

The Changing Landscape of Scholarly Publishing due to Open Access/Public Access Pressures

AIP 2014 Assembly of Society Officers

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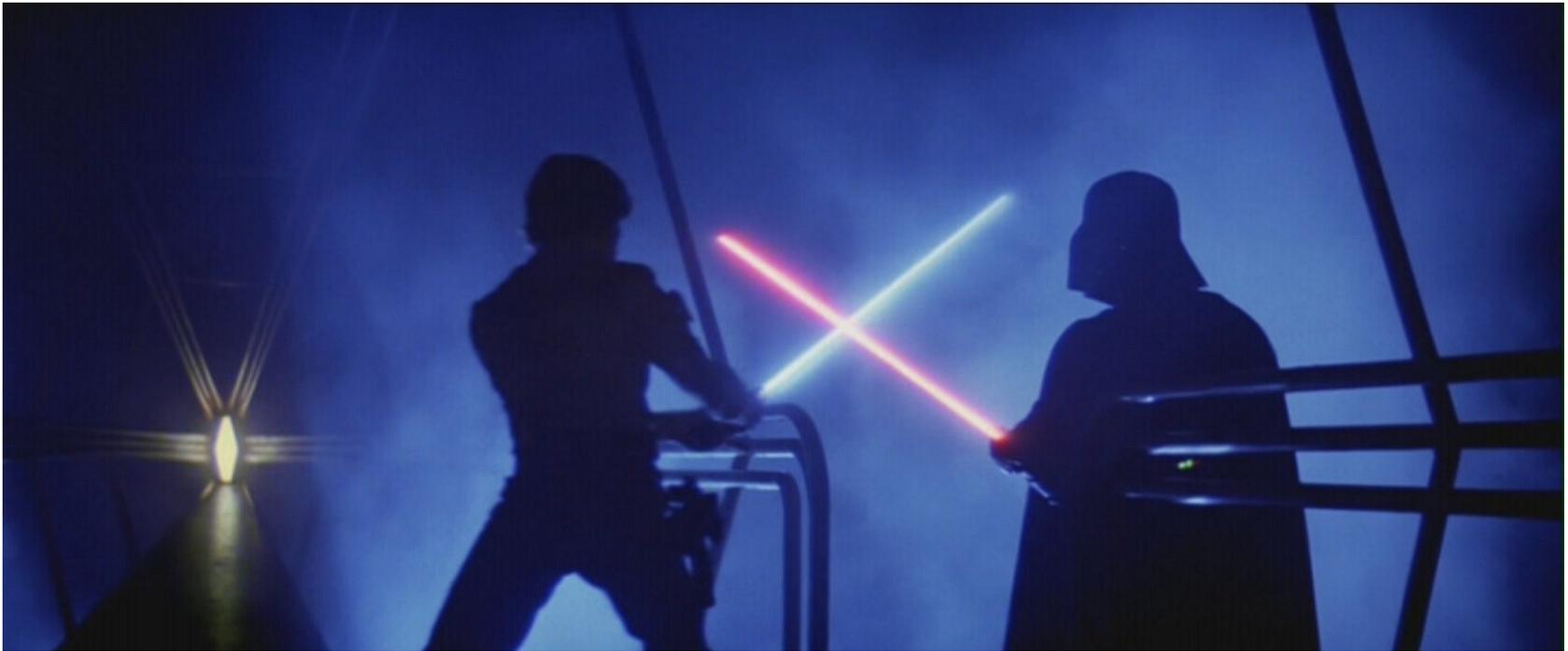
March 27, 2014



Historical Overview: The idea of open access is not new

- The term “open access” was already in use by 1787, when Richard Cumberland argued that the press provided “open access” to “all men.”
- By 1899, there were discussions over “open access” among librarians in the American Library Association.
- In 2000, the internet era version of the OA movement came to attention via an open letter created by Harold Varmus, Patrick Brown and Michael Eisen

This started things off on an antagonistic note



OA has now reached a new era of practical implementation



BOAI (2001) Definition of Open Access

By “open access” to [peer-reviewed research literature], we mean its free availability 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.



