

# **Social Accounting & Open Access**

Rethinking the value chain & what counts in scholarly communication

**Bioline**  
International

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# Social Accounting & Open Access

- Brief introduction & overview
- Funding models (old & new)
- Rethinking what counts and how to fund OA initiatives
- Success so far
- Challenges & Opportunities
- Conclusions

**“Scientific findings do not belong to a country but to the whole world...”**

Hernan Riquelme, Editor  
Agricultura Técnica (Chile)  
July, 2008

# Bioline International

## A brief history & overview



# Bioline International - Mission

- Reduce the South-North knowledge gap
- Provide a sustainable platform for the dissemination of journal materials
- Improve the visibility of developing world publications

# Bioline International - Journals



Active journal participants graphed with Google maps



**“Bioline has contributed both to timely publication of articles from developing countries and also to the sustainability of the journals concerned... Of course for Bioline International (and other similar Open Access services) to continue their work, they need financial support from philanthropic organizations and foundations and the private sector...”**

Joses M Kirigia  
July, 2008

**Bioline International**  
**Funding models (old & new)**



# Previous Funding Models

- Pay “per-view”
- Institutional subscriptions
- University of Toronto support
- Occasional Grants



# Premise of new model

- Building a distributed support model
- Evaluation of different sustainability models
- Demonstrating “added value” with new accounting framework
- Creating new partnerships through sponsorship and membership support



**“The more successful open access becomes,  
the more irrelevant our traditional view of  
library budgets will be... It would be truly  
unfortunate if the open access movement  
passed librarians by because we were too busy  
worrying about the library's bottom line.”**

Plutchak, T. Scott, Editor *Embracing open access* J Med Libr

Assoc. 2004 January; 92(1): 1–3.

# Bioline International

Rethinking what counts &  
how to fund OA initiatives



# ... Social Accounting

- Scholarly journals as “merit good”
- Broadening the definition of “success” and “value”
  - Traditional value: economic return
  - Scholarly value - reputation and citation
  - Institutional value - public mission
  - Social value - equity, participation, diversity
  - Political value - evidence based policy, transparency, accountability

# ... Accounting for social impact

- What counts as “input”, cost or investment
- What counts as “output” or benefits and impact



# ... Bioline's social impact

Bioline has provided a very important and instant platform for journals like African Health Sciences to reach a very wide audience... While we are on Pubmed central, the availability has been problematic because for example only 3 of 4 issues are currently on PUBMED Central. Bioline does not require us to do expensive and laborious XML and other conversions. Bioline also provides us with regular feedback on access to African Health Sciences. To us interested in unrestricted access to knowledge and information generated by African scientists, Bioline has provided a very reliable, sustainable partner.

We do value your service greatly knowing that even the remotest health worker with internet access can read our journal instantly free online. Keep it up!

James K Tumwine, Founder Editor in Chief,  
African Health Sciences  
Makerere University, Uganda



**“Too often we think of scientific knowledge and the developing countries in terms of what “we” can do for “them”. We need to nurture the organizations and initiatives that challenge this limiting point of view, enriching the international scholarly community with important research and neglected perspectives from the developing world.”**

Lynne Copeland, Dean of Library Services & University Librarian,  
Simon Fraser University Library, Canada.

**Bioline International**

**Success so far...**





# Success so far: Founding Sponsors

- Open Society Institute (Information Program)
- Science Commons
- Simon Fraser University Library
- University of Ottawa Library
- University of Guelph Library
- York University Library

# Success so far: Consortial Members

- JISC Collections
- OCUL



# Success so far: Members

- Grant MacEwan College
- IDRC Library
- Libraries & Cultural Resources, U of Calgary
- York University Libraries
- U of Guelph Library
- U of Manitoba Libraries
- U of Ottawa Library
- U of Victoria Libraries
- Harold B. Lee Library, Brigham Young U
- Sterling Memorial Library, Yale U
- Syracuse U Library
- Albert B. Alkek Library, Texas State U
- U of Iowa Libraries
- U of Wisconsin-Madison Libraries
- Penn State U Libraries
- Ghent U Library
- Lund U Libraries, Sweden
- Max Planck Digital Library
- WHO Headquarters Library
- Wellcome Library
- Main Library, U of the West Indies
- U of Hong Kong Libraries

