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RECENT DEVELOPMENTS IN ACADEMIC PUBLISHING: THE ROLE OF THE RESEARCHER

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University of Cyprus 27 Oct 2017

International OPEN ACCESS WEEK

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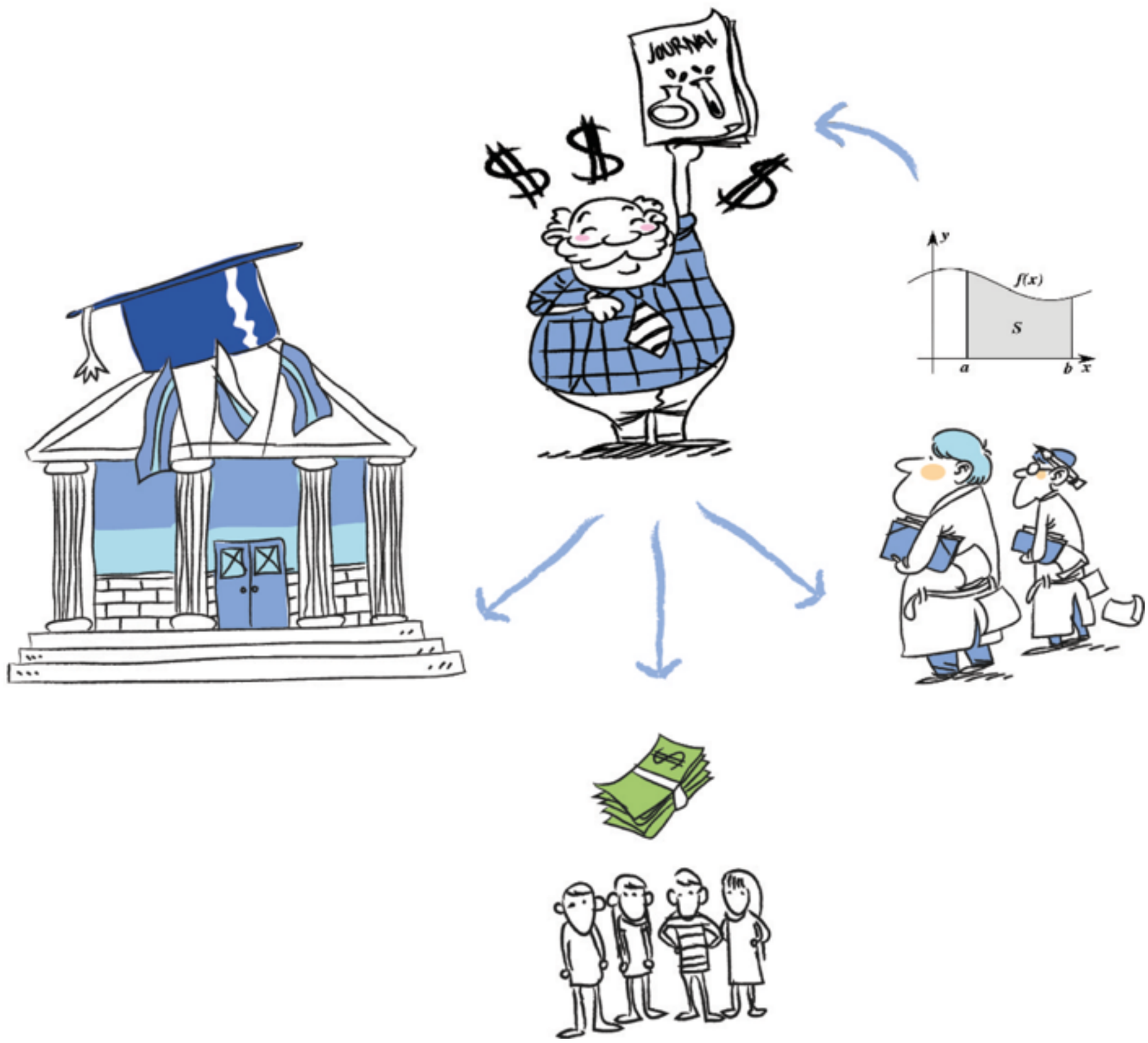
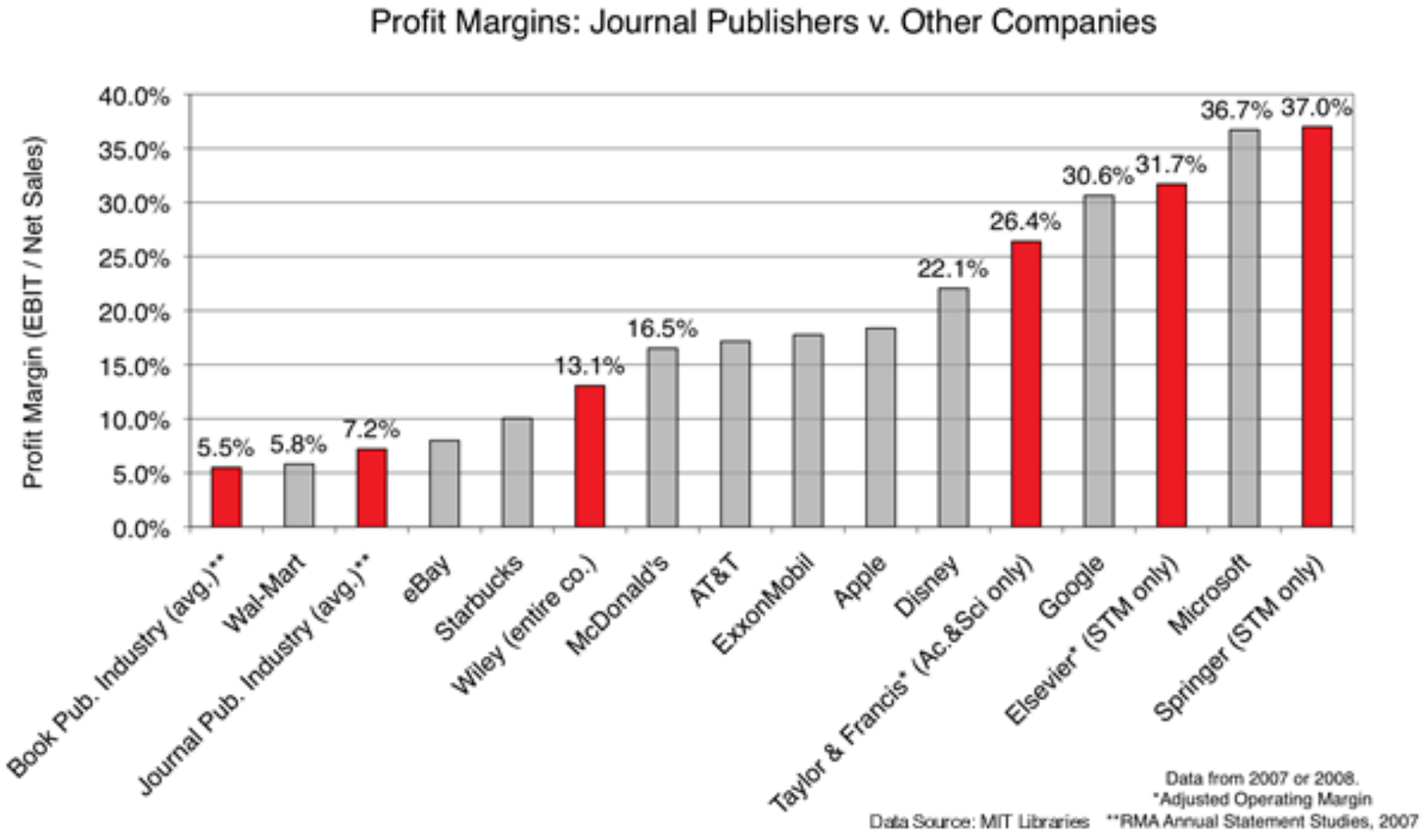
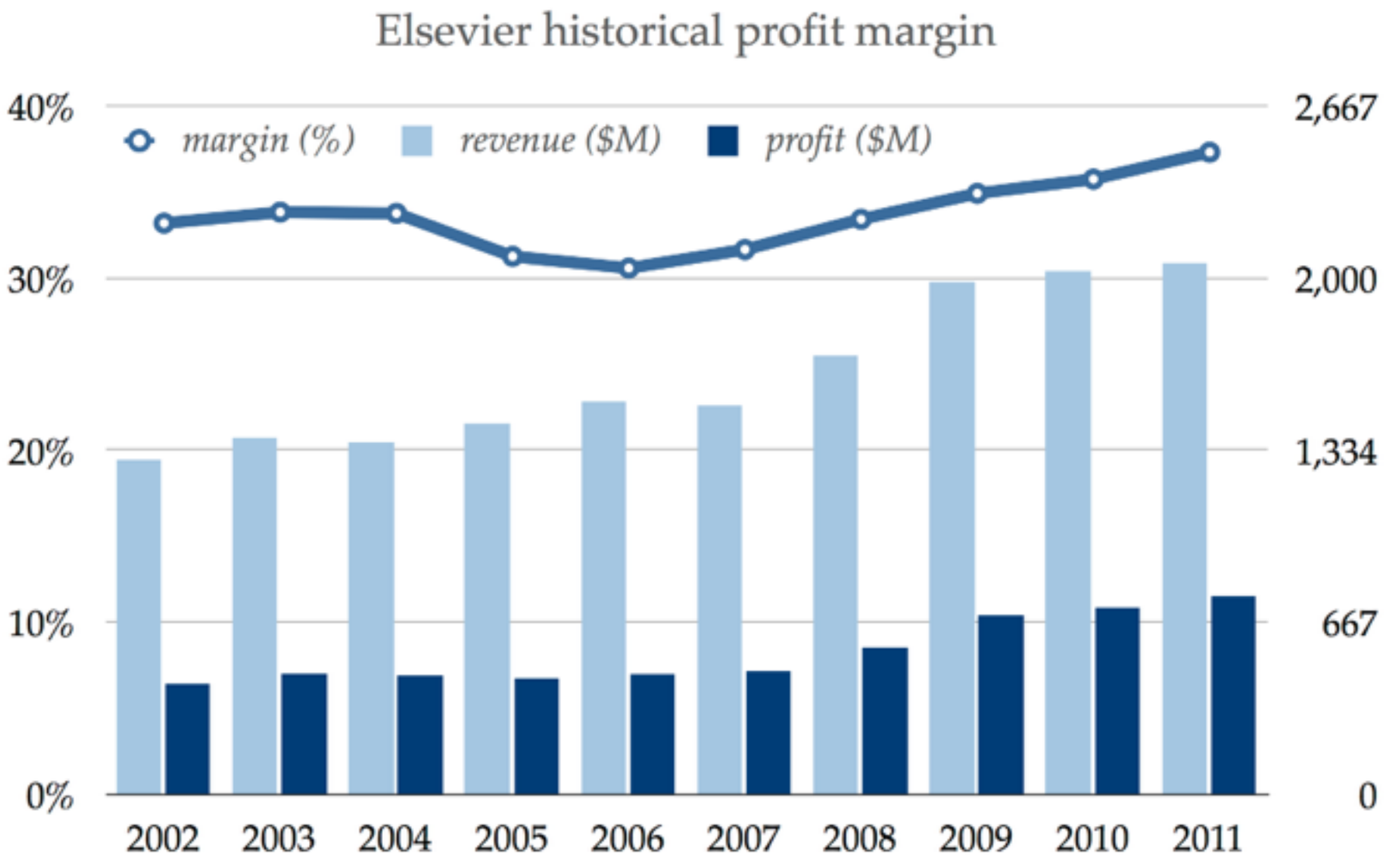
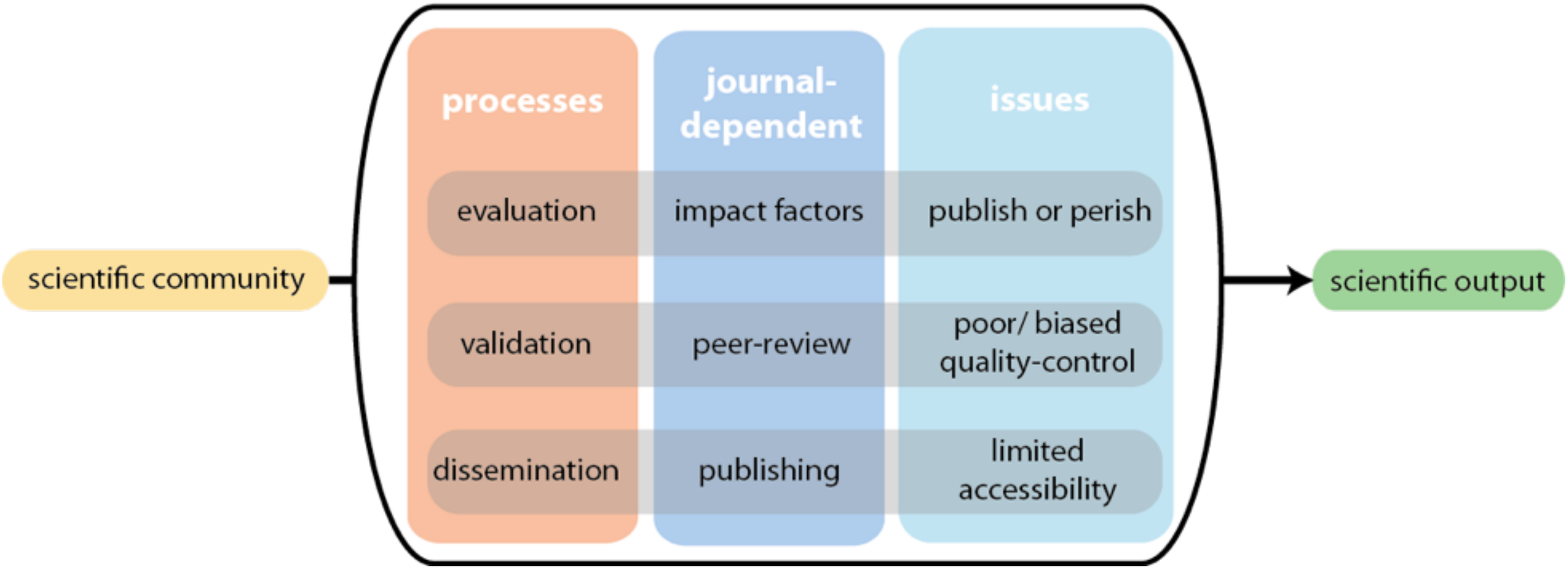


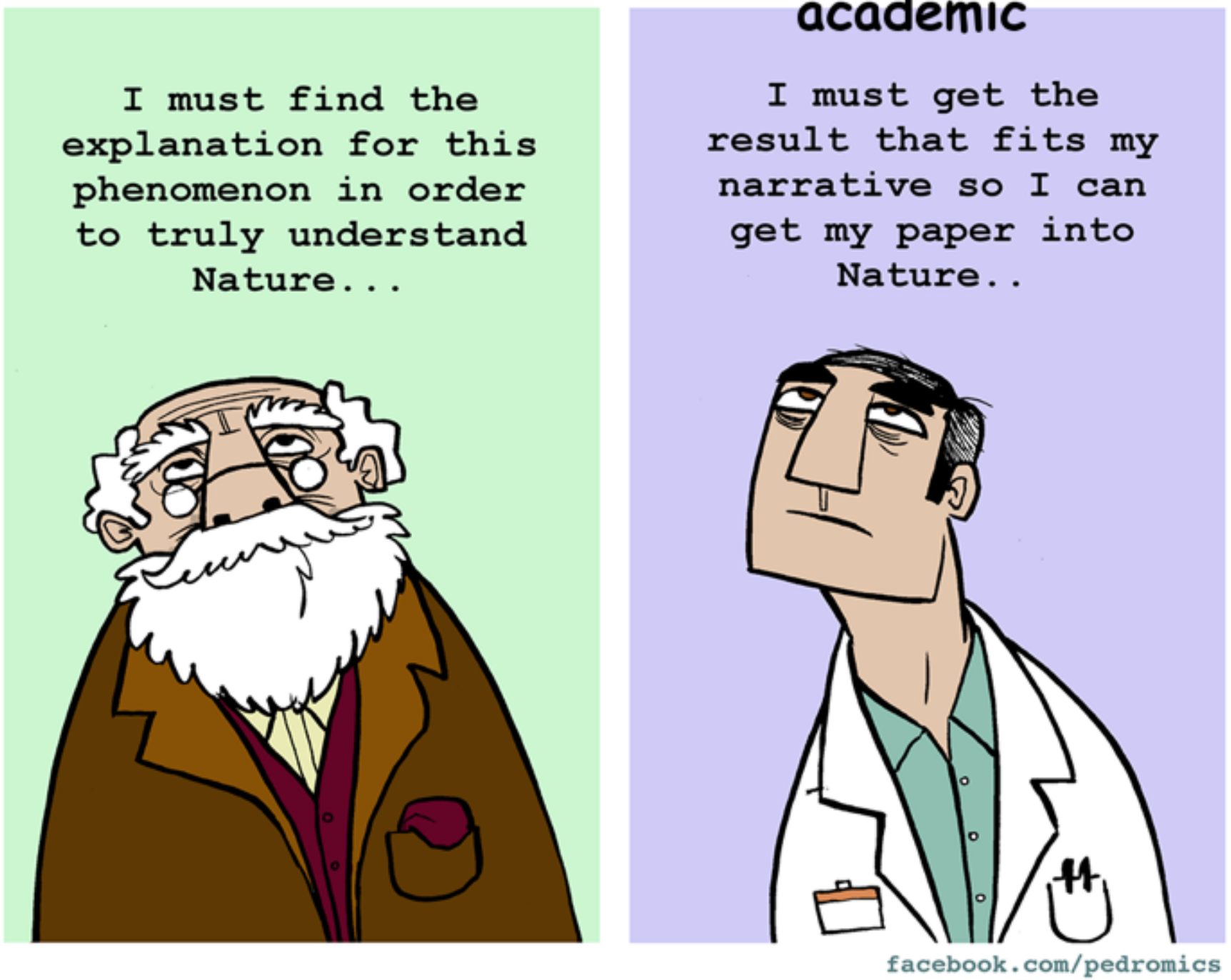
https://www.theguardian.com/science/2017/jun/27/profitable-business-scientific-publishing-bad-for-science


