

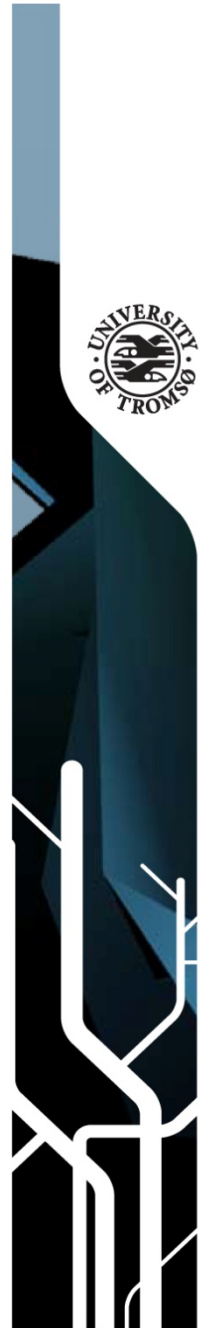
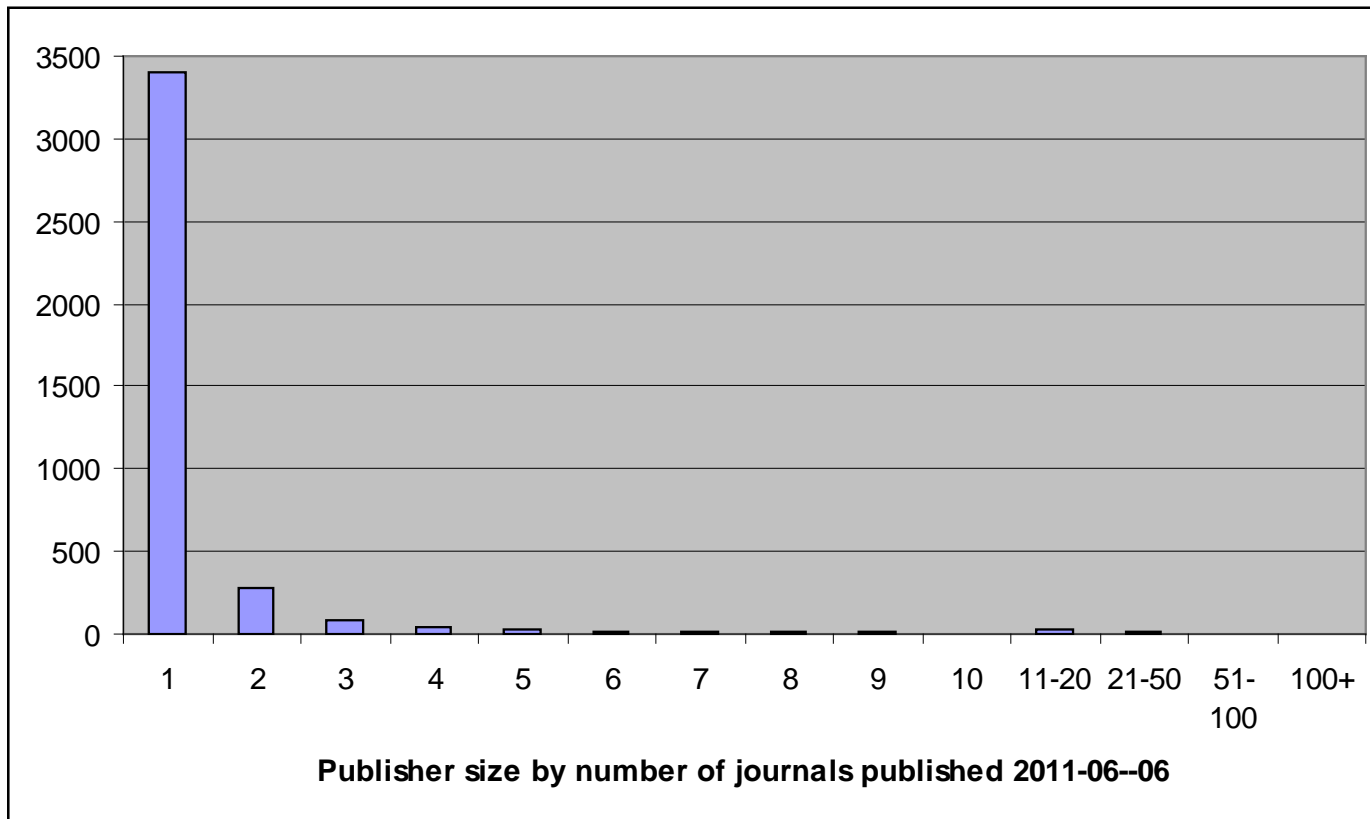


Is going solo a good idea?

