



Strategies for Open Access

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Truro, UK

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Categories for strategies

- OAJs
- IRs
- Policies
- Societies
- Institutions / funders (including the EU)



PHILOSOPHICAL
TRANSACTIONS:
GIVING SOME
ACCOMPT
OF THE PRESENT
Undertakings, Studies, and Labours
OF THE
INGENIOUS
IN MANY
CONSIDERABLE PARTS
OF THE
WORLD.

Vol. I.

For *Anno* 1665, and 1666.

In the *SAVOY*,
Printed by T. N. for *John Martyn* at the Bell, a little with-
out *Temple-Bar*, and *James Allestry* in *Duck-Lane*,
Printers to the *Royal Society*,

(1)

Numb. 1.

PHILOSOPHICAL TRANSACTIONS.

Munday, March 6. 1662.

The Contents.

An Introduction to this Treat. An Account of the Improvement of Optick Glasses at Rome. Of the Observation made in England, of a Spot in one of the Belts of the Planet Jupiter. Of the motion of the late Comet predicted. The Heads of many New Observations and Experiments, in order to an Experimental History of Cold; together with some Thermometrical Discourses and Experiments. A Relation of a very odd Monstrous Calf. Of a peculiar Lead-Ore in Germany, very useful for Essays. Of an Hungarian Bolus, of the same effect with the Bolus Armenus. Of the New American Whale-fishing about the Bermudas. A Narrative concerning the success of the Pendulum-watches at Sea for the Longitudes; and the Grant of a Patent thereupon. A Catalogue of the Philosophical Books published by Monsieur de Fermat, Counsellor at Tholouse, lately dead.

(10)

An Account of a very odd Monstrous Calf.

By the same Noble person was lately communicated to the *Royal Society* an Account of a very Odd Monstrous Birth, produced at *Limmington* in *Hampshire*, where a Butcher, having caused a Cow (which cast her Calf the year before) to be covered, that she might the sooner be fatted, killed her when fat, and opening the Womb, which he found heavy to admiration, saw in it a Calf, which had begun to have hair, whose hinder Leggs had no Joynts, and whose Tongue was, *Cerberus*-like, triple, to each side of his Mouth one, and one in the midst: Between the Fore-leggs and the Hinder-leggs was a great Stone, on which the Calf rid: The *Sternum*, or that part of the Breast, where

PHILOSOPHICAL TRANSACTIONS.

Munday, April 3. 1665.

The Contents.

Extract of a Letter written from Rome, concerning the late Comet, and a New one. Extract of another Letter from Paris, containing some Reflexions on the precedent Roman Letter. An Observation concerning some particulars, further considerable in the Monster, that was mention'd in the first Papers of these Philosophical Transactions. Extract of a Letter written from Venice, concerning the Mines of Mercury in Friuly. Some Observations, made in the ordering of Silk-worms. An Account of Mr. Hooks Micrographia, or the Physiological descriptions of Minute Bodies, made by Magnifying Glasses.

An Observation imparted to the Noble Mr. Boyle, by Mr. David Thomas, touching some particulars further considerable in the Monster mentioned in the first Papers of these Philosophical Transactions.

Upon the strictest inquiry, I find by one, that saw the Monstrous Calf and stone, within four hours after it was cut out of the Cows belly, that the Breast of the Calf was not stony (as I wrote) but that the skin of the Breast and between the Legs and of the Neck (which parts lay on the smaller end of the stone) was very much thicker, then on any other part, and that the Feet of the Calf were so parted as to be like the Claws of a Dog. The stone I have since seen; it is bigger at one end then

The Motion of the late Comet prædified.

There was lately sent to one of the *Secretaries* of the *Royal Society* a Packet, containing some Copies of a Printed Paper, Entituled, *The Ephemerides of the Comet*, made by the same Person, that sent it, called *Monsieur Auxout*, a *French Gentleman* of no ordinary Merit and Learning, who desired, that a couple of them might be recommended to the said *Society*, and one to their *President*, and another to his Highness *Prince Rupert*, and the rest to some other Persons, nominated by him in a Letter that accompanied this present, and known abroad for their singular abilities and knowledge in Philosophical Matters. The end of the Communication of this Paper was, That, the motion of the *Comet*, that hath lately appeared having been prædified by the said *Monsieur Au-*

Extract of a Letter, lately written from Rome, touching the late Comet, and a New one.



Cannot enough wonder at the strange agreement of the thoughts of that acute French Gentleman, Monsieur *Anzout*, in the *Hypothesis* of the Comets motion, with mine; and particularly, at that of the *Tables*. I have with the same method, whereby I find the motion of this Comet, easily found the Principle of that Author's *Ephemerides*, which he then thought not fit to declare; and 'tis this, that this Comet moves about the *Great Dog*, in so great a Circle, that that portion, which is descri-
C bed,

Of ~~the~~ ^A Way of killing Rattle-Snakes.

There being not long since occasion given at a meeting of the *Royal Society* to discourse of *Rattle-Snakes*, that worthy and inquisitive Gentleman, Captain *Silas Taylor*, related the manner, how they were killed in *Virginia*, which he afterwards was pleased to give in writing, attested by two credible persons in whose presence it was don; which is, as follows.

The *Wild Penny-royal* or *Ditany* of *Virginia*, groweth streight up about one foot high, with the leaves like *Penny royal*, with little blue tufts at the joyning of the branches to the Plant, the colour of the Leaves being a reddish green, but the Water distilled, of the colour of Brandy, of a fair Yellow: the Leaves of it bruised are very hot and biting upon the Tongue.

What are we trying to get to?

- Optimal communication:
 - worldwide
 - almost real-time
 - organised
 - conversation about scholarly work

Why? And why is OA the best way?

- Speeds up progress
- Maximises the involvement
- Increases the reach
- Enables better management and assessment of research
- Enables new technologies to create new knowledge

