

Why does one size not fit all in journal publishing?

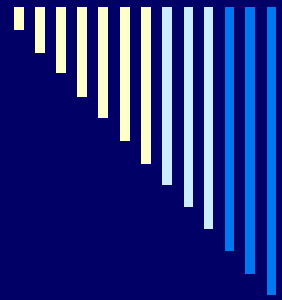
Mary Waltham

Publishing Consultant

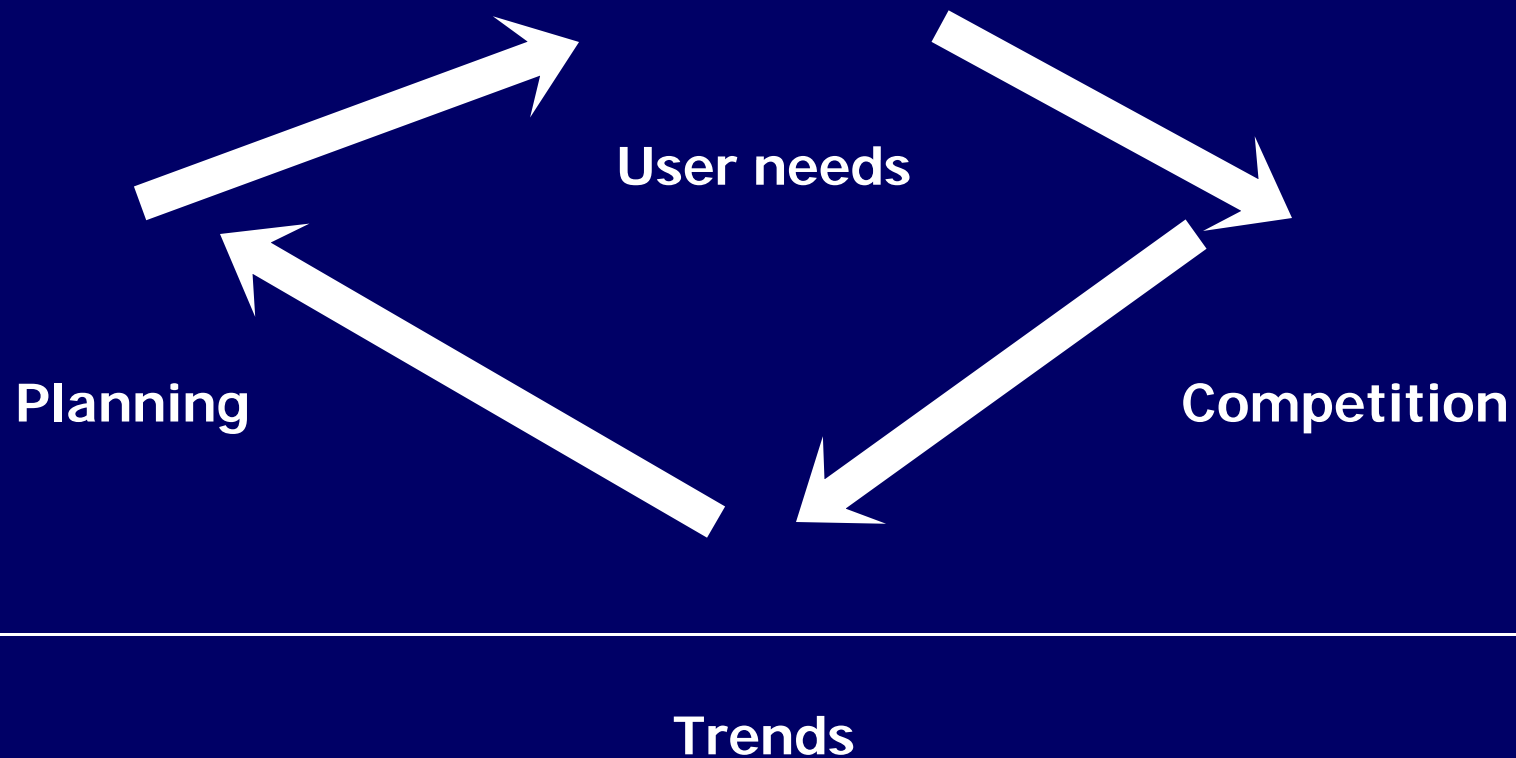
www.MaryWaltham.com

Princeton, New Jersey

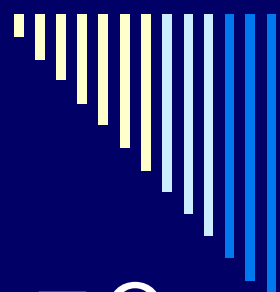
SSP seminar June 2nd 2010



Goal: Help publishers consider & develop strategic responses to the current landscape



