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## Increasing our Impact: The Case for Open Access

Lee Van Orsdel

*Grand Valley State University, vanorsdel@gvsu.edu*

Julie A. Garrison

*Grand Valley State University, garrisoj@gvsu.edu*

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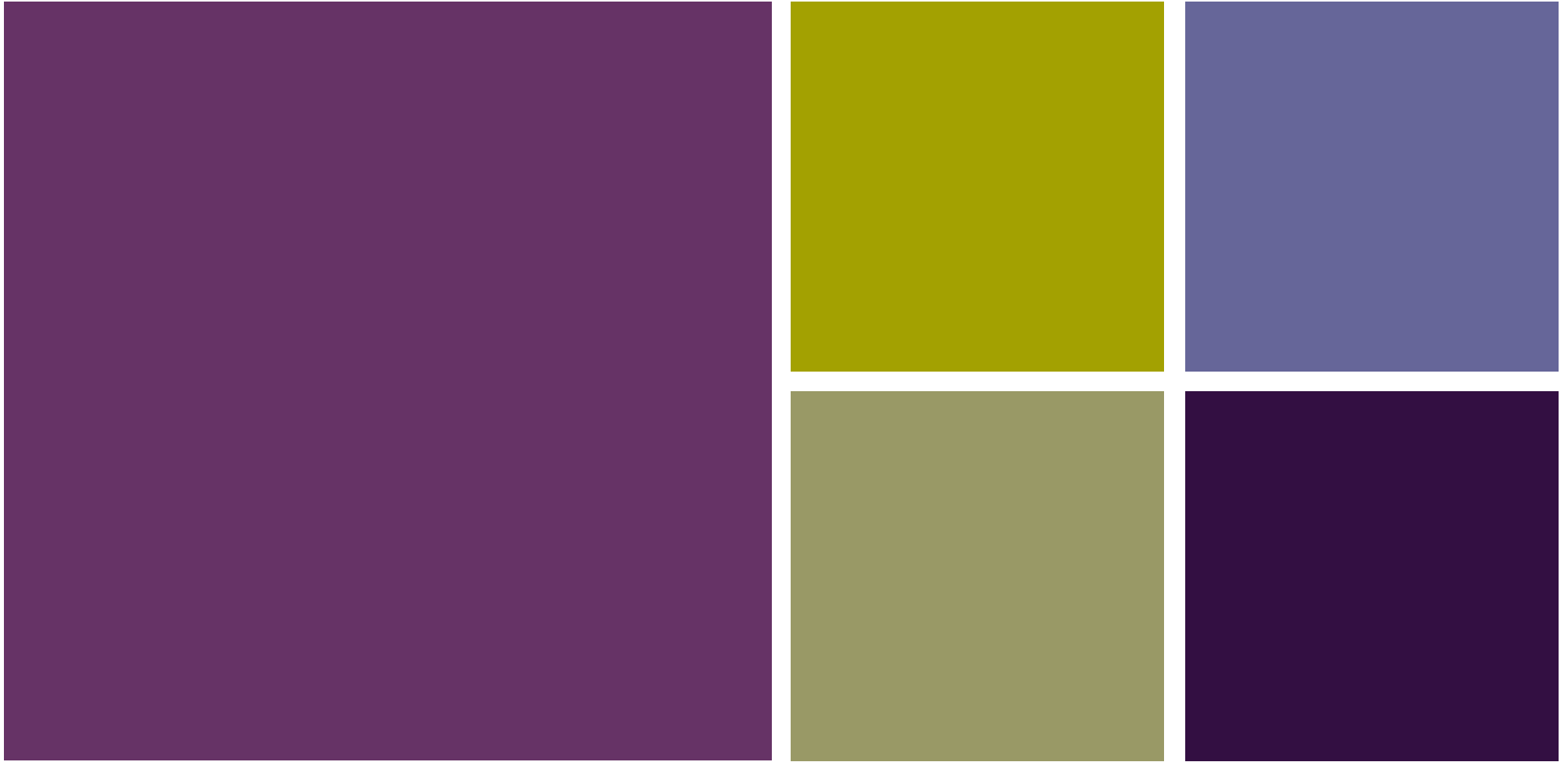
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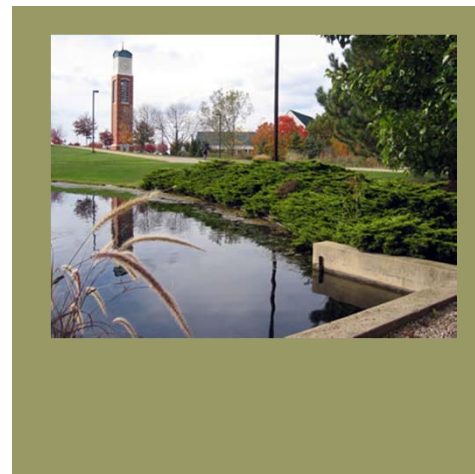
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# Increasing our impact: the case for open access

Lee Van Orsdel  
Julie Garrison  
Grand Valley State University

# Grand Valley State University



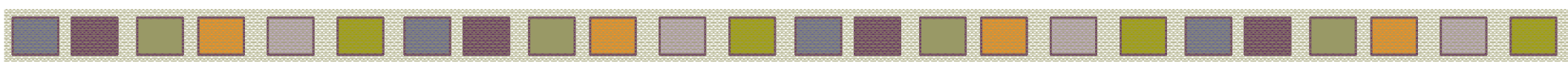
2012  
ACRL Excellence in  
Academic Libraries  
Award



