

# Why scholarship should never be a commodity!

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Communication journals?

# Scholarly societies & journals

- About 45% of journals are published by societies (Crow)
- Canadian Association of Learned Journals  
*Scholarly Journal Publishing in Canada Annual Report 2010-2011* (Provençal)

# Volunteer work, anyone?

informa.plc (Taylor & Francis, Routledge)

- 2010 revenue: £1.2 billion (up .4% from 2009)
- 2010 adjusted operating profit: £313 million (up 1.4 – 1.8% from 2009)\*
- Informaworld name change to Taylor & Francis Online \*\*
- = profit margin of 25%
- Author's rights? Sherpa RoMEO Yellow (below average)

From: <http://www.informa.com/Investor-relations/Results--Reporting/>

From: <http://www.library.yale.edu/~license/ListArchives/1104/msg00015.html>

- **Wiley “SCIENTIFIC, TECHNICAL, MEDICAL, AND SCHOLARLY (STMS)**
- **Third quarter revenue + 8%**
- **Third quarter contribution to profit + 12%**
- **Revenue for 9 months up 1% to \$712 million**

**John Wiley and Sons Announces Third Quarter Fiscal Year 2011 Results <http://ca.wiley.com/WileyCDA/PressRelease/pressReleaseId-93037.html>**

Ditte Tofteng and Mia Husted **Theatre and action research: How drama can empower action research processes in the field of unemployment** *Action Research* March 2011 9: 27-41, doi: 10.1177/1476750310396953

Abstract – free. Full text PDF: **This item requires a subscription to Action Research.**

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# Pay per view

- Excess copyright  
<http://www.accesscopyright.ca/default.aspx?id=310>
- Discourages learning & reading (Morrison, 2005)
- Informational Feudalism (Drahos & Braithwaite)

# Wiley: the Blackwell legacy

Journal of Communication

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# Directory of Open Access Journals

<http://www.doaj.org>

- > 6,500 fully open access journals
- Media and Communication Studies: 95 titles
- <http://www.doaj.org/doaj?func=subject&cpid=130&uiLanguage=en>
- International Journal of Communication
- Global Media Studies
- Journal of Information Policy

# Library journal hosting services

Open Access Journal Supports in Canada  
(Morrison et al.)

<http://ir.lib.sfu.ca/handle/1892/10882>

# stm revenue versus necessary OA costs

- \$8 billion USD annually (journals)
- 70% from academic library budgets ( ~ \$5.6 billion)
- Estimated cost to publish world's 1.5 million scholarly articles / year at average of about \$1,350 USD (PLoS ONE rates): \$2.5 billion
- = academic library budgets (globally) could fund fully open access journal publishing and save money
- Sources: Ware & Mabe (2009), Björk et al. (2008)

# Self-archiving

Heather's works

<http://ir.lib.sfu.ca/handle/1892/79/simple-search?query=Morrison%2C+Heather>

# MIT Faculty Open Access Policy

<http://info-libraries.mit.edu/scholarly/mit-open-access/open-access-at-mit/mit-open-access-policy/>

“Each **Faculty member grants** to the Massachusetts Institute of Technology nonexclusive permission to make available his or her scholarly articles and to exercise the copyright in those articles **for the purpose of open dissemination**...The Provost ... will **waive** application of the policy for a particular article upon written notification by the author, who informs MIT of the reason”.

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