



UiT The Arctic University of Norway

# The Open Access Landscape – an overview

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# An outline

- What is Open Access (OA)
- Open Science
- The forms of OA
- The structure of OA
- OA2020
- Plan S
- Societies
- The next important conference
- Q & A

# What is OA

- Science has a long history of sharing
  - And a short one of profitable publishing
  - With the advent of the internet, came Open Access
    - The reality, if not the name
- OA as a term came in the early 2000's
  - Defined in three declarations
    - Budapest Open Access Initiative (February 2002)
    - Bethesda Statement on Open Access Publishing (June 2003)
    - Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities (October 2003)
  - Some differences in wording, not so much in principles.
- Scholarly content freely available to the world, for reading and some re-use

# OA cont.

- The OA community looks to the declarations for an understanding of what is OA and what not
- Some publishers call whatever they offer, OA
  - That is not OK
- Must allow unrestricted reading
  - No payment, no registration
- Must allow some (non-commercial) re-use
  - E.g. self-archiving, reprinting, content re-use

# Open Science

- OA is a part of a greater concept of Open Science, which includes – amongst other things –
  - Open Data
  - Open Educational Resources
  - Open Notebooks
  - Open Peer Review
  - Open Citations
- And one could add
  - Open Scholarly Misconduct

# Forms of OA – “traditional colours”

- Gold OA
  - OA at the publishers’ side
  - Hybrid OA: Gold OA articles in subscription (Toll Access, TA) journals
- Green OA
  - OA at the authors’ side
  - Self-archiving
  - Pre-prints
- Gold does not imply payment!
  - An often overlooked fact in the debates

# Forms of OA – further “colours”

- Bronze
  - Delayed OA, i.e. not OA from the date of publishing, but becomes available for use after some time (“moving wall”)
  - Will often not have the licenses or re-use rights associated with OA
- Diamond or platinum
  - Gold OA journals that do not charge author side payments (APC)
    - Need financing from elsewhere, or based on in kind contributions from scholars and institutions
  - The majority of OA journals
    - But the majority of OA articles in APC-based journals
- Black: Sci-Hub and such projects
  - Violating copyright and contracts

# The Structure of the Gold OA publishing

- Documented in DOAJ, Directory of Open Access Journals
  - 13,629 journals on August 12<sup>th</sup> 2019 that
    - Conform to the BOAI definition of OA
    - Have acceptable quality control standards
  - An unknown number of journals that are OA but are not in DOAJ
  - A small number of journals in DOAJ that do not deserve to be there
- A decline in the annual number of new journals since 2013
  - Peaking 2013-14 with more than 1000 new journals annually



