Preface

This book is a one stop reference source. This book will be an essential reference tool for all those interested in research and publishing, irrespective of their subject field and country to which they belong.

If a researcher does not publish his/her research results, he/she will professionally perish, and if the research results are published but not publicized, then also it will perish!

Earlier the researcher only needed to have knowledge about the methods of conducting research and identifying a vehicle for publication of the research results – which in majority of the cases was a Professional Journal. But with the emergence of Internet, Information Communication Technologies in general and the social networking tools in particular, there are new avenues not only to publish the research results but also to publicize the work using innovative tools such as Social Tools, which are available free of cost.

Most of the researchers' research results are not properly communicated because of lack of knowledge of the art of publishing and presenting on the part of the researchers. Of late there have been many cases of Plagiarism and instances, where correct citation style(s) were not followed. Most of the budding authors are not aware of ethical practices of publishing and presenting. World over the quality and quantity of research output is going down because of this. Knowledge of Technical Writing Styles; developing Literature Searching Skills, creating awareness about Plagiarism, Predatory Journals, understanding Intellectual Property Rights (IPR) and Copyright; clarity on Creative Commons Licenses for Open Access Resources and terms of Archival Policies of Institutional Repositories would benefit the budding researchers and authors in their publishing activity. There are many formal and informal avenues for publicizing and marketing that an author should be aware of to ensure it reaches the intended audience.

This collection would be an appropriate for those Budding Academicians/Researchers/Scientists, Authors, Doctoral Students, Research Scholars, Researchers, Faculty Members, Research Supervisors, Library and Information Science Professionals, publishers, policy makers, government officials etc. This book will be most
useful for all those who are involved in scholarly communication in all subject fields. This is most useful for faculty teaching in regular and online courses. This book has potential to be used as resource guide for core studying across university curriculum.

The first chapter, ‘Construction of a Proper Research Report: An Overview’, provides overview of any study undertaken should involve the congruous understanding of the subject matter and presentation of this subject matter after the research is withal very much paramount. It is necessary that the research has to be reported in a proper manner and a systematic way. There are various parts of a research report and each part is equally important to adhere. Effective report writing is also an art as well as science. This paper analyses the importance of the research report and also the parts of the research report.

The second chapter, ‘Citation Essentials in Scholarly Communication’, defines Citations, Citation Standards / Style Manuals and Scholarly Communication. It explains the importance of Scholarly Communications, and use of Citations in meeting the objectives of Scholarly Communications, especially in avoiding the accidental danger of plagiarism. It also explains how Bibliographic Management Systems (software)—both open / free and proprietary—have been helpful to the academics and researchers in providing standard methods of citations that is, both in-text citations and references list at the end of the text of the document while writing documents. It concludes by emphasizing that the need for use of standard citation or style manual for proper dissemination of scholarly communications, and need for gaining adequate knowledge on how to cite and provide references in correct form in the publications to make them quality and scholarly works and also to avoid from the accidental danger of plagiarism.

The third chapter, ‘Scholarly Activity in A Vocational Context: Pitfalls and Potential’, explores the issues which surround the development of a culture of research and scholarly activity within the college-based higher education sector in the United Kingdom. The chapter uses as a case study the north east college regional scholarship network (necrsn), which contains a number of providers who are collaborating on the development of scholarly activity within, and across, their institutions. This chapter uses the experience of the participants in the necrsn to explore the challenges at institutional and departmental levels of inculcating a culture of scholarly activity within college-based higher education. The activities of the network are used as an example to demonstrate how a collaborative approach at a regional level can stimulate innovation and alleviate some of the pressures on academics pursuing research within a vocational setting. The approach has now been operating for one year, and has seen some initial success.

The fourth chapter, ‘Research Methodology: Design, Method, and Techniques’, gives necessary techniques for a researcher to design a methodology for the problem chosen and systematically solves the problem. Formulation of the research problem
is to decide on a broad subject area on which has thorough knowledge and second important responsibility in research is to compare findings, it is literature review plays an extremely important role. The literature review is part of the research process and makes a valuable contribution to almost every operational step. A good research design provides information concerning with the selection of the sample population treatments and controls to be imposed and research work cannot be undertaken without sampling. Collecting the data and create data structure as organizing the data, analysing the data help of different statistical method, summarizing the analysis and using these results for making judgements, decisions and predictions.

