



Open Research: Making Harmful Habits History

Presented by
Ashley Farley
Program Officer; Knowledge &
Research Services; Bill &
Melinda Gates Foundation





Presentation Outline

	<u>Today's Topics</u>
---	-----------------------

Disclaimer >

Ecosystem Pain Points >

Info Overload >

Proliferation of Policies >

Business Models >

Copyright Transfer - Who has the right? >

The Remedy >



AROUND THE WORLD, PEOPLE HAVE TO CHOOSE BETWEEN:

1 paid access
to an article

1 month of rent
in Accra

#OpenAccess

NEXT

Disclaimer

Before we begin...



- My career has been spent in libraries helping people access the knowledge they need to make their lives better - this is the perspective that shapes my thinking
- I work at a privileged institution
- Much of what follows are generalizations (#notallpublishers) - there are many nuances in this ecosystem. This is not meant to minimize anyone's work but having tough & critical conversations will make the ecosystem stronger





NEXT

Ecosystem Pain Points

INFO OVERLOAD	
----------------------	--

- Too much to read
- Preprints proliferating with little linkage
- Publish & Perish adds to volume



PROLIFERATION OF POLICIES	
----------------------------------	--

- This is a reaction to the inflexibility of many publishers
- Funders making concessions both for publishers & authors
- Affecting Author Choice/Freedom

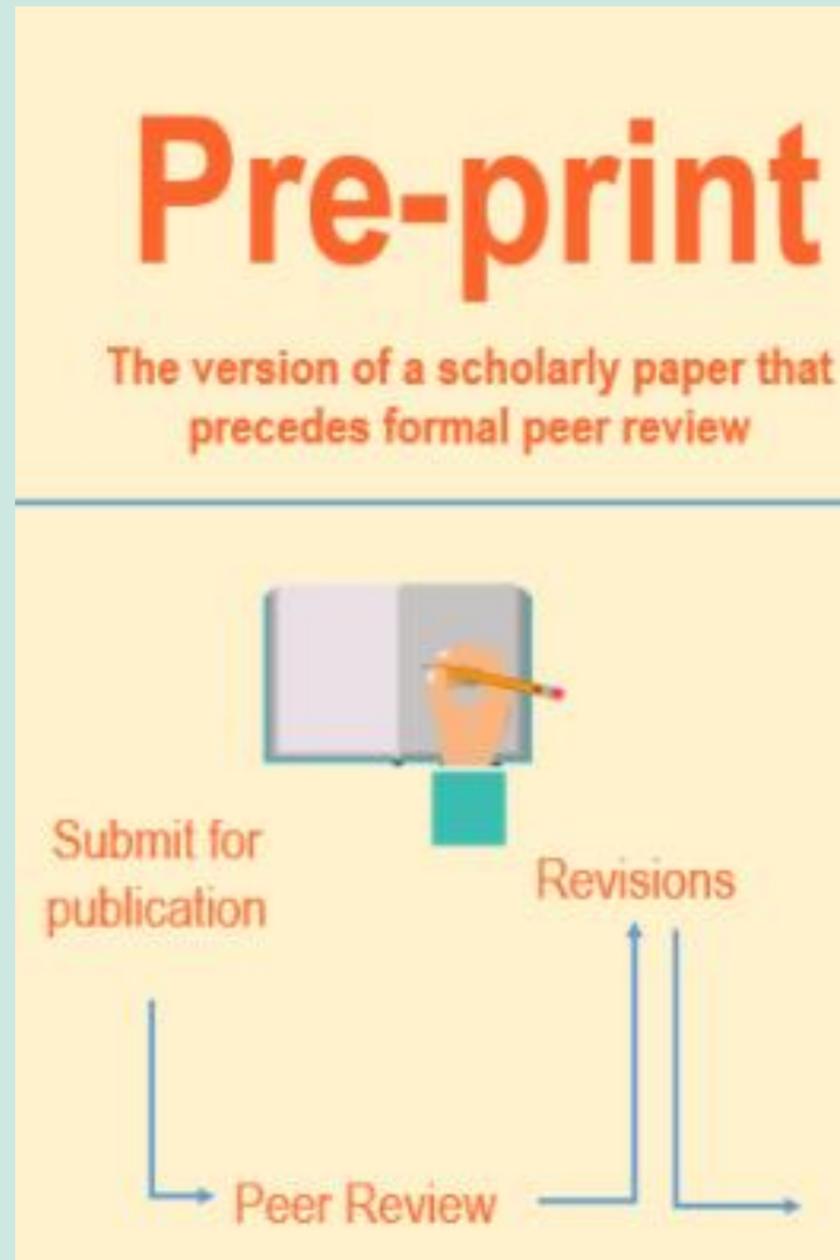


BUSINESS MODELS	
------------------------	--

- Need to move past "support" for open access & actualize it
- Abandon bad models: hybrid, subscription, APC
- Highly selective model not fit for purpose



