



本作品采用知识共享署名-非商业性使用-禁止演绎 3.0 中国大陆许可协议进行许可

The GIGA Journal Family

Transitioning from the subscription model
into Open Access

“Sino-German Training Workshop on Open Access”
12-14 March 2014, Beijing

Prof. Bert Hoffmann

GIGA German Institute of Global and Area Studies, Hamburg, Germany

Who We Are

- GIGA: One of Europe's leading research centers for studies on
 - Asia
 - Africa
 - Latin America
 - Middle East
- Member of the Leibniz Association (non-university public research)



Tasks

- Research
- Think-Tank
- Publishing



Step #1: Tradition as Publisher – and Need of Change

Traditionally

- Self-publishing as in-house production (no commercial publisher)
- Four area studies journals
- Subscription – but low-cost, not cost-covering

Change since 2006:

- Not publisher, but research institute
- From German to global audience

⇒ Complete overhaul of all publications



Step #2: Reforming the Journals

- Establishing the GIGA Journal Family: Unifying appearance and layout
- Language transition from German to English



The First Transition: From Print...



...to Print:



GIGA Journal Family



Step #2: Reforming the Journals

- Establishing the GIGA Journal Family: Unifying appearance and layout
- Language transition from German to English
- Change of journal profile: From analysis of current events to peer-reviewed research
- Autonomy of editors within common standards
- International editorial boards, int'l partners
- Int'l standards: peer review, indexes, citation, etc.



Step #2: Reforming the Journals

- Establishing the GIGA Journal Family
- Change of journal profile: From analysis of current events + service to high-level research
- Homogenization of appearance and layout
- Single publications department
- Autonomy of editors within common standards
- English as lingua franca
- International editorial boards, int'l partners
- Int'l standards: peer review, indexes, citation, etc.
- Between gradual change and complete re-launch



Step #3: Deciding for OA

Convincing the board of directors of OA option

Key arguments:

- 1: Our interest is impact, not subscription money
- 2: Global Reach - accessible to scholars in the areas studied
- 3: DFG and Leibniz policies validating Open Access

➤ Proposal to DFG for supporting journal transition into open access



Step #4: Parallel model: OA + Print

- Maintaining print was essential for acceptance
- Parallel model: Not “hybrid”, but full “Golden Road” – while continuing print as an additional option
- Uncertainties about loss of income
- Print becoming secondary – but still relevant!



Since 1/09: All Journals Online

The screenshot shows the homepage of the GIGA Journal Family website. At the top, there is a navigation bar with the GIGA logo and the text "GIGA Journal Family". Below this, there are links for "HOME" and "ABOUT". The main content area features a list of journals with "VIEW JOURNAL" links for each: Africa Spectrum, Journal of Current Chinese Affairs - China aktuell, Journal of Politics in Latin America, and Journal of Current Southeast Asian Affairs. To the right of the journal list is a login section with fields for "Username" and "Password", a "Remember me" checkbox, and a "Log In" button. Below the login section are links for "Not a user? Register with this site" and "Forgot your password?". Further down is a "Journal Content" section with a search box and a "Language" dropdown menu set to "English". At the bottom of the page, there are logos for the Leibniz-Institut für Globale und Regionale Studien, the Deutsche Forschungsgemeinschaft (DFG), and the Leibniz-Gemeinschaft. A Creative Commons Attribution-NonCommercial-NoDerivs (CC BY-NC-ND) license logo is also present in the bottom right corner.



Africa Spectrum

GIGA

Journal of Current Southeast Asian Affairs

GIGA

Journal of Current Chinese Affairs

GIGA

Journal of Politics in Latin America

GIGA

Journal of Politics in Latin America

GIGA

Vol 28, No 1 (2009)

Editorial

Research Articles

Analyses

Vol 1, No 1 (2009)

Editorial

Research Articles

User

You are logged in as...

Journal Content

Search

Browse

Das Pornografie-Gesetz in Indonesien: Eine Gefahr für den Pluralismus?

