

# Wissenschaftliche Gesellschaften und ihre Zeitschriften – umwandeln oder neu starten?



Stefan Busch, Publisher BioMed Central

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## EDP Open survey reveals learned society attitudes towards Open Access - 27 May 2014

[EDP Open](#), the Open Access publishing arm of EDP Sciences, has released the results of a survey to appraise attitudes toward Open Access amongst learned society publishers. The survey was answered by 33 learned societies and the results were further supplemented by a focus group held at the annual UKSG meeting in Harrogate in April.

Key findings include learned societies overwhelmingly agree that Open Access will inevitably place some learned societies' journals into financial jeopardy; competing with large Open Access specialist publishers was also considered a significant challenge for learned societies; and Gold Open Access is the Open Access method that is least offered by learned society journals, however nearly two-thirds of learned societies indicated that they would like to be offering this option.

The other findings include more than ever before, with so many journals being published Open Access of dubious origin, learned societies should look to endorse content with a stamp of quality and authority; collaboration between learned societies could help in the transition to Open Access, by pooling resources and sharing complex tasks; and two-thirds of all learned societies are also looking for support on best approach to OA, and compliance with funder mandates.

Although the survey results reveal concerns amongst learned societies relating to their traditional activities and revenue streams, there was also enthusiasm for the potential of Open Access to increase dissemination of research information, particularly to poor and developing countries. Learned societies also felt there was a strong opportunity for increasing interdisciplinary access to research information and for the acceleration of research impact.

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## Key findings of EDP Open survey

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»It's the economy, stupid.«

**Was also sind die finanziellen/ökonomischen Ausgangsszenarien?**

## „Matrix der Szenarien“

**Gesellschaft gegenwärtig ohne  
Zeitschrift**

**OA = Chance**

**Gesellschaft mit Zeitschrift, die  
finanziell keinen Gewinn bringt  
oder sogar Kostenfaktor ist**

**OA = Chance**

**Gesellschaft mit Zeitschrift, die  
finanziell für die Organisation  
eine große Rolle spielt**

**OA = Risiko**

## Was also sind die Optionen für Gesellschaften mit „cash cow journals“?

**(1) „Hybridisierung“ der bestehenden Zeitschriften**

**(OA als Option für individuelle Artikel)**

**(2) Gründung zusätzlicher OA Zeitschrift**

**(„companion journal“)**

**(3) Konvertierung der bestehenden Zeitschrift in OA**

## **Optionen für Gesellschaften mit „cash cow journals“**

**Ad (1) „Hybridisierung“ der bestehenden Zeitschriften  
(OA als Option für individuelle Artikel)**

**= Übergangslösung, falscher Kompromiss, oder ...?**

**(... aber das ist eine andere Diskussion)**

## **Optionen für Gesellschaften mit „cash cow journals“**

### **Ad (2) Gründung zusätzlicher OA Zeitschrift („companion journal“)**

**= eine erfolgversprechende Möglichkeit,  
besonders dort, wo die bestehenden Zeitschriften  
hohe Einreichungs- und Ablehnungszahlen  
haben**

**Beispiele:**

# Beispiel 1



## Journals

Journals of the  
AMERICAN PHYSIOLOGICAL SOCIETY  
**physiology.org**

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Click the covers below to read journal content online.

	<a href="#">AJP - Cell Physiology</a>		<a href="#">AJP - Endocrinology and Metabolism</a>
	<a href="#">AJP - Gastrointestinal and Liver Physiology</a>		<a href="#">AJP - Heart and Circulatory Physiology</a>
	<a href="#">AJP - Lung Cellular and Molecular Physiology</a>		<a href="#">AJP - Regulatory, Integrative and Comparative Physiology</a>
	<a href="#">AJP - Renal Physiology</a>		<a href="#">AJP Legacy Content</a>
	<a href="#">Journal of Applied Physiology</a>		<a href="#">Journal of Neurophysiology</a>
	<a href="#">Physiological Genomics</a>		<a href="#">Physiological Reviews</a>
	<a href="#">Advances in Physiology Education</a>		<a href="#">Physiology</a>

