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From the Executive Director’s Desk Reflections on the 2016 PSP Annual Conference and the PROSE Awards 40th Anniversary

At the close of the PSP Annual Conference each year, I breathe a sigh of relief as I begin to reflect on what transpired before and during the conference – what went into the planning, what turned out as expected, what disappointed, what were the pleasant and not-so-pleasant surprises, not to mention weather, airport delays, food and other things we can or cannot control.

This year, there was a lot of focus and planning around the PROSE Awards 40th anniversary. For those of us involved in the planning, there was the question of how to celebrate where scholarly publishing has come from, especially how much it’s changed in the past 10 years, and where it’s headed. At the same time, we had to keep in mind that the fundamental factor in the PROSE Awards process is the quality of the submitted publications. This year, several of the judges indicated that the level of submissions was exceptionally high compared with previous years.

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OVERVIEW OF THE 2016 PSP PRE-CONFERENCE: Follow the Yellow Brick Road of Big Data, Discovery and Visualization (BDDV)

Sponsored by the PSP Committee for Digital Innovation (CDI), February 3, 2016, Washington, DC

by Eileen T. Leahy, President, ETL Associates

Big Data will be a bigger and bigger part of all of our businesses.

Gathered once again in DC, fortunately just missing the heavy snowfall that paralyzed the region and shut down the government for several days, we representatives of the scholarly publishing world were treated to an informative trip down the “yellow brick road” in pursuit of a better understanding of Big Data, Discovery and Visualization (BDDV).

Guided by a group of noted experts from both inside and outside the scholarly publishing community, the 2016 Pre-Conference delivered on its promise – to provide insights into BDDV from two perspectives: first, how publishers can support scholarly endeavor by providing innovative

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From the Executive Director's Desk

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In a world where “good enough” is increasingly the norm, it is gratifying that scholarly publishers continue to be dedicated to producing high quality products.

I usually slip in and out of the discussions during the two days of PROSE judging but always reserve a few hours to join the last round as the judges winnow down a few dozen titles that have received awards to the five uber awards and then ultimately the R.R. Hawkins Award. What fascinates me about the judging is the degree of expertise, passion and dedication the judges bring to the process. In advance of the two-day in-person judging round, the judges have spent considerable time during the holiday season from mid-November until New Year's reviewing piles of submissions. This year there were 17 judges, five of whom were new to the process. Two replaced judges who were unable to return and three were added to help spread the judging responsibilities among a larger group. In the past eight years, we have managed to maintain a very high return rate for our judges. Also, it is interesting to observe the dynamics in the room as mostly the same people enthusiastically reconvene to achieve a mutual goal of recognizing excellence in scholarly publications.

What happens during the judging process is confidential so I would not want to betray that tradition. But I cannot help but comment on the extraordinary level of knowledge that is shared among the judges. Perhaps it shouldn't be surprising since most of them are editors and by virtue of their positions they must be familiar enough with the competitive landscape to know which proposed titles to acquire and which to reject. But this knowledge extends beyond their fields of expertise, and there is an amazing degree of appreciation and respect for works across disciplines. STM editors embrace humanities traditions and humanities editors recognize scientific rigor. Throughout the discussions there are many insightful comments and questions across subject divides.

A couple of examples spring to mind. I don't think I'm betraying any confidences in recounting them. The two final candidates for winner in the humanities uber category were at opposite ends of the spectrum. *The Roman Forum: A Reconstruction and Architectural Guide* (Cambridge University Press) represented traditional publishing at its finest – an author's long commitment to meticulous research presented in an exquisitely printed monograph. At the other end of the spectrum was *Unflattening* (Harvard University Press), a graphic novel that defies the traditions

of Western culture where the primacy of words over images has ruled. After several rounds of voting, there continued to be an even divide among supporters for each book. Champions of one book acknowledged the uniqueness and deserving qualities of the other. In the end, a tie was declared (a rare but not unprecedented occurrence for PROSE). Amazingly, the two titles represent extremes in scholarly publishing – one book looking back to antiquity to render an interpretation of history in traditional form, the other offering an unconventional approach that peers into the future of scholarly publishing. This contradiction was particularly resonant for the PROSE 40th anniversary planning team's assessing scholarly publishing through dual lenses, looking backward and forward simultaneously.

