



INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

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# **Publishing and the Ecology of European Research - PEER Overview and Status**

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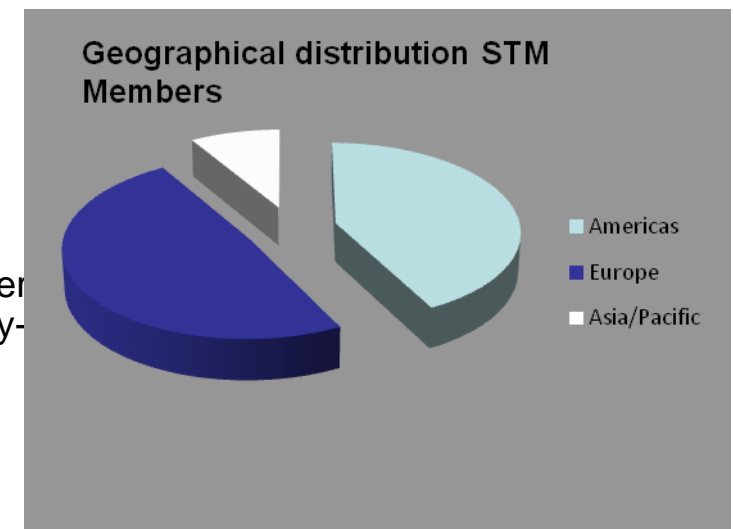
*2<sup>nd</sup> STM Forum on Research Publishing in  
the New Member States*

# STM Publishing Overview

- 2000+ publishers
- 20-25,000 journals
- 1.5 million papers/year
- 1.2 million authors/year
- 10+ m readers
- About US\$7.7 billion annual turnover journals
- Global
- Thousands of sub disciplines served
  - Incl. social sciences
- Institutionally based
  - Universities
  - Medical schools
  - Research organisations
  - Government laboratories
  - Corporations

