

Against the Grain

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ATG Special Report- Journal Hemorrhaging: New Titles and the Impact on Libraries

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ATG Special Report — Journal Hemorrhaging: New Titles and the Impact on Libraries



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Abstract

This paper examines the output of new journal titles over the years 2008-2017 with specific criteria. The number of new titles is examined, taking into account the impact of ceased and open access titles. The number of new journal titles is shown to be coming out at a pace that few libraries would be able to handle as part of their budgets even if offered at low prices. The impact of price increases on top of the new titles is used to illustrate the new titles entering an already tense market makes the situation even more unsustainable. The publishers of new titles and subject areas are also examined to give a view as to where the output of new titles is most common.

Introduction

It seems like publishers are premiering new journals every year, one might even say hemorrhaging new journals, at a rate at which libraries' budgetary bandages cannot staunch the flow. This is on top of the hemorrhaging of existing journals' prices. But how many new journals are actually coming out every year? Are specific publishers more commonly pushing out new journals? Also, are open access titles a significant portion of the new titles coming out? Do journal cessations make up for the number of new titles that come out? This paper explores all of these issues to determine how bad the hemorrhaging of new journals is over the period 2008-2017.

Literature Review

Number of new journals

The number of new journals published is not widely covered in the literature, although announcements of new titles is common. However, a few publications examined quantities of new titles in a subject-specific way.

Lear (2012) discovered that 2000-2009 saw the creation of 683 new journals (English language, refereed titles) in education and psychology alone. Further examined was the rate at which new titles were indexed in databases such as *ERIC* and *PsycINFO*. Meanwhile, **Day** (2011) did a more historical study of economics journals and found that the number of titles increased from 26 to 70 between 1950 and 2000 (with the most new titles coming out in the 1960s and 1970s). It was also noted that the average number of issues per title increased by nearly one issue per title during the period studied. The average number of articles per issue also increased during the period. As to why new journals were created, the author notes that some targeted areas neglected by existing journals may explain some area-specific titles, but others seemed to not have been created for such purposes.

Cassella and Calvi (2012) point out options to traditional and open access journals:

- Overlay journals which do not host content but point to their articles on sites such as arXiv.
- Interjournals, which are designed to point to content in an interdisciplinary area that is published in select journals covering the areas of interest.
- "Different levels" journals, which have tiers based upon the approach/purpose of the article and the article, if published, gets assigned to the appropriate tier rather than totally separate journals and editorial boards existing for the different tiers.

Some trends result in new journals, such as medical journals dedicated to printing case reports, which ballooned from one title to at least 160 titles from 1995 to 2005. This involved 78 publishers, some of which might be considered to be predatory or have questionable practices (Akers, 2016).

Part of the equation in the number of new titles may be explained by countries not previously publishing many journals increasing their contributions to titles available. From 2005 to 2014, 15,631 new jour-

nals were introduced in India. An interesting aside, print titles outpaced online titles (Pandita, Koul and Singh, 2017).

Costs of journals

While the rate at which new journals are appearing is not commonly covered in the literature, price increases for serials are particularly well covered. Library Materials Price Index (LMPI) is regularly published by the **American Library Association's** Association for Library Collections and Technical Services Division. Examining the 2017 LMPI (Library Materials Price Index Editorial Board 2017), some interesting details can be found about journal prices:

- From 2010-2017, periodicals overall saw a 150.1% price index (in other words, prices on average went up 50.1% from 2010 to 2017) and the average price of a periodical was \$1,265.92 for 2017. This is far higher than the overall rate of inflation.
- 5,998 periodicals across multiple disciplines, sorted by LC class, to determine how much price increases are occurring for periodicals indicates additional details:
 - Sciences were not the most affected by price increases during the 2010-2017 time period percentage-wise. The ten disciplines seeing the largest percentage increases in average price were:
 1. Food science
 2. Recreation
 3. Political science
 4. Social sciences
 5. Music
 6. Arts and architecture
 7. Sociology
 8. Psychology
 9. Education
 10. History
 - However, the ten subjects with highest average prices for 2017 were all science subjects:
 1. Chemistry
 2. Physics
 3. Biology
 4. Astronomy
 5. Geology
 6. Zoology
 7. Engineering
 8. Botany
 9. Math and computer science
 10. General science

So while non-science areas were the majority of those that saw extreme price increases percentage-wise, prices for journals in the sciences being higher translates to their price increases having a huge impact on libraries even if the percentage is lower than some other areas.

While the literature has an abundance of information on the impact of journal costs, library strategies for dealing with new titles and how to try to deal with price hemorrhaging as well is less prevalent.

How libraries deal with costs and new titles

How are libraries reacting to new journals — in other words, what are they choosing to do? Of course, there are two basic options for the subscription titles — subscribe or do not subscribe. But libraries do have the ability to make more strategic decisions or even bold statements about the hemorrhaging of new journals.

