

# Open Access and Creative Commons

## Just how 'free' is 'free'?

Caroline Sutton  
Publisher/Co-Founder  
Co-action Publishing

@CarolineSutton  
@CoActionPublish



# A bit about Co-Action Publishing

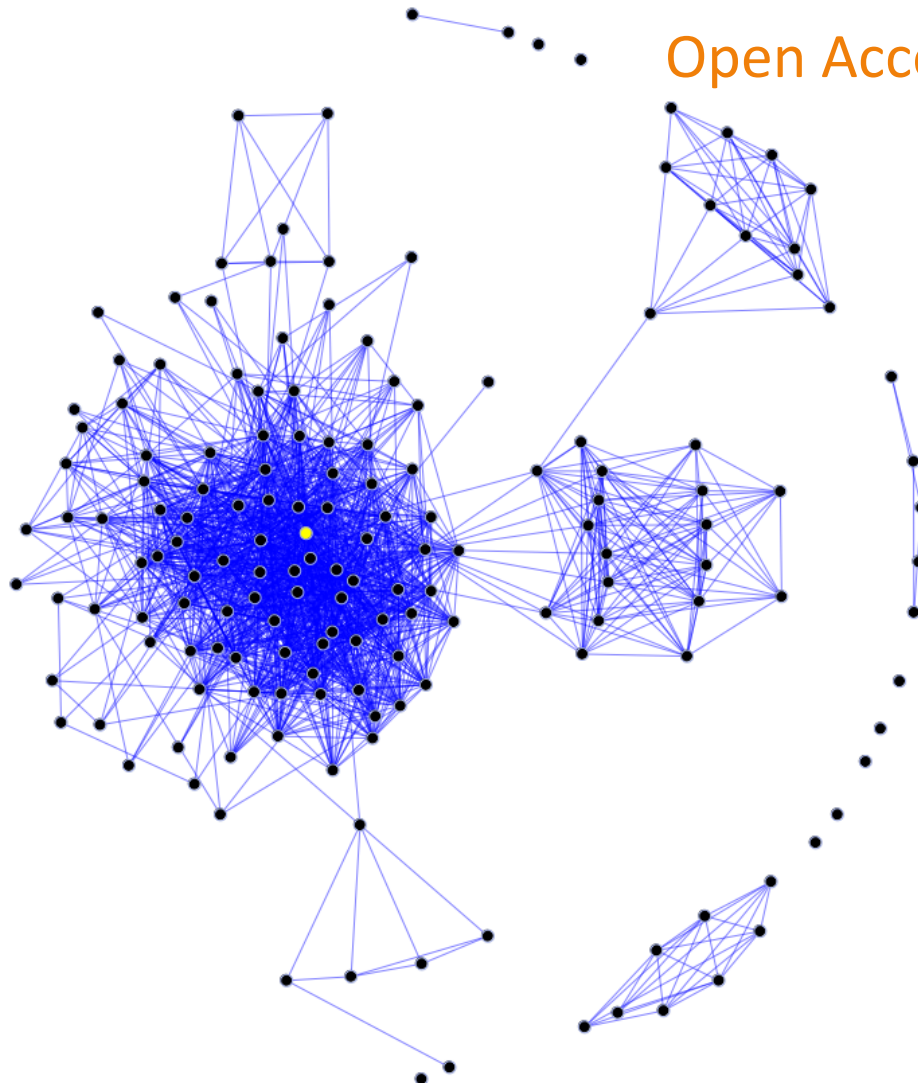
- ❑ Established as Swedish limited liability company in 2007 by three former executives from academic publishing industry
- ❑ Affiliate office in Norway
- ❑ Founding Member Open Access Scholarly Publishers Association, OASPA, President until March 2013.
- ❑ Publish journals across disciplines, primarily in health sciences/medicine
- ❑ 8 employees; publishing 34 journals
- ❑ Business culture based on Scandinavian values

# OPEN ACCESS

= Free Access + Re-use



## Open Access as Paradigm Shift



Conceptualizing:

Knowledge as a network

Knowledge as infrastructure

Open access as a key infrastructural element

vs. Knowledge as property

*"A social network diagram", Screenshot taken by Darwin Peacock, accessed through Wikimedia; distributed under a CCL 3.0.*

### Defining Open Access for Journals

Open Access is a means of disseminating scholarly research that breaks from the traditional subscription model of academic publishing. It has the potential to greatly accelerate the pace of scientific discovery, encourage innovation, and enrich education by reducing barriers to access. Open Access shifts the costs of publishing so that readers, practitioners, and researchers obtain content at no cost. However, Open Access is not as simple as "articles are free to all readers." Open Access encompasses a range of components such as readership, reuse, copyright, posting, and machine readability. Within these areas, publishers and funding agencies have adopted many different policies, some of which are more open and some less open. In general, the more a journal's policies codify immediate availability and reuse with as few restrictions as possible, the more open it is.

**Journals can be more open or less open, but their degree of openness is intrinsically independent from their:**

- Impact - Prestige - Quality of Peer Review
- Peer Review Methodology - Sustainability
- Effect on Tenure & Promotion - Article Quality

### How To Use This Guide

In 2002, the Budapest Open Access Initiative articulated the basic tenets of Open Access for the first time. Since then, thousands of journals have adopted policies that embrace some or all of the Open Access core components related to: readership, reuse, copyright, posting, and machine readability. However, not all Open Access is created equal. For example, a policy that allows anyone to read an article for free six months after its publication is more open than a policy that creates a twelve month embargo; it is also less open than a policy that allows for free reading immediately upon publication.

This guide will help you move beyond the seemingly simple question, "Is this journal open access?" and toward a more productive alternative, "HowOpenIsIt?"

#### Use it to:

- Understand the components that define Open Access Journals
- Learn what makes a journal more open vs. less open
- Make informed decisions about where to publish

### This Guide Is A Collaboration Among:



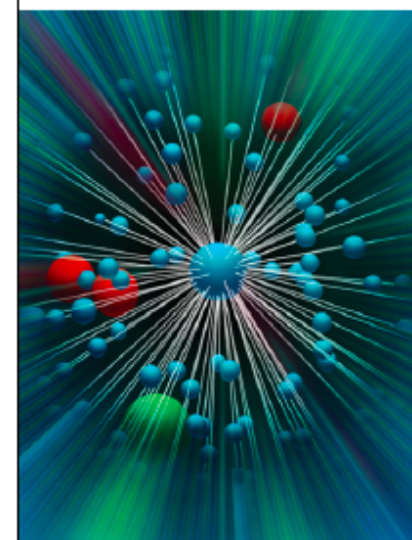
HowOpenIsIt™ Open Access Spectrum  
Licensed under CC BY







Image attribution: Christian Damasco et al,  
PLOS ONE, 2011, 4(3).  
Licensed under CC BY

©2013 Scholarly Publishing and  
Academic Resources Coalition  
and Public Library of Science

