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Informatio Scientifica - Informatio Medicata 2014,
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Elsevier's approach to Open Access and latest developments

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September 2014

Open access developments

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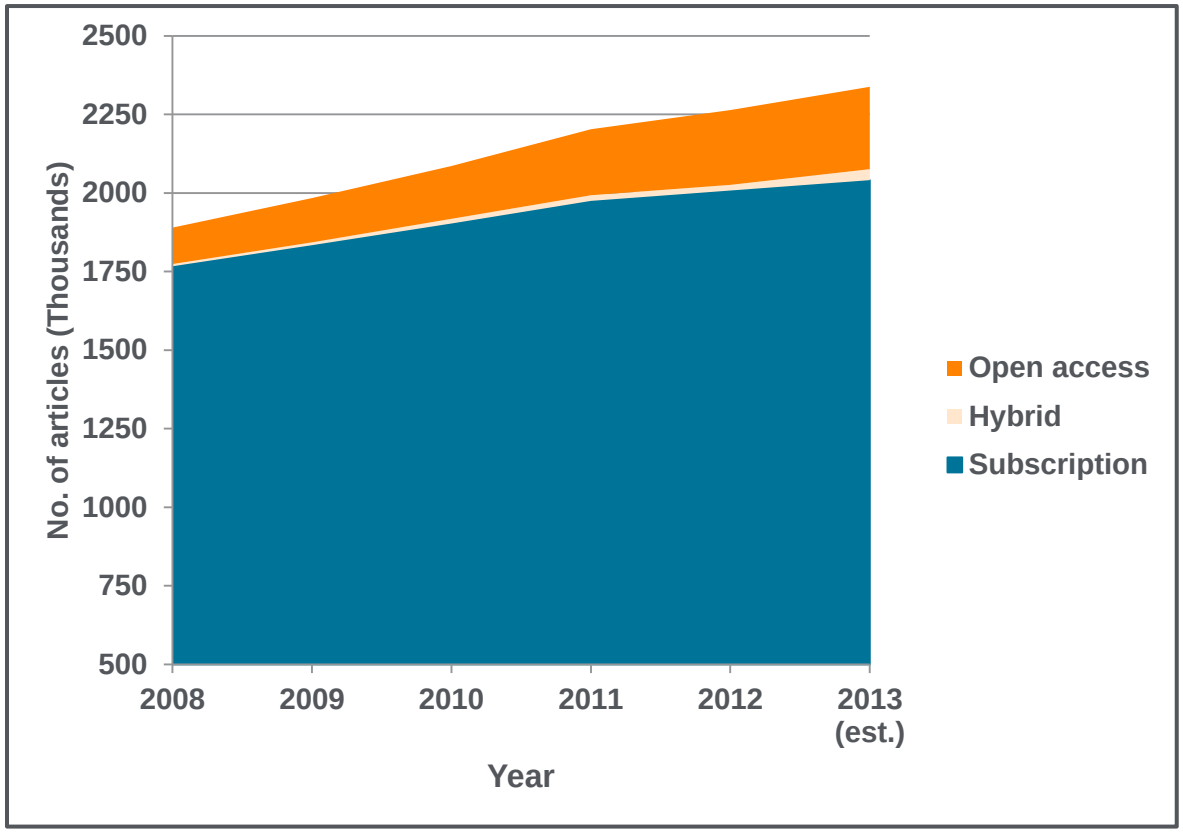
Empowering Knowledge

Total article growth by journal business model



Subscription content:

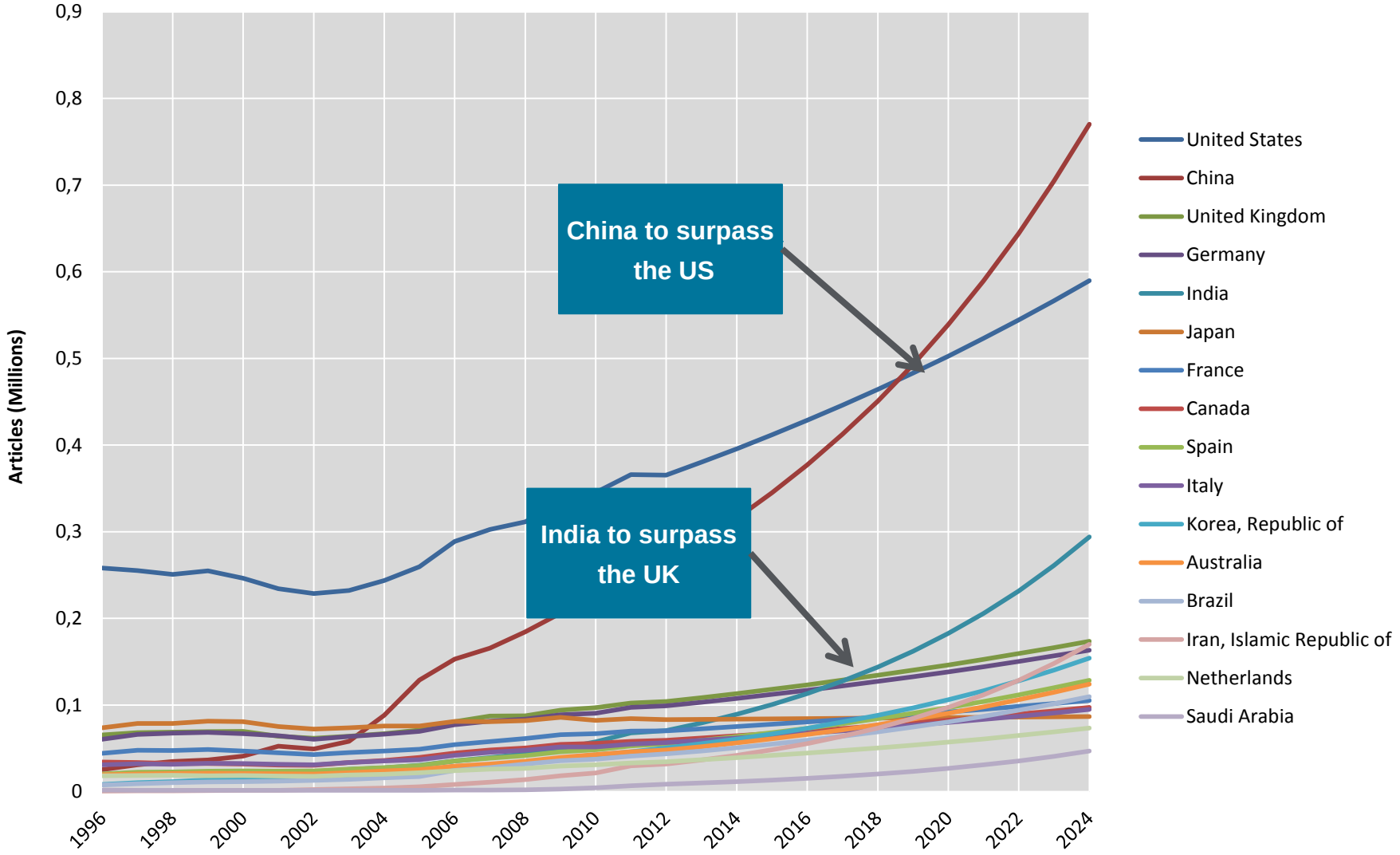
- Continues to grow year on year at approx. 3-4%
- Amounts to a total article share of approx. 87.3% in 2013
- In 2013, Elsevier published over 330,000 articles which included an increase of 20,000 extra subscription articles