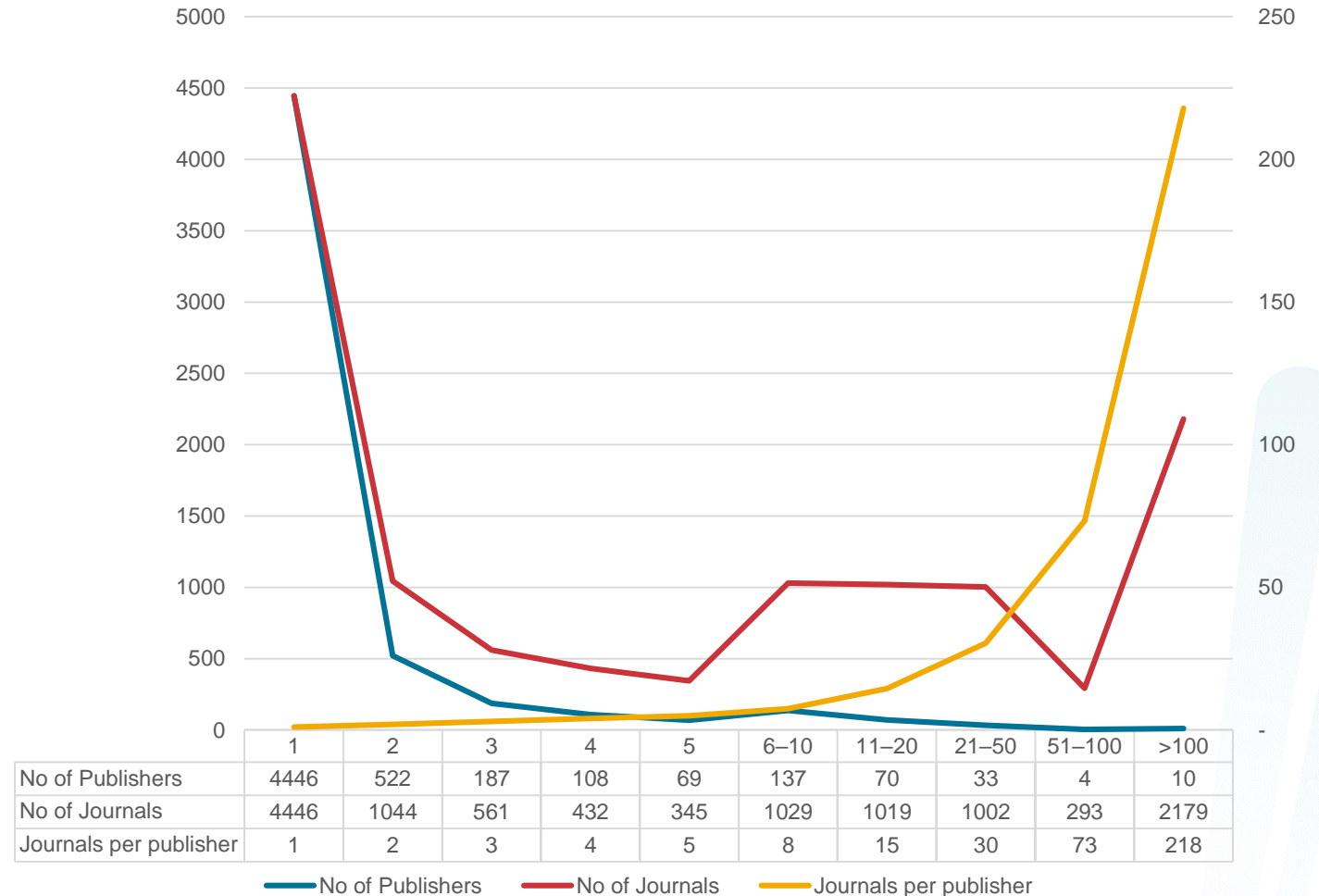
# The structure

(data from DOAJ December 2018)

The rough picture:

- A large number of journals published by single journal publishers
  - Some also by 2–3 journal publishers
- A large number of journals published by large publishers (>50 journals)
- “Not very much in between”
- 5 percent of publishers (>5 journals) publish 45 percent of journals

The OA journal publishing market  
by publisher size measured in number of journals published



# Geography

- Country of publisher		
50	count ↓	OR
United Kingdom (1564)		
Indonesia (1531)		
Brazil (1414)		
Spain (734)		
United States (722)		
Poland (604)		
Iran, Islamic Republic of (510)		
Turkey (385)		
Italy (375)		
Russian Federation (359)		
Colombia (352)		
Romania (343)		
Switzerland (308)		
India (279)		
Germany (270)		
Ukraine (245)		
Argentina (238)		
France (224)		
Netherlands (222)		
Serbia (172)		
Canada (156)		
Mexico (133)		
Chile (118)		
Croatia (117)		
Korea, Republic of (111)		
Czech Republic (108)		
China (105)		
Australia (105)		

# Subject

- Subject		
20	count ↓	OR
Medicine (757)		
Social Sciences (585)		
Education (547)		
Education (General) (531)		
Social sciences (General) (512)		
Medicine (General) (490)		
Special aspects of education (411)		
Business (402)		
Language and Literature (337)		
Science (334)		
Biology (General) (321)		
Philology. Linguistics (280)		
Psychology (279)		
Technology (273)		
Public aspects of medicine (268)		
Law (250)		
Engineering (General). Civil engineering (General) (240)		
Economics as a science (240)		
Mathematics (236)		
Communication. Mass media (213)		

# Language

- Full Text language		
50	count ↓	OR
English (10476)		
Spanish; Castilian (2661)		
Portuguese (1866)		
Indonesian (1250)		
French (955)		
Russian (664)		
Italian (493)		
German (390)		
Turkish (285)		
Ukrainian (227)		
Persian (225)		
Polish (211)		
Arabic (146)		
Catalan; Valencian (121)		
Serbian (115)		
Croatian (90)		
Romanian; Moldavian; Moldovan (87)		
Czech (67)		
Chinese (64)		
Danish (53)		
Swedish (52)		
Slovak (52)		

