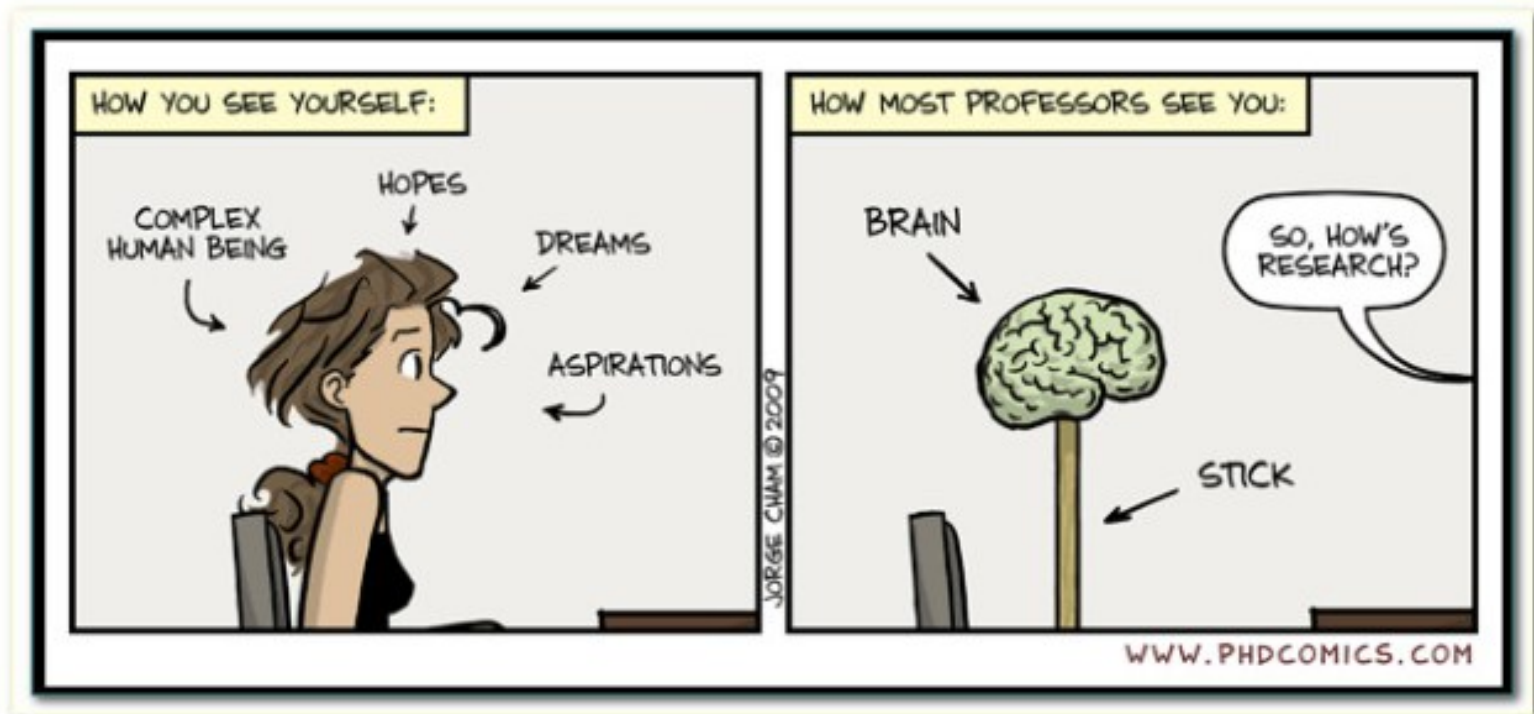




Users? A journal has no users, it has authors!

Prof. Dr. Elke Greifeneder
Berlin School of Library and Information Science
Humboldt-Universität zu Berlin

What if a journal were a product...



<https://creakysites.files.wordpress.com/2009/09/phdcomics.jpg?w=630>

We start by designing Persona



http://upload.wikimedia.org/wikipedia/commons/1/1b/Frances_Densmore_recording_Mountain_Chief2.jpg

Method:
Participatory Observation

Participants:
Editor (Library Hi Tech)
Reviewer
Author
Reader
Publisher (close connection)



http://babahesselbach.de/images/AUTOR_schreibmaschine_schmidt.jpg

Name:
Author

Important to him

- wants to be cited
- wants to increase their academic standing

He likes

- a quick turn-around
- salami-publications

He hates...

