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**International Journal of Film,
Literary and Media Studies**

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Journal Publishing: A Case of African Journal of Medicine and Medical Sciences

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Introduction

Tenopir and King (1997) conclude in their paper "Trends in Scientific Scholarly Journal publishing in the United States, states that: "It is clear that traditional scholarly publishing is in serious economic difficulty". This conclusion is based on the fact that the average institutional price of a scholarly journal subscription has increased from \$39 in 1975 to \$284 in 1995, a factor of 7.3 in just twenty years.

Tenopir and King (1997) further explain that general inflation and increase in size (more pages per issue, more issues per volume, more volumes per year) of the journals account for only 52 percent of the price increase. In advancing their claims they explicate that dramatic decrease in personal subscriptions, which started in the late seventies, takes the remaining 48 percent. Publishers have actually addressed this fall in revenue by increasing institutional subscription rates, thereby causing a vicious circle of cancellations and further increases in institutional rates. This experience in publishing and library communities known as the "serials pricing crisis" has, indeed, advanced to a stage where own might seriously doubt the economic viability of the current printed system of scholarly communication.

Electronic journals seems to offer at least a partial solution. Here electronic journal is distinct from electronic versions of printed journals. In this paper, the cost of journal publishing purely in an electronic environment is assessed.

In a purely electronic environment, only two cost categories remain: peer review and editing. Harnad and Dekemp (1997), founder of Psycholoquy, one of the first electronic journals, assert that electronic publishing leads to a cost saving of 70 percent. But publishers, on the other hand, argue that these cost saving are highly deceptive. According to Arnoud de Kemp (1997), peer review and editing, which are carried out outside the academic community, are costly processes. More so, he claims that administrative and marketing costs should be taken into account when talking about

purely electronic environment. Marks (in *Duranceau*), director of the publications division of the American Chemical Society, estimates first copy costs – acquisition, peer review, editing, conversion to digital format—to account for more than 80 percent of the total publishing cost. These costs would also exist in a purely electronic mode of publishing.

Objective

Putting the ongoing debate on real cost of electronic journal publishing in mind, the objective of this work is to make an assessment of the costs of developing and running an electronic journal by relating a standard model developed by PricewaterhouseCoopers with the case of African Journal for Medicine and Medical Sciences (AJMMS), Nigeria.

Concept of Publishing

Publishing simply put, is the activity that involves selection, preparation and marketing of 'printed substance. It is an industry responsible for the dissemination of all manner of cultural materials from the lofty to the most trivial (*Encyclopedia Britannica*, 1981; 15:221).

According to Grannis (1967:1):

Publishing is to make public - to send from among the people-the words and pictures that creative minds have produced, that editors have worked over; that printers have reproduced ... It is the whole intellectual and business procedure of selecting and arranging to make a book and of promoting its ultimate use.

In the same vein, the *International Encyclopedia of Communication* (1989; 3: 396) defines "Publishing", "as the selection, reproduction and circulation of written materials". Summing up what publishing really is, Adesanoye (1995:34) says:

Publishing is a composite of diverse but mutually related activities, no single one of which activities will by itself amount to publishing but without any of which no publishing can really take place. The three of such components of book publishing are editing, production and marketing.

Furthermore, Bingley (1966:2) is of the opinion that until the book gets to the consumers, publishing is yet to fulfill its role. Publishing to him, is a chain of activities that take place between ideas in the mind of an author and book in the hand of readers. In essence, the material produced, either book or non-book is of value when circulated and has reached the very individual, which has been targeted for his/her benefit.

Types of Publishing

Published materials fall into two broad categories periodicals and non-periodicals. While periodicals include newspapers, magazines and journals, non-periodicals are books generally. The other minor groups include map publishing, music publishing and utility publishing such as calendars, diaries and all manner of information directional materials (Encyclopedia 1981; 15: 221).