The process to select the Hawkins winner is always exciting and usually has a story to tell, but the secrets are safe with me. This year offered a particularly poignant story that wasn't fully played out until the award winner's acceptance speech at the PROSE luncheon. The consensus among the judges was that Aldon D. Morris' book *The Scholar Denied: W.E.B. Du Bois and the Birth of Modern Sociology* (University of California Press) was worthy of the Hawkins Award. Morris upends traditional thinking about the founding of American sociology, which is often attributed to Robert Park's work in the 1920s. Morris presents compelling evidence that DuBois produced groundbreaking sociological work at the beginning of the 20th century but due to racism was denied recognition as well as access to grants, publication opportunities, university affiliations, scholarly accolades and other professional opportunities. This story is one that the field of sociology must resolve and it may even cause other fields to reexamine their own origins. While the quality of *The Scholar Denied* is incontestable, the added thrill in Morris' acceptance speech was that what Du Bois experienced at the beginning of the 20th century had eerie parallels to Morris' own experiences at the end of the century. It was a compelling story that brought scholarship and personal experience close together with a poignancy that brought tears to the eyes of many in the audience.

I'd like to offer a nod of appreciation to the many publishers who continue their dedication to producing high quality scholarly works at a time when so many forces are challenging the scholarly publishing tradition. The breadth and depth displayed among award recipients is a testament to that commitment to excellence. From the aspect of the

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You should have been there.

Highlights from PSP '16

by **Barbara Meyers Ford**, *Meyers Consulting Services*

It was another Washington, DC February, but it wasn't just another PSP Annual Conference. This year's had buzz and vivacity fed by multiple high points. Right from the beginning, Joe Esposito set a great tone with his keynote "Bulwarks, Agility and Foresight," which supported the aptly-titled theme for the meeting "The Agile Publisher: Integration, Innovation & Transformation." ("Agile" became a buzzword throughout the meeting even without any coordination among program committee members or the speakers who embraced it.) Using a simple grid, Joe explained whether various types of publishers (commercial, society, and start-up) could or did embrace the attributes in his title. Commercial publishers certainly demonstrate the art of building walls (aka bulwarks) to protect their current and legacy content, as do societies. Start-ups, by their very nature, are the most agile of the three; commercial publishers are least reactive to their marketplace, while agility is especially difficult for society publishers. "Society publishers don't make bad decisions, they just make slower decisions." Esposito noted that although commercial and society publishers both consider foresight essential, for a start-up, foresight in planning and operations is primary. After all, start-ups have only one view: the future. One of his many excellent points was that "agility is inversely related to foresight." Think about that for a moment, or two. Joe's presentation is posted on The Scholarly Kitchen at <http://scholarlykitchen.sspnet.org/2016/02/04/bulwarks-agility-and-foresight/>.

Agile became a buzzword throughout the meeting even without any coordination among program committee members or the speakers who embraced it.

Energizing the traditional panel session, Christopher Kenneally (CCC) turned Plenary #1: Technology & Innovation Challenges in Scholarly Publishing into a talk show-like Q&A with Kent Anderson, Phil Faust, and Sarah Tegen. Their approaches to certain key issues:

- Anderson: There is the need to recognize that an organization must have a solid technology infrastructure in place to support the development of new products.
- Faust: The best way to solve problems is as a group using team collaboration and fluidity as a foundation. "All of us are smarter than just one of us."
- Tegen: Publishers need to manage and collaborate with vendors to respond to user needs while developing user adoption of newer technology-based information products.

Washington is a city that runs on information, and the higher the level of information, the faster Washington runs. Jerry Sheehan created a natural buzz through the room after Jon Gurstelle kicked off Plenary #2: Open Science & Integrating Data. Sheehan shared February 2013 and January 2015 memoranda from the desk of his boss, John Holdren, Director of the White House Office of Science and Technology Policy (WHOSTP). The first memorandum dictated the creation of standard open access to federally-funded R&D and the second addressed what is being called the American Strategy for Open Innovation. The latter memorandum focuses on each government agency's responsibility for its own DMP (Data Management Plan). Sheehan reported that 16 agencies now had DMPs in place. These plans account for information resulting from 98% of US government R&D funding. WHOSTP's coordination across agencies works to avoid duplication and to recognize diversity among each agency's data demands. "There is no single solution. But although there will be 21 plans, there will not be 21 solutions."

