

Two Open-Access Experiments in HSS: Journal and Monograph Publishing



Agora – Scholarly Open Access
Research in European Philosophy

FP7 2011-13

www.project-agora.org

Yrsa Neuman

Background

- Gold OA is one possible road to OA
- The goal of OA ideology is not making publishers extinct, it is changing the publishing field.
- In steps?

→ What business models?

Delay or Author Fee?

Book Experiment HSS/Philosophy

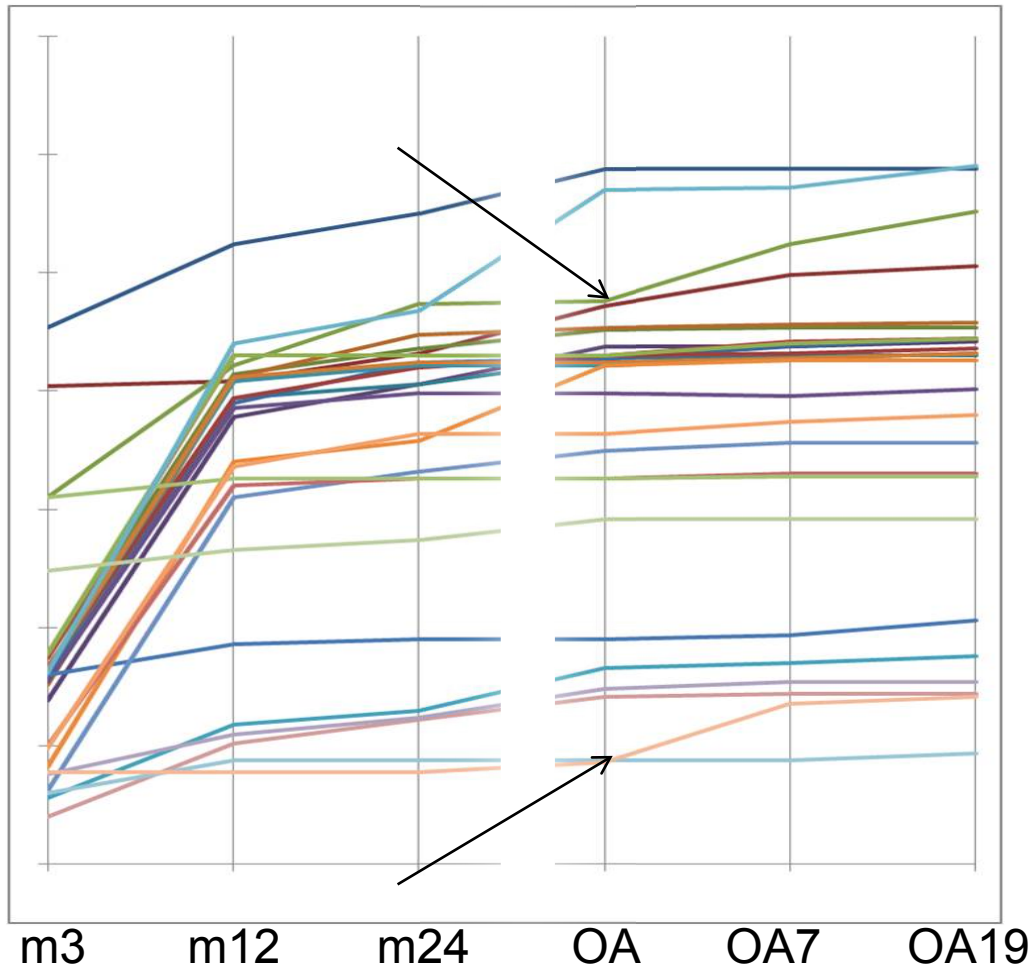
- Ontos Verlag – small commercial publisher

Agora Delayed Model

- 27 closed access books made gratis OA June 1, 2011
 - Embargo period varied: 6 months to 9 years
- No author OA fee
- *Access model:* "Freemium" Google Books version + free pdf download via webshop registration

- **The books**
 - 4 book series: 18 anthologies/5 dissertations/4 monographs, 7 German/20 English
- **Sales monitored and recorded**
 - 3, 12, 24 months after print,
 - the day before OA publication,
 - 7 and 19 months after OA publication
- **Downloads recorded 7 and 19 months after OA publication**

Sales



- 90% of sales within first 12 months
- No sales disadvantage detectable upon projection

Delayed Model results

- Neutral or positive consequences for sales:
publisher commercial risk smaller than expected
- Dissemination advantage – on average +40% (high-threshold downloads!)

