

Open Access is about  
sharing, unity and sanity,  
not about money.



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[@MikeTaylor](https://twitter.com/MikeTaylor)

# The great Open Access manifestos of 2003

Budapest

Bethesda



Berlin

# The great Open Access manifestos of 2003

## Budapest:

By 'open access' to this literature, we mean its free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers.



# The great Open Access manifestos of 2003

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# The great Open Access manifestos of 2003

## Berlin:

Our mission of disseminating knowledge is only half complete if the information is not made widely and readily available to society. New possibilities of knowledge dissemination not only through the classical form but also and increasingly through the open access paradigm via the Internet have to be supported. We define open access as a comprehensive source of human knowledge and cultural heritage that has been approved by the scientific community.



# Enormous progress towards universal OA

Thanks to:

— *Authors*

# Enormous progress towards universal OA

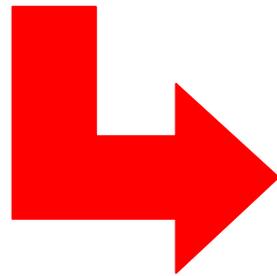
Thanks to:

- *Authors*
- *OA Mandates*
- Institutions
- Governments
- Funding bodies

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We're in danger of losing something important

"We've got to get ourselves  
back to the Garden."  
— Joni Mitchell.



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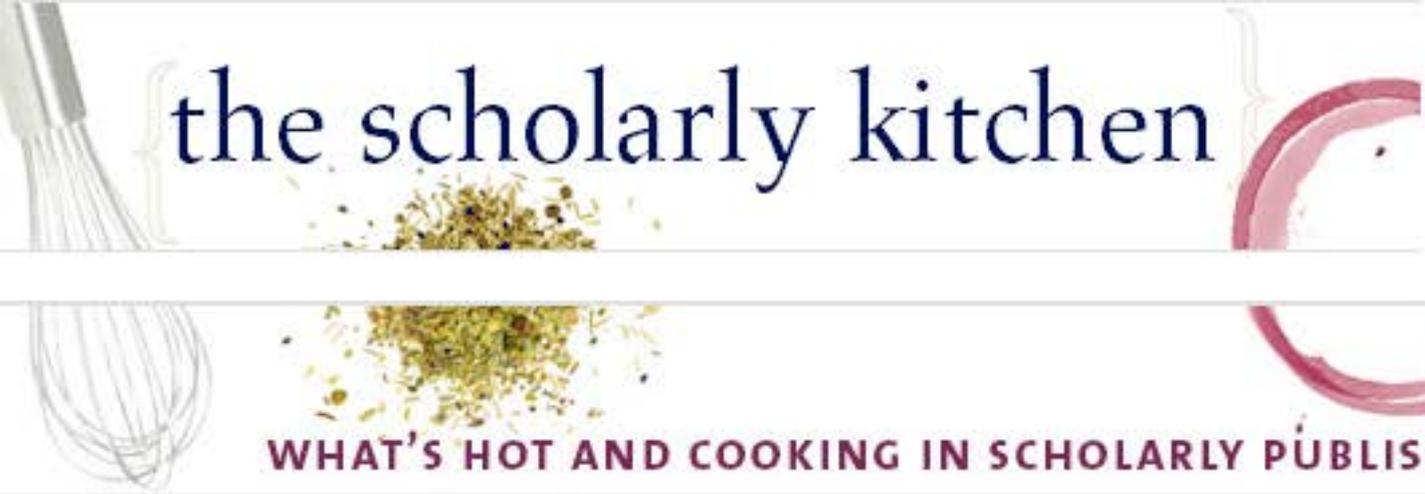
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Archives

WHAT'S HOT AND COOKING IN SCHOLARLY PUBLISHING

“OA is not the solution, partially because advocates can't agree on the problem to be solved, partially because **the economics of the OA solution shift financing but don't solve the basic economic problems of science publishing**, partially because OA seems far too disruptive for the purported benefits.”  
— Kent Anderson, summarising Daniel Allington's essay  
*On open access, and why it's not the answer.*



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SEARCH

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“Scientific and technical publishing is a business.”  
— Joe Esposito.



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SEARCH



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About



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WHAT'S HOT AND COOKING IN SCHOLARLY PUBLISHING

“Scientific and technical publishing is a business.”  
— Joe Esposito.

**No. Publishing research is a *mission*.**

## A scholarly perspective



“We are committed to increasing access to the work produced at ASU **in order to benefit the public good**. Open Access is the best method for connecting the results of research and discovery to those who need it most, where it can have the most impact and provide the most benefit.”

— Anali Perry, Collections & Scholarly Communications  
Librarian, Arizona State University.

# Idealism: a distraction?

Richard Poynder: What in your view is the single most important task that the OA movement should focus on today?

Joseph Esposito: **Getting rid of the idealists.** Let pragmatism abound!

<http://poynder.blogspot.co.uk/2013/07/joseph-esposito-on-state-of-open-access.html>

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William Wilberforce



# Emmeline Pankhurst



# Martin Luther King, Jr.



# Open Access manifestos are about ideals

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# Money (get away)

What does an average paper in a subscription journal cost?

According to *The STM Report* for 2012:

- Annual revenue of English-language journals is **\$9.1 billion**
- Total number of articles published is **1.8-1.9 million**

⇒ Average cost per article is **\$5081**

Or about **£3365**



# Money (it's a gas)

What does an average open-access paper cost?

The Finch Report estimates are based on £1500-£2000

About 45-59% of £3365



# Money (get away)

What does an average open-access paper cost?

The Finch Report estimates are based on £1500-£2000  
About 45-59% of £3365

But more half of all open-access journals charge no APC

Of the remainder, the average APC is \$906  
(Solomon and Björk 2012)

