

Развитие открытого доступа и новая информация из Швеции
Open Access Developments and an Update from Sweden
Розвиток відкритого доступу та нова інформація зі Швеції

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Развитию открытого доступа способствуют две основные движущие силы: улучшение общения в научном сообществе и оптимизация расходов. Движение за открытый доступ приобрело большую популярность за последние пять лет. Высокая цена научных журналов до сих пор является проблемой для библиотек. Однако есть и другие основные факторы, замедляющие развитие открытого доступа. Они и сейчас создают сложности для исследователей. Это:

- 1) вопрос награждения/ заслуг/ приоритета;
- 2) выход на рынок/ информация для конечного потребителя;
- 3) стабильность/ доступность.

Во всех перечисленных областях произошли изменения, способствующие развитию открытого доступа.

Несмотря на это, издатели-традиционалисты и консервативные ученые до сих пор оказывают сопротивление открытому доступу. Их сила основывается на трех главных аргументах:

- 1) авторское право, ограничивающее открытый доступ и повторное использование материалов;
- 2) нагромождение неструктурированной информации и
- 3) претензии контроля качества.

Чтобы обеспечить успех открытого доступа, необходимо, чтобы он стал главным выбором для авторов и пользователей. В Швеции популярная программа открытого доступа «OpenAccess.se», инициированная и возглавляемая Национальной библиотекой Швеции, привела к увеличению количества материалов в открытом доступе и к усилению политической поддержки открытого доступа.

There are two main driving forces for OA: improved scientific communication and cost savings. The Open Access movement has gained considerable momentum during the last five years. High cost for scientific journals is still very much a concern for libraries. But there are other fundamental issues that slow the growth of OA. They are still matters of concern for the individual researcher. The issues are:

- 1) the benefit in terms of kudos/merit/priority,
- 2) market reach/visibility, and
- 3) permanence/availability. In all of these areas there has been progress which favours the Open Access alternative.

However traditional publishers and conservative academics still put up resistance. The publishers' strength rests in three pillars:

- 1) copyright power to restrict free access and re-use,
- 2) bundling of products, and
- 3) claims of quality control.

To make OA a success there is a need for continued effort to make OA the first choice for authors and the first choice for users. In Sweden the «OpenAccess.se» program, initiated and managed by the National Library in Sweden, has led to successful developments both in the volume of available OA material and in the strength of the political support from OA.

Розвитку відкритого доступу сприяють дві основні рушійні сили: поліпшення наукової комунікації та оптимізація видатків. Рух відкритого доступу набув великої популярності за останні п'ять років. Висока ціна наукових журналів до цього часу є проблемою для бібліотек. Однак існують й інші фактори, які затримують розвиток відкритого доступу. Вони й зараз створюють труднощі для дослідників. Це:

- 1) питання винагороди/заслуг/пріоритету;
- 2) вихід на ринок/інформація для кінцевого споживача;
- 3) стабільність/доступність.

У всіх перерахованих галузях відбулися зміни, які сприяють розвитку відкритого доступу.

Rationale for Open Access to scientific publications and works

There are two main driving forces for OA: improved scientific communication and cost savings. To make the result of scientific research benefit society has always been part of science and technology policies, and to make this happen is one of the tasks of the scientific communication system, although its primary mission is to promote scientific progress.

The technical developments of information technology in general and the internet in particular has given the potential for a system for scientific communication that is better, more efficient and cheaper than the traditional model of journal publications. Even if the main carrier of the scientific articles has changed from being print to online the same business model is maintained by the commercial actors.

The cost issue

From the libraries viewpoint the cost issue is an important factor which has been a driving force towards the free model of Open Access. The monopoly-like power of the commercial publishers led to very high prices. «Journal subscription cancellation programs» were common in the 1990s, but were gradually replaced by a reluctant acceptance of expensive online offerings because of pressure from the research communities.

The problem of high costs, the «big deal» model with very large bundles of journals has had the effect that the costs for online journals from the large publishers has eaten up most of the budgets for library acquisitions and has made cuts in services necessary. It has become very difficult to find means to buy monographs, and the money available to buy journals from small publishers are practically gone.

