Building a Grassroots Academic Publishing Movement

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ACADEMICS ALL OVER THE WORLD ARE BUILDING A NEW FUTURE FOR THE HUMANITIES - OPEN ACCESS, NOT-FOR PROFIT, AND WITH NO AUTHOR FEES.
The move towards open access
Drivers for OA: “from above”

- Rise of national-level, institutional and funding-council mandates for open access in the UK (HEFCE, RCUK), the EU (Horizon 2020) and Australia (ARC), as well as throughout many US institutions

- Some funders (e.g. RCUK) have stated a preference for the gold route

- More than 600 OA policies/mandates in force worldwide – each varying in scope and approach, e.g.

  - **China** – National Natural Science Federation (NSFC) and Chinese Academy of Sciences (CAS)
  - **India** – similarly no national mandate but has a recommended OA policy
  - **Brazil** – SciELO (Scientific Electronic Library Online)
  - **Australia** – Health & Medical Research Council and the Australian Research Council (ARC)
  - **Canada** – Social Sciences and Humanities Research Council (SSHRC)
  - **France** – mixed OA ecosystem of green and gold OA currently
  - **Japan** – National Institute of Informatics

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Drivers for OA: “from below”

• What are academics’ attitudes towards open access?

• How have academics themselves responded to the “serials crisis” in scholarly journal publishing?

• What innovations are academics experimenting with in peer review, rolling publishing formats, collaborative and interactive engagement, shorter- or longer-form texts, and releasing work-in-progress material?

• What is the relationship between academics (as authors, editors, readers and reviewers) and “traditional” scholarly publishers? How is this changing with open access?
The Serials Crisis in Scholarly Publishing

- Subscription prices have risen substantially faster than inflation and library budgets.

- Access gaps between institutions and entrenched inequality across the globe – academics in developing countries have very limited access to scholarly resources.

- Increasing number of commercial publishers as part of commercialisation of scholarly publishing post-WWII.

- Consortial agreements for collection sharing, knock-on effect of serials (journals) crisis on monograph publishing.
Challenges facing open access

• **“Prestige trap”** – academics confer authority on journals through publication, editorial and review labour, and word-of-mouth – the journal “brand” is established & academics are then **obliged to buy back the products of their own labour**

• Despite the opportunities for OA (unpaid scholarly labour, low cost or open source software, and the possibilities of internet dissemination) – **libraries & academics remain entangled within a complex system of prestige, tenure, promotion and reward** which outsources publication to scholarly & commercial presses

• **Conservatism** concerning change to publishing models (such as OA) remains particularly strong in the Humanities disciplines

• Arguments concerning “gold” or “green” publishing – some funders (e.g. RCUK) have stated a **preference for the gold route**
The problem with APCs

- The author-pays model of the Article Processing Charge (APC) has become the default method of funding “gold” open access, i.e. articles being immediately available in their final version at the point of publication.

1. PLOS’ journals – fee ranges from $1350 to $2900 per article but are waiverable in the case of the author not having the available funds.

2. SAGE Open – charges $195 (173 EUR) (up from $99) after a launch price of $695 with no waiver option. Traditional publishers are also now more frequently offering an open access option, so-called “hybrid” open access publishing.

3. Taylor and Francis – the price of publishing an article in one of these venues is $2,950 (2,623 EUR).

- It’s important to bear in mind that publishers set these APCs without offering a transparent breakdown of production costs; in recouping the lost profits they incur from publishing “gold” open access, we are propping up a system that has been transferring vast amounts of public money into shareholders’ pockets over the past 3-4 decades.

- APCs pit academics against one another in an ongoing competition for funding, the amount of which will never be adequate to scholar demand; researchers without stable institutional affiliations are left without any financial support.

- Whilst “green” open access (self-archiving on institutional repositories) alleviates some of these issues in the short term, it does not tackle the endemic inequality at the heart of scholarly publishing; it is also a workaround – we still need to access subscription journal material.
Building a grassroots academic movement
Academic praxis: the idea of the OLH
What is the OLH?

- **Scholar-led charitable organisation** dedicated to publishing open access scholarship with no author-facing charges (APCs)

- The **OLH publishing platform** supports academic journals from across the humanities disciplines; we currently publish **18 journals** (including our own “megajournal”)

- We are supported by **209 library partners worldwide** and an international network of scholars, librarians, programmers and like-minded publishers
A new funding model: the Library Partnership Subsidy
New Business Model: The LPS

- Library Partnership Subsidy (LPS) – allows OLH to have no author-facing charges

- More than 209 libraries worldwide signed up to LPS membership so far

- Our aim is to have many libraries contributing at an affordable level

- Target of 300 participating libraries within 3 years (by 2018), at an average contribution of $850 per library
From concept to proof: launching the OLH
Launching the OLH: Sept. 2015
About this Journal

The Open Library of Humanities journal publishes internationally-leading, rigorous and peer-reviewed scholarship across the humanities disciplines: from classics, theology and philosophy, to modern languages and literatures, film and media studies, anthropology, political theory and sociology. Our articles benefit from the latest advances in online journal publishing – with high-quality presentation, annotative functionality, robust digital preservation, strong discoverability and easy-to-share social media buttons. We publish general articles as well as special collections focused on a particular topic or theme. Our megajournal platform means that we particularly welcome interdisciplinary articles, and we also encourage submissions in languages other than English.
• Establishing a reputable platform helps alleviate the social & economic challenges facing new OA publishers

• OLH platform mitigates these challenges by hosting pre-existing journals

• Migrating journals bring reputations & reader bases with them, builds OLH prestige, financially benefits our LPS partner members
Moving journals, moving academic communities

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# Publishing output in 2015-16

