

Getting to grips with Open Access Publishing

Chris Biggs, Research Support Librarian

Getting to Grips with Open Access Publishing – in this session I’m going to outline why you might want to publish open access; how you can publish open access – along the way I’ll highlight a few particular problems.



What is Open Access Publishing? Open access publishing aims to make peer-reviewed literature available to anyone, free of charge at the point of access. This is opposed to the traditional method of scholarly communications where readers (individuals and institutions) subscribe to journals to read the content. It's about making scholarly content free to read at point of access.

Why Publish OA?

Why Publish OA? – I tend to describe why researchers publish Open Access in terms of a spectrum – at one end of the spectrum you have the enthusiasts who embrace open access, and at the other the sceptics who may only do Open Access under duress.



The Angels: this group of people think that all publicly funded research outputs should be made freely available to a wider audience. This wider audience includes researchers from developing countries who may not have access to journals subscriptions; a professional readership e.g. in health care, as well as a lay readership who may not normally be able to access scholarly communications as they sit behind a paywall. So these enthusiasts believe that it is morally right to ensure their research is available to all



At the other end of the spectrum are those people that do Open Access not because of any moral imperative, rather because they are told to. And this is very much the climate we are in. Where the Open Access environment (at least in the UK) is dominated by mandates. These mandates include Research Councils UK; HEFCE and the next REF and institutional mandates. We are in a position now where lots of people feel they are being told to do Open Access – especially with the REF mandate. Open Access is something that is being done to them.



And somewhere in the middle of the spectrum, researchers might do it because it's in their own interest... they are going to get something in reward... and that is because Open Access articles get greater citations and greater downloads – the research gets greater dissemination.

Institutional Repositories that hold Open Access content, like ORO, provide a dissemination platform beyond what will be accrued from publisher platforms. Top items downloaded from ORO can be downloaded over 1,000 times a month. These downloads may come from an academic audience but they may also come from a different audience who may not normally pick up on the academic literature.

A couple of examples from the literature. Firstly, Open Access in Repositories increases citation. A study of Open Access papers at Chalmers University of Technology in Sweden found that self-archived articles had a 22% higher citation rate (<https://research.chalmers.se/publication/198512>). Secondly, a study conducted by the Research Information Network and published in Nature Communications in 2014 found that after 180 days OA articles have been viewed more than twice than those published in the traditional way. Citation median was 11 times for OA, compared with 7 times for articles published behind a paywall. (https://www.nature.com/press_releases/ncomms-report2014.pdf).

A growing number of studies indicates that Open Access publishing also bears fruit

for the author.

How Do I Publish OA?

PAIN POINT No.1

**Book, Journal article,
Book chapter,
Conference
proceeding, report,
thesis...**

Pain Point 1: Doing Open Access publishing depends on your method of scholarly communication. Each output type, books, book chapter, conference proceedings, report etc. have different challenges in making open access and different output types are at different levels of maturity regarding Open Access. For instance in the sciences there has been a greater uptake in paid Gold Open Access for journal articles – perhaps not surprising as often this is where the external funding is. On the other hand, some disciplines that rely on reproduction of third party content in research outputs find licensing that content Open Access prohibitive. So there is no single method or approach to doing Open Access – rather approaches to doing Open Access will vary from output to output and from discipline to discipline.

GOLD

Gold – but the first broad approach we can consider is the Gold route.

**Final Published
version is Open
Access on the
Publisher's
website**

And here I'm going to specifically talk about journal articles.

Hybrid Gold or Pure Gold

Journals that publish Gold Open Access fall into 2 groups:

Hybrid Journals: this is where some articles in a journal are Open Access whilst others remain behind a paywall. This is the model for traditional journals have an Open Access option as commercial publishers seek to monetise Open Access publishing. Hybrid journals charge Article Processing Charges (APCs.)

Pure OA journals. This is where all the articles are Open Access. These journal include Open Access Journals here at the OU including the Journal of Interactive Media in Education, International Journal of Gender, Science and Technology and The Open Arts Journal. These journals may charge an APC or they may not – operating costs may be subsidised by an institution.



£1,811

OK, for those journals that charge an Article Processing Charge the average cost is £1,811 according to RCUK report in 2015-16.

