



The CHARLESTON REPORT

Business Insights into the Library Market

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Mark Your Calendars!

... A special Charleston Hub update for TCR readers from Katina Strauch (Conference Founder and Convener) and Leah Hinds (Executive Director)

Save the Date: Charleston In Between – May 11, 2022

The Charleston Conference is planning a very special “In Between” virtual conference event to explore important late-breaking developments that can’t wait til November for discussion. Topics to be covered include:

- An update on the Clarivate/ProQuest acquisition from last year’s Charleston In Between,
- Exploration of consolidation and competition within the industry at large, and
- Efforts by ResearchGate and Elsevier to host the content of other publishers.

We have a stellar line-up of panelists in the works, with **Roger Schonfeld** (Director, Libraries & Scholarly Communication & Museums, Ithaka S+R) and **Ann Okerson** (Senior Advisor, CRL) as panel moderators. Watch for registration and more details coming your way soon! <https://www.charleston-hub.com/the-charleston-conference/welcome/charleston-in-between-virtual-event/>

2022 Charleston Conference

The 2022 Charleston Conference will take place October 31 – November 4. We are planning a hybrid event with in-person attendance in lovely historic Charleston, SC. The Gaillard Center, Francis Marion Hotel, and Marriott Courtyard are expecting us! We will also have a virtual component available for those who are unable to join us in Charleston. <https://www.charleston-hub.com/the-charleston-conference/>

Watch for our call for preconferences and papers which will be announced shortly. Conference registration will open in early June, along with hotel guest room blocks, so keep an eye out for updates! Sign up to receive the latest news and announcements by creating an account at <https://www.charleston-hub.com/membership-account/membership-checkout/> and clicking “Information about the Charleston Conference,” or follow the Charleston Hub on your favorite social media platform.

TCR Reports from the Field:

Academic Publishing in Europe (APE), January 11-13, 2022 Virtual Meeting: “The Future of the Permanent Record”

... Highlights Reported by Sam Burrell, Strategic Publishing Consultant, 67 Bricks, <sam.burrell@67bricks.com>

We were really hoping that we would be back in beautiful Berlin for APE this year, but it was not to be. I don’t have room for commentary on the whole conference, although Twitter has a good record of what was said under #APE2022, so instead here are a few snapshots from my favourite sessions.

Caroline Sutton’s (incoming CEO of STM) keynote addressed the question of why the notion of a **Version of Record (VoR)** is so important. She talked about how important it is for publishers to undertake the work that we do in playing our part in *identifying* and *verifying* the scientific record, because it is used as a reference point in real life applications across so many areas. The changing nature of research (open science, new methods, new technologies, new mindsets, new expectations) bring new challenges to what the VoR is. Going forward, she identified current questions around **how to maintain the indicators of quality control** across different media types, and how to keep related (and in some cases iterative and/or versioned) content connected. She finished with the observation that **trust can be – and is being – eroded.**

Todd Carpenter (Executive Director, NISO) focused on the importance of infrastructure and how no one organisation can build it on their own. He challenged us to ask what **the scholarly record will look like once it is being created entirely by born-digital citizens.** He predicts it is likely to be multiformat, multimedia, interoperable, adaptive, accessible, transformable, atomize-able [sic], have high quality metadata, be preservable, linkable and trackable. Making this possible relies on standards.

Martyn Rittman (Product Manager, Crossref) gave us a whistlestop tour of some of what Crossref is currently working on. They are prototyping a **“relationships API”** which handles queries for a particular DOI and returns the object’s relationships to other items; and they are working on an early stage project which would give a user a pop-up which shows everything Crossref knows about a particular article (not dissimilar to Crossmark).

Christian Behl (EiC Journal of Cellular Biochemistry), **Bernhard Sabel** (EiC Restorative Neurology and Neuroscience), **Tim Kersjes** (Research Integrity Manager, Springer Nature) and **Hylke Koers** (CIO STM Solutions) focused on paper mills.

