

Portland State University

From the Selected Works of Mary Ellen Kenreich

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Report on Publishing 2.0: How the Internet Changes Publications in Society, by Kent Anderson

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Available at: https://works.bepress.com/maryellen_kenreich/2/

medical journal was established as a professional correspondence instrument. While medicine continued to evolve, the journal hadn't changed much, until recently. Traditionally, the journal consisted of a combination of text and line art to be read under reflected light. Now the journal has taken a more abstract form, including videos, online forums and other ways of communicating. Traditionally producers controlled the flow of information and readers simply consumed the product. With the advent of Web 2.0, consumers have access to the same publishing tools as the producers.

Television shows could create groups with a shared experience, but without the internet, could not support conversations. The Internet creates both groups and conversation. Web 2.0 brings people together online and has implications for the evolution of publishing. As people become accustomed to forming groups and conversations online, they will expect the same experience from scholarly information.

Information and access have the potential to replace the scarcity economy. When there is no scarcity, you replace hierarchy with heterarchy. Anderson talked about the term "apomediation" and how a scarce economy requires "intermediaries." In an abundant economy we need guides, or apomediaries. Anderson asked, "What is an apomediary? If you have written an Amazon review, you are an apomediary." As an apomediary, you are a source of information or opinion. The web allows your information/opinion to get directly to the people who want it.

Publishing 2.0: How the Internet Changes Publications in Society

Kent Anderson, CEO/Publisher of Journal of Bone and Joint Surgery

Reported by Mary Ellen Kenreich

Anderson began this informative, thought provoking and entertaining session by talking about how medicine has evolved. To illustrate the primitive beginnings of medical practice, Anderson shared a story of a common treatment for influenza in 1837, application of leeches to the patient's chest. Around the same time the

Anderson used the following five movies as metaphors to describe what is shaping the future of Publishing 2.0. *Look Who's Talking* points out how producer and consumer roles in the information chain are equalizing. Users have just as much to say producers. *Reservoir* *Blogs* reminds us to rethink our biases against blogs. Since the mainstream media cannot always report everything we find interesting we need blogs to broaden our access to information. *Toy Story* illustrates that we are in the age of toys, devices, and various media tools. For the first time in history, consumers

own the infrastructure. *The Matrix* highlights the emergence of the real-time web and publishers must be there. *Transformers* reflects the change in media from sources of information to sites of coordination. Our audiences expect digital, immediate information, and mobile connectivity. We need to follow our customers and ask if we are where they are daily.

There were several interesting questions from the floor. When asked about the future of the book, Anderson commented that he supports serialization of fiction. He said he likes e-book readers, and that there are environmental incentives to stop reading books made of paper. He was asked how long before *New England Journal of Medicine* and *Journal of Bone and Joint Surgery* will be solely online. Anderson replied that print drives awareness, but most journals will be online in the near future. He says the “article container” (the PDF) and the layout process is useful. But he also said the periodical release of print would change. When asked how he establishes pricing, Anderson answered, “What the market will bear,” and added that pricing is full of compromises. It is a fact of economic life that you treat your best customers the worst, and your loyal customers don’t object. Someone asked if we are headed toward an epidemic of Attention Deficit Disorder. Anderson referred to an article written in 1867 that complained about the overload of information and said we need good products and filters to control information.