

# Cites & Insights

Crawford at Large

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## Intersections

### Gray Portraits

If you're seeking importance, you may have come to the wrong place. This piece is a series of brief portraits of the most prolific gray OA publishers and "publishers," where "prolific" is measured by number of journals, not number of articles. Publishers are discussed in descending order by number of journals.

### Key Numbers

Of the many gray OA publishers, 138 show at least 20 journals. Those 138 entities account for 14,688 journals (78% of the gray OA universe) and published 101,848 articles in 2017 (projected) (34% of the total); 104,841 in 2016 (35%); 95,364 in 2015 (34%); and 81,406 in 2014 (35%). Of that group, 29 entities list 100 or more journals each, accounting for 10,144 journals in all (54% of the universe) that published 33,998 projected articles in 2017 (11% of the total); 39,675 in 2016 (13%); 37,199 in 2015 (13%); and 34,099 in 2014 (14%). I'm looking at the top 29.

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A key number to consider in these little discussions is APJ: Articles per Journal in the most recent year considered. As a basis for comparison:

- APJ for GOAJ2 (DOAJ-listed journals) in 2016: 58.19
- APJ for gray OA in 2017: 15.76
- APJ for gray OA publishers with 20+ journals: 6.93
- APJ for gray OA publishers with 100+ journals: 3.35

I will suggest that any publisher with an APJ of less than 1.0 (that is, an average of less than one article per journal per year) is really a “publisher”—and that number could reasonably be much higher, with 5.0 as a plausible cutoff for *active* publishers.

## OMICS, IOSRD and the Dozen Clones

Do the fourteen most prolific gray OA publishers represent fourteen separate entities or three? The more I look these—the only publishers with more than 310 journals and “journals”—the more I suspect that the answer is three. Except for OMICS and the International Organization of Scientific Research and Development (which has malware issues and may not be OA), these all use essentially the same template for publisher and journal home pages. Some claim to be American, Canadian, European or British; the language quality of the templates argues strongly that this is not the case.

The dozen clones or template publishers account for a total of 6,722 “journals” and a total of 38 articles in 2017 (that is, 19 in the first half), with 64 in 2016, 103 in 2015 and 180 in 2014. Eliminating them reduces total “journal” count by more than one-third while reducing article count for 2017 by just over 0.01%—that is, one in ten thousand.

Once you remove repetitive prefixes (“X Journal of”) and normalize “&” and “and,” there are 1,869 different titles among the 6,722 “journals”—but that includes “Air, Soil & Water Pollution” and “Air, Water & Soil Pollution” as different titles; “Life Science” and “Life Sciences” as different; 81 titles starting “Agricultural” or “Agriculture”; and so on.

### *Adyan Academic Press*

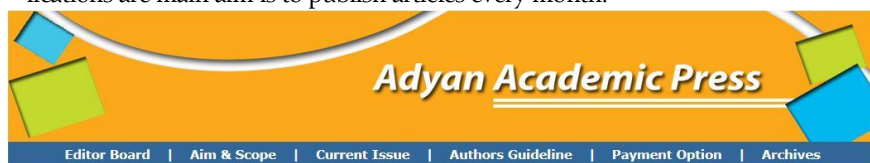
Journals: 1,214. Articles: one in 2015. APJ: 0.00 for 2017, 0.001 for 2015.

Here’s the full description from the home page:

Adyanacademicpress Publications USA based publications. Adyanacademicpress are covering all kinds of subjects such as a General Science, Engineering Science, Science & Technology, Environment & Earth Science, Computer & Information Science, Commerce & Banking, Business & Management, Agricultural Science & Engineering, Medical Science & Public Health, Energy & Power, Arts & Social Science, and etc.

Adyanacademicpress Publication is an open access publication. Adyanacademicpress is inviting you submit your valuable research work to your desire journal.

Adyanacademicpress Publications are main aim is to publish e-books, book chapters, full length research articles, review articles, case study, short communication, research note, thesis papers, and etc. Adyanacademicpress Publications are main aim is to publish articles every month.



Universal Open Accounting & Marketing Journal

ISSN: Pending

Frequency: 12 Issues per Year

Call for papers



“USA”? Implausible, given that language. Based on the home page design for journals, this would appear to be one arm of a multitentacled “publisher” except for one thing: while most such “publishers” have 460 to 680 “journals,” Adyan has more than 1,200. See typical home page above.

As with most other template “publishers”: when a journal gets an article, a templated paragraph is added to the home page, e.g.

Universal Open Infectious Diseases Journal is an open access Journal. Our main aim is to publish journal monthly basis and Universal Open Infectious Diseases Journal is covering full length research articles, review articles, case study, short communication, and etc. Our journal covers all the fields of Infectious Diseases research related topics. We are inviting you to submit your valuable unpublished research papers and papers will publish without any delay. There will be no page limit.

As with most template “publishers,” APCs are fixed and usually country-based, in this case ranging from \$80 to \$300.

How do you get 1,214 journals? You have an Accounting journal, but also Accounting and Auditing; Accounting and Finance; Accounting and Information Systems; Accounting and Management; and Accounting, Auditing and Taxation journals. You have 41 “Agricultural” journals. And, of course, you have journals as specific as “Yeast” and “Yam and Plantain Research.”

I give more space to Adyan because it’s the biggest template “publisher” (or the smallest, based on article count) and because it’s so typical of the group, the rest of which differ mostly in the banner and whether the

endless journal lists are arranged by subject or alphabetically; Adyan's list is alphabetic.

### *British Open Research Publications*

Journals: 681. Articles: two in 2017 (projected), five each in 2016 and 2015. APJ: 0.01 for peak years.

The main text on the home page is shorter, but has a familiar ring:

British Open Research Publications is open access publication. Our main aim is to publish journal monthly basis. Our publication is covering full length research articles, review articles, case study, short communication, thesis papers, e-books, book chapters, and etc. Our publication is covering all the fields of Sciences, Engineering, Arts and Commerce research related topics. We are inviting you to submit your valuable research papers in our publication and papers will publish without any delay. There will be no page limit.

As to the individual journal home pages...well, see for yourself. Once again, if a journal has an article, it gets a paragraph...one that is *word-for-word identical* to the Adyan paragraph, with only the journal name or subject name changing. If this isn't the same "publisher," it's a good copy.



British Open Journal of Accounting

E-ISSN: Pending

Frequency: 12 Issues per year



If you remove the standing prefix from these journals and both the standing prefix and the final "Journal" from Adyan journal names, and normalize " and " to "& " the two lists of journal titles include 416 duplicates—that is, roughly two-thirds of the British Open titles are also Adyan titles. I actually expected an even higher rate. But see a bit later...

## OMICS International

Journals: 618. Articles: 13,624 (2017 projected); 18,475 (2016); 13,923 (2015); 10,524 (2014). APJ: 29.9 peak, 22.0 for 2017.

Definitely not a “publisher”; although those APJs would be low for gold OA/DOAJ journals, they’re high for gray OA. (Note that more than one imprint appears under this heading.)

I find OMICS journal home pages offputting because they seem to stress the publisher and its many conferences over the journal itself. What’s shown above is roughly one-sixth of a home page.

A description of the journal’s topic does appear below the fold.

The screenshot shows the homepage of 'Rice Research: Open Access'. At the top is a navigation bar with links: Home, Publications, Conferences, Register, Contact. Below this is a header section with the journal's logo (a circular emblem with a hand holding a plant), the title 'Rice Research: Open Access', and an ISSN: 2375-4338. A search bar is located on the right. A secondary navigation bar contains links: Home, Editorial Panel, Instructions for Authors, Submit Manuscript, Articles in press, Current Issue, Past Issues, Special Issues, Metrics, Contact. The main content area is divided into several sections. On the left, there's a 'Publication Policies and Ethics' section with links for Author Role, Editor Role, Reviewer Role, and Publisher Role, and a 'Useful Links' section with links for Aims and Scope, Article Processing Charges, Advertise With Us, and Benefits of Publishing. In the center, there's an 'Editorial Board' section featuring three members: Editor-in-Chief Korkmaz Belitürk (Namik Kemal University, Turkey), Editor-in-Chief Motonori Tomita (Shizuoka University, Japan), and Editor-in-Chief Nidhi Rawat (University of Florida, U.S.A.). On the right, there's a 'Recommended Conferences' section listing the '19th International Conference on Food Processing & Technology' (October 23-25, 2017, Paris, France). Above the editorial board, there's a banner for 'Open Access Journals gaining more Readers and Citations' stating '700 Journals and 15,000,000 Readers Each Journal is getting 25,000+ Readers' and 'This Readership is 10 times more when compared to other Subscription Journals (Source: Google Analytics)'. Another banner on the left states 'OMICS International organises 3000+ Global Conferences series Events every year across USA, Europe & Asia with support from 1000 more scientific Societies and Publishes 700+ Open Access Journals which contains over 50000 eminent personalities, reputed scientists as editorial board members.'

