

Let's make a DEAL: Open Access, Business Models, and Transformation Dynamics

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Agenda I: Open Access

Our mission of disseminating knowledge is only half complete if the information is not made widely and readily available to society.

(Berlin Declaration, 2003)

Agenda, II

1. My roles and perspectives
2. The publication process/value-added chain, then and now
3. Open Access, Piracy, Business models
4. The DEAL Project
5. Transformation Dynamics, Perspectives,
6. Comments, Discussion

1. My roles and perspectives

Role 1: I am a scientist, a mathematician

- author, referee, editor, ...

Role 2: I am a science manager

- DMV, DFG, DEAL, ...

2. The publication process, then

The value-added chain, then:

- 1. do the research**
2. type it (on a typewriter)
3. do corrections
4. mail to the editor
5. they mail out to referees, etc.
- 6. refereeing**
7. manuscript is revised, finalized
8. mail final manuscript to the publisher
- 9. typesetting**
10. drawing figures
11. proofs, corrections
- 12. printing**
- 13. mail** the journal to subscribers

NOTE

ON THE POSET OF PARTITIONS
OF AN INTEGER

2.

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1.

Günter M. Ziegler

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Department of Mathematics, 2-251

4.

Massachusetts Institute of Technology

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Cambridge, MA 02139, U.S.A.

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*Department of Mathematics, 2-251,
Massachusetts Institute of Technology,
Cambridge, Massachusetts 02139*

8. mail final manus

in sign in general

Communicated by the Managing Editors

9. typesetting

Received June 17, 1985

10. drawing figures

11. proofs, corrections

12. printing

We study the posets (partially ordered sets) P_n of partitions of an integer n ordered by refinement, as defined by G. Birkhoff, "Lattice Theory" (3rd ed. Publ. Vol. 25, 1967, Amer. Math. Soc. Providence, R.I. In particular we prove the conjecture that the posets P_n are Cohen-Macaulay for all n , and show that the Möbius function on the intervals does not alternate in sign in general.

13. mail the journal to subscribers

Academic Press, Inc.

2. The publication process, then and now

The value-added chain, now:

1. **do the research**
2. **type it** (using LaTeX, TikZ, etc.)
- ~~3. do corrections~~
4. **(pre)publish it on the arXiv**
5. submit to the editorial system (or email to the editor)
6. email out to referees, etc.
7. **refereeing (?)**
8. manuscript is revised, finalized
9. submit final manuscript to the publisher
10. **typesetting** formatting
- ~~11. drawing figures~~
12. proofs, corrections
13. indexing, generate metadata
14. put it on the journal website, make accessible to subscribers
15. printing (?), distribute (?) journal to subscribers

3. Open Access, Piracy, Business Models

3a. Open Access

Our mission of disseminating knowledge is only half complete if the information is not made widely and readily available to society. (Berlin Declaration, 2003)

We are not anymore publishing in a scientific journal in order to make our work accessible (so that it can be found/read), but

- for the quality-control stamp and
- for the reputation.

Crazy situation: with the reputation the work disappears behind a paywall?!

Demand true Open Access!

Not green OA (we have that anyway)

Not fake gold OA (see lecture to follow mine...)

