



Elsevier journal publishing - a publisher's perspective

PPA Information Resource Summit

David Clark, Publishing Director, Physics, Maths, Computer Science and Astronomy, May 2007



Quick Agenda

1. What we do currently
2. What is changing
3. Challenges/Issues



1. What we (Elsevier) do currently?

“Contribute to the progress and application of science,
by delivering superior information products and tools
that build insights and enable advancement in research”



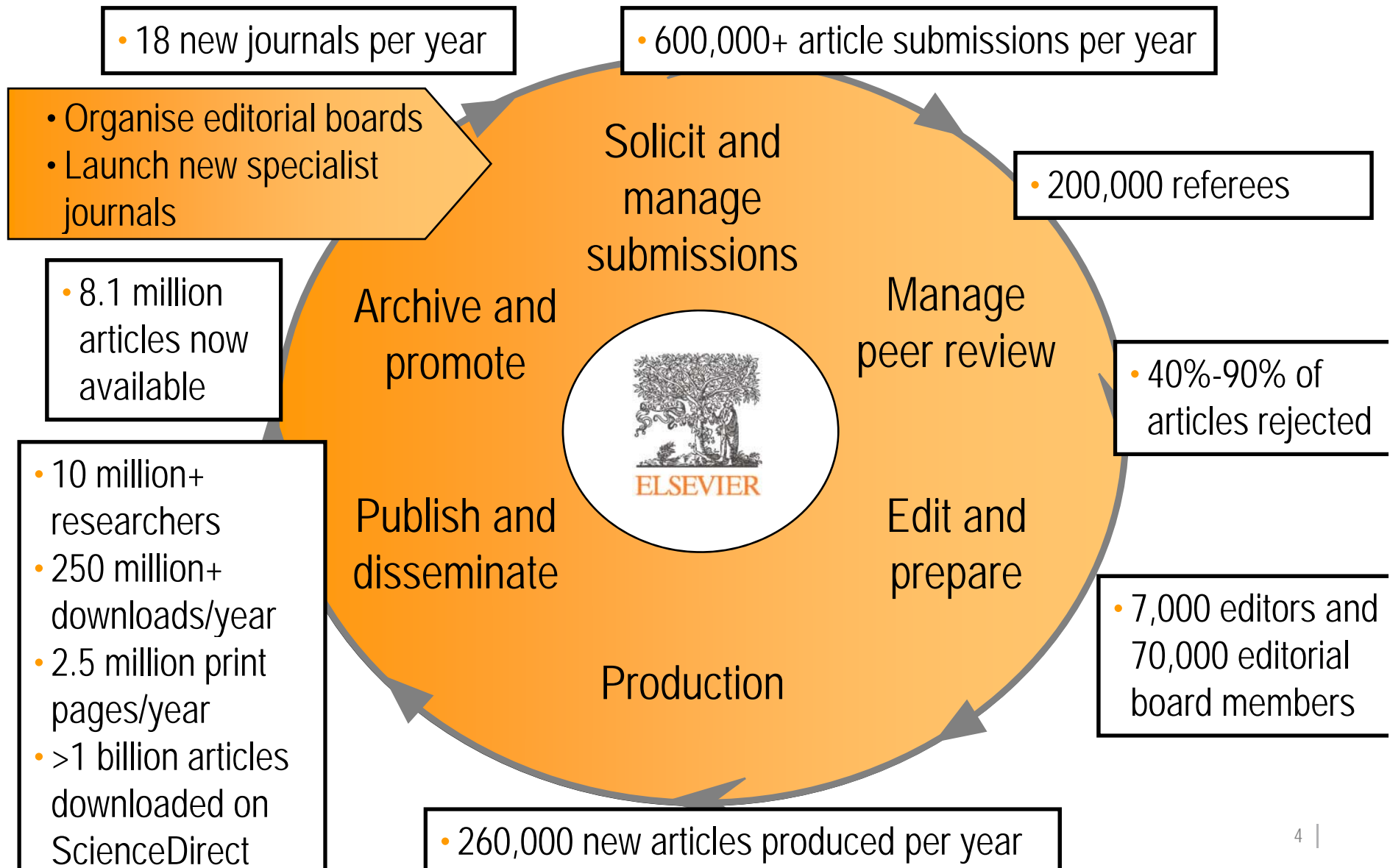
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What that involves at the macro level

