

**COFFEE**



**LECTURE**

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# Science Tracking

How major scientific publishers are expanding their business model



Julia Wermelinger  
Team Open Science

Thursday  
24.10.2024  
13:00, Zoom

# Science Tracking as a business model

## We support the knowledge seeker

A trusted leader in research and learning, our pioneering solutions and services are paving the way for knowledge seekers as they work to solve the world's most important challenges. We are advocates of advancement, empowering knowledge-seekers to transform today's biggest obstacles into tomorrow's brightest opportunities.

Source: <https://www.wiley.com/en-us/about>



Home > About

Who we are

As a global leader in information and analytics, we help researchers and healthcare professionals to advance science and improve health outcomes, striving to create a better future worldwide.

The banner features a background image of a person wearing safety glasses, overlaid with a semi-transparent orange rectangle containing the text.

Source: <https://www.elsevier.com/about>

Als globaler Verlag wollen wir allen, die in Forschung und Wissenschaft arbeiten, den bestmöglichen Service anbieten. Wir helfen, Forschungsergebnisse zu veröffentlichen und sorgen dafür, dass sie einfach auffindbar, zugänglich, nutz- und teilbar sind. Wir bieten Bibliotheken innovative Technologie- und Datenlösungen und stehen Fachgesellschaften als Verlagspartner zur Seite.

Wir treten ein für Wissenschaft, Open Access und hohe verlegerische Qualitätsstandards.

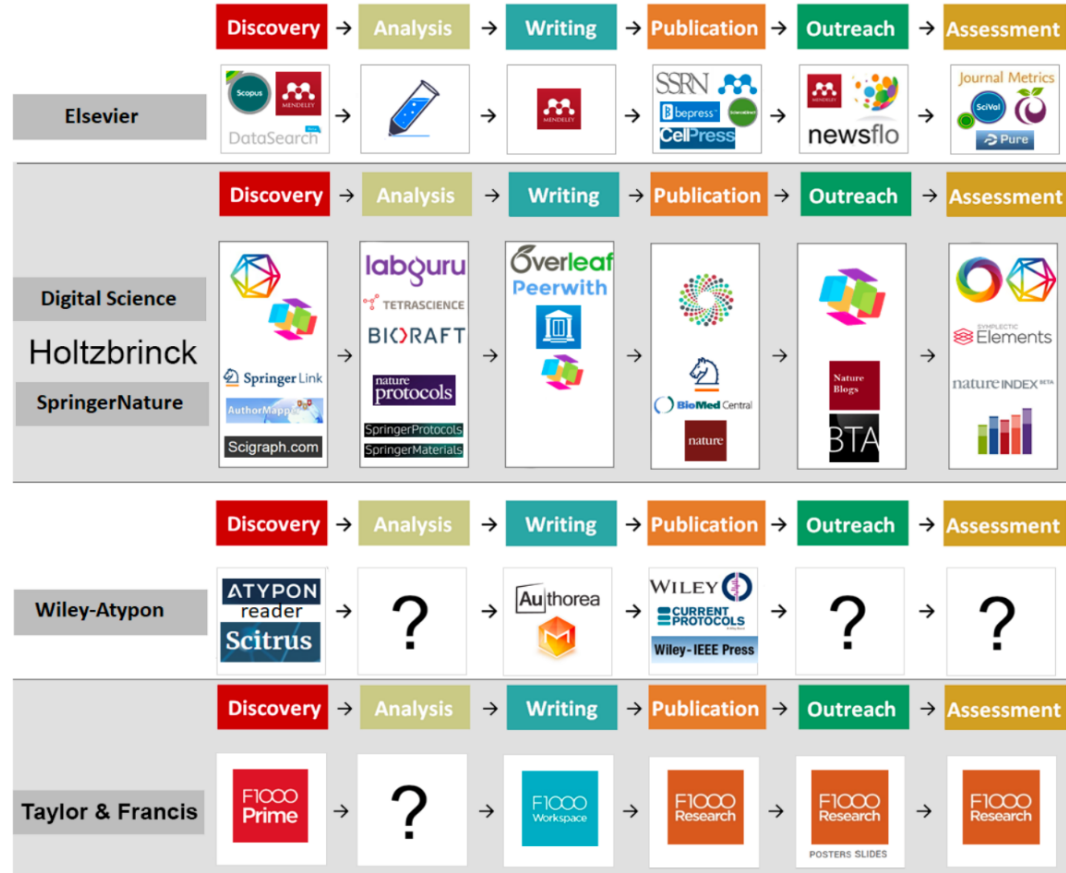
Source: <https://www.springernature.com/de>

