

AIP | Library Matters

News for Librarians

AIP Publishing

Summer 2012

AIP Reinforces Commitment to Deliver World-Class Content, Accessibility, and Outreach

The authoritative voice in the physical sciences community for more than 80 years

The STM publishing landscape is evolving, due to scientists' changing information needs, technological advancements, and emerging trends that impact the way that content is gathered, enriched, disseminated, and made discoverable. AIP is well aware of the factors driving these changes, including the proliferation of mobile devices and their increasing use to acquire scholarly information, open access publishing models, semantic search engines, and the explosion of social media for informal communication among scientists, to name a few.



AIP's value remains unchanged—Despite the changing landscape

As one of the world's premier publishers in the physical sciences, we recognize that some things need to remain constant. Our mission compels us to provide quality, reliable content to the scientific community and advance the science of physics as a publisher of leading research journals, magazines, and conference proceedings.

AIP's value is evident in the top-cited journals that we publish, which attract influential research papers and comprehensive review articles from world-renowned scientists and scholars, who in turn inspire advances from all branches of science, engineering, and technology.

Our commitment to value underlies our continued investment in outstanding, peer-reviewed content, new tools for authors and editors, and numerous projects that enhance our offerings. These efforts enable AIP to make our journals more accessible and content more discoverable, to expand our significant backfiles, preserve the integrity of our archive, and enrich our platform to enable librarians and researchers to access content anywhere, anytime, from the lab, in the field, in the classroom, or from home.

The foundation of support that AIP provides to researchers and readers through a broad range of outreach and educational programs is based on delivering value to each of AIP's constituent groups—at every point where their interests intersect the physics community.

AIP publications—Highly respected, highly cited, highly relevant

AIP journals provide the physics community with world-class content, and nowhere is their value more evident than in the extraordinary number of researchers who cite our articles in their own research papers. According to Journal Citation Reports (Thomson Reuters 2012), *Applied Physics Letters* (<http://apl.aip.org>) and *Journal of Applied Physics* (<http://jap.aip.org>) have retained their positions as the first and second most-cited journals by researchers in *Applied Physics*. *The Journal of Chemical Physics*' (<http://jcp.aip.org>) impact factor increased by 14%, and it once again garnered the most citations in the Atomic, Molecular, and Chemical Physics category. The story is the same across our entire journal portfolio. For example, *Physics of Plasmas* (<http://pop.aip.org>) continues to be the most highly cited journal dedicated entirely to plasma physics, and the *Journal of Renewable and Sustainable Energy* (<http://jrse.aip.org>) experienced a 39% jump in its impact factor. Our flagship magazine, *Physics Today* (www.physicstoday.org), saw an increase as well—an impressive 27%.

AIP's 2013 Programs and Pricing

AIP's current tiered pricing model was established in order to offer equitable prices for online access to institutions of varying size and research intensity. For a complete overview of 2013 subscription pricing, http://journals.aip.org/aip_2013_prices.pdf.

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For more information contact customer service (subs@aip.org) or your AIP sales representative.

Online journal access

AIP has long been a pioneer in online publishing. In 1994, *Applied Physics Letters* became the first established physics journal to have an electronic version on the Web. For 18 years AIP's Scitation platform has been providing the scientific community with access to more than 580,000 top physical science articles published in AIP's journals and conference proceedings.

Beginning November 2012 our online journals will be hosted via Publishing Technology's [pub2web](http://www.publishingtechnology.com/products/digital/pub2web.php) (www.publishingtechnology.com/products/digital/pub2web.php), which offers industry-proven architecture combined with powerful semantic web technology to deliver an optimal user experience. We are collaborating with Publishing Technology to ensure that the migration from Scitation to the pub2web platform will proceed as smoothly and seamlessly as possible for our users. Supporting our digital strategy, future releases will add enhancements to functionality and interoperability. This investment serves as a foundation for fostering an environment of intelligent discoverability and effective use of content.

