Strategic Content Alliance

building bridges to e-content

The Strategic Content Alliance

Transformational Content in the Downturn

Open Access to Knowledge....Athens, 16th December 2010

Our Mission Statement

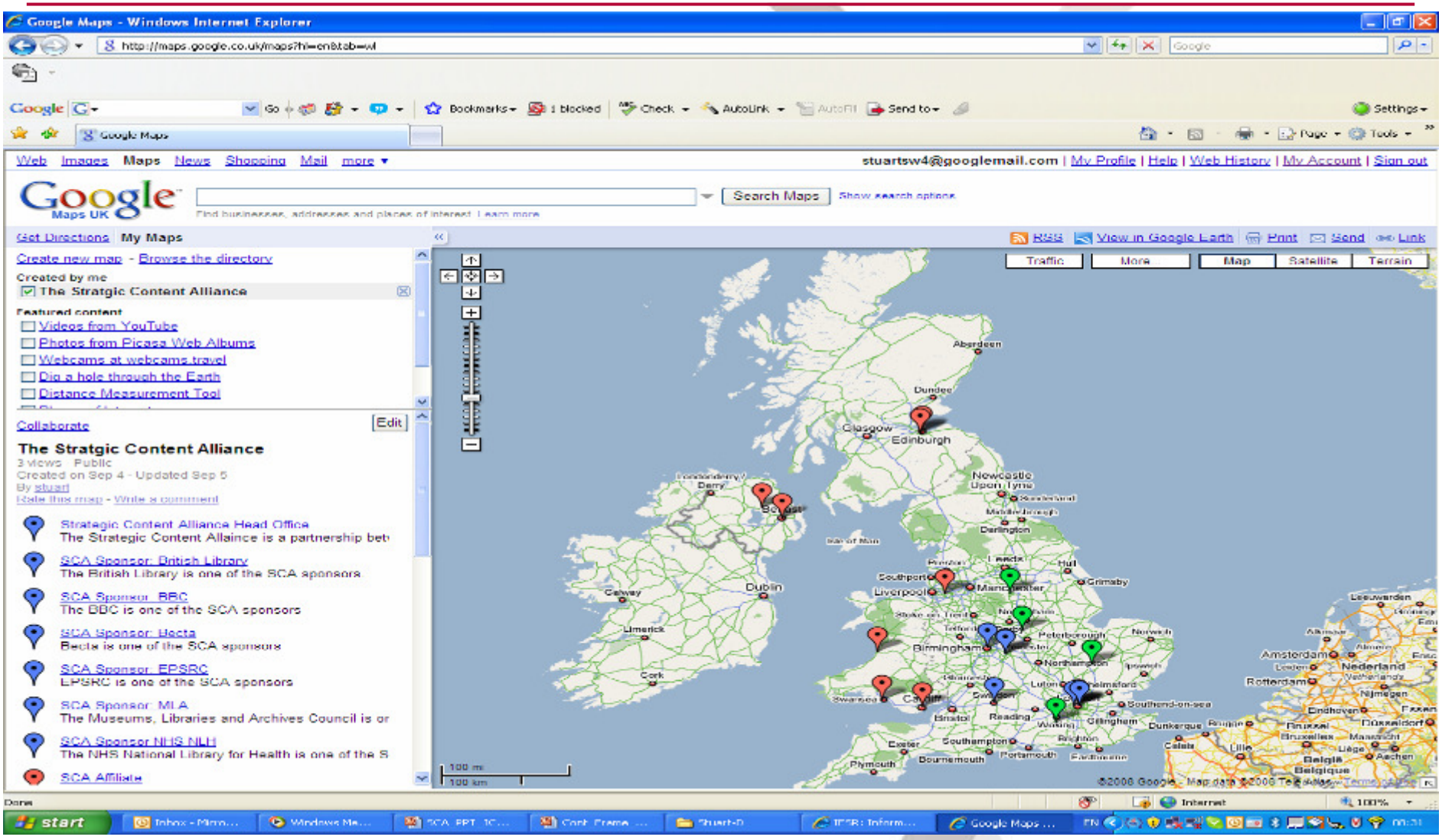
If the UK is to realise the full potential of the web and every citizen to realise their own potential - in the workplace, in their places of learning and in the home - the full range of digital content needs to be made available to all, quickly, easily and in a form appropriate to the users' needs.

