

Acting on “Open.”

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Workshop
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Change is afoot.

The Internet.



New Channels to Share Work.



Digital Everything.



We have a **unique opportunity** to explore innovative ways to access and use this vast new wealth of digital info.

Oh and by the way – it's all online,
it's got to be cheaper, right?

Well...no.

Prohibitive Costs Abound.

Costs for 1-yr Journal Subscriptions



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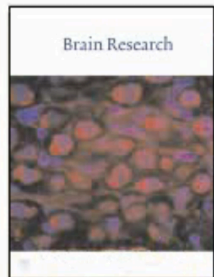
\$2,155



=



\$5,760



=



\$21,744

research.org

Average Textbook Prices

Traditional Textbook Prices					
Textbook	New	Used	Rental	E-Book	E-Reader
Principles of Economics	\$ 206.12	\$ 154.59	\$ 73.42	\$ 101.59	\$ 116.25
Financial Accounting	\$ 206.38	\$ 154.79	\$ 78.81	\$ 101.30	\$ 120.51
Business Communication	\$ 156.20	\$ 117.15	\$ 59.56	\$ 71.81	\$ 93.08
Principles of Marketing	\$ 150.05	\$ 112.54	\$ 62.71	\$ 75.95	\$ 91.00
Information Systems	\$ 155.57	\$ 116.67	\$ 67.33	\$ 77.58	\$ 109.08
Linear Algebra	\$ 159.02	\$ 119.27	\$ 58.31	\$ 47.94	\$ 102.80
Statistics	\$ 151.37	\$ 113.52	\$ 62.23	\$ 74.81	\$ 114.73
Calculus	\$ 209.45	\$ 157.09	\$ 74.92	\$ 110.08	\$ 119.32
College Algebra	\$ 162.47	\$ 121.85	\$ 63.84	\$ 82.78	\$ 100.54
Physics	\$ 198.17	\$ 148.63	\$ 77.47	\$ 91.45	\$ 108.60
Average	\$ 175.48	\$ 131.61	\$ 67.86	\$ 83.53	\$ 107.59
Savings off new price		25.00%	61.33%	52.40%	38.69%

Source: http://www.studentpirgs.org/sites/student/files/reports/A-Cover-to-Cover-Solution_4pdf

