

The Unbidden Revolution in Scholarly Publishing:

After Philosophy There Must be Action

Martin G. Hicks

International Chemical Information Conference, Nimes, 2005

The Unbidden Revolution in Scholarly Publishing:

After Philosophy There Must be Action



Victor Hugo, *Les Miserables*



"There comes an hour when protest no longer suffices; after philosophy there must be action; live force finishes what the idea has sketched."

This will not be about.....

“...people banging on about institutional repositories, more “green” and “gold” routes, librarians whining about rising costs, and publishers giving sales pitches on added value and hyperlinks to full text ...”

Scholarly Publishing The Unbidden Revolution

Transition from traditional to web-based publishing

 **Faster publishing**

Better access

Lower costs

Lower prices

Better functionality

Better interactivity

Transition from oligopoly to free-market

Open Access is a catalyst for change

Changes are coming

Alternative sources available via the web are going to create a growing problem for traditional STM publishers

Harry Collier

Open Access could reduce cost of scientific publishing by up to 30%

Costs and business models in scientific research publishing, Wellcome Trust 2004

STM Publishing 2002

Journals: USD 3.5 billion of sales (50%)

Databases: USD 1.3 billion

Books USD 1.1 billion

Metadata (e.g. indexes) USD 800 million

Aggregation activities USD 300 million

An estimated 61% of scientific and technical information was published in electronic form (*i.e.* digital delivery)

Insufficient Access

No research institution can afford to subscribe to all the journals that its researches need

All the potential advances from research are not being maximized

(estimated loss £1.5 billion p.a. in UK)

In the digital age the barriers to access can be eliminated

Crisis, what crisis?

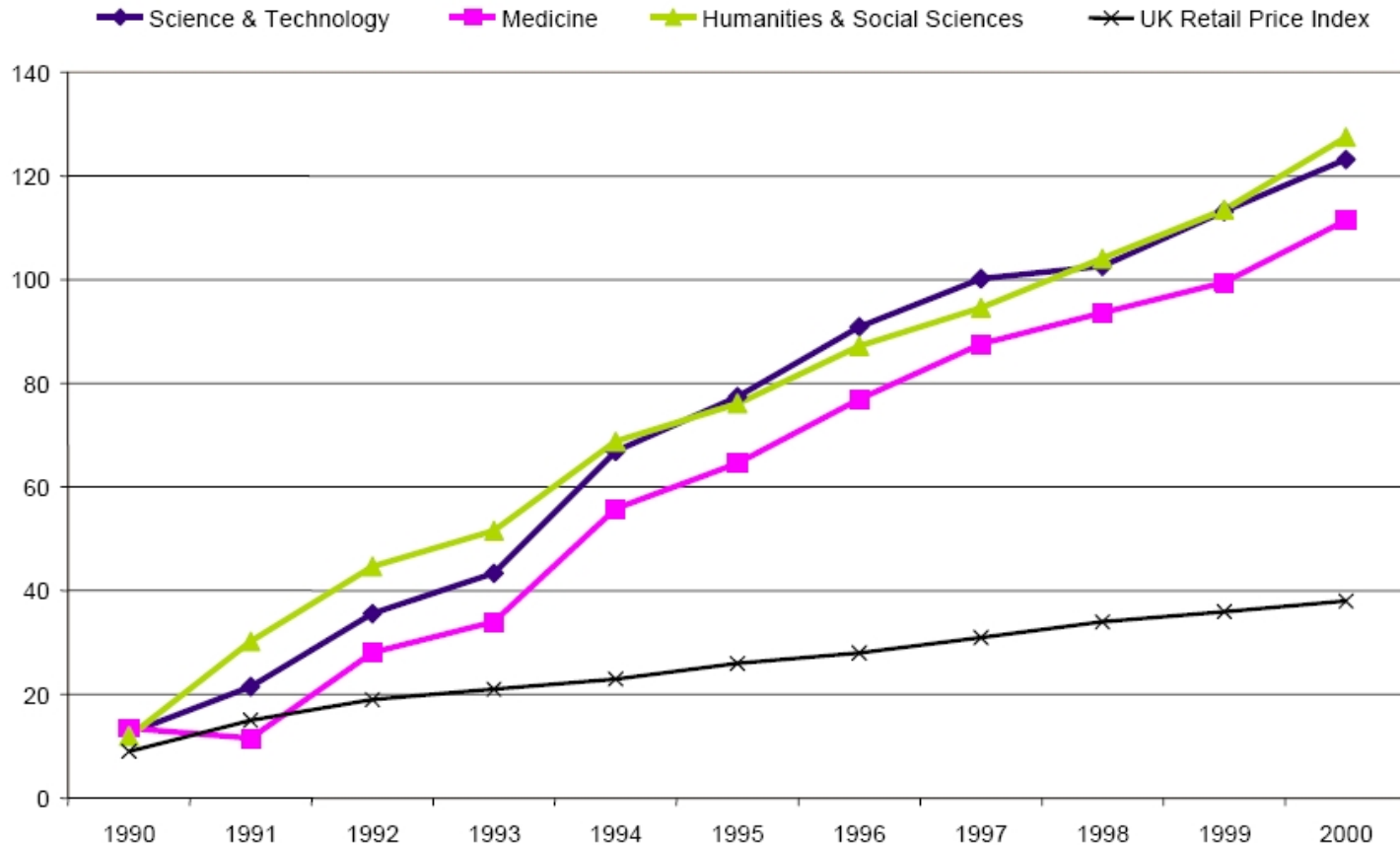
Scientific journals have been the fastest growing media sub-sector of past 15 years

10% organic revenue compound annual growth rate over past 18 years

Industry growth has been so good that the OFT believes „the market for STM journals may not be working well“

MorgenStanley Industry Overview „Scientific Publishing: Knowledge is power“ 2002

Journal Price Increases 1990-2000



Source: OECD report on scientific publishing 2005 citing Blackwell's Periodical Prices from DTI, *Publishing in the Knowledge Economy: Competitiveness analysis of the UK publishing media sector*, London, 2002