Open access content:

- Currently growing at approx. 20% in 2013
- Amounts to a total article share (hybrid + ''pure'' Gold) of approx.8.2% in 2013
- The total article share of all immediately accessible OA articles is 12.7% including subsidized open access
- In 2013, Elsevier published over 330,000 articles which included an increase of 3500 extra open access article

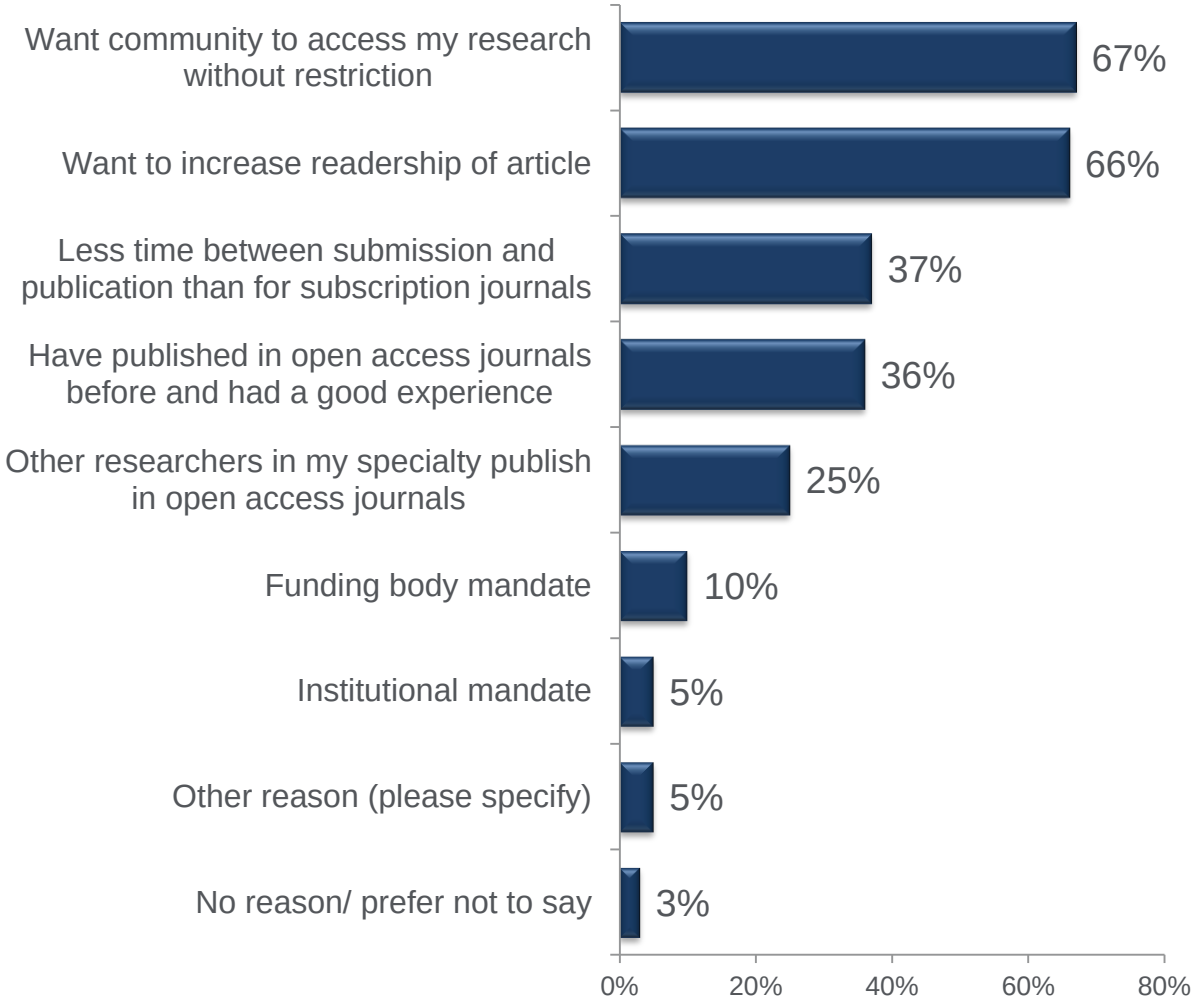
Source: Calculation method draws on an approach pioneered in the 2013 BIS study and has since been proposed as the method to monitor uptake of OA in the UK.

Global output of articles; a possible future scenario



Source: Scopus. Projections based on 2008-2012 CAGR.

Voice of the researcher: Why publish in an open access journal?

