



PROMOTING OPEN ACCESS: INTERNATIONAL COOPERATION

推廣開放取用:國際合作的觀點

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December 2, 2011

What is Open Access? *

什麼是開放取用？

- The free, immediate, online access to the results of scholarly research
(對學術研究結果的免費、快速與線上取用)
- Applies the Creative Commons Attribution License
(應用創用CC執照)
- Authors retain ownership of the copyright for their content, but allow anyone to download, reuse, reprint, modify, distribute, and/or copy the content as long as the original authors and source are cited.
(作者保有其版權，只要有引用原始作者與來源，任何人都可下載、重新使用、印製、修改、傳播、複製這些內容)
- **No permission is required from the authors or the publishers.**
(不需要再次獲得作者或出版社的准許)
- * PLoS <http://www.plos.org/about/open-access/license/>



Why Open Access?

爲什麼要開放取用？

Problem: Restricted access to scholarly publications

(限制取用學術出版之問題)

- Pricing crisis (資源價格的危機)
- Permission barriers (獲得授權使用的障礙)
 - Legal barriers from copyright law and licensing agreements (版權法和使用合約的法律障礙)
 - Technological barriers: software to block access by unauthorized users (技術上的障礙：使用軟體阻擋非授權使用者的取用)



Barrier: Pricing Crisis

阻礙：資源價格的危機

STM Journal Subscription: a Shocking Price Tag (科學、科技、醫學學術期刊訂閱：驚人的價標)

| | | | |
|---|---|--|---|
| <p>Science online = \$12,000</p>  | <p>One carat Tiffany diamond ring</p>  | <p>Brain Research (online) = \$22,000</p>  | <p>2008 Toyota Camry XLE</p>  |
|---|---|--|---|

Benefits of Open Access

開放取用的好處



Scientific imperative

www.arl.org/sparc

A Foundation for Discovery

If sharing of knowledge is the foundation of scholarly advancement, then faster and wider sharing will fuel its progress.

GOALS OF OPEN ACCESS

Accelerate
Discovery

Stimulate Further
Discovery

Translate
Knowledge into
Public Benefits

Improve
Information
Access & Sharing

Reduce
Systemic Cost &
Inefficiency

Enable New
Research
Strategies
(e.g., data mining)



Open Access to Make Research Free to All : 開放取 用使大眾免費取得研究資訊

Open Access Journals (開放取用的學術期刊)

- Peer-reviewed; Immediately freely available
(同儕審查；之後迅速地可以取用)
- Various business models
(有各式各樣的商業模式)
 - Charging a processing fee on accepted articles to be paid by the author or the author's institution or funding agency
(作者或作者的母機構支付被接受期刊論文的處理費)



Open Access to Make Research Free to All : 開放取用 使大眾免費取得研究資訊 (續)

Open Access Journals (開放取用的學術期刊)

➤ Peer-reviewed; Immediately freely available

(同儕審查；之後迅速地可以取用)

➤ Various business models

(有各式各樣的商業模式)

- Charging a discount processing fee on accepted articles to be paid by the author or the author's institution or funding agency (NIH, Howard Hughes Medical Institute)

(作者、作者的母機構、或研究經費贊助單位支付被接受期刊論文的優惠折扣處理費)

- Charging no processing fees with institutional subsidies

(對某些機構不收取期刊論文的處理費)



UCSF Discounts for Publishing in OA Journals

<http://www.library.ucsf.edu/help/scholpub/discounts>

UCSF投稿開放取用學術期刊之優惠折扣

PUBLISH OPEN ACCESS ARTICLES WITH UCSF DISCOUNTS

Open Access (OA) journals are peer-reviewed journals that provide free, online access to their articles. They cover costs through publication fees, institutional subsidies, endowments, or sponsorships. Fully open access journals have few copyright restrictions, meaning anyone, anywhere online may read, download, copy, and distribute the articles.

A "hybrid" open access journal is published by a traditional subscription-based publisher; articles can be made immediately available to the public if the author pays an additional publication fee (also referred to as "paid access," "open choice," "sponsored article," etc.). Hybrid publishers often place restrictions on redistribution and reuse.

UCSF Discounts on Article Publication Charges for OA Journals, October 2011

| Publisher or Publication | Normal Article Publication Fee | UCSF Discounted Fee |
|---|---|--|
| American Chemical Society (subscribed journals) | \$3,000 hybrid AuthorChoice | \$2,000 - ACS non-member \$1,000 - ACS member |
| BioMed Central (all BioMed Central journals) | \$1,600 – 1,875 | \$1,360 – \$1,594 (15% discount) |
| Mary Ann Liebert (subscribed journals) | \$3,200 hybrid OA (\$2,200 thereafter) | \$2,144 (33% discount) |
| Nucleic Acids Research (Oxford Univ. Press) | \$2,770 | \$1,385 (50% discount) |
| Proceedings of the National Academy of Science (PNAS) | \$1,300 hybrid OA option (separate from page and other charges) | \$975 (25% discount) |
| Public Library of Science (PLoS) | \$1,350 – \$2,900 | \$1,215 – \$2,610 (10% discount) |
| Springer | \$3000 hybrid OpenChoice option | \$2,550 (15% discount) |

Search the [Directory of Open Access Journals](#) to find thousands of other quality, peer-reviewed OA journals.

