

OPEN ACCESS

Nick Shockey

DIRECTOR, RIGHT TO RESEARCH COALITION

EIFL Open Access Advocacy Webcast

January 31, 2011

nick@arl.org





Launched in Summer 2009

Built around the Student Statement on the Right to Research: access to research is a student **right**

Two program areas: advocacy & education

International alliance of 48 graduate & undergraduate student organizations, representing nearly 7 million students

nick@arl.org



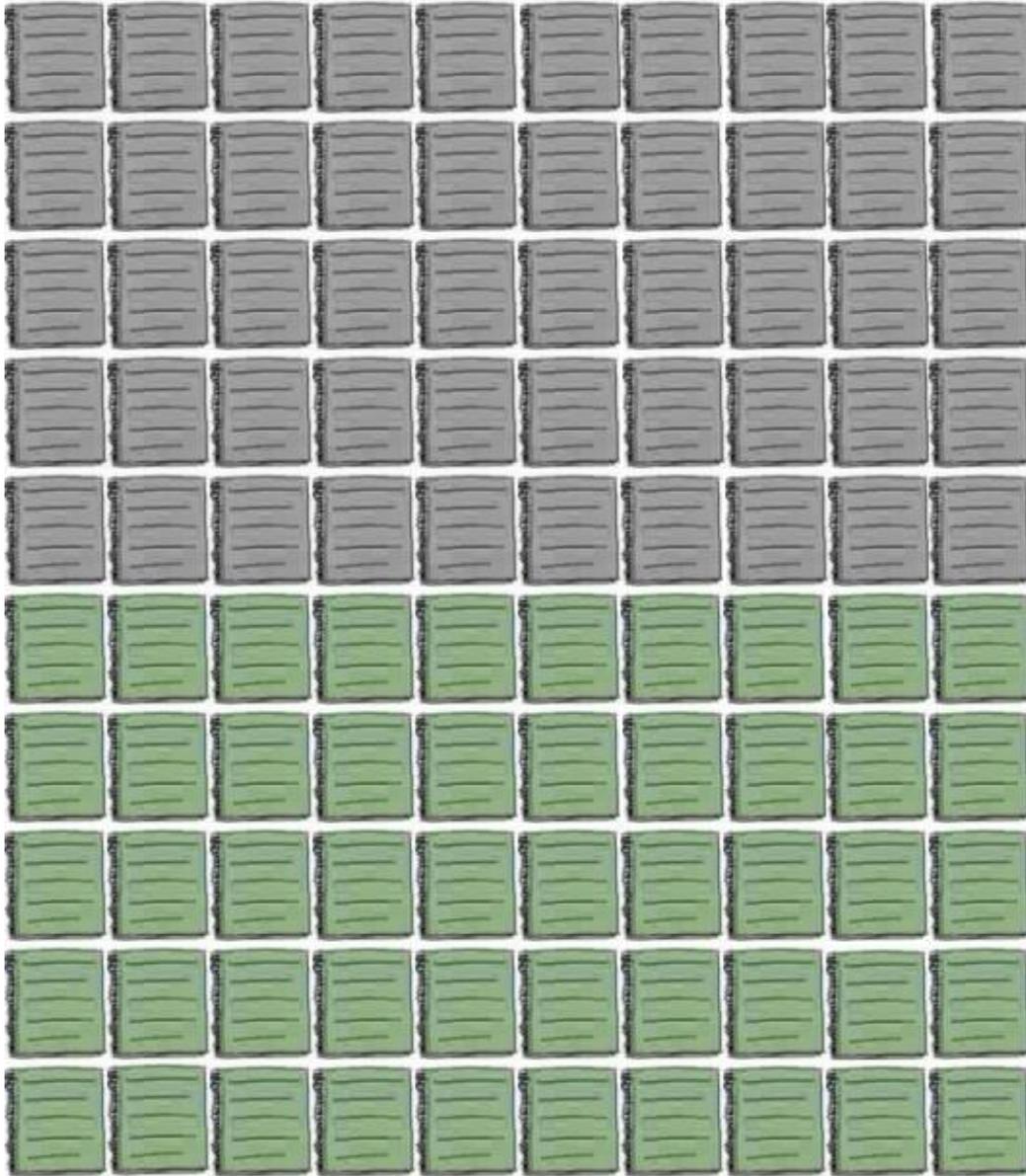


Photo by: laimagendelmundo

40% of
researchers can't
access resources
they need on a
DAILY or **WEEKLY**
basis (UK Study)



Source: Research Information Network, "How researchers secure access to licensed content not immediately available to them," December 2009