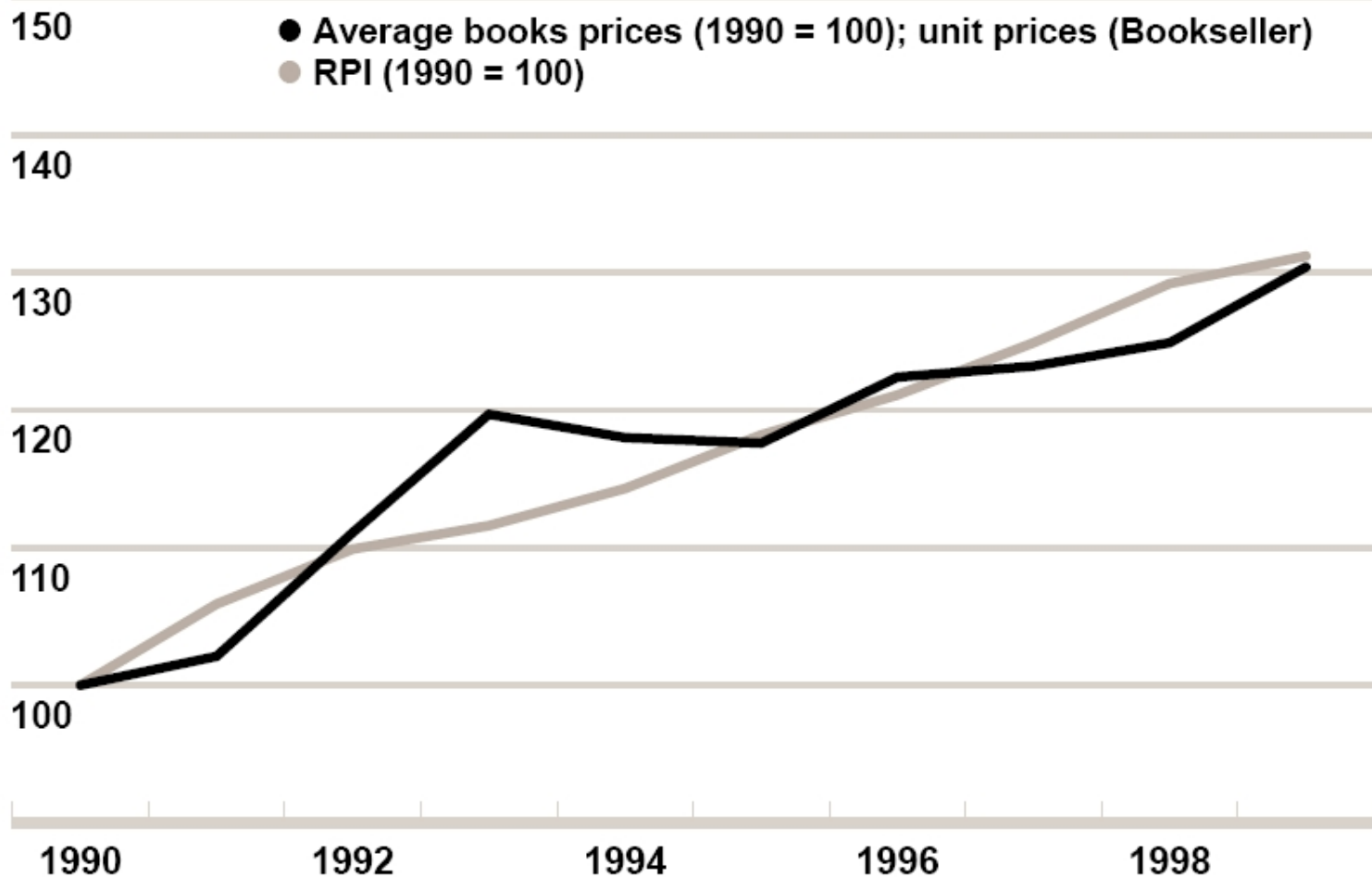
Too Expensive

“Journals should give up what are effectively immoral earnings. They add no value to the scientific research, and yet it may take a year or more before they publish and they then charge people to read it.

Making money out of restricting access to research is immoral.”

