Open Access: Many Flavors

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ARLIS/NA at Altitude!
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Denver, CO
Same Old Crisis
Access Options
Future
“The open access movement suggests dramatic changes are coming...but if you ask the typical librarian, it still looks pretty much like a serials crisis.”

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Average Price Per Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemistry</td>
<td>$3,490</td>
</tr>
<tr>
<td>Physics</td>
<td>3,103</td>
</tr>
<tr>
<td>Engineering</td>
<td>1,919</td>
</tr>
<tr>
<td>Biology</td>
<td>1,810</td>
</tr>
<tr>
<td>Technology</td>
<td>1,776</td>
</tr>
<tr>
<td>Astronomy</td>
<td>1,671</td>
</tr>
<tr>
<td>Geology</td>
<td>1,521</td>
</tr>
<tr>
<td>Food Science</td>
<td>1,554</td>
</tr>
<tr>
<td>Math &amp; CS</td>
<td>1,411</td>
</tr>
<tr>
<td>Zoology</td>
<td>1,311</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>1,330</td>
</tr>
<tr>
<td>Botany</td>
<td></td>
</tr>
<tr>
<td>General Science</td>
<td>1,213</td>
</tr>
<tr>
<td>Geography</td>
<td>1,086</td>
</tr>
<tr>
<td>Agriculture</td>
<td>1,034</td>
</tr>
</tbody>
</table>

**Projected 2009 Price Increase**

- Sciences = 8.5%  $1,830
- Social Sciences = 9.4%  $701
- Arts/Humanities = 9.5%  $227

**SOURCE:** LJ PERIODICALS PRICE SURVEY 2008
Graph 4

- Serial Expenditures (+302%)
- Library Materials (+225%)
- TOTAL (+147%)
- Total Salaries (+131%)
- Operating Expenditures (+102%)
- CPI (+78%)
- Monograph Expenditures (+59%)

Big Deal =

Bundled Journal Pricing

Society Titles = Takeover Targets

Less $ for Small Presses

Fewer Scholarly Books

Smaller Press Runs
$380,000

or

5 new permanent faculty

Every Year
Values

- Traditional Tenure Reward System
- Established and Top Tier Publishers
- Peer Review
- Goal = Impact and Influence
Recent Research


**Bottom Line: More access = More citations**
Impact and Influence

- Commercial Publication = Silos
- STM Packages = OA Surrogate at a Huge Cost
- Discoverability Engines = Influence but Only when OAI Compliant and Open to Use
- Open Access: All Flavours = Maximum Influence
Free vs. Open

- Free viewing is just that, the copyright holder still grants permissions for use.

- Open access has many flavors but bottom line is availability to use is granted without having to seek permission.
But What about Fair Use!
View It, But Can You Use It?

- “No illustration from the web site may be copied, modified, published, or broadcast or otherwise distributed.”
  Oxford Dictionary of National Biography

- “In particular, you certify that your use of any part of the Archive's Collections will be noncommercial and will be limited to non-infringing or fair use under copyright law”
  Internet Archive Terms of Use
Journals

- Public Library of Science (OA)
- PubMed Central archives (NIH)
- Publishers (Elsevier, Springer, etc.)
Open Access Alternatives

“Evidence for open access as an emergent, global state of mind is everywhere.”

Open Access Includes

- Whole Journals
- Selected Articles
- Pre- and Post-Prints
- Supplemental Resources
Journals

- Over 3,340 titles in Directory of Open Access Journals (www.doaj.org)
- 20% DOJA increase from April 07 to April 08
- Commercial publishing is now Static, no growth and low >7% Profit margins
Open Access also includes:

- Books
- Still and Motion Images
- Music and Audio
- Mixed Media
Google vs. Internet Archives

Libraries Shun Deals to Place Books on Web

New York Times, October 22, 2007 - Several major research libraries have rebuffed offers from Google and Microsoft to scan their books into computer databases, saying they are put off by restrictions these companies want to place on the new digital collections.
Sustainable Future Models

- Born Digital hybrids: free and for sale
- Open Access under Creative Commons
Many Flavors

Open Access: The right of users to view, download, copy, distribute, print, search, or link (DOJA)

