

EVALUATION OF ONLINE-ONLY JOURNAL QUALITY FROM ANALYSIS OF EMAIL SOLICITATIONS



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Dean Martin Halbert



"I'm very worried about the fact that there appears to have arisen a huge disjuncture in perceptions on open access to scientific research."

October 12, 2015

*"Among many **faculty researchers such as yourself (Burggren)**, (Open Access) seems increasingly to mean "there's a lot of junk publishers out there, and many of them are open access, and that probably means open for anyone to publish in, so it's a terrible thing to be avoided at all costs".*

*"**This disjuncture in understanding and perspectives** is leading to a slow motion train wreck in academia..... "*

This talk.....



- Frequency
- Relevance
- Quality



What I am, what I am not!



I am not an
information scientist
or library scientist

CO-AUTHORS

Dilip Madasu
Kevin S. Hawkins
Jesse Hamner
Martin Halbert

I am a research scientist
(biologist) of >40 years,
and a journal Editor-in-Chief
for 8 years



'90s

'10s

'70s

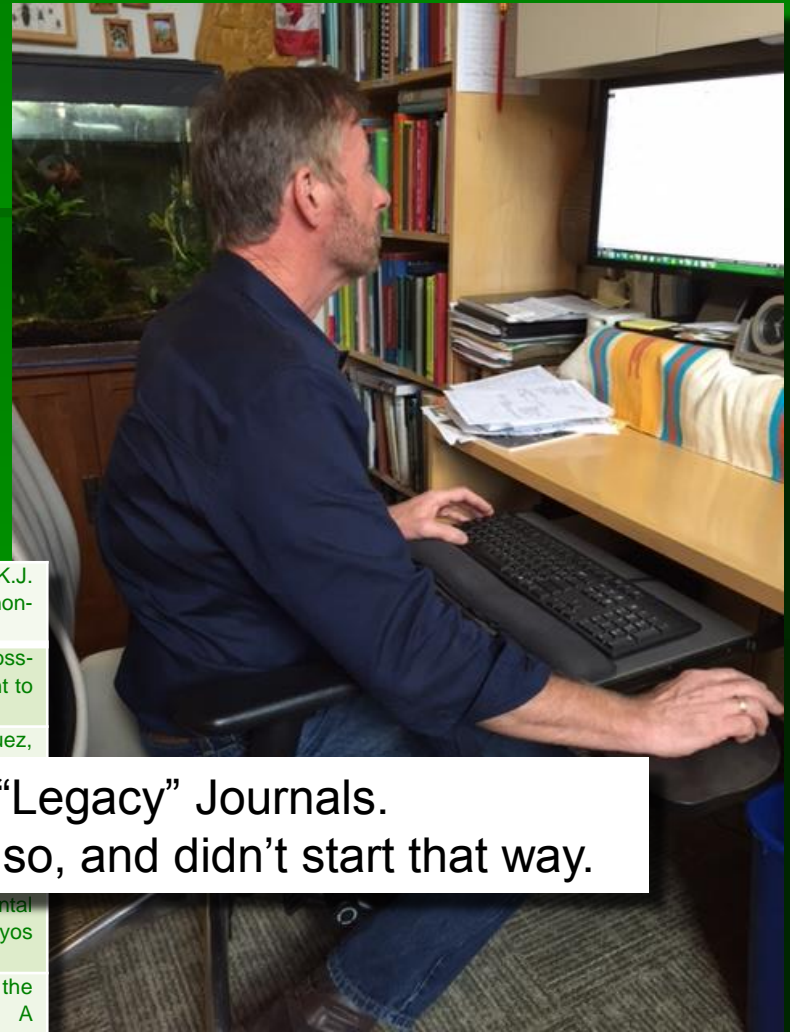
'80s

'00s

Mostly, I'm a here as
A GUINEA PIG!!



A view “from the trenches” as a scientist-consumer....



• 2016	(185)	Crossley II, D.A., Burggren, W.W., Reiber, C.L., Altimiras, J., Rodnick, K.J. Mass transport: Circulatory system with emphasis on non-endothermic species. Comprehensive Physiology. In Press.
	(184)	Oziolor, E.M., Dubansky, B., Burggren, W. and Matson, C.W. Cross-resistance in Gulf killifish (<i>Fundulus grandis</i>) populations resistant to dioxin-like compounds. Aquatic Toxicology. In Press.
	(183)	Burggren, W. W., Bautista Martinez, G., Camarillo Coop, S., Márquez,
		I publish mostly in ~8 “Legacy” Journals. All are on-line, but not all strictly so, and didn’t start that way.
	(182)	Branum, S., Tazawa, H. and Burggren, W.W. Phenotypic developmental plasticity induced by pre-incubation egg storage in chicken embryos (<i>Gallus gallus domesticus</i>). Physiological Reports. In Press.
	(181)	Mueller, C.A., Willis, E. and Burggren, W.W. Salt sensitivity of the morphometry of <i>Artemia franciscana</i> during development: A demonstration of 3-D critical windows. Journal of Experimental Biology. 219:571-581.
	(180)	- Lauren Castilla, L., Burggren, W., David Muirhead, D., Nelson, T. and Dzialowski, E. Circulatory changes associated with the closure of the ductus arteriosus in hatching emu (<i>Dromaius novaehollandiae</i>). Journal of Comparative Physiology. A. 191: 202-208.

I LOVE seeing this in my PubMed search engine!!

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Abstracts

J Exp Biol
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KEYWORDS: Acclimation, DNA methylation, Epigenetics

PMID: 25568454 [PubMed - indexed for MEDLINE] **Free full text**

f t +

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CA Be Healthy as a Fish Educational Program at the International Institute of Molecular and Cell Biology in Warsaw, Poland
Daria Goś, Ewelina Szymańska, Urszula Białek-Wyrzykowska, Małgorzata Wiweger, Jacek Kuźnicki [Read Now](#)

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Review [Research progress of epigenetic transgenerational phenotype]. [Yi Chuan. 2014]

Review Human transgenerational responses to early-life experience: potential [J Med Genet. 2014]

See reviews...
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Cited by 4 PubMed Central articles

Transgenerational inheritance or resetting of

new decades.
what might be
and
suggests that
in one generation
involve the
multiple generations,
again across
modification of
nal effects, for that
the scenarios in
the course will

'washout'.

E

Dear Dr. Burggren,

We have recently sent you an email to connect your ORCID to the paper here:

<http://susy.mdpi.com/auth>

ORCID is an open, non-profit organization that provides unique researcher identifiers and links these identifiers to their research outputs, publications, research sectors, and national research systems.

Best regards,

Fengyan Wang
Assistant Editor

Email: fonda.wang@mdpi.com



You can now
connect it to the

unique
research outputs to
researchers,
national research systems.

Predatory Journals?? Not Exactly News.....

The collage features a news anchor on the right, a Google search results page for "predatory journals" in the center, and various articles and infographics on the left and bottom. The search results page shows a list of articles and a table of standalone journals.

Standalone Journals

Year	Number of journals
2013	126
2014	303
2015	507

Publishers

Year	Number of publishers
2011	18
2012	23
2013	225
2014	477
2015	693

Hijacked journals

Year	Number of hijacked journals
2015	30
2016	101

6 Ways to Identify predatory OA journal publishers

- Some OA journals are not good
- Easy way to get money from authors
- Promote quick and easy publication
- Often ask for a submission/reading fee
- If you are ever unsure, please check the Beall's List of Predatory Publishers

SCAMS TARGET YOU PROTECT YOURSELF

What is Peer Review?

1. preying upon others for food "predatory snake species"
2. exploiting others out of greed or for personal gain "the company's predatory practices"

WARNING! Scholar Beware!

Academic Racketeering


Rapid rise of predatory journals. Publications taking large fees without providing robust editorial or publishing services. Predatory journals attract authors through aggressive marketing and bogus emails, promising quick review and easy acceptance for publication.

Screen Shot of Google Images of "Predatory Journals" – May 3, 2016

Some Literature on Predatory Journals...

RESEARCH ARTICLE | [OPEN ACCESS](#)

'Predatory' open access: a longitudinal study of article volumes and market characteristics

Cenyu Shen  and Bo-Christer Björk

BMC Medicine 2015 **13**:230 | DOI: 10.1186/s12916-015-0469-2 | © Shen and Björk. 2015

Received: 30 April 2015 | Accepted: 1 September 2015 | Published: 1 October 2015

 [Open Peer Review reports](#)