Rank	Abbreviated Journal Title <i>(linked to journal information)</i>	ISSN	Total Cites	Impact Factor
1	<a href="#">PHYSIOL REV</a>	0031-9333	23974	29.041
2	<a href="#">ANNU REV PHYSIOL</a>	0066-4278	8246	14.696
3	<a href="#">J PINEAL RES</a>	0742-3098	6136	7.812
4	<a href="#">PHYSIOLOGY</a>	1548-9213	2656	5.645
5	<a href="#">J MAMMARY GLAND BIOL</a>	1083-3021	2245	5.000
6	<a href="#">EXERC SPORT SCI REV</a>	0091-6331	2200	4.818
7	<a href="#">J GEN PHYSIOL</a>	0022-1295	8002	4.570
8	<a href="#">J PHYSIOL-LONDON</a>	0022-3751	47233	4.544
9	<a href="#">ACTA PHYSIOL</a>	1748-1708	2935	4.251
10	<a href="#">AM J PHYSIOL-ENDOC M</a>	0193-1849	20258	4.088
11	<a href="#">AM J PHYSIOL-LUNG C</a>	1040-0605	13603	4.041
12	<a href="#">AM J PHYSIOL-HEART C</a>	0363-6135	32958	4.012
13	<a href="#">REV PHYSIOL BIOCH P</a>	0303-4240	767	3.900
14	<a href="#">J CELL PHYSIOL</a>	0021-9541	17398	3.874
15	<a href="#">AM J PHYSIOL-GASTR L</a>	0193-1857	14610	3.737
16	<a href="#">INT J BEHAV NUTR PHY</a>	1479-5868	3291	3.675
17	<a href="#">AM J PHYSIOL-CELL PH</a>	0363-6143	18064	3.674
18	<a href="#">CELL PHYSIOL BIOCHEM</a>	1015-8987	3886	3.550
19	<a href="#">AM J PHYSIOL-REG I</a>	0363-6119	21416	3.529
20	<a href="#">J APPL PHYSIOL</a>	8750-7587	42489	3.434



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# Physiological Reports

**Open Access**

## Physiological Reports Vols. 1 to 2; 2013 to 2014

<b>Vol. 2 2014</b>	v.2(1) Jan 1, 2014	v.2(2) Feb 1, 2014	v.2(3) Mar 1, 2014
	v.2(4) Apr 1, 2014	v.2(5) May 1, 2014	
<b>Vol. 1 2013</b>	v.1(1) Jun 2013	v.1(2) Jul 2013	v.1(3) Aug 2013
	v.1(4) Sep 2013	v.1(5) Oct 2013	v.1(6) Nov 2013
	v.1(7) Dec 1, 2013		

Articles from Physiological Reports are provided here courtesy of **Wiley-Blackwell**

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## Beispiel 2

**Thieme**

**PRODUCT TYPES**

- > Books / Electronic Media
- > Journals
- > FlexiBooks
- > Online Products

**CORE SPECIALTIES**

- > Anatomy
- > AO Co-Publications
- > Audiology
- > Chemistry
- > Complementary Medicine
- > Dentistry
- > Dermatology
- > Internal Medicine
- > Neurology
- > Neurosurgery
- > Obstetrics and Gynecology
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**AJP Reports (Journal)**

Volume 4 (2014)  
ISSN: 2157-6998

**This journal is available to read for FREE on the Thieme E-Journals platform.**

**Indexed In:** PubMed Central



*AJP Reports* is an open-access companion journal to the *American Journal of Perinatology*. Available in print and online, it publishes case reports in the fields of neonatology and maternal/fetal medicine. A broad spectrum of cases is covered in each issue, ensuring that *AJP Reports* is an essential resource for those seeking a deeper insight into the pathology and treatment of a range of diseases and conditions in this field.

