



From Researcher Workflows to Open Science – Trends Shaping How Researchers Work with Digital Content

Anders Karlsson,
VP Global Academic Relations

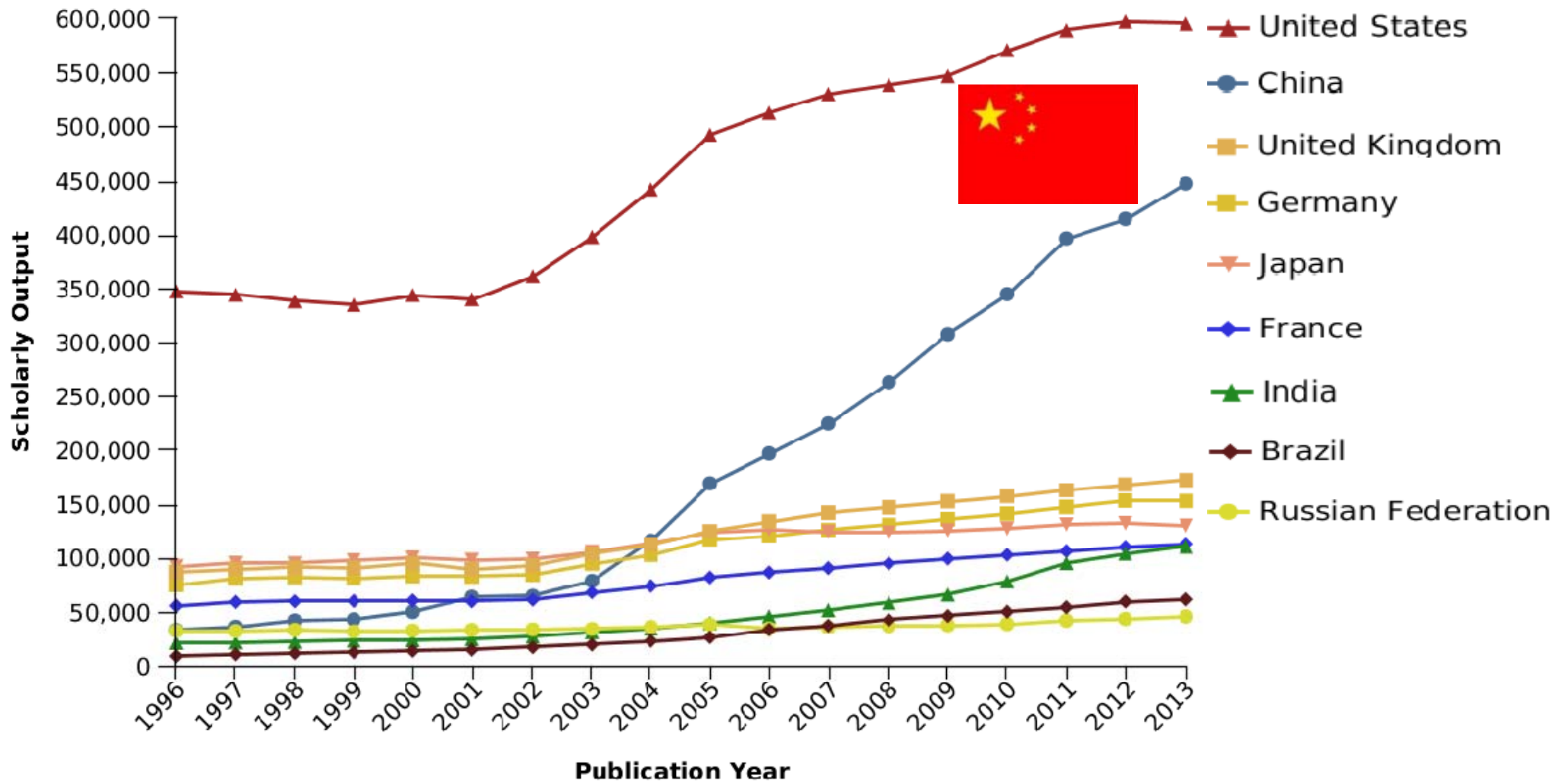
With support from
Xiaoling Kang, Academic Relations
Manager

