Strategies Towards

Open Access

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The Issue

• Internet provides new opportunity to bring information to a broader audience at virtually no marginal cost.

• Too often, the research results (either publicly or privately funded) is simply not widely available to the community of potential users.

**Result:** Call for new framework designed to eliminate access barriers to allow research results to be more easily accessed and used.
What is Open Access?

• **Open Access** is the *immediate, free* availability on the Internet of the research results that scholars traditionally produce without payment.

• It is a *vision* of scholarly communication where:
  – user toll barriers to research access are eliminated
  – potential usage is maximized
  – the value of research is more fully realized

• It is an *access* model, not a *business* model
Open Access Strategies

Strategy 1. Open-access journals

www.doaj.org
## Revenue Streams to Support Open Access

### SELF GENERATED INCOME

**INPUT FEES**
- Author submission charges
- Article processing fees
- Off-print sales

**AFFINITY RELATIONSHIPS**
- Advertising Sponsorships
- Co-hosting of conferences and exhibits

**ALTERNATIVE DISTRIBUTORS**
- Convenience-format licenses or distributor format fee

**RELATED PRODUCTS AND SERVICES**
- Journal publication in off-line media

### VALUE-ADDED FEE-BASED SERVICES

**ELECTRONIC MARKETPLACE**
- Contextual E-commerce
- Community Marketplace

### INTERNAL AND EXTERNAL SUBSIDIES

**INTERNAL SUBSIDIES**
- Dues Surcharge

**GRANTS AND CONTRIBUTIONS**
- Foundation Grants
- Institutional Grants and Subsidies
- Government Grants
- Gifts and Fundraising
- Voluntary Contributors
- In-kind Contributions
Strategy 2. Open Access Archives
- publicly available digital repositories, exist alongside traditional publishing venues.

QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.
Open Access Strategies

Strategy 3: Managing Copyright - educating authors on desired current and future of their research, to enable them to ensure maximum distribution and use of scholarly output.
Enabling Access and Use

As a scholar, you may want to:

• Include sections of your article in later works
• Give copies to your class
• Distribute copies among colleagues - share work as freely as possible
• Place it on your personal Web page
• Post work on an institutional Website or repository
• Post work on a Federal repository, such as the NIH’s PubMed Central
Open Access Strategies

Strategy 4: Advocacy - Working to encourage policy makers (at the local, institutional, national and international) level to adopt policies that enable open access to publicly funded research results.
“Governments would boost innovation and get a better return on their investment in publicly funded research by making research findings more widely available.... And by doing so, they would maximize social returns on public investments.”

-- International Organization for Economic Cooperation and Development, Report on scientific publishing, 2005
Common Goals of Public Access Policies

**ACCESS** - Provide fast, free electronic access to federally-funded research publications.

**ARCHIVE** - Provide permanent archive of vital federally-funded research results.

**ADVANCE SCIENCE** - Create new information resource for scientists to use in innovative ways.

**ACCOUNTABILITY** - Allow federal agencies to manage research portfolios more effectively and transparently.
Public Access Policies

• Funders invest in research with the expectation that it will result in improvements to the public good.
  • spur the advancement scientific discovery
  • lead to greater innovation
  • provide economic stimulus

• They recognize that dissemination is an essential component of the research process.

• Research is cumulative - science advances only through **sharing** of results. Only through **use** of research findings that the **value** of their investment in research is maximized.
Selected Proposed Policies

- The European Commission
- Research Councils United Kingdom
- Australian Research Council
- Research Foundation Flanders (Belgium)
- Canadian Institute of Health Research
- Chinese Academy of Sciences
- Ukrainian Parliament
- South African Academy of Sciences
- German Research Fund (DFG)
- CNRS, France
- U.S. National Institutes of Health
- U.S Federal Research Public Access Act
What Actions Can You Take?

- Educate colleagues about open access journals
- Educate administration about need for support for open access journals
- Encourage establishment, population and use of open access repositories
- Encourage establishment of policies ensuring open access to repository materials.
What Actions Can You Take?

• Educate faculty on their copyrights.
• Encourage use of the SPARC Author Addendum
• Talk to administrators about national public access policies.
• Contact national policymakers and educate them on public access policies.
Why A Focus on Open Access?

“Open access serves scholarly communication by: facilitating text-mining; data and literature integration; construction of large-scale knowledge structures; and creation of co-laboratories that integrate the scholarly literature directly into knowledge creation and analysis environments...

It also honors our commitments to the democratization of teaching, learning, scholarship, and access to knowledge throughout our society and globally.”

- Clifford Lynch, CNI, Closing comments, ARL/CNI/SPARC Public Access Forum, October 20, 2006
Selected Resources for Additional Information

- [www.arl.org/sparc](http://www.arl.org/sparc)
- [www.taxpayeraccess.org](http://www.taxpayeraccess.org)
- [www.arl.org/sparc/author](http://www.arl.org/sparc/author)
- [www.arl.org/sparc/meetings/ala06mw/index.html](http://www.arl.org/sparc/meetings/ala06mw/index.html)
- [www.sciencecommons.org](http://www.sciencecommons.org)
- [www.dfg.de/lis/openaccess/](http://www.dfg.de/lis/openaccess/)
- [www.cihr-irsc.gc.ca/e/32005.html](http://www.cihr-irsc.gc.ca/e/32005.html)
- [www.rcuk.ac.uk/access/default.htm](http://www.rcuk.ac.uk/access/default.htm)
- [publicaccess.nih.gov/](http://publicaccess.nih.gov/)