Why Are We Not Boycotting Academia.edu?

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Why Are We Not Boycotting Academia.edu?
8th dec 2015  Coventry
INRA produces scientific knowledge and works for economic and social innovation in the areas of food, agriculture and the environment.

- 8,488 employees, 213 research Units
- Open Access Institutional Repository Prodinra
  [http://www.inra.fr/prodinra](http://www.inra.fr/prodinra)

Introducing myself: I have been leading the Regional Scientific Information Team since 2002. Co-leader of the scientific information technology group: research data, linked open data, open access technologies, digital and social tool practices.
Since 2008

Why Are We Not Boycotting Academia.edu?

8 million users
45 million documents in database

29 million users
8 million documents

2.5 million users
+ 200 million documents
Repositories?

ResearchGate, Academia and Mendeley

In this edition the three cited services are ranked under the Portals. It is not a common situation, but sometimes authors are depositing their papers in these websites instead of their own institutional repositories. The limited added value provided by the current generation of repository software and the inability of library managers and repository webmasters in improving profiling and other customization options are leading to this unfortunate emerging trend.

For this reason, we are showing the great performance of these "competitors" for increasing awareness: it is badly needed to improve repositories with a strong end-user (authors) orientation.


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source
Visibility
Google Scholar indexes Academia.edu and Researchgate

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Main functionalities

- Finding researchers or experts, be more visible (profile)
- Find relevant documents
- Disseminate your publications
- Create a network of followings/followers
- Discuss topics

Secondary functionalities

- Find a job (contact with companies or job offers)
- Manage and share bibliography
- Exchange with the intermediary of groups/communities or with people sharing the same interest: topics, skills expertise
- Evaluate or discuss document: Open peer-review, annotation
- Share information (Questions/answers)
- Metrics / documents consultations

Q1 Why have researchers been so ready to campaign against for-profit academic publishers such as Elsevier, Springer, Wiley-Blackwell, and Taylor & Francis/Informa, but not against for-profit platforms such as Academia.edu, ResearchGate, and Google Scholar?
<table>
<thead>
<tr>
<th>Profit</th>
<th>Company</th>
<th>Industry</th>
</tr>
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<tbody>
<tr>
<td>10%</td>
<td>BMW</td>
<td>automobiles</td>
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<tr>
<td>21%</td>
<td>PLoS.org</td>
<td>non-profit scholarly publishing</td>
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<td>23%</td>
<td>Rio Tinto</td>
<td>mining</td>
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<tr>
<td>25%</td>
<td>Google</td>
<td>search</td>
</tr>
<tr>
<td>29%</td>
<td>Apple</td>
<td>premium computing</td>
</tr>
<tr>
<td>35%</td>
<td>Springer</td>
<td>scholarly publishing</td>
</tr>
<tr>
<td>37%</td>
<td>Elsevier</td>
<td>scholarly publishing</td>
</tr>
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• Social Platforms came after the publication process
• Lack of information about copyright transfert and right to reuse
  – 86% of french researchers don’t know what Social networks policy is (Couperin Study)

• Nothing to pay : free to use
• Acurate feedback
• Enhanced citation **count+ 73 % ?**
Four tough things universities should do to rein in costs

“Higher Education in America,” former Harvard president Derek Bok notes that 98 percent of articles published in the arts and humanities are never cited by another researcher. In social sciences, it is 75 percent. Even in the hard sciences, where 25 percent of articles are never cited, the average number of citations is between one and two.

Q2 Should academics refrain from providing free labours for these publishing companies too?
No Open Access

Publication Practices in Motion: The Benefits of Open Access Publishing for the Humanities

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How to query « sea-level and climate change » in Academia?

No Query functions
Exports data
Interoperability

Metadata
Year?
Journal?

Ice sheet advance, dynamics, and decay configurations: evidence from west central Scotland
by Mike Browne

A 3760 km² area adjacent to the Firth of Clyde, Scotland, is examined to constrain the development and dynamics of the western central sector of the last British and Irish Ice Sheet. Results from geomorphological mapping... more

Publication Date: 2010
Publication Name: Quaternary Science Reviews
Research Interests: Earth Sciences, Sea Level, Quaternary Science, History and archaeology, Conceptual Model, and 5 more:

Remote sensing winds for episodic forcing of ocean modes
by Mark Bourassa

A new method is described for forcing regional ocean models with wind stress fields derived from satellite scatterometer data. A variational technique is applied to produce regularly gridded surface wind (stress) fields in time and space... more

