



**9th Fiesole Collection Development Retreat,
Hong Kong 13-14 April 2007**

**The Many Faces of Open Access:
The Asian Perspective**

VIEW FROM A PUBLISHER

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The Players

- Authors
- Research funders
- Libraries
- Societies and editors
- Publishers



The publishing environment

“The shift from print to online as the predominant publishing format for scholarly information is transforming both the economics and the operations of publishers at many levels. In turn the expectations from users of scholarly information have increased as information that is published online can be linked, manipulated, imported and therefore used in a broad variety of ways which are distinctly different from print”

Association of Learned and Professional Society Publishers (ALPSP) Future Watch Committee, White Paper 1, “How is Scholarly Communication Changing as a Result of the Web”. August 2006

So let's start with authors

Some conclusions

- Open Access, The Open Archiving Initiative and Open Source software/applications are frequently confused
- Data curation is costly. There is a lack of awareness of this within academia
- There appears to be an increasing disconnect between academics and librarians. Author-side payment for publication of scholarly research, unlike library budgets, does scale with the increasing volume of research

Association of Learned and Professional Society Publishers (ALPSP) Future Watch Committee, White Paper 1, "How is Scholarly Communication Changing as a Result of the Web". August 2006



JISC survey of UK authors

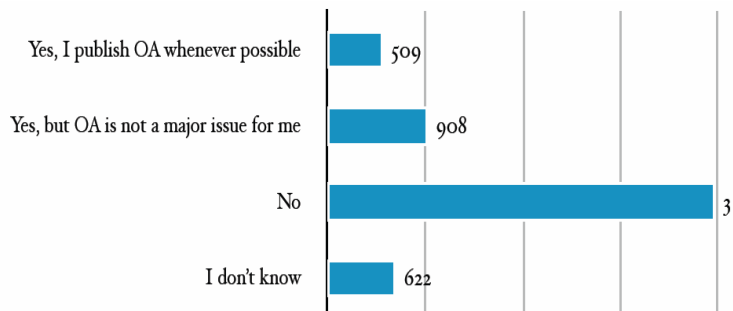
“What is the single most essential resource you use, the one that you would be lost without?”

	UMBRELLA GROUP				
	Medical and biological sciences	Physical sciences and engineering	Social sciences	Languages and area studies	Arts and humanities
Pre-prints		5.8%	1.4%		1.0%
Post-prints		6.3%	.9%		3.9%
Journal articles	90.7%	71.6%	69.3%	28.0%	27.2%
Conference proceedings		5.8%	.5%		1.0%
Books	.6%	1.4%	9.2%	50.0%	35.9%
Datasets	4.3%	3.4%	7.8%	2.0%	2.9%
Technical reports		1.0%			
Govt or NGO reports	1.2%		2.3%		
Legal sources			.5%		
Other textual			3.7%	10.0%	14.6%
Non-textual	.6%		.5%	2.0%	8.7%
Other	2.5%	4.8%	4.1%	8.0%	4.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Joint Information Systems Committee (JISC) Disciplinary Differences Report, RightsCom. 2005



CIBER survey of 5,513 senior authors



- Caution that parallel Elsevier research suggests that 65% may confuse 'open access' with toll free journals that are freely available to them at the point of use
- 1,280 respondents from Asia out of 5,513
- 40% of Asia respondents new 'a lot' or 'quite a lot' about Open Access

