



# Sharing of Scholarly Content

Open science, Open access,  
Connecting to Society





ELSEVIER

# Open access publishing



# What is open access?

Free and permanent access to scholarly research for everyone

---

## Gold Open Access

- ✓ Final version of an article is immediately accessible to everyone
- ✓ Cost of publishing is recovered upfront
  - Typically as an Article Publishing Charge (APC)

## Green Open Access

- ✓ A version of a subscription article is made freely available
- ✓ Relies on the subscription model to continue to operate
  - Usually after an embargo period
  - Normally a draft copy of the article but can also be the final version

# Total article growth by journal business model

In 2017 there were an estimated 2.2 million subscription and 0.5 million open access articles published worldwide.

## Subscription content

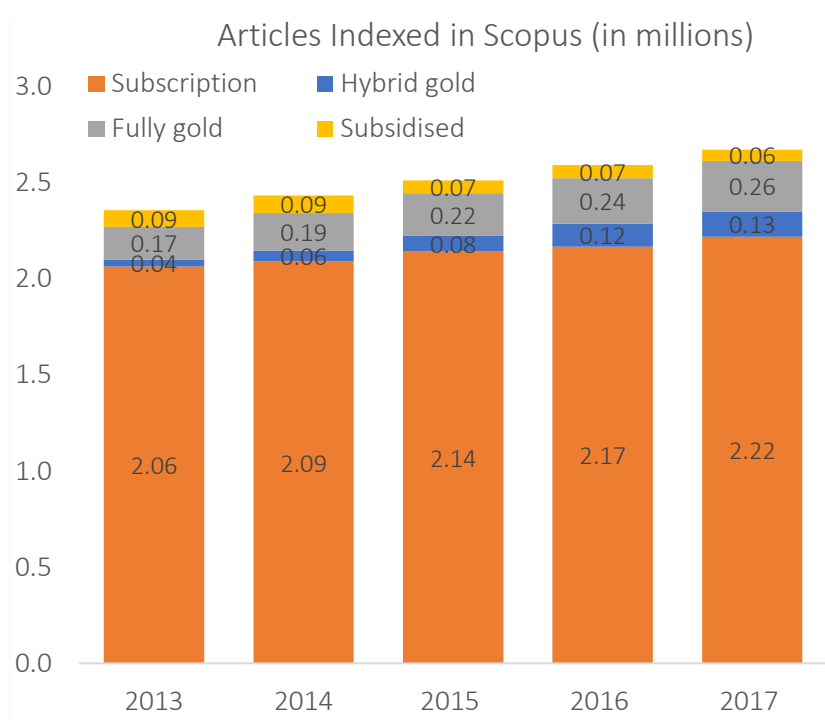
- 83% share of total articles in 2017

## Open access content

- APC-based fully gold and hybrid open access articles is 15% share of total content in 2017
- All gold open access, including subsidized articles, is 17% share of total content.

## Elsevier perspective

- In 2017, Elsevier published over 430,000 articles
- Includes over 27,000 open access articles



# Open access is enabled by...



## **Funders**

Open access policies and mandates



## **Institutions**

Open access policies and repositories



## **Researchers**

Being encouraged to publish research output open access



## **Publishers**

Implementing open access options for researchers



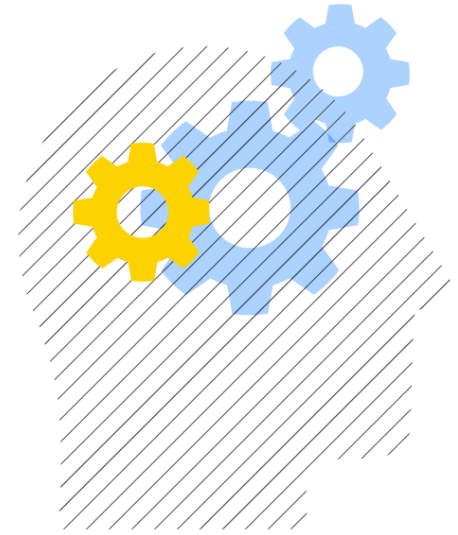
## **Readers**

Looking for additional ways to read research content



## **Governments**

Open access policies and mandates



# Elsevier and open access

## Gold open access

- Leading gold open access publisher
- Published over 170 fully open access journals and over 1,850 hybrid journals
- Published over 27,000 open access articles in 2017
- Choice of either a commercial (CC BY) or non-commercial (CC-BY-NC-ND) user license.
- Article publishing charges (APCs) range from ~\$150 to ~\$5000 (US Dollars)