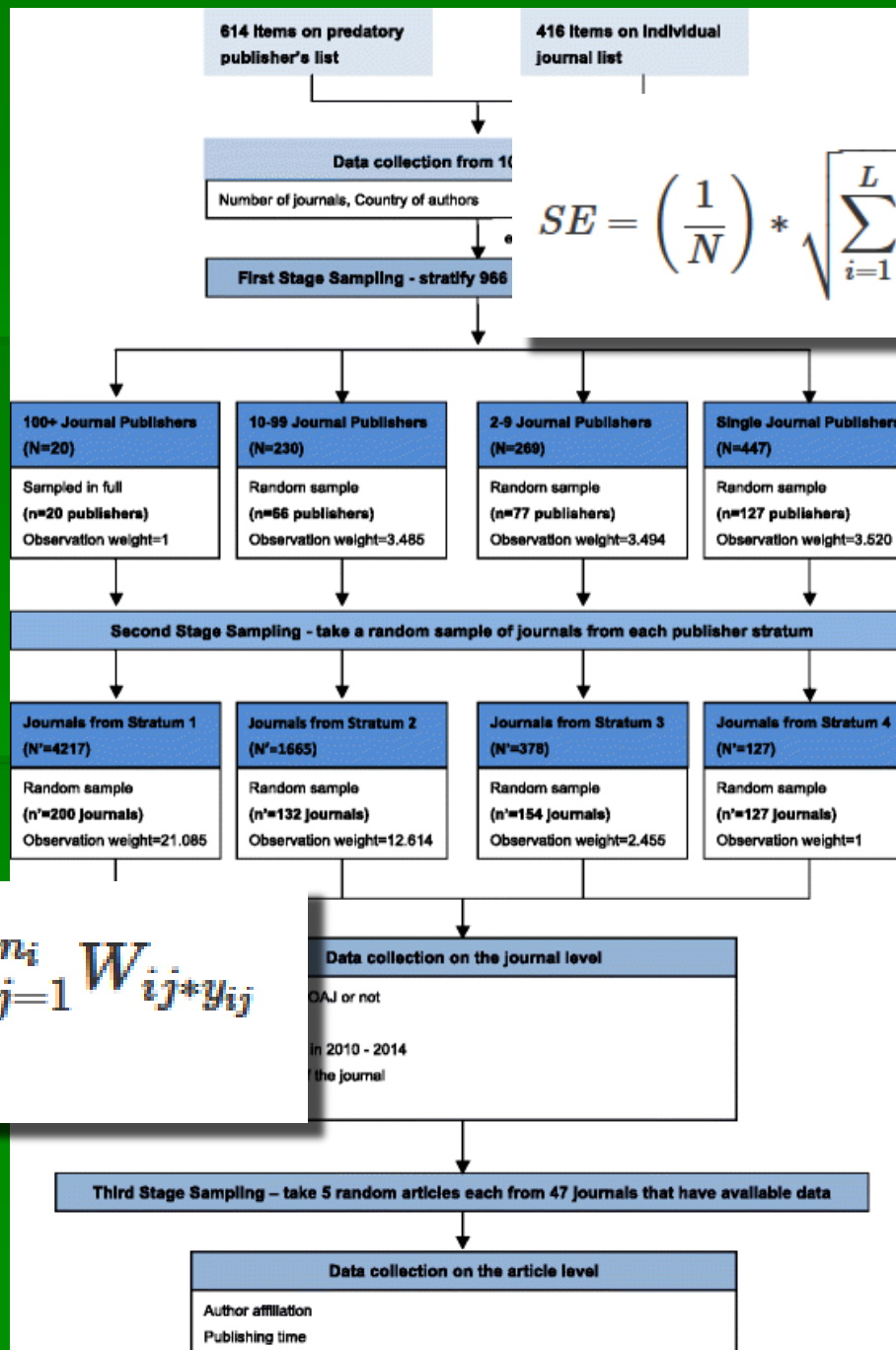
Abstract

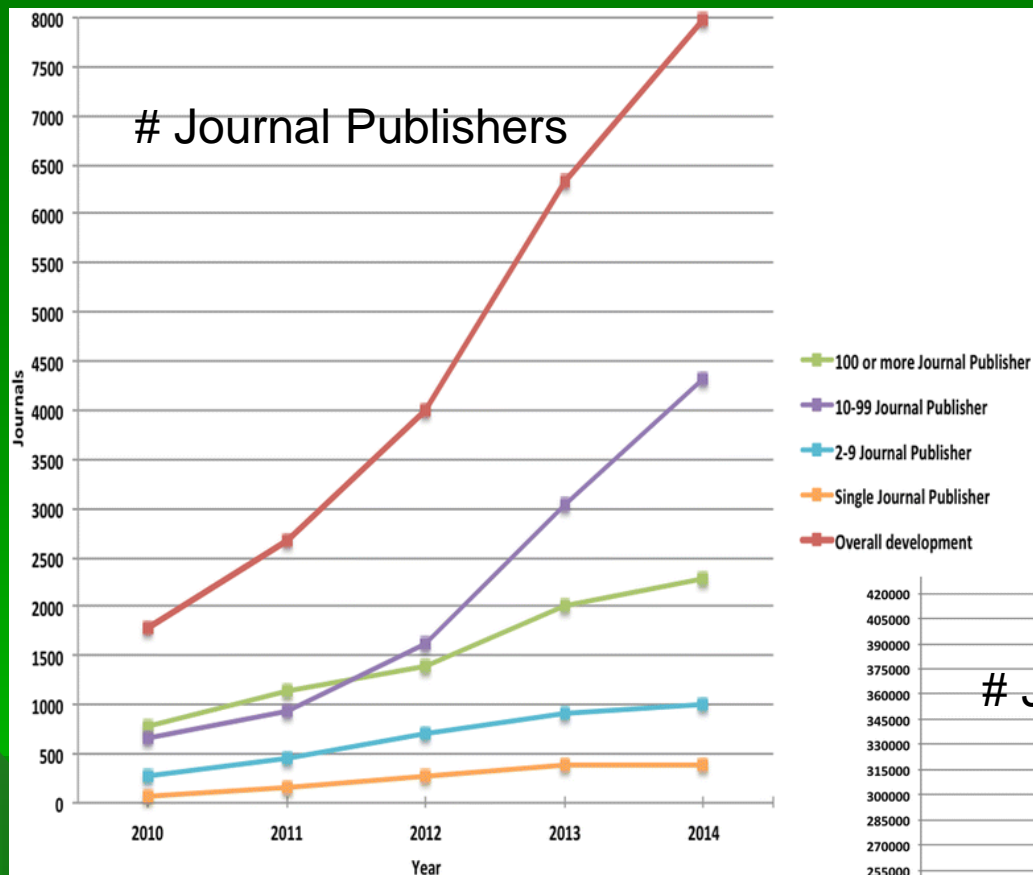
Background

A negative consequence of the rapid growth of scholarly open access publishing funded by article processing charges is the emergence of publishers and journals with highly questionable marketing and peer review practices. These so-called predatory publishers are causing unfounded negative publicity for open access publishing in general. Reports about this branch of e-business have so far mainly concentrated on exposing lacking peer review and scandals involving publishers and journals. There is a lack of comprehensive studies about several aspects of this phenomenon, including extent and regional distribution.

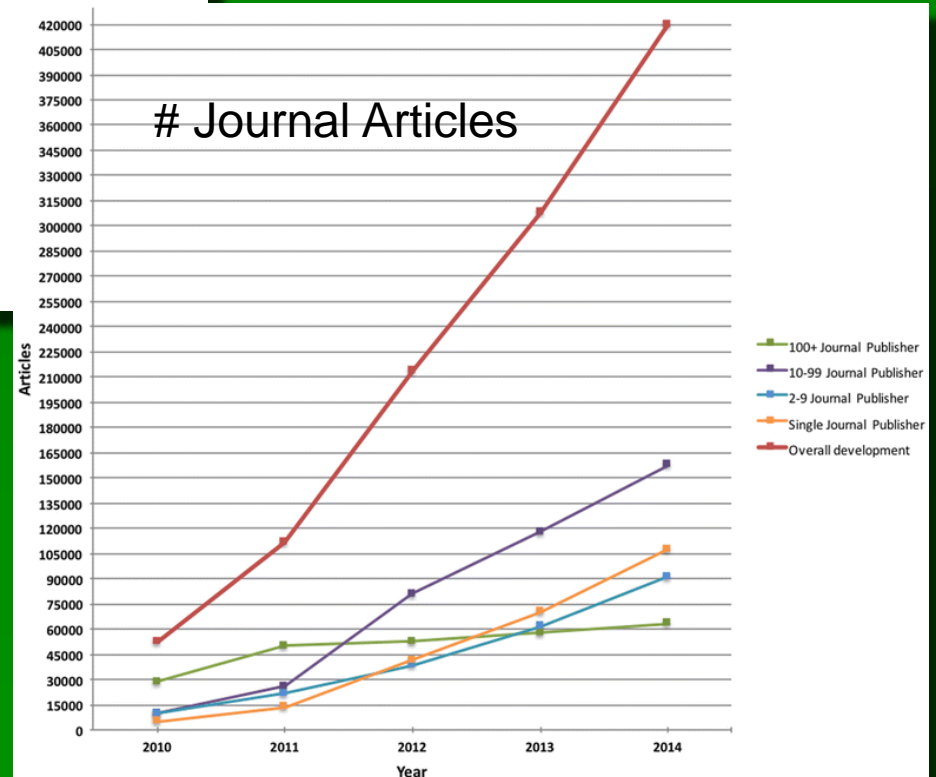
Methods

After an initial scan of all predatory publishers and journals included in the so-called Beall's list, a sample of 613 journals