Profit Margins: Journal Publishers v. Other Companies
Profit Margin (EBIT / Net Sales)
40.0%
35.0%
30.0%
25.0%
20.0%
15.0%
10.0%
5.0%
0.0%
5.5%
5.8%
7.2%
13.1%
16.5%
22.1%
26.4%
30.6%
31.7%
36.7%
37.0%
Book Pub. Industry (avg.)**
Wal-Mart
Journal Pub. Industry (avg.)**
eBay
Starbucks
Wiley (entire co.)
McDonald's
AT&T
ExxonMobil
Apple
Disney
Taylor & Francis* (Ac.&Sci only)
Google
Elsevier* (STM only)
Microsoft
Springer (STM only)
Data from 2007 or 2008.
*Adjusted Operating Margin
Data Source: MIT Libraries **RMA Annual Statement Studies, 2007


Elsevier historical profit margin
40%
30%
20%
10%
0%
2,667
2,000
1,334
667
0
margin (%)
revenue ($M)
profit ($M)
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011

scholarly communication model





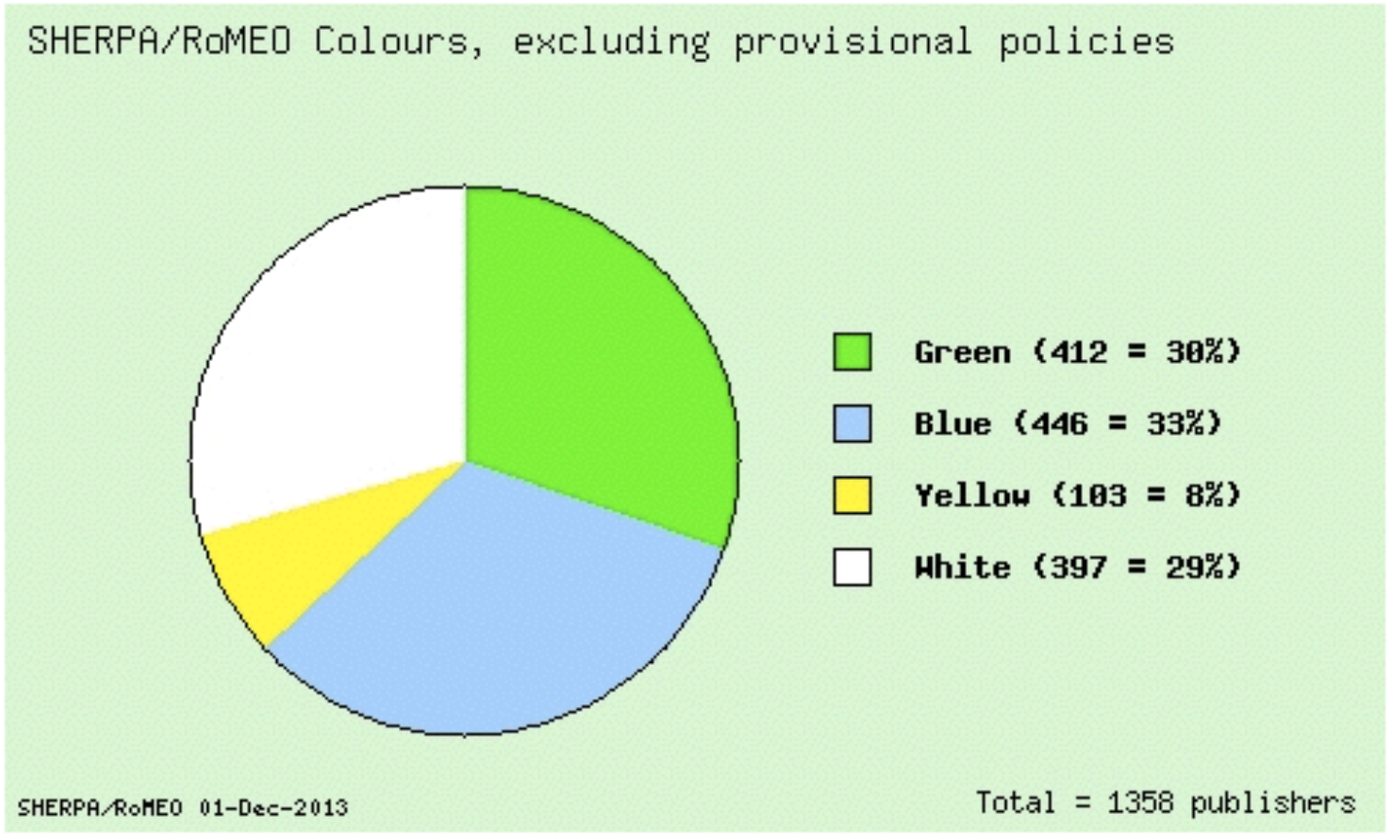
https://blog.euroscientist.com/open-scientists-in-the-shoes-of-frustrated-academics-part-i-open-minded-scepticism/

Scientist	**Academic**
Open-minded	Content journal editors
Sceptical	No replications or negative results
Consider all data	Inaccessible articles, data, software code
Collaborate	Compete for scarce resources
No investment in the outcome	p-hacking

SHERPA/RoMEO

Search - Publisher copyright policies & self-archiving

Summary: **71%** of publishers on this list formally **allow** some form of self-archiving.



