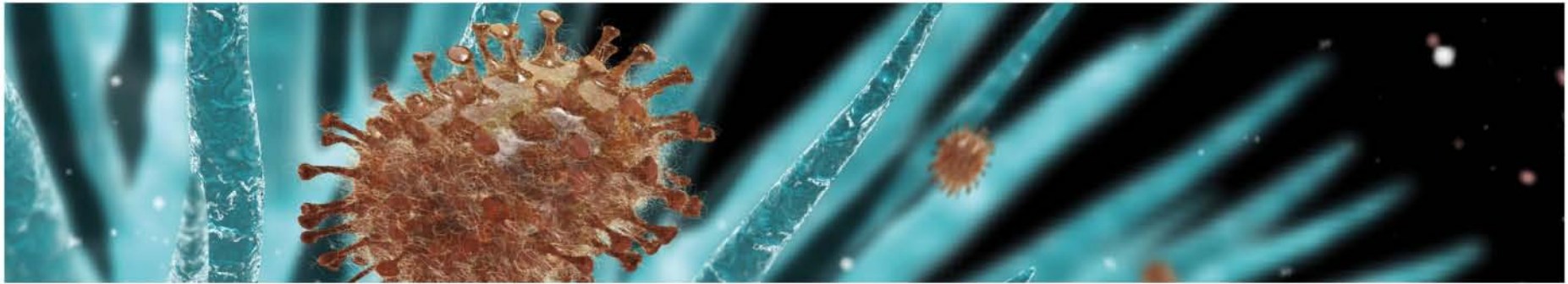


The logo for Eurosurveillance's 15th anniversary. It features the European Union flag's stars on the left, followed by the word "Eurosurveillance" in white, a large yellow "15" in the center, and the word "years" in smaller white text below the "5".



A publishing revolution fuelled by technology

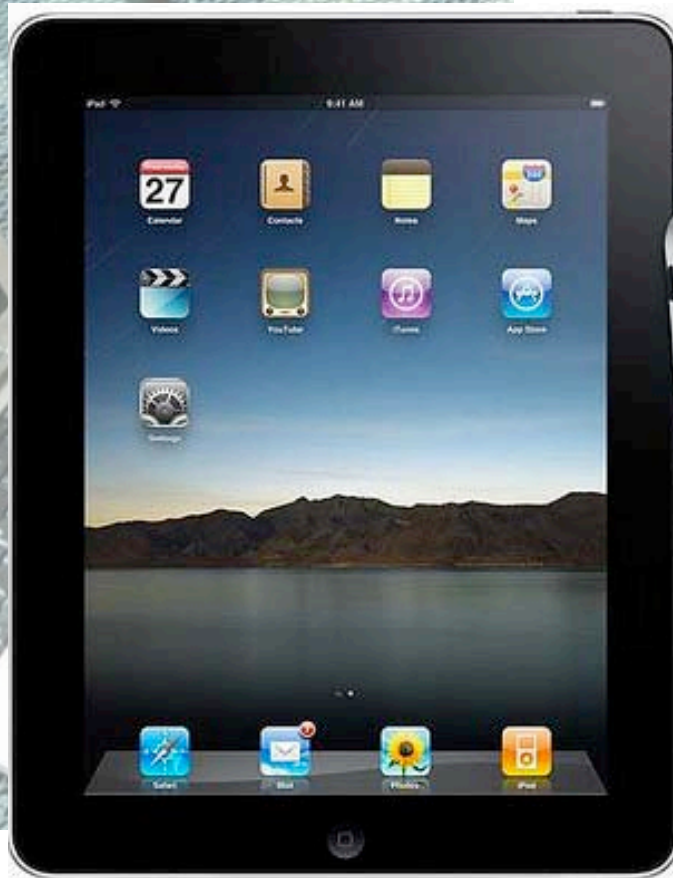
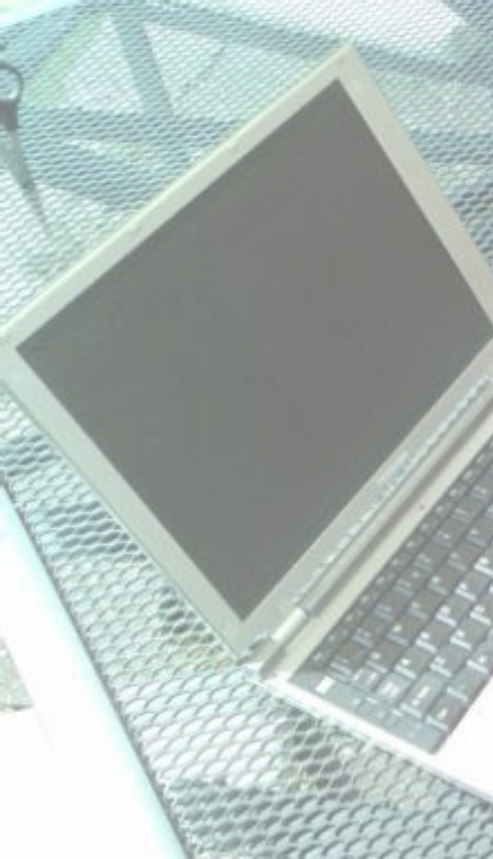
Pippa Smart