So true average is about \$453  
Almost exactly £300



# Money (get back)

Paper in subscription journal: \$5081

Paper in open-access journal: \$453

Subscription paper costs **eleven times** as much

**WARNING:** all figures are very approximate!



# Money (it's a hit)

Paper in subscription journal: \$5081

Paper in open-access journal: \$453

Subscription paper costs even more than this much

**WARNING:** all figures are very approximate!

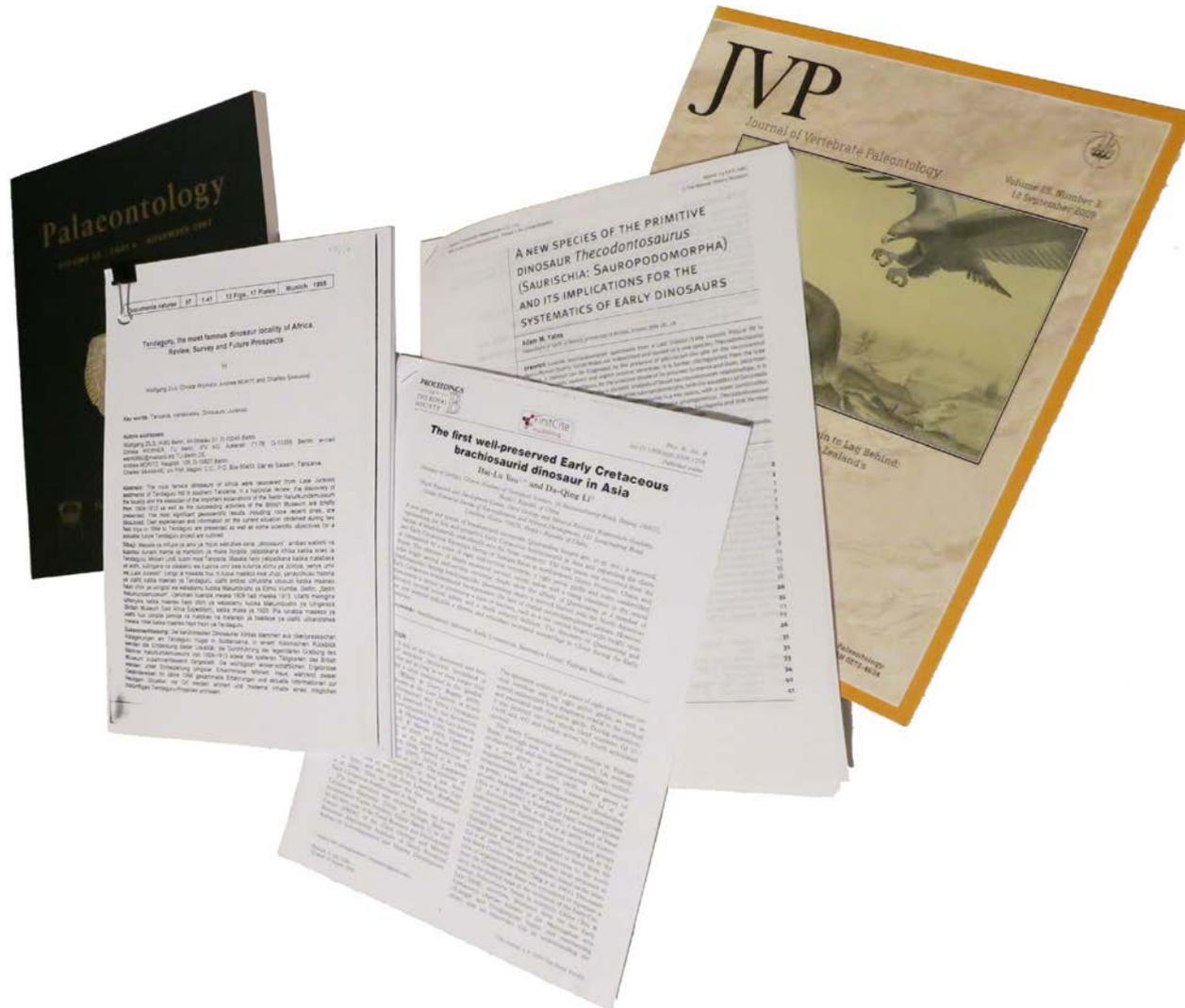




“Never send a capitalist to do an activist's job. The results will disappoint you every time.”  
— Jean-Michel Smith.

# I'm not worried

About the \$10 billion we waste on subscriptions every year



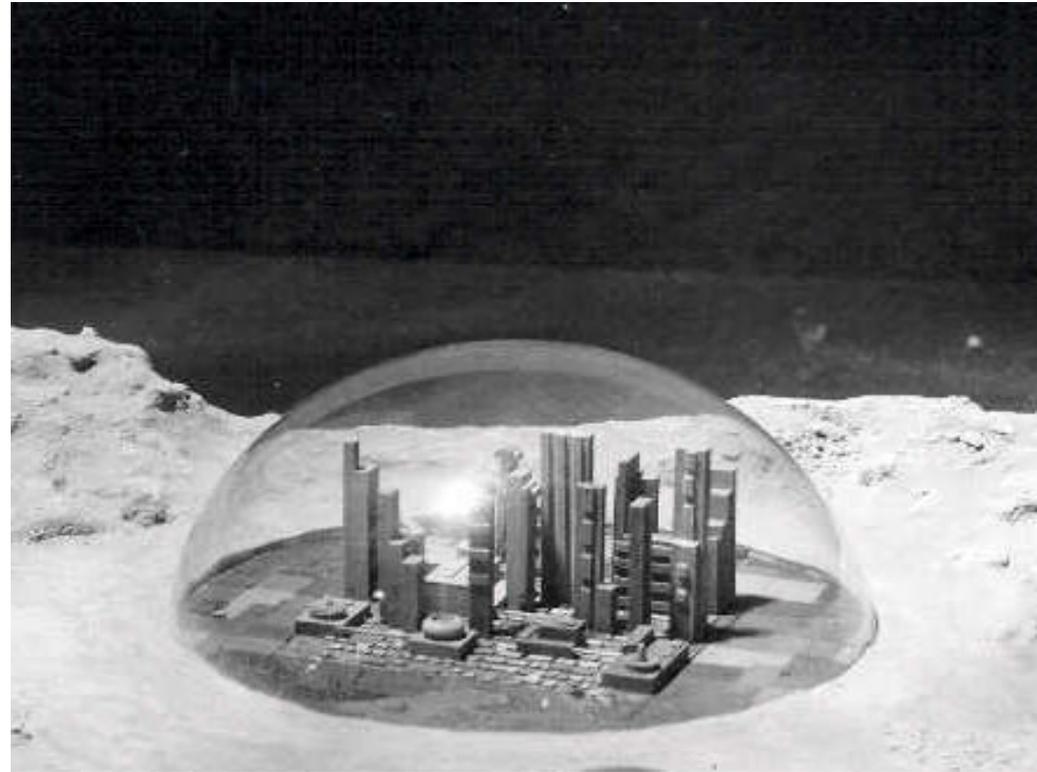
# *I am worried*

About the \$100 billion we lose from wasted effort:  
Scholars trying to find papers instead of doing research.



# I *am* worried

About the \$1000 billion we lose from work that's never done.



# I *am* worried

About the lives lost that could be saved by research already done.

“A malaria industry has ensued, involving an estimated 8,000-10,000 scientists around the world, their research fuelled by millions of dollars from funding bodies and the search for new and creative ways to end this menace.

