



Exploring how publishing is  
evolving to adapt to a changing  
scholarly communication process

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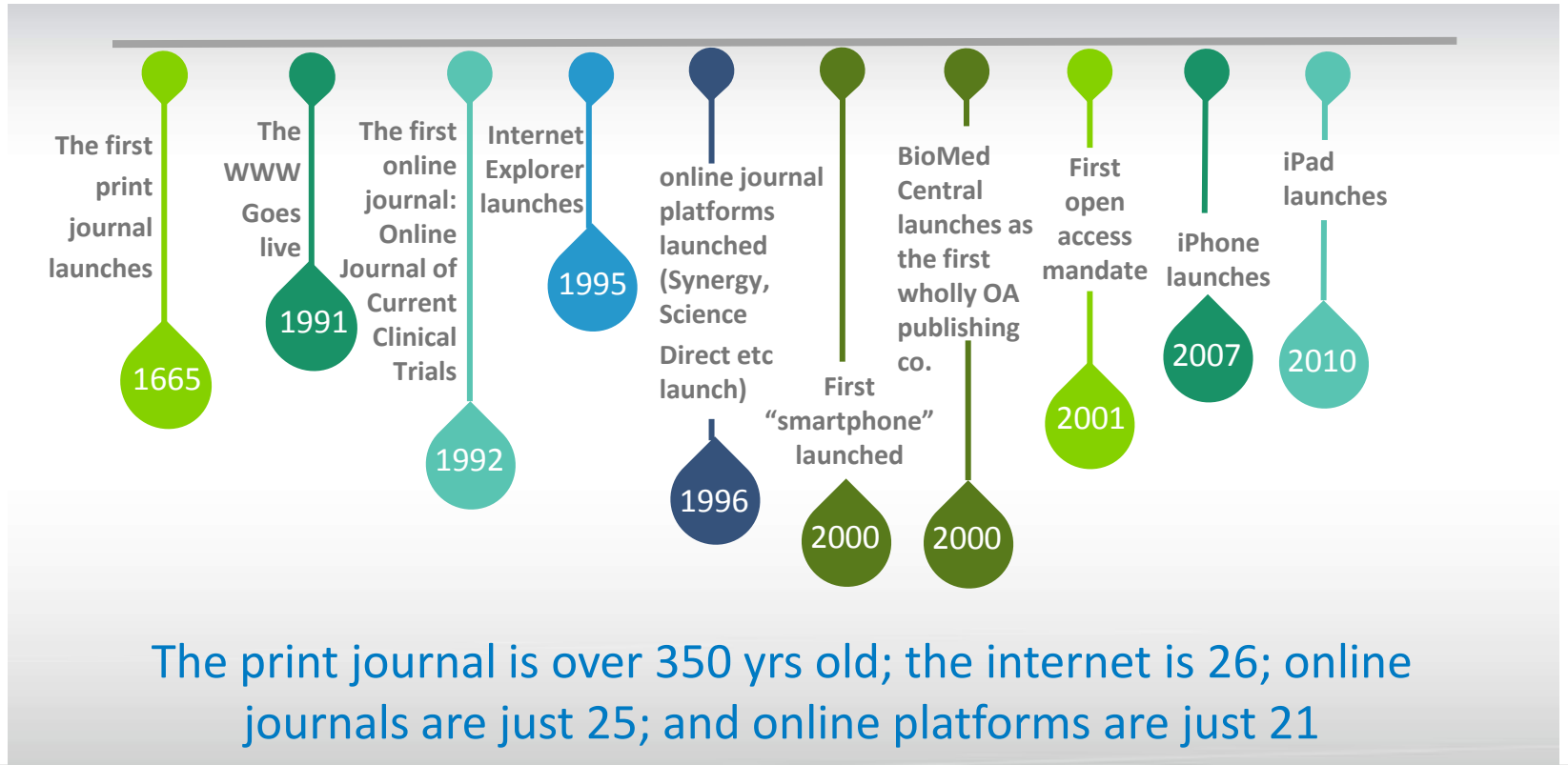


Wolters Kluwer

# Agenda

- A little history and a crystal ball
- Understanding our stakeholders
- How do we support them as needs change
- What role(s) do publishers play?

# Drivers of change



# What will the Journal look like in 2025?

Will *journals* as we know them *exist*?

Will we still be able to *sell advertising*?

What will the brand *really mean*?

