



ELSEVIER

**Universidad de Extremadura**  
**22 October 2014**

**Elsevier's approach to Open  
Access and latest developments**

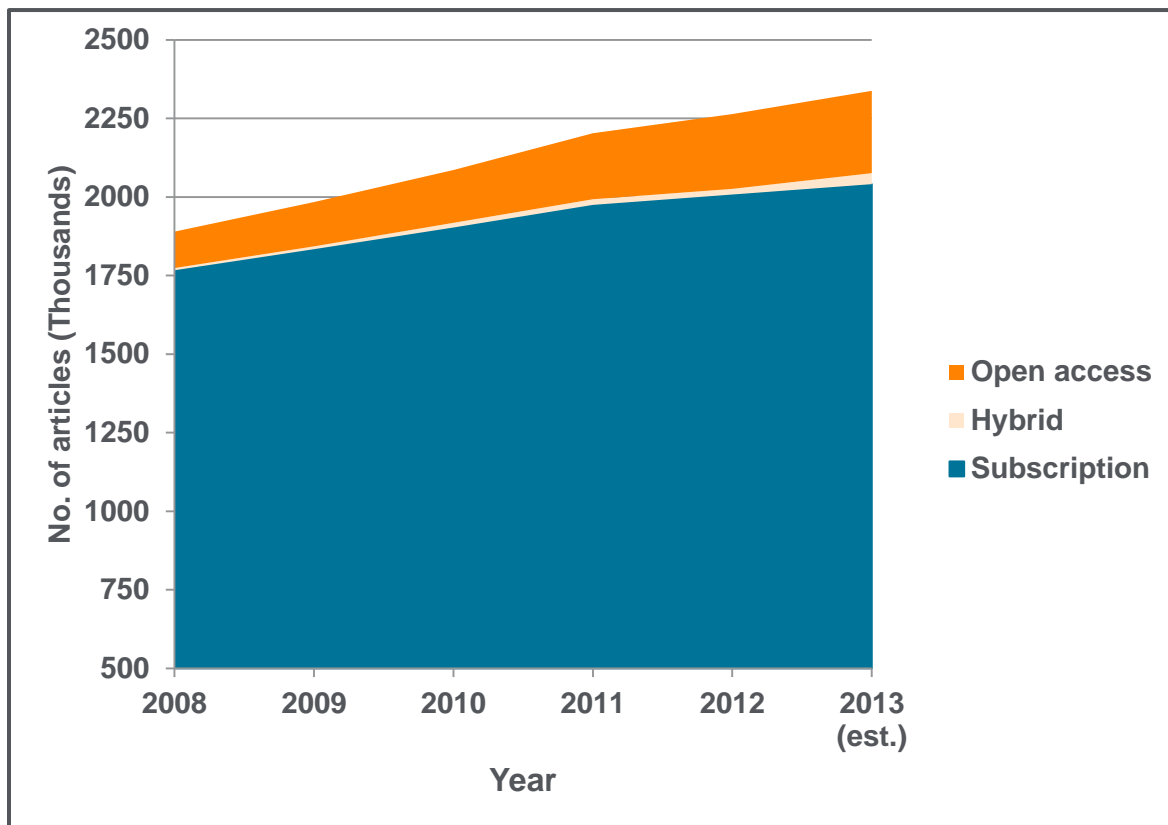
**Edward Wedel-Larsen**

**Research Solutions**

**October 2014**

# Open access developments

# Total article growth by journal business model



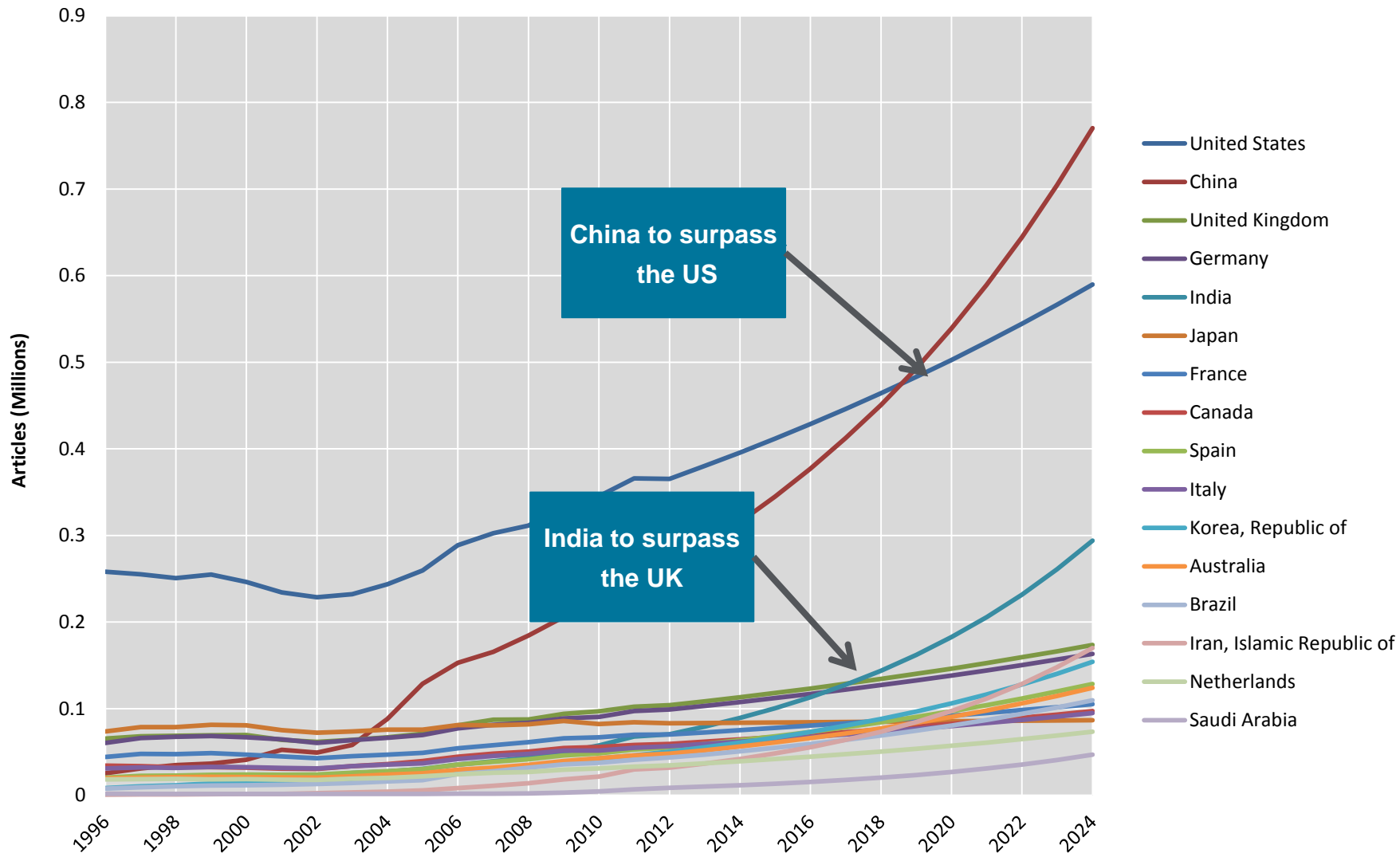
## Subscription content:

- Continues to grow year on year at approx. 3-4%
- Amounts to a total article share of approx. 87.3% in 2013
