

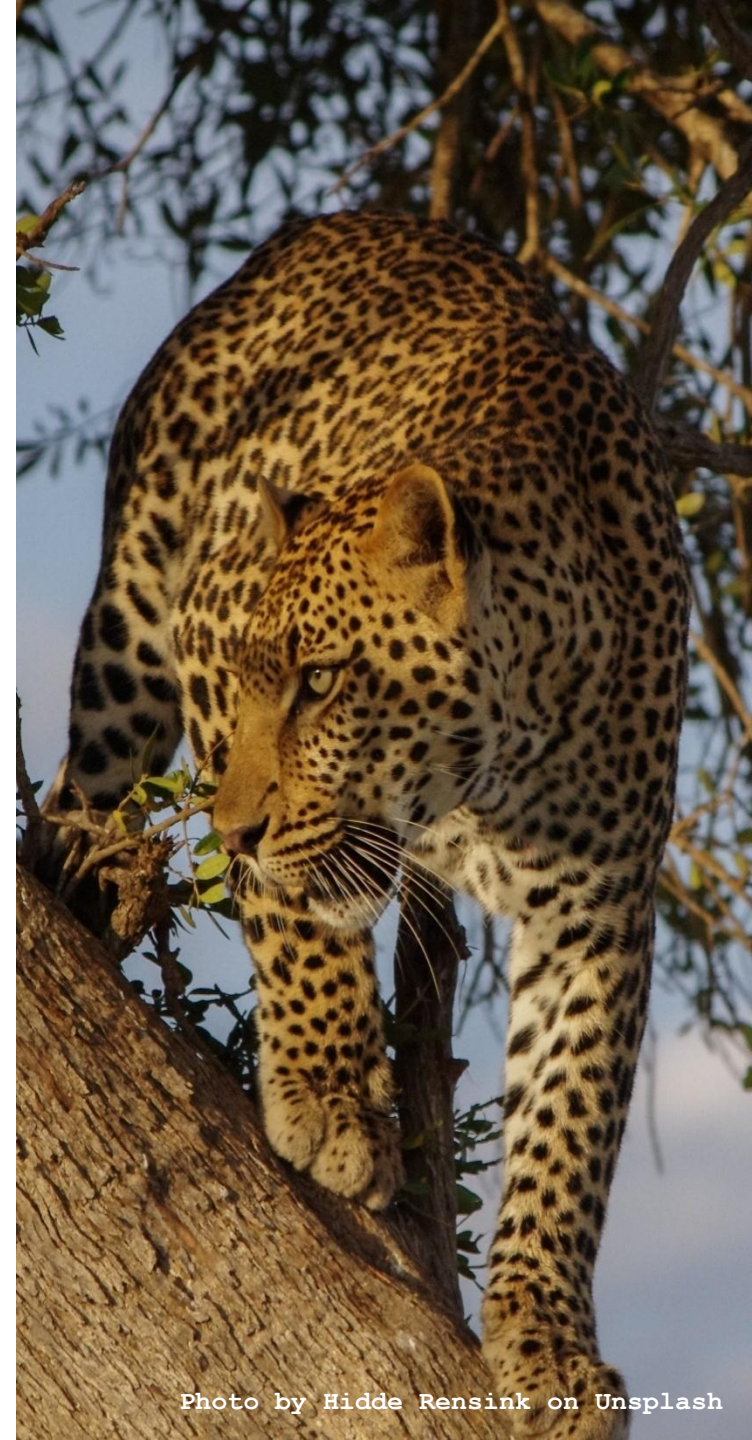


Avoiding Predatory Journal Publishers

James W. Murphy, Publishing Consultant

Presentation Coverage

- Overview of Open Access (OA)
 - Drivers
 - Types
 - Growth & influence
- Predatory Publishing
 - Origins & Current Situation
 - Identifying Predatory Journals
 - How they communicate
 - How they present themselves
 - Other resources
- Questions



Definition of OA

Online research outputs that are free of all restrictions on access (e.g., access tolls and payments) and free of many restrictions on use (e.g. certain copyright and license restrictions).



Open Access Drivers



- **Initially** - patient and caregiver access



- **Economic benefits**
– the research underpinnings of economic growth.
(But is there an understanding of how research is really done?)



- **Cultural** -- the culture of the Web. Information should be free



- **Populist approach** - taxpayer paid research. (Publishers agree there should be greater access to the results of research but conflating that with publishers output?)



