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Oh No – Not Yet Another Small, Stand-Alone Humanities Journal!

Rushing to Revolution? Open Access Models for Humanities Journals
Utrecht, October 17th 2014

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Why not?

- This may not be the whole truth about all such journals, but a general impression (backed by some analyses) is that
 - Small journals are good at:
 - Quality assuring content
 - Creating communities
 - They are not good at:
 - The technicalities of publishing and distribution
 - Typesetting and design
 - Open Access
 - Economics
 - Sustainability
 - Often dependent on one person's enthusiasm and energy
 - They often have financial difficulties

Examples of «non-professional» behaviour

- Journals from smaller publishers do not have a policy listed in Sherpa/RoMEO (a vast majority)
- OA journals from smaller publishers
 - Are not listed in DOAJ -> invisible (some)
 - Do not use a CC license (a vast majority)
 - No-one knows what they can do with the content
 - Have no listing in Sherpa/RoMEO
 - Self-archiving difficult
 - Have a financing model that does not scale

Are small OA publishers a problem?

- Single journal publishers publish nearly half of all OA journals
 - Earlier data suggest they publish more than 30 % of traditional journals
- Between 80 and 90 % of all publishers publish only 1 journal
- When we add those who publish 2 journals ...

Publisher size	Number of titles	% of titles
50+	1435	14 %
20-49	598	6 %
15-19	387	4 %
10-14	585	6 %
6-9	474	5 %
2-5	1774	18 %
1	4707	47 %
Total	9960	100 %

Size	No of Publishers	% of Publishers
50+	9	0,2 %
20-49	19	0,3 %
15-19	23	0,4 %
10-14	50	0,9 %
6-9	67	1,2 %
2-5	665	12,0 %
1	4707	85,0 %
Total	5540	100,0 %

The Dutch landscape

- Traditional publishing (Ulrich's 2010)

Publisher size	Titles	% of titles
200+	864	62 %
50-99	324	23 %
10-25	60	4 %
5-9	26	2 %
2-4	26	2 %
1	86	6 %
Totalsum	1386	100 %

Publisher size	Publishers	% of publishers
200+	3	3 %
50-99	4	4 %
10-25	3	3 %
5-9	4	4 %
2-4	11	10 %
1	86	77 %
Total	111	100 %

- Open Access Publishing (DOAJ, 2014)

Publ. size	Titles	% of Titles
10+	13	19 %
5-9	12	17 %
2-4	17	24 %
1	28	40 %
Totalsum	70	100 %

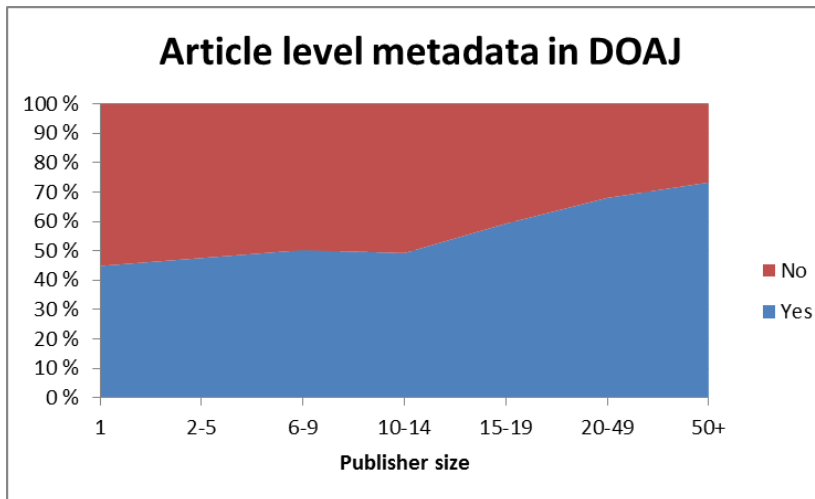
Publ. size	No Publ.	% Publishers
10+	1	3 %
5-9	2	5 %
2-4	7	18 %
1	28	74 %
Total	38	100 %

The Directory of Open Access Journals (DOAJ)

