The impact of Open Access on the Printed Book
Designing the Future: The 2010 Tri-Province Publishers Forum
Library Panel – The Future of the Printed Book in Libraries

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Introduction:
Libraries were among the first to recognize the benefits of open access and have been strong advocates for it. CARL, the Canadian Association of Research Libraries, has called for a strong policy on open access.

In the US, the Association of Research Libraries, SPARC (the Scholarly Publishing and Academic Resources Coalition), and other library associations are leading the way in terms of promoting open access.

One of the basic objectives of libraries is to connect their patrons to high quality content whether it’s in print or online.

The open access literature is wide and varied so I can only touch on a bit of it here.

Definition from ARL: Framing the Issue: Open Access

So what is open access and why does it matter?

Open access is a cost effective way to disseminate and use information. It is an alternative to the traditional journal subscription or published book, and is made possible by new digital technologies and networked communications.

As used by ARL, open access refers to works that are created with no expectation of direct monetary return and made available at no cost to the reader on the web for purposes of education and research.

It permits users to read, download, copy, distribute, print, search, or link to the full texts of works, crawl them for indexing, or use them for any other lawful purpose.

Open access does not apply to materials for which the authors expect to generate revenue. Authors own the original copyright in their works. In the process of publishing, authors can transfer to publishers the right for publishers to post the work freely on the web, or authors can retain the right to post their own work on institution repositories. Author retain control of the integrity of their work and have the right to be properly acknowledged and cited.

Open access is intended to be free for readers, but not necessarily for producers. The costs of producing digital open-access literature are believed much lower than the costs of producing print literature, but financial and human resources are still required.
Open access focuses on academic research. It is mostly concerned with scientific and research texts that scholars give to the community without expectation of direct monetary return, including peer-reviewed journal articles, preprints and preliminary findings. Open access does not mean that peer review is bypassed.

**History and Major Supporters:**

The open access movement started around 2002 when the ARL (Association of Research Libraries) recommended the Association promote “open access to quality information in support of learning and scholarship”. A key component of this effort was to educate members of the research and academic communities about open access and its potential. They have issued numerous reports on why open access is important and started several initiatives that call for open access publishing.

CARL – the Canadian Association of Research Libraries is the leadership organization for the Canadian research library community. Two of its strategic directions are support of open access publication and digitization. CARL’s strategic direction on open access publication is to encourage the archiving of articles in digital repositories by researchers, promoting the adoption of open access mandates at universities and the national funding councils.

A growing number of funding agencies are adopting policies that require their researchers to make their publications openly available to the public and other researchers either by depositing their articles in an open access repository or by publishing in an open-access journal such as OJS, which is the Open Journals System developed by SFU and UBC.

There is a good pamphlet from CARL and SPARC that summarizes this: *Greater Reach for Your Research: Expanding Readership through Digital Repositories*.


On CARL’s project site there are also links to videos about the importance of institutional repositories

[http://www.carl-abrc.ca/projects/author/author-e.html#oabib](http://www.carl-abrc.ca/projects/author/author-e.html#oabib)

It includes links to SPARC which is the Scholarly Publishing and Academic Resources Coalition. It is an international alliance of academic and research libraries developed by the Association of Research Libraries. SPARC is probably the leader in promoting open access. Its focus is to stimulate the emergence of new scholarly communication models that expand the dissemination of scholarly research and reduce financial pressures on libraries. It promotes the creation of high-quality alternatives to commercial titles.

It has an extensive web site which has news and resources related to the open access movement. It has an extensive list of resources and downloadable pamphlets for learning more about open access.
The CARL project site also links to online videos which explain the importance of open access and institutional repositories for academic institutions and libraries.

The open access community is a broad-based movement with significant library support. In particular the work of ARL in supporting SPARC, and the formation of the International Scholarly Communications Alliance by major library organization worldwide that are dedicated to the pursuit of Open Access. The development of e-print archives is support by national initiatives in several countries.

**Institutional Repositories:**

I will now focus on institutional repositories which are closely linked to the open access movement.

Most CARL libraries maintain an institutional repository. Institutional repositories have the potential to provide valuable services for many communities, besides the obvious one of enabling free access to content for users. They can serve as an instrument for tracking and showcasing the output of the university such as containing all the articles from journals published by the University, conference papers, university reports, book chapters, or even books.