Ludivine Allagnat,
April 2015



China's growth in publication *quantity*

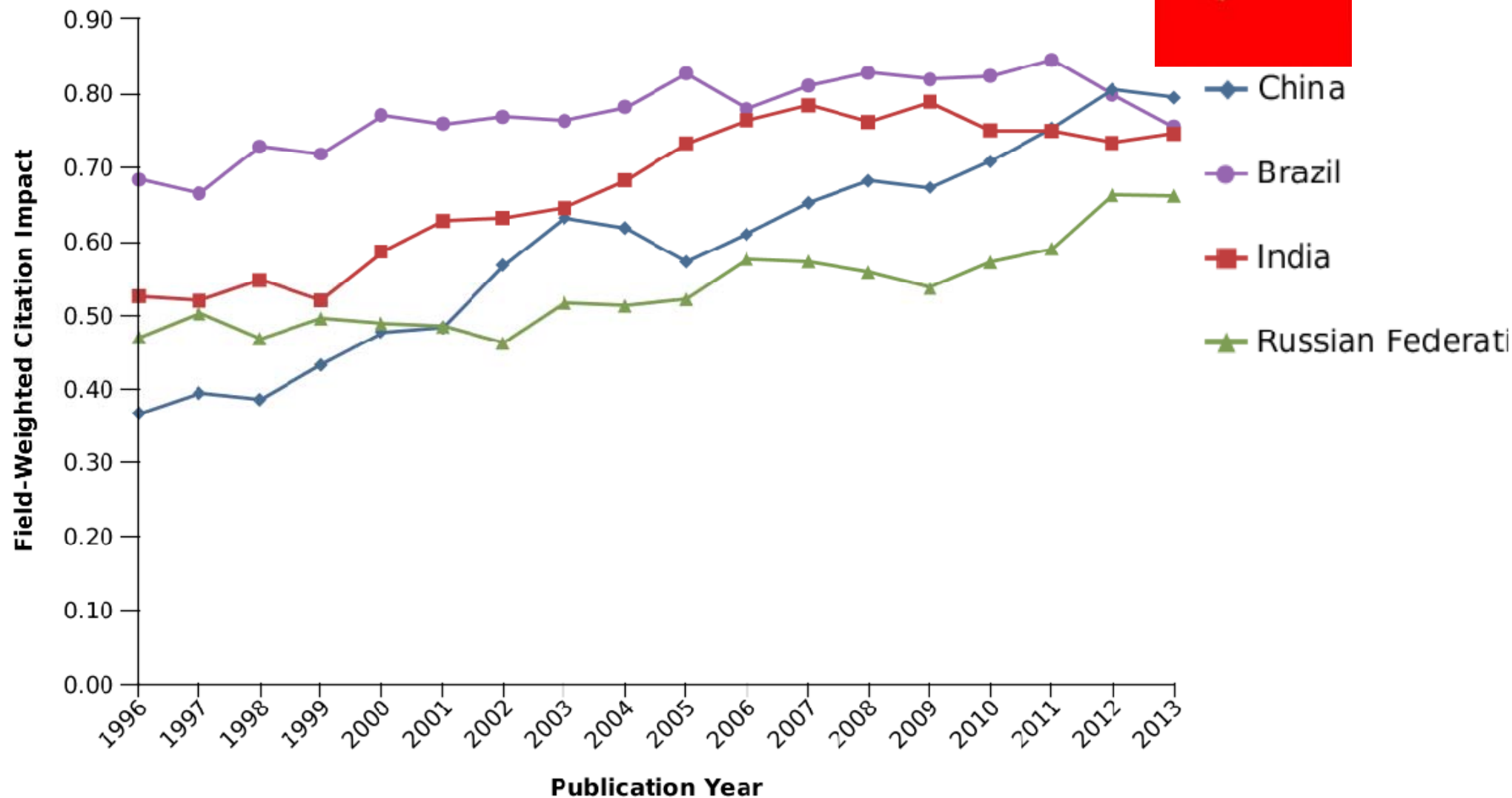
中国论文产出数量的增长



Source: SciVal

China's growth in publication *quality*

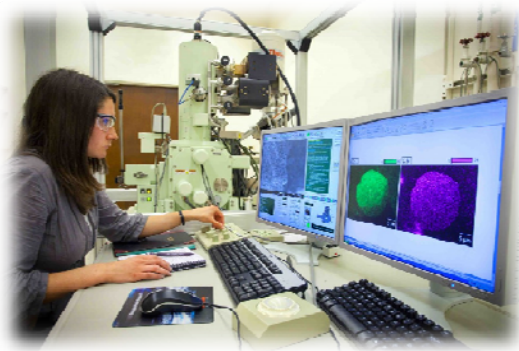
中国论文产出质量的提升



Source: SciVal

SciVal

The World of Research is Getting More Complex



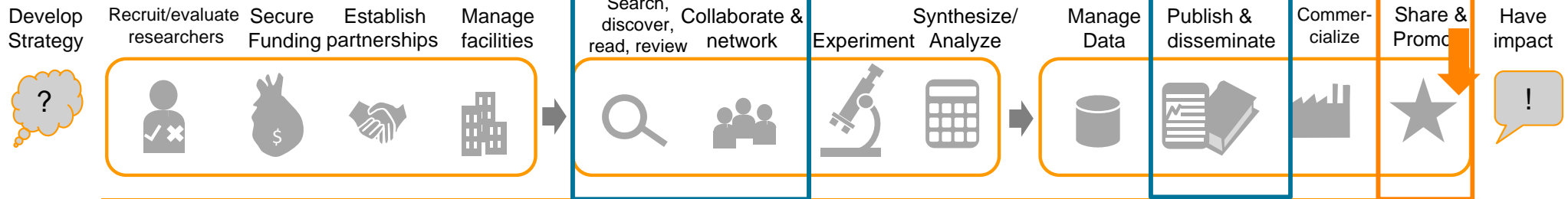
Deciding where and how to publish



“Enabling Research”

“Doing Research”

“Sharing Research”



“When I’m keeping up, doing my research, fact checking, discussing results and writing my paper”

“When my paper is published and getting noticed by peers”



Outline

A Brief Introduction to Elsevier

Supporting Research Impact

- *Researcher Dashboard*
- *Publishing Campus*

From Open Access to Open Science

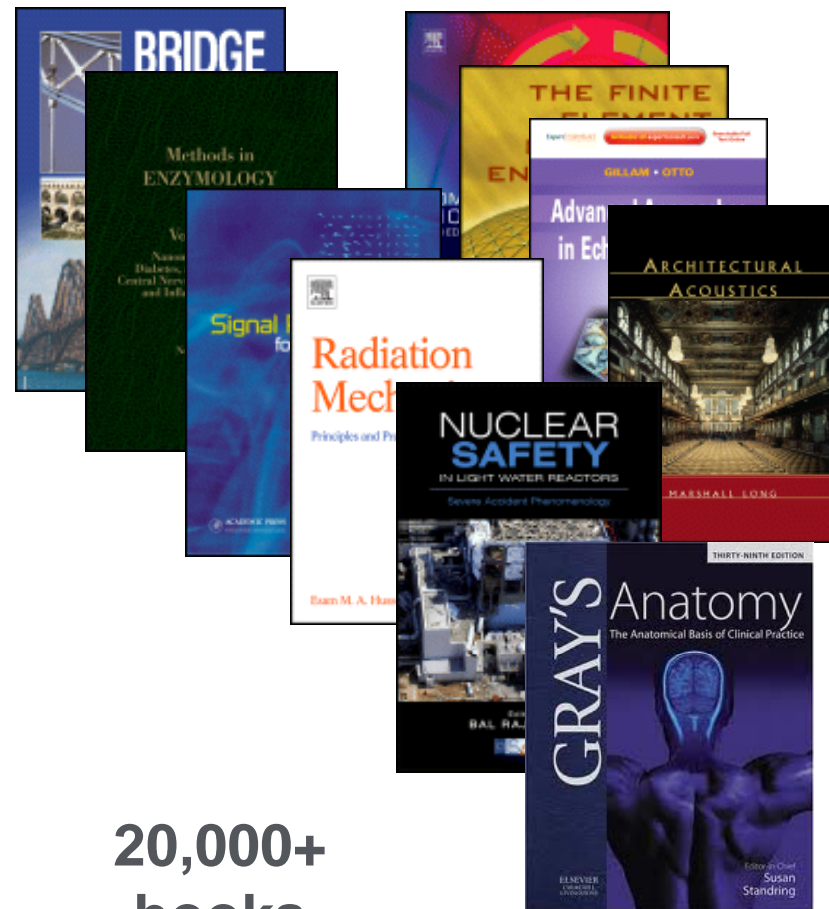
- *Updates on Sharing and Hosting Policies*
- *Sharing of Research Data*



Elsevier today



2,000+ journals



20,000+ books

embase
BIOMEDICAL ANSWERS

Scopus

MOSBY'S
Index

ScienceDirect

MD **CONSULT** **GEOFACETS**

pharmapendium
MAKE INFORMED DRUG DEVELOPMENT DECISIONS

CLINICAL KEY

World-class databases

Innovative online solutions

Elsevier is part of RELX Group

The logo for RELX Group features a stylized orange 'R' followed by the text 'RELX Group' in a dark grey, sans-serif font.The logo for Reed Exhibitions consists of a blue stylized 'e' with a yellow dot, followed by the text 'Reed Exhibitions' in a grey sans-serif font.

