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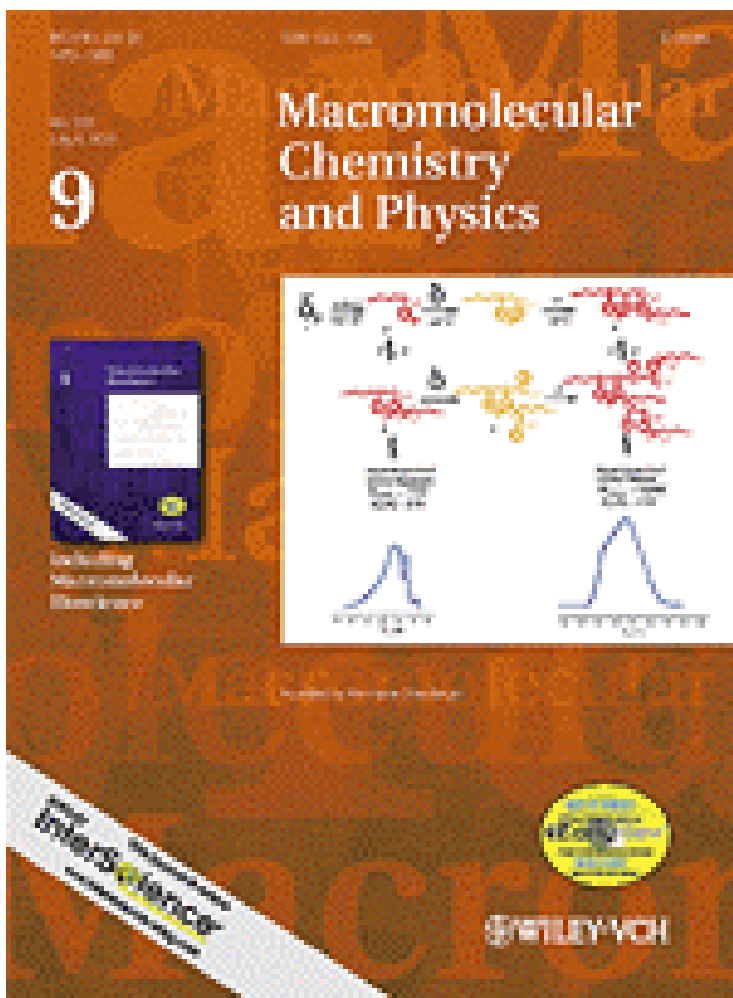
## Qualitätssicherung- peer-review-Verfahren

What Have the Publishers Ever  
Done for Us?

- Quality Control/Adding Value
- Product Development
- Infrastructure Investment
- Partnering the Scientific Community



# Quality Control/ Adding Value



The Mechanisms of Peer Review

Who and What is Involved?

What Goes In Must Come Out?

What Happens Without QC?

## Peer-Review / QC Mechanisms

- Individual Academics/Industrialists as Editors  
Publishers as Producers/Distributors  
e.g. ACS Journals, APS Journals, Microporous and Mesoporous Materials
- Boards of Academics as Editors  
Additional Publishing Staff in Support  
e.g. Science, EurJOC, EurJIC

- Publisher's Staff as Editors  
e.g. Nature, Angew. Chem., Advanced Materials

- No Controls  
e.g. Pre-print servers, Ginsparg etc.

## Who and What is Involved in Peer Review?

- 80 papers/month: 30 published (37%), 20 rejected without review, 60 reviewed

- ca. 15% of rejected authors appeal, 90% of accepted manuscripts need revision

- 180 referees/reports, ca. 600 e-mails, 150 letters, 400 faxes, 30 articles edited for language/content, author proofs, design, production

- 4 Editors (Ph. D.s), 10 Copy Editors, 2 Production Editors, Secretariat

- Angew. Chem. Int. is ca. 3 times the size

- In ca. 25% of cases the referees agree with each other



■ Vested interests and „nepotism“ have to be filtered out — Relationship management

■ Less constructive referee reports have to be edited or interpreted e.g.

