



CAIRN.INFO

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How does scholarly publishing move towards digital/web-based publishing?

A case study in the francophone social sciences & humanities



Cairn.info?

- Cairn.info is an online platform founded in 2005 by a group of francophone academic publishers in social sciences & humanities to offer an online access to their journals
- Today Cairn.info hosts publications by over 150 publishing structures
- Cairn.info's customers are primarily higher education and research organizations, whose users access the platform through a site license



Cairn.info's goal

- Cairn.info's goal is to ensure the visibility, accessibility and discoverability of the publications on its platform by:
 - Taking full advantage of modern digital and web technologies
 - Maximizing the platform's exposure thanks to its metadata
 - Bridging the gap between linguistic areas by providing context and editorialized content
- Cairn.info adds value to the publications, for the publishers and for the end-users



The platform (1)

- On Cairn.info journal issues and ebooks are deconstructed into individual articles and chapters
- All the publications are in structured XML with the Erudit Article DTD, which allows:
 - Cross linking between items, authors, citations, notes, etc.
 - Very structured content, each element of an article/chapter is tagged and described: title, header, sub-header, table, etc.
 - Common structure for all types of publications
 - Content that can be displayed in different interfaces and different devices



The platform (2)

- Users can choose between streaming an article/chapter in HTML on the platform, or downloading/printing a copy for immersive reading elsewhere
- Cairn.info takes full advantage of web analytics to measure usage of the content beyond COUNTER reports and understand user behavior
- Publishers can use the XML files of their publications to generate other formats e.g. EPUB



The content & the metadata

- In scholarly publishing, the publication and its metadata are equally important - the visibility, discoverability and usage of the content depends on the quality of the metadata
- Cairn.info works with a number of actors to ensure that the publications can be found:
 - On the web, in Google Scholar and in academic indexes (Web of Science, Scopus)
 - In library software tools (link resolvers, discovery tools, « next generation » unified resource management systems)



Bridging the gap

- Having publications deconstructed into smaller units makes it easier to reconstruct new, innovative contents
 - In Cairn International Edition, publishers select articles originally written in French to be translated into English. Context is given for each publication, to help users who are not familiar with the francophone publishing landscape
 - The Monthly Dossiers provide a journalistic perspective on key subjects in francophone academia
- Increasing visibility and providing context builds bridges between linguistic areas and ultimately increases usage of the content



www.cairn.info
www.cairn-int.info