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Christian kicked us off by reminding us of the importance of “getting it right” in terms of what is published: there are several streams to this, including scientific mistakes, misconduct, data manipulation and fraud. **Relying on journals (and their editors) to be able to uncover misconduct is not enough.** He then went on to talk specifically about paper mills, a theme that was immediately picked up by Bernhard. He defined them as being **profit-oriented illegal organizations, producing and selling fabricated or manipulated manuscripts, including data presentation and analysis, now with AI supported manuscript preparation.** There are many kinds of organisations which are on a sliding scale of dubious activity that can be described as paper mills. Bernhard’s call to action is that we should aim to develop tools to eradicate fake publications from the permanent record because the issue they cause is “pollution of the global permanent record,” alongside wasting time and money, creating risks for health, technology and the environment, as well as damaging public trust in science.

Tim Kersjes talked about the **Machine Learning / AI tools that Springer Nature is deploying** to help spot fake papers, but pointed out that as they develop them, the paper mills likewise up their game with more sophisticated outputs (learning how to circumvent plagiarism detection etc.), so it requires continuous investment. Hylke Koers rounded the session out with the point that no publisher can resolve this issue on their own.

We started the second day with a panel that aimed to unpack what value the Version of Record brings to the scholarly communication lifecycle, and what place it could or should play in innovation. **Lisa Janicke Hinchliffe** (University Library, University of Illinois) set the scene by walking us through **what a Version of Record is** (must be declared by the publisher as the VoR; and then made publicly known) and walking us through the **blurry edges** (is a green OA article in

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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.

For comments and contributions, contact Rebecca Lenzini, <rlenzini@charlestonco.com>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. TEL: 303-282-9706, FAX: 303-282-9743, (c) Copyright 2022, The Charleston Co. All rights reserved. ISSN 1091-1863.

Contributing Editors: Tom Gilson <GilsonT@cofc.edu>

Editorial Board: Rebecca Lenzini, Katina Strauch

Chief Financial Officer: Rebecca T. Lenzini

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a repository a VoR? What about an article that is published on a publisher’s platform but is not yet peer reviewed?). And most importantly, why should we care? (Easier to read and cite; provides an indicator that it is the most credible source.)

The following discussion (between **Lisa Niamh O’Connor** (Chief Publishing Officer at PLOS), **Ulrich Dirnagl** (amongst other things, Director of Quest Center for Transforming Biomedical Research in Berlin), **Christian Behl**, and **Bernd Pulverer** (Head of Scientific Publications at EMBO Press), was lively. There was **disagreement about the importance of the VoR at all:** Bernd thought that although the VoR is crucially important, it should synergize with other research objects and shouldn’t be the only valued academic output; Niamh made the point that in our valuing of the VoR, we are conflating several issues, many of them around trust – and solving them through the VoR is anachronistic. Niamh’s call to action was for our industry to find ways of creating and supporting signals of trustworthiness of information in a digital age.

Ulrich built on these themes, positing that the **VoR is publisher-centric** and makes no sense in the current environment. He pointed out that the VoR does not grant or guarantee quality. He was keen to challenge us to think about safeguarding quality in all stages of research and its dissemination. He further went on to argue that the fact that paper mills can be successful is proof that our current approach and tools to apply a quality kitemark to articles does not meet the demands of the publishing environment we exist in.

Niamh built on her themes in the final session of the day, too, and steered directly into **my concern around “gatekeeping”** (alongside curation: really important and useful, but vexed because the gatekeepers / curators bring biases) and wondered whether the value in a piece of research could be created in conjunction with its readers and what it means to *them* (much like a piece of art).

When the conference split into concurrent sessions, I chose to attend the session **on fostering inclusion, diversity and equity** in scholarly communications. We had three speakers: **Nicola Nugent** (Publishing Manager, Quality and Ethics, Royal Society of Chemistry), **Nancy Roberts** (Founder and CEO of Umbrella Analytics) and **Ylann Schemm** (Director of the Elsevier Foundation and Corporate Responsibility). I was heartened to learn I am relatively up to speed on the topics here: Nicola summarised the great work that the RSC have been doing in this area (I recommend reading their reports, available on their website); Nancy talked about the **challenges of undertaking sustained DEI work** within organizations (often enthusiasm and reliance on a few individuals, whose work in this area is unsupported by infrastructure, suffering from a lack of corporate articulation of goals, backed up with resources and data – or a plan to gather the appropriate data). Ylann’s talk focused on the **challenges faced by a global research ecosystem**, where inequities between North and South add another dimension to thinking about equity.

