

Alternative formats for scholarly communication: Cambridge University Press's new hybrid books and journals initiative

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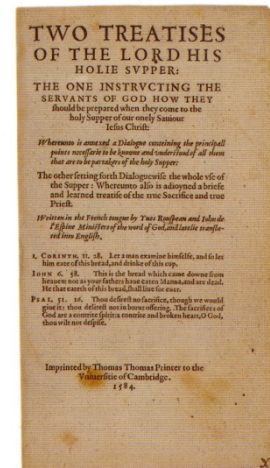
Humanities and Social Sciences



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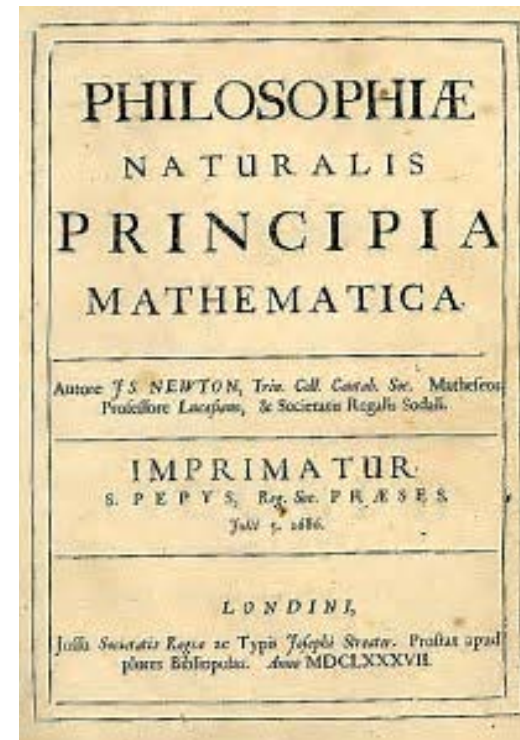
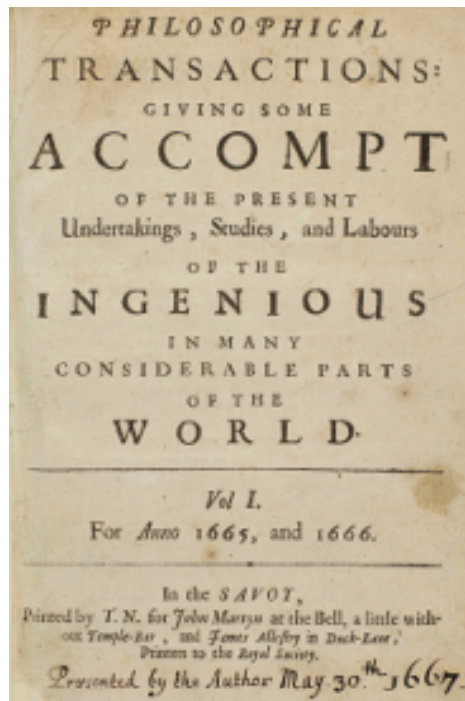
Cambridge University Press

- An integral part of the University of Cambridge
- World's oldest publisher, founded in 1534
- Today publish c.400 journals & 1500 books pa in print and digital
- 23 fully OA journals 4448 OA articles
- 2016 launched combined books and journals platform – Cambridge Core



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Since the 17th Century books and journals have dominated scholarly communication



And they have continued to dominate into the 21st century!

- Over 20,000 journals
- More than 2 million articles per year
- More than 200,000 new books each year
- ??? Estimate 90% scholarly writing is either <10k words or >100k



Does it have to be this way?

- Lots of experimentation in new formats and business models – see today's agenda
- In a digital environment the distinction between journal and book formats seems artificial



WHAT DO WE THINK ARE BEST FEATURES OF JOURNALS AND BOOKS?



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Reasons to love the journal article

- Trust – rigorous QA
- Appropriate length to test discrete argument
- Speed of publication
- Innovation in and around journal publishing industry – wide variety of services to help authors, readers, librarians
- Visibility & discoverability (see above)
- Others?



Any disadvantages?

- Length constrains development of argument?
- Challenges for interdisciplinary research?
- “Reinforce existing paradigms” (Nobel Laureate Ken Arrow on leading economics journals) ?



Reasons to love books

- Length allows authors to “join the dots” and develop wider ranging argument
- Mature reflection based on years of research & teaching
- More scope to accommodate interdisciplinary perspectives
- More scope to reflect on existing literature
- More scope to develop pedagogical aspects
- Others?



Any disadvantages?

- Big investment of time?
- Longer production schedules?
- QA inconsistent across publishers?
- Recognition by tenure committees?
- Inconsistency in indexing (Web of Science Book Index 60k titles)
- Less investment in innovation?



