Plenary Session I
Refocusing Our Future
Lomond Auditorium
Chair: Tony Kidd, University of Glasgow

11.00
Sharing – the foundation of social institutions
Stephen Abram
Gale Cengage Learning

Sharing is at the core of libraries and librarianship. Many worries are aimed at the changes we see in libraries’ stock – e-books, articles, serials, databases, buildings. What if the major changes are what is happening in the sharing economy? How are recommendations changing? What will technological change do to the question economy? Library folk are generally employed in social institutions – government, public libraries, schools, colleges and universities. Do the new and emerging collaborative and social tools change the very dynamic of the business model for libraries? What about social action? Can we ignore the power of tweets, wall postings and social networking to change the world, topple governments or influence public policy? And lastly, whither the serial as a social act of sharing knowledge, perspectives and insights? Stephen will explore these issues in this session.

STEPHEN ABRAM, MLS, is Past-President 2008 of SLA and the past-President of the Ontario and Canadian Library Associations. He received the 2011 CLA Outstanding Service to Librarianship Award last June. He is the Vice President for Strategic Partnerships and Markets for Cengage Learning (Gale). He was Vice President Innovation for SirsiDynix and Chief Strategist for the SirsiDynix Institute. He was Publisher Electronic Information at Thomson after managing several libraries. Stephen was listed by Library Journal as one of the top 50 people influencing the future of libraries. He has received numerous honours and speaks regularly internationally. His columns appear in Information Outlook and Internet @ Schools, OneSource, Feliciter, Access, as well writing for Library Journal. He is the author of ALA Editions’ bestselling Out Front with Stephen Abram. His blog, Stephen’s Lighthouse, is a popular blog in the library sector.

11.40
Autosubversive practices in academic publishing
Martin Paul Eve
University of Sussex

In the contemporary publish-or-perish culture, very few academics query the mechanisms through which their work is distributed. At the same time, academic libraries and publishers are playing a dangerous power game in which each threatens the existence of the other in their own bid to stay afloat. What is not commonly recognised is the self-destructive elements brought to the table by these parties. This paper examines the autosubversive behaviour of each of these actors through a metaphorical parallel with the zombie in computer science: the term for an infected machine inside a network of such devices all working against their original purpose. Having examined the constraints, motivations and power-relations brought to bear from library budgets, open access and an audit culture/currency of reputation, the conclusion presents several viable alternatives to cleanse the academic publishing network of its zombie constituents.

MARTIN PAUL EVE is an associate lecturer in English Literature at the University of Sussex. He is just finishing his PhD and has published widely on American fiction while also speaking and writing on Open Access. His work has appeared, or is forthcoming, in Textual Practice, Literature and History, C21 journal, Rupkatha, Pynchon Notes and The Guardian. He has two book chapters on Thomas Pynchon forthcoming from KUL and Presses Universitaires de la Méditerranée, and a chapter on Open Access forthcoming from Intellect Press. In addition, he is the founding editor of Orbit: Writing Around Pynchon, a new Open Access journal of Pynchon scholarship launching in May 2012, and until 2011 he was the chief editor of the OA postgraduate journal, Excursions, at Sussex. Finally, he is a certified computer programmer in C# and the .NET Framework.
Monday 26 March

Morning

08.00
Registration
Hall 1

09.00
Refreshments and exhibition viewing
Hall 2

10.30
Opening of the Conference
Lomond Auditorium, Loch Suite
Tony Kidd
Chair, UKSG

Welcome from Glasgow City Council
Cllr Bob Winter
Lord Provost

Greetings from NASIG
Steve Shadle
President, NASIG

Tribute to John Merriman
Tony Kidd
Chair, UKSG

Presentation of 2012 John Merriman Joint NASIG/UKSG Award
Ian Bannerman
Taylor & Francis
UK award sponsored by

Presentation to the sponsored students
Felix Haest
Elsevier BV
Students part sponsored by

Plenary Session 1
Refocusing Our Future
Lomond Auditorium
Chair: Tony Kidd
University of Glasgow

11.00
Sharing – the foundation of social institutions
Stephen Abram
Gale Cengage Learning

11.40
Autosubversive practices in academic publishing
Martin Paul Eve
University of Sussex

12.20
Lunch and exhibition viewing
Hall 2
Plenary Session 2

The Evolving Library

Lomond Auditorium
Chair: Kate Price, University of Surrey

15.30
The web-scale library – a global approach

Marshall Breeding
Vanderbilt University

One of the main vectors of change in library automation involves the emergence of a new slate of products that move libraries away from locally housed systems to global platforms. These new Library Services Platforms offer libraries an opportunity to operate less in self-contained silos of data and functionality, but rather to work in broad Web-scale environments of highly shared data, unified workflows across the physical, digital, and electronic materials that comprise their collections. Discovery services have led the way toward this Web-scale approach and now library management is travelling a similar path. Breeding will present a conceptual overview of this new model of library automation and a practical update on the products and services within this new genre and their current status of development or deployment.