3. Open Access, Piracy, Business Models

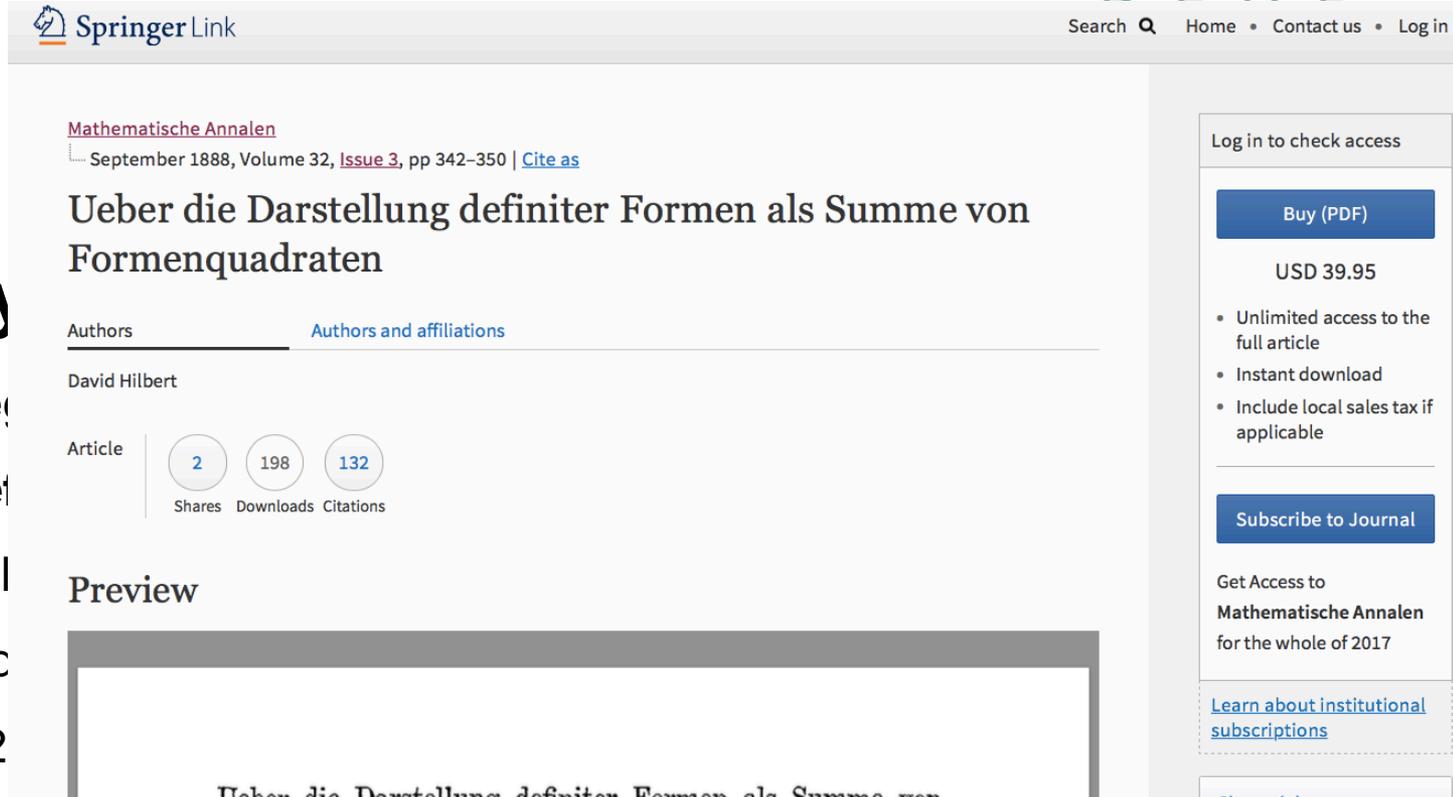
3b. Piracy

- Piracy is illegal, but it helps with access.
- **The most effective way to fight piracy is Open Access!**
- As long as the publishers fight open access, piracy works on our side
- What's the difference to piracy in the music industry, piratebay?
- As of Nov. 2017, the DNS entry for <http://sci-hub.bz> inactive,
... but **80.82.77.83** works
- ResearchGate? Academia.edu?
- Publishers (claim to) agree that the system is not sustainable, it has to change to “paying for publishing” in place of “paying for reading”.

3. Open

3b. Piracy

- Piracy is illegal
- The most effective way to combat piracy is to make the content available for free
- As long as the content is available for free, piracy is not a problem
- What's the catch?
- As of Nov. 2017



Mathematische Annalen
September 1888, Volume 32, Issue 3, pp 342–350 | [Cite as](#)

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Authors [Authors and affiliations](#)

David Hilbert

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3. Open

DISCRETE MATHEMATICS 10 (1974) 201–216. © North-Holland Publishing Company

3b.

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THE PROJECTION OF THE f -VECTORS OF 4-POLYTOPES ONTO THE (E, S) -PLANE*

David BARNETTE

Department of Mathematics, University of California, Davis, Calif. 95616, USA

Received 25 March 1974

Abstract. We characterize all pairs of integers (E, S) such that there exist convex 4-dimensional polytopes with exactly E edges and S 2-dimensional faces.