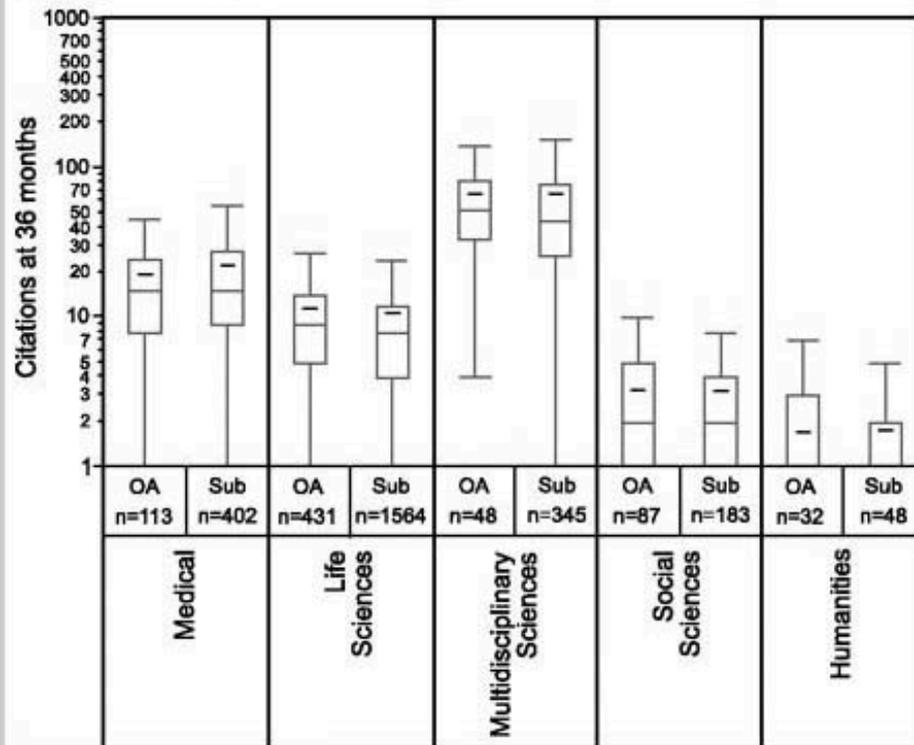
What is Open Access?

Free and **unrestricted**
online **access** to and
re-use of material,
usually in scholarly
journals



What does Open Access provide?

Open access, readership, citations: a randomized controlled trial of scientific journal publishing



Davis, P.M. (2011)
The FASEB Journal
vol. 25 no. 7 2129-
2134

Open Access Models

Traditional journal funding model

- Reader-centric (Libraries purchase subscriptions)

‘Gold’ Open Access Model

- Author-centric (Authors pay for their articles to be published)

‘Green’ Open Access Model

- Articles deposited in freely accessible repositories (often after an embargo period)

Gold Open Access

Fully OA and Hybrid Journals

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Fully OA journals



- immediate OA to all articles on the publisher's website

Hybrid Journals



- immediate OA only for individual articles where author/funder paid APC
- all other articles under subscription control

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Researchers Prefer More Restrictive Licenses



Nature journal offers researchers choice of CC-BY, CC-BY-NC-SA or CC-BY-NC-ND. Authors chose more restrictive licenses 95% of the time.



CSHL Press reports CC-BY-NC-ND most popular for authors in their bioRxiv preprint service

