Do you believe that everyone should have access to research? **So do we.** Open access accelerates discovery, gives taxpayers access to research they’ve funded, and improves education.

Unlock the benefits of open access with the University Libraries

**Monday October 22, 6:00 p.m. - 7:30 p.m.**
Open Access Forum
Newman Library Multipurpose Room (Room 101)
**With Panelists:**
Karen DePauw, Dean, Graduate School
Katya Drozdova, Seattle Pacific University
Derek Mueller, English Department
Marie Paretti, Engineering Education

**Tuesday October 23, 7:00 p.m. - 8:00 p.m.**
Cybersecurity and International Relations Keynote Address by Dr. Ekaterina Drozdova
Graduate Life Center Auditorium

**Wednesday October 24, 4:00 p.m. - 5:00 p.m.**
$140,000 Available to Publish Journal Articles
Newman Library 427 *NLI session*

**Wednesday October 24, 5:30 p.m. - 7:00 p.m.**
Movie: “Paywall: The Business of Scholarship”
Newman Library 207A

**Friday October 26, 2:30 p.m. - 3:30 p.m.**
Sharing Our Research: Exploring a Faculty Open Access Policy
Torgersen 1120 *NLI session*

Get Access
Learn more about OA Week at guides.lib.vt.edu/oa/week
Open Access Forum
Fall 2018

Karen DePauw, Vice President and Dean for Graduate Education, VT
Katya Drozdova, Associate Professor of Political Science, Seattle Pacific University
Darren Maczka, Doctoral Candidate, Engineering Education, VT
Derek Mueller, Associate Professor, Department of English, VT
Marie Paretti, Professor, Department of Engineering Education, VT

Peter Potter, Director of Publishing Strategy, VT (pjp33@vt.edu)
Anita Walz, Open Education, Copyright & Scholarly Communication Librarian, VT (arwalz@vt.edu)
Learn how cybersecurity is shaping international relations, and how open scholarship is critical for solving problems at the intersection of cyber and global strategy.
Wednesday:

Movie: Paywall
5:30 pm
Newman Library 207A
Plan for Tonight

❖ Brief Presentations
  ➢ Understanding Scholarly Publishing as a Business  (Peter Potter)
  ➢ Connecting the “Opens”  (Anita Walz)

❖ Discussion
Some of the Opens

Open Access
Some of the Opens

Open Access
Open Source
Some of the Opens

Open Access
Open Source
Open Data
Some of the Opens

Open Access
Open Source
Open Data
Open Science
Some of the Opens

Open Access
Open Source
Open Data
Open Science
Open Education
Some of the Opens

Open Access
Open Source
Open Data
Open Science
Open Education
Open Pedagogy

...
Understanding Scholarly Publishing as a Business
Scholarly Publishing is part of a Scholarly Communication Ecosystem
Scholarly Publishing is a Global Business

Leading Western Publisher Bows to Chinese Censorship

A Springer Nature stand at a Beijing book fair in August. The company acknowledged blocking access to certain articles from its website in mainland China.

Mark Schiefelbein/Associated Press
Scholarly Publishing is Big Business

$25.7 billion

Annual worldwide revenue*

*2017 figures, English language only
Scholarly Publishing is Big Business

$25.7 billion
Annual worldwide revenue

By comparison:

U.S. box office revenue = $11 b
World box office revenue = $40 b
Facebook 2018 2Q revenue = $13 b
Apple 2018 3Q revenue = $53 b
Scholarly Publishing is Big Business

$25.7 billion
Annual worldwide revenue

Journals = $10b (40%)
Books = $3.3b (13%)
Other = $12.4 (47%)
Scholarly Publishing is a **Profitable Business**

<table>
<thead>
<tr>
<th>Profit</th>
<th>Company</th>
<th>Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>BMW</td>
<td>automobiles</td>
</tr>
<tr>
<td>23%</td>
<td>Rio Tinto</td>
<td>mining</td>
</tr>
<tr>
<td>25%</td>
<td>Google</td>
<td>search</td>
</tr>
<tr>
<td>29%</td>
<td>Apple</td>
<td>premium computing</td>
</tr>
<tr>
<td>35%</td>
<td>Springer</td>
<td>scholarly publishing</td>
</tr>
<tr>
<td>37%</td>
<td>Elsevier</td>
<td>scholarly publishing</td>
</tr>
</tbody>
</table>

2015 figures
"Publishing is so profitable because the workers don't get paid."

