

OPEN ACCESS

A Commercial Publisher's View

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Philadelphia



High level concerns

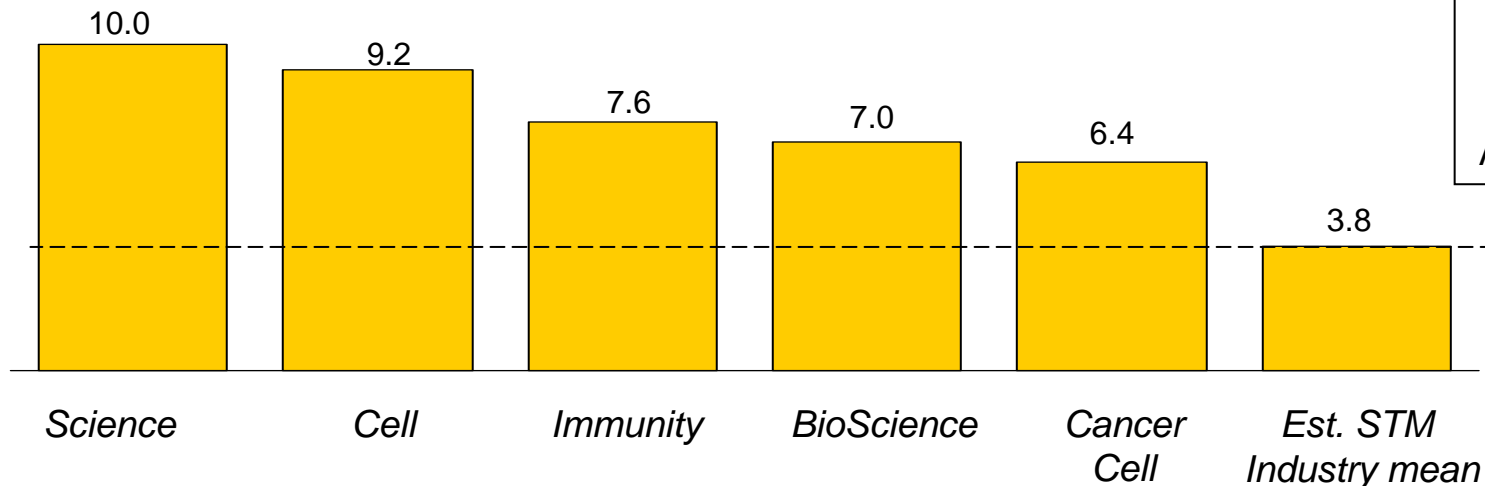
- Who can be against free access?
- But, in the context of:
 - Sustainable business models
 - Editorial independence
 - Bias to accept
 - Access to publication outlets unaffected by
 - Ability to pay – positive and negative
 - Decisions made by someone other than the author
 - Responsible assurance of the article's integrity and its permanent archiving
- Be mindful not to damage something that actually works
- It's not about publishing per se, it's about science



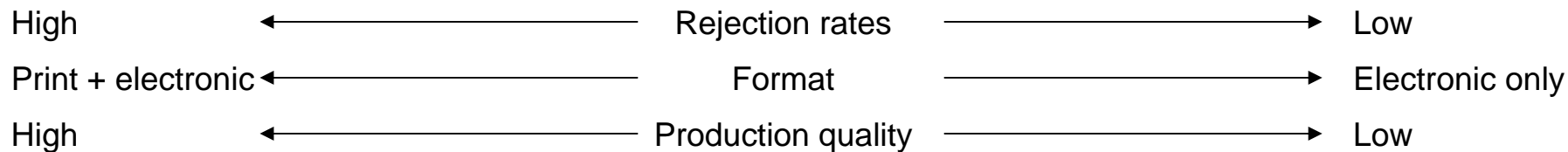
Cost per article for selected journals

Estimated costs per article for selected journals

\$thousands



Drivers of cost per article:



- Total annual science journal industry costs are estimated to be \$4.5 billion / £2.5 billion (=1.2 million articles x \$3,750)
- Contrast with \$1,500 PLoS and \$525 BioMed Central charges
- Open Access journals will transfer these costs from subscribers (mostly libraries) to researchers and those who fund them



No question about need to ...

- Date-stamp the research of a particular author to establish priority and precedence
- Employ a wholly independent peer-review process
- Broadcast authors' claims to peers, media, etc.
- Archive academic works, establishing a permanent record of their findings
- Protect authors by establishing copyrights



Research on OA

- What journals are OA?
- What do authors and editors think about OA?
 - CIBER study (City University, London)
 - Elsevier study: quantitative
 - Elsevier study: qualitative

What journals are OA?