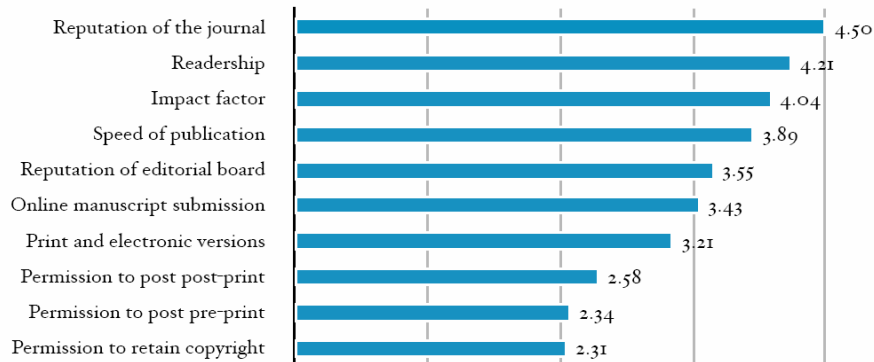
In Asian terms:

Response of 1,280 out of 5,513 from Asia



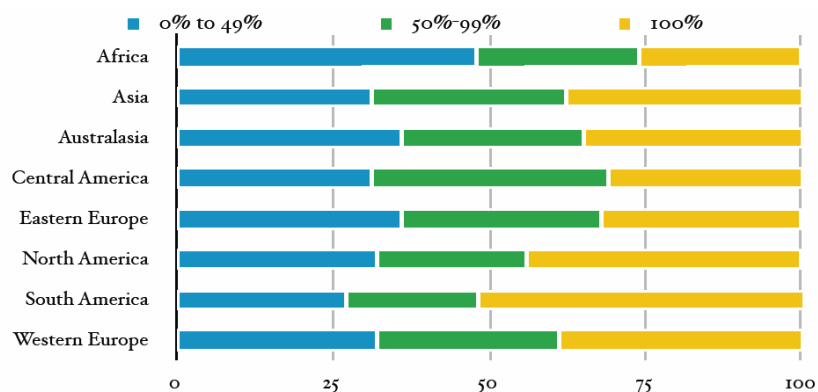
Reason for choosing last journal

Averages, where 5 = Very important, 1 = Not at all important



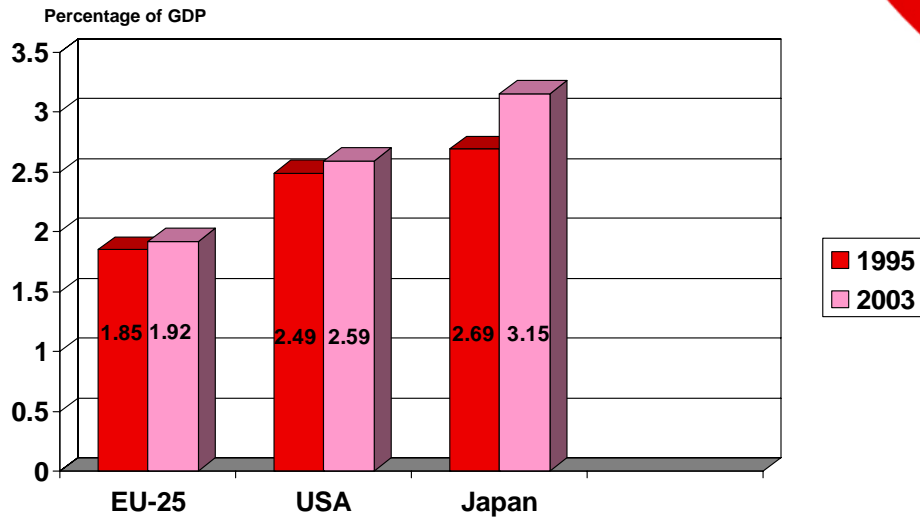
Ian Rowlands and Dave Nicholas. *New Journal Publishing Models: An international survey of Senior Researchers*. A CIBER Report for the Publishers Association and International Association of STM Publishers. 2005

Recent funded papers – Will authors be able to pay for Open Access?



