



ELSEVIER

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*





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



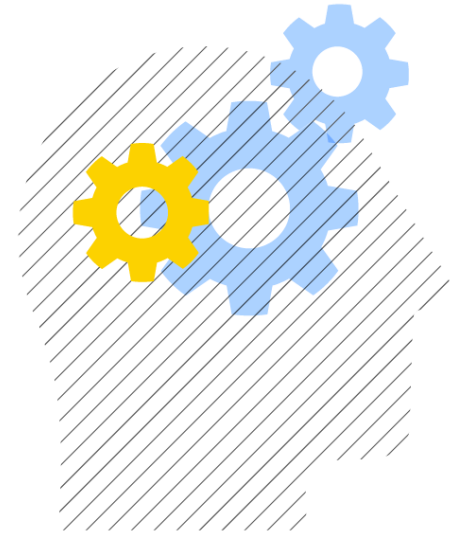
Readers

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

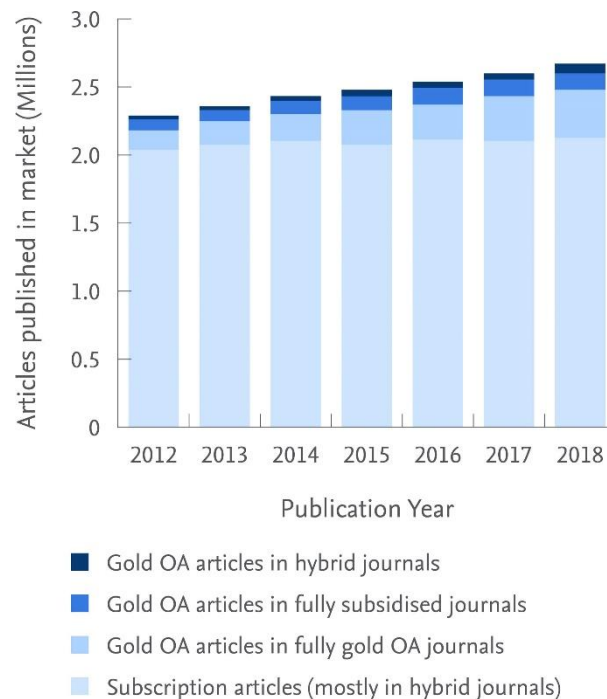
- **80%** share of total articles in 2018