PAIN POINT No.2

£1,811

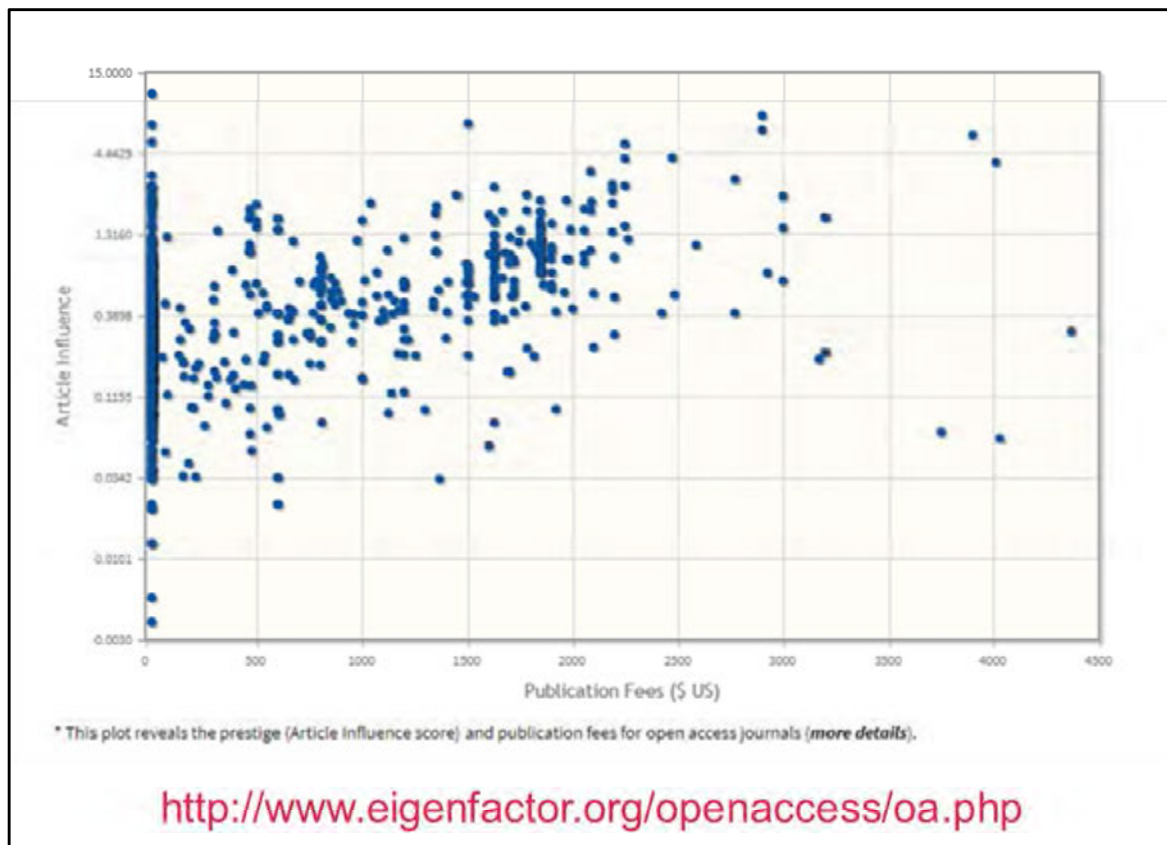
Open Access is not free, it has in some scenarios shifted the money from the reader (in the form of subscriptions) to the author in the form of Open Access charges/APCs. Where does this money come from?

It might come from an external grant, it might come from departmental funds, it might come from whip rounds with co-authors. Some reductions or waivers, might come from publisher – institutional deals. Nevertheless there is now a problem that you haven't encountered before – finding monies to pay for Open Access fees. And from where I'm sitting there aren't scalable processes to do this and there certainly isn't the money to do this across the board.



Not only is it expensive, costs vary wildly. This graph is from a paper published in Nature back in 2013 – but it makes several useful points.

- Hybrid journals are more expensive than pure gold journals.
- There is a weak correlation between prestigious journals and the cost of the APC
- Look at all the dots at the bottom



Ok here's another chart from Eigenfactor – this is just Gold Open Access and it's developed as an author tool, where you filter by discipline, identify potential title, see which other titles may be cheaper and have higher Article Influence Scores. So you pick your prospective title and see what others above it are supposedly more influential, and those to the right that are more expensive and those to the left are cheaper.

Interestingly the authors claim there is no correlation between prestigious journals and cost? And look at all the dots at the left bottom – these are all journals that don't charge Article Processing Charges



70%

70% of journal indexed by the Directory of Open Access Journals – that is pure Open Access Journals don't charge publication fees – that was a study done in 2009. But the authors of the previous chart reckon that's 71% - that's a more current estimate. So what I'm trying to say is that Gold Open Access doesn't necessarily mean Article Processing Charges.

PAIN POINT No.3

PREDATORY OPEN ACCESS PUBLISHERS

The progress of Open Access publishing has been marred by the existence of publishers out there to make a quick buck by publishing papers open access for a fee. Invariably the quality of these journals is poor. However only a small proportion of Open Access publishers are bad



If you are approached by a journal to submit a paper and you think it is dubious, firstly check with peers, use tools such as Think Check Submit, which allows you to ask some straight forward common sense questions about the reputation of a publisher. Ask yourself the question– is this a journal I want to read? If not, is this a journal I want to publish in?