What will *the role of an editor* look like?

Will people still *belong to societies*?

Where will the *money* come from?

Will we still be battling with *the impact factor*?

Will all content be *free*?

What will *peer review* look like?





## Stakeholders needs changing

# Have stakeholders really changed that much or are they simply having more influence?

Governments	Funders	Authors	Librarians	Readers
<p>Fund research; provide access to information</p>	<p>Focus on fueling research through funding grants</p>	<p>Need grants to fund research; dissemination</p>	<p>Provide info to support researchers / education</p>	<p>Need latest relevant &amp; trusted information</p>
<ul style="list-style-type: none"><li>• Desire by some to <b>widen access</b> to the journal content, eg Horizon 2020</li><li>• View that <b>immediate access</b> to published research will fuel development</li><li>• Desire by some to fund their <b>own research repositories</b>, eg PubMedCentral, SciElo etc</li></ul>	<ul style="list-style-type: none"><li>• Desire to demonstrate <b>return on grant investment</b>, eg collate and share data from funded projects</li><li>• Desire to understand where <b>research output</b> appears in publications</li><li>• Growing desire to make the output of their efforts <b>free to share</b>; starting to offer publishing platforms</li></ul>	<ul style="list-style-type: none"><li>• <b>More grant requirements</b> to direct how research output is published</li><li>• Growing requirement to ensure research <b>data preservation</b> and sharing</li><li>• Enduring need to <b>communicate</b> their work to their peers</li></ul>	<ul style="list-style-type: none"><li>• Need to administer <b>complex payment options</b> for authors</li><li>• Some libraries expected to <b>preserve research data</b> output from institutions</li><li>• Librarians have taken on the task of <b>educating &amp; supporting authors</b> through their many choices</li></ul>	<ul style="list-style-type: none"><li>• <b>Too much information</b> to ensure they see &amp; read everything they need</li><li>• Huge growth in published papers raises questions of <b>quality control &amp; trust</b> by readers</li><li>• Often <b>bypass librarians</b> who could help find what they need in favor of Google</li></ul>



**Providing tools and support  
as needs change**

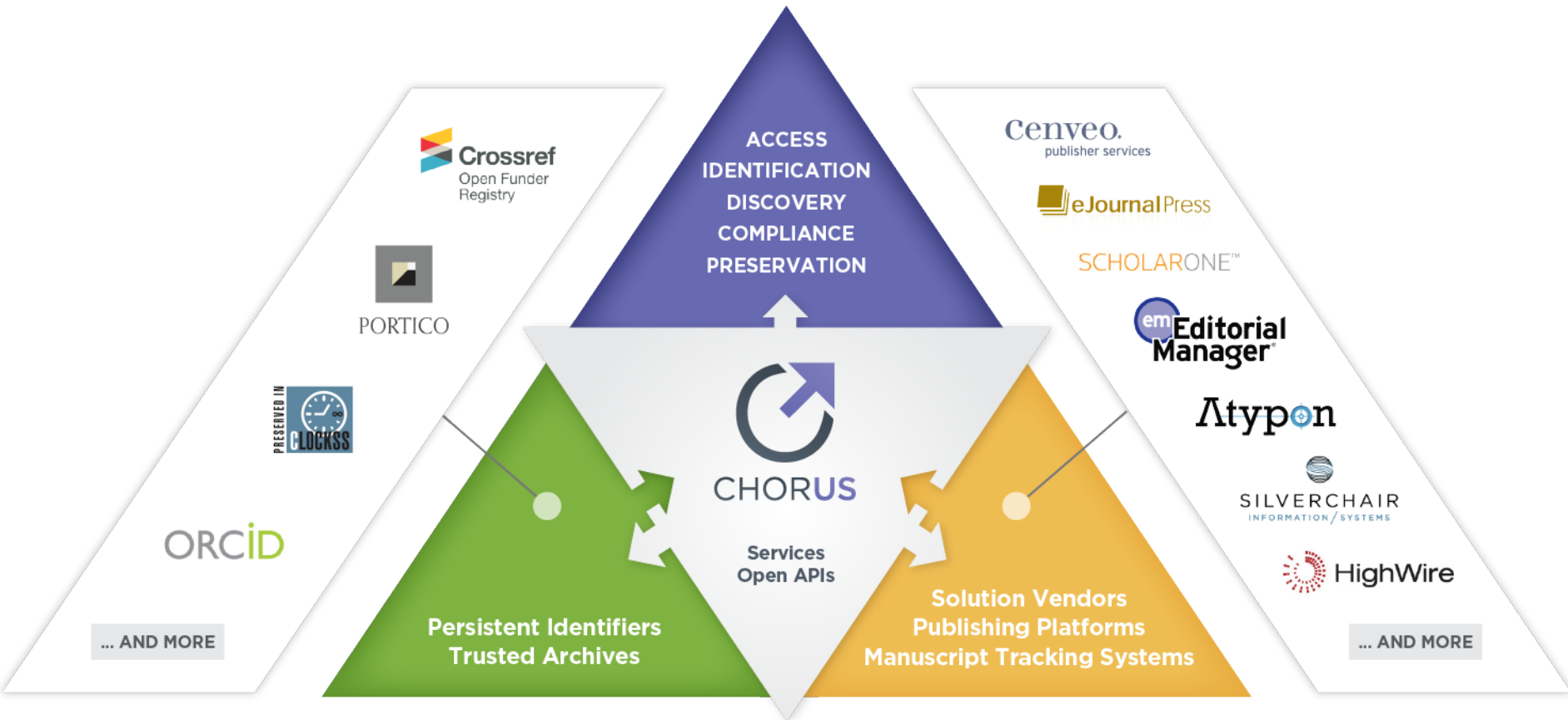
# Meeting the needs of governments & funders

