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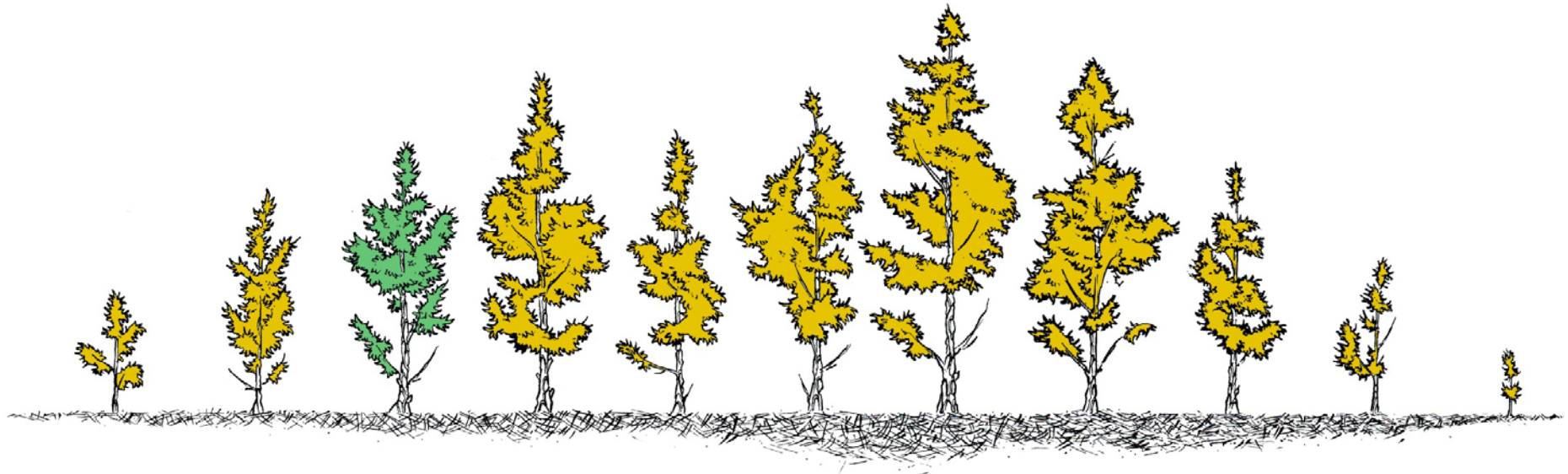
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#NotAllPublishers

Added value and the OA transition



About me



What do we want?





Fully funded,
cost effective

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Quality assurance...



...prestige





Consistent, interoperable...



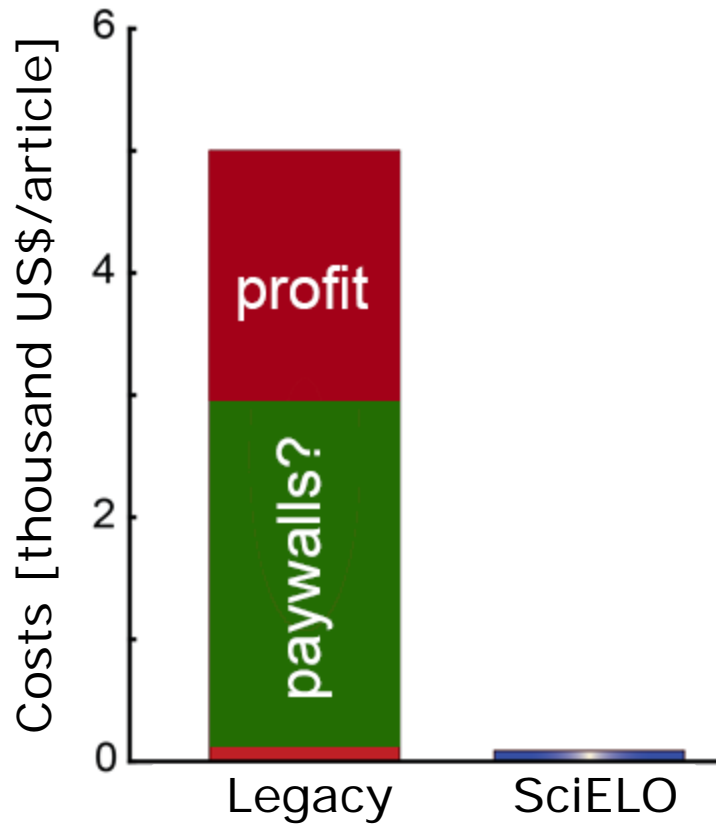
...and specific to me

Great for authors
(when I'm an author)

