A MATTER OF DISTRIBUTION: APC LOGIC AGAINST CONSORTIAL FUNDING MECHANISMS

TROMSØ. 22ND NOVEMBER 2017.

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WHAT IS RESEARCH AND WHY DO WE WRITE IT?

To be read. To be assessed.
DISSEMINATION: QUALITY CONTROL, VALIDATION AND SPACE-TIME COMPRESSION

- Dissemination of work
- Preservation of record
- Footnotes and scholarly genealogy (vs. science?)
- Labour of reading: reading-avoidance techniques
ASSESSMENT

Researchers are within a symbolic economy

Researchers

$Salary

Publishers

Assessment Paradigms

Proxy for labour shortage

hefce

NATIONAL ENDOWMENT FOR THE HUMANITIES
THE SYMBOLIC ECONOMY MAPS ONTO THE REAL ECONOMY

Libraries

Researchers

Publishers

Insufficient funding to provide all researchers with necessary material

Elsevier: 37% profit with "a revenue stream of £2.06 billion and a profit level of £780 million" in 2012

Estimated by Research Information Network in 2008 that "the unpaid non-cash costs of peer review undertaken in the main by academics [is] £1.9bn globally each year"
OPEN ACCESS (OA)

- Peer-reviewed research
- Free to read online
- Permission to re-use

- **Gold**: at publisher/source
- **Green**: institutional/subject repository

- Gratis: free to read
- Libre: free to re-use

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A MATTER OF DISTRIBUTION: THERE ARE 100 PEOPLE IN A ROOM FOR A TALK

- They have $10 each
- The speaker speaks for free
- The venue needs $50 to cover its staff costs
- There are 40 talks per year
SUBSCRIPTION LOGIC

- Each person pays $0.50 and hears the talk
- No payment, no entry
- Each person can only afford half of the talks
- The general public cannot attend
OA WITH AN ARTICLE PROCESSING CHARGE LOGIC

- The speaker pays the full fee ($50)
- The problem is that the speaker only has $10
- The general public and all others can attend
OA WITH CONSORTIAL LOGIC

- 5 people attend each talk and pay $10 each
- They let anyone else attend for free
- Everyone can hear 50% of the talks, including the public
THIS IS HOW OA LOOKS IN A DRY FUNDING CLIMATE

- Is the "venue" overcharging?
- The distribution of the economics is the most important thing
- APCs do not work well in the humanities and elsewhere
HOW MUCH DOES IT COST TO PUBLISH A (DIGITAL) BOOK?

  - (Don't tell the Deans)
- Palgrave: $95 x 200 copies = $19,000
- Palgrave: Book Processing Charge: $17,000
- CUP: Book Processing Charge: $10,000
- Ubiquity Press: Book Processing Charge: £6,020
  - [~$7k USD]
WHERE DO THESE COSTS GO?

Assume fixed costs:

- 3x staff + on and estates costs
- Travel
- CLOCKSS, Crossref, COPE, COUNTER memberships
- Crossref membership
- Around £190k per year

Assume production costs:

- Typesetting: £500
- Copyediting: £500
HOW MANY BOOKS WITH 3X STAFF?

Cost per Book

Cost

£25,000.00
£20,000.00
£15,000.00
£10,000.00
£5,000.00
£0.00

Number of Books

0 20 40 60 80 100 120

Direct per book
BPCS FOR MONOGRAPHS SCALE BADLY + CONCENTRATE COSTS

- 5,023 monographs in UK in 2013 by largest 4 publishers (source: Crossick)
- At a £5,050 BPC (UP price): £25,366,150
- At a £6,500 BPC (CUP price): £32,649,500
- At an £11,000 BPC (Palgrave price): £55,253,000
- UK spend on *all books* 2010/2011: ~£60,000,000 (source: SCONUL)
BPCS FOR MONOGRAPHS SCALE BADLY

![Chart showing purchases vs BPCs for Top four UK publishers and UK REF books. The chart compares SCONUL purchasing budget, UP Price, CUP Price, and Palgrave price.]
UK REF COSTS FOR MONOGRAPHS

"to publish 75% of anticipated monographic submission output for the next REF would require approximately £96m investment over the census period. This is equivalent to £19.2m per year. Academic library budgets as they are currently apportioned would not support this cost."

[https://doi.org/10.1629/uksg.392](https://doi.org/10.1629/uksg.392)
OUR SOLUTION FOR JOURNALS

Open Library of Humanities

Megajournal / Multijournal / Not-for-profit / Collectively Funded
SUPPORT FROM THE ANDREW W. MELLON FOUNDATION

THE ANDREW W. MELLON FOUNDATION

- $90,000 planning grant
  - University of Lincoln, UK, 2014-2015
- $741,000 sustainability grant
  - Birkbeck, University of London, UK, 2015-2018
THE SUBSCRIPTION MODEL AS IT EXISTS

Current System

$ Large Sums

x1000s

STOP
THE OLH LIBRARY PARTNERSHIP SUBSIDY MODEL

Governance Roles

Library

$ x100s

Library Partnership Subsidy

Small Sums

www
>240 LIBRARIES FINANCIALLY SUPPORTING THE OLH IN FIRST YEAR
23 JOURNALS ON OR SUPPORTED BY THE PLATFORM (909 ARTICLES IN FIRST YEAR)

Cost per institution per article: around $1.10 per institution per article. Target of 300+ libraries by end of year three.
118,686 unique readers. Average of 131 readers per article. $0.008 per institution per reader.
ONGOING PROJECT TO "FLIP" SUBSCRIPTION JOURNALS

Six additional journals joined in January 2017
SPREADING THE MODEL

éрудит
THE END

Thank you!

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