April 10, 2012

The Cost of Knowledge

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Available at: https://works.bepress.com/barbara_mcdonald_mlis/5/
The Co$t of Knowledge: is Open Access the Answer?

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Faculty & Graduate Student Workshops
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Researchers Taking a Stand. See the list


Academics have protested against Elsevier’s business practices for years with little effect. These are some of their objections:

1. They charge exorbitantly high prices for subscriptions to individual journals.

2. In the light of these high prices, the only realistic option for many libraries is to agree to buy very large “bundles”, which will include many journals that those libraries do not actually want. Elsevier thus makes huge profits by exploiting the fact that some of their journals are essential.

3. They support measures such as SOPA, PIPA and the Research Works Act, that aim to restrict the free exchange of information.

http://thecostofknowledge.com/
Cost of Knowledge #1: Exorbitant Prices
- owns 2,000 journals
- publishes roughly 250,000 articles a year
- 2010 made $1.6 billion
- 2010 operating profit margin = 36%
- High prestige
Dominated by Few Major Publishers

**Cost Increases**

<table>
<thead>
<tr>
<th>TABLE 6</th>
<th>2012 COST PROJECTIONS BY BROAD SUBJECT</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>NO. OF TITLES</td>
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<tr>
<td>ARTS AND HUMANITIES CITATION INDEX</td>
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<tr>
<td>NON-U.S.</td>
<td>2,149</td>
</tr>
</tbody>
</table>

PROJECTED OVERALL INCREASE FOR ALL TITLES: 6.7%

SOURCE: LJ PERIODICALS PRICE SURVEY 2011

More & More Journals to Buy

- Nature
- Nature Biotechnology
- Nature Cell Biology
- Nature Chemical Biology
- Nature Chemistry
- Nature Climate Change
- Nature Clinical Practice Journals
- Nature Communications
- Nature Digest
- Nature Genetics
- Nature Geoscience
- Nature Immunology
- Nature Materials
- Nature Medicine
- Nature Methods
- Nature Nanotechnology
- Nature Neuroscience
Library Budgets: Can’t Keep Up

Library Expenditure as % of Total University Expenditure
(Average of 17 US Institutions Reporting Since 1966)
Cost of Knowledge #2: Bundles
Bundles aka “Big Deals”

The Librarians' Dilemma

Contemplating the Costs of the "Big Deal"

Kenneth Frazier  
Director of Libraries  
University of Wisconsin, Madison  
kfrazier@library.wisc.edu  

Deborah D. Blecic, Stephen E. Wiberley, Jr., Joan Fiscella, Sara Bahnmaier-Blaszczak, and Rebecca Lowery  
Deal or No Deal? : Evaluating Big Deals and Their Journals  
Coll. res. libr. Accepted: December 7, 2011; Anticipated Publication Date: January 2013  
» Full Text (PDF)
2012 renewals:

Cambridge University Press
Informa Healthcare
Institute of Physics
Taylor & Francis
Oxford University Press
Royal Society of Chemistry
Springer
Wiley-Blackwell

http://www.crkn.ca/programs/license-renewals
Is OA The Answer???
Open Access (OA) Defined

- Scope of this talk:
  - peer reviewed research articles & preprints
  - digital, online, free of charge
  - free of most copyright & licensing restrictions
  - royalty-free literature (authors not making $)

Peter Suber. Open Access Overview
http://www.earlham.edu/~peters/fos/overview.htm
“Scholars write journal articles because advancing knowledge in their fields advances their careers. They write for impact, not for money”

Peter Suber

http://www.earlham.edu/~peters/fos/overview.htm
OA: not without cost

- Free to readers but *someone* pays
  - author, creator or disseminator

- Universities
  - Pay the bulk of research, writing, editing, reviewing costs
OA: Compatible with University Mandate

Create and disseminate new knowledge
OA: Compatible with Peer-Review

- Same rigour, procedures and standards as conventional journals
- Often same people doing the work (editors & referees)
OA: Meets Demand For Public Access To Publicly Funded Research

Canadian Breast Cancer Research Alliance (CBCRA) (28 Jun 2009)
Canadian Cancer Society (CCS) (01 Oct 2008)
Canadian Health Services Research Foundation (CHSRF) (23 Apr 2009)
Canadian Institutes of Health Research (CIHR) (04 Jan 2007)
Concordia University (24 Apr 2010)
Fonds de la recherche en sante Quebec (FRSQ) (05 Feb 2009)
Genome Canada (23 Apr 2009)
Heart and Stroke Foundation of Canada (05 Jul 2010)
International Development Research Centre (IDRC) (13 Jul 2011)

ROARMAP: Registry of Open Access Repositories Mandatory Archiving Policies
http://roarmap.eprints.org/view/geoname/geoname=5F2=5FCA.html
OA: How To Pay for It?

- Emerging business models
  - Author fees
  - Institutional support
  - Hybrid models...
Author Fee

Institutional Support

Hybrid
Open Access @ Brock

• Researchers publishing in OA journals
• Faculty on OA journal Editorial Boards
• Library supported resources
• Library OA Author Fund
Open Access:

"...allows us to reach a much wider audience."

Shawn Geniole
MA Candidate, Psychology
Open Access:

…”is important because:
It allows a more democratic peer-review and dissemination of international research findings in the most timely manner ever through the World Wide Web.”

Richard Mitchell
Associate Professor
Child & Youth Studies
Open Access:

“... will have a positive impact to Brock University as more scientists become aware of our Institution and the important scientific work taking place here.”

Evangelia Tsiani
Associate Professor
Community Health Sciences
Open Access:

“... permits the dissemination of timely information to everyone without restrictive memberships and encrypted journal sites.”

Mark Kissel
Graduate Student
Education
Open Access:

...”is the future of knowledge dissemination....”

Jae Patterson
Associate Professor
Kinesiology
“When new information technologies alter the existing landscape, they bring disruption: new channels .... The balance between creators and consumers is upset... market forces are confused; information can seem too cheap and too expensive at the same time. The old ways of organizing knowledge no longer work...”

OA: Then What’s the Problem?
“Institutional Inconsistencies”

“...the more academia wishes to enjoy the benefits of the digital medium, the less it can hold on to restrictive and closed practices in the production, vetting, dissemination, and archiving of information.”

“Oh course we promote digital scholarship; we just don’t promote digital scholars.”

Gideon Burton

Sarah M Forbes @4Bes

doaj.org - more than 7,600 OA journals and growing #UTSCKnow
#OpenAccess #SPARC

Sarah M Forbes @4Bes

Joseph: Open Access keeps us from being stuck in a 'read-only' world #UTSCKnow #OpenAccess #SPARC
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