Open Access at Springer

CNR
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Southern Europe, Russia & Northern Africa
Scientific Publishing

- Original reports of data/theory
- Assert priority
- Correspondence between scientists
- Paper making technology (China 105)
- Movable-type printing (China 1040)
- ”Gutenberg” printing technology (Korea <1403)
- Silver & gold from America (1492-)
- The two first scientific journals (1665)
  - Philosophical Transactions (London)
  - Journal des Savants (Paris)
PHILOSOPHICAL TRANSACTIONS: GIVING SOME ACCOUNT OF THE PRESENT Undertakings, Studies, and Labours OF THE INGENIOUS IN MANY CONSIDERABLE PARTS OF THE WORLD.

Vol I.
For Anno 1665, and 1666.

In the Savoy,
Printed by T. N. for John Martyn at the Bell, a little without Temple-Bar, and James Allestry in Duck-Lane,
Printers to the Royal Society.
Presented by the Author May 30th 1667.
Scientific Journals

- Acceleration around 1760
- Since then: doubling every 15-20 years
- (Springer 1842. Politics, agriculture, mathematics)
- 1880: articles often 200-300 pages
- 1920: research split up in many short articles
- Now over 120,000 journals/report series
- Approx 19,000 peer reviewed
- 1.2M peer reviewed articles/year, by 2000 publishers, read by 12M scientists
- 1969 – Internet
- 1989 – WWW
- 1991 – arXiv at LANL
- (SpringerLINK 1997)
Some WWW data

- Enquire Within Upon Everything (1856) – Norsk Data Sintran III (1980)
- First proposal by TBL (1989)
- Robert Cailliau/TBL names WWW (1990)
- First Browser – NeXT (1990)
- Line mode browser released on IBM VM/CMS (1990)
- SLAC server (1991)
- 26 servers (1992)
- Mosaic for X (1993)
- First Swedish web server (May 1993)
- First Swedish library web server (November 1993)
- Over 200 servers (1993)
Journal publishing is changing

- from print on paper to print on line
- from individual libraries to consortia
- from subscriptions to licences
- from individual titles to collections
- from journal to article
Expectations are also changing

• from selection to comprehensiveness
• from print to electronic
• from textual to multi-media
• from fast to immediate
• from browsing to searching
• from dissemination to formalization
• from reading to mining
Changes in expectations from users mean changes of the *environment* in which we can survive and thrive
Darwin:

Not the strongest survive; not the most intelligent; but the most *adaptable*
In open access, the service of publishing is being paid for, not access to the content

Im Dienst der Wissenschaft
Publishing is an integral cost of research; just like the cost of flasks in the lab.
Subscription Access

author assigns ©, so that subscriptions can be sold

Open Access

author transfers money

Springer gives the Option

The authors take the Choice
‘Schizophrenia’ (of sorts)

- Researchers, as readers, want access to everything that’s published

- Researchers, as authors, focus strongly on their articles getting published, not on their articles getting circulated: ‘Publish or perish’

Open Choice take-up is low
Low take-up
Would this be a case of:

- *Logically*, it would make sense
- *Psycho-logically* not (yet)?
Gartner Hype Cycle: OA

![Gartner Hype Cycle Diagram]

- Technology Trigger
- Peak of Inflated Expectation
- Trough of Disillusionment
- Slope of Enlightenment
- Plateau of Productivity

Visibility vs. Maturity
1999 – 403 journals (8 per month)
2001 – 618 journals (9 per month)
2003 – 761 journals (6 per month)
2005 – 1,990 journals (51 per month)
2007 – 3,000 journals (42 per month)
2008 – 3,000 journals (107 per month)
Journal publishing

Formally published journal literature

Publication process:
- Submission
- Registration
- Certification
- Redaction
- Dissemination
- Preservation
- Reward
Possible solution

- Abolish subscriptions (‘reader-side’ payment)
- Abolish article processing charges (‘author-side’ payment)
- Replace both by an institutional contribution (‘institution-side’ payment)

  The size of this would depend on the institution’s ‘profile’
  (research/teaching – disciplines covered – overall size – et cetera)
Early examples

- UKB
  - (all universities and the Royal Library of The Netherlands)
- Göttingen University in Germany
- Max Planck Institutes in Germany
- More information on this on [www.springer-sbm.com](http://www.springer-sbm.com) (news)
Grazie!