



# Elsevier Connect: Open access and open science

4th March 2020

Zagreb, Croatia



# Agenda

- Introduction
- Open Access
- Sharing practices
- Open Science
  
- Questions and Answers



# Who are we?



**Ingrid van de Stadt**  
*Regional Marketing Director*



**Lucie Boudová**  
*Senior Customer  
Marketing Manager*



**Kasia Gaca-Zajac**  
*Customer Consultant*

# What does interest you around OA?

Your answers from the registration survey:

- Quality of OA journals – identification, evaluation, impact
- Better understanding of Open Access (OA)
- Costs of OA publishing

*„No one can dispute the beauty of the vision of freely-accessible, immediately-available research content, whether peer-reviewed published articles or other scholarly work.”*

*Kumsal Bayazit, Elsevier CEO  
at Charleston Conference  
November 2019*





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# Open Access: Introduction



# Open access is enabled by...



## Funders

Open access policies and mandates



## Institutions

Open access policies and repositories



## Researchers

Being encouraged to publish research output open access



## Publishers

Implementing open access options for researchers



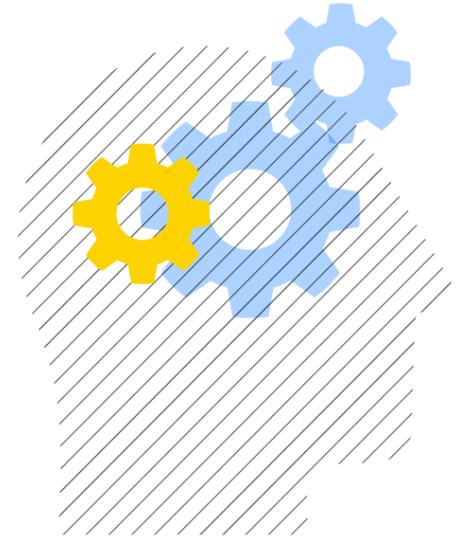
## Readers

Looking for additional ways to read research content



## Governments

Open access policies and mandates



# Open access (OA)

- **Free and permanent access to scholarly research for everyone**
  - **Referred to as Public Access in the US**
- 

## Gold open access

- ✓ Final version of an article is immediately accessible to everyone
- ✓ Cost of publishing is recovered upfront
  - Typically as an Article Publishing Charge (APC)

## Green open access

- ✓ A version of a subscription article is made freely available
  - ✓ Relies on the subscription model to continue to operate
    - Usually after an embargo period
    - Normally a draft copy of the article but can also be the final version
-

# Total article growth by journal business model

In 2018 there were an estimated **2.1 million** subscription and **0.5 million** gold open access articles published

## Subscription content

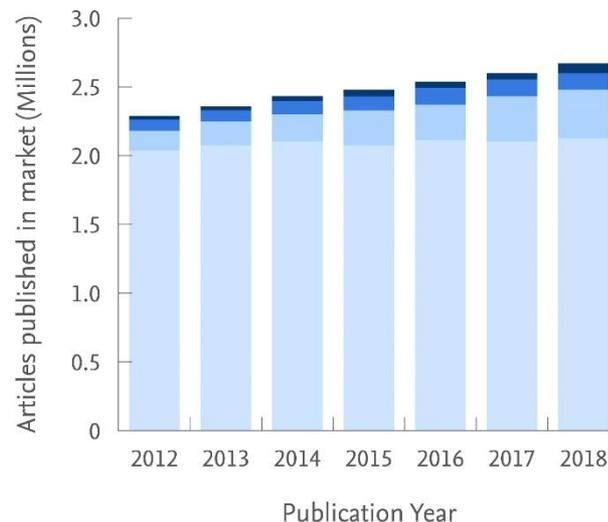
- **80%** share of total articles in 2018

## Open access content

- Gold open access articles published in full gold open access journals and hybrid journals made up **20%** of the total articles in 2018

## Elsevier perspective

- In 2018, Elsevier published around **470,000** articles
- This includes over **34,000** gold open access articles, a 26% increase on 2017



- Gold OA articles in hybrid journals
- Gold OA articles in fully subsidised journals
- Gold OA articles in fully gold OA journals
- Subscription articles (mostly in hybrid journals)



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# OA publishing, impact, quality and perception

