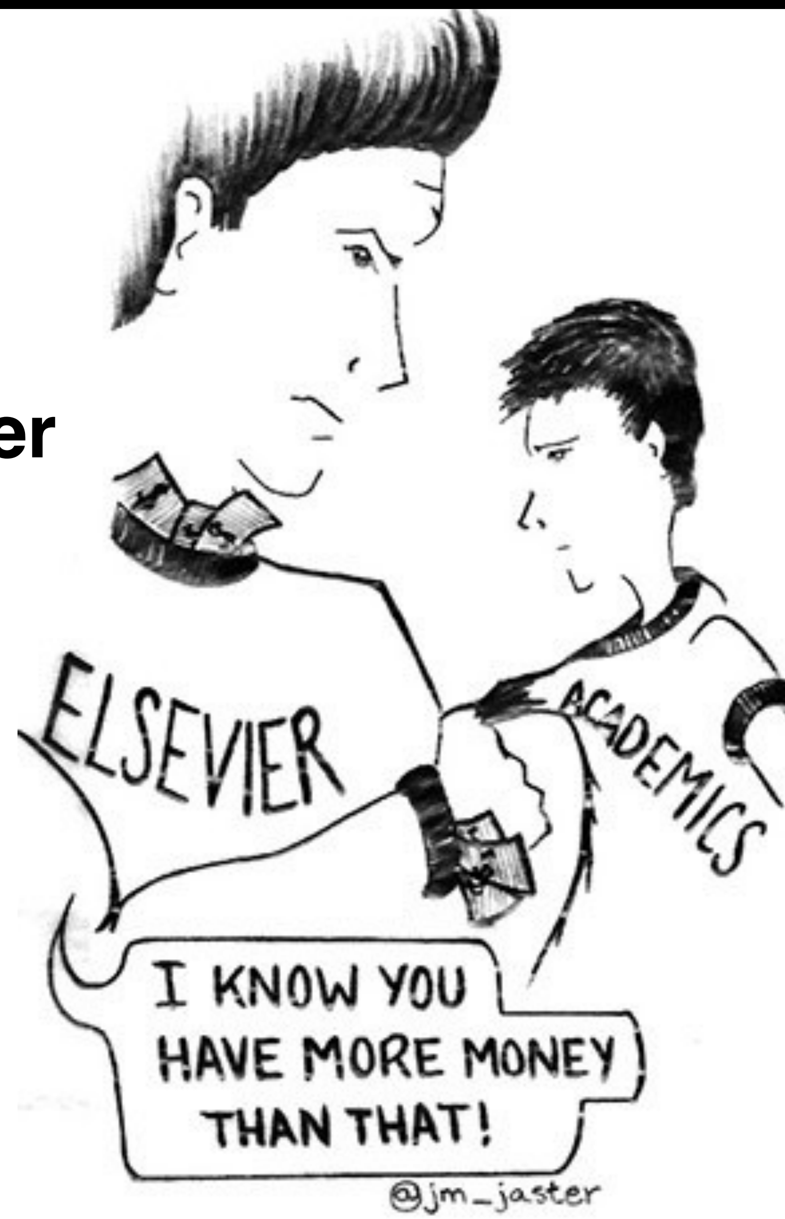
How the Elsevier Big Deal sparked a rampage at Cambridge

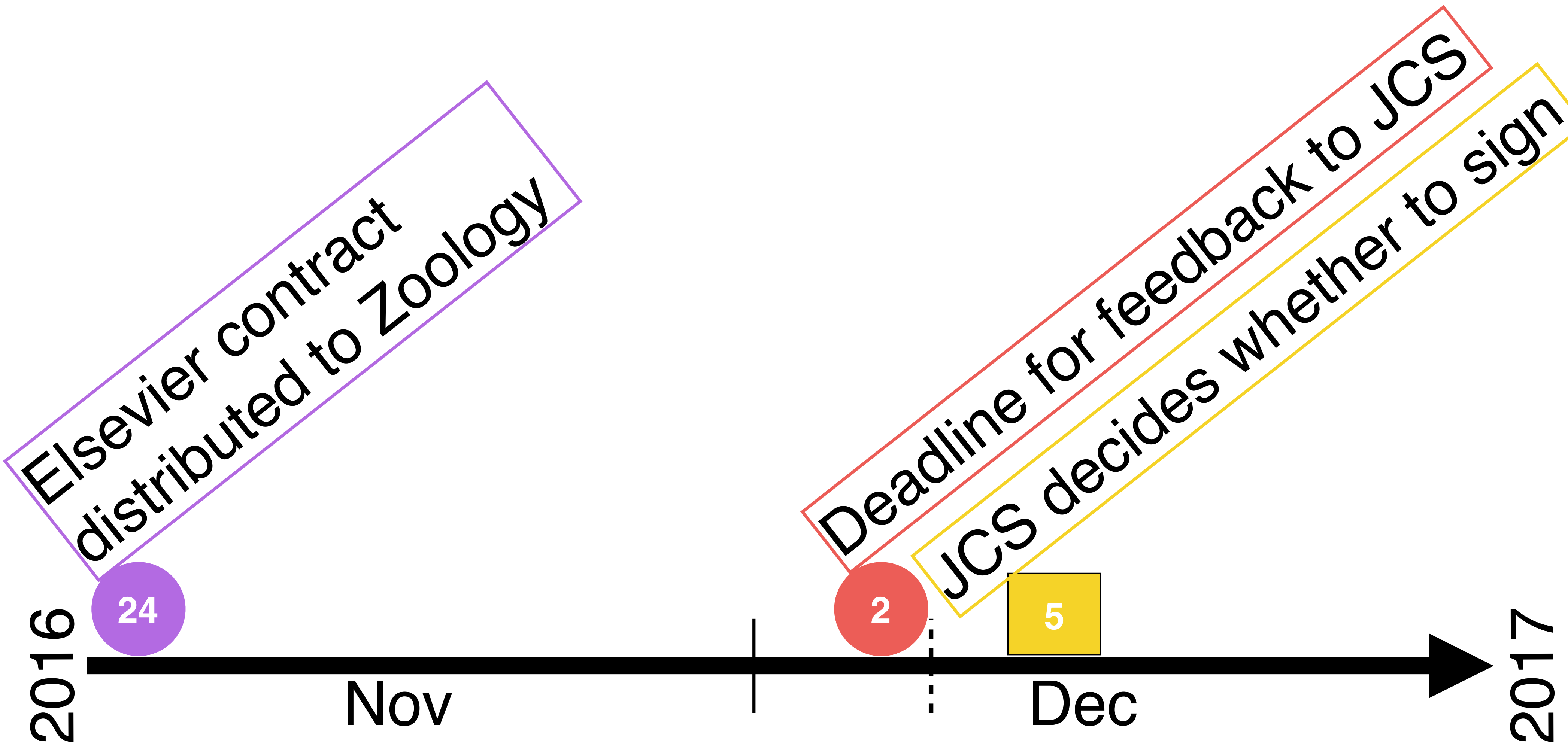
Dr Corina Logan
Leverhulme Early Career Researcher
@LoganCorina #Rampage2017

UNIVERSITY OF CAMBRIDGE



Big Deal = buy many journals bundled together for one price

PRE-signing rampage: do NOT sign Elsevier contract



The players

160 UK universities

~£40 million/yr to Elsevier

↔ Jisc ↔ ELSEVIER

1) No cost increase
2) Offset APCs
3) No confidentiality
4) 3yr contract, not 5
5) Pricing not based on 'historic spend'

Gowers 2016 https://gowers.wordpress.com/2016/11/29/time-for-elsexit/

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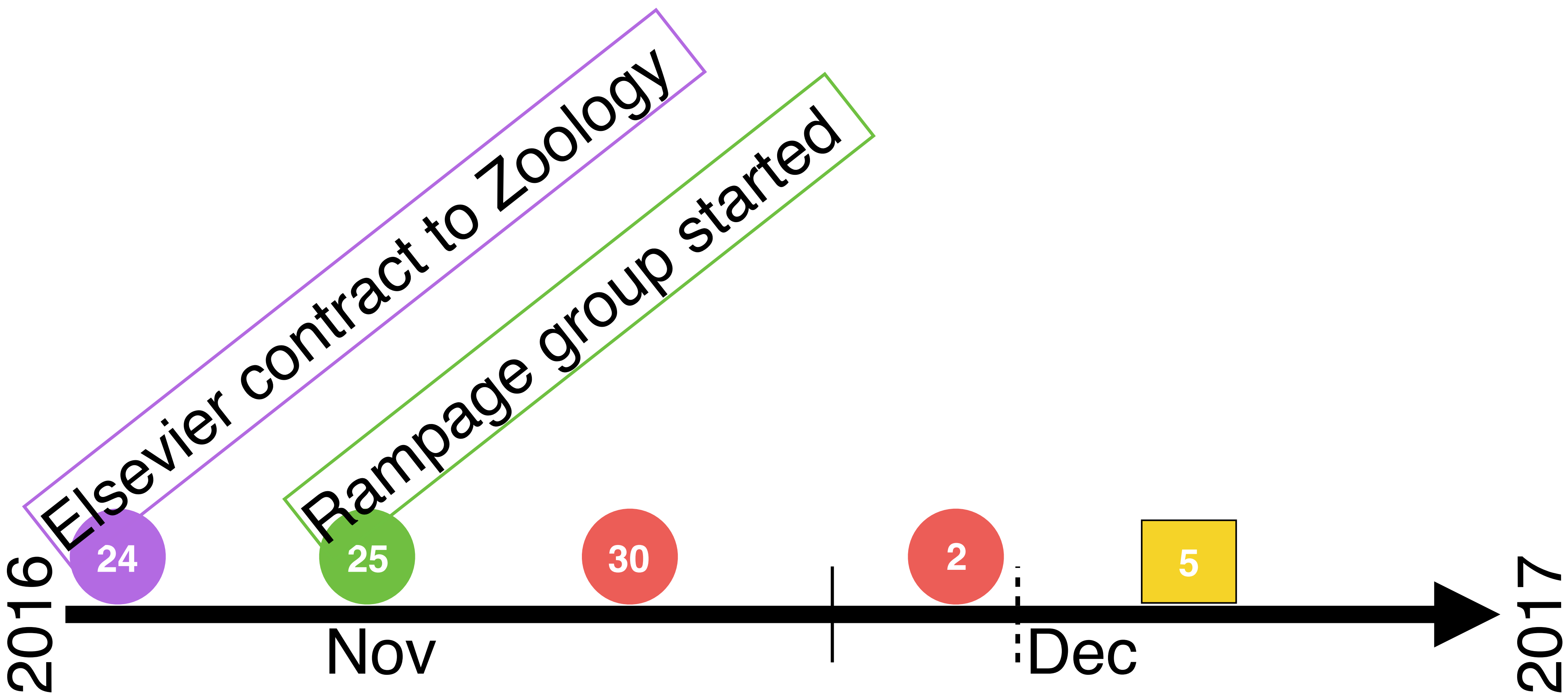