There's a further question to be asked: **is it morally and ethically acceptable to run a business based on withholding information from those most in need of it?”**



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## Journal of Pharmaceutical and Biomedical Analysis

Volume 48, Issue 3, 4 November 2008, Pages 1011–1014



Short communication

### Detecting counterfeit antimalarial tablets by near-infrared spectroscopy

Floyd E. Dowell<sup>a</sup>, Elizabeth B. Maghirang<sup>a</sup>, Facundo M. Fernandez<sup>b</sup>, Paul N. Newton<sup>c, d</sup>, Michael D. Green<sup>e</sup>

<sup>a</sup> USDA ARS, Grain Marketing and Production Research Center, Engineering Research Unit, 1515 College Avenue, Manhattan, KS 66502, United States

<sup>b</sup> Georgia Institute of Technology, 901 Atlantic Drive NW, Atlanta, GA 30332-0400, United States

<sup>c</sup> Centre for Tropical Medicine, University of Oxford, Churchill Hospital, Oxford OX3 7LJ, UK

<sup>d</sup> Microbiology Laboratory, Mahosot Hospital, Vientiane, Lao PDR, UK

<sup>e</sup> Centers for Disease Control and Prevention, 1600 Clifton Road, Mailstop F12, Atlanta, GA 30333, United States

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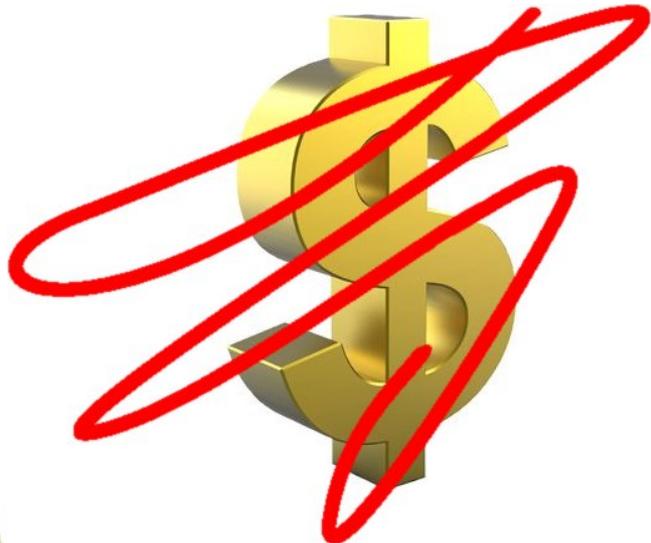
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We mustn't fight  
on the enemy's  
territory.



If OA isn't about saving money, what is it for?