Also: Hybrid Ontos Open Model

- OA offer to authors: two-step fee
 - 1500€ within 12 months of print, 750€ OA after 12 months
- Uptake: 9 titles of 86 offered: all no delay and higher fee
- Publisher positive
- Success depends on funding availability
 - Survey to Authors

Author Survey (in collaboration with OAPEN-UK)

- Survey to authors with book published at Ontos 2011-13 on issues relating to business model sustainability
- response rate 15% of 116 reached

Survey results

- Delayed model deemed viable by authors
- Author fees deemed problematic
- Many closed access authors have overseen the Ontos Open offer – reasons for not publishing OA is “didn’t realize it was possible” (8/19) or “no funding” (6/19)
- OA is not a factor in choosing publisher

Journal experiment

by Nordic Wittgenstein Review

- Print from Ontos Verlag (#1) and De Gruyter (#2) and OA using OJS
- No author fees
- a. Delayed OA (3 months)
- b. Mixed OA (50% no delay, 50% delay 3 months)

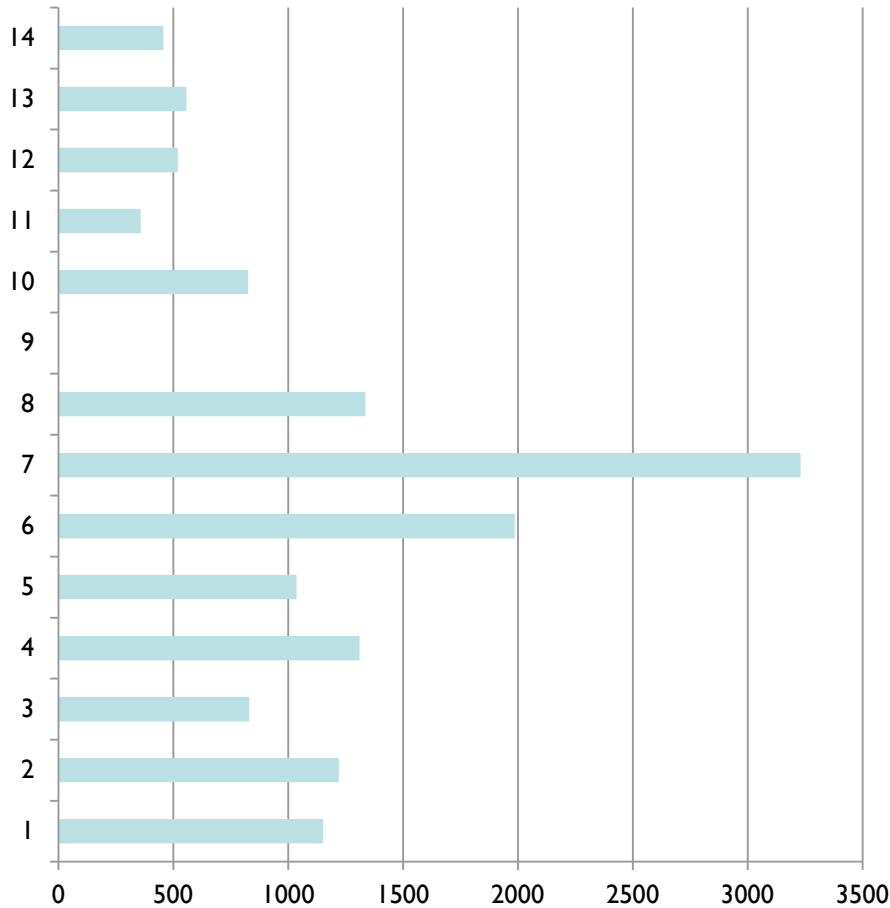
Since 2011

- International peer-reviewed scholarly journal
- Published by Nordic Wittgenstein Society
- Nordic editorial board, int'l advisory board
- Invited Paper, Submitted Articles, Archive Section, Interview, Book Reviews
- Theme: philosophy and other Ludwig W-related
- Rejection rate 2012-13: 65%
- CC: BY-NC-SA

