PLoS

PUBLIC LIBRARY of SCIENCE

Leading a Transformation in Research Communication

Open Access MegaJournals

SPARC Japan
Feb 2012

Peter Binfield
Publisher, PLoS ONE

pbinfield@plos.org
@p_binfield

The Public Library of Science

- An organization since Oct 2000 & a publisher since Oct 2003
- The publisher of 7 Open Access journals
  as well as PLoS Blogs, PLoS Currents, and PLoS Hubs
- The largest not-for-profit Open Access publisher
  - One of the ‘big three’ OA publishers (with Hindawi & BioMedCentral)
  - The only major ‘US based’ OA publisher
- Based in San Francisco, and Cambridge UK
  - Approx 120 people total
- Self Sustaining since late 2010

PLoS Biology
October, 2003

PLoS Medicine
October, 2004

PLoS Community Journals
June-September, 2005
& October, 2007 (NTDs)

PLoS ONE
December, 2006

Open Access MegaJournals


Bookmarks
Interdisciplinary
Computational Biology
Public Library of Science
Online
Article-Level Metr
Impact
Efficiency
Global
Evolutionary Biology
Molecular Biology
Paleontology
PLoS one
Accelerating the publication of peer-reviewed science
www.plosone.org
Rapid
Inclusive
Usage
Citations
Ratings
Connections
Infectious Diseases
Discussion
Community
Cell Biology
Revolutionary
Microbiology
Creative Commons
Quality

PLoS ONE's Key Innovation – The editorial process

- Editorial criteria
  - Scientifically rigorous
  - Ethical
  - Properly reported
  - Conclusions supported by the data
- Editors and reviewers do **not** ask
  - How important is the work?
  - Which is the relevant audience?
- Use online tools to sort and filter scholarly content after publication, not before

A ‘First Choice’ Journal

In our survey of 2010 authors, we were the

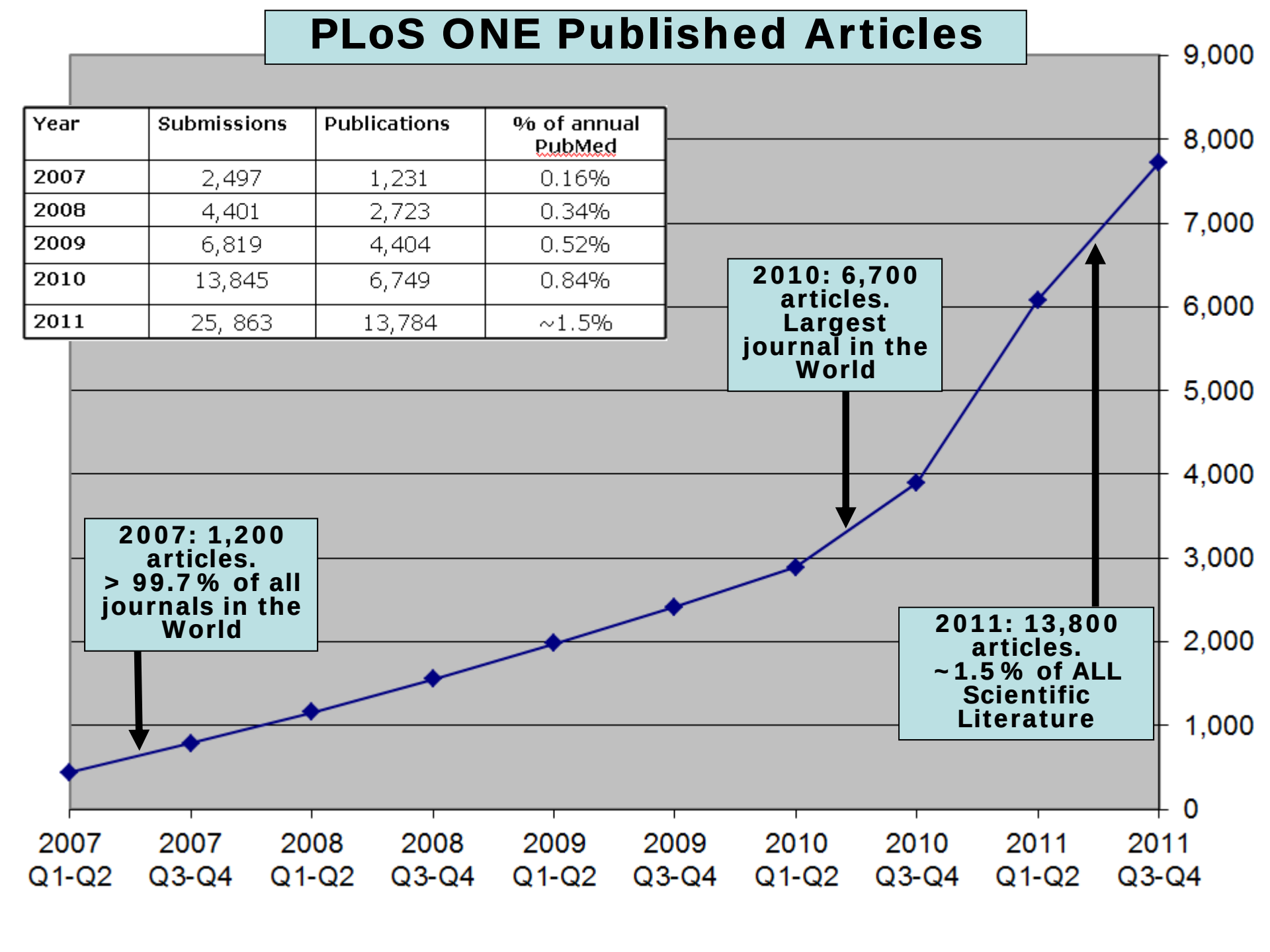
- 1st choice journal for: 41% of all authors
- 1st or 2nd choice journal for: 73% of all authors
- 1st, 2nd, or 3rd choice for: 92% of all authors

“How would you characterize your overall experience publishing in PLoS ONE?”

