



## Richard Gedye on his new role as Research Director

Helen Ison | Communications Assistant | Oxford Journals

**Richard Gedye has been at OUP for over 17 years. Recently appointed as Research Director, he talks to Helen Ison about his new role.**

**First things first, what is your role exactly and why is there a need for such a position?**

Our community is facing rapid change. In recent years there have been many developments in academic publishing concerning the use, functionality, discoverability, accessibility, and distribution of content, as well as the business models used for supplying it. This is in addition to the many new technologies and emerging players in our evolving information ecology.

As Research Director, one of my roles is to ensure that Oxford Journals can identify and appraise these new developments and assess how best to harness them to the benefit of our stakeholders – librarians, readers, and authors. By having someone dedicated to monitoring and responding to these developments we can be sure to meet the changing needs of our stakeholders in the future.

**You make it all sound very simple but that's no small undertaking. How are you going to go about doing all of this?**

Well, I will be driving forward a number of different projects to ensure I stay abreast of and involved in these developments.

One of my first projects is to look at our archiving and preservation policies. As more journals move online it becomes clear that the responsibility for archiving and preservation lies increasingly with the publisher, rather than solely with individual libraries as has historically been the case. With librarians now licensing the right to access content, rather than owning it themselves outright, steps must be taken by publishers to ensure content is preserved and protected.

Oxford Journals is already a member of many archiving and preservation initiatives, such as CLOCKSS, LOCKSS, Portico, and the Dutch National Library's e-Depot project, and we are also looking into creating our own discrete dark archive.

However, this shift in responsibility raises various issues, which as Research Director I will be addressing.

*continued...*

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The various initiatives to which we belong offer a range of archiving and preservation services. We need to ensure that all the elements in our strategy are reflected in our current partnerships, as well as deciding what level of redundancy we believe is appropriate. What kind of archive is each partner offering, how do they effect the necessary quality control, and what sort of events would trigger them to open? The technologies of tomorrow most probably will not be able to read formats currently used for storing content, so we need to consider how archives plan for migration from one format to another.

As you may already know, I am also involved in the Usage Factor project, a joint collaboration between COUNTER and UKSG, which I co-chair with Hazel Woodward of Cranfield University, and which I believe has the potential to provide a useful new value metric for publishers, libraries, and authors.

#### **Why will the Usage Factor be so especially useful to the Library Community?**

Usage is a very complex issue and there is more to it than simply numbers. For example, if a librarian were only to look at

the raw number of downloads a journal received they could get quite a distorted view of relative value. Raw usage figures, for example, are likely to favour science and medicine journals over humanities journals because humanities journals on average tend to publish far fewer articles.

#### **Are there any other projects you are going to be involved in?**

As the chair of COUNTER, I will also be looking into developing a COUNTER code of practice for the reporting of usage of individual journal articles. Increasingly articles are not only placed on the publisher's website but also in the author's own institutional repository or public repositories such as PubMed Central (PMC). As a result, many of the usage reports we provide to our authors are incomplete because they do not include this additional usage from repositories. At the moment it is not possible to include this information because IRs do not generally have the ability to report on usage at the level of the uniquely identified work and to map this to other manifestations of that work.

This won't be an easy undertaking, however, and there are a variety of problems associated with trying to extend the COUNTER code of practice to the article level. Not only is the metadata associated with journal articles not always maintained for the majority of repositories, but even with that issue addressed we will still have to develop robust and scalable systems that will reliably map an article published in an institutional repository to its equivalent published on a publisher's journal website.

#### **Lastly, at the beginning of our conversation you used the phrase 'information ecology'. What do you mean by this?**

In ecology everything is mutually dependant: if you break one part of the chain then everything is affected. Meanwhile everything evolves and changes together as a result of a multitude of mutual interactions and influences. Furthermore, if you introduce new species new things start to happen and develop. I see the scholarly community working in the same way: each part of the system being directly and indirectly linked to many others.