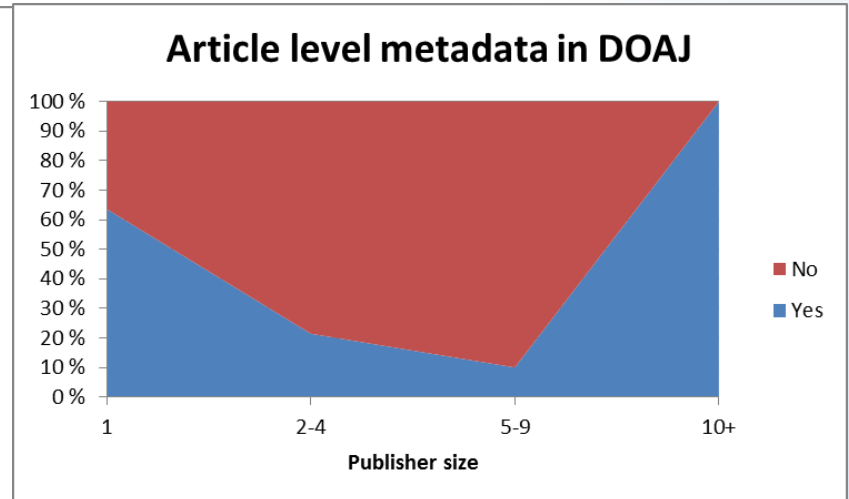
- A service started in 2003 at Lund University Library (Sweden)
- The place to look for OA journals
 - Some are not listed
 - Invisible
 - Quality criteria
 - Non-listing should indicate low quality
 - Stricter inclusion criteria being implemented
 - Currently listed journals need to be re-accredited
 - Re-accreditation means you have to think through things
 - And spend time answering questions
 - Some quality journals could lose their listing because they don't understand the importance or the consequences of not being listed
- The mechanism for free distribution of article metadata to important library services
 - Only 59 per cent of journals use this
 - The remaining 41 per cent – do not need/want readers?
 - Most important to smaller publishers
 - Large publishers will be included in library services anyway

Do small OA publishers deliver article level metadata to DOAJ?