Periodicals are publications published at intervals; each number of which contains a variety of original articles by different authors. Oftentimes, periodicals are also referred to as serials, that is, publications issued in successive parts bearing numerical or chronological designations and intended to be continued indefinitely. Examples are the newspaper, magazine and the journal which is the main interest of this study.

Aside the general interest magazine, there are also specialised periodicals that cater for specialist interests or pursuits. The interest of this paper is to do an evaluative study of medical journals, which cater for specialist interests and could be classified in the category of scholarly journals.

Journals may be broadly classified into professional (trade and technical journals) and non-professional journals (Encyclopedia Britannica, 1981: 15 :221). The professional type of journal is usually the organ of an association and it is intended to keep members informed of the developments within the association or society, help them to maintain standard and define their interest. A typical example of this is *Management in Nigeria*; a journal published by the Nigerian Institute of Management for their members and the general public who might be interested. Also, *The Publishers*, is a journal publication of the Nigerian Publishers' Association for people in publishing and related fields. Medical journals as well as other learned or academic journals belong to the class of professional journals. Trade and technical journals serve those working in industry and commerce. They carry news and specialised information pertaining to their occupational fields.

However, non-professional journals serve broad interest groups - religious, social or political. They are often subsidised and are aimed at spreading the message of the interest groups that float them. As contained in the *International Encyclopedia of Communication* (1989: 2: 463), most periodicals can be squeezed sometimes uncomfortably into four broad categories. These are: consumer magazines, trade and technical magazines, public relations or company publications and literary and scholarly journals.

Scholarly Publishing

Scholarly publishing, put simply, is the process of publishing materials by scholars primarily for use by other scholars. It is otherwise called scientific and technical publishing and often forms the foundation of empirical information and data. Scholarly publishing is often viewed as authoritative as scholarly authors are recognised as experts on the subject about which they write (Horowitz & Curtis, 1995: 303).

This type of publishing as a professional activity demarcated from other fields of publishing, commands a small part of the general publishing sector if measured quantitatively in terms of units sold and revenue. However, it is quantitatively larger if measured by the number and proportion of titles published (Horowitz & Curtis, 1995: 304). Scholarly publishing is essentially a triadic relationship involving scholars, publishers and librarians. However, scholars and librarians double as both the creators and users of scholarly materials.

In retrospect, at the beginning of the 20th century, scholarly publishing, was considerably small in portion compared with other sectors of publishing in Africa. This was so because the level of literacy was comparatively low and the population of scholars then was significantly small. As science and scholarship became increasingly specialised with the passing of time, the issue of publication became well defined by the need to communicate with people of same interest. As a response to the rising tide of specialisation, scholarly publishing has the essential mission of instruction and information rather than entertainment. Thus, its materials tend to be rich in data and empirical information which are highly sensitive to time, place and language (Horowitz & Curtis, 1995:307). Asserting this further, Horowitz and Curtis (1995:307) say that “the great majority of scholarly works have a relatively limited span of life before they are superseded by more advanced research”. They affirmed that was why journals have increasingly become vital as a means of scholarly communication. Generally speaking, scholarly publishing is within the ambit of academic learning centres like university presses, research institutes, college presses, professional or academic units of major commercial publishing companies, independent, privately owned companies and professional societies, trade associations and institutes such as the Nigerian Economic Society (NES), Nigerian Institute of Social and Economic Research (NISER) and the National Centre for Economic, Management and Administration (NCEMA). They publish books and journals sponsored by them and/or written by their members.

Commenting on the involvement of professional associations in scholarly publishing Horowitz and Curtis (1995:.306) note that professional associations focus more on scholarly journal publishing in their publishing programmes than on books. They also observe that “for many publishers of scholarly books, journal publishing programmes are the most critical components.” They opine that, it is the journal more than the book that defines pathways to promotion and tenure within the academic world.

