

University of San Diego

Digital USD

Digital Initiatives Symposium

Apr 24th, 10:15 AM - 11:45 AM

Scholarly Communication in the Context of Digital Literacy: Navigation and Decision Making in a Complex Landscape

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<https://digital.sandiego.edu/symposium/2018/2018/36>

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Scholarly Communication in the Context of Digital Literacy: Navigation and Decision Making in a Complex Landscape

Presenter 1 Title

Digital Strategies and Partnerships Librarian

Presenter 2 Title

Scholarly Communications Librarian

Presenter 3 Title

Publishing Services Librarian

Session Type

90-minute panel session

Abstract

As digital technologies have come to dominate the conduct and dissemination of scholarship, seasoned and budding scholars alike may have little knowledge of what happens with the data that are gathered from their scholarly products, online profiles, and community platforms. Growing commercialization, mergers, buyouts, and venture capital investment lend credence to the idea of research results as “big data” to be mined and scholarly communication as “big business”. The scope of the issues that now govern the funding and sharing of knowledge is formidable and international. How does one even begin to understand what is needed to navigate and make decisions in such a complex environment? Not just a concern of faculty, these issues can have profound influence on student learning, academic services, and society at large. Scholarly communication is often viewed as a mechanistic and closed system; we should reframe it in a larger context and apply concepts of digital literacy and social justice.

Location

Room D

Comments

Joyce L. Ogburn currently serves as Digital Strategies and Partnerships Librarian at Appalachian State University. Formerly she was the Dean of Libraries and Carol G. Belk Distinguished Professor of Library and Information Studies. She was the Dean of the J. Willard Marriott and University Librarian at the University of Utah and also served as special assistant to the Senior Vice President for Academic Affairs. Her career path includes positions at the University of Washington, Old Dominion University, Yale University, and Penn State University. She holds degrees in anthropology from the University of North Carolina at Greensboro and Indiana University, and a Master of Science in library science from the University of North Carolina at Chapel Hill.

Joyce’s professional contributions include numerous boards and committees for such organizations as the Association of Research Libraries, the Center for Research Libraries, the Greater Western Library Alliance, and the Scholarly Publishing and Resources Coalition (SPARC). In 2011-12, Joyce served as President of the Association of College and Research Libraries (ACRL). In 2012, Utah Business Magazine named her as one of 30 Women to Watch. She was honored by the UNC-CH School of Information and Library Science as distinguished alumna in 2013 and joined their Board of Visitors in 2014.

Her passion lies in the interweaving paths of scholarship and interdisciplinary knowledge that libraries inspire, promote, and preserve in many forms. Her most recent publication is “Scholarly Communication

and Digital Literacy." *Digital Literacy in Higher Education, Part II: A NMC Horizon Project Strategic Brief*, ed. by B. Alexander, S. Adams Becker, M. Cummins., and C. Hall Geisinger. Austin TX: The New Media Consortium, 2017, pp. 31-32.

Allegra Swift joined UC San Diego as the first Scholarly Communications Librarian in June of 2017. Allegra is developing strategies, resources, and networks to support the gamut of scholarly communications needs on campus. Prior to this position, she was the Scholarly Communications Coordinator for the Claremont Colleges where she was responsible for the institutional repository, publishing and author support, and developing resources and services.

Emma Molls is the Publishing Services Librarian at the University of Minnesota Libraries in Minneapolis, MN. In this role, Emma manages the development of open access journals, monographs, and textbooks under the University of Minnesota Libraries Publishing imprint. She recently managed the migration of journals from bepress to OJS. Emma is the co-founder and organizer of the monthly OpenCon Librarian Community Call. She is also a presenter for ACRL's Intersections of Scholarly Communication and Information Literacy Roadshow.

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Scholarly Communication in the Context of Digital Literacy:

Navigating and Decision-making in a Complex Landscape

Joyce L. Ogburn

@libjoyce

University of San Diego Digital Initiatives Symposium

April 24, 2018

#scframes2018



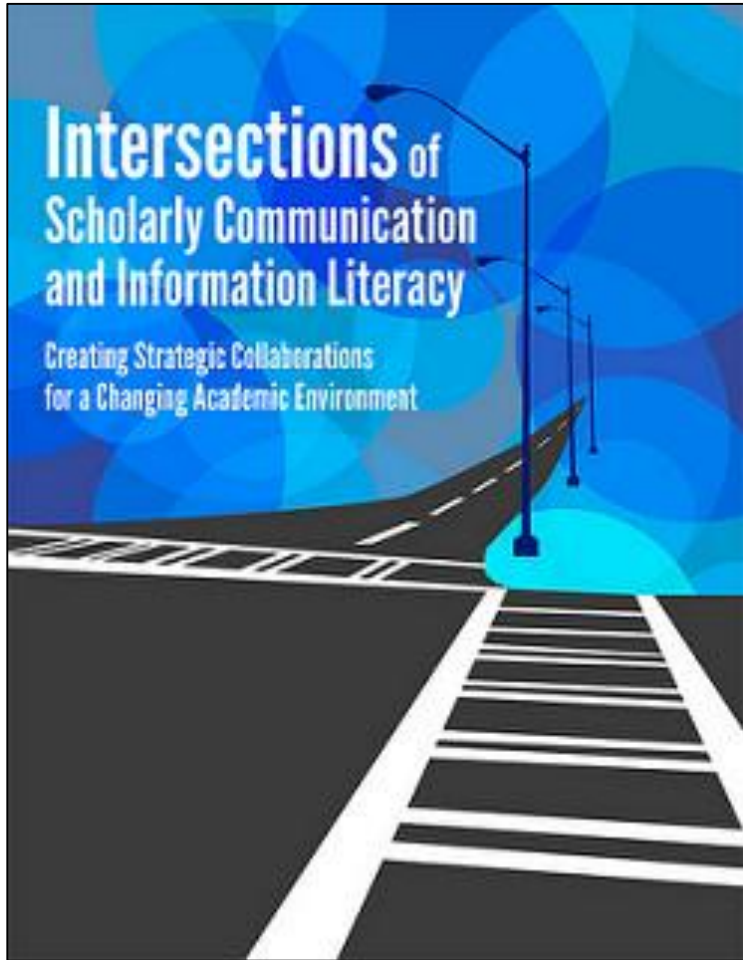
This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/)

Abstract summary

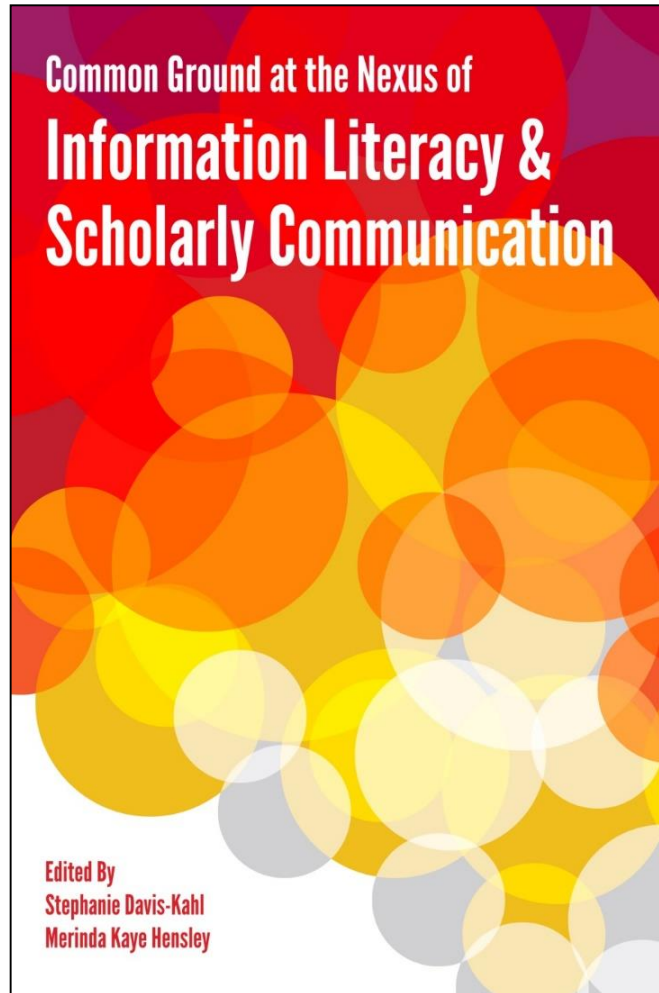
- What happens with the data gathered from scholarly products, online profiles, and community platforms
- Growing commercialization, mergers, buyouts, venture capital investment
- Big Data to be mined and scholarly communication as Big Business

- How to navigate and make decisions
- Influence on student learning, academic services, society at large
- Context of digital literacy and social justice

The Call



2013



2013

Framework for Information Literacy for Higher Education

Filed by the ACRL Board February 2, 2015, as one of the constellation of information literacy documents from the association.

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[Appendix 1: Implementing the Framework](#)

[Suggestions on How to Use the Framework for Information Literacy for Higher Education](#)
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Introduction

This *Framework for Information Literacy for Higher Education (Framework)* grows out of a belief that information literacy as an educational reform movement will realize its potential only through a richer, more complex set of core ideas. During the fifteen years since the publication of the *Information Literacy Competency Standards for Higher Education*,¹ academic librarians and their partners in higher education associations have developed learning outcomes, tools, and resources that some institutions have deployed to infuse information literacy concepts and skills into their curricula. However, the rapidly changing higher education environment, along with the dynamic and often uncertain information ecosystem in which all of us work and live, require new attention to be focused on foundational ideas about that ecosystem. Students have a greater role and responsibility in creating new knowledge, in understanding the contours and the changing dynamics of the world of information, and in using information, data, and scholarship ethically. Teaching faculty have a greater responsibility in designing curricula and assignments that foster enhanced engagement with the core ideas about information and scholarship within their disciplines. Librarians have a greater responsibility in identifying core ideas within their own knowledge domain that can extend learning for students, in creating a new cohesive curriculum for information literacy, and in collaborating more extensively with faculty.

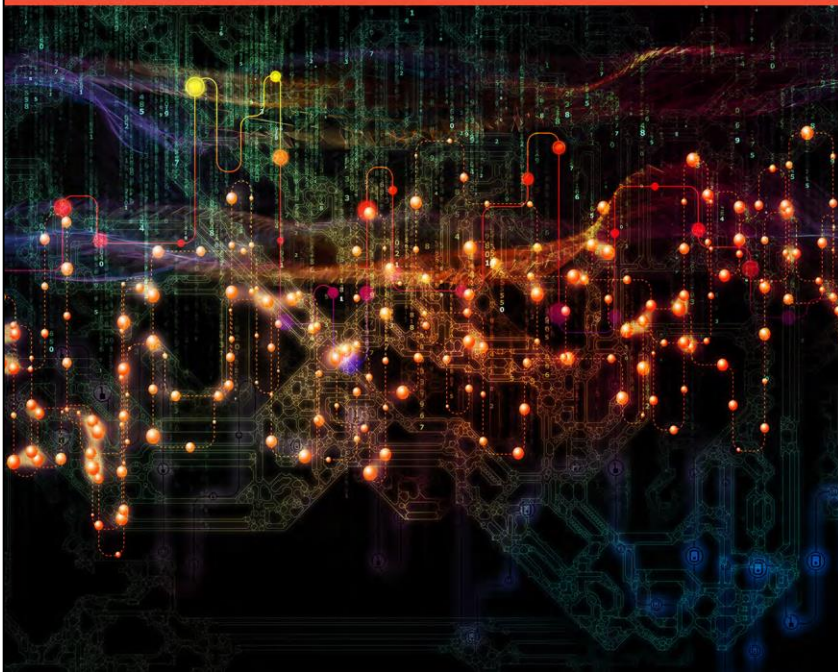
2015



Digital Literacy in Higher Education, Part II

An NMC Horizon Project Strategic Brief

Volume 3.4, August 2017



Digital Literacy in Higher Education, Part II: A NMC Horizon Project Strategic Brief, ed. by B. Alexander, S. Adams Becker, M. Cummins., and C. Hall Geisinger. Austin TX: The New Media Consortium, 2017.

<https://cdn.nmc.org/media/2017-nmc-strategic-brief-digital-literacy-in-higher-education-ii.pdf>

Ogburn. (2017) Scholarly Communication and Digital Literacy. In *Digital Literacy in Higher Education, Part II: A NMC Horizon Project Strategic Brief*, p. 31-32. <https://cdn.nmc.org/media/2017-nmc-strategic-brief-digital-literacy-in-higher-education-ii.pdf>

“In an interconnected world an understanding of research findings, the identification and preservation of evidence, and knowledge of the rights of all parties and stakeholders in scholarly research becomes a necessity.

Successfully navigating the creative and scholarly environments requires knowledge of applicable practices, norms, standards, technologies, and laws.

One must be conversant with how digital technologies converge or conflict with ethics, economics, and politics to enhance or prohibit access to information and the creation of new knowledge.”

The Call

“..we need to be profoundly mindful that for virtually all faculty and graduate students, the dissemination of their scholarly work has become a complex, confusing, time-consuming morass of funder mandates, institutional policies, choices about publishing venues, article processing charges, and questions as to whether or not to release preprints at various stages of the development of their work.”

Clifford Lynch (2017) Updating the Agenda for Academic Libraries and Scholarly Communications (guest editorial). C&RL Feb: 129. doi:10.5860/crl.78.2.126

Goal of my research project

To achieve greater understanding of how to **navigate**
the environment of research and scholarship
in order to make **informed decisions**
as we create knowledge and meaning for ourselves and others.