Creating another buzz at the meeting was CHORUS. Fred Dylla (AIP) commented at the end of this second plenary session that the afternoon the 2013 WHOSTP memo was released, the PSP Executive Council happened to be meeting. By the end of that day, they had created CHORUS.

Continuing the theme of data management, Mark Hahnel of Figshare brought to light a number of interesting information sources which exemplify the diversity of symbiosis across academic institutions and publishers with respect to funding

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From the Executive Director's Desk

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PROSE Awards, we also owe a huge debt of gratitude to the extraordinary panel of judges who assess the submissions and bring a unique blend of dedication and passion to help recognize many worthy authors, titles and publishers.

I couldn't close without also recognizing John Jenkins for his leadership for the PROSE Awards for the past nine years. And a special nod of thanks to Kate Kolendo with whom I have the pleasure of working every day. They both have brought vigor and a deep commitment to building the quality and visibility of the PROSE Awards program.

A copy of the video of Aldon D. Morris' acceptance speech is available at: <https://proseawards.com/videos/#bwg4/118>

A list of the 2016 PROSE Awards judges is available at: <https://proseawards.com/judges/2016-judges/#body>

The PROSE Awards home page is: <https://proseawards.com/>

Overview of the 2016 PSP Pre-Conference

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state-of-the-art information tools that can help improve discovery and the powerful presentation of data, as well as inspire the development of strategies that anticipate scholars' current and future needs; second, the potential of data mining and BDDV resources to help publishers support their businesses.

Putting privacy into context

The discussion of BDDV began logically with contextualization of the nature of data privacy and data security, issues intrinsic to building Big Data. **Keynote speaker S. Gregory Boyd**, Partner and Chairman of the Interactive Entertainment and Privacy & Data Security Group, Frankfurt Kurnit Klein + Selz PC, began by stating there is no data privacy or data security. He noted that the right to privacy was touched upon, but not specifically granted in the Constitution or Bill of Rights. The landmark law review article on the right to privacy by Warren and Brandeis published in the *Harvard Law Review* in 1890 is widely regarded as the first US publication to advocate the right to privacy and much of its language is still relevant in the current digital environment.

Today there are different types of privacy and its complex nature becomes particularly apparent when considering personal information (email address, mailing address, demographic information, etc.). This information is enormously valuable. Services like Facebook can sell it to advertisers and data underlying "behavioral advertising" direct people to products. We may have free access to the internet, but on the flipside breach mitigation and national surveillance and security issues are becoming more commonplace.

Data Visualization – Bringing Big Data to Life

Aggregating Big Data is one thing, bringing it to life can be quite another matter. Key is using visual codes to represent quantities of data that are too large to be easily comprehensible or describable via a narrative and to discover hidden relationships. **Lisa Marie Rhody**, Deputy Director of Digital Initiatives, The Graduate Center, CUNY, delivered a mini-course on data visualization, which is evolving as a science as well as an art form. These algorithmic, sometimes interactive, graphical displays are useful because they can help scientists, social scientists and humanists perceive patterns, clusters, outliers, trends and large scale phenomena in data that may not have been visible before. They work best when they leverage visual memory and acuity. In a relatively short time they can convey a sense of large quantities, persistent patterns, changes over time and/or surprises in data.

There are different types of stories to be told with different types of visualizations to explain the way in which data address a specific question that is already known or to explore data in search of more sophisticated or relevant questions. The process of capturing and encoding up to millions of data points must be carefully thought out and begins with crafting questions, identifying appropriate data to address those questions, matching effective visual encodings – e.g., size, color

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and saturation, shape and direction – and employing an iterative refinement process to convey the most robust, nuanced and interesting visual stories. Data visualizations require historical, multidimensional and well-formed complete data sets to make use of all that the field has to offer.

