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# Publishing trends and opportunities in a new and challenging environment

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October 28, 2020



ITHAKA S+R

# Scholarly publishers in the time of COVID

Laura Brown and Roger Schonfeld

Interviews with several dozen university  
press directors and scholarly society  
executives (Laura)

# Themes

- Financial uncertainty was the norm
  - Worry about books, membership dues, and meeting revenues
  - Less worry about journal revenues, but too early to tell
- Productivity remained high in pivot to remote workforce. Longer term?
- The future of telework - hybrid office/work from home models likely
- Both university presses and societies embrace change by necessity
- It was all over the map with OA

# Opportunities and challenges in events, meetings, and webinars

- “The biggest thing we’re wrestling with is in-person events: both professional development events and the annual convention. We have to prepare for worst case scenarios, but we’ve also seen some encouraging trends.”
- “We had a free webinar that attracted 1400 people. If you told me that we could have that many people attending a webinar where I interview a couple of historians, I would say why??”

# Is it better to be a university press or a society during this time?

*“We are in a better situation than UPs. They are dependent on their institution and are low hanging fruit when budgets get tough because they don’t serve the direct mission of an institution. They have tried hard NOT to publish too much of their own faculty. We, on the other hand, are essential to our members. Our press represents a discipline in its entirety. This gives us more resilience. Because of our member focus and centrality to our discipline, we are aligned with our members’ needs.”*

# Hunker down, or invention and experimentation?

*“The spoils are going to go to whoever is most adaptable. It’s not just open access. We need to watch closely how scholars’ productivity and preeminence is measured. How do you adapt to that? Organizations that have ears to the ground and can adapt best are going to succeed.”*

A few other considerations (Roger)



# Digital Transformation

- Widespread disruption to the instructional model
- Print book acquisition cuts. Growing revenue for ebooks which may not offset print shortfalls for university presses and some humanistic societies.
- Digital collections such as HathiTrust have quickly moved to the center of the ecosystem.
- Budget cuts for most academic libraries, but magnitude still uncertain.

# Accelerating Speed, Maintaining Trust

- Tremendous acceleration in time to publication as a result of COVID and pressure from preprints
- Some notable retractions, intersecting with public/media interest in COVID research and its politicization
- How is trust maintained? How will the editorial process be transformed over the longer run?

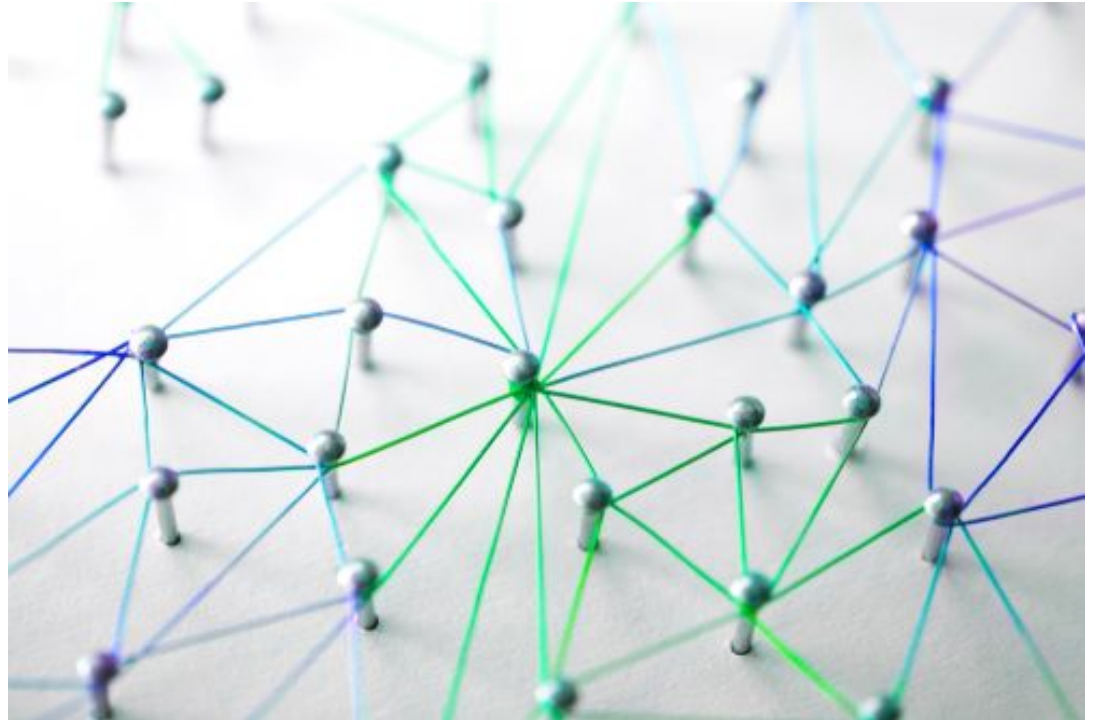
# 2020 - Year of Fast Forward

Judy Luther

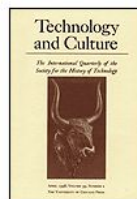
Informed Strategies LLC

# Expanding Network of Research Content

- Supplemental Files
- Data & Code
- Expansion of Preprints
- Presentations



# From Reading Text



## JOURNAL ARTICLE

### How Astronomers Digitized the Sky

W. PATRICK McCRAY

Technology and Culture

Vol. 55, No. 4 (October 2014), pp. 908-944 (37 pages)

Published By: The Johns Hopkins University Press

<https://www.jstor.org/stable/24468475>

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## Abstract

Starting in the 1960s, astronomers' analog view of the universe gradually transformed as scientists and engineers introduced digital computers, electronic detectors, and magnetic recording media into observatory domes and laboratories. The advantages of this were considerable: once the underlying technical architecture and social practices were in place, digital data can be more easily analyzed, manipulated, transported, and communicated. As they replaced and supplemented older technologies, astronomers' basic research practices changed accordingly. This helped reshape norms and behaviors in the research community, altering astronomy's moral economy. The importance of collecting, processing, and sharing digital data transcended specific institutions, individual research questions, and national boundaries. This article explores this process, using representative examples and the metaphor of data friction, focusing on both the development of hardware and data standards. For astronomers, the transition from analog to digital was, in both senses of the phrase, a universal concern.

## Journal Information

Technology and Culture is the quarterly interdisciplinary journal of the Society for the History of Technology. The international journal publishes the work of historians, engineers, scientists, museum curators, archivists,

## To Listening and Viewing



# Online Presentations



- Important to early career researchers
- They can include a link on their vita
- Presentations join other outputs of the research cycle

# Outlook for Societies

- Low attendance as online meetings lack effective networking
- No standard schema for DOIs for presentations
- + Opportunities to increase member benefits
- + Rethinking options for fees for registrants







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# Thank you

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