## European Union Research Publishing

Journals: 540. Articles: 2 (2017 projected), 3 (2016), 11 (2015). None in 2014. APJ: 0.02 peak, 0.003 2017.

The home page text? Look at British Open Research Publications, change the “publisher” name, and in the third sentence change “Our publication” to the publisher name. That’s it. A whole new “publisher”!

Journal home pages are ever so slightly different, as you can see. The paragraph added to a journal’s home page if when it gets a paper is *precisely* the same as for two other “publishers” except for the journal/topic names. Title overlap with British Open is smaller than I’d guessed, at 163; overlap with Adyan is 173.

While British Open sorts journals alphabetically (ignoring the publisher prefix), European Union groups journals into subject areas.



### *Eurasian Research Publishing*

Journals: 531. Articles: two in 2015, one in 2014, none since. APJ: 0.004 peak. *Slightly* different home-page text:

Our publication team is exclusively inviting you to submit your research work at Eurasian Research Publishing database which can be found at [www.erepub.com](http://www.erepub.com).

We are an open access publication and our main aim is to publish content frequently on a monthly basis without any delay. Eurasian Research Publishing covers full length research articles, review articles, case study, short communication, thesis papers, e-Books, book chapters, and etc.

Our publication covers all types of research fields including: Sciences, Engineering, Arts, Business and Commerce related topics.

Journals grouped by subject. The difference in journal home pages: “Call for papers” appears above the OA logo (on others so far it’s below). When it appears, the journal-description paragraph is essentially identical to the other “publishers.”

When publisher prefixes and suffixes are removed and “and” is normalized to “&,” *all but seven* of the journal titles for this “publisher” are also in the European Union list: 524 duplicates.



Eurasian Accounting Research Journal

Frequency: 12 Issues/ Year

ISSN: Pending

Call for papers



### North American Research Publishing

Journals: 527. Articles: six (2017 projected), four (2016), one (2015), five (2014). APJ: peak 0.01.

The home page text is a little different—and, oddly, where the “British” version *sometimes* uses the American singular for the publishing house, the “North American” version uses the British plural form, as in the first sentence below:

North American Research Publishing are covering all kinds of subjects such as a General Science, Engineering Science, Science & Technology, Environmental Science, Computer & Information Science, Business & Finance, Agricultural Science, Engineering Science, Medical Science, Energy & Power Engineering, Arts & Social Science, and etc.

We are accepting research articles, review articles, case report, case study, editorial note, short communication, and etc.

North American Research Publishing is an open access publications. North American Research Publishing are inviting you submit your valuable research work in your desire journal.

North American Research Publishing accepting also e-books, book chapter, thesis papers, and etc. North American Research Publishing main aim is to publish articles every month.

Did I note that most of these home pages have neither white space nor indents for new paragraphs? Journals are grouped by subject.



Frequency: 12 Issues per Year

This home page doesn't even have a call for papers. When there's a paper you get this shortened and even less grammatical paragraph:

North American Open Educational Research Journal is open access Journal. We aim to publish journal monthly basis and North American Open Educational Research Journal is covering full length research article, review article, case study, short communication and etc. Our journal covers all the fields of Educational Research research related topics. We are inviting you to submit your valuable unpublished research paper and paper will publish without delay. There is no page limitation.

What's the overlap with normalized titles? 507 of 527 compared with European Union—but the 20 “non-duplicates” include, for example, “Solid State Science” and “Solid-State Science” being different.

### *Academic Knowledge and Research Publishing*

Journals: 519. Articles: three each 2016-2015, two 2014, none 2017. APJ: 0.01 peak.

Academic Knowledge and Research Publishing is covered all kinds of subjects / topics such as a General Science, Engineering Science, Science and Technology, Environment and Earth Science, Computer Science, Business and Management, Agricultural Science, Medical Science and Public Health, Energy and Power, Arts, Commerce, and etc. Academic Knowledge and Research Publishing is an open access publisher and we are inviting you submit your valuable research work to your desire journal. Academic Knowledge and Research Publishing are main aim is to publish full length research articles, review articles,



case story, short communication, thesis papers, e-books, book chapters, and etc. Academic Knowledge and Research Publishing are main aim is to publish articles every month. Academic Knowledge and Research Publishing serve standard quality publications for all authors and the readers. All the readers can copy or download articles from [www.akrpub.com](http://www.akrpub.com) absolutely free.



Frequency: 12 Issues / Year

ISSN (Online): Pending



One paragraph and a few minor wording changes—and “are” and “is” used interchangeably for the publisher. Subject groupings. Journal home page: No call for papers. Slightly different paragraph on the rare occasion of a published paper:

Academic Open Business & Management Research Journal is an open access Journal. Our main aim is to publish journal monthly basis and Academic Open Business & Management Research Journal is covering full length research articles, review articles, case study, short communication, and etc. Our journal covers all the fields of Business & Management research related topics. We are inviting you to submit your valuable unpublished research papers and papers will publish without any delay. There will be no page limit.

I must admit that, at this point, I’m bemused that so many “publishers” consider their *main aim* to be publishing monthly rather than publishing worthwhile papers. They all utterly fail at their main aim, to be sure.

Overlap with European Union: 511 duplicates.

### *American Research Publications*

Journals: 496. Articles: four (2017 projected), nine (2016), 22 (2015), 51 (2014). APJ: 0.10 peak, 0.01 2017.

Go back to Adyan’s home page text: it’s *precisely* the same except the “publisher” name, including the improbable “USA based.” Journals with articles have *precisely* the same text as North American except for “publisher” name. All the creativity goes into the classy banner.



US Open Accounting Journal



E-ISSN: Pending

Frequency: 12 Issues / Year

Only 397-journal overlap with European Union, so there's some originality in journal titles—at least 99 of them. Note that American Research Journals is an *entirely* different publisher.

### *Academic and Scientific Publishing*

Journals: 477. Articles: 14 (2017 projected), six (2016), ten (2015), 24 (2014). APJ: 0.05 peak, 0.03 2017.

Apparently some editorial work at least on the first part of the “publisher’s” home page text, although it’s still somewhat of a mess:

Academic and Scientific Publishing is covering all kinds of subjects / topics such as a General Science, Engineering Science, Science and Technology, Environment and Earth Science, Computer Science, Business and Management, Agricultural Science, Medical Science and Public Health, Energy and Power, Arts, and etc. Academic and Scientific Publishing is an open access publisher and we are inviting you to submit your valuable research work in your preferred journal. Academic and Scientific Publishing are main aim is to publish an e-book, full-length research articles, review articles, case story, short communication, thesis papers, and etc. Academic and Scientific Publishing main aim is to publish articles every month. Academic and Scientific Publishing serve standard quality publication for all authors and the readers. All authors and the readers can copy or download articles from [www.acascpub.com](http://www.acascpub.com) absolutely free.

At the journal level, the biggest differences are a non-artistic banner and that the Journal Paragraph is added even on the empty journals (i.e., most of them). It’s a somewhat different paragraph. Also, journal names *don’t* follow one pattern with two or three exceptions. We get “American Journal of” (24), “American Open Journal of” (9), “Global Journal of” (ten, and one “Global Open Journal of”), “International Journal of” (239), “International Open Journal of” (87), and several other combinations.

International Open Journal of Accounting

ISSN: (ONLINE) TBD

Frequency: 12 Issues per Year



International Open Journal of Accounting (IOJA) is peer reviewed, online an open journal. It serves as an International Open Journal of Accounting (IOJA) forum of scholarly / researcher / academician research related to Accounting research. International Open Journal of Accounting (IOJA) covers all the fields of Accounting research related. There is no limit and covered full length research article, short communication, review paper, case study, and etc. International Open Journal of Accounting (IOJA) are inviting you to submit your paper and paper will publish without delay. International Open Journal of Accounting (IOJA) journal content will review by most prominent experts in the respective field.

Overlap with European Union: 297 titles, so quite a few new or modified journal titles.

### *Asian and American Research Publishing Group*

Journals: 472. Articles: six in 2015, five in 2014, none since. APJ: 0.01 peak.

Back to the usual. It's the Academic Knowledge... paragraph, but with Commerce omitted from the subject list and the extraneous "are" omitted before the two "main aim" statements (but not replaced with "s", which would yield semi-grammatical English). Journals arranged alphabetically. The journal-with-article paragraph is the North American... version.