Preah Vihear Reloaded – Der Grenzkonflikt zwischen Thailand und Kambodscha

Preah Vihear Reloaded – The Thai-Cambodian Border Dispute

WTO Compatibility and Rules of Origin – Assessing Bilateral Trade Agreements between Latin America and East Asia

The Mechanics of Regime Instability in Latin America

Institutional Change in Latin America: External Models and their Unintended Consequences

Government and Opposition in the Argentine Congress, 1989-2007: Understanding Inter-Party Dynamics through Roll Call Vote Analysis

Compulsory for Whom? Mandatory Voting and Electoral Participation in Brazil, 1986-2006

Information

Step #5: Finding a Partner

Why don't we do it alone?

- GIGA not to be publishing house
- Lack of technological expertise and infrastructure



Division of labor:

- GIGA: Content / editorial work
- Hamburg University Press (part of Univ. library):
OA publishing / presentation
- Meta-data; reference visibility at journal and article level; integration in search engines, catalogues, repositories; long-term archiving; DINI-certified server; etc.
- Keeping up to date with technological innovation
- GIGA pays (low) annual fee to Hamburg UP



Step #6: Web-based Workflow



- Professional web-based workflow: choosing PKP's Open Journal Systems (OJS)
- Disentangling OJS to adapt it to the GIGA / Hamburg UP division of labor:
 - a) editorial workflow
 - b) presentation
- Web-based workflow key for international cooperation in editorship



Step #7: License and Copyright

- Print plus OA: commercial/physical and non-commercial/non-physical publication at the same time
- Decision for Creative Commons Attribution-No Derivative Works License (CC-by-nd 3.0)
- GIGA gets non-exclusive copyright for the first publication
- Copying permitted, if author and GIGA are mentioned and integrity of text is guaranteed



Step #8: Monitoring Impact

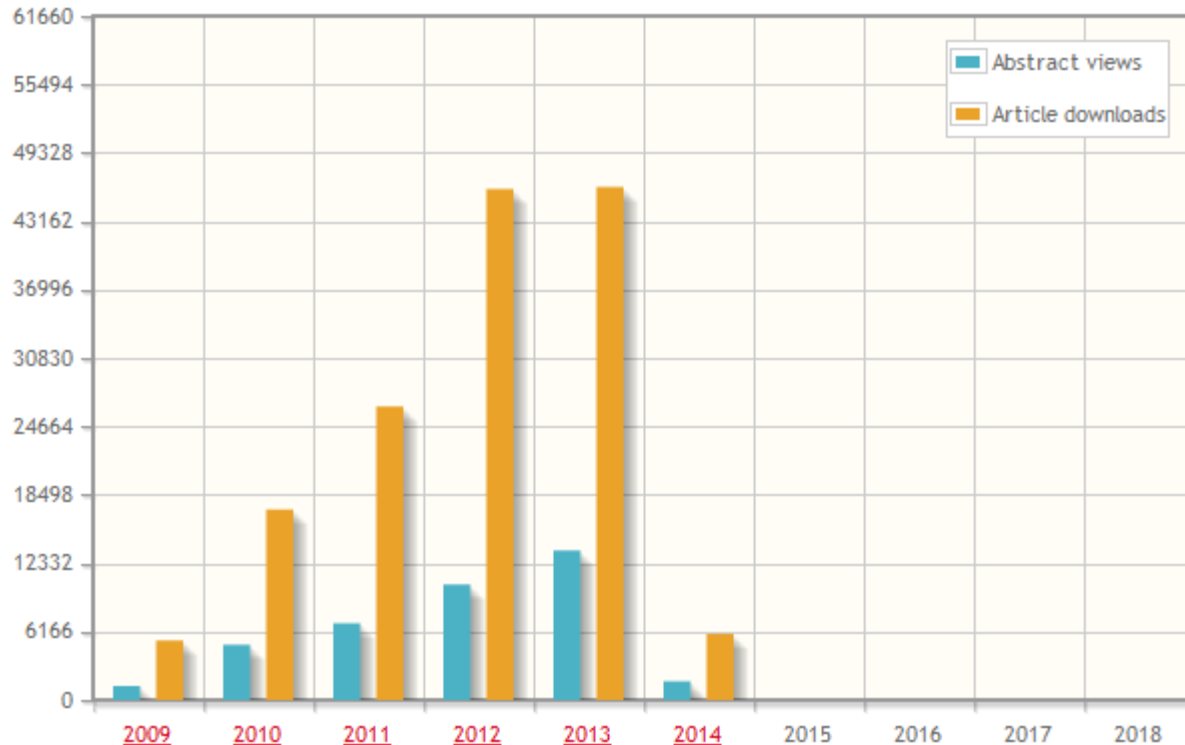
- Download Statistics
- Inclusion in citation indexes (“Africa Spectrum” accepted in Thomson Reuters SSCI / Web of Science; others applying)
- Monitoring citation rates
- Impact of OA on print subscription?
- Difficult because affected by different 3 factors:
 - a) competition from free OA
 - b) change of language
 - c) change of journal profile
- JCCA still more than 500 copies printed



