

What open access publishing can offer society journals – Case studies in journal development

SPARC Seminar, 19th June 2012

Deborah Kahn, Publishing Director, BioMed Central

What I am going to cover

- Needs of regional journals in choosing a publishing model and platform
- Some important initiatives
- Recent progress in Open Access publishing
- Case studies of society journals which have moved to Open Access

Needs of regional journals

- Up-to-date, efficient and reliable publishing systems and platforms
- Increasing the international profile of the journal and society
- Indexing: Gaining or increasing Impact Factor
- Attracting high quality content

Platform considerations: submission system

- Up-to-date submission systems give the author the opportunity to
 - upload their manuscript and additional content (datasets, 3D images, videos, mini-websites)
 - suggest/exclude reviewers
 - add keywords and select article type
 - agree to conditions of publication (licensing, copyright , editorial policy etc)

Platform considerations: online peer review systems

- Supporting the journal's peer review model (single or double blind, open peer review)
- Tools for editors
 - choosing reviewers
 - reviewer forms
 - decision support tools
 - Integrated conflict of interest, plagiarism, author identity recognition (e.g. Ithenicate, ORCID)
- Allows authors to track progress of their manuscript

Platform considerations: Websites

- Ability to highlight and rank articles of interest and provide additional information
- Search Engine Optimisation – Google ranking
- Support for continuous publishing, issues and article collections
- Options for sharing individual articles (CiteULike, Connotea, Del.icio.us, Facebook, Mendeley, Twitter)
- Commenting functions

Platform considerations: distribution and accessibility

- Production in XML, PDF, Print, export to DTDs for repositories, and in formats optimised for mobiles (e-readers, Kindles, iPad, iPhone)
- Export to PubMed and PubMed Central, Scirus, Google Scholar, Thomson, archival services, datafeeds to third parties.
- Article alerts, eTOCs, Saved searches, RSS feeds
- Export to personal bibliography websites and reference manager tools (EndNote, Mendeley, Papers, Zotero).
- Article level metrics

Important publishing initiatives

- Transfer
- CrossRef.org/DOI.org
- ORCID
- Open data
- ICEDIS standards for renewal and title data transfer/EDI
- mathJAX, XML etc

Publishing model considerations

Open Access

- No barriers to access
- No exclusive rights retained by publisher
- Articles are openly licensed
- Publisher is (often) paid for the service of publication

Subscription model

- Access available to those with a subscription
- Rights retained by publisher
- Costs covered through a subscription

Open access in 2012

- Over 7800 open access journals in the DOAJ
- Over 1200 open access journals are indexed by Thomson Reuters
- Much debate about OA in the news – the “academic spring”

In the past couple of weeks...



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Muscle from Brussels as open access gets an €80bn boost

Like 27

17 May 2012

By Elizabeth Gibney

'Hell of a difference' as Horizon 2020 set to make accessibility the norm. Elizabeth Gibney reports

The European Union is set to throw the weight of its €80 billion programme behind open-access publishing, *Times Higher Education* reports.

An official at the European Commission, which is drafting programme, said that for researchers receiving funding from 2020, open-access publishing "will be the norm".



BLOG PHOTOS & VIDEO BRIEFING ROOM ISSUES ADMINISTRATION

WE the PEOPLE YOUR VOICE IN OUR GOVERNMENT

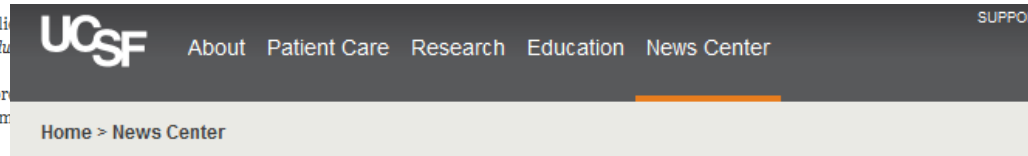
CREATE A PETITION OPEN PETITIONS RESPONSES HOW & WHY

WE PETITION THE OBAMA ADMINISTRATION TO:

Require free access over the Internet to scientific journal articles arising from taxpayer-funded research.