- In 2013, Elsevier published over 330,000 articles which included an increase of 20,000 extra subscription articles

## Open access content:

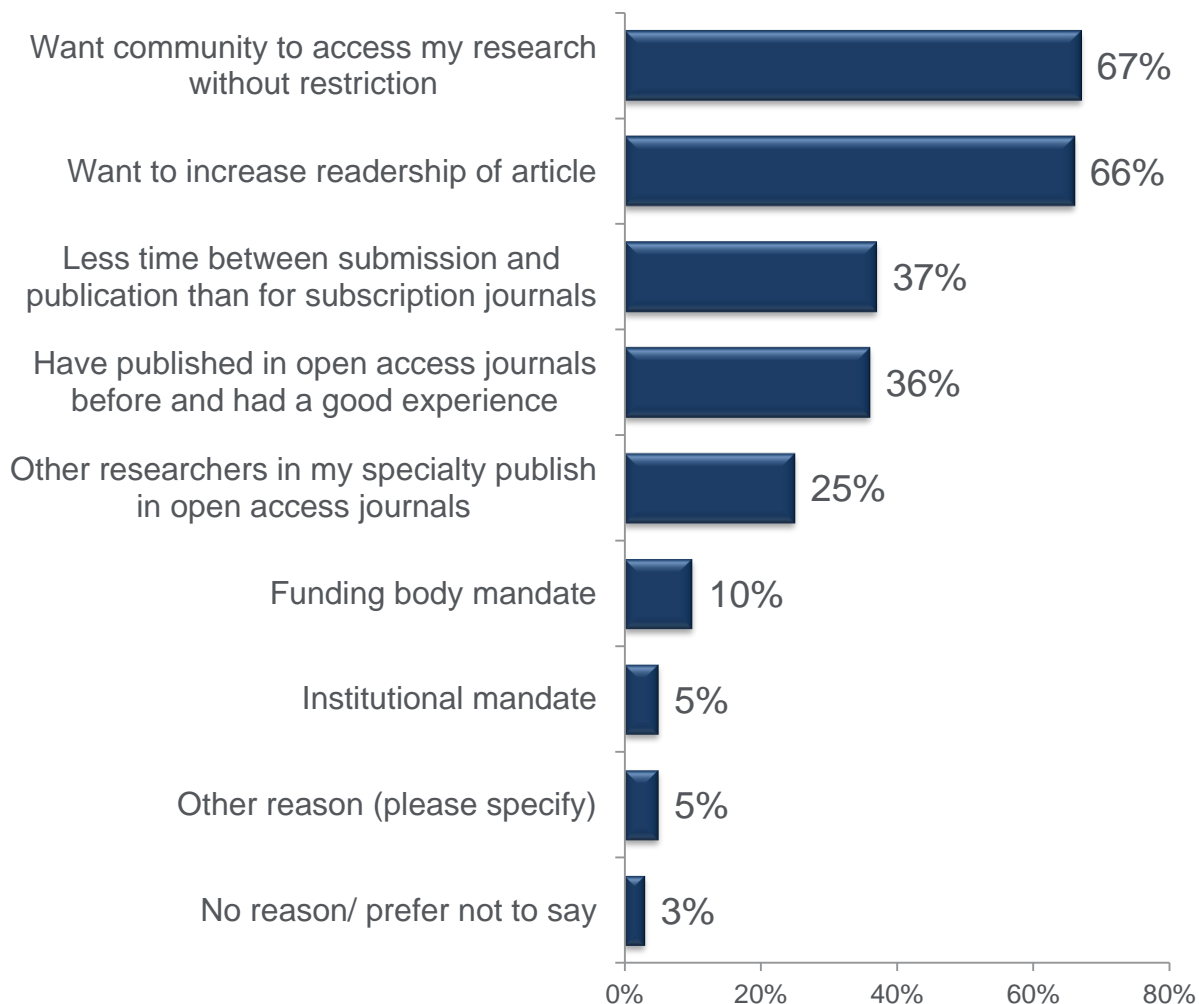
- Currently growing at approx. 20% in 2013
- Amounts to a total article share (hybrid + "pure" Gold) of approx. 8.2% in 2013
- The total article share of all immediately accessible OA articles is 12.7% including subsidized open access
- In 2013, Elsevier published over 330,000 articles which included an increase of 3500 extra open access article

