

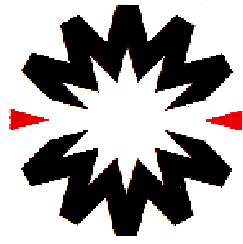
SCHOLARLY PUBLISHING & ACADEMIC RESOURCES COALITION  
*An initiative of the Association of Research Libraries*

# Igniting Change in the Scholarly Communication System



Julia Blixrud • SPARC Assistant Director, Public Programs  
University of London  
10 April 2002

[www.arl.org/sparc](http://www.arl.org/sparc)

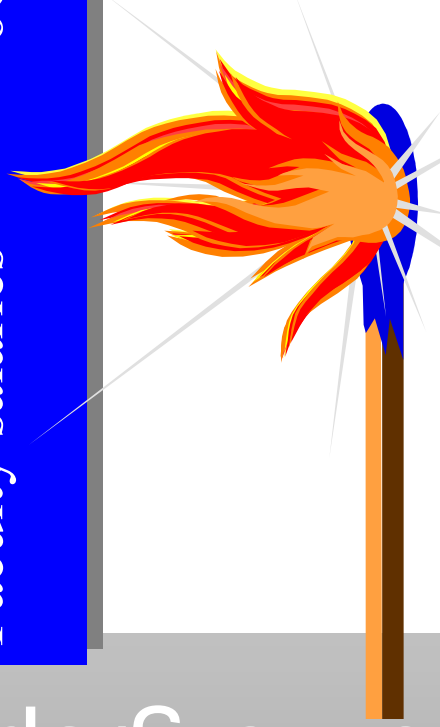


# The Global Journals Problem

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## UK 1989-99

Journals unit cost	+364%
Faculty salaries	+60%

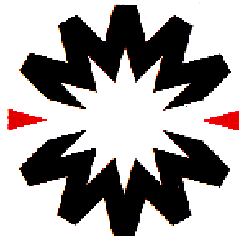


## North America 1986-00

Journal unit cost	+226%
Journals expenditure	+192%
Journals purchased	-7%
Monographs purchased	-17%
Faculty salaries	+68%
Consumer Price Index	+57%

## Australia 1986-98

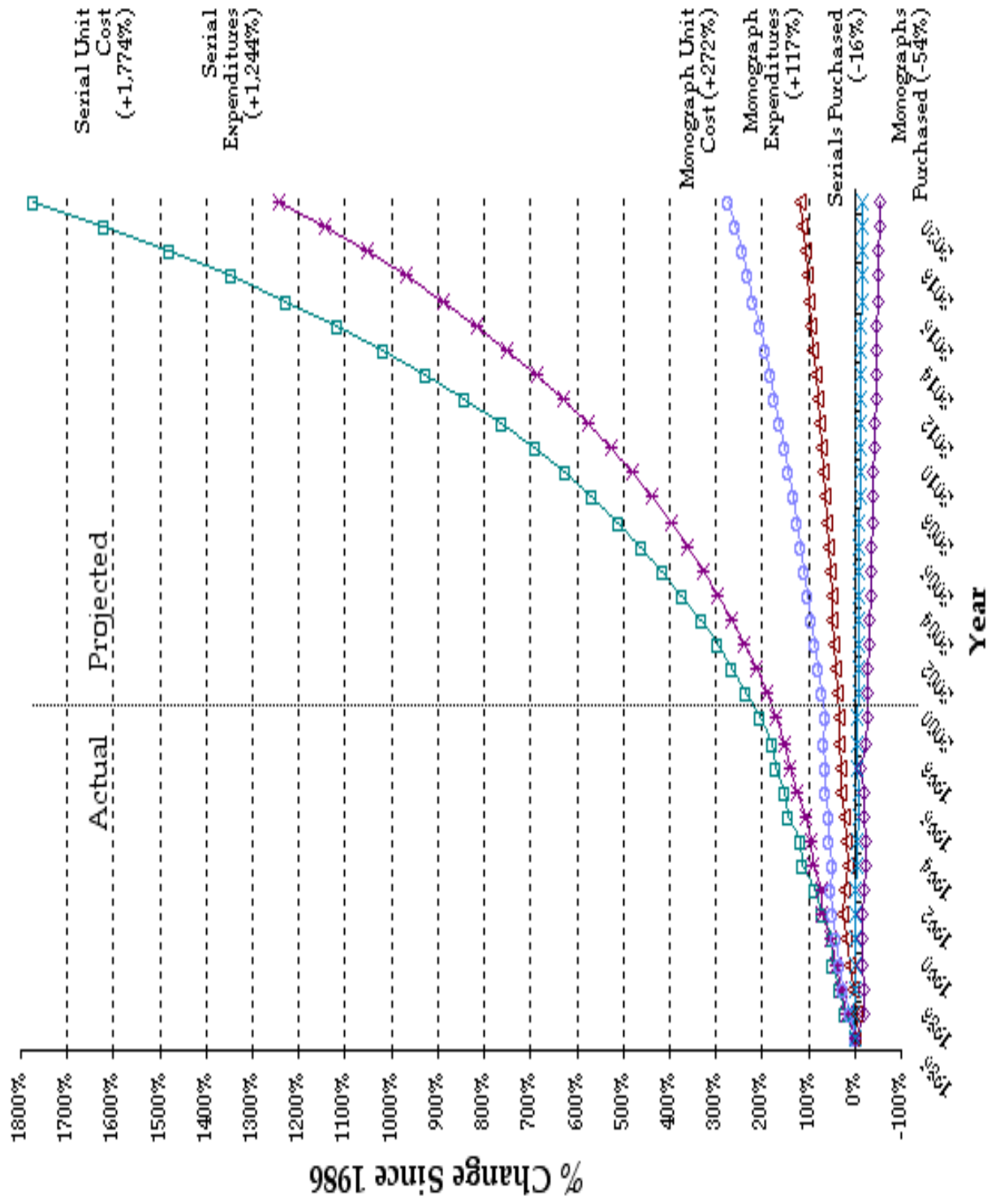
Serials unit cost	+474%
Serials expenditure	+263%
Titles purchased	- 37%

