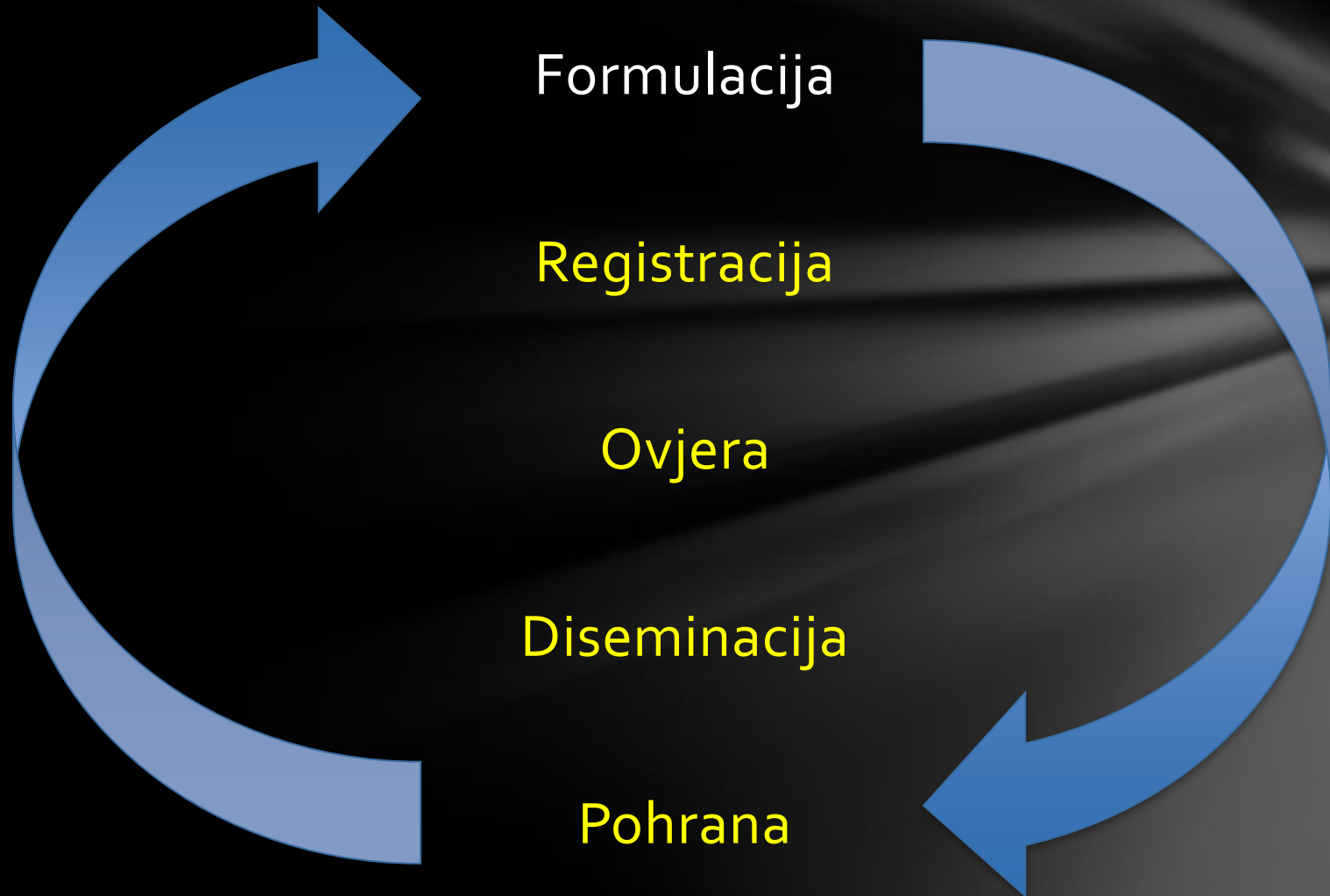


PLATI I OBJAVI: novi trendovi u znanstvenom izdavaštvu

Jadranka Stojanovski

*Sveučilište u Zadru, Institut Ruđer
Bošković*

(TRADICIONALNA I FORMALNA) ZNANSTVENA KOMUNIKACIJA



MODELI FINANCIRANJA

- APC, članarine, reklame, sponzorstva, pretplate, tiskana kopija...
 - kombinacije svega navednog

VRSTE ČASOPISA

- časopisi u otvorenom pristupu
- časopisi u “otvorenom pristupu” (i tzv. časopisi predatori)
 - hibridni časopisi
- zatvoreni (komercijalni) časopisi
- ova je podjela okvirna, a preklapanja moguća

Časopisi u otvorenom pristupu

*"Otvoreni pristup literaturi je digitalni,
online, besplatan i bez većine ograničenja
vezanih uz copyright i licencije."*

