

# Private spaces, public science? Open access and academic social media

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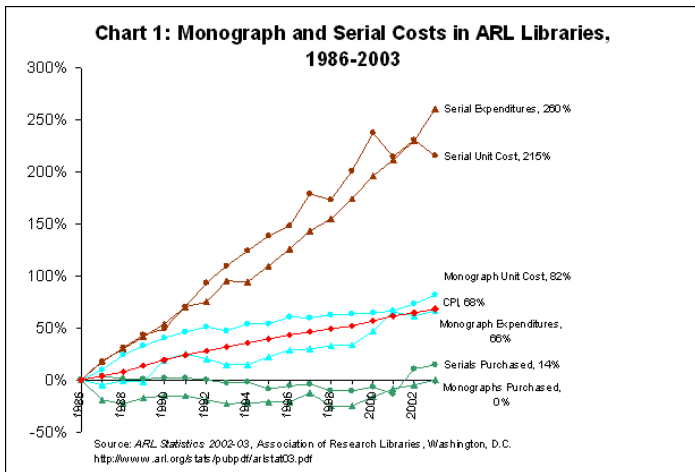
# Overview

- 1 A (boring) introduction: what is open access
  - The root of the crisis: the measure of a researcher
    - Age of print
    - Evaluating without reading?
  - Open access: less or more than a solution?
    - Policies
- 2 Librarians: “a social networking site is not an open access repository”
- 3 Is a privatized public use of reason still public?
- 4 A researcher’s perspective
- 5 What can researchers do about it?

## At a glance

- Proprietary social media like Academia.edu allow researchers to share papers and to connect to each other.
- They are, however, commercial services providing walled gardens, secluded from the open web.
- They do answer a need for connecting researchers and sharing ideas that is apparently unfulfilled both by our legacy scientific publishing system and by open access repositories.
- Why is our current public use of reason in such a predicament? What can (young) researchers do about it?

# Why do scholarly journals cost so much?



Serial prices crisis

# Just an example

## Financial summary by market segment

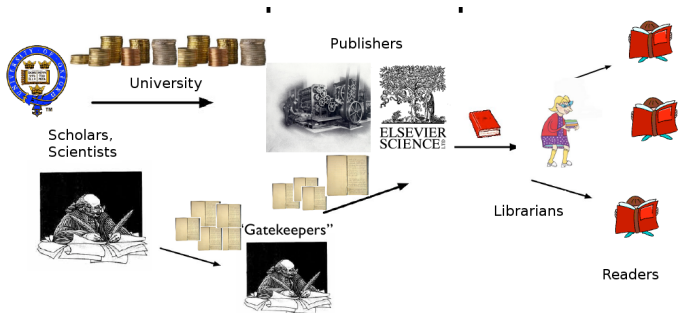
profit margin 36,7%

	Revenue		Adjusted operating profit	
	2015 £m	Change underlying*	2015 £m	Change underlying*
Scientific, Technical & Medical	<b>2,070</b>	+2%	<b>760</b>	+3%
Risk & Business Analytics	<b>1,601</b>	+7%	<b>575</b>	+7%
Legal	<b>1,443</b>	+1%	<b>274</b>	+7%
Exhibitions	<b>857</b>	+5%	<b>217</b>	+2%
Unallocated items			<b>(4)</b>	
	<b>5,971</b>	+3%	<b>1,822</b>	+5%

\*RELX Group uses adjusted and underlying figures as additional performance measures. Adjusted figures primarily exclude the amortisation of acquired intangible assets and other items related to acquisitions and disposals, and the associated deferred tax movements. Reconciliations between the reported and adjusted figures are set out on pages 56, 58, 102 and 116. Underlying growth rates are calculated at constant currencies, and exclude the results of acquisitions and disposals made in both the year and prior year and of assets held for sale. Underlying revenue growth rates also exclude the effects of exhibition cycling. Constant currency growth rates are based on 2014 full-year average and hedge exchange rates.

