The new publishing landscape

ALPSP: International Learned Journals Seminar
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Mary Waltham
www.MaryWaltham.com

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How do publishers define what they do in terms of added value?

- Editorial
  - Editing and rewriting for scientific content and structure, copy-editing and proof-reading
  - Peer review
  - Selection and filtration
  - Artwork
  - Summaries and highlights

How do publishers define what they do in terms of added value?

- Publishing
  - New journals
  - Development of existing journals
  - Distribution – online and print
  - Awareness building – press releases and e-mail alerts
  - Sales and marketing
  - Customer service

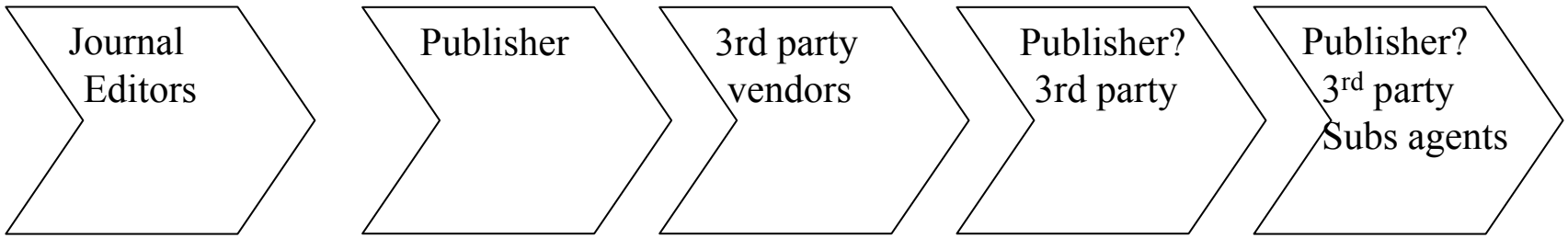
Consider a simple ‘typical’ journal editorial and publishing value chain

Submissions **Editing** **Publication** **Marketing & Sales** **Customer Service**

Peer Review **Pre-publication** **:Print**

Selection/Filtration

Operations **:Online**



How much do you spend on each link?

£ **£** **£** **£** **£**

The new landscape of publishing – who does what?

Where is the content coming from?

- Authors -> www.lulu.com http://www.lulu.com/services/
- Users ->Wikis, and blogs ->Wikipedia and blogbioethics.net http://www.bioethics.net/. Social bookmarking -> Connotea
- Institutions -> MIT D-Space, The University of California's eScholarship Repository and many, many others
- Funding agencies->Wellcome and UK PubMedCentral http://www.wellcome.ac.uk/knowledgecentre/
- Government -> PubMedCentral http://www.pubmedcentral.nih.gov/
- Aggregators -> Ingenta and High Wire Press
- Librarians -> Cornell University
- Search Engines -> Google:Google Finance
- Countries where research is carried out-> SciELO

What is the content?

