

Knowledge Unlatched

Solving the Challenge of Open Access in the Humanities and Social Sciences

Helsinki, May 18, 2017
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Agenda

- **Open Access: The Challenge**
- Knowledge Unlatched: One Possible Response
- What Happened 2012-2016
- Expanding the Model: Knowledge Unlatched in 2017



Open Access: The Challenge (1/3)

How it all started:

- Set out as a political initiative
- Background: Journal crisis of the 1990s
- Goal: Let's break the cartel of the big publishers
- Focus on STM journals

Where we stand today:

- Global market share 2014: 1.1% of STM market, 4.3% of STM journals market (estimate 2016: approx. 500m US\$)
- Three of four big publishers hold 47% of the OA journals market
- Price increases in journal subscriptions have not been stopped
- Risk for Humanities and Social Sciences (HSS) to be left out, particularly for books
- Double dipping on a higher level: One OA journal for every subscription journal??
- OA as a new gold rush for rouge publishers



Open Access has generated a lot of attention, brought a lot of change, but it did not change academic publishing

Source: Outsell 2015

Open Access: The Challenge (2/3)

The author's view:

- Authors care about impact (quality x citations)
- Open access is cool for them, if there is funding
- APCs in 2016: 1.000€ per article, 6.000-14.000€ per book
- 25% of authors have the money, 50% can get it, 25% don't know how

The university's/society's view:

- Open access supports them in achieving their mission
- Societies need receipts from publishing for their membership programs
- They(oftentimes) don't have institutionalized resources to fund OA

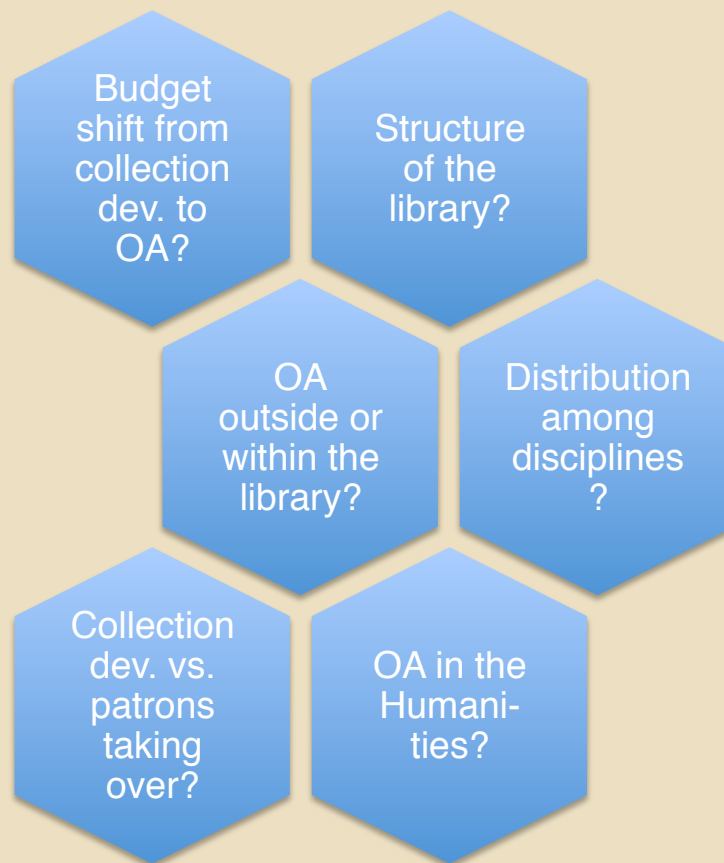


Most funders have understood that cost of publishing is cost of research – there is no “free” open access

Source: Open Science 2016



Open Access: The Challenge (3/3)



Structures and processes are needed to bring make Open Access fit with the ways libraries work

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Knowledge Unlatched: One Possible Response