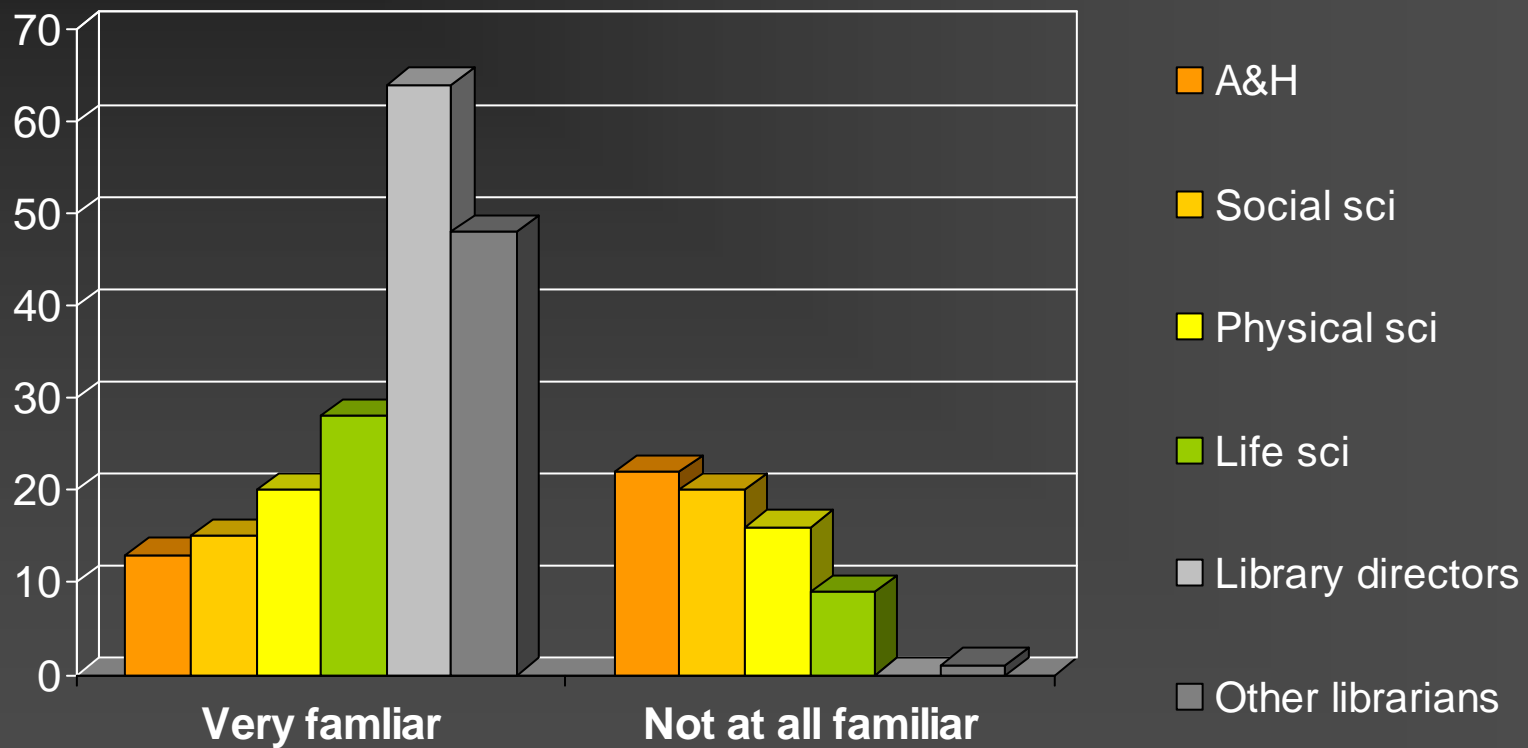
What is Open Access?

- Definition creep
- Immediate, online, free, unfettered access to research outputs

No one's told the authors

- Level of awareness is still low
- Level of understanding even lower

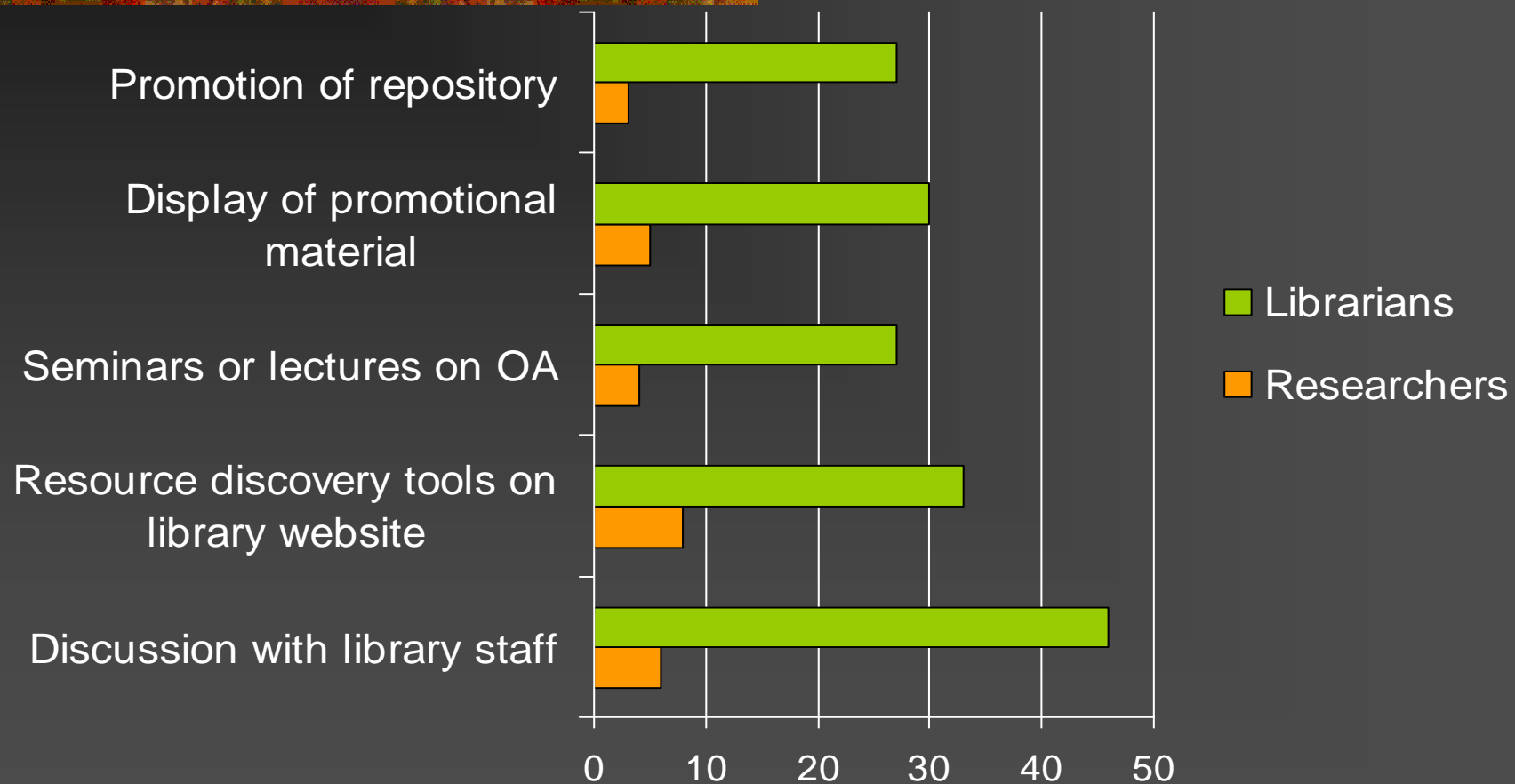
Awareness



Strategy 1

[Continue to]
Raise awareness amongst
researchers

Researchers are deaf ...



Who does get the message through?

- Their funder
- Their publisher
- Their peers
- Their library
- The outcomes of OA

Testimonies

“Self-archiving has given instant world-wide visibility to my work. As a result, I was invited to submit papers to refereed international conferences/journals and got them accepted.”