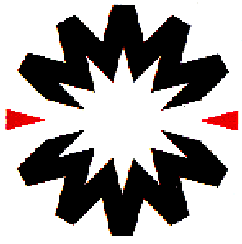


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# Monograph and Serial Costs in ARL Libraries, 1986-2020

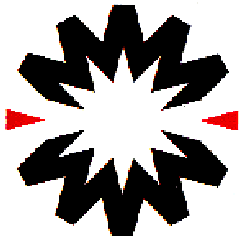
## Scenario 1 Projections





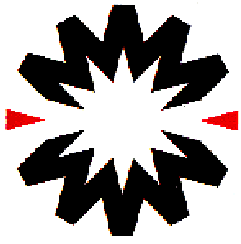
## Marketplace Factors

- Robust supply side
- Scarce good - inelastic market
- Barriers to market entry
- Library acquisitions practices
- Faculty expectations
- Disjunction between creator/user and fiscal agent
- Commercial firms, consolidations and mergers



# Developing a Response

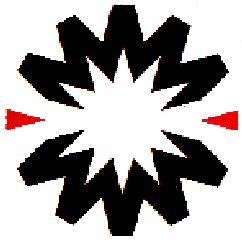
- **Reactive**
  - ◆ Ask for more money
  - ◆ Journal cancellations
  - ◆ Improve document delivery
  - ◆ Cooperative collection development
  - ◆ Consortial buying & site licenses for electronic information
- **Proactive**
  - ◆ Improve value signals between faculty & library
  - ◆ Increase promotion & tenure emphasis on quality
  - ◆ Create competition in the marketplace
  - ◆ Editorial boards gain control over journal business policies
  - ◆ Partner for mutual benefit with other players in the information chain
  - ◆ Introduce alternatives to institutional subscription model
  - ◆ Deconstruct the journal



## SPARC

- *Worldwide alliance* of universities, research libraries, and organizations
- *Constructive response* to market dysfunctions in the scholarly communication system
- Supports *open access* to scholarly information through development of *economic alternatives* by taking advantage of the networked digital environment

[www.arl.org/sparc](http://www.arl.org/sparc)



# SPARC Links Advocacy & Action

[www.arl.org/sparc](http://www.arl.org/sparc)

## SPARC ADVOCACY

Enhance awareness

Promote action options

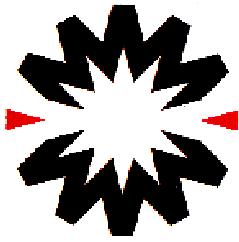
Demonstrate success

## SPARC PUBLISHING INITIATIVES

Aid editors, societies, universities

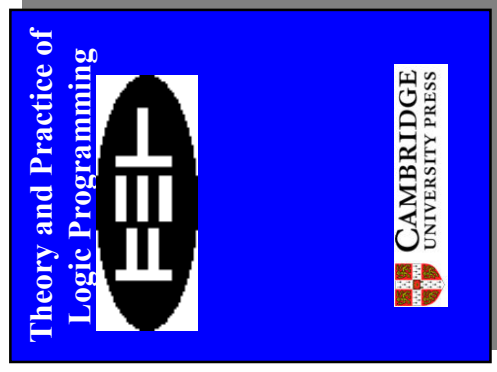
Build capacity

Reduce startup risk



# SPARC Supports Alternatives

www.arl.org/sparc



## EXAMPLES

50-person editorial board and sponsoring society quit commercially published *Journal of Logic Programming* to start alternative in 2001.