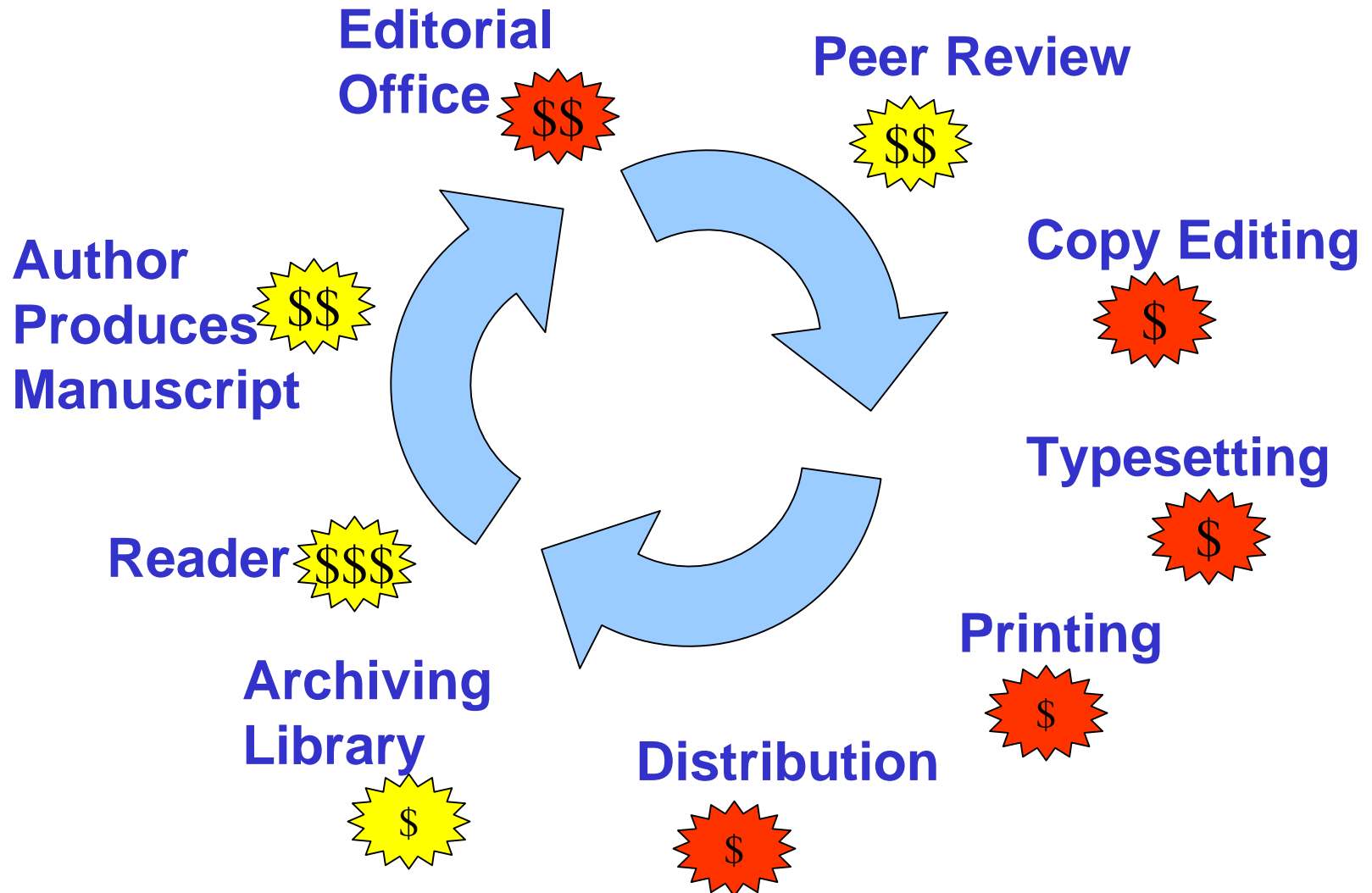
Richard Smith, former editor BMJ

Book Price Increases 1990-2000

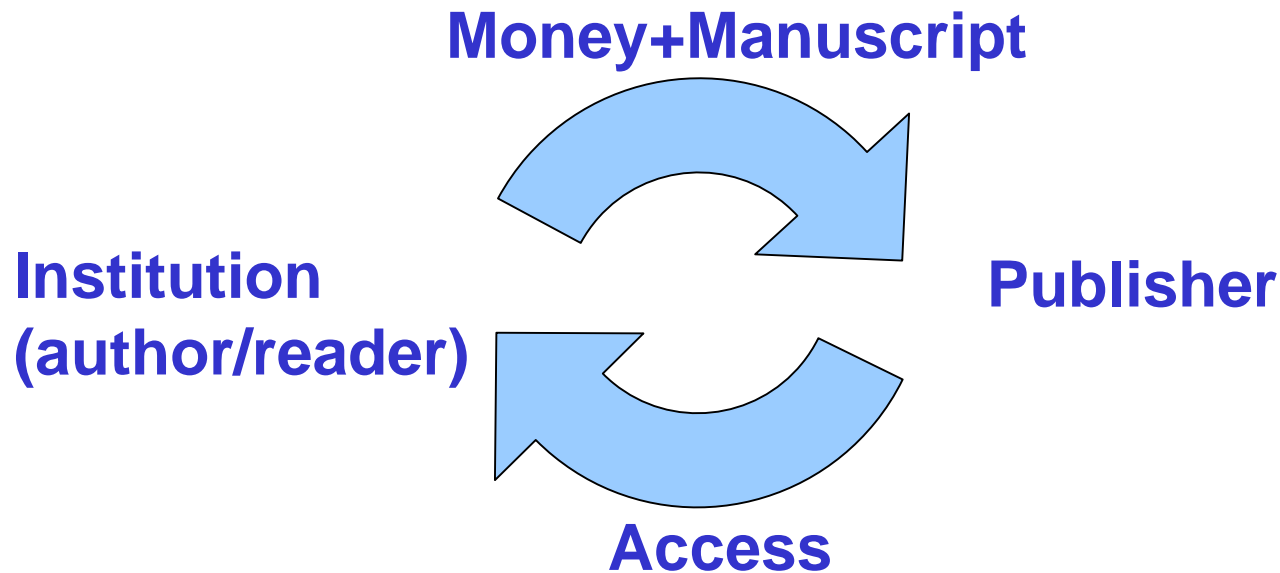


Sources The Bookseller, ONS

STM Publishing Cycle



STM Journal Publishing Reduced Model



How can this be self-sustaining?