## All Oxford Open content now deposited into PMC

Richard O'Beirne | Online Publishing Manager | Oxford Journals



### **Oxford Journals now automatically deposits all open access articles published in over 50 biomedical journals in PubMed Central (PMC). Richard O'Beirne, who helped make this happen, tells us more about what was involved and what this means for our authors.**

For over a year Oxford Journals has been working with PMC in order to ensure that open access articles published in journals participating in our Oxford Open initiative can be deposited automatically into PMC immediately on publication.

Although we have been using the PMC preferred National Library of Medicine Journal Publishing XML format for over two years, PMC had a number of specific data requirements which initially could only be verified by PMC staff performing quality assurance on the submitted data. This manual quality assurance led to inefficient workflows, and was not scalable.

Oxford Journals, HighWire (our online host), and PMC worked together to automate the validation process, and in late 2007 Oxford Journals' and HighWire's

online production processes were re-engineered to incorporate automatic XML validation. In the two weeks following the go-live of our PMC deposit system, over 100 open access articles from a range of journals were automatically deposited in PMC – with no manual intervention.

For our authors this means that if they have paid a fee to make their articles open access in one of our Oxford Open biomedical journals they do not need to deposit their article into PMC – we will deposit the final published version of their article into PMC on their behalf. We have also prepared some information and guidelines for authors of various funding agencies, which can be found here:

**[www.oxfordjournals.org/for\\_authors/repositories](http://www.oxfordjournals.org/for_authors/repositories)**.

## NIH-funded articles now also deposited into PMC

We are pleased to inform the community that any NIH-funded manuscripts submitted to Oxford Journals from 31st July 2008 onwards will be identified and tagged, and the final published version will then be sent to PMC for them to include on their platform. Now any NIH-funded authors who publish their articles in one of our journals will not need to deposit them into PMC themselves – Oxford Journals will do so on their behalf.



# Oxford Journals improves usage statistics interface

Richard Gedye | Research Director | Oxford Journals

**Oxford Journals is preparing to launch a new and improved usage statistics interface this autumn. Richard Gedye, our Research Director, explains what these changes will mean for those of you responsible for downloading usage statistics.**

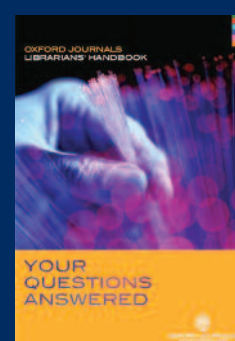
During October 2008, the person responsible for downloading usage statistics at your institution may notice that the Oxford Journals' interface looks a bit different. This is because we are introducing a new interface for downloading usage statistics reports, which we hope is more user-friendly.

Other than this new interface, we have made no further changes at present. Our library



customers will be able to download exactly the same reports as before (e.g. JRI and JRIa) and in the same format (e.g. Excel). However, we are working towards future improvements such as SUSHI compliance, which will be part of the COUNTER 3 code of practice (due August 2009). Library customers will be able to continue to download their COUNTER compliant usage statistics via [www.oxfordjournals.org/statistics](http://www.oxfordjournals.org/statistics), using the same username and password. If you have never downloaded your usage statistics directly from our site and would like to do so, you will need to set up an account by visiting [www.oxfordjournals.org/register](http://www.oxfordjournals.org/register).

We have prepared some user documentation, and some FAQs on using this new interface, which can be found at [www.oxfordjournals.org/statistics](http://www.oxfordjournals.org/statistics). If you have any further enquiries, please contact our Customer Services team at [www.oxfordjournals.org/contact\\_us](http://www.oxfordjournals.org/contact_us).



## Librarians' questions answered

Are you confused by the many features and technical processes involved with managing your online collection? In an attempt to tackle some of your questions regarding licensing agreements, remote access, updating your library catalogue and so on, we have put together the Oxford Journals Librarians' Handbook, which is filled with useful tips and links to further information.

