

Munin Conference on Scholarly Publishing

“Open access publishing in light of global developments in scholarly publishing:
Springer’s open access initiative”



Springer



BioMed Central
The Open Access Publisher

Megan Friedman

26 November 2014

The old world of information..



The new world of information...



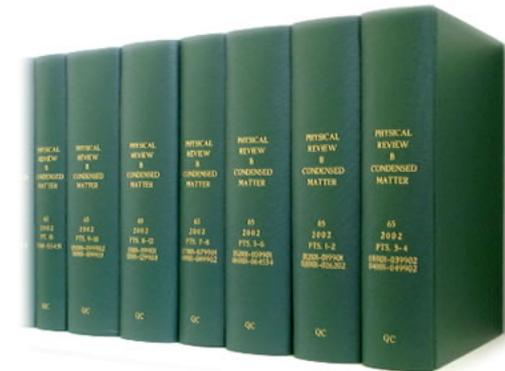
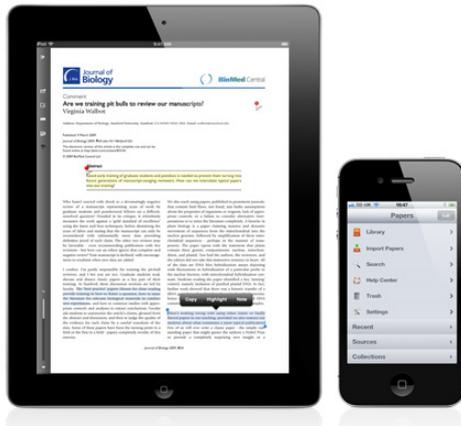
Open access publishing

Different Business Model

- no subscription barriers
- universal access
- research is openly licensed to allow reuse

Same quality and standards

- Editors in chief
- Editorial boards
- Peer review
- Indexing
- Impact Factors



Two routes to open access

Green Open Access

- Self-archiving of accepted author version publication in a repository
 - Embargo periods may apply
- An estimated 12% of all scholarly articles are available through some form of 'Green' OA



Gold Open Access

- Completely OA journals and OA option within subscription journals
- OA content is available to everyone everywhere in exchange for an article processing charge (APC)
- Eliminates restrictive barriers (license restrictions)



Open access today

- Open access to research is mandatory in 200+ institutions and by 90 funders in 50 countries
- 3,375 repositories in 100+ countries
- Over 10,000 open access journals in the DOAJ
- Almost 1000 open access journals now have an Impact factor
- 10-15% of peer reviewed articles now published in fully open access form



* information correct as of October 2014

The present perspective: OA has gone mainstream

2000



2014



Libertas Academica

And more...



BioMed Central – Pioneering Open Access Publishing

- Launched first open access journal in 2000
- We now publish over 270 peer-reviewed open access journals
- Over 218,000 peer-reviewed open access articles published
- More than 10 million articles downloads per month
- Creative Commons
- Costs covered by article-processing charge (APC)
- Became part of Springer in 2008 and helped to establish SpringerOpen in 2010.

Springer Open

Springer's portfolio of peer-reviewed, fully open access journals and books across all areas of science, technology, medicine, the humanities and social sciences

The screenshot shows the Springer Open website interface. At the top, there is a search bar and navigation tabs for Home, Journals, Articles, Books, About SpringerOpen, and My SpringerOpen. Below the navigation, there is a 'Welcome Springer' section with links for 'Recommend Open Access Membership', 'SpringerOpen Journals', 'Benefits of publishing', and 'Submit a manuscript'. A central banner features a colorful geometric design and the text 'SpringerOpen now including books!'. To the right, there is a 'SpringerOpen Newsletter' sign-up form and a 'Libraries' section with a 'More' button. Below that is a 'Societies' section. The main content area is divided into 'SpringerOpen journals' (listing titles like Vietnam Journal of Computer Science and Journal of Modern Power Systems and Clean Energy), 'Articles' (with 'Latest' and 'Most viewed' filters), and 'Tweets' (showing tweets from @SpringerOpen). At the bottom right, there are buttons for 'Register', 'Submit a manuscript', 'Sign up for article alerts', and 'Contact us'.

