

The Public Library of Science

A nonprofit organization of scientists and physicians committed to making the world's scientific and medical literature a public resource

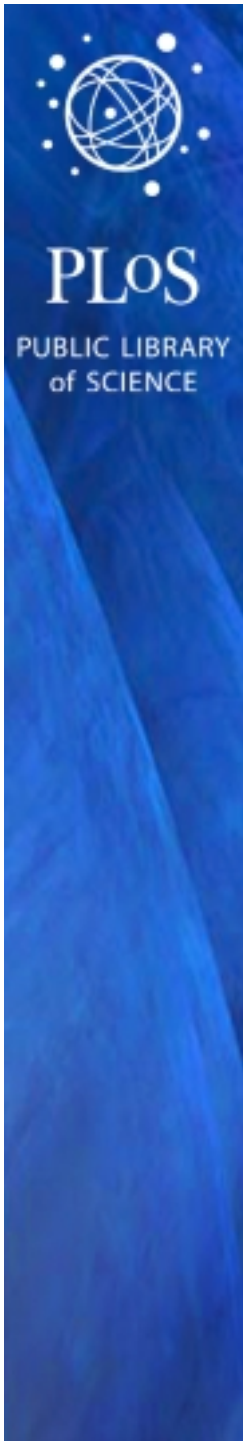
Mark Patterson

Senior Editor

PLOS European Office

Headquarters in San Francisco

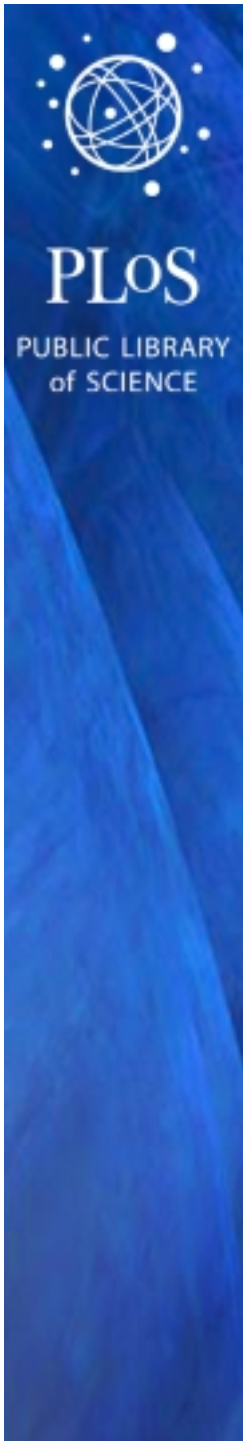
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Outline

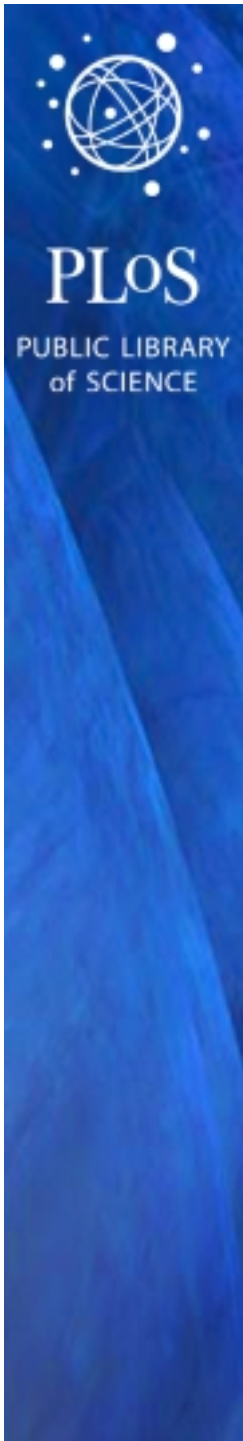
- Why change things?
- Obstacles and objections
- PLoS – Progress and plans