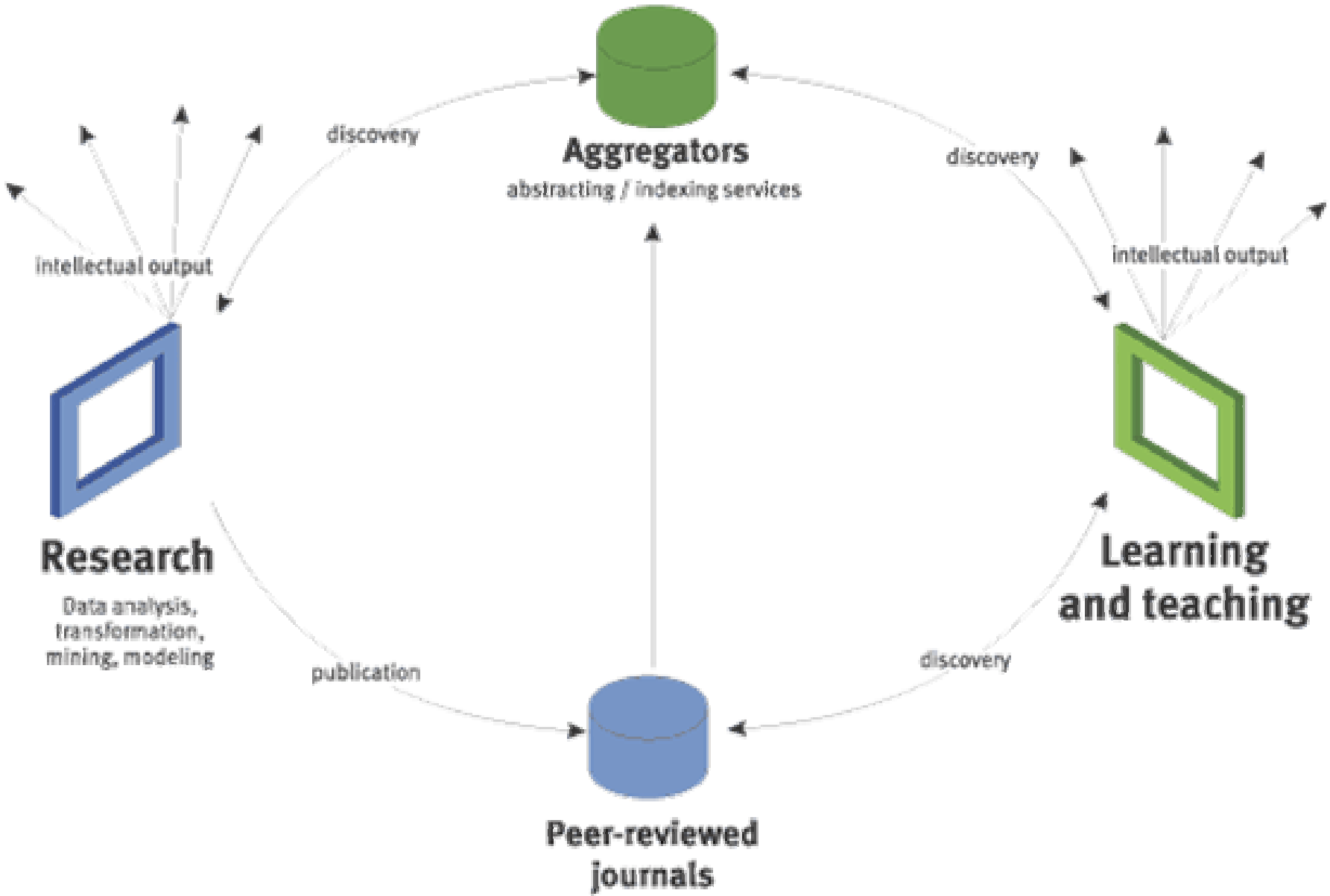
- Articles
- Databases
- Teaching and learning resources
- Multi-media
- Non-peer reviewed material
- Blogs
- Podcasts
- Tagging of content by users

…….and on

Challenge to publishers – how to link these disparate resources so they are accessible?

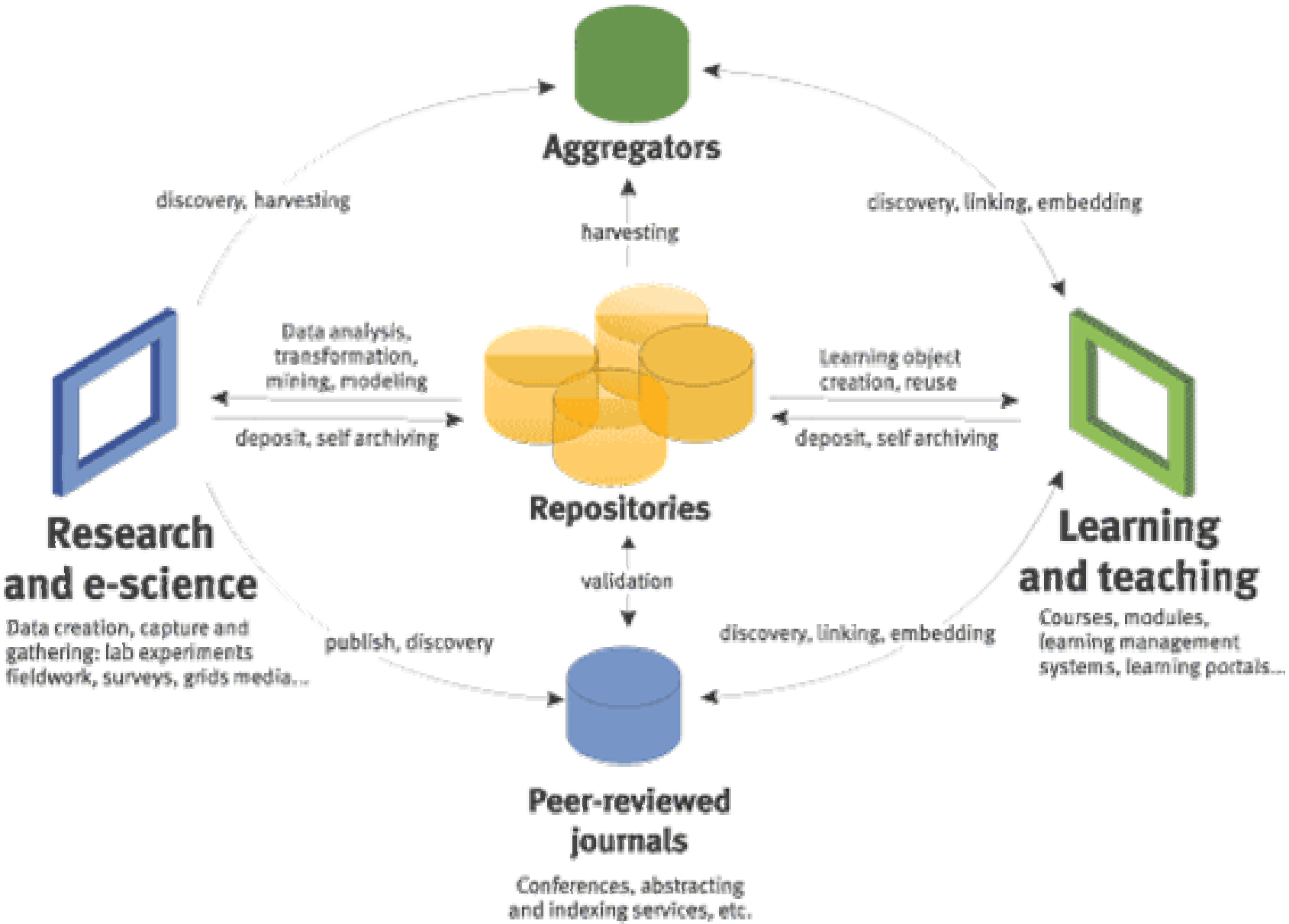
Changes in the flow of information- then

