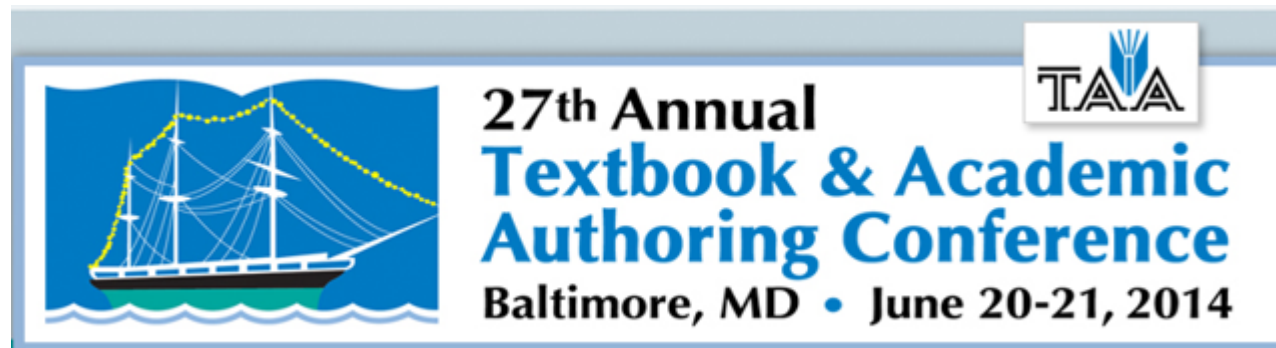


Millions of Articles, Thousands of Journals: How an Individual Scholarly Author Can Thrive in Today's Scholarly Publishing Ecosystem

Jeffrey Beall

University of Colorado Denver

ORCID number 0000-0001-9012-5330



Outline

- Describe scholarly publishing distribution models
- Describe predatory publishers
- Describe my work identifying predatory publishers
- Describe why predatory publishers are a problem
- Describe emerging scams related to predatory publishers
- Describe author service companies, peer review, scholarly metrics

Distribution models for scholarly publishing

- The traditional model
- The gold open-access model (APCs)

Predatory Publishers

- Conflict of interest: more papers = more income
- Not all OA journals are bad; not all traditional ones are good
- Monetary transactions from authors to publishers cause many problems – should be the other way around

How predatory publishers operate

- Experts at manipulative spamming
- Target young and emerging researchers
- They mimic legitimate publishers in many ways



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CERTIFICATION 

Impact Factor of CIR journals

CIR Journals	Impact factor
International Journal of Computers & Technology	1.532
International Journal of Management & Information Technology	1.291
International Journal of Computer & Distributed Systems	0.521
International Journal of Research in	1.07

How predatory publishers operate (continued)

- They lie; they are counterfeit publishers
- They are often one-man operations
- Author-oriented vs. reader oriented
- Customers include unlucky honest folks and complicit folks
- Chiefly in Asia and Africa, but also many in the UK, Ontario, Australia, and the US
- They also operate bogus conferences
- Journals with broad coverage

My work with predatory publishers

- First became interested in 2009 via spam
- Coined term 'predatory publisher' in summer, 2010
- I author a blog with regular commentary and four lists:
 - Predatory publishers
 - Predatory standalone journals
 - Misleading metrics
 - Hijacked journals

Scholarly Open Access

Critical analysis of scholarly open-access publishing

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Serbian Journal Accepts Paper in 24 Hours with No Peer Review, Demands EUR 1785

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- [European Journals Added to List](#)

<http://scholarlyoa.com>

Predatory identification

- Criteria
- Lack of transparency (hiding information conventionally given by publishers)
- Deception
- Don't follow industry standards

Criteria for Determining Predatory Open-Access Publishers

By Jeffrey Beall

2nd edition / December 1, 2012

For a current list of predatory publishers and journals, please visit: <http://scholarlyoa.com>. The author wishes to thank Bill Cohen and Dr. Michael W. Firmin for their valuable help in preparing this document.

1. Complete an analysis of the publisher's content, practices, and websites according to ethical standards established by membership organizations.