# Major actors

<b>Publisher</b>	<b>Journals</b>
SpringerNature (incl. BMC, SpringerOpen)	565
DeGruyter (incl. Sciendo)	382
Elsevier	338
Hindawi	250
MDPI	181
Wolter Kluwer Medknow Publications	177
SAGE Publishing	149
Taylor & Francis (incl. Dove Medical Press)	240
<hr/>	
Sum journals	2282

- 8 publishers share 18.5 percent of the OA market
- Only 2 of them are fully OA publishers
  - MDPI and Hindawi
- Other fully OA publishers bought up by traditional publishers, e.g.
  - BMC by Springer
  - Dove Medical Press and Co-Action by T&F
- The traditional publishers with their OA brands dominate the market
  - Through buying smaller OA publishers

# Financing

- Small journals/publishers – small or no income
  - Many without any author payment (70 percent of all journals in DOAJ)
  - Dependent on donations from institutions or persons
    - In cash or in kind
  - Scholar-led/Library-based publishing
- Large journals/publishers – APC-based
  - 30 percent of journals
  - Amounts vary widely
  - APC in OA journals generally substantially lower than hybrid APCs
  - Some journals also have submission fees and/or page fees
- Publishing competence seems to depend on financing model
  - Donations do not finance what is needed to do good (OA) publishing

# Hybrid publishing

- Is a form of Gold OA, but in TA journals
- Not easy to create numbers for
  - Hidden among the TA articles, no registry
  - Often not very well tagged by publishers
- Early research estimated about 2 percent uptake
  - EU, RCUK, FWF, JISC, Wellcome Trust funding probably increased this
  - Increasing resistance from funders due to costs
  - But important part of some new big deals

# APCs in OA journals

- The 30 percent that have an APC, publish more than 50 percent of articles
  - Overall 58 percent in 2018, 69 percent in STEM, 70 percent in Biomed
- APCs vary on a scale from nearly 0 to USD 5000+
  - A tendency that high impact implies high APC
  - Larger journals also more expensive
- An average in the USD 1500-2000 range
  - Well below the average in hybrid journals
  - Crawford (2019) estimates USD 1569 for 2018
- Good publishers have waivers for authors without funds
  - A Plan S requirement
- Some journals also have submission fees
- Some have page fees instead of APC

# OA journal size

- OA journals vary in size
- 2018 numbers from Crawford (2019):
  - 2 journals publish 20,000+ articles, 5.2 percent of all OA articles, all with APC
  - 368 publishers (3 percent of all publishers) publishing 300+ articles
    - publish 41.1 percent of all articles
    - 85.2 percent of these articles published with an APC
  - 10,913 publishers (96.7 percent of all publishers) publishing <300 articles
    - Publish 58.9 percent of all articles
    - 39.5 percent of these articles published with an APC

# Journal types

- Traditional journals converted to OA
  - Many still offer paper as an important service
- Upstarts starting up as new OA journals
  - Some offer paper as a secondary service
- Some OA journals convert (back) to TA
- Mega-journals: Journals that publish all research that is of acceptable standards
  - Often over a wide field
  - Two major ones each publish more than 20,000 articles annually
  - Paper just won't work!
  - Quick growth seems to have stopped up somewhat