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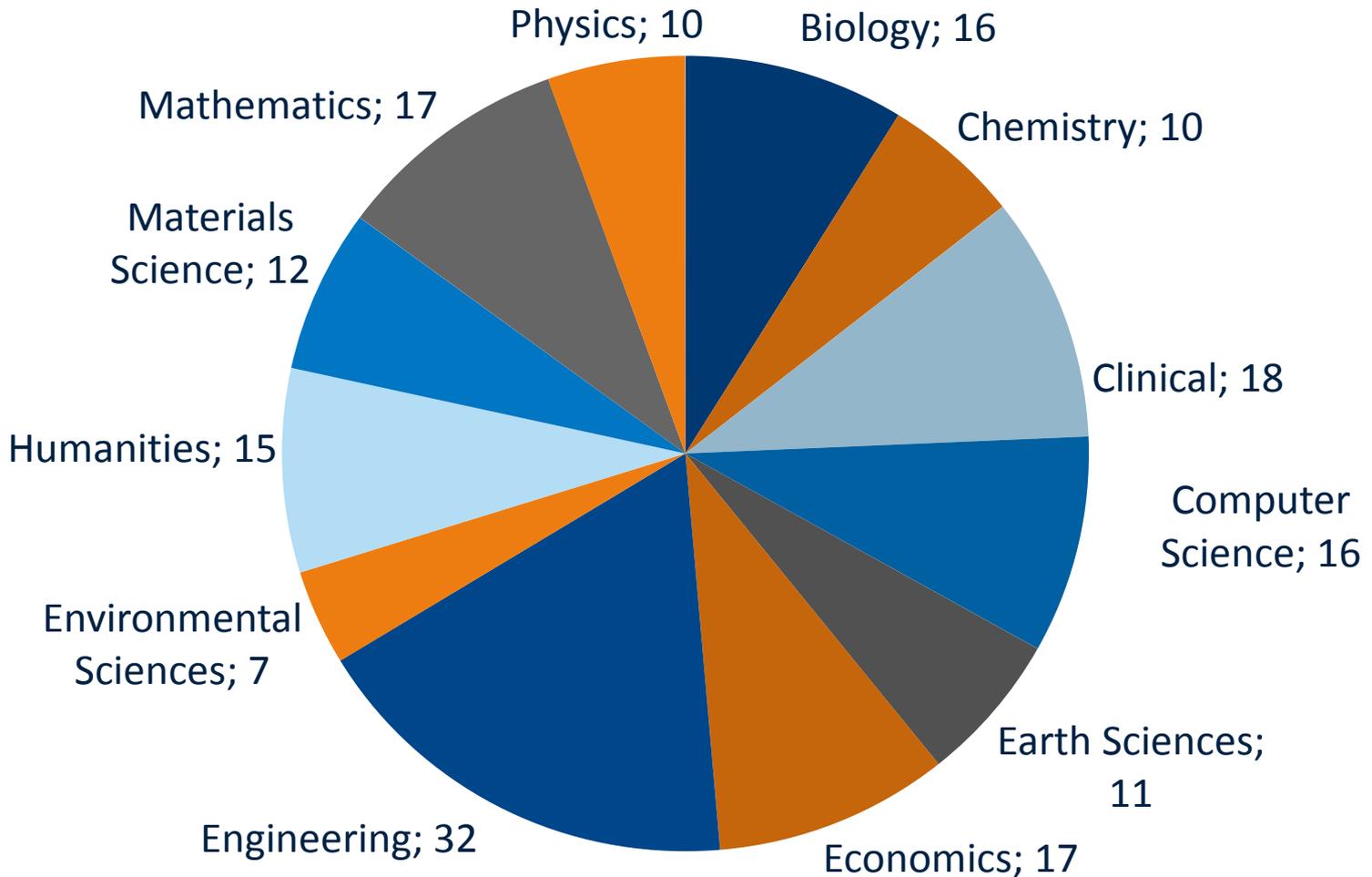
20 journals have an Impact Factor

More than 35 open access books

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Open access publishing at Springer