The OCLC 2003 Environmental Scan trend report indicated institutional repositories are becoming a strong trend in academic libraries.

http://www.oclc.org/US/EN/reports/escan/research/changingpattern.htm

The report says:

“Universities are taking a stronger interest in managing their own digital assets, and, in making them more widely available, the library has the opportunity to become involved at various stages, looking at taking on broader institutional asset management responsibilities.

The library is becoming more engaged with the research and learning behaviors of its users, and is supporting them at more stages in their work. Libraries are working in new partnerships with faculty and students and developing new models of academic support.

One of the key ways of doing this is through the institutional repository.

More recently the term “institutional repository” has emerged as a general summary label for a range of supporting services the library might offer the university, working with faculty to provide service and support to a dispersed, complex range of research and learning outputs.

http://www.oclc.org/US/EN/reports/escan/research/repositories.htm

The same OCLC report even goes so far as to state:

“Open access and the institutional repository are huge trends but likely in ways we don’t
even know. Libraries are reinventing the wheel by trying to take on the roles of publishers. “

Institutional repositories are digital archives of intellectual products created by the faculty, staff, and students of an institution and accessible to end users both within and outside the institutions. Many university libraries use DSpace which is a repository content management system for facilitating the sharing and storage of research materials and for managing and providing access to them.

Another new term is self archiving. Self archiving within an institutional repository refers to the depositing by the author of a digital document in a publicly accessible web site.

There is even a Directory of Open Access Repositories called OpenDOAR which lists most institutional repositories including those in Canada and our own.
http://www.opendoar.org/

As well as providing a simple repository listing OpenDOAR lets you search for repositories and their contents. The link to our repository is
http://www.opendoar.org/find.php?search=University%20of%20Regina&title=University%20of%20Regina

Our own depository oURSpace has been up for about a year and is listed in OpenDOAR. Our repository accepts publications that have copyright clearance.

oURSpace provides the University of Regina community with a permanent online space for its scholarly work whether it’s journal articles, visuals or audio recordings. For example several years and issues of Prairie Forum published by CPRC are already in the depository and can be viewed from anywhere in the world without charge. It also contains many audio recordings of the Indian Film History Project done by CPRC over 20 years ago. This is a large collection which only now has become directly accessible through the institutional repository.

A key benefit of the repository is that materials given metadata and keywords so that search engines such as Google can find them. It is also more advantageous than a self hosted site because the DSpace software allows for preservation of works by providing a persistent URL or permanent online address.

A digital repository such as ours also looks after preservation, in that material can be migrated or converted into new formats when technology changes. A further benefit is that scholars can register with the repository and upload their papers and scholarly works themselves, or ask for assistance from our staff.

http://ourspace.uregina.ca/
Finally another trend regarding institutional repositories that facilitates the discovery and access of locally created materials, is the growing acceptance of download counts as part of an faculty member’s impact in achieving the widest possible distribution of the content. If they can use these counts as indications of the importance of their work they will submit more articles, papers, and other content to an institutional repository.

Library based digital repositories are likely to include a broad scope of materials including dissertations, articles, books, working papers, technical reports, audio, video, and other content. Most libraries now have collection policies for their institutional repositories to inform researchers of the type of content they will accept. We recently wrote a collection policy for our own, and include instructions for how to upload content to the repository. The home page states what it does and points to our policies. http://ourspace.uregina.ca/about?policy

“oURspace holds scholarly work, but also holds research results, official communications or materials which help define the cultural context of the University of Regina.”

oURspace is an Open Access Institutional Repository created and maintained by Archives & Special Collections in the Dr. John Archer Library for University of Regina faculty, researchers, administrators, students and other members of the campus community. In this repository, our members store research, publications, presentations, and other materials in digital form.

Ernie Ingles Why Repositories on SPARC video channel http://www.sparcspaces.org/video/tag/digitalrepository08/page/2/

Getting back to open access in general

The Open Access Scholarly Information Sourcebook is an authoritative ‘sourcebook’ on Open Access, covering the concept, principles, advantages, approaches and means to achieving it. The OASIS site highlights developments and initiatives from around the world, with links to diverse additional resources and case studies” on open access initiatives. http://www.openoasis.org/index.php?option=com_content&view=article&id=560&Itemid=391

Early Examples of Open Access Implementation Examples:

Early implementations of open access were primarily concerned with online journals and articles.