1 (“one of the best experiences I have ever had”)	38%
2	51% (= 89% total)
3 (acceptable)	9%
4	2%
5 (“one of the worst experiences I have ever had”)	1%

PLoS ONE Published Articles

Year	Submissions	Publications	% of annual PubMed
2007	2,497	1,231	0.16%
2008	4,401	2,723	0.34%
2009	6,819	4,404	0.52%
2010	13,845	6,749	0.84%
2011	25, 863	13,784	~1.5%



Features of Open Access MegaJournals

- Open Access (!)
- Covers a very broad subject area or is ‘multidisciplinary’
- Peer-reviewed for rigour not “impact”
- Uses post-publication evaluation mechanisms (e.g. article-level metrics)
- Supported by a revenue source which covers the cost of each individual article (typically APC fees)
- Scalable, and can become very large

The Inherent Advantages of a MegaJournal

- You only need to be indexed once (e.g. MedLine, WoS)
- Authors only need to be reviewed / evaluated once
- The journal attracts high usage / high visibility
- Size encourages repeat authorship / reduces the need for ‘journal hopping’
- Many aspects of the journal can be ‘consolidated’ (e.g. one blog, one twitter stream, one marketing plan)
- Economies of scale make the journal more efficient
- In an Author Pays OA model, there is no economic reason for artificially limiting the size of a journal
- Subjective filtering **before** publication is an outdated approach to determining quality
- Provides a ‘healthier’ publishing environment for authors
- The journal has the opportunity to set consistent standards which may become de facto standards in it’s field

Ge
Edi
Ar
Joh

INTRODUCING A NEW JOURNAL...

BIOLOGY OPEN

Fa

Editor-in-Chief: Jordan Raff, Milstein Professor of Molecular Cancer Biology, University of Oxford, UK

Founding Editors: John Gurdon, Alan 'Rick' Horwitz, Tim Hunt,

e

Search this sit

eputy Editor-in-Chief), Aberdeen, UK;

SCIENTIFIC REPORTS

Home | Search | For Authors | For Referees | About Scientific Rep

BMJ

open

An open access, online-only general medical journal dedicated

Latest content | Archive | Brow

BMJ Open is an online-only, open access general m
therapeutic areas. The journal publishes all researc
or potentially low-impact studies. Publishing proced
research online as soon as the article is ready.

SAGE journals online

Search all journals

Advanced Search

Search Histor

SAGE open

Home | Latest Articles | Archive | RSS | Email Alerts | Browse by Subject

Searc

G3

Maps, r
metho

Com

from the Genet

SAGE Open

SAGE Open is a new open access publication from SAGE
publishes peer-reviewed, original research and review articl
interactive, open access format. Articles may span the full
of the social and behavioral sciences and the humanities.

Latest Articles

Some Recent Launches of PLoS ONE ‘clones’

- G3 (Genetics Society of America) - $1,650 / $1,950
- BMJ Open - £1,200
- Scientific Reports (Nature Publishing Group) - $1,350
- AIP Advances (American Institute of Physics) - $1,350
- Biology Open (Company of Biologists) - $1,350
- Springer Plus - $ 1,080
- TheScientificWorldJOURNAL (Hindawi) - $1,000
- QScience Connect (Bloomsbury Qatar Foundation) - $995
- SAGE Open - $ 695
- F1000 Research - $?

Some Recent Launches of PLoS ONE 'clones'

- G3 (Genetics Society of America) - $1,650 / $1,950
- BMJ Open - £1,200
- Scientific Reports (Nature Publishing Group) - $1,350
- AIP Advances (American Institute of Physics) - $1,350
- Biology Open (Company of Biologists) - $1,350
- Springer Plus - $ 1,080
- TheScientificWorldJOURNAL (Hindawi) - $1,000
- QScience Connect (Bloomsbury Qatar Foundation) - $995
- SAGE Open - $ 695
- F1000 Research - $?

Collectively, these will represent…

“a very large compendium of papers that have been vetted for scientific quality, but which will not be confined in terms of their likely importance."

Harold Varmus, Oct 2005

Collectively, these will represent…

“a very large compendium of papers that have been vetted for scientific quality, but which will not be confined in terms of their likely importance."

Harold Varmus, Oct 2005

So, how could we measure 'importance'

- Scholarly Citations
- Web usage
- Social bookmarking
- Social citations
- Community ratings
- Expert Ratings
- Media/blog coverage
- Commenting activity
- and more...

Current technology now makes it possible to measure many of these with...