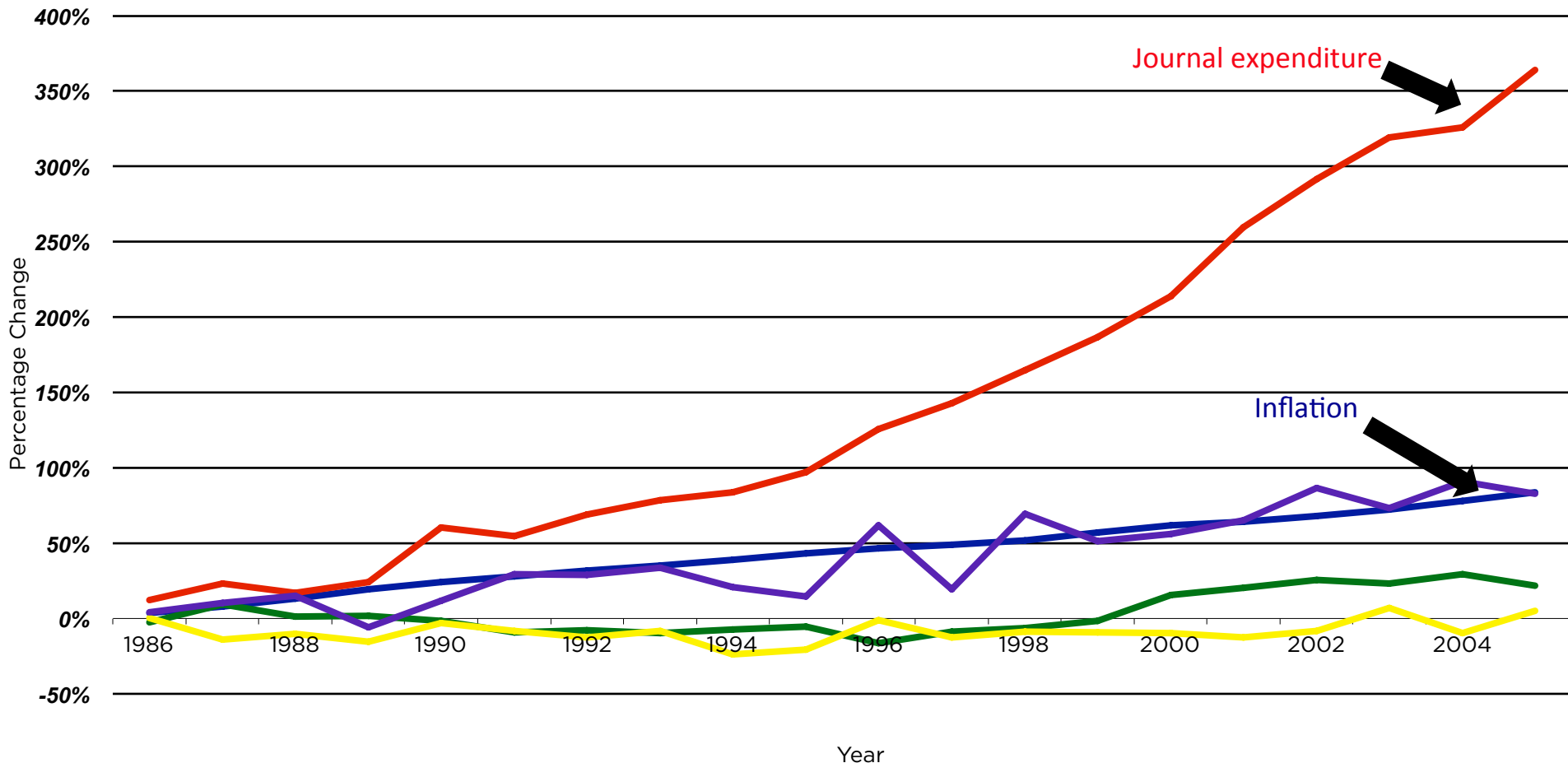
\$1,207.

Average budget for student books
and supplies for the 2013-2014
academic year.

Source <http://trends.collegeboard.org/college-pricing/figures-tables/average-estimated-undergraduate-budgets-2013-2014>