- As of the April edition of the Directory of Open Access Journals, there were 813 journals listed. Of these:
 - 49% free to all, sponsored by government, university or other institutions
 - 25% subsidized by print publication
 - 14% author-pays model
 - 6% subscription journals that are free after one+ months
 - 5% other
- Decline in new OA titles
 - 403 started before 2000
 - 99 in 2000
 - 116 in 2001
 - 85 in 2002
 - 58 in 2003
 - 1 in 2004 as of April
- Of the 115 author-pays journals, 104 from commercial publisher BioMed Central



Quantitative -- CIBER

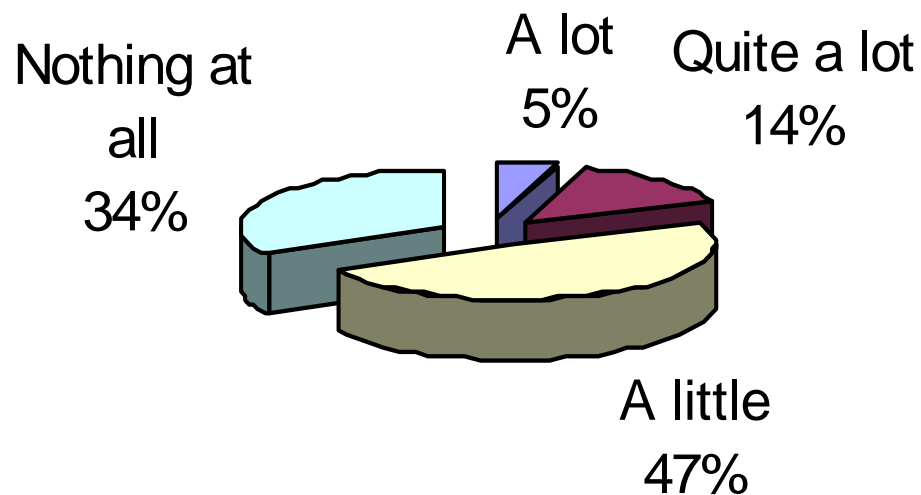
- A first measurement of author/editor awareness, attitude and behaviour towards Open Access done by CIBER (Centre for Information Behaviour and Evaluation of Research, City University)
- Done December 2003- February 2004
- Online survey of authors
- Worldwide sample, all disciplines, all sectors (universities, medical schools, government, industry)
- 3674 fully completed responses.



