

# SCHOLARLY COMMUNICATION

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## CREATE CHANGE WEB SITE PROVIDES FACULTY PERSPECTIVES ON SCHOLARLY COMMUNICATION

"How can I talk about scholarly communication issues in a way that will resonate with faculty on my campus?" This is a question that librarians pose regularly and it is not easy to answer. Faculty tend to use the scholarly communication system without identifying it as something they can change or even as something to think about. Embracing this challenge, ARL, SPARC, and the Association of College and Research Libraries have created a new Web site that librarians can draw on in working with faculty members.

When the Create Change site (<http://www.createchange.org/>) was initially launched in 2000 it consisted of two halves, one for librarians and one for faculty. The new, redesigned Create Change site focuses on a single audience—faculty—and provides a new approach to scholarly communication issues. The perspective of researchers and scholars drives the presentation of the site's content. Where possible, the design draws on their voices in explaining how change is happening and where it could lead if faculty focus on how to make the system of scholarly communication work better.

The site's tagline, "Shouldn't the way we share research be as advanced as the Internet?", highlights the message found throughout the site: change is not off in the future when some later generation will benefit, it is happening right now and research and scholarship are already the better for it. Further change will bring increasing benefits. The site features innovative work that researchers and scholars are doing using the Internet, drawing examples from a wide range of disciplines from the humanities to the sciences.

Drawing directly on the voices of faculty engaged in research and teaching now, the site presents a rotating selection of interviews with pioneering scholars and

researchers. Each individual discusses their personal views on what is happening in the scholarly communication system and how the future might look.

The Create Change site highlights issues of concern to researchers as readers and authors—does their work find its best and fullest audience and can they obtain all of the information they need? The site deliberately avoids framing change in scholarly communication as a solution to library budget problems or an opportunity to save money. Instead it addresses scholarly

communication issues from the perspective of their impact on advancing research and scholarship and their direct effects on faculty members' daily work.

Create Change still presents libraries in many contexts. They are partners in most of the model programs mentioned on the site. Faculty members are encouraged to work with their libraries in the "Change & You" section and librarians are recognized as leaders in staying abreast of scholarly communication developments in the "Stay Informed" section.

While the new Create Change site is designed to be scanned easily, it does not skimp on the details. Offering a rich and deep presentation of relevant issues, it is loaded with examples. The site design is deliberately simple to facilitate updating as time passes. Already, new interviews are being developed to represent more disciplines and voices while other adjustments are being

made as librarians offer suggestions.

The new direction for the Create Change Web site demonstrates how much change has occurred in our communication systems over a very short period of time. The amount of change already visible if you compare today's Web with the Web of only a few years ago is striking. The ongoing evolution of our collective understanding of the possibilities and challenges presented by new models of scholarly communication will continue to inform the site as well as shape libraries' campus outreach programs.

**CreateChange** Shouldn't the way we share research be as advanced as the Internet?

Digital Scholarship | New Modes | Cases in Point | Change & You | Stay Informed | About

"Scholars like to complain about the quality of information on the Internet, but they should also work actively to ensure that the best of historical writing is available online to the widest possible audience."

Ray Rosenzweig  
Director, Center for History and New Media  
George Mason University

**Get more from your academic research**

In the age of the Internet, the ways you share and use academic research results are changing — rapidly, fundamentally, irreversibly. There's great potential in change. After all, faster and wider sharing of journal articles, research data, simulations, syntheses, analyses, and other findings fuels the advance of knowledge. It's a two-way street — sharing research benefits you and others. But will the promise of digital scholarship be fully realized? How will yesterday's norms adapt to tomorrow's possibilities?

This website will help you understand the changing landscape and how it affects you and your research. It also offers practical ways to look out for your own interests as a researcher.

A scholarly revolution is underway. It enables you to get a greater return from your research. All you have to do is *share it*.

**Digital Scholarship**  
How the Internet is transforming scholarship

Many of yesterday's limitations on research and learning are being swept away by the Internet. Today the ways researchers study complex questions and share their data and findings are changing fundamentally. [\[more...\]](#)

**New Modes**  
The changing scholarly communication process

Digital scholarship has ushered in innovative ways to share research and new economic models to sustain the process. [\[more...\]](#)

**Cases in Point**  
A look at the diverse paths change is taking

Changes in how scholarship is conducted and communicated are playing out in different ways in different fields. [\[more...\]](#)

**Change & You**  
Making change work for you

As a researcher, you probably play various roles in the system of scholarly exchange — author, reviewer, editor, reader, society member. Here are some ways you can take constructive action. [\[more...\]](#)

**Stay Informed**  
Keep up with change

It's easy to stay current on changes in scholarly communications with [Open Access News](#), an up-to-the-minute blog that closely follows the latest developments. And there are many additional resources. [\[more...\]](#)

Several brochures are available to use as part of campus scholarly communication programs. In addition, ARL has developed the [Scholarly Communication Toolkit](#), which is a valuable complement to the Create Change website. See [About Create Change](#) for other details.

[www.createchange.org](http://www.createchange.org)