

A MATTER OF DISTRIBUTION: APC LOGIC AGAINST CONSORTIAL FUNDING MECHANISMS

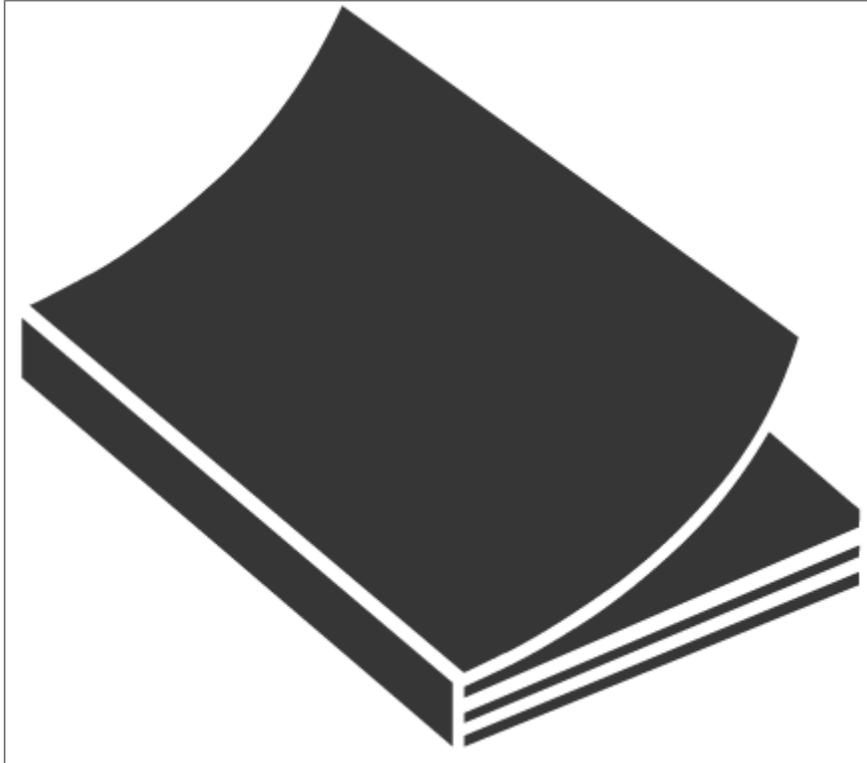
TROMSØ. 22ND NOVEMBER 2017.



