



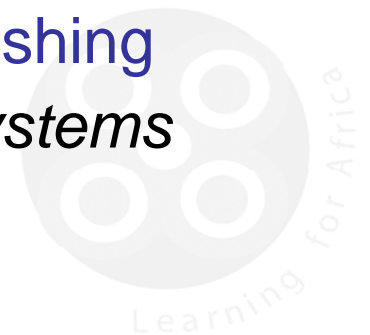
OpenJournals
Publishing

Open Access Publishing Demystified



Pierre JT de Villiers

Managing director: [OpenJournals Publishing](#)
African Online Scientific Information Systems
(AOSIS)

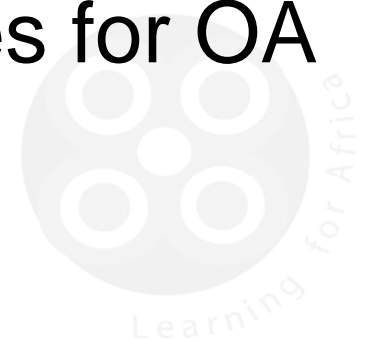




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Outline

- What is open access (OA)?
- Why OA, and what is wrong with toll access?
- Is OA good or bad?
- Who pays for the beer in OA?
- Is OA actually happening in SA?
- What are the main challenges for OA in RSA?





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What is open access?

- **Free, immediate access to content**
- **Deposition in a digital public archive**
- **Unrestricted reuse**



[Bethesda definition, 2003](#)





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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**)





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“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





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“Libre” OA

(Suber)

- No price barrier
- No Permission/re-use barriers
- **Creative Commons license**
(2010 UP focus)



“free beer and free speech”



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What is wrong with
toll access (TA)?





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TA has become too expensive

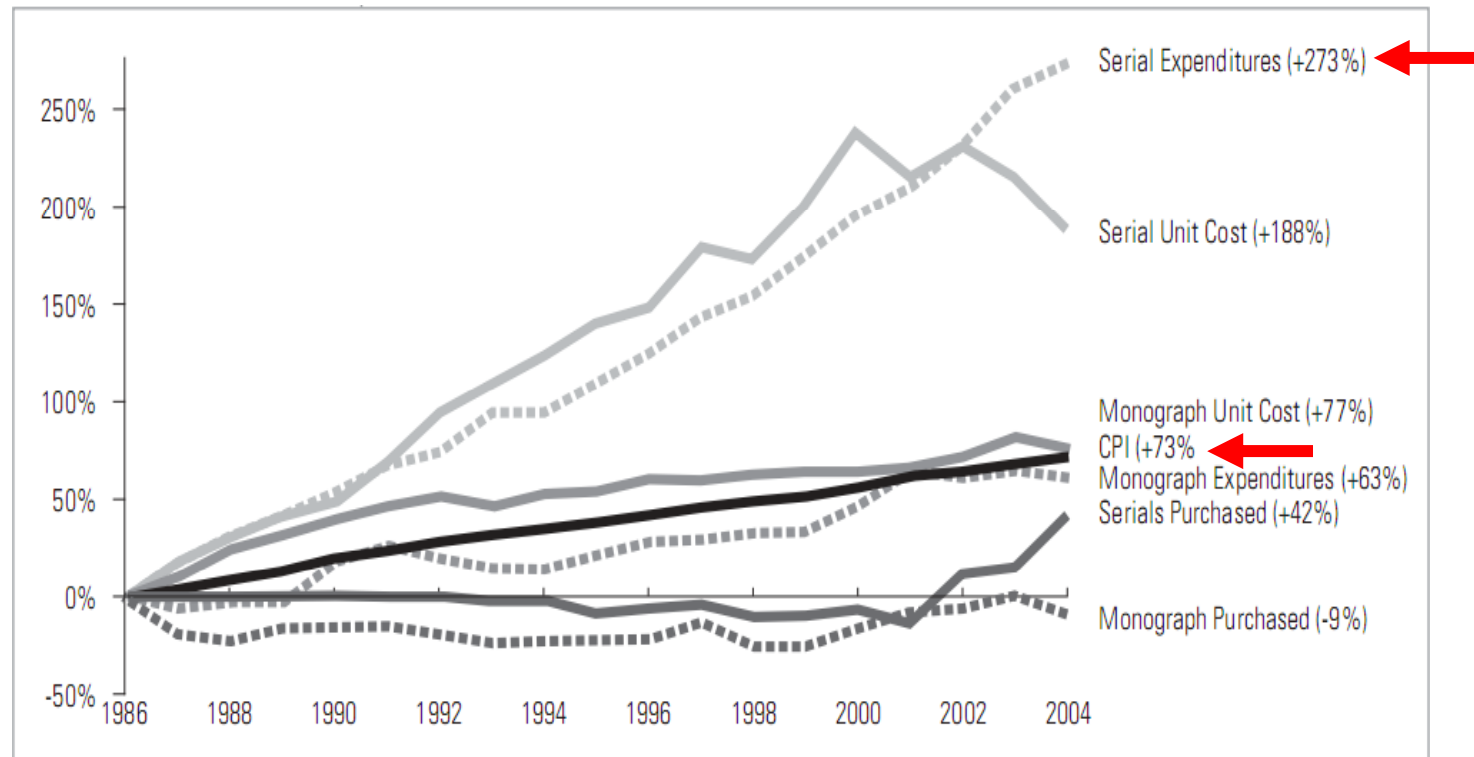
- **Hyperinflation** in subscription costs – 185% vs 68% CPI (USA 1986-2004)
- Shrinking library **budgets**
- In developing world – **currency** weakening
- **Bundling of titles** by large publishers – pushing out lesser titles of independent publishers





