

AN ALLEN PRESS SEMINAR

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BLUEPRINT FOR SUSTAINABLE PUBLICATIONS

BEST PRACTICES & INNOVATIVE SOLUTIONS

Landscape Design: New Options in Online Publishing

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New Options are Derived from New Challenges

All topics covered during this session have three things in common:

- Everyone wants to start using them immediately
- There is absolutely no definitive, universally accepted or standardized way to handle any of them
- We are not going to standardize them today
 - But we can establish some working best practices

New Options are Derived from New Challenges

We are going to cover:

- Online Conventions
- Early Online Publication
- DOIs
- Supplementary Data
- Post-Publication Corrections
- Perpetual Content
- Atypon Update
- Q & A

rethink content organization

- Remember that the issue is largely a printing convention
- There are a lot of other ways to organize your content online
 - Subject categories
 - Based on a fixed vocabulary
 - Each article is associated with at least one category
 - Author
 - Special collection (society-defined virtual issues)
 - Publication date
 - Just kidding; it's called an issue 😊

non-printed, value-add metadata

- Allows you to organize, market, and sell content in a variety of ways
- Adds functionality for end users to slice 'n dice content to suit their needs
- Should be tailored to fit the needs of publication
 - NIH funding information
 - Trial registration numbers
 - GenBank accession numbers
 - GoogleEarth coordinates

Online Conventions
non-printed, value-add metadata

Avian flu GoogleEarth mashup:

<http://www.nature.com/nature/googleearth/avianflu1.kml>

xml: the portable database

- Unlike the printed version, the XML contains a lot of easily accessed information that users could mine for themselves and repurpose
 - Publication metadata
 - Journal title, volume, issue, article title, authors, etc.
 - Value-add metadata
 - Citation information
- Consider allowing subscribers to download and extract information from the XML

Online Conventions

rethink online-only content

Several societies we are working with are publishing ‘split’ issues – the entire issue is posted online; only some of the articles are printed

- Alleviates the constraints printing imposes on an issue
- Allows them to highlight certain articles for printing

Early Online Publication what is it?

- Used to be called ‘preprints’ universally
 - Until someone realized that some of this stuff is never printed
- At this point, everyone has a different branding for it!
 - Early Online Release
 - Ahead of Print
 - Early Edition
 - e-View
 - FirstView
 - Super Advance Early View for People
- Service branded at Allen Press as ‘FirstCite’

Early Online Publication firstcite offerings

- Advanced Dispatch
 - Traditional ‘preprint’
 - ‘raw’ manuscript PDF posted online with XML metadata
 - NISO classification: Accepted Manuscript
- Issue in Progress
 - Abandons the ‘No Article Left Behind’ printing convention
 - Articles posted as soon as they are complete
 - Articles contain all pertinent metadata
 - NISO classification: Version of Record

Early Online Publication things to consider

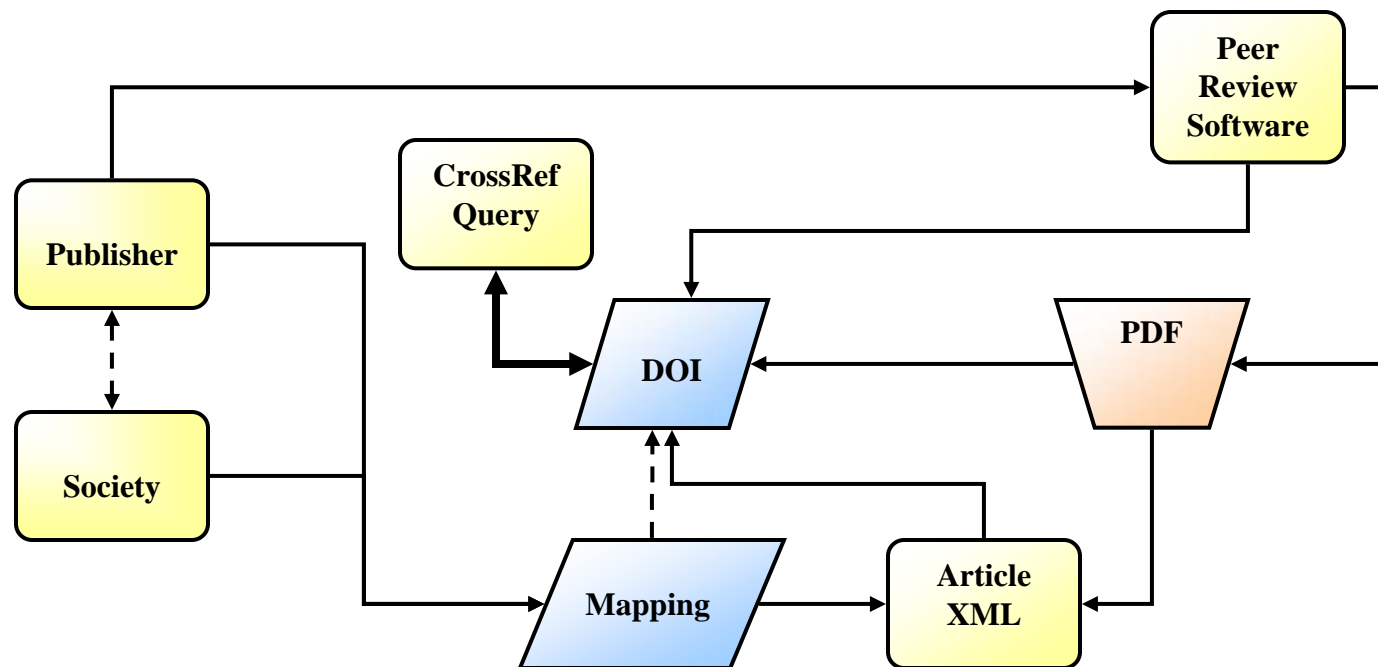
- Online posting date *is* the date of publication
- Version control
 - Need to use the same DOI for both versions
 - In what format should the early version be available after the final version is out?
 - HTML version online, linked to final version
 - Attached as a PDF to final version

