At the beginning was writing...
There are very few people in this room, who would want to read some of this scientific information, and in fact draw wrong conclusions from it... I will say again; let us be careful because this rather enticing statement that everybody should be able to see everything could lead to chaos.


Il y a très peu de personnes dans cette salle qui voudraient lire ces publications scientifiques, en fait en tireraient des conclusions erronées... Je le redis, il faut être prudent avec l’idée séduisante que tout le monde pourrait lire tout ce qui nous mener au chaos.


In a May 2007 blog post, physician R. W. Donnell accused the New England Journal of Medicine of ‘tabloid based medicine’ for providing OA to an editorial and peer-reviewed article on the drug Avandia. The problem seems to be that the two OA pieces triggered ‘millions of Google search queries for Avandia’.


No to the state control of French scholarly journals!

Neither free nor an author: that will be the condition of tomorrow’s researcher. This is in complete contradiction with the intellectual independence of academics, which has been proudly demanded since the Enlightenment and is reaffirmed by intellectual property law.

http://abonnes.lemonde.fr/idees/article/2016/01/12/non-a-l-etatisation-des-revues-de-savoir-francaises_4846027_3232.html?xtmc=open_access&xtcr=6
« and all of a sudden they found themselves with Sartre in their hands »

I am convinced that there needs to be an aristocracy of readers.

The reader is notably absent

Amplification

« If publishing is anything, if public content means anything, it lies in the idea of amplification »

Eisenstein
The Printing Revolution in Early Modern Europe
Second Edition

« The attention income has been multiplied twice: first by making the content available online, and then through open access »


A mapping of production and not of usages

Open Access journals heatmap

altmetrics: a manifesto

Increasing interest in usages
These statistics are based on extensive server log data supplied by Alexandra Elbakyan, the neuroscientist who created Sci-Hub in 2011 as a 22-year-old graduate student in Kazakhstan. I asked her for the data because, in spite of the flurry of polarized opinion pieces, blog posts, and tweets about Sci-Hub and what effect it has on research and academic publishing, some of the most basic questions remain unanswered: Who are Sci-Hub’s users, where are they, and what are they reading?

The instrument’s limitations...

- A tool for server management
- No sessions as such
- Does not measure number of clicks
- Etc.

COUNTER
Counting Online Usage of Networked Electronic Resources

COUNTER provides the standard that enables the knowledge community to count the use of electronic resources.

Known as the Code of Practice, the standard ensures vendors and publishers can provide their library customers with consistent, credible and comparable usage data.

Extracted from logs, COUNTER statistics do not run into the same problems because they content themselves with measuring the closed space that is the university campus.

https://www.projectcounter.org/
Snitches
Julian Ortiz - Bored reader

**More reliable information**
**Richer information**

- Same qualities as Google Analytics
- Controlled hosting
- Data control
- Digital sovereignty

« Heatmaps »
Improving relevance

OpenEdi

OpenEdition

460 journals
69% open access
25% non French journals
50 new applications/year

35 000 events
500 submissions/month

2000 academic blogs
5 languages
Biggest academic blogging platform in the world
10 applications/week

4000 books
75 university presses from 13 countries
+1000 books/year

What we know

Peter Bowdidge - A Manjimup Reader
« How long before open access in French social sciences and humanities journals? »

- « All other things being equal, the longer the duration of the embargo, the lower the number of "views". »
- « The longer the embargo period, the more views are lost from one year to the next. The loss of readership linked to this embargo starts from the first year. »
- « The rebound effect of the lifting of the embargo is greater when it is long. »
- « The total audience for a journal (over several years) is much lower when the embargo period is long. The loss of readership seems to start with embargoes of one year. »


• Priem, Jason. « Altmetrics »
• Haustein, Stefanie. « Readership Metrics »
• Citations vs downloads
• COUNTER limitations
In search of the lay reader...

Piwik indicates that 80% of visitors never come back.

1. "People are task-oriented, rather than exploration-oriented, when seeking information. Most of the time, they want information to help them determine how to act, rather than context to help them evolve how they think."