Professor **Martin Paul Eve**, Birkbeck, University of London

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



Publishers

Proxy for labour shortage

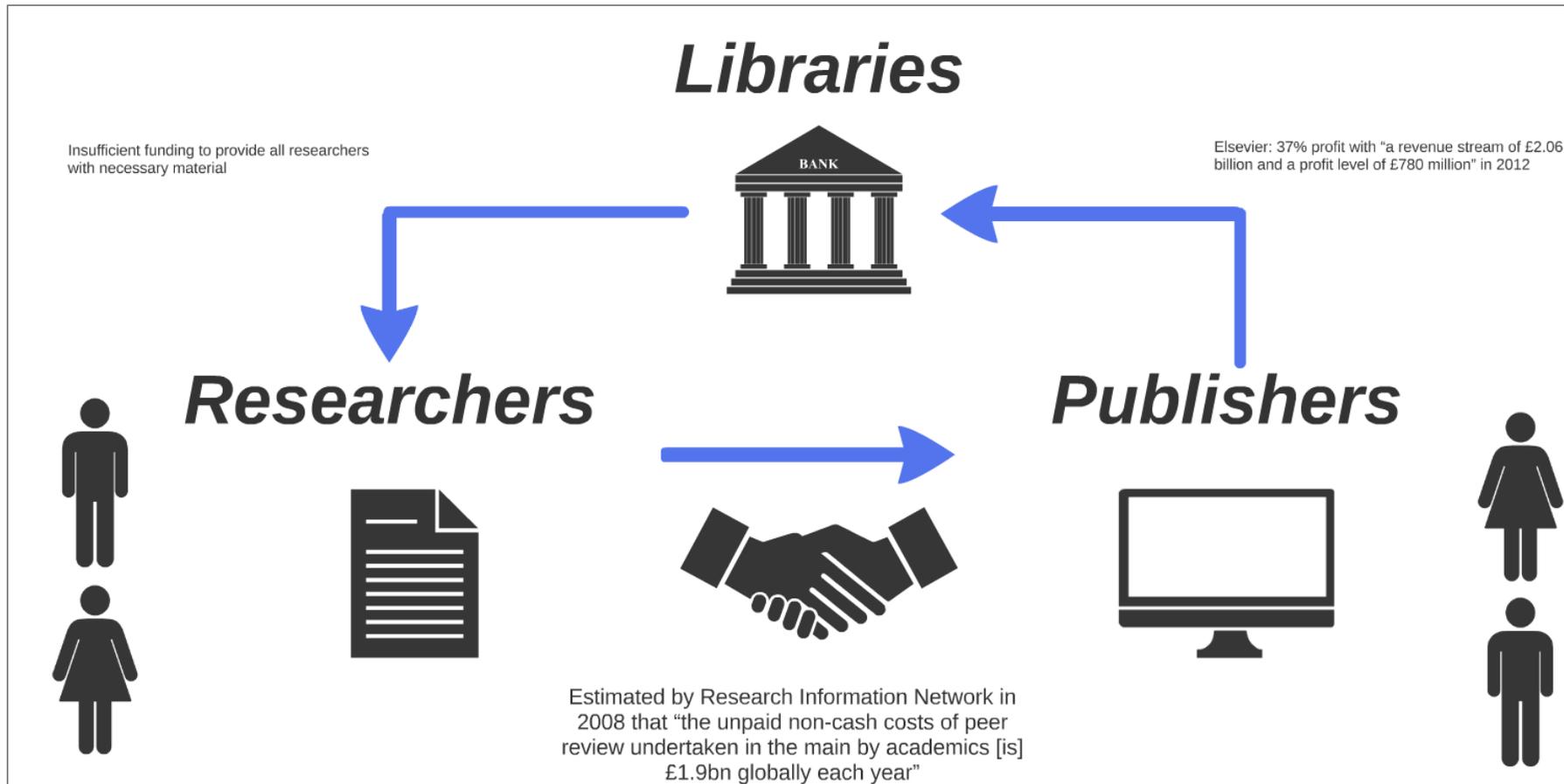
Assessment Paradigms



\$Salary



THE SYMBOLIC ECONOMY MAPS ONTO THE REAL ECONOMY



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?

- Mellon Ithaka study (2016): \$15,140 - \$129,909
 - (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?