We believe in the power of the Internet to foster innovation, research, and education. Requiring the published results of taxpayer-funded research to be posted on the Internet in human and machine readable form would provide access to patients and caregivers, students and their teachers, researchers, entrepreneurs, and other taxpayers who paid for the research. Expanding access would speed the research process and increase the return on our investment in scientific research.

The highly successful Public Access Policy of the National Institutes of Health proves that this can be done without disrupting the research process, and we urge President Obama to aid now to implement open access policies for all federal agencies that fund scientific research.



UCSF About Patient Care Research Education News Center SUPPORT

Home > News Center

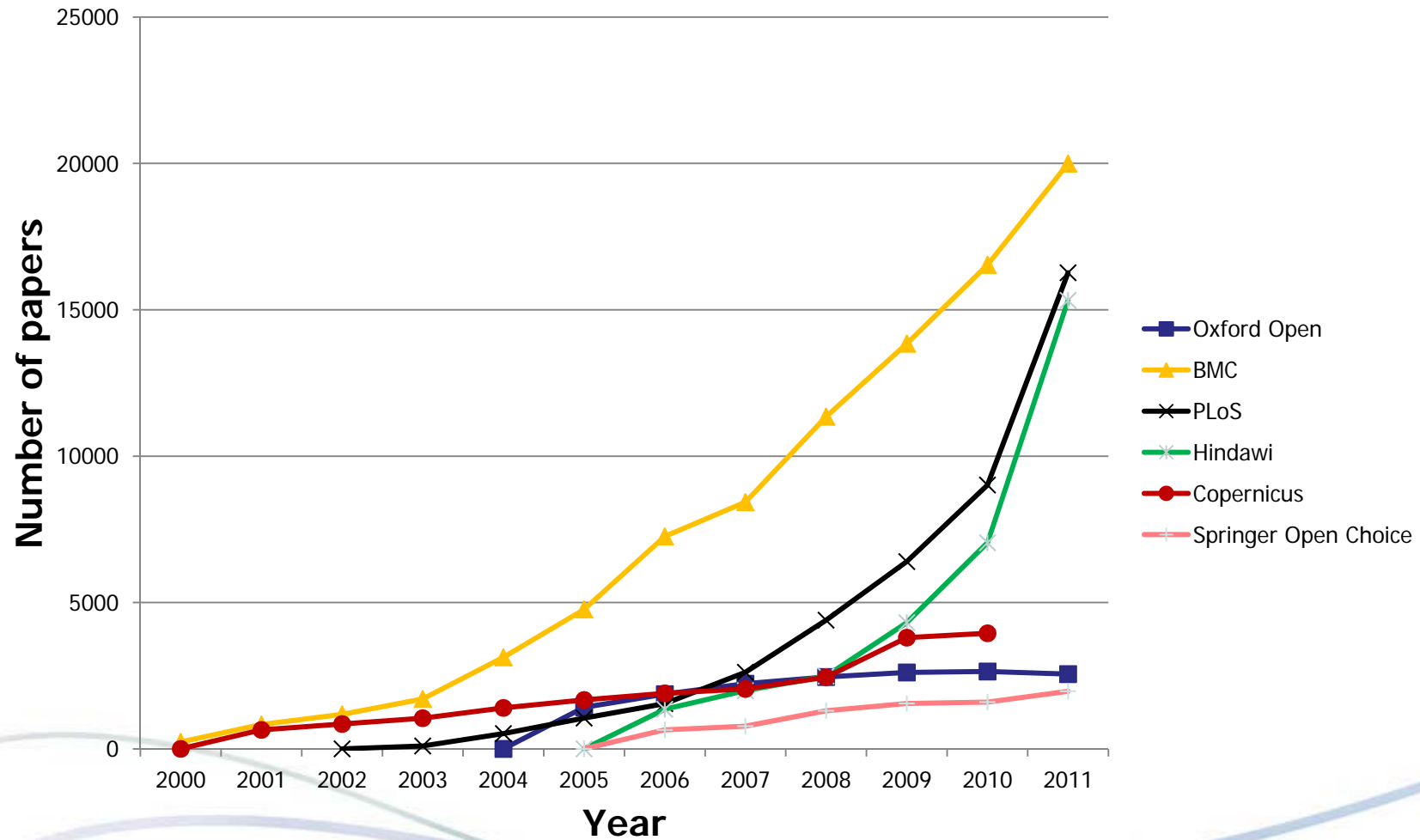
UCSF Implements Policy to Make Research Papers Freely Accessible to Public

