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
Paywalls and monopoly price gouging
We want: **open** access and **cost-based** payments
Gold OA can get us both
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
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”
scholar’s professional reward system

big publishers here for long haul
Percentage of papers published by the top 5 publishers, 1973–2013

http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0127502
(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!
HELPMEMAUTHORS
YOU'REMYONLYHOPE
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: lower payments