open access 2020

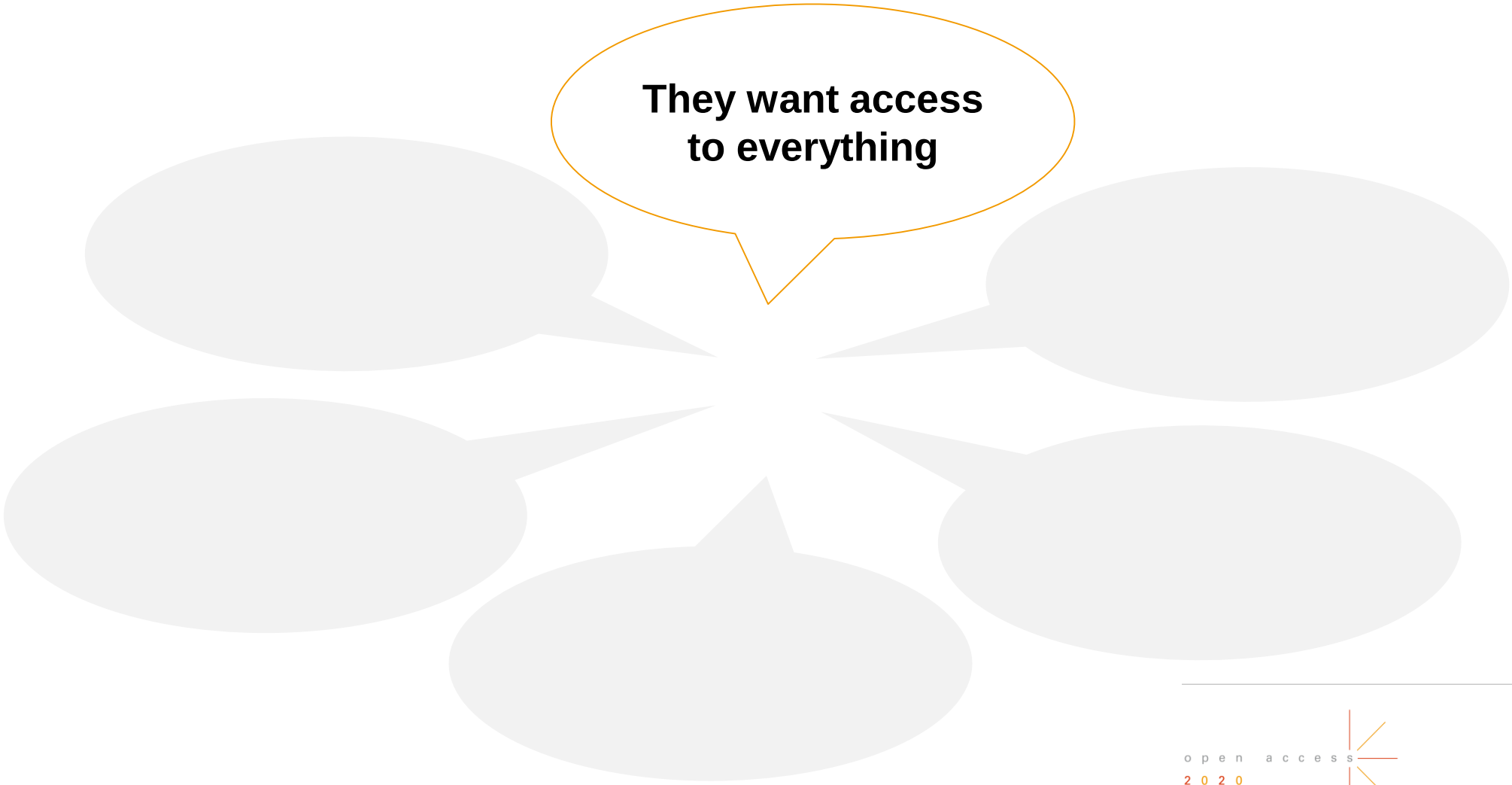
What will it take to make OA the default in scholarly communication?

Neuro OpenScience Workshop
15 January 2019 – Institut du Cerveau et de la Moelle épinière (ICM), Paris

Colleen Campbell
Open Access 2020 Initiative | Max Planck Digital Library

@oa2020ini

What do researchers want?



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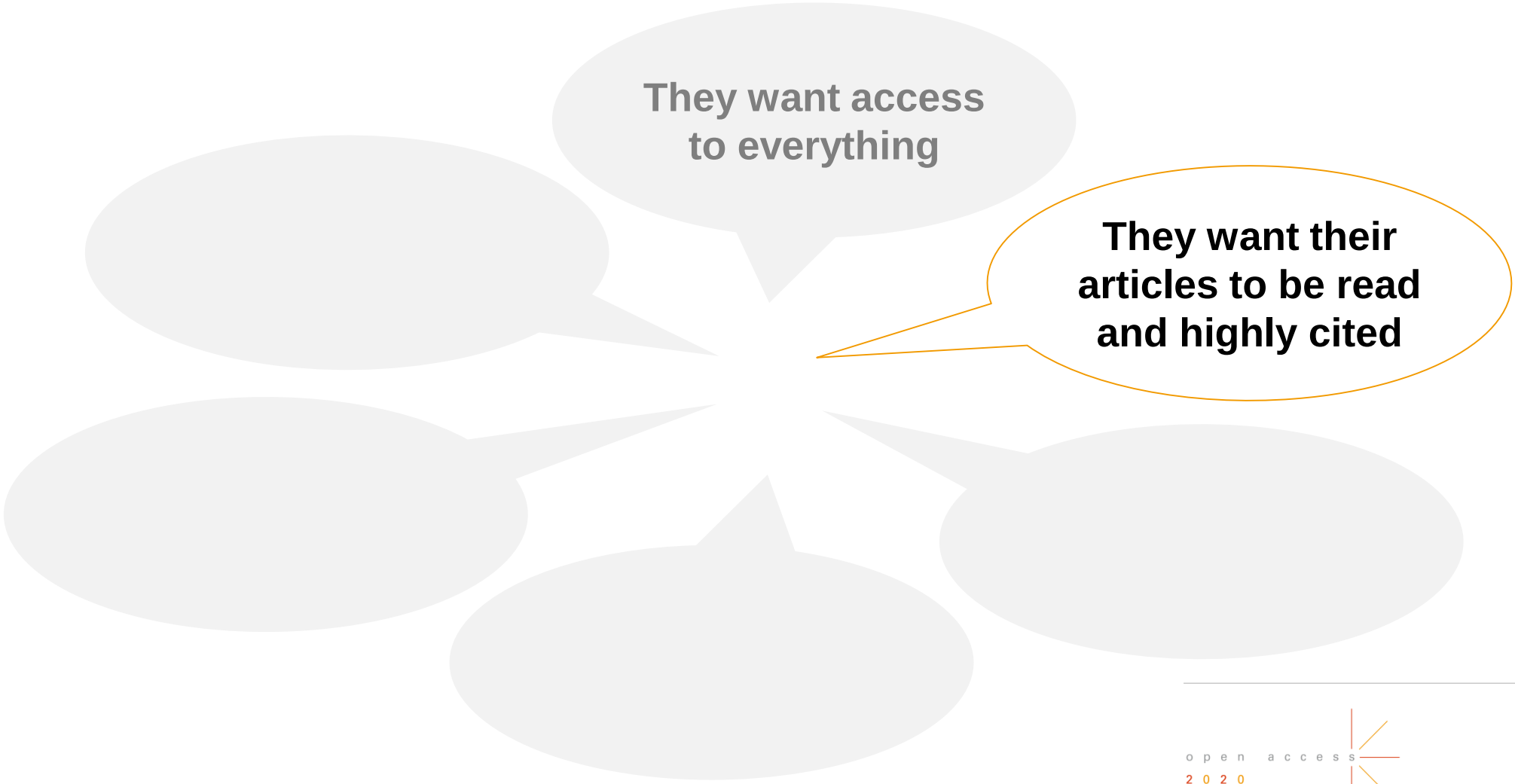

What do researchers want?

They want access to everything

They want their articles to be read and highly cited

They want the rights to share and re-use their work

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What do researchers want?