Library budgets & journal prices

MIT Libraries Materials Purchases vs. CPI % Increase 1986-2006



Consumer Price Index % +

Serial Expenditures % +

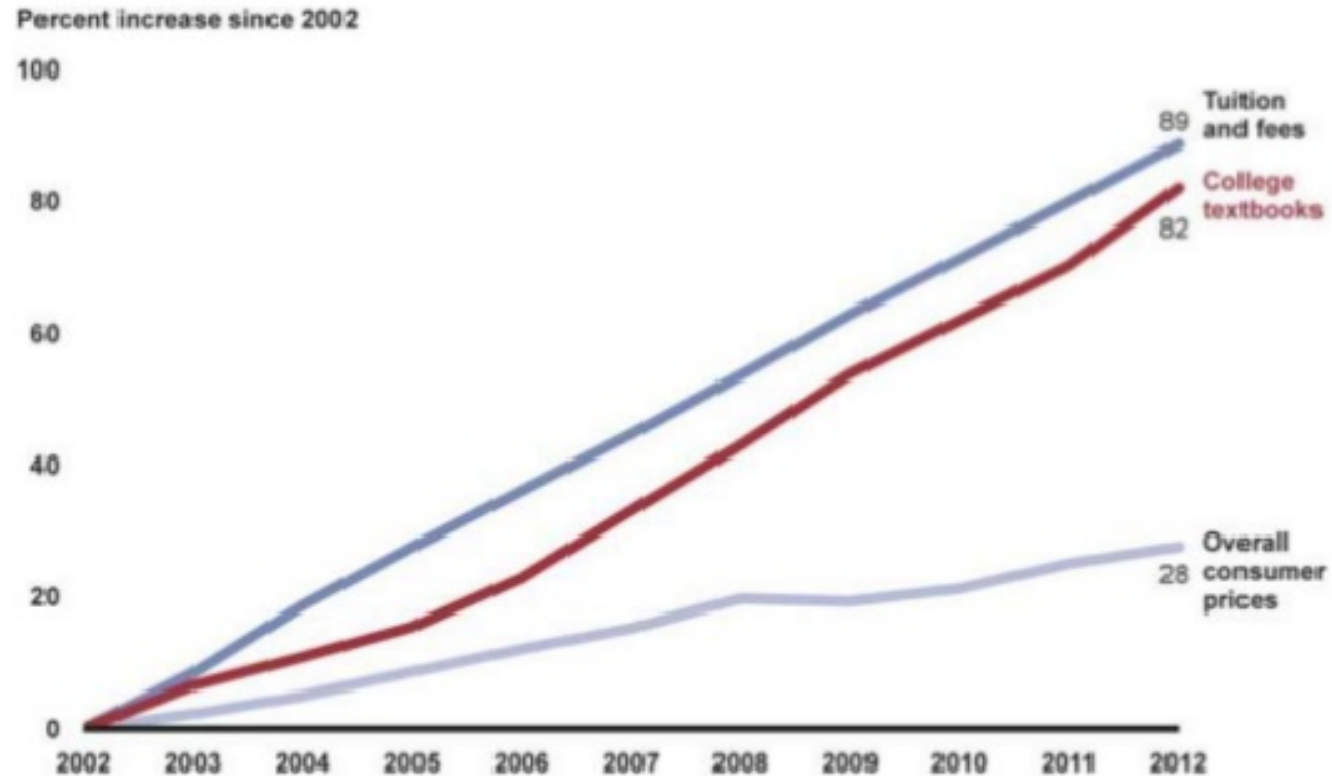
Serials Purchased % +

Books Purchased % +

Book Expenditures % +

Textbook prices and the CPI

Figure 1: Estimated Increases in New College Textbook Prices, College Tuition and Fees, and Overall Consumer Price Inflation, 2002 to 2012