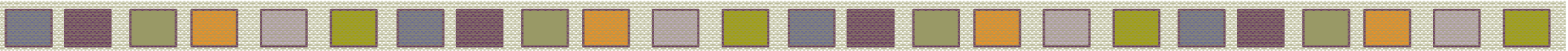
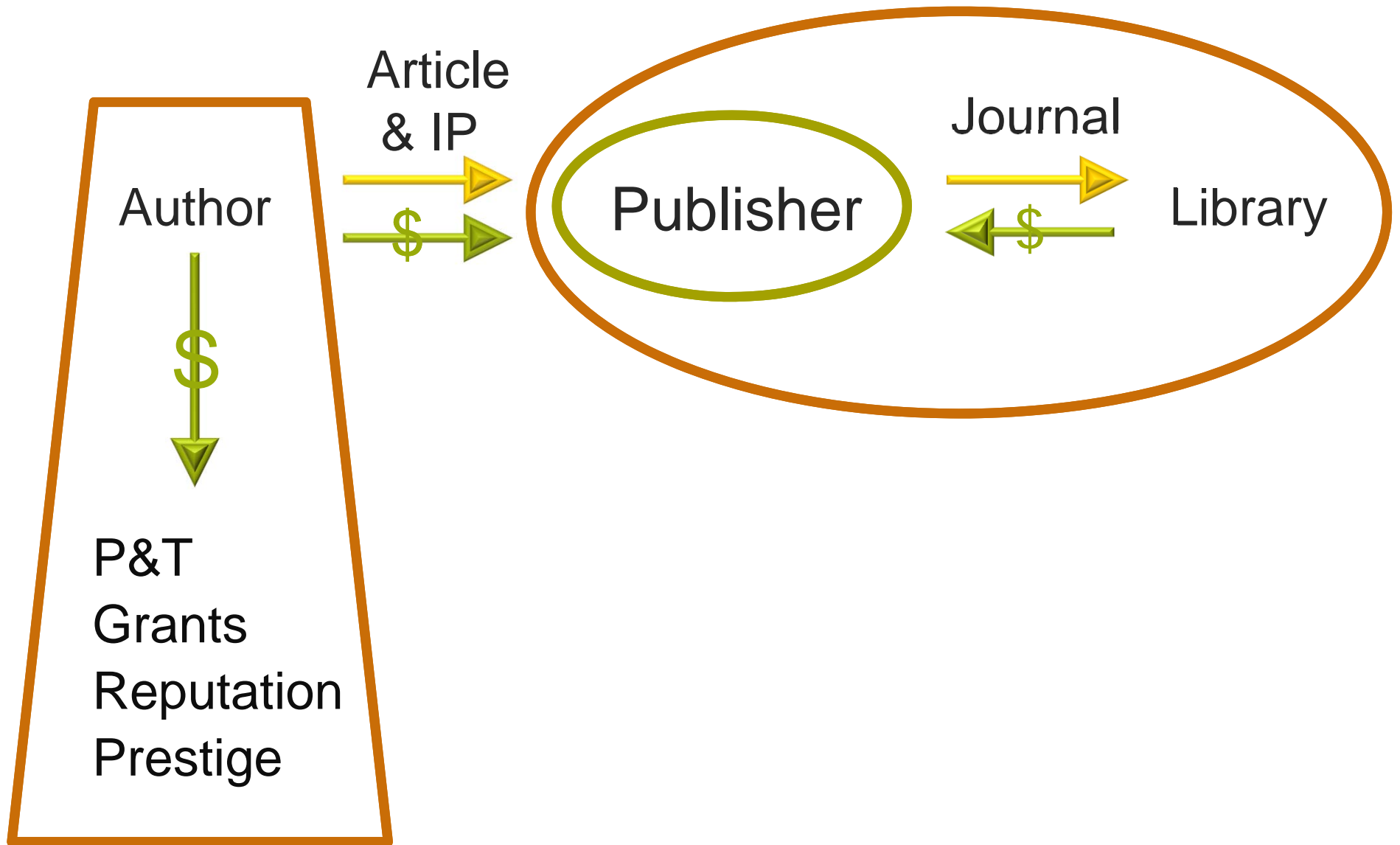
# the lifecycle of scholarship