Other hybrid publishers include American Society of Microbiology, Cambridge University Press, Elsevier, JoVE, Nature, SAGE, Taylor & Francis, and Wiley.

Open Access to Make Research Free to All :

開放取用使大眾免費取得研究資訊

Open Access Repositories

開放取用[機構]典藏

- Not necessarily peer-reviewed; freely available
(不一定要同儕審查；可免費取用)
- Un-refereed preprints, or refereed post-prints or both
(預刊本或刊後抽印本都可以)
- Can be self-archived
(允許自行典藏)
- Belong to institutions (institutional repositories)
(屬於機構的)



Open Access to Make Research Free to All :

開放取用使大眾免費取得研究資訊 (續)

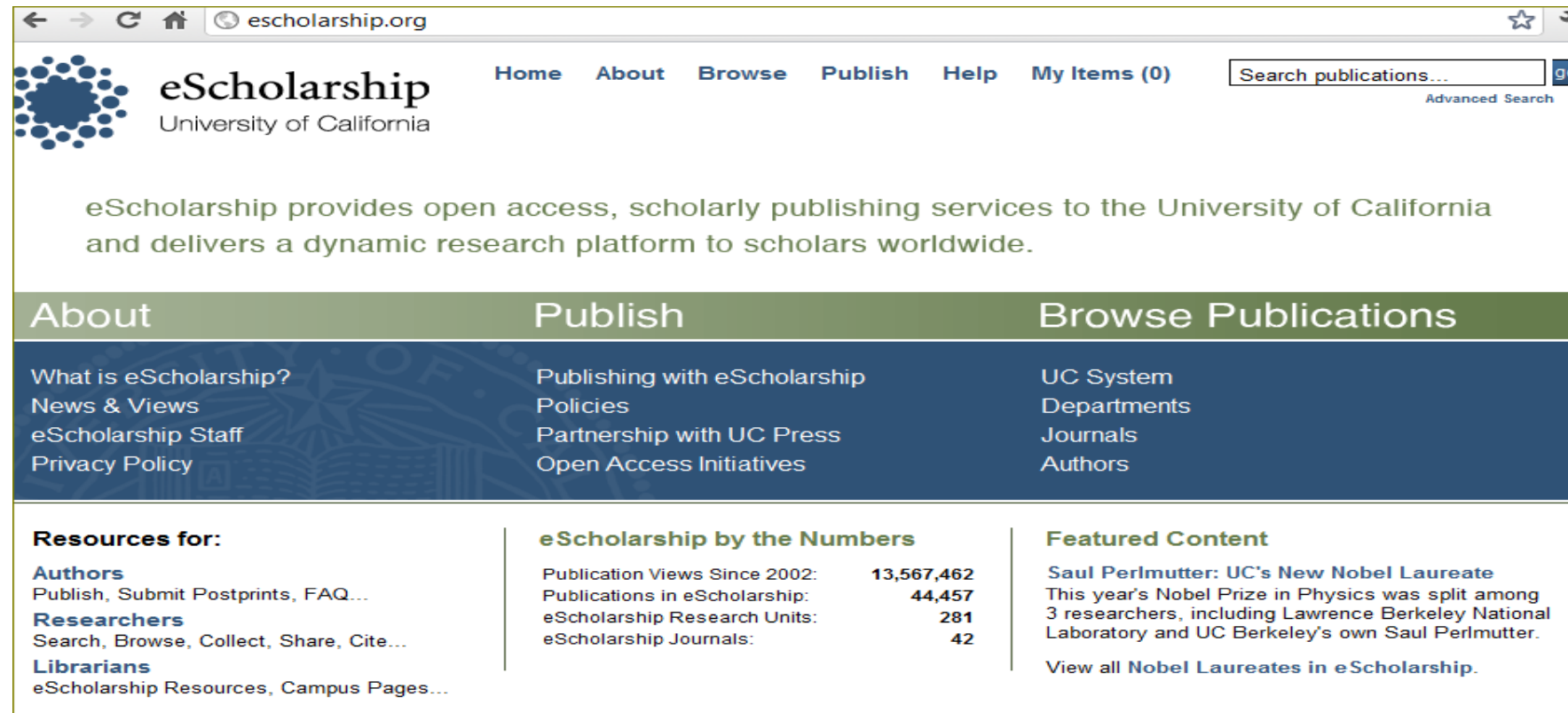
Open Access Repositories

開放取用[機構]典藏

- Comply with the metadata harvesting protocol of the Open Archive Initiative
(遵守OAI詮釋資料自動採集溝通協議)
- Easily search for knowledge discovery
(易於檢索，利用知識發現)
- Using open source software for building and maintaining OAI-compliant archives
(使用開放原始碼軟體建置和維護遵循OAI規範的檔案)



eScholarship: University of California Open Institutional Repository 加州大學開放性機構典藏系統