## Green open access

- Largest publisher enabler of green open access
- All 2500+ journals provide a green open access option
- Participate in CHORUS and support pilots with institutions and international funders
- Free API program to fuel repositories
- Share link service provides 50 days free access to recently published research
- Open archives in over 110 journals, including Cell Press titles after 12 months

# Working with funders to empower open access

We work together by:

- Optimizing the publication process to make authors aware of how to **comply** with **funder mandates**
- Providing an **API program** to fuel institutional repositories
- Supporting funders and institutions participating in **CHORUS**
- Providing customized **reporting**, **monitoring** and tailored **invoicing** for institutions
- Training customer service staff to help researchers understand funder and institutional **OA policies** and how to **comply**



THE WORLD BANK



ROBERT KOCH INSTITUT



PARKINSON'S<sup>UK</sup>



wellcome trust

DFID Department for International Development



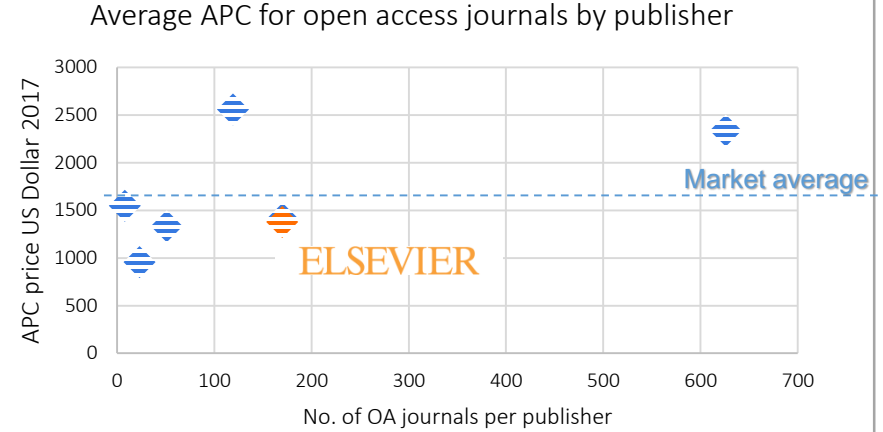
# Our APCs are below market average...

## Open access journals APC pricing:

- Average APC by journals is \$1687; for Elsevier it is \$1412
- Elsevier's prices range from ~\$150 to ~\$5000

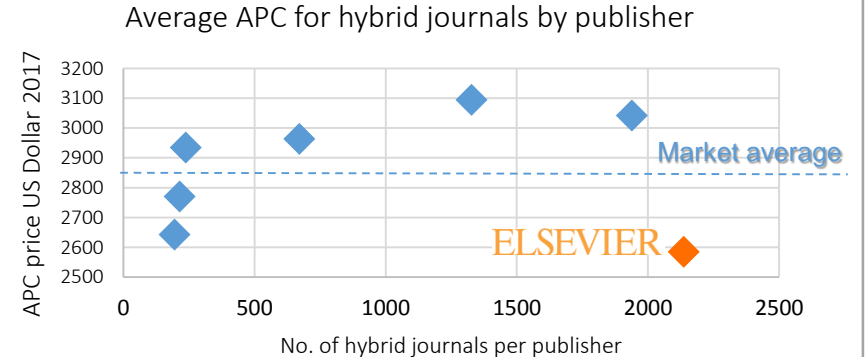
## Hybrid journal APC pricing:

- Average APC by journal is \$2862; for Elsevier it is lower at \$2585.
- Elsevier has broader distribution of prices which are tailored to specific communities.



Market average based on data available for top 6 competitors

All average APCs are weighted.