Map for today

- Scholarly communication and big business
- Why digital literacy
- Navigation and decision-making
- Identities and roles
- Contexts and frameworks
- Applications and extensions

Scholarly Communication

- A human invention and cultural construct
- Communal experience and “we” activity
- Represented as cycles, systems and flows – but it’s more

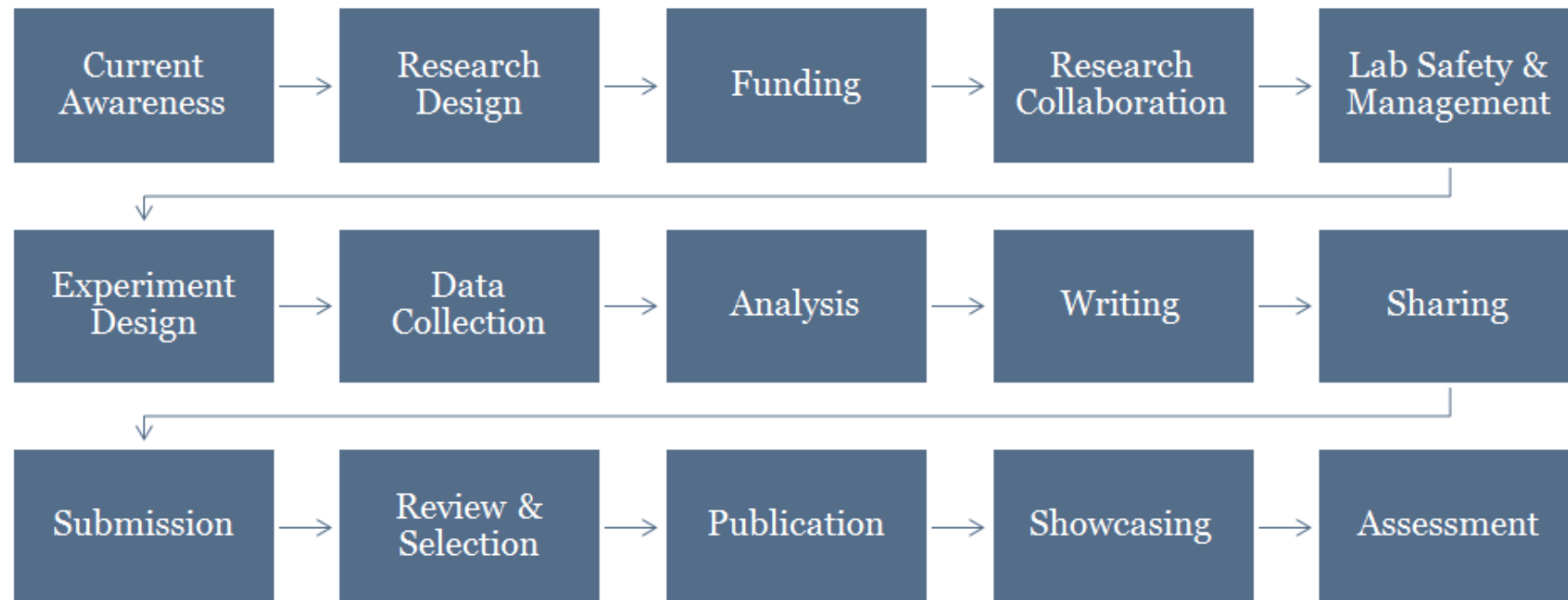
University of Winnipeg Library (The publication Cycle)

CC BY 4.0 <https://library.uwinnipeg.ca/scholarly-communication/index.html>



Roger Schonfeld (2017) What is Researcher Workflow?

<http://www.sr.ithaka.org/blog/what-is-researcher-workflow/>



Office of Scholarly Communication, Cambridge University Library

https://osc.cam.ac.uk/files/img_oscwebpage_typicalworkflows_20150617.png

Typical workflow examples

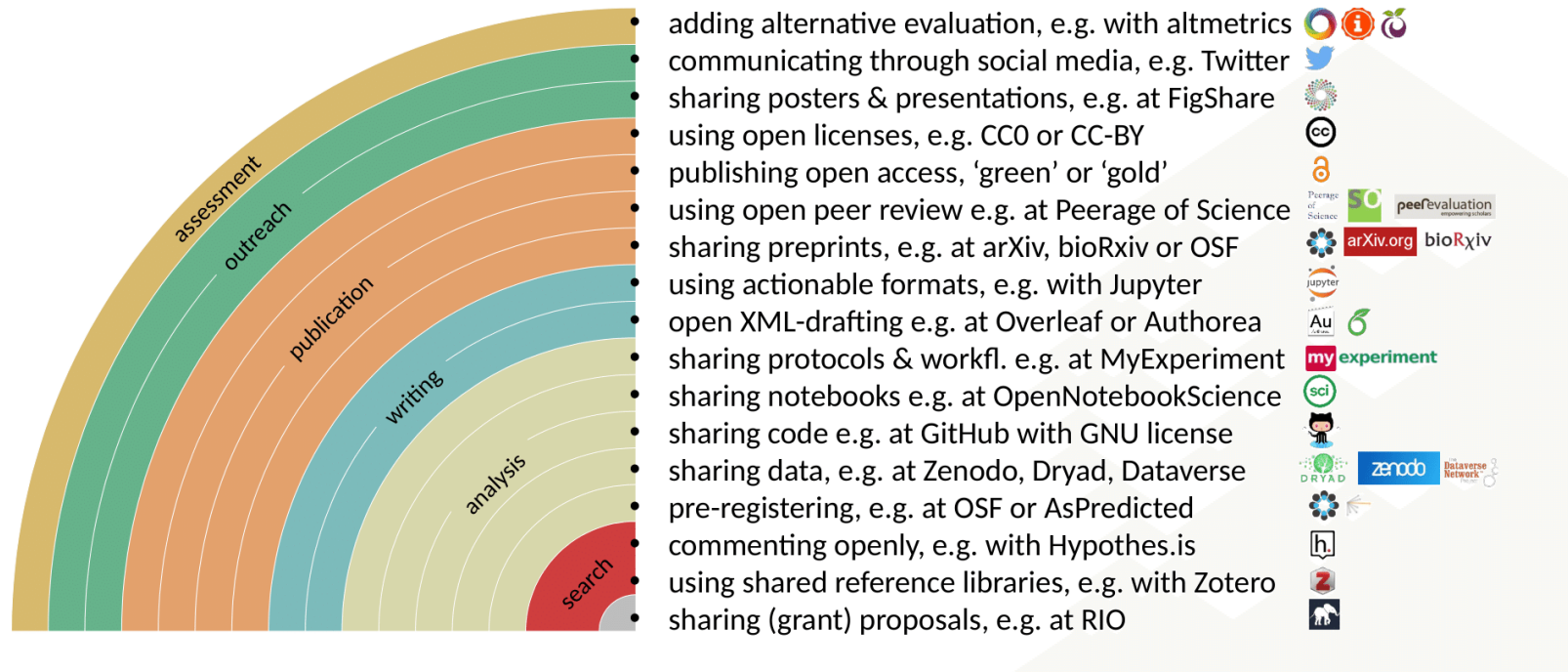


Kramer and Bosman Bosman, Jeroen; Kramer, Bianca (2017): NPOS Workflow-perspective-Bosman-Kramer.pptx. figshare. Presentation.

<https://doi.org/10.6084/m9.figshare.5065534.v1>

You can make your workflow more open by

...



Scholarly Communication as Big Business

1869 “Nature”

2017 146 “Nature” Titles

Acta Pharmacologica Sinica
 American Journal of Gastroenterology
 American Journal of Gastroenterology
 Supplement
 BDJ Open
 BDJ Team
 Blood Cancer Journal
 Bone Marrow Transplantation
 Bone Marrow Reports
 Bone Research
 British Dental Journal
 British Journal of Cancer
 Cancer Gene Therapy
 Cell Death & Differentiation
 Cell Death & Disease
 Cell Death Discovery
 Cell Discovery
 Cell Research
 Cellular & Molecular Immunology
 Clinical and Translational Gastroenterology
 Clinical & Translational Immunology
 Emerging Microbes & Infections
 European Journal of Clinical Nutrition
 European Journal of Human Genetics
 Evidence-Based Dentistry
 Experimental & Molecular Medicine
 Eye
 Gene Therapy

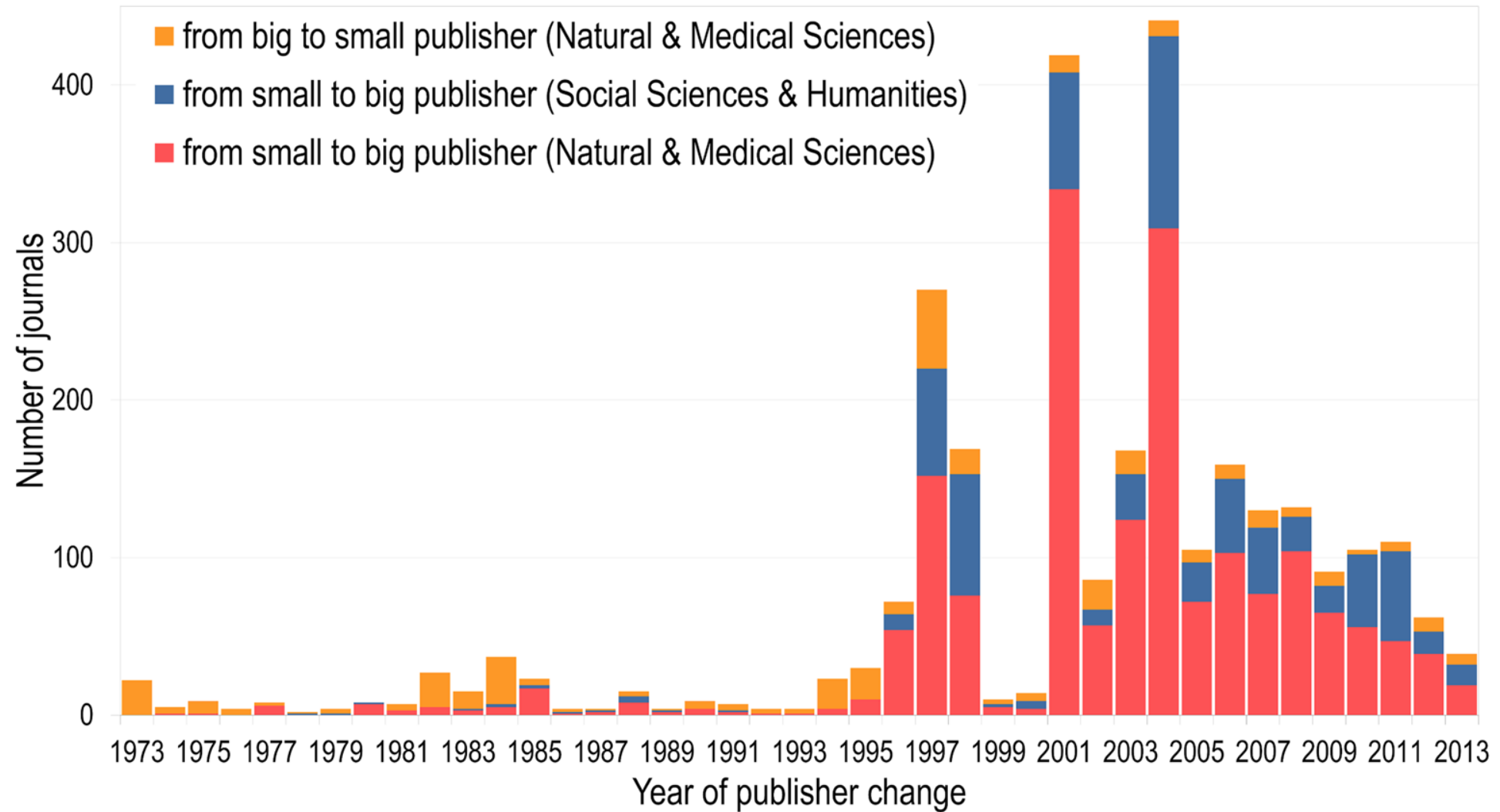
Genes and Immunity
 Genetics in Medicine
 Heredity
 History of the Journal Nature
 Horticulture Research
 Human Genome Variation
 Hypertension Research
 IBS Bone KB
 Immunology & Cell Biology
 International Journal of Impotence Research
 International Journal of Obesity
 International Journal of Obesity Supplements
 International Journal of Oral Science
 The ISME Journal
 The Journal of Antibiotics
 Journal of Exposure Science and Environmental Epidemiology
 Journal of Human Genetics
 Journal of Human Hypertension
 Journal of Perinatology
 Laboratory Investigation
 Leukemia
 Leukemia Supplements
 Light Science & Applications
 Microsystems & Nanoelectronics
 Modern Pathology
 Molecular Psychiatry
 Mucosal Immunology
 Nature
 Nature Arabic Edition

Nature Astronomy
 Nature Biomedical Engineering
 Nature Biotechnology
 Nature Cell Biology
 Nature Chemical Biology
 Nature Chemistry
 Nature Climate Change
 Nature Communications
 Nature Digest
 Nature Ecology & Evolution
 Nature Energy
 Nature Genetics
 Nature Geoscience
 Nature Human Behaviour
 Nature Immunology
 Nature Materials
 Nature Medicine
 Nature Methods
 Nature Microbiology
 Nature Nanotechnology
 Nature Neuroscience
 Nature Photonics
 Nature Physics
 Nature Plants
 Nature Protocols
 Nature research journals
 Nature Reviews journals
 Nature Reviews Cancer
 Nature Reviews Cardiology
 Nature Reviews Chemistry
 Nature Reviews Clinical Oncology

Nature Reviews Disease Primers
 Nature Reviews Drug Discovery
 Nature Reviews Endocrinology
 Nature Reviews Gastroenterology & Hepatology
 Nature Reviews Genetics
 Nature Reviews Immunology
 Nature Reviews Materials
 Nature Reviews Microbiology
 Nature Reviews Molecular Cell Biology
 Nature Reviews Nephrology
 Nature Reviews Neurology
 Nature Reviews Neuroscience
 Nature Reviews Rheumatology
 Nature Reviews Urology
 Nature Structural & Molecular Biology
 Nature Sustainability
 Neuropsychopharmacology
 NPG Asia Materials
 npj 2D Materials and Applications
 npj Aging and Mechanisms of Disease
 npj Biomaterials and Microbiomes
 npj Breast Cancer
 npj Clean Water
 npj Climate and Atmospheric Science
 npj Computational Materials
 npj Digital Medicine
 npj Flexible Electronics
 npj Genomic Medicine
 npj Materials Degradation
 npj Microgravity
 npj Molecular Phenomena
 npj Parkinson's Disease

npj Precision Oncology
 npj Primary Care Respiratory Medicine
 npj Pollution Control
 npj Quantum Information
 npj Quantum Materials
 npj Regenerative Medicine
 npj Self-healing
 npj Science of Food
 npj Science of Learning
 npj Systems Biology and Applications
 npj Vaccines
 Nutrition & Diabetes
 Oncogene
 Oncogenesis
 Pediatric Research
 The Pharmacogenomics Journal
 Polymer Journal
 Prostate Cancer and Prostatic Diseases
 Scientific American
 Scientific American Mind
 Scientific Data
 Scientific Reports
 Synthetic Genetics
 Signal Transduction and Targeted Therapy
 Spinal Cord
 Spinal Cord Series and Cases
 Translational Psychiatry

Big Business: Commercialization & Concentration



Larivière, Vincent, et al. "The Oligopoly of Academic Publishers in the Digital Era." Plos ONE, vol. 10, no. 6, June 2015, pp. 1-15.
doi:10.1371/journal.pone.0127502

No longer publishing

 Data analytics

 Research workflow

Kelty (2016) It's the Data, Stupid: What Elsevier's Purchase of SSRN Also Means. *Savage Minds*. <https://savageminds.org/2016/05/18/its-the-data-stupid-what-elseviers-purchase-of-ssrn-also-means/>

"...the real elephant in the room is that we ourselves—we scholars—are producing the market for data every time we insist on evaluating a colleague according to some hack metric like Impact Factors or SSRN downloads. It's not that such metrics are bad in themselves,... but when they are inaccessible to skepticism or scrutiny, when they cannot be analyzed differently by different actors—we set ourselves up for a world where we buy access to data about ourselves that we cannot be sure represents us accurately, in order to make decisions—sometimes trivial, sometimes existential—about our careers and ultimately the quality of our work and the problems social scientists deem worthy of attention."

