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Title

Scholarly Publishing and e-Journals: Quo Vadis - A Primer on the e-Journal Revolution in Academia

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Scholarly Publishing and e-Journals: Quo Vadis—A Primer on the e-Journal Revolution in Academia

*Tony Harvell
UCSD Libraries / California Digital Library
Polish American Historical Association Meeting, 2010*



JSTOR –an early initiative

- Began in 1995 with Mellon Foundation funding
- In 2003, merged with ITHAKA – a non-profit to help academic community take advantage of information technologies
- Has expanded to over 1079 titles in 51 disciplines, 33.7 Million Pages
- Licensed to hundreds of libraries around the world

Advantages of JSTOR

- Libraries save much needed space
- More content available to more libraries
- Better searching capabilities for users
- Ability to provide direct linking from databases directly to the text of articles
- Patrons can download, cut and paste, and manage citation information electronically
- Accessible 24/7 to authorized users anywhere

What if....?

- Libraries are concerned that a print archive exists of JSTOR content
- University of California, Center for Research Libraries (and others) have committed to preserving a “dim” print archive for posterity
- UC Libraries did page by page verification of its collection to ensure its completeness and condition – was audited by outside body
- License has “perpetual license” clause for subscribers to online in case they drop subscription or JSTOR ceases to exist

JSTOR license language

“Upon termination of this Agreement JSTOR shall provide Licensee with one **(1) complete set of CD-ROMs (or their equivalent at JSTOR's option)** containing the digitized images of the journals contained in the Database as of the date of such termination. JSTOR hereby **grants to Licensee a nonexclusive, royalty-free, perpetual license to use such images . . . no use may be made of such images that would serve as a substitute for JSTOR unless JSTOR has ceased to exist, or has ceased offering database services as contemplated by this Agreement.**”

Going forward

- JSTOR uses a “moving wall” model to protect publishers from losing current subscribers
- All publications have a 3-5 year moratorium on new content
- Publisher and JSTOR agree on moving wall
- This frees libraries to make decisions on whether to continue to bind current issues

History Cooperative and JSTOR



- Founded in 2000 by AHA, OAH, U. of Ill. Press, and National Academy Press - now publishes 21 history journals on the web
- In 2008 History Cooperative became an executive partner with JSTOR to add their journals to the JSTOR collections
- End result is online availability of all these titles – current issues through History Cooperative, archive through JSTOR

Advantages of online access

- User surveys show overwhelming majority prefer online access (80% in 2005)
- Users can go directly to article content from abstracting and indexing databases using Open URL technology (“direct linking”)
- Users want features such as alerting, the ability to export and email articles and search within the text of articles
- Librarians and users want stability for the publishing site and easy ability to manage remote access to authorized users

Project Muse – an early innovator

- Developed at Johns Hopkins University in 1993 – non profit collaboration between JHU and other publishers
- Provides affordable full text, subscription access to 428 scholarly journals in the humanities and social sciences from 107 publishers (mostly university presses and scholarly organizations)
- Online version typically appears before print version. Some titles back to 1995, most begin in 2000's.



Where does Google come in?

- **Google Books** has digitized large numbers of journal back issues
- Its scans do not include the information required for identifying specific articles in specific issues
- Very old journals might be located searching by journal title – if in public domain you can view content
- **Google Scholar** – indexes scholarly literature across many disciplines in theses, books, abstracts and articles
- All articles in JSTOR and History Cooperative are indexed in Google Scholar
- Though content is not usually free, open linking takes the authorized user directly to the article

Sample of Google Scholar Search

Polish American Studies - Google Scholar - Windows Internet Explorer

http://scholar.google.com/scholar?hl=en&q=bas_publication=Polish+American+Studies&btnG=Search&as_sdt=2000&as_ylo=&as_yis=0

File Edit View Favorites Tools Help

Web Images Videos Maps News Shopping Gmail more

tonysdca@gmail.com | My Account | Sign out

Google scholar Polish American Stud Search Advanced Scholar Search Scholar Preferences

Scholar Articles and patents anytime include citations Results 1 - 10 of about 710. (0.08 sec)