To download your copy of the handbook please visit [www.oxfordjournals.org/librarians](http://www.oxfordjournals.org/librarians). To request a print copy, contact [helen.ison@oxfordjournals.org](mailto:helen.ison@oxfordjournals.org)





# Oxford Islamic Studies Online – fostering a better understanding of the Islamic world

John L. Esposito | Editor in Chief | Oxford Islamic Studies Online



**Oxford Islamic Studies Online brings together the best current scholarship in the field and promotes an accurate and informed understanding of the Islamic world. As John L Esposito observes, the need for critical information on this subject has never been greater.**

Forty years ago when I entered the field of Islamic studies, the Muslim world was just about invisible. Although Islam was the second largest of the world's religions, its representation in publications, media, religion departments, and school curricula was marginal to nonexistent.

The depth of our ignorance became clear to me in the 1970s, when I made the astonishing discovery that Islam, this other great, global, monotheistic faith, had roots in the Middle East and in the Judeo-Christian tradition. Why – after years of liberal arts and theological training – had I not learned that Jews, Christians, and Muslims were all considered the 'Children of Abraham'? Why was I not taught about the rich Islamic civilization that flourished from the ninth to the twelfth centuries, or about the contributions of generations of educated Muslim thinkers and scientists to Western civilization?

In Islamic studies, I discovered a fuller and more complete history of both the Muslim world and the West – a history marked by encounter, coexistence, and conflict, from the rise of Islam and its early expansion to the Crusades, European colonialism, and the Cold War. But this knowledge was still

not part of the worldview or popular culture of America, Europe, and many other parts of the world.

For most Americans, Iran's Islamic Revolution of 1978-1979 and the fall of the Shah represented their first major encounter with Islam. And from this point forward, interest in Islam and the Muslim world took off like a rocket. But in a world of ignorance and Arab stereotypes, Islam came to be seen through a lens focused on American hostages in Iran, the threat that an Islamic revolution in Iran could spread, and the assassination of Anwar Sadat by militants.

The dawn of the 21st century held promises of a new millennium of globalization and opportunity. However, the lives and expectations of many were shattered by the 9/11 terrorist attacks on the World Trade Center and the Pentagon. We now live in a world dominated by the threat of global terrorism and new images of Islam and Muslims.

Clearly, the need for widespread and accurate information on Islam and the Islamic world is more critical than ever before. The images and realities of Islam

and Muslims are multiple and diverse: religiously, culturally, economically, and politically. Where can people confidently access information rather than disinformation? How can they gain a broader and deeper understanding of the religion, history, politics, and cultures of the vast Islamic world? How can they learn more about the increasingly important presence of Muslims in Europe and America?

Oxford University Press has created a place where people can go for this critical information, by launching Oxford Islamic Studies Online – a site solely dedicated to the study of the Islamic world, the dissemination of current scholarship on Islam, and the promotion of global understanding of the facts of Islamic history and the tenets of Islam. Encompassing over 3,000 A-Z reference entries, chapters from scholarly and introductory works, Qur'anic materials, primary sources, images, and timelines, Oxford Islamic Studies Online is an authoritative, dynamic online resource for students, scholars, government officials, community groups, and librarians alike.

For more information about Oxford Islamic Studies Online please visit [www.oxfordislamicstudies.com](http://www.oxfordislamicstudies.com).



# Looking ahead to 2009

Cleo Hanaway | Library Marketing Assistant | Oxford Journals



**2009 will be another busy year for Oxford Journals, as 10 titles are joining our list from other publishers, and we are also launching three journals, bringing the total number of journals we publish to over 220.**

## Changes to our list for 2009...

The following journals are joining our list:

- *Acta Biochimica et Biophysica Sinica*
- *Analysis*
- *Archives of Clinical Neuropsychology*
- *European Journal of Heart Failure*
- *Nicotine and Tobacco Research*
- *The Gerontologist*
- *Leo Baeck Institute Yearbook*
- *The Journals of Gerontology – Series A Biological and Medical Sciences*
- *The Journals of Gerontology – Series B Psychological and Social Sciences*
- *Systematic Biology*
- *Database: The Journal of Biological Databases and Curation* (new launch)
- *Journal of Human Rights Practice* (new launch)
- *Writing Systems Research* (new launch)

The following titles are leaving our list:

- *Journal of the Royal Music Association*
- *IEICE Transactions on Communications*
- *IEICE Transactions on Electronics*
- *IEICE Transactions on Fundamentals of Electronics, Communications and Computer Sciences*
- *IEICE Transactions on Information and Systems*

## Other changes...

*International Research Notices* now incorporates *International Mathematics Research Papers*, and is part of the full Collection and the Mathematics & Physical Sciences subject subset.