Info Overload



Pre Prints have been critical in pushing the ecosystem to change:

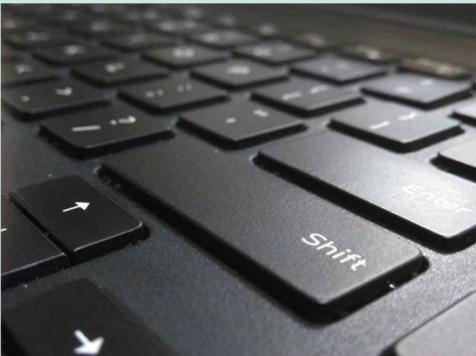
- The volume has made it hard for them to be ignored by publishers
- A workaround to slow traditional publishing models
- Opened a new world of instant community peer review via PubPub, Twitter, and other platforms
- Need improved linkages to other components





NEXT

Proliferation of Policies



GROWTH

Many funders are adding strong mandates around openness & sharing of research output



SHIFTING

Funders are beginning to see paying for publication is a critical part of research ecosystem & funding impact



COMPROMISE

Funders want to see change. Change can be hard. Compromise leads to differing & confusing policies.



CHOICE

Doesn't exist in the traditional system; academic freedom concerns research exploration not publication

Removal of Paywalls

● ○ ○ Increased Use

The removal of paywalls during the pandemic has shown an increase in use of research that cannot be ignored. Data has shown that openness has greatly increased readership

● ● ○ Increased Speed

Preprint submissions rose & traditional journals worked to speed up peer-review to publish COVID19 research quickly

● ● ● Increased Need for Transparency

Especially in the pandemic - but for quite some time proceeding - there is mounting evidence that we need more transparency in every aspect of research



Words to Live By →



"If we think openness of communication is valuable in a crisis, it should surely be valuable in normal times as well".

CAMERON NEYLON





Hybrid Journals - Bad Habit to Kick

01 .
HAVEN'T MADE OPEN ACCESS THE DEFAULT

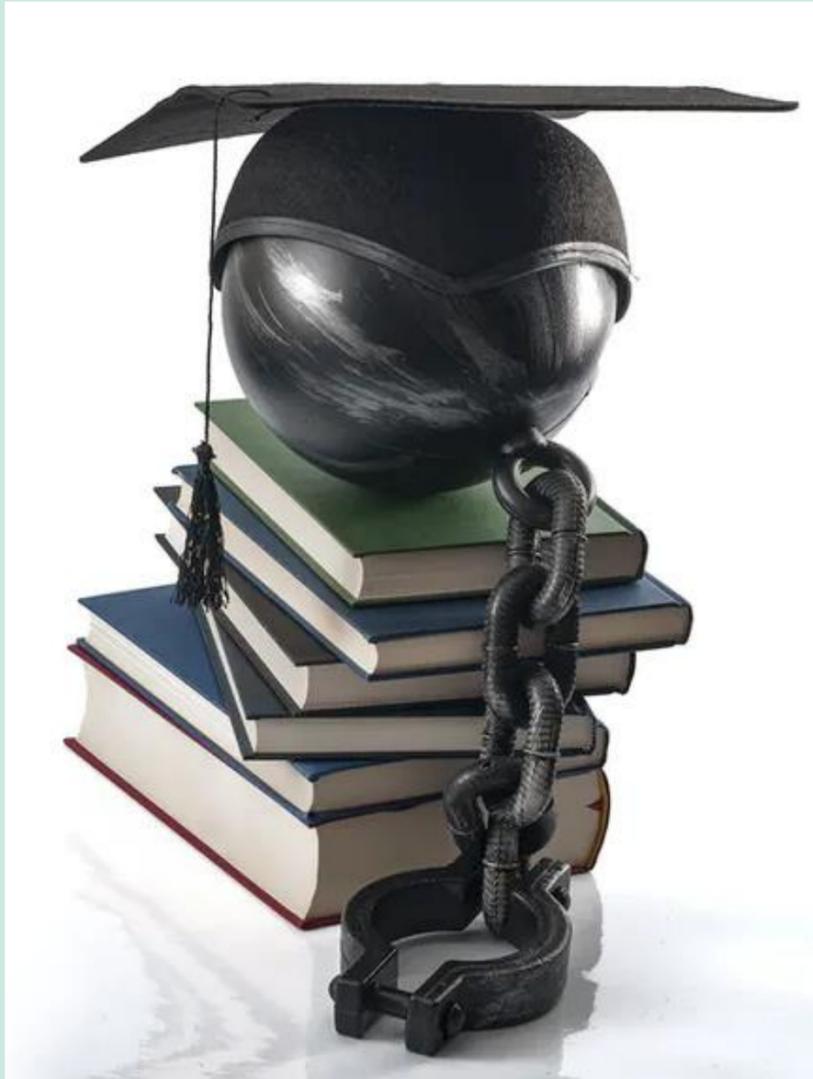
The percentage of OA articles in hybrid journals is not increasing enough to ensure full transition in a reasonable time frame. Hybrid maintains the status quo and shows no commitment to progress towards full OA.

