

Researchers are terrible business people

...but we don't have to be

Dr Corina Logan

University of Cambridge

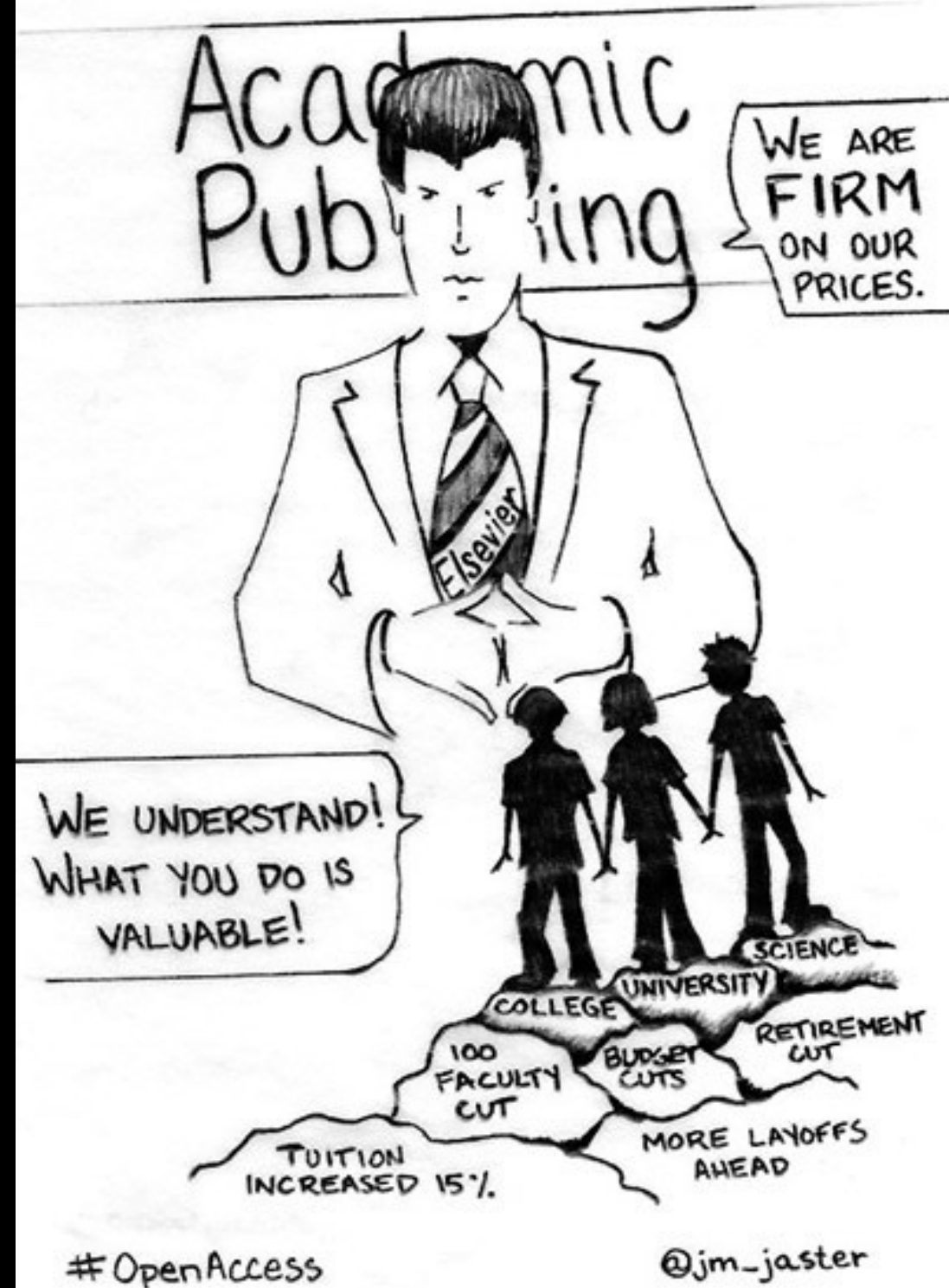
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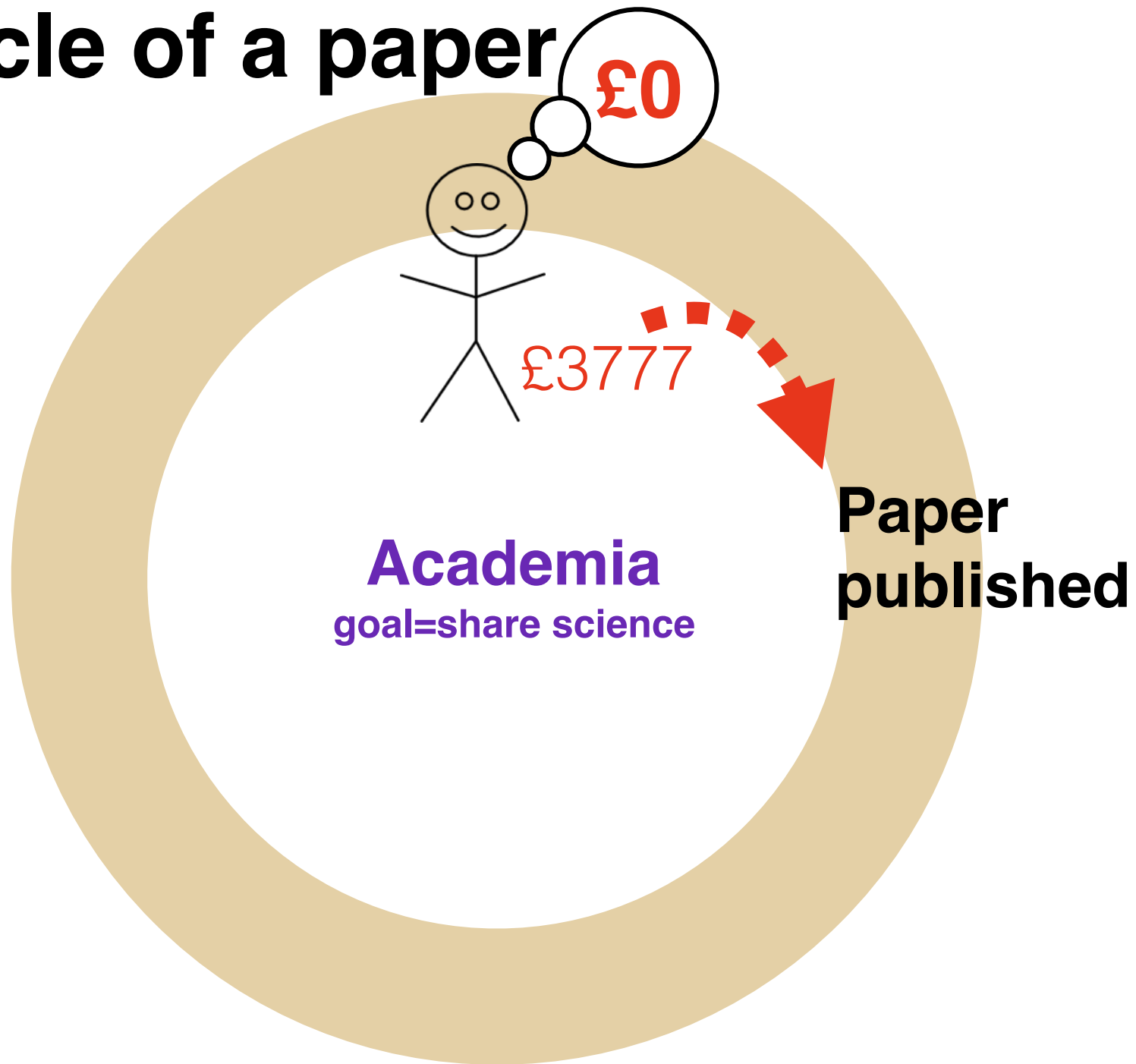
Twitter: @LoganCorina