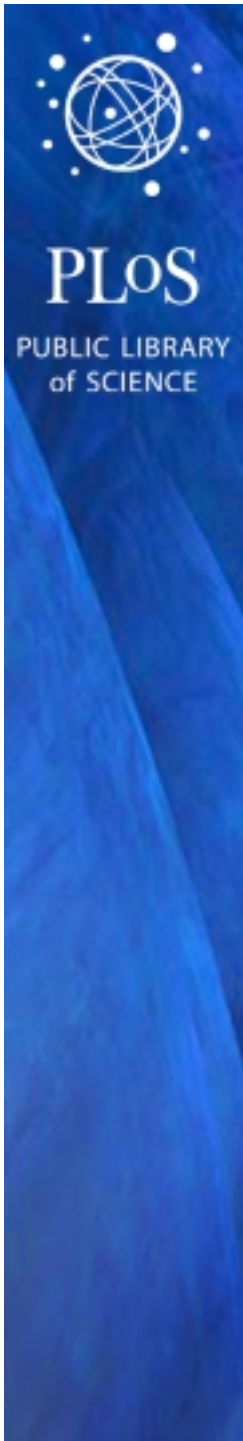
What is open access?

- Free, immediate access online
- Unrestricted use
- Author retains copyright
- Papers are deposited in a public online archive



Benefits of open access

- Every paper has maximum impact anyone can read, use and build on the work
- Pace of research is increased academic and commercial sectors
- Greatly expanded access to research educators, physicians, NGOs, developing nations
- An effective publishing market forces keep prices in check