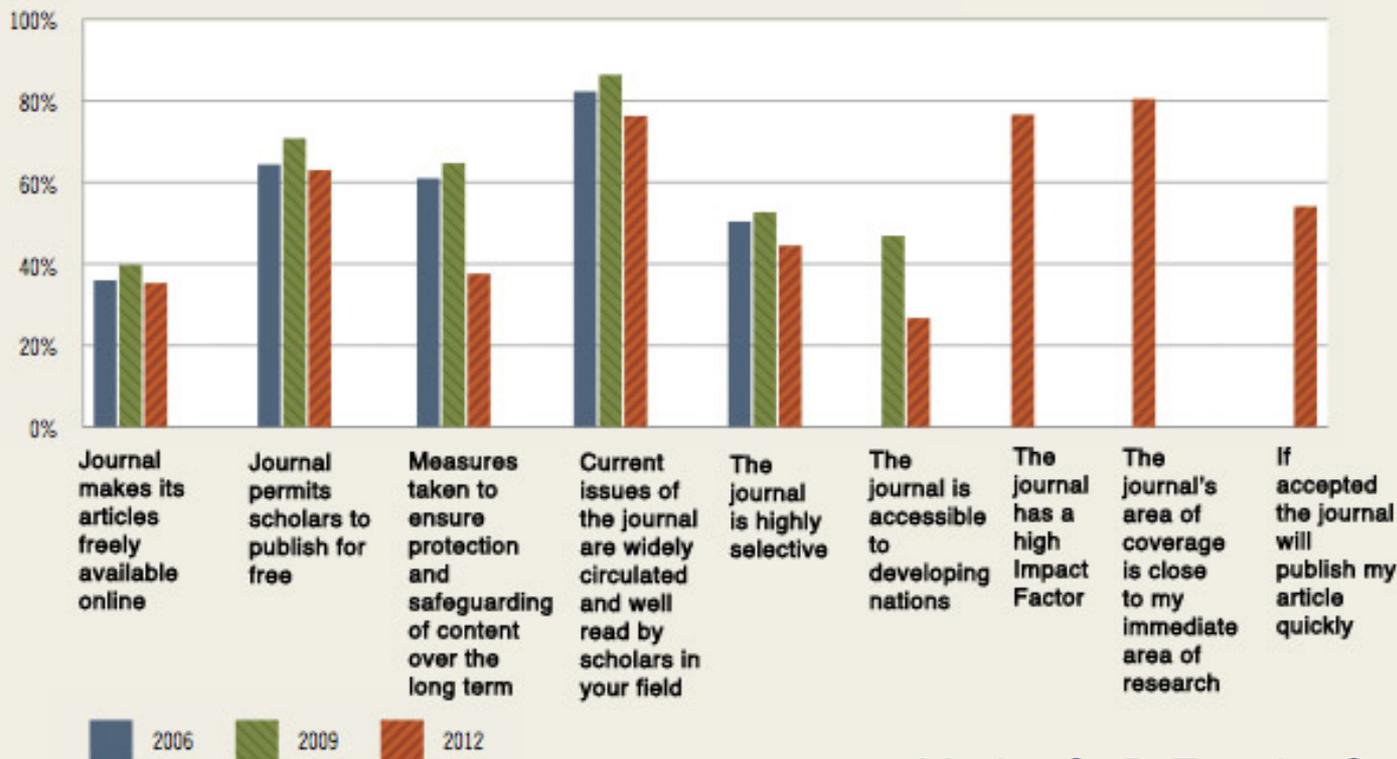


Elsevier reports authors favor NC and ND licenses when given the choice

Open Access

A low priority for most researchers

When it comes to influencing your decisions about journals in which to publish an article of yours, how important to you is each of the following characteristics of an academic journal? Percent of respondents who indicated that each of these characteristics is very important, over time.



Open Access Funder Mandates

OSTP

Federal agencies with \$100m+ budget must:

- Develop a mechanism to make research results available within 12 months of publication
- Make unclassified data available to the public

RCUK

Compliant if:

- Gold – CC-BY, immediate access
or
- Green – CC-BY-NC, 6/12 months if gold unavailable, 12/24 months if gold available but no funding

Wellcome Trust

- Deposit in PMC and Europe PMC within 6 months of publication
- Provides funds for APCs
- From 1st April requires CC-BY if Wellcome funds are used for APC

European Commission

Research funded by Horizon 2020 made accessible from 2014:

- Gold (APCs can be reimbursed)
or
- Green – 6/12 months after publication

Howard Hughes Medical Institute (HHMI)

- Deposit in PMC within 6 months of publication

National Institutes of Health (NIH)