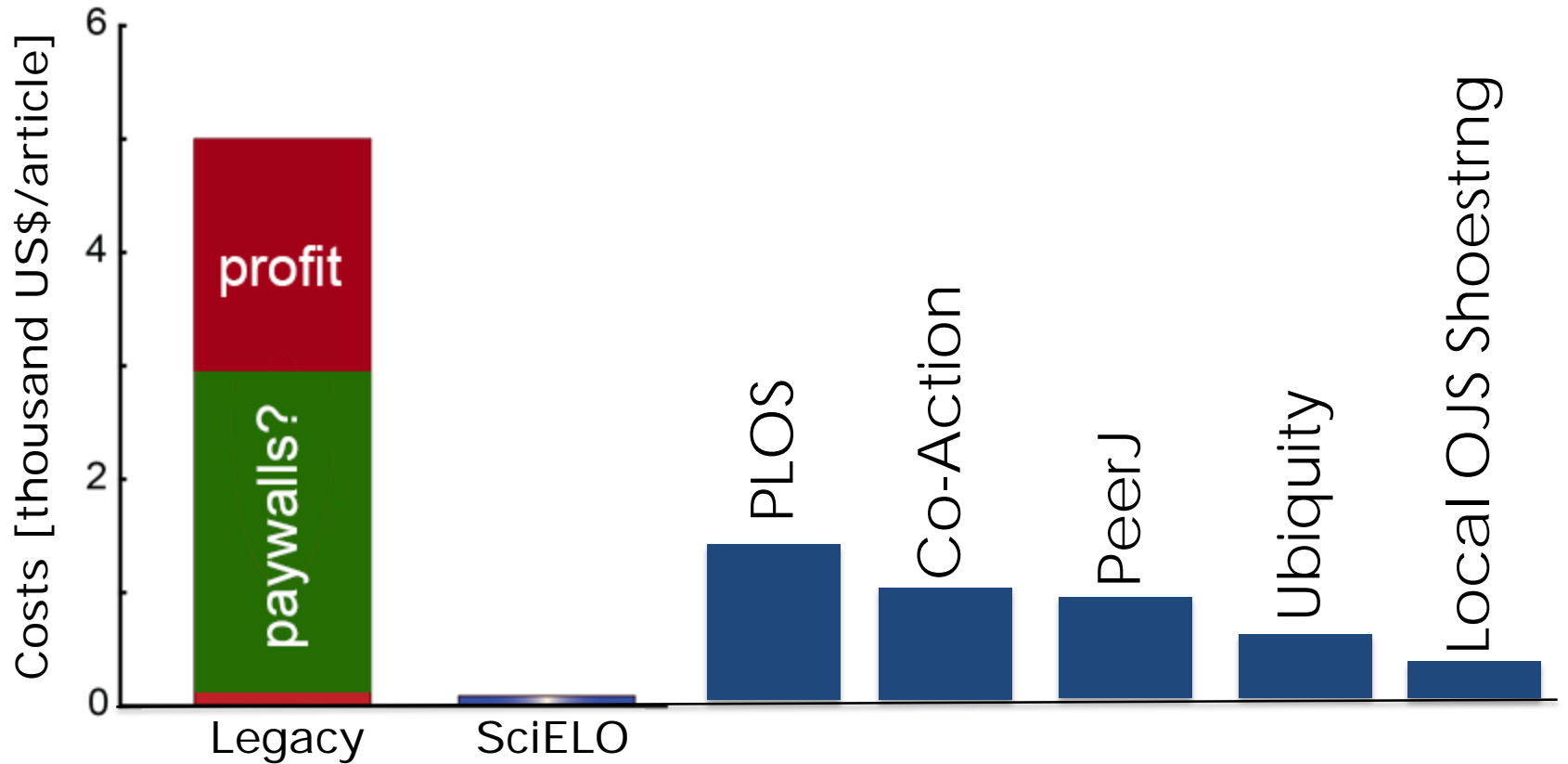
Great for readers
(when I'm a reader)

?

What do we have?



