Beyond Open Access: facing the real problems

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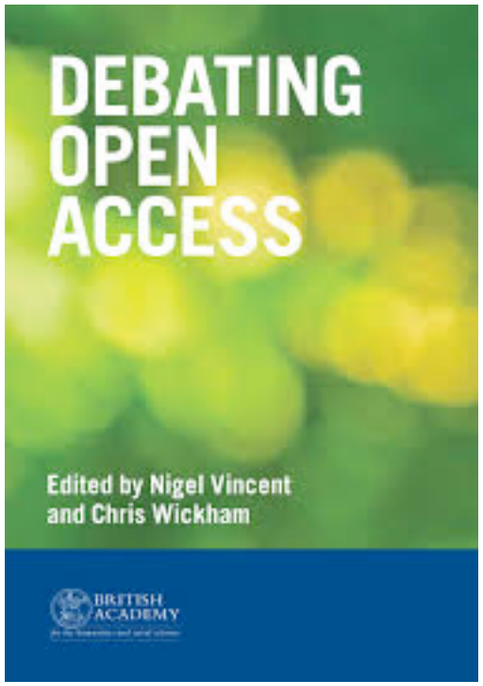
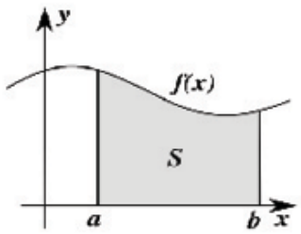
Open Access: an entire movement



Celebrating a decade of OPEN ACCESS

open india

the problem



it can get really annoying

Just how over-priced is "over-priced"?

1. Title: Journal of Service Management
Publisher: Emerald
ISSN: 1757-5818
Subject: Business
Profit Status: For-Profit
Year First Published:
Price per article: 1430.74
Price per citation: 1755.9
Composite Price Index: 1585
Relative Price Index 143.89

3. Title: CYTOSKELETON
Publisher: Wiley Blackwell
ISSN: 1949-3584
Subject: Medicine
Profit Status: For-Profit
Year First Published:
Price per article: 948.71
Price per citation: 375.19
Composite Price Index: 596.62
Relative Price Index 128.36

6. Title: NATURE COMMUNICATIONS
Publisher: NATURE PUBLISHING GROUP
ISSN: 2041-1723
Subject: Biology
Profit Status: For-Profit
Year First Published:
Price per article: 717.51
Price per citation: 101.52
Composite Price Index: 269.9
Relative Price Index 39.19

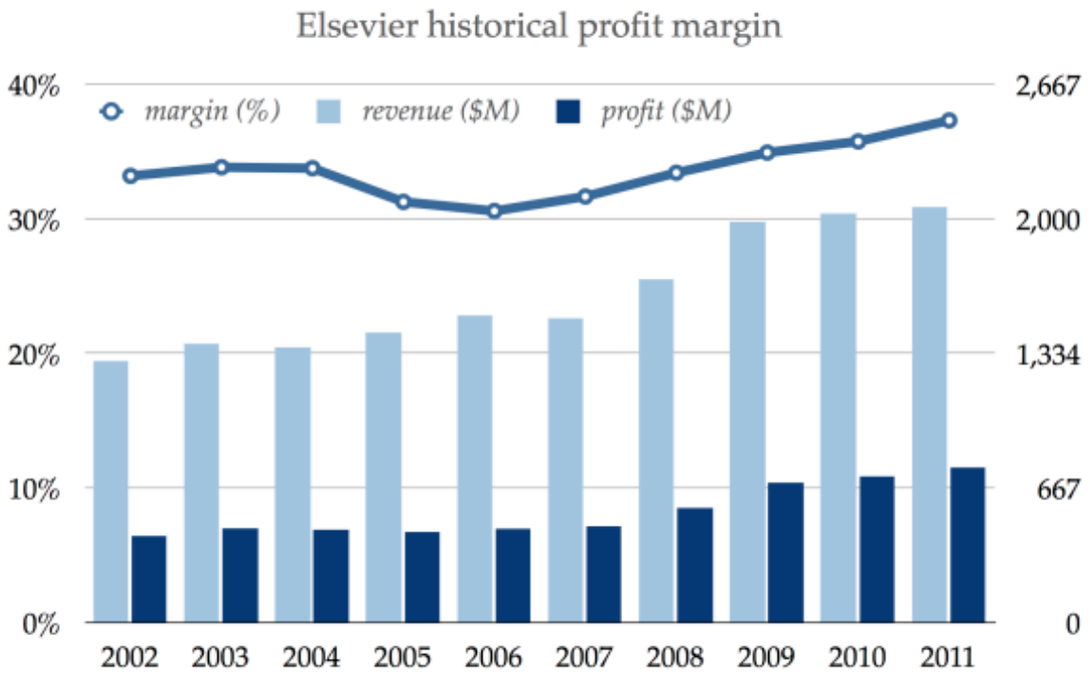
8. Title: JOURNAL OF GERIATRIC ONCOLOGY
Publisher: ELSEVIER INC
ISSN: 1879-4068
Subject: Medicine
Profit Status: For-Profit
Year First Published:
Price per article: 630
Price per citation: 735
Composite Price Index: 680.47
Relative Price Index 146.4

17. Title: ADVANCES IN PHYSICS
Publisher: Taylor Francis
ISSN: 0001-8732
Subject: Physics
Profit Status: For-Profit
Year First Published: 1952
Price per article: 531.31
Price per citation: 24.75
Composite Price Index: 114.68
Relative Price Index 13.87

20. Title: Nature Reviews Clinical Oncology
Publisher: NATURE PUBLISHING GROUP
ISSN: 1759-4774
Subject: Medicine
Profit Status: For-Profit
Year First Published:
Price per article: 520.32
Price per citation: 46.64
Composite Price Index: 155.79
Relative Price Index 33.51