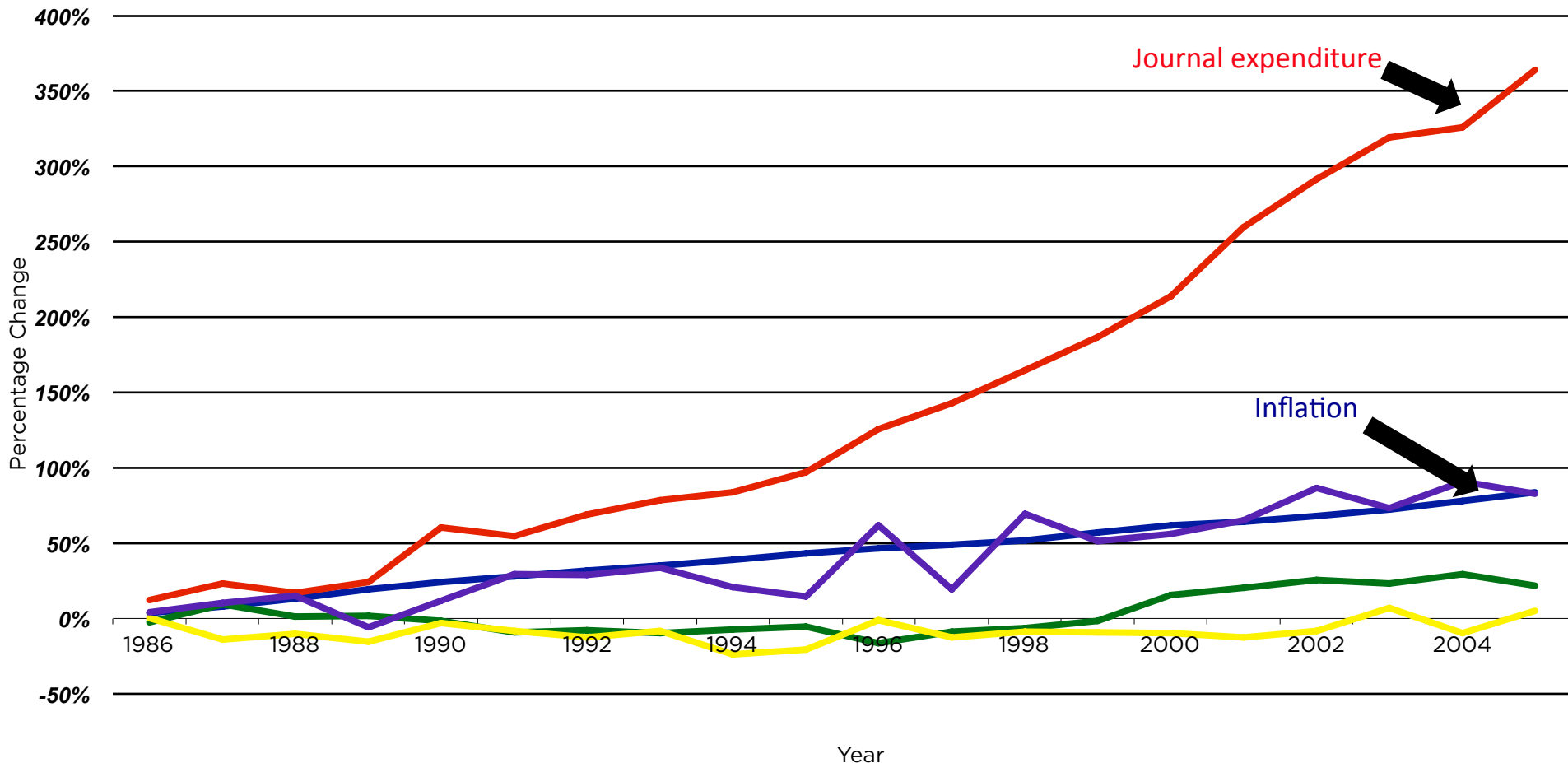


Source: Bureau of Labor Statistics' Consumer Price Index data.

déjà vu?