RESEARCH ARTICLE OPEN ACCESS

Featured in *PLoS Hub for Clinical Trials*

Systematic Review of the Empirical Evidence of Study Publication Bias and Outcome Reporting Bias

Article Metrics Related Content Comments: 3

Kerry Dwan[1*], Douglas G. Altman[2], Juan A. Arnaiz[3], Jill Bloom[4], An-Wen Chan[5], Eugenia Cronin[6], Evelyne Decullier[7], Philippa J. Easterbrook[8], Erik Von Elm[9,10], Carrol Gamble[1], Davina Ghersi[11], John P. A. Ioannidis[12,13], John Simes[14], Paula R. Williamson[1]

1 Centre for Medical Statistics and Health Evaluation, University of Liverpool, Liverpool, United Kingdom, **2** Centre for Statistics in Medicine, University of Oxford, Oxford, United Kingdom, **3** Clinical Pharmacology Unit, UASP Hospital Clínic, Barcelona, Spain, **4** Moorfields Eye Hospital, London, United Kingdom, **5** Randomized Controlled Trials Unit, Canadian Institutes of Health Research, Ottawa, Canada, **6** Healthier Communities/Public Health, Greenwich Council, London, England, **7** Clinical Epidemiology Unit, DIM-Hospices Civils de Lyon, Lyon, France, **8** Department of HIV/GUM, King's College London, London, United Kingdom, **9** Institute of Social and Preventive Medicine, University of Bern, Bern, Switzerland, **10** German Cochrane Centre, Department of Medical Biometry and Medical Informatics, University Medical Centre Freiburg, Freiburg, Germany, **11** NHMRC Clinical Trials Centre, Camperdown, Australia, **12** Department of Hygiene and Epidemiology, University of Ioannina School of Medicine, Ioannina, Greece, **13** Institute for Clinical Research and Health Policy Studies, Department of Medicine, Tufts Medical Center, Tufts University School of Medicine, Boston, Massachusetts, United States of America, **14** National Health and Medical Research Council (NHMRC) Clinical Trials Centre, University of Sydney, Sydney, Australia

To **add a note**, highlight some text. Hide notes
Make a general comment

Jump to
Abstract
Introduction
Methods
Results
Discussion
Supporting Information
Acknowledgments
Author Contributions
References

Download: PDF | Citation | XML
Print article
EzReprint New & improved!

Abstract Top

Background

The increased use of meta-analysis in systematic reviews of healthcare interventions has highlighted several types of bias that can arise during the completion of a randomised controlled trial. Study publication bias has been recognised as a potential threat to the validity of meta-analysis and can make the readily available evidence unreliable for decision making. Until recently, outcome reporting bias has received less attention.

Article Level Metrics at PLoS

RESEARCH ARTICLE OPEN ACCESS

Featured in *PLoS Hub for Clinical Trials*

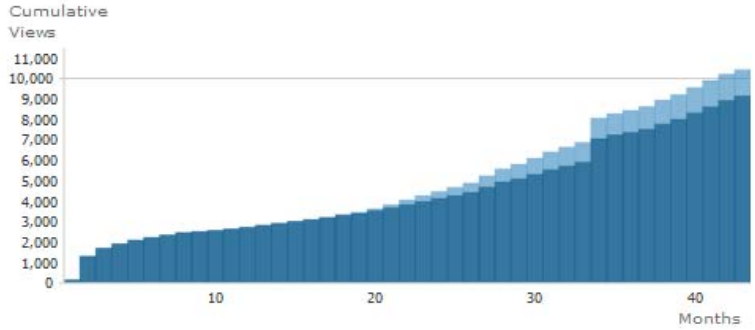
Systematic Review of the Empirical Evidence of Study Publication Bias and Outcome Reporting Bias

Article | Metrics | Related Content | Comments: 3

Article Usage

Total Article Views
10,426
Aug 28, 2008 (publication date) through Feb 22, 2012*

	HTML Page Views	PDF Downloads	XML Downloads	Totals
PLoS	7,434	1,679	26	9,139
PMC	725	562	n.a.	1,287
Totals	8,159	2,241	26	10,426



*Although we update our data on a daily basis, there may be a 48-hour delay before the most recent numbers are available. PMC data is posted on a monthly basis and will be made available once received.

Citations

SCOPUS crossref PMC Google

Download: PDF | Citation | XML
EzReprint New & improved!

Metrics

Total Article Views: 10,426

Cited in
CrossRef (78)
PubMed Central (54)
Scopus (151)
Web of Science® (133)

Social Networks
CiteULike (4)
Facebook (7)
Mendeley (52)

More

Related Content

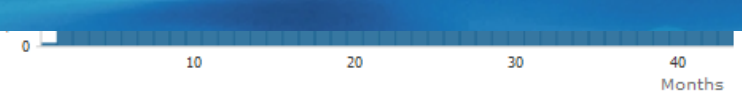
Related Subject Categories
Evidence-Based Healthcare

Related Articles on the Web
Google Scholar
PubMed

More

Share this Article

Email this article



*Although we update our data on a daily basis, there may be a 48-hour delay before the most recent numbers are available. PMC data is posted on a monthly basis and will be made available once received.

Citations

SCOPUS	crossref	PMC	ISI Web of SCIENCE.	Google scholar
151	78	54	133	Search

Social Networks

citeulike	facebook	MENDELEY
4	7	52

Blogs and Media Coverage

Google blogs
Search

PLoS Readers

Average Rating
(0 User Ratings)

Insight ☆ ☆ ☆ ☆ ☆
Reliability ☆ ☆ ☆ ☆ ☆
Style ☆ ☆ ☆ ☆ ☆
Overall ☆ ☆ ☆ ☆ ☆

Rate this article

Comments & Notes
3

Email this article

Advanced Search

View results in Journal(s):

- [x] PLoS ONE (2,946)
- [ ] PLoS Medicine (209)
- [ ] PLoS Genetics (172)
- [ ] PLoS Pathogens (153)
- [ ] PLoS Biology (138)
- [ ] PLoS Computational Biology (88)
- [ ] PLoS Hub for Clinical Trials (70)
- [ ] PLoS Neglected Tropical Diseases (20)
- [ ] PLoS Collections (19)

Subject Categories

- [ ] Oncology (2,079)
- [ ] Cell Biology (1,025)
- [ ] Genetics and Genomics (860)
- [ ] Molecular Biology (678)
- [ ] Biochemistry (536)
- [ ] Immunology (391)
- [ ] Computational Biology (314)
- [ ] Gene Expression (270)
- [ ] Cell Signaling (267)

You searched for:

everything:oncology

Search again or Edit on Advanced Search page | Help

2,946 Results

Filters currently applied: Clear all filters

✖ Journals: PLoS ONE

Sort results by: Most views, all time | Show 10 p/pg

- Relevance
- Date, newest first
- Date, oldest first
- Most views, last 30 days
- Most views, all time

< 1 2 3 .