[PDF] ▶ [Old and New Polonias: Tensions within an Ethnic Community- UC-eLinks](#)
SA Blejwas - **Polish American Studies**, 1981 - jstor.org
Page 1. STANISLAUS A. BLEJWAS Old and New Polonias: Tensions Within an Ethnic Community An 1934, and under the patronage of the Polish Government, a World Union of Poles from Abroad (Swiatowy Zwiqzek Polak?w z Zagranicy, or Swiatpol) was organized. Its ...
[Cited by 12](#) - [Related articles](#)

[PDF] ▶ [The Competition for Jobs and Racial Stereotypes: Poles and Blacks in Chicago- UC-eLinks](#)
T Radzialowski - **Polish American Studies**, 1976 - jstor.org
Page 1. THADDEUS RADZIALOWSKI The Competition for Jobs and Racial Stereotypes: Poles and Blacks in Chicago A xjL somewhat exaggerated notion of the depth of the animosity directed against blacks by Poles and other so-called ...
[Cited by 10](#) - [Related articles](#)

[CITATION] "The Test Is Poland": Polish Americans and the Origins of the Cold War- [UC-eLinks](#)
PH Irons - **Polish American Studies**, 1973 - **Polish American Historical** ...
[Cited by 10](#) - [Related articles](#)

[PDF] ▶ [Some Reasons for Polish Surname Changes- UC-eLinks](#)
SJ Zagraniczny - **Polish American Studies**, 1963 - jstor.org
Page 1. 12 to Zoe. Wiodzimiera was changed to Lottie. Kazimiera became Kate. This pattern occured thirty-one times, or nine percent of the total. To sum up, most of the applicants for changes of Polish given-names adopted ...
[Cited by 9](#) - [Related articles](#)

[PDF] ▶ [A Polish Family in the South- UC-eLinks](#)
EL Kowalczyk - **Polish American Studies**, 1946 - jstor.org
Page 1. 104 A Polish Family in the South Edmund L. Kowalczyk It is a matter of general knowledge, that Poles have settled particu larly on the east coast and in the middle west. This has sometimes tended to obscure the fact of Polish settlement in other parts of the United States. ...
[Cited by 8](#) - [Related articles](#)

[PDF] ▶ [Leo Krzycki: Polish American Labor Leader- UC-eLinks](#)
E Miller - **Polish American Studies**, 1976 - jstor.org
Page 1. EUGENE MILLER Leo Krzycki ? Polish American Labor Leader ZjAlthough only a child of five at the time, Leo Krzycki recalled May Day, 1886, as "the first spark of the labor

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Google Books search for journal article

The screenshot shows a Windows Internet Explorer browser window displaying a Google Books search. The search query is "poland and history and journal". The results page shows 10 books out of 1,227 total results. The first result is "Edinburgh review, or Critical journal, Volume 55 - Page 220" by Sydney Smith, published in 1832. The snippet discusses the "History of Poland" and its constitutional charter. Other results include "The American journal of international law, Volume 13 - Page 858" (1919), "Ohio history teachers' journal - Page 226" (1921), "The Menorah journal, Volume 6 - Page 158" (1920), "The American journal of education, Volume 18 - Page 584" (1869), and "Ohio history teachers' journal, Issue 4 - Page 136" (1917). The page also features sponsored links for "Full-Text Journals Online", "Journals Factory Direct", and "Journals" from Barnes and Noble.

poland and history and journal - Google Books - Windows Internet Explorer

http://books.google.com/books?hl=en&lr=&pg=PA220&cd=7&as_brr=1&q=poland+and+history+and++journal&btnG=Search+Books

File Edit View Favorites Tools Help

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Google books poland and history and journal Search Books Advanced Book Search

Books Books 1 - 10 of 1,227 on poland and history and journal. (0.11 seconds)

List view
Cover view

All books
Limited preview and full view

Full view only
Public domain only

Edinburgh review, or Critical journal, Volume 55 - Page 220
Sydney Smith - Architecture - 1832
History of Poland. ... Constitutional Charter of the Kingdom of **Poland.** ... Such was **Poland** — it is now no more ! Its disjointed members form discontented ...
Full view - About this book - Add to my library - More editions