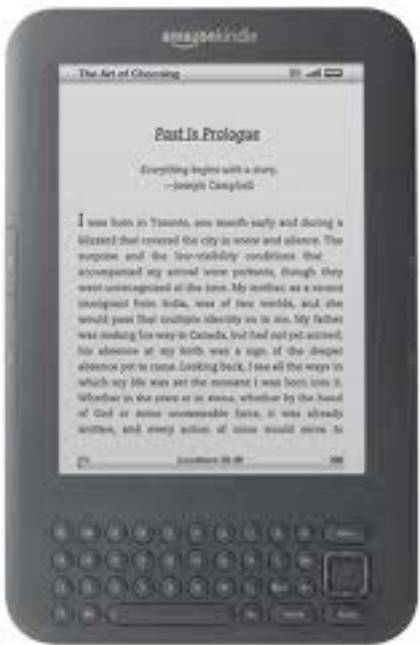


15 years – what's new?

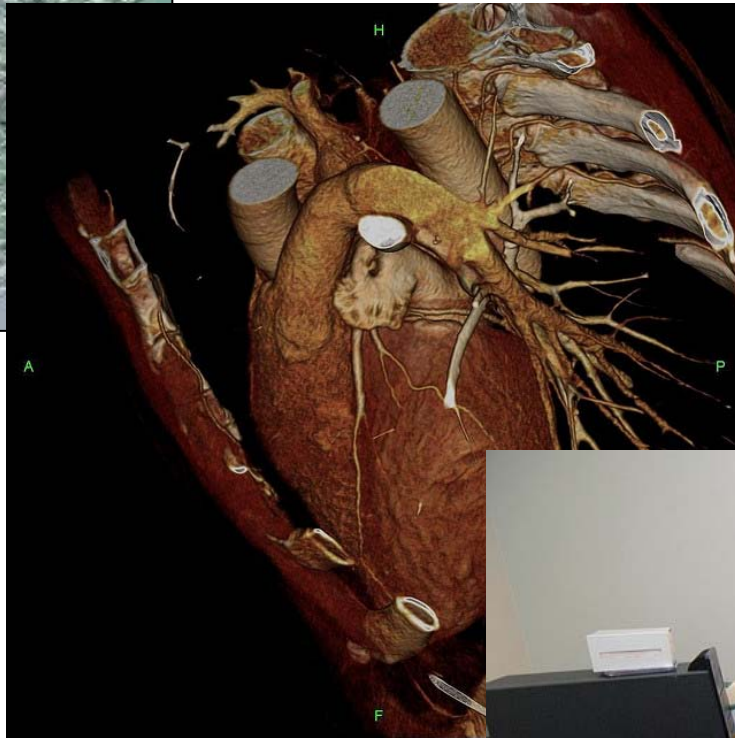
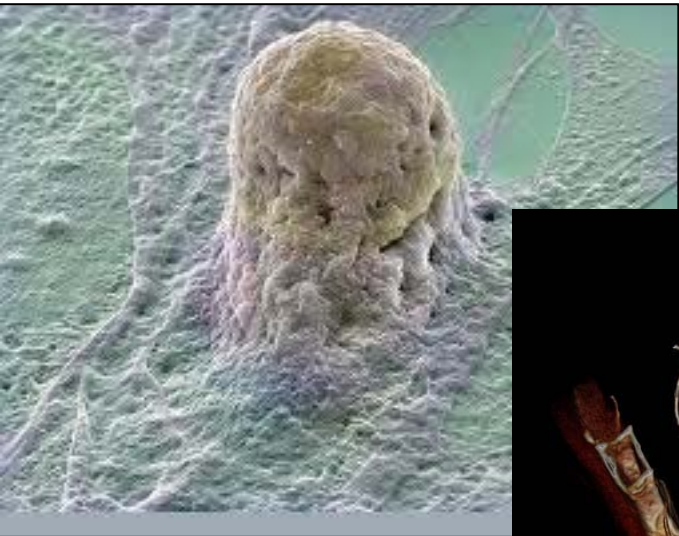








