Open Access and Society: Impact and Engagement

Will Frass | STM Conference | April 2015
...and this shows what a mountain range might look like when viewed through a tennis racket.

Open Access and Society: Impact and Engagement

Will Frass | STM Conference | April 2015

Taylor & Francis
ALPSP

Open Access and Society:
Impact and Engagement

Taylor & Francis / Association of Learned and Professional Society Publishers Survey of Learned Societies

July 2014
2014 Survey of Learned Societies

Demographic Profile of Survey Respondents...

Membership numbers...

- 0 – 449: 29%
- 500 – 999: 20%
- 1,000 – 2,999: 18%
- 3,000 – 4,999: 10%
- 5,000 – 9,999: 6%
- 10,000+: 17%
2014 Survey of Learned Societies

Demographic Profile of Survey Respondents...

Membership numbers...

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Subjects disciplines...

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Taylor & Francis  ALPSP
2014 Survey of Learned Societies

Demographic Profile of Survey Respondents...

Target population...

- **Taylor & Francis** society contacts
- Journals published by T&F
- Journals *not* published by T&F
- **Association of Learned and Professional Society Publishers** contacts

139 responses
2014 Survey of Learned Societies

...and Responses
2014 Survey of Learned Societies

...and Responses

“Unexpected Item in Bagging Area”
2014 Survey of Learned Societies

...and Responses

“Age Verification Required!”
Demographic Profile of Survey Respondents…

2014 Survey of Learned Societies… and Responses by Country

Taylor & Francis                   ALPSP
### 2014 Survey of Learned Societies

...and Responses by Country

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2014 Survey of Learned Societies

...and Responses by Country
2014 Survey of Learned Societies

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2014 Survey of Learned Societies

...and Responses by Country

Taylor & Francis

ALPSP
2014 Survey of Learned Societies

...and Responses by Country
Overall when thinking about Open Access with respect to our society...
Overall when thinking about Open Access with respect to our society...
Overall when thinking about Open Access with respect to our society...
Overall when thinking about Open Access with respect to our society...
Thinking about the next five years, what concerns you the most...

2014 Survey of Learned Societies

Surviving financially after open access

Financial stability

Diversification of revenue

Decreasing perception of relevance
2014 Survey of Learned Societies

Surviving financially after Open Access

Surviving financially after open access

Financial stability

Diversification of revenue

Decreasing perception of relevance
In an ideal world...

- 41% agree
- 27% neutral
- 18% disagree
- 10%
- 4%

...all research published by our society would be freely accessible

T&F 2013 OA Survey

Surviving financially after Open Access

...all research outputs should be free for everyone to read online
Surviving financially after Open Access

In an ideal world...

...all research published by our society would be freely accessible

- agree: 41%
- neutral: 27%
- disagree: 10%

T&F 2013 OA Survey

...all research outputs should be free for everyone to read online

- agree: 29%
- neutral: 37%
- disagree: 11%
In an ideal world...

- 4% disagree
- 10% neutral
- 18% agree
- 27% of learned societies would publish all research freely accessible

In the real world...

- 6% disagree
- 12% neutral
- 18% agree
- 36% of learned societies would be willing to earn less money from publishing Open Access journals
2014 Survey of Learned Societies

Surviving financially after Open Access

Proportion of revenue generated from publishing

19%

Less than 5%

Taylor & Francis  ALPSP
2014 Survey of Learned Societies

Proportion of revenue generated from publishing

- Less than 5%: 19%
- Up to 25%: 31%

Surviving financially after Open Access
2014 Survey of Learned Societies

Surviving financially after Open Access

Proportion of revenue generated from publishing

- Less than 5%: 19%
- Up to 25%: 31%
- Up to 50%: 23%
2014 Survey of Learned Societies

Surviving financially after Open Access

Proportion of revenue generated from publishing

- Less than 5%: 19%
- Up to 25%: 31%
- Up to 50%: 23%
- Up to 75%: 17%
### 2014 Survey of Learned Societies

#### Proportion of revenue generated from publishing

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**Surviving financially after Open Access**
2014 Survey of Learned Societies

Proportion of revenue generated from publishing

- Less than 5%: 19%
- Up to 25%: 31%
- Up to 50%: 23%
- Up to 75%: 17%
- Up to 100%: 9%

Surviving financially after Open Access

- Open access ideals
- Financial realities
- Publisher expertise
2014 Survey of Learned Societies

Financial stability

Surviving financially after open access

Financial stability

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2014 Survey of Learned Societies

Importance of a **growing** financial return...