- World



- The Netherlands

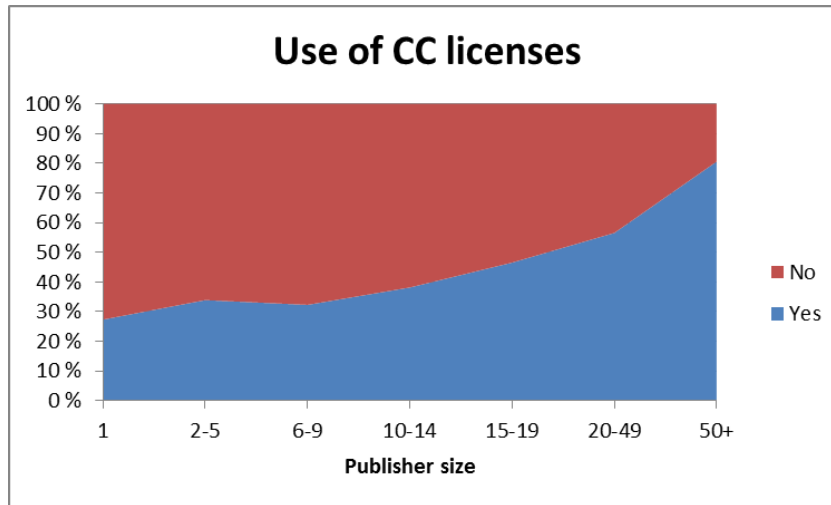


Creative Commons (CC) licenses

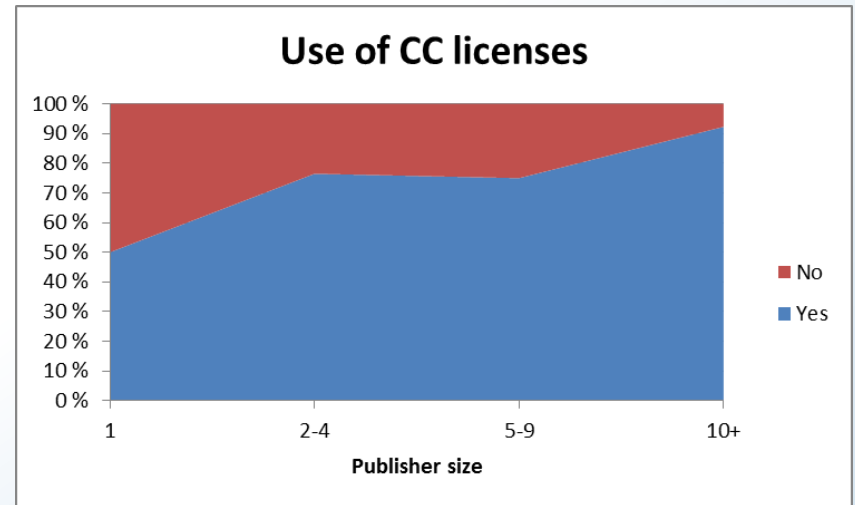
- Standardized, internationally understandable licenses
 - Translated into numerous languages
 - Exist in three versions:
 - Human readable
 - Computer readable
 - Lawyer readable
 - A number of options – which one is the best, may be discussed
 - My preference for CC BY – allows maximum re-use
- With such a license, everyone – including computers – know what use can be made of the content
 - A necessity for efficient and wide distribution
 - No-one goes hunting for a home-made license from a small publisher
 - Definitely not one in Dutch or Norwegian
 - Often impossible to find
 - Usually incompetently drafted, if you ask a lawyer
 - Large publishers will be included in distribution services anyhow

Do small OA publishers use CC licenses?

- The world



- The Netherlands



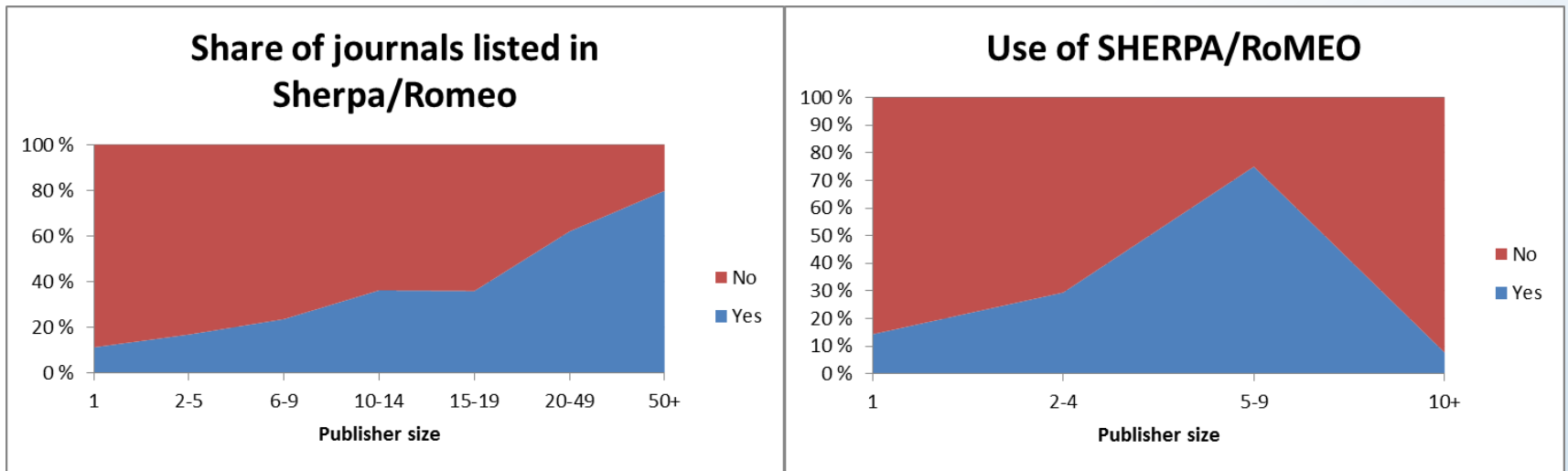
SHERPA/RoMEO

- A service from U of Nottingham/JISC
 - Free service
- Lists information about the self-archiving policies of publishers
 - No requirement for a specific policy
 - “No self-archiving permitted” is an acceptable policy for RoMEO
 - They don’t discuss or promote specific policies, they list them and make them available to others
 - Possibilities for setting specific conditions
 - Time – immediate, n months embargo etc. for various versions
 - Site – non-commercial, author’s, authors’ institutional etc.
- Used by various services to inform authors about self-archiving
 - An increasing necessity for authors to ensure they conform to funders’ OA demands
 - No listing in RoMEO -> risk of losing potential manuscripts
- Most smaller journals are actually very self-archiving friendly
 - They just seem to want to keep quiet about it ...