The American journal of international law, Volume 13 - Page 858
American Society of International Law - Law - 1919
Poland. Poland and other new states. Current **History**, 10 IPT. 2) : 472. ... August. . Stormy days in **Poland.** Current **History**, 10 (Pt. 2) : 80. ...
Full view - About this book - Add to my library - More editions

Ohio history teachers' journal - Page 226
Wilbur Henry Siebert - History - 1921
Orvis — Brief **History of Poland.** Phillips — **Poland.** National Geographic: Showalter — Partition of **Poland,** XXVII, p. 88. ...
Full view - About this book - Add to my library - More editions

The Menorah journal, Volume 6 - Page 158
Intercollegiate Menorah Association (New York, N.Y.) - History - 1920
The Past in **Poland** The Jewish Problem in the Light of **History** BY ARCHIBALD J. WOLFE THERE is still an unsettled conflict of testimony between the Jews of ...
Full view - About this book - Add to my library - More editions

The American journal of education, Volume 18 - Page 584
Henry Barnard - Education - 1869
The Grand Duchy of Finland arid the Kingdom of **Poland** are politically united ... **History.** Establishment of the Kingdom of the ...
Full view - About this book - Add to my library - More editions

Ohio history teachers' journal, Issue 4 - Page 136
History - 1917
Articles and chapters in recent books dealing with **Poland** during the war and the ... may be used in dealing with the earlier **history** of the British Empire. ...
Full view - About this book - Add to my library - More editions

The Magazine of natural history and journal of zoology, botany, ... Volume 3, Page 126

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Full-text academic journals and books at Questia Online Library.
www.Questia.com/Journals

Journals Factory Direct
Custom **journal** books, writing pads, leather notebooks and diaries.
www.UsaPad.com

Journals
Buy Today From Barnes and Noble®. Free 3-Day Shipping on \$25 Orders!
www.BarnesandNoble.com

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Choosing an online provider

- Small societies do not have online publishing enterprises in-house – have to outsource
- Some choose to publish with major publishers (Oxford, Cambridge, Wiley)
- Some choose to publish on a third – party “platform” yet manage their own subscriptions
- Better known platforms include;
 - HighWire Press (Stanford U. Library)
 - Ingenta
 - MetaPress
 - Extenza/Atypon
 - History Cooperative

Decision on how to publish is complex

- Some societies rely on their publications to support other activities (e.g. scholarships)
- Some rely heavily on advertising to support their publication
- How will an online journal affect societies' financial operation?
- Would subscribers accept an e-only version? Would the advertisers?
- What services will this outside publisher provide to the organization?

Society journals with clout...

Society journals with a healthy subscriber base “shop” them to publishers who market them and charge higher subscription prices and generate more revenue to society to support other activities (scholarships)

Example: American Anthropological Association moved its publications to Wiley in 2007, two of its major publications increased subscription prices by 86% and 145% resulting in protests from membership.

Why do scholarly journals cost so much?

Commercial publishers maintain that the high costs are due to the editorial review process – especially for science, technology, and medicine (STM)

Peer review process is often complex, large percentage are rejected or need extensive editing before publication

Subscription base might be quite small, requiring higher rates to subsidize activity

Advertising produces only a very small revenue stream in most scholarly journals

Market concentration

Academic journal publishing is concentrated in the hands of a few commercial journal publishers – top ten STM publishers bring in almost 43 percent of the revenue:

Elsevier

Springer

Wolters Kluwer

Wiley-Blackwell

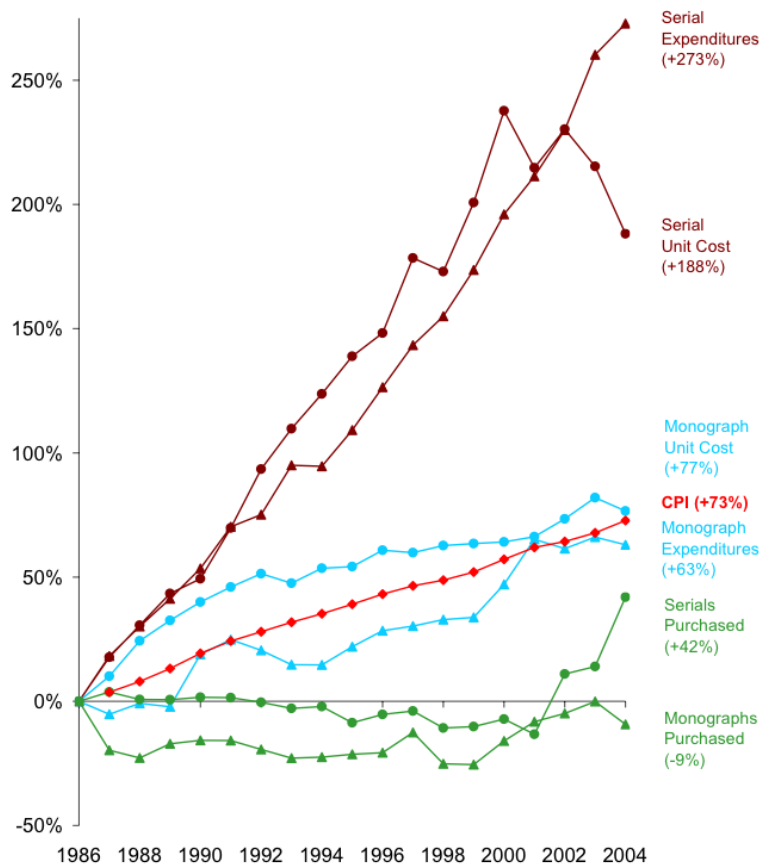
Taylor and Francis

Nature Publishing Group

Thomson –Reuters

Expenditures in Research Libraries

Graph 2
Monograph and Serial Expenditures
in ARL Libraries, 1986-2004*



Source: ARL Statistics 2003-04, Association of Research Libraries, Washington, D.C.
*Includes electronic resources from 1999-2000 onward.

Projected Periodical Prices 2010

Arts and Humanities Titles

U.S.	7%
non-US	7%

Social Science Titles

U.S.	9%
non-U.S.	8%

Science Titles

U.S.	7.5%
non-U.S.	7.5%

Projected Overall Price Increase for all Disciplines 7.6%

SOURCE: *LJ* PERIODICALS PRICE SURVEY 2009

What does this mean at my library?

- Book purchasing is cut to support journals
- Libraries are forced to eliminate content that is “not of good value in terms of cost per use”
- Smaller and more specialized publications are particularly vulnerable – even low-cost humanities journals are squeezed by science journal costs
- ISI journal impact factor measure reflecting the average number of citations to articles published in specific journals is used to make decisions as to what to cut
- What can we do to protect and promote humanities journals?

Considering the Open Access Option

- “Open Access” = the immediate, online, free availability of research outputs without the severe restrictions on use commonly imposed by publisher copyright agreements.
- Why would I do this?
 - To increase the visibility of my organization and its research output
 - Support view that academic scholarship is a “public good” – especially in emerging disciplines and developing countries
 - To more widely disseminate the research of one’s authors or members

How does it work?

- Many university libraries are now providing the platform for Open Access publishing for their faculty and researchers
- Many agree to “host” a journal affiliated with their institution
- It may be a free service or have minimal charges to the association to offset the costs born by the institution or library
- Journal still needs to maintain its own editorial review process

Is open access same as free?

Not necessarily, but costs are generally much less than for commercially published journals

- 53% of OA journals charged no fees
- 83% of *society* OA journals charged no fees

Costs are sometimes included in memberships (personal and institutional).