We continue to work closely with the library community to maintain low annual price increases; we remain sensitive to the economic pressures facing libraries as well as those which we face as society publishers. Our 2013 online journal pricing represents just a 4% increase, which applies to every title, across every tier.

AIP's backfile: A large archive of seminal physics history

Of the more than 580,000 papers AIP has published to date, close to 315,000 are part of our extensive online backfile. Because all of our backfiles now include content from Volume 1/Issue 1 (dating back to 1930) to 1998, there are no gaps between where archival coverage ends and current coverage begins.

Just a few examples of groundbreaking research include:

- Nick Holonyak, Jr.'s paper on one of the first semiconductor lasers, "Coherent (visible) light emission" (*Applied Physics Letters*, 1962)
- Freeman Dyson's seminal paper, "Stability of matter. I and II" (*Journal of Mathematical Physics*, 1968)
- Luis Alvarez's breakthrough article, "Berkeley Proton Linear Accelerator" (*Review of Scientific Instruments*, 1955)
- James F. Drake's James Clerk Maxwell Prize winning paper, "Parametric instabilities of electromagnetic waves in plasmas" (*Physics of Fluids*, 1974).

It's not surprising, given the availability of critical research like this, that up to 40% of our journal article downloads come from the extended backfile, a direct indicator of the value of this important archival information as a crucial foundation for today's researchers.

AIP Digital Archive. AIP continues to offer the backfile for sale as a one-time purchase through our Digital Archive. Institutions such as yours may want to take advantage of this option: For a single payment, the AIP Digital Archive gives library patrons permanent rights and access to the extended backfile of every AIP journal (1930–1998). This also applies to the *Physics Today* Digital Archive offering.

When you initiate a journal subscription, you may also opt to take the extended backfile for that title, that is, from Volume/Issue 1 to 1998.

Print Subscriptions

STM publishers are adjusting their pricing models to accommodate the continuing conversion of print subscriptions to online. AIP is no exception, but we are committed



to offering this option to those customers who prefer to bundle print with online access. This shift, while not unexpected, has resulted in price increases in order to maintain a viable print program.

Combination packages: Strength in numbers

Institutions that purchase multiple titles can continue to save money by subscribing to one of our discounted combination packages, AIP Select or AIP Complete. AIP Select includes a selection of core titles while AIP Complete encompasses the entire collection of AIP journals plus conference proceedings. Both packages offer the extended backfile option.

Lock in multiple-year savings

Providing AIP customers with real price stability and predictability, AIP will continue the three-year agreement program initiated last year—possibly your best hedge against future price increases, providing price caps and price protection on a number of offerings.

Commitment to growing public access

A steadfast advocate for the needs of institutions and their patrons, AIP extends considerable effort to grow public access pragmatically with various journal models. Later this year, AIP will introduce two new peer-reviewed, open access journals: *JAP Materials* and *APL Materials*.

Ongoing leadership and involvement in important industry-wide initiatives, such as CrossRef, COUNTER, ORCID, and Transfer, has enabled AIP to work for better industry standards, and to improve database interoperability, search, and discovery of scholarly articles and research data.

Strategic partnerships. AIP adds value to its relationships with the library

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Ruth Kneale

From the Stacks: Ruth Kneale

Ruth Kneale is Systems Librarian for the Advanced Technology Solar Telescope in Tucson, Arizona and webmaster for the National Solar Observatory (NSO). Prior to that, she was the Librarian and Webmaster for the Gemini Observatory in Hilo, Hawaii, and the Gemini 8m Telescopes Project (what observatories are before they grow up) in Tucson. Basically, she's a librarian in geek clothing, whose first program was created using BASIC on a TRS-80 with a tape drive. Ruth holds a master's degree in Information Resources and Library Science from the University of Arizona and a Bachelor of Science in astronomy and physics. Author of *You Don't Look Like a Librarian* (<http://www.librarian-image.net>) and regular contributor and columnist for a range of information industry publications and sites, Ruth plays a leadership role in PAM and SLA.