Presentation at the PKP Scholarly Publishing Conference 2011
Berlin, 28th September 2011

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The size distribution of OA publishers



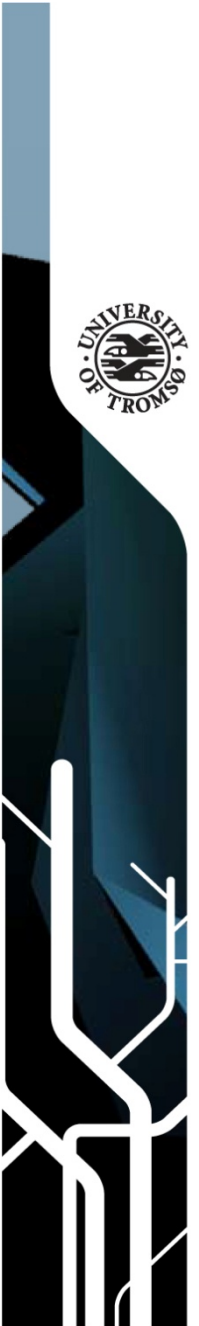
Size distribution – the numbers (2011-06-06)

Publisher size	Numbers		Percentage of total	
	Publishers	Journals	Publishers	Journals
1	3397	3397	86,6 %	52,7 %
2	280	560	7,1 %	8,7 %
3	79	237	2,0 %	3,7 %
4	43	172	1,1 %	2,7 %
5	25	125	0,6 %	1,9 %
6	15	90	0,4 %	1,4 %
7	11	77	0,3 %	1,2 %
8	8	64	0,2 %	1,0 %
9	9	81	0,2 %	1,3 %
10	6	60	0,2 %	0,9 %
11-20	32	434	0,8 %	6,7 %
21-50	9	251	0,2 %	3,9 %
51-100	4	267	0,1 %	4,1 %
100+	3	631	0,1 %	9,8 %
Totalt	3921	6446	100,0 %	100,0 %



What seems to be the problem?

- Small-scale production is economically inefficient
 - Fixed costs divided on a small number of articles
 - No scope for division of labor, gaining expertise
- Either costly
— or low technical quality (or both)



Publisher size and DOAJ

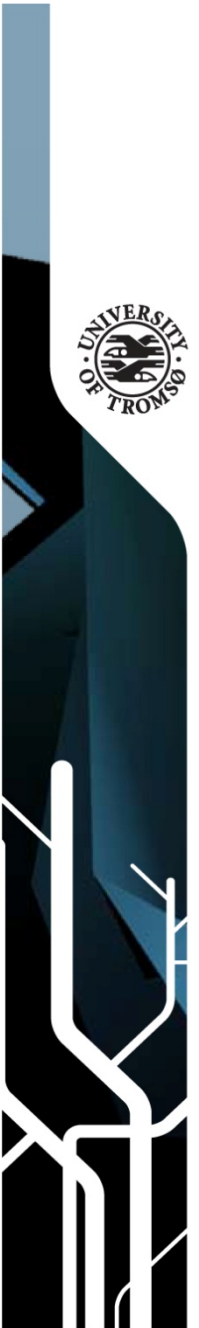
– a (very) general picture

Larger publishers

- Deliver article level metadata
 - Increases distribution
- Publish a CC-license
 - Allowing harvesting and increased distribution
- Earn the SPARC Europe Seal of Approval

Smaller publishers

- Do not deliver article level metadata
 - Don't get distribution through DOAJ
- Do not publish a CC-license
 - Cannot easily be harvested
- Do not earn the SPARC Europe Seal of Approval



Publisher size and advertising

– the general picture

Larger publishers

- Use advertising as one of many sources of income (most of them)
- Use forms of advertising that has low costs to the publisher
- Use forms of advertising that minimizes problems with editorial integrity

Smaller publishers

- Prefer to be totally dependent on support from one source? (Most don't have advertising)
- Use forms of advertising that is costly in terms of time spent on administration
- Prefer forms of advertising that easily will lead to (suspicions of) problems with editorial integrity

More differences ...