Peter Suber

OTVORENI PRISTUP

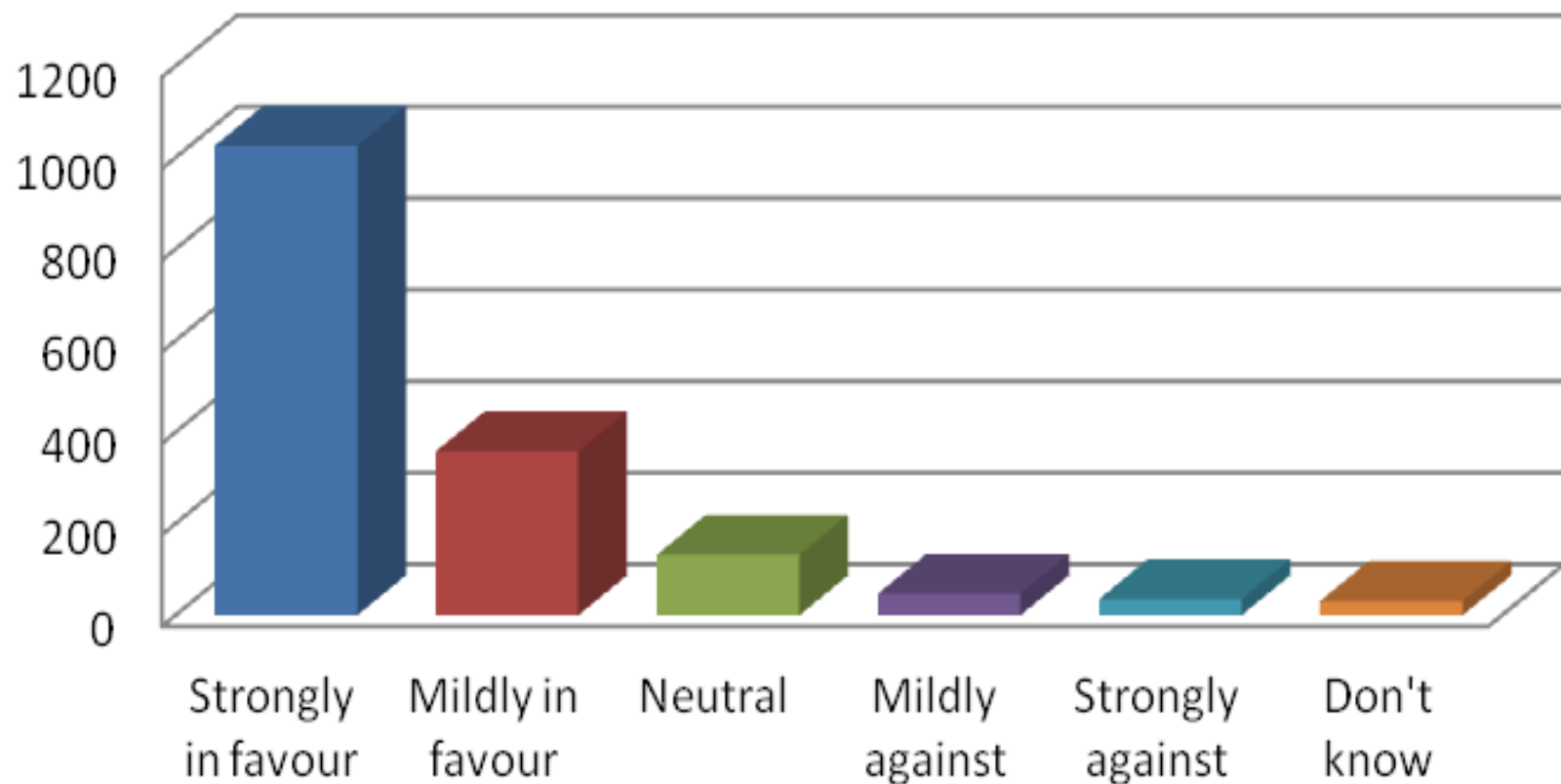
Budapest Open Access Initiative – BOAI, 2002

“By “open access” to this literature, we mean its free availability on the public internet, permitting any users to read, download, copy, distribute, print, search, or link to the full texts of these articles, crawl them for indexing, pass them as data to software, or use them for any other lawful purpose, without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. The only constraint on reproduction and distribution, and the only role for copyright in this domain, should be to give authors control over the integrity of their work and the right to be properly acknowledged and cited.”

KORISTI OD OTVORENOG PRISTUPA

- znanje za sve – **više istraživača može graditi svoje spoznaje na onima već stečenima, manje dupliciranja napora**
- istraživači mogu doći do **šire publike** i ustanoviti da je njihov rad čitaniji i citiraniji
- ustanove mogu poboljšati svoju **reputaciju** jer njihova istraživanja postaju vidljivija
- financijeri mogu ustanoviti **veći povrat** svojih ulaganja, a izdavači mogu vidjeti povećani utjecaj časopisa koje izdaju

How do you feel about the principles of OA?