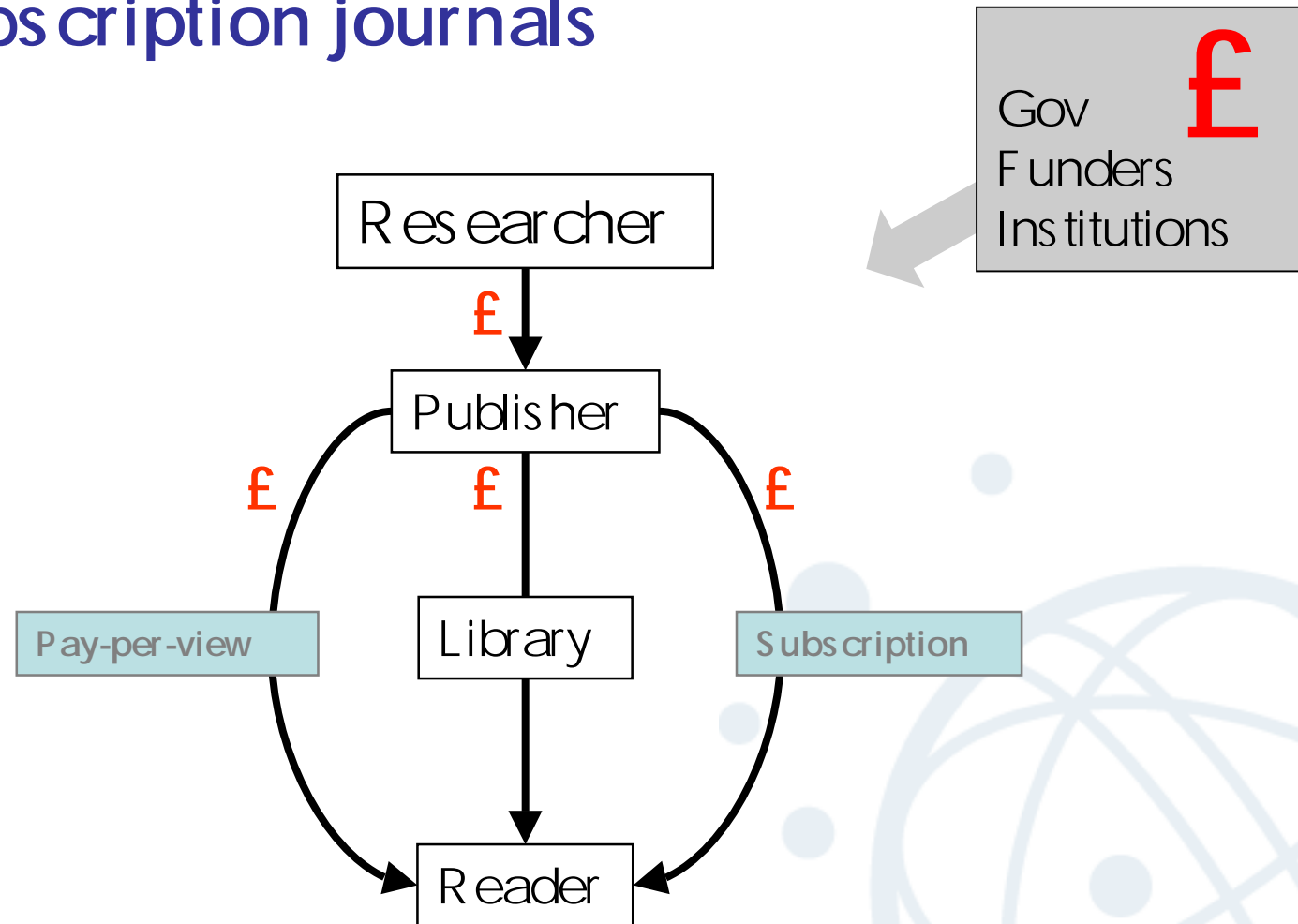


The internet provides the means

- Cost-effective
- Global distribution
- Ease of searching

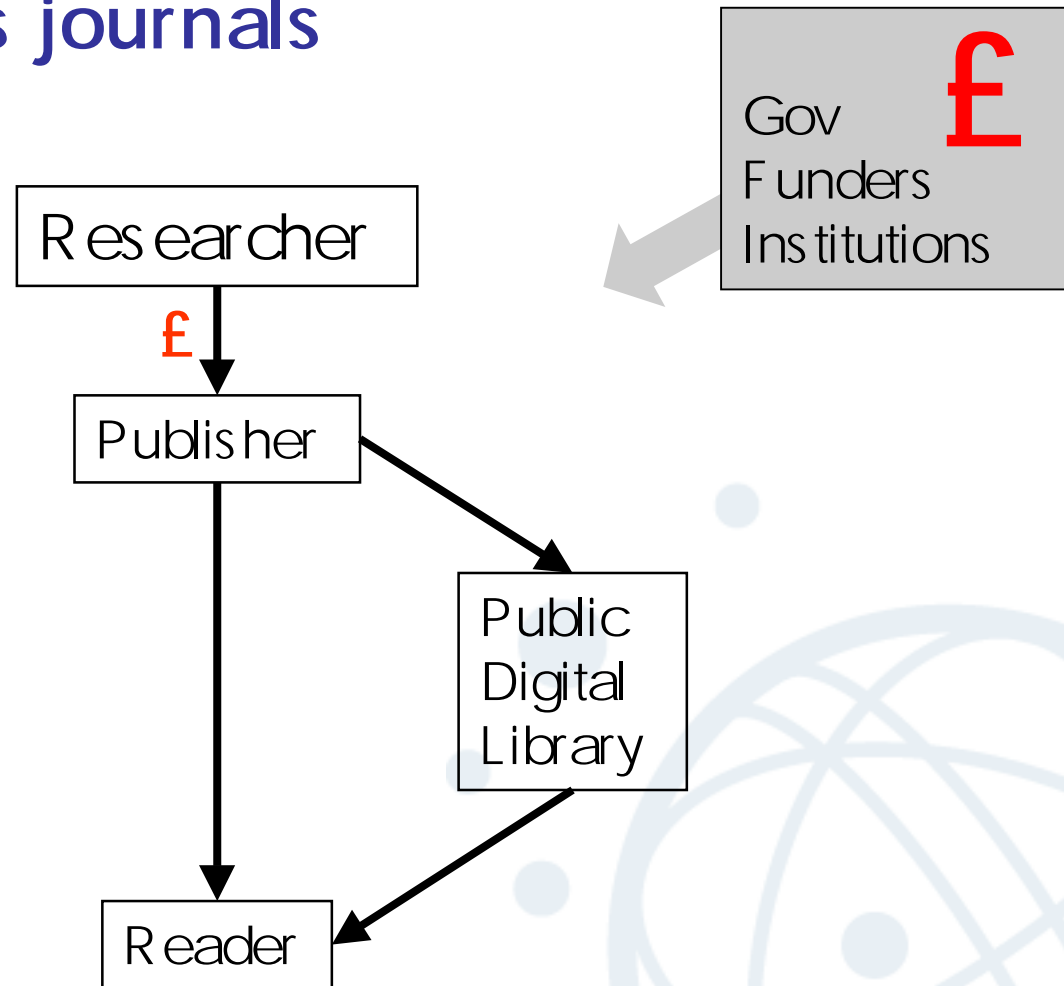


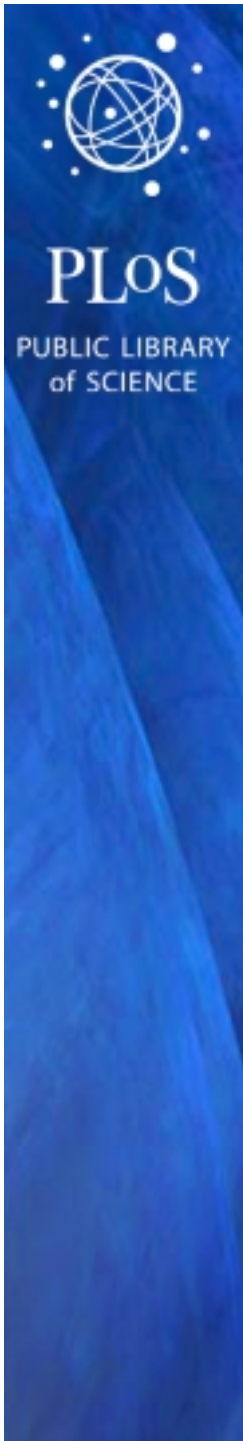
Subscription journals



Open access journals

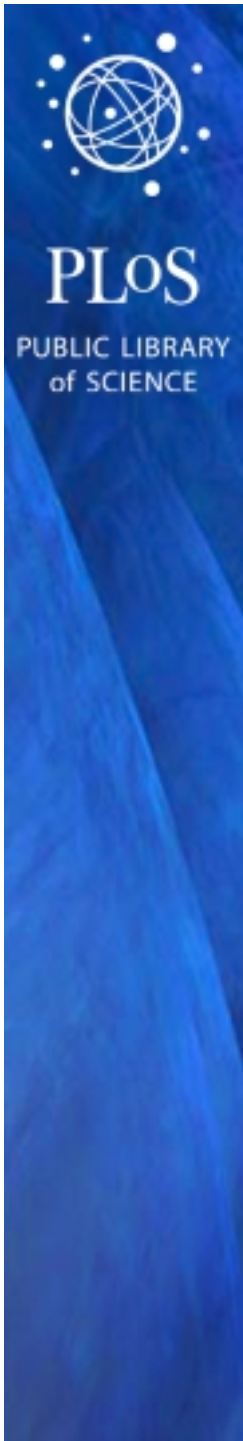