Big Data's 4Vs, Volume, Variety, Velocity and Veracity, are Core Tenets of Scholarly Publishing

The morning session included a stimulating panel discussion on innovations in Big Data and what it means to companies outside of scholarly publishing. Moderator **David P. Martinsen**, Senior Scientist, Digital Strategy, ACS Publications, was joined by **Joseph Dos Santos**, Senior Director, Business Consulting Practice, EMC Corporation, **Leslie Hulse**, SVP, Digital Business Development, HarperCollins Publishers, and **Frank Stein**, Director, Analytics Solutions, IBM.

Dos Santos spoke about “digital Darwinism” and “disruptive innovation” in the context of changes in the way we consume content in the digital age. While some business models are becoming obsolete, new markets and value networks are emerging. Prime examples of this transformation include film to digital photography, print to ebooks and DVD rentals to streaming video. What can publishers do to ensure continuing success? Some of the answers come from Big Data: create meaning, think contextually about how people consume content and act upon those insights quickly. “Catch your customer in the act of deciding,” advised Dos Santos, “and change those decisions in a way that’s commercially relevant to you (without getting creepy!)”

The data explosion, increasingly inexpensive data storage, limitless computing power and real-time technologies are driving change – new applications, products, processes and business models, not just for Silicon Valley, but for all types of businesses. The bottom-line: publishers should think about how to get more information, produce actionable analytics and choose the right interactions to drive behavior and generate revenue.

Hulse presented an interesting case study on marketplace monitoring. HarperCollins uses Big Data and data visualization to monitor the education marketplace. Goals are to increase book sales through new business and subscription models and distill best practices across a diverse international organization. Visualizations, using data that include price points from various outlets and how

these change over time, sales rank, product placement and promotion, are generated to convey complex reporting on what’s selling, what’s not and why. These tools aggregate and scrub the data to create the best visualization for actionable decision-making and disseminate the resulting insights across the organization in an understandable way.

Stein provided a thought-provoking glimpse into the present and future of cognitive computing and professional and scholarly publishing. Professionals are becoming overwhelmed by new information. For example, educating physicians adequately in four years and then keeping them up to date as their fields advance is extremely challenging. About 80% of the data is currently invisible; unstructured data (dark data) are not available in machine-readable form. How can these data be used to advance knowledge and expertise?

Enter creative computing and systems, like IBM’s Watson Oncology Cognitive Assistant, which offers the potential to help oncologists and other healthcare professionals become better at treating cancer patients. As envisioned by IBM, a computer cognitive assistant understands natural language and pictures, reasons based on data and unstructured information, and adapts and learns, much as humans do, from new information and feedback. When presented with a case, Watson Oncology Cognitive Assistant is capable of suggesting diagnoses and treatments backed by evidence-based information.

Much of the content fed into Watson Oncology Cognitive Assistant is being sourced from publishers that provide high-quality, reliable, curated content. Interesting issues for future exploration include implications for the publishing industry and whether the cognitive assistant is a publishing platform.

IBM believes that there should be cognitive assistants for every profession. According to Stein, “Our goal is to create a new partnership between people and computers that enhances, scales and accelerates human expertise.”

Unlocking the inherent value in data – Navigating the yellow brick road to successful Big Data strategies

The afternoon panel, led by **Robert Kasher**, VP Business Development, at FirstSource, featured **Jignesh Bhate**, CEO, Molecular Connections Pvt Ltd, **Grace Hong**, VP, Strategic Markets and Development, Wolters Kluwer, and **Angie McAllister**, SVP, Personalized Learning & Analytics, Pearson Higher Education.

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Overview of the 2016 PSP Pre-Conference

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What can we as publishers do to enable Big Data in our companies and make money? Bhatta presented what he considers five essential building blocks for successfully realizing a Big Data strategy that can generate new products, unleash the full potential of content assets, gain customer insights and improve value propositions.

- Great ontology or thesaurus to discover existing content and achieve granularity
- Visualizations to provide insights
- Good content enrichment to create a “content store”
- Good prototyping ability
- Text mining to fingerprint content

Publishers don't necessarily have all these building blocks in place (yet), but by using these tools a large Knowledge Store of content entities can be created, whether it's from journals, book chapters, multimedia files or external sources. These can be linked and mapped to each other and usage analytics can be generated. From these enhanced content assets, a formidable Big Data strategy can be developed.