RoMEO colour	Archiving policy
GREEN	Can archive pre-print and post-print
BLUE	Can archive post-print
YELLOW	Can archive pre-print
WHITE	Archiving not formally supported

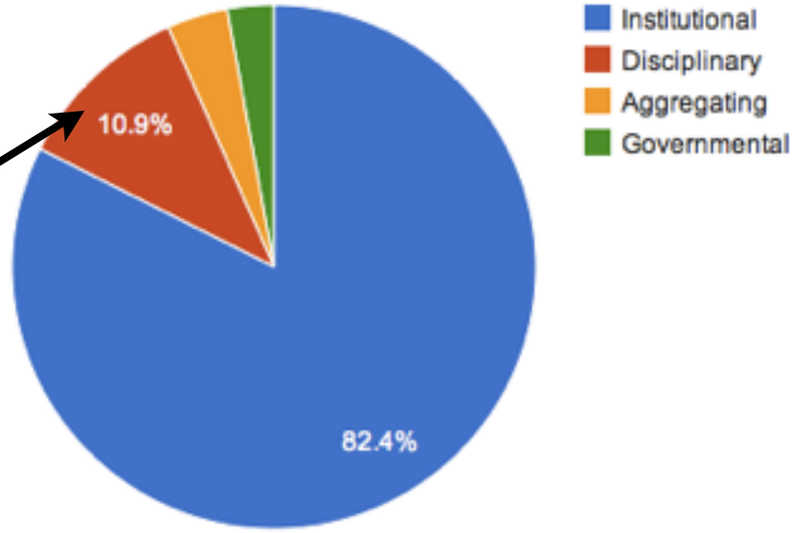
http://www.sherpa.ac.uk/romeo/

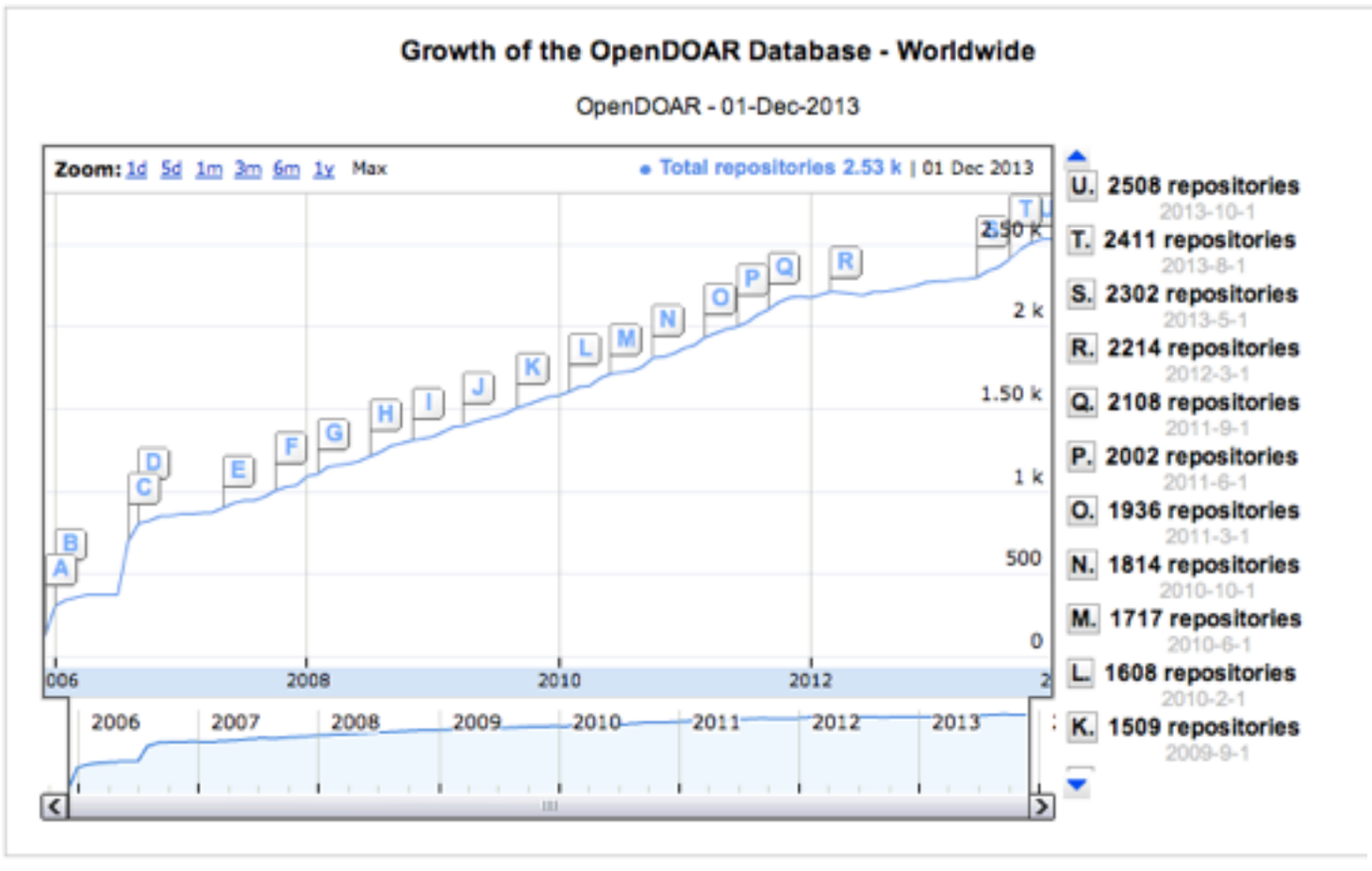
green repositories

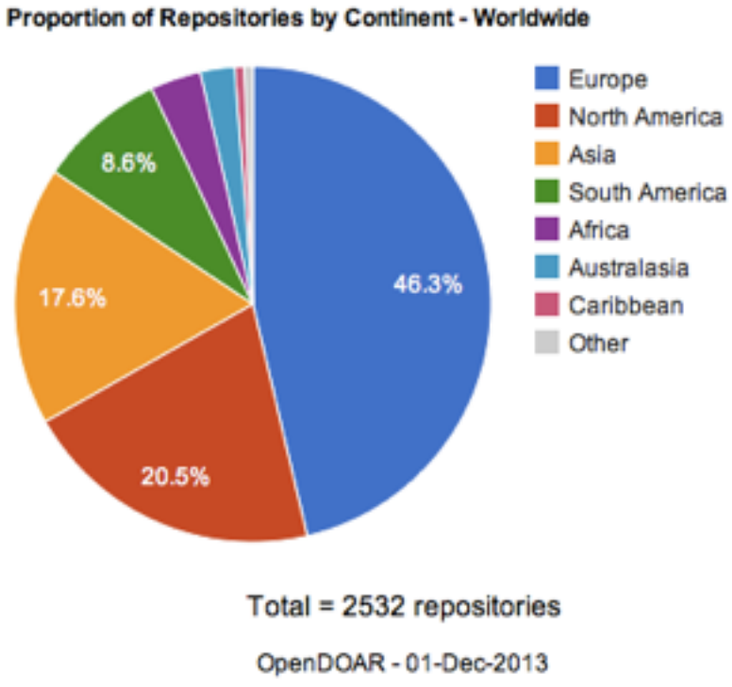
OpenDOAR

Cornell University Library

arXiv.org







http://www.opendoar.org/

How to negotiate with publishers: an example of immediate self-archiving despite publisher's embargo policy

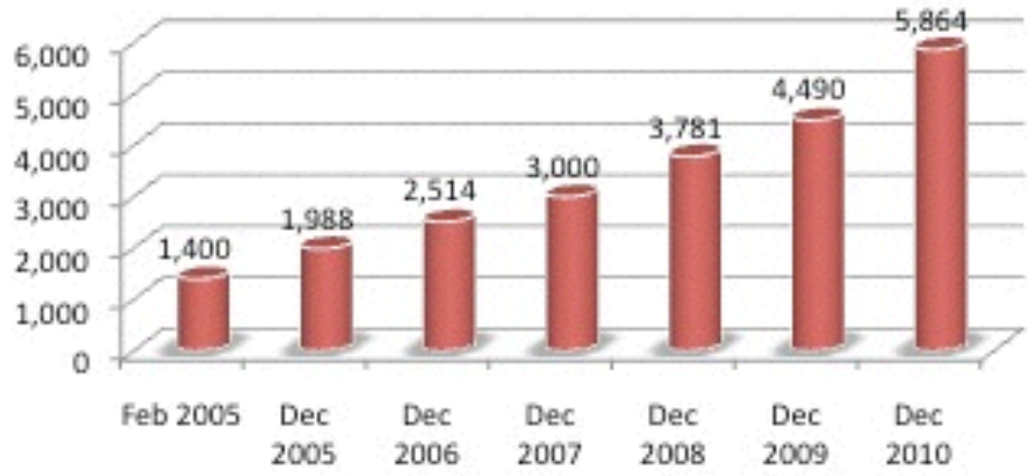