For example:
The Directory of Open Access Journals. DOAJ has 3350 journals listed. 1145 of the journals are searchable at the article level. These are usually academic type journals that aren’t published through a publisher.

Other early open access sites centred around scientific and medical articles:

**PubMed Central.** A digital archive of life sciences journal literature developed, managed, and supported by the National Centre for Biotrechnology Information at the U.S. National Library of Medicine. Access is free and unrestricted. Participation is voluntary and published can deposit journal articles at any time.

**BioMed Central (BMC).** An independent commercial publishing house committed to providing immediate free access to peer-reviewed biomedical research. It publishes more than 50 online journals in biology and medicine and uses authors’ fees and institutional memberships to funds is open access journals.

**PLoS,** the Public Library of Science, a non-profit organization of scientist and physicians, committed to making medical and scientific research publicly searchable and accessible.

Arxiv.org e-Print archive. Is a fully automated electronic archive and distribution server for preprints in physics and related disciplines. Server is at Cornell University.

**Open Access monographs are a newer trend and probably more what you are interested in.**

Some publishers are experimenting with Open Access for book publishing. The most common model is for the online version of the book to be made Open Access while the hard copy, bound version is sold either through online book retailers, such as Amazon, or in bookstores.

Although it might be feared open access to books will endanger hard copy sales, this process appears often to have the opposite effect, boosting sales of the hard copy volume. The availability of the free online version provides potential readers with an insight into what the book contains in a manner similar to Amazon’s 'Search inside this book' service. Most people who see that the book is of interest will then order a printed copy. Not many people find printing out a whole book on their computer’s printer a satisfactory alternative to having the hard copy.

Open Access monograph publishing is a natural development for university press publishers who try to be aligned with that of the university itself in seeking to maximize the dissemination of research. Several university presses in the US are exploring open source book publishing models, but it is only beginning in Canada.
One notable exception is Athabasca University Press. Is anyone here from Athabasca University?

Athabasca University Press has been an open access press for two years. http://www.aupress.ca/
Athabasca University’s scholarly press, AU Press, “focuses on the dissemination of knowledge and research through open access digital journals and monographs and through new electronic media”.

Thus far they have 20 open access books. By the year 2011 they plan to publish 30-35 books per year, more websites, more podcasts and videos, and to partner with other similar minded institutions.

Fritz Pannekoek, President of Athabasca University, and others gave a presentation at the 2009 PKP Conference on “Being an Open Access Press – the first two Years”. They shared AU Press’s philosophies, approaches, and observations of the first two years of being an open access scholarly press. The conference session brought forward critical and interesting issues in open access publishing within the context of their experience and vision.

There is a blog and interesting powerpoint available on the web along with 4 YouTube videos of the presentation made by Fritz Pannekoek.


Powerpoint of their presentation is at:

YouTube of Fritz Pannekoek presentation:

Here are just some recent developments in Open Access to books primarily in the US.

SPARC (the Scholarly Publishing and Academic Resources Coalition) is examining open access books in forums which they started in 2009 at the American Library Association winter meeting. The book buying ability of academic libraries is decreasing every year due to high costs and online database subscriptions, so libraries have to explore other options.

Many non-profit publishers, including university presses, are exploring new publishing models to support scholarly monographs, including open access distribution and collaborative initiatives with university libraries.
http://www.digitalculture.org/
digitalculturebooks is a joint imprint of the University of Michigan Press and the Scholarly Publishing Office of the University of Michigan Library. All of their books are available for free online and for sale in print. Their focus is on the humanities.

http://www.nap.edu/ The National Academies Press is now offering many of its titles in digital PDF format. Hundreds of their books can be downloaded for free by the chapter or by the entire book, while others are available for purchase, or as a combination of the free full text PDF file and the printed book.