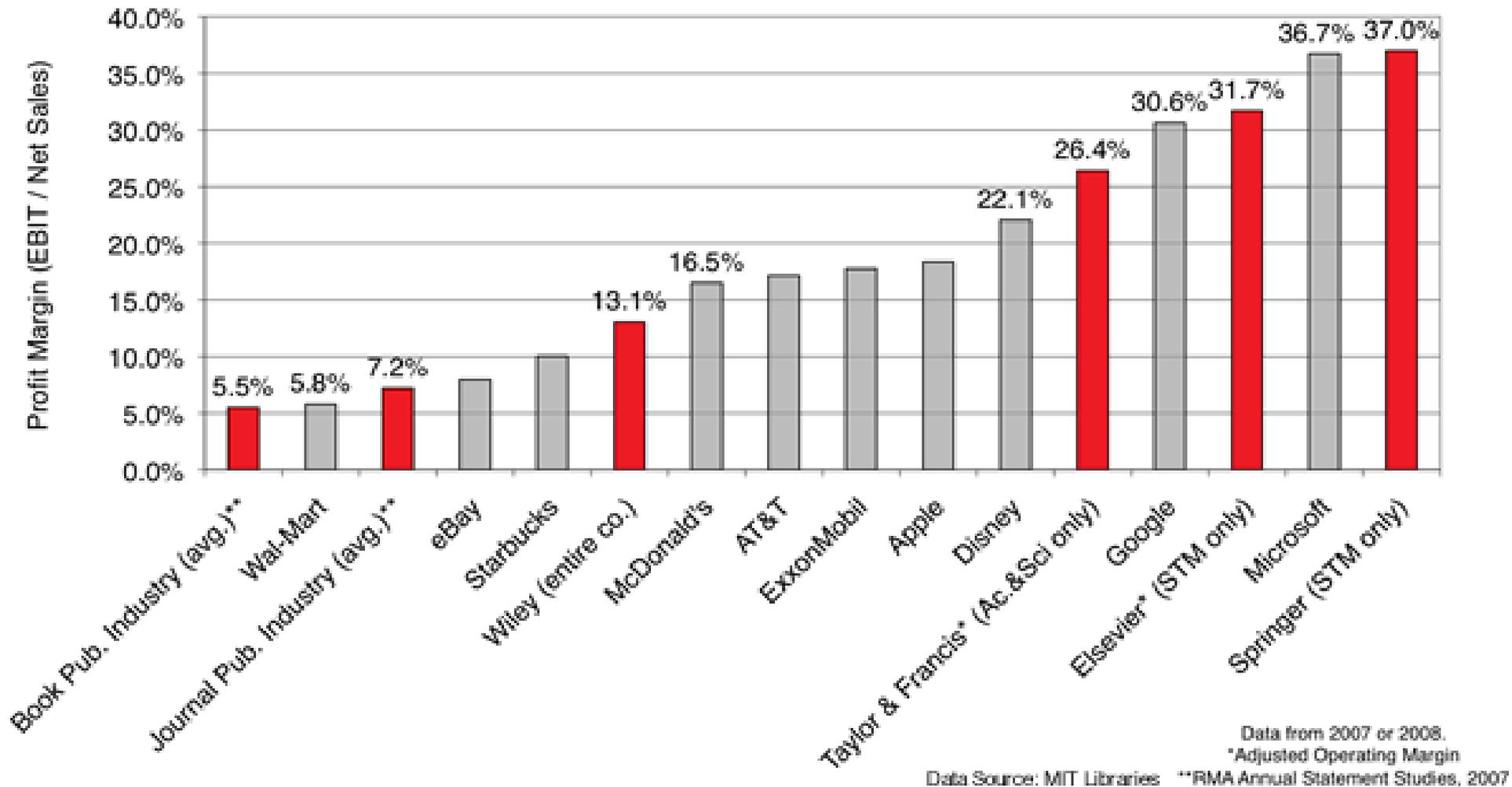


The average academic library in the UK has access to *just **HALF*** of all journals

WHY?

Publishing is big business...

Profit Margins: Journal Publishers v. Other Companies



Rapidly Rising Prices...

1975-1995



200-300% > Inflation

1995-2009



7-10% per year

Average journal in the Health Sciences:



Chemistry



Physics



Biology



Source: "Periodicals Price Survey 2011: Under Pressure, Times Are Changing," by Stephen Bosch, Kittie Henderson, & Heather Klusendorf. Library Journal, April 14, 2011. http://www.libraryjournal.com/lj/newslettersnewsletterbucketljxpress/890009-441/periodicals_price_survey_2011_under.html.csp

European Commission Report:
On average, for-profit journals are
3 TIMES more expensive than non-profits¹

