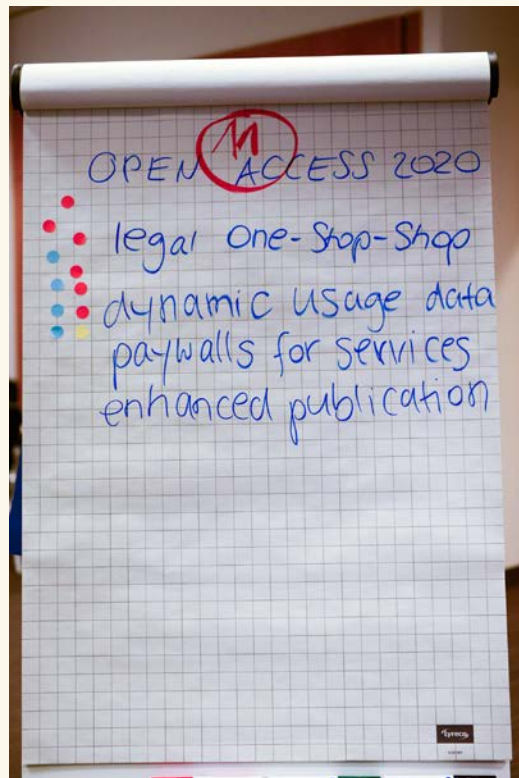
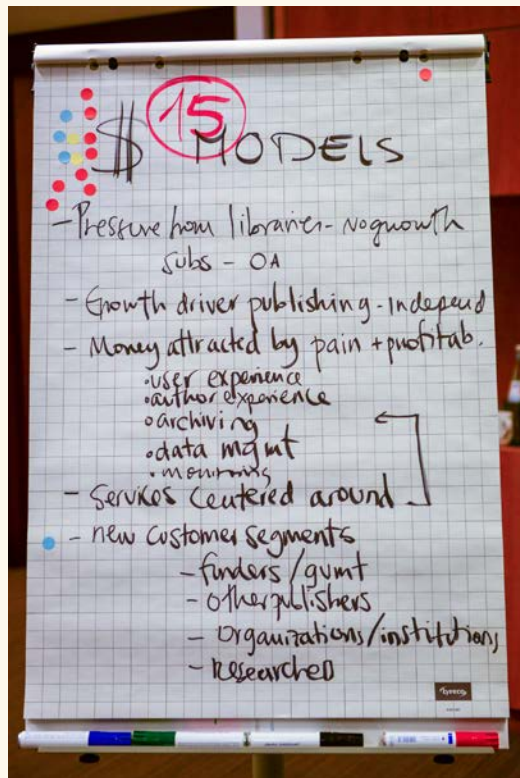
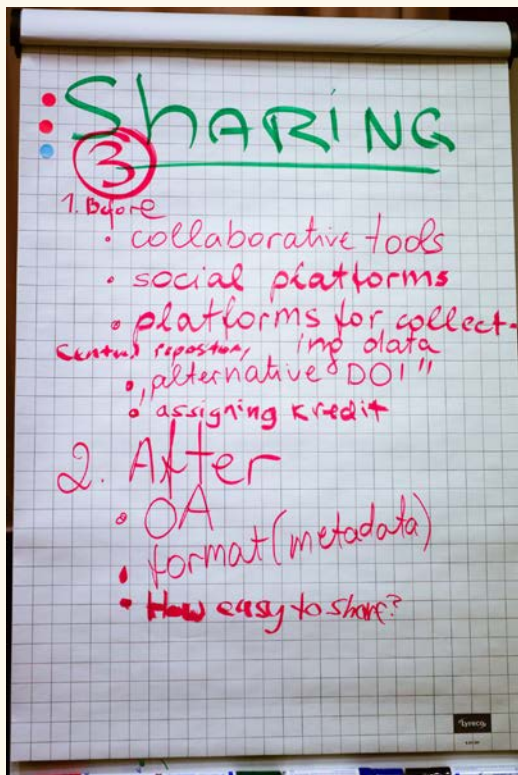