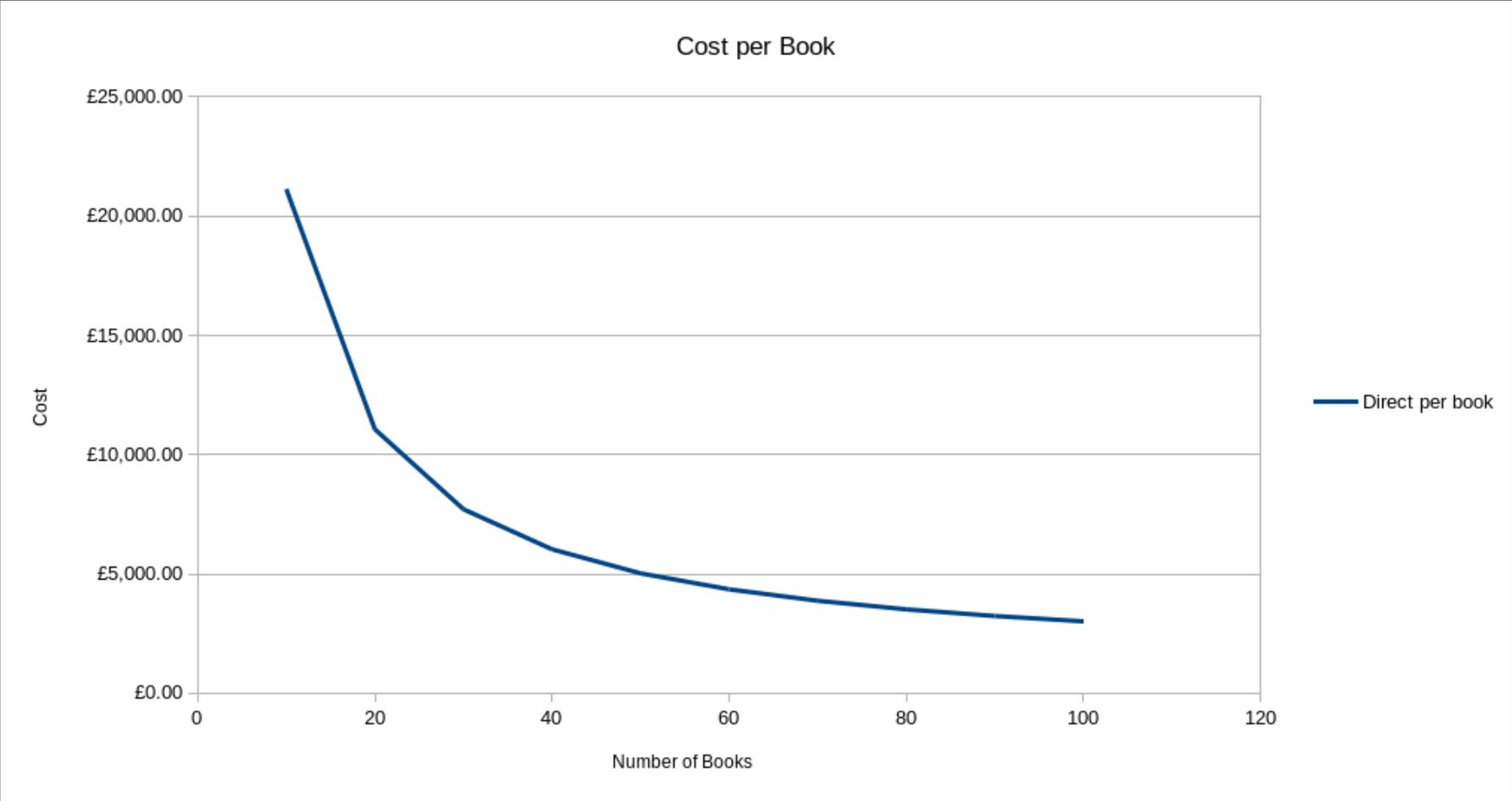
Assume fixed costs:

- 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