Tactic 1

Collect testimonies and
feedback

OAJs

- Proven business model
- PLoS, BMC, Hindawi :
 - 70% rise in submissions over two years
 - Hindawi already profitable
 - BMC about to breakeven
 - PLoS now sustainable on all but the two flagships
- Bentham launching 200+ this year...
- Societies

The money go-round

- Move it from library budgets to author-end
- Not trivial (this is university finance we are talking about here)
- Three vanguard examples:
 - U Nottingham
 - U Wisconsin
 - U Amsterdam

Strategy 2

- Continue to work on ways of reorganising the money in the system.
- Reorganising rather than spending new money
- Give new money to libraries to buy books!

Learned societies

- Not homogeneous
- Open access sounds like a publishing issue but it aligns with the mission of a scholarly society
- Target the scientific officers, and make sure the message is clear

Tactic 2

Work with the learned societies to help them understand, persuade them to embrace the concept of opening up scholarship, encourage them to take the necessary steps

Say what?

- Demonstrate the benefits of OA
- Discuss green and gold
- Be prepared to discuss the **evidence** against damage to business

- Praise and encourage those that do move forward
- Even those that are coy
- Support members who work for change in societies that are unsure of or obstruct Open Access
- History will record their contributions

- Encourage societies at least to make the proceedings of their conferences OA
- Provide the testimonies of societies that have adopted OA and are happy to shout about it
- ASCB, Jim Pitman (Inst Mathematical Statistics), Tom Walker (Florida Entomological Society)
- 380 journals from 350 societies

Digital repositories

- Family of types
- Corresponding variation in detailed purpose
- Shared overall purpose – to disseminate outputs in ways that have not been possible hitherto