MARRSHALL BREEDING serves as the Director for Innovative Technologies and Research for the Vanderbilt University Library in Nashville, TN and is the Executive Director of the Vanderbilt Television News Archive. Marshall is a speaker, writer, and consultant. He is the creator and editor of Library Technology Guides (www.librarytechnology.org) and the lib-web-cats online directory of libraries on the Web. His monthly column, ‘Systems Librarian’, appears in Computers in Libraries; he is the Editor for Smart Libraries Newsletter published by the American Library Association, and has authored the annual ‘Automation Marketplace’ feature published by Library Journal since 2002. He has authored nine issues of ALA’s Library Technology Reports, and has written many other articles and book chapters. Marshall has edited or authored six books. He regularly teaches workshops and gives presentations at library conferences throughout the United States and internationally on a wide range of topics. He was the 2010 recipient of the LITA LITA/Library Hi Tech Award for Outstanding Communication for Continuing Education in Library and Information Science.

For more details see: www.librarytechnology.org/resume.pl .

16.00
Data-driven library infrastructure: a national perspective

Ben Showers
JISC

Libraries find themselves at the centre of a rapidly changing information landscape. Technology and user expectations are creating an environment where library services and systems no longer exist in isolation; they reach beyond the library into the wider institutional/organisational context as well as the social world of their users. Financial pressures mean a focus on reducing duplication of effort, collaboration and interoperability between systems while ensuring agility to innovate new services and solutions. In the face of such pressures the traditional focus on ‘systems’ is shifting toward the data that underpins so much of the library’s mission.

Drawing on examples and case studies from across the UK, including JISC’s Discovery programme, open bibliographic data and Knowledge Base+ projects, the work of the British Library and broader policy interventions, this presentation will describe a data-driven approach to library infrastructure. Such a vision sees the library repositioned at the heart of the metadata ecosystem, providing new ways for libraries, and other memory institutions, to collaborate, share, interoperate and invigorate the information ecosystems within which they play such a vital role.

BEN SHOWERS is a programme manager with the Digital Infrastructure team at JISC (Joint Information Systems Committee) working in the Information and Library Infrastructure programme. Ben manages a number of programmes of work, specifically around library innovation and emerging opportunities, including: Library systems, user experience, mobile infrastructure and shared library services. Prior to this Ben worked with the eContent team at JISC, working on a number of digitisation and digital scholarly resource programmes exploring new models of content creation and curation, including crowdsourcing and user generated content. Ben holds an MA in Philosophy and an MA in Library and Information Science from University College London.
On data and publications: who does what

Kevin Ashley
Digital Curation Centre

Research data has become, or will become, a primary concern of libraries in research organisations for a number of reasons. Traditional publications increasingly require links to data and other material which supports the publication. Datasets want to be able to cite the publications which used them. Data itself is treated as a primary research output, citable in itself. Research funders increasingly require data to be retained and reusable long after project funding ends. For all of these purposes data needs to be taken care of in an environment which can guarantee access and some degree of permanence. Data centres carry out that role in some disciplines – libraries are the only candidates for many others. Kevin Ashley will talk about roles and responsibilities that emerge and how libraries can share the costs and benefits of doing this job well.

KEVIN ASHLEY is Director of the UK’s Digital Curation Centre (http://www.dcc.ac.uk/), established by JISC in 2004 to provide support to research institutions on digital preservation with a special focus on research data management (RDM). The DCC’s services include online data management planning tools (DMP Online), training, and events such as the Research Data Management Forum. They also work closely with a small number of universities to develop institutional RDM capability. Kevin was formerly Head of Digital Archives Department at ULCC. He ran a range of digital preservation services from 1994 onwards for external organisations including UK government and national libraries, as well as learned societies and other universities. Services included NDAD (the National Digital Archive of Datasets), the digital preservation training programme (DPTP) and AIM25.
Developing usage as a new metric: progress on the Journal Usage Factor

Jayne Marks
Wolters Kluwer: Lippincott Williams & Wilkins

The burgeoning availability of reliable usage data for online journals, through the use of COUNTER reports, has opened the door to usage-based measures of impact, value and status. Impact Factors, based on citation data, have become generally accepted as a valid measure of the impact and status of scholarly journals and are widely used by publishers, authors, funding agencies and librarians. However, there are misgivings about an over-reliance on Impact Factor alone. Online availability of content, combined with the availability of reliable COUNTER-compliant online usage statistics, raises the possibility of a parallel usage-based measure of journal performance becoming a viable additional metric – the Usage Factor for journals. This talk will review the research undertaken to date and will outline the next steps for implementing the Usage Factor.

JAYNE MARKS has spent her career working in journal publishing. Starting as a copy editor for Butterworth Heinemann working in chemical engineering publishing, she then joined Macmillan. During her time there Jayne ran medical journals for Stockton Press and was then a founding board member of Nature Publishing Group where she ran Nature Research, Nature Reviews and society publications. She then set up MPS Technologies, a publishing technology arm of Macmillan India. After spending five years at SAGE running around 350 journals out of California, she recently joined Wolters Kluwer Health to run the Lippincott Williams and Wilkins journals in medicine, nursing and allied health. Throughout her career she has taken particular interest in the development of online publishing and tweets on publishing @jaynedmarks. In 2011 Jayne was appointed the co-chair of the Usage Factor project.

