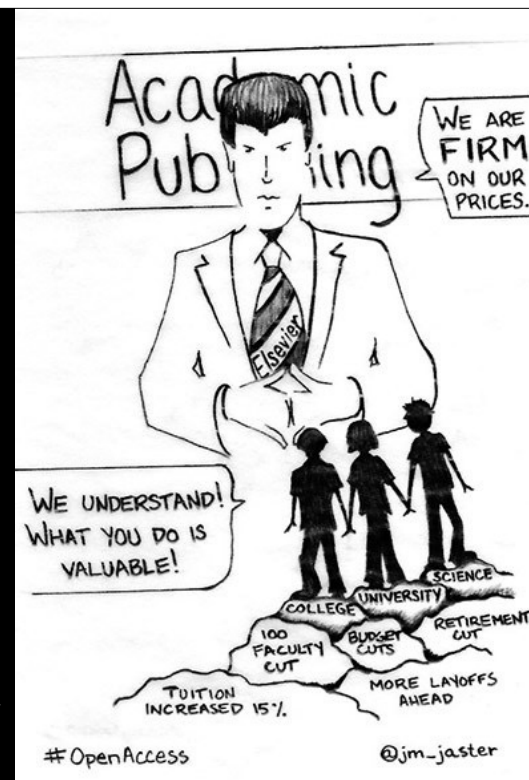


Researchers are horrible business people

...but we don't have to be

Dr Corina Logan
University of Cambridge
cl417@cam.ac.uk
www.CorinaLogan.com
Twitter: @LoganCorina

Slides: <http://tinyurl.com/zob9xbq>
Slides w notes: <http://tinyurl.com/juhrmc4>



The cost of publishing a paper

£0.90-220 = actual (depending on how automated)

£3,777 (avg) = global academic community pays

“the Big Four academic publishers have profit-margins between 32.4% and 42%. [A] typical profit margin of 37% [...] means that 37% [...] of an average paywalled article’s subscription money is pure profit. So [£1397] is leaving academia every time a paper is “published” behind a paywall.”

Big four = Elsevier, Springer, Wiley, Informa

Bogich et al. On the marginal cost of scholarly communication. <https://research.science.ai/article/on-the-marginal-cost-of-scholarly-communication> (\$1.30-318 = £0.90-220)

2012. What does it cost to publish a paywalled article with anyone? <http://svpow.com/2012/07/18/what-does-it-cost-to-publish-a-paywalled-paper-with-anyone/> (\$5,333=£3,777)

Morrison, Heather (2011). Chapter two. PhD Dissertation <http://pages.cmns.sfu.ca/heather-morrison/chapter-two-scholarly-communication-in-crisis/>

“The annual revenues generated from English-language STM journal publishing are estimated at about \$8 billion in 2008, up by 6-7% compared to 2007, within a broader STM publishing market worth some \$16 billion. [...] There were about 25,400 active scholarly peer-reviewed journals in early 2009, collectively publishing about 1.5 million articles a year.

8 billion dollars divided by 1.5 million articles yields a per-article revenue to the STM industry of \$5333. And since publisher revenue is the same as academia’s expenditure on publishing, that is the per-article cost to Academia.”

“each paywalled article costs the world as much as four PLoS ONE articles. In other worlds, if we all stopped submitted to paywalled journals today and sent all our work to PLoS ONE instead, the total scholarly publishing bill would fall by 75%, from \$8 billion to \$2 billion.”

<http://svpow.com/2012/07/18/what-does-it-cost-to-publish-a-paywalled-paper-with-anyone/>

Exploitative publishers

Who is exploited?

Researchers
Scientific societies
Universities/libraries
Public

Who benefits?

