



# Open Access in HSS

## A Case (Not Only) for the Book

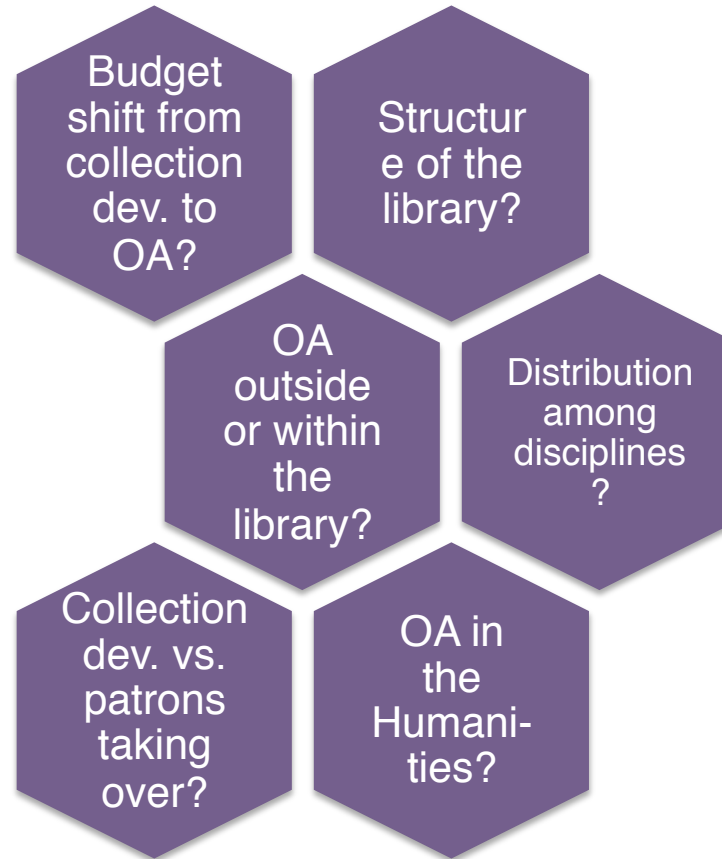
Paris, January 23, 2018  
Dr. Sven Fund



# Agenda

- **Open Access: The Challenge**
- Knowledge Unlatched: One Possible Response
- What Happened 2012-2017
- Where Knowledge Unlatched Stands Today

# Open Access: An Organization Problem




**APC/BPC models will not solve the migration from traditional acquisitions to Open Access**

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- **Knowledge Unlatched: One Possible Response**
- What Happened 2012-2016
- Expanding the Model: Knowledge Unlatched in 2017