JUSP: JISC’s Journal Usage Statistics Portal

Ross MacIntyre
The University of Manchester

The JISC Journal Usage Statistics Portal (JUSP) has been built in response to demand from UK higher education libraries who simply wish to obtain (COUNTER-compliant) journal usage reports ‘without tears’. Whilst primarily a service for institutional libraries, JUSP offers benefits to all involved. It ensures libraries have accurate and comparable figures to assess the value of their subscriptions; makes the delivery and analysis of usage statistics more efficient and comprehensive; its SUSHI server enables libraries (or agent) to download usage statistics directly from JUSP and reduces administration overheads. This presentation will outline how the team is working with publishers (>20 NESLi2) to deliver usage statistics to libraries (>140). It illustrates the importance and value of collaboration and consultation.

ROSS MacINTYRE currently works within Mimas, the UK National Data Centre at the University of Manchester. Ross is the Service Manager for the ‘Web of Knowledge Service for UK Education’, ‘UK PubMed Central’, ‘Zetoc’ and ‘JUSP’ (JISC’s Journal Usage Statistics Portal). He is also responsible for Digital Library-related R&D services and had formal involvement with Dublin Core and OpenURL standards development. He was heavily involved in the development of NESLI (National Electronic Site Licence Initiative), the JSTOR mirror service and the implementation of ‘Shibboleth’ for Mimas’ range of services. Recent projects for JISC include PIRUS2 (extending COUNTER to Article-level) and MimasLD (creating linked data from Mimas services). Ross has been an elected member of the UKSG Committee since April 2000, the Education Officer (2003–6) and regularly talks at their seminars. He is a member of the JISC Collections Stakeholder Group and the Technical Advisory Boards of COUNTER and the UK Access Management Federation.
An evidence-based approach to engaging healthcare users in a journals review project

Anne Murphy
Adelaide and Meath Hospital

In Autumn 2010 the Library of the Adelaide & Meath Hospital, a publicly funded teaching hospital in Dublin, Ireland, faced a probable budget reduction for the following year. In anticipation, the Library ran a journal review project that adopted an evidence-based approach to evaluate journals for retention or cancellation, and which aimed to engage and inform hospital staff by seeking their input. In early 2011 the reduction in budget was advised at 25%, a greater cut than anticipated. Armed with journal metrics and user evaluations, the librarians were equipped for some tough decision making. This talk describes the approach they took in identifying the most valued and used journals, and how they sought to enhance the affable relationship with hospital staff.

ANNE MURPHY is Head Librarian in the Adelaide & Meath Hospital, where she set up the library in 1995. She is responsible for managing the service to a highly professionalised workforce to support them in delivering safe effective patient care, pursuing evidence-based practice and undertaking clinical research. Anne read English and Italian in Trinity College Dublin, qualified as a librarian from University College Dublin, and holds an MSc in Creative Leadership and Organisational Learning from the Royal College of Surgeons in Ireland. She is joint editor, with Niamh Lucey, of the 2nd edition of Standards for Irish Health Care Libraries and Information Services (2005). Anne has recently joined a Cochrane Review Group and is a member of the hospital’s Research Ethics Committee.
Plenary Session 4

Repository Reality
Lomond Auditorium
Chair: Ed Pentz, CrossRef

13.45

The Peer Project: investigating the effects of Green Open Access
Julia M Wallace
The PEER Project

PEER is investigating the effects of the large-scale, systematic archiving of authors’ final peer-reviewed accepted manuscripts. Supported by the EC and running from September 2008 - May 2012 PEER is a unique experiment of a huge scale and scope (www.peerproject.eu). Over 20,000 accepted manuscripts from 241 journals have been provided to the PEER Observatory for hosting in participating repositories and research has been commissioned from independent expert teams in the areas of behaviour, usage and economics. We report on the challenges, achievements and research results to date of this pioneering collaboration between publishers, repositories, funders and researchers.

JULIA WALLACE has been Project Manager for PEER (Publishing and the Ecology of European Research) since 2008. PEER is an EC-supported project investigating the effects of the large-scale, systematic archiving of authors’ final peer-reviewed accepted manuscripts (so called Green Open Access or stage-two research output). Having initially gained a PhD in physics, Julia later added a postgraduate marketing qualification, and currently holds Chartered Marketer status (CIM). Throughout her career Julia has focused on various aspects of STM publishing and marketing, working both within organisations and also as an independent consultant.

14.15

What we don’t know we don’t know – information overabundance in the modern scholarly world
Gregg Gordon
SSRN

In this ever changing world of scholarly research, each slice of the scholarly communication spectrum plays an important role. Creating content is relatively easy. There is an abundance, in fact an overabundance, of scholarly research and other information in this era of Open Access. Scarcity and access are no longer the issues. Searching and accessing the right content, in the right place at the right time, is the primary issue.

Online communities can provide significant value to a wide variety of users, including scientists and other professionals. Scholarly communities, based on an interdisciplinary approach, can encourage innovative research by giving readers the opportunity to see things from a different perspective. Unfortunately, many organisations have aggregated large quantities of content in, effectively, unusable silos. SSRN has created a non-territorial, global community for producing, accessing, and maintaining high quality, scholarly communications through a network of subcommunities and other relationships that are sustainable and enhance innovative research by other scientists. Using data from SSRN and other sources, this presentation will provide a brief history of how scholarly communications have changed in recent years, discuss the need for article level metrics to help identify what we don’t know we don’t know, and outline an approach for combining what different constituents do best to produce innovative results.