Scholarly publishing is quite different from other forms of publishing because its potential readers are highly focused around common interest or expertise. Apart from the fact that editors or publishers of scholarly materials often have limited influence over authors’ manuscripts, the initial decision to publish scholarly materials usually depends majorly on the advice and recommendations of expert reviewers in the subject matter of the book or article.

Bekker-Nielsen (1995: 212) corroborating this says that, "a key feature of scholarly publishing is the need to maintain strict academic as well as editorial standards". Manuscripts are usually assessed either by the editorial board or by peer review, that is, when specialists (peers of author) in the same discipline and at the same or higher level of competence review and pass comments on such manuscripts.

Also, except for textbooks and some works of reference, scholarly publishing is usually characterised by short press runs compared with publishing for general readership.

Electronic Publishing

Electronic publishing includes the digital publication of e-books and electronic articles, and the development of digital libraries and catalogues. Electronic publishing' has become common in scientific publishing where it has been argued that peer-reviewed paper in scientific journals are in the process of being placed by electronic publishing. Although network distribution is nowadays strongly associated with electronic publishing, there are many non-network electronic publications such as encyclopedias on CD and DVD, as well as technical and reference publications relied on by mobile users and others without reliable and high speed access to a network.

There is usually a delay for several months after an article is written before it is published in a paper journal and this makes journals not an ideal format for disseminating the latest research. In some fields such as Astronomy and some parts of Physics, the role of the journal at disseminating the latest research has largely been replaced by preprint databases such as arXiv.org. However, scientific journals still play an important role in quality control, archiving papers, and establishing scientific credit. In general, the electronic materials uploaded to preprint databases are still intended for eventual publication in a peer-reviewed journal.

There is an article titled "Online or Invisible?" Which provides statistical evidence that electronic publishing provides wider dissemination. A number of journals have, while retaining their peer review process, established electronic versions or even moved entirely to electronic publication.

Electronic publishing is becoming increasingly popular with works of fiction as well as with scientific articles. Electronic publishers are able to provide quick gratification for late-night readers, books that customers might not be able to find with standard book retailers (erotica is especially popular in eBook format), and books by new authors that would be unlikely to be profitable for traditional publishers.

Definition of Journal

"Journals", whether scholarly or otherwise most often could mean periodicals or serials, which contain a number of articles based on original scholarship of various authors. A

This type of publishing as a professional activity demarcated from other fields of publishing, commands a small part of the general publishing sector if measured quantitatively in terms of units sold and revenue. However, it is quantitatively larger if measured by the number and proportion of titles published (Horowitz & Curtis, 1995: 304). Scholarly publishing is essentially a triadic relationship involving scholars, publishers and librarians. However, scholars and librarians double as both the creators and users of scholarly materials.

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History of Journal Publishing

The development of recording media and techniques enabled society to start building a store of human knowledge. The idea of collecting and organising written records is said to have originated in Sumer about 5,000 years ago after which Egyptian writing was introduced.

Journal publishing as it is now known had its root in pamphlets, broadsides and almanacs: It was as a result of concerted efforts towards development that journal publishing started around the 7th century. The German *Erabaulihe Monatsury*, 'Edifying Monthly Discussion' championed by Johann appeared to be the earliest published journal (*Encyclopedia Britannica*, 1981; 15: 247).

Thereafter, was the emergence of so many learned periodicals evolving in different parts of the world. Such include Journal Des Scavans, which later became known as Journal Des Savants (Denis de Sallo started it in France in 1665); the Philosophical Transactions (1665), of the Royal Society in England and the *Giornale De Letteratei* (1668) published in Italy.

These developments could be assumed to be as a result of the Renaissance of this period, the quest to actually derive maximum benefits from it as well as the wish to diffuse information as widely as possible.

At the turn of the 18th Century, due to a number of factors such as increasing literacy, better specialisation/professionalism, and a quickening interest in new ideas, magazines and journals became better established. However, most journals and magazines then resembled newspapers in their appearance.