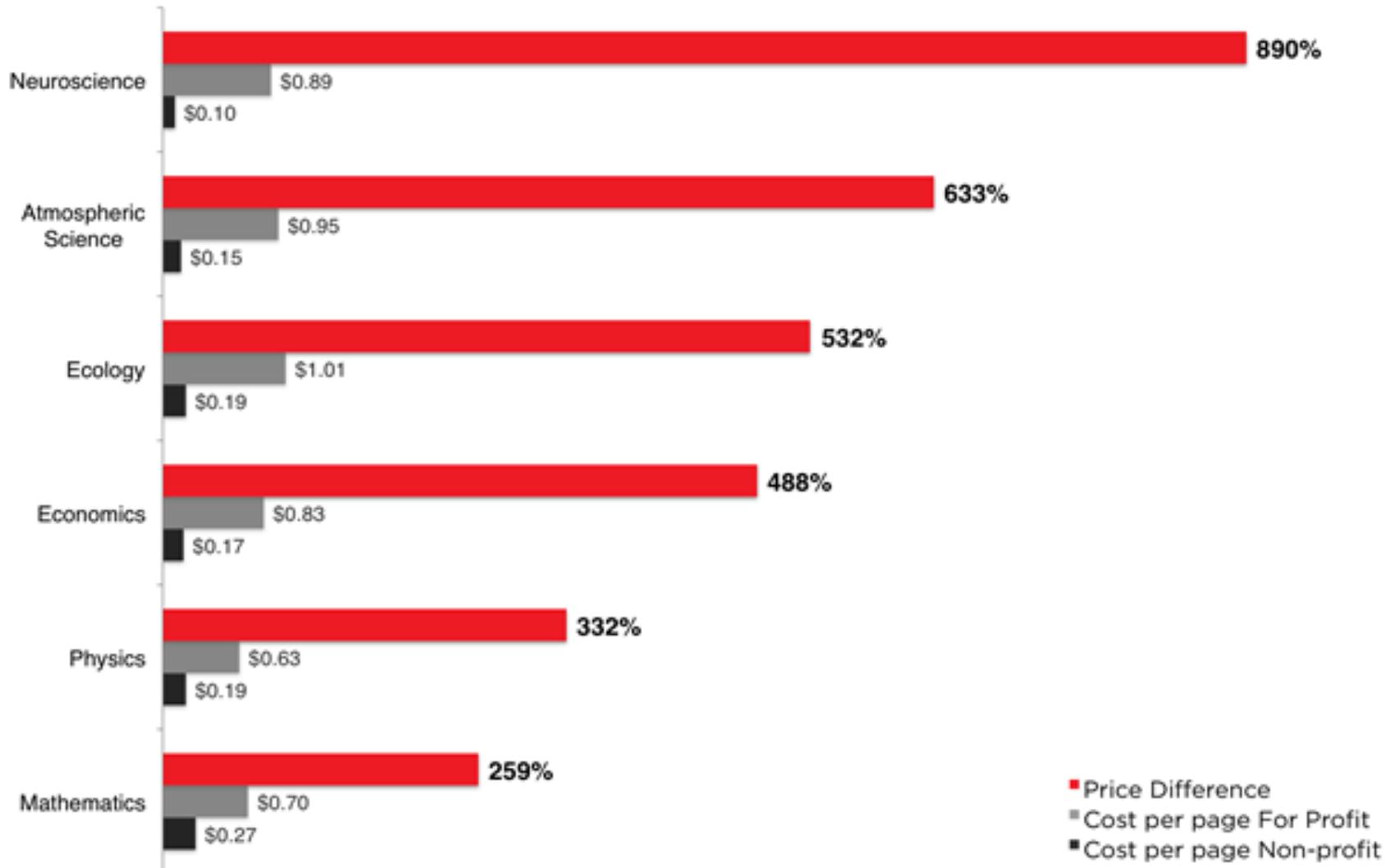
In neuroscience, for-profit journals are **890%** more expensive (per page)²



¹ Study on the economic and technical evolution of the scientific publication markets in Europe, Commissioned by the European Commission

² The Costs and Benefits of Site Licences to Academic Journals”, Proceedings of the National Academy of Sciences, C.T. Bergstrom and T.C. Bergstrom.

Cost Per Page: Non-Profit vs. For-Profit Journals



Data Source: "The costs and benefits of library site licenses to academic journals," PNAS, Carl Bergstrom and Ted Bergstrom, 01/20/04

Finally...

With the Internet, the cost of publishing has decreased significantly...

Yet, the price of journals continues to climb

What happened?

A system which was never meant to be run for profit is now being run for profit.

We're maximizing revenue rather than the dissemination of knowledge.

So, here's the thing...

We've moved beyond print.

With the Internet, we can distribute this knowledge to anyone, anywhere at virtually zero marginal Cost.

Articles can and should be free to the user

Solution:

OPEN  **ACCESS**

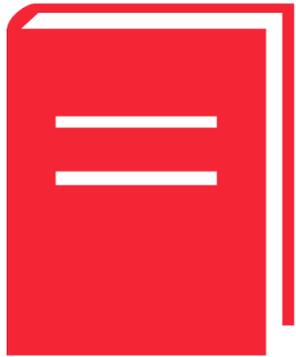
What is Open Access?

“By open access, we mean its immediate, free availability on the public internet, permitting any users to read, download, copy, distribute, print, search or link to the full text of these articles, crawl them for indexing, pass them as data to software or use them for any other lawful purpose...”