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





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

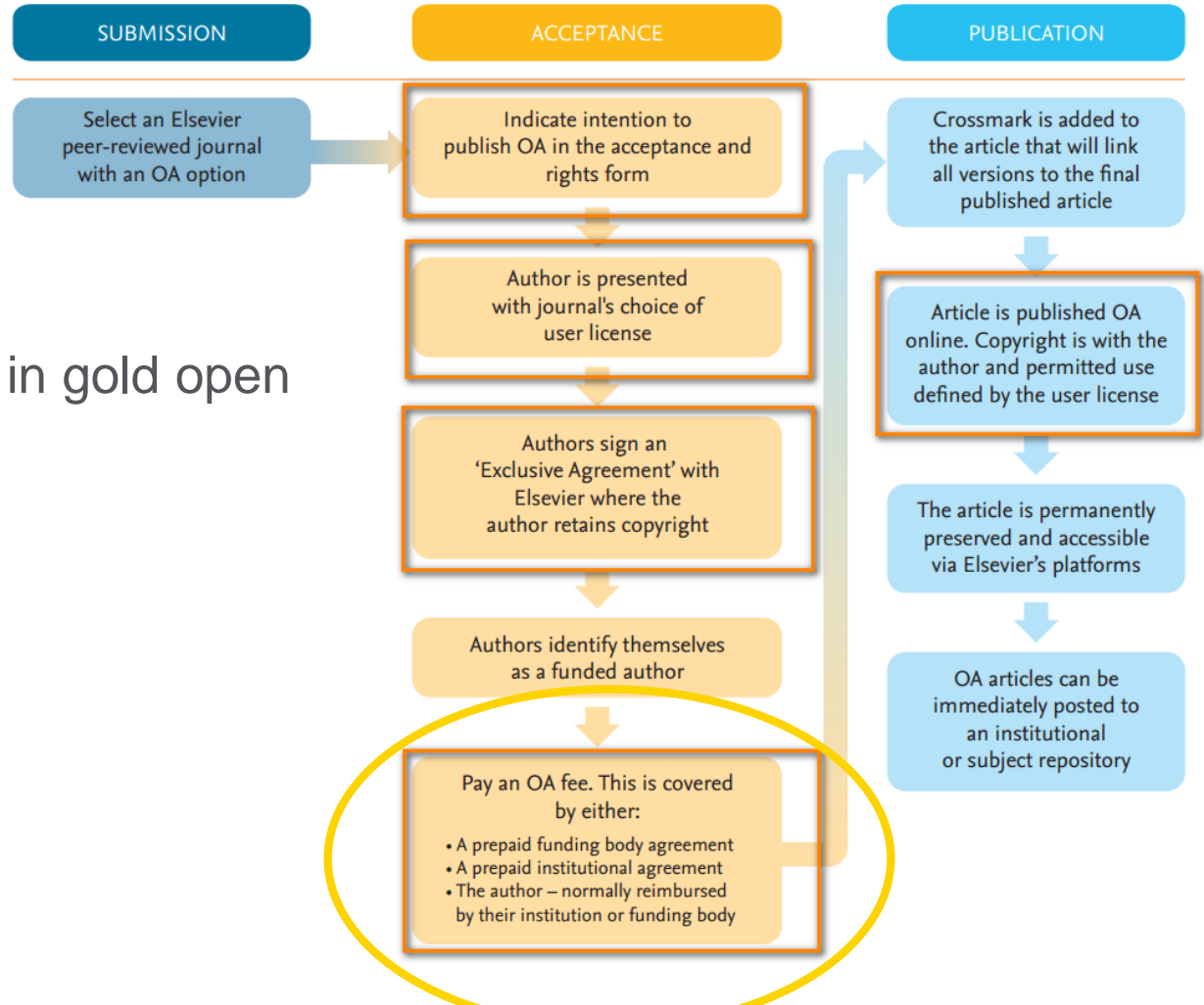
THE LANCET.

Vol. I.—No. 1.] LONDON, SUNDAY, OCTOBER 5, 1823. [Price 6d.

PREFACE.

It has long been a subject of surprise and regret, that in this extensive and intelligent community there has not hitherto existed a work that would convey to the Public, and to distant Practitioners as well as to Students in Medicine and Surgery, reports of the Metropolitan Hospital Lectures.

