Trust, Prestige, and Profit in Scholarly Publishing: APCs, Green Open Access, and Hybrid Journals

Leila Belle Sterman
Montana State University, leila.sterman@montana.edu

Follow this and additional works at: https://digital.sandiego.edu/symposium

https://digital.sandiego.edu/symposium/2019/2019/34

This 45-minute concurrent session is brought to you for free and open access by Digital USD. It has been accepted for inclusion in Digital Initiatives Symposium by an authorized administrator of Digital USD. For more information, please contact digital@sandiego.edu.
Trust, Prestige, and Profit in Scholarly Publishing: APCs, Green Open Access, and Hybrid Journals

**Presenter 1 Title**  
Scholarly Communication Librarian

**Session Type**  
45-minute concurrent session

**Abstract**  
In the evolving landscape of scholarly communication, there have been numerous attempts to shift general practice toward open. This session will investigate several models that increase open access, the pros and cons of each, and the lessons we, as practitioners, can learn from each as we continue to build and advocate for the structure of a more open scholarly ecosystem.

**Location**  
KIPJ Theatre

**Keywords**  
open access, publishing, institutional repository, copyright

This 45-minute concurrent session is available at Digital USD: [https://digital.sandiego.edu/symposium/2019/2019/34](https://digital.sandiego.edu/symposium/2019/2019/34)
TRUST, PRESTIGE, AND PROFIT IN SCHOLARLY PUBLISHING: APCS, GREEN OPEN ACCESS, AND HYBRID JOURNALS

Leila Belle Sterman
Montana State University
April 30, 2019
@calamityleila
TRUST

Libraries, researchers, and publishers all derive trust from different sources.
The promotion and tenure process incentivizes narrowly defined forms of impact for university faculty and stagnates the acceptance of new services and technologies in scholarly communication.
We are bound by tradition, bound by the motivation of our patrons, and hobbled by both.
PRINT JOURNALS STILL REIGN

EVEN IN A DIGITAL MARKET
ACCESS TO KNOWLEDGE ≠ PROFIT
4.4 Chemical Information Resources. A broad range of the peer-reviewed chemical literature must be readily accessible to both faculty and students.

- An approved program must provide immediate institutional access to no fewer than 14 current and archival, peer-reviewed journals whose subject matter spans the chemical sciences. At least three of the journals must have a general focus (for example, *Science*, *JACS*, *Angewandte Chemie International Edition*, *Chemistry – A European Journal*, *Chemical Communications*, etc.), and at least one must come from each area of analytical chemistry, biochemistry, inorganic chemistry, organic chemistry, physical chemistry, and chemistry education. In addition, the library must provide timely access to journal articles that are not available on site by a mechanism such as interlibrary loan or a document delivery service.

- Students must have access to technical databases and other resources that enable development of skills in searching the literature, including structure-based searching, and support research and instructional activities.
The Publication Cycle

Creation
Research gets proposed, funded, and reported on.

Evaluation
Academic works are evaluated for quality and edited by their peers.

Publication
A publisher provides editing, layout, and publication services.

Dissemination and Access
Works are distributed in print or online, through libraries, retailers, and the web.

Preservation
Copies or versions of the work may be saved for posterity.

Reuse
Works get read, cited, and recombined.
Article processing charges (APCs) maintain the status quo of the academic publishing system by functioning within it, while adding benefit for both the publisher and the author. [at the expense of the library, or funders]
Author Fund - closed for the year.

Funding Open Access Research from MSU

The fund to support Open Access publications is closed for the year. We look forward to your applications in July of 2019. If you have questions about this funding source or open access in general, please contact Leila Sterman.

Open Access Author Fund at MSU

Open access (OA) is the ability to download and freely read scholarly works. OA removes barriers between readers and information. At Montana State University, our goal is to remove those barriers to access so that anyone in the world may read and benefit from the research conducted here in Montana. Publishing articles and books carry associated costs, even if the publication is purely digital. Journals spend money reviewing, copy editing, and formatting articles, publishing them in print or online, and promoting them. To pay for this work, many journals ask that the author pay a charge (commonly referred to as an Article Processing Charge or APC). This fee often becomes a barrier between an author and open access publishing.

http://www.lib.montana.edu/services/publication/author-fund/
BENEFITS OF AN APC FUND

• Culture
• Access
• Clear benefits to the author and the public/broad readership
• Increased citation, journalism, etc.
• Fulfill funder mandates
DRAWBACKS OF AN APC FUND

- Privilege
- Profit
- Selective access
- Maintains structure
DRAWBACKS OF AN APC FUND

It seems that funding OA is effective, but at what?
• The problems that developing countries face with respect to research information are not solved through a pay to publish system:
  • The inability to afford subscriptions to journals: the North to South knowledge gap)
  • The inability to integrate national research into the global knowledge pool: the S to N and S to S knowledge gaps.
<table>
<thead>
<tr>
<th>Product ID</th>
<th>Description</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>97815033176436</td>
<td>Ecosphere, K. Easwerie and J. Yarwood Tummock</td>
<td>1,500.00</td>
</tr>
</tbody>
</table>

**Special Notes:**
Customer Ref: Subscription #: 3666954

**Payment Terms:** Immediate Payment

**Wire Transfers:**
Bank of America, A/C 0596444456, ACH Routing#: 021003022, ABA Routing#: 029000962, SWIFT#: BODABSSS
One Fleet Way, FADNYA3, Scranton PA 18507
Please provide the account number, invoice number, author name and Product ID by email to payments@wiley.com

**Mail Payments:**
JOHN WILEY & SONS INC, PO Box 416550, Boston, MA 02241-6550

Please charge my credit card:
Credit Card Type: MC VISA AMEX DISCOVER (please circle one) (Max charge $1000.00 per month)

Payment Status: 
Amout Paid: $700.00
ACADEMIC FREEDOM
WHERE CAN WE DO THE MOST GOOD?
“Funders prefer open access.”
“So the data is available for other modeling efforts on this infectious disease”
“This is a high impact journal and a high-quality review paper. If it is open access, it will get more citations and potentially lead to more collaborations.”
“This publications serves to inform environmental hazards associated with dust exposure, a health effect that will continue to be a concern as our climate changes.”
“Publishing in this journal will count towards my tenure.”
“This research is specific to Montana’s agricultural stakeholders. We want to make this publication public so all interested parties can have access to the findings. We believe our work is of interest to many groups outside the university, especially professional agricultural organizations, conservationists, individual farmers, policy makers, and others who do not typically have access to traditional firewalled journal subscriptions.”
THANK YOU

QUESTIONS? COMMENTS?