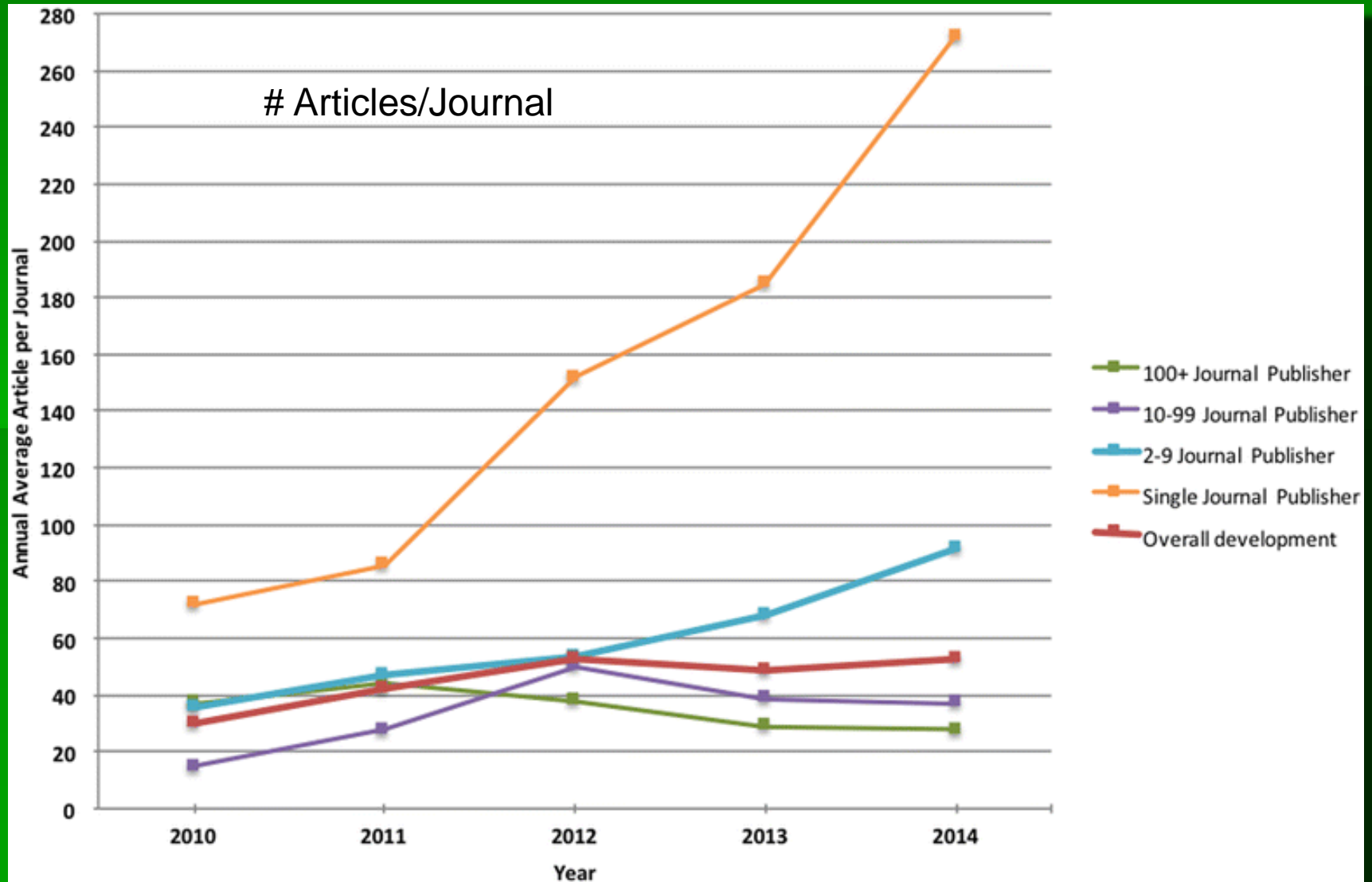


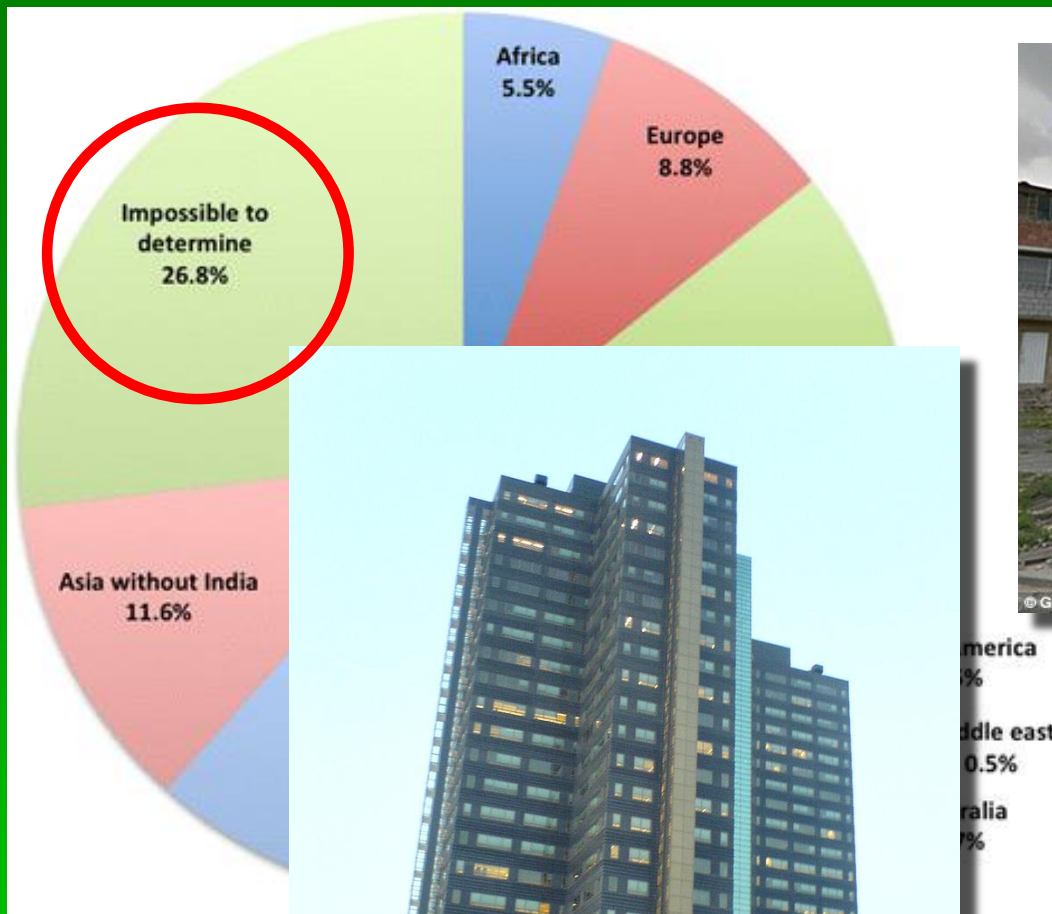


Proliferation of OLJs
and # articles
published, especially
by larger Houses



OLJs from single publisher have “meatier” issues.





merica
%
ddle east
0.5%
ralia
%

International Journal of [REDACTED]
Los Angeles, CA, USA



Elsevier B.V. (Corporate Office),
Radarweg 29, Amsterdam 1043 NX

Shen and Bjorck's (2015) Conclusions

- *Problems caused by predatory journals are rather limited and regional*
- *Open access publishing is rapidly gaining momentum.... This should create better opportunities for researchers from countries where predatory publishing is currently popular, to get published in journals of higher quality.*

The world is flat, at least electronically!!!



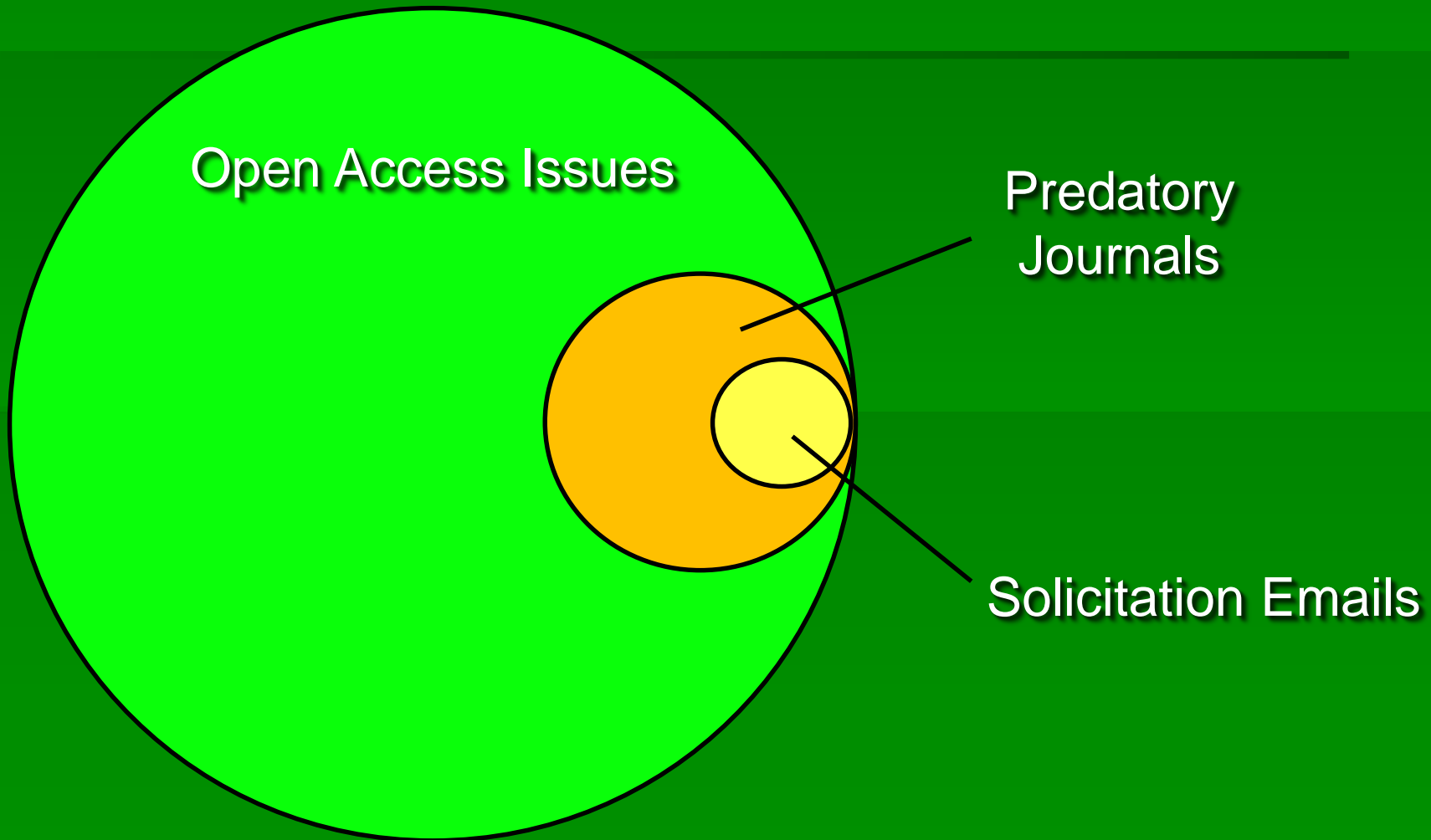
Shen and Bjorck's (2015) Conclusions

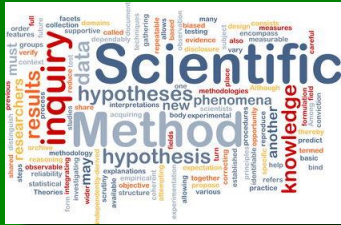
- Problems caused by predatory journals are *rather limited and regional*
- Open access publishing is rapidly gaining momentum.... This should create better opportunities for *researchers from countries where predatory publishing is currently popular*, to get published in journals of higher quality.

Study ignores
CONSUMER CHOICE and
CONSUMER ATTITUDE!!



What's Our Research Focus??





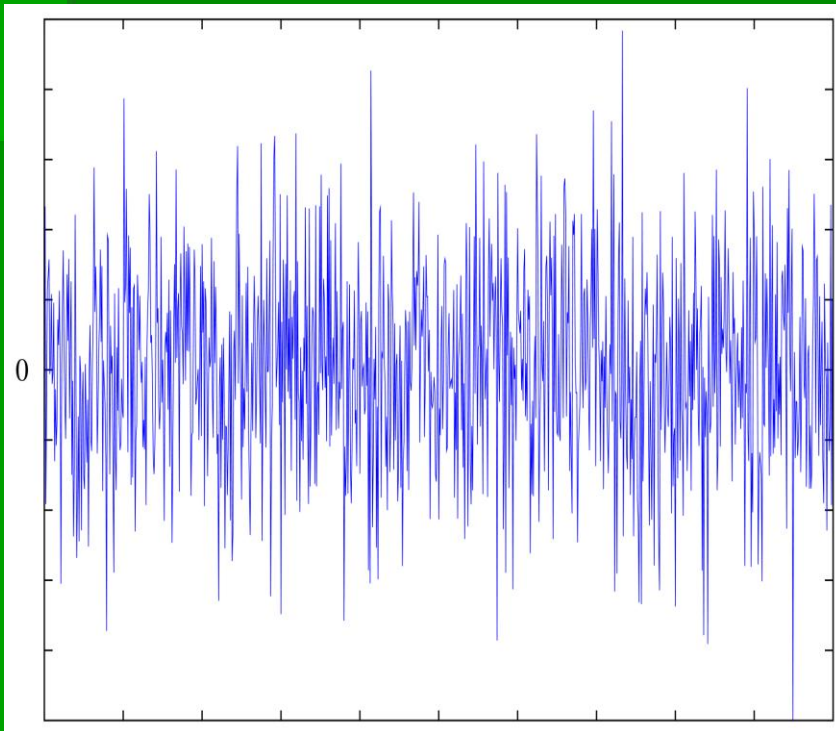
HYPOTHESIS #1:

Solicitation emails from predatory journals are DEVALUING an otherwise highly legitimate venue for information distribution.



