



T&F Round Table, October 2011

Open Access The Canadian Perspective

Rohays Perry  Editorial Director, Taylor & Francis



What's in this session?

- The Open Access landscape
- T&F survey of Canadian Researcher Attitudes to Open Access
- Your views - where next?





1

Open Access landscape



From library shelf - to Everyman's monitor

Until 1990s – Print journals

- Library shelves
- Mailed to individuals
- Society member copies
- Bibliographies, digests, content collection services
- Letters to the Editor

Since 1990s – rise of online

- Library collections
- Online workflow
- Archive digitisation
- Cross-platform searching & indexing
- Email content alerts
- Blogs & discussions
- Citation linking

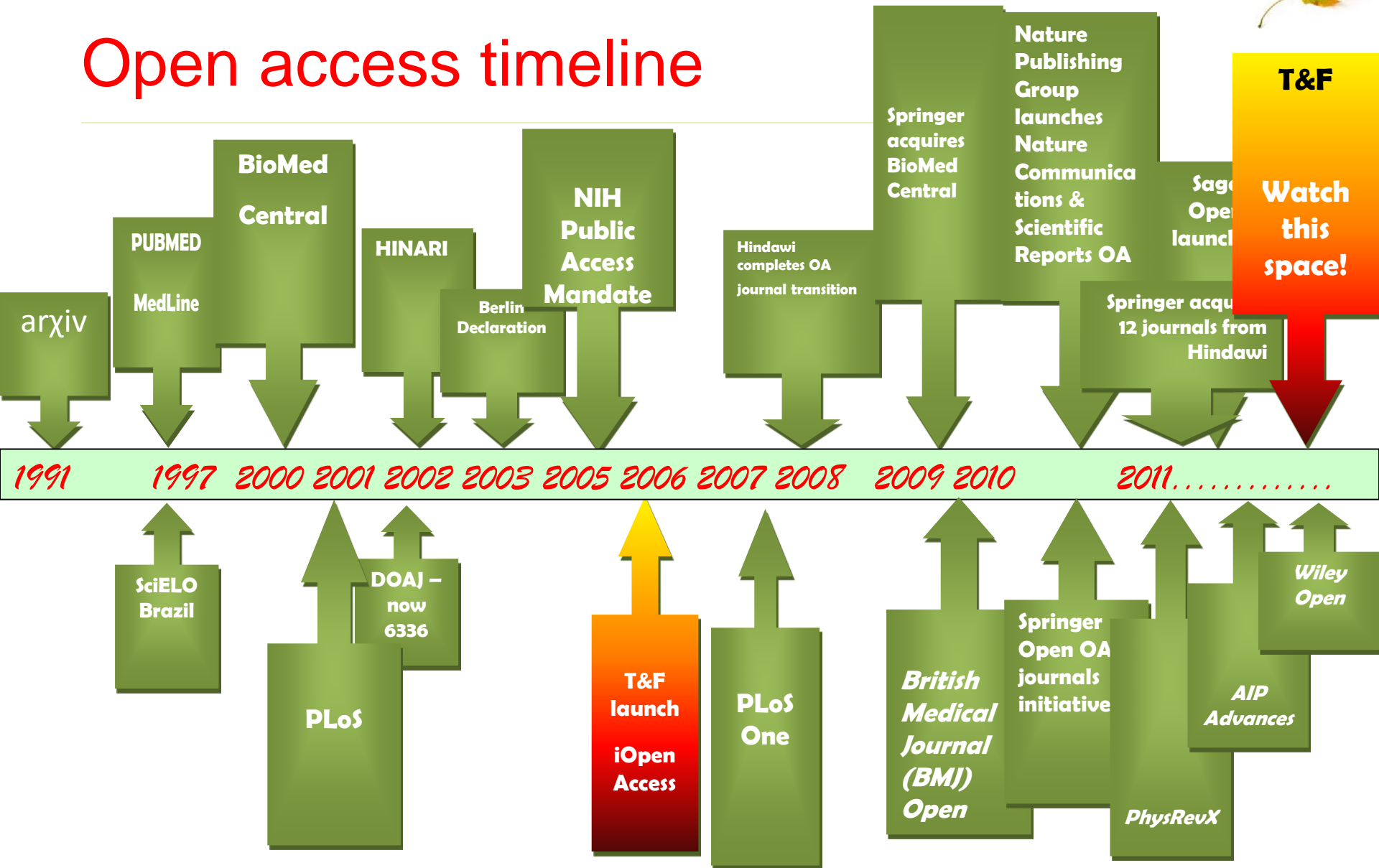
2012 – and onward

- Universal free-to-read content?





Open access timeline





Is one journal model better than the others?

