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Gathering the Needles Evaluating the Impact of Gold Open Access Content with Traditional Subscription Journals

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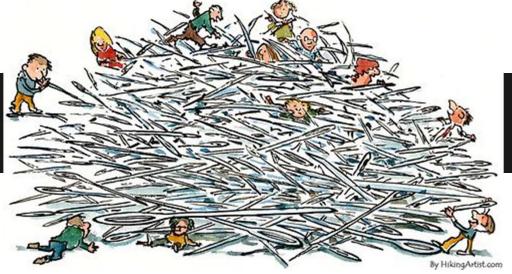
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Gathering the Needles

Evaluating the Impact of Gold Open Access Content with Traditional Subscription Journals







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What Is This All About?

- 1. More content from subscription publishers is being published as open access articles
- 2. Project COUNTER Release 4 created a report entitled: JR1-GOA (gold open access)
- 3. Cannot easily see what your institution is publishing OA, but what is being used as OA
- 4. Assess impact on subscription business models
- 5. Find ways to sustain & enhance move to OA

Who's Involved?

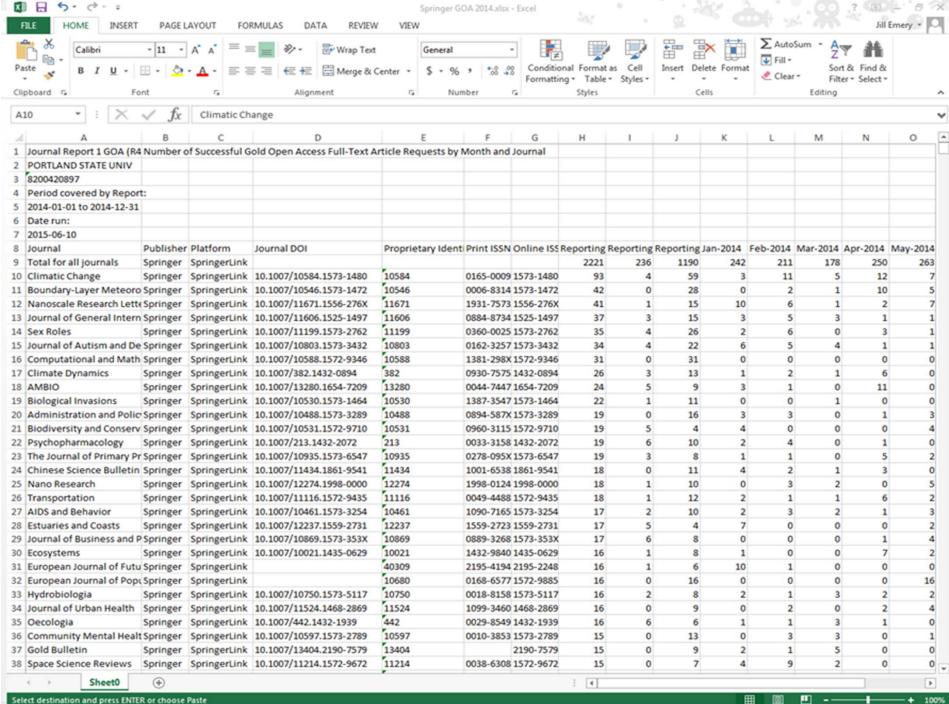
- 1. For this study, we looked at five publishers: Elsevier, NPG, Sage, Springer, & Wiley
- 2. Picked journal packages in common with exception of Wiley
- 3. All these publishers are engaged in promoting hybrid open access publishing

Publishers	Name of your hybrid OA Program	Year Began	# of journals Participating
Elsevier	Elsevier Open Access	2006	1,690 out of 3,696
Nature PG	NPG Open	2007	78 out of 136
Sage Publications	Sage Choice	2006	769 out of 800
Springer B.V.	Springer Open Choice	2004	1,657 out of 2,181
John Wiley & Sons Publishers	Wiley Open Access	2004	743 out of 1,500

What are the Costs of Hybrid Publishing?

Publisher Hybr	id APC Costs	Intermixed w/Subscriptions	
Elsevier	\$500-\$5,000	No, completely separate	
Nature PG	\$2,700-\$4,400	Discount given on subs	
Sage	\$3,000	Discounts given on subs but not packages	
Springer	\$3,000	Say on web site they take OA into consideration	
John Wiley & Sons \$3,000		Discounts given on subs	





Looking at the Numbers

Portland State University downloads in 2014

Elsevier Total Usage: 190,658 Elsevier GOA Usage: 4,010

Nature PG Total Usage: 16,978 Nature PG GOA Usage: 1,353

Sage Total Usage: 92,730 Sage GOA Usage: 279

Springer Total Usage: 45,248 Springer GOA Usage: 2,221

Wiley Total Usage: 90,644 Wiley GOA Usage: 1,159

University of Nebraska Medical Center downloads in 2014

Elsevier Total Usage: 277,301 Elsevier GOA Usage: 7,895

Nature PG Total Usage: 65,204 Nature PG GOA Usage: 6,537

Sage Total Usage: 17,320 Sage GOA Usage: 688

Springer Total Usage: 22,260 Springer GOA Usage: 2,445

Top GOA Used Titles

Portland State University

- PNAS: National Academy of Sciences
- 2. Nucleic Acids Research: OUP
- 3. Scientific Reports: Nature PG
- 4. Nature: Nature PG
- 5. Procedia Social and Behavioral Sciences: Elsevier
- ProQuest Dissertations and Theses
- 7. Optics Express: OSA
- 8. Mountain Research and Development: IMS
- 9. BioScience: AIBS
- 10. SAGE Open: SAGE Publications

University of Nebraska Medical Center

- PNAS: National Academy of Sciences
- 2. Scientific Reports: Nature PG
- 3. Cell Death & Disease: Nature PG
- 4. Cell Reports: Elsevier
- 5. Nature: Nature PG
- Nature Communications: Nature PG
- 7. BMJ: BMJ Publishing Group
- 8. Journal of Biological Chemistry: ASBMB
- British Journal of Cancer: Nature PG
- 10. SAGE Open: SAGE Publications

Why Review?

- 1. Setting a baseline for future evaluation
- 1. Promotion/Advocacy of OA
- 1. Utilizing new statistic

Impact on Subscriptions

- 1. With majority of GOA usage being under 5% effect is negligible
- 1.Could be used in negotiations of package deals
- 1. Understanding the total cost of publication

Questions?