

# Novel strategies and structures for open access publishing of neuroscientific media

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New media are rapidly changing the scientific work. Methods and tools, communication and collaboration and even publishing in science and science education move to the digital world and allow a more dynamic and intense development. However, traditional publications, in print or digital form, are not capable of representing this influence of new media in an adequate way. New editorial and technical approaches to publishing should help to overcome traditional restrictions and to establish a new publishing culture that includes a stronger influence of those who generate the scientific content: the scientists.

One of today's main issues for modern publishing is open access, which means that publications are freely accessible on the web, anytime, from anywhere by anybody. Currently, more than 2000 open access journals are available at the market, and the free author's copies of restricted journal publications deposited in institutional or disciplinary repositories are getting more and more each day. Even traditional high impact journals are, due to market pressure, increasingly open for this new publishing strategy, since it is supposed to dramatically increase the number of readers and, therewith, the chance to be cited.

However, open access is only the prerequisite for adding value in modern publishing. Advanced innovation comes from integrating new media techniques and opportunities into publishing processes as well as into the published content itself. Many neuroscientific findings today are only adequately represented if traditional text-image layouts are combined with supplementary materials such as data, films and simulations. If all this can be easily shared, reused and recombined a new quality of scientific communication is achieved.

An example for breaking new ground in scientific publishing within the neurosciences is provided by the non-profit open access e-journal *Brains, Minds & Media* (<http://www.brains-minds-media.org>). This international, peer-reviewed journal combines both, new editorial and technical structures, to support a publishing infrastructure for new media, based on scientific self-organisation in close cooperation with university librarians. *Brains, Minds & Media* is specialized to the publication of new media for neuroscientific content and educational material. The main focus lies on articles providing supplementary material, being dynamic or interactive visualizations or tools, tutorials or educational simulations and the like. Any kind of data or media may be published with an article and, thus, is made accessible to a broad audience. In addition, each contribution can be discussed or commented online. The publication process is scheduled to three month from submission to publication. Due to online opportunities, each article can be discussed and refined. Each supplementary material is freely accessible and may be used and distributed by others due to the Digital Peer Publishing Licence (DPPL - see: <http://www.dipp-nrw.de>).

The constitution of *Brains, Minds & Media* was funded by the Federal Ministry of Innovation, Science, Research, and Technology of North-Rhine-Westphalia, Germany, and the Bielefeld University.