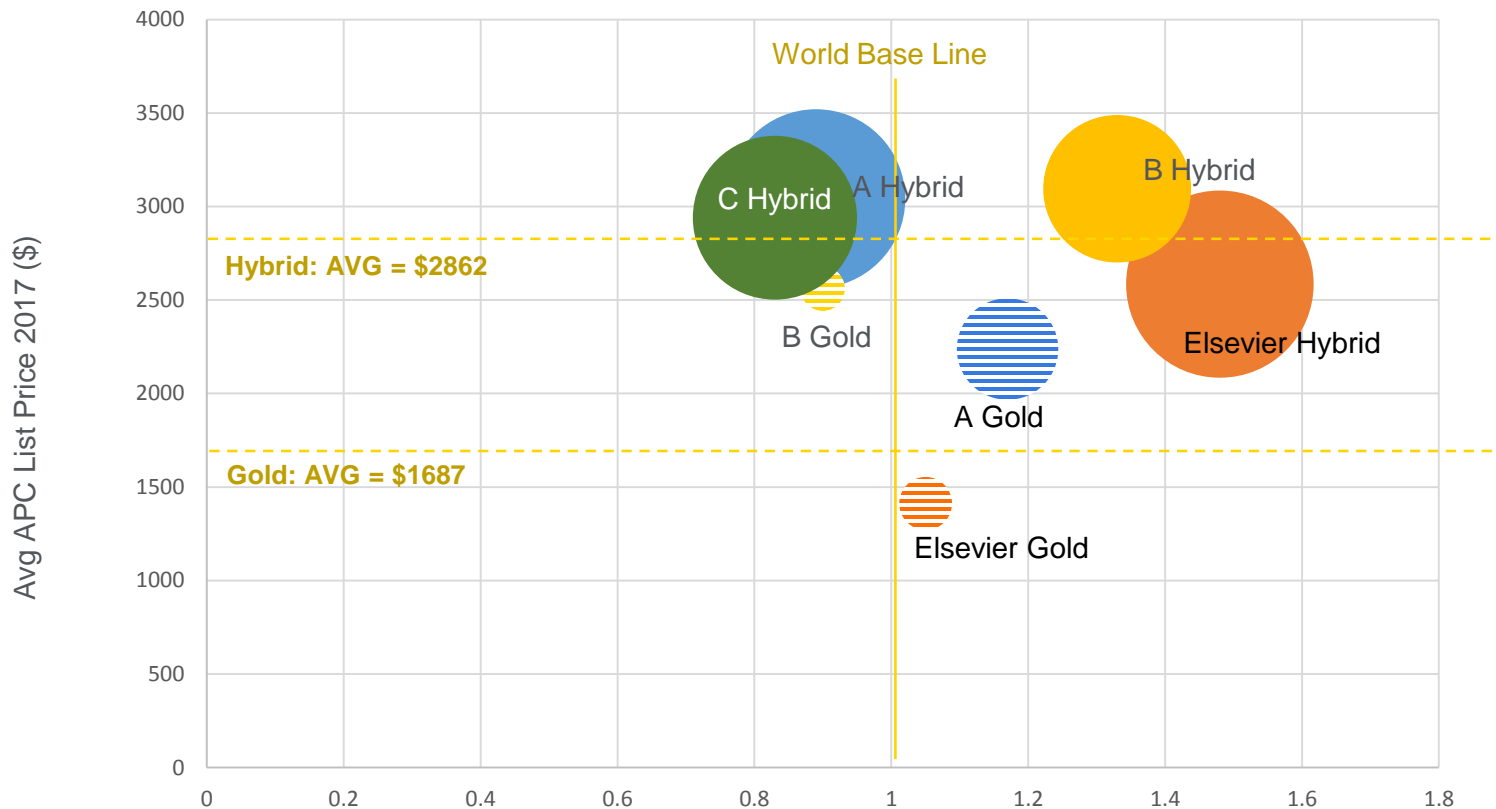


Market average based on data available for top 6 competitors

All average APCs are weighted.



# ... yet deliver above average quality



A, B, C refers to the 3 top competitors  
Bubble size reflect number of titles

Field Weighted Citation Impact (2012-2016)

Market average based on data available for top 6 competitors.  
All average APCs are weighted.  
Data for C gold unavailable.