Incentives to Publish Research Articles

Unlike book publishing – not for money

Pursuit of Priority

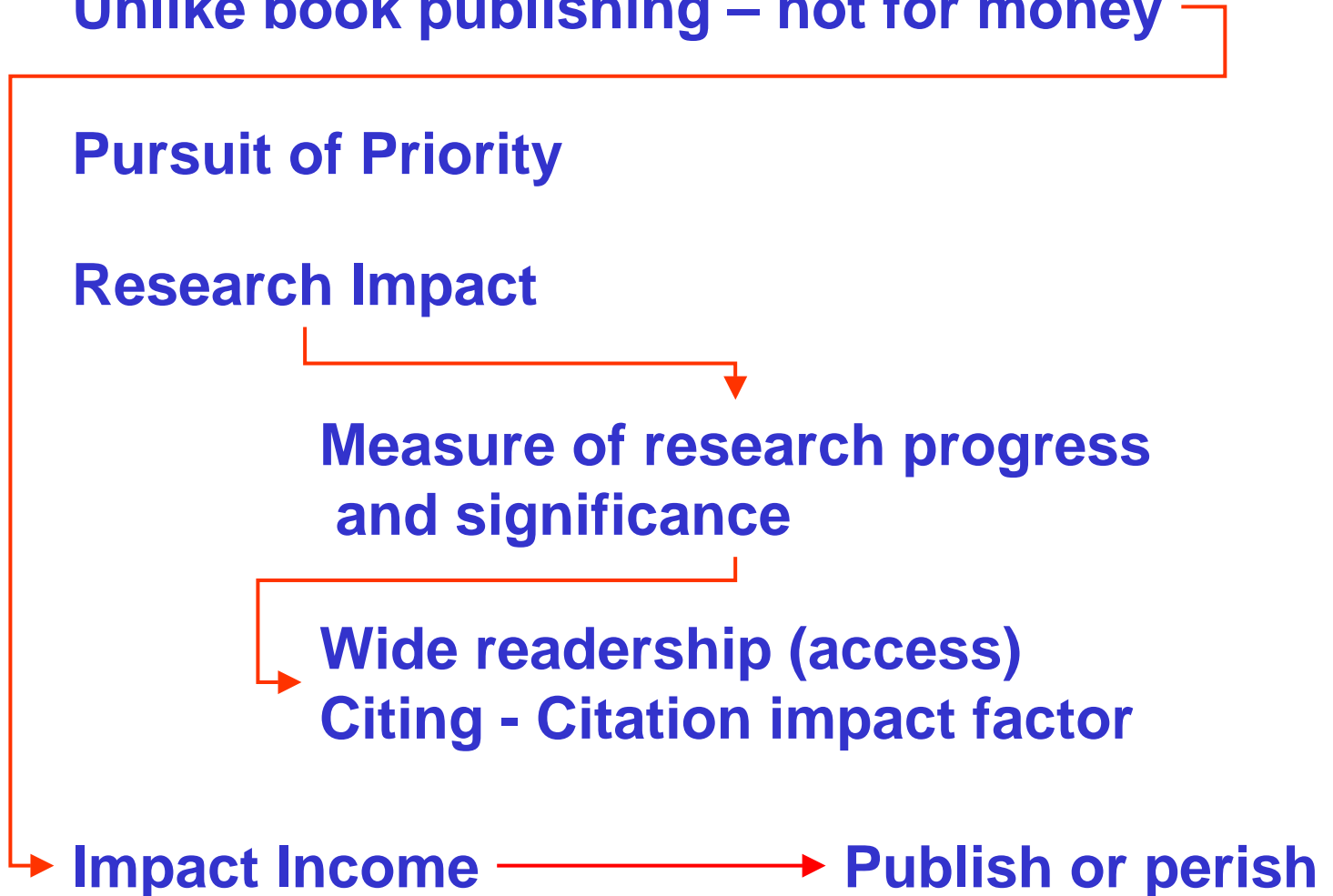
Research Impact

Measure of research progress
and significance

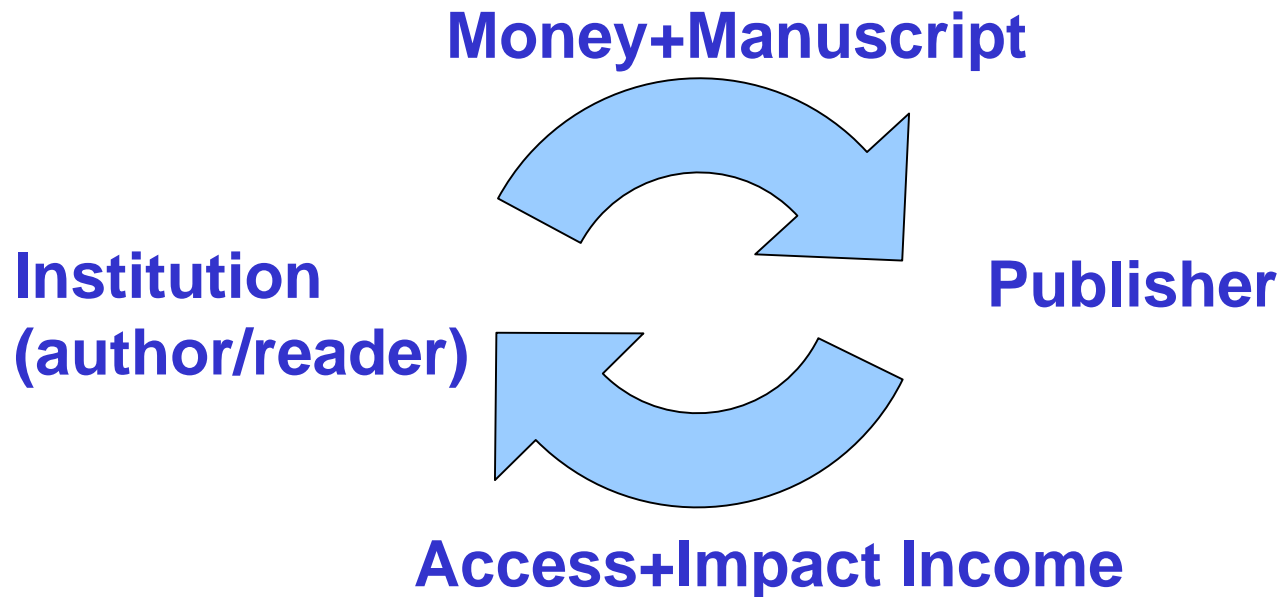
Wide readership (access)
Citing - Citation impact factor