PRE-signing rampage: do NOT sign Elsevier contract

Peter Murray Rust
Chemistry

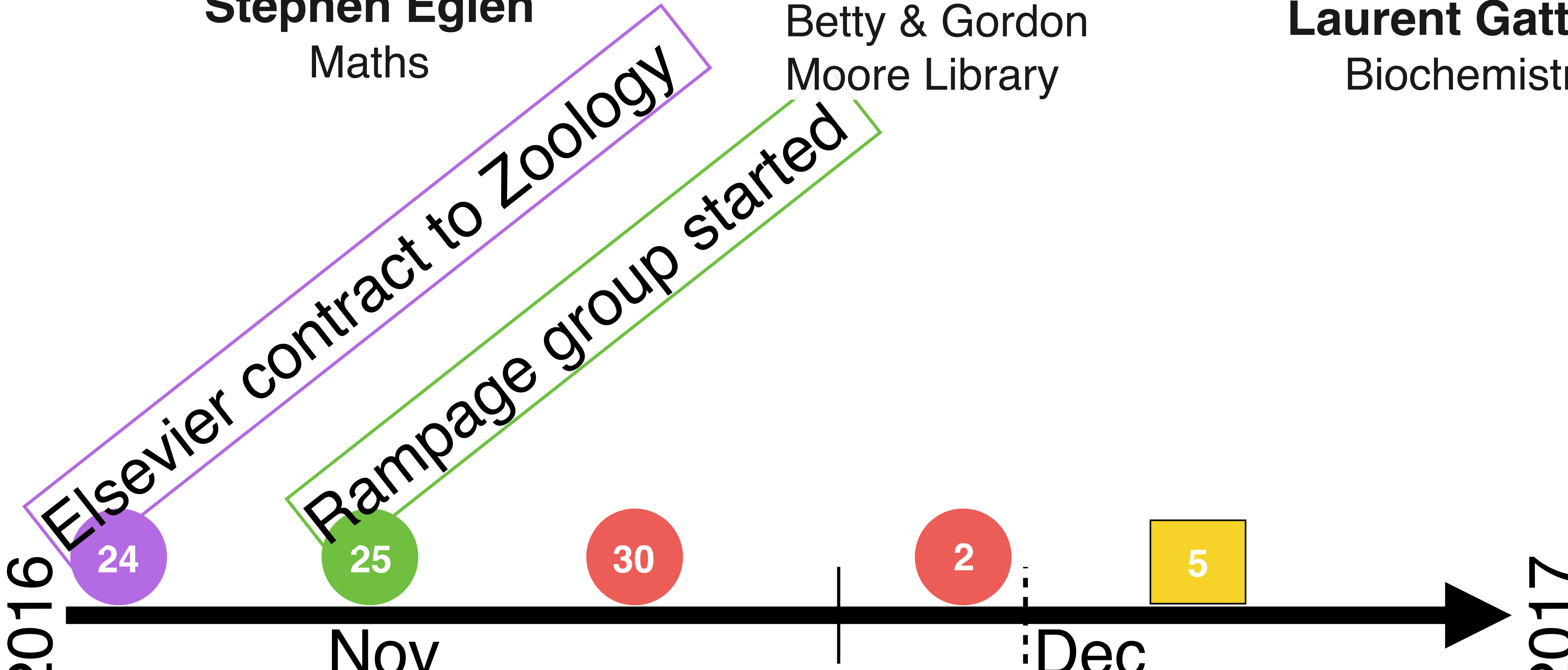
Stephen Eglen
Maths

Tim Gowers
Maths

Yvonne Nobis
Betty & Gordon
Moore Library

Rupert Gatti
Economics

Laurent Gatto
Biochemistry

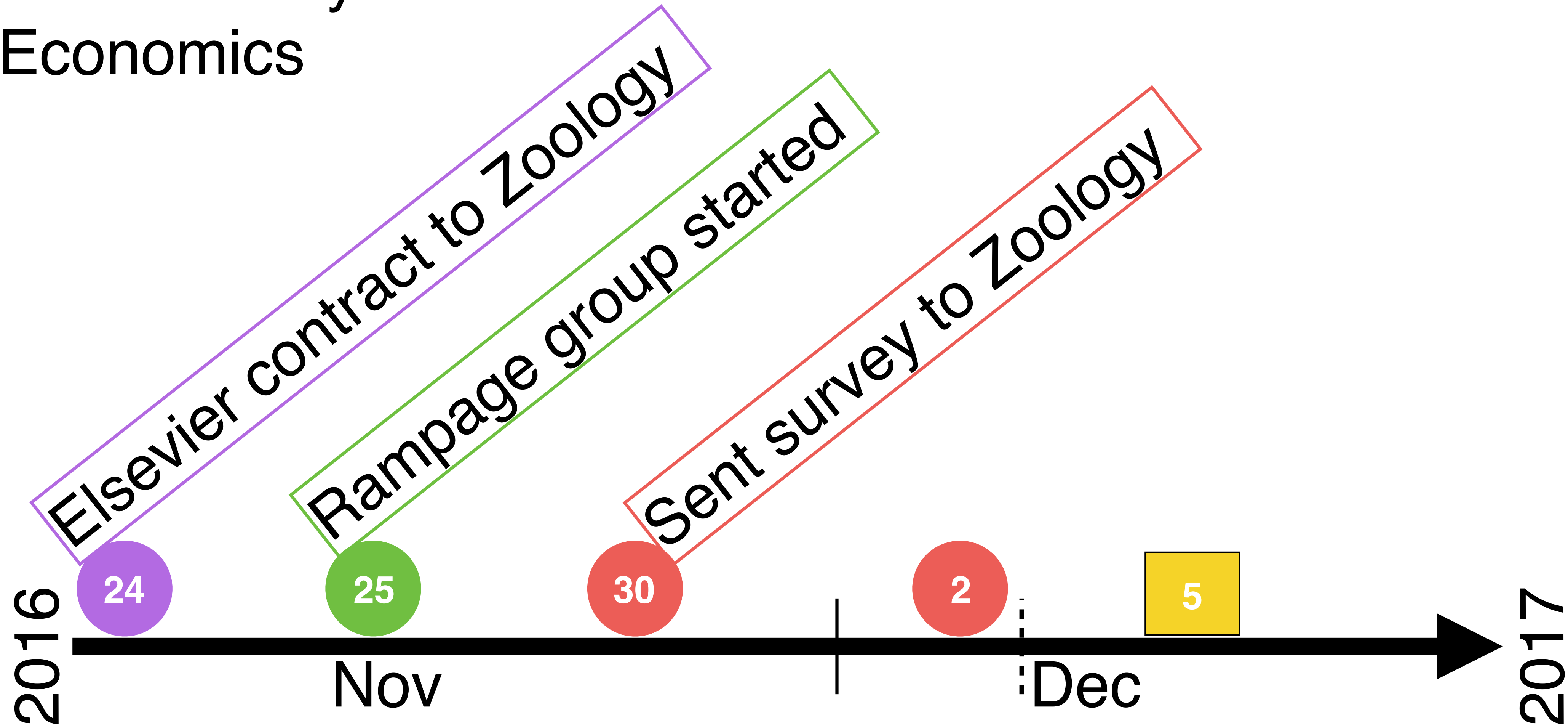


Photos © University of Cambridge

PRE-signing rampage: do NOT sign Elsevier contract

Maths
Biochemistry
Economics

+ History & Philosophy of Science, CRASSH