Supported by...

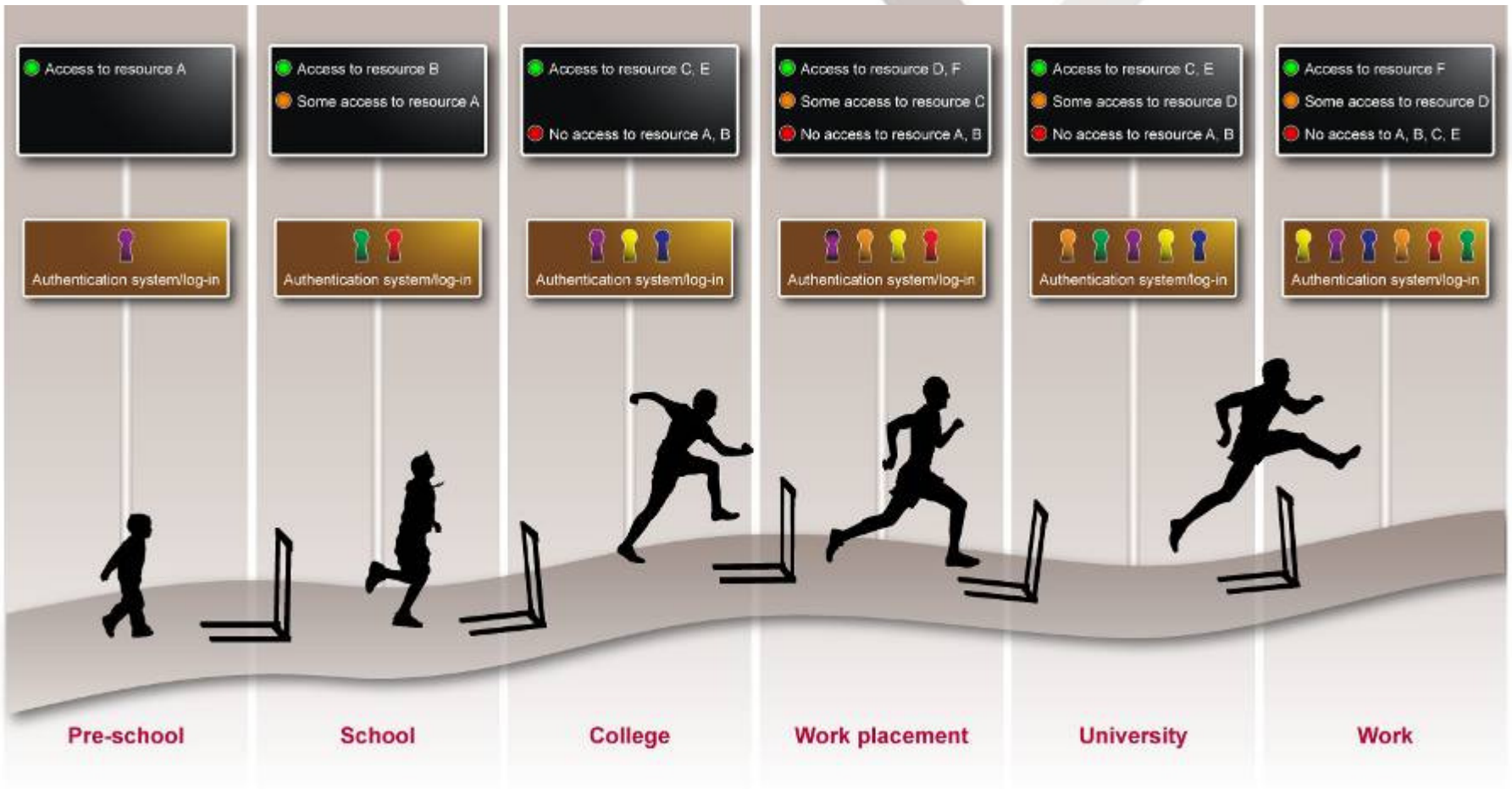
Strategic Content Alliance

building bridges to e-content

UK partnerships



The rationale...



