Digital Publishing Workshop

Columbia Law School
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she/her

Agenda:

*Introduction to digital publishing and Columbia Libraries publishing services

*Copyright, Licensing, and Author Contracts

*A beginner's guide to Digital Marketing

*Moving on… Guided debrief and preparing transition documents

*Getting Help

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Digital Publishing @ Columbia University Libraries

We **PUBLISH** Journals, scholarly blogs, digital editions and exhibitions, podcasts (Fall 2019)

and provide EDUCATION through workshops, classes, and 1-1 consultations on starting publications, increasing the reach of scholarship, preserving digital scholarship, creating an online presence, and more...

Digital Publishing

Provides greater access to scholarship than print-only publications and new ways to track and quantify use of scholarship

Open Access publishing is <u>freely available</u>

Is an ethical practice

Increases knowledge equity and gives access to scholarship to individuals and communities without resources

Benefits authors and publications by increasing discoverability and readership

Requires alternative revenue streams and workflows or financial restructuring to cover production without subscription fees

Digital Publishing

Get help with:

Provision of platform and hosting services for journals*

Minting DOIs*

Archiving content for future discoverability and access in Academic Commons

Writing Open Access statements

Making sure your publications and websites are accessible and meet disability guidelines

Working on business & subscription plans and vendor relationships to help interested journals transition to fully-online and/or open access models

*only for formal partners of the libraries

Editing

Get help with:

Improving your editorial workflow, including tools to manage your file storage and management

The quality of your content editing and implementation of conscious style

Review criteria, peer review

Editorial Leadership
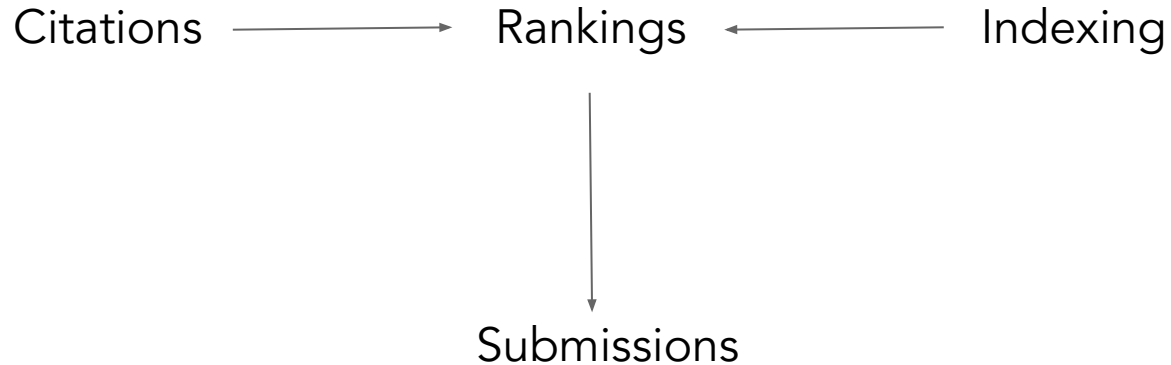
Get help with:

Managing your editorial team

Diversity and Inclusion initiatives

Reviewing and improving practice

Publishing Ethics

   Publishing Practice - Accessibility - Diversity Equity and Inclusion - Privacy - Intellectual Freedom

Citations, Ranking, and Indexing

Citations → Rankings ← Indexing

Rankings → Submissions

Understanding Journal Ranking Factors

Journals are primarily ranked based a combination of impact factor and the number of citations their articles receive.

W&L Law Journal Rankings Project, "Methodology" https://managementtools4.wlu.edu/LawJournals/Default3.aspx

Perry, Ronen, "The Relative Value of American Law Reviews: A critical appraisal of ranking methods" *Virginia Journal of Law and Technology*, 11 (1), Winter 2006.

