



# Open Access or Open Excess; libraries at a crossroads

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When scientific and scholarly publishing is no longer seen as copyright exploitation but as a service, as is the case in the OA paradigm, there is a need for a market where quality of the service can be matched against price.



# Where are we now?

## Dominant business model

Authors' perception: publishing is 'free'. In fact they give away their copyrights, completely and exclusively! Publishers exploit the acquired copyright monopolies.

## Effects

- Packaged products ('Big deals')
- Permission needed for re-use (including repository storage)
- Advance payments
- Exorbitant profit margins\*

## The perfect business model

*\*<http://svpow.com/2012/01/13/the-obscene-profits-of-commercial-scholarly-publishers>*



# Can Open Access cure this?

In theory, yes.

OA publishing is a market oriented service (i.e. organising peer review) for authors as opposed to the monopolistic exploitation of copyrights.

# A burgeoning market

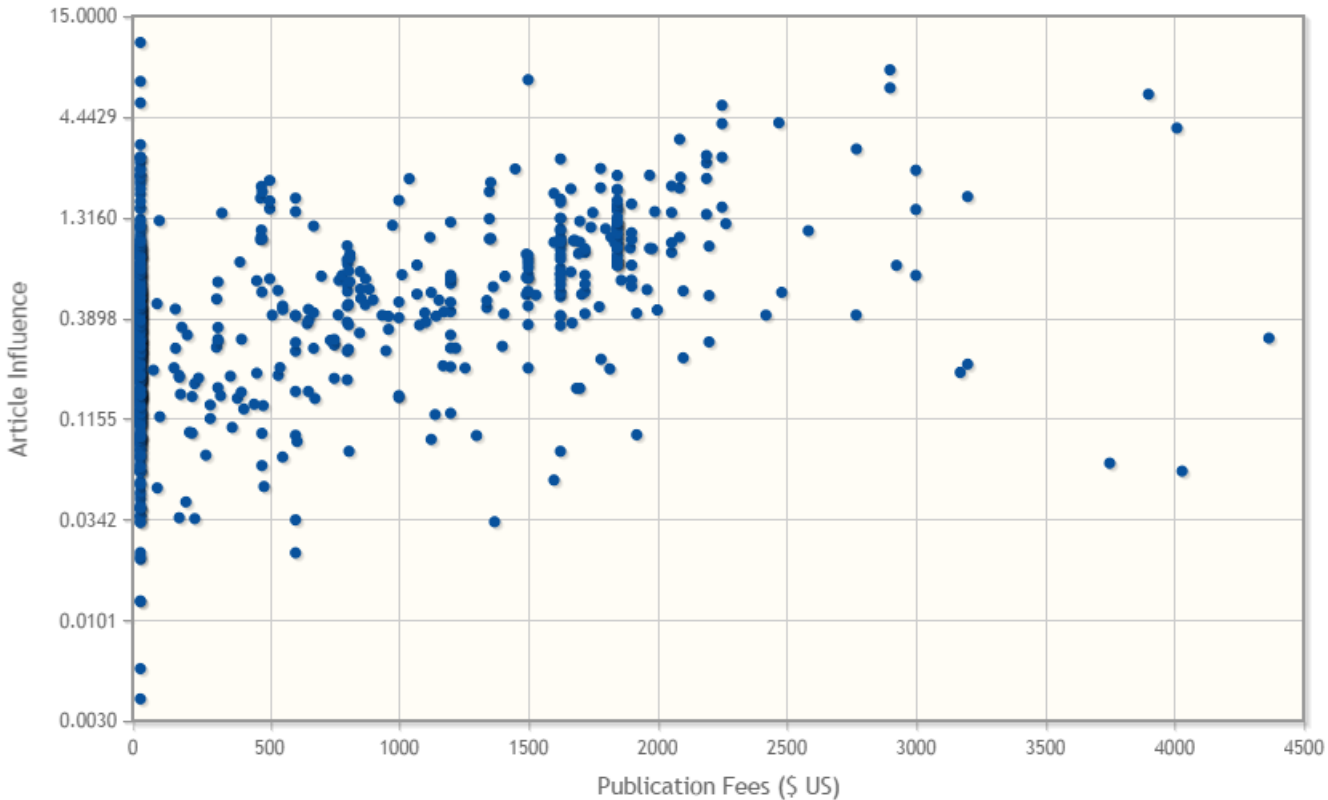
<http://www.eigenfactor.org/openaccess/>

## Cost Effectiveness for Open Access Journals

ALL FIELDS

Powered by [Eigenfactor.org](http://www.eigenfactor.org) and [journalprices.com](http://www.journalprices.com)

show all: [fee-based OA](#) : [no-fee OA](#) : [NonISI OA](#)



This plot reveals the prestige (Article Influence score) and publication charges for open access journals ([more details](#)).