The "Big Three"...

The Strategic Content Alliance works on behalf of the public sector to reduce the barriers that currently inhibit access, use and re-use of digital content and to build a common information environment where users of publicly funded content can gain best value from the investment that has been made.

We concentrate on three "big issues" affecting the above:

- Digital Policy and Strategy
- Digital Skills Development
- Digital Content Innovation

Added capability...

Collaboration...convergence..proliferation...

shedl Scottish Higher Education Digital Library

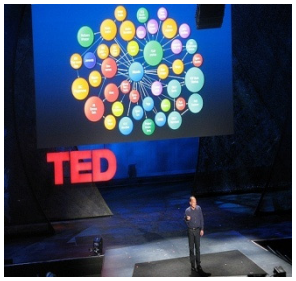
europeana think culture

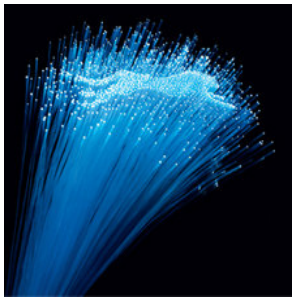
Culture 24

HATHI TRUST

BBC iPlayer

Google





facebook

YouTube Broadcast Yourself

flickr™

RSS

Conference Themes

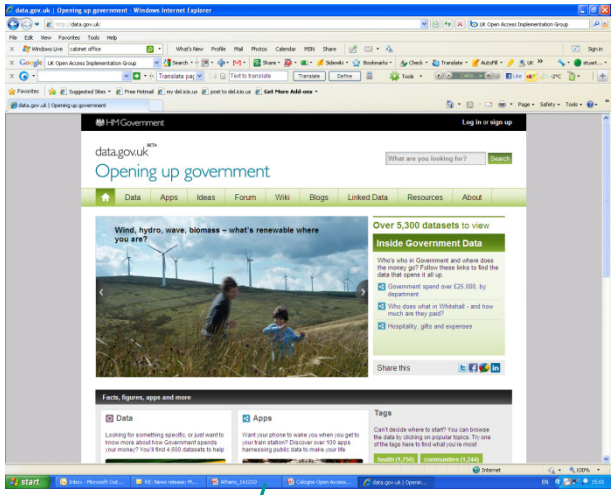
- **Open knowledge is any kind of information – sonnets to statistics, genes to geodata – that can be freely used, reused, and redistributed.**

  (Open Knowledge Foundation)

- Open Access to Research
- Open Public Data
- Open Access to Education

Open Access Research in the UK...

http://www.cabinetoffice.gov.uk/content/public-sector-transparency-board-who's-who

