Scholarly Publishing

A Short Introduction

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Why Publish?

“Fame”
Recognition by your peers, personal prestige, career advancement

“Fortune”
Promotions, research funding/grants

Responsibility
To society, contribution to science, taxpayer-funded research

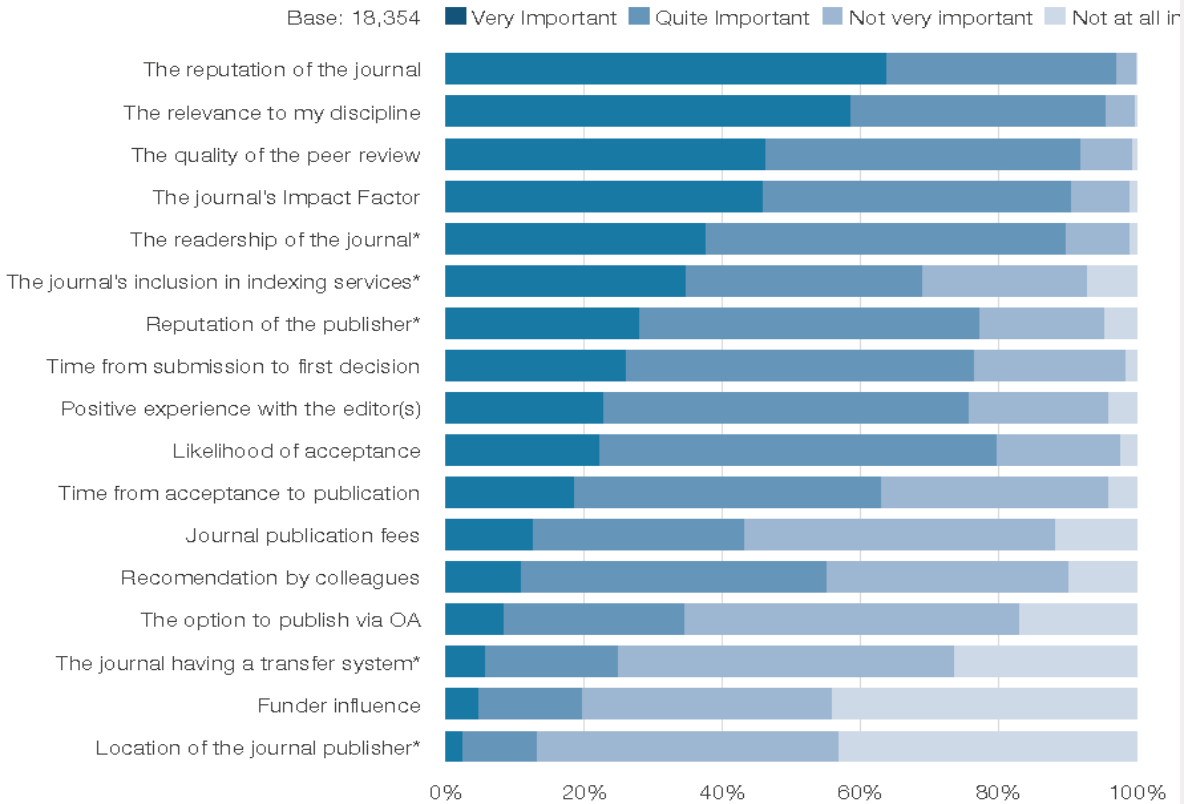
Sharing results - Making your research/findings public
Free exchange of information, feedback from other scientists

How do I know a journal is any good?

