

Publishing models and the evolvement of scientific communication in the information age

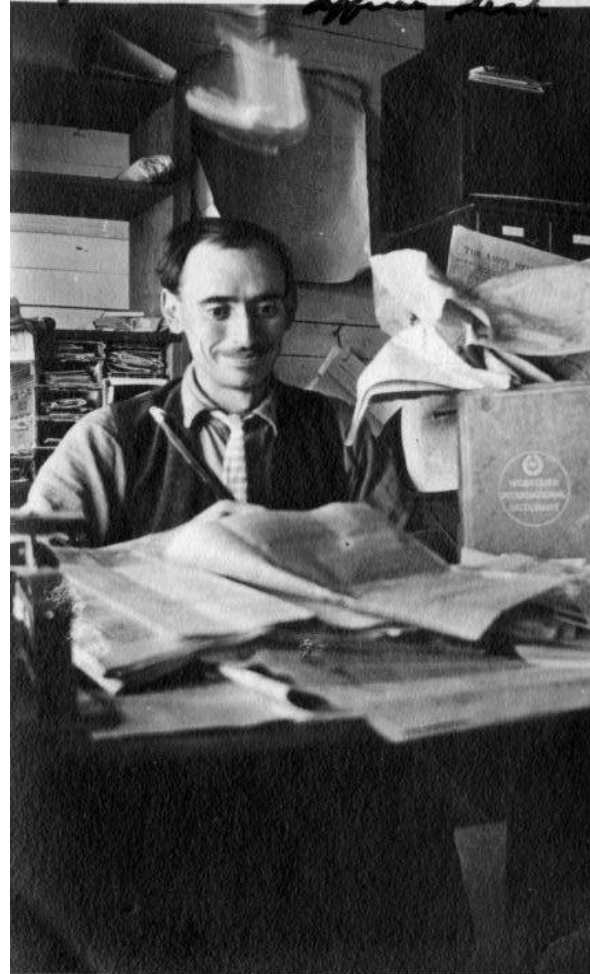
by Dr. Hans-Robert Cram

What are publishers doing?

- “nothing at all”
- “earning money at the expense of poor scientists and librarians”
- “printing and binding”
- “sales and marketing”
- „peer reviewing”

Publishing models and the evolvment of scientific communication in the information age
by Dr. Hans-Robert Cram

Google Image Search:



Publishing models and the evolvment of scientific communication in the information age
by Dr. Hans-Robert Cram

Google Image Search:



Vito von Eichborn, Spiegel-Spezial 10-99

Publishing models and the evolvment of scientific communication in the information age
by Dr. Hans-Robert Cram

Google Image Search:



Publishing models and the evolvment of scientific communication in the information age
by Dr. Hans-Robert Cram

Google Image Search:



„The publisher and his author“

Publishing models and the evolvment of scientific communication in the information age
by Dr. Hans-Robert Cram

Google Image Search:



Core functions of publishing business:

- Initiating new publishing projects
- Helping to realize a publishing project
- Guaranteeing objectivity and excellence of the peer review process
- Technical process for realizing the project, marketing and sales/distribution

Criteria of communication in science:

- Registration
- Certification
- Awareness
- Archiving
- Rewarding

**Structure of scientific communication in the classical model
Structure of scientific communication in the classical model:
and in the author-pays Open Access model:**



Competition situation in the traditional journal publishing model:

- o Journal price is inelastic
 - o Scientific journals are usually not interchangeable
 - o Demand for scientific journals depends upon the libraries' budget
- ➔ Price competition is not the dominant feature of this market

Publishing models and the evolution of scientific communication in the information age
by Dr. Hans-Robert Cram

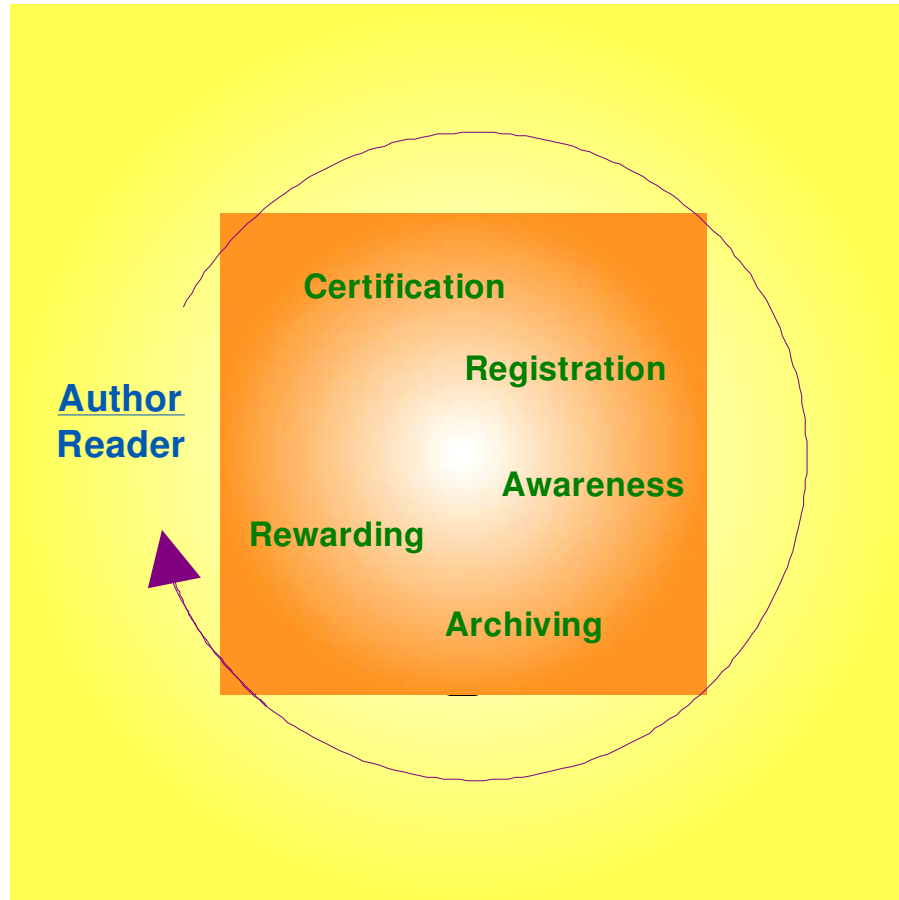
Competition situation in the author-pays model:

➔ Best impact factor for the lowest price

Disadvantages of the author-pays model:

- Some journals must be subsidized
- Fees create new barrier for publication
- Confined to the STM-market

New structure of scientific communication?



Publishing models and the evolvment of scientific communication in the information age
by Dr. Hans-Robert Cram

New structure of scientific communication:



Publishing models and the evolvment of scientific communication in the information age
by Dr. Hans-Robert Cram

Google Image Search:



Publisher grabs fish