They want access to everything

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They want to maintain their own workflows

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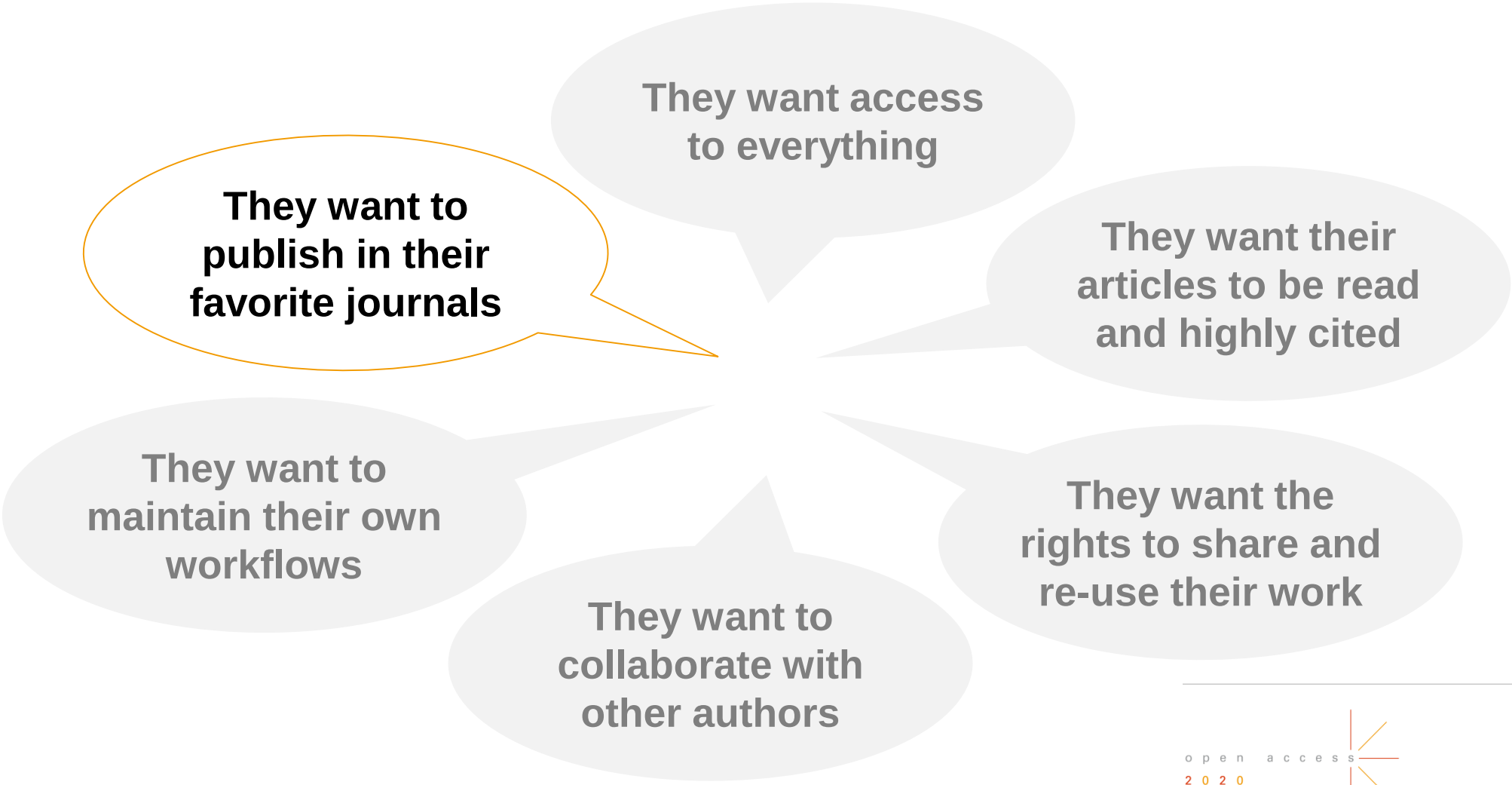
What do researchers want?

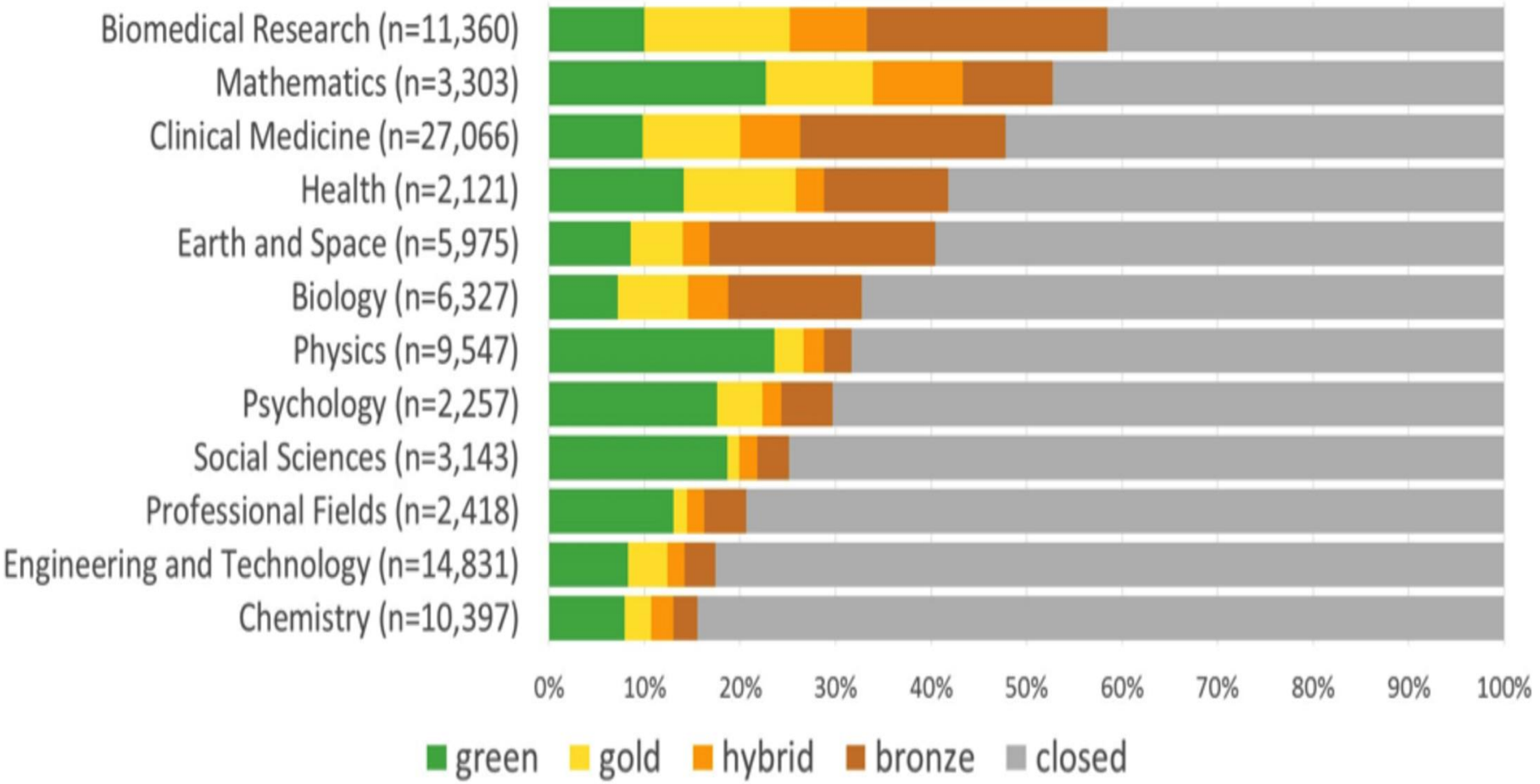


Vision of open access

Afin d'assurer ces bienfaits à tous, nous faisons appel à toute institution ou personne intéressée à oeuvrer pour ouvrir l'accès au reste de la littérature et pour lever les barrières, particulièrement les barrières économiques, qui se dressent sur notre chemin.

Initiative de Budapest pour l'Accès Ouvert
14 février 2002

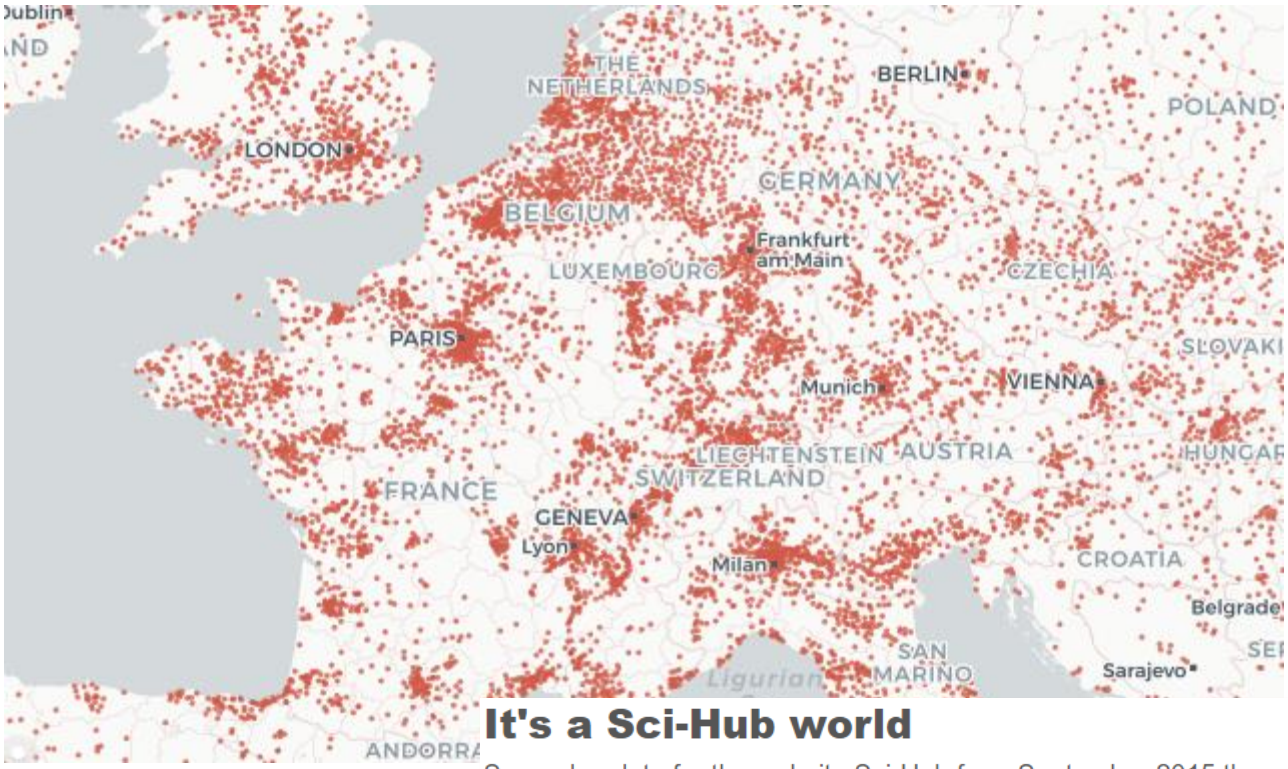
What progress have we made?



