Emerald Reach: A community focused open access programme

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Emerald Publishing
15th November 2018

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Emerald: Who we are and what we do

Who we are: Founded in 1967 Emerald is a global publisher linking research and practice to the benefit of society.

What we do: Emerald today manages a range of digital products, a portfolio of +300 journals, more than 2,500 books and over 450 teaching cases. Emerald's aim has always been to publish rigorous academic research that helps people gain insights and make decisions in the real world.

What drives us: Helping our communities make decisions that count based on research that matters. We believe that '**Real Impact**' is about far more than citations. It's about making a difference. Impact is the provable effects of research in the real world.

Emerald Reach: We believe in driving innovation in open publishing models. In 2017, Emerald launched a new open access programme, Emerald Reach.

Emerald & Open

- Emerald's objective is to ensure the **widest possible dissemination** of research and future innovation in scholarly communication.

- We seek to respond specifically to the **needs of researchers in the disciplines we serve**.

- Emerald is committed to working with libraries, policy makers, funders, end users, publishers to recognize the mutual contributions made to the scholarly communications system, and with **<u>sustainability</u>** as the key goal for all.

- Emerald understands that 'Open' means more than just open access, it is also about extending the **reach and impact** of research beyond academia, making it accessible, digestible and discoverable.

- Emerald seeks to become a **leading voice** and **drive innovation** in open research for the Social Sciences

What is Emerald Reach?

- Emerald Reach is an **Open Access programme** from Emerald.

- Emerald Reach is based on insights from authors, librarians, and the broader open access community. We asked, **"When you're looking for an Open Access publisher, what do you wish for?"** They told us that quality is, and always will be, at the top of their list. Beyond that, most important is achieving maximum reach and impact for research. And so, we got to work to develop an Open Access programme that would do just that.

- Emerald Reach is intended to demonstrate to our communities that we **understand and are responding to their requirements** around Open Access.

- Emerald Reach is our way of saying we are **open to 'Open'**

Challenges

- Complex and rapidly evolving landscape
    - Mandates & policies i.e. REF, Horizon2020
    - Government and funder initiatives i.e. Plan S, OA2020
    - No global coordination – pace of change and demand varies greatly across regions

- Size and shape of Social Science **research outputs**
    - Smaller journals - harder to flip to OA
    - Monographs – uncertain OA business model

- **Lack of funding** for gold OA / APCs

- **New workflows** required to cater for complexity of OA business models

- **Trust -** The curse of the predatory journal. How do we overcome perception that OA means low quality?

- **Culture** - Some communities nervous about open research practices i.e. open data sharing and open peer review

Feedback from our authors...
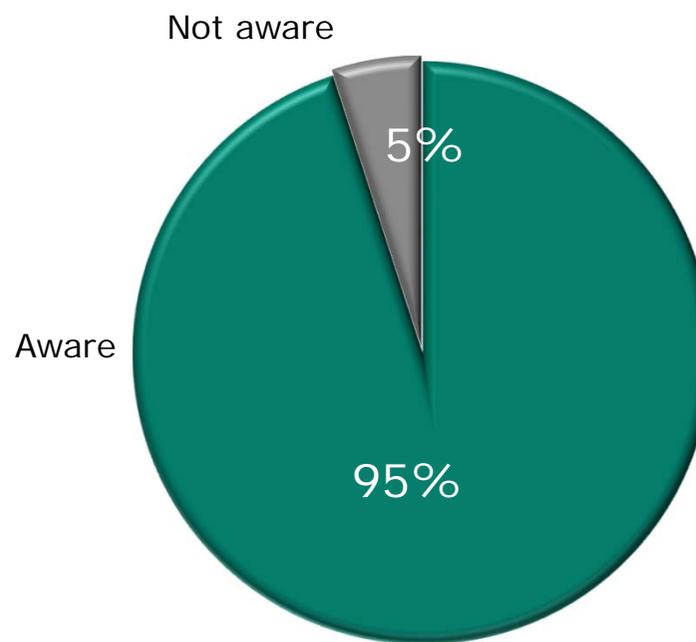# Awareness of Open Access?

