How are publishers and institutions placed to “really do” OA?

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Overview

• The growth of OA
• The opportunity for institutions
• Coping with the growth
  – Publishers
  – Institutions
• Questions for the future

MOMENTUM

The Rise of Open Access
More Open Access Journals Each Year
Over 1000 new titles each year- since 2010

Data: www.doaj.org
Graph: openscience.com/a-good-year-for-open-access/

Open Access Publishing Expands
8,817 peer-reviewed open access journals registered by 2013

Map: www.openaccessmap.org
Journal count (March 2013): www.doaj.org
Substantial Growth for Open Access
Annual number of OA articles published

Growth of accessible articles

Source: Laakso and Björk 2012 (Table 1), which provides data through 2011. 2012 data calculated using average annual growth rate of prior four years.
THE OA ADVANTAGE

**OA works for institutions**

- Visibility
  - Media attention
  - Wider dissemination of research
  - Exposure of research beyond the academy
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- **Measurability**
  - Usage, citation, social sharing metrics fully available on each paper
OA works for institutions

• Visibility
  – Media attention
  – Maximum exposure

• Measurability
  – Usage, citation, social sharing metrics fully available on each paper
  – Collating ALMs
1. Article Usage and Citations as a function of Age

Total usage includes page views and downloads from PLOS and PMC. Bubble size correlates with topics citations and bubble color with the PLOS journal.


2. Article Usage and Mendeley Bookmarks as a Function of Time

3. Article Usage by Subject Area

Rectangles size correlates with the number of articles associated with the subject area and the color intensity with total usage.


4. Research Articles by Location
Resetting the relationship

• Ideal moment for institutions and academics to make publishing work for them!
• Journals that allow easy compliance with mandates have the advantage
• ALMs show researchers, funders and institutions the true impact of their research.

THE CHALLENGES OF GROWTH

For Publishers
The growth of PLOS ONE

Maintaining Quality: Technical Check

- Upfront checks of newly submitted manuscripts
- Include competing interests, financial disclosures, ethical oversight
- More issues to identify up front
- International growth leads to more variation in research and publication ethics
- Greater visibility and size means greater exposure to risk
Maintaining Quality: Peer Review

- PLOS ONE receives ~2,000 referee reports every week.
- Sends many more invites!
- Reviewer fatigue a growing problem
- Exploring third party peer review and portable peer review options
- Reporting guidelines

Technical Infrastructure

- Custom taxonomy and categorisation systems
- Matching papers to people
- Contributor engagement and education
  - Training platforms
  - Oversight and feedback
- Consolidation of Editorial Procedures and Processes
THE CHALLENGES OF GROWTH

For Institutions

Where and when to spend the funds

- Allowing authors choose where to publish
- Getting the message out
- Ensuring publisher compliance
- Publisher deals and funds
Collaboration vs Competition

The need for shared infrastructure

• To really work for institutions, publishers need to work together
The need for competition

Institutions are better served when given more choice.
• Will institutions go beyond the mandates to realise the full potential of OA?
• Can we convince authors to look beyond the Impact Factor?
• A bold new world, or a replaying of the subscriptions era?
• The institutions currently hold the cards. Will they use them their advantage?