Impact Income

Publish or perish



STM Journal Publishing Reduced Model



STM Publishing Market Characteristics

Impact income

Customer is not user

Big Deals

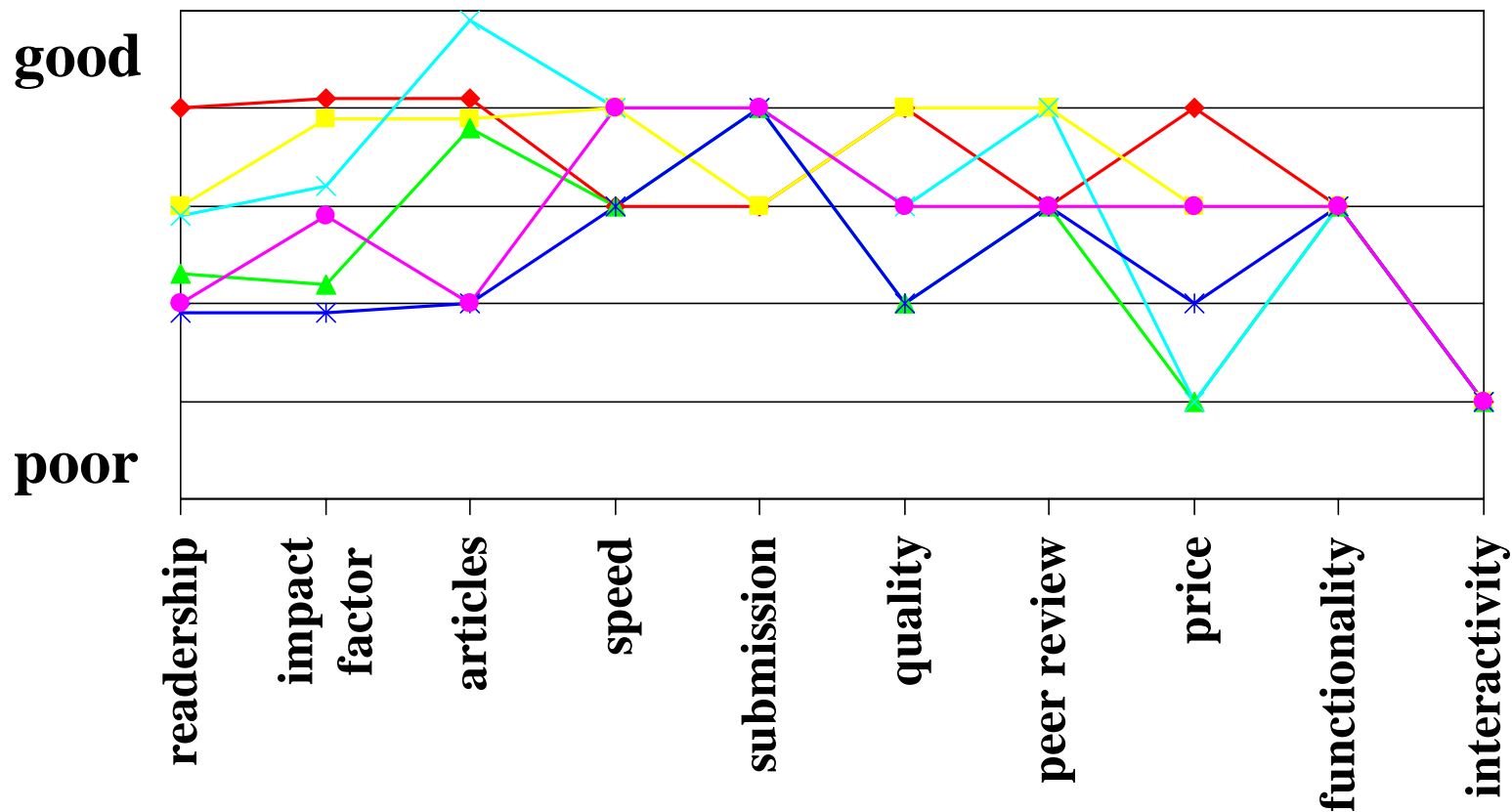
In a period of transition

Competitive growing market

Cause distortions

**Provide
opportunities**

Characteristics of the top 6 journals in organic chemistry



Some Open Access Reading

Peter Suber's blog <http://www.earlham.edu/~peters/fos/fosblog.html>

OECD report on scientific publishing **OECD 2005**

Costs and business models in scientific research publishing
Welcome Trust 2004

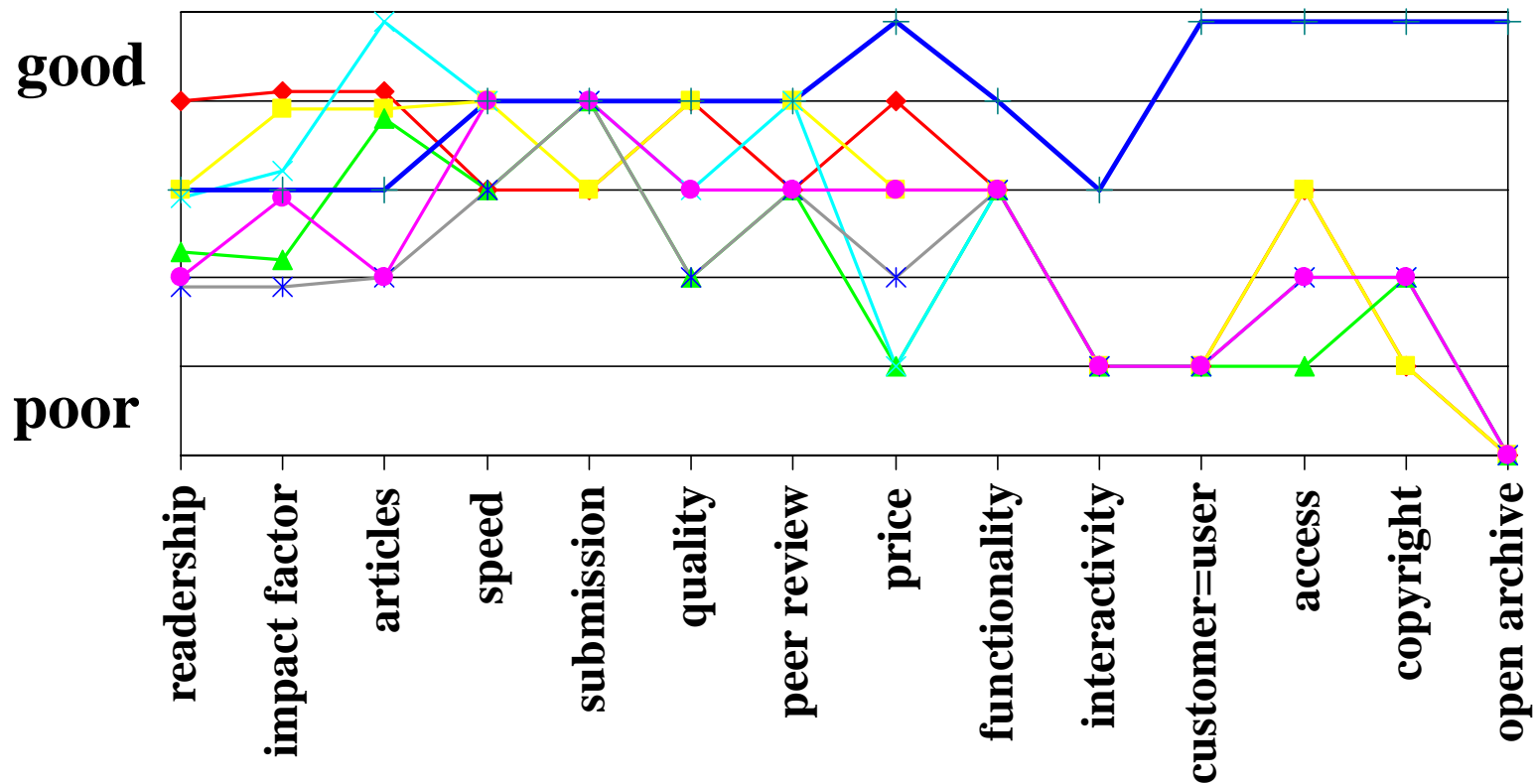
Economic analysis of scientific research publishing
Welcome Trust 2003