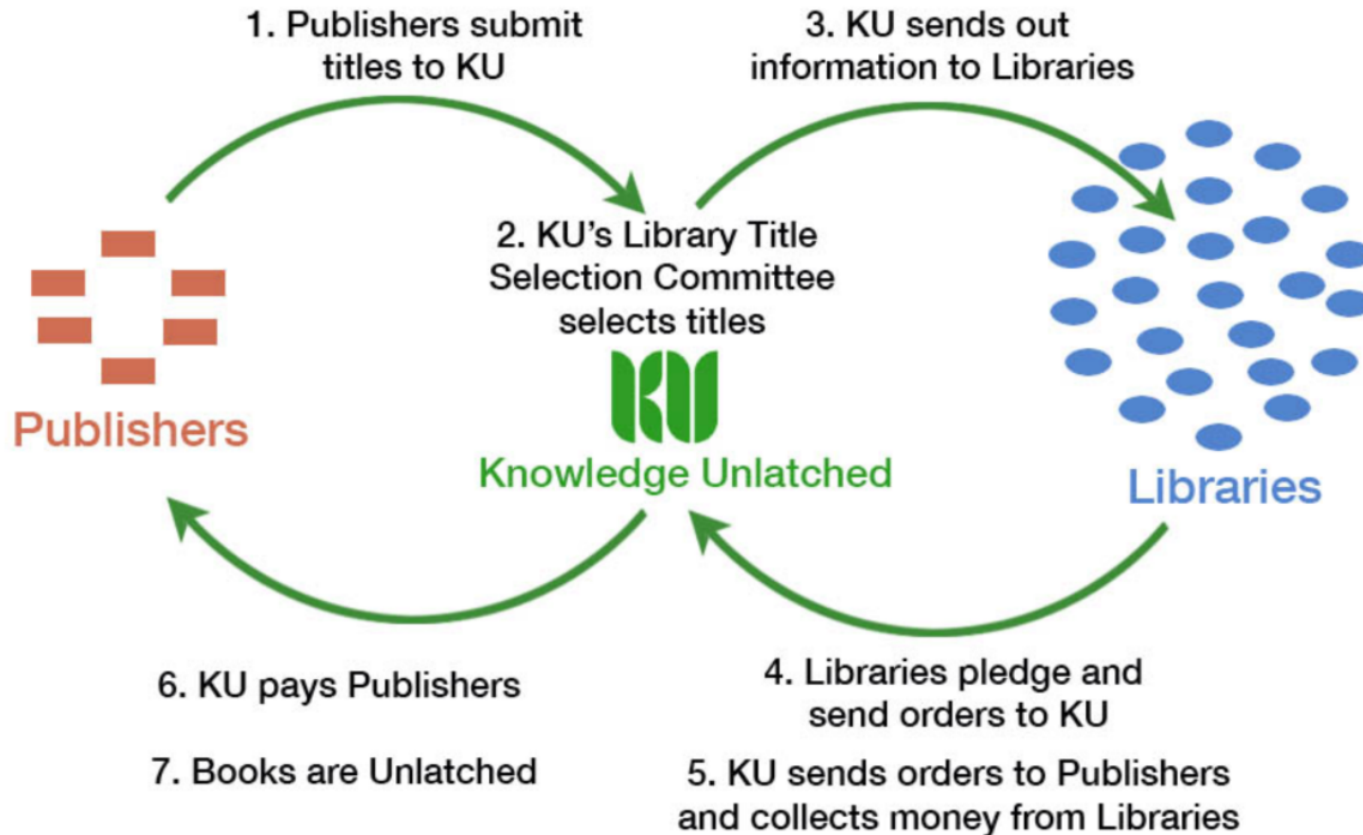
# Knowledge Unlatched: One Possible Response

- Founded by Frances Pinter in 2012 in London
- Goal: help solving financing and organization issues around OA
- Positioning half way between publishers and libraries
- Focus on monographs in the humanities and social sciences
- Only front list, only English language
- Constructive cooperation with publishers, they decide about licensing under Creative Commons
- Cost sharing: Publishers and libraries co-finance Knowledge Unlatched



Knowledge Unlatched has set out to solve the central coordination problem of Open Access

# KU Select: The Model



The KU funding mechanism can help to overcome the limitations of the APC model

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- **What Happened 2012-2016**
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# KU Development: Creating Critical Mass