Eisenberg, Theodore and Wells, Martin T. "Ranking Law Journals and the Limits of Citations Reports" *Economic Inquiry*, 52 (4), October 2014. doi:10.1111/ecin.12133

*Impact Factor = average number of annual citations to articles in each journal

Open access increases citations:

Open Access publications and articles were associated with anywhere from a 36-400% increase in citations (median 160%/mean 200%)

"Open access legal scholarship-which today appears to account for almost half of the output of law faculties-can expect to receive fifty-eight percent more citations than non-open access writings of similar age from the same venue."
Donovan, J. M.; Watson, C. A. (2011). Citation advantage of open access legal scholarship. *Law Library Journal* 103(4), 553-574.

Swan, Alma (2010) *The Open Access citation advantage: Studies and results to date* s.n. https://eprints.soton.ac.uk/id/eprint/268516

Tennant JP, Waldner F, Jacques DC, Masuzzo P, Collister LB, Hartgerink CH. "The academic, economic and societal impacts of Open Access: an evidence-based review." *F1000Res*. 5:632. Published 2016 Sep 21. doi:10.12688/f1000research.8460.3

Digital Object Identifiers (DOIs)

A DOI is a unique code assigned to a digital object

DOIs are minted (created) by an agency/vendor that maintains registries of the codes, the URLs associated with them, and information about the digital objects

DOIs are important for citation and discoverability

Indexing

Provides access and discoverability to your scholarship. Many indexes have eligibility requirements, which mean that journals listed there have attained a certain level of quality and respect within the academic community.
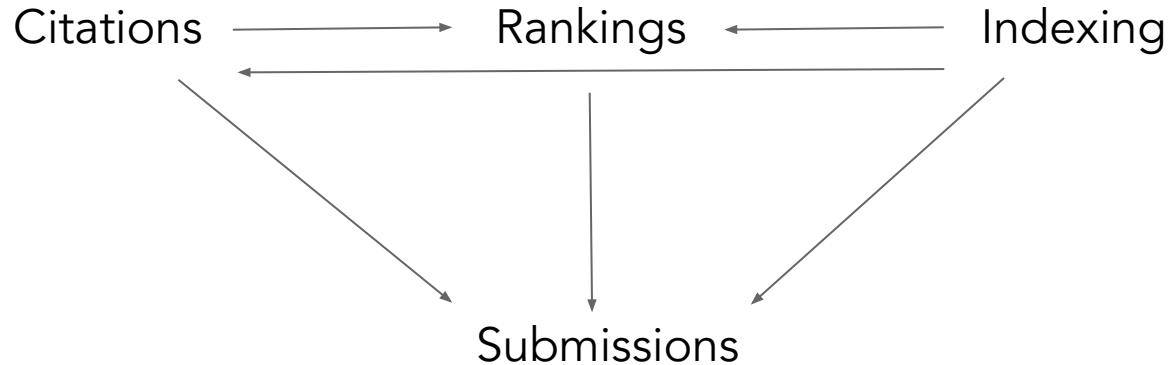
HeinOnline, WestLaw

LexisNexis Law Reviews, Legaltrac, Index Legal Periodicals and Books

Directory of Open Access Journals, SHERPA/RoMEO

Google Scholar

Citations, Ranking, and Indexing

Ranking and Prestige

What do authors consider?

Journal Ranking, ISI Journal Citation Reports and "Most Cited" journals

Accessibility of Content:

- Open access
- Indexing
- Directory listings
- Speciality or orientation to practice

Casey, June. "Comparing Law Journal Impact Factor/Prestige" Harvard Law School Library. Last updated: Feb 19, 2019.
https://guides.library.harvard.edu/c.php?g=309907&p=2070141

Posner, Aidan. "Selecting Journals for Submission" July 2017.
https://law.ubalt.edu/library/services/faculty/Faculty%20Guide%20for%20Publishing%20Papers%202017.pdf

Archiving and Preservation

Born-Digital content is endangered

Digital files are prone to loss if websites are retired or fail, if the file types themselves become obsolete, if the file moves to a new location or URL

How can we combat this and protect our scholarship?

Web archiving

Content archiving -- Academic Commons and Columbia Law School's Scholarship Archive

DOIs

Planning!

Copyright and Author Agreements

What is….

Copyright?

A legal right that grants the creator of an original work exclusive rights to determine whether, and under what conditions, this original work may be used by others.

A License?

Grants use or reuse of intellectual property protected under copyright under certain conditions.

What is….

