



Future of Scholarly communication through Social Media

Mr. Manju Naika, Asst. Librarian, Central Library, Indian Institute of Technology Bombay, Mumbai, Maharashtra (INDIA) PIN 400 076 email: manjunaik@iitb.ac.in

Introduction:

The Ubiquity of social media in the 21st century has put the scientific community to rethink the traditional way of publication model as present mode of publication not only costly to produce scientific knowledge but also costly to publish, managing and access it, it is also slow in the transmission as compared in Social media platform. In order to overcome this issue, scientific community should focus on new channels for faster and dynamic diffusion of scientific knowledge with greater transparency in peer review system which is lacking in existing system. Currently social media services are supported by commercial agencies; which includes all type of content on education, entertainment, arts, sex, marketing, family and business everything in one platform and sustained on advertisement revenue. Educator/Policy should think about adoption of social media platform and separate the other stuffs from scholarly content and distance from profit oriented commercial agencies in scientific social media. Altmetrics indicators need to be applied in order to measure the impact of scholarly communication content on social media to publish as it happen and measure as it is used. Social Media platform will support Inclusive growth as well as open access policy. Scientific community should develop social media tools to facilitate the researchers to create and disseminate their research findings in an innovative way to the world. Currently social media is being used just to share the tradition research data. By considering the democratization of mobiles device, simple access, policy makers immediately should review into the existing models. Traditional scholarly communication failed to reach the larger user community where as Scientific Social Media (SSM) definitely accelerates growth of scientific literature but also reaches wider community faster with minimum cost.

Disadvantages of traditional publication model:

- Lack of transparency in peer review system
- Lack of transparency in usage of research publication
- Commercial nature
- High cost involved
- Failed to reach larger user base
- Restrictions on sharing research data
- Copyright holding issues

Scientific Social Media (SSM):

Scientific Social Media (SSM) is an application of Social Media(SM) tools and techniques for scholarly communication process.

Scientific Social Media (SSM) features:

- Greater transparency in peer review system and to measure the usage of research publications
- Faster and dynamic diffusion of scientific knowledge
- Service oriented
- Low cost
- Open Access Support
- Supports rich content (multimedia etc.)
- Transparency in copyrights holding
- Less or no control of commercial agencies
- Author as a publisher
- Simple access/creation of content (Mobile/Tablet)

Summary:

As existing traditional scholarly communication is very old and it has many disadvantages. It is a high time for policy makers to review the existing scholarly communication process as technology evolves and adopt social media tools and techniques for faster and dynamics diffusion of scholarly content in order reach the wider user community and with robust scientific solutions to make the universal access reality by bridging the divide.

Democratization of mobiles/tablet devices which facilitate the creation and access of research data in a simple way, near future these small devices will definitely work as a mobile server to host data in a very simple way in order reach the large user community that would be the real information explosion era which is yet to happen.