# If OA isn't about saving money, what is it for?

Five things more important than cost savings



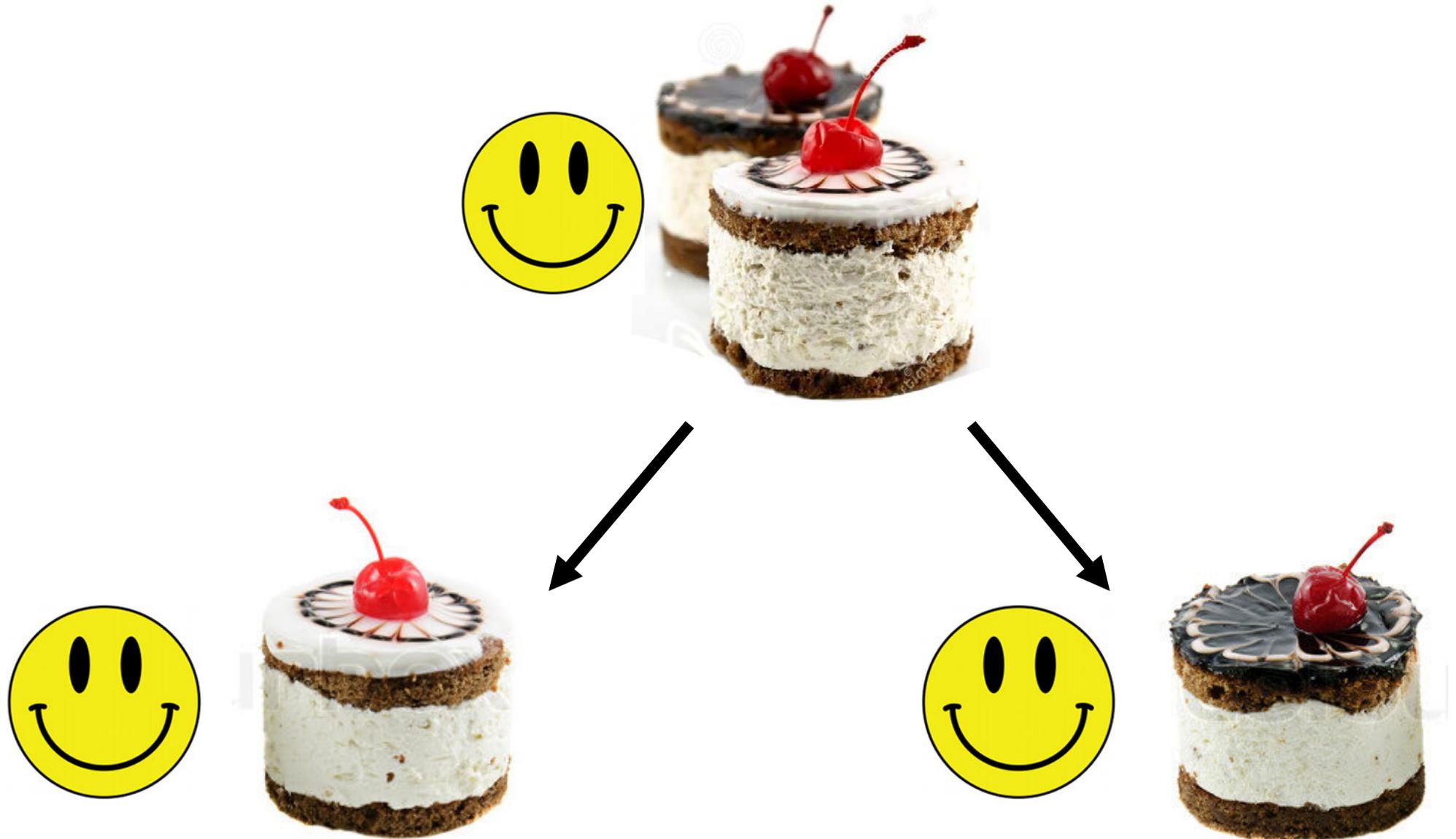
# 1. Open Access is about sharing



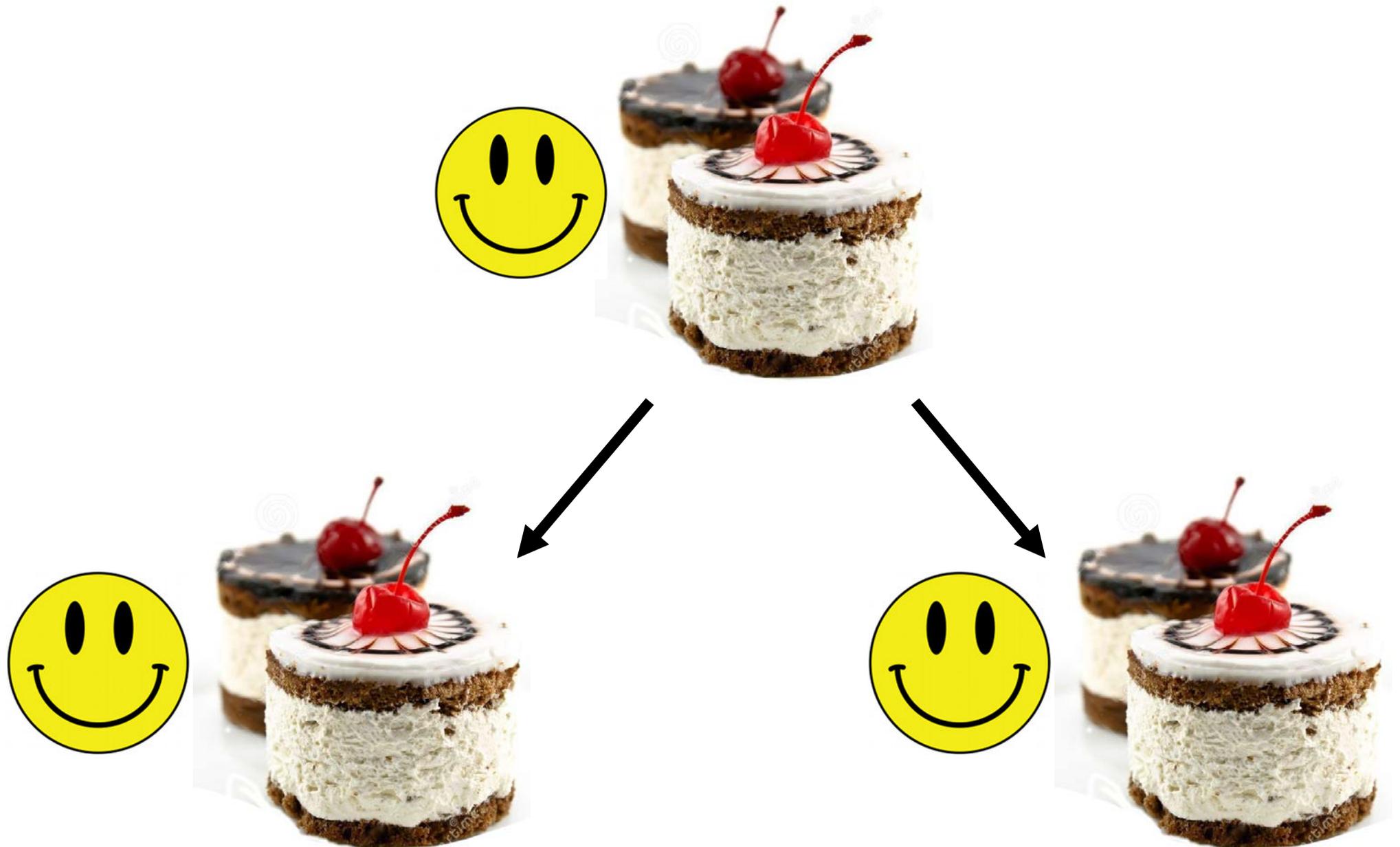
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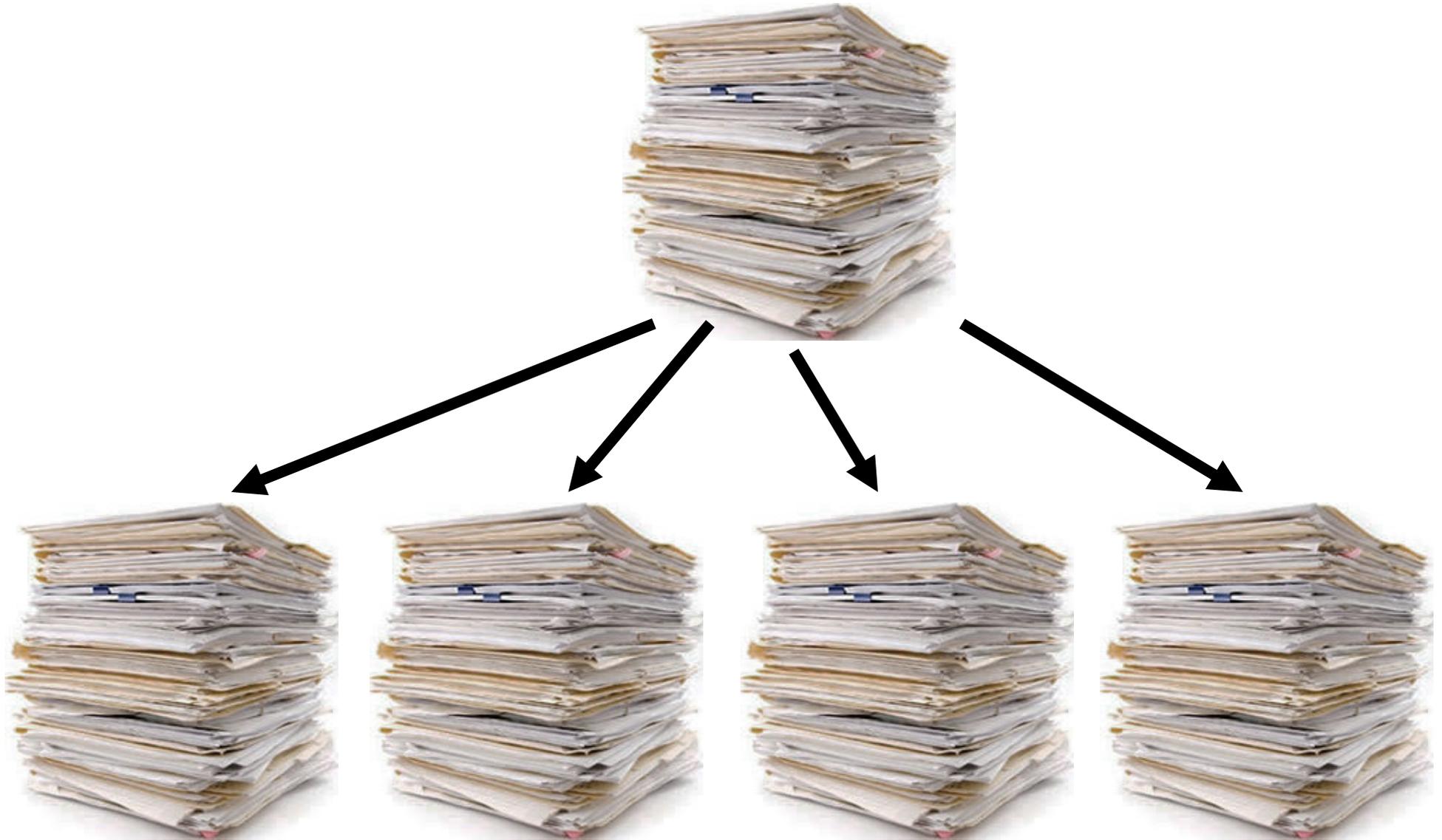
# 1. Open Access is about sharing