Slides: <http://tinyurl.com/zob9xbq>

Slides w notes: <http://tinyurl.com/juhrmc4>



Life cycle of a paper



How we exploit ourselves

The cost of publishing a paper

£0.90-220 = actual (typesetting, preservation)

£3,777 (avg) = global academic community pays

Who benefits? “**the Big Four academic publishers have profit-margins between 32.4% and 42%.** [A] typical profit margin of 37% [...] means that 37% [...] of an average paywalled article’s subscription money is pure profit. So [£1397] is leaving academia every time a paper is “published” behind a paywall.”

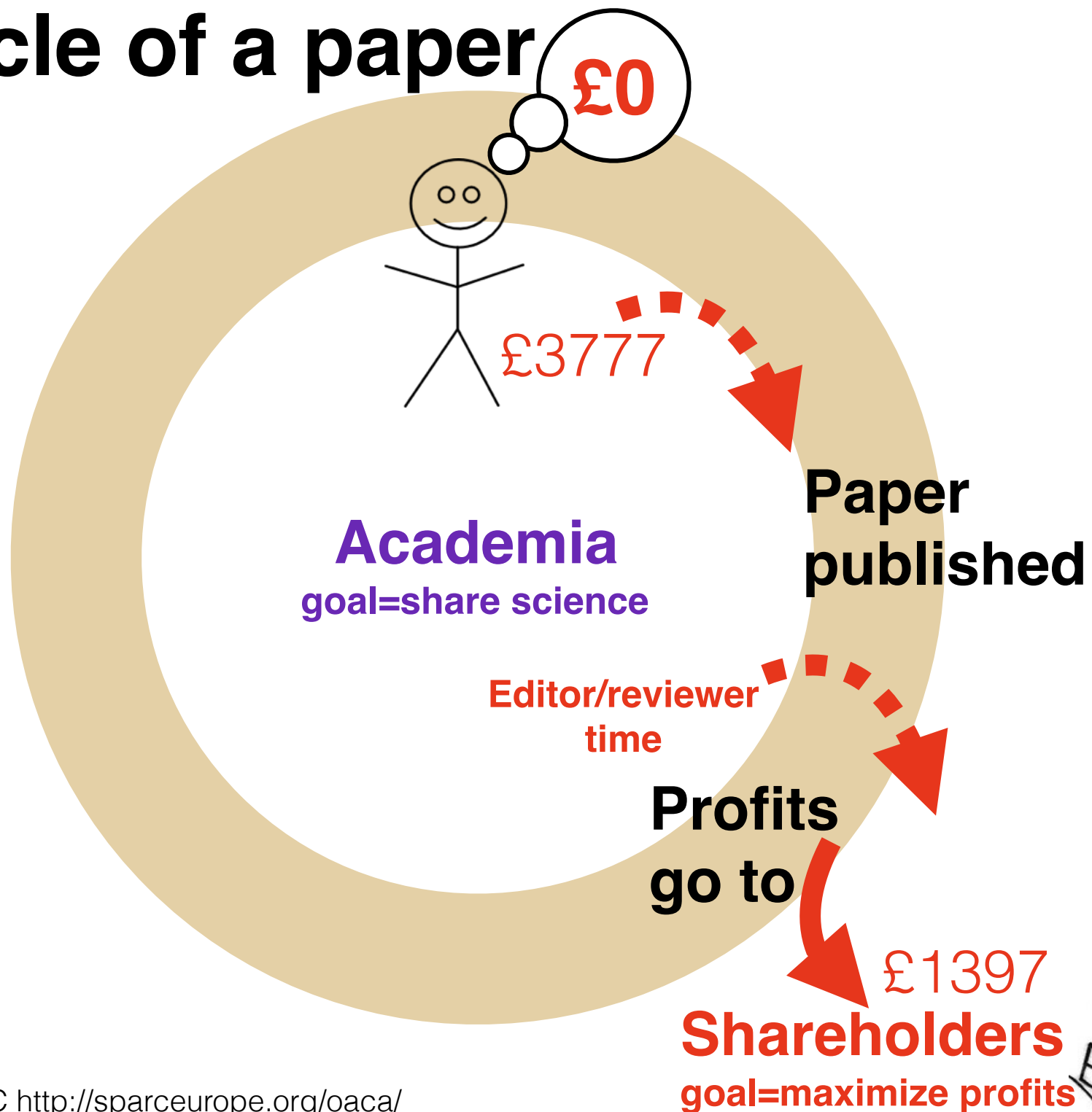
Big four = Elsevier, Springer, Wiley, Informa

Bogich et al. On the marginal cost of scholarly communication. <https://research.science.ai/article/on-the-marginal-cost-of-scholarly-communication> (\$1.30-318 = £0.90-220)

2012. What does it cost to publish a paywalled article with anyone? <http://svpow.com/2012/07/18/what-does-it-cost-to-publish-a-paywalled-paper-with-anyone/> (\$5,333=£3,777)

Morrison, Heather (2011). Chapter two. PhD Dissertation <http://pages.cmns.sfu.ca/heather-morrison/chapter-two-scholarly-communication-in-crisis/>

Life cycle of a paper



SPARC <http://sparceurope.org/oaca/>

Tennant et al. 2016 *F1000Research*, McKiernan et al. 2016 *eLife*



Exploitative publishers

Who is exploited?

Researchers
Scientific societies
Universities/libraries
Public

Who benefits?