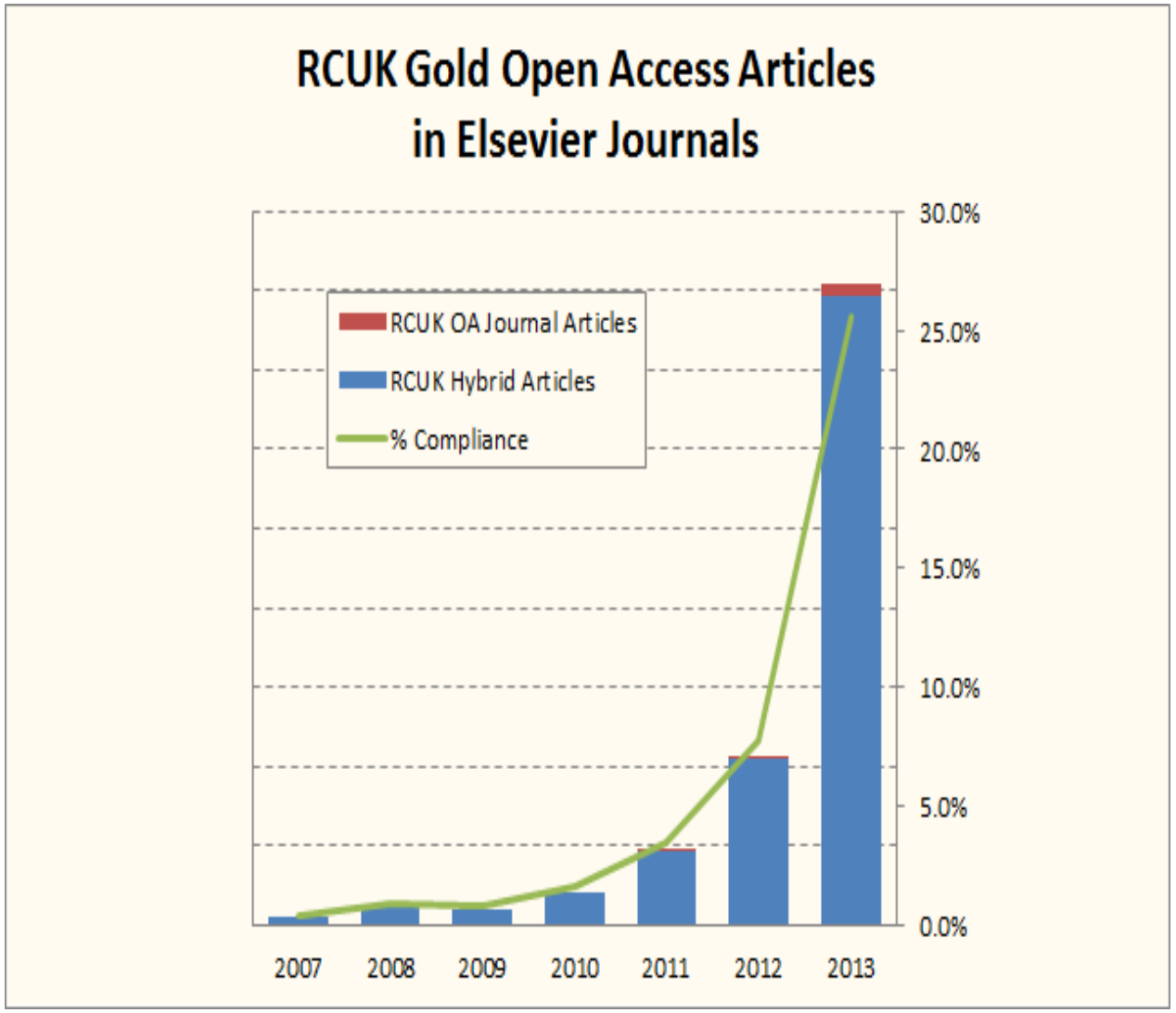


29%
of surveyed researchers have been asked to publish open access by a journal

14%
have been asked by their department al head or funding organization to publish open access

Fieldwork took place from 1 to 26 August 2013 with **6,009 researchers who** responded to a survey of 100,433 individuals randomly selected from Scopus (6% response rate). Format was an online survey (14-18 minutes) using ConfirmIT software.

Researchers choose to publish OA in hybrid journals



Geographical breakdown of gold OA at Elsevier

52% Western Europe
22% US & Canada
10% Asia
6% Rest of world
10% Unknown

Open access at Elsevier

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Empowering Knowledge

Elsevier and open access

Gold open access

Expanding our gold options:

- Launching new open access journals
- Rolled out gold options in our established journals (over 1600 hybrid titles)
- Waiving policy in place for authors

Improving our systems

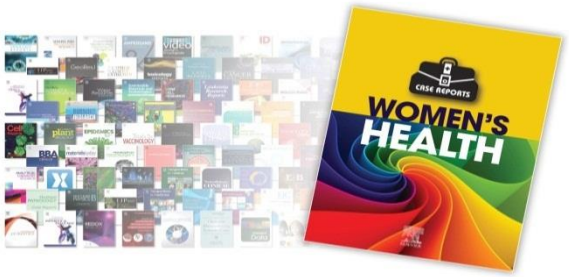
- Making the author publishing experience easier
- Improving open access labelling
- Working with our society partners

100
Open access journals

1600+
Offer gold open access options

3
Creative Commons licenses offered including CC BY

$500- $5000
(US Dollars)
Price range of our OA fees



CHORUS

Innovative publishing in open access

Reproducibility

MethodsX is a broad (all experimental disciplines) Open Access journal, publishing method details in the microarticle format.

84% spend most of their research time on validating, tweaking and improving existing methods.

77% indicate that it's important to get credit for the work done in the lab to improve methods.

" Data in Brief"
article type describes open datasets so it can easily found, reproduced, reused and reanalyzed.

Data driven

Genomics Data brings interpretation to complicated datasets. The journal provides a way for genomics researchers to bring their data – along with the details necessary to understand and reuse the data – to the wider community.

Accessibility

GI endoscopy makes science more accessible. Video journal saves time for readers, as they can watch the procedure in a fraction of the time it would take to read a detailed article.

Video format
helps people outside the discipline understand the content by providing information in an easily accessible visual format

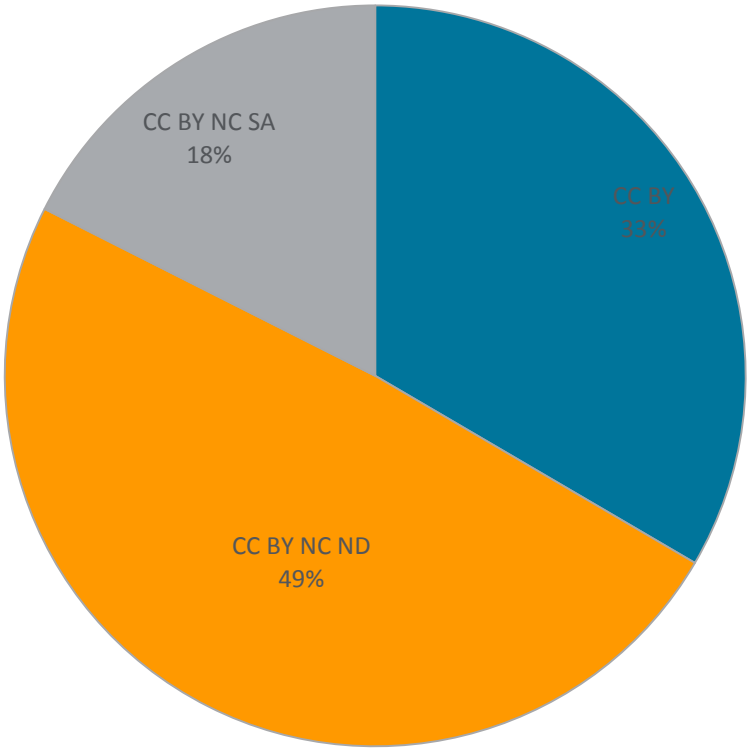
2013 Choice of license from Elsevier authors

