Interpreting the Shadows on the Elephant in the Room

Why Economic Arguments Fail to Explain Scholarly Communications

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Slides: http://bit.ly/SE_oa-elephant

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29 Sep

ELife to charge APCs

This is really interesting. I like the way that the rationale for the pricing is laid out in detail #openaccess
twitter.com/eLife/status/7…

Stefano Tonzani
@tonzani

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@CameronNeylon @openscience Stuff costs money. If it's free, it will either fold in the future or it will have to start charging.

6:29 PM - 29 Sep 2016

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29 Sep

ELife to charge APCs

This is really interesting. I like the way that the rationale for the pricing is laid out in detail #openaccess
twitter.com/eLife/status/7…

Elizabeth Yates
@LibraryWriteHer

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Yes: cost breakdown is fascinating & refutes myth that publishing is free. But APCs are not a sustainable model IMO.
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1

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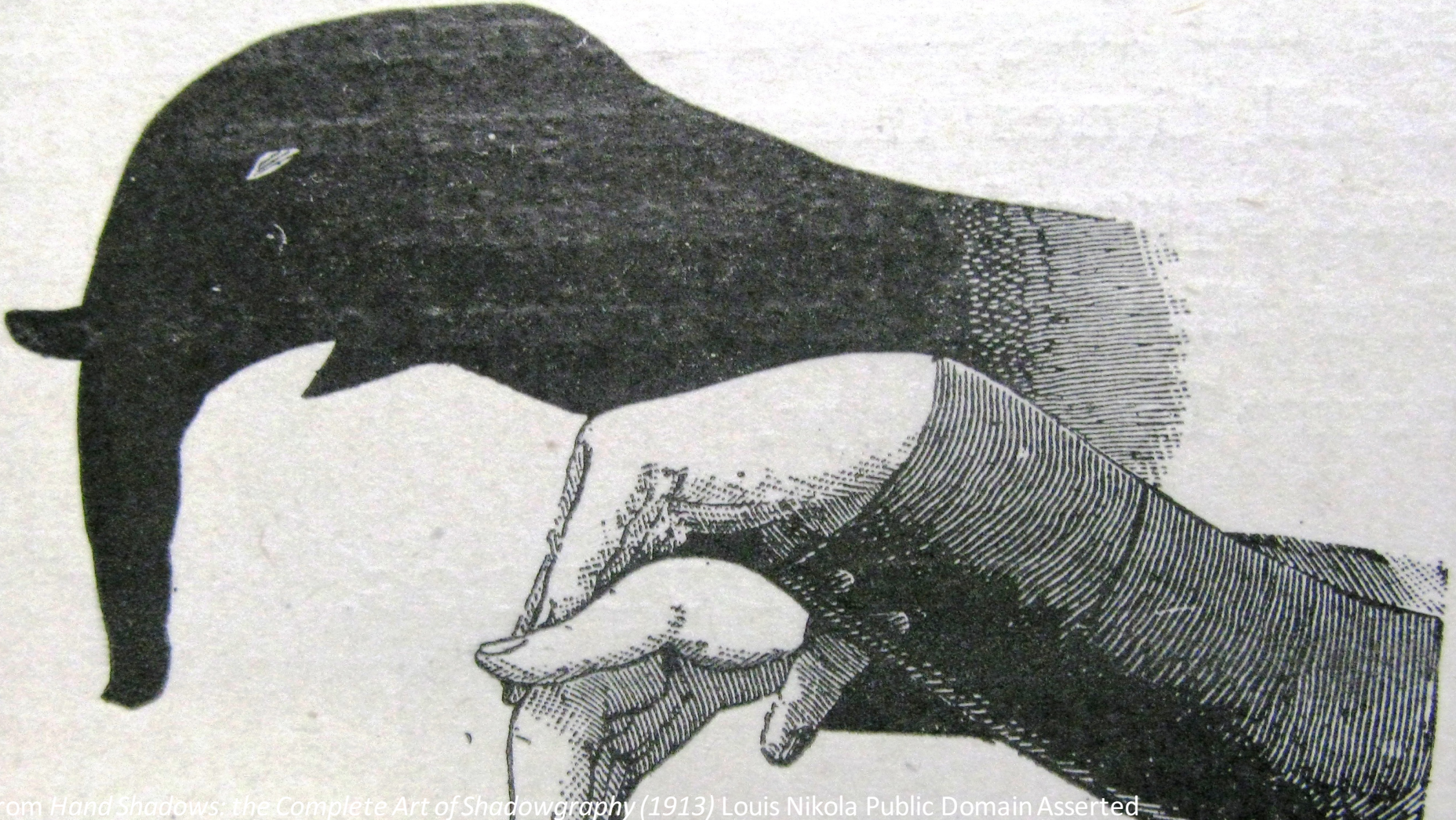