[Clickstream D…ution Maps of Science]

Johan Bollen, Herbert Van de Sompel, Aric Hagberg, Luis Bettencourt, Ryan Chute, Marko A. Rodriguez, Lyudmila Balakireva

– ***Oncology***". *The JCR and Dewey Classification codes were*

PLoS ONE: Res… 10.1371/journa…

Scopus: **25**, Web of Science®: **28**, PubMed Central: **5**, CrossRef: **16**

Views: 47338 Citations: Yes Bookmarks: Yes

Protandim, a Fundamentally New Antioxidant Approach in Chemoprevention Using Mouse Two-Stage Skin Carcinogenesis as a Model

Jianfeng Liu, Xin Gu, Delira Robbins, Guohong Li, Runhua Shi, Joe M. McCord, Yunfeng Zhao

Recent Searches

everything:oncology

More by...

Authors

Jasti S Rao

John D Minna

David J Hunter

Li Wang

Philip G Stevenson

Editors

Mikhail V Blagosklonny

Syed A Aziz

Joseph Alan Bauer

…naz

Chad Creighton

Institutions:

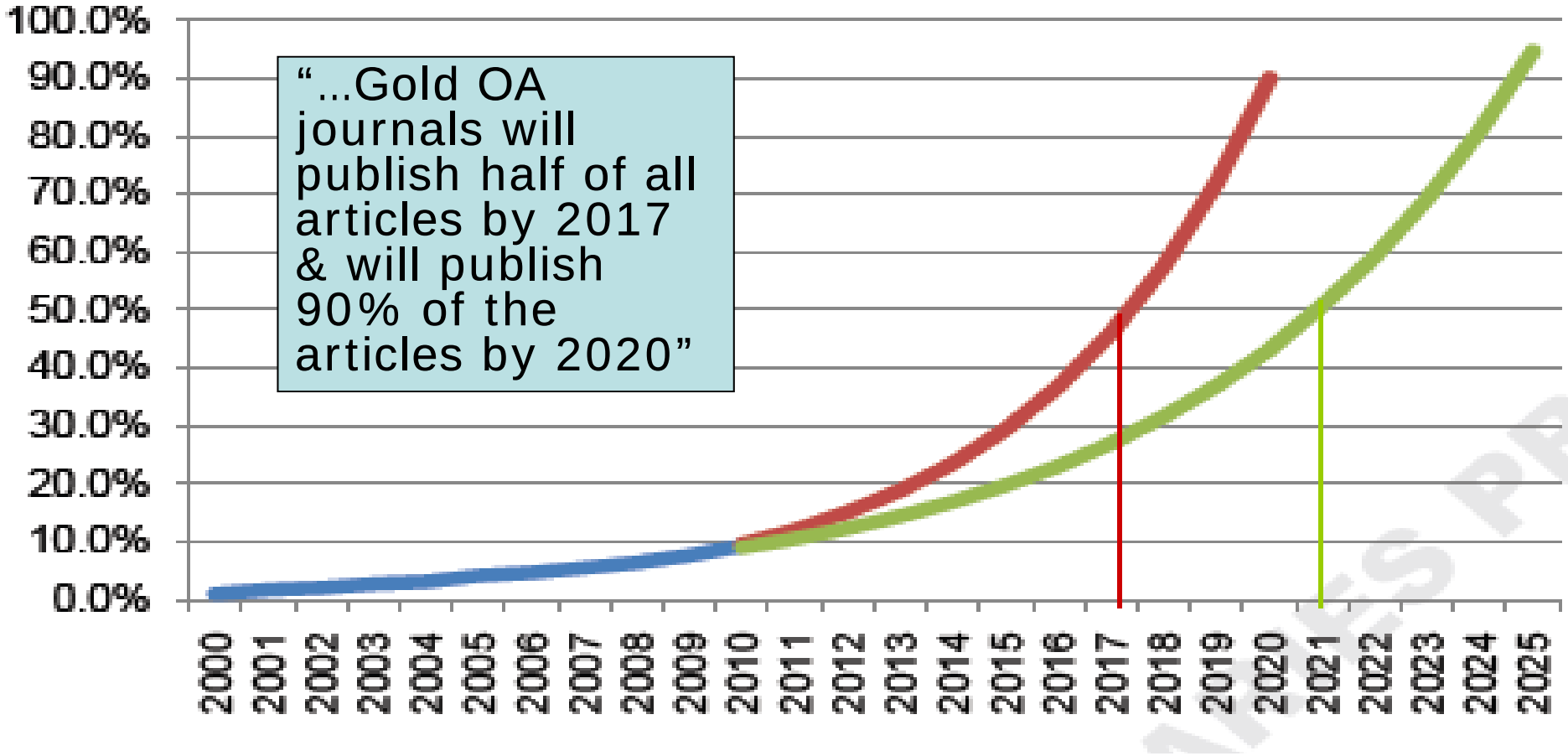
Department of Medical Oncology, Dana-Farber Cancer Institute, Boston, Massachusetts, United

Being a MegaJournal - Open Questions

- Can we develop better tools to measure ‘impact’?
- When you are publishing 3%, 5%, 10% of the literature, are you really a journal any more?
- When you are publishing (much) more than your entire organization combined, how do you interact with that organization?
- Does the publisher truly believe in the success of their MegaJournal?
- When we reach a point with just a few, very large, MegaJournals how will they differentiate themselves?
- And what will that future mean for the current journal ecosystem?