In August of 2005 they introduced a new research tool to users of the NAP website, the "Active Skim." Via links in the Tables of Contents, every chapter of their 3500+ online books can be skimmed, and can be explored further by clicking on key terms from the chapter. http://www.nap.edu/about/skiminfo.html

Penn State Romance Studies

Its web page defines Penn State Romance Studies as a “peer-reviewed monograph series” that,” represents a bold experiment in scholarly publishing. Romance Studies offers the best and latest scholarly research in the languages, literatures, and cultures of the Romance languages simultaneously in print and online in Open Access mode. The series covers a wide range of topics across a lengthy period of time. It also spans a broad spectrum of genres, including monographs, reference resources, translations, and editions of critical works.“

Their Terms of Use indicates “Romance Studies is an open access experiment that gives readers the options to view the content freely online and to purchase a print edition.”

http://dpubs.libraries.psu.edu/DPubS?verb=Display&version=1.0&service=UI&handle=p su.rs/1264536738&page=record

Open Humanities Press

The Open Humanities Press is an open access scholar-led publishing initiative that launched last year with 7 journals (now 10), many of which use, or are in the process of migrating to, PKP’s Open Journals Systems. A virtual, distributed “press”, OHP is now partnering with university libraries to explore how book-length access might be produced by Web 2.0 communities of scholars and scholar/librarians.

One of the best known and most comprehensive open access publisher is the University of California’s eScholarship.

eScholarship provides a suite of open access, scholarly publishing services and research tools that enable departments, research units, publishing programs, and individual scholars associated with the University of California to have direct control over the
creation and dissemination of the full range of their scholarship including taking charge of the publication of original book-length works.

For example the page on book publishing http://escholarship.org/publish_books.html

Authors retain full control over copyright and publication layout. All editorial activities — including copy-editing, proofreading, and page composition — are the responsibility of the participating academic unit or publishing program. “

eScholarship supports the open access digital publication of original journals, books, working papers, conference proceedings, and paper/seminar series, as well as the digital dissemination of postprints. It provides access to more than 1,400 UC press titles. A significant number are available for free.

There site lists a number of advantages of publishing through eScholarship

- Digital publication of original scholarship
- Digital dissemination of previously published materials
- Google optimization for enhanced discoverability
- Increased citation rates
- Author retention of copyright
- Clear institutional affiliation and context
- Perpetual access and preservation services
- Full-text search and display
- Manuscript and peer-review management systems
- Comprehensive usage data
- Free setup, training, and publishing support

I won’t discuss any more American Universities but this Spec Kit has numerous examples of other universities who are supporting open access.

Canadian Examples:

Several other universities are moving in the self archiving direction through institutional repositories. An example of a Canadian one is the University of Ottawa which is offering services to faculty on how to self archive, and promoting use of their institutional repository uOREsearchu. Its goal is to collect, preserve and provide free and open access to research created by faculty members, researchers and graduate students. They are also encouraging faculty to publish in one of more than 4,400 open access journals listed in the Directory of Open Access Journals.

http://www.oa.uottawa.ca/support.jsp?language=en

Closer to home the University of Alberta is also committed to the principles of open access. The libraries include OA products in their collections, and provides support for
members of the University of Alberta community who want to publish in OA formats, and is a strong supporter of SPARC

See video of Ernie Ingles at SPARC

You may have heard about the

PKP Public Knowledge Project centred at UBC and SFU
http://pkp.sfu.ca/

The Public Knowledge Project is an initiative directed toward improving the scholarly and public quality of academic research through the development of innovative online publishing and knowledge-sharing.

Begun in 1998 by Professor John Willinsky in the Faculty of Education at UBC, PKP has developed Open Journal Systems and Open Conference Systems, free software for the management, publishing, and indexing of journals and conferences, as well as Open Archives Harvester to facilitate the indexing of research and scholarship. This open source software is being used around the world to increase access to knowledge and improve its scholarly management, while considerably reducing publishing costs.

Right here in Regina CPRC is planning on using the Open Journal Systems OJS to publish Wascana Review and Prairie Forum.

Finally a very recent example that happened on our campus about open access publishing now underway by various faculties.

One of our Education faculty is interested in leading an open access initiative at the University of Regina. Two of their authors recently discussed their papers in a Webinar offered early this month. The faculty and other faculties are already publishing open access journals using OJS software from SFU.

I had an interesting request from the publisher of one of these journals inEducation. He was asking for advice about how to respond to the database vendor, EBSCO who had asked him if they could list the full text of their open access journal in their database along with the other fee based journals they provide access to. One of EBSOs’ arguments for asking for their permission to host the inEducation journal was that they could provide more access to an already open access journal.

