From Act to Impact

Needle-Moving Collaboration

Katherine Skinner @Educopia
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Better bred than dead
David Challinor on the efforts of zoos to preserve rare species

ZOO DIRECTORS and others concerned with the survival and well-being of zoo animals are increasingly interested in the ability of wild animals to adapt to captivity. The present design of new zoo exhibits reflects in part this concern. Not only are the new barren enclosures more aesthetically pleasing to the visitor, but they are also designed to reduce some of the neurotic behaviour shown by some mammals, particularly primates and cats, when confined to the old fashioned menagerie cage. The moats and glass barriers now used are designed to protect the animal from the visitor and, in the case of glass panels in primate houses, serve the double purpose of keeping the monkeys from catching humans' colds and freeing the visitor from the animals' pungent smell.

Despite such improvements, some zoo-bred animals, when moved from cramped quarters to landscaped habitats, cannot readily adapt. We have had several examples of animals' difficulty in breaking habitual behaviour at the Smithsonian National Zoo. Our white tiger, Mohini, their new enclosure would climb only along the stable wooden framework and supporting cables. The flexible natural branches were too much for these old males, but not for the younger animals in the troops, who readily adapted to their new surroundings.

Although some animals are adapting well to captivity, unexpected problems continually arise. The magnificent sable antelope is now breeding successfully at the Smithsonian's Conservation Research Center at Front Royal, Virginia. However, their hooves are not worn down as fast in Grass is better than concrete

(Courtesy National Zoological Park, Washington, D.C.)
faculty, researchers, administrators, university presses, libraries, research centers, archives, nonprofits, consortia, commercial publishers, editors, technologists
Detail from Edmund Birckhead Bensell, “A Critical Moment”
Just a Few of the Conditions Aligning…

- Technological changes
- New competitors
- Political shifts
- Economic concentration
- Information deluge

Photo credit: FlippyCat https://www.youtube.com/flippycat
Fields and Transitions...

• Fields tend toward stasis
• Innovations happen on the fringes
• Field-wide change depends upon networks

Photo credit: FlippyCat https://www.youtube.com/flippycat

@Educopia, Nov 16
Pilobolus, Photo by Howard Shate
If

• This is a critical moment
• Networks bring change

Then

• Alignment is a transformative tactic
PHILOSOPHICAL
TRANSACTIONS:
GIVING SOME
ACCOUNT
OF THE PRESENT
UNDERTAKINGS, STUDIES, AND LABOURS
OF THE
INGENIOUS
IN MANY
CONSIDERABLE PARTS
OF THE
WORLD.
Vol I.

For June 1665, and 1666.

Printed by T. N. for John Martyn at the Bell, little within
our Temple, and are sold by John Watts, printer to the Royal Society.

Photo credit: https://www.force11.org/sites/default/files/files/20141127_165939.jpg

Source: ARL Statistics 2010-11
Association of Research Libraries, Washington, D.C.

Notes:
• Data for monograph/serials expenditures was not collected in 2011-12
• Includes electronic resources from 1999-2011

makes copies of anything... on ordinary paper

WHAT IF YOU COULD XEROX HAPPINESS?

NOW YOU CAN NEW XEROX 914
Areas of Specialization

- Cultural Anthropology
- Linguistic Anthropology
- Archaeology
- Physical Anthropology
- Applied Anthropology

Physical Anthropology

- Areas of Specialization:
  - Human genetics - inheritance and inherited variation
  - Primatology - living nonhuman primates
  - Human biological variation - evolutionary studies
  - Paleontology
  - Paleoanthropology
  - Human growth and development
  - Forensic Anthropology
  - Human ecology
  - Forensic ecology
  - Osteology
  - Applied Physical Anthropology
“This is us.”
"OK, sir, would you like inferno or non-inferno? ... Ha! Just kidding. It's all inferno, of course—I just get a kick out of saying that."
Library Expenditure as % of Total University Expenditure
(Average of 40 US Institutions Reporting Since 1982)

It isn’t that they can’t see the solution.
It’s that they can’t see the problem.