COMBINING THE BEST OF BOTH WORLDS



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The background image shows a vast, icy landscape under a dark, overcast sky. In the foreground, a large, jagged iceberg floats in dark, choppy water. The water's surface is textured with small waves and ripples. In the distance, more ice formations and smaller icebergs are visible against a pale, hazy horizon. The overall color palette is dominated by deep blues, greys, and whites, creating a cold and atmospheric scene.

Cambridge Elements

A white hamburger menu icon consisting of three horizontal lines, positioned to the right of the main title.

Cambridge Elements

- Organised in focused series edited by leading scholars Elements will build up over time to provide dynamic coverage of state of art research in a given field
- Content typically 20-30k words
- Combines personal, forward looking reviews of what is most important in literature with original insights



Cambridge Elements

Best of journals

- ✓ Rigorous QA
- ✓ Organised in series
- ✓ Speedy publication
- ✓ Innovation – benefits from functionality of Cambridge Core platform

Best of books

- ✓ 20-30k word limit gives more space to authors
- ✓ - combine original insights in context of more detailed literature review
- ✓ - pedagogy



Additionally

- Authors retain copyright
- Digital first publication allows use of video & audio files
- Potential for authors to update content on annual basis to ensure data and references current
- Wide variety of purchase options in both digital and print



Future functionality

- Enhanced data visualisation
- Executable code
- Altmetrics
- Annotation
- Relatedness
- ? What's important for you??



Launching in 2018

- Over 40 series in Arts & Sciences
- First content published October 17 – free for initial launch phase
- Libraries – unlimited usage, perpetual access
- Individual purchase options in print and digital
- Open Access

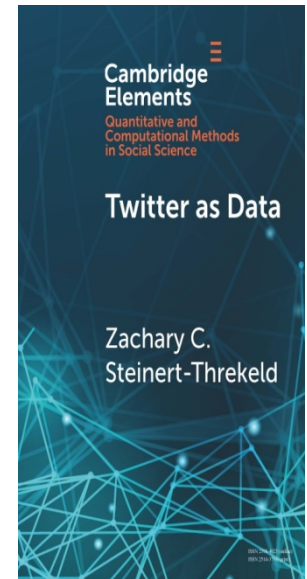
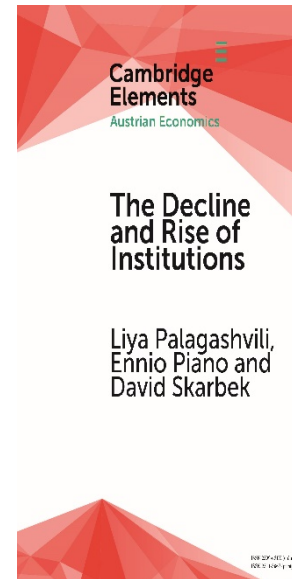
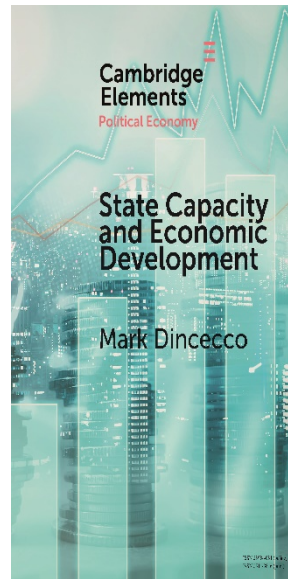
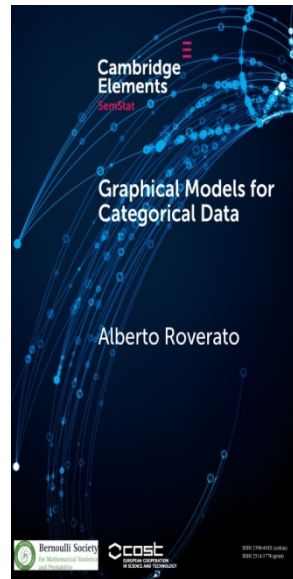
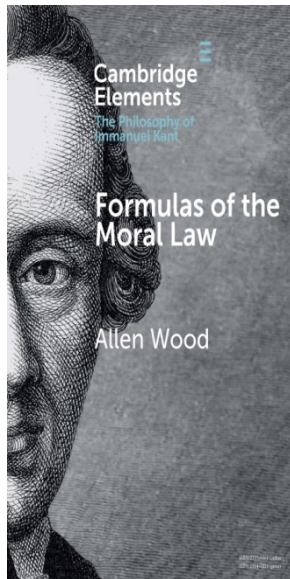
Green – Submitted manuscripts - Personal webpage, non-commercial repositories, and commercial social sharing sites

Gold – APC by agreement



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Individual Elements available in html, pdf and print formats



<https://www.cambridge.org/core/what-we-publish/elements>



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