

# Divulgation

ECORFAN-México, S.C.

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Printed format

Electronic format



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A printed journal is one that fundamentally uses paper as a medium, which exposes its content in a linear manner and is partially or totally distributed by means of copies or copies..



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Until a few years ago, the printed journal was the most important and massive means of disseminating scientific knowledge, but from the globalization of teleinformatic networks, electronic publications were born, a medium that proliferated in the nineties, with the generalization of the Internet and the web methodology



Electronic publications are born from the globalization of teleinformatic networks. Although they appear in the eighties, they begin to have importance in the nineties; However, for many authors electronic journals are born from the moment they use any "electronic" medium for editing.



# Distribution



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# In charge of distributing publications

Commercial or professional publishers

Publishers without profit



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Companies whose main activity is the commercial edition. Among the most important commercial houses of the publishing market are: Elsevier Science, Springer Verlag, Thomson Scientific, John Willey & Sons, Kluwer Academic, Taylor and Francis etc.



The edition of specialized journals was developed by actors of the scientific community, in numerous universities and scientific societies. This production of publications by which we call "Learned Publishers" (wise publishers) continues to occupy an important place. This sector, autonomous, operates under the principle of not-for-profit (non-profit). This does not prevent to be able to obtain benefits those that are reinvested for example, for the development of the access online), or for the financing of other needs of the academic institutions from which emanates.



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Science is based on a double principle of universality and freedom of initiative and, traditionally, the two «non-profit and non-profit» sectors cohabit in a subtle way. This last sector, which brings together the publishing activities sponsored by academic and scientific institutions, is represented and supported mainly by The Association of Learned and Professional Society Publishers (ALPSP). While it is true that relations with private publishers are of competence, they share the same mission of developing, selecting and publicizing the evolution of knowledge, making them accessible to a maximum of scientists..

The distribution of journals is done through commercial and non-commercial channels

Commercial route: subscriptions

Non-commercial route: exchange and donation

# Commercial distribution

Subscription: Commercial distribution medium of printed and electronic publications.

Direct subscription :



Indirect subscription: is one that is made through a provider or subscription agency



**Exchange and donation:** Distribution system used by non-commercial publishers and is mainly related to printed publications

This system, linked to academic or research institutions, allows them to:

Increase visibility and dissemination of publications produced within these institutions

← Generate cooperative relationships among colleagues

- ✓ Paper is still the preferred medium for some users and for some purposes.
- ✓ Historical Archive
  
- d Restricted copies
- d High distribution costs
- d Slow processes

Possibility of downloading, copying, printing  
immediately

- v Researchers have a more expedited way to see if their paper has had an impact
- v Upgrade
- v Lower cost
  
- d Users require technological training for their use
- d Reading habits



To establish the exchange of publications, it is necessary :

Establish exchange agreements with other academic and intellectual communities in the country and abroad, and the general public, related to their area of research.

Have a directory that contains the names of people, institutions and libraries who are considered convenient to send the publications in exchange or donation.

Ensure the resources and means of delivery that are estimated, developing specific distribution and distribution programs.



The institutions that establish electronic exchanges must:

Possess a repository with their academic journals.

Establish a file encoding format. The usual work files are pdf, postscript, TeX, html, xhtml, xml, doc, rtf, txt.

Use metadata, based on the generic semantic standard of cataloging example: Dublin Core.

Use a standard communication protocol OAI-PMH. (**Open Archives Initiative** - Protocol for Metadata Harvesting)



Publicize the journals through the media and announcements

Make presentations of the numbers and disseminate the activity by the written press, television and radio.

The authors themselves, editors and professors of the different areas should do propaganda work even with the students themselves, as the subscriptions or sale of individual numbers does not exclude university students

Continue using the different networks to announce and disseminate journals, which will help increase subscriptions.

To obtain that institutions of the area adhere to the distribution system through exchange.

Conduct studies to reduce the high prices that have been established for journals.

Index the journal in international databases, such as Ulrich's-International Periodical Directory.



## Journal website, tables of content or full text?

In order for your journal or journals to have an online presence, you may have to create a website - an important marketing tool - even if the online version of the content is not available.



## Registration of the journal in databases (directories, catalogs and indexes)

This is a distribution that is accompanied by certain levels of quality guarantee of the journals, because these systems evaluate the publications before incorporating them.

The registration of Latin American publications in databases gained momentum with the creation of LATINDEX in 1997.

In Latin America, several virtual libraries have been created that register publications in different areas of knowledge, among which we can highlight :

Scientific Electronic Library Online, Scielo

Network of Scientific Journals of Latin America and the Caribbean Network ALyC.

The medium in which journals are hosted immediately after being edited, is a path used for both electronic journals and printed publications



## Advantages

The editor has complete control over it, there are costs associated with this option but an external provider is not involved

## Disadvantages

Lack of skills and technical support for the publication.

