Open Access
Obstacles and Options

Eleta Exline

October 23, 2020
Open Access is a response to a flawed system of scholarly communication.
“University presses and disciplinary associations were founded to disseminate research...the faculty produced the work to be published; non-profit publishers organized the distribution of knowledge; the university library bought the published work at an artificially high price, as a subsidy for learned societies; and the faculty used this literature as the foundation for further research and teaching.

”[…] However, over the past fifty years, as federal research funding has encouraged specialization, journal publishing has become commercialized, and some parts of the scientific and technical literature are now being monopolized by multinational publishing conglomerates.” (p. 89)”

In The mirage of continuity: Reconfiguring academic information resources for the 21st century. CLIR and AAU.
Number of journals changing from small to big publishers, and big to small publishers per year of change in the Natural and Medical Sciences and Social Sciences & Humanities.

https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0127502
Profit Margins: Journal Publishers v. Other Companies

<table>
<thead>
<tr>
<th>Company</th>
<th>Profit Margin (EBIT / Net Sales)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book Pub. Industry (avg)**</td>
<td>5.5%</td>
</tr>
<tr>
<td>Journal Pub. Industry (avg)**</td>
<td>5.8%</td>
</tr>
<tr>
<td>Wal-Mart</td>
<td>7.2%</td>
</tr>
<tr>
<td>eBay</td>
<td>22.2%</td>
</tr>
<tr>
<td>Starbucks</td>
<td>13.1%</td>
</tr>
<tr>
<td>McDonald's</td>
<td>16.5%</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>19.3%</td>
</tr>
<tr>
<td>ExxonMobil</td>
<td>22.1%</td>
</tr>
<tr>
<td>Apple</td>
<td>26.4%</td>
</tr>
<tr>
<td>Disney</td>
<td>30.6%</td>
</tr>
<tr>
<td>Elsevier* (Ac &amp; Sci only)</td>
<td>31.7%</td>
</tr>
<tr>
<td>Google</td>
<td>36.7%</td>
</tr>
<tr>
<td>Springer (STM only)</td>
<td>37.0%</td>
</tr>
</tbody>
</table>

Data from 2007 or 2008.
*Adjusted Operating Margin
Data Source: MIT Libraries **RMA Annual Statement Studies, 2007
Why does it cost millions to access publicly funded research papers? Blame the paywall

Canadian universities struggle to pay for access to their own research reports as publishers profit

Kelly Crowe · CBC News · Posted: Mar 09, 2019 9:00 AM ET | Last Updated: March 9
Price increases of 4-6% each year drive the cost of scholarly journals upward far in excess of general consumer goods, as represented by the Consumer Price Index. This trajectory strains library and university budgets.
Open Access is...freely available on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. The only constraint on reproduction and distribution, and the only role for copyright in this domain, should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited.

Budapest Open Access Initiative, 2002

Creative Commons Attribution 3.0 http://www.budapestopenaccessinitiative.org/read
Open Access is part of a movement to increase the transparency and robustness of research, accelerate discovery and innovation, and democratize knowledge.
open data
open source
open educational resources
open methodology
open access
open peer review
Many PhD students are enthusiastic about robust scientific practices, but afraid that ‘doing good science’ will jeopardize their chances on the job market, argues Felix Schönbrodt, Managing Director of the LMU Open Science Center. Aligning incentives and preparing students for a job market that values contributions to Open Science will be key.
Three lessons COVID-19 has taught us about Open Access publishing

Lesson 1: Traditional publishing models – which lock content behind paywalls – are not fit for purpose.

Lesson 2: Preprints and open publishing platforms have come of age

Lesson 3: We can’t predict which research will be useful – so let’s make it all open access

LSE Impact Blog, October 6, 2020 https://blogs.lse.ac.uk/impactofsocialsciences/2020/10/06
Prestige based incentives are a barrier to the progress of Open Science and Open Access.
Crazy but true: concerns about remaining a scientist is #1 barrier about acting according to scientific values

#assessingresearch
The faculty need to be publishing in the very best journals which the library has quit subscribing to due to budget cuts. Luckily you can still read abstracts on the gated copies!
The hidden costs of publication metrics: Can the pressure to publish crowd out our intrinsic motivations to produce good science?
You have options
Publish in a closed journal

Benefits

• Majority of journals to choose from
• Dominant model

Cautions

• Transfer copyright
• May have fees
• You and your readers may not have access
I SIGNED AWAY MY COPYRIGHT TO ELSEVIER
AND ALL I GOT WAS THIS LOUSY TEE-SHIRT
This is @ElsevierConnect denying me access to an article that *I* co-wrote, published in a journal for which I served as editor-in-chief and still serve on its editorial board. Kind of symbolic of the whole publishing ecosystem, isn't it?
Post in a Repository
(Green)