# Global output of articles; a possible future scenario



Source: Scopus. Projections based on 2008-2012 CAGR.

## Voice of the researcher: Why publish in an open access journal?

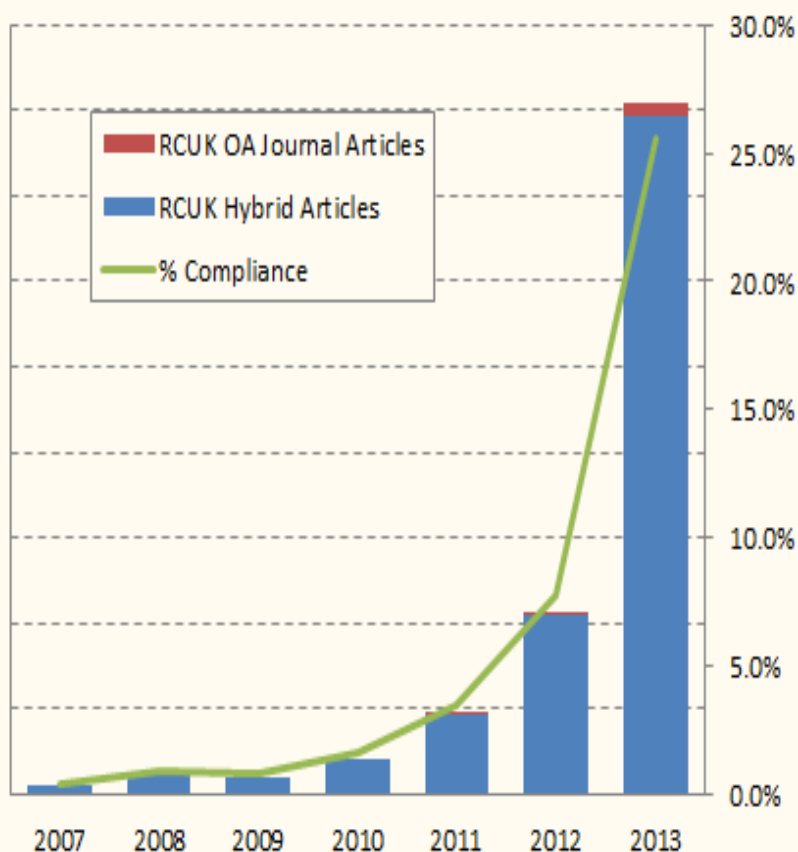


**29%**  
of surveyed researchers have been asked to publish open access by a journal

**14%**  
have been asked by their departmental head or funding organization to publish open access

## Researchers choose to publish OA in hybrid journals

### RCUK Gold Open Access Articles in Elsevier Journals



### Geographical breakdown of gold OA at Elsevier

**52% Western Europe**  
**22% US & Canada**  
**10% Asia**  
**6% Rest of world**  
**10% Unknown**

Open access at Elsevier

# Elsevier and open access

## Gold open access

Expanding our gold options:

- Launching new open access journals
- Rolled out gold options in our established journals ( over 1600 hybrid titles)
- Waiving policy in place for authors

Improving our systems

- Making the author publishing experience easier
- Improving open access labelling
- Working with our society partners

100  
Open access journals

1600+  
Offer gold open access  
options

3  
Creative Commons  
licenses offered  
including CC BY

\$500- \$5000  
(US Dollars)  
Price range of our OA  
fees





## 2013 Choice of license from Elsevier authors

Two types of agreement are needed for gold open access publishing:

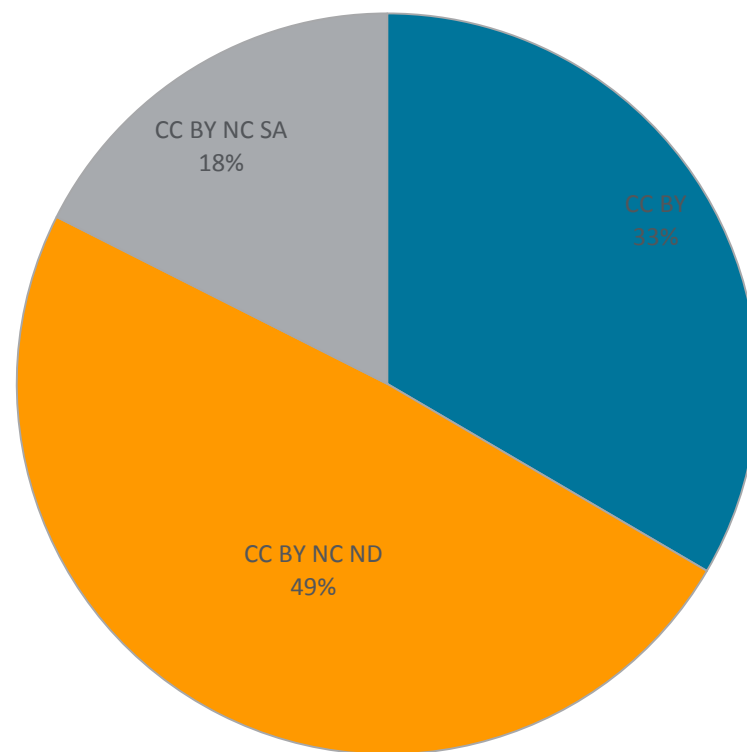
- 1. Journal Publishing Agreement/License**

- Determines copyright and gives permissions to the publisher to do their job of publishing research

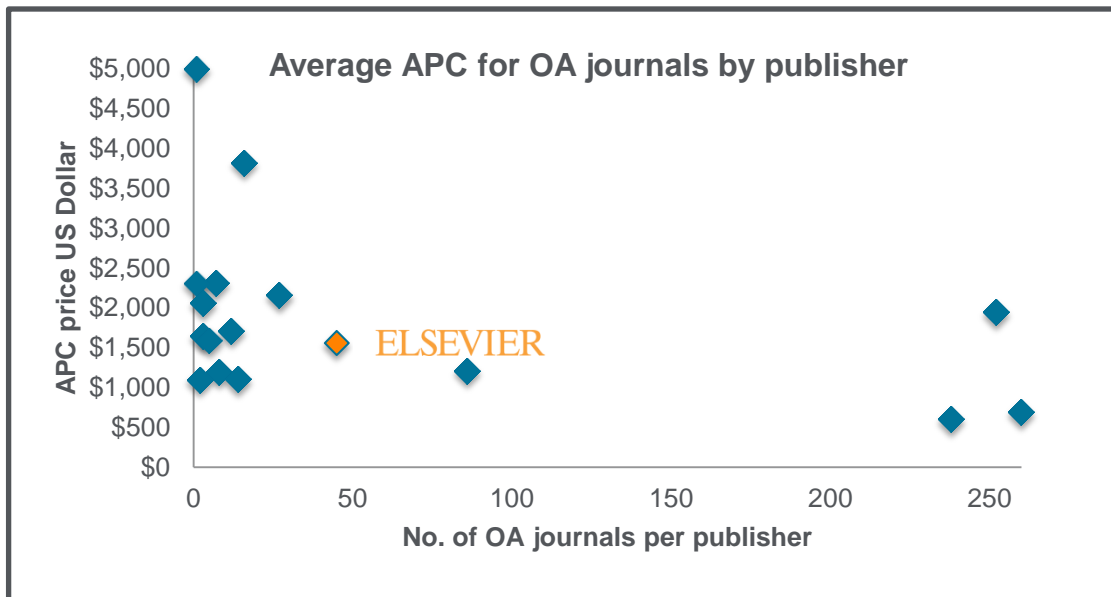
- 2. User license**

- Such as Creative Commons which defines how readers can reuse their research

Elsevier uses an “exclusive license” when publishing gold open access where **author retains copyright.**