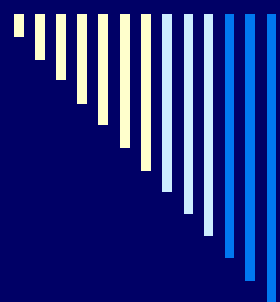




Helicopter view of journal publishing landscape
focusing on:-

- Open Access (Author/producer pays)
 - Where can this access model work well for users and publishers?
- STM & HSS journals
 - Data & information
- Case studies across a range of journal-led publications
 - Audience
 - Access
 - Publishing challenge

- Implications of potential market changes 3-5yrs out



Open Access:- “Gold”

- ❑ Meaning neither the reader/user nor their institution pays to access particular online content
- ❑ Publishing costs are (usually) paid for by the producers of the information or their funding agency or employer
- ❑ Distinguish Open Access from Public Access (frequently confused)
- ❑ Where are the opportunities emerging within journal publishing?

STM & HSS journal studies:

JISC study 2005* & NHA study 2009**

Primary Question: Is “Gold” OA viable for these publishers?

- This Open Access business model vigorously discussed but precise comparable data missing
- Broad differences between these two large categories of STM & HSS
- Specific disciplinary differences in journal ‘culture’
- Today: High level view of features that affect ability to sustain OA as an access model

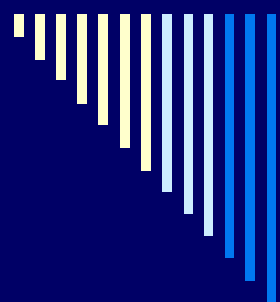
See*<http://www.marywaltham.com/JISCReport.pdf>

See**<http://www.marywaltham.com/JSPfulltextarticleApril2010.pdf>



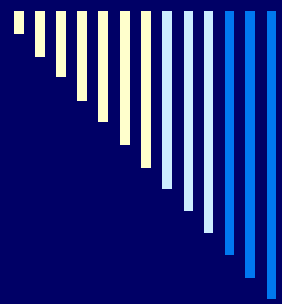
STM publishers & journals (JISC 2005)

- Publishers were:
 - Clinical medicine: 2 publishers
 - Biomedicine: 1 publisher
 - Applied Biology: 2 publishers
 - Science: 1 publisher
 - Technology: 2 publishersPlus one publisher active in both the life and physical sciences.
 - Analysis of the journals business as provided by these 9 publishers (8 UK: 1 USA) for 13 STM journals
 - Data provided for full 3 years for **10** of the 13 journals
-



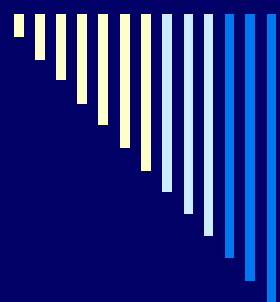
STM publishers & journals (JISC 2005)

- Life sciences journals published more and shorter articles than physical sciences and technology journals
- Pages published increased by 33% across 10 journals in 3 years
- Heavy reliance on institutional subscription revenue:
 - 1/3 of subscriptions 97% of subs revenue
 - Member 'subscriptions' often do not cover costs
~ online only would relieve this:
 - 2/3 of subscriptions 2% of subs revenue



Steps towards Open Access

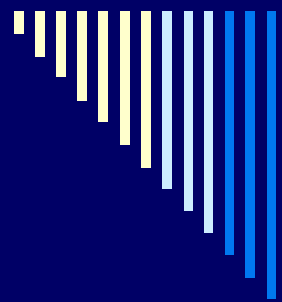
- Detailed analysis of each journals Profit and Loss and possible actions proposed
 - Recommendations included:
 - Separating (really!) print and online costs and revenues – templates provided to help frame this
 - Understanding the level of interest in OA from the author and funding community
 - Reducing number of permitted pages/article before fee/page applies
 - Increasing author fees (US publisher)
-



Steps towards Open Access

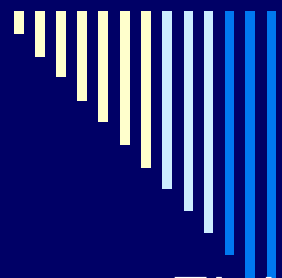
- “Pull” from authors generally not strong
 - Discipline dependent
 - Journal quality dependent
 - OA author fee dependent

- How to return sufficient surplus to encourage investment and innovation by publishers?



