Nick Shockey
DIRECTOR, RIGHT TO RESEARCH COALITION
EIFL Open Access Advocacy Webcast
January 31, 2011

nick@arl.org
Launched in Summer 2009

Built around the Student Statement on the Right to Research: access to research is a student right

Two program areas: advocacy & education

International alliance of 48 graduate & undergraduate student organizations, representing nearly 7 million students
40% of researchers can’t access resources they need on a DAILY or WEEKLY basis (UK Study)

Source: Research Information Network, “How researchers secure access to licensed content not immediately available to them,” December 2009

www.righttoresearch.org
The average academic library in the UK has access to just **HALF** of all journals
WHY?
Publishing is big business…
Rapidly Rising Prices…

1975-1995
200-300% > Inflation

1995-2009
7-10% per year
Average journal in the Health Sciences:

Chemistry = $4,044

Physics = $3,499

Biology = $2,167

= $2,035

European Commission Report: On average, for-profit journals are **3 TIMES** more expensive than non-profits\(^1\)

In neuroscience, for-profit journals are **890%** more expensive (per page)\(^2\)

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\(^1\) Study on the economic and technical evolution of the scientific publication markets in Europe, Commissioned by the European Commission

\(^2\) The Costs and Benefits of Site Licences to Academic Journals\(^*\), Proceedings of the National Academy of Sciences, C.T. Bergstrom and T.C. Bergstrom.
Cost Per Page: Non-Profit vs. For-Profit Journals

- Neuroscience: Non-Profit $0.10, For-Profit $0.89, 890%
- Atmospheric Science: Non-Profit $0.15, For-Profit $0.95, 633%
- Ecology: Non-Profit $0.19, For-Profit $1.01, 532%
- Economics: Non-Profit $0.17, For-Profit $0.83, 488%
- Physics: Non-Profit $0.19, For-Profit $0.63, 332%
- Mathematics: Non-Profit $0.27, For-Profit $0.70, 259%

Data Source: “The costs and benefits of library site licenses to academic journals,” PNAS, Carl Bergstrom and Ted Bergstrom, 01/20/04
Finally…

With the Internet, the cost of publishing has decreased significantly…

Yet, the price of journals continues to climb
What happened?

A system which was never meant to be run for profit is now being run for profit.

We’re maximizing revenue rather than the dissemination of knowledge.
So, here’s the thing…

We’ve moved beyond print.

With the Internet, we can distribute this knowledge to anyone, anywhere at virtually zero marginal Cost.

Articles can and should be free to the user
Solution: open access
What is Open Access?

“By open access, we mean its immediate, free availability on the public internet, permitting any users to read, download, copy, distribute, print, search or link to the full text of these articles, crawl them for indexing, pass them as data to software or use them for any other lawful purpose…”

- The Budapest Open Access Initiative
2 ways to make an article Open Access:
1. Publish in an open-access journal

X 7,400
2. Publish anywhere, deposit into an open-access repository

\[ \times 2,000 \]
2. Publish anywhere, deposit into an open-access repository

Strongly supported by UNESCO, the European Commission, 41 Nobel laureates, US National Institutes of Heath, many others
Institutions registered with HINARI *

* Data of Kosovo are included in the data of Serbia

The boundaries and names shown and the designations used on this map do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

Data Source: World Health Organization
Map Production: Public Health Information
and Geographic Information Systems (GIS)
World Health Organization
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Given such unequal access, Indian scientists inevitably struggle to perform world class science. The fact is that equitable access to current scientific information is essential if India is to take its rightful place in the world.

Subbiah Arunachalam
Distinguished Fellow of the M S Swaminathan Research Foundation
So what can we do?
We’re attacking the problem in 2 ways:

ADVOCACY + EDUCATION

**Advocacy** at the local, national, and international levels for policies that make research available now.

**Education** of the next generation of researchers to set the default to open
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<thead>
<tr>
<th>Type</th>
<th>Total</th>
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<tbody>
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**Graph:**

- **Y-axis:** Number of mandates per year
- **X-axis:** Years from 2003 to 2011
- **Legend:**
  - Red: Funder Mandate
  - Blue: Institutional Mandate
  - Green: Sub-Institutional Mandate
**OPTIMIZE YOUR PUBLISHING: PATHS TO MAXIMUM IMPACT**

**READY!** Your article is written and ready to be submitted for publication.

**FINDING THE RIGHT JOURNAL**
- Your research advisor or a campus librarian can help you locate a list of open-access journals in your field.
- Ensure your potential journal has a rapid turnaround time and will accept manuscripts in a timely manner.

**OPEN ACCESS BENEFITS**
- Increased visibility and download rates of your article.
- Expanded access to the research for a wider audience.
- Increased citation rates.