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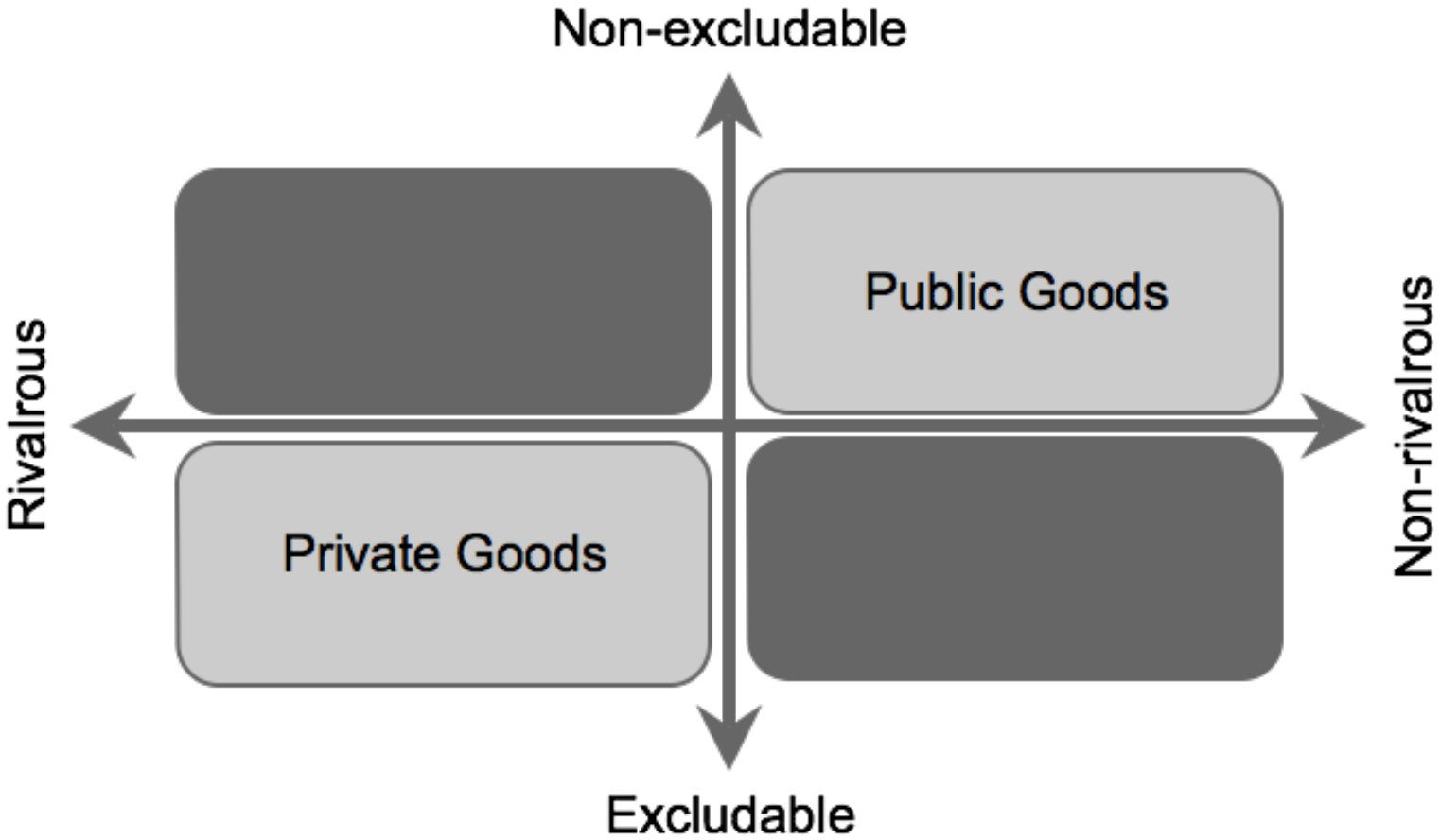
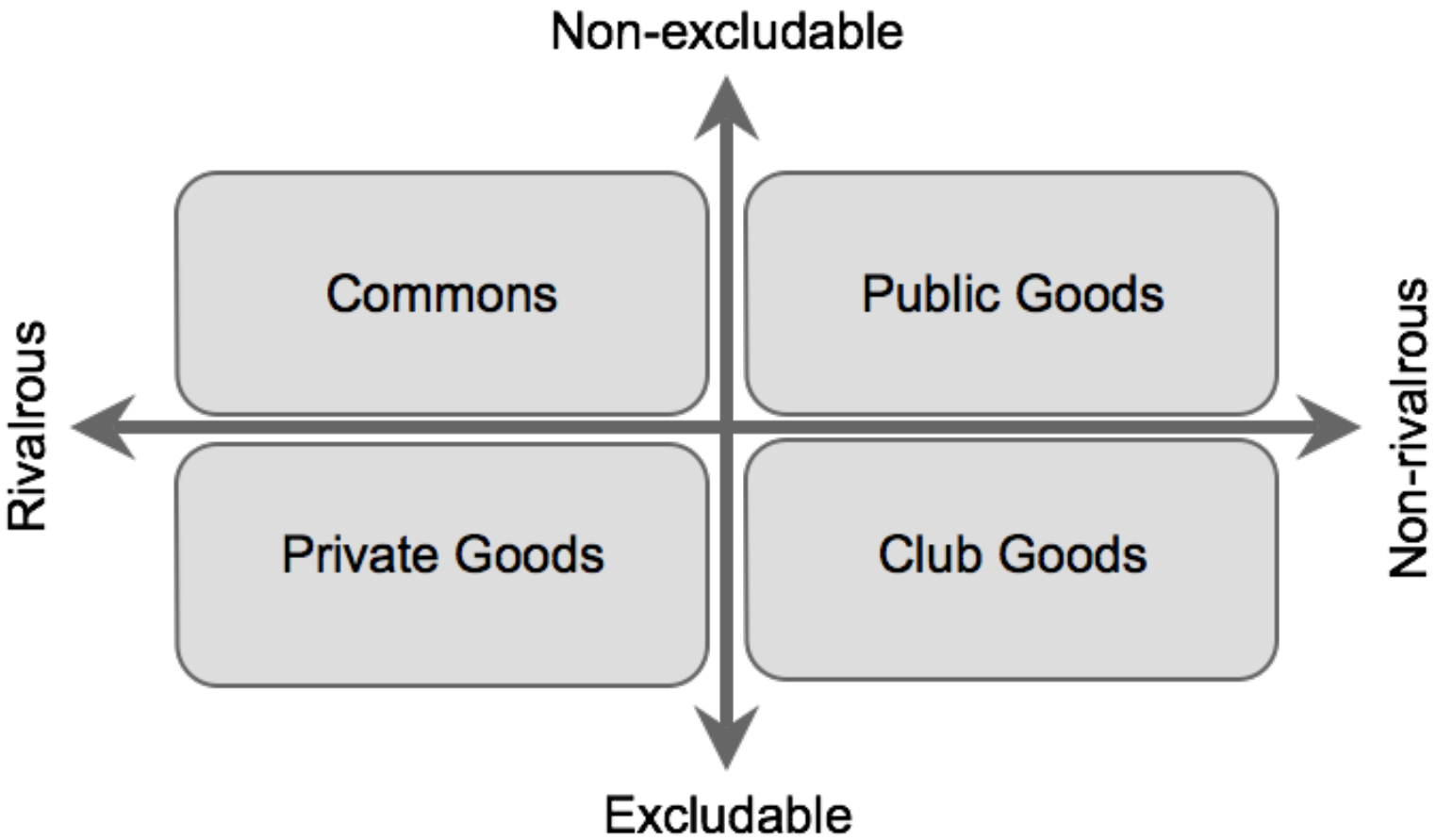
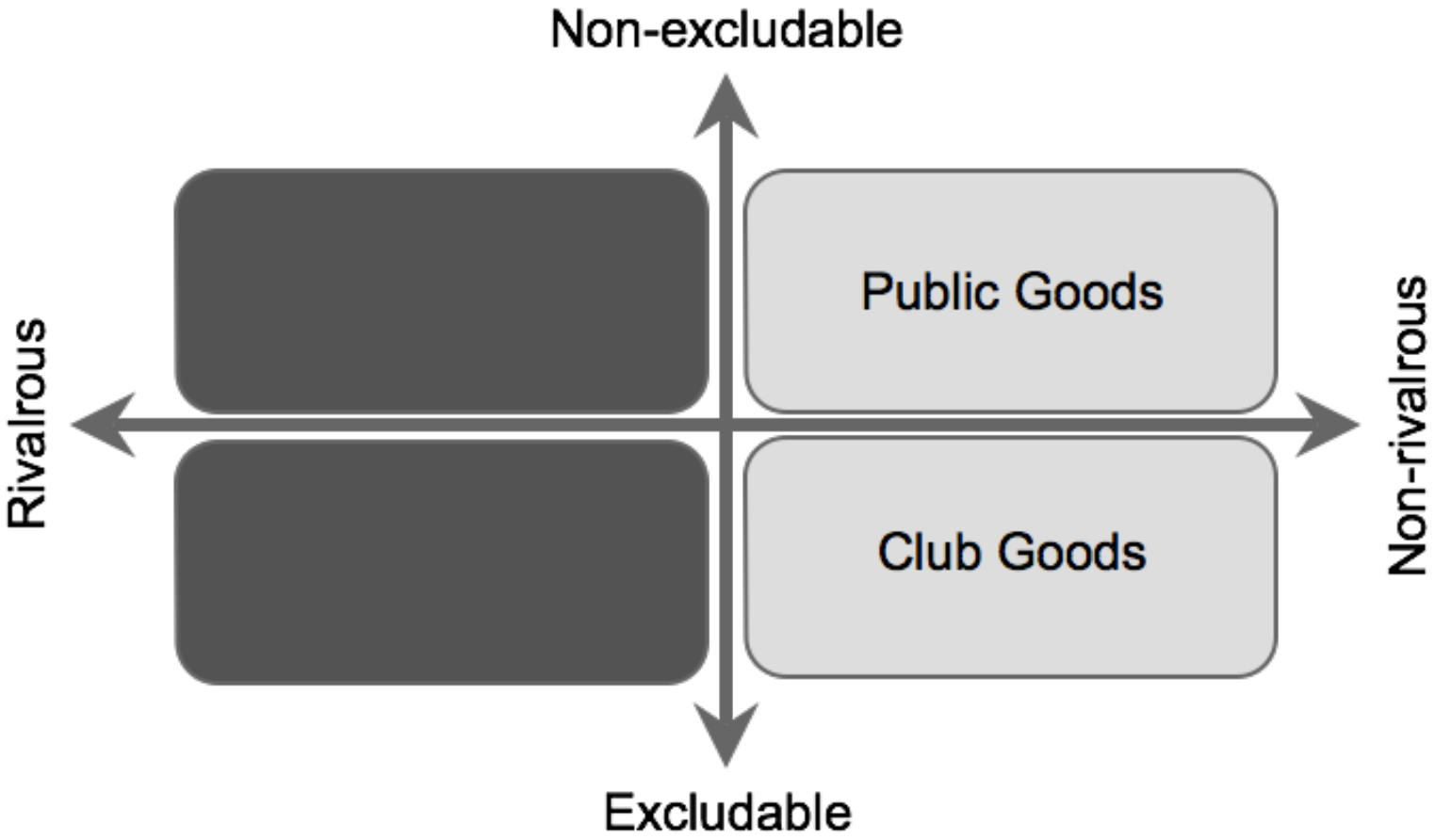

Non-excludable
Rivalrous
Public Goods
Non-rivalrous
Private Goods
Excludable

He who receives an idea from me, receives instruction himself without lessening mine; as he who lights his taper at mine, receives light without darkening me.