Steps towards Open Access- influencing uptake by publishers

- Independent evidence is needed to demonstrate if:
 - Articles that are OA from publication are more rapidly 'read', cited and integrated into research
 - OA journals receive more high quality submissions than subscription based journals
- Solutions on a case by case, discipline by discipline basis



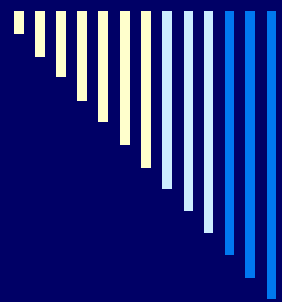
HSS publishers & journals

(NHA 2009)

- Eight 'flagship' journals in HSS, from prominent US associations
- "Humanities" represented by modern languages, history and religion
- "Social sciences" represented by economics, sociology, anthropology, politics and statistics

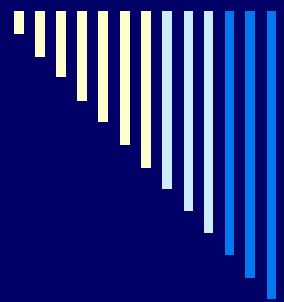
- Frequency: 5 x quarterly, 3 published 5 or 6 times per year
- Analysis of the journals business from information provided by these 8 publishers for 8 HSS journals
- Data provided for full 3 years for ALL 8 journals

- All journals available online as well as in print



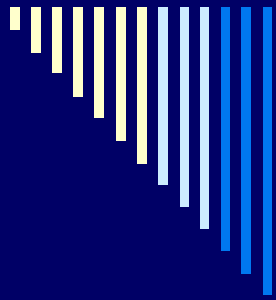
Some differences between STM & HSS journals

- HSS: Peer-reviewed content less (ave 62% of pages)
- HSS: Peer-reviewed articles are longer (ave:19pp)
- Highly selective (flagship status) 5 of journals published less than 10% of articles submitted
- Advertising pages surprisingly high, given frequency
- Authors largely from USA (82% in small random sample)
- Speed of publication is slower



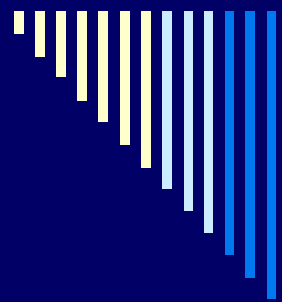
HSS publishers & journals (NHA 2009)

- “For this set of HSS journals the figures derived for cost/page published do confirm that an immediate switch to the Open Access (author/producer pays for publication of their peer-reviewed article) publishing model being deployed and experimented with more broadly within STM publishing would not be sustainable for this group of journals, if author fees are expected to cover the publishing cost/article.”



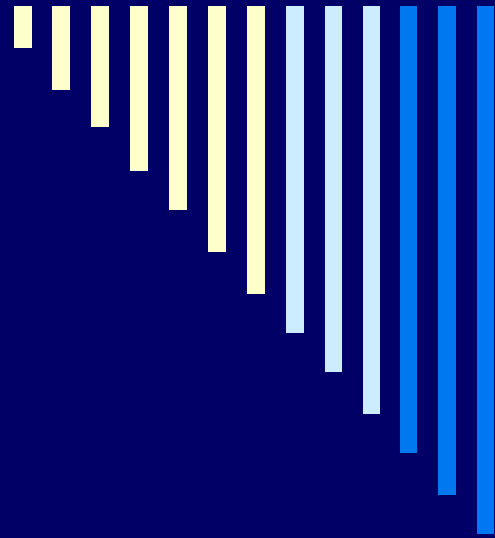
Where does “Gold” OA work?

- Where there is funding for it!
 - Life sciences > social sciences > humanities
- Accepted manuscripts are ~ 50% of submissions or more i.e. rejection rate is not high
- Online only, research article-driven, low cost e.g. academic vs in-house Editor(s)
- Where there are additional revenue sources e.g. advertising, grants & sponsorship, Member support, reprint income



Where does “Gold” OA not work?

- ❑ Established flagship titles: High rejection, high circulation, often high Impact Factor
- ❑ Publishing well developed ‘front’ sections e.g. mini-reviews, reviews, commentaries
- ❑ Embargo periods that take no account of rates of knowledge diffusion



Case Studies

Some interesting examples

Copernicus.org

| Copernicus.org |

The Innovative Open Access Publisher



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Objectives

Services

Open Access Journals

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▣ [Journals by Subject](#)

Other Publications

For Authors

For Reviewers

Launch YOUR Journal

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A-D

E-K

L-O

P-S

T-Z

Open Access Journals A-D

Advances in Geosciences (ADGEO)



Advances in Geosciences (ADGEO) is an international, interdisciplinary journal for fast publication of collections of short, but self-contained communications in the Earth, planetary and solar system sciences, published in separate volumes online with the option of a publication on paper (print-on-demand). The collections may include papers presented at scientific meetings (proceedings) or articles on a well defined topic compiled by individual editors or organizations (special publications).