- The Budapest Open Access Initiative

2 ways to make an article Open Access:

1. Publish in an open-access journal



X 7,400



2. Publish anywhere, deposit into an open-access repository

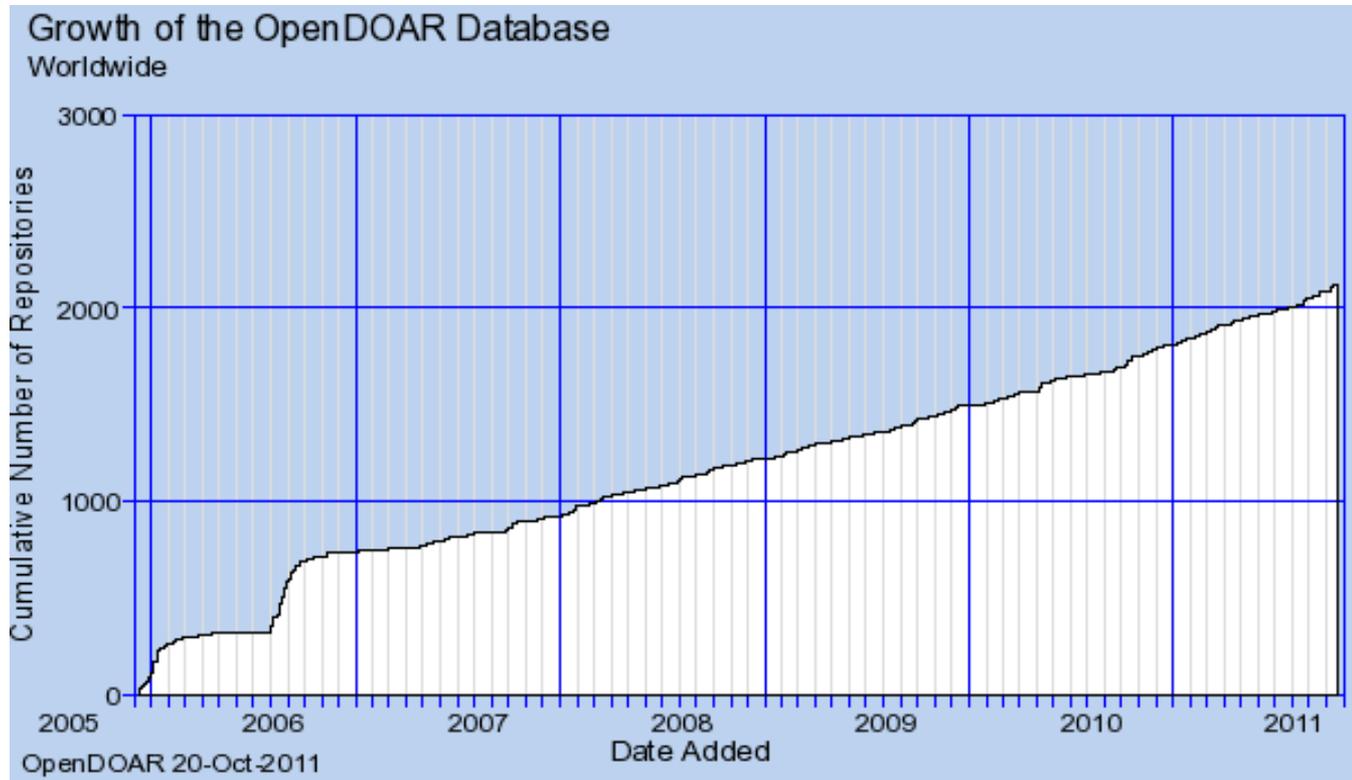


X 2,000



OpenDOAR

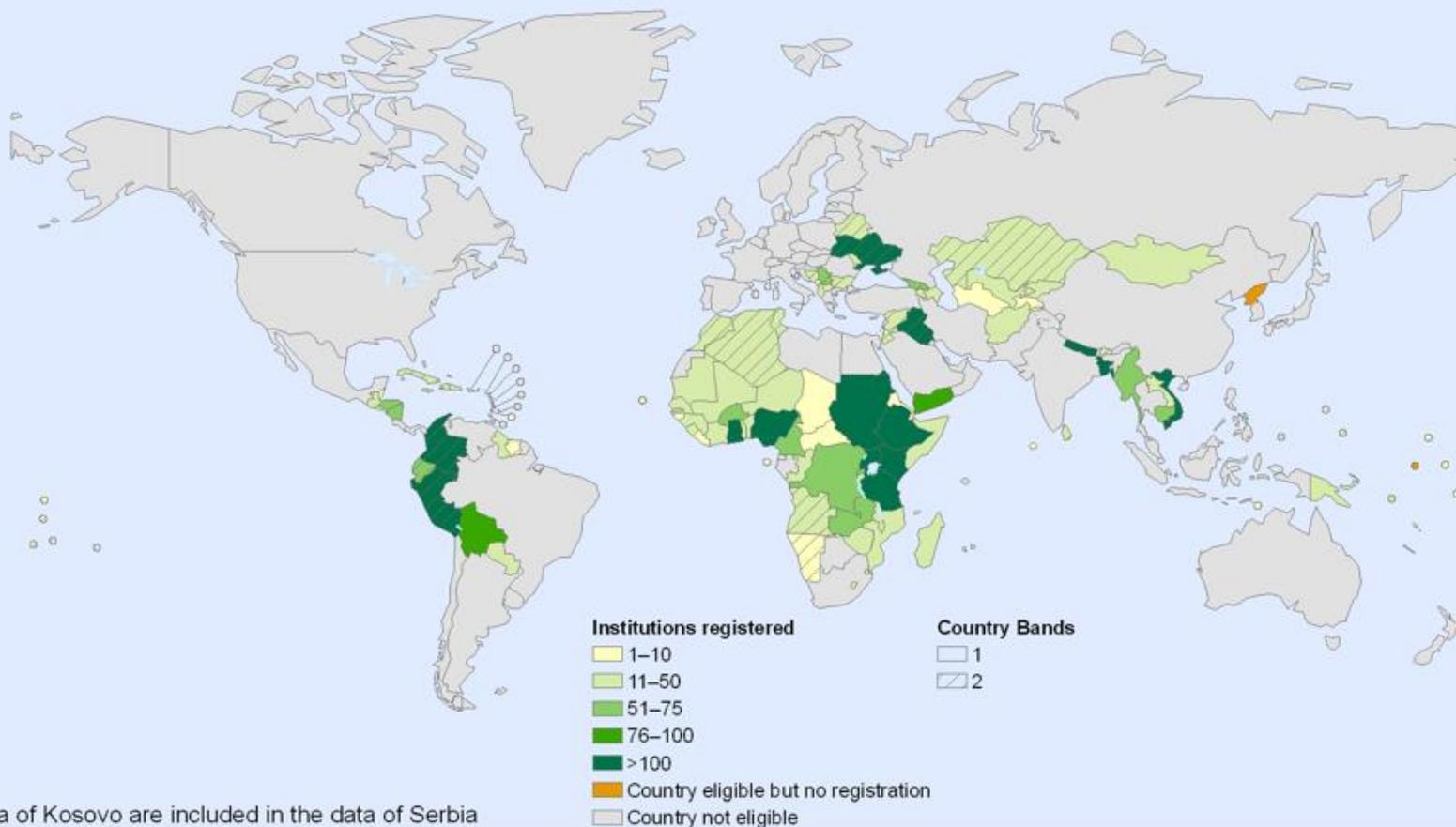