Health Sciences Campus Becomes Largest in Nation to Adopt Open-Access Policy

A little about OA

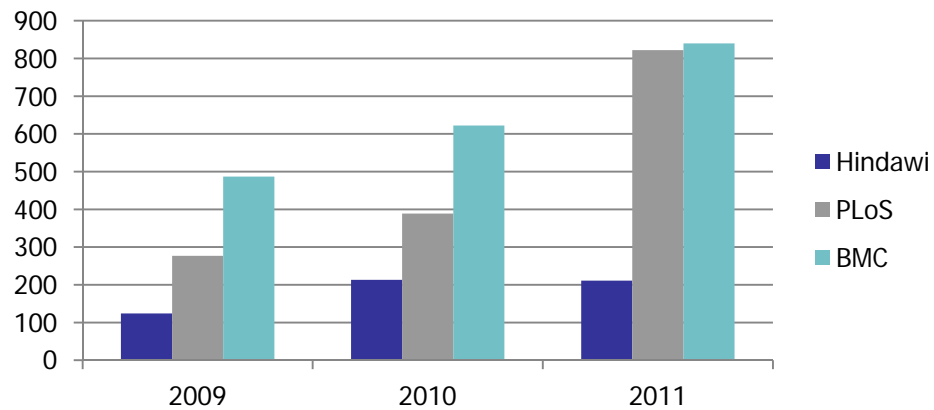
- OA journal publishing is identical to subscription publishing only with a different business model
- Open access journals have some of the highest impact factors in their fields
- Open access journals have some of the most prestigious academics as Editors-in-Chief and Editorial Board Members
- Publishing in open access journals can be cheaper than publishing in subscription journals
- Some institutions/funders mandate that all research they have funded should be published open access

Papers published by major OA publishers 2000-2011

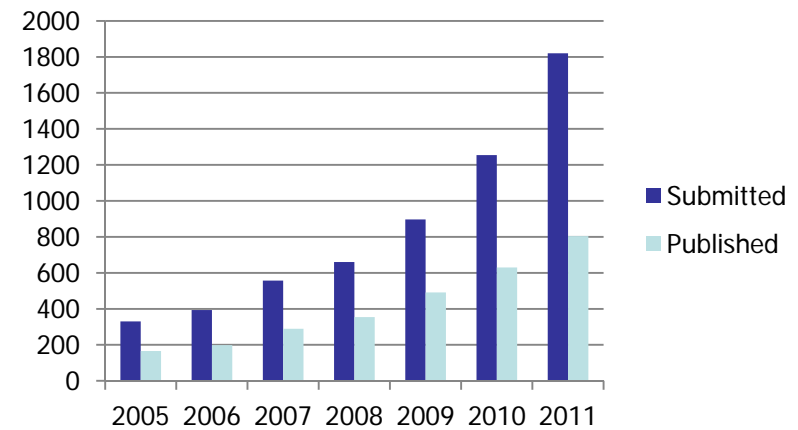


Japan growth

Open Access Publisher Comparison



Japanese submissions and acceptances in BioMed Central's journals



Society considerations: Increasing international profile

- Ease of submission for international authors with customer support
- Global visibility – availability in repositories, eg PubMed Central
- SEO – Google ranking
- International marketing and conference attendance