K **NVERTUS**

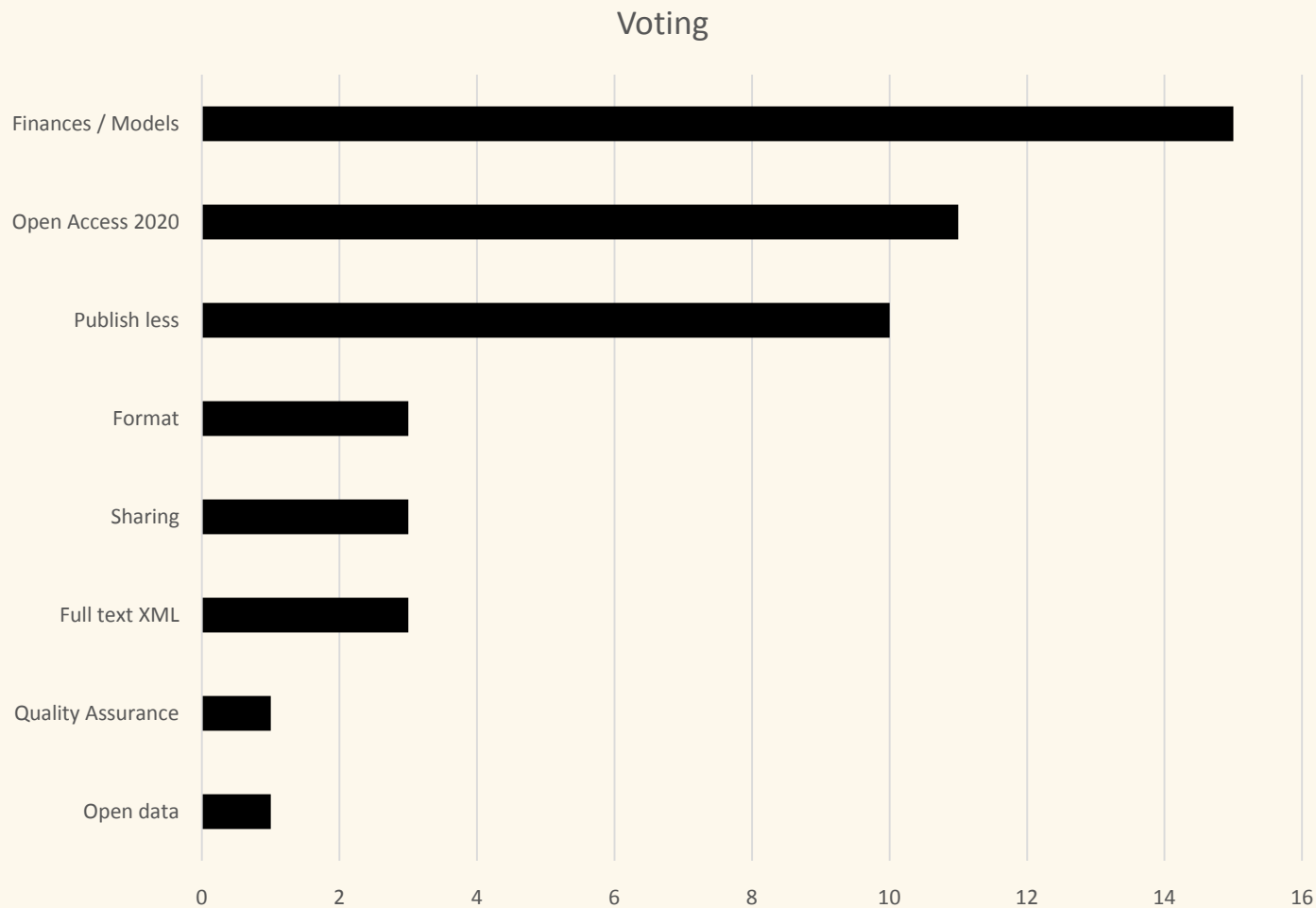
EMPOWERING PUBLISHERS

Lessons from the future?





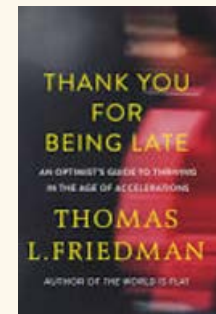
What did participants felt was interesting?