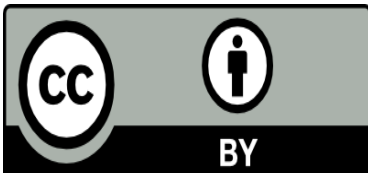
Main Types of OA

GREEN

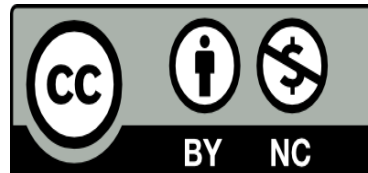
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GOLD

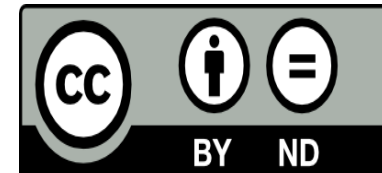
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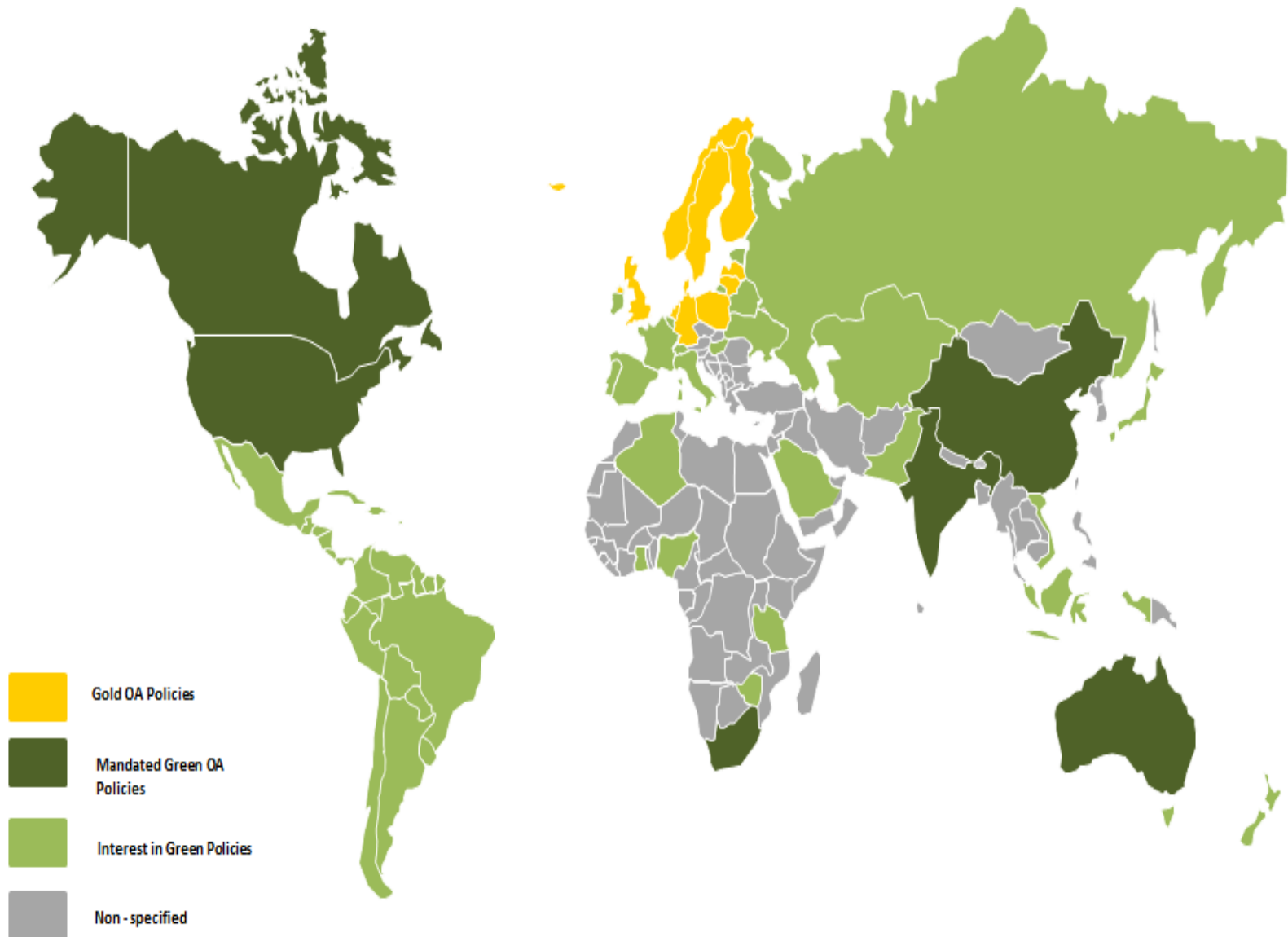


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Attribution-No
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Global OA Policies



Multiple Types of OA

Main types

GREEN

Self-archiving

GOLD

Author pays-to-publish

HYBRID

Journals publishing both subscription and open access articles

Other types

PLATINUM

Third party pays-to-publish (funder, society)

BRONZE

Delayed OA in subscription journals

BLACK

Large-scale pirated content



	2018	2022
STM Journal Revenue	\$10 Bil	\$11.7 Bil
OA Revenue	\$495 Mil	\$702 Mil
OA Market Share	4.7%	6%

