SCHOLARLY COMMUNICATION
CHANGING THE MARKET AND POLICY ENVIRONMENT

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ACRL National Conference
12 April 2003
Scholarly Activity

• Creation of knowledge and evaluation of its validity

• Preservation of information

• Transmission of information to others
  • Technologies
  • Economics
  • Institutions
Scholarly Communication

Key Issues

• Imbalance in information price relative to value and source costs
• Time lag between authorship, peer review, publication, and dissemination
• Imbalance in information authorship, ownership, and proprietary rights.
• Unrecognized as public policy issue.
Institutional Management Strategies

- Journal cancellations/reduced acquisitions
- Improved document delivery service models
- Cooperative collection development
- Site licensing for electronic information resources
- Consortial licensing by groups of institutions
SCHOLARLY COMMUNICATION CONCERNS

- Choking on the Proliferation
- Location of Quality Marking
- Corporate Economy Overtakes Guild Economy
- Dysfunctional Market
- Intellectual Property Ownership
- Darwinian/Capitalistic/Socialist Solutions
- New Models of Digital Scholarship
RESEARCH COMMUNITY STRATEGIES

• Market Conforming
• Market Distorting
• System Transforming
• System Busting
The Urge to Publish

- Communication
- Academic Culture
- Preservation of Ideas
- Prestige and Recognition
- Profit
Norms of Scholarly Work at the University

- Open and Free Exchange of Ideas
- Publication in Scholarly and Scientific Journals
- Meritocracy
- Organized Skepticism
- Common Ownership of Goods
Scholarly Communication Functions

- Information Generation and Creation
- Authoring
- Informal Peer Communication
- Editorial and Validation
- Ownership, Privacy, and Security
- Distribution
- Acquisition and Access
Scholarly Communication Functions

- Storage
- Preservation and Archiving
- Information Management
- Location and Delivery
- Recognition
- Diffusion
- Utilization of Information
ELECTRONIC SCHOLARLY PUBLISHING
CRONIN OBSERVATIONS

• Discipline Diversity
• Importance of Trust
• Importance of Credibility
• Velocity of Communication
• Expanded Readership
ELECTRONIC SCHOLARLY PUBLISHING
CRONIN OBSERVATIONS

- New Economics
- Vertical Integration
- New Modes of Discourse
- Democratization
INSTITUTIONAL REPOSITORY

• a set of services offered to a community for the organization, dissemination, and preservation of digital materials created by the members of the community

• digital archives of intellectual products created by members of a community and accessible to both users within and without with few if any barriers to access

  system of: architecture
  policy
  tools
  standards
  content
REPOSITORY MOVEMENT

- Discipline Repositories
- Institutional Repositories
- Consortium Repositories
- Departmental/School Repositories
- Individual Repositories
- Referatories/Virtual Repositories
WHAT IS OPEN?

- permitting passage
- free from concealment
- exposed to general view
- not restricted to particular group
- accessible, unobstructed, porous
LESSIG
CONSTRAINTS ON OPEN ACCESS TO INFORMATION

Market

↑

Technology → INFORMATION ← Law

↑

Norms
Open Access: works created with no expectation of financial remuneration and made available at no cost to reader on the public Internet for purposes of education and research.

Readers of open access works could read, download, copy, distribute, print, search, link, or for any lawful purpose, without financial, legal or technical barriers.

Budapest Open Access Initiative
Open Archives Initiative
Keystone and Tempe Principles
Public Library of Science
ARL OPEN ACCESS AGENDA

• Society benefits from the open exchange of ideas.

• Limitations on access to copyrighted materials negatively impact the creation, dissemination and use of intellectual property.

• Copyright exists for the public good.

• Federal investment in R&D is leveraged by access to research results.
SPARC MESSAGES

• Barrier-Free Access to Research
• Risks of Industry Consolidation
• Protect/Expand Author Rights
• Community Control of Scholarly Communication
• Incubation of Alternative Channels
• Hope/Power/Action through Collaboration
SPARC PROGRAMS

- Publishing Partnerships
- Create Change
- Leading Edge
- Scientific Communities
- Declaring Independence

- Gaining Independence
- Consulting Group/Legal Services
- Institutional Repository
- Open Access
- Next Step
KEY COPYRIGHT DEVELOPMENTS

- International Agreements
- Laws and Legislation
- Court Cases
- Licensing Arrangements
- Use Guidelines
- Technological Controls/Digital Rights Management
- Ownership of Copyright
COPYRIGHT ISSUES IN THE DIGITAL ENVIRONMENT

- Term Limitation and Commercial Exploitation
- Learning and Internet
- Maintenance of Public Domain
- New Licensing Regime for Facts
- Importance of Contract Negotiations
COPYRIGHT ISSUES IN THE DIGITAL ENVIRONMENT

- Digital and Network Distribution and Copying
- International Harmonization
- Fair Use and Access Prohibitions
- Online Service Provider Liability
- Copyright Management Systems/Anticircumvention
RECENT COPYRIGHT LEGISLATION IN U.S.

- Copyright Term Extension
- Digital Millennium Copyright Act (DMCA)
- Collections of Information Antipiracy Act
- Consumer and Investor Access to Information Act
- Uniform Computer Information Transactions Act (UCITA)
RECENT COPYRIGHT LEGISLATION IN U.S.

- Peer to Peer Piracy Prevention Act
- Bill to Prevent and Punish Counterfeiting and Copyright Piracy
- Consumer Broadband and Digital Television and Act
- Technology, Education and Copyright Harmonization Act (TEACH)
- Digital Media Consumers’ Rights Act
- Digital Choice and Freedom Act
LICENSING ARRANGEMENTS

- Legal Issue
- Economic Issue
- Political Issue
- Psychological Issue
- Social Issue
HAVE WE MADE A DIFFERENCE?

• Have publication prices gone down? Why?

• Are research results circulating more quickly? How?

• Are institutions or individuals asserting some control over their intellectual property?

• Has academic publisher consolidation been reduced?

• Have SPARC publishing partnerships been more additive than competitive?

• Are researchers/academic administrators talking more about scholarly publishing issues?
HAVE WE MADE A DIFFERENCE?

• Is open access truly an alternative to publisher-based scholarly publishing?

• In the absence of a coordinated plan for archiving of digital publications, will open access models survive?

• Can peer-review and open access models come together?

• Are editorial boards willing and able to break away from commercial publishers?

• Will scholarly communication be embraced as an important public policy issue?

• Will fair use survive the legislative battles?
RESEARCH UNIVERSITIES
CORE INTERESTS

- Competitive Market
- Easy Distribution and Reuse
- Innovative Applications of Technology
- Quality Assurance
- Permanent Archiving
THE GOALS OF THE EDUCATION COMMUNITY

Develop policies for intellectual property management which enable broad and easy distribution and reuse of materials by scholars and students and which

Foster a competitive and supportive market for scholarly communication and creative work