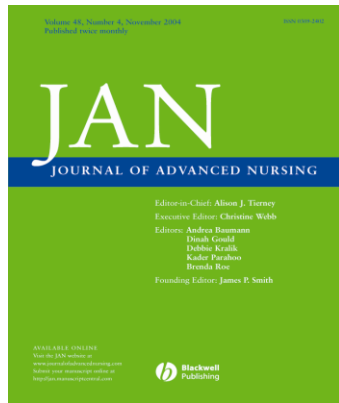


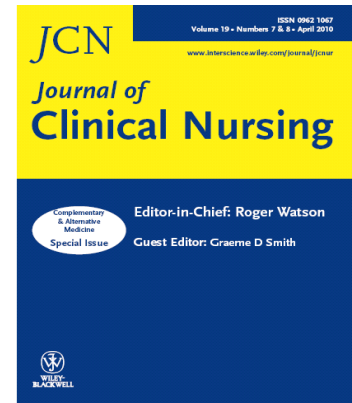
# WHAT'S THE FUTURE FOR JOURNALS?

## RCN Research Conference Newcastle – May 2010 Fringe Event



Alison J Tierney  
Editor in Chief, Journal of Advanced Nursing

Roger Watson  
Editor in Chief, Journal of Clinical Nursing



## Henry Oldenburg

created the first scientific journal  
for the newly founded  
Royal Society of London in 1665