EUROPE

Not aware

8%

Aware

92%
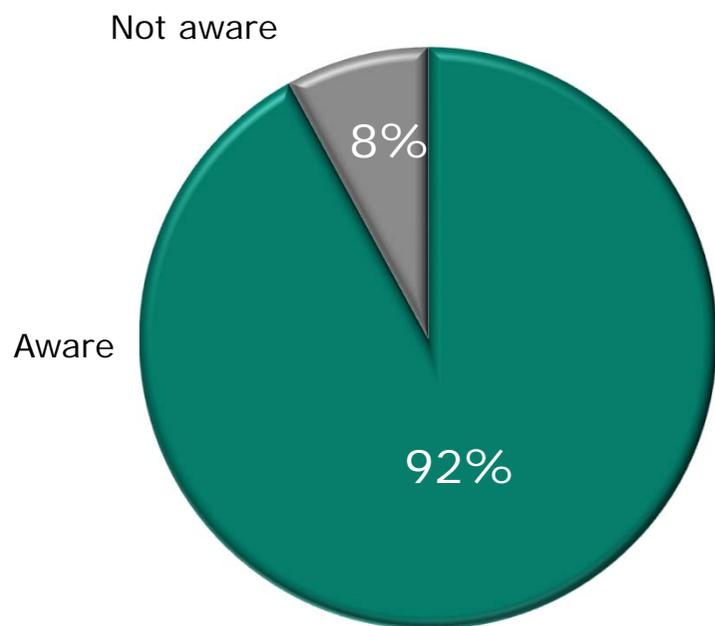
Aware of OA	
2015	91%
2016	93%
2017	95%

Base: All Authors 2014 - 2017 (n=1,410)

DENMARK

Not aware

5%

Aware

95%

Base: All Authors 2014 - 2017 (n=38)

Attitudes towards Open Access

EUROPE

Top 2 box% = (Agree + Strongly Agree)

Statement	%
Publication of research should not be limited by ability to pay	80%
Publishers are an essential part of the research communication process	75%
The dissemination of research is a common good and should not be monetised in any way	63%
All research outputs should be free for everyone to read online	59%
There should be no restrictions on reuse of research outputs	50%
Researchers already have access to most of the articles they need	43%
Free access to data matters more to me than free access to research articles	28%