Library budgets & journal prices

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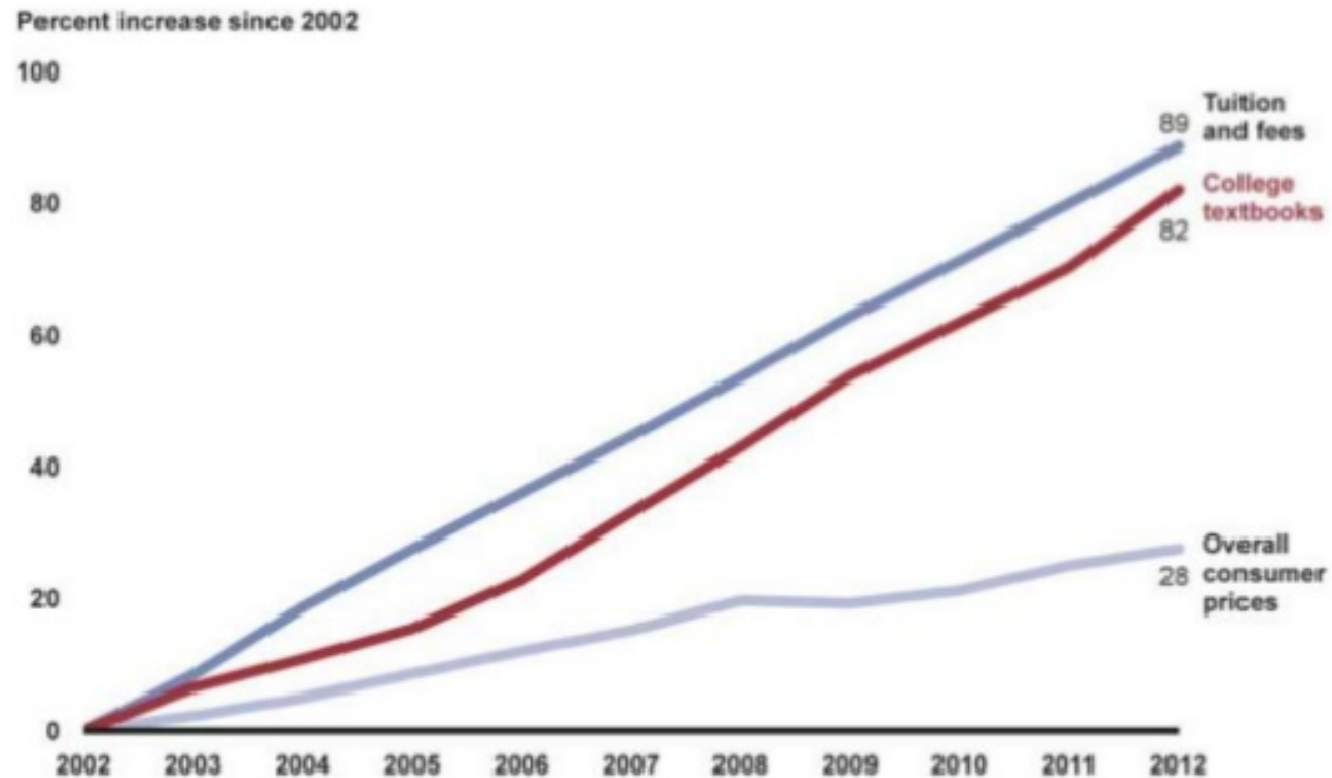
Serials Purchased % +

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Textbook prices and the CPI

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Source: Bureau of Labor Statistics' Consumer Price Index data.

Nope.

Despite the promise of the Internet, the materials we most need the freedom to work with remain largely under **restrictive pricing** and **reuse** policies.

We have 20th century policies
governing 21st century information.



First and easiest answer is, of
course, **money**.

“The annual revenues
generated by STM **journal**
publishing were estimated at
US **\$9.4** billion in 2011...”

“During same time period,
annual revenues for textbook
publishers were estimated at
US \$8.8 billion ...”

That's a lot of revenue...now let's
consider the profits.

Profit Margins

<i>operating profit</i>	<i>company</i>	<i>industry</i>
7%	Woolworths	supermarkets, poker [®]
12%	BMW	automobiles
22%	Coca-Cola	adding sugar to water
23%	Rio Tinto	mining
36%	Apple	premium computing
34%	Springer	scholarly publishing
36%	Elsevier	scholarly publishing
42%	Wiley	scholarly publishing

Source: pic.twitter.com/L3U6GWhM

And we know where that money
comes from...

Libraries.
Students & their families.

Prohibitive costs means this
information is available to the few
– not the many.