Learned (scholarly) journals were mainly devoted to summarising important new books without any literary reviews. However, they developed strongly in the 19th century as fresh fields of inquiry opened up and old ones narrowed into specialities. Numerous learned societies were formed, each with its regular bulletin, proceeds or 'transactions' which enabled scholars to keep in touch with what others were doing. Although, the general public seldom read the journals, they were the medium through which some of the far-reaching discoveries and inventions were first made known before they filtered into the world at large.

In fact, every profession as a necessity began to own journals such as medicine's, *Lancet* (1823-) the *Engineer* (1856-) and the *Solicitors' Journal* (1857-) all in Britain. Most often, their print-run is relatively small compared with school textbooks; but people in the field covered by each journal subscribe to them. As an alternative, they have access to them in appropriate libraries (*Encyclopedia Britannica*, 1981; 15: 222).

Medical Journal Publishing: The Nigerian Situation

The journal publishing industry in Nigeria is relatively young. Initially, the country depended largely on foreign journals. However, from mid-1960 to the late 1970s there was a plethora of journals (Bgoya, 1999). Most of the journals generally did not survive beyond

volume one, number one, even though many new ones are launched regularly. In fact, many of the journals that survived are either dormant or published sporadically. Only very few are published regularly.

Journal publishing, most especially scholarly journals like any other sector of the nation is passing through hard times. Apart from the general economic recession in the country, the unstable political climate with its attendant economic crisis has intellectual activities in the country's ivory towers devastated. This also has devastating effects on journal publishing in general and medical (scholarly) writing and publishing in particular. Describing this situation, Walter (1999) says:

In brief, the university environment... deteriorated to such an extent that a general destabilisation of scholars and academics occurred and turned them into nomads within and without the continent leaving little room for scholarly publishing.

In Nigeria, most especially from mid 1980s and through 1990s, the political as well as economic situations had jeopardised the necessary material conditions to promote academic work and scholarship in an exclusive atmosphere of openness and security in most university campuses in the country.

Some earlier known medical journals in Nigeria include *Nigerian Medical Journal*, *Dokita*, *The Nigerian Nurse*, *African Journal of Psychiatry*, *African Journal of Medicine and Medical Sciences*, *Nigerian Journal of Obstetrics and Gynecology* and *West African Journal of Medicine*.

Although there were many medical journals in the 70s and 80s, many died because of lack of financial support by their professional associations, internal wranglings within associations and lack of supportive adverts because of the downturn in the nation's economy which began in the 80s.

The commercial publishing of Scientific, Technical and Medical (STM) journals in Nigeria was more or less the pioneering efforts of an indigenous publishing company - Literamed Publications Limited, Ikeja, Lagos. The company began with the publication of an index of pharmaceuticals' specialties called "Medipharm". It further published other journals such as: *The Nurse and African Journal of Psychiatry* (Lawal - Solarin, 1997).

Further, with the establishment of many universities in the country, many of the Universities with a faculty or college of medicine such as College of Medicine, University of Lagos and College of Medicine, University of Nigeria, Enugu Campus; either floated a college journal or various departments in the College or Faculty published their own specialised journals. This was how S institution-based journals began.

With the expansion in medicine and medical fields, various learned societies and associations developed, to cater for their specialties. Many medically related societies and associations floated journals for the purpose of disseminating information and sharing experiences within the scope of their fields. Thus, we have the Nigerian Journal of Pediatrics

by the *Pediatrics Association of Nigeria* and the *Nigerian Journal of Surgical Research* a publication of Surgical Sciences Research Society, Zaria, among others.

Major Problems currently facing Medical Journal Publishing in Nigeria

The Nigerian publishing sector generally, is currently undergoing a critical situation, and failure to arrest this may affect the national development adversely. Irrespective of the category of publishing; educational, general, religious, scholarly, all do face more or less similar problems. These problems however, may vary in scope and dimension as they affect each sector. Noting this Oluwasanmi (1972:13) says that some "problems and experiences are shared equally by all publishers in Nigeria".