- Free to view but not to copy/distribute (PubMed Central; Institutional repositories)
- Open to use with some restriction (CC licenses)
- Open to use but Pass it on (CC newest)
- Free/Libre movement: do anything you want
Creative Commons
Creative Commons Approach

From the Science Commons blog, Thinh Nguyen on Rockefeller University Press’ recent announcement:

“Leading by example, the Rockefeller University Press has issued a bold challenge to other non-OA publishers to find new ways to strike a balance between sustainable publishing and advancing authors’ freedoms and the public interest. The Press adopted a new copyright policy that returns essential freedoms to authors and extends permissions to the public that are vital to advancing science. This new policy covers its journals, which include the prestigious Journal of Cell Biology, The Journal of Experimental Medicine and The Journal of General Physiology.”
CC Attribution-Noncommercial-Share Alike License

Under the following conditions:

**Attribution.** You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).

**Noncommercial.** You may not use this work for commercial purposes.

**Share Alike.** If you alter, transform, or build upon this work, you may distribute the resulting work only under the same or similar license to this one.
Creative Commons Examples

- HASTAC: Humanities, Arts, Science, Technology Advanced Collaboratory

- Vectors: Born digital visual journal (HASTAC)

- MIT OpenCourseWare
Challenges to OA

- Sustainability
- Peer review – Quality
- Commercial Indexing and Discoverability
- Preservation and IRs
Sustainability

- Embargoes
- Hybrids: Commercial & Free
- Sponsors & Too Many Cooks
- Social enterprises
Social Enterprises

“Mr. Kahle says...there is a middle ground between the technologists and the capitalists. He ticks off operating guidelines like transparency, staying out of debt, giving away information and refusing to hoard.”

April 13, 2008
What can WE do?
Monitor Changes

- NIH deposit requirement
- Harvard “Open Access” Policy
- Open Content Alliance
Talk To Your Community

- Collaborate to encourage creators of content to retain their copyright
- Introduce graduate students to scholarly communication cycle
- Promote institutional repositories and OA access to digital collections
- Expose your own work - make it more discoverable through open access initiatives
Use the Tools

- SPARC Author Addendum
  [www.arl.org/sparc/author/addendum.html](http://www.arl.org/sparc/author/addendum.html)

- Creative Commons License
  [www.creativecommons.org/about/licenses/](http://www.creativecommons.org/about/licenses/)

- SHERPA/RoMEO
  [www.sherpa.ac.uk/romeo.php](http://www.sherpa.ac.uk/romeo.php)
Good Places to Start: Libraries

Copyright & Fair Use
Stanford University Libraries

Primary Materials
Overview & Resources

Home > Charts and Tools

Charts and Tools

Is it Still Copyright?
Build Repositories

- National Repositories
  - PubMed and NIH Deposit
- Institutional Repositories
  - Sustained by Institutions/Partners
- Topical Repositories
  - Sustained by Societies/Partners
- ArtStor – JSTOR
  - Sustained by Fees and Collaboration
Talk to Faculty Editors

- Intellectual Property Transfers
- Print – Digital Migration = SPARC
- Virtual Peer Review Systems
- Born Digital = Repositories
FUTURE
NetGen vs Copyright

http://www.lisarein.com/illegal-art/laurasplan-1.jpg
E-Books

- NOW: PDF copies of printed books
- SOON: Born digital: video, audio, animation, simulation

“The challenge is finding the appropriate balance between usability and IP protection”
“Multimedia is a Copyright Lawyer’s Worst Nightmare”

Overheard at ICOLC 08, San Francisco, April 14, 2008
What’s a NetGen to Think?

- Openphoto
- WayBackMachine: 85 Billion and counting
- Architecture.com – Royal Institute of British Architects
- OpenDOAR
E.g. Commercial E-Textbooks

- Political angle
- Campus licensing preempts Piracy
- Publishers revenue stream
- CourseSmart e-text leasing alliance
Collaborative Education

- Resources for Educators
  - WikiEducator: Community collaboration
  - MIT Courseware Project
Librarians as Leaders

- Promote Open Access
- Intellectual Property Rights Education
- Repositories
- Discovery (metadata and tools)
- Assignment Design Consultation
Finis