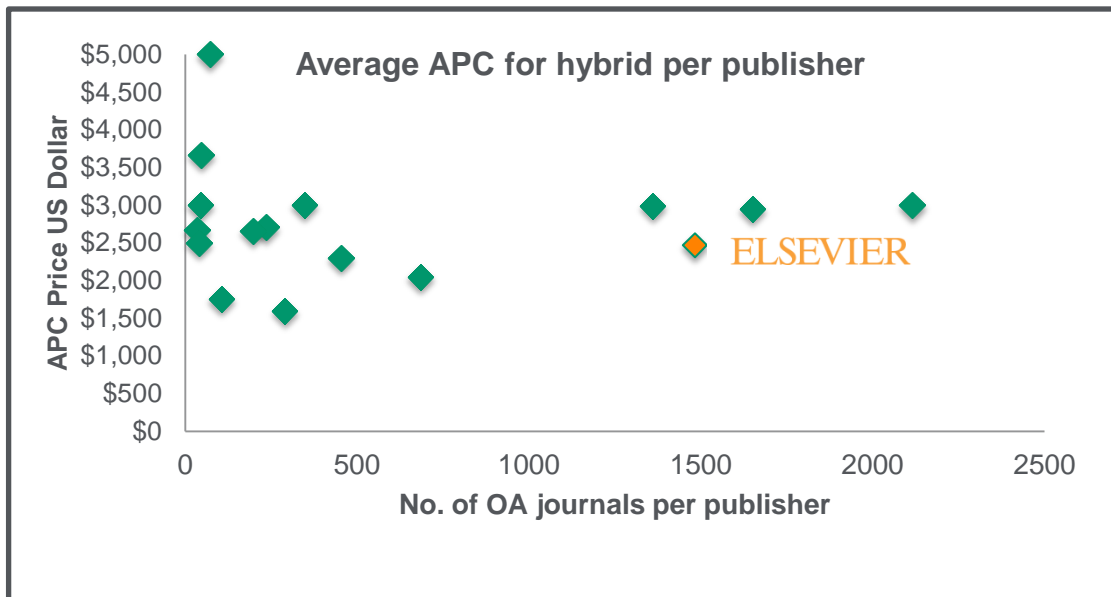


# APC pricing



## Open access journals APC pricing

- Average APC by journals is \$1,235; for Elsevier it is slightly higher at \$1,558
- Elsevier's prices range from \$500 - \$5000 which increases the average APC.



## Hybrid journal APC pricing

- Average APC by journal is \$2,644; for Elsevier it is slightly lower at \$2,467.
- Elsevier has broader distribution of prices which are tailored to specific communities.

# Innovative publishing in open access

## Reproducibility



**MethodsX** is a broad (all experimental disciplines) Open Access journal, publishing method details in the microarticle format.

**84%** spend most of their research time on validating, tweaking and improving existing methods.

**77%** indicate that it's important to get credit for the work done in the lab to improve methods.

## "Data in Brief"

article type describes open datasets so it can easily found, reproduced, reused and reanalyzed.

## Data driven



**Genomics Data** brings interpretation to complicated datasets. The journal provides a way for genomics researchers to bring their data – along with the details necessary to understand and reuse the data – to the wider community.

## Accessibility



**GI endoscopy** makes science more accessible. Video journal saves time for readers, as they can watch the procedure in a fraction of the time it would take to read a detailed article.

## Video format

helps people outside the discipline understand the content by providing information in an easily accessible visual format

## No double dipping

### Elsevier's policy

We do not charge subscribers for open access articles and when calculating subscription prices only take into account subscription articles – we do not double dip

<http://www.elsevier.com/about/open-access/open-access-policies/no-double-dipping-policy>

For example:



### Molecular and Biochemical Parasitology

Reduced the list price by 3.7% in 2014, due to a decline in the number of subscription articles.


Elsevier has:

- Reduced the list price for 27 journals in 2014 due to fall in numbers of subscription articles.
- Flipped 7 subscription journals to gold open access.
- Improved OA labels on ScienceDirect to clearly indicate OA articles.






# Open access on ScienceDirect

Elsevier has made several enhancements to ScienceDirect to improve open access labelling and discoverability including:



### Advanced Drug Delivery Reviews

Supports **Open Access** | [About this Journal](#) | [Complete Contents](#) | [Contact Us](#)

-  [New Article Feed](#)
-  [Alert me about new articles](#)
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**OA information shown for each journal**



**Biochimica et Biophysica Acta (BBA) - Molecular Cell Research**

Volume 1843, Issue 4, April 2014, Pages 703–714



**Protein kinase inhibitor SU6668 attenuates positive regulation of Gli proteins in cancer and multipotent progenitor cells** ★

Alla Piirsoo<sup>a, d</sup>,   Lagle Kasak<sup>a, b</sup>, Mari-Liis Kauts<sup>a</sup>, Mart Loog<sup>c</sup>, Kairit Tints<sup>d</sup>, Piia Uusen<sup>d</sup>, Toomas Neuman<sup>a</sup>, Marko Piirsoo<sup>b</sup>

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**Highlights**

- Ulk3 is involved in the maintenance of Gli1/2 expression.
- SU6668 prevents *de novo* expression of Gli1/2 proteins induced by Shh or TGF-β.
- SU6668 inhibits up-regulation of Gli1/2 proteins *via* Ulk3.
- Human ASCs differentiate towards osteoblasts in response to Shh.