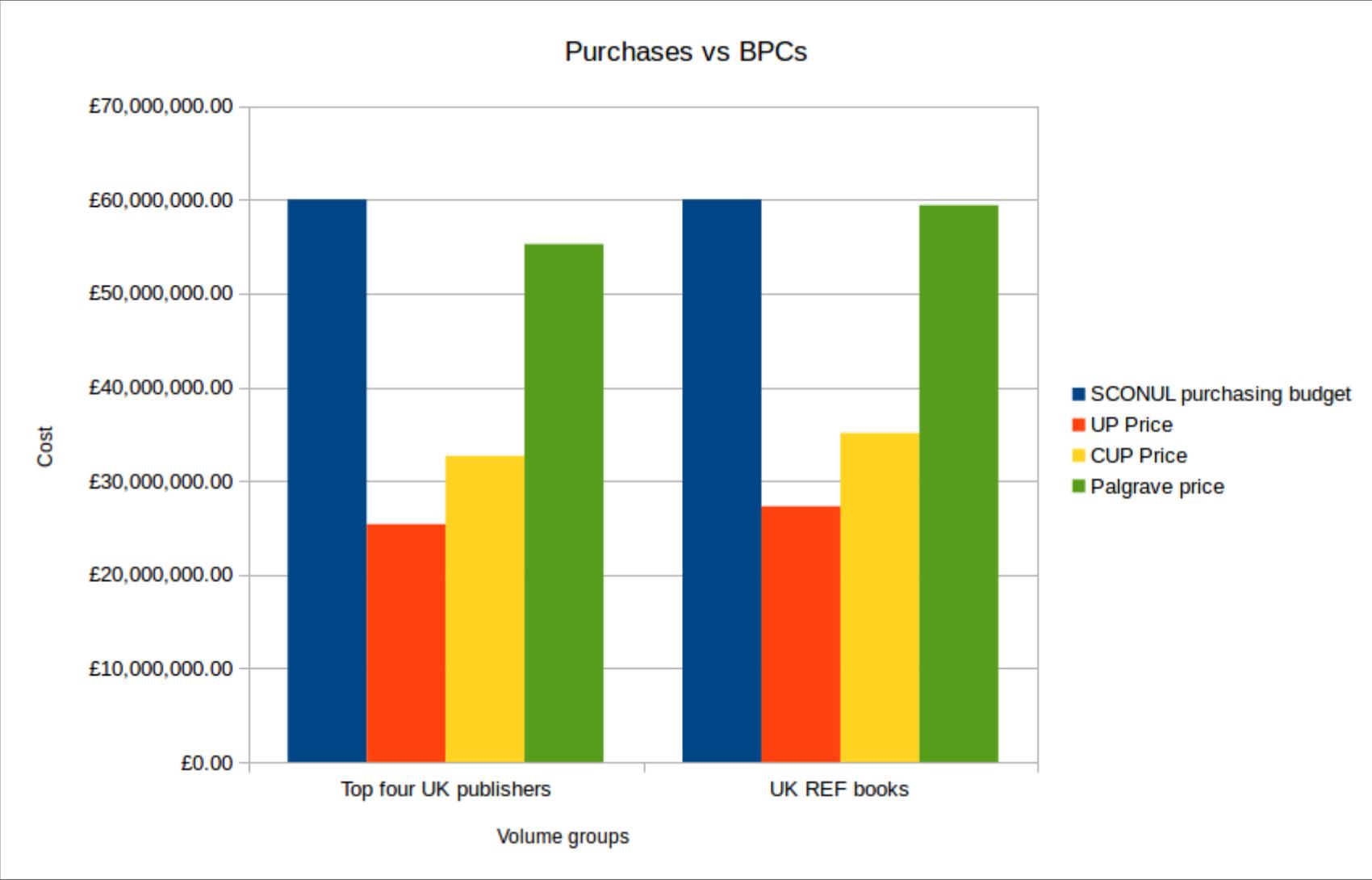
HOW MANY BOOKS WITH 3X STAFF?