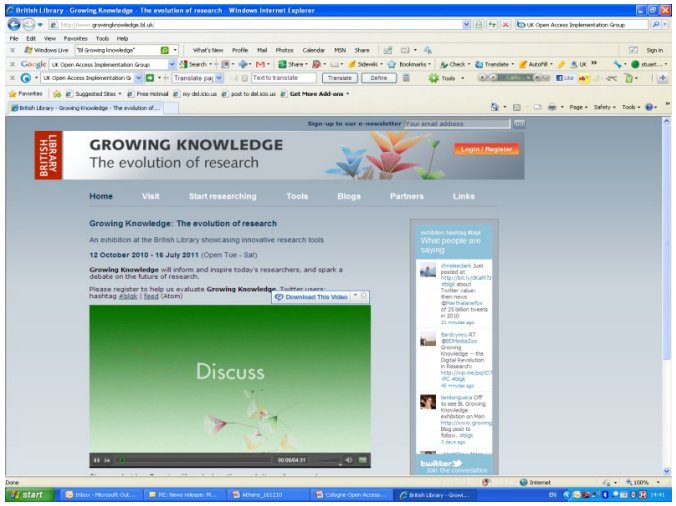


http://data.gov.uk/

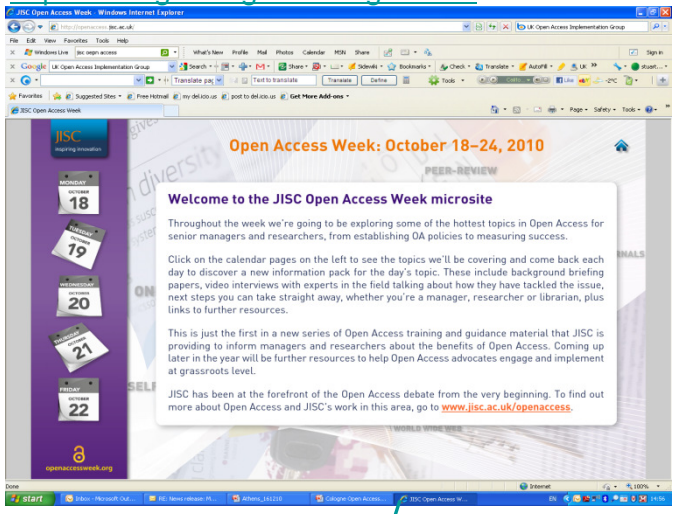
Progress in Policy

- All seven Research Councils mandate OA, as does Wellcome Trust (our newest member)
- As do several UK Government departments (e.g. Health)
- A small but growing number of UK universities mandate OA (6)
- UK Open Access Implementation Group http://www.jisc.ac.uk/news/stories/2010/10/openaccess.aspx
- UK Govt establishes Cabinet Office Transformational Board to "open up" govt data
- UK Govt implements new "open govt" licence to PSI
- UK Govt reviews IP in the digital age
- EU "wind of change" on the "open" agenda

Open Access Research in the UK



http://www.growingknowledge.bl.uk/



http://openaccess.jisc.ac.uk/

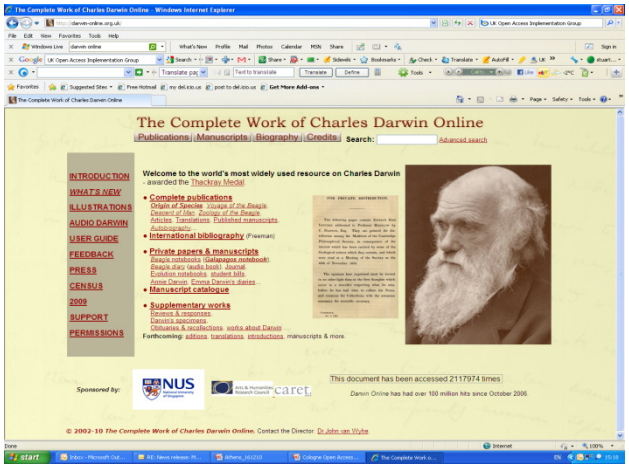
Progress in Provision

- **Repositories**
  - JISC investment since 2002, direct support since 2006 for ~100 repositories
  - UK has 169 repositories; 121 of which are 'institutional'
  - Funder repositories (UK PubMedCentral, several Research Councils)
  - JISC Repositories Support Project, UK Council of Research Repositories
  - Increasingly seen as core research information management tools (REF, etc)

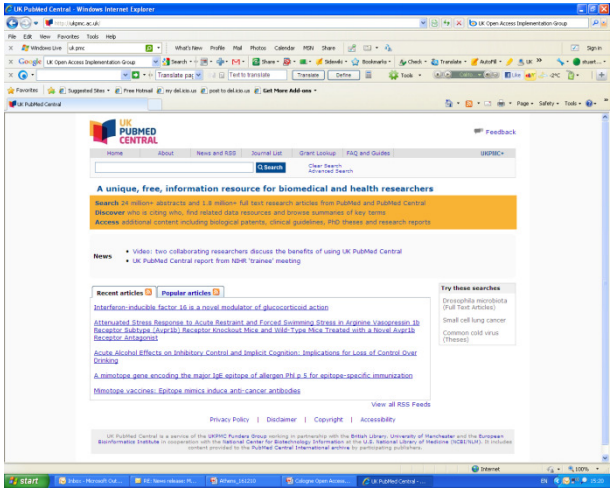
- **OA Journals**
  - Seed funding for several OA journals
  - Investigating the role for JISC Collections in managing payments

- **Open Access Implementation Group**
  - –Chair Professor Martin Hall, VC University of Salford

Some staggering Open Access Research successes...



http://darwin-online.org.uk/



http://ukpmc.ac.uk/

- **Darwin Online:** over 100m page impressions since 2006

- **UK PMC:** Taking a single (and not particularly highly cited) journal such as the British Journal of General Practice we see that in the 12 months ending 31 March 2009, some 715 011 full text articles were downloaded from PubMed Central. Since there were 15 009 articles at the mid-point of this year (progressively increasing), the average article was being downloaded 47.6 times. Put another way, journal articles are being downloaded at the rate of 1,959 a day.