Borgman (2018) Text Data Mining from the Author's Perspective: Whose Text, Whose Mining, and to Whose Benefit? p. 3 [arXiv:1803.04552v1](https://arxiv.org/abs/1803.04552v1)

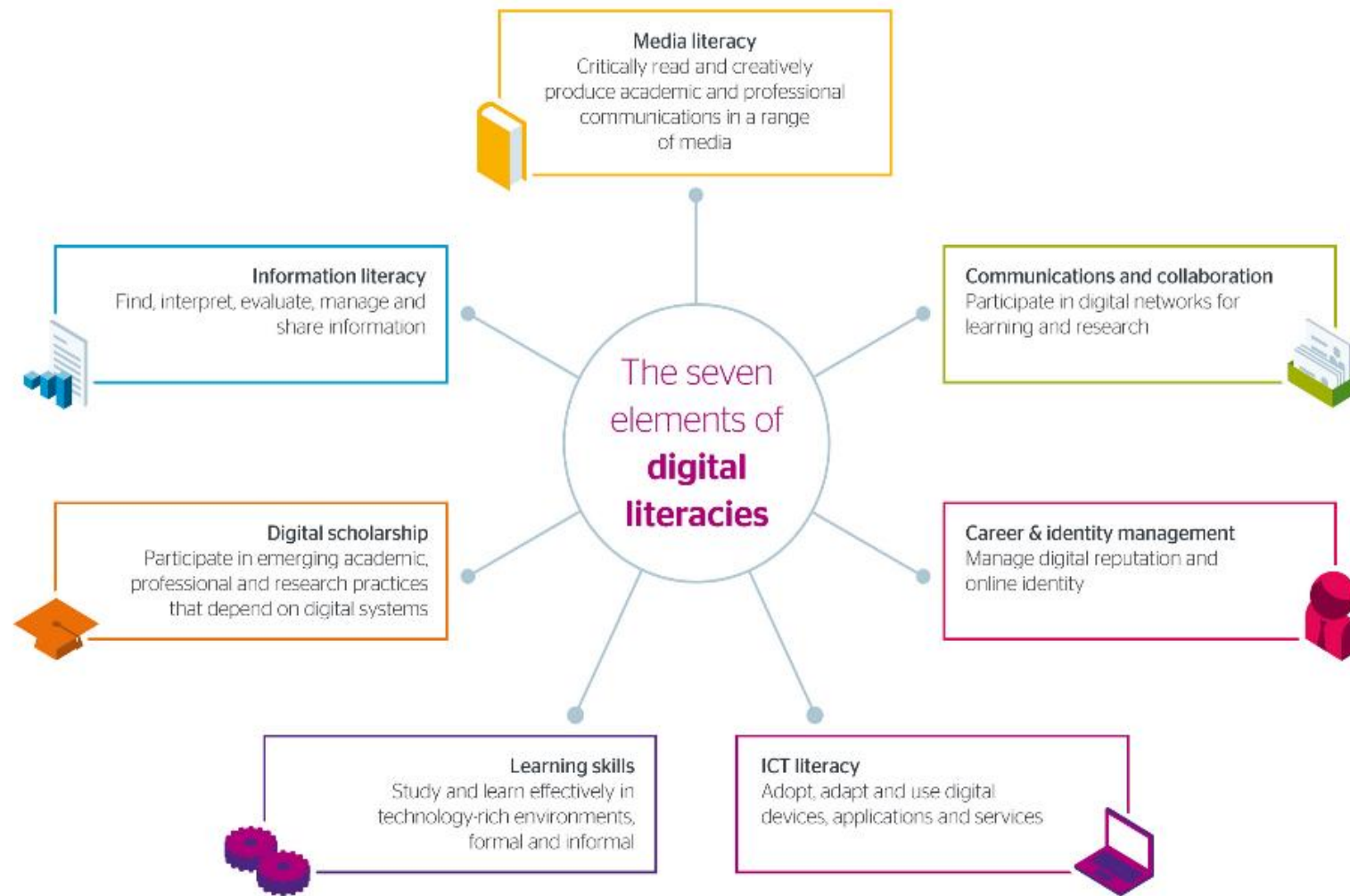
“Scholarly publishers are becoming data services vendors, entering new markets by acquiring companies in multiple sectors of the information economy.”

“The concentration of data by a few large players gives them a “god’s eye view” of their domains, with minimal oversight or regulation... Only gradually are scholarly authors coming to realize that if you are not at the table, you are on the menu.”

Digital Literacy

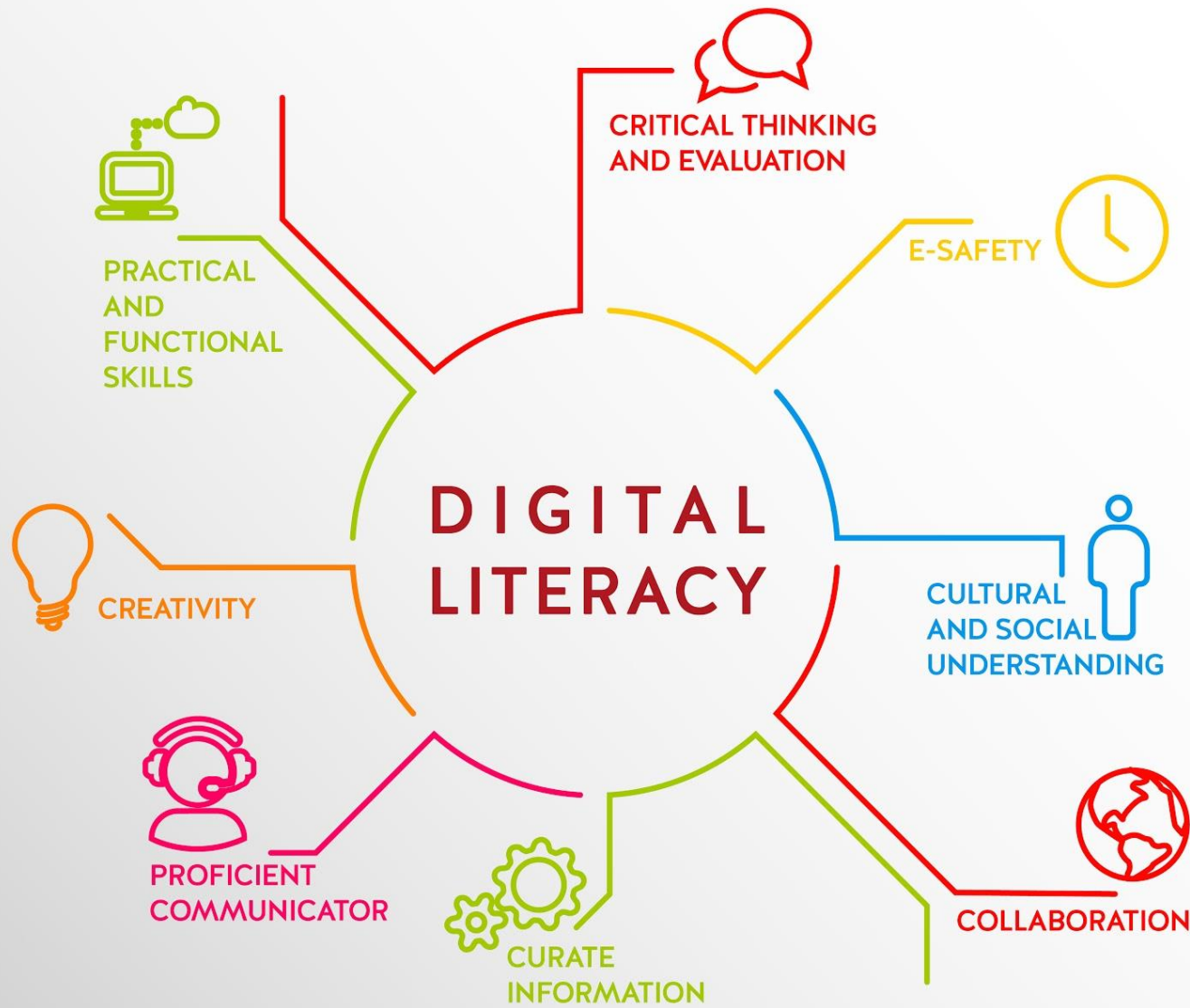
Digital Literacy

- Many definitions and models
- Within or different from IL
- Useful approach to navigation



Jisc 2015: <https://www.jisc.ac.uk/guides/developing-digital-literacies>

“those capabilities which fit an individual for living, learning and working in a digital society. Digital literacy looks beyond functional IT skills to describe a richer set of digital behaviours, practices and identities. What it means to be digitally literate changes over time and across contexts, so digital literacies are essentially a set of academic and professional situated practices supported by diverse and changing technologies.”



Lisa Harrison
<http://pomo.com.au/blog/digital-literacy/>

Digital technologies confront users with the need to master a wide range of technological, cognitive and social competencies—collectively termed “Digital Literacy”.



The NCTE Definition of 21st Century Literacies - February 28, 2013

<http://www2.ncte.org/statement/21stcentdefinition/>

“Active, successful participants in this 21st century global society must be able to:

- Develop proficiency and fluency with the tools of technology;
- Build intentional cross-cultural connections and relationships with others so to pose and solve problems collaboratively and strengthen independent thought;
- Design and share information for global communities to meet a variety of purposes;
- Manage, analyze, and synthesize multiple streams of simultaneous information;
- Create, critique, analyze, and evaluate multimedia texts;
- Attend to the ethical responsibilities required by these complex environments.”

“The ability to find, evaluate, utilize, share, and create content using information technologies and the Internet.

As a Cornell student, activities including writing papers, creating multimedia presentations, and posting information about yourself or others online are all a part of your day-to-day life, and all of these activities require varying degrees of digital literacy. “

WATER and FLOW as metaphor

- Charting a course
- Key decision points
- Risk assessment
- Where are the rapids (conflicts and contradictions)
- Where are the confluxes (where continuity + flux coexist)
- Where do we relinquish control of our work and give in to the flow
- Where can we cut a new channel to create a new stream



Remember Clifford Lynch quote

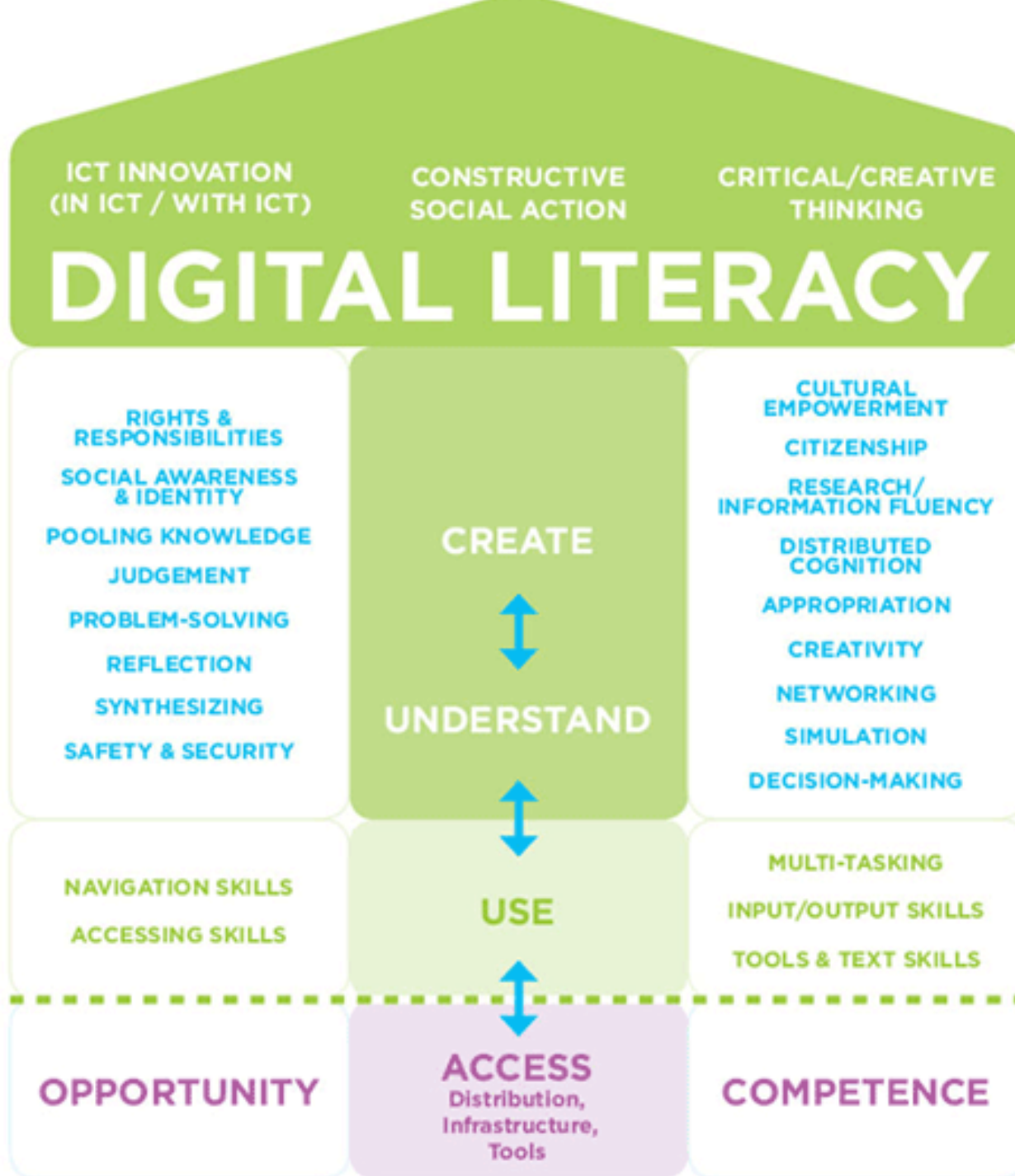
“...complex, confusing, time-consuming morass of funder mandates, institutional policies, **choices** about publishing venues, article processing charges, and questions as to whether or not to release preprints at various stages of the development of their work.”

Fieldhouse and Nicholas (2008) Digital Literacy as Information Savvy: The Road to Information Literacy. In Lankshear and Knobel, *Digital Literacies: Concepts, Policies and Practices*. Peter Lang, p. 64.

“But is savviness enough, or do we need more than that to **successfully navigate the virtual environment** and find appropriate information? Such navigation skills become increasingly significant as the need to become informed citizens through lifelong learning pervades education, the workplace, and our personal lives. The importance of **making successful information choices** perhaps renders being “savvy” insufficient, and we need to develop our knowledge and experience further so that we can make value judgments about the quality and relevance of information and become information “wise.” ”

“We will facilitate the development of student **capabilities to navigate a complex information landscape**, question the authenticity and reliability of unfiltered information, engage with scholarly publications and assume greater control over their own learning.”