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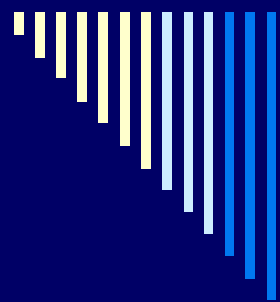
▣ [Subscription](#)

Advances in Radio Science (ARS)



Advances in Radio Science (ARS) is an international, interdisciplinary journal for fast publication of collections of short, but self-contained as well as of individual refereed communications in radio science and engineering, published in separate volumes online with the option of a publication on paper (print-on-demand). The collections may include papers presented at scientific meetings (proceedings) or articles on a well defined topic compiled by individual editors or organizations (special publications).





Copernicus.org

□ **2010:** 22 Open Access journals

In 2009 published <86,000 pages & 3,700 articles : 25 employees

□ **Creative Commons Attribution License**

□ Audience: Physical scientists & technologists

□ Publishing challenge: Sustainability-- achieved through a range of revenue sources:-

- Submission fee
 - OA fee/page €40-60
 - Additional charges for additional services e.g. copy-editing €10/page
 - Institutional payments
-

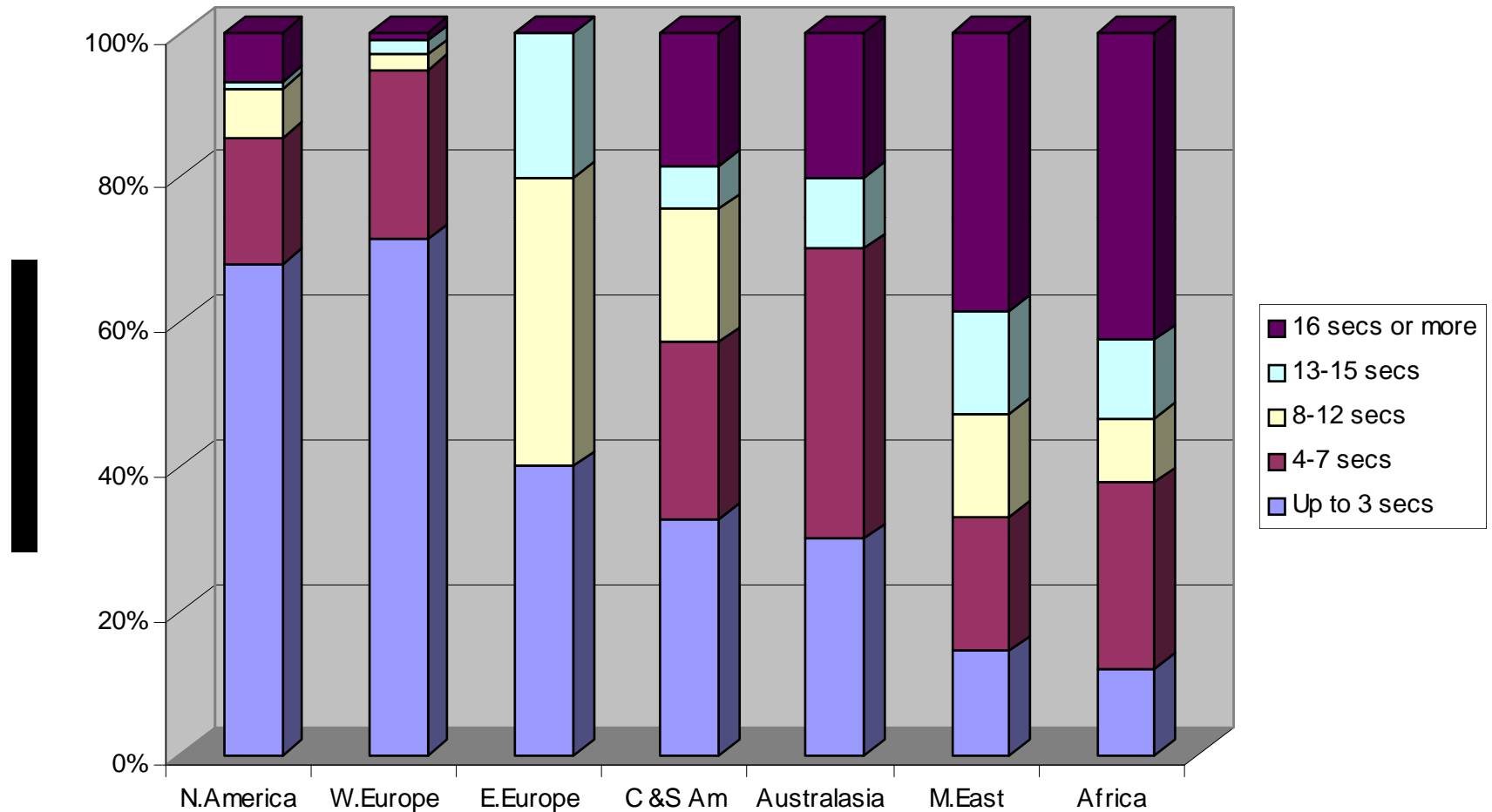
Tropika.net from TDR @ WHO



- ❑ Interactive knowledge platform on the infectious diseases of poverty (IDPs)
- ❑ Purpose: “Facilitate equitable access to and sharing of knowledge...provide authoritative information on relevant research...enable participation in the formulation of research priorities through moderated discussion forums, blogs and communities of practice...enhance stakeholders’ participation”.
- ❑ In sum – **capacity building**.

How fast is internet access?

{Survey respondents reported speed of upload of the TDR home page}



- ▶ Diseases
- ▶ Global health topics
- News
- Reviews
- Editorial opinions
- Research articles
- Reports
- Profiles & Interviews
- Policy & Strategy
- Funding opportunities
- Networking
- Resources
- ▶ Toolkits

Home > Onchocerciasis



Onchocerciasis

Onchocerciasis is the world's second leading infectious cause of blindness. Rarely life-threatening, the disease causes chronic suffering and severe disability. In Africa, it constitutes a serious obstacle to socioeconomic development. It is often called river blindness because of its most extreme manifestation and because the blackflies that transmit the disease abound in riverside areas, where they breed in fast-flowing waters. Fertile riverine areas are frequently abandoned for fear of the disease.

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Review Articles