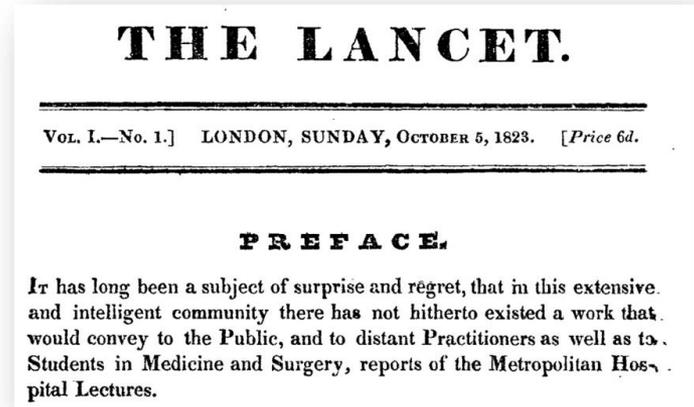


# The publishing cycle: publishers' roles

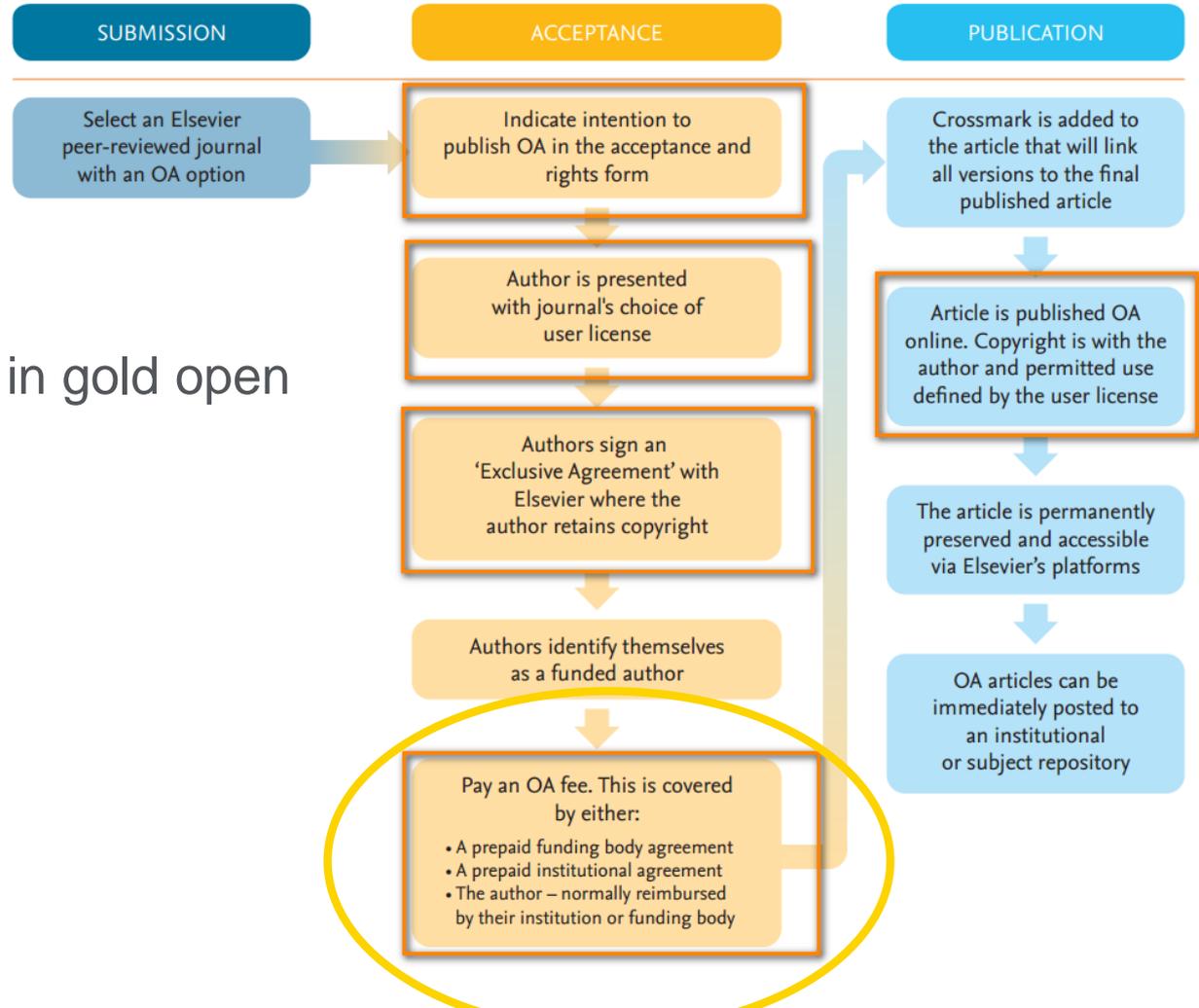
The main objective of scholarly communication is to **exchange ideas and knowledge** to allow for advancement of science.

Publishers **partner with academic communities** by facilitating the process and ensuring four pillars of scientific communication are fulfilled:

- Registration
- Certification
- Dissemination
- Preservation



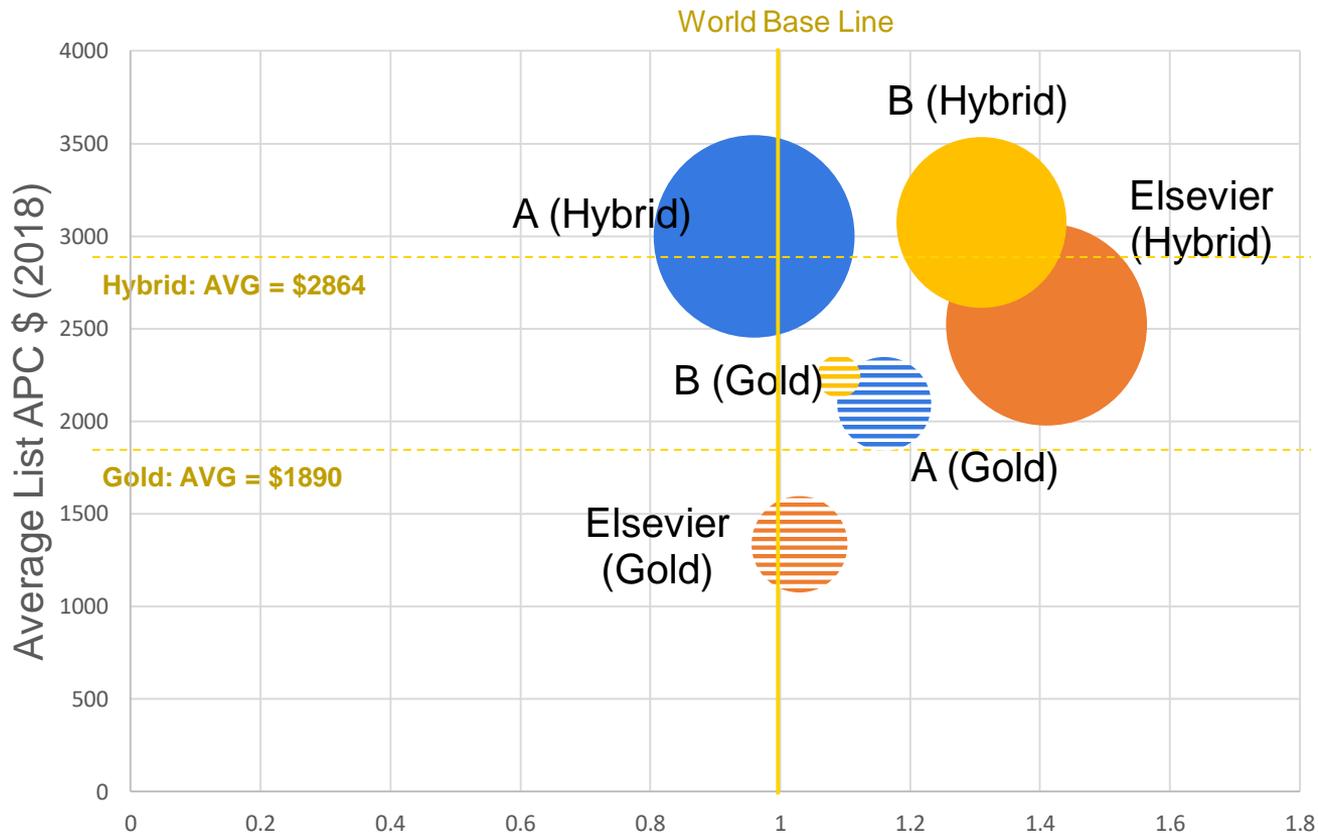
# Process of publishing in gold open access



# Hybrid journals: what are they?

- A hybrid journal is a **subscription-based journal** that allows an article to be published in Gold OA model, allowing readers to access it immediately upon publishing, regardless of their subscription
- It also allows the author to publish their paper in a subscription model, i.e. with no fees involved on their side
- Elsevier launched the hybrid model in 2013, and currently offers ~1850 **hybrid** titles
- Journals can change from hybrid to Gold OA model and vice versa

# Elsevier APCs are below market average but deliver above-average quality



A, B refers to the 2 top competitors  
Bubble size reflect number of titles

Field Weighted Citation Impact (2012-2017)

Market average based on data available for top 6 competitors.  
All average APCs are weighted.  
Data for competitor C is not available in this year.