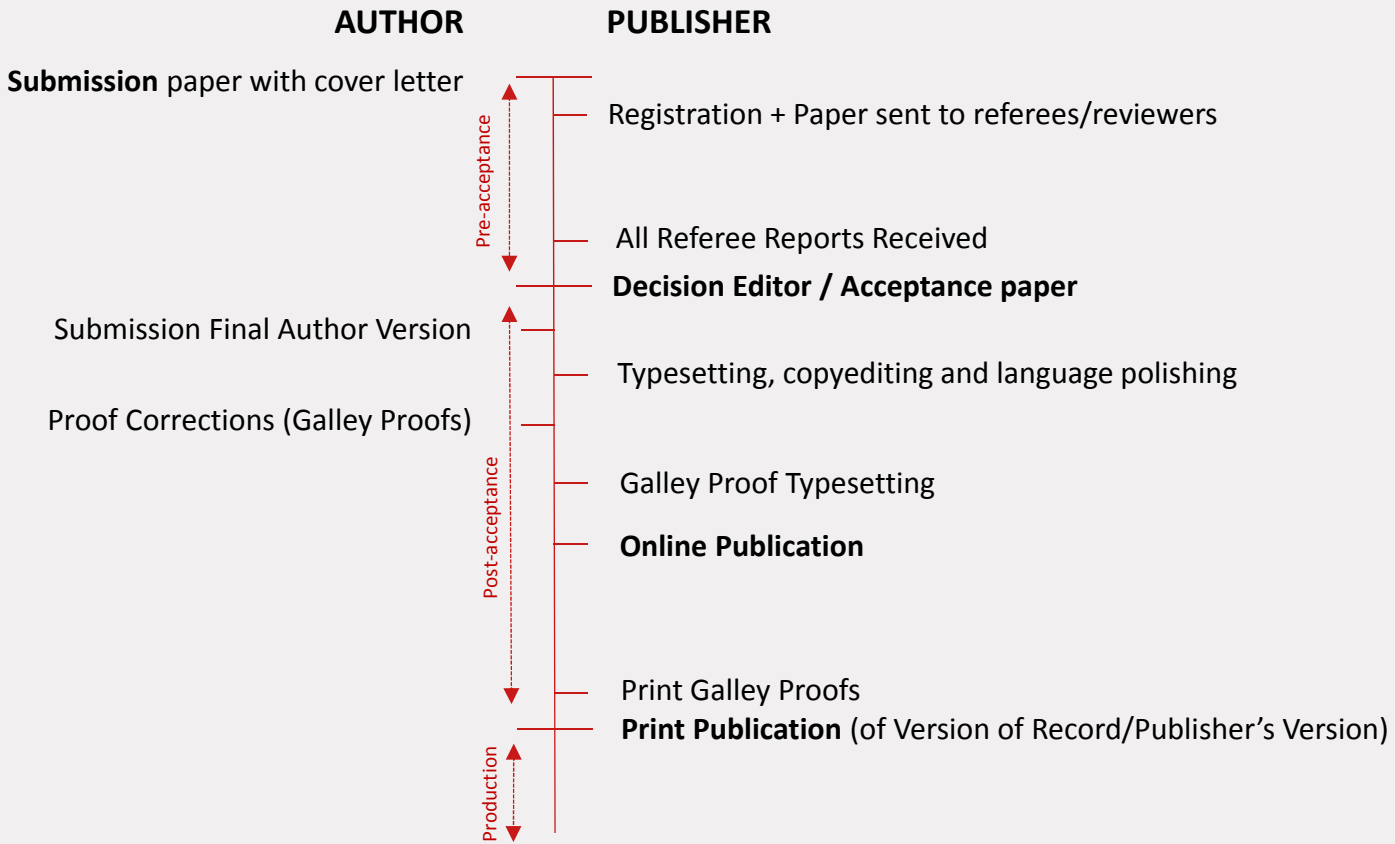
- What is the scope of the journal ?
- Which scientific community does the journal “serve”?
- Who reads and cites which journals in my field?
- Who is on the editorial board?
- Practical considerations such as handling of the peer-review process, quality of the referee reports, efficiency and speed of the publication process, publication costs, etc.
- Metrics such as impact factor, citations, etc.
- Reputation Publisher – Is the journal indexed in Scopus, Web of Science, SciFinder and other databases with quality control standards?