Publishing is the final step in a research project





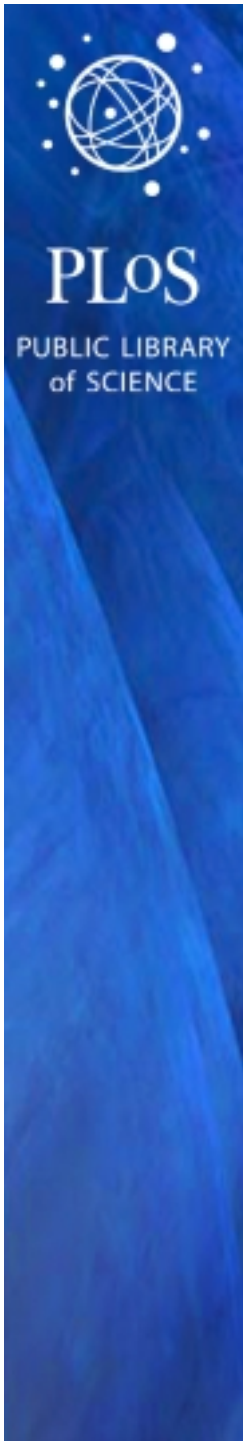
Barriers to open access

- Publishers - commercial success
- Scientific Societies - publishing supports them
- Authors - submitting to a new journal
- Funding agencies - don't fund publishing



