

Designed to Sell: Article Discovery, Packaging, and Dissemination: the bepress model for providing content

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Allen Press Emerging Trends in Scholarly Publishing™ Seminar
Washington, D.C.
April 17, 2008

-
- I. bepress publishing model
 - II. bepress subscription-based journals
 - III. DigitalCommons institutional repository
publishing platform
 - IV. Conclusion

The Berkeley Electronic Press

Mission Statement

- Founded by academics in 1999, The Berkeley Electronic Press ("bepress") has a portfolio of products and services that reduces the costs of, and barriers to, access.
- Bepress produces tools to improve scholarly communication. These tools provide innovative and effective means of content production and dissemination.



The Berkeley Electronic Press

- Scholarly Publisher
 - Peer-reviewed journals
- Software Developer
 - Digital Commons

Basics of the bepress publishing model

- bepress journals were founded in 2000 to solve problems with traditional journals
 - Problem: Slow turnaround
 - **Solution: Fast turnaround:** bepress articles receive decisions in 10 weeks, and are published quickly thereafter
 - Problem: Limited access
 - **Solution: Broad access:** innovative guest access policy allows all readers, subscribed or not, to download articles
 - Problem: High costs
 - **Solution: Low costs:** average cost of bepress journals is \$277, and we do not raise prices from year to year



An Improved publishing model

- Same signals of quality and credibility
 - Peer-review
 - Well-known editors from prestigious institutions, including two Nobel Prize winners in economics
 - Look and feel of traditional journals
- Technologically improved
 - Much faster turnaround: decisions in 10 weeks, publication soon after
 - Author & Reviewers' Bank
 - Much wider dissemination
 - Authors are allowed to post to IR without embargo

The screenshot displays the homepage of 'The Economist's Voice' on The Berkeley Electronic Press. The header includes the site's name and navigation links for 'My Account', 'hepress Home', and 'All Journals'. The main content area is divided into sections: 'Recent Content', 'Columns', and 'Letters'. Each section lists articles with PDF icons and author names. A right-hand sidebar contains a 'Journal Home' menu, a 'Subscribe' section, and a 'SPECIAL ISSUES' section. At the bottom, there is a 'Browse' dropdown menu, a search bar, and a footer with copyright information and links to 'Terms of Service', 'Contact', and 'Accessibility Statement'.

Innovative Guest Access

Unsubscribed readers can access the full text of all articles for free, after they fill out a short form that allows us to inform their library of their interest.

Benefits

- Free access for readers
- Wide audience for authors
- Valuable information for librarians

The screenshot displays the Berkeley Electronic Press (BEP) website interface. At the top, the logo for 'THE BERKELEY ELECTRONIC PRESS' is visible, along with navigation links for 'My Account', 'Logout Home', and 'All Journals'. The main header identifies the journal as 'The Economists' Voice'. A prominent yellow banner reads: 'Be our guest and read this article for free, or subscribe now.' Below this, a 'Guest?' section explains the policy: 'Receive immediate guest access under Berkeley's innovative guest access policy by filling in the form below. We will then contact your institution's library about a subscription. Because faculty use of a journal is one of the most important factors in a library's decision to subscribe, we may tell them that you requested to read this article. We do not rent or sell your email address to any third parties.'

The form includes the following fields:

- First name *
- Last name *
- Email address *
- Institution (dropdown menu, currently set to 'Beginning...')
- Position (dropdown menu, currently set to 'Select...')
- Department
- Comments (text area)

A 'Go to article' button is located at the bottom of the form. On the right side of the page, there is a sidebar with various links: 'Journal Home', 'About this Journal/Indexing', 'Aims & Scope', 'Editorial Board', 'Policies', 'Columnsists', 'Author Instructions', 'Subscribe', 'Submit Article', 'Most Popular Papers', 'Receive Custom Email Notices or RSS...', and 'Recommend to Your Library'. Below these links, there is a 'SPECIAL ISSUES!' section listing 'Global Climate Change', 'Tax Reform', and 'Social Security'. At the bottom right, there is a 'Browse' dropdown menu (currently set to 'VOL. 4, ISS. 4') and a 'Search' button.

Reasonable prices

- Once librarians see documented interest on their campus, our prices make it easier for them to subscribe
 - No journal costs more than \$500
 - No annual price increases

Average cost per title: industry averages and bepress journals

	2007 Average Prices	Average % Price Increase 2003-2007
Social Science Journals	\$604.00	40.4%
Science Journals	\$1,570.50	34.7%
bepress Journals	\$277.00	2.0%

Source for industry averages: Table 5 in Lee C. Van Orsdel & Kathleen Bom "Serial Wars: Library Journal's Periodicals Price Survey 2007" *Library Journal*, 4/15/2007, <http://www.libraryjournal.com/article/CA6431958.html>.

Readership and impact

- Readers
 - Over one million readers worldwide
 - Over 1,000 full text downloads per day
 - Readership has grown 40% in the past year
- Authors
 - Over 40% annual growth in manuscript submissions
- Libraries
 - Over 1,000 libraries subscribe
 - Almost 400 major universities worldwide subscribe to *ResearchNow*, the package of all bepress journals, including a majority of ARL libraries
 - International growth



Financially sustainable

- Collection growth
 - We add new journals responsibly
 - Our collection currently has 39 journals in economics, law, political science, medicine, and engineering
 - We add and support new disciplines: most recently, history and sports

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Founded by professors, bepress journals represent the new standard in scholarly publishing: fast and high-quality peer review, a liberal [guest access policy](#), and [prices](#) that your library can easily afford.