9 Mar 2010

Vector-borne diseases: what will be the impact of climate and other environmental changes?

A review concludes that we do not know enough about the ecology of diseases such as malaria and dengue to be able to make accurate predictions.

Nevertheless, appropriate action can be taken now to reduce their impact.

Source: [Journal of Experimental Biology](#)

Meeting Knowledge Hubs:



Forum
2009



MIM 2009



2nd ANDI
2009

For other meetings, see the
[event calendar](#)

Search TropIKA



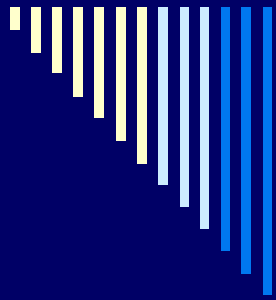
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Sharing essential
knowledge with health
researchers
and policy makers



Tropika.net

- ❑ Audience: Primarily researchers within the countries where the diseases are endemic
- ❑ Access: Often limited
- ❑ Publishing challenge: Gathering *relevant* research materials and enabling access, commissioning & editing contributions, encouraging active participation, presenting it 'economically'- there is no 'one click' access.
- ❑ *Quote from user "I should point out that any links that go to documents that require a subscription would generally not be useful to me as I do not have that kind of funding"*



The JCI's 2008 Impact Factor is **16.559**

► Collections

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Current issue

May 2010: [View the entire issue](#)

Cover story: Iron homeostasis in erythroid cells

False-color transmission electron micrograph of erythroblasts, primitive red blood cells, in human bone marrow. Glutaredoxin 5 (GLRX5) deficiency has previously been identified as a cause of anemia, and in their article in this month's issue, [Ye and colleagues](#) characterize the functions of this gene in cellular iron homeostasis, iron sulfur cluster biogenesis, and erythropoiesis (page 1749).

Also inside:

[How heat causes pain](#)

[Visualizing brain invasion by a fungus](#)

[Is too much insulin bad for the heart?](#)

[Combinatorial therapy allows viruses to destroy tumors](#)

Review series

Reproductive Biology

In placental mammals, sexual reproduction is a highly complex and tightly controlled process that begins with germ cell development and ends with the birth of live young. The articles in this series comprise an overview of our current understanding of many of the events crucial to sexual reproduction in placental mammals and point to some of the ways forward to moving from "bench-to bedside" to enhance pregnancy success rates in fertility clinics.