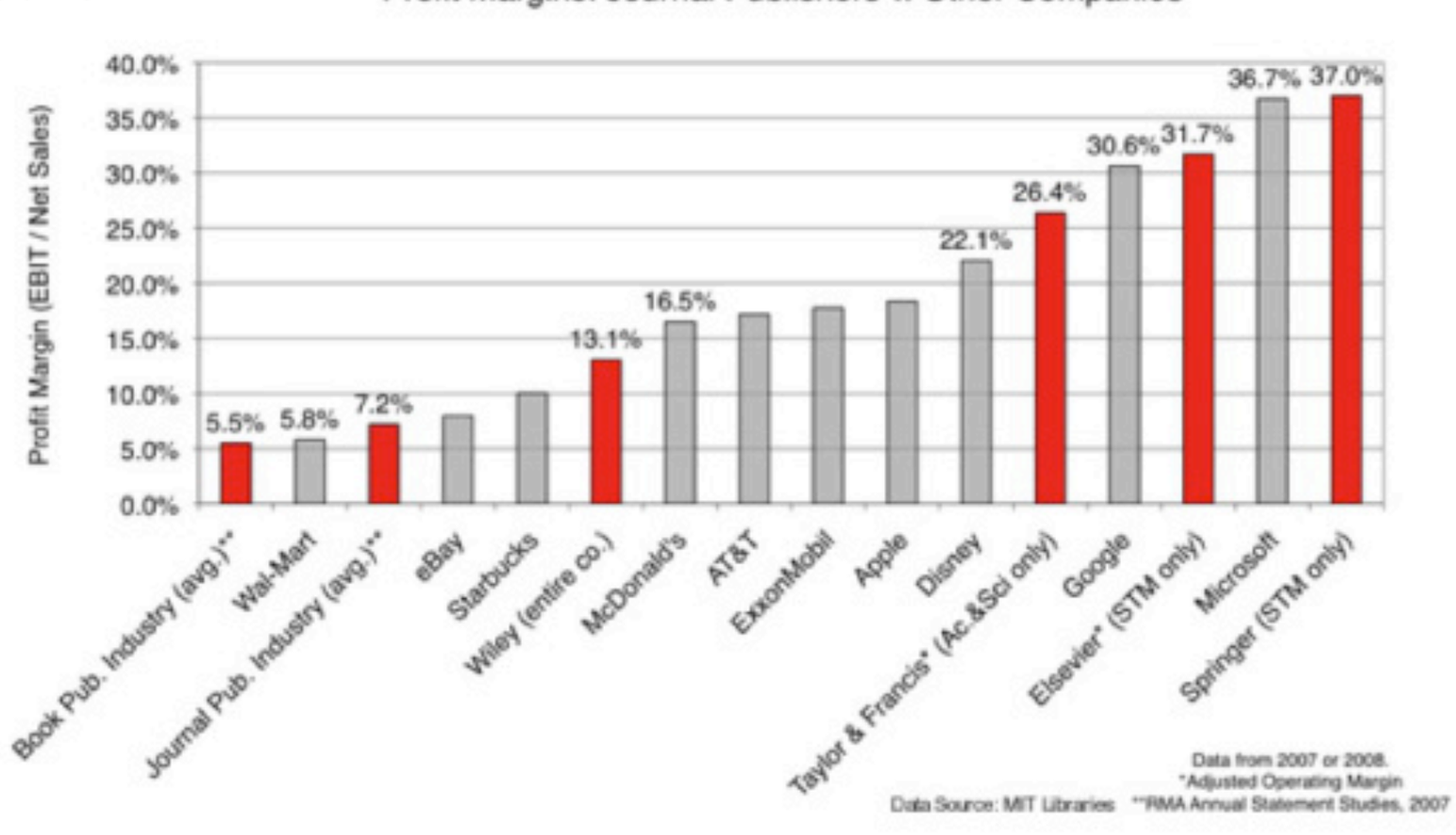
http://www.journalprices.com

talking about BIG business!



Data are from Mike Taylor, The obscene profits of commercial scholarly publishers, 2012

http://openaccess.commons.gc.cuny.edu/



elsevier boycott

http://thecostofknowledge.com/

The Cost of Knowledge

13968 Researchers Taking a Stand. *See the list*

Academics have protested against Elsevier's business practices for years with little effect. These are some of their objections:

1. They charge exorbitantly high prices for subscriptions to individual journals.
2. In the light of these high prices, the only realistic option for many libraries is to agree to buy very large "bundles", which will include many journals that those libraries do not actually want. Elsevier thus makes huge profits by exploiting the fact that some of their journals are essential.
3. They support measures such as SOPA, PIPA and the ~~Research Works Act~~, that aim to restrict the free exchange of information.

The key to all these issues is the right of authors to achieve easily-accessible distribution of their work. If you would like to declare publicly that you will not support any Elsevier journal unless they radically change how they operate, then you can do so by filling in your details on this page.

More information:

- **Statement of Purpose**
- PolyMath journal publishing reform page

Read our blog, and follow the boycott on Twitter here.

Add your name to the list.

First and Last Name

Affiliation

Email

only used once to verify your identity; never displayed, never shared

Subject: Mathematics

Comments *(optional)*

Link *(optional)*

such as a link to a blog post of yours explaining your position

I plan to refrain from:

☐ publishing ☐ refereeing ☐ editorial work

Add My Name

Please email me if you have any questions about this page.

Clayton A

LitRoost - Biology

won't publish,
won't referee,
won't do editorial work

> Restrictive access to knowledge is one of the most harmful bottlenecks to human progress.

Gaell Mainguy A

S.A.P.I.EN.S - Environmental Sciences

won't publish,
won't referee,
won't do editorial work

> Open access is the only way to integrate knowledge successfully to foster advances in sustainability research and other key multidisciplinary challenges.

Gonzalez A

UQAM-Geology - Earth and Planetary Sciences

won't publish,
won't referee,
won't do editorial work

> In support of an open publishing online portal and foremost the advancement of science.

some formal recommendations...

Budapest Open Access Initiative

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What you can do to help

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Budapest Open Access Initiative

In response to the growing demand to make research free and available to [illegible] with a computer and an internet connection, a diverse coalition has issued new guidelines that could usher in huge advances in the sciences, medicine, and health.

The recommendations were developed by leaders of the Open Access movement, which has worked for the past decade to provide the public with unrestricted, free access to scholarly research—much of which is publicly funded. Making the research publicly available to everyone—free of charge and without most copyright and licensing restrictions—will accelerate scientific research efforts and allow authors to reach a larger number of readers.

The recommendations are the result of a meeting organized by the Open Society Foundations to mark the tenth anniversary of Budapest Open Access Initiative, which first defined Open Access. The recommendations include the development of Open Access policies in institutions of higher education and in funding agencies, the open licensing of scholarly works, the development of infrastructure such as Open Access repositories and creating standards of professional conduct for Open Access publishing. The recommendations also establish a new goal of achieving Open Access as the default method for distributing new peer-reviewed research in every field and in every country within ten years' time.

Translations of the recommendations have already been made in several languages, with more to follow.

For more on the recommendations, please see the press release as well as a blog post by Peter Suber which provides additional background on the Open Access movement.

...and the "two" roads to OA are born

Green

Gold

To achieve open access to scholarly journal literature, we recommend two complementary strategies.

I. Self-Archiving: First, scholars need the tools and assistance to deposit their refereed journal articles in open electronic archives, a practice commonly called, self-archiving. When these archives conform to standards created by the Open Archives Initiative, then search engines and other tools can treat the separate archives as one. Users then need not know which archives exist or where they are located in order to find and make use of their contents.

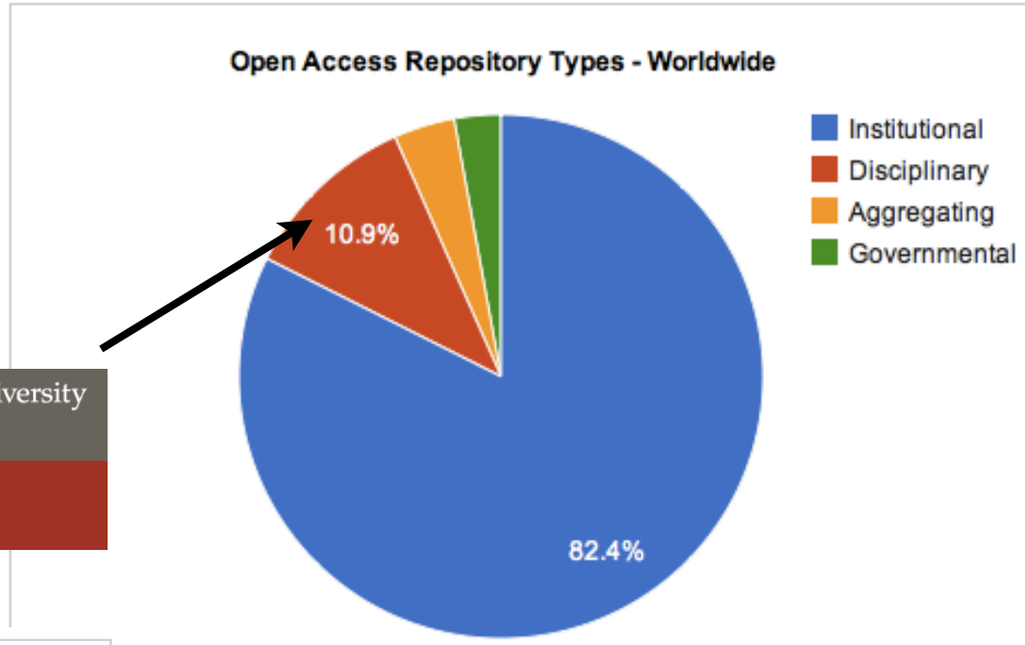
II. Open-access Journals: Second, scholars need the means to launch a new generation of journals committed to open access, and to help existing journals that elect to make the transition to open access. Because journal articles should be disseminated as widely as possible, these new journals will no longer invoke copyright to restrict access to and use of the material they publish. Instead they will use copyright and other tools to ensure permanent open access to all the articles they publish. Because price is a barrier to access, these new journals will not charge subscription or access fees, and will turn to other methods for covering their expenses. There are many alternative sources of funds for this purpose, including the foundations and governments that fund research, the universities and laboratories that employ researchers, endowments set up by discipline or institution, friends of the cause of open access, profits from the sale of add-ons to the basic texts, funds freed up by the demise or cancellation of journals charging traditional subscription or access fees, or even contributions from the researchers themselves. There is no need to favor one of these solutions over the others for all disciplines or nations, and no need to stop looking for other, creative alternatives.