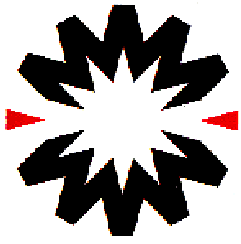
[www.cwi.nl/projects/alp/](http://www.cwi.nl/projects/alp/)

Editorial board of commercially published *Machine Learning* resigned to launch free electronic journal in 2001.

[www.jmlr.org](http://www.jmlr.org)







## Pressure to Reduce Prices

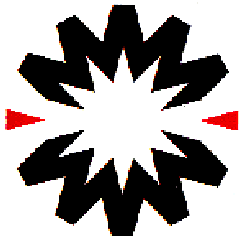


- Society demanded new deal with publisher
- Institutional price dropped from \$2085 to \$1390
- Expanded editorial office support

“SPARC played an essential role in our successful negotiations with our journal's publisher.... [The publisher] knew we'd been in contact with SPARC. Both our journal and association stand to benefit substantially.”

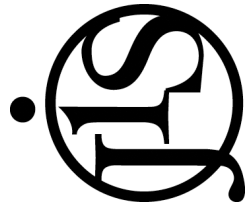
Chair, AAPA  
Publications Committee

[www.arl.org/sparc](http://www.arl.org/sparc)



# SPARC Supports New Players

[www.arl.org/sparc](http://www.arl.org/sparc)



**Journal of  
Insect Science**

[www.insectscience.org](http://www.insectscience.org)



**BioOne**

[www.BioOne.org](http://www.BioOne.org)

## University Initiatives

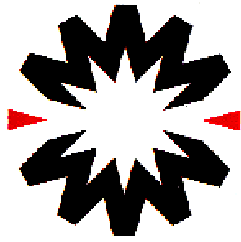
- Univ. Arizona: *J. Insect Science*
- Univ. Bielefeld: *Documenta Mathematica*
- Univ. California: *eScholarship*
- Columbia Univ: *Earthscape*
- Univ. Warwick: *Geometry & Topology Publications*

## Independent startups

- *Evolutionary Ecol. Research.*
- *Internet Journal of Chemistry*

## Collaborative Partnerships

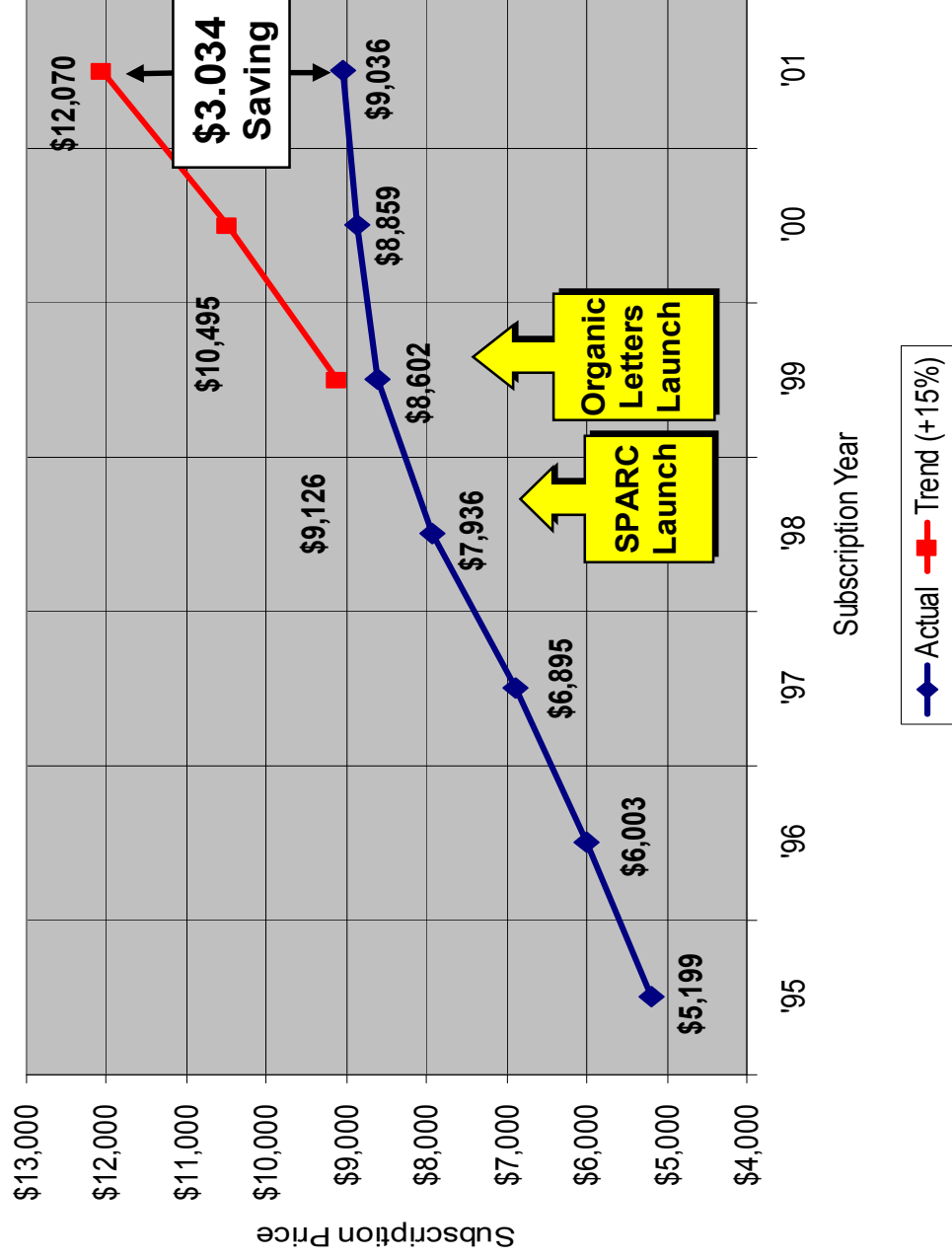
- *BioOne*
- Cornell Univ Lib/Duke Press: *Project Euclid*