Visibility

- 1. Question and Answer** [Open Access](#) **Highly accessed**
12601 **Q&A: 'Toxic' effects of sugar: should we be afraid of fructose?**
Accesses Luc Tappy
BMC Biology 2012, **10**:42 (21 May 2012)
[Abstract](#) | [Full text](#) | [PDF](#) | [PubMed](#) | [Editor's summary](#)
- 2. Review** [Open Access](#) **Highly accessed**
11142 **Nutritional regulation of muscle protein synthesis with resistance exercise: strategies to enhance anabolism**
Accesses Tyler A Churchward - Venne, Nicholas A Burd, Stuart M Phillips, Exercise Metabolism Research Group
Nutrition & Metabolism 2012, **9**:40 (17 May 2012)
[Abstract](#) | [Provisional PDF](#) | [PubMed](#)
- 3. Commentary** [Open Access](#) **Highly accessed**
11083 **How Not To Be A Bioinformatician**
Accesses Manuel Corpas, Segun Fatumo, Reinard Schneider
Source Code for Biology and Medicine 2012, **7**:3 (28 May 2012)
[Abstract](#) | [Provisional PDF](#) | [PubMed](#) | [1 comment](#)
- 4. Research** [Open Access](#) **Highly accessed**
8445 **Multiple-center evaluation of mortality associated with acute kidney injury in critically ill patients: a competing risks analysis**
Accesses Christophe Clec'h, Frédéric Gonzalez, Alexandre Lautrette, Molière Nguile-Makao, Maité Garrouste-Orgeas, Samir Jamali, Dany Golgran-Toledano, Adrien Descorps-Declere, Frank Chemouni, Rebecca Hamidfar-Roy, Elie Azoulay, Jean-François Timsit
Critical Care 2011, **15**:R128 (17 May 2011)
[Abstract](#) | [Full text](#) | [PDF](#) | [PubMed](#)
- 5. Research** [Open Access](#)
6159 **Associations among 25-year trends in diet, cholesterol and BMI from 140,000 observations in men and women in Northern Sweden**
Accesses Ingegerd Johansson, Lena Nilsson, Birgitta Stegmayr, Kurt Boman, Göran Hallmans, Anna Winkvist
Nutrition Journal 2012, **11**:40 (11 June 2012)
[Abstract](#) | [Provisional PDF](#) | [PubMed](#) | [Editor's summary](#)

Visibility from an OA platform: BMC example

- 29 million page views a month
- 5 million user sessions per month
- Over 1.4 million registered users
- Over 400,000 recipients to fortnightly BioMed Central newsletter
- 15,000 new registrants a month
- Google page rank of 8

