Everything evolves … even publishing!

Georgina Gurnhill
Director of Marketing & Communications

@bygeorgeshesaid
“Do not go where the path may lead, go instead where there is no path and leave a trail.”

RALPH WALDO EMERSON
Systematics of putative euparkeriids from the Triassic of China

PeerJ is the award-winning biological and medical sciences journal. PeerJ publishes the world's fastest-growing knowledge through peer-reviewing, open access licensing, 67% faster review times and a 70% shorter publication time. PeerJ is highly visible, with 85% more citations and papers.

Widely read:
978 views/125 downloads of 1+ 450 articles and preprints.

Fast decision:
20 days in the decision.

Open Access:
All-in one publishing.

The PeerJ Mission:
Fast, fair and easily read. Our mission is to help the world efficiently publish its knowledge.

“Full-text search makes it easy to find research. PeerJ editors are fast and fair. The mode of publication is obviously unique and will hopefully find broad support.”

Jonathan soaked the sea with the help of the PeerJ statistics and research. PeerJ editor
Innovation at our core ...

What we believe

If we can set a goal to sequence the Human Genome for $99, then why shouldn't we demand the same goal for the publication of research?

Keep Innovating

We are developing a scholarly communication venue for the 21st Century. We are committed to improving scholarly communications in every way possible.

Remember Whom We Serve

Academics are our customers. We treat authors, reviewers and editors with the utmost respect. We work in the service of academia, not the other way round.

Pass on the Savings

We want to drive the costs for authors down to zero while simultaneously delivering outstanding levels of quality and integrity, and providing cutting edge technical tools and services.
Award winning innovation

• Winner of the 2013 ALPSP Award for Publishing Innovation

• Named as one of the top 10 Educational Technology Innovators of 2013 by the Chronicle of Higher Education
PeerJ Founders

Pete Binfield
Co-founder & Publisher

Jason Hoyt
Co-founder & CEO
Entirely new business model - Based around individuals

‘Optional’ Open Peer Review

Built in reputation system - Stack overflow style

PeerJ PrePrint - integrated with the peer-reviewed journal

User friendly and actually beautiful!

Custom built software platform – Submission, peer-review, publication
If we can sequence a human genome for $100, why can’t we openly publish for $100?
Our model ...

Pay once, publish for life
Submit now and pay during or after peer review.
A one-off payment for lifetime publishing.

All co-authors need a plan
Undergrads publish for free. Pay for yourself or group after submitting.

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*Add $40 if you pay after peer review acceptance
Based around the individual not the article …
Who’s Afraid of Open Peer Review?

[FYI don’t forget that in association with OA Week PeerJ is offering free publishing through the end of November]

Celebrating Open Access Week 2014 affords an opportunity to study and promote all aspects of ‘Open.’ One of the things that we are most proud of at PeerJ is the feature for reviewers to name themselves, and for authors to optionally publish the back-and-forth dialogue of their manuscript’s review history.

Otherwise known as ‘open review,’ this isn’t entirely unique to PeerJ, but the specific way that it has been implemented might be at this point. While some journals require the full history to be published and reviewers to be named (i.e. it is not optional), most journals provide no option to do so at all. PeerJ is somewhat unique in that it is all optional - the author and the reviewer have a choice. At this moment in time, where changes are happening everywhere in academia, we think this is a good transitional path that is working for our audience - your mileage may vary of course! This post is an attempt to shed some light on why we introduced optional open review and what the early take up looks like so far.

Life is harsh, but it’s better than the alternative

Human beings are naturally opposed to change and we tend to think that the only way to avoid that is by not changing at all. However, the fact is that things change and we must adapt if we want to continue enjoying the benefits of being human.

- ~40% of peer-reviewers name themselves
- ~80% of authors reproduce their peer review history
NO TRANSPARENCY
NO CONSENSUS

Can I see your raw data?
No way!

So how did you get these results?
No idea! I lost my workings.

How did he do that?
Want to peer review my paper?

Sure as long as I don't have to read it.
How do I know it's true?

You will just have to trust me.
Contribution points

Which activities can I get credit for?

- Be an academic editor on a PeerJ article = 100 pts
- Be an author on a published PeerJ article = 100 pts
- Make your manuscript reviews public on a PeerJ article = 35 pts
- Submit an "open review" as a reviewer on a PeerJ article = 35 pts
- Be an author on a PeerJ PrePrint = 35 pts
- Be an academic editor on a rejected PeerJ article without reviews = 35 pts
- Have an answer on a question accepted = 15 pts
- Have feedback deemed "very helpful" by an author of a PeerJ PrePrint = 15 pts
- Receive an up vote for an answer = 10 pts
- Receive an up vote for a question = 5 pts
- Receive an up vote for feedback on a PeerJ PrePrint = 5 pts
- Receive an up vote for reply to question or comment = 1 pt
- Have first feedback approved in moderation on a PeerJ PrePrint = 1 pt
0 How did you merge the data together?

I would be interested how you merged the data together. What characteristics did you use to create quasi-identifiers? If you could create unique quasi-identifiers to merge the various sets of data together could someone link the data to some identifiable database compromising the privacy of the patients?

Just wondering. I know it is a concern with the use of large administrative databases. ...read more, vote or answer

1 Answer

Accepted answer

Each individual registered with Manitoba Health has a unique 9-digit identifier called PHN (Personal Health Identification Number), which is used for all health care encounters including filling prescriptions at community pharmacies. This number is "scrambled" at data source before the data are transferred into the Manitoba Centre for Health Policy Repository for research purposes. In this way data are completely anonymized, however, the "scrambled" identifier still allows linkage across various databases in the Repository. As an additional measure to protect privacy, we suppress cells that contain less than 5 counts.

Thank you for your question. Let me know if you would like additional information.
Reputation system

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- Jafri Abdullah: 3,200
  - Universiti Sains Malaysia

- Keith Crandall: 1,535
  - George Washington University

- Robert Toonen: 1,300
  - University of Hawaii at Manoa

- Vladimir Uversky: 1,300
  - University of South Florida

- Dezene Huber: 1,300
  - University of Northern British Columbia

- John Hutchinson: 1,300
  - The Royal Veterinary College

- Kenta Nakai: 1,100
  - The University of Tokyo

- Abhishek Kumar: 1,000
Practical interpretation of ecological meta-analyses

Christopher J. Lortie, Gavin Stewart, Hannah MacMillan

Meta-analysis offers ecologists a powerful tool for synthesizing data, but there are however obvious and subtle issues to consider specifying appropriate interpretation of meta-analyses once they are completed. Analysts in any field must clearly define a priori the question of the meta-analysis, but ecological meta-analysis is often applied to questions that are not asked in advance.
Creating natural incentives and structures that encourage good / positive behaviour

Entirely new business model - Based around individuals

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Published Authors would recommend PeerJ to their colleagues
If you never want to be criticized, don’t do anything new.

Jeff Bezos, Amazon
Everything evolves
...
even publishing!

THANK YOU

georgina@peerj.com