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



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."

Eve, M.P. et al., (2017). Cost estimates of an open access mandate for monographs in the UK's third Research Excellence Framework. Insights.

<https://doi.org/10.1629/uksg.392>

OUR SOLUTION FOR JOURNALS



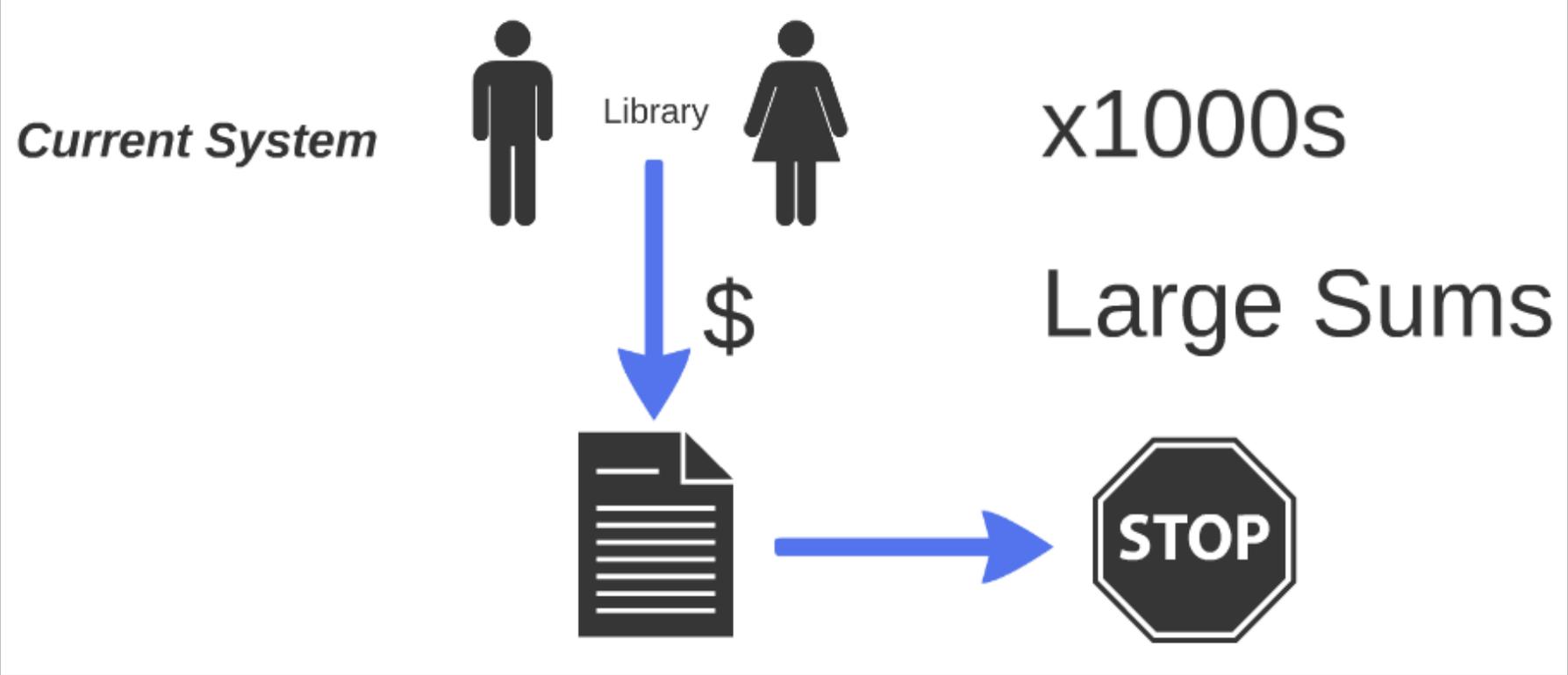
Megajournal / Multijournal / Not-for-profit / Collectively Funded