With digital transformation driving new business models, Hong explored how Wolters Kluwer uses Big (and little) Data to formulate and strategize new products and insights that will benefit the business and address customer needs. Among their Big Data applications are:

- Segmentation and persona development
- Clustering product offers and titles to plan product migrations or print-to-digital migration paths
- Sales territory development using multiple data sources
- Usage-based triggers and marketing automation
- Churn management to model and identify at-risk customers
- Sales recommendation engine for cross-sell/upsell

Value can be delivered to customers more proactively through personalization and provided through tools and/or content in context. One relatively simple way Wolters Kluwer addressed this was by creating a plug-in for one of its products that works alongside Google, which resulted in an incredible uptake in usage.

Today, the product is data and data quality is the first investment that needs to be made. Using predictive and prescriptive analytics, Hong is exploring ways to unlock the value from data and harness the potential of that content to become less about reading material and more about providing actionable solutions. Hong predicted that Big Data will become mainstreamed in 5 - 10 years and it's important that we are comfortable with this data-driven approach and make it part of the culture of the way we work on a day-to-day basis.

Pearson has undergone the transformation from publisher to a learning company, as have other publishers in the same space. McAllister explained how she and her team have been using data to yield insights into how more than 60 million students learn and progress through material, which is then shared with instructors to optimize learning outcomes and student success. This in turn drives revenue. McAllister is a proponent of personalized rather than adaptive learning and doesn't believe machines can do that on their own. Instead, providing better decision support to educators through simple descriptive analytics allows them to personalize the learning experience based on their own expertise. As students move along the personalization continuum, more complexity, engineering and data are required. Predictive analytics can be used to intervene in real time.

In the beginning was data

Chris Kenneally, Director Business Development, Copyright Clearance Center, closed the proceedings by summing up the common themes, opportunities, challenges and cautionary notes presented throughout the day, stressing that “we must move beyond digital deserts, digital islands, toward digital lakes and oceans.”

Kenneally noted that we may be looking for epiphanies, but we may wind up with apophonic, finding patterns that do not exist within random data. From that notion, he advised attendees to remind themselves of the intended use of the data and the needs of the intended end user. “The questions that we must ask ourselves are what data do we need? What do we need to collect? How should we use it? Whether the data is big or little, for those of you in publishing who wish to have impact, I leave you with ancient words – data scientist, know thyself.”



*The Professional/Scholarly Publishing (PSP) Division of the Association of American Publishers
Books Committee Presents...*

Professional, Scholarly & Academic Books: The Basic Boot Camp

**Friday, May 13th, 2016
9:00am-5:00pm
AAP/NY Offices
71 Fifth Avenue, 2nd Floor
New York, NY 10003**

If you have less than three years' experience with professional, scholarly, and academic book publishing this course will provide an overview of the industry. Or, if you have spent most of your career working in one aspect of PSP publishing and want to learn about other PSP job functions, you should attend.

This intensive day-long seminar will help professionals gain perspective on the changes sweeping the scholarly and professional publishing industry. The session will offer a comprehensive overview of the basics.

Topics to be Addressed Include: Acquisitions, Marketing, Sales, Production and Finance

If you want answers to the following questions then this is the course for you:

- What is Professional and Scholarly Publishing (PSP) and how does it differ from Trade, Higher Education, and El-Hi publishing?
- Where do books come from, and how do we ensure their quality? Who manages authors? What is peer review?
- How does making an e-book differ from a print one? How does a manuscript become a book? How do we manage budgets, schedules, and workflow?
- What goes into an effective marketing plan? How do we identify customers, what they need, and how to reach them?
- What are the primary sales channels and how are they changing?
- How do you read a P&L and other key financial documents? Learn how to understand the key indicators of a successful book.

Moderated by:

Gregory M. Britton, Editorial Director, The Johns Hopkins University Press

Speakers:

Bill Cook, Director of Publications, ACSESS, Inc.