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OPEN ACCESS

Blue = significantly higher than average
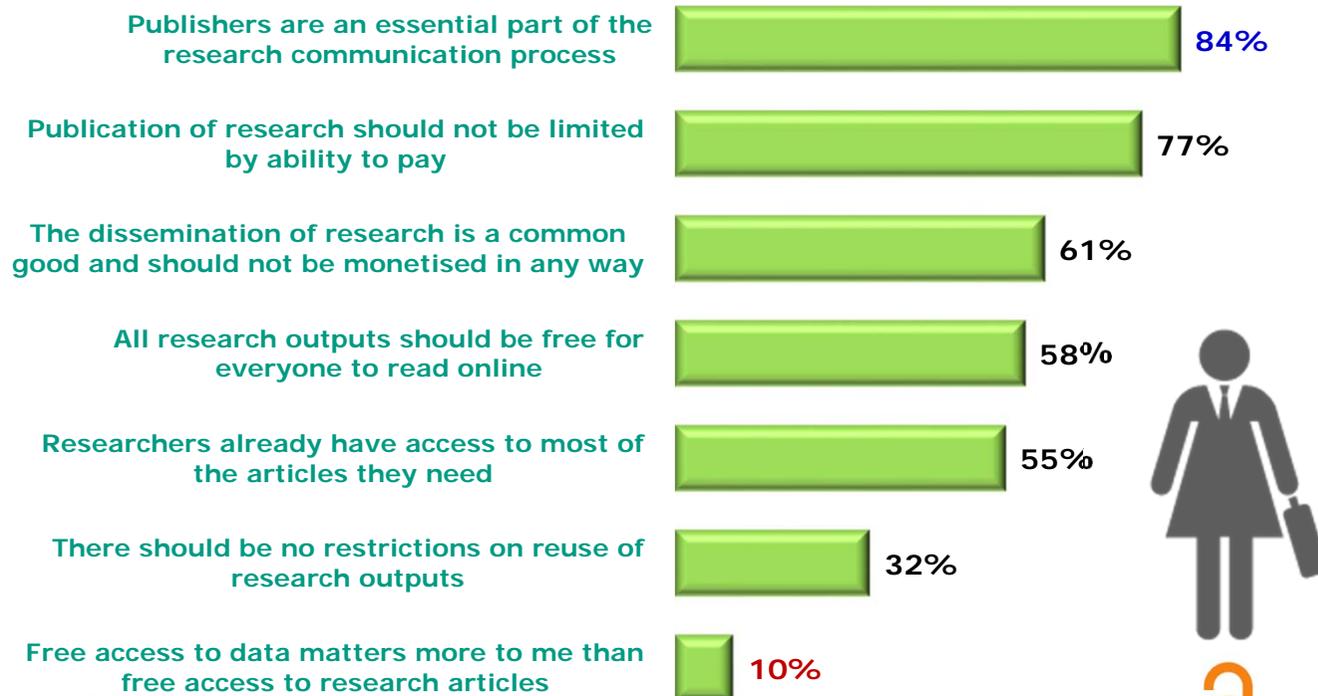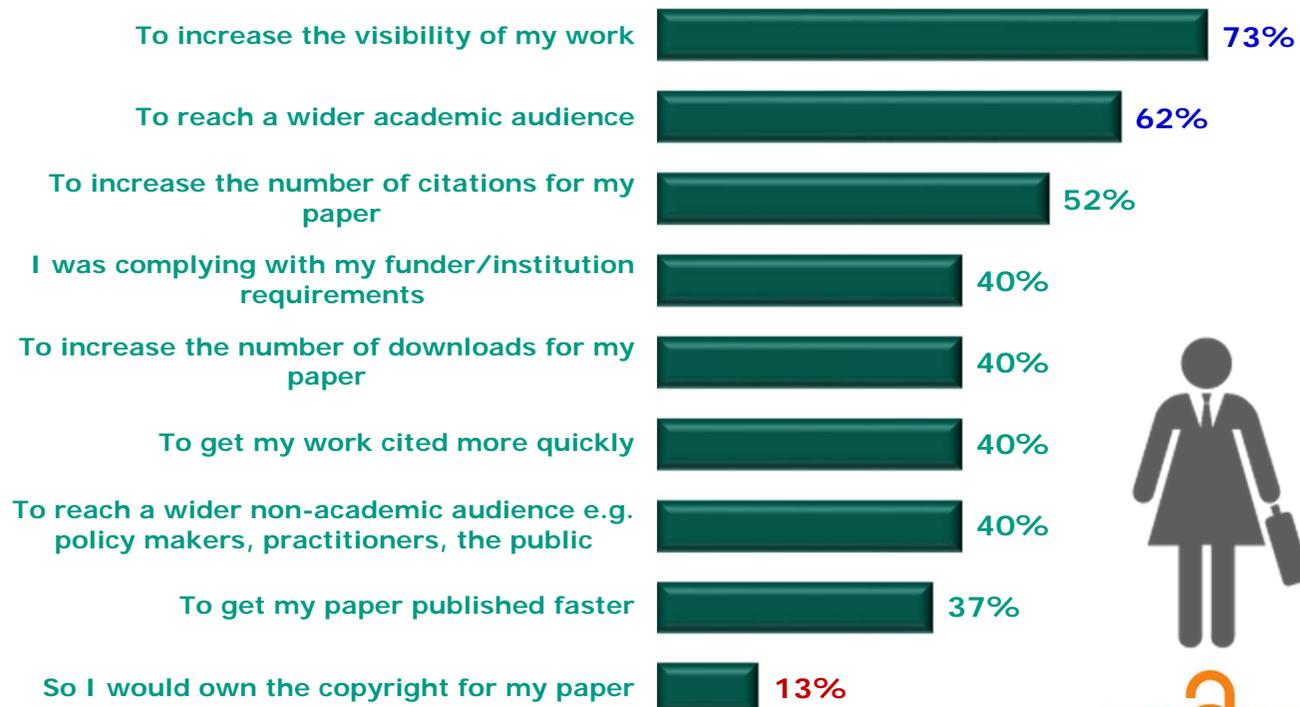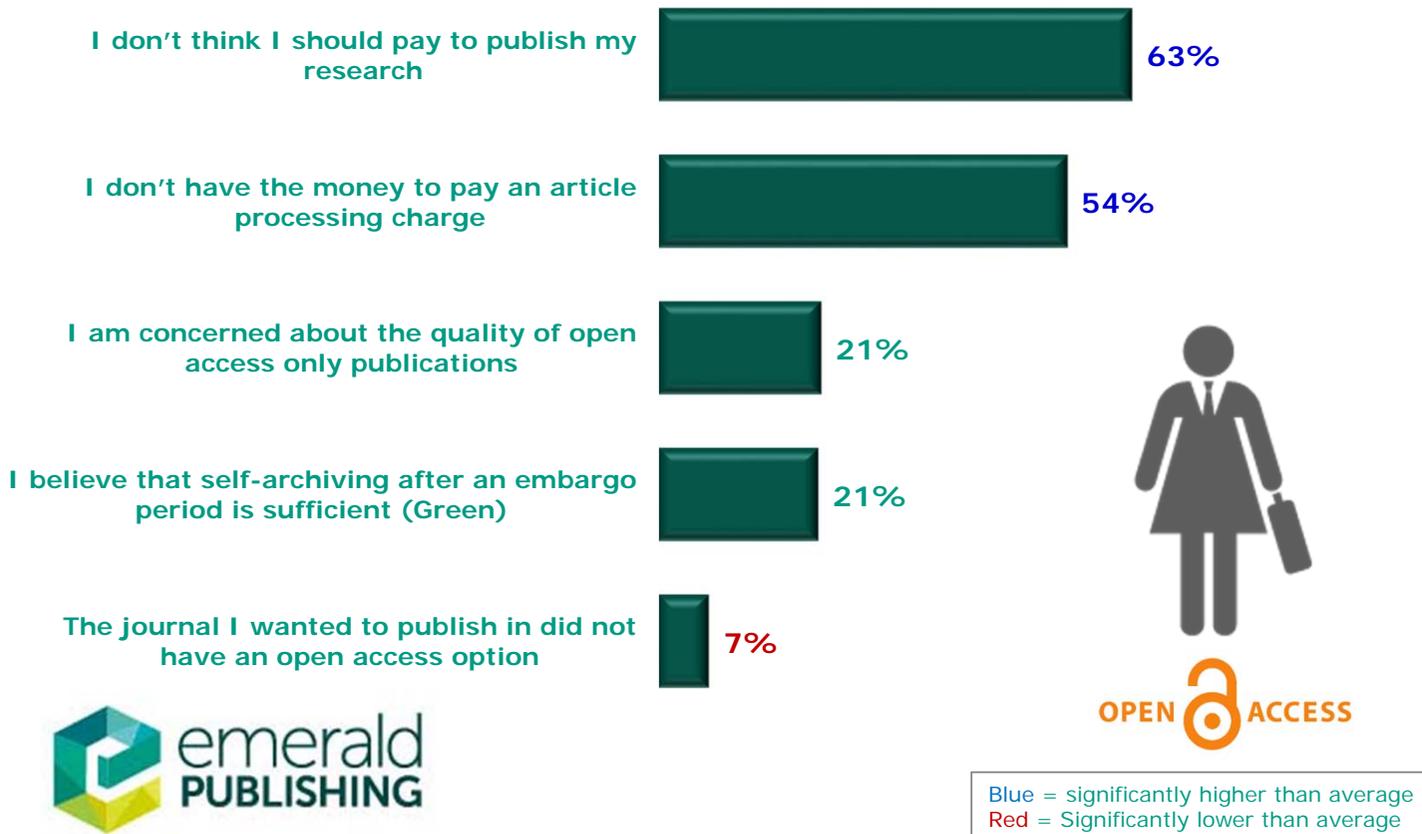Red = Significantly lower than average