Find Journal

Find Publisher

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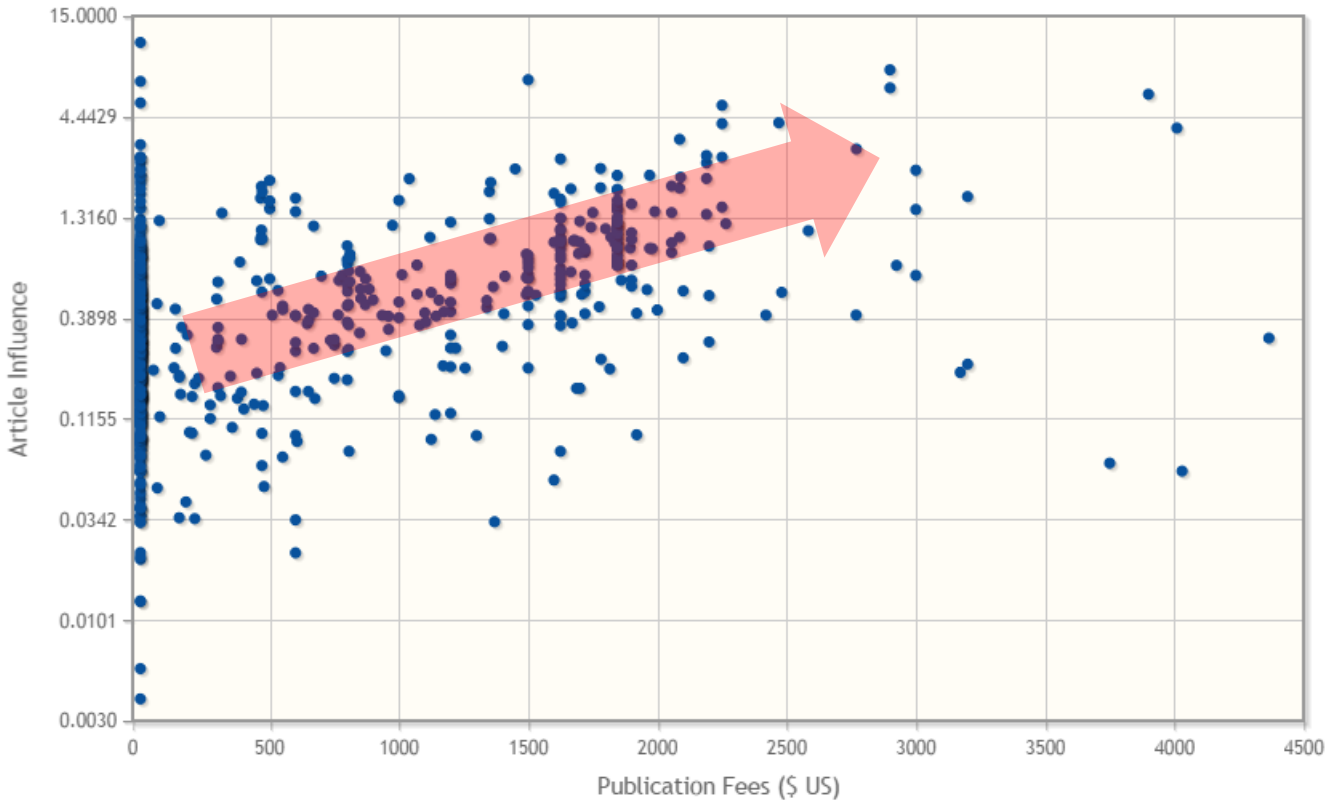
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# Fees and quality vary widely

Average prices <sup>1,2</sup> :	No fee OA journals:	€ 0
	Fee based OA journals:	€ 904
	Hybrid journals:	€ 2727

All three categories include good and bad journals.

So, there is room for price/performance comparisons, i.e.

**a market place.**

1. *A study of open access journals using article processing charges.* David J. Solomon, Bo-Christer Björk. August 2012. <http://www.openaccesspublishing.org/apc2/>

2. *Developing an effective market for open access processing charges.* Bo-Christer Björk, David J. Solomon. March 2014.

[http://www.wellcome.ac.uk/stellent/groups/corporatesite/@policy\\_communications/documents/web\\_document/wtp055910.pdf](http://www.wellcome.ac.uk/stellent/groups/corporatesite/@policy_communications/documents/web_document/wtp055910.pdf)



# Open Excess or Open Access?

We have arrived at a crossroads

**Open Excess**

**Open Access**

Publisher keeps big (OA) deal Author publishes for free Library pays the annual invoice in advance	Publisher serves author 'Author' pays publication fee <b>Library organises the OA market</b>
Hybrid publishers e.g. Springer deal, NL; SCOAP <sup>3</sup> deal*, CERN; ....	OA publishers e.g. PLOS; MDPI; Copernicus, BioMedCentral, ....

\* <http://scoap3.org/scoap3journals/journals-apc>



# Quality Open Access Market

## Principles

- Named crowd sourcing
  - Academia only
- Structured via Journal Score Cards
- Transparent price information



# Two Journal Score Cards

## 1. Base Journal Score Card

18 item questionnaire leading to a 1-5 score, analysing a journal web site's transparency, usually completed by libraries\*, takes 15 to 20 minutes per journal.

*\* Resuming their original professional role as quality monitor.*

## 2. Valuation Journal Score Card

4 item questionnaire leading to 1-5 score, experience based reality check, usually completed by authors and editors\*, takes 3 minutes per journal.

*\* Spontaneously, or invited by their library or publisher.*



# producing a SWOT matrix

		Valuation Score	
		$\geq 3$	$< 3$
Base Score	$\geq 3$	<b>Strong journal</b>	<b>Threat (to author)</b> Journal may not meet its promises
	$< 3$	<b>Opportunity (to publisher)</b> Improve journal's web site	<b>Weaker journal</b>

# Quality Open Access Market

<http://www.qoam.eu>

# Quality Open Access Market

QOAM becomes the meeting point where shopping authors select a journal to publish their article in, publishers may find out how to improve their journal and funders, policy makers, journalists and the public at large enter a transparent academic publishing environment.



# Take home message

Please spread the word. QOAM is an academic self-help instrument that fully depends on the contributions of libraries, authors and journal editors. It is independent of publishers although a growing list of publishers have included their OA and hybrid journals in QOAM for academic judgement. Today QOAM has 16.000+ journals waiting to be scored.

Your comments and questions are most welcome via QOAM's [contact form](#).

**Thank you very much!**

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