Round 1

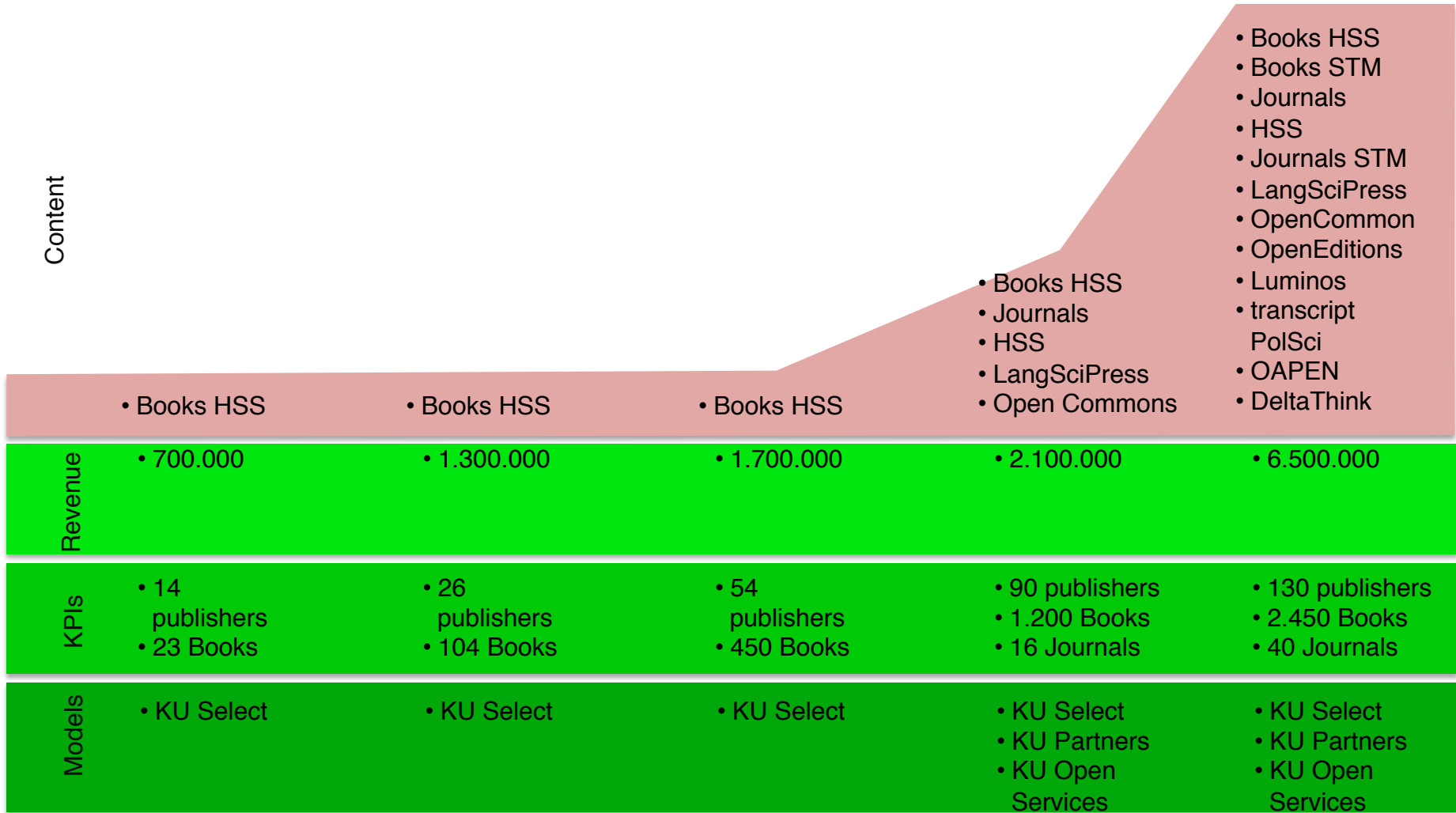
Round 2

Round 3

Round 4

Round 5

Content





# KU Select: Books (1/2)

- 60 well-respected scholarly publishers participating on 5 continents including university presses, commercial publishers and Open Access publishers
- Curated by the KU Title Selection Committee consisting of 40 librarians in 12 countries
- Looking to expand membership of Title Selection Committee for HSS and STEM
- 17 subject areas in the Humanities and Social Sciences



# KU Select: Books (2/2)

- Titles available as a fully downloadable PDF and in EPUB
- OAPEN and HathiTrust host the OA version of unlatched titles without an embargo and DRM-free.
- Preserved by CLOCKSS and Portico
- Further availability via BiblioLab or PaperHive
- KU Select 2018 will start in March



Knowledge Unlatched has become the biggest OA model in the world

# KU Select: Journals And The Other Half of the Moon

- Approx. 40% of all research in the Humanities and Social Sciences is being published in journals
- Funding agencies are looking for ways to flip journals from subscription based to Open Access
- Publishers under increasing pressure to meet funders' requirements
- Especially smaller publishers do not have business models for flipping in place
- 16 journals funded for 3 years by KU Select 2017
- These journals will be APC free



Knowledge Unlatched is very well suited to flip journals and even full collections to Open Access!