PAIN POINT No.4

BOOKS

Ok, I've spoken almost entirely about journals so I think we have to mention Books – As implied earlier, not so much progress has been made making books Open Access.

“It is very clear that extending open access to books is not easy. From licensing and copyright to business models and quality, the issues that must be tackled are thorny and numerous.”

This quote is from The Crossick Report in 2015 found that “It is very clear that extending open access to books is not easy. From licensing and copyright to business models and quality, the issues that must be tackled are thorny and numerous”.

Nevertheless traditional publishers and new Open Access publishers like Ubiquity and OpenBook are publishing monographs for between £4 and £12,000. There has also been the rise on institutional Open Access presses e.g. UCL & Cardiff University Press.



GREEN

Ok, the second general approach to Open Access publishing is the Green route.

**A version of the
paper is
deposited in a
repository**

Where?



Ok a repository can be an institutional repository, like our own ORO, or it might be a subject repository like arXiv or another pictured here. But what isn't listed? - ResearchGate and academia.edu – I haven't listed them here because Open Access policies don't count those commercial sites as bona fide repositories. Primarily because they can't be aggregated or harvested.

What?

What version of the paper can you archive in a repository. Publishers will only allow you to deposit certain versions of your paper.

NISO Versions of Journal Articles

Author's Original
Submitted Manuscript Under Review
Accepted Manuscript
Proof
Version of Record
Corrected Version of Record
Enhanced Version of Record

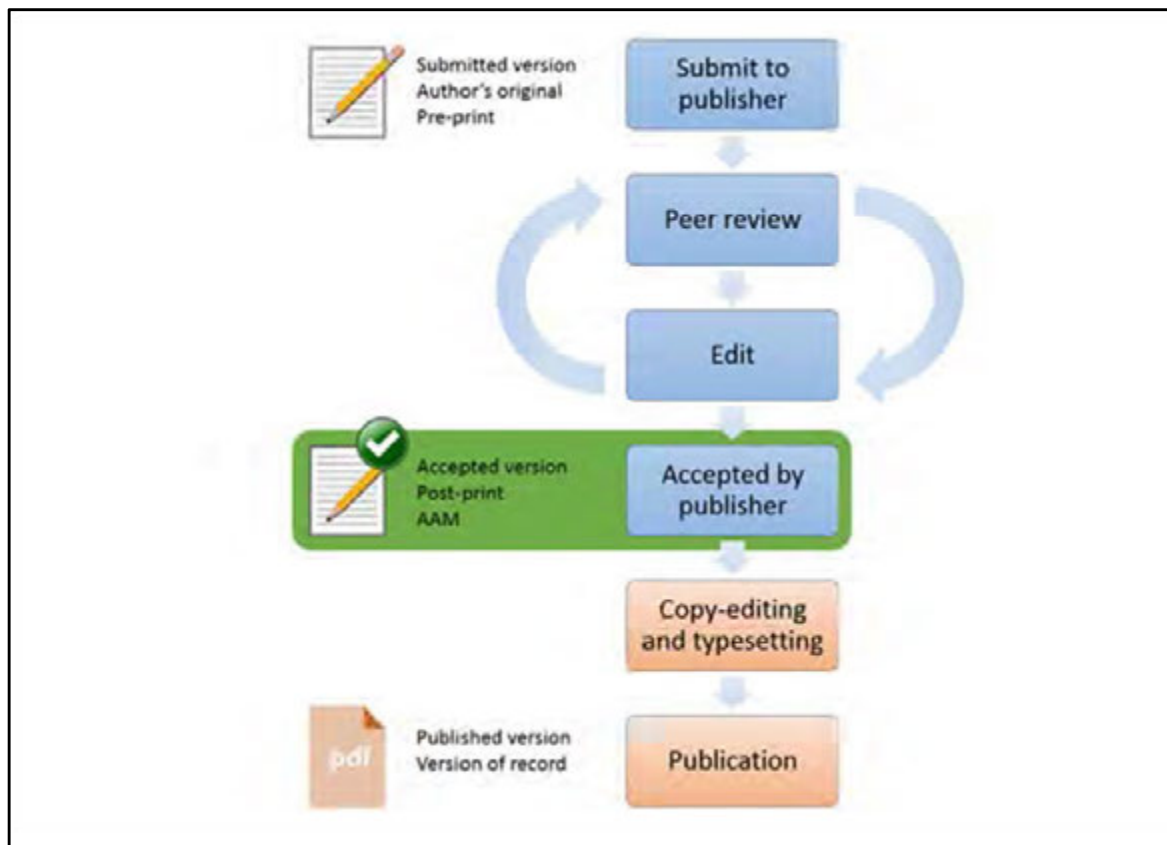
And there are many different versions of a paper....typically a submitted version can be deposited anywhere at any time but an Accepted Manuscript may only be deposited after acceptance or publication and often with an embargo period. Sometimes a publisher will have differing restrictions on deposit to a personal website, an institutional repository and a Academic Social Networking site like ResearchGate. If you want to check what a particular journal allows you to do go to the publishers website or check SHERPA Romeo – a service that aggregates publisher copyright policies and self- archiving policies.