New online

Lnk constrains myeloproliferative diseases in mice

Alexey Bersenev, Chao Wu, Joanna Balcerek, Jiang Jing, Mondira Kundu, Gerd A. Blobel, Kudakwashe R. Chikwava, Wei Tong

[View article](#)

Paracrine signaling by glial cell-derived triiodothyronine activates neuronal gene expression in the rodent brain and human cells

Beatriz C.G. Freitas, Balázs Gereben, Melany Castillo, Imre Kalló, Anikó Zeöld, Péter Egri, Zsolt Liposits, Ann Marie Zavacki, Rui M.B. Maciel, Sungro Jo, Praful Singru, Edith Sanchez, Ronald M. Lechan, Antonio C. Bianco

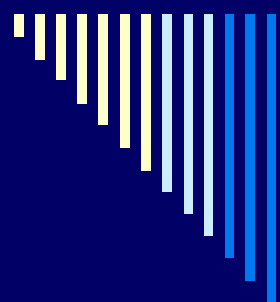
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Homeobox genes d11-d13 and a13 control mouse autopod cortical bone and joint formation

Pablo Villavicencio-Lorini, Pia Kuss, Julia Friedrich, Julia Haupt, Muhammed Farooq, Seval Türkmen, Denis Duboule, Jochen Hecht, Stefan Mundlos

[View article](#)

Shank-interacting protein-like 1 promotes tumorigenesis via PTEN inhibition in human



Journal of Clinical Investigation

- Audience: Ph.D's and physician scientists
 - Access: Free to access online since 1996
 - Publishing challenge: Sustainability as print revenues decline, achieved so far by shifting to author side payments,
 - Submission fee (\$75),
 - Word charges (\$0.22),
 - Figures (\$100)
 - Color fees (\$1,000),
 - Supplemental data (\$300)
 - Executing 'front section' is expensive- will people pay?
-

