

National Academy of Sciences E-Journal Summit

Thursday, March 22, 2012
9:00 AM to 7:30 PM
Room 100
Keck Center, 500 Fifth Street, NW
Washington, DC 20001

**Moderator: Kenneth R. Fulton, Executive Director, National Academy of Sciences,
and Publisher, PNAS**

8:30 AM Registration and Continental Breakfast

9:00 Introduction – Kenneth R. Fulton

9:10 Rise of the Open Access Mega-Journal

1. Peter Binfield (Publisher, Public Library of Science, *PLoS ONE*)
2. Randy Schekman (Editor-in-Chief, *eLife*)
3. Gene Sprouse (Editor-in-Chief, American Physical Society, *Physical Review X*)
4. John Haynes (Vice President, Publishing, American Institute of Physics, *AIP Advances*)
5. Jason Wilde (Publishing Director, London, and Business Development Director, Nature Publishing Group)
6. John Hawley (Executive Director, American Society for Clinical Investigation)

By 2016, 50% of all scientific articles could be published by large, multidisciplinary open access journals, according to *PLoS One* Publisher Peter Binfield. How will this consolidation affect the journal landscape? How do multidisciplinary open access journals distinguish themselves in a market getting more crowded each year with new entrants? Which open access publication strategies appear to be working? Are multidisciplinary open access journals competing with specialized titles or are they providing a new outlet for papers? Should journals focus more on slotting articles into appropriate publication outlets rather than improving them?

10:30 Break

10:50 Journal Branding

1. Roger C. Schonfeld (Director of Research, Ithaka S+R)
2. Joshua M. Greenberg (Director of the Digital Information Technology and the Dissemination of Knowledge Program, Alfred P. Sloan Foundation)
3. Susan King (Senior Vice President, Journals Publishing Group, American Chemical Society)

With high acceptance rates and low requirements for author revisions, what do large multidisciplinary open access journals signal to readers, granting agencies, promotion and tenure committees? Is selectivity a disappearing value in journal publishing or will it eventually find a narrower role in the evaluation of scientists?

11:30 Post-Publication Review and Metrics

1. David Crotty (Senior Editor, Oxford University Press)
2. Sarah Greene (Editor-in-Chief, *The Scientist*)
3. Jayne Marks (Vice President and Editorial Director, SAGE Publications)
4. Tony Delamothe (Deputy Editor, *British Medical Journal*)
5. Peter Binfield (Publisher, *PLoS ONE*)

Enough time has passed to evaluate services that provide expert postpublication review and associated metrics (e.g., F1000, Journal Usage Factor, PLoS article-level metrics). What can be learned from these experiments? Can readers rely on these experts and metrics to guide them to important literature? Are these new metrics valid, reliable, and transparent? How can we prevent the temptation for widespread gaming?

12:30 PM Lunch

2:00 Data: Reproducibility and Archiving

1. Keith A. Baggerly (Professor of Bioinformatics and Computational Biology, University of Texas MD Anderson Cancer Center)
2. Christine Borowski (Executive Editor, *Journal of Experimental Medicine*)
3. Tim Vines (Managing Editor, *Molecular Ecology* and *Molecular Ecology Resources*)
4. Helen M. Berman (Director of the Protein Data Bank and Board of Governors Professor of Chemistry, Rutgers University)
5. Melissa Cragin (AAAS Science Policy Fellow, National Science Foundation, and Research Assistant Professor, University of Illinois at Urbana-Champaign)

In the past few years, publishers, granting foundations and libraries have constructed repositories for primary and supplementary datasets. Who is ultimately responsible for archiving research data and where should they be held? Should all datasets be archived? If not, which ones? What are the social norms that encourage (and discourage) the open sharing of data? Should data deposits be mandated or incentivized?

3:00 Publisher Bypass

1. Patrick Gaule (Research Associate, Harvard University)
2. Jan Reichelt (Co-Founder and President, Mendeley)
3. John Sack (Founding Director, HighWire Press)
4. Martin Frank (Executive Director, American Physiological Society)
5. Carol Anne Meyer (Business Development and Marketing Manager, CrossRef)
6. Lee Dirks (Director, Education and Scholarly Communication, Microsoft Research)

While publishers provide a formal distribution channel for scholarly articles, there are many alternate routes to access the literature. What is the extent of these alternate channels? Can publisher download statistics adequately capture readership, and therefore value, to a library community? In a multi-version article ecology, how do publishers alert readers of changes to the version of record? Are manuscripts that exist in institutional and government repositories “good enough” for academics and if so, does self-archiving compete directly with journal publishers?

4:00 Break

4:10 Academic Panel – Moderated by Richard Sever, Assistant Director, Cold Spring Harbor Laboratory Press

1. Tom Misteli (Senior Investigator, Center for Cancer Research, National Cancer Institute)
2. Rick Horwitz (Professor of Cell Biology, University of Virginia)
3. Erik Lichtenberg (Professor, Department of Agricultural and Resource Economics, University of Maryland)
4. Steven L. Rolston (Co-Director, Joint Quantum Institute, Department of Physics, University of Maryland)

5:10 Recap and Reportage – Phil Davis, Publishing Consultant

5:25 Wrap Up – Kenneth R. Fulton

5:30 – 6:30 Reception in the Keck Atrium

6:30 – 7:30 Dinner in the Keck Atrium