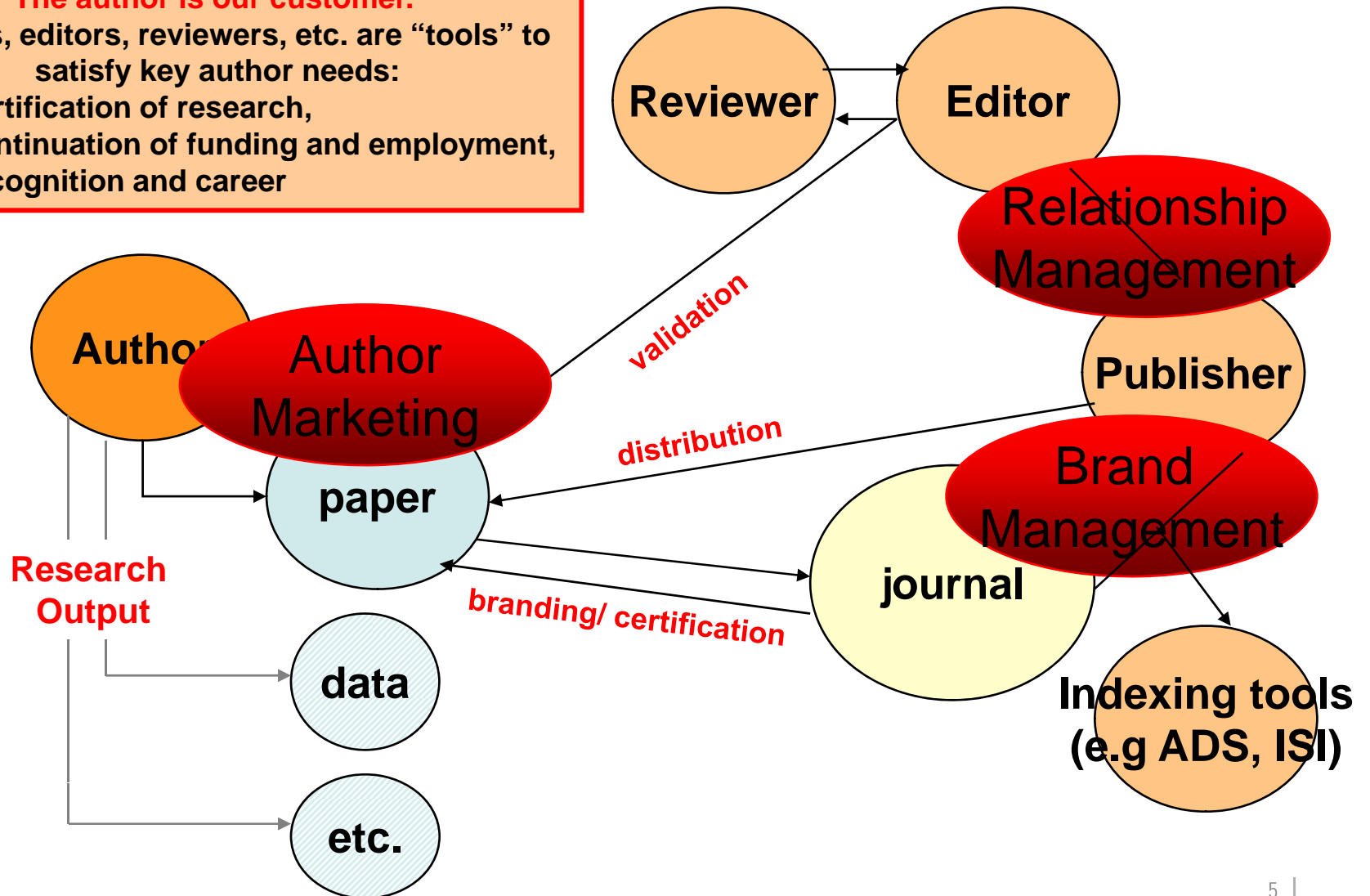


At a journal level: relationships

The author is our customer.

Journals, editors, reviewers, etc. are “tools” to satisfy key author needs:

- certification of research,
- continuation of funding and employment,
- recognition and career





At a journal level: risks/dependencies

■ ScienceDirect (dissemination tool)

Strengths: Extremely robust, reliable, class-leading product.

Development areas: a broader definition of articles (including more related information), better search/indexing functionalities, cross-linking below the article level, better access and entitlement functionalities, web 2.0 functionality *and continued investment in infrastructure*

■ Submission/peer review tools and support

Strengths: Robust systems, relatively simple with lots of support and productivity tools.

Development areas: better integration with content and links to potential referees, dealing with information overload (especially for referees), dealing with data sets and other research outputs.

