BIG DEALS & SUSTAINABLE OA

NEOLIBERALISM AT WORK

"Fishing Boats on Deal Beach, Kent" by John Mavin is licensed under CC BY-SA 2.0.
My pro-neoliberal presentation at next year's conference: There's No CAPAL without CAPITAL.

Canadian Association of Professional Introverted and Total Asshole Librarians.

1:14 PM - 2 Jun 2019
BURN OUT: COMMUNITY, EFFICIENCY AND CONSOLIDATION

INTENTIONALITY: VALUES AND MISSION DRIVEN MOVEMENT

LACK OF CONSENSUS & COMPETITION

"It's Better to Burn Out..." by gfpeck is licensed under CC BY-ND 2.0
SCHOLARLY PUBLISHING IS NOT NEUTRAL

COMMUNICATING CRISIS

WHERE DO WE WANT TO GO

"Cancelled" by Karri O. is licensed under CC BY-NC-ND 2.0.
SCHOLARLY PUBLISHING IS NOT NEUTRAL
“Monopoly rent is always the object of capitalist desire.”

David Harvey
COMMODIFICATION
MARKET DOMINATION
CAPITALIST SYSTEM
STEWARDSHIP & REASSURANCES

EDUCATION & JUSTIFICATION

TRANSPARENCY & ASSESSMENT

VOCABULARY & TONE

OPEN ACCESS & ADVOCACY

"DIAL M," by marc falardeau is licensed under CC BY 2.0.
OUR SPENDING IS NOT NEUTRAL

The Publication Cycle

Creation
Research gets proposed, funded, and reported on.

Evaluation
Academic works are evaluated for quality and edited by their peers.

Publication
A publisher provides editing, layout, and publication services.

Dissemination and Access
Works are distributed in print or online, through libraries, retailers, and the web.

Reuse
Works get read, cited, and recombined.

Preservation
Copies or versions of the work may be saved for posterity.

Revenues
Scholarly publishers make over $32 billion CAD in revenues.

Public funds pay for
- research
- long term preservation
- salaries of reviewers
- salaries of editors
- APCS to make some articles OA
- to purchase back research results

Icons on this page from the noun project
Fig 3. Percentage of papers published by the five major publishers, by discipline in the Natural and Medical Sciences, 1973–2013.

https://doi.org/10.1371/journal.pone.0127502
https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0127502
Libraries need to pay more and more to keep up

Members of the Association of Research Libraries report spending more annually on resources, including journal subscriptions. Growth in these expenditures by public and private libraries from 1986 to 2015 has far outpaced inflation as measured by the Consumer Price Index.

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**The Conversation CC-BY-ND**

Source: Association of Research Libraries

WHAT INTERESTS ARE AT PLAY?

- TENURE & PROMOTION
- PUBLISHING PRACTICES
- ACADEMIC FREEDOM
WHERE DO WE WANT TO GO?

"Osborne Bridge, Fort Rouge, Winnipeg, Man" by The Valentine & Sons Publishing Co. Ltd.
# FINDING A UWINNIPEG STRATEGY

<table>
<thead>
<tr>
<th>MAINTAINING</th>
<th>DISMANTLING</th>
<th>INVESTING</th>
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<tbody>
<tr>
<td>Top 5 Publishers control roughly 50% of market</td>
<td>Grassroots Initiatives</td>
<td>Heterogeneity of options</td>
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<td>Oligopoly pricing – increases of 4-8x inflation</td>
<td>University of California v Elsevier</td>
<td>Transparent pricing &amp; governance</td>
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<td>Profit margins of 30+ %</td>
<td>France (&amp; Laval) – Springer Nature</td>
<td>Fair Open Access</td>
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<tr>
<td>Negotiating power imbalance</td>
<td>Projekt DEAL - Elsevier</td>
<td>Building Power</td>
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<tr>
<td>Shareholder Led</td>
<td>Scholar Led</td>
<td>Scholar Led</td>
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</tbody>
</table>

*Fair Open Access* could refer to initiatives like *transparent pricing & governance* which may involve *project DEAL* or other similar initiatives. The table may also illustrate the dynamics of power shifts, indicated by the images of increasing and decreasing costs, presumably in the context of academic publishing.
IMPERATIVES TO IMPROVE THE SYSTEM

Ethical/Social

Academic

Financial Sustainability

Autonomy
# SCHOLARLY PUBLISHING SCORECARD

<table>
<thead>
<tr>
<th>Imperatives</th>
<th>Status Quo</th>
<th>Open Access For Profit</th>
<th>Non-Profit</th>
<th>Green</th>
<th>Pirate</th>
<th>Fair</th>
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<tr>
<td>Ethical</td>
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<tr>
<td>Autonomy</td>
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</tbody>
</table>

Adapted from Verbeke, D., & Mesotten, L. (2018). The price of gold: The KU Leuven Fund for Fair Open Access. Septentrio Conference Series, 0(1). doi:[http://dx.doi.org/10.7557/5.4512](http://dx.doi.org/10.7557/5.4512)
**FAIR OA**
- Transparent ownership, controlled by & responsive to scholarly community
- Authors retain copyrights
- Articles have explicit OA license
- Submission/publication is not dependent on a fee
- Fees (if paid, opt in) are low & transparent

https://www.fairopenaccess.org/

**RADICAL OA**
- Openness is heterogeneous & pluralistic
- Resists commercially motivated/market driven OA
- Experimentation/testing of form, content, & processes
- New & underrepresented knowledges
- Ethics of care

http://radicaloa.disruptivemedia.org.uk/philosophy/
BURN OUT: COMMUNITY, EFFICIENCY AND CONSOLIDATION

INTENTIONALITY: VALUES AND MISSION DRIVEN MOVEMENT

LACK OF CONSENSUS & COMPETITION

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BURN OUT: COMMUNITY, COLLECTIVITY, ETHICS OF CARE

INTENTIONALITY: BUILDING POWER, COMMONING

NO CONSENSUS: PLURALITY, DIVERSITY OF TACTICS & KNOWLEDGES

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...neoliberalism is about freedom for capital, not freedom for people.

Stuart Lawson


Moore, Samuel. “Common Struggles: Policy-Based vs. Scholar-Led Approaches to Open Access in the Humanities.” Humanities Commons, King’s College London, 2019, dx.doi.org/10.17613/st5m-cx33.