Benefits
• No fees
• All readers read for free
• Tend to be cited more
• Pre and post publication options
• Publish in your preferred journal

Cautions
• Final published version closed
• Be aware of publisher policies
• Transfer copyright
• Peer-reviewed version may be delayed
The Scholars’ Repository, a service of the University Library, is a collection of scholarly and creative works of University of New Hampshire faculty, staff, and students. The items included here have been selected by the library or deposited by academic departments, research institutes, and individual contributors.
# Biology

## Publication Information

<table>
<thead>
<tr>
<th>Title</th>
<th>Biology</th>
<th>(English)</th>
</tr>
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<tbody>
<tr>
<td>ISSN</td>
<td>Electronic: 2079-7737</td>
<td></td>
</tr>
<tr>
<td>Publishers</td>
<td>MDPI (Commercial Publisher)</td>
<td></td>
</tr>
<tr>
<td>DOAJ Listing</td>
<td><a href="https://doaj.org/toc/2079-7737">https://doaj.org/toc/2079-7737</a></td>
<td></td>
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<tr>
<td>Requires APC</td>
<td>Yes</td>
<td>[Data provided by DOAJ]</td>
</tr>
</tbody>
</table>

## Publisher Policy

Open Access pathways permitted by this journal's policy are listed below by article version. Click on a pathway for a more detailed view.

### Published Version

- Any Repository, Journal Website

### Accepted Version

- Any Repository

### Submitted Version

- Any Repository
Publish in a Hybrid Journal

Benefits

• Authors keep copyright
• Read for free
• Journals tend to be established
• Tend to be cited more than closed options

Cautions

• Fees are very high and prestige based
• Only some content open
• Double dipping
Risks of uncontrolled APCs

APC vs. SNIP for Publishers by Fully OA/Hybrid:
All publishers (2017-2018)

Average list APC
Fully OA: $1600
Hybrid: $2900

Average payment tracked by
OpenAPC:
Fully OA: €1488
Hybrid €2445

With permission from Delta Think Open Access Data & Analytics tool. Analysis 15.09.2018
Researcher: I contacted the journal about issuing a fee waiver or reducing the fee and they will not budge. Could you please help me identify alternative sources of funding to pay the publication costs of this sponsored research? As an early career researcher, I could really use some assistance with this.

Administrator: Eleta, Here’s more evidence of what a problem this is! $3,000 doesn’t just grow on trees!!

Me: Yes, it’s a problem. Since it’s a hybrid journal (mix of subscription only and OA content), we still have to pay a subscription fee to get access to most of the content. My advice is to skip the OA option and use the self-archiving policy to make the article as accessible as possible.
Publish in an Open Access Journal (Gold Open Access)

Benefits

• Authors keep copyright
• All readers read for free
• May be free to publish
• Many well-established options

Cautions

• May have a fee
• May be more precarious
• Some scams
• Some not well integrated into indexing systems
Considerations

• Norms of your discipline and organizational culture
• Sources of funding and funder policies
• Frequency of publication
• Impact from venue vs. impact from distribution
• Needs and wants of co-authors
Do you or your colleagues know the journal?
Can you easily identify and contact the publisher?
Is the journal clear about the type of peer review it uses?
Are articles indexed in services that you use?
Is it clear what fees will be charged?
Do you recognise the editorial board?
Is the publisher a member of a recognized industry initiative?

http://thinkchecksubmit.org
Open Access initiatives that do not acknowledge differences contribute to inequities.
Taking a Stand for Open Access, University of California Terminates Elsevier Deal

The decision to walk away from the world’s largest publisher of scientific journals could be a milestone in the transition to open access.

by Andrew Albanese | Feb 28, 2019

In a major announcement, the University of California this week announced that after months of negotiations, it has terminated its subscription to Elsevier journals. In a release, U.C. officials said
TOTAL FEES THE UC SYSTEM HAS PAID ELSEVIER

The cost of Elsevier has been steadily increasing since 2014.

2014: $9,505,109.42
2015: $9,742,737.43
2016: $9,986,305.91
2017: $10,260,928.63
2018: $10,568,756.54

I mean it's one open-access article, Michael. How much could it cost, $11,000?
Open-access fees creating ‘a crisis’ for African research

By Christiaan van der Merwe
Open access is often seen as a process of switching from the existing closed-subscription model of scholarly communication to an open one. But Latin America has had an open access ecosystem for scholarly publishing for over a decade, and the recent AmeliCA initiative seeks to develop cooperative scientific communication further still. These efforts, however, could yet be undermined by recent open access proposals from the cOAlition S consortium of research
Thank you!

Questions?

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