# 1. Open Access is about sharing/multiplying



# 1. Open Access is about sharing/multiplying



## 2. Open Access is about justice



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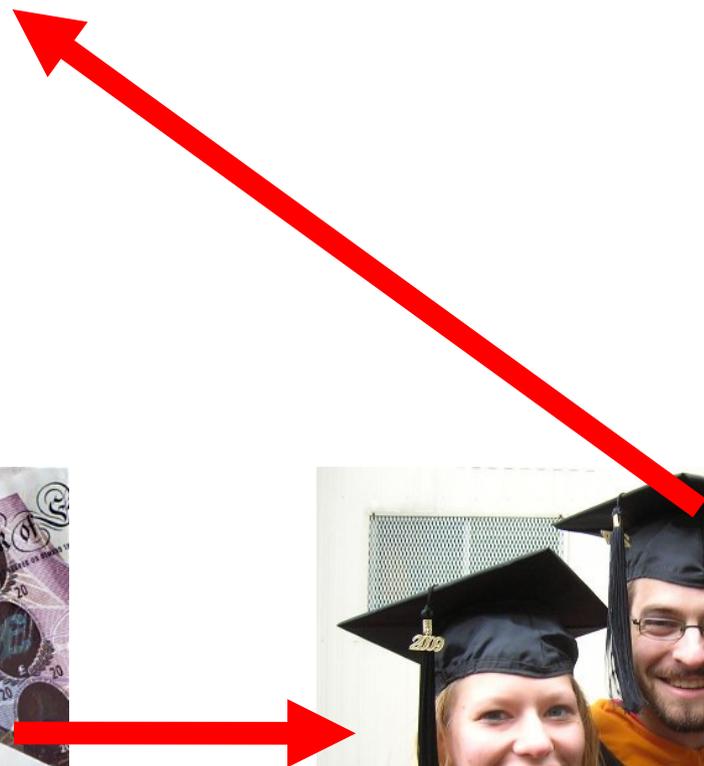
# 2. Open Access is about justice



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## 2. Open Access is about justice



# 2. Open Access is about justice



### 3. Open Access is about changing the world

“Your job is NOT to get tenure! Your job is to change the world.”  
— Jon Foley.



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## 4. Open Access is about unity (1)

Doing away with the caste system:

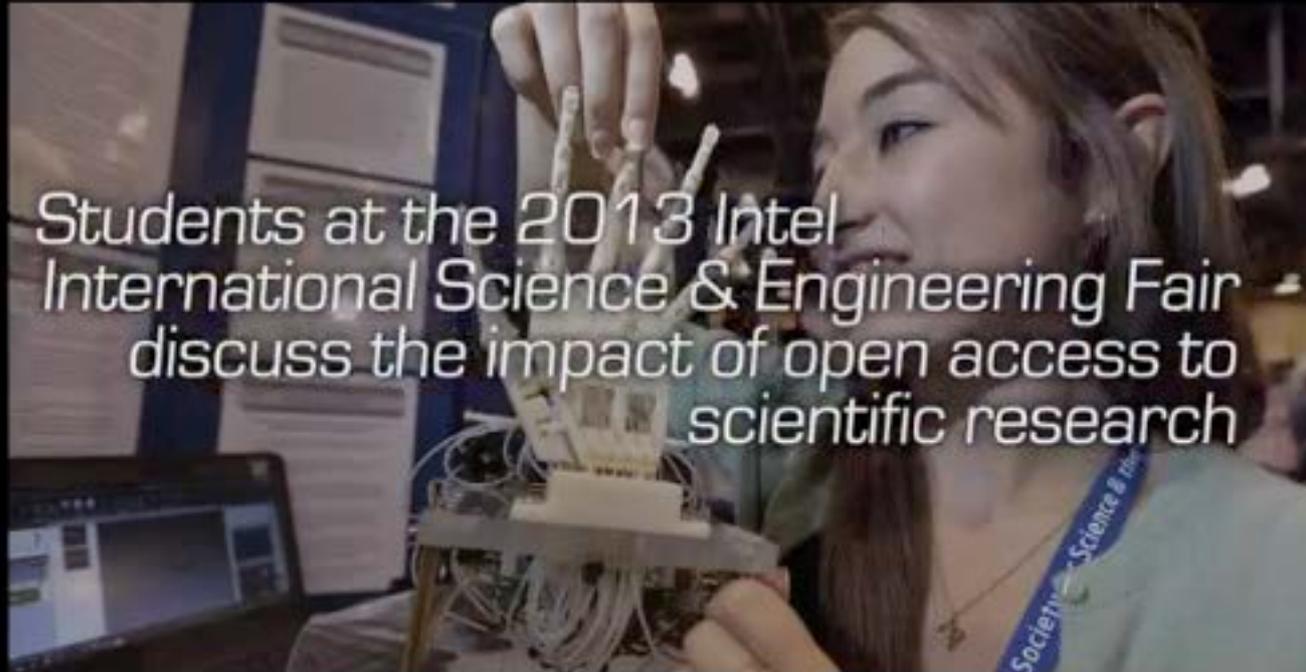
- Elite with access to published research
- Unwashed masses without access



Here's Why High School Students Need Access to Research



Students at the 2013 Intel International Science & Engineering Fair discuss the impact of open access to scientific research



0:03 / 2:43



YouTube



Students interviewed in the video include:

- **Jack Andraka**  
Sophomore, North County High School  
Glen Burnie, Maryland
- **Swetha Revanur**  
Freshman, Evergreen Valley High School  
San Jose, California
- **Kelsey Barter**  
Junior, University High School  
Tucson, Arizona
- **Brittany Wenger**  
Senior, The Out-of-Door Academy  
Sarasota, Florida
- **Thabit Pulak**  
Junior, Richardson High School  
Richardson, Texas
- **Catherine Wong**  
Senior, Morristown High School  
Morristown, New Jersey

# Who needs access? ([whoneedsaccess.org](http://whoneedsaccess.org))

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By Mike Taylor on 26/03/2012 | 3 Comments | Edit

The Institute of Development Studies (IDS), based in the UK, is a leading global charity for international development research, teaching and communications. Alistair Scott is an Information Systems Manager with its Mobilising Knowledge for Development (MK4D) programme.

Alistair explains what they do:



We work with partners in developing countries to build a bridge from research to policy and practice. We do this by delivering open access information products and services such as [Joto Afrika](#) – an East African briefing series on Climate Change Adaptation which was developed jointly between ourselves and the Kenyan organisation ALIN (Arid Lands Information Network).

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## AnnMaria De Mars, small business founder

By Mike Taylor on 18/04/2012 | 2 Comments | Edit

AnnMaria De Mars is President and founder of the [Julia Consulting Group](#) based in Santa Monica. She's worked in both academia and business. We talked to her about how access to research affects her consulting business, and her reaction to the Research Works Act

**Could you tell us a little about the Julia Group and what you do?**

We mostly do statistical consulting, contracted research and customized programming. We were originally a satellite office of Spirit Lake Consulting, Inc., founded around 2000. We spun off as a separate company in 2008.