Awareness

Extent of awareness of Open Access

Q. How much do you know about open access journals?



N=3674

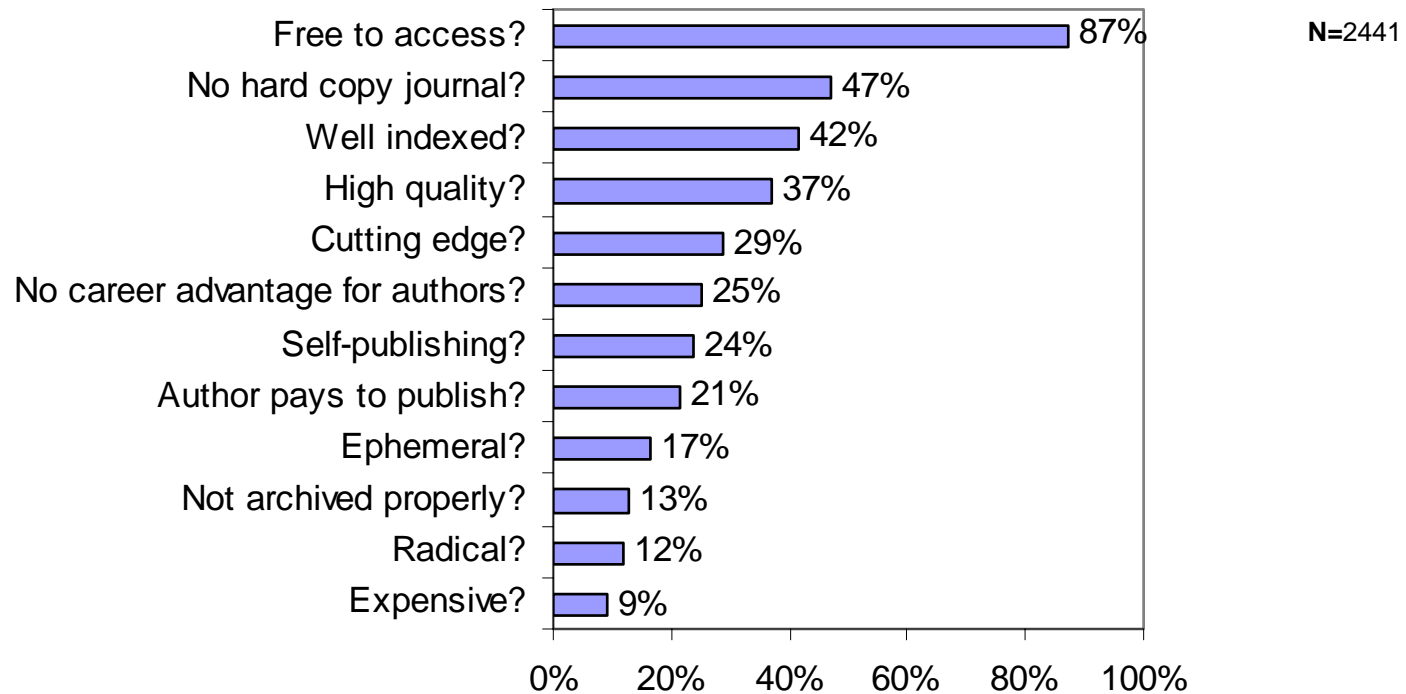


Comprehension

Values associated with Open Access

Q. How strongly do you associate the following characteristics with Open Access journals :

% authors who are AWARE of Open Access, what do they associate with the term?



Attitude: Likely Impact of Open Access?