(source: OCLC Environmental scan 2003)



Changes in the flow of information- now

(source: OCLC Environmental scan 2003)



Repositories see Open DOAR

- Home | Search | Browse | Suggest a repository | About | FAQ | News | Feedback **Browse repositories**
-
- Found 365 repositories matching your browse criteria presented in format .
- **<< Previous** Result page: 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | All **Next >>**
- **Universität München: Elektronischen Dissertationen**
  Country: Germany
  Organization: Ludwig-Maximilians-Universität München
  Subjects: Business and Economics --- Languages and Literatures --- Health Sciences --- Social Sciences --- Biology and Life Sciences --- History and Archaeology --- Earth and Environmental Sciences --- Philosophy and Religion --- Technology and Engineering --- Mathematics and Statistics --- Chemistry --- Arts and Architecture --- Agriculture and Food Sciences --- Physics and Astronomy
  Type: Dissertations
  OAI Base URL: http://edoc.ub.uni-muenchen.de/perl/oai2
  Description: Dissertations from Ludwig-Maximilian University, München.
- **Universität München: Elektronischen Publikationen**
  Country: Germany
  Organization: Ludwig-Maximilians-Universität München
  Subjects: Arts and Architecture --- Social Sciences --- History and Archaeology --- Business and Economics --- Agriculture and Food Sciences --- Languages and Literatures
  Type: Conference papers --- Articles --- Software --- Chapters --- Books
  Description: Publication Server of the Münich University.
- **Université Catholique de Louvain: Repertoire Eprints**
  Country: Belgium
  Organization: Université Catholique de Louvain
  Subjects: Business and Economics --- Philosophy and Religion
  Type: Working papers
  OAI Base URL: http://edoc.bib.ucl.ac.be:82/perl/oai2
  Description: Repository of the Catholic University of Louvain
- **Université de Lyon 2: Les theses electroniques**
  Country: France
  Organization: Universite de Lyon 2
  Subjects: Law and Political Science --- Social Sciences --- Languages and Literatures --- Business and Economics --- Earth and Environmental Sciences --- Arts and Architecture --- History and Archaeology
  Type: Dissertations
  OAI Base URL:
  Description: Dissertations from University Lumière Lyon 2.
- **Université de Montréal: Papyrus - Dépôt institutionnel numérique / Institutional Repository**
  Country: Canada
  Organization: Université de Montréal
  Subjects: Law and Political Science --- Social Sciences
  Type: Articles --- Conference papers --- Books --- Chapters
  OAI Base URL: http://papyrus.bib.umontreal.ca/dspace-oai/request
  Description: Repository of the University of Montréal.