GREGORY J GORDON is President and CEO of Social Science Research Network (SSRN), a leading multidisciplinary online repository of working and accepted paper research in the social sciences and humanities. Currently the number one repository in the world, SSRN provides a variety of electronic distribution and related services to help scholars create innovative research. SSRN is focused on the high quality, rapid, electronic delivery of scholarly research at the lowest possible cost. Its eLibrary database has close to 400,000 papers from over 180,000 authors and users have downloaded over 50,000,000 full text papers since inception. Prior to helping Michael C Jensen found SSRN in 1994, Gregg worked at KPMG and two entrepreneurial companies in technology and health care. He speaks and writes regularly about scholarly research and the changes needed to create innovative research faster.
Tuesday 27 March

Afternoon/Evening

Plenary Session 4
Repository Reality
Lomond Auditorium
Chair: Ed Pentz
CrossRef

13.45
The Peer Project: investigating the effects of Green Open Access
Julia M Wallace
The PEER Project

14.15
What we don’t know we don’t know – information overabundance in the modern scholarly world
Gregg Gordon
SSRN

14.45
Refreshments and exhibition viewing
Hall 2
Break sponsored by

15.45
Breakout sessions (Group B)
Loch Suite/Seminar Suite

16.45 to 17.45
Exhibition viewing
Hall 2

17.00 to 18.00
Value and outcomes of scholarly library resources
Lomond Auditorium
Carol Tenopir
University of Tennessee

Evening theme: Heather
Venue: The Arches
Conference dinner sponsored by

19.00
Reception

20.15
Conference dinner
22.15 to 01.00
Kilter Ceilidh Band
with disco and bar

Outsourcing solutions for Publishers
Journal and Book Order Fulfilment

Turpin Distribution is an international fulfilment and distribution company providing services to the academic, scholarly and professional publishing industry. We provide solutions for book, journal and online publishers that include:

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Neil Castle - Operations Director
E: Neil.Castle@turpin-distribution.com
Elizabeth Jue - Head of US Operations
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Plenary Session 5

Debate: The future for scholarly journals: slow evolution, rapid transformation – or redundancy?

Lomond Auditorium
Chair: Richard Gedye

09.00

The transformation is already here – it’s just unevenly distributed

Cameron Neylon
Science in the Open

The technical capacity of the web is growing at a huge rate. New tools, and more refined versions of recent tools, are appearing at what feels like an ever increasing rate. In the world of scholarly communications the pace of change is also rapid with new systems for data management, journal publication, peer review, and search and filtering being announced on a daily basis. Nonetheless the overall change in the framework of scholarly communications seems to be rather slight. How can we reconcile these two? I will argue that the current state is exactly what is to be expected in a large interconnected system on the verge of large-scale systemic change. The technology is just now reaching a level of maturity where it can be placed into high level production, the diffusion of adoption has been slow but steady across a range of new technologies, but we have not, until now, reached a critical mass. This has been due to two factors – a lack of connectivity between communities of use, and a lack of overall awareness of the potential for change. Both of these factors have been substantially weakened by the events of the past few months.

CAMERON NEYLON is a biophysicist who has always worked in interdisciplinary areas and is an advocate of open research practice and improved data management. He currently works as Senior Scientist in Biomolecular Sciences at the ISIS Neutron Scattering facility at the Science and Technology Facilities Council (STFC). Along with his work in structural biology and biophysics, his research and writing focuses on the interface of web technology with science and the successful (and unsuccessful) application of generic and specially designed tools in the academic research environment. He is a co-author of the Panton Principles for Open Data in Science, founding Editor in Chief of Open Research Computation, and writes regularly on the social, technical, and policy issues of open research at his blog, Science in the Open.

09.20

So why hasn’t the journal changed more as a result of the internet?

Michael A Mabe
International Association of STM Publishers

After almost twenty years of publishing on the world wide web, the development of social media and many other tools, the fundamental appearance of journal articles has remained remarkably unchanged. Is this merely conservatism or the forces of reaction? Is it a generational thing? This paper posits that the lack of fundamental change has much more to do with the behavioural goals of the vast majority of practising researchers than with any rejection of technology.

MICHAEL MABE is Chief Executive Officer of the International Association of Scientific, Technical and Medical Publishers (known as STM) and has over thirty years’ experience of academic publishing. After growing up on the Sussex coast of England, he read chemistry and did research into Carbon Dating at Oxford University, joining Oxford University Press in 1980. Prior to leading STM he held a number of senior publishing and management positions at Pergamon Press and Elsevier. Michael is a Visiting Professor in Information Studies at University College London and at the University of Tennessee, Knoxville, USA, and speaks and writes regularly about the academic publishing system. Since 2008 he has been Chair of and publisher representative on the PEER Project, a major multi-stakeholder European Union-funded research study of the effects of systematic Green Open Access on researchers, libraries, publishers, journals and repositories which will report its behavioural, economic and usage results in 2012.
Wednesday 28 March

Morning

Plenary Session 5

Debate: The future for scholarly journals: slow evolution, rapid transformation – or redundancy?