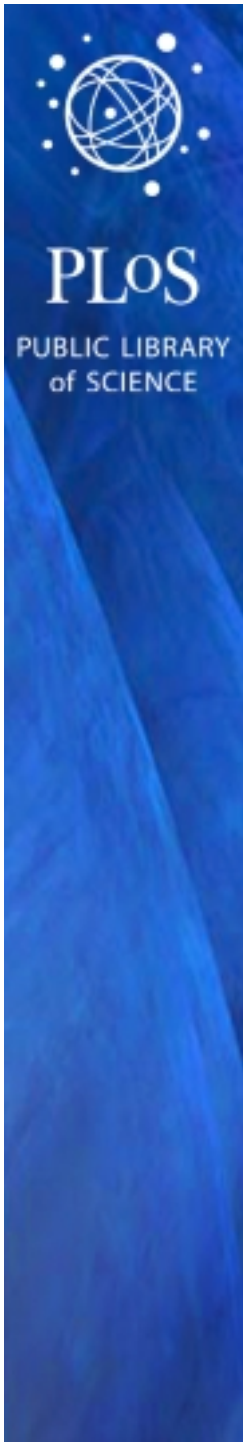
Catalysts for change

- New publishers
 - Biomed Central, Public Library of Science
- Existing publishers
 - Proceedings of the National Academy of Sciences
 - Oxford University Press, Company of Biologists
- Funding agencies
 - Wellcome Trust, Howard Hughes Medical Institute, JISC
- UK inquiry, European Commission
- Institutions, libraries, scientists and physicians



Objections to open access

- Open access reduces quality
- Authors who can't pay won't publish
- Open access isn't sustainable



PLOS Founding Board of Directors



Harold Varmus

PLOS Co-founder and Chairman of the Board
President and CEO of
Memorial Sloan-Kettering Cancer Center



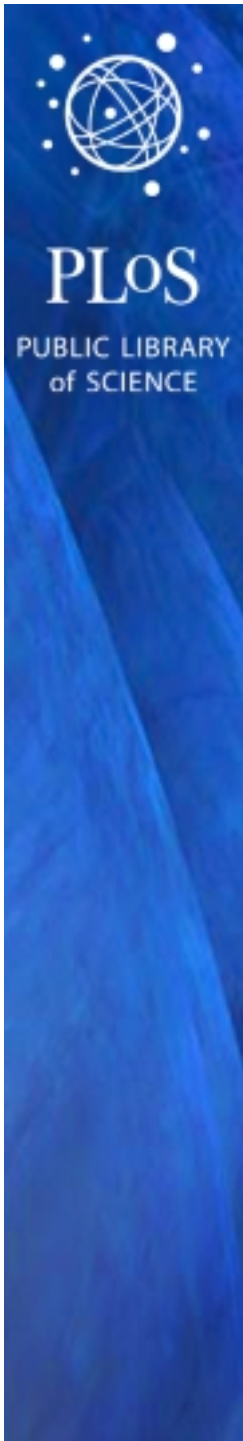
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PLOS Co-founder and Board Member
Howard Hughes Medical Institute
& Stanford University School of Medicine



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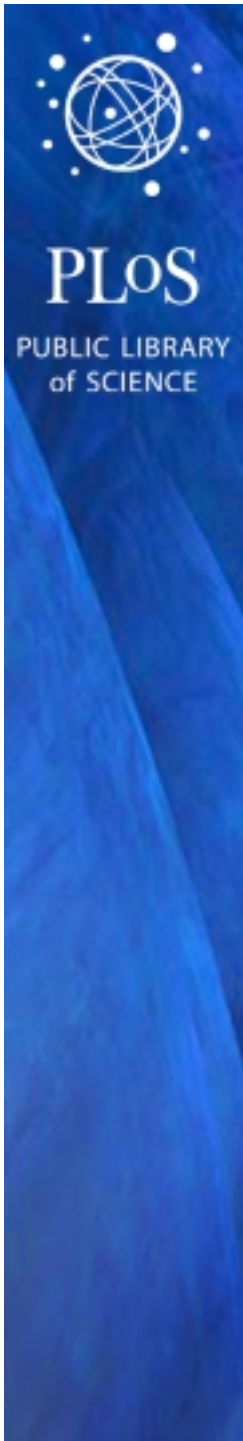
PLOS Co-founder and Board Member
Lawrence Berkeley National Laboratory
& University of California at Berkeley



