

Communicating the results of research: how much does it cost, and who pays?

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Core functions in the research communications system

- Doing research to generate new knowledge and understanding
- Assuring the quality of information outputs
- Ensuring appropriate recognition and reward
- Presenting, publishing and disseminating information outputs
- Facilitating access and use
- Assessing and evaluating usage and impact
- Preserving valuable information outputs for the long term

Some key groups of players

- Researchers as creators, disseminators and users
- Research funders
 - Public, charitable and commercial sectors
 - National policy-making bodies
- Research institutions
- Publishers (and secondary publishers)
- ICT service providers
- Libraries and publicly-funded service providers
- Commercial information service providers

So what does it all cost, and who pays?

Activities, costs and
funding flows in the scholarly
communications system in the UK
Report commissioned by the Research
Information Network (RIN)

Full Report

May 2008



In association with:

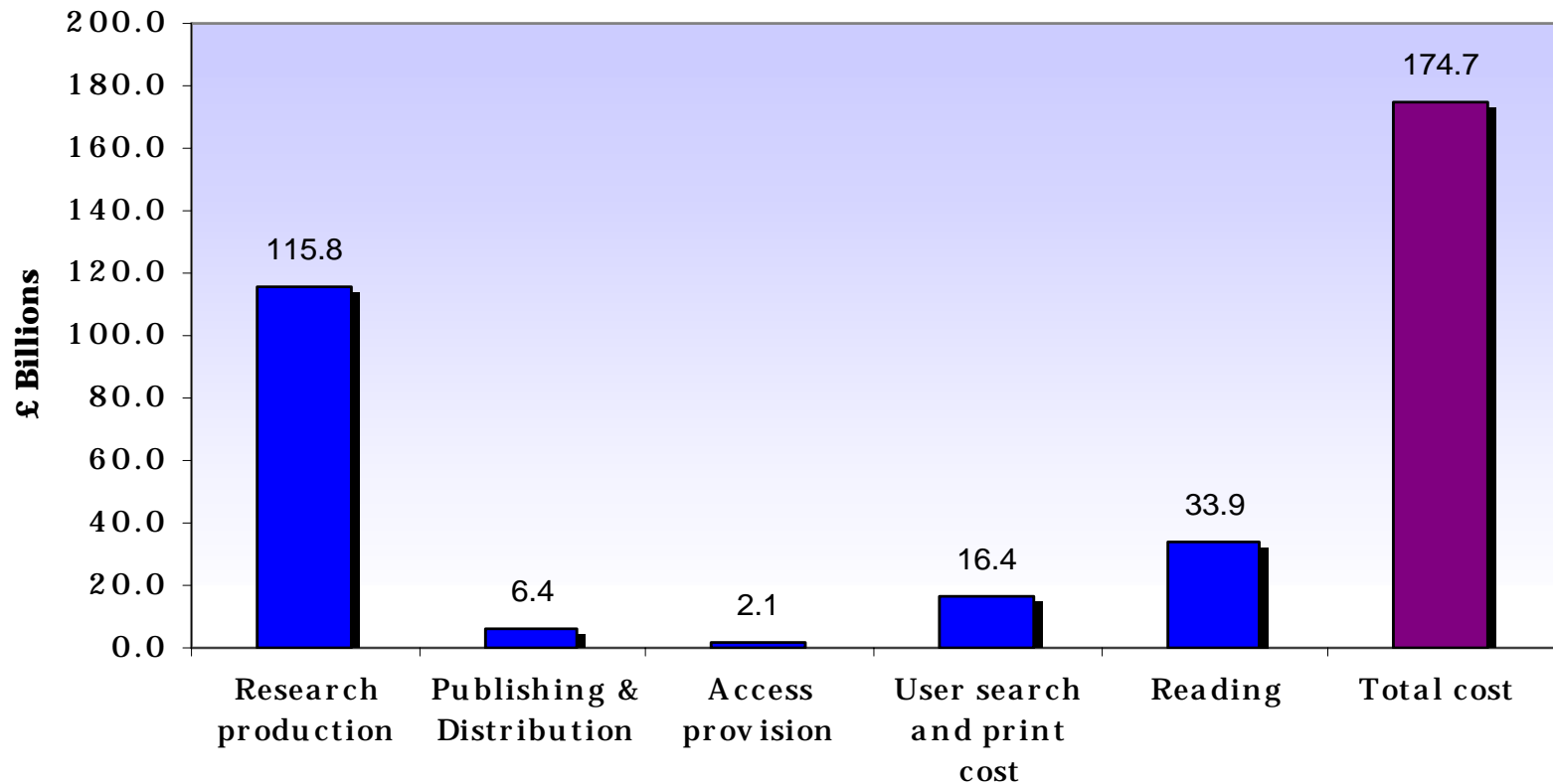


- **Scope**
 - journals only (*not* monographs or unpublished data)
 - excludes secondary publishing and aggregation