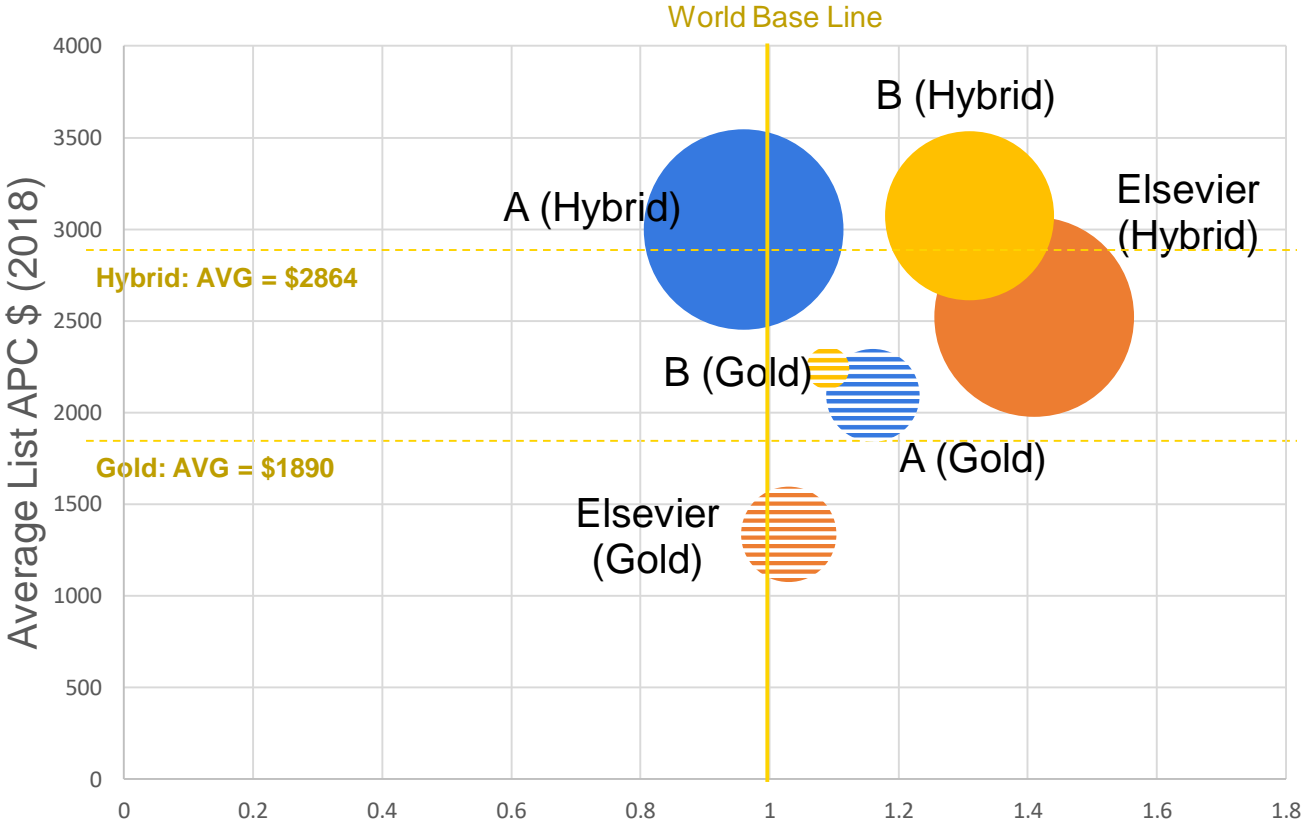
Process of publishing in gold open access



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.

