



Springer

the language of science

Open Access at Springer

CNR

8 May 2008

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Licensing Director Springer

Southern Europe, Russia & Northern Africa

- Original reports of data/theory
- Assert priority
- Correspondence between scientists
- Paper making technology (China 105)
- Movable-type printing (China 1040)
- "Gutenberg" printing technology (Korea <1403)
- Silver & gold from America (1492-)
- The two first scientific journals (1665)
 - Philosophical Transactions (London)
 - Journal des Savants (Paris)

PHILOSOPHICAL
TRANSACTIONS:
GIVING SOME
ACCOMPT
OF THE PRESENT
Undertakings, Studies, and Labours
OF THE
INGENIOUS
IN MANY
CONSIDERABLE PARTS
OF THE
WORLD.

Vol I.

For *Anno* 1665, and 1666.

In the SAVOY,
Printed by T. N. for *John Martyn* at the Bell, a little with-
out *Temple-Bar*, and *James Allestry* in *Duck-Lane*,
Printers to the *Royal Society*.

Presented by the Author May. 30th 1667.

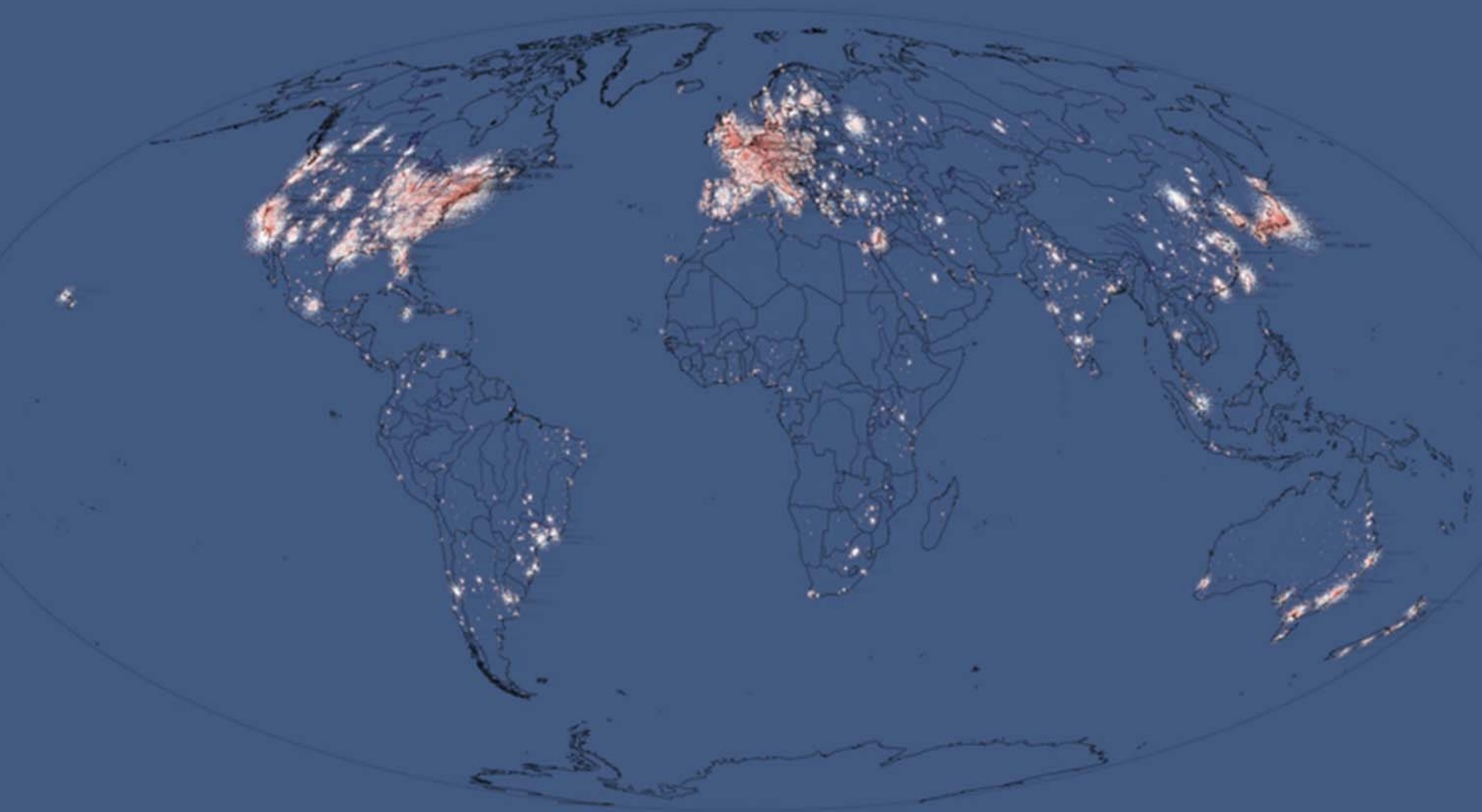
Scientific Journals

- Acceleration around 1760
- Since then: doubling every 15-20 years
- (Springer 1842. Politics, agriculture, mathematics)
- 1880: articles often 200-300 pages
