

Sense-making in the Universe of Scholarly Communications

Lee C. Van Orsdel, Dean of University Libraries, Grand Valley State University

Eventually, Steve looked up. His mother was nowhere in sight and this was certainly no longer the toy department.

Gary Larson



Given:

The Scholarly Communications System
is central to the purposes of academic
institutions and their libraries



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.

Libraries have lost control of their collections. Open access is the only way for us to turn the corner. *Information will find a way to be free.*

Robin Featherstone
Associate Librarian
National Library of medicine
Yale Medical Library



Job description:

scholarly communications advocacy

Coming to a library near you...

The Scholarly Communications System
evolved over centuries to

evaluate/certify

register

disseminate

create access tools

archive

the intellectual outputs of scholars

evaluate/certify

scholars

register

scholarly societies &
commercial publishers

disseminate

create access tools

secondary publishers

archive

libraries



evaluate/certify

register

disseminate

create access tools

archive

Internet



scholars

scholarly societies

publishers

libraries

Paradox

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

Institutions
supplying the
articles cannot
afford to buy
them back

Paradox

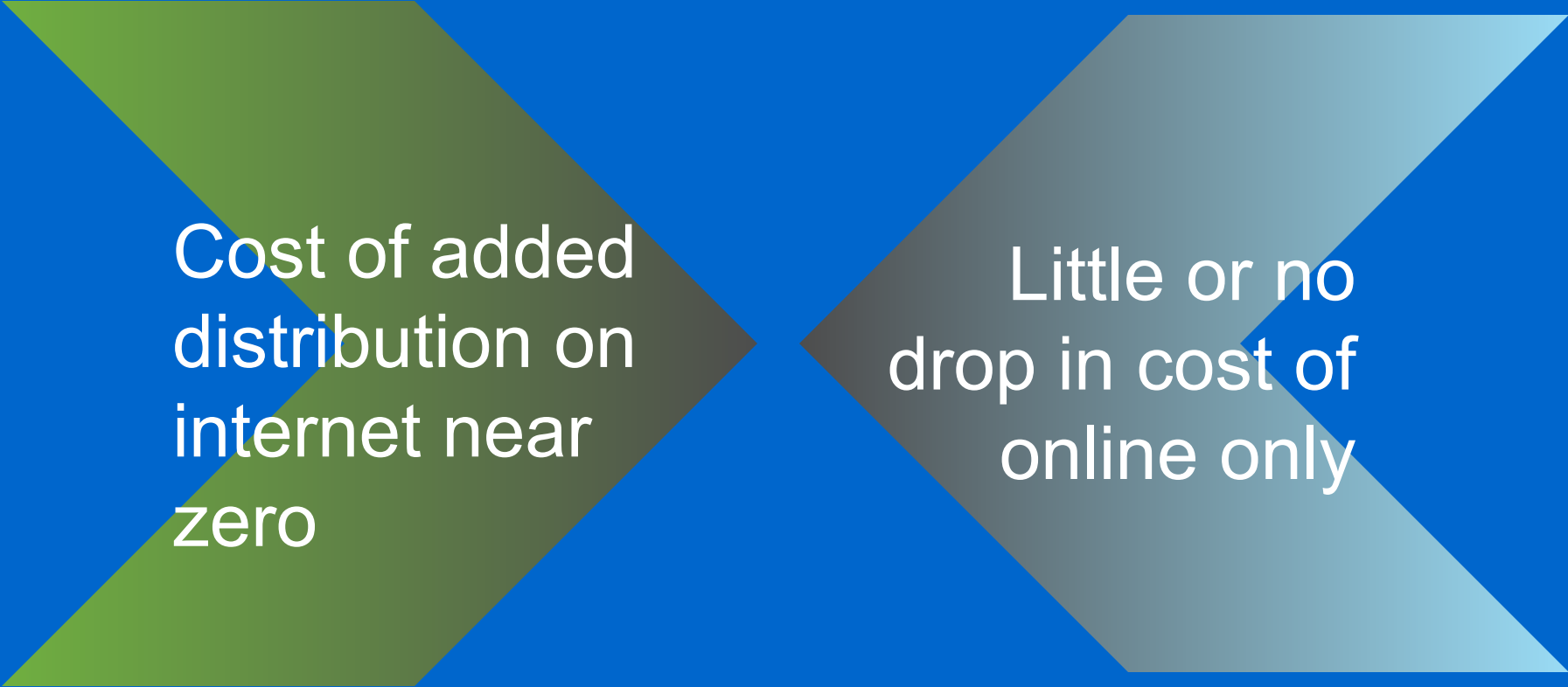
**Web
removed
barriers**

(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

State of scholarly communications:

- 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

status quo not possible

Economic shifts unavoidable

Internet yet to be exploited

Change the Market

Change the Academy

Change Public Policy

Open Access

OA archiving
OA publishing



Change the Market

Change the Market

Challenge pricing
power of publishers
Competition (SPARC)
Cancellations
Consortia purchases
Regulation

Raise prices
Bundle
Multi-yr contracts
Merge

Change the Market

Prove that OA
business models are
financially viable

Physics Publishers & arXiv

PLoS, BMC, Hindawi

Demonstrate power of OA
as economic driver

Experiment with
hybrid OA business
models

Charge 2X & keep IP control
(*ACS, Wiley, T&F*)

Reduce price, loosen IP control
(*Oxford U. Press, BMJ*)

Change the Market

Successes:

- More free content after embargos
- Google, Elsevier & others exploiting content of IRs commercially
- Advent of value-based pricing tools/models
- Very public resistance to publisher pricing: Max Planck Society's cancellation of 1,200 Springer journals

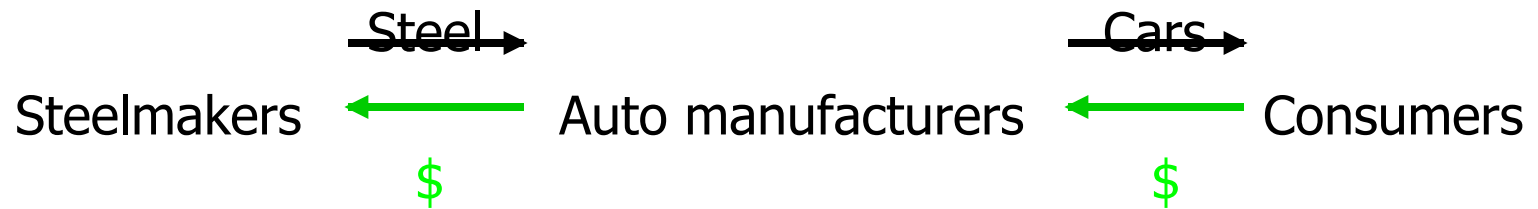
Ongoing challenges:

- Continuing market consolidation
- Anti-trust disinterest in STM market (Feds, EU)
- Library acceptance of bundling; slipping advantages in consortial buying
- Some tightening of self-archiving/embargo restrictions