Ian Rowlands and Dave Nicholas, Sept 2005. *New Journal Publishing Models: An international survey of Senior Researchers*. A CIBER Report for the Publishers Association and International Association of STM Publishers

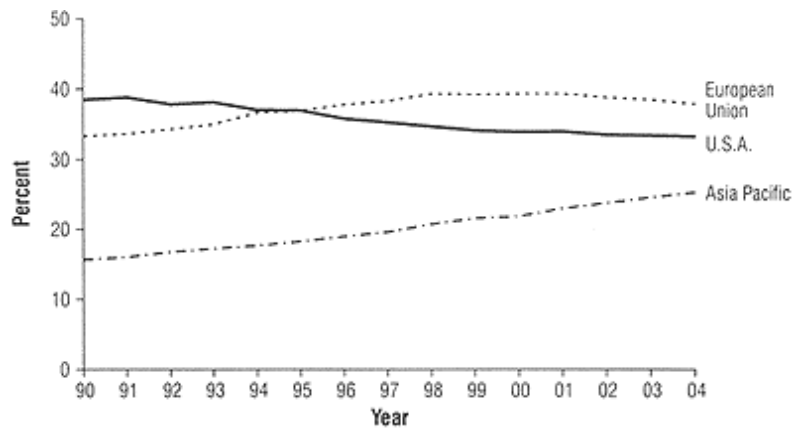
Gross expenditures in R & D



Moving on to funders. The growth in funding is something of which we are all aware



Change in world science output



Thomson Scientific, National Science Indicators, *Science Watch*. 2005

Especially in Asia. We have seen this slide many times



Output from Asia

	Articles 1983	Articles 1993	Articles 2003	% inc 83- 03	% all records 03
North/East Asia	46,404	106,240	317,620	584	29
South East Asia	1,424	2,988	10,063	607	1
South Asia	14,252	16,985	25,471	79	2
Aust NZ	15,676	19,973	35,534	127	3
Total region	77,756	146,186	388,688	399	35
All records					1,111,397

Key Perspectives research of Thomson Scientific, Science Citation Index, for Blackwell Publishing for Fiesole, Melbourne. 2005

And this was data shared at Fiesole in Melbourne in 2005



Greater funding - greater accountability

- Funders need to be able to track output
- Dissemination and public access added to mission
- Scholarly or research communication emerging as a subject, eg Research Information Network (RIN - UK), Publishing Research Consortium (PRC), International Congress on Peer Review
- Wider government and community interest

But ...

The RCUK's four principles

- Ideas and knowledge derived from publicly-funded research must be made available and accessible for public use, interrogation, and scrutiny, as widely, rapidly and effectively as practicable.
- Effective mechanisms must be in place to ensure that published research outputs are subject to rigorous quality assurance, through peer review.
- The models and mechanisms for publication and access to research results must be both efficient and cost-effective in the use of public funds.
- The outputs from current and future research must be preserved and remain accessible not only for the next few years but for future generations.

In the UK, the RCUK has summarised its position under four principles.

You can see that it is trying to balance the idea of public access to publicly funded research with what maintains a robust system for scholarly communication. The DTI which oversees the RCUK is well aware of the importance of societies in this system.

The RCUK therefore has not insisted on researchers self-archiving for open access over the net on publication or even within a set period (i.e. they are not currently pushing for a maximum embargo). It does appreciate that early posting could undermine the subscription base of a journal. Authors are told to follow the copyright or licensing arrangements of the journal. Many journals in science have adopted an embargo of 12 months, i.e. an author cannot self-archive under 12 months after publication. But the demand for an article after publication varies by subject. In molecular biology downloads tend to fall off after 6 months whilst in the HSS downloads can remain fairly steady for two years or more. The RCUK appreciate these differences.

But the situation is fluid partly because the views of the councils differ. NERC and the MRC, for example, are said to be strongly in support of more open access.