CANADA'S CENTRE
FOR DIGITAL AND
MEDIA LITERACY

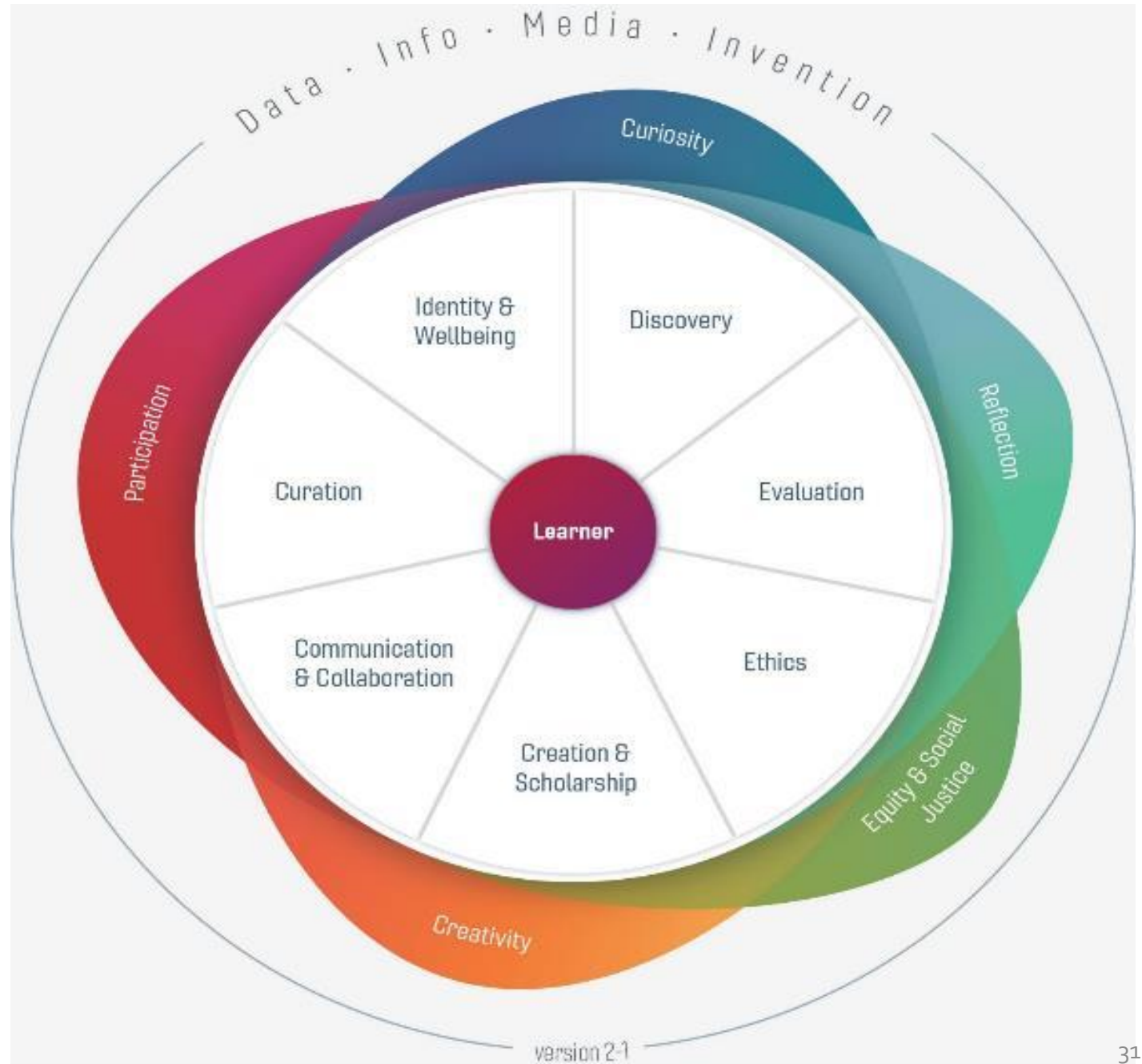
<http://mediasmarts.ca/digital-media-literacy-fundamentals/digital-literacy-fundamentals>

Virginia Tech

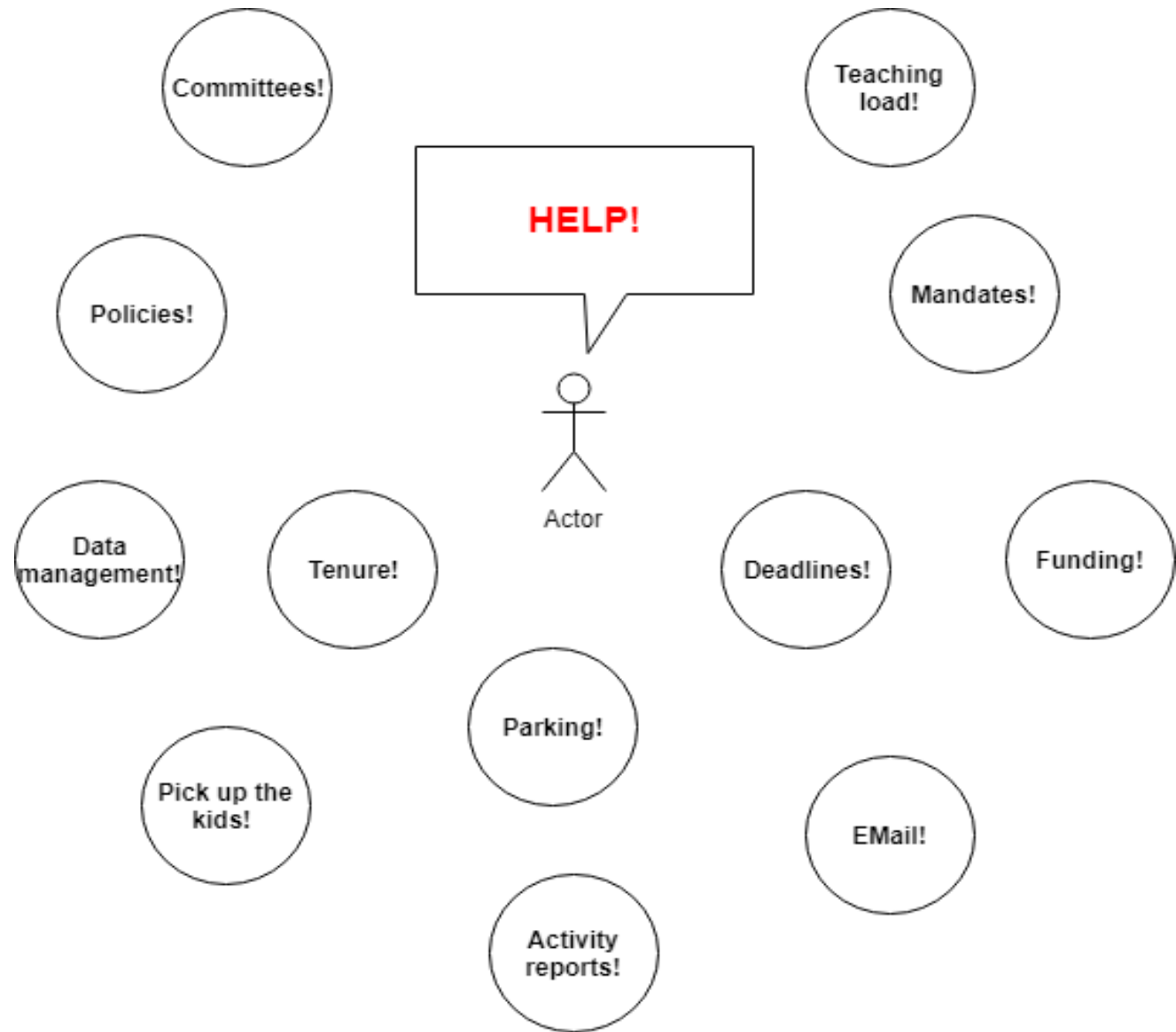
<https://lib.vt.edu/research-learning/digital-literacy.html>

“The goal is to empower learners to **navigate** a complex digital world as both consumers and creators, enabling them to achieve their personal, academic, and professional goals.”

vtnews.vt.edu/articles/2018/03/univlib-digitalliteracy.html (March 8, 2018)



Navigation and decision-making



Identities and Roles

Identities and Roles

- We change identities and roles over time and depending on situation or context
- Some can be negotiated
- Some cannot – they are assigned to us



Identities – why they matter

- Whether we choose them or they are assigned to us:
 - We have to live with them
 - Some identities travel with us
 - Some compromise our privacy while enhancing our visibility

Roles – why they matter

- Each of us has a role to play in:
 - Creation
 - Sharing
 - Informed interpretation and
 - Application of information and knowledge
- Every role has responsibilities and expectations
- May have more choices in the the roles we play

Identities and Roles

Identities are:

- Formalized
- Codified
- Recognized
- Specified

Roles are:

- Situational
- Contextual
- Dynamic
- Temporal

If it has an identifier or classification or registration or designator it is an identity

- Driver's license
- SSN
- Employee ID
- User name
- Rewards member number
- Avatar
- Voter card



YOUR NEW VOTER CARD

YOUR ELECTION DAY POLLING PLACE IS:

▼ Your New Voter Registration Card ▼

VOTER'S CERTIFICATE OF REGISTRATION
ISSUED BY **NANCY SCHULTZ VOOTS**, WILL COUNTY CLERK
www.thewillcountyclerk.com

Date of Issue: _____
Precinct: _____

EXERCISE YOUR RIGHT TO VOTE

POLLING PLACE LOCATION & ADDRESS

Signature: _____
If address changes within Will County, please complete reverse side and return.

▲ FOLD HERE ▲

THE POLLING PLACE FOR YOUR ADDRESS IS:

★ YOU WILL BE NOTIFIED IF YOUR POLLING PLACE CHANGES ★

VOTING DISTRICTS: _____ TAX CODE: _____

CONGRESSIONAL STATE SENATE REPRESENTATIVE COUNTY BOARD

VOTING DISTRICTS

Will County Clerk's Office
302 North Chicago Street
Joliet, Illinois 60432

Sincerely,
Nancy Schultz Voots
Nancy Schultz Voots
Will County Clerk

PRECINCT

Line, Detach and Keep



First Class
PRST
U.S. Postage
PAID
Joliet, IL
Permit No. 399

RETURN SERVICE REQUESTED

This is your 2016 Will County Voter Identification Card which we are mandated to issue every two years. We are now required to update your registration address based on information we received from the U.S. Postal Service **National Change of Address (NCOA)** database. If you **REJECT** this change, please contact us immediately using one of the methods found on the reverse side of this card.

You may want to consider being an Election Judge on Election Day. This is a rewarding experience to serve your community and earn some extra income. Sign up today using the application on the reverse side of this card.

Remember it is your responsibility to keep your voting address current with my office. By doing so, you will have several options for casting your vote for each election.

- **Vote by Mail Ballot** - Request your ballot now using the request form for the upcoming election and vote in the privacy of your home. Request form can be found on the reverse side of this card.
- **Early Voting** - Beat the lines on Election Day and vote in-person at the designated Early Voting sites listed on your Voter Information Guide sent prior to each election.
- **Election Day Voting** - Visit the polling place identified on this card to cast your ballot. Polls are open from 6:00 a.m. to 7:00 p.m.

The choice is yours ... just VOTE!

Visit our website for any election related information.
www.thewillcountyclerk.com



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Academic Identities such as:

- Librarian
- Faculty
- Staff
- Research Scientist
- Advisor
- Dean
- Inventor
- PI
- Tenure status
- Author (tricky!)
- ORCID
- Twitter handle
- Member number
- Profile (LinkedIn, Google Scholar, ResearchGate, Academia.edu)

Standards - CASRAI

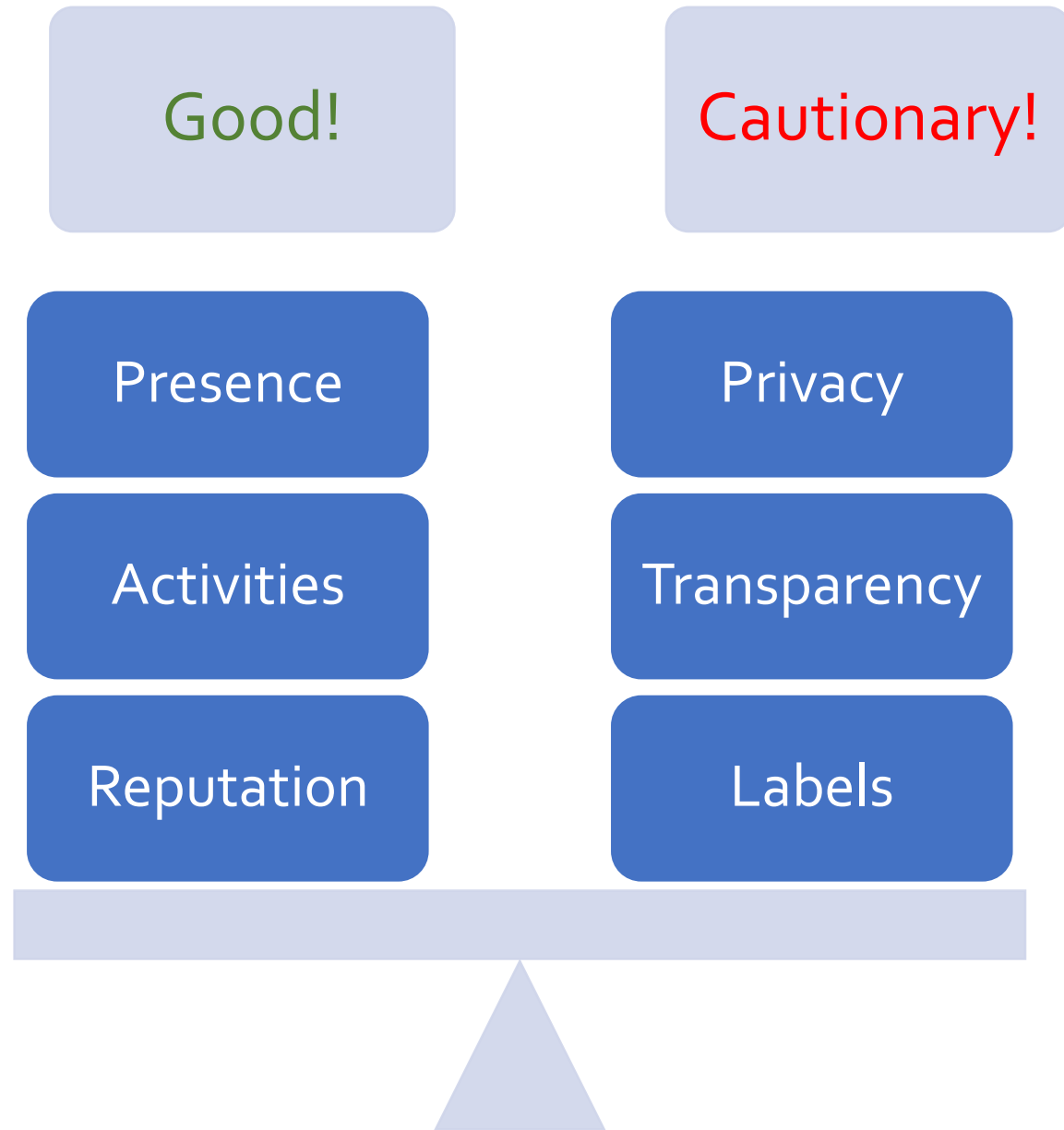
- CRediT ([Contributor Roles Taxonomy](http://docs.casrai.org/CRediT)) is a CASRAI activity that brings together a diverse set of stakeholders with a common interest in better understanding and communicating the different kinds of contributor roles in research outputs. <http://docs.casrai.org/CRediT>
- Contributor roles dictionary
http://dictionary.casrai.org/Contributor_Roles



High Energy Physics	Author list is in alphabetic order, no precedence can be interpreted. Names may include engineers as well as researchers, in this case we could add Bercow, a PhD student who ran the experiment and took care of writing computer algorithms, ensuring the integrity of the data and selecting candidates for trials, etc...
Economics, some fields within Social Sciences	Author list is in alphabetic order, no precedence can be interpreted.
Life Sciences	Smith the postdoc did most of the experimental work, but Thorisson was the principal investigator who led the scientific direction of the work. The alphabetical order is coincidental.
'Standard' order	Smith is the senior researcher who did most of the work. Taylor was subordinate to Smith, Thorisson is subordinate to Taylor. The alphabetical order is coincidental.

