



purple-publishing

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Glossary

1. Purple Open Access

1.1. Definition

Purple Open Access (POA) is a publishing approach intended to share and distribute original scientific output and information. The scientific output is available to the public through an online platform, where it undergoes a thorough and completely transparent and democratic, *i.e.* public and unbiased, peer-review.

1.2. Implementation

This approach is implemented through an online platform which provides the following features and tools:

1. Unlimited open access to all publications deposited on the website
2. Free membership with purple privileges upon registration
3. Posting of appropriate manuscripts maintaining their originality with individual identification (*e.g.* DOI)
4. Identification of registered authors and reviewers via their individual ORCID or Purple ID
5. Transparent and public, peer-review of posted manuscripts by the entire relevant community for a defined period of time
6. Reviewing and editing of manuscripts to improve their quality for up to six months
7. In-house ranking and esteem system on three different levels: a) manuscripts, b) authors, and c) reviewers, replacing traditional altimetric indicators of manuscripts, journals and authors
8. Purple Esteem Project (Puesta) and reward system for authors and reviewers for exceptionally well-received manuscripts and reviews

2. PurplePublishing.org[©]

2.1. Description

PurplePublishing.org[©] is an online platform which will apply the *Purple Open Access* approach. It is a gratuitous, scientific content hosting website which offers social-media-style services. It combines modern features of scientific communication with the ones of a web-based “marketplace” to exchange and rate manuscripts worldwide, entirely transparent and democratic. The use of this website and its services can be divided into three different levels, depending on the privileges assigned to the individual user:

1. **guest**
2. **member**
3. **administrator**

2.1.1. Guest privileges on PurplePublishing.org[©]

PurplePublishing.org[©] is a public domain welcoming every interested individual to visit and access its content. Still, Guests’ privileges are necessarily limited, as their IDs have not been verified. Guests can gratuitously browse the website’s content. This includes: reading, downloading, citing, sharing and recommending the content to other interested individuals, but not commenting or rating of manuscripts. The website will monitor the interactions manuscripts receive, even from guests, as this might be beneficial to both the ranking and reward systems of well-received manuscripts.

2.1.2. Member privileges on PurplePublishing.org[©]

Becoming a member of PurplePublishing.org[©] requires an online registration. This process is simple, quick and free of charge, and its sole aim is to guarantee and to ensure the identity of users. Open Researcher and Contributor ID (ORCID), is one

proposed way to satisfy the registration requirement, otherwise PurplePublishing.org[®] will provide each user with an in-house ID through a registration page. Once a member, users can benefit from the following privileges:

1. gratuitous browsing of online scientific content (read, download, cite, share, recommend)
2. submission of scientific manuscripts
3. gratuitous, public-peer-review of posted manuscripts
4. peer-reviewing of other members' manuscripts, including commenting and rating
5. connecting with other members (e.g. by exchanging personal messages)
6. participation in the ranking system at all three levels
7. participation in the reward system at all three levels
8. becoming involved in the Purple Publishing Project

The Purple Publishing Project emphasizes good scientific practice and ethical behavior in scientific and personal communication. The website therefore reserves the right to monitor the activity and interaction of its members to avoid inappropriate postings and unethical behavior in the interest of all of its members. In extreme and certainly exceptional cases, such as offensive, discriminatory, or otherwise extraordinarily unethical behavior, membership may be revoked by the administrative team. On a more positive note, some of the data generated on the website will form the basis for its own objective and transparent internal "altmetrics" involved in both the ranking and reward systems. As always, the personal identity of the members will be protected fully and no data will be released or shared with any external entities.

2.1.3. Admin privileges on PurplePublishing.org[®]

Just like any other website, PurplePublishing.org[®] needs constant maintenance and its members deserve proper attention and care. Such activities will be the responsibility of a dedicated admin team, which is always delighted to welcome new members keen to

share and support the Purple Publishing Project (just drop us an e-mail). Notably, the admin team is also conducting constant research into the best practice of future dissemination and this will enable continuous improvements and refinements to shape the best ways of future scientific dissemination and communication.