Author rights / Green route

- Self-archiving of author's accepted version

Hybrid open access

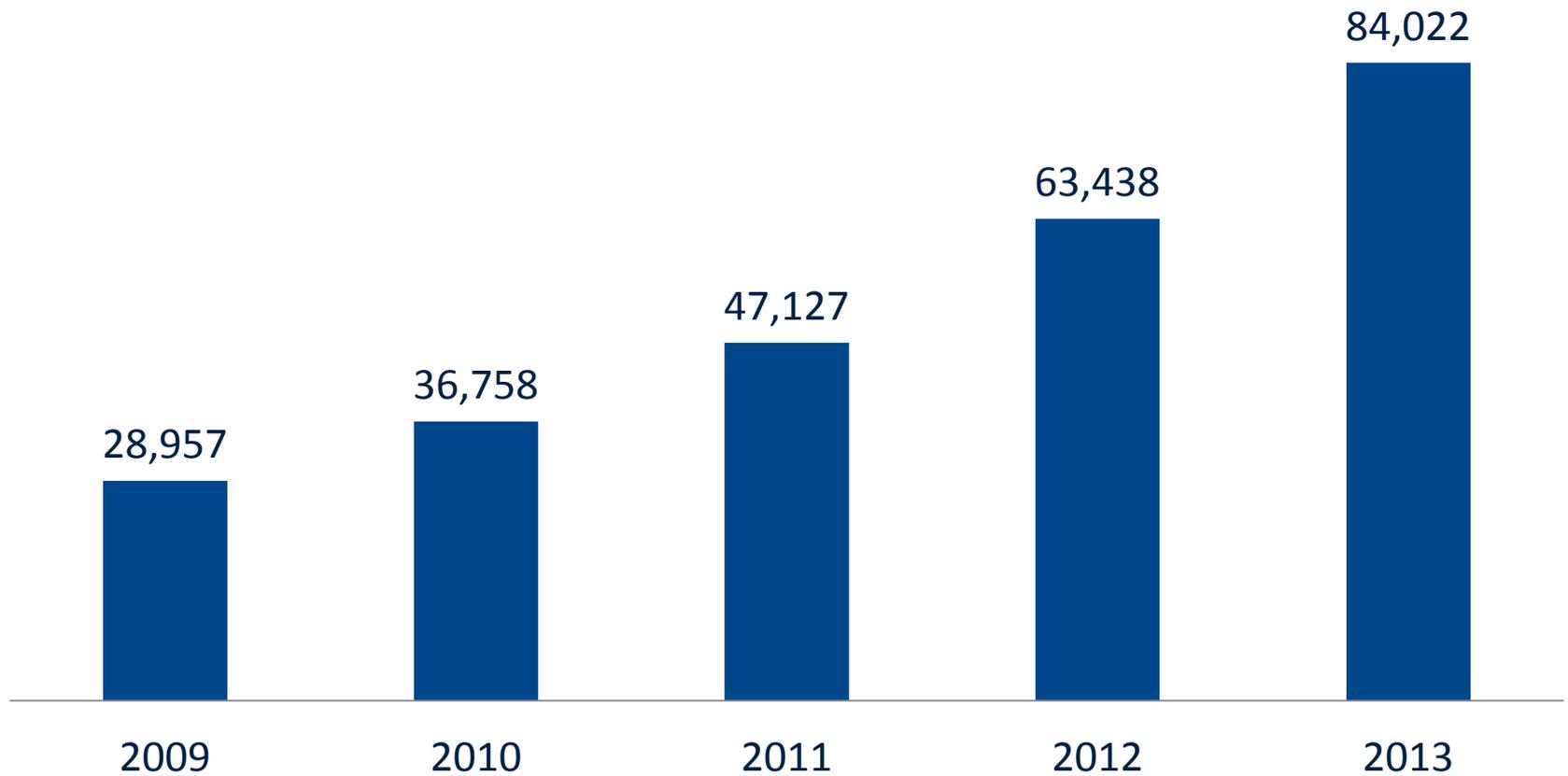
- Springer Open Choice

Gold Route

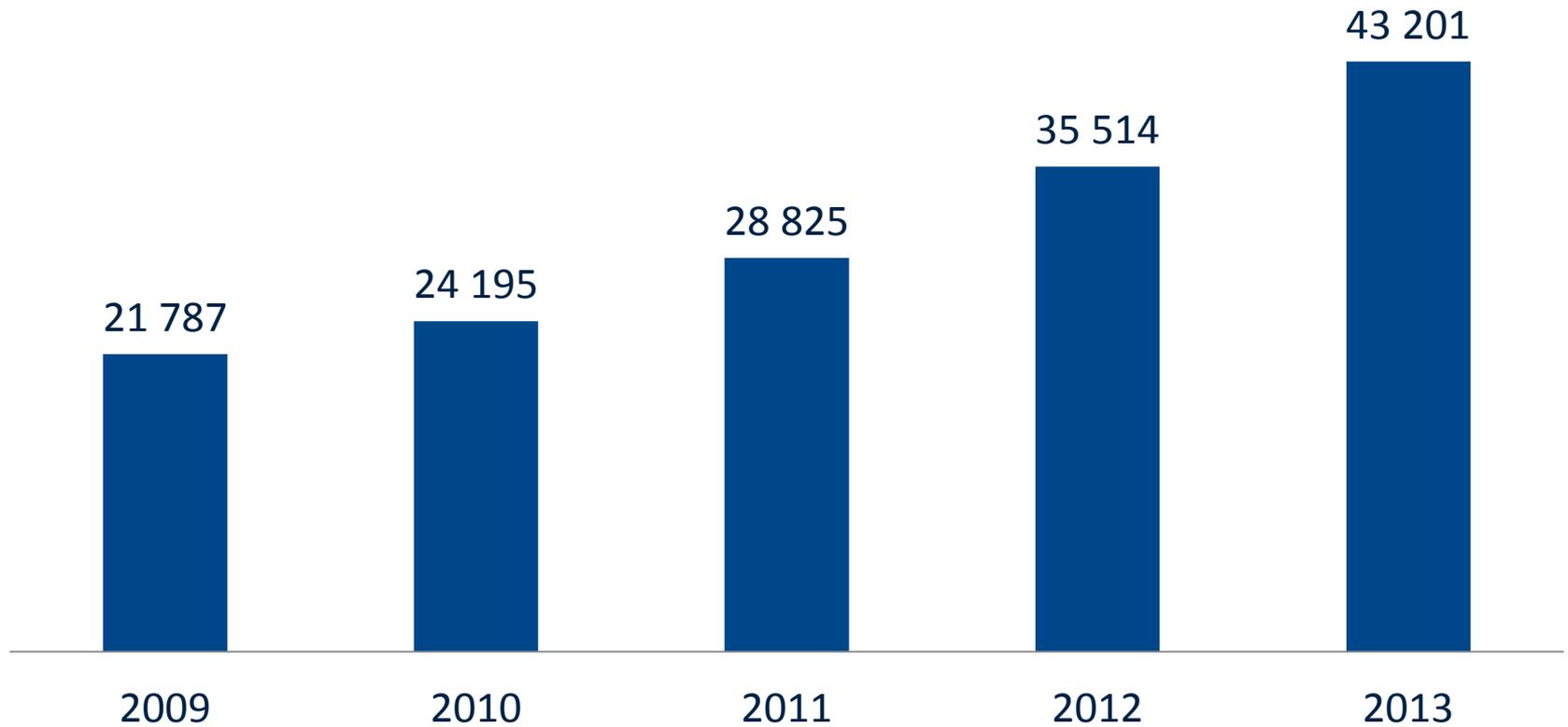


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Submission Growth



Authors per year



What do APCs pay for

- **Editorial:** handling of manuscripts
- **Technical:** development, maintenance and operation of online journal platforms and manuscript handling systems
- **Production:** Formatting and mark up of articles, inclusion in indexing services
- **Marketing:** Making sure readers and authors know about the journal
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- **Infrastructure:** Facilities, overhead costs, accounting, HR etc.

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1. Research [Open Access](#)

Walking the talk: implementing the international voluntary guidelines for securing sustainable small-scale fisheries

Svein Jentoft

Maritime Studies 2014, **13**:16 (5 November 2014)

[Abstract](#) | [Full text](#) | [PDF](#)

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Original research

Teamwork skills, shared mental models, and performance in simulated trauma teams: an independent group design

Heidi Westli, Bjørn Johnsen, Jarle Eid, Ingvil Rasten and Guttorm Brattebø

Scandinavian Journal of Trauma, Resuscitation and Emergency Medicine 2010, **18**:47 (31 August 2010)

[Accesses](#) | [Citations](#)



Research

A dynamic model of some malaria-transmitting anopheline mosquitoes of the Afrotropical region. I. Model description and sensitivity analysis

Torleif Lunde, Diriba Korecha, Eskindir Loha, Asgeir Sorteberg and Bernt Lindtjörn

Malaria Journal 2013, **12**:28 (23 January 2013)

[Accesses](#) | [Citations](#)

What are journal editors and owners telling us?

