

From One Big Deal to Another? Libraries in an Open Access Age

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Background That Brings Me Here

- Academic Librarian and Faculty Career: Community College, Comprehensive University, and Research University
- President (2010-2011), Association of College and Research Libraries
- Chef, The Scholarly Kitchen, Society for Scholarly Publishing



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An Open Access Age?

“An old tradition and a new technology have converged to make possible an unprecedented public good. The old tradition is the willingness of scientists and scholars to publish the fruits of their research in scholarly journals without payment, for the sake of inquiry and knowledge.

The new technology is the internet.

The public good they make possible is the world-wide electronic distribution of the peer-reviewed journal literature and completely free and unrestricted access to it by all ... Removing access barriers to this literature will accelerate research, enrich education, share the learning of the rich with the poor and the poor with the rich, make this literature as useful as it can be, and lay the foundation for uniting humanity in a common intellectual conversation and quest for knowledge.”

An Open Access Age?

“By "open access" to this literature, we mean its free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself.

The only constraint on reproduction and distribution, and the only role for copyright in this domain, should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited.”

Open Access as Typically Discussed Today

Article-Level

- Gold
 - Typically via open via article-processing charges (APCs) or other fees
 - Paid by or on behalf of author
- Green
 - Via deposit in open repository
 - May be subject to publisher embargo
- Bronze
 - Freed by publisher policy or practice
 - “Freemium”

Journal-Level

- Hybrid
 - Subscription journal
 - Option for APC-funded articles
- Gold
 - All articles open
 - Typically funded by APCs
- Platinum
 - All articles
 - Institutionally or sponsor supported