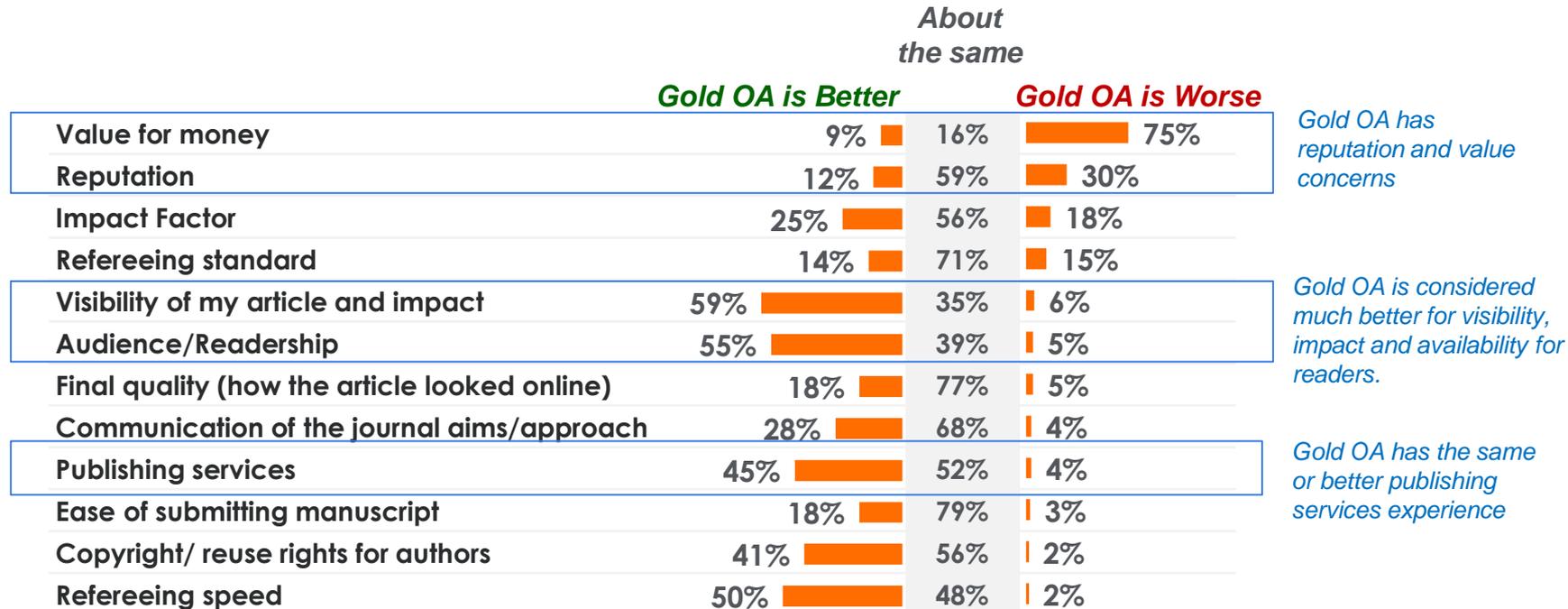
# Committed to no double dipping

**Elsevier does not charge subscribers for open access articles.** When calculating subscription prices, we only take into account subscription articles. We do not double dip.

## Impact of OA articles on hybrid journal pricing:

- **Subscription prices reflect **subscription article volume**** in addition to other factors (such as quality and competitive considerations).
- Because **subscription article volume has increased** across nearly all our titles, the subscription price has also increased, although to a lesser extent.
- In cases where **subscription article volume has decreased** and other factors have remained the same, **subscription prices are reduced.**

# Experience with Gold OA in Poland



Source: Boudova, Lucie; Moreira, Ricardo (2019), "Open Access, Research Data Management (RDM) and Open Science in Poland 2019", Mendeley Data, v1.  
<http://dx.doi.org/10.17632/nyzygp93zh.1>

# Making it easier to find open access

On the Use of Group Sequential Study Designs for the Test of Bioequivalence for Complicated Products

Pages 3167–3170

Rajesh Krishna, Wen-Lin Luo, Patrick J. Larson, Paul H. Fackler

 [Purchase PDF](#) [Article preview](#) 

Pharmaceutical Film Coating Catalog for Spectral Domain Optical Coherence Tomography

[Open access](#)

Pages 3171–3176

Hungyen Lin, Yue Dong, Daniel Markl, Zijian Zhang, ... J. Axel Zeitler

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We are making OA more discoverable.  
Currently over **900,000** articles on  
ScienceDirect are open access.

 [Download PDF](#) [Export](#) 

 **Journal of Pharmaceutical Sciences**   
Volume 106, Issue 10, October 2017, Pages 3171-3176

Note

## Pharmaceutical Film Coating Catalog for Spectral Domain Optical Coherence Tomography

[Hungyen Lin](#)<sup>1</sup>, [Yue Dong](#)<sup>2</sup>, [Daniel Markl](#)<sup>3</sup>, [Zijian Zhang](#)<sup>2</sup>, [Yaochun Shen](#)<sup>2</sup>, [J. Axel Zeitler](#)<sup>3</sup>

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<https://doi.org/10.1016/j.xphs.2017.05.032> [Get rights and content](#)

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### Abstract

Optical coherence tomography (OCT) has recently been demonstrated to measure the film coating thickness of [pharmaceutical tablets](#) and pellets directly. The results enable the

# Making it easier to find open access

The screenshot shows the ScienceDirect search results page for the keyword 'mutagenesis'. The page displays 172,372 results and includes a sidebar with various filters. Two red circles highlight specific features: one around the 'Access type' filter in the sidebar, and another around the 'Open access, Review article' label on the first search result. Red arrows point from these circles to external text blocks on the right side of the image.

ScienceDirect

172,372 results

Refine by:

Years

- 2018 (71)
- 2017 (5,349)
- 2016 (5,956)

Show more ▾

Article type

- Review articles (16,540)
- Original research (101,294)
- Encyclopedia (2,046)
- Book chapters (16,145)

Show more ▾

Publication title

- Mutation Research/Fundamental and Molecular Mechanisms of Mutagenesis (11,405)
- Journal of Molecular Biology (7,629)
- Mutation Research/Environmental Mutagenesis and Related Subjects (5,266)

Show more ▾

Access type

- Open access (29,472)
- Open archive (25,573)

Download selected articles sorted by relevance | date

- Targeted **mutagenesis**: A sniper-like diversity generator in microbial engineering  
Open access, Review article  
Systems and Systems Biotechnology, Volume 2, Issue 2, June 2017, Pages 75-86  
Xiang Zheng, Xin-Hui Xing, Chong Zhang  
Download PDF (522 KB) Abstract Export Citation
- Effect of SOS-induced levels of imuABC on spontaneous and damage-induced **mutagenesis** in *Caulobacter crescentus*  
Original research article  
DNA Repair, In press, accepted manuscript, Available online 14 September 2017  
Ingrid R. Alves, Marco A. Lima-Noronha, Larissa G. Silva, Frank S. Fernández-Silva, ... Rodrigo S. Galhardo  
Download PDF (1,613 KB) Abstract Export Citation
- Defect of Fe-S cluster binding by DNA polymerase  $\delta$  in yeast suppresses UV-induced **mutagenesis**, but enhances DNA polymerase  $\zeta$  – dependent spontaneous **mutagenesis**  
Original research article  
DNA Repair, Volume 49, January 2017, Pages 60-69  
E.I. Stephenkova, E.R. Tarakhovskaya, H.M. Siebler, Y.I. Pavlov  
Download PDF (2,072 KB) Abstract Export Citation
- Functional expression enhancement of *Bacillus pumilus* CntA<sub>1000</sub> mutant WLF through site-directed **mutagenesis**  
Original research article  
Enzyme and Microbial Technology, In press, corrected proof, Available online 14 September 2017  
Juan Luo, Yu Chen, Jing Xia, Kai-Qiang Wang, ... Zheng-Bing Guan  
Download PDF (1,040 KB) Abstract Export Citation
- Environmental **mutagenesis** and radiation biology: The legacy of William Morgan  
Mutation Research/Fundamental and Molecular Mechanisms of **Mutagenesis**, In press, corrected proof, Available online 25 July 2017  
Jeffrey L. Schwartz  
Download PDF (91 KB) Abstract Export Citation