OTVORENI (SLOBODNI) PRISTUP

zeleni put – autori samoarhiviraju
radove objavljene u časopisima

rezpozitoriji

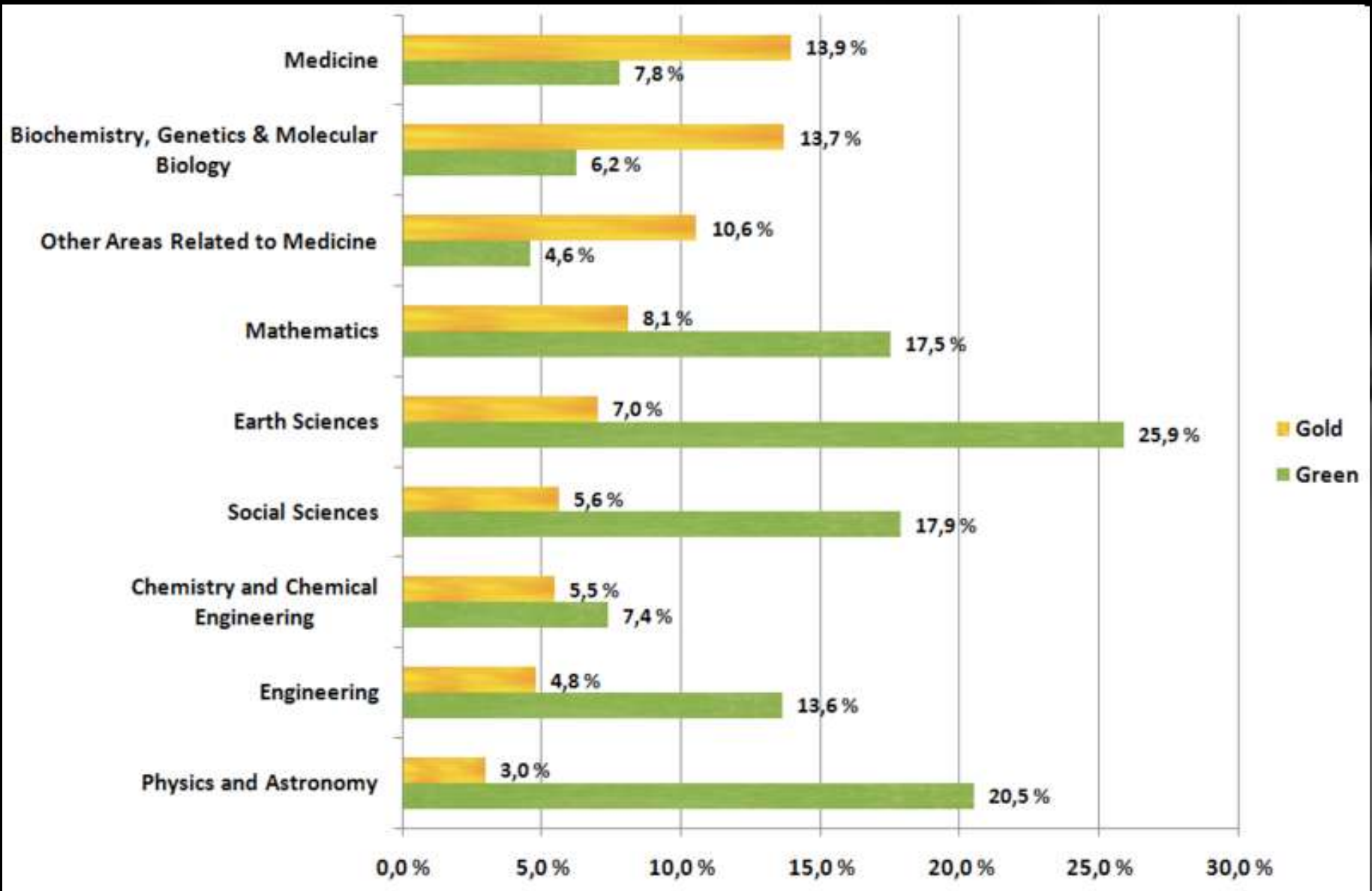
zlatni put – časopisi su OA

ČASOPIS U OTVORENOM
PRISTUPU nudi pristup cjelovitim
radovima na mreži, a za to ne
naplaćuje ni čitateljima ni njihovim
institucijama.

