

Key issues and challenges from the perspective of publishers

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What don't we know?

- The size and shape, volume and value of our industry (national, worldwide)
 - Publishers
 - Journals
 - Articles
 - Commercial/nonprofit
- The impact of new models
 - Open Access publishing - 'just another business model' (we shouldn't stop looking at others), but...
 - Need to get the costs right
 - One size may not fit all – disciplines differ
 - Self-archiving – potentially harmful to subscription journals (one-way experiment)?
 - More work urgently needed to evaluate actual as well as predicted effects



Why does it matter?

- Journal publishing is an important industry for the UK (revenues, exports, employment)

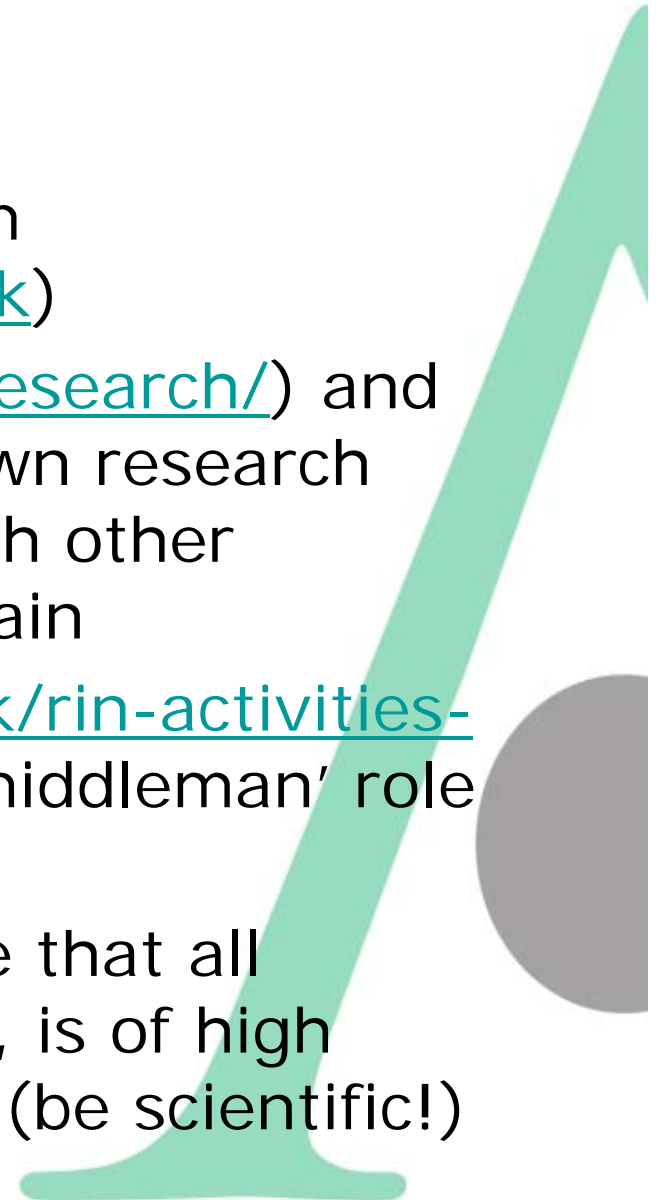
More importantly:

- Journals add something to research communication which authors and readers value
 - Management of peer review (despite its faults)
 - Selection and collection of manageable subsets of articles which are of relevance and interest to a given community
 - Editing (certainly matters for non-native speakers – is it actually that important otherwise?)
 - Linking (e.g. CrossRef)
- Learned Societies often use the proceeds of publishing to do other things which the community values, e.g.
 - Conferences
 - Bursaries
 - Research funding



What can we do about it?

- Gather more facts!
 - Publishing Research Consortium (www.publishingresearch.org.uk)
 - ALPSP (<http://www.alpsp.org/research/>) and other associations have their own research programmes, often working with other members of the information chain
 - RIN itself (<http://www.rin.ac.uk/rin-activities-projects>) is playing an active 'middleman' role in gathering objective data
 - Apply the EPS criteria to ensure that all research, by whomever funded, is of high quality, validity and objectivity (be scientific!)



What do we really need to know?

- OA (journals and archives) may be a distraction!
- The Internet enables authors and users of research information to behave in completely new ways
 - Quantity and role of data
 - Informal communications (blogs, wikis etc)
- Do we really know what our customers do all day, and what part our publications play in that?
 - Unless we do, we can't possibly create products and services to help them do it better

