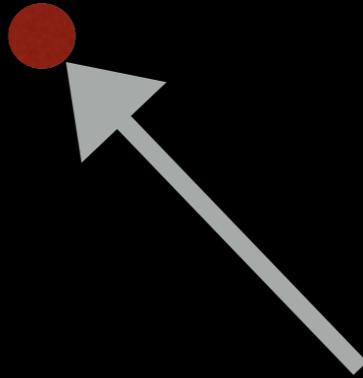


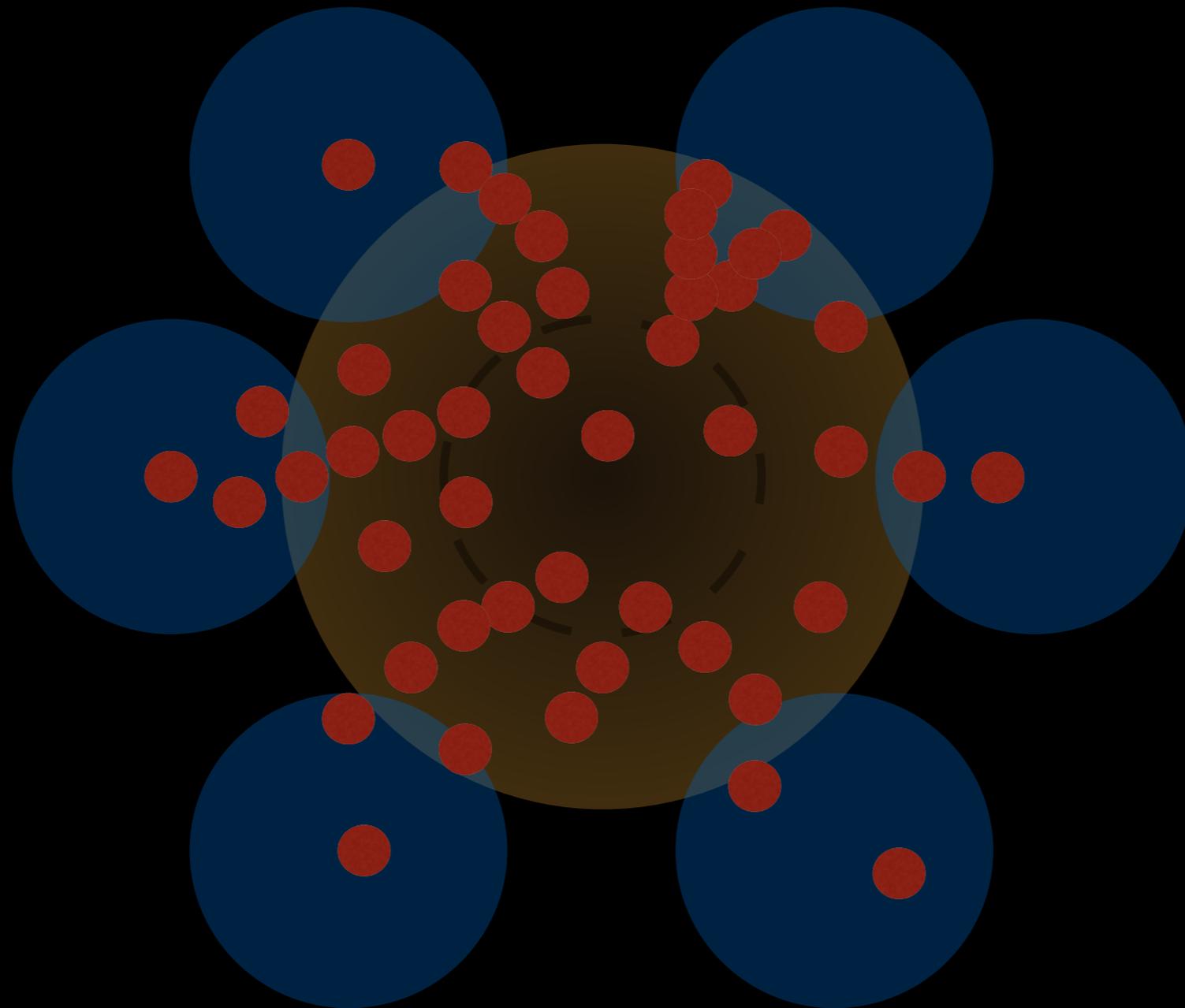


