

# The Agora Author Survey 2013



Agora – Scholarly Open Access  
Research in European Philosophy  
(CIP 2011-13)

[www.project-agora.org](http://www.project-agora.org)

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# Background

- Gold OA is one possible road to more OA material
- Gold OA has advantages to green OA
  - original published version of a text is made available
  - based on existing structure
- The goal of OA ideology is not making publishers extinct, it is changing the business
- In steps?

# Book Experiment HSS/Philosophy

- Ontos Verlag – small publisher
- Access: "Freemium" Google Books version + free pdf download via webshop registration

## ***I Agora Delayed Model***

- Closed access books made OA
  - Delays varied: 6 months to 9 years
- No author OA fee

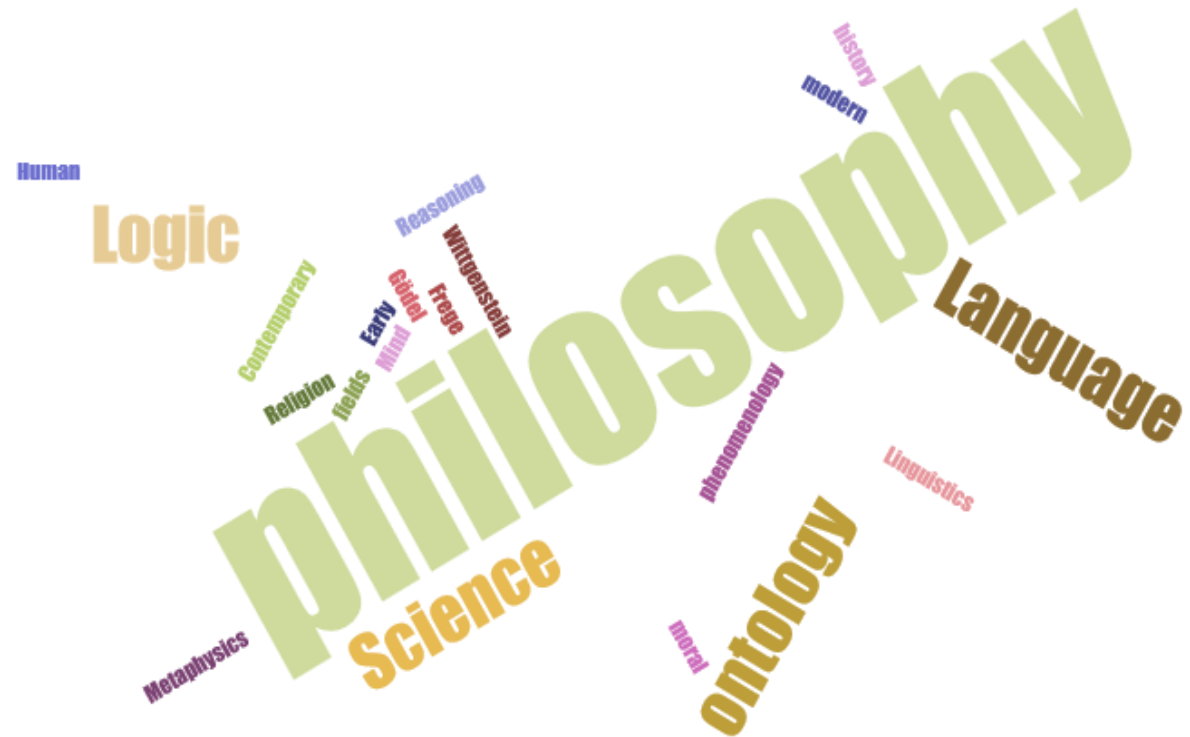
## ***II Hybrid Model "Ontos Open"***

- OA option: two-stage fee to authors:
  - <12 months after print 1500€/ >12 months 750€

# About the Survey

- In collaboration with OAPEN-UK HSS Researcher Survey 2012\*
- Survey to authors with book published at Ontos 2011-13 on issues relating to business model sustainability
- All respondents have either had their book published OA in the delayed model, or received the Ontos Open offer
- 23 questions
- response rate 17% (20/116 authors reached (86 titles))

# I. My research area

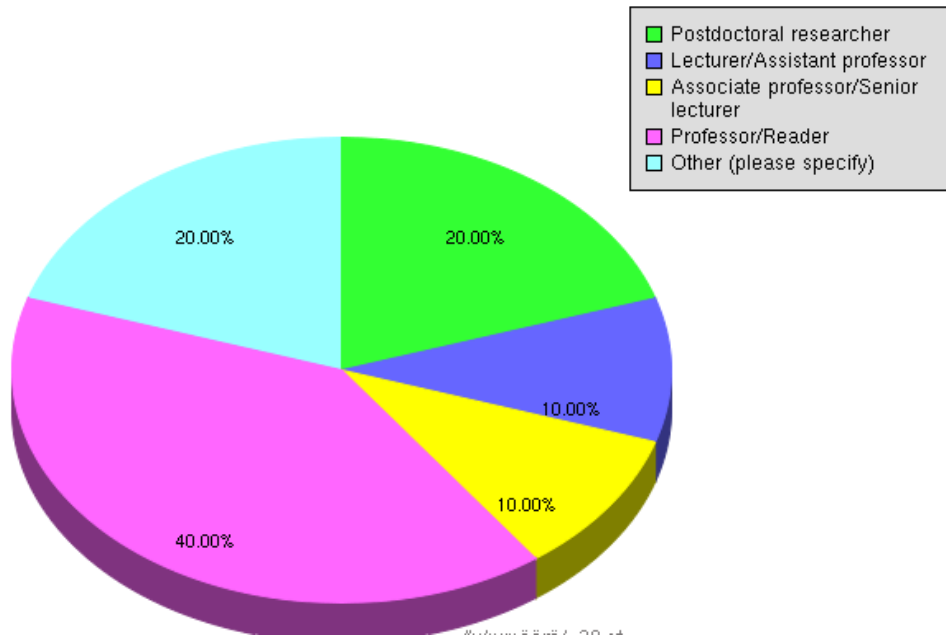


## 2. What is your role?\*

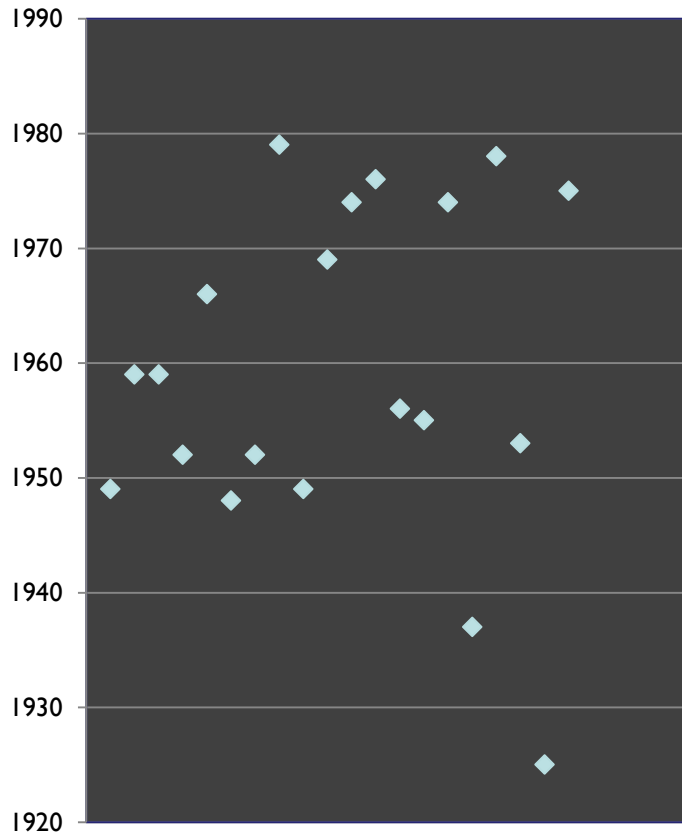
2. What is your role?  
Please choose one of the following:

Svarens relativa fördelning

- Other: 3 Professor Emeritus, 1 Philosophical Author

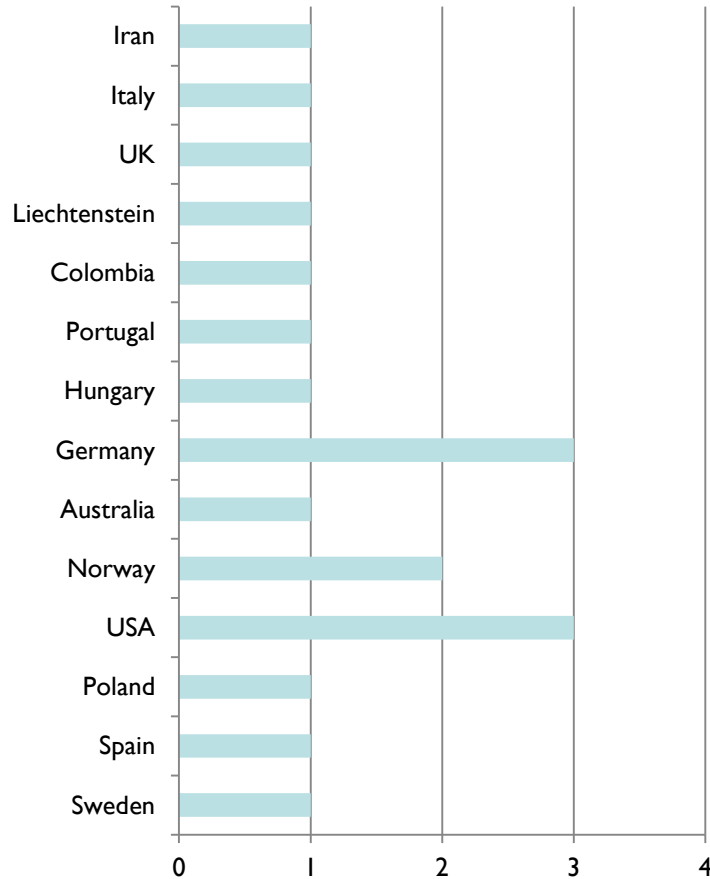


### 3. What is your year of birth?



- Most of the respondents were born either around the mid-70s or between 1950 and 1960.

## 4. In what country do you work?

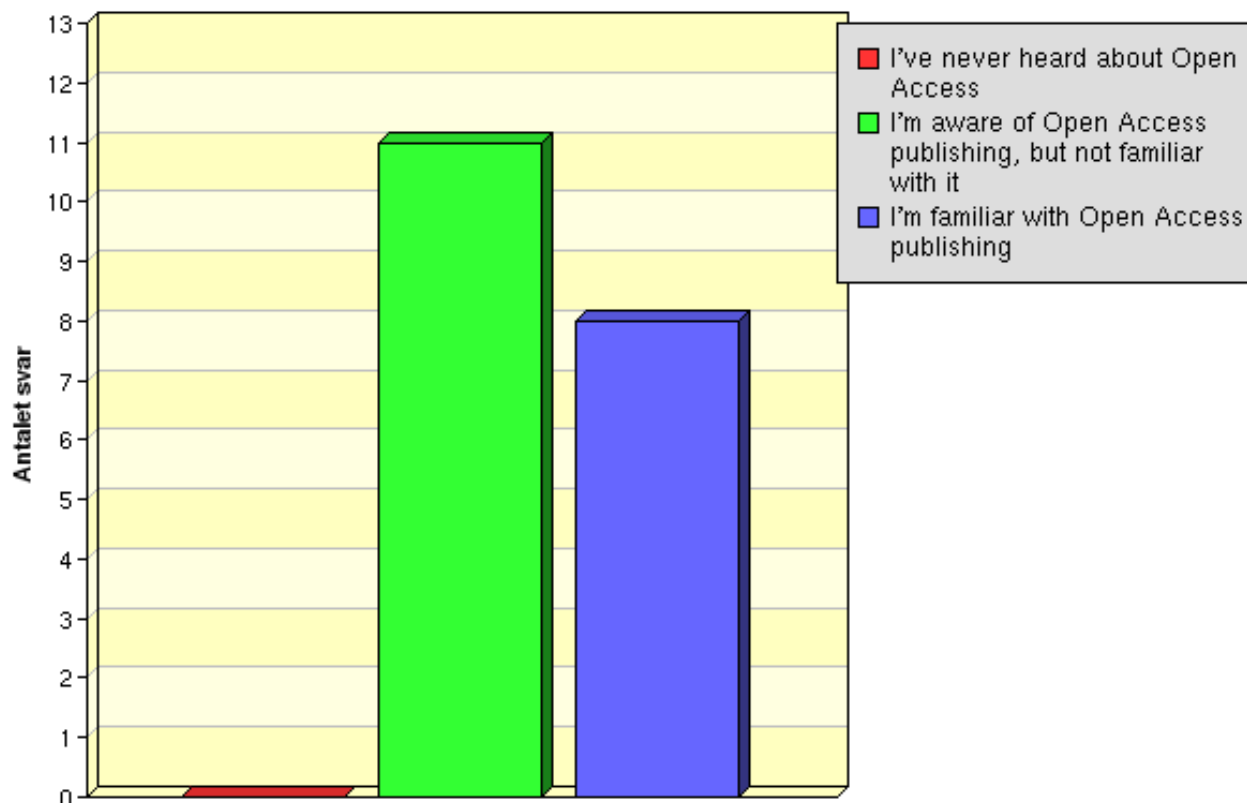


- Europe: 14
- America: 4
- Australia: 1
- Middle East: 1



## 6. How familiar are you with Open Access publishing? Choose one of the following:

### Svarens absoluta fördelning

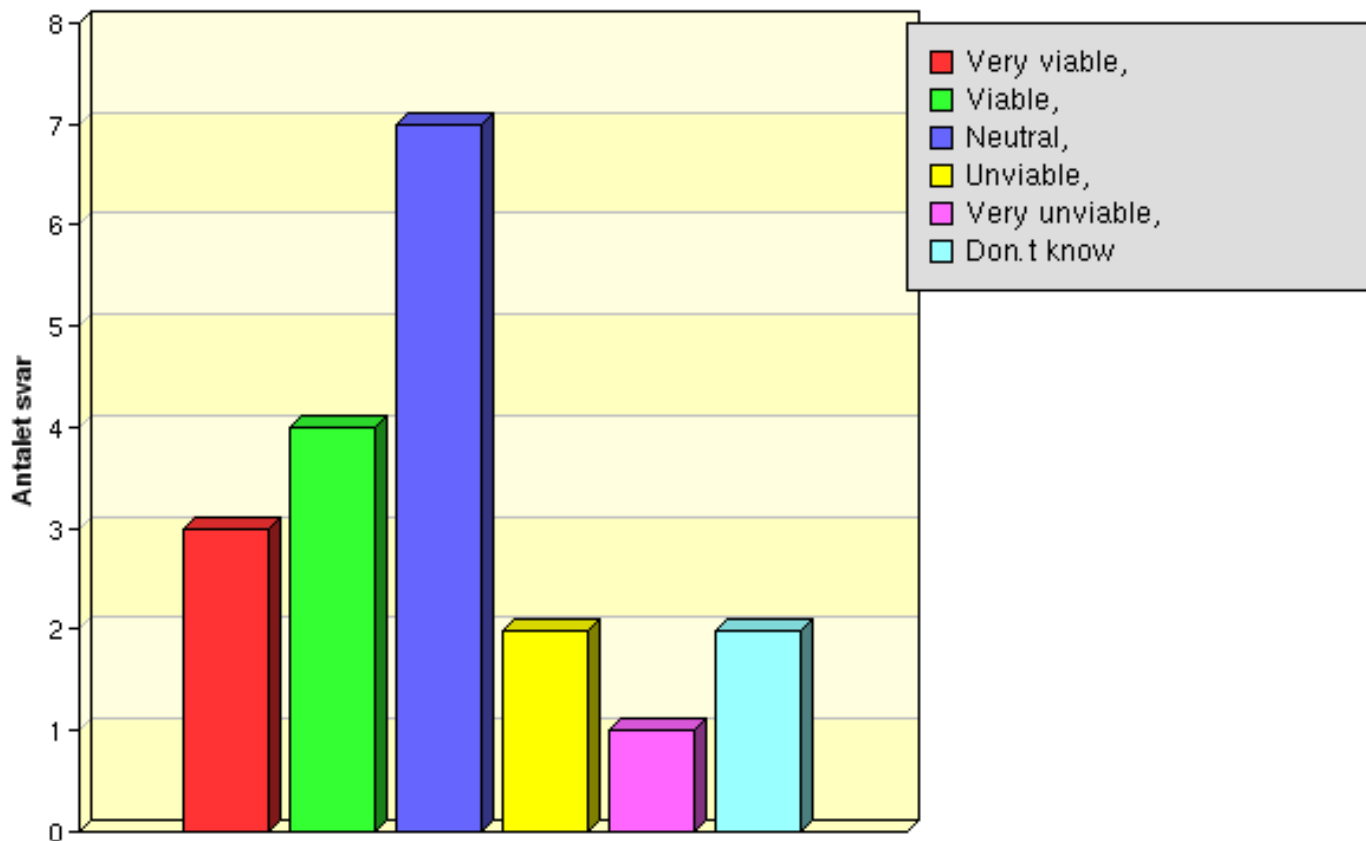




## 7a. Ontos Open model

How viable do you think this model is as a sustainable way to publish monographs?