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Research Libraries UK (RLUK), a group of 30 British research libraries, took a stand in 2011 against journal price increases, especially related to bundled deals. It also created a tool to determine if savings from unbundling deals could be seen (UK research libraries draw line on journal prices 2011).

Tony Stankus (2002) took a look at the new *Nature* titles at a time when *Nature* had begun pushing out new titles and found that, despite librarian resistance to new journals in general, that new *Nature* title subscriptions were being picked up by libraries and acceptance of these titles was seen and in some cases surpassed other discipline-based journals.

Since the **Stankus** article, *Nature* has produced even more new titles. The **Big Ten Academic Alliance (BTAA)**, (<https://www.btaa.org>) is a consortium of fourteen large universities that combine to have more than 600,000 students, over 49,000 full-time faculty, and over \$10 billion in research expenditures (Big Ten Academic Alliance 2016). Thus, any statement or action by the **BTAA** could have heavy weight.

The **BTAA** decided to respond to the issue of journal hemorrhaging and a statement (Big Ten Academic Alliance 2017) indicating that **BTAA** libraries, as a consortium, would not be subscribing to new journals published in the *Nature* family. This was in response to the number of new titles *Nature* had planned as forthcoming at the time (the letter was sent to **SpringerNature** in 2016). While such statements can be bold, reality may set in when high enough demand or interlibrary loan costs may compel individual libraries in the **BTAA** to subscribe. Despite this stand, not much has changed. As will be detailed in a section dedicated to *Nature* later, new *Nature* titles have continued to be produced.

Another large group of libraries, the **University of California Libraries**, took a strong stand with their journal subscriptions. In particular, they indicate seven strategies they plan to initiate (UC Systemwide Library And Scholarly Information Advisory Committee 2018):

1. We will prioritize making immediate open access publishing available to UC authors as part of our negotiated agreements.
2. We will prioritize agreements that lower the cost of research access and dissemination, with sustainable, cost-based fees for OA publication. Payments for OA publication should reduce the cost of subscriptions at UC and elsewhere.
3. We will prioritize agreements with publishers who are transparent about the amount of APC-funded content within their portfolios, and who share that information with customers as well as the public.
4. We will prioritize agreements that enable UC to achieve expenditure reductions in our licenses when necessary, without financial penalty.
5. We will prioritize agreements that make any remaining subscription content available under terms that fully reflect academic values and norms, including the broadest possible use rights.
6. We will prioritize agreements that allow UC to share information about the open access provisions with all interested stakeholders, and we will not agree to non-disclosure requirements in our licenses.
7. We will prioritize working proactively with publishers who help us achieve a full transition to open access in accordance with the principles and pathways articulated by our faculty and our libraries.

As stated previously, new titles are coming out and existing titles' costs continue to grow. But there are efforts to make the cost of new or existing new journals more palatable to libraries.

Some efforts have been created in order to provide a lower-cost alternative for journal hosting, including **HighWire Press**, **Project MUSE**, and **JSTOR's** Current Scholarship Program (Shapiro 2013).

Other efforts to combat journal prices and/or new titles being produced include:

- The Cost of Knowledge (2018) is an online petition asking researchers to sign a petition in protest of **Elsevier's** (and only **Elsevier's**) business practices.
- Making prices paid for access public and communicating more about the negotiation process (Howard 2010, 2011a)
- Unbundling "big deals" to focus on the most needed titles and negotiating for those (Howard 2011b).
- Researchers advocating boycotts of high-priced journals (Foster 2003).
- Editorial boards resigning in protest (Wexler 2015; Monasterky 2006).
- Researchers may disseminate their content on social media (Howard 2011c).
- Some people needing content will even turn to pirate sites to get content if their library does not have access (Geffert 2016).

Libraries clearly have strategies to deal with both the cost of journals and considerations of how to deal with new titles. But how bad is the situation specifically with new titles? We know new titles are coming out and we know the cost of titles are increasing in price. But exactly how many new titles come out each year and how much is that adding to the market on top of the existing titles' costs?

New Titles & Cessations

Methodology

Ulrichsweb was used to find the number of new titles published during the time period of examination. In order to focus in the results, the limits indicated in Table 1 were applied.

New Titles	Cessations
<ul style="list-style-type: none"> • Status: Active • Serial Type: Journal • Content Type: Academic/Scholarly • Language of Text: English • Format: Online 	<ul style="list-style-type: none"> • Status: Ceased • Serial Type: Journal • Content Type: Academic/Scholarly • Language of Text: English • Format: Online

Table 1: Limits Applied

For new titles, Advanced Search was performed using the field Start Year for years 2008-2017, each done individually. For cessations, Advanced Search using the field End Year for years 2008-2017 were done individually.

