



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

SEPTEMBER / OCTOBER 2017

VOLUME 22, NO. 2

### Don't Miss This!

*The Charleston Advisor's* October 2017 issue (v.19, no.2) is now available in print and online at [www.charlestonco.com](http://www.charlestonco.com). Included in the current issue are the following reviews:

- Access Engineering
- Accessible Archives: The Civil War Collection
- Bridgeman Images
- Clinical eCompanion
- Digital Public Library of America
- Google Scholar
- Mental Measurements Yearbook
- Pop Culture Universe
- ProQuest Ebook Central
- ProQuest Environmental Science Collection
- PubMed Central
- Redlink
- Voxgov

Reviews from this issue are also now available in the just-launched *ccAdvisor*, a new database service created in collaboration by *Choice* and *The Charleston Advisor* which offers access to over 300 reviews selected from *The Charleston Advisor* archive and newly updated by in-the-field experts.

Based on the same platform as *Choice Reviews*, the service is faceted, allowing users to filter by subject, type of resource, target audience, or access type (open, subscription, one-time purchase, hybrid), to compile and export lists, save searches, and set alerts. Better yet, the database allows users to construct side-by-side comparison tables of their own.

For more information about *ccAdvisor*, be sure to logon to <http://www.choice360.org/products/ccadvisor> or check it out at the Vendor Showcase on November 7th at the Charleston Conference.

## TCR Reports from the Field: Insights from the ALPSP and STM Conferences

*... Reported by Anthony Watkinson, CIBER Research,  
<[anthony.watkinson@btinternet.com](mailto:anthony.watkinson@btinternet.com)>*

The two big international conferences of academic and professional publishing representative bodies happen in successive months. The Association of Learned and Professional Society Publishers (ALPSP) attracted 350 members and others to the Netherlands from September 13-15, 2017 while the International Association of Scientific Technical and Medical Publishers (STM) had their biggest ever turnout (about 400) for their annual one day event on October 10th immediately before the Frankfurt Book Fair. It was the tenth such meeting of ALPSP. The STM does not number its annual conferences but the organization is 50 next year. Both are networking occasions (especially STM) but there are programs which tell us something about the pre-occupations of these bodies representing (broadly speaking) the bigger and the smaller publishing companies and organizations.

**First ALPSP** — The complete program and presentations are already available at <https://www.alpsp.org/Conference>. This was a proper conference of several days. Here are some highlights:

- Publishers are becoming more and more aware of their responsibility to counter “false facts” by encouraging and enabling **replicability and reproducibility** (countering “sloppy science”). Among the presentations was one from Koi Kozumi a former Obama aide and on the inside from Professor Marcus Munafo (University of Bristol UK). His basic point was that we are not usually dealing with fraud but bad practice and at the same time science is not really self-correcting. He instanced citation distortion.
- There was a session entitled *Navigating a sea of change* masterminded by the consultant Michael Clarke which was one of several facing up to the **hazards that beset learned society executives**. It is easy to forget that it is the smaller publishers, particularly the non-profits, who are most affected financially by the transformation of scholarly communication. Reference was made to Clarke's own 2015 posting which still reads well — <https://scholarlykitchen.sspnet.org/2015/06/25/the-changing-nature-of-scale-in-stm-and-scholarly-publishing/>.
- Another consultant Simon Inger organized an interactive “panel” on *Rethinking Publication: The drivers, technologies and financing behind bold evolutions*. Each panelist was asked to speak briefly on a pre-set question and then the topic was thrown open to the others on the platform and then the general audience. The PLOS Publisher Louise Page gave a definite no to *Did we find the article economy?* We still think in terms of journals. In addition post publication peer review has not flourished and the move to OA has slowed down. John Inglis of CSH and BioRxiv deftly deconstructed *Is the move into preprint servers defensive?* He does not know if policy formers will understand peer review and it is important that they do. Liz Allen now at F1000 Research handled — *How do we help researchers share more?* There are a lot of players involved. The infrastructure is not really here yet if you want to track outputs other than publications. In answer to *Should funders become publishers?* Hannah Hope said Wellcome already was and (as we learnt later) both the Gates and the Moore Foundations are following.

