

Kotilava

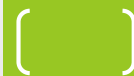
Kotimaiset tieteelliset lehdet avoimiksi ja vaikuttamaan

Seminar on Publishers and funders for Open Access in Finland 24.5.2016

Publishers' viewpoint

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Open access is just a part of open science

- Open methods and code
 - essential for reproducibility of results
- Open data
 - revision of results in inherently non-reproducible studies
 - reanalysis of data
- Open access to published content
- Text and data mining
 - new uses for data
 - big data

Print vs. electronic publication

- High cost of printing and mailing is a misleading perception
 - in an international journal, print & mail may be *ca.* 15 % of total costs
 - *cf.* editorial cost of peer-review *ca.* 25% out of total if the journal's acceptance rate is *ca.* 30%
- Genuine e-publishing requires more editorial work than print publishing, e.g.:
 - linking and testing of links
 - setting tables and figures in html
- Electronic OA publishing is about as expensive as the traditional print publishing!

OA publishing increases publishers' responsibilities

- E-publications are expected to be available 24/365:
 - the publishing platform must be technically robust and safe.
- When publications are no more deposited in libraries, the publishers must assume the archiving responsibility.
- Wider open science requests by major funders (e.g. the EU):
 - a publisher must have plans for depositing data and codes,
 - publisher's website must enable text and data mining.
- Change in scientists' literature search habits from journal collections to individual articles calls for improving article searchability:
 - machine readable site,
 - keywords in title, abstract, and keywords.

Publishers are needed!

- Initial Internet hype, e.g. self-publishing, has calmed down.
- Responsible OA publishing is much more than just pasting the article in a website:
 - quality control (peer-review)
 - long-term searchability and readability of an article
 - site administration: technically robust, safe, and easy to use
 - making the page and linking
- Publishers serve the research community by freeing some the scientists' time for research.
- If a scientist needed to publish his/her work him/herself, the value of the work time would probably be much higher than a typical article processing fee.

New business model needed for scientific publishing

- Traditional:
 - reader pays for the content (s)he needs – or can afford
 - academic scholars enjoy open access via their library subscriptions – general public and even professionals are behind a pay wall
 - e.g. only ca. 30 % of clinical physicians in the US have access to current medical literature
- Sci-Hub is a response: 50 000 000 downloads of pirated articles yearly
 - publishers lose their fair payment
 - scientists do not have any idea who reads their work
 - somebody pays for the article, others just enjoy free sharing

New business model

- OA publishers serve the whole research community
 - libraries do not need to pay expensive journal packages
 - universities and research institutes do not need to fund own repositories as they can link to publishers' sites
 - scientists enjoy wider dissemination of their work
 - research funders, universities, and research institutes enjoy wider visibility
 - readers can read what they want, not just what they can afford
- OA funding should be seen as community project, in which all pay a share for the publishers' services to the community
 - all benefit with respect to the traditional model