Reed Exhibitions

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Reed Business Information

The logo for LexisNexis features a red sphere with white lines, followed by the text 'LexisNexis' in a black sans-serif font.

LexisNexis

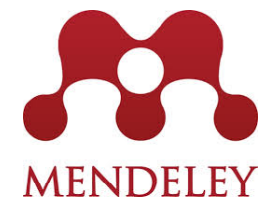
Legal & Professional

Risk Solutions



Intelligent Use of Content to Support Work-Flows

智慧地使用内容——更好地支持工作流程



内容和数据 + 技术与分析 = 更好的成果

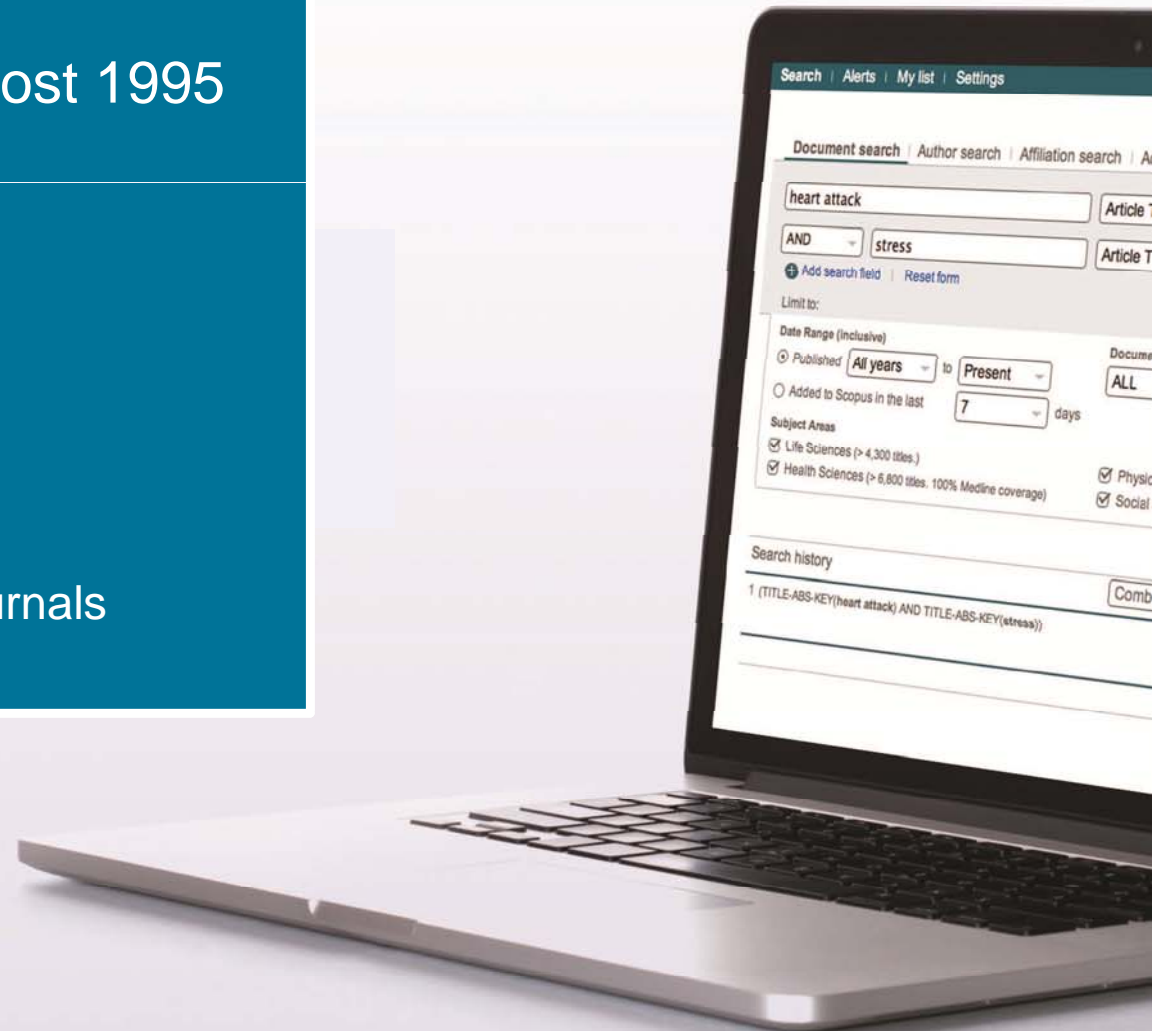
Scopus

World's largest Database of Scientific Information (Abstracts and Citations)

An eye on global research.

55.5M records from **22,283** serial titles and **50,316** books
21.3M pre 1996 records | 34.1M post 1995 records

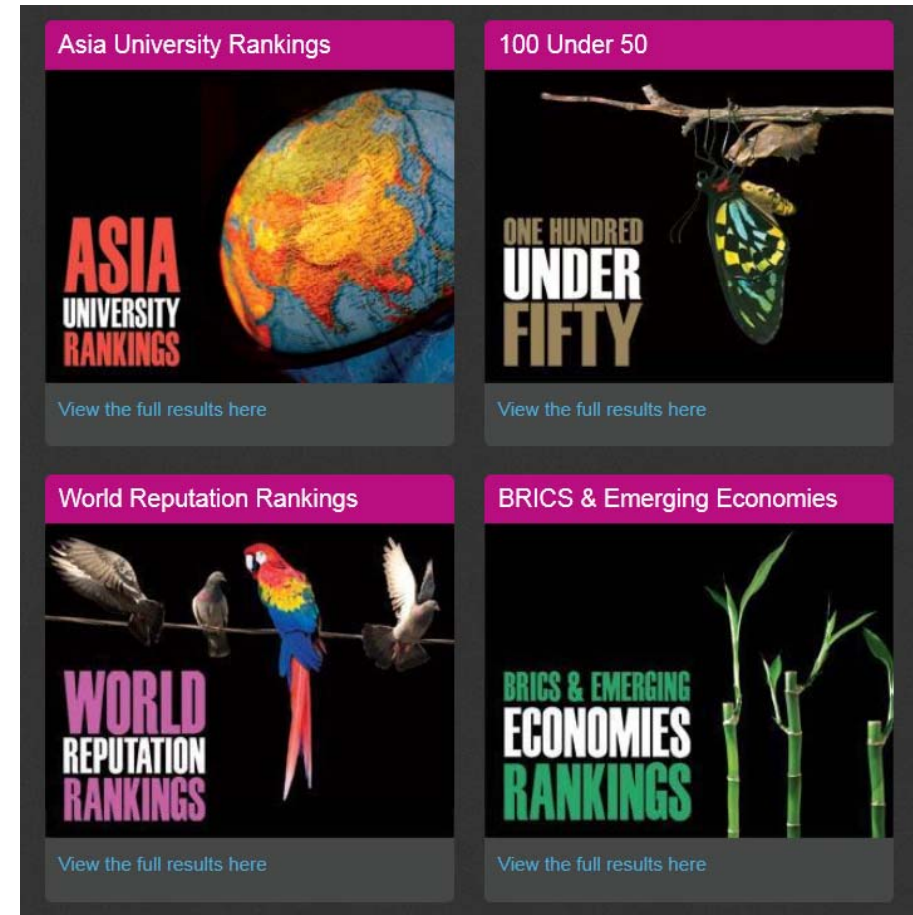
- Content from > 5,000 publishers
- “Articles in Press” from > 3,750 titles
- Titles from 105 different countries in all geographical regions
- 40 “local” languages covered
- More than 2,800 Gold Open Access journals indexed