*continued on page 2*

## TCR Reports – ALPSP and STM — from page 1

- **Artificial Intelligence (AI) is the flavor of the month** among publishers (taking over from semantics) and there were various related sessions on robotics (friendly or red-eyed and worrying) or machine intelligence. The best presentation because it was concrete was from David Smith of the Institution of Engineering and Technology (IET). The title was *Retooling an A&I database for the 21st century*. The database was INSPEC.
- At the conference dinner Sarah Miller McCune, the founder of SAGE was presented with the award for contribution to Scholarly Publishing. She accepted by video. The award for innovation in publishing was shared between Publons (now part of Clarivate Analytics) and more surprising Source Data (a “novel platform for researchers and publishers to make their papers discoverable based on their data content”) an EMBO initiative with support from Wiley and HighWire.

**Second STM** — The site gives the program only for what was just a day at <http://www.stm-assoc.org/events/stm-frankfurt-conference-2017/>. Many of the presentations were inward looking. Following are brief notes on some; follow up is possible but the Keynote was a different animal.

- The Keynote was on *Scholarly Publishing in a Time of Disruption and Turmoil: The Prospects for Radical Collaboration* by Jim Neal (University Librarian Emeritus Columbia and President of the ALA). He got an hour. He explained to the publishers that libraries have changed. New skills are needed to supplement old practices and a large percentage of the staff of academic libraries does not have an MLIS. He referenced the work of Marina Gorbis as his pointer to the future — <https://er.educause.edu/~lmedia/files/articles/2016/5/erm1631.pdf>. His main message was however concerned with reaching out. Scholarly integrity is in danger. He majored on archiving and preservation. Recent analysis of PORTICO holdings demonstrates that

*The Charleston Report, Business Insights into the Library Market* is published six times a year by The Charleston Co., 6180 East Warren Avenue, Denver, CO 80222. Subscription price per year is \$155 (U.S.) and \$170 (outside the U.S.). FAX: 303-282-9743.

*The Charleston Report* is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders' future plans, library budget projections, library strategic plans, technology directions, and publications needs.

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only 17% of potential journal articles are actually in their system. Links no longer work. The situation with eBooks is worse and now that the range of scholarly outputs is increasing we have also to think of social media — hardly touched. Governments are asking both libraries and publishers to justify their existence. Is extinction possible? There are two times of extinction — Terminal which is self-explanatory and Phyletic which is where the organism (or organization) transforms and lives on.

- All publishers are concerned with **Open Access**. Delta Think has an analytical tool to help them. Funders are pushing OA but increases in OA articles as a percentage of all articles are slowing down.
- One of the achievements of STM is the **Research4Life program**: it is a public-private partnership involving Cornell and Yale as well as UN organizations. It needs to be put on a firmer financial footing and a report (previewed here) sets this out.
- A presentation entitled *Bringing trust and efficiency to peer review: an update from Publons and Clarivate Analytics* given by Andrew Preston, Managing Director, Publons, Clarivate could not avoid being a sales pitch but Publons, a **standalone peer review system**, is getting traction in alliance with major publishers and the acquisition by Clarivate (the former Thomson Science) is significant.
- Sari Frances of IEEE spoke in some detail about ways of **protecting against piracy**. It looks as if the weak link is compromised customers (libraries).
- Wouter Haak of Elsevier spoke on **developments in sharing**. He explained how publishers can work with scholarly communication networks (SCN): he instanced <http://www.stm-assoc.org/stm-consultations/scn-consultation-2015/> as a starting point.
- Susan Murray of African Journals Online explained how AJOL and INASP can **support the visibility and credibility of Southern research** by local peer-reviewed journals.
- Jamie Axelrod from Northern Illinois University gave a detailed and persuasive explanation of the **problems of the disabled** and what publishers should do. Google for his presentation and you get an impressive collage.