https://peerj.com/articles/4375/

Figure 4: Percentage of different access types of a random sample of WoS articles and reviews with a DOI published between 2009 and 2015 per NSF discipline (excluding Arts and Humanities).

Effects of the subscription paywall

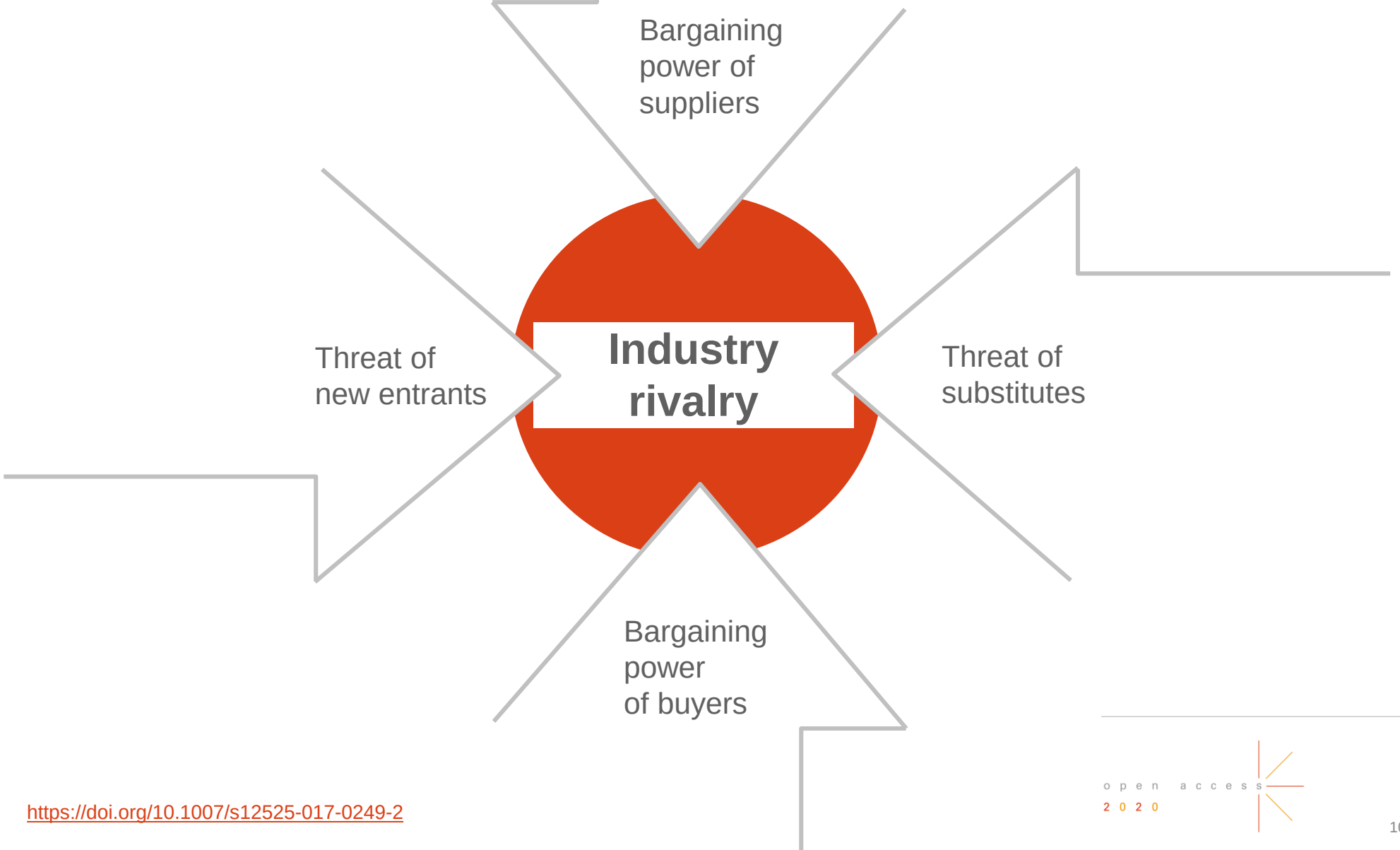


It's a Sci-Hub world

Server log data for the website Sci-Hub from September 2015 through February paint a revealing portrait of its users and their diverse interests. Sci-Hub had 28 million download requests, from all regions of the world and covering most scientific disciplines.

doi:10.1126/science.aaf5664

Lack of competitive pressure



https://doi.org/10.1007/s12525-017-0249-2

How can we change the system?

January 14th, 2019

Resignation of the editorial board of the Journal of Informetrics

Over the last few years, the editorial board of the Journal of Informetrics (JOI) has grown increasingly dissatisfied with Elsevier's actions and policies. While some of those have specific effects on our field—such as Elsevier's refusal to participate in the Initiative for Open Citation (I4OC)—others are affecting all fields of science—such as its restrictive open access policies and prohibitive subscription costs. The editorial board of JOI expressed these concerns to Elsevier on numerous occasions, with no success. Given the inability of Elsevier to address these issues, the editorial board unanimous resigned on January 10th 2019. As of January 12th 2019, names of associate editors and editorial board members have been removed from the website of the Journal of Informetrics.

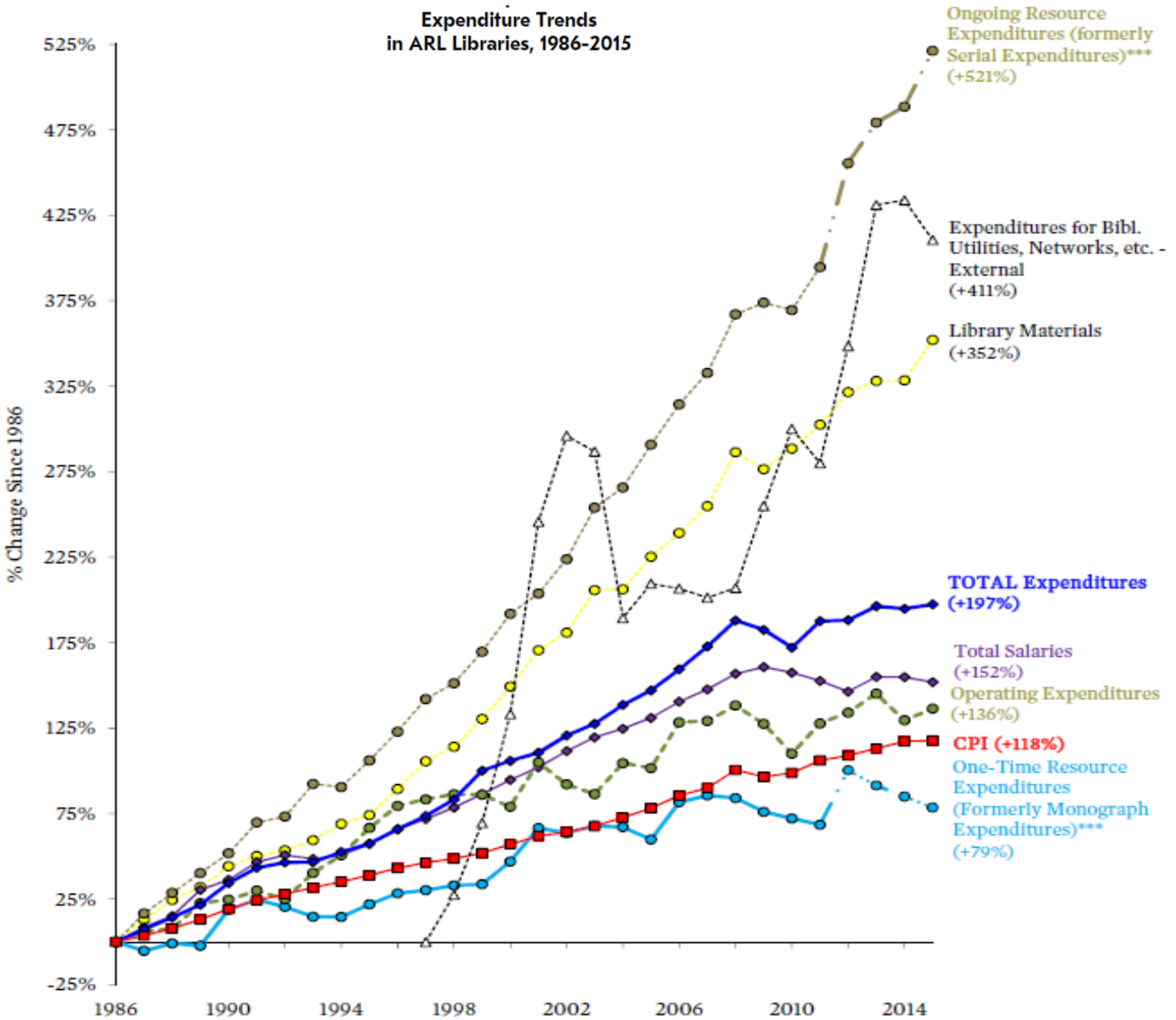
The resignation letter can be found here.