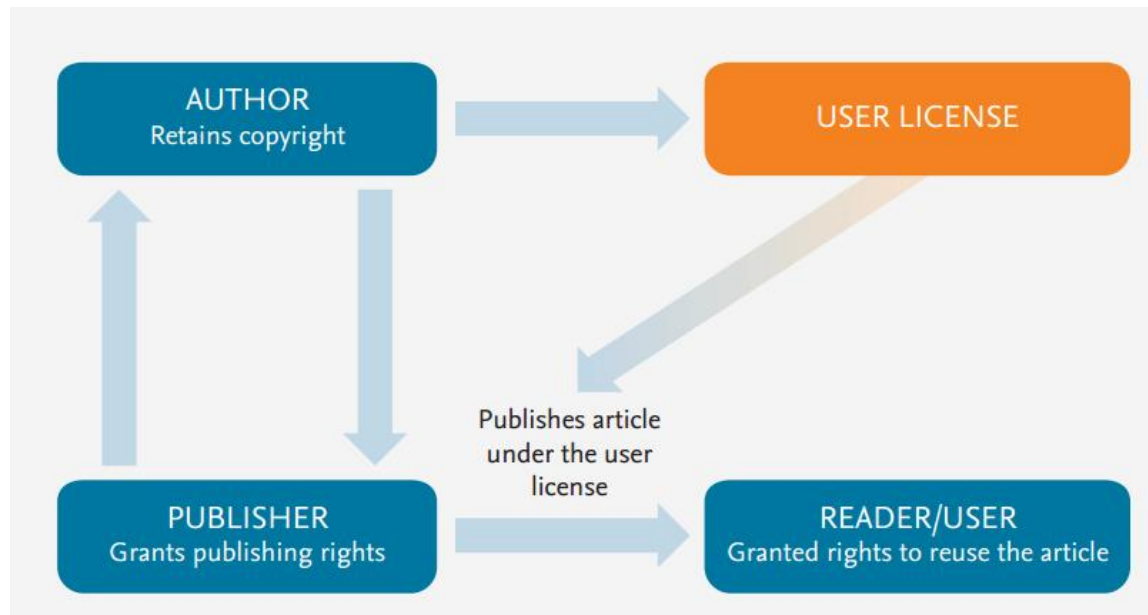


ELSEVIER

# Gold open access publishing



# Understanding the fine print: gold open access



## What is the license process?

**Step 1:** Authors sign a publishing agreement where they will retain copyright but grant publishing rights to the publisher.

**Step 2:** Readers can use and share the article as defined by the user license.

**Step 3:** The author grants the publisher the right to publish the article under the applicable license.

**Step 4:** The publisher makes the article available online with the author's user license.

# Making it easier to find open access

- ☐ On the Use of Group Sequential Study Designs for the Test of Bioequivalence for Complicated Products

Pages 3167–3170

Rajesh Krishna, Wen-Lin Luo, Patrick J. Larson, Paul H. Fackler

 [Purchase PDF](#) [Article preview](#) 

- ☐ Pharmaceutical Film Coating Catalog for Spectral Domain Optical Coherence Tomography




[Open access](#)

Pages 3171–3176

Hungyen Lin, Yue Dong, Daniel Markl, Zijian Zhang, ... J. Axel Zeitler

 [Download PDF](#) [Article preview](#) 

We are making OA more discoverable.  
Currently over **1.3 million** articles on  
ScienceDirect are open access, out of which  
almost **0.5 million** are **gold** OA.


[Download PDF](#) [Export](#)   



Journal of Pharmaceutical Sciences

Volume 106, Issue 10, October 2017, Pages 3171–3176

Note

## Pharmaceutical Film Coating Catalog for Spectral Domain Optical Coherence Tomography

Hungyen Lin <sup>1</sup> , Yue Dong <sup>2</sup>, Daniel Markl <sup>3</sup>, Zijian Zhang <sup>2</sup>, Yaochun Shen <sup>2</sup>, J. Axel Zeitler <sup>3</sup>

 [Show more](#)

<https://doi.org/10.1016/j.xphs.2017.05.032> [Get rights and content](#)

Open Access funded by Engineering and Physical Sciences Research Council  
Under a Creative Commons [license](#) [open access](#)

Abstract

Optical coherence tomography (OCT) has recently been demonstrated to measure the film coating thickness of [pharmaceutical tablets](#) and pellets directly. The results enable the

# Making it easier to find open access

ScienceDirect

172,372 results

Refine by:

Years

Article type

Publication title

Access type

Targeted **mutagenesis**: A sniper-like diversity generator in microbial engineering

Open access, Review article

Download selected articles

sorted by relevance | date

Download PDF (522 KB)

Abstract

Export Citation

Effect of SOS-induced levels of imuABC on spontaneous and damage-induced **mutagenesis** in *Caulobacter crescentus*