Starting in 2015, Times Higher Education will use data and metrics from Elsevier's Scopus and SciVal for World University Ranking and all subsequent rankings

Times
Higher
Education
THE WORLD UNIVERSITY RANKINGS

81% of the top 100 universities*
subscribe to Scopus



Chinese University Rankings in Collaboration with Shanghai Ranking Consultancy March 27, 2015

of the Kingdom of the Netherlands

H.E. Mr. Mark Rutte

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2015 · Shanghai 201

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荷兰赴中国经济代表



Elsevier

ShanghaiRanking Consultancy

Elsevier has a unique vantage point on research 爱思唯尔对于科研的理解独特而有优势

国家科研分析与比较

- UK REF, UK BIS reports
- ERA (Australia)
- FCT (Portugal)
- VQR (Italy)



全球大学排名

- Times Higher World University Rankings
- QS rankings
- US News rankings (Arab Region)
- Shanghai Ranking



科技前沿报告

- UK Royal Society
- Science Europe
- European Commission, FENS, HBP, Kavli Foundation, RIKEN BSI
- World Bank
- EuroStemCell, Kyoto University





Researcher Impact

Research Dashboards and Social Media Imprint

The screenshot shows the 'MY RESEARCH DASHBOARD' on the Elsevier website. At the top right, the user 'M. Donahue' is logged in with a 'SIGN OUT' button. The main heading is 'Impact', which is broken down into four categories, each with an upward-pointing arrow icon:

- usage** (red arrow): includes downloads and views.
- peer-review** (green arrow): includes expert opinion.
- citations** (blue arrow): includes storage, links, bookmarks, and conversations.
- alt-metrics** (dark blue arrow): includes storage, links, bookmarks, and conversations.

At the bottom of the dashboard, there is a 'Most citations' label and a button that says 'SCROLL DOWN TO ARTICLES'.

News April 30, 2015

Elsevier Publishing Campus

Training. Advice. Discussion. Networking.

Elsevier Publishing Campus colleges offer opportunities to get involved in discussions, enhance research skills, build networks and more.

College of Skills Training



Boost your publishing skills in journals and books.

College of Big Ideas




Discuss trending topics in publishing and academia

College of Networking




Make the most of every opportunity

College of Research Solutions




Training for effective and efficient research skills

College of Career Planning



Get ahead in your academic career

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Reach your potential with support from global resources

publishingcampus.com

Elsevier Publishing Campus

Training. Advice. Discussion. Networking.

Packed with free online lectures and interactive courses, together with expert advice and resources to help your students on their way to publishing a world-class book or journal article.

Free courses include:

- Introduction to scholarly publishing
- How to get published in a journal
- Book publishing
- Peer review
- Publishing ethics
- Grant writing
- Getting your paper noticed

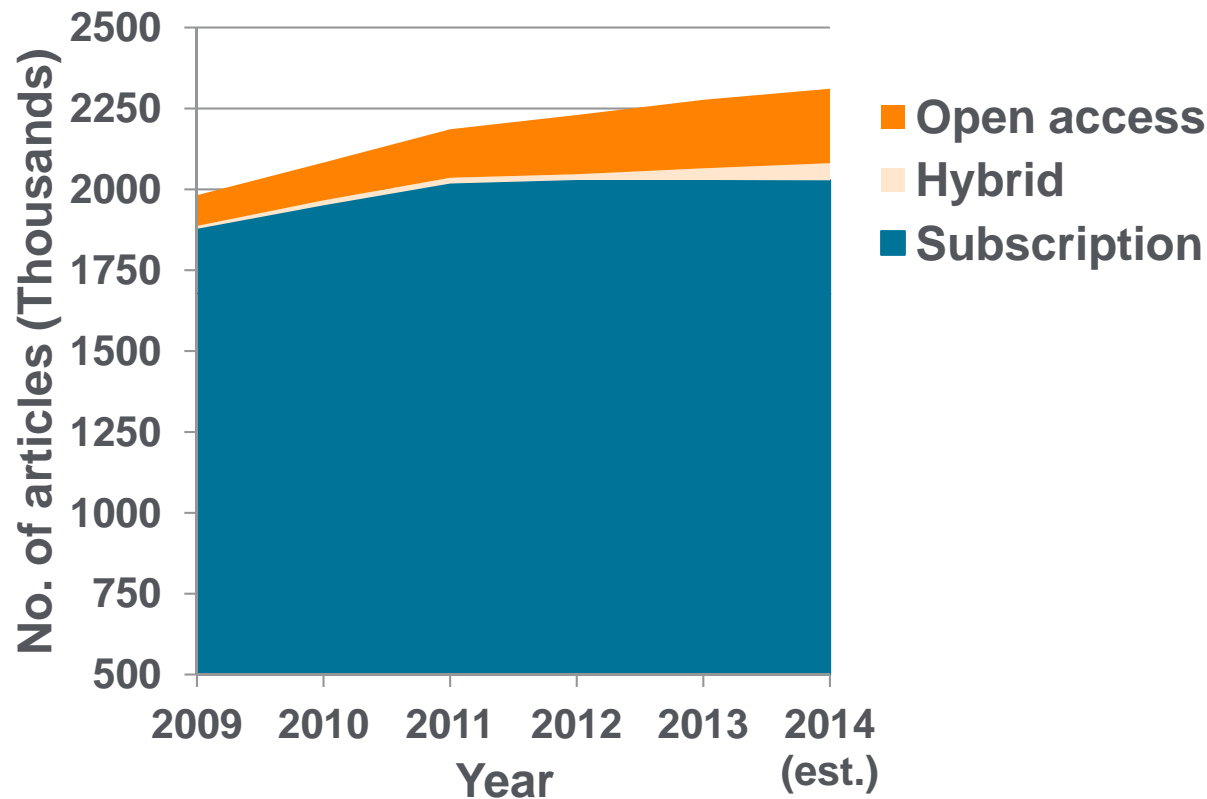
publishingcampus.com

CAMPUS CERTIFICATES
Get recognition
for courses taken

From Open Access to Open Science

Total article growth by journal business model

There were in 2014, estimated worldwide 2,028,127 published subscription and 291,116 published open access articles



