A Transition to Fair Open Access
LingOA, MathOA, PsyOA and the Open Library of Humanities

Science Europe Workshop
Challenging the Current Business Models in Academic Publishing
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Saskia C.J. de Vries
Fair Open Access

* A bottom-up business model for the transition to Fair Open Access that involves editors of existing journals and libraries in the process

* A strong incentive for commercial publishers to accept terms that are more favorable for academia in the ongoing negotiations for OA offsetting big deals
A transition to Fair Open Access
a Roadmap: *Lingua to Glossa*

1. Comparing publishing models
2. Linguistics in Open Access
3. The *Open Library of Humanities*
4. General features of the flipping model
5. Extending the model to other disciplines
6. Conclusions
## Fair Open Access | Comparing publishing models

<table>
<thead>
<tr>
<th>Classical Journal Publishing Model (CJPM)</th>
<th>Fair Open Access Publishing Model (FOAPM)</th>
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</thead>
<tbody>
<tr>
<td><strong>Publisher-centric</strong></td>
<td><strong>Researcher-centric</strong></td>
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<tr>
<td>The <em>publisher</em> calls the shots</td>
<td>Researchers call the shots</td>
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<tr>
<td>• Publishers own the journal titles and</td>
<td>• Researchers author, review, and edit</td>
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<td>the copyright of the articles</td>
<td>articles</td>
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<tr>
<td>• Publishers set pricing and conditions,</td>
<td>• Editors own the journal titles, and use</td>
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<td>determine the marketing</td>
<td>Publication Services Providers (PSPs)</td>
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<tr>
<td>• Publishers control editorial assistance,</td>
<td>to make articles available online at</td>
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<td>workflow, copy-editing, storage,</td>
<td>low cost</td>
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<td>and indexing</td>
<td>• Researchers own copyright</td>
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<td>• University libraries provide editorial</td>
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<td>assistance, storage, publication fees</td>
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<td><strong>Dualistic</strong></td>
<td><strong>Pluralistic</strong></td>
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<td>Publishers vs. Researchers &amp; Libraries</td>
<td>Researchers, university libraries and</td>
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<td>Publication Services Providers (PSPs)</td>
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<td>collaborate</td>
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<td><strong>User pays</strong></td>
<td><strong>Producer pays</strong></td>
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<td>Researchers pay for access to journal</td>
<td>Editors/university libraries pay for</td>
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<td>articles</td>
<td>Article Processing Charges (APCs) with</td>
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<td>public money</td>
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<tr>
<td><strong>Subscription based</strong></td>
<td><strong>Production cost based</strong></td>
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<td>University libraries pay increasingly</td>
<td>University libraries pay for the real</td>
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<td>unaffordable yearly subscriptions to</td>
<td>production costs of online publishing</td>
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<td>the publisher</td>
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Fair Open Access | Comparing publishing models

Classical Journal Publishing Model (CJPM)

- **Publishers**
  - Editorial Management System
  - Copy editing
  - Website
  - Marketing
  - Indexing / links
  - Copyright
  - Journal ownership
  - Editorial assistance, workflow, helpdesk
  - Storage

- **Researchers**
  - Content
  - Quality control & selection
  - Peer-review

- **Libraries**
  - Storage
  - Subscription fees
  - Access

Fair Open Access Publishing Model (FOAPM)

- **Publication Services Providers (PSPs)**
  - Editorial Management System
  - Copy editing
  - Website
  - Marketing
  - Indexing / links
  - Social media plug-ins

- **Researchers**
  - Copyright
  - Journal ownership
  - Content
  - Quality control & selection
  - Peer-review

- **Libraries**
  - Editorial assistance, workflow, helpdesk
  - Storage
  - Subscription fees / Article Processing Charges
  - Access
The conditions of Fair Open Access

Publishers are asked to comply with the following:

1. The **title** of the journal is owned by the editorial board or by a learned society.

2. **Authors retain copyright** and a CC-BY license applies.