# normal economy



# prestige economy



wholesale transfer of rights



creates scarcity



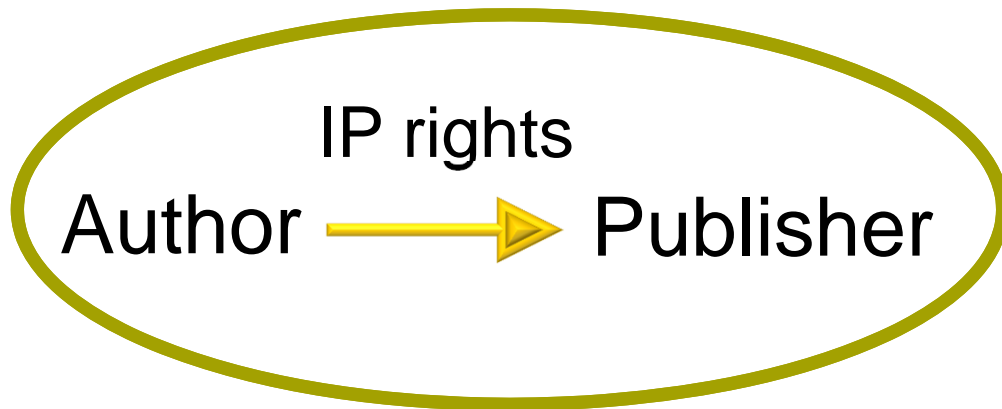
drives prices up



*High price limits access*

*&*

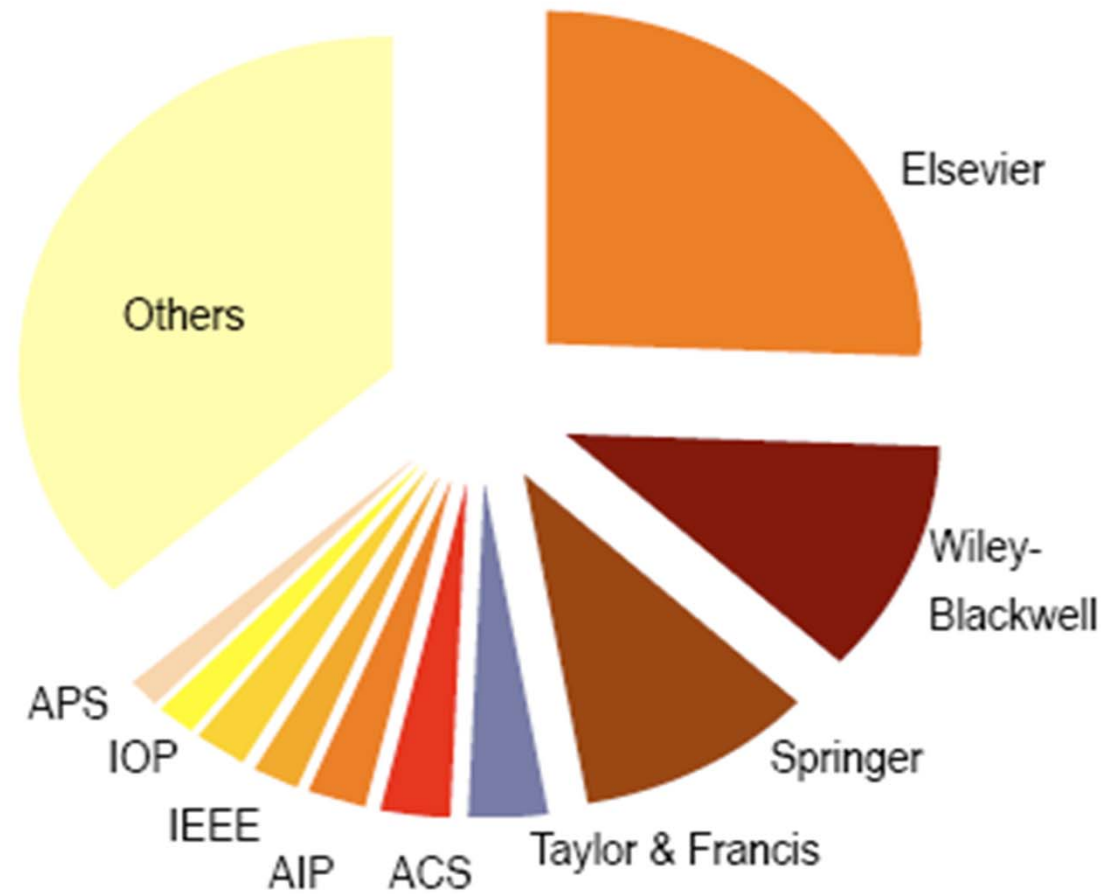
*Tight IP control limits reuse,  
sharing, text and data mining*



