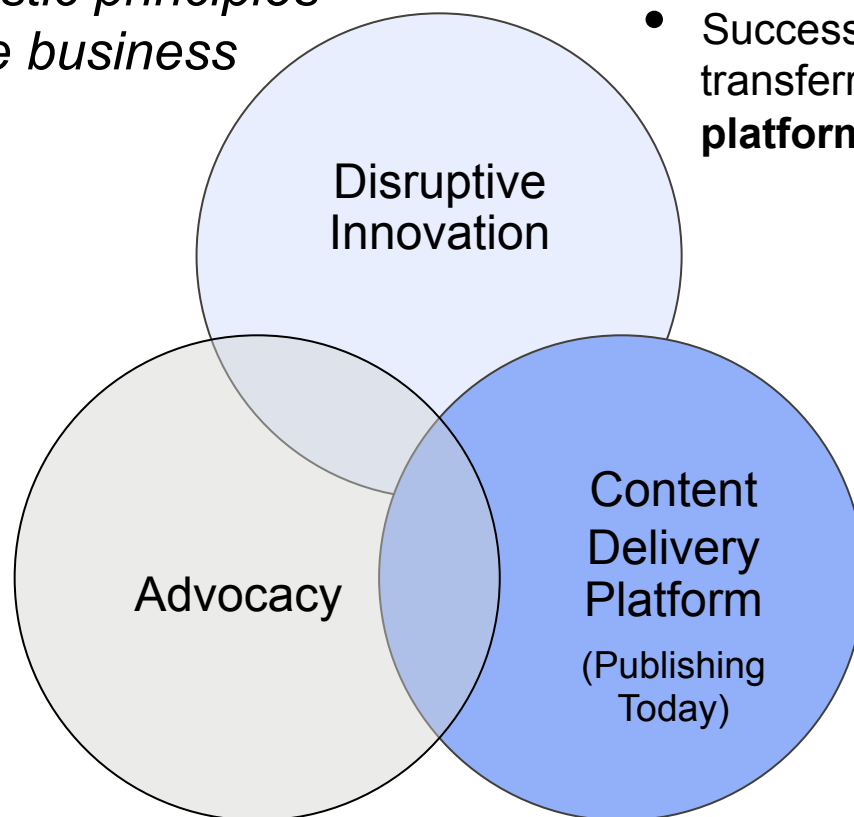# PLOS Labs Overview
CC Global Summit

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PLOS

an innovative organization that balances its altruistic principles with a sustainable business model

- New products and concepts that "**break thing**s" = **disruptive innovation**
- Successful projects transferred to **delivery platform**

Disruptive Innovation

Advocacy

Content Delivery Platform
(Publishing Today)

- Leverage relationships to change **policy and practices**
- Strengthen new and existing **OA community**

- **Continuous** improvement of existing products = **incremental innovation**
- Means to the end – **sustainability engine, test bed** and **adoption** for disruptive innovation

Launching PLOS Labs

- PLOS Labs:
  - investigation of high impact, innovative ideas and projects
  - basic product prototyping (mocks or software)
  - demonstrations and testing of prototypes
  - data collection and recommendations for implementation
- Candidates for investigation may include ideas, programs, products, or partnerships, and must:
  - have potential for a tangible, practical outcome
  - be orthogonal to ongoing priorities of day to day operations
  - not be a way for management to move existing projects forward

Staffed With Existing Staff, When Possible

- Strategy for creating a **culture of innovation** at PLOS:
  - *Labs activities enable existing staff to propose and contribute to inventive products and processes*

- Labs activities will **act in parallel** with mainstream PLOS operations, but creating an innovation culture means involving existing staff members as much as possible

- Labs projects staffed with the **temporary assignment** of existing employees. Projects that cannot be fully staffed using existing employees will be supplemented by contractors and with some core staff members.

Call for participation / "Test corpus"

- Recent **blog post** announcement and call for participation

- Invitation to the research community to **volunteer** (opt-in) to experiments for new products and services

- Useful across all of PLOS, Product teams, Labs, anywhere we want closer **connection to customers**, prospective feedback

Product investigation

- Framed as **experiments**
  - Experiments in "product space"
  - Designed for data collection
  - Testing specific questions
- **Hands-on testing** by customers and constituents
  - Assessing the use by researchers of new products and services
- **Rapid iteration** (days) on prototypes

- Supporting **conclusions** for
  - "Productization" – scale and integration
  - Rollout and launch plans
  - Marketing plans

Oversight Committee

- Mike Eisen
- Mike Carroll
- David Liddle
- CEO Elizabeth Marincola
- Bruce Fingles
- Kristen Ratan
- Jonathan Dugan

Labs First Project

- **Structured Peer Evaluations**
  - Scientists read papers, then don't collect their opinion
  - Create a simple way to collect structured feedback, 2m

- Building a very simple **survey instrument,** and a tool to test how it works, iterate with many researchers

- **Protocols** as well as the tools
  - How will this really work? … many open questions

Hypothesis

- We can collect data from research peers covering two types of information:

  1. Simple assertions similar to peer review about scientific validity and presentation/clarity of the work

  2. Information currently contained in the system researchers use to select journal title, including the importance of the work, and the expected audience

     – *test whether structured assessment could become an alternative to the existing system of researchers selecting journals by title*

Experimental plan

- Research alternatives, create a short evaluation tool

- Build a simple software prototype to collect paper evaluations

- Ask volunteers to use the tool
  - primarily online
  - possibly here in PLOS offices

- Contact people and discuss their reactions

  alter, re-test, iterate

Team for Structured Peer Evaluations

- Krista Hoff (editorial)
- Souri Somphanith (editorial)
- Emma Dupin (production)
- Chris Hall (UK, editorial)
- Sebastian Toomey (user experience)
- Richard Basset (graphic design)
- Bill O'Connor (software architecture)
- Chad Seeger (software developer) (consultant)
- Liz Dittrich (project management)

Thank you