3. **Authors do not pay for APCs.** APCs are paid by funding agencies and library consortia such as the Open Library of Humanities (OLH)

4. All articles are published in **Full Open Access** (no subscriptions, no ‘double dipping’)

5. Article processing charges (APCs) are **low** (< 1000 euros), **transparent**, and **in proportion** to the work of the publisher.
Fair Open Access | LingOA

Proof of concept: flipping reputed journals in linguistics to Fair Open Access:
Flipping reputed journals in linguistics to Open Access:

Glossa 2016: 319 articles submitted, 51 published, 54 in production…
Flipping the journals proceeds in two stages:

1. The transition (3 years)
   - The editorial board asks the publisher to comply with the conditions of Fair Open Access.
   - If the publisher refuses to comply, the entire editorial board leaves the journals to set up a new journal with a publisher who does.
   - APCs are paid for by a 3-year fund. For LingOA, the fund is financed by the Netherlands Organization for Scientific Research NWO and the Association of Dutch Universities (VSNU). Radboud University Library provides a journal manager for the 4 journals.

2. The final stage (after 3 years)
   - Journals have re-established their Impact Factor and indices
   - APCs are paid by the consortium of libraries participating in the Open Library of Humanities (OLH) ensuring long-term sustainability
A non-profit, academic-led open access publisher for the humanities and social sciences

Promotes flipping existing subscription journals to Open Access

A library consortium model:
- Participating libraries pay an annual membership fee (€500 - €1500) that pays for all APCs of OLH-associated journals
- Libraries vote on which journals to admit to OLH
- Over 220 libraries participate, including Harvard, Princeton, Yale, Carnegie Mellon, UCL, Cambridge, UCL etc

Subscribes to Fair Open Access principles and is willing to work with any publishers who also do so.

Provides a long-term sustainable solution for flipping existing journals from subscription to Fair Open Access, enabling libraries to redirect funds from subscriptions to APCs.
1. **Discipline-based**
   - Within each academic discipline, a foundation is set up that helps flipping established subscription journals to Fair Open Access
   - Existing networks within the discipline are exploited to influence editors to flip their journal to FOA.

2. **No author-facing Article Processing Charges (APCs)**
   - The foundation pays for APCs during the transition period
   - It also covers legal advice costs associated with flipping the journals

3. **Long-term sustainability**
   - After the transition period, journals join a worldwide library consortium such as the one provided by the Open Library of Humanities.
   - The worldwide library consortium durably pays for APCs.
   - Library funds are redirected from subscriptions to APCs.
Cost comparison

1 journal with 100 articles subscribed to by 400 libraries
Subscription fee € 2000 per year
Article processing charge € 1000 per article

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<th>Subscription model</th>
<th>Fair OA</th>
<th>Fair OA</th>
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<tr>
<td></td>
<td>Current model</td>
<td>Transition period 3 yr</td>
<td>Operational stage</td>
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<tr>
<td>Subscription fee</td>
<td>€ 2000/year</td>
<td>Article processing charge</td>
<td>Article processing charge</td>
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<td></td>
<td>x 400 subscriptions</td>
<td>€ 1000/art</td>
<td>€ 1000/art</td>
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<td></td>
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<td>x 100 articles</td>
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<td>OLH &amp; management fee</td>
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**Costs per year**

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<th>Total</th>
<th>Fair OA</th>
<th>Fair OA</th>
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<tr>
<td></td>
<td>€ 800.000</td>
<td>€ 128.000</td>
<td>€ 100.000</td>
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<tr>
<td>Per library</td>
<td>€ 2000</td>
<td>€ 320</td>
<td>€ 250</td>
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<tr>
<td>Per article</td>
<td>€ 8000</td>
<td>€ 1280</td>
<td>€ 1000</td>
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Fair Open Access | Extending the model

1. Two additional disciplines

In each discipline, 3 reputed journals are ready to flip

2. This requires transition funds from university consortia and funding agencies

3. The OLH library consortium model must be expanded beyond the humanities

4. *Discipline* OAs must form an alliance
Fair Open Access | Conclusions

※ The LingOA flipping model provides a tested roadmap for flipping subscription journals to Fair Open Access

※ Investment in the funding for the transition period is temporary, long-term savings are substantial. Downward price pressure on APCs.

※ Library consortia on the model of the Open Library of Humanities enable library funds to be redirected from subscription to Open Access

※ Change to Fair Open Access is bottom up, i.e. driven by editorial boards and libraries

※ Academics face no costs for publishing or accessing research results
Fair Open Access / Addresses and links

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www.openlibhums.org | www.lingoa.eu