Lomond Auditorium

Chair: Richard Gedye

09.00

The transformation is already here – it’s just unevenly distributed

Cameron Neylon

Science in the Open

09.20

So why hasn’t the journal changed more as a result of the internet?

Michael A Mabe

International Association of STM Publishers

09.40

Responses and questions

10.30

Refreshments and exhibition viewing

Hall 2

Break sponsored by

11.15 to 12.15

Breakout sessions (Group B)

Loch Suite/Seminar Suite

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California State University, Fullerton, California

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Endangered species – myths and reality

Ian Middleton
EBSCO Information Services

An evidence-based exploration of some of the myths – and truths – prevalent in the information industry today. Our findings are derived from analysis of comment and opinion by 100 members of the academic information supply chain in early 2012. These include libraries, consortia, subscription agents, scholarly publishers and opinion leaders from across the UK, Europe and North America. The myth is that librarians risk forever losing their standing as the font of all knowledge. Yet the truth may be that they have an immense opportunity to boost knowledge by mashing-up quality content and links. There are those who believe that the Big Deal is dying; others think it is just pretending. Our research reveals whether usage stats are generally perceived as the Holy Grail – or just a myth – or somewhere in the middle. Some say that Open Access will cure all known ailments in the supply chain, whereas others claim this is hocus pocus. All will be revealed! In our findings we also consider whether members of the global supply chain believe consortia can provide more value in mature markets; and whether agents will continue to evolve – or go the way of the dodo.

IAN MIDDLETON is Vice President and European General Manager at EBSCO Information Services. Ian has over 25 years of experience in the book and serials information industry. He had an interesting and varied career with Blackwell Library Services, four years of which were as European Sales and Marketing Manager. Ian joined EBSCO in 1997 as General Manager for the UK and oversees EBSCO’s European and African operations. He is also a member of the global management team. Apart from his ‘day’ job at EBSCO, his industry interests include the UKSG where he was a main committee member and served three years as Marketing Officer. He is also involved with the ASA (Association of Subscription Agents and Intermediaries) where he served as an Executive Committee member for ten years. Away from the office Ian’s personal interests include Sheffield United, kayaking and surfing, although he is currently seeking less energetic pastimes involving sun, sea and wine.

The emotional consequences of the idealisation of the elderly married academic librarian (male) by the elderly unmarried academic librarian (female) – a study

Stephen Buck
Dublin City University

The ongoing conversations about the merits and demerits of mobile technologies, ebook readers, the future of print (if it has one), the differences in research and user behaviour depending on whether one has a humanities or hard sciences background is fundamental to the way we think about the future of publishing, research and libraries. While it is frequently argued that the mobile technologies are of specific use for academic articles of scientific content, where ultimately Wolfram’s interactivity will be standard, this does not need to be the exclusive domain of our scientists and STM researchers. This paper, a short story about two librarians who meet at a library conference and have an unfulfilled long distance romance for some years afterwards, is an attempt to illustrate that these worlds need not necessarily be as distant as we think they are and that maybe the ‘new technologies’ will bring them closer instead of dividing them. The story is told crucially in the form of a scientific academic article including an abstract, literature review, methodology, bibliography and all the other elements found in quality peer reviewed academic journal articles. Its aim is to focus on the importance of text and content and not how it is accessed.

STEPHEN BUCK is the part-time Electronic Resources and Periodicals Librarian in Dublin City University (DCU) and part-time Assistant Librarian at All Hallows College. Prior to this he worked as a Health Science Librarian and Computer Science/Engineering Librarian in Trinity College Dublin. He has also been a librarian in FAS, the Irish National Training and Employment Authority and the Irish representative of CEDEFOP, The European Centre for the Development of Vocational Training. In 2005 he created, with his wife, the novelist Marian O’Neill, Pillar Press, a small literary publishing company. He has written plays for radio and stage and short stories for radio.
Wednesday 28 March

Morning

**Plenary Session 6**

**And Finally ...**
Lomond Auditorium
Chair: Ross MacIntyre
Incoming Chair, UKSG

12.30

**Endangered species – myths and reality**
Ian Middleton
EBSCO Information Services

13.00

**The emotional consequences of the idealisation of the elderly married academic librarian (male) by the elderly unmarried academic librarian (female) – a study**
Stephen Buck
Dublin City University

13.30

**Close of conference and lunch**

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**Scholarship is changing: we are on the journey together**

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[www.sagepub.co.uk/librarians](http://www.sagepub.co.uk/librarians)
There will be 28 breakout sessions from which to select, split into two groups.

The Group A sessions will run concurrently on:
Monday 26 March at 13.30 and Tuesday 27 March at 11.30

The Group B sessions will run concurrently on:
Tuesday 27 March at 15.45 and Wednesday 28 March at 11.15

There will be four ‘Introductory Level’ breakout sessions on offer which should appeal particularly to those fairly new to the information sector. These sessions are marked 🟢.

1. “I wouldn’t start from here.” Overcoming barriers to accessing online content in libraries
   🟢Dave Pattern
   🟢University of Huddersfield

   This informal presentation will look at the barriers to online access for library users. It will discuss the background of online access issues and why straightforward design is so important to today’s users. The session will include practical examples of how libraries, aggregators and publishers are creating barriers to use by platform design and authentication, in addition to some examples of best practice.