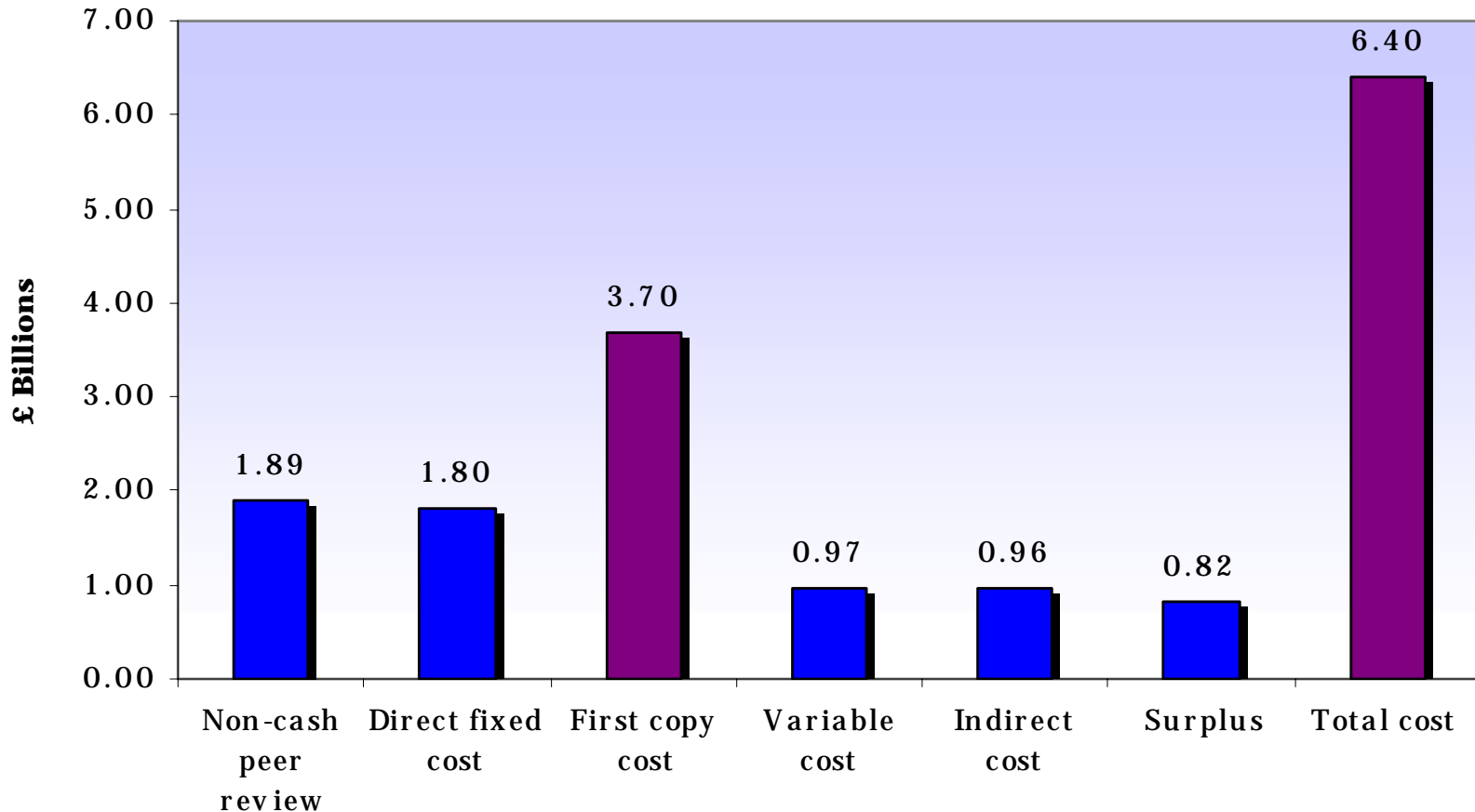
- **Methodology**
 - so far as possible, based on publicly-available information
 - some estimates based on expert information
 - annual costs, expressed in £s (assuming an exchange rate where necessary of \$2 to the £)

- **Model available for others to use to test different assumptions with different data**