### Svarens absoluta fördelning



## 7 follow-up

- Ontos Open uptake was 9/86 titles, 2 of which chose direct OA at 1500€, 7 delayed at 750€.
- All respondents had been offered the model 2011-13. Of the respondents 1 Ontos Open uptake, 2 Agora books, 1 unknown.

## 7b. The Ontos Open Model

- what is good about it, what is bad about it in your perspective as an author?
  - 14 commented
    - 7 merely negative: the fee in itself, the level of the fee, no funds, excludes authors from Central and Eastern Europe
    - I “don’t know it well enough”

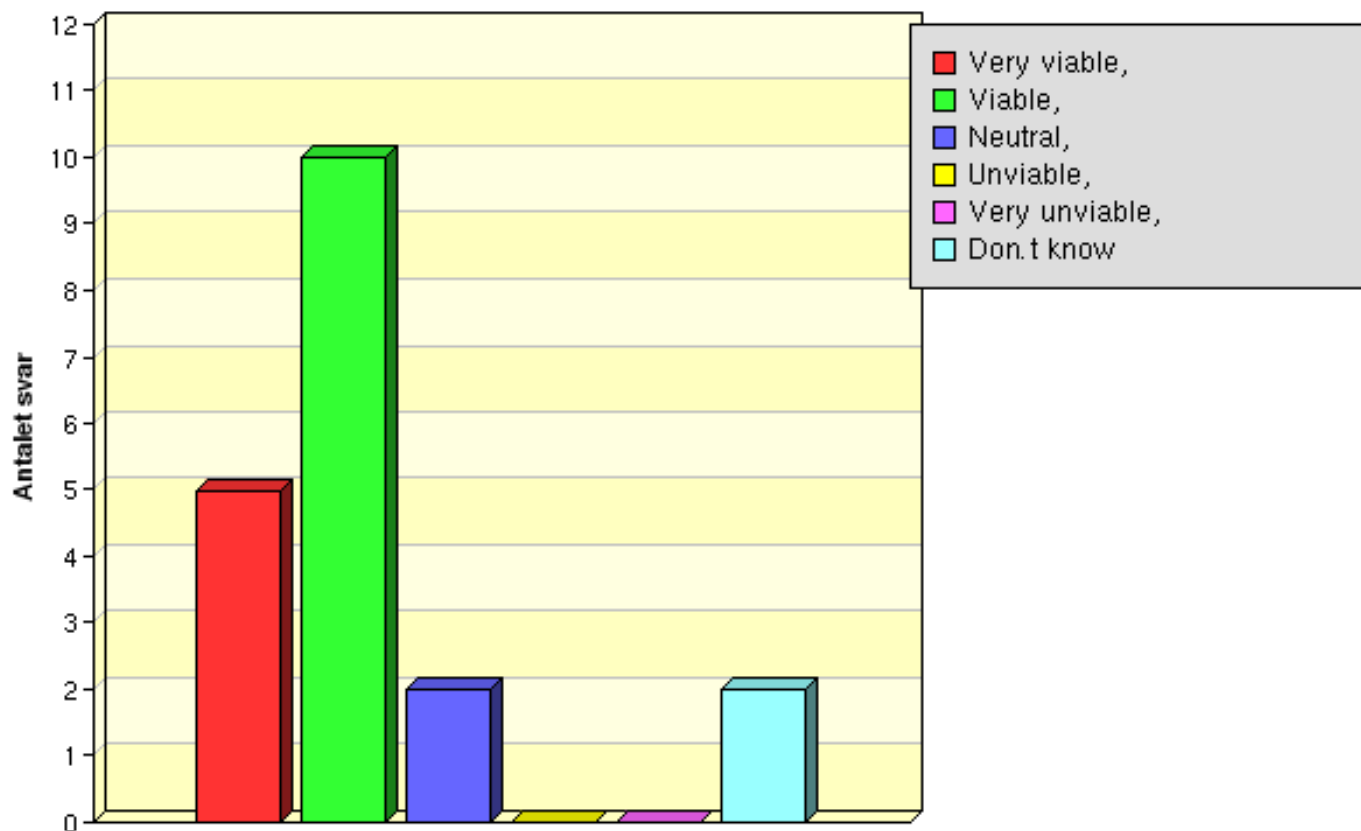
- Good: very simple to understand Bad: too many steps involved on the part of readers to gain access to the open access monograph -- there should just be one page, with a link to the pdf file
- Good that people have access to the book for free. Bad if it is the author who has to pay the fees.
- Any publication available electronically is likely to get more attention than a traditional paper publication.
- pro:wide access for many academics con:contact with small but very efficient professional groups may be lost
- Good: increases readership Bad: maybe reduces prestige



## 8a. Agora delayed OA model

How viable do you think this model is as a sustainable way to publish monographs?

Svarens absoluta fördelning



## 8b Agora Delayed model

**comments** - what is good about it, what is bad about it in your perspective as an author?

- 12 commented
- Good: no fee
- 2 mention possible commercial drawback
- 1 afraid of losing readers due to delay
- Good: electronic version stays available

- Good is that you don't have to pay.
- What is good: that the author or his institution doesn't need to pay for making his book OA.
- Good: reduced cost Bad: delayed readership
- Keeps titles available at least in digital form.
- See 7b
- pro:wide access for many academics con:contact with small but very efficient professional groups may be lost
- Above problems disappear.
- Good: electronic availability bad: economically (for the publisher and for the author/editor)
- I can't find anything bad about it.
- free to author; know how sales are going
- Bad: Newly published books are most interesting. The author will thus lose some of her readers. Some people might feel ripped off, if they paid earlier for the ebook.
- What is good about it is that it makes possible for readers to access a publication without having to pay for it (I assume).