- Widen access to the journal literature
- Immediate access to published research
- Supporting research repositories



- Low cost local publication models
- Wide range of open access publishing models now available – Gold, hybrid, Platinum
- Support for “green” archiving, eg PMC
- Funder registry from CrossRef to identify who has funded research
- Chorus to allow a funder to link to their funded research
- Support for data curation





# Supporting the academic community's need to preserve research data

- Storing and managing data is not a core function of publishing companies but many publishers offer links to data repositories



**GitHub** Guides



- Linking data and publications:



# Authors are faced with a myriad of choices; we can help with support and training

- Training/information
  - Webinars
  - Online information resources
  - In person training at conferences
- Support services – eg language editing
- Mentoring/young researcher initiatives
- Data deposit and curation
  
- Better authors = higher quality research!



## Scholarly Communication: Publishing

Search this Guide

Search

Home

Publishing

Open Access

Copyright for Authors

Public Access Policies

ORCID@Pitt

## Selecting a Journal

Considering where to publish? Use these resources to research journals, publisher agreements, author fees and funder requirements to find the journal that meets your needs for widest dissemination of your research.

## General Resources

- [Journal Citation Reports](#)
- [ULRICHSWEB Global Serials Directory](#)

**Journal Finder Tools** - automatically find best journal match when you add your abstract

- [Elsevier Journal Finder](#)
- [HelloBlast](#)
- [JANE: Journal/Author Name Estimator](#)
- [JournalGuide](#)
- [Open Access Journal Options Flowchart](#)
- [Springer Journal Selector](#)

**Open Access Resources** SEE [OPEN ACCESS](#) SECTION.

**CONSIDER COPYRIGHT BEFORE MAKING FINAL DECISION!**  
SEE [COPYRIGHT](#) for [AUTHORS](#) SECTION.

## Publisher Quality Criteria

**#1: Check to see if the journal is truly indexed in MEDLINE (checkmark filter for "currently indexed in MEDLINE") or Scopus.**

- [Should I publish in this journal?](#) HSLs Update, January 2016 issue.
- The additional resources below help authors identify high quality, reliable publishers and journals.

**THINK** **CHECK** **SUBMIT** Think. Check. Submit. (A checklist initiative)

**CASPA** Open Access Scholarly Publishers Association.  
Principles of Transparency and Best Practice in Scholarly Publishing

**ICMJE** International Committee of Medical Journal Editors (ICJME). Recommendations.

**COPE** Committee on Publication Ethics (COPE)

**SCIENCE EUROPE** Science Europe Principles on Open Access Publisher Services

## Peer Review

- [Infographic: 6 Tips For Authors On Surviving Peer Review](#)

**Peer Review Week Sept 19-25, 2016**

**PEER  
REVIEW  
WEEK 2016**

Get credit for your reviews: Publishers are teaming up with Publons to recognize reviewers for their contributions.