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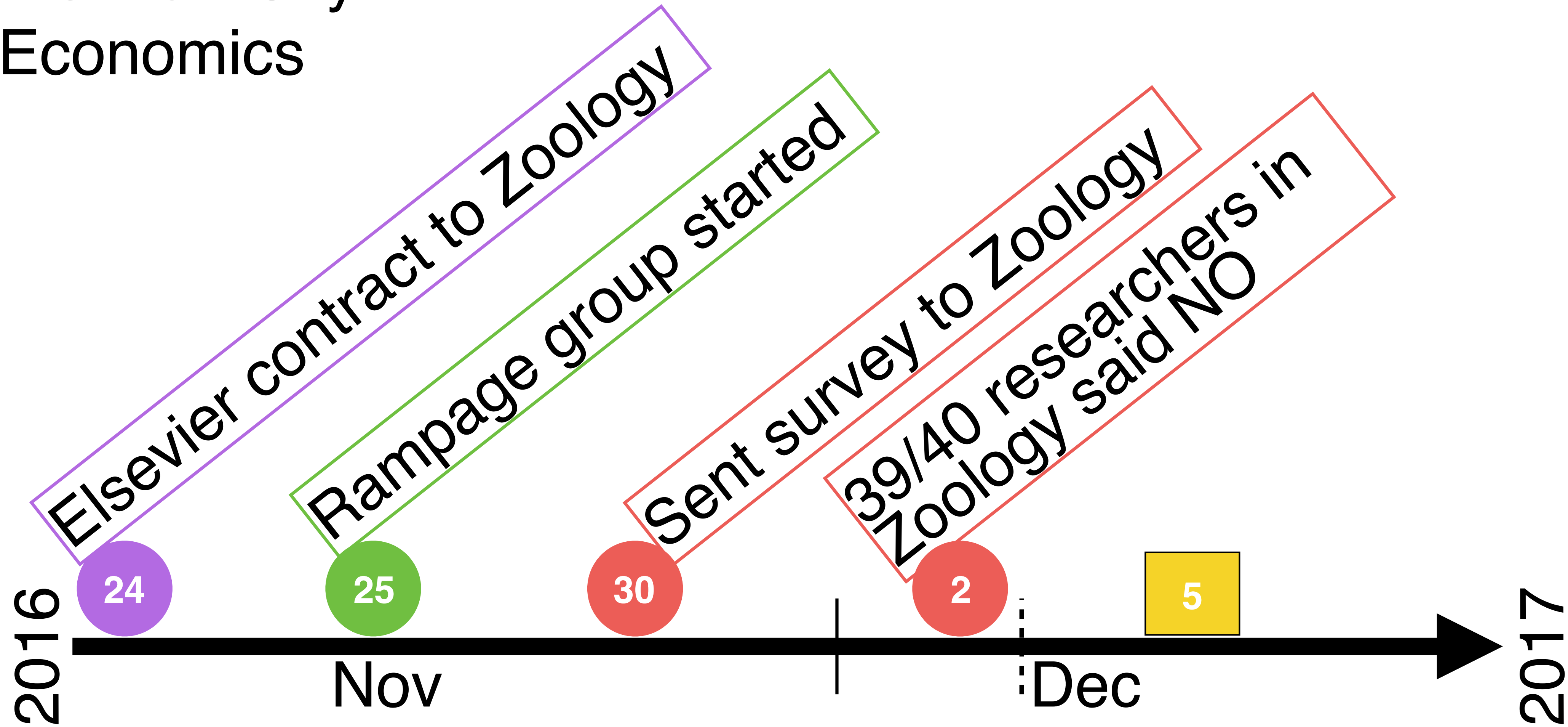

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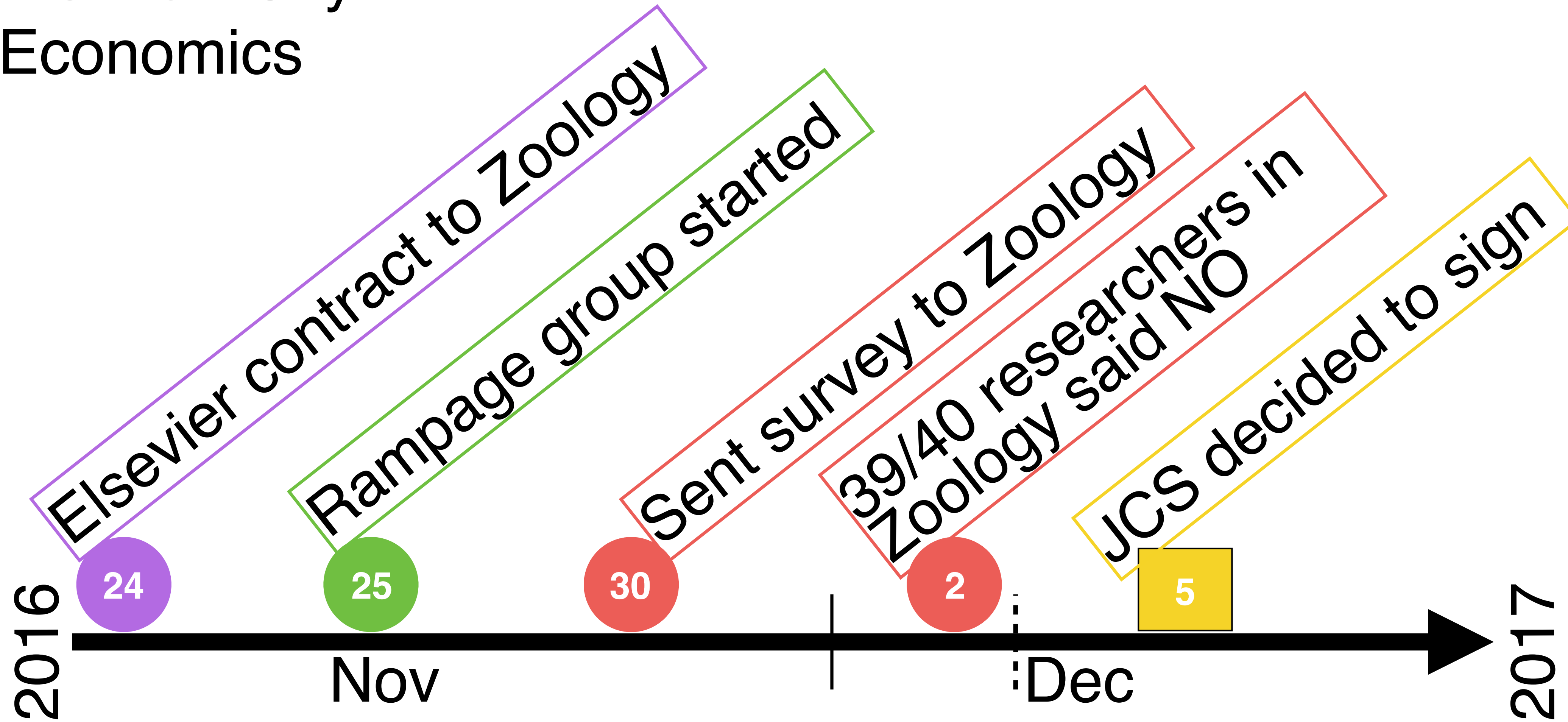

Why the JCS says they signed…

1) **No Plan B**
   (the JCS had 12 months to make one)

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Corin@ Logan
@LoganCorina

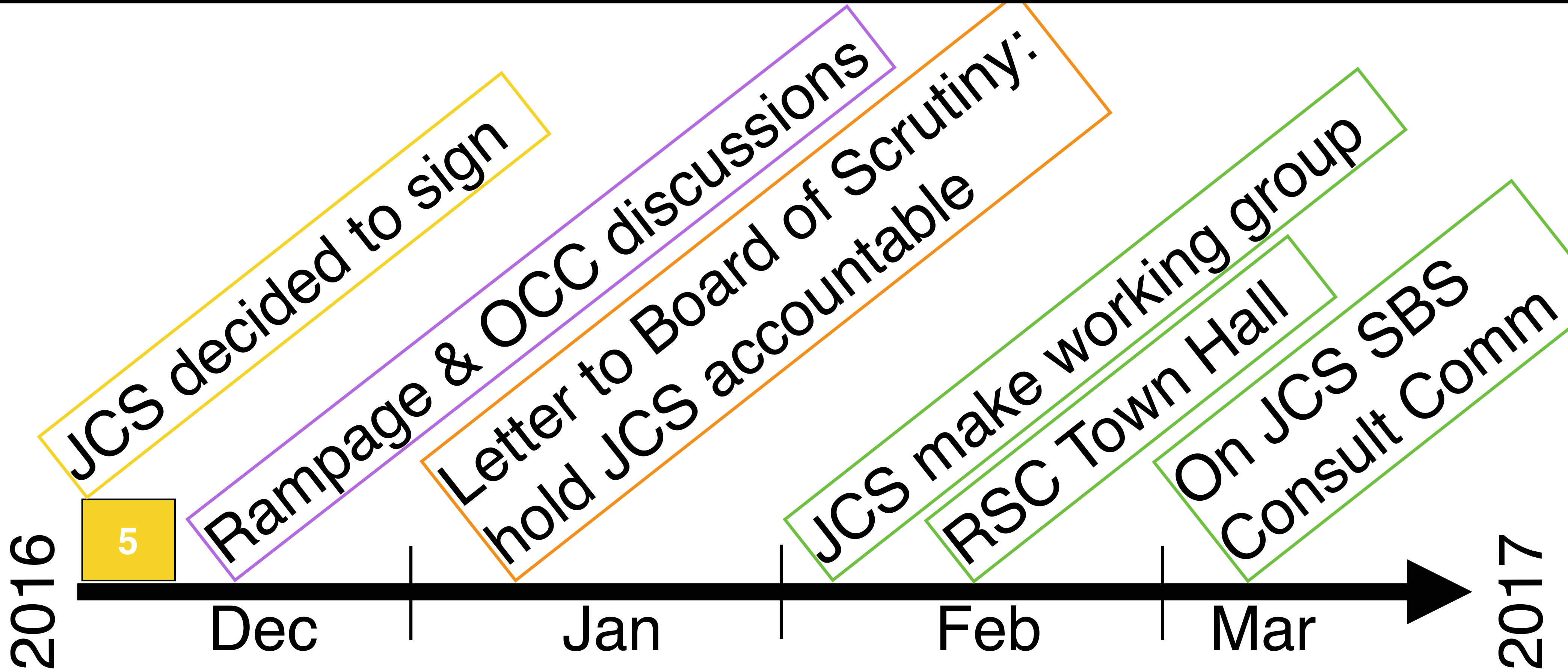
"Despite disruption, many German scientists welcome the DEAL consortium's firm stance in negotiations with Elsevier"