Funders embargo policies

Last Updated: 19th January 2007

Name of Funding Agency	Country	Summary of archiving policy, as shown on their website
Research Councils UK	UK	Recommendation to Councils to request deposit
Arts and Humanities Research Council	UK	Position not yet issued
Biotechnology & Biological Sciences Research Council	UK	Mandatory at earliest opportunity
Council for the Central Laboratory of the Research Councils	UK	Strongly encourages at earliest opportunity
Engineering & Physical Sciences Research Council	UK	No specific advice but committed to principles
Economic & Social Research Council	UK	Mandatory at earliest opportunity
Medical Research Council	UK	Mandatory within 6 months
Natural Environment Research Council	UK	Mandatory at earliest opportunity
Particle Physics & Astronomy Research Council	UK	Mandatory at earliest opportunity
Wellcome Trust	UK	Mandatory within 6 months
National Institutes of Health	USA	Strongly encourages within 12 months
Deutsche Forschungsgemeinschaft (German Research Foundation)	Germany	Expectation within 12 months
CERN - European Organization for Nuclear Research	Switzerland	No specific advice but committed to principles

The new Australian guidelines

- **Australian Research Council – Aus\$570m**
 1. Public investment so findings need to be disseminated
 2. Acknowledges authors choice on where to publish and importance of peer review but wants to ensure widest possible dissemination
 3. Encourages deposit of data and publications in appropriate repository within 6 months
- **National Health and Medical Research Council – Aus\$467m**

Similar to ARC
- **CSIRO – Aus\$607m**

No policy but owns its own journal publishing house
- **University performance-based funding – Aus\$1214m**

Productivity Commission recent report pushing for research to be freely available

In the rest of Asia policies as far as I know are unformed.

In Japan the JSPS tried to tie funding for societies and their journals to open availability of content from those journals but the Japanese societies argued successfully that this was not a practical option.

JST one of the major Japanese funders, is providing free on line publishing through a service called JStage to societies, and because they yet have no mechanism to charge this content is therefore freely available. But there is criticism of the functionality of JS tage by some academics, the cost has been very high and the question asked is what will happen if funding by the Japanese government through JST is withdrawn or reduced – then who will pay for publication.

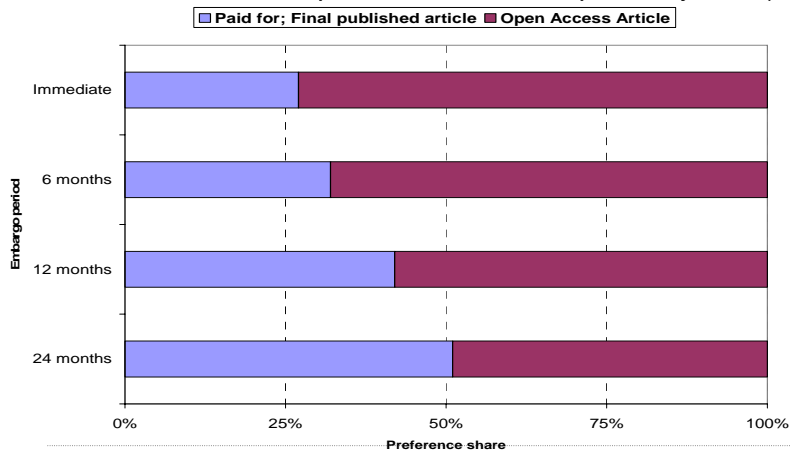
In other countries I expect the notions of open access are confused with the need of those countries to have access to the international research literature and their ability to pay over what they will demand of their own research funding organisations.

India has a lot of freely available journals but it is difficult to know who is funding publication. On the other hand growth in library acqusitron of online journals has been staggering.



PRC survey of 424 librarians on self-archiving

The share of preference for a paid-for-final-published article versus an OA article assuming 100% of content is available on archives (where 40% of articles are available by Open Access on publication, 43% as opposed to 27% of librarians' preference is for the paid for journal).



