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A statement from Dr Philip Campbell, Editor-in-Chief of *Nature*

10 December 2013

Nature has worked with the scientific community for over 140 years, and our validation that we are serving their needs comes from our readers, and the authors and peer reviewers who continue to choose to work with us. We select research for publication in *Nature* on the basis of scientific significance. That in turn may lead to citation impact and media coverage, but *Nature* editors aren't driven by those considerations, and couldn't predict them even if they wished to do so. *Nature* has been publishing research using essentially the same criteria for decades: original scientific research, of outstanding scientific importance, which reaches a conclusion of interest to an interdisciplinary readership. It is up to the scientific community and evaluators to decide how much importance they want to place on papers that appear in the journal. *Nature* is the world's most cited scientific journal, but it also publishes many gems of scientific significance which receive few citations.

The research community tends towards an over-reliance in assessing research by the journal in which it appears, or the impact factor of that journal. In a survey Nature Publishing Group conducted this year of over 20,000 scientists, the three most important factors in choosing a journal to submit to were: the reputation of the journal; the relevance of the journal content to their discipline; and the journal's impact factor. My colleagues and I have expressed concerns about over-reliance on impact factors many times over the years, both in the pages of *Nature* and elsewhere. On nature.com, we share data about individual articles - citations, news and social media mentions - and encourage use of all metrics in context.

I don't think it is helpful to conflate open access with selectivity. Open access is an access model and a business model. *Nature's* publisher, Nature Publishing Group, has embraced that business model where it is viable and now has over 60 journals with open access options and, with Frontiers, is now the fifth largest publisher of open access journals.

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