PAIN POINT No.5

**The Green Open
Access version is not
the same as the
published version**

In Green Open Access the Open Access version is not the same as the final published version. In the words of one of our eminent colleagues “It’s all a bit amateurish isn’t it?”.... If value is added to the paper at proofing there is a risk this is lost in the green open access route of Open Access.

When?



This is a chart produced by HEFCE to illustrate the REF Open Access policy. It indicates the desired point of deposit being the date of acceptance. Up to now repositories try to get items archived at point of publication. The new HEFCE mandate for the future REF requires AAM to be archived at point of acceptance. Publishers aren't keen on this, this remains problematic.

PAIN POINT No.6

EMBARGO

An even bigger problem for me are embargoes – the Full text of self archived items are often subject to an embargo prescribed by the publisher. When this embargo is 24 months (e.g. Wiley) and that paper in the repository is locked down for 2 years, is that really Open Access? How current will that research be when the embargo has expired? Whilst you may be meeting a policy requirement are you really being open access?

Open Access Mandates



For all journal articles and conference proceedings with an ISSN

Require accepted manuscript to be deposited in a repository within 3 months of first publication. From 1st April 2018 this will change to date of acceptance.

Any embargo periods should be no longer than 12 months (Panels A & B) or 24 months (Panels C & D).



RESEARCH
COUNCILS UK

For all journal articles and conference proceedings.

Gold, funded by a block grant with a CC-BY license.

Green, embargo periods: 12 months AHRC & ESRC, 6 months all other Research Councils. (Where no funding is available longer embargo periods are allowed.)

Library Services holds RCUK block grant if you want to access it contact us (Library-research-support@open.ac.uk)



FP7 Projects

Green, embargo periods: 6 months (Energy, Environment, Health, Information and Communication Technologies, Research Infrastructures), or 12 months (Science in Society, Socio-economic Sciences and Humanities)

Gold, fees can be charged to project grants

Pilot Gold for closed projects

Horizon 2020

Green, deposit in a repository as soon as possible.

Embargo periods: 6 months, 12 months (social sciences and humanities).

Gold, fees can be reimbursed during the course of the action

How Open is Open Access?

Ok that's a quick review of mandates – some have a leaning towards Green other Gold. The UK has a mixed economy – continental Europe is more pro-Green.

LIBRE GRATIS

There are 2 terms used in the Open Access movement that remain useful - Libre - where the Open Access output is free to read and re-use. Gratis – where the paper is just free to read. Throughout the growth of the Open Access movement there has been a distinction between just being able to read an Open Access paper and being able to do other stuff to it e.g. re-use, text mine etc.



These concepts have been translated into types of CC BY licenses. Libre - free to read and re-use. Now associated with the types of licenses associated with Gold Open Access i.e. most permissive typically CC BY. Gratis – free to read, often associated with more restrictive licenses publishers allow around Green Open Access i.e. CC BY NC-ND.

Content sharing and Open Access?

Ok finally to round off, Open Access sits alongside a bunch of other stuff that we might call content sharing. What is this content sharing and I wonder how relevant do formal approaches to Open Access (i.e. Gold and Green) remain in the face of it.



@open.ac.uk

Firstly, email – request an offprint. What's the point of open access when someone can just email me and I'll send them a copy?



Secondly, Academic Social Networking Sites – people use these sites in their millions and post papers they may not ought to. Like I mentioned they are not formally recognised as Open Access by policies – but that’s where everyone is!



#canihazpdf

Twitter hashtags – post the details of a paper with this hashtag and some kind soul will direct mail you the paper.



And finally, SciHub – It's not Open Access per se – but that's where lots of people are - 200,000 requests a day to more than 64.5 million articles.

Credits/Links

- Obey Celestia – unknown <https://obeygiant.com/bootlegs/obey-celestia>
- Garcinia Indica by Bioversity International (CC BY NC ND) <https://www.flickr.com/photos/bioversity/14522180527>
- Open access: The true cost of science publishing by Richard Van Noorden 2013 <http://www.nature.com/news/open-access-the-true-cost-of-science-publishing-1.12676>
- HEFCE Workflow <http://www.hefce.ac.uk/rsrch/oa/FAQ/#deposit3>

Research Support
Library Services
The Open University
Walton Hall
Milton Keynes
MK7 6AA

Blog: http://www.open.ac.uk/blogs/the_orb/

E: Library-research-support@open.ac.uk