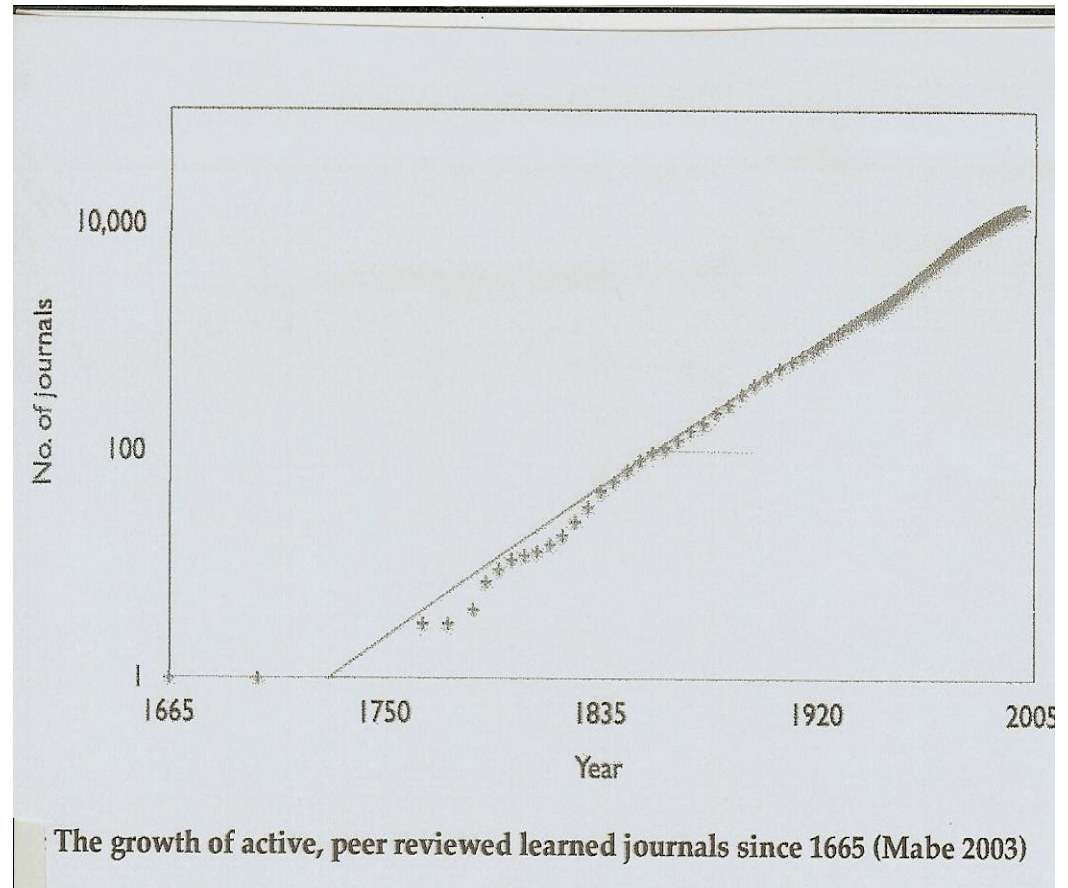
## Four functions of a journal:-

- registration
- dissemination
- peer review
- archival record

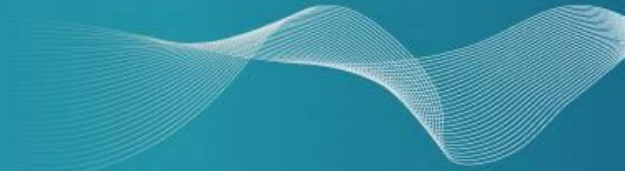
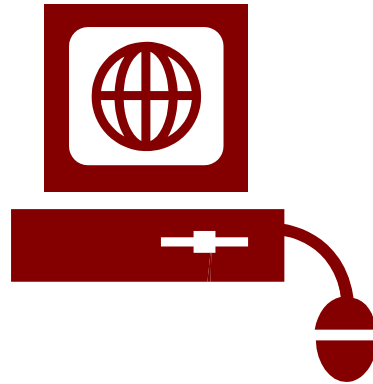


## Growth of journal publishing

- ❑ Steady growth in number of journals and no. of articles over 3 centuries (3% p.a.)
- ❑ Reflects ongoing increase in number of researchers
- ❑ 25,000 + active peer-reviewed journals in 2009
- ❑ Nearly 10,000 in the Journal Citation Database
- ❑ 58 nursing journals in JCD in 2009
- ❑ 1<sup>st</sup> scholarly nursing journals est. 1955 (NR)



# A new era for journal publishing



*“Here, on the edge of the twenty-first century, a fundamental new rule of business is that **the Internet changes everything.**”*

Bill Gates *Business @The Speed of Thought*, 1999



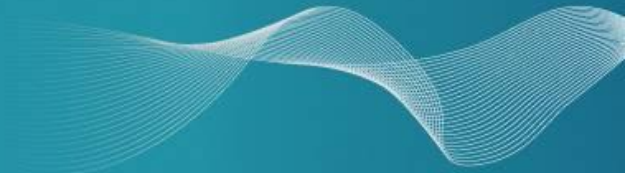
# Journal publishing & the WWW

- 1991 - World Wide Web went live
  - 1992: first web-based journal (Online Journal of Clinical Trials)
- 1995 – Internet Explorer launched
  - 1996 – electronic journal platforms, including ScienceDirect, Synergy, Interscience etc.
  - Journal of Advanced Nursing and Journal of Clinical Nursing went online in 2000

# What's changed with e-publishing?

## Vast majority of stm journals are now online

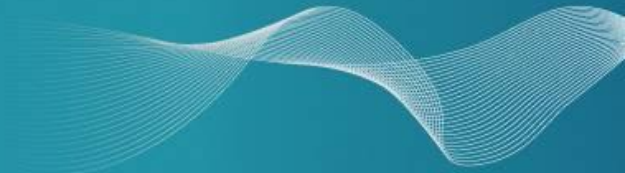
- ❑ publishing process - online from submission through production to publication - is fast/er
- ❑ access to a newly-published article online is instantaneous and global
- ❑ digitalisation of past copy has greatly increased availability of scientific literature
- ❑ individual institutional subscription has given way to grouped institutional buy-in to 'bundles' of e-journals
- ❑ reading patterns are changing



# What's changed with e-publishing?

## Reading patterns are changing

- ❑ reader access is now 24/7
- ❑ access and navigation driven by keywords via Search Engines, not journal browsing
- ❑ more articles are being read, but with less time spent on each article
- ❑ reading is more strategic (filter, scan, link, analyse fragments)
- ❑ thus structured content is emphasised while 'narrative' may become devalued



# What's the effect of Open Access (OA) on the future of journals?

## MODELS OF OPEN ACCESS

- PAY TO PUBLISH OA **“GOLD”**
  - author pays publisher
  - free to all internet users on publication and forever
  - can apply to individual articles as well as whole journals
- DELAYED OA **“DELAYED”**
  - free access after publication on the publisher's website, usually 6 months or a year
- SELF ARCHIVING OA **“GREEN”**
  - author posts paper after journal publication, subject to publisher's copyright rules, on a university/institutional website or open archive; also conference papers and theses