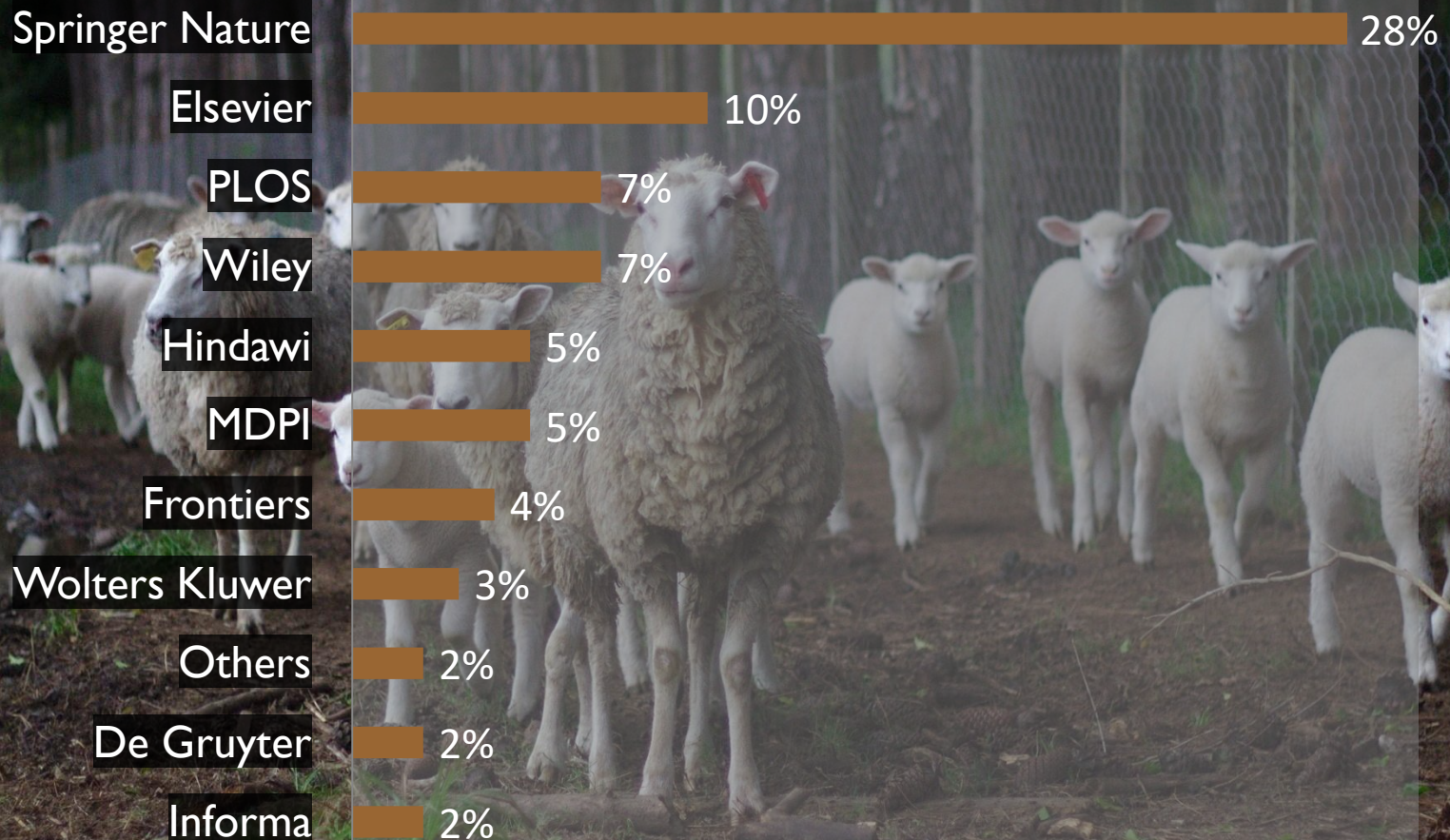
Source : Simba Open Access Journal Publishing 2018-2022

Directory of OA Journals

- 2018: 10,800 journals, 2.8 million articles
- 2022 4.4 million articles

*Share of OA revenues still small compared to buzz
But CAGR about 15%, drawing a lot of players*

Publisher OA Market Share (Revenue)