(Sources: Van Noorden, R. (2013). Open access: The true cost of science publishing. *Nature* 495, 426–9; Packer, A. L. (2010). The SciELO Open Access: A Gold Way from the South. *Can. J. High. Educ.* 39, 111–126)



(Sources: Van Noorden, R. (2013). Open access: The true cost of science publishing. *Nature* 495, 426–9; Packer, A. L. (2010). The SciELO Open Access: A Gold Way from the South. *Can. J. High. Educ.* 39, 111–126)

Class	Free Hosted (WP)	ArXiv (sanity review)	Basic - PDF Only, Community review	Basic - JATS XML, Community review	Institutional hosting, Community review	Full service (Small Scale)	Full service (Enterprise)
\$ Per Article	0	\$10	\$100	\$200	\$250	\$800	\$1,350
Annual Capacity	50	10,000s	1000s	1000S	100s	1000s	10,000s

“Cells and cell culture. *rat SV40 transformed soft tissue blastoma cells were grown in Roswell Park Memorial Institute (RPMI) 1640 medium supplemented with 2 mg/ml N-2-hydroxyethylpiperazine-N'-2-ethanesulfonic acid, 100 U/ml penicillin G, 0.1 mg/ml streptomycin, 2 mg/ml sodium bicarbonate, and 5% fetal bovine serum (FBS).* “

Ethics approval?

“The study was approved by the Ezahear Medical University Research Review Board to comply with all necessary animal and human welfare codes, and that consent was obtained properly where applicable.”

23 emails...

...prior to going to an editor

Ethics, statistics, image
checks, data validation...

Are they worth it?

Orsellinic acid inhibits the growth of rat SV40 transformed soft tissue blastoma cells in vitro

Masabla I. A. Ohyeannorow, Ogaya A. F. Loezee, and Corry I. Diouf

Ezahear Medical University, Porto-Novo, Benin



Indexing, markup,
metadata, archival...

...much of which can
(should) be automated...



...to bring down costs to..?

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What could we have?