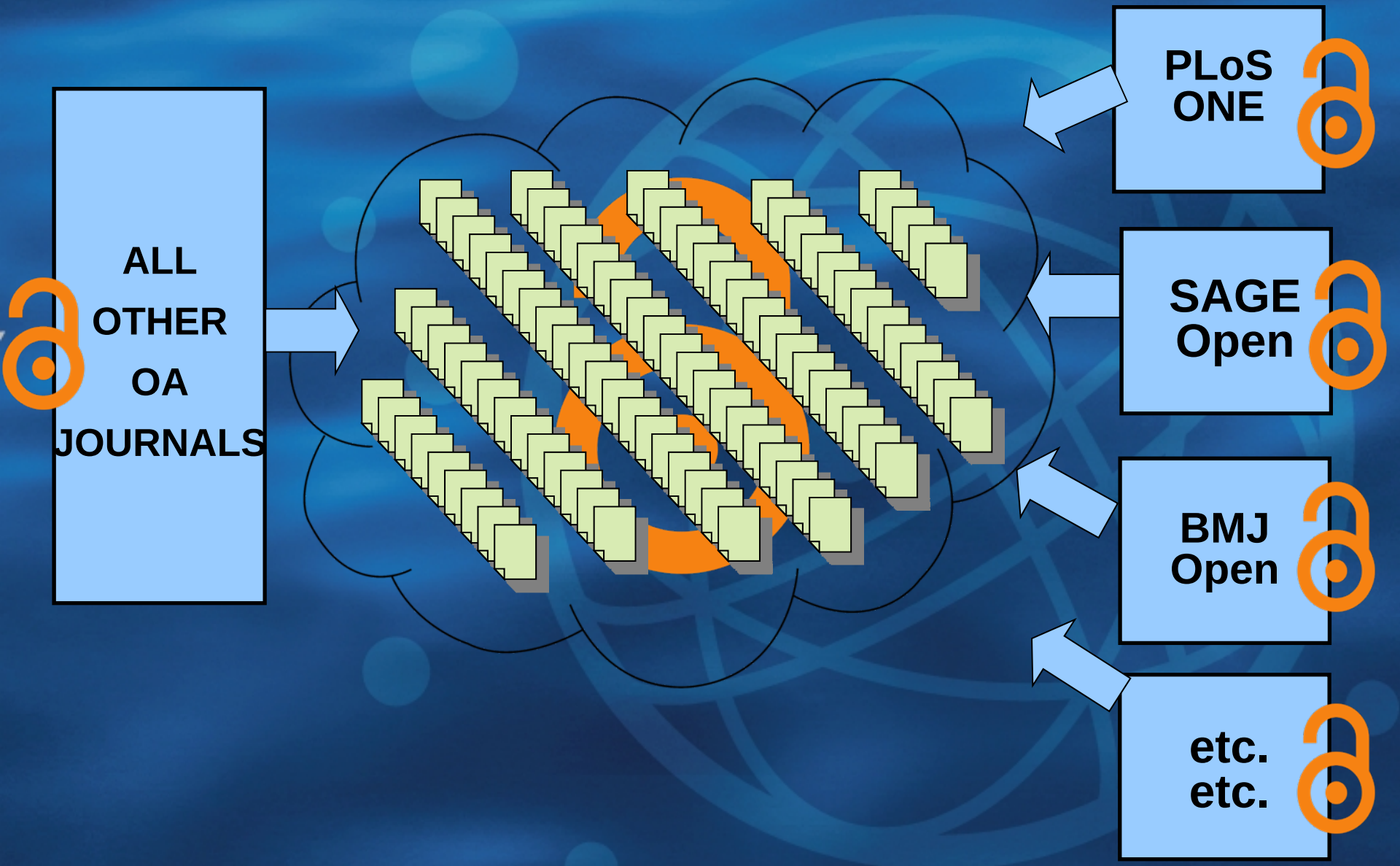
“The Inevitability of Open Access”

Figure3: Pace of Substitution of Direct Gold OA for Subscription Journals (normal scale)



“The Inevitability of Open Access”, David Lewis. College and Research Libraries. http://crl.acrl.org/content/early/2011/09/21/crl-299.full.pdf+html

An OA future containing MegaJournals



Summary

- Subjective measurement of ‘impact’ and the objective Technical Assessment **can be** separated in a successful publication
- Post-publication mechanisms **can be** used to enhance content
- OA MegaJournals are here to stay
- The publication landscape is on the verge of irreversible change
- Research communication (and hopefully) research itself will be accelerated