- 1920: research split up in many short articles
- Now over 120.000 journals/report series
- Approx 19.000 peer reviewed
- 1.2M peer reviewed articles/year, by 2000 publishers, read by 12M scientists
- 1969 – Internet
- 1989 – WWW
- 1991 – arXiv at LANL
- (SpringerLINK 1997)

Some WWW data

- Enquire Within Upon Everything (1856) – Norsk Data Sintran III (1980)
- First proposal by TBL (1989)
- Robert Cailliau/TBL names WWW (1990)
- First Browser – NeXT (1990)
- Line mode browser released on IBM VM/CMS (1990)
- SLAC server (1991)
- 26 servers (1992)
- Mosaic for X (1993)
- First Swedish web server (May 1993)
- First Swedish library web server (November 1993)
- Over 200 servers (1993)

GEOGRAPHIC MAP: WHERE SCIENCE GETS DONE



- from print on paper to print on line
- from individual libraries to consortia
- from subscriptions to licences
- from individual titles to collections
- from journal to article

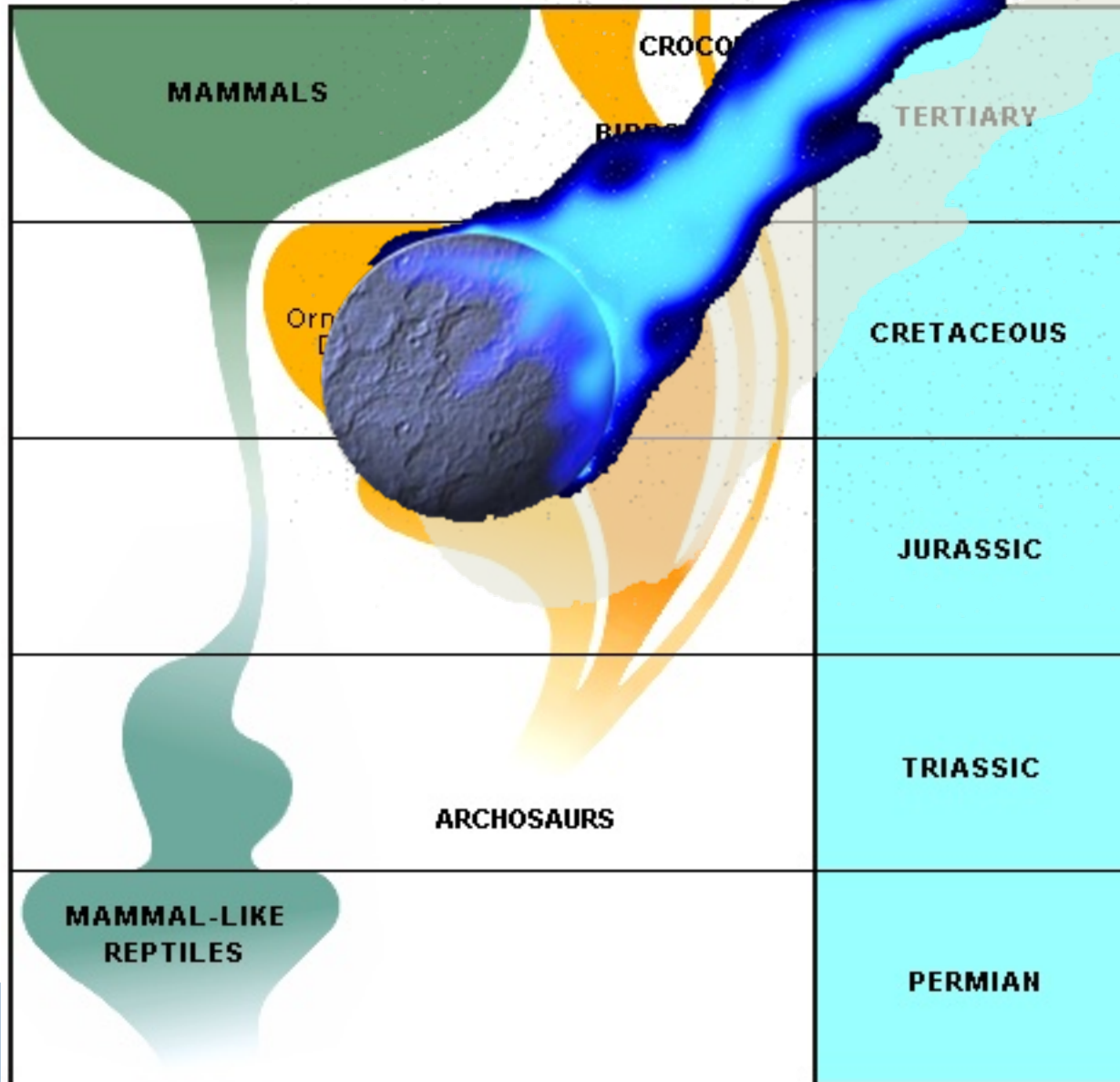
- from selection to comprehensiveness
- from print to electronic
- from textual to multi-media
- from fast to immediate
- from browsing to searching
- from dissemination to formalization
- from reading to mining