The idea

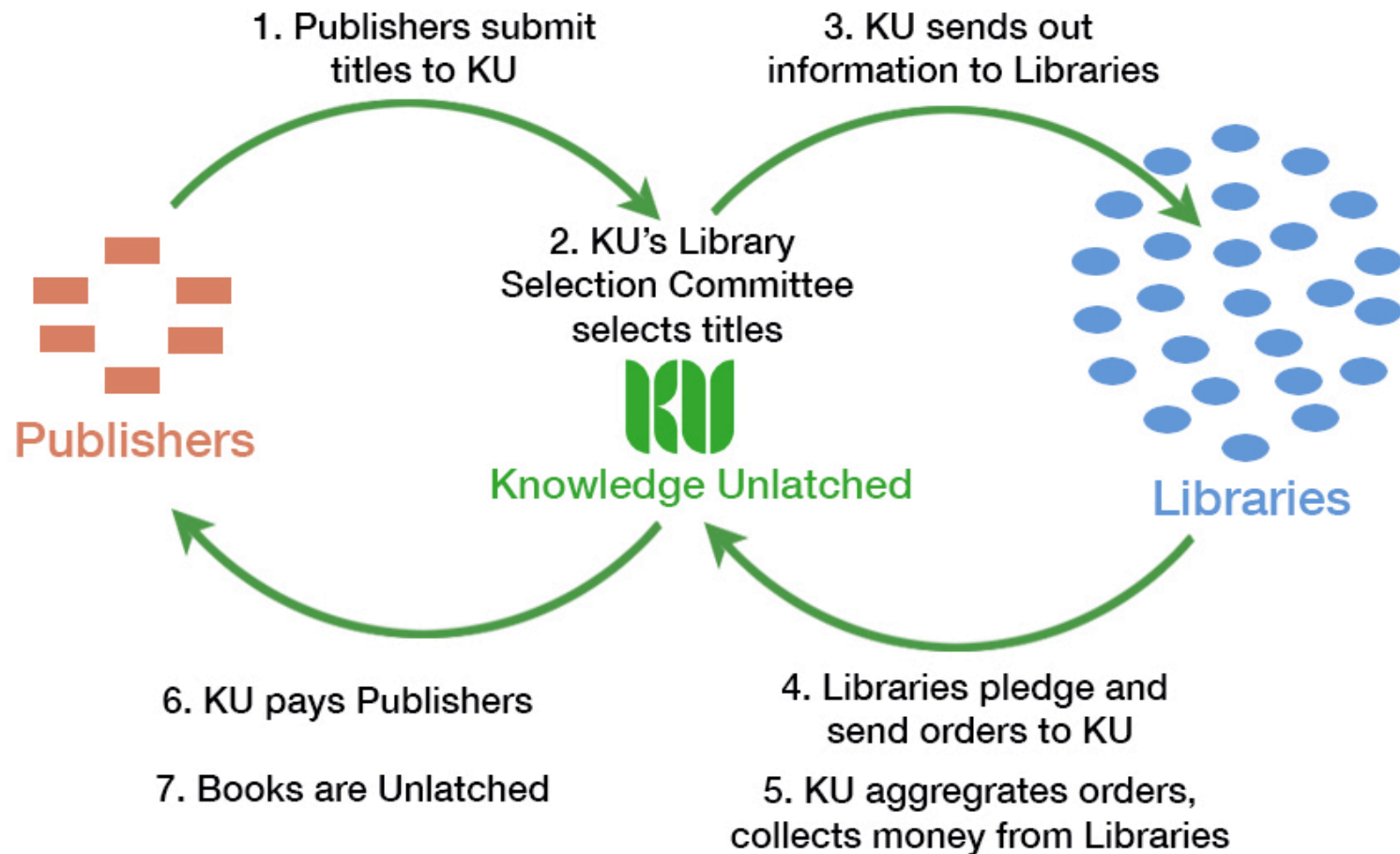
- Founded by Frances Pinter in 2012 in London
- Goal: help solving financing and organization issues around OA
- Positioning half way between publishers and libraries
- Focus on monographs in the humanities and social sciences
- Only frontlist, only English language
- Constructive cooperation with publishers, they decide about licensing under Creative Commons
- Cost sharing: Publishers and libraries co-finance Knowledge Unlatched
- KU Research as a new branch



Knowledge Unlatched has set out to solve the central coordination problem of Open Access