Subscription content:

- Grows year on year at approx. 3-4%
- Amounts to a total article share of approx. 85.7% in 2014
- **In 2014, Elsevier published over 375,000 articles**

Open access content:

- Grew at approx. 20% in 2014
- Amounts to a total article share (hybrid + "pure" Gold) of approx. 11.6% in 2014
- The total article share of all immediately accessible OA articles is 16.7% including subsidized open access
- **In 2014, Elsevier published over 13,000 gold open access articles**

Elsevier and open access

- **Actively engage**
 - Support both gold and green OA
- **Test and learn**
 - Developing systems and technology to implement OA
 - Working with funders, institutions and authors
- **Offer choice**
 - Respect the academic freedom of authors
 - Offer various ways for authors to comply with funder and institutional policies
 - Maintain focus on quality

220+

Open access journals

1600+

Hybrid journals

All journals

Offer green OA options

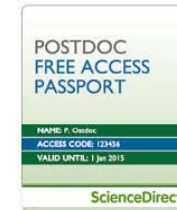
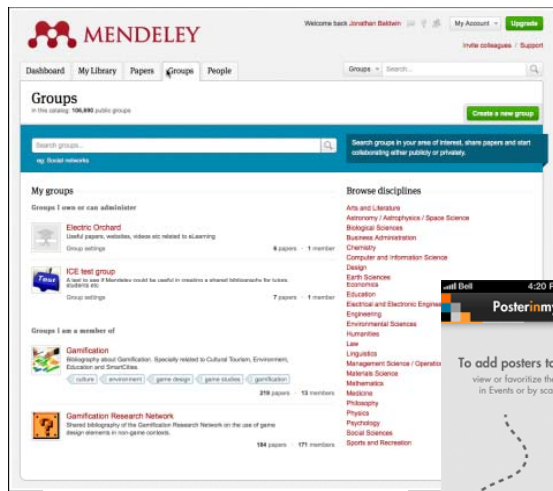
Gold open access

- Launching new open access journals and all established journal offer an OA option
- Choice of either a commercial (CC BY) or non-commercial (CC-BY-NC-ND) user license.
- Article publishing charges (APCs) range from \$500- \$5000 (US Dollars)

Green open access

- All journals offer authors an option to self archive
- Share link service provides 50 days free access to recently published research
- Pilot partner in the CHORUS initiative
- Open archives in 97 journals, including all Cell Press titles after 12 months.

How Elsevier facilitates sharing



Structured Metadata



WIKI The Free En patient ACCESS



Atlas

STM Digest

Sharing user access information and embedding final articles



Dmitry Savostyanov @draug
 Free online version of my recent paper, thanks #elsevier
elsarticle.com/18ATI5

9 december



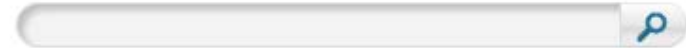
Open access



ShareLinks

THE LANCET Global Health





Categories

- + Access to Research
- + Research & Publishing
- + Scientific Discovery
- + Health and Medicine
- + Library & Information Science
- + Product Development
- + Science Communication
- + Career Development
- + Elsevier

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Infographic: Tips for designing better research posters: bit.ly/1H3M3ZI

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The 20 most talked about nursing articles per @altmetric — with free access: bit.ly/1H0ZPfq
Happy #NursesWeek!

Access to Research

Unleashing the power of academic sharing

Elsevier updates its article-sharing policies, perspectives and services — and invites researchers and hosting platforms to work with us to develop innovative sharing options and guidelines

By Alicia Wise, PhD | Posted on 30 April 2015 Print PDF

Share story

The deeply rooted culture of sharing in the research community is one of the driving forces behind scientific advancement. At Elsevier, we're working with the research community to make sharing simple and seamless while being consistent with access and usage rights associated with journal articles.

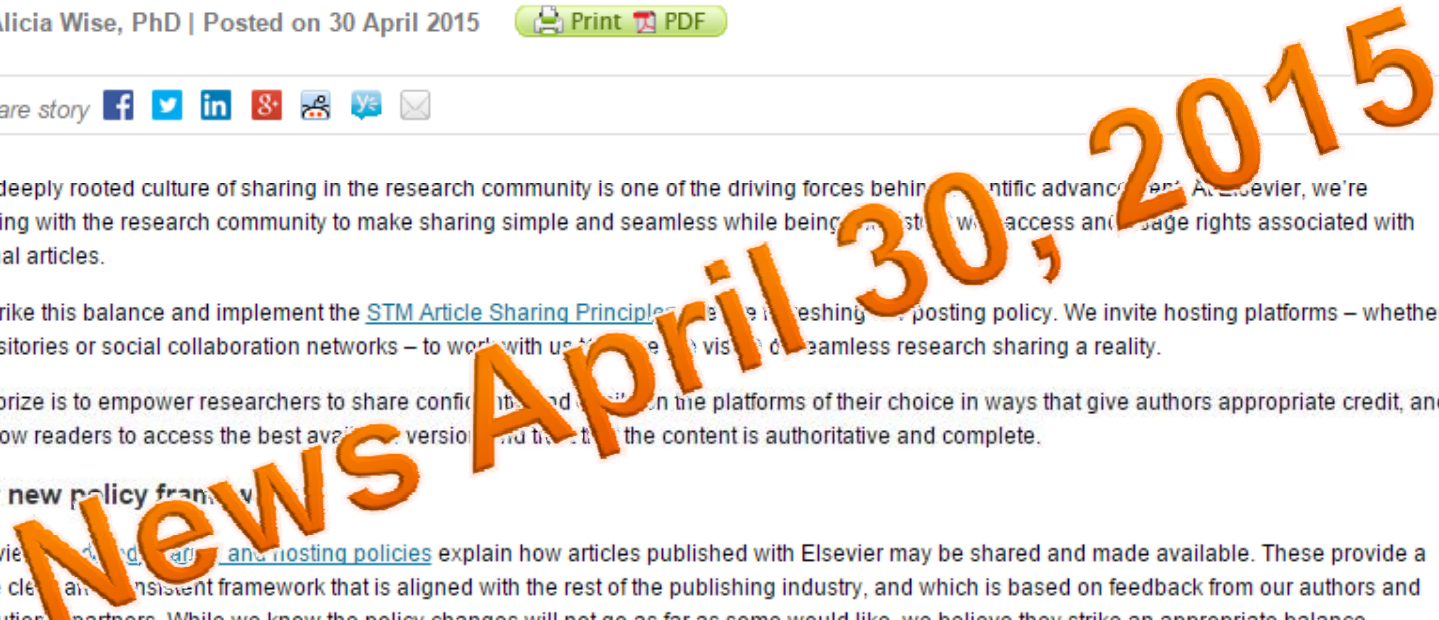
To strike this balance and implement the [STM Article Sharing Principles](#), we're refreshing our posting policy. We invite hosting platforms – whether repositories or social collaboration networks – to work with us to make this vision of seamless research sharing a reality.