Elsevier 2015 revenues and profits <http://www.ur1.ca/p89vm>

# Filter, then publish



## Journals as proxies for the scholarly community

- I am a good researcher when
- my papers are published in “good” peer-reviewed scholarly journals
- or my monographs are published by publishers of “good” reputation

## Bibliometrics as evaluation proxy?

- 1** A “good” scholarly journal has a high impact factor
- 2** An excellent researcher has a high number of citations in “good” scholarly journals



## To know your value, buy my metadata!

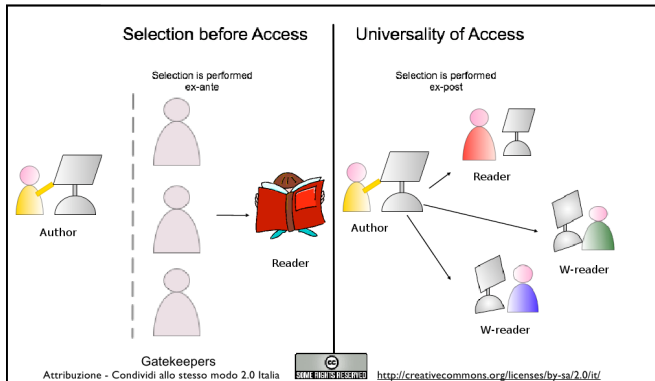
- Bibliometrics is calculated on closed, proprietary databases (WoS, Scopus)
- Every academic library must subscribe to them and to the journals they include
- Publishers may raise the subscription prices ad libitum.

# Capitalism? What capitalism?

## Digital feudalism

- The academic publishers get articles, peer reviewing and much of the editing for free
- Researchers and university libraries must pay them to get their own work back.

# Publish, then filter



# Open access publishing

Peter Suber

Open-access (OA) literature is

- digital,
- online,
- free of charge,
- free of most copyright and licensing restrictions

## Green road: self-archiving

- Disciplinary (e.g. arXiv) and institutional repositories (e.g. DASH for Harvard)
- Publisher copyright policies & self-archiving:  
<http://www.sherpa.ac.uk/romeo/>

## Gold road: open access journals

- DOAJ <http://doaj.org/>
- “Predatory” open access (for “predatory” researchers)
  - 1 lowbrow: J.Beall' list
  - 2 highbrow: double dipping (paid open access option in subscription journals)

# Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities 2003

Our mission of disseminating knowledge is only half complete if the information is not made widely and readily available to society. New possibilities of knowledge dissemination not only through the classical form but also and increasingly through the open access paradigm via the Internet have to be supported. We define open access as a comprehensive source of human knowledge and cultural heritage that has been approved by the scientific community.

## Researchers: with you or without you

- OA mandates: your research institution demands you to self-archive your articles and conference papers in its institutional repository  
<http://bfp.sp.unipi.it/aisa/politiche/>
- Berlin 12: project to shift libraries journal budgets away from subscriptions and towards APCs - <http://oa2020.org/>



## Librarian vs. researchers, in a nutshell

### Ralf Schimmer (\*) on the Berlin12 project

The beauty of this idea is that the disruption would be perceptible only in the organizational domain in which the money is managed; since this side of business is typically hidden from researchers, authors would not experience any disturbance to their ordinary publishing activity.

(\*) Head of scientific information provision at the Max Planck Digital Library in Munich

## A librarians' perspective

	Open access repositories	Academia.edu	ResearchGate
Supports export or harvesting	Yes	No	No
Long-term preservation	Yes	No	No
Business model	Nonprofit (usually)	Commercial. Sells job posting services, hopes to sell data	Commercial. Sells ads, job posting services
Sends you lots of emails (by default)	No	Yes	Yes
Wants your address book	No	Yes	Yes
Fulfills requirements of UC's OA policies	Yes	No	No



<http://creativecommons.org/licenses/by/4.0/> University of California OSC

<http://osc.universityofcalifornia.edu/2015/12/a-social-networking-site-is-not-an-open-access-repository/>

## Open access means:

- making scientific papers physically accessible (by uploading them on the Internet)
- making scientific papers legally accessible (e.g. by choosing Creative Commons licenses)
- making scientific papers economically accessible (by removing paywalls)
- making scientific papers computationally accessible (text and data mining)
- keeping scientific papers accessible in the long-term (long-term preservation)
- sharing data and metadata

