

# Hybrid Journals – Two Domain Scientist / Faculty Member Perspectives

ALA January 2011 – Panel Discussion on Hybrid Journals and  
Sponsored Articles

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# The Left (Me) and the Right (My Colleagues)



- EIC & co-founder of OA journal
  - 62% full text available\*
  - OA zealot *BUT* there must be a business model
  - Society ISCB
  - Very interested in improved scholarly communication
- Editors of CA journals
  - 23% full text available\*
  - Increasingly OA aware
  - Society with CA journals
  - Very interested in publishing their next paper in the best journal regardless of access model

\* *As Indicated by PubMed*

# Points to Note

- I am speaking as a UC faculty member
- I am speaking as a life scientist well aware of the different constraints, sociologies, drivers in different disciplines



- The funding agencies are the elephant in the room and who will drive most of what happens to the left and right

# NIH Current Status



- Require availability after one year
- Require grantees to include PMCids on reports and grant applications – not doing anything with that information yet
- Have a data sharing policy but not enforced yet

# What Does That Imply Today?



- Publish according to wishes of first author
  - If no preference will choose golden path OA
  - If first author chooses journal with hybrid option will pay for OA
  - No thought to green path OA
  - Vague awareness of PMC requirements
- Publish where they always have published regardless of model
  - No thought to green path OA
  - Vague awareness of PMC requirements

# Underlying Rationale



- Publishing has barely changed in the last 300+ years which implies:
- Dissemination, comprehension and quality *may be* suffering through failure to effectively use the medium and the technology available today
- Reproducibility, plagiarism etc. will continue to raise their ugly heads
- Full access to the text (and the data behind the text) in the most machine usable way are prerequisite to moving forward
- Some awareness of previous negotiations with Elsevier and NPG
- Realizing journal access is not for free
- Like the idea of potential increased readership of their work
- Most have not thought much about hybrid journals

So for me hybrid journals are but  
a small step in the right direction

# The Game is Afoot

- Open access
- Interactive PDFs
- Article of the Future
- ORCHID
- Datacite, Dryad
- Mendelay
- Hubs
- Open publishing platforms
- Citizen science
- .....





# Signs of Change Are All Around

- Open access – new business models
- Interactive PDFs – baby steps
- Article of the Future – already past
- ORCID – disambiguation of all content
- Datacite, Dryad – data treated as publications
- Hubs – new forms of integration
- Open publishing platforms - competition

# Here is What I Want as a Scholar

## The Knowledge and Data Cycle

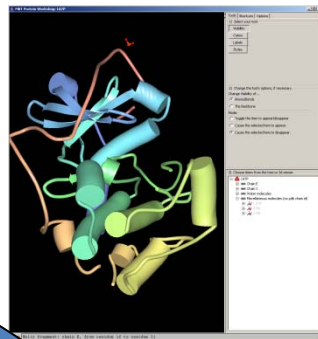
0. Full text of PLoS papers stored in a database



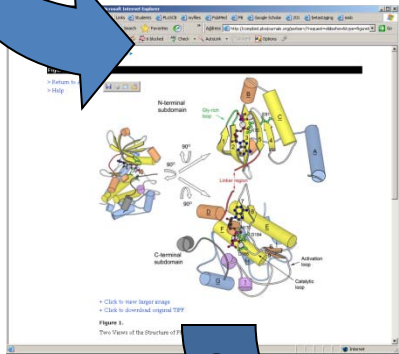
4. The composite view has links to pertinent blocks of literature text and back to the PDB



3. A composite view of journal and database content results



2. Clicking the paper figure retrieves data from the PDB which is analyzed



1. A link brings up figures from the paper

1. User clicks on *content*
2. Metadata and webservices to data provide an *interactive view* that can be *annotated*
3. Selecting features provides a data/knowledge *mashup*
4. *Analysis* leads to new content I can *share*

Workshop: January 19-21, 2011  
University of California San Diego

Program (Draft)  
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days until  
Workshop Begins

#### Template tips

[Learn more about working with templates.](#)

[How to change this sidebar.](#)

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## Workshop: January 19-21, 2011 University of California San Diego

This is our wiki for the workshop. Any participant is welcome to [add or modify content to this wiki](#) - to receive editorial rights, please send an email to [the team](#).



**Immediate Goal:** The goal of this workshop is not to produce a white paper! Rather it is to identify a set of requirements, and a group of willing participants to develop open source code to accelerate knowledge sharing. Our starting point, and the only prerequisite to participating, is the belief that we need to move *Beyond the PDF*. Specifically, we think that better integration between the research paper and research data is imperative - see our papers for more details on this thinking, and please add your own so we know your thoughts!

**Two Year Goal:** To have crowd sourced at least one widely used product that exemplifies open science and improves one or more aspects of the scientific enterprise such as accuracy, productivity, dissemination, comprehension. Examples might be (i) a new interactive journal to which authors are keen to submit (ii) a new tool that significantly improves the productivity of a large number of research laboratories in different disciplines.

Please read the original workshop proposal [here](#).

#### Workshop Procedure:

Leading up to the workshop, the process is as follows:

- 1) Under [files](#) are a set of components that comprise a scientific workflow - from ideas, to grant, to hypothesis, to experiment, to data, to software written, to final publication and even a press release.
- 2) Attendees are asked to use components of the workflow and the data to illustrate what their tools do, or what they propose to do.
- 3) Attendees should submit a link to their work or post their work [here](#) using [this content](#), accompanied by a brief description, by **December 9th, 2010**. Travel funds will be awarded to those from non-profits who need it based on this content.
- 4) Presenters, thought leaders will be chosen based on this process. The first day or the workshop will review what has been contributed. The second day will define what can be achieved and a set of requirements established. The third day will define who will do what to complete the immediate and two years goals and how it can be funded.

[REGISTER HERE](#) for Beyond the PDF workshop.

