

# PUBLISHING IN THE DIGITAL ENVIRONMENT: EXPECTATIONS FOR AUTHORS & READERS

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# THE STATE OF E- PUBLICATION

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# University Presses

- ▣ Resources – a list of university press publishers:
  - <http://www.aaupnet.org/resources/electronic.html>

# Digital Publishing Strategies

- ▣ AAUP [Survey](#)
- ▣ Backlist SRDP/POD\* Programs 54 (91.5%)
- ▣ E-books through Aggregators 52 (88.1%)
- ▣ Front-list SRDP/POD Programs 41 (69.5%)
- ▣ E-book Individual Sales 39 (66.1%)
- ▣ Full-text Search and Discover 30 (50.8%)
- ▣ Online Full-text Open Access 25 (42.4%)
- ▣ E-book Collections 20 (33.9%)
- ▣ Other

# Formats from AAUP Survey

- ▣ PDF 55 (96.5%)
- ▣ AZW (Kindle) 18 (31.6%)
- ▣ EPUB 17 (29.8%)
- ▣ MOBI 8 (14%)
- ▣ iPhone Apps 2 (3.5%)
- ▣ LIT 2 (3.5%)
- ▣ DAISY 1 (1.8%)
- ▣ None 1 (1.8%)
- ▣ Other including html

# Free content

- ▣ PDF (full text) 12 (21.1%)
- ▣ PDF (excerpts) 30 (52.6%)
- ▣ Readable/searchable online text (full text) 8 (14%)
- ▣ Readable/searchable online text (excerpts) 17 (29.8%)
- ▣ None 11 (19.3%)

# Online Scholarly Journals

- ▣ In 2004, active scholarly / refereed journals: 43,500 approximate
- ▣ Of those, 34,500 have an online component (but may also have a print version)
- ▣ Of those, about 11,000 are active online-only refereed journals.

# Tenure and Promotion in the Digital Age

- ▣ An Inside Higher Education report:
- ▣ While faculty members are engaged in digital scholarship, departments appear unable or willing to evaluate it. Of departments, 40.8 percent at doctoral institutions, 29.3 at master's institutions, and 39.5 percent at baccalaureate institutions report having "no experience" evaluating digital scholarship. More than half of all departments report having no experience evaluating monographs in digital form. (2006, para 13)



# Open Access Journals

- ▣ AERA published this list (last updated: October 2009) of open access journals in the field of education:
- ▣ <http://aera-cr.asu.edu/ejournals/>

# *What Can We Expect from an Online Journal?*

Dana L. Grisham, Co-editor,  
*TEQ Online Special Issue*  
March 25, 2010

# *What can authors and readers expect from an online publication?*

- ▣ Work in digital environments changes rapidly (e.g., Leu, Kinzer, Coiro, & Cammack, 2004). What you see today will change rapidly over time.
  - E-journals have rapidly established themselves as a viable publication media in many fields. Because of their rapid peer review and publication capabilities, they are often the best sources of information on current research and developments in the field.

# *Current Features of Online Publications*

- Easy electronic submission; usually no different from print journals with electronic submissions (uploading files)
- Usually a faster time to publication (often within a year or less)
- E-publication is generally less expensive than print publication

# *Current Features of Online Publications*

- ▣ Rigorous peer review and distinguished editorial review boards (check with the journal)
- ▣ Fewer constraints on length, especially if no paper entity; color and images prevalent (e.g., TEQ Special Online Issue, ROL)
- ▣ Increasing acceptance by universities for RTP
- ▣ Addition of multi-media in many forms

# *Writing for an Online Publication*

- ▣ May differ significantly from writing scholarly work for a paper journal
- ▣ Scholarship may change
  - A focus on enriching findings (showing, not telling)
  - Make more data available for collective analysis
  - Add color, sound, hypertext links
  - Add your voice, your students' voices, and interact more with readers (blogs; wikis that accompany online publications)