2. Business models: an introduction and why they matter
   🟢Ken Chad
   🟢Ken Chad Consulting Ltd

   The interest in business models has grown in the last few years as the impact of the digital transformation disrupts existing models and creates new ones (or new applications for old ones). What is the business model behind free services? Is your organisation based on a sustainable business model? Ken will look at the components of a business model and discuss some of the opportunities and challenges.

3. Use and abuse of analytics in the quest to measure value
   🟢Grace Baynes
   🟢Nature Publishing Group

   Cost-per-download is regularly used as an indicator of journal value; Impact Factor (too?) often as a proxy for journal quality. Could more sophisticated analysis provide a more useful indicator of the value of a journal’s content, and the return on investment of a library serials budget? Where do alternative indicators like website traffic, Usage Factor, citations, H-Index, Eigenfactor and F1000 rank fit in? Following a short introduction, a facilitated discussion will explore how we unpick the complexity of analytics available to measure ‘value’.
4. Improving the library user’s search experience: background and lessons from the JISC RISE Project
   Alison Brock
   The Open University, Library Services

   The Open University (OU) Library ran the JISC RISE (Recommendations Improve the Search Experience) Project in 2011 to investigate the use and issues around user activity data recommendations. This lecture will look at how recommender services could help users search and uncover the rich seams of electronic data available through libraries. It will discuss the outcomes of the project, as well as looking at the wider issues of use of recommender services for library users worldwide.

5. Mobilising your e-content for maximum impact
   Ruth Jenkins
   Loughborough University
   Alison McNab
   De Montfort University

   At a time of declining library budgets the use of all e-content must be maximised. Mobile interfaces and apps have the potential to provide access to subscription e-content on-the-go, in addition to providing improved accessibility. However, this is not a seamless process and publishers, librarians and end users face different barriers and challenges. The presenters look forward to sharing their experiences with those of other librarians and with publishers.

6. Innovation: is there a process for serendipity?
   Ruth Wells
   Ideas Architecture

   As many organisations in the publishing industry face a changing environment and are increasingly aware of the need to innovate and develop their business to ensure their competitiveness in this market, creativity and vision are increasingly necessary skills to nurture. One of the biggest challenges is how to create a culture where innovation is not only encouraged but effectively implemented to enable a competitive advantage or increased efficiency. This presentation will explore some practical ways to introduce an innovation culture to your organisation.

7. The new JISC Collections banding scheme for Higher Education
   Hugh Look
   Consultant

   The JISC Collections banding scheme is the basis for all subscription fees for the online resources in the JISC Collections Catalogue. It has been in operation for several years, and recent changes in the way Higher Education is funded and in the way HE institutions operate mean that it is time to revise it. The breakout session will be led by Hugh Look, JISC Collections’ banding scheme consultant, and will describe the proposed revision and its impact.

8. OAPEN-UK: exploring the challenges of the Open Access scholarly monograph
   Caren Milloy
   JISC Collections
   Graham Stone
   University of Huddersfield

   JISC Collections is embarking on a new project called OAPEN-UK to explore the issues impacting on the publishing of scholarly monographs in the humanities and social sciences. Funded by JISC and the Arts and Humanities Research Council (AHRC), the project is taking a collaborative and real-time approach to exploring the challenges, risks and potential opportunities of unfettered online access to scholarly monographs. The project has five publisher partners; each has submitted pairs of similar monographs for the project pilot. A title from each pair has been randomly placed in either the experimental group (available through open access) or the control group (available through the publishers’ standard routes to market). This session will introduce the pilot, which will, over the next three years, gather and compare sales and usage data for the use of monographs under contrasting modes of access. It will also discuss the results of the first phase of the research, which begins with a round of focus groups for researchers, librarians, repository managers, research managers and publishers.
9. "Forever is composed of nows": issues in long-term preservation of research data in academic libraries
   Matthias Töwe
   ETH Zurich, ETH-Bibliothek
   For libraries, taking care of digital research data is still a new field of activity. This breakout session will discuss some aspects libraries might be confronted with, e.g. peculiarities of research data vs. more traditional library materials, known or assumed expectations of researchers willing to deposit data with the library, and possible effects on the changing overall role of libraries serving researchers. The session will comprise an input presentation followed by a discussion of the participants’ views and experiences.

    James Phillpotts
    Oxford University Press
    The Transfer Code of Practice responds to the need for consistent guidelines to help ensure that, when there is a transfer between publishers, this process occurs with minimum disruption and content remains easily accessible by librarians and readers. This session will present a summary of the aims of the Code, cover key librarian and publisher transition concerns highlighted by recent surveys, and provide an update on current Working Group priorities and planned revisions.