Nature Publishing Group Survey

Factors driving choice where to submit



Publishing a paper – Basic sequence of events



The Peer-Review Process

Who is involved?

- **Author**
- **Editor**: fulltime professional or scientist/expert
- **Referee/reviewer**: scientists, experts -> traditionally anonymous, recently also Open Peer Review
- **Journal/publisher**: procedures, costs, rights/ownership

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Internal Editorial Office Structure

External Editorial Office Structure

Editor-in-Chief (s) -> Professors, Experts, Specialists, Topical Editors, Regional Representatives

Organisers/Admin	Managing Editor	Technical Editors	Content Management
•Correspondence •Administration •System Maintenance •Reporting •Support Functions	•Chief Administrator •Sets Managerial Policy Only •Does NOT Decide on Manuscripts •Liaises with External Editor-in-Chief	•Technical Management (Workflows & Issues) •Manuscript Handling •Copyediting & LP •Proofs & Revisions •Author Liaison •Liaison with Content Management •News & Portals	•Supplier & Provider Management •Electronic Publication •Print Publication •Print Issue Galley Proofs

Editorial Office | **Production**

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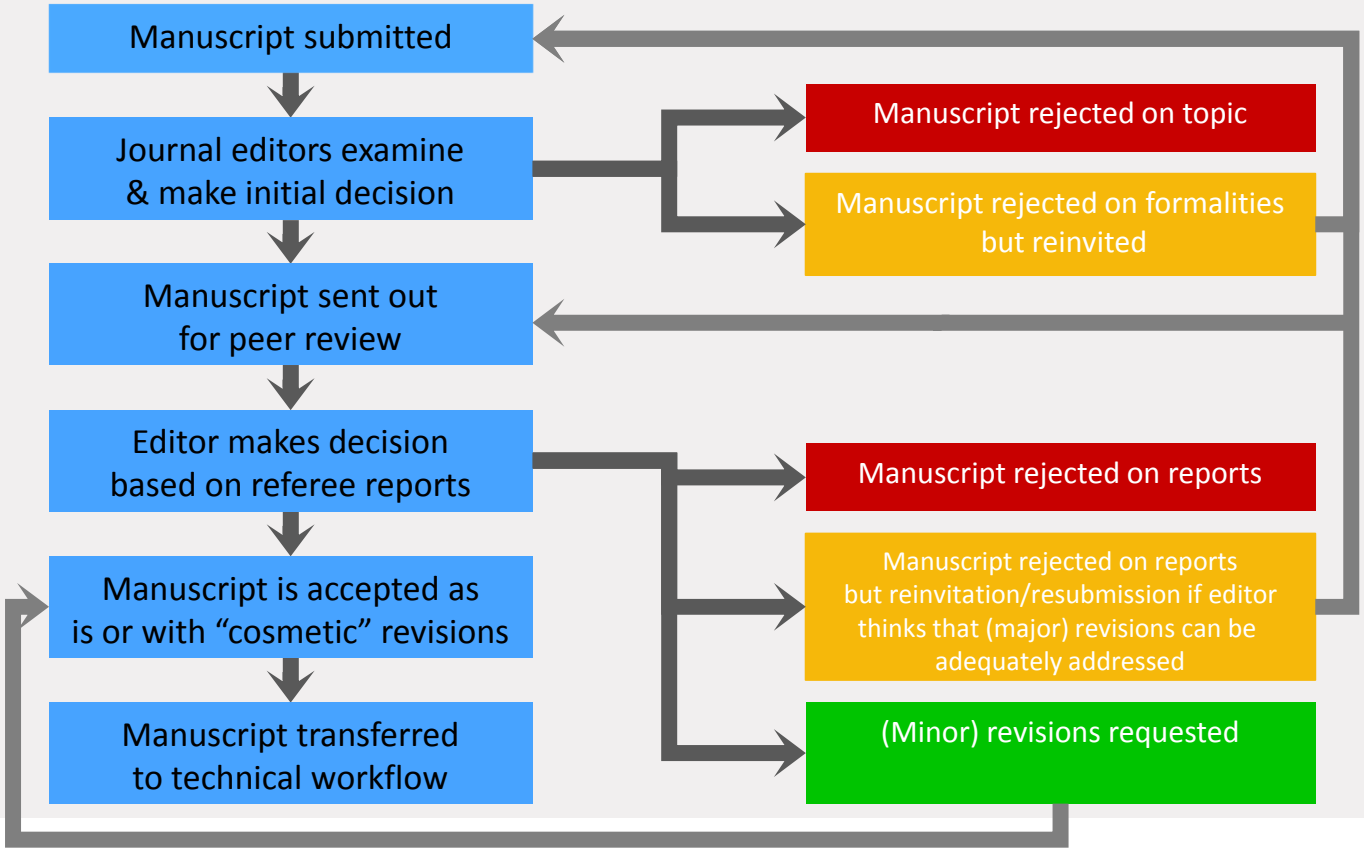
Peer Review – The Editorial Workflow