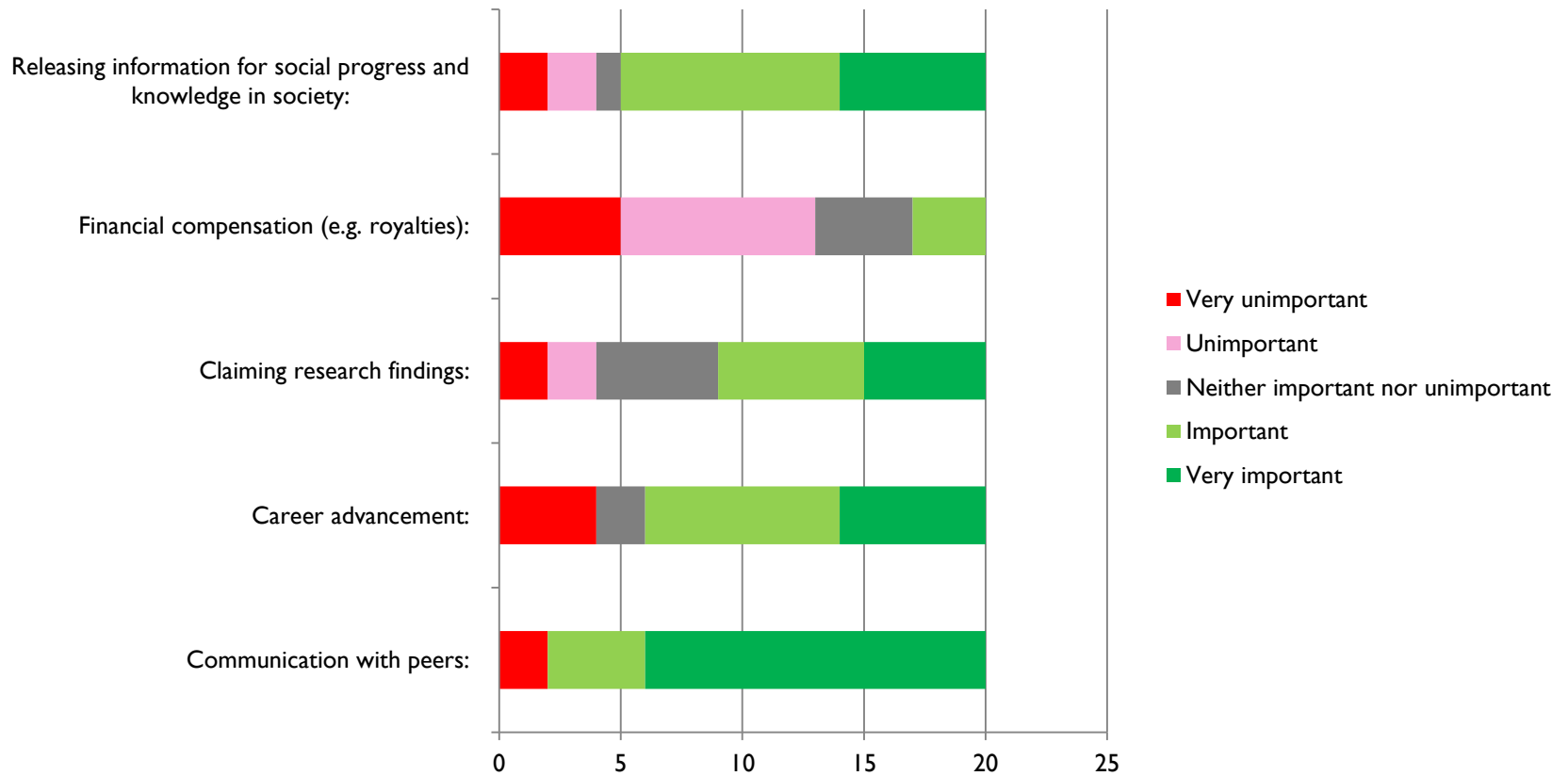
## 9. Which advantages and disadvantages with Open Access publishing of books do you, as an author, recognize?\*

- Advantages (8/11 comments mentioned advantages):
  - dissemination (6); wide and easy,
  - visibility (2); more readers,
  - free access (2),
  - good for authors without their own website (1),
  - search advantages of electronic texts (2),
  - availability of hard-to-find texts (1)
  
- Disadvantages (4/11 comments mentioned disadvantages):
  - the cost (2),
  - less money/publisher profits and royalties (2),
  - prestige (1),
  - potentially weak publication standards (1)

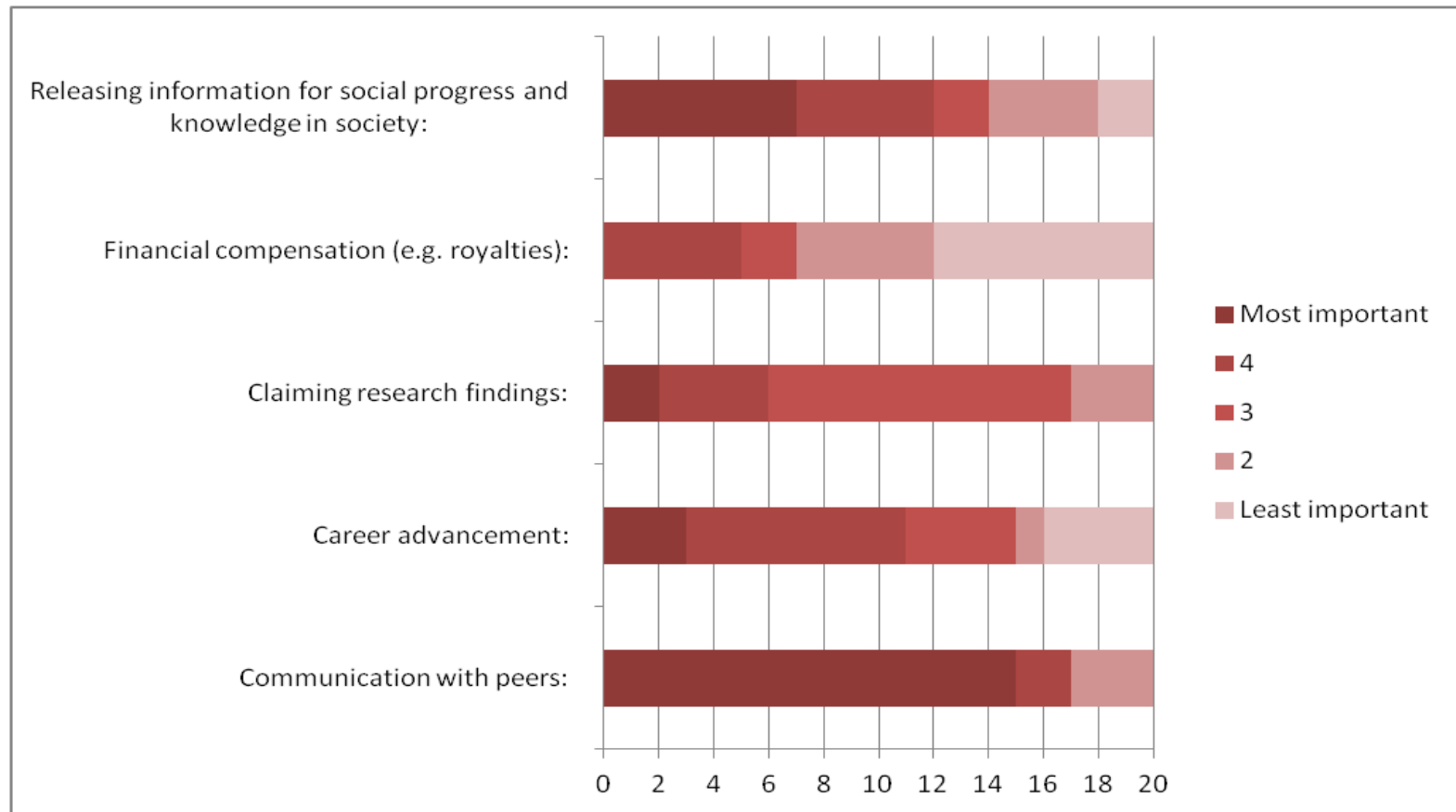
## 9 comments

- Disadvantage: less money.
- More rapid and effective dissemination of ideas and results of research to a wider audience
- Only advantages: free, open access. Wide dissemination.
- The only disadvantage for the author is the cost - not huge but significant
- Advantageous for authors who do not maintain their own web-sites.
- Free access to my research for everyone interested, I could have been free to disseminate my work in every way I like (in fact not with the Ontos license model), Higher Visibility (in fact not with the complicated download procedure and the missing connection to scientific retrieval systems), All advantages of electronic Texts (like full text searching)
- Easier dissemination of hard to find works Easy access is definitely an advantage
- wider distribution
- I recognize only advantages. As an author, I think Open Access increases the possibility of being read.
- Good: broader audience Bad: might not be clear whether publication standards have been observed, less prestigious
- Both Open Access and Delayed Open have the disadvantage of reducing the possible number of books that may be otherwise sold, reducing the royalties for the authors, as well as, I assume, the publisher's profits. ?

# I0. Motives for publishing\*



\*11. Please rank the importance of each of these factors, where 1 is the least important and 5 is the most important.