There seem to be only about 150 duplicates compared to either European Union or Eurasian. Of course, this includes "Horticultural" and "Horticulture" being different topics, ditto "Lake & River" and "Lakes & Rivers," but never mind...



### Canadian Research Publication

Journals: 466. Articles: eight (2017 projected), 27 (2016), 31 (2015), 37 (2014). APJ: 0.08 peak, 0.02 2017.

The clones just keep coming. Slightly different homepage text:

Canadian Research Publication is an open access publications. Our main aim is to publish journal monthly basis and Canadian Research Publication is covering full length research articles, review articles, short communication, case story, thesis papers, editorial note, special issues, research note, books and chapters, e-books, and etc. Our publication covers all the fields of General Science, Engineering Science, Science and Technology, Environment and Earth, Computer Science, Business and Management, Agricultural Science, Medical Science and Public Health, Energy and Power, Arts, and etc. We are inviting you submit your valuable unpublished research papers in our publications and papers will



E-ISSN: TBD

Frequency: 12 Issues per year



publish without any delay. Canadian Research Publication serves standard quality publication for all authors and the readers. The readers can copy or download articles from [www.crpublish.com](http://www.crpublish.com) absolutely free.

Journals arranged by subject. Same homepage text as North American... when there's at least one article. Overlap with European Union: 392 journals.

### Science and Technology Publishing


Journals: 421. Articles: Two (2017 projected), five (2016 and 2015), 39 (2014). APJ: 0.09 peak, 0.004 2017.

Something different? No such luck. Claimed New York address.

Science and Technology Publishing is covering all kinds of subjects such as a General Science, Engineering Science, Science and Technology, Environment and Earth, Computer Science, Business and Management, Agricultural Science, Medical Science and Public Health, Energy and Power, Arts. Science and Technology Publishing is inviting you to submit your work to your desired subject wise journal. Science and technology publishing frequency is every month and the main aim is to publish research work, review articles, case study, short communication, and etc. All journals and books are absolutely free for the readers and the readers can copy, download from [www.scitecpublish.com](http://www.scitecpublish.com).

That's much cleaner and more grammatical than most template "publishers." Journals are divided by subject. Another case where the journal paragraph appears for every journal, including all the empty ones:

Advanced Open Human Geography Research (AOHGR) is peer reviewed, online as an Advanced Open Human Geography Research (AOHGR) forum of scholarly/researcher/academician research related to Human Geography research. Advanced Open Human Geography Research (AOHGR) is covers all the fields of Human Geography research related. There is no limit in this journal and covered full length research



## Science and Technology Publishing

Knowledge is Power

Editorial Board | Aim and Scope | Current Issues | Authors Guideline | Reviewer Board | Previous Issues | Publication Fee

Advanced Open Human Geography Research

e-ISSN: TBD

Frequency: 12 Issues per Year

OPEN ACCESS

article, short communication, review paper, case study, and etc. Advanced Open Human Geography Research (AOHGR) is inviting you to submit your valuable research paper and paper will publish without delay. Advanced Open Human Geography Research (AOHGR) journal content will review by most prominent experts in the respective field.

That's *nearly* identical to Academic and Science, and odd enough to undermine the New York claim.

And, like Academic and Science, the banner includes a motto.

Lots of different prefixes; no single pattern. Normalizing, there appear to be around 329 title cores duplicated from other template publishers.

*International Organization of Scientific Research and Development*  
Journals: 391. Articles: 94 (projected 2017), 42 (2016), 11 (2015), four (2014). APJ: 0.24

This is a different operation—and, unfortunately, on attempting to visit the publisher's homepage, Malwarebytes gave me several notices of blocked malware attempts, even after I'd closed the page: there's something seriously wrong with the parent page.

The publisher is openly Indian, with APCs that are lower than the clone publishers (\$129 for up to six pages, \$29 each additional pages, with different India and Europe charges)—but a strong conference-heavy approach and mostly empty journals.

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## Global Journal of Aerospace Engineering

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**Publisher:** International Organization of Scientific Research and Development (IOSRD)

**Indexing:** Google Scholar, Doi, Crossref, URN etc.

**Publication Date and Frequency:** Four issues per year.

**Copyright policy:** Each manuscript must be accompanied by a statement that it has been neither published nor submitted for publication, in whole or in part, either in a serial, professional journal or as a part in a book which is formally published and made available to the public. For the mutual benefit and protection of authors and publishers, it is necessary that authors provide formal written consent to publish and transfer of [copyright form](#) before publication of the work.

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**Author benefits:** The benefit of publishing in International Journal includes.

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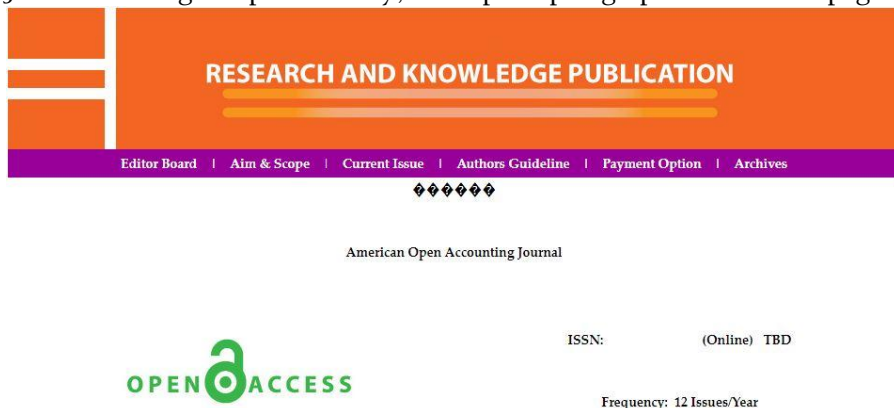
**Publication Cost:** Authors of accepted manuscripts are requested to arrange publication charges of their manuscripts, which

While I was able to open at least one full article in the first round of this study, I now seem to be getting empty pages for “PDF” and “HTML”—and journal pages mention subscriptions but are silent about OA. It’s possible that IOSRD is no longer an OA publisher (or never was). In any case, it mostly has a fleet of empty “journals.”

### *Research and Knowledge Publication*

Journals: 378. Articles: two in 2016, six in 2015, 16 in 2014. APJ: 0.04 peak. No articles in first half of 2017.

I thought we might be done with the clones—but no such luck. The publisher home page text essentially replicates the North American... text (including an inability to decide between “is” and “are” and “desire journal”) but omits the second paragraph and changes one or two words. Otherwise, same old same old including an unlikely “American” claim. Journals arranged alphabetically; descriptive paragraph on all home pages.



Tiny differences in journal home-page wording, oddly enough making it even less grammatical (“is aim to published journal monthly basis”)—and I notice that, as with several of the other clones, the descriptive text doesn’t actually mention peer review. Only 118 duplicates with European Union or North American..., which is mildly surprising.

## The Rest

Most of these are more distinctive.

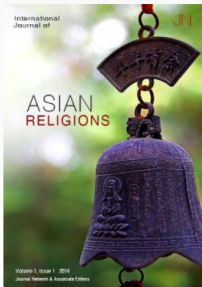
### *Journal Network*

Journals: 310. Articles: Seven (2015), 15 (2014), none since. APJ: 0.05 peak.

A polished publisher home page with lots of photos (for subject-arranged journals) and a crisp, grammatical intro:

Journal Network connects authors to reviewers by managing over 325 open-access scholarly publications.





## International Journal of Asian Religions

### Aim & Scope

The International Journal of Asian Religions is a peer-reviewed, open access journal that publishes original research articles, review articles, essays, and historical perspectives related to the religions and spirituality of the east Asian continent. Subjects within the scope include Hinduism, Buddhism, Jainism, Sikhism, Shintoism, Taoism, and other observances.

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1 Publications  
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0 Followers

### Info

ISSN/EISSN: Pending  
Publisher: Journal Network  
Country: United States of America  
Language: All  
Start Year: 2014  
Publication Fee: 145.00 [Details](#)

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We are still seeking Associate Editors.

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Volume 1, Issue 1

### Technical Report

**Bright and Dark Spirit Signal Conversion Management using Four Mindfulness Foundation**

Preesha Yupaipin, PhD

International Journal of Asian Religions, 1:1 (30 January 2015)

A “Learn More” link leads to an extensive discussion of what the publisher’s intention is, and says it’s headquartered in New York and Silicon Valley. Journal homepages are clear and crisp.

It’s also an interesting set of journal titles, e.g. International Dramatic and Performing Arts Journal; International Journal of Agnosticism; International Journal of Bahá’i Faith. Unfortunately, it seems to be dormant and never amounted to much, with only 17 journals showing any articles.