HYPOTHESIS #2

Solicitation emails are increasingly counterproductive by virtue of their increasing numbers, impersonal approach and “email noise” they produce.

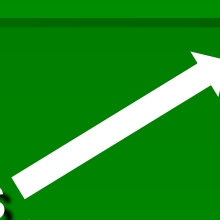


Testing the Hypotheses.....

Warren Burggren
Dilip Madasu
Kevin S. Hawkins
Jesse Hamner
Martin Halbert



Questions



Objective



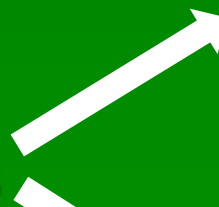
Subjective

Data??

Data



Analysis



Qualitative



Quantitative

2015 Calendar

Calendarpedia
Your source for calendars

January	February	March	April
Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
May	June	July	August
Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
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Federal Holidays 2015

Jan. 1st New Year's Day
Jan. 19th Martin Luther King Jr. Day
Feb. 16th Presidents' Day
© www.calendarpedia.com

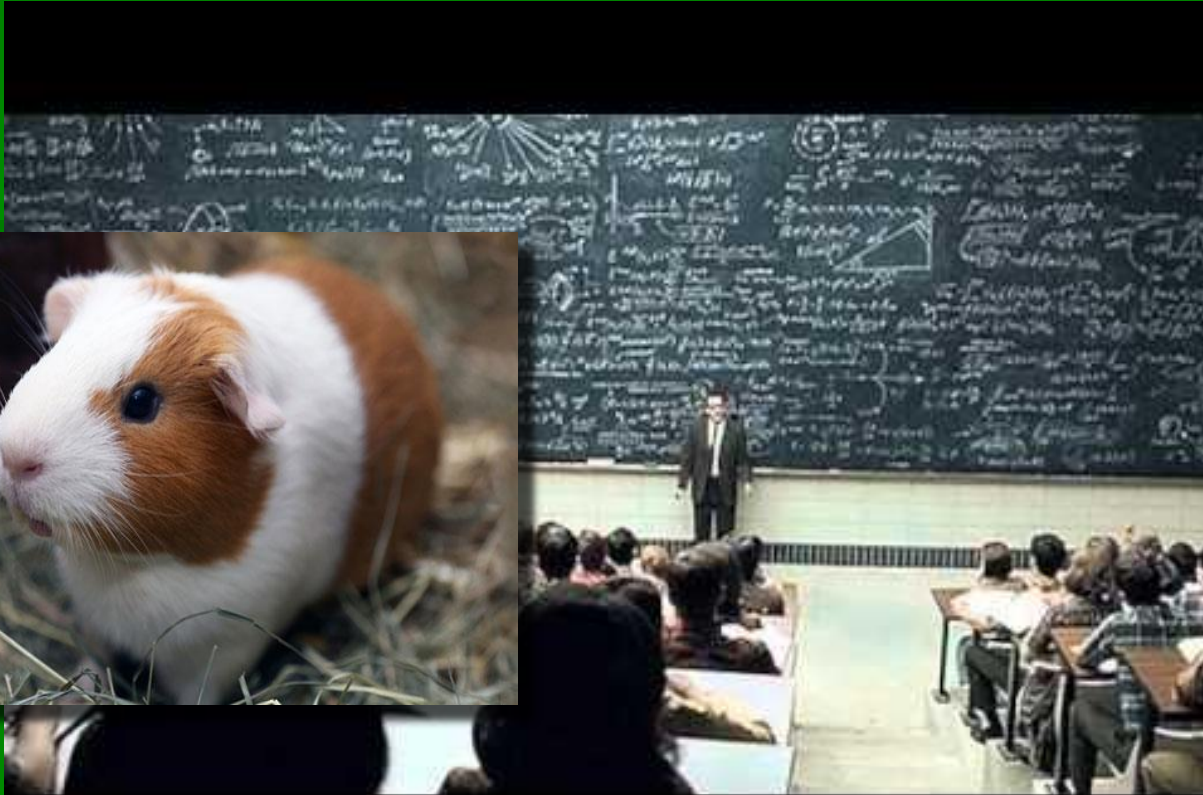
From January 11th, 2015.....

...every email soliciting manuscripts sent to burggren.unt.edu filed in a folder in Microsoft Outlook.

January 11th 2015 to May 20th, 2016 = 970 solicitation emails!!

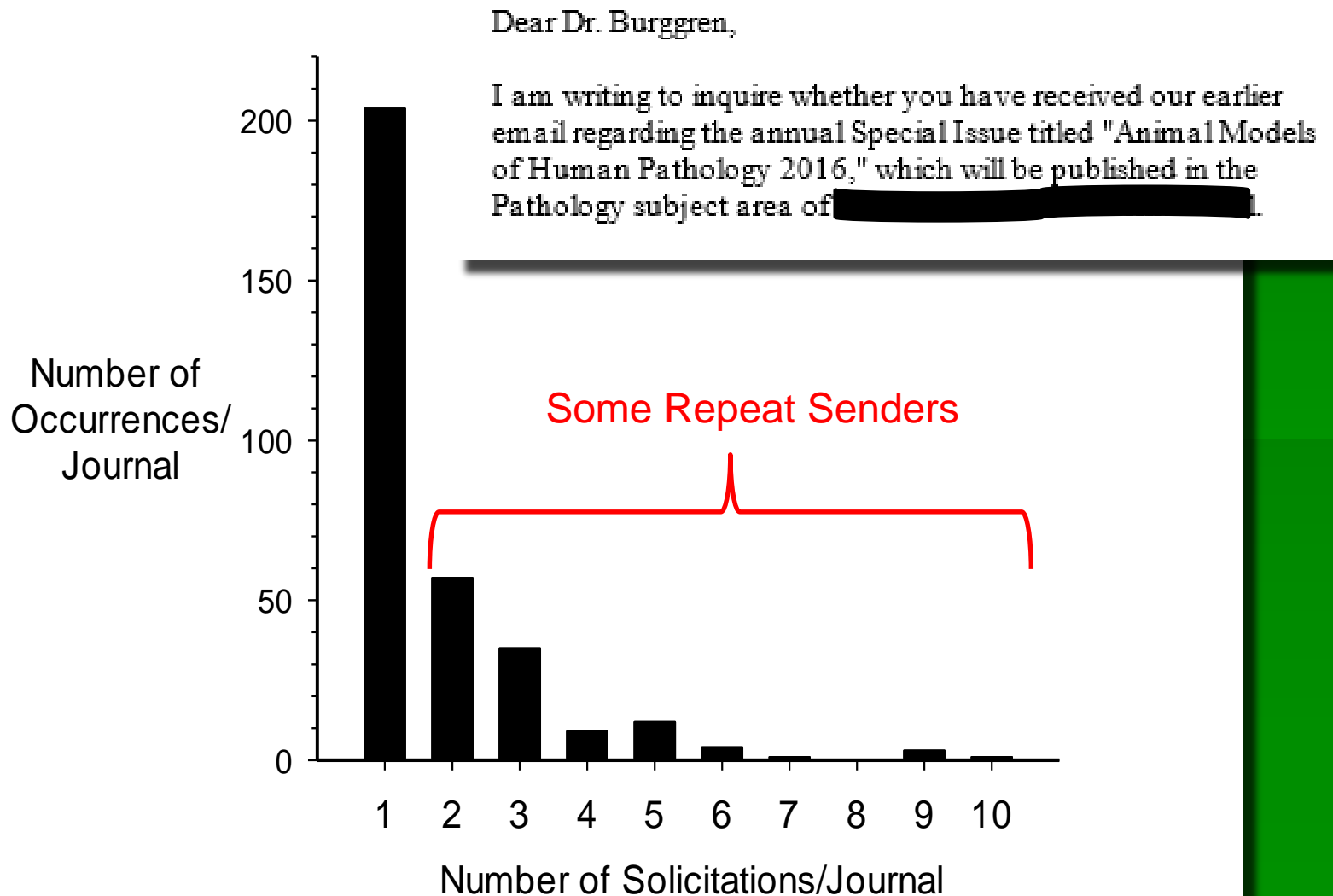
The screenshot shows a Microsoft Outlook inbox with a list of email solicitations. The list includes titles such as "Editor-Jacobs Journal of Environmental Sciences", "Environmental Sciences-Manuscript Request", "Pulmonology: Submission Request", "New Open Access Articles Published", "Follow-up for Manuscript Submission", "Poultry Production and Food Safety Man...", "Submit your article - IJGPMB", "Invitation to submit an article to the Journ...", "Send your manuscripts for prompt rev...", "Latest Issue", "Hydrology-Submit Manuscript", "Pediatrics: Manuscript Request", "Orthopedics: Manuscript Request", "Physiology-Manuscript Request", "Case Reports: Journals, Video Journals, eB...", "High Impact Articles", "Special Issue on 'Animal Nutrition and...", "Invitation to Be the Editor-In-Chief of ...", "Editor-Jacobs Journal of Physiology", "Editorium Journals", "Stem Cells and Development", "Open Journal of Animal Sciences", "Translational Genetics and Genomics", "Editor-Jacobs Journal of Environmental Sciences", "koric@intechopen.com", "Bio Data", "Environmental Sciences-Manuscript Re...", "Environmental Sciences-Manuscript Re...", "Call for Papers: Special Issue on Social ...". The dates range from January 2015 to May 2016.

Pseudoreplication!