Publisher
Stockholders



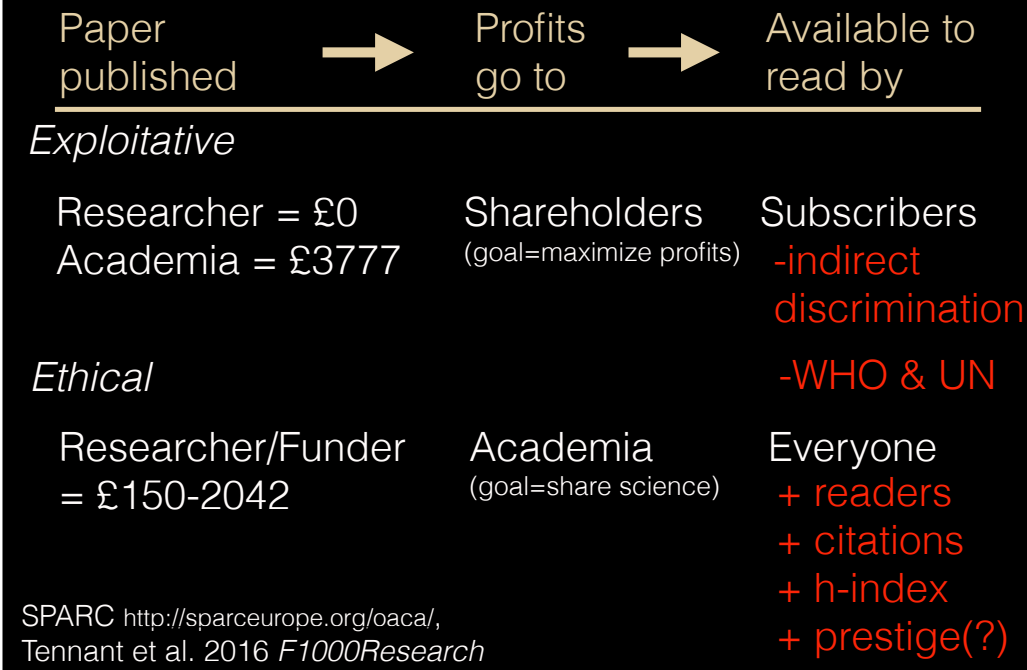
Elsevier, Cell

Schmitt J. 2015. Can't disrupt this: Elsevier and the 25.2 billion dollar a year academic publishing business. <https://medium.com/@jasonschrmitt/can-t-disrupt-this-elsevier-and-the-25-2-billion-dollar-a-year-academic-publishing-business-aa3b9618d40a#.ug5er19i2>

RELX Group Total market capitalisation (as at 24 March 2016) £25.8bn / \$36.4bn

Springer Nature is privately held (includes Springer, Nature Publishing Group, Macmillan) https://en.wikipedia.org/wiki/Springer_Nature. BC Partners who owns 47% of Springer Nature has \$17 billion in assets with 50 employees (https://en.wikipedia.org/wiki/BC_Partners)

Life cycle analysis



Academia=aggregate of those who pay subscription fees: universities, HINARI, etc.

HINARI = Health InterNetwork Access to Research Initiative (<http://www.healthinternetwork.org>) created by WHO to subsidize(?) get publishers to provide low cost or free access(?) online journal access for health and medical institutions in 69 of the poorest countries for free and to 44 poor countries at low cost (not clear how paid from the statement of intent: <http://www.who.int/hinari/statementofintent/en/>). WHO and UN (AGORA=Access to Global Online Research in Agriculture) are wasting valuable human resources on getting free access to read OUR research papers - human resources that could instead be used to feed starving people. There is backlash against HINARI as big publishers pull out (Perez Koehlmoos & Smith 2011 The Lancet [http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736\(11\)60067-6.pdf](http://www.thelancet.com/pdfs/journals/lancet/PIIS0140-6736(11)60067-6.pdf)).

Ethical: publishers charge what they need to do their job and are not publicly traded so their goal is not to maximize profits.

Societies can charge what they like to make profits.

£150=PeerJ subscription, £2042=PLOS Biology APC

Ethical COSTS LESS!!! And in the future libraries can cancel their subscriptions and instead invest this money in APCs.

If you look at the numbers, ethical = more prestigious. Exploitative completely relies on journal names and not data.

What can YOU do?

- Submit articles only to 100% OA journals at ethical publishers
- Make reviews open
- Publish data
- Evaluate research quality not metrics
- Encourage your scientific societies to switch their journals to 100% OA at an **ethical publisher**
- Make ethical publishing an essential requirement in **job descriptions**

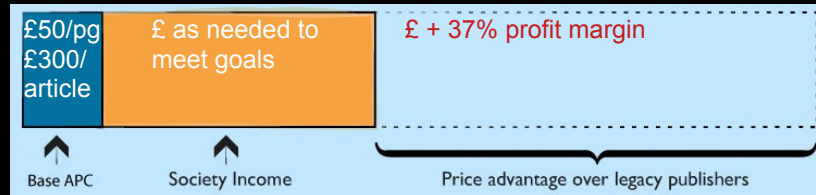
Paul Wicks @PaulLikeMe · Feb 13

More papers are read,
When paywalls are through,
Open access for all
Or I won't peer review

[#ElsevierValentines](#) [#oa](#)

Schönbrodt F. 2016. Changing hiring practices toward research transparency: The first open science statement in a professorship advertisement. <http://www.nicebread.de/open-science-hiring-practices/>

There are non-exploitative publishers



- 100% open access = knowledge is free to all
- Will take journals who want to switch publishers
- Are affiliated with NGOs (good for societies/funders)



Like Copernicus better bc they don't outsource and are LLC owned by NGO.