Feedback

Open access labelling on article records for additional clarity

Access type search filters\*

\*Shown to all users except anonymous guests, because of high bot activity

# ...and analyze OA content

The screenshot shows the Scopus Sources page. At the top, there is a navigation bar with 'Scopus' on the left and 'Search', 'Sources', 'Alerts', 'Lists', 'Help', 'Register', and 'Login' on the right. Below this is a dark blue header with the word 'Sources' in white. The main content area has a search bar and a 'Browse sources' link. A search filter section includes radio buttons for 'Title', 'ISSN', and 'Publisher', and a checked checkbox for 'Display only Open Access journals'. Below the search bar, it says '4017 results'. Two callout boxes are overlaid on the page: a grey one for Gold OA and a green one for Green OA.

**Gold open access**

- Scopus indexes **>4,000 fully gold OA journals** also registered at DOAJ / ROAD and **over 7 million articles** by the end of 2018
- List is updated 3-4 times per year
- Provide journal level Browse sources indicator
- Future hope to include article level

**Green open access**

- For non Gold OA journals; paper can still be OA
- Either via:
  - The publisher platform or
  - Other repositories
- In Scopus the link to full-text is always to the original paper via DOI

# Scopus selection criteria for serial content

Eligible titles are reviewed by the Content Selection & Advisory Board according to a combination of 14 quantitative and qualitative selection criteria:

| Journal Policy  | Quality of Content  | Journal Standing  | Regularity   | Accessibility  |
|---|---|---|--|--|
| <ul style="list-style-type: none"><li>• Convincing editorial concept/policy</li><li>• Type of peer-review</li><li>• Diversity of geographic distribution of editors</li><li>• Diversity of geographic distribution of authors</li></ul> | <ul style="list-style-type: none"><li>• Academic contribution to the field</li><li>• Clarity of abstracts</li><li>• Quality and conformity with stated aims &amp; scope</li><li>• Readability of articles</li></ul> | <ul style="list-style-type: none"><li>• Citedness of journal articles in Scopus</li><li>• Editor standing</li></ul> | <ul style="list-style-type: none"><li>• No delay in publication schedule</li></ul> | <ul style="list-style-type: none"><li>• Content available online</li><li>• English-language journal home page</li><li>• Quality of the home page</li></ul> |



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# Sharing practices



# New platforms help researchers collaborate & share

Platforms enable researchers to **share** information, **participate** in discussions and **collaborate**.

Hosting platforms and publishers should work together to make sharing as easy as possible!

*My Science Work*

**EndNote**  
...Bibliographies Made Easy™

 **RefWorks**

 readcube

 Academia.edu

**Mendeley**

 colwiz

**ResearchGate**

**zotero**

# Shared challenges in sharing research information

- Incorrect version sharing
- Fragmented metrics
- Integrity of scholarly record



# Our sharing guidelines

We support authors to share their work at every stage of the publication process.

PRESUBMISSION



AFTER ACCEPTANCE



AFTER PUBLICATION



AFTER EMBARGO

**Preprints can be shared anywhere at any time.**

PLEASE NOTE: Cell Press, The Lancet, and some society-owned titles have different preprint policies. Information on these is available on the journal homepage.

**Author manuscripts can be shared:**

- Privately with students or colleagues for their personal use
- Privately on institutional repositories
- On personal websites or blogs
- To refresh preprints on arXiv and RePEc
- Privately on commercial partner sites

**Gold open access articles can be shared:**

- Anytime anywhere on non-commercial platforms
- Via commercial platforms if the author has chosen a CC-BY license, or the platform has an agreement with us

**Subscription articles can be shared:**

- As a link anywhere at any time
- Privately with students or colleagues for their personal use
- Privately on commercial partner sites

**Author manuscripts can be shared:**

- Publicly on non-commercial platforms
- Publicly on commercial partner sites

SHARE

## In all cases:

- Preprints and accepted manuscripts shouldn't be added to or enhanced in any way to appear more like, or to substitute for, the final published journal article
- All posted articles should link to the final version via the Digital Object Identifier (DOI)
- Posted author manuscripts need to have a CC-BY-NC-ND user license