Search / retrieve

Other value adding

Aggregate / display

Editorial

Count / assess

Peer review

REPOSITORIES
and OA journal content

Ingest layer services

Lotty's
Lifestyle Store
Interiors with Elegance
Home Accessories & Luxury Gifts

Competition
US \$1000
Prize \$500







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Crunchy Peanut Butter

Serving suggestion



Vegetarian

Each table

Calories

95

5%

Sugar

0.7g

1%

of your guid



Est. 1885
JACOBS



Biscuits for cheese

Selection

A selection of 6 biscuits ideally suited for use with cheese

CRACKER VARIETIES • **6** • CRACKER VARIETIES

24 11 2007 63
7074 07:48

200g e

Serving Suggestion

CREAM CRACKERS

CORNISH WAFERS®

CHOICE GRAIN®

SALT & PEPPER

DIGESTIVES

RITZ®

Key Perspectives Ltd



Serving Suggestion

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Search / retrieve

Other value adding

Aggregate / display

Editorial

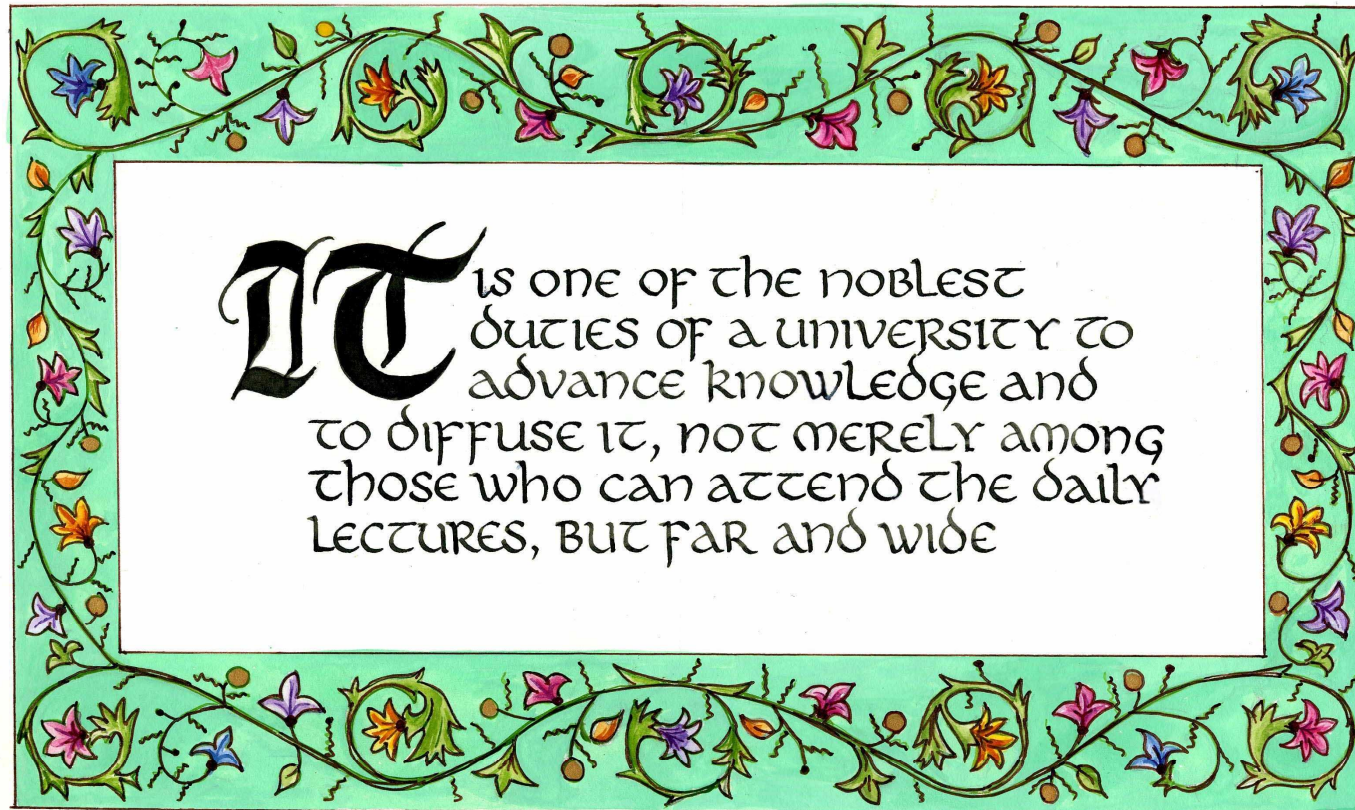
Count / assess

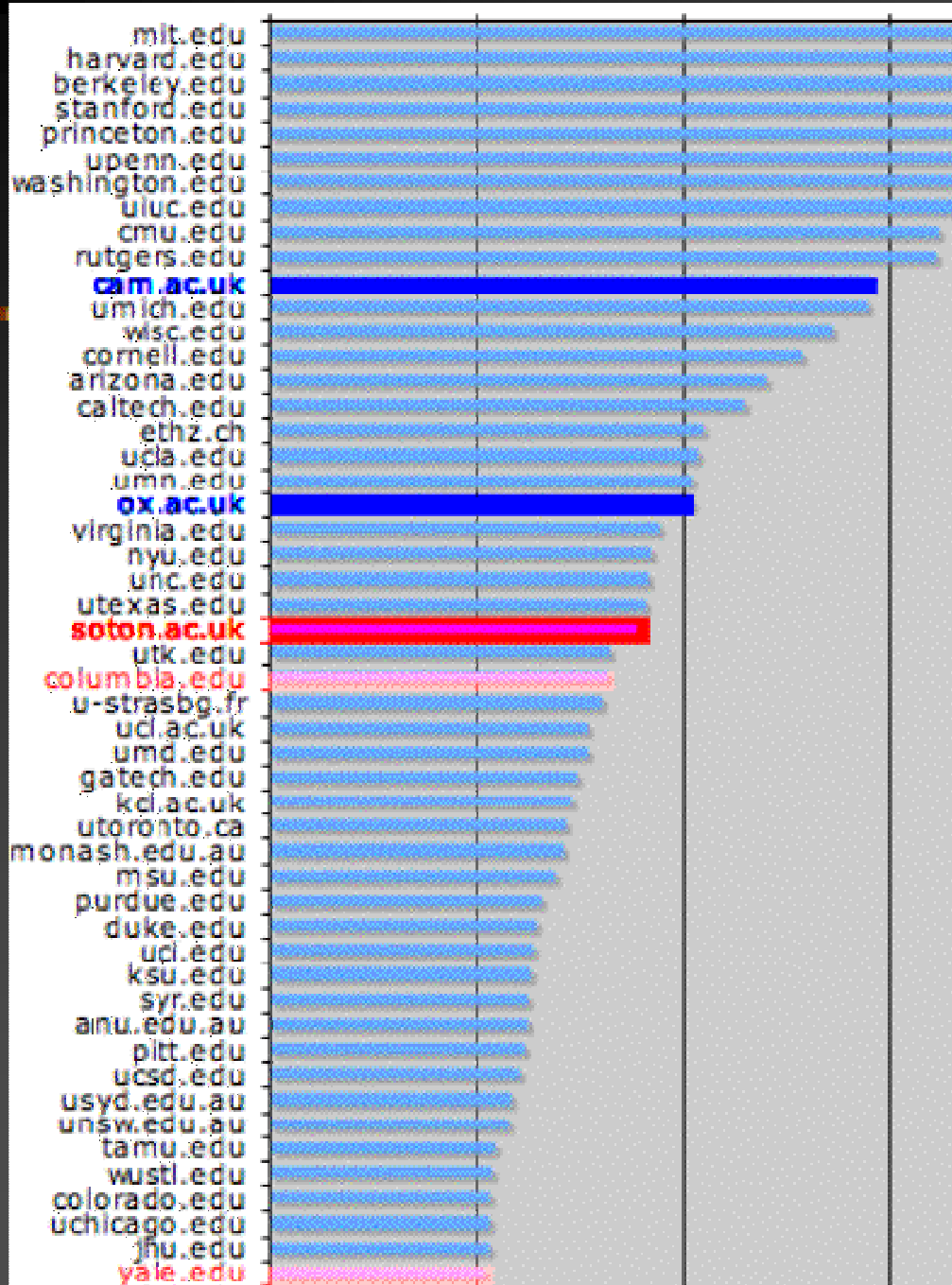
Peer review

REPOSITORIES
and OA journal content

Ingest layer services

For institutions: The visibility and impact argument





The G-Factor rankings
(universitymetrics.com)

The
USouthampton
conundrum...

Why is Southampton so strong?

- Strong research base
- TBL *et al*
- Mandatory deposit of research output in ECS repository for 4 years (c11K items)
- University repository actively managed and now to have mandatory deposit
- All = very strong web presence

For funders: The economic arguments ...

“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 maximise social returns on public investments.”

OECD Report on Scientific Publishing, 2005

“With the United Kingdom's GERD [Gross Expenditure on Research and Development] at USD 33.7 billion and assuming social returns to R&D of 50%, a 5% increase in access and efficiency [their conservative estimate] would have been worth USD 1.7 billion; and...With the United States' GERD at USD 312.5 billion and assuming social returns to R&D of 50%, a 5% increase in access and efficiency would have been worth USD 16 billion.”

Houghton et al, 2006

[repositories] “are vital to universities’ economies and to the UK economy as a whole.”

Professor J Drummond Bone
President of Universities UK

EU's "Innovation Reports"

- The R&D Triangle: research, education, innovation
- SMEs find it hard to get access to the basic research information they need to innovate

Terence Dolak (SDR Pharmaceuticals)

“With a small oncology company ... it is imperative that I have access to the literature.

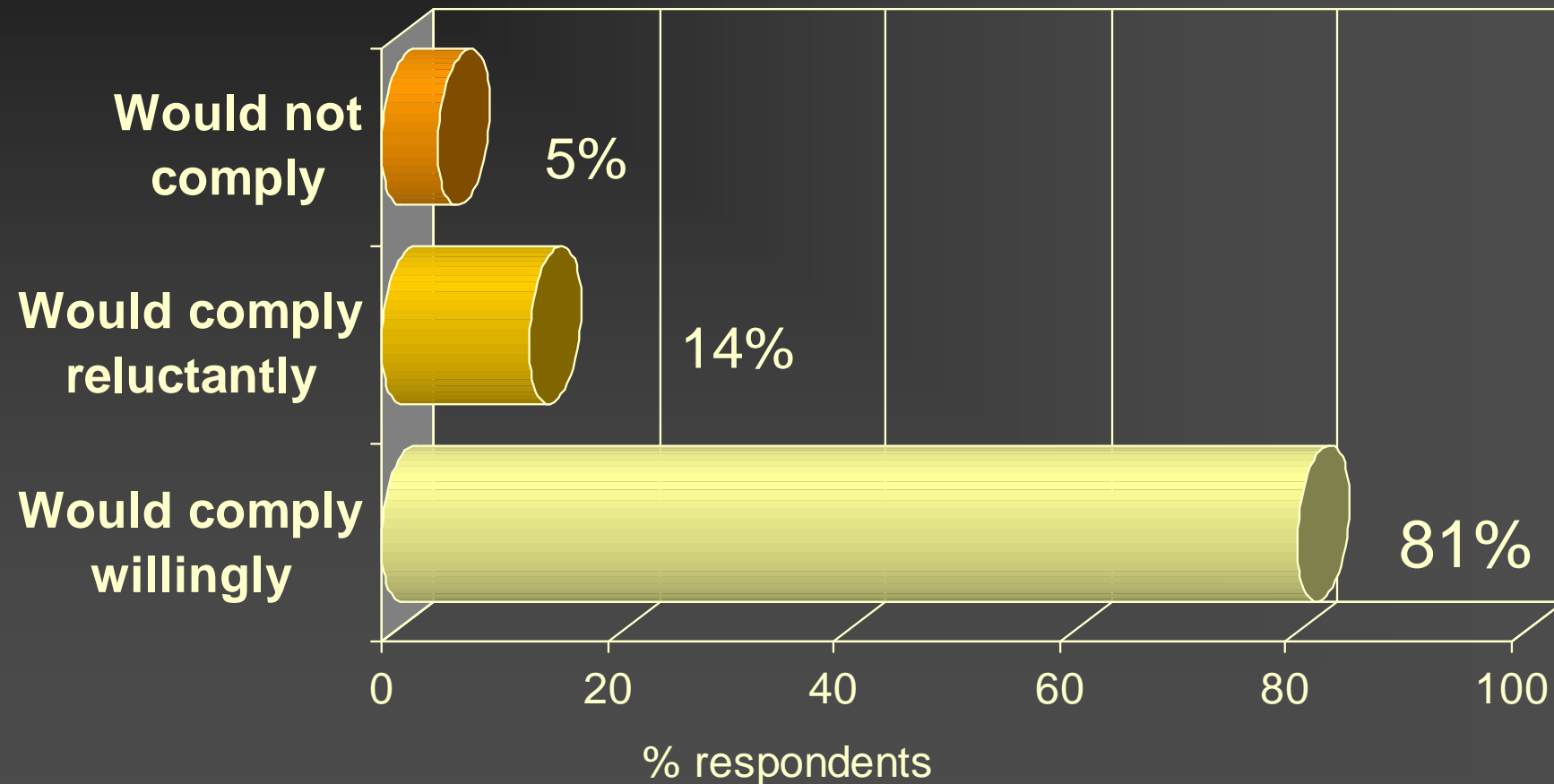
But small companies do not have the "deep pockets" necessary... The for-profit journal publishers have effectively barred access to key scientific information except to those who can afford their outrageous fees.