## Science Publishing Group

Journals: 282. Articles: 4,530 (2017 projected); 3,309 (2016); 3,509 (2015); 2,362 (2014). APJ: 16.06.

Unfortunately, this seems to be an iffy publisher: as was putting together this article, neither the publishers nor its journals were reachable. This does not inspire confidence. The next day, they were available, albeit slowly. Claims New York address, uses “American” in many of the journal names. Clean design, grammatical text, but there appear to be server issues.



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## American Journal of Modern Physics

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Vol. 6, Issue 6, November 2017

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ISSN Online: 2326-8891

Frequency: Bimonthly

Recommend to Library

<http://www.sciencepublishinggroup.com/ajmp>

### Latest Articles

### About This Journal

#### Synthesis, Structural, Electrical and Thermal Properties of $\text{SrFeO}_3$ Ceramic

Falguti Bhadala, Vikash Kumar Jha, Lokesh Suthar, Maheshwar Roy  
Pages: 132-139 Published Online: Sep. 25, 2017  
PDF (632KB)

#### The General Equation of Motion in a Gravitational Field Based Upon the Golden Metric Tensor

Nura Yakubu, Samuel Xede Kofi Horvusu, Nuhu Ibrahim, Ado Musa, Abbas Babalola

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## Scientific Research Publishing (SCIRP)

Journals: 246. Articles: 8,070 (2017 projected); 9,461 (2016); 10,028 (2015); 11,205 (2014). APJ: 45.55 (peak), 32.8 (2017).

SCIRP's home page and journal pages are well-written, clear and seem to be fairly transparent. The publisher explicitly says *why* it's registered in Delaware and operates in China. Midrange (and clearly stated) APCs. The top portion of a journal home page follows.

The screenshot displays the SCIRP website interface. At the top, there is a navigation bar with the SCIRP logo, 'OPEN ACCESS' text, a dropdown menu for 'Journal', and a search bar. Below this is a secondary navigation bar with links: Home, Articles, Journals, Conferences, Books, News, About, and Submit. The main content area features a sidebar on the left with a 'Home > Journals > Social Sciences & Humanities > AASoci' breadcrumb trail. The central part of the page is dedicated to the 'Advances in Applied Sociology' journal, showing its cover image, ISSN information (Print: 2165-4328, Online: 2165-4336), website URL, and email address. A 'Paper Submission' button is prominently displayed. Below this, there is a search bar and social media icons. The right sidebar contains 'AASoci Journal Stats' with a table of metrics: Articles (206), Citations (419), h5-index (8), IF (0.60), Downloads (607,883), and Views (903,630). Further down, there are links for 'Open Special Issues', 'Published Special Issues', and 'Special Issues Guideline'. At the bottom, there are links for 'AASoci Subscription' and 'E-Mail Alert'.

Metric	Value
Articles	206
Citations	419
h5-index	8
IF	0.60
Downloads	607,883
Views	903,630

## Austin Publishing Group

Journals: 193. Articles: 802 (2017 projected), 1,447 (2016), 1,572 (2015), 1,404 (2014). APJ: 8.15 peak, 4.15 2017.

This one—with mostly but not entirely medical journals and a high APC for gray OA (\$1,800)—is a puzzlement. It claims to be in Jersey City, NJ, but the typical descriptive text is—while not as awful as the clones—not really well-edited American English either. Consider:

**Austin Publishing Group** is an emerging open access publisher specialising in Science, Technology and Medicine is dedicated to serve the biomedical community through its initiatives. **Austin Publishing Group** is an academic publisher with 100+ peer reviewed open access journals in various subjects such as biomedical, Pharma, Life Sciences, Environmental, Engineering and Management. **Austin Publishing Group** publishes Open Access eBooks providing free access to vast scientific literature. Austin Publishing Group's mission to facilitate free access to scientific data through an Open Access platform is greatly supported by invaluable contributions from the strong editorial and advisory boards. **Austin Publishing Group** is moving ahead with a vision

to develop an optimized knowledge sharing platform and an enlightening interactive network for researchers all over the world through its scientific publications and meetings.

Austin Publishing Group's mission to facilitate immediate access to scientific data through an Open Access platform is greatly supported by invaluable contributions from the strong editorial and advisory boards.

**Austin Publishing Group** is moving ahead with a vision to develop an optimized knowledge sharing platform and an enlightening interactive network for researchers all over the world through its scientific publications and meetings.

The second “is” in the first sentence, and the repetition of the last portion of the first paragraph as the second and third paragraph are signs of (at best) sloppy editing. And this, from a journal home page:

Austin Journal of Nutrition & Metabolism is an international scholarly peer reviewed Open Access journal, aims to promote the research in the field of Nutrition and Metabolism.

Austin Journal of Nutrition & Metabolism is a comprehensive Open Access peer reviewed scientific Journal that covers multidisciplinary fields. We provide limitless access towards accessing our literature hub with colossal range of articles. The journal aims to publish high quality varied article types such as Research, Review, Case Reports, Short Communications, Perspectives (Editorials), Clinical Images.

There's more than one journal home page design. Here's part of one:

The screenshot shows the homepage of the Austin Journal of HIV/AIDS Research. At the top, there is a banner with the journal's title and ISSN 2380-0755. Below this is a navigation bar with links: Home, Aims and Scope, Current Issue, Online First, All Issues, Editorial Board, Instructions for Authors, Special Issues, and Submit a Manuscript. The main content area is divided into two columns. The left column features a featured article titled "Pulmonary Kaposi Sarcoma: A Case Report and Review of the Literature" with a thumbnail image of a chest X-ray. The right column features another article titled "Anti-Retroviral Drugs for HIV: Old and New" with a thumbnail image of a diagram showing the HIV virus and its interaction with a cell. Below these articles are sections for "About Journal" and "Manuscript Submission". The "About Journal" section states that the journal is an open access, peer reviewed, scholarly journal dedicated to publishing articles in all areas of research in HIV/AIDS. The "Manuscript Submission" section provides links for submitting a manuscript and author guidelines.

## World Academic Research Journals (WARJ)

Journals: 149. Articles: 20 (2017 projected), 37 (2016), 25 (2015), 10 (2014). APJ: 0.25 peak, 0.13 2017.

This Nigerian “publisher” has three agriculture/food journals with three or four articles each in the first half of 2017, a dozen others with *some* articles (only six as recent as 2016), plus 91 empty journals and 43 “journals” that are no longer there at all. Every title begins with “World Academic” followed by “Journal” or “Research.” For that matter, when going to currently-active journals to look at language and page design, the first of the three yields “Page not found”—but some others are still there.

APCs are moderate (\$500), and most of the text I saw was clear and *mostly* properly edited, e.g.:

**World Academic Research Journals (WARJ)** is a publisher of original, scholarly research articles and books of academics, in an open access journals covering a wide range of academic disciplines.

Our mission is to create a platform for researchers, academics and scientists from developing and developed nations to discuss and exchange, scholarly innovative ideas and make their works, as easy as possible, visible and accessible to a wide range of audience around the world without financial and legal restriction.

Other than a stray “an” and a couple of stray commas, this is fine.

Journal home page text includes a terse and well-written paragraph followed by a slightly modified version of the second paragraph from the publisher home page (“The aim of this journal” instead of “Our mission”).

**World Academic Journal of Food Science, Human Nutrition and Dietetics (WAJFSHND)** is a peer-reviewed, open access journal that publishes original research articles and review articles in all areas

of Food Science, Human Nutrition and Dietetics and its related field of studies.

Note: the blue-background text in the screenshot is from my selecting the text to copy. It's not part of the page design.

### *APST Publication*

There's a home page for this Indian "publisher" and paragraphs with cover shots for 146 journals—but all the links are 404s. No articles, no journal home pages. Oh, and the "Archive" link requires a login. Nothing here.

### *JSciMed Central*

Journals: 145. Articles: 1,066 (2017 projected), 1,299 2016, 945 2015, 983 2014. APJ: 8.96 peak, 7.35 2017.

Mostly (but not entirely) medical, supposedly based in Henderson, NV and San Diego, and reasonably clean design—with one *huge* problem that pretty much rules out further discussion: the "Article Processing Charge" link on journal pages yields...the journal home page. No stated APC; that's a flat-out failure in my book.

### *International Scholars Journals*

Journals: 137. Articles: 432 (2017 projected), 621 (2016), 1,002 (2015), 807 (2014). APJ: 7.31 peak, 3.15 2017.

IS International Scholars Journals  
...the monthly, Open Access Publisher.