*„This manuscript needs to be severely reduced, or totally oxidised“*

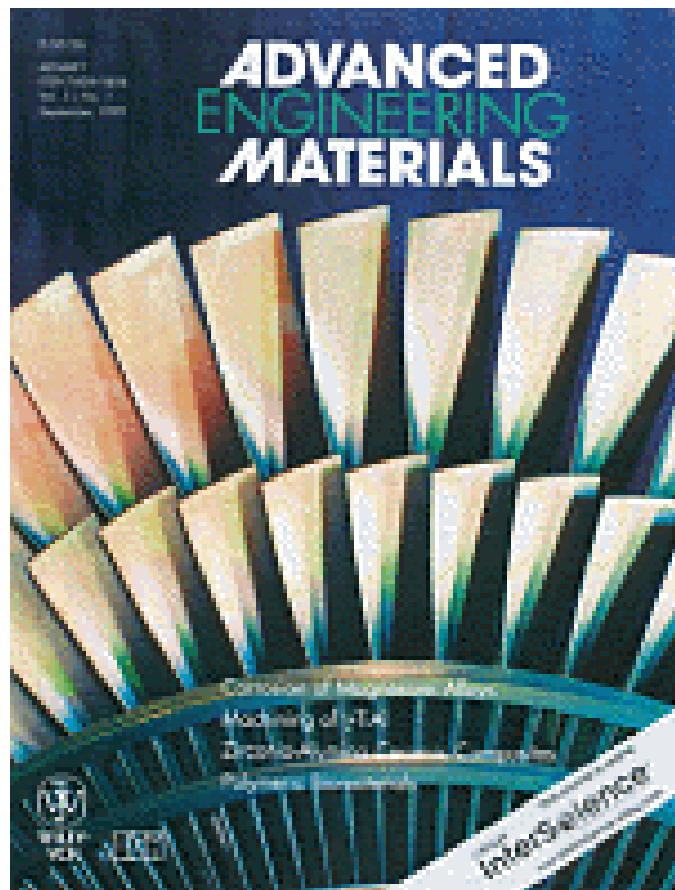


*„This manuscript fills a much-needed gap in the scientific literature“*

## What Goes in Must Come Out?

■ All manuscripts are edited for content (by scientists) and the language is polished (by native English speakers)

■ All figures are checked for content



- All figures are checked for content

- All literature citations are checked for completeness

- Articles (e.g. reviews or highlights) on hot topics are invited — editors follow the trends

## What Happens Without Peer Review?

*The Journal of Unpublished Chemistry is a new international journal for the communication of chemistry which is inappropriate for submission to any other publication.*



### Articles include:

- Upon Cleaning Glassware: Chromic Acid or „Smash-it-and-bin-it“?
- The Effects of Inert-Gas Balloon Colours Upon Reaction Yields
- Great Results: How to Achieve Them With Statistics