**Each open access article is clearly labelled**

Received 11 September 2013, Revised 18 December 2013, Accepted 2 January 2014, Available online 10 January 2014

 **CrossMark**

Open Access funded by Wellcome Trust

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**Publication information such as funding body and user license located under “show more”**

# Finding open access on ScienceDirect

The screenshot shows the ScienceDirect search interface. At the top, there are tabs for 'All', 'Journals', 'Books', 'Reference Works', and 'Images'. Below these are links for 'Advanced search' and 'Expert search', along with a 'Search tips' link. The main search area includes a 'Search for' field, a dropdown menu for 'All Fields', and an 'AND' operator dropdown. Below this is another search field and dropdown. The 'Refine your search' section contains several checkboxes: 'Journals', 'Books', 'All', 'My Favorites', 'Subscribed publications', and 'Open Access articles'. A dropdown menu is open, showing categories like '- All Sciences -', 'Agricultural and Biological Sciences', 'Arts and Humanities', and 'Biochemistry, Genetics and Molecular Biology'. There is also a note: 'Hold down the Ctrl key (or Apple Key) to select multiple entries.' At the bottom, there are radio buttons for 'All Years' and a date range selector set to '2004' to 'Present'. A 'Search' button and a 'Recall search' link are at the very bottom.

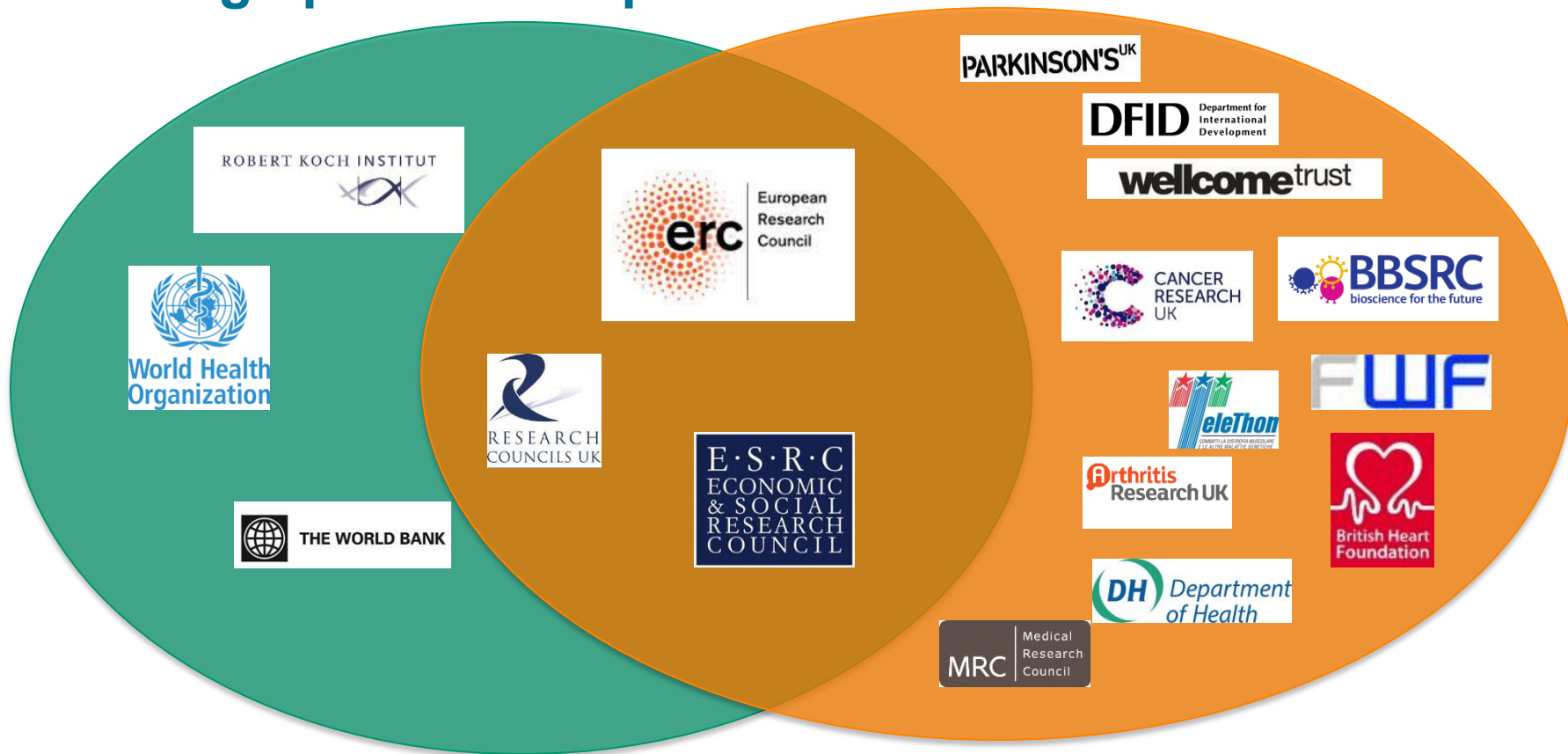
Easy filters to refine search results

Clear labels shown in search results and the ability to filter results lists

The screenshot shows the search results interface. At the top, there are three filter buttons: 'All titles', 'All publications', and 'Open Access journals'. Below these is a section titled 'A' containing a list of journals. The first two entries are 'AASRI Procedia' and 'Acta Pharmaceutica Sinica B', both labeled as 'Journal' and 'Open Access'.

Journal Title	Category	Open Access
AASRI Procedia	Journal	Open Access
Acta Pharmaceutica Sinica B	Journal	Open Access

# Facilitating open access policies



## Green agreements

- Facilitates sustainable green open access
- **Immediate internal posting** on repositories
- **Public access** to the author accepted manuscript **after embargo**

## Mixed agreement combination of both green and gold



## Gold agreements

- Help establish automation of workflows to streamline author experience
- Can include reporting to funding organisation on uptake
- Compliance is higher when combined with clear funding for APCs.

# Green Open Access: How authors can share their articles at Elsevier

## Pre-submission (pre-print)

- Post to a preprint server anytime, anywhere

## Post-acceptance (accepted manuscript)

- Self-archiving (e.g. personal website, blog, Institutional Repositories) for not commercial use
- OR
- Immediate posting in IRs only for internal use when a mandate in place
- Share copies directly with colleagues for their personal use

## Publication (final article)

- If published gold open access, share the final PDF online with your choice of user license.