Society considerations: Indexing

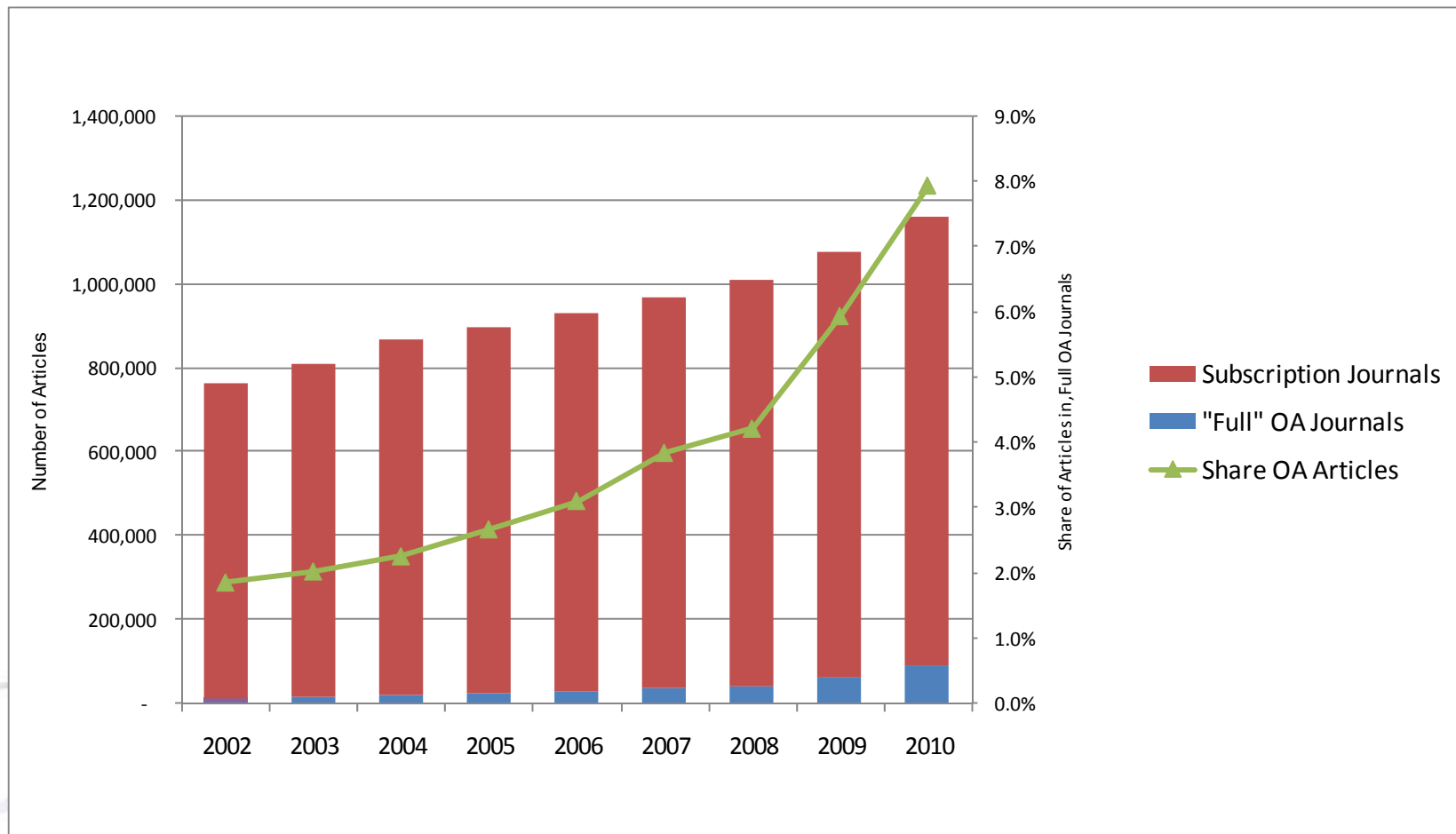
- Publishing with an OA publisher means inclusion in PubMed and PubMed Central
- BioMed Central has 125 (over 50%) journals tracked by Thomson and 55 open for evaluation
- 80% of the decisions we have received since 2011 have been acceptances.
- Citation advantage?

Top 10 Cited OA Journals

Journal	Publisher	Articles 10	Citations 10	Impact Factor 10
Nucleic Acids Research	OUP	1,101	100,444	7.836
Optics Express	Optical Soc. America	2,943	46,603	3.749
PLoS One	PLoS	6,714	42,795	4.411
Environmental Health Perspectives	US Dept. Health & Hum. Sci.	270	26,173	6.087
Emerging Infectious Diseases	Centers for Dis. Control & Prev.	332	20,276	6.859
PLoS Biology	PLoS	214	18,453	12.469
World Journal of Gastroenterology	Baishideng Publishing Group	813	15,119	2.240
Atmospheric Chemistry and Physics	Copernicus	751	14,776	5.309
PLoS Genetics	PLoS	458	13,327	9.543
BMC Bioinformatics	BioMed Central	690	12,653	3.028

(Sources: Journal Citation Reports 2010, DOAJ)