German scientists regain access to Elsevier journals
Publisher restores access as negotiations for a nationwide licence continue.
nature.com

2:29 AM - 15 Feb 2017

+ Peru, Taiwan

POST-signing rampage: prevent future exploitation



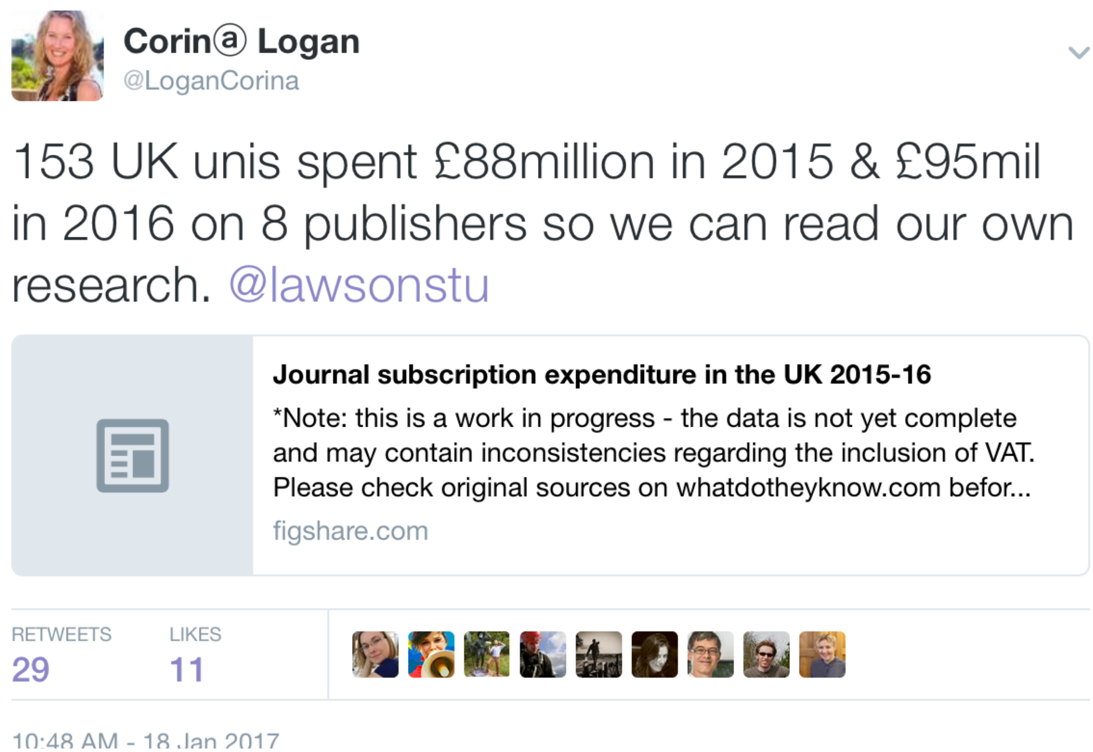
Taylor & Francis contract expires in Mar, Wiley in Dec

Still no Plan B or consultation by JCS (Cam) or Jisc (UK)

Jisc still the negotiator (for all ~30 contracts this year)

What is in our future at Cambridge?

Massive cuts to journal subscriptions because we invested so much money in the Elsevier Big Deal



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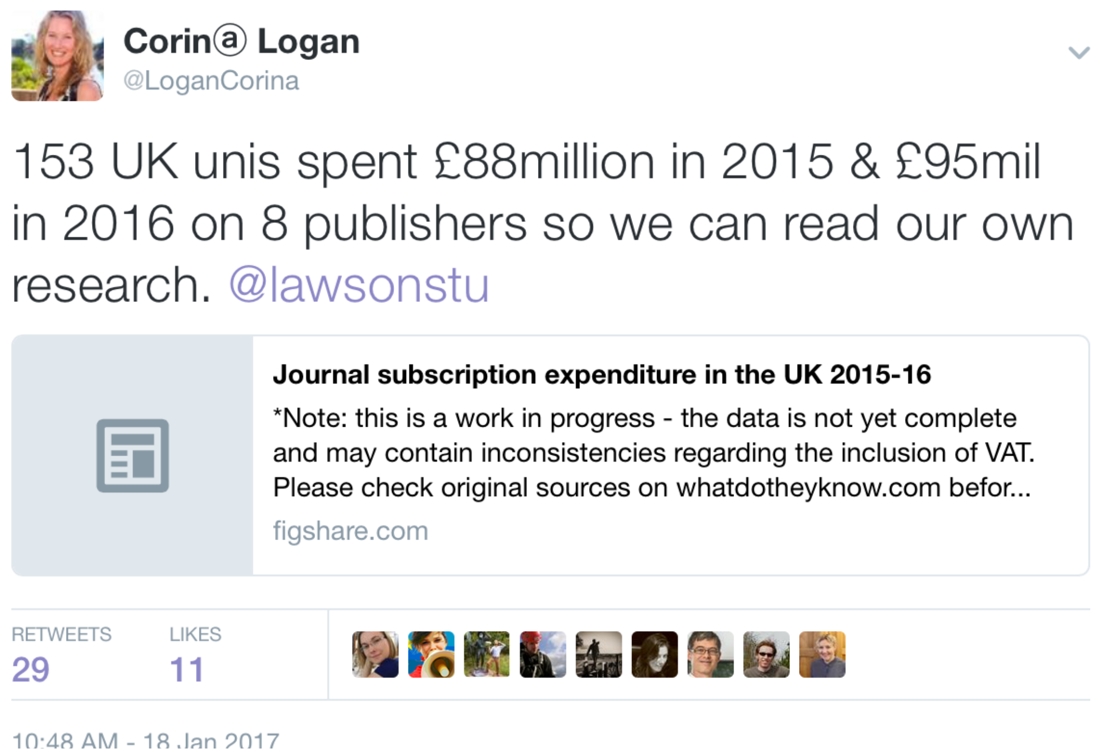

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Status quo will be maintained by JCS & Jisc

Cogsci.nl
@cogscinl

Follow

#Elsevier reported to the UK competition and markets authority (+ an explanation why) martineve.com/2016/12/03/ref… @Protohedgehog @martin_eve

Referring Elsevier/RELX to the Competition and Markets A…
Today, along with Stuart Lawson and Jon Tennant, I have submitted the below as a complaint to the Competition and Markets Authority, making good on the advice of Ann McKechi...
martineve.com

RETWEETS 5 LIKES 4

3:36 AM - 4 Dec 2016

Corin@ Logan
@LoganCorina

153 UK unis spent £88million in 2015 & £95mil in 2016 on 8 publishers so we can read our own research. @lawsonstu

Journal subscription expenditure in the UK 2015-16
*Note: this is a work in progress - the data is not yet complete and may contain inconsistencies regarding the inclusion of VAT. Please check original sources on whatdotheyknow.com befor...
figshare.com