SHERPA/RoMEO listings of OA journals

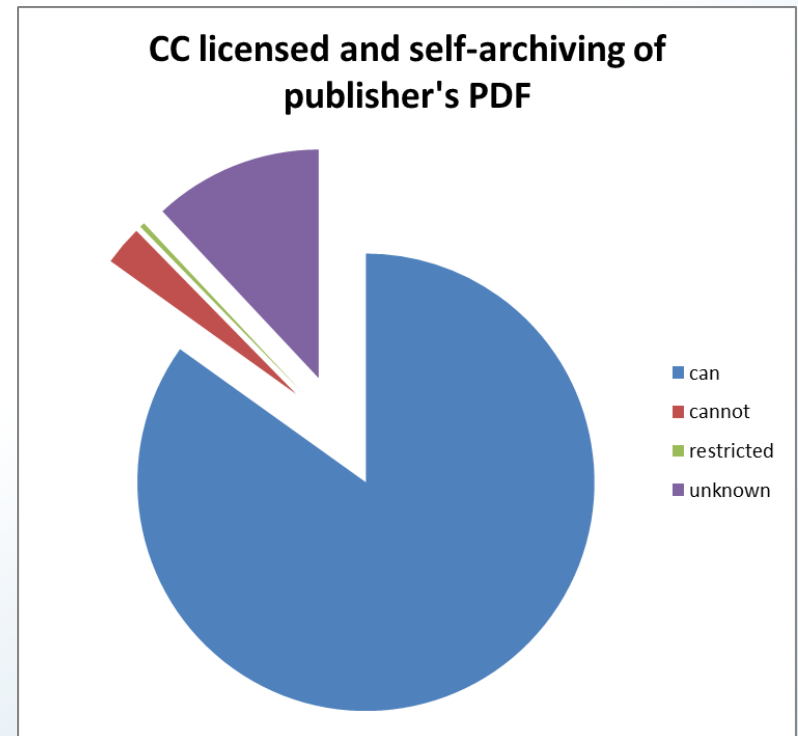
- The world

- The Netherlands



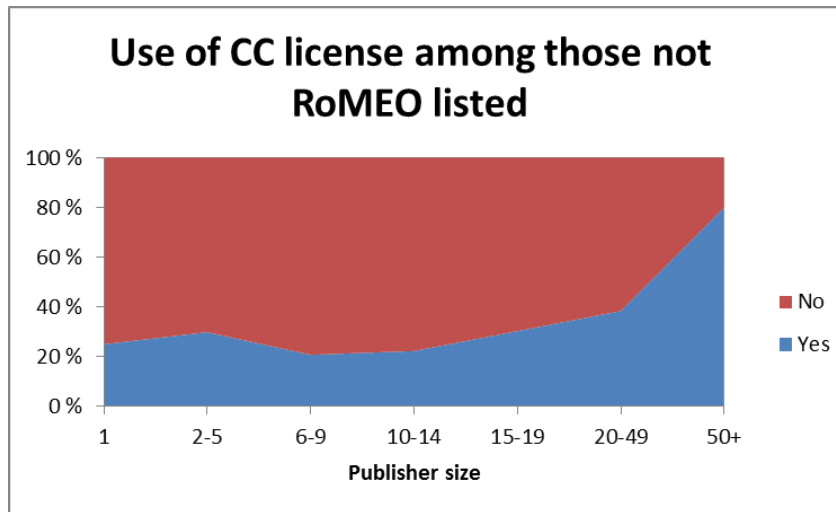
RoMEO and CC licenses

- A CC license could make a RoMEO listing less important
- A CC license should enable self-archiving
- But designating a journal as Open Access, e.g. by listing in DOAJ, does not necessarily enable self-archiving
 - There are many strange animals out there!
- Conflicting policies easy to find