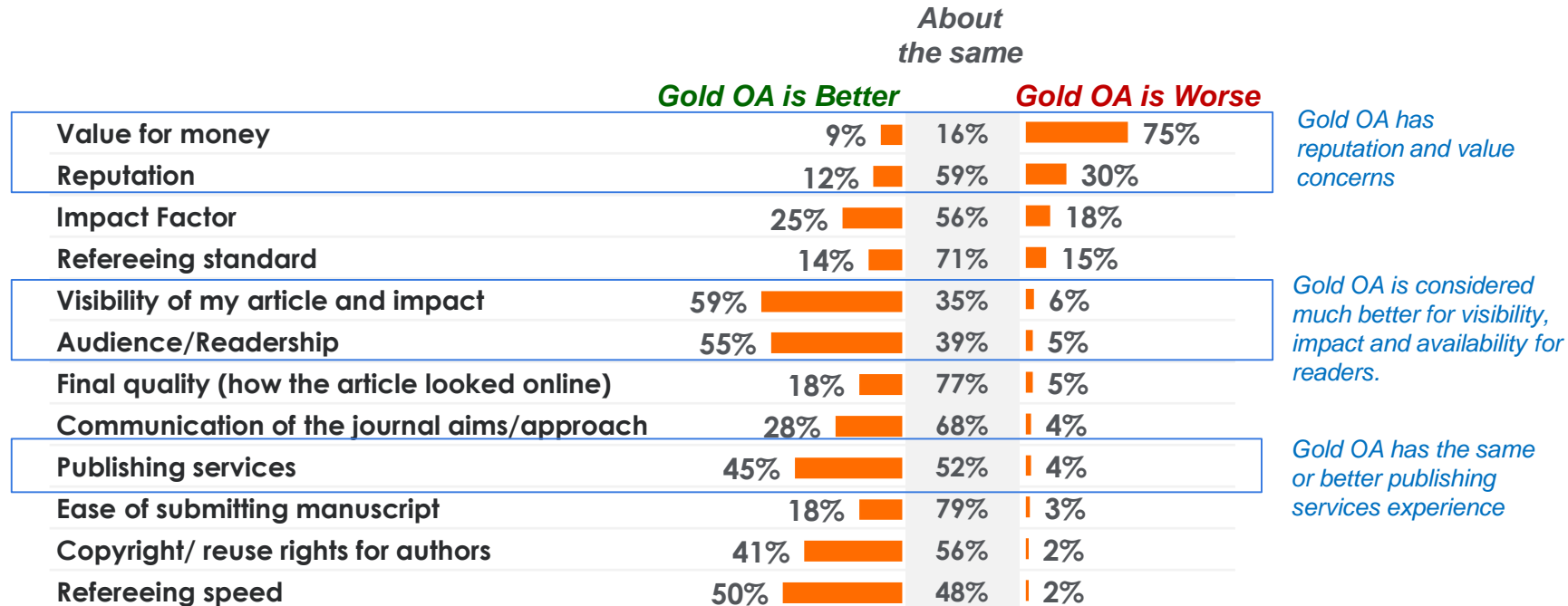
Committed to no double dipping

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





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

[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.



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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 ¹ , Yue Dong ², Daniel Markl ³, Zijian Zhang ², Yaochun Shen ², J. Axel Zeitler ³

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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

ScienceDirect

172,372 results

Refine by:

Years

Article type

Publication title

Access type

Open access (29,472)

Open archive (25,573)

Targeted **mutagenesis**: A sniper-like diversity generator in microbial engineering

Open access, Review article

Download selected articles

sorted by relevance | date

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 δ in yeast suppresses UV-induced **mutagenesis**, but enhances DNA polymerase ζ -dependent spontaneous **mutagenesis**

Original research article

DNA Repair, Volume 49, January 2017, Pages 60-69

E.I. Stepankova, E.R. Tarakhovskaya, H.M. Siebler, Y.I. Pavlov

Download PDF (2,072 KB)

Abstract

Export Citation

Functional expression enhancement of *Bacillus pumilus* CotA₁₀₀₀ mutant WLF through site-directed **mutagenesis**

Original research article

Enzyme and Microbial Technology, In press, corrected proof, Available online 14 September 2017

Quan 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


Scopus

Search Sources Alerts Lists Help [Register >](#) [Login v](#) 


Sources



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Search 

☒ Title ☐ ISSN ☐ Publisher ☒ Display only Open Access journals 

4017 results

Source title 

AAA, Arbeiten aus Anglistik und Amerikanistik  Webcat Plus 

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



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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

