



Open Access or Open Excess; libraries at a crossroads

Leo Waaijers.

Preliminary

	Subscription	Hybrid OA	OA
Champions	<i>Elsevier</i>	<i>Springer</i>	<i>PLoS</i>
Product	Licence to read	Licence to write	Individual service
Quantity	Journal package	Journal package	Single articles
Time scale	Multi year contract	Multi year contract	Case by case
Price	Secret but high	Even higher	Bewildering
Payer	Library	Library	Research fund
Payment	Prepaid	Prepaid	Upon delivery
Copyright	Publisher	Author	Author
Public use	Paywalled	Free	Free
Market share	60% ↓	20% ↑	20% ↑

Preliminary

	Subscription	Hybrid OA	OA
Champions	<i>Elsevier</i>	<i>Springer</i>	<i>PLoS</i>
Product	Licence to read	Licence to write	Individual service
Quantity	Journal package	Journal package	Single articles
Time scale	Multi year contract	Multi year contract	Case by case
Price	Secret but high	Even higher	Bewildering
Payer	Library	Library	Research fund
Payment	Prepaid	Prepaid	Upon delivery
Copyright	Publisher	Author	Author
Public use	Paywalled	Free	Free
Market share	60% ↓	20% ↑	20% ↑
Business case	Monopoly based	Open Access or Open Excess?	Market based

'Hybrid is transitional' 'Oh, really?'

Stakeholders' choices

	Hybrid	Open Access
Publisher	Wholesaler	Retailer
Author	Free publishing	Publication fee
Library	Pays publisher	Organises market
Funder	Subsidises library	Subsidises author

Quality and fees vary wildly

- Average prices^{1,2}:

No fee OA journals:	€ 0
Fee based OA journals:	€ 904
Hybrid journals:	€ 2727
- Quality also varies: from predators to top 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

We do firmly believe a benefit of open access is the transparency in the cost of publishing, which enables authors to see up front what each journal charges and make an informed decision based on the service the journal offers.

Carrie Calder

Strategy Director, Nature Publishing Group

Quality Open Access Market

Principles:

- Academic crowd sourcing
- Calibrated judgement via Journal Score Cards
 - Transparant price information
 - Includes OA and hybrid journals



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 with respect to editorial info, peer review, policy, workflow, 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 2 minutes per journal.

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



producing a SWOT matrix

		Valuation Score	
		≥ 3	< 3
Base Score	≥ 3	Strong journal	Threat (to author) Journal may not meet its promises
	< 3	Opportunity (to publisher) Improve journal's web site	Weaker journal

Quality Open Access Market

<http://www.qoam.eu>



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. Today QOAM has 2400+ scored journals and 16.000+ waiting to be scored.

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

Thank you very much!

Leo Waaijers.

What if?

What if a publishing market stays away?

We then will have

Open Access but at an **Excessive** price

Remember,

hybrid is three times as expensive as OA!