Lack of knowledge of current online publication standards and compatibility with new protocols

Business companies that host academic publications on behalf of their publishers.

## Advantages

They have a high level of technical professionalism  
Guarantee compatibility with international standards.  
They have experience in dealing with subscribers and controlled access environments.  
They guarantee the security of online publication against hackers and situations of unauthorized access.

## Disadvantages

They charge for their services and, while many of them offer a price that is reasonable within the context of the budgets of Western publications, they could be very expensive for publications from developing countries.

They provide only the hosting service; While they can provide advice on issues related to online publishing, they can not assume the role of an editor.

(for example, Ingenta <<http://www.ingenta.com>>, HighWire <<http://highwire.stanford.edu/>>)

Some subscription agents now also offer hosting publications online on behalf of the publishers. These offer a high level of technical competence and value-added benefits.

However, they are unlikely to accept your publication if they do not consider themselves capable of generating sufficient sales profits. Usually, they will deduct the fee for lodging the profits they get, in which case you will not have to get money in advance.



There is a large number of organizations established specifically to support the online hosting of publications from developing countries.

A small selection of them is presented below.



**African Journals OnLine (AJOL)** is an initiative originally established by INASP, and currently managed in South Africa, to host publications published in Africa.

**Bioline** is an initiative established by the Electronic Publishing Trust to host online versions of publications from developing countries around the world.

**CLACSO** provides support to a digital library of social science publications from member centers in Latin America. <<http://www.clacso.org.ar/biblioteca/>>

**Hrcak** is a project of the National and University Library in Zagreb, Croatia, to host Croatian publications online <<http://hrcak.srce.hr>>.

**Sabinet** is a South African company that hosts and sells publications published in Africa as a unique package <<http://www.sabinet.co.za/journals/onlinejournals.html>>.

**SciELO** is another Latin American initiative that hosts full text and open access publications. This platform only accepts publications that it considers of quality.

# Marketing



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Marketing, in the true sense, is to discover what your market wants and then provide it, it is as necessary for electronic journals as for printed journals. Although it may seem tempting not to conduct the stage of a market study, it is extremely unwise.

Talk with as many potential potential authors and readers,  
Carry out systematic measurements through questionnaires.

Define print runs (printed)

Define the format

Repeat the questionnaires from time to time for both authors and subscribers, real and potential.

Apply surveys to customers who have canceled their subscriptions since they can be particularly valuable sources of information about what you are doing wrongly!

## Tiraje

Refers to the number of copies or copies of a journal, this term is associated only to printed journals.

## Definition of tiraje

To define the number of copies required, it is necessary to carry out studies to probe the receptivity of the market.

## Which version to choose?

**Printed, printed and electronic or only electronic.**

Only printed until solids in the market or version only in electronic format, However, before any decision is necessary to take into account existing or potential customers.



## Sell yourself and / or through intermediaries.

One possibility is to have one or more intermediaries who take care of this part for you, most of the clients relate to the agents for their printed publications. Moreover, through some systems of sales agents, users can access all their electronic journals through a simple access mechanism; obviously this is preferable for the user, to the alternative of having to enter different websites, probably using different keys each journal.

Taking this route will increase your total costs, since you will have to pay an intermediary, but it is also preferable to increase accessibility, and therefore, the use of your journals.



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Free electronic version for all members of society or university

Free electronic version for subscribers of the printed version.

Electronic version sold to all

Electronic version with extra surcharge to subscribers of the printed version.

Individual subscriptions

Free subscriptions for members

Sale of unique papers.

Site licenses

Licenses for consortia.

When you sell a printed journal, it is clear and well understood what your clients are allowed to do and not do with the material. However, this is much less obvious in the electronic environment, therefore, it is reasonable to write a statement indicating what you can and can not do..

There is also a variety of guidelines provided by universities and others, regarding what aspects to consider in a license. One such example was devised in the United Kingdom by a group of librarians and university publishers. The LibLicense site also provides a lot of useful information about laws and licenses, and also allows you to sign up for an interesting discussion list.



# Electronic commerce

Marketing, together with the Internet, has come to be called electronic commerce and is defined as the use of computer and telecommunications technologies by companies or sellers and buyers, to support the trade of goods and services..

This trade offers the publishing sector the possibility of :

- Improve distribution
- participate in an interactive market
- immediate delivery;
- Reduction of intermediaries.
- Decrease times in business transactions
- increase the efficiency of publishers



It is understood how to make public, information or knowledge, through electronic resources.