How KU works

The KU Model

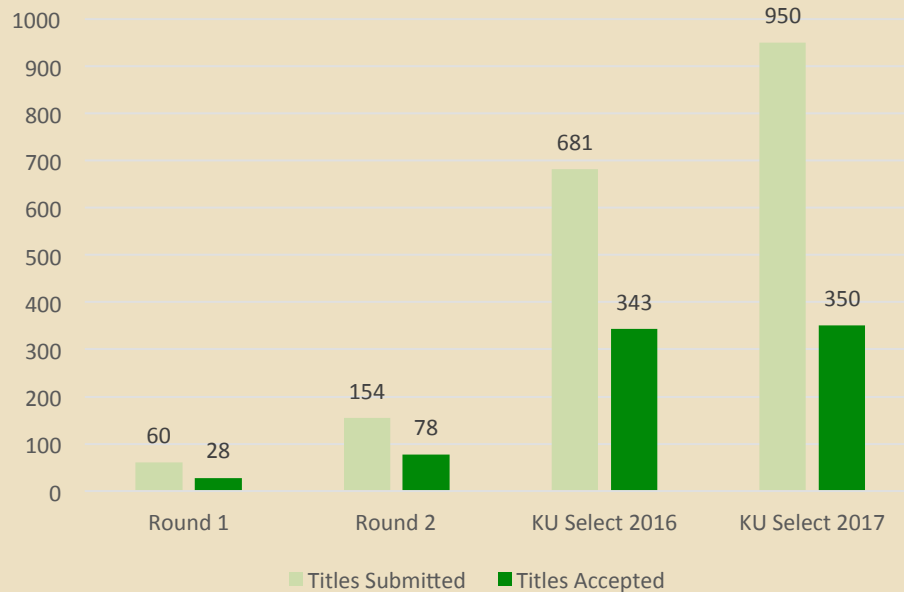


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Knowledge Unlatched: What has Happened so Far



KU Select 2017

- 151 front list titles
- 192 backlist titles

- All titles go through peer review within the publishing houses participating in KU
- 50% of all titles submitted were selected for KU by its Title Selection Committee



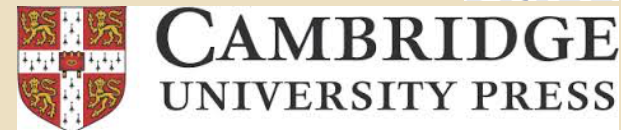
Knowledge Unlatched secures the quality of titles to make selection of packages easier for librarians

Our Partners Are Around the World

- More than 450 monographs unlatched within 2.5 years
- 60+ publishers participated in KU
- More than 450 libraries from 26 countries participated so far

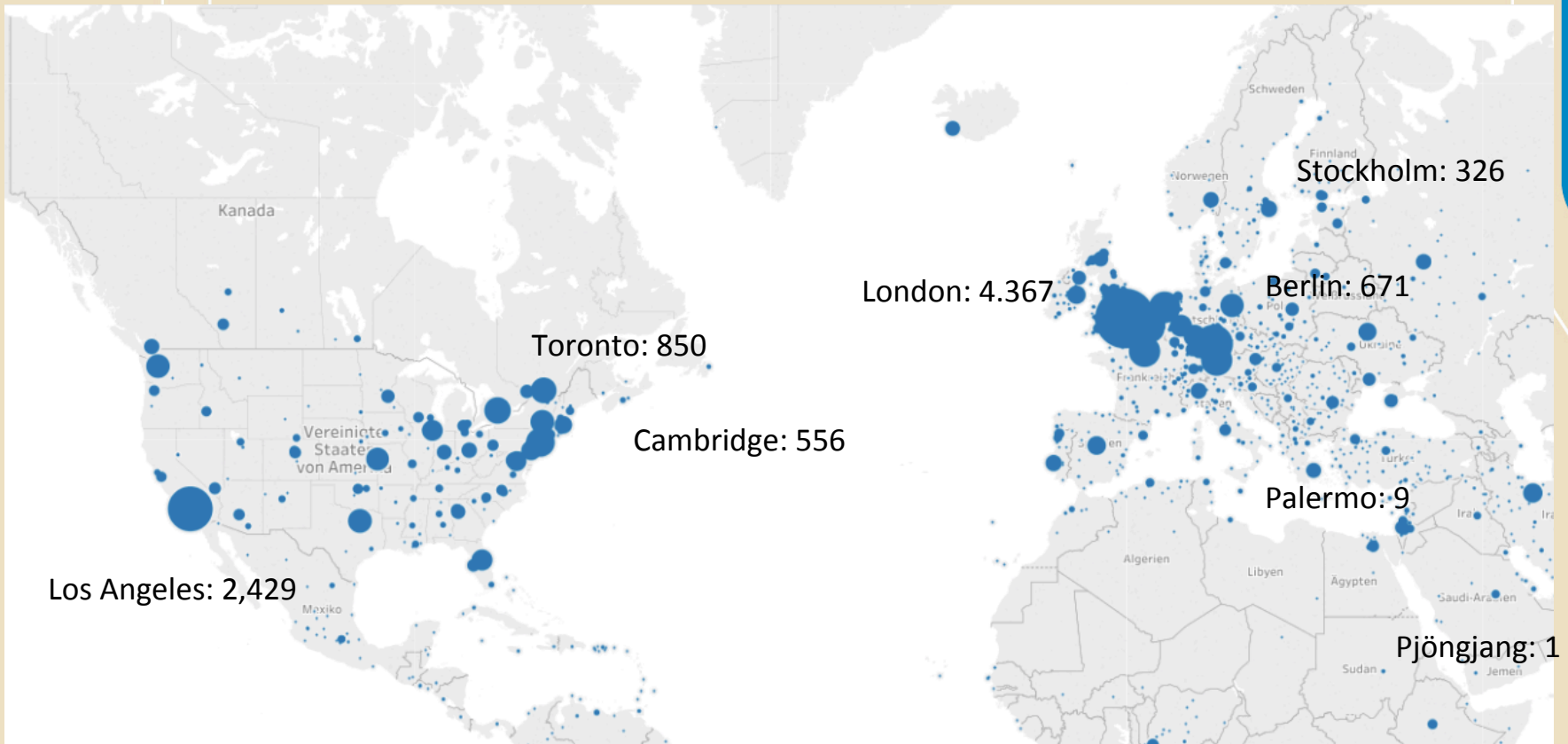
Our supporters from Finland 2016:

- University of Tampere
- University of Turku
- Åbo Akademi University in Turku



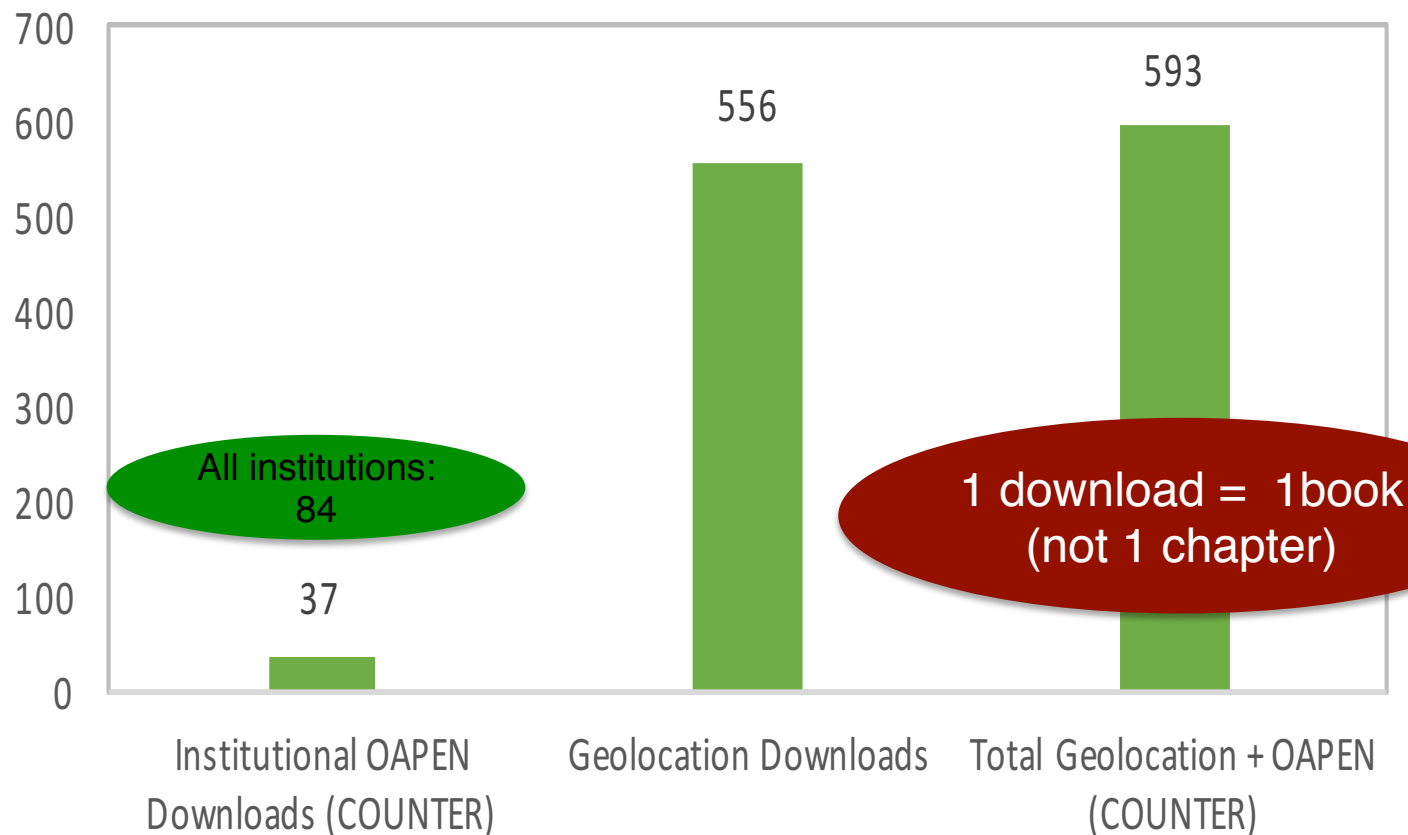
Knowledge Unlatched has demonstrated that libraries and publishers can make Open Access for Books work