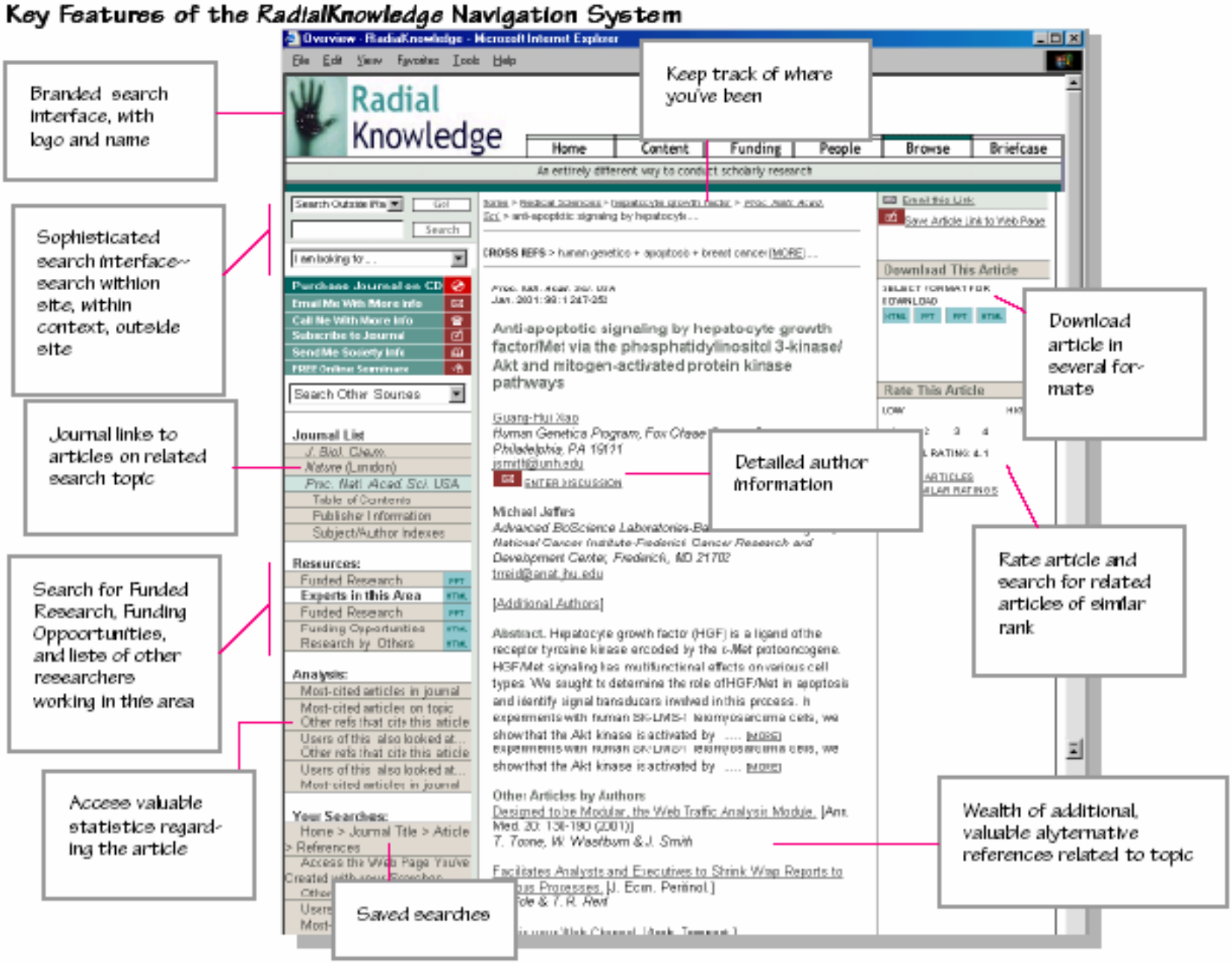
What are the new publishers doing?

- Doing for their customers what they are unable to do for themselves- that is - responding to features of the online market for information
- Reader strategy: Driven by information overload
- Author strategy: Driven by the desire for maximum visibility to a target audience of peers

What are the new publishers doing?

- Overlay journals - several in mathematics and mathematical physics e.g. *Annals of Mathematics* since 2001 based on Arxiv and based on links
- Radial journal – “All concepts are composed of terms that can be filtered out from content and associated with other terms from other content to produce interesting new associations enables a user—through a simple, linear path—to explore the entire array of concepts that are contained in any collection of content without having to understand the complexity of the relationships beforehand. New insights into information result in and generate new ideas for research.” Ray Everngram

Radial journal concept (source: Everngam ILJS 2005)



User generated content- Wikis, Blogs and social bookmarking

- Wikipedia vs Brittanica error rate 162 vs 123
- Wiki on gene function? Concise summaries prepared by experts- service to the community
- Blogs – blogbioethics.net even learned societies have them!
- Connotea- allowing IR users to tag articles and see links to related content, all from within the IR web page itself