Matt Conmy, Rittenhouse

Cathy Felgar, Director of Editing, Design, and Production, Columbia University Press

Jon Gurstelle, Executive Editor, Statistics, Wiley

John A. Jenkins, Founder & CEO, Law Street Media

Veronica Short, Marketing Director, Elsevier

More Information:

<http://www.publishers.org/programs-events/professional-scholarly-academic-books-basic-boot-camp-0>

Highlights from PSP '16

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mandates. The sources focus on the concept of Fairport (F=For, A=Access, I=Interoperate, R= Re-use; For Humans and Machines). Of particular note is the website Repository 66, described as “a mashup of data from ROAR and OpenDOAR overlaid onto Google maps.” “[t]here are [now] 12,301,750 items held in the 3045 repositories on this [global] map.”

Moving from data management to data reproducibility, Len Freedman of the Global Biological Standards Institute spoke to how few scientific results have been successfully replicated. Scientific misconduct (such as “cooking the data”) is the smallest cause of irreproducibility. A lack of standards enforcement for cell authentication in the laboratory is a much more frequent stumbling block. Many journals may include STR in author instructions but only one requires cell authentication in order for a manuscript to be considered for publication. Collaboration will be essential to push science forward.

Concurrent afternoon sessions addressed challenging topics. The moderators made a bet with each other that theirs would be the scarier of the two. Being physically able to only attend one I can only provide some spine-tingling comments regarding a cybersecurity discussion led by Mark Seeley (Elsevier). Consultant Greg Boyd, vendor Craig Griffin, and attorney Elisabeth Sperle agreed that cybersecurity is more than about getting the technology right. It is a matter of policy development—getting people to change the way they think about privacy. Griffin noted that when you have two people who know what they are talking about, the development of good, sound policy and technological approach is not hard. “What IS hard is finding those two people.” Of importance to publishers is that organizations most concerned with cybersecurity will require dozens (and dozens) of passwords instead of a single IP address (quite easy to circumvent). Just think of what that means for you in serving every one of your university library or consortium customers.

Moving from data to metadata, the meeting focused on the challenges of discoverability. Ralph Coviello (Bowker) brought together Anna Tolwinka (CrossRef), Kathleen Young Marcaccio (Gale), and Todd Carpenter (NISO) to comment on his opening remark: “The bookshelf of the world today is a digital book shelf and to find the book you want you need to have great metadata.” Panelists' primary message:

- Tolwinka: the need for accuracy (example: how do you know publication data are accurate regarding whether the item is print or digital if you don't specify the version of record?)
- Marcaccio: the need to deal with the age as well as the type of content of metadata
- Carpenter: the need to realize that metadata go to places content never goes; thus the need for completeness of records, especially including rights information (Why? Because nuances and volume of rights is so complicated that sophisticated errors and omissions can easily happen).

If you have been ignoring social media (SM) or pushing it off to others on your staff, the plenary session moderated by Laurie Kaplan (ProQuest) made you rethink your position. Those symbols you see everywhere now are “gateways to communicate with your end users in places where they are already talking”...and you shouldn't be left out of the conversation. Christine Lamb (NEJM) and Mardy Sitzer (Bumblebee D&M) joined her to share strategies and trends.

Using just Twitter, Facebook and LinkedIn, NEJM's Social Media Strategy is:



- Defensive – retrieve control of brand
- Exploratory – listen and learn, understand physician social graph
- Engaging – a younger, global audience
- Extending – content reach, commentary, sharing
- Exposing – multimedia on new website

One audience member stepped to the mike and before asking a question said: “Okay, Mark, you win the bet. You've got me scared to death.” Another person followed with: “You've mentioned a lot of items that scare me about cybersecurity. But the biggest item is the cost of cybersecurity which wasn't mentioned.”

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Sitzer shared the SM activity she is watching in 2016:

- SnapChat = 3rd most popular social app used by 18-24 year-olds. (Are you looking to increase readership, membership or authorship among students?)
- TalkWalker & Google Alerts = These are free and support real-time engagement with faster response times.
- Privacy = Users are moving from public platforms to private invitation-only communication groups. (Think LinkedIn and Facebook Groups)
- Social Publishing = Facebook will have instant articles; larger tweets on Twitter will allow for full-length articles; and Google is talking to Facebook and Twitter, and soon you'll see posts and tweets show up in your search results.