A Story about Change

*The Strange Case of
the Peculiar Market*

Change the Market



Peculiar Market: Exhibit A

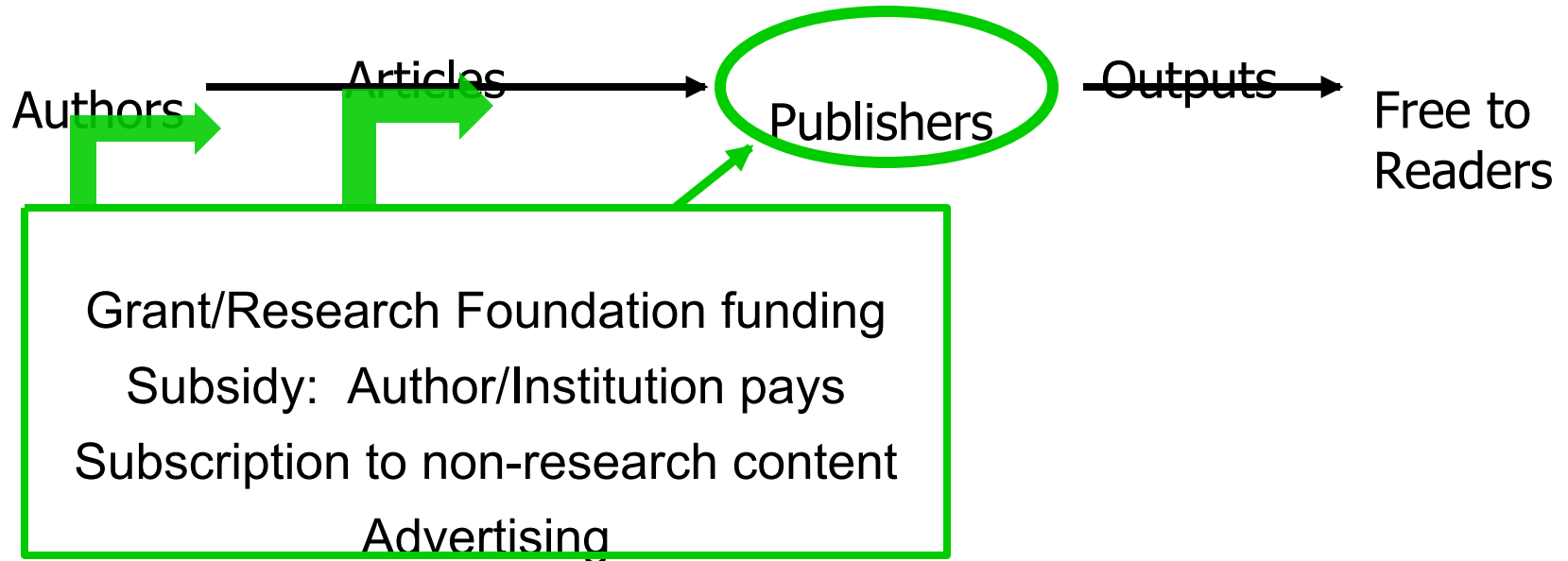
Elsevier



12 months to 31 December	2006 £m	2005 £m	% change constant
Revenue	1,521	1,436	+8%
Adjusted operating profit	465	419	+10%
Adjusted operating margin	31%	31%	

- Underlying: revenue up 5%; adjusted operating profit up 8%
- Strong subscription renewals, growing online sales, successful book publishing programme
- Significant improvement in underlying margin up 0.9% pts; reported margin reflects low (but improving) acquisition margins and lower hedge rates
- Good revenue contribution from MediMedia MAP, margin significantly improved

Peculiar Market: The Sequel



Change the Market

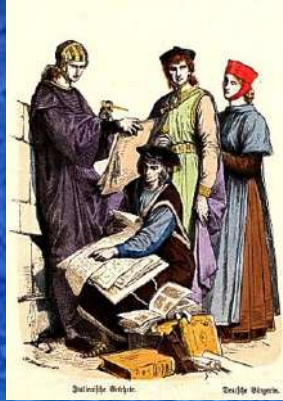
Open Access

OA archiving

OA publishing

Change the Academy

Change the Academy



Change the Academy

Change practices/ perceptions of researcher/authors

- Reserve some copyrights
- Self-archive to increase impact
- Break with gouging publishers
- Reform faculty rewards system
- Accountability in scholarly societies

Hold fast to IP rights & to authors/editors

- Tighten embargos
- Make OA deposits for authors
- Build alliance between STM & some society publishers
- Sow disinformation

Change the Academy

Successes:

95% of faculty have positive attitudes toward OA as idea

Nature, New Scientist, MLA & others becoming proactive forums to discuss OA and SC innovation

MLA recommends changes to tenure requirements

Many scholars/society members becoming vocal about necessity of removing barriers to information sharing

Ongoing challenges:

- Faculty resistant/indifferent to taking up OA practices
- Too little faculty ownership of SC system; faculty easily misled
 - Scholarly societies caught between conflicting necessities
 - Strong faculty loyalties to publishers, impact factors

A Story about Change

The Sad Case of the American Anthropological Society

Change Public Policy

Change Public Policy

Mandates the UK
NIH mandate
EU study & petition
FRPAA

Lobby vs. OA for publicly-funded research

PRISM

Elsevier \$13,250 to Inhof

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

Change Public Policy

Successes:

EU Report called for OA to funded research; 26,500+ 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 their grantees

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)

A Story about Change

What Were They Thinking?

The PRISM Debacle

Change the market

Change faculty behavior

Change public policy

1. Own the problem

The Scholarly Communications system must reform because the current system uses outdated publishing models and is not economically sustainable

Librarians must engage in the work of reform because

- scholarly communications is our core business
- we are uniquely positioned to advocate, and
- change will benefit both the academy and society as a whole

2. Recognize the gains....



Scholarly Communications reform *is* opening access ...