- If published subscription, share copies directly with colleagues for their personal use and scholarly sharing

## Post Embargo (author manuscript)

- For institutions with a mandate, public access can be enabled from an institutional repository after embargo typically in the range 12-24 months



# Introduction to institutional services by Elsevier

Elsevier supports authors who wish to post and share their research through our posting policy:

[www.elsevier.com/postingpolicy](http://www.elsevier.com/postingpolicy)

In addition, we are working with selected repositories to explore how we can **support institutions to promote and broadcast** the work of.

their authors in their **institutional repositories**

Our current pilots and services include:

- Metadata feed
- Embed functionality
- Embargos



# Metadata feed

## Structured Metadata:

- Through our Scopus API, subscribers can retrieve clean and structured metadata for all articles by authors affiliated with the University. The API provides:
  - Structured and better information on author affiliation
  - Information about Elsevier and non-Elsevier published articles

## Better indexing:

- Through our ScienceDirect API, everyone can retrieve metadata for Elsevier published articles including:
  - The abstract which helps indexing of your repository in search engine results
  - Open access content and content published in non-subscribed titles.

## Benefits for your repository:

### Provide better search functionality:

- Metadata enables users to search on specific terms such as author or affiliation
- Retrieves search results in a format the repository can specify.

### Builds repository capacity:

- Supports bulk download of all articles already published today
- Enables periodic updates

## Process

- The institution can get API access through our developers portal
- After a simple online click-through agreement they will receive an API key
- API access allows users to define a search string and retrieve relevant results to help integrate structured metadata into the repository

# Embedded functionality

Functionality which enables the final full text version of the published article to be shown within the repository's website.

## Helps promote research published by your university:

- Any user on the IP address range of any subscribing institution (not only those affiliated with your University) can view the final PDF on your repository
- Encourage citations as researchers want to cite the final published article
- No need to leave the repository to find the final version, helping users to stay longer on your repository and read more.
- Immediately show the final published article to all entitled users, including the first page for everyone.

## Enhance the user's experience:

- Can host the manuscript version but provide an easy way for users to access the final published version within the repository.
- Easily find information on the final version such as any corrections, amendments or updates which are not shown on the manuscript version.