A. Open Access Scholarly Publishers Association (OASPA) [Code of Conduct](#)

B. Committee on Publication Ethics (COPE) [Code of Conduct for Journal Publishers](#) [PDF]

C. International Association of Scientific, Technical & Medical Publishers (STM) [Code of Conduct](#)



Why predatory publishers are problematic

- They corrupt open access and give it a bad name
- Possibly have increased the occurrence of research misconduct
- Threaten demarcation and the cumulative nature of research
- Bogus research has affected societal institutions
- They have fostered the creation of predatory conferences
- General public has access to bad science
- They don't back up their content

Fake metrics

- Fake metrics (or misleading metrics) are numbers that are just “made up” and assigned to journals, etc.
- Companies sell these metrics and call them “impact factors”
- Publishers use fake metrics on their websites and in their spam email to make their journals look like real ones and attract more papers
- Problem: The real impact factor data is not free



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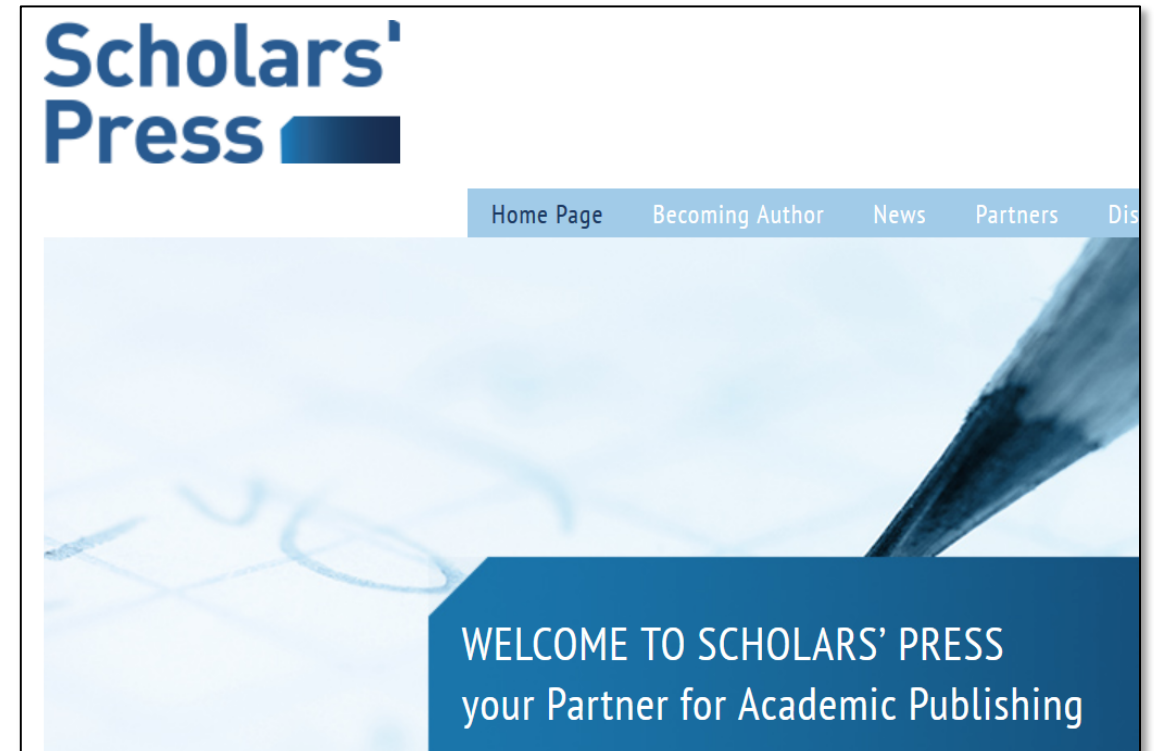
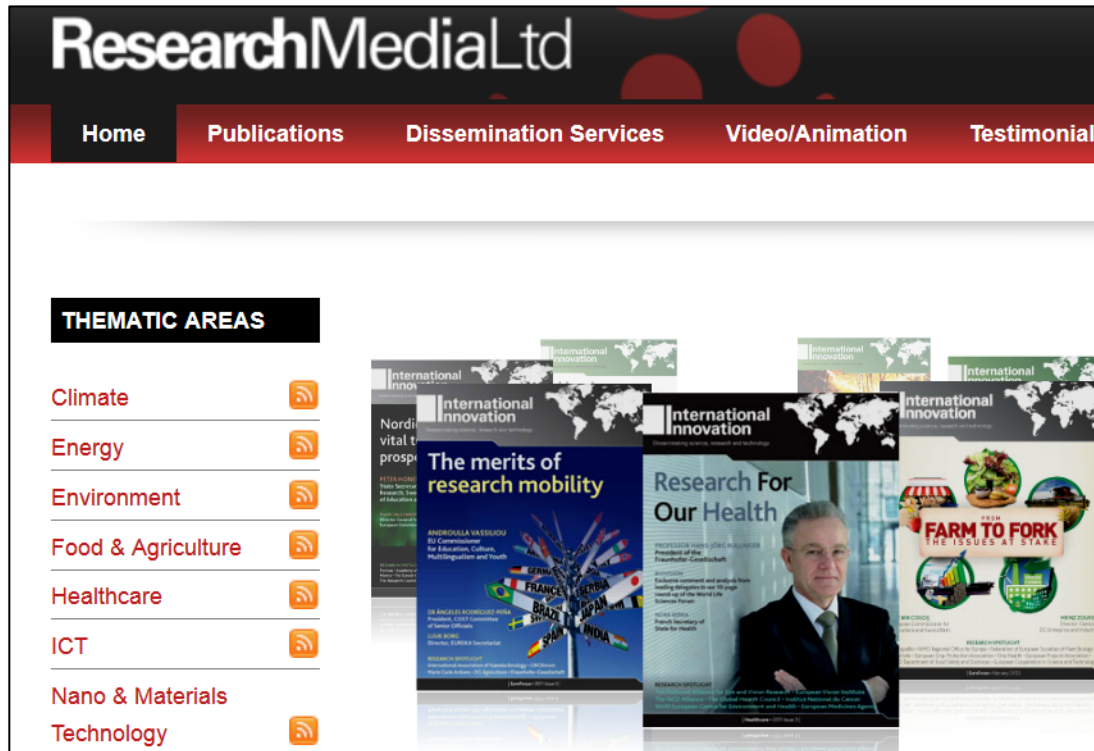
Deadline for submitting manuscript: 15th July 2014.

