
Editorial

As a Bottom-up Journal

The significance of online open-access journals has been widely discussed against the international marketing strategies and prevalence of commercial electronic journals. The Library of Osaka City University (OCU) has been suffering not only from its own budget cuts but also constant increases in the prices of such commercial journals. It would not seem sustainable for OCU to continue to subscribe to prestigious, but highly expensive, journals or journal packages without collective and tough negotiations with journal publishers. This, however, is one side of the same coin; the other side is the matter of international presence of Japanese human and social sciences. Although some fields of those sciences consider it important to learn or 'import' foreign, mostly Western, theories (for the field of Political Geography, see Yamazaki & Kumagai 2009), most do not necessarily attempt to publish or 'export' results of their research in international journals (Miki 2011).

This trade imbalance is due firstly to a language barrier or the fact that most Japanese scholars use foreign languages only for reading and secondly to the hegemonic status of English as an international academic language which maintains the privilege of Anglo-American scholars. Given that many Japanese scholars have been awarded the Nobel Prize, Japanese academic level is not at all low compared to other countries. So a possible way to overcome this trade imbalance is not necessarily to struggle with prestigious, and thus hegemonic, international journals to publish papers, but to establish a platform in which Japanese scholars can swiftly and internationally publish their studies and make them accessible to an international audience. This strategy is one of the core aims and scope of *UrbanScope* (Editorial Board of *UrbanScope* 2010).

For the past two years, the Editorial Board has made every effort to strengthen the journal by selecting excellent papers and recruiting talented translators. The journal has published three translations and one refereed paper as well as two editorials which have altogether attracted approximately 1,700 online site visits and 2,600 downloads from 36 countries/territories and 245 cities across the world (as of February 24, 2012, Figure 1). While more than 80% of the visits have come from within Japan, visits from the U.S. account for 7%, followed by the U.K., Thailand, Germany, Australia, Indonesia, France, China, and Hong Kong (Table 1). Visits from overseas are slightly increasing compared to the previous year, and the number of visited pages and the duration of browsing per visit are not necessarily small nor short, suggesting that overseas visitors from these countries actually downloaded papers. The 245 cities include Honolulu (41 visits), Champaign (17), Bangkok (11) and London (9), which indicate that *UrbanScope* tends to be browsed at universities located in those cities. The deepening of our academic partnership with the University of Illinois at Urbana-Champaign and Chulalongcorn University in Bangkok seems to contribute to such results. The analysis of downloads of each paper shows that papers in the first volume have been constantly downloaded and that the Okado paper in the second volume has been very frequently downloaded (Figure 2). Given that we have published only four papers, we can expect new papers in this volume to attract more of an international audience.

For the third volume of the journal, we translated three selected Japanese papers into English. We also called for contributions mainly from graduate students and junior researchers at OCU. After international peer reviews for three submitted papers, we finally accepted one research paper by a research fellow at the Urban Research Plaza, OCU. We would like to gradually expand the range of contributors beyond the Graduate School of Literature and Human Sciences to our partner universities overseas. Last year, we hoped that the journal would soon become truly

international both in its nature and circulation. We are now sure that the journal is slowly but steadily moving in that direction. This is undoubtedly due to the continuing support of our contributors, translators, peer reviewers, and readers.

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Editor-in-Chief, *UrbanScope*

References

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Miki, R. 2011. Elsevier - Open to Accelerate Science. *URP GCOE DOCUMENT* 9, 64-69.

Yamazaki, T. & Kumagai, M. 2009. The Acceptance of *Political Geography* in Japan: A Citation Analysis of the 'International' Journal. *Geographical Review of Japan Series B* 82(1), 31-41.



Source: Google Analytics®

Figure 1. Visits from 245 cities (June 1, 2010 to February 24, 2012)

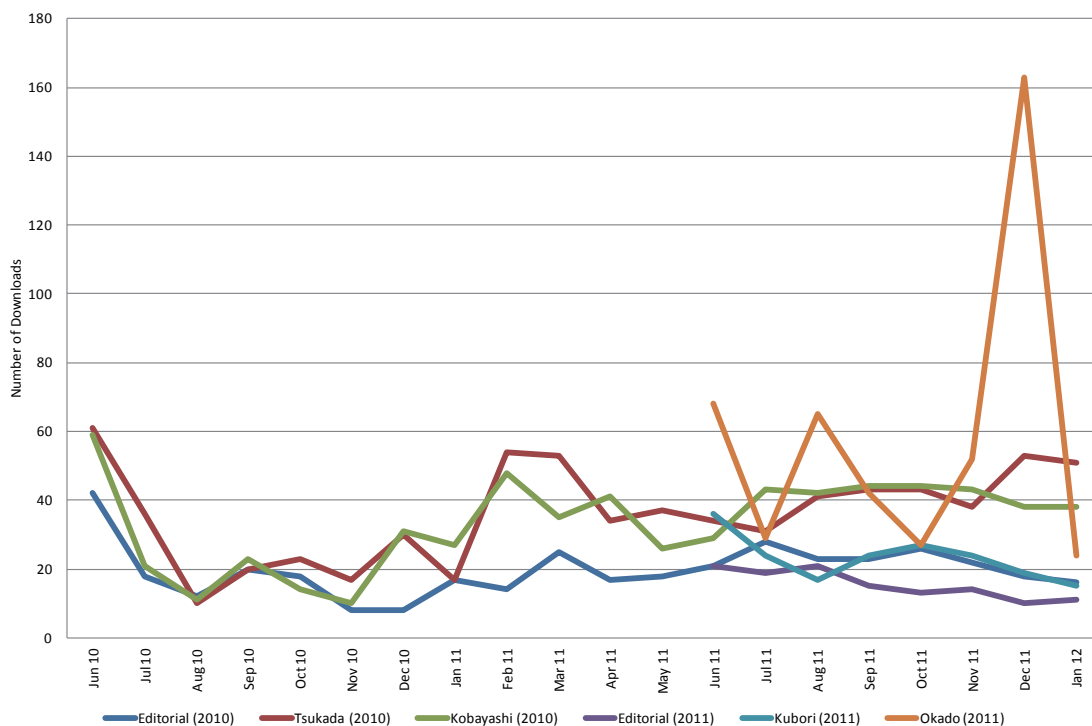


Figure 2. Changes in downloads of each paper (June 1, 2010 to January 31, 2012)

Table 1. Visits by country/territory (as of February 24, 2012)

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Japan	1411	2.26	00:01:39	55.28%	58.61%
United States	123	2.37	00:02:10	70.73%	52.03%
United Kingdom	27	2.07	00:01:53	85.19%	48.15%
Thailand	13	1.69	00:00:31	61.54%	61.54%
Germany	13	2.23	00:01:09	84.62%	76.92%
Australia	11	2.45	00:01:09	54.55%	45.45%
Indonesia	10	1.50	00:01:12	60.00%	70.00%
France	10	3.30	00:00:48	90.00%	40.00%
China	9	1.78	00:00:38	66.67%	77.78%
Hong Kong	7	2.29	00:00:12	57.14%	28.57%
Others	62				
Total	1696	2.25	00:01:38	58.55%	58.02%

Source: Google Analytics®