Final Note: Although the third day, on entrepreneurship and innovation in scholarly communications, was something I was really looking forwards to, I couldn’t take another day out to attend. I promised myself I would catch up – the APE session on new start-ups to watch is normally my favourite session. At the time of writing I have not yet managed to do so (but it is still on my list of things to do!).

More TCR Reports from the Field:

CCC Townhall, February 9, 2022, “What’s Ahead for Librarians and Researchers”

... Reported by Rebecca Lenzini, *The Charleston Report*, <rlenzini@charlestonco.com>

Hosted on LinkedIn Live, CCC’s latest Town Hall program featured four industry leaders sharing their latest research and observations on how the pandemic and other forces are creating opportunities for librarians amidst a rapidly changing environment. Highlights from each speaker are summarized below.

Kate Worlock, Vice President and Lead Analyst, Outsell, Inc., reported on findings from the company’s Annual Information Benchmark study.

- Budgets for content are up by 3.1% in 2022.
- Staffing budgets are down due in part to retirements and pandemic impacts.
- Traditional print and online database spending is flat.
- Individual article and document delivery spending is on the rise.
- Demand for services is increasing.
- Impact of retirements has left a “skills gap” in meeting these challenges.

Worlock reported that the survey showed a necessary focus on “day-to-day” efforts leaving less time for planning for the emerging digital future. She concluded that there will be increased need for outside assistance in meeting current challenges, an opportunity for those in the consulting arena.

Matthew Hayes, Managing Director of Lean Library, presented findings from the report “Librarian Futures,” an unprecedented survey of 4,000 librarians and patrons conducted between March and November 2021.

- 48% of patrons begin their searches on Google Scholar.
- 79% of faculty begin discovery efforts outside of any library resources.
- 90% of library patrons would welcome a “digital librarian” to their workflow.

Hayes presented a slide showing the burden of working within library systems – his personal research effort required 12 separate screens (clicks) and 3:49 minutes to navigate the various library and publisher paywalls before he could satisfy a relatively simple search. Read the full report at <https://www.leanlibrary.com/community/librarian-futures-report/>.

Lorcan Dempsey, Vice President for Research and Membership, and Chief Strategist at OCLC, offered three areas of focus for library futures.

- “Identity” which he noted should be driven by a “holistic view” of the library, tied both to its physical buildings and collections, while at the same time to personal expertise and services offered in immersive settings – as he put it, “putting libraries and librarians into the work flow.”
- “Equity” was a call for a value driven, empathetic focus on staff, patrons and members of the community.
- “Alignment” to the needs and pressures of each library’s institutional affiliation, being sure to support whatever is needed for success. Examples were library support for online learning and Open Educational Resources.

Willa Liburd Tavernier, Research Impact & Open Scholarship Librarian at Indiana University-Bloomington, explored how libraries can foster equity of access to scholarship through equitable scholarly communication, governance, and sustainability. She offered tangible goals and examples of a “Values Driven Future for Academic Libraries,” which stressed working within and among all communities and noted that the needs imposed by Covid-19 challenges have pointed directions forward in this area.

The complete hour-long discussion is available for viewing at https://www.linkedin.com/posts/copyrightclearancecenter_library-transformation-is-here-are-you-ready-activity-6892740512726491136-nsk3.

Don’t Miss This

The Charleston Advisor’s January 2022 issue (v.23, no.3) is now available in print and online at www.charlestonco.com. Included in the current issue are the following reviews:

- Art Magazine Collection Archive (EBSCO Information Services)
- BCC Research (BCC Research, Wellesley, MA)
- Collected Papers of Albert Einstein (Princeton University Press)
- Ethnic Diversity Source (EBSCO Information Services)
- GEOSCAN (Natural Resources Canada)
- Imperial Russian Newspapers (East View Global Press Archive)

- Linguistics Abstracts Online (EBSCO Information Services)
- Political Extremism and Radicalism: Far-Right Groups in America (Gale/Cengage Learning)
- ProQuest TDM Studio: A Text and Data Mining Solution (ProQuest)
- Psychology & Behavioral Sciences Collection (EBSCO Information Services)
- Research Methods Primary Sources (Adam Matthew Digital)

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