In this post I share a recent experience as an example on how to negotiate with a publisher your right to make your research freely available without having to pay any money. Hope it proves useful to more researchers in a similar position.

https://pandelisperakakis.wordpress.com/2015/09/09/how-to-negotiate-with-publishers-an-example-of-immediate-self-archiving-despite-publishers-embargo-policy/

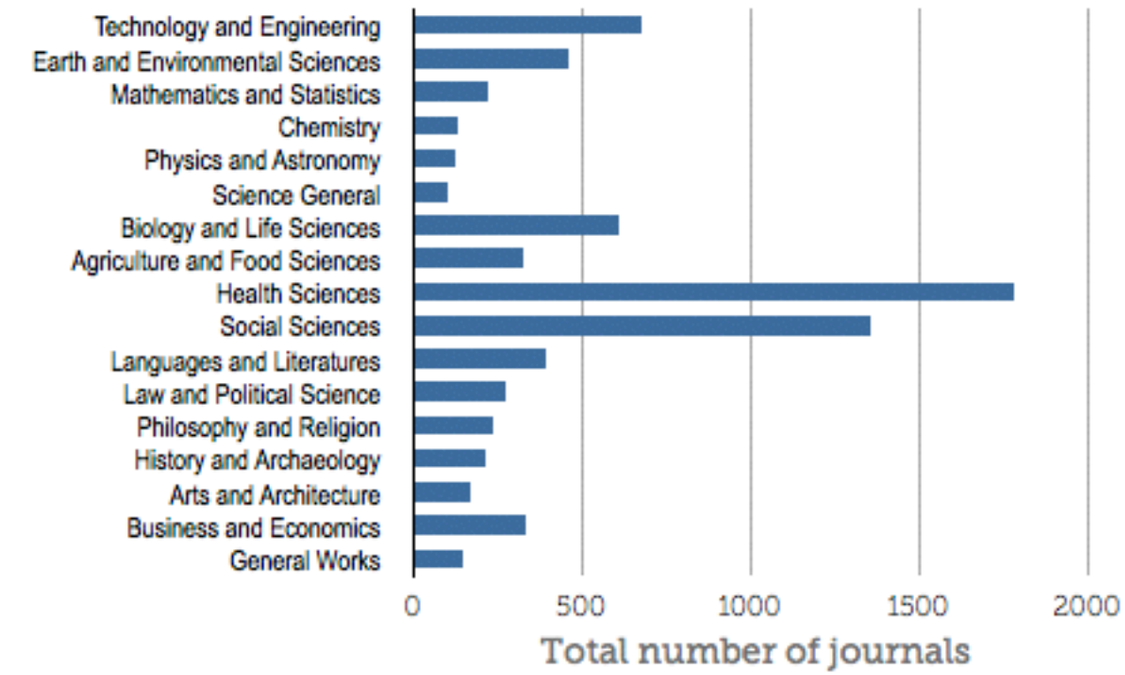
and golden journals

DOAJ DIRECTORY OF OPEN ACCESS JOURNALS

Directory of Open Access Journals: # titles 2005 -2010



Open Access journals, by subject (April 2011)



http://www.doaj.org/

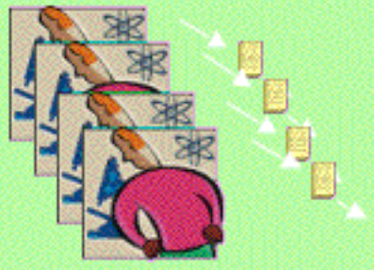
The two open-access strategies: **Gold** and **Green**