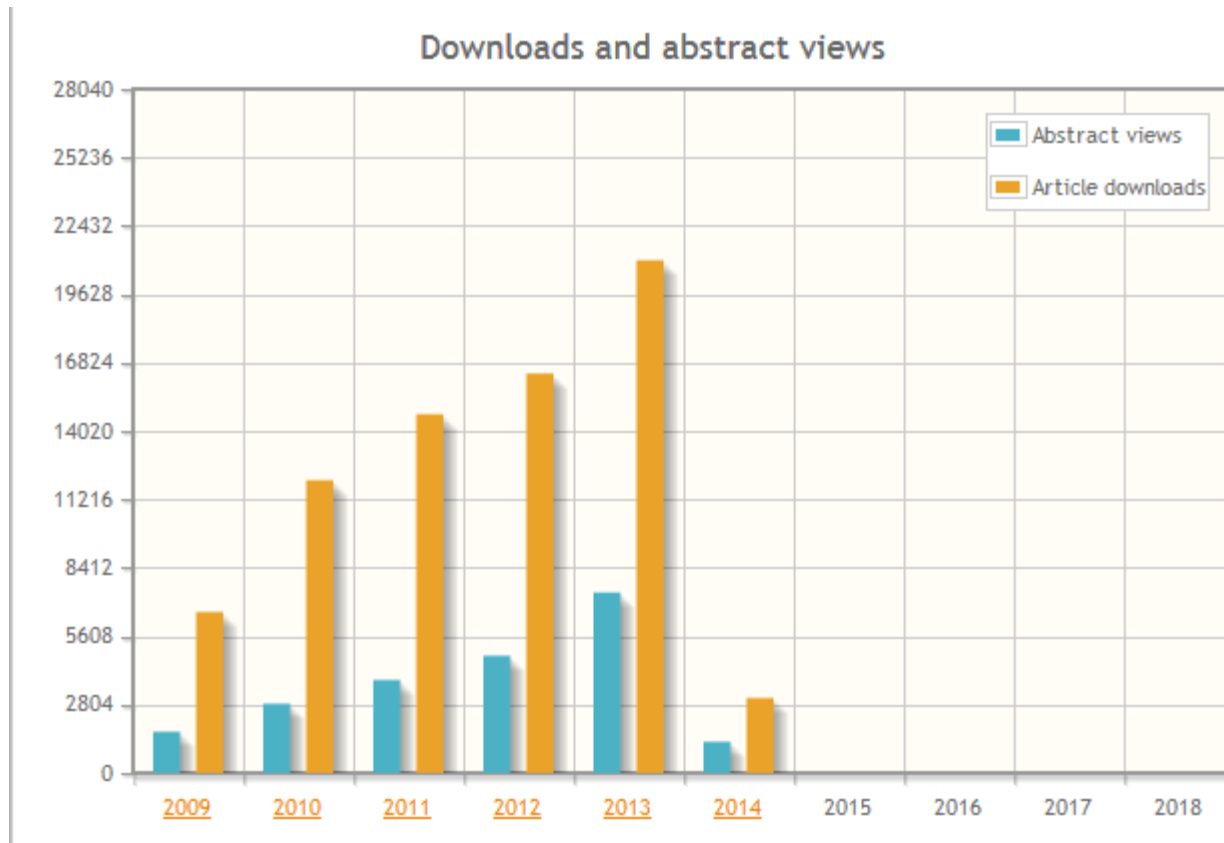


Africa Spectrum

Downloads and abstract views

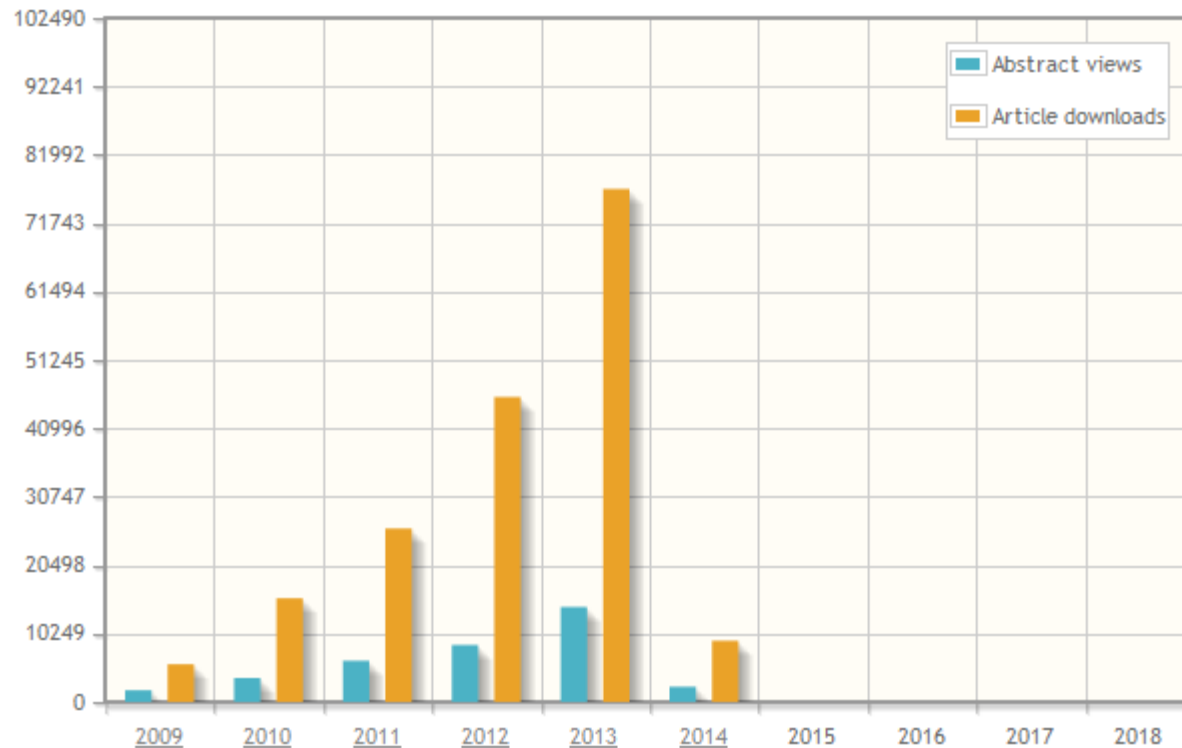


Journal of Politics in Latin America



Journal of Current Southeast Asian Affairs

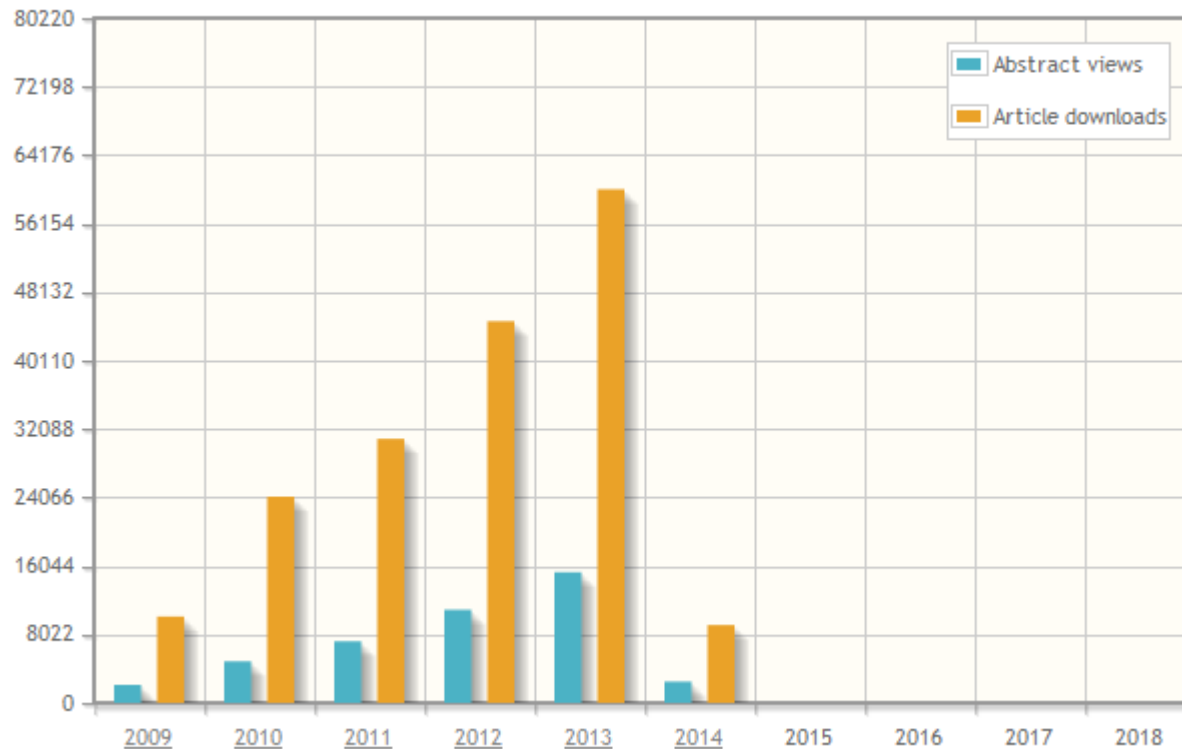
Downloads and abstract views



Journal of Current Chinese Affairs



Downloads and abstract views



Contagion effect: Also other publications going OA



- GIGA Focus series: Monthly 8-pager to a broader audience – now also OA



GIGA Focus International Edition Chinese

Step #9: Cultivating Reputation

- Institutional reputation
- High-class editorial boards
- High-quality review process; speedy, but also good
- Indexing and citations (ThomsonReuters, Google Scholar...)



Step #10: Financing OA

- Pre-transition journals: subscription-model, but essentially tax-payer funded
- OA: few additional costs, but puts print revenues at risk
- Business model originally five pillars:
 - revenues from print
 - fundraising
 - burden sharing
 - article fees
 - tax-payer funded
- No APC. Article fees = scarecrow for authors
- OA still essentially tax-payer funded – just as the other stages of the research process!



“Lessons learned”

- Initial skeptics became convinced in course of process
- In social sciences still “pioneers”
- Print still indispensable for acceptance
- Research institutes need partners
- OA to compete with the big ones – but costs for PR etc.
- Big problem: image damage for OA from “Black Sheep”
- Bigger problem: Career-making papers driven by impact factor logic – but same problem for non-OA journals
- Only way to promote OA: Make the journals an academic success!





本作品采用知识共享署名-非商业性使用-禁止演绎 3.0 中国大陆许可协议进行许可

Thank you for your attention!

谢谢大家!

**And please visit us online:
www.giga-journal-family.org**

GIGA Journal Family

Contact: hoffmann@giga-hamburg.de