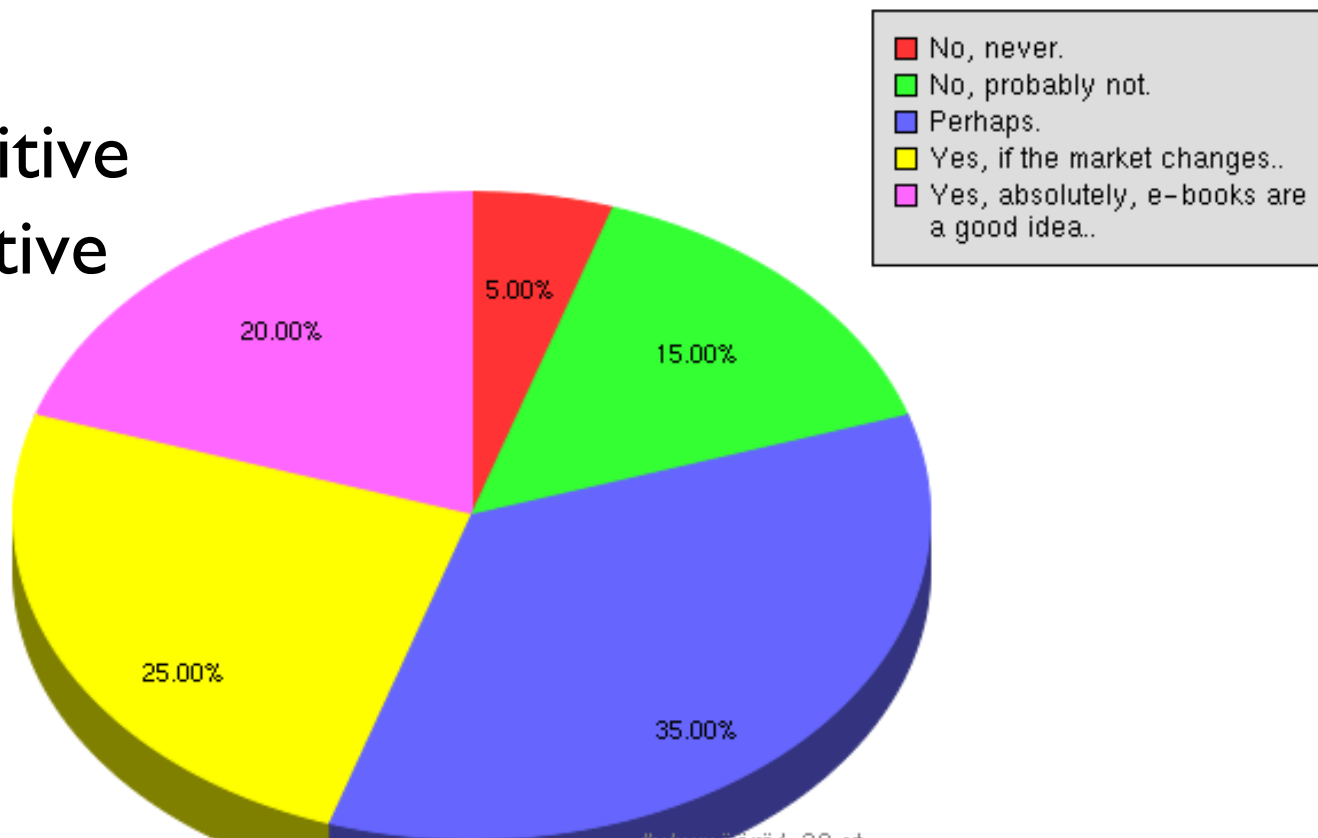


## 12. Electronic books

Could you imagine publishing one of your future books as electronic only, i.e. without a printed version?

Svarens relativa fördelning

- More positive than negative answers.

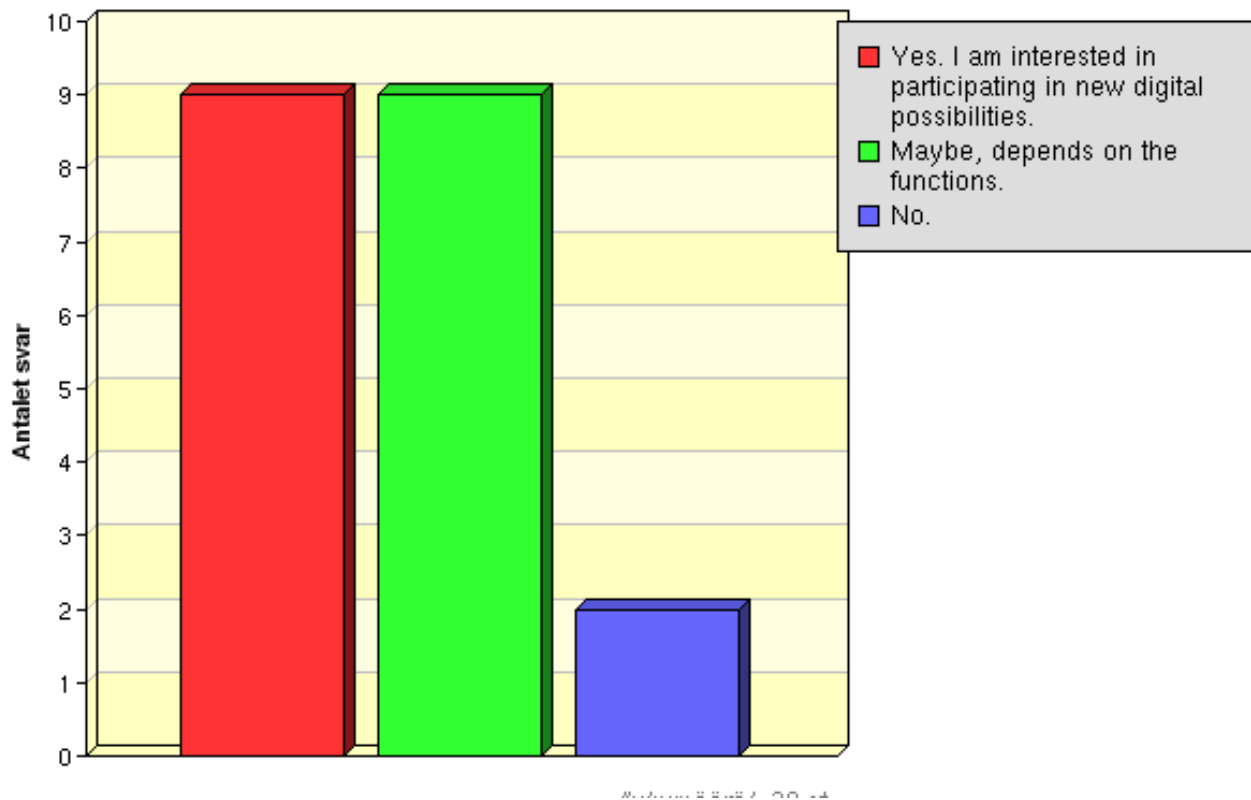


# 13.

## Improved electronic version

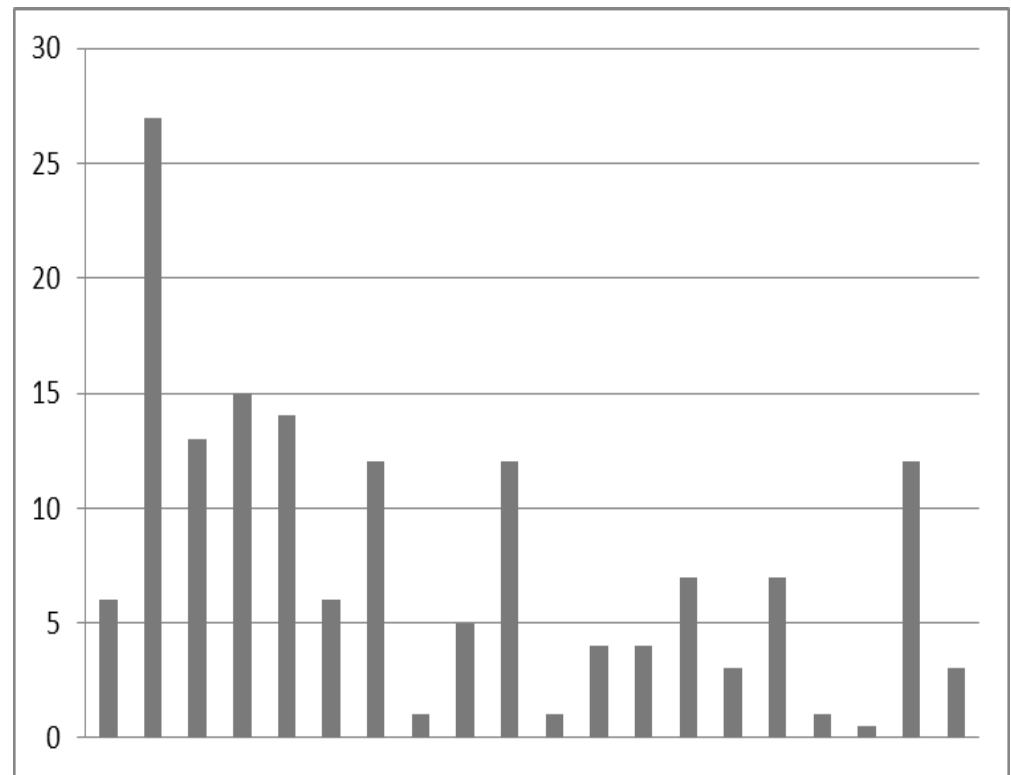
If the electronic version of a book would be "enriched", would that make the publisher offering that service more interesting for you?