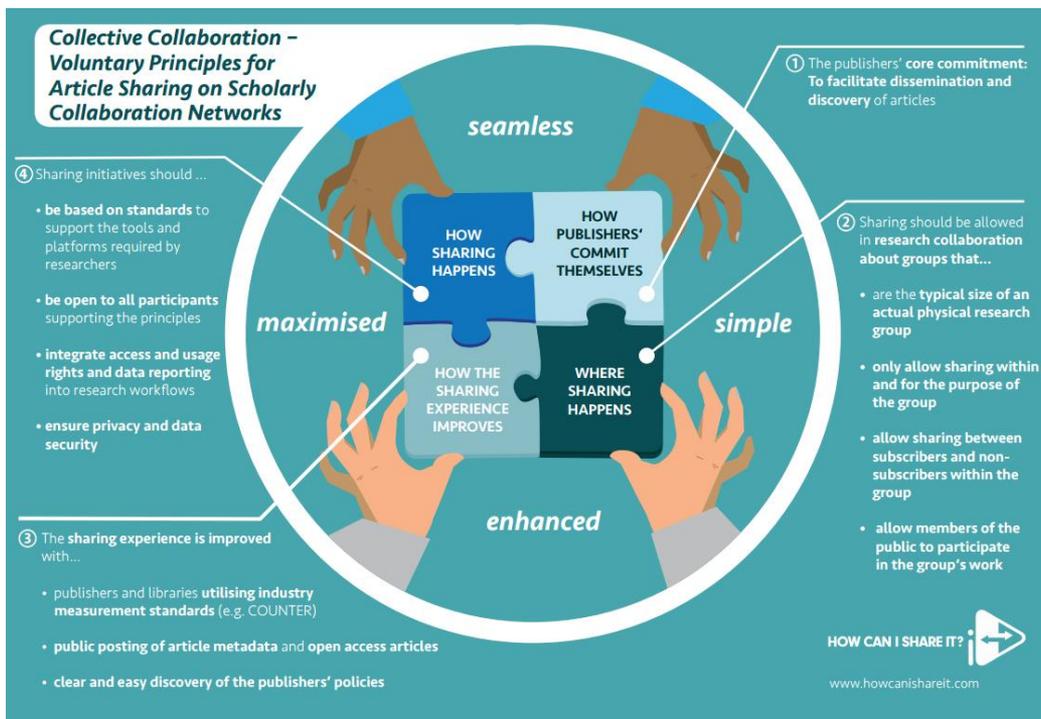
# We offer a choice of reuse license for gold OA

- Tells readers what they can and can't do with your article
- Ensures authors get credit for their work



| User license           | Authors' choice | Read, print, download | Redistribute or republish the final article | Translate the article | Download for text and data mining purposes | Reuse portions or extracts from the article in other works | Sell or reuse for commercial purposes |
|------------------------|-----------------|-----------------------|---|-----------------------|--|--|---------------------------------------|
| <b>CC BY</b>           | 34%             | Yes                   | Yes   | Yes                   | Yes  | Yes  | Yes                                   |
| <b>CC BY<br/>NC ND</b> | 66%             | Yes                   | Yes   | Yes<br>(private use)  | Yes  | Yes  | No                                    |

# Working together on common principles



[www.howcanishareit.com/pdfs/Infografik160715.pdf](http://www.howcanishareit.com/pdfs/Infografik160715.pdf)

# Share Links

- The majority of our journals offer **Share Links** – a customized link which authors receive for their newly-published article on ScienceDirect.
- Anyone clicking on the Share Link within a **50**-day period will be taken directly to the article with no sign up or registration required.
- Enables authors to promote their article and make an impact with their research.





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# Open Science



# What is open science?

- Open Science describes a way of working which makes research more **inclusive**, more **collaborative** and more **transparent**.
- We believe open science can benefit research and society and drive research performance.



# EU approach to open science

- European Commission's 3 main policy goals for research and innovation are open innovation, **open science** and open to the world.

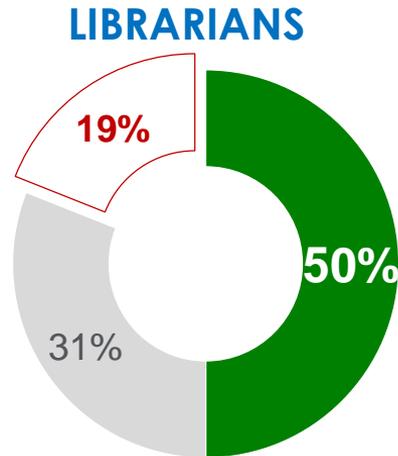


- **Open Science Policy Platform** → recommendations based on 8 priorities:
  - FAIR Data
  - Publishing models for OA
  - Open Science Cloud
  - Alternative Metrics
  - Rewards
  - Research integrity
  - Citizen Science
  - Skills & Training

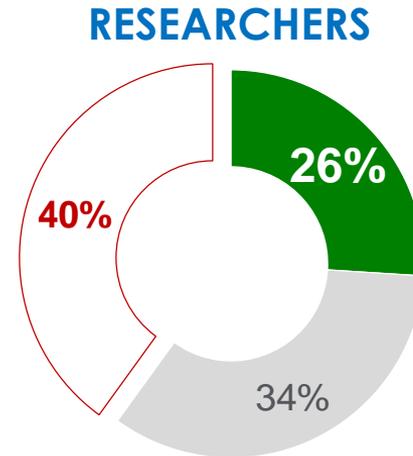
# Understanding of the concept of Open Science

**Librarians are more knowledgeable about the concept than Researchers.**

How well do you understand the concept of Open Science?