What Do Editors and Referees Check?

✓**Suitability** – Is this the right journal for this work?

✓**Innovation/Novelty/Relevance** – What does this manuscript offer that I can't find elsewhere?

✓**Hypothesis** – Is there a good reason for doing this work? What question does it answer?

✓**Evidence** – Do the data and the explanation support the conclusions?

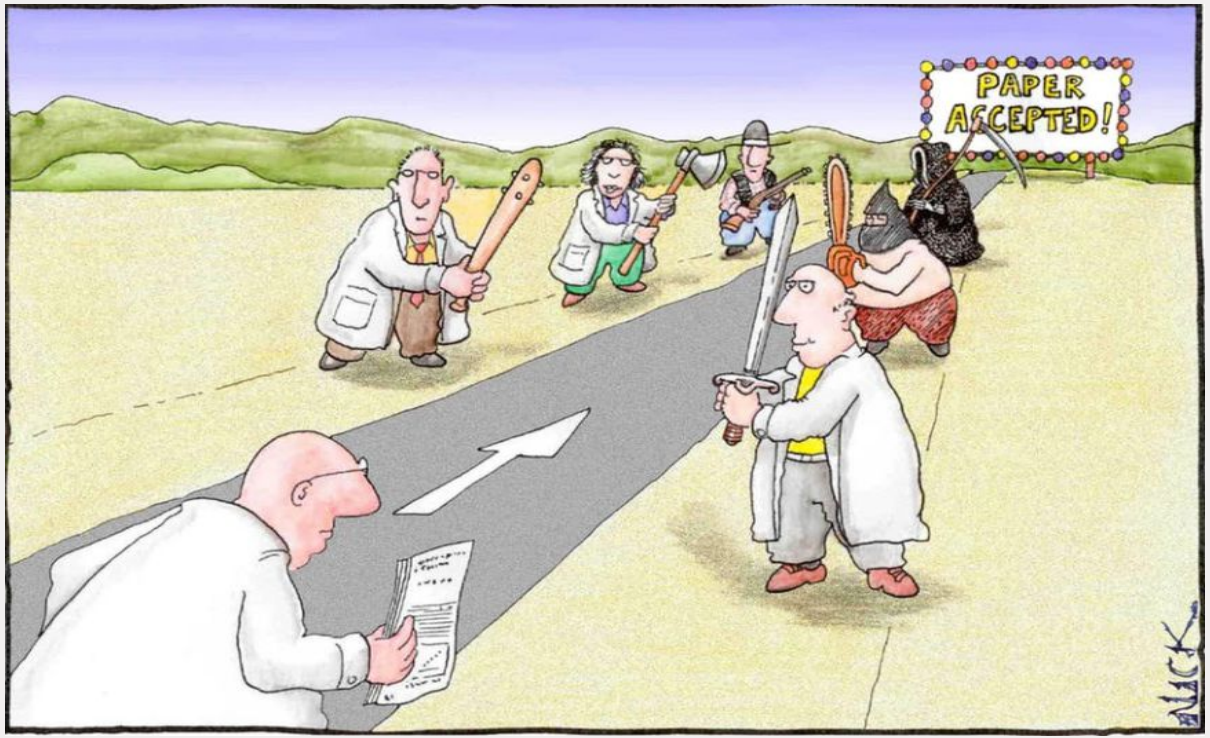
✓**Writing** – Is the manuscript well written? Do I have to work hard to understand the main results? -> Language Rating!