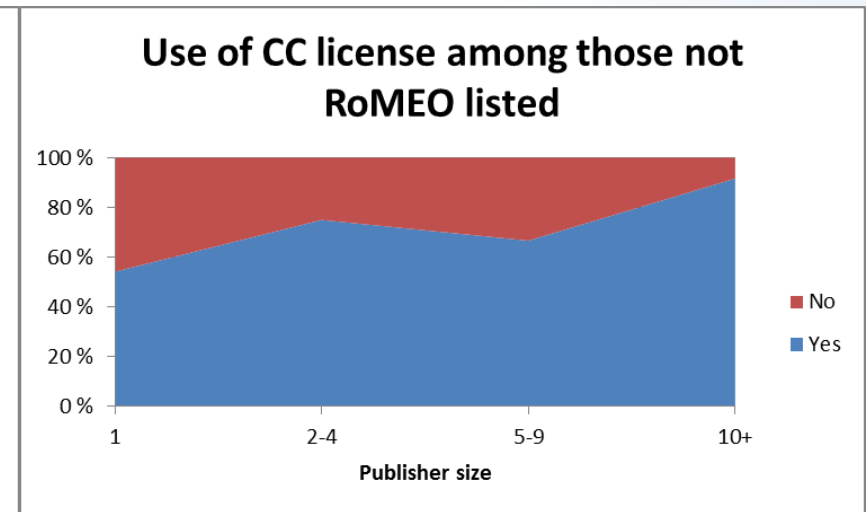


Do OA journals not listed in RoMEO use CC licenses?

- World

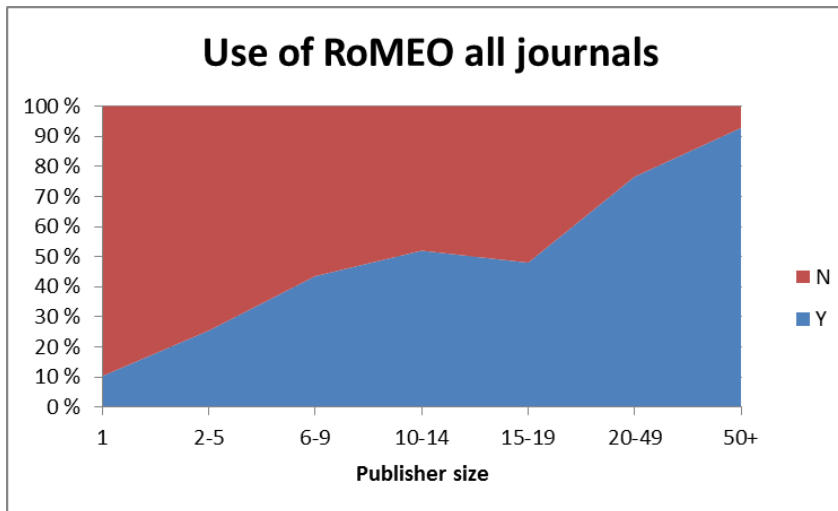


- The Netherlands

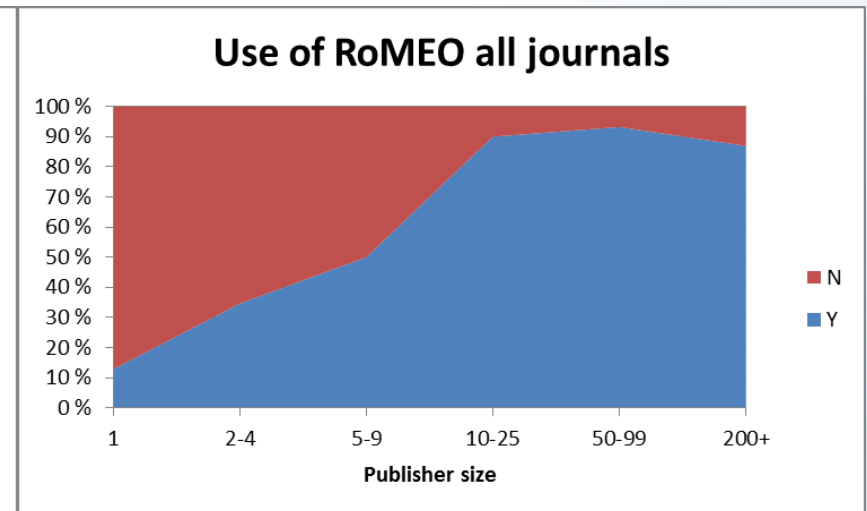


All publishing in RoMEO (Toll and Open Access)