- Deposit in PMC within 12 months of publication

Telethon Italy

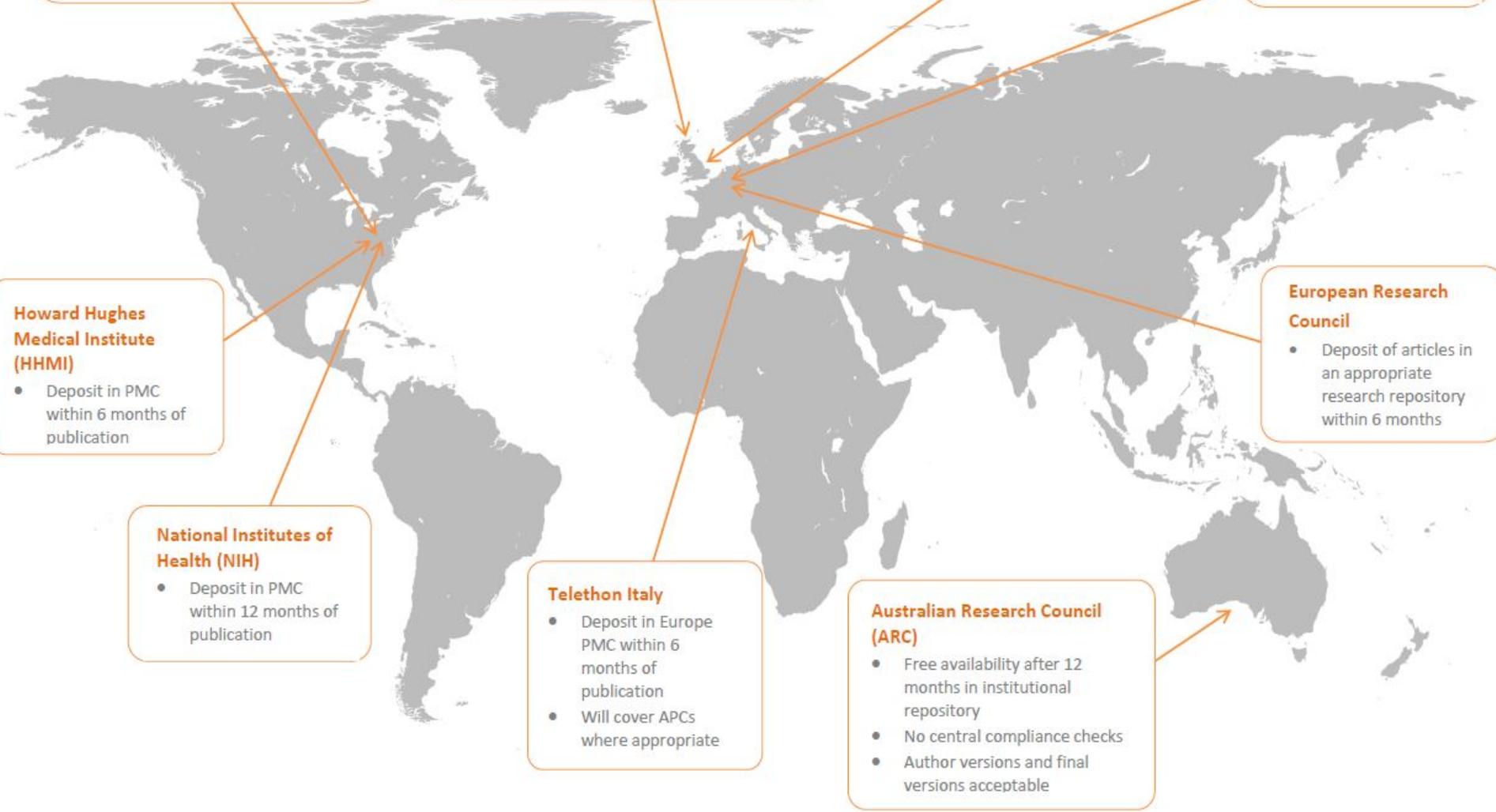
- Deposit in Europe PMC within 6 months of publication
- Will cover APCs where appropriate

Australian Research Council (ARC)

- Free availability after 12 months in institutional repository
- No central compliance checks
- Author versions and final versions acceptable

European Research Council

- Deposit of articles in an appropriate research repository within 6 months



Open Access in the UK

Wellcome Trust

- deposit in PMC 6 months after publication,
- CC-BY required if Wellcome funds used for Gold OA (as of 1st April 2013)

Research Councils UK (RCUK)

- 1st April 2013
- Papers which acknowledge funding by the Research Councils must be published in RCUK compliant journals...