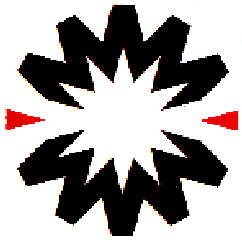


# The Value of Alternatives

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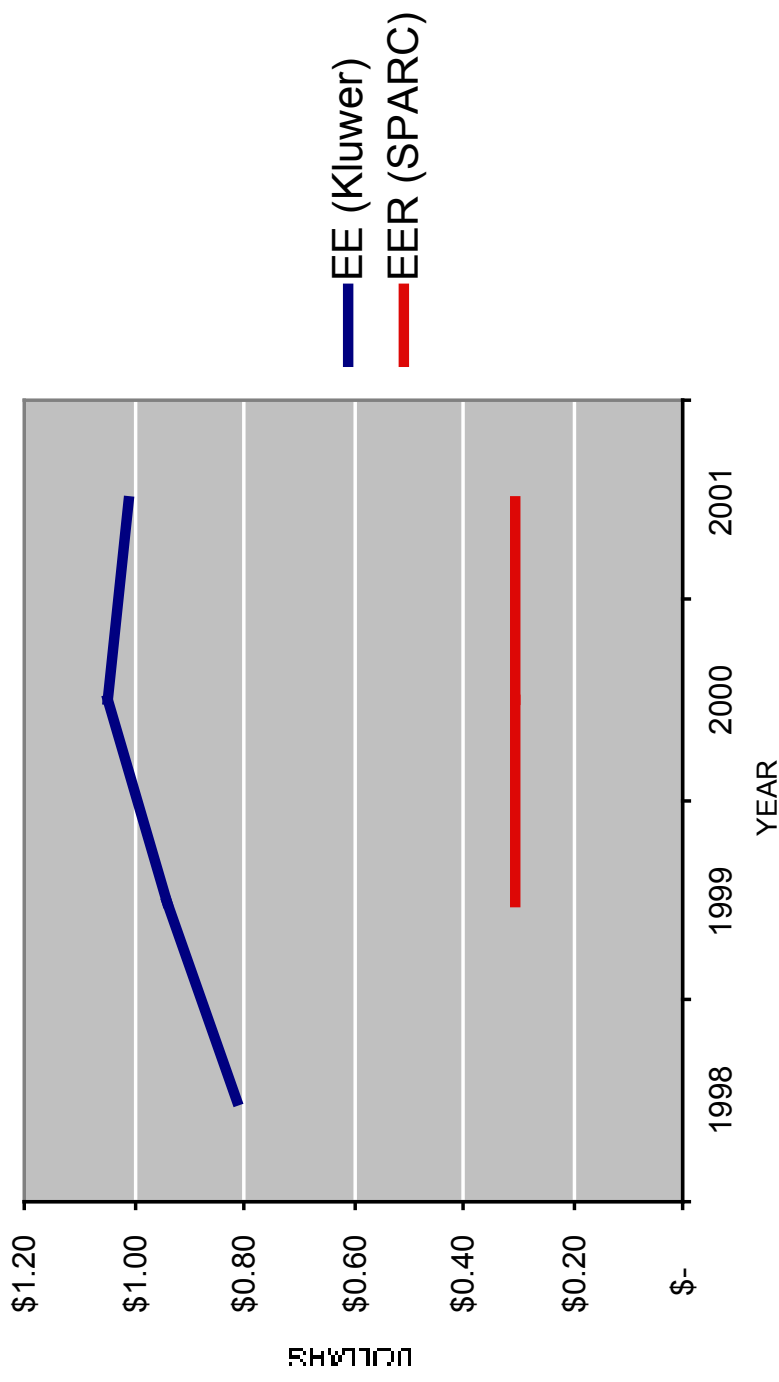
Tetrahedron Letters: U.S. Institutional Price