## By the Numbers

**eBook revenues for trade book publishers were up 2.4%** in May 2017, attributed to increased eBook sales for Adult Books, which were up 3.4% over May 2016. This is the first monthly increase over prior year sales since March 2015, according to the StatShot Monthly report from the Association of American Publishers (AAP). Revenues for book publishers were up by \$50.7 million (4.6%) in May 2017 over May 2016. The categories with the greatest growth in May were Children's & Young Adult Books (11.8%) and University Presses (7.3%). StatShot tracks publisher revenue on a monthly basis for about 1,200 publishers of trade (fiction/non-fiction/religious), PreK-12 instructional materials, higher education course materials, university presses and professional books. Read more at <http://newsroom.publishers.org/ebook-revenue-up-in-may-2017-first-monthly-increase-in-more-than-two-years/>.

## The Charleston Advisor Announces Its 15th Annual Readers' Choice Awards

... with thanks to George Machovec, Managing Editor, <George@coalliance.org>

*The Charleston Advisor* is now in its 19th year and for the 16th consecutive year the journal is sponsoring a series of awards for the best and sometimes most problematic digital products of interest to libraries. The awards are not necessarily limited to services reviewed by *TCA*, but *TCA* reviews (if available) were consulted in the final consideration. These awards are published on an annual basis. Members of the editorial board made the final selections in a September 2017 conference call. Awards are given in a group of standard categories with occasional special one-time categories added as needed.

### Best New Product/Service

**Redlink** — The Redlink Library Dashboard collects and standardizes COUNTER and non-COUNTER use statistics from publishers and vendors and displays the information in a single interface with robust charts, cost metrics and discipline-level analytics. The analytics and presentation far exceed what is available in standard Electronic Resource Management Systems (ERMS) and sets a new bar for functionality. Consortial use data may also be analyzed if libraries approve access. Publishers and vendors may also license a version for analyzing their use data. <https://redlink.com/>

### Most Improved Product

**JSTOR ebooks** — The JSTOR ebooks service has been improving with a greater breadth of content as well as a move away from heavy DRM to DRM light/DRM free access. JSTOR now hosts over 50,000 titles from a growing number of publishers for both backfile and front-list content. Almost 1,000 open access ebooks are also being hosted. The desire to have better front-list coverage from university presses is still needed but the problem resides with the publishers and not the platform. <https://about.jstor.org/whats-in-jstor/books/>

### Best New End User Product

**Social Explorer** — As a data visualization and mapping service, users may create custom maps, graphical displays and reports. Data comes from a variety of sources including the U.S. Census, federal agencies (e.g. FBI), and selected international sources. The product is powerful, intuitive and easy to use. The site says it includes “220 years of demographic data, 25,000 maps, hundreds of profile reports, 40 billion data elements and 335,000 variables.” This is one of the best products a library can license for their end users. <https://www.socialexplorer.com/>

### Best Interface

**Voxgov** — East View Information Services has created one of the best portals for locating and analyzing from the U.S. Federal Government from over 8,300 sources. The user interface is outstanding with excellent functionality, personalization features, dynamic visualizations and powerful advanced search options. The ability to create custom reports (with “my voxgov”) is especially useful to generate custom reports. <https://www.voxgov.com/>