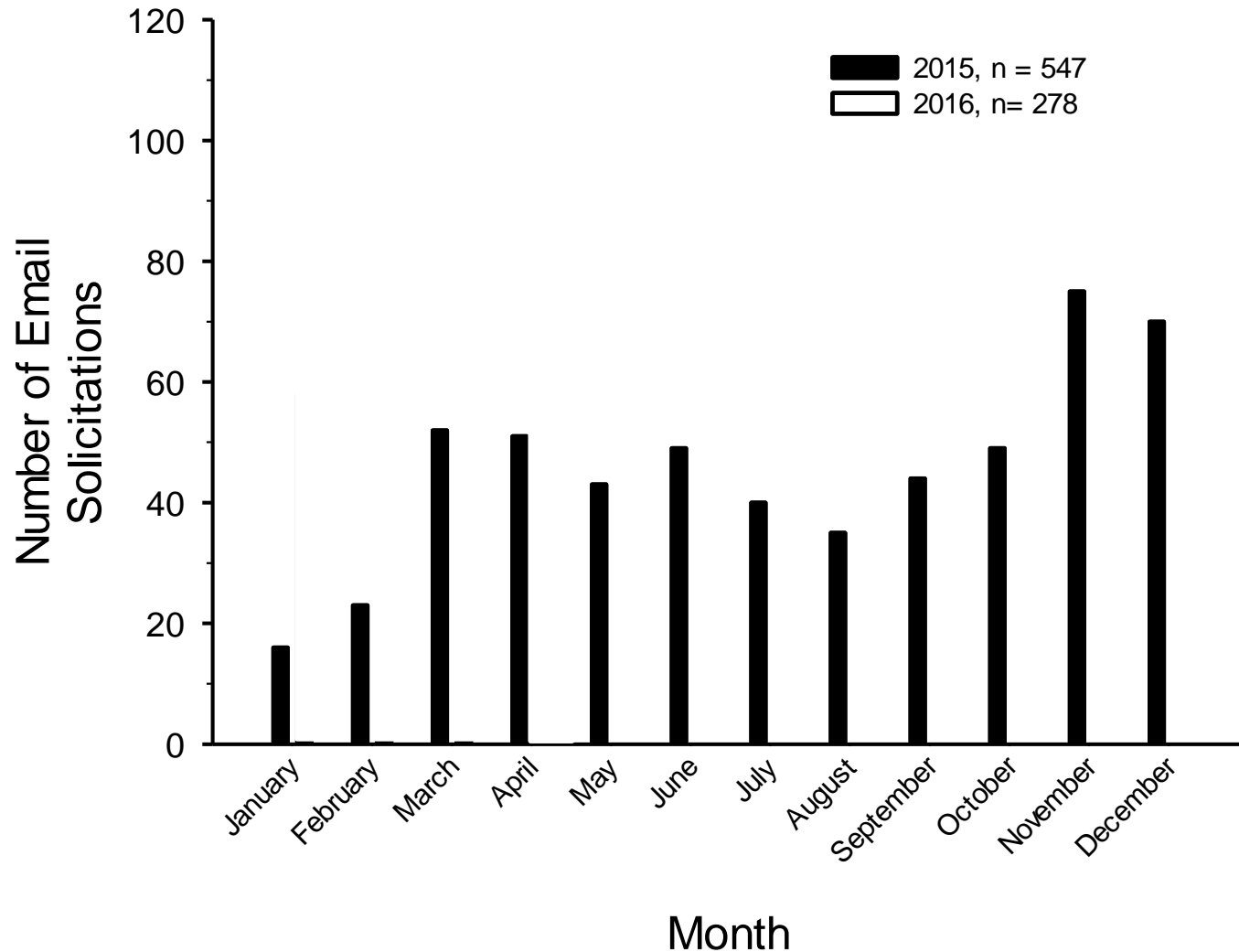


100 events produced by one person, or one event observed by 100 people is not 100 events observed by 100 people!!

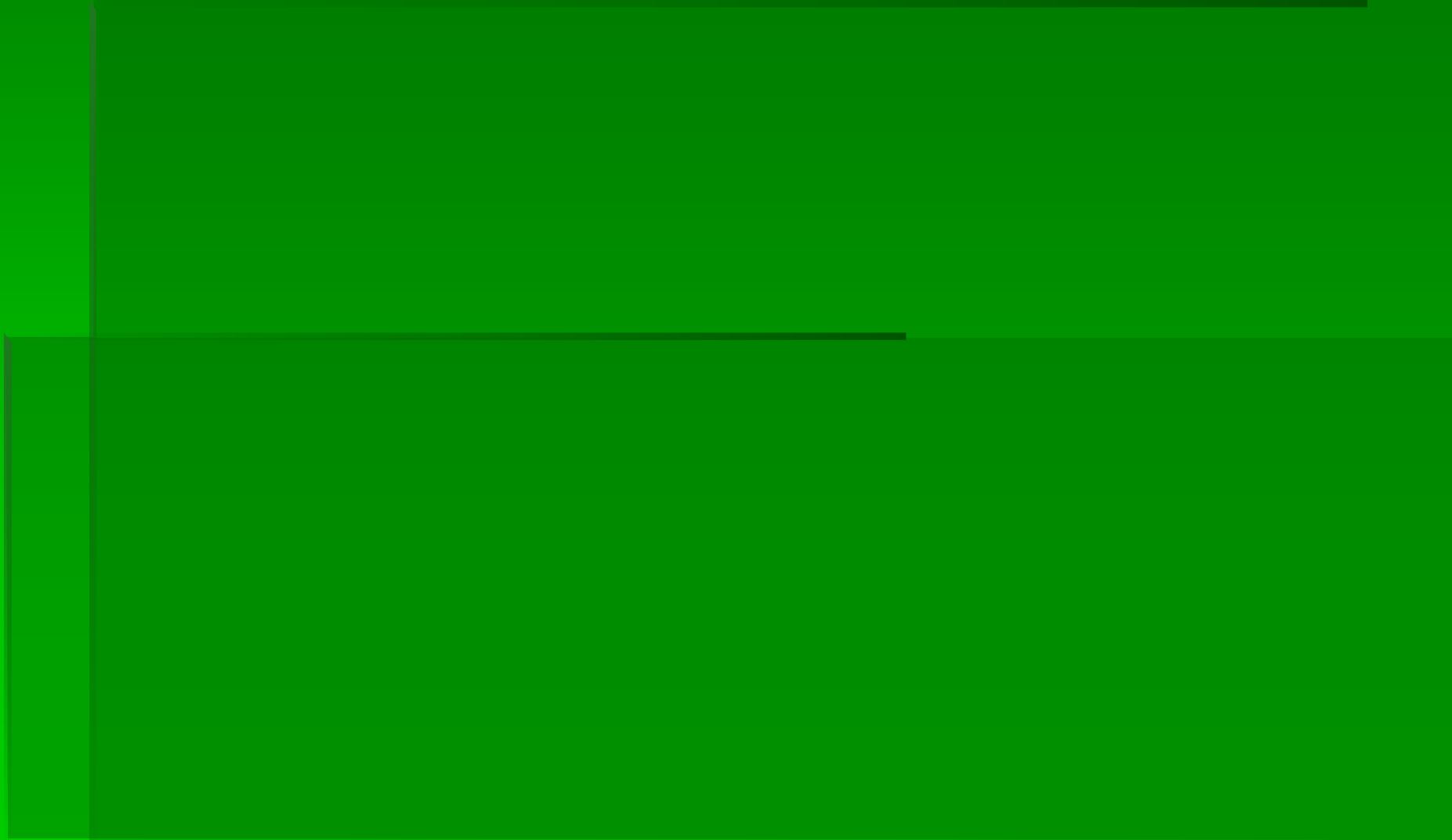
Are Solicitation Emails Resent/Duplicated?



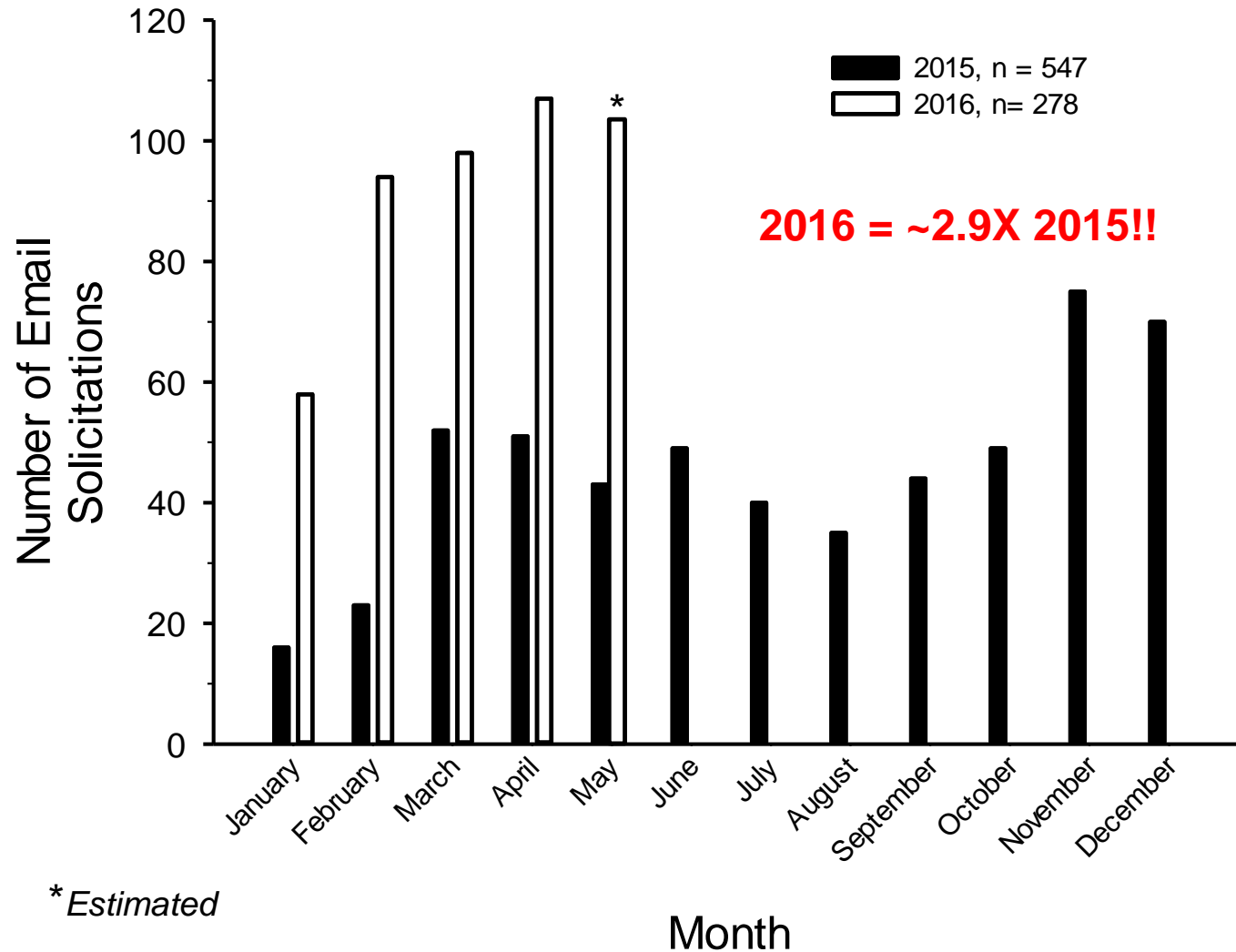
Is there a "Seasonality" to Solicitation Emails?



Are Solicitation Emails ramping up?

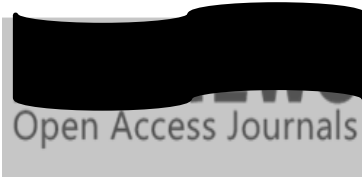


Are Solicitation Emails ramping up?



How many journals are new, vs ongoing?