2.2. Structure of the Website

The substructure of PurplePublishing.org[©] will consist of six web pages as follows:

1. home page
2. upload page
3. download page
4. newsletter/blog
5. rankings/rewards page
6. about /contact us page

Each page will have different functions and its own sub-structure.

2.3. Submitting a Manuscript

Submitting a manuscript is an option only available to registered members. The website will have a user-friendly submission platform which will guide members through this process. The process will consist of multiple steps as follows:

1. choosing the relevant scientific discipline
2. copying the title of the manuscript to a special field
3. copying the abstract to a special field
4. copying keywords to a special field
5. acquiring a “Digital Object Identifier (DOI)” for the manuscript
6. providing the names of authors and co-authors

7. adding the cover page of PurplePublishing.org[©] as first page to the final .pdf file
8. uploading the completed, finalized pdf file
9. signing a disclaimer to ensure full adherence to the law and ethics of dissemination

Once all steps have been completed successfully, the author will receive a conformation e-mail and the manuscript, together with the other information provided, will be sent to the website's e-mail for a general "check-up" of form and content. The author member will be notified in the confirmation e-mail that the general content check-up requires 24h. The general content check-up is carried out manually ¹ by the admin team and its aim is to inspect the following:

1. the PurplePublishing.org[©] cover page is properly in place as first page
2. the manuscript does not contain any offensive material (e.g. pornographic, racist, discriminatory, illegal)
3. the DOI is valid
4. the manuscript is intelligible (e.g. low-key language check)
5. there is no plagiarism

This check-up is not a traditional review of the manuscript and the originality of all authors adhering to the ethical codex of publishing will be fully respected and protected². There is no judgement on significance, timeliness, originality, top rating in the field or possible interest to the readership, as such categories are seen as counterproductive to the open, unbiased scientific exchange. Manuscripts that pass the general content check-up will therefore be publicly available on the website in accordance with the relevant scientific discipline. The author member will also be

¹ During the website's early stages this general content check-up will be assigned to members of the admin team. In the near future this process will be fully automated.

² The website will still provide an optional template available for authors to assist them in the organization of their manuscripts.

notified of the completion of the check-up process through an e-mail which will contain a direct link to the manuscript.

The author member will then have the privilege to notify other members³ and to invite them to read the manuscript and / or to participate in the manuscript's public peer-review. The website will also provide the author member with the possibility to notify non-members to participate as well.

Importantly, the author member is given two manuscript editing possibilities within a period of six months after initial posting, for instance in response to comments received or thanks to internal developments which allow correction, expansion, clarification or other kinds of improvements. After this period, the manuscript is deemed to be final. It reaches the "Amethyst state" (*i.e.* cast in a purple stone) and cannot be edited further. This is necessary as an open-ended revision process would result in intangible publications.

Please note that thanks to the Purple strategy this time-frame enables a proper peer review for a good period of time and involving a good number of commenters, still it is very competitive timewise when compared to traditional peer-reviewed publishing. The exact timelines will be evaluated by the admin team and may be changed in the future to render them even more competitive.

2.4. Reviewing a Manuscript

Peer-review is essential in conducting a correct and successful scientific activity. Still, in order to foster scientific development, such a review must be constructive and not simply judgmental. Through its unique approach, PurplePublishing.org[®] stresses the importance of such a constructive, open, democratic, transparent, unbiased and originality-protecting peer-review free of any behind the scenes maneuvering and networking. For these reasons, peer-review is conducted ***after posting*** through public

³ In the medium term, the website itself may automatically notify other members operating in the same scientific discipline of such a posting.

feedback from the entire community, in a leisurely, not rushed manner and by individuals and colleagues indeed genuinely interested in the content of the manuscript.

In this respect, PurplePublishing.org[©] distinctively, and intentionally differs from traditional publishing. First of all, there is no editor. Secondly, there are no nominated or, even worse, anonymous referees. Thirdly, the authors are encouraged but not forced to respond to all comments received for their manuscript. Fourthly, the review occurs after posting and hence cannot prevent publication, as it aims at improvements only.