Larger publishers

- Larger number of articles per journal per year
- Article design very competent
- Site design efficient
 - Use of space
 - Many hyperlinks
 - Advertising inconspicuous
 - Contact information good
 - Policies stated
 - Copyright/license info clear

Smaller publishers

- Smaller number of articles per journal per year
- Article design somewhere between quite competent and definitely incompetent
- Site design often inefficient
 - Abuse of space
 - Little hyperlinking
 - Abusive advertising
 - Contact information lacking
 - Policies missing
 - Copyright? License??

Even more ...

Larger publishers

- Use DOI for articles
- Ensure indexing of journals in various services
- Many article formats
 - PDF, XML, HTML, eBook coming

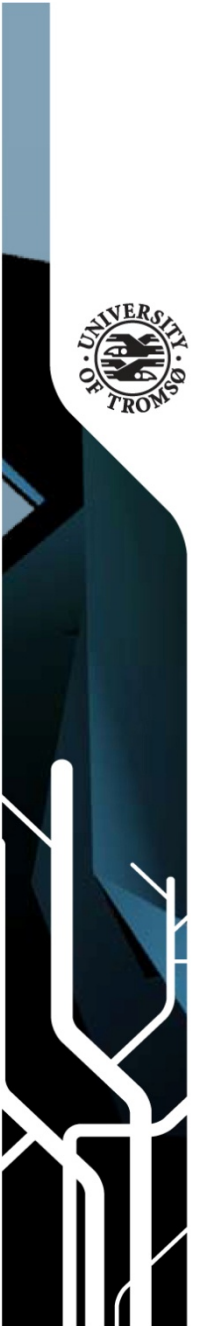
Smaller publishers

- DOing nothing
- Journals generally not indexed
 - Except by Google
- Only one article format
 - PDF or HTML



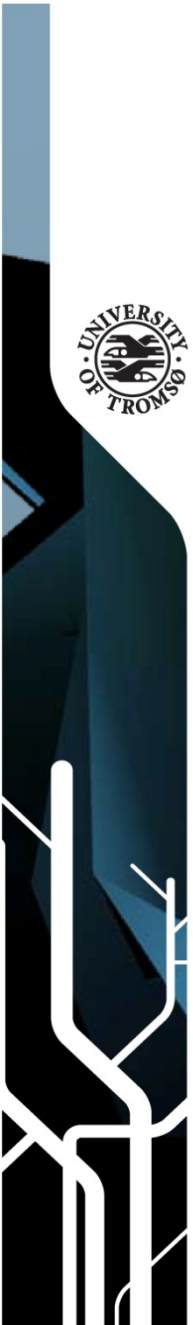
Is this important?

- In Open Access the perspective is turned around:
 - A traditional journal creates content for its readers
 - An OA journal disseminates content for its authors
- Anything that influences dissemination is therefore of critical importance to OA journals!



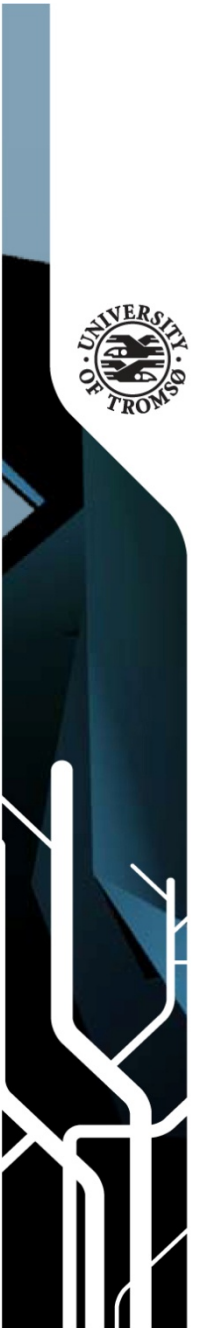
Why is the situation so?