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From OpenDOAR, <http://www.opendoar.org/find.php?format=charts> [Accessed 10/19/11]

Strongly supported by UNESCO, the
European Commission, 41 Nobel
laureates, US National Institutes of
Health, *many others*

Institutions registered with HINARI *



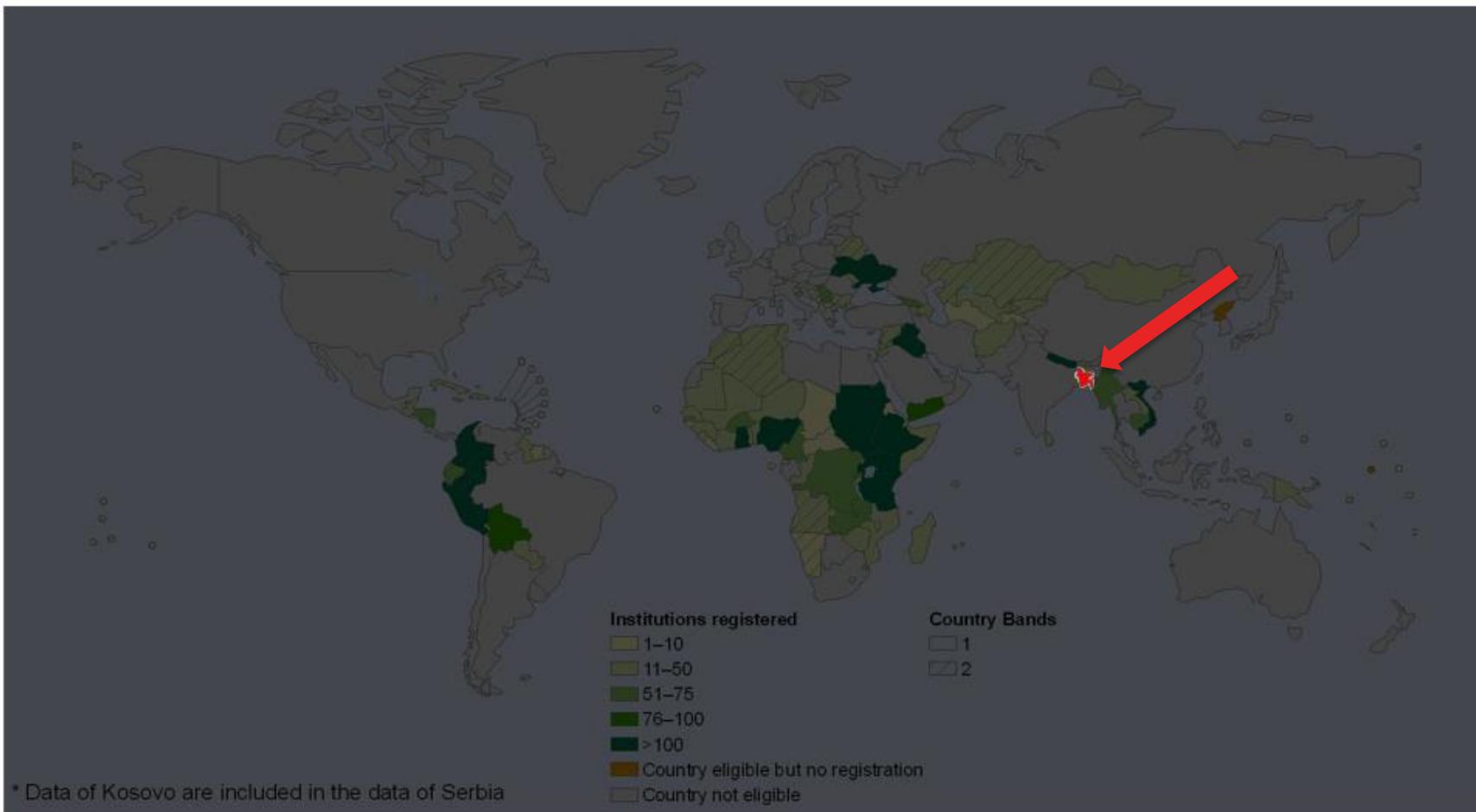
* Data of Kosovo are included in the data of Serbia