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By Mike Taylor on 13/03/2012 | Leave a Comment | Edit

In his professional life, BJ Nicholls is an advertising designer; but in his spare time he, along with his wife Lori, is a volunteer fossil preparator at the [Natural History Museum of Utah](#). What does that entail?

“

Most fossil discoveries require a tremendous amount of preparation work after a specimen is excavated. Fossils are typically brought back to preparation labs with little of the fossil exposed. We've been trained to remove the surrounding rock (called matrix) and to stabilize fossil bones that are often in very poor condition.

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By Mike Taylor on 26/04/2012 | 3 Comments | Edit

### What is M-CM?

M-CM stands for [macrocephaly-capillary malformation](#). It is a rare genetic syndrome first identified by researchers in 1997.

### Could you tell us a little about [the M-CM Network](#) and how it was formed?

When my daughter, Signe, who is now 2 and a half years old, was diagnosed with M-CM, there was already a [strong patient support community online](#) facilitated by a family in England. The Internet and social networking largely solved the problem of connecting patients to each other without the need for a formal organization or fundraising. Because peer support was taken care of, our own organization was founded to accelerate research and make it easier to get clear, reliable information about M-CM.

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## Douglas Carnall, translator

By Mike Taylor on 16/02/2012 | 2 Comments | Edit

[Douglas Carnall](#) was a GP in inner-city London for twelve years, and was an editor at the [British Medical Journal \(BMJ\)](#) for seven years. As if that wasn't enough to keep him busy, he also wrote and edited for *The Guardian*, *LinuxUser* and *Reader's Digest* on subjects as varied as careers and cycling.

But he left all that behind to become a freelance translator. His speciality is translating technical material (medical and computer-related) from French into English.

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Tags: Translators

## Wayne Wells, veteran, cancer patient and research reviewer

By Jennymolloy on 27/02/2012 | 2 Comments | Edit

Wayne Wells is a 68 year old male, a Vietnam veteran and small business owner living in Cameron NY, he is also an Atlatl (spear-thrower) enthusiast and pursues canoeing and X-country skiing.



Wayne at an Atlatl competition in 2008

He was forced into retirement in 2006 due to a diagnosis with a cryptic form of aggressive CLL (Chronic Lymphocytic Leukemia) which the Department of Veteran Affairs has determined was caused by exposure from Agent Orange during his service in the Vietnam war.

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M-CM stands for [macrocephaly-capillary malformation](#). It is a rare genetic syndrome first identified by researchers in 1997.

### Could you tell us a little about [the M-CM Network](#) and how it was formed?

When my daughter, Siene, who is now 2 and a half years



## Douglas Carnall, translator

By Mike Taylor on 16/02/2012 | 2 Comments | Edit

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## Wayne Wells, veteran, cancer patient and research reviewer

By Jennymolloy on 27/02/2012 | 2 Comments | Edit

Wayne Wells is a 68 year old male, a Vietnam veteran and small business owner living in Cameron NY, he is also an Atlatl (spear-thrower) enthusiast and pursues canoeing and X-countryskiing.



Wayne at an Atlatl competition in 2008

He was forced into retirement in 2006 due to diagnoses with a cryptic form of aggressive CLL (Chronic Lymphocytic Leukemia) which the Department of Veteran Affairs has determined was caused by exposure from Agent Orange during his service in the Vietnam war.

[Continue reading →](#)

## Nick Barnes, Climate Code Foundation

By Mike Taylor on 17/02/2012 | 2 Comments | Edit

Nick Barnes's background is in the software industry, where he has twenty years' experience as a researcher, programmer, consultant, and manager. He is also the co-founder (with David Jones) of the [Climate Code Foundation](#), a non-profit organisation to promote the public understanding of climate science. The Foundation's "elevator pitch" is:

“Public trust in climate science has been undermined, and public support for policy changes eroded. We're rebuilding that trust and support, by improving the transparency and communication of the science, and especially the software used in the science.”

[Continue reading →](#)

Posted in: [Research organizations](#)



# Who needs access? (whoneedsaccess.org)

## Alistair Scott, knowledge manager for aid and international development

By Mike Taylor on 26/03/2012 | 3 Comments | Edit

The Institute of Development Studies (IDS), based in the UK, is a leading global charity for international

## AnnMaria De Mars, small business founder

By Mike Taylor on 18/04/2012 | 2 Comments | Edit

AnnMaria De Mars is President and founder of the [Julia Consulting](#)



## BJ Nicholls, fossil preparator

By Mike Taylor on 13/03/2012 | Leave a Comment | Edit

In his professional life, BJ Nicholls is an advertising manager; but in his spare time he, along with his wife, is a volunteer fossil preparator at the [Natural History Museum of Utah](#). What does that entail?

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## Christy Collins, mother and M-CM patient advocate

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## Nick Barnes, Climate Code Foundation

By Mike Taylor on 17/02/2012 | 2 Comments | Edit



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## Niek Huizenga, young entrepreneur and IT specialist

By greboun on 15/05/2012 | Leave a Comment | Edit

Niek Huizenga is a Dutch entrepreneur, 30 years young, (almost) married and living in Groningen (the Netherlands). During his studies — BSc. in IT and MSc. in Business & Economics — he started several businesses. He divides his time between studying and working in the Netherlands and working in various African countries. We talked to him about his strategies for finding information, the usefulness of open access, and the difficulties that people in Africa experience finding the right information.

[Continue reading](#) →



Posted in: Small businesses, Teachers | Tagged: business, science, technology

Posted in: Patients

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Wayne at a

Posted in: Patients

## Kelly Trout, nurse and independent researcher

By Mike Taylor on 25/02/2012 | 2 Comments | Edit

Kelly Trout is a registered nurse by profession. She is also a leader of a small nonprofit organisation called the [International WAGR Syndrome Association](#), and the parent of an adult with [WAGR/11p Deletion syndrome](#). This is an extremely rare disorder — fewer than 500 cases have been identified worldwide. The primary features are Wilms tumor (a type of kidney cancer), Aniridia (absence of the iris), Genitourinary tract abnormalities, and intellectual disability.

