




Open Access

dan strategi komunikasi ilmiah Indonesia

IDA FAJAR PRIYANTO
UNIVERSITAS GADJAH MADA



Tiga hal dalam sesi ini

- 
- ▶ (1) Perkembangan baru informasi, data, dan pengetahuan, insight, dan perpustakaan
 - ▶ (2) Open Access
 - ▶ (3) Strategi komunikasi ilmiah Indonesia

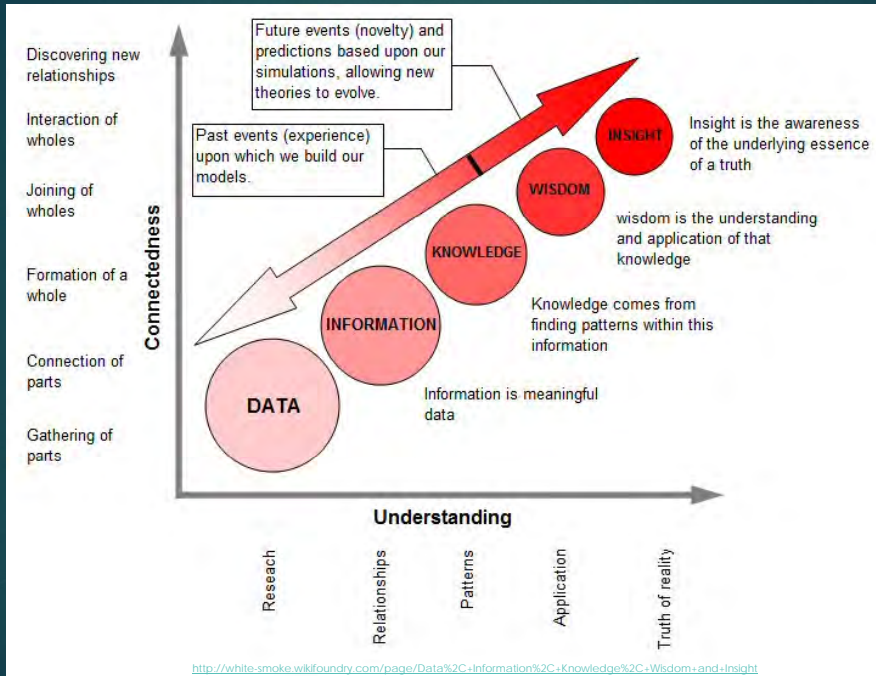
(1) Perkembangan baru informasi, data, dan pengetahuan

(1) Dari Data ke Insight

Insights and Data
you can't get anywhere else

[Learn More](#)

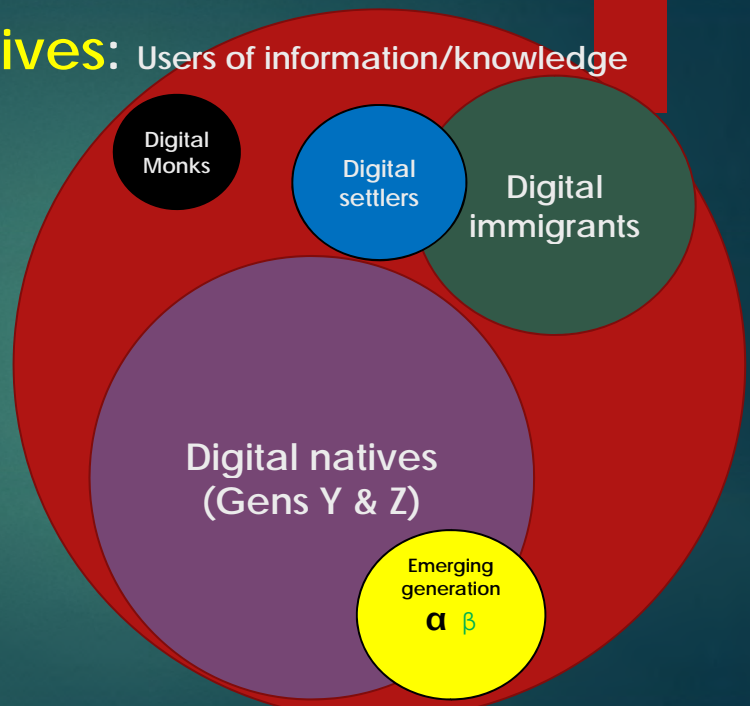




(2) The rise of Natives: Users of information/knowledge

Digital population . . .