Open-Access Publishing (OApub) (BOAI-2)

1. Create or Convert 23,000 open-access journals (1000 exist currently)
2. Find funding support for open-access publication costs ($500-$1500+)
3. Persuade the authors of the annual 2,500,000 articles to publish in new open-access journals instead of the existing toll-access journals

Open-Access Self-Archiving (OAarch) (BOAI-1)

1. Persuade the authors of the annual 2,500,000 articles they publish in the existing toll-access journals to also self-archive them in their institutional open-access archives.



Why gold then???

how publishers think...

Whatever one may think about the relative merits of Green and Gold OA (a matter that my colleagues on the Kitchen and myself have discussed numerous times) or the economic implications of embargoes of various lengths, what is clear is that Green OA has no promise of delivering augmented revenues to the publisher, but Gold OA opens up a new customer, the author him or herself, who in many instances pays for the article to be OA. Gold OA, in other words, represents a business opportunity, whereas Green OA represents a business problem.

Thus we have the emergence of a relatively new market, where publishers fight to collect fees from this new class of customers: authors. How to compete is another matter. Most traditional publishers rely on the strength of their brands to bring the articles in. This is most obvious in cascading peer review, where the established publication represents the wide end of the marketing funnel and the Gold OA venues sit at the narrow end. (It's worth remembering that this model works for purely toll-access publications as well, as the enormous success of *Nature*'s line-extension proves.) Other publishers focus on metrics of different kinds and boast of their Web-friendly tools for submission, discovery, and dissemination. As one would expect, wherever there is competition, the matter of pricing comes up. And here the established publisher may have a problem.

About Joseph Esposito

I am a management consultant working primarily in the world of digital media, software, and publishing. My clients include both for-profits and not-for-profits. A good deal of my activity concerns research publishing, especially when the matter at issue has to do with the migration to digital services from a print background. Prior to setting up my consulting business, I served as CEO of three companies (Encyclopaedia Britannica, Tribal Voice, and SRI Consulting), all of which I led to successful exits. Typically I work on strategy issues, advising CEOs and Boards of Directors on direction; I also have managed a number of sticky turnarounds. Among other things, I have been the recipient of grants from the Mellon, MacArthur, and Hewlett Foundations, all concerning research into new aspects of publishing.

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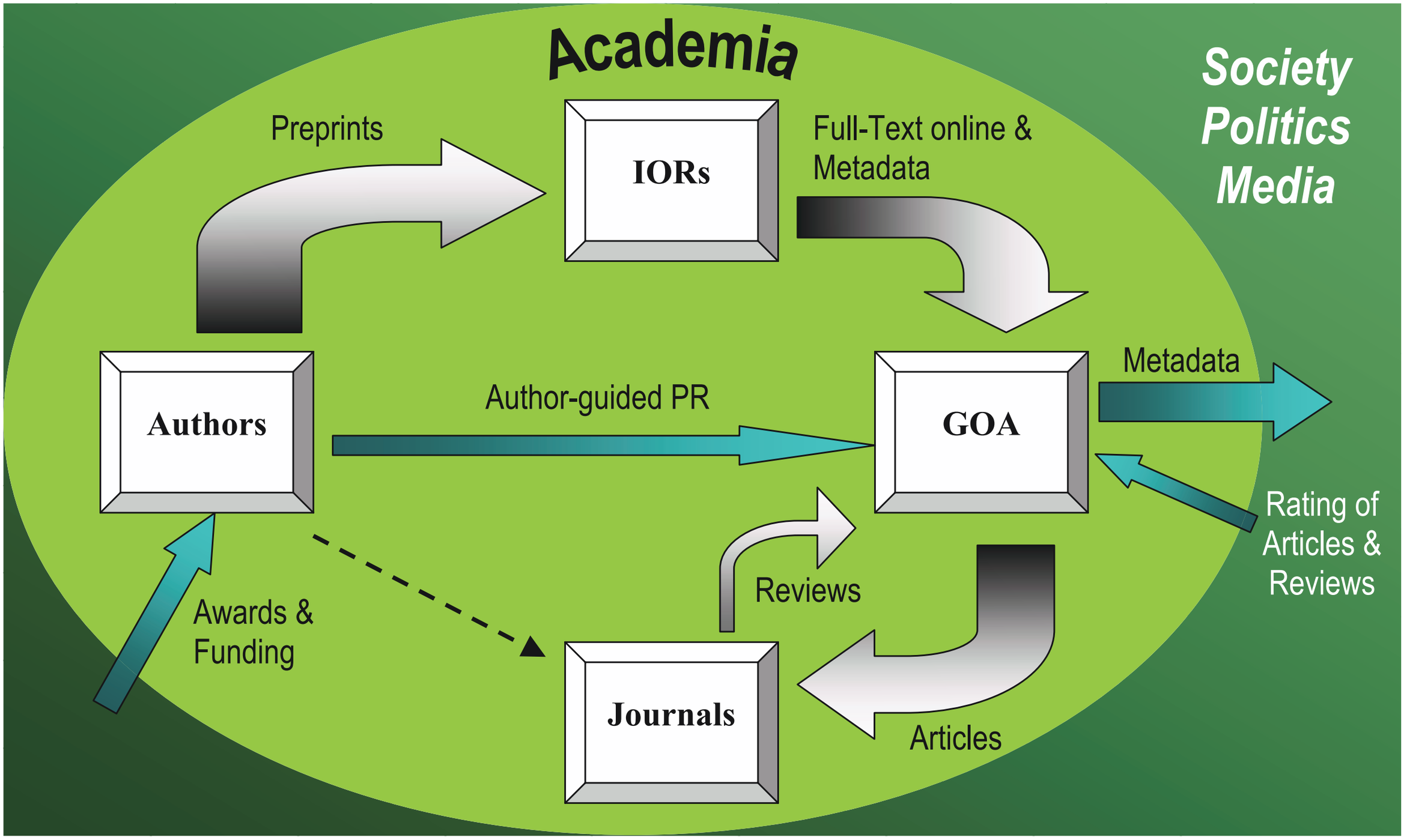
Natural Selection of Academic Papers