Note that *Ulrichsweb* does not have a function to weed out journals by any sort of quality measure other than refereed status. So some of the titles found may be considering by some to be predatory journals. A spot check on some titles on *Beall's List* found some titles present in *Ulrichsweb* and others not.

Data were then copied into Excel and analysis done.

Analysis

Excel was used to analyze the new titles for each year. Figure 1 represents the number of new titles, cessations, and the net number of titles (new - cessations) was calculated. (See Figure 1, page 65.)

Some noted findings from the analysis:

- 2013 was the year in which the most new titles came out during the period studied.
- Half of the years, (2010-2014) had over 1,000 new titles per year.
- Cessations were not significant in any year, but were highest in 2014. However, 2016 was the year in which cessations most affected the net title changes, with cessations offsetting the number of new titles by 25.2%. The year 2013 was the least affected, with cessations only offsetting the number of new titles by 6.7%.
- The number of new titles increased each year from the previous year from 2008-2013 and lessened each year from the previous year from 2013-2017.

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- During this entire period studied, there were 8,911 new titles started and 1,182 cessations, resulting in a net of 7,729 titles added to the market that fit the criteria.

This means that libraries were faced during this period with dealing with making decisions about whether or not to subscribe to these new titles or, in the case of the OA titles, include them in their search tools.

Does OA soften the blow?

Do open access (OA) titles soften the blow of the number of new titles coming out? Maybe just a little, but it varies from year to year. The number of OA titles introduced from among the titles gathered from each year were identified by *Ulrichsweb's* labeling of titles as such (Figure 2). The number of new OA titles, as a percentage of total new titles (per the criteria established earlier) ranged from a low of 7.6% in 2017 to a high of 36.4% in 2015. The year with the most new titles, 2013, saw 25.2% of those titles being OA. So while OA does help with the affordability of new titles, the number of non-OA titles remains dominant for every year studied. (See Figure 2 on this page.)

Note that several factors were not explored and may thus be potential future elements of data-gathering for these new titles:

- The costs: They can also range from extremely expensive subscription journals to OA titles that are totally free to both users and authors. Perhaps the biggest unexplored area of data for these titles is the exact cost of the subscription journals. Given this examination covers thousands of titles over a ten-year span, the exact costs were not gathered due to time limitations and the complexities of finding historical journal pricing. However, cost estimations are explored in a later section.
- The quality of the journal: New journals can range from very high quality to predatory article mills with very few quality-control standards.
- Why these new journals came about:
 - Were they splits from another title or another title in in a parent series?
 - Was there community demand to create a new title?
 - Is it a new field that didn't have a journal covering it yet?
 - Was it created to make money for the publisher?
 - Some other purpose?

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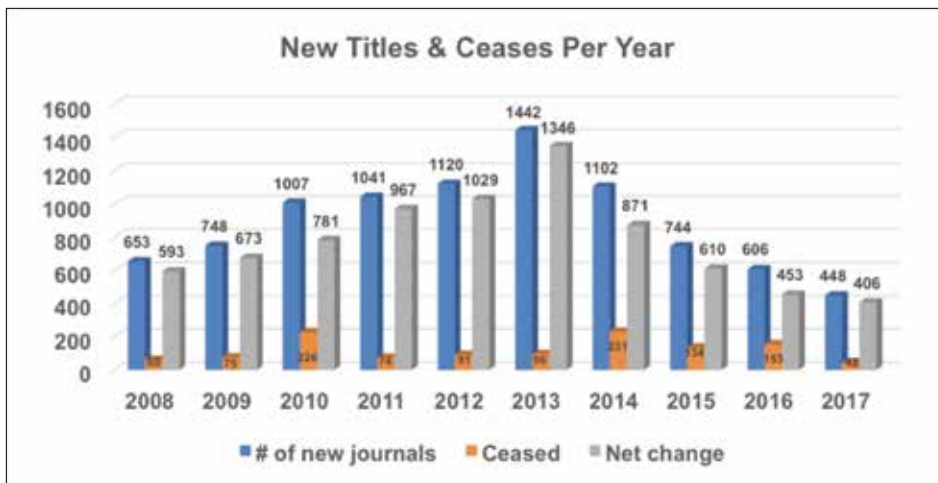