- ▶ Digital monks
- ▶ Digital immigrants
- ▶ Digital settlers
- ▶ Digital natives:
 - ▶ Generation Y
 - ▶ Generation Z
 - ▶ Generation α
 - ▶ Generation β



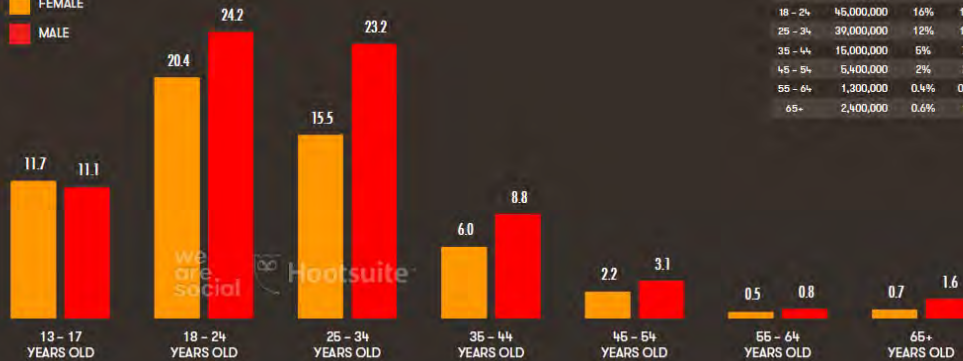
Native Residents di Facebook

JAN 2018

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS

FEMALE
MALE



54 SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. NOTES: THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

Hootsuite we are social

(2) Aplikasi terbanyak dipakai

JAN 2018

TOP APP RANKINGS

RANKINGS OF TOP MOBILE APPS BY MONTHLY ACTIVE USERS AND BY NUMBER OF DOWNLOADS

RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

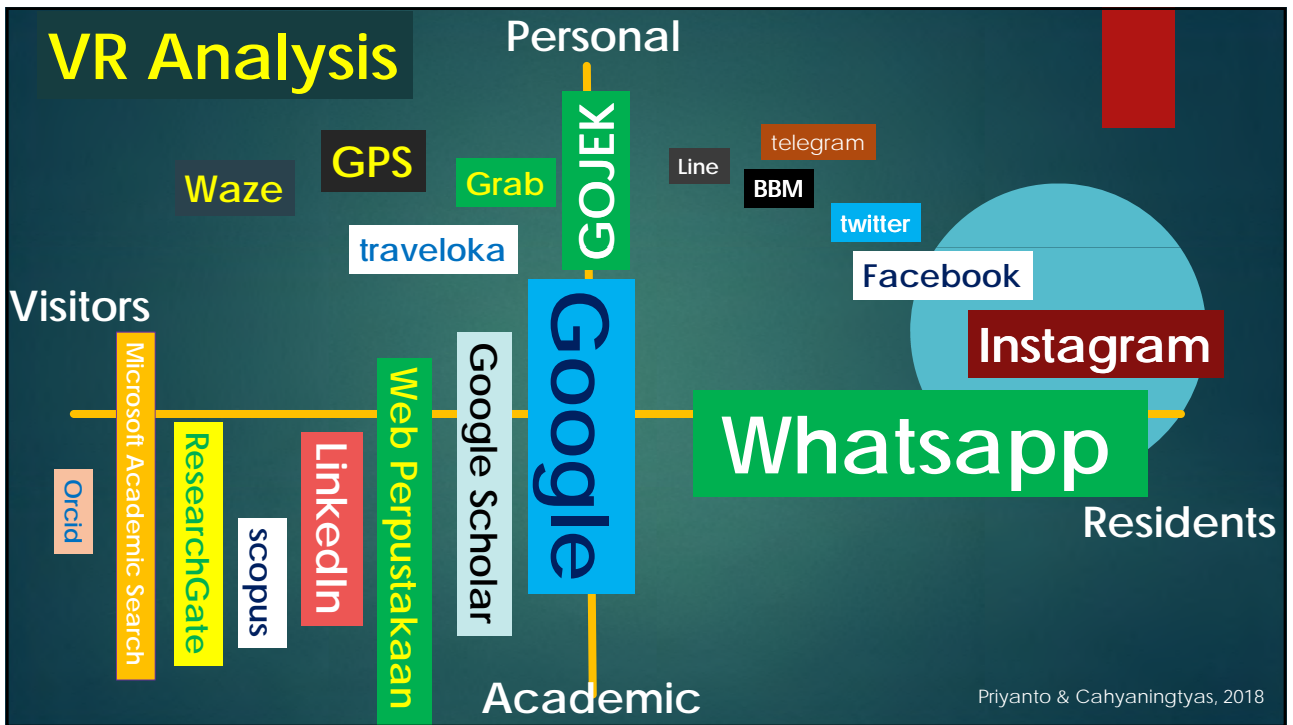
#	APP NAME	DEVELOPER / COMPANY
01	WHATSAPP MESSENGER	FACEBOOK
02	FACEBOOK	FACEBOOK
03	INSTAGRAM	FACEBOOK
04	LINE	LINE
05	BBM	BLACKBERRY
06	FACEBOOK MESSENGER	FACEBOOK
07	SHAREIT	SHAREIT
08	UC BROWSER	ALIBABA GROUP
09	GO-JEK	GO-JEK
10	GRAB	GRAB