Thomas Jefferson


Non-excludable
Commons
Public Goods
Rivalrous
Non-rivalrous
Private Goods
Club Goods
Excludable

…knowledge is a club good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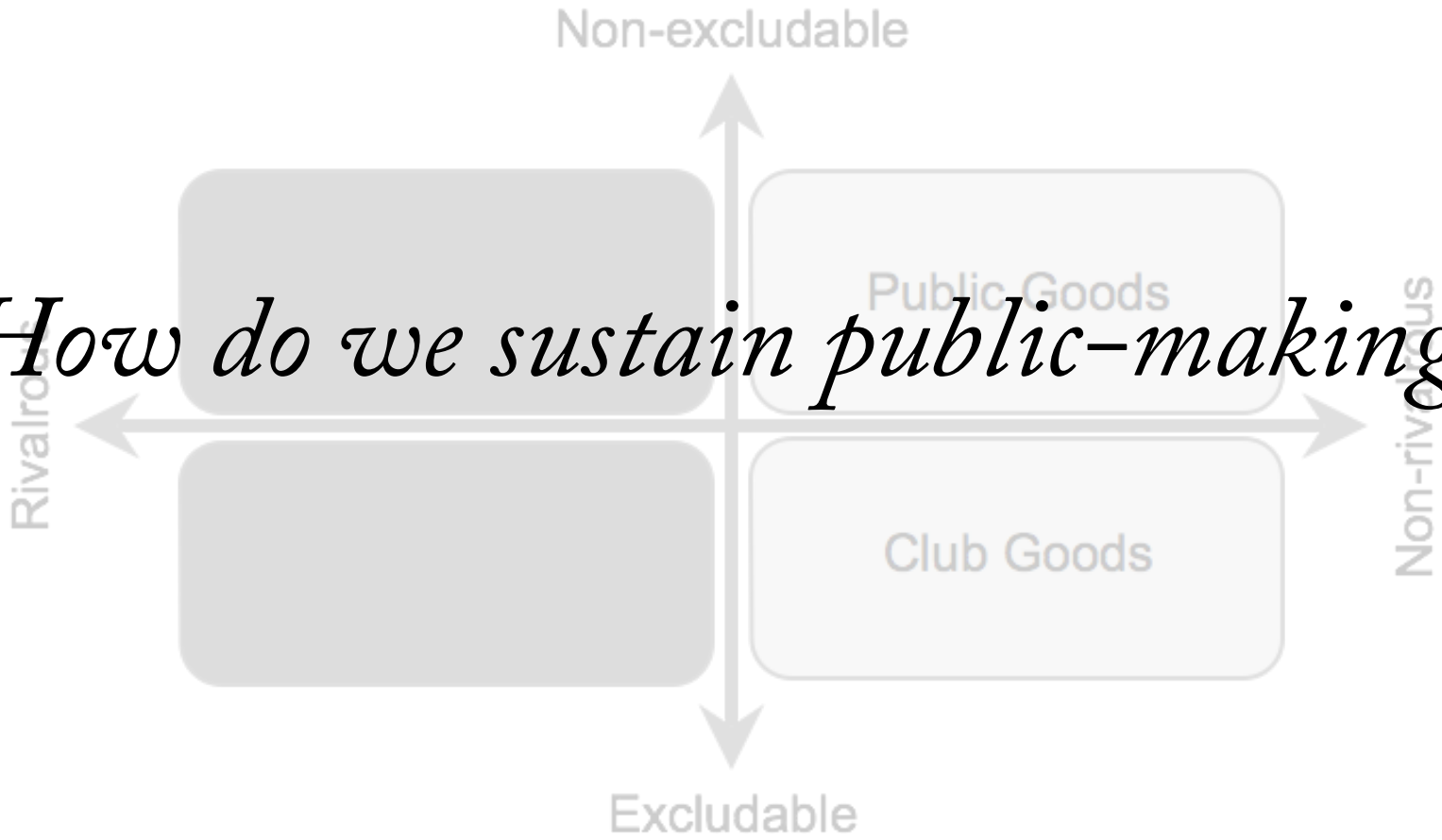
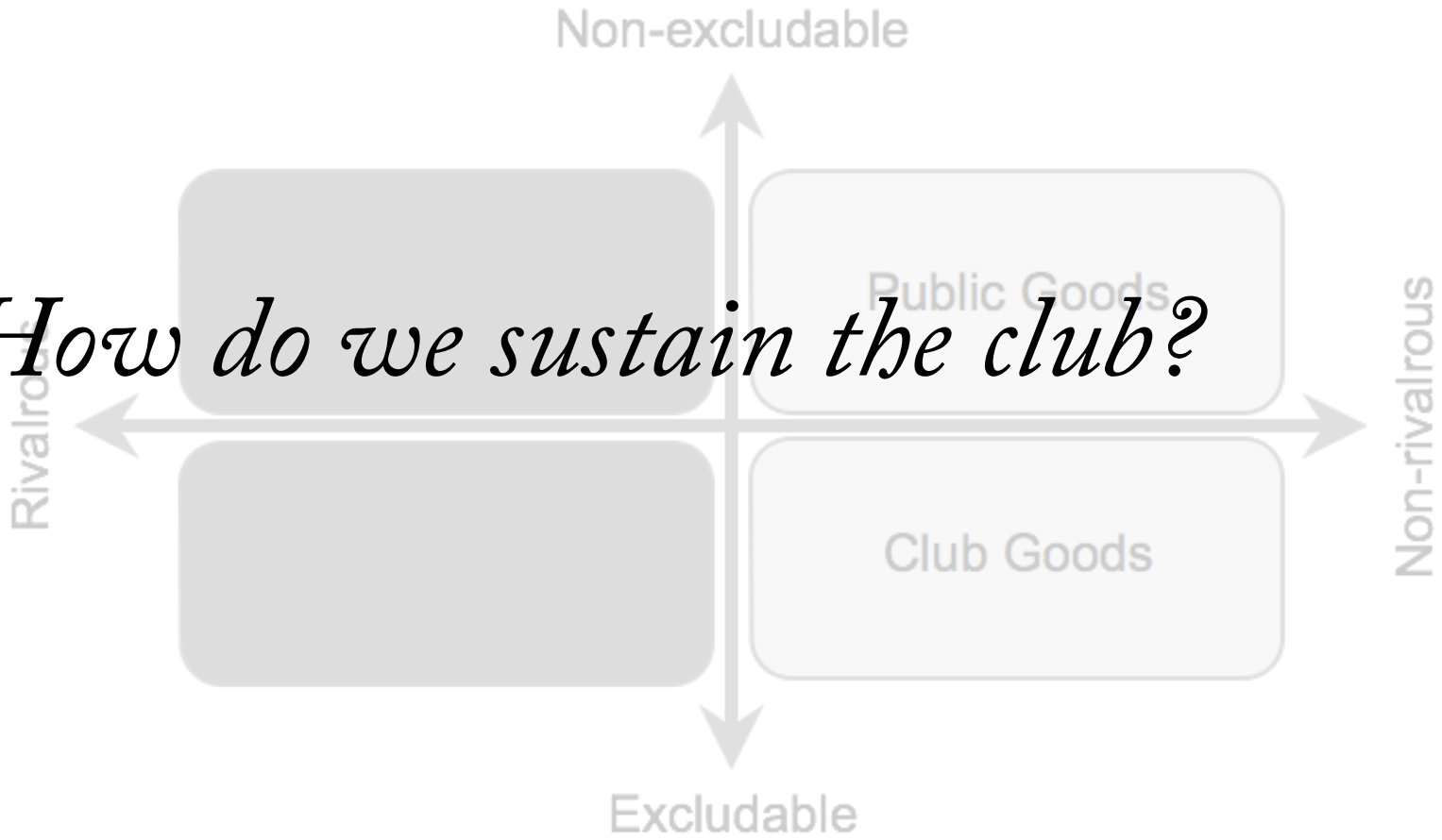


How do we sustain public-making?