PLOS – a brief history

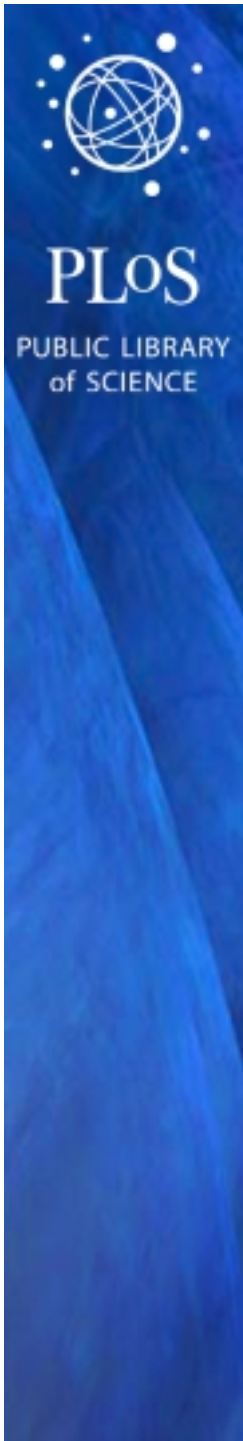
- Founded in October, 2000
- Originally an advocacy organization
- December, 2002, \$9million grant from Moore Foundation to launch open access journals.

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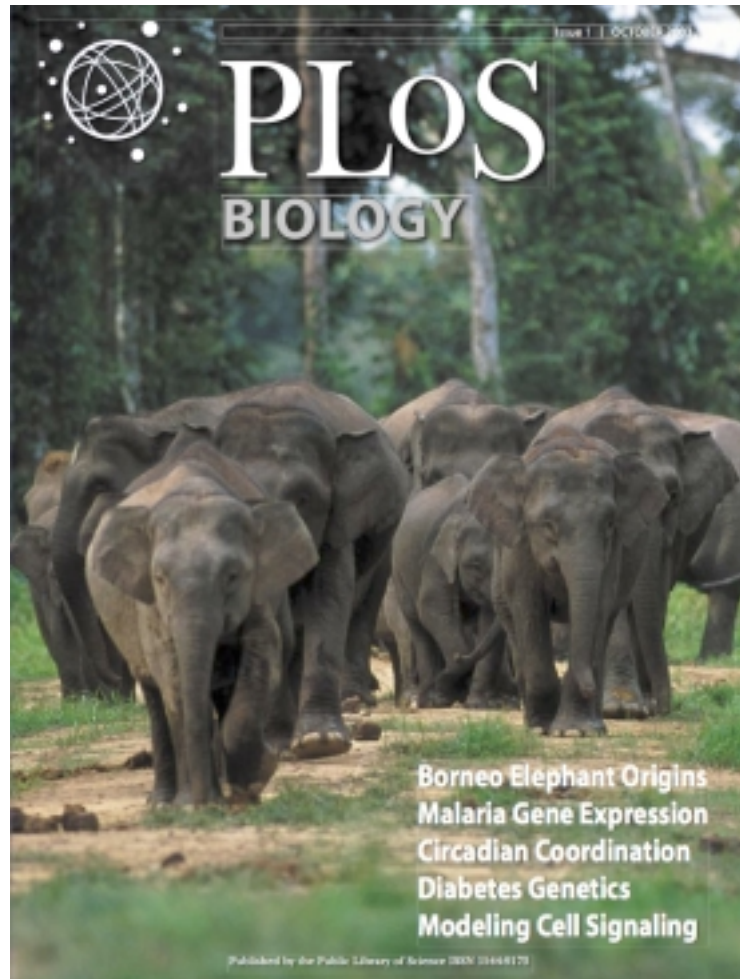


PLOS publishing strategy

- Launch two high quality open access journals to rival existing top tier journals.
 - PLOS Biology in October, 2003
 - PLOS Medicine in 2004
- Then launch more specialist open access journals
- Stimulate and partner with other organizations to do the same