Among major problems confronting the efficient production and publishing of editorial structure and refereeing procedure;

- authorship and manuscript acquisition;
- lack of skilled personnel ;
- funding;
- technological;
- lack of effective basic infrastructure;
- marketing, distribution and circulation; and
- political environment.

African Journal of Medicine and Medical Sciences (AJMMS)

The *African Journal of Medicine and Medical Sciences* (AJMMS) was established in 1970. The Journal is jointly owned and published by the College of Medicine, University of Ibadan, Ibadan and the University College Hospital (UCH), Ibadan. It has its secretariat at the Institute for Advanced Medical Research and Training (IAMRAT), College of Medicine, University of Ibadan, Ibadan.

AJMMS is published quarterly, and publishes reviewed articles in medicine and medical sciences with particular emphasis on health problems peculiar to Africa. The journal enjoys a wide patronage all over the world.

At inception, Blackwell Scientific Publications, Oxford, England, published the journal. In 1991, Spectrum Nigeria Limited published it locally. At present, its joint owners, College of Medicine, University of Ibadan, Ibadan and U.C.H., Ibadan, are publishing it.

Aims of African Journal of Medicine and Medical Sciences (AJMMS)

- a. To provide a medium for wide dissemination of information resulting from bio-medical research in Africa and elsewhere.
- b. To furnish a means whereby appropriate international medical and health Organisations may transmit information to medical scientists throughout Africa.

- c. To serve as a medium for publications of proceedings of international conferences on medical sciences in Africa.
- d. To serve as a medium for the exchange of information and opinion among medical scientists in medical institutions in Africa and elsewhere.
- e. To promote inter-regional cooperation amongst medical scientists in Africa.

The African Journal of Medicine and Medical Sciences is managed by a Management committee chaired by the Provost of the College of Medicine, University of Ibadan and membership include the Chief Medical Director, University College Hospital, (UCH) Ibadan; Chairman, Medical Advisory Committee, UCH, all the Deans of Faculties in the College of Medicine, University of Ibadan and other principal officers of the two owner institutions.

The Editor, a professor and consultant of Chemical Pathology, is the head of the Editorial Board. The editor is responsible to the Management Committee of the Journal. He is assisted by some members of the academic community of the College of Medicine, who serve on the Board as Editorial Assistants. The secretariat of the journal is headed by a Business Manager who sees to the day to day running of the journal on behalf of the Editor. Some secretariat staff support the Business Manager.

Pricewaterhouse Coopers

PricewaterhouseCoopers (or PWC) is the world's largest firm of accountants. It was formed in 1998 from a merger between Price Waterhouse and Coopers & Lybrand both formed in London. PricewaterhouseCoopers' services include Professional Services, Tax, Consulting, and Accounting.

PricewaterhouseCoopers earned aggregated worldwide revenues of \$25 billion for fiscal 2007, and employed over 146,000 people in 150 countries. In the United States, where it is the third largest privately owned organisation, it operates as PricewaterhouseCoopers LLP. PricewaterhouseCoopers is a member of the Big Four auditors, alongside KPMG, Ernst & Young and Deloitte Tooche Tohmatsu. The firm was created by the merger of two large firms "Price Waterhouse" and "Coopers & Lybrand". These two firms each has a history dating back to the nineteenth century.

A General Costing Model for Electronic Publishing

In this section, a general costing model for electronic publishing, based on the accounting audit carried out by PricewaterhouseCoopers will be discussed. This general model is available on the web.

The assessment of the costs involved in developing and running an Electronic journal was done in two steps. First, a general Costing Model was developed with which the dedicated and indirect costs of producing an electronic journal can be charted. In this section the starting point of this general Costing Model formulated.

Costs that was included in the Costing Model

The cost of publishing an electronic journal can be divided into the following categories:

- a. General overhead, e.g. buildings and management.
- b. Facilities, e.g. computers and networks.
- c. Publications, e.g. editing, training, and marketing.
- d. Creation of material, e.g. authors, editors and reviewers.
- e. User costs, e.g. personal computers and Internet connections.