How do we sustain the club?

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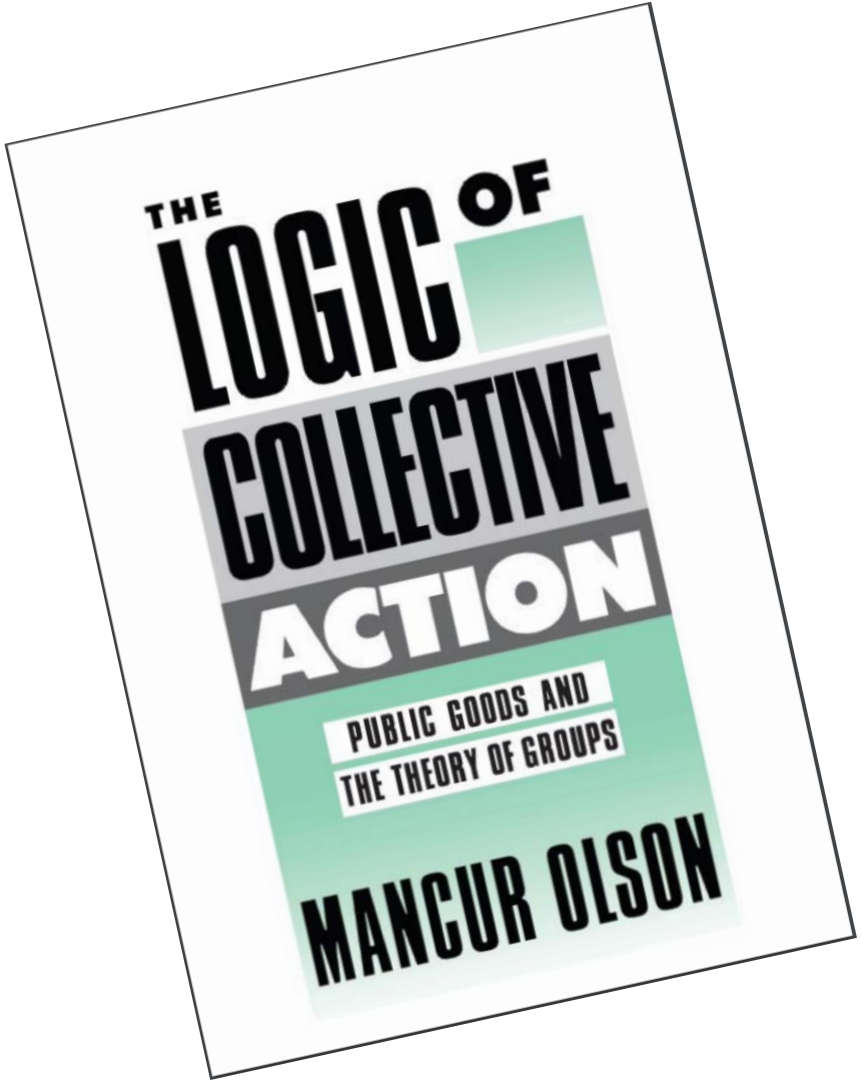


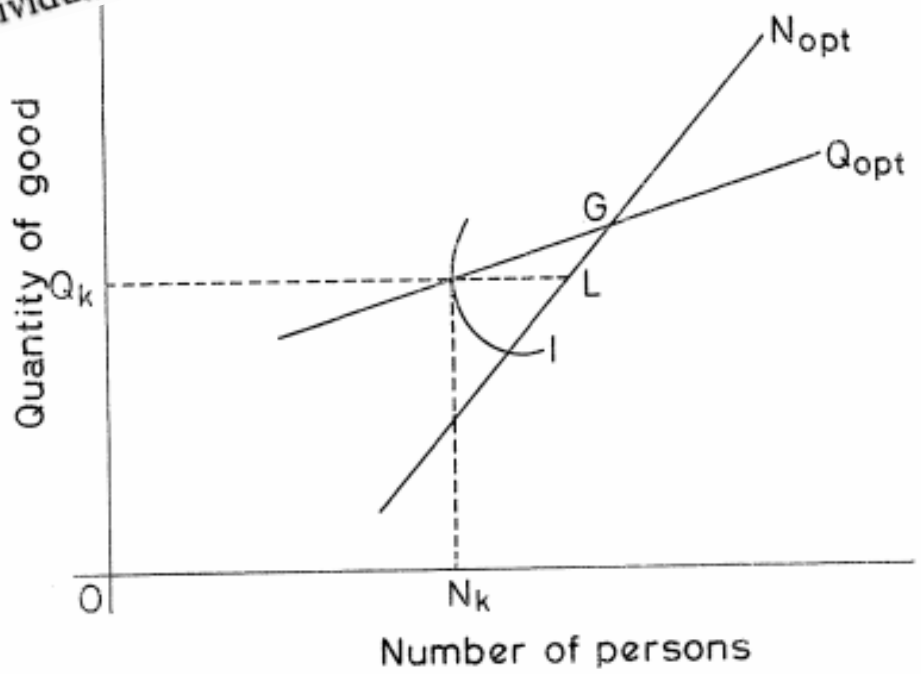
- Collective (Public-Like) Goods are difficult for large groups to provision
- Small groups can work together
- Large groups will fail except under specific circumstances

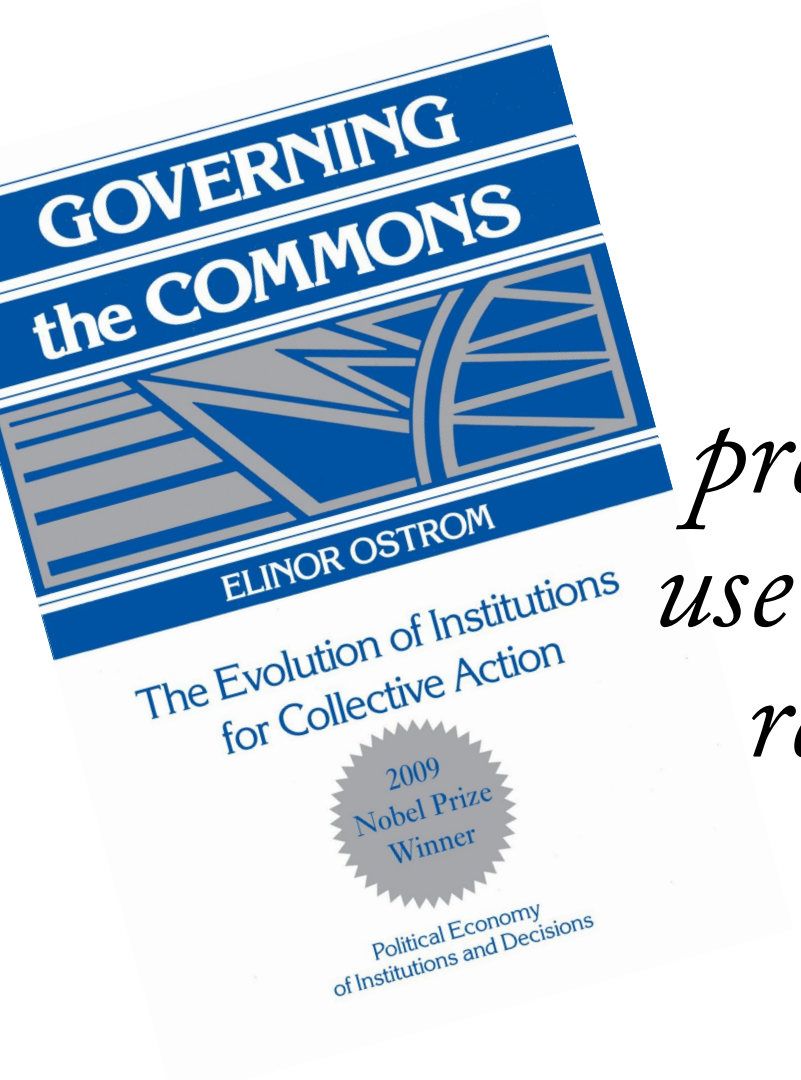
An Economic Theory of Clubs[1]