- More and more journals transfer 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
- APCs can be lower than colour or page charges in subscription journals

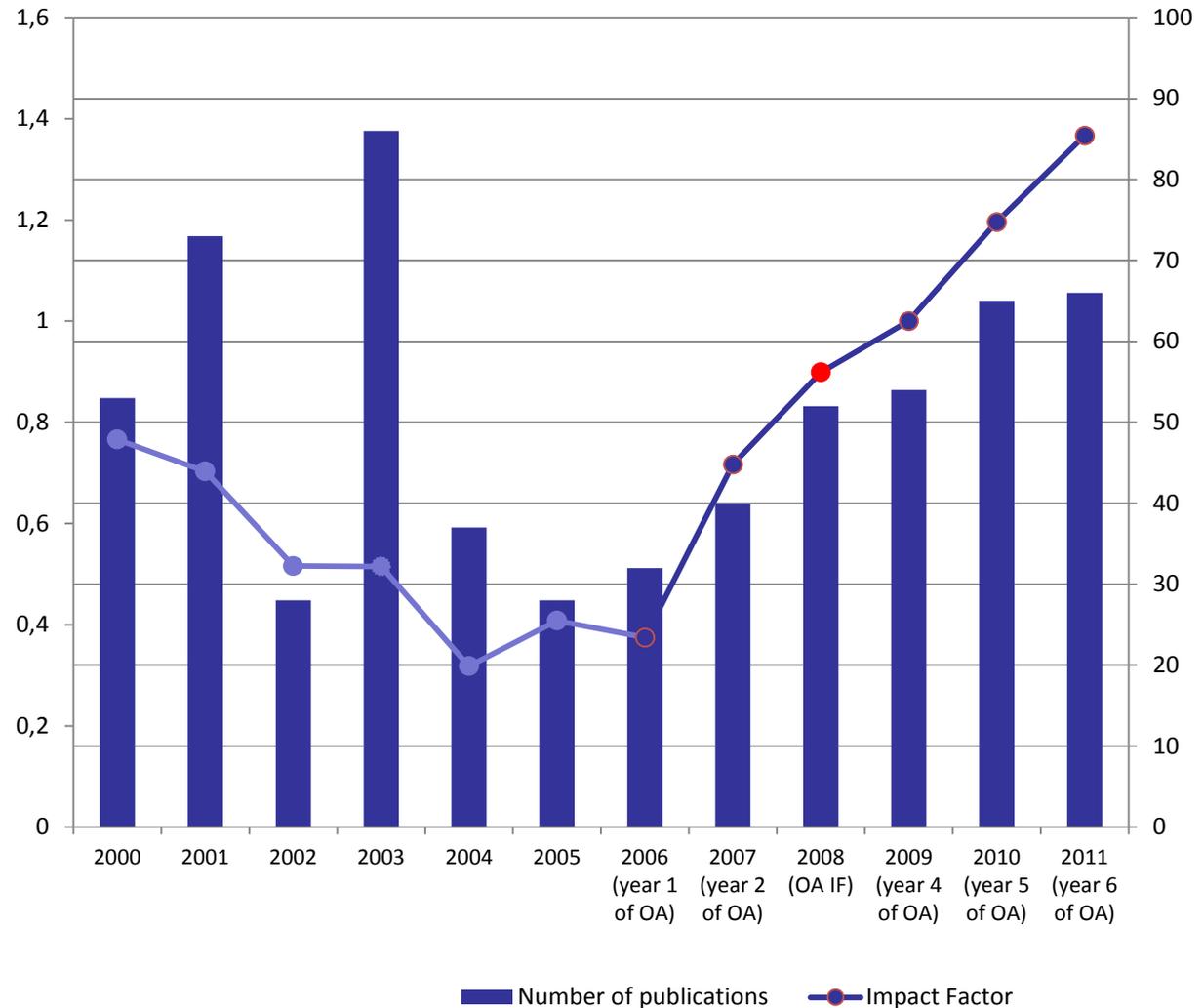


Case study: *Acta Veterinaria Scandinavica*

- Fifty year old journal
- Transferred 2006
- Impact Factor has increased more than 3x due to open access effect