Publisher
Stockholders

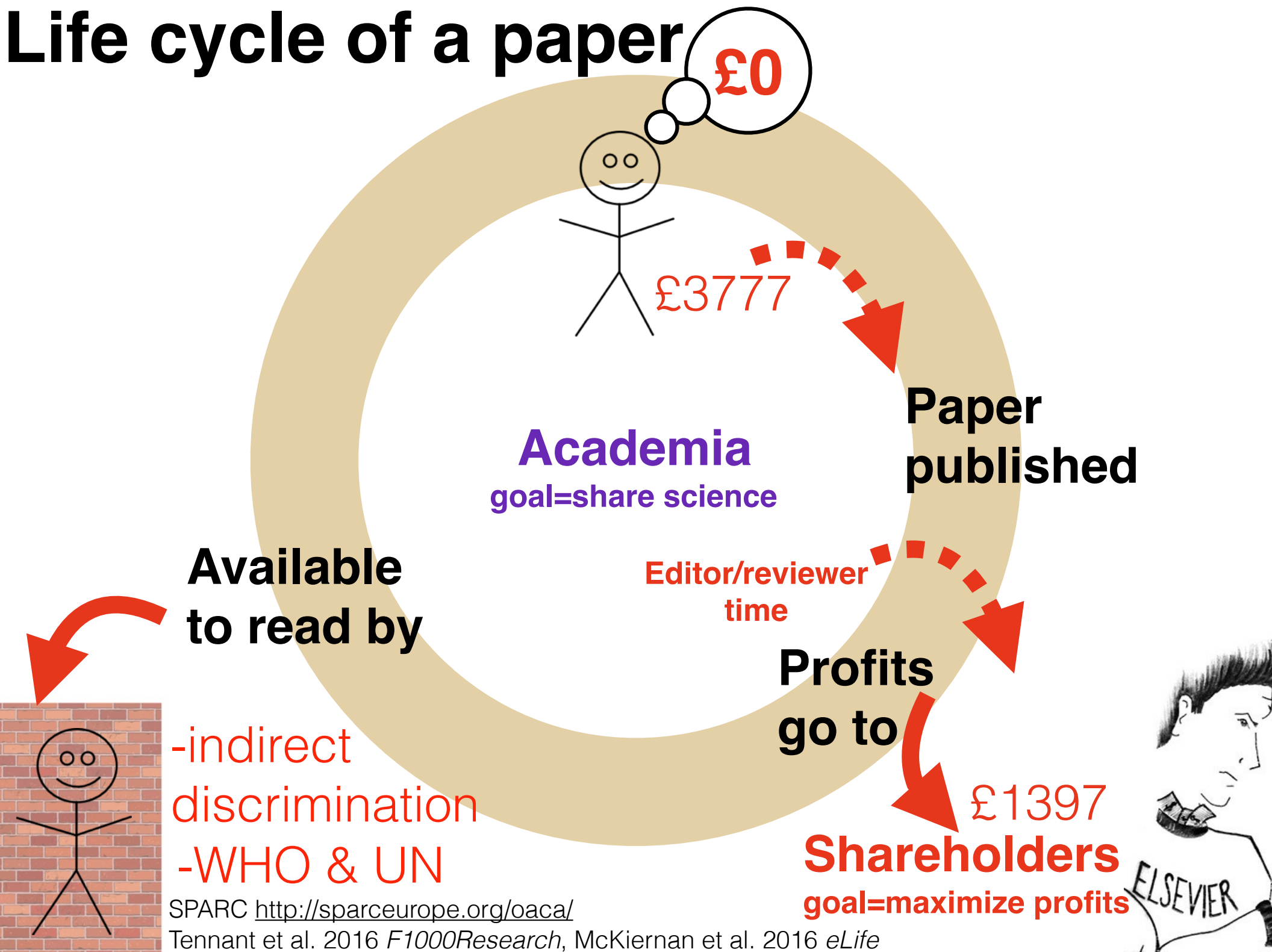


Elsevier, Cell

Ethology
Biol Rev
J Zool / EB
Mol Ecol
Anim Behav
TREE
Current Biol
Neuron
Nature

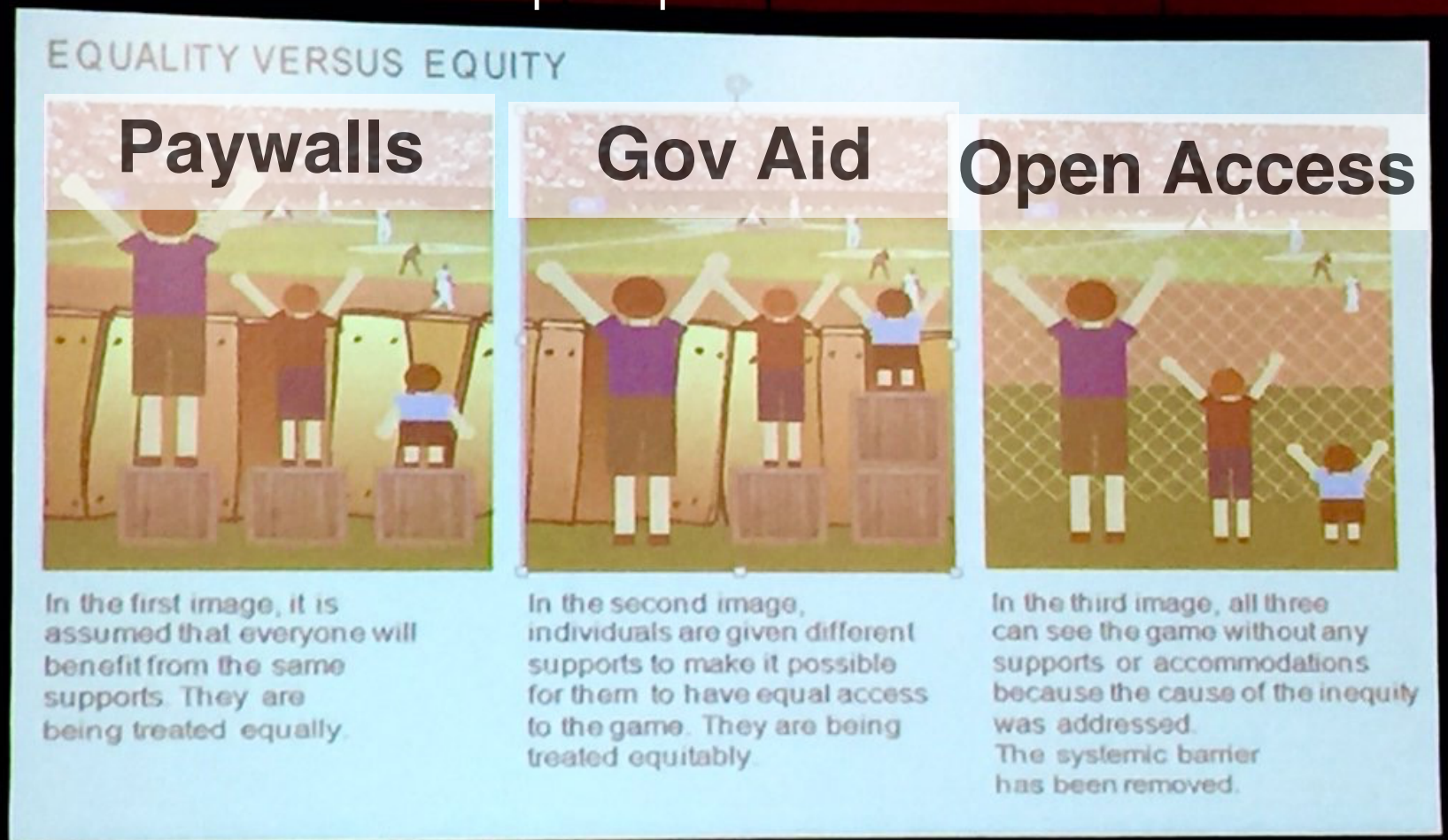
Schmitt J. 2015. Can't disrupt this: Elsevier and the 25.2 billion dollar a year academic publishing business. <https://medium.com/@jasonschmitt/can-t-disrupt-this-elsevier-and-the-25-2-billion-dollar-a-year-academic-publishing-business-aa3b9618d40a#.ug5er19i2>