- 37% high
- 40% moderate
- 18% low

Importance of a **predictable** financial return...

- 46% high
- 38% moderate
- 13% low
- 3% very high
- 2% very low

Financial stability
Financial return generated from journal publishing...

- Rising: 1%
- Staying the same: 34%
- Falling: 51%

Financial return generated from all activities...

- Rising: 3%
- Staying the same: 34%
- Falling: 53%
2014 Survey of Learned Societies

Financial stability

I am optimistic about our society’s long term financial security...

- 41% agree
- 37% neutral
- 11% disagree
- 2% strongly disagree

Stability over growth
Steady returns
Cautious optimism

Taylor & Francis ALPSP
2014 Survey of Learned Societies

Diversification of revenue

Surviving financially after open access

Financial stability

Diversification of revenue

Decreasing perception of relevance
2014 Survey of Learned Societies

Diversification of revenue

- Open Access journals
  - Already in place: 17%
  - Not considering: 53%
  - Considering: 36%

- New subscription journals
  - Already in place: 20%
  - Not considering: 34%
  - Considering: 47%

- C.P.D.
  - Already in place: 34%
  - Not considering: 18%
  - Considering: 48%

- Outreach
  - Already in place: 40%
  - Not considering: 23%
  - Considering: 37%

- More conference activity
  - Already in place: 49%
  - Not considering: 16%
  - Considering: 35%
Diversification of revenue

2014 Survey of Learned Societies

- **Open Access journals**: 17% (Already in place), 20% (Not considering), 47% (Considering)
- **New subscription journals**: 28% (Already in place), 53% (Not considering), 36% (Considering)
- **C.P.D.**: 34% (Already in place), 18% (Not considering), 48% (Considering)
- **Outreach**: 40% (Already in place), 23% (Not considering), 37% (Considering)
- **More conference activity**: 49% (Already in place), 16% (Not considering), 35% (Considering)

Taylor & Francis ALPSP
2014 Survey of Learned Societies

Diversification of revenue

Taylor & Francis ALPSP

- Open access journals planned: 47% (Not considering), 53% (Considering)
- Conference activity expanded: 28% (Considering), 34% (Not considering)
- Fewer subscription journal launches: 20% (Considering), 36% (Not considering)
- New subscription journals: 17% (Not considering), 20% (Considering)
- C.P.D.: 18% (Not considering), 34% (Considering)
- Outreach: 23% (Not considering), 40% (Considering)
- More conference activity: 16% (Not considering), 49% (Considering)
2014 Survey of Learned Societies

Decreasing perception of relevance

Surviving financially after open access

Financial stability

Diversification of revenue

Decreasing perception of relevance
2014 Survey of Learned Societies

Decreasing perception of relevance

Open Access may change how societies are perceived by their community...

Unconcerned 3.2 Very concerned

1 2 3 4 5
2014 Survey of Learned Societies

Decreasing perception of relevance

Open Access may change how societies are perceived by their community...

Researchers would have less reason to become members of our Society in an Open Access world...
2014 Survey of Learned Societies

Green and Gold Open Access Mandates

Compliance with Green and Gold Open Access mandates...

- Unconcerned: 32%
- Very concerned: 68%

How easy will it be to comply with Open Access mandates?

- 43% Unconcerned
- 33% Concerned
- 26% Very concerned

T&F 2014 OA Survey

Taylor & Francis                  ALPSP
2014 Survey of Learned Societies

Full Results Available Online

Google

Taylor & Francis Society Survey
2014 Survey of Learned Societies

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