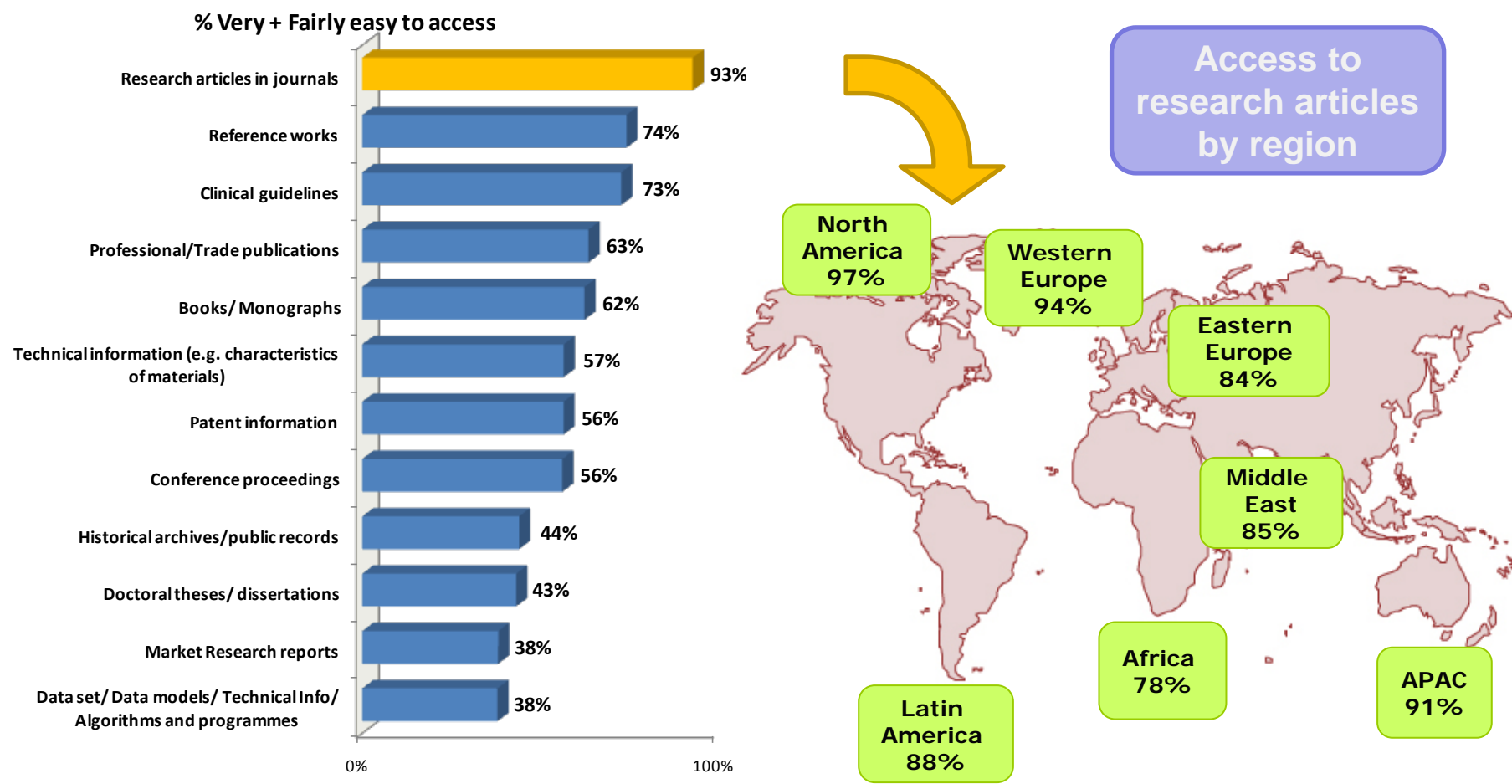
Three models of journal economics:

- **‘Traditional market’** – demand-side, free to publish, collective subscription, free at point of use; founded on traditional subscriptions, plus society members, library consortia, advertising, pay-per-view, *eg Nature or Science, traditional commercial journals*
- **‘Financial subsidies’** – free to publish, free to access; central agency, philanthropic foundation, government, international body allocates funding; works well whilst financial support persists, *eg Housing Policy Debate, UNESCO titles*
- **‘Author/funder pays’** – supply-side, pay to publish, free to access; researchers with funding AND quality papers most successful, ie financial dynamics influence publishing outcomes, *eg PLoS One*





Researchers satisfied with journal access



Source: PRC global study (2010);
http://www.publishingresearch.net/documents/PRCAccessvsImportanceGlobalNov2010_000.pdf



2 The Survey

Did you know? Canada currently has 665 active, scholarly peer-reviewed titles, of which 105 (16%) are Open Access (OA) titles. With respect to the proportion of OA titles, Canada is third after Brazil (46%) and India (18%)

Source: Ulrich's and Thomson-Reuters Web of Science 2010



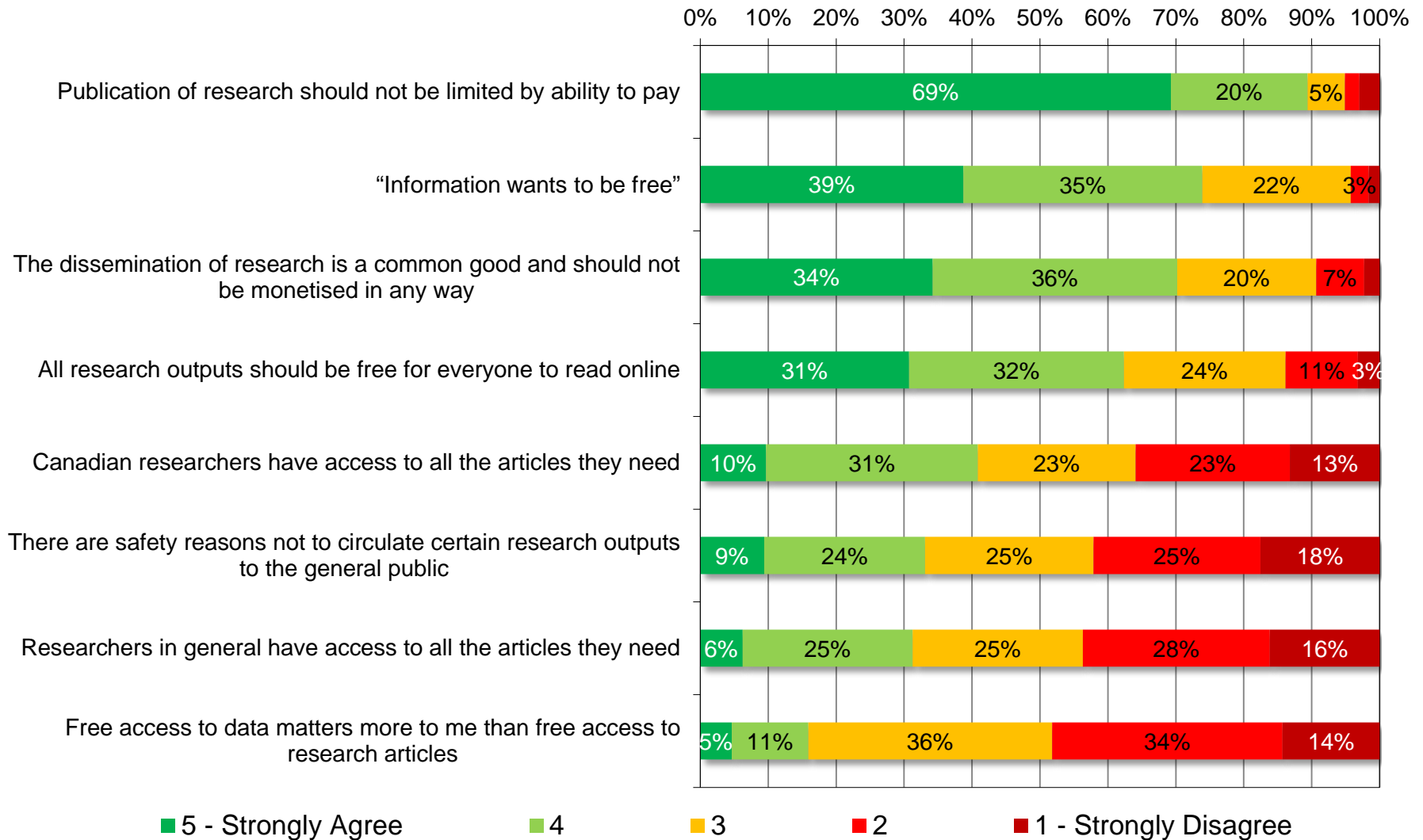
Methodology

- 3000 authors who published articles with T&F in 2010-11
- Country of affiliation at time of publication: Canada (474 claim Canada as country of origin, rest are international)
- 571 responses (223 female, 295 male)
- Professor/Associate Professor/Assistant Professor: 33%
- Science & Technology: 33%
- Social Sciences & Humanities: 67%
- Emailed link to online survey. Completed surveys were randomised, and one respondent drawn to receive a \$100 Amazon.ca voucher



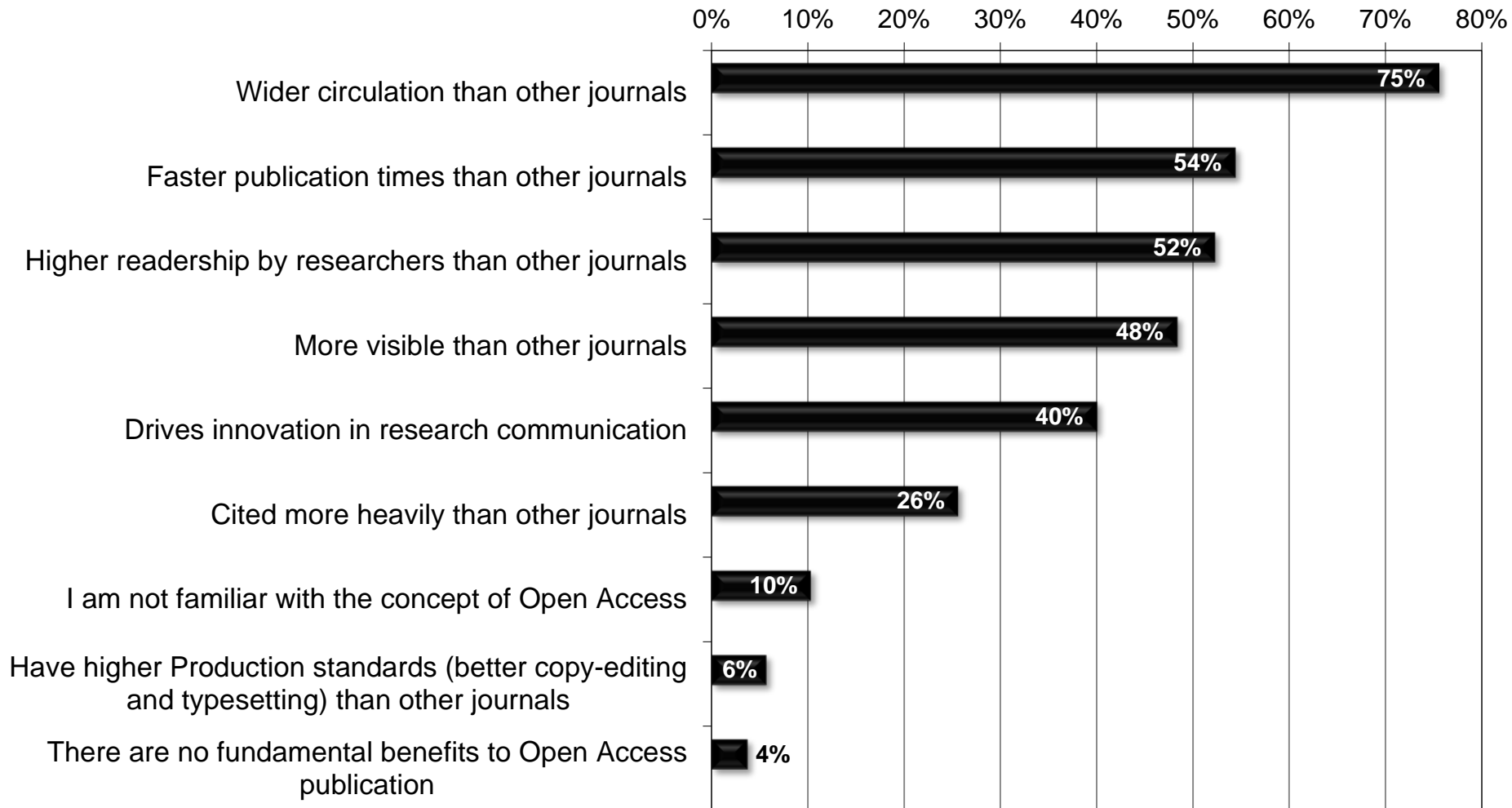


Attitudes & values re research communication



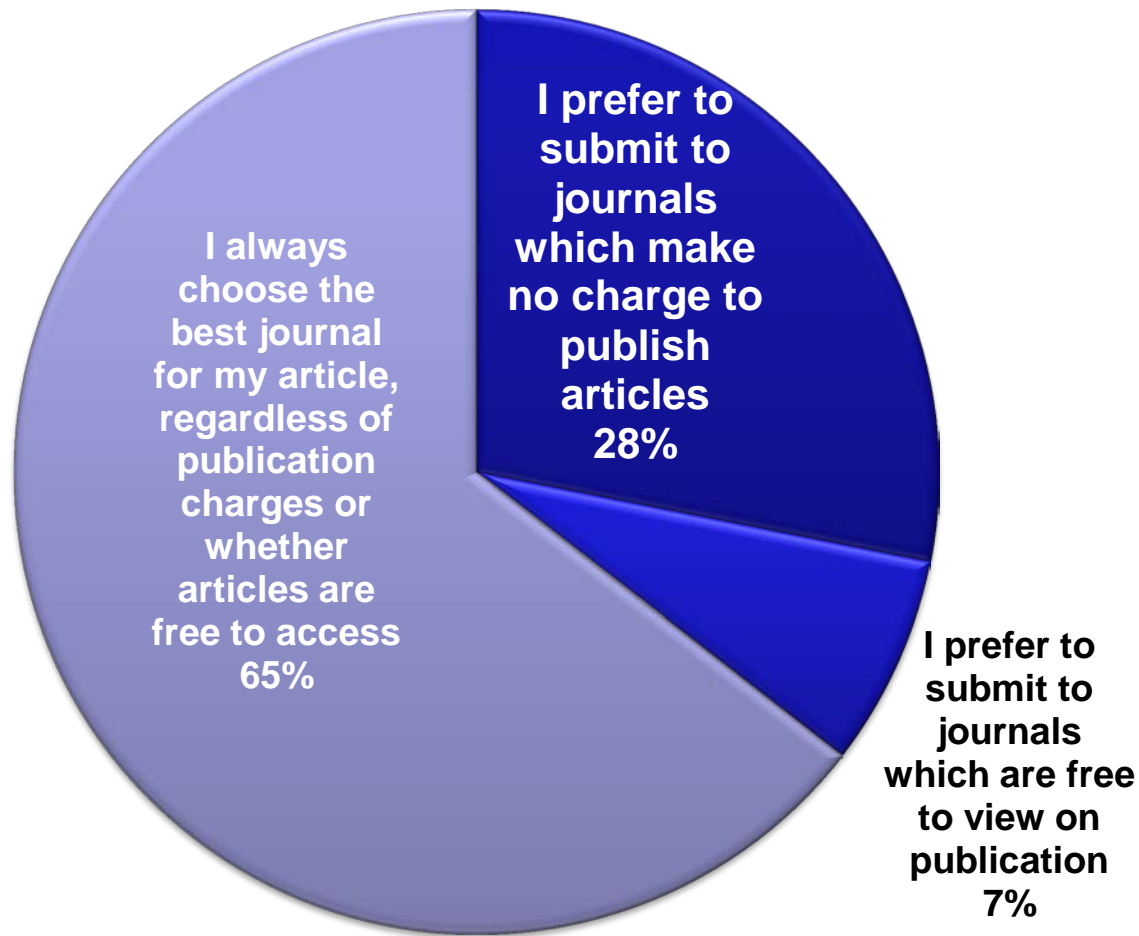


The benefits of Open Access



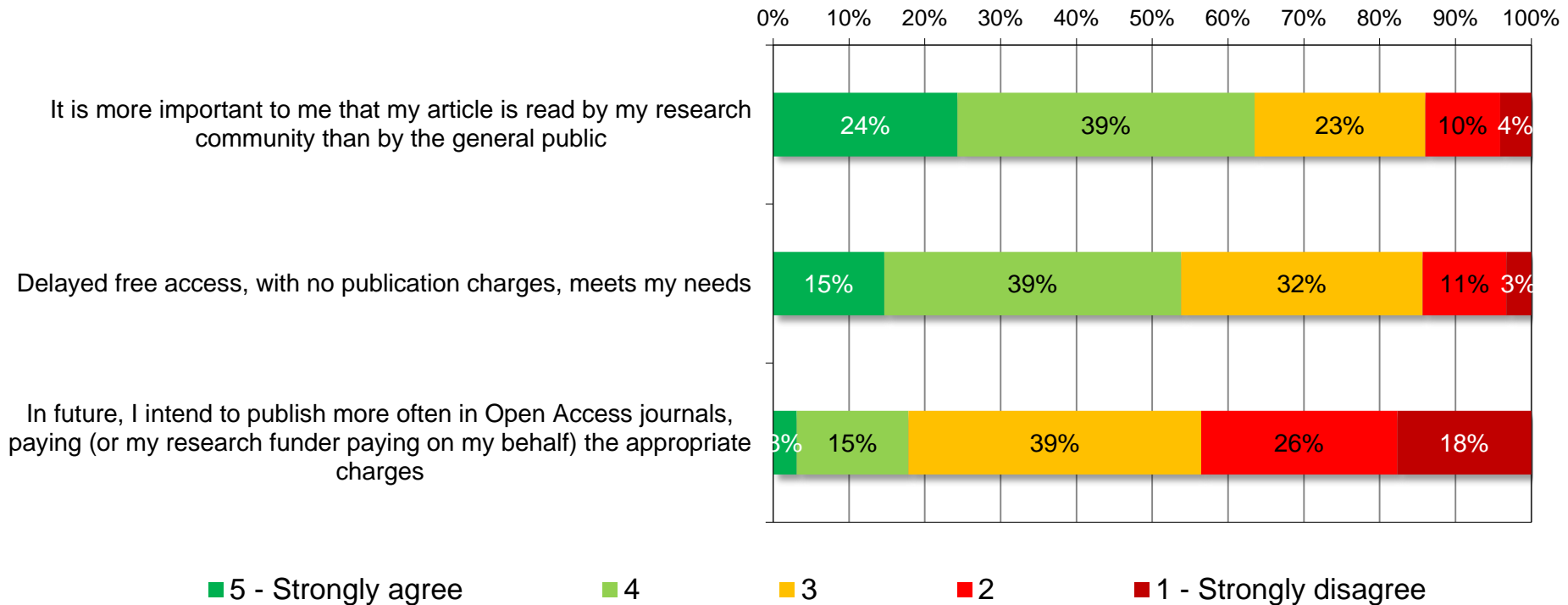


Your article submission practices



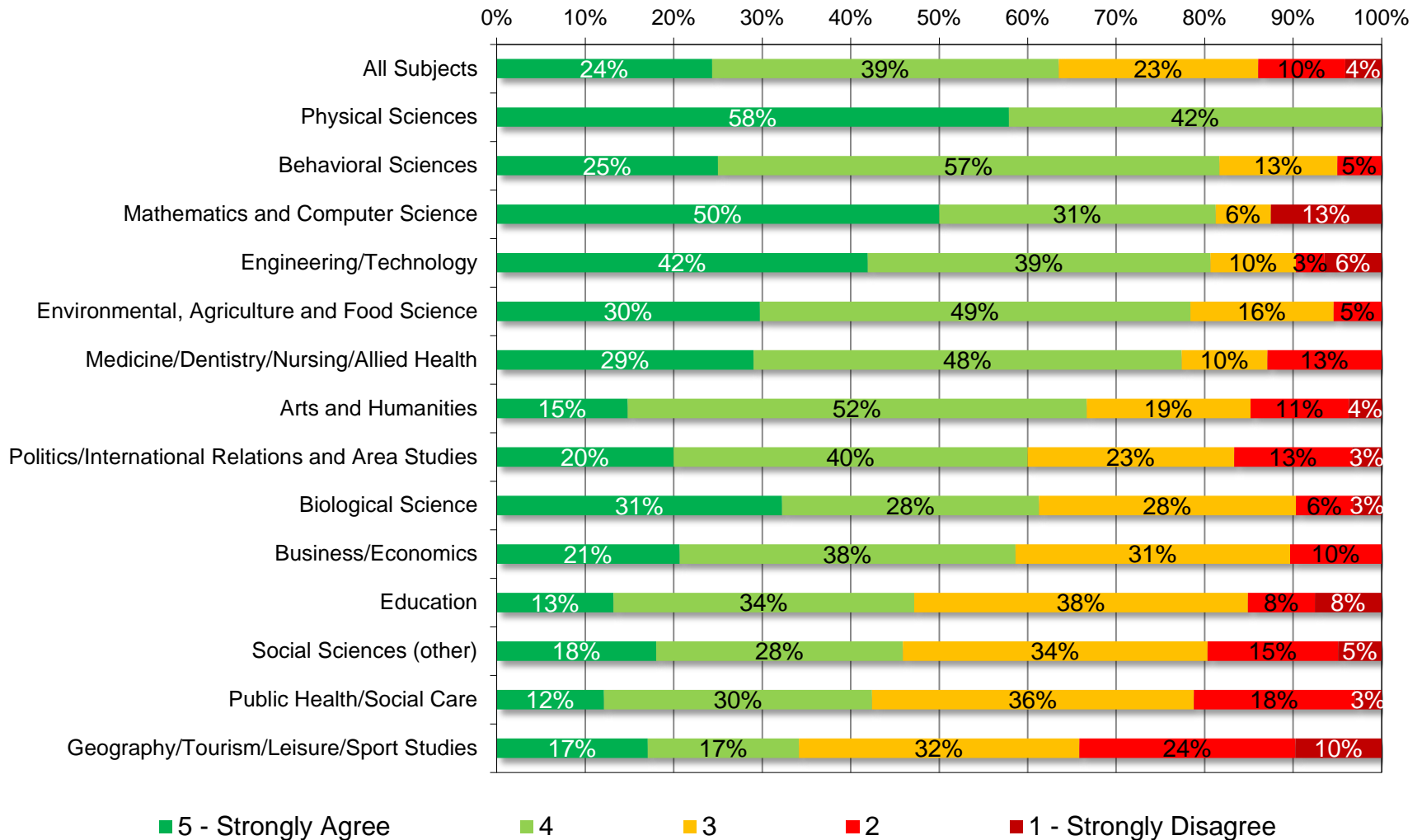


Your own article publishing practices



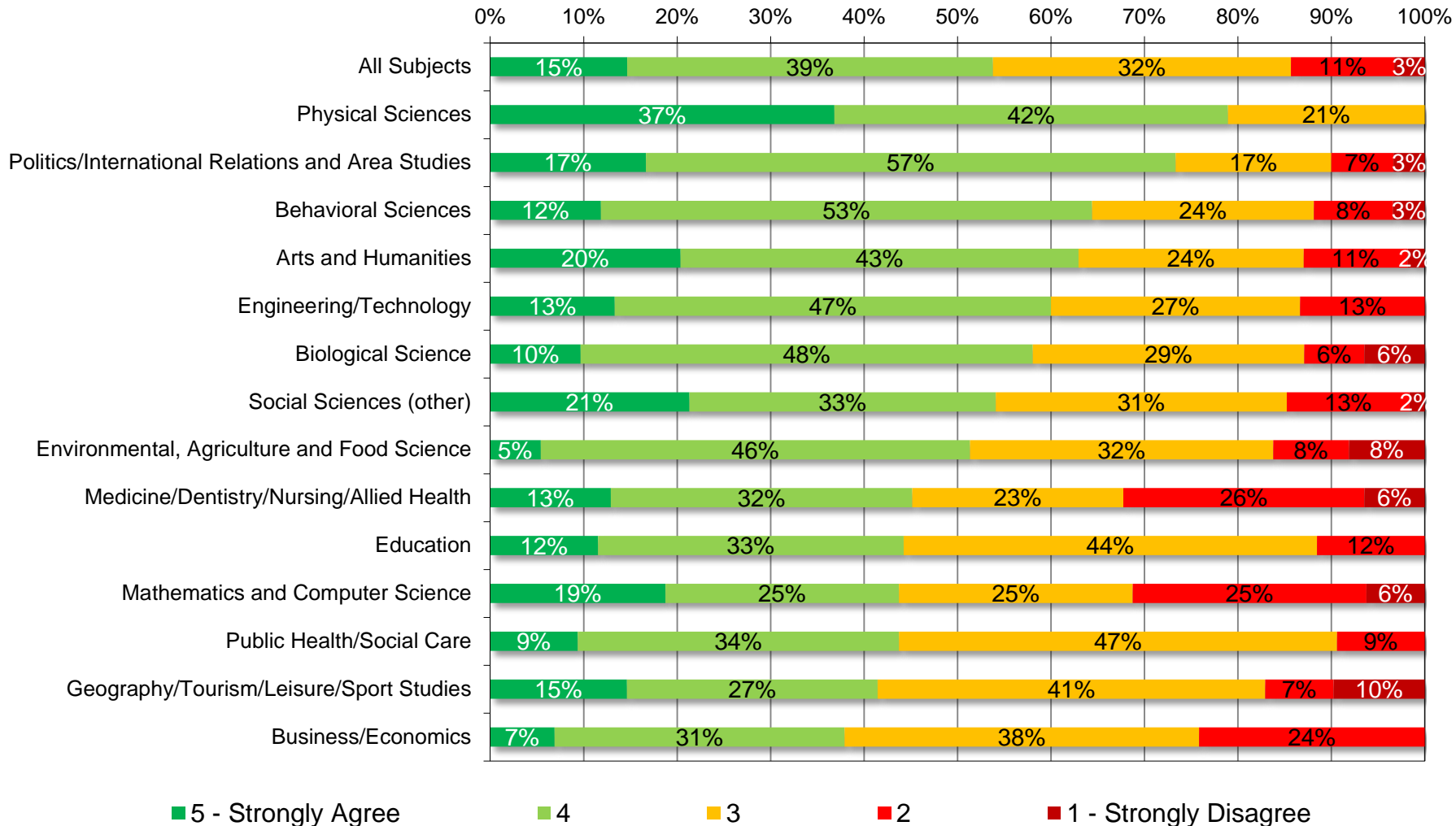


Research readers vs general public



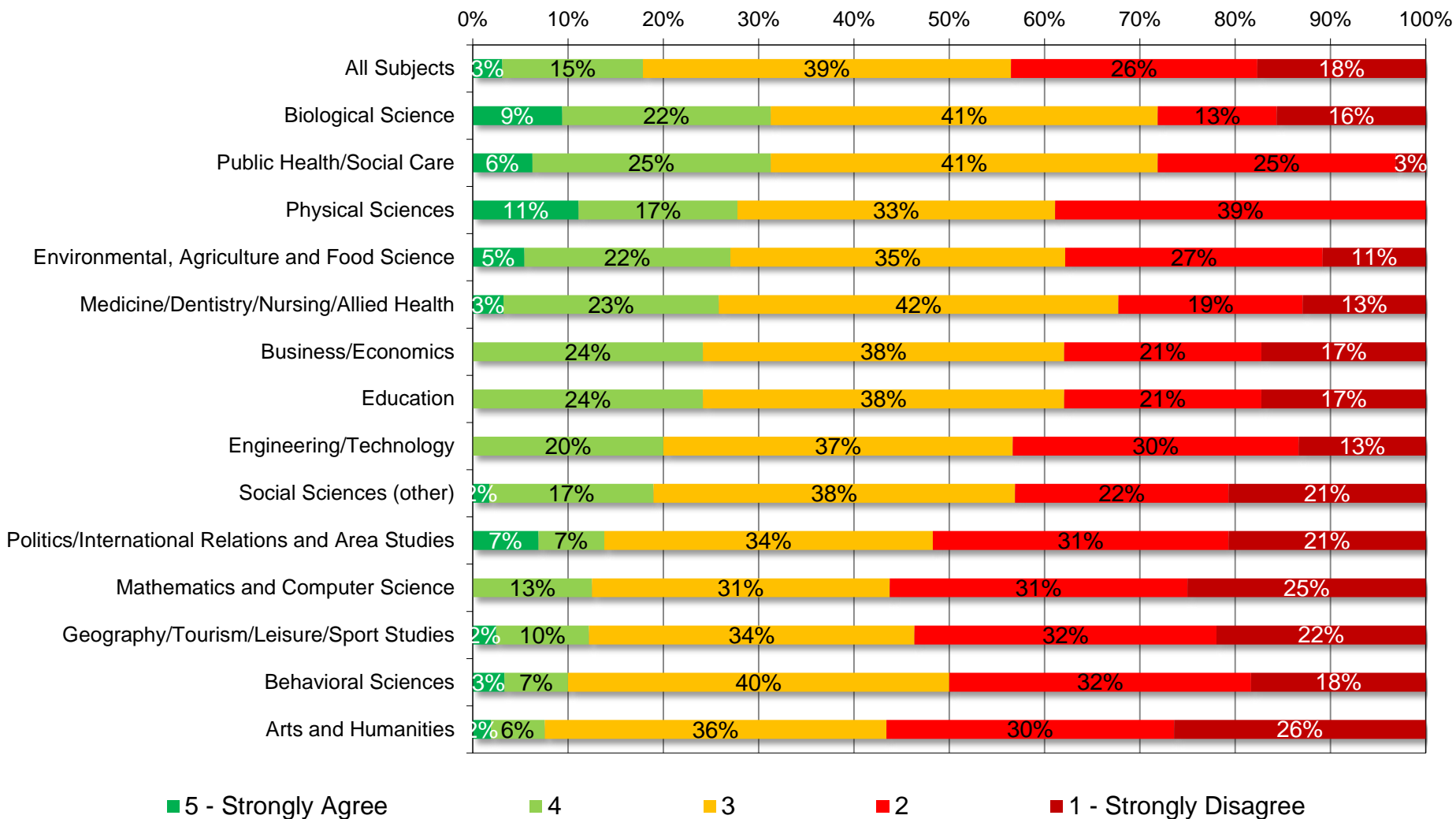


Does delayed free access suffice?



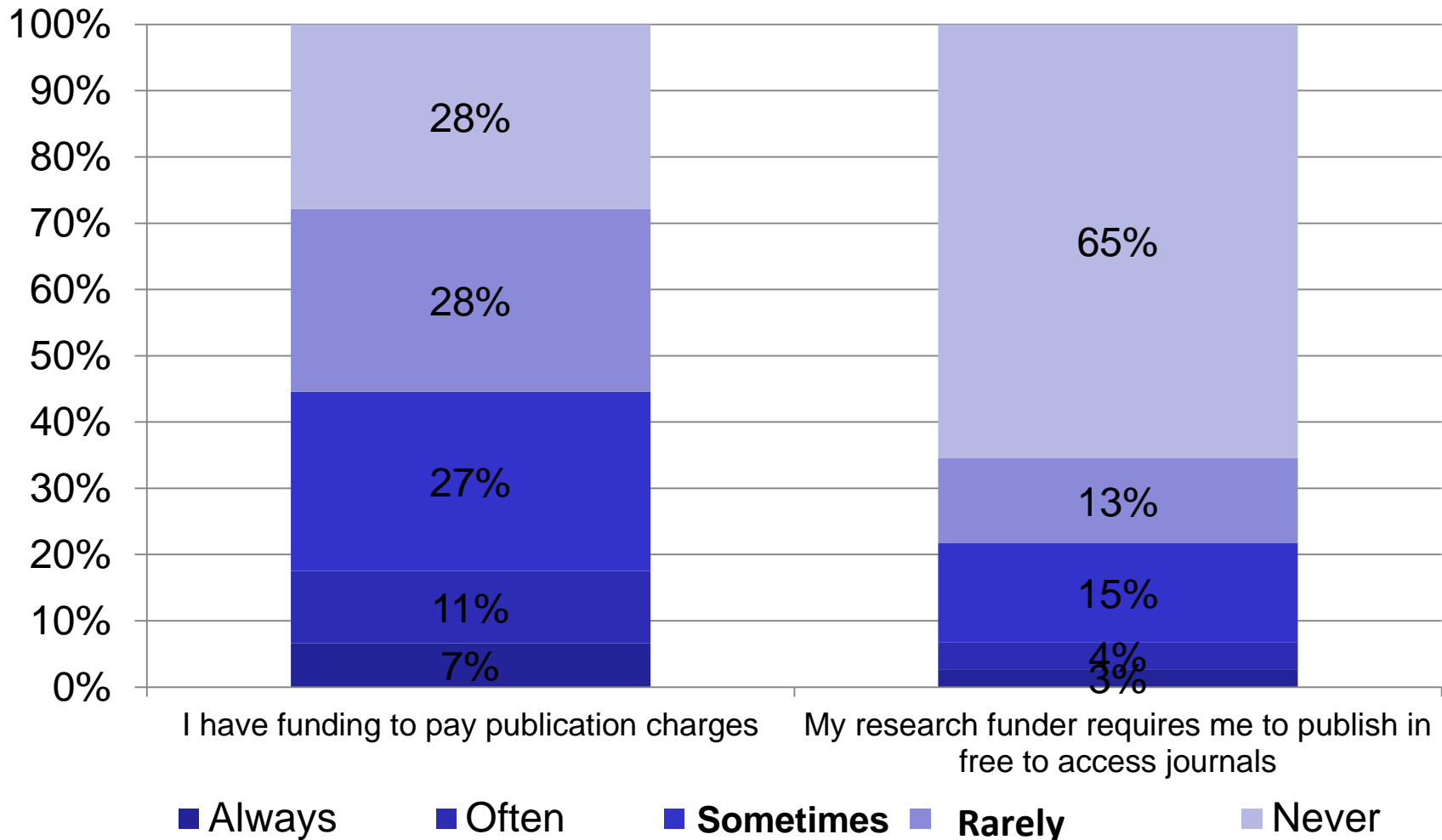


Future OA publishing plans



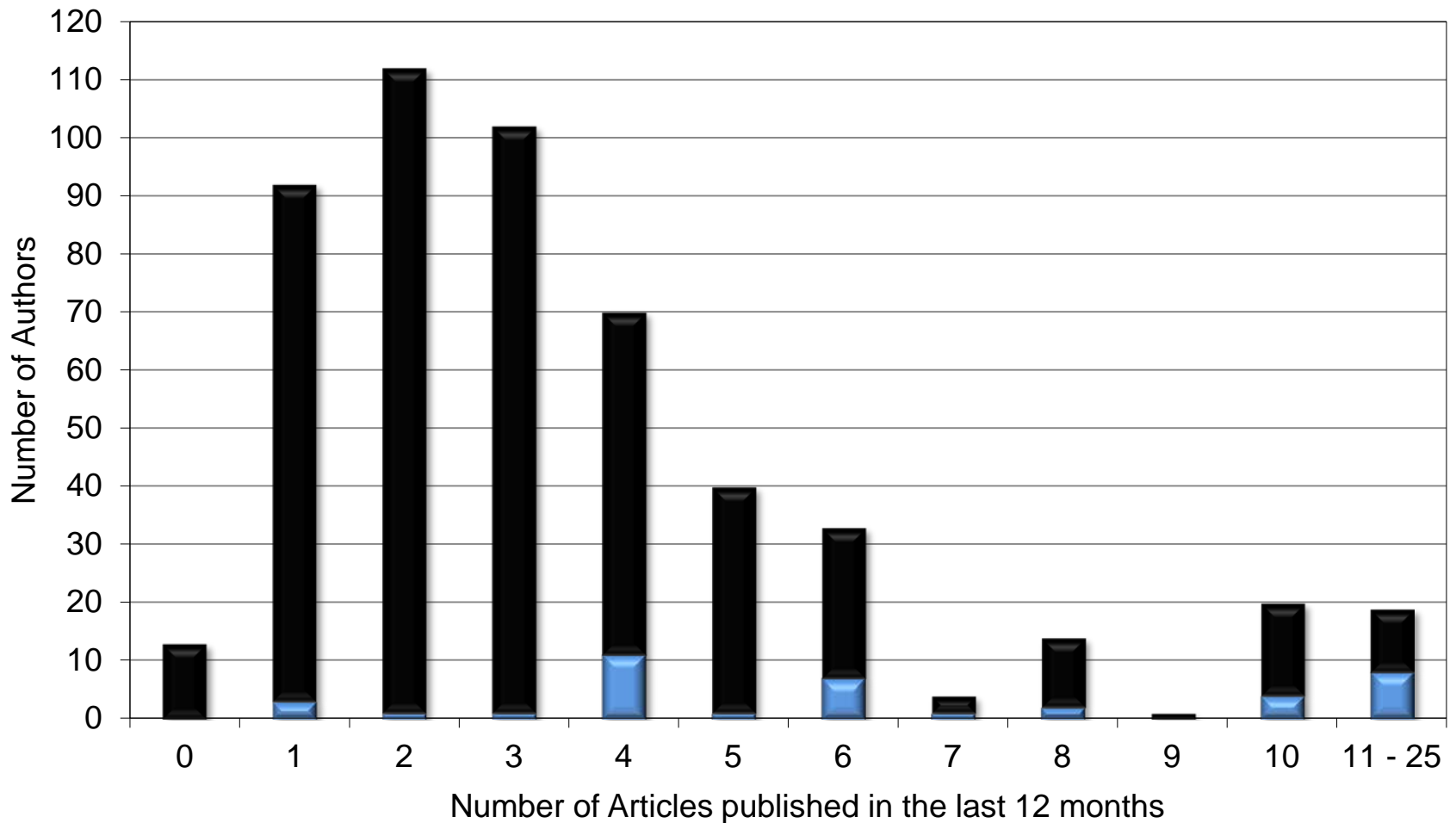


How does funding affect your publishing?



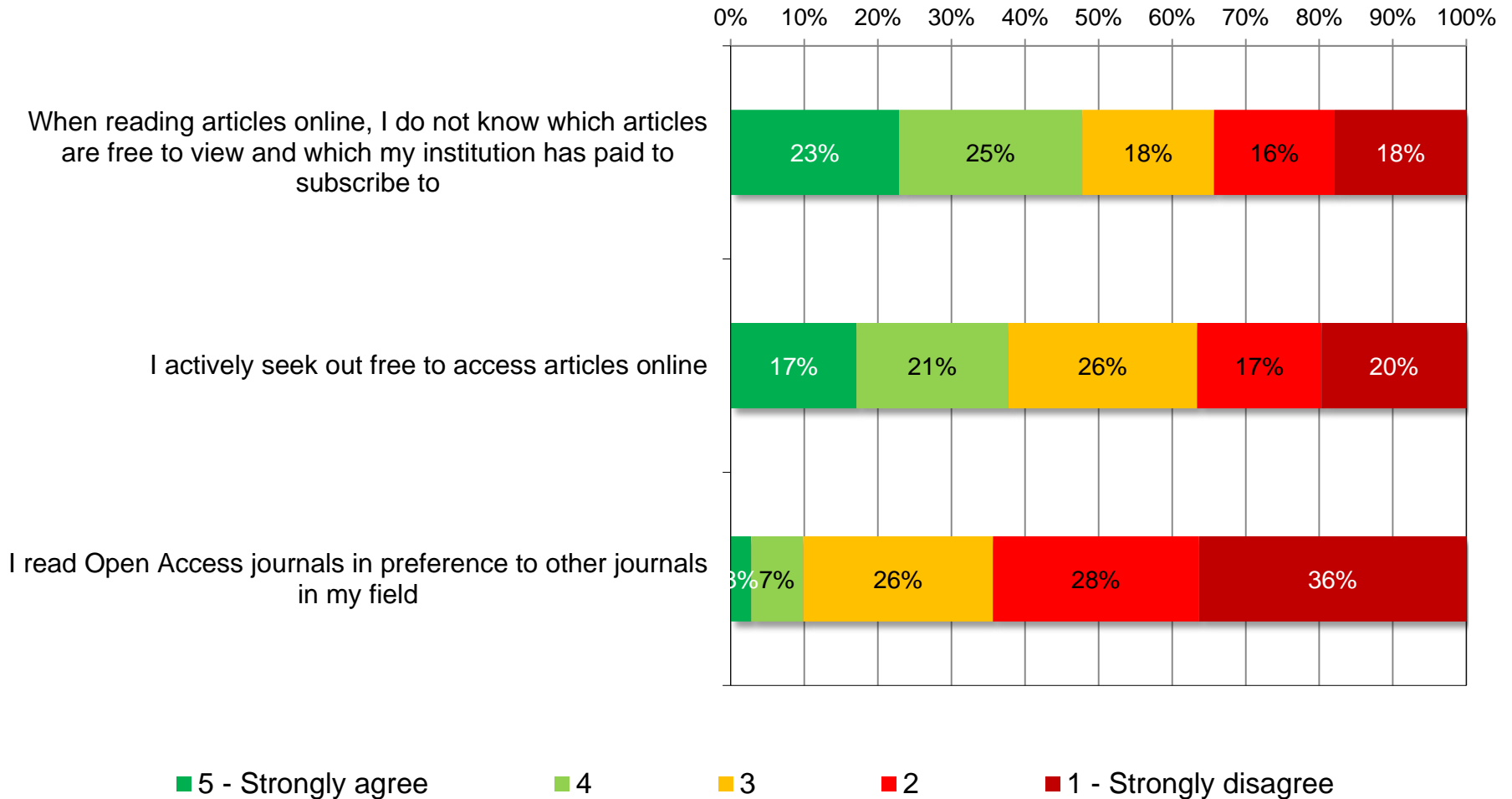


Proportion of OA vs Non OA articles



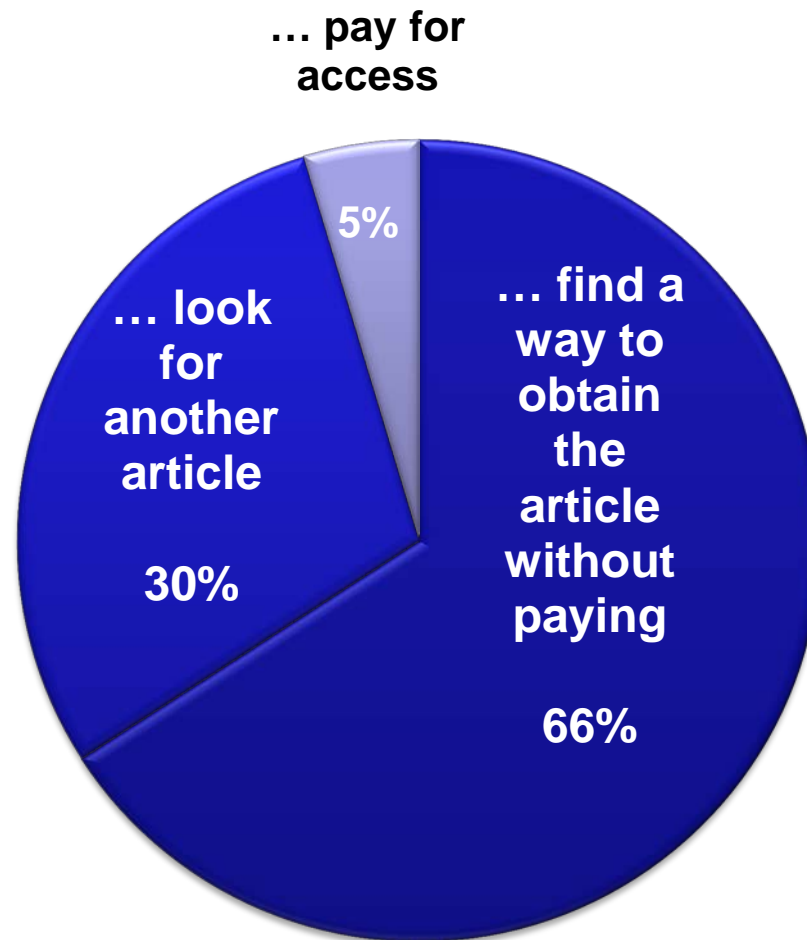


What are your own reading practices?





When I hit an article pay wall, I...





Professor Christopher Sears

Associate Professor
Dept of Psychology
University of Calgary

TWICE Winner of a
T&F survey draw!

Odds: 518,000:1



 3 Your views – where next?



T&F Round Table, October 2011

rohays.perry@tandf.co.uk