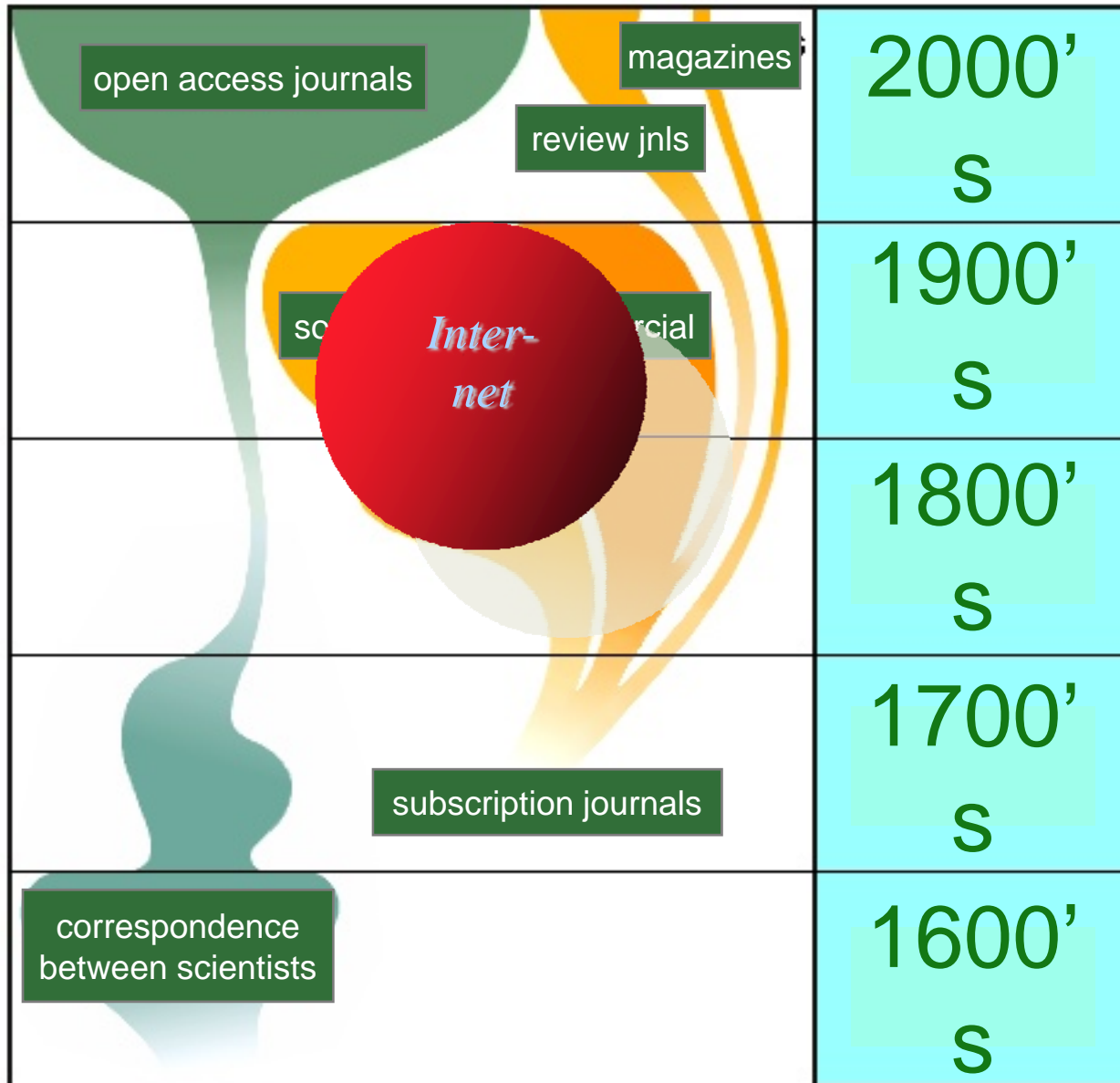
Changes in expectations from users mean changes of the *environment* in which we can survive and thrive