Change, change, change





information



Medical / research 15 years ago ...

- There was no PubMed
 - Only medline in limited online form
- There was no PubMed Central

However...

- Almost 100 journals were online (wow!)

What we thought then ...

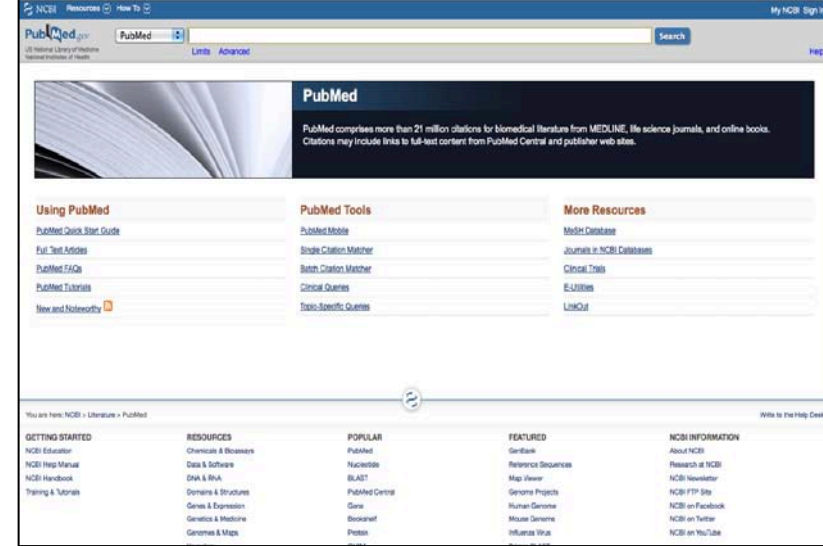
At present the Internet seems to promote medical rumors more than dispassionate scholarship.

But ... Electronic communication is likely to become critically important in medicine, and it behooves physicians to become competent in using it.

New England Medical Journal, 1995

Today ...

- PubMed receives >3million searches each day
 - >20million citations indexed
- PubMed Central >2.2m articles



... 90% medical journals are now online

- There are over 7000 Open Access journals
 - >750 in Health Sciences
- >1.4 million articles published each year

Changing opinions

Then ...

... Papers in medical journals are technical communications intended for physicians, not for direct consumption by the public.

And now ...

... American taxpayers are entitled to open access on the Internet to the peer-reviewed scientific articles on research funded by the US Government.

Today

- Increased access to information
- Increased discoverability
- Increased content and functionality

But also ...

- Increased ethical issues ...
- Information overload ...