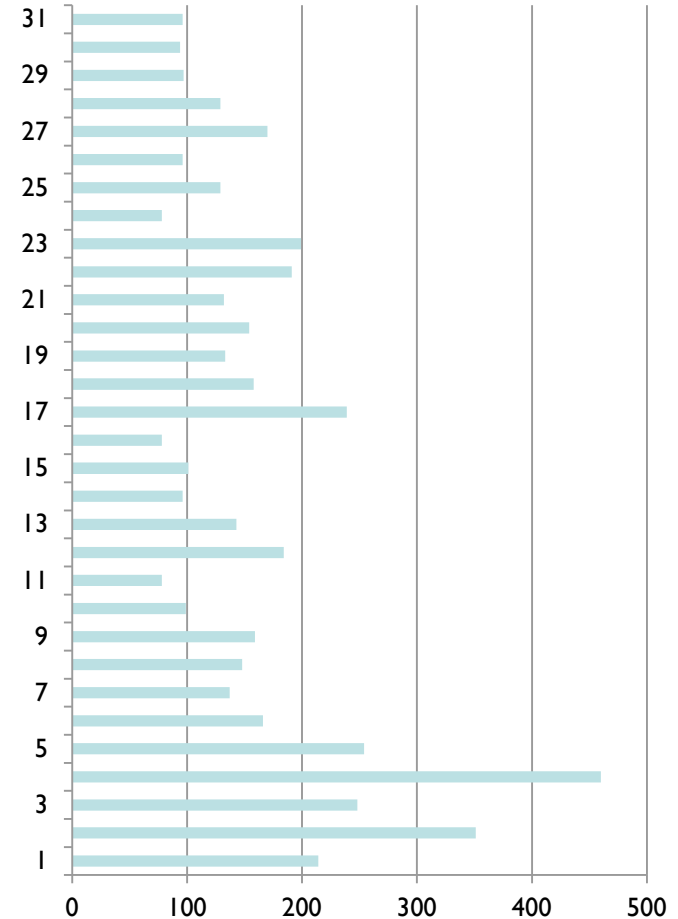
- Mixed revenue model (print subscriptions, print copies, electronic subscriptions)
- Subscription sales low after #1, individual print subscriptions in some demand
- OA strong dissemination advantage (comparison with electronic subscription downloads of well established journal) >>>

Access – total galley views

NWR 2012-13



Inquiry 2012-13



The OA situation in philosophy

- At least 251 peer-reviewed international scholarly OA philosophy journals in 2013 (DOAJ, UlrichsWeb)
- 27% (67/251) electronic only, the rest bimodal i.e. also in print
- The hybrid situation?
 - difficult to overview due to definition issues
 - A hybrid trap?

The context of NWR

- no direct-OA or delayed-OA peer-reviewed competitors in Wittgenstein studies
- Comparison hybrid journals (author fees) named by NWR focus group: OA uptake far less than 10% on research articles
 - price levels 2150€/ \$3000
 - uptake varies greatly, the closest competitor uptake 0

The Agora Journal Survey

Ongoing – to the research community
around NWR (sent to ~500)

- OA awareness
- OA funding awareness and availability
- OA experience and values
- Publication values
- NWR models sustainability