This shows that even large database vendors have latched onto the open access concept, but they want to make money from it.

EBSCO can only provide access to the journal if a library or other institution has a subscription to the group of EBSCO journals which they market. Therefore by definition the journal is no longer open access if users have to pay for access to it from EBSCO. Vendors such as EBSCO often add new journals to their mix of database products and then remove them later without consulting the libraries who subscribe to their databases. We are also finding that more and more they are
adding open access journals such as this one and then repackaging them to sell back to the libraries.

Here are Some Other Trends Related to Open Access Books:

Open Content Alliance (OCA), is a partnership of more than 100 academic, public, and special libraries and private sector information players founded in 2005. They scan print books and create digital libraries that expand awareness of and access to the books contents. It was partly begun to in reaction to Google’s fee based model of charging for books they scan. OCA now has more than 1 million books from public domain pre 1922 publishing dates. The biggest single contributor is Microsoft, which transferred more than 300,000 books from its own book scanning project which they abandoned. Canadian libraries provide about 150,000 titles mostly from the University of Toronto. http://www.opencontentalliance.org/

For example, Yale University is working with potential collaborators (including with Google) and the Open Content Alliance to host 30,000 public domain books scanned by Microsoft out of the Yale library before Microsoft dropped its book digitization program.

Since the Open Content Alliance OCA has mostly really old books it differs from what Google is doing by scanning millions of in-copyright out-of-print books to give access through Google Book Search. You may have read in the press about some of the legal challenges they are facing due to copyright issues.

The proliferation of e-learning in university courses means less textbooks may be used and more reliance on web resources. Course management systems such as WebCT and Blackboard allow for the creation of a virtual classroom where faculty and students can interact using online resources.

There is a growing desire to reclaim the local, to make local history and heritage resources more visible. Much of this is now being digitized by libraries and made freely available. At the University of Regina we have digitized the slide collection of sculptor Joe Fafard’s career and will be adding it soon to our digital collections. We are also planning to create a digital collection showcasing the history of Regina College.

There is a trend that outputs of publicly funded research, and a strong desire to see those freely available to those whose tax dollars have supported the research in the first place. For example, the US Congress has had many debates on this issue and funding agencies are now requiring that research findings of funded research be made open access.

In Canada CISTI is looking in this direction as well (find the article)
As you probably already know Google, Yahoo and Amazon seem to be in a race to see which one can scan the most and best books in alliance with the best libraries while simultaneously providing print on demand and “buy the book” links as well. Certainly Google has had the most press about its controversial scanning project.

Libraries have a vested interest in the expansion of open access publications especially now that **Google Scholar** makes it easier for this material to be available to researchers.

Google Scholar can aid in the discovery of alternate peer-reviewed open access materials. With Google being so wide spread, publishers of open access materials will find association with Google Scholar to be their best shot at maximum visibility whereas other indexes such as OAIster, can crawl the deep Web but are still relatively unknown. Google Scholar essentially expands access which is a good thing for libraries.


Google Books Library Project
The **Google Books Library Project**, involves a series of agreements between Google and major international libraries through which a collection of its public domain books will be scanned in their entirety and made available for free to the public online [http://en.wikipedia.org/wiki/Google_Books_Library_Project](http://en.wikipedia.org/wiki/Google_Books_Library_Project)

There are even now specialized search engines that just search open source journals. One such is BioText which searches over 300 open access journals [http://biotext.berkeley.edu](http://biotext.berkeley.edu)

Amazon’s first attempt in the book digitization race looked like just an attempt to sell more books. It introduced Search inside the Book in 2003, which was in effect a keyword search of the full text of the books. Now it has now moved on to selling digitized books which can be downloaded to the Kindle ebook reader.

The Kindle, the Sony eBook reader and now the Apple iPad will probably increase use of open access as well as pay per view books, so publishers should probably keep an eye on this trend. Amazon’s book sales are now dominated by downloadable titles for the kindle, but these are sold at cut rate prices compared to the print books.

Then there are smaller print on demand publishers such as **LULU** in Canada who allow authors to self publish through them and get a part of the proceeds as royalties. These are born digital books and cover a wide range of topics. While not considered Open Access as such this type of publication of books should probably be considered by traditional publishers as an optional way of getting more exposure and access to their range of collections.