RANKING OF MOBILE APPS BY NUMBER OF DOWNLOADS

#	APP NAME	DEVELOPER / COMPANY
01	FACEBOOK	FACEBOOK
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04	UC BROWSER	ALIBABA GROUP
05	SHAREIT	SHAREIT
06	INSTAGRAM	FACEBOOK
07	BBM	BLACKBERRY
08	LINE	LINE
09	GRAB	GRAB
10	UC NEWS	ALIBABA GROUP

63 SOURCE: APP ANIME, JANUARY 2018, BASED ON DATA IN THE APP ANIME 2017 RETROSPECTIVE REPORT. FOR MORE DETAILS, VISIT [HTTPS://WWW.APPANIME.COM/](https://www.appanime.com/). NOTES: RANKINGS ARE BASED ON COMBINED DATA FOR BOTH THE APPLE IOS APP STORE AND THE GOOGLE PLAY APP STORE. MONTHLY ACTIVE USER RANKINGS ARE BASED ON MONTHLY AVERAGES FOR FULL-YEAR 2017. NOTE: RANKINGS EXCLUDE PRE-INSTALLED APPS, SUCH AS YOUTUBE ON ANDROID DEVICES, AND SAFARI ON APPLE DEVICES.

Hootsuite we are social



DEPARTMENT OF INFORMATION SCIENCE
College of Information

UNT

Arta Kabashi

Information Science PhD Candidate
College of Information Department of Information Sciences

will defend the dissertation

Information Seeking in a Developing Country: A Case Study of College Students Seeking and Use of Information.

Using a case study approach this study investigated how college students in Vlore, Albania seek and use information resources for academic and personal needs and whether they follow a pattern similar to Brenda Dervin's sense-making or Marcia Bates' berry-picking information seeking models. Influencing factors studied were economic factors, information communication technologies and information culture/policy. A literature review showed that no previous published research has studied information seeking behavior of college age students and faculty in Albania. Thirty-four college students and two full time faculty completed a survey and a smaller group were interviewed.

The results of the study indicate that Google is the main source for seeking information for both academic and personal purposes. College students are not introduced or taught on how to evaluate information sources. The information communication technology needs improvement to support information needs. The library as a major information resource was not apparent to most students. College students utilize berry-picking as the information seeking model and faculty use sense-making, as a model of information seeking

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This study adds to the knowledge of the information seeking behavior of college students in a developing country, the need for information literacy courses at the university level, and the identification of additional areas of research regarding information communication technologies, information policy and literacy for developing countries.

Committee Members:
Dr. Maurice Wheeler, Chair
Dr. Brian O'Connor
Dr. Ana Cleveland
Dr. Jindi Phibrick
Dr. Daniel Alkemeish

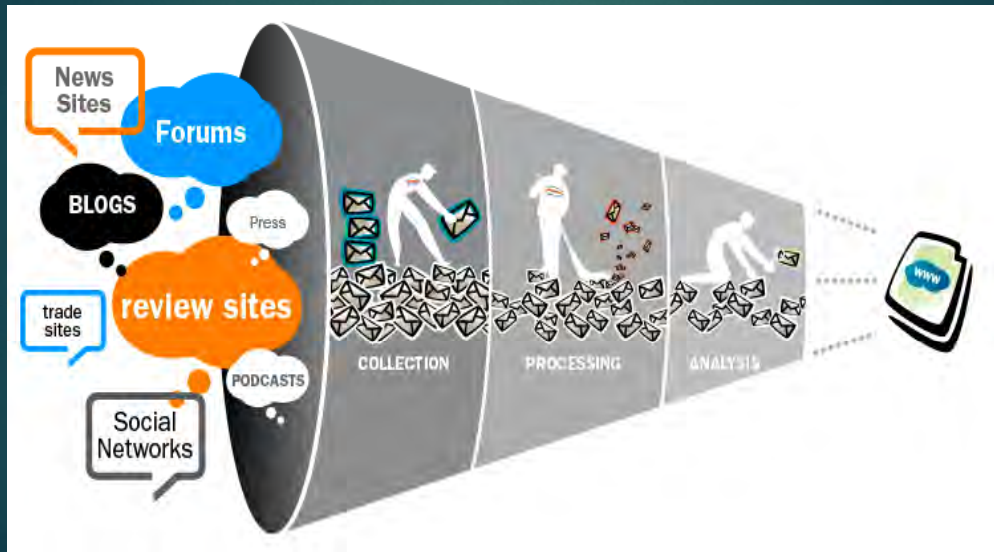
September 4, 2018
3:00pm – 5:00pm

Faculty Conference Room E2061
UNT Discovery Park
College of Information

For electronic copy of this dissertation, please contact IS PhD Program Office (IS2017) is@unt.ac.id

All defenses of IS PhD Program students are open to interested students and faculty.