RETWEETS 29 LIKES 11

10:48 AM - 18 Jan 2017

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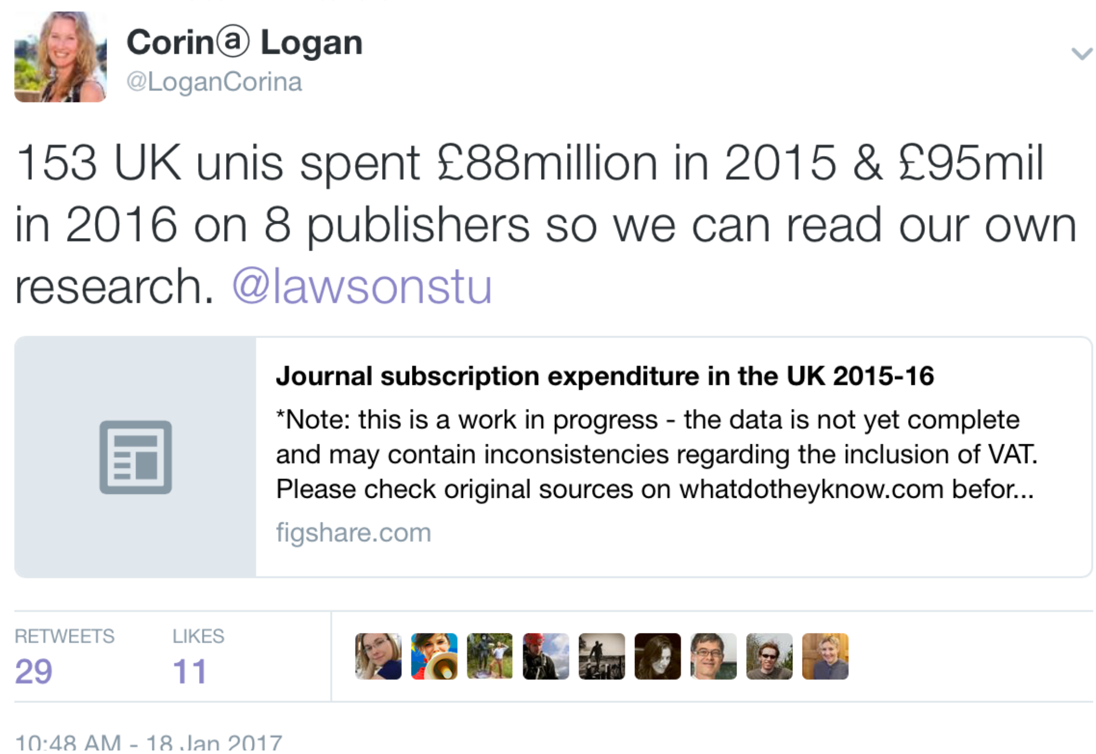
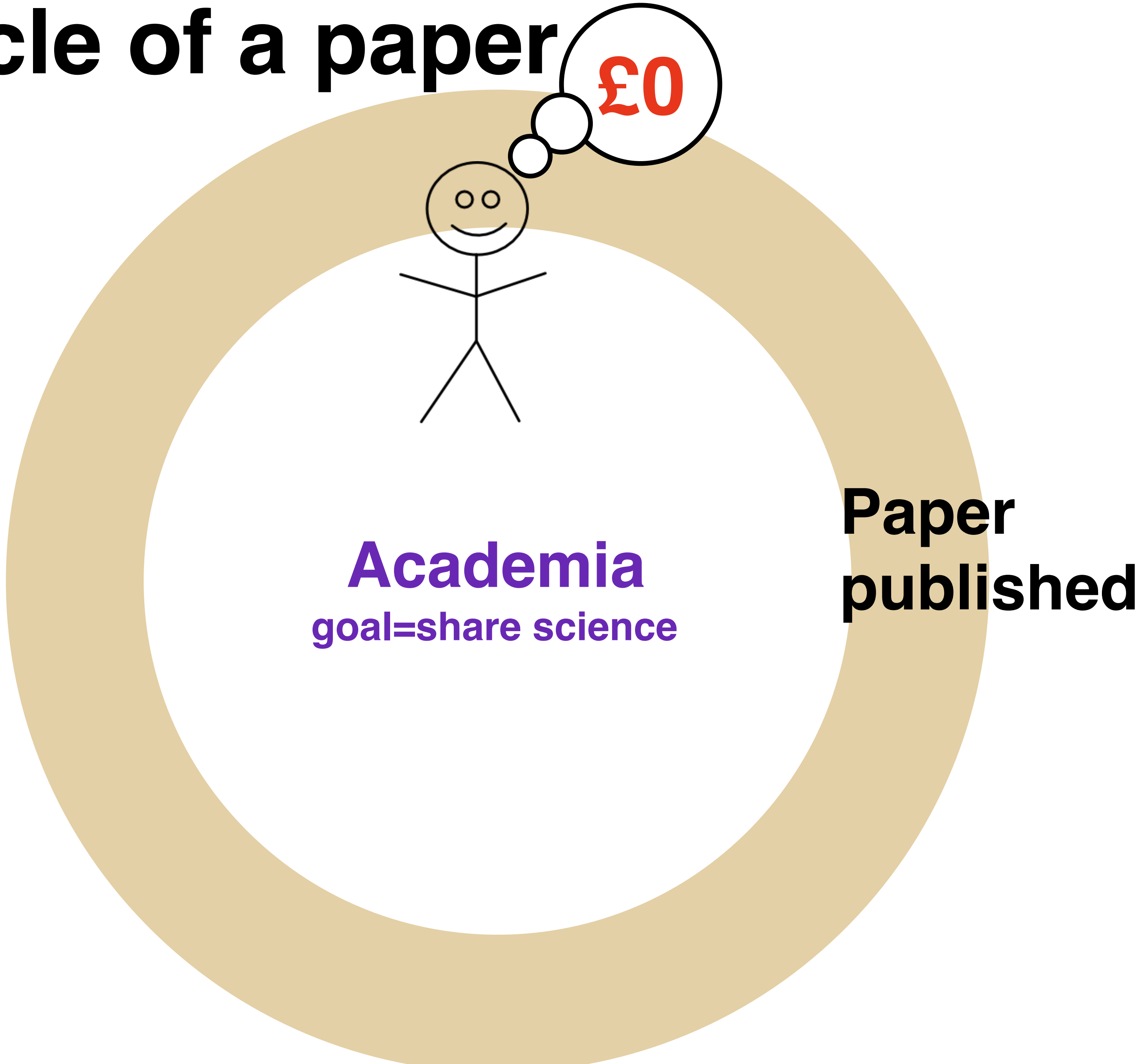
We can change our behavior…

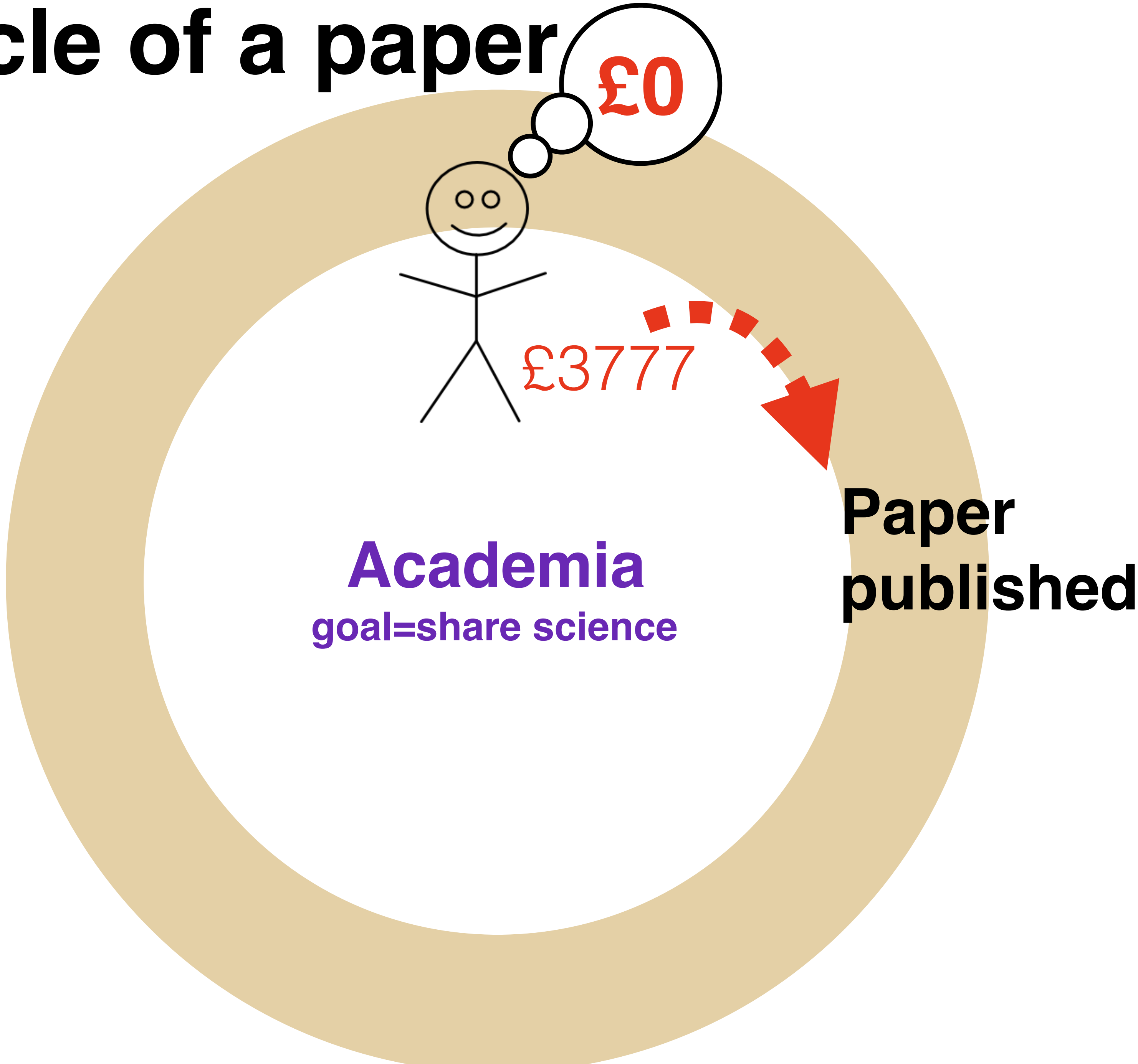


Life cycle of a paper



SPARC http://sparceurope.org/oaca/
Tennant et al. 2016 *F1000Research*, McKiernan et al. 2016 *eLife*