- CD's
- Mobile devices
- Electronic paper
- Internet





Teachers

Researchers

Specialists

Own editions

Public domain works



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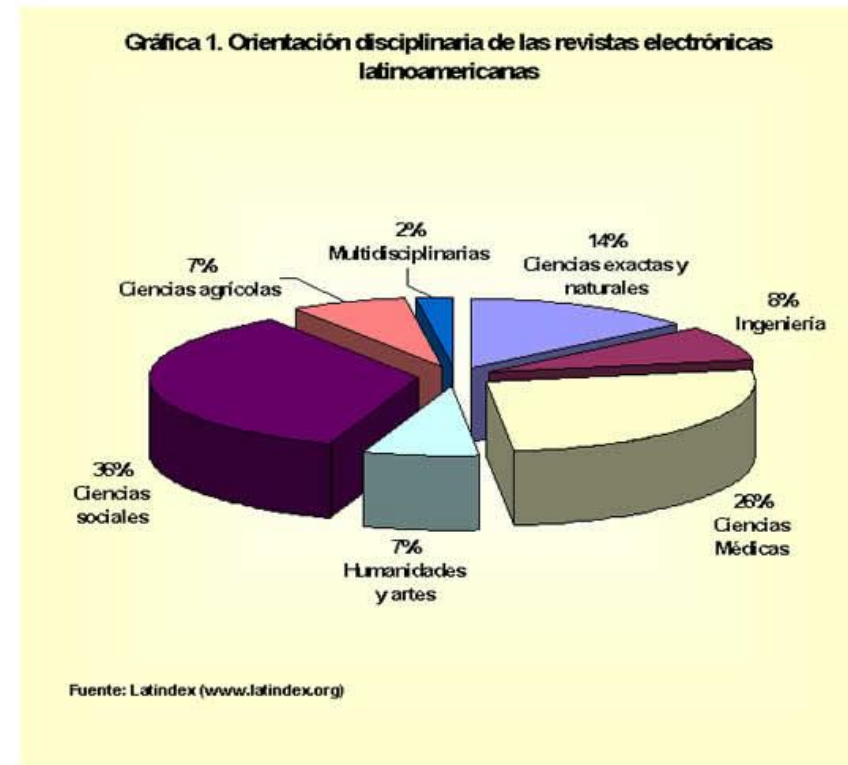
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According to  
LATINDEX :

15,223 printed

2,434 electronic

There is an electronic  
journal for every 6  
printed



Technological simplicity paves the way for bold researchers

It requires a special capacity to exploit the environment

The options for authors are expanded

The role of the editor extends

The editors require technological update and constant training

## The digital version of a printed journal

When, for example, you have the PDF with an identical format to the printed one.

## The digital journal that emerges from the digital edition of a printed journal

The content is the same as in the printed version but is worked according to the capabilities of the electronic medium. For example, an HTML with animations.

## The digital journal that is born digital. That which does not previously exist on paper and is produced specifically to be read and distributed in electronic format



Editorial process similar to that of a printed

Creativity is required in different dimensions

Understanding of computer development

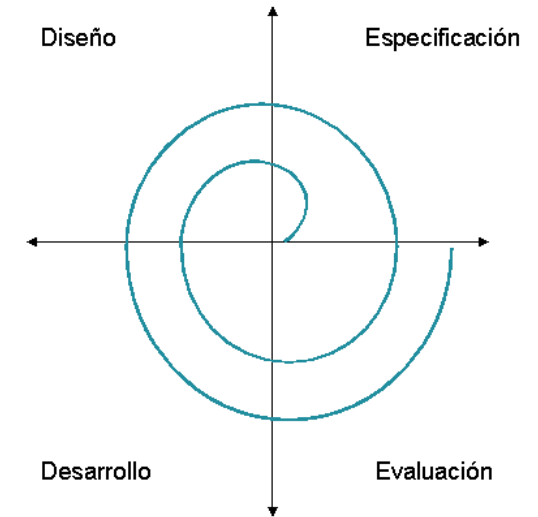
Close work is maintained with the author