The model concentrates on the costs of facilities and publications. The costs of authors, editors and referees are ignored, since they do not ask for a financial reward; this situation also applies for (most) traditional printed journals. We recognise the fact that some costs are transferred to the users of the journal (computer, software, Internet accounts), but they are left out of the analysis, since users already have the necessary equipment. General overhead is assumed to be the same for electronic and traditional printed journals.

Direct and Shared Costs

The model distinguishes between direct costs, which are assigned entirely to the cost of the journal, and shared costs, where only part of the costs is assigned. In order to separate the direct and shared costs of producing an electronic journal, one has to take into consideration the environment in which the journal is being produced. Two situations can be distinguished:

Situation A: The project of publishing the electronic journal is based on a specific set of activities in a surrounding environment of facilities.

Situation B: The project of publishing the electronic journal is based on a specific set of activities without a surrounding environment of facilities.

Considering these two situations, the following underlying questions have to be answered while determining the total project costs:

- Does the project make use of shared resources of the surrounding environment of facilities, which lead to indirect costs? Are there any costs that are directly assigned to the project?
- If an electronic journal is published in a surrounding environment of facilities (i.e., Situation A), part of the costs involved have to be assigned to the project according to the specific use of resources for the project in relation to the total usage of these resources by the organisation.

This principle applies not only to existing facilities used for the project, but also to newly made costs for the project, for facilities which are used outside the scope of the project. Besides these shared costs, the remaining costs involved will have to be assigned directly to the project, as they have no use for any other activity within the organisation. If an electronic

journal is published without a surrounding environment of resources (Situation B), all costs will have to be assigned directly to the project.

Assignment of Costs

With respect to the model for determining the costs of an electronic journal, different categories are defined to be able to declare the different costs. Costs were divided into certain categories by means of a four-step process:

- 1st step:** The required activities within the project at a general level are declared.
- 2nd Step:** These activities are grouped according to possible base of calculation of usage.
- 3rd Step:** It is determined whether the costs of these activities are shared with other activities, or whether the costs are directly assigned to the project.
- 4th Step:** It is determined in which category the costs belong.

The outcome of the first two steps of this process, the categorisation of the costs, are as follows:

Facilities

- i. Social network: hardware, software, cabling, maintenance.
- ii. Internet (connection): hardware, software, maintenance, subscription costs.
- iii. Servers: hardware, software, maintenance.
- iv. Clients: hardware, software, maintenance .
- v. Web site: development, design, programming, testing, and installation.

Publication

- i. Maintaining the electronic journal, including management, editing, text and graphics.
- ii. Instructing, training and supporting the users, including documentation on and procedures for the use of the electronic Journal.
- iii. Commercial activities, including marketing the electronic journal, administration.

Shared costs can be calculated by determining the total project usage for a specified cost category, which is then multiplied by the calculated rate for indirect costs for this category. The rate for shared costs for a certain category can be calculated by dividing the total related costs (including project costs) by the total related usage (including project usage). The costs which are made solely for the project can be directly assigned to the Costing Model. For example, in case of the African Journal of Medicine and Medical Sciences (AJMMS), costs for the development of the web site, organisation and

miscellaneous cost are considered to be specific for the development and exploitation of the journal and therefore directly allocated to the project.

Miscellaneous

A number of special factors apply in this model. In the style of electronic journal studied, "users" are subscribers to the journal and they are expected to download the journal once per issue. This is the reason for using storage as the declaration base for client costs. Other assumptions that influence the calculation of the costs of the project are:

- the costs of the project are calculated for a period of one year; investment costs are calculated for one year using a four-year depreciation period; and costs of running the journal are defined for one year;
- the only costs taken into account are the costs that are made internally;
- the only medium considered for distributing the journal to external users is the Internet; and
- the section "clients" in the model refers only to internal users, i.e., staff and students of College of Medicine, University of Ibadan.

