A vertical image on the left side of the slide. It shows a desk lamp with a dark shade and a white interior, casting a warm glow. Below the lamp is a stack of several books, with the top one being a thick, dark cover. The background is a warm, orange-brown gradient.

Why is the Cost of Scholarly Communication Important?

Scholarly Communication Globally
and in the U.K.

A Research Information Network (RIN) Event
London, December 11, 2008


Donald W. King

Distinguished Research Professor
University of North Carolina at Chapel Hill
School of Information and Library Science

A desk lamp with a black shade and a stack of several books are visible on the left side of the slide. The lamp is lit, casting a warm glow. The books are stacked neatly, with their pages visible.

Topics Covered

- ◆ The importance of measures
- ◆ What CEPA accomplished
- ◆ Other important considerations
- ◆ How the study results can be used

- 
- A desk lamp with a conical shade is illuminated, casting a warm glow. Below it, a stack of several books is visible, suggesting a study or library setting.
- ◆ “I often say that when you can measure what you are speaking about, and express it in numbers, you know something about it; but when you cannot express it in numbers, your knowledge is of a meager and unsatisfactory kind; it may be the beginning of knowledge, but you have scarcely, in your thoughts, advanced to the stage of *science*, whatever the matter may be.”

– William Thomson, Lord Kelvin 1883

A desk lamp with a black shade and a stack of several books are visible on the left side of the slide. The lamp is lit, casting a warm glow. The books are stacked neatly, with their pages visible.

Examples of Why We Need to Measure

- ◆ Articles are not read, let's look for alternatives to journals
- ◆ It's free
- ◆ Article processing is inexpensive
- ◆ 1970's - Electronic journals are imminent

A desk lamp with a black shade and a stack of several books are visible on the left side of the slide. The lamp is lit, casting a warm glow. The books are stacked neatly, with their spines facing left.

Forecast

- ◆ “Heavier-than-air flying machines are impossible”
 - William Thomson, Lord Kelvin 1895
- ◆ “Within the next 20 years a majority of articles will be handled by some electronic processes throughout but not all articles will be incorporated into a comprehensive electronic journal system”
 - King, et. al. 1978

A desk lamp with a black shade and a stack of several books are visible on the left side of the slide. The lamp is lit, casting a warm glow. The books are stacked on a wooden surface.

Forecast

Based on the Entire System

- ◆ All components in place as early as late 1960's
- ◆ Economic, technical, operational, and use feasibility
 - ◆ Authorship
 - ◆ Publishing
 - ◆ Reviewing
 - ◆ Libraries and secondary organizations
 - ◆ Readers
 - ◆ Transmission



CEPA System Measures

- ◆ Participants involved
 - Characterized participants
 - Counted number of participants
 - Established measures of contributions made by them
- ◆ Determined activities performed by each participant
 - Counted number of units involved (output)
 - Determined average cost per unit (input)
 - Calculated total cost



CEPA System Measures

continued

- ◆ Costs considered
 - Direct cost
 - Indirect cost
 - Non-cash cost
- ◆ Compared cost under different conditions
 - Comparative contribution of participant on total cost
 - E-only publishing
 - Author-side payment
 - Flow of funds
 - U.K. contribution to global communication

A vertical image on the left side of the slide. It shows a desk lamp with a dark, conical shade that is illuminated from within, casting a warm glow. Below the lamp is a stack of several books, their pages and spines visible. The background is a soft, warm orange-brown color.

Examine the Context of What is Being Measured

- ◆ Where do journals fit into science communications?
- ◆ Where do libraries fit into the journal system?

A vertical image on the left side of the slide. It shows a desk lamp with a dark shade and a glowing white light, positioned above a stack of several books. The background is a warm, orange-brown gradient.

Value of Scholarly Journals

- ◆ Purchase value versus use value
- ◆ Purchase value – what users pay
 - Faculty spends hours seeking and reading
 - Purchasing/receiving personal subscriptions

A desk lamp with a black shade and a silver base is positioned on the left side of the slide, casting a warm glow. Below it, a stack of several books is visible, with their pages and spines showing. The background is a soft, warm orange-brown gradient.

Value of Scholarly Journals


continued

- ◆ Evidence of use value
 - Impact of reading on science, medicine, etc.
 - Impact of science, medicine, etc. on the economy and quality of life
 - Lifelong learning
 - Award winners read more
 - Reading correlated with several indicators of productivity
 - 75% of faculty had authored at least one article in past 2 years (3.4 versus 2.4 all other publications)
 - Fulfills goals of parent organizations

A desk lamp with a black shade and a stack of several books are visible on the left side of the slide. The lamp is lit, casting a warm glow. The books are stacked on a wooden surface.

Contingent Valuation

- ◆ “An economic method used to assess the benefits of non-priced goods and services, by examining the implications of not having that good or service.”
- ◆ Without journals it would cost readers:
 - 75 more hours in time per year
 - \$1,460 more in other costs
- ◆ Without library journal collections it would cost the university
 - 49 more hours in time per faculty member
 - \$820 more per faculty member than the library cost

A vertical decorative image on the left side of the slide. It features a desk lamp with a dark, conical shade that is illuminated from within, casting a warm glow. Below the lamp is a stack of several books, their pages and spines visible. The background is a soft, warm orange-brown gradient.

CEPA Study Addresses Issues/Concerns of All Participants

- ◆ Policy/decision makers
- ◆ Funders of participants
 - Researchers
 - Authors
 - Publishers
 - Reviewers/referees
 - Libraries and other intermediaries
 - Readers

A vertical decorative image on the left side of the slide. It features a desk lamp with a dark, conical shade that is illuminated from within, casting a warm glow. Below the lamp is a stack of several books, their pages and spines visible. The background of this image is a warm, orange-brown gradient.

Donald W. King

- ◆ Distinguished Research Professor
School of Information and Library
Science
University of North Carolina at Chapel
Hill
U.S.A.
- ◆ Email: dwking@unc.edu
- ◆ Web: <http://www.sils.unc.edu>