I had a look at a recent Animal Behaviour volume, which had 32 articles in it and multiplied that by 12 volumes/yr (384 articles/yr), and then calculated how much you would need to charge per article to make £400k/yr, which works out to £1042/article on top of the per page charge from Copernicus (which would probably on average per article be about £500-600). That is similar to what PLOS ONE charges so it doesn't seem outrageous. The nice part is that you can control how much the society makes by changing article prices as needed. Also, my hope is that in the long run, universities won't need to keep up their expensive subscriptions so that they could instead use that money to fund open access fees for their scientists. That way universities only pay once and it (almost) all goes to back to the scientists.

Scholastica = smart software to power your peer-reviewed journal. Hosts journal Discrete Analysis (founded by a UCAM maths prof), £10/article, but fee waived bc grants. Link to preprints on arXiv

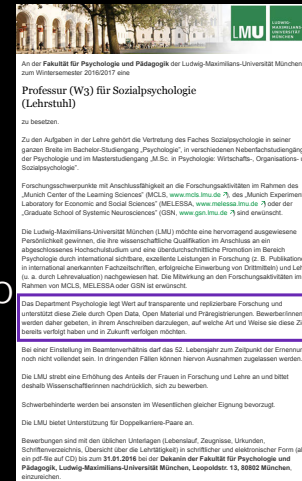
Make OA an essential requirement

Job description:

Professor of social psychology
Ludwig-Maximilians-Universität

“The Department of Psychology puts a high value on **transparent and replicable research** and supports these goals through **open data, open material, and preregistration**. Because of this, applicants are asked to **describe in their application** in which ways they have already achieved these goals and how they plan to do so in the future.”

https://www.academics.de/jobs/professur_w3_fuer_sozialpsychologie_121431.html



An der Fakultät für Psychologie und Pädagogik der Ludwig-Maximilians-Universität München ist zum Wintersemester 2016/2017 eine

Professur (W3) für Sozialpsychologie (Lehrstuhl)
zu besetzen.

Zu den Aufgaben in der Lehre gehört die Vertretung des Faches Sozialpsychologie in seiner ganzen Breite im Bachelor-Studiengang „Psychologie“ in verschiedenen Nebenfachstudiengängen der Psychologie und im Masterstudiengang „M.Sc. in Psychologie, Wirtschafts-, Organisations- und Sozialpsychologie“.

Forschungsschwerpunkte mit Anknüpfung an die Forschungstätigkeiten im Rahmen des Munich Center of the Learning Sciences (MCLS, www.mcls.lmu.de) des Munich Experimental Laboratory for Economic and Social Sciences (MELESSA, www.melessa.lmu.de) oder der Graduate School of Systemic Neurosciences (GSD, www.gsd.lmu.de) sind erwünscht.

Die Ludwig-Maximilians-Universität München (LMU) möchte eine hervorragend ausgewiesene Persönlichkeit gewinnen, die ihre wissenschaftliche Qualifikation im Anschluss an ein abgeschlossenes Hochschulstudium und eine überauschrittliche Promotion im Bereich Psychologie durch international wertvolle, exzellente Leistungen in Forschung (z. B. Publikationen in international anerkannten Fachzeitschriften, erfolgreiche Einwerbung von Drittmitteln) und Lehre (z. B. durch Lehrveranstaltungen) nachgewiesen hat. Die Mitwirkung an den Forschungsaktivitäten im Rahmen von MCLS, MELESSA oder GSD ist erwünscht.

Das Department Psychologie legt Wert auf transparente und replizierbare Forschung und unterstützt diese Ziele durch Open Data, Open Material und Preregistrierungen. Bewerberinnen werden daher gebeten, in ihrem Anschreiben darzulegen, auf welche Art und Weise sie diese Ziele bereits erfüllt haben und in Zukunft verfolgen möchten.

Bei einer Einstellung im Beamtenverhältnis darf das 52. Lebensjahr zum Zeitpunkt der Ernennung noch nicht vollendet sein. In dringenden Fällen können hiervon Ausnahmen zugelassen werden.

Die LMU strebt eine Erhöhung des Anteils der Frauen in Forschung und Lehre an und bittet ebenfalls Wissenschaftlerinnen nachdrücklich, sich zu bewerben.

Schwerbehinderte werden bei ansonsten im Wesentlichen gleicher Eignung bevorzugt.

Die LMU bietet Unterstützung für Doppelkarriere-Paare an.

Bewerbungen sind mit den üblichen Unterlagen (Lebenslauf, Zeugnisse, Urkunden, Schreibweisezeichen, Übersicht über die Leertätigkeit in schriftlicher und elektronischer Form) als pdf-File auf CD/DVD bis zum 31.01.2016 bei der Dekanin der Fakultät für Psychologie und Pädagogik, Ludwig-Maximilians-Universität München, Leopoldstr. 13, 80532 München, einzureichen.

Funding bodies increasingly require that the research they fund is open access. Non-compliance is punished. A track record of a commitment to OA should be attractive for funders when deciding who to fund.