## 2009 Oxford Journals Collection

In 2009, 24 journals are being added to the Oxford Journals Collection, bringing the total number of included titles up to 213. The Collection includes titles in the fields of Medicine, Life Sciences, Mathematics & Physical Sciences, Humanities, and Social Sciences, and has content dating back to 1996.

Institutional customers can choose to subscribe to the full online package, one or more of the subject collections, or a bespoke selection tailored to meet their needs. For an updated list of titles, and further information, please visit

[www.oxfordjournals.org/collections](http://www.oxfordjournals.org/collections).

## Oxford Journals Archive (2009 version)

We are pleased to announce that 10 journals will join our archive in 2009 (for a list of these titles see below). With content ranging from 1849 to 1995, the Oxford Journals Archive will include 153 journals and over 3 million article pages and over 800,000 articles in 2009. The archive spans five subject areas (Medicine, Law, Science, Humanities, and Social Sciences).

Customers can purchase or subscribe to the complete archive or to one or more of the

subject archives. Customers who purchased the archive in previous years can pay a top-up fee to add the 2009 titles to their package.

Titles joining the archive in 2009

- *English*
- *German History*
- *Analysis*
- *The Gerontologist*
- *Journals of Gerontology Series A: Biological Sciences and Medical Sciences*
- *Journals of Gerontology Series B: Psychological Sciences and Social Sciences*
- *Leo Baeck Institute Yearbook*
- *Oral History Review*
- *Screen*
- *Systematic Biology*

There are no journals leaving the Oxford Journals Archive in 2009. For a full list of titles, prices and top-up fees, please visit [www.oxfordjournals.org/collections/archives](http://www.oxfordjournals.org/collections/archives).

**We hope your library users continue to access and enjoy our content; we always welcome your feedback on the services and content we offer.**

## 2009 price list now available

The 2009 institutional price list is now available at our website at [www.oxfordjournals.org/access\\_purchase/2009/institution\\_price\\_list.html](http://www.oxfordjournals.org/access_purchase/2009/institution_price_list.html)

For more detailed information on 2009 pricing and list changes please visit [www.oxfordjournals.org/access\\_purchase/pricing\\_ordering.html](http://www.oxfordjournals.org/access_purchase/pricing_ordering.html)



# The 2008 Library Advisory Group meeting – an update

Kirsty Luff | Senior Communications and Marketing Manager | Oxford Journals



Oxford Journals has been formally consulting with key members of the library community for around five years and this is helping us to understand librarians' evolving needs and concerns, and, in turn, how we can meet those needs.

In May the annual meeting of our Library Advisory Group (LAG) was characterized by an atmosphere of good will and camaraderie, and delegates were more than willing to share their opinions and experiences.

The day began with an update from our Library Marketing Manager on some Oxford Journals developments and, in particular, our open access pricing adjustments. LAG attendees thought that we should, once again, provide some clear explanations of how the pricing adjustments are calculated, which we have now undertaken (See the article overleaf for more information).

There followed a short presentation by Ann Okerson from Yale University Library on some research she has completed into the effect of the weakening dollar on Yale's serials budget, which highlighted the extent to which purchasing power in US libraries is being eroded by the exchange rate.