Two types of agreement are needed for gold open access publishing:

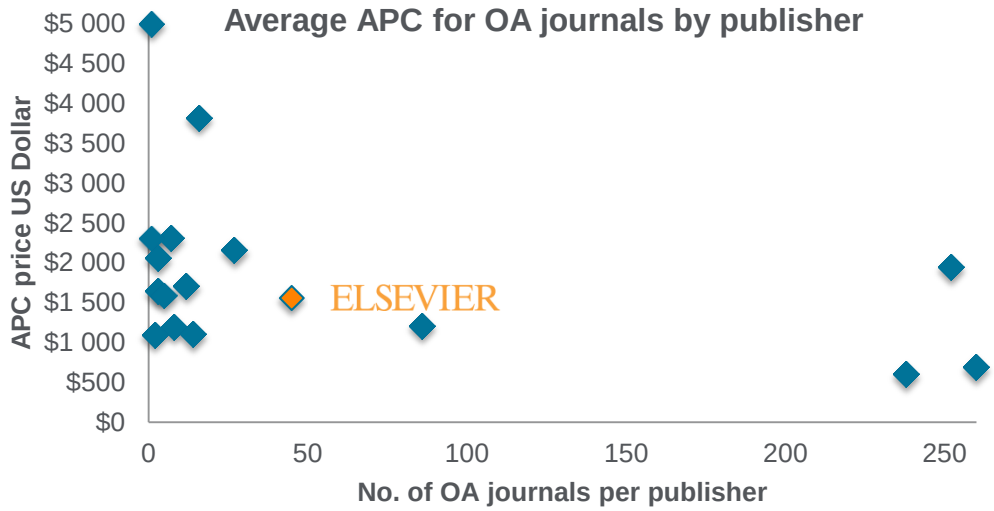
1. **Journal Publishing Agreement/License**
   - Determines copyright and gives permissions to the publisher to do their job of publishing research

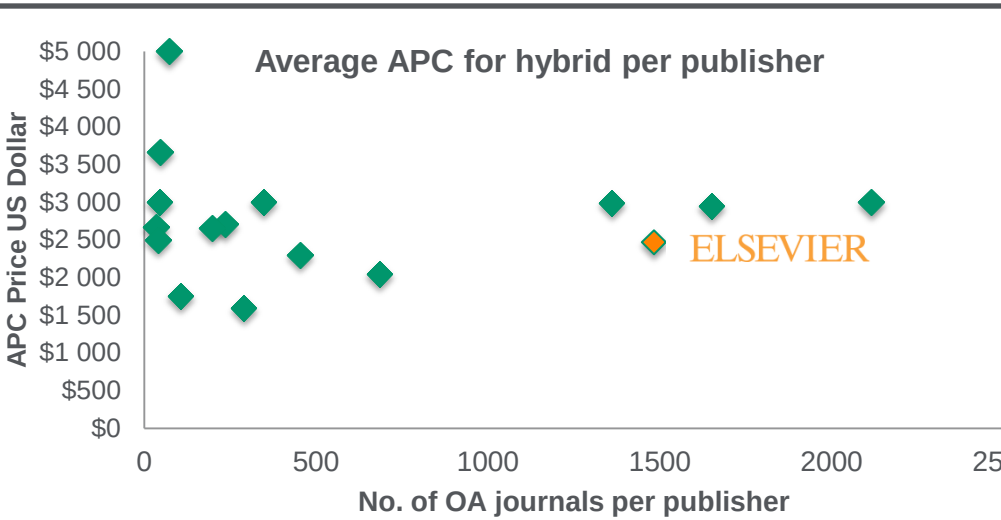
2. **User license**
   - Such as Creative Commons which defines how readers can reuse their research

Elsevier uses an “exclusive license” when publishing gold open access where **author retains copyright.**



APC pricing





Open access journals APC pricing

- Average APC by journals is $1,235; for Elsevier it is slightly higher at $1,558
- Elsevier's prices range from $500 - $5000 which increases the average APC.

Hybrid journal APC pricing

- Average APC by journal is $2,644; for Elsevier it is slightly lower at $2,467.
- Elsevier has broader distribution of prices which are tailored to specific communities.

No double dipping

Elsevier's policy

We do not to charge subscribers for open access articles and when calculating subscription prices only take into account subscription articles – we do not double dip

http://www.elsevier.com/about/open-access/open-access-policies/no-double-dipping-policy

For example:

Molecular and Biochemical Parasitology

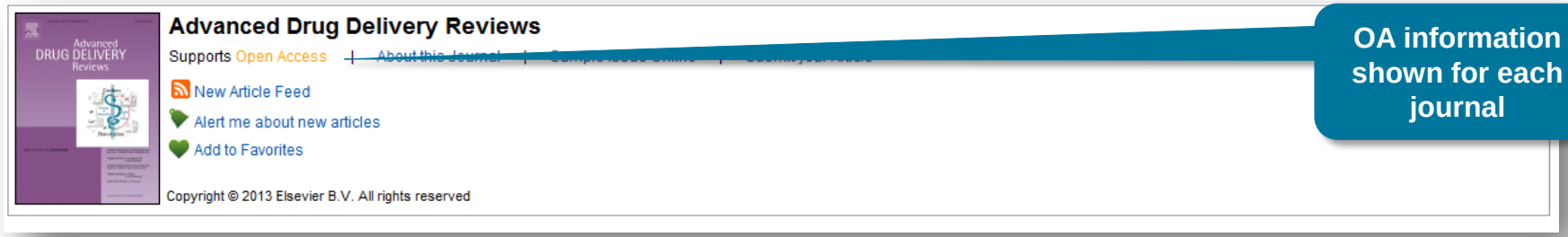
Reduced the list price by 3.7% in 2014, due to a decline in the number of subscription articles.

Elsevier has:

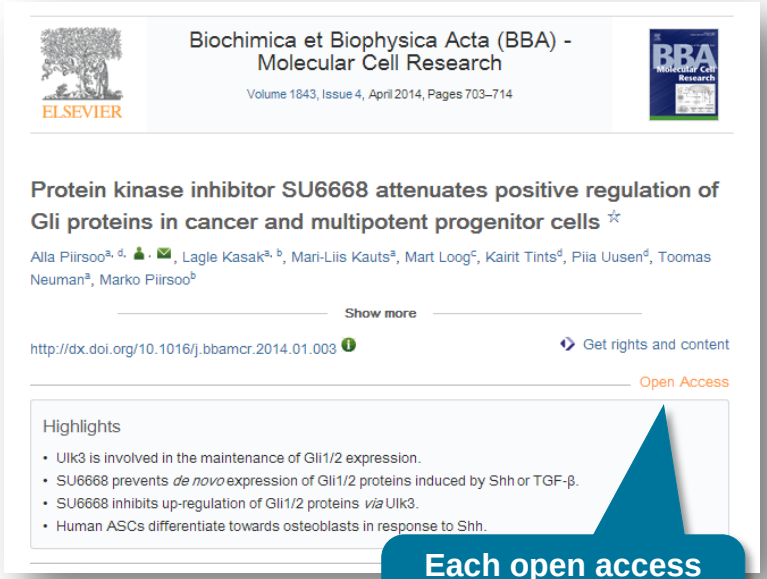
- Reduced the list price for 27 journals in 2014 due to fall in numbers of subscription articles.
- Flipped 7 subscription journals to gold open access.
- Improved OA labels on ScienceDirect to clearly indicate OA articles.