- backlogs
- rejections



<https://blessedaaron08.files.wordpress.com/2014/04/114312906-crop-rtstory-large.jpg?w=705>

Name:
Editor

Important to her

- wants to publish interesting material
- wants to increase the journal reputation (indirectly own reputation)

She likes

- backlogs (planning safety)
- authors who write regularly for the journal
- wants articles from the journal to be cited

She hates...

- inappropriate submissions



http://fc06.deviantart.net/fs70/l/2013/256/e/6/___mr_bookman___by_mademoiselle_p-d6m3tqb.jpg

Name:
Publisher

Important to him

- wants a tremendous Journal Impact Factor
- wants to have a sustainable business

He likes

- shorter and more articles
- a high rejection rate
- a backlog
- big names (same authors)

He hates...

- editors not delivering content
- authors screaming for open access



http://images1.houstonpress.com/imager/u/original/6422521/food_critic.jpg

Name:
Reviewer

Important to him

- wants to work for a high reputation journal
- wants to read interesting articles

He likes

- short(er) articles
- citations supporting a claim

He hates...

- to waste time on bad articles
- (editors sending nasty reminders)



http://1.bp.blogspot.com/_mv60VL07p2s/TJ9foXVfBUI/AAAAAAAAADVC/x4IHpNeX77s/s1600/writer.jpg

Name:
Author

Important to her

- wants to read interesting articles
- wants to read up-to-date research

She likes

- shorter articles

She hates...

- backlogs
- self-citations and citation-spamming
- salami-publications

Author: Important to him

- wants to be cited
- wants to increase their academic standing

He likes

- a quick turn-around
- salami-publications



He hates...

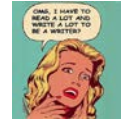
- backlogs
- rejections

Reader: Important to her

- wants to read interesting articles
- wants to read up-to-date research

She likes

- shorter articles



She hates...

- backlogs
- self-citations and citation-spamming
- salami-publications

Editor: Important to her

- wants to publish interesting material
- wants to increase the journal reputation

She likes

- backlogs (planning safety)
- authors who write regularly for the journal
- wants articles from the journal to be cited

She hates...

- inappropriate submissions



Publisher: Important to him

- wants a tremendous Journal Impact Factor
- wants to have a sustainable business



He likes

- shorter and more articles
- a high rejection rate
- a backlog
- big names (same authors)

He hates...

- editors not delivering content
- authors screaming for open access

Reviewer: Important to him

- wants to work for a high reputation journal
- wants to read interesting articles

He likes

- short(er) articles
- citations supporting a claim



He hates...

- to waste time on bad articles
- (editors sending nasty reminders)

Author: Important to him

- wants to be cited
- wants to increase their academic standing

He likes

- a quick turn-around
- salami-publications



He hates...

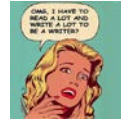
- backlogs
- rejections

Reader: Important to her

- wants to read interesting articles
- wants to read up-to-date research

She likes

- shorter articles



She hates...

- backlogs
- self-citations and citation-spanning
- salami-publications

Editor: Important to her

- wants to publish interesting material
- wants to increase the journal reputation

She likes

- no backlogs (planning safety)
- authors who write regularly for the journal
- wants articles from the journal to be cited

She hates...

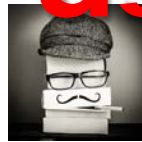
- inappropriate submissions



Who is your primary user group?

Publisher: Important to him

- wants a tremendous Journal Impact Factor
- wants to have a sustainable business



He likes

- shorter and more articles
- a high rejection rate
- a backlog
- big names (same authors)

He hates...

- editors not delivering content
- authors screaming for open access

Reviewer: Important to him

- wants to work for a high reputation journal
- wants to read interesting articles

He likes

- short(er) articles
- citations supporting a claim



He hates...

- to waste time on bad articles
- (editors sending nasty reminders)



Name:
Elke Greifeneder

Important to her

- coffee

She likes

- information behavior

She hates...

- no questions after a presentation

She can be contacted at

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