American Historical
Review:
Case study

VOLUME 115 • NUMBER 2 • APRIL 2010

The American Historical Review



Published for the
AMERICAN HISTORICAL ASSOCIATION

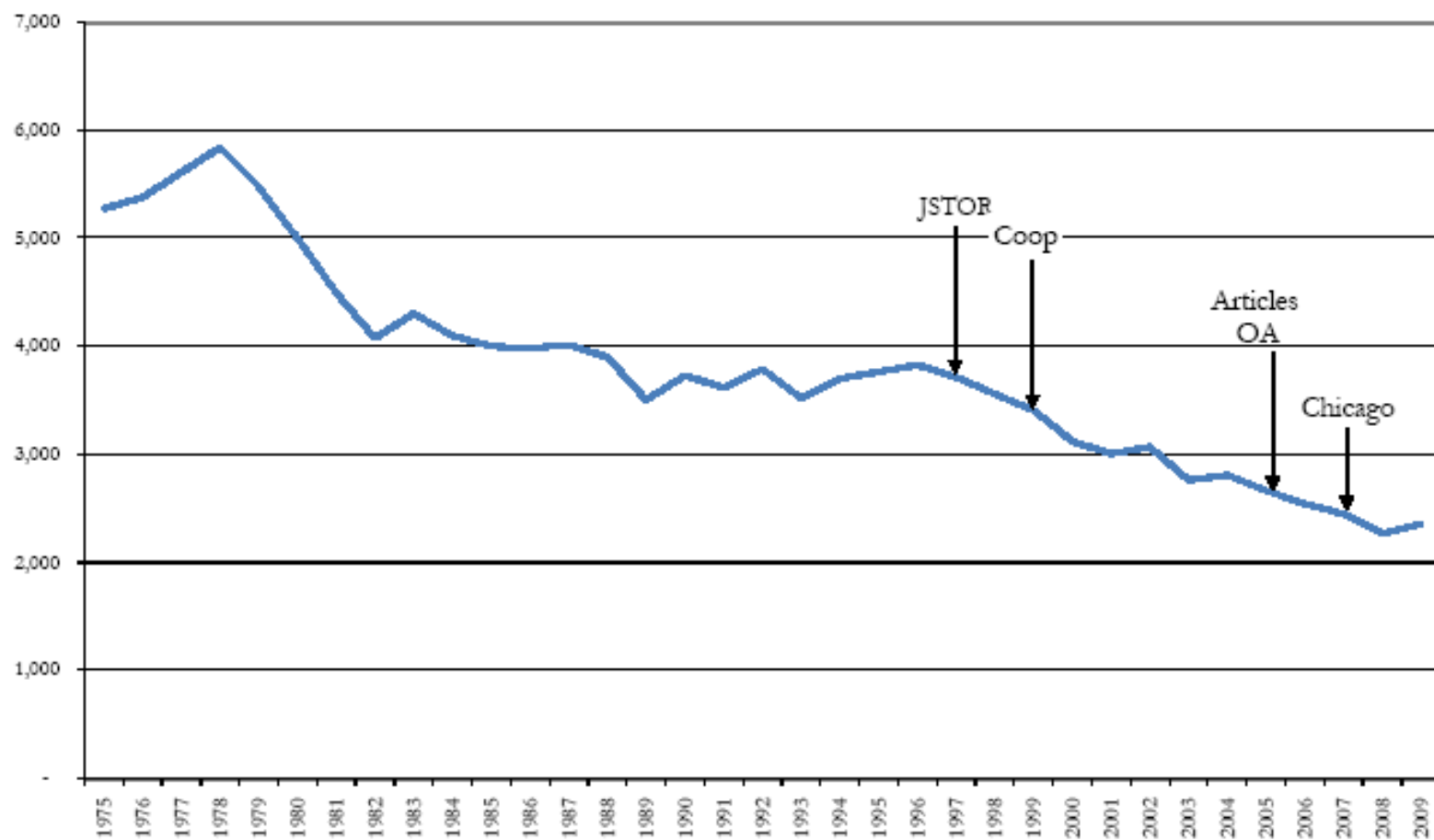
THE UNIVERSITY OF CHICAGO PRESS



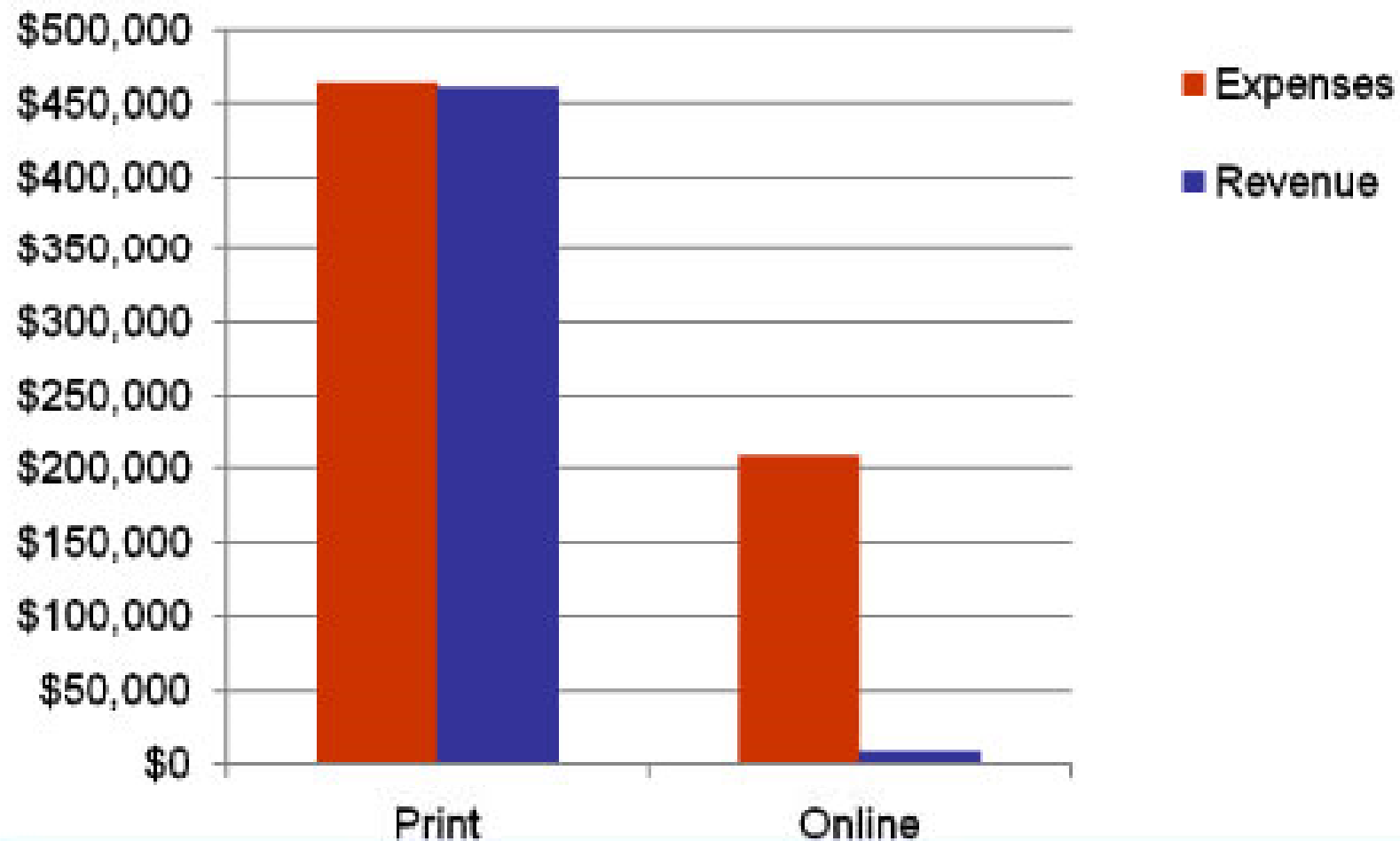
American Historical Association

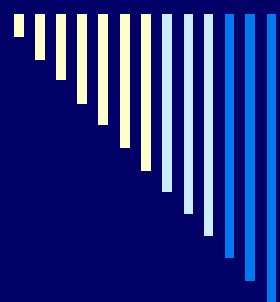
- Audience: Members of AHA (14,000+), historians globally; greatest interest in books and book reviews
- Access: Predominantly through institutional libraries, six month embargo and then research articles are free to access
- Publishing challenge: Sustainability, specifically:-
 - “Costs for reaching the 100th and the 1,000th reader is ~ 0 BUT the costs for reaching the first reader have gone up.”
 - “Point of diminishing returns...creating and channeling.. content and making it available for free, but ... simply maintaining the content we already have online has become a growing burden (and cost) of its own.” see: Townsend R.B: Mission Media & Risk: The AHA Online: <http://www.historians.org/Perspectives/issues/2008/0812/0812aha2.cfm>

4a. AHA Institutional Subscriptions, 1975 to 2009 (with significant changes in availability indicated)



Gap Between Revenues and Expenses, 2007-08





Sincere thanks to:-

- Paul Chinnock- Editor of Tropika.net
- John Hawley- Executive Director of the JCI
- Martin Rasmussen- Managing Director Copernicus.org
- Robert Townsend- Assistant director for publications and research AHA

The external environment

Social issues

- ❑ Social networking- what for?
- ❑ Greater “open-ness”
- ❑ Researcher preference & culture
- ❑ Academic self publishing
