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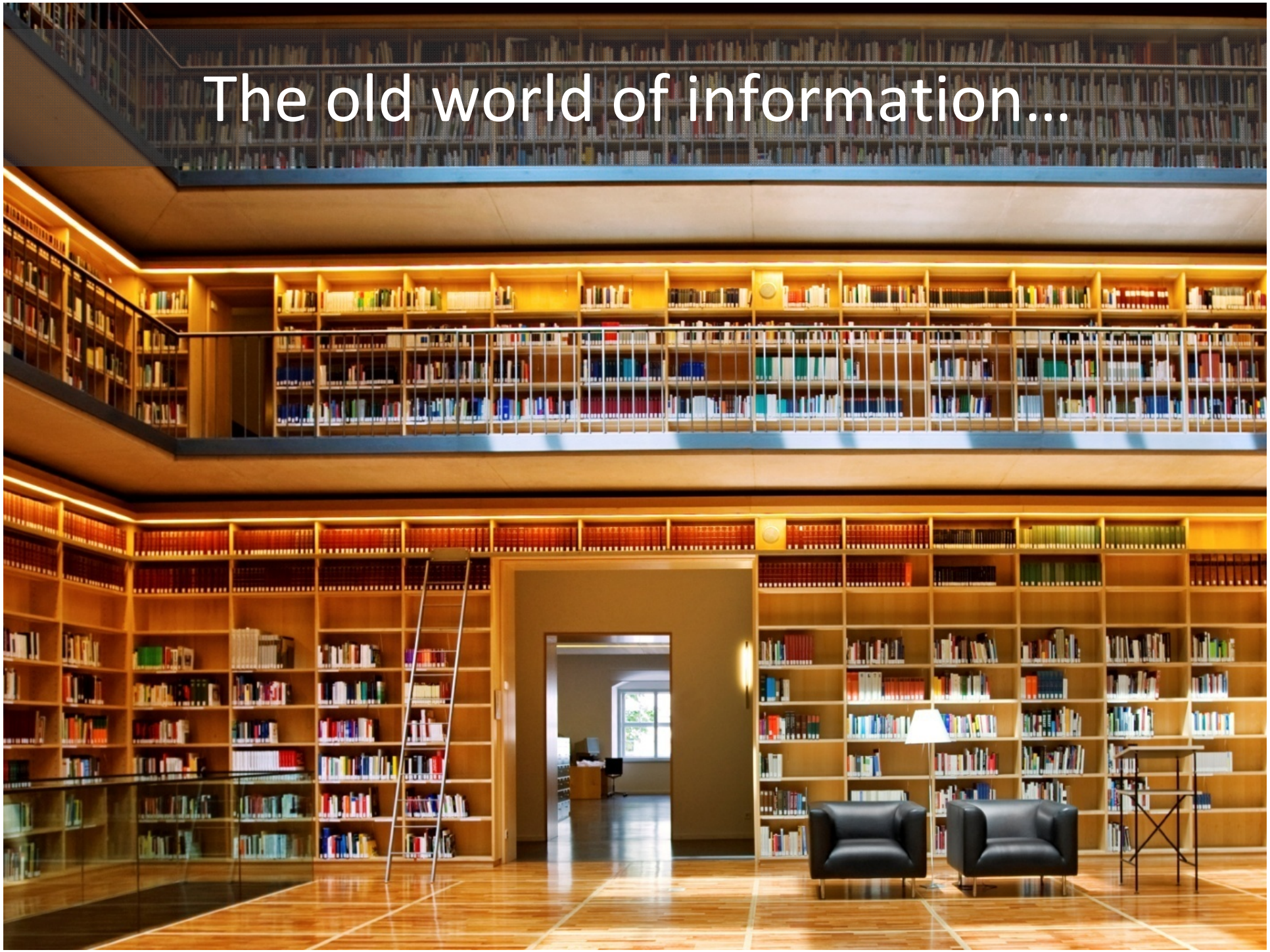


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30th April 2014 – Marmara University
BioMed Central/SpringerOpen

The old world of information…



The new world of information…



http://environmentalstudies.vassar.edu/major/fieldwork.html

Agenda

- **Overview of open access**
- Benefits of open access
- Open access at Springer
- Open access at Marmara University

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Two routes to open access (OA)

Green Open Access Route

- Self-archiving of accepted author version publication in a repository
- Embargo periods may apply
- An estimated 12% of all scholarly articles are available through some form of ‘Green’ OA



Gold Open Access Route

- Completely OA journals and OA option within subscription journals
- OA content is available to everyone everywhere in exchange for an article processing charge
- Eliminates restrictive barriers (license restrictions)

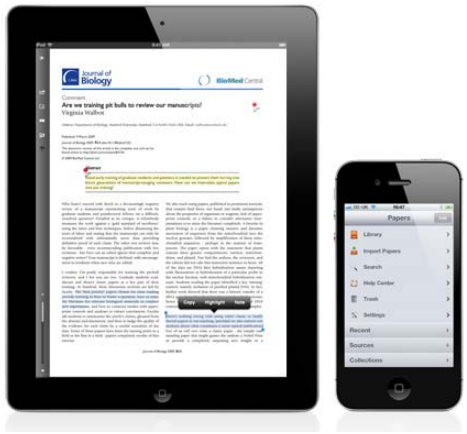
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Open access publishing

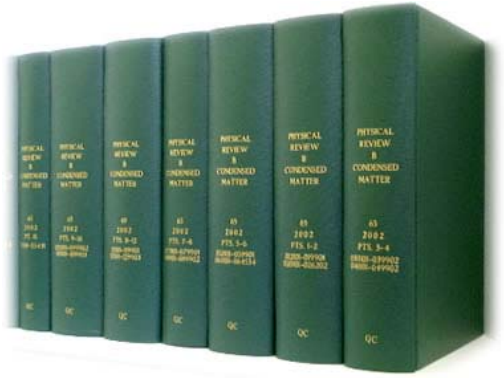
Different business model…..

- no subscription barriers
- universal access
- research is openly licensed to allow reuse



Same quality and standards

- Editors in chief
- Editorial boards
- Peer review
- Indexing
- Impact Factors



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Open Access Today

- Open access to research mandatory in 200+ institutions and by 80 funders in 47 countries
- 3,375 repositories in 101 countries
- Over 10,000 open access journals in the DOAJ
- 1,594,028 articles published in OA journals
- Almost 1000 open access journals now have an Impact factor
- 8.5% of peer reviewed articles now published in fully open access form*

*Study of open access – Bo Christer Bjork, PLOS One

(source ROARMAP, ROAR & DOAJ at March 1, 2013)

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Senato Karar Tarihi: 08.10.2013

İZMİR YÜKSEK TEKNOLOJİ ENSTİTÜSÜ
AÇIK ERİŞİM POLİTİKASI

POLİTİKA BAŞLIĞI:

İzmir Yüksek Teknoloji Enstitüsü (İYTE) bünyesinde yapılan akademik çalışmalar için açık erişim, kurumsal arşivleme, uzun dönemli derleme ve dijital koruma.

BAĞLAM:

Özellikle ileri düzeyde eğitim-öğretim, araştırma, üretim, yayın ve danışmanlık yapmak üzere 1992 yılında kurulmuş olan İYTE, Türkiye Cumhuriyeti'nin çıkarlarına ve kalkınmasına hizmet edecek, sanayinin ve toplumun ihtiyaçlarına cevap verecek nitelikte eğitim vermeyi, araştırmalar yapmayı ve araştırma sonuçlarının mümkün olan en geniş çevrelere sunulmasını ilke edinmiştir. Bir devlet üniversitesi olarak İYTE, lisans ve lisansüstü seviyelerde; araştırmacı, yaratıcı ve girişimci, eleştirel düşünceye yatkın ve karar vermede özgür, ekip çalışmasında başarılı, kendi teknolojimizin üretilmesine katkısı olacak, hammadde kaynaklarımızı değerlendirecek, katma değeri yüksek üretime önderlik edecek, kendi iş ortamını yaratacak bilim insanları, mühendisler, mimarlar ve plancılar yetiştirerek ülkemize katkıda bulunmayı hedeflemekte ve bir araştırma üniversitesi olarak geniş kitlelere karşı taşıdığı sorumluluklarının önemini çok iyi bilmektedir.

Türkiye'nin sanayi alanında gelişimi ve Türkiye ekonomisinin geleceği, yeni teknolojilerden yararlanılmasına ve bu teknolojilerin geliştirilmesinde oynanacak aktif role bağlı olacaktır. Bunun içindir ki, ileri ülkelerde, özellikle teknolojik alanda üst düzeyde eğitim-öğretim ve araştırma yapma temel amacıyla benimsenen en gelişmiş teknik üniversite modeli, teknoloji enstitüleridir. Ülkemizde böylesi bir misyonu yüklenmesi için kurulan iki teknoloji enstitüsünden biri olan İYTE'nin akademik çalışmalarının açık erişim olarak paylaşılması, bu çalışmaların görünürlüğünü ve tanınırlığını arttırmayı mümkün kılarak, yapılacak yeni araştırmalarda kamu ve özel sektörden daha fazla proje desteği sağlanmasına olanak tanıyacaktır. Bu nedenle İYTE, mensuplarına ait akademik çalışmaları mümkün olan en geniş kitlelere ulaştırabileceği bir açık erişim mekanizması ve bu kapsamda hizmet verecek bir açık erişim arşivi kurmaya karar vermiştir. İYTE Kütüphanesi, üniversite araştırmacılarına ait çalışmaların uygun formatlarda derlenmesinde, uzun dönemli korunmasında ve en geniş şekilde erişime sunulmasında stratejik bir rol oynayacaktır.

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The Changing Landscape of OA Publishing

2000



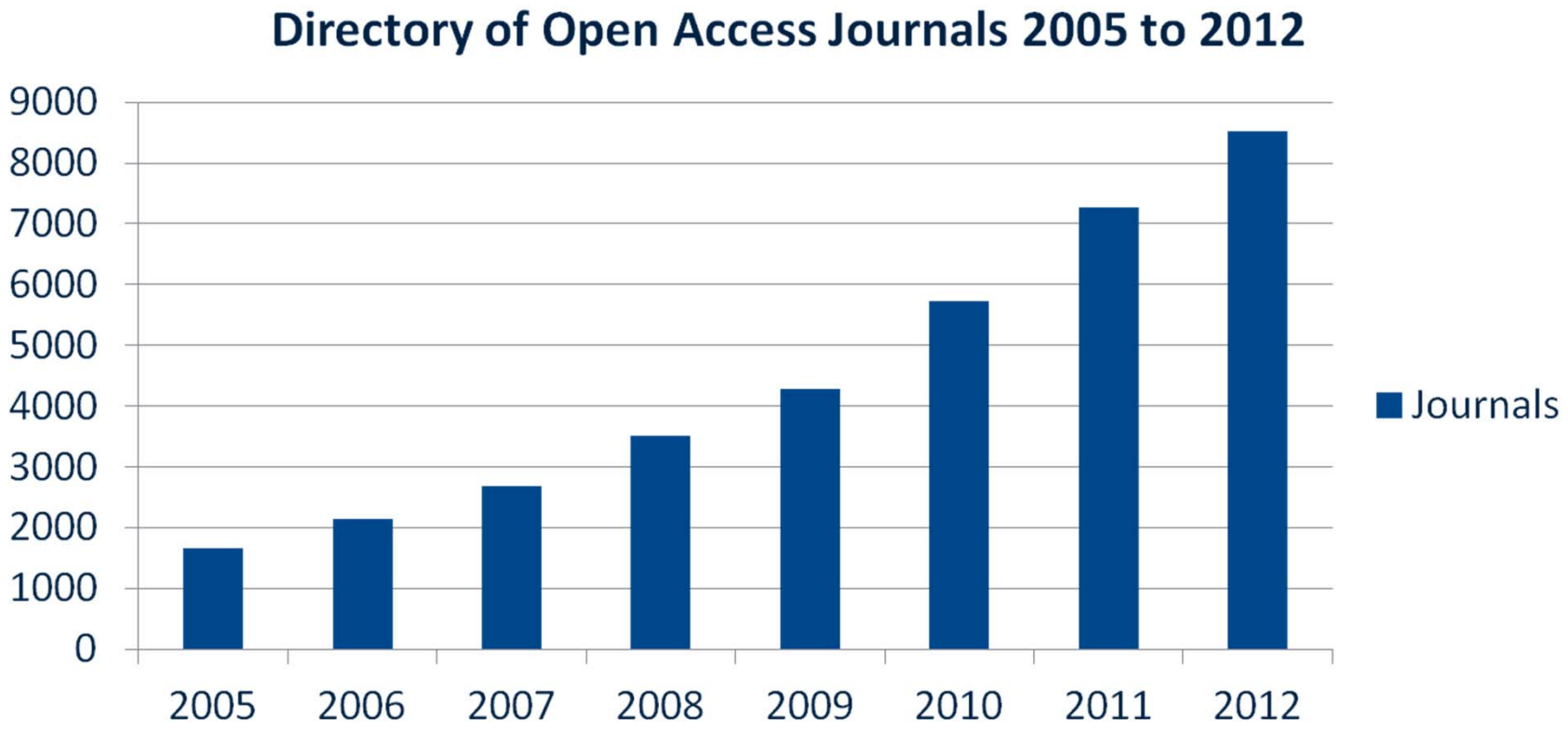
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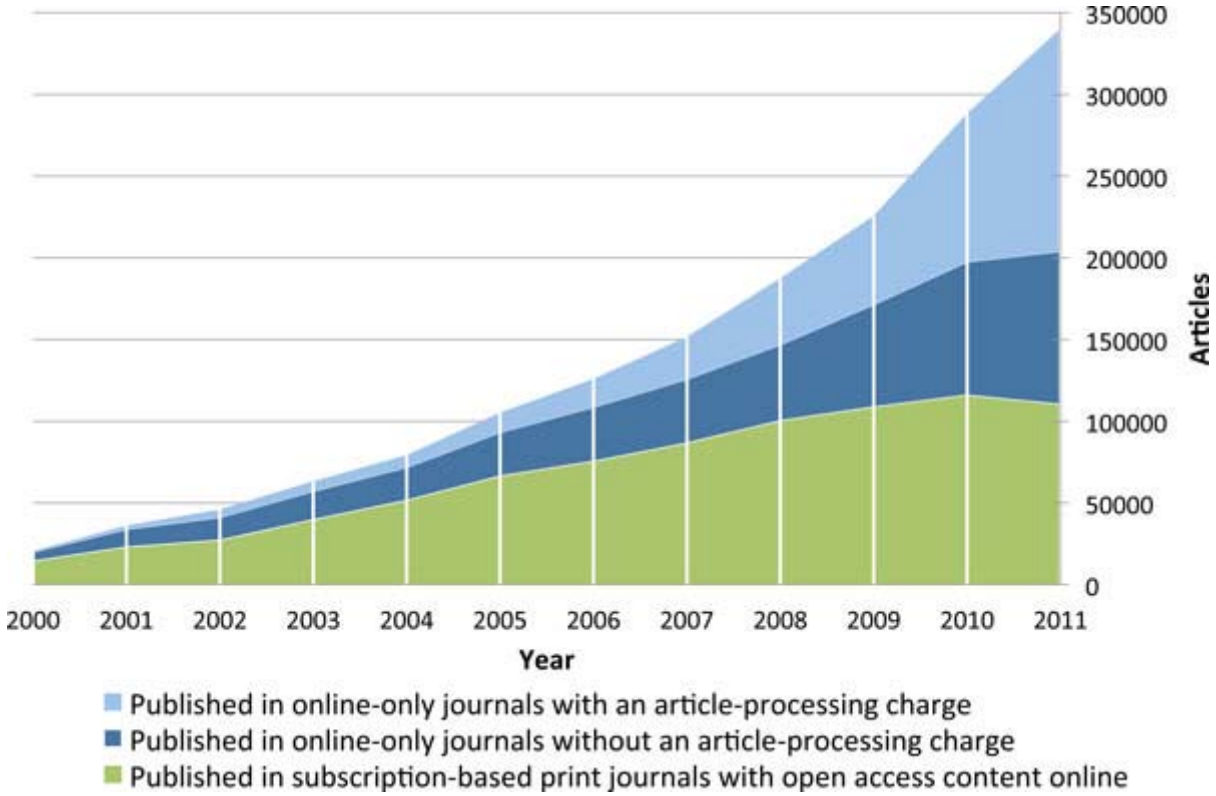
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Overall open access market growth: fully open access journals



