Open Access Myths: Busted! *

*Jane Morris, Boston College Libraries Newsletter. Spring 2011

Pierre JT de Villiers
MD: AOSIS OpenJournals
African Online Scientific Information Systems (AOSIS)
Est. 1999

- Continuing Professional Development (eCPD)
- E-Learning (Moodle Partner South Africa)
- Scholarly Publishing (Open Access)
The Drivers of Open Access
John Willinsky (PKP founder)

“A commitment to the value and quality of research carries with it the responsibility to extend the circulation of such work as far as possible and ideally to all who are interested in it and all who might profit by it.” (The Access Principle:...2005)
Hyperinflation: The serials crises

World flatteners

(T Friedman)

The internet
Creative software
Open source software
Search engines
Outsourcing
# Internet Usage

<table>
<thead>
<tr>
<th></th>
<th>Users</th>
<th>% Pop</th>
<th>Growth % 2000-2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>111 m</td>
<td>11</td>
<td>2,357</td>
</tr>
<tr>
<td>Rest of World</td>
<td>1,855 m</td>
<td>32</td>
<td>420</td>
</tr>
</tbody>
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If I want to publish open access I have to submit my article to an open access journal
What is Open Access?

Open-access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions.

What makes it possible is the internet and the consent of the author or copyright-holder.

Peter Suber
Two OA routes

• **Golden route**
  - publication in an open access journal

• **Green route**
  - Deposition in a digital public archive, such as an institutional archive (e.g. UPSpace)
95% Journals allows self archiving
10,000 surveyed
Open access is a subversive movement that will ultimately undermine our copyright system
Copyright ©

- Author owns IP and ©
- Author retains © until given away to publisher
- Author can retain full ©, license publisher to publish (AOSIS)
- Or retain the right to “self-archiving” (ask)
You are free:

- to Share — to copy, distribute and transmit the work
- to Remix — to adapt the work

Under the following conditions:

Attribution — You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).

With the understanding that:

Waiver — Any of the above conditions can be waived if you get permission from the copyright holder.
“Gratis” OA
(Suber)

• No price barrier (Free beer)
• Permission/Re-use barrier (not free as in speech)
  ▫ Fair use allowed
  ▫ Restrictions in use may apply
“Libre” OA
(Suber)

- No price barrier
- No Permission/re-use barriers

“free beer and free speech”
Open access will destroy the scholarly publishing system and cause journals to fail
Current situation (OA)

• International estimates: 3-14% (Gold)
• African Journals Online (AJOL) 2010 : 26%
• Directory of Open Access Journals: 2011 (DOAJ) - RSA 37 (12%)
OA per discipline - 2009
Bo-Christer Björk et al, PloS One, June 2010
OA sustainability

- TA publishers: 25 – 35% net profit
- OA publishers: Profitable/ surplus
  - BioMed Central
  - Hindawi
  - Medknow
  - Optics Express
  - PLoS ONE
New funding models

- **Time limited embargo** (most publishing costs recouped in first year)
- **Hybrid journals**: author pay to make article OA: $1,500 - $2,500)
- **True OA journals**: Free, or Author side publication fees
- **Grant-funders willing to pay** Author side publication fees
- **Universities: Funds** for Author side publication fees
Author-side publication fees

- 73% of OA = R 0.00
- In RSA: R1,500 - R6,500 per article
- International: Up to R20,000
- Mostly paid by employer, funder
- In RSA supported by DOE subsidy
Open Access is publishing without any costs involved
Costs to produce a journal (Same for TA & OA)

- Peer review
- Copyediting (single largest cost)
- DTP, XML markup, PDF galleys
- Proofreading
- Document workflow administration
- IT: System support, storing, archiving
- Marketing
- Printing, handling, postage, insurance (30%)
Hidden costs of in-house journals

Admin assistant:
Manuscript admin
Copyediting
Proofreading

Office:
Office space, telephone & office costs
Open access journals are not peer-reviewed and are of low quality
Five OA journals had the highest IF’s in their fields (2008)

- PLoS Neglected Tropical Diseases
  - Tropical Medicine (out of 15)
- PLoS Pathogens
  - Parasitology (out of 25)
- PLoS Computational Biology
  - Mathematical & Computational Biology (out of 28)
- PLoS Biology
  - Biology (out of 71)
- Journal of Medical Internet Research
  - Medical Informatics (out of 20)

Source: Thompson Reuters
Production Flow

1. Manuscript uploaded on system
2. Peer review (2 reviewers)
3. Copyediting (3 steps)
4. Layout editing
5. Proofreading (3 steps)
6. Publication (immediate)
Submitted Compared to Published Articles

PLoS Progress Report, June 2009
Publishing my work open access is a nice, altruistic thing to do, but there is nothing in it for me.
Being found, being cited!

The Delphi technique in health sciences education research
MR De Villiers, PJT De Villiers... - Medical teacher, 2005 - informahealthcare.com
The Delphi technique is a method of collecting opinion on a particular research question. It is based on the premise that pooled intelligence enhances individual judgement and captures the collective opinion of a group of experts without being physically assembled. The ...
Cited by 56 - Related articles - BL Direct - All 6 versions

The current status and future needs of education and training in family medici
South Africa
PJT De Villiers... - Medical education, 1999 - Wiley Online Library
South Africa is undergoing tremendous political and social change affecting every sphere of society, including medical education and the delivery of health services. The legacy of its history created a health system that in some respects can be compared to the best in the world, ...
Cited by 15 - Related articles - BL Direct - All 5 versions

OA cited 40-250% more
SAJIP - readership (5/10 - 5/11)

31,144 visits came from 3,091 cities
Able to be read, free!
Scientific papers - 2001
Thank you!