Which parts of the article will the editor look at first?

- Cover Letter
- Title
- Abstract
- Keywords
- Conclusions
- References
- Figures/Graphs

and if lucky…..

- Introduction
- First 2-3 Paragraphs



How Does The Editor Select Referees?

- Suggestions from submitting author
- References
- In-House Database
- Editor´s Experience
- Suggestions from other Referees
- Suggestions from Board Members (very rare) -> Disputes

Who Accepts/Rejects the Paper?

Referee reads and judges the article,
sends his recommendations to the editor!

Editor evaluates reports and decides!

Why Was My Paper Rejected?

Direct (“in-house”, “on topic”)
– Outside scope journal
– Wrong format
– Novelty unclear
– Impact/importance unclear
– Interest unclear
– …

On reports
– Technical/scientific issues
– Results less important/interesting
– Conclusions do not support the data
– Motivation unclear/unimportant
– Ethical questions
– Unclear presentation

– Bad luck !!

Rejection? Don’t do this!

- Don’t take rejections personally
- Don’t write (angry) e-mails shortly after receiving an (unfair) rejection
- Don’t speculate – stick with the facts!

Be Nice to the Editor

Author 1 and Nobel Prize Winner: “I have grown used to my papers looking like a dog’s breakfast after a Wiley editor has ‘edited’ them”

Author 2: “……you are a racist slavedriver….”

Author 3 : “you will all burn in hell”

Paper Accepted – The Technical Editing Workflow

Electronic files received

↓

Article edited and typeset

↓

Proofs checked (by author)

↓

Corrections made/checked

↓

Article ready for publication → Article published online in advance of print publication

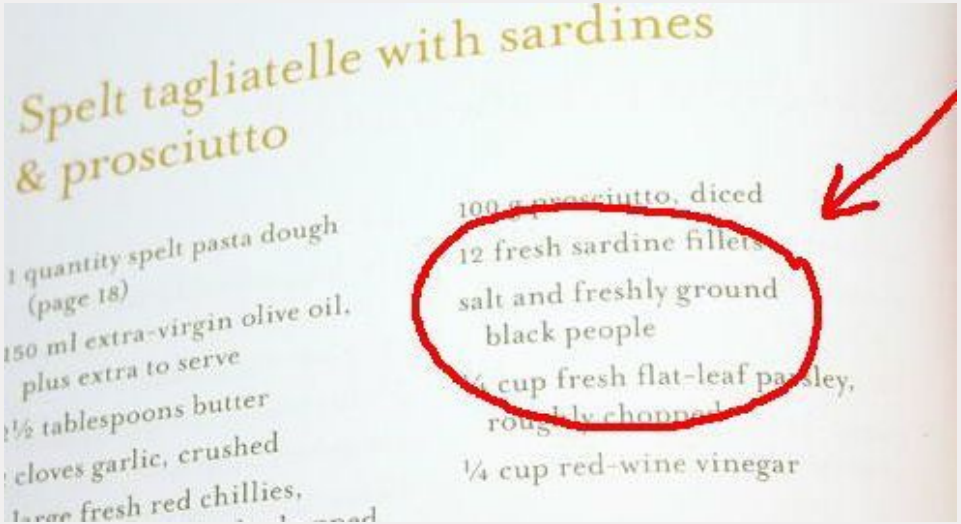
↓

Print issue compiled

↓

Issue published online → Issue “printed & dispatched” to customers

Take your proof-reading seriously!