Publication Date: 2005
Publication Name: Journal of Geophysical Research
Research Interests: Remote Sensing, Stress field, Sea Level, Multidisciplinary, Numerical Weather Prediction, and 6 more:

El Niño Tropical Pacific Ocean surface current and temperature evolution in 2002 and outlook for early 2003
by Mark Bourassa

Publication Date: 2003
Publication Name: Geophysical Research Letters
Research Interests: Sea Level, Multidisciplinary, Sea surface temperature, Geophysical, and Pacific ocean

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Business models = data exploitation

Richard Price (Academia CEO): R&D institutions that can improve the quality of their decisions by 10-20%. Price envisions developing an algorithm which "would tell an R&D company which are the most impactful papers in a given research area in the last 24 hours, 7 days, 30 days, or any time period'.

"The coffee is free, but now we rent the tables."


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Who own the contents?

- **Copyrighted articles** are behind paywall and authors cannot put the fulltext into social networks
  - Elsevier asked to retire the papers from Academia.edu (Dec 2013)

Recently Elsevier has begun sending take-down notices to Academia.edu for articles that authors have posted where they are in violation of the copyright transfer agreement that the author has signed. Most authors sign such agreements with publishers.

- No Reuse permission, only for personal purpose: view print copy. (Academia terms of use)

See [http://scienceblogs.com/confessions/2013/12/10/around-the-web-elsevier-vs-academia-edu-vs-researchers/](http://scienceblogs.com/confessions/2013/12/10/around-the-web-elsevier-vs-academia-edu-vs-researchers/) or Voir aussi: [http://urfistinfo.hypotheses.org/2596](http://urfistinfo.hypotheses.org/2596) and [https://www.academia.edu/terms](https://www.academia.edu/terms)

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CNRS (France) recommandations in Social Sciences

http://www.cnrs.fr/inshs/recherche/ist/HAL-SHS/reseaux-sociaux.htm
A social networking site is not an open access repository

“What’s the difference between ResearchGate, Academia.edu, and the institutional repository?”

“I put my papers in ResearchGate, is that enough for the open access policy?

These and similar questions have been common at open access events over the past couple of years. Authors want to better understand the differences between these platforms and when they should use one, the other, or some combination.

First, a brief primer on what each service has to offer:

http://osc.universityofcalifornia.edu/2015/12/a-social-networking-site-is-not-an-open-access-repository/
Suggestion

Insert the document in OA repository

- essential functionalities
  - Long term preservation,
  - link to institutional information systems (assessment)

In Academia.edu just put the link and the abstract
• Q3 Are there non-profit alternatives to such commercial platforms academics should support instead?
'Open' is a win-win

Open access tools

http://whyopenresearch.org/

https://twitter.com/DOAJplus/status/671631109621456896

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101 Innovations in Scholarly Communication

https://innoscholcomm.silk.co/

Traditional

Collection
Workflow type

Workflows
hypothetical

Web of Science
SPSS
MS Word + EndNote
Nature
ResearcherID
Journal Impact Factor

Modern

Collection
Workflow type

Workflows
hypothetical

Google Scholar
R
Google Docs + RefWorks
ArXiv + PLoS
institutional repository
Eigenfactor + ALM + SNIP

Google
R
arXiv.org
Annotate with anyone, anywhere

Our mission is to bring a new layer to the web. Use Hypothesis to discuss, collaborate, organize your research, or take personal notes.

A coalition of the world’s key scholarly publishers, platforms, libraries, and technology organizations are coming together to create an open, interoperable annotation layer over their content.

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VIVO is an open social platform (from Cornell Univ.)
more than 100 organizations around the world
Vivo’s institutions can be connected

Vivo

• Connect – Share- Discover

http://vivoweb.org/

The VIVO Approach

Open Source
VIVO, and all VIVO components are provided as open source. Download at GitHub

Open Community
The VIVO community is open to everyone. You can follow the work of VIVO at the VIVO wiki.

Open Data
VIVO produces Linked Open Data which is easily shared and combined across VIVO sites.

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Q4 Could they take inspiration from the editors of Lingua (now Glossa) and start their own scholar-owned and controlled platform cooperatives for the sharing of research?

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Open Edition Funded by CNRS and Universities

OpenEdition brings together four platforms dedicated to electronic resources in the humanities and social sciences. If you wish your university to subscribe to additional services and give you access to downloadable formats (PDF, ePub), please visit our Institutions section.