Base: All authors **who used** Gold or Hybrid OA models 2014-2017 (n=1,101)

Attitudes towards Open Access

DENMARK

Top 2 box% = (Agree + Strongly Agree)

Statement	Percentage
Publishers are an essential part of the research communication process	84%
Publication of research should not be limited by ability to pay	77%
The dissemination of research is a common good and should not be monetised in any way	61%
All research outputs should be free for everyone to read online	58%
Researchers already have access to most of the articles they need	55%
There should be no restrictions on reuse of research outputs	32%
Free access to data matters more to me than free access to research articles	10%

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OPEN ACCESS

Blue = significantly higher than average
Red = Significantly lower than average

Why authors choose Gold or Hybrid OA

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Reason	Percentage
To increase the visibility of my work	73%
To reach a wider academic audience	62%
To increase the number of citations for my paper	52%
I was complying with my funder/institution requirements	40%
To increase the number of downloads for my paper	40%
To get my work cited more quickly	40%
To reach a wider non-academic audience e.g. policy makers, practitioners, the public	40%
To get my paper published faster	37%
So I would own the copyright for my paper	13%

OPEN ACCESS

Blue = significantly higher than average
Red = Significantly lower than average

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Base: All authors **who used** Gold or Hybrid OA models 2017 (n=52)

Why authors don't use Gold or Hybrid OA

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Reason	Percentage
I don't think I should pay to publish my research	**63%**
I don't have the money to pay an article processing charge	**54%**
I am concerned about the quality of open access only publications	**21%**
I believe that self-archiving after an embargo period is sufficient (Green)	**21%**
The journal I wanted to publish in did not have an open access option	**7%**

OPEN ACCESS

Blue = significantly higher than average
Red = Significantly lower than average

Base: All authors **who used** Gold or Hybrid OA models 2017 (n=242)

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Emerald Reach is... Author Choice

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Author Choice

- Emerald Reach provides the broadest range of open access publishing models for authors

- In September 2017, Emerald announced a **zero embargo policy across all journals**, giving all authors at least one route to make their work open.