(3) Social Media Listening

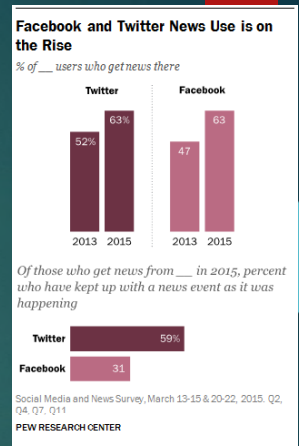


(4) TREND BARU: Fresh Data

- ▶ Twitter, facebook, Whatsapps, dll media sosial bisa menjadi sumber informasi utama di waktu yang akan datang.

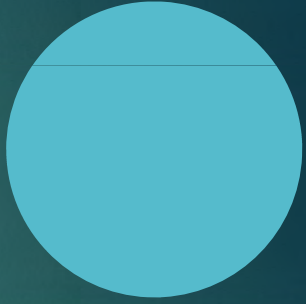



<http://blogs.lynn.edu/knightwriter/tag/social-movements/>



<http://www.journalism.org/2015/07/14/the-evolving-role-of-news-on-twitter-and-facebook/>

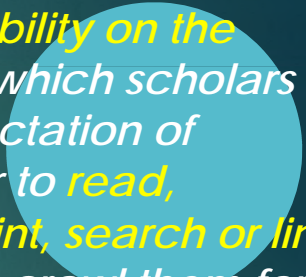
perpustakaan bisa membangun repositori data Twitter, facebook, Whatsapp, dll. yang dapat diakses peneliti (syarat dan ketentuan berlaku)



(2) Open Access

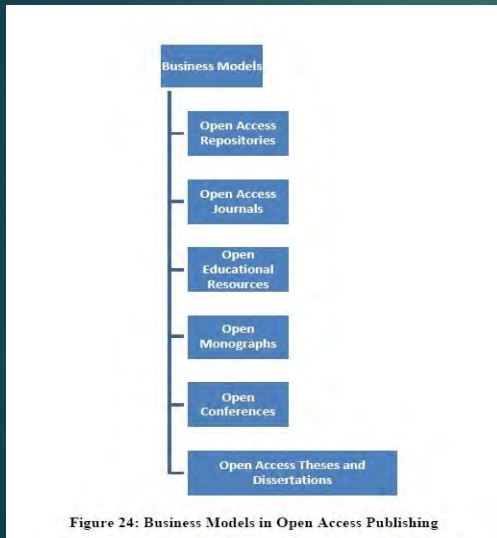


Open Access menurut SPARC



“...the free, immediate, availability on the public Internet of those works which scholars give to the world without expectation of payment – permitting any user to read, download, copy, distribute, print, search or link to the full text of these articles, crawl them for indexing, pass them as data to software or use them for any other lawful purpose.”

OA Business Model



- OA Journals
- OA Repositories
- OA Theses and Dissertation
- Open Monographs/books
- Open Educ. Resources
- Open Conferences

United Nations Educational, Scientific, and Cultural Organization (2015). *Introduction to Open Access*. Paris: UNESCO.

Open Access (OA) publishing

- ▶ Sharing informasi/pengetahuan secara free & terbuka untuk semua orang secara online.
- ▶ Akses gratis ke output penelitian dan publikasi lainnya memberikan manfaat sosial, ekonomis & ilmiah, & merupakan bentuk komitmen atas transparansi dan keterbukaan data.

<http://libguides.aston.ac.uk/openaccess>

Open Access?

- ▶ Menjadikan produk informasi/pengetahuan dapat diakses tanpa biaya.
- ▶ Memungkinkan penelitian di-diseminasi dgn cepat & luas; proses penelitian menjadi lebih efisien; & meningkatkan pemahaman & pemanfaatan penelitian oleh kalangan bisnis, pemerintah, lembaga sosial, & masyarakat luas.

<http://www.hefce.ac.uk/rsrch/oa/whatis/>

Fenomena di era Open Access

- ▶ Proses publikasi digital atas hasil penelitian tidak lebih cepat dibanding model cetak, bahkan lebih lambat.
- ▶ Jumlah paper meningkat, proses publikasi tidak meningkat
- ▶ Saat semua serba instan, terjadi delay publikasi karya ilmiah
- ▶ Rata-rata proses penerbitan adalah 9 bulan di era digital

<http://www.michaeleisen.org/blog/?p=1654>

Dua fenomena Independen

- ▶ Ada peningkatan jumlah karya tulis yang dipublikasikan melalui OA dan menjadi bagian dari keseluruhan publikasi
- ▶ **Salah** bila mengatakan Open Access mendorong output penelitian

<http://www.michaeleisen.org/blog/?p=1654>

Open Access vs Perpustakaan vs Plagiarism

- ▶ Open Access perlu dilihat sisi positifnya, bukan sisi negatifnya
- ▶ Keterbukaan informasi sebagai langkah awal pengembangan keilmuan
- ▶ Plagiarisme BUKAN ranah persoalan perpustakaan tetapi ranah hukum

Reference manager yang paling anda suka?

