Scenario 2: New Information and Publication Services

Before < APE 2010: 
Core Competences in Publishing & Information Services

Workshop 3: Innovation: The Future of Scientific Publishing. 3 Scenarios

Berlin, January 18, 2010

Svenja Hagenhoff
New Services: What could it be?
A simple and well-known approach...

- Do not let the demanders pay for products called “journals” or “article”
- Let the suppliers pay for a service called “to publish”
- … and the serial crisis will be solved…
Are prices on the “left side” better than prices on the “right side”?  

<table>
<thead>
<tr>
<th>Aspects that could explain increasing journal prices (literature review)</th>
<th>Structural reason</th>
<th>Strategy based reason</th>
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<tbody>
<tr>
<td>1 (excessive) <strong>profit-mongering</strong> of publishing houses, esp. because of high market concentration</td>
<td></td>
<td>X</td>
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<tr>
<td>2a Increased fix costs because of <strong>IT investments</strong></td>
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<td>X</td>
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<tr>
<td>2b Increased costs because of <strong>increased publishing activities</strong></td>
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<td>X</td>
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<tr>
<td>=&gt; increased number of manuscripts</td>
<td></td>
<td></td>
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<tr>
<td>=&gt; increased number of published pages</td>
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<td>3 <strong>Decreased average circulation</strong> because of differentiation of disciplines =&gt; high unit costs</td>
<td></td>
<td>X</td>
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<tr>
<td>4 High market power of the publishing houses because of the <strong>characteristics of the good</strong> (difficult to substitute)</td>
<td></td>
<td>X</td>
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<tr>
<td>5 High market power of the publishing houses because of <strong>concentration</strong></td>
<td></td>
<td>X</td>
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<tr>
<td>6 Less <strong>price elasticity</strong> of libraries because of literature maintenance mandate</td>
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<td>X</td>
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</table>

- All aspects could explain increasing publication fees as well as increasing journal prices
- Paying for the publication process instead of paying for the journals will not result in a structural modification of the system of scholarly communication

**Hypothesis 1**: The model “author pays for publishing services” will result in a publishing crisis
A deeper look: what does “publishing” mean?

- To communicate a content from an author to a recipient by means of a publication

- What functions does a system of scholarly communication need? (for the functions see Roosendaal 2001)

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A deeper look: what does “publishing” mean?

- to allocate the manuscripts to reviewers or vice versa
- to do the review / make a decision

Scientist as author
Scientist as reviewer
Scientist as recipient

Certification / Selection

Manuscript

Paper

Online publication
A deeper look: what does “publishing” mean?

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Registration
- to make the paper public
- to guarantee the integrity of the publication

 Scientiﬁst as author

Scientist as reviewer

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Scientist as recipient
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**Certification / Selection**

**Scientist as reviewer**

**Manuscript**

**Scientist as author**

**Online publication**

**Paper**

**Scientist as recipient**

**Registration**

- to make the paper public
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**Archiving**

- long-term archiving
- technological & organizational aspects

**Note:**

- to make the paper public
- to guarantee the integrity of the publication
A deeper look: what does “publishing” mean?

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Certification / Selection

- Scientist as reviewer

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Online publication

Archiving

- long-term archiving
- technological & organizational aspects

Awareness

- finding the relevant content
- browsing / searching

Scientist as author

Scientist as recipient

Manuscript

Paper
What are the crucial aspects with potential for services?

- to allocate the manuscripts to reviewers or vice versa
- to do the review / make a decision

**Certification / Selection**

**Scientist as reviewer**

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**Manuscript Paper**

- to make the paper public
- to guarantee the integrity of the publication

**Scientist as author**

**Scientist as recipient**
Hypothesis 2:
• The trusted third party job is not a monopoly service of publishing houses
• Libraries as well as learned societies are also players with high reputation
• Therefore the market for trusted third party services is more competitive than the market for journals is
Hypothesis 3:
• Publishing houses which want to play an important role in the modern system of scholarly communication need to change their core business from being content providers to being providers of intelligent awareness tools.
• The awareness market has potential for monopoly structures.

Awareness tools
1. Journal / meta data / catalogues
2. Search engines
3. Intelligent mechanisms
   • "cross journal bundling machines" for individual "journals"
   • Recommender systems (like Amazon)
   • …
Hypothesis 4: 
Publishing houses as traditional trusted third parties (integrity!) and libraries as traditional access providers (awareness is the first step of getting access) will change their roles.
Summary of the hypotheses

**Hypothesis 1:** The model “author pays for publishing services” will result in a publishing crisis

**Hypothesis 2:**
- Guaranteeing the integrity of a publication is a crucial service in internet based systems of scholarly communication
- Therefore trusted third parties between authors and readers are needed
- The trusted third party’s job is not a monopoly service of publishing houses
- Libraries as well as learned societies are also players with high reputation
- Therefore the market for trusted third party services is more competitive than the market for journals

**Hypothesis 3:**
- Publishing houses which want to play an important role in the modern system of scholarly communication need to change their core business from being content providers to being awareness providers
- The awareness market has potential for monopoly structures (the winner takes it all phenomenon)

**Hypothesis 4:** Publishing houses as traditional trusted third parties (integrity function!) and libraries as traditional access providers (awareness is the first step of getting access) will change their roles.

**Hypothesis 5:**
- The system of scholarly communication produces lock-in situations for the scientists because of standards – reputation for the author (the blue Gabler cover)!
- The established system therefore is strengthened, alternatives are unattractive for the individual scientist
- A second big transformation of the system of scholarly communication will not take place without regulation
Contact

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