Using their online IDs and scientific reputation, members of PurplePublishing.org[©] can greatly benefit from their privilege as peer-reviewers (see below). The review will focus on the following criteria:

1. language
2. scientific contribution
3. scientific soundness
4. quality of the references
5. overall presentation and organization

Each criterion will have an individual overview illustrated in the form of periwinkle and, accordingly, the manuscript will have its own general periwinkle illustration overview. The **stars evaluation system** will consist of up to five periwinkle, ranging from poor (zero periwinkle) to excellent (five periwinkle). The peer-reviewer will have to provide the reason which led to each specific evaluation and is allowed to add a final note. Peer-reviews are public for other members to read. Once more, categories such as “significance”, “timeliness”, “interest to the readership” and “impact” on future developments are deemed irrelevant as future developments in science are unpredictable.

The open-peer review requires a minimum numbers of comments in order to be relevant. Therefore, manuscripts which have received less than four independent and complete peer-reviews are not seen as sufficiently scrutinized yet. Whilst this does not affect their publication *per se* (see above), these manuscripts will, at least for the time being, not participate in the rating and reward system.

2.6. Rating the review / comments

In sharp contrast to traditional peer-review approaches, the PurplePublishing.org[©] review process has all eyes wide open, *i.e.* neither authors nor reviewers are anonymous. Reviewers are therefore encouraged to be constructive, as is deemed appropriate in any serious scientific exchange and also seen as a basic sign of mutual respect. Moreover, the comments posted are not above critique either. Other members can react to the reviews by labelling them as being “helpful” (“thumbs up”), and this will also count towards the good reputation of the reviewer her-/himself in the reward system (see below).

2.7. Complaining about the review / comments

In all fairness, the author member who has posted the manuscript cannot instigate any changes to its public reviews, but is encouraged to revise the manuscript accordingly. In exceptional instances, the author may report comments in case of serious misgivings, such as offensive, insulting, discriminatory or otherwise unethical behavior. Such reportings will be taken very seriously. They will be handled manually by the admin team and looked into within a period of 24 h. In the medium term, an official complaint procedure and form may be available in the unlikely case that such problems may prevail.

2.8. In-house ranking and reward system

Besides the many benefits PurplePublishing.org[©] provides for free, it also uses its own motivational “currency” for scientists to become an active member and to participate in terms of **scientific exchange**. Stemming from the understanding of their responsibilities towards science, all scientists, worldwide, are encouraged to join the scientific exchange and discussion through Purple Open Access. This truly open exchange will break-down financial barriers and eliminate the kind of third-party interests which have so long impacted on a truly global science. Scientists will practice science and share their findings for the sole purpose of generating, receiving, refining and promoting scientific knowledge. Still, PurplePublishing.org[©] feels that a complimentary appreciation of their efforts is both essential and necessary.

All registered members of PurplePublishing.org[©] will therefore receive their individual online ID. The interaction track records of these IDs, e.g. generated by uploading manuscripts, reviewing, esteeming, recommending, together with the “quality” of these contributions (e.g. manuscripts, reviews, etc) will form the basis for the **Purple Esteem Project (Puesta)** reward system which will replace traditional, often biased, scientometric parameters. Individual members can agree to participate (and also opt out again at any time). In this case, interaction data will be collected to appraise manuscripts, authors and reviewers. Each appraisal will have certain criteria, in order to guarantee a just and fair rating and a deserved spot in the star ranking in each category. As always, the personal identity of the members will be protected fully, and participation is not compulsory. Please note that this reward system is fairly revolutionary *per se* and is therefore subject to constant observation and improvement by the admin team.

2.8.1. Ranking manuscripts and reward system

The ranking of manuscripts will mainly depend on the stars evaluation system of the respective public peer-review. Through its purple strategy, PurplePublishing.org[©] will go beyond the traditional limited number of peer-reviews to involve the entire community.