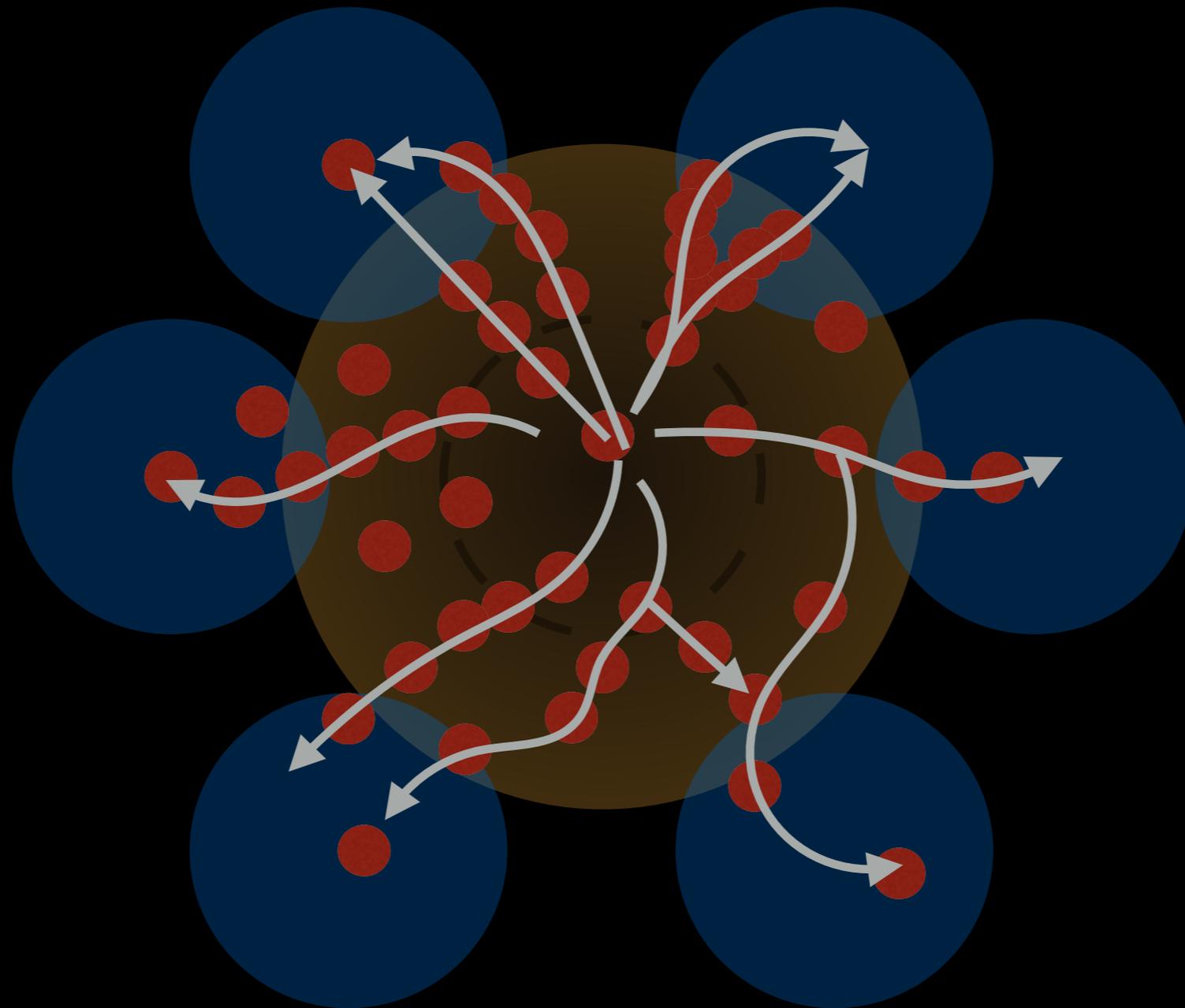


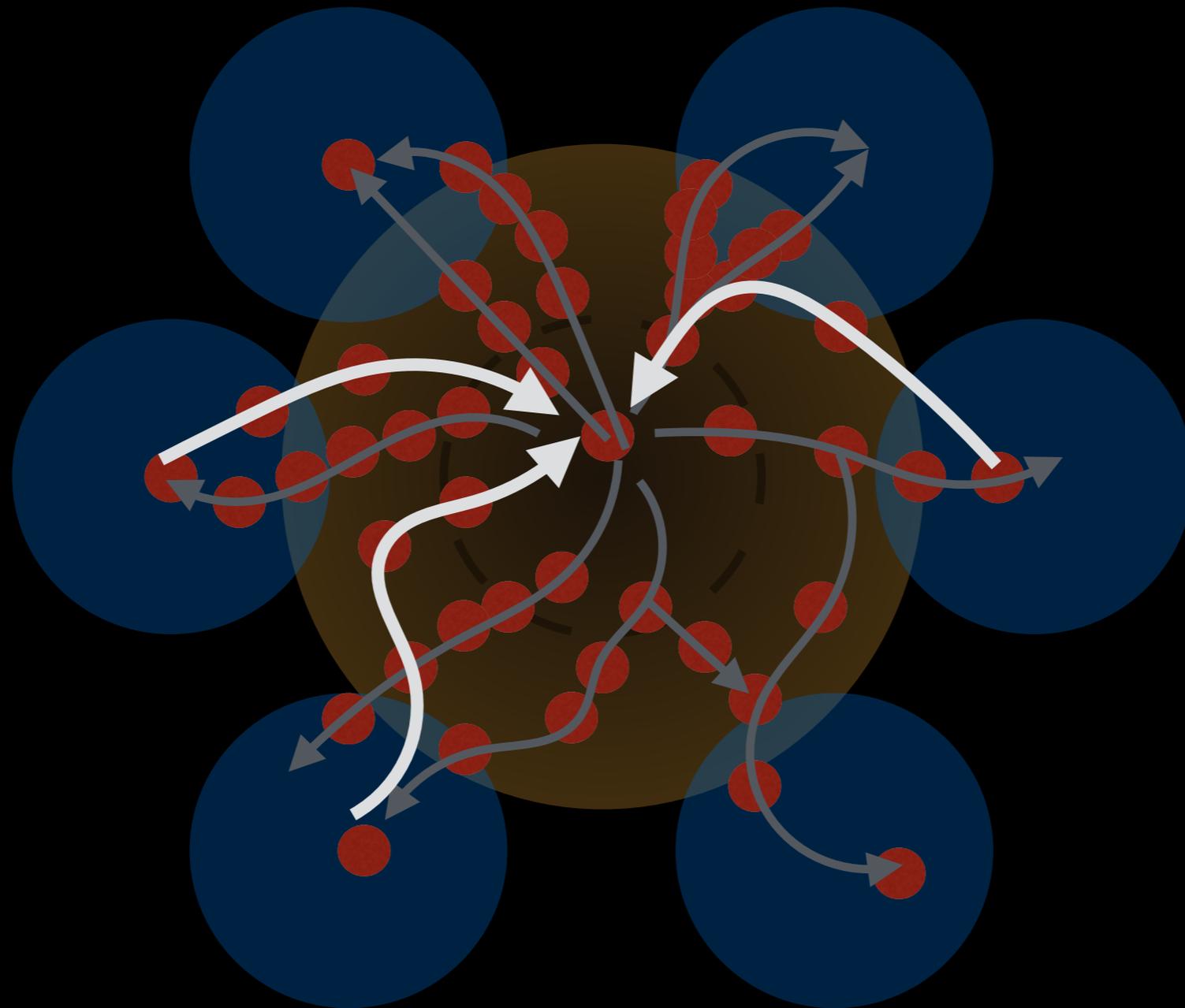