## EFFECTS OF OPEN ACCESS

- overriding benefits of OA not yet apparent in terms of widening and speeding up access to new research
- debate about 'who pays' continues
- concerns persist about OA journals without the conventional features of peer review and editorial quality control

# Will digital publishing and OA be the death of journals? NO!



- ❑ Oldenburg's 4 functions still require to be met (registration, dissemination, peer review, archival record)
- ❑ This requires co-ordination and co-operation between editors and publishers
- ❑ Journal brands are still important to authors and readers
- ❑ Journals provide recognised channels for the dissemination of research and scholarship within (and across) disciplines & niches

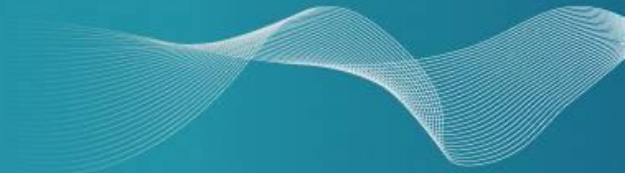
So ... what *is* the future for journals in the post-Web 2.0 era?



# What's the future for journals?

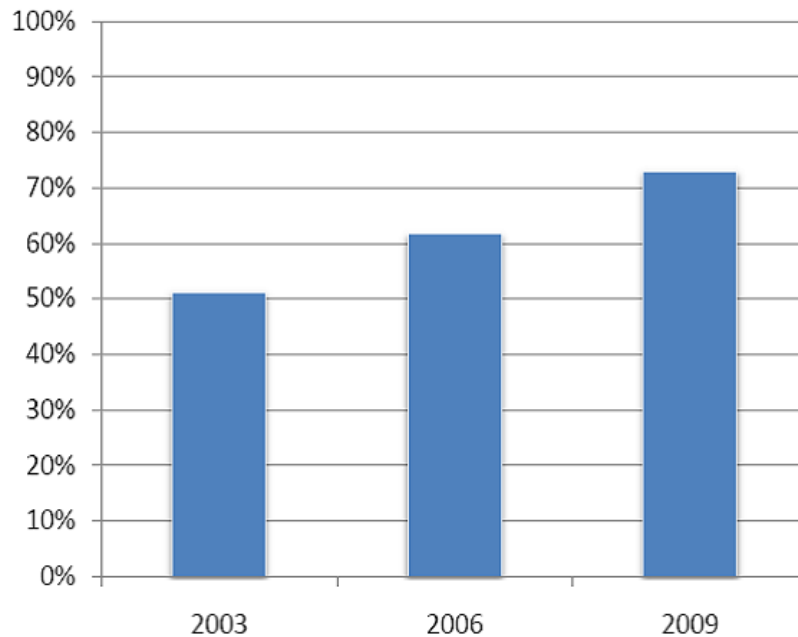
*“We're on the verge of a more profound revolution for enriched digital content”*

Allen H, Palmer CL (2009) Strategic reading, ontologies and the future of scientific publishing. *Science*, 325, 828-832



# Will print journals survive?

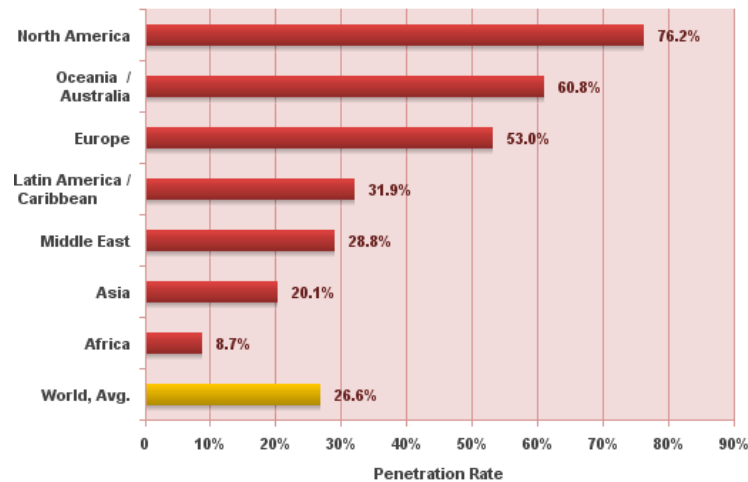
**Figure 1: Percent of faculty strongly agreeing with the statement “If my library cancelled the current issues of a print version of a journal but continued to make them available electronically, that would be fine with me,” in 2003, 2006, and 2009**



