



Implications of Copyright Evolution for the Future of Scholarly Communication and Grey Literature

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Agenda

- Copyright in Flux
- *Nucleic Acids Research* (NAR) Case Study
- Conclusion: From Grey Literature to Grey Content



Copyright in Flux (1)

- Open Access Movement
 - Focus on peer-reviewed journals, but broadly applicable to grey literature
 - Has liberalized copyright permissions of many publishers
 - 75% of publishers allow some form of self-archiving (RoMEO Database)
 - “Hybrid” OA models common in 2006



Copyright in Flux (2)

- Hybrid OA Models: A Closer Look
 - Economics attractive for publishers: Subscriptions continue, while author fees are a new source of revenue
 - Article-by-article OA further erodes concept of a unified journal issue
 - Scientific communication “twigging” into ever more discrete data sets



Copyright in Flux (3)

- Institutional Repositories
 - Natural home for grey content
 - Relieves authors of burden of self-archiving
 - Uptake of IRs remains slow
- Mandates essential for repository deposit
 - Canadian health mandate 2006
 - Public domain role for “research materials” and “final research data”
 - Much increased exposure to Canadian grey content
- Economic opportunities in re-purposing grey material



Copyright in Flux (4)

- Open Data Movement
 - Increasing access to raw data
 - Prime example of grey content
 - “Datuments” (Murray-Rust and Rzepa)



NAR Case Study (1)-Rationale

- Hybrid OA in 2004, fully OA 2005-
 - Online articles often have supplementary content
 - Sometimes grey content
- Research question: Did *NAR*'s move to full open access lead to greater quantity and quality of grey content in online articles?



NAR Case Study (2)-Methods

- Sampling of articles from 2002-2006
 - Two years before OA, one year of hybrid OA, two years of full OA
- Established simple percentage of supplementary content each year (quantity)
- Ranked “greyness” of five randomly chosen articles each year that contained supplementary content (quality)
 - Scale: Not grey, somewhat grey, very grey



NAR Case Study (3)-Results

- Quantity sharply increased
 - 2002: 11%
 - 2005: 31%
 - 2006: 26 %
- Quality not strongly related with quality
 - 2004 quality stronger than 2005



NAR Case Study (4)-Discussion

- *NAR* articles an example of “datuments”
- In this study, no virtuous circle in which complete open access leads to improved quality of grey content
- Increased quantity of supplementary materials noteworthy nonetheless



Conclusion: Toward Grey Content

- Economics of publishing
 - Major publishers have reduced their economic anxieties, with hybrid OA
- Next economic challenge
 - Profiting from wider access to data
- Grey content eclipsing grey literature in importance