Now the librarians



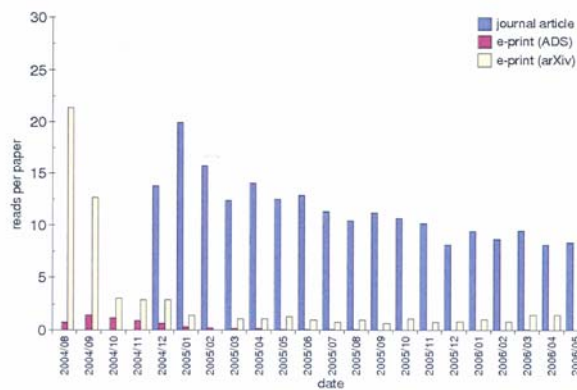
PRC survey of 424 librarians on self-archiving

- The majority of librarians will cancel if 100% of content is OA on publication and even with an embargo of 6 months
- Peer reviewed content is strongly preferred. Widely available pre-prints do not threaten subscriptions but the author's copy of the post peer review articles does
- How soon content is made available is a key determinant – delay in availability reduces the attractiveness of a product offering

Chris Beckett & Simon Inger. Self-archiving and Journal Subscriptions; Co-existence or Competition? An International Survey of Librarians' Preferences. Funded by Publishing Research Consortium. 2007

Now the librarians

It's in the stars - productive co-existence exists



Articles from four core astronomy journals Dec 2004, published 4 months after the arXiv e-print. Reads per paper from Aug 2004 to Jun 2006



Societies and editors

- Wiley Blackwell publishes 102 journals in the Asian region – mostly for societies

Australia	37 journals
Japan	40 journals
Pan Asia	12 journals
China	10 journals
Korea	2 journals
Singapore	1 journals
Medicine	39 journals
Social science	30 journals
Life science	20 journals
Health	11 journals
Physical science	2 journals

- **Editors**

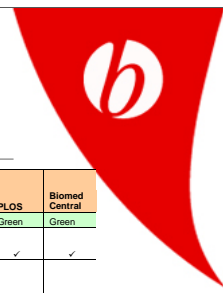
aspire for reputation

- **Societies**

aspire for reputation

but want service, reduced cost and increasing revenue

A quick note on Societies



Publishers embrace open access

	Blackwell Publishing	Wiley	CUP	Elsevier	Lippincott Williams & Wilkins	Nature Publishing Group	OUP	Sage	Springer	Taylor & Francis	American Institute of Physics	PLOS	Biomed Central
Sherpa status	Yellow	Green	Green	Green	White	Yellow	Yellow	Green	Green	Yellow	Green	Green	Green
Author can archive pre-print (ie. pre-refereeing)	✓	✓	✓	✓	x	✓	✓	✓	✓	✓	✓	✓	✓
Author can archive post-print (ie. final draft post-refereeing)	✓	✓	✓	✓	x	✓	✓	✓	✓	✓	✓	✓	✓
Embargo applied to post-print archiving?	Embargo varies by journal – 6-12 months (or more)	x	12 month embargo	Does not include Cell Press. 12 month embargo for NIH.	x	6 month embargo	12 month embargo on STM, 24 months on arts and hum.	x	x	12 month embargo on STM, 18 month on HSS	x	x	x
Publisher version can be used?	x but OK for Online Open	x	✓	x	x	x	x but OK for Oxford Open	x	x possibly OK for Open Choice?	x	✓	✓	✓
Has deal with Wellcome?	✓	x	x	✓	x	✓	✓	x	✓	x	x		
Submits articles to PMC on behalf of the author?	For Online Open articles only	✓	x	Submits for Wellcome. Also testing service to submit to PMC for NIH authors	x	x	For Oxford Open articles only	x	Possibly for Open Choice articles - not specified	Where appropriate, facilitate deposit on behalf of authors into PMC.	x		
Publisher explicitly retains commercial rights	✓	✓	x	✓		x	✓		✓	✓	✓	x	x
Is CAF or ELF the norm?	ELF	CAF		CAF	CAF	ELF	ELF		CAF	CAF	CAF	ELF	
Offers author-pays option?	Online Open	Funded access	Cambridge Open	Sponsored articles	x	For one journal	Oxford Open	Sage Open	Open Choice	xOpen Access	Author Select	All journals	All journals
\$ Price of author-pays	\$2600	\$3000	\$2700	\$3000		\$3000	\$2800	\$3000	\$3000	\$3100	\$2000	Prices range from \$1250 to \$2500	Majority priced at \$1470