Growth of OA articles

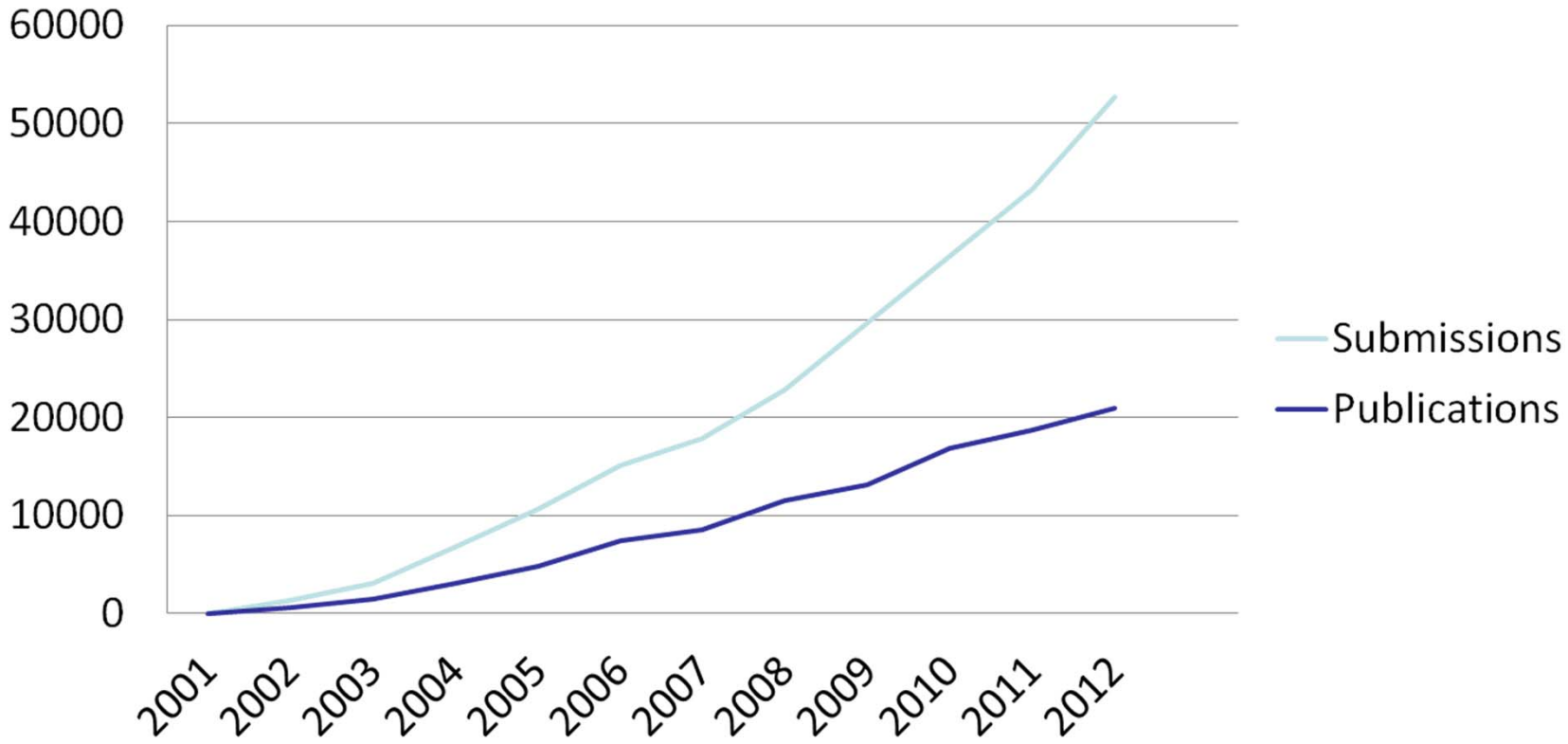
Laakso and Björk *BMC Medicine* 2012 **10**:124 http://www.biomedcentral.com/1741-7015/10/124



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Growth in Submissions and Publications



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Agenda

- Overview of open access
- **Benefits of open access**
- Open access at Springer
- Open access at Marmara University

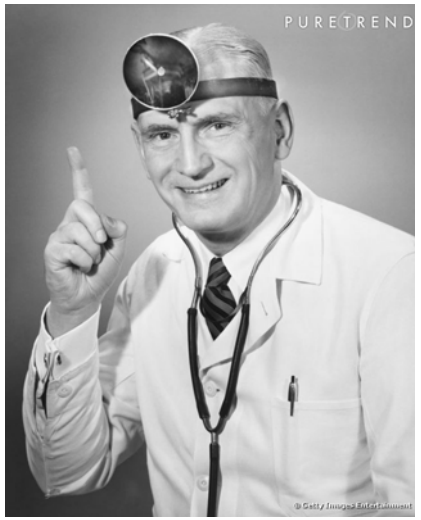
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Why Open Access?

- Breaks down barriers between disciplines
- Promotes public engagement with scientific and medical research
- Creates an open global forum for scientific communication

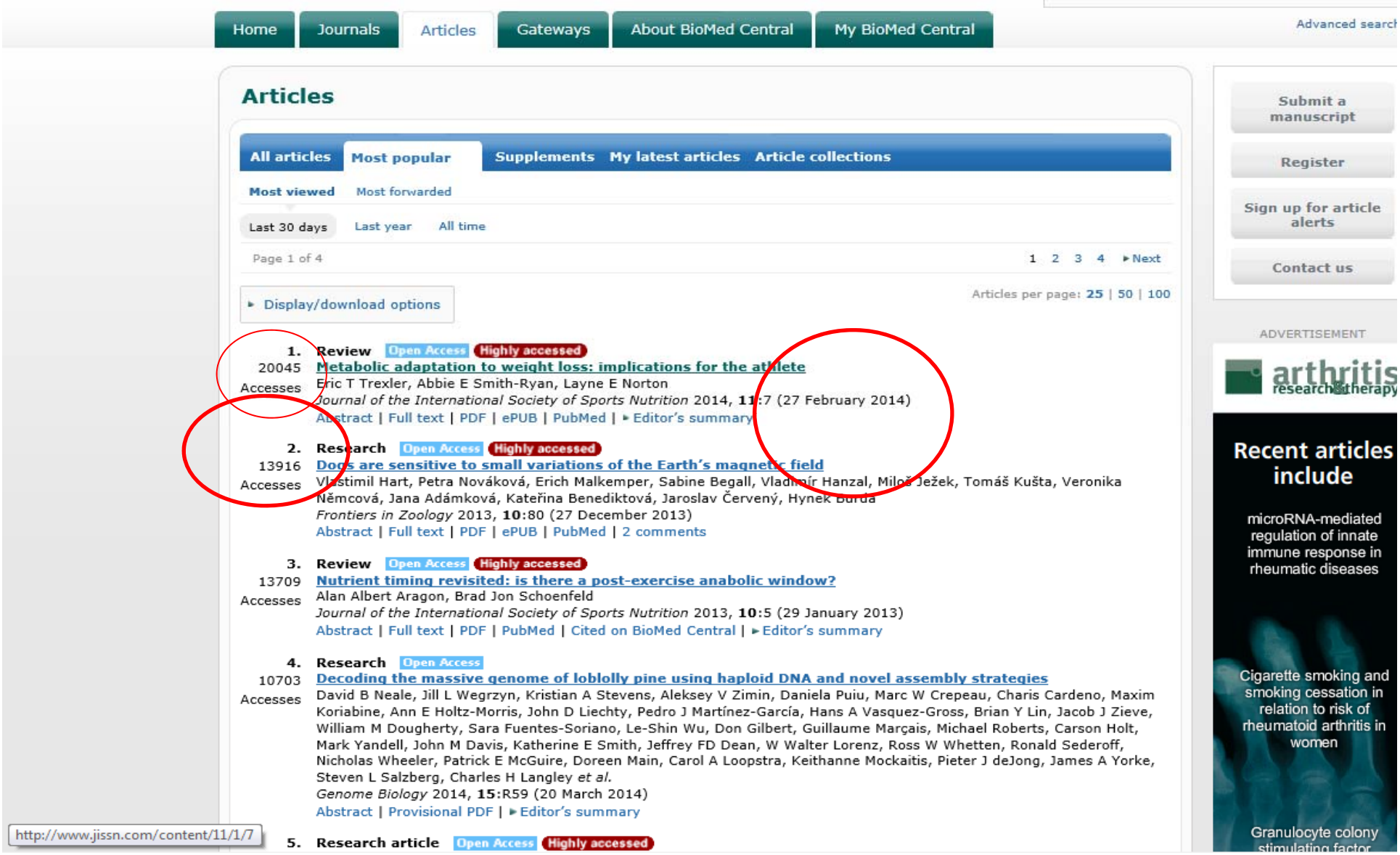
- **For researchers:**
- Very high visibility
- Widely indexed
- No barriers to dissemination (also social sharing) and access to research
- Higher citations



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Authors, funders, and universities: visibility



Visibility for BioMed Central authors

- 20 million page views a month
- 4 million user sessions per month
- Over 1 million registered users
- Over 400,000 recipients to fortnightly BioMed Central newsletter
- 13,000 new registrants a month
- Springer platform (16,000 customers, 13 million users)

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Editors/journal owners…

- More and more journals transfer to OA publication
- Wider dissemination and more international reach
- Increase in number and quality of submissions
- Improvement of bibliometric performance / impact factor
- Increasing demand from authors within mandating institutions/funding bodies
- APCs can be lower than colour or page charges in subscription journals

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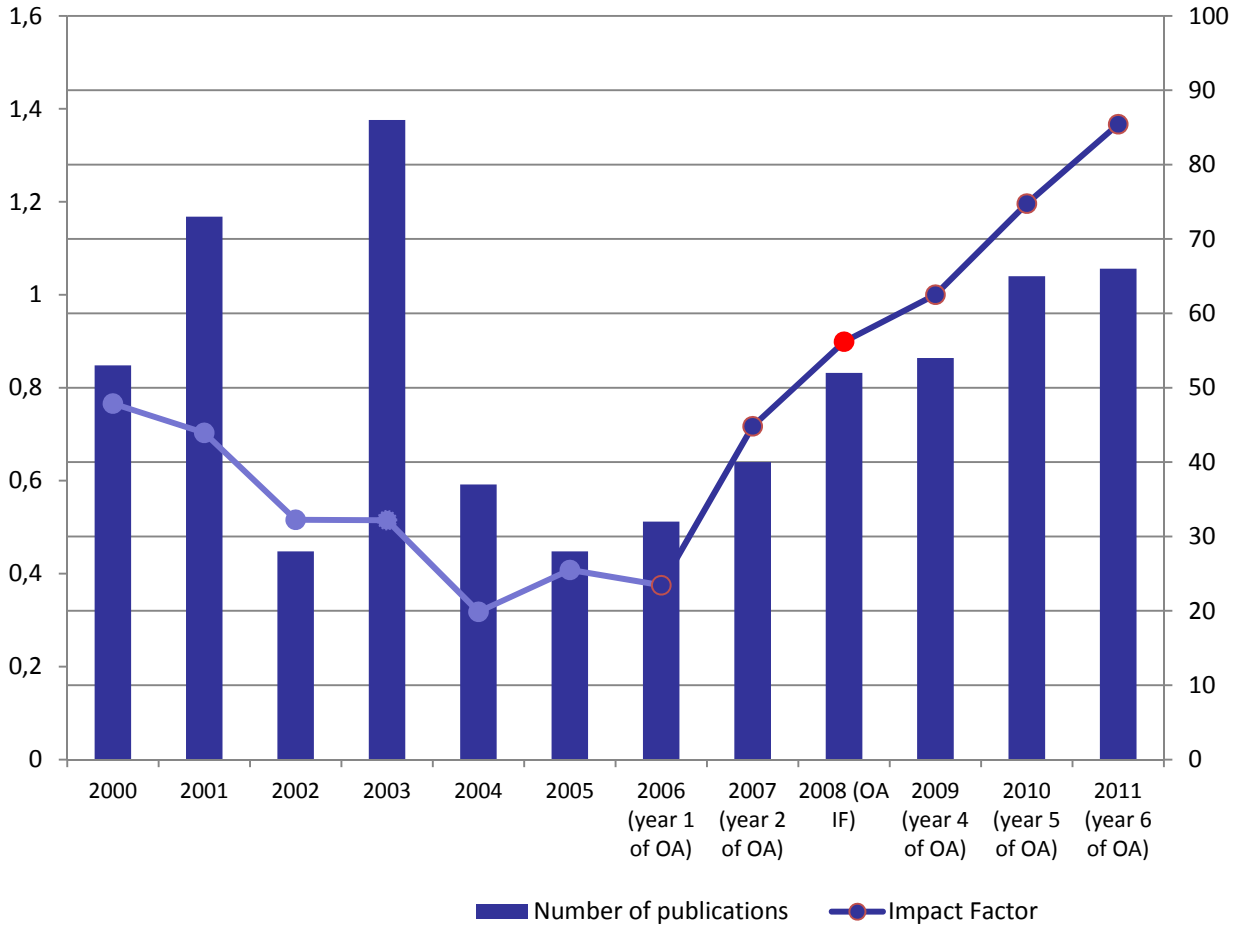
Editor's quote

"Acta Veterinaria Scandinavica *moved to BioMed Central in 2006, along with its Impact Factor. As an effect of the much improved visibility of the journal's content we have seen a significant rise in submissions, often from countries where researchers would not have considered publishing with us in the past*."