By March 2009, this Journal was receiving 81.6 downloads per hour, from 149 different countries/territories. In 2008/2009 someone, somewhere in the world, downloaded an article from this Journal at the rate of one every 44.1 seconds, day and night.

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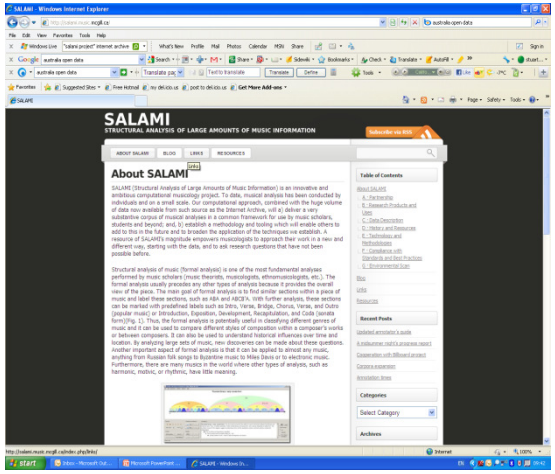
...Open Access Research...new opportunities

http://www.diggingintodata.org/



http://salami.music.mcgill.ca/

Joint funding by UK, US and Canadian funders permits trans-Atlantic research collaboration into "open archives" – generating new knowledge and understanding.

One example, the Salami project which is a structural analysis of music (ca. 350k items) at the Internet Archives using computational analysis and techniques.

The Alliance is coordinating joint submissions to the UK Govt and EU on a range of IP related issues. We encourage and facilitate funders and grant recipients to "open up" content to research. We seed fund tactical investments to help inform wider strategic issues ranging from licencing to business models.

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Some of the Benefits of Open Access Research

2008 JISC study* outlined the following potentially measurable benefits of more open research data:

- Cross sector collaboration
- Data-led education
- Data re-use, avoiding costs of duplication, avoiding survey fatigue, data mining
- Fuller record of science, better detection of fraud and plagiarism
- Better alignment of research evaluation with actual research practice and outputs
- Improved visibility of researchers, funders and research institutions
- Underpinning new industries, e.g. in geo-spatial
- Emergence of new opportunities for service companies, adding value for data storage and access

* Fry, J and Lockyer, S and Oppenheim, C and Houghton, J and Rasmussen, B (2009) Identifying benefits arising for the curation and open sharing of research date produced by UK Higher Education and research institutes http://ie-repository.jisc.ac.uk/279/

Researchers motivations and constraints

JISC-RIN study* with the National Environment Research Council in the UK:

- Motivations:
  - altruism
  - encouragement from peers
  - hope of opening up opportunities for collaboration
- But major disincentive:
  - lack of explicit career rewards, and in particular the perceived failure of research evaluation and funding regimes explicitly to recognise and reward the creating and sharing of datasets

Many researchers wish to retain exclusive use of the data they have created until they have extracted all the publication value they can. Also:

- Lack of time and resources
- Lack of experience
- Legal and ethical constraints
- Lack of an appropriate archive service
- Fear of exploitation or inappropriate use of the data

* Swan, A and Brown, S (2008) To share or not to share: Publication and Quality Assurance of Research Data Outputs. http://eprints.ecs.soton.ac.uk/16742/

Open Research – Further Work...

•Clear guidance on what data should be curated, and which data should be open

•Integration of discipline and institutional repositories

•Improved links to OA resources and other “finding” tools

•Promote strategic debate among funders, researchers and institutional management with aim to:
- Determine appropriate policies
- Provide Infrastructure
- Manage resources and identify sustainability

•Significant potential for FP8 initiatives and joint projects globally.

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Open Access Research – Further Work...

