

# OCLC Distinguished Seminar Series

April 29, 2004

## Scholars and Scripts, Eyeballs and Epistemes: What it Means to Publish

**Blaise Cronin**  
Rudy Professor of Information Science  
Indiana University Bloomington

**9:00-9:30 am**  
Coffee and Pastries

The name of the game may be 'publish or perish,' but the rules of the game are neither standard nor fixed, and it doesn't make much sense to talk about *the* scholarly communication system, or *the* future of scholarly publication.

**9:30-11:00 am**  
Presentation and Q&A

Scholars today can create, post, publish, distribute, and archive their research in myriad ways. Their choices, however, have as much to do with the values and norms of their intellectual and academic cultures as they do with the characteristics of available technologies.

**OCLC Online Computer  
Library Center, Inc.  
Kilgour Auditorium  
6565 Frantz Road  
Dublin, OH 43017-3395**

We can expect to see more experimentation and innovation in the years ahead, and branding and impression management will become facts of life. The scramble for eyeballs is set to move up a gear, along with the search for new modes of communication and publication, and new measures of scholarly impact. Pluralism, plasticity, and adaptivity will be defining features of the New World Order.

You are welcome to attend this presentation.

Registering in advance allows us to plan sufficient refreshments and to alert you if for any reason the lecture needs to be rescheduled.

Blaise Cronin's presentation will address this New World Order in academic publishing. Come join us for a lively discussion about the culture of scholarly communication and its likely impact on various modes of publication.

Please RSVP, either by email to [disbrowk@oclc.org](mailto:disbrowk@oclc.org) or by calling OCLC Research at (614) 764-6073, and indicating your name, affiliation, and telephone number.

Blaise Cronin is the Rudy Professor of Information Science at Indiana University Bloomington, where he was Dean of the School of Library and Information Science from 1991 to 2003, a position he reassumes in July 2004. Professor Cronin's research has focused on scholarly communication, citation analysis, collaboration in science, scientometrics, cybermetrics, information warfare, strategic intelligence, knowledge management, information marketing, and distributed education. In addition, Professor Cronin has taught, conducted research, or consulted in more than thirty countries.

Advance registration is encouraged, but not required.

### Background information:

Blaise Cronin:  
<http://www.slis.indiana.edu/faculty/cronin/>

Maps available online at <http://www.oclc.org/about/headquarters/maps/>.



Distinguished Seminar Series lectures are available online as PowerPoint and MP3 files shortly after the lecture at <http://www.oclc.org/research/dss/>. Additional information about the Distinguished Seminar Series can also be found there.