JISC: Learned Society Open Access Business Models
M. Waltham 2005

Scientific Publications: Free for All, Tenth Report
House of Commons, STC, 2004

Publishing in the knowledge economy **Pira, 2002**

Characteristics of the top 6 journals in organic chemistry (incl. Open Access attr.)



- 2006** **Beilstein-Institut Workshop:**
"Molecular Interactions - Bringing Chemistry to Life"
May 15th - 19th, 2006, Bozen, Italy
- 2006** **Beilstein Symposium:**
2nd International ESCEC Workshop on
"Experimental Standard Conditions of Enzyme Characterization
(ESCEC)"
March 19th - 23rd, 2006 in Ruedesheim/Rhein, Germany
- 2004** **Beilstein-Institut Workshop:**
"The Chemical Theatre of Biological Systems"
May 24th - 28th, 2004, Bozen, Italy
- 2003** **Beilstein Symposium:**
1st International ESCEC Workshop on
"Experimental Standard Conditions of Enzyme
Characterization"
Oct. 5th - 8th, 2003 in Ruedesheim/Rhein, Germany
- 2002** **Beilstein-Institut Workshop:**
"Molecular Informatics: Confronting Complexity"
May 13th-16th, 2002, Bozen, Italy.
- 2000** **Beilstein-Institut Workshop:**
"Chemical Data Analysis in the Large: The Challenge of the
Automation Age"
May 22th-26th, 2000 Bozen, Italy

What do you need to launch a journal?