# What is “stm”?

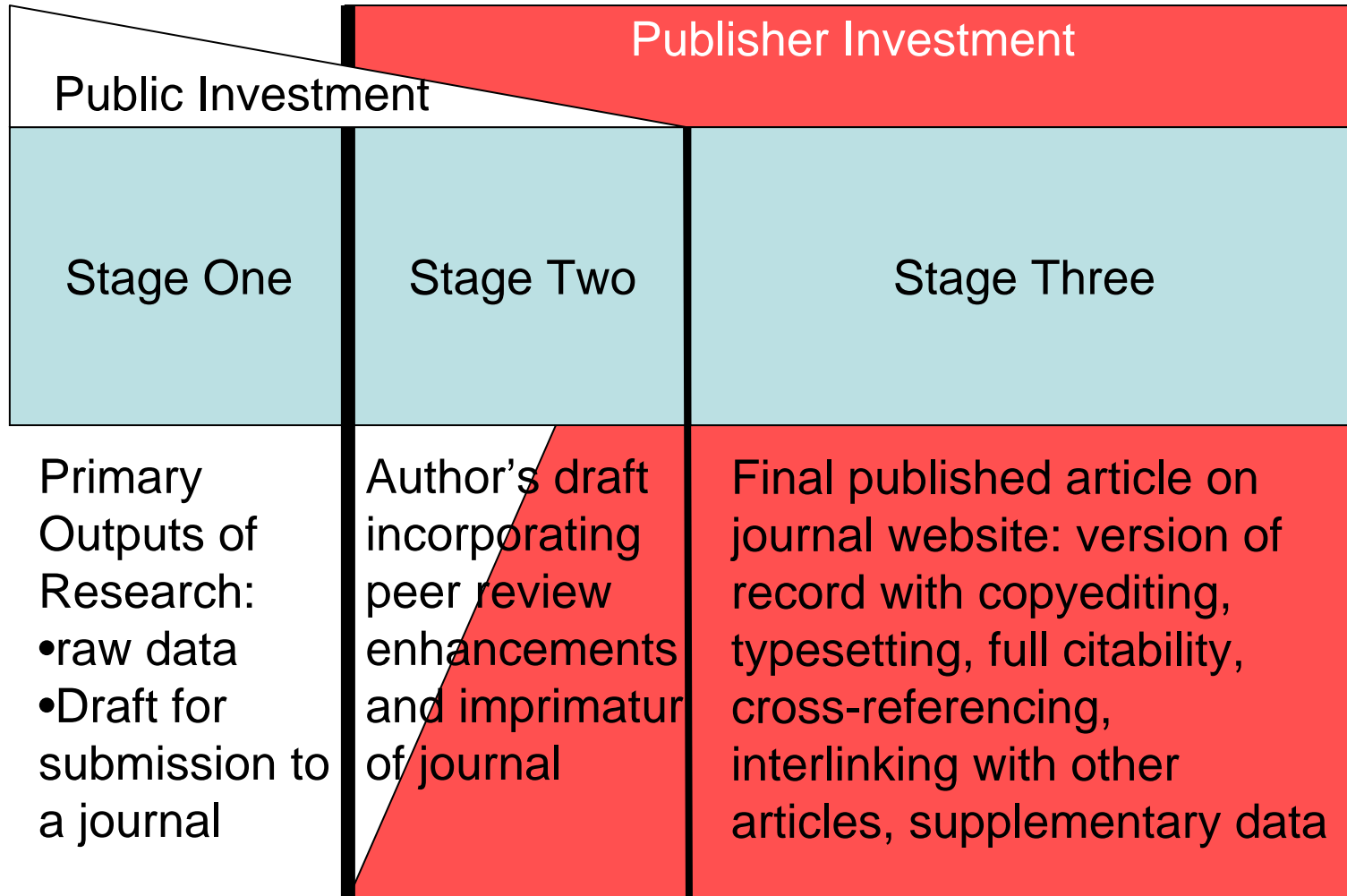
- International trade association
- Members are academic publishers
  - Learned societies, University presses, Commercial publishers
- Some EU-based members include
  - Biochemical Society, BMJ Group, Cambridge University Press, Deutsche Aertze-Verlag, EDP Sciences, Elsevier, Carl Hanser Verlag, Hogrefe-Verlag, ICSTI, INSERM, Institute of Physics Publishing, IOS Press, Nature Publishing Group, Oxford University Press, Polish Scientific Publisher Springer, Taylor & Francis, Thieme, Versita, Wiley-Blackwell, Wolters Kluwer, WHO
- Our members publish
  - **two-thirds** of all journal articles
  - tens of thousands of books and reference works



# Open Access

- Definition
  - Availability of electronic content to readers without any payment
- Types
  - PAY TO PUBLISH OA **“GOLD”**
    - Final published articles made free via reversing the business model
  - DELAYED OA
    - Final published articles made free some time after publication
  - SELF ARCHIVING OA **“GREEN”**
    - (systematic) self-archiving of peer reviewed author mss (with a delay or embargo)

# Stages of Publication



# Open Access Experimentation

	Stage 1 Preprint	Stage 2 Peer reviewed mss	Stage 3 Final paper
Immediate access	<ul style="list-style-type: none"> <li>• <i>Raw data and draft manuscripts</i></li> </ul> <p>Most publishers</p>	<ul style="list-style-type: none"> <li>• <i>“Nobody pays”</i></li> <li>• <i>Unsystematic</i></li> <li>• <i>Author self archiving</i></li> <li>• <i>“Green”</i></li> </ul> <p>Most publishers</p>	<ul style="list-style-type: none"> <li>• <i>Pay to publish trials</i></li> <li>• <i>“Gold”</i></li> <li>• <i>Sponsored journals</i></li> </ul> <p>Some publishers</p>
Delayed access		<ul style="list-style-type: none"> <li>• <i>Systematic</i></li> <li>• <i>Voluntary deposit in repositories</i></li> <li>• <i>Publisher-selected embargo</i></li> <li>• <i>Journal by journal</i></li> </ul> <p>A few publishers</p>	<ul style="list-style-type: none"> <li>• <i>Free access to journal content</i></li> <li>• <i>After publisher chosen embargo</i></li> </ul> <p>A few publishers</p>