3. Open Access, Piracy, Business Models

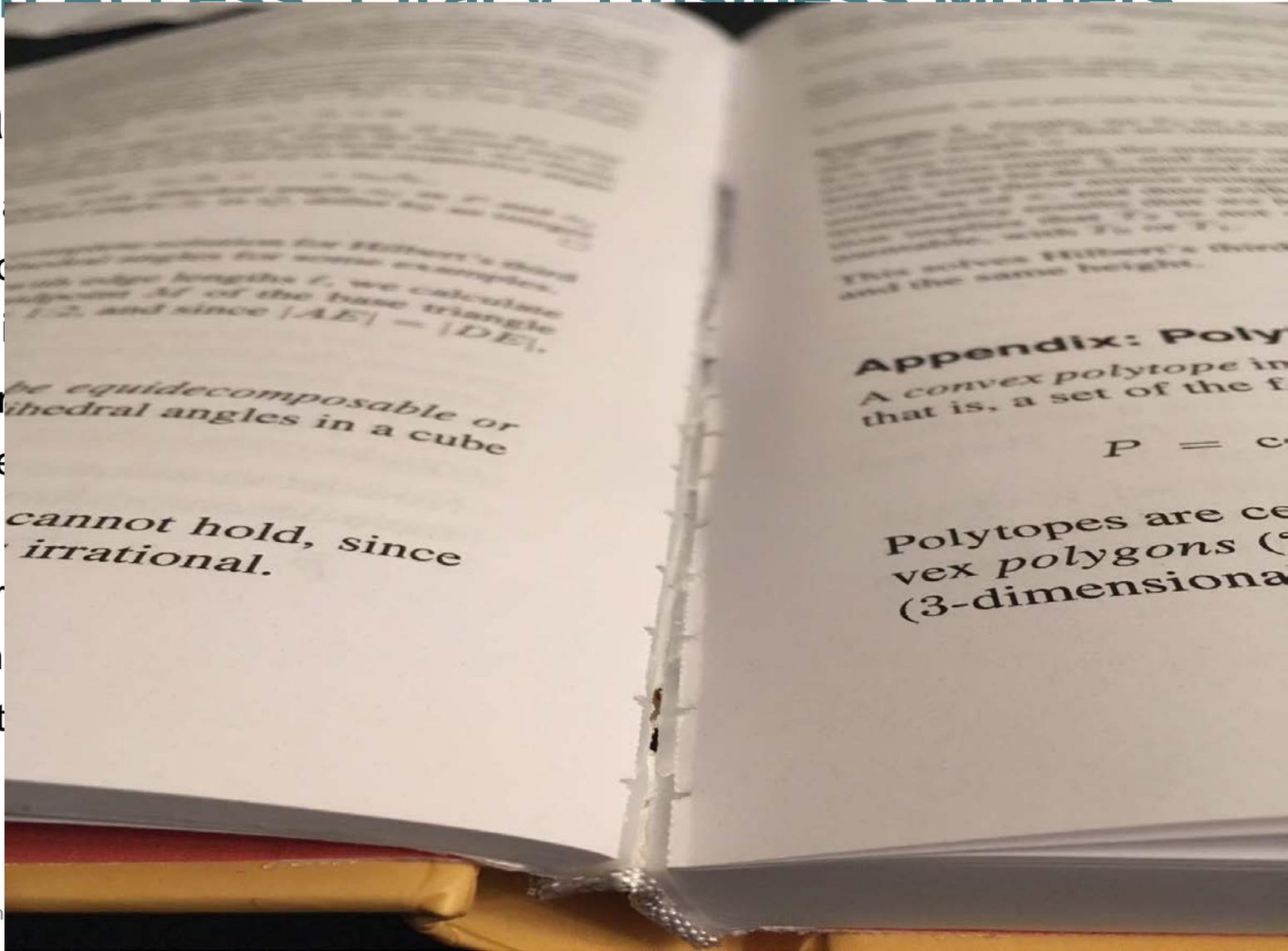
3b. Piracy

- Springer and others (including e.g. Princeton University Press) let POD printing (or rather the polishing?) be done by “lightning source,” not very high quality.
- At the same time, lightning source acts as a pirate printing company, who illegally reprint books and sell them on Amazon (who are thus a piracy platform, like sci-hub?)
- Does Springer sell its own pirated books?
See Chinese characters on book covers...
They do they sell cheap reprints that don't feel like a real Springer book.

3. Open Access Piracy Business Models

3b. Piracy

- Springer's open access printing (OAP) is a high quality service
- At the same time, Springer illegally reprints Springer's content on a platform, which is not Springer's
- Does Springer benefit from this? See China's piracy of Springer's content. They do not



3. Open Access, Piracy, Business Models

3c. Quality publishing

Do we need the publishers? What do they provide/add? Do we pay for that?

Pay only the quality publishers, for the quality work!

Quality?

- referees are not paid, editors only partially
- language editing?
- infrastructure (editorial systems, but also springerlink, sciencedirect)?

3. Open Access, Piracy, Business Models

3d. Current business model

- get the goods for free (papers from scientists, already typeset)
- add rather little added value
- sell expensively back to us – in “subscription model”:
outdated, but still very profitable
- big business, huge profits,
- which are invested into lobbying, but not into quality

3. Open Access, Piracy, Business Models

3d. Business models

Business model jeopardized:

- libraries are broke, not sustainable!
- big publishers kill small publishers, by bundles/contracts
- journals kill books, by bundles/contracts
- by Open Access movement (not taken seriously yet)
- by Internet/piracy

3. Open Access, Piracy, Business Models

3d. New business models

What do we need from the publishers?