The Role of Scientific Journals

Historically

1. Registration — identification
2. Peer Review — validation, feedback, content acquisition
3. Dissemination — preparation, distribution, marketing
4. Archiving — permanent storage/availability & preservation

Recently

5. Discoverability — searchability, findability & navigation

Challenges/Opportunities

- Unbundling and fragmentation of functions
- (Disruptive) Innovation
- Shift to publication and scholarly content services across the entire research lifecycle

Who adds value to the publishing process?

Authors = Scientists

- provide free content
- content validation (peer review)
- copyright transfer

Publisher

- content acquisition
- registration
- peer review support
- typesetting / copyediting
- web publishing /digital archiving / printing
- marketing, distribution, branding
- organizing communities through journal portofolios

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Copyright and Copyright Transfer Agreement

- **If no other agreements are made, the copyright of a paper that only you have written belongs to you** (in the Netherlands), not to your university, not to your supervisor.
- Be aware that you may have signed an agreement or contract (with your supervisor, university, funding body, or in the future your employer) in which specific agreements were made
- Publishing papers/scholarly books – most scholarly publishers will demand a **copyright transfer agreement (CTA)**
- **CTAs often significantly restrict your rights** to distribute, copy, etc. any version of the article.
- Copyright is **national law**; although international copyright treaties exist (such as the Berne convention), there are sometimes significant differences between regions/countries (e.g., USA versus Europe)

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Copyright Transfer Agreement

What are you allowed to do with the content of your paper when you or one of the co-authors signed a CTA with a publisher:

Am I allowed to…….?

- share or re-publish the paper, for example on my website, blog, ResearchGate or institutional repository
- make or share paper or digital copies of it, for example for colleagues or students
- re-use (parts of) it for another publication, for example your dissertation?
- use the images of my research paper in a review paper that I am going to write

Depends on the publisher

Depends on the version of the paper

How do universities get access to journals?

- Universities traditionally obtain access through **subscriptions** to journals. Journals are sold as **package deals** of tens or hundreds of journals; package deals are set up in such a way that **renting** individual journal titles is very costly or even impossible
- Universities negotiate so-called **big deals**, either just one university or coalitions of universities
- Detailed and often restrictive agreements with regard to **copyright**
- Market has oligarchic characteristics and is highly inelastic – researchers cannot easily stop publishing in (prestigious) journals, **price sensitivity is low**
- Large historic backlogs give publishers substantive negotiating power

Publishing – A Short History

1323 Compagnie du Gai Sçavoir, the oldest learned society on record, is founded in Toulouse

1660 Royal Society of London

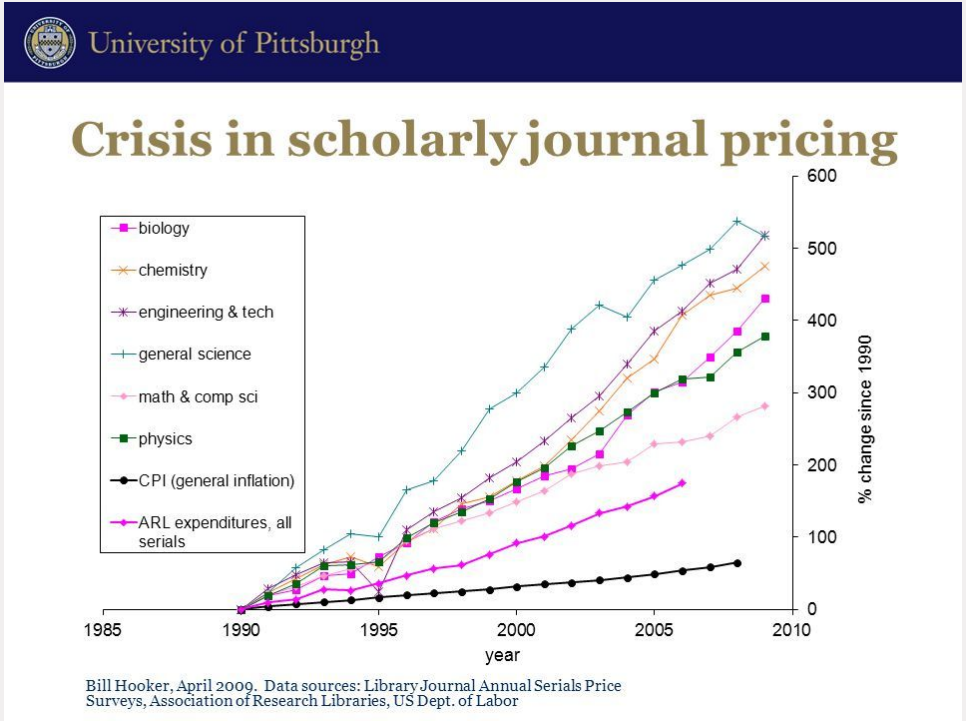
1665 *Basic form of* peer review introduced
1731 *Medical Essays and Observations* = first fully peer-reviewed journal, Royal Society of Edinburgh