### Svarens absoluta fördelning



## I4. How many scholarly books have you published, as author or anthology editor?\*

- In total 153,5 books
- Most commonly 5-10 books per author/editor



I5. You have been invited to participate in this survey as an author who has published with ontos Verlag. This section deals with the book you last published with ontos.

The title of your book: ...

- 18/20 gave the title

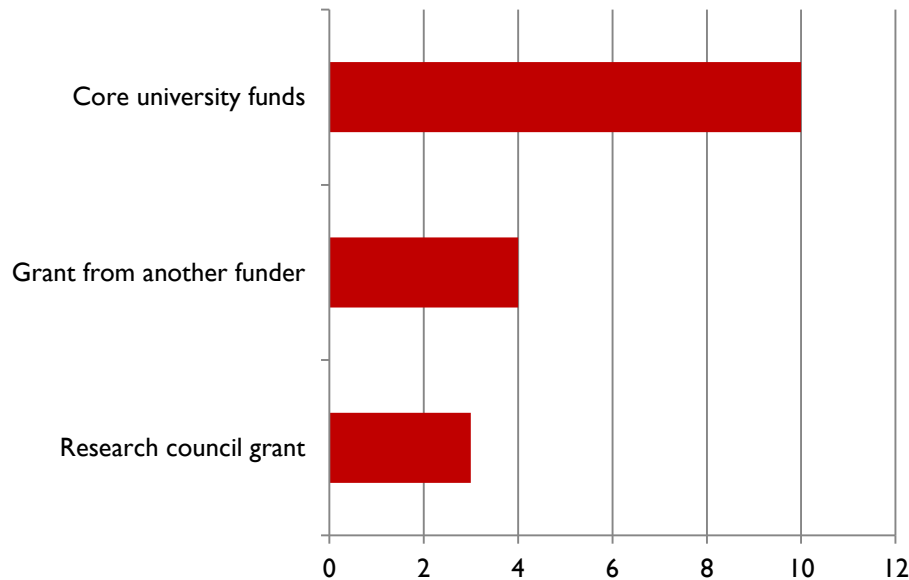


## 16. Which factors influenced you in your choice of Ontos as the publisher of your book? Please tick all that apply.\*

- Open Access irrelevant for publisher choice
- “Quality assurance processes” most important and audience contact
- Earlier experience with the same publisher, and other pre-existing relations of some importance
- Early reply is important
- Other, please specify:
  - Very friendly and helpful throughout the publication process
  - The publication process does not take much time. But I paid a high price for this, having to provide a script ready for copying.
  - My co-editor has a good relation with this publisher.



## 17. How was the research that underwrote your Ontos book funded? Please tick all that apply.\*



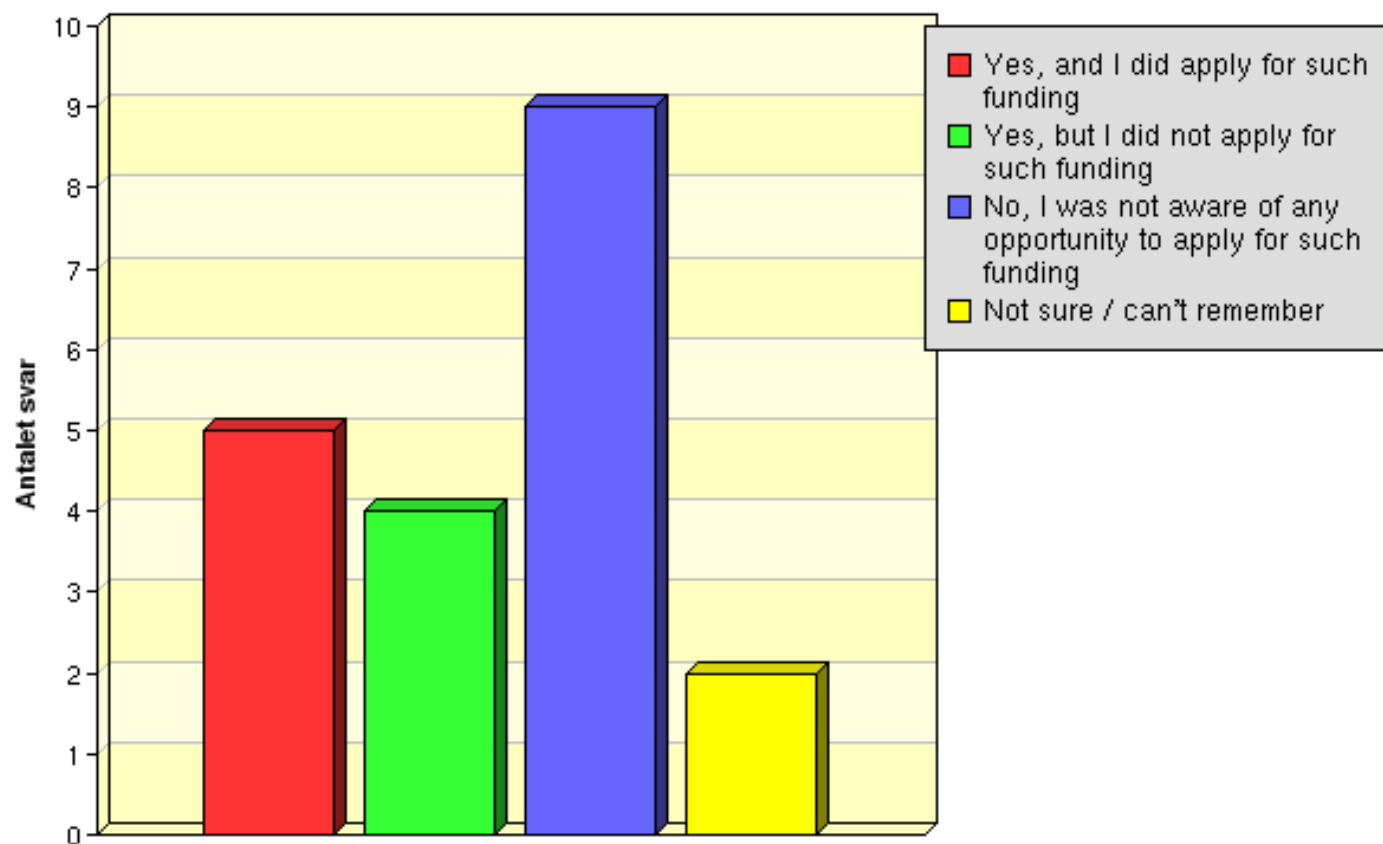
- Other, please specify:
  - PhD Thesis
  - Collected volume, so funding is mixed
  - Andrew Mellon foundation
  - None of the above: it was funded by me



## 18. Publication funding

Were you able to apply for funding from this source to publish outputs from your research?