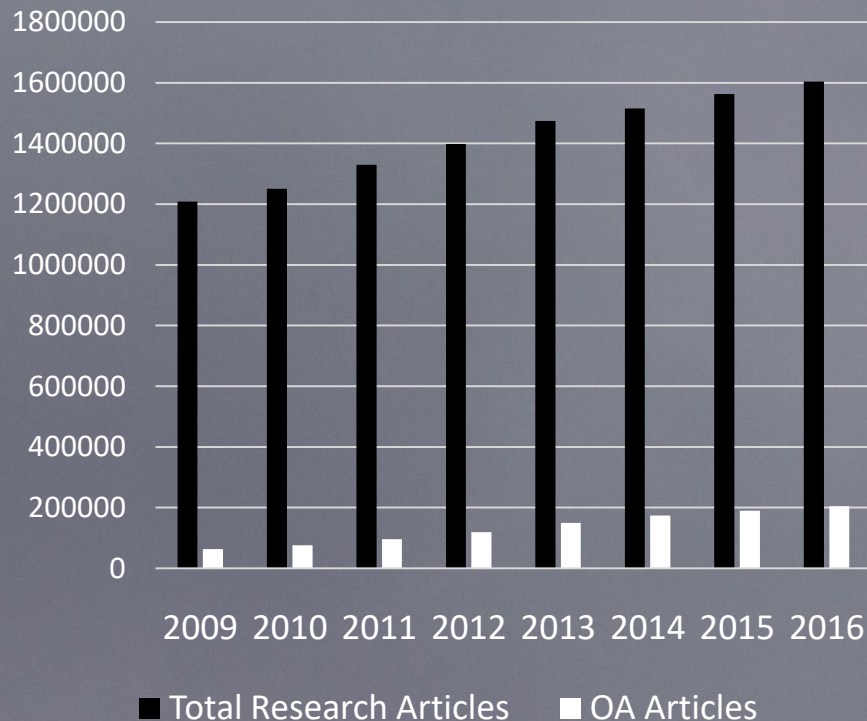


Source : Simba Open Access Journal Publishing 2018-2022

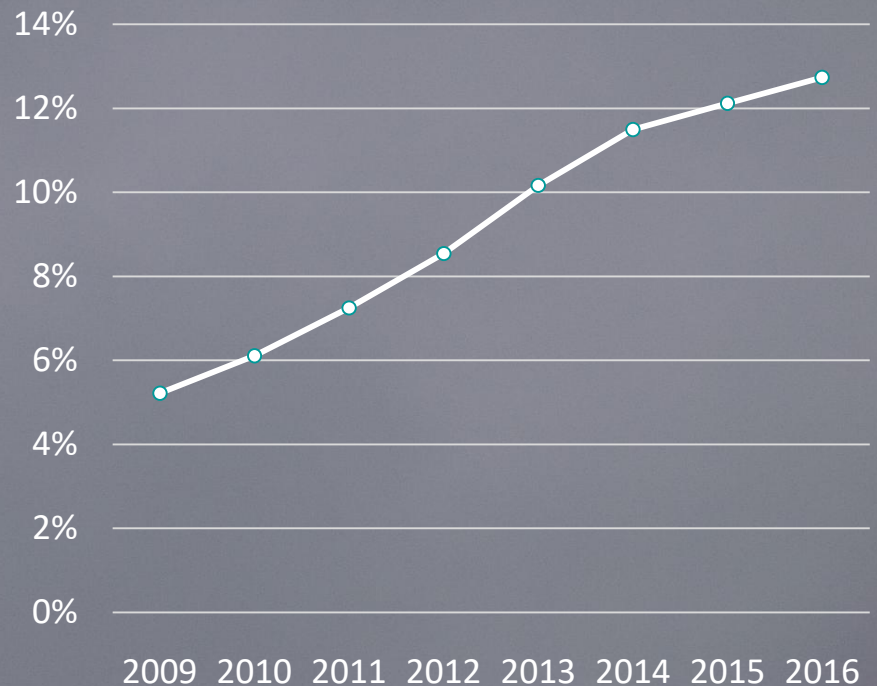
Share of Gold OA Papers Published is Double Share of Market Revenue



Gold OA articles vs total research articles



Gold OA articles as a percentage of all research articles



Source : Web of Science

Broader Positive Impact of OA

Triggered a wider push for Open Science

- New ways to disseminate and promote research
- Looking at waste, closed nature of peer review
- Promoting research collaboration
- Growing public scrutiny of research
- Broadening research assessment metrics
- Increasing reproducibility