Figure 1: New Tiles & Cessations Per Year

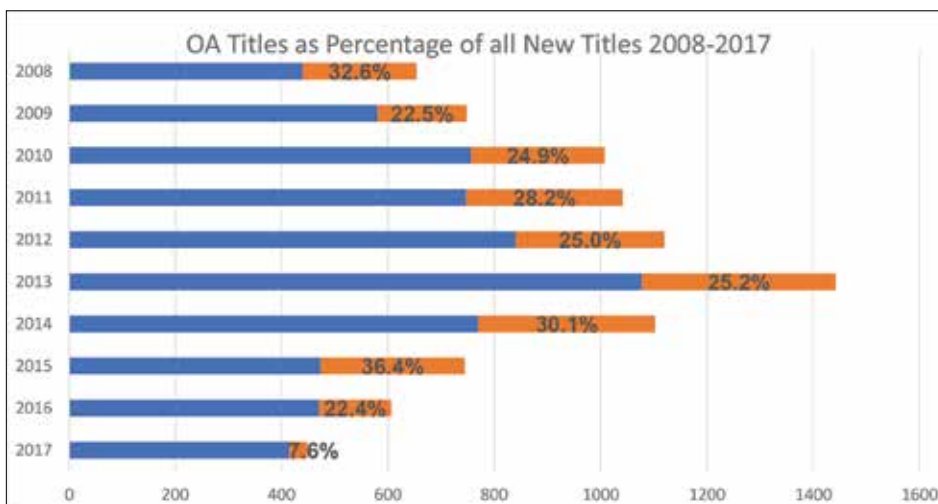


Figure 2: OA Titles as Percentage of all New Titles 2008-2017

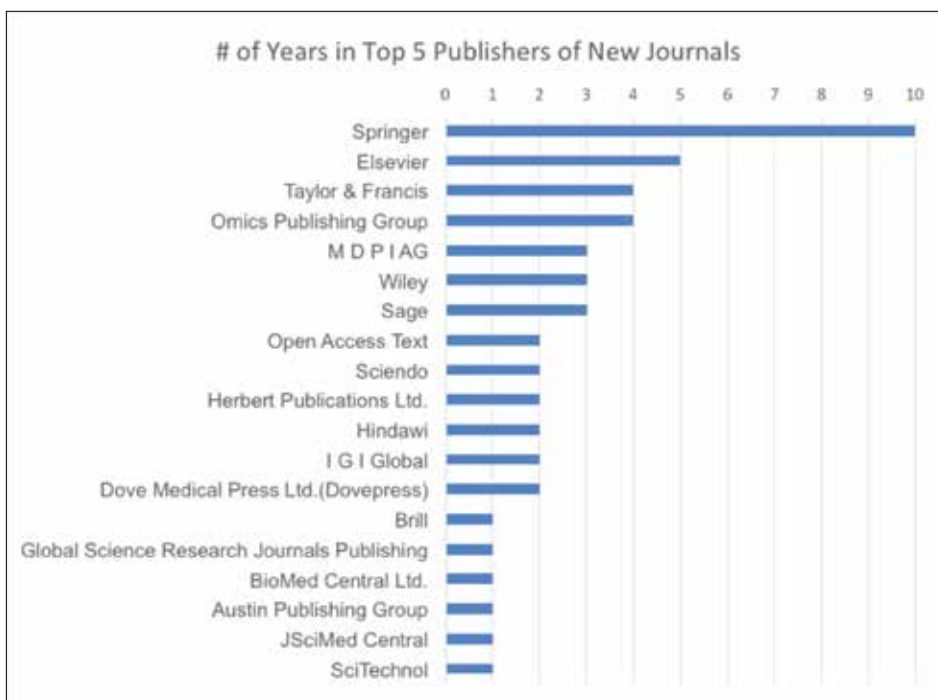


Figure 3: # of Years in Top 5 Publishers of New Journals

- Longevity: Not all new journals stick around. While the new titles are all active as of the time of data gathering, it is entirely possible some have ceased, will soon cease, or are in some state of limbo but not declared ceased.
- Open access today, subscription tomorrow: Some titles morph from OA to subscription-based journals. Sometimes the reverse occurs. This was not measured or tracked.

What publishers are most commonly producing new titles?

For each year, the publisher of new titles was tracked. As some publishers had name variations or multiple imprints, some consolidation was required. The top five publishers, as listed by *Ulrichsweb*, were identified for each year and the number of occurrences is shown in Figure 3. Note: Although **Springer** and **Nature** are now one company, for the purposes of this analysis, their data were kept separate. (See Figure 3, page 65.)

Springer stands out, with being in the top five every year studied. **Elsevier** was in the top five for six out of ten years. **Taylor & Francis** and **Omics Publishing Group** both had five years. Six publishers appeared once in the top five in the ten years studied.

What subjects are prone to new titles?

The subject areas for each year were also examined and Table 2 indicates those findings.

Top 5 Disciplines	# Years in Top 5
Biological Sciences and Agriculture	9
Business and Economics	10
Government, Law, and Public Administration	1
Medicine and Health	10
Social Sciences and Humanities	10
Technology and Engineering	10

Table 2: Top 5 Disciplines

Four subject areas were in the top five subjects for every year studied. Biological Sciences and Agriculture appeared in nine years, with Government, Law, and Public Administration replacing it in a single year (2016). Looking more closely at the top five subject areas, their average rankings in terms of the number of new titles is indicated in Table 3 (subject areas not appearing every year are shaded).