### Best Content

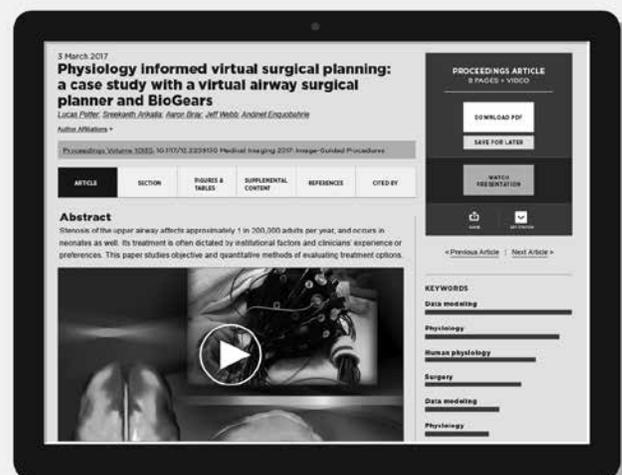
**Oxford Research Encyclopedias** — The Oxford Research Encyclopedias (OREs) provide an outstanding suite of encyclopedic information with long form articles which are peer reviewed, regularly updated, and written by scholars in the field. The OREs “combine the speed and flexibility of digital with the rigorous standards of academic publishing.” The packaging of this encyclopedic content from Oxford, one of the most respected academic publishers, provides access to about 10,000 articles and is a solid alternative to other content on the open Web. <http://oxfordre.com/>

### Best Pricing

**Evidence-Based Acquisition from Alexander Street** — Alexander Street, a ProQuest Company, has a unique evidence based acquisition (EBA) program for its Academic Video Online products. Although EBA programs have been offered in other areas, the program from AS is somewhat unique for streaming media. This means that a library can purchase videos that prove to be high-use while still providing access to other content as needed. <https://alexanderstreet.com/products/evidence-based-acquisition>

*continued on page 4*

## Introducing the new and improved SPIE Digital Library



spiedl.org

**TCA Readers' Choice Awards** — from page 3**Best New Mobile App**

**SimplyE** — Originally funded by an IMLS grant for the New York Public Library (NYPL), the SimplyE software is an open source ebook reader that has proved to be very popular in the public library sector. It operates on both iOS and Android platforms and allows a library to have a single app for aggregating ebook content in a single elegant reader. The app may aggregate both licensed and open access content. [http://lj.libraryjournal.com/2016/07/industry-news/nypl-launches-simplye-app-integrating-access-to-multiple-ebook-vendors/#\\_](http://lj.libraryjournal.com/2016/07/industry-news/nypl-launches-simplye-app-integrating-access-to-multiple-ebook-vendors/#_)

**Duo** — Identity theft and account hacking are one of the leading problems in today's world. Two factor authentication has become one of the best ways to thwart unwanted access to your account in virtually every sector including library products and services. After accessing a 2-step authentication process, the user is sent a code in real-time to their cell phone which may be entered for final access to a resource. <https://duo.com/>

**Best Effort**

**SAGE Business Cases** — This great new product from SAGE Publishing provides over 1,700 case studies for business students and faculty. This is an excellent alternative

to Harvard Case Studies which have been notoriously problematic for library licensing. SAGE plans to grow the service to about 2,500 case studies by sometime in 2018. Easy campus wide access is provided with hassle free licensing. <https://us.sagepub.com/en-us/nam/sage-business-cases>

**Best Customer Support**

**SAGE Publishing** — A shout out to the management team at SAGE, David Horowitz (VP for Sales and Marketing), Michelle Sordi, Sr. Vice President and Head of US College Sales, and Mauricio Elwyn, sales rep for western states, who met via Skype and smartphone to talk to a TCA reader and team about open education resources. Michelle was on the conference while negotiating rush hour in LA! This is not an easy topic for a for-profit yet socially directed company — EOA is after about free stuff that isn't free to the seller, but the SAGE team took the questions, responded forthrightly, and followed up. Great customer service! <https://us.sagepub.com/en-us/nam>

**Lemon/Vaporware Award**

**Nexis UNI** — LexisNexis has released their new Nexis UNI platform to replace LexisNexis Academic Universe. The release has proved to be quite problematic for libraries. IP filtering is not working so customers must use usernames/passwords for access. Although the searching has been inspired by Google, the discoverability is worse than the old interface according to many. <https://www.lexisnexis.com/en-us/products/nexis-uni.page>



# Accessible ARCHIVES.

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