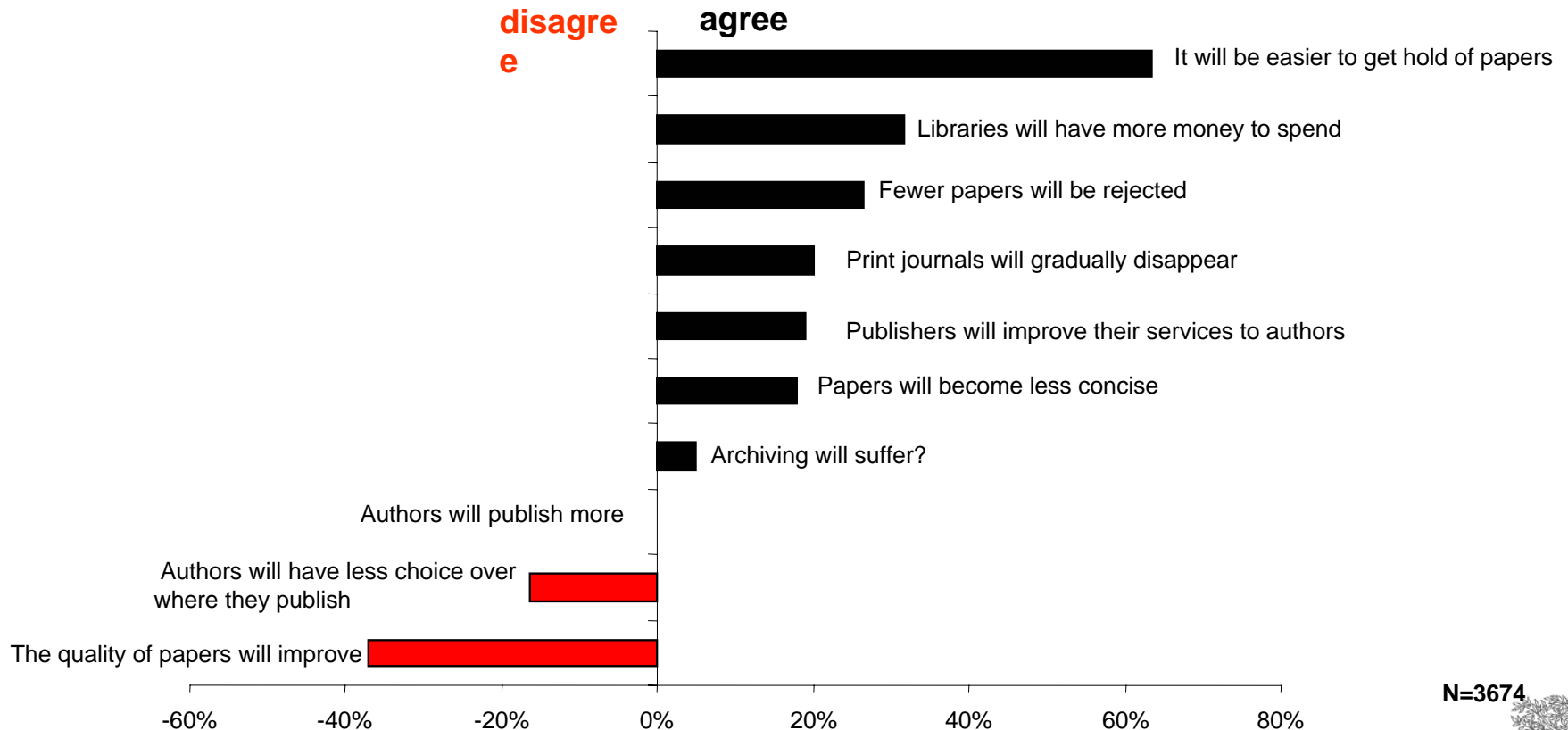
Drivers of Attitude

This question was asked of ALL authors (aware and unaware of Open Access).

Q: To what extent do you agree or disagree with the following statements about

Open Access journals:

Mean % agreement / disagreement reported



N=3674

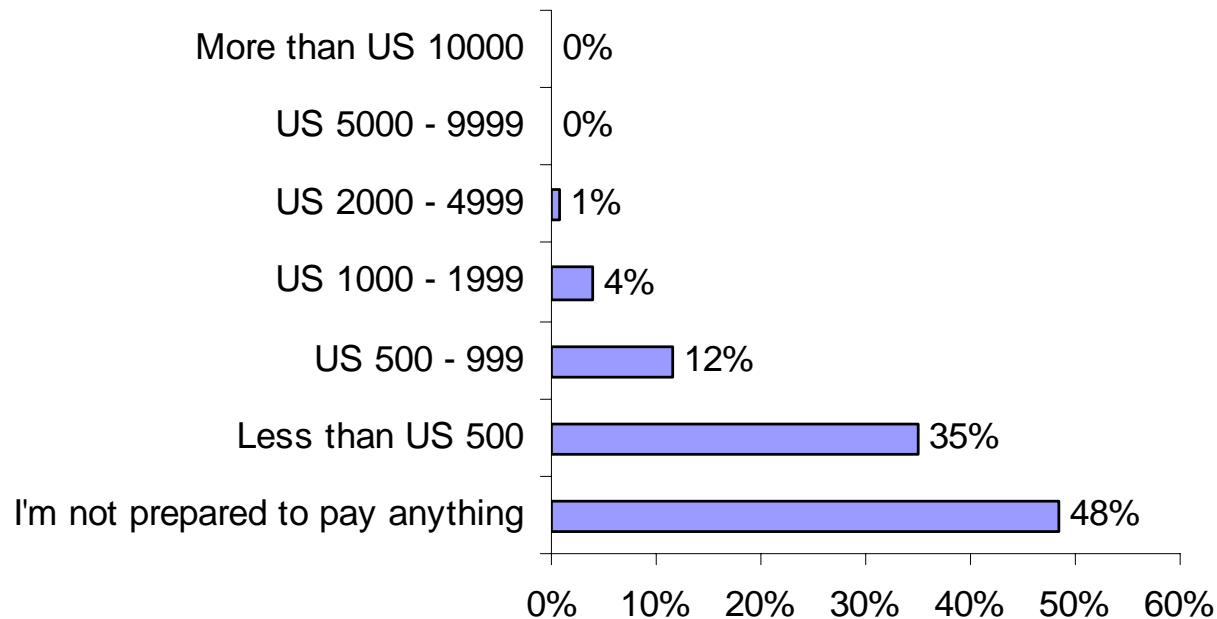


ELSEVIER

Behaviour

Extent prepared to pay

Q. If all journals were open access what do you consider would be a reasonable payment to have your paper published in the best journal in your field?

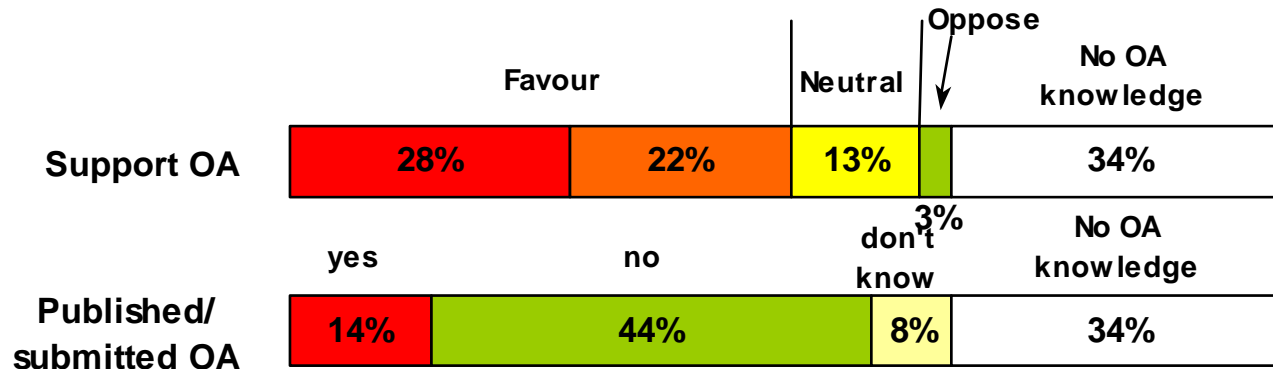


N=3674



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Quantitative – Elsevier commissioned



N = 2391 drawn from Elsevier authors and editors; they did not know it was Elsevier doing the research, however

Done Feb-March 2004

Support for OA, but support is uninformed:

- many of the journals listed by those who published in OA are not OA journals. Several are Elsevier journals. Fewer than 10% are BMC + PLOS journals
- although OA is associated with BMC (by 19%) and PLOS (by 12%), a similar number also associate it with Elsevier (>19%)
- strongest positive association of OA with “online” and “free”. Less or negative association with “author pays”. Comments suggest that online availability and free to them (e.g. as with ScienceDirect) is being positively associated with OA sentiment.

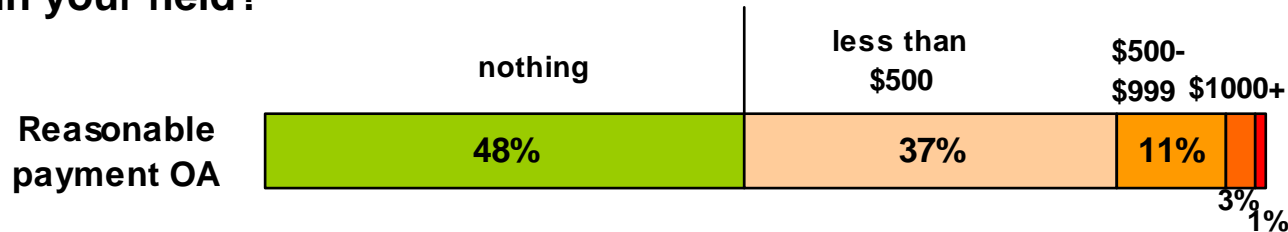


Quantitative – Elsevier (continued)

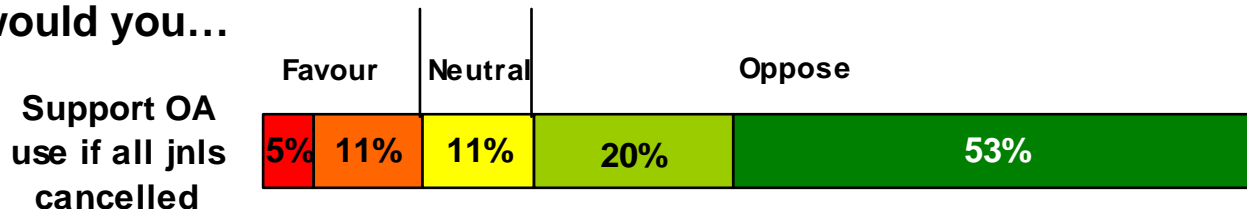
After an Open Access Model defined as:

“Open access journals use a funding model that does not charge readers or their institutions for access. In an open access journal, readers are able to read, download, copy, distribute, and print papers and other materials freely from the web. The costs are met by charging authors or their institutions for publishing their papers.”

Q. If all journals were Open Access, what do you consider would be a reasonable payment to have your paper published in the best journal in your field?



Q. If your institution or organization were to cancel all subscriptions to scholarly journals and encourage you to use only Open Access journals, would you...