By James M. Buchanan

The implied institutional setting for neo-classical economic theory, including theoretical welfare economics, is a régime of private property, in which all goods and services are privately (individually) utilized or

Figure 3





Institutions are the the prescriptions that humans use to organize all forms of repetitive and structured interactions

Ostrom – Governing the Commons

Culture is one of these institutions…

Hartley and Potts (2014)
Cultural Science

ENVIRONMENT

GROUP

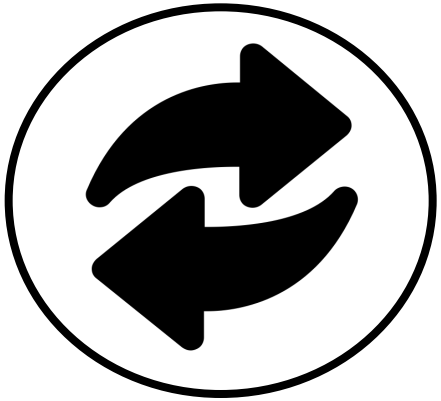
CULTURE

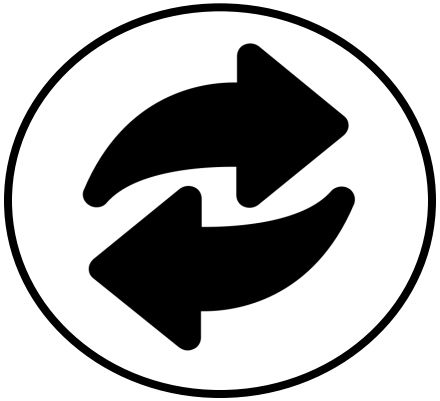
Hartley and Potts (2014)
Cultural Science

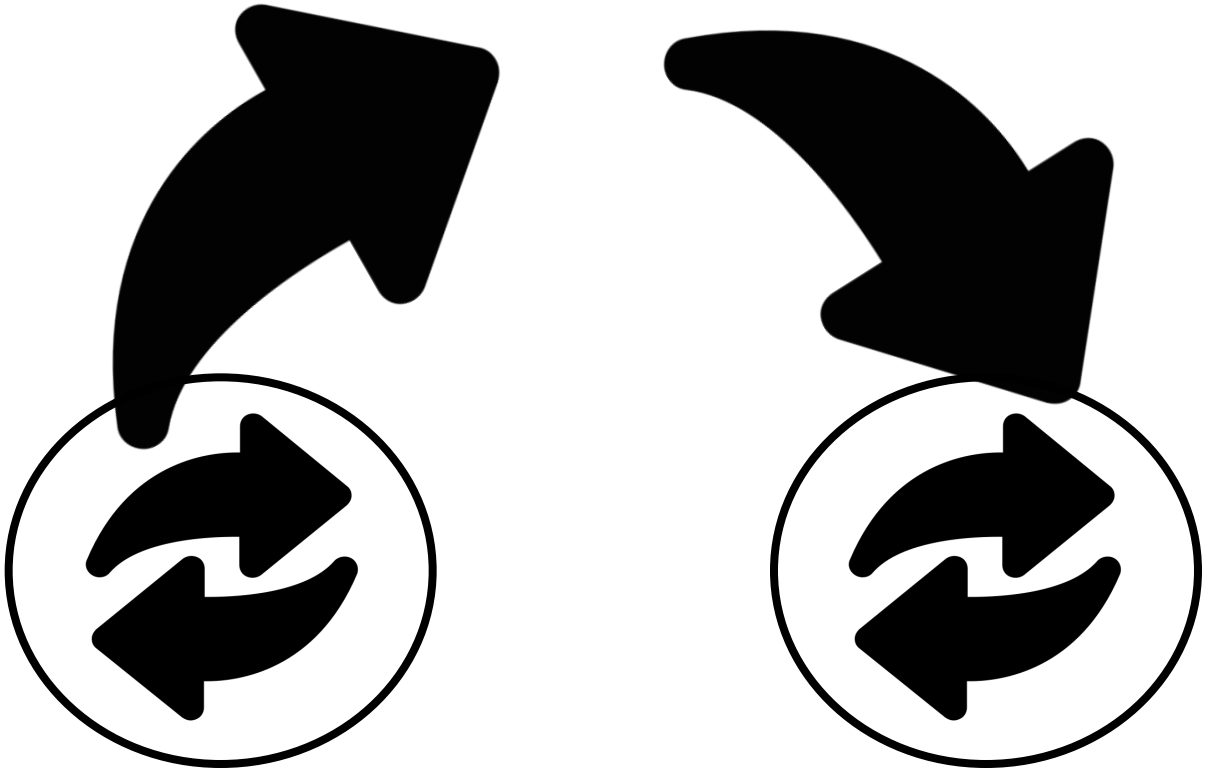
Knowledge as a product of translation

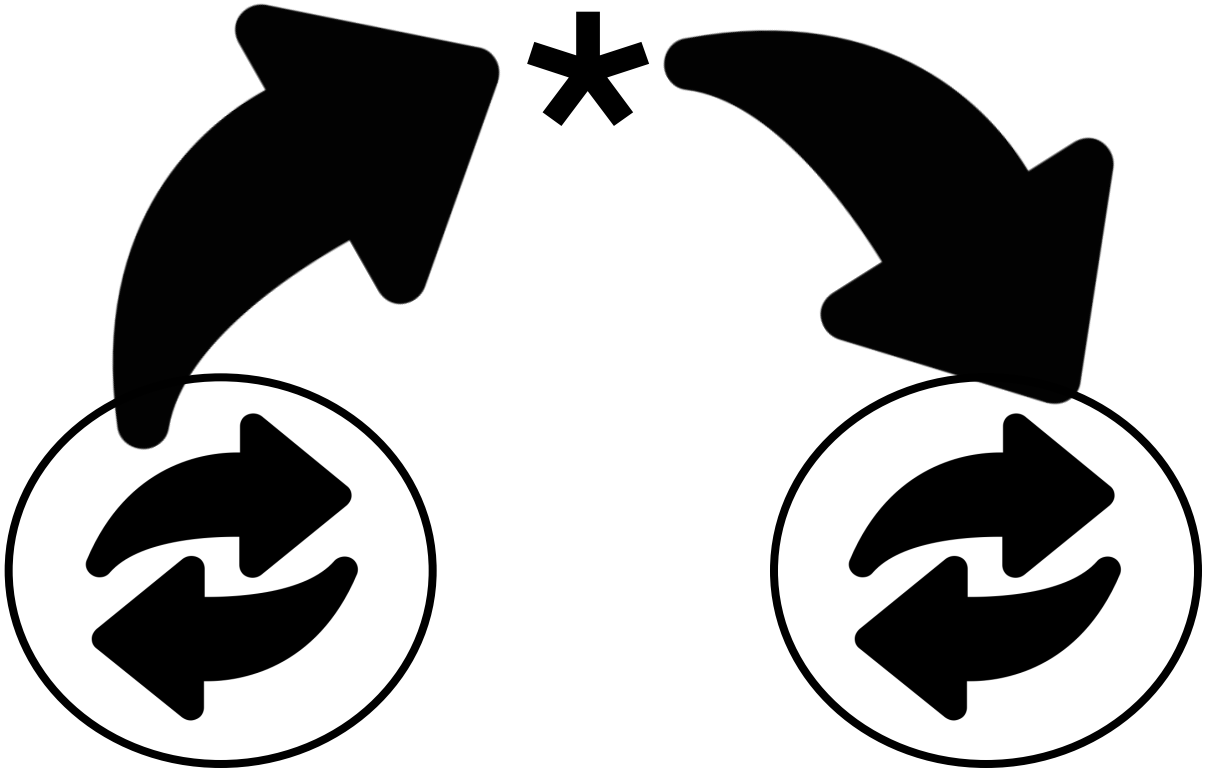
Ludwig Fleck (1981 [1935])
Genesis and Development of a Scientific Fact