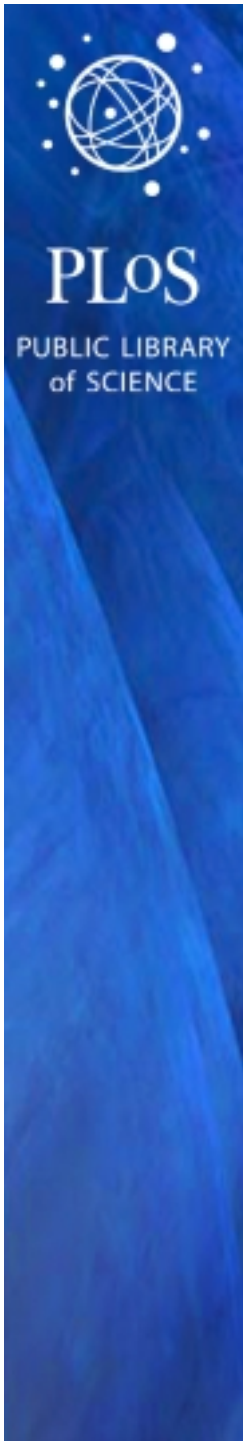


First journal - October, 2003



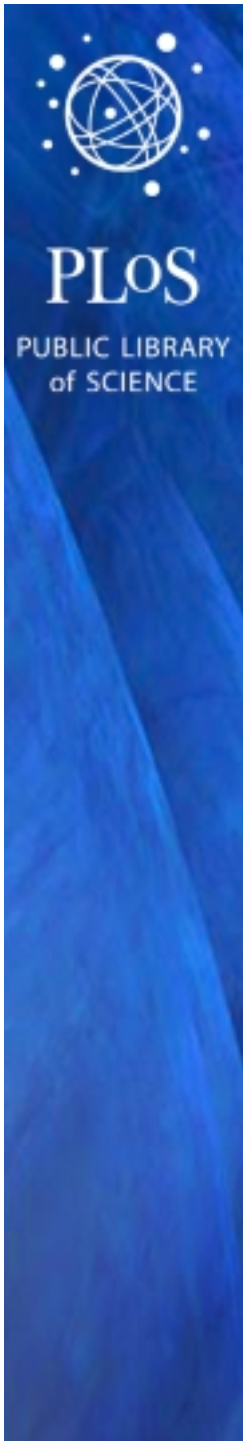
- All the qualities of a top-tier journal
- From molecules to ecosystems
- Extensive media coverage

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Long-term goals

- Economic sustainability
- Development of tools/resources for researchers
- Development of educational resources for students and teachers
- Open access becoming the favoured mode of publishing

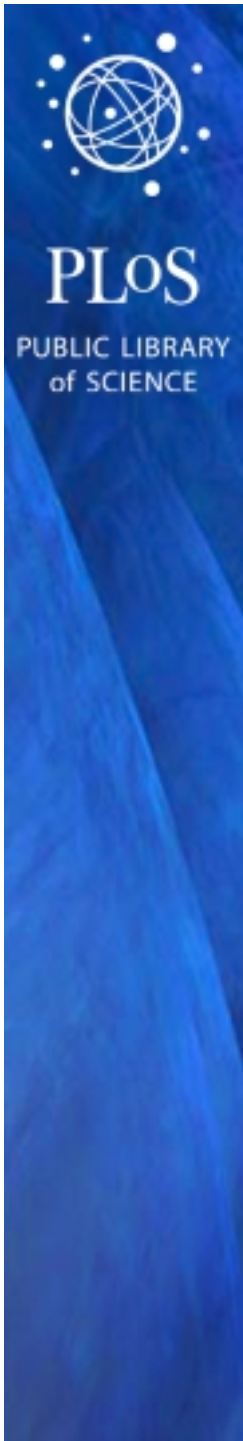


"The written record is the lifeblood of science... Our ability to build on the old to discover the new is all based on the way we disseminate our results."

Harold Varmus, 2002

A large, faint watermark of the PLOS logo is visible in the bottom right corner of the slide, consisting of the globe icon and the text "www.plos.org".

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Points for discussion

- How can funding agencies be encouraged to include publication fees in grants?
- How can subscription publishers be supported in the transition to open access?
- Who should be responsible for maintaining an archive of research literature?