# effect of market consolidation

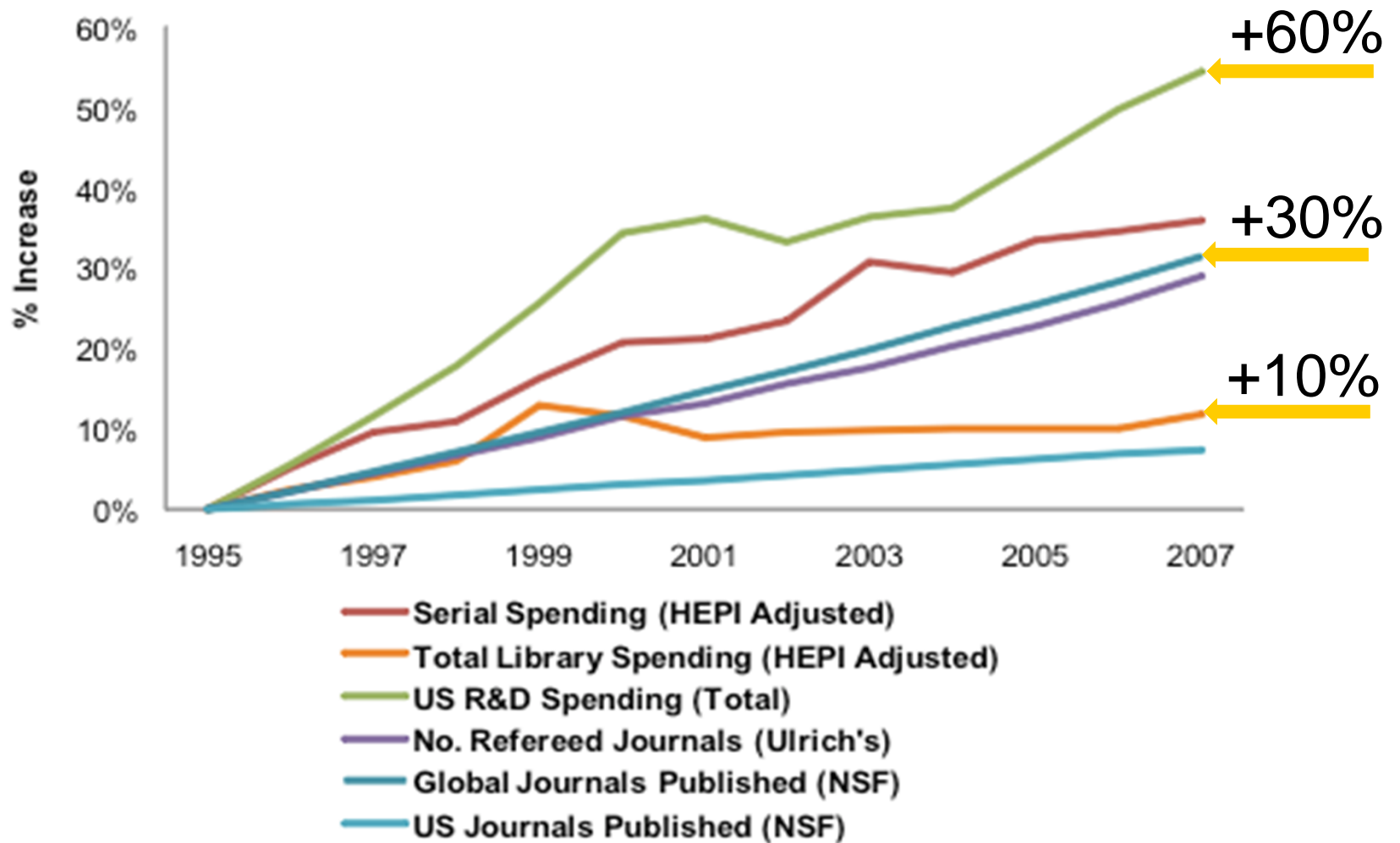


Share of Journal Articles Published





## U.S. Library Spending, R&D Spending, and Journals 1995-2007



*open* source  
*education*  
*textbooks*  
*science*  
*data*  
*access*





Libre

+  permissions

Green



Gratis

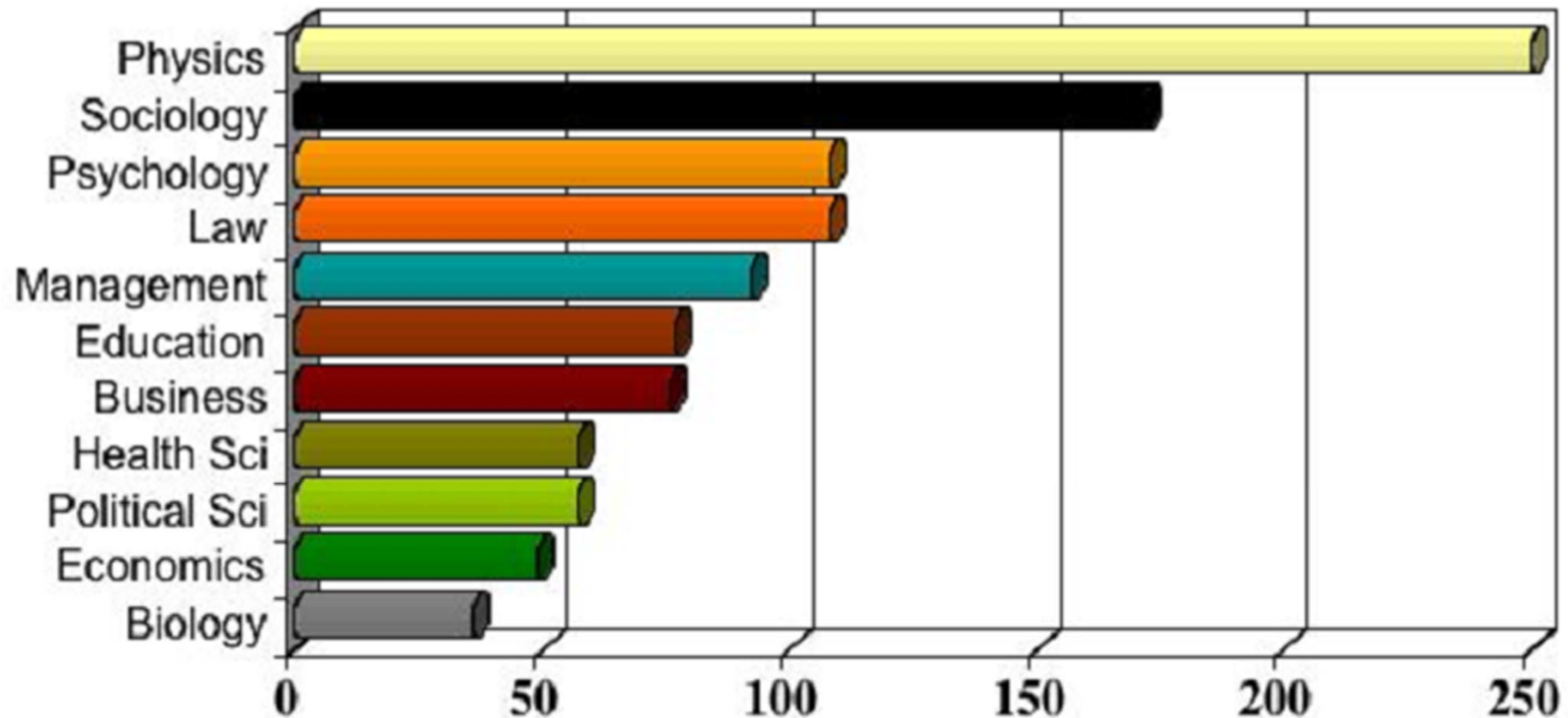
Gold

unrestricted access  
unrestricted use  
with attribution\*