**Aims and Scope**

- To report rare or exceptional cases in neonatology or maternal/fetal medicine of wider interest to

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## Effekte der Gründungen von OA „companion journals“:

- **(potentiell) zusätzliche Einkünfte für die Gesellschaft (u.U. als Gegengewicht für sinkende Einnahmen durch die Subskriptionszeitschrift)**
- **Gewinn von Erfahrungen mit OA**
- **Vorbereitung auf eine OA Zukunft**

## Optionen für Gesellschaften mit „cash cow journals“?

**Ad (3) Konvertierung der bestehenden Zeitschrift in OA**

## **Optionen für Gesellschaften mit „cash cow journals“? (3)**

**Wann, unter welchen Bedingungen, würden solche Gesellschaften erwägen, solche Journals in OA umzuwandeln?**

**Wenn die Einkünfte vor und nach der Umwandlung – mit hoher Wahrscheinlichkeit – in etwa gleich bleiben.**

## Optionen für Gesellschaften mit „cash cow journals“? (3)

**Nehmen wir Folgendes an:**

- **Die Zeitschrift bringt der Gesellschaft €100.000 pro Jahr.**
  - **Sie publiziert 120 (Forschungs-) Artikel pro Jahr.**
  - **Realisierte APC-Einnahmen sind 80 % der Nominal-APCs.**
- ⇒ **~€1000 pro APC für die Gesellschaft, wenn der Wegfall der Subskriptionseinnahmen ausgeglichen werden soll.**

## Optionen für Gesellschaften mit „cash cow journals“? (3)

Gesellschaftsanteil an den APCs:	€1000
+ Verlagsanteil an den APCs:	€1300 (PLoS One: >€1000)
<u>⇒ Gesamt-APC einer solchen Zeitschrift:</u>	<u>auf jeden Fall über €2000,</u> <u>und wahrscheinlich</u> <u>deutlich darüber</u>

### **Orientierungspunkt:**

APCs für die PLoS „community journals“, z.B. *PLoS Genetics* oder *PLoS Neglected Tropical Diseases*, sind \$2250/€~1700 (ohne APC-Anteil für Gesellschaft!)

### **PS:**

Annahme: APC-Einkünfte machen ca. 90 % der Gesamteinkünfte aus.

**Ohne „APC-Anreiz“ für die Konversion von ertragreichen Subskriptionszeitschriften ergibt sich eine Reihe von Konsequenzen:**

**Einerseits:** Konservierung des Status Quo (Subskriptionen bleiben Subskriptionen – so lange wie möglich/ertragreich)

**Andererseits:** Erleichterung des Markteintritt für Neugründungen (einschließlich “companion journals”)

**Aus der Perspektive der Gesellschaften:** OA bliebe eine Bedrohung.

**Aus einer breiteren „Systemperspektive“:** Das etablierte Modell mit Konferenzen und anderen Wissenschaftsaktivitäten, die von den Gesellschaften organisiert werden, steht in Frage.

**Soweit vielen Dank, und nun zur Diskussion.**

**[stefan.busch@biomedcentral.com](mailto:stefan.busch@biomedcentral.com)**

## Quellen:

### Folien 3-5:

[http://www.knowledgespeak.com/newsArchieveviewdtl.asp?pickUpID=19634&pickUpB  
atch=2456#19634](http://www.knowledgespeak.com/newsArchieveviewdtl.asp?pickUpID=19634&pickUpB<br/>atch=2456#19634)

### Folie 11:

<http://www.the-aps.org/mm/Publications/Journals.aspx>

[http://admin-apps.webofknowledge.com/JCR/JCR?RQ=LIST\\_SUMMARY\\_JOURNAL](http://admin-apps.webofknowledge.com/JCR/JCR?RQ=LIST_SUMMARY_JOURNAL)

### Folie 12:

<http://www.ncbi.nlm.nih.gov/pmc/journals/2252/>

### Folie 14:

[http://www.thieme.com/index.php?page=shop.product\\_details&flypage=flypage.tpl&pr  
oduct\\_id=1274&category\\_id=25&option=com\\_virtuemart&Itemid=53](http://www.thieme.com/index.php?page=shop.product_details&flypage=flypage.tpl&pr<br/>oduct_id=1274&category_id=25&option=com_virtuemart&Itemid=53)