Open access on ScienceDirect

Elsevier has made several enhancements to ScienceDirect to improve open access labelling and discoverability including:



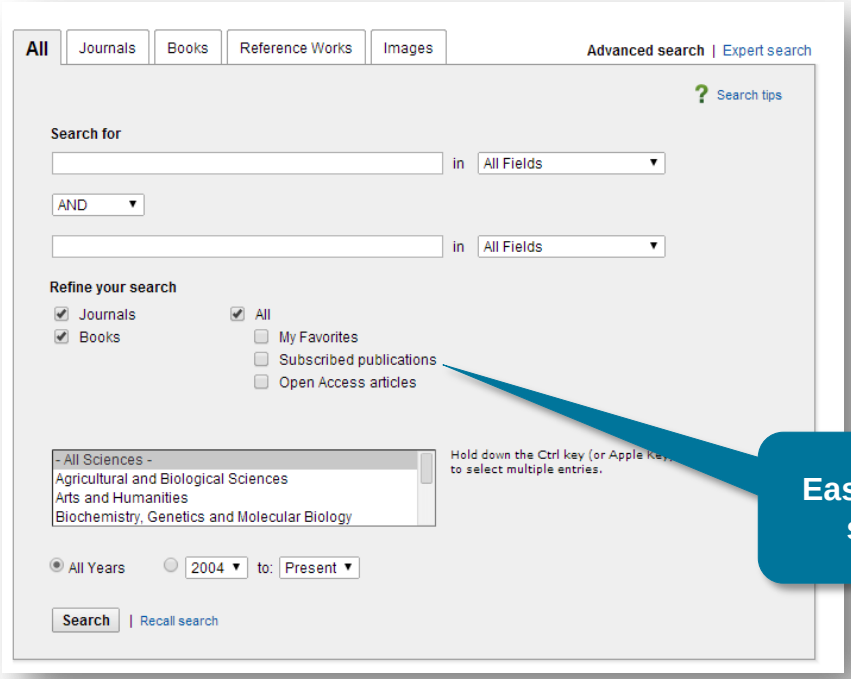
OA information shown for each journal



Each open access article is clearly labelled

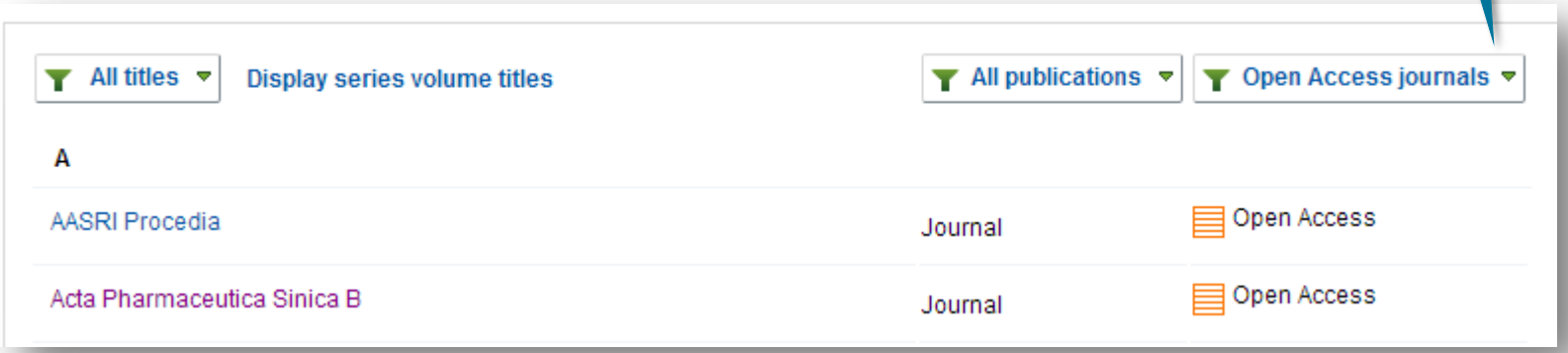
Publication information such as funding body and user license located under "show more"