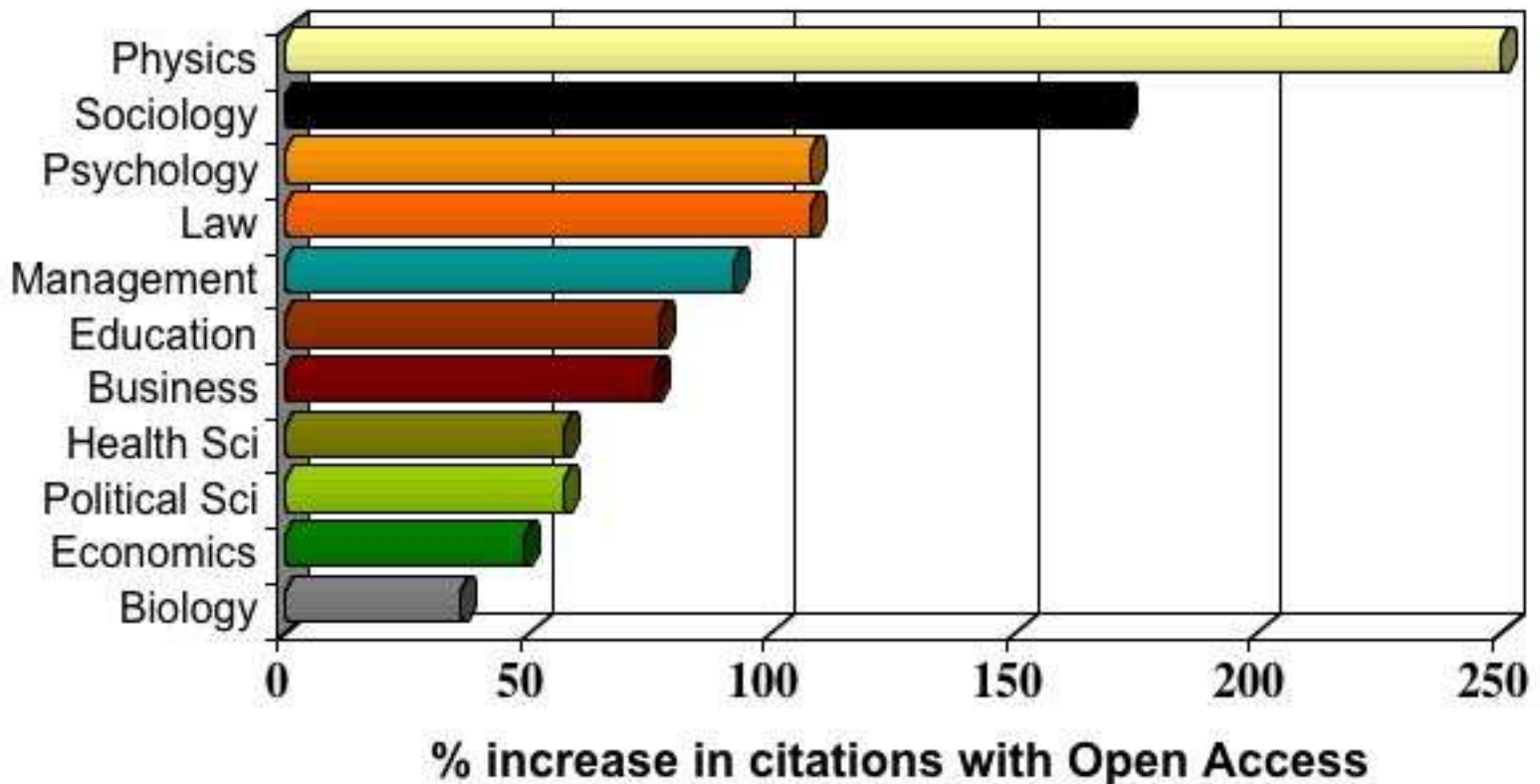


ČASOPIS U OTVORENOM PRISTUPU

open access journal or *OA journal* will no longer invoke copyright to restrict access to and use of the material they publish. Instead they will use copyright and other tools to ensure permanent open access to all the articles they publish. ...these new journals will not charge subscription or access fees, and will turn to other methods for covering their expenses. There are many alternative sources of funds for this purpose, including the foundations and governments that fund research, the universities and laboratories that employ researchers, endowments set up by discipline or institution, friends of the cause of open access, profits from the sale of add-ons to the basic texts, funds freed up by the demise or cancellation of journals charging traditional subscription or access fees, or even contributions from the researchers themselves.