The prize is to empower researchers to share confidently and flexibly on the platforms of their choice in ways that give authors appropriate credit, and to allow readers to access the best available version and trust that the content is authoritative and complete.

Our new policy framework

Elsevier's [updated article sharing and hosting policies](#) explain how articles published with Elsevier may be shared and made available. These provide a more clear and consistent framework that is aligned with the rest of the publishing industry, and which is based on feedback from our authors and institutional partners. While we know the policy changes will not go as far as some would like, we believe they strike an appropriate balance between the rights and responsibilities of sharing.

We make it clear that authors may share their research at each stage of the publication process: before submission, from acceptance, upon publication, and after embargo. We differentiate policies for private sharing from those for public sharing. We've also made it easier for institutions to implement green open access policies via institutional repositories by eliminating the need for them to have a formal agreement. Recognizing that many researchers are choosing to share on commercial platforms such as social collaboration networks, we have added hosting policies to support sharing on these platforms too.



New sharing guidelines – April 30, 2015

Researchers can share at each stage of the publication process:

<http://www.elsevier.com/about/policies/policy-faq>

PRESUBMISSION

AFTER ACCEPTANCE

AFTER PUBLICATION

AFTER EMBARGO

Preprints can be shared anywhere at any time.

PLEASE NOTE: Cell Press, The Lancet, and some society-owned titles have different preprint policies. Information on these is available on the journal homepage.

Author manuscripts can be shared:

- Privately with students or colleagues for their personal use
- Privately on institutional repositories
- On personal websites or blogs
- To refresh preprints on arXiv and RePEc
- Privately on commercial partner sites

Gold open access articles can be shared:

- Anytime anywhere on non-commercial platforms
- Via commercial platforms if the author has chosen a CC-BY license, or the platform has an agreement with us

Subscription articles can be shared:

- As a link anywhere at any time
- Privately with students or colleagues for their personal use
- Privately on commercial

Author manuscripts can be shared:

- Publicly on non-commercial platforms
- Publicly on commercial partner sites

SHARE

In all cases:

- Preprints and accepted manuscripts shouldn't be added to or enhanced in any way to appear more like, or to substitute for, the final published journal article
- All posted articles should link to the final version via the Digital Object Identifier (DOI)
- Posted author manuscripts need to have a CC-BY-NC-ND user license

New guidelines for hosting platforms – *April 30, 2015*

<http://www.elsevier.com/about/policies/policy-faq>

We believe that publishers and platforms need to work together to ensure researchers can share quickly and easily.

This requires:

- Active partnering to ensure the coherence and integrity of the scientific record
- Responsible sharing in a way that respects the needs of all stakeholders
- Impact and usage measurement to be aggregated in a fragmented environment

HOSTING GUIDELINES

NON-COMMERCIAL PLATFORMS

Can host:

- Metadata and links to articles
- Preprints anywhere at anytime
- Accepted manuscripts publicly after embargo
- Gold open access articles
- Subscription articles as per their ScienceDirect agreement

Examples include:

- Personal website/blog
- Preprint server
- Institutional repository
- Subject repository

COMMERCIAL PLATFORMS

Can host:

- Metadata and links to articles
- Preprints anywhere at anytime
- Gold open access articles with a CC BY license
- Partners can host full text articles in private groups or via embedding services

Additional sharing options and services are available contact us



BRIEFING ROOM

ISSUES

THE ADMINISTRATION

PARTICIPATE

1600 PENN

Search



Home • The Administration • Office of Science and Technology Policy



Office of Science and Technology Policy

About OSTP

Pressroom

OSTP Blog

Divisions

Initiatives

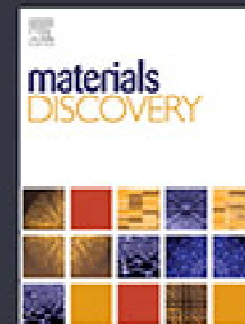
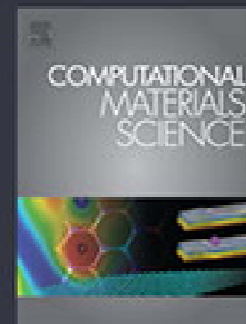
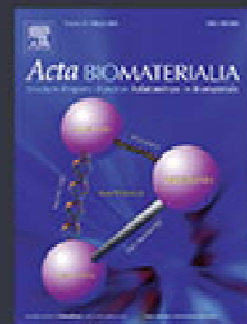
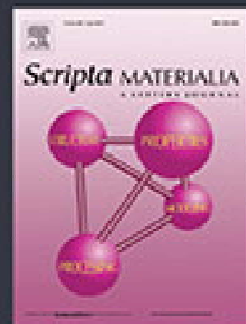
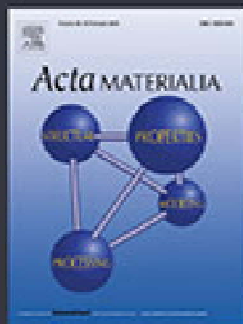
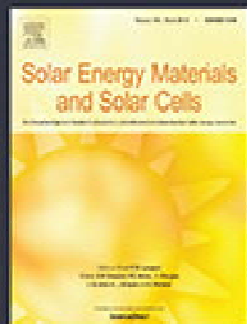
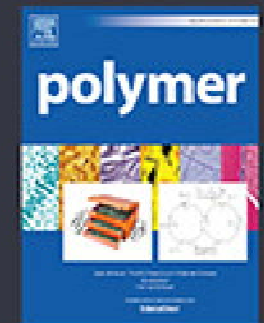
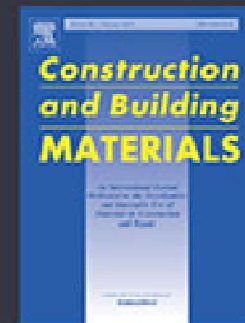
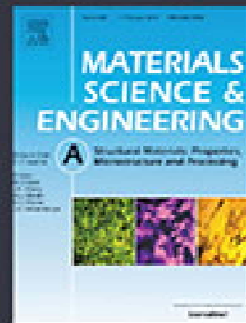
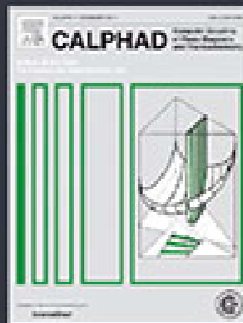
R&D Budgets

Resource Library

NSTC

PCAST

Contact Us



Elsevier Research Data Policy



Elsevier supports the principle that **research data should be made freely available to all researchers**, wherever possible and inline with the needs, expectations and practices of specific research communities.