The big picture: overall costs of the current system

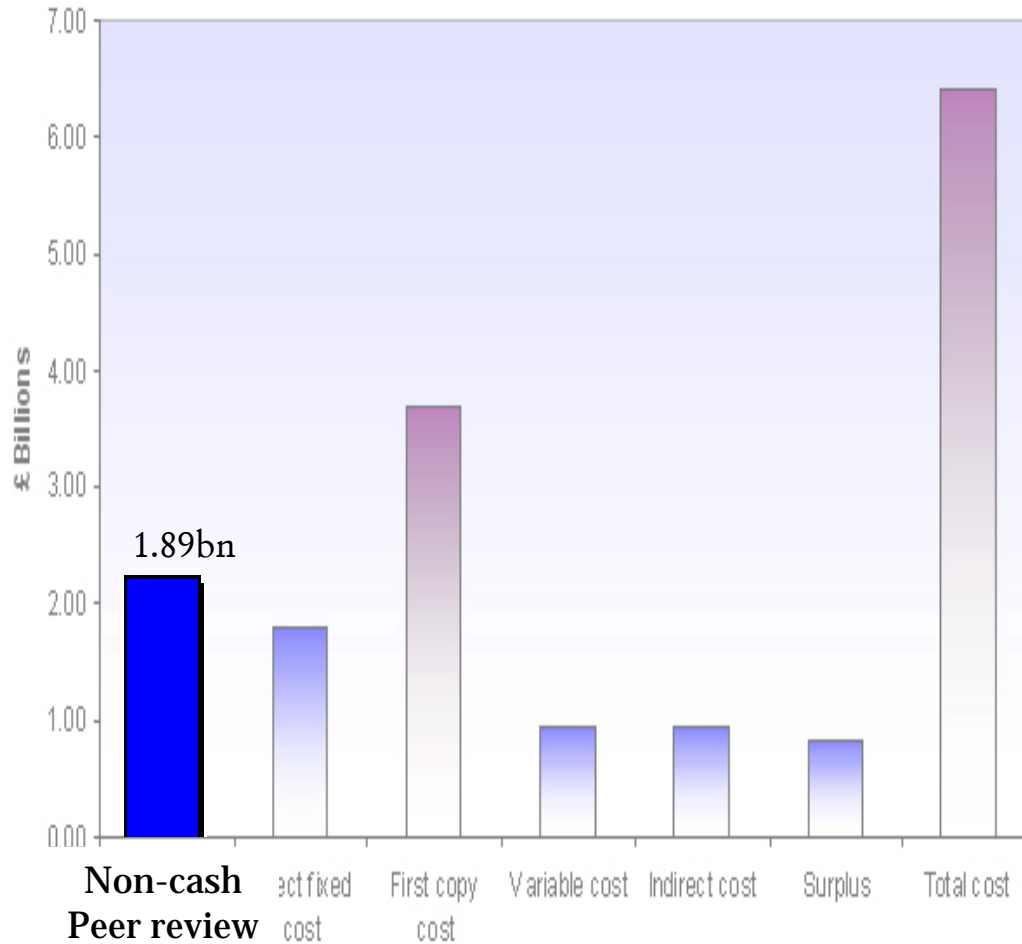


Publishing and distribution



Quality assurance







Peer review

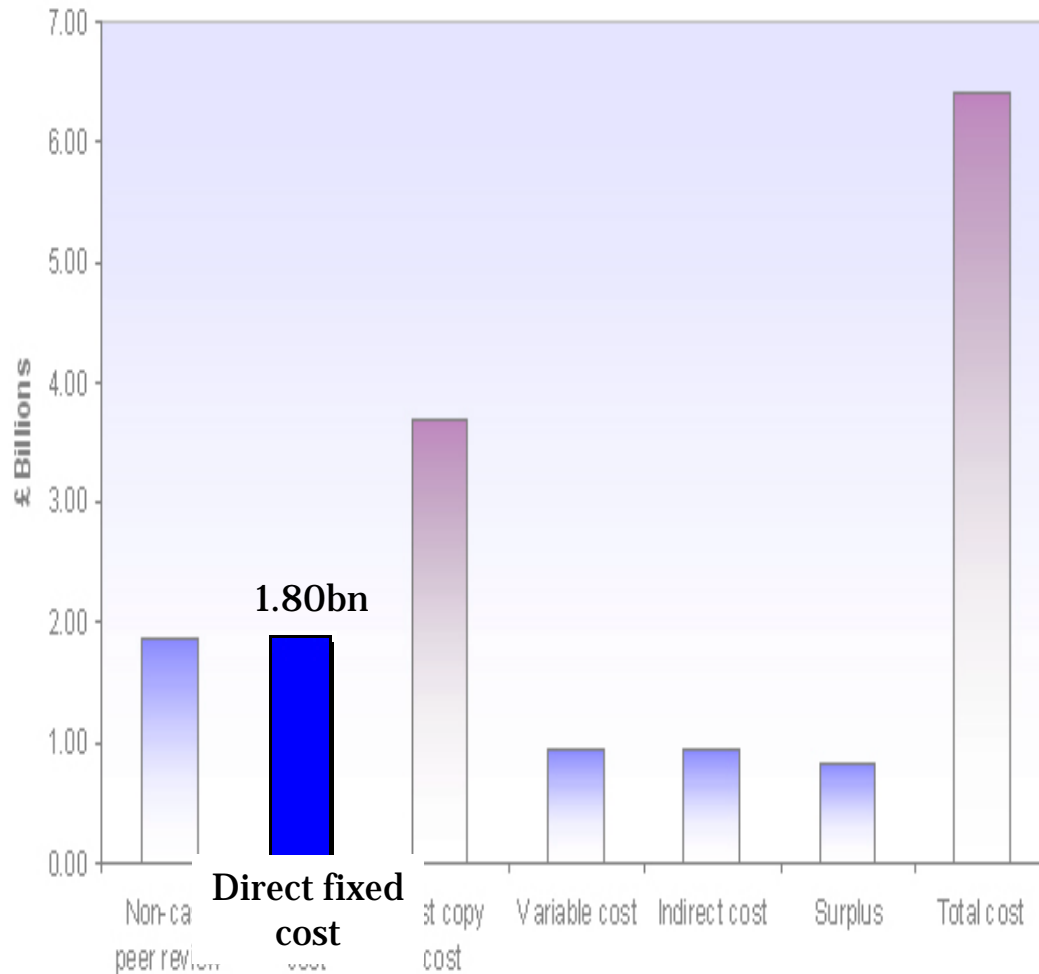


- a non-cash cost (excludes costs of editorial boards, and of *managing* peer review)
- 30% of total cost of publishing and distribution
- based on estimates of (2.5 reviewers per article) x 4 hours per reviewer (*see Tenopir and King 2000, and Mark Ware for PRC 2008*)
- takes into account rejection rates of different kinds of journals

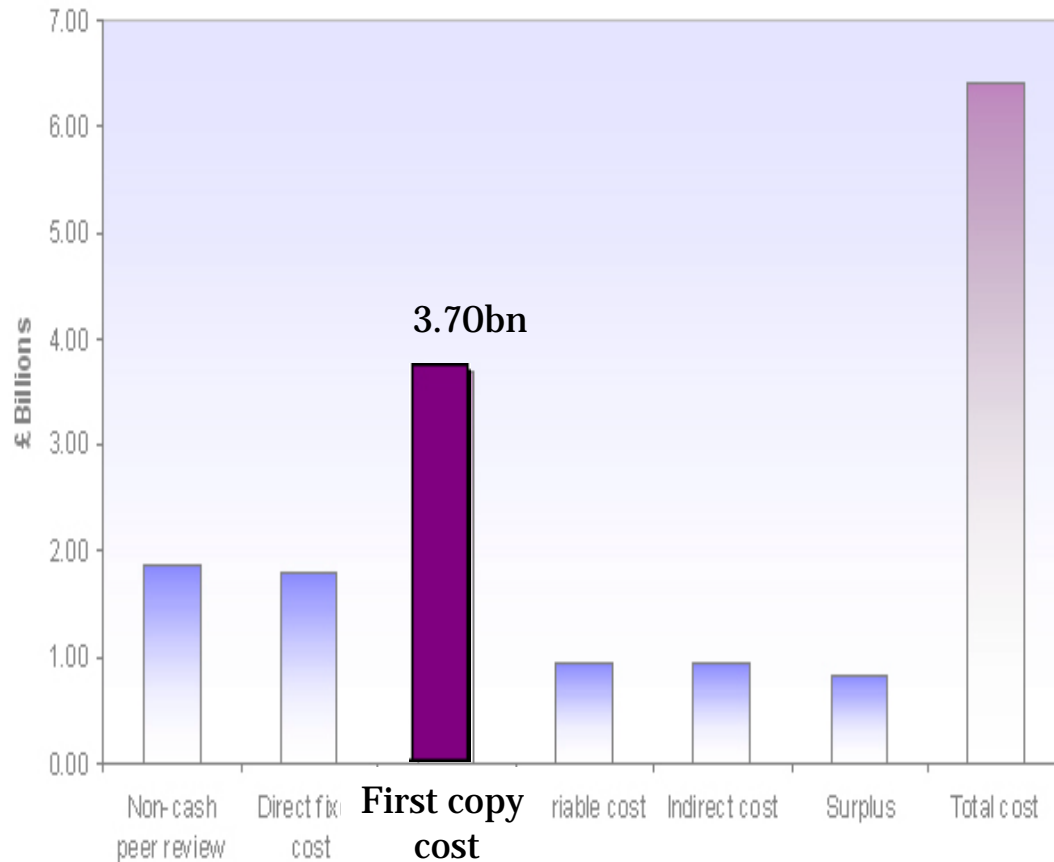
Publishing

Fixed costs for

-  article selection
-  management and processing of peer review
-  editing and proof-reading
-  composition and typesetting
-  illustrations and graphics
-  rights management