Only 43/272 or 15.8% are “new”



Dear Dr.W.W. Burggren,

Warm Greetings from [REDACTED]

We take this opportunity to introduce ourselves as an open access publishers with a motto to serve the scientific community. We publish peer-reviewed articles related to different aspects.

We are planning to release Inaugural Issue under the esteem guidance of our Editorial board members. We welcome you to submit your manuscripts and extend our invitation to your colleagues and subject experts in the field of Cardiology.

Articles on Cardiology can be of Research, Reviews, Case Reports, Opinion articles, Short communications, etc.

Kindly submit your manuscript on or before 7th March 2016 to cardiology@mathewsopenaccess.net

Kindly visit <http://www.mathewsopenaccess.com/cardiology-author-guidelines.html> for queries on submission of manuscripts.

....suggests that existing OLJs are ramping up their solicitations

What About Charges?

Dear Dr. Warren W. Burggren, I hope to find you well.

I would like to inform you that, based on your publishing history, you are invited to contribute a new open access book project under the editorship of Dr. [REDACTED]. The current working title of the book is [REDACTED]a".

To learn more about the project (suggested topics, deadlines and the publishing process) and to register your participation, please visit:

[http://www.\[REDACTED\]](http://www.[REDACTED])

The book will be an open access publication and all chapters will be available online for free, unlimited download, increasing their visibility and scientific impact. Please note that if your chapter gets accepted for publication, a payment of an Article Processing Charge will be required.

We hope that you will be able to join this project and I will be happy to help with any questions you might have.

Cordially,

[REDACTED]

Publishing Process Manager

“Processing fee” or “Processing charge” = 176/910 or 19.3%

“Publication fee” or “Publication charge” = 228/910 or 23.1%

What else are the publishers doing to win manuscripts?

“Discount” = 59/910 or 5.5%

“Waiver”/“Waived” = 75/910 or 10.4%



Dear Dr. Warren W Burggren:

Journal of New Developments in [REDACTED] [\[1\]](#)
2377-2549

We are glad to let you know that JNDC is providing a waiver of extra 25% on already waived author publication charges [\[2\]](#) (according to country wise classification of [World Bank](#)) for authors submitting manuscripts on or before 30 May, 2016. Rapid review is assured and publication will be done within the same week of acceptance provided your response for proofs is quick as well. The papers submitted within this deadline will be published on or before 30 July, 2016.

Please submit your manuscript online [\[3\]](#) or through email at info@oap-journals.org

To know more about us visit our journal home page [\[1\]](#) and the journal editorial board page [\[4\]](#). For aims and scope you can check here [\[5\]](#). Instructions for authors [\[6\]](#) are to be

What else are the publishers doing to win manuscripts?



Thu 5/5/2016 1:31 AM

Candy <Candy@dooltom.org>

Become the Life Member and Publish One Paper for Free

To Burggren, Warren

URGENT

If there are problems with how this message is displayed, click here to view it in a web browser.

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Indexed Most
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Activities for
Worldwide
Academic
Communication





So, I know I get a lot of email solicitations:

- How good are the journals?
- How relevant are the journals?

Objective Criteria: How Good are the OLJ's soliciting my manuscripts?

nature materials

Home | Current issue | Comment | Research | Archive ▼ | Au

home ► archive ► issue ► editorial ► full text

NATURE MATERIALS | EDITORIAL

Beware the impact factor

Nature Materials 12, 89 (2013) | doi:10.1038/nmat3566

Published online 23 January 2013



PDF



Citation



Reprints

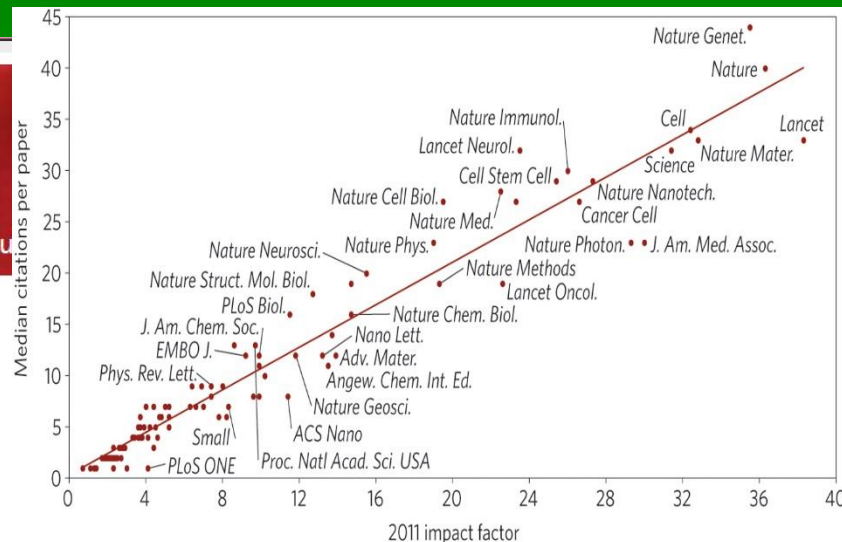


Rights & permissions



Article metrics

The journal impact factor is a good predictor of the quality of journals as measured by citations to primary research articles. It is, however, a poor indicator of citations to specific papers or of the future performance of individual researchers.



Objective Criteria: How *Good* are the OLJ's soliciting my manuscripts?



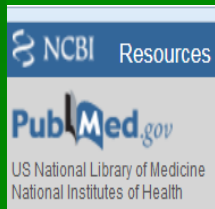
Only 10/274 or 3.6% even had an impact factor!



86/274 or 31.4% had a DOAJ listing.



2/274 or 0.7% had a *Index Medicus* listing.



84/274 or 30.7% had a *PubMed* listing.

Subjective Criteria: How Good are the OLJ's soliciting my manuscripts?

Premise: If a journal wants my "business", then:

- legitimate biologists run the journal, and
- legitimate publishers produce the journal.

Obvious MailSort

Annals of [REDACTED]

Dear Warren W Burggren,

Non-professional Salutation

I trust you are doing fine!

Doctor let me welcome you into a large Open Access Scientific Community of [REDACTED] was notified that Peer-review is major time lined process in an Open Access publication, now we are taking a place to reduce the time frame in review process with your support.

To support the Open Access, please send us your **Review Board confirmation** and requested information as below:

1 Name:
2 Affiliation:
3 Contact information:
4 Research Interest:
5 Designation:
6 Telephone/Fax:

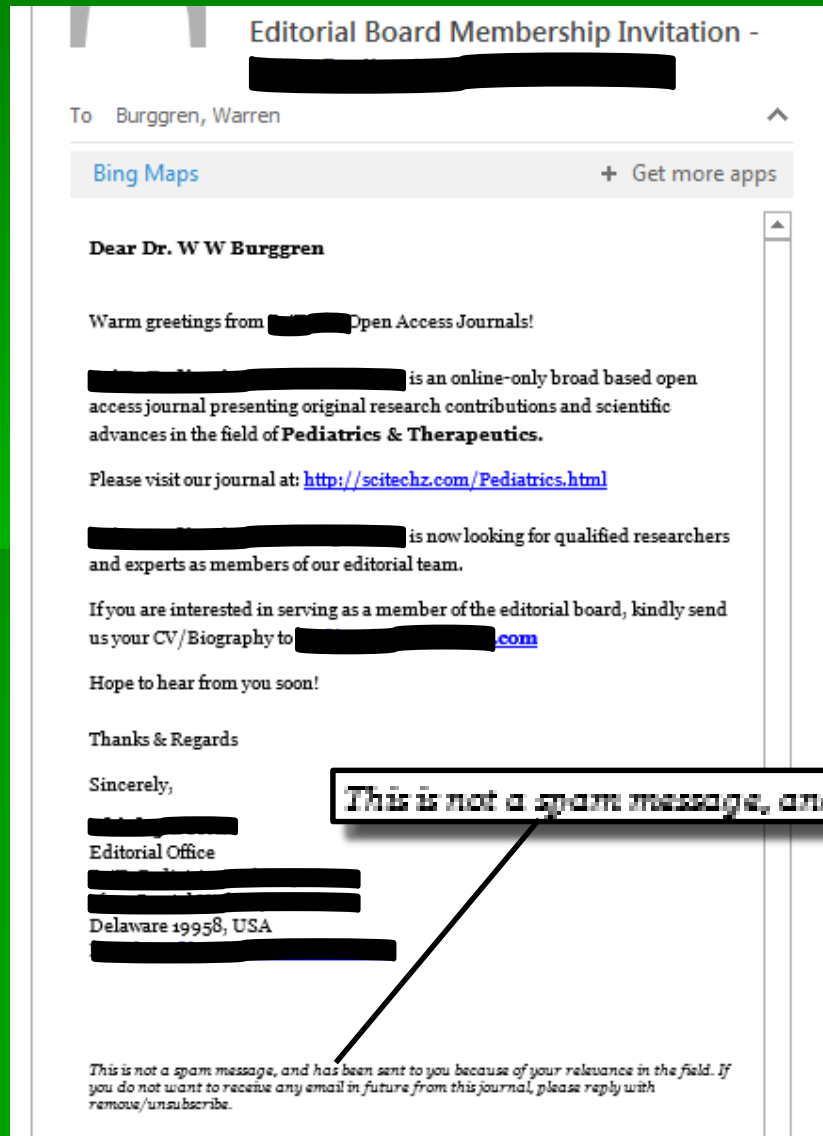
Integrity

Urgency

You are requested to refer Reviewers from your Friends, Colleagues, and University members.
We are expecting your confirmation about Review Board in the next E- mail.

Best regards

Subjective Criteria: How Good are the OLJ's soliciting my manuscripts?



Subjective Criteria: How Good are the OLJ's soliciting my manuscripts?

What is the degree of "Professionalism" of the solicitation? —————

Among many possible criteria were:

- Opening salutation (errors, mailsort, misspelling, etc.)
- Spelling and grammar
- Casual greeting
- Overly obsequious approach
- Direct invitation to join with no evidence of vetting
- Faux background research on investigator (me)

THE CULTURAL ICEBERG

Only 10% is obvious.....