Journals should serve the research community—not the other way around. They provide an exchange forum which can only prosper through the work of authors, reviewers, and editors. Therefore, the former editorial board of the Journal of Informetrics unanimously decided to redirect its labor to a newly created journal, Quantitative Science Studies (QSS), published by MIT Press and owned by the International Society for Scientometrics and Informetrics. I invite all of you to join us in this new endeavor and help us demonstrate how the research community can take control back of its means for disseminating knowledge, in a fair, open, and transparent way. We must all work together in making QSS a success, not only for the field of scientometrics and informetrics, but for science as a whole.

Vincent Larivière
Former Associate Editor, Journal of Informetrics
Interim Editor-in-Chief, Quantitative Science Studies

Posted by Vincent Larivière on 14 January 2019

Our money stays tied up in subscriptions



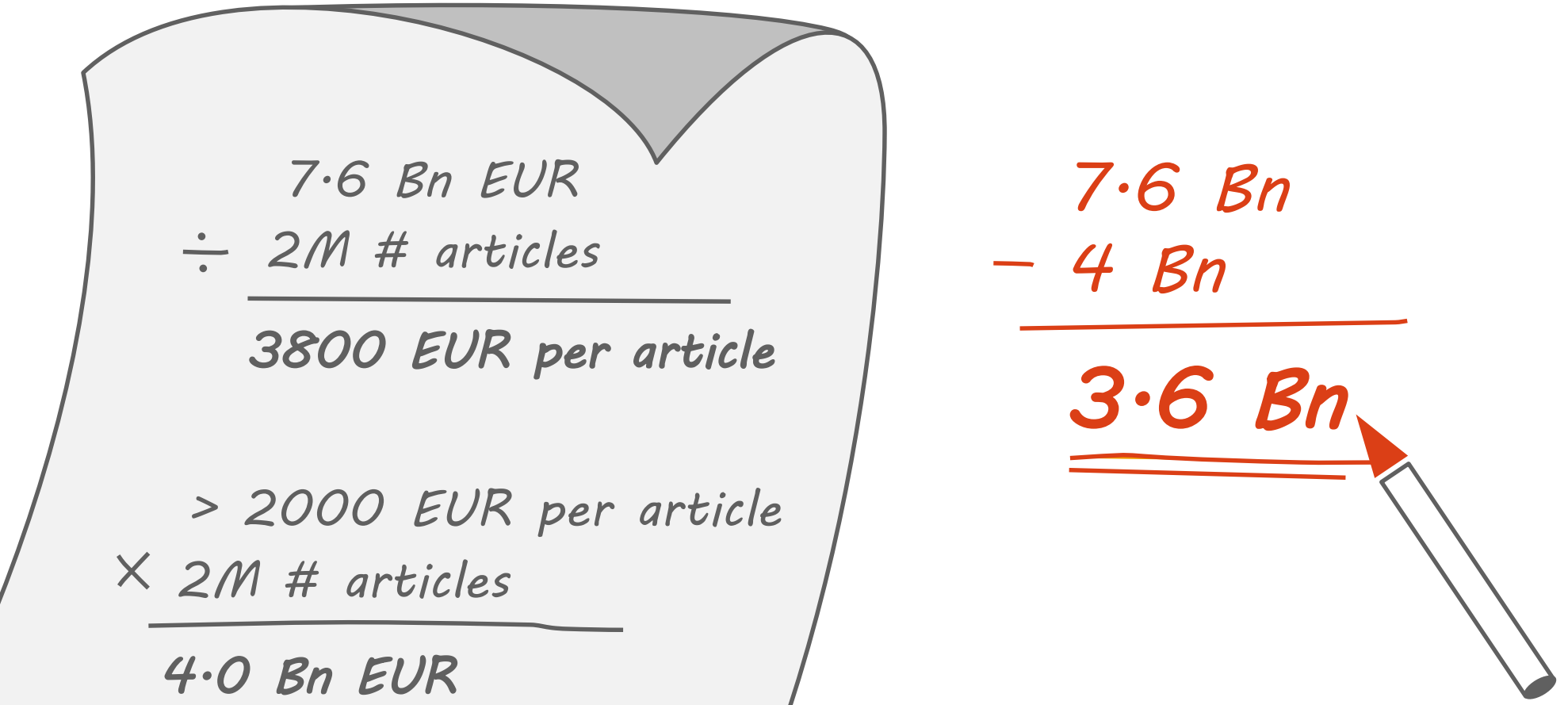
ARL Statistics 2014-15

What does the data tell us?

7·6 Bn EUR
÷ 2M # articles
3800 EUR per article

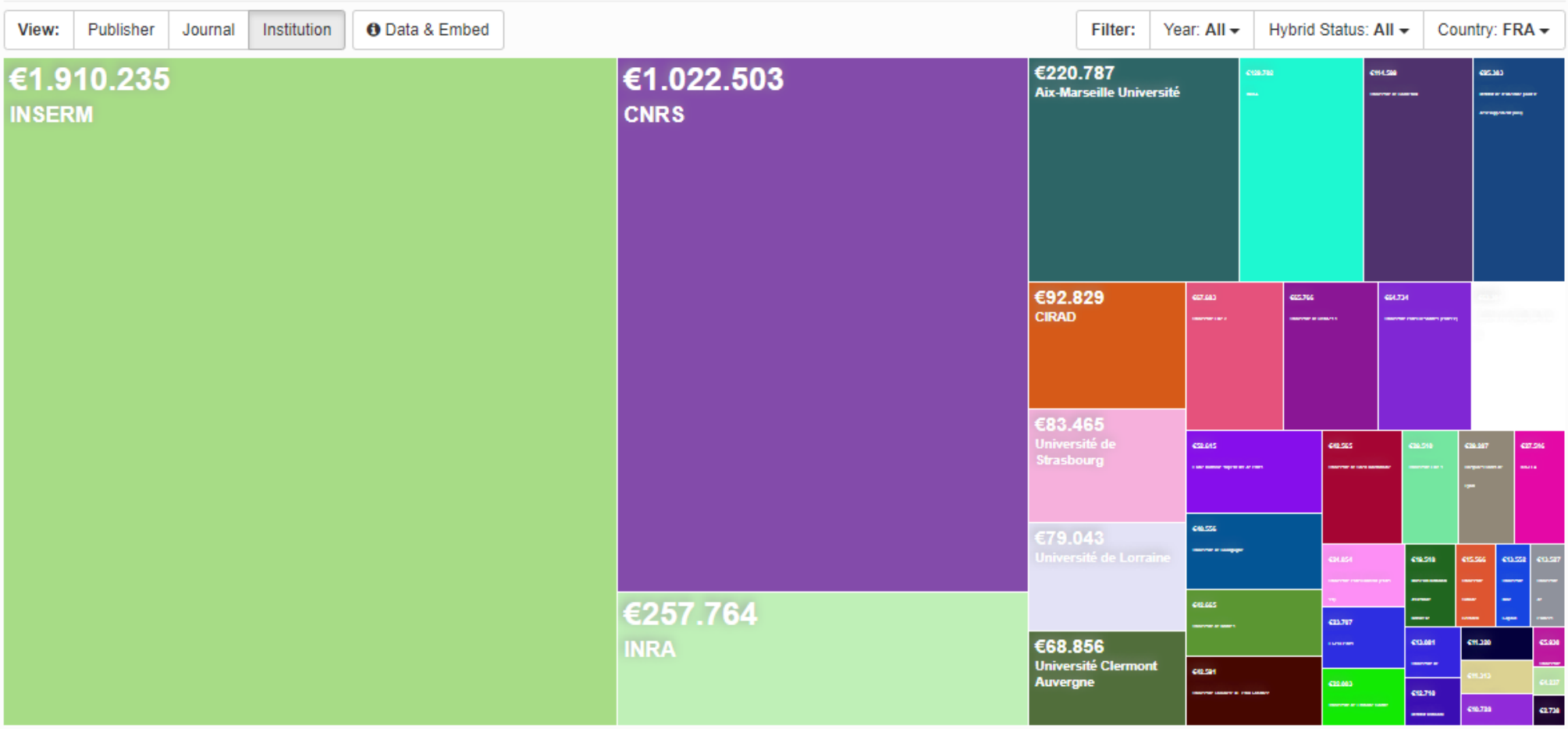
> 2000 EUR per article
× 2M # articles
4·0 Bn EUR