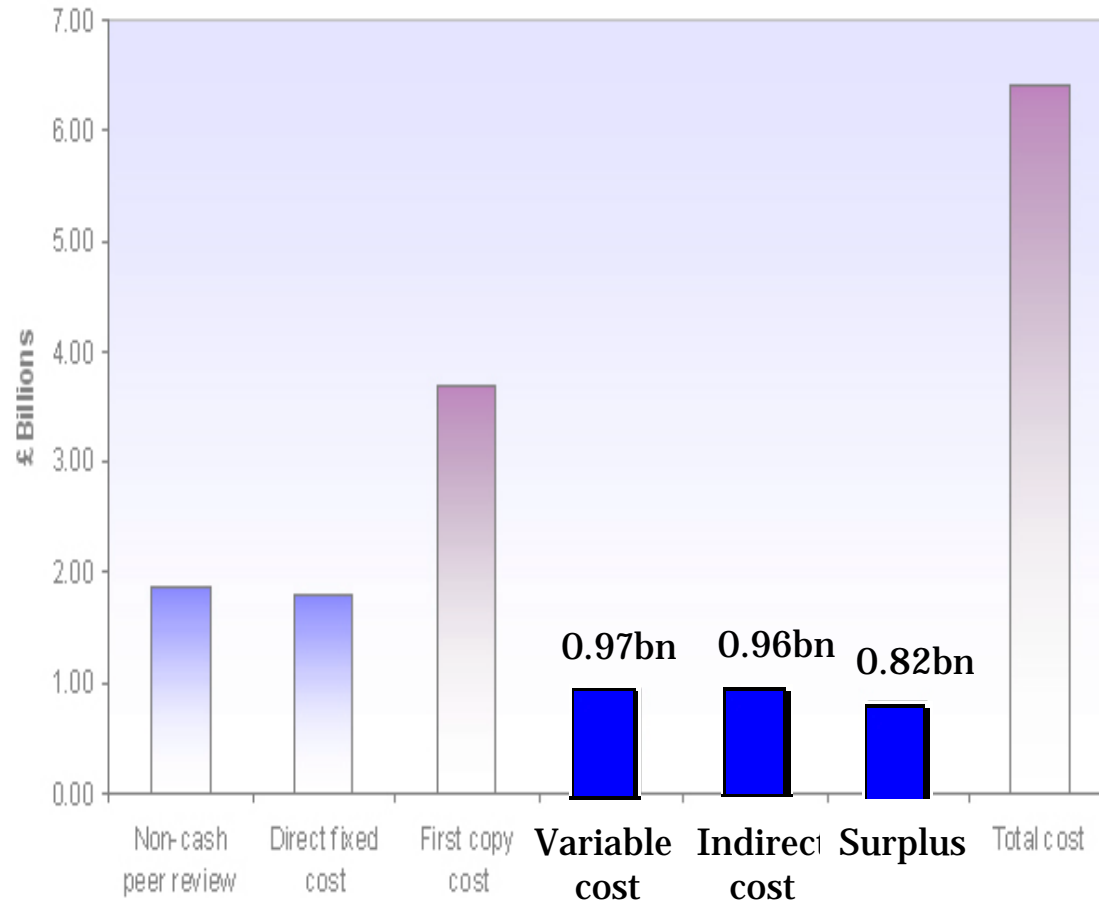


First copy costs



peer review cost *plus*
fixed publishing costs

Distribution



variable costs

- sales administration, online user management, printing, inventory management etc



indirect costs

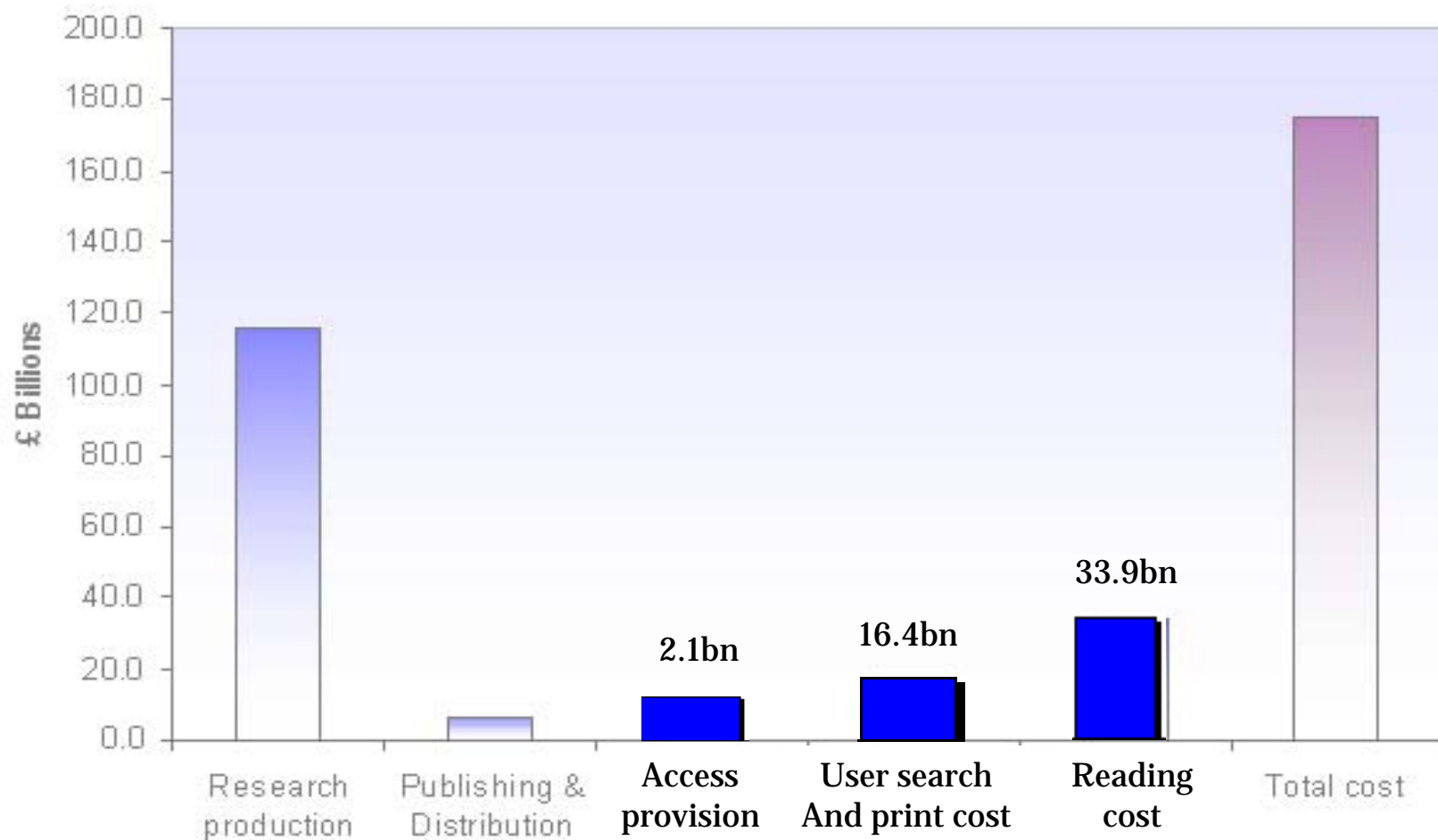
- marketing, online hosting, customer service/helpdesk, management & administration



