

Can we afford not to go Gold?

Jeff MacKie-Mason

University Librarian & Chief Digital Scholarship Officer

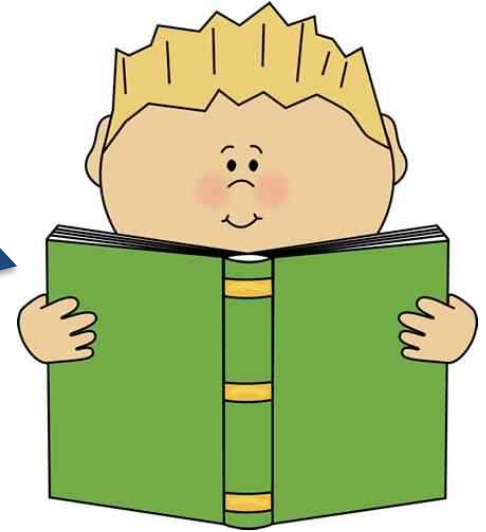
Professor of Information, Professor of Economics

We represent – and serve – both
authors and **readers** of scholarly
research



And we have a design problem

<http://ianlaron.tumblr.com/post/57969586315/diagnosing-product-design-problems>



Paywalls and
monopoly price gouging

We want: **open** access and **cost-based**
payments

Gold OA can get us both

(1)

Scholarly communication system is
costly and complex

But ... isn't this
the post-Napster
age? Easy and
cheap!



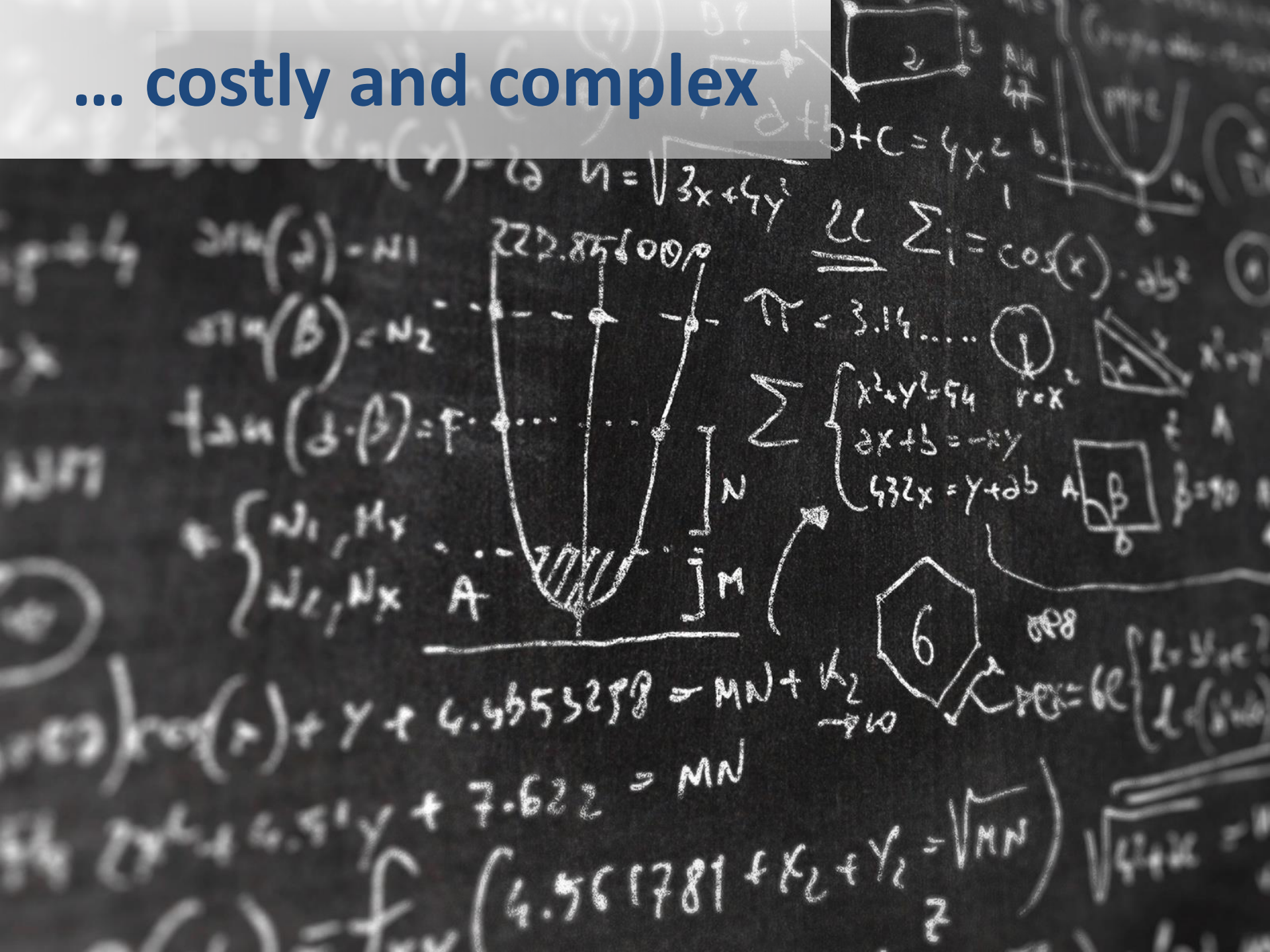
“Yes, but...”