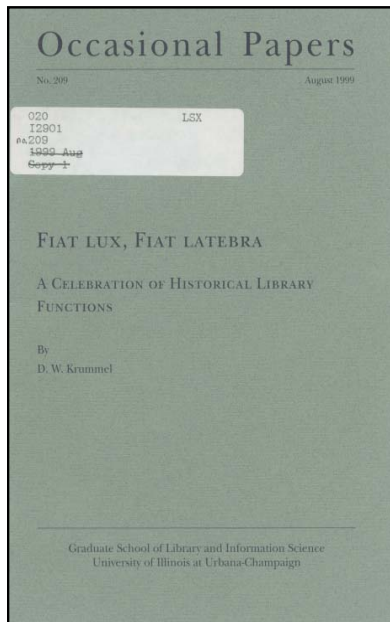
Contemporary Levers and Catalysts

Mandates and Policies

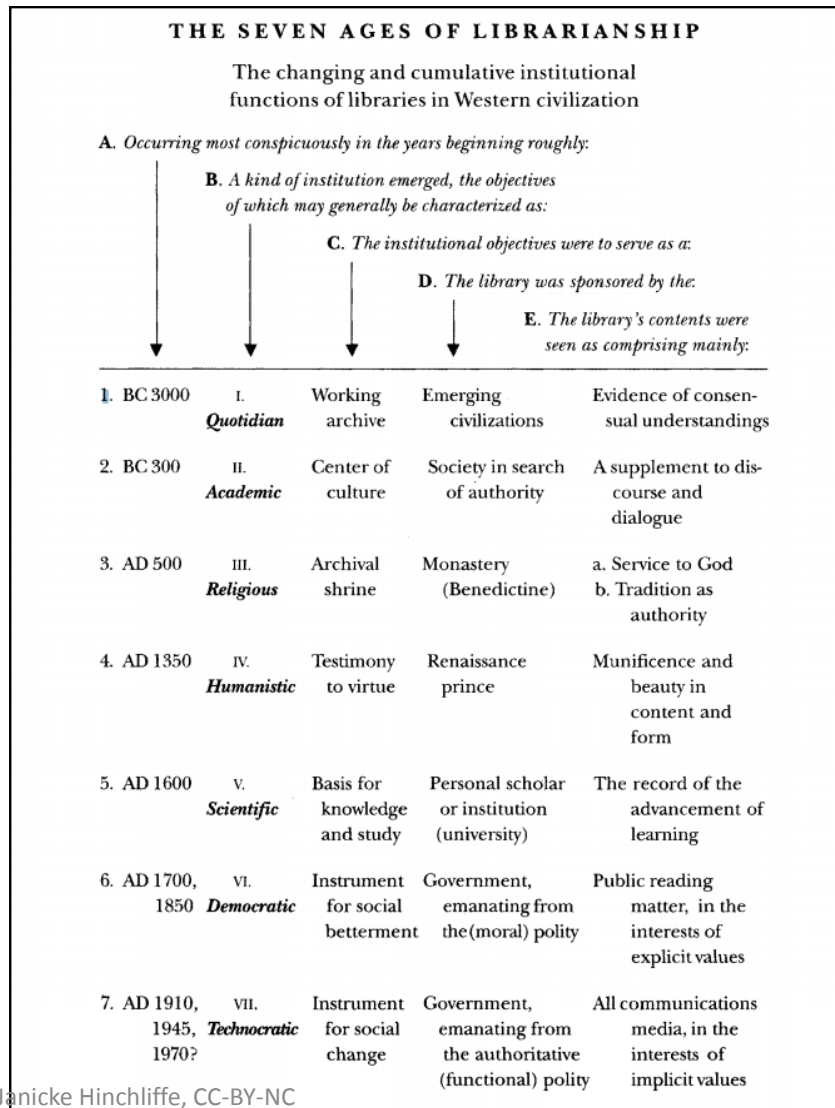
- Institutional: Harvard, University of Illinois at Urbana
- Governmental: USA Federal Public Access Policy, UK REF
- Funder: Wellcome Trust, Gates Foundation, Plan S
- Society: Association of College Research Libraries

Library and Institutional Funding

- Transformative Agreements
 - “Read and Publish”
 - “Publish and Read”
- Subscribe to Open
 - Annual Reviews
- Library Partnership
 - Open Library of the Humanities
 - SCOAP3



September 12, 2019



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“7. THE AGE OF TECHNOLOGY, beginning ca. 1945

A new era has entered, so quietly as to leave us first asking how it is really different from what went on before, then give us answers that both horrify and excite. The upheavals in libraries and the world at large may be new, but both of them are well acquainted with upheaval and controversy. Being in "the eye of the storm" makes it all the more urgent to ask what we are doing, as it makes the question itself all the more confusing. The modern library celebrates a profusion of recent achievements that lead us to see it, no longer as an archive, or a seminar, or a monastery, or a museum, but rather as an engine. Computers, with their exhilarating possibilities, also make it harder to ask where we are or what we should be doing, other than to follow the keyboard commands.”

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“URGENT TO ASK WHAT WE ARE DOING”



**“URGENT TO ASK WHAT WE ARE DOING”
AND WHAT WE HAVE BEEN DOING**



“URGENT TO ASK WHAT WE ARE DOING”
AND WHAT WE HAVE BEEN DOING
TO DECIDE WHAT WE WILL DO

The Big Deal – Subscription to Read

“In the Big Deal, libraries agree to buy electronic access to all of a commercial publisher's journals for a price based on current payments to that publisher, plus some increment. Under the terms of the contract, annual price increases are capped for a number of years. The Big Deal usually allows the library to cancel paper subscriptions at some savings or purchase additional paper copies at discounted prices. But the content is, henceforth, "bundled" so that individual journal subscriptions can no longer be cancelled in their electronic format.”

Another Big Deal – Research Infrastructure

“The very basic strategic question facing universities is the extent to which it makes sense to continue down the path of outsourcing basic scholarly infrastructure. Surely it is undesirable to outsource core scholarly infrastructure such that switching costs are high enough to limit the effective functioning of a free market. Balancing the desire for low switching costs with the need for a seamless end-to-end experience has been one of the substantial challenges with other outsourced academic infrastructure.”

ISSUE BRIEF

Big Deal

Should Universities Outsource More Core Research Infrastructure?