Subject Area	Average Position
Business and Economics	4.7
Medicine and Health	1
Social Sciences and Humanities	2.9
Technology and Engineering	2.5
Biological Sciences and Agriculture	3.8
Government, Law, and Public Administration	5

Table 3: Average Position in Top 5

Examining this info:

- Medicine and Health was consistently in the top spot every year.
- Business and Economics was usually nearer the end of the list of top five subjects.
- Government, Law, and Public Administration was in fifth place for the single year it made it into the top five.
- The other subjects were usually somewhere in the middle.
- Remember from the literature review that science subject areas dominated the highest average prices. Science subject areas also dominated the areas for most new titles. Therefore, the impact of cost is likely to be starker given how many of these are in the sciences.

Nature

Nature, a major journal that publishes on topics from multiple science disciplines, existed as a single journal for over a century. Eventually, *Nature* began publishing new titles (often beginning with *Nature* to connect the title to its parent journal). Given the previously mentioned **BTAA** reaction to new *Nature* titles, a separate examination of *Nature* titles and their start years from the *nature.com* site was done. Including forthcoming titles, but not partner journals or non-English titles, Figure 4 shows the number of new titles produced in the *Nature* family.

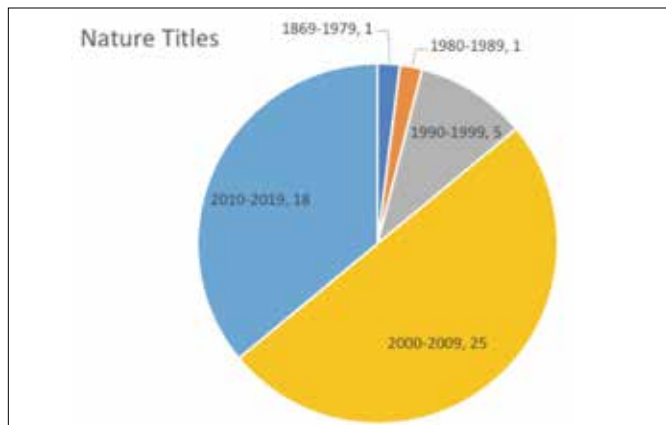


Figure 4: New Nature Titles per Time Period

Specifically, *Nature* titles (in order of year premiered) are reflected in Table 4 and include forthcoming titles for 2019.

Title	Start Year	Title	Start Year
<i>Nature</i>	1869	<i>Nature Reviews Neurology</i>	2005
<i>Nature Biotechnology</i>	1983	<i>Nature Reviews Rheumatology</i>	2005
<i>Nature Genetics</i>	1992	<i>Nature Nanotechnology</i>	2006
<i>Nature Structural & Molecular Biology</i>	1994	<i>Nature Protocols</i>	2006
<i>Nature Medicine</i>	1995	<i>Nature Photonics</i>	2007
<i>Nature Neuroscience</i>	1998	<i>Nature Geoscience</i>	2008
<i>Nature Cell Biology</i>	1999	<i>Nature Chemistry</i>	2009
<i>Nature Immunology</i>	2000	<i>Nature Communications</i>	2010
<i>Nature Reviews Genetics</i>	2000	<i>Nature Climate Change</i>	2011
<i>Nature Reviews Molecular Cell Biology</i>	2000	<i>Nature Plants</i>	2015
<i>Nature Reviews Neuroscience</i>	2000	<i>Nature Reviews Disease Primers</i>	2015
<i>Nature Reviews Cancer</i>	2001	<i>Nature Energy</i>	2016
<i>Nature Reviews Immunology</i>	2001	<i>Nature Microbiology</i>	2016
<i>Nature Materials</i>	2002	<i>Nature Reviews Materials</i>	2016
<i>Nature Reviews Drug Discovery</i>	2002	<i>Nature Astronomy</i>	2017
<i>Nature Reviews Microbiology</i>	2003	<i>Nature Biomedical Engineering</i>	2017
<i>Nature Methods</i>	2004	<i>Nature Ecology & Evolution</i>	2017
<i>Nature Reviews Cardiology</i>	2004	<i>Nature Human Behaviour</i>	2017
<i>Nature Reviews Clinical Oncology</i>	2004	<i>Nature Reviews Chemistry</i>	2017
<i>Nature Reviews Gastroenterology & Hepatology</i>	2004	<i>Nature Catalysis</i>	2018
<i>Nature Reviews Urology</i>	2004	<i>Nature Electronics</i>	2018
<i>Nature Chemical Biology</i>	2005	<i>Nature Sustainability</i>	2018
<i>Nature Physics</i>	2005	<i>Nature Machine Intelligence</i>	2019
<i>Nature Reviews Endocrinology</i>	2005	<i>Nature Metabolism</i>	2019
<i>Nature Reviews Nephrology</i>	2005	<i>Nature Reviews Physics</i>	2019

Table 4: Nature Titles

As indicated previously, *Nature* in particular was singled out by the **BTAA** for its level of producing new journals. Since **BTAA** informed publisher **SpringerNature** of its intent for its member libraries to not subscribe to new titles, eleven new *Nature* titles (shaded in Table 4) have premiered.