- (Very) good understanding
- Some understanding
- Little/ No understanding



- (Very) good understanding
- Some understanding
- Little/ No understanding



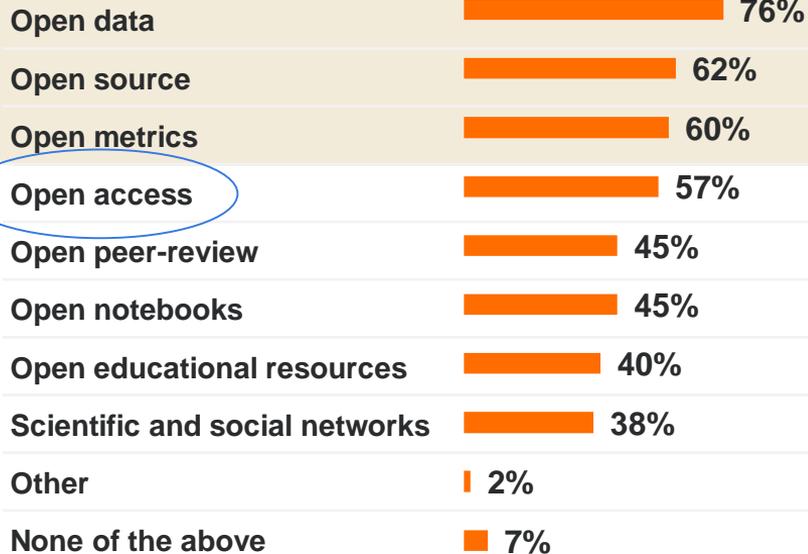
Source: Boudova, Lucie; Moreira, Ricardo (2019), "Open Access, Research Data Management (RDM) and Open Science in Poland 2019", Mendeley Data, v1.  
<http://dx.doi.org/10.17632/nyzygp93zh.1>

# Relevant information on Open Science

The research community welcome more information about open data, open source, open metrics and open access.

## LIBRARIANS

What areas of Open Science would you like to have more information about in the next 12 months?



## RESEARCHERS



0% 50% 100%

0% 50% 100%



Source: Boudova, Lucie; Moreira, Ricardo (2019), "Open Access, Research Data Management (RDM) and Open Science in Poland 2019", Mendeley Data, v1.  
<http://dx.doi.org/10.17632/nyzygpg93zh.1>



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# Open science practices

More inclusive, more  
collaborative, more transparent



# Open peer review reports

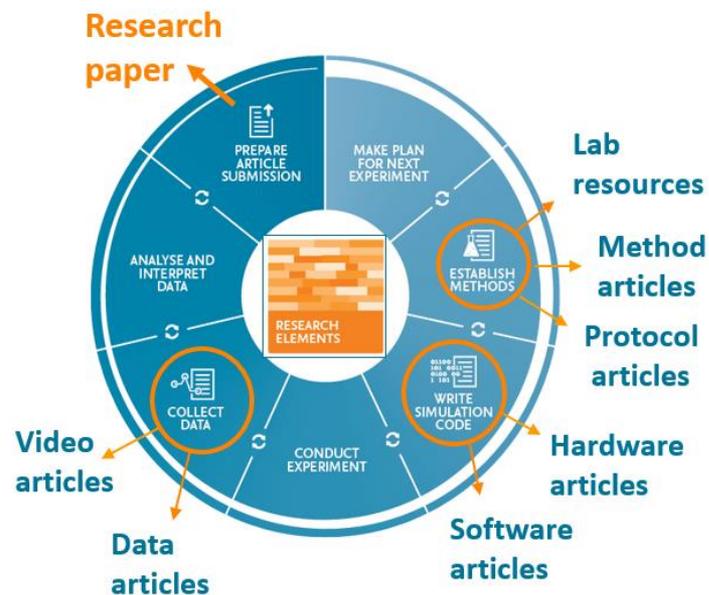
Pilot in 5 journals to experiment with publishing peer review reports as publicly available research outputs with their own DOI.

| Editors  | Reviewers   | Authors  | Forward look   |
|--|---|--|--|
| <ul style="list-style-type: none"><li>• 70% of those surveyed believe that reports are more in depth and constructive i.e. improved and more useful to authors, as a result of being made open</li><li>• Some concern it may make it harder to find reviewers.</li></ul> | <ul style="list-style-type: none"><li>• Like the ability to get recognition</li><li>• Over 95% said publishing review reports didn't influence their recommendation nor would it influence them accepting further review invites for the journal.</li></ul> | <ul style="list-style-type: none"><li>• Generally positive about having open peer review reports next to their article</li><li>• Little impact on their journal choice, indeed slightly more likely to choose a journal offering this.</li></ul> | <p>Extend to other interested journals and provide more data about the peer review process on ScienceDirect.</p> |

# Publishing data articles

- Offer researchers an easy channel to publish their research output, receive credit, and make research objects discoverable
- Dedicated sections in regular journals
- Specialized, fast and transparent peer-review process
- Co-submission service via regular journals for data articles
- Primarily Open Access, APCs of ~500 USD

Because no matter what field of research you are in,  
**data**, **methods** and **software** always matter



# Storing research data

Submitting authors can store research data in Mendeley Data repository and link this to their article on ScienceDirect.