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The serials crises



Report on a Strategic Approach to Research Publishing
in South Africa. Academy of Science of SA, 2006
ARL statistics





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Libraries brace for big cuts

Continent/Country	Average No. of Titles 2005–2009	Average Cost Per Title 2005	Average Cost Per Title 2006	% of Change '05–'06	Average Cost Per Title 2007	% of Change '06–'07	Average Cost Per Title 2008	% of Change '07–'08	Average Cost Per Title 2009
Average for all North America	2,669	673	733	9	801	9	866	8	932
Average for all Europe	3,325	1,228	1,311	7	1,417	8	1,527	8	1,636
Average for all Asia	165	417	446	7	465	4	494	6	563
AUSTRALIA AND NEW ZEALAND	97	407	442	9	491	11	540	10	578
SOUTH AMERICA	39	78	83	6	91	11	96	5	99
AFRICA	23	120	130	8	129	0	172	33	199

In the face of the downturn, libraries and publishers brace for big cuts
By Lee C. Van Orsdel & Kathleen Born -- Library Journal, 4/15/2009





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Distorted market

“The existence of a healthy free market has the prerequisite that ‘he who pays the piper calls the tune.’

In scholarly publishing this has never been the case.

Authors control the journals (by their choice of where to submit their work) and it is there for their benefit; but libraries (*institutions*) pay the bills.”

Fytton Rowland

Posting to the American Scientist Open Access Forum





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Give away free, pay to read it

An extraordinary feature of print research is that researchers provide the output of their work (including copyright) to publishers at no cost, participate in the review process without payment, **and pay – usually via an institutional library**, for the right to read about it.....

Page-Ship & Hammes





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“colonization of knowledge.”

“Many African journals are published on other continents and sold back to African universities at high cost.”





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Open access good or bad?

Quality?





