A publishing revolution fuelled by technology

Pippa Smart
15 years - what’s new?
Change, change, change
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 >3 million searches each day
- >20 million citations indexed
- PubMed Central >2.2 million 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 …
CONTENT

Audio
Video
3D
Back-up data
Comments
Updates
FUNCTIONALITY

Hypertext
Cited by
Related items
Semantic tags
Comment and response
Journals no longer dominate science communication
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?
Thank you!

Pippa Smart

pippa.smart@gmail.com
www.pspconsulting.org