Mats Forsberg, Editor-in-Chief (2005 – 2012)

Case study 1: *Acta Veterinaria Scandinavica*

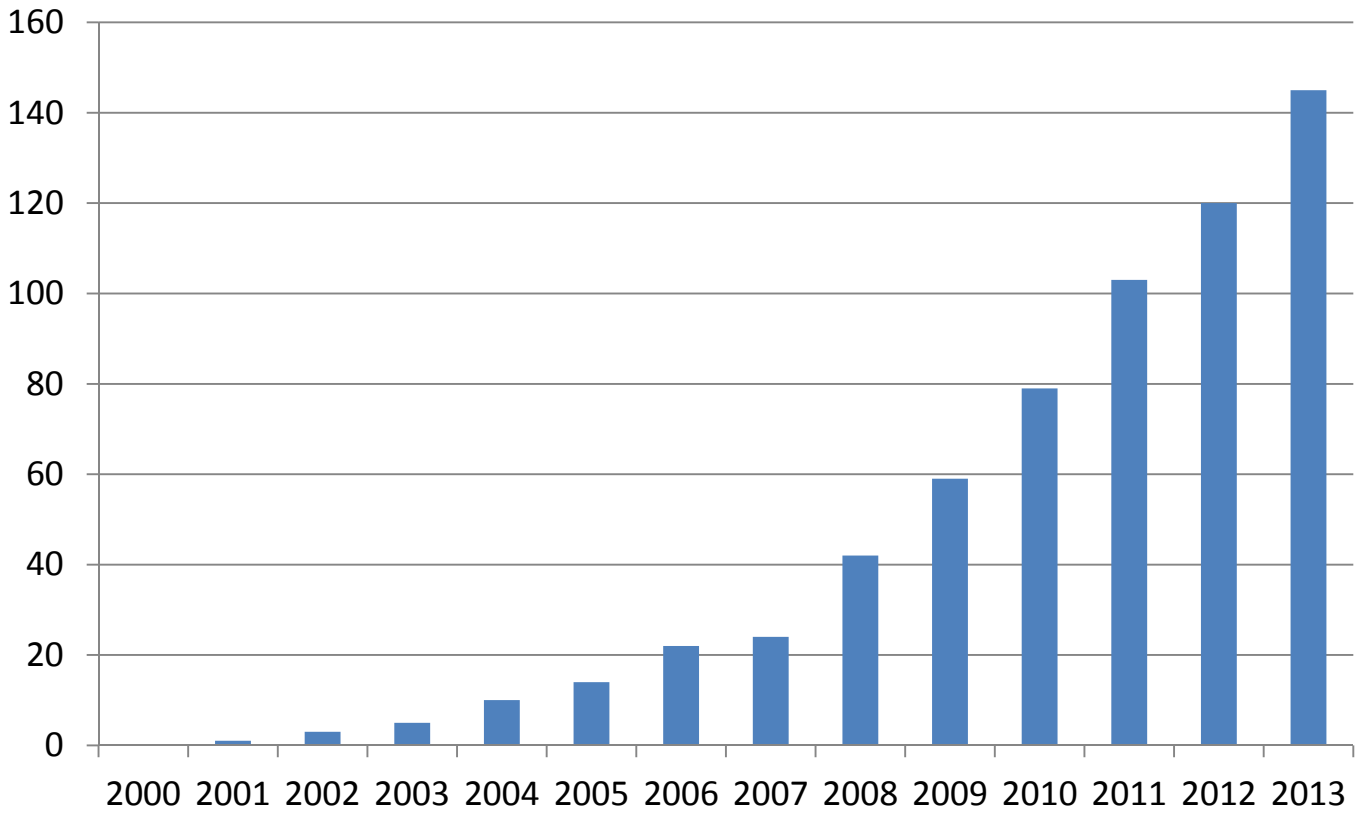
- Fifty year old journal
- Transferred 2006
- Impact Factor has increased more than 3x due to open access effect



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Genome Biology	10.3
BMC Biology	6.53
BMC Genomics	4.40
BMC Medicine	6.68
BMC Public Health	2.08
Breast Cancer Research	5.87
Critical Care	4.72
Stem Cell Research & Therapy	3.65
BMC Plant Biology	4.65
Journal of Translational Medicine	3.46
Malaria Journal	3.40
Parasites & Vectors	3.25
Arthritis Research & Therapy	4.30
Retrovirology	6.47

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Agenda

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- Open access at Marmara University

Open Access publishing at Springer

Author Rights / Green route

- Self-archiving of author's accepted version

Hybrid open access

- Springer Open Choice
- Creative Commons

'Full' OA

- BioMed Central The Open Access Publisher
- Springer Open
- Chemistry Central open access to chemistry
- **Books** (NEW!)
- Creative Commons

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- Launched first open access journal in 2000
- Now publishes 260+ OA titles
- Over 140,000 peer-reviewed OA articles published
- More than 10 million article downloads per month
- Creative Commons
- Costs covered by 'article processing charge' (APC)
- Became part of Springer in 2008
- SpringerOpen

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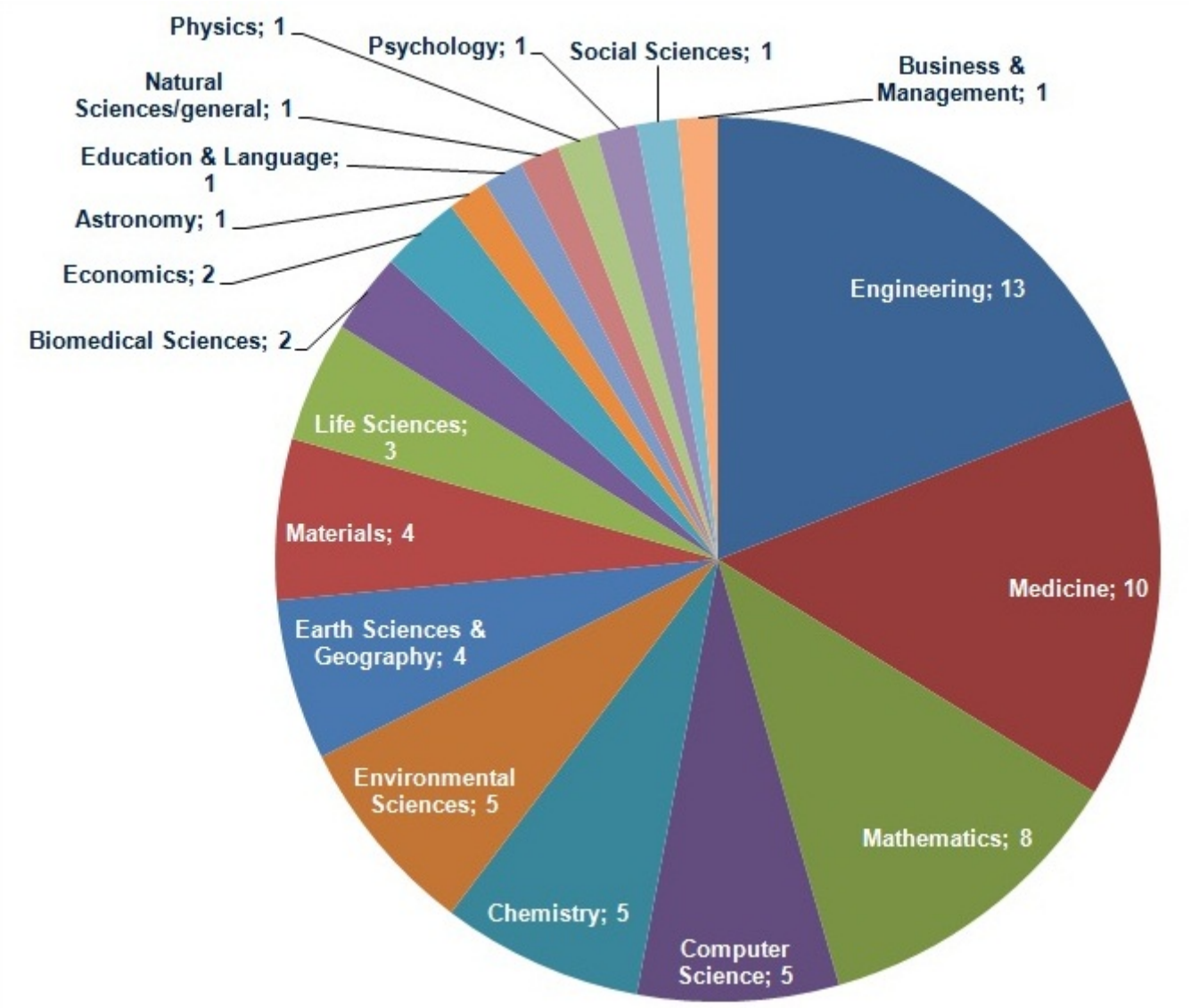
SpringerOpen

- Open access journals covering all disciplines
- Creative Commons
- 127 journals already, 15 already have impact factors
- Administered by BioMed Central

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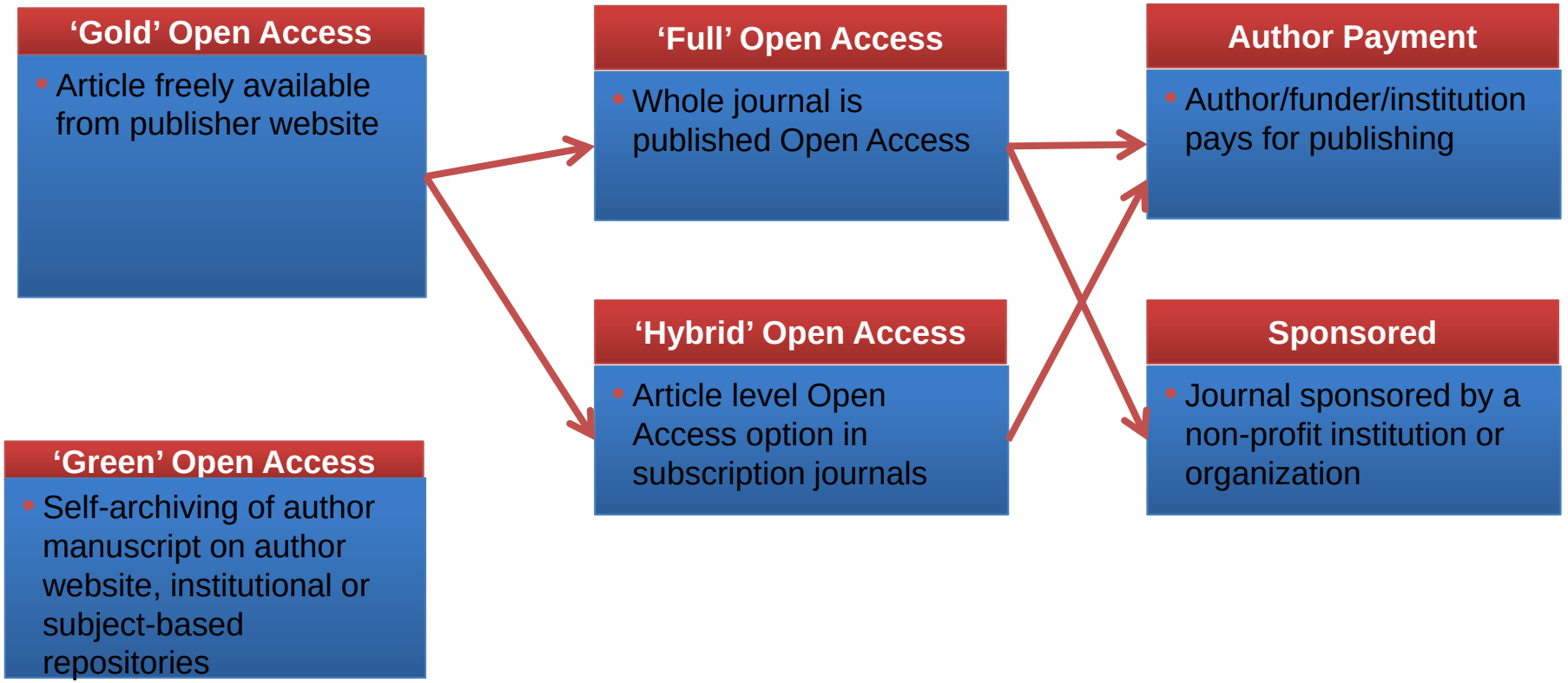
SpringerOpen subject fields



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Models of Open Access Publishing



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The business model

- No subscription revenue
- Small amount of revenue from reprints and advertising.
- Revenue from APCs - payable on editorial acceptance of articles
- APCs paid from..
  - research grants
  - by research funders
  - universities
  - societies
  - governmental agencies
  - charities
- Membership...

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Article-processing charges

The article-processing charge covers:

- **Editorial**: handling of manuscripts
- **Technical**: development, maintenance and operation of online journal platforms and manuscript handling systems
- **Production**: Formatting and mark up of articles, inclusion in indexing services
- **Marketing**: Making sure readers and authors know about the journal
- **Customer service:** Responding to authors/readers

No extra charge for inclusion of colour figures, videos/animations or large data sets (no limits on article length)

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BioMed Central and SpringerOpen Institutional Agreements

Prepay Agreement

- Organisation covers the article cost (APC) for their researchers by deposit
- No membership fee
- Researchers do not pay anything
- Discount on the APC for institution
- Deposit available without time limits

Shared Support Agreement

- Cost shared equally between institution and researcher
- No membership fee
- Additional discount on APC's for researchers
- Deposit available without time limits

Supporter Agreement

- Organisation does not cover the APC for the researchers
- Annual membership fee for institution
- 15% discount on APC's – researchers pay less

For all agreement types:

- Automated article feeds
- Institutional Members Page
- Marketing and PR support
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- Hong Kong (2)
- Hungary (1)
- India (8)
- Ireland (1)
- Israel (1)
- Italy (16)
- Kenya (3)
- Korea, South (2)
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- Lithuania (2)
- Luxembourg (1)
- Madagascar (1)
- Malaysia (4)
- Mexico (1)
- Morocco (2)
- Netherlands (11)
- New Zealand (1)
- Nigeria (2)
- Norway (4)
- Poland (2)
- Portugal (1)
- Romania (1)
- South Africa (6)
- Spain (13)
- Sri Lanka (2)
- Sweden (9)
- Switzerland (12)
- Taiwan (3)
- Tanzania (3)
- Thailand (1)
- Trinidad and Tobago (1)
- Uganda (1)
- United Kingdom (49)
- United States of America (160)

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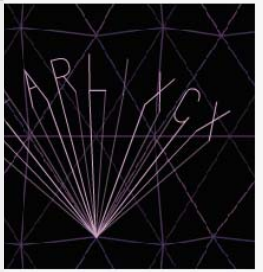
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Which States Are Poised to Cash In on the Drone Boom?