NIH Open access policy

- *NIH requires that all investigators funded by the NIH submit or have submitted for them to the National Library of Medicine's PubMed Central an electronic version of their final, peer-reviewed manuscripts upon acceptance for publication, to be made **publicly available no later than 12 months after the official date of publication....***

– *NIH Policy Directive , January 11, 2008*

Harvard Arts and Sciences Faculty Policy

- Faculty members retain copyright in their articles but must provide an electronic version to the University together with a license to make them available in an open access repository
- Gives Harvard the right to distribute their articles for non-commercial use.
- Opt-out if an incompatibility exists with publisher agreement

Adopted by Harvard A&S Faculty February 2008

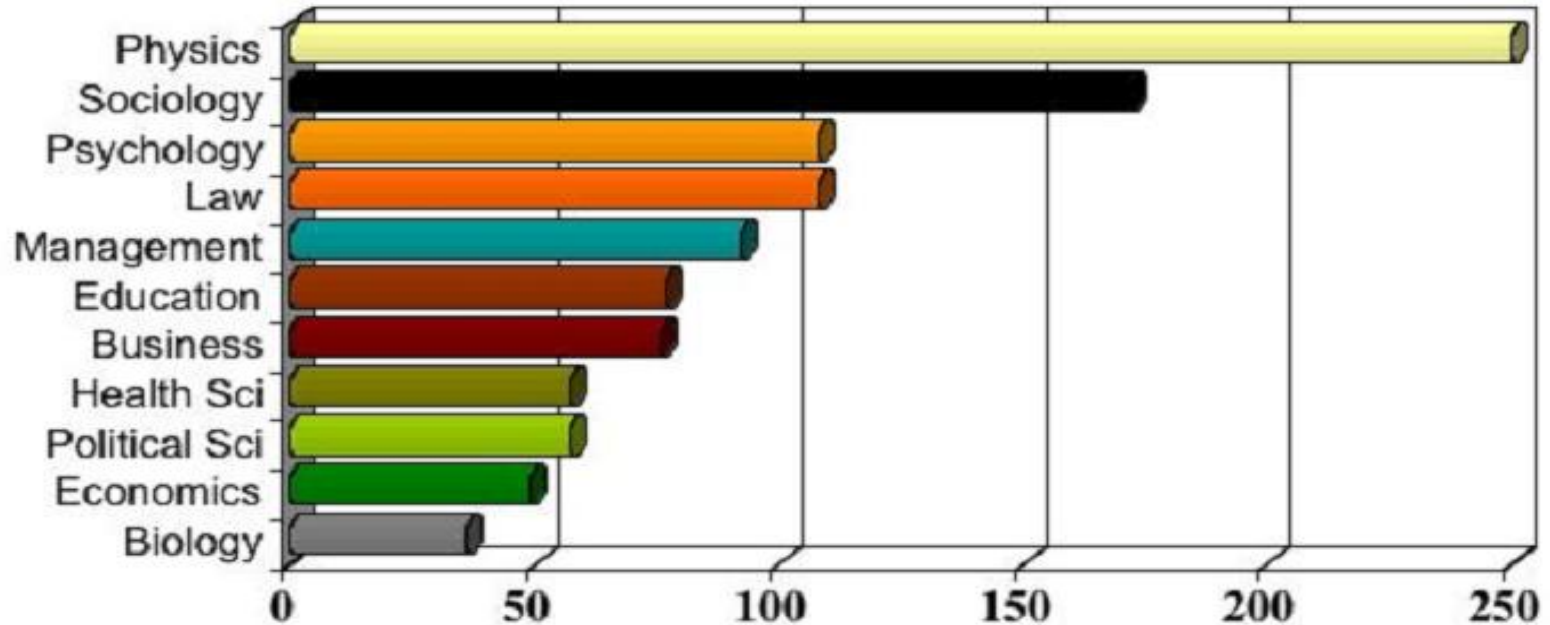
Why would I make my journal free?

Open Access reduces the cost of publishing to societies, authors, and to libraries

- \$730 = cost of a **non-profit** publisher to publish an article
- \$3400 = cost of a **commercial publisher** to publish an article
- 427 Scholarly Societies publish 496 peer-reviewed articles – 83% charge no author fees at all
- Though not always “free” to libraries – the cost per use is usually lower
 - Roger Clarke, “The Cost profiles of alternative approaches to journal publishing, “*First Monday*, 3 December 2007

Why is Open Access good?

Open Access increases citations



% increase in citations with Open Access

From a 12-year sample of 14 million articles from ISI databases. Source:
Brody & Harnad 2004; Hajjem et al. 2005

How many are there? Are they good?