Original research article

DNA Repair, In press, accepted manuscript, Available online 14 September 2017

Ingrid R. Alves, Marco A. Lima-Noronha, Larissa G. Silva, Frank S. Fernández-Silva, ... Rodrigo S. Galhardo

Download PDF (1,613 KB)

Abstract

Export Citation

Defect of Fe-S cluster binding by DNA polymerase  $\delta$  in yeast suppresses UV-induced **mutagenesis**, but enhances DNA polymerase  $\zeta$ -dependent spontaneous **mutagenesis**

Original research article

DNA Repair, Volume 49, January 2017, Pages 60-69

E.I. Stepankova, E.R. Tarakhovskaya, H.M. Siebler, Y.I. Pavlov

Download PDF (2,072 KB)

Abstract

Export Citation

Functional expression enhancement of *Bacillus pumilus* Cota-luciferase mutant WLF through site-directed **mutagenesis**

Original research article

Enzyme and Microbial Technology, In press, corrected proof, Available online 14 September 2017

Quan Luo, Yu Chen, Jing Xia, Kai-Qiang Wang, ... Zheng-Bing Guan

Download PDF (1,040 KB)

Abstract

Export Citation

Environmental **mutagenesis** and radiation biology: The legacy of William Morgan

Mutation Research/Fundamental and Molecular Mechanisms of **Mutagenesis**, In press, corrected proof, Available online 25 July 2017

Jeffrey L. Schwartz

Download PDF (91 KB)

Abstract

Export Citation


Open access labelling on article records for additional clarity

Access type search filters\*

\*Shown to all users except anonymous guests, because of high bot activity

# ...and analyze OA content

Scopus

Search Sources Alerts Lists Help [Register >](#) [Login >](#) 

## Sources

Search for a source Browse sources [Download Scopus Source List](#)

Search

☒ Title ☐ ISSN ☐ Publisher ☒ Display only Open Access journals

4017 results

Source title

AAA, Arbeiten aus Anglistik und Amerikanistik

Webcat Plus Copac

### Gold open access

- Scopus Indexes **>4,000** OA journals also registered at DOAJ / ROAD and will show OA tags for over **7M** articles by the end of 2018
- List is updated 3-4 times per year
- Provide journal level Browse sources indicator
- Future hope to include article level

### Green open access

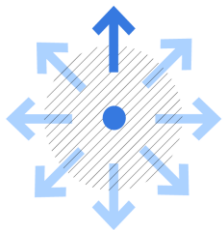
- For non Gold OA journals; paper can still be OA
- Either via:
  - The publisher platform or
  - Other repositories
- In Scopus the link to full-text is always to the original paper via DOI



# Green open access



# Supporting green open access



We are dedicated to helping researchers share their work and have open tools and services to make this easier.

- Green open access enables free access to a version of a subscription article
- Publishers try to strike a balance between enabling researchers to share their research as quickly and as widely as possible while sustaining journals the research community rely on
- It is not always easy to navigate the world of green open access, knowing which version of your article you can share, when and where



# Making green open access work



## 1. Author self-archiving

Author posts accepted manuscript to a website or repository for public access normally after embargo period. (e.g. posting to an institutional repository)

## 2. Publisher deposit

Publisher posts accepted manuscript to a named repository, after an embargo period

## 3. Via links to publishers

The publisher makes the accepted manuscript of final article freely available on their website.

(Open archive via ScienceDirect for ~ 110 journals)

# Being green is not always easy...

- Self-archiving can be a **duplication** of effort and time-consuming
- Requires institutions and funders to **chase authors** to self-archive
- It is difficult for researchers to figure out when and **how to self-archive** and which version to share
- It is difficult to **measure** the true **impact** of an article if it is posted in multiple places
- It is difficult for readers to know **what version** they are reading, if it is correct or if it has been retracted

## Did you know?

In the UK the cost to universities of deposits in institutional repositories (not including management, advocacy, and infrastructure development costs) is estimated at £4-5million each year (Counting Costs of Open Access, Nov. 2014)

[www.ariessys.com/wp-content/uploads/Research-Consulting-Counting-the-Costs-of-OA-Final.pdf](http://www.ariessys.com/wp-content/uploads/Research-Consulting-Counting-the-Costs-of-OA-Final.pdf)

# New platforms help researchers collaborate & share

Platforms enable researchers to **share** information, **participate** in discussions and **collaborate**.

Hosting platforms and publishers should work together to make sharing as easy as possible!

