Scenario C

Society Service Centers

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Authors and Readers collaborate (exchange value) through mechanisms operated by their discipline-based home (professional society) and institutional home (university) on their behalf.

- The Freedom to Publish Without Publishers
- A Supplier-Pays Economy
- Profitless Publishing
- And, Potentially: Publish AND Perish!
The Crime of the Century!

- **Means:**
  - Community-Based Self-Service

- **Motive:**
  - High Cost & Low Service from current model

- **Opportunity:**
  - Online technology eliminated the high capital and production requirements for publishing
Means

- Within a discipline, Authors and Readers are the same community: faculty, researchers
  - They “have met the customers, and they are us!”
- Professional Societies & University Presses have people infrastructure for publishing
- Universities & Libraries have technical infrastructure for publishing
Means

- Not-for-Profit, cost-recovery, circle of trust
Motive – gap between what you want and what you’ve got

Negative Motivations
- Bad publicity for for-profit publishing
- Peer pressure
- High prices for for-profit publishing
- Lowest common denominator production values
- Restrictive access practices from profit motive
Motive

- Positive Motivations
  - Need for, possibility of, greater distribution
  - Taking advantage of electronic media/services
  - Discipline-specific needs
  - Desire for innovation, entrepreneurship
Opportunity

- Publishing was capital-intensive
  - Printing, Binding, Mailing
  - Fulfillment, Order Processing
  - Marketing & Sales
- Publishing has become
  - Peer-review
  - Distribution
Opportunity: opens up in the gap

- **Production:**
  - Old: journal economy, article assembly into issues into subscriptions, library services
  - New: article economy, editorial selection, information communication, author services

- **Technology:**
  - Old: paper peer-review, printing, packaging, subscription fulfillment
  - New: electronic peer-review, network distribution, data mining
Opportunity: opens up in the gap

- **Business Model:**
  - Old: sell bundles of print subscriptions to readers/libraries, give away electronic
  - New: sell services to authors; reader electronic self-service

- **Intellectual Property:**
  - Old: exclusive copyright to publisher
  - New: publishing license, multiple copies online, the intellectual content is replicated and not uniquely located in a single place.
Opportunity: opens up in the gap

Perceptions:
- Old: electronic publications were ephemeral, hard to use, had second class scholarship
- New: print publications are limited in distribution, in flexibility, in reusability; they are hard to find and access
Why? Why Not?

- Why Not: Risks & Barriers
  - A tradition-based system is slow to change
    - Authors and tenure committees are not risk takers
  - Professional societies are dependent on big checks from commercial publishers
  - Many university presses are in too-weakened state to take on new responsibility
    - lack of economies of scale for small organizations taking on large ventures
  - Multiple parties must cooperate to complete the circle
    - they do not have full trust now for each other
    - natural inertia inhibits collective action
Why? Why Not?

- Why not? Alternative futures
  - The journal-article form disappears into the chaos of unstructured texts
  - The journal-issue form disappears as publication volume grows from vanity publishing, without limits from cost
  - For-profit publishers adapt faster than not-for-profit publishers/societies/presses
  - Research-sponsoring organizations take over the role of publishers
Why? Why Not?

- Why: Benefits & Rewards
  - Potential for limitless readership
    - “information wants to be free” perceived good
    - potential for high authorial-impact
  - Potential for innovative forms of use and re-use
  - Controlled by the academy
  - No profit “leaks” outside the academic system
Precursors

- Self-publishing professional societies
  - Amer. Chem. Soc.; Amer. Phys. Soc; IEEE; ACM; AAAS; etc.

- Technology service-centers