The challenges Round Defining Authorship – You Have Your Say. <https://www.elsevier.com/authors-update/story/publishing-trends/the-challenges-around-defining-authorship-you-have-your-say>

Managing and balancing identity



Data Analytics and Datafication

- People

- Identities
- Roles
- Creations
- Reputation markers
- Data

- Organizations

- Unique identifier
- Employees
- Data

- Things

- Unique identifier
- Metrics
- Data

In some situations you and your identity will become



Publishers and vendors make money from:

- Your research (article, book, etc.)
- Data
- Collections
- Citations

- Selling citations (indexes, aggregations)
- Reselling content and collections (book reviews)
- Selling data

Microsoft Academic

Microsoft Academic

Log in with an identity service provider:

 Sign in with Twitter

 Microsoft | Account

 Sign in with LinkedIn

 Sign in with Google

 Log in with Facebook

By continuing, you accept the Microsoft [Terms of Use](#) and [Privacy Policy](#).

Remember the voter id?

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VOTER'S CERTIFICATE OF REGISTRATION
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Visit our website for any election related information.
www.thewillcountyclerk.com

Sincerely,
Nancy Schultz Vootts
Nancy Schultz Vootts
Will County Clerk

Mixed Sources
Recycled Paper
FSC

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Role:

Participate in election
by voting

Identities and Roles

Identities are:

- Formalized
- Codified
- Recognized
- Specified

Roles are:

- Situational
- Contextual
- Dynamic
- Temporal

Academic institutions tend to split people into two primary groups:



Faculty

OR



Student

One dimensional

Promotes Stereotypes and assumptions



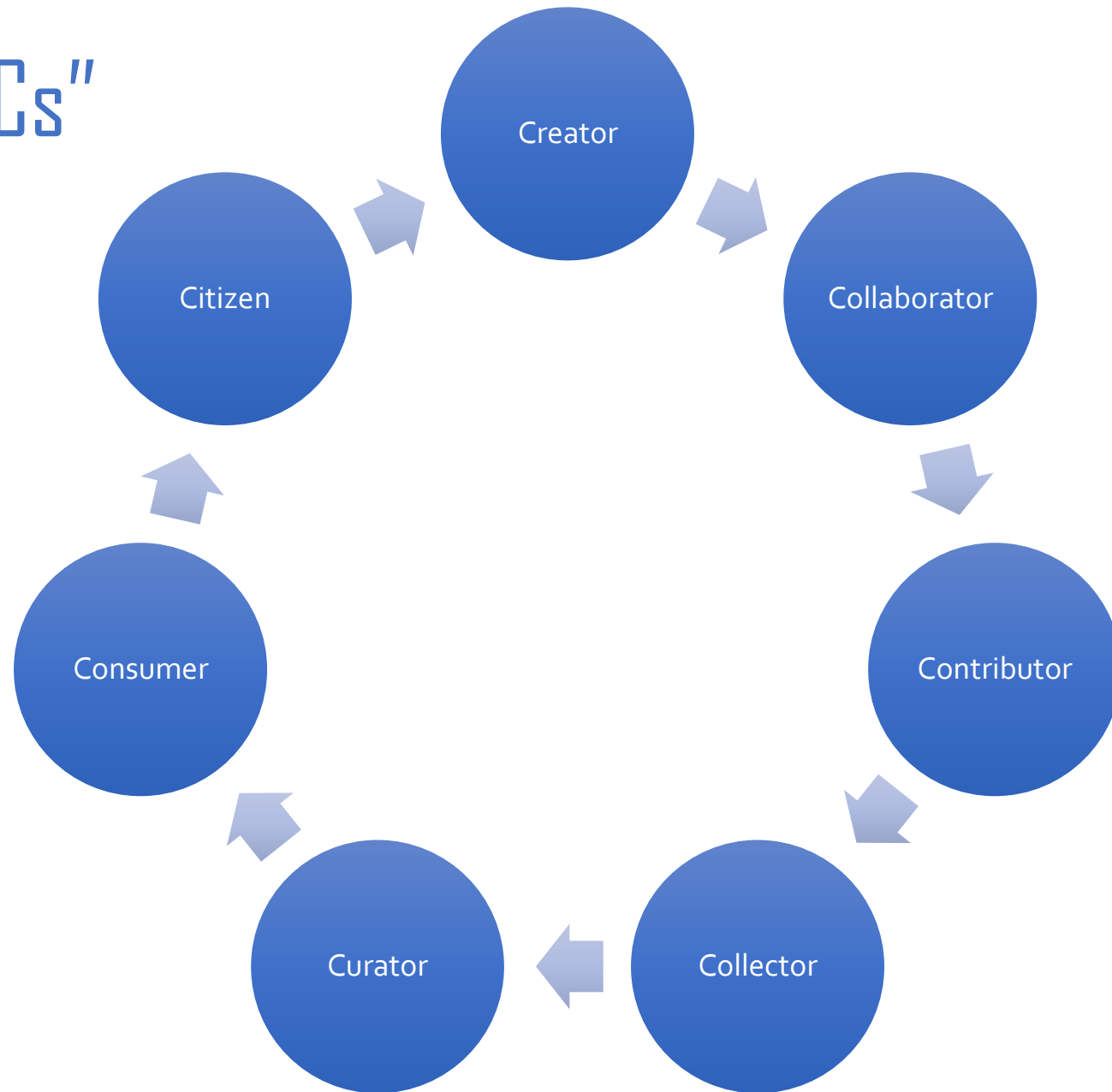
Faculty

OR

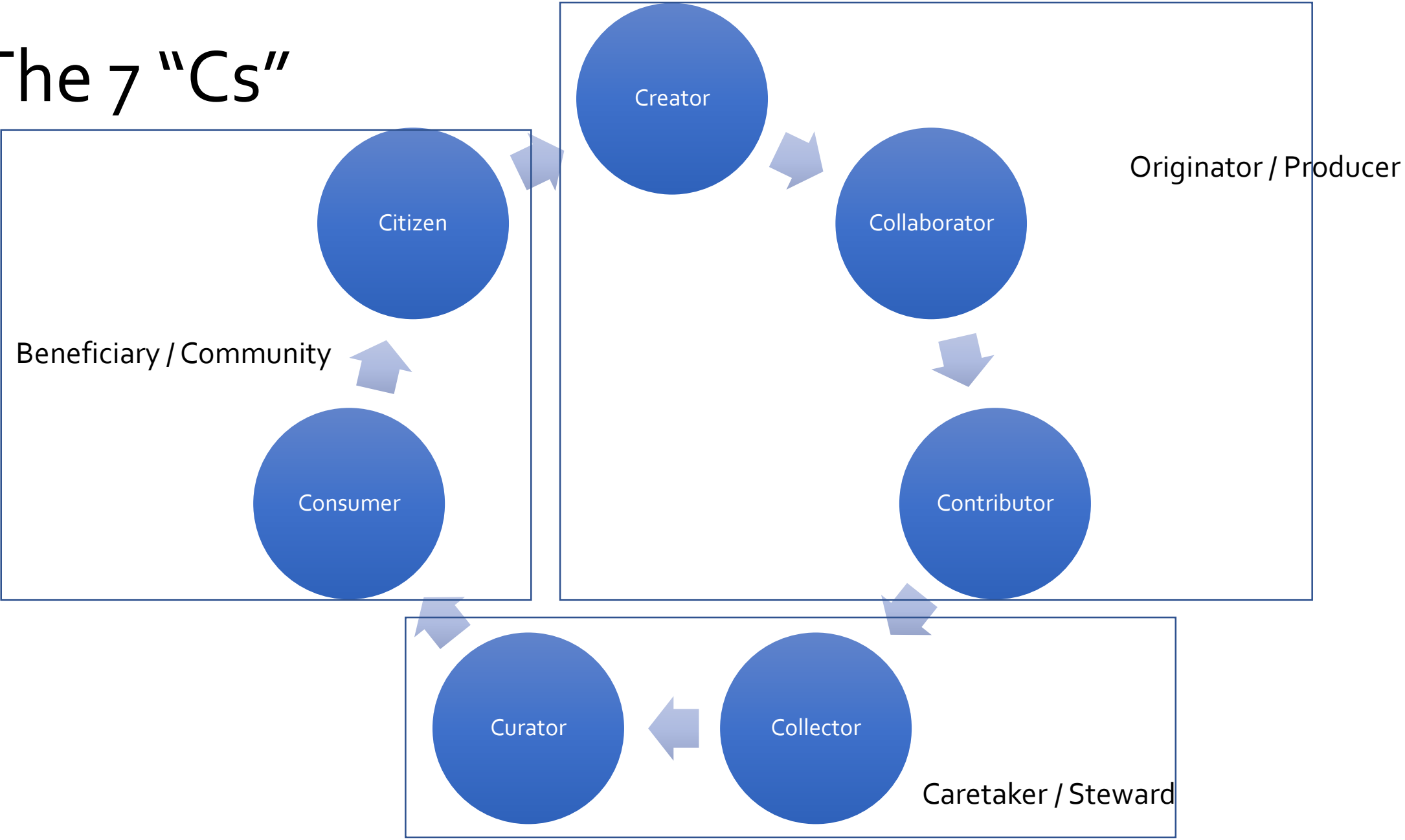


Student

Roles - the 7 "Cs"



The 7 “Cs”



Identities and roles

- Having multiple roles and identities is a part of our personal and scholarly life
- Roles and identities are not the same but are not mutually exclusive
 - Roles shift and are dependent on context and situation
 - Identities may be more fixed and codified
- In scholarly communication, both are becoming more defined and subdivided
- Responsibilities and expectations are associated both with roles and identities
- Complex environment affects our roles and identities
 - Academic, professional, governmental, funding-based, etc.

Where and how
to situate
all of this?

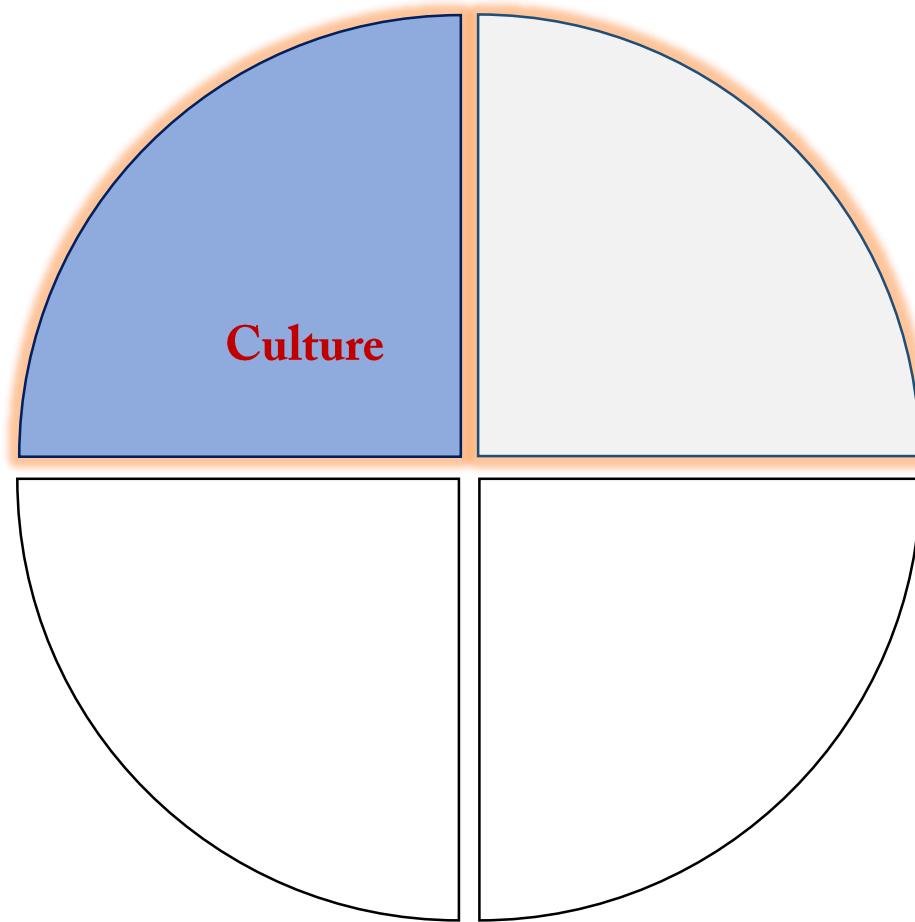


Scholarly Communication Framework

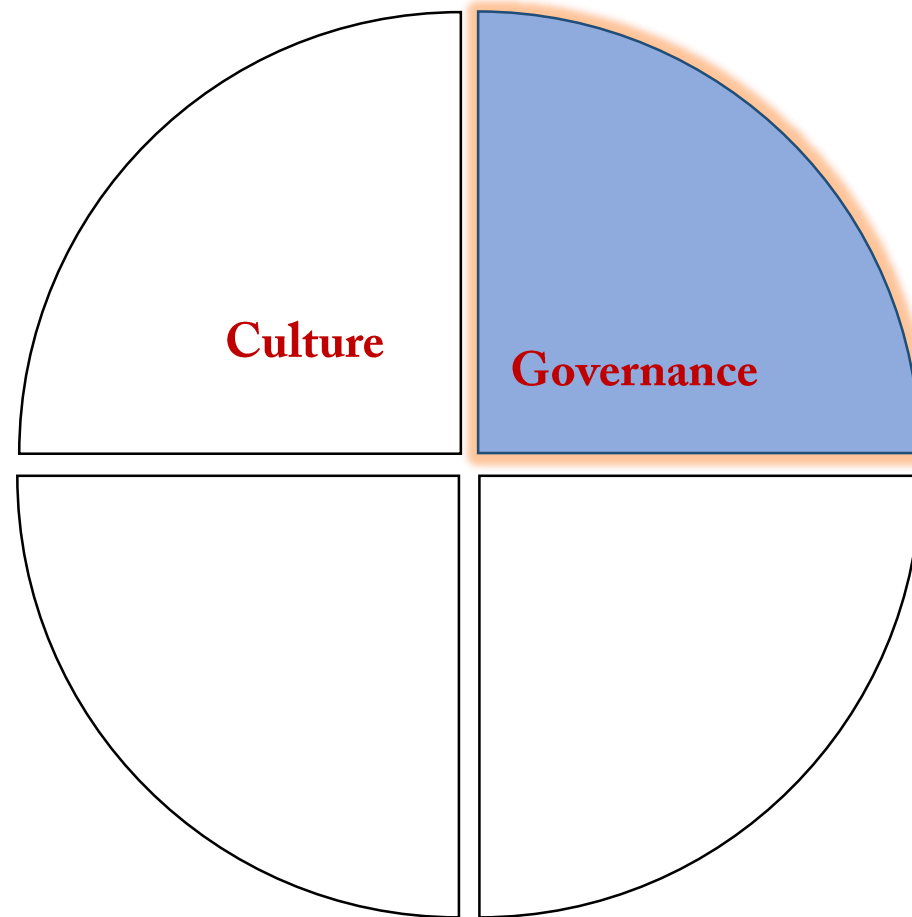
- Multi dimensional (four frames)
- Navigational, interdependent structure and dependencies
- Not a cycle or workflow
- Agnostic as to
 - Format
 - Discipline
 - Technology
 - Workflow
- Visual representation

Scholarly Communication Framework

Culture derives from history, traditions, beliefs, and values and sets expectations of practices, quality, access, ownership, and application of scholarship in both the private and public spheres.