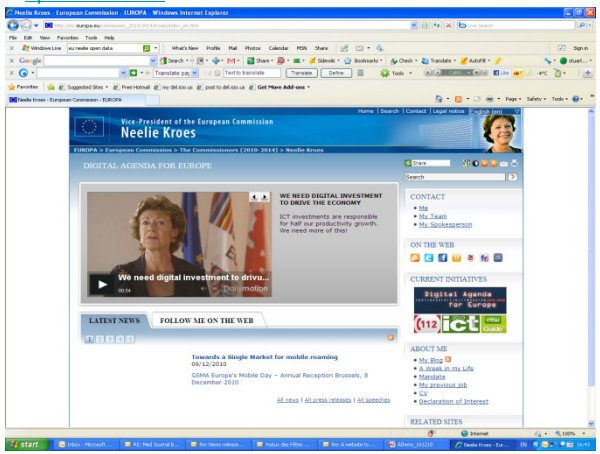
- On Dec 14th the JISC Executive Secretary, Dr Malcolm Read OBE called more strategic debate on Open Access among funders, researchers and institutional managers

- *"We want to encourage institutions to exploit the measurable benefits of open data. But to do that we need to look again at the benefits institutions pass on to the researcher, and make sure that research staff are involved in the strategic decision making - with associated career rewards for those who choose to make their work more openly available. JISC is working with funders and institutions to ensure that the academic and economic impacts of open data and publishing can be fully felt."* http://www.jisc.org.uk/news/stories/2010/12/debate.aspx

Open Public Data and Politics...

http://www.number10.gov.uk/news/statements-and-articles/2010/05/letter-to-government-departments-on-opening-up-data-51204

UK Govt is driving an “open agenda” as it see potential economic, educations and social benefits.



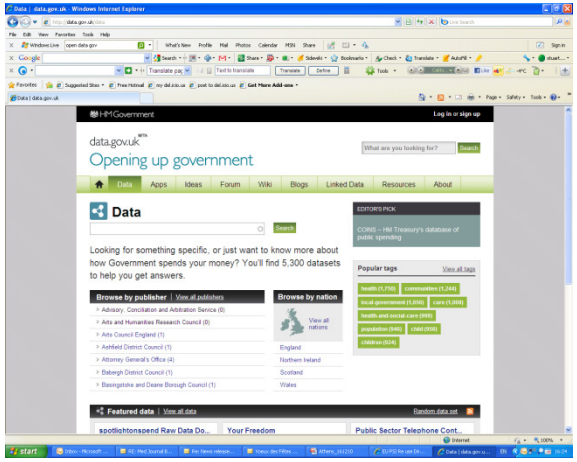
http://ec.europa.eu/commission_2010-2014/kroes/index_en.htm

EU Commissioner Neelie Kroes recent actions and statements see a “wind of digital change” blowing through the Commission.

Open Public Data ...

http://www.cabinetoffice.gov.uk/news/government-welcomes-proposals-digital-public-services

"Digital by default" is recommended by the UK Govt Digital Champion, Martha Lane-Fox. UK Govt gives positive, if qualified response.

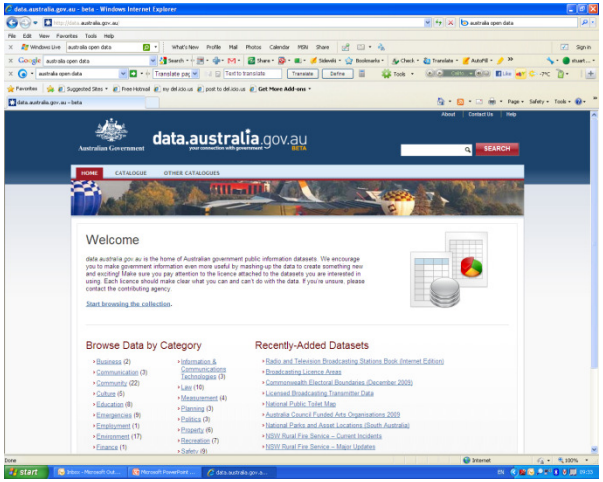


http://data.gov.uk/data

The UK Government is releasing public data to help people understand how government works and how policies are made. Some of this data is already available, but data.gov.uk brings it together in one searchable website. Making this data easily available means it will be easier for people to make decisions and suggestions about government policies based on detailed information