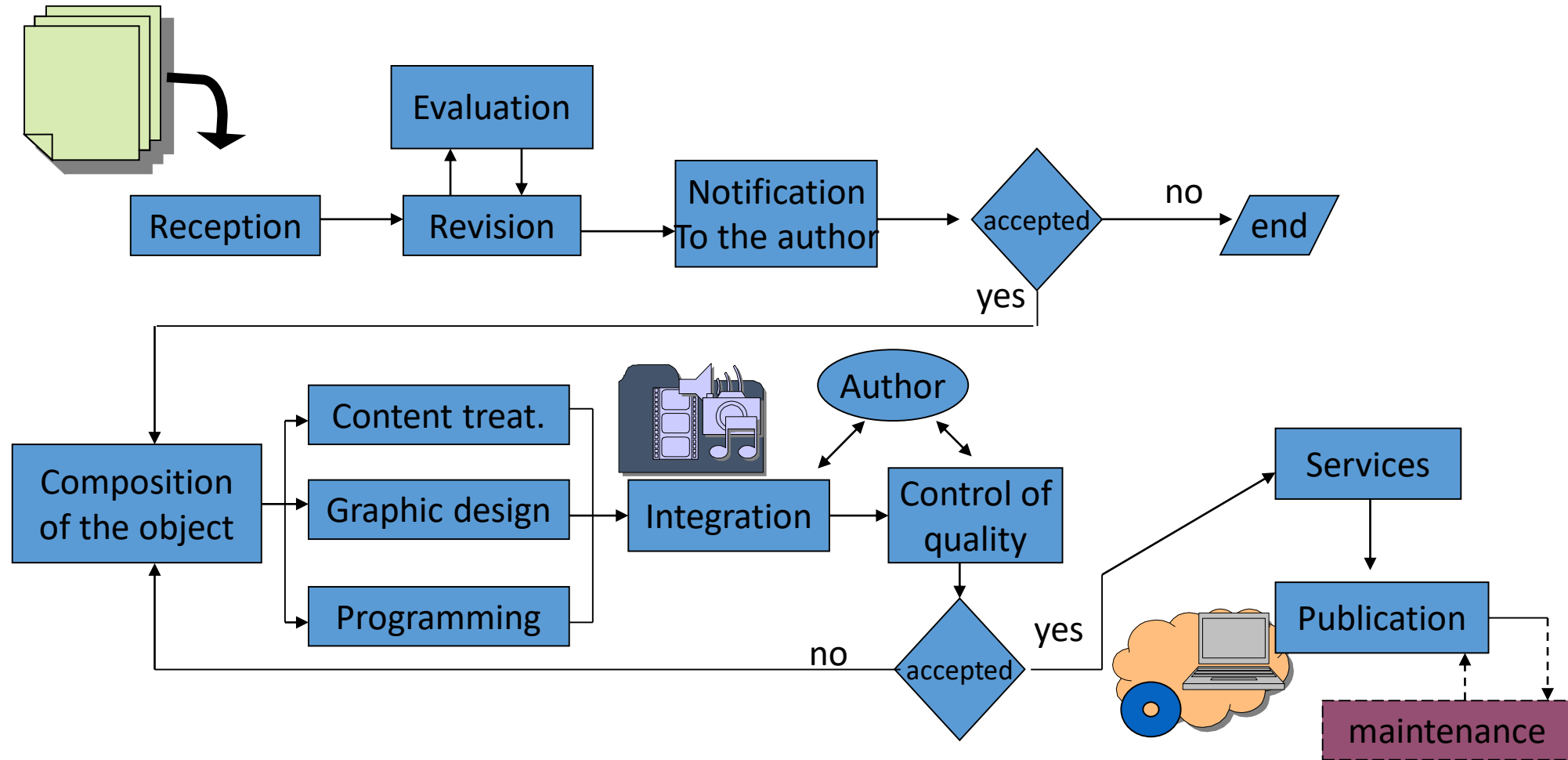
Editorial work does not end when the issue is published

Attention is required for the operation of the site

Service attention

Is the result tangible or intangible?





Take advantage of the digital potential

Content suitable for digital format

Authors "digital-oriented"

Define the type of publication

Copyright

International registrations



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The definition of requirements is not trivial

It depends on milestones that are not always quantifiable

Cost estimation is associated with technology and specialization

Quality is not always considered in the software

Some are endless products

Obsolescence





En cuanto al contenido y al proceso de evaluación se siguen los mismo parámetros de las impresas.

Además se evalúa:

La usabilidad de la interfaz

La plataforma tecnológica

La explotación de los recursos

El uso u ofrecimiento de servicios adicionales

## ¿Cuándo dar el paso?

Cuando se tenga claro el objetivo

Cuando se tenga la infraestructura adecuada

## ¿Para qué?

Para llegar a más lectores (visibility)

Para abrir medios de publicación a más investigadores

Para hacer publicaciones en distintas dimensiones

Para posicionar a la publicación en papel

Detectar contenidos necesarios

Criterios de evaluación

Definir viabilidad para trabajar con esos contenidos

Digitalización, adaptación o creación

Se requiere personal especializado

Es un proceso que requiere de planeación y presupuesto



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SciELO  
Redalyc  
E-journal  
E-prints



Para el desarrollo, uso y preservación de las publicaciones digitales se debe utilizar estándares

Desarrollo de contenidos: XML, HTML, PDF...

Mecanismos de acceso y almacenamiento: colecciones, hemerotecas, bibliotecas, repositorios.

Protocolos de comunicación: z39.50, OAI-PMH.

Sistemas de descripción: MARC, Dublin Core, LOM.