SUPPORT FROM THE ANDREW W. MELLON FOUNDATION

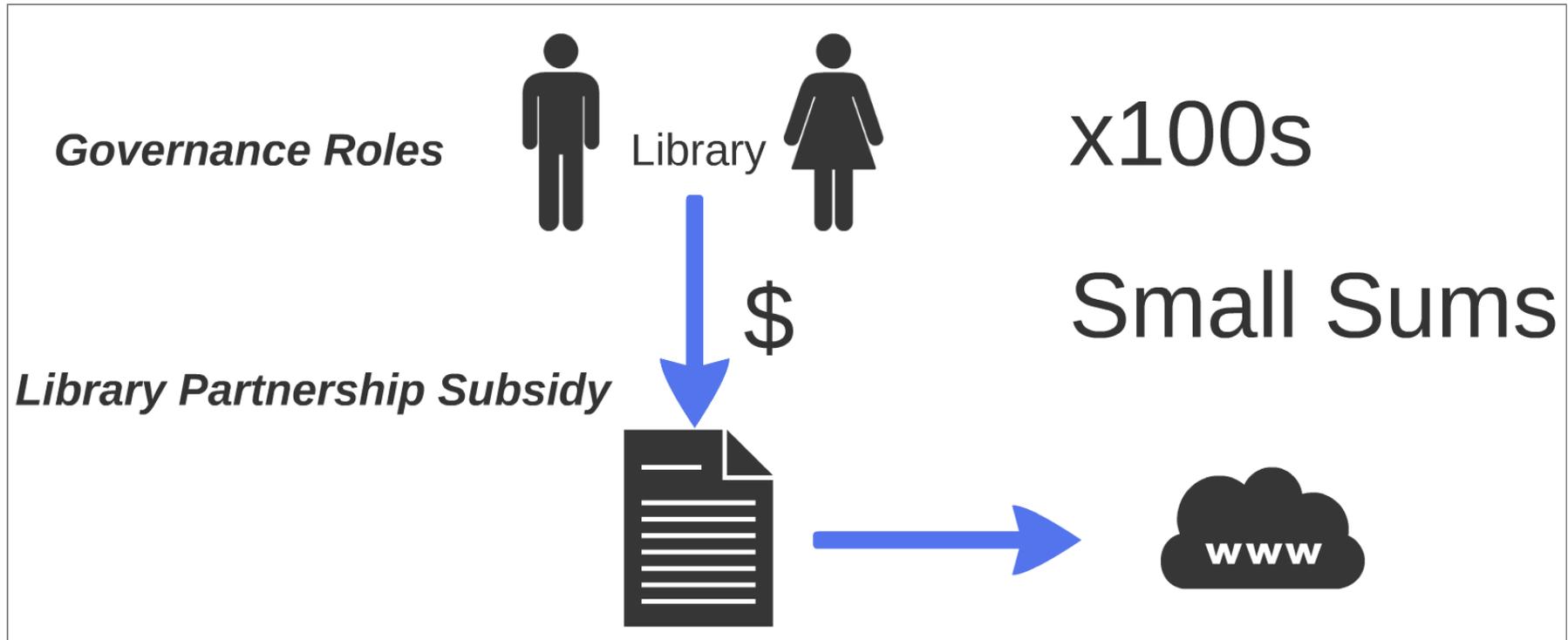


- \$90,000 planning grant
 - University of Lincoln, UK, 2014-2015
- \$741,000 sustainability grant
 - Birkbeck, University of London, UK, 2015-2018

THE SUBSCRIPTION MODEL AS IT EXISTS



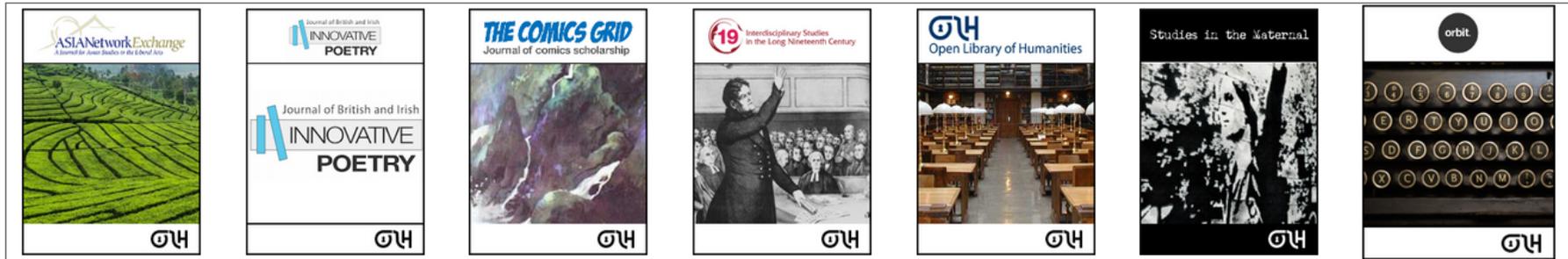
THE OLH LIBRARY PARTNERSHIP SUBSIDY MODEL



>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.

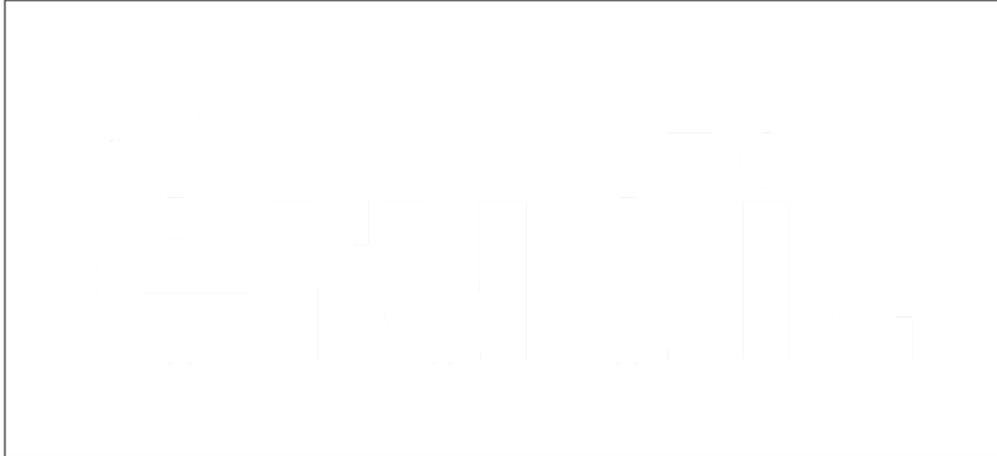
118,686 unique readers. Average of 131 readers per article. \$0.008 per institution per reader.

ONGOING PROJECT TO "FLIP" SUBSCRIPTION JOURNALS



Six additional journals joined in January 2017

SPREADING THE MODEL



THE END

Thank you!

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Available to view online at <https://meve.io/Norway2017>.