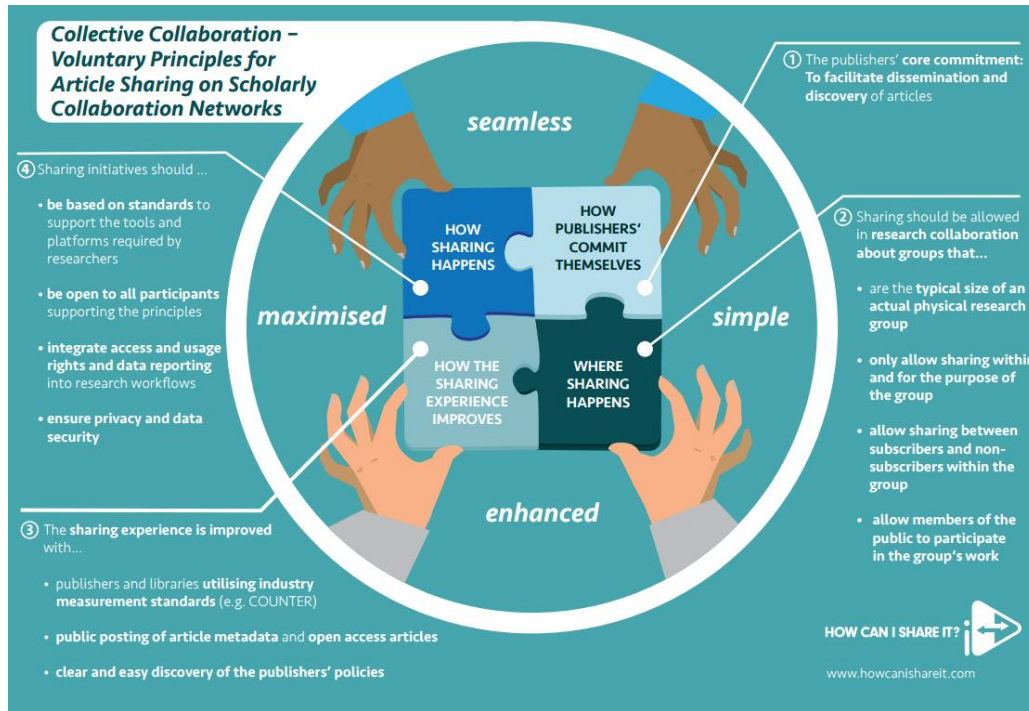
We offer a choice of reuse license for gold OA

- 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
CC BY	34%	Yes	Yes	Yes	Yes	Yes	Yes
CC BY NC ND	66%	Yes	Yes	Yes (private use)	Yes	Yes	No

Working together on common principles



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.





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.

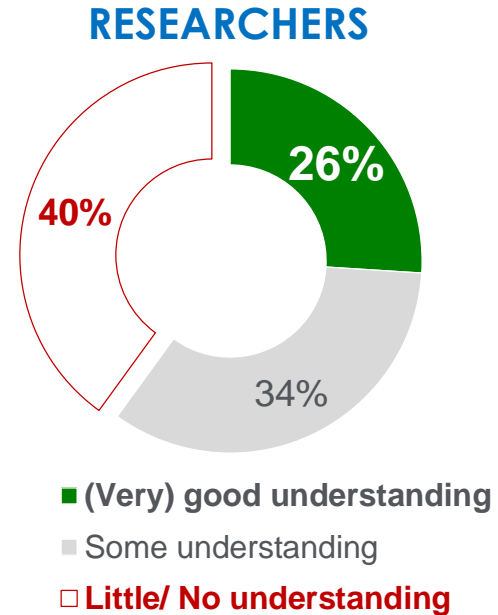
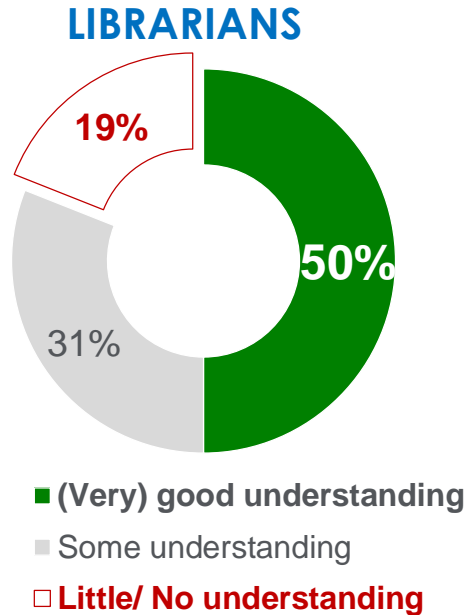


- **Open Science Policy Platform → recommendations based on 8 priorities:**
 - FAIR Data
 - Publishing models for OA
 - Open Science Cloud
 - Alternative Metrics
 - Rewards
 - Research integrity
 - Citizen Science
 - Skills & Training

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?