Which is your favourite tool for managing a reference library?

- RefMe
- EndNote
- Papers
- Mendeley
- colwiz
- F1000 Workspace
- Zotero
- ReadCube

Free Reference Management Tools lainnya



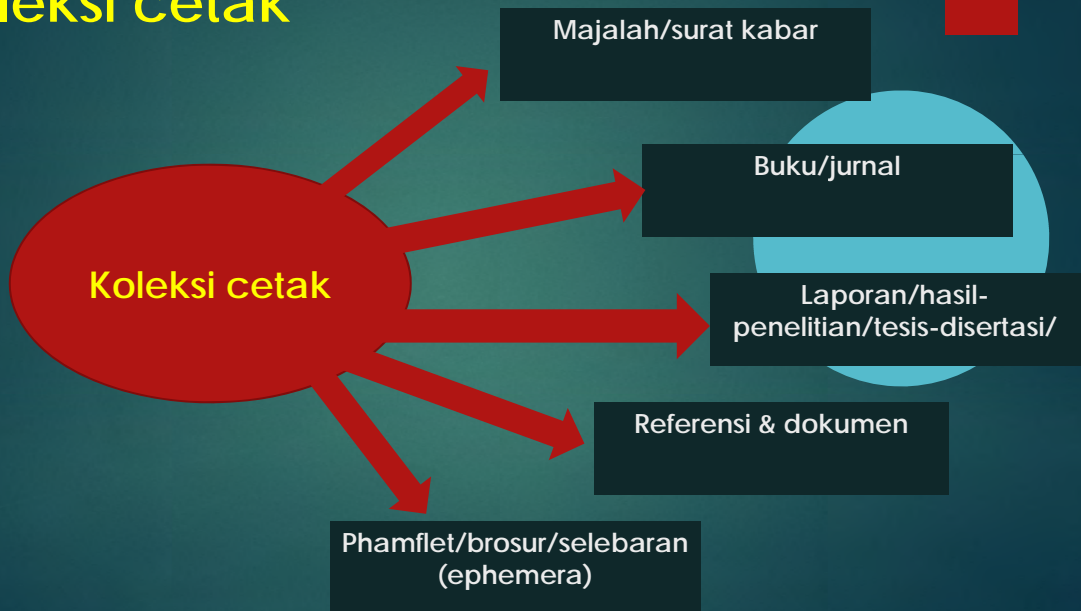


(3) Strategi komunikasi ilmiah Indonesia

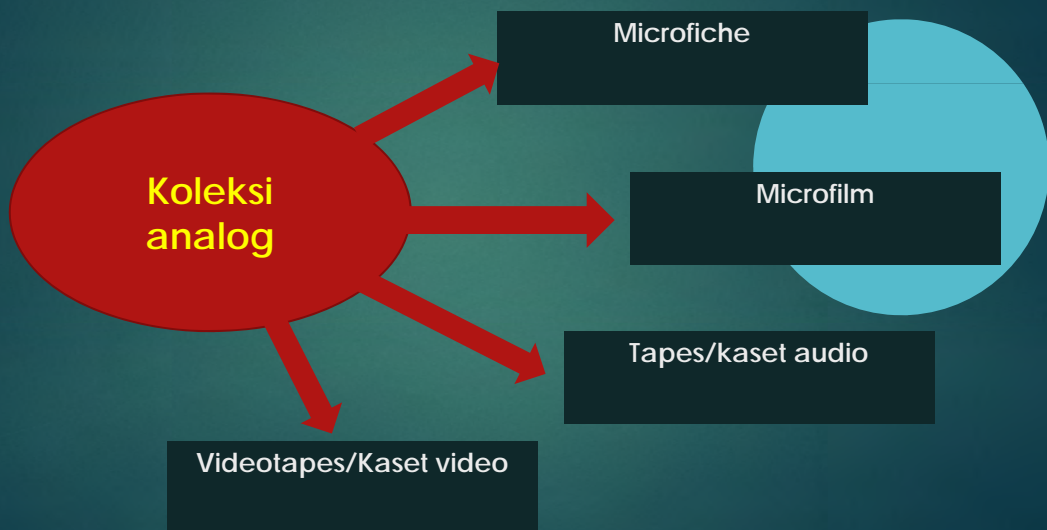


(a) Fakta Produk Perpustakaan

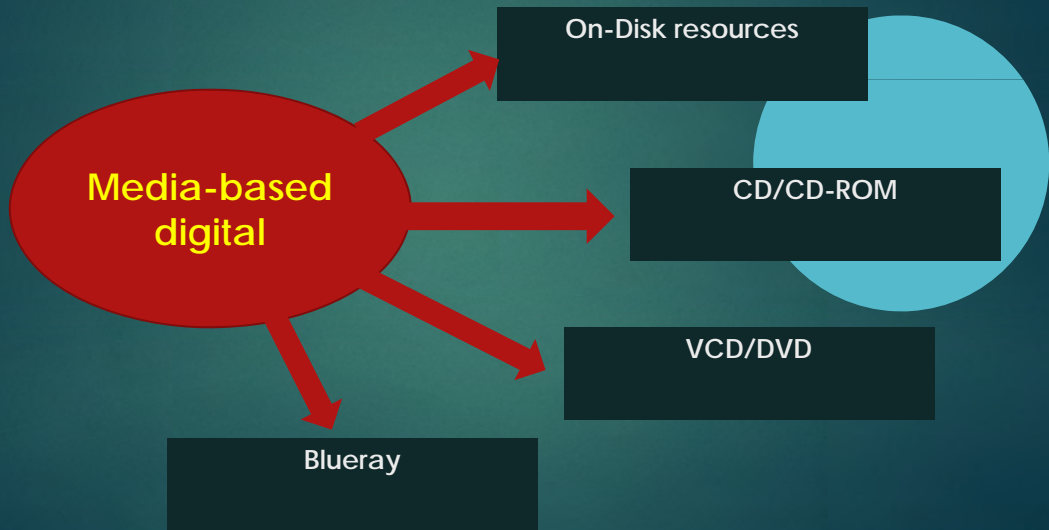
Koleksi cetak



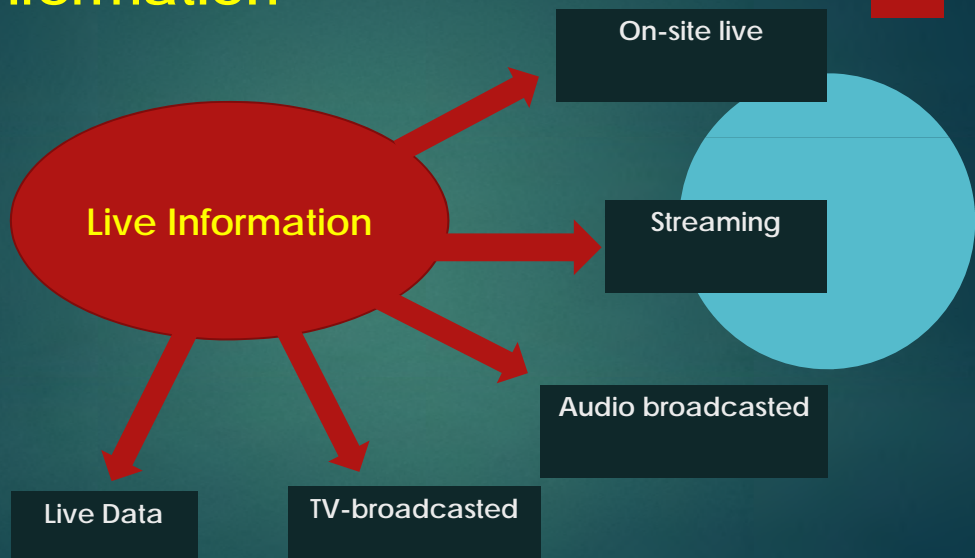
Koleksi analog



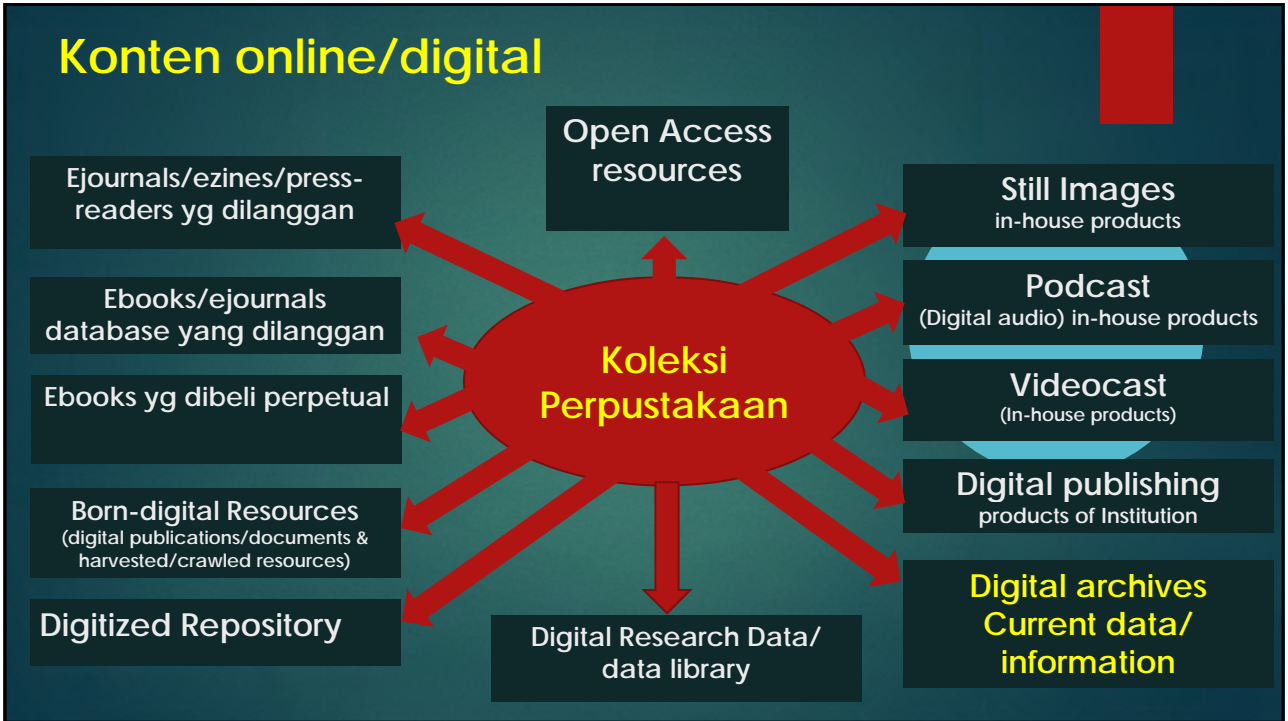