# *How to Read an Online Publication*

- ▣ The Gutenberg Elogy (fixed text and linear reading)
- ▣ Hypertext possibilities (arrangements, skipping around, tagging)
- ▣ Reading online increases, but some people still print out (improvements in computer screens; the rise of the Kindle©)

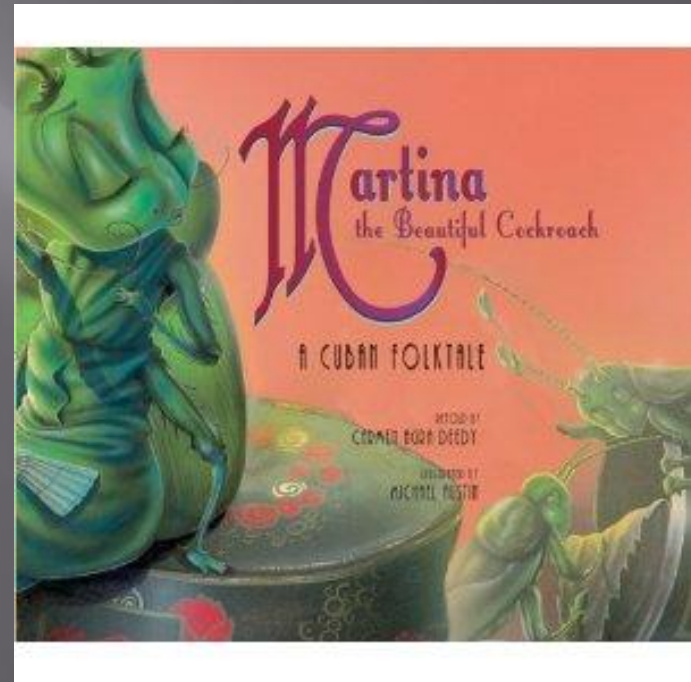
# *How to Cite an Online Publication*

- ▣ APA, 6<sup>th</sup> Edition
- ▣ [The OWL Resource](#)
- ▣ What is a DOI?
  - A Digital Object Identifier (long number!) used to provide stable, long-lasting links for online articles
  - Not all online journals have these (and it may be hidden)



# *Multi-media Potential*

- ▣ Online production allows for ever increasing multi-media features:
  - Screen captures such as this one for a piece of children's literature



# *Multimedia Potential*

- Podcasts
- Multimedia file ([example](#))



NORTHERN  
ARIZONA  
UNIVERSITY

# BEST PRACTICES IN ELECTRONIC PUBLISHING

**CCTE Spring Conference**

**San Jose, CA.  
March 25, 2010**

*Steve Cernohous, EdD, ATC, LAT*



# Objectives

- Identify the Drivers of the project
- Identify Best Practices for digital publishing
- Strategic Preparation of an online manuscript
- Introduce the Special Online Issue of Teacher Education Quarterly
- Implications, Reflections & Perspective



# Drivers



- Challenges in publication of print journals
- Open Source / Access
- Broadened Audience
- Portability of Multimedia
- “Proof” of concept
- Cost (?)



# Project Development

- Deciding to make the leap – why settle for html or PDF?
- Deepen the “voice” and reveal the “personality” of the manuscript
- Choosing the “right” editorial team
- Building an “effective systemic” model
- Uncovering/realizing “relative best practice”
- Creating work flow pathways



## Best Practices / Optimal Processes

- What does the literature say?
  - Scholarly standards set by printed medium
  - Submission and review guidelines
  - Style
  - Web design
  - Accessibility - section 508 compatible?
  - Availability



# Challenges

- Writing the “Call for Papers”
- Learning curve for authors/editors
- Distribution ? Secure ? Open Access ?
- Mac vs. PC – platforms





# Preparation of Manuscripts

- Traditional review procedures – blind peer review, additional reviews by editors
- Asked for multimedia components after
- Web design & the TEQ style
- Emergent process
- Author requests
- A “living” end product



# Production & Distribution of Content

- Understanding the Online Environment
- Managing a wide range of materials
- Going beyond html and PDF
- Identifying your “tools”
- Author/Editor Discourse