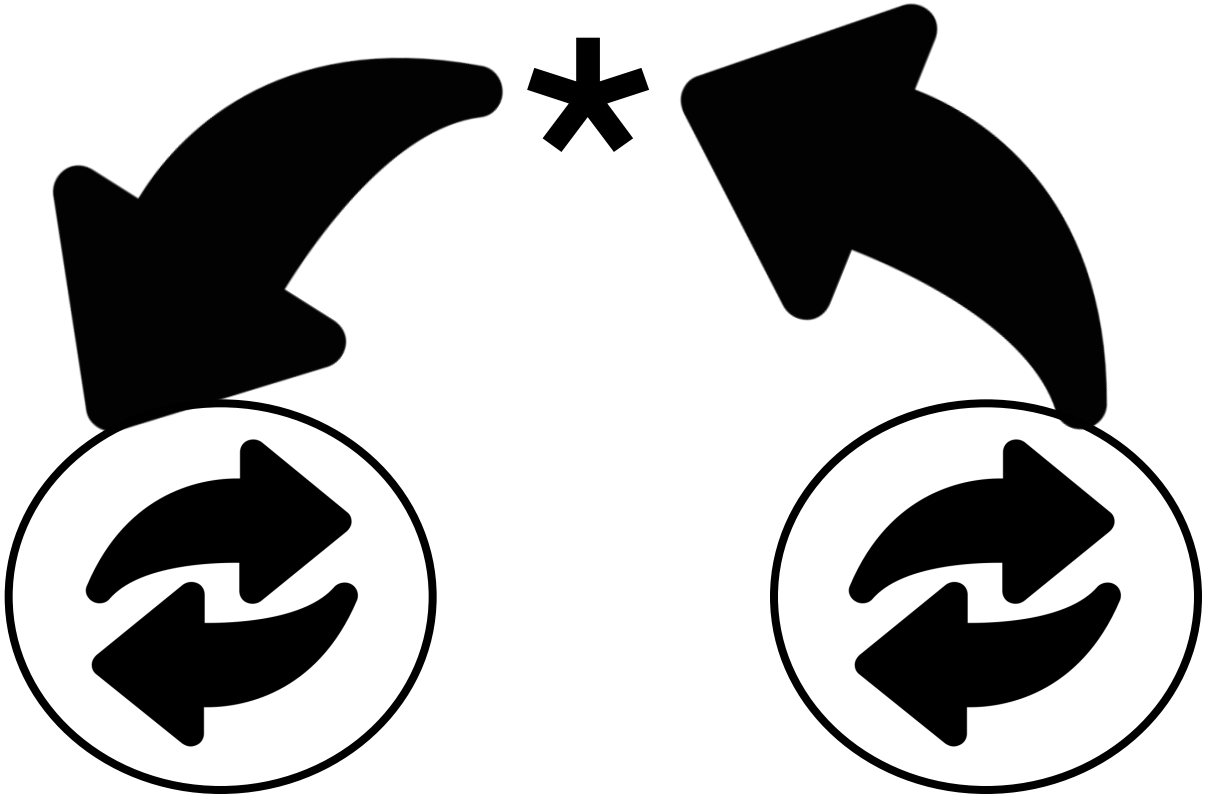
Ludwig Fleck (1981 [1935])
Genesis and Development of a Scientific Fact