Media-based digital



Live information



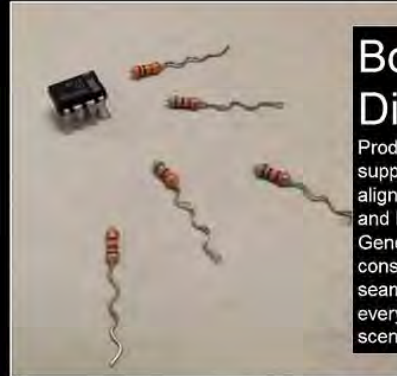
Konten online/digital



(b) We've Gone Digital

(b) We've Gone Digital

WE'VE GONE DIGITAL.



Born Digital

Products, services, and supporting systems that align with expectations and behaviors of Generation C ... consistently, seamlessly, across every screen in every scenario.

ALTIMETER

► Harus diimbangi dengan perilaku digital

Librarian as Guardian of Knowledge vs Access

TIDAK DIPERKENANKAN
MEMOTRET
NASKAH TESIS, DISERTASI,
SKRIPSI DAN TUGAS AKHIR
DENGAN ALAT APAPUN

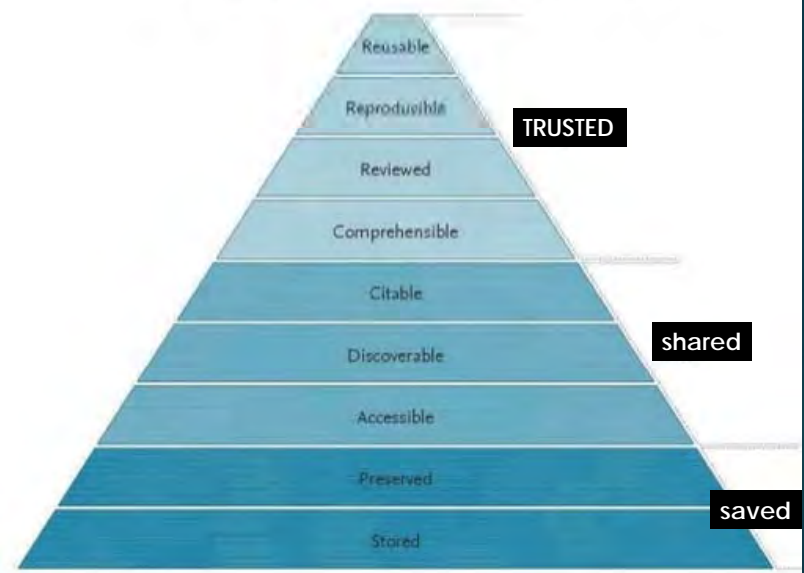
(b) Hirarki Maslow ttg data (dan informasi)

- ▶ Librarians vs library services
- ▶ How high the level of trust in sharing resources



Tingkat kepercayaan sumber informasi untuk komunikasi ilmiah

A Maslow Hierarchy for Data (& informasi)





(c) Knowledge mobilization

Knowledge mobilization

(1) Personalizing the message

- ▶ Menghubungkan pemustaka dalam tingkat personal: Hubungan sumber informasi dengan human experiences