Reducing costs

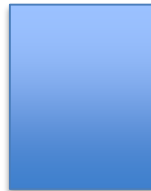
Discovery



Publication Infrastructure



Review



Submission Systems

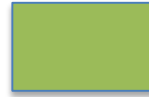


Reducing costs

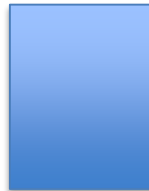
Discovery



Publication Infrastructure



Review



Submission Systems



Reducing costs

Discovery



Publication Infrastructure



Review



Submission Systems

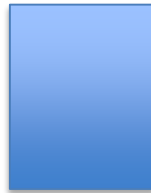


Reducing costs

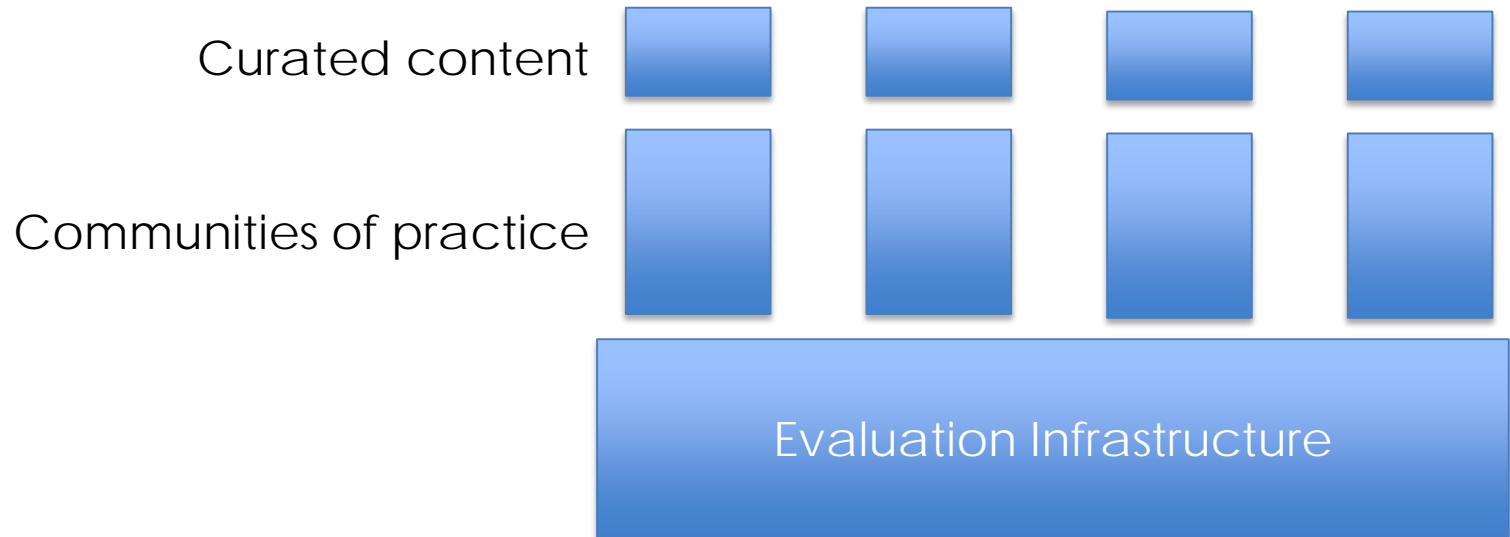
Curated content



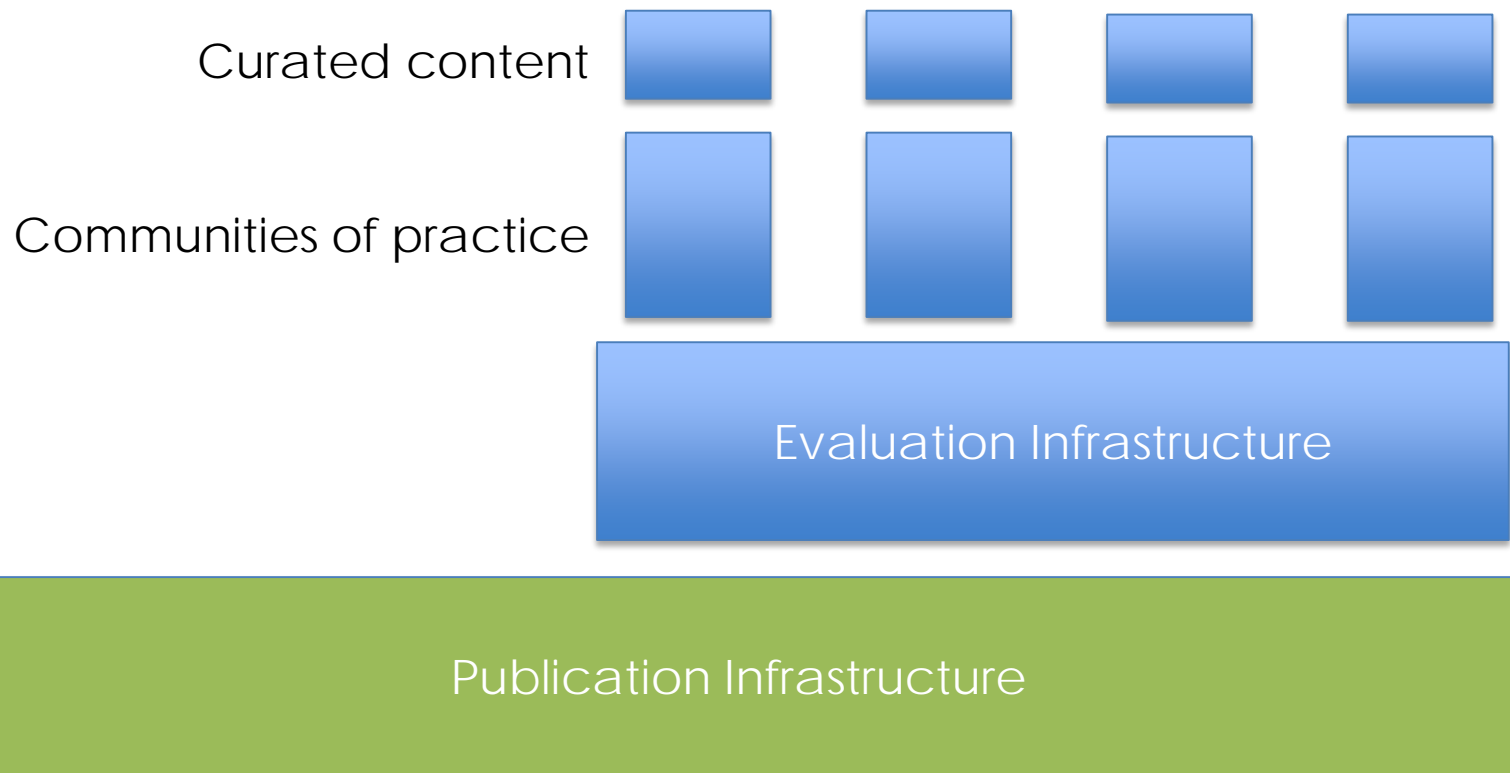
Communities of practice



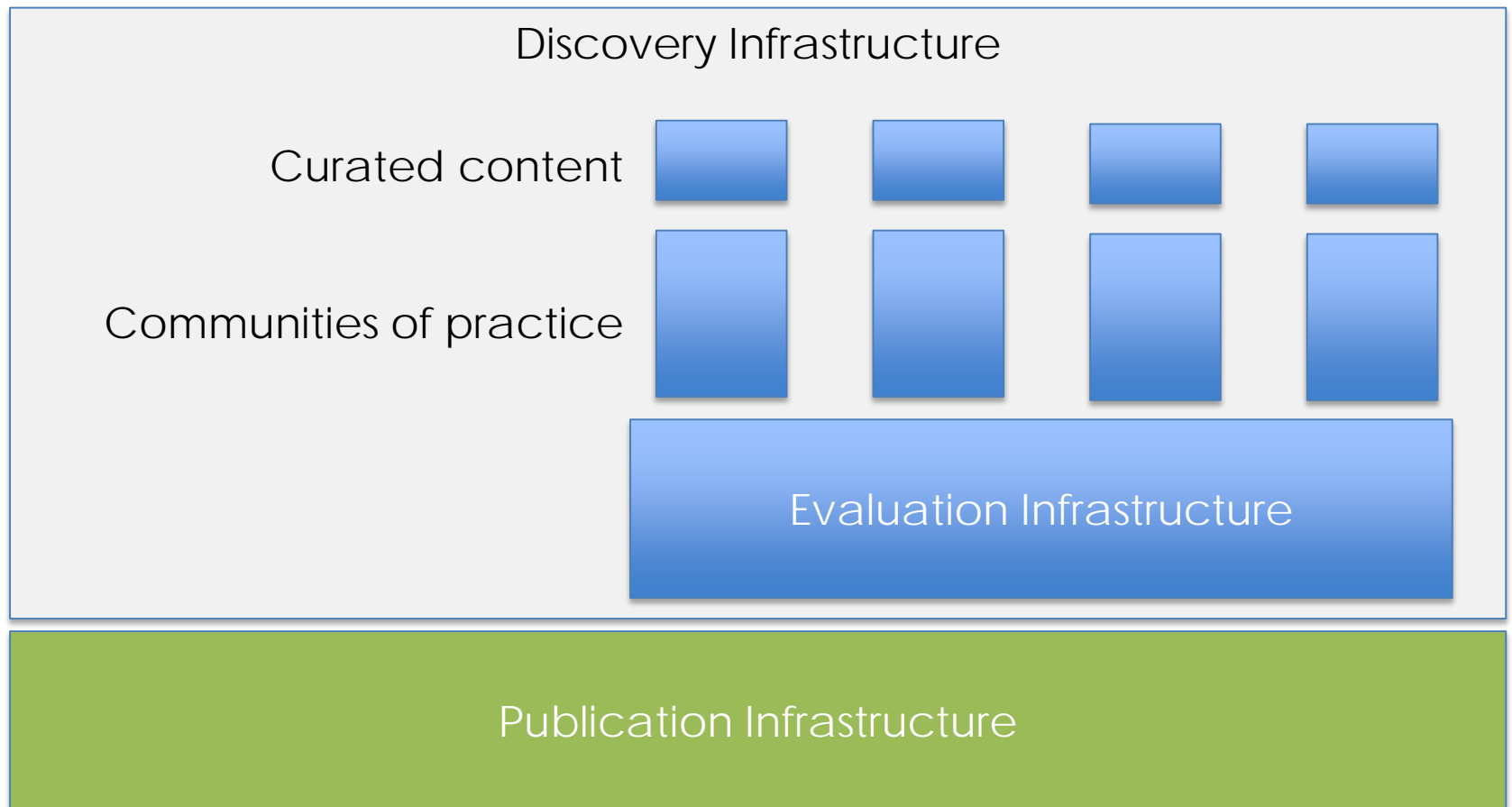
Reducing costs



Reducing costs



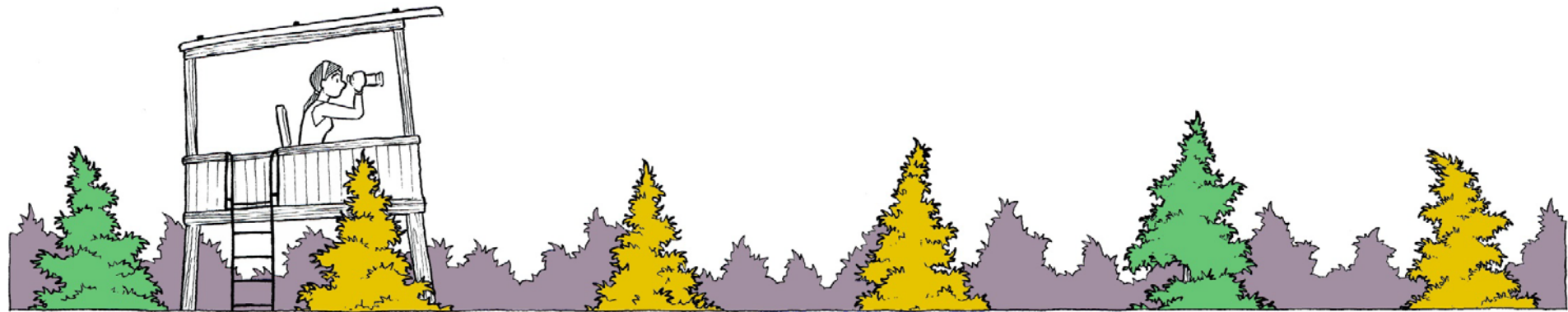
Reducing costs



Superior Alternative

- Sustainable, global search and access for all literature, code and data