Open Access <http://www.soros.org/openaccess>

Cualquier usuario pueda leer, descargar, copiar, distribuir, imprimir, con la posibilidad de buscar o enlazar todos los textos de papers de literatura erudita, recorrerlos para indexación exhaustiva, usarlos como datos para software, o utilizarlos para cualquiera otro propósito legal, sin barreras financieras, legales o técnicas, distintas de la fundamental de tener acceso a la propia Internet.

La única limitante a la reproducción y distribución de los papers publicados, y la única función del copyright en este dominio, no puede ser otra que dar a los autores control sobre la integridad de su trabajo y el derecho a ser apropiadamente acreditados y citados.

Es una iniciativa para hacer gratuitos los papers científicos en Internet

Archivo propio (Self-archiving)

Directorio de *journals open access* <http://www.doaj.org/>

Tratados de Internet

Creative Commons <http://www.creativecommons.org/>



ATTRIBUTION. Debe siempre hacerse referencia a la autoría



NONCOMMERCIAL. Compartir sin fines comerciales



NO DERIVATIVE WORKS. no deben realizarse trabajos derivados



SHARE ALIKE. una obra puede ser transformada, pero el trabajo resultante debe quedar disponible en los mismos términos de la obra original



They are **resources and services** created and administered so that the **academic community** can manage and disseminate **digital materials**. **Its objective is to capture and manage the intellectual production** of one or several university communities and maximize visibility and impact online (Lynch, 2003)

Increase and strengthen access to academic resources at an institutional and global level.





## Visibility

By visibility it is understood that an electronic resource obtains **desired and measurable readers and impact**.

Studies around eprints repositories show a tendency to increase the number of eprint citations compared to a printed one (Lawrence, 2001).

## Interoperability

It is defined by the capacity of a system of institutional repositories to provide access through multiple search engines and other tools, allowing to **maintain and expose their metadata** to other services of harvest and content search.

They are a set of attributes or elements needed to describe a resource.

With this data, the main resources are quickly known.

“Data about the resource”

For example, the bibliographic record.

Adobe Acrobat  
Owners system for electronic publication

Electronic publishing systems that are developed by  
organizations, usually for profit

In general it is charged for the use of the system, but the most important  
thing is that the code can not be used, modified or copied without prior  
authorization of the owner





## Portable Document Format

International standard for the distribution and exchange of electronic documents

Maintains the sources, images, graphics and appearance of any document of independent origin of application or platform



<http://www.latinamerica.adobe.com/>

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CII/PUL 31/03/2003

France, along with more than 50 European countries, signed the Bologna Declaration in 1999, the first step towards the genuine construction of the European higher education area. The system is based on the 3 grades obtained after the validation of the various teaching units to which the European Credit Transfer System (ECTS) is attached. Credits can be applied to all activities and all forms of teaching. These credits can then be capitalised by students who have fulfilled the validation conditions. Bachelor's and Master's degrees, plus Doctorates, will be included as the new levels common to the universities of the European Economic Area. These levels will be obtained by acquiring a pre-determined number of credits.

**Description of the system**

The diagram illustrates the Bologna system's credit structure. A vertical axis on the left is labeled 'credits' and has markers at 180 and 300. The system is shown as a series of stacked blocks: a yellow 'BACCALAUREATE' block at the bottom (0-180 credits), a blue 'BACHELOR' block (0-180 credits), a pink 'MASTER' block split into 'PROFESSIONAL' (0-180 credits) and 'RESEARCH' (180-300 credits), and a green 'DOCTORATE' block (180-300 credits). Dotted lines indicate 'Intermediate diploma' levels: 'DEUG' between Bachelor and Master, and 'MASTER' between Master and Doctorate. A small note at the bottom of the diagram reads 'CPU / AMUE Juillet 2002'.

Thus a bachelor's degree, composed of 6 semesters on average, corresponds to 180 credits and a master's degree to 120 credits with 4 extra semesters (see diagram above). The LMD reform, or the 3-5-8 (years), aims to make student mobility easier. A bachelor's degree obtained in France, for example, would be recognised in Italy. This reform will be implemented in several universities this year. For international mobility, an appendix describing the diploma, called the "supplement to the diploma" will make it possible to assess the knowledge and aptitudes acquired for the diploma.

## Advantages

Having the Acrobat Reader anyone can visualize it

They are relatively compact and include searches, internal navigation

The format is designed to be seen on the web, on Palm and other readers

Allows control access rights, printing, copying

Easy to create

## Disadvantages

It is proprietary software

Searches and navigation is internal mainly

Difficult to migrate to other formats

They are heavier than the electronic text

Does not allow very elaborate searches

It is not easily incorporated into citation index programs, impact indicators, etc.

Difficult recovery by search engines, metadata, etc..