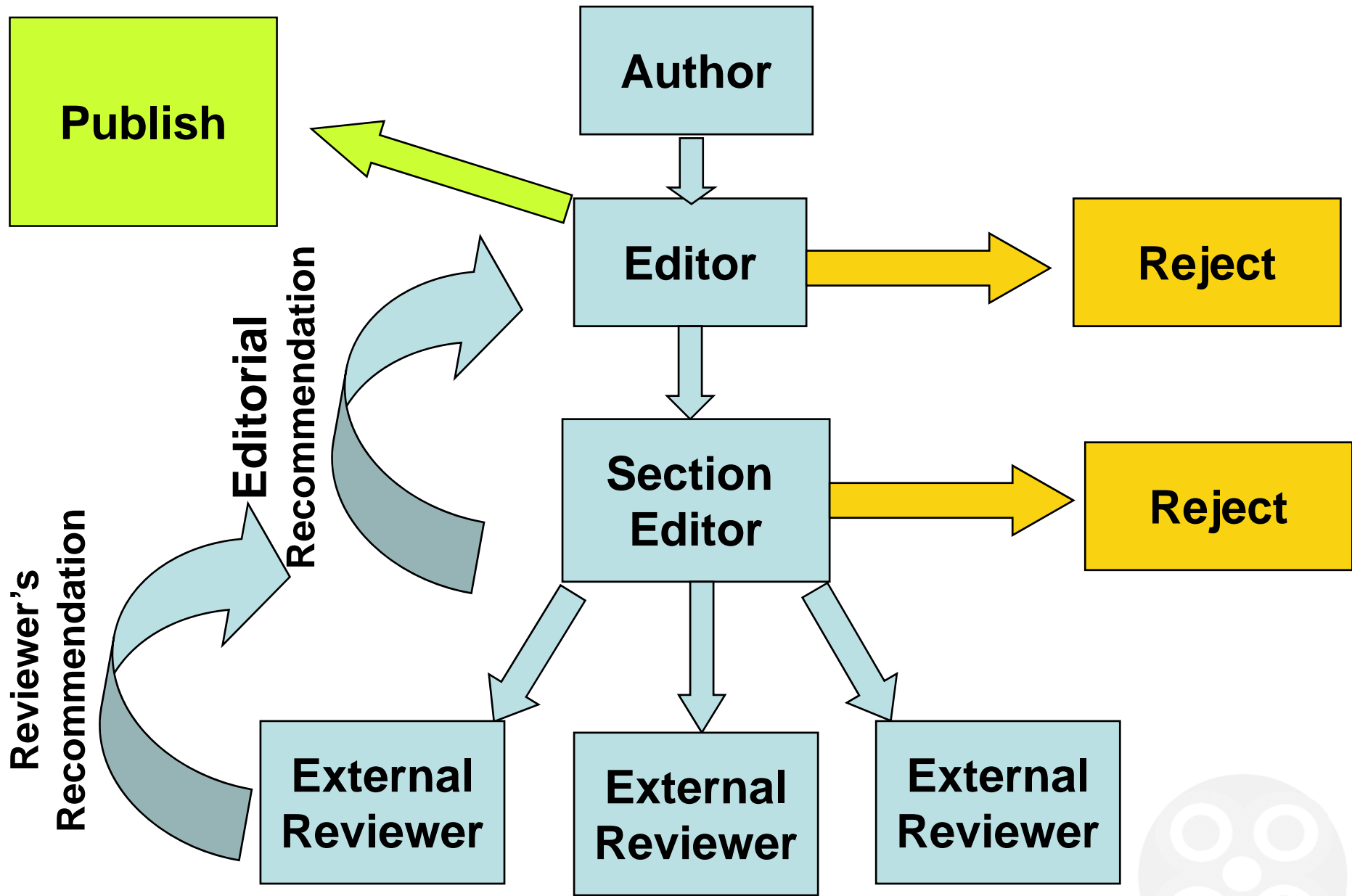
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Five OA journals had the highest IF's in their fields (2008)