—John Adler, Professor of Neurosurgery, Stanford University

Elsevier’s profits swell to more than £900 million
But ‘risks' of open access and a shift away from subscription model could halt growth, publisher’s financial results reveal

Times Higher Education Supplement, Feb 20, 2018
When It Comes Time to Submit Your Article for Publication...

30,000+ scholarly journals
5,000+ publishers
When It Comes Time to Submit Your Article for Publication...

30,000+ scholarly journals
5,000+ publishers

5 Publishers control 50% of the market
Oligopoly:
A state of limited competition, in which a market is shared by a small number of producers or sellers

The Largest Journal Publishers

<table>
<thead>
<tr>
<th>5 biggest:</th>
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<tbody>
<tr>
<td>Elsevier</td>
<td></td>
</tr>
<tr>
<td>Springer Nature Group</td>
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<tr>
<td>Wiley-Blackwell</td>
<td></td>
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<tr>
<td>Taylor &amp; Francis</td>
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<tr>
<td>Sage</td>
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</table>

<table>
<thead>
<tr>
<th>15 other:</th>
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<tbody>
<tr>
<td>Emerald</td>
<td></td>
</tr>
<tr>
<td>Oxford University Press</td>
<td></td>
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<tr>
<td>Cambridge University Press</td>
<td></td>
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<tr>
<td>BMJ Group</td>
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<tr>
<td>Royal Society</td>
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<tr>
<td>Royal Society of Chemistry</td>
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<td>American Physical Society</td>
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<tr>
<td>American Institute of Physics</td>
<td></td>
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<tr>
<td>American Chemical Society</td>
<td></td>
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<tr>
<td>Proceeding of the National Academy of Sciences (PNAS)</td>
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<tr>
<td>International Union of Crystallography</td>
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<tr>
<td>Institute of Physics (IOP)</td>
<td></td>
</tr>
<tr>
<td>Company of Biologists</td>
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<tr>
<td>Portland Press</td>
<td></td>
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<tr>
<td>Brill</td>
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</tbody>
</table>
Similar to Commercial Book Publishing...

The 5 Big Commercial Book Publishers
Scholarly Journal Publishing

Oligopoly

Does it matter that these 5 publishers control 50% of the market?

<table>
<thead>
<tr>
<th>5 biggest:</th>
<th></th>
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<tbody>
<tr>
<td>Elsevier</td>
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<td>Wiley-Blackwell</td>
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<tr>
<td>Taylor &amp; Francis</td>
<td></td>
</tr>
<tr>
<td>Sage</td>
<td></td>
</tr>
</tbody>
</table>
Scholarly Journal Publishing

Oligopoly
Annual Institutional Subscription: $13,871

Research Article

Stress Adaptation Upregulates Oxytocin within Hypothalamo-Vagal Neurocircuits

Yanyan Jiang a, F. Holly Coleman a, Kim Kopenhaver Doheny b, R. Alberto Travaglì a

Show more
Library spending on serials has increased by over 500% in 30 years.
Sticker Shock: $12,495

OR

http://www.englib.cornell.edu/displays/stickershock/default.html

2018 prices

Sticker Shock: $12,495

OR

http://www.englib.cornell.edu/displays/stickershock/default.html

Toyota Corolla LE:

$19,035
2018 prices

Sticker Shock: $12,495

Journal of Applied Polymer Science: $35,859

Toyota Corolla LE: $19,035
When It Comes Time to Submit Your Article for Publication...