## What do I need?

Software- Adobe Writer or Adobe Distiller

Staff - trained in system management (basic level)

Or join a project as an e-journal



Electronic publishing systems that are not proprietary

Sometimes they are more difficult to manage but they are more flexible, interchangeable and transferable to future technological developments

They allow the exchange of information

Markup or labeling languages

SGML, HTML, XML





# How do markup languages work?

Labeling languages are marks (labels) that are inserted in the text that indicate aspects related to the presentation or structure of the document.

They are invisible to the final reader, but allow developing systems developed around the presentation, search and retrieval of documents.



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## HTML (HyperText Markup Language)

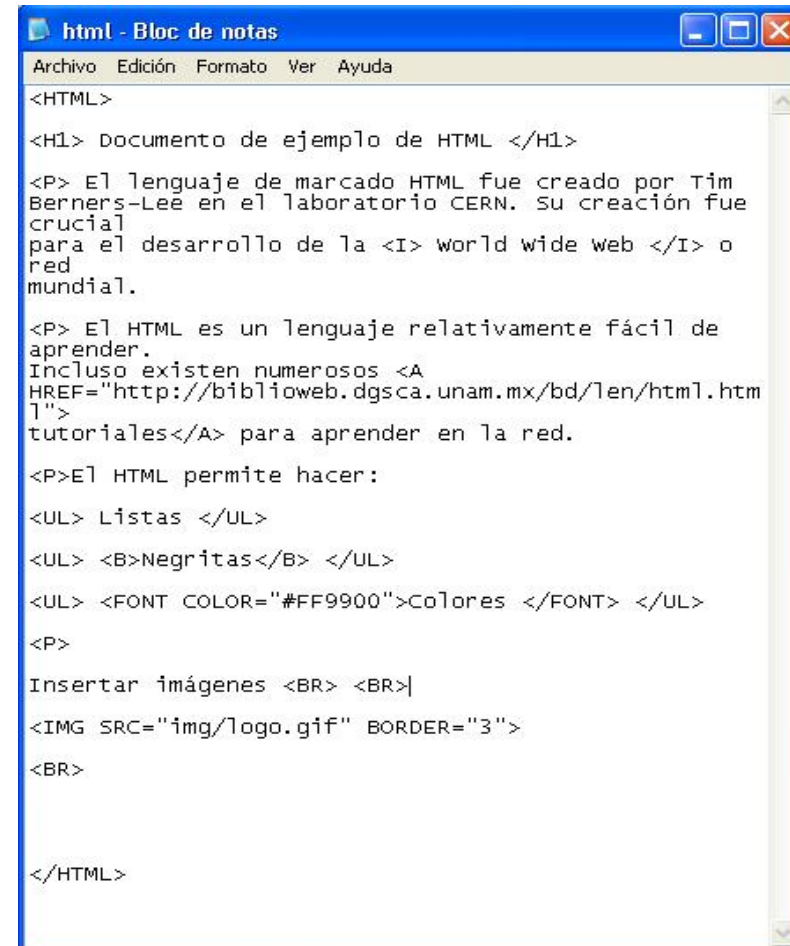
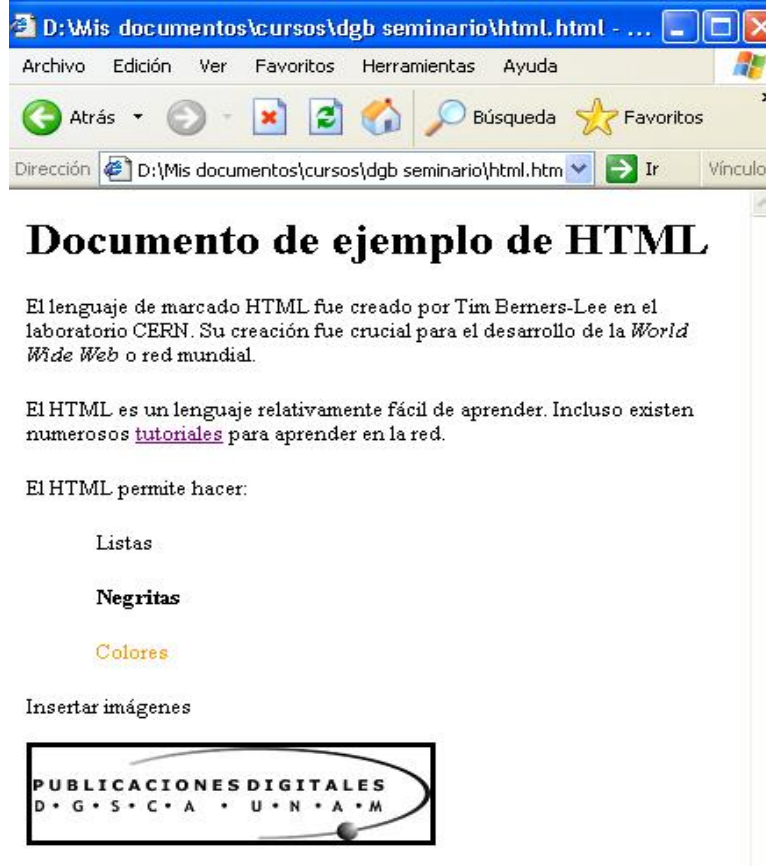
Creado en 1991 por Tim Bernes-Lee

Originally the HTML was created so that researchers could exchange documents online easily and without the concern of such strict marking rules.

