



# **Open access cultures: The monograph problem**

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# The Cultures

## **Humanities:**

- excellence measured by scholarly monographs
- SM materiality is marketable
- Classicist mentality: SM creates maximum impact by identifying and strengthening author image

## **»Hard» and SocScis:**

- excellence measured by journal publishing
- Journal articles` materiality is not a selling point
- Postmodernist mentality: JA in OA creates maximum impact by being freely available

# De-Culturing Humanities Research: The EC OA pilot project 2008-13

- Funding OA projects: 2007/08 50 Mio € for digital repositories, 25 Mio € for research on digital archiving, 10 Mio € for enabling interoperability and multilingual use of digital archives
- 2008 pilot project: contractual obligation of EC grant beneficiaries to publish OA
- Includes only peer-reviewed journal publications, **no monographs.**

# Viewpoints: Theory of Science

- Karl Popper: Scientific methods and results are per se of public character
  - The *Crusoe* paradigm
- Robert K. Merton: The four institutional imperatives of scientific ethos:
  - Universalism
  - Communism
  - Disinterestedness
  - Organized scepticism



# Viewpoints: Theory of Science on SM

»Whoever these days publishes a scholarly monograph in print and in print only, **actively keeps his or her scientific methods and results a secret from the public.**“

Gerhard Fröhlich at the Open Access conference  
in Konstanz, Oct 2009

# A Footnote: Humanities` impacting culture



*"We'd like to publish it, do nothing to promote it, and watch it disappear from the shelves in less than a month."*

# Viewpoints : The economical angle

- **Publishers:** profit by hard copies in direct proportion to library acquisition rates; **no technical and financial procedures for repository publishing**
- **Libraries:** implementation and management of repositories, digitalization and distribution of e-copies increases costs **without dedicated budgets**
- **Funding agencies:** Journal publishing – Money to the publisher; SM publishing: Money to the publisher via application of the author; **repository publishing: ?**
- **Authors:** no secure revenue management
- **Users:** knowledge for free

# Viewpoints: The copyright problem

- Framework: EU-Directive »on the harmonization of certain aspects of copyright and related rights in the information society«  
OJ L 167, 22.6.2001
- Countries' actions to specify norms in existing copyright law and creating new ones in adaptation to the framework

Kuhlen/Ludewig 2009



# Viewpoints: The copyright problem – Germany

- 1st Korb 2004, 2nd Korb 2007, 3rd Korb tbd
- 1st and 2nd Korb favor interests of derivative right holders, i.e. publishers:
  - § 52b: Libraries are allowed to digitalize works in their holding, but **may allow the reading of e-books only at dedicated terminals inside the premises**
  - § 53a: Libraries **may distribute digital copies to users only under drastically restricted conditions** and not at all when commercial providers offer corresponding services
- European Network for Copyright in support of Education and Science (Berlin 2008)

# Viewpoints : The copyright problem – current developments

- Green Paper *Copyright in the Knowledge Economy* launched by European Commission to instigate consultation process for revision of the 2001 directive
  - **focus on contract (private) law** instead of c'law
- Nov. 2008 statement handed to EC
  - publishers not rightful owners of products
  - OA can only be guaranteed by **public mandate**, i.e. through change of c'law

# Four arguments on SM in OA

- Unlike authors in public entertainment markets (popular literature), authors of SMs are a priori both users and producers of written knowledge – the **feedback argument**
- SMs are stand-alone qualification exercises – the **academic career argument**
- SMs deal with a broader range and complexity of scientific problems than any journal article is able to – the **scientific achievement argument**
- SMs are inscribed into a historical flow of scientific discourse, i.e. as texts they do not have the same status as f.e. literary or philosophical works – the **commodity argument**

## ... and their consequences:

- the **feedback argument**: as SMs themselves feed off freely accessible knowledge, they themselves should be fed back into the common pool
- the **academic career argument**: for institutional reasons, the SM may not be marginalized
- the **scientific achievement argument**: SMs produce a unique kind of scientific quality
- the **commodity argument**: the materiality of the hard copy SM is not directly relevant to the distribution of its content



# Conclusions I: Creating the framework

- **Theory of Science-viewpoint:** OA for SM
- **Technical viewpoint:** Implementation of interoperable repository system
- **Economical viewpoint:** conceptual approach, ideally in cooperation of all stakeholders
  - EC Funding *Open Access Publishing in European Networks* (OAPEN) towards development of a model for financing OA-publishing of SM
- **Copyright law viewpoint:** ERA countries need to take an active part both in shaping their respective copyright law and **in the revision process of EC directive 2001**

# Conclusions II: Humanities' quality management of OA for SM

- **Ultimate goals:**
  - **Obligatory, internationally standardized peer-review process** for publication of OA SM
  - **Hybrid publishing** with or without a moving wall between print component and digitalized repository component
- **Interim strategy: systematical repository publishing of**
  - **Abstracts**
  - **Key word clusters**

**Thank you for your attention!**