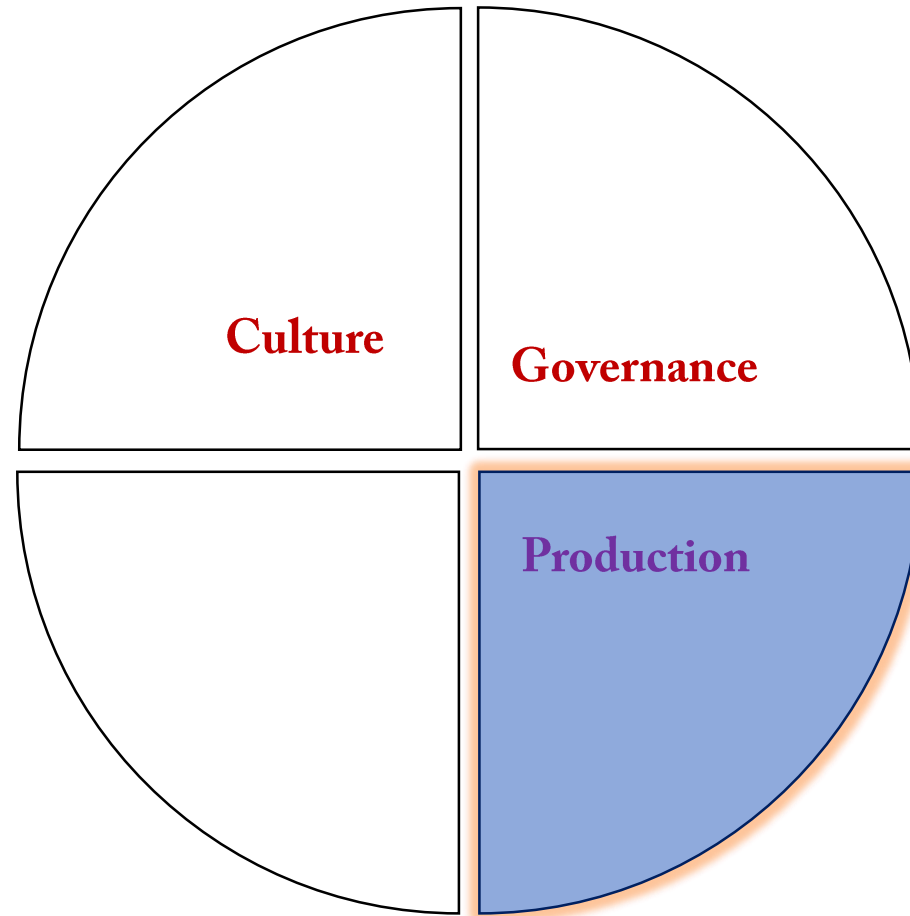


Scholarly Communication Framework



Governance includes the rules, standards, policies, economic models, laws and regulations that determine what is permissible and eligible in the creation, ownership, dissemination and preservation of scholarship. It derives from culture, principles, community norms and expectations.

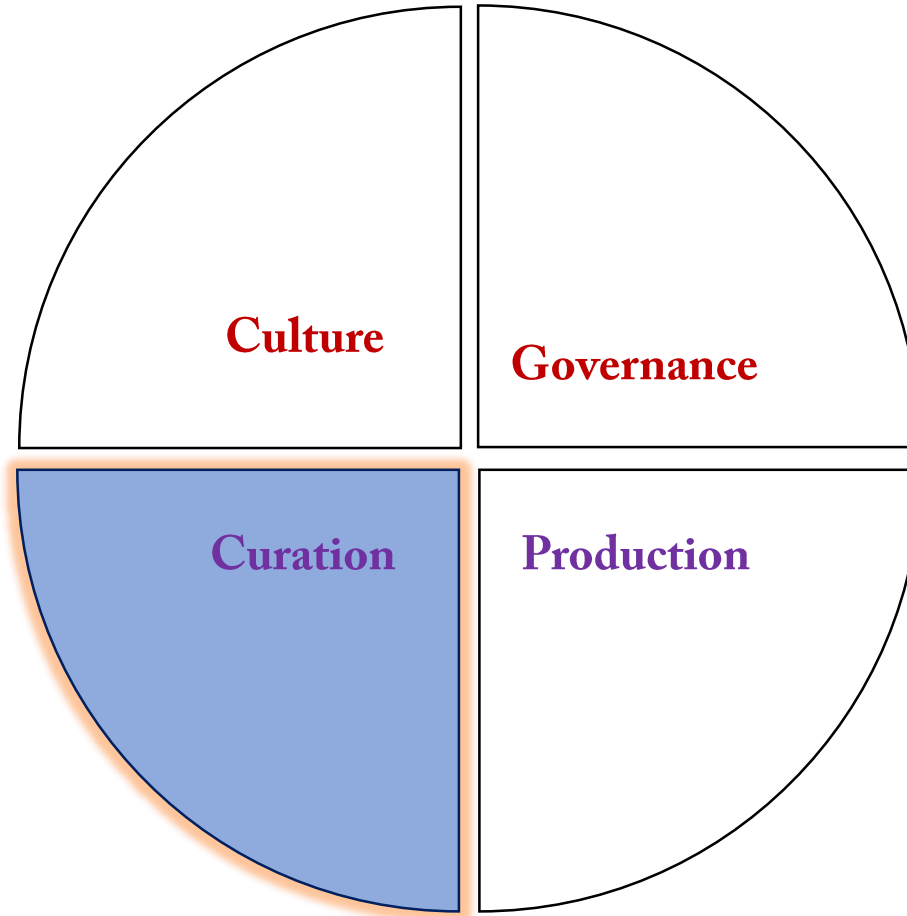
Scholarly Communication Framework



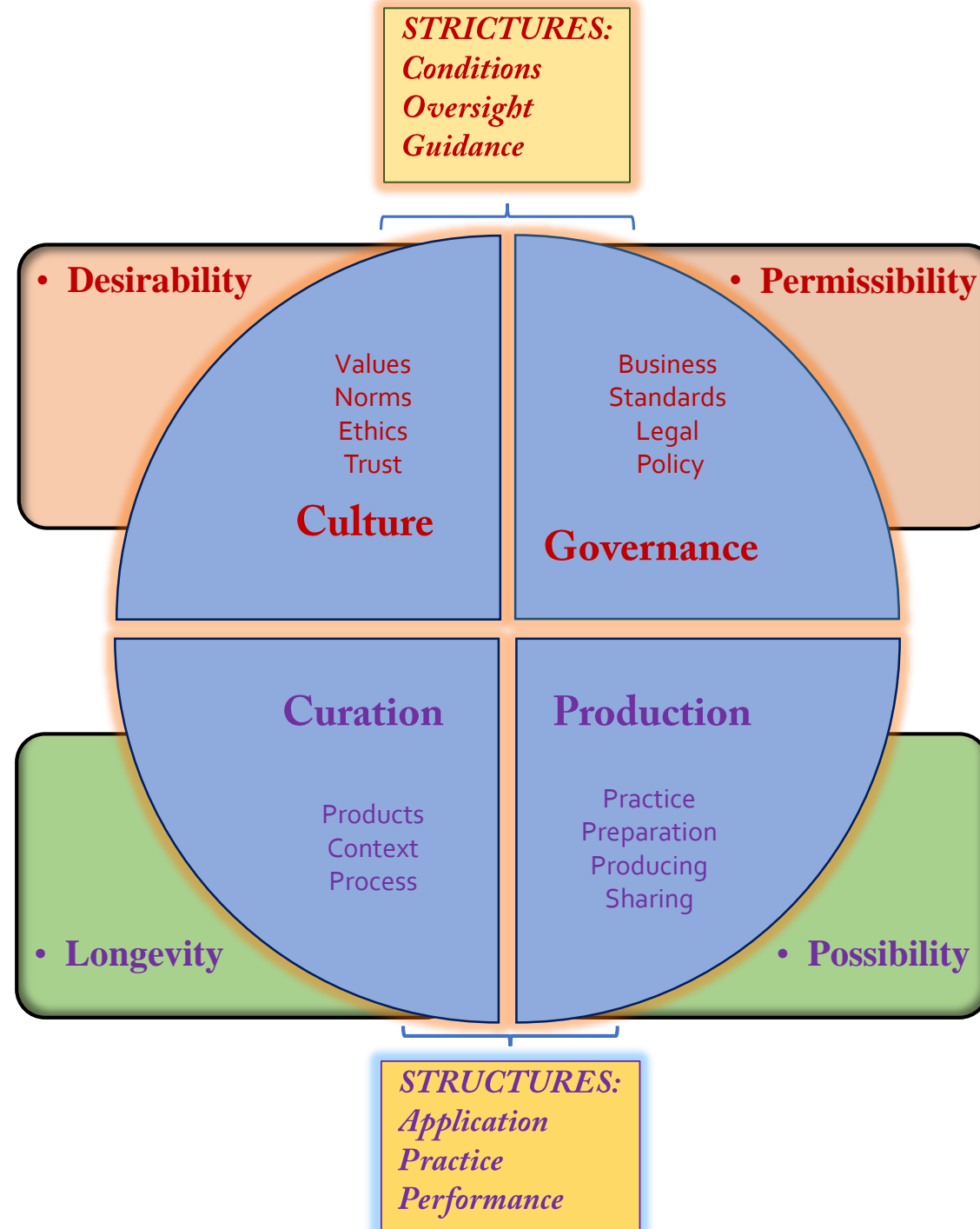
Production encompasses scholarly research and practice, and the creation and support of scholarly products, platforms, and tools based in the recommendations and directives of established by governance.

Scholarly Communication Framework

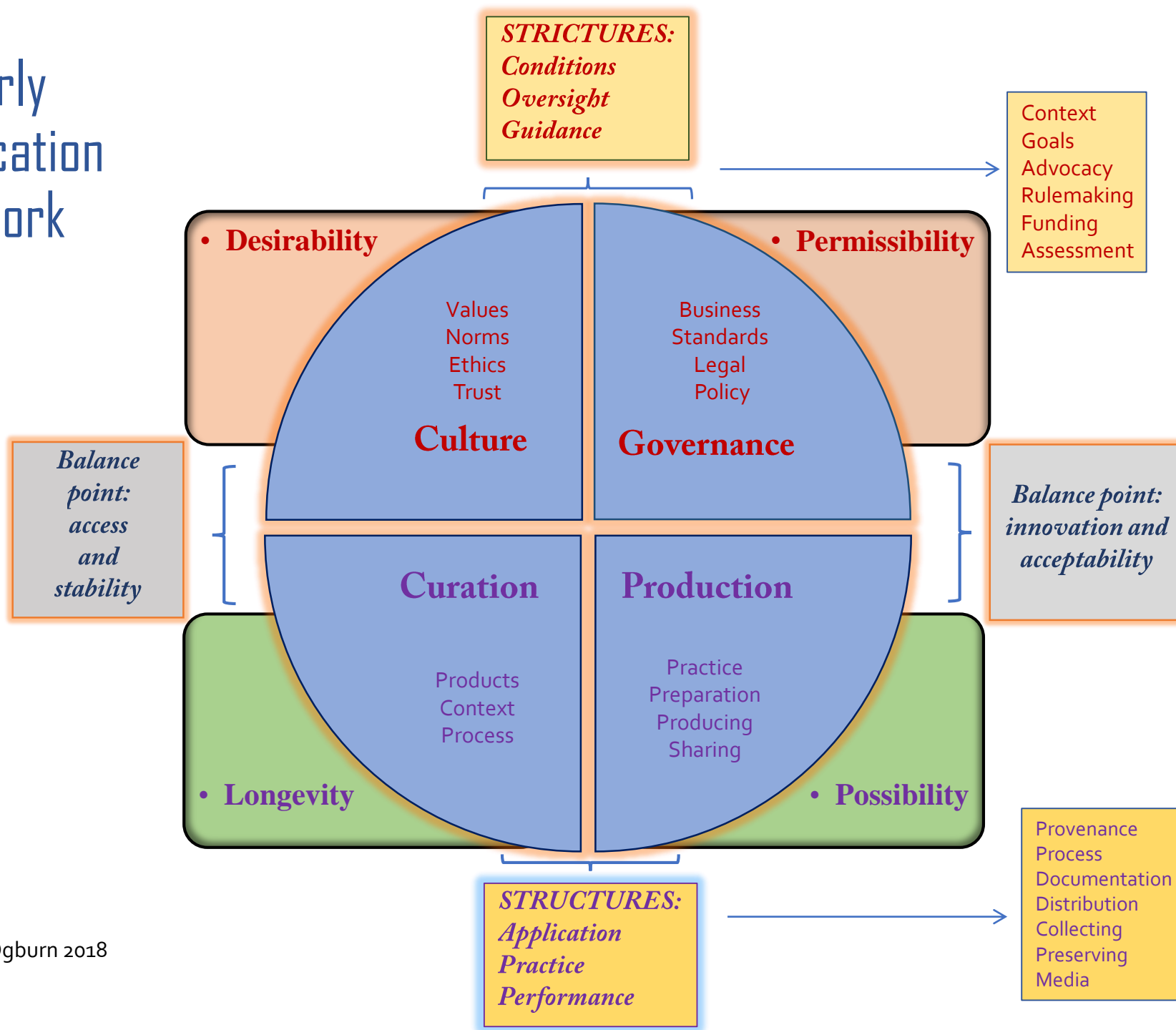
Curation addresses the long term value, impact and access to scholarly resources and supporting materials, addressing the questions of what is kept, why, by whom, how, for how long, and for what purposes.