The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

Data Source: World Health Organization
 Map Production: Public Health Information and Geographic Information Systems (GIS)
 World Health Organization

 **World Health Organization**
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Institutions registered with HINARI *



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World Health Organization

 **World Health Organization**
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Given such unequal access, Indian scientists inevitably struggle to perform world class science. The fact is that equitable access to current scientific information is essential if India is to take its rightful place in the world.

Subbiah Arunachalam

Distinguished Fellow of the M S
Swaminathan Research Foundation

So what can we do?

We're attacking the problem in 2 ways:

ADVOCACY + EDUCATION

Advocacy at the local, national, and international levels for policies that make research available now.

Education of the next generation of researchers to set the default to open

ADVOCACY + EDUCATION

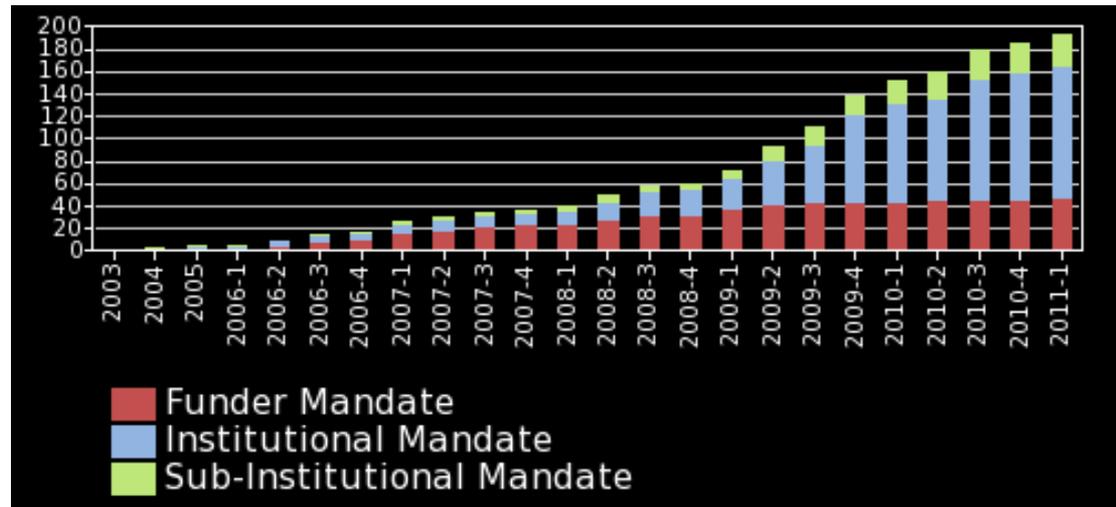
Local

National

International

Total Mandates to Date (by type)

Institutional Mandates (117)	Proposed Institutional Mandates (5)
Sub-Institutional Mandates (30)	Proposed Sub-Institutional Mandates (3)
Multi-Institutional Mandates (1)	Proposed Multi-Institutional Mandates (5)
Funder Mandates (47)	Proposed Funder Mandates (8)
Thesis Mandates (76)	



ADVOCACY + EDUCATION

OPTIMIZE YOUR PUBLISHING maximize your impact

As a young researcher, you will be consumed with your research. Your hard work may well result in a manuscript that you hope to publish to launch your career. But how do you know where to submit your manuscript? What are the factors that go into deciding the most appropriate publication outlet? Which journal will give your article the widest audience? These are issues you should begin thinking about today. Where to publish is too important of a decision to put off until the end of the research process.