- Intelligent sort, filter and discover functionalities
- Scientific, evidence-based reputation system
- Authoring tools for collaborative writing and single-click submission
- Orders of magnitude cheaper: US\$90/paper (e.g. SciELO) vs. US\$5,000/paper (subscription)

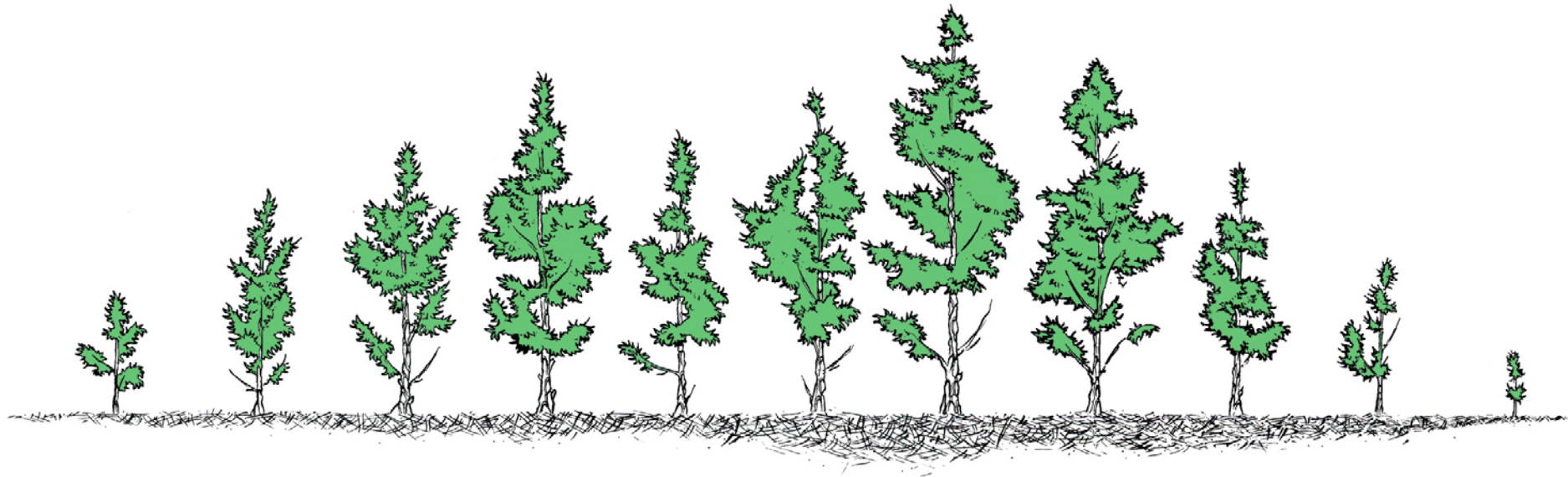
How do we get there?



Why is it so hard?

Some home truths about
cultural change via Ostrom

All change is incremental.



Change is feasible...

The image shows several glass jars filled with green beans, sealed with metal lids, arranged on a white surface. The jars are filled with green beans, and the lids are silver-colored. The text is overlaid on the image in a white, sans-serif font.

...within small homogenous communities with high trust

...where there are limited
power asymmetries...

...where the interests of stakeholders are similar...



A large, ornate Gothic cathedral with a tall bell tower, likely the Duomo di Siena, under a clear blue sky. The building features intricate stone carvings, arched windows, and a prominent rose window. The text is overlaid in the center of the image.

...are trusted institutions to support negotiation

...where information is
readily available & cheap

...

It's worse than that...



A scenic landscape at sunset or sunrise. The sky is a warm, golden yellow, with a bright sun partially obscured by a mountain range in the distance. The foreground is dominated by dark, silhouetted evergreen trees and a forested hillside. The overall mood is serene and contemplative.