Life cycle of a paper



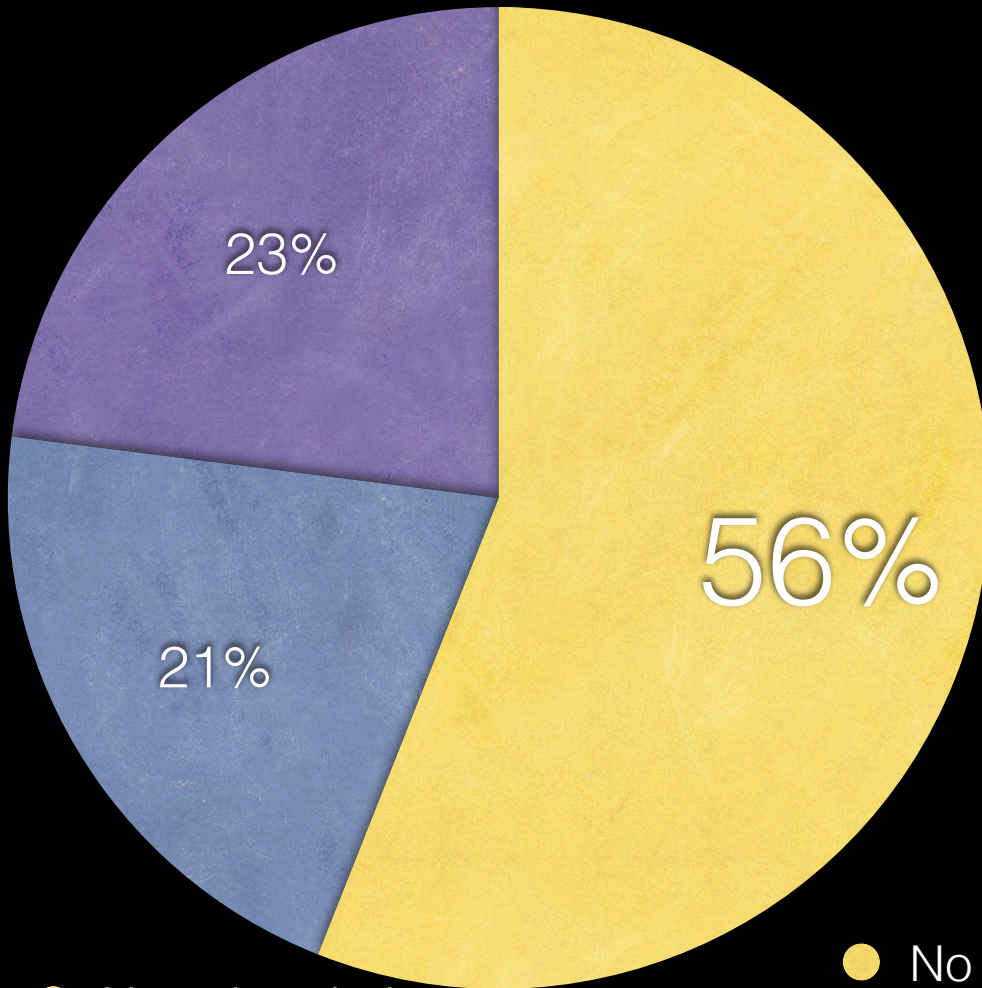
How we discriminate against others

Indirect discrimination: “a practice, policy or rule which applies to everyone in the same way, but it has a worse effect on some people than others”