While there are many positives associated with OA

There are also negatives, like
Predatory Publishers

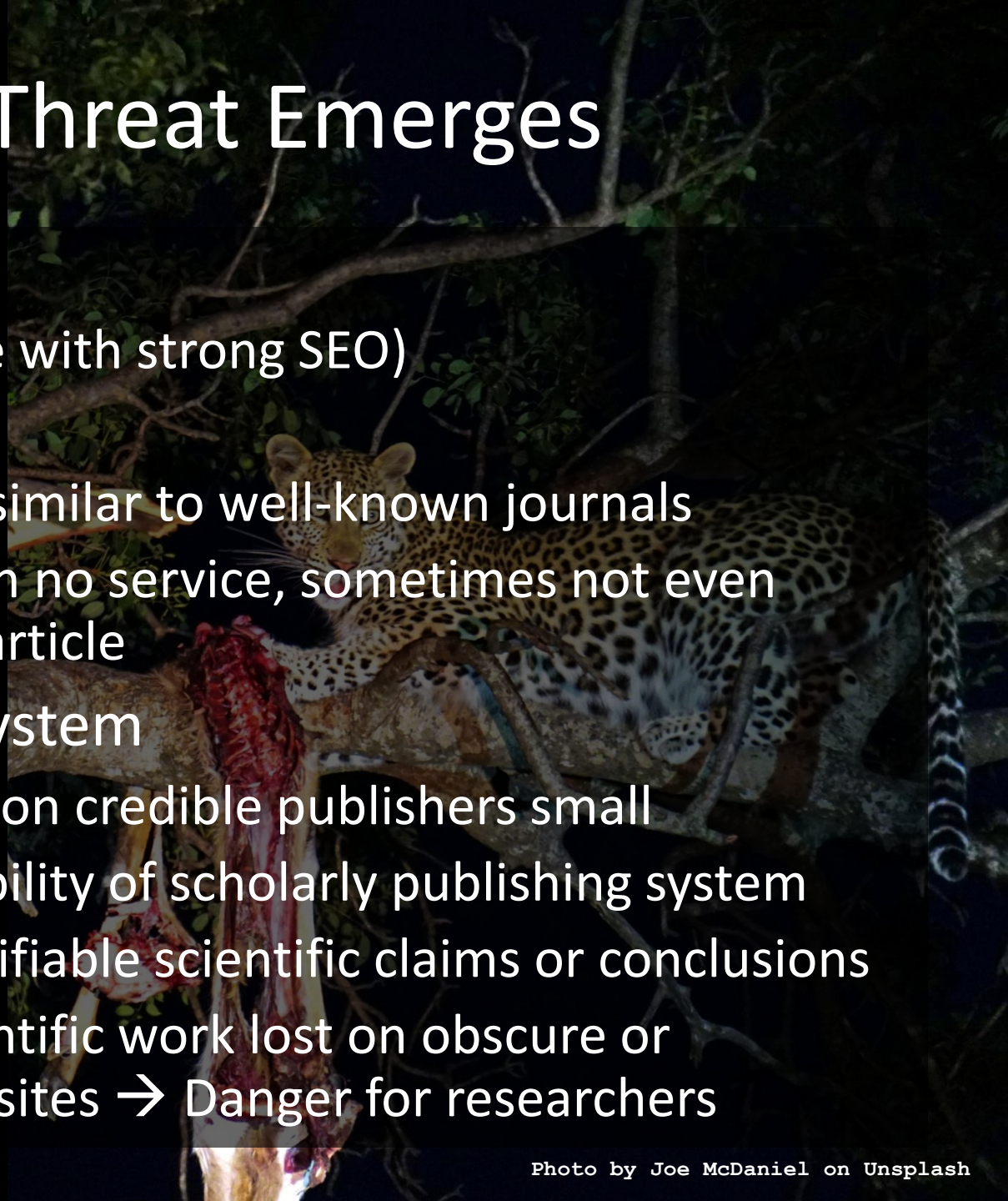
Predatory Publishers – The Context



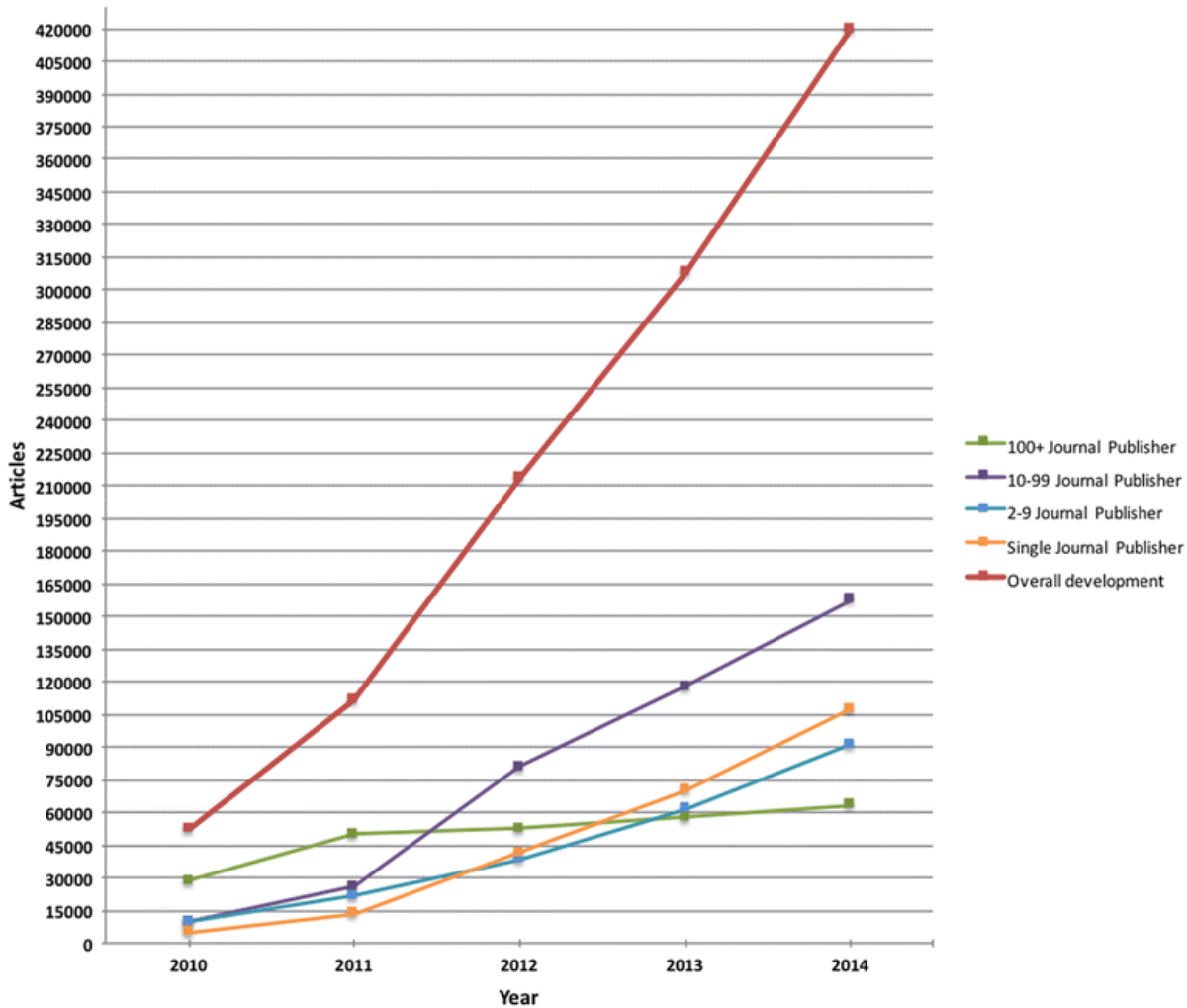
- Low barriers
 - Internet
 - No need to manage subscriptions
- Pressure to publish
 - Researchers are captive audience
 - Need publications for career, funding
- Lucrative
 - Attractive prospect for entrepreneurs
 - Desperate researchers with money

The Threat Emerges

- Predator Traits
 - Websites (some with strong SEO)
 - Spam emails
 - Journal names similar to well-known journals
 - Collect fees with no service, sometimes not even publishing the article
- Impact on the system
 - Financial effect on credible publishers small
 - Challenge reliability of scholarly publishing system
 - Promote unjustifiable scientific claims or conclusions
 - Big issue is scientific work lost on obscure or temporary websites → Danger for researchers



Predatory OA Articles, 2010-2014



Shen, C., & Björk, B. (2015). 'Predatory' open access: A longitudinal study of article volumes and market characteristics. *BMC Medicine BMC Med*, 13(1). doi:10.1186/s12916-015-0469-2



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Science 4 October 2013:

Vol. 342 no. 6154 pp. 60–65

DOI: 10.1126/science.342.6154.60

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NEWS

Who's Afraid of Peer Review?

John Bohannon

Dozens of open-access journals targeted in an elaborate *Science* sting accepted a spoof research article, raising questions about peer-review practices in much of the open-access world.

[Read the Full Text](#)