The screenshot shows the homepage of the eScholarship website. The browser address bar displays "escholarship.org". The page features a navigation menu with links for Home, About, Browse, Publish, Help, and My Items (0). A search bar is located in the top right corner. The main content area includes a description of the service and three primary navigation sections: About, Publish, and Browse Publications. Below these sections are three columns of information: Resources for (Authors, Researchers, Librarians), eScholarship by the Numbers (Publication Views Since 2002: 13,567,462; Publications in eScholarship: 44,457; eScholarship Research Units: 281; eScholarship Journals: 42), and Featured Content (Saul Perlmutter: UC's New Nobel Laureate).

escholarship.org

eScholarship
University of California

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eScholarship provides open access, scholarly publishing services to the University of California and delivers a dynamic research platform to scholars worldwide.

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| Authors Publish, Submit Postprints, FAQ... | Publication Views Since 2002: 13,567,462 | Saul Perlmutter: UC's New Nobel Laureate |
| Researchers Search, Browse, Collect, Share, Cite... | Publications in eScholarship: 44,457 | This year's Nobel Prize in Physics was split among 3 researchers, including Lawrence Berkeley National Laboratory and UC Berkeley's own Saul Perlmutter. |
| Librarians eScholarship Resources, Campus Pages... | eScholarship Research Units: 281 | View all Nobel Laureates in eScholarship. |
| | eScholarship Journals: 42 | |



Promoting Open Access Scholarly Publishing –

推廣學術出版之開放取用

International Support

國際上的支持

- Major Publishers: （主要出版社）
 - Public Library of Science (PLoS): SF-based world leader in open access scholarly publishing
 - UK-based BioMed Central

- Organizations: （各式組織機構）
 - Scholarly Publishing and Academic Resources Coalition (SPARC)
 - SPARC Europe
 - Open Access Scholarly Publishers Association



Promoting Open Access Scholarly Publishing –

推廣學術出版之開放取用

International Support

國際上的支持

- Research Funding Agencies: (研究計畫經費贊助單位)
 - NIH Public Access Policy (PubMed Central), The Wellcome Trust

- Library Associations: (圖書館學會)
 - Association of College and Research Libraries, ALA: [Scholarly Communications Toolkit](#)
 - Canadian Library Association endorsed a Resolution on Open Access in 2005.

- Advocacy Group: (倡導團體)
 - The Alliance for Taxpayer Access in the US

- Developing Countries (發展中國家)
 - Health InterNetwork Access to Research Initiative, (HINARI), sponsored by the WHO



High Profile New Open Access Journals

高知名的新興開放取用學術期刊

- [Nature Scientific Reports – October 2011](#)
- [Springer Plus – December 2011](#)
- Wiley Open Access: [Brain and Behavior, Ecology and Evolution, MicrobiologyOpen, ChemistryOpen](#)- early 2011
- eLife – late [2012](#)

The Howard Hughes Medical Institute, the Max Planck Society and the Wellcome Trust's new, top-tier, open access journal for biomedical and life sciences research



What Can We Do? 我們能做些什麼?

Advocacy/Promotion/Partnership/Collaboration – UCSF

(倡導/推廣/結盟/合作 – UCSF的作法)

➤ Education & Outreach (教育與推廣)

- Raise awareness of the benefits of Open Access among faculty, researchers, administrators, students, staff and the public
(讓教師, 研究人員, 行政管理人員, 學生, 職員和社會大眾了解開放取用的優點和利益)
- Build understanding of why Open Access is important to advance scientific discovery
(讓他們了解爲什麼開放取用對提升科學發現很重要)
- Host or sponsor panel discussions, workshops, seminars, lectures, or symposium on open access and scholarly communication
(舉行或贊助開放取用和學術傳播的座談, 工作坊, 研討會和演講)



What Can We Do? 我們能做些什麼? — 續

Advocacy/Promotion/Partnership/Collaboration – UCSF

(倡導/推廣/結盟/合作 – UCSF的作法)

➤ Education & Outreach (教育與推廣)

- Participate in Global Open Access Week

(參與全球開放取用週的活動)