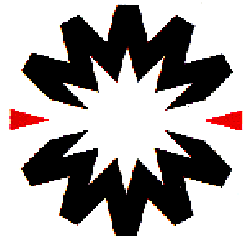


# Impact of Competition on Price

Evolutionary Ecology vs. Evolutionary Ecology Research  
Price Per Page



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# SPARC Titles are Less Expensive

www.arl.org/sparc



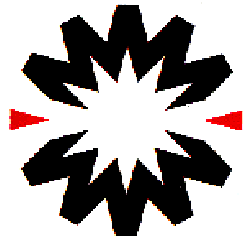
## Established Title

Title	Price
Topology & Its Applications	\$2,509
Journal of Crystal Growth	\$8,657
Evolutionary Ecology (price reduced in 2001)	\$560
Topology	\$1,223
Organic Geochemistry	\$2,359
Sensors & Actuators, A & B	\$4,989
Machine Learning	\$1,006
Tetrahedron Letters	\$9,036
Chemical Physics Letters	\$9,637
Jnl of Logic & Algebraic Programming	\$701
	<b>\$40,677</b>

Title	Price
Algebraic and Geometric Topology	Free
Crystal Growth & Design	\$1,600
Evolutionary Ecology Research	\$305
Geometry & Topology	Free
Geochemical Transactions	\$100
IEEE Sensors Journal	\$395
Jnl of Machine Learning Research	Free
Organic Letters	\$2,438
PhysChemComm	\$100
Theory & Practice of Logic Programming	\$300
	<b>\$5,238</b>