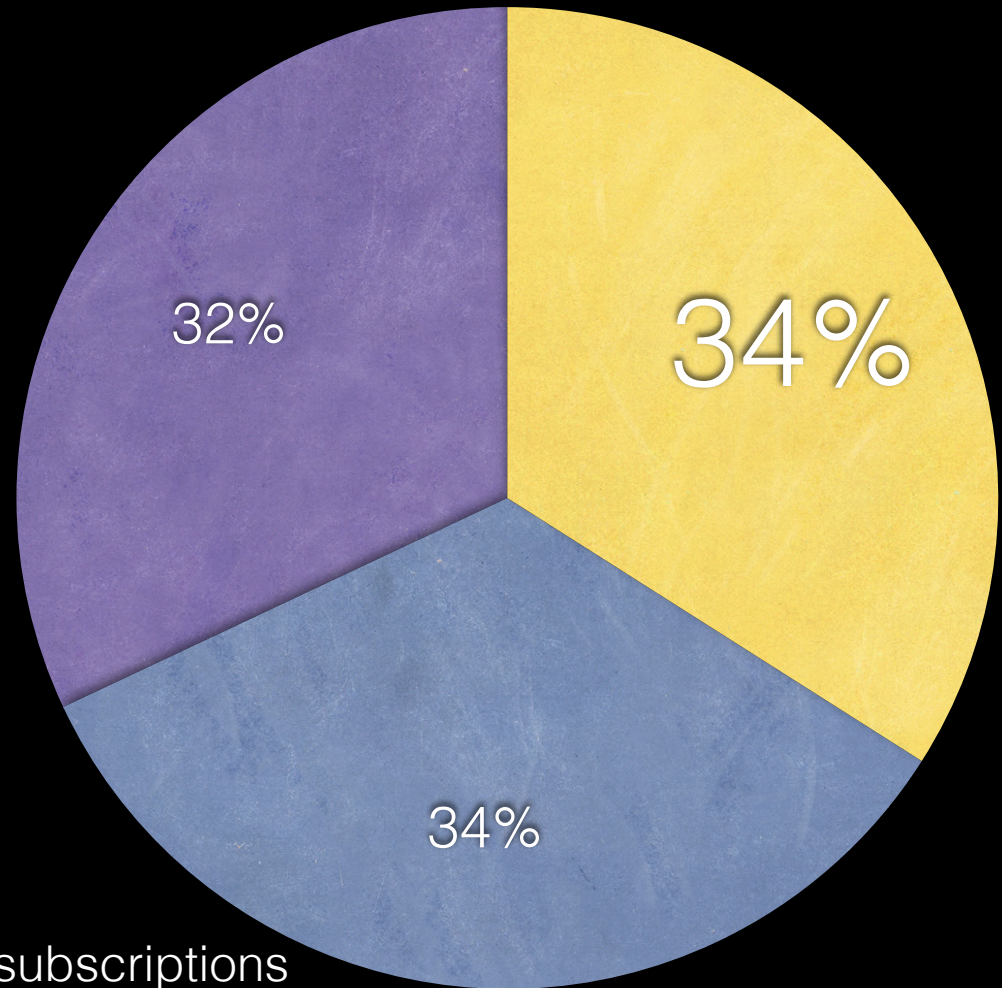


The practice of pay to read = worse effect on

Institutions in countries with per capita GNP <\$1000



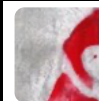
Institutions in countries with per capita GNP \$1000-3000



- No subscriptions
- Average=2 subscriptions
- More subscriptions

- No subscriptions
- Average=2-5 subscriptions
- More subscriptions

Aronson 2004 *N Engl J Med*



Shit Academics Say @AcademicsSay · 17 Oct 2015
The best things in academic life are fr-

[To purchase full text click below]