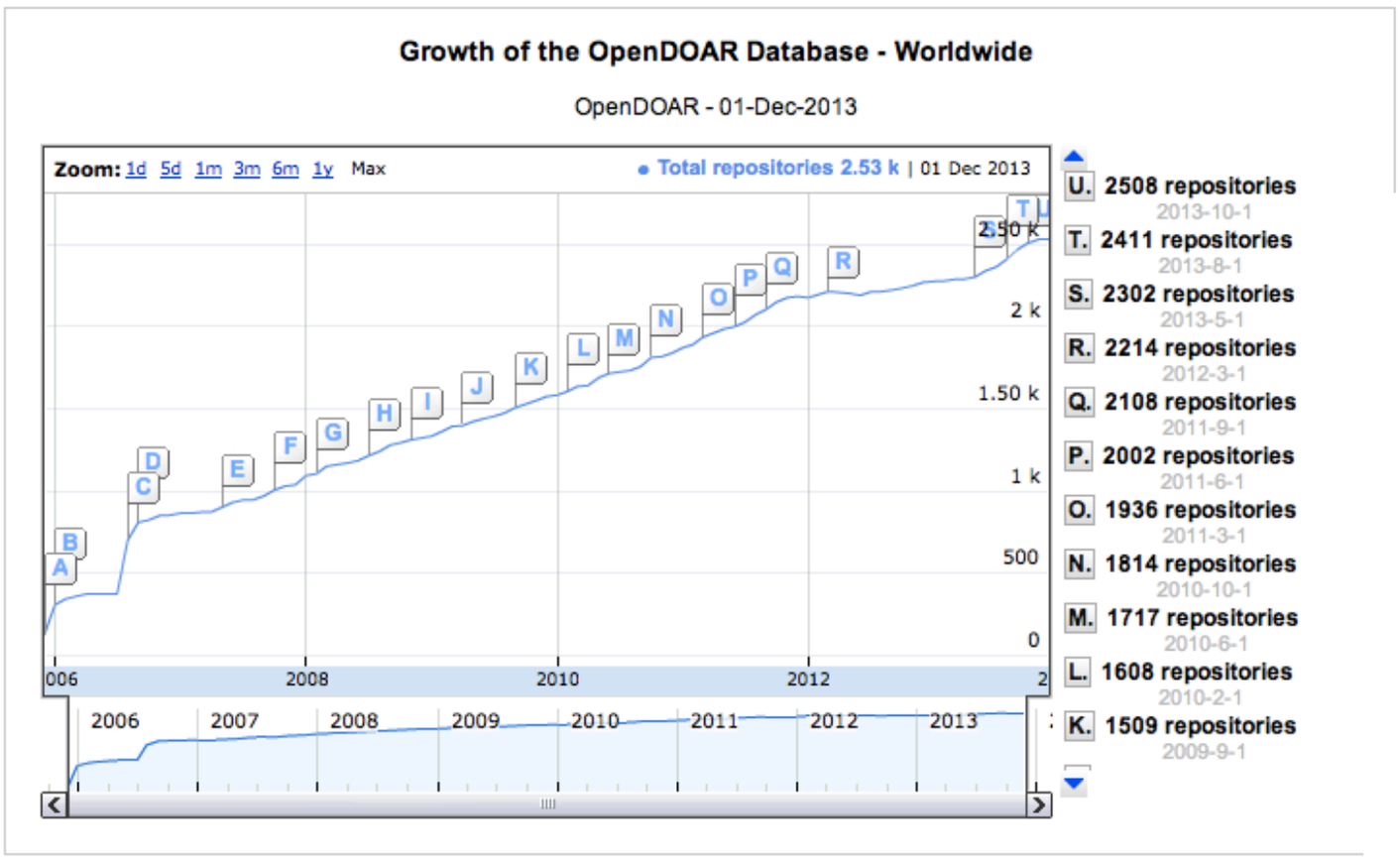
"green" repositories

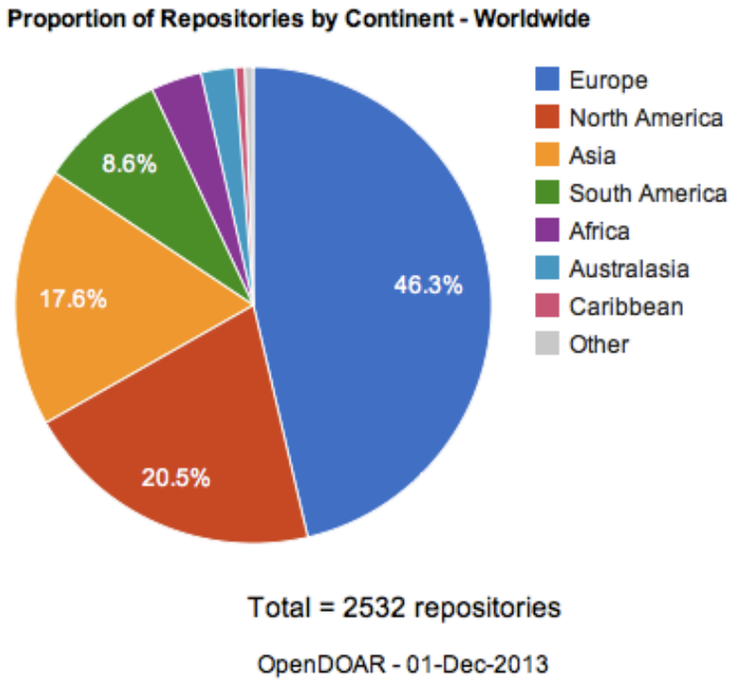
OpenDOAR

Cornell University Library

arXiv.org





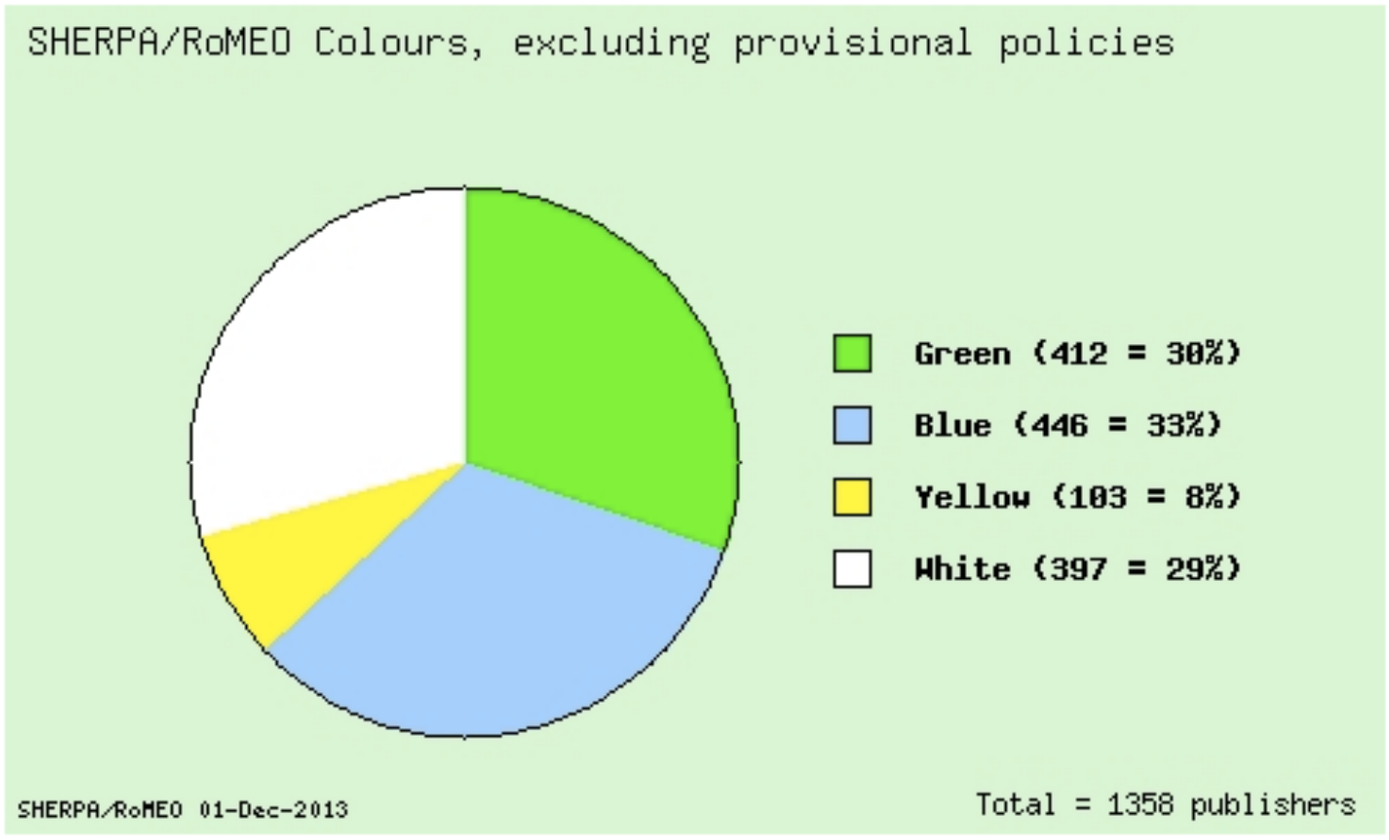


http://www.opendoar.org/

SHERPA/RoMEO

Search - Publisher copyright policies & self-archiving

