



# Building up Maximum Consequence: The Rationality Behind Open Access Gold

Berlin 5 Open Access: From Practice to Impact

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# Berlin 5 Open Access: From Practice to Impact: Consequences of Knowledge Dissemination

- The purpose of this talk is
  - to reflect on some of our current practices and
  - to propose a certain shift in our perspective & behavior in order to increase impact & consequence
- I want to suggest that it is time to take some spotlight away – but of course not to depart – from the Green Road and to raise our awareness plus increase our efforts with regard to the Golden Road
  - So I want to pronounce OA Gold without arguing anti-OA Green
- My reflections shall be developed along the following dimensions:
  - Legal: mandates and (copy)right(s)
  - Technical/Services: research infrastructures of the future
  - Financial: reader pays and author pays models.



## The Legal Dimension: Mandates and (Copy)Right(s)

- The dominant opinion:
  - „there is the faster, surer and more heavily travelled green road“ (e.g. S. Harnad et al. in Nature Debate 2004)
- Widely known key elements from such debate:
  - Institutional repositories
  - Principle of self-archiving...
  - ...preferably to be made more authoritative with deposit mandate
  - Exploitation of existing publisher self-archiving policies („green“)
  - Advocated as easy, immediate & effective solution to research access problem
- Tendency: Certain claim for dominance, if not absoluteness
- Ironically very often self-portrayed as being in a minority position.



## The Legal/IR Dimension Qualified

From perspective of an organization that runs an institutional repository and has labored with the implementation of a deposit mandate for quite some time

- Copyright with many different national expressions
  - What is institution allowed to mandate vis a vis authors?
- Problem of multiple authors with multiple affiliation
  - Is one enough consenting for all? How to document?
- Problem of version as intensified by different research community state-of-the-art practices
  - How big is discrepancy between final author version and published version?
  - What does this mean for reliability and future usage scenarios?

Conclusion: Approach as such not invalid; but perhaps not that simple, immediate & effective after all; need for refining the strategy.



## Technical/Services Dimension: Demands from the Research Infrastructures of the Future

- From the Berlin Declaration:
  - “Our mission of disseminating knowledge is only half complete if the information is not made widely and readily available to society.”
  
- John Taylor’s eScience definition:
  - “eScience is about global collaboration in key areas of science and the next generation of infrastructure that will enable it.”
  
- Removing tolls & barriers
- Being able & allowed to use information in other contexts
- OA and eScience complement one another.



## Technical/Services Dimension: The Repository and the Journal

- Repositories
    - Have received much attention and development work in terms of their advancement, interoperability issues & overlay services
    - So far with limited impact and sustainability
  - Journals
    - Still dominant principle of organizing & bundling subject-specific research output
    - Integral part of overlay services (e.g. A&I databases, search & retrieval services, reference linking)
- Quite a long way to scale up repositories & to build services
- Journals still have strategic & practical advantages for services
- Why not continue with journals while removing the barriers?

## Financial Dimension: Reader Pays and Author Pays

### ■ Reader pays model

- Serials crisis (affordability)
- Toll barrier (access risk)
- Rights barrier (usage risk)
- Established business model
  - All parties used to their roles and rituals

### ■ Author pays model

- Promise of savings (SCOAP<sup>3</sup>)
- No toll/access barrier
- At least softened rights barrier
- Met with suspicion:
  - Would divert research funds
  - Would lead to excessive cost (John Harnad: 1-2% in some domains; 10-15% in others)

- Neither fear nor figures seem justified
- To systematically divert money from research funds would indeed be insane
- Calculations and administrative/budgetary measures of MPG as example
- Challenge is to synchronize the library and research budgets and to devise communicative and administrative procedures to direct this consolidated budget.





## Recapitulation – What we have we seen so far

- 1) Development of institutional repositories important but perhaps not as simple and effective as often suggested
- 2) From the perspective of eScience/cyber infrastructure requirements, the organized content in repositories still cannot compete with the organized content in journals; stronger efforts to better utilize the existing journals are needed
- 3) It would be a caricature to misunderstand the attempts at funding the publication costs of journals as diverting money from research funds. Such approaches do not indicate higher risks; they would “only“ require new organizational principles.





## Conclusion: A Strategic View on OA Gold

Sijbolt Noorda in his opening keynote: OA Gold only tiny possibility for OA; would not change much; publishers would continue like before

- OA Gold be grander and change more than most people think
- Covering publication charges instead of subscription costs will *build up/increase consequence*:
  - Remove access & rights barriers more effectively while using the money that is already in the game (with even potential savings)
- As it requires new administrative, communicative & budgetary procedures it would help to prepare the research communities & their institutions for the next step of *maximum consequence*:
  - Transforming the publication system altogether
  - Or: Let this car no longer look like a horse carriage (S. Noorda).

## Famous Last Word from the Berlin Declaration

“We realize that the process of moving to open access changes the dissemination of knowledge with respect to legal and financial aspects. **Our organizations aim to find solutions** that support further development of the existing legal and financial frameworks in order to facilitate optimal use and access.”

**This should still be our call to action!**

**It is on us and our institutions to find the necessary solutions.**



# Thank you for your attention!



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