Focus

WIKIPÉDIA, OBJET SCIENTIFIQUE NON IDENTIFIÉ
Lionel Barbe, Louise Merzeau, Valérie Schafer (ed.)
Presses universitaires de Paris Ouest, 2015

Latest selections

08 OCTOBER 2015
CLIMATE AND ENVIRONMENT

16 JUNE 2015
GOUVERNER EN ISLAM ENTRE LE XE
Q4 Could they take inspiration from the editors of *Lingua* (now *Glossa*) and start their own scholar-owned and controlled platform cooperatives for the sharing of research?

Or are such ‘technologies of the self’ or ‘political technologies of individuals’, as we might call them following Michel Foucault, merely part of a wider process by which academics are being transformed into connected individuals who endeavour to generate social, public and professional value by acting as microentrepreneurs of their own selves and lives?
Trend: Researchers want to collaborate online (Van Noorden, Nature 2014)

But sharing alone is not enough. Knowledge only becomes useful when we can
• distinguish between relevant and less relevant information,
• discuss aspects of the information
• annotate and improve on ideas,
• devise new approaches and collaborate online.

open science: free and unrestricted access to information and use interactive media to collaborate online

Olijhoek, Tom - Scientific social networks are the future of science

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Nature 2014. Van Nordeen survey

Voices from the survey

Twitter (330 regular visitors)
Facebook (340 regular visitors)
LinkedIn (389 regular visitors)
ResearchGate (1,589 regular visitors)

Academia.edu (283 regular visitors)
Mendeley (198 regular visitors)

“It seems to be just a place to list my research outputs.”
ACADEMIA.EDU USER, AGE 45–54, CHINA, ASSOCIATE PROFESSOR
France : Consortium Couperin Survey on social media (2014)

1013/1698 Know Academic Networks, 705 use them

<table>
<thead>
<tr>
<th>Academics networks</th>
<th>% know them</th>
<th>% use them</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tous RS &quot;grand public&quot;</td>
<td>73%</td>
<td>71%</td>
</tr>
<tr>
<td>Facebook</td>
<td>64%</td>
<td>56%</td>
</tr>
<tr>
<td>Twitter</td>
<td>21%</td>
<td>18%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>35%</td>
<td>45%</td>
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<tr>
<td>Viadéo</td>
<td>7%</td>
<td>18%</td>
</tr>
<tr>
<td>RS_1: Communication</td>
<td>46%</td>
<td>60%</td>
</tr>
<tr>
<td>RS_2: Scientific</td>
<td>33%</td>
<td>42%</td>
</tr>
</tbody>
</table>


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France: Consortium Couperin Survey on social media (2014)

705/1698 use them

Users made several critics
Perennity
Query functions etc..


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Opening your Draft to Feedback  Not many used for evaluate papers

When you upload a draft to Academia.edu, you can choose to open it to comments. To do that, upload a new paper to your page.

**Step 1:** Start by identifying your upload as a draft.

- Published Work
- Unpublished Draft
- Other

**Step 2:** Selecting "Yes" will create a feedback session. Selecting "No" will proceed with the upload, without comments.

**Would you like to open your draft to comments?**

- No
- Yes

Academics from the following research interests will have the ability to leave comments on your paper:

- Academic Publishing 3.4K
- Open Access 9.5K

Select All

- Kevin Wu
  - University of California, San Diego, Graduate Student, Biological Sciences
- Kate Miltenberger
  - The Academia.edu Team, User Support, User Ops
- Patrick A T Brinch-Langlois
  - St. Olaf College, Alumnus, Music
Evaluation Metrics
Dispersion?
Are we giving too much importance to them?
CONCLUSION
Solution

• Work on researcher/laboratory numerical identity
• Work on scholarly communication
  – Write blog post about your research
  – Education in writing
• Deposit work in open access repository
• Work with tools respecting Open Science
  – Example: Vivo
  – Web annotation tools
• Create an Orcid Profile
Deal with profit academic platform?

Lambert Heller
@Lambo

Re academic platforms: "We're surrounded by honeypots... We haven't strategies/policies how to deal with them yet!"
(@R_Koenig at pdsc14)
References 1


P. Aventurier *Why Are We Not Boycotting Academia.edu?*
References 2

- Olijhoek, Tom http://access.okfn.org/2012/03/20/scientific-social-networks-are-the-future-of-science/
- S. Vignier (2014) rapport Couperin auteur Ré eaux sociaux de la recherche et Open access Perception des chercheurs:


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