For Ruth, it's all about community and communication

On the eve of SLA 2012 and PAM's 40th anniversary we wanted to speak with Ruth about how she communicates with her NSO community and networks with her professional community.

What major factors have influenced how you interface with your user community?

I have 50 people in my immediate program and support another 70 through our website. We're housed in three locations, plus some staff are remote, so effective communication is critical for us. This can, by its nature, pose some challenges so one of the biggest changes in recent years is how we communicate with each other.

Our interactions now are almost entirely digital. The major factors that have enabled this are our conversion to Drupal and increasing use of Skype and instant messaging (IM).

A large part of my responsibilities involves running the website, which I had been doing with an "if it ain't broke, don't fix it" HTML approach. When that no longer supported what we needed to do, I looked for a cost-effective content management system (CMS), specifically designed for website control, and to handle tasks like documentation process tracking. After considering numerous options, that's when Drupal came into the picture.

I found that it was relatively painless to install the basic Drupal software, plug in the modules that suited our requirements, and

customize the interface as needed. Now that Drupal is up and running we have the capability and flexibility to make changes quickly and much more easily – to get important information out to the group.

One thing I learned during this process is how much support is out there from our community of information professionals and users. Don't be afraid to ask for help, advice, or input. What other folks know can help you keep from banging your head on the wall repeatedly. Check the forums! If someone else is having the same problem you are and has posted about it, you can get an answer right off the bat.

For our day-to-day interactions we're relying more and more heavily on Skype with video and IM, emulating face-to-face communication. It's removed a lot of stiffness and people are calling via Skype more often than they did before by phone. These forms of communication give us more immediacy and familiarity and a greater comfort level. We also make good use of the screen share capability on Skype, which is well suited for tech support and training, what I do on a regular basis. It makes it much easier when I can show the person or group I'm interacting with exactly what I'm doing or I can see precisely where they're having a problem.

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AIP'S COMMITMENT TO DELIVER WORLD-CLASS CONTENT *continued from page 2*

community through strategic agreements with technology partners whose products complement our own mission. This includes a [collaboration with DeepDyve](http://www.aip.org/press_release/deepdyve.html) (www.aip.org/press_release/deepdyve.html), which allows individuals to read the full text of an article for 24 hours for a very low fee. Our [partnership with publishing innovator SharedBook](http://www.aip.org/press_release/academicPub.html) (www.aip.org/press_release/academicPub.html) makes AIP's catalog of journals available through SharedBook's AcademicPub platform.

AIP: More than a Publisher

AIP's activities go beyond publishing, and the [AIP Physics Resources Center](http://www.aip.org/resources.html) (www.aip.org/resources.html) is a prime example of how AIP uses its resources to support the community and further the interests of scientific research worldwide. Offering a broad range of products and

services to students, researchers, librarians, publishers, media outlets, and the public at large, AIP's Physics Resources Center is supported by a

portion of our subscription revenue. Even those familiar with AIP might be surprised at the extensive number of services we deliver.

AIP's Physics Resources Center

Whether you need a photo of Albert Einstein, resources for physics students, a listing of physics jobs, or publications covering the latest news and scientific breakthroughs, AIP's Physics Resources Center is the place to turn. Here are some of the services we provide:

Promoting Science

- Inside Science News Service
- Science Policy Fellowships
- Awards and Prizes

Education and Employment

- Society of Physics Students
- Sigma Pi Sigma honor society
- Statistical Research Center
- GradschoolShopper.com
- Career Network
- Industrial Outreach

History

- Niels Bohr Library and Archives
- Emilio Segrè Visual Archives
- Online History Exhibits

Publications

- *Physics Today*
- *FYI—The AIP Bulletin of Science Policy News*
- *History of Physics Newsletter*
- *SPS Observer*
- *Radiations*
- *focus on* (statistical data)

Can you tell me about the role that you've played in SLA and PAM?