- Trusted certification
- Incentives for author participation
- Quality control
- Findability
- Preservation

“... and ...”

- Trusted certification
- Incentives for author participation
- Quality control
- Findability
- Preservation
- Universal open access
- Cost-based payments

... costly and complex



Manuscript management



clipartkid.com



Business services

Clipartkid.com

Editorial management



clipartkid.com

Editorial production



canstockphoto.com

A photograph of several pennies falling from the sky against a bright blue sky with scattered white clouds. The pennies are in various stages of descent, some appearing larger and more detailed than others. The text "Pennies from heaven?" is centered in the middle of the image.

Pennies from heaven?

subscription fees

APCs

philanthropic grants

gov't subsidies

consortial payments



<https://blog.udemy.com/how-to-write-a-summary-of-an-article/>



1. Real costs

2. Stream of revenue essential

(2)

No near-term path to universal OA
that eliminates major publishers

Want:

- Trusted certification
- Incentives for author participation
- Quality control
- Findability
- Preservation
- Universal open access
- Cost-based payments

Journals
provide
this to
authors

Readers
can get this
from OA



Myth: “Green OA is the answer”



Myth: “We don’t pay for arXiv.org”



Myth: “Peer review is freely donated
so if we cut out publishers we’ll save a
lot”



Myth: “We don’t need peer review”

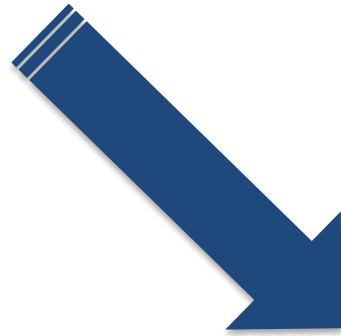


Myth:
“We can
change
the P&T
system”