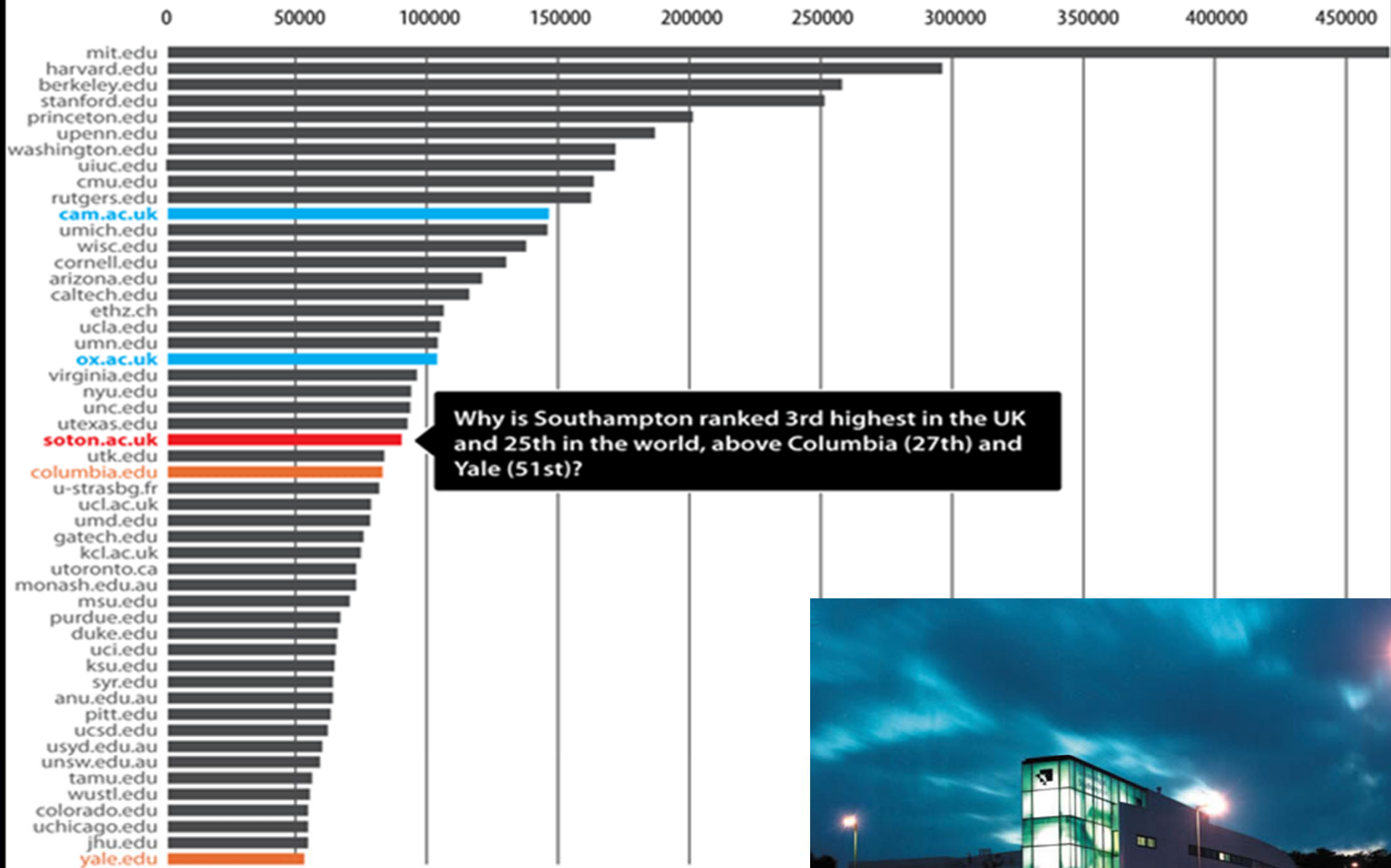


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# Open Access increases citations



**% increase in citations with Open Access**





# Who else is it for?

interdisciplinary readers

underfunded readers

international readers

digital readers

serendipitous readers

# approaching a tipping point?

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*disaggregation of traditional publishing*

