



## A publishing revolution fuelled by technology

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### 15 years – what's new?











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The Art of Chorning

#### Past Is Prologue

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### 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!)



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

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### **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 …









Searching Blogs Wikis Networking **Open Access Repositories LDCs** 

## CONTENT



**Audio** Video **3D Back-up data Comments Updates** 







**Hypertext Cited by Related items** Semantic tags **Comment and** response

# **?JOURNALS**



Journals no longer dominate science communication



Blogs Twitter Wikis Groups

## 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?





## 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?









## Thank you! Pippa Smart

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