The fifth chapter, ‘Enhancing Scholarly Communication through Research Culture’, gives research is a vital part of the social tapestry of a modern society. It is imperative to find suitable ways to respond to societal priorities. It can be an open-ended enquiry into the essence of phenomena, of who we are, individually and collectively, and of the world we inhabit. It not only enables derived knowledge, but is also a means of preserving, fabricating and resynthesizing existing knowledge and/or creating new knowledge. Apart from that research is a vital pillar of higher education. Moreover, in knowledge society today, research is deemed to be of more value when it rightly augments the economic development processes. Through in depth literature review and contextual analysis, the aim of this chapter is to aid institutions and scholars in recognizing the gains of adapting inclusive approach, suggesting strategies for promoting research culture so as to enhance scholarly communication apart from being a support system in knowledge society, so that the world of academia continues to excel in its role of knowledge creation, knowledge transfer and knowledge dissemination.

The sixth chapter, ‘Changing Face of Scholarly Communication and Its Impact on Library and Information Centres’, involves publishing the research findings by academics and researchers in order to share and make available the academic or research output to the global community of researchers. Emergence of Internet and World Wide Web has brought revolutionary changes in the process of scholarly communication. Increasing price of serial publications, time lag in the publication and readership and other associated problems were addressed by the electronic journals and open access initiatives. Other models like – Consortia and Institutional Repositories have evolved as a cost saving models and improving communication. The social networking sites on the Internet are also promoting scholarly communication to a great extent. In the light of the changing technological environment this chapter depicts the history of scholarly publishing and reviews the changes that took place in the process of scholarly communication. Further, the impact of the changing models on Library and Information Centres (LICs) is examined.

The seventh chapter, ‘Usage of References and Its Management in Research’, lists how information gathering and use have become more complex process for
researchers due to the tremendous growth and heterogeneous collections of digital information. A researcher requires complete information whenever they want to fulfill their research objectives. For this, the researcher requires different types of information management tools to preserve organize and access information needed to carry out their research tasks. In this chapter, the author has described about reference or citations and its management in research. The author has explained the different reference styles both in manual and through software.

The eighth chapter, ‘Local Linguists Mastering Academic Writing in English: Seeking Explanations in Sociocultural Contexts’, describes the differences in how scholars present their findings in Research Articles (RA) in international journals in English and in local journals in Russian. It also attempts to present the reasons for these differences, seeking explanations in the sociocultural contexts in which these RAs were written. To achieve this aim, six RAs in English and six RAs in Russian, published in peer reviewed international and local journals, were examined. The analysis draws upon the theory of contrastive rhetoric, which stresses the necessity of studying texts in the contexts of society. The methodology used to unveil discursive conventions of RAs relies on a contrastive approach, which identified the structural differences and linguistic features of RAs in both English and Russian. The conclusion is made that the RAs differ in terms of writer / reader responsibility, form / content orientation, and reader engagement level. These differences are a result of sociocultural environments that affect the process of identity construction in academic discourse.

The ninth chapter, ‘Altmetrics: A Unique Way of Web-Based Metrics’, shows how altmetrics being used in this era of knowledge where enormous research work is being published by various modes of publications. It can be a journal, conference proceedings, open and online resources or any other. Many of them are used by other researchers with due citations. Traditionally these citations are measured by Bibliometrics. Over a period of time publication platforms changed from traditional counting to web based counting called Webometrics. Teaching faculty are always struggling to find new ways of providing evidence of their changing scholarly value. Open access and online availability of scholarly information changed the scenario of mentions. People are using information from any scholarly publications and mention in their blog, Twitter account, Facebook or any other social media. These mentions are as important as citations for an author’s tenure and promotions. To calculate this entire web based mentions an alternative metrics method is coined ‘as Altmetrics’.