The Toxic World of Anonymous Science Content Farmers



JASON KOEBLER



All business is conducted on the dinophone.

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Flawed sting operation singles out open access journals

by Martin Eve, The Conversation



Isn't open access better? Credit: fuzzcaminski

UNIQUE DESIGN SCANDINAVIAN FASHION



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To sleep, perchance to clean: Study reveals brain 'takes out the trash' while we sleep 12 hours ago 0



Schizophrenia linked to abnormal brain waves Oct 16, 2013 4



When neurons have less to say, they speak up Oct 16, 2013 0

In a sting operation, John Bohannon, a correspondent of *Science*, claims to have exposed dodgy open access journals. His argument seems to be that, because of their business model, some journals are biased towards accepting scientific articles, regardless of their quality. Sadly, Bohannon's operation adds little to what we already know.

8 Like 0 +1

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What happened?

- Versions of a fake science paper submitted to 304 Open Access journals, claiming miracle cure for cancer had been found
- Papers include very serious mistakes; experiments are obviously flawed and therefore meaningless
- Of 304 journals..
  - 255 said that they would review the study
  - 157 journals accepted the paper to be published.

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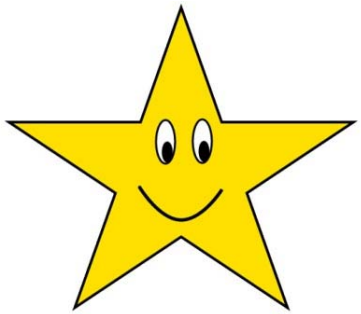
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What does this mean?

- Bad news for Open Access?

  The study did not include any non-OA journals

  Where is the fair comparison??
- Peer Review system is flawed
- It's the ethics of the publisher / journal, not the business model that determines quality and sound publishing and peer review
- BioMed Central, Plos and Hindawi rejected the paper
- Remember to please be aware of....



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Predatory Open Access Publishers

Beall's List: Potential, possible, or probable predatory scholarly open-access publishers

- Ethical standards established by membership organisations such as OASPA (Open Access Scholarly Publishers Association) or COPE
- Editor and staff
- Business management
- Integrity

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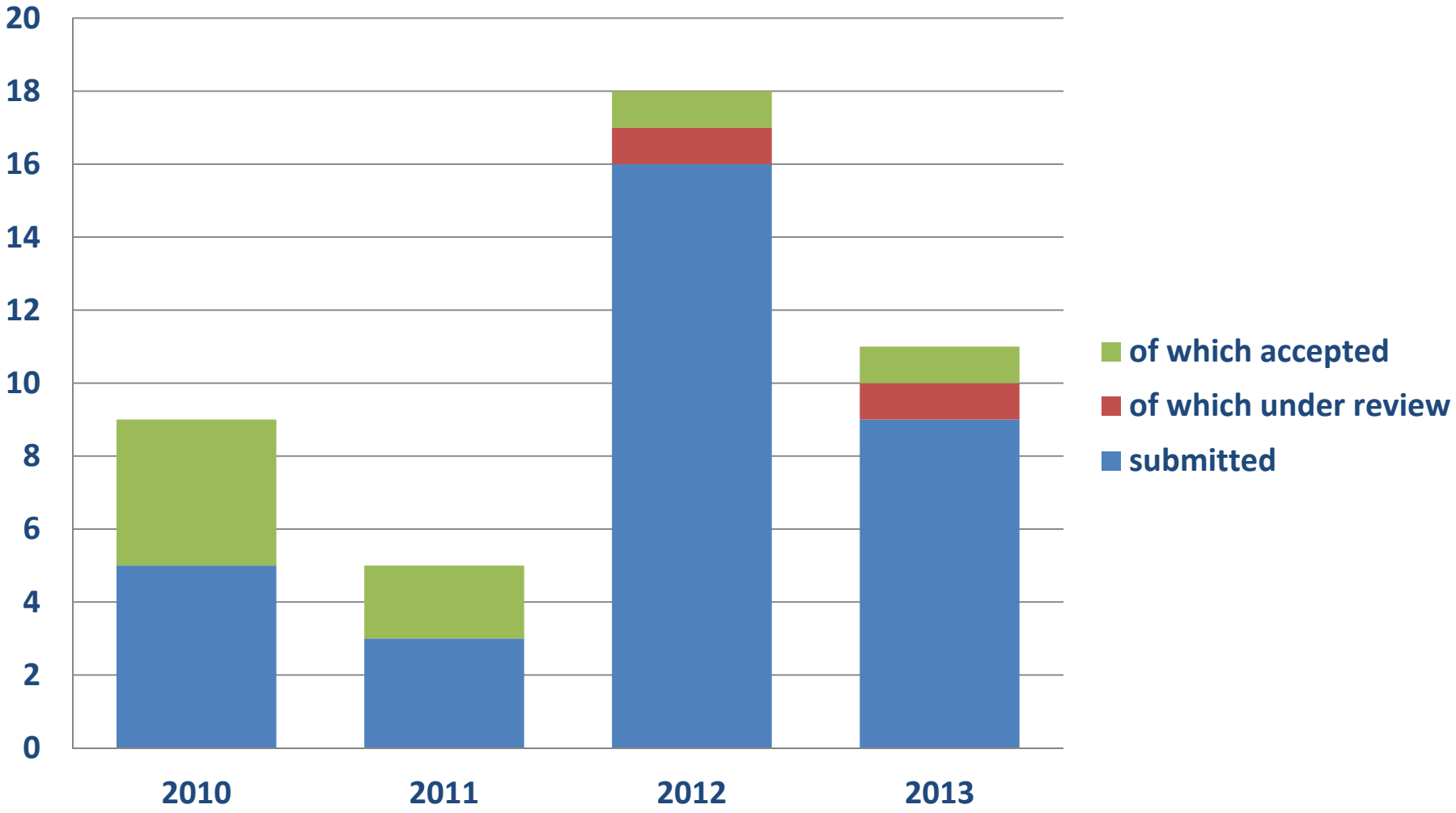
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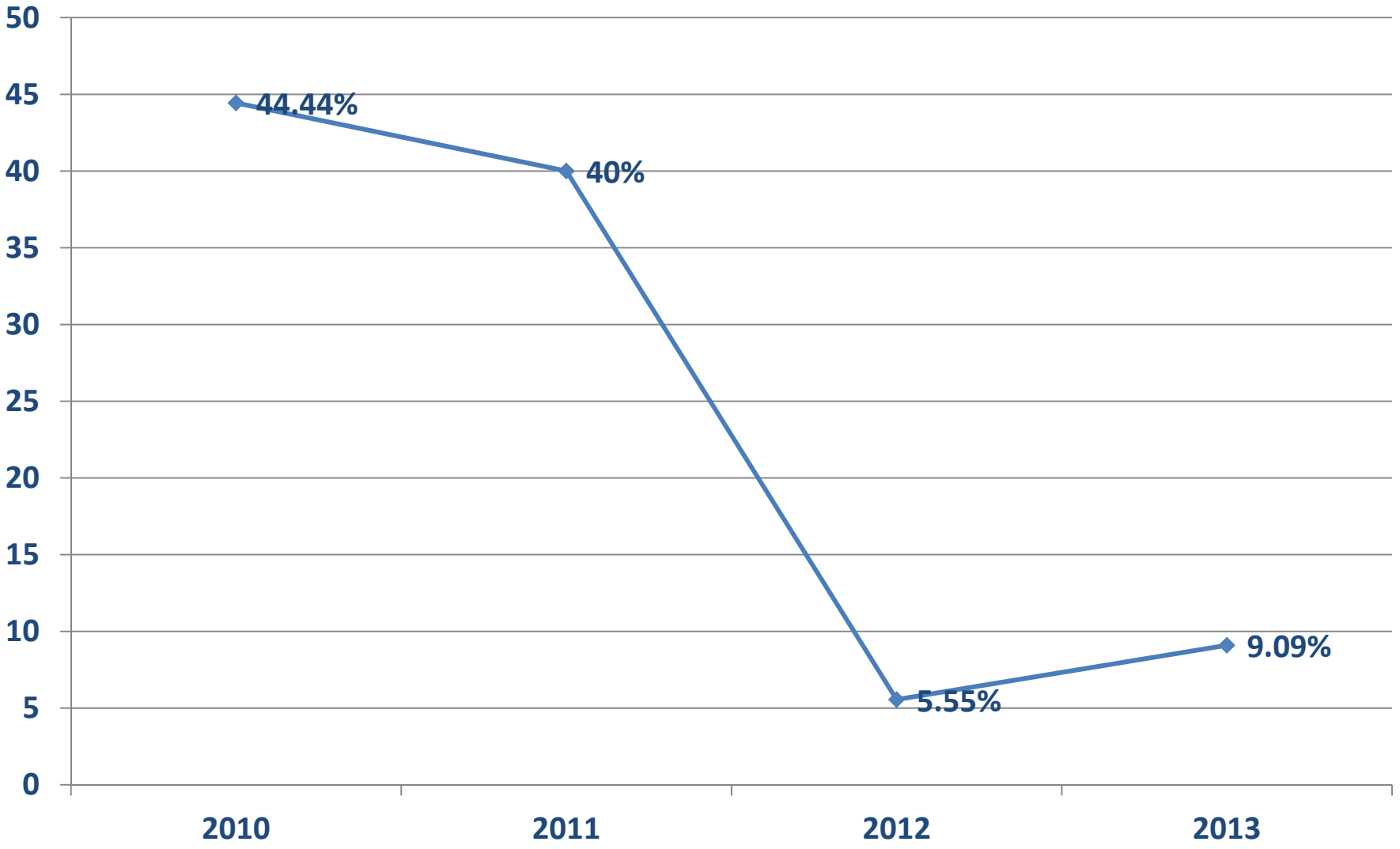
BMC - Submissions by first author at Marmara University



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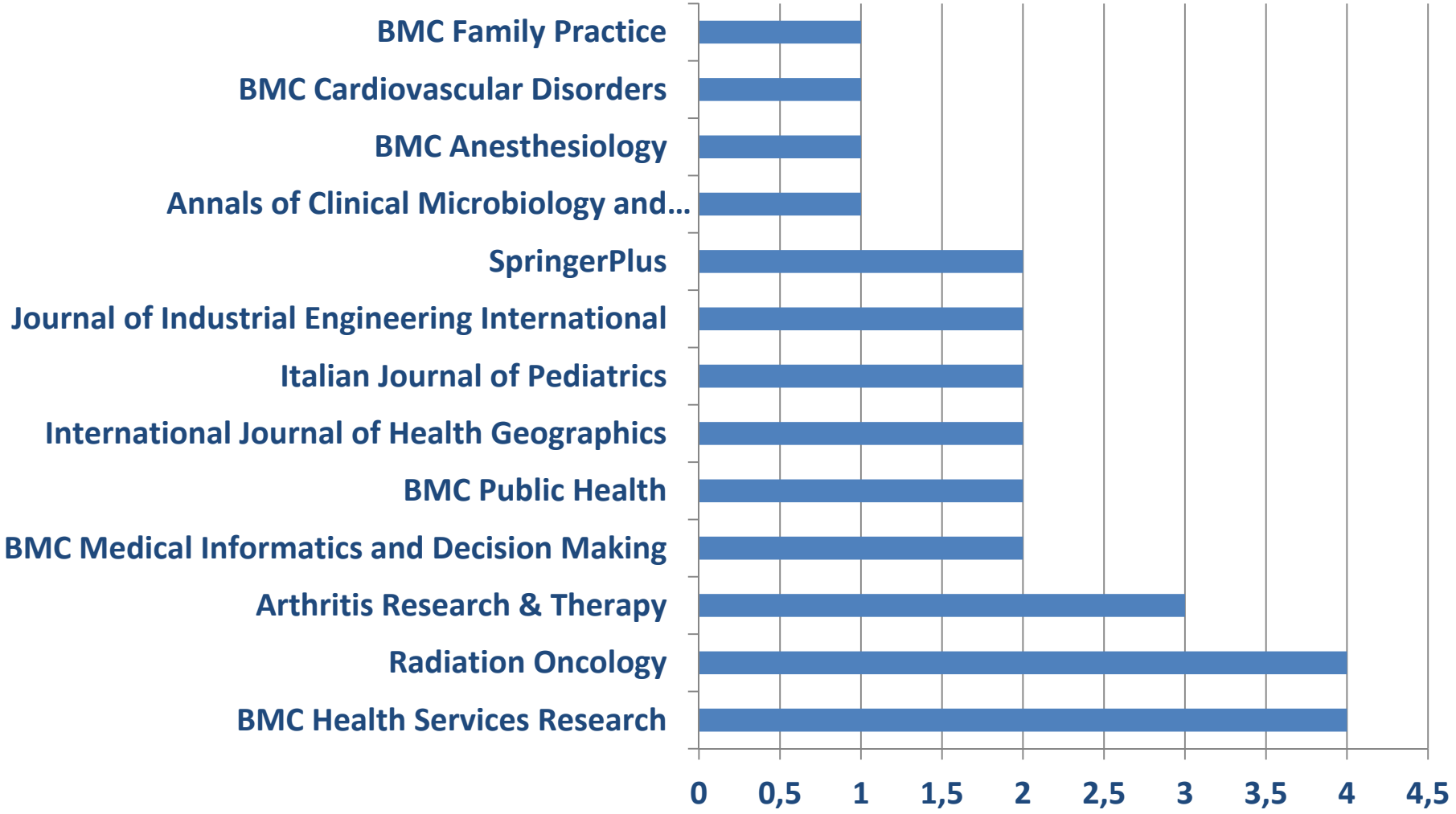
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Most popular journals for submissions at MU / BMC and SpringerOpen





BMC Health Services Research

IMPACT FACTOR 1.77

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Assessing secondary colon cancer risk

A Norwegian program monitoring recurrence of colon cancer after curative surgery identifies a low positive predictive value of future significant clinical events when using standard guidelines, prompting a call for a more tailored risk assessment.