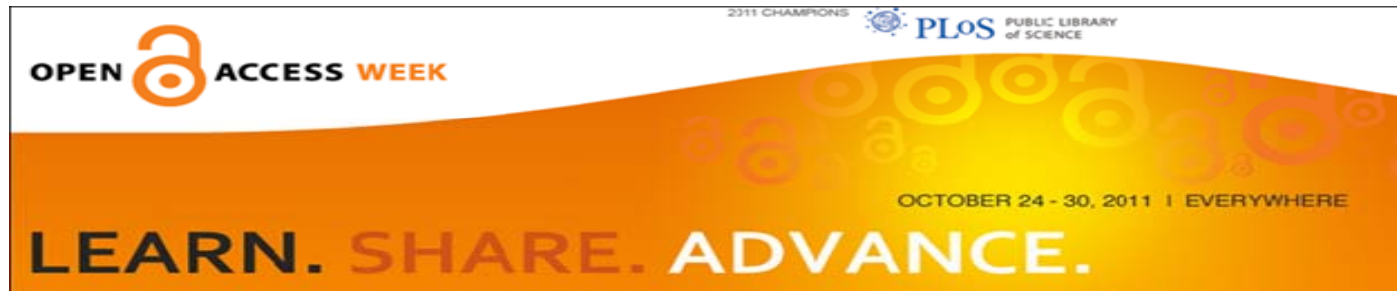
- Partner with the Committee on Library and Scholarly Communication on advancing open access issues on campus e.g. establishing an Open Access Mandate at UCSF

(與圖書館和學術傳播委員會結盟, 在校園中倡導開放取用相關議題, 如建立 UCSF 開放取用授權)



Global Open Access Week: UCSF

UCSF的全球開放取用週（推廣活動）

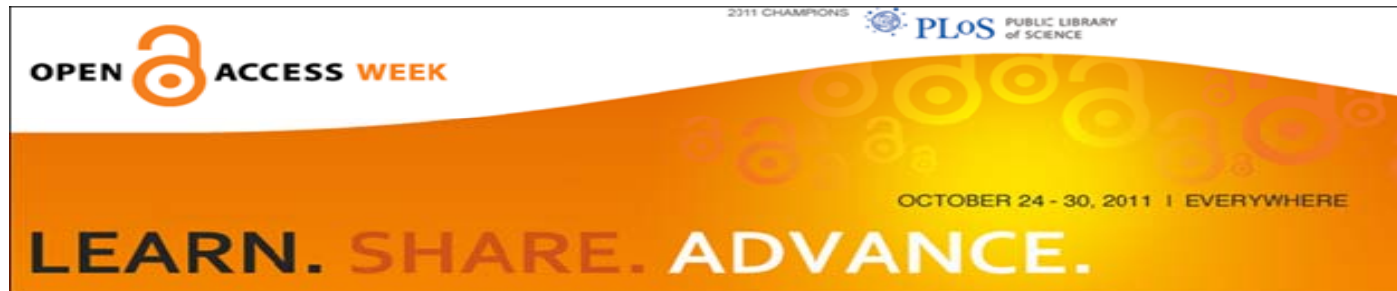


- Participated in promoting OA publishing during the week
(在本週參與推廣開放取用的出版模式)
- The awareness about the benefits of open access to scientific information and open access publishing is gaining more momentum at UCSF.
(在UCSF校園中, 對於開放取用科學資訊和開放取用出版的概念
越來越受到重視)



Global Open Access Week: UCSF

UCSF的全球開放取用週（推廣活動）一續



- Many faculty are editors or serve on the editorial board for the OA journals.
(很多教師在開放取用學術期刊擔任編輯或在編輯小組中服務)
- Not only the numbers of the researchers/faculty who support a move towards Open Access is increasing, but also more researchers choose to publish their research in the OA journals, such as PLoS Biology, Medicine.
(不但支持開放取用的研究人員和教師數量增加, 而且越來越多研究者選擇將其研究成果投稿出版於開放取用學術期刊, 如PLOS Biology, Medicine)



Open Access Mandates 開放取用授權

- What is an open access mandate? (什麼是開放取用授權)
- Universities adopted OA mandates: Over 200 institutions worldwide; MIT, Princeton, Duke, University of Kansas, Harvard (Art and Science) (全球超過200所大學採用了開放取用授權)
- How does it work? (它是如何運作的?)
- UC eScholarship (escholarship.org)





Journal of Traditional and Complementary Medicine

Committee on Chinese Medicine and Pharmacy, Taiwan

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Welcome to JTCM

Journal of Traditional and Complementary Medicine is a quarterly open-access journal that covers the fields of traditional medicine, preventive herbal medicine, and dietary therapy. It welcomes articles presenting observation and experimental investigation in clinical studies, animal experiments, or in vitro studies. It especially welcomes studies involving biomedicine.

Joining a Global Open Access Movement (請加入全球性的開放取用運動)



THANK YOU!!!

QUESTIONS?