Finding open access on ScienceDirect

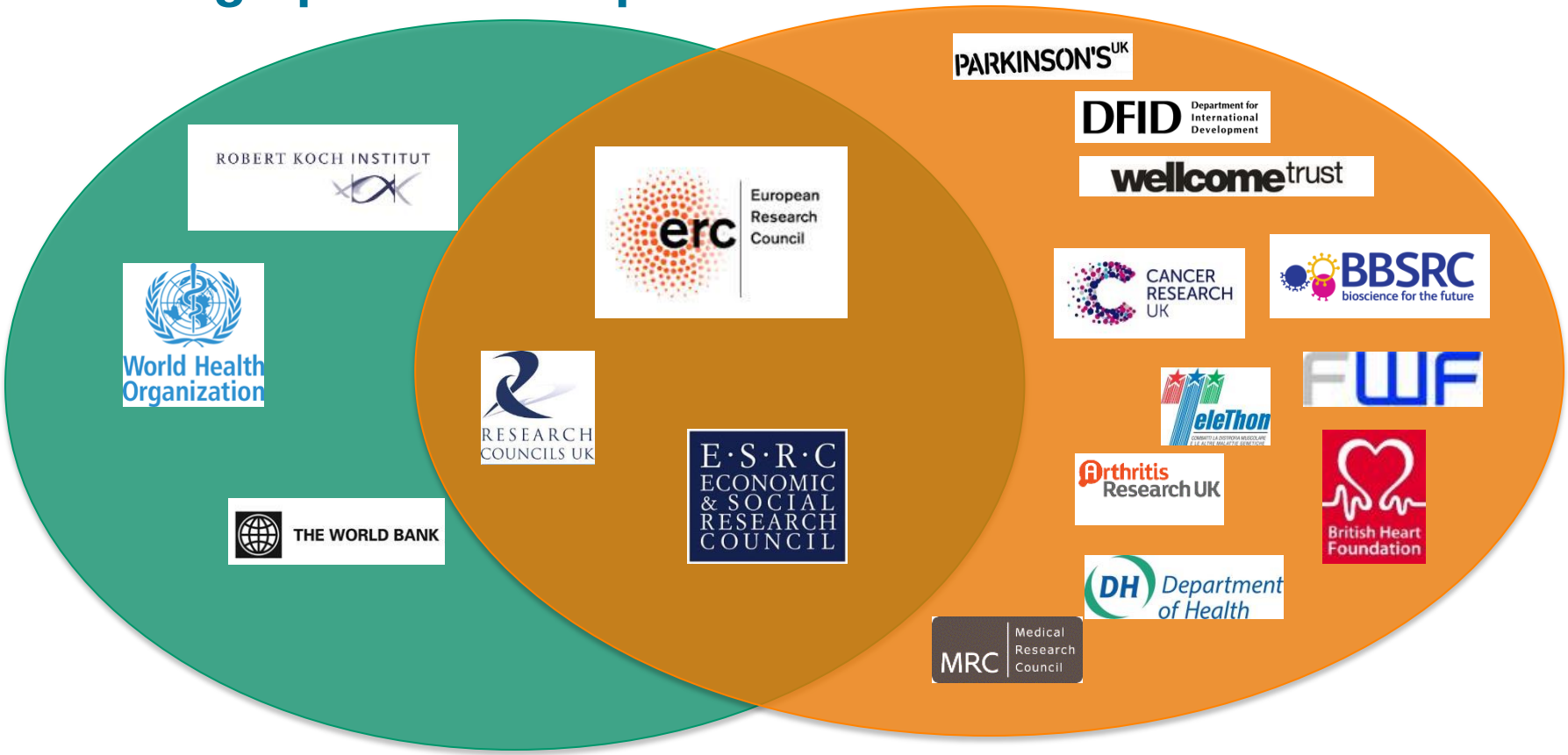


Easy filters to refine search results

Clear labels shown in search results and the ability to filter results lists



Facilitating open access policies



Green agreements

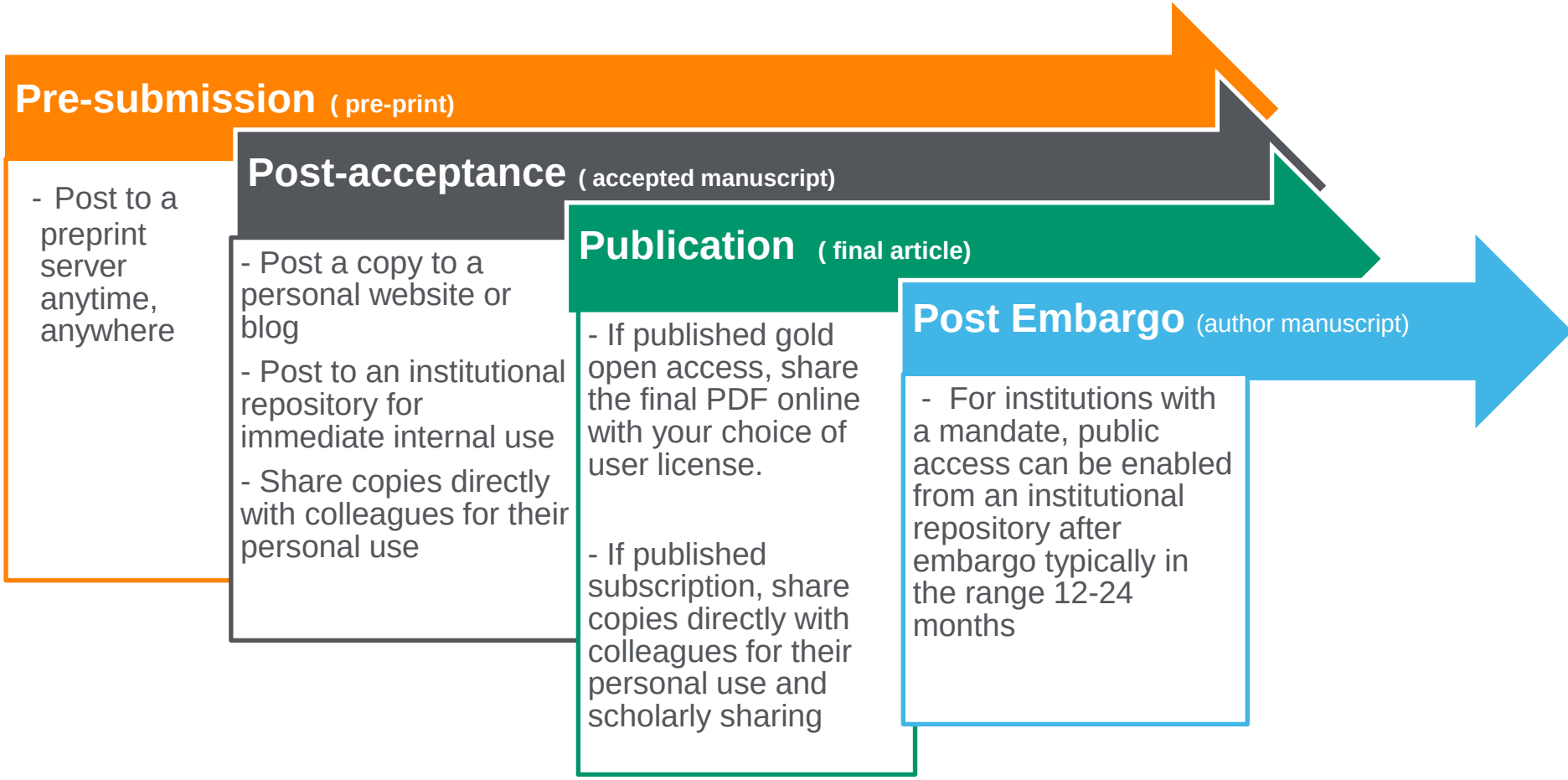
- Facilitates sustainable green open access
- **Immediate internal posting** on repositories
- **Public access** to the author accepted manuscript **after embargo**

Mixed agreement combination of both green and gold

Gold agreements

- Help establish automation of workflows to streamline author experience
- Can include reporting to funding organisation on uptake
- Compliance is higher when combined with clear funding for APCs.