BMC Health Services Research 2014, **14**:137



Scope

BMC Health Services Research is an open access, peer-reviewed journal that considers articles on all aspects of health services research, including delivery of care, management of health services, assessment of healthcare needs, measurement of outcomes, allocation of healthcare resources, evaluation of different health markets and health services organizations, international comparative analysis of health systems, health economics and the impact of health

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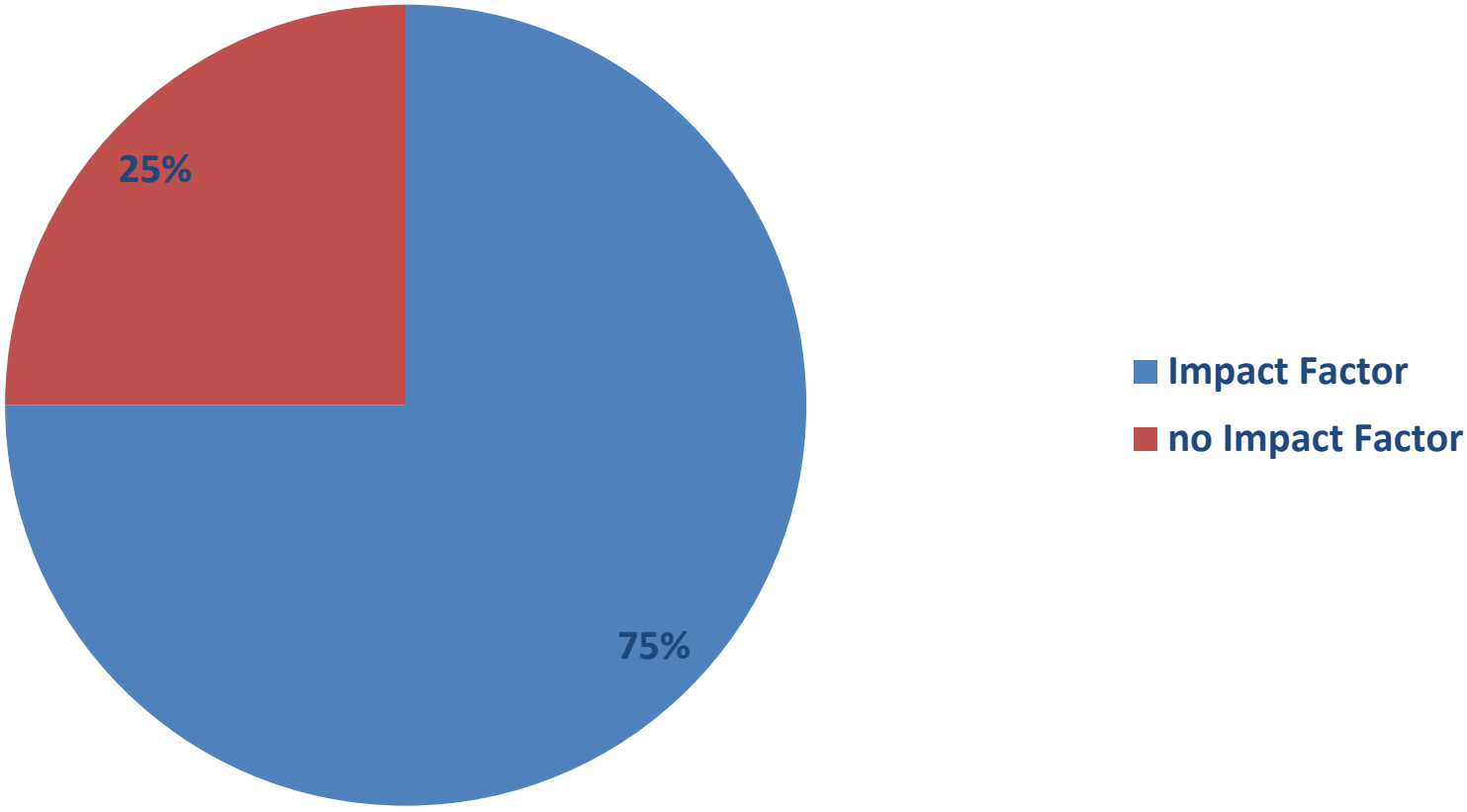
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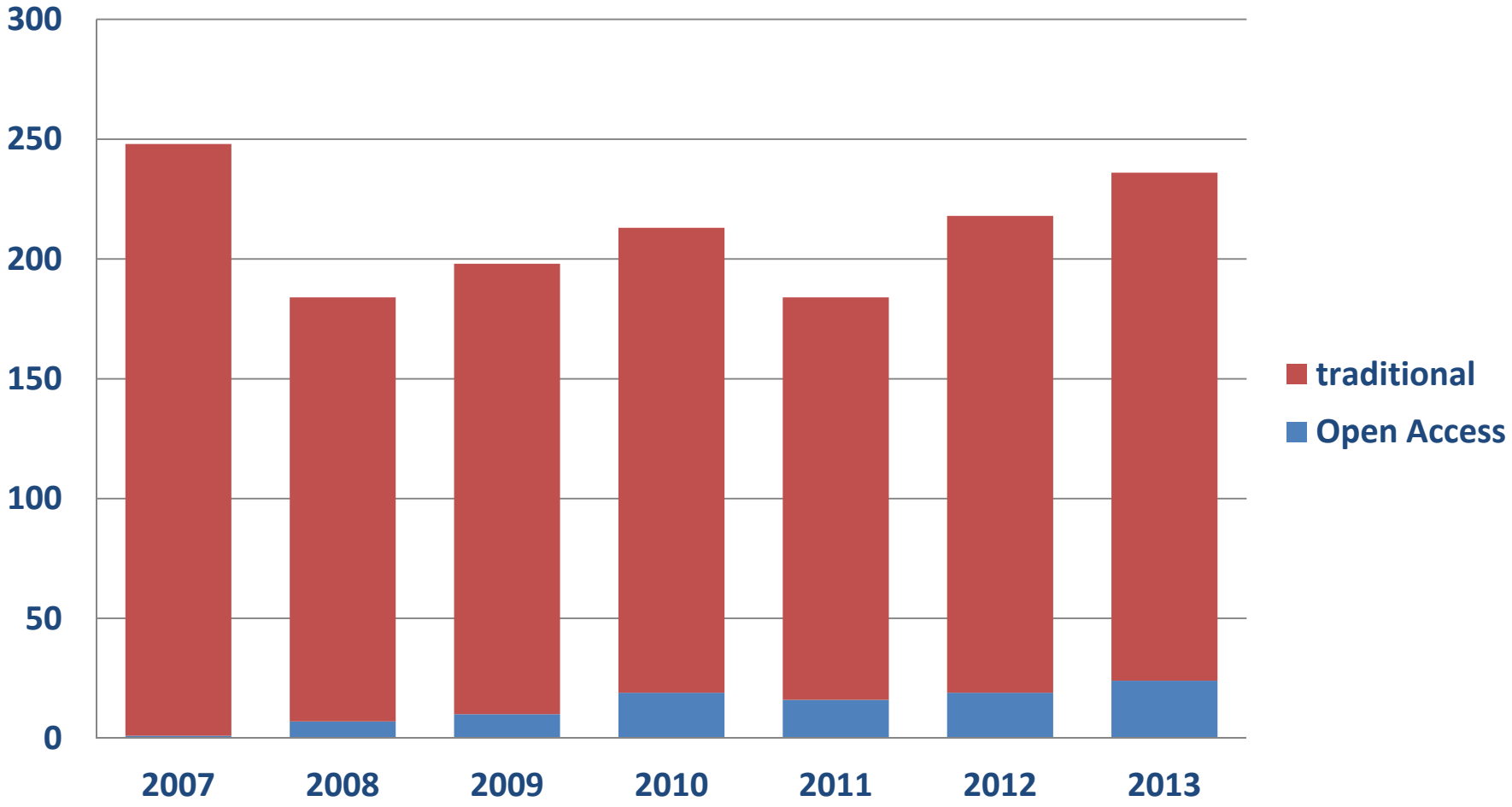
Proportion of articles published in IF - journals



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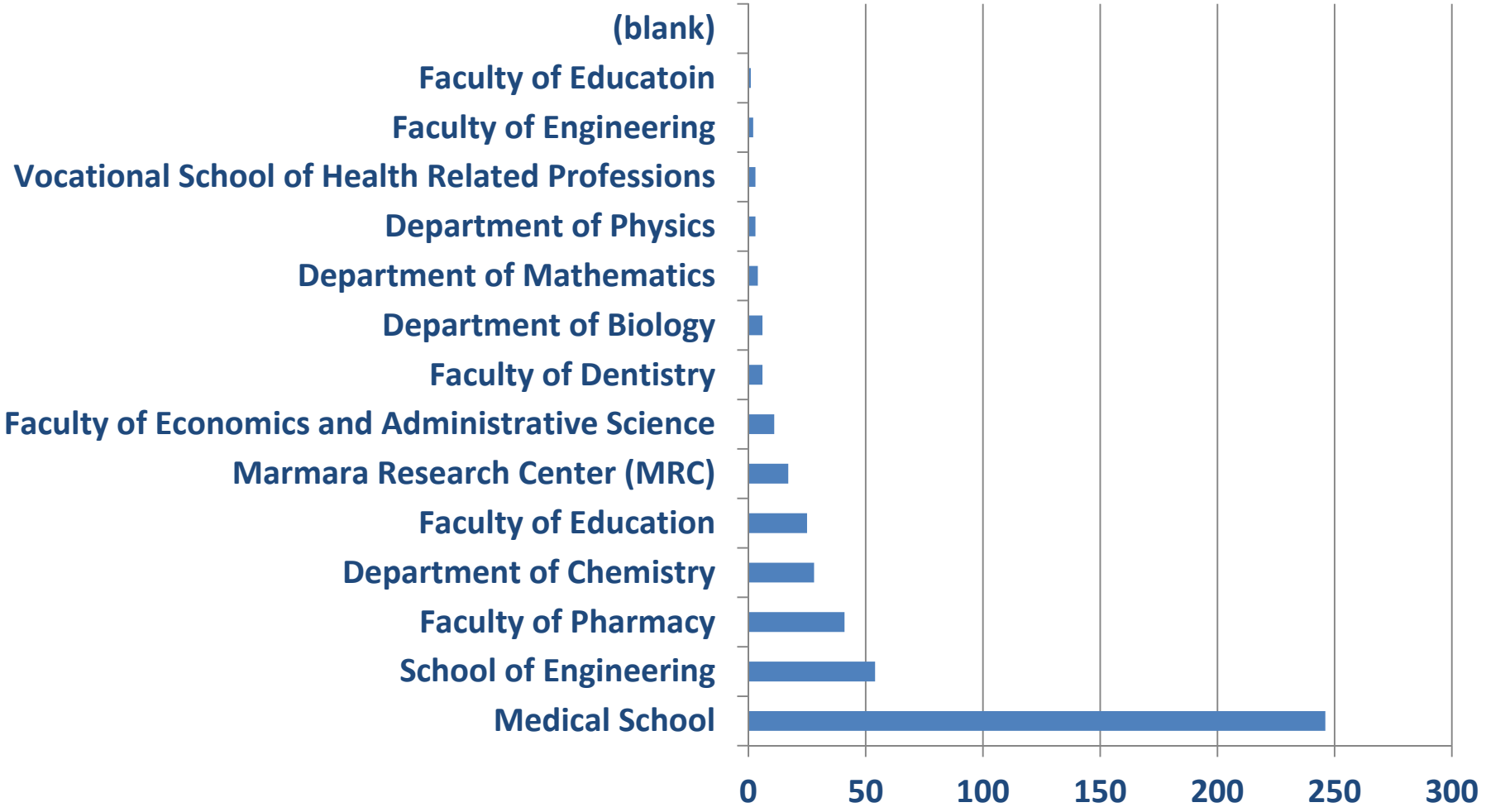
Publications from Marmara University in all of Springer



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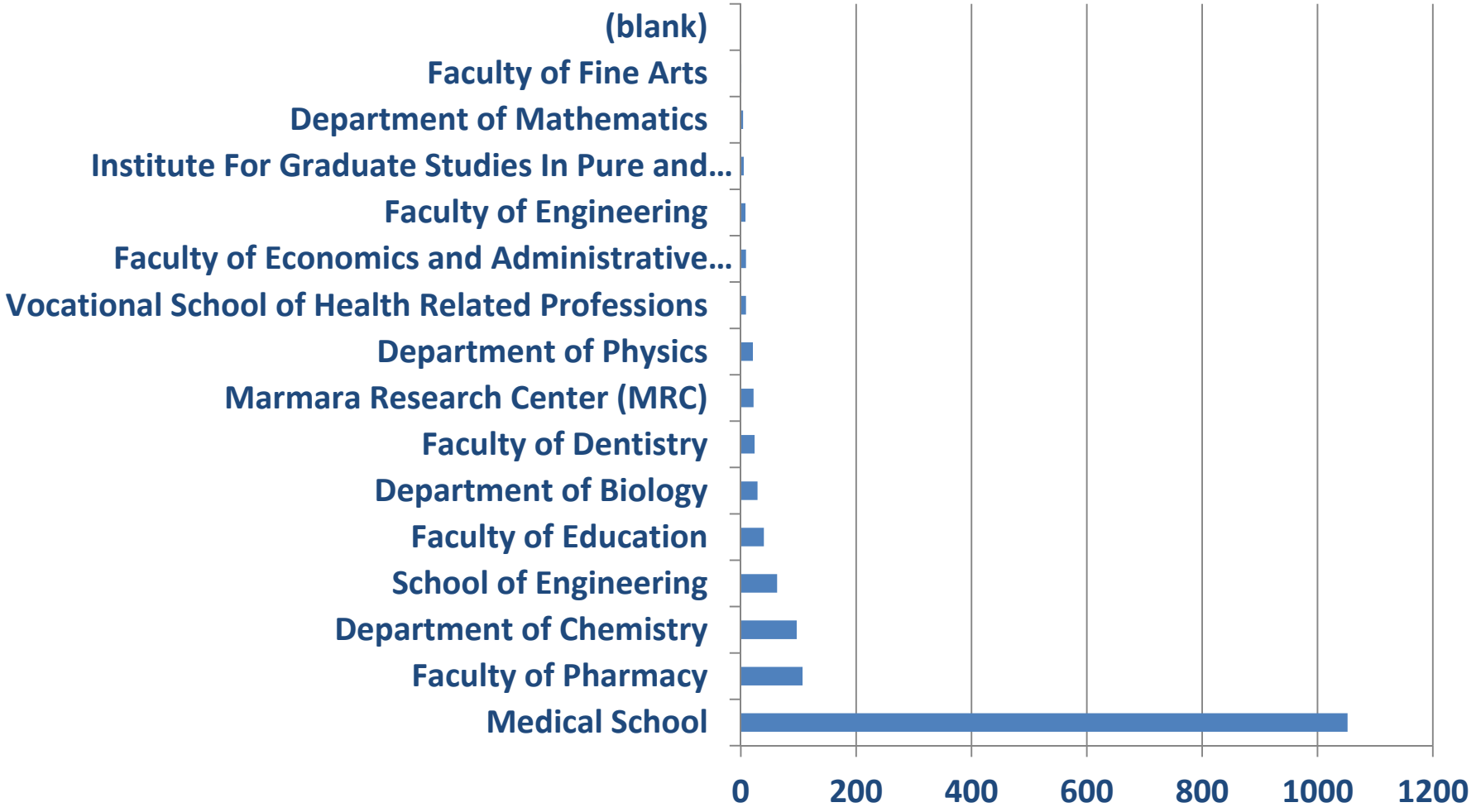
Subject areas for open access articles at Springer published by MU authors