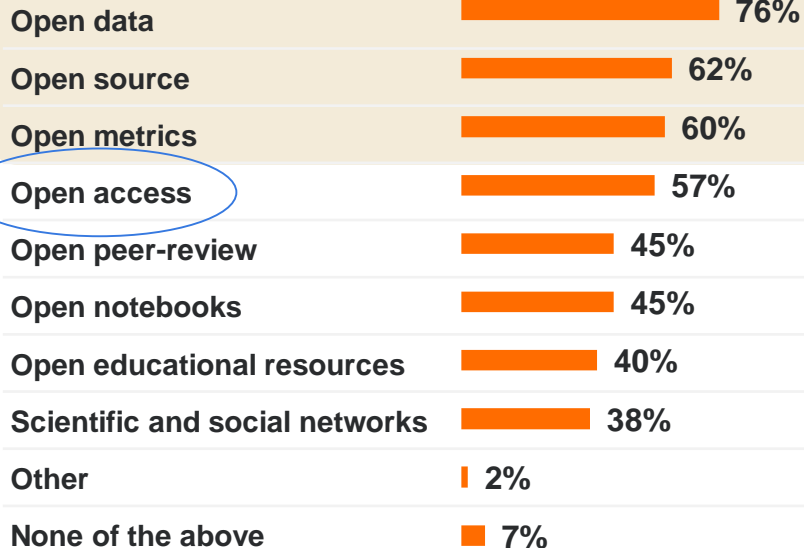


Relevant information on Open Science

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/nyzygp93zh.1>



Open science practices

More inclusive, more
collaborative, more transparent



Open peer review reports

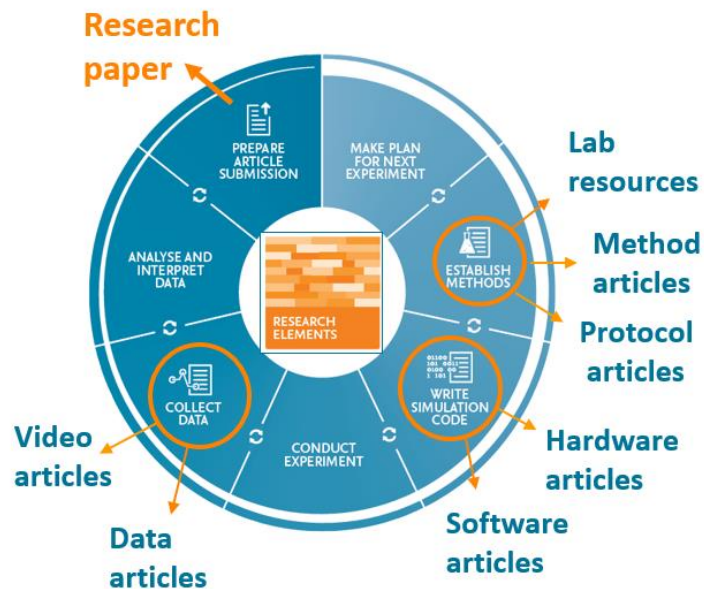
Pilot in 5 journals to experiment with publishing peer review reports as publicly available research outputs with their own DOI.

Editors	Reviewers	Authors	Forward look
<ul style="list-style-type: none">• 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• Some concern it may make it harder to find reviewers.	<ul style="list-style-type: none">• Like the ability to get recognition• Over 95% said publishing review reports didn't influence their recommendation nor would it influence them accepting further review invites for the journal.	<ul style="list-style-type: none">• Generally positive about having open peer review reports next to their article• Little impact on their journal choice, indeed slightly more likely to choose a journal offering this.	

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



Description of this data

Revision of *Hydangera tennaeformis* species complex with a description of a new species (Lehtinen et al., (P 2014).