# HowOpenIsIt?

OPEN ACCESS SPECTRUM



Access	Reader Rights	Reuse Rights	Copyrights	Author Posting Rights	Automatic Posting	Machine Readability	Access
 OPEN ACCESS   CLOSED ACCESS	Free readership rights to all articles immediately upon publication	Generous reuse & remixing rights (e.g., CC BY license)	Author holds copyright with no restrictions	Author may post any version to any repository or website	Journals make copies of articles automatically available in trusted third-party repositories (e.g., PubMed Central) immediately upon publication	Article full text, metadata, citations, & data, including supplementary data, provided in community machine-readable standard formats through a community standard API or protocol	 OPEN ACCESS   CLOSED ACCESS
	Free readership rights to all articles after an embargo of no more than 6 months	Reuse, remixing, & further building upon the work subject to certain restrictions & conditions (e.g., CC BY-NC & CC BY-SA licenses)	Author holds copyright, with some restrictions on author reuse of published version	Author may post final version of the peer-reviewed manuscript ("postprint") to any repository or website	Journals make copies of articles automatically available in trusted third-party repositories (e.g., PubMed Central) within 6 months	Article full text, metadata, citations, & data, including supplementary data, may be crawled or accessed through a community standard API or protocol	
	Free readership rights to all articles after an embargo greater than 6 months	Reuse (no remixing or further building upon the work) subject to certain restrictions and conditions (e.g., CC BY-ND license)	Publisher holds copyright, with some allowances for author and reader reuse of published version	Author may post final version of the peer-reviewed manuscript ("postprint") to certain repositories or websites	Journals make copies of articles automatically available in trusted third-party repositories (e.g., PubMed Central) within 12 months	Article full text, metadata, & citations may be crawled or accessed without special permission or registration	
	Free and immediate readership rights to some, but not all, articles (including "hybrid" models)	_____	Publisher holds copyright, with some allowances for author reuse of published version	Author may post submitted version/draft of final work ("preprint") to certain repositories or websites	_____	Article full text, metadata, & citations may be crawled or accessed with permission	
	Subscription, membership, pay-per-view, or other fees required to read all articles	No reuse rights beyond fair use/ limitations & exceptions to copyright (all rights reserved copyright) to read	Publisher holds copyright, with no author reuse of published version beyond fair use	Author may not deposit any versions to repositories or websites	No automatic posting in third-party repositories	Article full text & metadata not available in machine-readable format	

<sup>1</sup>HowOpen4IT™ Open Access spectrum™, © 2012 SPARC and PLOS, licensed under CC BY



## Attribution 4.0 International (CC BY 4.0)

This is a human-readable summary of (and not a substitute for) the [license](#).

[Disclaimer](#)



### You are free to:

**Share** — copy and redistribute the material in any medium or format

**Adapt** — remix, transform, and build upon the material

for any purpose, even commercially.

The licensor cannot revoke these freedoms as long as you follow the license terms.

### Under the following terms:



**Attribution** — You must give **appropriate credit**, provide a link to the license, and **indicate if changes were made**. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

**No additional restrictions** — You may not apply legal terms or **technological measures** that legally restrict others from doing anything the license permits.

## Under the following terms:



**Attribution** — You must give **appropriate credit**, provide a link to the license, and **indicate if changes were made**. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

**No additional restrictions** — You may not apply legal terms or **technological measures** that legally restrict others from doing anything the license permits.

## Notices:

You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable **exception or limitation**.

No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as **publicity, privacy, or moral rights** may limit how you use the material.





## Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)

This is a human-readable summary of (and not a substitute for) the [license](#).

[Disclaimer](#)

### You are free to:

**Share** — copy and redistribute the material in any medium or format

**Adapt** — remix, transform, and build upon the material

The licensor cannot revoke these freedoms as long as you follow the license terms.

### Under the following terms:



**Attribution** — You must give **appropriate credit**, provide a link to the license, and **indicate if changes were made**. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.



**NonCommercial** — You may not use the material for **commercial purposes**.

**No additional restrictions** — You may not apply legal terms or **technological measures** that legally restrict others from doing anything the license permits.

## Under the following terms:



**Attribution** — You must give **appropriate credit**, provide a link to the license, and **indicate if changes were made**. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.



**NonCommercial** — You may not use the material for **commercial purposes**.

**No additional restrictions** — You may not apply legal terms or **technological measures** that legally restrict others from doing anything the license permits.

## Notices:

You do not have to comply with the license for elements of the material in the public domain or where your use is permitted by an applicable **exception or limitation**.

No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as **publicity, privacy, or moral rights** may limit how you use the material.

Thank you!

[Caroline.Sutton@co-action.net](mailto:Caroline.Sutton@co-action.net)

Twitter: [@CarolineSutton](https://twitter.com/CarolineSutton) [@CoActionPublish](https://twitter.com/CoActionPublish)

[www.co-action.net](http://www.co-action.net)