-GK Chesterton
data...
Evolution of Predictive Analytics

1980s
- Why did it happen??
  - Analysis
    - Excel, OLAP
- What happened??
  - Reporting
    - Static and interactive reporting

1990s
- What happened??
  - Monitoring
    - Dashboards, Scoreboards

2000s
- What's happening??
  - Prediction
    - Statistics, Data Mining, Optimisation

2010s
- What will happen??
  - Predictive Analytics
  - Analytics
  - Reporting

Benefits of Predictive Analytics
- Competitive edge and revenue growth top list
- Achieve competitive advantage: 68%
- Find new revenue opportunities: 55%
- Increase profitability: 52%
- Increase customer service: 45%
- Gain operational efficiencies: 44%

Credits:
http://www.pratapactuarial.com/Actuarial-Science-ACET-Data-Mining-Predictive-Analytics.html,
http://www.kdnuggets.com/wp-content/uploads/benefits-predictive-analytics.png,
http://www.interdirectusa.com/images/analytics WB-inner.jpg
Evolution of Predictive Analytics
from act to impact
Dodging the Memory Hole II: An Action Assembly

What will tomorrow bring for yesterday's news?

For centuries, this "rough first draft of history" has been saved and preserved by archives and libraries around the world.

But over the last four decades, news has transitioned from printed paper to digital files, and studies show that these files are in great danger.

Join stakeholders from all angles of this problem—news publishers and press associations, technologists and researchers, libraries and archives, corporations and funding agencies. Together, we will lay a crucial foundation for resolving this information crisis.

Contact: Katherine Skinner

Nexus

Empowering leadership development in cultural organizations to strengthen the public good.

The Nexus projects address the need for cross-generational leadership training, an extensible framework to train and evaluate leaders, archives, libraries, and museums. They have decades to train leaders through workshops, programs, and curricula. Across these leadership training programs, there is a relative lack of documentation regarding the breadth and depth of these leadership training activities, especially within cultural organizations.

Contact: Christina Drummond

Chrysalis

Advocating for alliances between scholars, libraries, and scholarly presses to promote innovative digital research publication.

The Chrysalis project explores the design and implementation of vertically integrated research alliances (VIRAs) comprising scholars, libraries, and scholarly publishers. The Chrysalis project is a model for libraries to work with scholars and scholarly publishers to promote innovative and sustainable research publication.

Contact: Matt Schultz

Distributed Digital Preservation

Creating a framework to build effective, reliable, and auditable digital preservation environments with large geographic spreads.

Distributed Digital Preservation (DDP) uses highly distributed methodologies, infrastructures, and organizational apparatuses in order to achieve the reliable persistence of digital content. Worldwide, numerous digital preservation initiatives are already engaging these practices. Existing DDP approaches, as well as those that have yet to come into being, lack common vocabulary and conceptual frameworks for building effective, reliable, and auditable preservation environments. Agreed-upon terminology and theoretical models are needed.
Project Meerkat
Aims

Project Meerkat would build a cooperative organization—the **Publishing Analytics Data Trust**—to address scholarly publisher and library needs in the collection, aggregation, analysis, and dissemination of usage data, focused specifically on monographs in the first instance.

In order to accomplish this, the project team would examine a range of issues around this topic as applied to monograph usage data, including:

- **usage data modeling**: What information can we collect and share? What can we do with it? How can we best view and report on it?
- **usage data ethics**: What are the terms of use? Who can see which parts of the data? How can the aggregated data be accessed and used?
- **cooperative infrastructure**: How do we set up a sustainable business model for the ongoing collection and dissemination of this data that fairly and equitably provides for the needs of its members?
Deliverables

Organizational deliverables
- The cooperative’s mission and vision
- The cooperative’s governance model, organizational infrastructure, revenue/business model, and sustainability plan
- Engagement of key stakeholders across academic, publishing, and data-analytics industries, identifying the value of their involvement and desired methods of ongoing contributions

Usage data deliverables
- A detailed model for the collection of monograph usage data
- An aggregated set of monograph usage data
- A prototype of monograph usage data services
- Defined workflows through which the monograph usage data set can be accessed

Usage data policy deliverables
- A policy framework for the aggregation and use of monograph usage data
- A code of ethics to guide monograph usage data gathering, access, and reuse by members
Other relevant efforts

- Altmetric.com (Digital Science $)
- Plum Analytics (EBSCO $)
- Elsevier (Mendeley, Scopus etc $)
- ImpactStory (non-profit)
- Article Level Metrics (various)
- COUNTER (standards)
- IRUS-UK (collaboration)
- NISO (community development)
- DOI Event Tracker (CrossRef)
- BookMetrix (Springer $)
- ICOLC (Press-Library collaboration)

Monograph Specific Issues
- Multiple sites for access
- Multiple forms of book
- (Often) lack DOIs
- Tools not built for ISBNs
- Less consistent formats $\Rightarrow$ CrossRef
- Are usage standards appropriate?

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Outcomes

Photo: Yuriy Trubitsyn, https://unsplash.com/photos/TiDl4gF0GOW