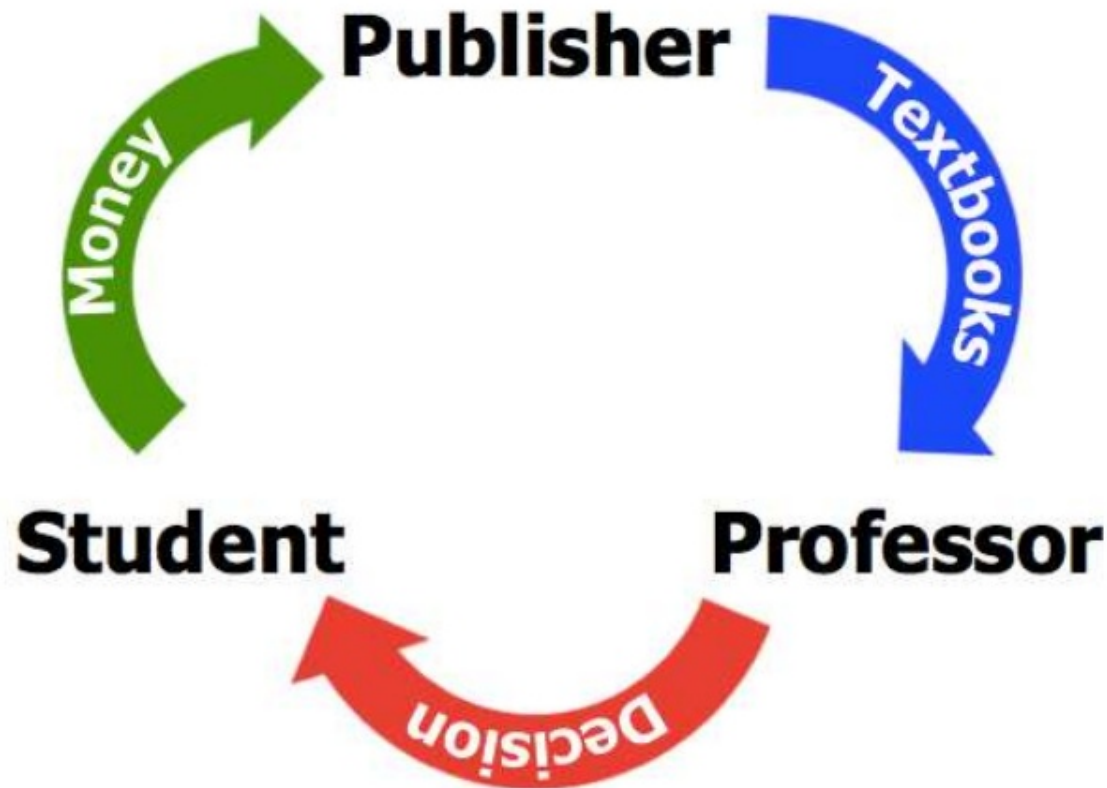
We're forced into living with **work-**
arounds.

Money is only one factor.

Fundamental characteristics set
the academic textbook and journal
markets apart from others.

