Impact of New Technologies on Scholarly Publishing: The Serials Crisis and Beyond
Publishing in the Digital Age
A. What is Possible?
1. Universal Access
2. Data Sets

The data deluge
AND HOW TO HANDLE IT: A 14-PAGE SPECIAL REPORT
3. Text Mining
4. Self-Actuation
B. Legal Backdrop
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Copyright Coverage

**Facts** – no copyright

**Creative works** - copyright
Copyright’s Exclusive Rights

- Reproduce
- Distribute
- Derivative Works
Copyright Term

70 years from death of author, or
95 years from publication (corporate authors)
Copyright and Scientific Publishing

- No author royalty
- Copyright assigned to publisher
- Author retains few rights
- Publisher controls the work
Access Limitations
DMCA Anti-Circumvention
Effects of High Control over Content

- Access - limited
- Text Mining - limited
- Derivatives - no
Scientific Publishing and the “Serials Crisis”

WE WO’N’T PAY FOR THEIR CRISIS
Journal Cost Base

**Traditional**
- Editorial oversight
- Peer review
- Management
- Production editing
- Printing
- Correspondence
- Corrections/Retractions
- Advertising

**New**
- Web site design
- Web site hosting
- Data hosting
Market Responses
Open Access (Free to Read)
Green OA (self-archiving)

- 12% of scientific literature in 2008
  Bjork et al. (2010)
Green OA - issues
Time-Delayed OA
6-8% of peer-reviewed literature in 2009

Laaski, et al. (2011)
Gold OA - Challenges
Institutional Mandates
Funder Mandates
OSTP Memo

- Agencies w/ R&D budgets > $100M
- Open access w/in 12 mo.

Exec Order

- Open Data Policy