# Presentation of the Issue

- Knocking on the front door
- Getting your hands dirty
- Take away a parting gift



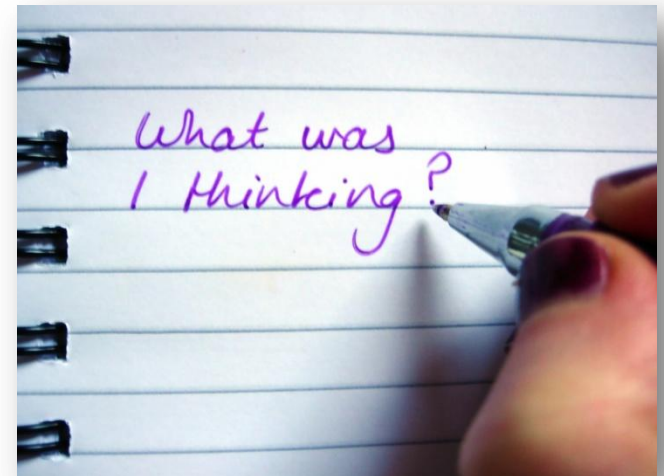
# Implications for TEQ

- Perhaps the medium (or alternative) of the future
- Expanded audience
- Commitment to open source
- Portability
- New Challenges for the next decade

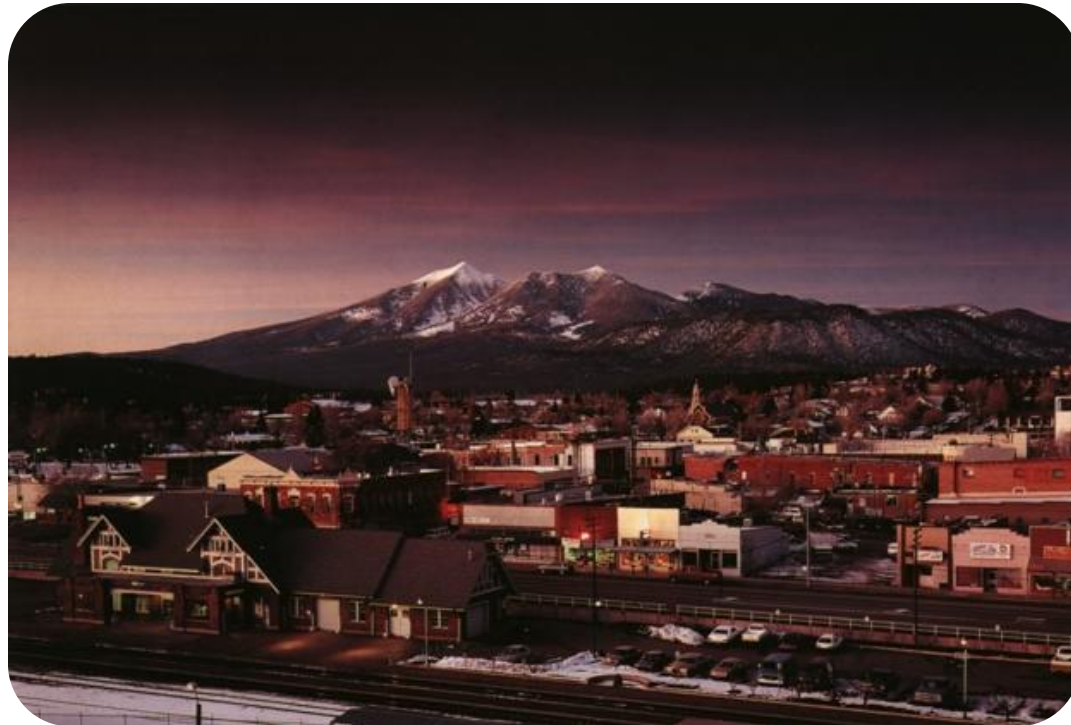


# Final Thoughts

- Plan, Plan, Plan.....did I mention PLAN
- Take your authors' pulse
- Expect technology issues
- Prepare for upkeep
- Enjoy!



# Thank You



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