Much of the most innovative work is being done at companies like mine that cannot afford to pay \$30+ per paper or pay per-search charges in abstracts or journal collections.”

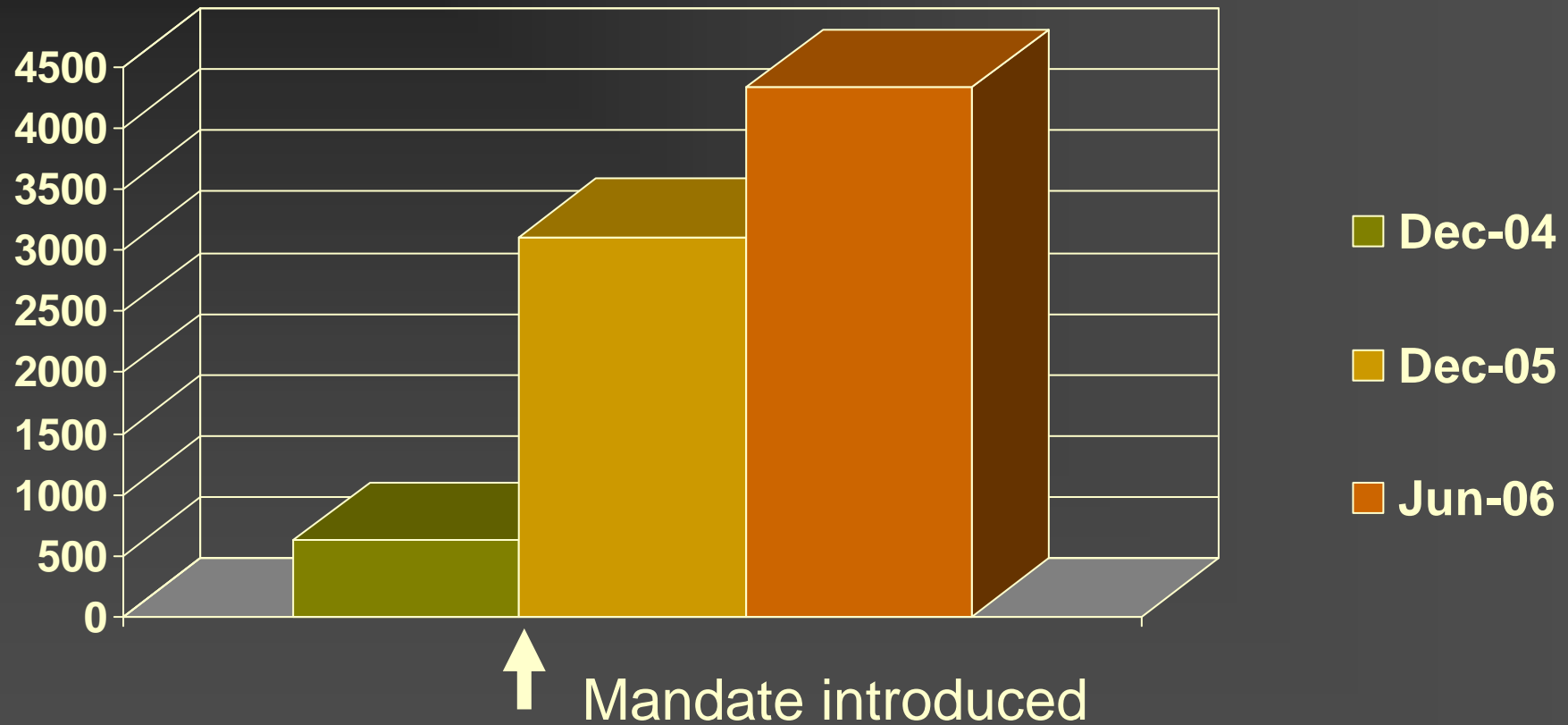
Strategy 3

Continue to advocate to employers and funders with tailored, evidence-based arguments for their engagement with OA