And finally publishers. Almost all the major scholarly publishers have embraced open access with a range of service names providing much the same thing – authors pay for publication after acceptance and peer review and the article is made available open access to all readers.



Publishers open access policies

13 Publishers

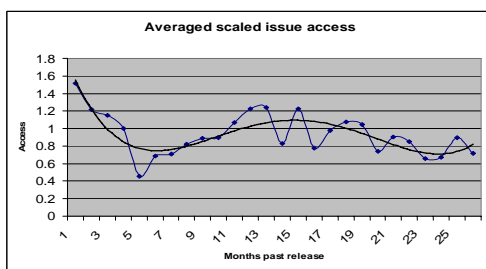
- 12 have OA option for authors - range \$1,470-3,100/article
- 5 have deal with Wellcome Trust
- 12 - authors can archive pre-print and post-print (post peer review)
- 6 have embargoes of 6-18 months on post-prints
- 4 agree to publisher version for post-print archiving
- 7 retain commercial rights over article
- 2 submit article to PubMed Central on behalf of authors

220 Publishers

- 88 - authors can archive pre-print and post-print – 40%
- 21 - authors can archive pre-print – 10%
- 58 - authors can archive post-print – 26%
- 53 - archiving not supported – 23%
- 76% encourage some sort of archiving

Physicists have a different model allowing free access on publication but after a period then closed to subscribers. Institute of Physics for 1 month and the Institute for Pure and Applied Physics in Japan 3 months

Patterns of downloading articles after publication

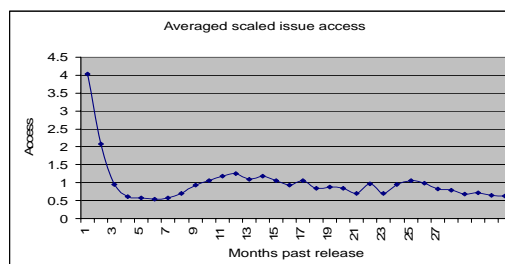


PHIN

(A philosophy journal)

TRA

(A molecular journal)



22

Fiesole April 2007

An issue for publishers is the variation in demand for an article after publication varies by subject. In molecular biology downloads tend to fall off after 6 months whilst in the HSS downloads can remain fairly steady for two years or more.

Leading to the need for tailored solutions, not blanket rules.



Publishers' Response to EC 2007

Position

- Deposit mandates are unacceptable unless appropriately funded
- Solutions should be tailored to disciplines and journal characteristics
- Experiments subject to commitment from EC to await outcomes

Three stages

One – primary research outputs

Outcome of funded research with no publisher investment. Public right to access ends at this point

Two – accepted author version

Outcome of peer review applied to stage one. Significant publisher investment

Three- final published version

Version of record in citable form. Full publisher investment.

Open access



“Tax payers have the right to access research they have already paid for. Indeed they do. They can look at exactly what they have paid for – which is research up to the stage of pre-prints. They have not, however, paid for peer-review, copy editing, composition or any other value that a publisher adds.”

Peter Banks (26/1/07)

I would say a publisher and in many cases a learned society adds.



Question?

When (if) the tipping point comes where the majority of the cost of publication is provided by the research funders and the libraries and researchers have open access to the research articles, will the national library budgets for journal collections have been passed over to the national funding agencies to pay for open access?

Mark Robertson (13/04/07)

Thank you

But finally I have a question...