“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
(2005 – 2012)**



Authors, funders and institutions: visibility



Authors, funders and institutions: visibility

Articles

All articles Most viewed  Supplements My latest articles Article collections

Last 30 days Last year All time

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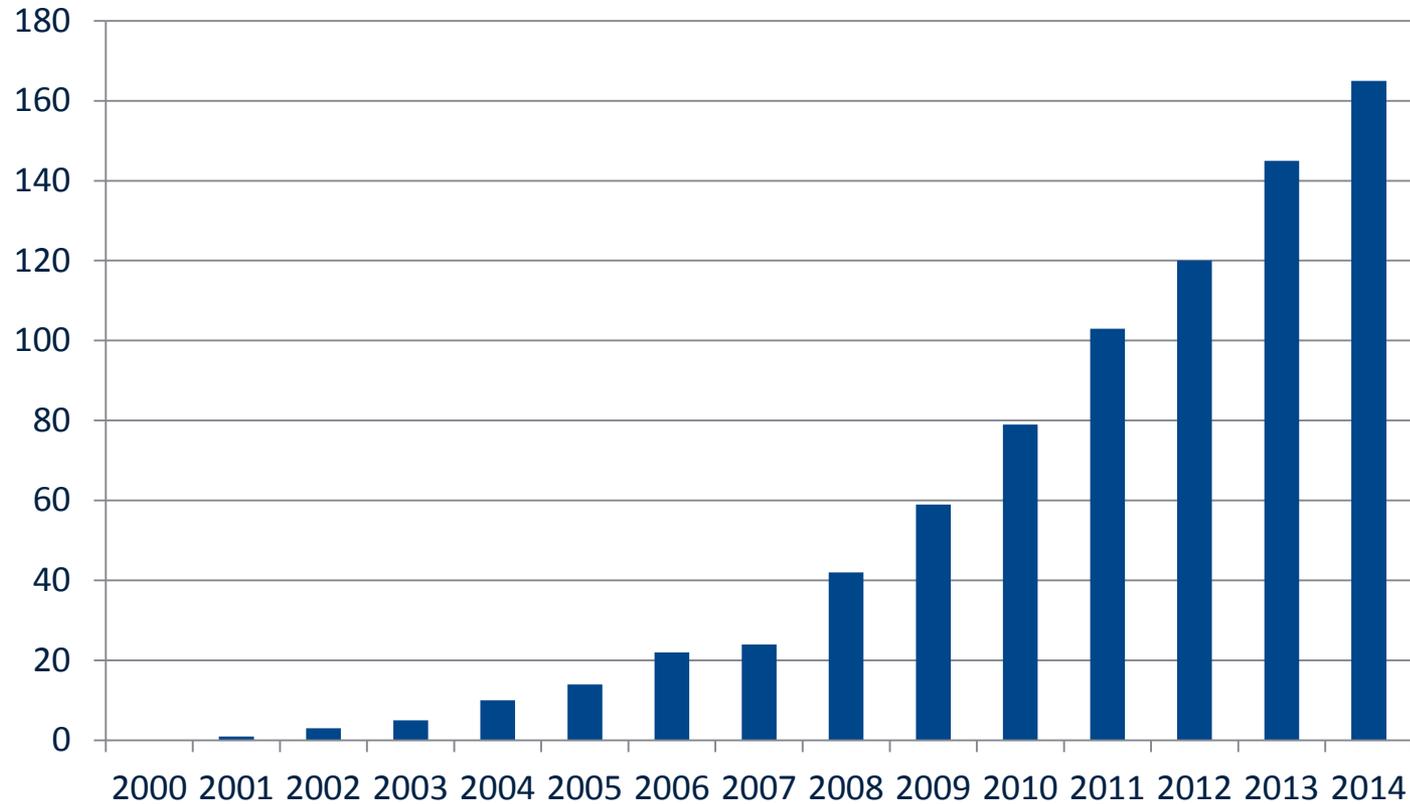
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Articles per page: 25 | 50 | 100