- The world



- The Netherlands

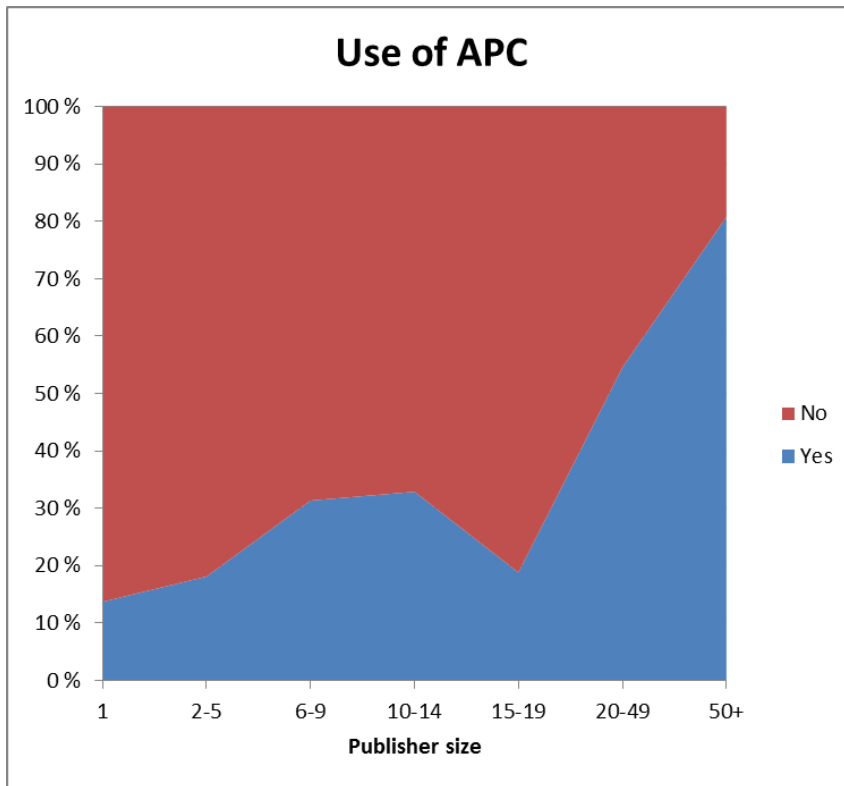


Article Processing Charges (APC)

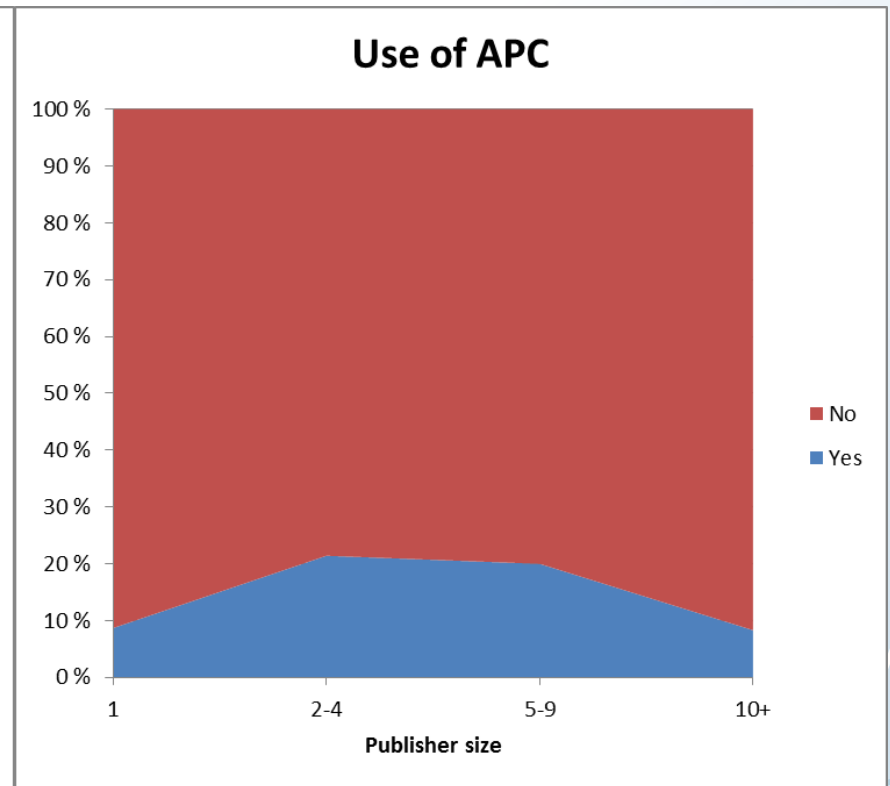
- The commercial way of financing a journal
 - Charging per article via the authors
 - Other commercial income usually a supplement
 - Advertising
 - Sale of paper versions
- A scalable financing method
 - As costs grow due to volume, so do income
 - A financing model that makes you dependent on doing good work for your authors so that they will publish more with you
- Non-commercial financing
 - Support from owner, institution, third parties
 - Does not scale
 - Does not depend upon authors' satisfaction
 - But on keeping on good terms with important decision-makers
- APC is not a sign of competence, but a financing model that makes it possible to acquire competence