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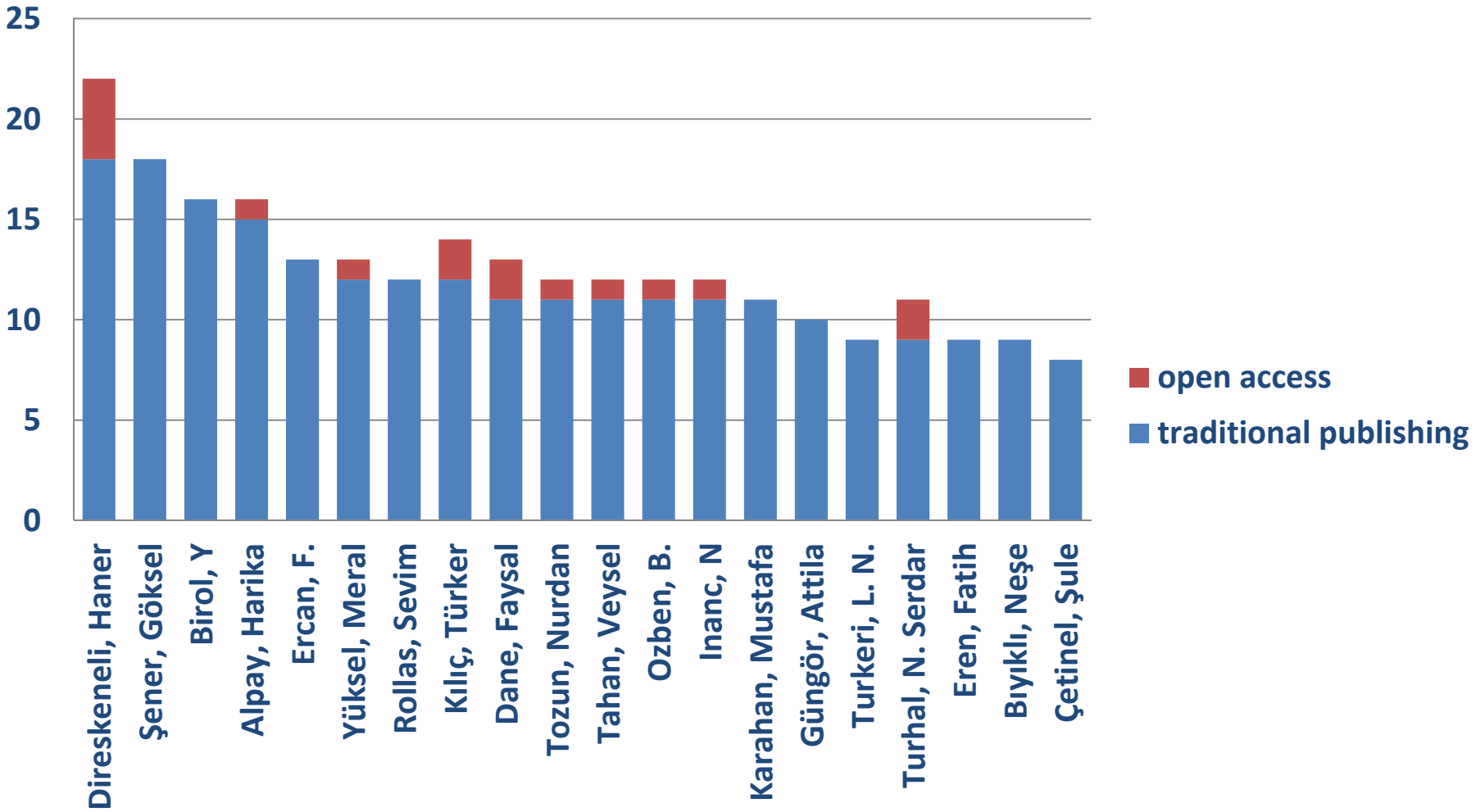
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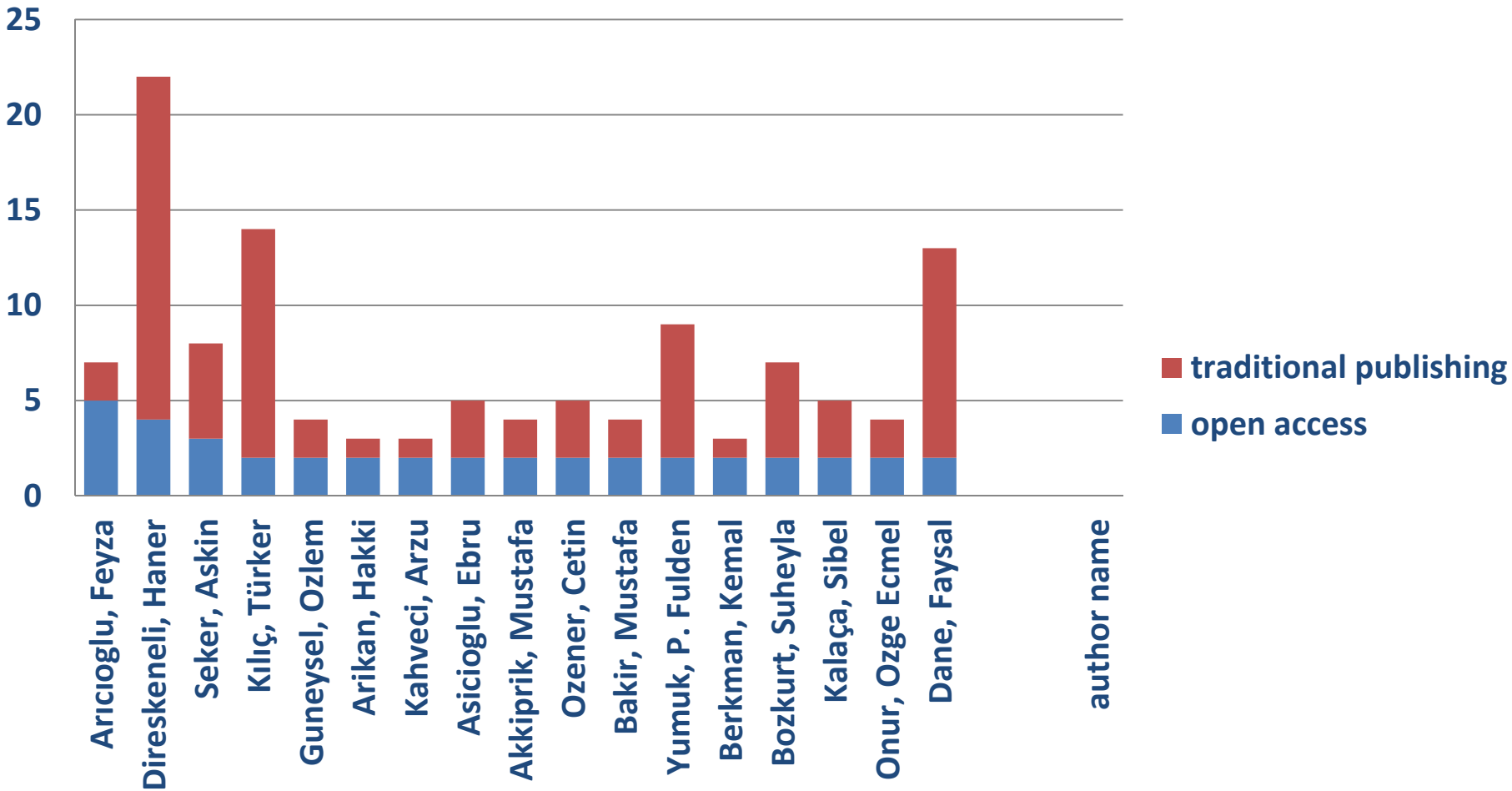
Top 20 authors for traditional publishing at Springer



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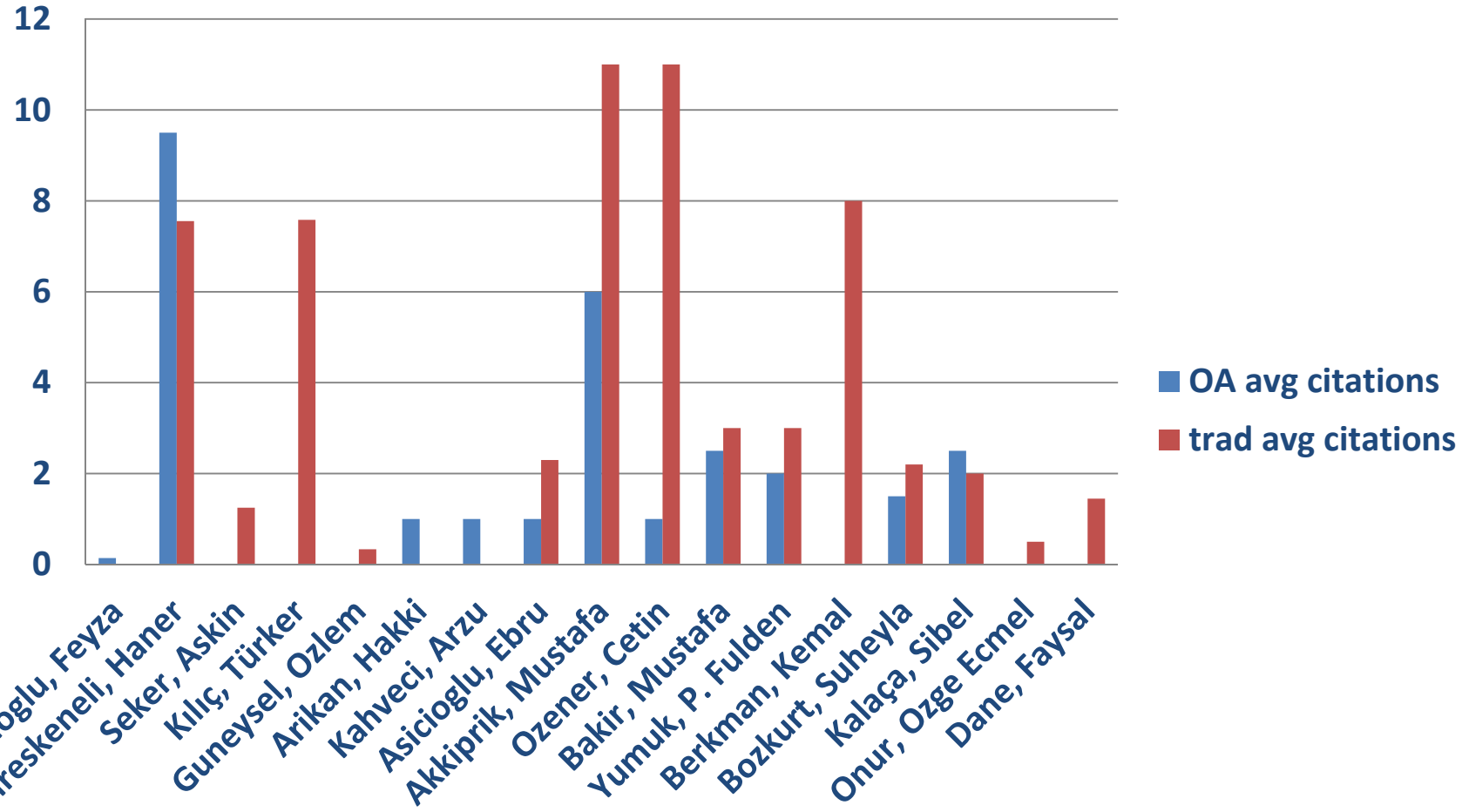
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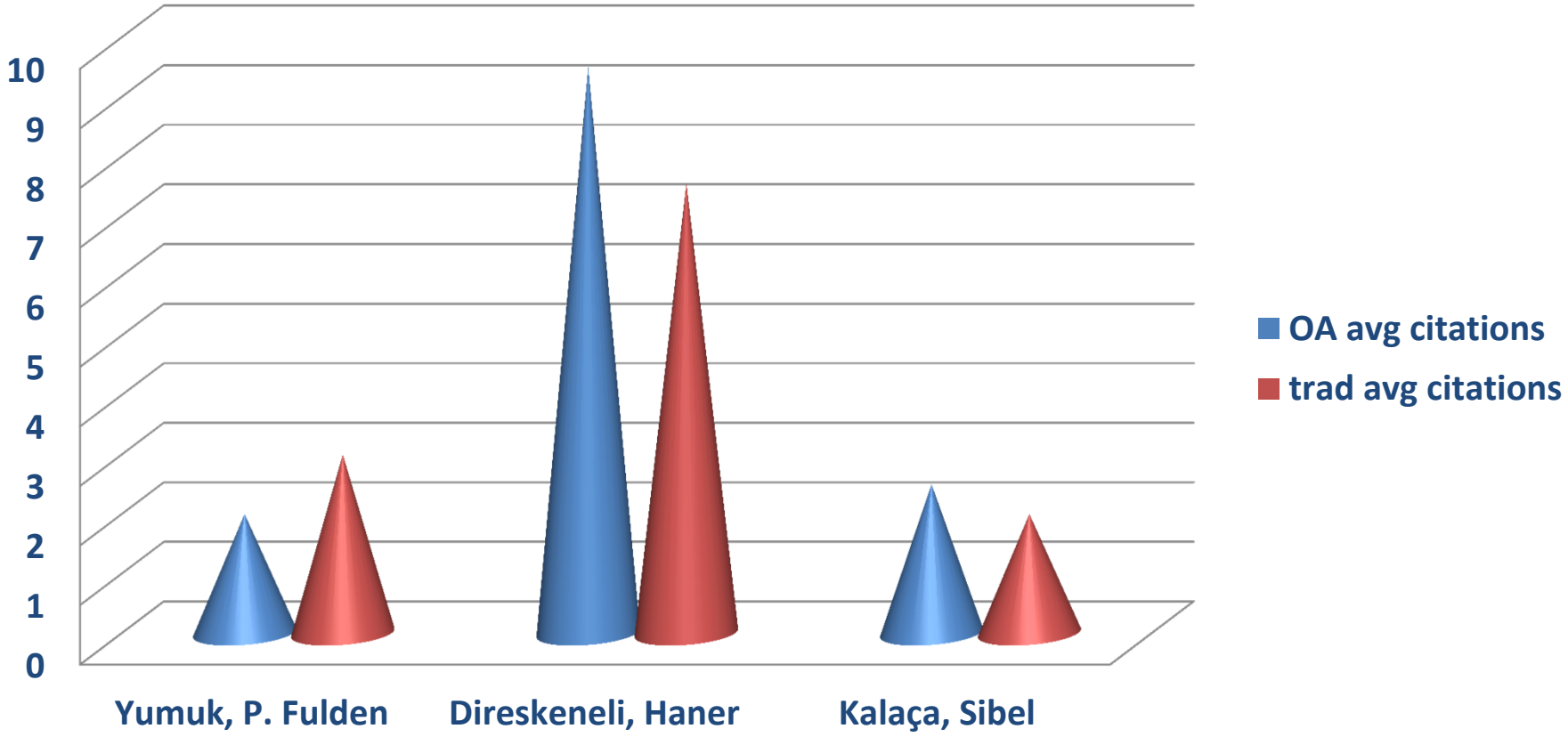
Average citations for top publishing authors at Marmara University



