

Editorial ► Buyer Beware: Not All Journals are Created Equal

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One of the down sides of signing up for a journal's updates is that you get put on the publishing company's mailing list. The publishing company then proceeds to email you opportunities to publish in a multitude of their other publications, regardless of the topics. Thank you, but no, I do not have an interest in learning more about publishing in the *Journal of Livestock Breeding* or *Annals of Early Renaissance Politics*.

One important aspect of any journal is the access that the public will receive to the content. Many high level journals with solar system type impact factors are published by huge publishing companies that require subscriptions to read the content. This can cost institutions thousands of dollars for one company's content. Keep in mind that there are more publication companies than can be imagined. I am lucky enough to work at an institution that has access to many journals via subscription and can get almost anything through inter-library loan free of cost to me. Of course, the individual practitioner does not have this advantage, and when they try to access many journal articles, an exorbitant fee is demanded. I have seen fees range from \$30-45 for a single article. It is hard to justify, in my mind, paying these fees, especially if you are not sure if it is worth reading.

Another important aspect of a journal, especially to the author, is the cost involved in publishing. Yes, I said cost involved in publishing. Many journals are considered open-access; their content is open for everyone to read immediately. In theory, this is great for the public sector. The ability to get information to the masses is so important. But, as an author, reading the fine print is necessary before submitting an article. The following is an example of an email I received recently asking me to consider submitting an article for publication.

Dear Dr. Taub,

I am writing to invite you to submit an article to the Ophthalmology subject area of XXX, which is a peer-reviewed, open access journal that publishes original research articles as well as review articles covering a wide range of subjects in the life sciences and environmental sciences.

XXX is published using an open access publication model, meaning that all interested readers are able to freely access the journal online at XXX without the need for a subscription, and authors retain the copyright of their work. Moreover, all published articles will be made available on PubMed Central and indexed in PubMed at the time of publication.

The journal has a distinguished Editorial Board with extensive academic qualifications, ensuring that the journal maintains high scientific standards and has a broad international coverage. A current list of the journal's editors can be found at XXX.

Before submission, please review the journal's Author Guidelines, which are located at XXX. Manuscripts should be submitted online to the journal at XXX. Once a manuscript has been accepted for publication, it will undergo language copyediting, typesetting, and reference validation in order to provide the highest publication quality possible.

Please do not hesitate to contact me if you have any questions about the journal.

Best regards,

The following was included in a different email as to why I should publish in a specific journal.

- Rigorous peer review of your research
- Prompt publishing
- Guaranteed targeted, multidisciplinary audience
- All manuscripts deposited to PubMed Central and appear in PubMed
- Average time from submission to first decision: 37 days

Both make publishing in the respective journals seem like a dream come true. Here is the problem though: both charge the authors to publish their materials in these respected publications. The first company charges upwards of \$900 for a basic article, and if you want colored photos/images, they add \$300 per image. The second company does not charge for publishing in their journal but charges \$3000 to make the article available as open access. Hopefully, these dollar amounts made you scratch your head and do a double take at the same time.

Besides the cost involved to the author, the fact that there is a charge to publish brings up ethical concerns. Nothing against the editor or editorial board members involved with

these publications, but how unbiased can the peer review really be in these cases? Does the demand for new content influence the decision making process? While I do not have proof to the contrary, I was taught that if something walks, sounds, and looks like a duck, well...you know the rest.

I am proud to say that I am the Editor-In-Chief of *Optometry & Visual Performance*, an open access journal that charges authors nothing to publish their work. I am honored to work with a great editorial team that includes Dr. Pam Schnell as Managing Editor, Drs. Sarah Hinkley, James Kundart, and Steve Gallop as Associate Editors, Mary Averill as the Graphic Design and Production guru, and the 34 members, from seven countries, of the Review Board. We are supported and funded by the two finest organizations in the arena of behavioral optometry, the Optometric Extension Program Foundation and the Australasian College of Behavioural Optometry, without whose desire to produce the highest quality and most widely read journal, *Optometry & Visual Performance* would not exist.

On behalf of the editorial team at *Optometry & Visual Performance*, we thank you all for your support and look forward to 2015.

Good luck and good health always.

Marc B. Taub, OD, MS
Editor-In-Chief

*Correspondence regarding this editorial should be emailed to Marc B. Taub, OD, MS at mtaub@sco.edu. All statements are the author's personal opinions and may not reflect the opinions of the the representative organizations, ACBO or OEPE; *Optometry & Visual Performance*, or any institution or organization with which the author may be affiliated. Permission to use reprints of this article must be obtained from the editor. Copyright 2014 Optometric Extension Program Foundation. Online access is available at www.acbo.org.au, www.oepf.org, and www.ovpjournal.org.*

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NEW! The Kingdom of Should and Dreaming In The Land of Can



Running Time (2 Cds):
2 hours, 14 minutes

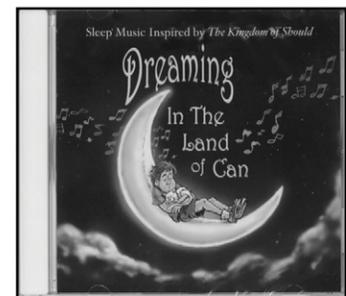
The Kingdom of Should is a magical, musical story with a powerful message of transformation for all children, especially the growing number of those with special needs. We created a movie-length story (over 2 hours) based on our experience working with children on the autism spectrum.

- Turn on the brain instead of the screen
- Stimulate visual and auditory development
- Experience healthy social and emotional interaction
- Spark your child's creativity and imagination
- Quality screen time when you want it on our interactive children's portal

The Kingdom of Should:
Children on the Spectrum are Heroes Too!
#XLOCKOS-CD \$29.99 (2 CD set)

Dreaming in The Land of Can is a CD of calming and beautiful music, created and performed by Joe Romano. It is an exceptional and innovative therapeutic tool to promote deep, restful and relaxing sleep. This music was specifically designed to help children who have trouble falling asleep.

Dreaming in the Land of Can - Sleep Music Inspired by the Kingdom of Should (CD) **#XLOCLOC-CD \$15.99**



Running Time: 44 minutes

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