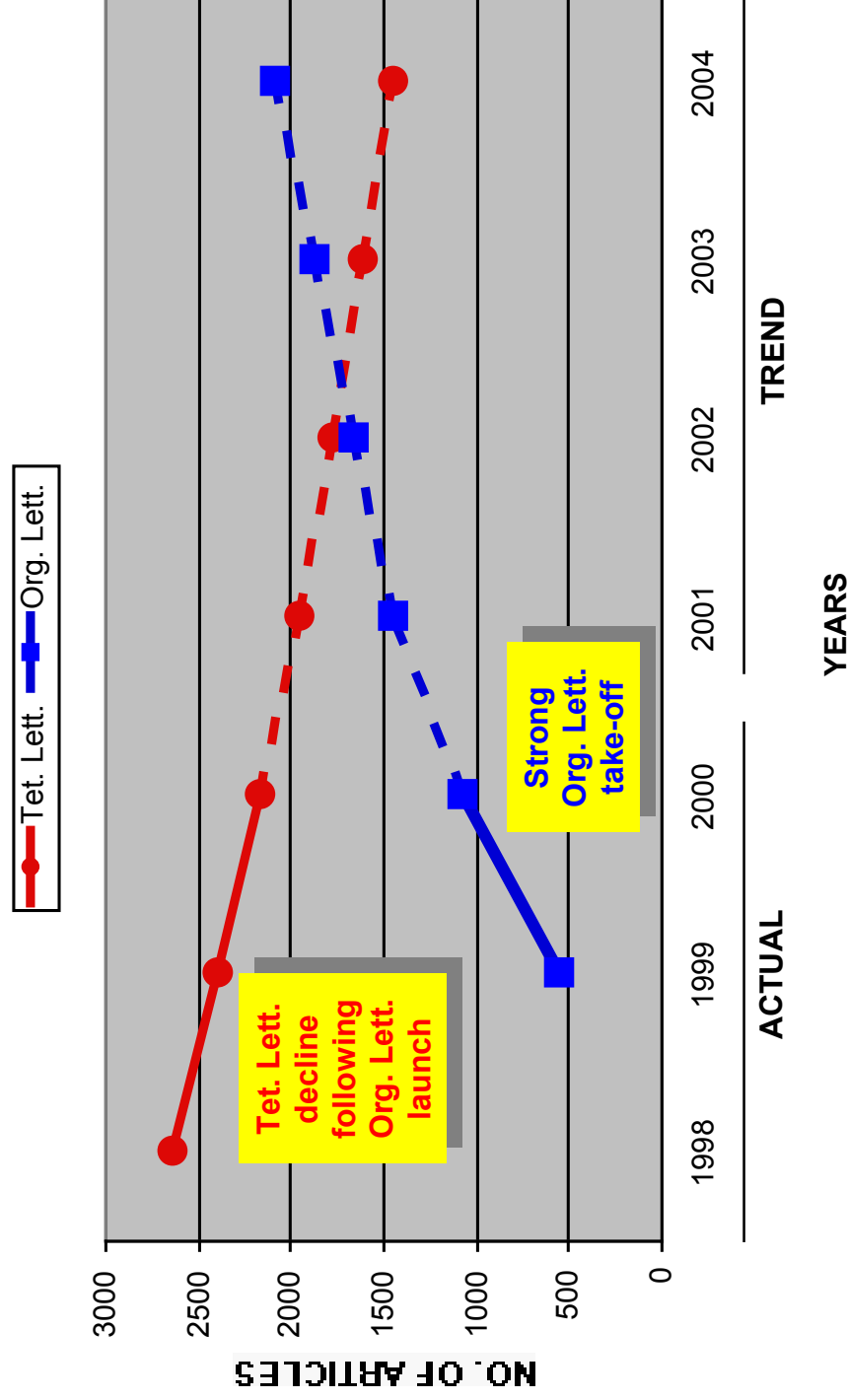
## Savings

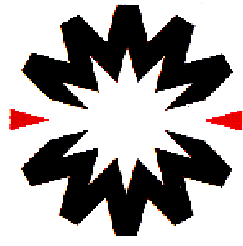
Oppty	Savings
\$2,509	\$2,509
\$7,057	\$7,057
\$255	\$255
\$1,223	\$1,223
\$2,259	\$2,259
\$4,594	\$4,594
\$1,006	\$1,006
\$6,598	\$6,598
\$9,537	\$9,537
\$401	\$401
	<b>\$35,439</b>



# Authors Are Making the Switch

**Tetrahedron Letters vs. Organic Letters**  
Number of Articles

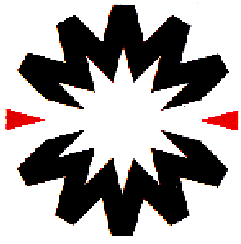




[www.arl.org/sparc](http://www.arl.org/sparc)

## Growing Focus on Open Access

- PubMed Central  
[www.pubmedcentral.nih.gov](http://www.pubmedcentral.nih.gov)
- Public Library of Science  
[www.publiclibraryofscience.org](http://www.publiclibraryofscience.org)
- BioMed Central  
[www.biomedcentral.com](http://www.biomedcentral.com)
- Budapest Open Access Initiative  
[www.soros.org/openaccess](http://www.soros.org/openaccess)



# New Economic Models

## SPARC “open access”

### e-journals

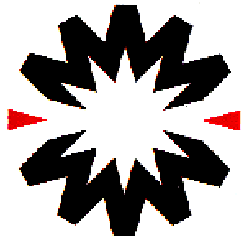
- *Algebraic & Geometric Topology*
- *Documenta Mathematica*
- *Geometry & Topology*
- *Journal of Insect Science*
- *Journal of Machine Learning Research*
- *New Journal of Physics*

## The Case for Open Access

- Est. revenue of commercial publishers: **\$4000** per article
- Est. first copy cost of preparing research for publication: **\$200-\$1000** per article
- Marginal cost of e-distribution: **virtually nil**
- Savings potential: **\$3000+** per article

[www.arl.org/sparc](http://www.arl.org/sparc)