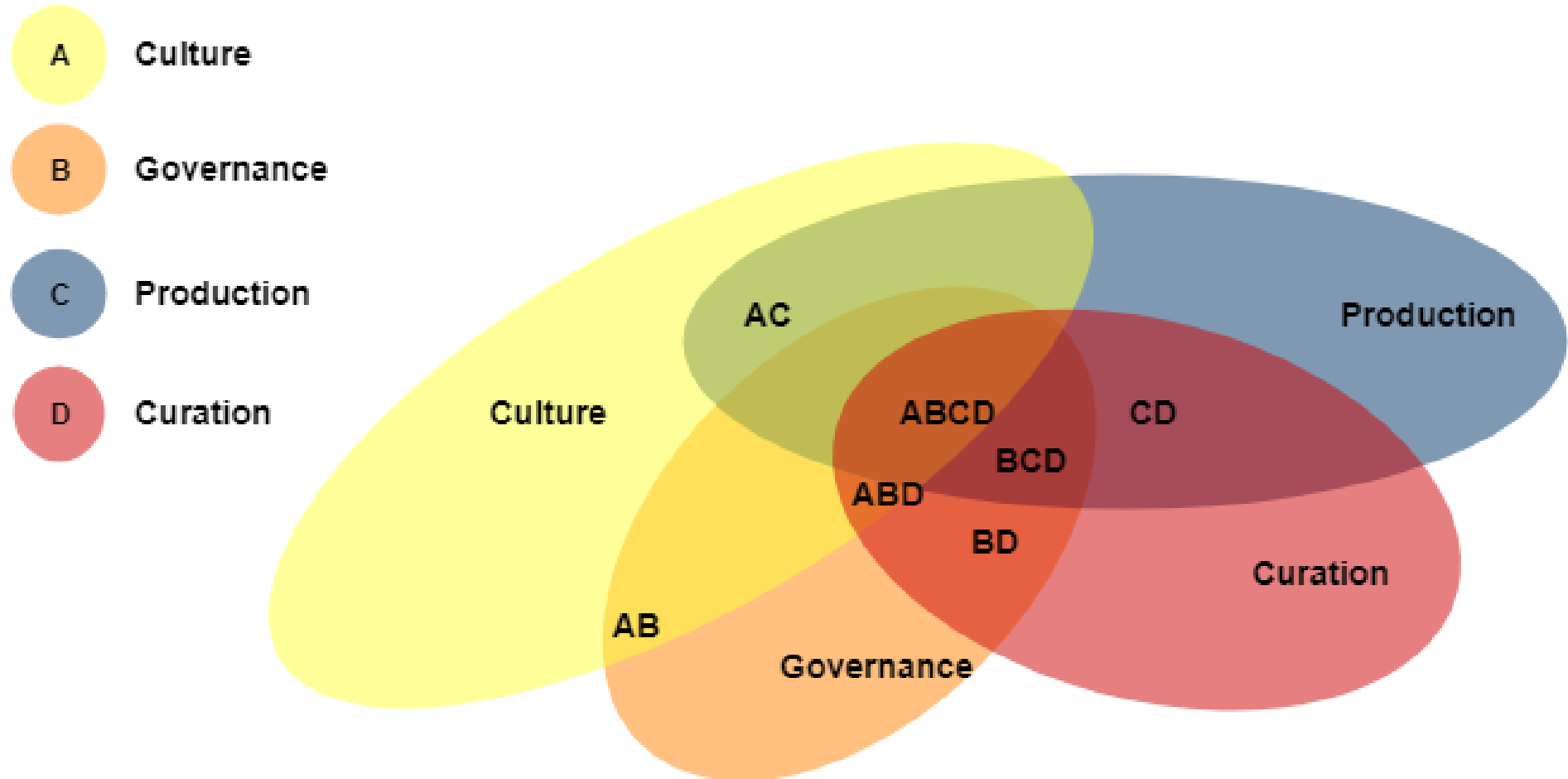
Scholarly Communication Framework



Scholarly Communication Framework

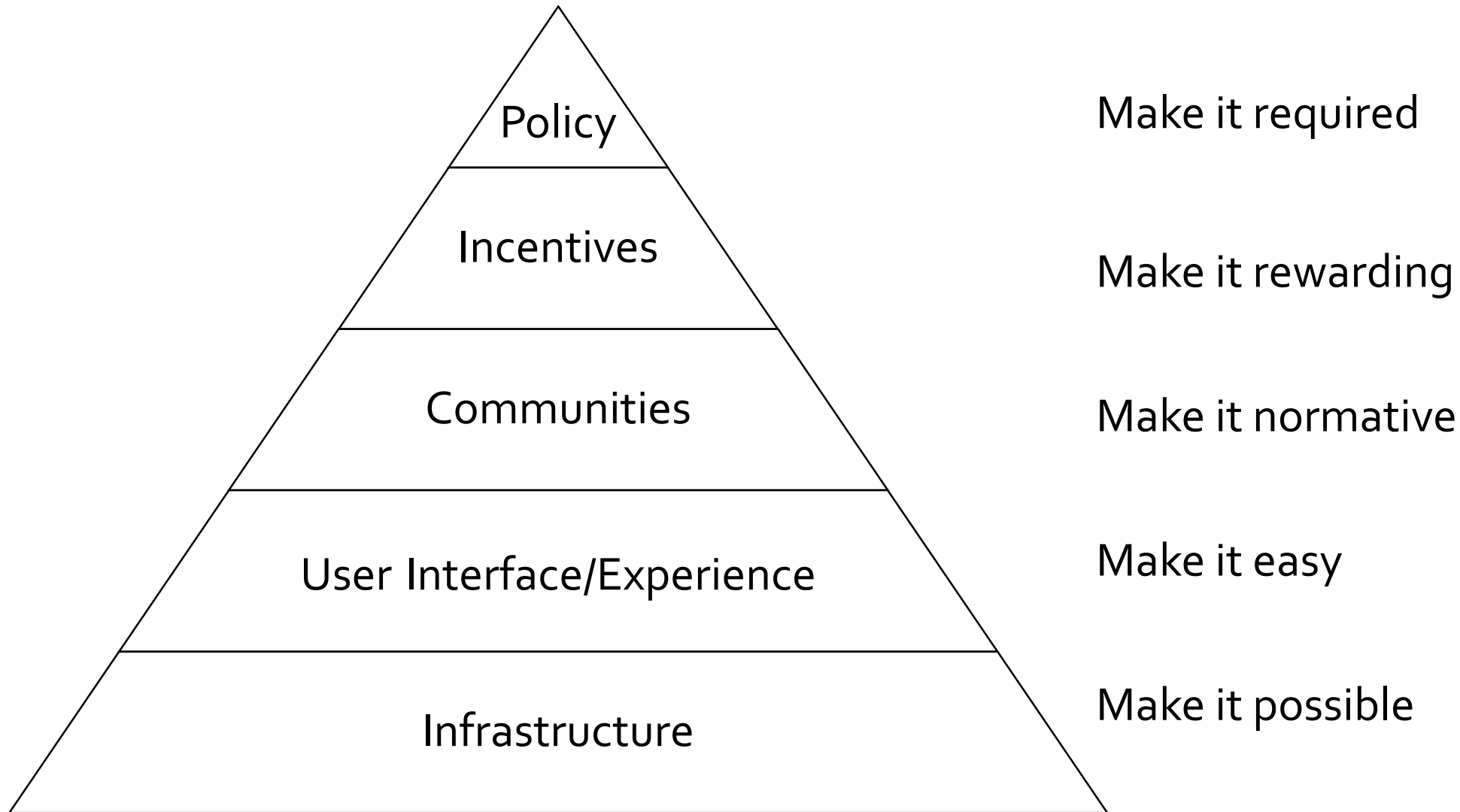


Also like this?



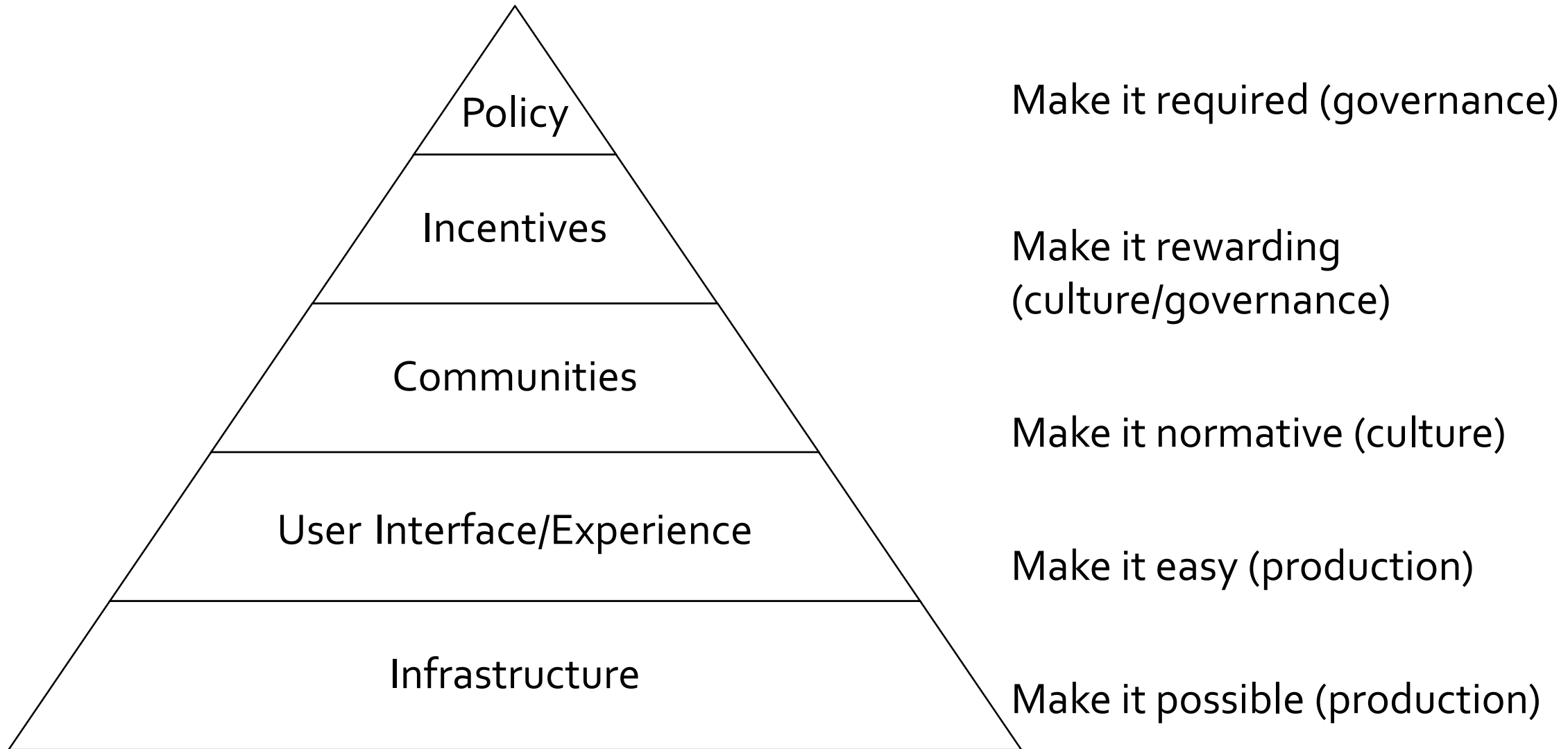
Nosek (2018) Changing Research Culture. MIT Grand Challenges.

<https://assets.pubpub.org/5nv70lmd/01521405455055.pdf>



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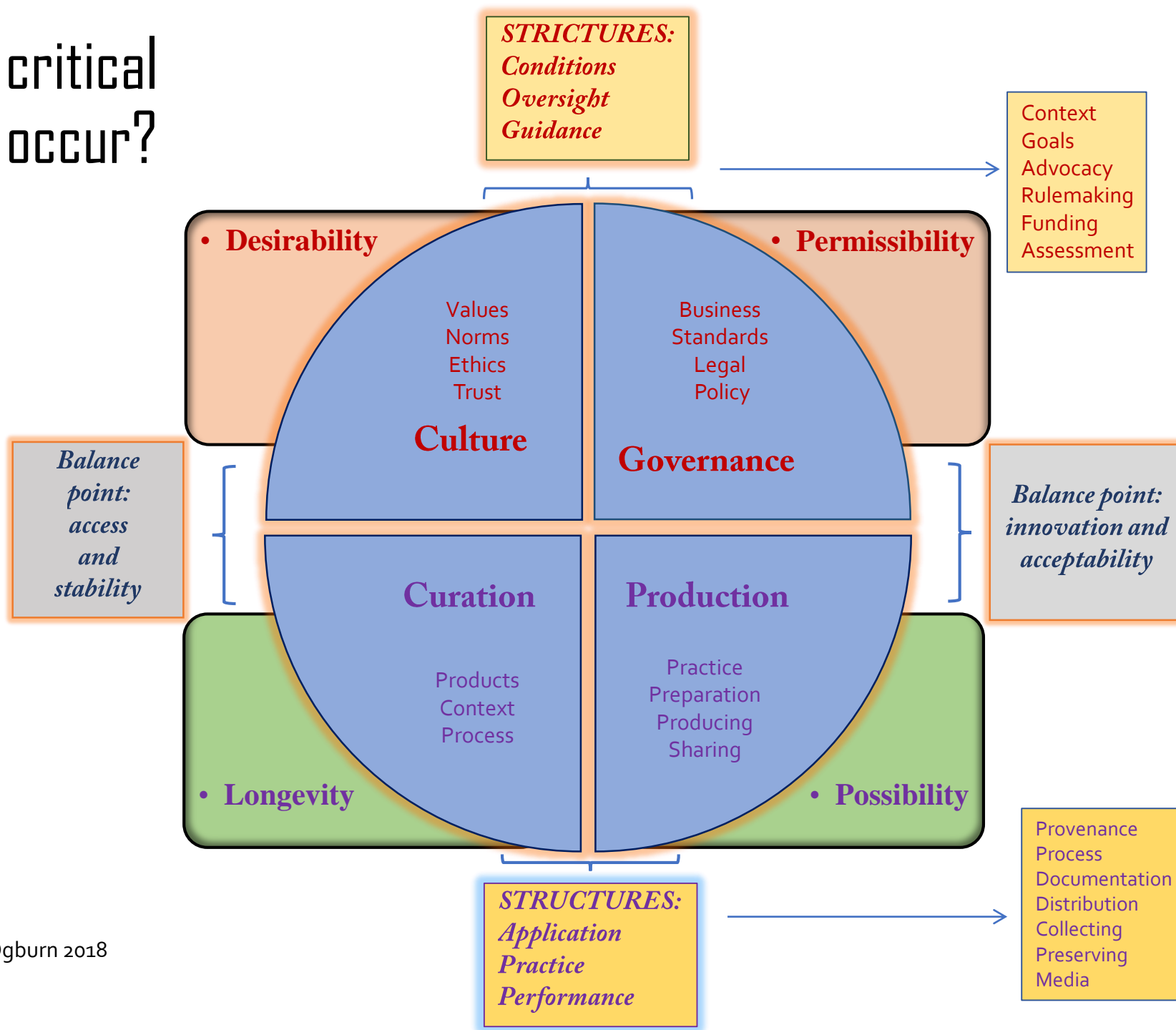