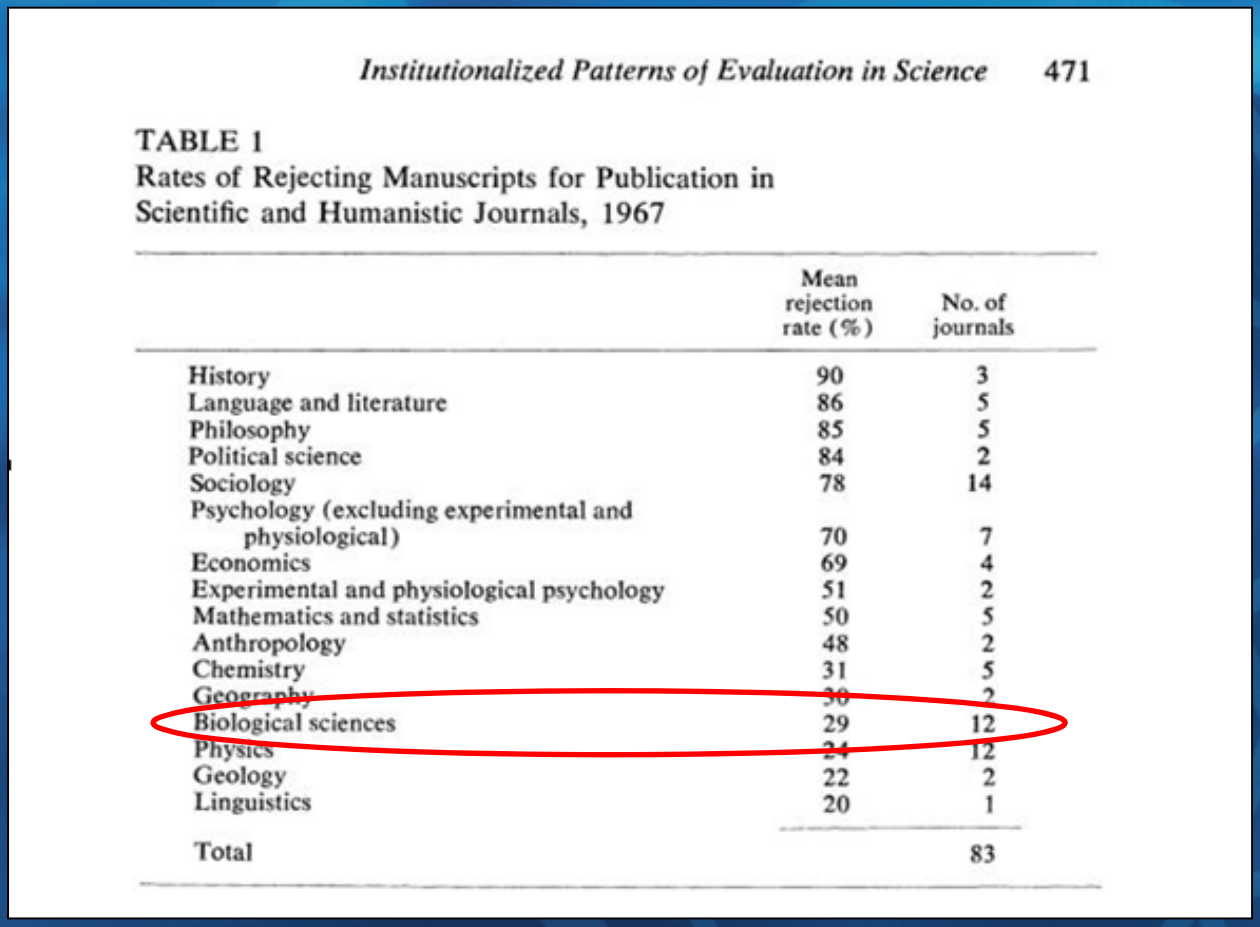
ありがとうございます。

Peter Binfield
Publisher, PLoS ONE and the Community Journals

http://www.plos.org
email: pbinfield@plos.org
twitter: @p_binfield

Appendix Slides

PLoS ONE Rejection Rate: ~30-35%



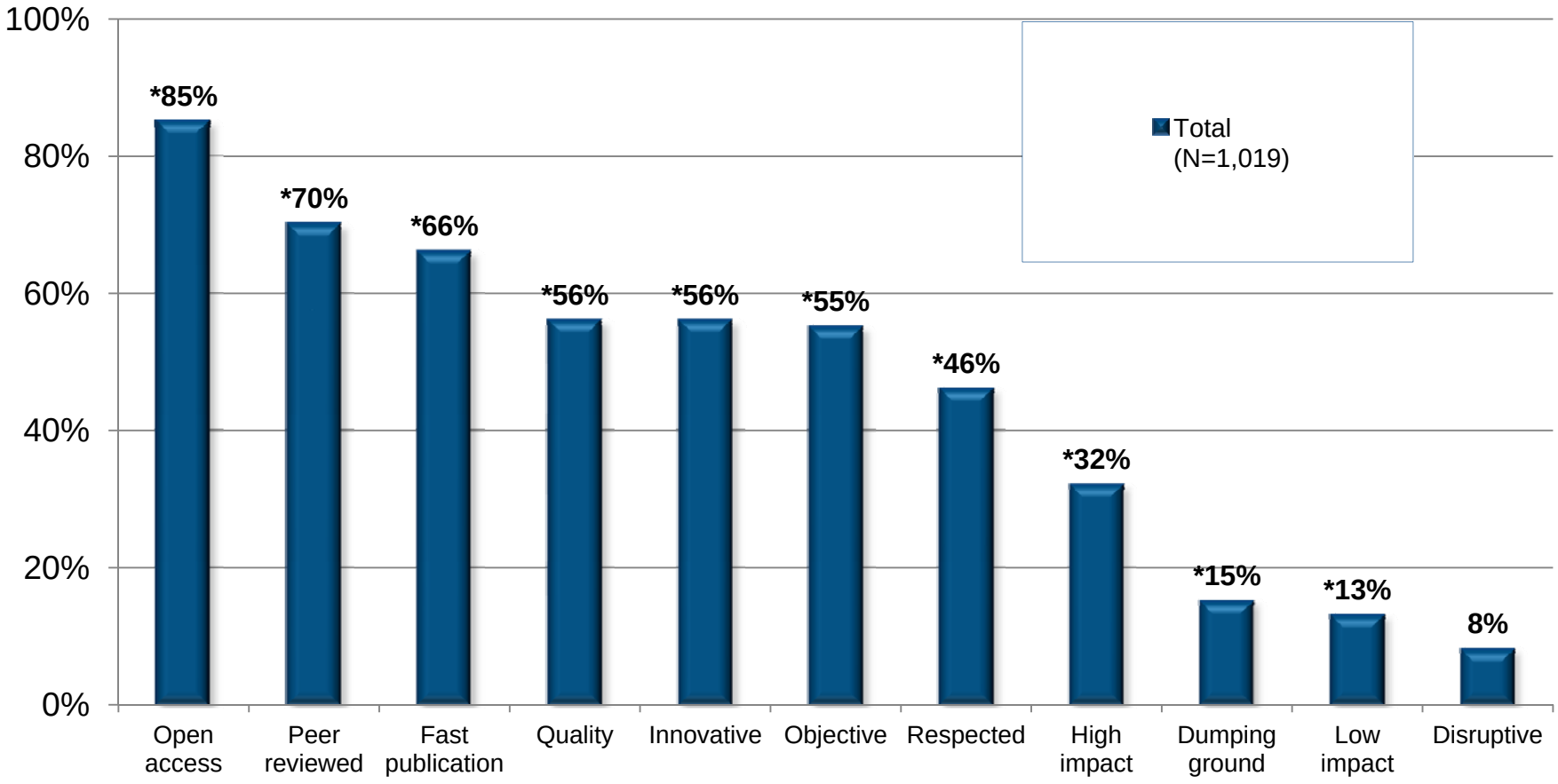
Institutionalized Patterns of Evaluation in Science 471

