

The graphic consists of several overlapping curved lines in green, red, blue, and yellow, with small dots of the same colors scattered around them, creating a dynamic, abstract shape.

PLOS

A catalyst for better

Reinventing Scholarly Publishing

Rewarding Open Science Practice and Promoting Inclusivity

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The state of Open Access

- Entrenchment of APCs
- greater equity
- Continued dominance of the elimination of “big deals”
- Market consolidation
- a more efficient market
- Barriers to participation

Open science headwinds

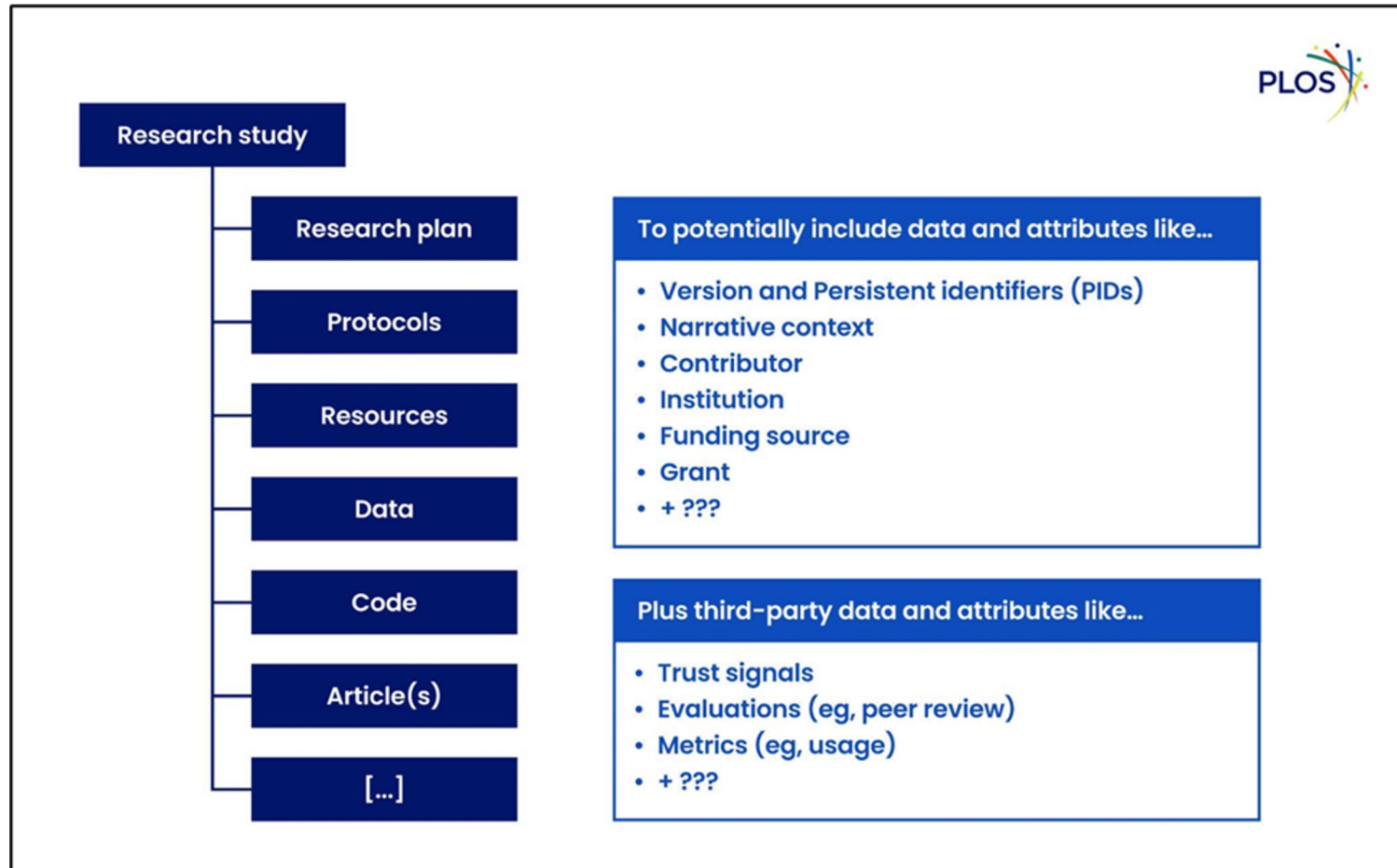
Two core problems, both rooted in current publishing models:

1. Publishing is still focused on articles (and only articles are rewarded).
1. Business models are focused on APCs.

“Beyond the article”

From	To
Exclusive emphasis on the article Article as the central measure of academic merit	“Knowledge stack” model Article as one contribution amongst many, including data, code, and methods
Many unrecognized and invisible contributions Open science principles and practices receive little recognition	All scholarly contributions visible Contributions are recognized, attributed to researchers and amenable to evaluation
“Article processing charge” (APC) model Financial barriers that restrict who can publish research	A model grounded in equity and transparency Enables greater participation in open science and long-term sustainability

The Knowledge Stack



The knowledge stack

With thanks to the generous support of the Robert Wood Johnson Foundation and the Gordon and Betty Moore Foundation

Stream 1: The Incentive & Reward Problem

How can we:

- Make contributions visible
- Make them discoverable and reusable by others
- Enable the creator to get credit

Stream 2: The Business Model Problem



Cost structure

The publishing processes will entail high fixed costs and low variable costs.

The collective action problem

Would require consistent grant funding and/or coordinated collective support

Currently designed for article output

Increases APCs for more selective titles

PLOS open model design objectives

1.

Develop an equitable & transparent non-APC model

2.

Structure support fees to allocate the platform's capacity effectively

3.

Reduce the administrative burden of transaction fees

4.

Generate financial support sufficient to sustain the platform

What have we learned so far?

- **Service vs. product.** All pay for Open Access publishing are for publishing service.
- **Still a “journal”** (delivered through a trusted journal or “digitally transformed”)
- **Backward** (“as well as” not “instead of”).
- **New / better** (outputs more visible / available).
- **Enable the shift.** The community. Develop the infrastructure of sharing these outputs in new ways to create new / present to go further.

“What you are proposing is what the future of science should look like.”

“I’m thrilled. This is the experiment I’ve been waiting for.”

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