Location-based usage data: Open Access made visible, beyond library statistics



Unregistered usage follows the pattern of IP-registered usage – and happens in centers of academic research

Combined MIT 2016Q4 Usage: Including geolocation (Cambridge & Boston)



Only 3.9-13.5% of all usage in the Cambridge/Boston area is recorded in COUNTER!



Double Dipping: Avoiding inefficiencies

- Librarians' goal: Best possible use of funding (efficient & effective)
- Challenge: Academic publishing as a multi channel business, publishers have only limited influence over prices and discounts
- Analysis of the Big 10 libraries in the United States: “Double dipping” for KU titles 50-70%!
- KU's goal of moving from special into regular acquisition budget as soon as possible seems within reach!
- Many libraries already use ways to avoid double dipping (or do so for a reason, of course)
- KU offers complete title lists as well as skeleton MARC records to block acquisition of titles in other channels
- Vendors can block ebook acquisition in systems like Ebook Central through suppress lists



Skeleton MARC records and active collaboration with vendors allow for effective elimination of double dipping

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Journals: The other Half of the Moon (1/2)

- Approx. 40% of all research in the Humanities and Social Sciences is being published in journals
- Funding agencies are looking for ways to flip journals from subscription based to Open Access
- Publishers under increasing pressure to meet funders' requirements
- Especially smaller publishers do not have business models for flipping in place



Knowledge Unlatched is ideally suited to flip journals to Open Access!

Journals: The other Half of the Moon (2/2)

- Test with 21 journals of renowned publishing houses
- Requirements:
 - At least 20 journals p.a.
 - Approx. 10 years old
 - Start with subscription year 2018
 - 3 years commitment (subscription years 2018-2021)
- Goal: 250-300 libraries participating

- Package price p.a.: \$2,305 / €2,175 / £1,850
- Cost per journal and year: \$110,00 / €103,50 / £88,00
- Cost per article : \$2,50 / €2,35 / £2,00
- Discount compared to subscription (n = 10): 49%



Knowledge Unlatched for journals: As easy as KU for books!

Expansion of the Model: Helping Language Science Press to Become Sustainable



- Language Science Press publishes high-quality research titles in Linguistics
- Founded by Stefan Müller und Martin Haspelmath, professors in Berlin and at Max Planck
- Seed financing provided by German Research Foundation (DFG)
- Funding required 2018ff: 100.000€ p.a. (for approx. 30 titles annually)
- Request to KU: Can you support the funding of Language Science Press in the future by providing infrastructure?
- KU is approaching individuals, institutes of Linguistics as well as libraries worldwide
- Pledging amount per institution: 1.000€ p.a., three years commitment



Hypothesis: KU can also serve new services around Open Access to get distributed globally

Overview of KU's Development: Came a Long Way, But Still Steps Needed to Fully Establish OA

| 2014 | 2015 | 2016 | 2017 |
|---|--|---|---|
| <ul style="list-style-type: none"> • 28 frontlist titles • 13 publishers • 1,680 USD participation fee • 23k+ OAPEN downloads | <ul style="list-style-type: none"> • 78 frontlist titles • 26 publishers • 3,891 USD max. price • Topical packages • 50k+ OAPEN downloads | <ul style="list-style-type: none"> • 343 titles (frontlist and backlist) • 54 publishers • 10,780 USD max. price • Trade integration • Pick & choose • Institution-specific usage stats • Fundref • ORCID • 67k+ OAPEN downloads | <ul style="list-style-type: none"> • 350 titles (frontlist and backlist) • From supply to demand driven • 60 publishers • 10,540 USD max. price • 21 HSS journals • Services (LangSciPress, OAPEN Repository) |



Thank you!

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