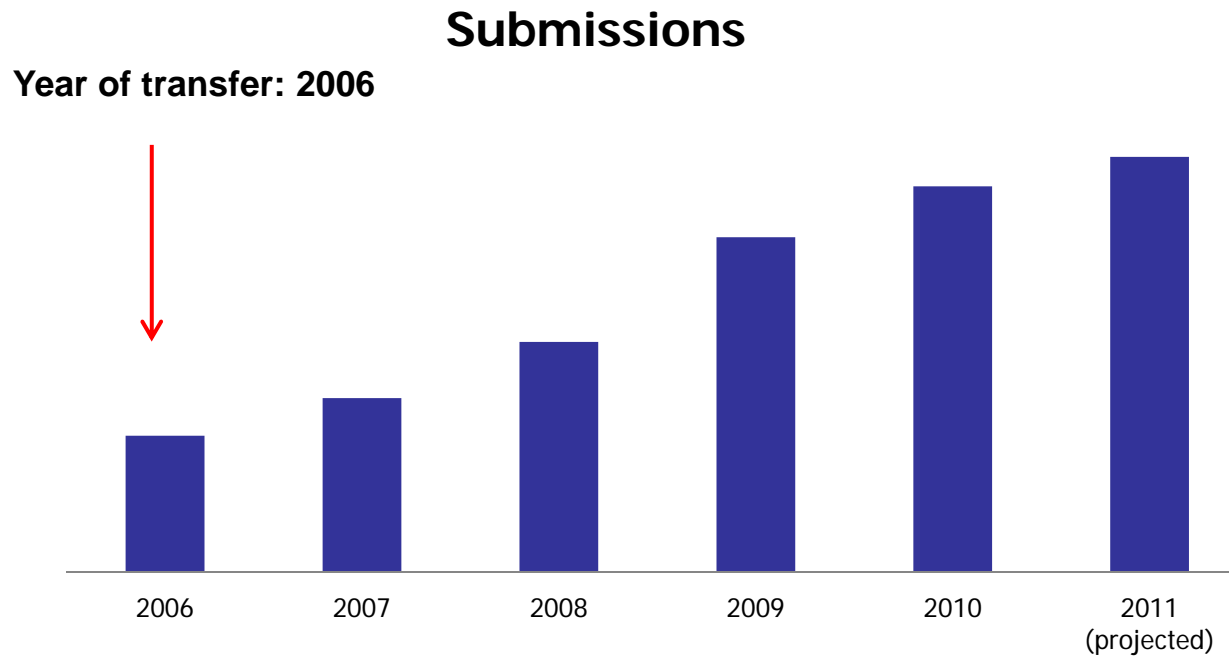
Growing "open access share" in Web of Science