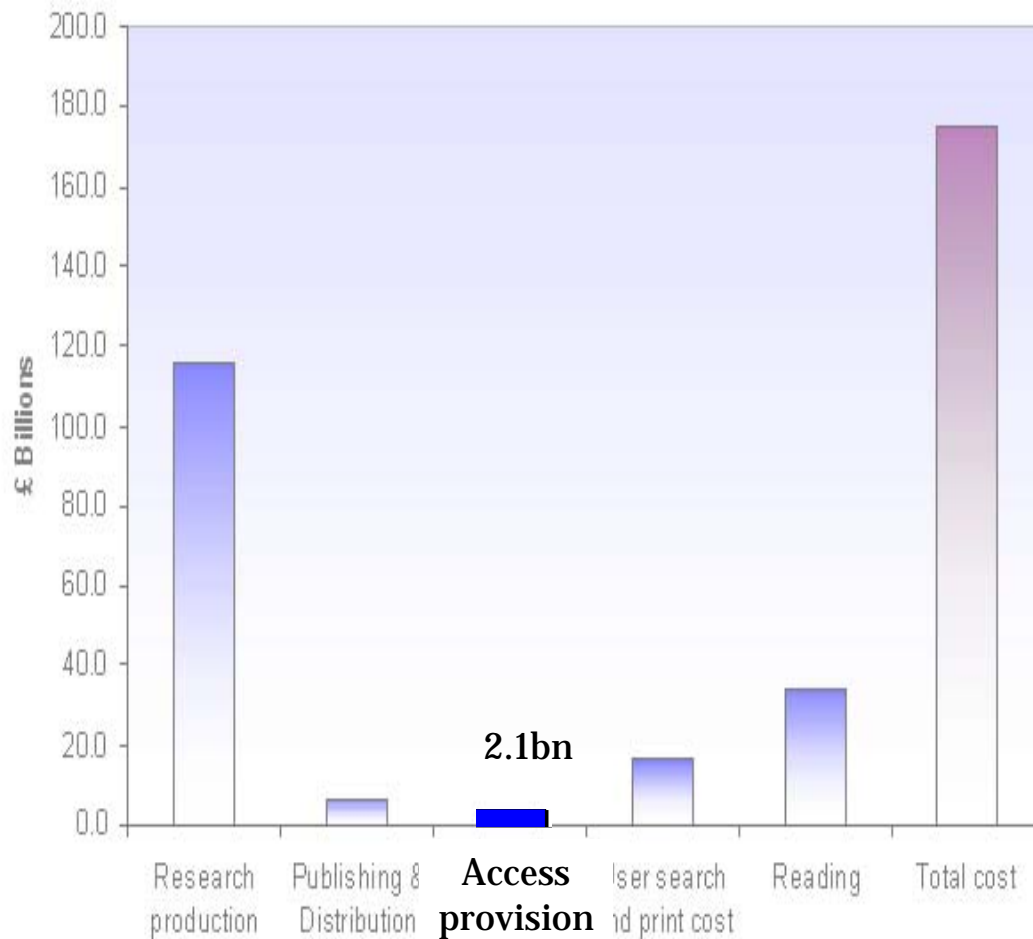
surplus

- profit or surplus for distribution, investment, or use in other activities

Access and usage



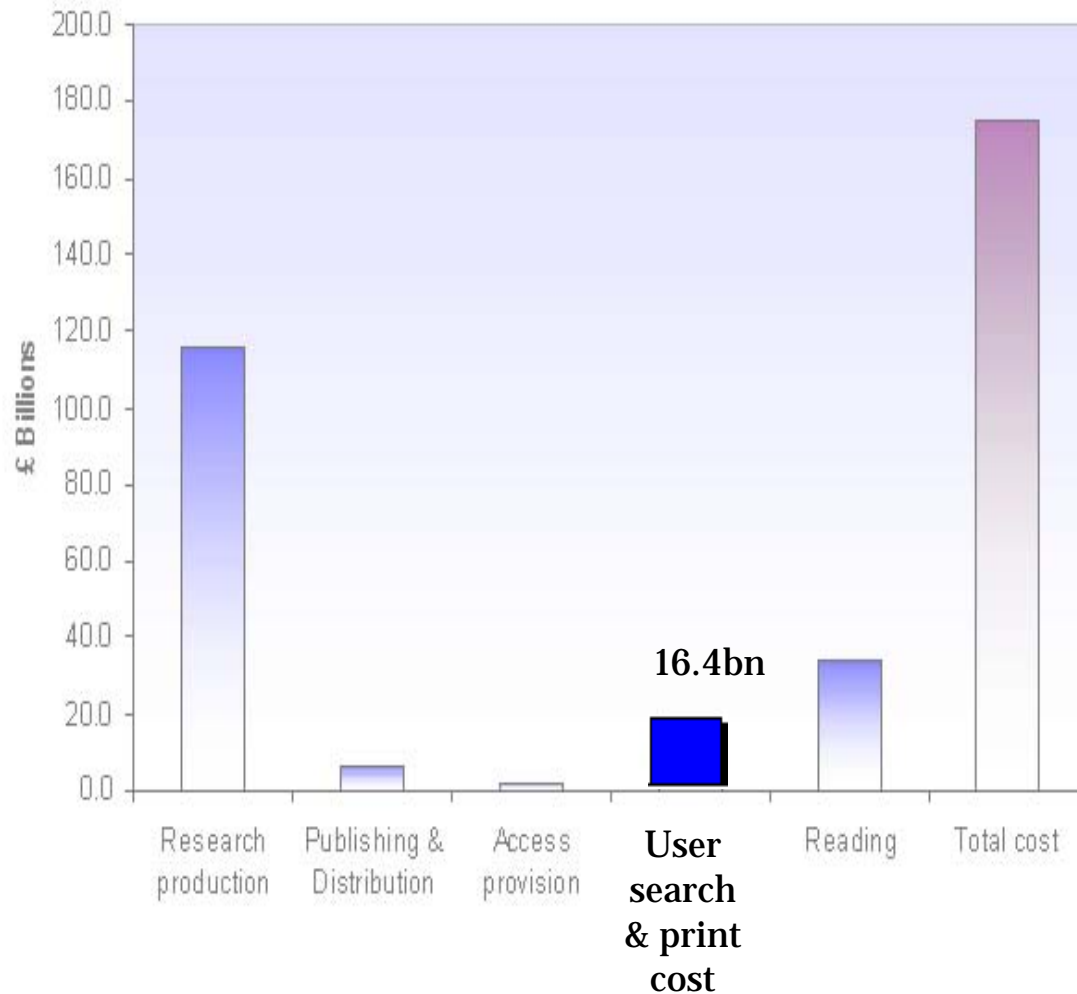
Access



Library costs

- extrapolated from UK figures
 - SCONUL
 - Schonfeld and King 2004
- fixed and variable costs
 - Space and shelving; time spent on acquisitions, registration etc; cataloguing; preservation; IT systems; access management etc
- *excludes subscription costs (to avoid double counting)*

