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Is there any progress in
alternative publishing?

Scholarly Communication –
after open access

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Open Access

“There is less to this than meets the eye”

Comment from one of the members of the UK House of
Commons Select Committee
enquiry into Science Publishing
July 2004

**Who can still remember when “open access” meant
“author pays”?**

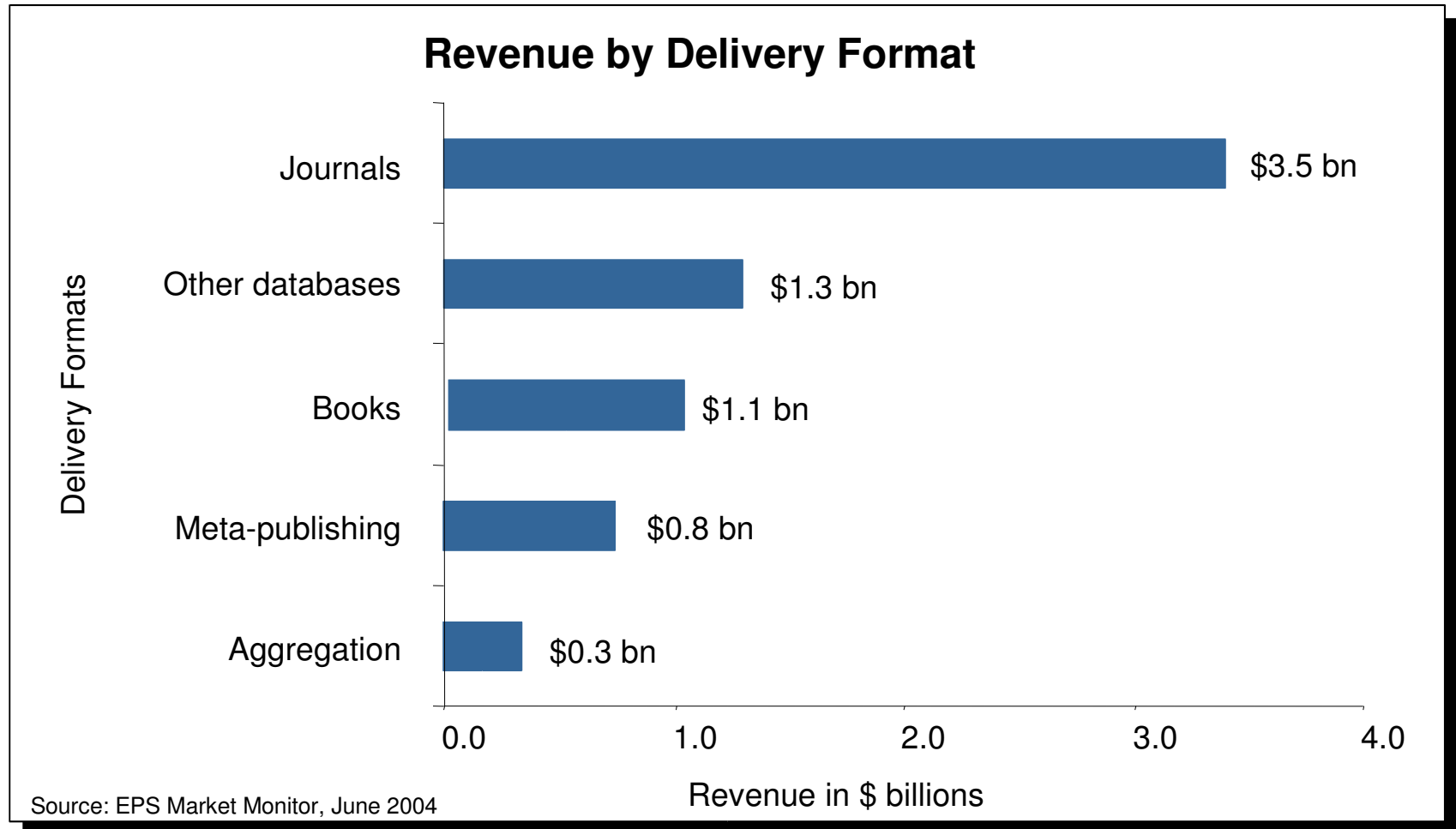


Scholarly Communication: the survival of the network

- **De Revolutionibus** – communication through annotation of the 876 first edition copies of Copernicus, 1543. The role of Rheticus
- **Transactions** – communication through the proceedings of the Royal Society. The role of Henry Oldenburg
- **The Science Citation Index** – mapping the citation history and impact of research reporting in order to illustrate the network. The role of Eugene Garfield and HistCite.