# KU Open Services: Helping Publishers to Get Better at Open Access

Problem:

- Many publishers do “a few” OA titles, but cannot manage them professionally

KU’s offer:


- Availability in discovery systems DOAB, Google Scholar, ProQuest Serial Solutions, ExLibris (Primo Central), EBSCO Discovery Service, Knowledge Base, Worldcat and others
- Archiving with Portico and CLOCKKS
- Quarterly reporting on usage data
- Libraries provided with MARC records and direct push notification to 450+ KU libraries
- KU Open Services increases transparency and effectiveness to both publishers and libraries
- So far, more than 300 titles by 10 publishers have been committed



KU leverages its setup for Open Access beyond its core products to make more titles available openly

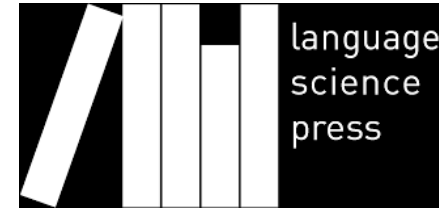
# KU Partners: Connecting funders to ideas

- OA as a fragmented space, both on the publisher and the library/funder side
- Market entry barriers to smaller initiatives:
  - High consolidation
  - Focus of OA debate on journals/APCs
  - Distribution power of big players
- Idea: One platform for outreach and pledging and one sales team globally can help structure the field
- Partners share cost and increase efficiency
- KU Partners open for others to join



A central market place for Open Access can address a lot of the issues in the space

# Making Open Access Work With Others: Case Study LSP



- Language Science Press first KU Partner, started 2017. Scholarly led publishing house, more than 1000 supporters in the field of Linguistics. However, don't have a sales team, the time and systems in place to promote their OA model to libraries worldwide
- KU and LSP partnered so that LSP can focus on what they are good at, publishing high-quality books in Linguistics. KU is responsible for the financing of their OA model
- Raised €300k+ in one-year for the new LSP OA program, which allows them to sustain their operations for the next three years



OA becomes more powerful through international cooperation

# KU Partners in 2018

[transcript]



UNIVERSITY OF CALIFORNIA PRESS

Luminos



HAU BOOKS



The Open Commons  
of Phenomenology





# Thank You for Your Attention

Sven Fund  
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# KU Select 2017: Discoverability

- Unlatched titles are hosted on OAPEN and HathiTrust and indexed in the Directory of Open Access Books, the Directory of Open Access Journals, OCLC's Worldcat as well as through library discovery tools
- MARC records are available on OAPEN's website as a feed in several formats and contain all titles from KU collections
- Skeleton MARC records are available
- Email notifications available when new MARC records and titles are available

# KU Select 2017: Usage Reports

Usage data are provided by OAPEN and HathiTrust to KU. KU provides reports of usage and geolocation data as well as institutional reports to supporting libraries on a quarterly basis

Chart 4: Publishers with most institutional downloads from OAPEN for Pilot and Round 2 titles (COUNTER-compliant)

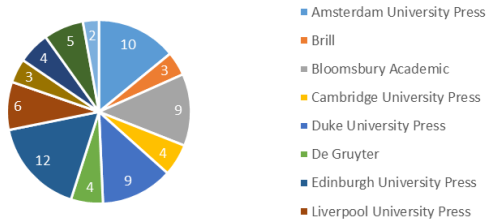
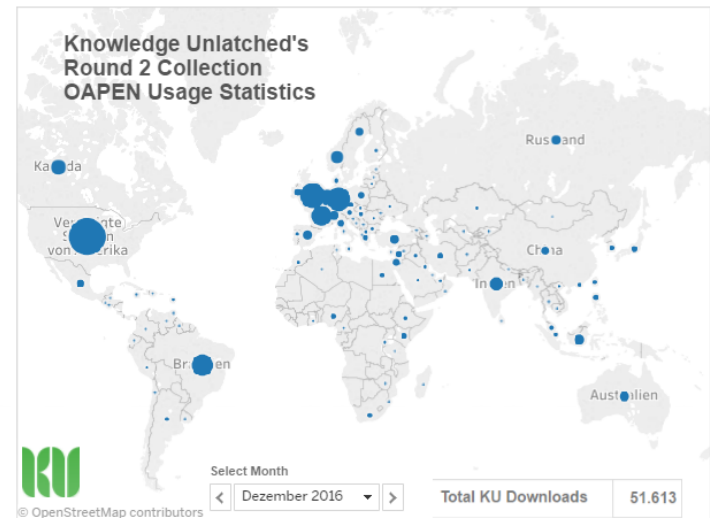
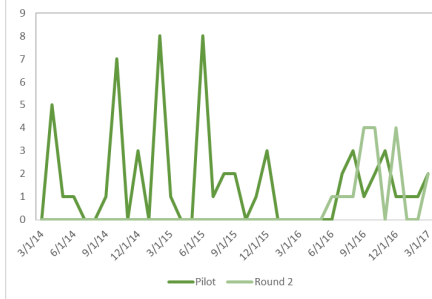
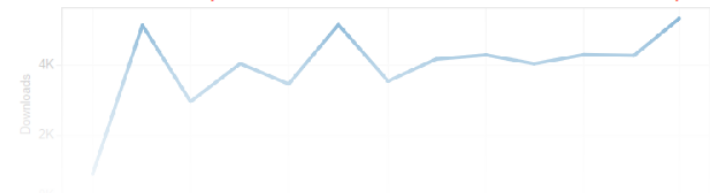