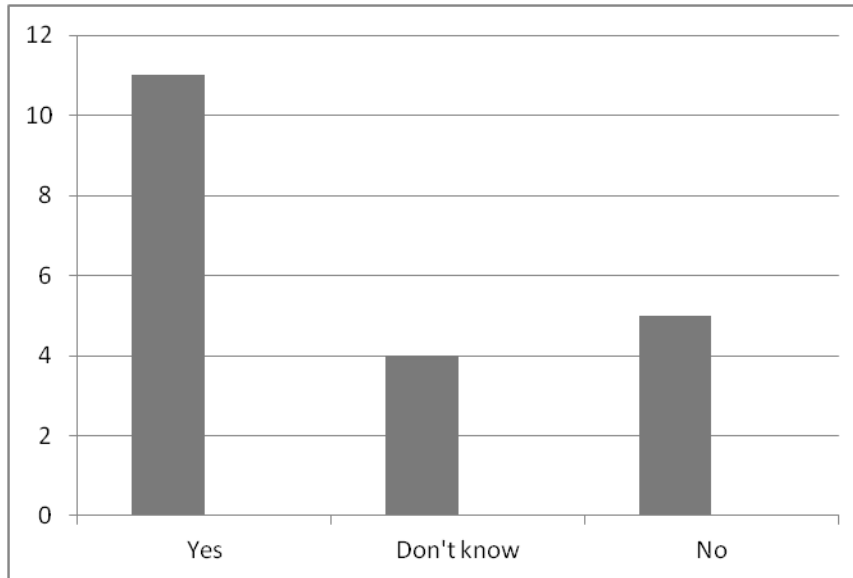
### Svarens absoluta fördelning



MAJ 2014

## 19. Publication formats

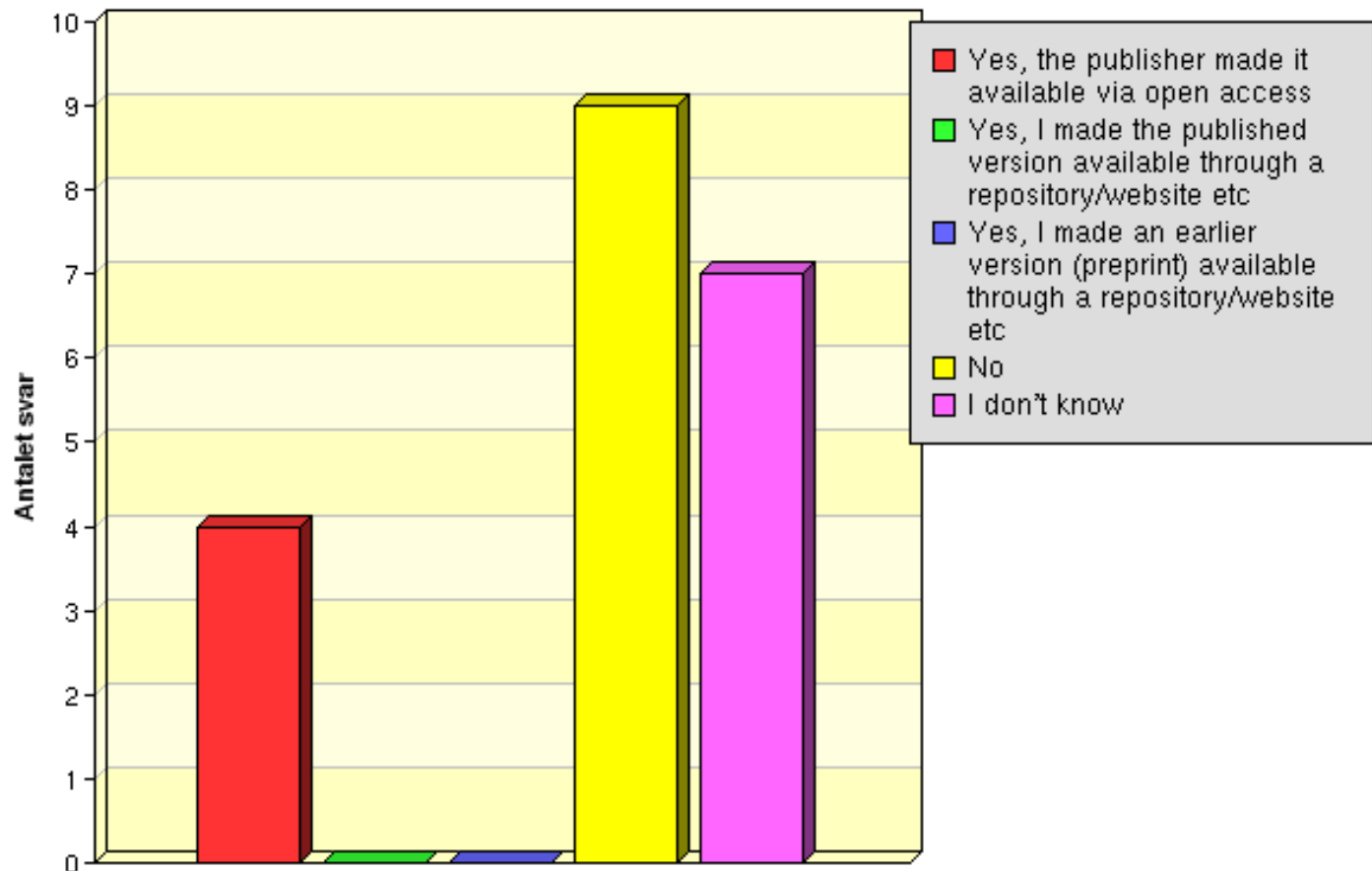
Was it published in an electronic format? By 'published', we mean made available by the publisher online.



## 20. Open Access

Was the book you published with Ontos made available open access?