Life cycle of a paper



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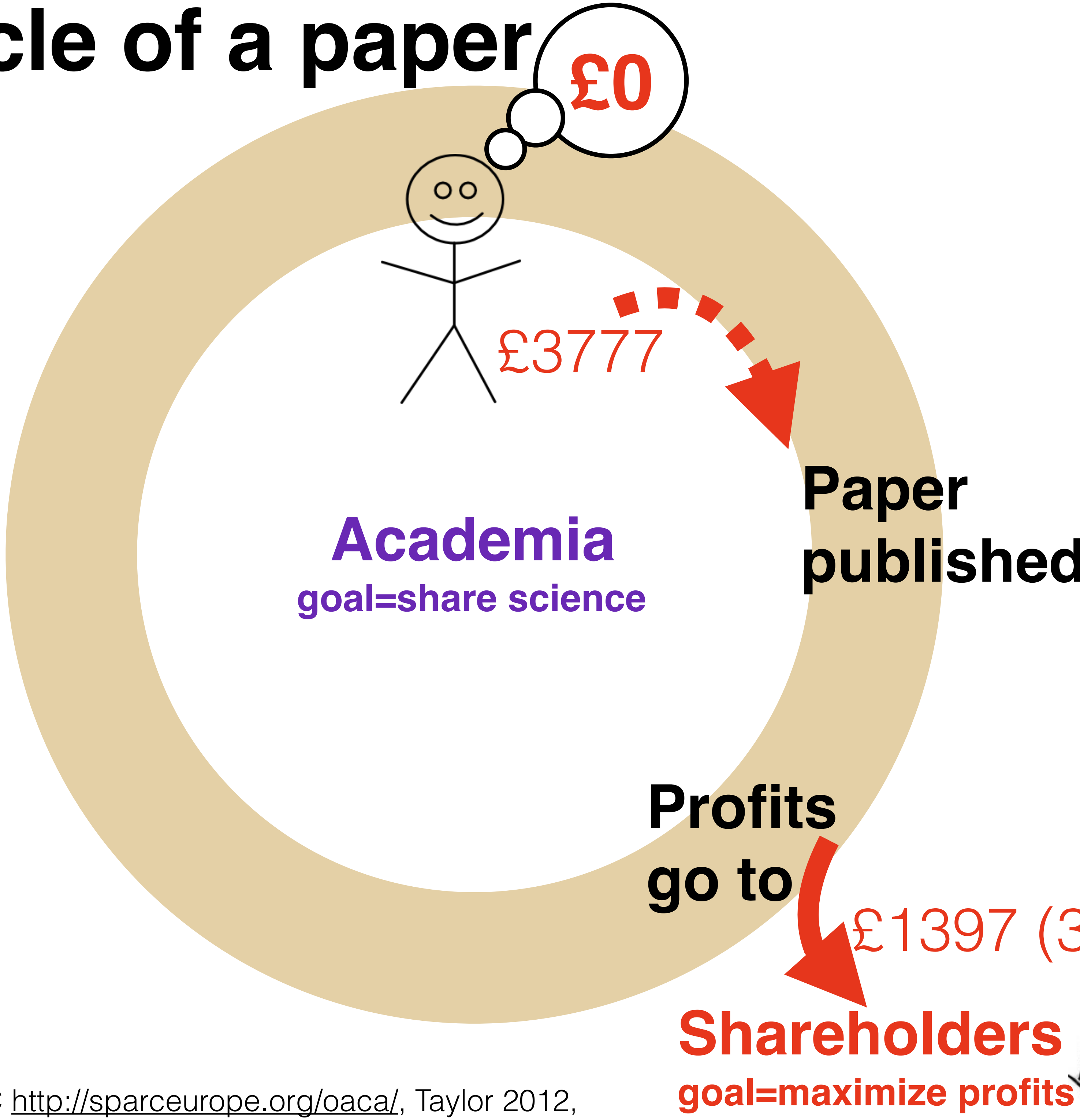

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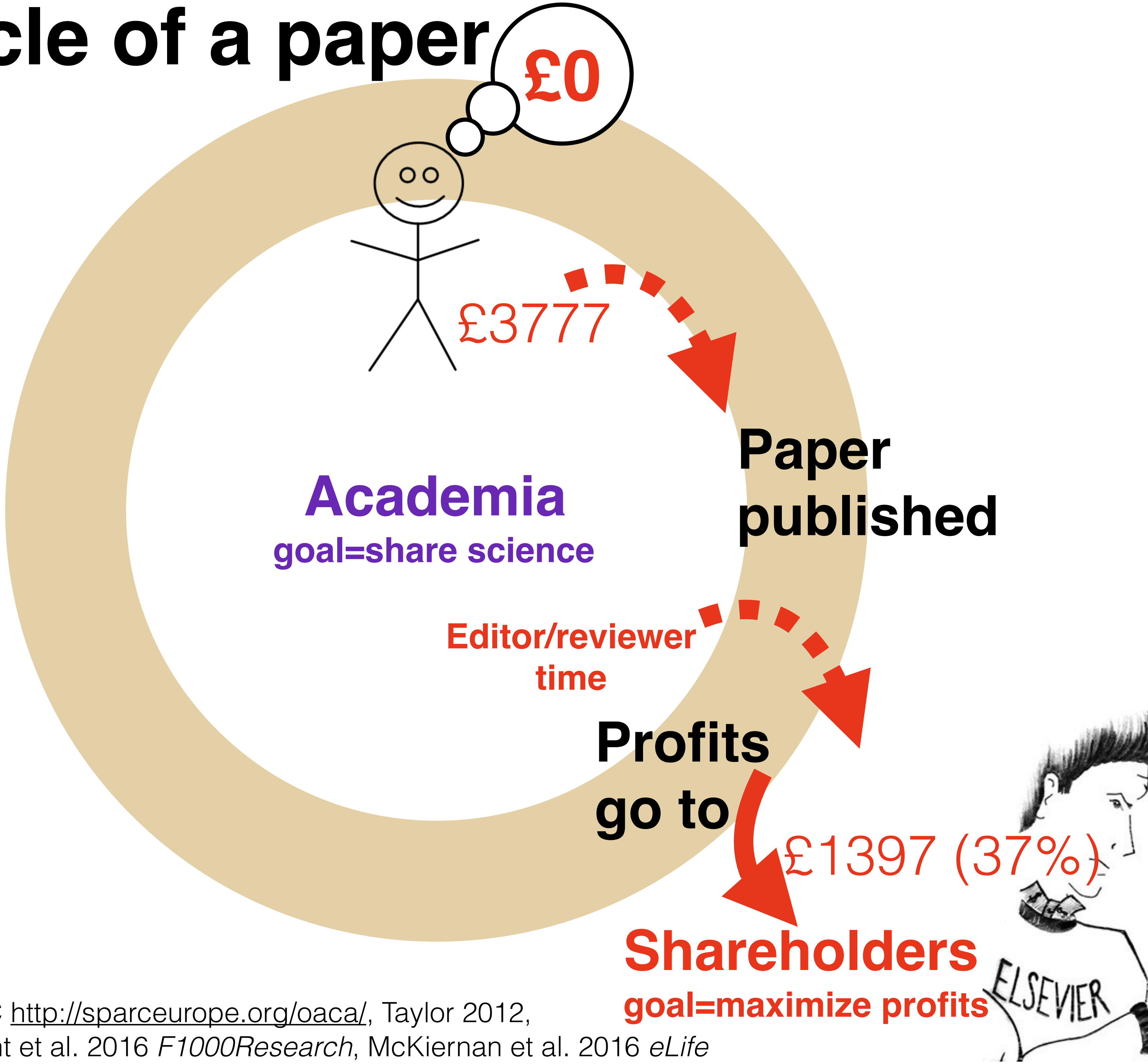

SPARC http://sparceurope.org/oaca/, Taylor 2012,
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Life cycle of a paper

£3777

Paper published

Academia
goal=share science

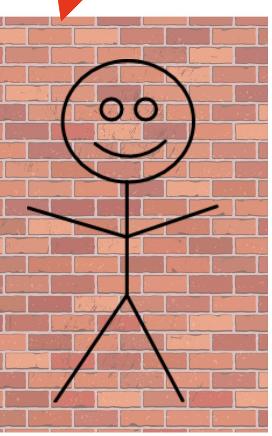
Editor/reviewer time

Profits go to

£1397 (37%)