# Success so far: Bioline usage

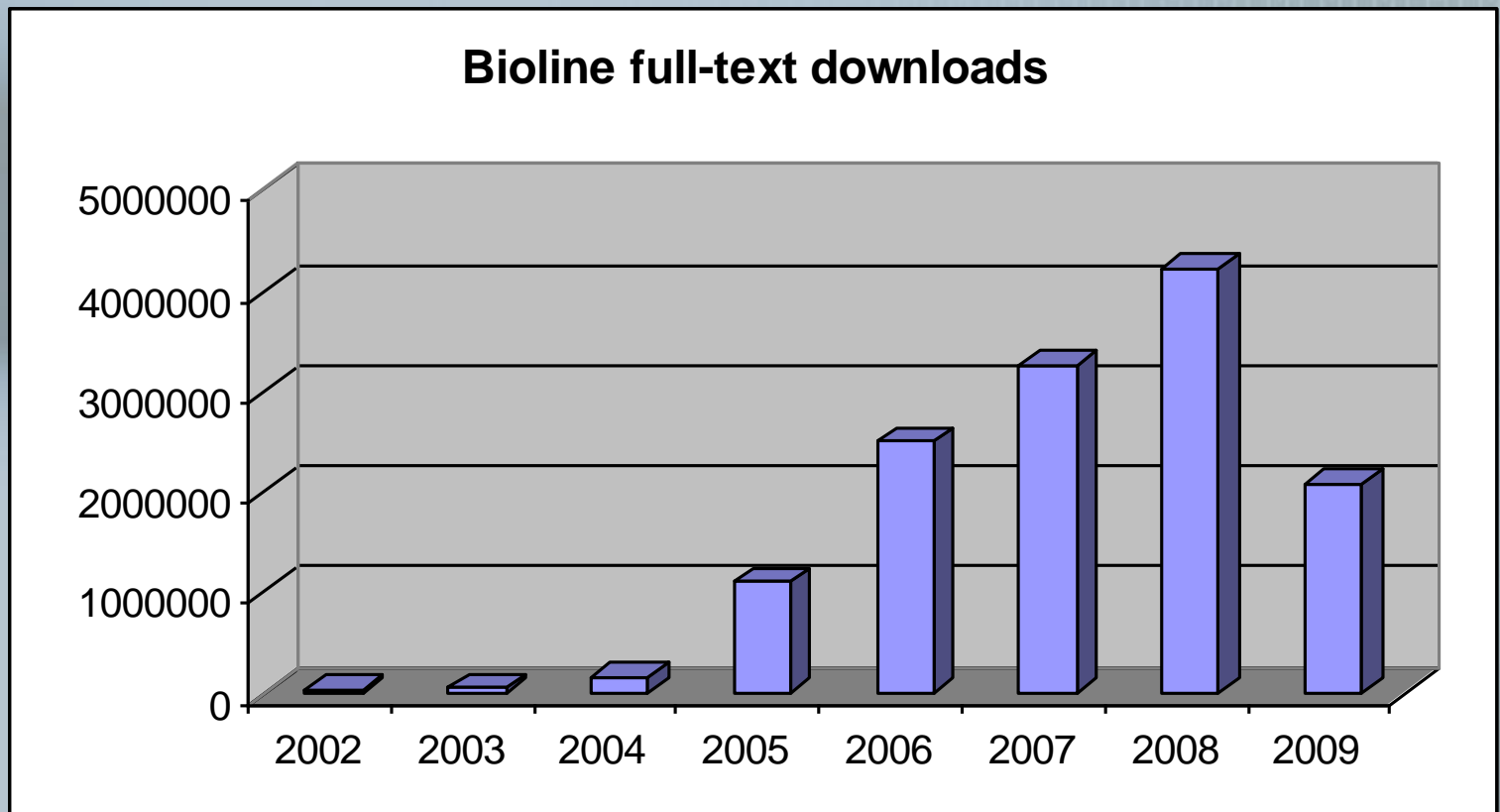


Figure for 2009 includes usage up to July, 2009.  
Bioline went fully “open access” in Jan. 2004.