Cost

While the proliferation of the above-mentioned new titles alone are an issue for libraries to deal with, the ultimate issue for libraries would be cost.

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Given this study involved historic titles and the difficulty of obtaining historical data for thousands of titles, average prices for U.S. periodicals from the 2017 Library Materials Price Index (Library Materials Price Index Editorial Board 2017) were chosen to use as a rough estimate for prices of new titles. The number of cessations and OA titles were deducted to get a net number of new subscription titles to estimate the cost to libraries of adding these new titles to the market with the assumption that cessations soften the blow (it would not necessarily be the case, of course, that all cessations are equally priced subscription titles). In order to get a potential range, values of the new titles at 25%, 50%, and 75% of the average U.S. price were used to give an idea of the impact of potentially cheaper rates for non-U.S. titles. See Table 5 for these calculations for 2012-2017.

Examining the figures, it can be seen that for 2012-2017, even at the “at 25%” figure, adding all of the net new subscription serials would mean a significant additional cost to a library budget. In a “worst case scenario” price-wise, the net new titles for 2013, using the full U.S. average price, means that the cost to each library picking up all new subscription titles could cost nearly \$1 million. Even the lower-percentage scenarios are a huge figure.

The above do not take into account that serials continue — so each year of new titles is not in isolation. Titles for one year continue to the next, often at higher prices. If a library were to subscribe to all new titles above, even at the 25% price figures and no price increases would mean \$866,810.82 in subscription costs for these six years’ worth of net new subscription titles in 2017. It seems likely that few libraries, if any, would be able to subscribe and keep pace with price increases on all of these titles.

As stated previously, combining the facts that many new titles are in the sciences and science subject areas tend to have the highest average prices indicates that higher estimation costs are probably closer to reality than the 25% level.

If these journals start and continue to exist, there must be some pick up in these titles by libraries. If library budgets are not expanding to keep up with new titles (on top of price increases), then how are they affording these when they do pick them up? A few possibilities:

- Other titles are canceled in order to afford new titles with more demand. This may especially be the case if interlibrary loan demand for new titles points to a subscription being needed when copyright charges rise too high.
- For large publishers that create bundles for libraries, these titles may roll into these bundles and get lost in the noise of the bundles’ price increases.
- Money may get moved from one area to another to support new titles. For example, from book funds to serial funds.
- Very low cost titles may get subscribed to if there is demand given they have a much smaller budgetary impact.
- Note that even open access titles have indirect costs to libraries — namely staff time and resources used to add such titles to the catalog, online journals lists, etc.

Why?

Consider all of the above information about new journals:

- Hundreds come out each year.
- More are subscription-based than open access
- Many are from publishers with an existing portfolio of hundreds (often more) of existing journals

Why, then, are new subscription-based journals being created if the following are true?

- Library budgets can’t keep up with existing titles, let alone new titles.
- There are already thousands of journals.
- Open access journals have become an established option.

Scenarios that might lead to new journal creation and a counter to these reasons can be viewed in Table 6 (see page 68).

Year	2012	2013	2014	2015	2016	2017
# of new journals	1120	1442	1102	744	606	448
Ceased	91	96	231	134	153	42
New OA Titles	280	364	332	271	136	34
Net new subscription titles	749	982	539	339	317	372
Average U.S. Price	\$934.48	\$991.39	\$1,051.73	\$1,114.32	\$1,193.10	\$1,265.92
Price for net subscription titles at average U.S. Price	\$699,924.65	\$973,544.99	\$566,882.41	\$377,756.16	\$378,214.12	\$470,920.95
at 75%	\$524,943.49	\$730,158.74	\$425,161.80	\$283,317.12	\$283,660.59	\$353,190.71
at 50%	\$349,962.32	\$486,772.49	\$283,441.20	\$188,878.08	\$189,107.06	\$235,460.47
at 25%	\$174,981.16	\$243,386.25	\$141,720.60	\$94,439.04	\$94,553.53	\$117,730.24

Table 5: Potential Range for Library Subscriptions to New Titles

Should a New Journal be Created?

Suppose a group of scholars has decided they believe a new journal is needed. Before creating a new journal, those considering its creation should question their motive and also other opportunities for content publishing. The following flow chart can be used to help consider whether or not a new journal is truly needed. Figure 5 represents a flow chart to help those pondering creating a new journal to make a decision about whether one really needs to be created.