- Small publishers/journals are often humanities/social science journals
 - The income side is small
 - Few resources available
- A large number of competences necessary
 - The editors are in possession of few of them
 - And the editorial team is small
 - Journals lack funding to buy what is needed
- Editors do not necessarily realize what is missing
 - To them, content is King
 - But on the Internet, context is Emperor!



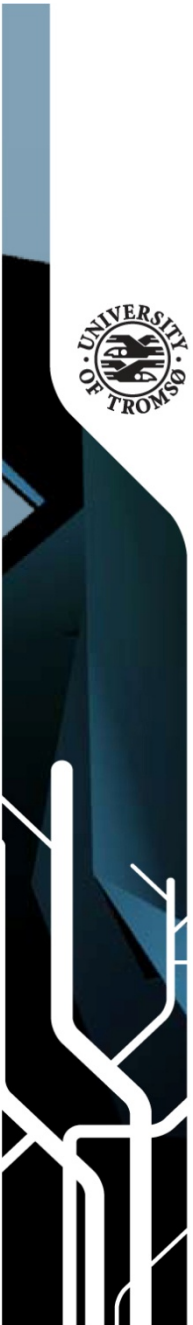
What can (cheaply) be done?

- Co-operation is a generic, low-cost approach to problem-solving ...
 - but seems to be an approach little used in academic circles
- Important to preserve editorial independence and integrity
 - But this is not achieved through operating OJS on your own!
 - Editorial work is weakened by using resources on technical and administrative matters
 - Financial difficulties and low distribution doesn't help your editorial integrity or independence



What to do?

- Have someone else do the technical work on OJS (servers, installation, upgrades etc.)
 - Don't do programming – use software as it is
 - Hosting can be bought – it is worth it!
- Find someone to help you with setup
 - Buy the help, if need be
- Listen to advice on what you should do
 - Don't insist on learning everything by erring yourself
(Learning through the errors of others is a sign of wisdom)



Organizing co-operation

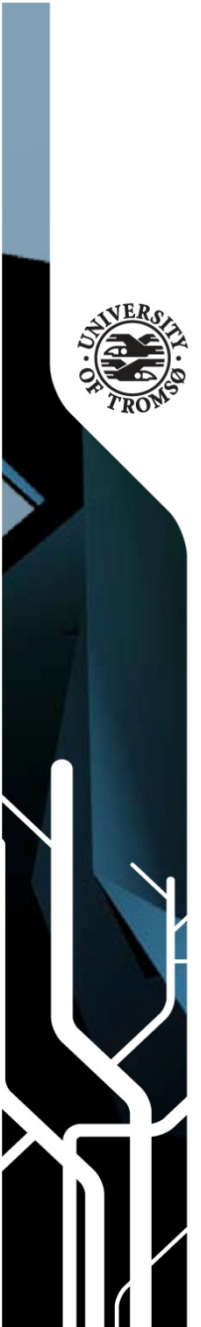
- Institutions should organize this
- Creating central resources
 - Hosting software for journals
 - Competence on using the software
 - Competence on other technical or administrative aspects of operating an OA journal
 - DOI
 - Indexing – ISI, Scopus etc.
 - Inclusion in and delivering metadata to DOAJ
 - Policies
 - Licenses
 - Advertising – if desirable
- Cheaper in sum than creating competence per journal
 - Or more competent
 - In either case, more dissemination and quality for the bucks!



Examples

Five Norwegian universities/university colleges (their libraries)

- More institutions probably following suit
- Local competence centres
 - Hardware and software operation (all OJS)
 - Competence on software utilisation
 - Various levels of other services
- Hosting 3–5 journals each (currently, but ambitions to grow)
 - Relieving editors of the technical work
 - Freeing their time for editorial work
- Doesn't solve all problems
 - But some of the small-scale inefficiency is alleviated



Resources for co-operation

- The PKP European Network – can be joined or followed:
http://pkp.sfu.ca/wiki/index.php/PKP_European_Network
- Nordic journals using OJS
http://www.ub.uit.no/wiki/noap/index.php/Nordic_Journals_using_OJS
- Nordic journal hosting possibilities
http://www.ub.uit.no/wiki/noap/index.php/Nordic_Journal_Hosting_Possibilities