Review result: within 7 days of submission

Publication of Vol. 2, Issue 4 : 30th July 2014.

Other, related spammers

- Research promotion companies
- Thesis and dissertation vanity presses



Hijacked journals



Hijacked journal



Authentic journal



How can we stop predatory publishers?

- Predatory publishers enjoy freedom of the press
- They operate internationally
- Open access advocates too often turn a blind eye to predatory publishers
- Hubris and bullying in the open-access movement

Transition slide



Author services companies



Wiley English Language Editing Services



How to Thrive

- Avoid predatory publishers
- Use open access strategically
- Beef up your scholarly publishing literacy skills
- Be aware of the competition
- Scholarly publishing is becoming more geared towards authors' needs and less towards readers' needs
- Scholarly publishing is becoming more of a service industry, with the authors as customers

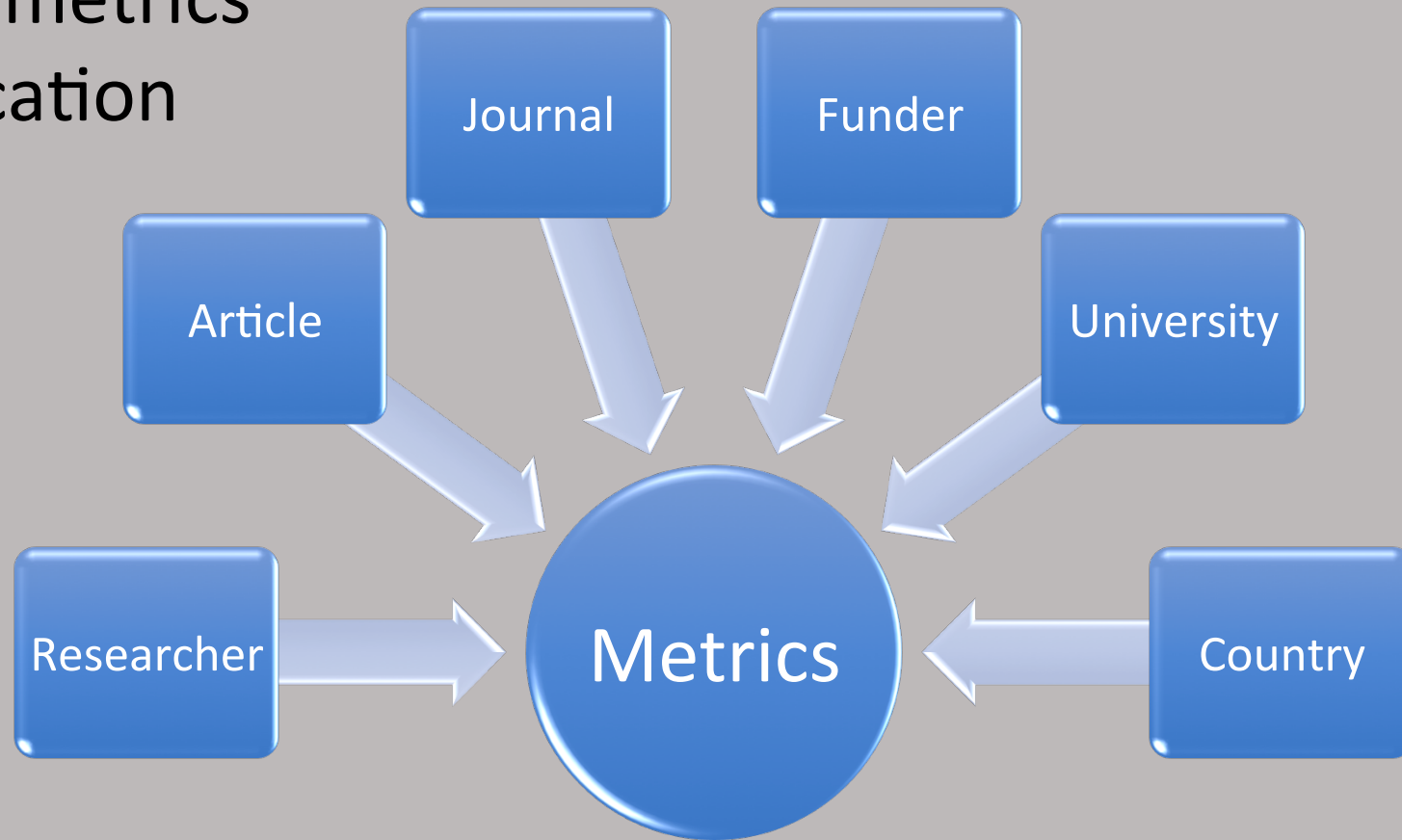
Peer review portability

- From one journal/publisher to another
- Outsourcing peer review (by individual authors, by journals)
- Post-publication peer review
- Will peer-review become decoupled from the journal submission process?

Who will control the content?

- Some academic libraries want to take over the traditional roles of scholarly publishers and want all research content to be open access (Academic library as publisher)
- Some new companies have business models that are built around other companies' content, both free and proprietary, so they advocate for OA because it means free 'raw materials' they can generate a profit from
- What will be the long-term effect of removing the profit motive from scholarly writing and publishing, from the creation of intellectual property?

- Attention metrics
- Pre-publication metrics
- ORCID



Conclusion

- There's no end in sight to the problem of predatory publishers
- Both the producers and consumers of scholarly writing and scholarly research need to gain skills in “scholarly publishing literacy”
- Despite the OA movement, we're seeing an increased commercialization of various scholarly communication components
- jeffrey.beall@ucdenver.edu