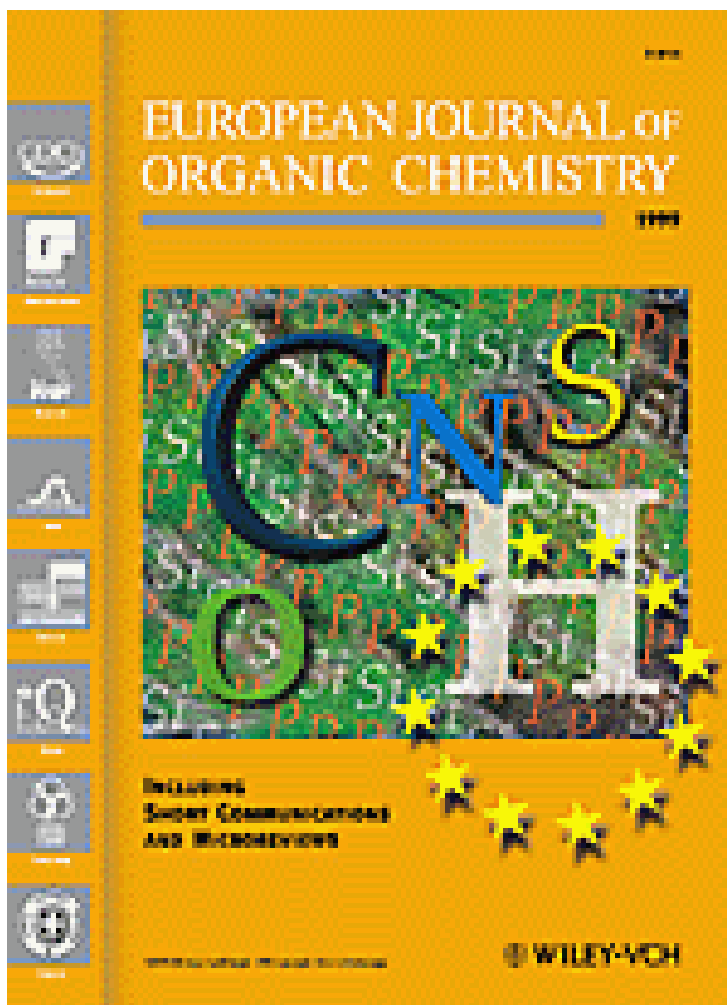
# The „Ginsparg“ Pre-print Server

- 35,000 Submissions per year, 2 million visitors per week
- \$300,000 Running Costs p.a. + Hardware

*„If someone from Caltech tried to submit a paper on perpetual motion, it would appear“*

*„This simply means that people who read the server have to be extra cautious about what to believe“*

Paul Ginsparg,  
Physics World,  
August 2001

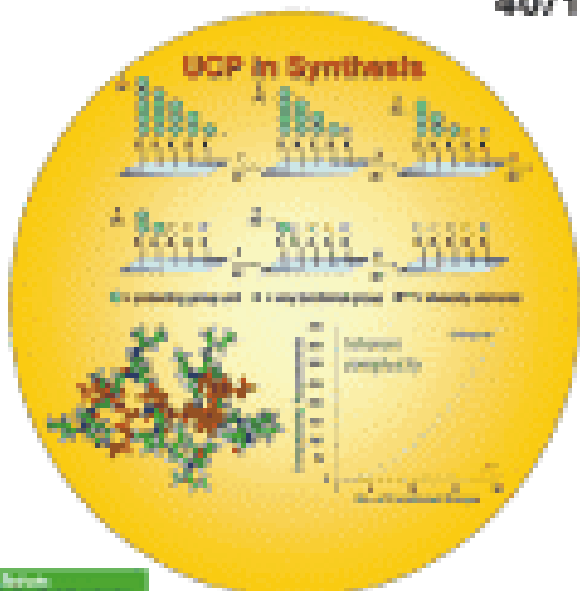


## Infrastructure Investments

- Editorial Offices: Wiley-VCH employs over 50 Ph.D. scientists in the journal editorial function in Weinheim

- Web platforms: the development of Wiley-InterScience has so far cost Wiley >US\$ 30 million (exl. content preparation)
- Wiley organises and supports over 400 editorial offices, worldwide
- Wiley-VCH prints and distributes over 120,000 pages in over 900 issues per year

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# Physikalische Blätter

## Partnering the Scientific Community

Society journals:  
members, magazines,  
e.g.

- Physikalische Blätter (DPG)
- Nachrichten aus Chemie (GDCh)
- Chemie Ingenieur Technik (Dechema, VDI-GVC)
- Advanced Engineering Materials (DGM, SF2M)

■ contribute to member services and the growth of the scientific societies

■ Significant earnings for societies from publishing



- Co-development of new journals, e.g. European journals of chemistry

## What Will Publishers Do For Us?

- Apply, monitor, and administer the peer-review and QC mechanisms
- Maximise dissemination of (correct) scientific results
- Remain major employers of scientists
- Continuously develop, modify, and improve information products for scientific communities (and fund this process)
- Work with scientific organisations to enhance their services

## What Will Change?

- Print distribution infrastructure will decrease in importance and value
- Publishers will have to increasingly add value to the products, rather than just „collect and distribute“
- Common data formats/publishing platforms will be required
- The number of special interest journals founded will decrease
- Smaller „niche“ journals will be increasingly absorbed by larger, more general, ones