## Open access repositories fulfill all the OA requirements. Proprietary social media do not.

- you need to be logged in even to download the papers
- uploaders agree to be responsible for every copyright violation
- uploaders grant Academia.edu a perpetual license to prepare derivative works based on their contents
- users are not allowed to search the site through “spiders, robots, crawlers, data mining tools or the like”
- users do pay to access Academia.edu, by giving away their data and metadata
- proprietary social media are for-profit companies that may shut down “at any time and without prior notice” or embrace predatory practices (e.g. selling recommendations)

## Can you find the words “judicial warrant” ?

Source: <https://www.academia.edu/privacy>

We will disclose any information about you to government or law enforcement officials or private parties as **we, in our sole discretion**, believe necessary or appropriate to respond to claims and legal process (including but not limited to subpoenas), to protect the property and rights of Academia.edu or a third party, to protect the safety of the public or any person, or to prevent or stop activity **we may consider** to be, or to pose a risk of being, any illegal, unethical or legally actionable activity.

A filter bubble killing serendipity: what is appropriate to my interests is decided by an algorithm, not by me

Source: <https://www.academia.edu/privacy>

"For example, some of this information [your log data] is collected so that when you visit the Site again, it will recognize you and serve advertisements and other information **appropriate to your interests.**"

## Immanuel Kant speaks about us . . .

Kant, *An Answer to the Question: "What is Enlightenment?"*

But by the public use of one's own reason I mean that use which anyone may make of it as a man of learning addressing the *entire* reading public [*dem ganzen Publikum der Leserwelt*].

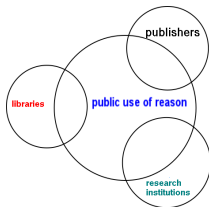
## Why should Kant's definition concern us?

- It comes after another media revolution (the printing press revolution)
- It is about an empowering conversation, which
  - 1 should help us - the public - to use our own understanding
  - 2 and to come of age

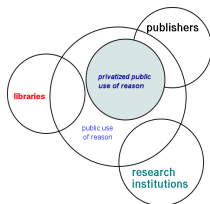


# Why are librarians so worried?

## Public sphere



## Privatized public sphere



## Why do we use Academia.edu?

- it is user-friendly
- it carefully cultivates our narcissism
- it does not care very much about copyright (it is not responsible for its violations)
- it meets (and monetizes) our needs for networking and sharing that could be better answered by a library-centered publishing system

“It is remarkable that the sharing of academic research was the genesis of the modern web, yet today remains one of the last bastions of non-free content on the web.”

Should all academic research be free and what Wikipedia can teach us about publishing?

## Some elephants in the living room

Why cannot open access repositories meet our needs of networking and sharing? Why are they so poor and empty?



- 1 our outdated, expensive, closed access publishing model slows down the pace of the conversation of science;
- 2 our outdated research assessment system (publish in certain legacy journals or perish, bibliometric);
- 3 our outdated copyright laws (a scholar sharing her paper for free **is not** like a pirate printer selling millions of copies);

## M. Bon in [urlhttp://www.sjscience.org/article?id=46](http://www.sjscience.org/article?id=46)

“I suggest that all shortcomings in the current publication system are rooted in the fact that it has drifted away from Science ethics, with publication peer review, evaluation and dissemination being privatized. **A process whose rationale is to be open, transparent, and community-wide has become trapped in editors' mailboxes.** The validity and value of a scientific work are both decided once and for all time, by two or three people in a process that is confidential, private, anonymous, undocumented, and with short deadlines. Here, I use the term privatization not mean that the process is conducted by private companies, but to imply **it concentrated in a few hands.**”

## Re-building a public space: is it up to us?

Research needs an open conversation: but what can a (young) researcher do for it?