Podcasts and RSS

- Podcasts- web feed of audio or video files accessible when, where and how user wants
  - Stanford University providing for alumni and the public-> lectures, speeches, performances
- RSS feeds – summaries with links to original content useful for tracking updates

Publishers using new approaches

New York Academy of Sciences

- Key added value for Members is scientific meetings with multiple speakers
- Online for a larger member group as e-Briefings:-
  - Overview written for non-specialists
    - Drill-down meeting reports for specialists
    - Bulleted highlights of each talk (possible handheld product)
    - Full journalist report on each talk
    - Multimedia – p/point slides synched with audio, fully searchable
  - Open questions – structured formulation of research agenda with annotated linked resources and speaker bios

ISI and Pro-Quest

- ISI Web citation Index
- Pro-Quest Digital commons- OAI compliant institutional repository service
- Alliance creates a central point of access for searching the content of I.R's

“Synthesis” - digital library concept

- Publishers are Morgan and Claypool
  - Addressing the gap between a journal article and tutorial books
  - Engineering and computer science
  - Basic component is a ‘lecture’
  - Organized in hierarchical structure

Biology Direct from BioMed Central

- Authors approach Ed Board Members directly to review manuscript
- Open Peer Review- named peer reviewers reports published with article
- Readers can add comments on the articles

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seedmagazine.com

MARCH 22, 2006

NO SE NADA

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Boulder Creek to flood this year? This is how close we live to Boulder Creek: If I took a three-quarters swing with my lob wedge on a range ball from my front door, I'd fly the creek. For you non-golfers, that's about 2.2 chains, 4.57 x...

DISPATCHES FROM THE CULTURE WARS

ARCHIVES • ABOUT • RSS

UN Report on Denmark and Caricatures The UN report that I mentioned the other day concerning Denmark and the uproar over the Muhammed caricatures is now available online, but not in English. Agora (not to be confused with In the Agora) has a partial translation here...

LIVING THE SCIENTIFIC LIFE (SCIENTIST, INTERRUPTED)

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Codeine Dreams Just a brief update. More later.

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Utah Teen Wins Intel Science Talent Search