1841 Chemical Society/Royal Society of Chemistry
1848 American Association for the Advancement of Science is founded
1869 The journal *Nature* publishes first issue
1876 American Chemical Society is founded
1880 The journal *Science* publishes first issue
1899 American Physical Society

Publishing – 1950-2000

- Subscription-based business model – content behind paywall
- Commercial publishers enter journals market
- Introduction of the concept “top quality”journals; adoption JIF
- Distribution monopoly (access through print only)
- Market fairly static – little/moderate innovation and high price inelasticity

Publishing 1990-2010 – Peak in Serials Crisis



- **Serials Crisis**: skyrocketing subscription costs
- Rebellion: what value do publishers really add?
- Journals become predominantly digital

1990: *Postmodern Culture* is the first online-only journal with no printed version available

1991: arXiv, the science pre-print server, is launched

2003: The Public Library of Science (PLOS) is founded

2006: *PLOS ONE*, first open access megajournal, is published

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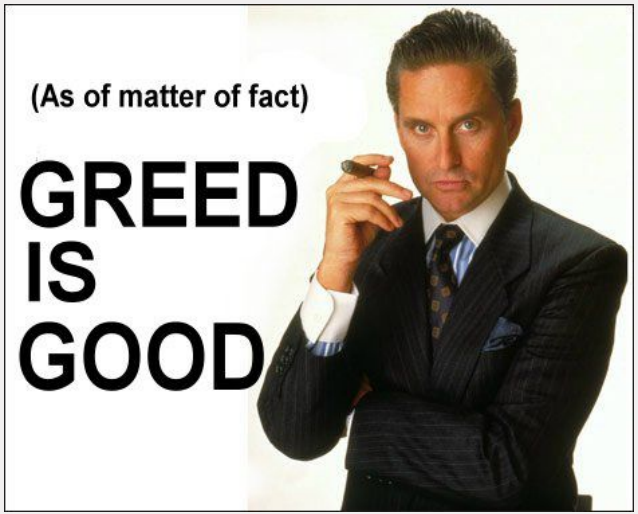
The Profit Margins Issue...

Industry/Company	Profit Margin 2014
Oil/gas	1-10%
Car Industry	2-10%
Food Industry	10%
Apple	20%
Vodafone	22%
Large Banks/Financial Institutions	20-30%
Pharma	20-40%
Pfizer	42%
Elsevier/Wiley/Springer/T&F	**30-45%**
Most Society + Small Publishers	**–10-15%**
Industry Average	**15%**



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Publishing 2010-now

- Print has become niche/obsolete, but publisher infrastructure and mindset is still (partly) based on old “paper print” business models

- **2012**: First open access journals with new forms of peer review, new business models, and new funding sources

- Funders, activist scientists and policy makers demand new business models in publishing and different reward systems in science -> **open access / open science**