University of Cambridge

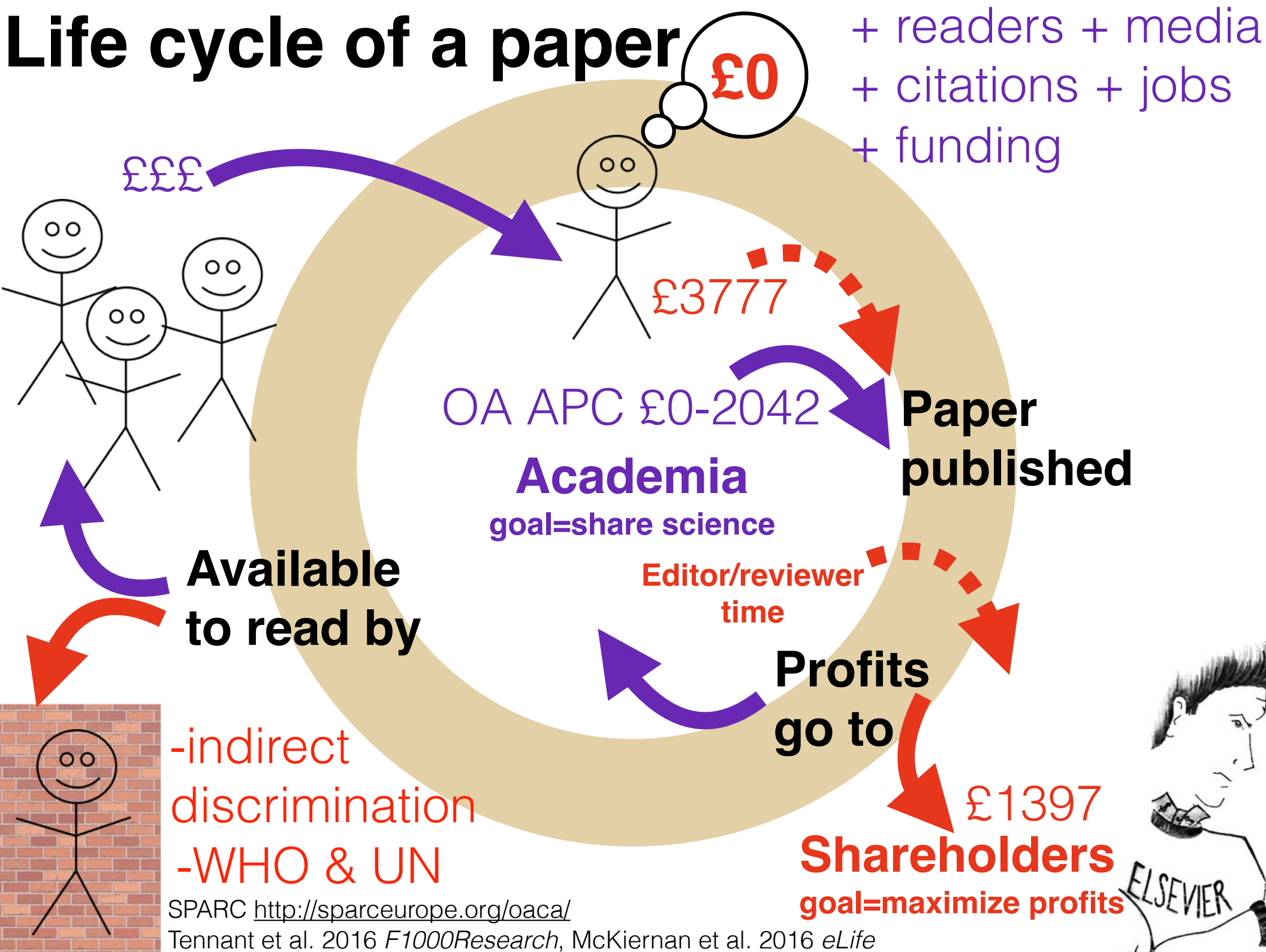
Core Values

- Freedom of thought and expression
- **Freedom from discrimination**

University's relationship with society

- the contribution which the University can make to society through the pursuit, **dissemination**, and application **of knowledge**

Life cycle of a paper



(100% OA journals) + (at ethical publishers) align with science values

				
(£151)	\$2500	£1135-2202	£0	(\$1000)
				
\$135-900				
				
\$400 or 800	£0	£1134		

- Article level **impact** = what counts for citations
- **Open** peer review = fair, improves quality
- Science more **replicable** = papers can be longer
- **Good business** = money stays in academia, research gets read

What can YOU do?

- **Submit articles** to 100% OA journals at ethical publishers
- Make **reviews open**
- **Publish data** (=9-50% more citations)
- Evaluate **research quality** not metrics
- Encourage scientific societies to **switch their journals** to 100% OA at an ethical publisher
- Make ethical publishing an **essential requirement in job descriptions**

AUTHOR ACADEMIC

Paul Wicks @PaulLikeMe · Feb 13

More papers are read,
When paywalls are through,
Open access for all
Or I won't peer review

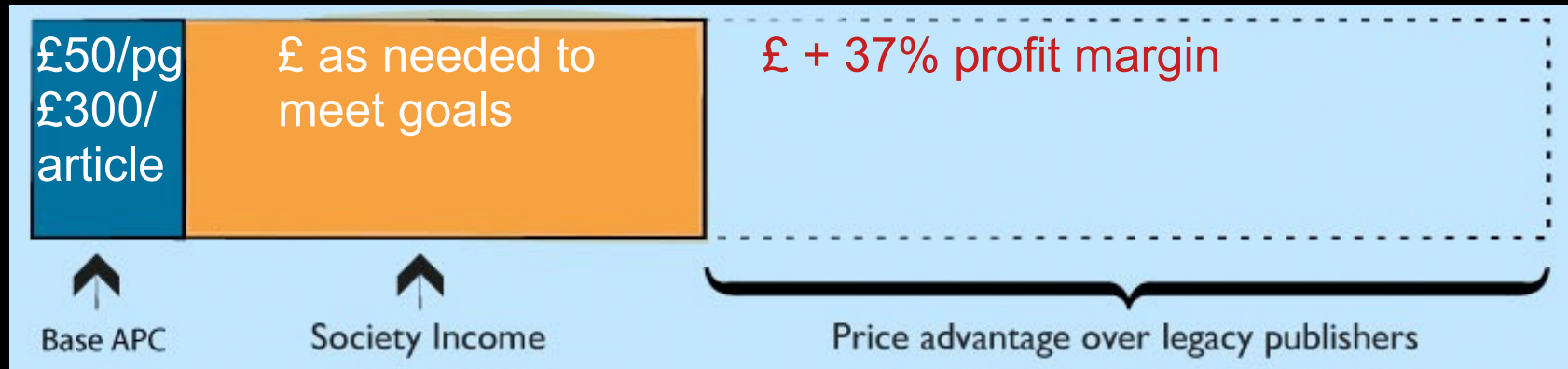
#ElsevierValentines #oa

REVIEWER



McKiernan et al. 2016 *eLife*, Schönbrodt F. 2016. Changing hiring practices toward research transparency: The first open science statement in a professorship advertisement. <http://www.nicebread.de/open-science-hiring-practices/>

Ethical publishers to recommend



- 100% open access
- Will take journals who want to switch publishers
- Affiliated with NGOs (good for societies/funders)



eLife Continuum



Scholastica



What can YOU do?

