

# WHAT IS PUBLISHING?

GROUP 1



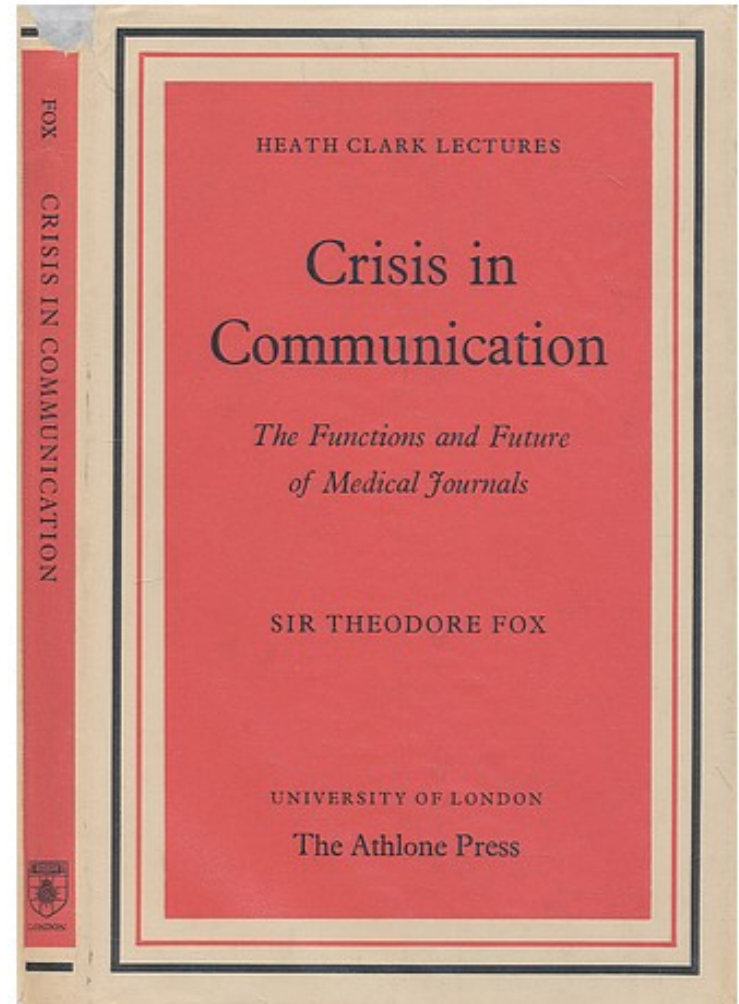
*How do we provide the greatest benefit of the scholarly enterprise to a global society in a sustainable way?*

# What can publishing become?

We've been talking about this for a long time....

“A day will come when journals will be superseded as a means of publishing new research.”

— Theodore “Robbie” Fox  
(1965), Editor of *The Lancet*  
1944-1964



# DEFINING THE PROBLEM

- Our notion of “publishing” was concrete, mechanistic, and monolithic -- a shared infrastructure with definitive boundaries.
- This paradigm is still in operation; it has been disrupted by the web, not transformed.
- Academic publishing models are largely the same as 30 (or even 350) years ago. Are we okay with this pace?



# WHAT IS PUBLISHING?

*... a process that creates/captures and makes discoverable artifacts of knowledge in order to facilitate the use and reuse of scholarship on a global scale. It enables research communities to build upon the work of others and provides a venue for evolving discourse.*



Tributary of  
Information

Tributary of  
Information

Tributary of  
Information

Body of Information

Dam(n)