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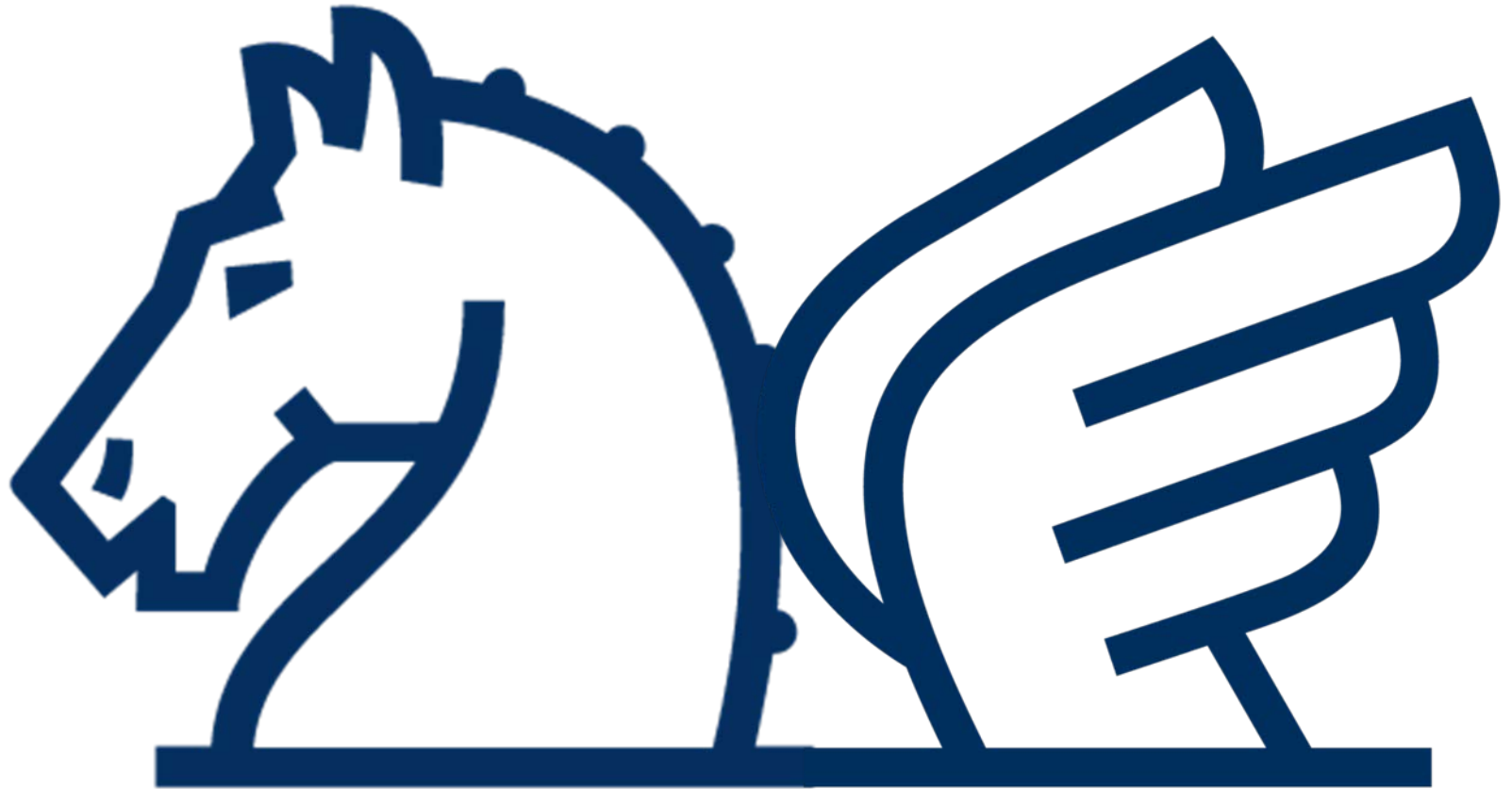
the language of science