Summary: **71%** of publishers on this list formally **allow** some form of self-archiving.

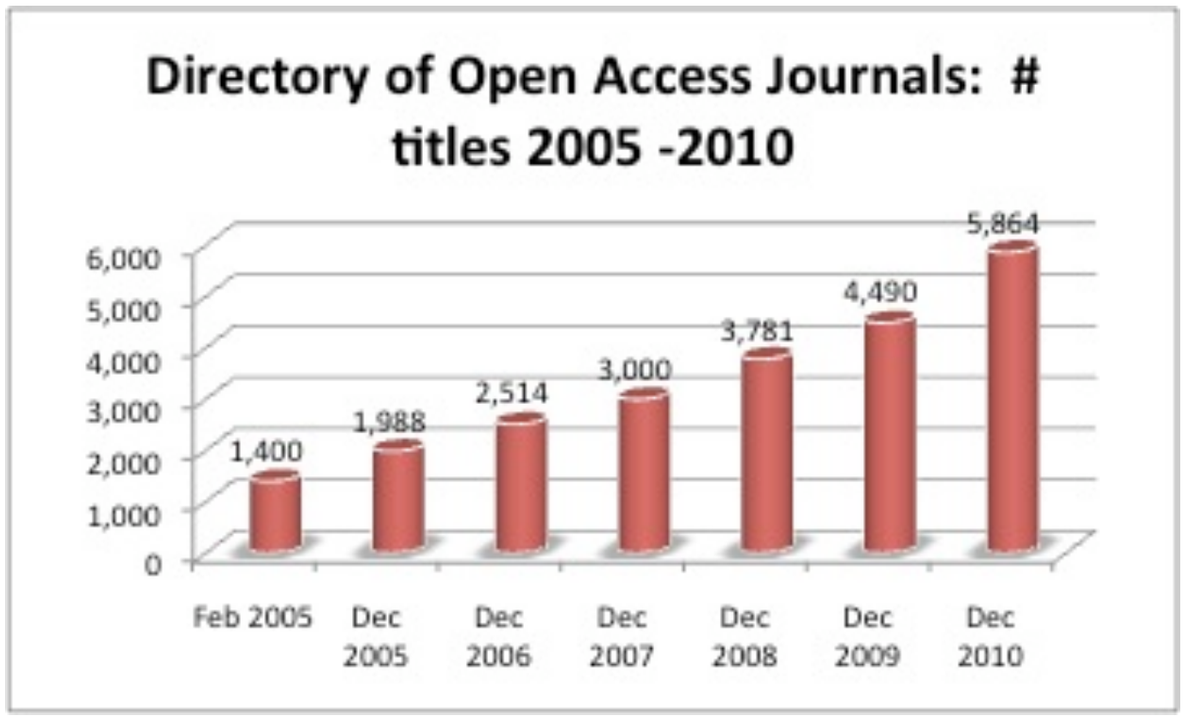


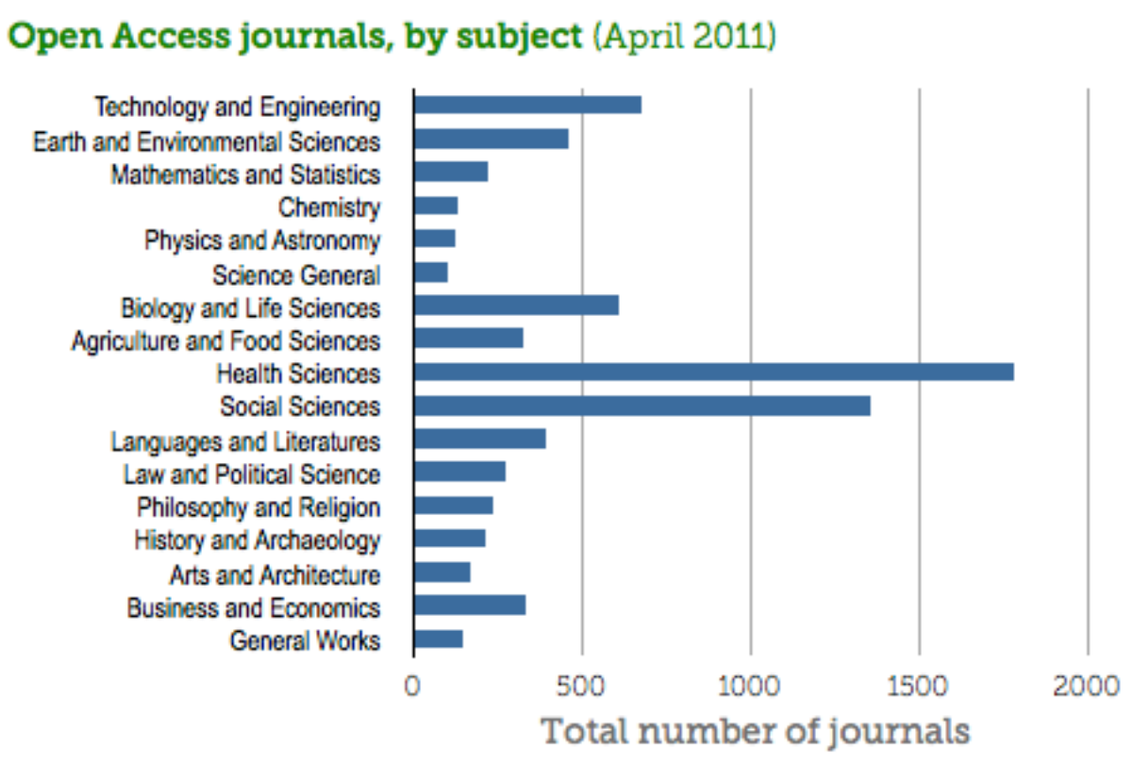
RoMEO colour	Archiving policy
GREEN	Can archive pre-print and post-print
BLUE	Can archive post-print
YELLOW	Can archive pre-print
WHITE	Archiving not formally supported