Some observations

1. Complexity is free

- 19th century: Industrial revolution – power
- Late 20th century: Computational revolution – knowledge
- Early 21st century: Cloud – complexity is free



2. 'Flow' rather than ownership

- Über
- Airbnb
- Twitter / Facebook / Wikipedia

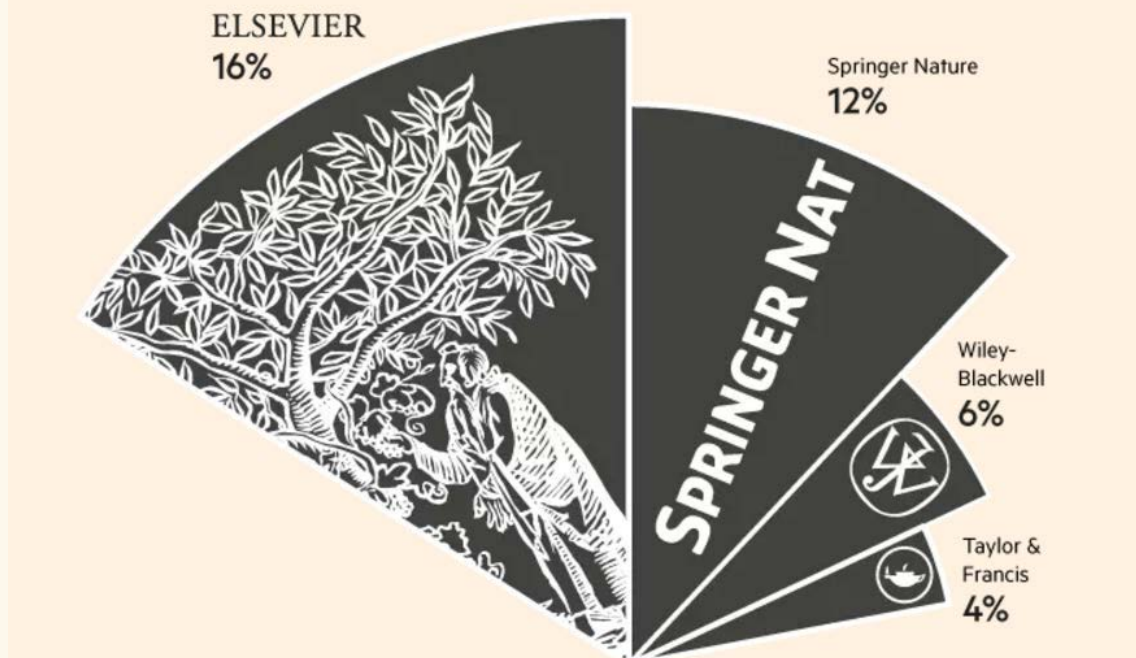
3. Back to the university library?



4. Subscriptions are not yet done

Elsevier top of the league

Global market share of journal articles by leading publishers, 2013 (%)



<https://www.ft.com/content/93138f3e-87d6-11e5-90de-f44762bf9896>

- Elsevier published 410.000 journal articles in 2016

(RELX annual report)

- 2016 revenue around 3 billion USD, of which 50-60% on journals. Guestimate based on <http://www.relx.com/investorcentre/Documents/presentations/Elsevier-teach-in-20-May-2015.pdf>

- Per article revenue ~3.500 USD

- Compares unfavourably to APC: US\$ 500 – US\$ 1.800. <https://www.ft.com/content/93138f3e-87d6-11e5-90de-f44762bf9896>

5. Peer review

- A lot of work (3hrs), done by a very small percentage of researchers (20%) in a redundant manner (re-submissions) which often fails.

<http://www.vox.com/science-and-health/2016/11/23/13713324/why-peer-review-in-science-often-fails>
<http://www.vox.com/2015/12/7/9865086/peer-review-science-problems>

- Alternative:

Simple

Fast

Efficient

'Safe'

Peer review

- Quality: relative vs. absolute
- Endorsement model works for Über, Airbnb etc.
- Most people are experts on friendliness, cleanliness, timeliness not so much on protein folding.

- Move from 'review to endorsement'.
- Authors become responsible for obtaining endorsers (*I, Bas Straub, endorse this paper for publication in Journal XYZ*).
- Journal responsible for validating endorser / endorsement.
- Identify endorsers through Orcid.
- Make endorsers accountable (publishing their info with paper).
- The quality (publication history) of the endorser will indicate the quality of the publication.
- Errata / Retraction notice are the gate keepers