**On Friday 30 May, 11 librarians gathered in Oxford for a day and an evening of lively and thought-provoking discussion on ebooks, open access, usage statistics, and many other subjects.**

Richard Gedy, Research Director at Oxford Journals, then facilitated a discussion on ebooks business models. Richard wanted to know whether librarians preferred to subscribe to, or purchase ebooks. It rapidly became clear that there is no definitive answer to this question, as it depends on the institution and their needs, as well as the type of content and the cost. In general, however, the librarians expressed a preference for purchasing rather than subscribing to content.

Richard also asked the attendees whether they preferred ebook collections or to select ebooks on a title-by-title basis. In this case, the answer depends on the type of user who would be reading this content. For instance, collections were most appreciated by researchers who search and browse the web for relevant content, and read widely around their subject.

The rest of the morning was spent discussing new journal launches. Mandy Hill, Oxford Journals' Editorial Director, spoke about our editorial strategy in this area, emphasising that launching new journals in areas that really need them is an integral part of our scholarly remit. Mandy then presented usage data which revealed that our young journals are often among the most well used of our collection (at the article level). Attendees felt that if new launches are added to a collection and they are heavily used, they would like to have the flexibility to swap them for titles that are less

well used, but often they did not have the flexibility they need to be able to do this.

In general, attendees had worries about the budgetary implications of a publishers' collection growing and growing, particularly as a result of acquisitions, mergers, and journal transfers. One attendee felt that even when a journal transfers between publishers, the transferring publisher does not adjust their prices accordingly to reflect this transfer. We made it clear that this is not the case with Oxford Journals.

The afternoon featured a session on usage statistics, and Tamasine Ashcroft from Birmingham University Medical School gave a detailed explanation of the methodology she used to evaluate the usage and cost-effectiveness of big deals. It became clear during her presentation that analysing usage statistics is a time consuming business which requires much time and resource if it is done effectively.

Both librarian delegates and Oxford Journals staff found the annual meeting of the 2008 Library Advisory Group to be interesting and useful. Attendees told us that they found it useful to hear what their counterparts are doing in other libraries, and their opinions on different issues. For instance, one attendee found the meeting to be 'most instructive because we all learn a great deal' and another attendee called it 'a stimulating event.'

# Oxford Open prices adjusted for third year in a row

Mandy Hill | Editorial Director | Oxford Journals



**For the third year in a row Oxford Journals has adjusted the online prices of Oxford Open journals based on the volume of open access content within these journals. As open access uptake is only one of several factors that impact on price setting, each title in the initiative has experienced different effects on its pricing.**

Under the *Oxford Open* model, authors of accepted papers in participating journals have the option of paying an open access publication charge to make their paper freely available online immediately upon publication. Around 70 journals currently participate in the *Oxford Open* initiative.

At Oxford Journals we strive to make our pricing policy fair and transparent, which is why we closely monitor the amount of open access content in each journal in *Oxford Open*, and adjust online-only subscription

prices accordingly. As a result, 6 out of 61 *Oxford Open* titles saw an absolute reduction in price from 2008 to 2009, and a further 38 titles benefited from a lower price increase.

In 2007, open access papers constituted only 6.8% of all papers published in *Oxford Open* journals. 14 *Oxford Open* journals saw 0% take-up – so for these journals, no adjustment has been made to the online-only price. 47 journals saw differing levels of uptake, with high uptake journals like *Bioinformatics* (23%) and *Human Molecular*

*Genetics* (16%) once again seeing the greatest price adjustment. See Table 1 for examples of how the discount has affected pricing for 2009.

Our standard policy for 2009 was the same as previous years. The online-only (and print-only) subscriptions to our journals were priced at 95% of the combined (print and online) price. In the case of *Oxford Open* journals, we applied a further discount to the 2009 online-only price based on the percentage of open access content (number of pages) published during 2007 (journal prices for a subsequent year are set at least six months ahead of each new calendar year, so for *Oxford Open* journals, we therefore look at the last full year of open access content).