http://www.sherpa.ac.uk/romeo/

"golden" journals

DOAJ DIRECTORY OF OPEN ACCESS JOURNALS





http://www.doaj.org/

The two open-access strategies: **Gold** and **Green**

Open-Access Publishing (OApub) (BOAI-2)

1. Create or Convert 23,000 open-access journals (1000 exist currently)
2. Find funding support for open-access publication costs ($500-$1500+)
3. Persuade the authors of the annual 2,500,000 articles to publish in new open-access journals instead of the existing toll-access journals

Open-Access Self-Archiving (OAarch) (BOAI-1)

1. Persuade the authors of the annual 2,500,000 articles they publish in the existing toll-access journals to also self-archive them in their institutional open-access archives.

why gold then???

how publishers think...

Whatever one may think about the relative merits of Green and Gold OA (a matter that my colleagues on the Kitchen and myself have discussed numerous times) or the economic implications of embargoes of various lengths, what is clear is that Green OA has no promise of delivering augmented revenues to the publisher, but Gold OA opens up a new customer, the author him or herself, who in many instances pays for the article to be OA. Gold OA, in other words, represents a business opportunity, whereas Green OA represents a business problem.

Thus we have the emergence of a relatively new market, where publishers fight to collect fees from this new class of customers: authors. How to compete is another matter. Most traditional publishers rely on the strength of their brands to bring the articles in. This is most obvious in cascading peer review, where the established publication represents the wide end of the marketing funnel and the Gold OA venues sit at the narrow end. (It's worth remembering that this model works for purely toll-access publications as well, as the enormous success of *Nature*'s line-extension proves.) Other publishers focus on metrics of different kinds and boast of their Web-friendly tools for submission, discovery, and dissemination. As one would expect, wherever there is competition, the matter of pricing comes up. And here the established publisher may have a problem.

About Joseph Esposito

I am a management consultant working primarily in the world of digital media, software, and publishing. My clients include both for-profits and not-for-profits. A good deal of my activity concerns research publishing, especially when the matter at issue has to do with the migration to digital services from a print background. Prior to setting up my consulting business, I served as CEO of three companies (Encyclopaedia Britannica, Tribal Voice, and SRI Consulting), all of which I led to successful exits. Typically I work on strategy issues, advising CEOs and Boards of Directors on direction; I also have managed a number of sticky turnarounds. Among other things, I have been the recipient of grants from the Mellon, MacArthur, and Hewlett Foundations, all concerning research into new aspects of publishing.

View all posts by Joseph Esposito »

money is power!

"The Finch Report is a successful case of lobbying by publishers to protect the interests of publishing at the expense of the interests of research and the public that funds research," argues University of Southampton cognitive scientist Stevan Harnad. "The Finch Report proposes doing precisely what the US Research Works

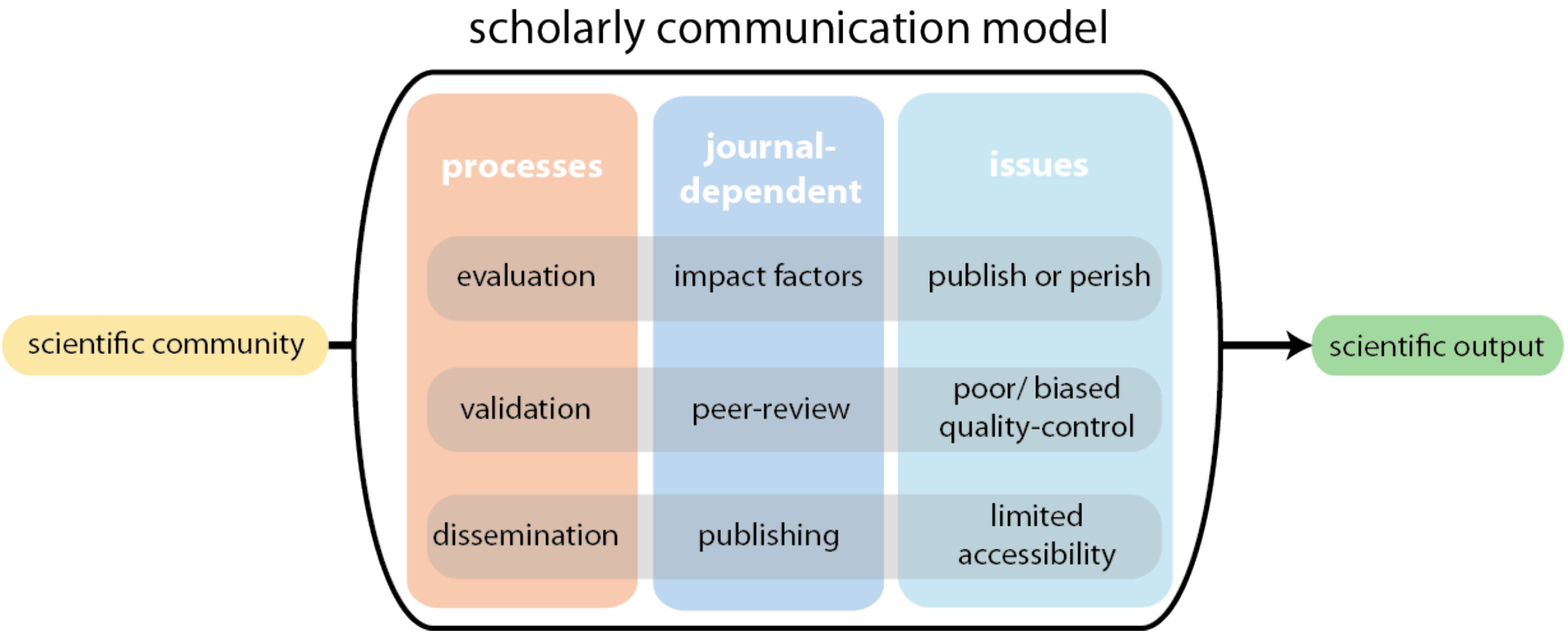
We therefore recommend that:

i. a clear policy direction should be set towards support for publication in open access or hybrid journals, funded by APCs, as the main vehicle for the publication of research, especially when it is publicly funded;

Key actions: overall policy and funding arrangements

i. Make a clear commitment to support the costs of an innovative and sustainable research communications system , with a clear preference for publication in open access or hybrid journals. (*Government, Research Councils, Funding Councils, universities*)

how did we get into this mess???



after all journals are brands!