WATER and FLOW as metaphor

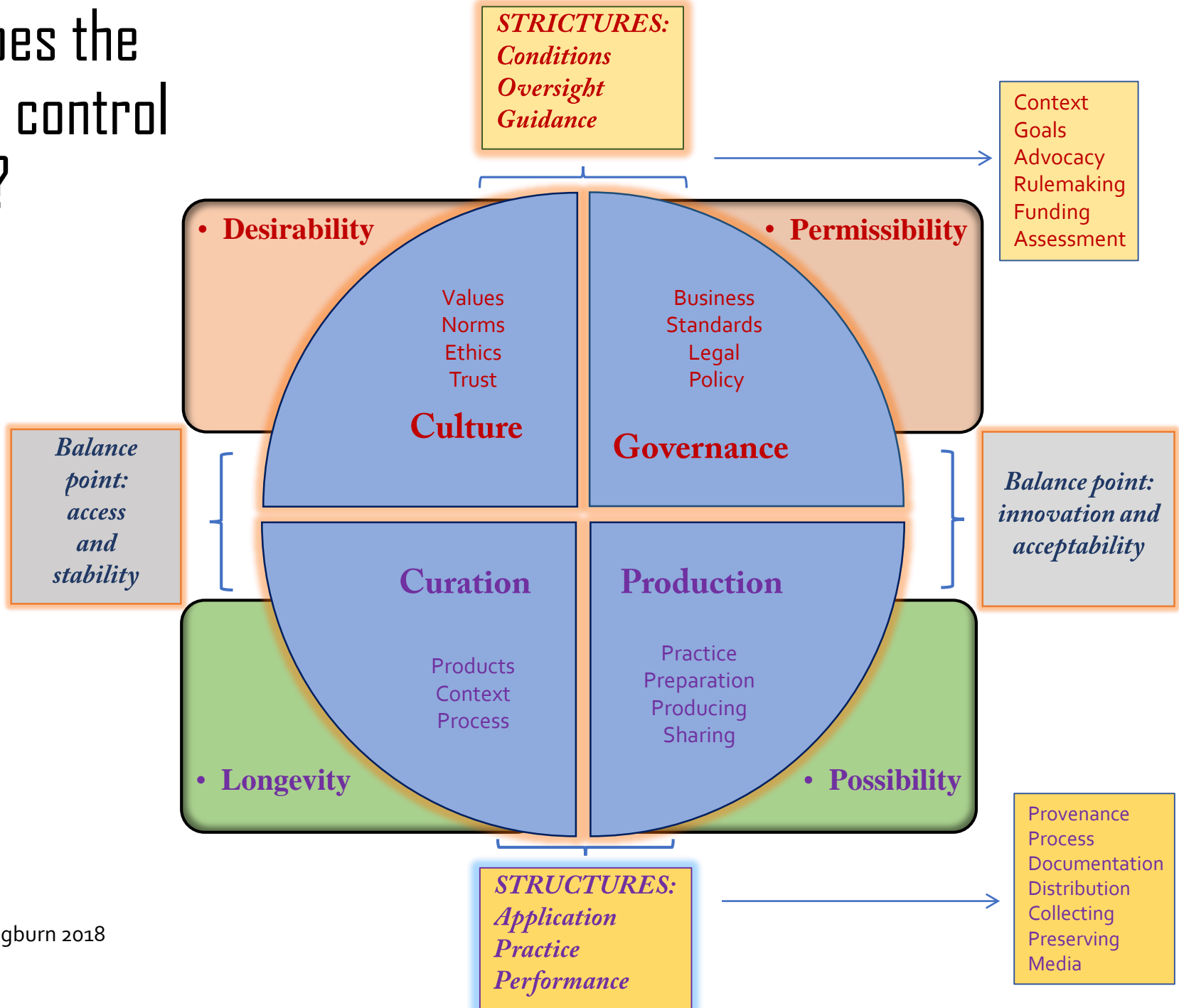
- Charting a course
- Key decision points
- Risk assessment
- Where are the rapids (conflicts and contradictions)
- Where are the confluxes (where continuity + flux coexist)
- Where do we relinquish control of our work and give in to the flow
- Where can we cut a new channel to create a new stream



Where do critical decisions occur?

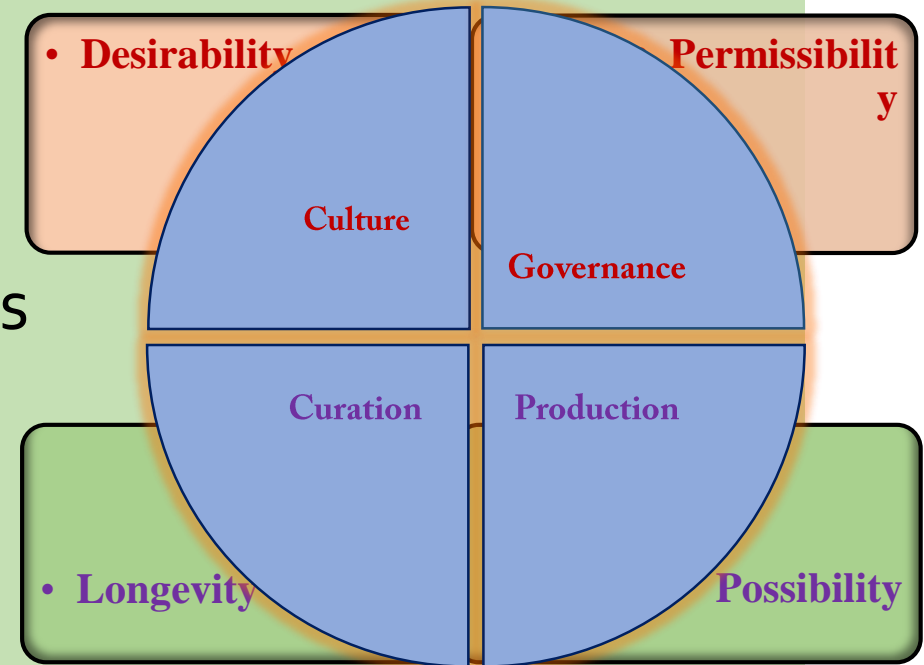


Where does the power and control lie?

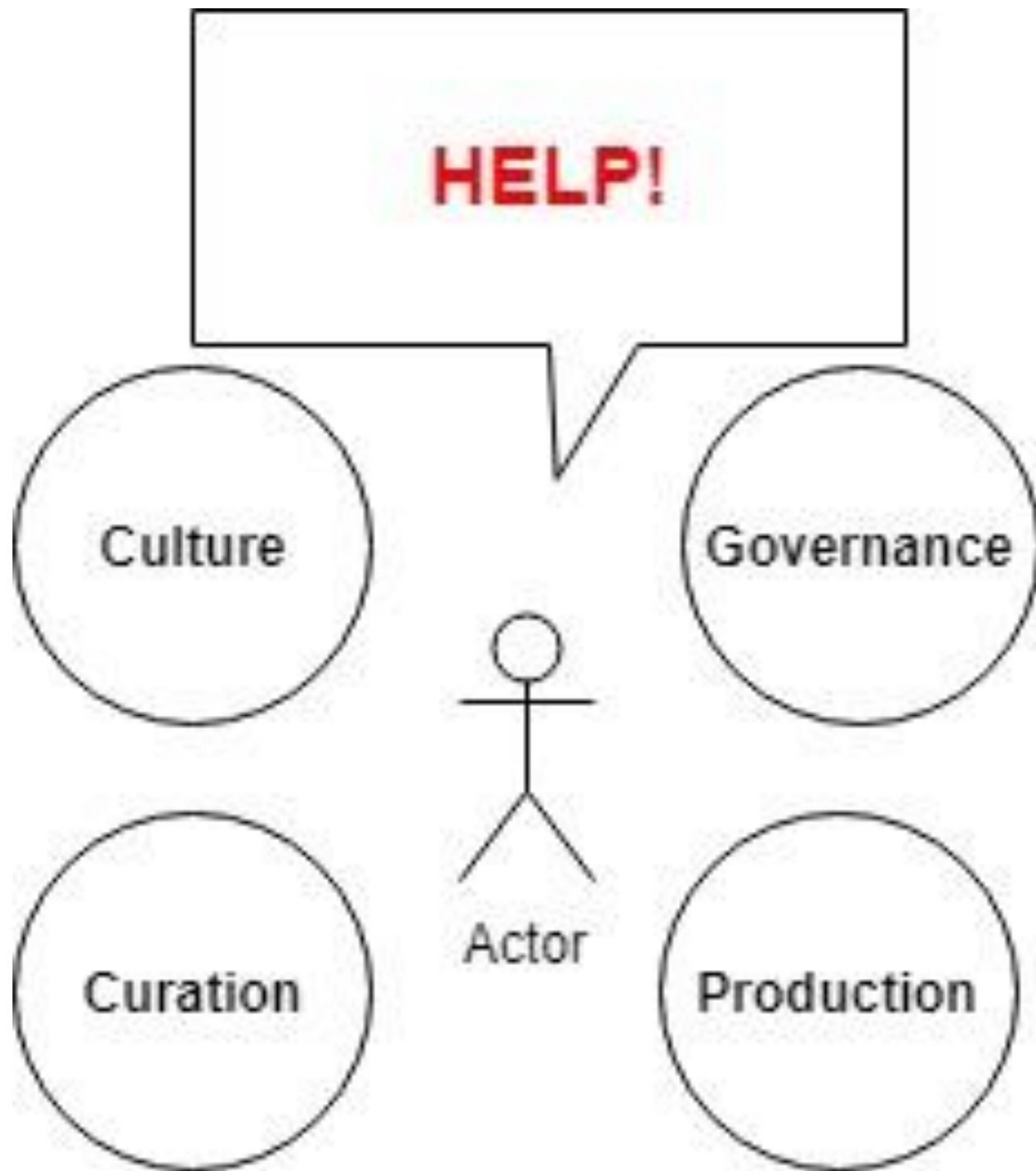


Decision points

- What to create and how
- How to get funding
- Where to disseminate and how
- How do these decisions align with our values
- Whose values
- Innovation vs. conformance



Navigation skills



Navigation as decision making through

- Interaction (influence, creation, modification, contribution, sharing, manipulation)
- Collection (identification, selection, gathering, organizing, marking, saving)
- Exposure (visibility, dissemination, identity, tracking, privacy, security, surrogates, data, public)
- Learning (discovery, adaptation, interrogation, constructing knowledge and meaning, sense-making, following pathways)
- Authenticating (verification, provenance, context, reproducing)
- Risk assessment (stakes, rewards, incentives, motivations, expectations)

Decision trees?

- Options
- Consequences and impacts (upstream and downstream)
- Mapping to values
- Identification of key decision and leverage points
- Acknowledgement of balance and tension points
- Drivers behind decisions
- Where negotiation is possible
- Responsibility
- Leverage

Control

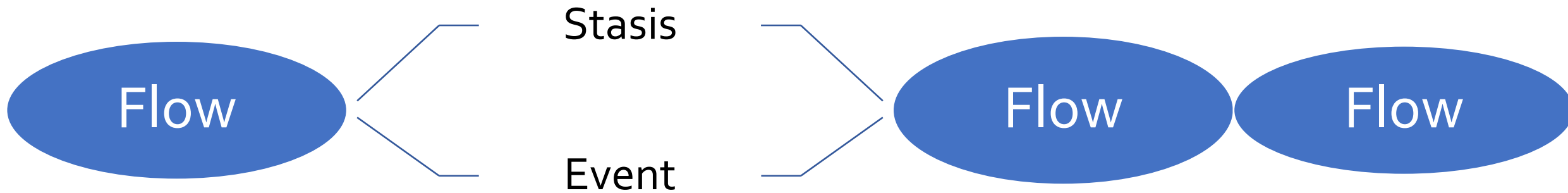
More control

"One Click
Submission
Singularity"

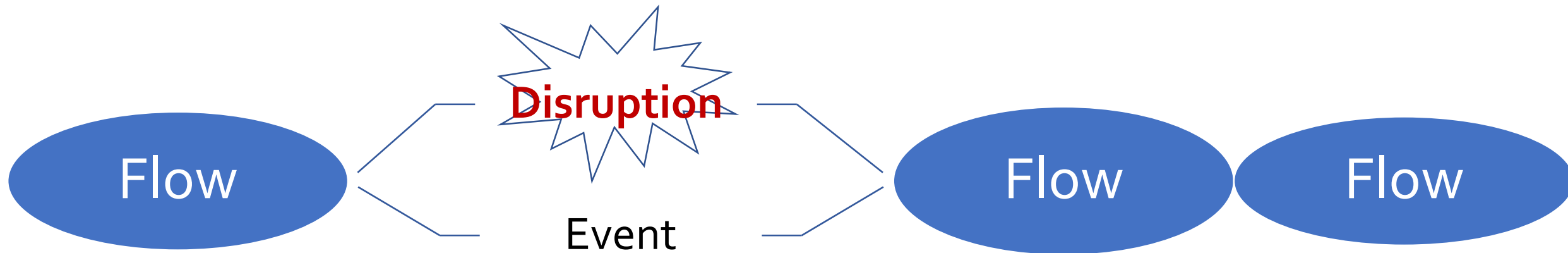
Less control

Control of rights, usage, re-use, sharing, identity, derivative data, short term and long term, etc.

Decision points



Decision points



Navigation, pathways, decision making and
consequences
depend on your role or identity
at any given time, place
or situation.

And they are influenced by

- Power structures
- Control mechanisms
- Where authority lies
- Status
- Transparency of structures and mechanisms

Emerging insights

- Ethnography of scholarship
- Socio-Cultural considerations and elements

Research Articles

Ethnographic approaches to the practices of
scholarly communication: tackling the mess of
academia**Author:** Donna M Lanclos 

Abstract

In my anthropological research in academic libraries, and in higher education generally, I have encountered a contrast between the ways that institutions approach the information systems they build and buy, and how people use those systems. Confronting the ‘mess’ of people’s everyday practice is a necessary first step towards more effectively connecting people to the resources they want and need. Here I discuss some of the ways to visualize and embrace the actual practices of people, in physical and digital contexts.

Based on a breakout session presented at the 39th UKSG Annual Conference, Bournemouth, April 2016

JUMP TO

0 COMMENTS

[Abstract](#)[Institutions, individuals and mapping the mess of practice](#)[Mapping digital practices](#)[Letting go of content and control](#)[Abbreviations and Acronyms](#)[Acknowledgements](#)[Competing Interests](#)[References](#)<https://insights.uksg.org/articles/10.1629/uksg.316/>

Socio-cultural elements

Employability

Devaluing of education

Power distribution and control

Neoliberalism

Intellectual freedom

Social movements

Value of quantification

Privacy and people as data

Global South

Human rights

Class

Status

Gender

Inclusion

Privilege

Colonial legacy

Wrap up

- Scholarly communication is not just a cycle
- It is a cultural construct subject to cultural dynamics
- Interplay between culture, governance, production, and curation (with contradictions)
- Focus on production to promote change, not all dimensions
- Curation is often under-considered and –resourced
- Roles and identities are overlooked or simplified
- Growth of scholarship is big business and big data
- Digital literacy is a way to understand navigation and decision-making
- Socio-cultural contexts, consciousness and considerations on the rise

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- Digital literacy may be a way to navigation and make decisions
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Goal of my research project

To achieve greater understanding of how to **navigate**
the environment of research and scholarship
in order to make **informed decisions**
as we create knowledge and meaning for ourselves and others.

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#scframes2018