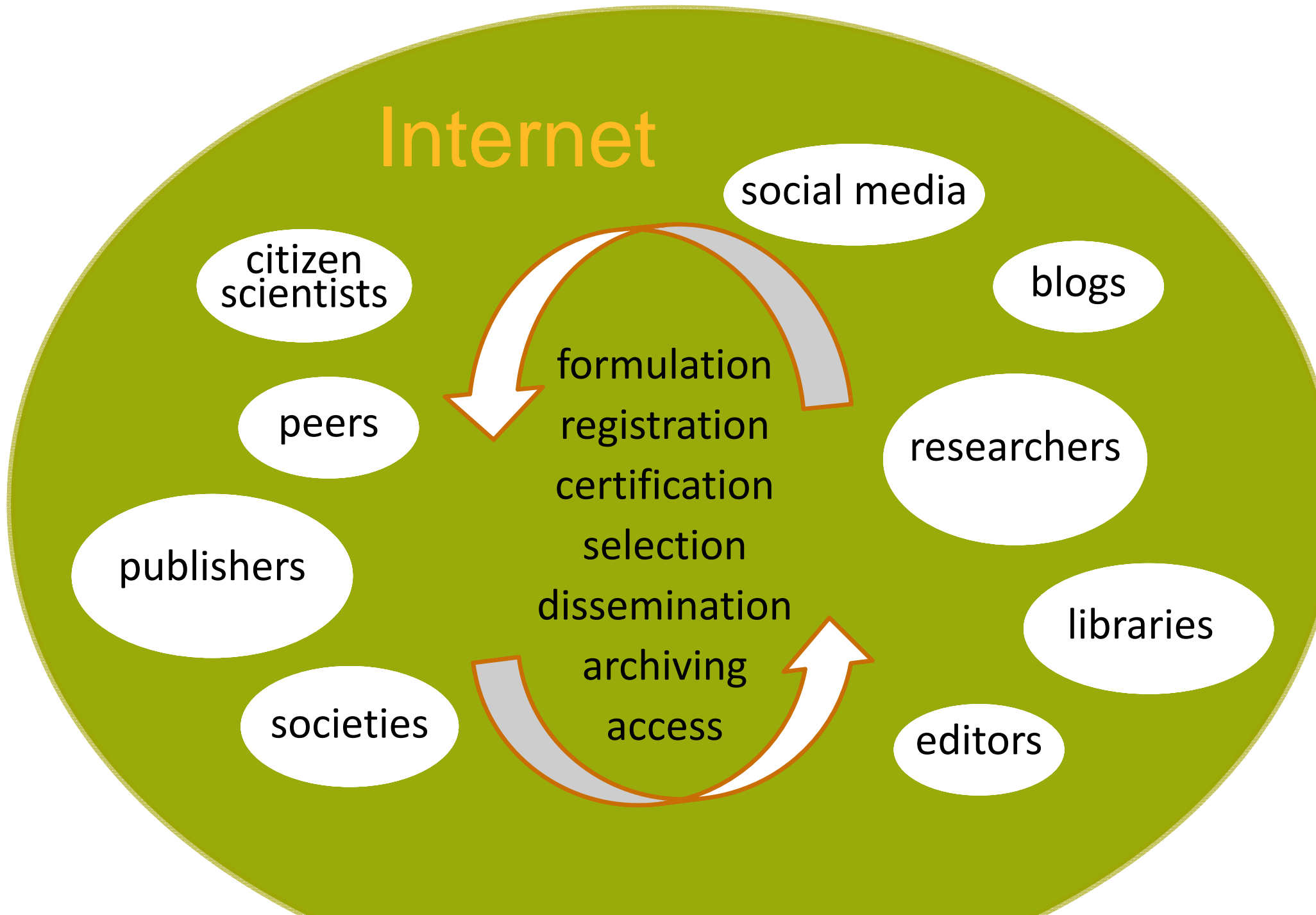
*momentum from researchers & funders*

*rise of mega-journals*

*push for access to publicly funded research*

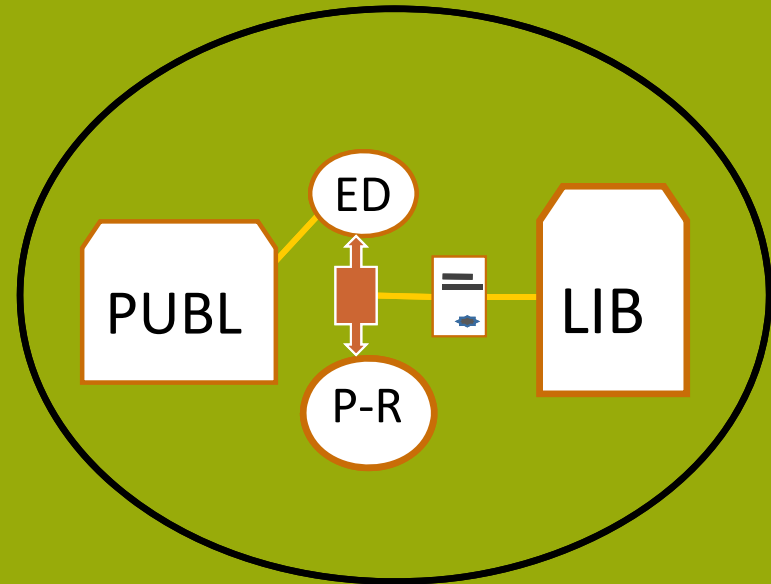


# *Disaggregation of traditional publishing system*



# internet

formulation  
registration  
certification  
selection  
dissemination  
archiving  
access



*What role, then, for  
publishers and libraries?*

*How can we/they add  
value in a new system?*

# Disaffection fueling disaggregation?

## The Cost of Knowledge

### 11205 Researchers Taking a Stand. [See the list](#)

Academics have protested against Elsevier's business practices for years with little effect. These are some of their objections:

1. They charge exorbitantly high prices for subscriptions to individual journals.
2. In the light of these high prices, the only realistic option for many libraries is to agree to buy very large "bundles", which will include many journals that those libraries do not actually want. Elsevier thus makes huge profits by exploiting the fact that some of their journals are essential.
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 on this page.

More information:

- [Statement of Purpose](#)
- [PolyMath journal publishing reform page](#)

[Read our blog](#), and follow the boycott on Twitter [here](#).

### Add your name to the list.

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I plan to refrain from:  
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11205 people from  have signed.

# rise of the mega-journal



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The Next Generation of Scholarly Communication

2011: <14,000 articles

## Why PLOS ONE IS Transformative

PLOS ONE enables the creation and use of "living" documents for post publication discussion by applying online tools to Open Access research.

- **Submissions** of all valid scientific qualify for review from any science discipline.
- **Annotations** highlight important points. Notes can be added directly to papers.
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- **Full XML** to facilitated data mining.
- **Trackbacks** links to blogosphere.
- **Journal Club** to promote student involvement.
- **PLOS Hubs** to serve specific constituencies.

## PLOS ONE Highlights

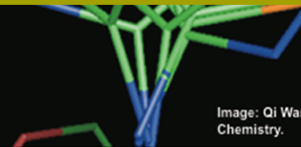


Image: Qi Wang et al. PLOS ONE. Chemistry.

## PLOS one: Explore by Subject

Anesthesiology and Pain Management  
Biochemistry  
Biophysics  
Biotechnology  
Cardiovascular Disorders  
Cell Biology  
Chemical Biology  
Chemistry  
Computational Biology  
Computer Science  
Critical Care and Emergency Medicine  
Dermatology  
Developmental Biology  
Diabetes and Endocrinology  
Ecology  
Evidence-Based Healthcare  
Evolutionary Biology  
Gastroenterology and Hepatology  
Genetics and Genomics  
Geriatrics  
Hematology

Microbiology  
Molecular Biology  
Neurological Disorders  
Neuroscience  
Non-Clinical Medicine  
Nutrition  
Obstetrics  
Oncology  
Ophthalmology  
Otolaryngology  
Pathology  
Pediatrics and Child Health  
Pharmacology  
Physics  
Physiology  
Plant Biology  
Public Health and Epidemiology  
Radiology and Medical Imaging  
Respiratory Medicine  
Rheumatology  
Science Policy

## RESEARCH ARTICLE



# The Illusion of Owning a Third Arm

Article

Metrics

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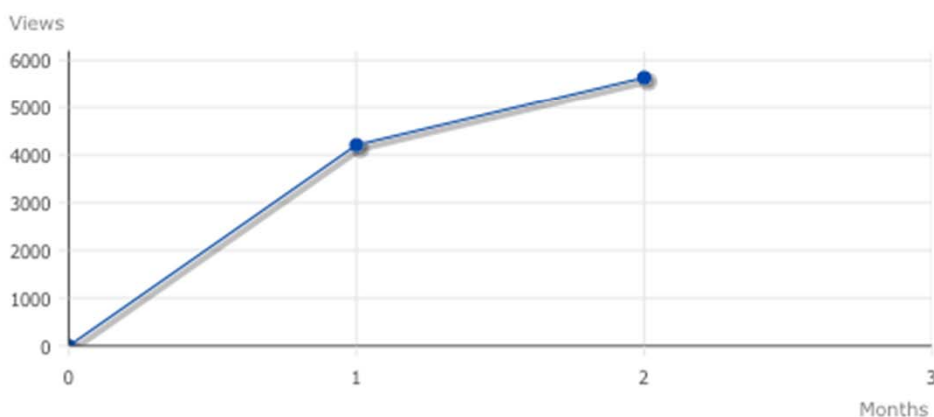
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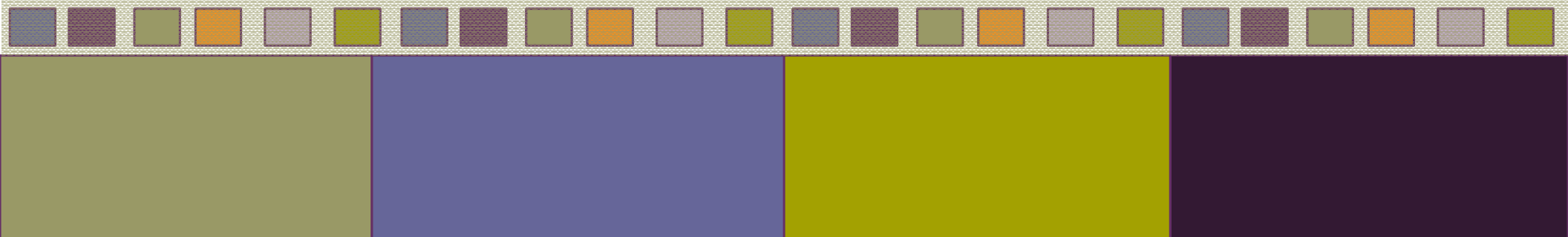
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# certification selection

sound methodology

interest/importance





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## RECENT NEWS

[Open sesame \(The Economist\)](#)  
April 17, 2012

...The Wellcome Trust, a medical charity that pumps more than £600m (\$950m) a year into research, already requires open access within six months of publication, but the compliance rate is only 55%. The charity says it will "get tough" on scientists who publish in journals ...[read more.](#)

