

Publishing Experience Map

What academics do when publishing



Persona 1

Description of typical user behaviour and their information needs. Include what difficulties they normally have and anything that could potentially influence them



Persona 2

Description of typical user behaviour and their information needs. Include what difficulties they normally have and anything that could potentially influence them



Persona 3

Description of typical user behaviour and their information needs. Include what difficulties they normally have and anything that could potentially influence them



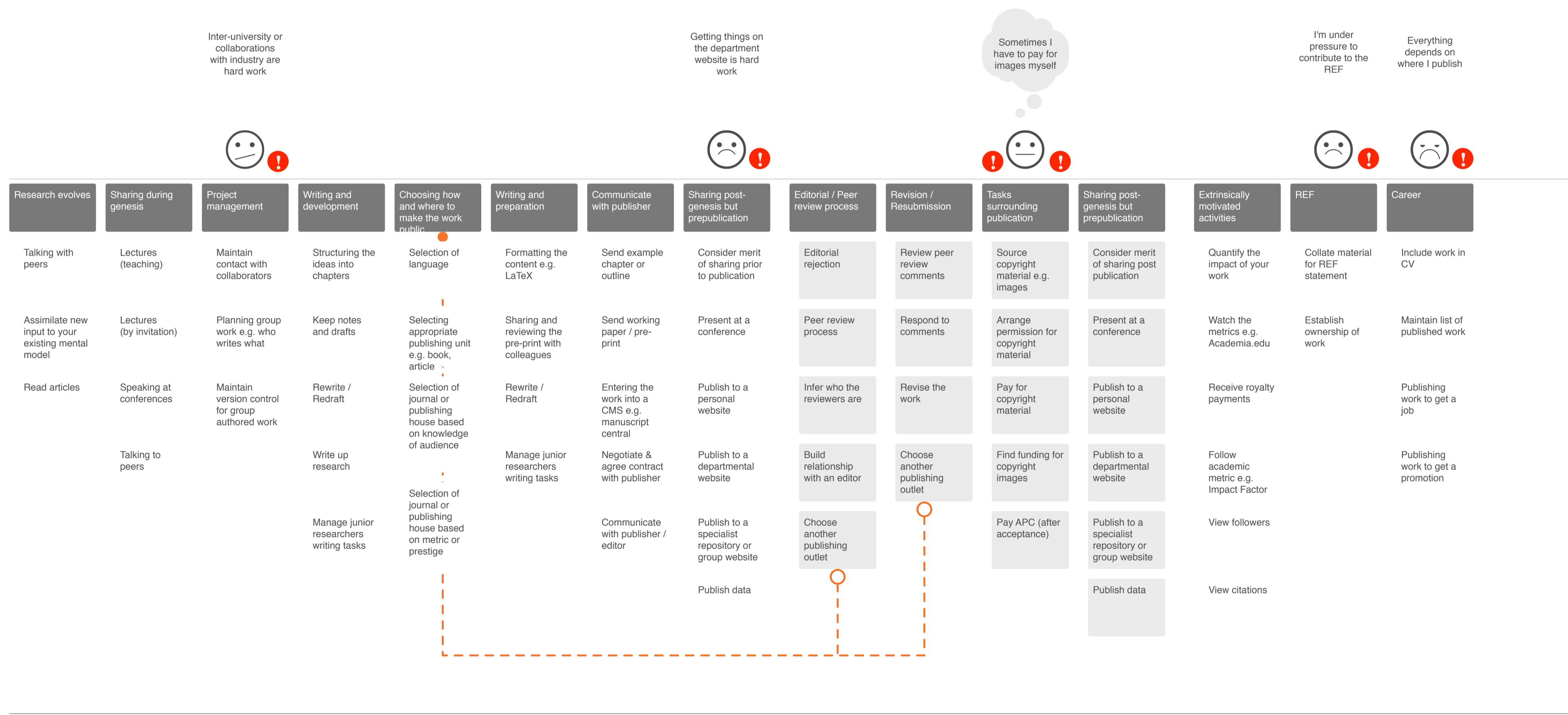
Persona 4

Description of typical user behaviour and their information needs. Include what difficulties they normally have and anything that could potentially influence them

Academic actions

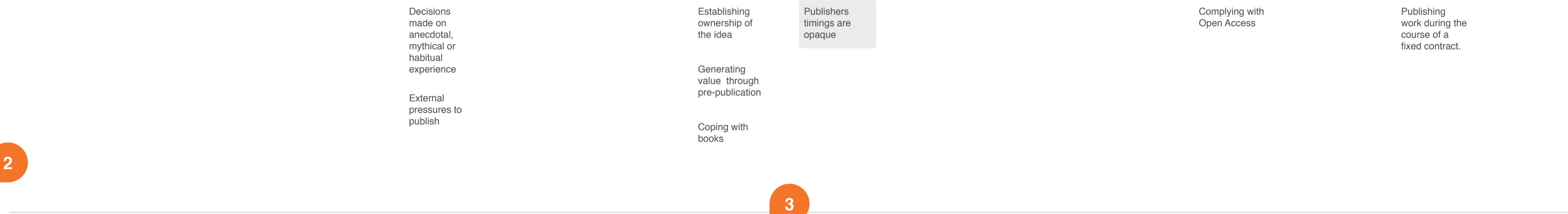
Touch points with the institution

1



Drivers and problems

2



Frustrations & opportunities

3



1

Touch points
The curious thing about the touch points between an academic and the university is the paucity of opportunities that exist, in relation to publishing.

The documented touch points are all pain points e.g. getting work onto a departmental website, inter university collaboration, career progression and REF.

The 'pay for images' touch point may become more painful when APCs are introduced.

Where are the opportunities for academics and universities to interact positively around publishing?

2

Drivers, problems, frustrations & opportunities

Not surprisingly problems and frustrations are concentrated around the activities that require decisions to be made.

The trade of academia can be taught e.g. writing, preparing formulae, speaking in public. The publication process is frustrating but, ultimately, the decisions are out of their hands.

However, the skills and knowledge that allow good publishing decisions to be made come through experience. The opportunities to learn can be infrequent e.g. Medieval Philosophy.

Examples of strategic decision making around publishing were uncommon. More commonplace were examples of 'least resistance' publishing.

3

Publishing decisions

The decision of whether to publish work prior to 'official' publication is complicated, many factors influence a good decision. The choice of where to publish pre-print material is equally complicated. There are a multitude of environments for publishing the work. Each one associated with a range of characteristics that contribute to the ease or difficulty of publishing, the value that can be extracted from the work, the influence the work will have, the readership of the work.

Institutional repositories e.g. DSpace or a departmental website are, anecdotally, more difficult to publish to. The value of publishing to these places may not equate to the effort involved in publishing to them. Equally it may just be easier to publish to a familiar repository or just to not publish at all.