TABLE 1
Rates of Rejecting Manuscripts for Publication in Scientific and Humanistic Journals, 1967

	Mean rejection rate (%)	No. of journals
History	90	3
Language and literature	86	5
Philosophy	85	5
Political science	84	2
Sociology	78	14
Psychology (excluding experimental and physiological)	70	7
Economics	69	4
Experimental and physiological psychology	51	2
Mathematics and statistics	50	5
Anthropology	48	2
Chemistry	31	5
Geography	30	2
Biological sciences	29	12
Physics	24	12
Geology	22	2
Linguistics	20	1
Total		83

Zuckerman & Merton's "Patterns of Evaluation in Science: Institutionalization, Structure and Functions of the Referee System" (1971).

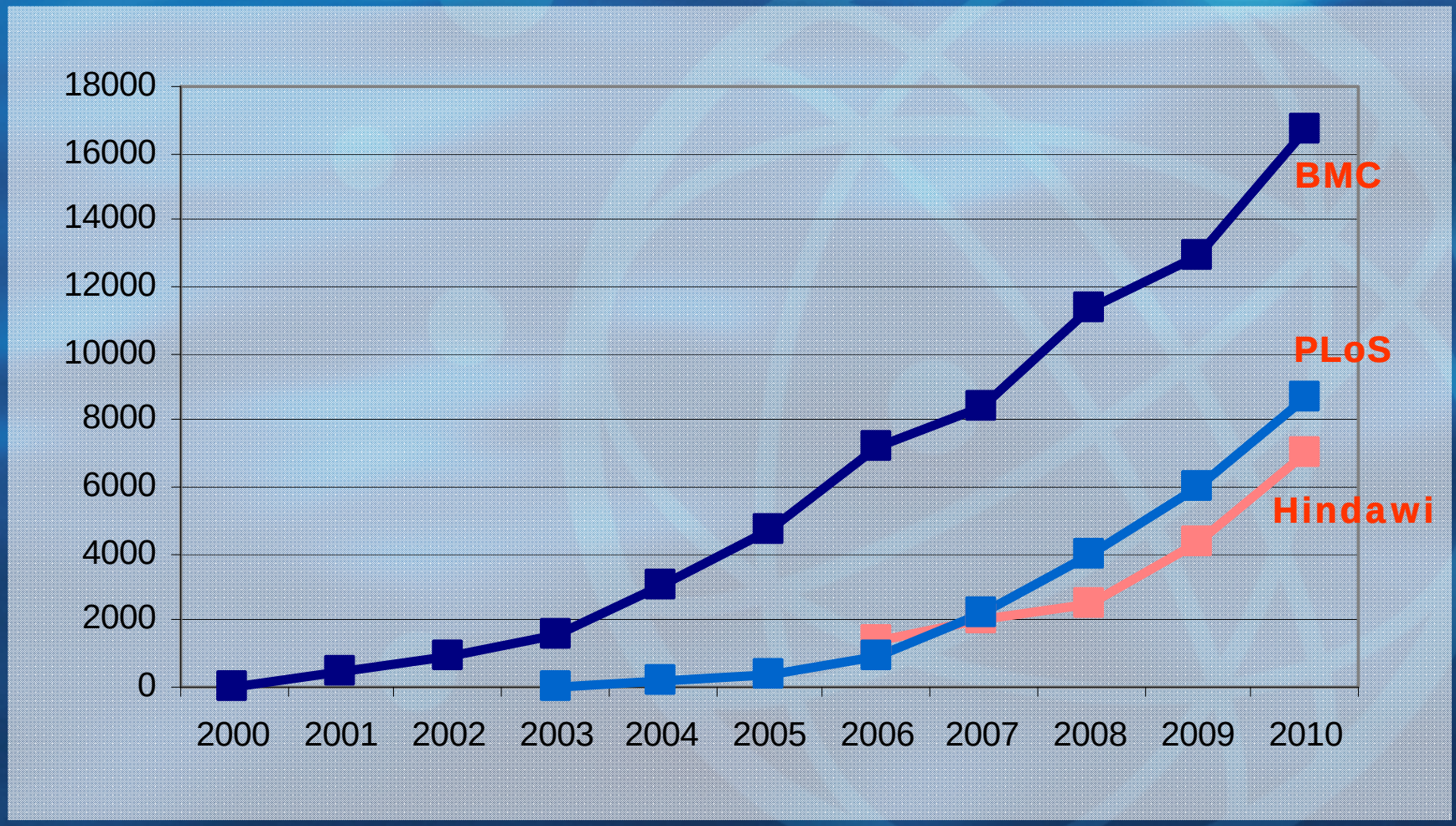
Among those familiar with PLoS ONE they see it as highly correlated with open access, peer reviewed and fast publication