7·6 Bn
− 4 Bn
3·6 Bn



http://hdl.handle.net/11858/00-001M-0000-0026-C274-7

The real costs of OA publishing



https://treemaps.intact-project.org/

The real costs of OA publishing

Institutions (38 entries)	Sum	Number of Articles	Mean Value	Standard Deviation	Percentage
INSERM	€1.910.235	1017	€1.878	€899	39.34%
CNRS	€1.022.503	657	€1.556	€831	21.06%
INRA	€257.764	149	€1.730	€733	5.31%
Aix-Marseille Université	€220.787	139	€1.588	€741	4.55%
INRIA	€129.702	83	€1.563	€648	2.67%
Université de Bordeaux	€114.599	75	€1.528	€611	2.36%
Institut de recherche pour le développement (IRD)	€95.383	71	€1.343	€590	1.96%
CIRAD	€92.829	56	€1.658	€700	1.91%
Université de Strasbourg	€83.465	43	€1.941	€985	1.72%
Université de Lorraine	€79.043	63	€1.255	€655	1.63%
Université Clermont Auvergne	€68.856	42	€1.639	€871	1.42%
Université Lille 2	€67.683	42	€1.611	€809	1.39%
Université de Rennes 1	€65.766	52	€1.265	€518	1.35%
Université Paris Descartes (Paris V)	€64.734	44	€1.471	€707	1.33%
Université Pierre et Marie Curie (Paris VI)	€63.304	37	€1.711	€860	1.30%
Ecole normale supérieure de Paris	€52.615	20	€2.631	€2.001	1.08%
		view small values			
Total	**€4.855.941**	**2902**	**€1.673**	**€848**	**100%**

https://treemaps.intact-project.org/

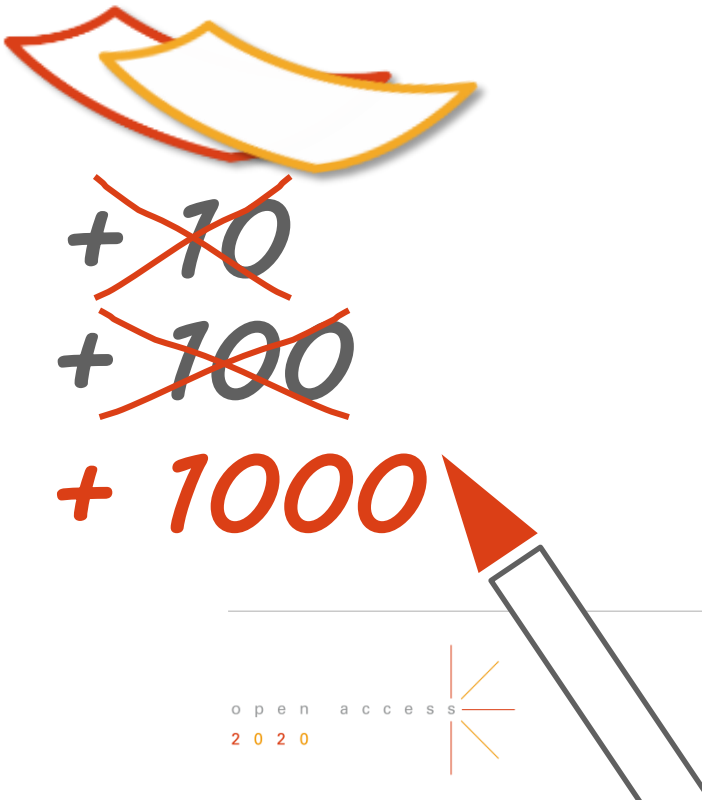
OA publishing is growing

Publisher	Journal	#Papers 2016
PLOS	PLOS ONE	22091
NPG	Scientific Reports	20546
RSC	RSC Advances (OA as of 2017)	13274
Impact	OncoTarget	6625
APS	Physical Review B: Condensed Matter and Materials Physics	5345
ACS	ACS Applied Materials and Interfaces	4057
NPG	Nature Communications	3537
RSC	Physical Chemistry, Chemical Physics	3503
APS	Physical Review D: Particles, Fields, Gravitation, and Cosmology	3390
Elsevier	Medicine	3275
Elsevier	Journal of Alloys and Compounds	3243
ACS	The Journal of Physical Chemistry C: Nanomaterials and Interfaces	3241
OUP	Monthly Notices of the Royal Astronomical Society	3208
NAS	Proceedings of the National Academy of Sciences of the USA	3183
AIP	Applied Physics Letters	3047
e-Century	International Journal of Clinical and Experimental Medicine	3005
RSC	Chemical Communications	2967
OSA	Optics Express	2903
AAS	The Astrophysical Journal	2812
Desalination	Desalination and Water Treatment	2762

20 largest journals, based on number of papers published in 2016. OA highlighted in grey.
MPDL analysis based on data from ***Web of Science.***

That is a good thing, but…

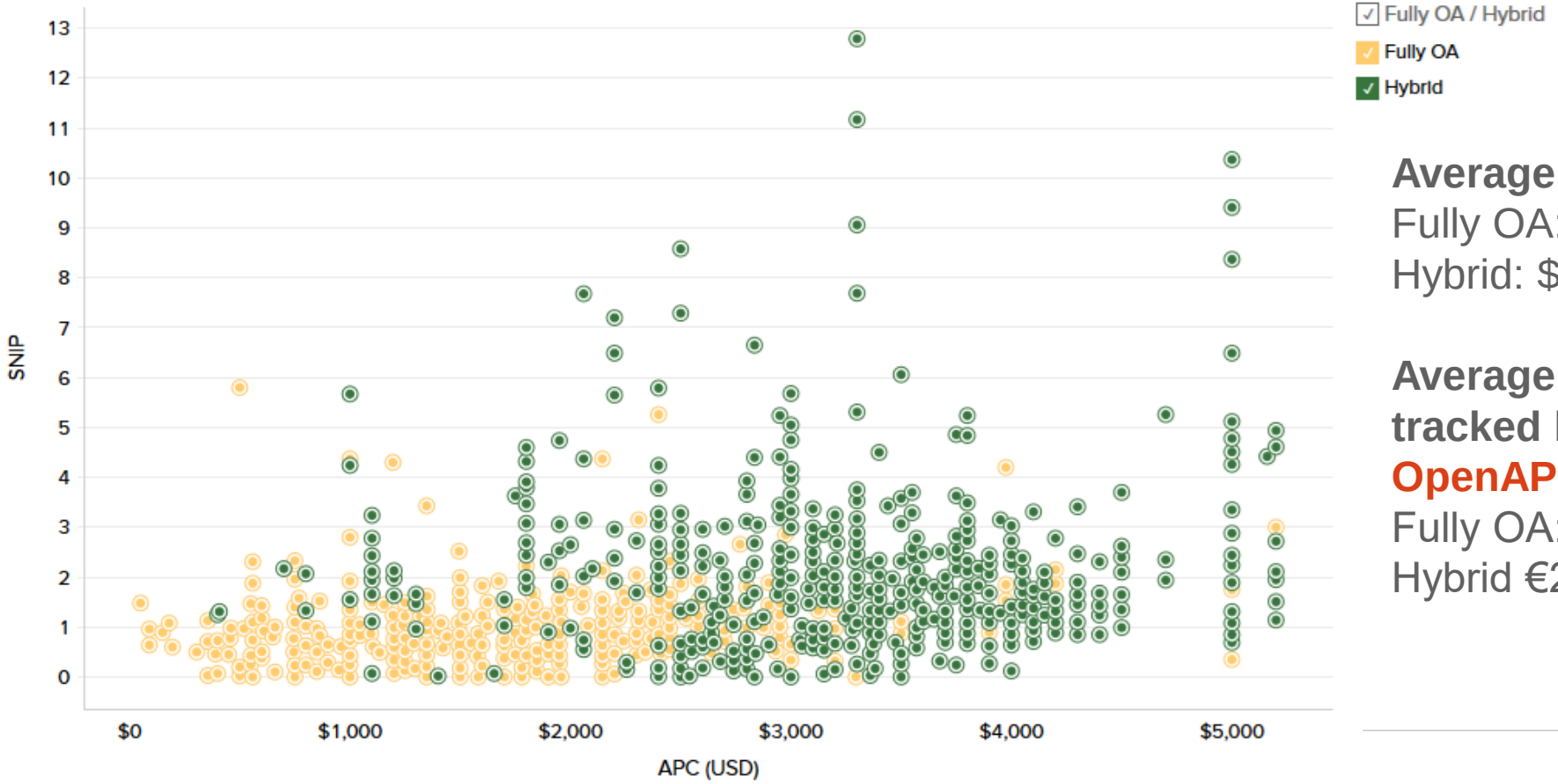
OA publishing constitutes an **unmonitored and unchecked parallel revenue stream** for subscription publishers