[Continue reading →](#)



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...nce, and especially the software used



s, science, technology

## 4. Open Access is about unity (2)

FASTR bill (Fair Access to Science and Technology Research)

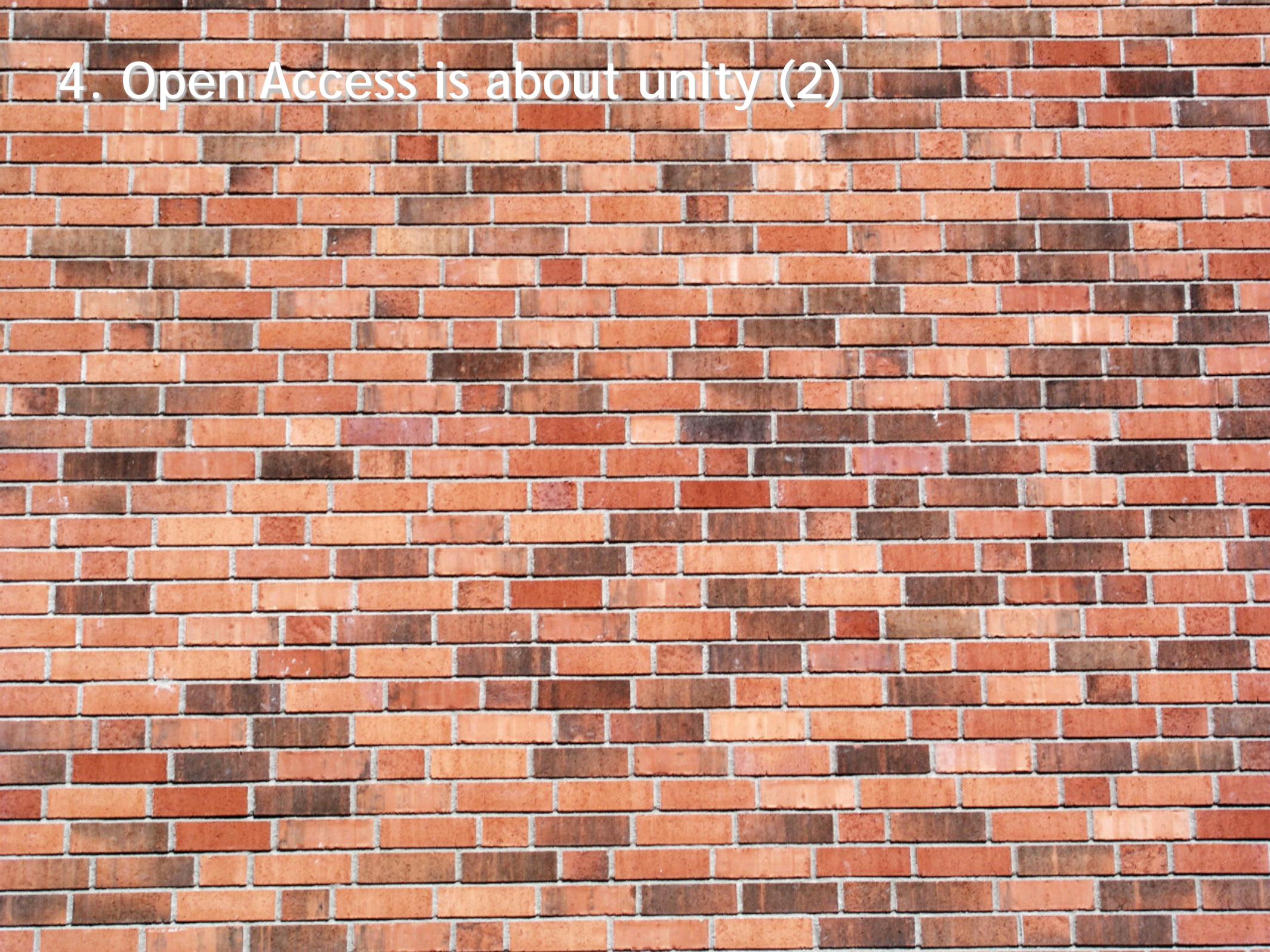
**Association of College and Research Libraries (ACRL):**

“ACRL joined other national and regional library, publishing, research and advocacy organizations in a letter thanking members of Congress who introduced the bill.”

**Association of American Publishers (AAP):**

“Different Name, Same Boondoggle [...] unnecessary and a waste of federal resources [...] would add significant, unspecified, ongoing costs [...] squander federal employees' time with busywork.”

## 4. Open Access is about unity (2)

The image features a close-up, full-frame view of a brick wall. The bricks are arranged in a standard running bond pattern and exhibit a variety of reddish-brown and tan hues, suggesting a weathered or multi-colored brick type. The mortar joints are visible and light-colored. In the upper-left quadrant, the text '4. Open Access is about unity (2)' is displayed in a clean, white, sans-serif font.

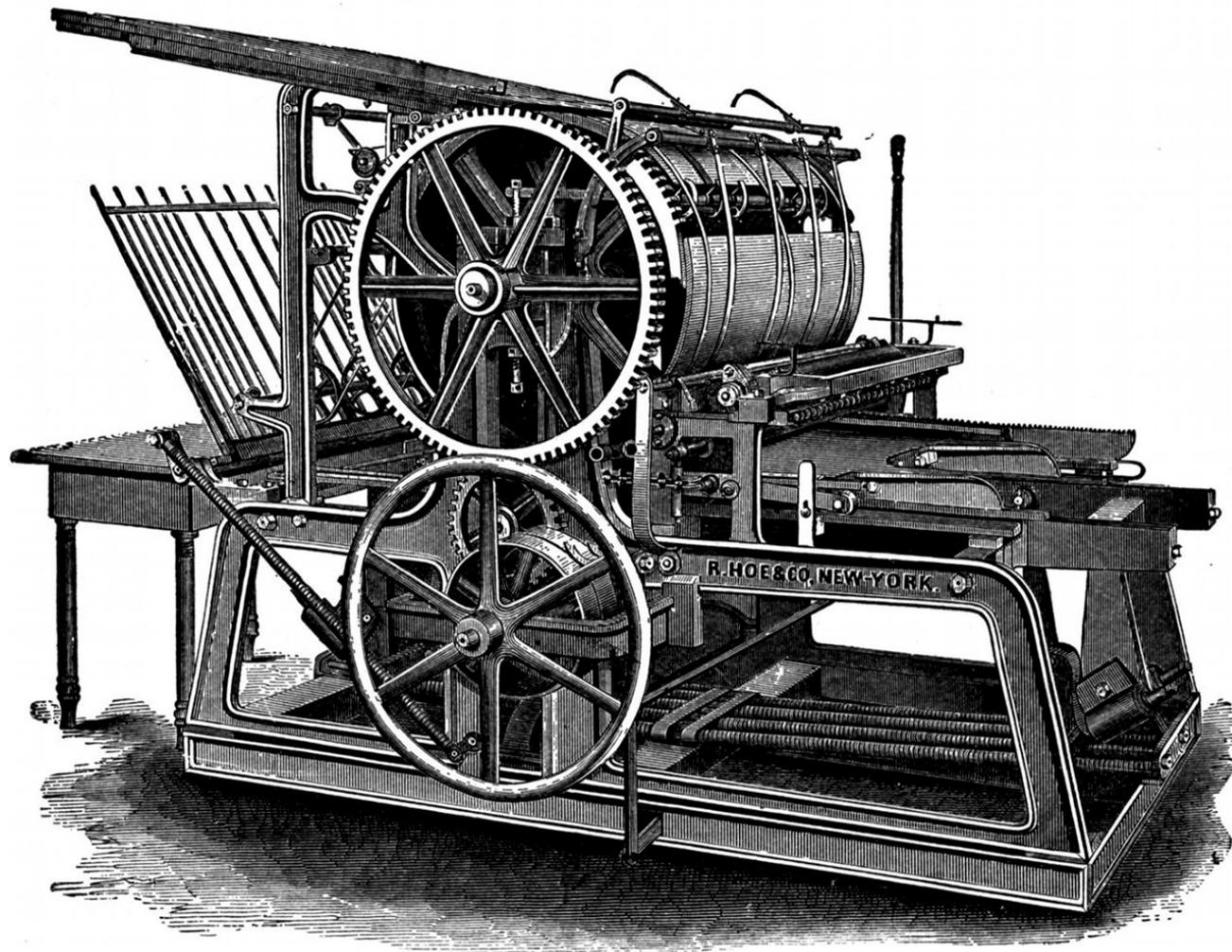
## 4. Open Access is about unity (2)