Bergstrom [2001] has investigated the differences in costs between not-for-profit professional societies and strictly profit oriented publishers. Amongst other findings the price per page is shown to be magnitudes higher for the commercial publishers. One conclusion is that we do not have a functioning market, otherwise such a situation would lead to price pressure. The same conclusion was reached by the British Office of Fair Trading [2002] concluded after investigating that «there is evidence to suggest that the market for STM journals may not be working well».

The problem of high costs does not concern the consumers (scientists) directly since they are not the ones who pay for the information. The situation is like the market for cat food: the end consumer is fed the goods for free.

The present author has put forward the idea of an end user consumer market for STI [Lindquist, 2004] where the purchasing decision (and the budget) are transferred to the scientists themselves. One effect could be a pressure for lower costs per article. However, scientific information is not naturally a commercial good so in the long run such a market would fail.

A number of commercial Open Access models are being developed. They all are based on the principle that instead of having the users (libraries) pay the authors pay to have their work published, and the work is then made available without cost. The interest in commercial OA is an attempt from the traditional publishers to get on the track and catch up with the growing OA movement. Waaijers [2009] gives some detailed examples of different models. Commercial OA will not, however, lead to lower costs since the idea is to render the same amount of income to the publishers, although in a new way. It is still too early to see if this commercial approach will be a serious alternative to the not-for-profit.

The cost per article

The cost per article of the purchased packages is not significant since the packages are diluted by articles of low relevance that will never be read – this is an effect of the bundling of journals into packages. So we must look at the cost per downloaded article (as a proxy for articles that are read and used).

The National Library of Sweden has for many years managed a consortium for the purchasing of licences for scientific online journals. The consortium has 65 members, mostly academic and special libraries. It manages about 30 different licensing contracts, some are «big deals» others are smaller. In total the consortium deals encompass more than 6,500 journal titles for an annual cost (2009) of over 19 million EUR. In 2009 the total number of downloaded articles was well over 10 millions.

Looking at the statistics¹ for article downloads we find that although the licensing costs are high, the usage has increased over the years, and now the average cost per download has become low: For the large packages with broad coverage the cost is about 2.00 EUR (USD 3.00), and for smaller, more specialized packages the cost is about 1.50 EUR (USD 2.00).

Conclusion about costs: the total cost has damaging effects on the breath of the libraries' service offerings – online journals take the majority of the budget. For the consumers / end users the «big deals» has led to high availability of masses of informations that has already been paid for by the libraries. Technical development in storage and dissemination systems has made it easy to download articles in large numbers. So in spite of the high costs usage is high, and the cost per downloaded article has become quite low: between 1.50 and 2.00 EUR (USD 2.00 – 3.00). If this is a case of over consumption from big deal packages that are «extra large, super size» or not is very difficult to say. What remains a concern for the libraires is the high total cost.

Other issues affecting the growth of OA

Researchers' concerns were raised very early about the merit value (kudos) of online publications, and indeed the conservatism of academic institutions in recognizing the value as a basis for promotion etc. has shown that the worries are justified. With the growth in number of OA journals and their ambitions in adopting peer review procedures is changing this situation. When it comes to establishing priority, i.e. making a claim to be first with scientific findings, OA journals, and even the web itself, are now sufficiently established as valid time stamp.

Another early concern was whether online publications could effectively reach the intended audience, and whether the marketing was enough. With the increased use of search engines and other locator services articles can now be found even in the «corners» of the web. Several studies have shown that OA articles are very visible and reachable. The number of downloads are magnitudes bigger than for articles that are under access toll.

When online publications were new there was some worry about the long term availability of information. For a long time libraries kept subscriptions for printed versions for safety. Now the print alternative is being gradually abandoned. There is a growing confidence that information will be available in the long term, even though preservation is a recognized priority area [Lindquist, 2003].