ACCESS



Searching
Blogs
Wikis
Networking
Open Access
Repositories
LDCs

CONTENT



Audio

Video

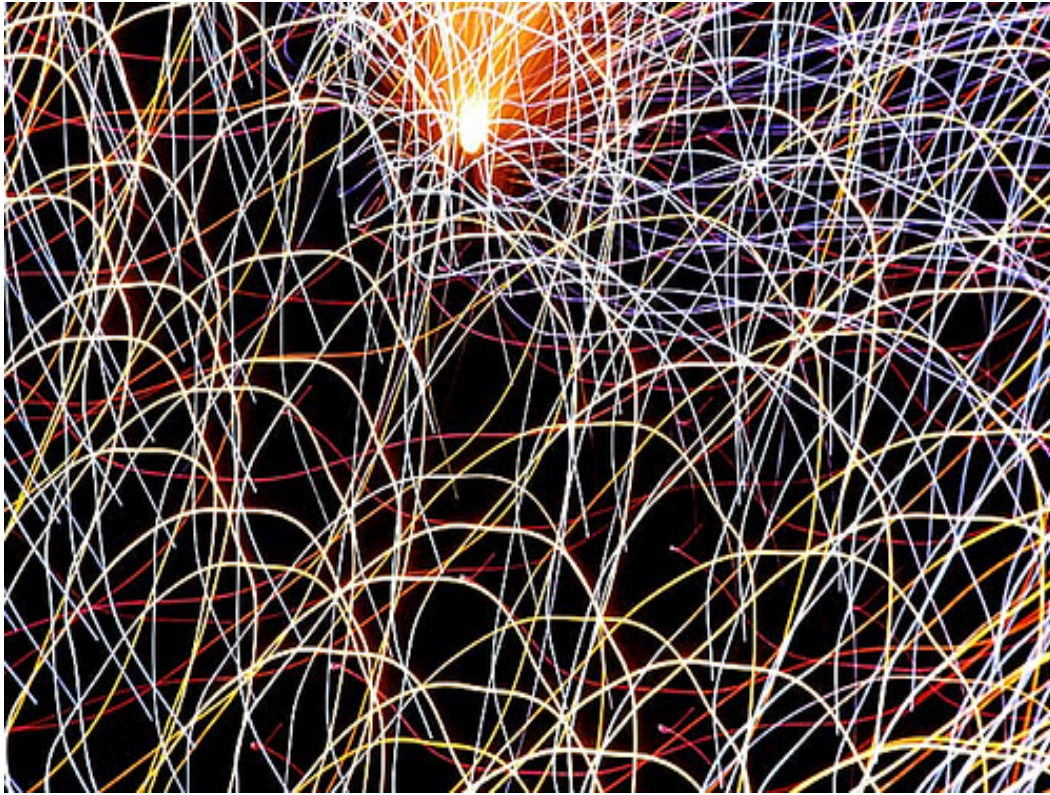
3D

Back-up data

Comments

Updates

FUNCTIONALITY



Hypertext
Cited by
Related items
Semantic tags
Comment and
response

? JOURNALS

Journals no longer
dominate science
communication

Blogs
Twitter
Wikis
Groups

edpSos.de2 – from Flickr





THE NEXT 15 YEARS ?

Will journals survive?



- Registration
 - Will online publication be good enough?
- Dissemination
 - Will the web replace publishing?
- Certification
 - Back in the hands of universities?
- Archiving and preservation
 - In the hands of libraries and national institutions?

Predictions ...

Digital only

Mobile access

Discoverability



Managing the tsunami?

- Summarise, summarise
 - Increased reviews, summaries, short works

- Editorial dominance
 - More filtering, more recommendations

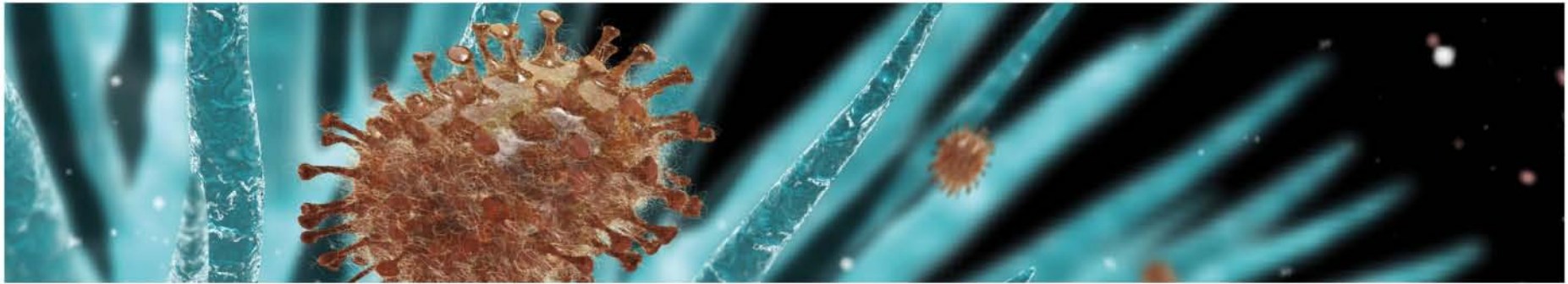
- “Superjournal” publications
 - Let it all (or most) be published !



The future?



The logo features the text "Eurosurveillance" in white, with a large yellow "15" and the word "years" in smaller yellow text below it. To the left of the "15" are five yellow stars of varying sizes, arranged in a semi-circle.



Thank you!

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