2. Wikipedia's reputation isn't strong enough: users "dip in and out".

3. Mobile usages and specific browsers: UC Browser and Opera Mini.
Access stories: Sci-Hub

The research workshop

9:45 minutes

July 2017
The long tail: Toward bibliodiversity?

From « sleeping beauty »...

« A ‘Sleeping Beauty in Science’ is a publication that goes unnoticed (‘sleeps’) for a long time and then, almost suddenly, attracts a lot of attention (‘is awakened by a prince’). »


...to « sleeping prince » ?
The unexpected reader

Scholarly Communications @ Duke
Duke's source for advice and information about copyright and publication issues

I have just returned from the Berlin 8 Conference on Open Access, which was held in Washington, D.C. at the lovely conference center facilities of the Howard Hughes Medical Institute. It was a fascinating meeting, and quite different in tone from the one I attended last year in Beijing.

In its opening paragraph, this Chronicle of Higher Education report on the conference captures the fundamental difference. This year the conference was much more clearly focused on the impact of open access on research, rather than talking about how open access will be accomplished, the discussion assumed that open access is inevitable and must be emphasized the differences that the evolution to open will make.

For the sciences especially, it was clear that openness is rapidly becoming the default, and how important its benefit is spreading globally. This year, the papers in the

La représentation figurée du prophète Muhammad – Views/downloads

Average: 1130 visits per month. Min: 600.

Average: 225 visits per month. Max: 575.

https://ifpo.hypotheses.org/4445

X 343
Umberto
The unexpected reader detector

Phase 1: Ingestion

Phase 2: Analysis and processing

Phase 3: Enrichments and a survey
Phase 1: Ingestion

- Choosing Piwik
  - Volumetry: 15GB MySQL
- Problem of managing browser history collected as logs
  - Log volumetry: 2.5TB of logs, 11 billion lines

Phase 2: Analysis

Highly heterogeneous distributions
The paradox of the pilot’s seat

Time variations
Time breakdown

An example (with time breakdown)

Linear regression model

Restricted Cubic Spline
Phase 3: Adding information

- Editorial data: metadata, container, content, etc.
- Complementary traffic data: referrer sites, session lengths, geographic location of visits, etc.
- External data from referrer sites and the news.
Phase 4: Interpretation

- All this allows for a probable interpretation of the anomaly.
“Maybe we’ll meet again one future day”

http://www.topito.com/top-evenements-historiques-of


4th April 2017

93

Mutual aid and survival in the Middle Ages

https://www.reddit.com/r/AskReddit/comments/68chuk/whats_a_lpt_from_medieval_times/


94

Day Without Immigrants

http://ejat.revues.org/7717


16th February 2017

95

Day Without Immigrants

(https://www.vocesdelafrontera.org/)


96
Predictable events?

Late Feb / Early March

Outlines of a typology

761 « extreme » anomalies

Media effect
- Google effect
- Community effect (including Facebook)
- News effect

Piranha effect

Wikipedia:Effet piranha

L'effet piranha se produit lorsqu'un article, pour une raison ou une autre, se voit infléchi par un nombre important de modifications par plusieurs Wikipédiens dans un laps de temps donné. L'article est ainsi très rapidement déformé et de façon efficace.

Wikipédiens distinguent les effets suivants en Piranha:
- pages for deletion effect
- scavenger effects ("charognard")
- news-related effects
- Google effect, especially Doodles

Note: there doesn't seem to be a translation of the Piranha effect on the English-language Wikipedia. Get typing!
There are proportionally more cases for blogs than for articles

Hypotheses

-6% 7%

Revues.org

Documents >50 daily single visitors over 6 months (100%= Hypothèses+Revues.org+OpenEdition Books+Calendar)

Unexpected reader documents

Over- or underrepresentation

No geographic or time-dependent tropism identified

A Sunday reader?

Outliers

Standard
An opportunity for the HSS

Stefano Corso - Opportunities Rush

At the end of the story... the return of writing!

Joël Gombin, Pierre-Carl Langlais, Marin Dacos, Mikaël Cixous, Elodie Faath

The unexpected reader detector: The team

Contact us at lab@openedition.org

Joël Gombin, Pierre-Carl Langlais, Marin Dacos, Mikaël Cixous, Elodie Faath
Thank you!