Fully Digital
Coming of age in 2010

✦ What we did

✦ What's happening now

✦ What we – all of us – should think about

FPCA II - 14 April 2010

Boundary conditions

- ✦ I'm here to talk about *formal* communications
- ✦ … that are for professionals
- ✦ … and they are a Good Thing

Core competencies

- **Journals in general:**
  - *"selection" of articles (different editors with different aims and scopes)*
  - *editorial temperament*
  - *peer review*
  - *methodical organization, normalization, and preservation of content*
- **AAS in particular:**
  - *A rational business model*
  - *A sensible intellectual property model*

A little history

- ✦ Meeting abstracts (1992)
- ✦ ApJL (1995), ApJ (1996), AJ (1998), AER (2001)
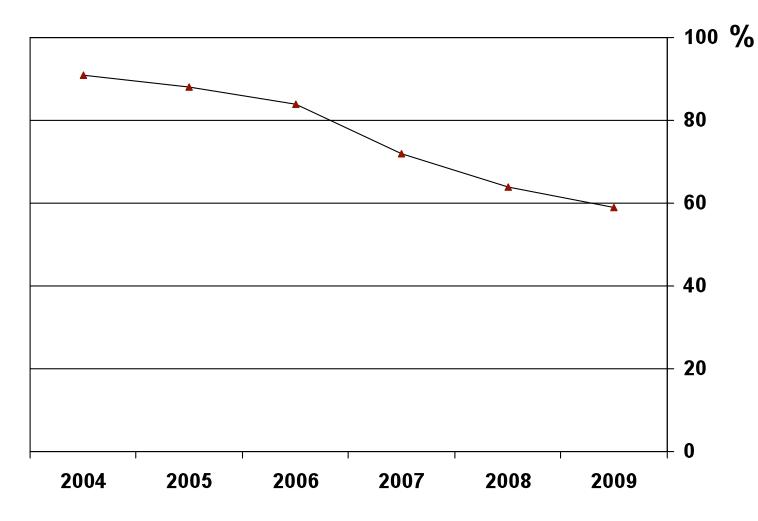- ✦ and finally meeting abstracts again (BAAS 2011)

Three main strategic drivers

1. Provide more **underlying numerical materials**
   Encourage standard formats and protocols

2. Manage the **evolution of print**

3. Adjust **business model** to account for #1 and #2

ApJ institutional print

Future of print

- ✦ Enterprise-scale printing being phased out
- ✦ Print products in the future will be determined by the customer
  - ✦ *AAS can focus on scholarly communication*
    (core competencies from earlier slide)
  - ✦ *All content, including legacy articles, will be available for print on demand*
  - ✦ *Regional digital printing and binding will reduce carbon footprint*

Adaptation of business model

- Subscriptions → online-only
  - Make sure pricing remains fair, competitive
  - Custom print vendors handle web-to-print transactions
- Author fees have to based on digital items
  - Word count, N figures, M tables, P data sets, etc.
  - Aggregate author charges should be equivalent

Data and linkages to data

✦ Data in the journal

✦ Data outside the journal

   ✦ Link resources together: object names (SIMBAD), data set names (ADS et al.)

✦ Text as data

   ✦ Access to structured text for mining

✦ Nurture partnerships with important partners

   ✦ ADS, CDS, VO, et al.

   ✦ CrossRef, Portico, other scholarly community

   ✦ Datacite? Etc.

The 80-80 rule

✦ Article numbering

✦ Reprints for authors

✦ Interconnected data assets…

✦ … oh, sorry, the other 800%

  ✦ "e-science"

  ✦ Plagiarism

  ✦ Researcher ID

Externalities abound

- Spontaneous generation of new partners
- Government mandates
- Globalization
- DMCA and other Comedies
- Conservation, preservation
- Statistics that don't matter
- Information overload
- "How hard can it be?"

Chris.Biemesderfer@aas.org