Chart 3: Total OAPEN downloads by collection over time (COUNTER-compliant)



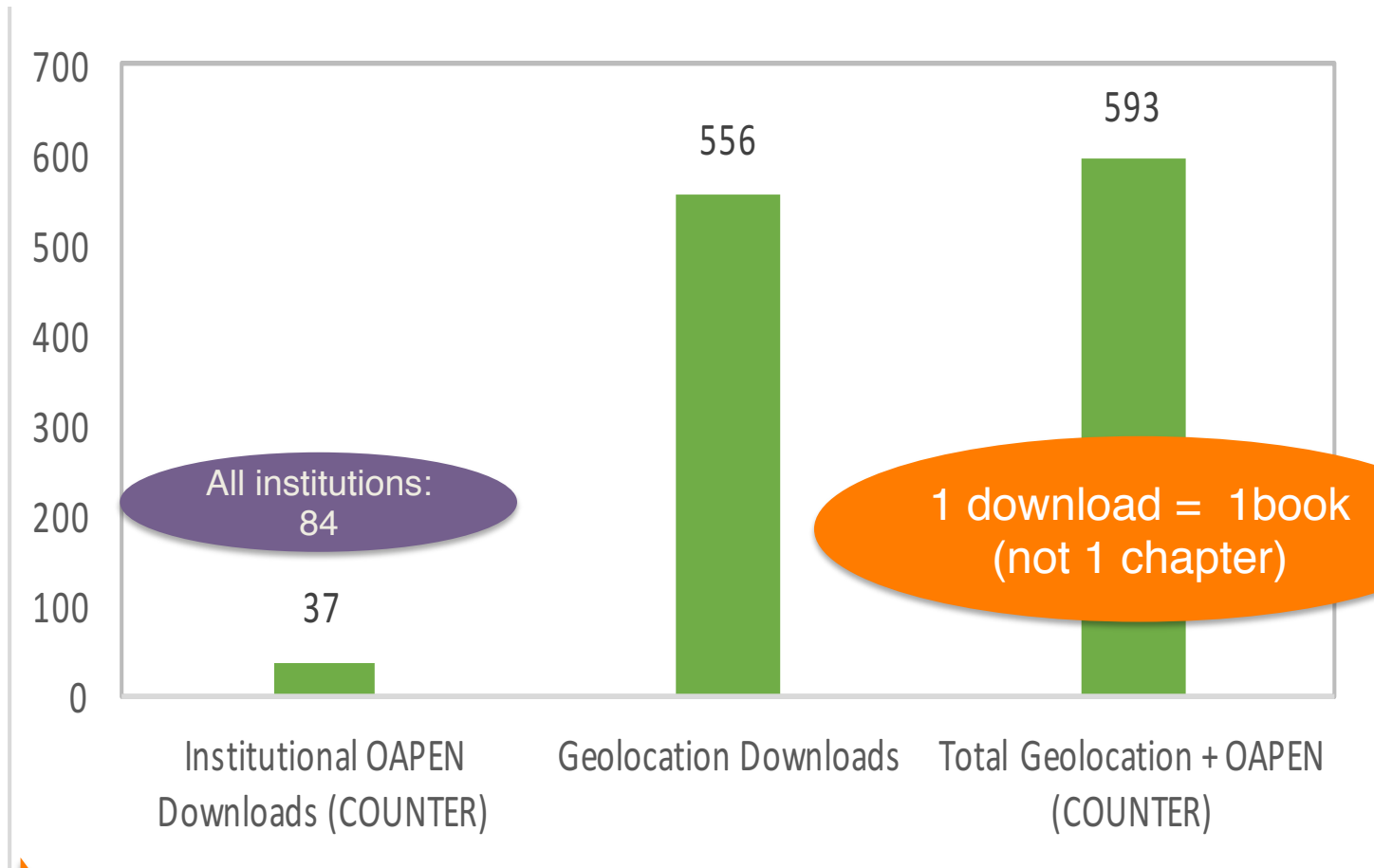
Select a download point below to see its distribution on the map