1. Morphological data.
A drawing (physical segment); morphological matrix.
2. DNA data.
Nucleotide sequence alignments (38S rDNA, pold & pepck; mitochondrial protein-coding genes; cost complete haplotype data set).

Experiment data files [Download all files \(6\)](#)

lynn_segment.jpg	467 KB	Download
morphological matrix.xls	69 KB	Download
Hyd_18S.phy	22 KB	Download
Hyd_mCOI.phy	18 KB	Download
Hyd_mCOI.phy	12 KB	Download
ABC_align380.meg	11 KB	Download

Associated article
peer reviewed

This data is associated with the following peer reviewed publications

[Reappraisal of *Hydangera tennaeformis* \(Benth. 1766\) \(Cteno-: Tenuidae\) sensu lato with description of *Hydangera kamoharui* n. sp.](#)

[Cite this article](#)

Published in: International Journal for Parasitology

Latest version

Version 1 2014-03-01

Published: 2014-03-01
DOI: 10.1016/j.ijpara.2014.03.001

[Cite this dataset](#)

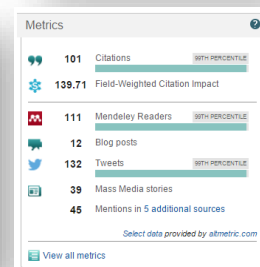
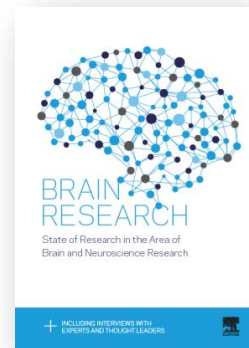
Lehtinen, Ann (2014).
"Hydangera" Mendeley Data v1

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

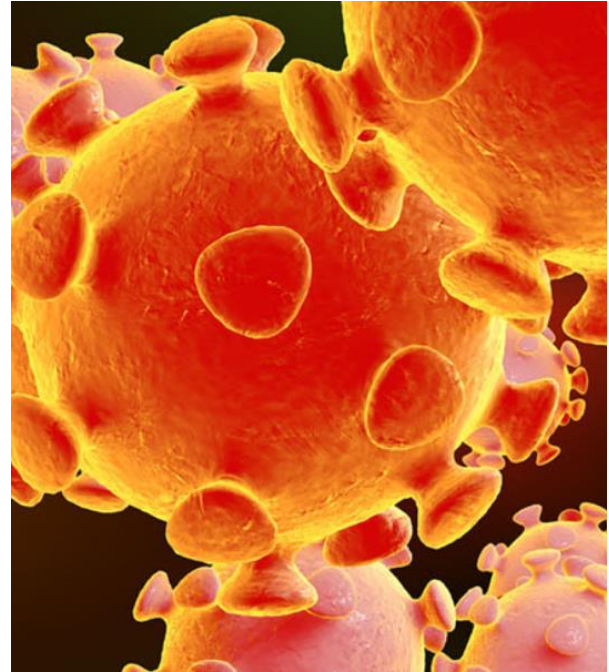


Elsevier Information Resources Centres

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

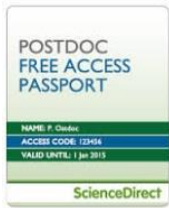
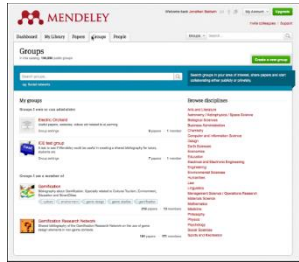
Fostering a strong and independent research culture in the developing world

- 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

Other ways Elsevier facilitates sharing



Open data



Open access

ShareLinks



Dmitry Savostyanov @draug
Free online version of my recent paper, thanks #elsevier
elsarticle.com/18ATi5

9 december

Structured Metadata

Sharing user access information and embedding final articles

Open Access “Cheatsheet”

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