RCUK continued Journals are compliant if...



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Option 1

- immediate and unrestricted access to the publisher's final version
- immediate deposit in other repositories without restriction on re-use.
- 'Article Processing Charge' (APC) can be charged
- CC-BY license should be used in this case.

OR

Option 2

- journal must allow deposit of Accepted Manuscripts
- without restrictions on non-commercial re-use
- deposit/access must be within 6 months; except AHRC/ESRC (12 months)
- no 'APC' will be payable to the publisher.

How RCUK policy is working in practice

Increasing concerns..

Funders

- Additional expenses deduct from research budgets

Authors

- Concentration of funds
- Allocation of funding
- Restrictions to academic freedom
- CC-BY loss of IP rights
- CC-BY misuse of papers

Publishers and societies

- CC-BY and third party permissions
- CC-BY disruption of licensing and advertising revenue streams
- Length of embargo periods

Libraries and Institutions

- Inability to drop subscriptions means paying twice

Open Access in Australia

Australian Research Council (ARC):

- Deposit in institutional repository within 12 months of publication
- No support for gold
- No central compliance checking
- Author versions and final versions both acceptable
- No specification on licence
- Commenced 1st January 2013



Open/Public Access in the US

- NIH Mandate – PMC with 12 month embargo
- Research Works Act (RWA)
- Federal Research Public Access Act (FRPAA)
- FASTR Bill – access to federally funded research after 6 months
- OSTP Memorandum
- FIRST Act—access to federally funded research after 24 months

OSTP Memorandum

Issued 22 February 2013

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Directed federal agencies with \$100m+ budget to:

- Develop plans to make publications describing federally funded research available to the public within one year of publication
- Make scientific data from unclassified, federally supported research to be made available to the public to ‘search, retrieve and analyze’
- Deadline for draft policies August 2013
- All agency policies have been reviewed and returned for revision. Timeline for implementation will vary per agency.



OSTP Memorandum

Access to Research Articles

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Key Objectives:

- Leverage existing infrastructure
- No additional funding
- Public-Private partnerships
- Long-term stewardship and archiving
- Facilitate public discovery
- Facilitate reuse (Text- and Data-Mining)
- 12-month embargo
- Must offer means to petition to change embargo length



OSTP Memorandum

Access to Research Data

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Key Objectives:

- Public-Private partnerships
- Long-term stewardship and archiving
- Facilitate public discovery
- Facilitate reuse
- Protect privacy / patient confidentiality
- Recognize and respect intellectual property
- Find balance between costs and value of preservation



Responses to OSTP Memo Paper Objective

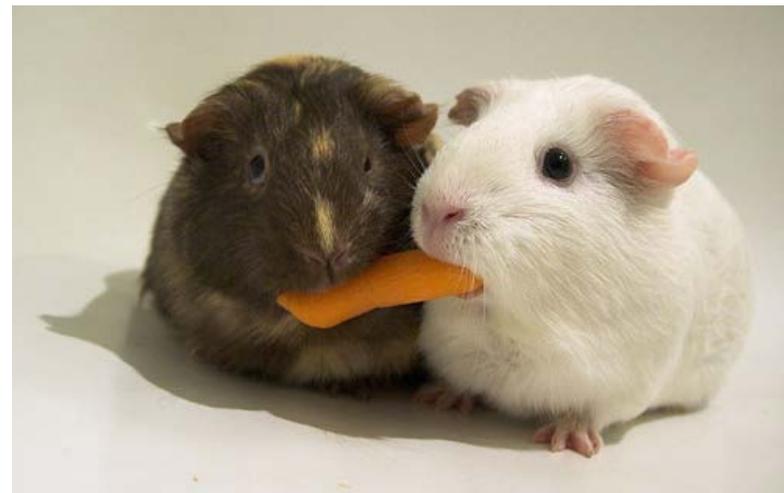
PubFed Central

- Expanding PMC to all Federal Agencies
- Distrust of Publishers
- Downside = Expensive