Darwin:

Not the strongest survive;
not the most intelligent;
but the most *adaptable*



In open access, the *service* of publishing is being paid for, not *access* to the content

Im Dienst der Wissenschaft



Springer Open Choice

Publishing is an integral
cost of research;
just like the cost of flasks
in the lab



Springer Open Choice

Subscription Access

author assigns ©, so that
subscriptions can be sold

Open Access

author transfers money

Springer gives the Option
The authors take the Choice

‘Schizophrenia’ (of sorts)

- Researchers, as *readers*, want access to everything that’s published
- Researchers, as *authors*, focus strongly on their articles getting published, not on their articles getting circulated: ‘Publish or perish’

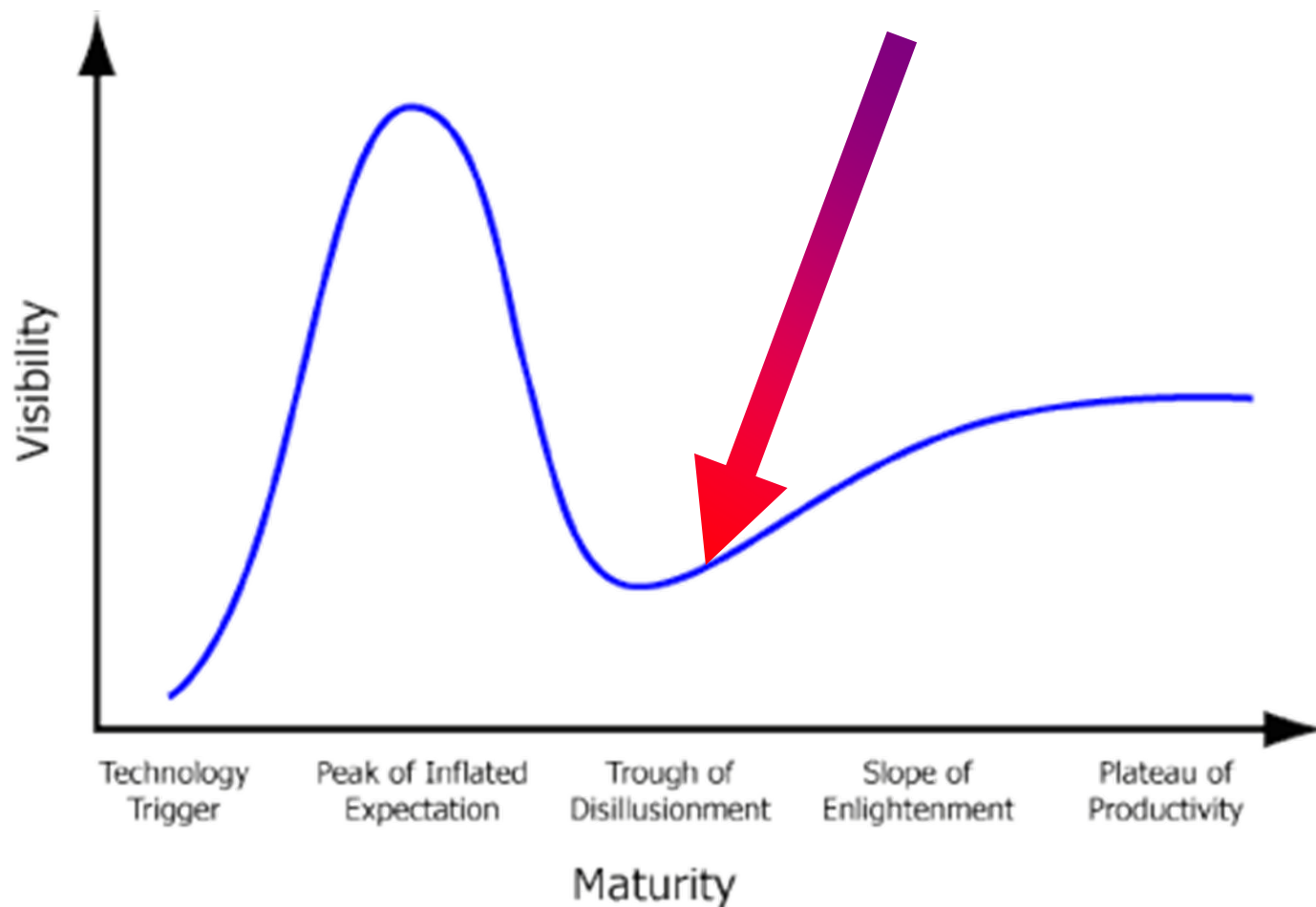
Open Choice take-up is low

Low take-up
Would this be a case of:

- *Logically*, it would make sense