Use of APCs for OA journals

- The world



- The Netherlands



Small journals

- Are not adequately competent when it comes to distribution
- Do not use free means of being distributed
- Do not use licenses that helps distribution
- Do not inform efficiently about their self-archiving policies
- Through this, they perform less well than wanted
 - For their authors, who need to attract readers
 - For their owners/institutions, who wants content disseminated efficiently
- This is a general picture, with numerous journals from small publishers that perform well
- This is not any indication of low scholarly/scientific quality!

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What lies in the future?

17.10.2014

Rushing to Revolution?



A current status and near future

- Funders demand Open Access
 - Some prefer green, some gold
 - UK, NL «gold friendly»
 - Some financial mechanisms
 - But not fully developed
- Green OA is good for institutions
 - But does not finance journals
 - Could, over time, reduce income
- Traditional, subscription-based journals have a bleak future ...

Need to re-orient the models

- Subscription-based financing is increasingly difficult
 - Stand-alone journals and small publishers squeezed by the size of the big deals
 - The public is turning towards electronic media – away from print
 - Subscription income is declining
- Funder mandates will steer manuscripts towards OA journals
- So your journal needs to become an OA journal
- But the world needs no more stand-alone humanities or social science journal

Scaling

- Subscription and grant financing doesn't scale
 - More manuscripts means less resources available per article
 - Fewer manuscripts creates the need for explanations
 - Or the need to lower standards
 - Article processing charges scale
 - The more work and costs, the more income
- New fields need new journals
 - Or new space in old journals
- Science – even humanities and social sciences – grows
- Some fields could need the possibilities inherent in e-only publishing

Size

- Journal or publisher size is important!
 - Big is beautiful!
 - Big means enhanced production and distribution competence and capabilities
 - It does not mean that content quality gets better!
- Size can be attained by
 - Joining a (large) (OA) publisher
 - The more journals, the better the competence
 - Within limits!
 - Creating a large journal with others
 - Not a journal for «my» community, but for many communities
 - Co-operation will also create increased competence
 - In both cases, you need income!
 - Donated work and resources do not scale!

Joining an OA publisher

- There are a number of mid-sized OA publishers
- In general, they are commercial
 - Some non-commercial university based ones are not
- Unless you can show them some income possibilities, they won't touch you
 - They can't, are they to survive
- Examples
 - Igitur (not very commercial?)
 - Co-Action Publishing
 - Ubiquity Press (both a publisher and a publishing service)

Mega-journals

- A new phenomenon starting 2006 with PLOS ONE
- Multidisciplinary (PLOS ONE covers the whole of Science and Medicine)
- Peer review
 - But not judging importance or novelty
- PLOS ONE and most others has a threshold model
 - Technically sound
 - Well enough written
 - PLOS ONE published more than 31,000 articles in 2013
- Well suited to present negative results
- Well suited to subjects of low interest in mainstream journals

HSS mega-journals?