## HSLs Classes

**Journal Matchmakers: Find the Best Journal for Your Article**

Instructor: [Andrea Ketchum](#)

Thursday, September 8, 10 am - 11 am

Location: Falk Library, Classroom 1

## Buyer Beware!



[Misleading Metrics](#)



[List of journals falsely claiming to be in DOAJ](#)



# Coalition for Responsible Publication Resources



This website represents a first phase in an industry-wide call-to-action to discuss, develop, ratify, and launch a coalition of stakeholders representing the publishing community (publishers, journals, academic societies, academic institutions, pharmaceutical companies, scholarly services companies, freelancers, and academic authors) under the structure of a US-based non-profit 501(c)(6) corporation called the Coalition for Responsible Publication Resources, yet to be formed.

This initiative was first formally presented by **Donald Samulack, PhD** (*President, U.S. Operations, Cactus Communications and Editage*) during a panel session titled “**Predatory Author Services: What Can be Done About it?**” that included **Hazel Newton** (*Head of Author Services, Nature Publishing Group*), **Josh Dahl** (*Head of Publishing & Associations, Thomson Reuters*), and **Jeffrey Beall** (*Scholarly Communications Librarian and Associate Professor, University of Colorado, Denver*) at the International Society of Managing and Technical Editors (ISMTE) Annual North American meeting in Baltimore, MD (USA) on Thursday, August 20, 2015. Recordings of the sessions presented at the ISMTE meeting are provided below.

## Feedback / Request More Information

The development of the Coalition is an active process that will take into consideration any and all feedback. Please also indicate any willingness to get involved.

Name

Title

Institution

Email \*

# A wide variety of tools are now available for authors

- Tools can help with collaborative writing, author support, peer review quality



Kolabtree



# Finding content online can be like finding a needle in a haystack – publishers work with librarians to help readers find what they need

- Search engines – Google Scholar; platform search tools
- Discovery Services
- Social sharing networks
  
- Helping to make these work:
  - Metadata consistency and curation
  - Standards – Orcid, FundRef, DOI
  - Linking – CrossRef, CHORUS
  - Version of record – ensuring accuracy



# What can tell us that something is quality research?

Scopus®

Scopus is the largest abstract and citation database of peer-reviewed literature: scientific journals, books and conference proceedings.

Contact sales

> Login to Scopus

## Personalized Nutrition by Prediction of Glycemic Responses

Overview of attention for article published in Cell, November 2015



SUMMARY

News

Blogs

Twitter

Facebook

Google+

Reddit

Title Personalized Nutrition by Prediction of Glycemic Responses  
Published in Cell, November 2015  
DOI 10.1016/j.cell.2015.11.001  
Pubmed ID 26590418  
Authors Zeevi, David, Korem, Tal, Zmora, Niv, Israeli, David, Rothschild, Daphna, Weinberger, Adina, Ben-Yac...  
Abstract Elevated postprandial blood glucose levels constitute a global epidemic and a major risk factor...

TWITTER DEMOGRAPHICS

MENDELEY READERS

This research output has an **Altmetric score of 1223**. This is our high-level measure of the quality and quantity of the research output was last mentioned on **18 December 2015**.

ALL RESEARCH OUTPUTS

OUTPUTS FROM CELL

OUTPUTS

## JOURNAL CITATION REPORTS: THE HEART OF RESEARCH

Systematic. Objective. Current. Journal Citation Reports® adds a unique vitality to the research ecosystem with quantifiable, statistical information based on citation data from the world's leading journals. Critically evaluate the world's leading journals faster than ever, keep your finger on the pulse of leading research trends and findings, and more.





# In the huge volume of content, there are new tools to help readers find exactly what they need

- Articles can be found through smart discovery tools; from articles shared by peers; and from dedicated services that help to match articles to readers based on discipline of interest



# Nurturing great research to meet the needs of all stakeholders is an essential partnership between librarians and publishers

Publishers and librarians work together to support authors through information, training and guidance

Preserving and nurturing the peer review process will be key to ensuring a high quality body of published research

Together we ensure that readers/patrons can find the content they need and can trust what they are reading

Scholarly research is complex and dynamic; we will continue to develop tools / services to support the wide dissemination of trusted content



## Questions?

For more information please contact me at:  
[Jayne.marks@wolterskluwer.com](mailto:Jayne.marks@wolterskluwer.com)  
or follow me on Twitter [@jaynedmarks](https://twitter.com/jaynedmarks)