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

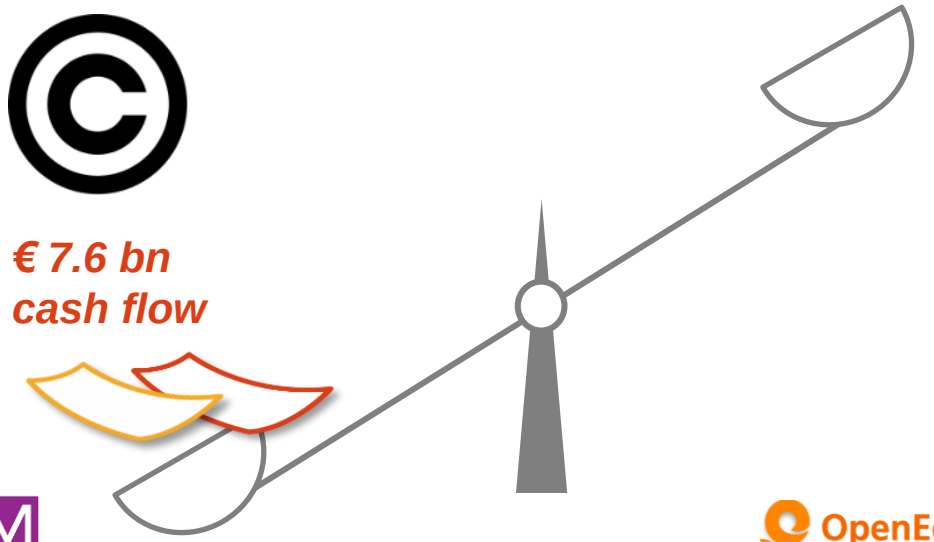
We need to face publishers at eye level

https://oa2020.org/b14-conference/

Shift money from subscriptions to open access publishing services

Subscription system

Open Access



WILEY

STM
The global voice of scholarly publishing

ELSEVIER

SCI-HUB

OpenEdition

arXiv.org

FOAA
Fair Open Access Alliance

open access 2020

Shift money from subscriptions to open access publishing services

Subscription system

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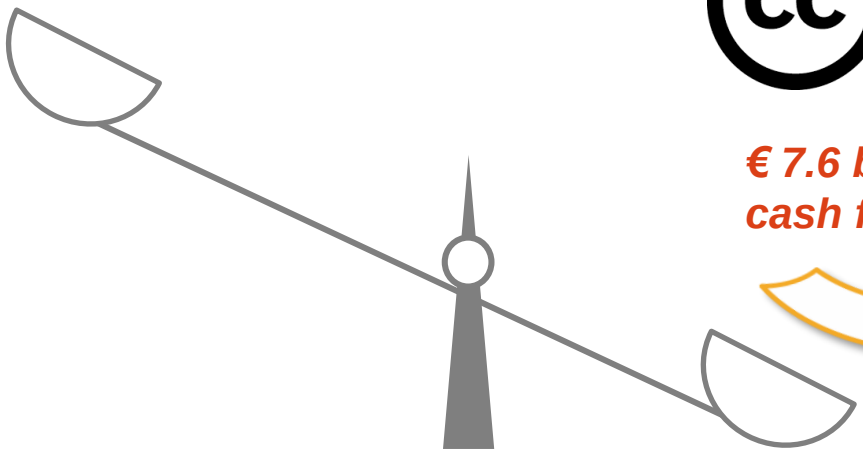