*My Science Work*

**EndNote**  
...Bibliographies Made Easy™

 **RefWorks**

 readcube

 Academia.edu

**Mendeley**

 **colwiz**

**ResearchGate**

**zotero**

# Mendeley, a social platform for researchers



Feed Library Suggest Stats Groups

Features How we help Our users Compare Videos

**The best free way to manage your research**  
Organize, share, discover

- 1 Download Mendeley for free
- 2 Add all your PDFs
- 3 Organize, cite and collaborate...

**DOWNLOAD MENDELEY**

Available for Mac, Windows and Linux

**Reference Manager**  
Generate citations and bibliographies in Microsoft Word, LibreOffice, and LaTeX.

**Read and Annotate**  
Open PDFs and capture your thoughts through sticky notes and highlights.

<https://www.mendeley.com>

ScienceDirect Journals Books

Download PDF Export Search ScienceDirect Account Search

You have selected 1 citation for export.

Direct export

- Case to Mendeley
- Case to RefWorks

Export to

- MS Word Endnote Reference Manager ProCite
- Bibtex
- Text
- Citation Only
- Citation and Abstract

Polypurine reverse Hoogsteen hairpins as a gene therapy tool against survivin in human prostate cancer PC3 cells in vitro and in vivo

Laura Rodriguez Hernandez, J. et al.

Abstract

As a new approach for gene therapy, we recently developed a called polypurine reverse Hoogsteen hairpins (PPRHs). We do *in vitro* and *in vivo* effect of PPRHs in cancer choosing survivin as involved in apoptosis, mitosis and angiogenesis, and overexpress. We designed four PPRHs against the survivin gene, one of the template strand and three against different regions of the coding were tested in PC3 prostate cancer cells in an *in vitro* screening.

1 article found

☒ Download PDFs if available

☒ Polypurine reverse Hoogsteen hairpins as a gene therapy tool against survivin in human prostate cancer PC3 cells in vitro and in vivo

Rodriguez, Laura, Vilalobos, Ximel, Dakhet, Shresh, Padilla, Laura, Hennes, Rosa et al (2017). Biochemical Pharmacology vol. 96 (11) p. 1541-1554

Add to: AGRM Mendeley demo group

Tags: Demo export to Mendeley

Notes

**Save**

# Shared challenges in sharing research information

- Fragmented metrics
- Incorrect version sharing
- Integrity of scholarly record



# Our sharing guidelines

We support authors to share their work at every stage of the publication process.

## PRESUBMISSION



## AFTER ACCEPTANCE



## AFTER PUBLICATION



## AFTER EMBARGO

### Preprints can be shared anywhere at any time.

PLEASE NOTE: Cell Press, The Lancet, and some society-owned titles have different preprint policies. Information on these is available on the journal homepage.

### Author manuscripts can be shared:

- Privately with students or colleagues for their personal use
- Privately on institutional repositories
- On personal websites or blogs
- To refresh preprints on arXiv and RePEc
- Privately on commercial partner sites

### Gold open access articles can be shared:

- Anytime anywhere on non-commercial platforms
- Via commercial platforms if the author has chosen a CC-BY license, or the platform has an agreement with us

### Subscription articles can be shared:

- As a link anywhere at any time
- Privately with students or colleagues for their personal use
- Privately on commercial partner sites