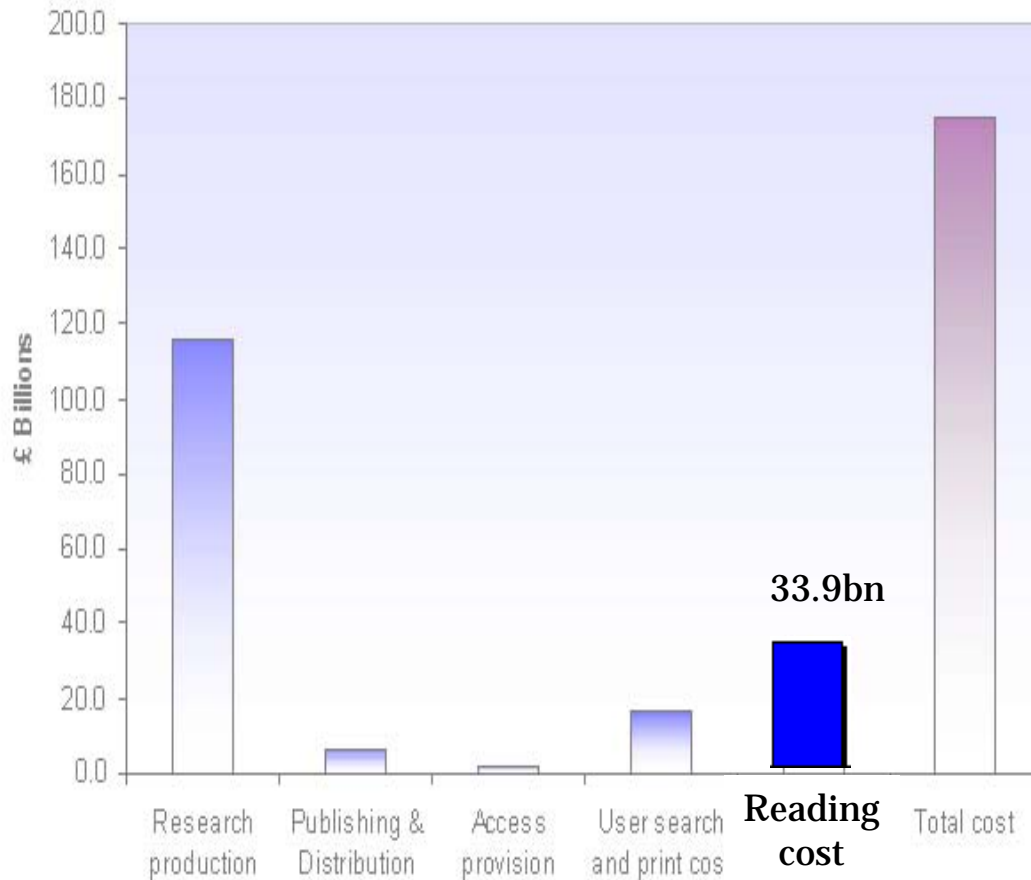
Search, print etc



Readers' costs

- Time spent in searching, gaining access, downloading, printing etc (*Tenopir and King estimates*)
- excludes costs of aggregator and A&I services

Reading



- Calculation of costs of time spent in reading
(*Tenopir and King estimates*)
- A measure of value as well as of cost

How are these costs being met?