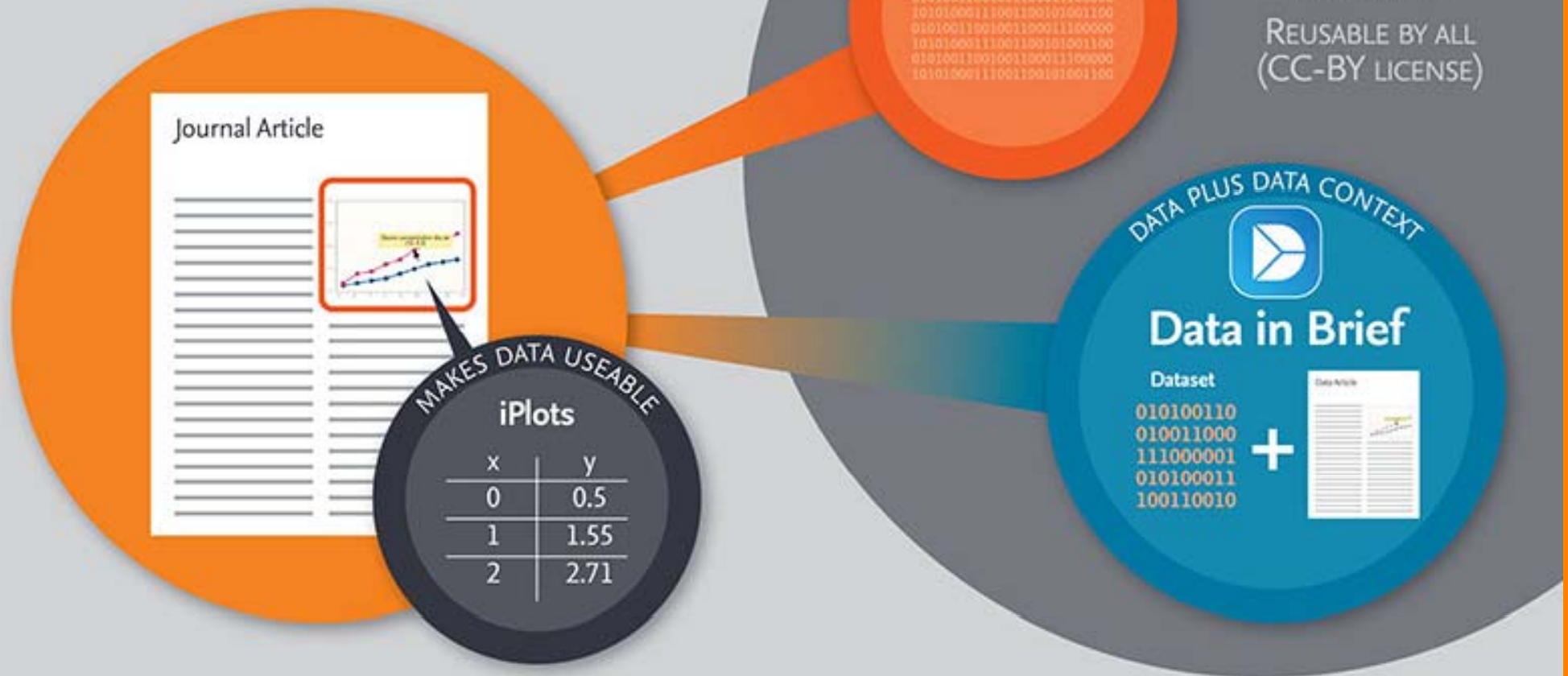


Mendeley and Labfolder join forces to improve data linking and exchange

"Linking scientific publications to raw data is an important step in making science more reproducible"

Dr. Victor Henning, Co-founder and CEO of Mendeley.

Elsevier Journals & data-sharing options



- **Interactive Plots (iPlots)**: Authors are invited to submit a file containing the data points from their graphs, which will power interactive graph functionality and make the underlying data available to the reader.
- **Open Data**: Authors can upload raw research data alongside their article, validated by editors and reviewers, and the datasets can be freely downloaded and re-used under a Creative Commons CC BY user license.
- **Data in Brief**: When publishing a study in a journal, authors can upload a microarticle providing the context and metadata for that study. This microarticle will be automatically submitted for publication in the open access journal Data in Brief, which offers a Creative

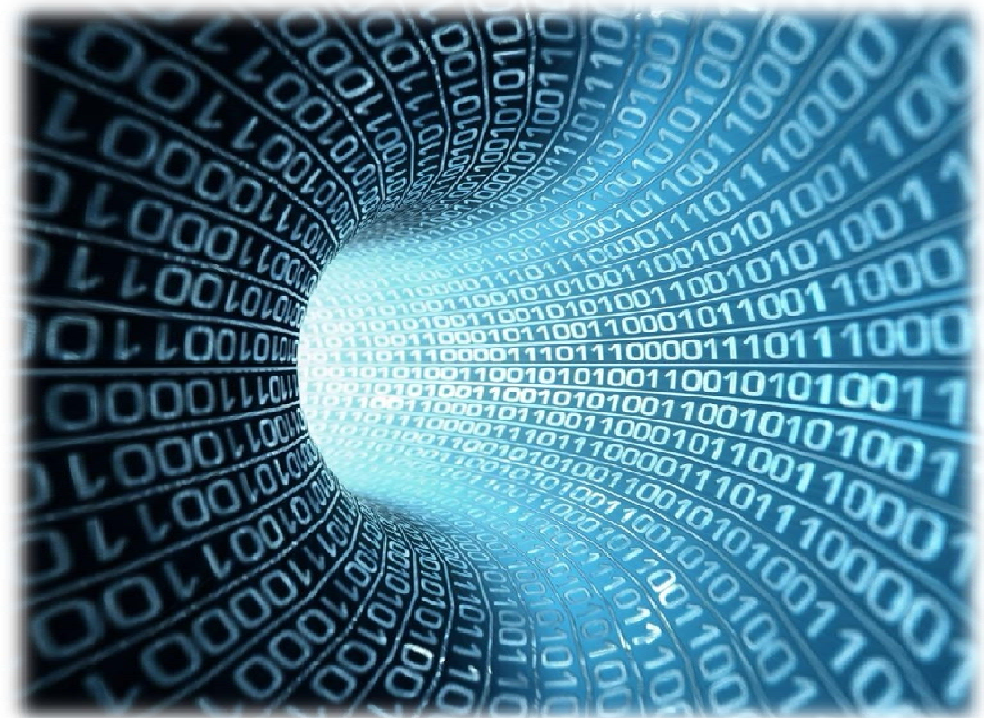
Summary Observations

Content + Analytics = Increased Outcomes

Researcher & Institutional Metrics

Increasing importance of Research Data

a.karlsson@elsevier.com



Innovative publishing in open access

Reproducibility



MethodsX is a broad (all experimental disciplines) Open Access journal, publishing method details in the microarticle format.