€ 7.6 bn cash flow

WILEY

STM
The global voice of scholarly publishing

ELSEVIER

SCI-HUB

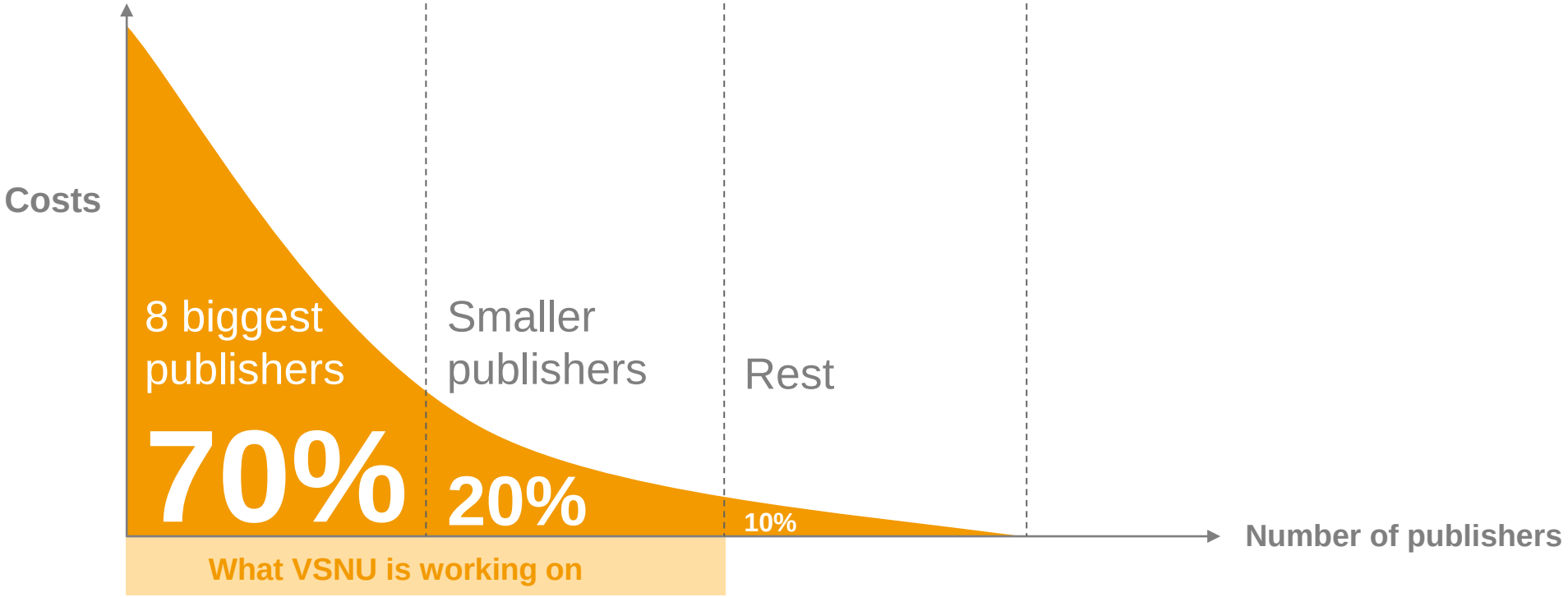
OpenEdition

arXiv.org

FOAA
Fair Open Access Alliance

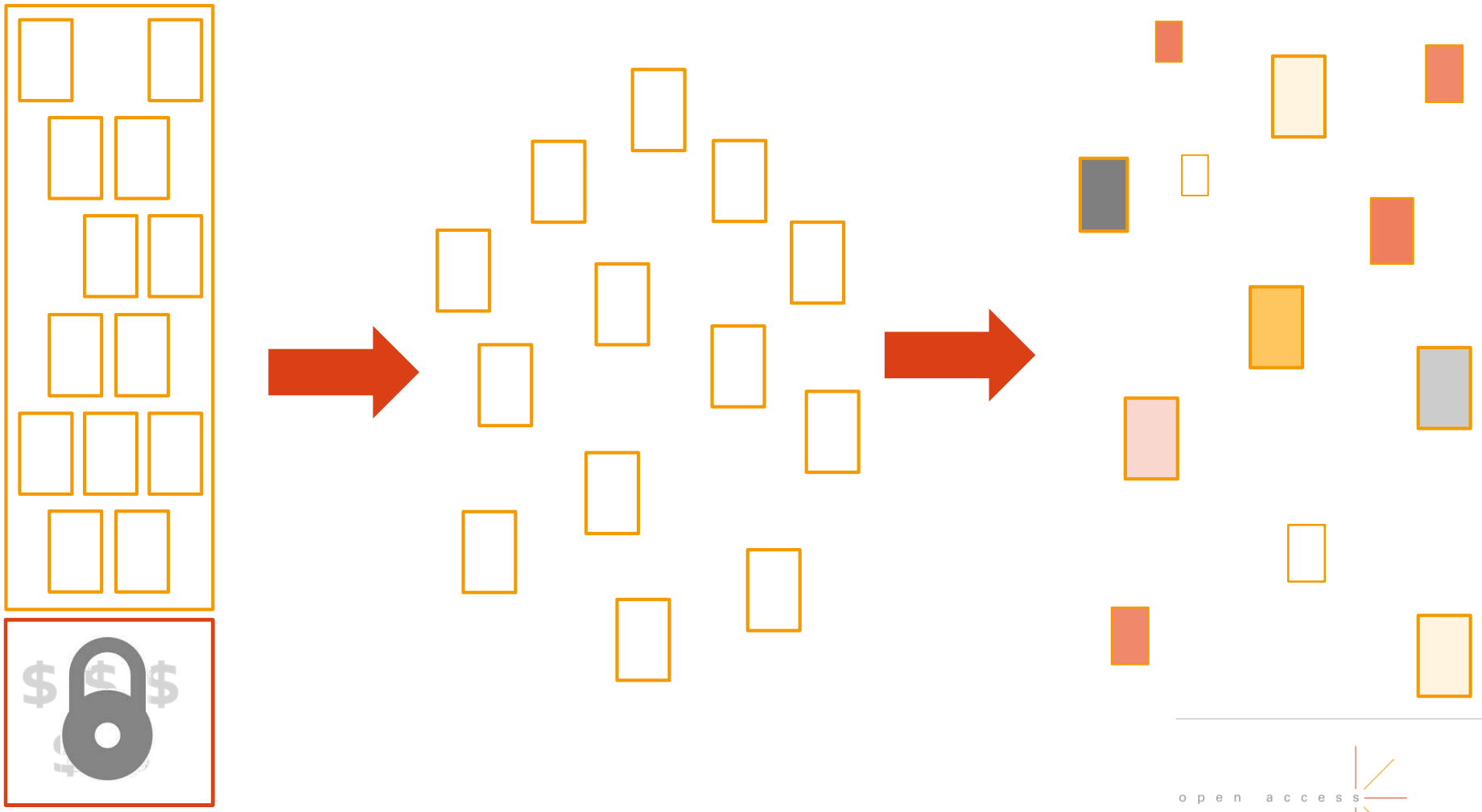
open access 2020

Pareto principle works to our advantage



www.vsnu.nl/openaccess

Transformative agreements



http://esac-initiative.org/

If necessary, step away from the table

Max Planck Society cancels Elsevier subscription over open access

Organisation follows nearly 200 German research organisations in cutting ties with publishing giant

Germany's Max Planck Society – one of the world's largest research organisations – is cancelling its subscription to Elsevier journals in a bid to secure a decisive shift towards open access publishing.

THE WORLD UNIVERSITY RANKINGS

https://www.timeshighereducation.com/news/max-planck-society-cancels-elsevier-subscription-over-open-access

Stepping away from the table IS an option

HOW TO GET THE PDF?

Alternatives to the publisher version of full-text journal articles

1 UNPAYWALL

Get full-text of research papers as you browse, using Unpaywall's index of 10 million legal, open access articles.
For CHROME | Firefox
http://unpaywall.org/

2 GOOGLE SCHOLAR BUTTON

Easy access to Google Scholar from any web page. Find full text on the web or in your university library. Select the title of the paper on the page you're reading, and click the Scholar button to find it.
for CHROME | Firefox
https://addons.mozilla.org/nl/firefox/addon/google-scholar-button/

3 KOPERNIO

Get instant notifications of available versions from your library or otherwise. Promising features like a personal Locker, saved articles and more.
https://kopernio.com/

4 OPEN ACCESS BUTTON

Free, legal research articles and data delivered instantly or automatically requested from authors. You can do this from the website, or install a browser extension/API.
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7 REQUEST PDF VIA LIBRARY

This is not free, but often a fast option, and often much cheaper than buying it from the publisher. Libraries usually have special rates for staff, phd's and students! Ask your library for advice.

Overview Dutch University Libraries

8 NARCIS

NARCIS provides access to scientific information, including (open access) publications from the repositories of all the Dutch universities, KNAW, NWO and a number of research institutes, datasets from some data archives as well as descriptions of research projects, researchers and research institutes.
http://www.narcis.nl/

9 OSF PREPRINTS

OSF offers acces to over 2 million open access preprints.
https://osf.io/preprints/

10 DIRECTORY OF OPEN ACCESS JOURNALS

DOAJ offers access to over 10.000 open access journals.
https://doaj.org/

11 SCIENCE OPEN

Science Open contains over 37 million articles, a large part in open access.
http://www.scienceopen.com/

12 SCI-HUB

If all else fails, you may be tempted to use Sci-Hub. Do realize, however, that in many countries, including The Netherlands, the use of Sci-Hub is considered as an illegal act, as it involves content protected by copyright laws and licensing contracts.

http://www.openaccess.nl/sites/www.openaccess.nl/files/documenten/howtogettothepdf_march_2018.pdf

The power of authors

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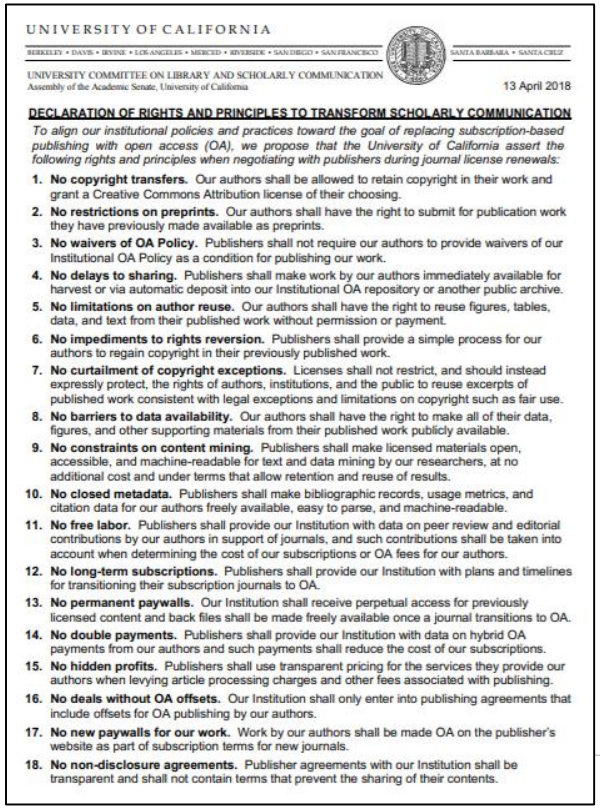
SANTA BARBARA • SANTA CRUZ

UNIVERSITY COMMITTEE ON LIBRARY AND SCHOLARLY COMMUNICATION
Assembly of the Academic Senate, University of California

Declaration of Rights and Principles to Transform Scholarly Communications

Championing Change in Journal Negotiations

Negotiating Journal Agreements at UC: A Call to Action



UNIVERSITY OF CALIFORNIA

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UNIVERSITY COMMITTEE ON LIBRARY AND SCHOLARLY COMMUNICATION
Assembly of the Academic Senate, University of California