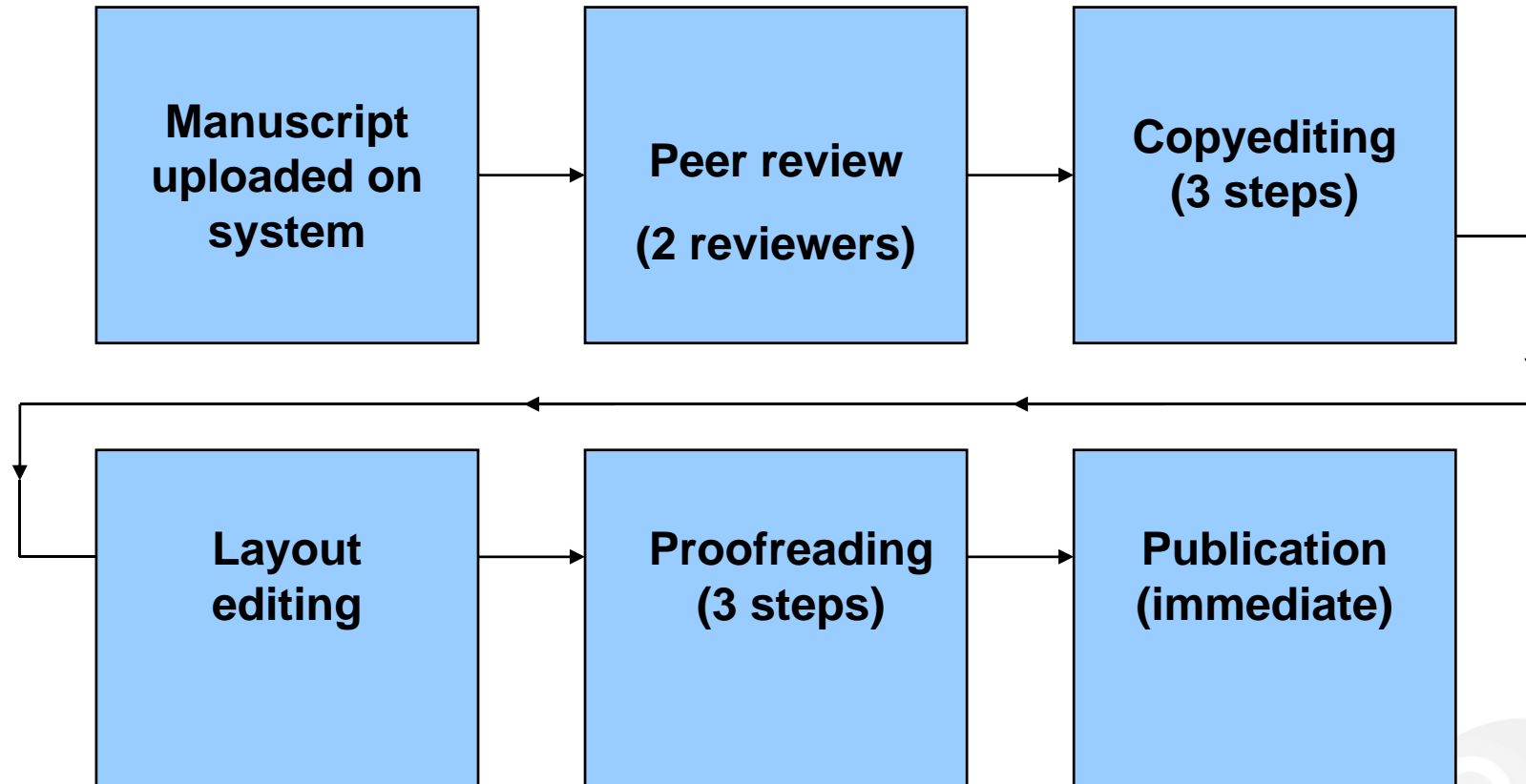
- PLoS Neglected Tropical Diseases
 - Tropical Medicine (out of 15)
- PLoS Pathogens
 - Parasitology (out of 25)
- PLoS Computational Biology
 - Mathematical & Computational Biology (out of 28)
- PLoS Biology
 - Biology (out of 71)
- Journal of Medical Internet Research
 - Medical Informatics (out of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



Source: Thompson Reuters



OJP Production Flow





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Submitted Compared to Published Articles



PLoS Progress Report, June 2009





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Journal Impact Factors

*“IFs measure journal citation impact, not article impact, not author impact, not journal quality, not article quality, and not author quality, but they seemed to provide **a reasonable surrogate for a quality measurement in a world desperate for a reasonable surrogate**”*

Peter Suber





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Journal Impact Factors - problems

- Self citation & reciprocal citation
- Editors pressure journal citation
- Review articles boost IF
- Articles can be cited for their weakness!
- IF's computed for a minority in ISI
- Northern bias
- Discriminate against new journals (2yrs)





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Alternative quality measures