Microsoft

Cell

nature

Science
AAAS

Psychological Science

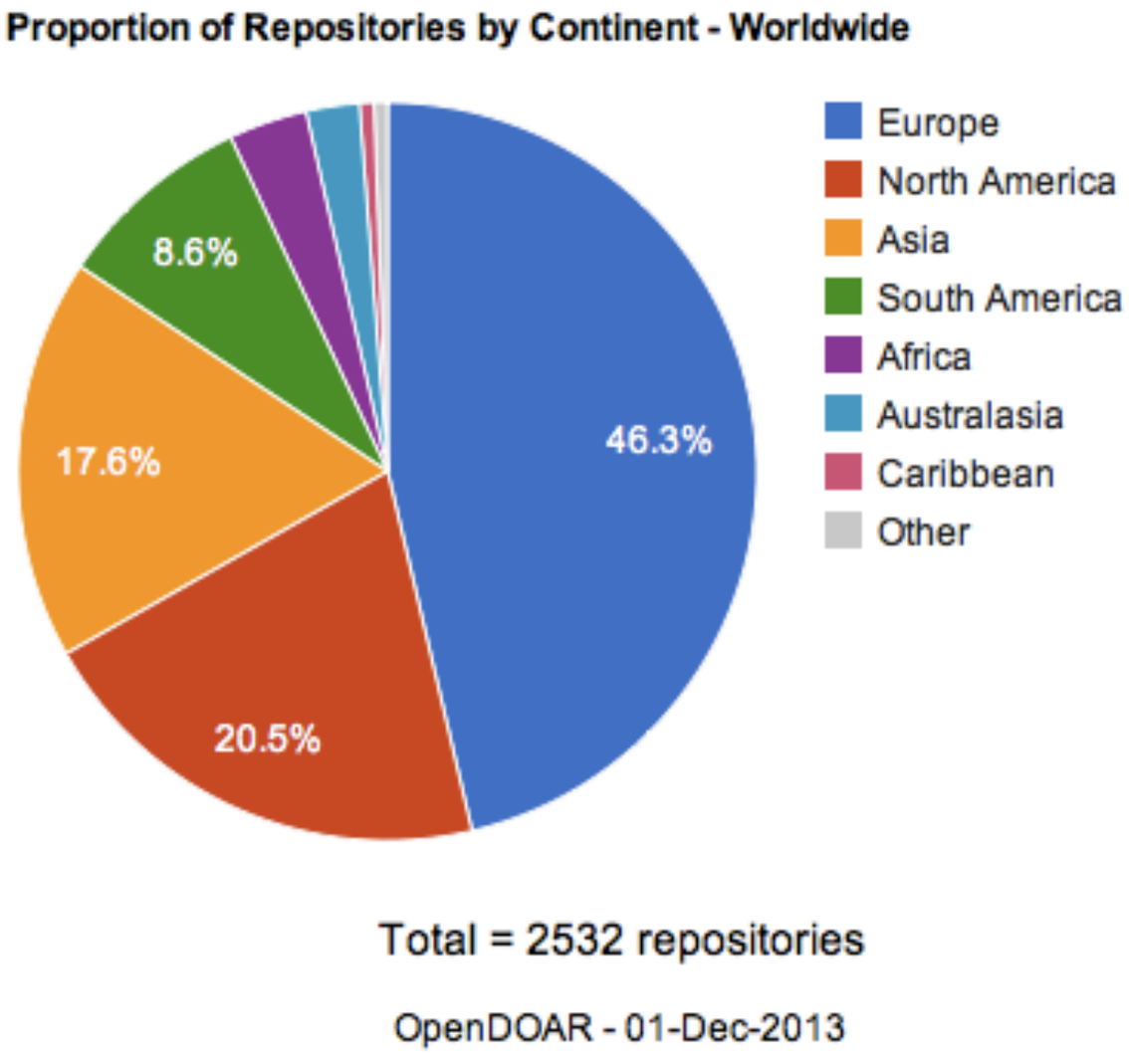
movistar

PNAS
Proceedings of the National Academy of Sciences of the United States of America www.pnas.org

SPR PSYCHOPHYSIOLOGY

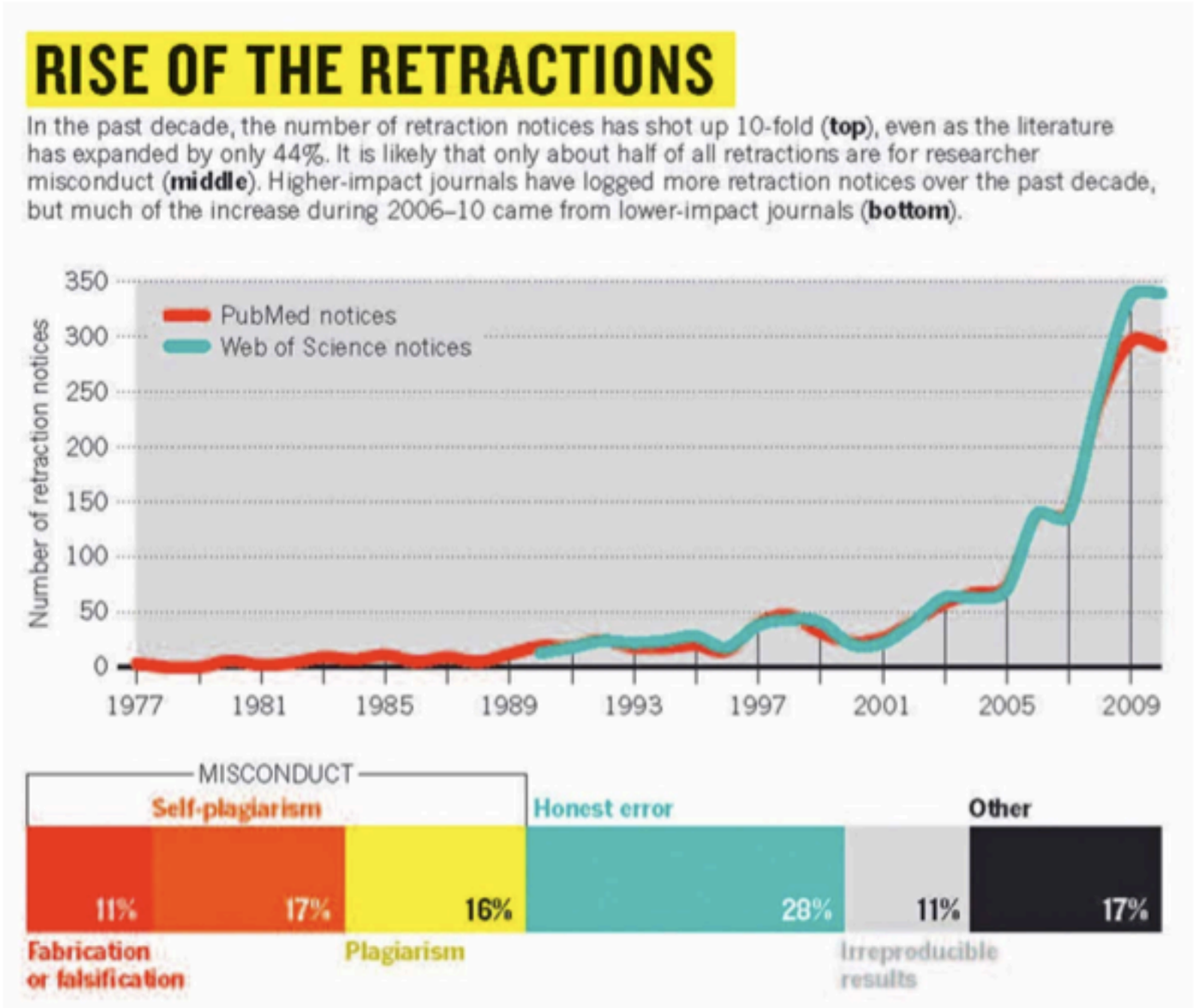
is there a way out?