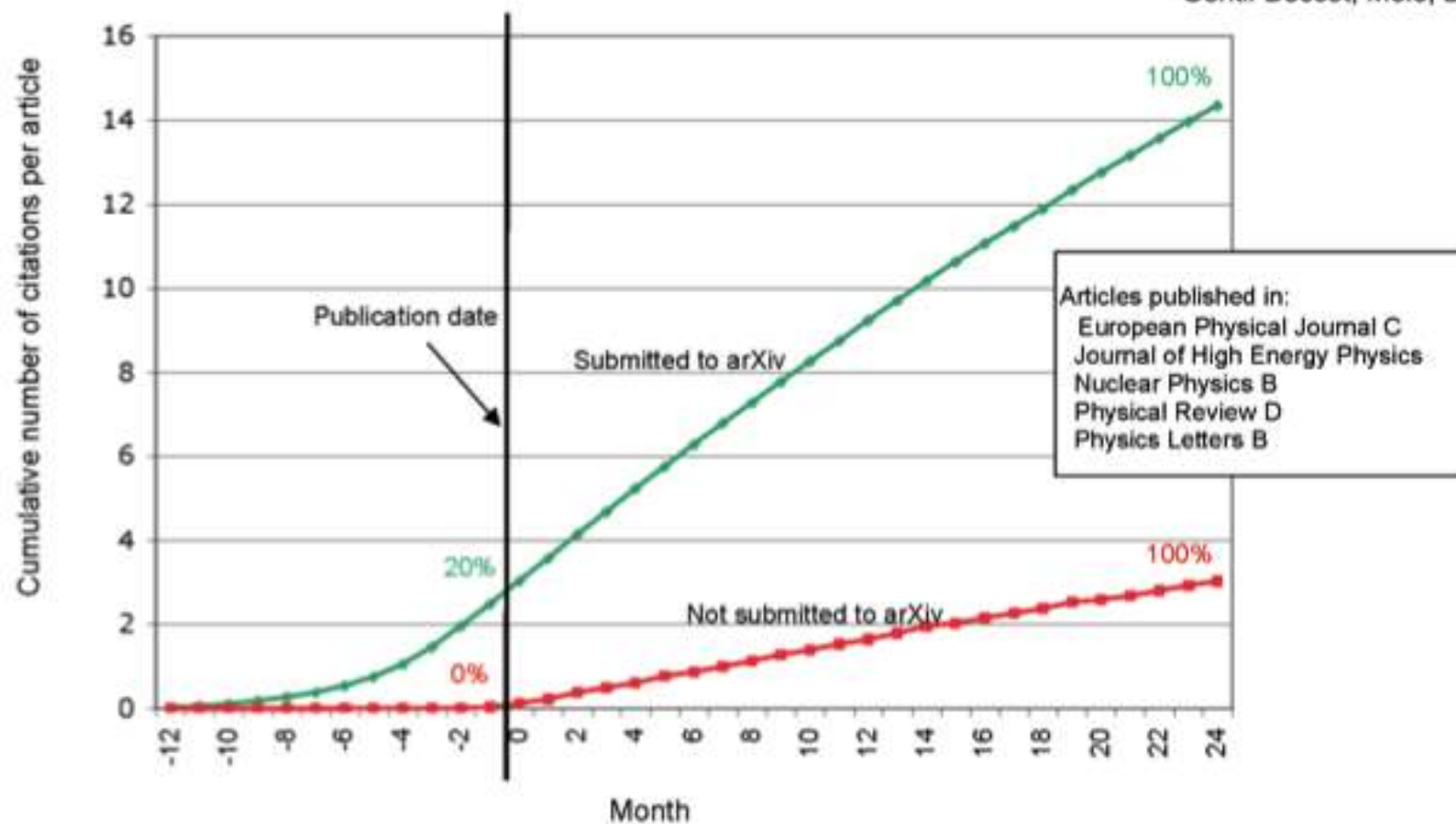


Open Access increases citations



Range = 36%-200%

(Data: Brody & Harnad 2004; Hajjem et al. 2005)



DOAJ.ORG



- 8272 časopisa
 - 88 hrvatskih OA časopisa
- u početku je većina OA časopisa bila financirana od strane strukovnih udruga, ministarstava, agencija i dr., a publiciranje se nije naplaćivalo od autora
- danas jedna petina DOAJ časopisa naplaćuje autorima objavu rada

Časopisi u “otvorenom pristupu”

ili časopisi kod kojih je otvoreni pristup unaprijed plaćen

KOMERCIJALNI I "NON PROFIT" ČASOPISI I OA

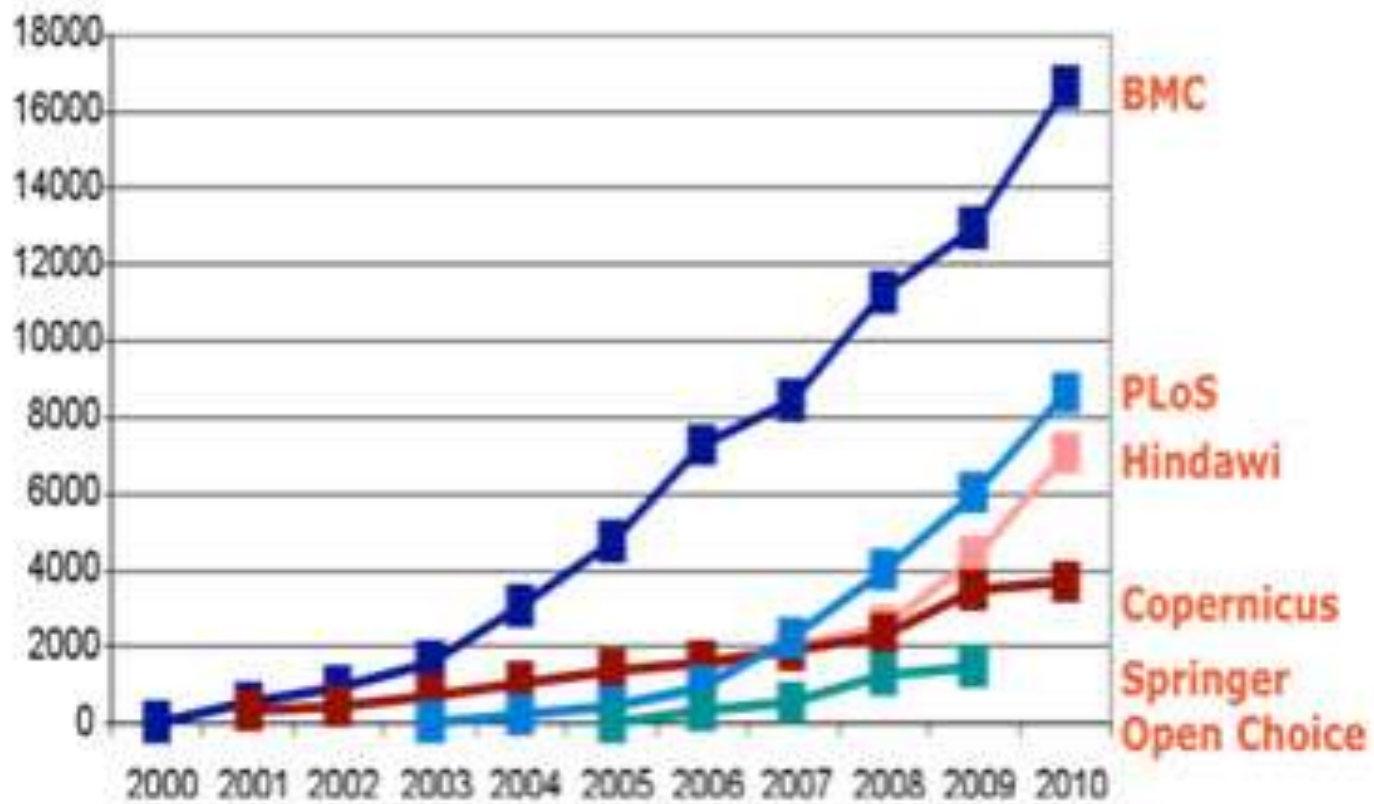
- već 2000 profesionalnih OA izdavača ušlo je na tržište naplaćujući troškove procesiranja rada (Article Processing Charges - APC) i to im je glavni izvor zarade
- broj izdavača koji se financira putem APC ubrzano raste

APC – RAZLIČITI MODELI

- neki izdavači naplaćuju fiksni iznos za sve časopise
- neki izdavači naplaćuju fiksni iznos za svaki pojedini časopis
- različiti iznosi za različite vrste radova (izvorni znanstveni, pregledni, kraći komentari...)
 - neki naplaćuju po stranici
- neki naplaćuju tzv. "*flat fee*" plus po stranici ukoliko je rad veći od određenog broja stranica
- neki su skloni ne naplatiti rad ukoliko autor ne može platiti (?)
 - neki nude manje cijene za autore iz "*eligible*" zemalja (siromašnih)
- neki nude popuste za članove (država, ustanova, pojedinac)
- neki nude popuste za pojedince koji su poslali nekoliko radova iste godine (?)