January 4, 2018

Roger C. Schonfeld



Another Big Deal – Transformative Agreements

“a contract is a transformative agreement if it seeks to shift the contracted payment from a library or group of libraries to a publisher away from subscription-based reading and towards open access publishing”

Types of Transformative Agreements

Read-and-Publish agreement is an agreement in which the publisher receives payment for reading and payment for publishing bundled into a single contract.

Publish-and-Read agreement is an agreement in which the publisher receives payment only for publishing and reading is included for no additional cost



“THE BIG DEAL”...

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17



**“THE BIG DEAL” ...
WAS IT A GOOD DEAL?**



“THE BIG DEAL” ...

WILL IT BE A GOOD DEAL?

The Big Deal – Don't Do It

“Academic library directors should not sign on to the Big Deal or any comprehensive licensing agreements with commercial publishers.”

The Big Deal – Predicted Impacts

"Publishers are vying to control the desktop of the user."

"The electronic environment offers new opportunities for publishers to enhance market share and control."

"If larger proportions of library collections budgets go to fewer publishers, will the community be able to sustain publications from publishers who are in fact doing what librarians have asked them to do: keeping their prices reasonable."

"It would be truly unfortunate if libraries inadvertently undermined the ability to support long-term system-wide change by focusing decision-making on local short-term considerations."

Consolidation and Commercialization

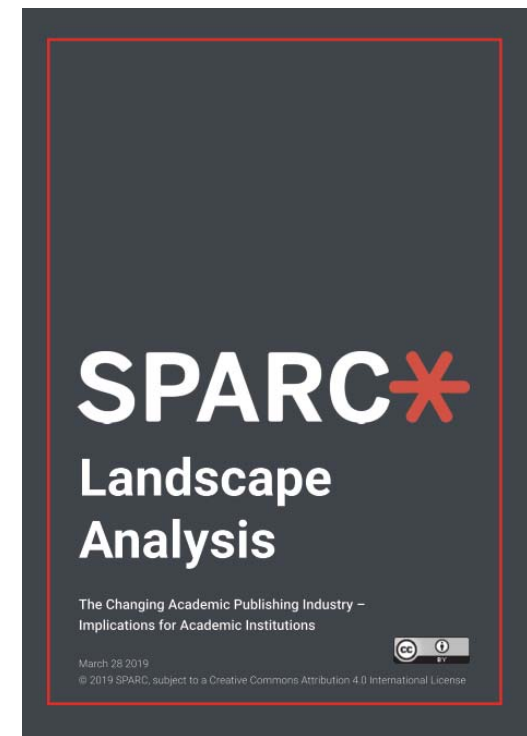
“This report was commissioned in response to the growing trend of commercial acquisition of critical infrastructure in our institutions.”

“Academic publishing is undergoing a major transition as some of its leaders are moving from a content-provision to a data analytics business. This is evidenced by a change in the product mix that they are selling across higher education institutions, which is expanding beyond journals and textbooks to include research assessment systems, productivity tools, online learning management systems – complex infrastructure that is critical to conducting the end-to-end business of the university.”

<https://sparcopen.org/our-work/landscape-analysis/>

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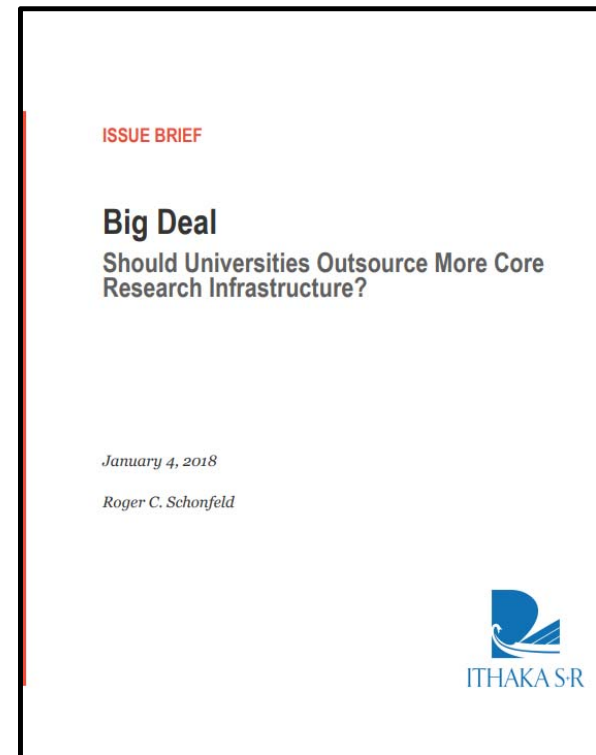