Institution	Collection	Publisher	Title	Unlatching Date	Total	Mar-14	Apr-14
Curtin University	Pilot	Edinburgh University Press	The Ethics of Armed Conflict - A Cosmopolitan Just War Theory	10/03/2014	10	0	0
Curtin University	Pilot	Amsterdam University Press	Fighting for a Living	06/03/14	10	0	0
Curtin University	Pilot	Rutgers University Press	Electronic Iran - The Cultural Politics of an Online Evolution	10/03/2014	4	0	0
Curtin University	Pilot	Temple University Press	Constructing Muslims in France - Discourse, Public Identity, and the Politics	10/03/2014	4	0	0
Curtin University	Pilot	Bloomsbury Academic	China's iGeneration - Cinema and Moving Image Culture for the Twenty-First	30/04/2014	3	0	0
Curtin University	Pilot	Duke University Press	My Voice is My Weapon - Music, Nationalism and the Poetics of Palestinian	10/03/2014	3	0	0
Curtin University	Pilot	Liverpool University Press	Beasty Journeys - Travel and Transformation at the Fin de siècle	10/03/2014	3	0	0
Curtin University	Pilot	Bloomsbury Academic	On Global Citizenship	13/06/2014	3	0	0
Curtin University	Pilot	Bloomsbury Academic	Human Rights and Democracy - The Precarious Triumph of Ideals	13/03/2014	2	0	0
Curtin University	Pilot	Brill	Aging Gracefully in the Renaissance - Stories of Later Life from Petrarch to N	26/03/2014	2	0	0
Curtin University	Pilot	De Gruyter	The World Jewish Congress During The Holocaust - Between Activism and R	14/07/2014	2	0	0
Curtin University	Pilot	Edinburgh University Press	The Emergence of Irish Gothic Fiction - Histories, Origins, Theories	10/03/2014	2	0	0
Curtin University	Pilot	Liverpool University Press	Rhetorics of Belonging - Nation, Narration and Israel/Palestine	10/03/2014	2	0	0
Curtin University	Pilot	Purdue University Press	Understanding the Global Energy Crisis	13/03/2014	2	0	0
Curtin University	Pilot	Cambridge University Press	Networks and institutions in Europe's emerging markets	22/05/2014	2	0	0
Curtin University	Round 2	Leiden University Press	Islam, Politics and Change	01/04/2016	2	0	0
Curtin University	Round 2	Duke University Press	Gesture and Power	10/03/2016	2	0	0
Curtin University	Round 2	Duke University Press	Moral Economies of Corruption	10/03/2016	2	0	0
Curtin University	Round 2	Yale University Press	Wollstonecraft, Mill, and Women's Human Rights	18/03/2016	2	0	0
Curtin University	Pilot	Cambridge University Press	The Myth of Piers Plowman - Constructing a Medieval Literary Archive	10/04/2014	1	0	0
Curtin University	Pilot	Duke University Press	Biological Relatives - IVF, Stem Cells and the Future of Kinship	10/03/2014	1	0	0
Curtin University	Pilot	Duke University Press	Ever Faithful - Race, Loyalty and the Ends of Empire in Spanish Cuba	10/03/2014	1	0	0
Curtin University	Pilot	University of Michigan Press	Law, Liberty, And The Pursuit Of Terrorism	11/07/2014	1	0	0
Curtin University	Pilot	University of Michigan Press	Partisan Gerrymandering and the Construction of American Democracy	10/03/2014	1	0	0
Curtin University	Pilot	Purdue University Press	Composing the Party Line - Music and Politics in Early Cold War Ireland and E	15/03/2014	1	0	0