13 April 2018

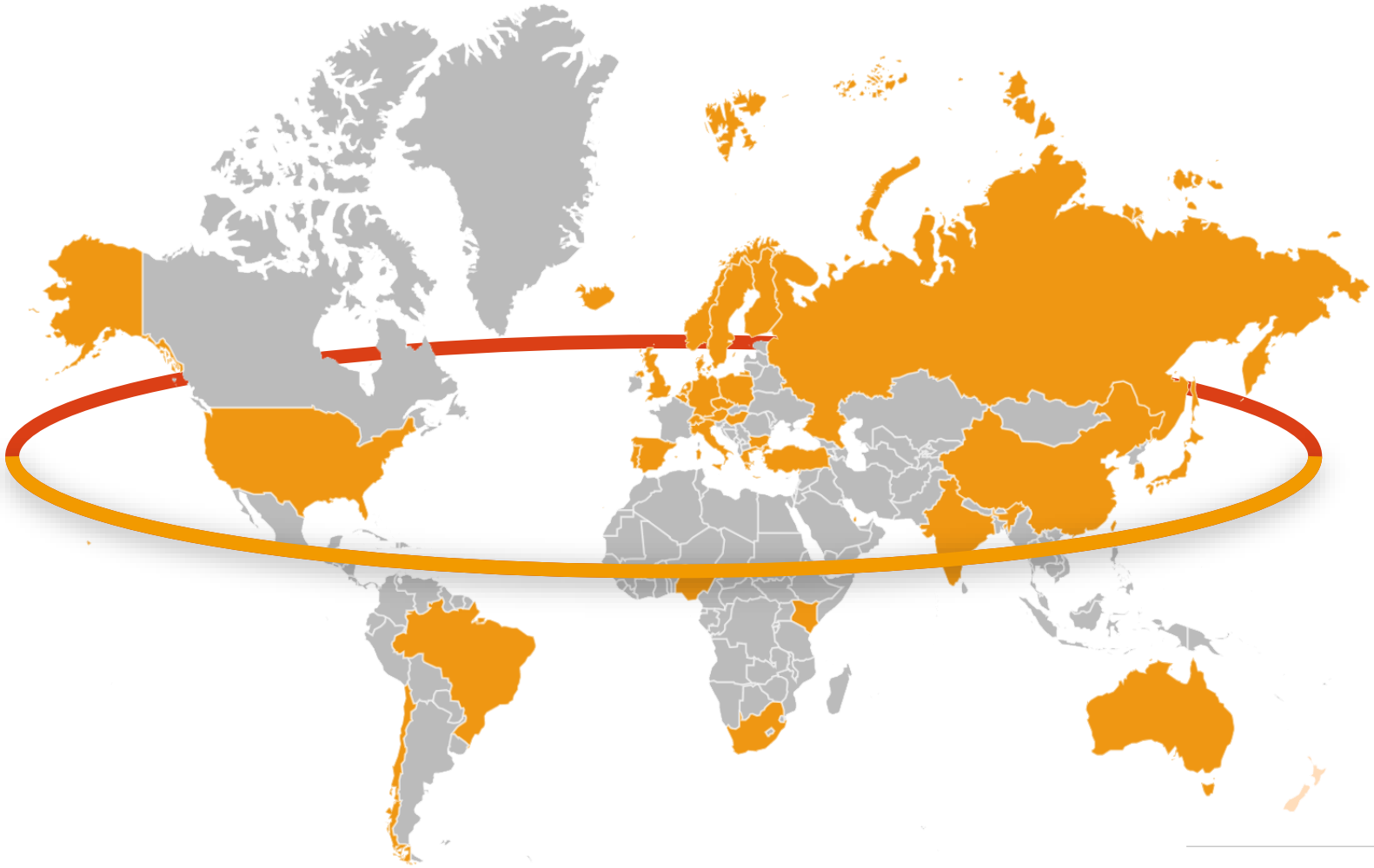
DECLARATION OF RIGHTS AND PRINCIPLES TO TRANSFORM SCHOLARLY COMMUNICATION

To align our institutional policies and practices toward the goal of replacing subscription-based publishing with open access (OA), we propose that the University of California assert the following rights and principles when negotiating with publishers during journal license renewals:

1. **No copyright transfers.** Our authors shall be allowed to retain copyright in their work and grant a Creative Commons Attribution license of their choosing.
2. **No restrictions on preprints.** Our authors shall have the right to submit for publication work they have previously made available as preprints.
3. **No waivers of OA Policy.** Publishers shall not require our authors to provide waivers of our Institutional OA Policy as a condition for publishing our work.
4. **No delays to sharing.** Publishers shall make work by our authors immediately available for harvest or via automatic deposit into our Institutional OA repository or another public archive.
5. **No limitations on author reuse.** Our authors shall have the right to reuse figures, tables, data, and text from their published work without permission or payment.
6. **No impediments to rights reversion.** Publishers shall provide a simple process for our authors to regain copyright in their previously published work.
7. **No curtailment of copyright exceptions.** Licenses shall not restrict, and should instead expressly protect, the rights of authors, institutions, and the public to reuse excerpts of published work consistent with legal exceptions and limitations on copyright such as fair use.
8. **No barriers to data availability.** Our authors shall have the right to make all of their data, figures, and other supporting materials from their published work publicly available.
9. **No constraints on content mining.** Publishers shall make licensed materials open, accessible, and machine-readable for text and data mining by our researchers, at no additional cost and under terms that allow retention and reuse of results.
10. **No closed metadata.** Publishers shall make bibliographic records, usage metrics, and citation data for our authors freely available, easy to parse, and machine-readable.
11. **No free labor.** Publishers shall provide our Institution with data on peer review and editorial contributions by our authors in support of journals, and such contributions shall be taken into account when determining the cost of our subscriptions or OA fees for our authors.
12. **No long-term subscriptions.** Publishers shall provide our Institution with plans and timelines for transitioning their subscription journals to OA.
13. **No permanent paywalls.** Our Institution shall receive perpetual access for previously licensed content and back files shall be made freely available once a journal transitions to OA.
14. **No double payments.** Publishers shall provide our Institution with data on hybrid OA payments from our authors and such payments shall reduce the cost of our subscriptions.
15. **No hidden profits.** Publishers shall use transparent pricing for the services they provide our authors when levying article processing charges and other fees associated with publishing.
16. **No deals without OA offsets.** Our Institution shall only enter into publishing agreements that include offsets for OA publishing by our authors.
17. **No new paywalls for our work.** Work by our authors shall be made OA on the publisher's website as part of subscription terms for new journals.
18. **No non-disclosure agreements.** Publisher agreements with our Institution shall be transparent and shall not contain terms that prevent the sharing of their contents.

https://osc.universityofcalifornia.edu/2018/06/championing-change-in-journal-negotiations/

The Open Access 2020 Initiative



https://oa2020.org/mission/#eois

open access 2020

Our shared objective: complete and immediate open access

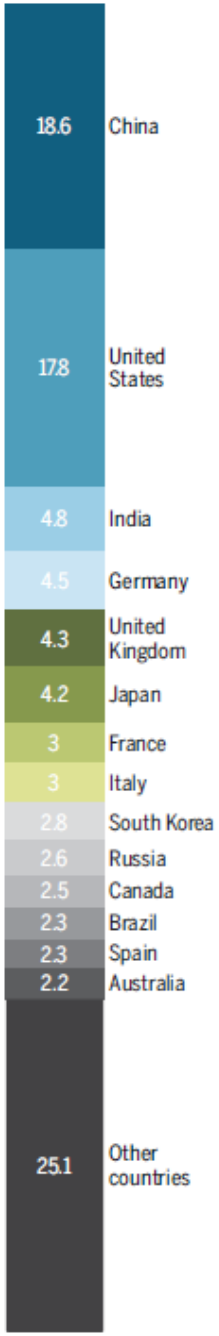
OUVRIR LA SCIENCE

LA SCIENCE OUVERTE | LE COMITÉ | GROUPES | BLOG | AGENDA | RESSOURCES

Building Bibliodiversity with Multiple Approaches. Joint Statement of the French Open Science Committee, promotors of the Jussieu Call, and the Open Access 2020 Initiative

https://www.ouvrirlascience.fr/building-bibliodiversity-with-multiple-approaches-joint-statement-of-the-french-open-science-committee-promotors-of-the-jussieu-call-and-the-open-access-2020-initiative/

How long will it take?
That depends on us!



Paper players

Percentages of the world's 2016 science articles by country

https://www.sciencemag.org/news/2019/01/will-world-embrace-plan-s-radical-proposal-mandate-open-access-science-papers

Funder strategies aligned with OA2020

What should researchers do?

Talk with your colleagues about OA2020 and connect with the OA2020 community
https://oa2020.org/learn_more/#promote

Ask your Librarian to consider signing the OA2020 Expression of Interest in the Large Scale Implementation of Open Access to Scholarly Journals
https://oa2020.org/mission/

Encourage your institution to collect data on Article Processing Charges and share this data with the OpenAPC Initiative
https://treemaps.intact-project.org/

Be vocal about your demand for open access with publishers, administrators and colleagues!

This just in!

"All German research articles in Wiley journals to be published open access under new transformative agreement"

Wiley and Projekt DEAL partner to enhance the future of scholarly research and publishing in Germany

15. January 2019

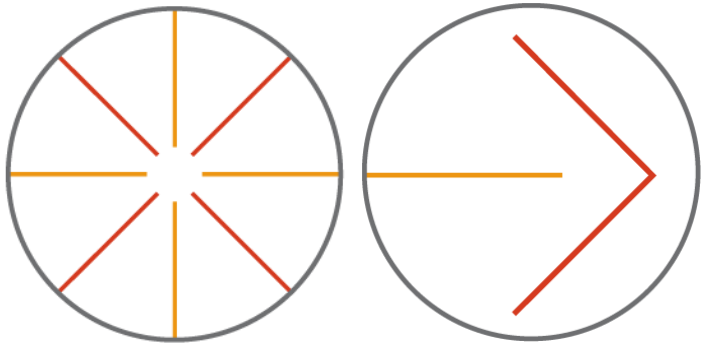
Contract signing: Dr. Guido Herrmann, Managing Director Wiley-VCH, and Dr. Frank Sander, Managing Director Max Planck Digital Library Services (Picture credits: dpa, Tanja Marotzke)

https://www.hrk.de/press/press-releases/press-release/meldung/wiley-and-projekt-deal-partner-to-enhance-the-future-of-scholarly-research-and-publishing-in-germany/

With stakeholders aligned..

We can repurpose subscription expenditures to support open access publishing, effecting cost transparency and a competitive market in which our money can follow scholars, not publishers.

Merci!



Participate in **OA2020**

Accelerate the transition

Colleen Campbell
Open Access 2020 Initiative
Max Planck Digital Library

campbell@mpdl.mpg.de
@ColleenCampbe11

https://oa2020.org