Flipping out, over the flip?

Understanding the challenges concerning the open access flip, not to flip-out but to flip-in.

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Agenda

- Background
- Roles, Strategies and Other Facts
- Publisher Strategies
- Open Access Challenges
- Conclusion
Open Access Background
Background:
The benefits of Open Access

BENEFITS OF OPEN ACCESS

- More exposure for your work
- Researchers in developing countries can see your work
- Practitioners can apply your findings
- Higher citation rates
- Taxpayers get value for money
- Compliant with grant rules
- The public can access your findings
- Your research can influence policy

AOASG: https://aoasg.org.au/resources/benefits-of-open-access
Roles, Strategies and Facts
The traditional role of Publishing Houses

- Provide structure, by:
  - Building Infrastructure to:
    - Protect the integrity of scientific knowledge
    - Validate scientific findings
    - Support editors with the peer-review process
  - Publishing findings in journals, to:
    - Preserve knowledge in the pursuit of human progress
    - Preserve knowledge in formats for future use
  - Distributing knowledge to:
    - Make it discoverable and accessible via search engines and various other platforms for further study
The New Role of Publishing Houses
Publishing House OA Strategies: Different Open Access Models

- Open Infrastructure

- Free Publishing Models
  - Advertisement (Fremium)
  - Sponsoring (PWYCA, Platinum/Diamond)

- Author Processing Charges (APCs)
  - Gold route
  - Hybrid
    - Green route
Publishing House OA Strategies: Increase the number of OA Articles

Journals that flipped and charged an APC greatly increased their article volume, Khoo, 2019
Publishing House OA Strategies: Increase the number of OA Articles

Growth in the Number of Hybrid Journals and Articles from 2009 & 2016
Publishing House OA Strategies: APC Hyperinflation

Khoo (2019)
Publishing House OA Strategies: Quantity vs Quality: Readership in Life Sciences

Life Sciences: Proportion of Usage per Available Journals

Range for top 5% of journals viewed: 36-53%
Range for top 25% of journals viewed: 75-88%
Range for top 50% of journals viewed: 92-97%

UK Universities Readership: Life Sciences
SPARC Landscape Analysis
Publishing House OA Strategies: Quantity vs Quality: Readership in Chemistry

UK Universities Readership: Chemistry
SPARC Landscape Analysis
Publishing House OA Strategies: Quantity vs Quality: Readership: Elsevier Usage for NMSU

NMSU Elsevier Usage
SPARC Landscape Report
Some publishers invest huge amounts of money into systems to:

- Generate data for analyses, dictating decision making
- Generate user data, generating additional income streams
OPEN ACCESS CHALLENGES
Open Access Challenges

- Number of Open Access movements
- Number of Open Access Business Models
- Increase of publisher revenue, despite the declining number of big deals
- Technical requirements especially transition deals for publication, repository, and other platforms are poorly stipulated
- Sustainability of smaller, independent, and society publishers is a rising concern
Open Access Challenges

- Sustainability of Open Access
- Digital preservation
- Hyperinflation of APCs
- OA licensing for commercial use
- Cancelled agreements open academic institutions to hosting fees for additional products purchased dependant on the renewal of current packages
- Open infrastructure
Conclusion
South Africa:
- Number of accredited articles published in 2018: 30,000 (InCites & Scopus)
- Average cost per APC: US $2,260 (@ R15/$) in 2019
  R33,900 (Grossman & Brembs)

R1,017,000,000
Conclusion

- Support free quality OA publishing
- Support global efforts to manipulate Author Publishing charges
- Develop a South African OA strategy, to find a new economy with a structure that drive prices down and open infrastructure to support all business models.
Thank you!
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