PRIMJERI "OA" ČASOPISA

- PLoS i BMC naplaćuju od autora velike iznose ("page charges")
- PLoS \$2900 za PLoS Biology, \$2250 za PLoS Genetics i \$1350 za PLoS One)
 - PLOS One – 40 radova dnevno
- 14,000 radova objavljeno u 2011, APC 1,350 USD po radu (2 mil. USD)



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Featured Image

A selection of articles published in the last 2 days

Occupational Attainment as a Marker of Cognitive Reserve in Multiple Sclerosis

The Transcriptome Profile of the Mosquito *Culex quinquefasciatus* following Permethrin Selection

Genome-Wide PhoB Binding and Gene Expression Profiles Reveal the Hierarchical Gene Regulatory Network of Phosphate Starvation in *Escherichia coli*

Keratinocyte Migration in the Developing Eyelid Requires LIMK2

TFPI Alpha and Beta Regulate mRNAs and microRNAs Involved in Cancer Biology and in the Immune System in Breast Cancer Cells

LINC Complexes Mediate the Positioning of Cone Photoreceptor Nuclei in Mouse Retina

Abiotic and Biotic Factors Associated with Tick Population Dynamics on a Mammalian Host: *Ixodes hexagonus* Infesting Otters, *Lutra lutra*

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OPEN REVIEW
How Open Is It?
Guide to OA—public comment period ends Oct 8th

Learn more at ne.nih.gov/challenge



but in newly infected people, TDR strains have gained unexpected virulence with worrying implications on

CIJENE

- APC: različite studije donose različite prosječne cijene
- Ware & Mabe, 2009; Bird, 2010 - 1000-3000 USD
 - Solomon & Björk, 2012 – 906 USD

CIJENE

- 1,370 DOAJ časopisa, 100,697 radova objavljenih u 2010, \$91,078,558
 - APC najviši u području biomedicine
 - APC znatno viši kod komercijalnih izdavača (1350), nego kod profesionalnih udruga (460) i visokoškolskih ustanova (250)
- APC je znatno viši kod časopisa s visokim IF (2000-4000)

Solomon & Björk, 2011

\$5000 po radu - novi časopis iz skupine Nature časopisa, Nature Communications

CIJENE

- <http://www.biomedcentral.com/about/apccomparison/>
 - **Hrvatska:** Authors of the article (**altogether not each**) are expected to pay the fee of **200 EUR (1.500,00 Kn)** for the publication of the article.
 - 30 reprints of the paper as well as one copy of the journal issue will be sent to the specified corresponding address.
 - The manuscript should not exceed the maximum length of 8 pages as printed in the Journal
- Printing of an additional page in the Journal is **50 EUR** per page as printed in an issue of the journal.
- The price of printing in color is additional **100 EUR** as printed in an issue of the journal.

IZDAVAČI “PREDATORI”

- *are those that unprofessionally exploit the author-pays model of open-access publishing (Gold OA) for their own profit.*
- *Typically, these publishers spam professional email lists, broadly soliciting article submissions for the clear purpose of gaining additional income.*
- *Operating essentially as **vanity presses**, these publishers typically have a low article acceptance threshold, with a false-front or non-existent peer review process.*
- *Unlike professional publishing operations, whether subscription-based or ethically-sound open access, these predatory publishers add little value to scholarship, pay little attention to digital preservation, and operate using fly-by-night, unsustainable business models.*

Hibridni časopisi

APC plus pretplate

<http://visualfunhouse.com/>



TRANSFORMACIJA KOMERCIJALNIH IZDAVAČA

- negdje 2004 određeni broj poznatih svjetskih izdavača predvođenih **Springer**-om i **Oxford University Press**-om počeli su testirati spremnost znanstvenika da plate objavu svog rada u časopisu koji je inače dostupan samo preko pretplate, a da bi njihov rad bio OA (*Open Choice* - \$3000)
- takav aranžman danas primjenjuje oko 2,000 tzv. hibridnih časopisa (500-4000 USD po radu)
12 velikih svjetskih izdavača
 - 2%

PRIMJERI HIBRIDNIH ČASOPISA

- GSTF [Global Science and Technology Forum] objavljuje pet časopisa i naplaćuju **US \$350** Za svaki objavljeni rad. Također naplaćuju za svako čitanje rada **US \$5.00**
- *Applied Physics Letters*: To support the cost of wide dissemination of research results through publication of journal pages and production of a database of articles, the author's institution is requested to pay a *page charge* of **\$115 per page** (with a one-page minimum) and an *article charge* of **\$20 per article**. For *Errata* the minimum page charge is **\$115**, with no article charge.