84% spend most of their research time on validating, tweaking and improving existing methods.

77% indicate that it's important to get credit for the work done in the lab to improve methods.

"Data in Brief"

article type describes open datasets so it can easily found, reproduced, reused and reanalyzed.

Data driven



Genomics Data brings interpretation to complicated datasets. The journal provides a way for genomics researchers to bring their data – along with the details necessary to understand and reuse the data – to the wider community.

Accessibility



GI endoscopy makes science more accessible. Video journal saves time for readers, as they can watch the procedure in a fraction of the time it would take to read a detailed article.

Video format

helps people outside the discipline understand the content by providing information in an easily accessible visual format



User Licenses

- Elsevier offers a choice of user licenses:
 - CC-BY 4.0: A license to permit readers to share and adapt the article for any purpose, even commercially
 - CC-BY-NC-ND 4.0 : A license to permit readers to share all or part of the article in any medium or format for non-commercial purposes. Permission from Elsevier is required for the distribution of derivative versions of the article or for commercial use.

User License	Read, print, download	Redistribute or republish the final article (e.g. display in a repository)	Text & data mine	Translate the article	Reuse portions or extracts from the article in other works	'Sell ' or re-use for "commercial purposes"
Commercial license: CC-BY 4.0	✓	✓	✓	✓	✓	✓
Non-commercial license: CC-BY-NC-ND 4.0	✓	✓	✓ <small>*for private use only and not for distribution</small>	✓	✓	✗

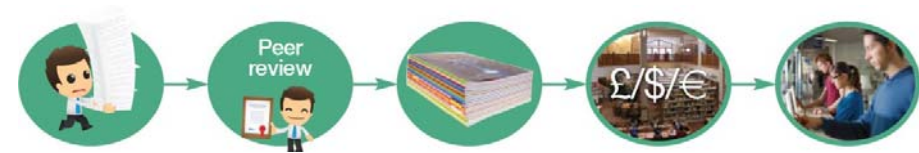
Open Access 101

Free and permanent access to scholarly research *combined with* clear guidelines (user licenses) for users to re-use content



Gold open access

- Everyone can immediately access the final version of the published article online for free from the publisher's website
- An article publishing charge is paid by the author, or on their behalf

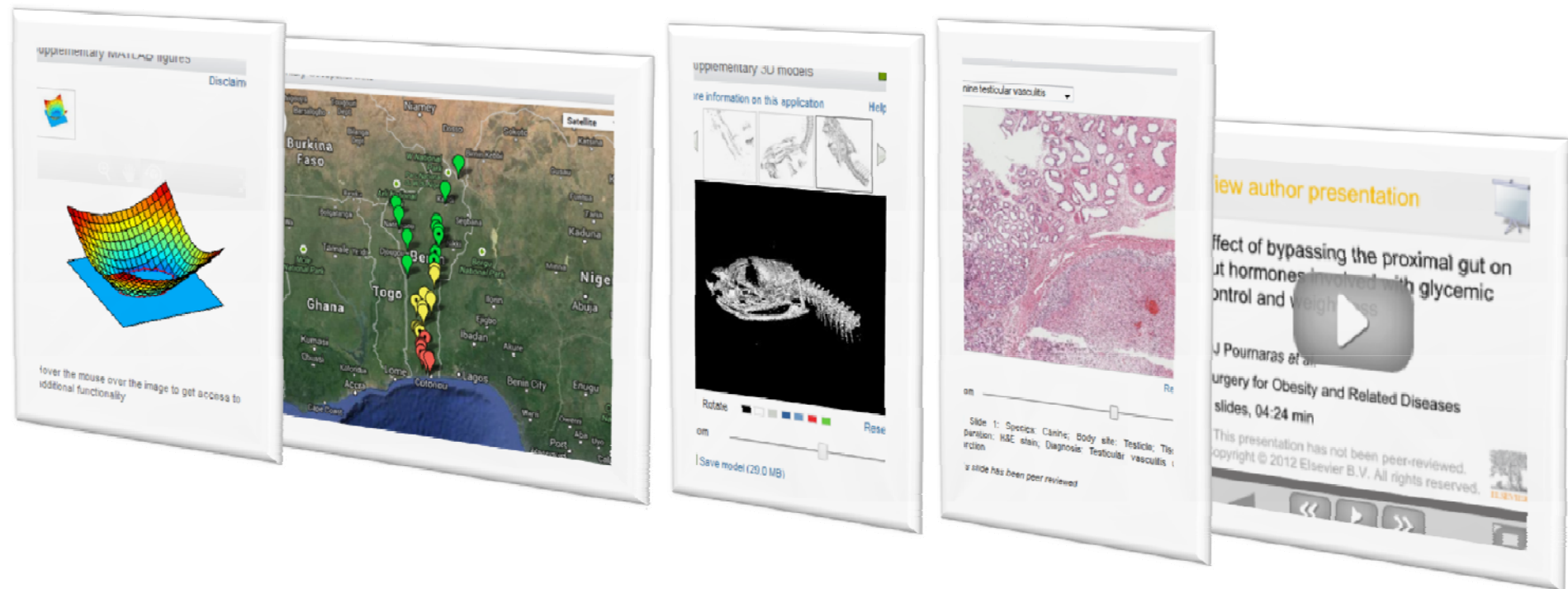


Green open access

- A version of a subscription article is made available after a time delay
- This is done either through linking, delayed access, publisher deposit or self-archiving

Content innovation

- Offer authors the best possible way to present their work
- Include maps, open data, 3D models, and multimedia files for context
- Add tools like interactive plots and virtual microscopes to engage readers



Interactive plots

Google Maps

3D models

Virtual Microscope

AudioSlides



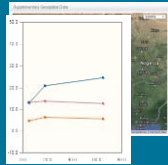
News! Supporting open data

MISSION & POLICY PROGRAMS & PILOTS

Data-linking
program



In-article Data
Visualization



Data
Availability

Open Data 

Data Profile Authoring Tool

Data micro-
articles
(Data in Brief)



Data
Repository



Standards
bodies &
working
groups



Elsevier Research Data Policy

“Raw research data should be made freely available to all researchers wherever possible” – STM Brussels Declaration 2007

We help researchers **store, share, discover, and use data**