## SUPPORTED BY

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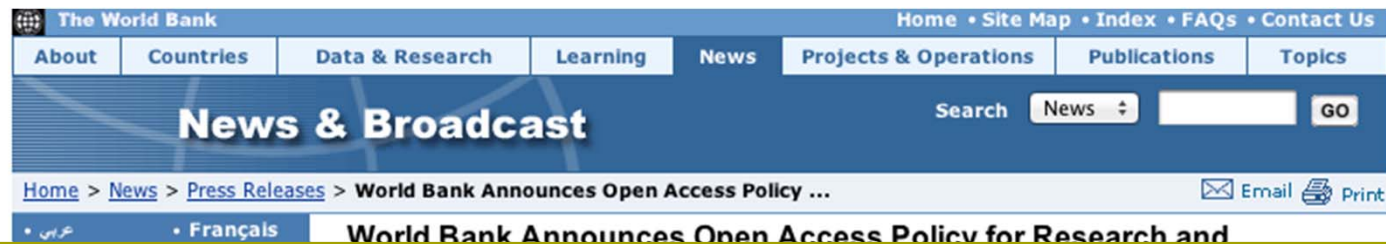


MAX-PLANCK-GESSELLSCHAFT

wellcome trust



# *momentum from researchers and funders*



## Quoting World Bank president:

“Knowledge is power....Making our knowledge widely and readily available will empower others to come up with solutions to the world’s toughest problems. Our new Open Access policy is the natural evolution for a World Bank that is opening up more and more.”

<a href="#">Issue Briefs</a>	<i>world's toughest problems. Our new Open Access policy is the natural evolution for a world Bank that is opening up more and more."</i>
<a href="#">Results Profiles</a>	
<a href="#">Events and Consultations Calendar</a>	
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<a href="#">Online Media Briefing</a>	

The policy will also apply to Bank research published with third party publishers including the institution's two journals—*World Bank Research Observer (WBRO)* and *World Bank Economic Review (WBRE)*—which are published by Oxford University Press, but in accordance with the terms of third party publisher agreements. The Bank will respect publishing embargoes, but expects the amount of time it takes for externally published Bank content to be included in its institutional repository to diminish over time.

In support of the new Open Access Policy, the World Bank is adopting a Creative Commons Attribution (CC BY) copyright license for content published by the Bank, the most accommodating of all licenses offered by Creative Commons. It allows anyone to distribute, reuse, and build upon the Bank's published work, even commercially, as long as the Bank is given credit for the original creation. The CC BY license helps the Bank to maximize its impact while simultaneously protecting the Bank's reputation and the integrity of its content.

World Bank content published by third party publishers will be available in the Open Knowledge Repository under a more restrictive Creative Commons license. The new copyright practice goes

# momentum from researchers and funders



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• 734 malaria professionals are enjoying the free benefits of MalariaWorld today

Home > Bart G.J. Knols's blog

“We envision a world in which there is free and unrestricted access to information on malaria, independent of geographical locality or socio-economic status.

Knowledge empowers. Empowered people prevent and control malaria better. “

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## E-interview with Prof. Marcel Tanner (Switzerland, 1952)

Submitted by Bart Knols on April 4, 2012 - 20:48

Tags: [E-interviews](#) [Marcel Tanner](#) [STPH](#)



Professor Tanner is Chief Executive of the Swiss Tropical and Public Health Institute (Swiss TPH), based in Basel. He is an epidemiologist and chair of medical parasitology and epidemiology at the University of Basel. Besides this, he is engaged in numerous activities and initiatives that research and control communicable diseases, notably malaria

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*Push for access to publicly funded research*