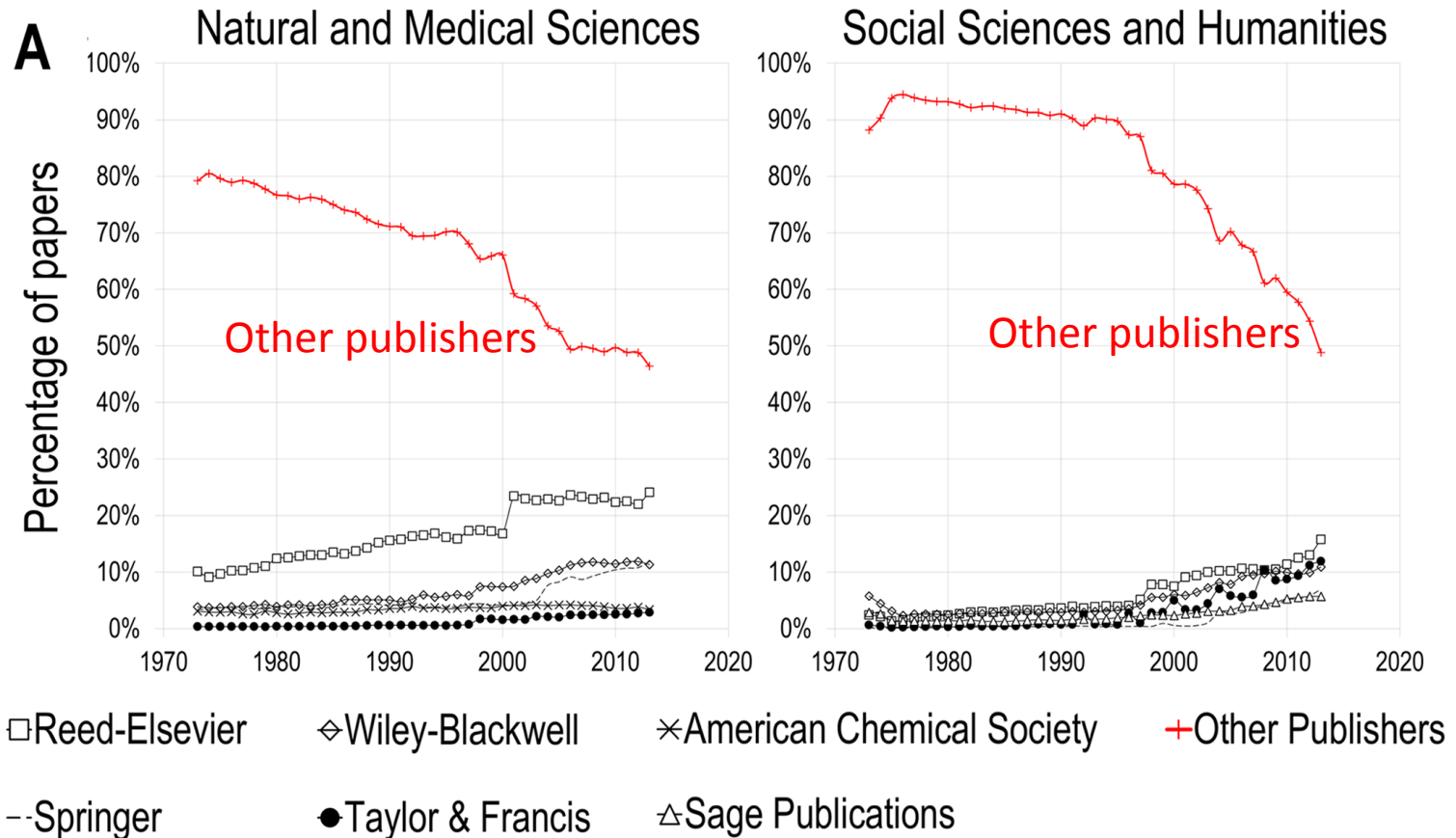
<https://blog.udemy.com/how-to-write-a-summary-of-an-article/>

scholar's
professional
reward system



big publishers here
for long haul

Percentage of papers published by the top 5 publishers, 1973–2013



Larivière V, Haustein S, Mongeon P (2015) The Oligopoly of Academic Publishers in the Digital Era. PLOS ONE 10(6): e0127502.

<https://doi.org/10.1371/journal.pone.0127502>

<http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0127502>



Berkeley Library
UNIVERSITY OF CALIFORNIA

(3)

OA can be achieved in a way that **reduces** major publisher market power



What is market power?

Why do scholarly publishers have
market power?

Authors give publishers copyright



Pre-pay (APC) doesn't increase
publisher market power



Clear win!

OA

**No increase
in publisher
market
power**

But Wait...
**THERE'S
MORE!**

HELP ME AUTHORS

**YOU'RE MY ONLY
HOPE**



Are APCs the only way to implement
gold OA?

NO



<https://blog.udemy.com/how-to-write-a-summary-of-an-article/>

Want:

- Trusted certification
- Incentives for author participation
- Quality control
- Findability
- Preservation
- ~~Universal open access~~
- ~~Cost based payments~~



Gold:

