

WHY YOUR UNIVERSITY SHOULD CARE ABOUT OPEN ACCESS: SOME ECONOMIC CONSIDERATIONS

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Context

- ▣ Information systems perspective on scholarly communication (Björk, 2007)
- ▣ Economic studies on the scholarly publishing system:
 - CEPA (2008) – identified costs and cashflows in the system, worldwide and UK
 - Houghton et al (2006a, 2006b, 2009a, 2009b, 2009c) – identified costs and cashflows plus efficiency effects
- ▣ Other studies on comparative costs of subscription and OA publishing in individual institutions

'Houghton Model'

- ▣ Available to download online
- ▣ Anyone can use their own data to populate it
- ▣ Models three alternative Open Access communication scenarios

Three scholarly communication scenarios

- ▣ Self-archiving in repositories ('Green' Open Access)
 - In parallel with subscription journals
 - Instead of subscription journals, via repositories with overlay services
- ▣ Open Access journals ('Gold' Open Access publishing)

Rationales and assumptions

- ▣ Obvious direct cost savings (subscriptions, ILL, PPV)
- ▣ Open Access makes it easier to find and retrieve the material a researcher needs to READ
- ▣ Open Access makes it easier to find and retrieve the material a researcher needs when WRITING papers
- ▣ Open Access makes it easier to find and retrieve the material a researcher needs when carrying out PEER REVIEW work
- ▣ Open Access obviates the need to spend time seeking permissions or dealing with copyright and licensing issues
- ▣ etc

Our study for JISC

- ▣ Builds on the work of Bjork and Houghton:
 - Analysis of activities in the scholarly communication system
 - Attached costs to each activity
- ▣ Used the Houghton online model to calculate the value of the main cost elements
- ▣ Modelled the economic outcomes for individual UK universities of a move to each new scholarly communication scenario

Data needed for modelling

- ▣ Library-related data
- ▣ Research-related data
- ▣ Repository-related data

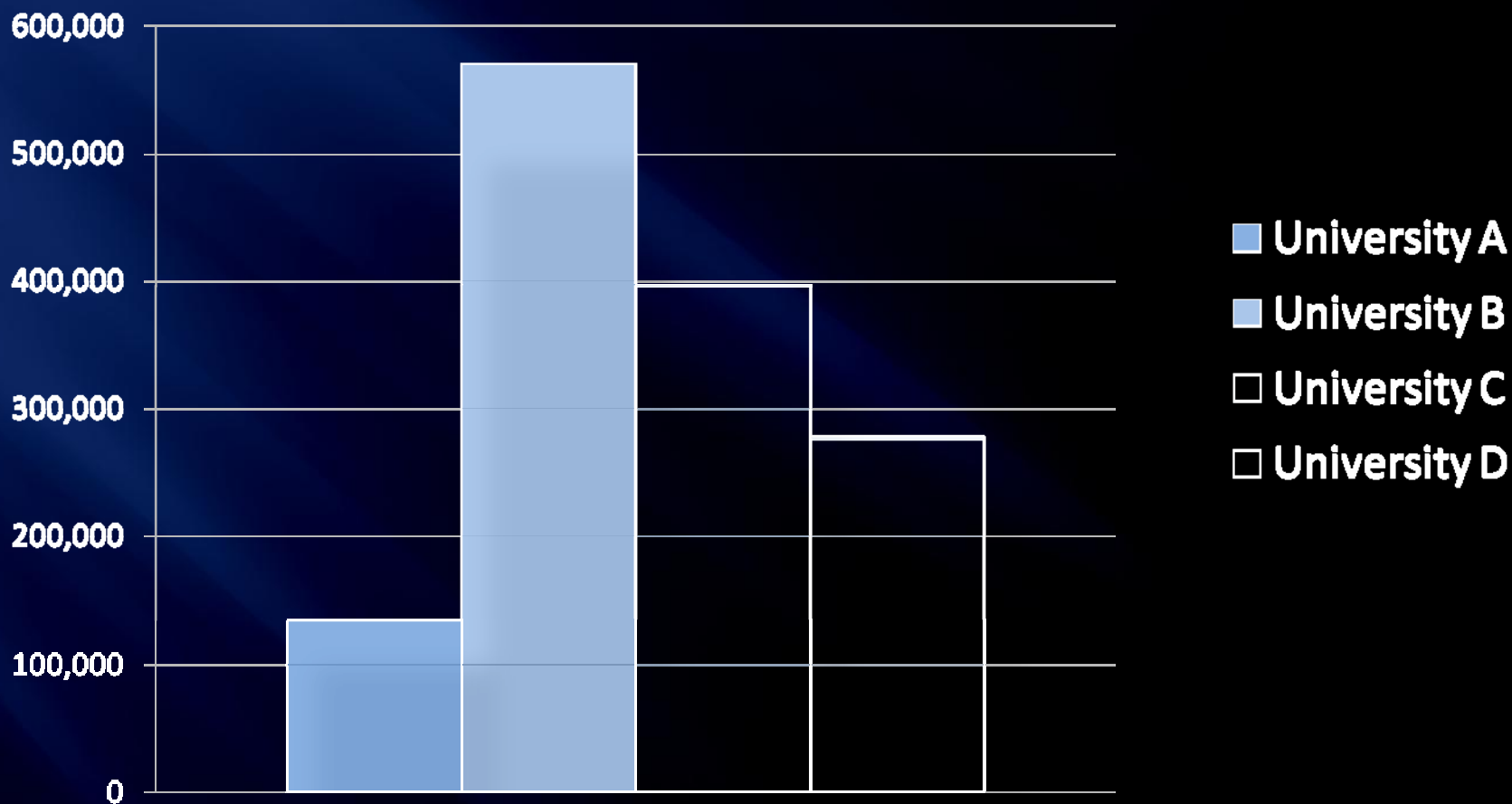
Case studies

- ▣ Four UK universities
- ▣ University A: Small, post-1992 university with a research income of c2 million GBP per annum
- ▣ University B: university with traditional strength in applied research and a strong enterprise focus: research funding c10 million GBP per annum
- ▣ University C: large, research-intensive university: research funding c75 million GBP per annum
- ▣ University D: old, large, top-flight university: research income c200 million GBP per annum

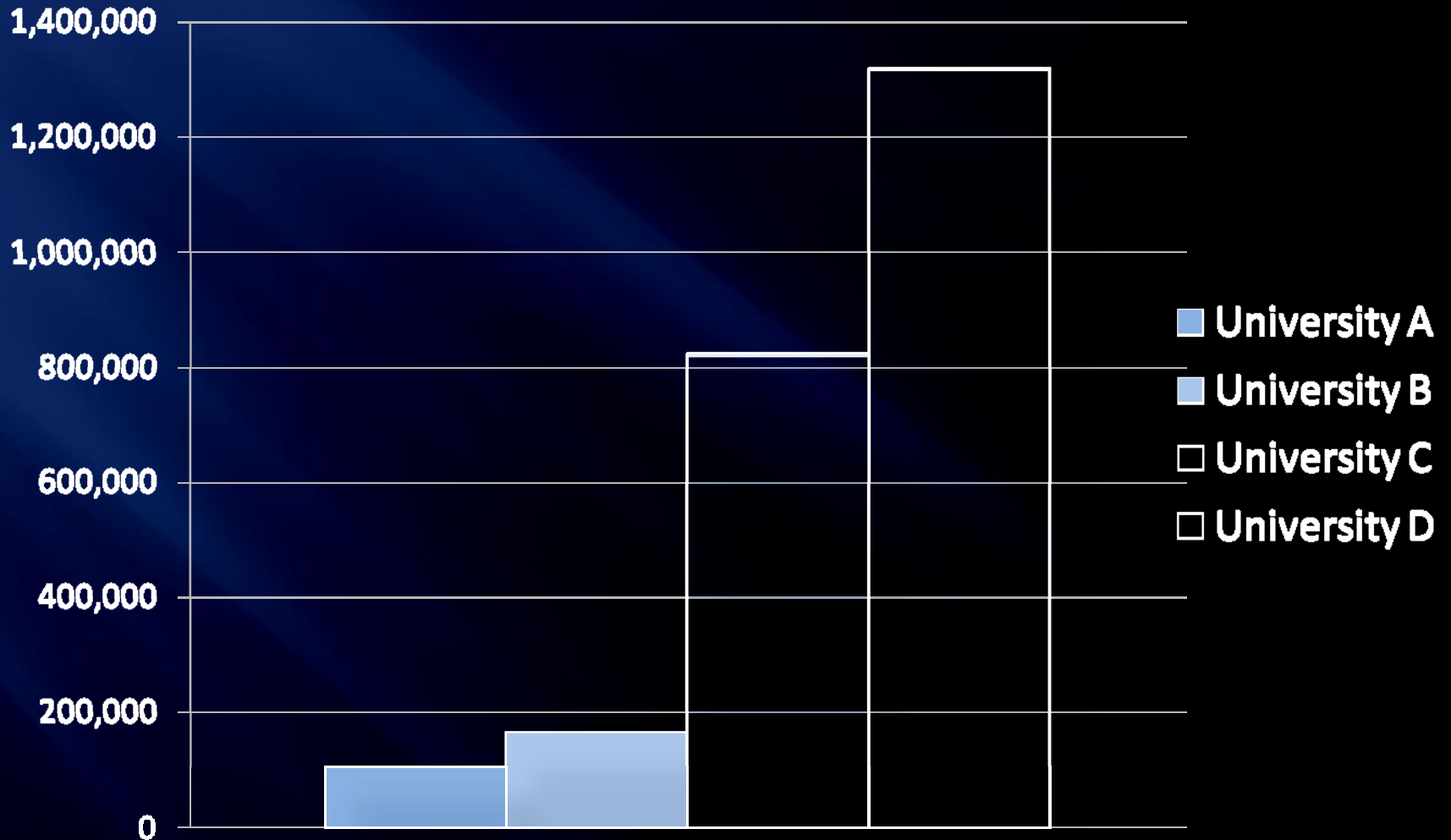
Universities differ

- ▣ Do things differently in libraries
- ▣ Buy journals in different ways
- ▣ Run more or less elaborate repositories
- ▣ Employ different numbers of people
- ▣ Pay people different salaries

