Publishing Needs

- Disseminate primarily through monograph/alternate formats, for tenure
- Choose topic-relevant / high-impact publisher
- Trigger needs and awareness by events
- Find information easily and cheaply
- Navigate systems, avoiding requirement of external support
- Include primary source excerpts (likely)
- Dissociate citation analysis from STM

Altmetrics: One solution to promote access

- Applies to articles as well as books, software, data sets, presentations, videos, and other publication formats
- Shows how, and how often, social online communities respond to current research
- Builds and connects social networks globally, amongst researchers and beyond
- Increases awareness to work published within closed and open access methods, drawing connections to need for access
- Tracks metrics, and links discussions about, immediately, rather than accumulated over time

Trends

Publishing (overall)
- Monograph sales decreasing
- Low citation counts measured in humanities
- Paywall humanities journals remain less expensive than paywall STM journals, impacting push for open access
- Digital Humanities promote content and social interactivity

Open Access Publishing
- Audience access and content quality
- Dissemination immediacy
- Funding and pricing models
- Mandates from funders and institutions

UNC’s Faculty Tenure Policies (under Task Force review)
- Increase engagement with the public
- Accept new forms of scholarly work
- Increase scholarly activity across disciplinary lines

Considerations for Publishing

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<th>Considerations</th>
<th>Publishing Needs</th>
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| Personal reasons | - Career growth  
- Recognition and acclaim  
- Research sharing (but only after the work is published) |
| Mandated expectations | - Research Impact  
- Publication Formats |
| Community responsibility | - Research sharing  
- Format best suited to content needs |

Altmetric score (what’s this?)
- Tweeted by 996
- Blogged by 37
- On 64 Facebook pages
- Mentioned in 37 Google+ posts
- Picked up by 252 news outlets
- Reddit
- Video
- Wikipedia
- 249 readers on Mendeley
- 1 readers on Citeulike

Total citations

Web of Science Online attention

21
39

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