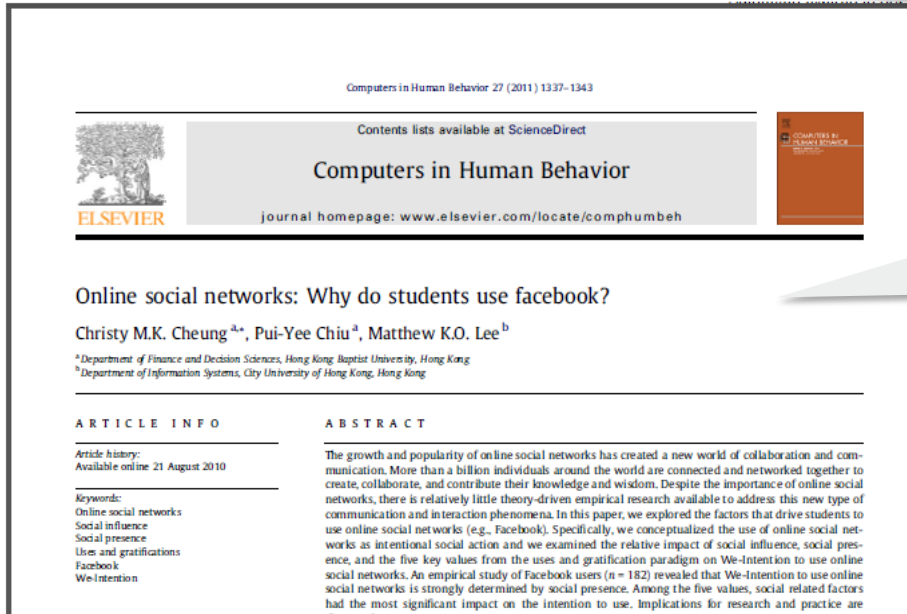
Elsevier is ready to test this API service with a number of selected repositories!

# Demo example: embedded PDF on 3<sup>rd</sup> party site

## OAuth/SVAPI demo site

Your auth token: sat\_1BA5498ED20666D0160711ADE2181FBE26D21857EAB22534B5A3B4CF094CA4FB89BE2A628B0C8CC359748CBB2BF0ECDA78840851633F3D18AB317B5B02042A351889F730323E1C913E7D970F7EC0C6FE9DB521B078352FA596BB4D0525564130F201CAF93F7F294523CCC5CA835E9FBC2BD831F992208E504F691B51F9B930A634301CF4036AD3646805D823782A04A0EB65A232659F9D411D55E61DCCEC07EB1208B46356DEF4966A7E23D8&httpAccept=application/pdf

enter the pii of a document you want to embed:



```
<embed
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&pikey=94434aa9e3c7bd61c3c05b421493976e
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height="500" width="700"/>
```

In this demo app, the user needs to paste a specific PII or DOI. To make it easy for users, an Institutional Repository could dynamically create the embed codes for the article the user would like to see, based on the article PII's or DOI's that were obtained from for instance the SD query API.

The PDF will be shown in a space on the a page of the third-party site, i.e. the World Bank repository. The size of the space can be determined by you, and can be indicated in the embed code you will use on your site.

This is the embed code used for this embed demo page: code can be created dynamically : just change the PII or DOI input.

In the code you can specify the file format (PDF) and size at which you at which you want the article to be displayed.

# Sharing research: Embargo periods

Elsevier's posting policy supports the immediate AAM posting for internal institutional use and public access is enabled after embargo. To help institutions implement embargo periods we are working with a selected number of repositories to see how to make this easier.

## Plugin solution

- Development of Plugins for the major Institutional Repository (IR) platforms (DSpace, Eprints, OPUS etc.) connect with Elsevier APIs and download the right embargo information. This benefits you by:
  - Automatically recognizing and adding article embargoes which save time for librarians who currently do this manually
  - Avoids the hassle of checking the Publisher's policy (e.g. on SherpaRomeo) to ensure the correct version is posted
  - Help set things up so the IR software would then automatically publically display the AAMs after embargo.

## Pilot phase

- Elsevier is looking to source external developers to run the project based on the usage scenarios and draft requirements provided by partner Universities
- Want a limited number of developer partners/Universities to define requirements for Open Source plugins or other modifications to institutional repositories.

# Developing new tools helping researchers to share

- **Share link:** Personalized share link replaces traditional e-offprint giving 50 days free access on ScienceDirect.
- **Embed PDF:** Integrating with our PDF API will enable repositories to render full text articles from ScienceDirect to their users
- **Poster in my pocket:** A mobile app that allows conference attendees to download scientific posters they find interesting directly onto their mobile.
- **Licensed 3rd party hosting pilots:** Enable users to read and annotate ScienceDirect full text articles from the third party interface and share annotations to key articles of interest with connections within their social online community. E.g. MyScienceWork and Sciencescape.



**Katerina Tsetsura** @tsetsura

9 december

Why women NGOs in post-Soviet space are not so successful? Read my latest article in PR Review for free: [elsarticle.com/18AyHnN](https://elsarticle.com/18AyHnN)



**Marco Kuhrmann** @kuhrmannm

9 december

Elsevier provides free access to our article on PET until 31st January 2014; [elsarticle.com/18AizOk](https://elsarticle.com/18AizOk)



**Dmitry Savostyanov** @draug

9 december

Free online version of my recent paper, thanks #elsevier [elsarticle.com/18ATli5](https://elsarticle.com/18ATli5)

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