11. Digging for the unknown known: practices and promises around journal article mining
    Eefke Smit
    BV Bronfonteyn
    Maurits van der Graaf
    Pleiade Management and Consultancy
    The essence of text mining and data mining is that a machine and software are used for content analysis of large digital corpora. Demand for content mining is clearly on the rise. New, ever easier techniques and tools will help identify and select relevant information directly from journal articles, extract information from large sets of journals and will reveal relationships within/between and across articles. From a recent survey undertaken among STM publishers we know that publishers are involved in an increasing number of new projects that involve data and text mining of their own content. They are also offering more and more services that enable content mining by third parties. A new joint initiative by publishers aims at a standard licence to facilitate mining for purely academic research purposes (non-commercial). In this breakout session the outcomes of the PRC study on content mining will be presented. All participants are then invited to participate in a group discussion with the theme: how will this affect the role of the library in the scholarly communication system?

12. Discovering openly available content on publisher platforms: issues and solutions
    Sarah Pearson
    University of Birmingham
    Kate Price
    University of Surrey
    How do users know that they are able to access a specific article on a publisher’s platform that is available free or on open access? When discovering a journal that is of interest to them, could they be wrongly assuming that they don’t have access because their institution doesn’t have a subscription? How are content providers addressing the issue of ensuring that users are discovering free and open access content on their platforms? How can libraries and discovery tools improve the process of connecting users to this content? This session aims to bring together different stakeholders from within the supply chain to identify the issues and brainstorm possible solutions, in a structured workshop facilitated by UKSG. Delegates will be encouraged to participate actively in this session, and the results will be fed directly into initiatives to improve end-user discovery of these valuable resources.

13. HathiTrust: aspiring to build the Universal Library
    Jeremy York
    HathiTrust and University of Michigan
    Now in its fourth year, HathiTrust includes more than 10 million volumes of digitised and born-digital books and journals (including more than 250,000 journal titles). Conceptualised as an archiving effort informed by access needs, HathiTrust has tackled a wide array of organisational and technical challenges. This session will provide a status report on HathiTrust’s goals (e.g. establishing a new governance model and a new cost model), will touch on the array of challenges in front of us, and will provide details on our next (aspirational) steps.

14. The future role of the agent
    Frans van Ette
    Swets
    This session will explain how agents approach and evolve with the market. The presenter will give the agent’s view of the challenges that libraries and publishers face, as well as what the actual user of content wants in this day and age. He will explain how he sees the agent’s role in the changing landscape and where agents can bring value and, finally, he will touch on a number of initiatives that have been launched or are developing, which are evidence of this changing role.
15. Resource discovery services - evaluation and implementation
Liz Stevenson and Colin Watt
The University of Edinburgh
Finding the right stuff at the right time is mission critical for our users and customers, and presents a continuing challenge for libraries as service providers. This workshop will provide an overview of the process of selection and implementation of a resource discovery service, looking at not only what the service might deliver, but also the impact on other services. Attendees are encouraged to participate in the discussion throughout the session.

16. Patron-driven e-books: the promise and the (potential) pitfalls
Anna Grigson
Royal Holloway, University of London
With budgets under pressure and ever-increasing demand from students, can ‘patron-driven acquisition’ (PDA) help libraries to deliver both better value for money and increased user satisfaction? This introductory session will review some of the different business models on offer and explore the advantages and disadvantages of each, as well as looking at the practicalities of introducing a patron-driven e-book service. If you’ve already implemented PDA, come and share your experiences. If you’ve yet to try it, come and find out what it can offer.

17. Resource lists and e-resources - discovery and management challenges
Richard Cross
Nottingham Trent University
In the academic sector the concept of the multi-format resource list is rapidly displacing the notion of largely bookbound, print-bound reading lists. This opening up of the notion of the resource list has, as a result, expanded the pedagogic opportunities for academics and the learning options for students. For libraries charged with running a web-based resource list management system (RLMS) on behalf of a learning institution, the challenges raised by the need to ‘resource the resource lists’ can be profound. This presentation will assess the impact that the introduction of the Talis Aspire RLMS has had on the resource discovery and resource management practices of Libraries and Learning Resources at Nottingham Trent University, with particular focus on electronic serials, e-books and other online resources. The results will be of interest to any academic librarians involved in the selection, acquisition and discovery of electronic resources whose library service is considering the implementation of a resource list solution.

18. Publishers’ role in publication ethics: part of the solution or part of the problem?
Elizabeth Wager
COPE (Committee on Publication Ethics)/Sideview
Academic publishing can raise a number of ethical issues including plagiarism, undisclosed conflicts of interest, and misconduct by reviewers and editors. Preventing, detecting and responding appropriately to misconduct should be a joint responsibility of journal editors and publishers. This session will explore the important roles publishers can play in setting policy and offering advice and resources to editors, and also the ethical issues that may arise when scholarly and commercial agendas collide.

19. Mobile Medical Education (MoMEd): what’s the impact of putting resources in the hands of medical students?
Jil Fairclough and Tim Vincent
Brighton and Sussex Medical School
How much do medical students really use mobile devices to access learning resources? What are the pros and cons of accessing mobile information resources in the real-life medical setting? What is the impact on their learning? This session will answer these questions using findings from recent research at Brighton and Sussex Medical School. Their MoMEd project explored the pedagogical basis for the provision of high quality information resources (a suite of clinical reference texts) at the point of need through mobile devices (initially PDAs, subsequently iPhone and iPod Touch). There will be opportunity for discussion of the issues in this rapidly advancing field.