# Publisher products

## Data Collection:

- First-hand data
- Third-party data
- Progressive personalization
- Commercial use of data
- Cooperation with governments

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# Science Tracking

## The consequences

- Freedom of research and anonymity at risk
- Misuse and selling of data
- AI training without consent
- Monopolization and market power
- Vendor lock-in



# Science Tracking Alternatives

We must work for change

Make your concerns heard

Open source and community-based solutions

[Boris Portal](#): Publications, Projects and Research Data / [Bern Open Publishing](#)

Full and not one-sided transparency

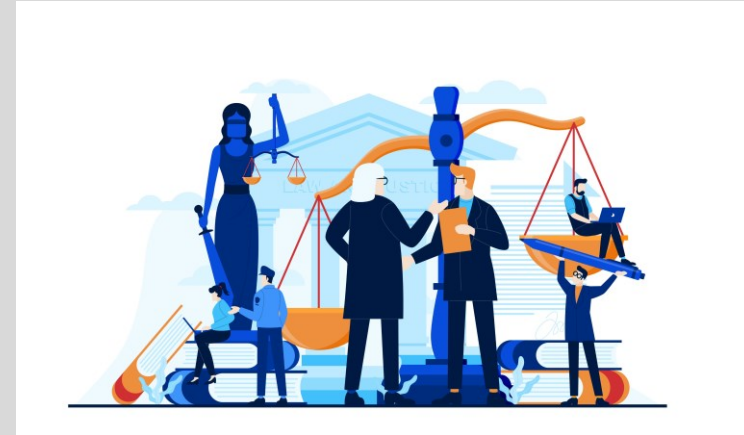


# Science Tracking

## Latest developments

**Lawsuit** in the US against Elsevier, Springer Nature, Taylor and Francis, Sage, Wiley and Wolters Kluwer

**DS-GVO appeal** in Germany against Wiley, Springer Nature and Nomos



# Science Tracking

## Sources and further information

Jeroen Bosman und Bianca Kramer: [101 Innovations in Scholarly Communication](#) (2019)

Björn Brembs et al.: [Replacing academic journals](#) (2021)

Angela Holzer: [Datentracking in der Wissenschaft: Aggregation und Verwendung bzw. Verkauf von Nutzungsdaten durch Wissenschaftsverlage](#) – Ein Informationspapier des Ausschusses für Wissenschaftliche Bibliotheken und Informationssysteme der Deutschen Forschungsgemeinschaft (2021)

Gerhard Lauer: [Datentracking in den Wissenschaften](#) (2022)

Felix Reda (Interview ZBW-Mediatalk): [Tracking in der Wissenschaft: So können Bibliotheken Daten und Wissenschaftsfreiheit schützen](#) (2022)

Renke Siems: [Das Lesen der Anderen](#) (2022)

Georg Fischer: [Kartellklage gegen Wissenschaftsverlage](#) (2024)

# Thanks



**for your  
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## Next Coffee Lectures, slides and screencasts:



[http://  
bib.unibe.ch/scimed](http://bib.unibe.ch/scimed)

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# Thanks



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Now there is time for...

## Questions & Discussion

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