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African Journal of Agricultural Economics and Rural Development

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Open Access

Aims & Scope

Abstracting and Indexing

Subscription Information

List of Other Journals

International Journal of Law and Legal Studies

Advances in Agriculture and Agricultural Sciences

Advances in Aquaculture and Fisheries Management

Advances in Food Science and Technology

African Journal of Agricultural Education

African Journal of Agricultural

Recent Articles Most Viewed Articles Most Forwarded Articles

Determinants of demand for none agricultural rural employment (NARE) in Uganda: The case of the influx of motor cyclists (bodaboda) in Ntungamo District

Theory and practice: Changing faces of rural development policy in Ghana from 1957-2007

This one's a little odd. Two addresses are given: "2238 pacific street apt 1F, Brooklyn, NY 11233, USA"—with capitalization exactly as shown—and "Plot 2438, Mahmud Ribadu Street, Asokoro, Abuja, Nigeria." I labeled the country as Nigeria last time around, and I think that's appropriate given that 48 of the journals are titled "African Journal of..." and this "Our Mission" statement on the colorful, well-organized publisher home page:

To provide authors from the developing world an easy way to publish and promote their works and to provide readers with access to the best research articles, organized and archived for easy accessibility

The clear Article Processing Charges page says that the flat charge "varies from journal to journal" but it seems to be \$500 across the board. I did not notice any language issues; everything seems clear and transparent.

A typical journal home page appears above—clear and succinct.

### *Sciences & Engineering Research Publication*

Journals: 129. Articles: Three in 2015, ten in 2014. none since. APJ: 0.08 peak.

Oh look: it's a baby clone—another template-driven "publisher" but with a mere 129 "journals," of which 13 had one article each. The wording's essentially identical to other clones, the title prefix is "World Journal of...", journals are listed alphabetically, APCs are the typical \$80 to \$300, and there's an improbable "NY, USA" address claim.



I won't bother repeating the same-old text.

## Scientific & Academic Publishing

Journals: 127. Articles: 1,418 (2017 projected), 1,404 (2016), 1,675 (2015), 1,743 (2014). APJ: 13.72 peak, 11.17 2017.

The Contact tab says this publisher is in Rosemead, CA. There's nothing in the text that makes this implausible. Journals arranged by subject. APCs graduated by country; the journal below tops out at \$360.

The journal pages are clear and seem fairly transparent, and provide a fair amount of information—including showing readership/downloads for articles immediately.

**Scientific & Academic Publishing**

SAP is an open access publisher of journals covering a wide range of academic disciplines.

Search Title, Keywords, etc.

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**American Journal of Computational and Applied Mathematics**

American Journal of Computational and Applied Mathematics is a peer-reviewed international journal. This journal publishes significant research papers from all branches of applied mathematical and computational sciences. It publishes original

ICV 2015: 75.57 h5-index: 8, h5-median: 14  
(Based on Google Scholar Metrics(June 2017))

Editor-in-chief:  
p-ISSN: 2165-8935  
e-ISSN: 2165-8943  
Website: <http://journal.sapub.org/ajcam>

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**Observer Design for a Class of Discrete-Time Takagi-Sugeno Implicit Models Subject to Unknown Inputs**  
Abdellah Louzimi, Abdellatif El Assoudi, Jalal Soulami, El Hassane El Yaagoubi  
*American Journal of Computational and Applied Mathematics*, 2017 7(4), pp. 115-122  
10.5923/j.ajcam.20170704.03

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**On the Compounds of Hat Matrix for Six-Factor Central Composite Design with Fractional Replicates of the Factorial Portion**  
Ivundu M. P.  
*American Journal of Computational and Applied Mathematics*, 2017 7(4), pp. 95-114  
10.5923/j.ajcam.20170704.02

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**Journal Information**

- Current Issue
- Most Downloaded Articles
- FAQ
- Journal Subscription
- Article Processing Charges
- Publication Ethics and Publication Malpractice Statement
- Plagiarism Policy
- Reviewers

I should mention that these screen captures (via Windows Snipping Tool) omit horizontal white space.

## Thomson & Ryberg Publications

Journals: 127. Articles: 26 (2017 projected), 64 (2016). APJ: 0.50 peak, 0.20 2017.

The data above may be misleading. What's here: One active journal (22 articles projected for 2017, 39 in 2016); one barely active (four projected for 2017, nine in 2016), two with only 2016 articles—and 123 with



no articles at all. The publisher says it's in Hyderabad, India—the “Thomson & Ryberg” name honors two Nobel laureates.

APCs are \$350—or maybe \$250, depending on which page you're reading. The publisher says it's a “leading Open Access publisher,” which requires a fairly unusual reading for “leading.” The statement on plagiarism is so unusual that I'm quoting it:

Plagiarism is a serious issue around the world in the arena of manuscript writing. Plagiarism means “the unauthorized use or close imitation of the language and thoughts of another author and the representation of the ones own original work. This is generally noticed that, authors are simply copying scientific data and information from the other published papers, which is an awful practice in academic fraternity. Therefore I request to the all our author(s) please adopt the holistic & pragmatic approach to design the manuscript of interest. Hence Thomson & Ryberg Publications will not be responsible for further action on Plagiarism issue. The author will be solely responsible for plagiarism issue.

This seems to be saying that T&R doesn't check for plagiarism.

The screenshot shows the homepage of the International Journal of Civil Engineering and Concrete Structures. The header includes navigation links (Home, A-Z Journals, About Us), the journal's logo (a shield with 'T', 'R', 'P' and 'Thomson & Ryberg Publications'), the ISSN (2455-7714), and the 'Open Access' status. A left sidebar lists 'About this Journal' with links to About Us, Editorial Board, Current Issue, Archives, Publication Ethics, Conferences, Special Issues, and Contact Us. Below this is a section for 'Indexed and Abstracted in'. The main content area features a cover image of the journal, publication details (Published By: Thomson & Ryberg Publications, Editor-in-Chief: Dr. Tamer El Maaddawy, Ph.D., P.Eng, Frequency: Quarterly, ISSN: 2455-7714), an 'Online Submission' button, and an 'About Us' section. The 'About Us' text describes the journal as an international online journal in English published quarterly, offering a fast publication schedule with rigorous peer review. It also states the journal's aim to communicate high-quality original research work and lists its scope in various fields of civil and structural engineering.

Home A-Z Journals About Us

ISSN : 2455-7714

International Journal of Civil Engineering and Concrete Structures

Open Access

About this Journal

- About Us
- Editorial Board
- Current Issue
- Archives
- Publication Ethics
- Conferences
- Special Issues
- Contact Us

Indexed and Abstracted in

Published By : Thomson & Ryberg Publications  
Editor-in-Chief : Dr. Tamer El Maaddawy, Ph.D., P.Eng  
Frequency : Quarterly  
ISSN : 2455-7714  
Online Submission

About Us

"International Journal of Civil Engineering and Concrete Structures" (IJCECS) is an international online journal in English published Quarterly. IJCECS offers a fast publication schedule whilst maintaining rigorous peer review; the use of recommended electronic formats for article delivery expedites the process. All submitted research articles are subjected to immediate rapid screening by the editors, in consultation with the Editorial Board or others working in the field as appropriate.

It is a peer reviewed journal aiming to communicate high quality original research work, reviews, and short communications, in the fields of Civil and Structural Engineering. Articles with timely interest and newer research concepts will be given more preference.

Aim and Scope

The aim of the journal is to provide a platform for budding scientists, researchers, research scholars, academicians and Industrialists etc. to present their research findings in the field of Civil and Structural Engineering with least time loss. The scope of the journal is to publish manuscripts related to •Structural engineering •Road & Bridge engineering •Geotechnical engineering •Architecture & Urban Planning •Highway and Transportation engineering •Hydraulic engineering •Slope

The screen capture is for the most active journal.

## Science and Education

Journals: 116. Articles: 1,582 (2017 projection), 1,480 (2016), 1,849

(2015), 2,245 (2014). APJ: 19.35 peak, 13.64 2017.

Claims to be in Newark, NJ. The journal page identifies four “free journals,” which means the usual APC (up to \$360) was waived for a while. Journal pages are clear and well-organized. Most journals are moderately active. The screen capture is for the most active journal—and it’s *quite* active, with 192 projected 2017 articles and more than 200 in each previous year.

## Academic Journals

Journals: 103. Articles: 1,440 (2017 projected), 1,507 (2016), 2,156 (2015), 2,374 (2014). APJ: 23.05 peak, 13.98 2017.



This publisher tells its own story (beginning with a 2002 journal, the *African Journal of Biotechnology*) and is quite clear on its African nature, with offices in Mauritius, Nigeria and Kenya. APCs range from \$550 to \$750. Tiny lapses in English, but nothing really noteworthy.

*Standard Research Journals*

Journals: 103. Articles: none in 2017; 13 (2016), 55 (2015), 171 (2014). APJ: 1.66 peak.

Apparently a failing publisher—but in fact only 14 journals ever had articles, only eight of those ever reached five in a given year, and only one had articles in 2014, 2015 and 2016.

The publisher page is somewhat reminiscent of International Scholars Journals, with the odd slogan preceded by an ellipsis in the banner (this time “...standard in publishing,” and for whatever reason the last word breaks to a new line)—and, indeed, one of the Contact addresses is also in Abuja, Nigeria (admittedly a very large city). The others are in Vihiga, Kenya and—the only full address—in London. The language is so-so, and sometimes fairly odd, such as the intro to the FAQ:

*Every now and then, we are constantly and repeatedly being bombarded with series of questions by all manners of researchers and scholars across the scientific community. And so, we decided to compile a list of frequently asked questions with a view to easing the whole process. It is our plan to add to this list where necessary.*

“Every now and then, we are constantly and repeatedly...”?

The publisher says it’s owned by African-American scholars, but it does not seem to have any American presence.



Standard Scientific Research and Essays (SSRE) (ISSN:2310-7502)

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**Universal IMPACT FACTOR : 1.2363**

**Home of SSRE**  
The Standard Scientific Research and Essay, SSRE (ISSN:2310-7502) is owned and published by Standard Research Journals. The mission is to significantly broaden the knowledge base of its readers and in this sense, the journal shall focus on only those papers that fall within its scope.

**The Editorial Board**  
Standard Scientific Research and Essay is headed by Editors and Editorial Board Members. The Editors and Editorial Board is appointed by the Publication Committee of Standard Research Journals. Editors serve a 2 year-term and Editorial Board members also serve a 2 year-term. Board members are chosen based on the journal’s need for representation from a particular subject area in conjunction with the individual’s commitment to maintaining high journal standards as illustrated in objective and prompt reviews.  
An Editorial Office Team is also appointed by the publication committee to directly assist the

**List Of Journals**

- Standard Research Journal of Medicine and Medical Sciences (SRJMMS)
- Standard Research Journal of Medicinal Plants (SRJMP)
- Standard Research Journal of Pharmacy and Pharmacology (SRJPP)
- Standard Research Journal of Clinical Medicine (SRJCM)
- Standard Research Journal of Toxicology and Environmental Health Sciences (SRJTEHS)
- Standard Research Journal of Agricultural

The screen capture is from the most active journal, which has an APC of \$700.

## Peertechz

Journals: 100. Articles: 858 (2017 projected), 452 (2016), 336 (2015), 62 (2014). APJ: 8.58.

Most of these journals are currently active; a few appear to have been eliminated, and a few are empty.

Peertechz identifies itself as being in Hyderabad, India. The language is not flawless but generally OK, although the first question in the FAQ is “What is destined by Open Access?”

APCs are on the high side for a global South publisher, generally four digits and ranging up to \$1,849.

The screenshot shows the Peertechz website interface. At the top, there's a navigation bar with links: Back to Home, Identify Us, Journals, Practices, Special Issues, and a search icon. Below this, the main header features the Peertechz logo on the left and a large banner for the "Archives of Otolaryngology and Rhinology" journal. The banner includes the ISSN 2455-1799, DOI, and CC BY icons. A sidebar on the left contains a "Home" link and a list of menu items: About AOR, Aims and Scope, Articles, Archive, Special Issues, Guidelines for Authors, Peer-Reviewer, Guidelines, Submit Manuscript, Editorial Board, Reviewer Board, and Contact Us. The main content area is divided into sections: "Journal Information" (Volume/Issue, Review Process, Type of License, Open Access, Publisher Information), "Best Practices" (Creative Commons, Yes/Policy), and "Description". There are also "ADVERTISEMENTS" and "RESEARCH ARTICLES" sections on the right. The "ADVERTISEMENTS" section includes links to "Journal of Ancient Near Eastern...", "#1 in Self publishing", "Dr. Karen J. Fong - ENT", and "Head/Neck Cancer News". The "RESEARCH ARTICLES" section features "Antibacterial Effects of Herbal Compounds against Acinetobacter baumannii Isolated from Hospital of Tehran, Iran".

The home page (this is the most active journal) *does* eventually show articles; it's a very long page.

## Conclusions?

It's a motley crew, with a bunch of “publishers” and a few where I wonder why the journals aren't in DOAJ. How many of these are truly predatory publishers? At least one, probably two, maybe more. But they're outnumbered by the “publishers” (if there's actually more than one body involved) that litter the internet with “journal” names but have clearly not gained any significant revenue. Anyway, this was mostly for fun.

## Social Networks

# Remember Facebook?

“What an odd title. I’d swear Facebook is still around.” Well, yes, it is—but this roundup looks at the Facebook of four to seven years ago: a quick stroll through neglected corners of my Diigo. Commenting on them from a contemporary perspective may be amusing and possibly useful. (For a library-related perspective, I *could* recommend *Successful Social Networking in Public Libraries*, but while that study was relevant when it was done in fall 2011, the data is now six years out of date and mostly of historical interest.)

As usual, items are more-or-less in chronological order. As this is the second portion of a right-after-publishing-a-big-study issue, it should be regarded with appropriate seriousness. Also as usual when something’s this delayed, the number of items covered (originally 39) decreased because of linkrot, closed sites, and sites (like *Wired* and *HuffPost*) that have become essentially unusable (in *Wired*’s case, a half-screen “sign up!” overlay that won’t go away, no matter what I do, and I’m getting too damn old to put up with that crap). I also don’t include “first one’s free” sites such as *NYT* or any site that requires registration or exhibits signs of malware.

### *Why I didn’t quit Facebook...but could still be a dummy*

Kathryn Greenhill’s [June 5, 2010 post](#) at *Librarians Matter* serves as a bridge of sorts, since she links to a [post](#) I prepared semi-fisking an odd Stephen Abram post about *not* quitting Facebook (and why all librarians should be deeply knowledgeable about every internet trend)—and my post notes that I was about to publish a *Cites & Insights* with an essay on Facebook, [which I did](#). (Not linking to the Abram post because his blog activated Malwarebytes warnings.)

Meta enough for you? Backing out of the meta a little: there was a supposed “[Quit Facebook Day](#)” in May 31, 2010—that link is still active, remarkably, with an astonishing 11,511 comments, which I do *not* suggest reading—and Greenhill didn’t. Quit, that is, but there’s more to it:

I don’t use Facebook any more. I kept my account way after I found it vaguely useful because I was working in a job where I had to know how students were using it. I learned how to set up a page and create a Facebook ap. Now that I no longer need such an intimate idea of how students communicate, if I (or the library users) thought it was useful, I could set up a library presence in Facebook and communicate with users. This is probably not likely soon.

I use Facebook differently from how my neighbour, kids’ friends or other librarians might do. Understanding that there are many ways that tools are used, how these tools work generally and having enough tech skill to master them in half an hour of playing about are essential skills

for librarians, especially something so widely used as Facebook. This does not mean that I have to keep an account on a service that I no longer find useful.

That's followed by Abram-related stuff, and, well, I'll let it go at that.

### *Risk Reduction Strategies on Facebook*

danah boyd posted [this piece on November 8, 2010](#) at *apophenia*. She begins by describing what two teenagers do: one who deactivates her FB account when she's not actually on FB—thus preventing anybody else from posting to her wall or browsing her content—and one who habitually deletes messages, status updates and Likes once she's done with them in order to avoid “too much drama.” (Just reading about the second strategy is a little exhausting!)

More on that second strategy:

When I asked her why she was deleting this content, she looked at me incredulously and told me “too much drama.” Pushing further, she talked about how people were nosy and it was too easy to get into trouble for the things you wrote a while back that you couldn't even remember posting let alone remember what it was all about. It was better to keep everything clean and in the moment. If it's relevant now, it belongs on Facebook, but the old stuff is no longer relevant so it doesn't belong on Facebook. Her narrative has nothing to do with adults or with Facebook as a data retention agent. She's concerned about how her postings will get her into unexpected trouble with her peers in an environment where saying the wrong thing always results in a fight. She's trying to stay out of fights because fights mean suspensions and she's had enough of those. So for her, it's one of many avoidance strategies. The less she has out there for a jealous peer to misinterpret, the better.

This second teen was at the time sending more than 1,200 text messages a day—so never mind what I said about “exhausting.”

Interesting stuff, perhaps not broadly applicable but worth reading.

Dozens of comments, including odd ones that seem to think that using FB in a different way is somehow wrong (and others who find the strategies entirely reasonable). Naturally there are also comments that support the “never read the comments!” position. My take? These are smart teenagers, probably by now smart adults.