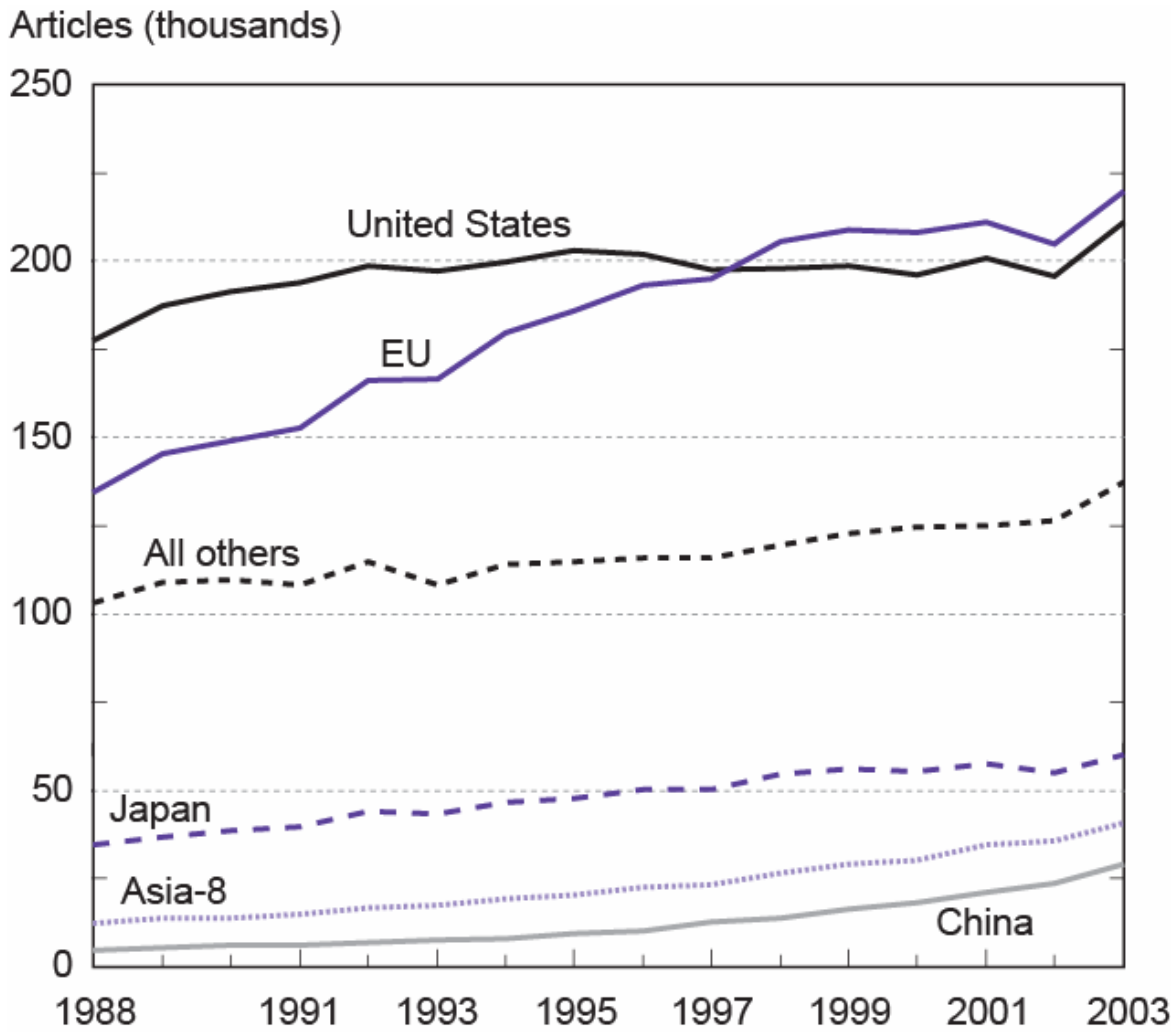
The landscape of the internet

Source: Morgan Stanley "Global technology/internet trends 2005"

- Global -> North America = 20% of internet users in 2005; was 66% in 1995
- South Korea -> Broad band penetration of 70%+ = Number one in the world
- China -> More internet usage < age of 30 than anywhere