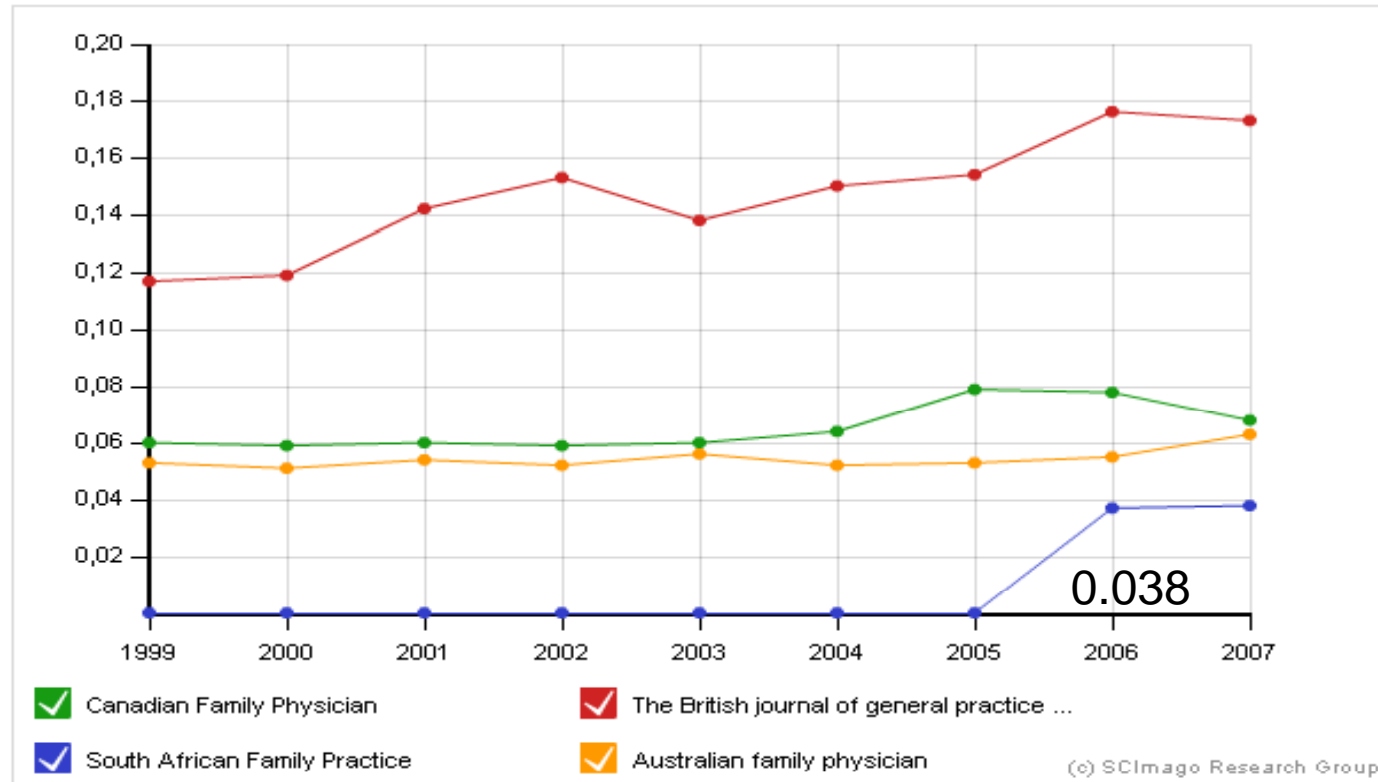
1. Age-weighted citation rate (Bihui Jin)
2. Batting Average (Jon Kleinberg et al.)
3. Distributed Open Access Reference Citation project (University of Oldenburg)
4. Eigenfactor (Carl Bergstrom)
5. g-index (Leo Egghe)
6. h-index (J.E. Hirsch)
 - Contemporary h-index (Antonis Sidiropoulos et al.)
 - Individual h-index (Pablo D. Batista et al.)
7. Journal Influence Index and the Paper Influence Index (Center for Journal Ranking)
8. MeSUR (MEtrics from Scholarly Usage of Resources) (LANL)
9. SCImago Journal Rank and SJR Indicator (University of Granada)
10. Strike Rate Index (William Barendse)
11. Usage Factor (UKSG)
12. Web Impact Factor (Peter Ingwersen)
13. y-factor (Herbert van de Sompel et al.)





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SA Family Practice (SJR)



SCImago. (2007). SJR — SCImago Journal & Country Rank.