....from annotation to visualisation....understanding what is there has always been almost as important as understanding what it means....

STM publishing: market breakdown





Networked Science in a Networked Society

- all research reporting is visible to empowered users
- network content distribution mirrors real world conditions and business models – but in very different digital circumstances
- all players – authors / users, librarians and publishers – cling to real world re-assurance in the face of fundamental change
- the economic forces which have created the article as the staple currency and undermined the journal were brought into play by the players themselves
- publishers retain two assets – brand and peer review – of real market value

....it is easier to destroy the existing system than change it – yet science has survived by massive stability and conservation around reporting conventions and standards...

What is the ultimate network publishing model for science?

- scientists report research findings in draft form to immediate colleagues and peers
- conferences form a vital means of exchanging views on the significance of findings
- pre-prints offer local, institutional or sectoral exposure to 'close-to-publication' work
- Database branding satisfies many career requirements, but publishing becomes more detached than before from research ratings, career advancement etc
- Mapping, visualisation and network usage become more important in rating the contribution of research

.....this form of networked scholarly communication ensures that the rich – in talents and budgets as well as margins – get richer, while satisfying the “good enough” research needs of the less fortunate...

Is the article still important?

We have done our best to diminish it, by the slowness and cost of the pre-digital world....database publishing can be more timely, and is not limited by journal size considerations.

- we cannot presume that the article transfers to the digital network in the same form
- early guidance on research results will be immediate
- there is nothing sacred about length and format, and already articles are “made for digital” with videos, software and datasets
- copyright ownership is not important – and never was
- while there may be only one “official report” (perhaps peer-reviewed, perhaps included in a branded database) there will be many interim reports – and post-publication revisions