Open Public Data...it's global

http://www.data.gov/

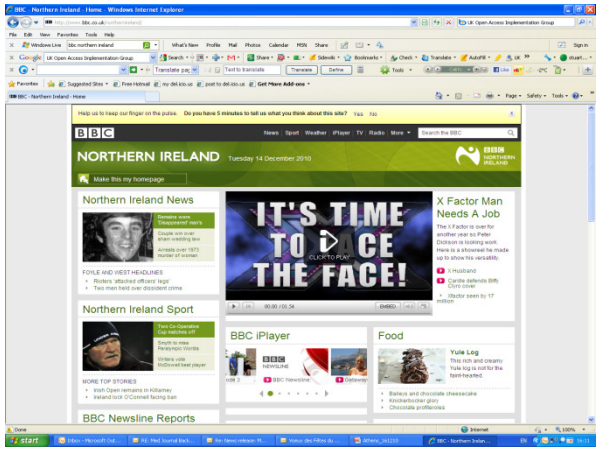


http://data.australia.gov.au/

From Arizona to Australia we see examples of Govt data being "open up" to permit new forms of transparent analysis, knowledge and understanding. And potentially oversight by the citizen of government more broadly. Mindsets are changing within govt akin to the FOI change and Wiki-leaks "scare".

Open Public Data...

http://www.guardian.co.uk/media/2010/nov/01/tony-ageh-interview-bbc-archive



http://www.bbc.co.uk/northernireland/

The Digital Public Space proposal is still being developed with organisations including the British Film Institute and the British Library. Essentially it would be a new layer of the internet in which institutions would make publicly owned content available, free, for non-commercial public use. That content could be used elsewhere for commercial projects – but at a cost.

To help achieve the Digital Public Space vision a series of technical trials are underway to test and evaluate the methodologies top “open up” the BBC Archive .

Open Access to Education...

Open Access to Education...

http://www.jisc-content.ac.uk/

Open Access to Education...

Higher Education Academy | Medicine, Dentistry and Veterinary Medicine

HOME | NEWS | RESOURCES | EVENTS | FUNDING | OUR WORK | ABO

OER phase 1: OOER case studies

The cost/effort of making educational resources available from each part of the readiness scale (institutional, in transit and open) were investigated and documented as case studies as part of the Resource Upload workpackage of OOER (OER Phase I).

The three key processes of developing institutional policies, use of the toolkits and documentation of the case studies was initially iterative, in that we needed to test the toolkits and the case study template against the need for policy development. The early case studies were used to refine all three processes.

Example case studies will be added to this page as they become available.

Recently uploaded

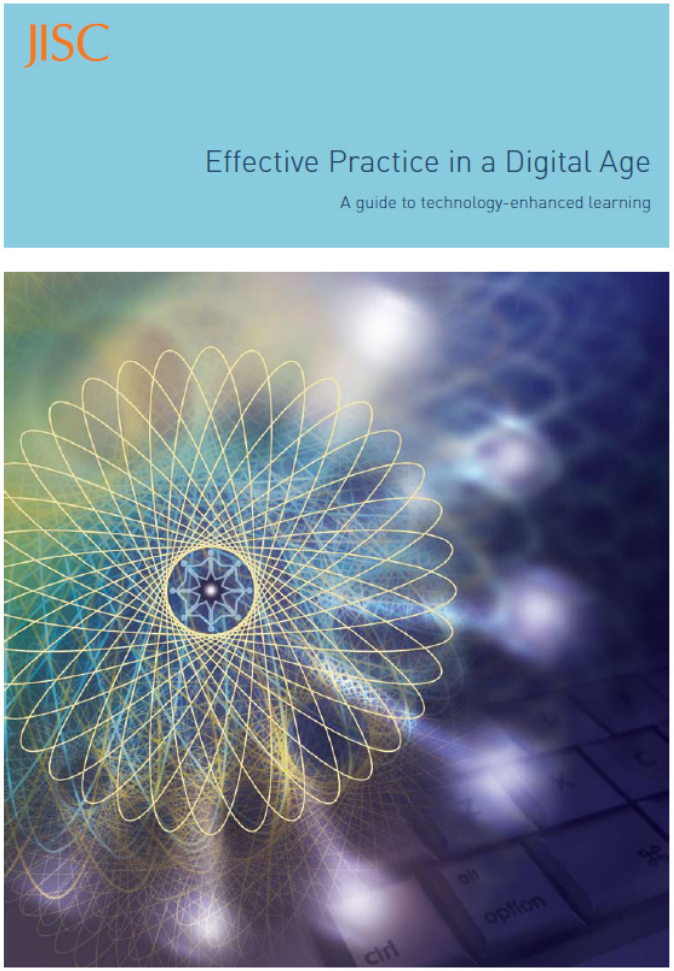
- Confidence intervals [repository usability]
- Psychiatry teaching resource [NHS clinician, honorary contract, branding, existing OER]
- Cardiovascular system [non-patient consent, role players, institutional policy]
- Clinical examination [patient consent, standard forms, IPR, contractual