Qualitative – Elsevier commissioned

- 17 half-hour depth telephone interviews conducted Jan 04
- An additional 12 respondents were contacted for an interview but failed to qualify for the following reasons:
 - Had not heard of Open Access (6)
 - Not too familiar with Open Access (3)
 - Not at all familiar with Open Access (1)
 - Not an editor or author (2)

- Of the 17:

Very familiar with OA	2
Somewhat familiar	15
US	10
UK	7
Life sciences	10
Physical sciences	6
Social sciences	1

Executive summary

- Open Access is:
 - Something they have heard of
 - Something they are open to considering
 - Being discussed with increasing frequency
 - Initially, very appealing
 - “How can you be opposed to free access to scientific information?”
 - Something they think is going to change the way some journals are published



Executive summary

- Open Access **is not**:
 - Well understood (everyone has their own definition)
 - Something they have made their mind up about (pro or con)
 - Going to completely replace subscription-based commercial publishing

Detailed findings: Authors vs editors

- There was remarkably little difference in the comments made by editors when compared to authors.
- Editors were a little more likely to understand how the Open Access business model differs from a subscription-based one.
- Despite being somewhat more aware, editors are no more likely than authors to have formed an opinion for or against Open Access.



Detailed findings: Awareness

- The topic is being discussed in the universities by researchers, other academics and librarians.
- “I hear about it from the younger researchers in my lab”
- “I am the medical school representative to the Library Committee, so I hear about it there.”
- “This institution keeps a close eye on the issue because we have a very active degree program in library sciences and information retrieval.”



Detailed findings: Initial reactions

- OA is rapidly gaining attention but most respondents are taking a wait-and-see attitude. They do not yet know enough to have an informed opinion one way or the other.
- “More often than not there is an icon where you can click to download the article. It usually says “free access” which I guess means open access.”
- “Electronic publishing is ubiquitous and OA will just build off that.”
- “It is increasing in popularity and I call it a grass roots movement.”



Detailed findings: Initial reactions (cont.)

- “We have held off contributing to these journals until Oxbridge or UC London does.”
- “This sounds like a great idea but it is hard to get people to do something altruistically for the free forever. Someone still has to do the work. After a while they get burned out. In commercial publishing, they make a profit and that is an incentive to keep working.”
- “Well as long as they were thoroughly reviewed I do not have a problem.”
- “The concept of a scientist or an author bearing the cost of publication would never be popular [in the UK].”
- “It’s great. Think of the time savings alone.”



Detailed findings: Understanding of OA

- “Doesn’t that mean the journal is available online for a fee?”
- “They make their money by charging submission fees to authors.”
- “Defining the concept as ‘free access’ is wrong. Someone still has to pay. It just shifted from reader to author.”
- “Your ability to read scholarly journals is not dependent on your ability to pay for them..”
- “Both PLoS and BioMed Central were started with huge grants. Neither of them run on a pure “author pays” model.”



Respondents' arguments in favor of OA

- Most respondents were able, on an unaided basis, to come up with the following potential benefits of Open Access:
 - Wider distribution of information and knowledge to anyone regardless of location or ability to pay
 - The possibility of an exciting discovery or advancement in science because of shared knowledge
 - Greater possibility of having work cited (important for grant applications and tenure)
 - The speed with which information is available (vs. Interlibrary Loan)



More arguments in favor

- One respondent was really excited about the increased access he would have to scholarly knowledge outside his field through the Open Access model:
 - “The real advancements in science come from where two disciplines intersect or compliment each other. The ability of an Open Access journal to expose me to things I might never have seen before because of cost is really exciting.” (UK/Author/Physical)



Respondents' concerns about OA

- Concerns about Open Access include:
 - Content dominated by wealthy countries and researchers who can afford fees
 - Impact factor is not established
 - Perception that the articles are not reviewed
 - Temptation to publish a poor quality article just for the fees
 - Researcher's career and reputation might suffer from publishing in Open Access journals



More concerns

- Concerns about Open Access also include:
 - Possibility of journal failing and articles being unavailable
 - Author retains copyright and responsibility for protecting it
 - Industry will have fewer or no profits to reinvest in technology
 - Open Access journals will only contain the articles that were rejected by other publishers
 - The ‘author pays’ model is just another form of Vanity Press.



Perspective on the Future

- Let the market continue to operate: no mandates
- Examples from Elsevier
 - Continued pressure to keep price increases down
 - Complete review of pricing models
 - Author-posting of final ms. version on IRs
 - *Cell Press* announcement
- Evolution is the correct answer
- Looking for new WWW:
reader/author/industry win-win-win



Thank you!!