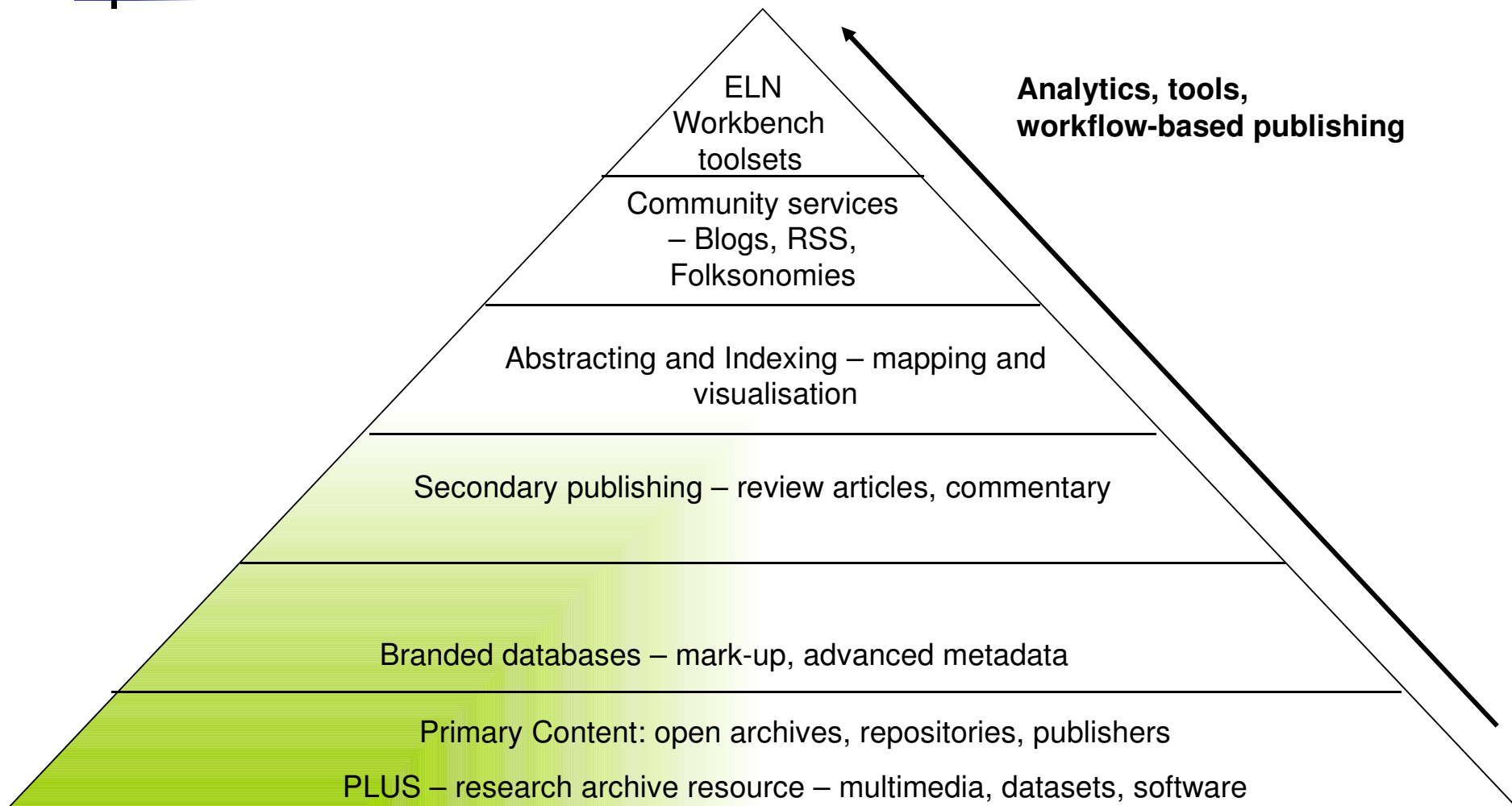
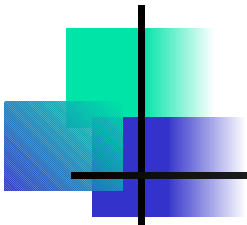
At all stages, scholars will be publishers – as they always have been. The danger of Open Access is over-formalising process, and turning scholars into information workers.....

Is peer review still important?

- quality assurance and standards lie at the root of a successful network
- publishers do not have a monopoly of quality assurance
- peer review can still perpetuate inaccuracies, and entrench orthodoxies, even in the best intentioned systems
- there are continuing worries about sponsored research (Fifth International Congress of Peer Review and Biomedical Publication)
- network evolution may create peer recognition systems of its own – like MERLOT

...but brand transfer, from real to virtual, is always important in digital network development – it gives confidence and credibility. And it represents a great deal of the sunk investment of publishers at all levels...

The “New” science Publishing Paradigm





The key drivers of change

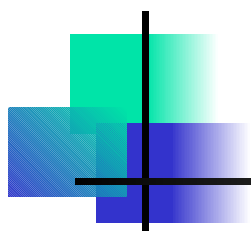
- major publishers have moved up the value chain in order to consolidate – ISI Web of knowledge, Scopus, Google Scholar
- major community portal projects rely upon value-added “publishing services” – Signalling Gateway. Publishing the ‘evidence’ becomes a major cost area
- Identifying and supporting natural communities creates new values – Connotea and CiteULike
- Integration of workflow and content into value-added process – the electronic lab notebook – Smart Tea

Publishing migrates to a different point of need...the real change factor is the network, not the evangelism of Open access...



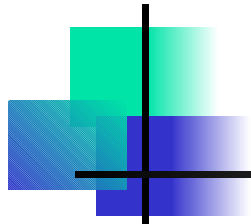
Winners and Losers?

- Less journals, more databases
- Fewer publishers, less scholarly societies
- Revenues get smaller, but are concentrated on less players
- Pressure on university budgets leads to “contracting out” repository management



“it is not the strongest of the species that survive,
nor the most intelligent, but the one most
responsive to change”

Charles Darwin



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