What do we want to buy from them?

What do they provide?

**Pay the publishers for publishing,
not for the letting-read**

“What is it worth?”

4. The DEAL Project

The DEAL project has a mandate to negotiate national licences for the Electronic Journals for “all of Germany” with the three major Science Publishers

- Elsevier
- SpringerNature
- Wiley

4. The DEAL Project – Principles

1. **One, New, Contract**

(we have to determine fair prices “ab initio”, not a reduction)

2. **Transparency**

(one contract for all, and of course it is going to be public),

3. **Open Access**

(all papers from Germany should be published gold-OA immediately)

4. **Fair Prices**

(gauged by “per paper published with first author from Germany”)

5. **Future-Oriented, Sustainable Pricing**

(designed for an open-access future; sustainable for the sciences, for the publishers, also in view of prepublishing, piracy, open access)

4. The DEAL Project – the price to pay

What should we pay?

We pay for the German share in publishing with N.N.

The fair price is

#articles published (with a German first author)

- * (reasonable) PAR (“publish and read fee”)
- * (possibly) growth factor

5. Transformation Dynamics

Elsevier to resigning editor W. Marquardt, Oct. 2017:

Germany has always been an innovation leader, but other countries are catching up quickly. (...)

The complexities involved in the negotiations largely stem from Germany's ambition to move to a fully gold open access world. (...)

Germany's challenge, however, is that **the vast majority of research nations – among which the US, China and Japan – do not pay to broadcast their research to the rest of the world** like Germany wants to do. Instead they **prefer to publish under the subscription model**, and support green open access (i.e. delayed manuscript sharing). As a result, immediate access to content from the rest of the world is not free.

5. Transformation Dynamics

Germany is 5-6% of the World Science Market
(e.g. in terms of publications)

... comparable to UC system

... we are fighting not alone, but more support
would be helpful

... this is the time to say we want Open Access!

DEAL Negotiations: Elsevier

- **Non-renewal** of licence agreements
 - Approx. 70 academic institutions cancelled their contracts for 2017
 - This number grew to about 200 for 2018, including major universities and research institutes
- Elsevier finally kept access open in 2017 and approaches research managers, academics and politicians directly. They are mostly keeping it open right now. They do a lot of lobbying. Misleading information about possible extensions of old contracts.
- Renowned scientists have started to **resign from Elsevier functions**, with more to come.
- DEAL is prepared to continue negotiations at any time on the basis of its clearly defined goals and “what it wants to buy.”



SHARE



4K



14



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The library at Berlin's Humboldt University is one of many that won't renew its Elsevier subscriptions.

HUUBOA/WIKIMEDIA COMMONS

A bold open-access push in Germany could change the future of academic publishing

By [Gretchen Vogel](#), [Kai Kupferschmidt](#) | Aug. 23, 2017, 12:15 PM

archive | Audio

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continue.

1482

No Deal: German Universities Prepare For Cut-Off From Elsevier Journals

16/12/2016 BY MONIKA ERMERT FOR INTELLECTUAL PROPERTY WATCH — 8 COMMENTS

<https://www.ip-watch.org/2016/12/16/no-deal-german-universities-prepare-cut-off-elsevier-journals/>

RELX Group's Elsevier fights open access in Germany

Posted on August 6, 2017

<http://kevin.lexblog.com/2017/08/06/relx-groups-elsevier-fights-open-access/>

German researchers resign from Elsevier journals in push for nationwide open access

By [Gretchen Vogel](#) | Oct. 13, 2017, 3:30 PM

<http://www.sciencemag.org/news/2017/10/german-researchers-resign-elsevier-journals-push-nationwide-open-access>



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News & Comment > News > 2017 > February > Article

NATURE | NEWS

German scientists regain access to Elsevier journals

Publisher restores access as negotiations for a nationwide licence continue.

[Quirin Schiermeier](#)

14 February 2017

Nature | [doi:10.1038/nature.2017.21482](https://doi.org/10.1038/nature.2017.21482)

DEAL Negotiations: SpringerNature and Wiley

- Negotiations since early 2017
- Productive discussions and **agreement on the Publish & Read model (PAR) in principle**
 - Both publishers acknowledge the transformative nature of the journals market
 - Challenges remain
- Next steps
 - **Interim continuation of current agreements for 2018** with frozen prices in order to gain time for concluding the negotiations
 - Aiming at DEAL licence starts during 2018

6+. Comments, Discussion

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