Trends in research productivity globally

Source: Science and Engineering indicators 2006 NSF

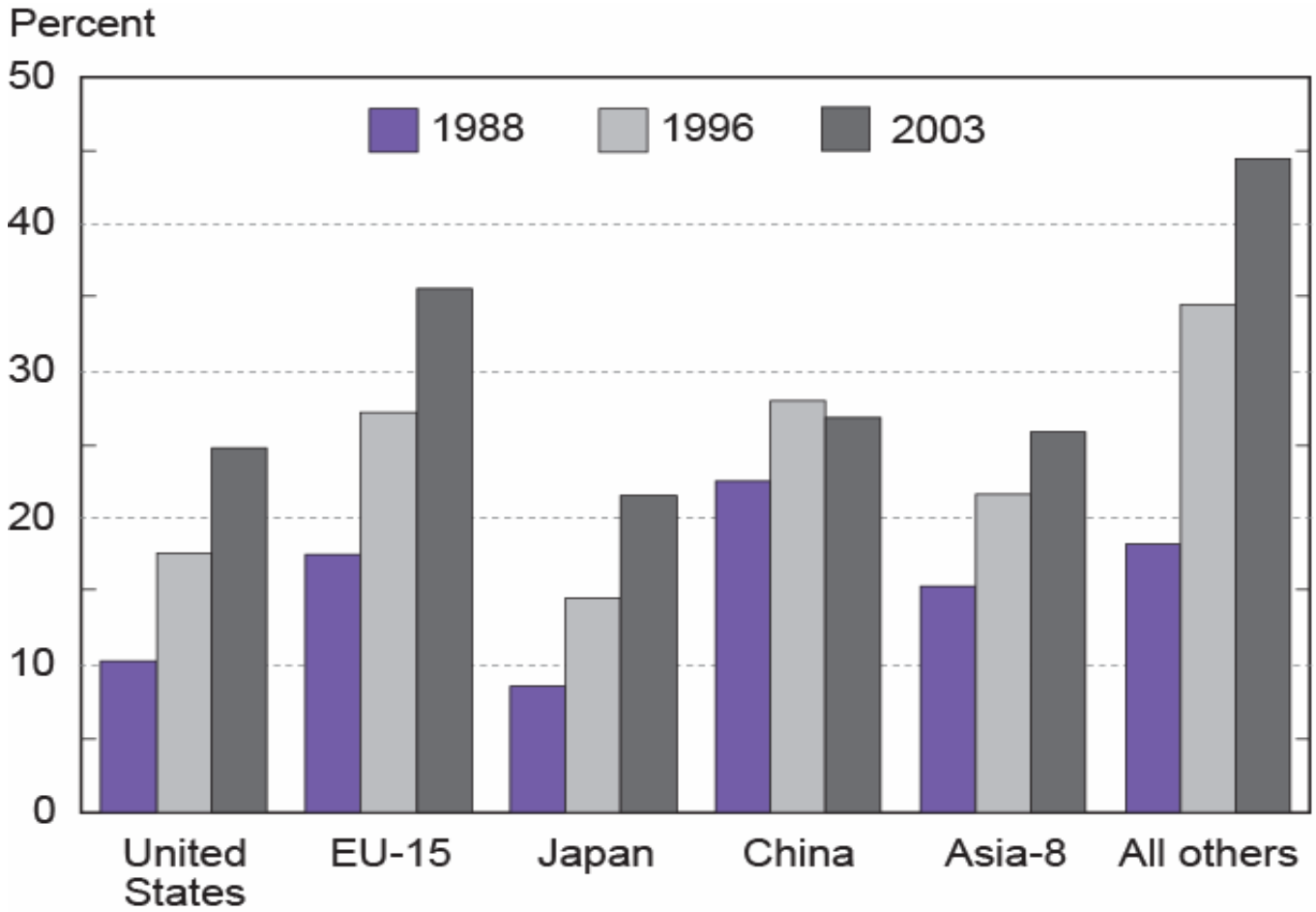


EU = European Union

NOTE: Asia-8 includes South Korea, India, Indonesia, Malaysia, Philippines, Singapore, Taiwan, and Thailand.

Trends in author collaborations globally

Source: Science and Engineering Indicators 2006 NSF



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NOTE: Asia-8 includes South Korea, India, Indonesia, Malaysia, Philippines, Singapore, Taiwan, and Thailand.

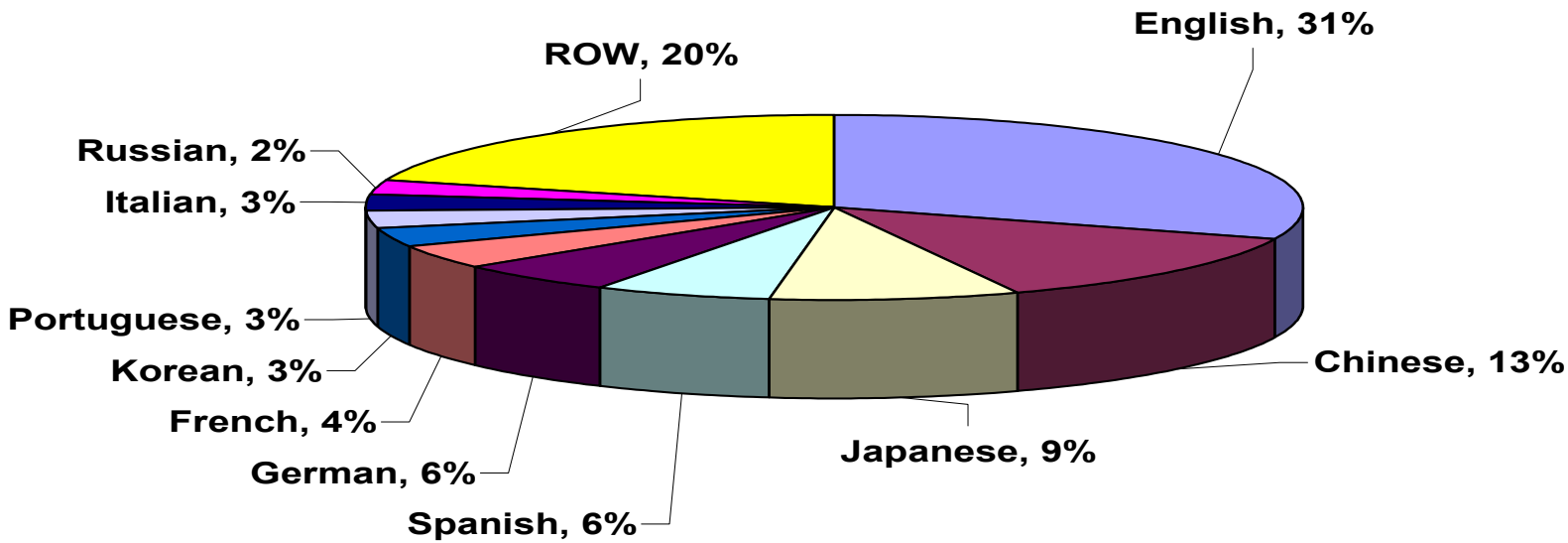
Top 10 countries by Internet users

(Source: various from www.internetworldstats.com)

Country	No. users/millions	Internet penetration as % total population	% of world users
USA	204	68%	20%
China	111	9%	11%
Japan	86	67%	9%
India	51	4.5%	5%
Germany	49	59%	5%
UK	38	63%	4%
South Korea	34	67%	3%
Italy	29	49%	3%
France	26	43%	3%
Brazil	26	14%	3%

What about language?