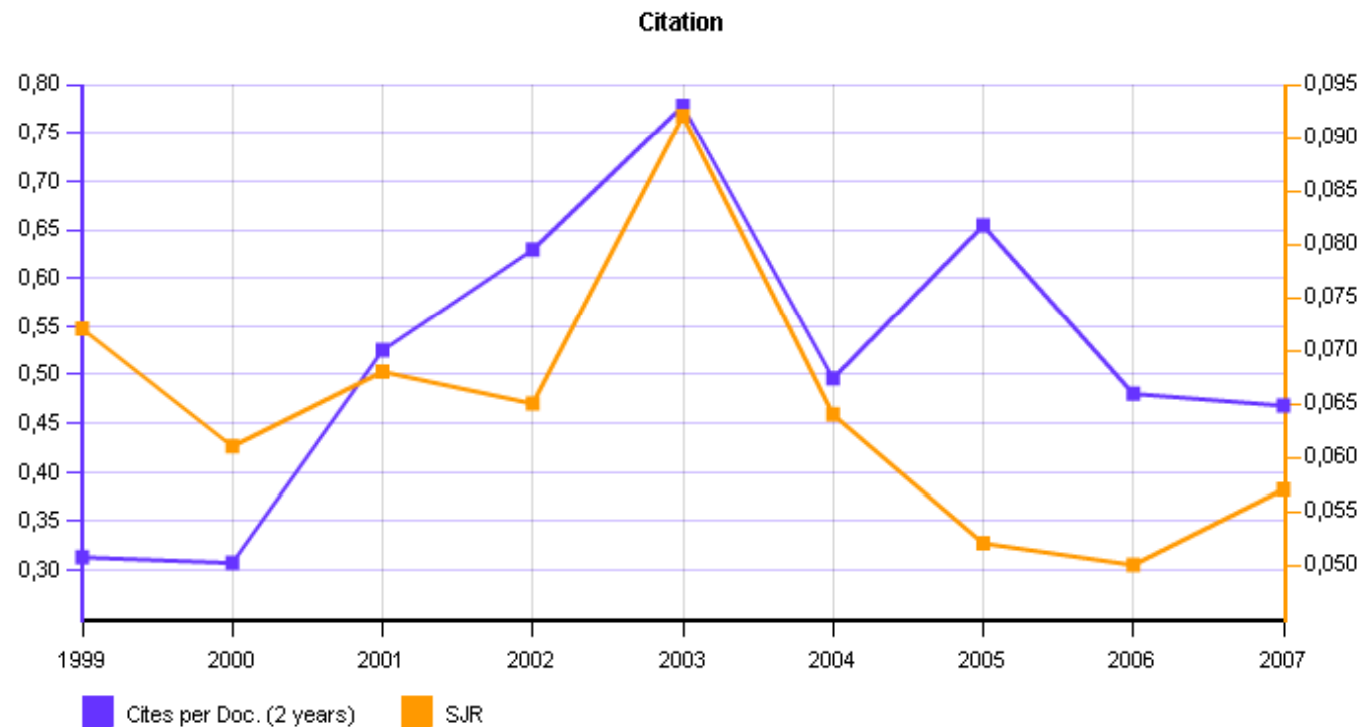
Retrieved August 24, 2008, from <http://www.scimagojr.com>





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SA Journal of Science (SJR)



SCImago. (2007). SJR — SCImago Journal & Country Rank.

Retrieved October 2009, from <http://www.scimagojr.com>





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Other quality issues

- OA journals reach a **larger audience** than even the most popular TA journals.
- OA articles are **cited 40-250% more often** than TA articles





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Who pays the
beer?

Sustainability?





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OA sustainability

- **TA publishers:** 25 – 35% profit
- **OA publishers:** Profitable/ surplus
 - BioMed Central
 - Hindawi
 - Medknow
 - Optics Express
 - PLoS ONE
 - AOSIS/ OpenJournals Publishing