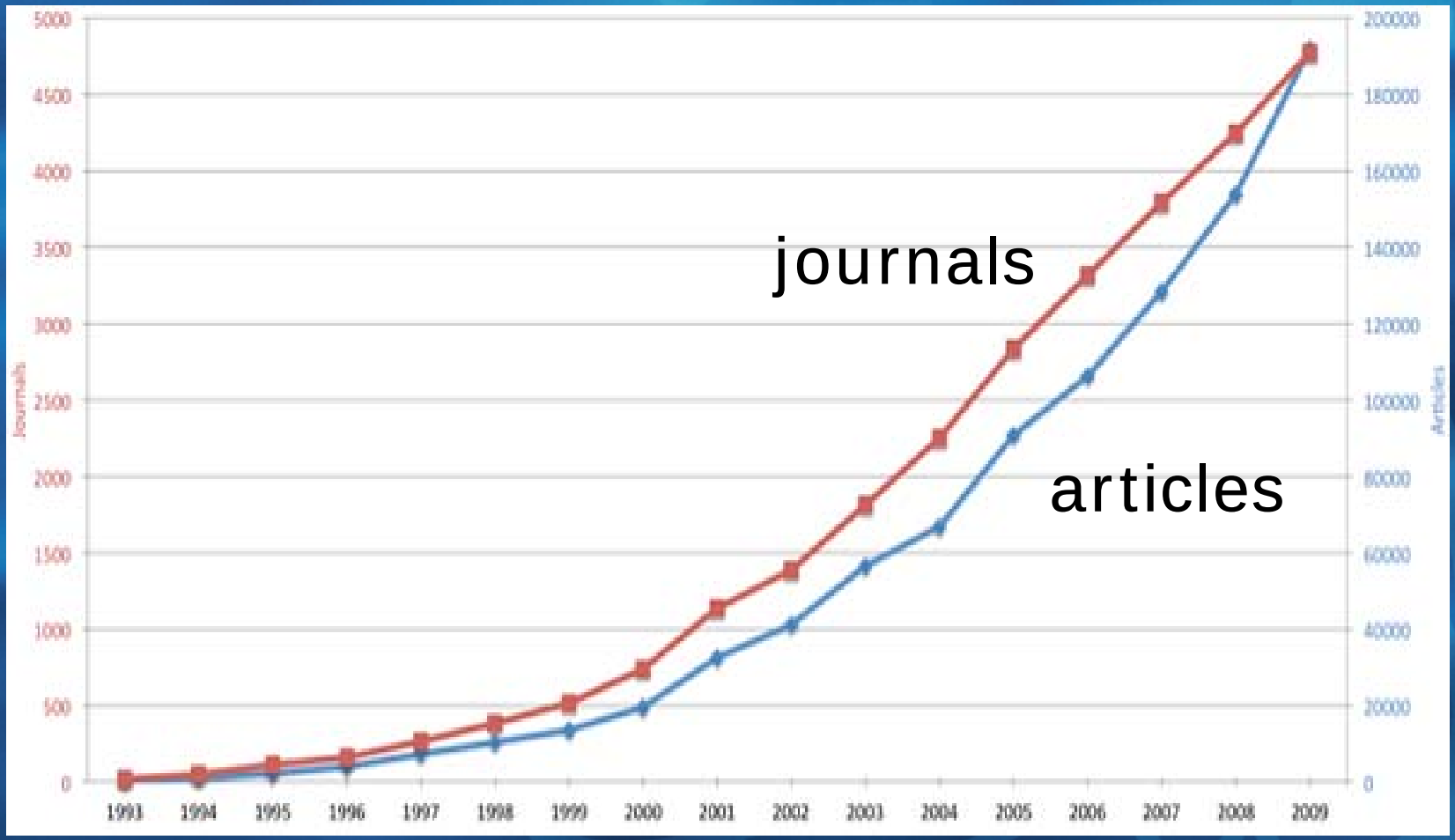


Q17 Top 2 Box: How well does each word or phrase fit with PLoS ONE?
(Based to those who are familiar with PLoS ONE)
Significant difference at 95% confidence level

Scale 5 = Fits extremely well, 1 = Does not fit

Growth in three OA publishers
(publications per year)





In 2009, 7.7% of all peer-reviewed articles were gold OA

Laakso M, et al. et al. (2011) The Development of Open Access Journal Publishing from 1993 to 2009. PLoS ONE 6(6): e20961. doi:10.1371/journal.pone.0020961

Some Regional Statistics

- Current Proportions of Submissions (corresponding authors)
  - US = 31%
  - China = 12% (fluctuating)
  - Germany = 6%
  - UK = 5%
  - France, Japan = 4%
  - Italy, Holland, Spain = 3%