- The *Directory of Open Access Journals* now lists 4508 open access journals in all subject areas.
- The content is widely indexed in major abstracting and indexing databases as well as Google Scholar.
- As with all publishing, the journals vary in quality.
- Many have a strong peer review process.
- Some prejudice in academic peer reviews.

“Hybrid” Open Access from commercial publishers

Authors (or parent institutions) pay a fee to make article open access from “birth”

Charges are sometimes discounted if the author’s institution subscribes to journal

Springer, American Institute of Physics, Blackwell, Oxford University Press Elsevier, Wiley, and Taylor & Francis were early adopters

Charges range from \$975 (American Physical Society) to \$3100 (Taylor & Francis)

Other benefits of Open Access

- Moves research along faster
- Enables better management and assessment of research
- Provides the material on which the new semantic web tools for data-mining and text-mining can work, generating new knowledge from existing findings
- Society as a whole benefits because research is more efficient and more effective, delivering better and faster outcomes for us all.


UC E-Scholarship – journals hosted by UC California Digital Library

eScholarship: Browse - Windows Internet Explorer
http://escholarship.org/uc/search?smode=browse;browse-journal=aa
Publishing on e-scholarship

File Edit View Favorites Tools Help

Serials Solutions Client Center SFXAdmin > sfx_local > Logi...

eScholarship: Browse

 eScholarship
University of California

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Search publications... go
Advanced Search

Browse eScholarship Journals Print Page

UC System
Departments
Journals
Seminar Series
Authors

Archive of the Yiddish Literary Journal Khesbn (UC Los Angeles)
Berkeley Review of Education (UC Berkeley)
Berkeley Scientific Journal (UC Berkeley)
Berkeley Undergraduate Journal (UC Berkeley)
California Agriculture (UC Office of the President)
California Italian Studies Journal (UC Office of the President)
Carte Italiane (UC Los Angeles)
Comitatus: A Journal of Medieval and Renaissance Studies (UC Los Angeles)
Electronic Green Journal (UC Los Angeles)
InterActions: UCLA Journal of Education and Information Studies (UC Los Angeles)
International Journal of Comparative Psychology (UC Los Angeles)
Journal for Learning through the Arts (UC Irvine)
Journal of California Anthropology, The (UC Merced)
Journal of California and Great Basin Anthropology (UC Merced)
Journal of Transnational American Studies (UC Santa Barbara)
Kroeber Anthropological Society Papers (UC Berkeley)
L2 Journal (UC Davis)
Mester (UC Los Angeles)
Nutrition Bytes (UC Los Angeles)
Nutrition Noteworthy (UC Los Angeles)
Opolis (UC Riverside)
Paroles gelées (UC Los Angeles)
Places (UC Berkeley)
San Francisco Estuary and Watershed Science (UC Davis)
Spaces for Difference: An Interdisciplinary Journal (UC Santa Barbara)
Structure and Dynamics (UC Irvine)

Author/Administrator Login eScholarship is powered by the California Digital Library with The Berkeley Electronic

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UC E-Scholarship provides these services

- Digital publication of original scholarship
- Google optimization for enhanced discoverability (they expose content to Google)
- Significant reduction in time to publication
- Author retains copyright
- Perpetual access and preservation services
- Full-text search and display interface
- Manuscript and peer-review management systems
- Comprehensive usage data to authors
- Free setup, training, and publishing support
- Available to UC faculty and organized research units

Additional thoughts on Open Access

- You can still include advertising in an open access journal (subject to your hosting agreement – UC allows it)
- You may wish to make only part of your content open access (research articles).
- You may no longer need to publish and distribute a print edition at all
- You should identify a potential archiving partner (e.g. a digital preservation repository at a university library or your hosting service)

Conclusion

Authors, editors, societies, publishers and libraries all have a common goal:

To disseminate scholarly information

Their means to achieve this may vary but all benefit through working together.

Universities (including libraries) might provide a publishing platform while academics provide the content to produce high value publications at little or no cost to more readers.

QUESTIONS?

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