Food
Flags Festivals
Fashion Holidays Music
Performances Dances Games
Arts & Crafts Literature Language

Communications Styles and Rules:

Facial Expressions Gestures Eye Contact
Personal Space Touching Body Language
Conversational Patterns In Different Social Situations
Handling and Displaying of Emotion
Tone of Voice

Notions of:

Courtesy and Manners
Friendship Leadership
Cleanliness Modesty
Beauty

Concepts of:

Self Time Past
Fairness and
Roles related to
Class, Family

Attitudes toward:

Elders Adolescents Dependents
Rule Expectations Work Authority
Cooperation vs. Competition
Relationships with Animals Age
Sin Death

Approaches to:

Religion Courtship Marriage
Raising Children Decision-Making
Problem Solving

Problem Solving
Raising Children Decision-Making
Religion Courtship Marriage
Approaches to:
Sin Death
Relationships with Animals Age
Cooperation vs. Competition
Rule Expectations Work Authority
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Attitudes toward:

Beauty
Cleanliness Modesty
Friendship Leadership
Courtesy and Manners
Notions of:

Tone of Voice
Handling and Displaying of Emotion
Conversational Patterns in Different Social Situations
Personal Space Touching Body Language
Facial Expressions Gestures Eye Contact
Communications Styles and Rules:

Class, Family, etc.
Roles related to Age, Sex,
Fairness and Justice
Self Time Past and Future
Concepts of:

Arts & Crafts Literature Language
Performances Dances Games
Fashion Holidays Music
Flags Festivals
Food

THE CULTURAL ICEBERG

Shouldn't truly professional journals be aware of cultural biases of their target audiences?

Subjective Criteria: How Good are the OLJ's soliciting my manuscripts?

What is the degree of "Professionalism" of the solicitation? —

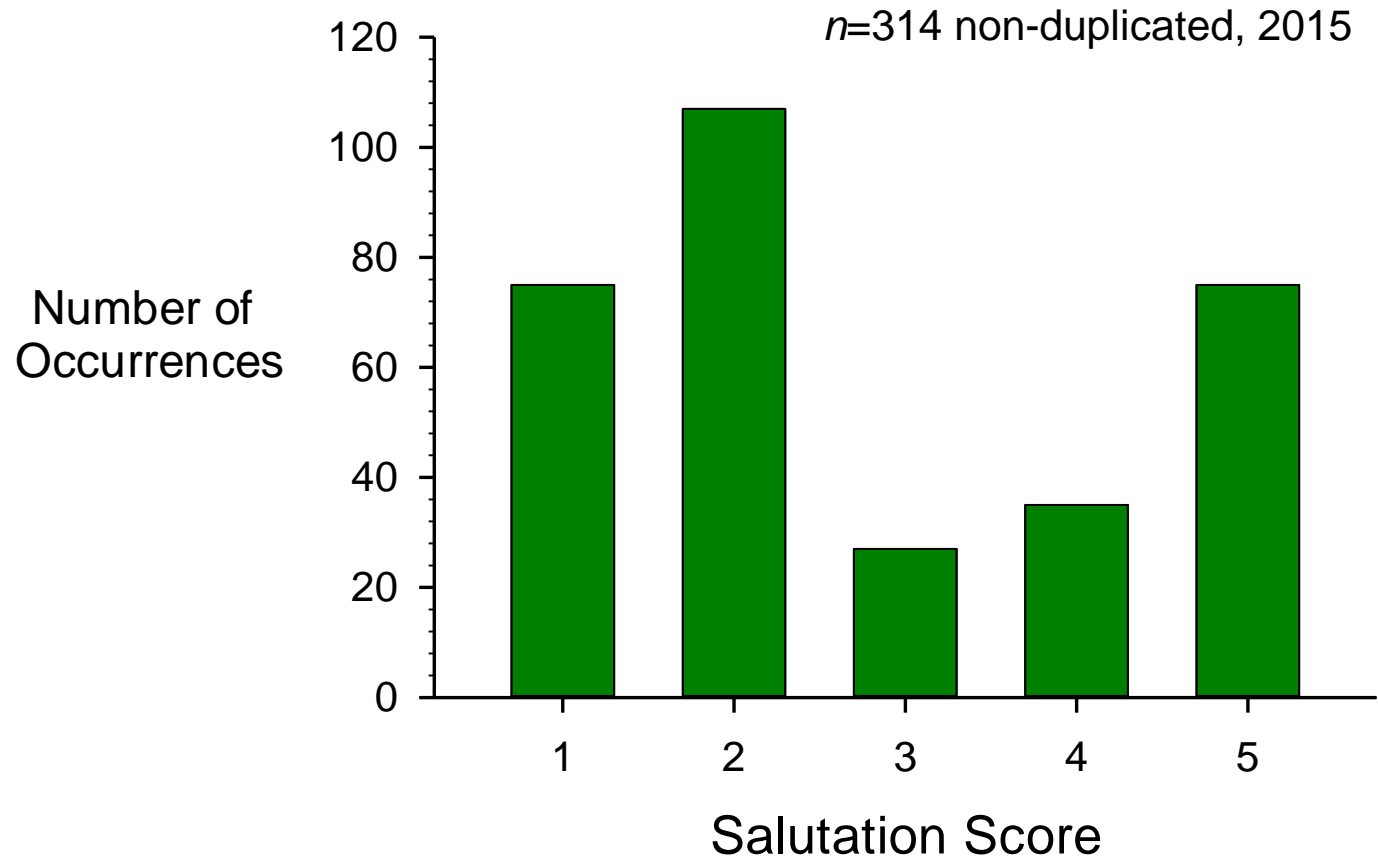
Among many possible criteria were:

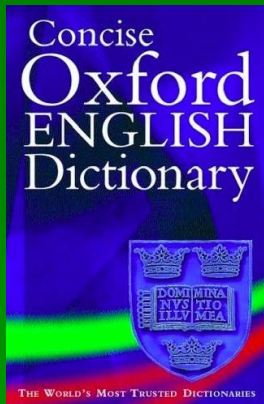
- Opening salutation (errors, mailsort, misspelling, etc.)
- Spelling and grammar
- Casual greeting
- Obsequious and fawning approach
- Direct invitation to join with no evidence of vetting
- Faux background research on investigator (me)

Opening Salutation

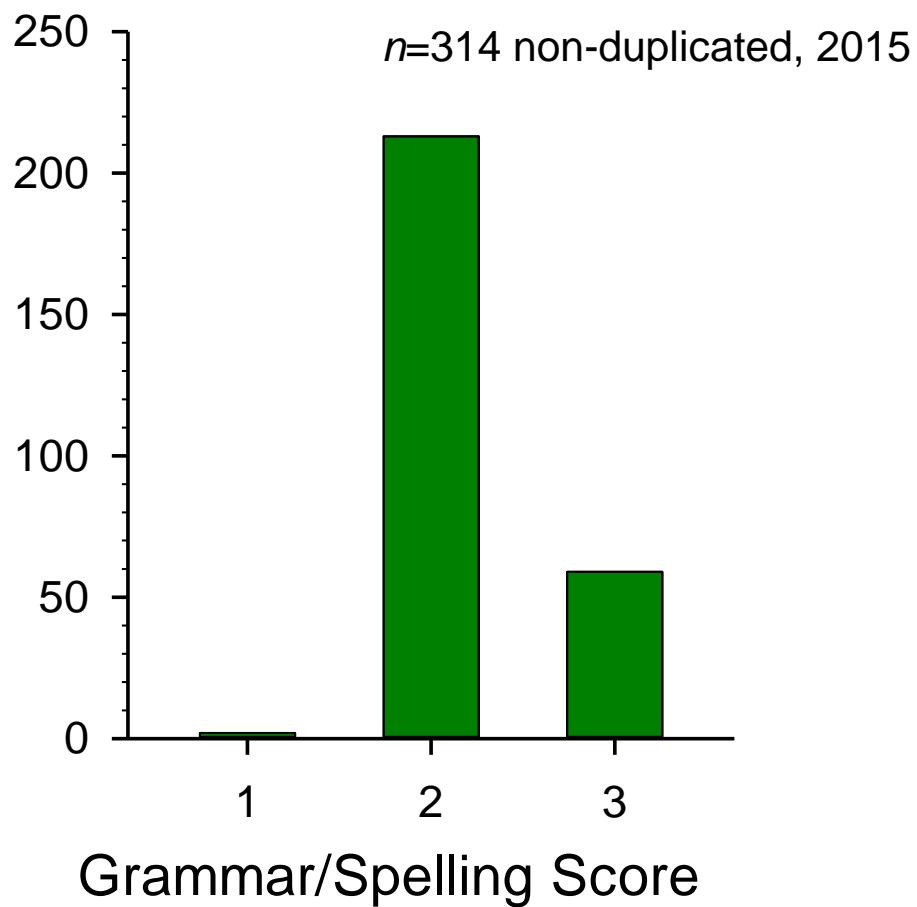
Opening Salutation – “Dear” or “Dr.”	Score
<ul style="list-style-type: none"> • “Burggren” 	5
<ul style="list-style-type: none"> • “Warren Burggren” • “Warren W. Burggren” 	4
<ul style="list-style-type: none"> • “Burggren, Warren” • “Burggren W” • “Burggren Warren W” 	3
<ul style="list-style-type: none"> • “Dr. Warren” • Misspelled versions – e.g. “Bergen” • Extra initial - e.g. “W.W.W. Burggren” 	2
<ul style="list-style-type: none"> • “Professor” • “Colleague” • “Researcher” • any other completely impersonal opening. 	1