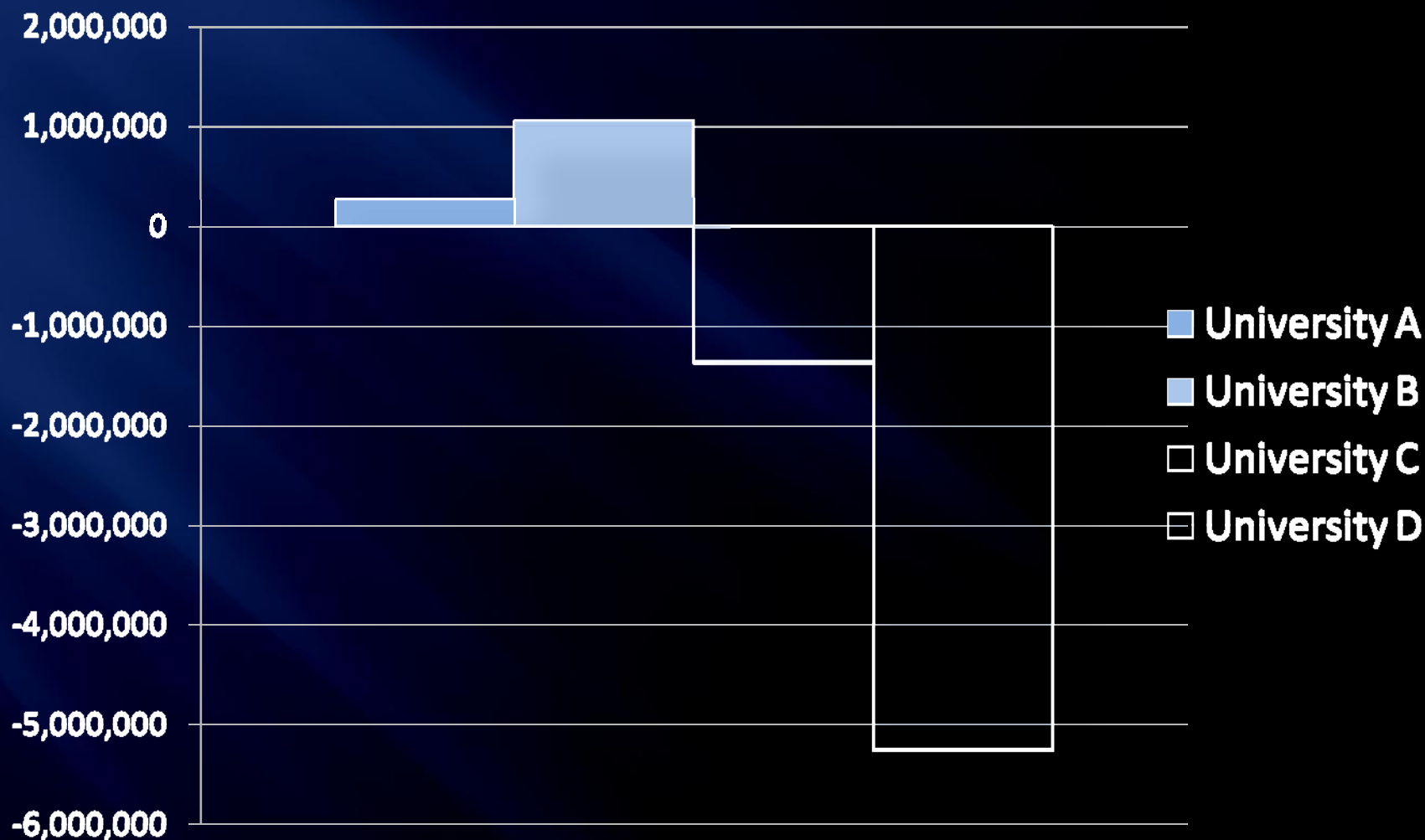
Annual savings: library handling costs



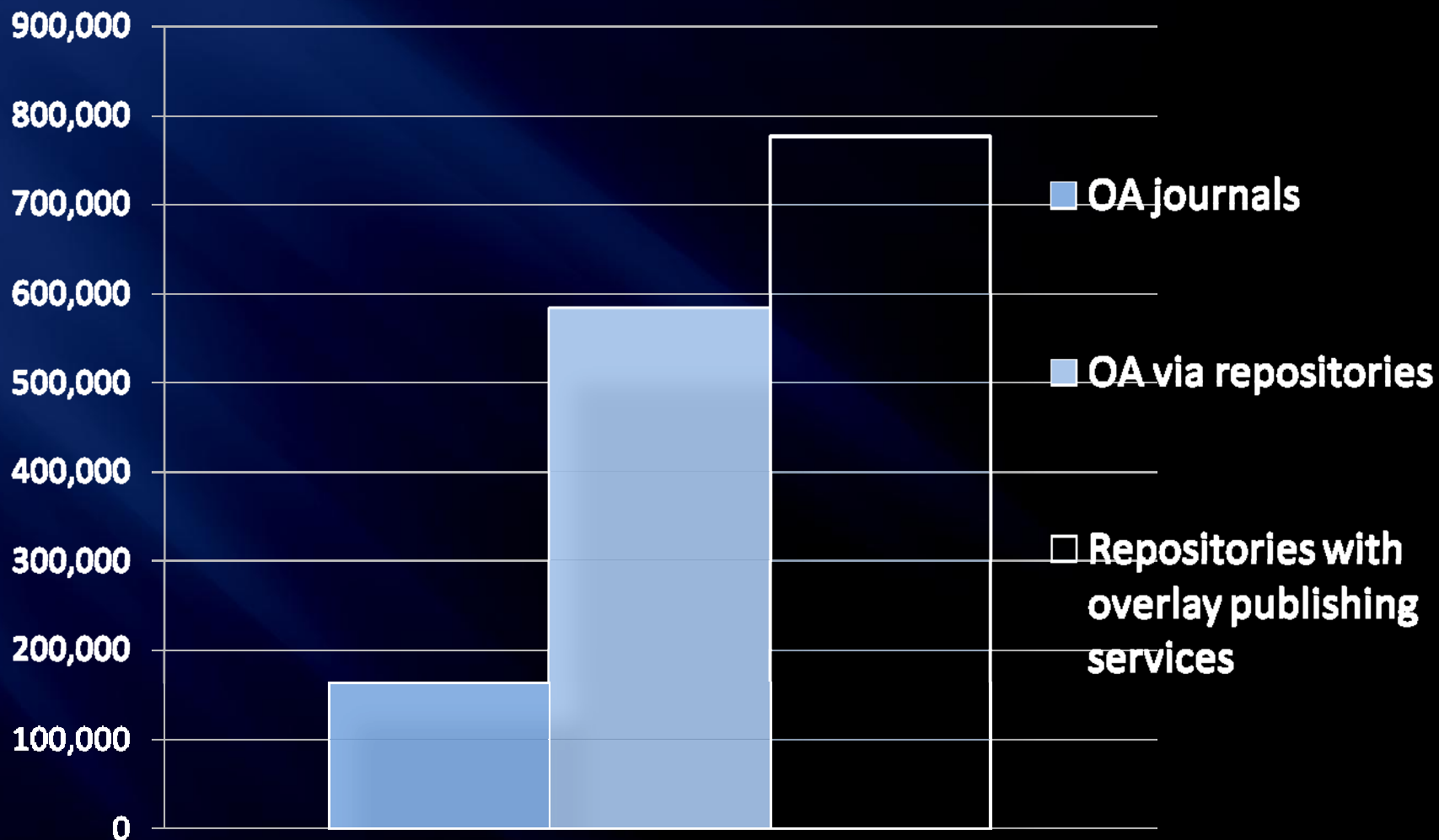
Savings from OA via repositories



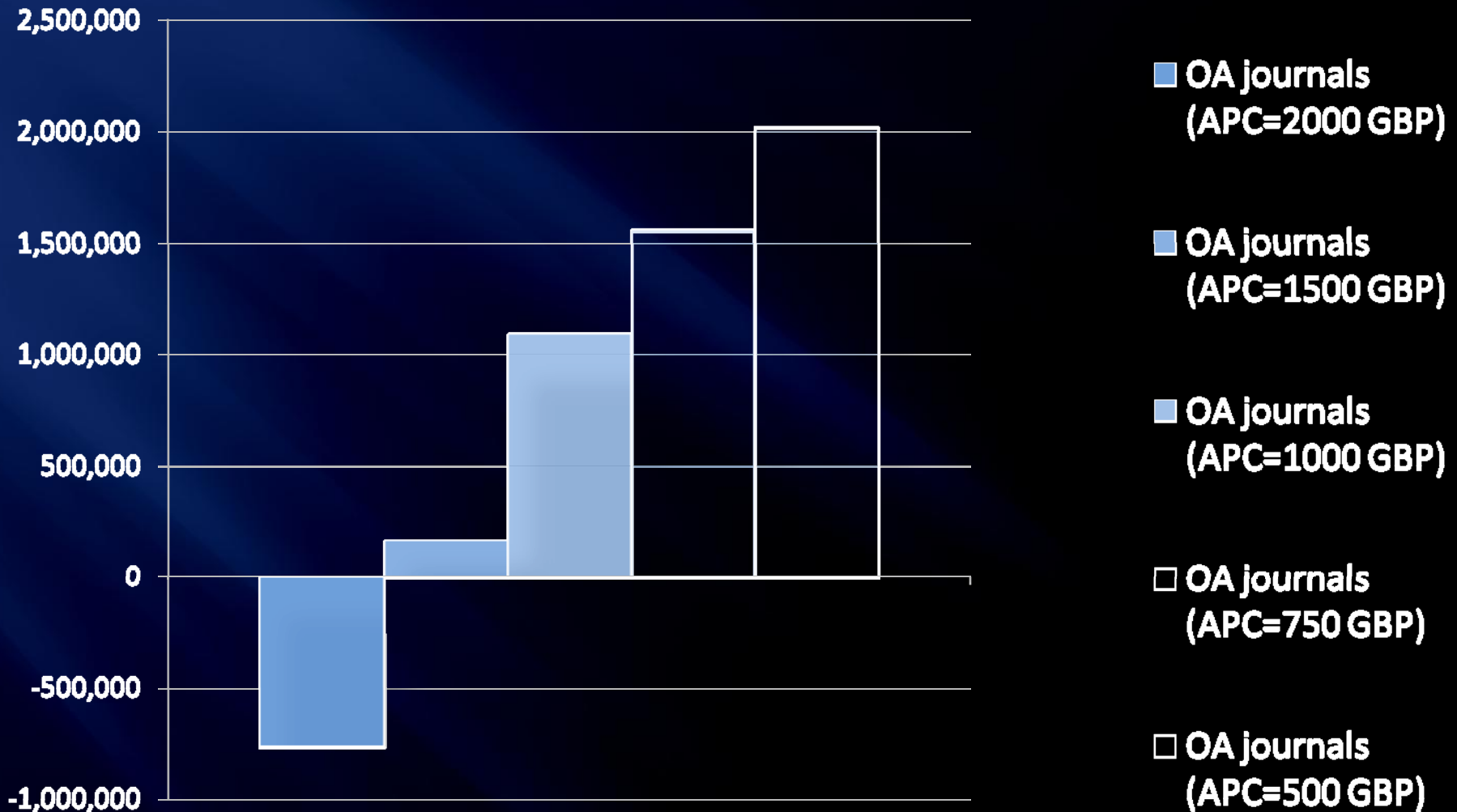
Savings from OA via OA journals



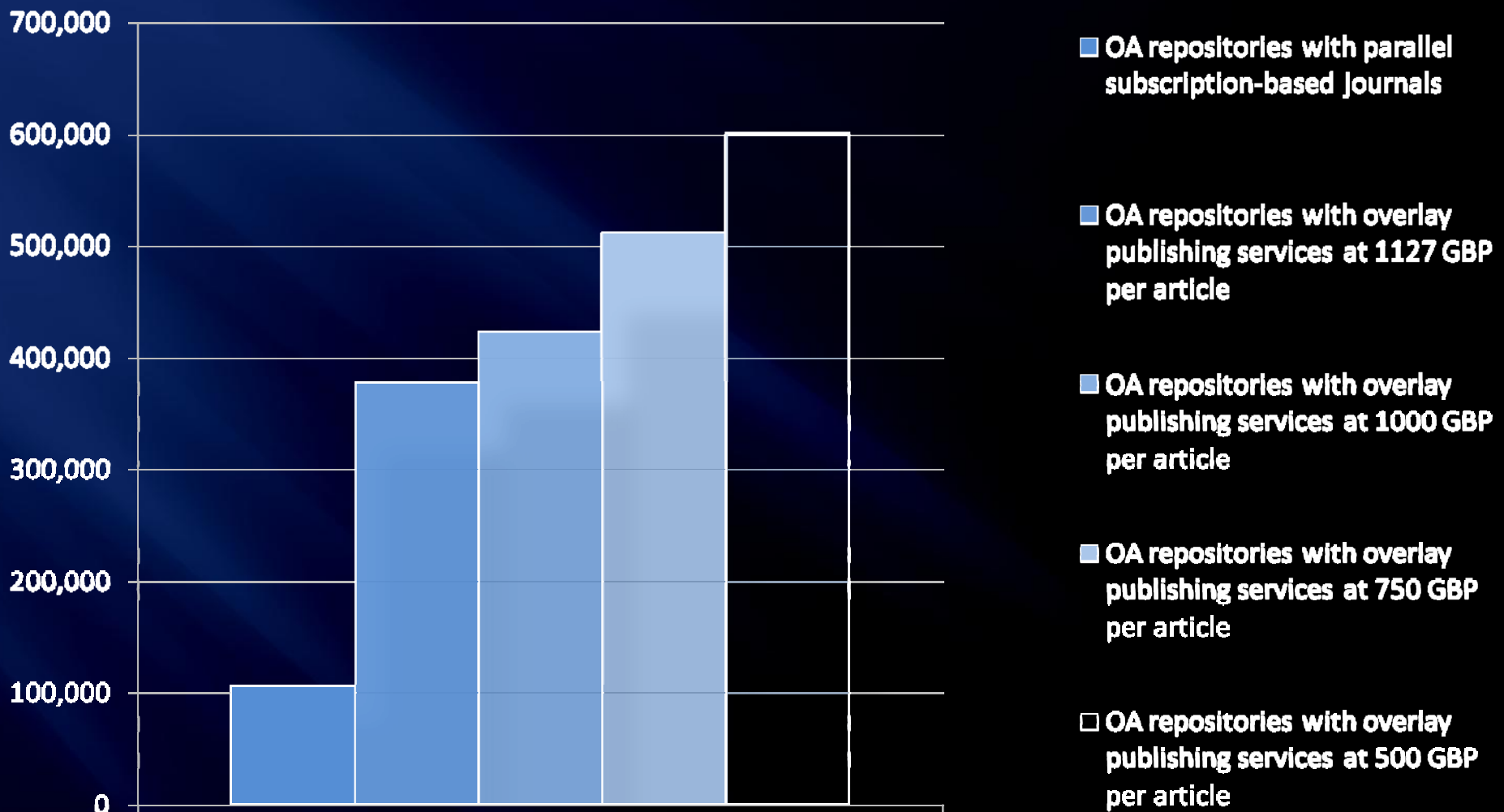
University UK: Annual savings from OA



Savings per annum: OA journals



Savings per annum: OA via repositories



Thank you for listening

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Data required: research-related

- ▣ Research income per annum (institution)
- ▣ Number of researchers
- ▣ Average researcher salary
- ▣ Publications per annum (institution)
- ▣ Time spent reading and writing articles
- ▣ Time spent serving as editors and on editorial boards
- ▣ Time spent peer reviewing articles

Data required: library-related

- ▣ Number of subscriptions:
 - Print-only
 - Electronic-only
 - Dual mode
- ▣ Cost of subscriptions
- ▣ Handling time for journals/books

Data required: Repository-related data

- ▣ Operational cost of repository per annum
- ▣ Time taken to deposit
- ▣ Average salary of depositor
- ▣ Number of items produced by the institution per annum