### Author manuscripts can be shared:

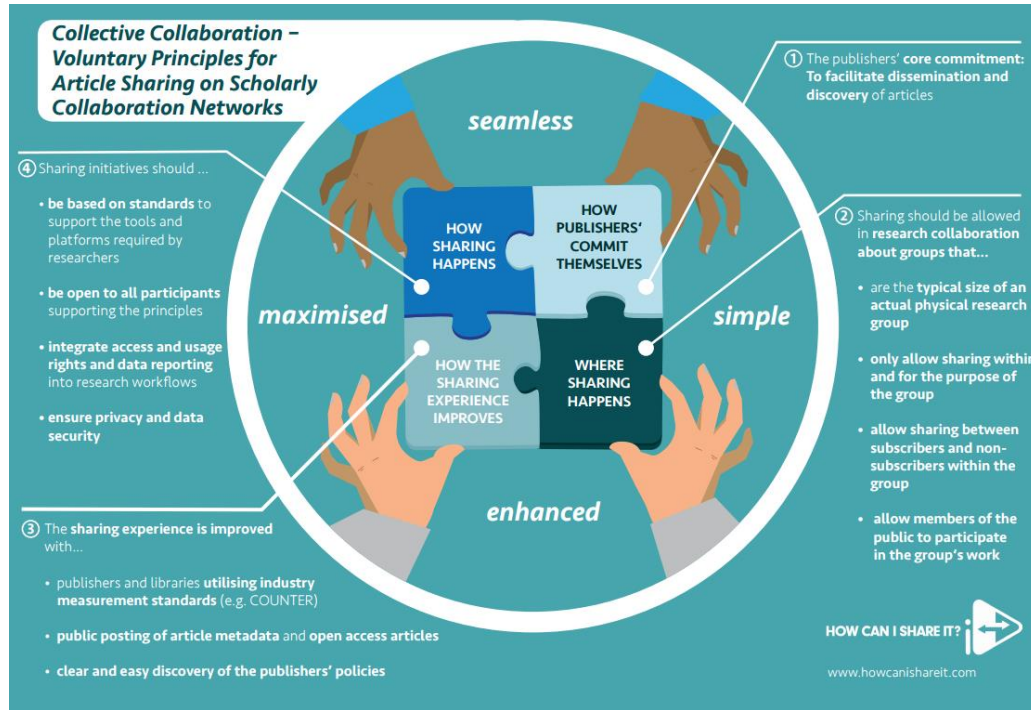
- Publicly on non-commercial platforms
- Publicly on commercial partner sites

SHARE

## In all cases:

- Preprints and accepted manuscripts shouldn't be added to or enhanced in any way to appear more like, or to substitute for, the final published journal article
- All posted articles should link to the final version via the Digital Object Identifier (DOI)
- Posted author manuscripts need to have a CC-BY-NC-ND user license

# Working together on common principles



[www.howcanishareit.com/  
pdfs/Infografik160715.pdf](http://www.howcanishareit.com/pdfs/Infografik160715.pdf)

# Share Links

- The majority of our journals offer **Share Links** – a customized link which authors receive for their newly-published article on ScienceDirect.
- Anyone clicking on the Share Link within a **50**-day period will be taken directly to the article with no sign up or registration required.
- Enables authors to promote their article and make an impact with their research.







ELSEVIER

# Institutional repositories (IRs)



# Fueling IRs: free API program

## Get metadata & abstracts

Search API can extract the metadata and abstracts of your affiliated authors to help populate your repository, enhance discoverability and create links or embed final version

## Show the final version

Entitlements API\*\* can ensure subscribed users see the final version and visitors can see the accepted manuscript hosted on your repository

## Keep users on your IR

Article Retrieval API embeds the final article in your repository so subscribers don't leave your site to access the article

## Make manuscripts public

Hosting permissions API can retrieve embargo end dates so you can make manuscripts automatically available to the public after embargo

Scopus®

## Did you know?

Scopus customers can also integrate Scopus APIs to retrieve metadata and abstracts across all publishers.

**Please Note:** \*\*Minimum part of the program.

[//dev.elsevier.com/tecdoc\\_sd\\_ir\\_integration.html](https://dev.elsevier.com/tecdoc_sd_ir_integration.html)

# Case study Qspace: A DSpace Institutional Repository



- Scopus and ScienceDirect API services provide metadata and abstracts. Additional links are provided to guide visitors to the latest available version for Elsevier articles.

Visit this example at Qspace:  
<http://qspace.qu.edu.qa/handle/10576/4639>





# Connecting to Society

Sustainable Development Goals



# 17 UN Sustainable Development Goals in 5 themes

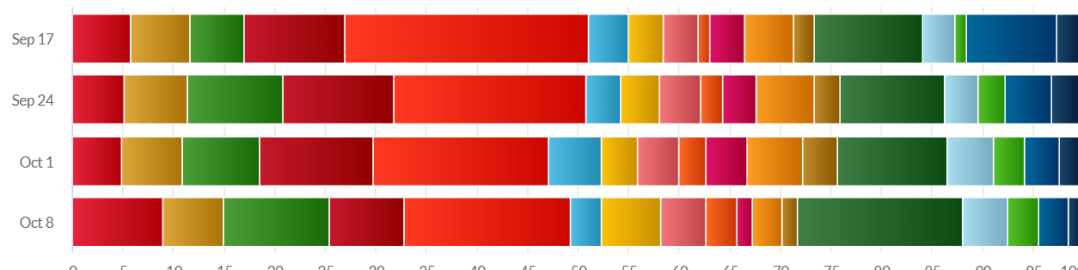
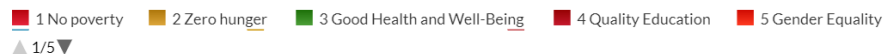


