

Digital Culture in Journal Publication

김태일

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Many scientific journals struggle to attract authors and readers, and frequently suffer from a lack of resources. Meanwhile, with constantly evolving research habits we have come to a point where researchers expect any information to be found online, making a journal not found on the web basically invisible. What can help to address some of these issues is online publication.

Successfully foreseeing the future of scientific journals, American Association for the Advancement of Science and the Online Library Center launched the first electronic medical journal, the *Online Journal of Current Clinical Trials* in 1991. Publishing journals online has significantly reduced delays in releasing novel data as well as the cost of printing and distribution—two of biggest limitations of traditional printed journals. In addition, this journal was the first to establish the workflow of modern online journals, making it possible for authors to submit their manuscripts to the journal via the internet and to have them electronically delivered to peer reviewers for their comments. Upon receiving the comments, the authors would upload revisions to the online submission system before the finalized version of article is published on the Web. What seems like a routine today was only recently a revolution in scientific journal publication that required foresight about the future of technological development.

Publishing a journal electronically sounds very attractive. There are several reasons for doing so, but it does have some drawbacks as well. Before committing yourself and your society to the effort and expense involved, it is sensible to look carefully at both sides.

At this point, we need to check the present state of Electronic Journal Publishing and share our perspectives to the future.