20. (Don’t) shut that door: the importance of global identity to education
Mark Williams
JISC Collections
Access to scholarly resources has traditionally focused on the restrictive rather than the permissive. Whilst publishers have engaged with UK initiatives to improve access management, like the use of Federated Access Management via the UK federation, this has had a focus on ensuring licence conditions are met rather than on the experience of the user within that process. Compared to the typical experience of a user within the social web, the world of academic publishing can seem undeveloped. The presentation will draw on a variety of concepts to discuss the problem of the identity experience across publisher resources, and will discuss the importance of identity in an open context, outside the boundaries of scholarly research.
21. Supporting effective communication and workflows in social science and humanities research
Bernie Folan
SAGE Publications

This session will share the key themes arising from a meeting of academic librarians and early-career researchers, convened by SAGE, which explored ways of improving the provision and consumption of information during the social science research process, and better demonstrating the value of the content that researchers and librarians select. The session will also summarise responses to a survey testing opinion amongst additional librarians on these key themes. Participants will be asked to share their perspectives in order to judge which of the challenges solutions should be sought for. Those attending will benefit from the opportunity to share experiences and to participate in developing an action plan.

22. The SCARLET Project: special collections in the age of the app
Jo Lambert
Mimas, The University of Manchester

This session will present the SCARLET Project (Special Collections using Augmented Reality to Enhance Learning and Teaching), a JISC-funded collaboration between Mimas, the John Rylands University Library and academics from the University of Manchester. The presentation will take the form of a workshop, including an introduction to the project and a technical overview, a demo of the app, and discussion of student evaluation and the project as a work in progress. Participants will also have the opportunity to test the technology for themselves.

23. The future of eTextbooks
Sara Killingworth
Maverick Outsource Services

This session will explore the state of the eTextbooks market, looking at the extent to which the new innovations and developments support the improvement of teaching and effectively increase student engagement; whether or not they are delivering the core content that enhances and expands the future of higher education; and, ultimately, are these innovations what students and lecturers really want? Adopting a lecture-style format, this session will look to address these issues in line with the latest developments.

24. STOLA - Statistical Tool for Licence Acquisition
Anette Schneider
Technical Information Center of Denmark
Lene Stampe
Roskilde University Library

The project aims at creating an improved basis for decisions regarding journal acquisition at Danish universities. The universities want to see value for money, STOLA documents statistics about the researchers’ publication, reading and citation patterns in scientific journals. Together with download statistics, analysis of the collected data will help clarify which journals and licences should have top priority on libraries’ shopping lists. The session includes information about the project, demonstration of the outcomes and a discussion on methods.

25. Open source and open solutions
David Parkes
Staffordshire University

In the summer of 2010 Staffordshire University became the first UK Higher Education institution to implement an open source library management system, Koha. Alongside this, Summon was also introduced, as well as work on mobile, reading lists and integrated repository work. These solutions provide the University community with an agile, next generation learning tool. Is an agile, integrated mixed-economy approach to information delivery the future?

26. Role of the library in research evaluation
Jenny Delasalle
University of Warwick

This session will look at what is involved in research evaluation in the UK sector, and how librarians’ expertise is relevant to this field. Library citation sources are being used, and data in repositories which are often run by librarians are being used, in the context of research evaluation. Researchers are seeking support in understanding such data and its use. What can a library do, and what should a library do, with regard to research evaluation?
27. Future formats: representing the next generation of scholarly articles

Martin Fenner
Hannover Medical School
Steve Pettifer
The University of Manchester

Although millions of articles are published each year using Adobe’s Portable Document Format (PDF), many commentators have criticised it for lacking in flexibility and as being incapable of meeting the future challenges faced by publishers and readers alike. HTML and derived formats such as ePUB are the most compelling alternative, with many attractive features, but have yet to gain much traction in the field. In this workshop, which takes the format of a light-hearted interactive debate, the presenters will take a closer look at the strengths and weaknesses of both approaches, and the industry’s love-hate relationship with the PDF. The workshop will conclude with tips and recommendations on how to make better use of PDF and HTML.

28. Industry Forum: market trends, challenges and strategies

Panel session chaired by Luke Davies
EBSCO Information Services

This session will be of interest to publishers, intermediaries and librarians. It will explore recent and forthcoming market challenges faced by publishers and intermediaries; as well as strategic planning for global market trends such as economic/budget growth and shrinkage; tiered pricing; what will happen if the Big Deal breaks up; how to handle Open Access charges; the future of PPV; the move to electronic content and the tactics publishers might employ to address such challenges. The forum aims to create positive collaborative debate and audience participation, with the emphasis on sharing ideas for handling and solving these challenges. The format is a panel with audience participation and questions which will be requested in advance.
UKSG exists to connect the knowledge community and encourage the exchange of ideas on scholarly communication. It is the only organisation spanning the wide range of interests and activities across the scholarly information community of librarians, publishers, intermediaries and technology vendors.

In a dynamic environment, UKSG works to:

• facilitate community integration, networking, discussion and exchange of ideas
• improve members’ knowledge of the scholarly information sector and support skills development
• stimulate research and collaborative initiatives, encourage innovation and promote standards for good practice
• disseminate news, information and publications, and raise awareness of services that support the scholarly information sector.