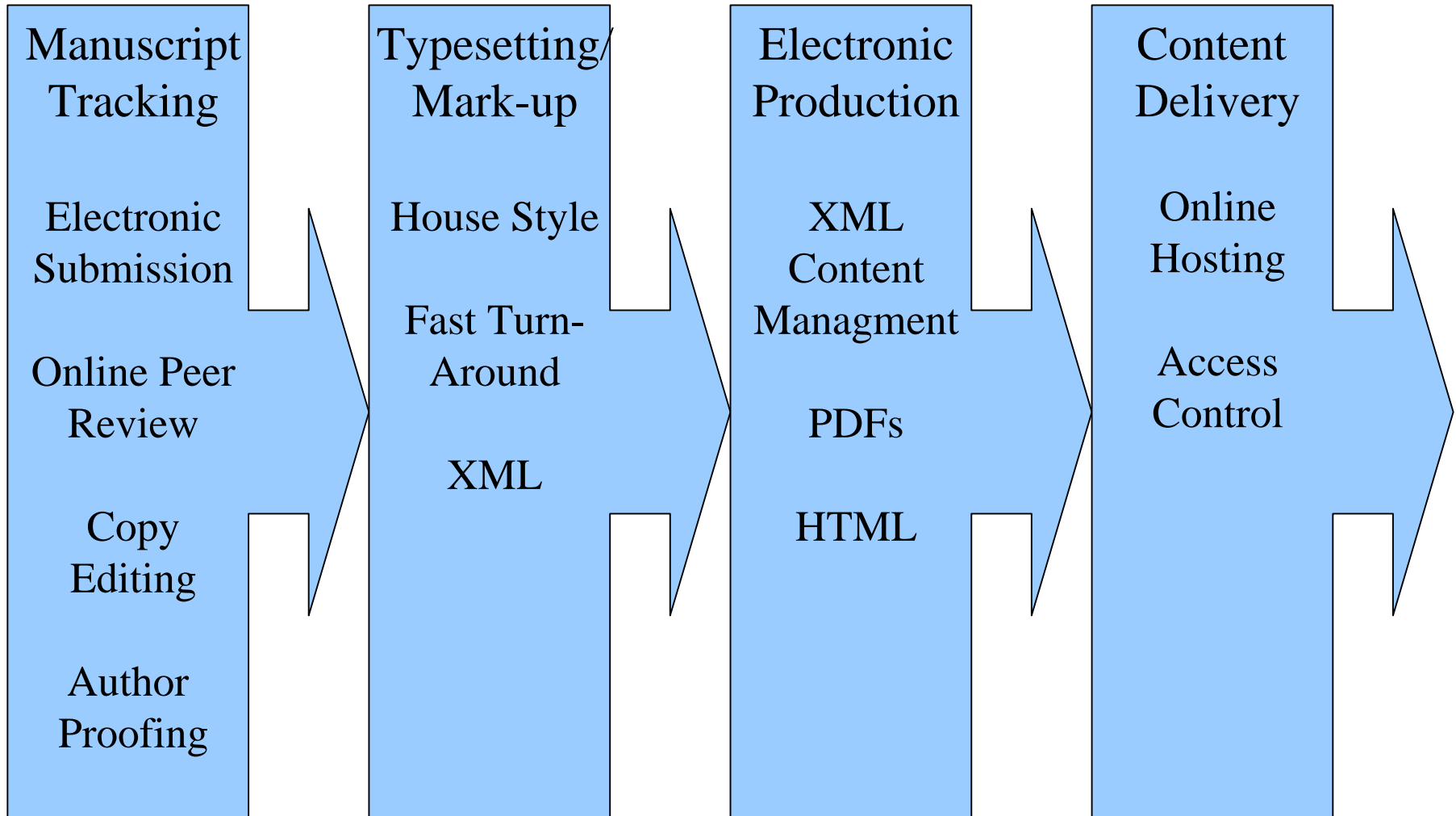
Editor

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Infrastructure

Business Plan

Infrastructure



Business Plans

Guide to Business Planning for Converting a Subscription-based Journal to Open Access v3

Guide to Business Planning for Launching a New Open Access Journal v2

Model Business Plan: A Supplemental Guide for Open Access Journal Developers & Publishers



Beilstein Journal of Organic Chemistry

Aims:

To be a high quality international publication that combines effective peer review with rapid publication and the widest possible dissemination

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Post a comment



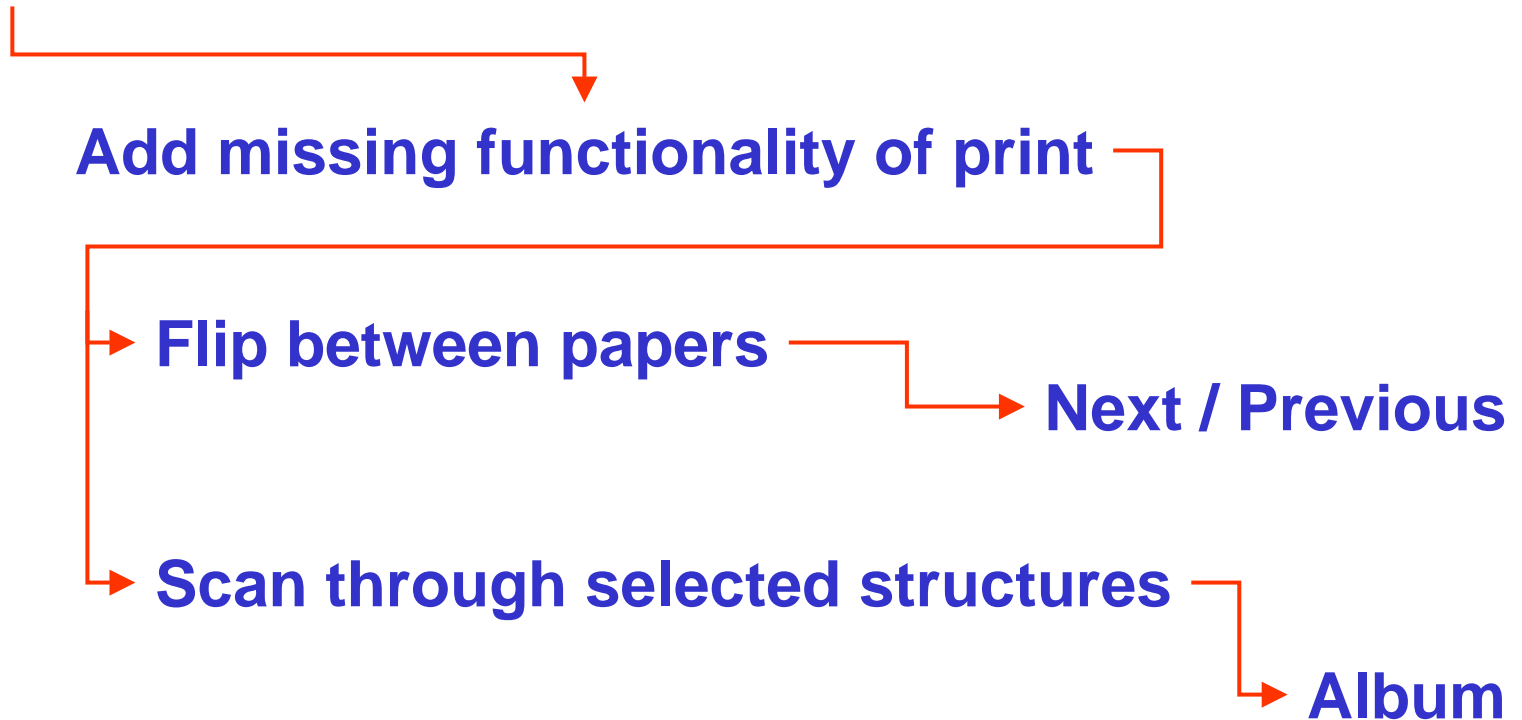
moderated by the editor

associated with the article

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Improved Functionality

Browsing





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University of Manchester
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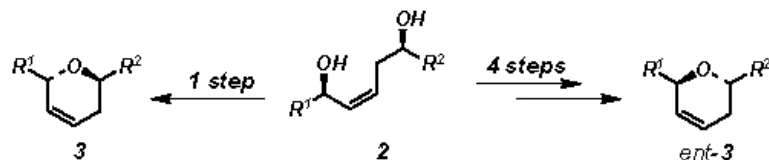
Preliminary Communication [Open Access](#)

Synthesis of 2,6-*Trans*-Disubstituted 5,6-Dihydropyrans from (*Z*)-1,5-*Syn*-Endiols

Eric M Flamme, William R Roush

Beilstein Journal of Organic Chemistry 2005, 1:7 (26 August 2005)

[Abstract] [Full Text] [PDF]