publishing and distribution

-  see next slide

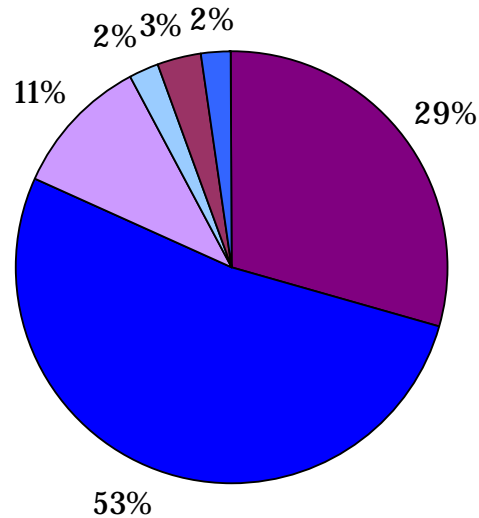
access



-  costs met by libraries and those who fund them

search, download and reading

-  costs met by researchers and those who employ them

Meeting the costs of publication and distribution

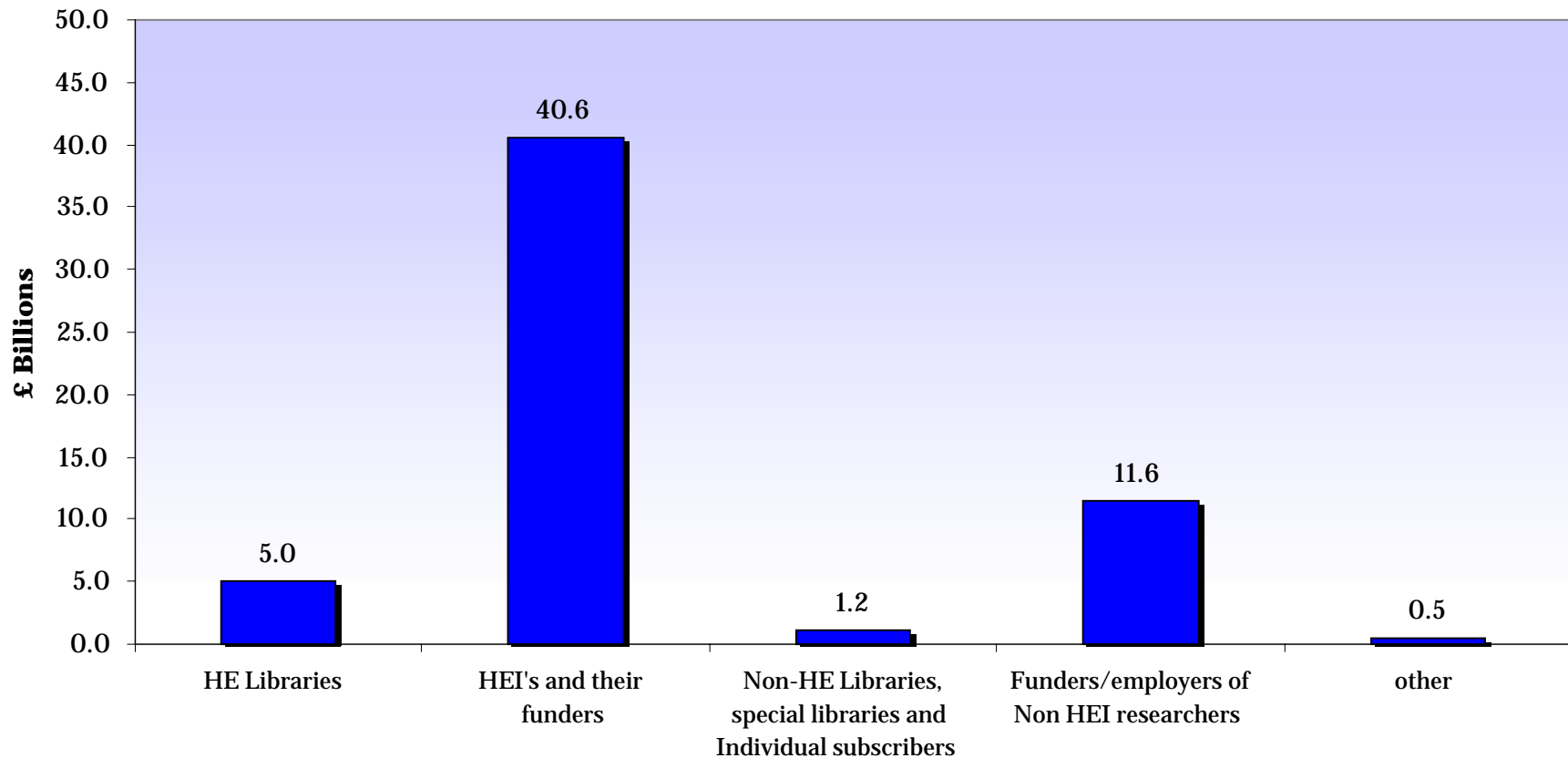


 estimates for the system as a whole
 differences for different types/categories of journal

- Peer-review (non cash cost)
- Other subscriptions
- Advertising

- Academic subscriptions
- Author-side payment
- Membership fees & individual subscriptions

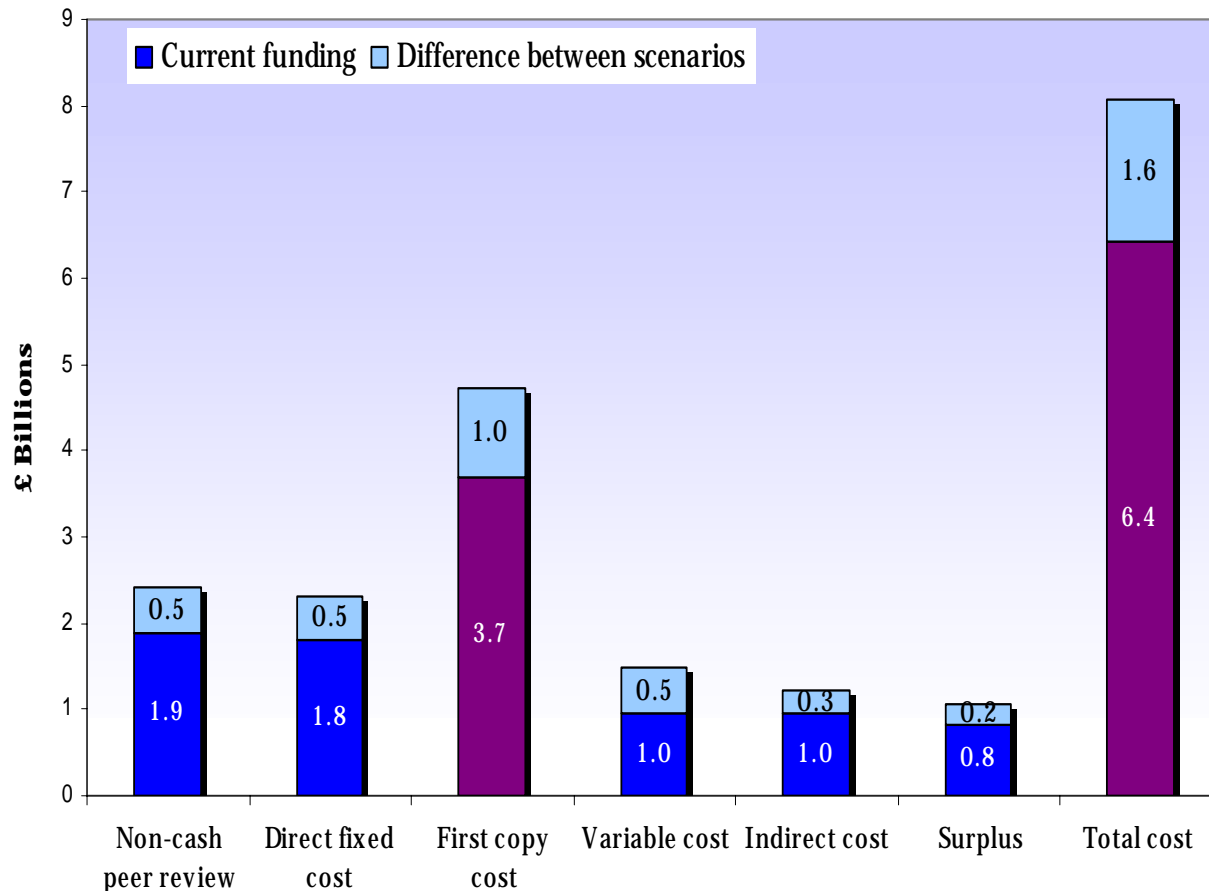
Meeting the costs of scholarly communications





So what?