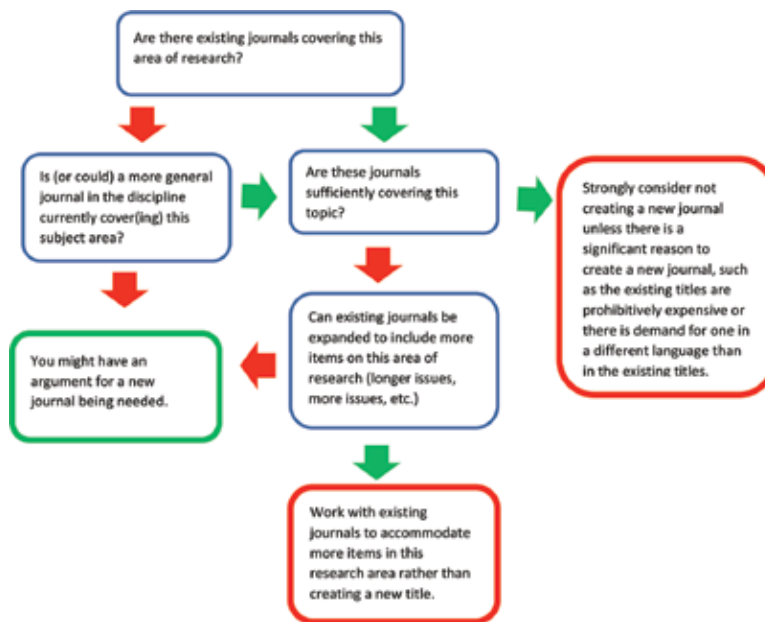


Figure 5: A Suggested Flow Chart for New Journal Creation

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In cases where the above flow chart leads to a new journal being needed (i.e., the options are exhausted for accommodating existing output), then those pushing for a new journal need to put together a plan of action for creating the new title, (again, only if a new journal *absolutely* needs to be created). Those researchers (probably the first editorial board) pushing for a new journal should consider the options shown in Table 7 (see page 69).

Conclusions

Journal prices are going up. More journals are being produced, with cessations and open access only slightly alleviating the problem. Libraries are thus faced with not only whether to maintain their existing portfolio of titles, but also whether to subscribe to new titles that emerge. Efforts to address this journal hemorrhaging, such as protesting new journals or price increases, communicating more openly about price negotiations, looking for alternative publication methods to commercial publishers, editorial board resignations, and library/researcher boycotts/petitions, are only partially addressing this issue. The number of new subscription titles on top of price increases for existing titles translates to less likelihood for even the best-budgeted libraries to manage to keep up with the hemorrhaging of new journals on top of the costs for existing titles.

Libraries and their consortia have strategies, such as those mentioned in the literature review, in tackling the cost of journals and dealing with new titles. But just like a hemorrhaging patient, more players and different strategies may be needed. To truly be successful, players such as the researchers that publish in these titles, the editors and reviewers that make the journals happen, and even the publishers that create these new journals must do more to be far more strategic and collaborative in dealing with balancing cost and demand.

On top of all of this, the true question perhaps should be: Does a new journal need to exist? As mentioned previously, there are often many reasons for creating a new journal. Some of these reasons are quite valid on the surface. However, the thought process involved in creating a subscription-based title often seems to ignore the fact that the market is currently over-saturated with titles libraries cannot afford. There are many sources out there for supporting open access so that a title can exist without author fees. So, if a new title is sorely needed, these options should be explored by those who often form editorial