 - Institutional repositories- For what ?
How effective?
- ❑ Larger research groups-> masses of data
- ❑ Globalization for collaboration

Technological issues

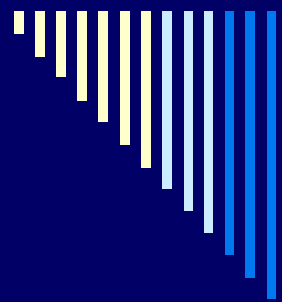
- ❑ Inter-operability
- ❑ Sharing of information
- ❑ Search engines – Google effect
- ❑ Digital preservation

Economic issues

- ❑ Financial crisis-> Print as a luxury
- ❑ Subscription model under pressure
- ❑ Additional costs of e-publishing
- ❑ New business models emerging-
how/is OA viable?
- ❑ “Big Deal” an issue

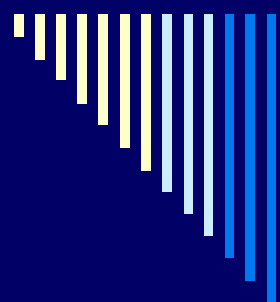
Political issues

- ❑ Public Access mandates
- ❑ Embargo period mandates
- ❑ Copyright directives
- ❑ Government involvement e.g. USA & UK



Some suggestions for further reading

- Bird. Continued adventures in Open Access:2009 perspective. *Learned Publishing* Vol 23 No.2 April 2010 pp107-116
- Butler. US seeks to make science free for all. *Nature* Vol 464 No 7290 8 April 2010
- Cooney, Busch & Kahn. Open Access publishing: a viable solution for society publishers *Learned Publishing* Vol 23 No.2 April 2010 pp101-105
- Harley et al. Assessing the future landscape of scholarly communication: an exploration of faculty values and needs in 7 disciplines UC Berkeley January 2010
- Ithaka S&R. Faculty Study 2009: Key strategic Insights for Libraries, Publishers & Societies April 2010
- Waltham. Learned Society Open Access Business models JISC 2005
- Waltham. Humanities & Social Science journals: a pilot study of 8 US Associations. *Learned Publishing* Vol 23 no. 2 April 2010 pp136-143



Thank you!

Questions

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