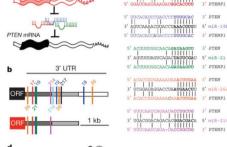


# Data citation, monographs & the long tail

Roxanne Missingham, University Librarian





From

## Why (fold change)

Previous (1997)

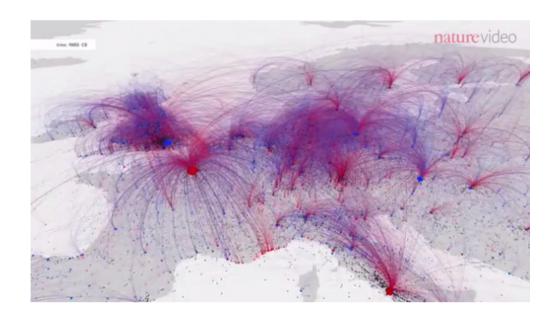
P

PTENP1

PTEN

A coding-independent function of gene and pseudogene mRNAs regulates tumour biology j by Poliseno et al, Nature 465, 1033–1038 (24 June 2010) doi:10.1038/nature09144

To





## Inspiration

# Libraries and the Long Tail: Some Thoughts about Libraries in a Network Age by Lorcan Dempsey

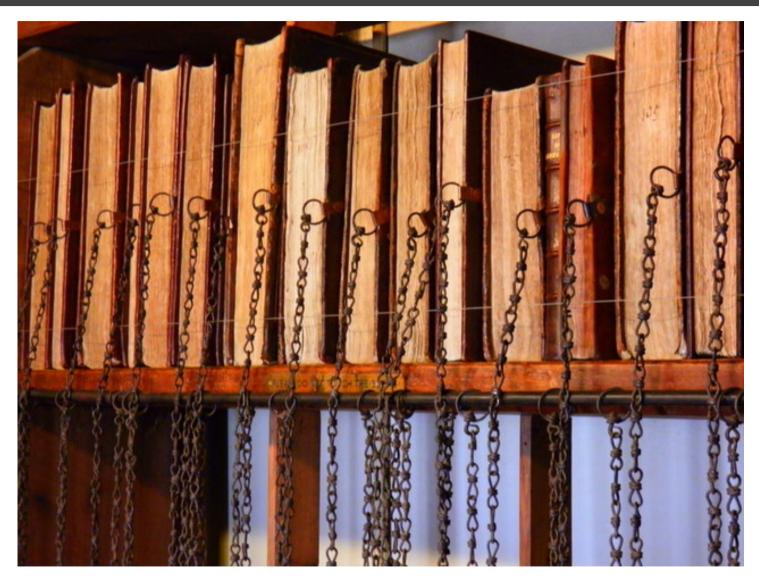
http://www.dlib.org/dlib/april06/dempsey/04dempsey.html



## Monographs

- Primarily social science and humanities
- Trends in university presses
  - Declining book circulation (University of Utah 21% decline 2011-3, ANU semester 1 2014-5 15% decline)
  - university press titles about 9% of total printed books and about 17.5% of book loans
  - % circulating is falling







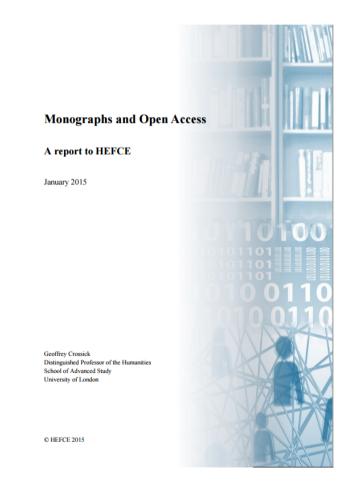
# Digital natives

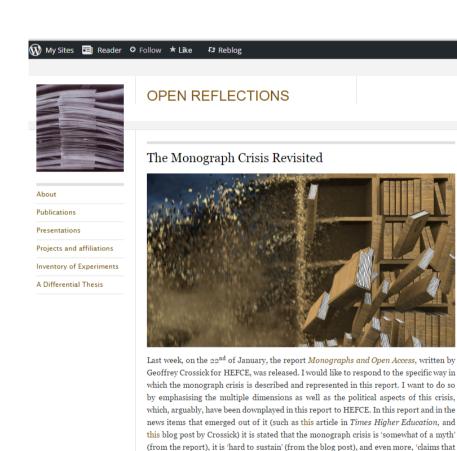


http://larrycuban.wordpress.com/2014/05/24/cartoons-on-digital-natives-and-immigrants/



## Debate





http://www.hefce.ac.uk/pubs/rereports/Year/2015/monographs/Title, 101531,en.html

monograph publishing is in crisis are exaggerated' (from the THE article). The report comes to this conclusion based on a very specific and, I would argue, one-dimensional description of the crisis (dismissing it mainly based on the growth in monograph title output of 4 large commercially operating British publishers). I would like to offer a different vision on what the monograph crisis is: a crisis that I—and, as I will show, many



### **INTERPRETING CHEKHOV**

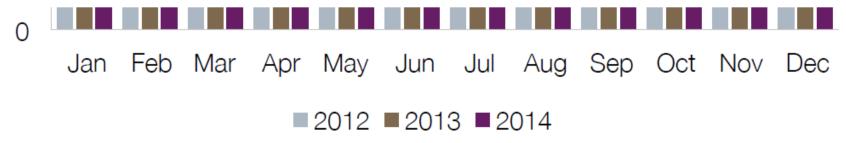
2000

#### Top 5 visiting countries: Interpreting Chekhov

2012	
United States	2702
United Kingdom	1109
Australia	492
Canada	227
India	216

2013	
United States	2607
United Kingdom	1088
Australia	621
Canada	329
China	302

2014	
United States	1686
United Kingdom	549
Australia	394
China	383
Canada	177





#### SECURITY AND PRIVACY

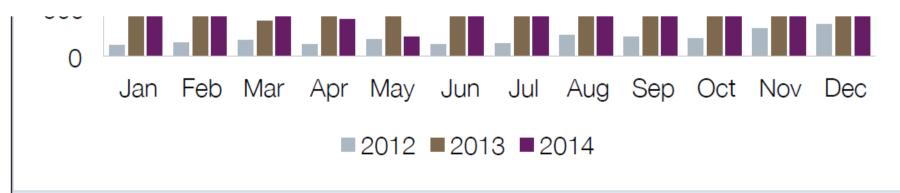
2000

#### Top 5 visiting countries: Security and Privacy

2012	
United States	677
Australia	147
Canada	94
United Kingdom	93
China	62

2013	
United States	4444
China	736
France	538
United Kingdom	502
Europe (general)	497

2014	
United States	3884
China	1973
France	562
Germany	516
United Kingdom	374





## Data in a monograph culture

- Storage
- Access text as digital lab
- Curation
- Collaboration