Scenario	Counter Argument
<p>New fields or new subfields:</p> <p>A new journal might be created because there is a new field or subfield for which the research being published does not have an existing journal.</p>	<p>While this seems reasonable, one might question how often this happens and whether existing journals could not suffice. A field or subfield has to gain traction before it is established enough to have its own journal. So obviously people were publishing <i>somewhere</i> before the new journal(s) was/were created. So, cannot the previous venues accommodate the publication of this research?</p>
<p>Too many good submissions, too little space:</p> <p>More good submissions are coming in that the journal would like to accept, but there are limited spots for articles.</p>	<p>Why must there be limited space? Size of issues is no longer a constraint as fewer libraries and even individuals are maintaining subscriptions to print issues. So, if a journal gets X items it deems excellent, it does not have to reject some because of space if the vast majority of its subscribers are electronic.</p> <p>Print issues, if still going out, could be a selection of those and refer people to the online for the fuller selection.</p>
<p>Publisher has tiered levels of journals:</p> <p>Publisher has tiered levels of publications, with one tier for top publications, and other the tier(s) is/are where publications not worthy of the top tier can potentially find a home.</p>	<p>This might get papers published in the publisher's portfolio of titles, but in the long run, this might be damaging your brand. If an article is not good enough to fit in your top tier title(s), then you are saying that the quality of your other tier(s) is/are also not as high either. So why not just let these submissions not worthy go to other journals and keep your top tier as the only tier and let the prestige stick.</p>
<p>For-profit means seeking new revenue streams:</p> <p>The publisher is profit-driven and a new title equals potential new income.</p>	<p>Yes, for-profit publishers are going after profit revenue streams. However, consider that it is already quite well known that library budgets are not keeping pace with the number of new titles. So, is the publisher really making enough money off of that new title to justify its existence? Sure, it might be lumped into package deals and some subscriptions are bound to happen. But could this new title's content not fit somewhere else – either in the publisher's existing portfolio of titles or in other publishers' titles?</p>
<p>A non-profit publisher needs revenue streams to support its mission:</p> <p>A non-profit publisher depends on its publications in order to do its other activities. So, every new journal created means new revenues.</p>	<p>If a non-profit organization depends so much on its publications as a revenue stream, then its mission has perhaps become skewed – especially if education is a core part of its mission.</p>
<p>Trying to keep up with the competition:</p> <p>One publisher creates a new journal in an area that is popular. Other publishers, not wanting to be left behind, follow suit.</p>	<p>Unless the field is exploding with research and is likely to continue to grow dramatically, are that many new titles worth it? Will that many titles be able to stay afloat unless the field truly gains traction?</p>
<p>Editorial board quits and creates a rival:</p> <p>An editorial board flees one publisher to create a rival title at another publisher due to various reasons (cost is often cited).</p>	<p>The argument for this is reasonable when it involves creating an open access title that has the support to make it open access without author fees. But that's not always the case. Sometimes, the editorial board goes with a less-costly publisher. So now there are two subscription-based journals, where there was previously one. Package deals often make canceling an individual title not worth it.</p> <p>On top of that, some publishers try their best to keep the previous title going – so the previous title sometimes continues with a new board and is around for the long haul (rather than the quick end the board had hoped for).</p> <p>The reasoning for going with another subscription-based publisher seems odd when the primary motivator is cost. On top of that, given there are publishers in many fields that aim to create low-cost subscription titles, going with only a publisher that might be deemed to be somewhere in the middle of the road in terms of cost still means there is a cost.</p>

Table 6: Scenarios for Creating New Journals and Counter Arguments

boards for the first few years rather than shopping it with a publisher who will add it to an already over-saturated market.

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Ideal	Good	Fair	Okay	Only if Desperate
Create a truly open access journal (with no author fees) with an organization willing to support the journal: • A college / university • A society • Some other non-profit group	An overlay journal, with the content being hosted on a eprint / preprint platform (e.g., arXiv) appropriate for the discipline. This means someone still needs to host the journal wrapper, but the content will live elsewhere.	Partner with a platform that focuses on low-cost subscriptions or author fees as their model.	Work with a society or university press, which tend to have lower costs than commercial publishers do. Note that these publishers are not always more affordable – and that some publishers of this type actually outsource to large commercial publishers.	Work with a traditional commercial publisher. But try to negotiate lower prices and price increase caps.
Note: Yes, there are intangible costs, like labor. But consider a lot of free labor currently goes into creation of high-cost journals as well.		These all add more direct costs to users (authors or subscribers) – which means this adds to the problem and also likely means less people will take interest in the journal. In addition to trying to negotiate price and price caps, those seeking to create a new journal under one of these models should also negotiate for green open access, ideally without an embargo period.		

Table 7: Alternatives for when a new journal is absolutely needed

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Rumors
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Carnegie Mellon University Libraries has announced its partnership with **protocols.io**, an open access service for academic and industry scientists to record and share detailed up-to-date protocols for research. With this announcement, **Carnegie Mellon** becomes the first institution to partner with **protocols.io** on an institutional license. The license will

provide the **Carnegie Mellon** community with **free access to premium accounts**. Open access is a priority for **Carnegie Mellon**, benefitting researchers in their dual roles as authors and readers. **protocols.io** joins a suite of tools and service offerings at the Libraries that support the university's commitment to open access. Users can now create an account or sign in with their **CMU email** at www.protocols.io/universities/cmu. <https://www.library.cmu.edu/> www.library.cmu.edu/protocols

Exciting to learn that **Bill Hannay** (remember him, the singing lawyer from **Ann Okerson's Long Arm of the Law** sessions in Charleston? Anyway, **Bill** and **Donna Hannay** obviously gave the singing talent gene to their daughter **Capron** who recently appeared in **Gilbert and Sullivan's The Gondoliers!** Must have been very exciting! I wish I could have been there!

Yet more excitement — Inventors at the **University of Arizona Libraries** have de-

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