Summary of Costing Model for Publishing an Electronic Journal

The costs taken into account are divided into direct and shared costs.

Direct Costs

The costs, exclusively made for the project, were directly assigned to the Costing Model of publishing an electronic journal. These costs can be categorised into costs for the facilities and costs for publications.

- Local network
- Internet connection
- Servers
- Clients
- Website

Publications

- Organisation
- Miscellaneous

Shared Costs

The calculation of the shared costs for the facilities (per category) is given by: Assigned cost = total cost + fraction of service assigned to the electronic journal.

Shared Costs

The following facilities costs for the AJMMS are shared costs:

- a. Network hardware costs,
- b. Network cabling costs,
- c. Internet connection subscription costs,
- d. Server hardware costs,
- e. Server maintenance costs,
- f. Client hardware costs,
- g. Client software costs (license costs).

Since there are no data available for transfer capacity nor actual transfer, it is impossible to compute the calculated rates for the network and Internet connection (a, b and c). To circumvent this difficulty, three alternative situations have been worked out to compute a different general base for mapping these costs. Situation 2 and 3 also apply to cost categories d, e, f, and g.

Situation: 1 Time Usage/Capacity

Estimates

1. Given 2500 PCs.
2. Usage of these PCs is 8 hours day, 250 days/year
3. (total estimated capacity of PC usage is 250,000,000 hours year),
4. 600 users Headers of the AJMMS,
5. 4 issues a year,
6. 2 hours per issue usage of the PC,
7. (total estimated PC usage for the AJMMS is approximately 6~000 hours a year)

From these estimates a rate of $5,000/250,000,000$ would follow, which is 0.02%.

Situation 2: Storage Usage/Capacity of Clients

Estimates

1. Given 2,500 PCs,
2. Average storage capacity of these PCs is 600 Megabytes (Mb),
3. (total estimated capacity of PC storage is 1,500,000 Mb),
4. 600 users / readers of the AJMMS),
5. 4 issues per year,
6. Estimated storage size per issue is 1 Mb (4 different formats),
6. (total estimated PC storage for the EJCL is approximately 600 Mb).

From these estimates a rate of 600/1,500,000 would follow, which is 0.04% .

Situation 3: Storage Usage/Capacity Servers

Estimates

1. Storage capacity of servers is 200 Gigabyte (Gb),
2. Estimated capacity in use is 70 %,
3. Total estimated server storage capacity in use is 140 Gb,
4. 4 issues a year,
5. Estimated storage size per issue is 1 Mb (4 different formats),
6. Total estimated server storage for the AJMMS is approximately 4 Mb,

From these estimates a rate of 4/140,000 would follow, which is 0.003%.

Analysing the outcome of the different situations, we can draw the conclusion that the rate of use will be relatively low. Taking into account the worst scenario as calculated, the total costs to be assigned to the project for network and the Internet will be less than N90,000, — as the total costs of network and Internet together are approximately N100,000— per year. Thus, the shared facilities costs assigned for the AJMM are so small that they can be treated as zero in the Costing Model.

Conclusion

Looking at the situation of African Journal of Medicine and Medical Sciences (AJMMS) which is jointly published by the College of Medicine, University of Ibadan and University College hospital, the main conclusion is that the costs of the AJMMS are, in fact, determined by the effort put into the process of developing and maintaining the electronic journal Web site. (Notice that the model assumes that the site will be redesigned every four years, so the development cost will be repeated).

The outcome might even improve once more electronic journals are developed because of the possible advantages related to the increase of scale, especially for the time spent on the development of electronic journals. The relative costs per user will decrease substantially once the number of subscribers to the journal grows.

As a general conclusion, by the time the project is fully implemented, a categorical comparison of the costs of “conventional journals,” with an electronic journal would be made, backed with verifiable facts.

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