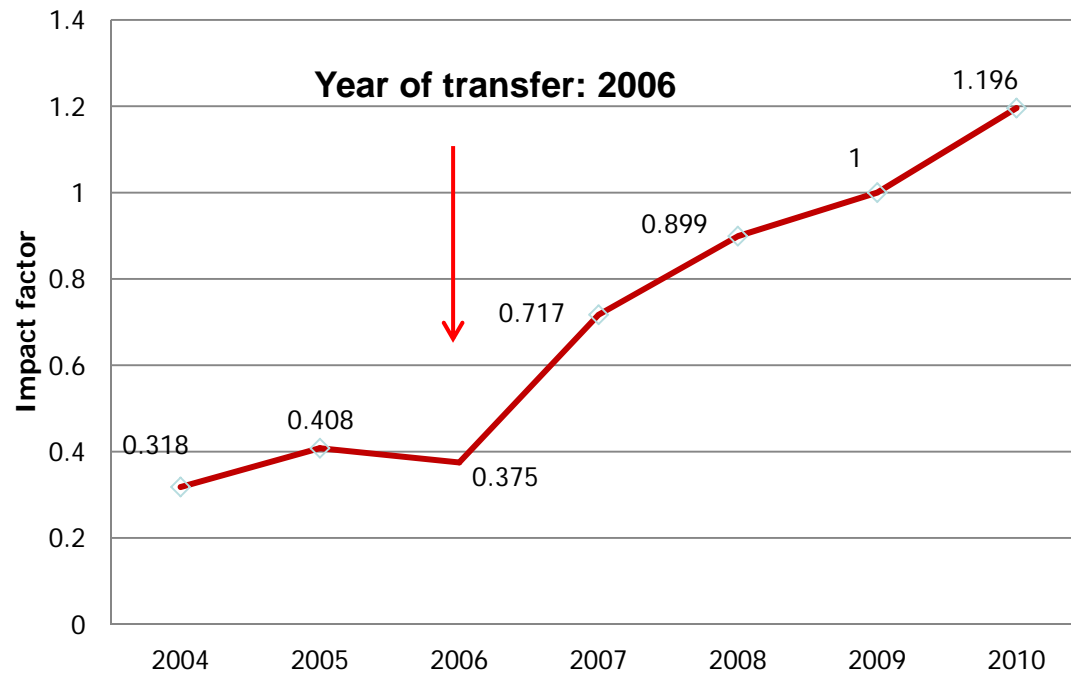


Society considerations: attracting high quality content

Journals that have transferred from subscription to OA with impact factors have all experienced at least a steady rate of article submission after the transfer, in some cases a quantitative increase, accompanied by an increase in the quality of submissions.

Case study: Acta Veterinaria Scandinavica

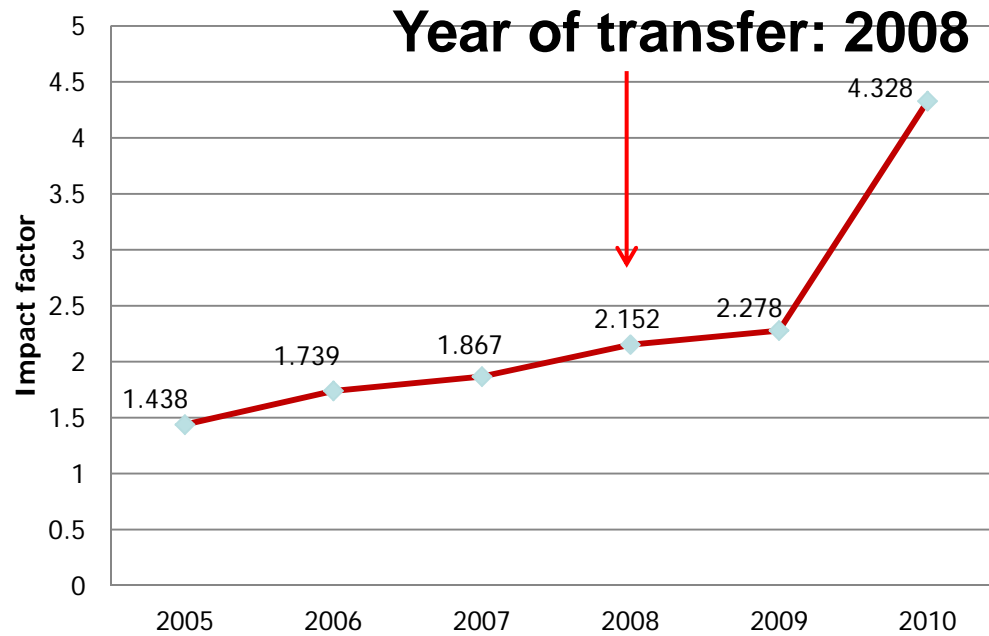




Editor's quote

“Acta Veterinaria Scandinavica moved to BioMed Central in 2006, along with its Impact Factor. As an effect of the much improved visibility of the journal's content we have seen a significant rise in submissions, often from countries where researchers would not have considered publishing with us in the past.”

Mats Forsberg, Editor-in-Chief



Many society journals are transferring to OA publication

- Wider dissemination and more international reach
- Increase in number and quality of submissions
- Improvement of bibliometric performance / impact factor
- Increasing demand from authors within mandating institutions/funding bodies

Any questions?

deborah.kahn@biomedcentral.com