Shareholders
goal=maximize profits

Available to read by



-indirect discrimination

SPARC http://sparceurope.org/oaca/, Taylor 2012,
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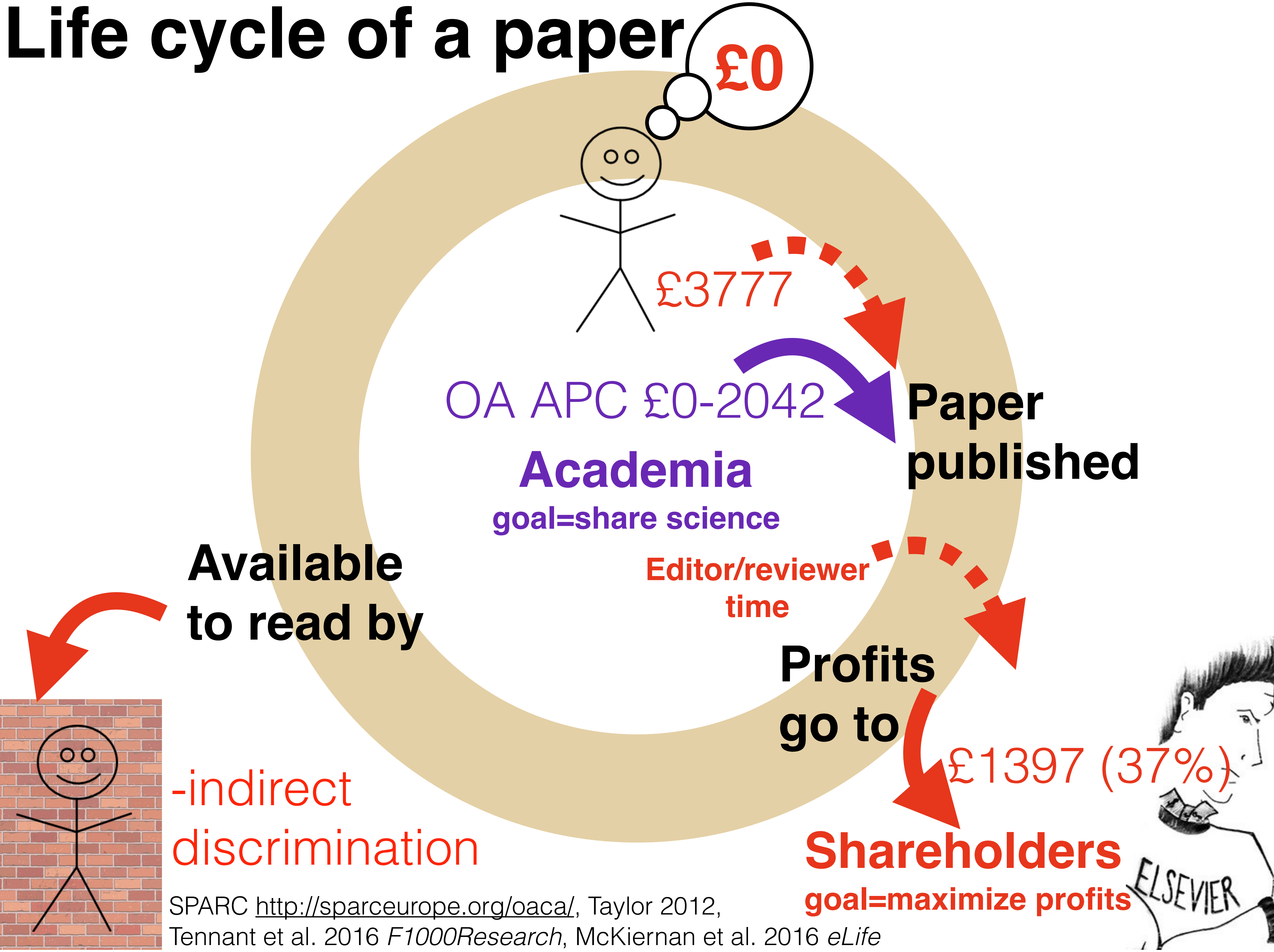
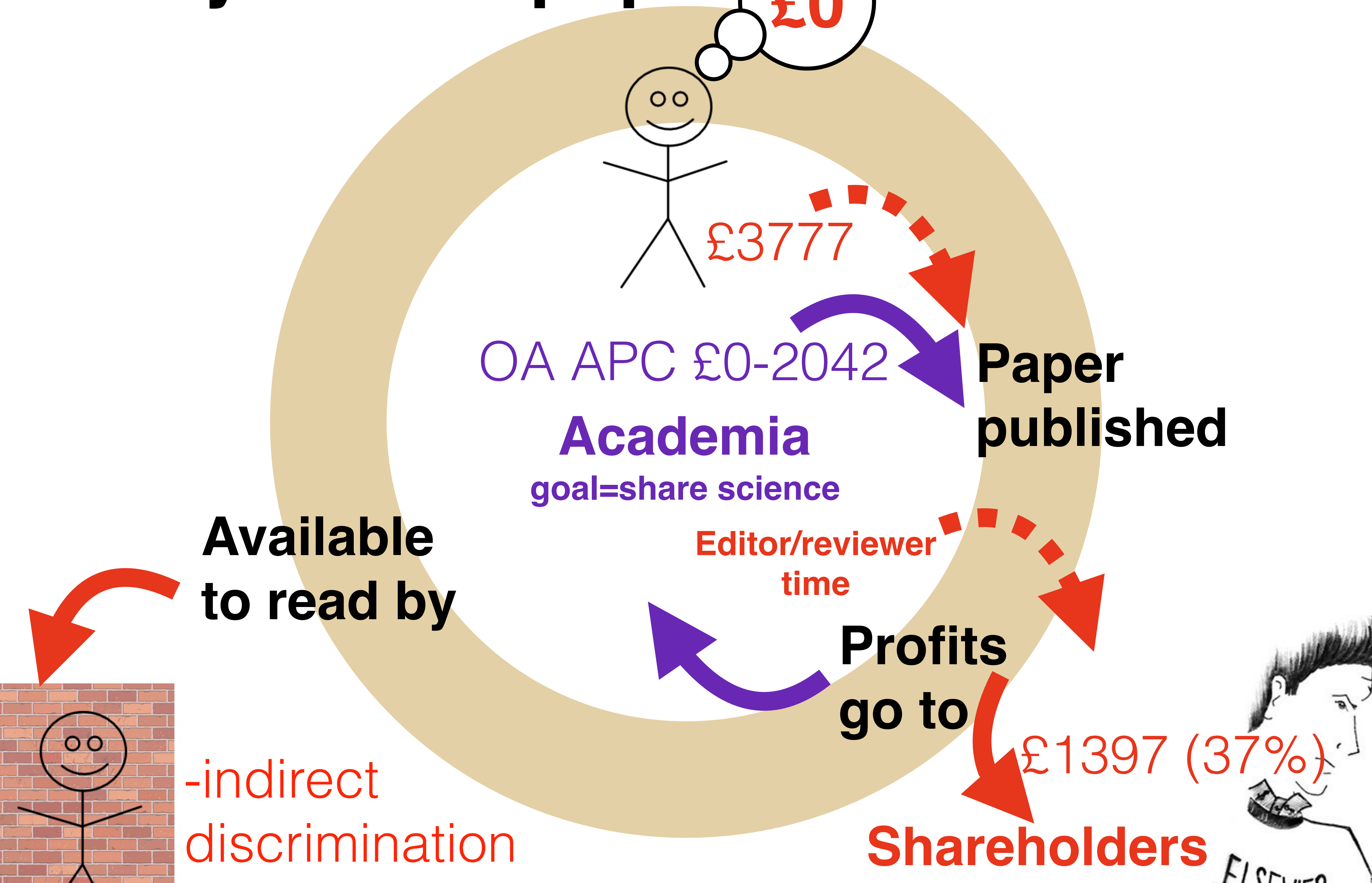
Life cycle of a paper



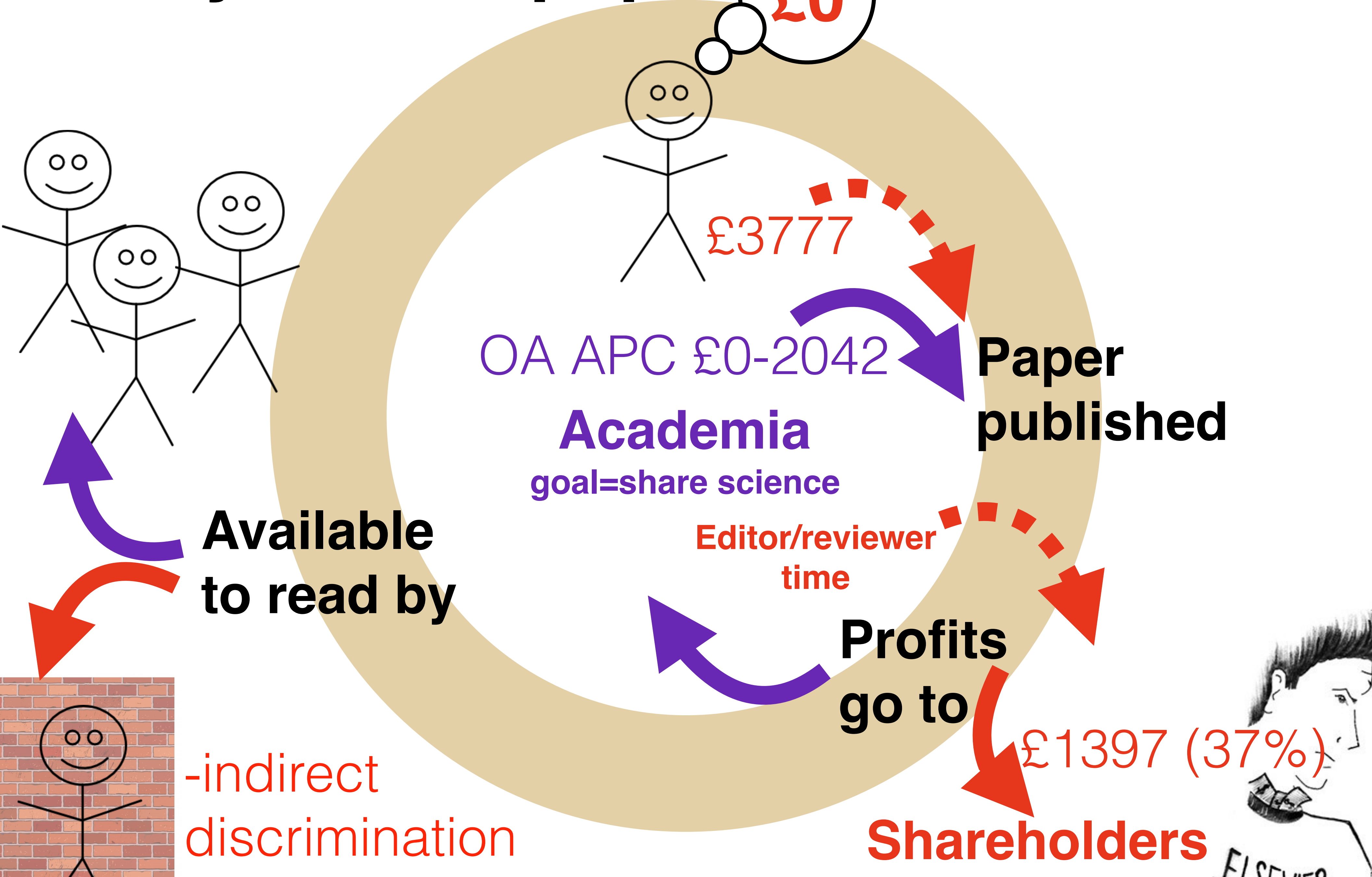
SPARC http://sparceurope.org/oaca/, Taylor 2012,
Tennant et al. 2016 *F1000Research*, McKiernan et al. 2016 *eLife*