Source: Derived from data at internetworldstats.com



Major computing cycles

(**Source: Morgan Stanley "Global technology/internet trends 2005")**

- Four major computing cycles over past 50 years
- Mainframe-> minicomputer-> PC-> PC internet

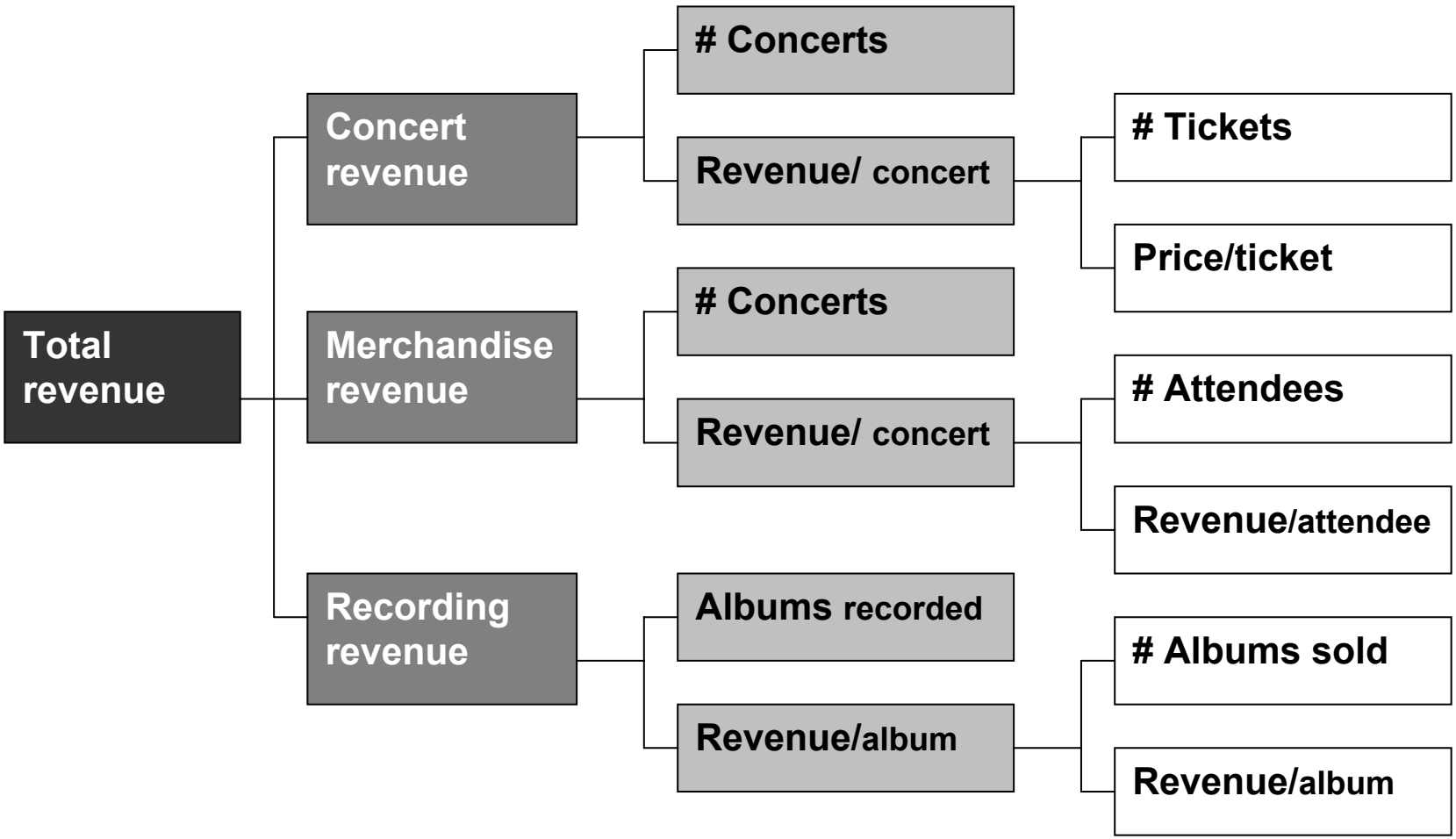
We are in /entering 2 most profound cycles ever

- PC internet (Broadband) -> mobile internet

Why Now?

+ Broadband becoming pervasive
+ Internet enabled mobile devices becoming pervasive
+ Global technology innovation may be at all time high

Grateful Dead – flexibility in business model



A final reminder

Thank you!

- Further information: E-mail mary@marywaltham.com