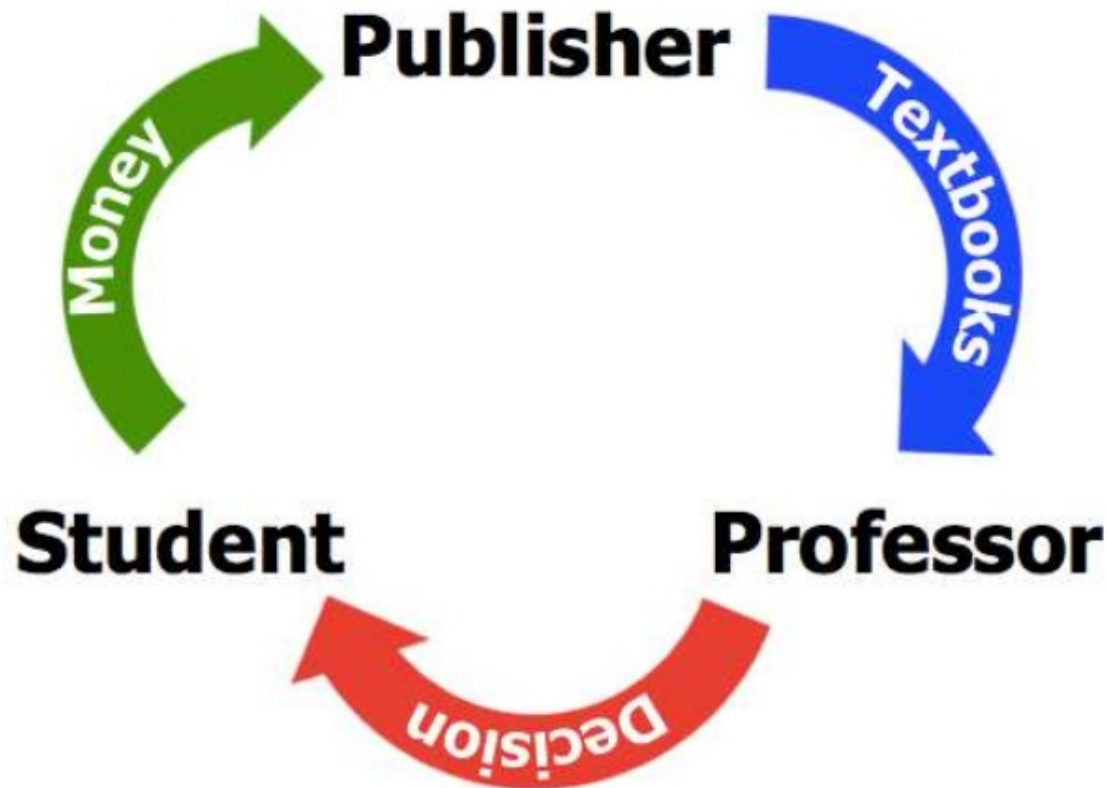
Intermediaries blunt price
sensitivity.

Market Failure



Now look at that slide again, just
substitute “Libraries” and
“Researchers” for students and
professors...

Market Failure



It's déjà vu all over again...(thanks,
Yogi.)

No Substitutions.

If you need The Lancet...



...You need The Lancet.

No such thing as “The Lancet Lite.”

And one last thing...

Scholars are still largely evaluated on the reputation of the **journal titles** they publish in, rather than the direct quality of the **articles** they publish.

Ok. Depressed enough?



No, no, no...hope is **not** lost. Not by
a long shot!

A tale of two “open” movements.



Open
Educational
Resources

Similar **drivers**, as we've just seen.

But also: similar goals, values,
strategies and tactics.



“By open access, we mean the **free availability** of articles on the public internet, **permitting any users to** read, download, copy, distribute, print, search or link to the full text of these articles, crawl them for indexing, pass them as data to software or **use them for any other lawful purpose...**”

- The Budapest Open Access Initiative – February 14, 2002

Open Access = Immediate Access +
Full Reuse



Open
Educational
Resources

“OER are teaching, learning and research resources that reside in the public domain or released under an intellectual property license that permits their **free use and repurposing** by others”

-The Hewlett Foundation Definition of OER

OER = Free Access + Full Reuse
Rights

The “5R” Permissions

Retain

- Make and own copies

Reuse

- Use in a wide range of ways

Revise

- Adapt, modify, and improve

Remix

- Combine two or more

Redistribute

- Share with others

Both OA and OER emphasize the absolute imperative to enable unobstructed digital reuse of these materials, to fully exploit the **power** - and the **value** - of the information they contain.

Both movements believe that
“Open” provides both a **solution** to
a problem, as well as a **lever** to
create new opportunities.

Ultimate end-game: Set the default
to “Open.”

Steady progress being made by
both movements to:

1. Create infrastructure.

2. Create Legal Framework.

3. Create Sustainable Business Models.

4. Create Policy Framework

5. Create Collaborations

Challenges are big, but the
Opportunities are bigger.

Our community holds powerful cards.



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Dreamstime.com

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Guaranteed or your money back

1. We are the **content producers**.
2. We are the **customer base**.
3. We have options for **individual** and **collective** action.
4. Actions can be **small** (cancel subscription) or **large** (collective infrastructure project).

It's up to us. Let's get to work!

Thank You for Listening.

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