Green Open Access: How authors can share their articles at Elsevier



Introduction to institutional services by Elsevier

Elsevier supports authors who wish to post and share their research through our posting policy: www.elsevier.com/postingpolicy

In addition, we are working with selected repositories to explore how we can **support institutions** to **promote and broadcast** the work of**.**

their authors in their **institutional repositories**

Our current pilots and services include:

- Metadata feed
- Embed functionality
- Embargos

Metadata feed

Structured Metadata:

- Through our Scopus API, subscribers can retrieve clean and structured metadata for all articles by authors affiliated with the University. The API provides:
  - Structured and better information on author affiliation
  - Information about Elsevier and non-Elsevier published articles

Better indexing:

- Through our ScienceDirect API, everyone can retrieve metadata for Elsevier published articles including:
  - The abstract which helps indexing of your repository in search engine results
  - Open access content and content published in non-subscribed titles.

Benefits for your repository:

Provide better search functionality:

- Metadata enables users to search on specific terms such as author or affiliation
- Retrieves search results in a format the repository can specify.

Builds repository capacity:

- Supports bulk download of all articles already published today
- Enables periodic updates

Process

- The institution can get API access through our developers portal
- After a simple online click-through agreement they will receive an API key
- API access allows users to define a search string and retrieve relevant results to help integrate structured metadata into the repository

Embedded functionality

Functionality which enables the final full text version of the published article to be shown within the repository's website.

Helps promote research published by your university:

- Any user on the IP address range of any subscribing institution (not only those affiliated with your University) can view the final PDF on your repository
- Encourage citations as researchers want to cite the final published article
- No need to leave the repository to find the final version, helping users to stay longer on your repository and read more.
- Immediately show the final published article to all entitled users, inlcuding the first page for everyone.

Enhance the user's experience:

- Can host the manuscript version but provide an easy way for users to access the final published version within the repository.
- Easily find information on the final version such as any corrections, amendments or updates which are not shown on the manuscript version.

Elsevier is ready to test this API service with a number of selected repositories!

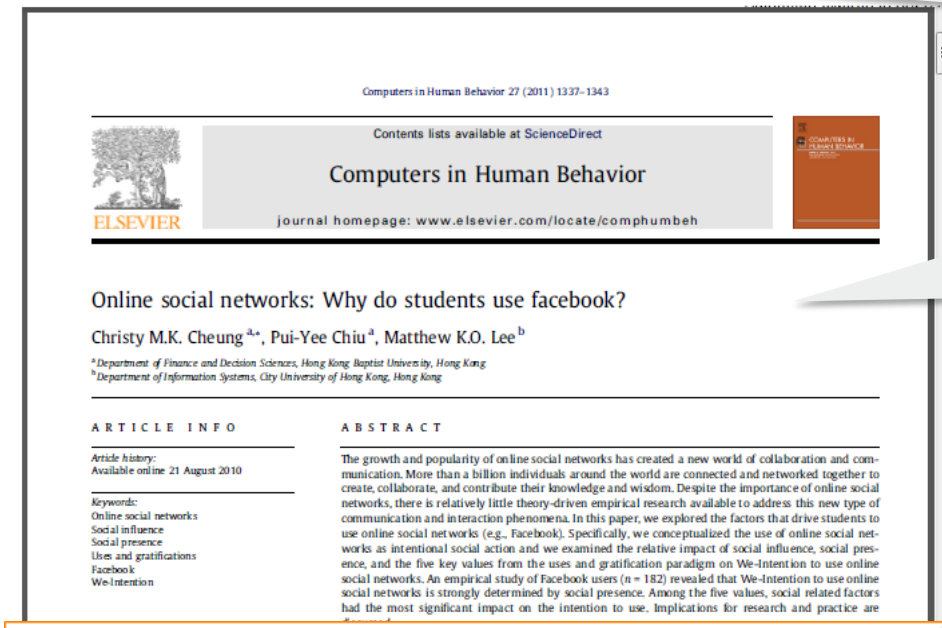
Demo example: embedded PDF on 3rd party site

OAuth/SVAPI demo site

Your authtoken:
sat_1BA5498ED20666D0160711ADE2181...
Authtoken expires in 3525 seconds. Expire now.
alexandra is logged in.

enter the pii of a document you want to embed:

S0747563210002244 Submit!



Computers in Human Behavior 27 (2011) 1337–1343

Contents lists available at ScienceDirect

Computers in Human Behavior

journal homepage: www.elsevier.com/locate/comphumbeh

Online social networks: Why do students use facebook?

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ARTICLE INFO

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Available online 21 August 2010

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Social presence
Uses and gratifications
Facebook
We-Intention

ABSTRACT

The growth and popularity of online social networks has created a new world of collaboration and communication. More than a billion individuals around the world are connected and networked together to create, collaborate, and contribute their knowledge and wisdom. Despite the importance of online social networks, there is relatively little theory-driven empirical research available to address this new type of communication and interaction phenomena. In this paper, we explored the factors that drive students to use online social networks (e.g., Facebook). Specifically, we conceptualized the use of online social networks as intentional social action and we examined the relative impact of social influence, social presence, and the five key values from the uses and gratification paradigm on We-Intention to use online social networks. An empirical study of Facebook users ($n = 182$) revealed that We-Intention to use online social networks is strongly determined by social presence. Among the five values, social related factors had the most significant impact on the intention to use. Implications for research and practice are

In this demo app, the user needs to paste a specific PII or DOI. To make it easy for users, an Institutional Repository could dynamically create the embed codes for the article the user would like to see, based on the article PII's or DOI's that were obtained from for instance the SD query API.

The PDF will be shown In a space on the a page of the third-party site, i.e. the World Bank repository. The size of the space can be determined by you, and can be indicated in the embed code you will use on your site.

This is the embed code used for this embed demo page: code can be created dynamically : just change the PII or DOI input.

```
<embed
src="http://api.elsevier.com/content/article/PII:S0747563210002244?                pikey=94434aa9e3c7bd61c3c05b421493976e
&amp;access_token=sat_1BA5498ED20666D0160711ADE2181FBE26D21857EAB22534B5A3B4CF094CA4FB89
BE2A628B0C8CC359748CBB2BF0ECDA78840851633F3D18AB317B5B02042A351889F730323E1C913E7D970F
7EC0C6FE9DB521B078352FA596BB4D0525564130F201CAF93F7F294523CCC5CA835E9FBC2BD831F992208E
504F691B51F9B930A634301CF4036AD3646805D823782A04A0EB65A232659F9D
411D55E61DCCEC07EB1208B46356DEF4966A7E23D8&amp;httpAccept=applicati
height="500" width="700"/>
```

In the code you can specify the file format (PDF) and size at which you at which you want the article to be displayed.

Sharing research: Embargo periods

Elsevier's posting policy supports the immediate AAM posting for internal institutional use and public access is enabled after embargo. To help institutions implement embargo periods we are working with a selected number of repositories to see how to make this easier.

