Goals for the morning

- Build/deepen understanding of SC system
- Illustrate momentum for change
- Clarify our roles in the SC movement
- Encourage commitment to working for change
- Work on messages to stakeholders
Scholarly Communications
A Librarian’s Perspective on the Issues

Lee C. Van Orsdel, Dean of University Libraries, Grand Valley State University
The Scholarly Communications System evolved over centuries to evaluate, certify, register/disseminate, preserve the intellectual outputs of scholars.
The goal of the modern library should be to achieve the fastest means of transmitting the greatest amount of accurate information to the widest audience possible.

Robin Featherstone
Associate Librarian
National Library of medicine
Eventually, Steve looked up. His mother was nowhere in sight and this was certainly no longer the toy department.

Gary Larson
Paradox

3/4 million articles given to publishers each year for free

Institutions supplying the articles cannot afford to buy them back
Paradox

Web removed barriers
(by providing global, accessible, reliable, affordable network)

More barriers appeared
(copyright extensions, license restrictions, loss of fair use doctrine for online content, prohibitive costs)
Paradox

Cost of added distribution on internet near zero

Little or no drop in cost of online only
What do we know?

- Knowledge output is increasing
- Access is decreasing
- Market is unsustainable economically
  - library budgets are tapped out
  - publisher sales are flattening
  - sales growth coming from mergers
- Disruption is clearest in scientific disciplines
- Disruption has spread to journals in all disciplines and to monographs
Change the Market
Change the Academy
Change Public Policy
FIRST THEY IGNORE YOU  
THEN THEY LAUGH AT YOU  
THEN THEY FIGHT YOU  
THEN YOU WIN

Saying, Mahatma Ghandi; OA Calendar and art, Alma Swan
http://www.keyperspectives.co.uk/aboutus/Beingcreative/OA_calendar_2008.pdf
Change the Market

- Challenge pricing power
- Increase amount of free information
- Create/prove viability of new publication models

- Raise prices
- Bundle
- Require multi-yr contracts
- Merge
- Experiment with hybrid OA
  - double-dip, keep IP control
  - reduce price, loosen IP control

- Challenge pricing power
- Create/prove viability of new publication models
- Increase amount of free information
## Change the Market

### Successes:

- PLoS, BioMed Central & Hindawi, at or near $ break even point; submissions up by 70%
- Hybrid OA on rise (good examples: BMJ, Oxford Univ Press)
- CERN converting all particle physics to OA (w/ publ cooperation)
- More free content after embargos
- Google, Elsevier & others exploiting content of IRs
- Advent of value-based pricing tools/models

### Disappointments:

- Continuing market consolidation
- Anti-trust disinterest in STM market (Feds, EU)
- Acceptance of bundling; slipping advantages in consortial buying
- Some hybrid OA double-dipping (ACS, Wiley, T&F)
- Some tightening of self-archiving/embargo restrictions
If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.

Saying, George Bernard Shaw; OA Calendar and art, Alma Swan
http://www.keyperspectives.co.uk/aboutus/Being_creative/OA_calendar_2008.pdf
Change the Academy

- Change understanding/practice of researcher/authors
- Raise awareness of economic and professional consequences among stakeholders
- Create/partner in developing new dissemination models
- Embargos on self-archiving
- STMs proxy for authors
- New alliance between STM & some society publishers
- Campaign of disinformation
- Raise awareness of economic and professional consequences among stakeholders
### Successes:

- 95% of faculty have positive attitudes toward OA as idea
- Some editor-scholars shunning big, traditional STMs
- Some high profile academics for OA (Nobel laureates, provosts, etc.)
- APS & IOP mirror arXiv
- MLA recommended changes to tenure requirements
- Nature, New Scientist, MLA & others becoming proactive forums to discuss OA and SC innovation
- European researchers launched DRIVER

### Disappointments:

- Faculty resistant/indifferent to taking up OA practices
- Too little faculty ownership of SC system
- Strong faculty loyalties to publishers, impact factors
- Some high profile academics oppose OA (eds, society publs, presidents)
- Scholarly societies caught between conflicting necessities
- Too many scholars oblivious to issues, easily misled

### Change the Academy
AN OLD TRADITION
AND A NEW
TECHNOLOGY
HAVE CONVERGED
TO MAKE
POSSIBLE AN
UNPRECEDENTED
PUBLIC GOOD

Quote, Budapest Open Access Initiative; OA Calendar and art, Alma Swan
http://www.keyperspectives.co.uk/aboutus/Being_creative/OA_calendar_2008.pdf
Change Public Policy

- Anti-OA lobbying
- Compromises that leave content in publisher’s control
- PRISM

Cooperation between publishers and granting agencies with deposit mandates (WT, HHMI)

- RCUK
- NIH mandate
- FRPAA
- EU Petition
### Successes:
- 7 of 8 UK Research Councils have some kind of OA mandate
- EU Report called for OA to funded research; 24,000+ signed petition
- NIH *mandate* in final HHS section of funding bill
- ATA has strong allies in patient advocacy groups
- Many foundations have adopted OA mandates for grantees (JULIET)
- PRISM widely debunked
- OA is being linked to economic growth and intellectual influence

### Disappointments:
- UK Parliament shied away from OA proposals in 05-06
- European Commission shied away from OA proposals in 06-07
- New NIH mandate keeps 12-month embargo
- Universities have not adopted mandates (a few in world, none in US)
- STMs have well-funded lobby (PRISM)
Change the market
Change faculty behavior
Change public policy
This presentation is licensed for

- non-commercial educational reuse and adaptation
- under a CC Attribution /Non-commercial / Share-Alike license