- 10% peer reviewed journals are fully OA (over 2500 titles, adding 1.2 new journals/day)
- 380 OA journals from 350 societies
- 32 OA mandates in place, 8 more under consideration (including Harvard A&S faculty, U of California system, and MIT)
- US taxpayers fund \$28 B annually for NIH research, producing 60,000 articles a year; new mandate will make them free to everyone after 12 months embargo
- Elsevier is offering its first no-fee to either author or reader journal, OncologySTAT
- OAI lists 850+ repositories, with 12 million records

... and changing access

The image shows two overlapping browser windows. The top window is 'Nature Precedings' and the bottom window is 'PLOS ONE'. Both windows have a yellow box highlighting a specific section of their navigation or header area.

Top Window: Nature Precedings
Title: Home : Nature Precedings - Microsoft Internet Explorer
Menu: File Edit View Favorites Tools Help
Address bar: Back, Address
Page Content:
- Logo: natureprecedings
- Tagline: Pre-publication research and preliminary findings
- Navigation: → jump to main content → jump to navigation
- Search: Search: All documents [input field] [GO]
- Left Sidebar: Browse by subject (Bioinformatics (58), Biotechnology (31), Cancer (10), Chemistry (22), Development (5), Earth and Environment (15), Evolution and Ecology (42), Genetics (23), Immunology (12), Microbiology (13), Molecular Cell Biology (24), Neuroscience (15))
- Main Content: Welcome to Nature Precedings. Nature Precedings is a place for unpublished manuscripts, pre-submitted manuscripts, pre-submitted findings, and other professional curation team review. We welcome high-quality (manuscripts, chemistry and the earth...)
- Right Sidebar: Participate (Log in, Register)

Bottom Window: PLOS ONE
Title: PLoS ONE : Publishing science, accelerating research - Microsoft Internet Explorer
Menu: File Edit View Favorites Tools Help
Address bar: Back, Address
Page Content:
- Logo: PLoS one
- Tagline: Publishing science, accelerating research
- Search: Search articles... [input field] [GO]
- Navigation: Home Browse Articles About For Users For Authors and Reviewers PLoS Journals PLoS.org
- Left Sidebar: Open Access Join PLoS Submit Today (Partners: UnitedLayer, Fedora Commons, mulgara, science commons, OSAF)
- Main Content: Recently Published / Recent Ratings & Comments
- Article: Directed Cortical Information Flow during Human Object Recognition: Analyzing Induced EEG Gamma-Band Responses in Brain's Source Space
- Article: Contribution of Exogenous Genetic Elements to the Group A Streptococcus Metagenome
- Article: High-Yield Hydrogen Production from Starch and Water by a Synthetic Enzymatic Pathway
- Article: Urban Physiology: City Ants Possess High Heat Tolerance
- Article: Insights from Amphioxus into the Evolution of Vertebrate Cartilage
- New and Noted: Chimpanzees Share Forbidden Fruit (It is common for chimpanzee communities that engage in hunting to use meat as a "social tool" for nurturing alliances and social bonds; however the sharing of wild plant foods is rare. As part of a study directly observing adult chimpanzees in West Africa, Hodings and colleagues found that cultivated plant foods were shared more frequently than wild plant foods. The results suggest that the...)
- Right Sidebar: What is PLoS ONE? (A new way of communicating peer-reviewed science and medicine.)
- How to start and continue article conversations on PLoS ONE (Rate articles on reliability, style, and insight—a 3-point flexible plan; Build upon the work by commenting and/or annotating, even if you are not an expert; Remember authors welcome compliments and polite criticisms; Feel confident to challenge established names, see who agrees with you; Seal your personal reputation as a valued post-publication reviewer)
- Try these ideas today and send us your feedback.

... and changing access

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Teach & Learn

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Introductory tutorials
- Nanocurriculum
Curriculum on Nanoelectronics

Contribute

- Contribute Content
Upload your own materials
- Give us Feedback
Success story? Suggestions?

3. Tune into the movement

What's in *your* toolkit?

- Peter Suber's blog/SOAN (SPARC OA Newsletter)
- Create Change Website
- University of California's Office of Scholarly Communications website
- DOAJ/DOAR/Journal Info
- Sherpa websites (Romeo & Juliet)

4. Engage your faculty

Help faculty recognize their stake in the changing landscape of the scholarly communications system and become pro-active in transforming its future



Change making in the Universe of Scholarly Communications

Questions?
Comments?

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