*LULU* offers authors the option of publishing in print or just as an eBook. Generally they give higher royalties to the author if they publish an eBook. [http://www.lulu.com/](http://www.lulu.com/)

http://infomine.ucr.edu.libproxy.uregina.ca:2048/cgi-bin/search
This retrieves 1,197 records for bibliographies

*Greater Reach for Your Research: Expanding Readership through Digital Repositories*
http://www.carl-abrc.ca/projects/institutional_repositories/institutional_repositories-e.html

CARL (Canadian Association of Research Libraries) project site
http://www.carl-abrc.ca/projects/author/author-e.html#oabib
 .carl-abrc.ca/projects/author/author-e.html#oabib

SPARC (Scholarly Publishing and Academic Resources Coalition)
http://www.arl.org/sparc/index.shtml

The OCLC 2003 Environmental Scan
http://www.oclc.org/US/EN/reports/escan/research/changingpattern.htm

http://www.oclc.org/US/EN/reports/escan/research/repositories.htm

Directory of Open Access Repositories OpenDOAR
http://www.opendoar.org/

oURspace, University of Regina institutional repository
http://ourspace.uregina.ca/

University of Ottawa institutional repository
http://www.oa.uottawa.ca/support.jsp?language=en

Ernie Ingles Why Repositories on SPARC video channel
http://www.sparcspaces.org/video/tag/digitalrepository08/page/2/
Michelle Kimpton. Progress in Institutional Repositories on SPARC video channel

OASIS Open Access Scholarly Information Sourcebook

DOAJ Directory of Open Access Journals
http://www.doaj.org/

Athabasca University Press
http://www.aupress.ca/

digitalculturebooks
http://www.digitalculture.org/

eScholarship University of California
http://escholarship.org/publish_books.html

The National Academies Press
http://www.nap.edu/

PKP Public Knowledge Project centred at UBC and SFU
http://pkp.sfu.ca/

Open Content Alliance
http://www.opencontentalliance.org/

LULU ebook publisher
http://www.lulu.com/

Google Scholar
http://scholar.google.ca/

Open Access Harvesters:

OAIster  http://oaister.umdl.umich.edu/ from the University of Michigan.

Canadian Association of Research Libraries
http://earl-abre-oai.lib.sfu.ca/
PKP harvester http://pkp.sfu.ca/harvester2

Synergies Project also collects metadata: http://www.synergies.umontreal.ca
Open Directories
DOAJ (Directory of Open Access Journals)  http://www.doaj.org/
Librarians internet index  http://lii.org/cs/lii/create/todo
Open Directory Project  http://gort.ucsd.edu/newjour
Open Directory Project  http://dmoz.org/add.html
Yahoo  https://ecom.yahoo.com/dir/subj/tintro

Search Engines:
BioText  http://biosearch.berkeley.ed
CiteSeer  http://citeseer.ist.psu.edu/submitDocument.html
Scirus  http://www.scirus.com/srsapp/submiturl/
Google Books Library Project
http://books.google.com/?PHPSESSID=f8fdae66572b24ab8fc567e25fbdcedc
Open Access: Select Bibliography

- Open Access at Concordia University: A Report for the Office of Research (Shearer, 2009)

- Open Access: Promises and Challenges of Scholarship in the Digital Age (Chan, 2009)
  http://www.academicmatters.ca/current_issue.article.gk?catalog_item_id=2477&category=featured_articles

- A field guide to misunderstandings about open access (Suber, 2009)
  http://www.arl.org/sparc/publications/articles/openaccess_fieldguide.shtml

- Waking OA’s “Slumbering Giant”: The University’s Mandate To Mandate Open Access (Harnad, 2009)
  http://eprints.ecs.soton.ac.uk/17273/

- The citation advantage of open access articles (Norris, 2008)
  https://dspace.lboro.ac.uk/dspace-jspui/bitstream/2134/4089/1/Thesis%20MN.pdf

Doctoral Thesis submitted in partial fulfilment of the requirements for the award of PhD of Loughborough

- EPrints makes its mark (Stanger and McGregor, 2007)
  http://eprints.otago.ac.nz/565/