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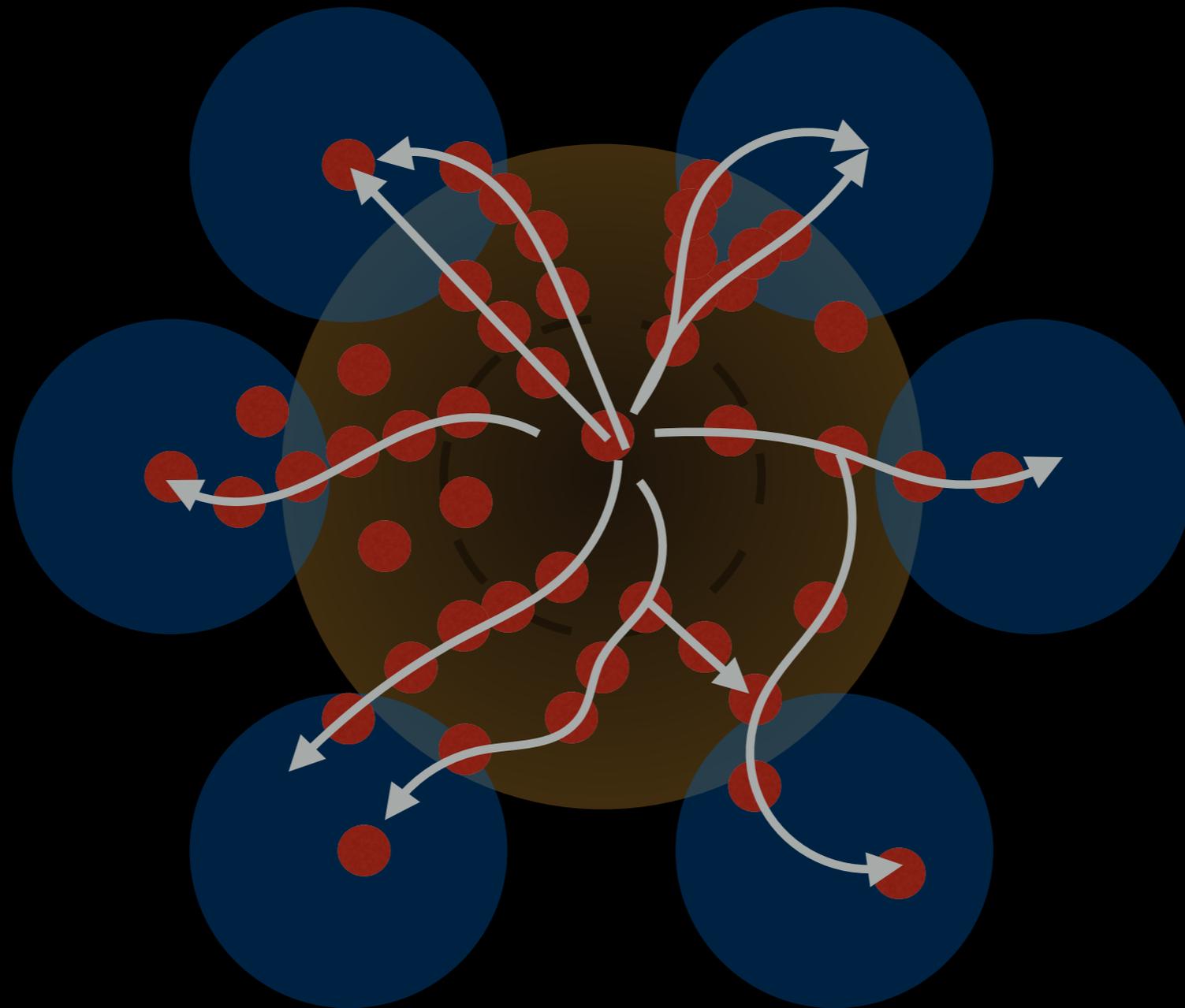
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***“Stories that persuade with data”***  
**Anita de Waard**