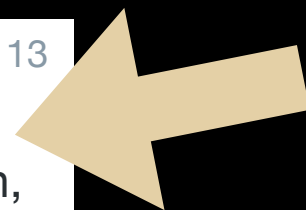
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Make OA an essential requirement

Job description:

*Professor of social psychology
Ludwig-Maximilians-Universität*

“The Department of Psychology puts a high value on **transparent and replicable research** and supports these goals through **open data, open material, and preregistration**. Because of this, applicants are asked to **describe in their application** in which ways they have already achieved these goals and how they plan to do so in the future.”

https://www.academics.de/jobs/professur_w3_fuer_sozialpsychologie_121431.html



An der Fakultät für Psychologie und Pädagogik der Ludwig-Maximilians-Universität München ist zum Wintersemester 2016/2017 eine

Professur (W3) für Sozialpsychologie (Lehrstuhl)

zu besetzen.

Zu den Aufgaben in der Lehre gehört die Vertretung des Faches Sozialpsychologie in seiner ganzen Breite im Bachelor-Studiengang „Psychologie“, in verschiedenen Nebenfachstudiengängen der Psychologie und im Masterstudiengang „M.Sc. in Psychologie: Wirtschafts-, Organisations- und Sozialpsychologie“.

Forschungsschwerpunkte mit Anschlussfähigkeit an die Forschungsaktivitäten im Rahmen des „Munich Center of the Learning Sciences“ (MCLS, www.mcls.lmu.de), des „Munich Experimental Laboratory for Economic and Social Sciences“ (MELESSA, www.melessa.lmu.de) oder der „Graduate School of Systemic Neurosciences“ (GSN, www.gsn.lmu.de) sind erwünscht.

Die Ludwig-Maximilians-Universität München (LMU) möchte eine hervorragend ausgewiesene Persönlichkeit gewinnen, die ihre wissenschaftliche Qualifikation im Anschluss an ein abgeschlossenes Hochschulstudium und eine überdurchschnittliche Promotion im Bereich Psychologie durch international sichtbare, exzellente Leistungen in Forschung (z. B. Publikationen in international anerkannten Fachzeitschriften, erfolgreiche Einwerbung von Drittmitteln) und Lehre (u. a. durch Lehrevaluation) nachgewiesen hat. Die Mitwirkung an den Forschungsaktivitäten im Rahmen von MCLS, MELESSA oder GSN ist erwünscht.

Das Department Psychologie legt Wert auf transparente und replizierbare Forschung und unterstützt diese Ziele durch Open Data, Open Material und Präregistrierungen. Bewerber/innen werden daher gebeten, in ihrem Anschreiben darzulegen, auf welche Art und Weise sie diese Ziele bereits verfolgt haben und in Zukunft verfolgen möchten.

Bei einer Einstellung im Beamtenverhältnis darf das 52. Lebensjahr zum Zeitpunkt der Ernennung noch nicht vollendet sein. In dringenden Fällen können hiervon Ausnahmen zugelassen werden.

Die LMU strebt eine Erhöhung des Anteils der Frauen in Forschung und Lehre an und bittet deshalb Wissenschaftlerinnen nachdrücklich, sich zu bewerben.

Schwerbehinderte werden bei ansonsten im Wesentlichen gleicher Eignung bevorzugt.

Die LMU bietet Unterstützung für Doppelkarriere-Paare an.

Bewerbungen sind mit den üblichen Unterlagen (Lebenslauf, Zeugnisse, Urkunden, Schriftenverzeichnis, Übersicht über die Lehrtätigkeit) in schriftlicher und elektronischer Form (als pdf-Datei auf CD) bis zum **31.01.2016** bei der **Dekanin der Fakultät für Psychologie und Pädagogik, Ludwig-Maximilians-Universität München, Leopoldstr. 13, 80802 München**, einzureichen.

I have argued that:

- 1) Publishing can exploit researchers + academia
- 2) Publishing non-OA is discriminatory

We can stop the exploitation and discrimination right now because ethical options exist

Thanks...



Alecia Carter

...for making me question

(100% OA journals) + (at ethical publishers) align with science values

Journal	APC	Open Review	Society	Company
 PeerJ	(£151)	✓		For-profit
 eLIFE	\$2500	✓		Non-profit
 PLOS	£1135-2202			Non-profit
 ANIMAL BEHAVIOR COGNITION	£0		✓	Non-profit
 COMPARATIVE COGNITION & BEHAVIOR REVIEWS	(\$1000)		✓	Non-profit
ROYAL SOCIETY OPEN SCIENCE	£0	✓	✓	Non-profit
 Biology Open	£1134			Non-profit
Wellcome Open Research	\$135-900	✓		Non-profit
 scienceOPEN.com research+publishing network	\$400 or 800	✓		For-profit

McKiernan et al. 2016 eLife

Article level **impact**=what counts for citations Fair, **improves quality** **Good business**=money invested in academia
 More **replicable**=papers can be longer