We need a radical realignment of publishers.

## 5. Open Access is about accepting reality

Distribution was cheap in the 20th Century.



## 5. Open Access is about accepting reality

Distribution is **free** in the 21st Century.



## 5. Open Access is about accepting reality

Distribution is free in the 21st Century.

“Like all developments of new communication networks, SMS, fixed telephones, the telegraph, the railways, and writing itself, the internet doesn’t just change *how well* we can do things, it qualitatively changes *what* we can do.”

“At network scale the system *ensures* that resources get used in unexpected ways. **At scale you can have serendipity by design, not by blind luck.**”

— Cameron Neylon.



Don't get too distracted by Gold vs. Green



# Remember the mission

We're not groping towards cost savings.



# Remember the mission

We're not groping towards cost savings.



We're transforming what research is and how it's used.



The cost to worry about is opportunity cost.

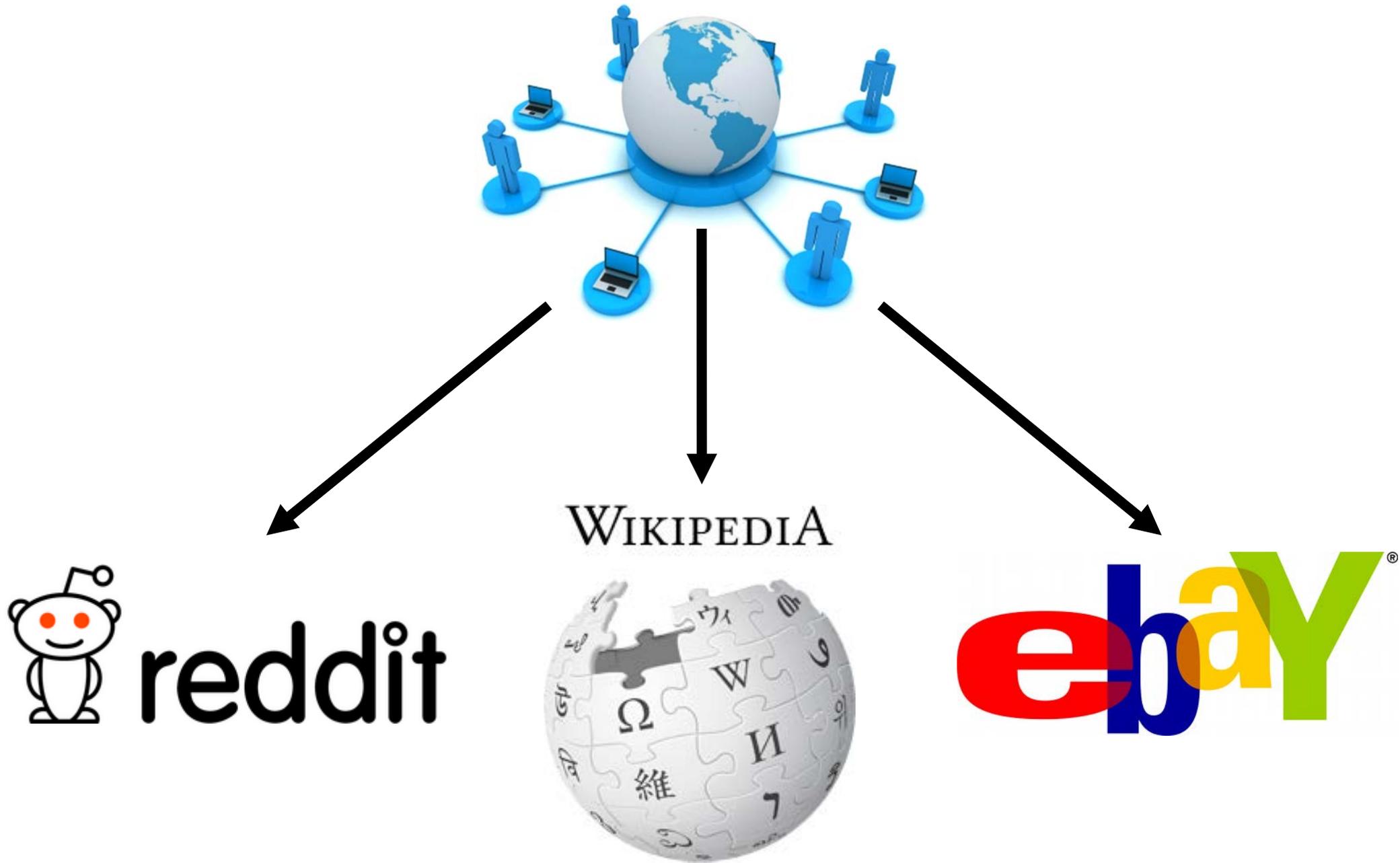


# Open access is only part of the puzzle

*Network Enabled Research: Maximise scale and connectivity, minimise friction* – Cameron Neylon.

“A piece of Network Ready Research will be modular and easily discoverable [...] **Not just copyable or pasteable but easily shared through multiple systems while carrying with it all the context required to make use of it, all the connections that will allow a user to dive deeper into its component parts.**”

People will build things we haven't imagined



# the scholarly kitchen

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WHAT'S HOT AND COOKING IN SCHOLARLY PUBLISHING

“OA is not the solution, partially because advocates can't agree on the problem to be solved, partially because the economics of the OA solution shift financing but don't solve the basic economic problems of science publishing, partially because **OA seems far too disruptive for the purported benefits.**”  
— Kent Anderson, summarising Daniel Allington's essay  
*On open access, and why it's not the answer.*

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**Disruption is not a bug, it's a feature**

Open Access is about  
sharing, unity and sanity,  
not about money.



Mike Taylor  
University of Bristol, UK

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<http://svpow.com/>  
[@MikeTaylor](https://twitter.com/MikeTaylor)