*evidence*

***“Stories that persuade with ~~data~~”***

**Anita de Waard**

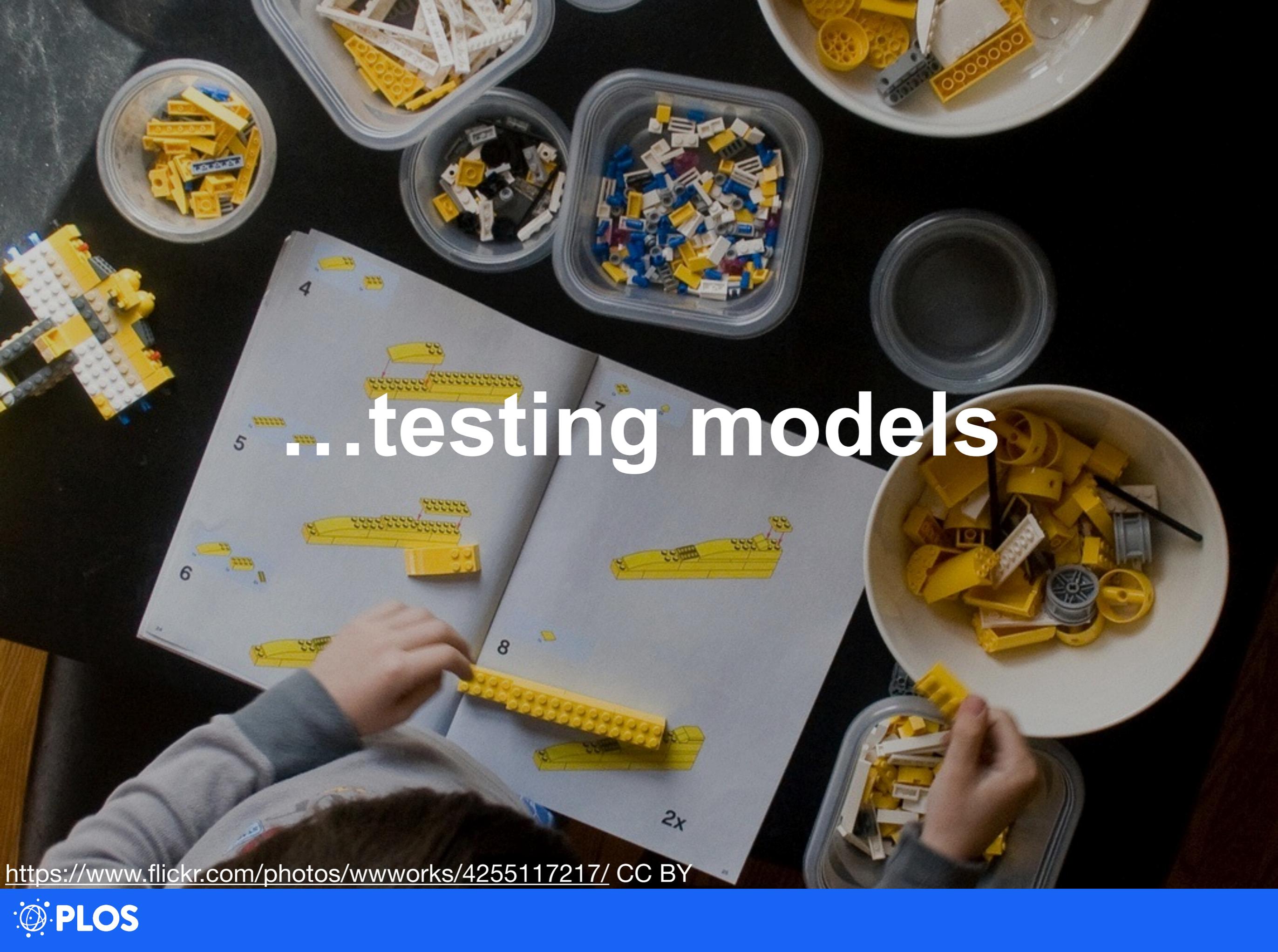
# Scaling through abstraction

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# Building models...

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...testing models

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@cameronneylon

cneylon@plos.org

<http://cameronneylon.net>