

Journals: Where's the Value Going? (and tax cuts)



What is the value of Journals?

- A way to exchange scholarship
- But much more....
 - Involve authors and readers, but also editors, publishers, librarians, deans, public... and many more
 - Connected to grants, secondary reviewing and abstracting, awards and prizes, etc.
- Interwoven with academic culture



Who uses journals?

- Our colleagues
- But much more...
 - Beginners in field
 - Other disciplines
 - FUTURE GENERATIONS!
- Journals are aimed at the future,
not the present

Math Reviews Citations Study

53% to articles < 1990

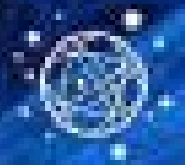
28% to articles < 1980

What's wrong with experiments?

- Nothing...
 - provided we know that we're...
 - Changing culture
 - Anticipating the future
- E-print servers? Self?
 - Don't serve many of the functions of journals
 - Don't look good for the future
- Most recent experiment:
 - **Open Access**



Committed to making the world's
scientific and medical literature
a public resource

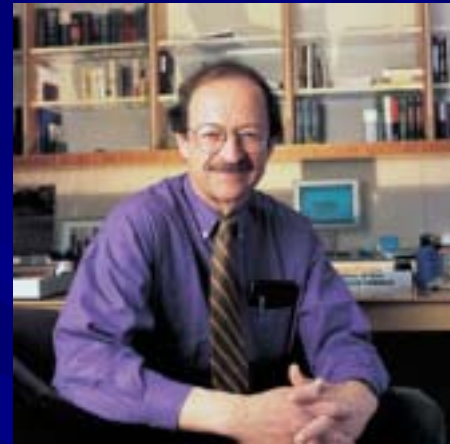


PLOS PUBLIC LIBRARY
of SCIENCE

www.plos.org

Goal: “A Revolution without Pain”

- Public Library of Science
 - Charge authors \$1500 per paper
- “Part of the cost of research”
- “No threat to journals”
- “Just alternative business model”



“I don't believe that traditional business plans that depend upon the sale - the inappropriate sale from my point of view - of subscriptions to these journals should be how these societies finance their activities. ... No, no, we're not trying to put people out of business. “

-Harold Varmus

Business models have consequences...

- Grants support publication gives grant supported research edge (disciplines differ!)
- Author charges...put scholars in dev world at disadvantage (US health system model)
- Decision makers: librarians vs. authors
- Thrifty scholars (deans?): long papers
- **Want to make more revenue?**
 - **Subscription: publish high quality journal**
 - **Author charges: publish more papers**

Disconnect?

- “Just a new business model”
- Advocates frame the debate:
 - Will the new model work?
- But a moment of reflection shows that open access changes value
 - undermines many of the cultural ties...and the long-term nature



“No, no, we're not trying to put people out of business.”

Tax cuts?

- Paul Krugman (NY Times magazine)
- Arguments for tax cuts
 - Supply side: there will be no pain
 - Starve the beast: plenty of pain
- Some people believe in supply-side... but most advocates believe in ideology – government bad
- But all use supply-side argument because it sells! (Tip-off: look at history of remarks)

Open Access

- Arguments for open access
 - Just new business model: will be no pain
 - Starve the beast (publishers): plenty of pain
- Some people believe in business model, but most advocates believe in ideology – money is evil (publishers too)
- But all use the just-a-business-model argument because it sells (Tip-off: look at what advocates used to say)

**“... the inappropriate sale
from my point of view...”**

What happens long-term?

- Publishers are losing PR campaign...
 - Letting others shape the argument
 - Avoiding obvious issues (copyright, access, bundling)
 - **But academics instinctively understand value of journals... and we need to gather their support!**



NEWS

(American Scientist)

New Adventures in Science Publishing

Efforts of grassroots group fall short; new online journal in the works

What me worry?



- Can't afford to ignore the ideologues!
- Need to be practical and sensible in way we protect the value of journals:
 - Take care when changing culture
 - Protect future generations



Sensible Experiments

- Experiment with new models, but...
 - “The New Leftists believe in the omnipotence of the deed and the irrelevance of the goal.” (Arthur Schlesinger, Jr.)
 - Festina lente (Caesar Augustus)
 - “Make haste slowly”