Life cycle of a paper



SPARC http://sparceurope.org/oaca/, Taylor 2012,
Tennant et al. 2016 *F1000Research*, McKiernan et al. 2016 *eLife*

Life cycle of a paper



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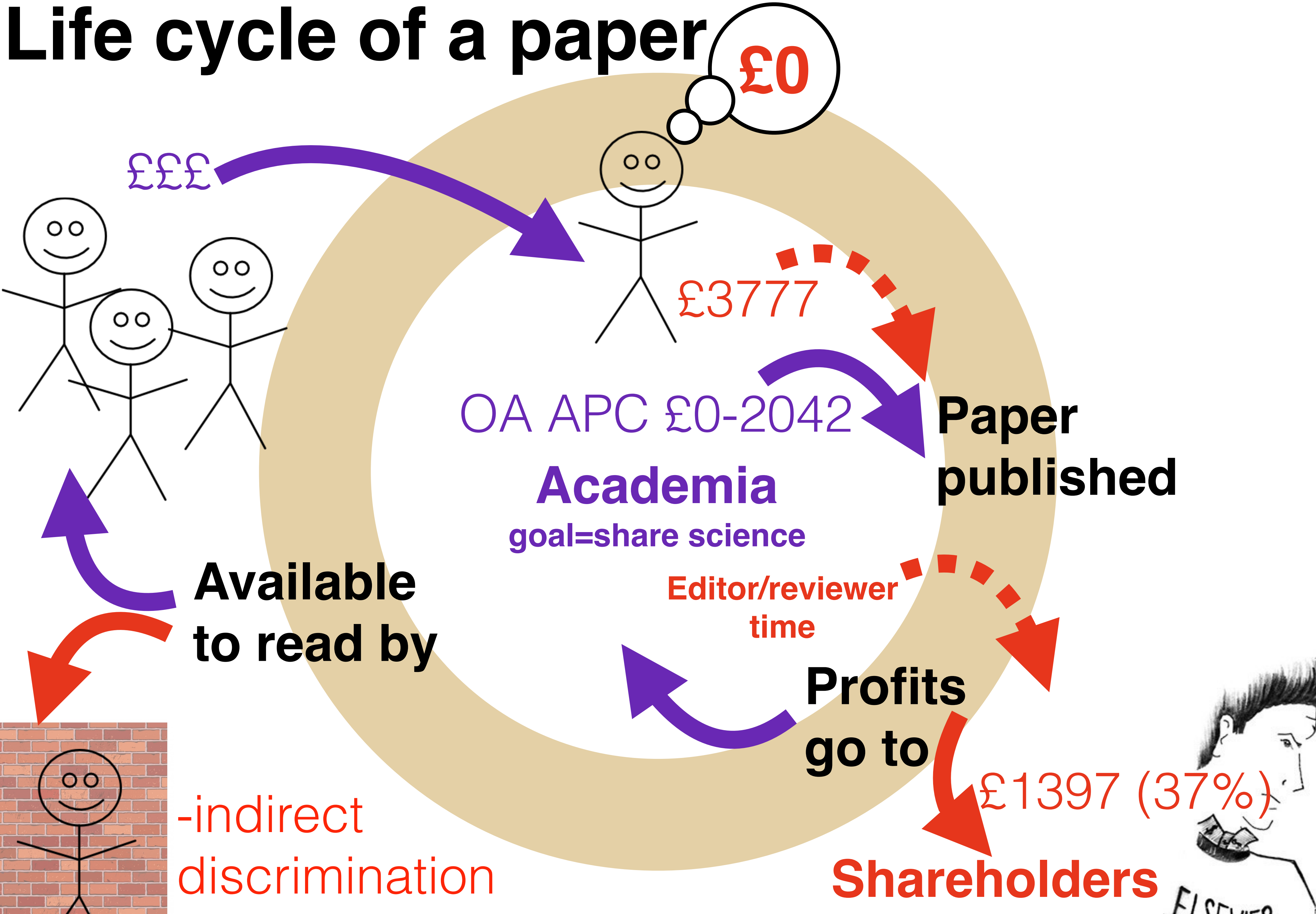

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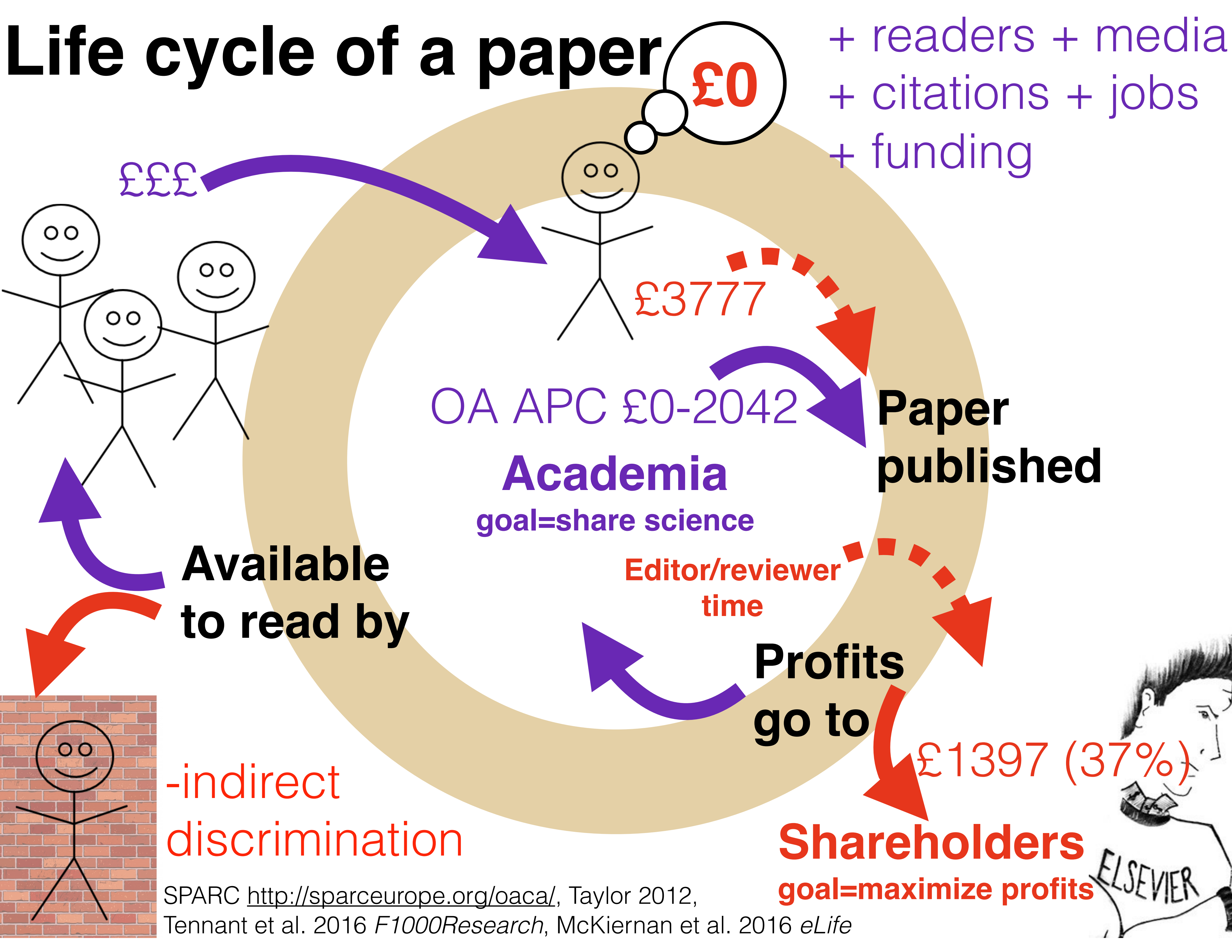
Life cycle of a paper
£0
+ readers + media
+ citations + jobs
+ funding
£££
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OA APC £0-2042
Academia
goal=share science
Paper
published
Editor/reviewer
time
Available
to read by
Profits
go to
£1397 (37%)
-indirect
discrimination
Shareholders
goal=maximize profits
ELSEVIER
SPARC http://sparceurope.org/oaca/, Taylor 2012,
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(100% OA journals) + (at ethical publishers) align with science values

Journal	APC	Open Review	Society	Publisher
PeerJ	(£151)	✓		For-profit
eLIFE	$2500	✓		Non-profit
PLOS	£1135-2202			Non-profit
Animal Behavior and 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
More **replicable**=papers can be longer

Fair,
improves quality

Good business=money invested in academia

I have argued that:

1) Publishing can exploit researchers + academia and discriminate against who can read research

2) JCS & Jisc will not put researcher interests first

What can we (researchers) do?

Connect the costs of publishing with our choices

Change our behavior to stop exploiting ourselves and discriminating against others
…because all of the options we need exist now

For more information…

CorinaLogan.com/ethics.html

OpenConCam.org

Gowers 2016 **Details on the Elsevier Big Deal** https://gowers.wordpress.com/2016/11/29/time-for-elsexit/

McKiernan et al 2016 **How open science helps researchers succeed** http://dx.doi.org/10.7554/eLife.16800

Thanks to Alecia Carter for making me question!