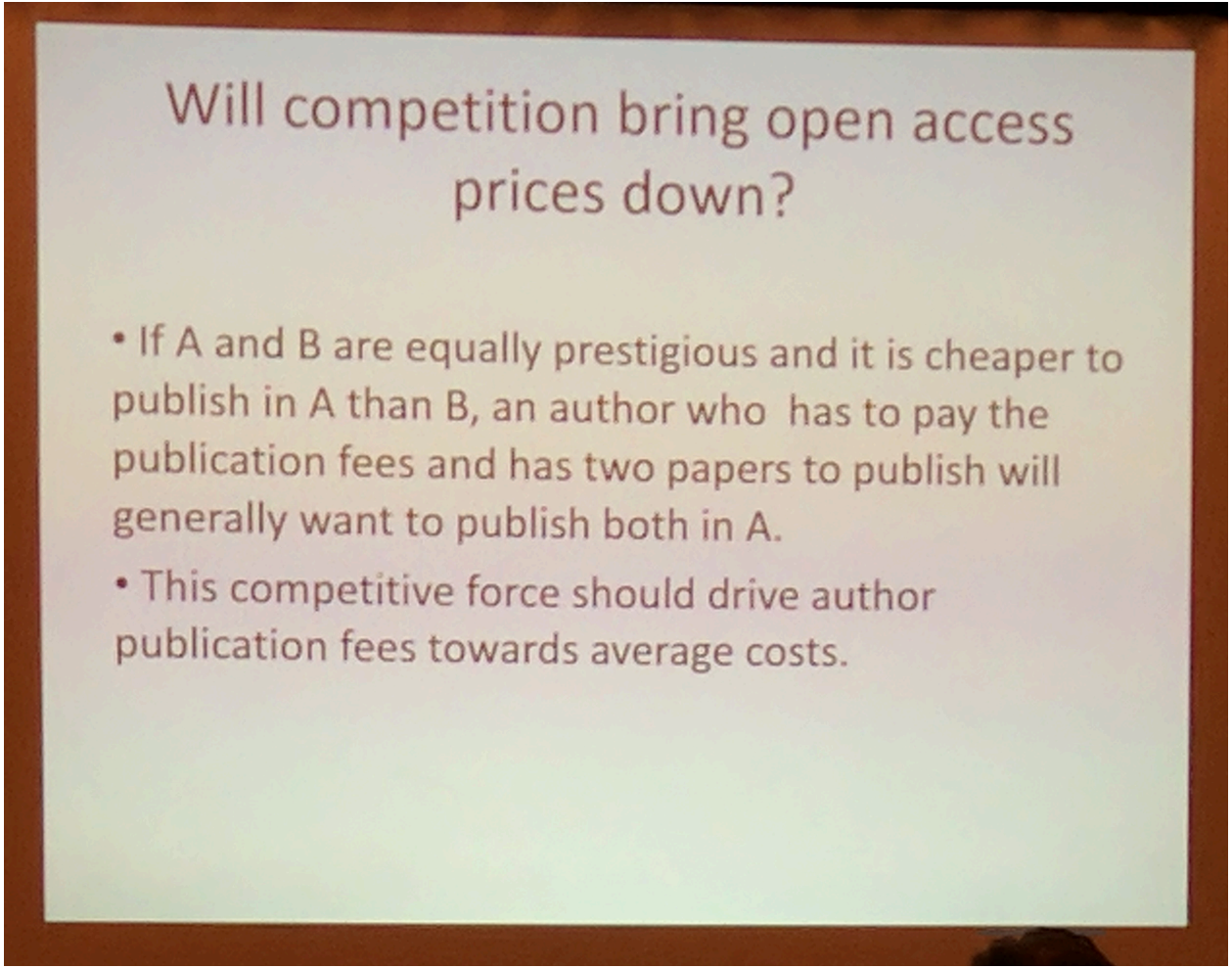




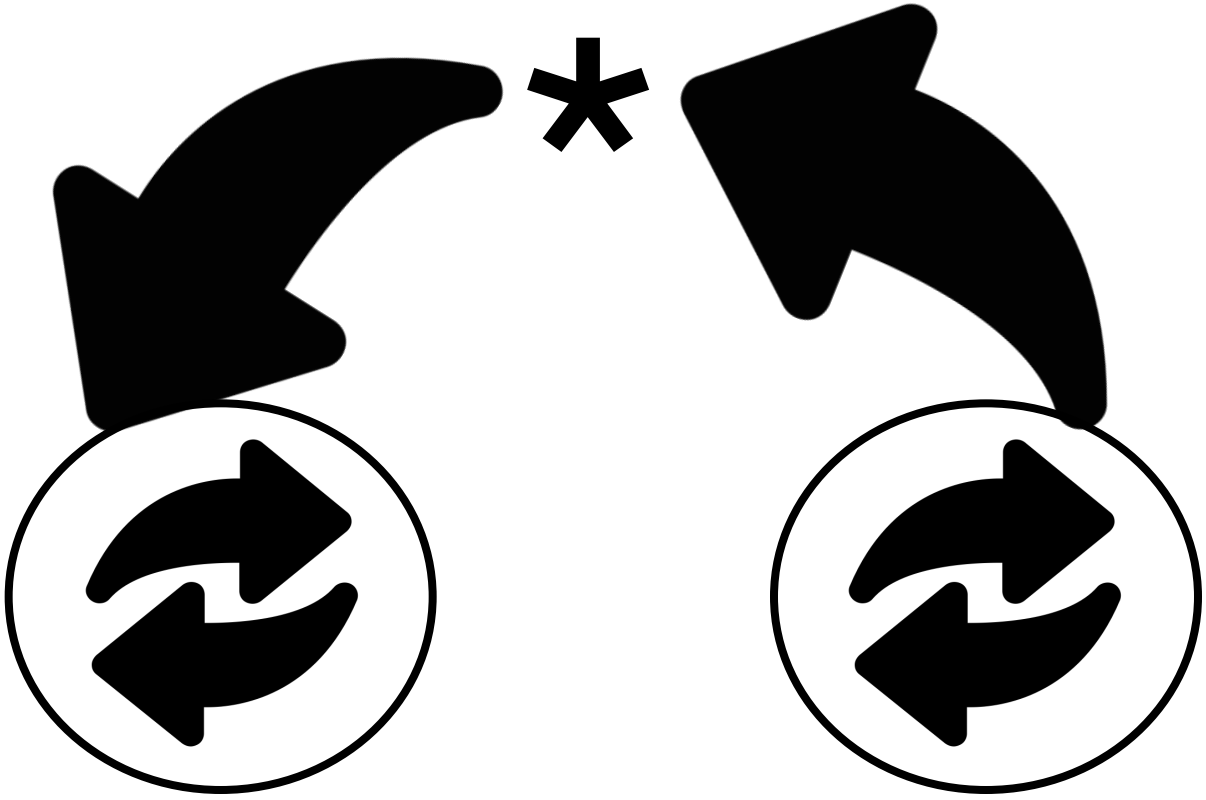




So what does any of this have to do with economics of publishing…?



Ted Bergstrom, photo of slide from *Watching Your Cards in the Big Deal* Science Europe Meeting on Business Models in Scholarly Publishing, Fair use asserted



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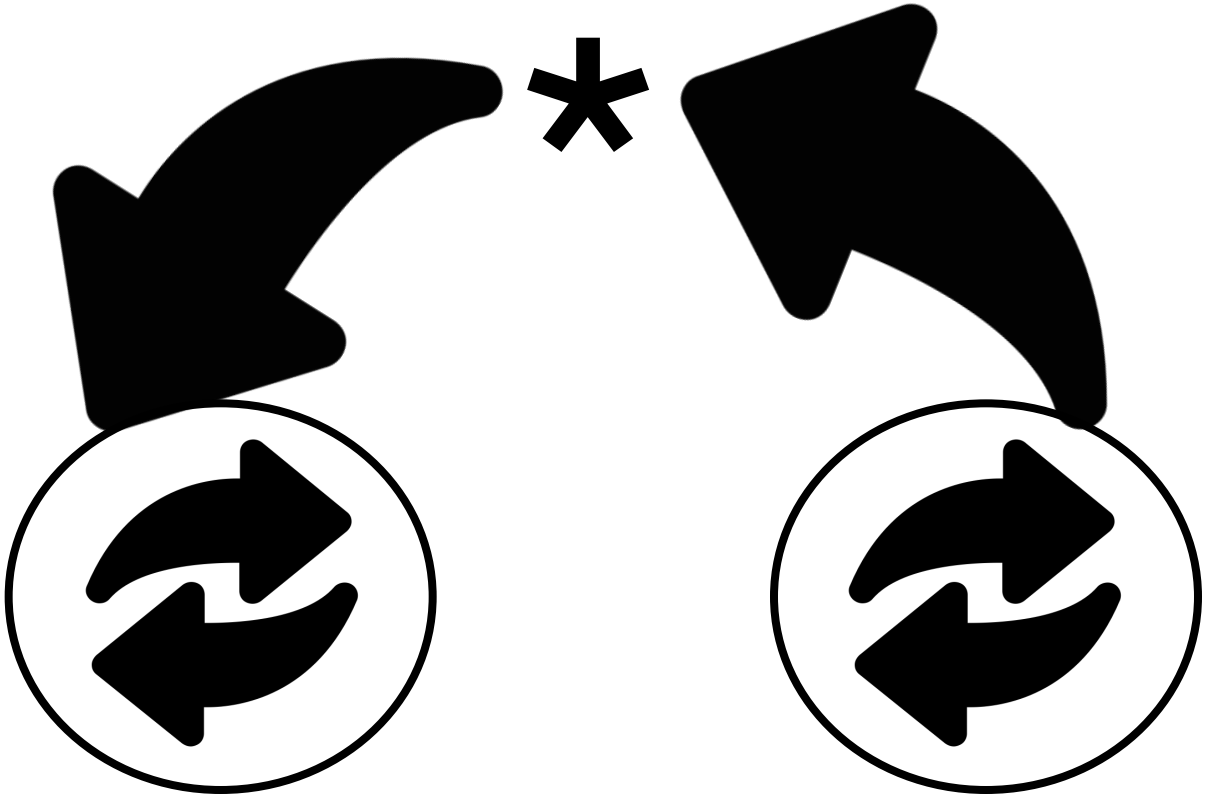

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How can we prevent APC pricing being tied to prestige?

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Can we shift the behaviour of institutional underwriters?