dissemination

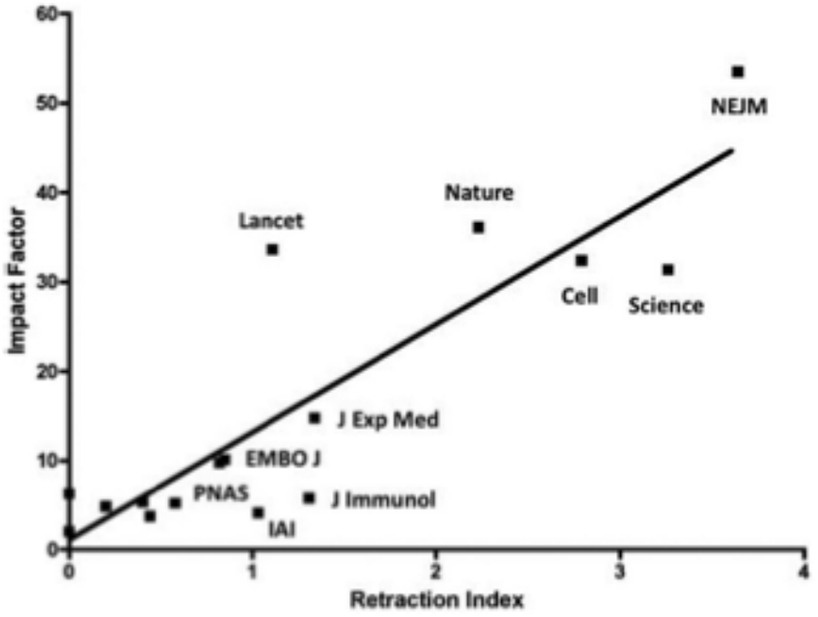


remember self-archiving?

validation

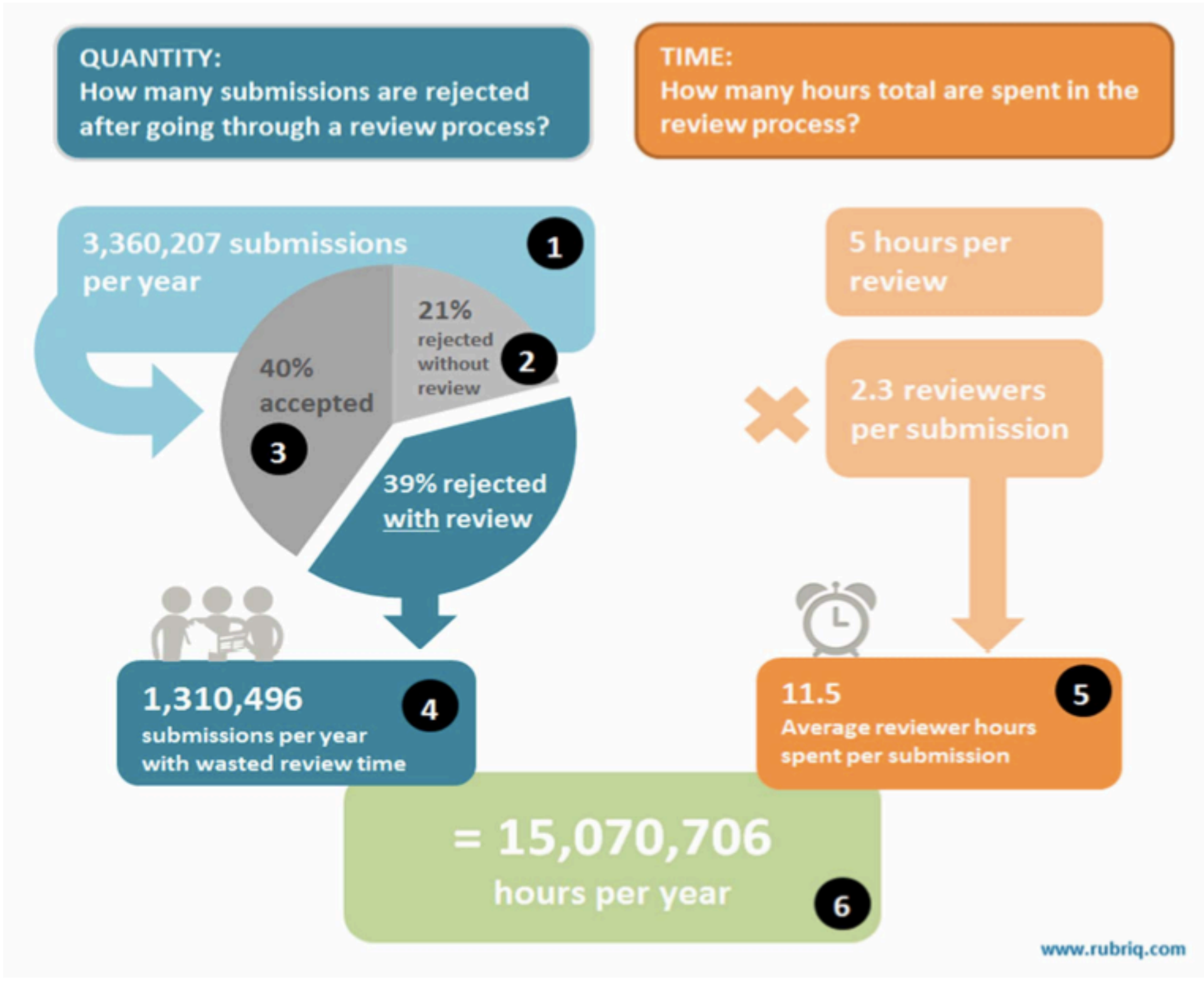


(Van Noorden, 2011) Nature 478(6)



Fang (2011) *Infect. Immun.* 79(10):3855

validation


QUANTITY:
How many submissions are rejected after going through a review process?
TIME:
How many hours total are spent in the review process?
3,360,207 submissions per year
1
21% rejected without review
2
40% accepted
3
39% rejected with review
5 hours per review
2.3 reviewers per submission
1,310,496
submissions per year with wasted review time
4
11.5
Average reviewer hours spent per submission
5
= 15,070,706
hours per year
6
www.rubriq.com