Creative Commons Licensing?

A Creative Commons ("CC") License provide a simple, standardized way to give permission to share and use work on conditions of your choice.

Copyright and licenses can be assigned by printing the conditions on the article (such as in the footer) and/or on the article page online

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Author Agreements

According to your Journal's author agreement/contract:

- Who holds the copyright of the published work?
- Can the author re-publish the work?
- Can the author deposit the work in a database or repository?
- Is attribution required if the work is reused?

Author Agreements

What rights does your journal retain to the work?

- Can you reuse the work without further permission? In print? Online?
- Can you archive the work, or deposit it in an institutional repository?
- Can you deposit the work in an index or database?

Scenario 1

"Dear Editor, I am a librarian at Berkeley Law School. I have contacted the author of an article that was published in your journal in 2015, Professor Mary Chang, and received her go-ahead to deposit her article in our open-access institutional repository. May we have permission to deposit and catalog the article?"

Scenario 2

"I am a professor at a community college and I am putting together a course pack in which I would like to include an article published in your journal in 2017, "Important thoughts about Law" (Volume 30, Issue 2). May I have your permission to use this material?"

Scenario 3

"Hello, I am an editor at Oxford University Press. We are putting together a new Oxford Handbook of Interesting Law and would like to reprint the article "Law: What makes it Interesting?"

Scenario 4

From an author whose article you are publishing in the forthcoming issue:

"Hi, I'm just wondering if I can deposit this article in SSRN and put a PDF on my website?"

A beginner's guide to digital marketing

Who are you marketing to?

Author

- Identity
- Community

Reader

- Quality
- Discoverability
- Access

"How to win authors and influence people"

Identity

What do you publish, for whom, and why?
What kind of scholarship do you publish?
What makes you unique?

Community

Help authors to understand who their scholarship will reach and how it will be impactful
Advertise your indexing, ranking
Emphasize the use of your research in educational publications, by practitioners

Marketing for Authors

How do we communicate these things?

Mission, Aim, and Scope Statements

Policy Statements

Press releases

Calls for Papers

Marketing for Readers

How do <u>you</u> find research?

- Catalogs (Library/Institutional, Worldcat)

- Databases and indexes

- Bibliographies and reading other books/articles

- Social media websites: blogs, Twitter, Facebook, Reddit

- Scholarly citation managers and bookmarking sites: Zotero, CitULike

Marketing for Readers

Increasing Discoverability

- Open Access
    Across disciplines, open access has been demonstrated to increases impact and article citations

- Indexing and Registration
    Apply for inclusion in relevant indexes and databases, set up agreements with indexing services

- DOIs and Archiving
    Ensure that your research is discoverable over time

Marketing for Readers

Increasing Discoverability

SEO: Search Engine Optimization

- Remove things that make your site slow

- Working inlinks and outlinks

- Write for humans, remember machines

- Use Keywords: In Page Titles, header tags, metadata tags

- Use metadata fields

Social Media Marketing

Limit your offerings and be active on the accounts that you select

- Announce: New issues, new articles, CFPs, symposia and other events held by the journal/publication

- Promote: Editors attending or presenting at conferences, when articles have been picked up by news outlets or other accounts

- Share: News and publications within your field

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Social Media and Direct Marketing

Make it manageable

- Set your twitter to retweet hashtags

- Ask your authors to tweet/share about their work using those and your own hashtags (and to tweet their DOIs)

- Use social media management tools (Post Planner, Hootsuite, Tweet Deck
- Create a social media/outreach role on your editorial staff

- Don't forget about the "social" part -- You don't have to create a constant stream of content. Follow hashtags and conversations, retweet, comment, and post events and articles beyond your own publication

Use your website as a marketing tool

- Keep your website up to date!

- Put social media icons and widgets on your site

- Use a blog to encourage regular engagement - if you're willing to keep it active

- Post information about your indexing, factors, and other metrics, if you have them

Let's Make a Marketing Plan

In 10 minutes or less.

Moving on

A guided debrief and editorial transition

tiny.cc/lawjournalhandover

menti.com

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Get in touch

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Find Resources Online

tiny.cc/digitalpublishingworkshop