The editors suggest the following Related Resources on *Science* sites

In *Science Magazine*

LETTERS

Science Communication: Power of Community

Elizabeth Marincola

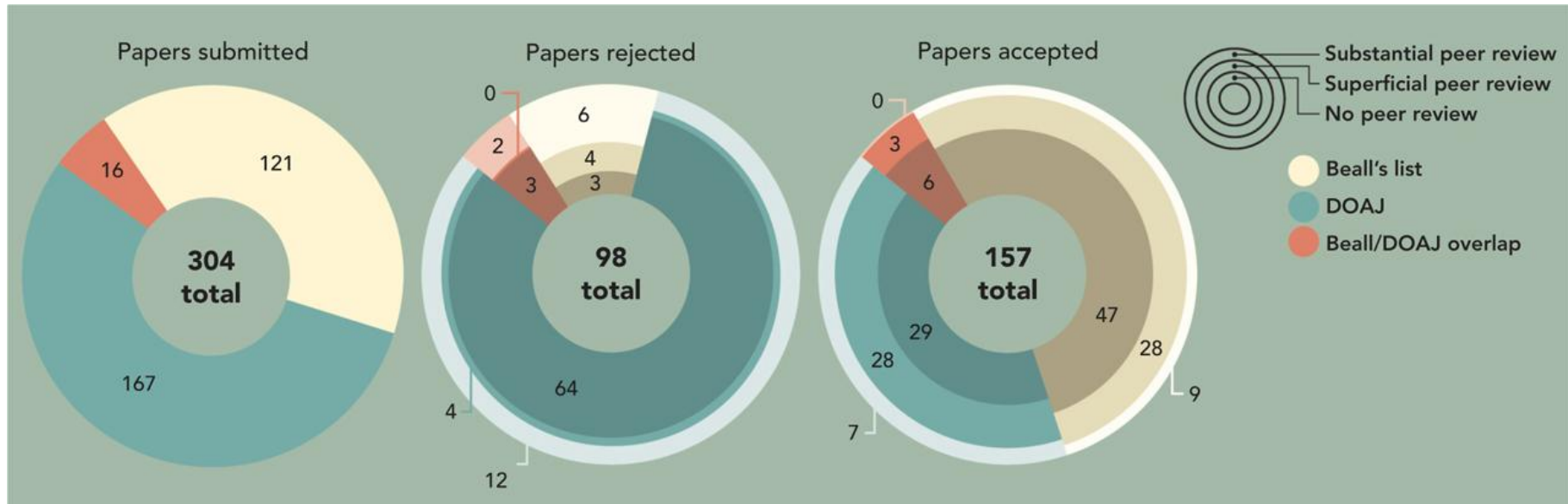
Science 6 December 2013: 1168–1169.

» [Full Text](#) » [Full Text \(PDF\)](#)

LETTERS

Peer review reviewed.

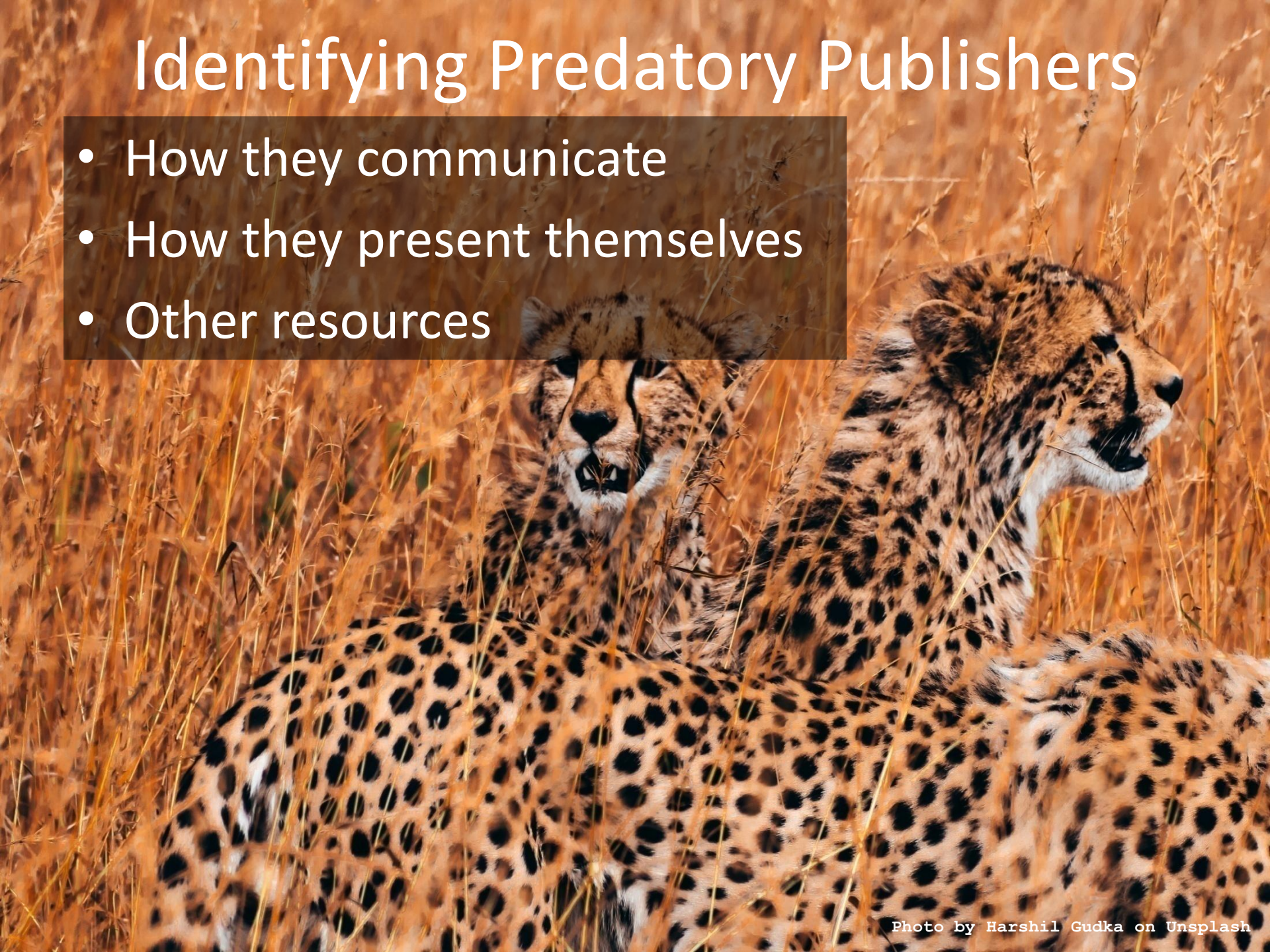
Few journals did substantial review that identified the paper's flaws.