- US survey conducted in 2009 and reported in *The Chronicle of Higher Education*
- But, although comfortable with their *own* library no longer having print versions (Fig 1), much less comfortable with the idea of the journals they use not having a print version at all

# And internet access is not yet universal

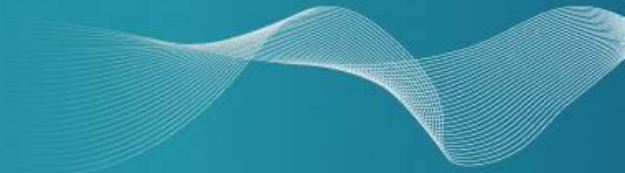
**World Internet Penetration Rates  
by Geographic Regions - 2009**



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
Penetration Rates are based on a world population of 6,767,805,208 and 1,802,330,457 estimated Internet users for December 31, 2010.  
Copyright © 2010, Miniwatts Marketing Group

# The next decade

- ❑ the end of volumisation
- ❑ the end of pagination
- ❑ DOIs really do become definitive
- ❑ we're already there!



# The next decade

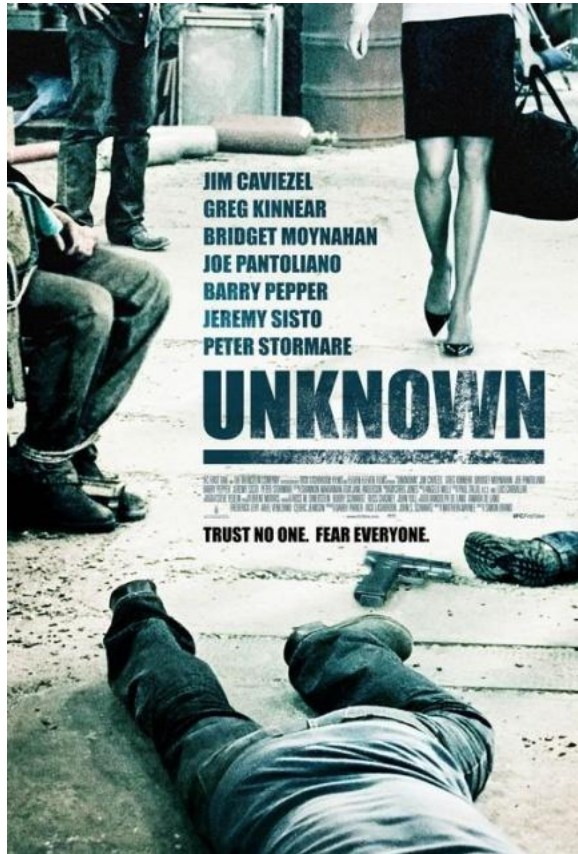


## Virtual issues

journals pulling together papers across time and specialities

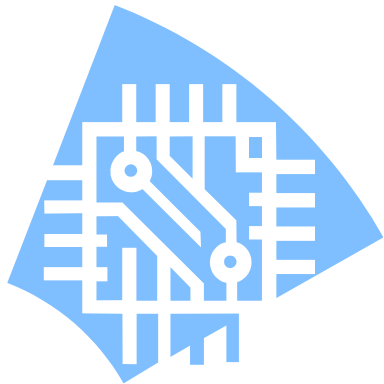
- JCN* is producing a VI on North American Scholarship in *JCN* to coincide with the 2010 AAN, Washington
- JAN*'s first VI on *Cancer Care* went online in April and the 2<sup>nd</sup> is on *Stroke*.
- VIs are free to all

# The next decade



- We don't know what the impact will be on
- Journal ratings e.g. impact factor and other systems
- Ratings of individuals – e.g. the easy accessibility and use of download data (Elsevier already do this)

# The next decade



## □ Enhanced web-based features and functions of journals:-

- rapid response facility
- podcasts
- chat-rooms/cafes
- Facebook pages
- Twitter

# The next decade



- What must not change**
- The existence of 'journals'
- Quality assurance processes (peer review)
- Strong leadership (editors and editors-in-chief)
- Continuing support of publishers
- These things cost money!

# Questions and discussion