Plugin solution

- Development of Plugins for the major Institutional Repository (IR) platforms (DSpace, Eprints, OPUS etc.) connect with Elsevier APIs and download the right embargo information. This benefits you by:
  - Automatically recognizing and adding article embargoes which save time for librarians who currently do this manually
  - Avoids the hassle of checking the Publisher's policy (e.g. on SherpaRomeo) to ensure the correct version is posted
  - Help set things up so the IR software would then automatically publically display the AAMs after embargo.

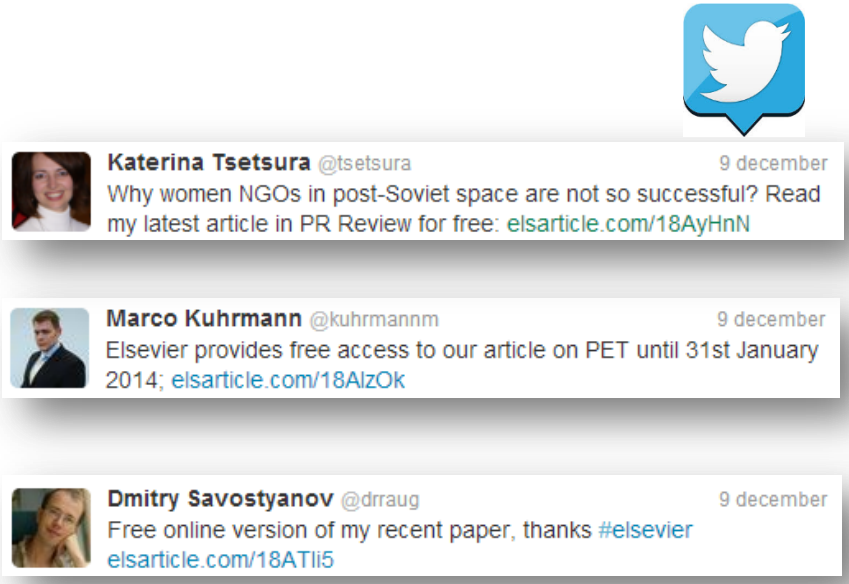
Pilot phase

- Elsevier is looking to source external developers to run the project based on the usage scenarios and draft requirements provided by partner Universities

- Want a limited number of developer partners/Universities to define requirements for Open Source plugins or other modifications to institutional repositories.

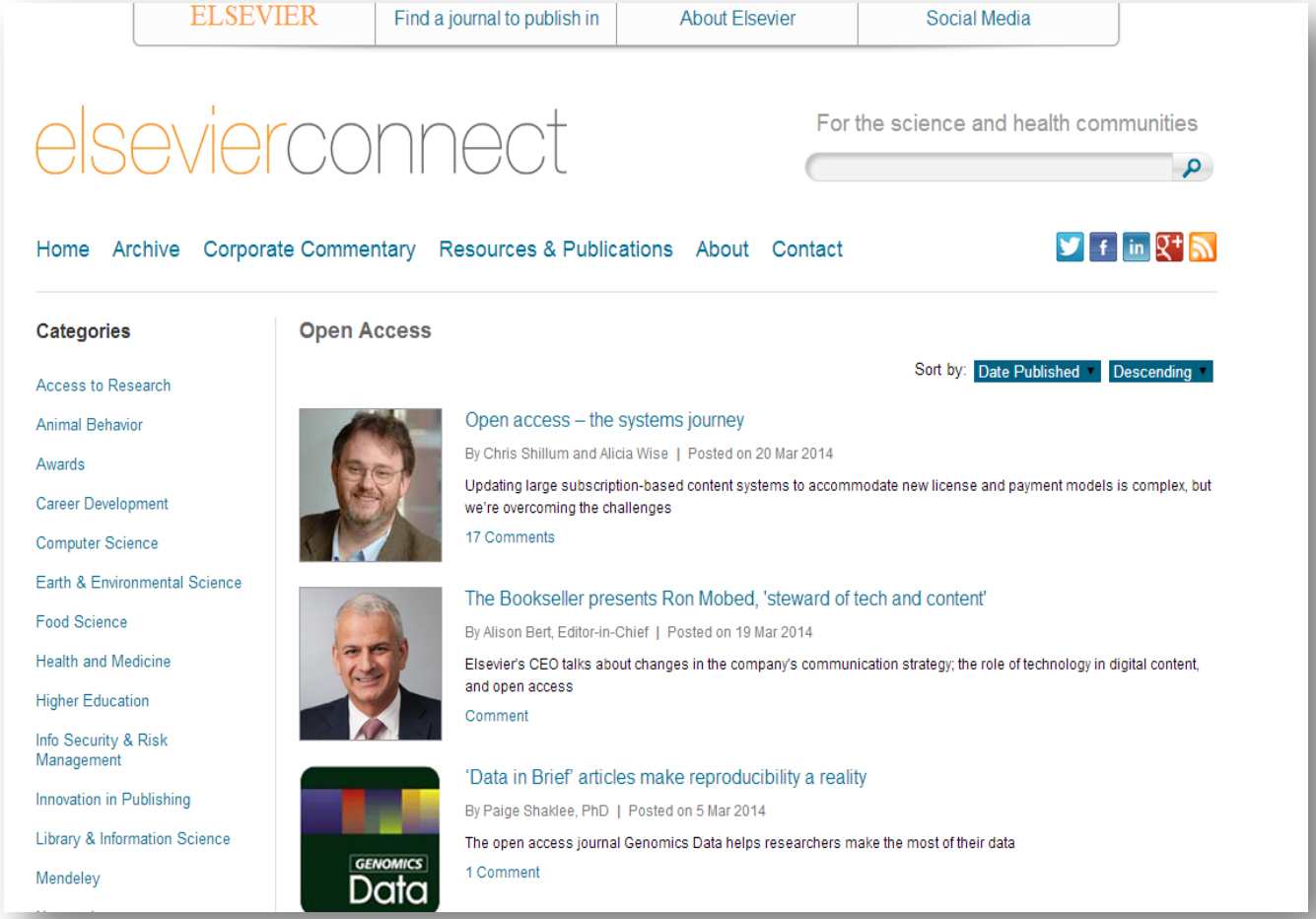
Developing new tools helping researchers to share

- **Share link**: Personalized share link replaces traditional e-offprint giving 50 days free access on ScienceDirect.
- **Embed PDF:** Integrating with our PDF API will enable repositories to render full text articles from ScienceDirect to their users
- **Poster in my pocket**: A mobile app that allows conference attendees to download scientific posters they find interesting directly onto their mobile.
- **Licensed 3rd party hosting pilots:** Enable users to read and annotate ScienceDirect full text articles from the third party interface and share annotations to key articles of interest with connections within their social online community. E.g. MyScienceWork and Sciencescape.



Stay tuned to the latest open access news and developments

www.elsevierconnect.com



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