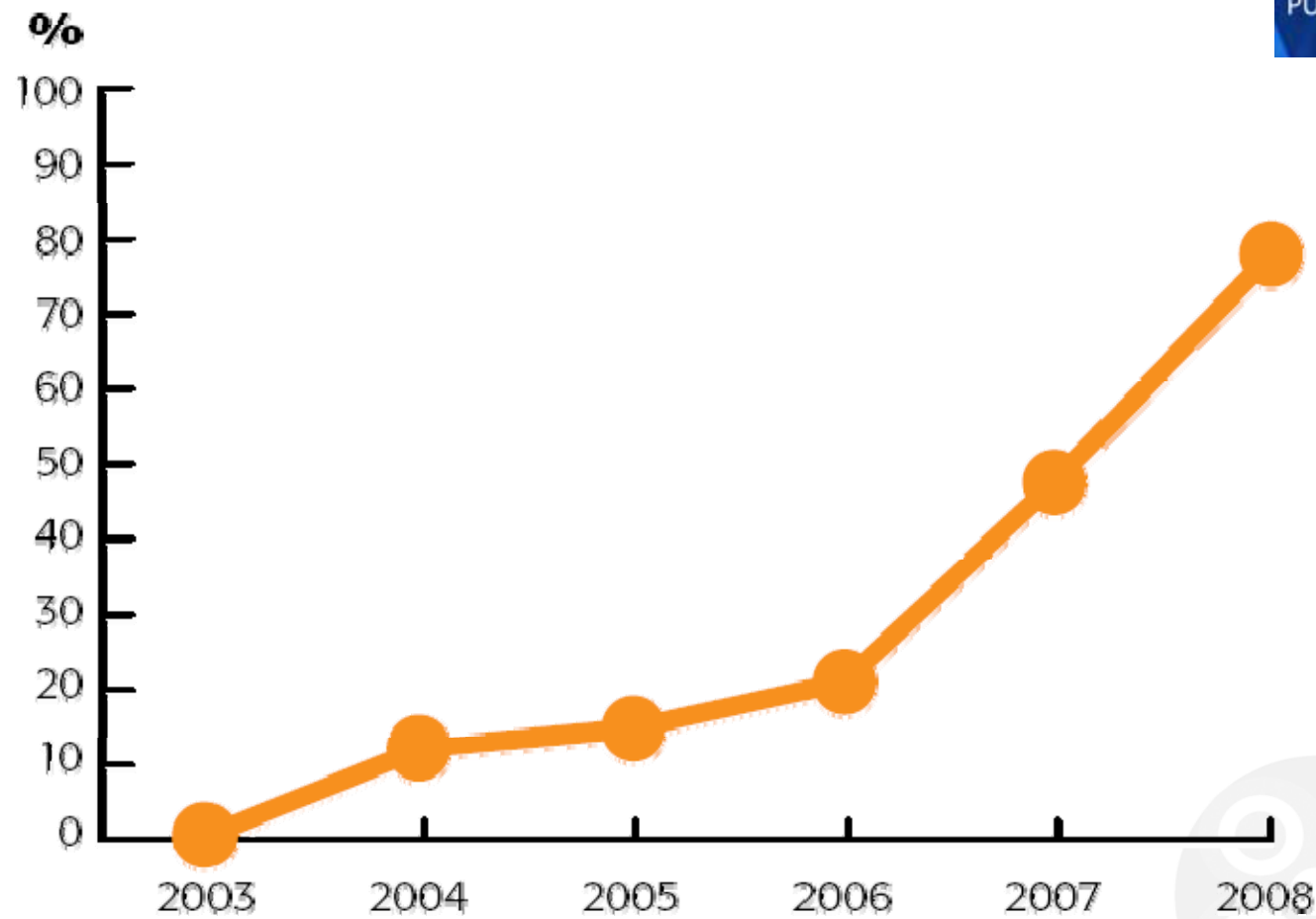
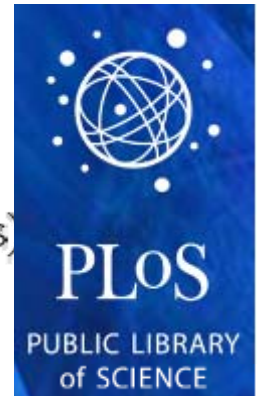


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Operating Expense Coverage

(% of operating expense covered by operating revenues)



PLOS Progress Report, June 2009





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Costs to produce a journal (Toll & OA)

- Intellectual contribution (free)
- Peer review
 - Reviewers (free)
 - Administration (Publisher staff)
- Editorial decisions
 - Editors: free, employer, paid
- Copyediting (single largest cost)
- DTP, XML markup, PDF galleys
- Proofreading
- Document workflow administration
- IT: System support, storing, archiving
- Marketing
- **Printing**, handling, postage, insurance (30%)





OpenJournals
Publishing

Business model - OA

- Production cost (first copy) - fixed
- Plus: Publisher management fee (fixed)
- **Production cost per article**
- Minus: subsidy (society, title owner)
- **Article processing fee per article** (Author fees, page fees)
- **Subsistence level** – cover costs
- Print on demand: Full costs





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Publishing

Article processing 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**
- OA journals also on DOE list





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Business model - TA

- Production cost (first copy) – fixed
- Printing & distribution cost – per copy (more is cheaper)
- Minimum no of copies/subscribers to cover fixed cost
- Everything sold above that = profit
- Subscription fees sold determines profit
- Double dipping: charge article processing fees





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Is OA happening
in RSA?