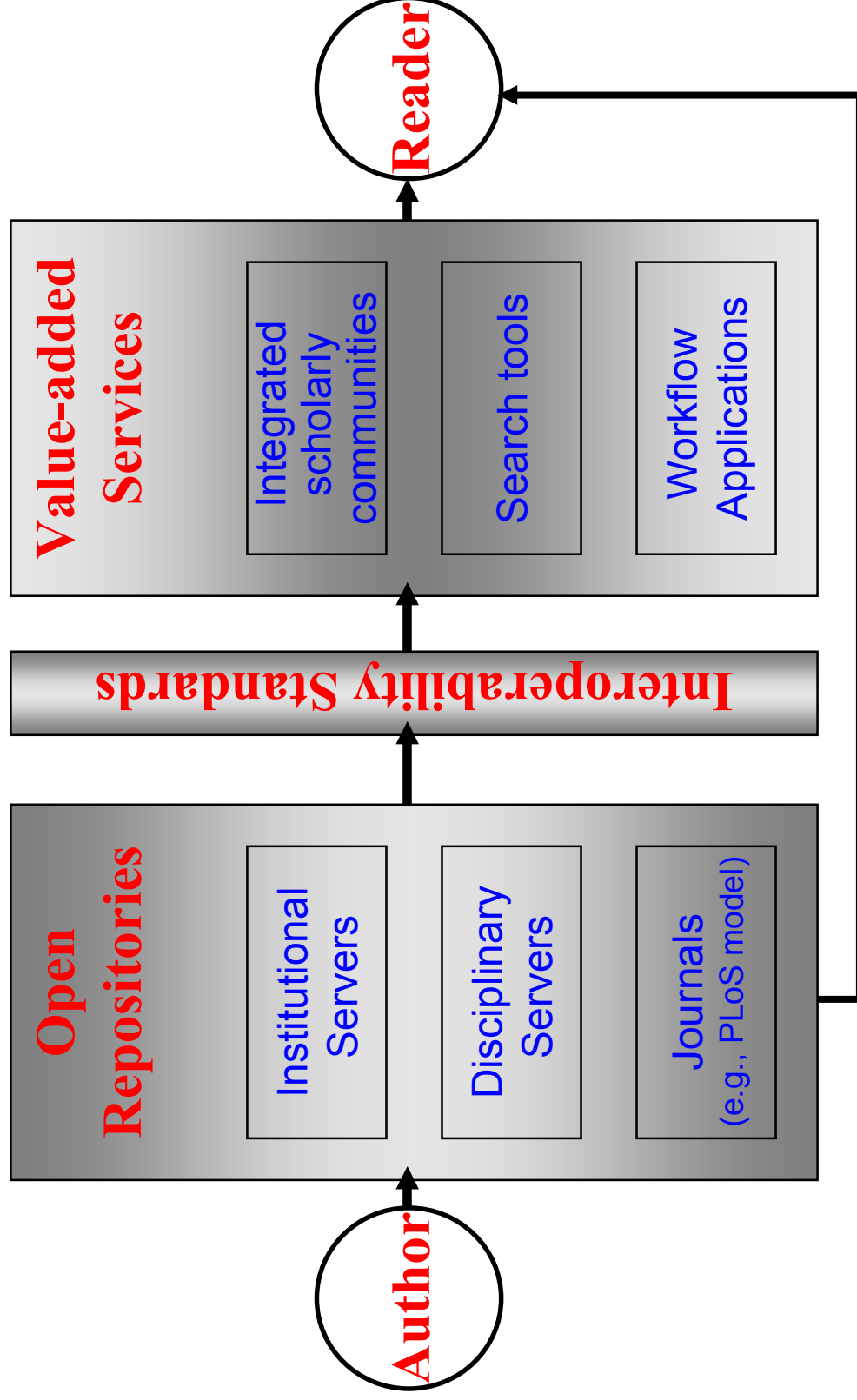


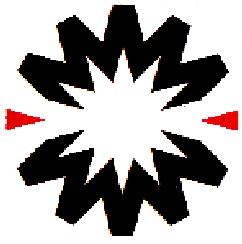


# SPARC Encourages New Models

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## OPEN ARCHIVES





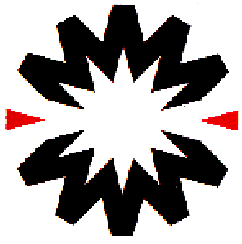
# Raising Public Attention



**“Although the battle is being fought over subscription prices, what is really at stake...is the scientific process itself.”**

New York Times, Dec. 8, 1998


[www.arl.org/sparc](http://www.arl.org/sparc)



# SPARC Education & Advocacy

[www.arl.org/sparc](http://www.arl.org/sparc)