Author readiness to comply with a mandate



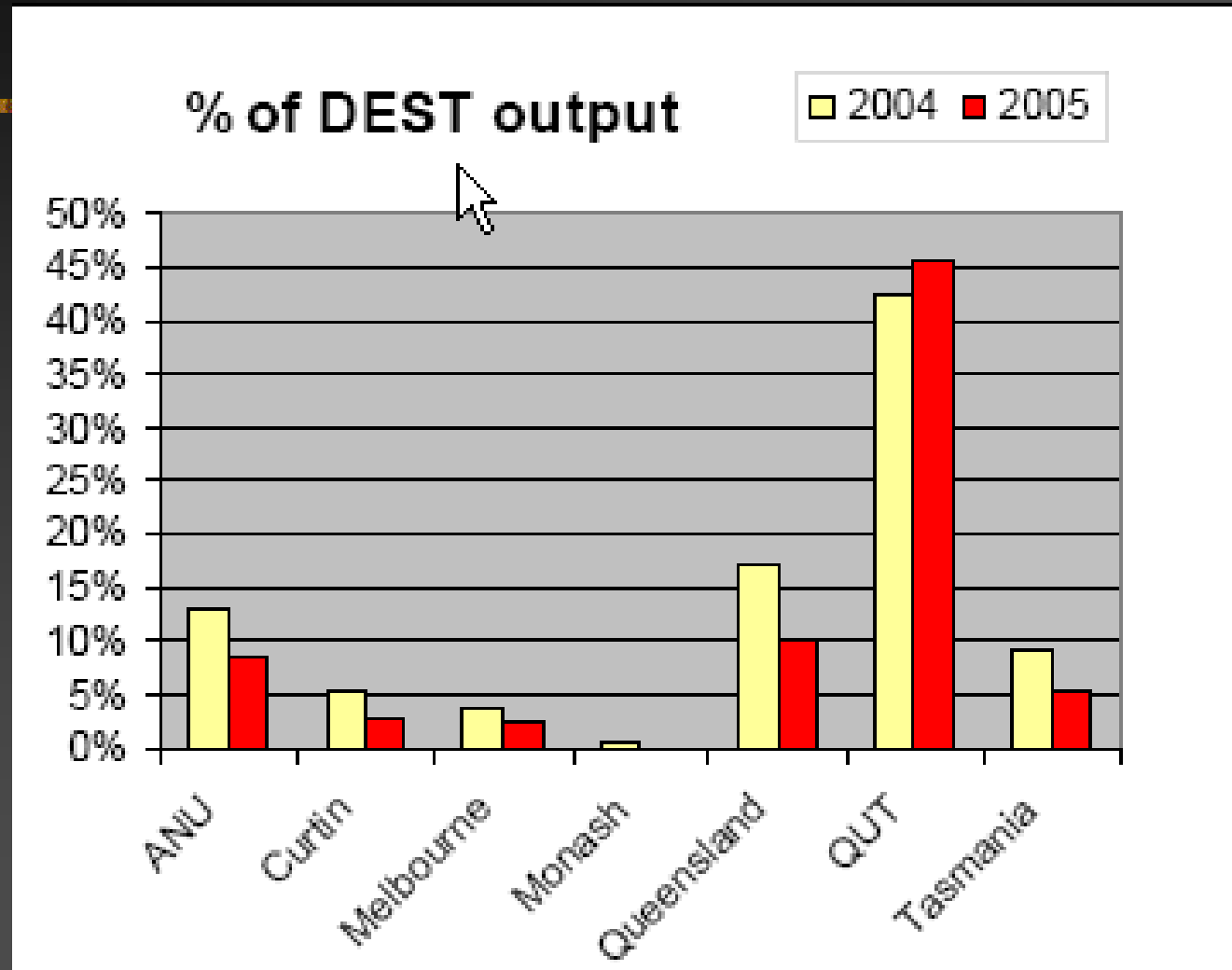
Minho University repository



(Data courtesy of Eloy Rodrigues)

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Australian study by Arthur Sale



Mandate when?

- At acceptance for publication: the author's final version
- Mandate the deposit at that point
- Mandate OA to full-text unless there is a compelling reason against this
- If there is a compelling reason, mandate OA to metadata
- Mandate opening of full-text at 6 months
- The publisher's PDF can be added, or linked to, later

Strategy 4

Continue to inform funders
and employers about
implementing OA policies
(mandatory,
decouple deposit from OA)

Mandate what?

- The author's final version
- In the native format
- Because text-mining and data-mining tools need to work on OA articles
- They work best on XML

What about PDF?

- John Wilbanks
(Science Commons):

“Having to work with PDF is really scraping the bottom of the barrel.”



What about PDF?

- Clifford Lynch (CNI):

“PDF is evil”



What about PDF?

- Peter Murray-Rust
(Cambridge):

“Getting to XML from PDF is like starting with the burger and trying to get back to the cow.”



Tactic 3

Encourage (with explanation) deposit of the author's native version

For the researchers: Usage stories

- UoC's eScholarship repository logged 2 million downloads:
 - 2 years - 0.5m
 - 1 year – 1m
 - 9mths – 2m
 - 10K records at end 2005
- University of Otago Business School
 - Launched mid-November 2005
 - 20K downloads by mid-February 2006
 - 220 records!

Interoperable Repository Statistics (IRS)

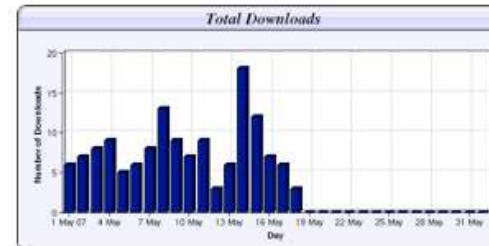
Download Dashboard For Eprint #9225

Hardoon, D. R., Szedmak, S. and Shawe-Taylor, J. (2003) [Canonical correlation analysis: An overview with application to learning methods](#). Technical Report CSD-TR-03-02, Computer Science Department, Royal Holloway, University of London.

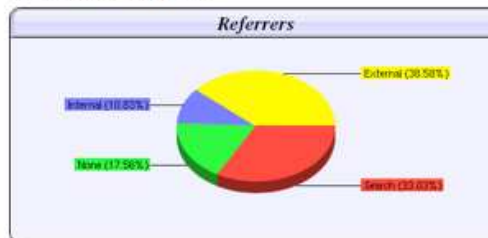
Monthly Downloads



Daily Downloads



Referrer Types



Top University Visitors

asu.edu	6
ic.ac.uk	5
uiuc.edu	5
ucsd.edu	5
qmul.ac.uk	5
utexas.edu	5
ui.edu	5
stanford.edu	5
rit.edu	5

Top External Links

http://en.wikipedia.org/wiki/Canonical_correlation_analysis	257
http://eprints.ecs.soton.ac.uk/9225/	114
http://en.wikipedia.org/wiki/Canonical_correlation	108
http://www.idiap.ch/lce/	28
http://www.public.asu.edu/~huanliu/dmml_presentation/P05-06.html	13
http://www.answers.com/topic/canonical-correlation	5

Top Search Terms

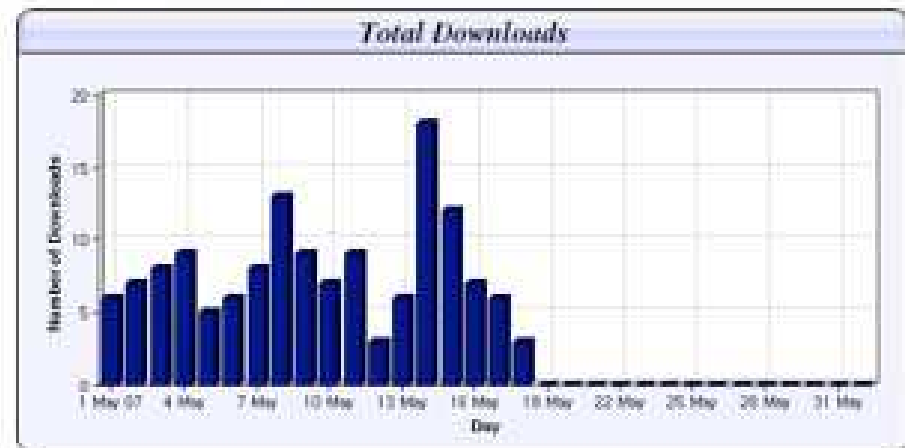
Canonical Correlation Analysis	32
canonical correlation	28
Canonical Correlation Analysis: An Overview with Application to Learning Methods	12
Canonical Correlations	9
Kernel Canonical Correlation Analysis	5
cca canonical correlation analysis	4