What can we do?



...identify small(er) (more)
homogenous communities

...with high(er) trust

A close-up photograph of several yellow cherry tomatoes on a green leaf. The tomatoes are bright yellow and appear to have some water droplets on their surface. The background is dark, making the tomatoes stand out. Overlaid in the center of the image is the text "...where the interests of stakeholders are similar..." in a white, sans-serif font.

...where the interests of stakeholders are similar...

...where we can impose
trusted institutions to
support negotiation

The institutional level...



...generate information
which is available & cheap

...build the platforms to
support disruption

The institutional level?

Collective action...



...requires changing the
rules of the game...

...requires liberating
resources for new use...

A green rotary telephone is shown from a top-down perspective, resting on a wooden surface. The telephone has a coiled green cord and a handset. The dial is silver with a sticker of a woman's face in the center. The text "...requires cancelling subscriptions..." is overlaid in white on the dial area.

...requires cancelling
subscriptions...



...requires mass
cancellation of
subscriptions...

...and reinvestment of
liberated resources...

A photograph showing several glass jars filled with pickled green beans. The jars are arranged in a row, with some in the foreground and others in the background. The beans are a vibrant green color, and the jars are sealed with silver metal lids. The background is a plain, light-colored surface.

...control back in the
hands of the community

...but...

A photograph of a vast field of golden wheat under a bright, hazy sky at sunset. The sun is low on the horizon, creating a warm, golden glow. In the background, dark, silhouetted mountains are visible against the bright sky. The foreground shows the detailed texture of the wheat stalks.

...scale has value...



...experience has value...



...specialization has value...

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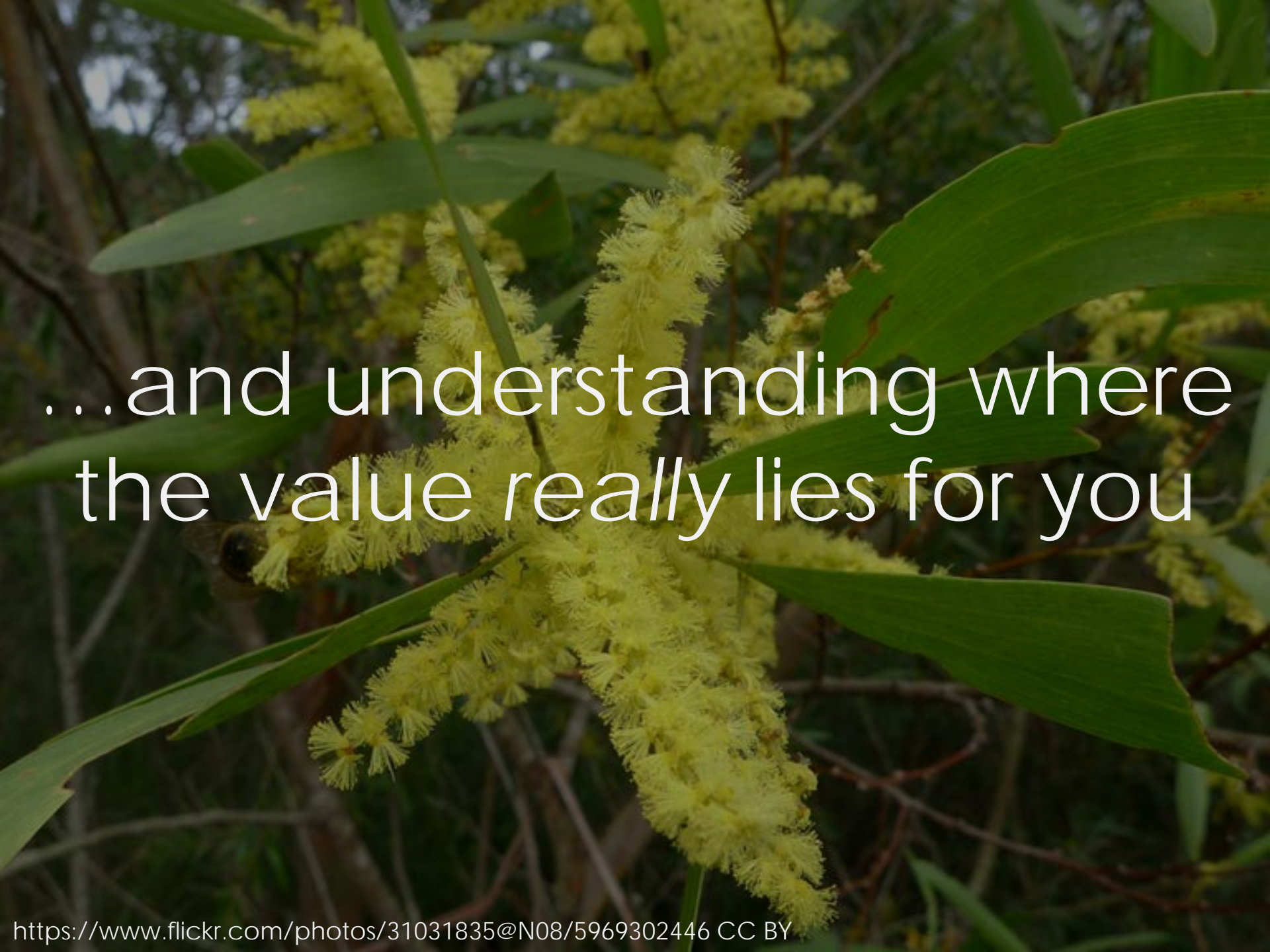