John Bohannon Science 2013;342:60-65

Identifying Predatory Publishers

- How they communicate
- How they present themselves
- Other resources



How they communicate

- Email not well-formatted or spelling mistakes
- Unclear how found you
- Mismatch with your expertise
- Emphasis on payment
- Unclear in whose name the letter was sent
- Email domain doesn't match website



Example email

Dear Dr. WJ William J,

No idea who you are

Greetings from the Advanced Journal of Fragrant Sciences!!!

Hope our e-mail finds you well and in healthy mood.

Weirdly personal or unprofessional

It would be our honour and great fortune if you will share your manuscript.

Flattery

It is our immense pleasure to invite you to submit

Research, Review, Mini review, Short

commentary, Commentary, Case Reports, Methodologies, Systematic Reviews (or any type of article) for the upcoming issue of our journal.

Desperation

We await your adorable paper.

Confusing or awkward ending

This is not a spam message, and has been sent to you because of your eminence in the field. If, however, you do not want to receive any email in future then reply us with the subject remove/opt-out. We are concern for your privacy.

Saying they aren't spam

[Source: https://blogs.plos.org/scicomm/2017/10/04/to-catch-a-predatory-publisher/](https://blogs.plos.org/scicomm/2017/10/04/to-catch-a-predatory-publisher/)

How they present themselves

1. Journal's homepage - the look of it
2. Citation metrics ISI Web of Science, check JCR if you have access), Google scholar ranking; be skeptical of other metrics
3. Claims it makes
 - “We publish only the highest quality research”
 - Guarantees of fast decision times (Peer review is complex, takes time)
 - Fast times from acceptance to publication (Might not have many papers)
4. Contact Info
 - Editors and editorial office contactable through email (good)
 - Physical address (better) look them up on Google Maps
 - Phone number (best) call to get a sense of operations
5. Editor-in-Chief and Editors
 - Subject experts, contact details available.
 - Some predators list names without asking, so contact directly if not sure



How they present themselves

6. Information on APCs and licenses
 - Transparent and clear
 - Creative commons
7. Journal self-description
 - Targeted at researchers, not business magazine or ads
 - Title matches scope
 - Selective, not everything from every research field (Exception: PLOS One or other megajournals with hundreds or thousands of publications)
8. Instructions for Article submission
 - Clear instructions on how to submit, how to format, sometimes templates
 - Brand-name manuscript submission system: Editorial Manager®, ScholarOne® (sometimes in-house system; rarely email)
9. SSNs and DOIs
 - ISSN: 1234-4321, regulated internationally;
 - DOI: sign of quality and reliability, plus can help with discoverability and citation tracking



Other Sources of Verification

- If you know authors published with them, ask about publishing experience
- Other databases: Web of Knowledge or Scopus
- DOAJ (Whitelist - must meet criteria)
- Beall's list (Blacklist) – no longer maintained

<https://beallslist.weebly.com/>

- Flaky Academic Journals (Blacklist and example emails <http://flakyj.blogspot.com/>)
- Cabells (whitelist and blacklist)

WEB OF SCIENCE™
Scopus®
DOAJ
DIRECTORY OF
OPEN ACCESS
JOURNALS



Jeffrey Beall shared a link.

4 January at 4:12 AM • 🌐

Publishers	
Year	Number of

Beall's List of Predatory Publishers 2017

Flaky Academic Journals

CABELLS
SCHOLARLY ANALYTICS

Other Sources of Verification



Are you submitting your research to a trusted journal?
Is it the right journal for your work?



Use our [check list](#) to assess the journal



Only if you can answer 'yes' to the questions on our [check list](#)

<http://thinkchecksubmit.org/>

- Do you or your colleagues know the journal?
- Can you easily identify and contact the publisher?
- Is the journal clear about the type of peer review it uses?
- Are articles indexed in services that you use?
- Is it clear what fees will be charged?
- Do you recognize the editorial board?
- Is the publisher a member of a recognized industry initiative?
(COPE, DOAJ, OASPA, STM Association)

- OA will play an ever growing role in research
- OA brings both great opportunities and threats
- The threats are easily managed by savvy authors