Pricing is dependent on many factors, including variations in page extent, issue frequency, and exchange rate adjustments, as well as open access uptake. The result is that open access adjustments may simply limit the price increase to a lesser amount, as the discount applies to what the standard 2009 online only price would have been, and not to the 2008 online-only price. In the case of the *Journal of Financial Econometrics* and *Journal of Economic Geography*, this year we have decided not to apply the open access adjustment. This is because the uptake on these two journals is likely to be much lower next year, which could cause a dramatic price increase. In these two instances the effect of open access pricing adjustments is inflated due to their relatively low numbers of pages compared with other journals.

**Table 1 – open access uptake and the effect on 2009 online-only prices\***

Journal	2009 combined price	2009 online price	Illustrative 2009 online price, without adjustment**	% discount applied
Annals of Botany***	£660	£574	£627	8%
Bioinformatics	£1,426	£1,027	£1,355	23%
BJA: British Journal of Anaesthesia	£389	£366	£370	1%
Forestry	£342	£308	£325	5%
International Journal of Epidemiology***	£377	£305	£358	14%
Journal of Competition Law and Economics	£238	£219	£226	3%
Journal of the National Cancer Institute (JNCI)	£523	£429	£497	13%
Plant & Cell Physiology	£531	£494	£504	2%
Social History of Medicine	£140	£129	£133	3%

\* Selected titles – for full details of all Oxford Open titles please see [www.oxfordjournals.org/oxfordopen](http://www.oxfordjournals.org/oxfordopen).

\*\* cf. our normal pricing model

\*\*\* *Annals of Botany* and *International Journal of Epidemiology* have seen an absolute reduction in the online-only price from 2008 to 2009.

For more information, please visit [www.oxfordjournals.org/oxfordopen](http://www.oxfordjournals.org/oxfordopen).





# Introducing Roland Ehrenfels, Sales and Marketing Director

Charlotte Capanni | Head of Marketing | Oxford Journals



**In May 2008 Roland Ehrenfels was appointed Sales and Marketing Director of Oxford Journals, a new role created following the appointment of Richard Gedye as Research Director for Oxford Journals and Rachel Goode as Group Communications Director for Oxford University Press.**

Previously Vice President of Sales (Books) at Springer, one of Roland's priorities is to forge closer relationships with our library customers.

Roland is keen to ensure that our library sales team is working as close to their customers as possible to enable them to develop their understanding of their market's particular needs, and also to provide a fast and effective service. Roland is a strong believer in opening up the communication channels with our customers, and ensuring we have, in particular, more face-to-face contact, for

instance through meetings at conferences, library visits, and advisory and focus groups.

Based either at our Oxford headquarters or at one of our overseas offices (USA, Japan, China, and India), our sales managers have responsibility for sales in different regions of the world. In addition, we also have a corporate Library Sales Manager, responsible for global sales to hospital libraries, law firms, and pharmaceutical companies.

To find out the name and contact details of the sales contact for your

region and/or sector, please visit [www.oxfordjournals.org/access\\_purchase/quote](http://www.oxfordjournals.org/access_purchase/quote). For a list of conferences we are attending please see below, and please feel free to get in touch with your sales manager to arrange a meeting.

Currently Roland is travelling to each of our overseas offices to meet members of our global library sales team. In November, however, he will be attending the XXVIII Annual Charleston Conference, and is really looking forward to meeting up with librarian delegates, so he may see you there!

## See Oxford Journals at...

Each year we attend a wide range of conferences and meetings. Below are the key librarian meetings we will be attending before the end of this year. If you are attending any of these meetings we would be delighted to see you.

Contact us at [library.marketing@oxfordjournals.org](mailto:library.marketing@oxfordjournals.org) to make an appointment, or just come and see us at our stand.

**Australian Library and Information Association (ALIA)**  
Alice Springs, Australia 2-5 September

**Library and Information Association of South Africa (LIASA)**  
Cape Town, South Africa 6-10 October

**Frankfurt Book Fair**  
Frankfurt, Germany 15-19 October

**London Online Information**  
London, UK 2-4 November

**XXVIII Annual Charleston Conference**  
Charleston, South Carolina, USA  
5-8 November

**23rd IASLIC National Conference**  
Kolkata, India 10-13 Dec



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