This may seem an open-and-shut issue: you simply submit to the most prestigious journal you believe might publish your manuscript. However, there will be consequences to your decision—in terms of how you can use your research and who can read it. Where you publish will influence the exposure of your work, how often it is cited, and its ultimate impact.

Over the past few decades, academic journals have become increasingly expensive, outpacing inflation by 200–300%. Many journals now cost over \$5,000, \$10,000, and even \$20,000 per subscription per year, and it's not uncommon for the average journal in a particular field to cost well over a thousand dollars. As prices increase, not even the best-funded institutions can afford access to everything they need, and many researchers are forced to base their work on what their campus can afford access to rather than on the latest research in their area.

This system is certainly bad for those who can't afford access, but what if your paper is locked away in an expensive journal? What if researchers who would have otherwise built upon and cited your work can't read it? They can't build on the latest research, and your article potentially loses valuable impact.

It doesn't have to be this way.

REMEMBER:  Your library card expires at graduation.

A NEW NORM IN PUBLISHING >>>

A better system for science and scholarship

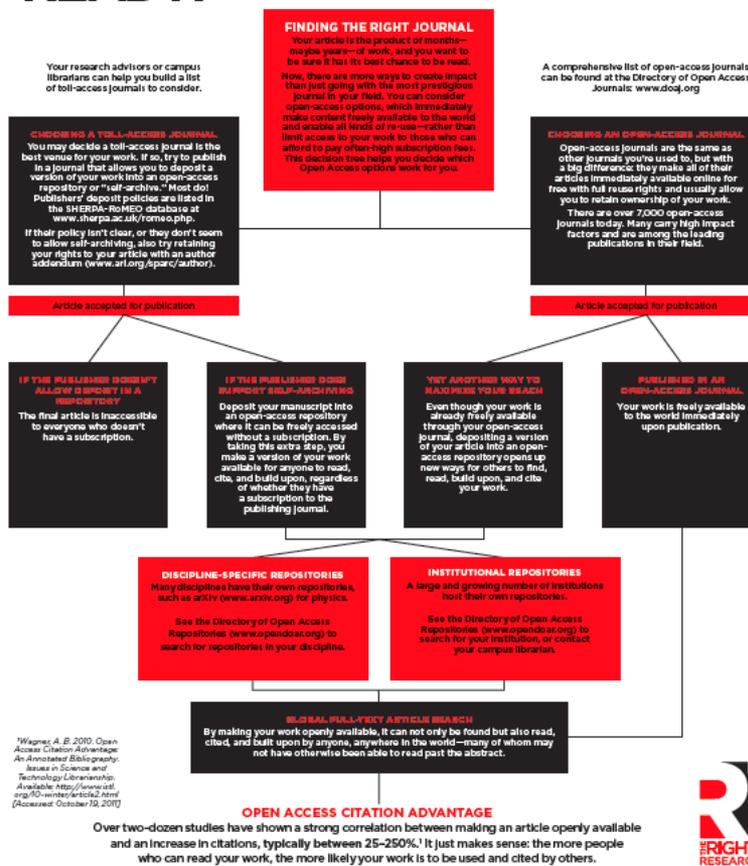
There is a better model that is quickly becoming the new norm in academic publishing: Open Access. Open Access means your work is openly available on the Internet immediately upon publication in a peer-reviewed journal and with the reuse rights needed for it to be searched and used to its fullest extent. The open model is supported by a large number of leading academics and researchers as well as top funding bodies and research institutes, such as the European Commission, the United States National Institutes of Health, and the Wellcome Trust—each of which has a policy requiring research they fund be made openly available after an embargo.

When considering your publishing choices, think about your audience. You will be drawn to journals in your field that are prestigious. But, as you identify the best outlet for your work, include accessibility in your criteria. Toll-based journal readership is necessarily more limited because they charge subscription fees to access content. Not all institutions can afford these fees, let alone readers outside of an academic institution. Don't forget potential audiences outside of your immediate discipline—increased accessibility improves discoverability and can lead to unexpected benefits like interdisciplinary collaboration.

> OPEN ACCESS MAKES IMPORTANT SCHOLARLY DEVELOPMENTS AVAILABLE TO ALL; EVERYONE CAN READ YOUR WORK—FROM TOP SCHOLARS AT ELITE INSTITUTIONS TO PROSPECTIVE FUNDING AGENCIES TO POTENTIAL PRIVATE SECTOR EMPLOYERS TO RESEARCHERS AND CITIZENS AROUND THE WORLD.