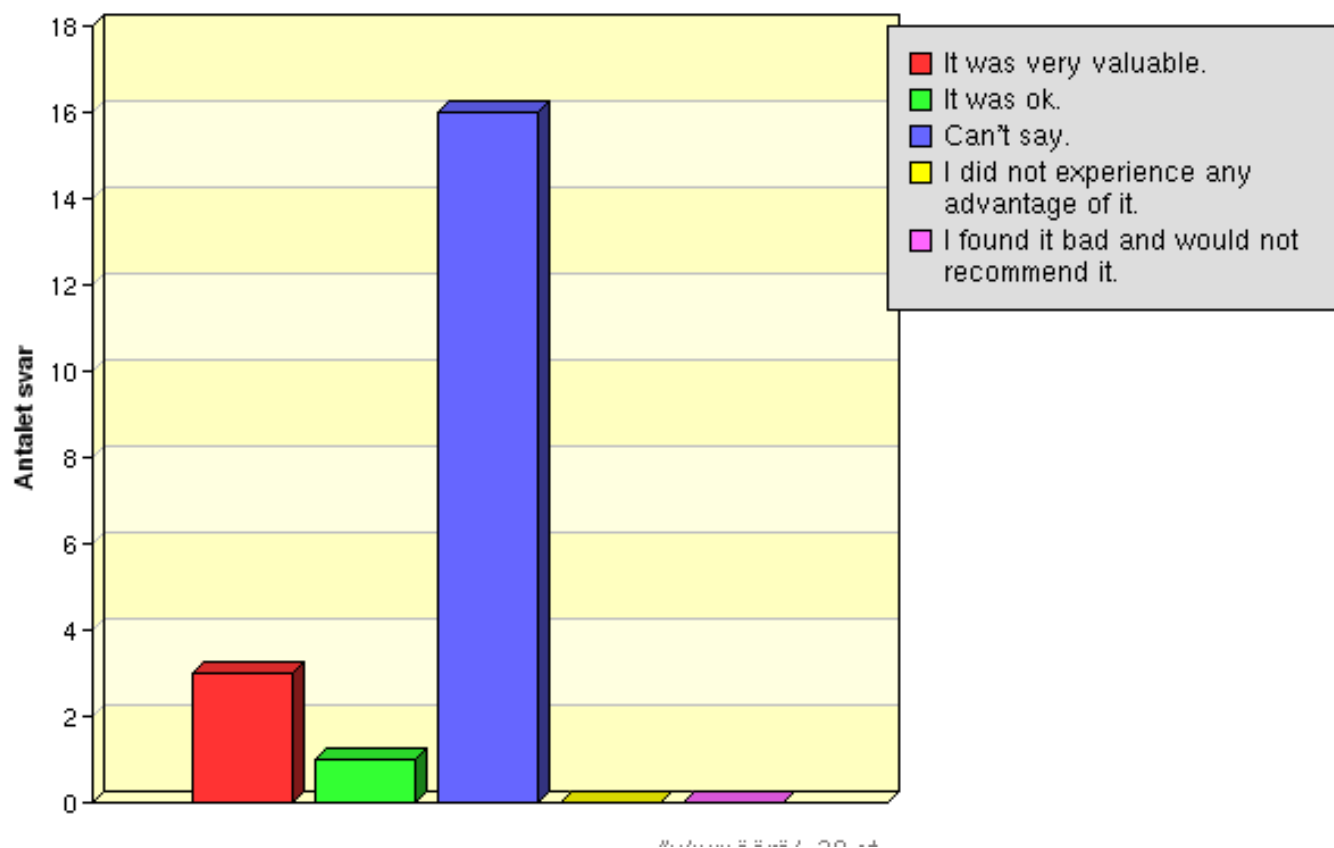
Svarens absoluta fördelning



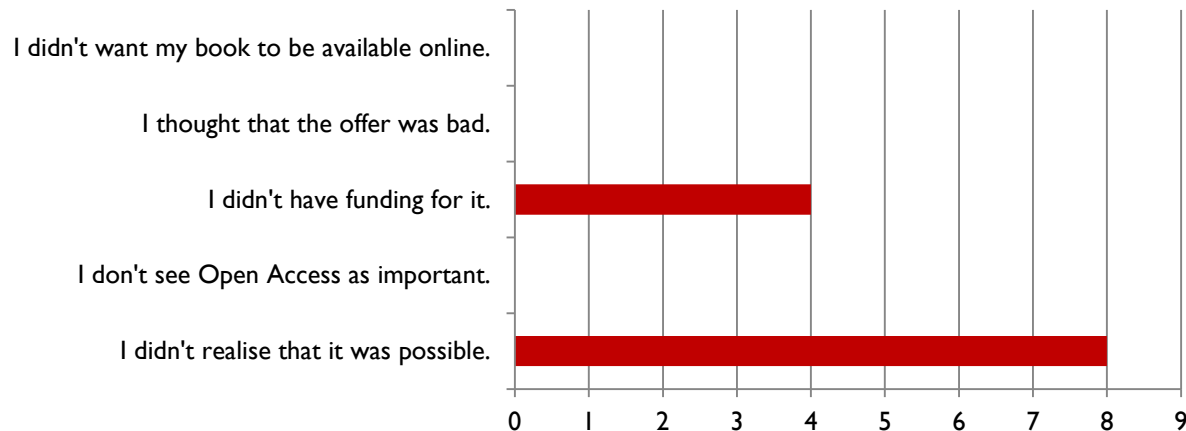
## 21. Open Access offer

If your book was published Open Access by Ontos, how did you experience it?

### Svarens absoluta fördelning



## 22. If your book was not published Open Access, why was that? (16/20 not published OA)



Other, what?

- It was released with Open Access shortly after publication
- Book was published Open access
- I interpret Q 22 as a counterfactual: had I not published it would have been because I could not afford it
- I used the funding for proofreading instead.
- Re 21 - my book was not published Open Access with Ontos





Open Access publishing is when research articles and books are made openly available online, for free.

## Ontos Author Open Access Survey

Agora - Scholarly Open Access Research in European Philosophy

[Data protection information](#)

### Author details

Obligatory questions are marked red.

1. My research area:

2. What is your role?

Please choose one of the following:

- PhD candidate/postgrad
- Postdoctoral researcher
- Lecturer/Assistant professor
- Associate professor/Senior lecturer
- Professor/Reader
- Other (please specify)

Other: what?

3. What is your year of birth?

4. In what country do you work?  
(your affiliation)

5. What is your name?

Next >>



## Open Access

6. How familiar are you with Open Access publishing?

- Choose one of the following:
- I've never heard about Open Access
  - I'm aware of Open Access publishing, but not familiar with it
  - I'm familiar with Open Access publishing

7. Ontos Verlag has offered two different models of Open Access book publishing, *Ontos Open* and the *Agora delayed* model.

**Ontos Open** is a model for OA publishing, in which the author can choose to publish his book Open Access in addition to print. There are fees: online one year after print publication 750€, publication at the same time as print, fee 1500€.

7a. *Ontos Open* model ?

- How viable do you think this model is as a sustainable way to publish monographs?
- Very viable,
  - Viable,
  - Neutral,
  - Unviable,
  - Very unviable,
  - Don't know

7b. The *Ontos Open* Model - what is good about it, what is bad about it in your perspective as an author?

8. Ontos has also offered some of its authors to publish the book Open Access delayed, that is, after a certain period of time after print publication, without any additional fee to the author: the *Agora delayed* OA model.

8a. *Agora delayed* OA model ?

8. Ontos has also offered some of its authors to publish the book Open Access delayed, that is, after a certain period of time after print publication, without any additional fee to the author: the **Agora delayed OA model**.

8a. Agora delayed OA model ?

How viable do you think this model is as a sustainable way to publish monographs?  Very viable,  
 Viable,  
 Neutral,  
 Unviable,  
 Very unviable,  
 Don't know

8b. The Agora delayed OA model - what is good about it, what is bad about it in your perspective as an author?

9. Which advantages and disadvantages with Open Access publishing of books do you, as an author, recognize?

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# Ontos Author Open Access Survey

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## Author priorities

10. There are several motives for academics to publish their work. As an author, how important are the following motives for you? \*

	Very unimportant	Unimportant	Neither important nor unimportant	Important	Very Important	Other comments?
Communication with peers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Career advancement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Claiming research findings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Financial compensation (e.g. royalties)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Releasing information for social progress and knowledge in society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>

11. Please rank the importance of each of these factors, where 1 is the least important and 5 is the most important. \*

	1	2	3	4	5
Communication with peers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Career advancement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Claiming research findings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial compensation (e.g. royalties)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Releasing information for social progress and knowledge in society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Electronic books:

Could you imagine publishing one of your future books as electronic only, i.e. without a printed version?  No, never.  No, probably not.  Perhaps.  Yes, if the market changes...  Yes, absolutely, e-books are a good idea.

Comments?

13. Electronic texts can be "enriched". That means that the text can, for instance, be interlinked with original sources or other digital material, or prepared to give better search and indexing possibilities.

Improved electronic version:

If the electronic version of a book would be "enriched", would that make the publisher offering that service more interesting for you?  Yes. I am interested in participating in new digital possibilities. What, if any, functions would be interesting for you?   Maybe, depends on the functions.  No.

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## Ontos Author Open Access Survey

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### Your publications

14. How many scholarly books have you published, as author or anthology editor?

15. You have been invited to participate in this survey as an author who has published with ontos Verlag. This section deals with the book you last published with ontos.

The title of your book:

16. Which factors influenced you in your choice of Ontos as the publisher of your book? Please tick all that apply:

- They are the best in my academic field
- I have published with them before
- They were the first ones who were interested in my book
- I was commissioned by a publisher or editor
- I like the licensing or copyright arrangements
- My learned society partners with this publisher
- They are good at disseminating to the audience I want to reach
- I trust their quality assurance processes
- I have an existing relationship with them as a peer reviewer or academic advisor
- They are open access publishers

Other, please specify:

17. How was the research that underwrote your Ontos book funded? Please tick all that apply:

- Research council grant
- Grant from another funder
- Core university funds

Other, please state:



18. Publication funding

- Were you able to apply for funding from this source to publish outputs from your research?
- Yes, and I did apply for such funding
  - Yes, but I did not apply for such funding
  - No, I was not aware of any opportunity to apply for such funding
  - Not sure / can't remember

19. Publication formats

- Was it published in an electronic format? By 'published', we mean made available by the publisher online.
- Yes
  - No
  - Don't know

20. Open Access

- Was the book you published with Ontos made available open access?
- Yes, the publisher made it available via open access
  - Yes, I made the published version available through a repository/website etc
  - Yes, I made an earlier version (preprint) available through a repository/website etc
  - No
  - I don't know

21. Open Access offer

- If your book was published Open Access by Ontos, how did you experience it?
- It was very valuable.
  - It was ok.
  - Can't say.
  - I did not experience any advantage of it.
  - I found it bad and would not recommend it.
- Why? Why not?

22. If your book was not published Open Access with Ontos, why was that?

- I didn't realise that it was possible.
- I don't see Open Access as important.
- I didn't have funding for it.
- I thought that the offer was bad.
- I didn't want my book to be available online.

Other, what? (Comments on not choosing OA.)

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## Ontos Author Open Access Survey

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### Survey feedback

23. Comments on this survey or additional other comments:

You may contact me for a short interview, e-mail:

I would like to receive information on the research results, e-mail:

PLEASE PROCEED TO SUBMIT YOUR REPLIES on the next screen. -->

Thank you for your contribution to Open Access research!

If you would like to receive news on the research results of the entire Agora project, you can sign up for the Newsletter at

<http://www.project- agora.org/contact-info/>

Should you have any questions, please do contact us at Åbo Akademi University: [yneuman@abo.fi](mailto:yneuman@abo.fi).

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Järjestelmä EduX E-tomake 3.1. [www.e-tomake.fi](http://www.e-tomake.fi)



## Ontos Author Open Access Survey

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Form is going to be submitted.

Proceed

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Finish (Send all Data)

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