### *Latest Facebook Privacy Violation – It is Now Broadcasting Conversations by Publishing The Content of Recent Activity*

That's the title of [this December 13, 2010 post](#) by Bobbi L. Newman at *Librarian by Day*.

There was a time when one of your Facebook account or privacy settings allowed you to disable your “recent activity” from appearing in

the newsfeed or on your wall. That went away sometime in the latest year (with profile update 10102029309808098, I think). Facebook [completely removed the option to hide your recent activity](#) and instead what you now saw was something like “Bobbi Newman wrote on John Doe’s wall” I and [a lot of other people](#) were annoyed by this. I don’t need Facebook notifying all my friends each time I talk to one of them. Some people just learned to deal with the feed, others like me, deleted all of this activity when they get back to a computer.

Last week Facebook started rolling out its latest and greatest profile update. At first I was merely annoyed with it. Why is my job, education, current city, hometown and language front and center on my profile. Don’t my friends already know this? It really felt like another push from Facebook to be [The One Site](#). It bothered me because I know a lot of new people are using Facebook everyday, people who don’t understand Facebook’s privacy settings, agenda and policies. They aren’t looking to showcase their work they are looking to connect with friends and family, and Facebook is pushing them to use the site professionally. Something we know [will most likely not end well](#).

Newman explains succinctly why the change was a bad thing. I agree. Fortunately, as far as I can tell, it didn’t stick—and FB’s privacy provisions seem to have improved. I think.

As for that link at the end of the excerpt, it goes to a HuffPo article, and that site’s become such a morass of auto-audio, pop-over stuff and “can you find the content for the ads?” that I can’t recommend going there.

Lots o’ comments. Maybe worth reading and thinking about how FB’s working now—if you’re one of us who still care.

### *The Demise of Facebook*

Now *there’s* a prophetic headline, over “majestic”’s [January 8, 2011 post](#) at *disinfo*. “majestic” cites Douglas Rushkoff’s insight in “calling the impending doom of AOL when it’s [sic] hapless merger with Time Warner was announced” and quotes from Rushkoff’s [January 7, 2011 CNN column](#), “Facebook hype will fade.” Noting some of FB’s positive signs in late 2010, such as a big GoldmanSachs investment, Rushkoff wasn’t buying it:

[A]pppearances can be deceiving. In fact, as I read the situation, we are witnessing the beginning of the end of Facebook.

Later:

The object of the game, for any one of these ultimately temporary social networks, is to create the illusion that it is different, permanent, invincible and too big to fail. And to be sure, Facebook has gone about as far as any of them has at creating that illusion.

If you were there for Compuserve, AOL, Tripod, Friendster, Orkut, MySpace or LinkedIn, you might have believed the same thing about

any one of those social networks. Remember when those CD Roms from AOL came in the mail almost every day? The company was considered ubiquitous, invincible. Former AOL CEO Steve Case was no less a genius than Mark Zuckerberg.

There's more of the same. Rushkoff *knows* that every social network is temporary and doomed, and he knew that FB was doomed as of 2011.

This is, of course, why pundits make the big bucks.

As you might expect, most commenters agreed with Rushkoff.

### *And Now, For No Particular Reason, a Rant About Facebook*

John Scalzi [on January 19, 2011](#) at *Whatever*—and he doesn't quite say that Faebbook's doomed. Much of what he says, I like:

**A friend of mine noted recently that I seemed a little antagonistic about Facebook recently** — mostly on my Facebook account, which is some irony for you — and wanted to know what I had against it. The answer is simple enough: Facebook is what happens to the Web when you hit it with the stupid stick. It's a dumbed-down version of the functionality the Web already had, just not all in one place at one time.

Facebook has made substandard versions of everything on the Web, bundled it together and somehow found itself being lauded for it, as if AOL, Friendster and MySpace had never managed the same slightly embarrassing trick. Facebook had the advantage of not being saddled with AOL's last-gen baggage, Friendster's too-early-for-its-moment-ness, or MySpace's aggressive ugliness, and it had the largely accidental advantage of being upmarket first — it was originally limited to college students and gaining some cachet therein — before it let in the rabble. But the idea that it's doing something better, new or innovative is largely PR and faffery. Zuckerberg is in fact not a genius; he's an ambitious nerd who was in the right place at the right time, and was apparently willing to be a ruthless dick when he had to be. Now he has billions because of it. Good for him. It doesn't make me like his monstrosity any better.

There's a lot more—and, to be sure, Scalzi says that what's best for him isn't necessarily what most people want. Scalzi does most of his online work on his blog (long form) and Twitter (short form); indeed, I wasn't aware he was still on FB (he is, but doesn't post much). He appreciates that FB is just what many people need:

It's made for *normal* people, the ones who just want to stay in contact with friends and post pictures for them to see and maybe play a game or two, and have a single convenient place to do all that sort of stuff online. Facebook is the Web hit with a stupid stick, but that doesn't mean people are stupid for using it. They see Facebook as letting them do the things they want to do, and not making them jump through a bunch of hoops to do it. Again: Fine.

And after some more discussion, he comes *this* close to suggesting FB's on the road to irrelevance (which may yet be true, of course):

So what's left to me is to take comfort in the fact that eventually Facebook is likely to go the way of all companies that are stupid versions of the Web. This is not to say that Facebook will ever go away completely — its obtuse process for deleting one's account at the very least assures it will always be able to brag of its membership rolls. But you know what, I still have accounts for AOL, Friendster and MySpace. Ask me how often I use them.

156 comments—and Scalzi's commenters are a thoughtful bunch. With exceptions, of course. (No, I didn't read them all. Some are long.)

### *Reconsidering Facebook*

Hilary Davis posted this essay [on January 26, 2011](#) at *in the Library with the Lead Pipe*. It's a fairly long discussion of why librarians might or might not want to be on FB, and to my eyes it holds up pretty well six years after it was written.

Davis, who *had* left FB and returned, discusses the benefits of being a "Facebook dropout" and doesn't belittle those arguments, but spends more time on the drawbacks of being a dropout.

At the most fundamental level, the duty of librarians is to remove the barriers to information for the members of the community to which we belong. We are also responsible for staying aware of the trends and issues impacting these various user communities – what they are studying, where they are seeking information, how they are sharing information, and what barriers they encounter as they go about their scholarship. Alongside the casual, social interactions, Facebook is one of those places where this collection of scholarly activity is happening. As more and more information providers/publishers, libraries and librarians have been getting in on the action with users on Facebook, librarians who are absent from Facebook may actually be missing a lot more than they think.

That's just the beginning of that discussion. Worth reading.

### *Facebook Loses Much Face In Secret Smear On Google*

Michael Arrington posted this [on May 11, 2011](#) at *TechCrunch*. It's an interesting and odd story: FB apparently hired a PR firm to plant negative stories about Google and privacy. This was uncovered because the firm attempted to hire a blogger to write an op-ed—and the blogger turned down the offer and made the emails public.

FB attacking Google for privacy invasions? Kettle, meet pot? What was FB so scared of that it would go after Google?

At this remove, the threat seems silly: Google+ and/or Google Circles. I have a Google+ account because a lot of OA people are or were active there,



but it hasn't precisely turned out to be an existential threat to Facebook! Any more than Facebook's search feature is an existential threat to Google...

### *FaceFacts*

Warning: Jason Scott is rarely suitable fare for those afraid of profane language and strong opinions, but he's also frequently bracing and thoughtful. This [May 7, 2011 piece](#) at *ASCII* by Jason Scott begins with a question posed as to the likely feasibility of archiving Facebook—specifically on what would happen when FB disappears. A bit of Scott's response:

Facebook is a living computer nightmare. Just as viruses took the advantages of sharing information on floppies and modems and revealed a devastating undercarriage to the whole process, making every computer transaction suspect... and just as spyware/malware took advantage of beautiful advances in computer strength and horsepower to turn your beloved machine of expression into a gatling gun of misery and asshole-ery... Facebook now stands as taking over a decade and a half of the dream of the World Wide Web and turning it into a miserable IT cube farm of pseudo human interaction, a bastardized form of e-mail, of mailing lists, of photo albums, of friendship. While I can't really imply that it was going to be any other way, I can not sit by and act like this whole turn of events hasn't resulted in an epidemic of ruin that will have consequences far-reaching from anything related to archiving.

That's only a taste, and I won't attempt to summarize the whole thing. (Yes, Scott is/was on FB.) Oh, as to answering the question, he closes:

Good luck finding anything again. Good luck knowing in six months, a year, something will even be findable. Try and communicate with anyone using their designed-by-a-second-trimester-fetus "message" system with any of the features from the last 30 years. Go back and try and negotiate it for search and topic control and usefulness. No. Not happening. Everything on Facebook is Now. Nothing, and I mean *nothing* on Facebook is Then. Or even last month.