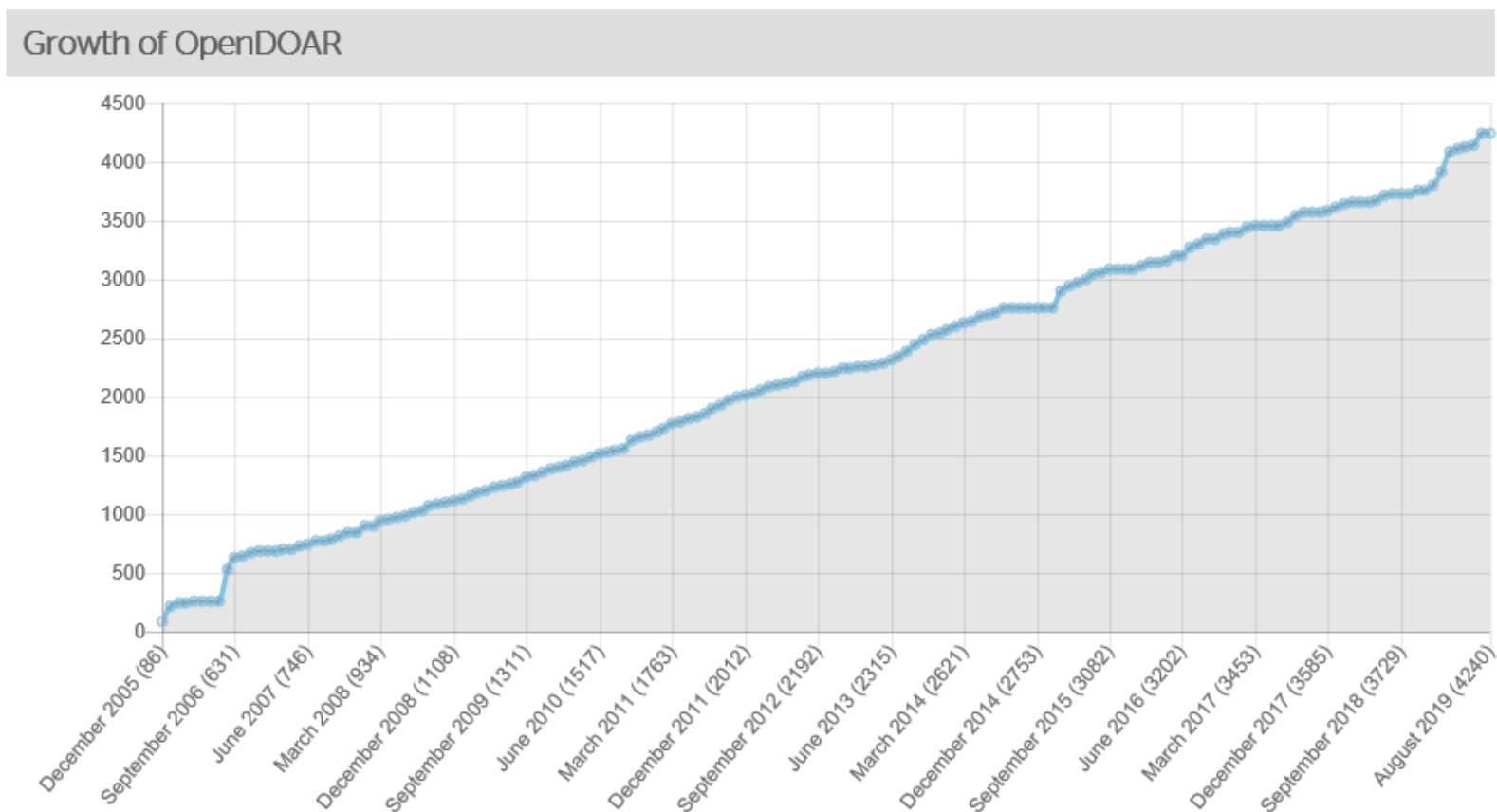
# Hybrid OA

- Gold OA on the article level, not the journal level
- Virtually cost-free to the publisher
- “Industry standard” APC USD 3000
  - 50 percent higher than in journal level Gold OA
- Very popular with publishers
  - Few TA journals without a hybrid option
  - Green OA embargoes set to force authors to use hybrid
- Not popular with funders
  - Increasingly, they refuse to fund such APCs

# Green OA

- Self-archiving by the author
  - In institutional or subject-based repositories
  - Free for the author
  - An infrastructure cost for the institution hosting it
- Does it undermine subscriptions?
  - It looks like it doesn't
  - But that will depend on how much is self-archived
    - And how easy it is to find
    - Browser plug-ins to look for free versions of content on the rise
      - Kopernio, Unpaywall are examples

# Green OA – cont.



[http://v2.sherpa.ac.uk/view/repository\\_visualisations/1.html](http://v2.sherpa.ac.uk/view/repository_visualisations/1.html)

# Pre-prints

- Pre-print services are often field specific
  - E.g. Arxiv (some sciences), BioArxiv (biology), RePEc (economics)
- In some instances used as self-archiving/Green OA
- In others a separate way of dissemination
  - In some fields pre-prints, not publications, the means of communication
  - A large part of content never becomes formally published
- Could be the basis for overlay publications
  - Curated collections of pre-print server content

# OA infrastructures and organizations

- Important OA infrastructures:
  - DOAJ Directory of Open Access Journals <https://doaj.org/>
  - SHERPA/RoMEO <http://www.sherpa.ac.uk/romeo/>
  - DOAB Directory of Open Access books <https://www.doabooks.org/>
- Some OA organizations:
  - OASPA Open Access Scholarly Publishers Association <https://oaspa.org/>
  - COAR Coalition of Open Access Repositories <https://oaspa.org/>
  - SPARC <https://sparcopen.org/> SPARC Europe <https://sparceurope.org/>  
SPARC Japan <https://www.nii.ac.jp/sparc/en/>