Other claimed drawbacks of OA have been put forward by traditionalists, but these arguments are more or less proven to be just myths [Weizman, 2004]. So overall the development of OA so far has been comforting in all three areas of concern.

The publishers' resistance to OA are based on three pillars:

- 1) copyright power to restrict free access and re-use,
- 2) bundling of products, and
- 3) claims of quality control

Although modified and weakened somewhat, especially regarding OA to pre-prints and post-prints, the three pillars still constitute a strong basis for working against OA.

To make OA a success there is a need for continued effort to make OA the first choice for authors and the first choice for users. The way to achieve this is to make sure that the volume of available OA material is large – the critical mass is quite large, and that political support is strong enough to influence the decisions of individual researchers.

Developments in Sweden

The OA movement in Sweden started in the late 1990's but became an organized activity on the national level in 2003 when the SVEP project was launched by the National Library of Sweden. SVEP-results were promising and some fundamental steps forward were taken. In 2006 a more ambitious program to promote Open Access was started. This R&D program was initiated and managed by the National Library of Sweden. The executive officer and coordinator of the program Jan Hagerlid presented an overview of the program at the Crimea 2008 conference [Hagerlid, 2008].

¹ Unpublished statistics from the Bibsam-consortium, National Library of Sweden. Personal communication from Niklas Willén, April 2010.

The program, named «OpenAccess.se», was completed at the end of 2009 and was evaluated by external experts. They found that the project had been successful in achieving its goals, and that the National Library had indeed become a catalyst for cooperation, networking and national level activities. Open Access has received visibility and has been incorporated in the agendas of important organizations in the research sector.

Specific results were achieved in several areas as discussed in the following.

Advances in the volume of OA material

Of Sweden's 41 institutions for higher learning and research (whereof 15 universities) most have working Institutional Repositories. They are all contributing their metadata to the national SwePub service, which is run by the National Library (by the same unit that manages Libris – the national union catalogue). SwePub is thus a national access point for almost all publications produced at the institutions for higher learning and research.

Statistics for SwePub show that the number of free online works is about 32,000. Of these over 10,000 are doctoral dissertations and 2,500 are licentiate theses. There are journal articles (8,000), reports (4,500) and conference papers (4,000).

The institutional repositories also serve as a catalogue (or inventory) of all publications produced at the academic institution in question. So in addition to the fulltext objects there is plenty of metadata for other documents. SwePub contains metadata records for journal articles (130,000), conference papers (50,000), book chapters (27,000), dissertations (27,000) and reports (18,000). These figures include the free online works.

Advances in political support for OA

To market and promote OA was one of the explicit goals for the «OpenAccess.se» program. In this respect there have also been significant advances. The political support for OA has grown and as of today (April 2010) the following organizations and institutions have signed the Berlin declaration:

Swedish Association of Higher Education

Swedish Research Council

National Library of Sweden

Swedish Library Association

Stockholm University

Swedish Association of Information Specialists

Royal Swedish Academy of Sciences

Royal Swedish Academy of Letters, History and Antiquities

Formas – The Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning

In addition the Association of Higher Education has issued recommendations to its members to adopt policies that promote OA. Furthermore the Swedish Research Council requires free access to research results that it has funded. Researchers are required to make publications available according to OA within a maximum of six months. This policy will apply from 2010.

Other advances strengthening OA

There has also been other developments which have strengthened the OA movement: there is now both better knowledge about and acceptance of OA amongst researchers. This is the result of a series of conferences and seminars arranged as part of «OpenAccess.se».

Next steps

The OpenAccess.se as a project is now finished but the activities will continue on permanent basis as part of the activities of the National Library. There will be continued support for increasing the volume of

OA material, and there will be continued effort in marketing and promotion of the cause. The focus, however, will be on support and advise to individual researchers to help them manage OA publishing.

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Links

Berlin declaration
<http://oa.mpg.de/openaccess-berlin/berlindeclaration.html>

OpenAccess.se – Scholarly publishing,
http://www.kb.se/OpenAccess_english/about/

SwePub
<http://swepub.kb.se/>