- They exist!
 - In the UK
- Humanities Directory and Social Sciences Directory
 - <http://www.humanitiesdirectory.com/index.php/humanitiesdirectory>
 - <http://www.socialsciencesdirectory.com/index.php/socscidir>
 - A commercial enterprise
 - A few issues have been published (started 2012)
- Open Library of Humanities
 - <https://www.openlibhums.org/>
 - A not-for profit collaboration between scholars
 - No articles published yet ... (started 2013)

Why Megajournals in the Humanities?

- More robust than small journals
 - Few manuscripts in one field will be balanced by manuscripts in other fields
 - Not dependent upon any single person
- E-publishing gives new opportunities
 - Embedding sound and video
 - Colours are cheap
 - Pictures, illustrations, tables
 - Enclosing data sets with the publication
- Continuous publication
 - No need for the next issue to have your paper read
- Increases visibility
 - The larger the journal, the more important for indexing services
- Size increases competence and efficiency

Financial needs of a megajournal

- Editorial work (and peer review) donated by researchers
 - As usual ...
- Technical work and platform must be paid for
- Copy-editing, proofreading, typesetting must be paid for
- Such a journal needs financial income!

Finding income

- Grant support from various sources
 - Including in-kind donations from institutions
 - But needs real cash!
- Article processing charges (author-side payments, APC)
 - Scales with the number of articles
 - Increasing number of institutions have set up funds or other mechanisms to pay for this
- Sale of versions? (OA to HTML, sale of PDF, ePub etc.)
- Advertising? – will only be a supplement
- Donations?

A Dutch Mega-journal for the Humanities?

- For
 - Dutch subjects in any language
 - General subjects in Dutch
- Multidisciplinary
 - (Initially) based on specific subjects
 - Lacking journals or lacking capacity
 - New specialities
 - Older journals giving up
 - Or existing journals lacking sufficient capacity
 - Fields needing the new capabilities of e-only publishing
 - Flexible
 - Adding subjects/fields as the need arises and resources become available
 - An editorial team per subject field
 - An international editorial board

It needs

- Editors who want to convert their existing activities to fit this model and take part in a start-up project
 - Or to start up new activities within such a framework
- Groups of scholars who need new publishing venues
 - Or the possibilities e-publishing brings
- Long-time (3–5 years) financial backing from
 - Research council
 - Larger institutions
- A commitment to fund APCs
 - From the HE/research community in general
- Technical support
 - Publishing has a lot of technologies embedded
- Management
 - Exploiting commercial income sources
- A base at a Dutch (or Flemish) institution

Goals (long-term)

- Financial viability
 - No (or strongly reduced) need for long-term direct support
 - Ability to accept non-funded manuscripts (waivers)
- A good market share – 200–500 articles per year
- Good standing as a good journal for authors
- Indexing by Web of Knowledge and SCOPUS
 - Acceptable levels of citation
- High number of downloads from outside HE
- Follow the industry standards
 - XML-versions of articles
 - multiple versions like HTML5, ePub etc.
 - DOIs
 - OASPA membership
 - etc.

Who wants to join?

- This is a vision, not a project
 - Yet ...
 - It should be led by (enthusiastic) editors
- If you find the idea interesting, let us talk and explore possibilities
- Talk to colleagues
- Think through your needs
 - Not your habits ...
 - The traditional journal of today was a radical break with traditions when the first ones came in 1665
 - Time to do something new again?
- Where could money be found to explore this?
 - Needs an initial «investment» of money

More information about Open Access?

- The 9th Munin conference
 - <http://site.uit.no/muninconf/>
 - 26th–27th November 2014 at UiT The Arctic University of Norway campus
- The annual conference on scholarly publishing at the University Library of Tromsø – usually with an OA angle
- All in English
- This year's keynotes:
 - **Geoffrey Boulton**, Regius Professor of Geology Emeritus of the University of Edinburgh: *Open Data and the Future of Science*
 - **Björn Brembs**, professor of Neurogenetics at Universität Regensburg: *When decade-old functionality would be progress – the desolate state of our scholarly infrastructure*
 - **Cameron Neylon**, Advocacy Director at PLOS (Public Library of Science): *Managing the Transition to an Open Scholarly Literature*

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