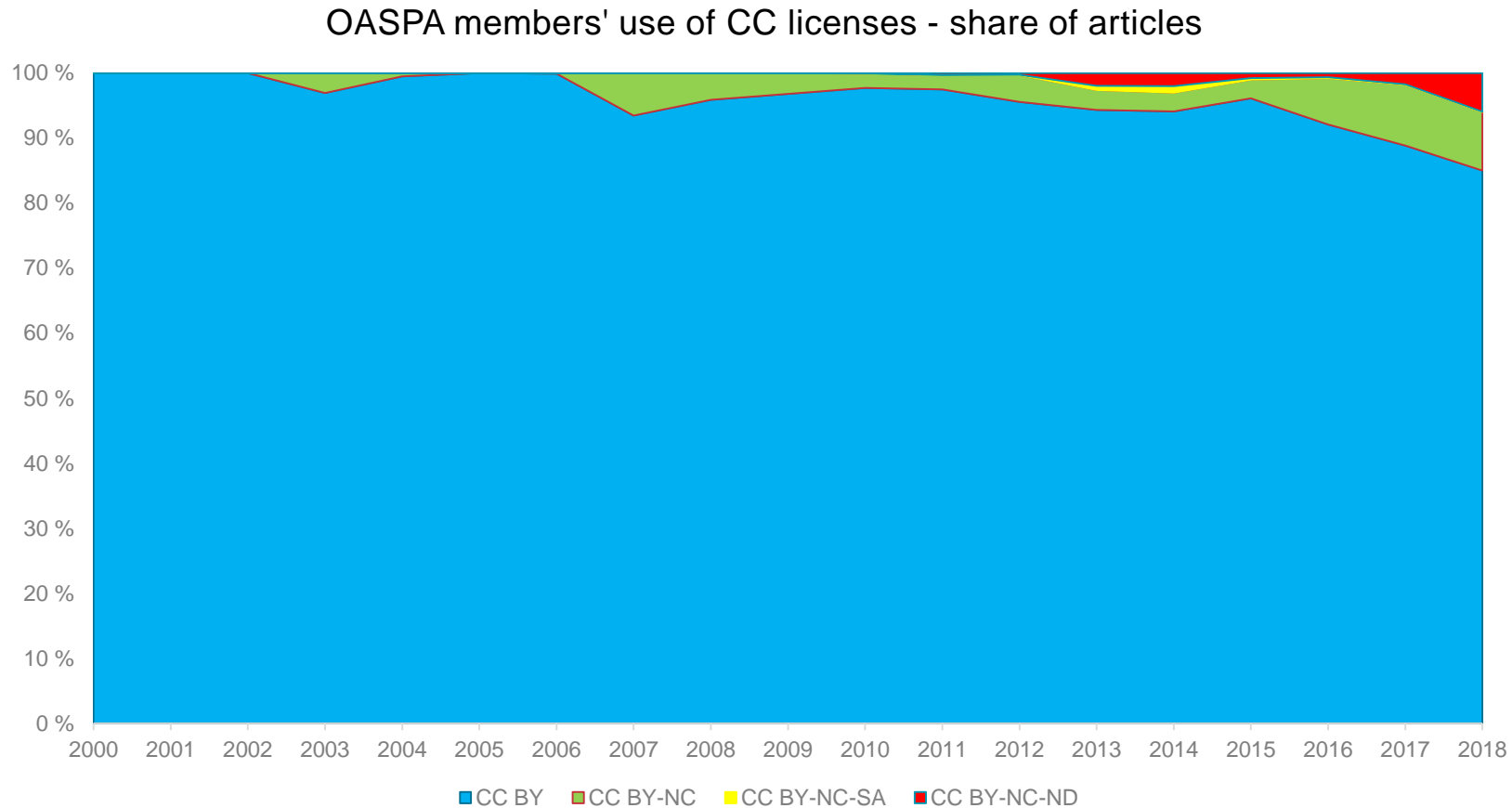
# Licenses

- Licenses define what users can do with content
  - Need to be explicit, and easy to find
- Local language licenses won't work
- Creative Commons licenses are the standard
  - Demanded by Plan S
  - Comes in man-readable, computer-readable and lawyer-readable versions
    - Enabling computers to understand creates many opportunities