- ✓ Open access, free-to-use repository
- ✓ Hosts all formats (raw, processed data, tables, code and software)
- ✓ 10GB free storage and CC0 license option
- ✓ Assigns data DOI to make it independently citable
- ✓ Partnership with DANS for long term storage and preservation



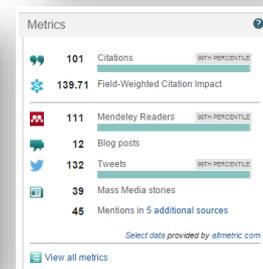
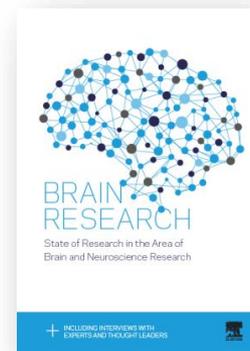
A screenshot of a Mendeley Data record page. The page is titled "Description of this data" and includes a "Revision of Hydrigera saenaeformis species complex with a description of a new species (Leikinen et al., JP 2014)". It lists "Experiment data files" such as "Hyd\_alignment.jpg" (467 KB), "morphological matrix.xls" (49 KB), "Hyd\_18S.phy" (22 KB), "Hyd\_mCDS.phy" (28 KB), "Hyd\_mnCDS.phy" (32 KB), and "ABC\_align389.meg" (11 KB). On the right, there is an "Associated article" section with a "Cite this article" button and a "Latest version" section showing "Version 1" published on 2014-03-01 with a DOI of 10.17622/1349v01n01.1. The page also features a "Cite this dataset" button and a link to the article on "International Journal for Parasitology".

# Research metrics: our Metrics Manifesto

- ✓ Need to use **different metrics** and common sense
- ✓ Decisions should be based on both **quantitative** and **qualitative** input
- ✓ Should always use **at least two** metrics (more than one way to 'excellence')
  - ✓ The methodologies should be **open**, **transparent**, **valid** and **replicable**
- ✓ **Definitions** should be **owned** by the community
- ✓ Need **trust** between the parties using metrics to evaluate

newsflo  
bespoke media monitoring

PLUMX



# Atlas – research for a better world

- Winning articles showcased in a lay summary by a scientific journalist and hosted on Atlas website
- Articles chosen by external advisory board
- Shortlist from Elsevier's 1800+ journals
- Board members from NGOs across the world
- Author receives the Atlas award and have their article free to access on ScienceDirect

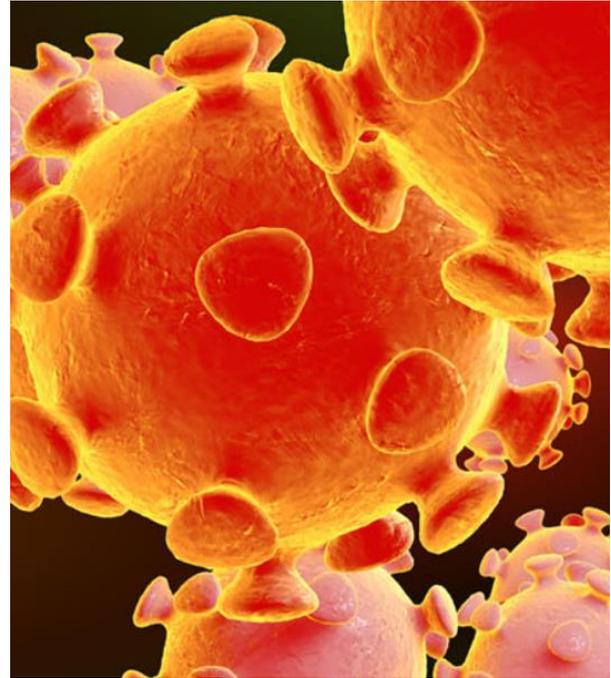


# Elsevier Information Resources Centres

## Elsevier's Novel Coronavirus Information Center

Elsevier's free health and medical research on novel coronavirus (2019-nCoV)

<https://www.elsevier.com/connect/coronavirus-information-center>



# Research4Life

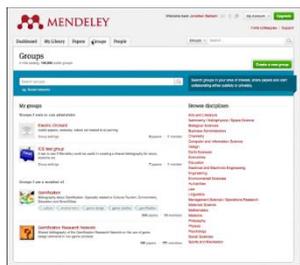
Fostering a strong and independent research culture in the developing world

- Research4Life is a public-private partnership between UN agencies, universities, and publishers
- The programs provide research for free or at low cost to institutions in the developing world
- Elsevier is a founding partner and contributes over a quarter of the nearly 68,000 peer reviewed resources



[www.Research4life.org](http://www.Research4life.org)

# Other ways Elsevier facilitates sharing

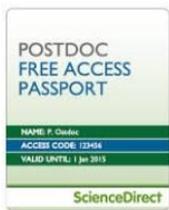


**Atlas**  
Research for a better world



**Google**  
scholar

**STM**  
Digest



Open data

**ScienceDirect**



Open access

**ShareLinks**



**Dmitry Savostyanov** @draug  
Free online version of my recent paper, thanks #elsevier  
[elsarticle.com/18ATI5](https://elsarticle.com/18ATI5)

9 december

## Structured Metadata

Sharing user access information and embedding final articles

# Open Access “Cheatsheet”

[OA options](#)

[OA information for authors](#)

[Journal Finder](#)

[Journal Embargo Finder](#)

[Sharing](#)

[How can I share it](#)

[Licenses](#)

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