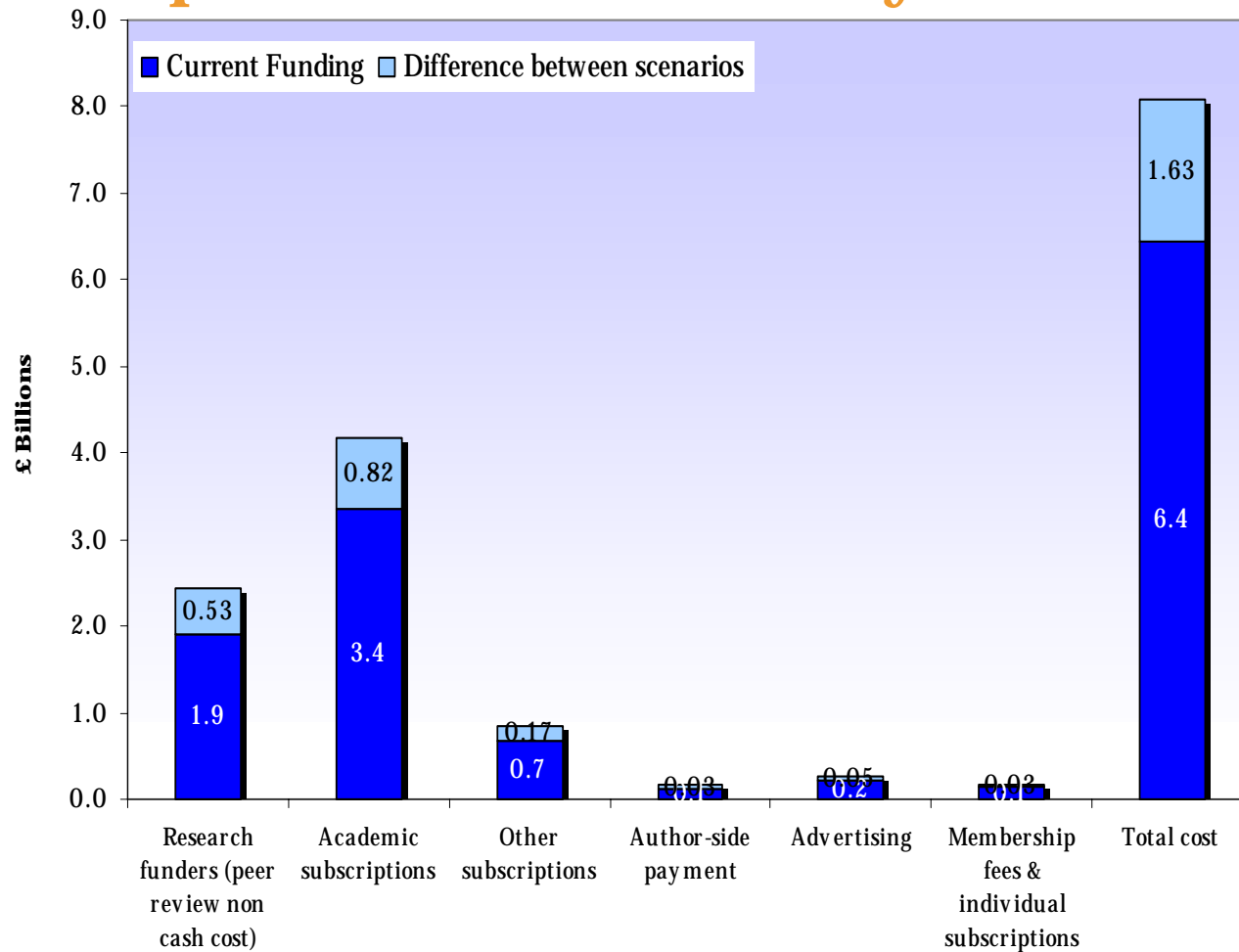
- RIN role to question how efficient and effective are the information services and resources provided for and used by the UK research community
- Clearer picture of where major costs arise, and how they are funded, enables us to
 - focus attention on key areas where cost efficiencies are most likely to arise (*eg peer review??*)
 - analyse the balance of trade between different sectors and different countries (*eg UK or EU contribution*)
 - develop scenarios of possible changes, and model their impacts both on costs and on how/where those costs are met

Increases in research funding and article production over 10 years: Costs



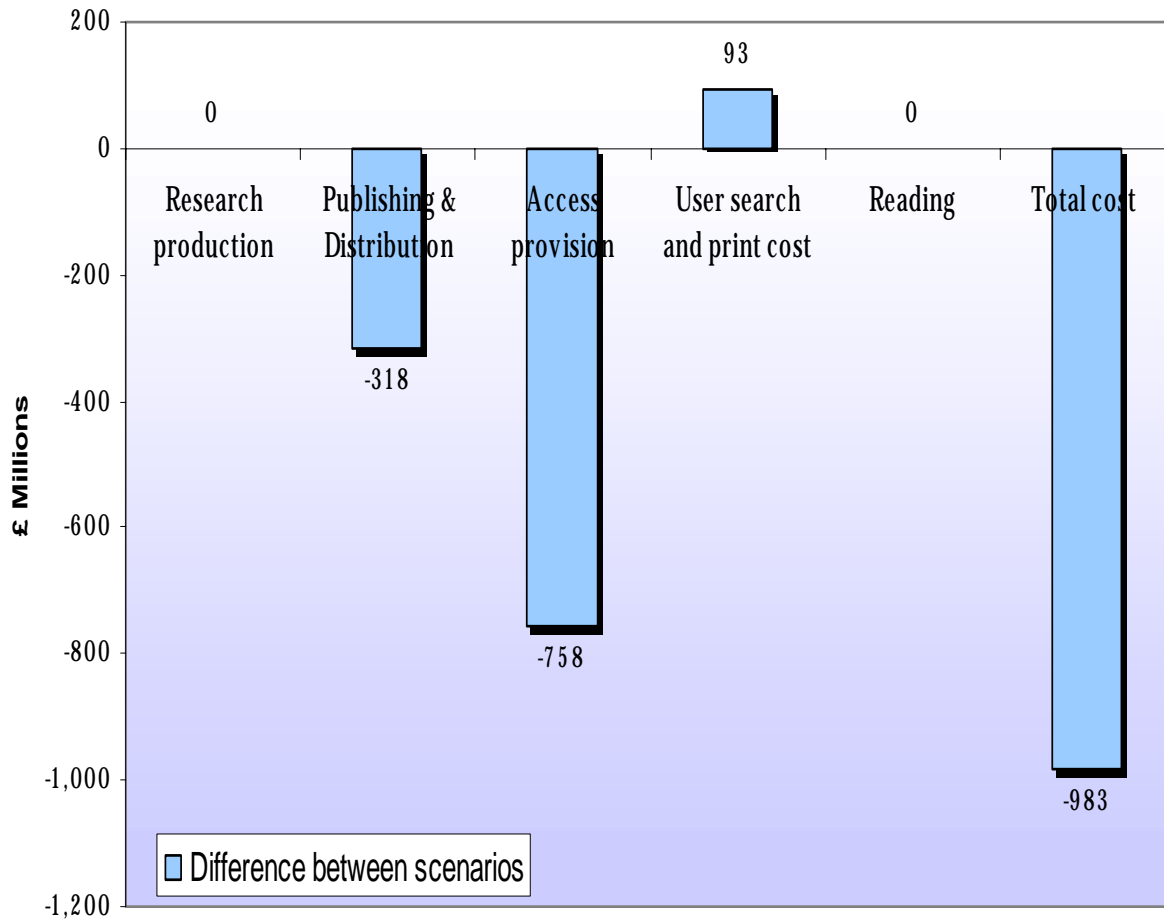
 Publishing and distribution costs
 Real terms increase of £1.6bn (25%)

Increases in research funding and article production over 10 years: Funding





 Sources of funding and other contributions

E-only publication



~£1bn cost savings, split between

-  publishing/distribution (~5% reduction)
-  access provision (~36% reduction)

Some key messages

- Journal publishing and distribution are pivotal, but only part of, the scholarly communications system
 - c 3.6% of the overall costs
- Much larger costs incurred by readers in search, print and reading
 - but those costs are also measures of value
- Costs are met overwhelmingly (>78%) by the higher education sector
- Costs will continue to rise in real terms
- There is scope for savings, and improvements in efficiency and effectiveness, across the system
 - and they are not just, or even mainly, in publication and distribution

Thank you

Michael Jubb
Research Information Network
www.rin.ac.uk

Activities, costs and income flows report available at
<http://www.rin.ac.uk/costs-funding-flows>

Strategic goals for public policy statement available at
<http://www.rin.ac.uk/sc-statement>