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Current situation (OA)

- **African Journals Online (AJOL)**
 - 360 Peer reviewed journals in Africa
- **Directory of Open Access Journals (DOAJ)**
 - 4366 journals → 54 African
 - Nigeria (19), RSA (14)
- **SABINET (RSA): 44/264 (17%)**
- **Own research 2009: RSA 59/253 (23%)**





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Open Access titles published by **OpenJournals Publishing** (6)

- ❖ Koedoe - African Protected Area Conservation and Science
- ❖ South African Journal of Industrial Psychology
- ❖ South African Journal of Human Resource Management
- ❖ Health SA Gesondheid
- ❖ African Journal of Primary Health Care and Family Medicine
- ❖ HTS Teologiese Studies/Theological Studies

Member of
CASPA





OpenJournals
Publishing

Open Access titles supported by OpenJournals Publishing (12)

OJS hosting & support



MEDPHARM
PUBLICATIONS

- ❖ South African Family Practice Journal
- ❖ South African Journal of Clinical Nutrition
- ❖ South African Journal of Anaesthesia and Analgesia
- ❖ Professional Nursing Today
- ❖ South African Pharmaceutical Journal
- ❖ South African Pharmacists Assistant
- ❖ South African Radiographer
- ❖ African Safety Promotion: A Journal of Injury and Violence Prevention
- ❖ Southern African Journal of Epidemiology and Infection
- ❖ Journal of Endocrinology, Metabolism and Diabetes of South Africa
- ❖ Wound Healing of Southern Africa
- ❖ Southern African Journal of Gynaecological Oncology



OpenJournals
Publishing

Open Access titles assisted by OpenJournals Publishing (13)



SOUTH AFRICAN MEDICAL JOURNAL



CME : YOUR SA JOURNAL OF CPD



SOUTH AFRICAN JOURNAL OF BIOETHICS AND LAW



SOUTH AFRICAN JOURNAL OF CHILD HEALTH



SOUTH AFRICAN JOURNAL OF PSYCHIATRY



SOUTH AFRICAN JOURNAL OF OBSTETRICS AND GYNAECOLOGY



SOUTH AFRICAN JOURNAL OF RADIOLOGY



SOUTH AFRICAN JOURNAL OF SPORTS MEDICINE



SOUTH AFRICAN JOURNAL OF SURGERY



SOUTHERN AFRICAN JOURNAL OF CRITICAL CARE



SOUTHERN AFRICAN JOURNAL OF HIV MEDICINE



AFRICAN JOURNAL OF HEALTH PROFESSIONS EDUCATION



SAHARA - JOURNAL OF SOCIAL ASPECTS OF HIV/AIDS RESEARCH ALLIANCE





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Open Access titles published by OpenJournals Publishing

New title: 2009

Academic journal of the Centre for Ministerial Development

Verbum et Ecclesia



Open access at www.ve.org.za





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Open Access titles published by
OpenJournals Publishing

New title: 2010

South African Journal
of Information Management





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Open Access titles published by
OpenJournals Publishing

New title: 2010

SOUTH AFRICAN **Journal of
Science**





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Publishing

OA Initiative (RSA)



Applying scientific
thinking in the
service of society

- Open access publishing platform
- Quality journals (auditing)
- Measuring impact





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www.scielo.org.za



Library Collection

Alphabetic list - 7 serials listed

- [Hervormde Teologiese Studies](#) - 5 issues
- [Koedoe](#) - 2 issues
- [PER: Potchefstroomse Elektroniese Regsblad](#) - 4 issues
- [SAMJ: South African Medical Journal](#) - 3 issues
- [South African Journal of Education](#) - 7 issues
- [South African Journal of Science](#) - 13 issues
- [Water SA \(Online\)](#) - 6 issues





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Challenges for OA journals

“Measuring up”

- Universities use prestige & impact for reward (surrogate for quality)
- Most high-prestige journals are TA and have good IF's
- Most OA journals are new (no, low IF)
- Quality v/s prestige
- **Shortcut – covert prestigious TA to OA**





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Prestige

Prestige is the flywheel preserving the present system long into the era when it might have been superseded by a superior alternative. Or viewed from the other side, it's the flywheel **delaying progress.**

Peter Suber





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Supporting research, not business models

“The institutions that pay for journal subscriptions aren't trying to support the TA business model; they're trying to support research. They won't follow the business model; they'll follow the authors.”

Peter Suber





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Who is in the driving seat?

*"I think you will quickly discover that journals (even the arrogant ones) need **authors** more than authors need them."*

Richard Smith





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Other Challenges

- Ability to pay “**article processing fees**”
 - Limited research funding
 - Poor institutional support
- **Opening up content** with unrestricted licenses (CC – BY) <10%
- **Converting small TA journals** to OA (hidden costs)





OpenJournals
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“moving mountains in Africa”

www.openjournals.net





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Thank you!



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