# Success so far: Bioline users

## Breakdown of Bioline Users by City

www.bioline.org.br/  
Map Overlay

Aug 14, 2009 - Sep 13, 2009

Comparing to: Site



Google Analytics – Sept. 13, 2009





# Success so far: Bioline users

## Breakdown of Bioline Users by City

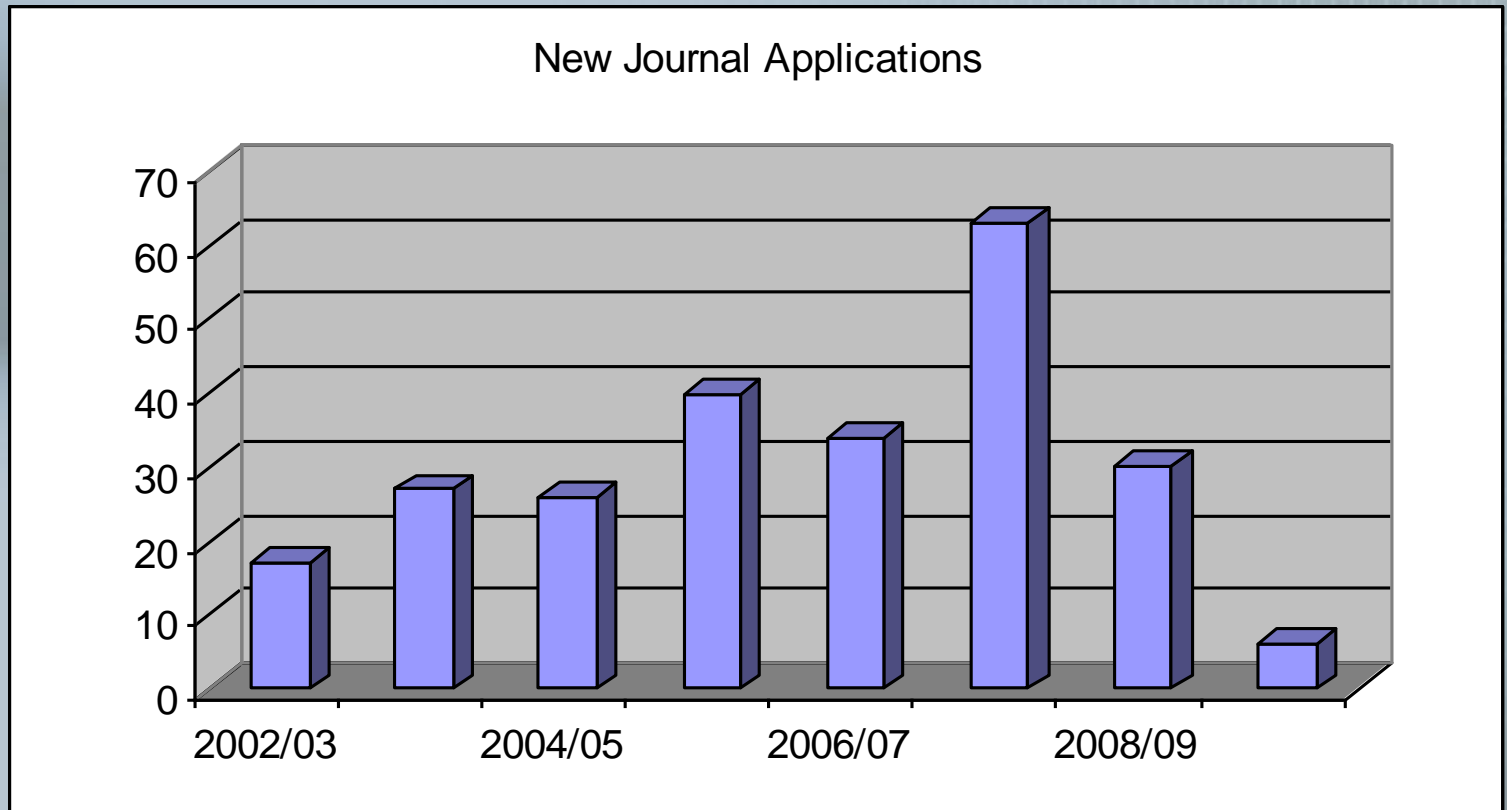
119,394 visits came from 7,209 cities

### Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>119,394</b> % of Site Total: 100.00%	<b>1.89</b> Site Avg: 1.89 (0.00%)	<b>00:01:16</b> Site Avg: 00:01:16 (0.00%)	<b>83.82%</b> Site Avg: 83.78% (0.04%)	<b>82.36%</b> Site Avg: 82.36% (0.00%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
(not set)	4,484	2.18	00:02:47	76.43%	76.32%
London	1,937	1.39	00:00:46	85.29%	85.75%
Manila	1,849	1.67	00:01:31	84.21%	81.83%
Bogota	1,767	1.43	00:00:42	88.00%	87.21%
Delhi	1,632	2.34	00:01:23	79.29%	78.80%
Mexico City	1,609	1.37	00:00:40	87.51%	87.69%
Chennai	1,478	2.03	00:01:19	82.21%	77.54%
La Victoria	1,416	1.87	00:01:15	88.77%	86.30%
Kuala Lumpur	1,311	1.81	00:01:25	76.89%	84.74%

Google Analytics – Sept. 13, 2009

# Success so far: Journal Applications



Rate of journals applying to Bioline by budget year

**“Bioline... has been an invaluable resource for us. It is our hope that this resource will be sustained into the future, and expanded to accommodate more desiring journals in our setting. ...”**

Emmanuel A. Ameh, Assistant Editor  
Annals of African Medicine  
July, 2008

# Bioline International

## Challenges & Opportunities



# Challenges & Opportunities

Questions from potential supporters:

- Why pay for Open Access?
- How is a membership different from a subscription?
- What's in it for "us"?
- Why should "we" subsidize the "other"?

# The role of research libraries

- No longer just buyers of “content”
- Partners in the creation of “merit goods”
- They are also “funders” of scholarship
- Collection development as strategic investment
- Supporting fee as “investment” and “symbolic capital”



# Conclusions

- There is a clear need for a different framework for accounting when it comes to open access, especially when it comes to publications from the developing world
- Also need to rethink “what to count”, and how we support what we value collectively.