2 options

Toll Access Journals

Open Access Journals
Toll Access Journals

➢ Restricted Access—articles hidden behind paywall
➢ Business model: funded by subscriptions
Open Access Journals

- Digital, online, free of charge, free of most copyright & licensing
- Business model: funded “up front” by authors, granting agencies, or publishers

APC = Article Processing Charge
PLOS One APC: $1,595
Toll Access Journals with OA Options

Hybrid Journals—Toll-access journals that allow authors, institutions, or funders to pay a fee (usually an APC) to make individual articles immediately OA.
Toll Access Journals with OA Options

Hybrid Journals—Toll-access journals that allow authors, institutions, or funders to pay a fee (usually an APC) to make individual articles immediately OA

APC: $2,400

Institutional subscription: $13,871
Toll Access Journals with OA Options

Hybrid Journals—Toll-access journals that allow authors, institutions, or funders to pay a fee (usually an APC) to make individual articles immediately OA

Open access options

This journal offers authors two choices to publish their research:

<table>
<thead>
<tr>
<th>Gold Open Access</th>
<th>Subscription</th>
</tr>
</thead>
<tbody>
<tr>
<td>Articles are freely available to both subscribers and the wider public with permitted reuse.</td>
<td>Articles are made available to subscribers as well as developing countries and patient groups through our access programs.</td>
</tr>
<tr>
<td>An open access publication fee is payable by authors or their research funder.</td>
<td>No open access publication fee.</td>
</tr>
</tbody>
</table>
VT OA Subvention Fund (OASF)

Underwrites APCs for OA journals (incl. some hybrid journals)

Open to EVERYONE in VT community
VT OA Subvention Fund (OASF)

Underwrites APCs for OA journals (incl. some hybrid journals)

Open to EVERYONE in VT community

$1,500 per article ($3,000 per year)

$125k available this year
VT OA Subvention Fund (OASF)

Contact

Gail McMillan
Director, Scholarly Communication
gailmac@vt.edu
Open Access Terminology

Self-archiving (Green OA)

Author deposits preprint or postprint in university/disciplinary repository
(e.g. VTechWorks, arXiv, RePEc, SocArXiv)

Publisher-driven (Gold OA)

Publisher makes article open access
(e.g. PLoS, PeerJ, Hybrid Journals)
Open Access Terminology

**PREPRINT**
Submitted Version
- Final authors version
- Before peer review

**POSTPRINT**
Accepted Version
- Accepted by publisher
- After peer review

**PUBLISHED**
Version
- Final published version in print/digital format
Open Access Terminology

Preprint
(or Submitted Version)

A draft that has not yet been peer-reviewed for formal publication
Open Access Terminology

Postprint
(or Accepted Version)

A draft that has been peer-reviewed and that incorporates all required revisions
Open Access Terminology

Published Version
(or Version of Record)

The final published version of the article
Open Access Terminology

**PREPRINT**
SUBMITTED VERSION
- Final authors version
- Before peer review

**POSTPRINT**
ACCEPTED VERSION
- Accepted by publisher
- After peer review

**PUBLISHED VERSION**
- Final published version in print/digital format
Open Access Terminology

Embargo

Phycologia

ISSN: 0031-8884, 2330-2968. Botany.

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Full Text Access

- Academic OneFile 01/01/2016 - present (Full Text Delay: 6 months)
- Academic Search Complete 01/01/2006 - present (Full Text Delay: 6 months)
- Biological Science Database 05/01/1998 - present (Full Text Delay: 6 months)
- ProQuest Agricultural Science 05/01/1998 - present (Full Text Delay: 6 months)
- ProQuest Aquatic Science Journals 05/01/1998 - present (Full Text Delay: 6 months)
- ProQuest SciTech Collection 05/01/1998 - present (Full Text Delay: 6 months)
The Future of Open Access

Challenges

❖ How do we pay for it?
  ➢ Article processing charges (APCs)
  ➢ Funding agencies
  ➢ University subsidies

❖ Predatory publishing

❖ “Flipping” the system
“Predatory” Publishers

Dear Researcher,

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Paper Publication: 30th January 2017

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Regards
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International Organization of Scientific Research
www.iosr-journals.org
“Predatory” Publishers

MALTESAS Conferences


To: Pieta Eklund

3rd INSAN 2016 CALL FOR PAPER

Website: http://insan.uthm.edu.my

3rd International Conference on Human Sustainability 2016 (INSAN 2016)
Date: 15th-16th November 2016
Location: Grand Jatra Hotel, Pekanbaru, Riau, Indonesia

Prospective authors and participants are invited to attend International Conference on Human Sustainability 2016 (INSAN 2016). The conference seeks submissions from academia, government, and industry presenting novel research results in various topics on human sustainability.