- Peace
- People
- Prosperity
- Planet
- Partnership

# SDG Resource Centre

[Home](#)[Resources](#)[Events](#)[Partners](#)[Links](#)[About](#)

## SDG Trends in News Articles (30 days)





# Building Research Capacity in Africa

## ✓ Scientific African

An interdisciplinary Open Access journal for Africa



## ✓ African Journal Partnership program

Publishing expertise for 9 African Health journals



## ✓ Researcher Academy

A free e-learning platform



Researcher Academy

[Learn](#)

[Career path](#)

[Blog](#)



### Learn

Researcher Academy provides free access to countless e-learning resources designed to support researchers on every step of their research journey. Browse our extensive module catalogue to uncover a world of knowledge, and earn certificates and rewards as you progress.



OPEN SCIENCE

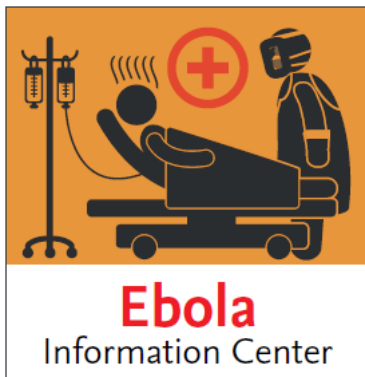
Publishing open access

Register Now

24 OC

Feedback

# Elsevier Resource Centres



Healthcare

## Zika Virus Resource Center

Free access to medical research, online tools and expert advice on the Zika virus

By the Elsevier Community Posted on 9 February 2016

Free access to health and medical research, online tools and expert advice





# Connecting to Society

Communicating science



# Virtual Journal *Atlas*

Recognizes the impact of scientific, technical and medical research on people's lives around the world

- Articles chosen by external advisory board
  - shortlist from Elsevier's 2000+ journals
  - [Board members](#) from NGOs across the world
- Winning articles summarized in a lay summary by a



**Atlas**  
Research for a better world

Read the award  
winning stories



# Elsevier reports

## Sustainability Science in a Global Landscape

A report conducted by Elsevier in collaboration with SciDev.Net

As the first of a series of activities that aim to provide valuable insights into the global research landscape surrounding the United Nations Sustainable Development Goals, this report, in collaboration with SciDev.Net, contributes to sustainability science as a research field and society in sustainable development.



## A Decade of Development in Sub-Saharan African Science, Technology, Engineering, and Mathematics (STEM) Research

The World Bank and Elsevier partnered on this report to examine and compare the research enterprise of sub-Saharan Africa

**Subjects, Products & Services:** Analytical Services; Collaboration; Evaluating Performance; Measuring Research Performance; Research Landscape Analysis; Research Management



## The Water and Food Nexus: Trends and Development of the Research Landscape

The report analysed the major trends in water and food-related article output at international, national and institutional levels

**Subjects, Products & Services:** Analytical Services; Evaluating Performance; Measuring Research Performance; SciVal



# The Lancet:

## Future of health in sub-Saharan Africa

A roadmap for improved health of sub-Saharan Africans

[www.thelancet.com/future-health-Africa](http://www.thelancet.com/future-health-Africa)



### New pan-African open access journal: Scientific African

The African Institute for Mathematical Sciences, Next Einstein Forum and Elsevier launch a megajournal to boost African research and collaboration

By EJ van Lanen and Marc Chahin March 27, 2018

 Elsevier Connect



### Honoring the 2018 Nobel Laureates with free access to their research

Read a selection of their papers published with Elsevier

By Jonathan Davis October 2, 2018

 Elsevier Connect



### How data scientists are tackling hunger and social change

Data has made businesses more effective than ever – and now its applications are extending to new realms

By Ian Evans December 7, 2017

 Elsevier Connect





ELSEVIER

# Want to know more?

Check out the latest news from  
Elsevier Connect or  
**connect with us** directly!

@ElsevierConnect

[www.elsevier.com/connect](http://www.elsevier.com/connect)