## NIH Mandate

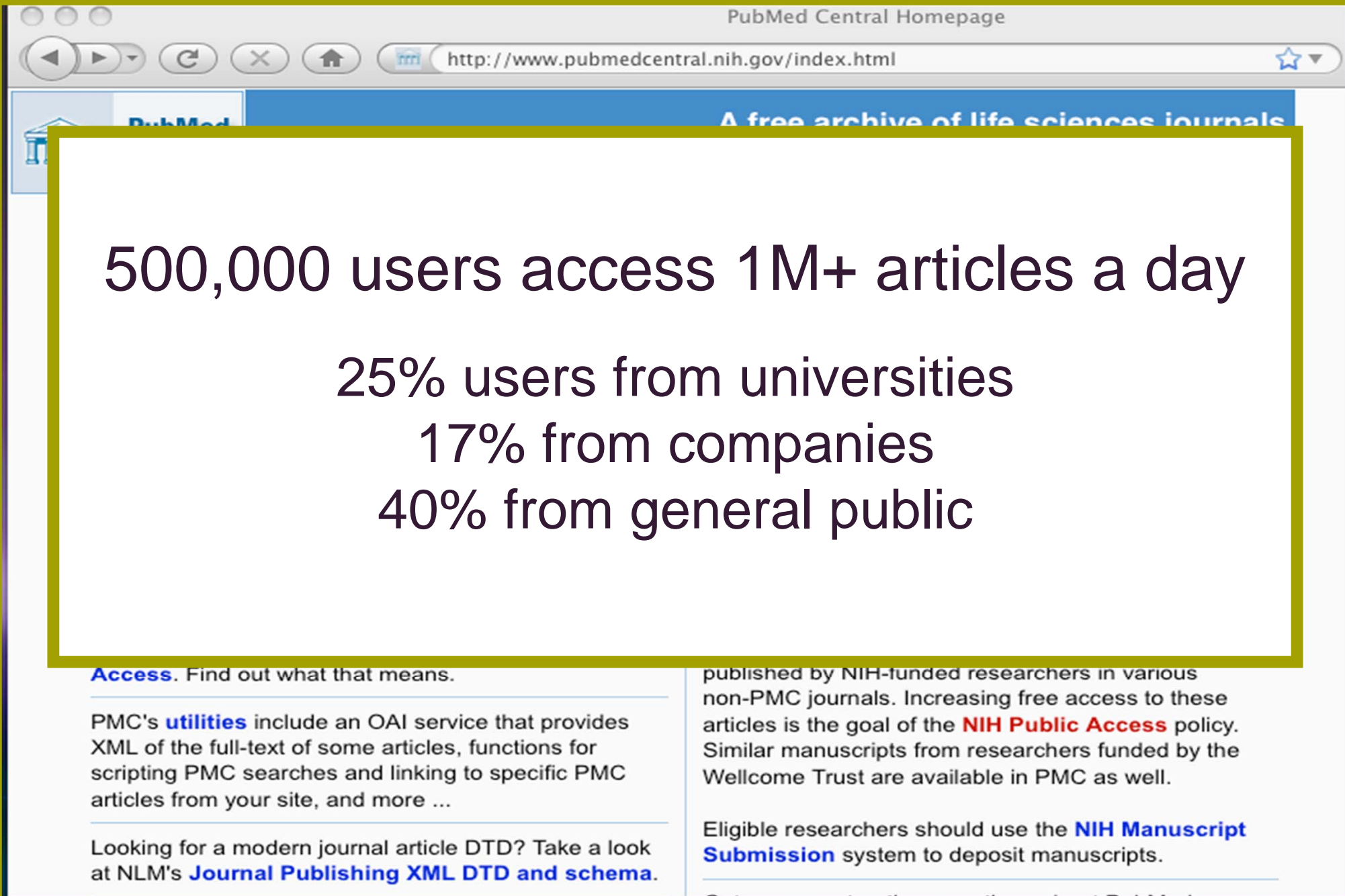
**\$ 32 Billion**

biomedical research grants each year

**90,000**

peer-reviewed articles each year

# PubMed Central

The image shows a screenshot of a web browser displaying the PubMed Central homepage. The browser's address bar shows the URL 'http://www.pubmedcentral.nih.gov/index.html'. The page header includes the text 'PubMed Central Homepage' and 'A free archive of life sciences journals'. A large white text box with a green border is overlaid on the page, containing the following statistics: '500,000 users access 1M+ articles a day', '25% users from universities', '17% from companies', and '40% from general public'. Below the text box, the page content is partially visible, showing sections for 'Access', 'PMc's utilities', and 'Eligible researchers should use the NIH Manuscript Submission system'.

PubMed Central Homepage

http://www.pubmedcentral.nih.gov/index.html

A free archive of life sciences journals

500,000 users access 1M+ articles a day

25% users from universities

17% from companies

40% from general public

**Access.** Find out what that means.

PMc's **utilities** include an OAI service that provides XML of the full-text of some articles, functions for scripting PMc searches and linking to specific PMc articles from your site, and more ...

Looking for a modern journal article DTD? Take a look at NLM's **Journal Publishing XML DTD and schema.**

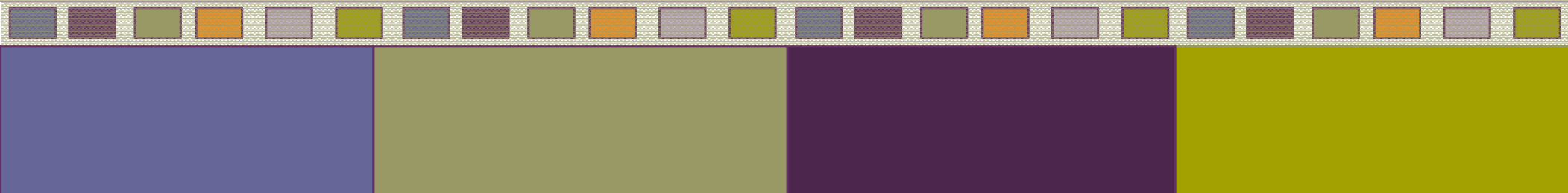
published by NIH-funded researchers in various non-PMc journals. Increasing free access to these articles is the goal of the **NIH Public Access** policy. Similar manuscripts from researchers funded by the Wellcome Trust are available in PMc as well.

Eligible researchers should use the **NIH Manuscript Submission** system to deposit manuscripts.

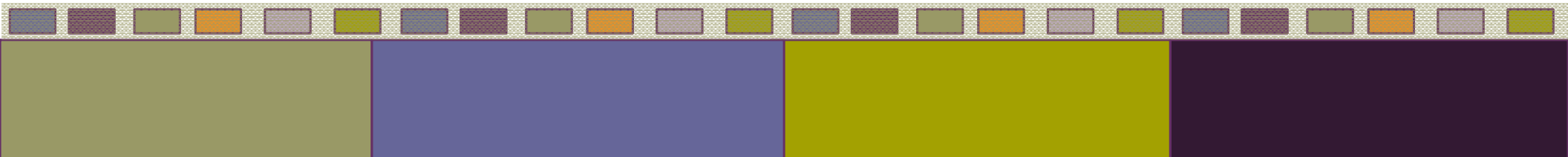
*Push for access to publicly funded research*

# FRPAA

Federal Research  
Public Access Act



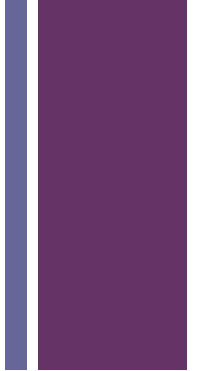
speeds invention and discovery  
greater return on investment  
serves mission of universities



# Reform

Publishing  
Public policy  
Universities  
Academic Libraries





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