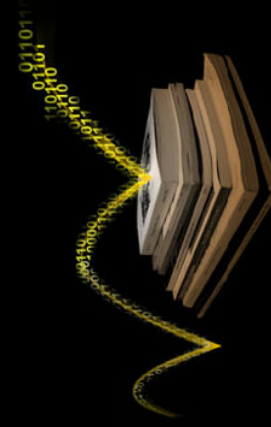
A Guide to Creating  
Community-controlled  
Science Journals



DECLARING INDEPENDENCE

Gaining Independence - Netscape 6

SPARC presents  
**GAINING INDEPENDENCE**  
A Manual for Planning  
the Launch of a  
Nonprofit Electronic  
Publishing Venture

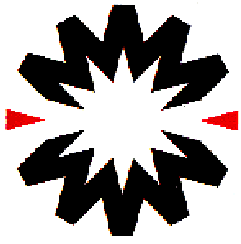


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**Create Change**

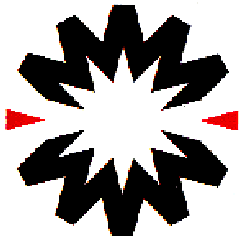
[www.createchange.org](http://www.createchange.org)



## SPARC Accomplishments

- Demonstrated that new journals can successfully compete for authors and quickly establish quality
- Has been effective in driving down the cost of journals
- Created environment in which editors and editorial board members claim more prominent roles in the business aspects of their journals
- Stimulated the development of increased publishing capacity in the not-for-profit sector and encouraged new players to enter the market
- Provided help and guidance to scientists and librarians interested in creating change
- Carried the methods and message of change to international stakeholders

[www.arl.org/sparc](http://www.arl.org/sparc)



# Introducing SPARC Europe

[www.arl.org/sparc](http://www.arl.org/sparc)

## What is SPARC Europe?

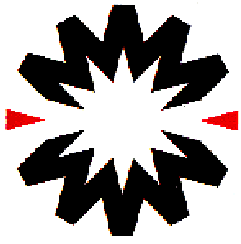
- Europe-based coalition of academic & research libraries
- Supported by
  - ◆ LIBER
  - ◆ CURL
  - ◆ JISC
  - ◆ SCONUL
  - ◆ UKB

## Why SPARC Europe?

- Organize campus education & advocacy in Europe
- Demonstrate potential of Open Archives
- Reach out to European societies

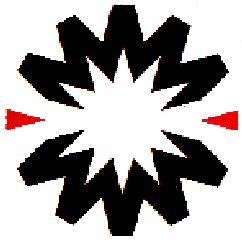
More information at:

[www.sparceurope.org](http://www.sparceurope.org)



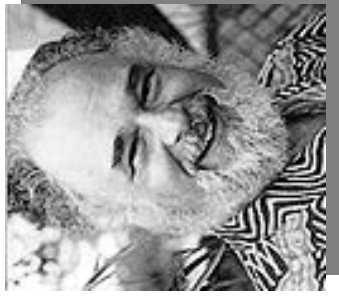
# What Can You Do?

- **Scholars**
  - ◆ Encourage discussion of the issues within department
  - ◆ Encourage professional society to consider new technologies as well as enhanced competitors
  - ◆ Modify publishing contract to ensure your right to use and post your own work
  - ◆ Examine pricing, licensing, and copyright agreements for any journal for which you write, review, or edit
  - ◆ Support open access
- **Librarians**
  - ◆ Encourage discussion of issues on campus
  - ◆ Meet with departments and hold discussions at faculty meetings
  - ◆ Participate in development of institutional intellectual property policies
  - ◆ Become familiar with (or even conduct) cost-per-use studies
  - ◆ Support participation in SPARC Europe
  - ◆ Support open access



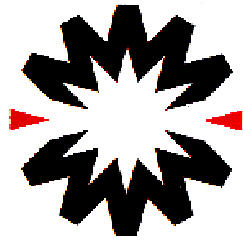
## Scholars Are The Key To Change

“There is a great deal that you can do. In fact, it is you and only you who can bring about the changes that need to happen. Unless you want access to more published research, unless you want costs that truly reflect value, you won’t get either.”



Michael Rosenzweig, Editor  
*Evolutionary Ecology Research*

[www.arl.org/sparc](http://www.arl.org/sparc)



SCHOLARLY PUBLISHING & ACADEMIC RESOURCES COALITION  
*An initiative of the Association of Research Libraries*

**Julia C. Blixrud**

Assistant Director, Public Programs

SPARC

21 Dupont Circle, Ste 800

Washington, DC 20036

[jblix@arl.org](mailto:jblix@arl.org)

+1 202-296-2296 ext. 133

+1 202-872-0884 (fax)

+1 202-251-4678 (mobile)

[www.arl.org/sparc](http://www.arl.org/sparc)