Other appraisal criteria will be defined as part of the research accompanying this project, and may relate to the number of access, downloads, reviews and quality of reviews, *i.e.* how esteemed these reviews are.

Please note that it is envisaged that a specific number of the top ranking manuscripts in PurplePublishing.org[®] from each discipline will participate in the Purple Esteem Project reward system and may qualify to be published, free of charge or at a reduced APC, in a Special Issue of a more conventional scientific journal ⁴.

2.8.2. Ranking authors and reward system

In the context of scientific dissemination, manuscripts usually have several authors and the same authors could contribute to different manuscripts. Therefore, one author can have a number of annual manuscripts associated with their ID. The number of associated manuscripts, among their quality, will serve as appraisal criteria to rate authors participating in the reward system in this category. Apart from promoting their scientific efforts on the home page of PurplePublishing.org[®], the Purple Esteem Project reward system is in the process of developing suitable means of further the appreciation, such as membership in the Purple Academy or access to certain meetings ⁵.

2.8.3. Ranking reviewers and reward system

Manuscripts fuel and power PurplePublishing.org[®], yet reviewers steer and guide the direction of their quality and merit. It is therefore high time to esteem these reviewing efforts properly. The reviewers' efforts will be appraised according to the number of their reviews and the quality of these reviews as measured by the "periwinkle" rating. Notably, this rating is entirely democratic and transparent as it depends on the

⁴ This step possibly requires collaboration with other journals.

⁵ One suggested way in the future is to invite top ranking authors to participate and share their work at the Purple Conference.

community and its approval of good reviews. The Purple Esteem Project reward system may then especially promote the manuscripts of the most active and constructive reviewers on the home page of the website. As above, additional means of thanking reviewers are a prime focus of the accompanying research and will be developed further in the medium term.

3. Potential Target Audience and Beneficiaries

The team of PurplePublishing.org[®] is realistic and fully understands the challenges and complications of applying the Purple Open Access approach, especially in a highly competitive environment dominated by traditional journals and commercial open access publishers. Nonetheless, this project has considerable strengths and advantages, theoretical (e.g. open peer-review) and practical (e.g. publishing top esteemed manuscripts free of charge or at reduced APC), and therefore should be attractive to all scientists, with a particular focus on emerging researchers and researchers from emerging research-active countries of the future, such as developing countries. In PurplePublishing.org[®], such colleagues will find a home and plenty of opportunities to share their research and ideas. They can act as authors and experience the role of reviewer, and also become known within the community and hence acquire their own scientific reputation. Furthermore, PurplePublishing.org[®] is not only after “highly useful research” and hence also provides a place for the publication of results which may be less exciting, but still scientifically sound. Here, scientific results are results, regardless if they are positive or disappointing.

4. Conclusions

PurplePublishing.org[®] is a wider project to develop the basis for the future of global scientific dissemination. In an increasingly competitive environment dominated by traditional and Open Access publishers on the one side and “scientometric indicators” on the other, it aims at an open, inclusive strategy to publish, peer-review, rate and rank

manuscripts, authors and also reviewers for the benefit of science and scientists. This project is open for all to participate and also under constant research and development to provide the best possible approach to scientific dissemination and discourse.

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Purple Glossary

The Purple Publishing Project: is the title of the initiative to apply Purple Open Access (POA) in PurplePublishing.org[®].

Purple Open Access (POA): is a self-publishing approach to share and distribute original scientific output and information. The scientific output is available to the public through an online platform, where it undergoes a thorough and completely transparent and democratic, *i.e.* public and unbiased, peer-review.

PurplePublishing.org[®]: is an online platform which will apply the *Purple Open Access* (POA) approach.

Amethyst state: manuscripts reach this state after six months of their submission and cannot be edited any further.

The Purple strategy: The strategy of PurplePublishing.org[®].

Purple periwinkle: The gesture in which reviews are designated helpful by.

Purple Esteem Project (Puesta): The PurplePublishing.org[®] reward system.