validation

http://www.liberatingresearch.org/

validation http://www.liberatingresearch.org/

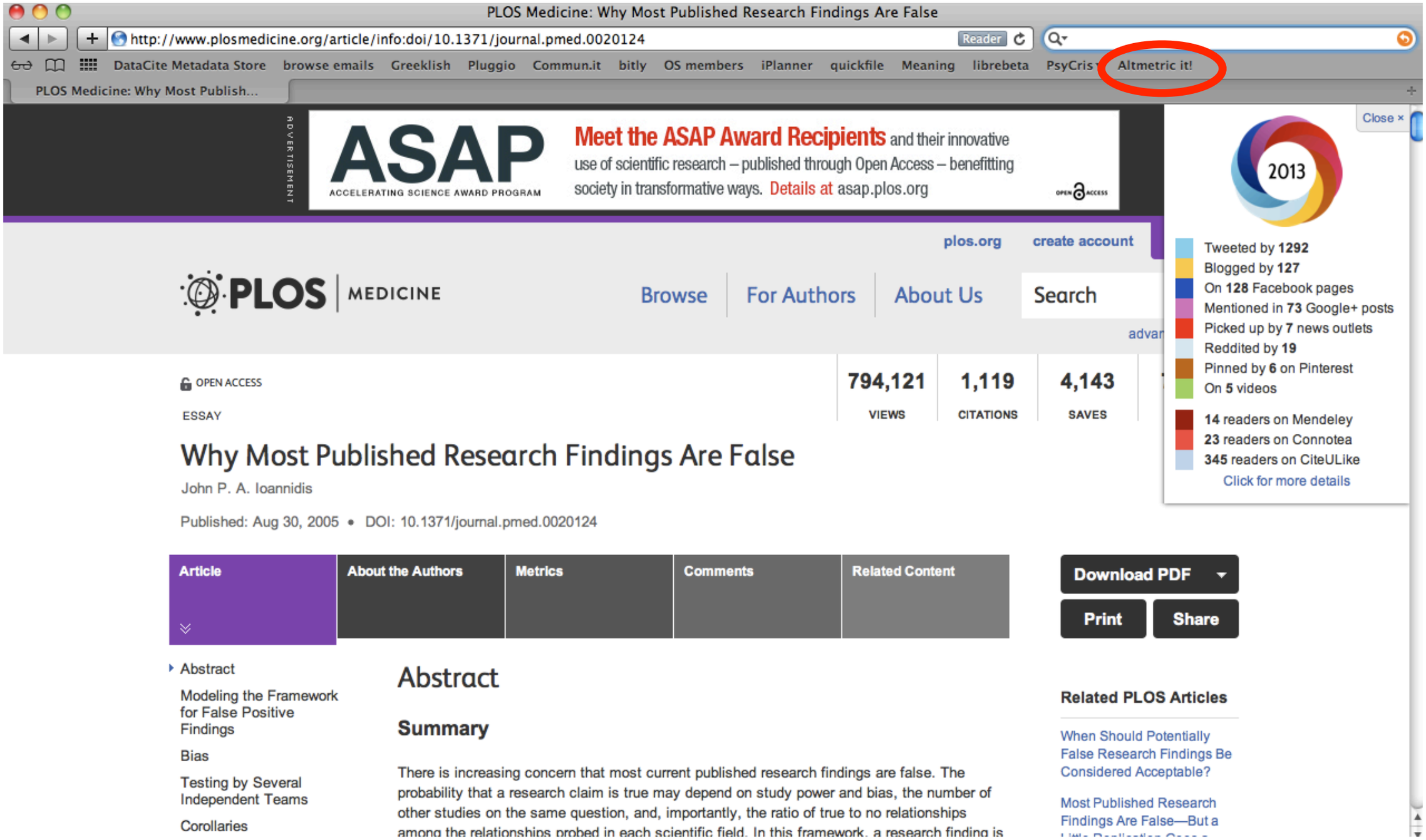
How LIBRE works

STEP 1: authors self-archive research items
STEP 2: link to LIBRE
STEP 3: find & invite reviewers to openly peer-review
STEP 4: reviewers **evaluate** based on predefined categories
STEP 4: authors revise & update
STEP 5: authors may choose to submit to a journal

LIBRE is journal-independent
LIBRE is an overlay to existing OA
LIBRE is author-guided
LIBRE is free
LIBRE is open
LIBRE is transparent
LIBRE is citeable (DOI)
LIBRE is safe (CLOCKSS)
LIBRE is open source
LIBRE is non-profit
LIBRE is a community project

evaluation

Altmetric



http://www.altmetric.com/

evaluation

ImpactStory.

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Pandelis Perakakis | | |

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The siege of science

(2008) Taylor, Perakakis, Trachana. *Inter-Research Science Center*. Ethics in Science and Environmental Politics(ESEP)

highly saved by scholars — **59** Mendeley readers

97 - 100 percentile of articles published in 2008

highly cited by scholars — **20** Scopus citations

77 - 91 percentile of articles published in 2008

saved by scholars — **2** CiteULike bookmarks

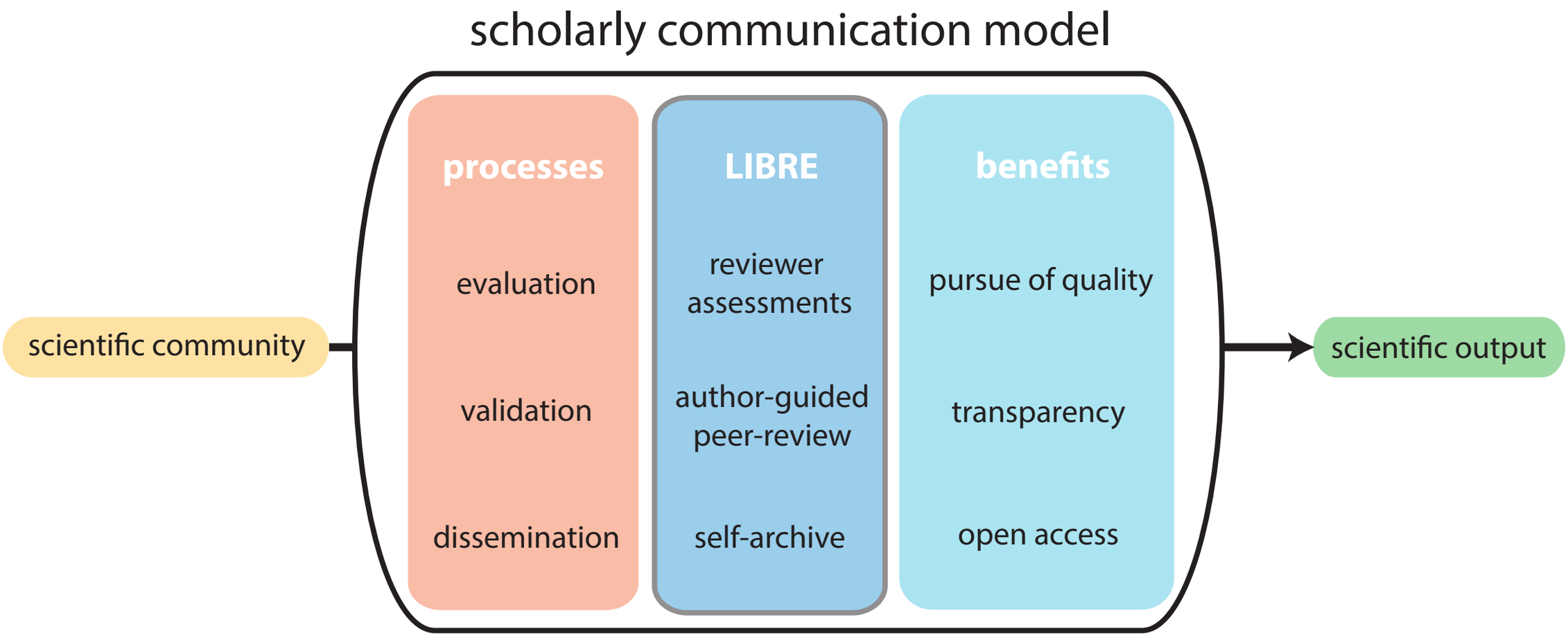
90 - 99 percentile of articles published in 2008

saved by public — **1** Delicious bookmark

97 - 100 percentile of articles published in 2008

http://impactstory.org/

the future of scholarly communication??



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