Another Big Deal – Research Infrastructure

“The switching costs for platform infrastructure are often enormous.”

“Providers will pursue a lock-in strategy to maximize switching costs, if not outright bundling, for individual research workflow tools ... If universities cannot hold down these switching costs low enough to ensure they can take advantage of market competition, they will quickly find themselves locked into a single provider or set of providers.”

<https://sr.ithaka.org/publications/big-deal-research-infrastructure/>



Open Access Publishing Agreements?

- Lock-In Potential?
- Price Trends?
- Consolidating Market?
- Library Negotiating Position?
 - Publishing Services
 - Reading Services

An Eighth Age – Current or Coming?

Of Access?

Of Abundance?

Of Participation?

Of Relationship?

Of Community?

Of Connection?

Ownership

- ❖ Information is Scarce and Expensive
- ❖ Libraries Collect
- ❖ Physical Centrality
- ❖ Literacy



Access

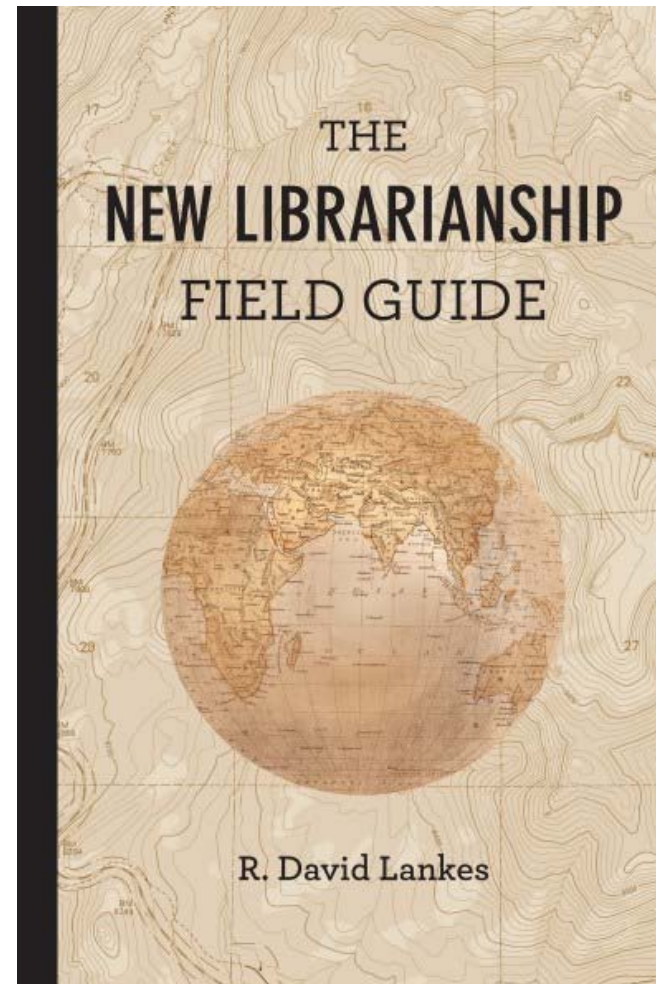
- ❖ Information is Abundant but Expensive
- ❖ Libraries License
- ❖ Virtual Centrality
- ❖ Information Literacy



???

- ❖ Information is ???
- ❖ Libraries ???
- ❖ ??? Centrality
- ❖ ???

The mission of librarians is to improve society through facilitating knowledge creation in their communities.



Thank You. Questions?