Download timelines

Monthly Downloads

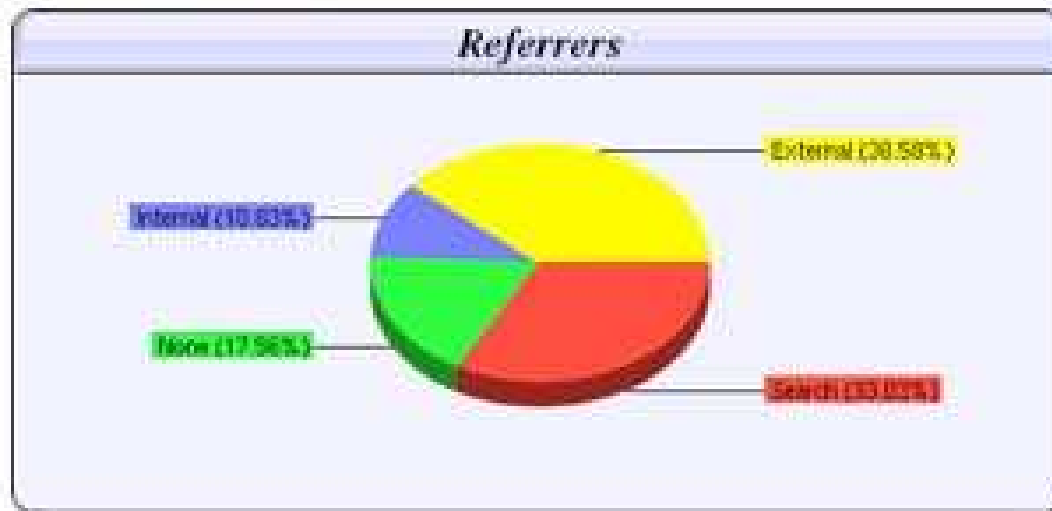


Daily Downloads



Referrers

Referrer Types



Top University Visitors

asu.edu	6
ic.ac.uk	5
uiuc.edu	5
ucsd.edu	5
qmul.ac.uk	5
utexas.edu	5
ui.edu	5
stanford.edu	5
rit.edu	5

Links and search terms

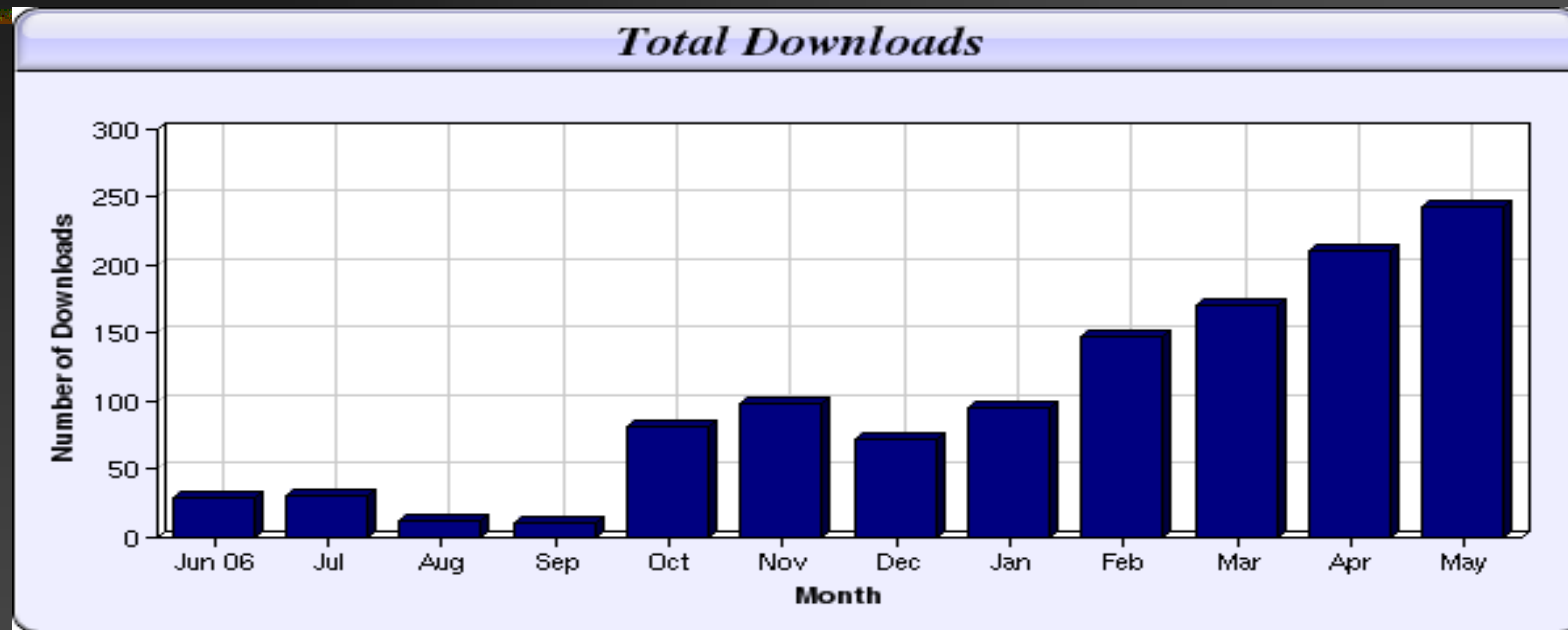
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http://www.idiap.ch/lce/	28
http://www.public.asu.edu/~huanliu/dmml_presentation/P05-06.html	13
http://www.answers.com/topic/canonical-correlation	5

Top Search Terms

Canonical Correlation Analysis	32
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Canonical Correlations	9
Kernel Canonical Correlation Analysis	5
cca canonical correlation analysis	4

Every e-print tells a story...



NIPS Workshop
linked to this eprint
from its web page



Link placed on
“Canonical
correlation” page
in Wikipedia



Strategy 5

Constituency-specific messages:

Institutions: ROI; competitiveness

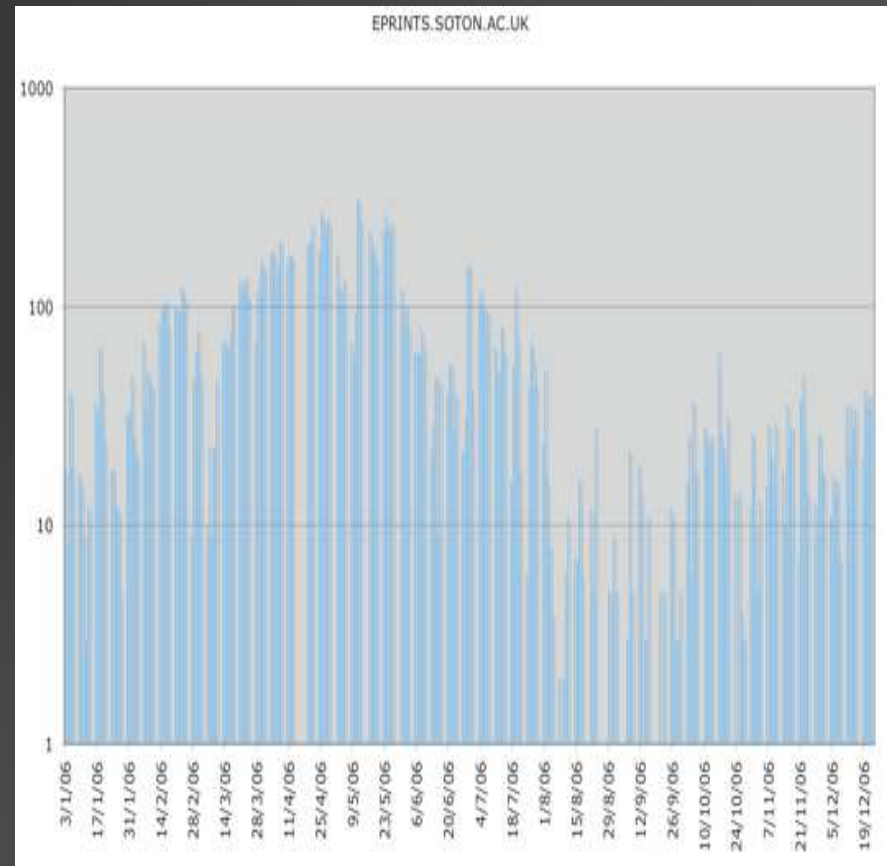
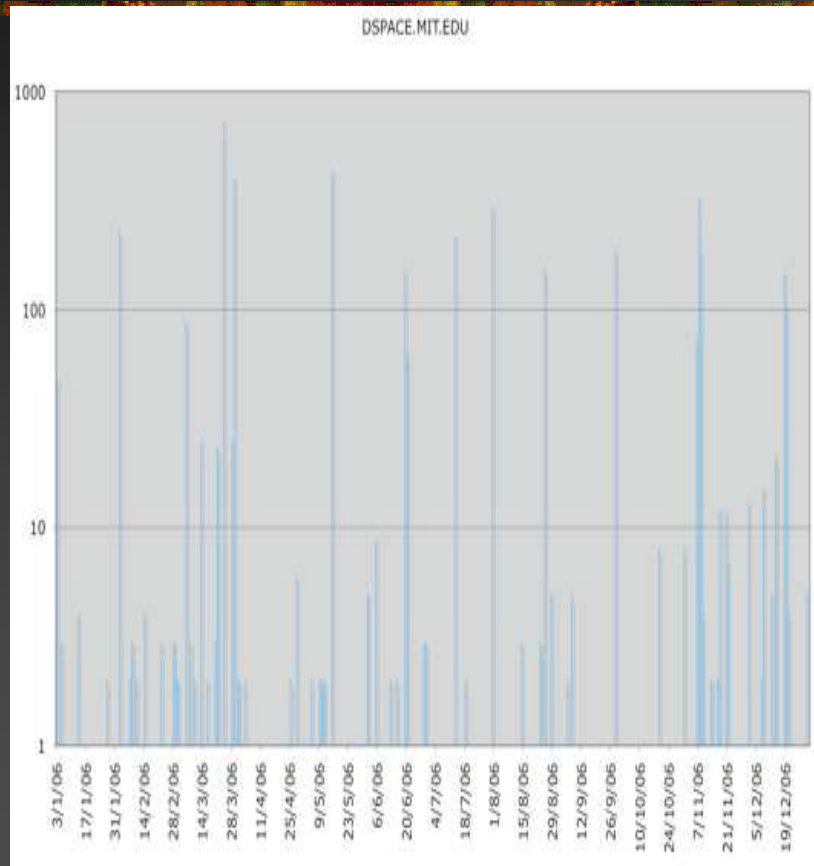
Funders: ROI

Authors: usage and impact data

Repository KPIs

- Not yet worked out a good list
- Various measures can be used
- Essential for engaging research managers (especially when making a business case)
- Helpful for embedding repositories

Carr & Brody, D-Lib July/Aug, 2007



Rights

- This is still the biggest barrier to self-archiving
- Shouldn't be, but it is
- Promote the uptake of author addenda
- Clarify publishers' positions on rights
- Work on sorting out rights on data (and the organisation of data)

Tactic 4: monitor and report

- Copyright policies (RoMEO?)
- Copyright retention
- Use of author addenda
- Testimonies

It's the WEB, stupid

- Still an ignorance about the Web and “the responsibilities of information provision that go with Web consumerism” (Les Carr)

Item on the BBC news website: 4 links

- Researcher's home page:
 - bibliography 3 years out of date and with no information about the project
 - No links to full-text papers, the ECS repository, his research group, PHD opportunities, the School, the University...
- The project website: only link is to EU Information Society pages
- The School's home page
- The University's home page

Google on the author's name...

- Official School personal information page, with links to projects and papers
- Project link goes to School projects database ...
- ... where it ends up at an internal project page hosted by one of the other project partners and needing password access

Computer scientists' web presence

- ONE THIRD of ECS researchers have no working home page
- 20% of professors in MIT's Department of Computer Science lack a home page

The new kids...



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Strategy 6: Joined-up thinking

- Re-educate the research community on the potential of the Web (it is a Web)
- Data, theses, articles
- Institutional repositories and CRISes
- Institutional repositories and university presses
- Google

A watercolor illustration of a landscape. The top part shows light blue mountains against a pale blue sky. Below that is a layer of purple mountains. The middle section features dark blue mountains. The bottom part shows green trees and a light green field. The text is overlaid on these layers, with each line of text corresponding to a different color.

FIRST THEY IGNORE YOU

THEN THEY LAUGH AT YOU

THEN THEY FIGHT YOU

THEN YOU WIN

Lobbying and counter-lobbying

- It's hard

But not as hard as it was ...



PRISM
Partnership for Research Integrity in Science & Medicine

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About Us

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ABOUT US

The Partnership for Research Integrity in Science and Medicine (PRISM) was established by The Executive Council of the Professional & Scholarly Publishing Division of the Association of American Publishers (AAP) to educate policy makers and the American people about the risks posed by government intervention in scholarly publishing.

Government mandates that ignore the need for sufficient and sustainable financial support for peer-reviewed journals -- whether the source of support is from users, authors, or sponsors -- risk undermining the very fabric of the system of independent, formal peer-reviewed publication, a system that is of crucial importance for scholarly communication and the preservation of scientific knowledge.

Dezenhall's advice

- Equate traditional journal publishing with peer review
- Equate OA with junk science
- Keep OA proponents on the defensive

“We did not expect to have encountered the sort of criticism we have seen thus far.”

Brian Crawford, AAP

Lobbying and counter-lobbying

- It's hard
- The research community is starting to speak
- But it now has to SHOUT
- We need an organising centre in Europe
- I think we have one...
- And now we need your help

Personal strategy: stay cheerful!

- Peter Suber's blog
- AmSci and SPARC OA lists
- The policy march: see David Prosser – *Public Policy and the Politics of Open Access*
<http://eprints.rclis.org/archive/00011042/>
- An OA calendar for 2008:
www.keyperspectives.co.uk



Key Perspectives Ltd

Berlin 5

To paraphrase
President Kennedy:
“Wir sind Berliner”



PROVINCIA DI TRIESTE

passo carrabile

Thank you for listening

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