http://imagedb.vetmed.wsu.edu/ us
with permission

- Background (phase 1)
- OOER toolkits (and disclaimer
- Categorisation
- Dissemination
- Value statement
- Case studies

http://www.jisc.ac.uk/oer

Open Access to Education...



Effective Practice series

www.jisc.ac.uk/publications

- Effective Assessment in a Digital Age
- Effective Practice in a Digital Age
- Effective Practice with e-Portfolios
- In Their Own Words – Exploring the learners' perspective on e-learning
- Designing Spaces for Effective Learning
- Innovative Practice with e-Learning

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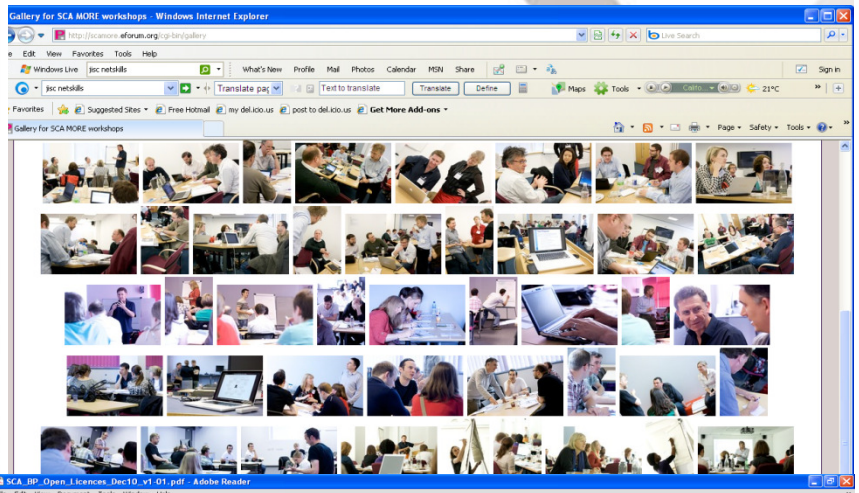
Tactical Tools to Support the Strategy of "openness"



Ergo Ego

“It is amazing what you can accomplish if you do not care who gets the credit” President Harry S. Truman

Alliance...”Top Ten” Tips... or how to jump start your collaboration

- Clarity...what is your essential value proposition
- Consensus...who is doing what, when and how in a “contract”
- Conviction...(not criminal) are all parties “on the same page”
- Competencies...equitable assignment of professional skills
- Copyright...content is cleared and licence agreements ready
- Communication...say it once, twice, three times and keep saying it
- Capacity...assign time, resources and effort
- Credibility...the best collaborations are built on trust
- Costs...minimise operating costs and overheads
- Create Metrics...what does success look like and “are we there yet”
- And finally, have realistic goals and smart governance systems

Strategic Content Alliance — building bridges to e-content

Where you can find more information

http://sca.jiscinvolve.org/

http://www.jisc.ac.uk/contentalliance

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building bridges to e-content

Thank you for listening and questions....

s.dempster@jisc.ac.uk

'We can all benefit from this rich compilation and I look forward to continuing collaboration on practical and policy matters of national and international importance.'

Dame Lynne Brindley, Chief Executive, British Library