SHARE

- Library response (ARL, AAU, APLU)
- 'Shared Access Research Ecosystem'
- Network of cross institutional repositories / Notification tool



Responses to OSTP Memo Paper Objective

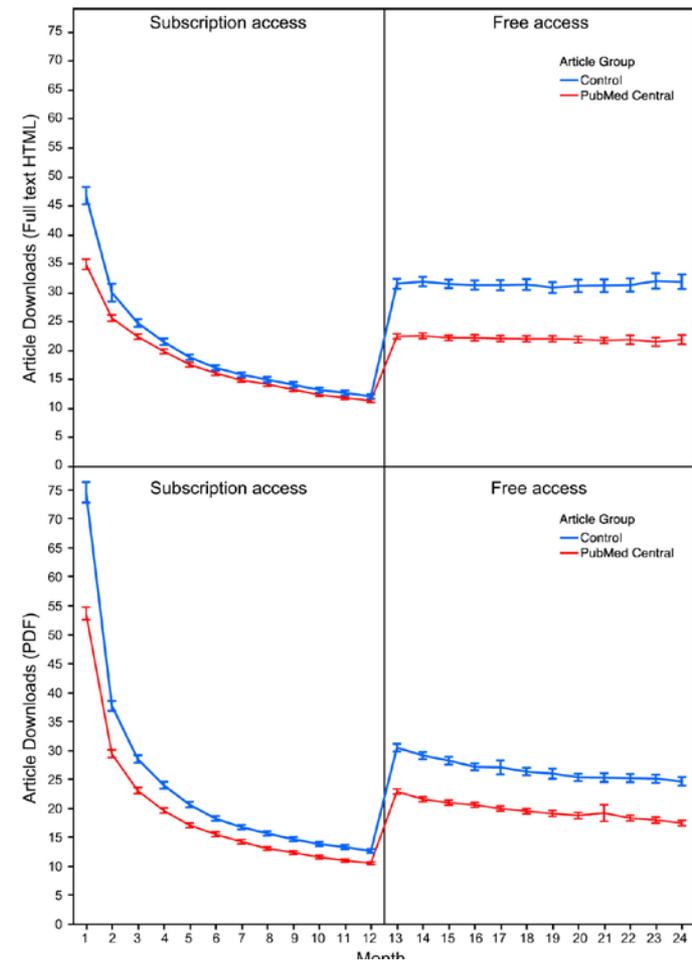
CHORUS

- Publisher response
- ‘Clearing House for the Open Research of the United States’
- Automates process for researcher--tag each paper by funding agency, automatically complies with access requirements
- Link to publicly available version on Publisher’s website
- Open resource



Lost traffic means lost opportunity, lost revenue

Davis, P.M. (2013) Public accessibility of biomedical articles from PubMed Central reduces journal readership—retrospective cohort analysis. *Faseb J*, doi: 10.1096/fj.13-229922





OUP's OA Strategy

-
- Support **sustainable** and **high-quality** OA publishing
 - Willingness to **experiment** with different business models and **share** evidence
 - **Engagement** with the author, society, reader, funder, and industry **communities**
 - **No author left behind!**
 - **Fair** and **sustainable** OA charges and subscription pricing
 - **Efficient** administration and **user-friendly** interface

Open Access at OUP: *Oxford Open*

- Open Access brand for OUP
 - 13 Full OA journals
 - +200 Hybrid OA journals
 - *No double dipping!*
- Published 1,400 hybrid OA articles in 2013
- Published over 3,700 OA articles total in 2013
- Creative Commons licenses
- All *Oxford Open* content is deposited in PMC
- Most STM journals make all content freely available after 1 year
- Self-archiving policies for authors to enable green OA
- Reduced fees for authors based in developing countries



Thank You!

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