The tenth chapter, ‘Measuring Research Impact of Thapar University Scholarly Publications Using Altmetrics: A Case Study’, describes the present modern world, where there are number of conversations, academic discussions and scholarly activities happen online each day. Popularly in scholarly and scientific publishing fraternity, Altmetrics is playing an important role to know shift from non-traditional metrics
proposed as an alternative to more traditional citation impact metrics, namely impact factor and h-index. The purpose of present research article is to assess the research impact of Thapar University through Non-Traditional Metrics (known as Altmetrics). The Content analysis is carried out through publication of Thapar University obtained from the SCOPUS database. The data was analysed for assessing research impact through Altmetrics. However, Network analysis, data sharing properties reflected on social networking websites and other bibliographic management tools have been carried out. The analysis of the Thapar University publication over a period has given a positive impact over time.

The eleventh chapter, ‘Managing Open Access (OA) Scholarly Information Resources in a University’, defines how Open access (OA) to scholarly information has now become a reality. Due to the efforts of OA supporters worldwide now even commercial publishers have started supporting open access to their content through various open access models. Many public institutions like universities and R&D Labs have realized the importance of OA in developing the society in general. As a result, these institutions have come up with OA repositories, archives and libraries. As with any such proliferation of information, OA resources have increased manifold and can easily overwhelm even an experienced user. Also different repositories may use various digital library software, which presents the problem of multifarious search interfaces and features. The solution can be found in the open community of open source software and open standards. The open source metadata harvesting software PKP-OHS and the open protocol for metadata harvesting i.e. OAI-PMH come to the rescue. This chapter discusses how PKP-OHS was implemented as a pilot study at the Central University of Himachal Pradesh (CUHP).

The twelfth chapter, ‘Digital Libraries, Copyright Limitations, and Access for Purposes of Subsequent Academic Publishing: Still Standing on the Shoulders of Giants?’, aims to analyse the current European union legislation on digital copyright from the perspective of the public interest in scientific research, by studying the digital exclusive rights framework granted to creators and to database owners and by contraposing it with the foreseen narrow field of public interest based limitations on exclusive rights. Concepts like digital libraries, fair use and limitations on exclusive rights, tpm and drm, copyleft and free/open source contents is analysed. The chapter concludes by identifying the necessity of a redefinition of a new internal balance of copyright law which can respect authors’ and database owners’ legitimate economic interests and simultaneously promote the dissemination and the access to works for scientific research and publishing purposes and the renewal of the creative cycle.

The thirteenth chapter, ‘The Impact of Online Learning on Global Intellectual Property Issues’, describes how Intellectual property (IP) has long been an issue of debate among higher education institutions in the United States and other countries. However, determining ownership and the income dispersion of creative works is still
a relatively new phenomenon which compounds delivery of education in a virtual world that knows no boundaries. Intellectual property (IP) issues are numerous and often complex in higher education because colleges and universities are major suppliers and consumers of online learning, particularly in a global context. Many higher education institutions claim ownership of the materials created by faculty for online courses, and often the courses themselves; many more are plagiarized or used without the author’s permission as a result of teaching in an online environment. In addition, global copyright laws are very unclear regarding the ownership of works created in an electronic environment. In the past, instructors created materials have been considered the intellectual property of the creator. The potential economic value of multimedia and online course materials has raised the stakes for higher education institutions and prompted them to critically examine how online learning has opened old wounds regarding the ownership of intellectual property.

The fourteenth chapter, ‘Search Engines and Meta Search Engines for Effective Information Retrieval and Scholarly Communication’, lists tools that allows people to find information on the World Wide Web. SEs and MSEs on internet have improved continually with application of new methodologies to satisfy their users by providing them with relevant information. Understanding and Utilization of SEs and MSEs are useful for information scientist, knowledge manager, librarians and most importantly for authors and researchers for effective information retrieval and scholarly communication. The paper explores on how Search Engines and Meta-Search Engines discover web pages, indexes content, and provide search results. The paper discusses about the technological evolution of SEs and MSEs, working process and different types of SEs and MSEs. Finally paper presents conclusions and suggestions for further research.

This book intends to equip the researchers with necessary researching and publishing knowledge needed to publish research results. This Handbook will be of immense value to all those researchers who wish to publicize their research using the latest technologies and Social Tools.