- *Psycho-logically* not (yet)?

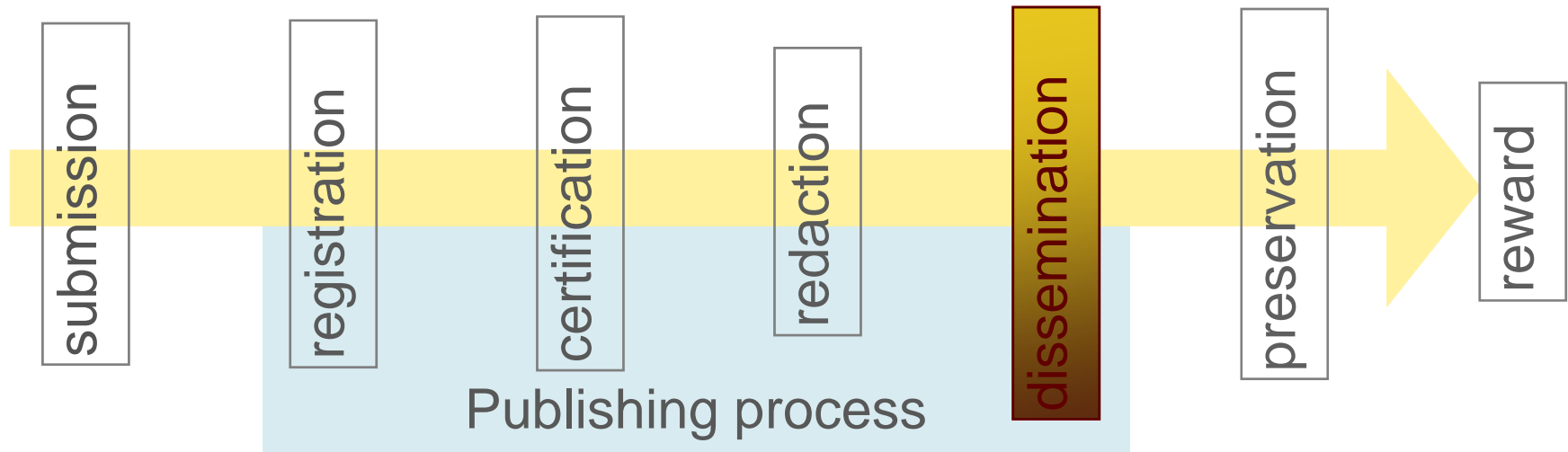





Gartner Hype Cycle: OA



- 1999 – 403 journals (8 per month)
- 2001 – 618 journals (9 per month)
- 2003 – 761 journals (6 per month)
- 2005 – 1,990 journals (51 per month)
- 2007 – 3,000 journals (42 per month)
- 2008 - (107 per month)

Formally published journal literature



-  Abolish subscriptions ('reader-side' payment)
-  Abolish article processing charges ('author-side' payment)
-  Replace both by an institutional contribution ('institution-side' payment)
 - The size of this would depend on the institution's 'profile'
(research/teaching – disciplines covered – overall size – et cetera)

Early examples



UKB

—(all universities and the Royal Library of The Netherlands)



Göttingen University in Germany



Max Planck Institutes in Germany



More information on this on www.springer-sbm.com (news)

Grazie!