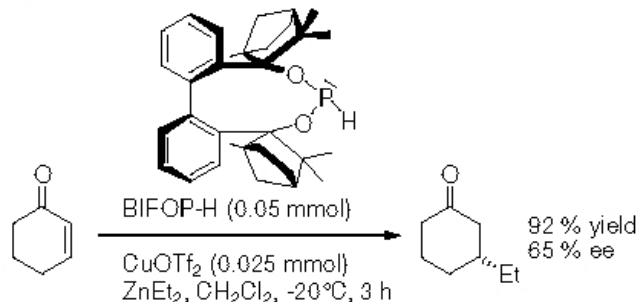
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An exceptional P-H phosphonite: Biphenyl-2,2'-bisfenchylchlorophosphite and derived ligands (BIFOPs) in enantioselective copper-catalyzed 1,4-additions

T Kop-Weiershausen, J Lex, J-M Neudörfl, B Goldfuss

Beilstein Journal of Organic Chemistry 2005, 1:6 (26 August 2005)

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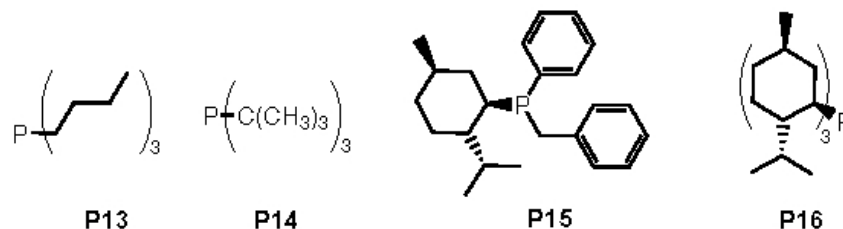
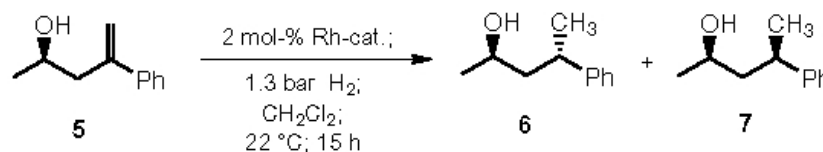
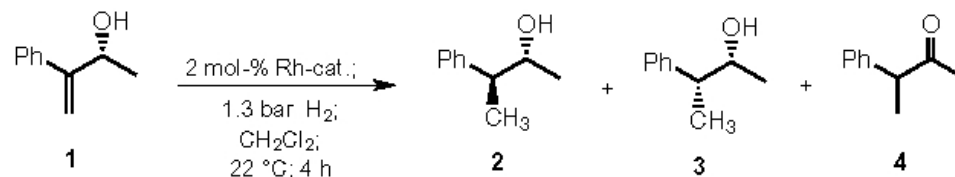
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Preliminary Communication

Mixtures of Monodentate P-Ligands as a Means to Control the Diastereoselectivity in Rh-Catalyzed Hydrogenation of Chiral Alkenes

Manfred T Reetz and Hongchao Guo

Max-Planck-Institut für Kohlenforschung, Kaiser-Wilhelm-Platz 1, D-45470 Mülheim/Ruhr, Germany

Beilstein Journal of Organic Chemistry 2005, 1:3 doi:10.1186/1860-5397-1-3[< previous](#) [album](#) [next >](#)

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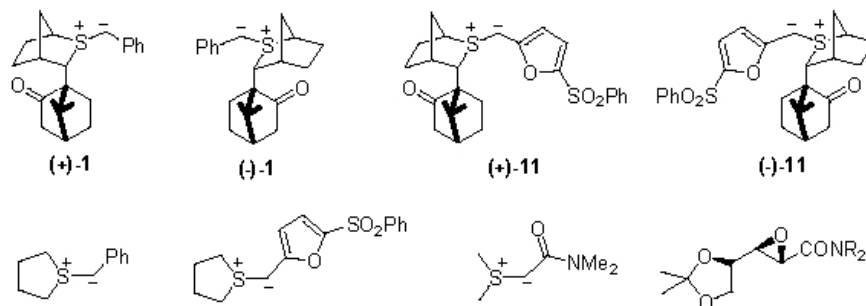
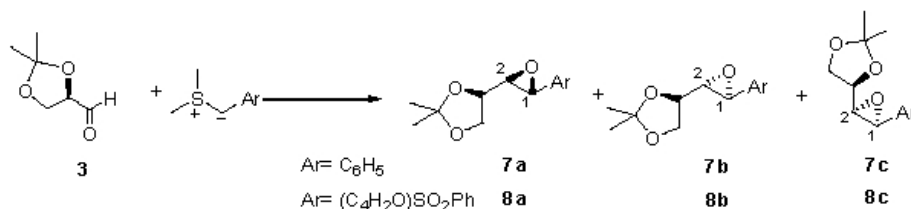
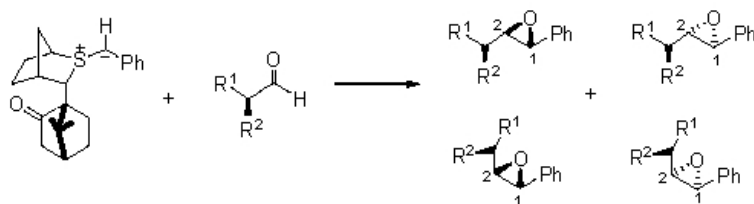
Reagent Controlled Addition of Chiral Sulfur Ylides to Chiral Aldehydes

Varinder K Aggarwal ✉ and Jie Bi ✉

School of Chemistry, University of Bristol, Cantock's Close, Bristol BS8 1TS, UK

Beilstein Journal of Organic Chemistry 2005, 1:4 doi:10.1186/1860-5397-1-4

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From 1st October 2005

**You've got to be very careful if you don't know
where you're going, because you might not get there**

Lawrence Peter "Yogi" Berra

**A magic dwells in each beginning
Jedem Anfang wohnt ein Zauber inne**

Herman Hesse

Acknowledgements

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