SCOPE
Topics of interest for INSAN 2016 include, but are not limited to:

1. Education, Language and Communication
   - Human Sustainability Curriculum
   - Human Development Through Co-Curricular Activities
   - Characters Formation
   - Emotional and Spiritual Intelligence
   - Education and Patriotism
   - Teacher’s Role in Human Capital Formation
   - Roles of School in Human Sustainability
   - Social Media and Media Communication
   - Language and Community Learning
   - Issues and Challenges in Education, Language and Communication for Human Sustainability Enhancement

2. Governance and Social Development
   - Social Works
   - Nation Building
“Flipping” the System

ADVISOR REPORTS FROM THE FIELD

Elsevier: Among the World’s Largest Open Access Publishers as of 2016
doi:10.5260/chara.18.3.53

By Heather Morrison (Assistant Professor, University of Ottawa, Canada)
The Future of Open Access

In dramatic statement, European leaders call for ‘immediate’ open access to all scientific papers by 2020

By Martin Enserink | May 27, 2016, 2:30 PM
Growing impatient, eleven research funders from the UK & Europe have called for all scientists they fund ($8.8b annually) to make their articles open immediately upon publication by 2020.

Plan S

Radical plan to end paywalls

Top European research funders announce ‘Plan S’ to make all scientific works free to read.

Research funders from France, the United Kingdom, the Netherlands and eight other European nations have unveiled a radical open-access initiative that could change the face of science publishing in just two years — and which has instantly provoked protest from publishers.

The 11 agencies, which together spend €7.6 billion (US$8.8 billion) in research grants annually, say they will mandate that, from 2020, the scientists they fund make resulting papers free to read immediately on publication. The papers would have a liberal publishing licence that would allow anyone else to download, translate or otherwise reuse the work. "No science should be locked behind paywalls!" says a preamble document that accompanies the pledge, called Plan S, released on 4 September.

"It is a very powerful declaration. It will be contentious and stir up strong feelings," says Stephen Curry, a structural biologist and open-access advocate at Imperial College London. The policy marks a "significant shift" in the open-access movement, which has seen slow progress in its bid to make scientific literature freely available online.

As written, Plan S would bar researchers from publishing in 85% of journals, including influential titles such as Nature and Science. According to a 2017 analysis, only around 15% of journals publish work immediately as open access (see ‘Publishing models’) — financed by charging per-article fees to authors or their funders, by negotiating general open-publishing contracts with funders, or through other means.

More than one-third of journals still publish papers behind a paywall, and typically permit online release of free-to-read versions only after a delay of at least six months. And just less than half have adopted a 'hybrid' model of publishing, whereby they make papers immediately free to read for a fee if an author wishes, but keep most studies behind paywalls. Under Plan S, however, scientists wouldn't be allowed to publish in these hybrid journals, except during a short transition period. The plan also states that funders will cap the amount they are willing to pay for open-access publishing fees, but doesn't lay out what charge would be too much.

The initiative is spearheaded by Robert-Jan Smits, the European Commission's special
Connecting the Opens:
Are OA and OER the Same?
Connecting OA with other “opens”
Are OA and OER the same?

Are Open Access and OER (open educational resources) different names for roughly the same set of permissions?
Are OA and OER the same?

YES, if Open Access = CC BY

NO, if Open Access = free online & nothing more
<table>
<thead>
<tr>
<th>License Type</th>
<th>Allows adaptation</th>
<th>Allows redistribution</th>
<th>Requires attribution</th>
<th>Eliminates fair use</th>
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<td>Yes</td>
<td>No</td>
<td>No</td>
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<tr>
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<td>Yes</td>
<td>No</td>
<td>No</td>
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<tr>
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<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>CC BY NC SA</td>
<td>Yes-under same license terms</td>
<td>Yes</td>
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<td>CC BY ND</td>
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<td>CC BY NC ND</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
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<td>In-Copyright with no additional license or permission</td>
<td>No</td>
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</table>
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Multiple Authors, Brigham Young University

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Non-disposable assignment
Open Pedagogy

Leverages student agency & the real world to produce:
- Deeper learning approaches
- More student engagement
- Equity among students
- Value for the real world
Open Education Is:

- a movement
- a philosophy
- a broad, expanding set of value-driven practices.

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