



Experiences from Open Access publishing

Human Technology: An Interdisciplinary Journal on Humans in ICT Environments

The screenshot shows the homepage of the Human Technology journal. At the top, the title 'HUMAN TECHNOLOGY' is displayed in a stylized font, with the subtitle 'An Interdisciplinary Journal on Humans in ICT Environments' below it. The ISSN number 1795-6889 is in the top right corner. A search bar with 'Advanced Search' and a 'Go' button is also present. On the left, a navigation menu lists: Home, About the Journal, Editorial Board, Current Issue, Archives, Submission Information, Free Subscription, and Contact. The main content area features a section titled 'Human Technology: Investigating the human role in existing and emerging technologies'. This section contains two paragraphs: the first describes the journal's focus on the intersection of ICTs and human practices, and the second describes the journal's mission to publish innovative, peer-reviewed research. Below the text is a small image of the journal's cover. At the bottom of the main content area, a paragraph states that the journal is offered without charge and encourages collaboration.

ISSN: 1795-6889

HUMAN TECHNOLOGY

An Interdisciplinary Journal on Humans in ICT Environments

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Human Technology: Investigating the human role in existing and emerging technologies

Continually evolving information and communication technologies (ICTs) touch nearly every aspect of our contemporary life. On the other hand, development of these modern technologies is closely intertwined with human practices and social innovations. The human-technology interaction and the human role in different technologies needs constant investigation, investigation that is highly interdisciplinary and multidisciplinary in its nature. *Human Technology* is a new, scholarly online journal that provides an outlet for this kind of essential research and scientific discussion.

Human Technology presents innovative, peer-reviewed articles that explore the issues and challenges surrounding the human role in all areas of our ICT-infused societies. The journal seeks to draw research from multiple scientific disciplines with an eye toward how applied technology can affect human existence or how it can, for instance, foster personal development and enhance research and development in industry, education, communication and other fields. *Human Technology's* dynamic and forward-looking articles are intended for use in both the scientific community and industry and the journal does not set any limits regarding the specialization of its authors. The journal welcomes also difficult or controversial topics, and is interested in publishing non-paradigmatic and non-traditional ideas that meet the criteria for good scientific work.

The semi-annual online journal is offered without charge, underscoring the philosophy that good research must be available to all. Through *Human Technology*, researchers are encouraged to collaborate on and to explore the

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JYVÄSKYLÄN YLIOPISTO



UNIVERSITY OF JYVÄSKYLÄ



Background

- In line with Agora Center mission:
 - “The Agora Center creatively combines research of high international standards from a variety of scientific disciplines with the know-how derived from its diverse partner network. The Center is based on a shared vision of developing the future knowledge society from a human-centric point of view.”
- Need for a high quality distribution channel for interdisciplinary research on human technology (scope & target audience of traditional journals too narrow)
- Dissemination of knowledge and research findings for a wider audience
- Enhancement of interdisciplinary discussion, also outside of academia

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TECHNOLOGY**
An Interdisciplinary Journal on Humans in ICT Environments



Human Technology: An Interdisciplinary Journal on Humans in ICT Environments

- *Human Technology* is a peer-reviewed, scholarly online journal published by the Agora Center/University of Jyväskylä
- Interdisciplinary, multidisciplinary journal focuses on the issues and challenges surrounding human-technology interaction and the human role in all areas of our ICT-infused societies
- Publishes both thematic issues, with guest editors, and issues based on open submissions
- Semi-annual and online without a subscription or a fee, underscoring the principles of Open Access publishing and the philosophy that good research must be available to all

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Human Technology: An Interdisciplinary Journal on Humans in ICT Environments

- First issue published in April 2005
 - Ninth issue to be published this month
 - 44 articles, 13 editorials, and 1 book review
- Readers from all over the world, from every continent
 - Unique visitors 2005 = about 9,240
 - Unique visitors 2008 = about 30,831
 - Unique visitors 2009 (to date) = 10,794 (pre-issue)

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Human Technology: An Interdisciplinary Journal on Humans in ICT Environments

- Most popular articles (in PDF) downloaded a few thousand times
- Already being cited around the world and in several languages
- In the first 3 volumes of journal (6 issues), every manuscript but one cited at least once, several 10+, and two 35+ times.
- 1,584 e-notice subscribers, from academia to business entities

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Human Technology: An Interdisciplinary Journal on Humans in ICT Environments

- Editorial team:
 - Editor in Chief Professor Pertti Saariluoma
 - Part-time managing editor/copy-editor
 - Part-time technical assistant
- International Editorial Board (with international Association Editors' Board in process)
- Reviewers on an ad hoc basis

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Human Technology: An Interdisciplinary Journal on Humans in ICT Environments

- Publication agreement gives *Human Technology* the right to publish, distribute, display and copy the articles
- The author retains the copyright
- The author has the right to republish the article, as long as *Human Technology* is given credit as the first publication
 - Link to *Human Technology* article preferred
 - Permission expected in advance
- Currently indexed by PsycInfo and DOAJ; Ebsco pending

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OA publishing

- OA means readers do not need subscription to access the materials. BUT how the work is funded varies: author pays, advertisers pay, organization pays.
- Provides a new opportunities
 - For authors
 - For readers everywhere
- Enhances the free flow of scientific information
 - Truly global reach and audience
 - Less expensive to publish as compared to paper journals
 - Often a quicker means to disseminate research results

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Methods of OA publishing

- Independent publishing of research materials
- Publishing via research archive
- Publishing via online journals

(All require access to ISP domain—URL—and ownership of materials)

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OA journal publishing issues

Issues with OA journals are similar to those of printed journals:

- What is scope of journal?
- Will it be peer reviewed and, if so, how?
- Organization and process of journal (editorial boards, staffing, etc.)
- Source of manuscripts?
- Publication schedule.
- Issues related to language and editing.
- Funding
- Marketing
- Legal

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Benefits OA journal publishing

- Lessons from online publishing:
 - Journal generally easy to find (links etc.), but the importance of search engines and search engine optimization
 - Shorter publication schedules, no typesetting, CAN be quicker turnaround on research results
 - Publication opportunities not available to print journals, e.g. embedded multimedia materials

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OA publishing challenges

- New perspective and way of doing things
- Funding
- Reputation, journal rankings and citations
- Reliability and quality (image)
- Having enough ongoing quality submissions
- Permanency (database architecture etc.)

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Structural need for good OA journal

- Reputation and networking of EIC and editorial board members
- Good Website
 - Look (visuals)
 - Content
 - Usability
 - Reliability

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Structural need for good OA journal

- Workable publications process
 - Who does what and when
 - How one contacts and interacts with referees
 - How one contacts and interacts with authors/guest editors
 - Stable of forms that facilitate process, quality, and continuity of journal's image
- Ongoing stream of timely, interesting, and quality manuscripts
- Accuracy of content and presentation (statistics and editing)

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Process of continuous improvement

- World of journal publication is competitive
- Initial materials always being refined
- Streamlining/clarifying guest editorial process
- Seeking means of adding value to distinguish from competition.

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Human Technology: An Interdisciplinary Journal on Humans in ICT Environments

- Journal address: <http://www.humantechnology.jyu.fi>
- For more information, contact: humantechnology@jyu.fi
 - Editor in Chief: Professor Pertti Saariluoma
 - Managing Editor: Barbara Crawford

Thank you

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