OA awareness

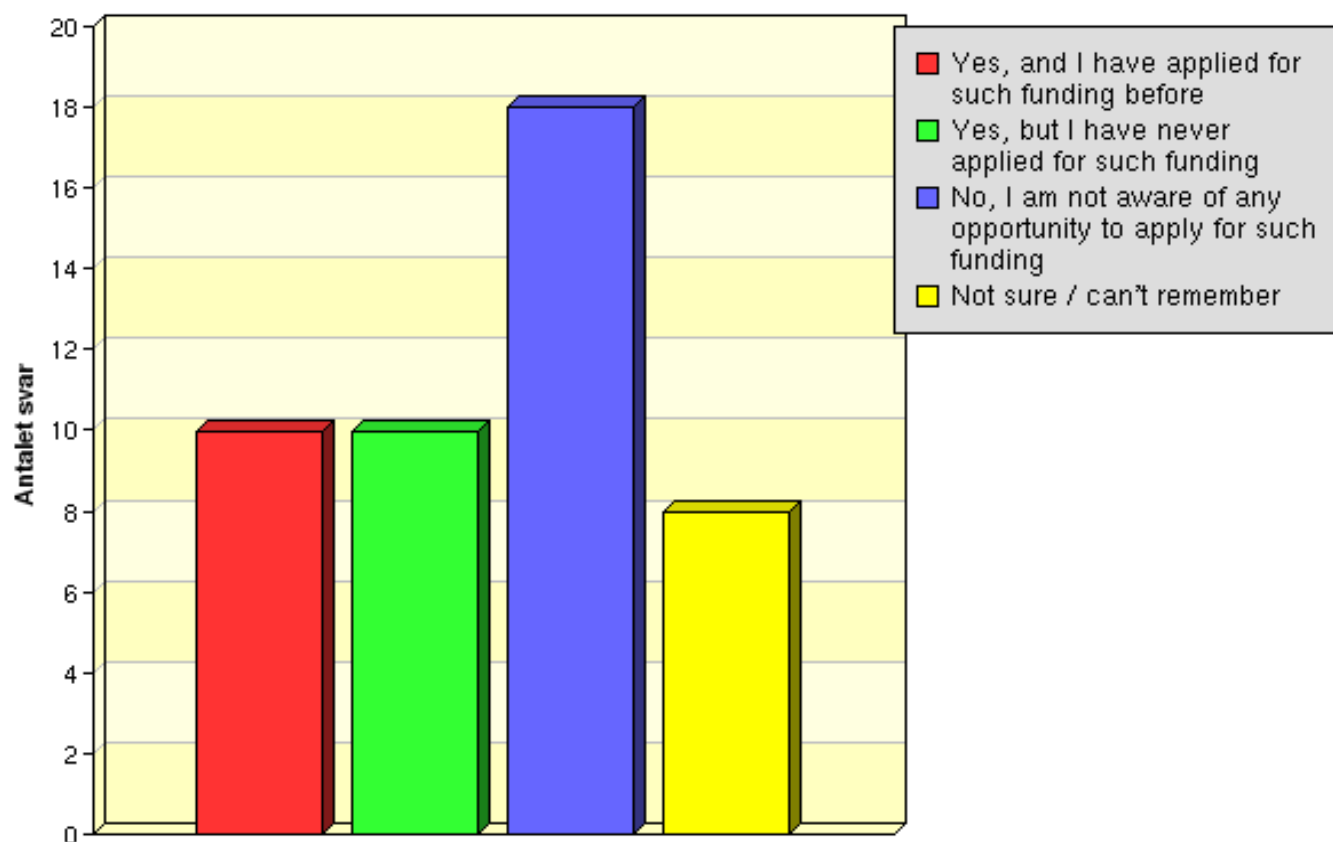
- "Can you name three relevant Open Access journals in your field?":
 - 9/46 could mention 3,
 - 9 could mention 1 or 2
 - i.e. 23/46 could not mention even one
- 46/46 respondents either "familiar with" or "aware of but not familiar with" Open Access
- Of 494 articles published altogether, 108 OA green/ gold, 1 paid OA fee

Funding for publications

20. Publication funding

Are you able to apply for funding to publish outputs from your research?