02 .
MORE EXPENSIVE

By charging APC's for OA articles & subscription fees for closed articles these journals "double dip" in revenue. There is little data proving publishers offset costs. The average APC levied by hybrid journals is on average higher than that charged in fully OA journals.

03 .
MORE ERROR PRONE

For authors: articles may still be paywalled (in error or for awaiting payment), attributed a wrong license, experience unreliable repository deposits, little price transparency
For readers: Unpredictable what articles are OA, will still hit paywalls for content in the same journal



Faulty Metrics

The discussion has grown as to what are good metrics for evaluating research - it's not easy!

- Funders are signaling a shift in what counts - this is difficult to quantify & shift



Peverse Incentives

These are quite hard to shift:

- Behavior/Cultural Change is needed
- Many are “boogeyman” incentives that aren’t explicitly written down
- Research is being done on PR&T



Copyright – Who has the right?



Open Licenses

- Essentially have to pay journals to free your research for others to build upon
 - Major publishers will push for more restrictive licensing
 - Little evidence of misuse of the CC-BY license
-



Who owns what?

- Estimate of peer review volunteer time
- Research is funded by private & taxpayer funds



Rights Retention Strategy

Ensuring that grantees from cOAlition S funders retain sufficient rights to make a version of their article open access



Holding Copyright Hostage

Some publishers charge more for CC-BY & often you cannot retain copyright



The Remedy



Community

Focusing on those who espouse the mission and values that your organization shares

NEXT

MORE AND MORE **GOVERNMENTS** ARE COMMITTING TO MAKE
CRITICAL RESEARCH AND DATA **OPEN AND ACCESSIBLE**

Publish #OpenAccess



Support those making change happen

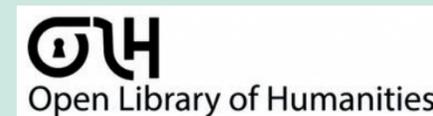
Organizations who are walking the talk



FUNDER
SUPPORTED
PLATFORMS



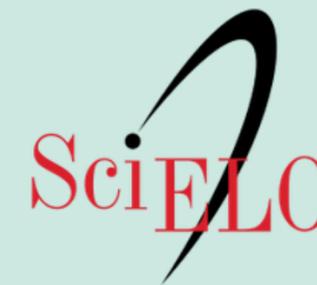
COMMUNITY
ACTION





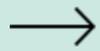
Support those making change happen

Taking risks and showing it's possible to make knowledge better





It's been done!



There are publishers and journals that have been successful in living their mission and placing open access and research integrity above profits



The screenshot shows a Twitter thread. At the top is a tweet from JCEL-Pub (@jcelpub) replying to @KDNyhan. The tweet text is: "Or, if we can all agree, why not no author fees, no embargos, and self archiving is a right of the author? We did it, why can't others?". It is dated 1:02 PM · Oct 26, 2020 and has 2 likes. Below this is a reply from Ashley Farley (@ashleydfarley) dated Oct 26, replying to @jcelpub and @KDNyhan. Her text is: "Such a great point/question!". Below her reply is another tweet from JCEL-Pub (@jcelpub) dated Oct 26, with the text: "It's a hustle to get funding for our costs, ie-copyediting, etc... We've had great supporters. For us, it was never a question. If your work matters, everyone should be able to read it. You should be able to publish if your work is worth reading, not because you can pay." The thread includes icons for replies, retweets, likes, and shares for each tweet.

JCEL-Pub @jcelpub · Oct 26
Replying to @KDNyhan
Or, if we can all agree, why not no author fees, no embargos, and self archiving is a right of the author? We did it, why can't others?
1:02 PM · Oct 26, 2020 · Twitter Web App
2 Likes

Ashley Farley @ashleydfarley · Oct 26
Replying to @jcelpub and @KDNyhan
Such a great point/question!

JCEL-Pub @jcelpub · Oct 26
It's a hustle to get funding for our costs, ie-copyediting, etc... We've had great supporters. For us, it was never a question. If your work matters, everyone should be able to read it. You should be able to publish if your work is worth reading, not because you can pay.





Contact Information

For questions, comments and inquiries

TWITTER

@ashleydfarley

EMAIL ADDRESS

ashley.farley@gatesfoundation.org

GATES OPEN RESEARCH

www.gatesopenresearch.org