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# Publishers & Open Access

- Goals are entirely compatible
  - OA maximum dissemination on www
  - Publishers maximum dissemination in an economically sustainable way
- Publishers are pragmatic about business models
  - What works, works
  - All models must support and maintain academic freedom and quality
- **All STM member publishers do some form of open access**

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# The Unfunded Mandate

- Mandated deposit of peer reviewed content after imposed embargo period
  - Compulsion
  - One size fits all
  - Length of embargo period
- **The unfunded mandate is opposed by all STM publishers**
  - Compulsion to deposit at very short embargo without any compensating payment
  - Endangers viability of journals, the branding they give articles, the information infrastructure



# PEER Project - Summary

## Publishing & Ecology of European Research

- Collaborative project involving the publishing, library and research communities
  - 7 project partners
- Creation of an “observatory” to monitor effects of systematic archiving and then to create data which can be used to provide an evidence-based foundation for discussion on future policy
- Funded by EC *eContent* Plus programme
- Project duration 3 years (started 1<sup>st</sup> September 2008)

# PEER – Project Partners

## STM

International Association of Scientific Technical & Medical Publishers; Project coordinator

## ESF

European Science Foundation (association of 75 member organisations devoted to scientific research in 30 European countries)

## MPG (D)

Max Planck Society (one of the foremost research performing organisations; very involved in OA)

## UGOE (D)

Goettingen State Library- one of the leading OA libraries and scientific & technical coordinator of the EC funded project DRIVER

## INRIA (F)

Institut national de Recherche en Informatique et Automatique (Leading OA actor through its contribution to HAL (Hyper Article en Ligne- the french repository)

Technical partners: SURF (NL) and University Bielefeld

For their expertise in Driver

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# PEER Project – Objectives (1)

- Creation of an “observatory”
  - “Controlled experiment environment” enabling to monitor the impacts of the deposit of stage-two research outputs by comparing:
    - Large scale, systematic archiving by publishers on behalf of authors
    - Current sporadic archiving (self-archiving by authors)
  - 200+ plus journals from 10 publishers in the beginning , various types and different subjects. Embargo times are set by publishers per journal
- Project objectives:
  1. Impact of large scale archiving to journal viability
  2. Increase of access
  3. Effect to the broader ecology of European Research
  4. Factors influencing readiness to deposit in IR’s and related costs
  5. Development of model to illustrate the coexistence of traditional publishing and self-archiving

# PEER Project – Objectives (2)

1. Migration of use from publisher sites to repositories as indicator of economic impact; supplemented by research to explain this migration and researcher behaviour
2. The possible impact on increase on access to publications :
  - Monitor if it is true “new” use or migration from publisher platform
  - Compare usage of same articles at both sources (repository and publisher platform).
3. Change of boundary conditions by publisher organized deposit versus selfarchiving. Monitor attitudes/behaviours through qualitative and quantitative baseline study
4. There are many reasons why researchers are not doing self-archiving. Project will collect information on repository use & on the behaviour of the researchers. Cost comparison for both ways of depositing is included
5. Describe model, parameters (method of deposit, embargo times) and their interaction. Insights might lead to optimizations of parameters.

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# PEER - Research

## 3 Strands of Research

- Behavioural – Focussing on researchers as users and authors e.g. their views on access and use of research outputs, deposit of outputs in repositories...
- Access & Usage – Quantitative research based on logfiles to indicate actual access and use of content in the repositories
- Economic – Efficiency and cost-effectiveness of the processes involved

# PEER Project – Expected results

- Greater understanding (publishing, research community, library) on the effects of large-scale deposit of stage-two research output in OA repositories (access, use, economics of journals, ecology of research)
- Evidence based foundation for evolution of policy in this area
- A model illustrating effects of archiving on traditional publishing systems to stimulate discussion and debate on how to maximise the benefits of both approaches
- Trust and mutual understanding between publisher and research communities



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**Thanks for your attention!**

*Questions?*