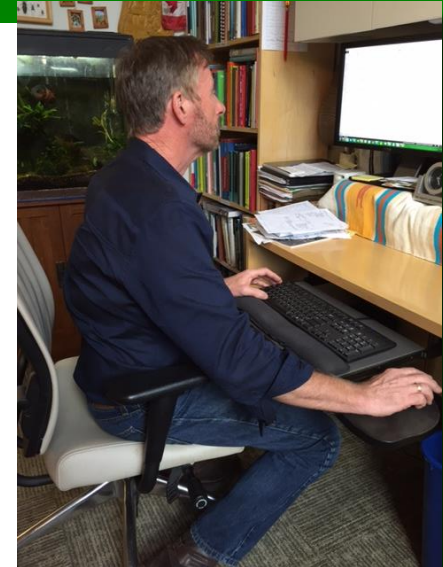
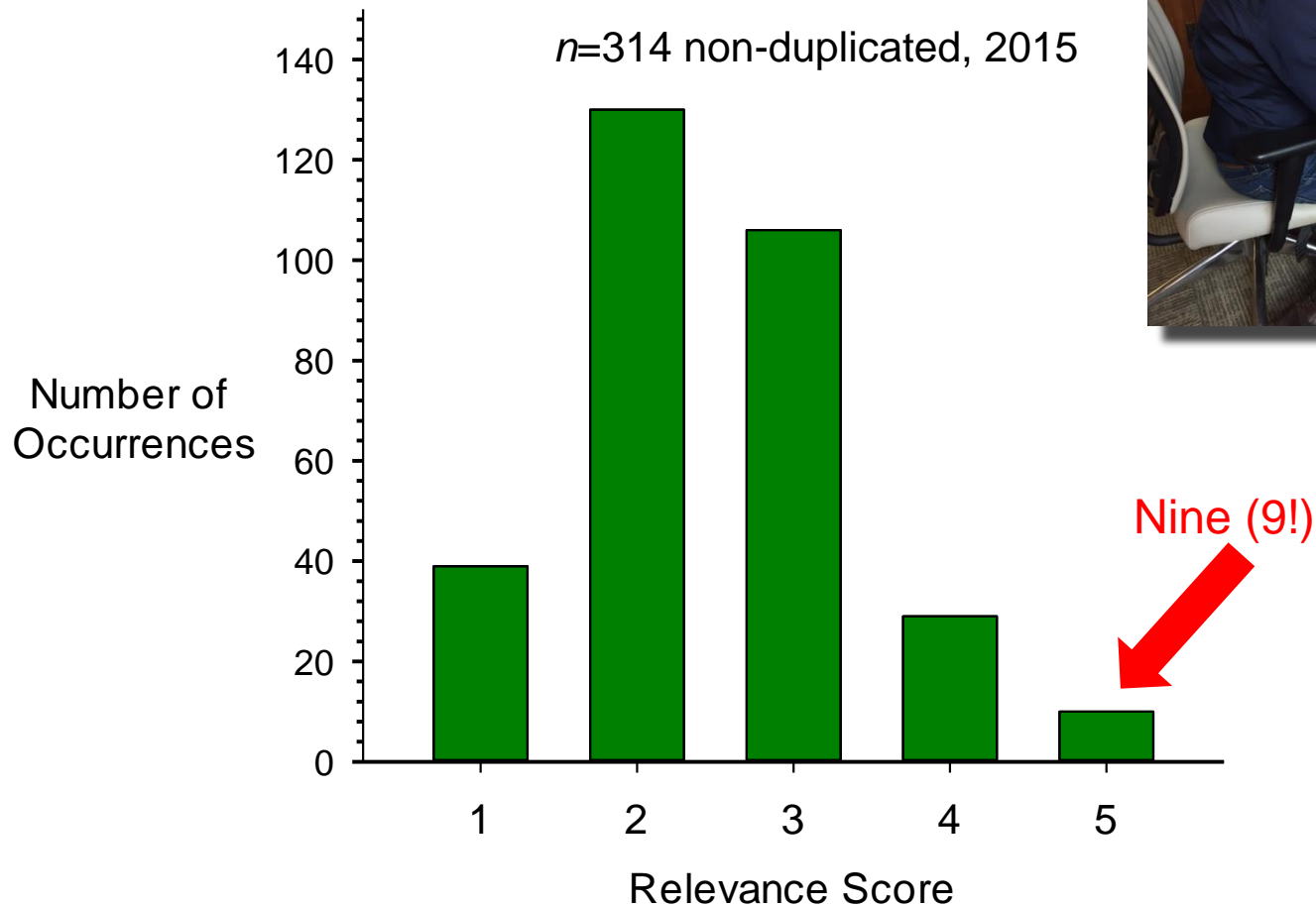




Number of
Occurrences



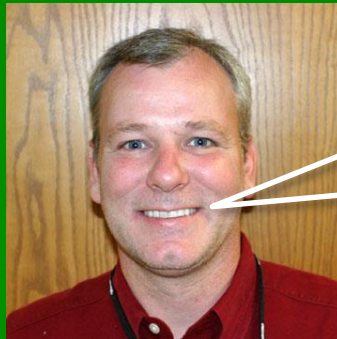
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Dear Dr Burggren,

Thank you for publishing in *Respiratory Physiology & Neurobiology*. If you generated additional data during your research project that hasn't yet been published, we invite you to publish a brief dataset description in [Data in Brief](#).

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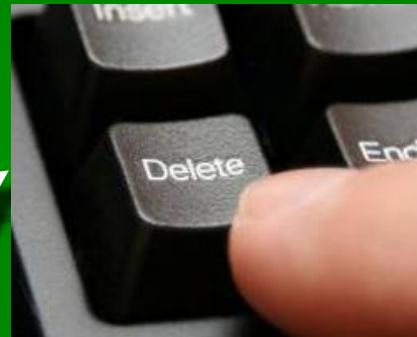
Vivian Huerta, et al.

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Consequences of Current Landscape

Established Researchers.....



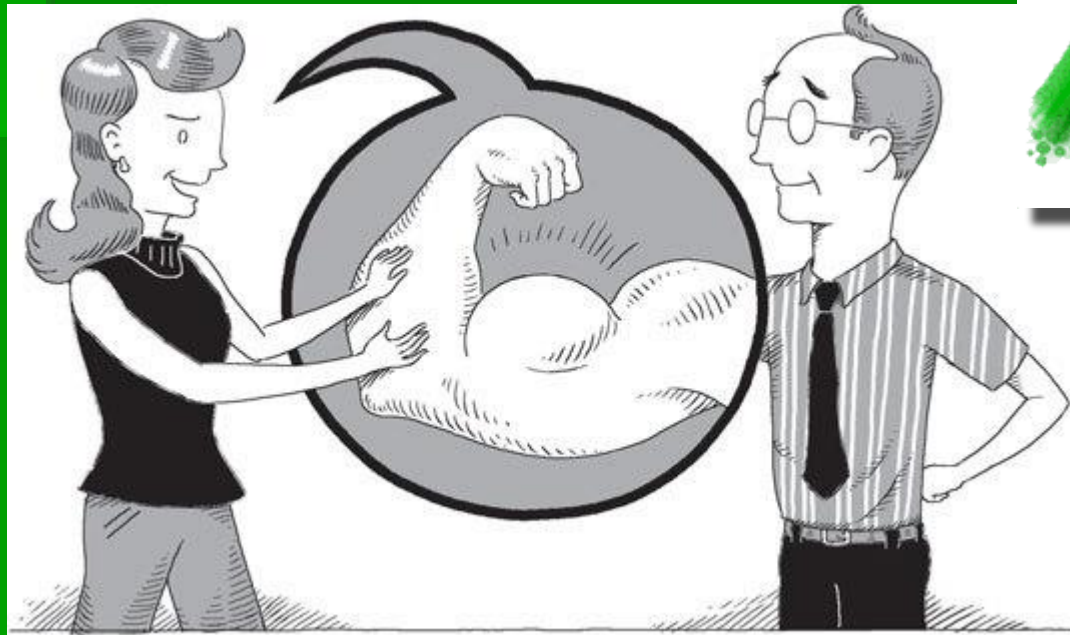
Potentially legitimate invitations missed?



All but a favored few Online Journals viewed with some suspicion?

Consequences of Current Landscape

And then there is academic youth and ego.....



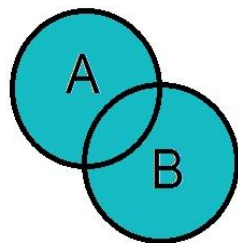
Consequences of Current Landscape

Trainees.....

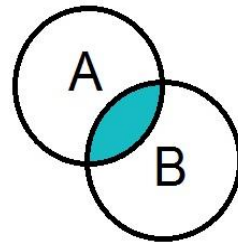


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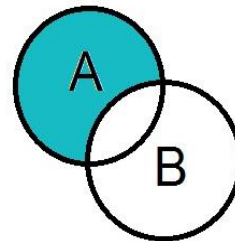
.....need training!!!



A OR B



A AND B



A NOT B

Boolean Searches

Consequences of Current Landscape



Caveat Emptor!!

*Dial up the
Skepticism.....*

SCIENCE

Ruining Everything Since 1543



Some Conclusions



Journal
Reputation



*“The good (bad?)
ol’ days” – the
reputation did all
the work!*

Publication only if:

Good Methods + Good Results + Good Interpretation
(notwithstanding the “bizarre filtering process” referred to at 10:15 this AM)

Reader didn't used to have to work
very hard at quality assurance!!!!



Some Conclusions



With access to everything,
increasing need to separate
scientific wheat from chaff.....
Good methods, good results,
bad interpretation

Burden increasingly
on Investigator....

.... and on *Library
Scientists* to help
with skills training

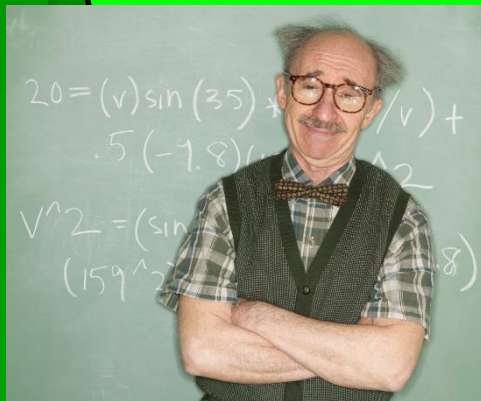


Some Conclusions



Open Access Issues

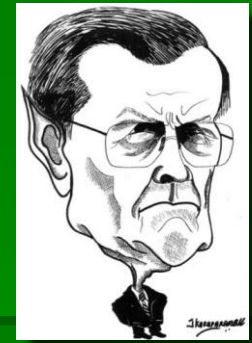
Predatory Journals



Predatory Journals are everyone's problem



The Future.....



Known knowns: ~50,000,000 journal articles published to date. (1/2 are now in PubMed!) Jinha, A.E., *Article 50 million: an estimate of the number of scholarly articles in existence*. Learned Publishing, 2010. **23**(3): p. 258-263. Access to published journal articles never better, will grow exponentially (especially back in time in some fields).

Known unknowns: Will lack of quality control lead to an “industry” restructuring, if not collapse? (*What’s with Physics???*)

Unknown unknowns: Disruptive technology for dissemination of what we currently call “journal articles”? (*A new desktop publishing?*)

Predatory Conferences, Too!



Tue 5/17/2016 10:44 AM

Aquaculture 2016 <aquaculture@conferencesglobal.com>

You are Honorable Guest for World Premier Event: Aquaculture 2016

To: Burggren, Warren

 Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Suggested Meetings

The purpose of this letter is to welcome you, to be a speaker at the upcoming **3rd International Conference on Aquaculture & Fisheries** during Sept 29-01 Oct, 2016 London, UK a leading forum for Aquaculture Experts, Aquafeed Professionals, Fish Nutritionist, Aquaculture Engineers, researchers, Farmers, industrial professionals and students provides the ideal environment to disseminate and gain current knowledge in the area of Aquaculture & Fisheries.

The main theme of the conference is “**Innovations in Controlled Environment Aquaculture**” which covers a wide range of critically important scientific sessions from basic research to innovations in the field of **Aquaculture & Fisheries**. Based on your eminence in the field, we would like to invite you for Aquaculture 2016 Conference.

Conference Highlights:

- Aquatic Farming Methods: Hatchery, Nutrition and Feed

**3rd International
Conference on Aquaculture
& Fisheries Sep 29-01 Oct,
2016 London, UK “
Innovations in Controlled
Environment Aquaculture ”**

**MEET WORLD LEADING
SCIENTISTS FROM 50
DIFFERENT COUNTRIES & 5
CONTINENTS**

Thanks!!!



Questions/Comments?