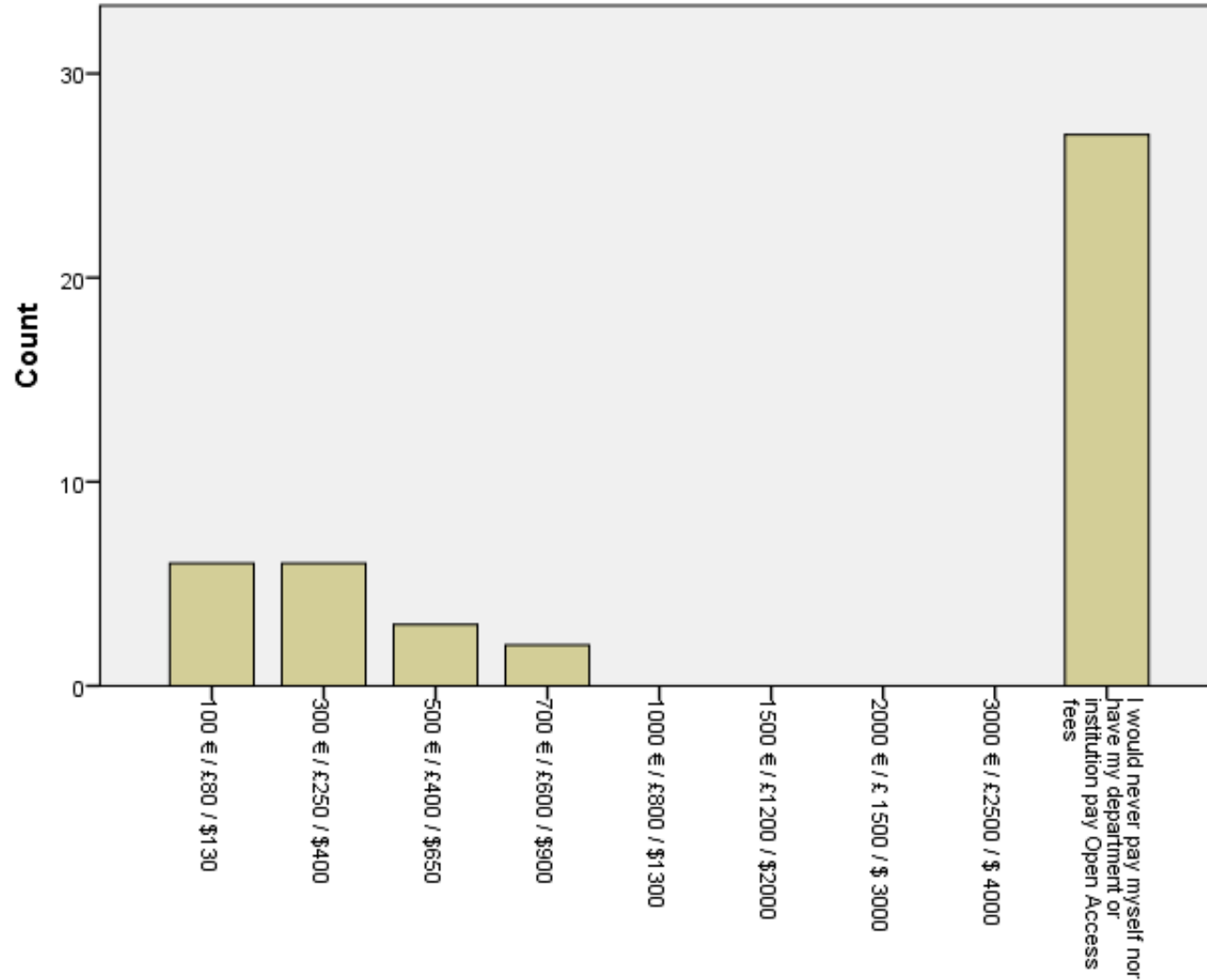
Svarens absoluta fördelning



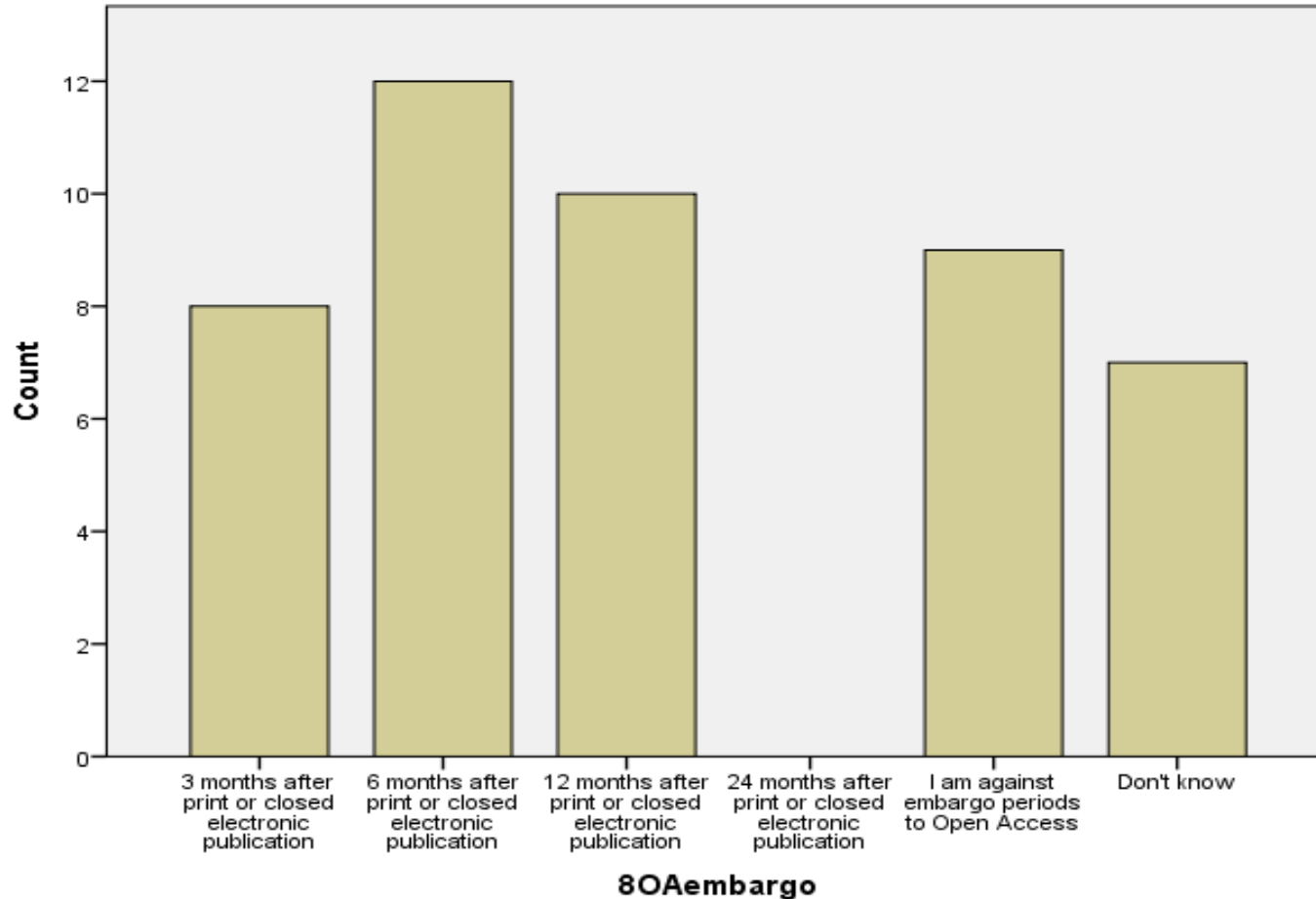
Specific OA funding?

- Only 6/46 say yes
 - "University OA pool"
 - "Research project funding"
 - "University funding"
 - "Research council"

Acceptable OA fee?



Acceptable embargo period?



- OA well-known, but not well-established in practice
- The philosophy market is not ripe for OA author fees

Sustainable OA business models?

- Commercially viable... but also "effective and efficient":
 - Acceptable for research community?
 - Supports OA aims? (Increase share of OA material only? Whose material? How fast?)
 - All costs under control? (Quality processes community service!)

- Delayed model low-risk for book sales
- Delayed model for journal in philosophy – *perhaps!*
- **Policies must avoid one size fits all.**

- Talk to me at the poster session!