# **OBSTACLES**

**Infrastructure Limitations**

**Authorship, Attribution,  
Credit**

**Standards & Rewards:  
Hiring, Promotion**

**Business Models**

**Publishing:**

**Pace of Information  
Processing and  
Peer Review**



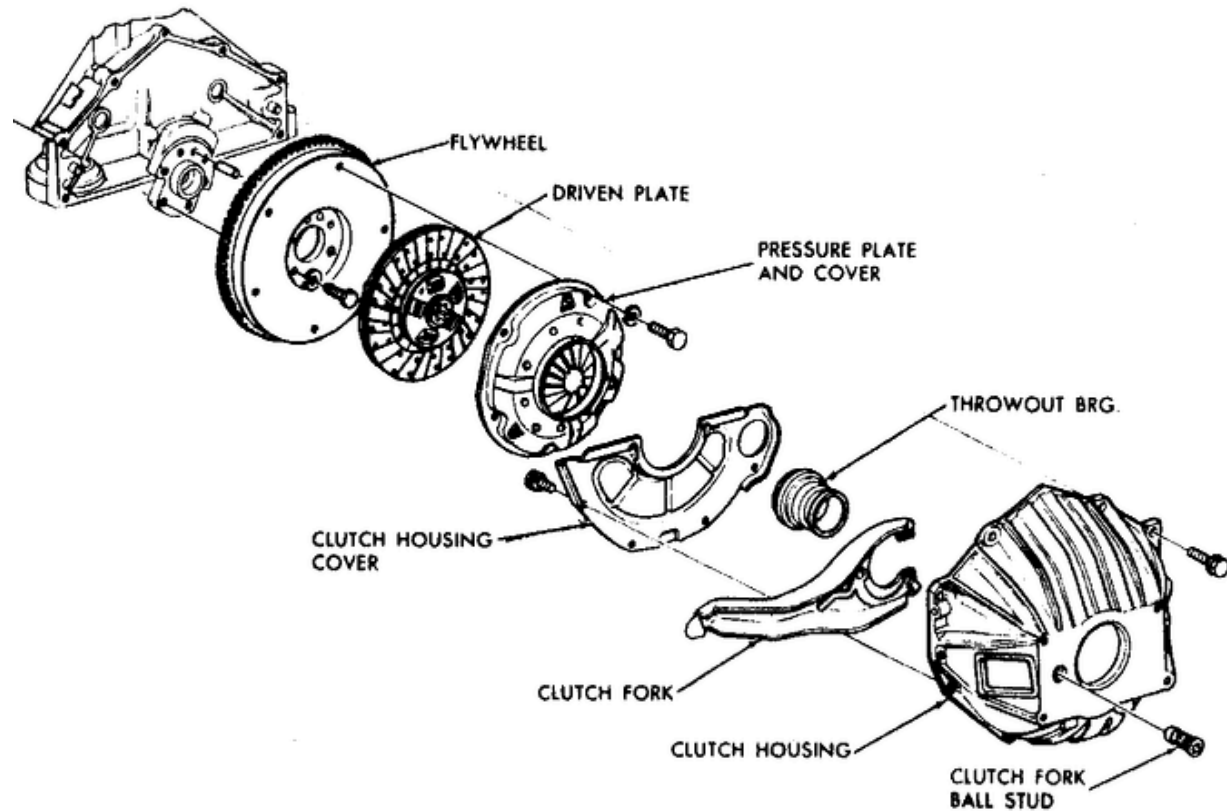
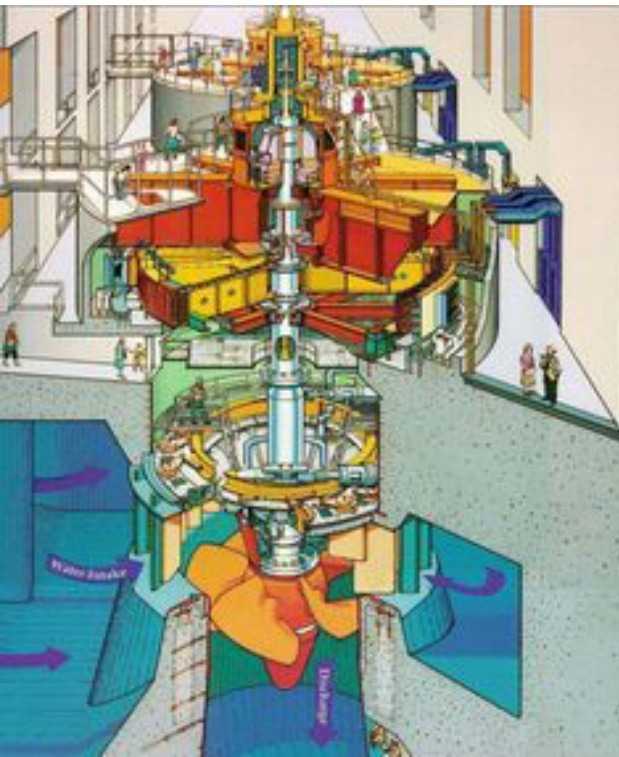
# WHAT IS THE MISSION?

- For everyone who needs access to scholarly information to have it;
- For authors to have choices that they don't currently have;
- To encourage disruption in business models by **unbundling** the research process and opening up new services around it;
- To encourage entry of new individuals and organizations into the knowledge ecosystem.

# Can we 'UNBUNDLE' publishing?

Single stable artifact (journal article or monograph) ---> **multiple research objects**

Monolithic (one-size-fits-all) black box ---> a menu of **unbundled service offerings**



# CALL TO ACTION - NEXT STEPS

Within our context of publishing as an interdependent ecosystem...

- Audit what exists for and evaluate each module of an unbundled publishing 'service'
- Form a working group on open source, standardized, federated, modular infrastructures
  - e.g. VIVO published works ontology, CrossRef, ORCID, Collaborative Knowledge Foundation, Ambra

*How do we provide the greatest benefit of the scholarly enterprise to a global society in a sustainable way?*

*What is publishing? -> What will publishing be?*

# OUR TEAM

- Amy Brand, Director, The MIT Press
- James Butcher, Publishing Director, Nature Journals
- Meg Buzzi, Director, Opus Program, UCLA
- Kathleen Fitzpatrick, Director of Scholarly Communication, Modern Language Association (MLA)
- Ann Gabriel, Vice President, Academic & Research Relations, Elsevier
- Rikk Mulligan, Program Officer for Scholarly Communication, Association of Research Libraries (ARL)
- Vivian Siegel, Director of Education and Training, Global Biological Standards Institute
- Matt Spitzer, Community Manager, Center for Open Science (COS)
- Jamie Vernon, Director of Science Communications and Publications at Sigma Xi and Editor-in-Chief, American Scientist

## Supporting notes:

<https://docs.google.com/document/d/1ChYsQ9RxcSTuYv1PqLFnDXX3z0PjnrnIOEUWkP-QXCs/edit?usp=sharing>