The APC logic against consortial funding mechanisms, and a scholar-led solution
What is research and why do we write it?

To be read. To be assessed.
Dissemination: Quality Control, Validation and Space-Time Compression

• Dissemination of work
• Preservation of record
• Footnotes and scholarly genealogy (vs. science?)
• Labour of reading: reading-avoidance techniques
Researchers are within a symbolic economy

Researchers → $Salary → Publishers

Proxy for labour shortage
Assessment Paradigms

HEFCE
National Endowment for the Humanities
Insufficient funding to provide all researchers with necessary material

Elsavier: 37% profit with "a revenue stream of £2.06 billion and a profit level of £780 million" in 2012

Estimated by Research Information Network in 2008 that "the unpaid non-cash costs of peer review undertaken in the main by academics [is] £1.9bn globally each year"
Peer-reviewed research
Free to read online
Permission to re-use

**Gold**: at publisher/source
**Green**: institutional/subject repository
**Bronze**: Available on a publisher website, but not licensed

**Gratis**: free to read
**Libre**: free to re-use
Number of articles (A) and proportion of articles (B) with OA copies, estimated based on a random sample of 100,000 articles with Crossref DOIs. Fig. 2, From Piwowar, H. et al. (2018), The state of OA: a large-scale analysis of the prevalence and impact of Open Access articles, https://doi.org/10.7717/peerj.4375
Number (A) and proportion (B) of articles with OA copies, by publisher, for the 20 most prolific publishers. Based on sample of 27,894 Crossref DOI-assigned articles published between 2009–2015. Fig. 3, From Piwowar, H. et al. (2018), The state of OA: a large-scale analysis of the prevalence and impact of Open Access articles, https://doi.org/10.7717/peerj.4375
A matter of distribution: there are 100 people in a room for a talk

- They have $10 each
- The speaker speaks for free
- The venue needs $50 to cover its staff costs
- There are 40 talks per year
Subscription logic

• Each person pays $0.50 and hears the talk
• No payment, no entry
• Each person can only afford half of the talks
• The general public cannot attend
OA with an Article Processing Charge logic

• The speaker pays the full fee ($50)
• The problem is that the speaker only has $10
• The general public and all others can attend
OA with consortial logic

• 5 people attend each talk and pay $10 each
• They let anyone else attend for free
• Everyone can hear 50% of the talks, including the public
This is how OA looks in a dry funding climate

• Is the “venue” overcharging?
• The distribution of the economics is the most important thing
• APCs do not work well in the humanities and elsewhere
Support from the Andrew W. Mellon Foundation

- $90,000 planning grant
- University of Lincoln, UK, 2014-2015
- $741,000 sustainability grant
- Birkbeck, University of London, UK, 2015-2018
Ongoing Project to “Flip” Subscription Journals

Six additional journals joined in January 2017
Current System

Library

$\quad$ Large Sums

x1000s

STOP
Governance Roles

Library Partnership Subsidy

$100s

Small Sums

Library

$
>240 Libraries Financially Supporting the OLH in First Year
23 Journals on or Supported by the Platform (909 articles in first year)

Cost per institution per article: around $1.10 per institution per article. Target of 300+ libraries by end of year three. 118,686 unique readers. Average of 131 readers per article.

$0.008 per institution per reader.
Key events in the recent history of OLH

**February 2018** – OLH begins a new phase of expansion, supported by funding from OpenAIRE for marketing and communications activities

**March 2018** – Huddersfield University Press becomes the first institution to host its journals on the Janeway platform

**March 2018** – OLH launches the EmpowOA scheme, a new marketing initiative designed to strengthen humanities OA with blog posts, social media conversations, a new referral deal, and open access resources (including this presentation)

**April 2018** – Université de Lorraine cancels its Springer OA “Big Deal” and supports a portfolio of scholar-led initiatives instead. One of the beneficiaries is OLH, our first French consortium member

**May 2018** – The British Library joins the OLH consortium, demonstrating an increasing strategic investment in non-APC scholar-led initiatives
What can I do to support the OLH?

Refer a friend: If your institution is a member of the OLH consortium, you can refer a new member for a mutual 10% discount

https://www.openlibhums.org/refer/

Join the OLH: Shift your perspective from subscriptions, APCs and “big deals” to supporting a diverse collection of scholar-led initiatives, including the OLH

https://www.openlibhums.org/plugins/supporters/signup/

Stand up for the humanities: Become an OLH advocate today!

https://goo.gl/forms/b1uc1pU3EX9WvoAW2
How can the OLH support you?

**Resources:** See our advocacy page for posters, infographics, FAQs and a growing list of other tools

https://www.openlibhums.org/site/about/advocacy/

**Learn more about humanities OA:** Our Open Insights essay series contains a growing back list of interviews and essays on a wide range of topics


**Join the debate:** Follow our Twitter account (@OpenLibHums) and the #EmpowOA tag for information about twitter chats

https://wakelet.com/@OpenLibHums
#EMPOWDA

POWER TO

THE LIBRARIAN

POWER TO

THE SCHOLAR

POWER TO

THE HUMANITIES
The End
Thank you!

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