...publishers (can) add value

...within the terms of service
that the community needs

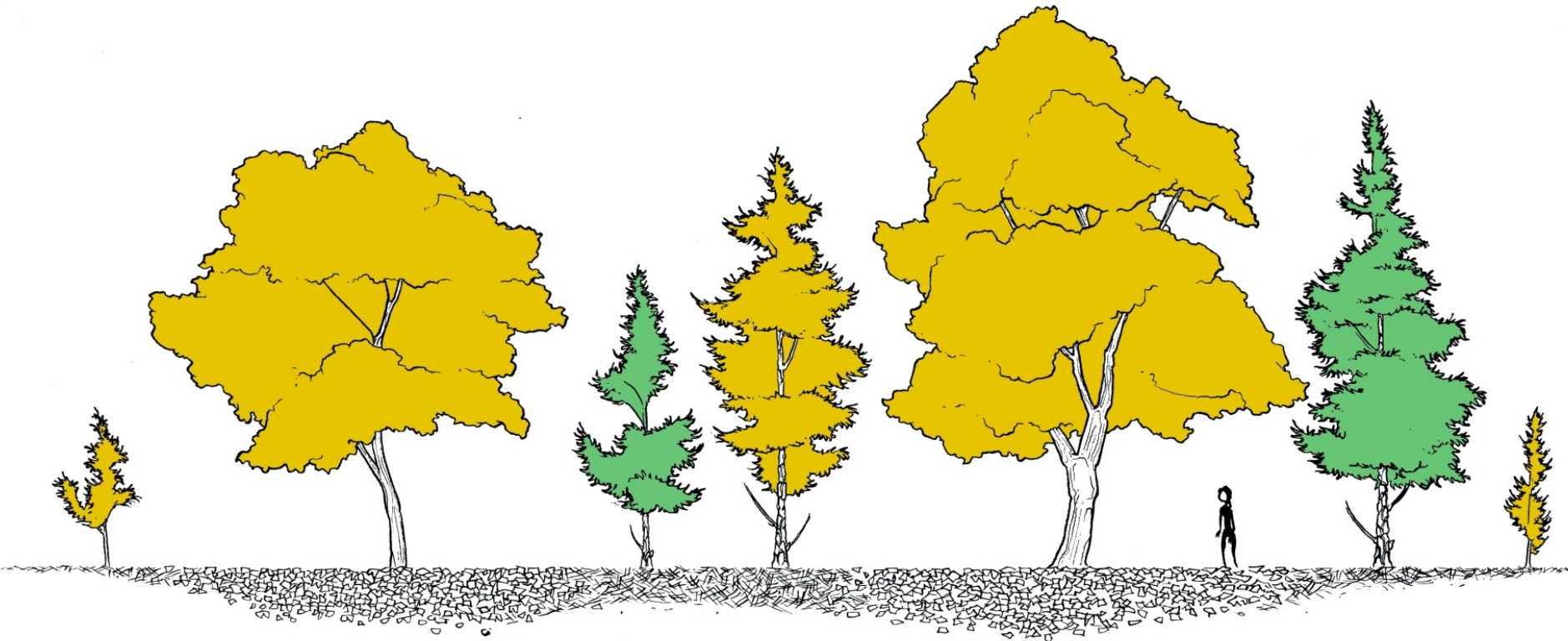


...which means institutions
will need to take the lead

A close-up photograph of a flowering branch, likely a mimosa, featuring bright yellow, fuzzy flower clusters and green leaves. The text is overlaid on the image in white.

...and understanding where
the value *really* lies for you

#NotAllPublishers



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