# CC licenses

- CC BY: “Attribution only” is the one that allows the end-user most re-use possibilities
- -NC adds a non-commercial clause
  - Benefits the publisher, not the author
- -ND adds a clause forbidding creating of derivative works
  - Protects the work, popular with HSS authors
  - But means partial reuse, e.g. a paragraph, a table, a graph, is not permitted (unless by other laws)
- -SA says content must be reused under the same license
- CC BY gives widest dissemination

# What CC licenses are used in OA journals?





# Drivers for OA

- OA works with the nature of science
  - Freely sharing results and arguments
  - Maximises the number of readers
  - Aligns with the ethics of many scholars
- OA has become a requirement from
  - Governments
  - Employers
  - Libraries
  - Funders

# OA2020

- A movement to transform deals from paying for reading, to paying for publishing
- Tries to negotiate “Read-and-publish” agreements with publishers
  - Several consortia have reached such agreements with various publishers
  - Last major deal: Norwegian consortium with Elsevier
  - Means hybrid publishing will be financed through deals
    - But not necessarily Gold OA in OA journals
- «No deal» is the alternative to a R&P deal
  - E.g. Sweden and UC currently without a deal with Elsevier

# Read-and-publish and society journals

- Publishers (often) don't include society journals in such deals
  - They cannot decide on their behalf
  - The economic consequences of such deals may be difficult to negotiate on the journal level
- Consequence: It becomes much cheaper for authors to publish in the publisher's own journals
  - Moving some manuscripts from society journals to publisher-owned journals

# Plan S

- An initiative from some major European funders and Science Europe to ensure OA for publicly funded research
- EU and ERC amongst them
  - Some national funders – e.g. Norwegian Research Council, NWO (Dutch Research Council)
  - Some more targeted funders like Istituto Nazionale di Fisica Nucleare (Italy)
- Joined later by e.g. Gates foundation, WHO
- A long list of statements of support from other funders, organizations etc.

# OA according to Plan S

- Everything funded by Plan S members to be fully OA
  - From a certain date
- Both Gold OA in OA journals and Green OA OK
- Won't fund hybrid, and hybrid articles are not compliant
  - Unless they are compliant through the Green route
  - An exception for “transformative deals” for a few years
- A number of technical requirements for publishers and repositories to be compliant
  - E.g. Green must meet specific requirements
- A vow to punish non-compliance

# Societies and OA

- Two kinds of societies
  - Those that live for their journals
  - Those that live off their journals
- Those who live for their journals
  - Small, both in STEM and HSS
  - Journals at best break-even
  - Many converted to OA already
    - Sutton, Suber, Page: (Jan 23 2019) 1,077 societies publishing 1,043 fully OA journals
      - Majority in STM (835 journals)
    - Fees unknown for 24 percent of these, 48 percent charge no fees, rest has some kind of publishing and/or submission fee

# Societies that live off their journals

- Large societies with profitable journals
- Probably mostly in STEM
- Often highly profitable TA journals
  - No shareholders, but scholarly activities receive funding
- OA2020 could be a threat to profitability
  - Depending on your publisher?
- OA could be a threat to profitability
- Plan S could make the threat imminent

# Societies and Plan S

- Starting soon, some authors will have to make their articles OA
  - Content will move to journals that can conform to Plan S requirements
- Current Plan S rules are known, but they will be evaluated and revised during 2024
  - More demanding rules from 2025 could be the result
- Societies will need to plan for Plan S



# Alternatives for journals

- Plan S can be ignored
  - If you have no or very few Plan S-funded authors, and no plan to get more
- You can implement Plan S-friendly self-archiving rights
  - For all or only Plan S-funded authors
  - Will work well as long as the uptake is not very big
- Hybrid journals won't in the future be funded or accepted as Plan S-compliant publishing
  - But Plan S-compliant self-archiving will do the trick
- You can convert your journal(s) to become Plan S-compliant OA journals
  - Non-hybrid APC-based
  - Will need low-cost publishing, and high-level APCs, to keep part of the current profits

# Read up on the OA landscape

- Walt Crawford presents large amounts of facts
  - <https://waltcrawford.name/goaj.html>
- Some authors to look at:
  - Heather Morrison
  - Bo-Christer Björk
  - Mikael Laakso
  - Peter Suber – his «Open Access» is the bible of OA

# Last but not least:

- Come to the 2019 Munin Conference in Tromsø
- An annual conference on scholarly publishing
- This year's conference November 27–28
- <https://site.uit.no/muninconf/>

Thanks!  
Do not hesitate to come back with  
questions!

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