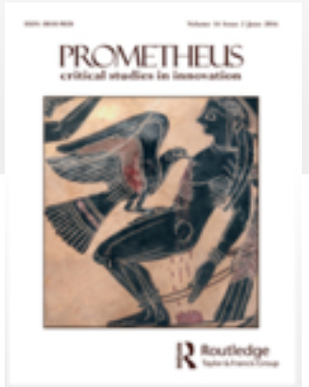
http://www.openscholar.org.uk/wp-content/uploads/2015/08/nsap_perakakis_2010.pdf

Academic self-publishing: a not-so-distant future

Pandelis Perakakis & Michael Taylor

Pages 257-263 | Published online: 21 May 2014

Download citation http://dx.doi.org/10.1080/08109028.2014.891712



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Novel processes and metrics for a scientific evaluation rooted in the principles of science

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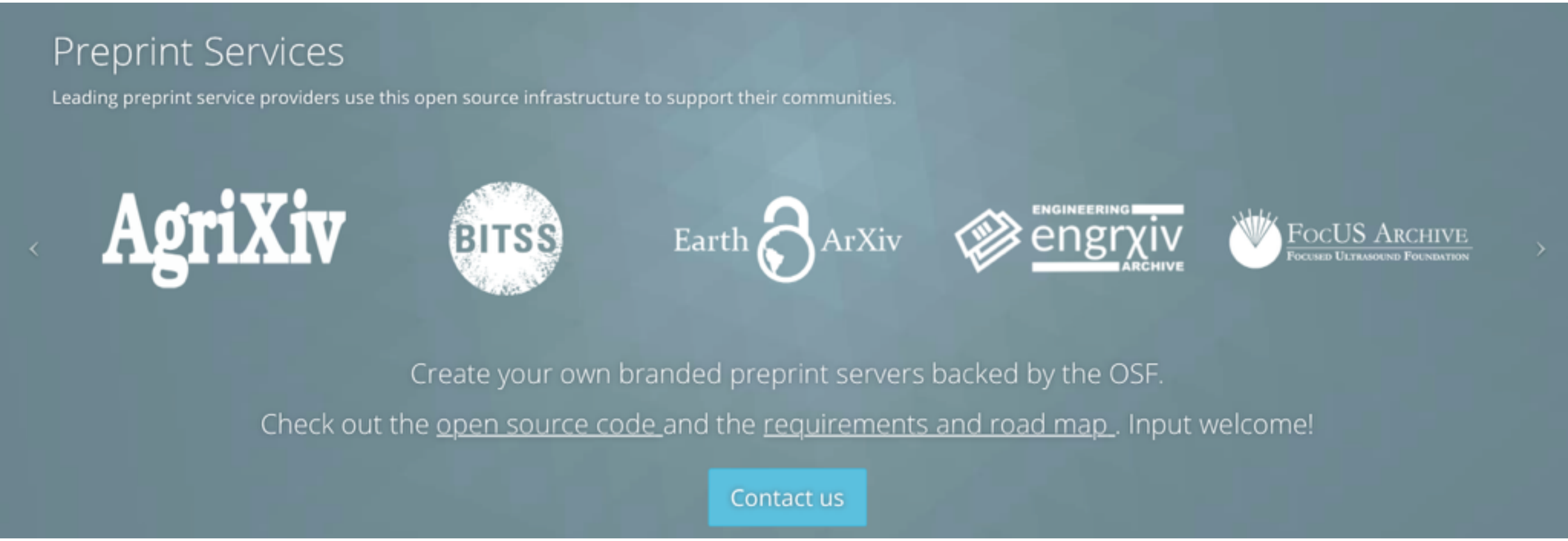
4. ManyLabs (www.manylabs.org)

http://www.sjscience.org

Open Science Framework

A scholarly commons to connect the entire research cycle

https://osf.io



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Institut d'Investigació en
Intel·ligència Artificial

open scholar

SECABA
LAB
Quality Evaluation & Information Retrieval

e-IEO

OpenAIRE
Open Access Infrastructure for Research in Europe

ARVO CONSULTORES
digital repositories

DIGITAL.CSIC
OPEN SCIENCE

http://www.openscholar.org.uk/open-peer-review-module-for-repositories/

EndNote BASE

18

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Keywords:	Bioinformatics DNA barcoding Ecological genomics Fungi Microbial diversity
Issue Date:	2013
Publisher:	Wiley-Blackwell
Citation:	Molecular Ecology 22(21): 5271-5277 (2013)

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Next Generation Repositories Working Group

In April 2016, COAR launched a working group to help identify functionalities and technologies for repositories and develop a roadmap for their adoption. The group will share preliminary results with repository and scholarly communities in order to validate recommendations and ensure community input. The aim is to have a final report published in early 2017.

https://www.coar-repositories.org/activities/advocacy-leadership/working-group-next-generation-repositories/

What to do

- ✓ **Self-archive**
- ✓ **Invite reviewers**
- ✓ **Sign reviews**
- ✓ **Sign the independent peer review manifesto**

http://www.openscholar.org.uk/independent-peer-review-manifesto/

- ✓ **Join us!**

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