

SCHOLARLY PUBLISHING IS A BIG WORLD... WHERE DO WE FIT?

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You can find me:

On the Scholarly Kitchen:

<https://scholarlykitchen.sspnet.org/author/kawulf/>

On my blog: KarinWulf.com

On the OI's blog: <https://blog.oieahc.wm.edu/?s=karin+wulf>

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KNOW THE BUSINESS

- A lot of good advice will tell you to work collaboratively with as many people in as diverse a set of dimensions of your project as possible– workshop your research, give conference papers, share with your writing group– have a writing group!
- And work with good editors.
- I'm here to give you a slightly different sort of advice, which is to know something about the scholarly publishing business.
 - Scholarly Pub is a big business. Mostly it's about Science, and most of that is BioMed. Humanities publishing is a small slice. But a lot of the structure and economics and policies are framed by what's happening in that bigger world.
 - I'm going to talk SUPER briefly about Open Access, Metrics, and Online / digital publication. More in the Q&A I hope.
 - One more thing: most of us are pretty keen on expertise. Scholarly publishing has experts, too– try not to assume you know what you want out of it before you've read around a bit.

WHY I TALK ABOUT THE OI & THE WMQ

- The Omohundro Institute is a publisher.
- We co-publish books with the wonderful folks at UNC Press.
- But we independently publish the WMQ. Soup to nuts, we pay the costs, and that means we have a handle on the to the nickel cost of high quality scholarly journal publishing.
 - We have also been pretty energetic about using our analytics to explore issues about metrics, open access and the like. It's a case study like no other I know.

SOME BASICS: OPEN ACCESS

- Means many things!
- A philosophical and political position about free access and use of knowledge/ information
- Strictest meaning is online access for anyone, with a CC-BY license for derivative use.
 - Don't know what CC-BY means or how it relates to copyright? Don't know what derivative use means and how it relates to historical scholarship? YOU NEED TO KNOW. Check out Rick Anderson's excellent primer here: <https://www.historians.org/publications-and-directories/perspectives-on-history/november-2016/open-access-copyright-and-licensing-for-humanists-what-historians-need-to-know>
- A set of mandates from funders about how/ where researchers must publish
 - I've written a variety of pieces about why I think a monolithic approach to OA is problematic. Here's one: <https://scholarlykitchen.sspnet.org/2015/03/25/guest-post-karin-wulf-on-open-access-and-historical-scholarship/>
- On the OI's website a guide for UK academics and others on how to be REF 2021/22 compliant while publishing in US history journals: http://oieahc.wm.edu/wmq/oa_policies_UK.html
- Happy to take questions but....

A LOT OF PEOPLE USE OPEN ACCESS WHEN WHAT THEY REALLY MEAN IS...

- I'd like my work to be read by lots more people.
- Piker in Scholarly Kitchen: <https://scholarlykitchen.sspnet.org/2017/02/16/guest-post-joshua-piker-comparing-apples-and-oranges-floors-and-ceilings-in-digital-scholarship/>
- Looking at Harvard historian Vincent Brown's website on Slave Revolt in Jamaica, 1760-61: <http://revolt.axismaps.com/project.html>
 - Brown in a piece in the AHR noted that he'd have submitted this piece to the WMQ but by being online it had 33k views in one day. Whereas by his calculation one of the most read WMQ article of the previous several years, Dan Richter's 1983 "War and Culture: The Iroquois Experience" had been read about 2k times/ yr. | 2012-15
 - Piker did a close analysis that's worth reading. 1 word: longevity. And if I had second it would be : multi-platform. Richter's article appeared in a wide variety of places. By his calculus it easily topped by sheer numbers –but a lot more impressively with depth of engagement.
 - That's not to say anything about digital scholarship, which is an incredibly important development!
 - The point here is not to assume what will get more circulation of your work.

SOME BASICS: METRICS

- At this point in your career, what should you know and care about metrics?
 - Metrics are ways of evaluating scholarship.
 - Insidious form is that some day someone might look at your scholarship and say, hey, you didn't publish in a journal with a high impact factor.
 - Or someone might want to assess the “impact” of your scholarship in another way.
 - Very commonly, how many citations to your scholarship?
 - What “impact” does your scholarship have on public policy?
 - Are you getting a lot of social media traffic?

TO READ ABOUT METRICS:

- David Crotty series of articles (European Heart Journal) on understanding metrics:
- Journal Metrics I (August 2017):
<https://academic.oup.com/eurheartj/article/38/32/2455/4085599?searchresult=1>
- The Impact Factor (August 2017):
<https://academic.oup.com/eurheartj/article/38/32/2456/4085600?searchresult=1>
- Other Metrics: Beyond the Impact Factor (Sept. 2017):
<https://academic.oup.com/eurheartj/article/38/32/2456/4085600?searchresult=1>
- Altmetrics (Sept. 2017):
<https://academic.oup.com/eurheartj/article/38/32/2456/4085600?searchresult=1>
- And a favorite from Angela Cochran on how to assess metrics, on a scale of pinch of salt to a classroom full of it: <https://scholarlykitchen.sspnet.org/2017/02/08/49186/>
- I've written more than one post about what metrics mean:
<https://scholarlykitchen.sspnet.org/2015/08/04/if-we-dont-know-what-citations-mean-what-does-it-mean-when-we-count-them/>

SOME BASICS: SOCIAL MEDIA & ONLINE PUBLICATIONS- THINK MULTIPLATFORM

- There are distinct advantages to the diversity of publication options, but important to see how each can play a role in developing and sharing your research.
- Formally (traditionally) published scholarship has the benefit of the long review process, as well as experienced dissemination routes.
 - Reviewed scholarship is important in this world of fake news.
 - Group blog projects, like the Recipes Project (<http://recipes.hypotheses.org>) can be an excellent way of presenting short versions of research, and of coalescing a group around an emerging field.
 - DH publications can give depth and texture to your research. See Sarah Bond's website for how she uses her blog to share her DH work and public-facing publications. (<https://sarahemilybond.com>)
 - A social media presence can be an important way to connect with people in the field, and with making your research better known.