■ Editorial/Production

Strengths: Skilled, experienced, well-appreciated by authors, as seen by author feedback.

Development areas: addressing authors from new countries, more language support, electronic-first approach with new material and information that cannot be supported by conventional production, and need for greater consistency (especially with Astronomical data items) and standard setting.



2. What's changing

WEB 2.0

Search

NIH

Wiki's

Podcasts

Google scholar

Open access

China

Plagiarism

Research offshoring

Open peer review

Blogging

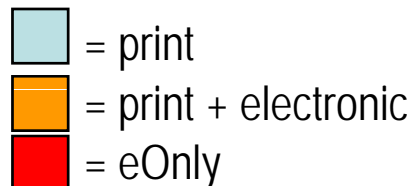
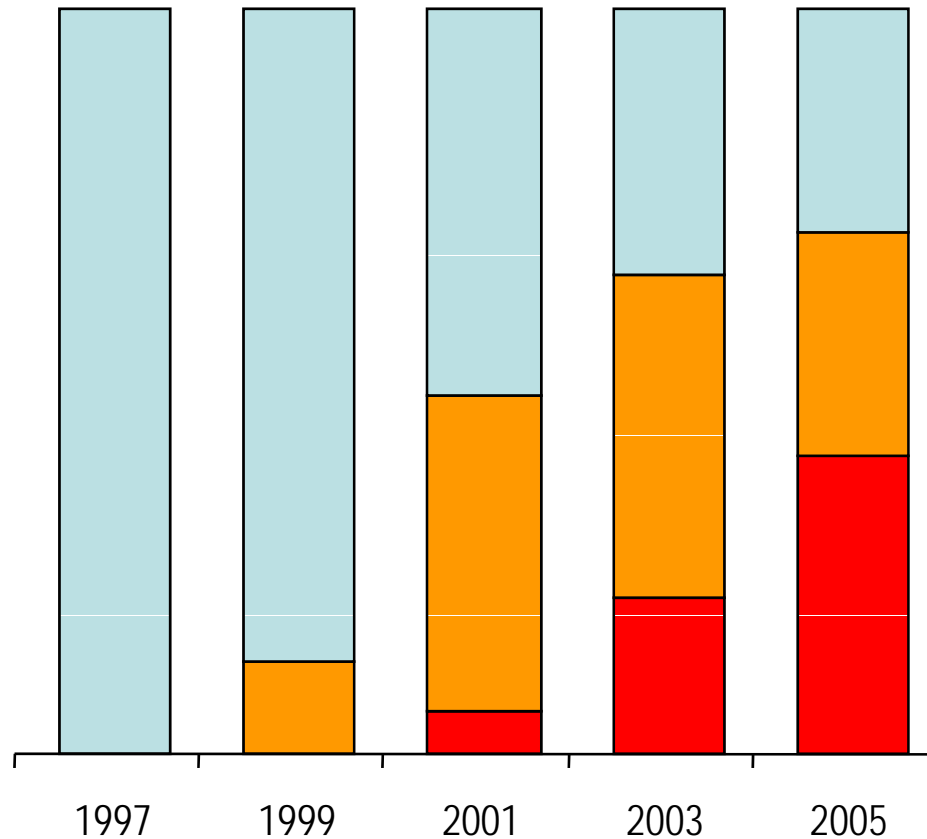
E lab notebooks

Repositories

Instant messaging



etransformation



2001, 2003 and 2005 include migrated Harcourt content

Current Benefits

For researchers

- Remote, desktop access
- Fast search
- Interlinked articles
- eFunctions (e.g, email alerts)