OPTIMIZE YOUR PUBLISHING: PATHS TO MAXIMUM IMPACT

READY! YOUR ARTICLE IS WRITTEN AND READY TO BE SUBMITTED FOR PUBLICATION



More resources available at: www.righttoresearch.org/resources



ADVOCACY + EDUCATION

YOU CAN'T ACCESS
RESEARCH ESSENTIAL
TO YOUR EDUCATION

THE PROBLEM

Research journals are the source for cutting-edge knowledge in every field from history to medicine. Yet, students, researchers, professors, doctors, entrepreneurs, and others are denied access to important information every day because they or their institution can't afford it.

Journals have become increasingly expensive, to the point where no one has access to them all.

Journals often cost \$5,000, \$10,000, or even \$20,000 per subscription, per year—and prices continue to outpace inflation year in and year out.

> 40%
of researchers surveyed in one of the wealthiest countries, the UK, couldn't access content they needed on a daily or weekly basis.



THE RESULT

Science is slowed, scholarship is hindered, and students' educations are incomplete.

When we can't see the whole picture, it's hard to find, learn about, and build upon the cutting-edge.

It doesn't have to be this way.



THE SOLUTION

Dozens of student organizations, representing nearly 7 million students from across the world and in every discipline, are leading the charge for a better system: Open Access.



WWW.RIGHTTORESEARCH.ORG



هل تعاني من عدم توفّر
الأبحاث الأساسية لتعليمك؟

المشكلة

تحتوي المجلات العلمية على أحدث الاكتشافات في كافة المجالات لكنها غير متوفرة لمن يقصدوا إزاء نقص الموارد المالية أو الشخصية أو المؤسسية.

إن أسعار هذه المجلات العلمية تتراوح ما بين 5,000 و 10,000 (وحتى 20,000) دولار أميركي سنويا. وهذه الأسعار ما زالت ترتفع مع التضخم المالي العالمي.

< 40%

من الباحثين أظهروا عدم قدرتهم على الوصول إلى المواد العلمية التي يحتاجونها بشكل يومي أو أسبوعي في المملكة المتحدة.



النتيجة

إبطاء عملية الإكتشاف العلمي وتأخير المسيرة التربوية لتلاميذ العلوم. تكشف المعلومات يعطل الإبتكار العلمي.

هذا الواقع قابل للتغيير...



ما هو الحل المطروح؟

لقد عرضت بعض المنظمات الطلابية، والتي تمثل ما يفوق عن 7,000,000 طالب من جميع أنحاء العالم ومن كافة الاختصاصات الحل التالي: Open Access



WWW.RIGHTTORESEARCH.ORG



More resources available at: www.righttoresearch.org/resources

GET INVOLVED

- Reach out to your campus librarians
- Educate your friends, peers, and professors
- Advocate for your university to adopt an institutional open-access policy
[on-campus advocacy guide coming soon!]
- Advocate for national and international open-access policies
- Encourage your student organizations to become active, join the R2RC
- Volunteer to help translate our resources
- **Make your own work openly available**

The Cost of Knowledge

Researchers taking a stand against Elsevier.

Academics have protested against Elsevier's business practices for years with little effect. The main objections are these:

- 1. They charge exorbitantly high prices for their journals.
- 2. They sell journals in very large "bundles," so libraries must buy a large set with many unwanted journals, or none at all. Elsevier thus makes huge profits by exploiting their essential titles, at the expense of other journals.
- 3. They support measures such as SOPA, PIPA and the Research Works Act, that aim to restrict the free exchange of information.

The key to all these issues is the right of authors to achieve easily-accessible distribution of their work. If you would like to declare publicly that you will not support any Elsevier journal unless they radically change how they operate, then you can do so by filling in your details in the box below.

For more information, please see the [PolyMath journal publishing reform page](#).



- 1928 people -

Scott Aaronson *MIT Computer Science and Artificial Intelligence Lab - Computer Science*

won't publish, won't referee, won't do editorial work

I've been boycotting Elsevier and most other commercial publishers since 2004, and am thrilled to see this movement picking up momentum!

Russ Abbott *California State University, Los Angeles - Computer Science*

won't publish, won't referee, won't do editorial work

Adil Abdullah *Institute Technology Brunei - Computer Science*

won't publish, won't referee, won't do editorial work

Add your name to the list.

First and Last Name

Affiliation

Institutional email

only used once to verify your identity; never displayed, never shared

Subject

Comments

This is not a problem that only affects one
country, one continent,
or one field of study.

We need a broad, global student coalition.

We need your help.

Learn more and get connected at www.righttoresearch.org/act/eifl



CONTACT US

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JOIN THE COALITION 

ACCESS TO RESEARCH IS A STUDENT RIGHT

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Get involved in Open Access!

* Required

Name *
e.g. John Lai

E-mail address *

OPEN ACCESS WEEK 2011

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