# Adding Geolocation Data: Example Cambridge & Boston

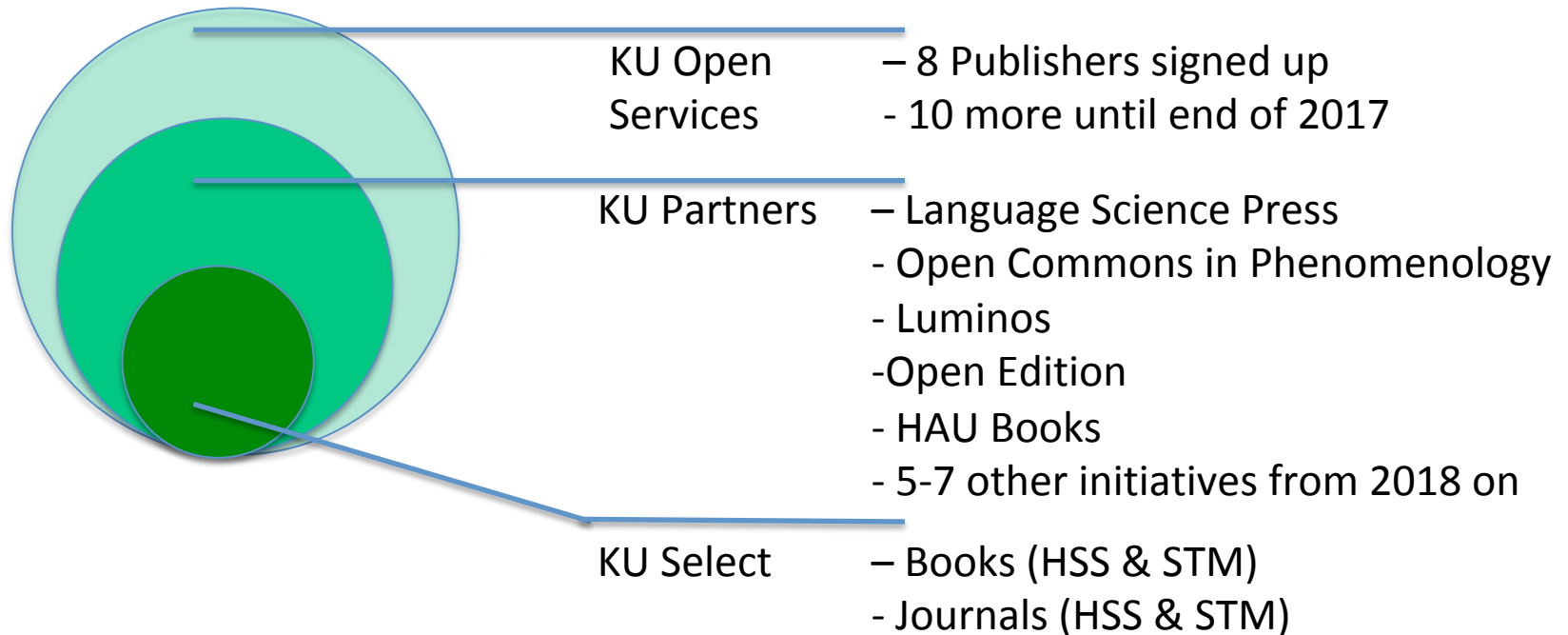


Only 3.9-13.5% of all usage in the Cambridge/Boston area is recorded in COUNTER!

# Double Dipping: Avoiding Inefficiencies

- Challenge: Academic publishing as a multi channel business, publishers have only limited influence over prices and discounts
- Analysis of the Big 10 libraries in the United States: “Double dipping“ for KU titles 50-70%!
- KU’s goal of moving from special into regular acquisition budget as soon as possible seems within reach
- Many libraries already use ways to avoid double dipping (or do so for a reason, of course)
- KU offers complete title lists as well as skeleton MARC records to block acquisition of titles in other channels
- Vendors’ systems (ProQuest, EBSCO) can block unintended ebook acquisition in systems like through suppress lists

# KU is developing into an open OA funding platform



▶ Platforms like Knowledge Unlatch help to fund and organize independent of a specific organization