So asking me about the archiving-ness or containering or long-term prospect of Facebook for anything, the answer is: none. None. Not a whit or a jot or a tiddle. It is like an ever-burning fire of our memories, gleefully growing as we toss endless amounts of information and self and knowledge into it, only to have it added to columns of advertiser-related facts we do not see and do not control and do not understand.

As we watch this machine, this engine that runs on memories and identity and watch it sell every last bit of us to anyone who will pay, as it mulches under our self and our dreams and our ideas and turns them into a grey miserable paste suitable for a side dish or the full entree of the human online experience, I am sure many of us will say it's no big deal. It should say something that in the face of this situation, having watched



what has happened, what has transpired and likely *will* transpire, that I am not even trying. I'm not giving one goddamned second of thought to extraction or archiving or longevity or meaning. I can only hope that all the projects and processes and memories and history that I *am* focusing on will make me happy in the face of the colorless, null-void cloud of pre-collapsed galaxy that is the Facebook Nebula.

Dozens of comments and responses, some of them long (the scroll bar seems to show comments as being about  $\frac{3}{4}$  of the whole).

### *Why Facebook is the New Yahoo*

Mike Elgan posted this [on September 15, 2011](#) at *Datamation*.

Sure, [Facebook](#) looks massively successful. With a mind-boggling 750 million users, the social site can do no wrong, right?

Wrong.

Look closer, and it looks like Facebook can do nothing right. The company has tried and failed to launch or integrate new services that might thrill users. But users aren't thrilled. And now its strategy appears to be: Just copy [Google+](#).

Don't look now, but Facebook is quickly becoming the new Yahoo.

That's the opening, and I'm impressed with Elgan's confidence. Oddly enough, he's not *exactly* saying FB will go away. Here's the close, and note the shift in tense in the final sentence: not "becoming" but "is":

Yahoo has no vision. It has no purpose. It's dispensable. Yahoo continues like a zombie, animated by the life it once had.

And that's what Facebook is becoming. Yes, they'll continue to have users. And yes, they'll continue to make money. But Facebook is looking increasingly like a one-trick pony that doesn't have the vision to reinvent itself for the post-Facebook era.

Facebook is the new Yahoo.

Sure, Mike. (Several dozen comments; gave up after a few.)

### *The Big Picture of Facebook f8: Prepare for the Oversharing Explosion*

This one's by Liz Gannes [on September 22, 2011](#) at *AllThingsD*. It has to do with features implemented in FB right about then—features that were either reversed or that I don't fully comprehend.

It's infinitely easier to consume something than to make an active decision to share it with other people. Facebook's new real-time "ticker" stream of everything users read, watch and listen to (and also tag, friend and like) could turn every act of online consumption into something that's now shared with friends.

Now Facebook users won't necessarily have to endorse or recommend something by liking it, or exert themselves to come up with a witty comment. They can just keep reading, watching and listening as they always have.

Or they can head over to Facebook, see what their friends are doing at that moment, and [join right in](#).

I do see what my "friends" have explicitly shared or liked or commented on. I sure don't see everything they read, watch or listen to—that would be maddening.

Did I miss something? Was FB actually doing that at some point? Shudder.

### *Facebook challenging Google on search RSN*

Another case where either FB dropped a feature or it just never amounted to much. The writeup by Phil Bradley appeared [April 11, 2012](#) on his blog.

What's taken them this long? [Facebook](#) is finally getting into search seriously. [Business week](#) has a useful overview of the story in case you'd like to take a look. The only thing that surprises me about this is that people seem surprised that Facebook is moving in this direction; I've been talking about this for ages on my courses and to anyone else who is prepared to listen! I suspect that the announcement that it wants to raise \$5 billion is rather closely allied to this latest move.

Currently Facebook search isn't really the best. It's powered by [Microsoft Bing](#), and as long as you want to find stuff IN Facebook, it just about works. A search for 'public library' for example gives me lists of friends who relate in some way to that subject, events, locations and pages, but it's not exactly exhaustive, and I still need to leave Facebook to get any serious material. That's not what Facebook wants to happen, for three reasons - firstly, I've left the comfy confines of my padded Facebook cell out into the real world, second, they can't continue to throw advertising at me, and thirdly I've most likely walked straight into my comfy padded cell at [Google](#).

Bradley goes on to show how FB's deep knowledge of who and where you are and what you care about could lead to great personalized searches. And he thought FB would succeed:

Google is left very much out in the cold. That's why it's focussing so heavily on Google+ in an effort to recapture some ground. The problem is, Google has to do social networking very, very well in order to get people to move across from Facebook, and that's just not happening. Facebook on the other hand simply needs to do search well enough. They can ignore all the search functionality that we like, as they'll emphasis the personal nature, and that's what will grab people's attention.

I don't find FB doing search "well enough" or, really, at all; maybe I'm missing something. Google isn't *entirely* out in the cold yet: it's got about twice the profit and net revenue of Facebook (2016) and is worth several times as much. Full disclosure: Bing is my default search engine and what I use about 90% of the time.

[At this point, there's a long *Atlantic* thinkpiece about Facebook making us lonely, one that seems to equate being alone with being lonely, and...I just can't. As is increasingly the case with the Long Atlantic Thinkpieces, even as I subscribe to and mostly enjoy the mag.]

*Why Facebook Home bothers me: It destroys any notion of privacy*  
Om Malik [on April 4, 2013](#) at GigaOm, Mostly about Facebook Home, an app for Android phones that would...well:

In fact, Facebook Home should put privacy advocates on alert, for this application erodes any idea of privacy. If you install this, then it is very likely that Facebook is going to be able to track your every move, and every little action. It is a future [I wrote about a few days ago](#), and let me explain using that very same context.

The new Home app/UX/quasi-OS is deeply integrated into the Android environment. It takes an effort to shut it down, because *Home's* whole premise is to be always on and be the dashboard to your social world. It wants to be the start button for apps that are on your Android device, which in turn will give Facebook a deep insight on what is popular... But there is a bigger worry. The phone's GPS can send constant information back to the Facebook servers, telling it your whereabouts at any time.

So if your phone doesn't move from a single location between the hours of 10 p.m. and 6 a.m. for say a week or so, Facebook can quickly deduce the location of your home. Facebook will be able to pinpoint on a map where your home is, whether you share your personal address with the site or not...

[This future is going to happen](#) – and it is too late to debate. However, the problem is that Facebook is going to use all this data — not to improve our lives — but to target better marketing and advertising messages at us. Zuckerberg made no bones about the fact that Facebook will be pushing ads on *Home*.

Pretty scary. It was only on a few phones (at first) but hey, it's inevitable. So inevitable that Facebook Home disappeared around the end of 2013. (Whew! A technology-related *Wikipedia* entry with *no talk page at all*. That FB Home was pretty hot stuff, apparently.)

### *The End of the Facebook Era*

Mark that date: [December 15, 2013](#), when Chrys Bader posted this definitive finis at *Take A Swig*.

With each passing year, Facebook struggles to keep the attention of the future generation. Studies show that the number of teens active on Facebook has declined as much as [16% in Q3 of 2013](#). This foreshadows the inevitable exodus to the next generation of social networks. I want to talk about why this is happening, and why this is important in the history of social technology.

A bit later, Bader clarifies what “the end” means:

What we’re seeing is a fundamental shift in the perception of what Facebook means to society. It has become institutionalized. It’s become the town square of the world. But that’s not where the kids hang out.

The last sentence is the key—and, given that definition of what matters, Bader may be right: FB itself isn’t the cool place for teens to be (I guess—but, of course, it owns Instagram, so...)

Bader seems to think that losing the teens means long-term doom. He may be right. Or not.

## That’s That

Oh, there was more—remember, I started with 39 items, and only a few had gone 404 when I went to check them. The others? Repetitive data punditry; more lamenting of FB dumb ideas that have since disappeared; and an entirely reasonable 2014 brouhaha over a remarkably bone-headed 2012 experiment in which hundreds of thousands of FB uses had their feeds *manipulated* to make them happier or sadder, with scholars actually publishing the results (and an institutional review board basically saying that, since the damage had already been done...).

Is Facebook going away? It’s clearly not the cool place to be for teens, in part because too many of us old farts are there. But, of course, us old farts *are* there. I’m on Facebook (you can guess my username, since I use the same one everywhere), partly because that’s where my family is. But I leave a browser tab on Twitter when I’m working on other stuff (not *open* to Twitter, but the tab tells me how many tweets I’m missing); I may check FB a few times a day (or not), but it’s not central.

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# Masthead

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