He was more interested in the visualization of the document than its structure.

Therefore, he chose a limited number of labels that allowed the researcher to mark simple aspects such as `<P>` - paragraph, `<B>` - bold, `<H1>` - headings, `<LI>` - lists among others.

The DTD of an HTML file is simple and integrated into the browser itself for viewing digital documents. HTML was a resounding success and became the language of the global network.



The great success of HTML is due to three things :

- its relative simplicity
- the facility to create hyperlinks
- the one that allows to incorporate text, images, video, audio and other formats.

However, precisely because it mixes form and content, HTML has many limitations in terms of storage, exchange, dissemination and retrieval of digital documents, especially when you want to handle large amounts of information.

## What do I need?

Software- preferably an HTML editor such as  
 Dreamweaver, Front Page.  
 Notepad, Word also work

Personal- Computing, Designer, Editor trained in HTML

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Let's take the following sentence :

In *The origin of the species*, the evolution of *homo sapiens* is mentioned for the first time.

In HTML it would be:

In `<I> The Origin of Species </ I>` the evolution of `<I> homo sapiens </ I>` is mentioned for the first time.

In `<TITLE> The origin of the species </ TITLE>` the evolution of the `<NAME_CIENTIFICO> homo sapiens </ NOMBRE_CIENTIFICO>` is mentioned for the first time.

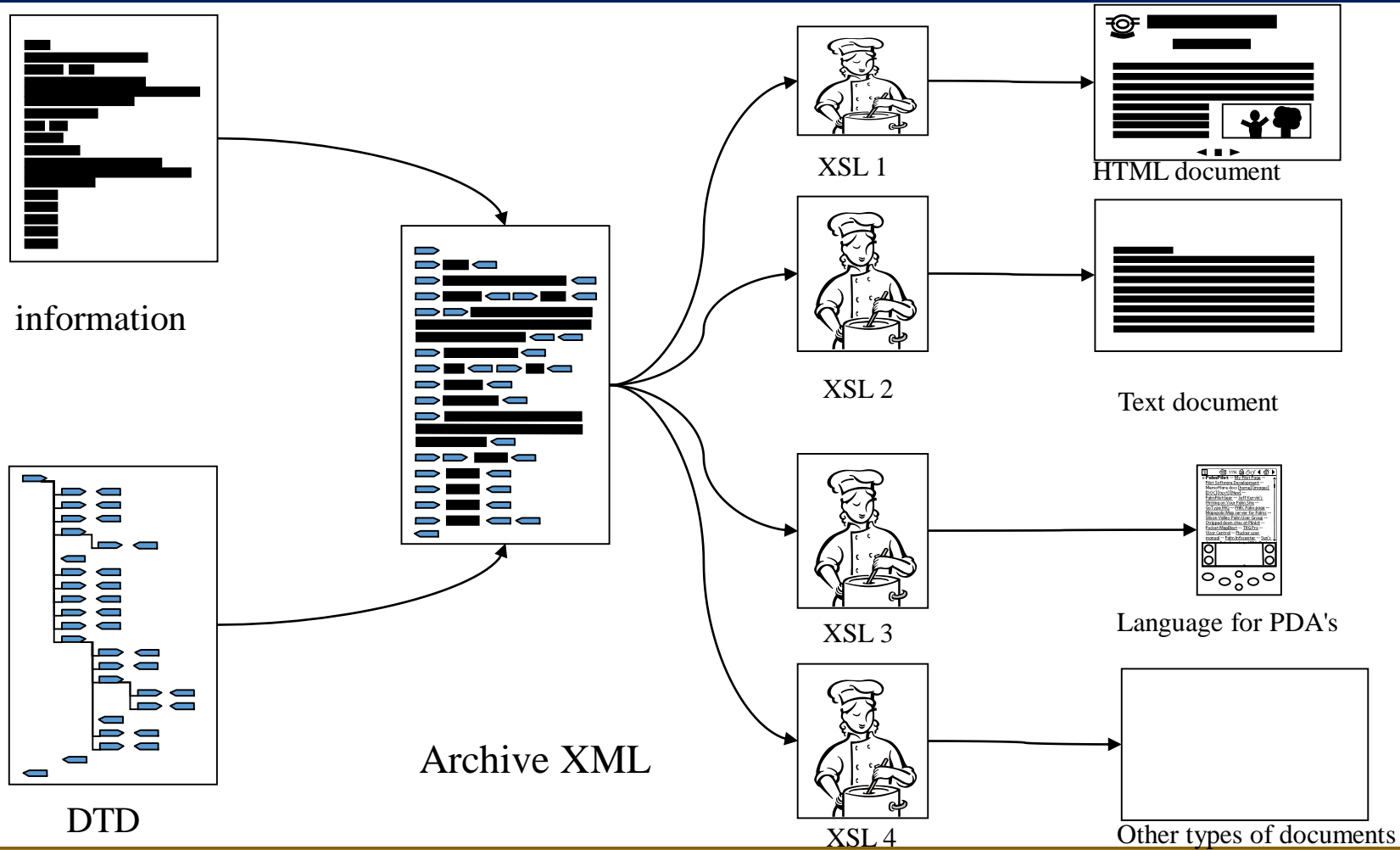
XML files are made from a DTD (Document Type Definition).