- 1. Research** Open Access
 317340 [Shaping the oral microbiota through intimate kissing](#)
 Accesses Renico Kort, Martien Campers, Astrid van de Graaf, Wim van Egmond, Bart Keijser, Guus Roeselers
Microbiome 2014, **2**:41 (17 November 2014)
[Abstract](#) | [Full text](#) | [PDF](#) | [▶ Editor's summary](#)
- 2. Research article** Open Access
 36783 [Body composition changes associated with fasted versus non-fasted aerobic exercise](#)
 Accesses Brad J Schoenfeld, Alan A Aragon, Colin D Wilborn, James W Krieger
Journal of the International Society of Sports Nutrition 2014, **11**:54 (18 November 2014)
[Abstract](#) | [Provisional PDF](#) | [▶ Editor's summary](#)
- 3. Research article** Open Access Highly accessed
 36485 [QMachine: commodity supercomputing in web browsers](#)
 Accesses Sean R Wilkinson, Jonas S Almeida
BMC Bioinformatics 2014, **15**:176 (9 June 2014)
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*20 November 2014

BioMed Central Impact Factors



Impact Factors and Alternatives

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For Institutions

For Researchers

Impact Factors and Alternatives

The screenshot shows a web browser window displaying a BMC Public Health article. The browser's address bar shows the URL www.biomedcentral.com/1471-2458/14/18. The Altmetric widget is highlighted with a red circle and an arrow pointing to a circular graphic with the number 313. A tooltip for this widget is open, showing the following data:

- Picked up by 1 news outlets
- Blogged by 1
- Tweeted by 325
- On 27 Facebook pages
- Mentioned in 7 Google+ posts
- Reddited by 2
- 25 readers on Mendeley
- 0 readers on CiteULike
- [Click for more details](#)

The article itself is titled "Peering through the mist: systematic review of what the chemistry of contaminants in electronic cigarettes tells us about health risks" by Igor Burstyn. It is labeled as a "Research article" and "Highly accessed" and "Open Access". The journal information is BMC Public Health 2014, 14:18, with a DOI of 10.1186/1471-2458-14-18. The article was received on 26 August 2013 and accepted on 2 January 2014.

Impact Factors and Alternatives



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Journal Rankings

Ranking Parameters

Subject Area:

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Order By:

Display journals with at least:

Complete list (2013).

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	Title	Type	SJR	H index	Total Docs. (2013)	Total Docs. (3years)	Total Refs.	Total Cites (3years)	Citable Docs. (3years)	Cites / Doc. (2years)	Ref. / Doc.	Country
1	Ca-A Cancer Journal for Clinicians	j	45,894	101	54	120	4.259	10.202	97	113,33	78,87	
2	Reviews of Modern Physics	j	34,830	217	46	167	13.075	7.140	161	42,59	284,24	
3	Annual Review of Immunology	k	32,612	233	24	73	5.036	3.062	73	43,47	209,83	
4	Cell	j	28,272	555	594	1.549	28.542	38.495	1.422	26,85	48,05	
5	Annual Review of Biochemistry	j	27,902	225	28	102	4.697	3.271	102	27,15	167,75	
6	Quarterly Journal of Economics	j	25,168	152	40	131	1.926	1.027	130	6,80	48,15	
7	Nature Genetics	j	24,052	423	308	837	11.067	20.278	710	26,12	35,93	
8	Nature Reviews Genetics	j	23,813	221	222	594	8.467	9.706	310	37,52	38,14	
9	Nature Reviews Molecular Cell Biology	j	23,593	279	179	556	8.222	8.430	307	33,47	45,93	
10	Chemical Reviews	j	23,543	440	222	599	87.486	29.300	570	45,62	394,08	

Heading towards the future – what else is going on?

Peer review experiments



Open peer review – BMC Series titles



Journal Transfers – lowering the burden on peer reviewers

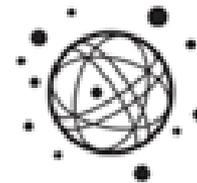
Separating interest from soundness



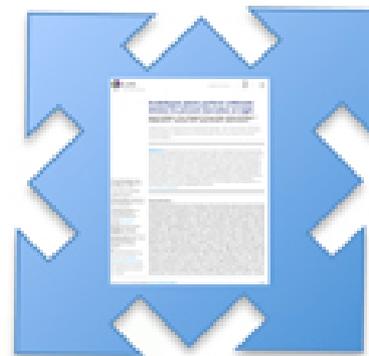
Working with 3rd party initiatives – Cross-publisher transfers



eLIFE



PLOS



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Publication Ethics**



Thank you! Any questions?

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