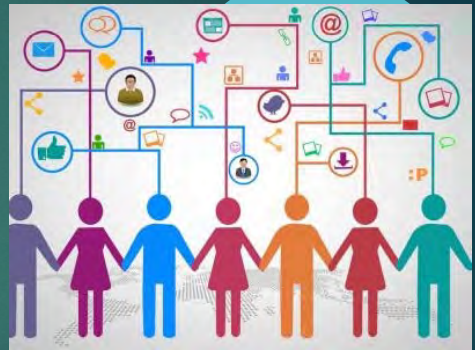


- ▶ <https://carleton.ca/communityfirst/2016/5-trends-for-mobilizing-your-research-in-2016/>

Knowledge mobilization

(2) Using Multiple Mediums

- ▶ Maksimalkan berbagai cara pemustaka dapat memperoleh akses ke informasi dan hasil-hasil kajian, akan membawa perpustakaan ke *higher readership*



- ▶ <https://carleton.ca/communityfirst/2016/5-trends-for-mobilizing-your-research-in-2016/>

Knowledge mobilization

(3) Tapping into Social Media

- ▶ Media Sosial dapat diakses dengan mudah dan banyak orang terhubung melalui *tweeting, texting, sharing, liking, dan pinning*



- ▶ <https://carleton.ca/communityfirst/2016/5-trends-for-mobilizing-your-research-in-2016/>

Knowledge mobilization

(4) Conveying Information via Images

- ▶ Ungkapan, *"a picture speaks a thousand words,"* dan dalam knowledge mobilization hal itu bisa berarti benar.

▶ <https://carleton.ca/communityfirst/2016/5-trends-for-mobilizing-your-research-in-2016/>



Knowledge mobilization

(5) Bringing Actual People Together

- ▶ Interaksi tatap muka (face-to-face) memungkinkan pembelajaran dan mengambil manfaat pengetahuan. Seperti halnya personalizing the message, in-person meetings membangun hubungan yang berakar dalam pengalaman manusia di dunia

▶ <https://carleton.ca/communityfirst/2016/5-trends-for-mobilizing-your-research-in-2016/>

(d) Solving the following puzzles-1

- ▶ e-journals dilanggan dari penerbit asing
- ▶ Dosen diharapkan menggunakan e-journals dan databases lainnya
- ▶ Sosialisasi e-journals dan databases pada umumnya ke mahasiswa, terutama s1, lalu s2, dan s3
- ▶ Dosen diharapkan menerbitkan tulisan di jurnal asing terutama berbayar
- ▶ Penerbitan dalam negeri dibuat Open Access
- ▶ Karya penelitian disediakan dengan Open Access setengah hati

(e) Solving the following puzzles-2

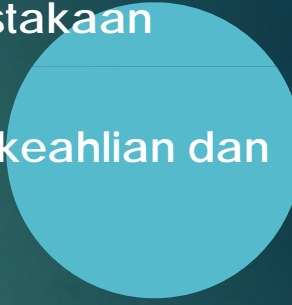
- ▶ Bagaimana agar semakin banyak orang melakukan penelitian?
- ▶ Bagaimana agar penelitian memberikan pengaruh yang kuat selain index?
- ▶ Bagaimana agar makin banyak orang mengakses sumber informasi dalam negeri untuk disuarakan ke dunia?
- ▶ Bagaimanakah agar publikasi Indonesia memiliki reputasi setingkat publikasi terbaik dunia?



Closing statement



3 premises:

- 
1. Perpustakaan bukan hanya ttg perpustakaan
 2. Waktunya pustakawan menunjukkan keahlian dan extended skills; tapi
 3. Dgn keahlian besar, muncul tanggung jawab besar

An oldie but a goodie

Theodore Levitt, 1960 "Marketing Myopia" *Harvard Business Review*

The railroads did not stop growing because the need for passenger and freight transportation declined. That grew. The railroads are in trouble today not because that need was filled by others (cars, trucks, airplanes, and even telephones) but because it was *not* filled by the railroads themselves. They let others take customers away from them because they assumed themselves to be in the railroad business rather than in the transportation business. **The reason they defined their industry incorrectly was that they were railroad oriented instead of transportation oriented; they were product oriented instead of customer oriented....**

An oldie but a goodie, revised

Adapted from Theodore Levitt, 1960 "Marketing Myopia" *Harvard Business Review*

Libraries did not stop growing because the need for information expertise declined. That grew. Libraries are in trouble today not because that need was filled by others (google, wikipedia, facebook for researchers) but because it was *not* filled by librarians themselves. They let others take customers away from them because they assumed themselves to be in the library business rather than in the education business.

The reason they defined their industry incorrectly was that they were library oriented instead of learning and education oriented; they were resource oriented instead of community oriented

- ▶ **The reason they defined their industry incorrectly was that *they were library oriented instead of learning and research oriented; they were resource oriented instead of student/faculty/community oriented***

Thanks for learning together

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Multitasking? Overload? Filter failure?