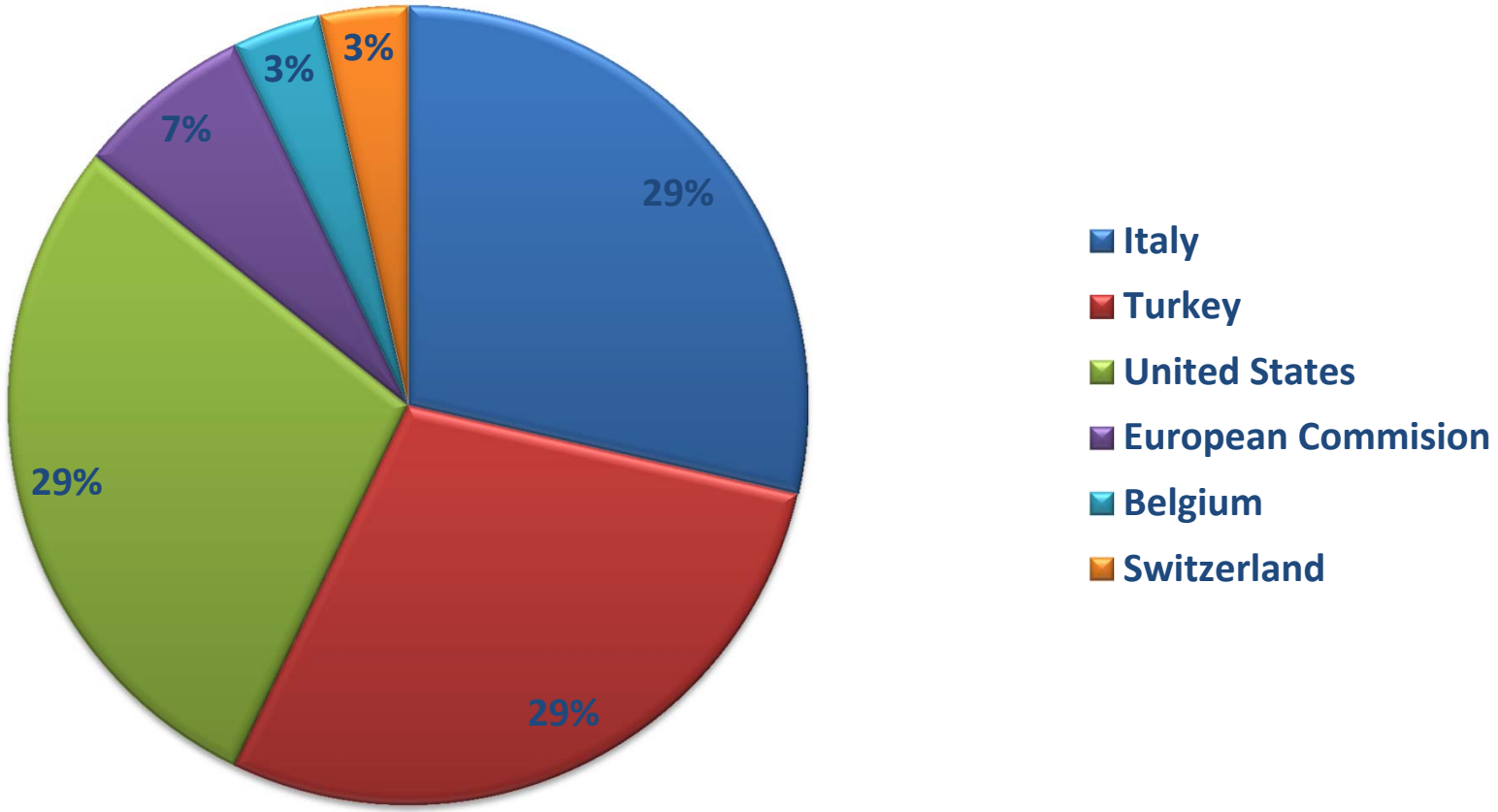
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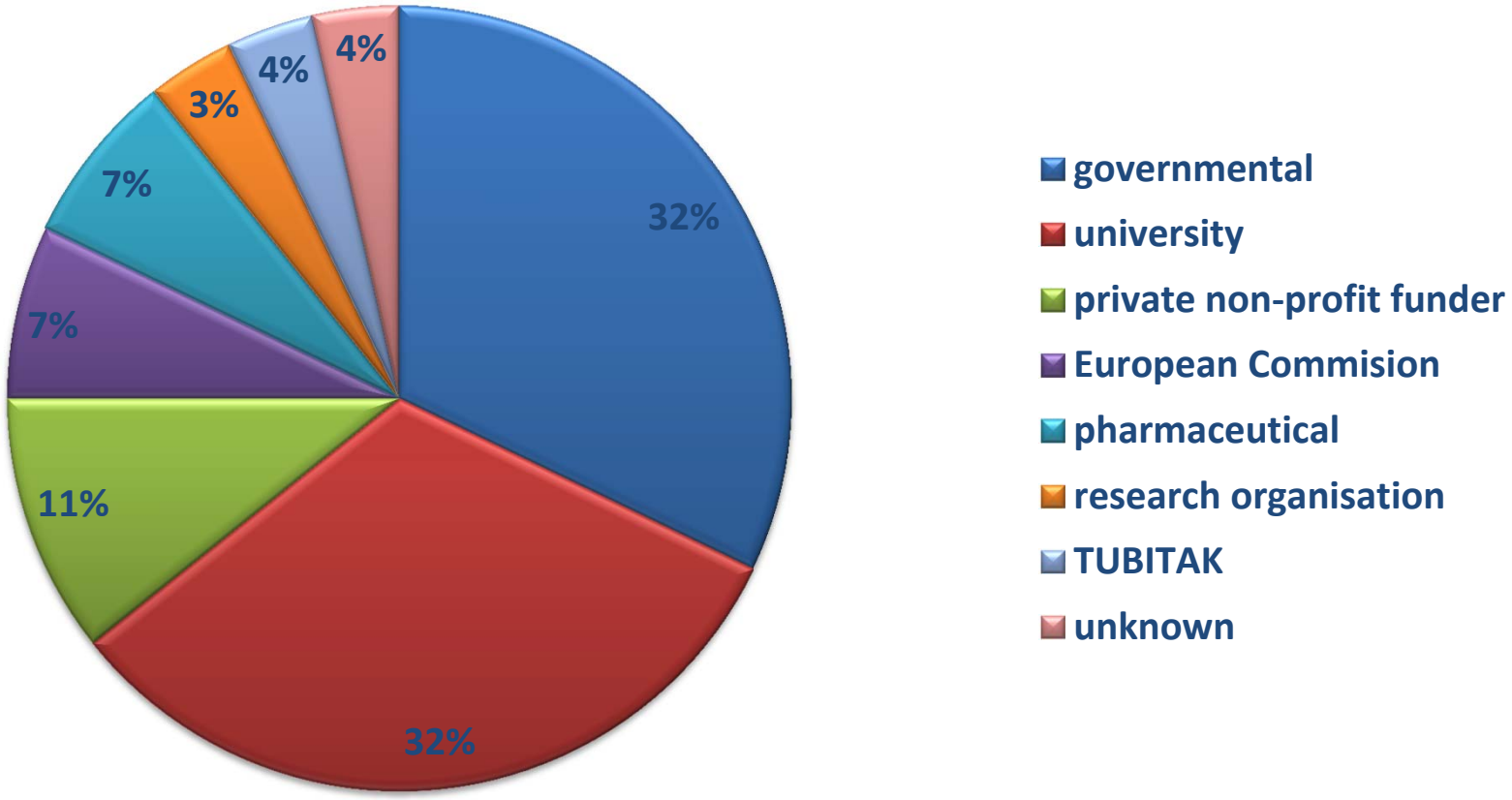
Examples of average citations for top publishing authors at Marmara University



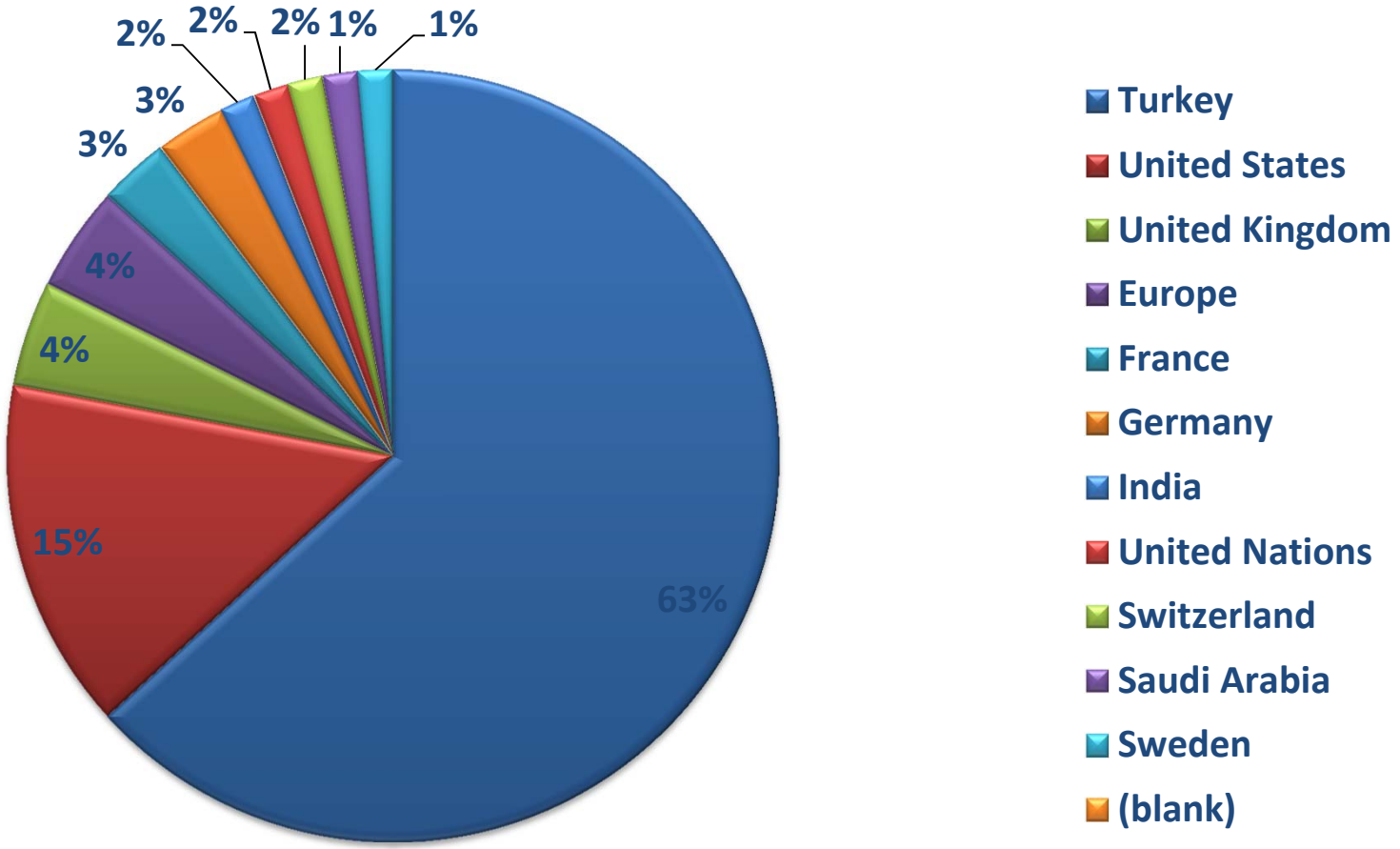
Origin of funding by country - Open Access



Origin of funding by organisation type - Open Access



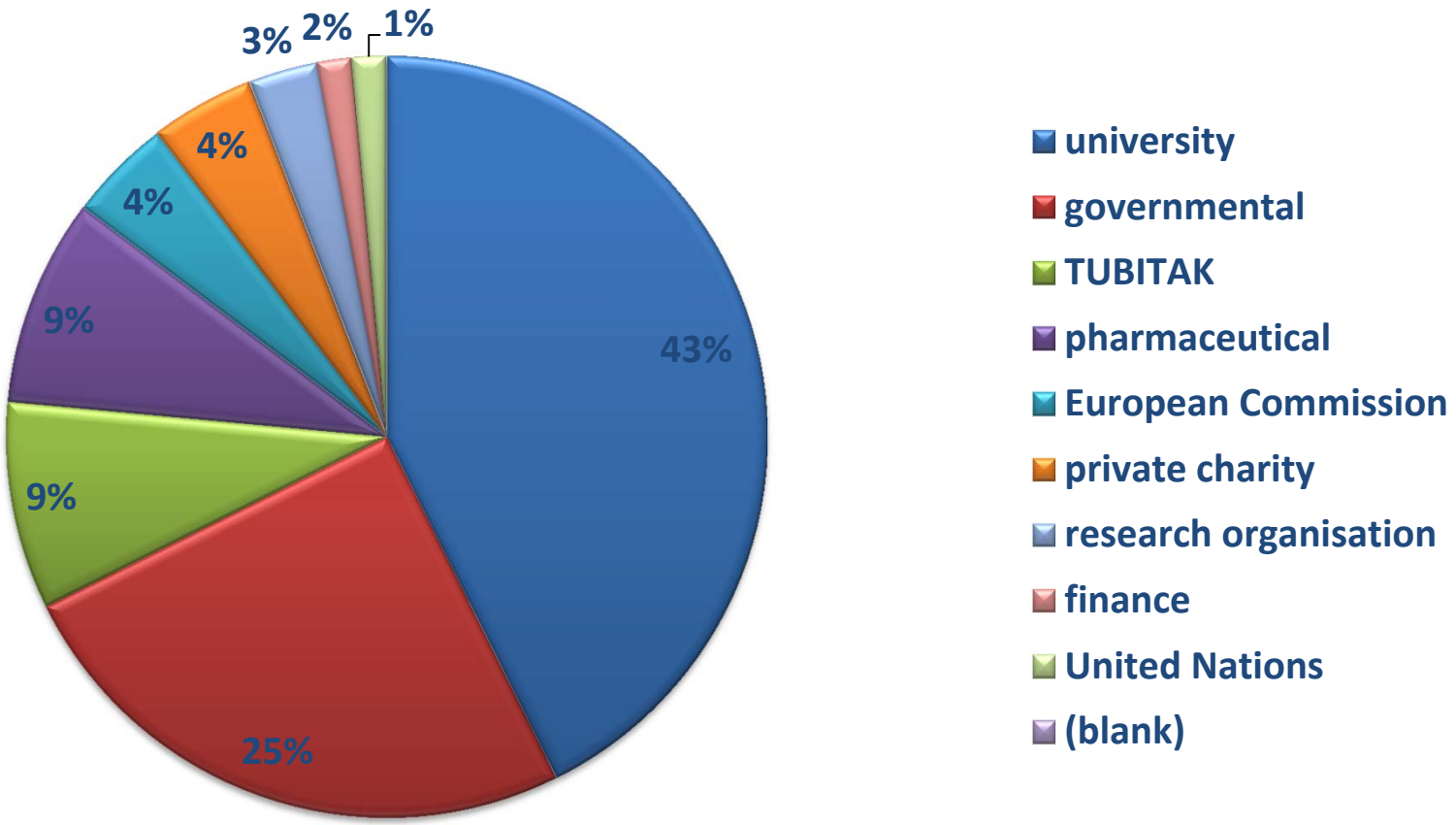
Origin of funding by country - non Open Access