PRIMJERI HIBRIDNIH ČASOPISA

- Genetics
- \$70/stranici plus \$40/slici, a možete platiti dodatnih \$1200 da bi vaš rad bio odmah dostupan u otvorenom pristupu (inače će biti slobodno raspoloživ tek nakon godinu dana). Za rad od 10 stranica s 5 slika, to iznosi \$900 za normalan (zatvoreni) i \$2100 za otvoreni pristup.
 - Tipičan časopis: \$2000/radu x 20 radova/broju x 12 brojeva/godini = \$500k/godinu.

Komercijalni časopisi



ELSEVIER

KOMERCIJALNI IZDAVAČI



THOMSON
REUTERS

javno dobro je u privatnim rukama

Elsevier: 2.000 časopisa, 7.000 urednika, 70.000 članova
uredničkih odbora, 300.000 recenzenata, 9.5% rast,
\$1.1 milijardu profita u 2010 (*Economist*)

najskuplji časopisi: BBA 20.020 €, Chem Phys Lett 16.508
€,



Wolters Kluwer

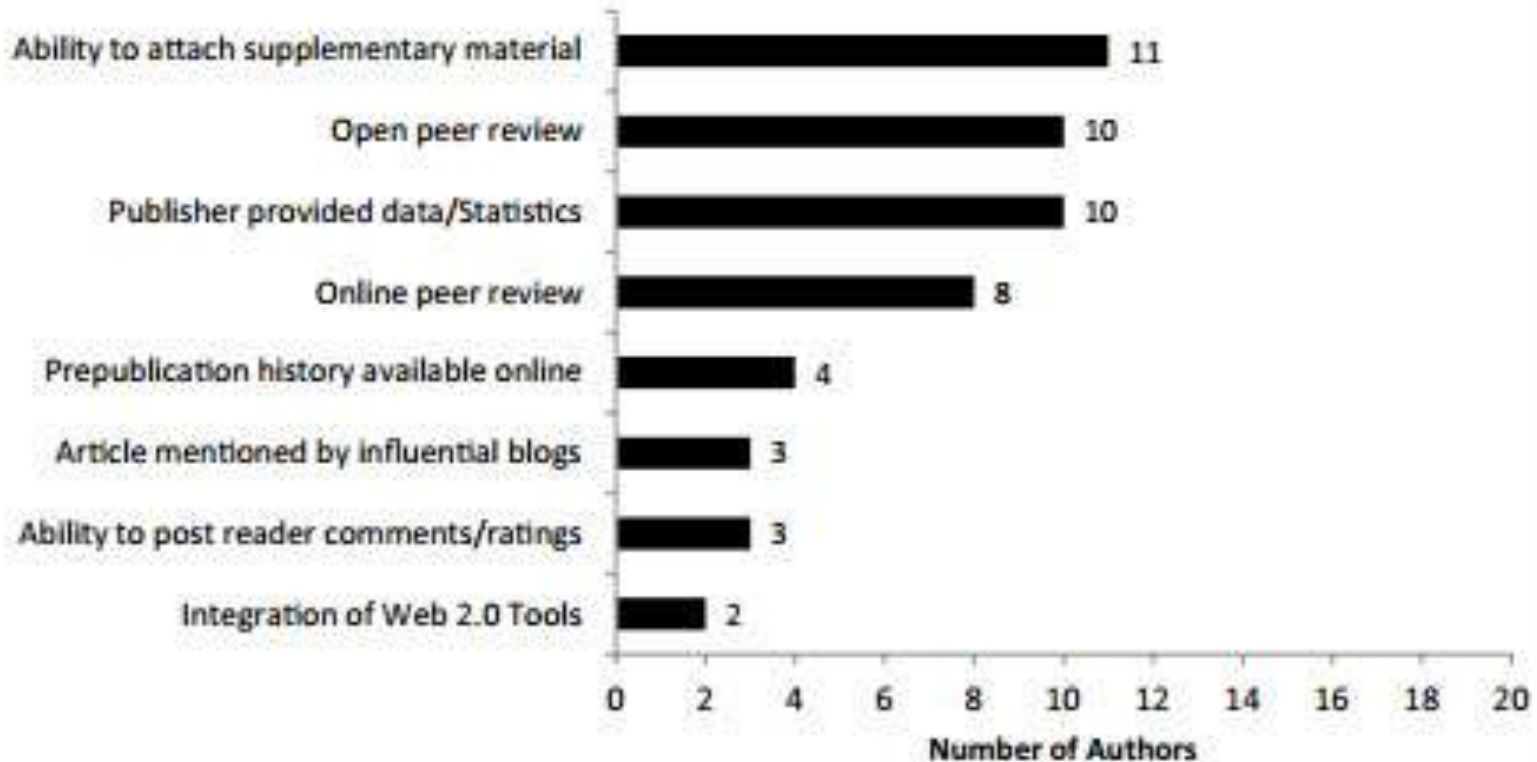
Autori/znanstvenici i časopisi

KRITERIJI ODABIRA ČASOPISA

- recenzijski postupak (peer review)
- podudaranje časopisa s temom rada (čitalačka publika)
 - kvaliteta uređivačkog odbora
- citatni utjecaj (vidljivost, indeksiranost)
 - vrijeme potrebno za recenziju
 - postotak prihvaćenih radova
 - časopisi profesionalnih udruga
- časopisi u kojima su već ranije objavljivali
 - mogućnost zadržavanja *copyright*-a
- utjecaj financijera njihovih istraživanja (kriteriji)
- metrički pokazatelji (broj citata, IF, SJR, EF, AI, SNIP, h-index i dr.)