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FEATURED ARTICLE



Handicapping the 2008 Nomination Races: An Early Winter Prospectus

William G. Mayer
(Northeastern University)
reviews the current state of
the 2008 primaries and
offers some predictions, in a

special issue of *The Forum* on the [2008
Elections](#).

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A leading tort law scholar
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sensation—offering articles only of the
highest class.”

— Mårten Schultz, Faculty of Law, Stockholm
University

The Berkeley Electronic Press

- Scholarly Publisher
 - Peer-reviewed journals
- Software Developer
 - Digital Commons



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The Berkeley Electronic Press Creating Scholarship in IRs...

- Last month alone bepress had seven requests for journals and other peer-reviewed series from Digital Commons subscribers:
- Frontiers in Entrepreneurship Research – Babson College
- Journal of California and Great Basin Anthropology – UC Merced
- Journal of California Anthropology – UC Merced
- Journal of Transnational American Studies – UC Santa Barbara
- World Cultures eJournal – University of California Irvine
- Music Education Symposia – UMass Amherst
- Landscapes of Violence – UMass Amherst



What kind of scholarly content is being created in IRs?

Faculty are using Digital Commons to:

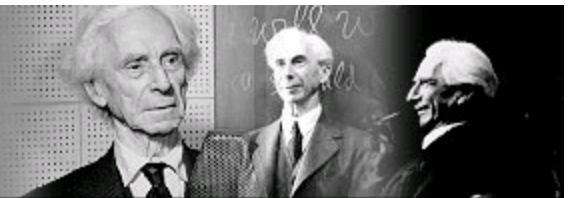
- Launch new online **peer-review journals**
- Manage **conferences**
- Review and track **grant proposals**
- Review and publish **student research**

Niche Journals: McMaster's *Bertrand Russell Journal*



russell: the Journal of Bertrand Russell Studies

The Bertrand Russell Research Centre, McMaster University



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Current Issue

Volume 27, Issue 1

SUMMER 2007, PAGES I-IV, 1-188. After "On Denoting": Themes from Russell and Meinong. Edited by Nicholas Griffin, Dale Jacquette and Kenneth Blackwell
Accessible to Subscribers

Articles

Preface by Dale Jacquette

Russell Wahl "On Denoting" and the Principle of Acquaintance

Practitioner Journals: Boston College's *The City and the Environment*



Published by the Urban Ecology Institute and Boston College, in cooperation with the
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Volume 6, Number 6, February 2008
Using the Attribute Hierarchy Method to Make Diagnostic Inferences about Examinees' Cognitive Skills in Algebra on the SAT
Mark J. Gierl, Changjiang Wang, and Jiawen Zhou

Volume 6, Number 5, January 2008
Examining the Relationship between Students' Mathematics Test Scores and Computer Use at Home and at School
Laura O'Dwyer, Michael Russell, Damian Bebell, and Kevon R. Tucker-Seeley

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Current Issue

Volume 62, Number 1

2008

[California wine industry evolving to compete in 21st century](#)
Rachael Goodhue, Richard Green, Dale Heien, and Philip Martin

[Post-emergence herbicides are cost effective for vineyard floor management on the Central Coast](#)
Laura Tourte, Richard Smith, Larry Bettiga, Tiffany Bensen, Jason Smith, and Darryl Salm

[Minimum tillage could benefit California rice farmers](#)
Bruce A. Linquist, Albert Fischer, Larry Godfrey, Chris Greer, James Hill, Kaden Koffler, Michael Moeching, Randall Mutters, and Chris van Kessel

Why is Digital Commons the place for content creation?

- Speed to launch / ease of use / speed to publication
- Full support from bepress - we help them succeed
- Minimal Technical Infrastructure required
- Research showcase / editor ownership and control
- Wide dissemination with readership reports creates a positive feedback loop
- Peer-review (open, blind, or double blind)

Browse Journals

- [Acta Medica Okayama](#), Okayama University
- [Australasian Accounting Business and Finance Journal](#), University of Wollongong
- [Bond Law Review](#), Bond University
- [Bond University Student Law Review](#), Bond University
- [California Agriculture](#), Davis
- [CenterPieces: Newsletter of the Center for Applied Research on Aging and Health \(CARAH\)](#), Thomas Jefferson University
- [Christian Perspectives in Education](#), Liberty University
- [Cities and the Environment \(CATE\)](#), Boston College
- [CLCWeb: Comparative Literature and Culture](#), Purdue Libraries
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- [Communication & Social Change](#), Atlanta University Center
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- [Culture Mandala: The Bulletin of the Centre for East-West Cultural and Economic Studies](#), Bond University

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Our conclusions

The traditional journal model still resonates

- Recent studies have shown that faculty are nervous about new forms of publishing
- bepress journals have done well because they keep the quality signals of traditional journals

University faculty are increasingly using DigitalCommons to launch new journals

- Service Model

Scholarly communication is no longer dominated by concept of the traditional journal.

- There is a continuum of content models and content quality from peer reviewed journals through opinion pieces (blogs, comments).



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