The DTD contains the rules of how to mark the document

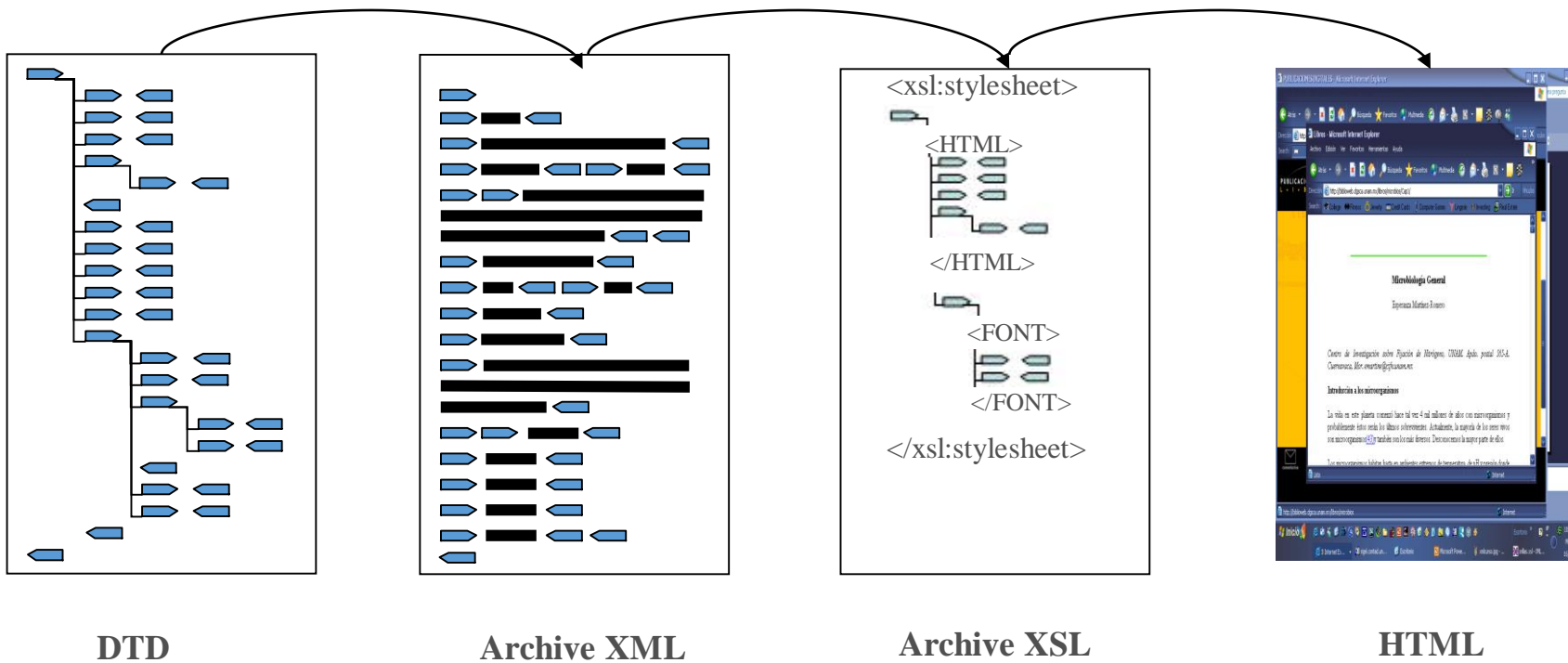
The XSL (eXtensible Style Sheet) tells the reader how to display the XML document

**DTD**  $\longrightarrow$  **XML** + **XSL** = **?**









## What do I need?

Software- XML editor (X-Metal, SciELO)

Personal- trained in XML or in the software that will be used

IT / programmers to exploit the XML

Designers to exploit the XSL

Join a project like SciELO



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# Thank You Very Much

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