To avoid depending on proprietary social media and their vendor lock-in, it is possible

- to experiment alternatives
- to learn to code and the design your own web interfaces
- to use privacy (and serendipity) enhancing tools:  
<https://epic.org/privacy/tools.html>

# Alternatives: building a community on Zenodo.org

## New to Zenodo?

- **Research. Shared.** – all research outputs from across all fields of science are welcome!
- **Citeable. Discoverable.** – uploads gets a Digital Object Identifier (DOI) to make them easily and uniquely citeable.
- **Community Collections** – accept or reject uploads to your own community collections (e.g workshops, EU projects or your complete own digital repository).
- **Funding** – integrated in reporting lines for research funded by the European Commission via OpenAIRE.
- **Flexible licensing** – because not everything is under Creative Commons.
- **Safe** – your research output is stored safely for the future in same cloud infrastructure as research data from CERN's Large Hadron Collider.
- **DropBox integration** – upload files straight from your DropBox.

Read more about [features and benefits](#).

The graphic features the text "Research. Shared." in a light blue font against a background of vertical blue stripes. Below this, the word "zenodo" is written in white lowercase letters inside a dark blue rectangular box.

Research. Shared.  
zenodo

## Alternatives: The Self-Journal of Science

<http://www.sjscience.org/>

- An open and non-profit environment to deposit your paper
- A community to discuss and to classify it
- Without giving away your copyright



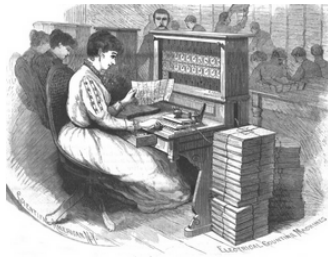
## Alternatives: overlay journals

Tim Gowers' Discrete Analysis: publish, then filter

“I would characterize open science as being science where the *entire discovery process*, and not just some paper that summarizes (and to a large extent conceals) it at the end, is out in the open” .

If you are a humanist, learn to code at  
<http://programminghistorian.org>

## About the Programming Historian



*The Programming Historian* offers novice-friendly, peer-reviewed tutorials that help humanists learn a wide range of digital tools, techniques, and workflows to facilitate their research.

We regularly publish new lessons, and we always welcome proposals for new lessons on any topic. Our editorial mentors will be happy to work with you throughout the lesson writing process. If you'd like to be a

reviewer or if you have suggestions to make Programming Historian a more useful resource, please see our [Contribute](#) page.

## And if you are Italian, have a look to Aisa's proposal



Let's take *author's* right seriously:  
Change the Italian copyright law

- to enable publicly funded researchers to "republish" their works
- by making them freely accessible wherever they like after no longer than one year from their (legacy) publication

## Art. 42-bis (L. 22 aprile 1941, n. 633, Protezione del diritto d'autore e di altri diritti connessi al suo esercizio)

1. L'autore di un'opera scientifica che sia il risultato di una ricerca interamente o parzialmente finanziata con fondi pubblici, come un articolo, una monografia o un capitolo di un libro, ha il diritto di riprodurre, distribuire e mettere a disposizione gratuita del pubblico la propria opera nel momento in cui l'editore l'abbia messa a disposizione gratuita del pubblico o dopo un ragionevole periodo di tempo, comunque non superiore a un anno, dalla prima pubblicazione. L'autore rimane titolare di tale diritto anche qualora abbia ceduto in via esclusiva i diritti di utilizzazione economica sulla propria opera all'editore o al curatore. L'autore nell'esercizio del diritto indica gli estremi della prima edizione, specificando il nome dell'editore.
2. Le disposizioni del primo comma sono di ordine pubblico e ogni clausola contrattuale che limiti il diritto dell'autore è nulla.

## Cameron Neylon, Are we innocent bystanders?

**“The truth is that we are all complicit, from publishers and authors producing content that no-one reads, through to administrators counting things that they know dont matter, and funders and governments pointing to productivity,** not to mention secondary publishers increasing the scope of they indices knowing that this leads to ever increasing inflation of the metrics that makes the whole system go round.”

“Emerging researchers dont have the power to buck the system. It is senior researchers, and in particular those who mediate the interface between the sources of funding and the community, the institutional leaders, Vice-Chancellors, Presidents, Deans and Heads of Department. If institutional leaders chose to change the game, the world would shift tomorrow.”

# Good Luck!

To learn more visit <http://aisascienzaperta.org>