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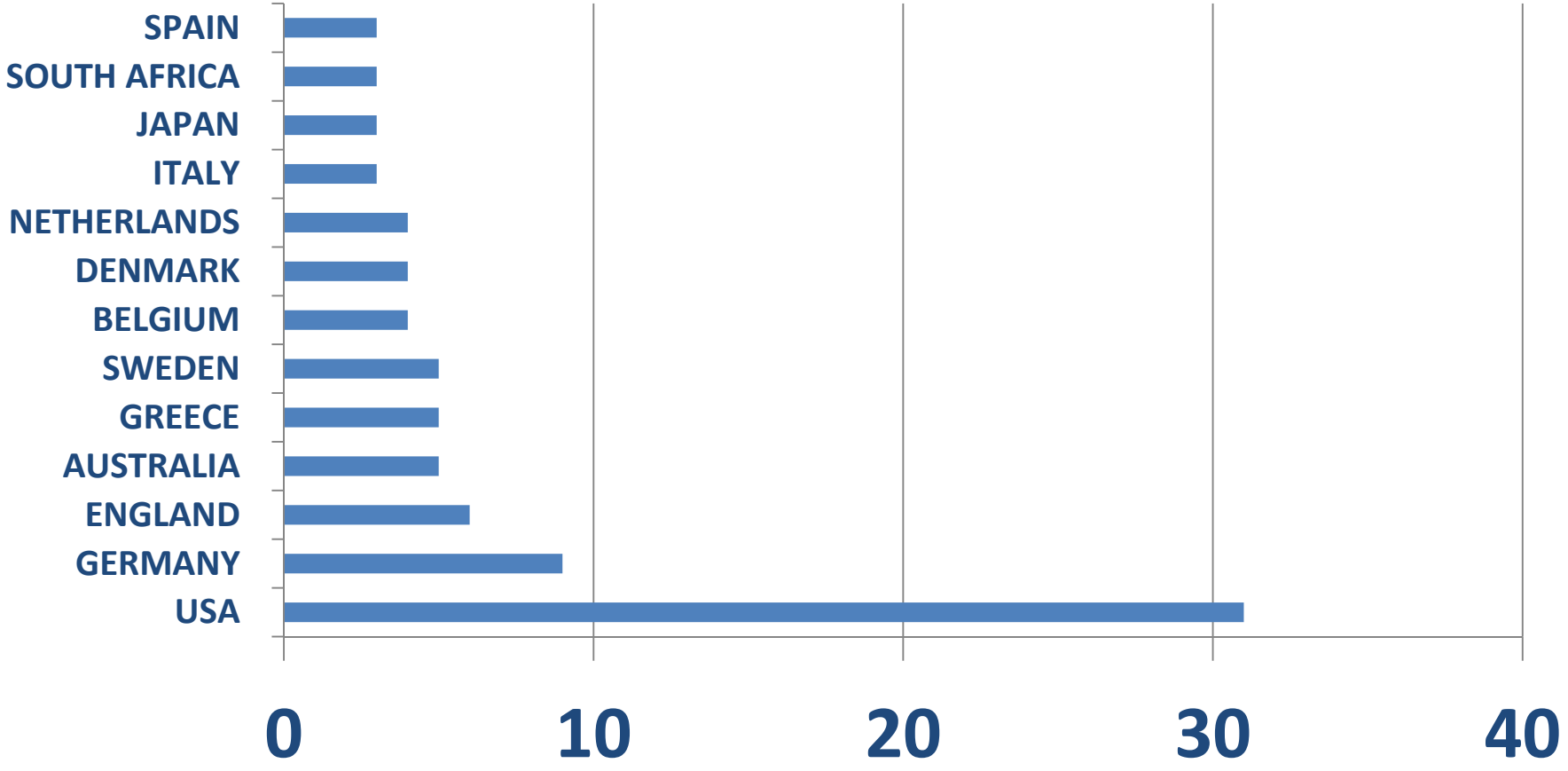
Origin of funding by organisation type - non Open Access



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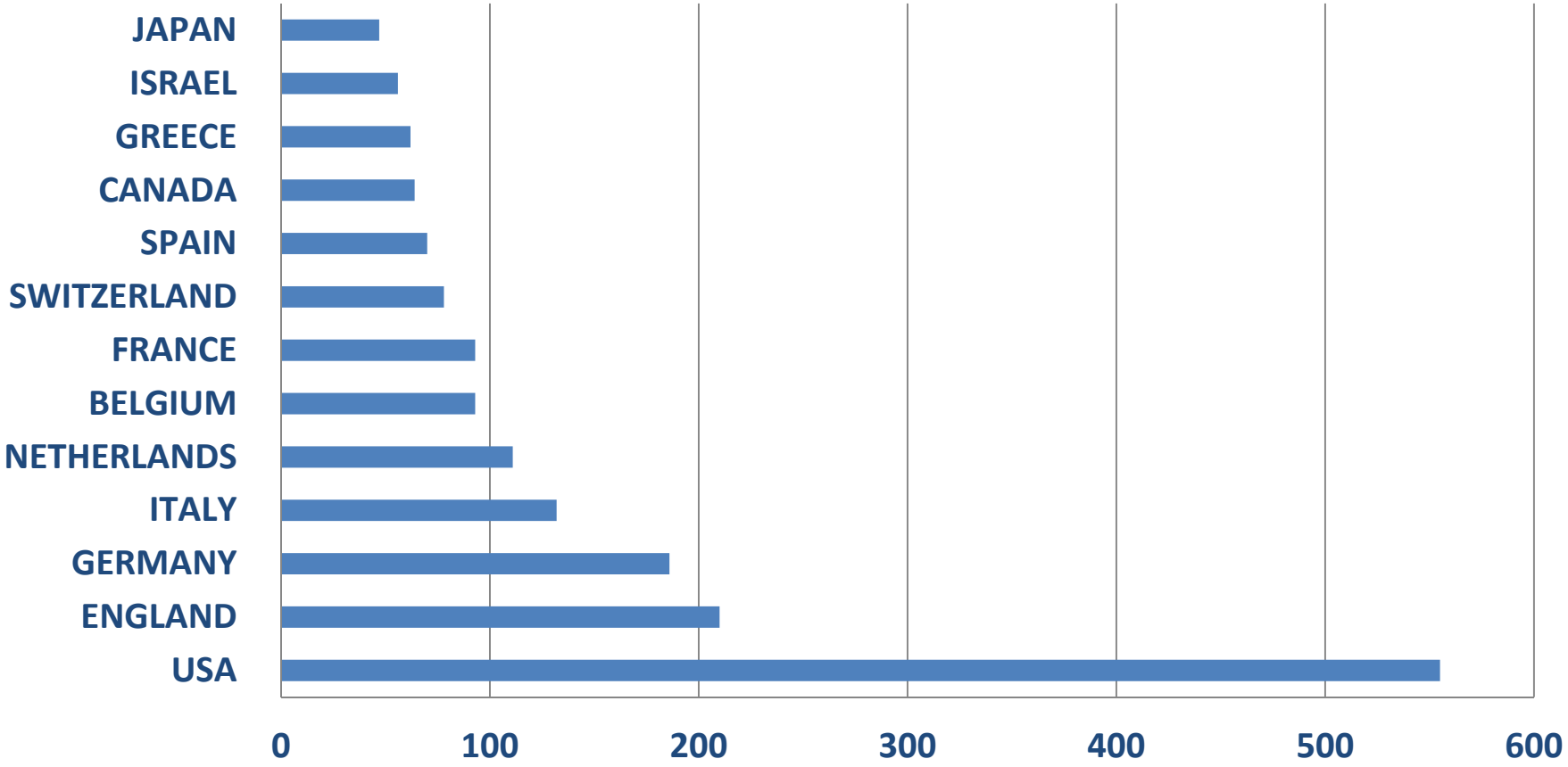
Top foreign contributions to Open Access articles published at Marmara University



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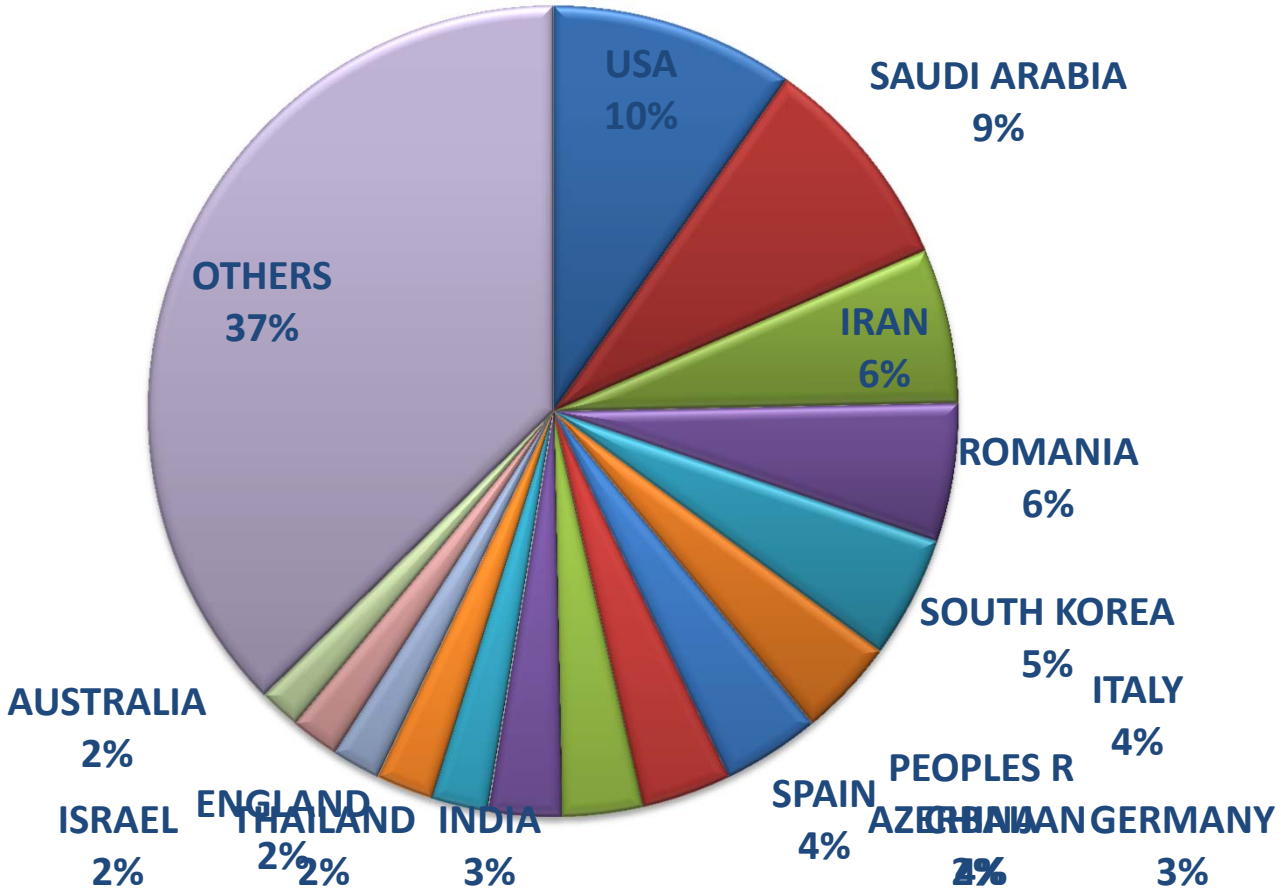
Top foreign contributions to non Open Access articles published at Marmara University



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Foreign contribution to Turkish Open Access projects 2013



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Data analyses for Marmara University

- BMC submissions and acceptance rate on decline after 2012 – why?
- Most popular journals at MU: BMC Public Health; Radiation Oncology
- All of Springer: slight increase of publications over the years (both Open access and traditional publishing)
- Medical School and Faculty of Pharmacy published the most; also Engineering Faculty for open access content
- Researchers publishing in OA journals more likely to publish also in traditional journals than vice versa: OA recognition may still be low among researchers used to traditional journals

Analyses continued…

- OA can help increase number of citations by making research easier accessible – benefits yet to be discovered at Marmara University
- Funding for OA articles at Marmara U. from the USA, Italy or Turkey / mostly by governmental funders or the universities themselves
- Great part of non OA content funded by Turkish Universities -> do Turkish universities not fund OA projects?
- International cooperation for Marmara U. research projects mostly with the USA (both OA and non OA)
- All over Turkey, the US and Saudi Arabia were the most common countries researchers tended to collaborate with

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Summary

- Open access publishing is growing fast, also in Turkey and gaining more and more importance due to its benefits for the researchers, funding agencies, institutions and the general public
- Increasing quality and recognition of open access journals are encouraging this development
- BioMed Central and SpringerOpen work closely with authors and organisations to encourage open access and to make sure we provide the service and quality they are looking for in publishing
- Although OA is growing in Turkey and at Marmara University, more can be done to encourage it and make the most of its benefits

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Thank you!

Any questions?