For librarians

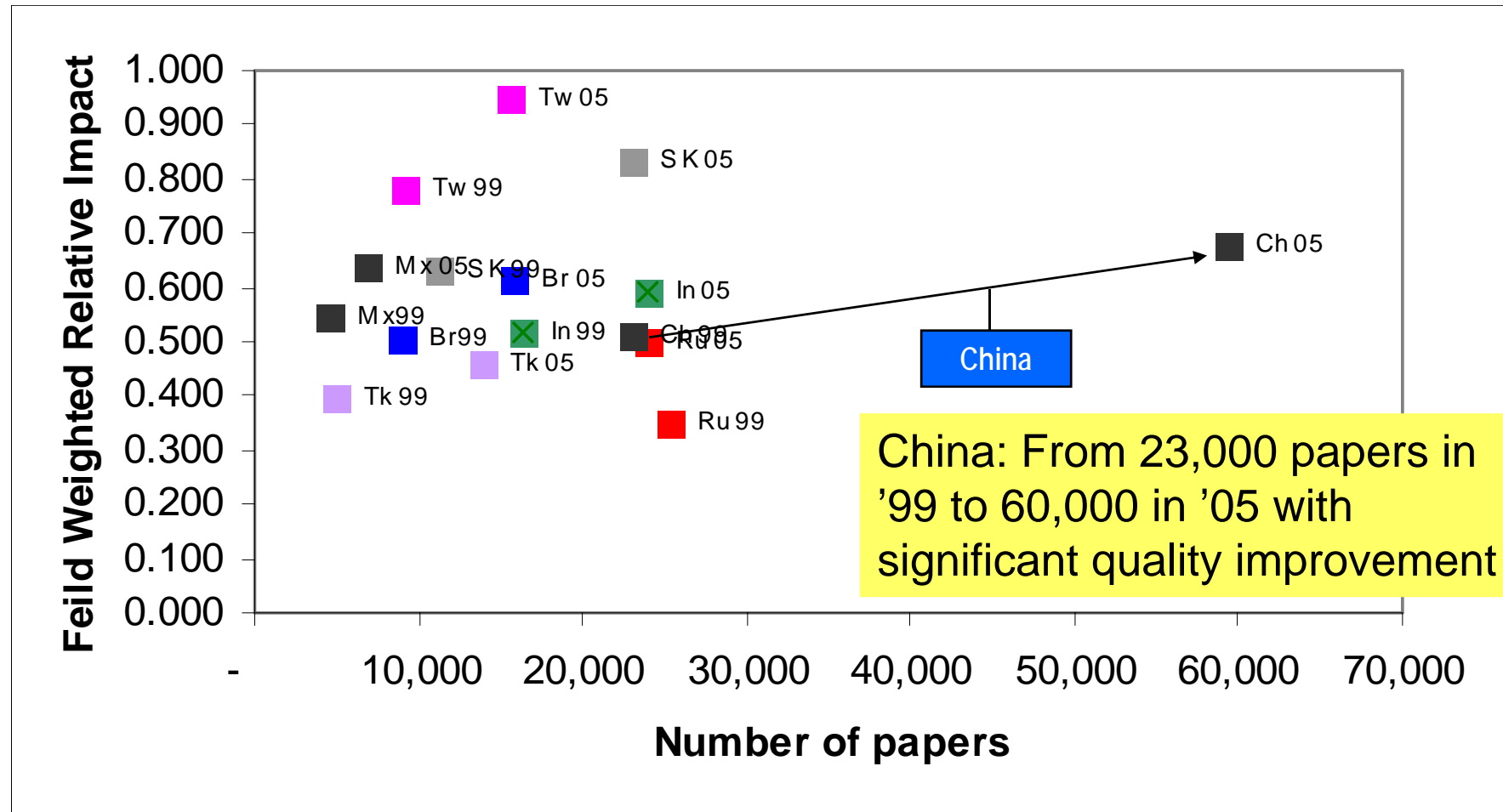
- Easier collection management
- Usage data per journal
- Reduced storage space
- Time efficiencies

2007 and Beyond

- Further integration into researcher workflow
- Increased usability (fewer clicks to reach content)
- Dynamic content, social bookmarking, personal tagging



Quantity and quality from emerging countries increasing quickly... China is unique in every aspect



Tw – Taiwan; Br – Brazil; Tk – Turkey; SK – South Korea; In – India; Mx – Mexico; Ru – Russia



3. Challenges/Issues

... there is stability in underlying fundamentals..

- Large majority of authors feel that peer review remains important;
- Current open peer review experiments get hardly any traction;
- Authors get tremendous value and prestige from high quality brands like Science, Nature or Cell;
- Lack of trust of information that is not validated;
- Lack of trust in scientific communication based on opinions, such as blogs.



But some new things...

- Plagiarism, duplicate submission and ethical issues
- New business models (Open Access and variants, such as Sponsored Articles, Delayed Access) – need to ensure sustainability in the long term and preservation of peer review
- New Research Outputs (data, video, attachments) – do these need peer review? Authenticity of imagery is a key area here. Are there broader societal changes that we (librarians, publishers, information professionals) are overlooking.
- Changes in research practice and interaction (web 2.0, how postgraduates work together)
- Different measures for assessing research productivity (H factor)
- Author/Referee ratio is 'out of synch'



Thank you

Any questions?