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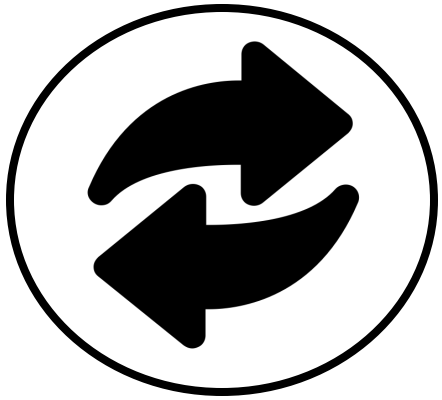
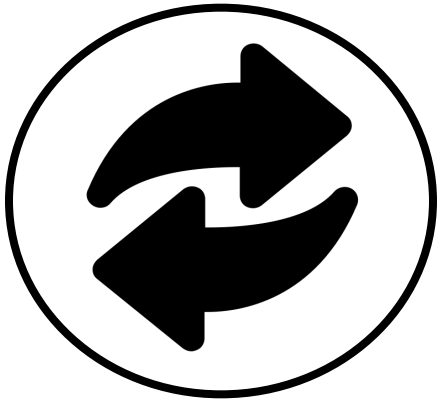
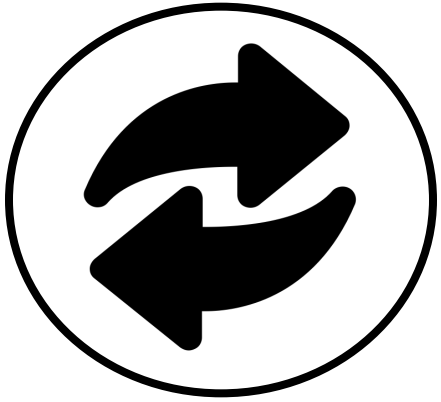
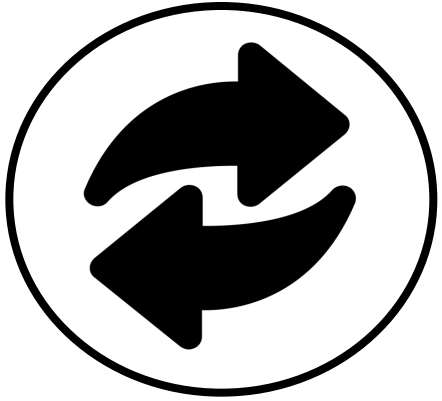
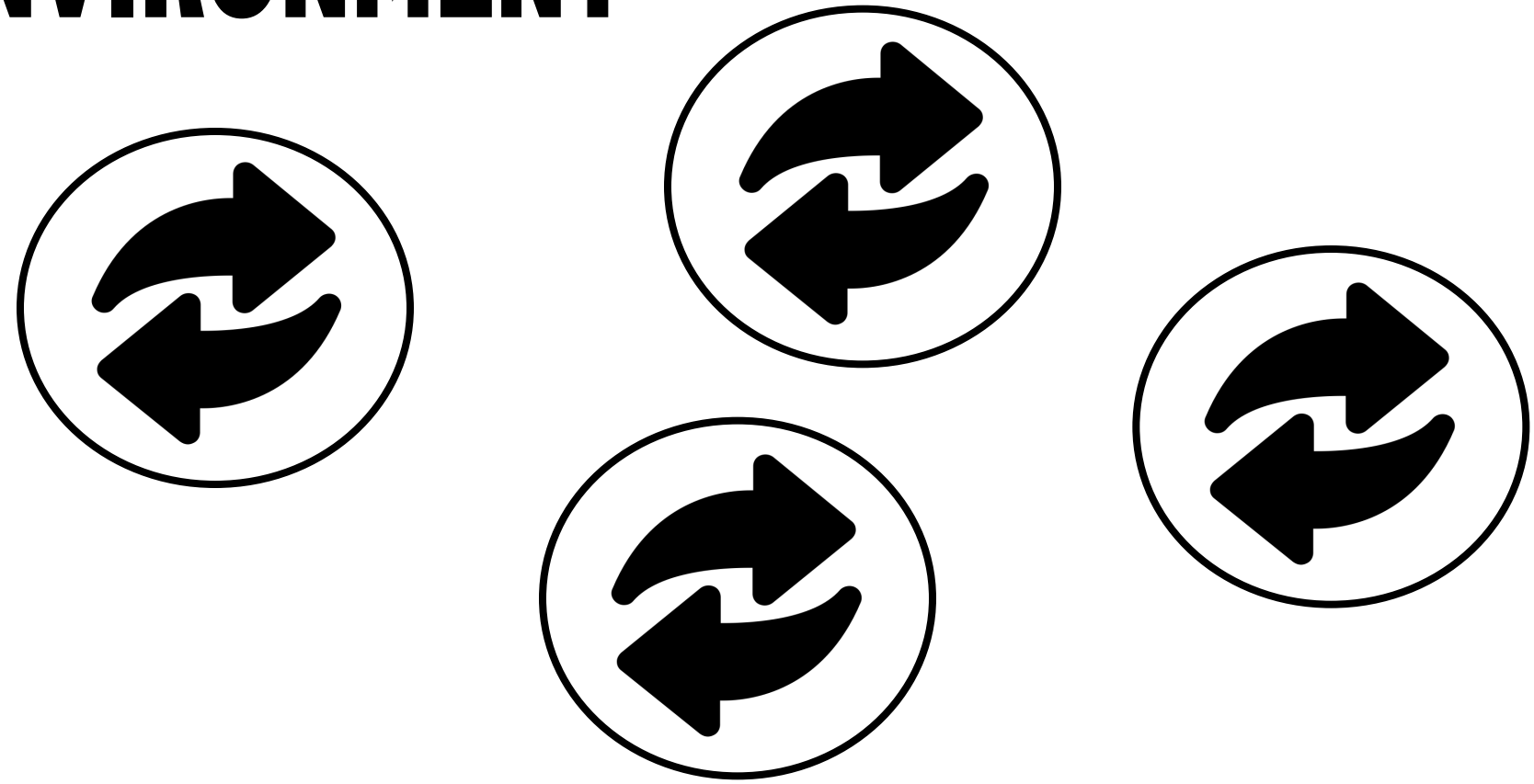





ENVIRONMENT



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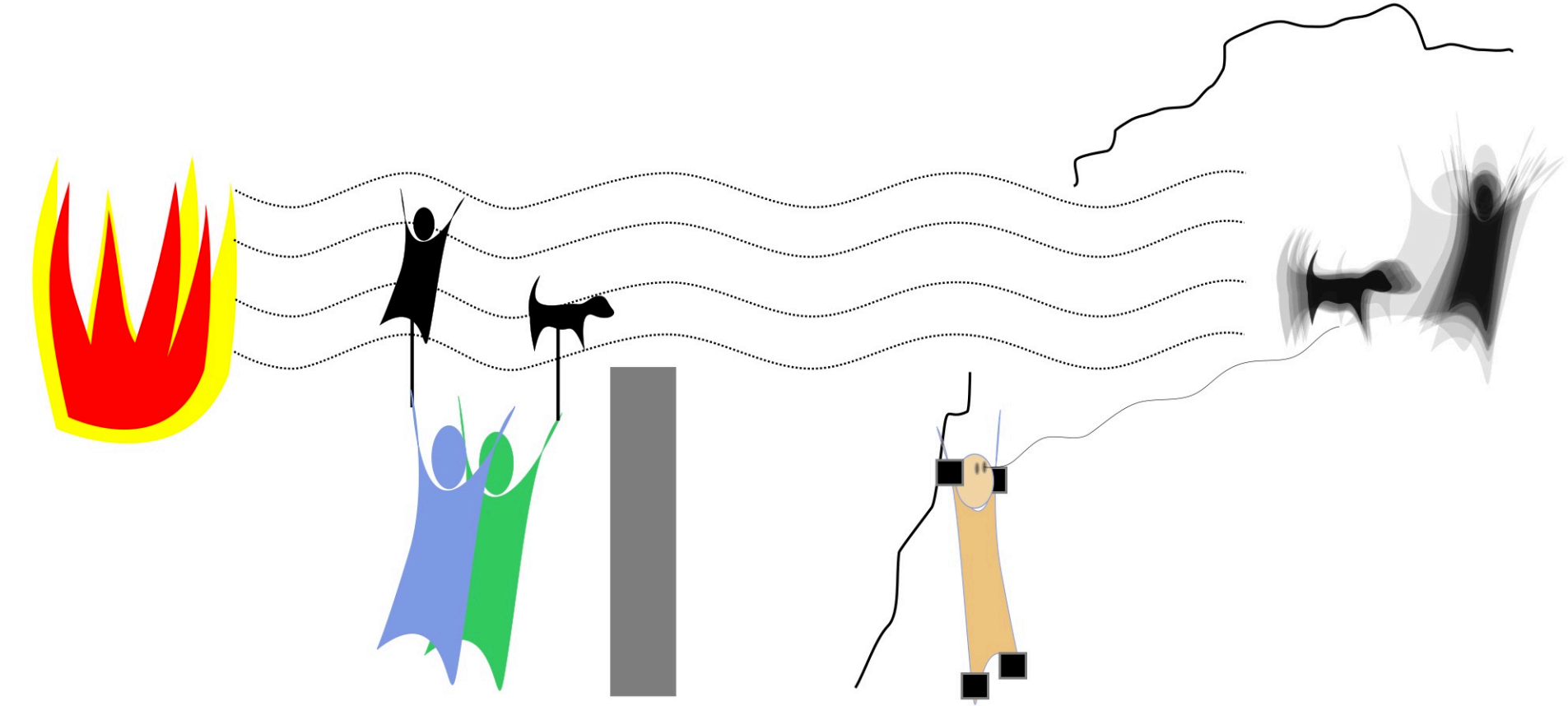

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1. Focus on community building

2. Support collective models

3. Define service requirements

4. Build infrastructures

Prestig = Price

Build sustainable communities in an environment where public-making is good for those communities

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Slides: http://www.slideshare.net/CameronNeylon/sustainable-futures-for-research-communication