- Authors can publish Gold Open Access in any Emerald journal

- Responding to community demand, we flipped an Impact Factor ranked journal – *International Journal of Climate Change Strategies and Management* to open access from 2018 onwards
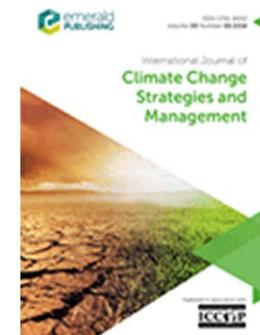
It's Easy Being Green

- We offer all Emerald authors a **zero embargo green open access policy**. This means that as soon as we've published an article, the version of the article that has been accepted for publication can be used for a variety of non-commercial scholarly purposes, subject to full attribution.

- An author may [deposit, use and share](#) their research as follows

- on their **personal website**

- on their **company or institutional repository**

- on **subject repositories**

- on **Social Collaboration Networks (SCNs)** that have signed up to the **Voluntary STM Sharing Principles**

- with **individuals requesting personal use**

- for teaching and training within the author's institution, and as part of an author's grant applications or theses/doctorate submissions.

All authors are **emailed a copy of their author accepted manuscript** as soon as their article has been accepted, so they can upload to their institution repository, or send to their repository manager.

Emerald Reach
is...
Visibility and
Discoverability

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Visibility and Discoverability

- We work harder to ensure that open access content is discoverable.

- Developments include enhanced metadata, new webpages on emeraldinsight.com and egp.com, and clearer labelling of open access content.

Emerald Reach is...
Exploring new
publication
models

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Exploring New Publication Models

- We have launched an open access books programme. Our first Open Access monograph published in September 2018.

- Under the Emerald Publishing Services' programme we publish a growing number of Platinum open access journals, - whereby the costs of publishing an open access Journal are sponsored by a third party (i.e. institution / association). All articles published in that journal are automatically published as open access, with no cost to the author.

- Over the next two years, Emerald is funding a number of open access supplements in support of the UN sustainable development goals.

- This year we are launching a new open access platform 'Emerald Open Research' in partnership with F1000.

Emerald Reach
is...
Open Research

Thinking beyond the publishing model.

- We understand that 'open' means more than just Open Access

- In 2018 we have been exploring how the programme can support a broader open research workflow

- We've made a start by becoming signatories of the Transparency and Openness Promotion (TOP) guidelines

- Open data trial across 10 x journals

- We are in the process of launching our first open access platform 'Emerald Open Research' which will begin accepting submissions at the end of this year.

Emerald Open Research?

Emerald Open Research is an **open access** platform being launched by Emerald Publishing in partnership with F1000. The platform will allow authors to publish their research rapidly and achieve transparency through an **open peer review** process **and open data** policy, meaning all data sets as well as the research will become freely available to reuse, repurpose, and redistribute. The platform will follow the same publishing model as F1000Research which has also recently been adopted by Wellcome Open Research and Gates Open Research.

The initial focus for submissions will be on six gateways aligned to the UN sustainable development goals.

- Sustainable Food Systems

- Healthy Lives

- Responsible Management

- Sustainable Cities

- 21st Century Education

- Digital World.

We hope to add more gateways in 2019.

Emerald Open Research

COMING SOON

Easy, rapid and transparent

STAY UPDATED

Emerald Open Research is a new platform for rapid author-led publication and open peer review

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How will it work?

1.

Submit

You can submit a broad range of content types including traditional research articles, data notes, case studies, method articles and more.

2.

Pre-publication checks

Your research will undergo pre-publication checks to ensure it follows basic publishing policies and standards.

3.

Publication

If your research meets all the pre-publication checks it will be published online, enabling immediate viewing and citation.

4.

Open Peer Review & User Commenting

You select expert reviewers to take part in the open peer review process. Reports are published alongside the article, together with the authors' responses and comments from registered users.

Thank you!

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