<table>
<thead>
<tr>
<th>Journal</th>
<th>Format</th>
<th>No. of articles per year</th>
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<tbody>
<tr>
<td>ASIANetworkExchange: A Journal for Asian Studies in the Liberal Arts</td>
<td>2 Issues</td>
<td>12</td>
</tr>
<tr>
<td>Journal of British &amp; Irish Innovative Poetry</td>
<td>Rolling publication</td>
<td>15</td>
</tr>
<tr>
<td>C21 Literature: Journal of 21st-Century Writings</td>
<td>2 Issues</td>
<td>10</td>
</tr>
<tr>
<td>The Comics Grid: Journal of Comics Scholarship</td>
<td>Rolling publication</td>
<td>10</td>
</tr>
<tr>
<td>19: Interdisciplinary Studies in the Long Nineteenth Century</td>
<td>2 Issues</td>
<td>30</td>
</tr>
<tr>
<td>Open Library of Humanities</td>
<td>Rolling publication</td>
<td>52 articles</td>
</tr>
<tr>
<td>Orbit: A Journal of American Literature</td>
<td>Rolling publication</td>
<td>15</td>
</tr>
<tr>
<td>Studies in the Maternal</td>
<td>3 Issues</td>
<td>20</td>
</tr>
<tr>
<td>Glossa: A Journal of General Linguistics</td>
<td>Rolling publication</td>
<td>120 [affiliated journal for 1st 3 years]</td>
</tr>
<tr>
<td>Journal of Portuguese Linguistics</td>
<td>Rolling publication</td>
<td>12 [affiliated journal for 1st 3 years]</td>
</tr>
<tr>
<td>Laboratory Phonology: Journal of the Association for Laboratory Phonology</td>
<td>Rolling publication</td>
<td>24 [affiliated journal for 1st 3 years]</td>
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**TOTAL = 320 articles across OLH platform in 2015-16**
Moving journals, moving communities

19 Interdisciplinary Studies in the Long Nineteenth Century

THE COMICS GRID
Journal of comics scholarship

ASIANetwork Exchange
A Journal for Asian Studies in the Liberal Arts

C21 LITERATURE
Journal of 21st-century Writings

Journal of Portuguese Linguistics
Flipping subscription journals OA

Lingua – Journal of general linguistics, largest in its discipline; 6 editors and 31 staff on the editorial board quit Elsevier; journal moved to Ubiquity-OLH

New journal Glossa launched the Fair Open Access model

Building the OLH library partner network

Image by Pekka Nikrus under a CC BY-NC-SA license
Our Library Network

- We are supported by **209 libraries** to date – in the United States, the United Kingdom, Ireland, Canada, the Netherlands, Norway, Sweden, Belgium, Australia and New Zealand

- LYRASIS manage our **North American** sign-ups

- JISC Collections manage our **UK** sign-ups

- The OCUL Consortium manages our **Canadian** sign-ups

- Block supporters include the **GALILEO** Consortium in Georgia, the **Riksbankens Jubileumsfond**, the **Austrian Science Fund** (FWF)
Europe
- University of Amsterdam, University of Groningen, Leiden University, Radboud University, Vrije University Amsterdam (The Netherlands)
- Academy of Fine Arts, Vienna and the FWF (Austria)
- Ghent University, KU Leuven (Belgium)
- University of Helsinki (Finland)
- University of Konstanz, University of Regensburg (Germany)
- University of Patras (Greece)
- Norwegian University of Science & Technology (Norway)
- University of Lisbon (Portugal)
- National Library of Sweden, Riksbankens Jubileumsfond, Stockholm University, Uppsala University (Sweden)
- Trinity College Dublin, Maynooth, National Library Galway, University College Cork (Ireland)
- University of Cambridge, The Wellcome Trust, UCL, King’s College London, University of Warwick, Durham University, University of Glasgow, University of Liverpool, LSE (United Kingdom)

North America
- University of California, Carnegie Mellon, Duke, Harvard, Stanford, Yale, Princeton, MIT, Dartmouth College (United States)
- Brock, Guelph, McMaster, Queen’s, Simon Fraser, Tronoto, York, Ottowa, Alberta (Canada)

Australasia
- University of Sydney (Australia), Auckland University of Technology (New Zealand)
Building International Library Support

- OLH strategy has been to target library partnerships in the US, UK and Europe in Year 1 (200 libraries in first 12 months)

- We are now rolling out multi-lingual versions of the OLH site, starting with pilot schemes in French and German

- We are actively employing consultancy partners to help with marketing outreach in specific targeted areas: focusing on research libraries across Europe, in Australia and New Zealand, expanding our support base across the US, and reaching out to countries such as South Africa and Taiwan where we already have strong editorial links

- We are also building on support we already have with authors, editors and enthusiastic librarians – building a Library Action Team to advocate on behalf of the OLH and increase LPS signups

- Our initial target (for Mellon funding) is to achieve in excess of 300 libraries by year 3; if other grants are successful the OLH will hire more staff
Technological Innovation

• The OLH is hiring programmers to undertake extensive technological development:

1. Bringing **typesetting software** to production standard to save labour costs

2. Integrating an **annotation system** into the platform to benefit public engagement and online social reading (e.g. private groups)

3. Building a **community translation layer** – helps challenge dominance of English as lingua franca of global scholarship

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“The Open Library of Humanities is a transformative venture on the leading edge of open-access initiatives on both sides of the Atlantic. As ambitious as it is well-planned, it presents a cogent vision of the future with well-designed pathways to its realisation. There is hardly a more important project in train for scholarship in the humanities today.”

David Armitage, Lloyd C. Blankfein Professor of History
Harvard University
For more information, visit: https://www.openlibhums.org/

Or check out our Libraries’ page: https://about.openlibhums.org/libraries/

And academic Calls for Papers: https://about.openlibhums.org/tag/cfp/