The SLA community is very important to me; it's a wonderful support group and networking resource. I've been a member of SLA since 1997 and I'm active in the Physics-Astronomy-Mathematics (PAM) Division (as well as the Information Technology Division and the Arizona Chapter). I am pleased to have served as chair of the Networking Committee from 2003-2006 and treasurer from 2008-2009. In 2010 I became chair-elect and 2011 conference planner, and was chair in 2011. This year, PAM's 40th anniversary, I'm carrying out the responsibilities of the past-chair.

I've also become much more active within SLA at higher levels. I'm extremely grateful to have been recognized as an SLA Fellow this year.

How has your involvement impacted your own career?

Well for one thing, it's really boosted my confidence level. Beyond that, it's fostered a determination to succeed. Over the years I've held roles with increasing responsibility and moved into leadership positions. This has made me more proactive in my career and professional life. My PAM participation really prepared me for broader involvement in SLA. It has provided me with an active support network and a constant source of encouragement.

My SLA experience has also benefited my work at NSO. I can talk comfortably in large groups and hopefully have learned how to put other people at ease. I cannot imagine being at this point in my career without what I learned through my SLA and PAM experiences. I encourage anyone associated with these groups to reach out for help when you need it – you'll find it there.

What was the impetus to write *You Don't Look Like a Librarian: Shattering Stereotypes and Creating Positive New Images in the Internet Age*?

It all began with a taxi ride at my first SLA meeting in 2000. The cab driver looked at me and said, "You don't look like a librarian." That started me thinking about what exactly a librarian looks like. Why does the stereotype of Marian the Librarian persist? Geeks and computers are cool now. Why didn't the worldview of the librarian evolve?

This was an interesting question. So I started asking people at conferences and listservs about it and collecting all the feedback I received. The response was overwhelming and not a week goes by that I don't hear something on this topic. This eventually led to the book and website. The perception of the librarian affects our community in so many ways. The bottom line is that we should all wear the L-word with pride!

Congratulations from Ruth Kneale on PAM's 40th Anniversary

"The first 40 years were extraordinary, but the next 40 will be even better."



AIP CONGRATULATES SLA'S PHYSICS-ASTRONOMY-MATHEMATICS DIVISION ON 40 YEARS OF OUTSTANDING SERVICE TO ITS MEMBERS AND THE LIBRARIES THEY SUPPORT



PAM-wide Roundtable

Monday, July 16, 10:00 am – 11:30 am
 Convention Center, Room S403A
 Moderator: Zahra Kamarei, *University of Rochester*
 Discussion of issues related to Physics-Astronomy-Mathematics information and libraries



PAM Open House

Monday, July 16, 7:00 pm – 10:00 pm
 Hilton Chicago, Williford A, 3rd Floor

PAM Vendor Update and Networking Breakfast

Tuesday, July 17, 8:00 am – 9:30 am
 Convention Center, Room S401A
 Moderators: Julie Arendt, *Southern Illinois University*; **Kim Hukill**, *American Institute of Physics Niels Bohr Library and Archives*
 Speakers: **John Haynes**, *AIP*; David Marshall, *SIAM*; Eric Pepper, *SPIE*; Olaf Ernst, *IOP Publishing*
 Publishers and vendors, especially in physics, astronomy, and mathematics, will present on agility in changing times

Visit AIP Publishing at Booth 446
Representatives will be on hand to demo our products and answer your questions.

SEE US AT THESE UPCOMING EVENTS

- Frankfurt Book Fair**
 October 10-14, 2012
 Frankfurt, Germany
- 2012 Charleston Conference**
 November 7-10, 2012
 Charleston, SC
- 2013 ALA Midwinter Meeting**
 January 25-29, 2013
 Seattle, WA

DID YOU KNOW...

- AIP Reports Healthy Impact Factor Increases across Journal Portfolio**
 Read more at www.aip.org/press_release/aip_impact_factors_2011.html
- AIP Advances Now Indexed in Thomson Reuters Databases**
 Read more at www.aip.org/press_release/aip_advances_thomson.html
- Theoretical Physicist Lisa Randall Wins 2012 Gemant Award**
 Read more at www.aip.org/press_release/lisa_randall_2012_gemant_award.html