Todd Carpenter (NISO) led a dynamic discussion with a librarian (Christine Stamison), a publisher (Mark Seeley), and a technologist (John Prabhu) to parse the topic "Text and Data Mining (TDM)." Audience attention was at one of its highest points as the group addressed: areas of interest to publishers (such as the currently vague language regarding use of content in most licenses); the 2012 ARL Code of Best Practices (which recommends a 3-4 page addendum regarding fair use to simplify a campus-wide approach to TDM); user expectations (millennials already know TDM and want to get an API to work with publishers' data); and new technology challenges (given the sheer volume of data and how you validate/verify information upfront).

Looking to the future, all three panelists voiced concern over users' everyday expectations of TDM growth and the need for tools to accomplish it. There is a need for sufficient technology to perform TDM yet protect publishers in the process. Speaking to the fear of having "core dumps" of data, Stamison explained that the output from a user mining text or data is usually a graphic, a table or a chart, not the corpus of data. I think I heard a few sighs of relief from the audience after that.

Darrell Gunter reprised The Innovators plenary for the closing session. Start-up founders Carol Barash (Story2), Dmitry Green (Arximedes), Tim Lloyd (LibLynx) and Karen McCord (Breezio) unveiled their respective new companies to 100+ attendees. Story2 builds on the "Moments Method" and makes it scalable to the classroom. An online writing platform, Story2 helps to "tell the stories only you can tell in the way only you can tell them." Few of us would disagree with Green's statement that there is "the need to curate the sea of literature." Arximedes augments traditional peer review by being a repository of community ratings for "sleeping beauties" (papers with no citations at first then BOOM! they are discovered). LibLynx offers a cloud-native service based on IAM (Identity & Access Management) with an API-centric design. Lloyd claims his system delivers agility to publishers in the sense that its functionality allows them to make small bets without great cost which can be quickly turned off if the product or service idea doesn't work. McCord's product, Breezio, is an engine that answers questions in an asynchronous way while searching and reading individual results.

Yes, you should have been there. PSP '16 was awash with highlights in every session. It was bright, brimming with ideas and sent us all on our way thinking in new ways. Just what a great annual conference is meant to do.



April Ondis
@Aprilelah
Feb 4

Content must start mobile first; 83% use Facebook on their smartphones **#psp2016**



Mark Hahnel
@MarkHahnel
Feb 5

Lots of questions in text and data mining session at **#psp2016** demonstrates the growing interest/-demand/requirements. Good.



Lori Carlin
@LoriCarlin
Feb 5

Demand is growing exponentially for #TDM. Instead of trying to stop people, we should help them do it better. @cmstamison **#psp2016**

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Highlights from PSP '16

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**40th Anniversary of the PROSE Awards
 A True Highlight of PSP '16**

Since becoming emcee of the PROSE Awards luncheon John Jenkins has taken the event to a new level each year. The 40th might be considered his best to date! He kicked off the event with a slide presentation of previous PROSE Awards winners followed by a multi-media documentary giving voice to the thoughts of millennials on the present and future of professional and scholarly publishing. The 49 categories for books, eproducts, and journals span subjects from Anthropology to U.S. History. The 2016 PROSE Awards winners competed against the largest number of entries in the history of the awards and were dominated by university press publishers (31 winners; 54 honorable mentions). The R.R. Hawkins award went to University of California Press for the publication *The Scholar Denied: W.E.B. Du Bois and the Birth of Modern Sociology* by Aldon D. Morris. Making this year's Hawkins award doubly significant is the fact

that Dr. Morris is both a publisher and a scholar. In addition to his outstanding scholarly work, Dr. Morris is the Leon Forrest Professor of Sociology and African American Studies. Not surprisingly, during his moving acceptance speech he gave kudos to the Press staff along with his peers and gentle readers in the field of sociology. For a complete listing of the 2016 PROSE Awards visit <https://proseawards.com/winners/>

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