DOIs the persistent id

- Every article published online should have **one** DOI assigned to it
 - Ensures that people will always be able to locate content
 - Must be unique to the article
 - Can be used rather than a traditional citation
- Even article sub-elements can be associated with a DOI
 - Figures
 - Tables
 - Equations
 - Supplementary Data


DOIs the persistent id

- DOI assignment can be complicated



DON'T PANIC

we can help



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Supplementary Data online-only data

Additional data files that contain information directly supportive of the document, for example, an audio clip, movie, database, spreadsheet, applet, or other external file.

From: <http://dtd.nlm.nih.gov/publishing/tag-library/2.3/n-mes0.html>

Supplementary Data

make them part of the article

- Highly recommend that you mention supplementary material in the article
 - Couple of options:
 - Treat them like you would a printed figure/table; cite them directly in the text
 - Mention them in a footnote specifically for calling attention to non-printed material

Supplementary Data
online storage options

- Centralized supplemental database
 - Example: [ESA Archives](#)
 - Benefit of having a searchable repository for users
- Attached to the article
 - Benefit of being hosted alongside content on journal site

Supplementary Data
define boundaries

- Control what types and sizes of files are allowable
 - AP's generic rules:
 - No limit to the number of files
 - 50 MB per article
 - Know your audience in terms of file types
 - Feel free to establish your own requirements

Post-Publication Corrections the slippery slope

- Online publication has opened up the potential to correct articles easily after they have been published, without publishing an erratum
- Need to examine the effects before doing it
- Pitfalls
 - Need to version the article
 - Need to document the correction
 - What about the print version?

Perpetual Content archiving strategies

- The burning question with online-only content - how much archiving is enough?
- What should be archived?
 - XML
 - PDF
 - Associated files (figure/table images, etc)
 - HTML version

Perpetual Content archiving strategies

- Online-only content is freaking out the librarians
 - Unlike print copies there is nothing to put in the stacks; libraries are dependant on the society and the online hosting provider for the content
 - They want assurances that the content will be available when their users want it

Perpetual Content archiving strategies

- Librarians and societies are turning to third-party archiving solutions
- Lots of Copies Keep Stuff Safe (LOCKSS)
 - <http://www.lockss.org/lockss/Home>
- Portico
 - <http://www.portico.org>

Reasons for moving

- More extensive disaster recovery (esp. hardware)
- Allows our sites to stay current with web standards
- Several new improvements the day of launch
 - Consistent GUI
 - Athens authentication
 - Z.39.50 access
 - Institutional usage reporting
- Allows AP to focus on the content

Atypon Update
status report


- Ecological Society of America (ESA) launched Sept. 18th
- Pinnacle due to launch by Q1 2009, 33 sites running on it
 - AP is currently contacting societies
- All sites are scheduled to be fully migrated by end of Q1 next year

Q & A

Thank You!

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