**REMEMBER:** Your library card expires at graduation.

**More resources available at:** www.righttoresearch.org/resources

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**A NEW NORM IN PUBLISHING**

A better system for science and scholarship.

There is a better model that is quickly becoming the new norm in academic publishing: Open Access. Open Access makes your work widely available on the Internet immediately upon publication in a peer-reviewed journal and with the necessary rights needed to be searched and used to its fullest extent. The open model is supported by the majority of leading editors and researchers as well as the funding agencies and research institutes, such as the National Institute of General Medical Sciences, the National Library of Medicine, and the Wellcome Trust—each of which has a policy requiring that they fund be made publicly available after an embargo.

When considering your publishing options, think about your audience. We will be drawn to journals that are prestigious, but, as you consider the best option for your work, also consider accessibility to your output. Full-open access journals are necessarily more limited because their charge is a subscription to published content. Not all journals can afford these fees, so none is suitable for all academic institutions. Don’t forget potential readers outside of your immediate discipline—increased accessibility improves discovery and can lead to unexpected benefits like interdisciplinary collaboration.

**OPEN ACCESS MAIMS IMPORTANT SCHOLARLY DEVELOPMENTS AVAILABLE TO ALL:**

- Everyone can read your work—\(^{1}\)
- From top scholars at elite institutions to prospective funding agencies.
- Potential private sector employers.
- Researchers and citizens around the world.

**OPEN ACCESS CITATION ADVANTAGE**

Over two dozen studies have shown a strong correlation between making an article openly available and an increase in citations, typically between 25-200%.

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**More resources available at:** www.righttoresearch.org/resources
YOU CAN'T ACCESS RESEARCH ESSENTIAL TO YOUR EDUCATION

THE PROBLEM
Research journals are the source for cutting-edge knowledge in every field from history to medicine. Yet, students, researchers, professors, doctors, entrepreneurs, and others are denied access to important information every day because they or their institution can’t afford it.

Journals have become increasingly expensive, to the point where no one has access to them all.

Journals often cost $5,000, $10,000, or even $20,000 per subscription, per year—and prices continue to outpace inflation year in and year out.

> 40% of researchers surveyed in one of the wealthiest countries, the UK, couldn’t access content they needed on a daily or weekly basis.

THE RESULT
Science is slowed, scholarship is hindered, and students’ educations are incomplete.

When we can’t see the whole picture, it’s hard to find, learn about, and build upon the cutting edge.

It doesn’t have to be this way.

THE SOLUTION
Dozens of student organizations, representing nearly 7 million students from across the world and in every discipline, are leading the charge for a better system: Open Access.

More resources available at: www.righttoresearch.org/resources

www.righttoresearch.org

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THE RESULT

THE SOLUTION

More resources available at: www.righttoresearch.org/resources
GET INVOLVED

• Reach out to your campus librarians
• Educate your friends, peers, and professors
• Advocate for your university to adopt an institutional open-access policy
  [on-campus advocacy guide coming soon!]
• Advocate for national and international open-access policies
• Encourage your student organizations to become active, join the R2RC
• Volunteer to help translate our resources
• Make your own work openly available

www.righttoresearch.org
The Cost of Knowledge

Researchers taking a stand against Elsevier.

Academics have protested against Elsevier's business practices for years with little effect. The main objections are these:

1. They charge exorbitantly high prices for their journals.
2. They sell journals in very large "bundles," so libraries must buy a large set with many unwanted journals, or none at all. Elsevier thus makes huge profits by exploiting their essential titles, at the expense of other journals.
3. They support measures such as SOPA, PIPA and the Research Works Act, that aim to restrict the free exchange of information.

The key to all these issues is the right of authors to achieve easily-accessible distribution of their work. If you would like to declare publicly that you will not support any Elsevier journal unless they radically change how they operate, then you can do so by filling in your details in the box below.

For more information, please see the PolyMath journal publishing reform page.

- 1928 people -

Scott Aaronson  MIT Computer Science and Artificial Intelligence Lab - Computer Science
won't publish, won't referee, won't do editorial work
I've been boycotting Elsevier and most other commercial publishers since 2004, and am thrilled to see this movement picking up momentum!

Russ Abbott  California State University, Los Angeles - Computer Science
won't publish, won't referee, won't do editorial work

Adil Abdullah  Institute Technology Brunel - Computer Science
won't publish, won't referee, won't do editorial work

Add your name to the list.

First and Last Name
Affiliation
Institutional email
only used once to verify your identity; never displayed, never shared
Subject
Mathematics
Comments
This is not a problem that only affects one country, one continent, or one field of study.

We need a broad, global student coalition.

We need your help.
Learn more and get connected at www.righttoresearch.org/act/eifl

EIFL Student Webcast
January 31, 2012

Get involved in Open Access!

* Required

Name *
  e.g. John Lai

E-mail address *