FIGURE 2

Stated Importance of Publisher Features to Authors (# of Respondents n=20)



Promocija APC i hibridnih modela

Primjer Velike Britanije

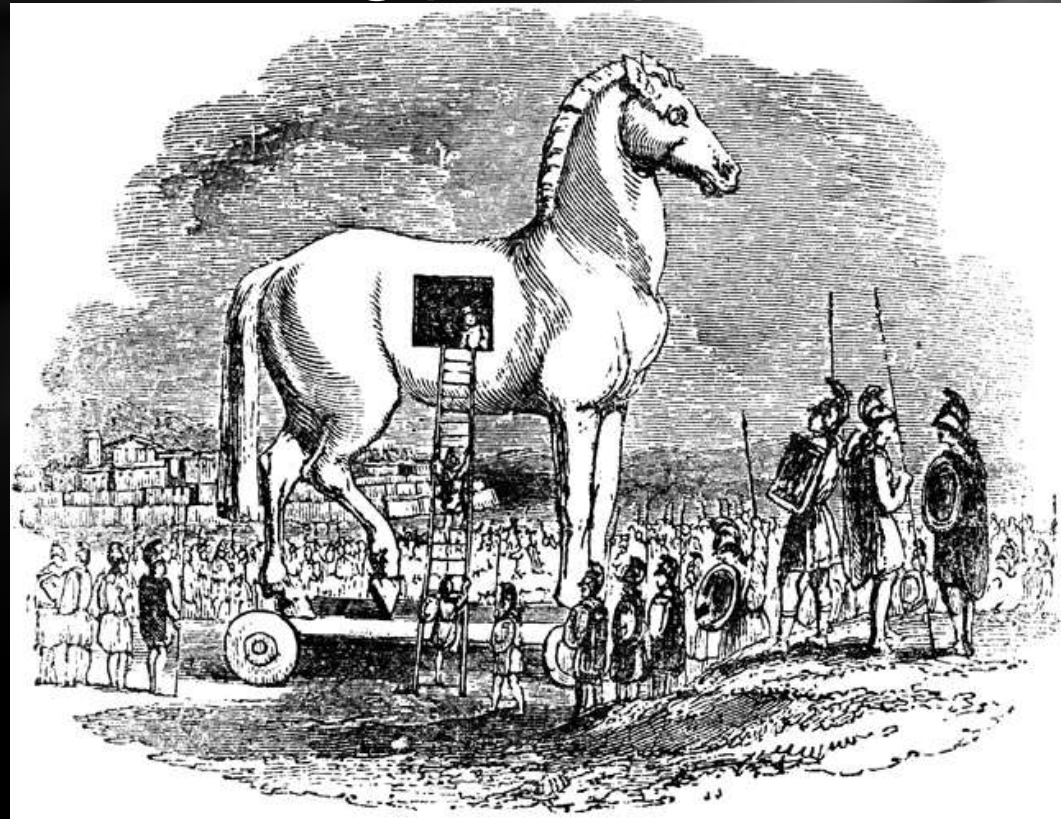
“FINCH REPORT”

- Research Councils UK (RCUK) has today, 16th July 2012, unveiled its new Open Access policy. Informed by the work of the National Working Group on Expanding Access to Published Research Findings, chaired by **Professor Dame Janet Finch**, the policy at once **harmonises** and makes significant changes to existing Research Councils' Open Access policies.

The new policy, which will apply to all qualifying publications being submitted for publication from 1 April 2013, states that peer reviewed research papers which result from research that is wholly or partially funded by the Research Councils:

- **must be published in journals which are compliant with Research Council policy on Open Access, and;**
- must include details of the funding that supported the research, and a statement on how the underlying research materials such as data, samples or models can be accessed.

- kriteriji koje moraju ispunjavati časopisi, a da bi bili usuglašeni s Research Councils' politikom otvorenog pristupa ... uključuju model "plati i objavi"



- Research Councils će osigurati sredstva za britanske visokoškolske ustanove i instituta kako bi podržao plaćanje APC
 - paralelno se očekuje da ustanove osiguraju vlastita sredstva
 - dodatnih £50-60 M godišnje
 - 12 mjeseci embarga

- University College London (UCL) Vice-
Provost (Research) David
Price zaključuju,
- *“The result of the Finch recommendations
would be to cripple university systems
with extra expense. Finch is certainly a
cure to the problem of access, but is it not
a cure which is actually worse than the
disease?”*

- rješavanje ovakvog globalnog problema na nacionalnoj razini nije lako
- 6% objavljenih radova je iz UK, što će sada sama UK trebati platiti (prije preko pretplata)
- ignoriranje implikacija ovakvog pristupa za zemlje u razvoju
- znanstvenici iz zemalja u razvoju moći će čitati, ali neće moći objavljivati (pasivni promatrači?)
- zamjena jednog lošeg modela drugim, još gorim, nije rješenje

I ZA KRAJ

- pomak prema stvarno virtualnom okruženju
- od linearnih tiskanih publikacija prema neometanom protoku znanstvenih informacija
 - odmak od PDF-a
- unaprijeđivanje uređivačke politike (upute za autore...)
 - eksperimentiranje
 - praćenje uspješnosti časopisa
- praćenje kriterija kojima se vode znanstvenici/autori
 - prepoznavanje njihovih potreba



Hvala na pozornosti! 😊

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