

PRC Summary Paper 5

Journal authors' rights: perception and reality

Sally Morris

Morris Associates

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Introduction

It is regularly asserted – though rarely, it would seem, by researchers themselves – that publishers' agreements prevent journal authors from doing the things that they want, and need, to do with their own articles; it is further argued that the way round this is for authors to retain copyright. A typical example is this statement, from the Massachusetts Institute of Technology web pages on Scholarly Publication¹:

Especially with regard to journal articles, authors commonly give away their ownership rights in exchange for prestigious publication. As a result, publishers are at liberty to control the use of the author's work, sometimes imposing significant costs and administrative burdens on using the work for non-commercial education purposes. Rarely does the author have any voice in deciding how the work will be used.

Similarly, in their report on author self-archiving², Key Perspectives assert that 'copyright... remains one of the reasons authors offer as a deterrent to self-archiving'.

While organisations such as the Zwole Group³ are dedicated to ensuring 'a balanced approach to copyright', others such as SPARC⁴ take the above assumption as a given, and provide tools such as the 'SPARC author addendum' which they encourage authors to use to ensure that their publisher agreements do permit self-archiving. Whether authors carefully read the agreement they are offered before employing this addendum is not clear – according to Cox & Cox⁵, 26% of publishers no longer require authors to transfer copyright, and a further 21% will offer a 'licence to publish' instead of a copyright transfer on request. Cox & Cox also find that 52-57% of publishers already allow self-archiving (percentage varies according to which version is deposited, and where); in terms of the number of articles they publish, 48-86% allow self-archiving of the submitted and/or accepted version, and 5-19% also permit self-archiving of the published version. The RoMEO website⁶ indicates that 65% of publishers permit self-archiving of some kind.

An objective analysis of what authors say they want, what they think their agreements allow, and what publishers' agreements actually allow, has hitherto been absent. The present paper attempts to provide this, by looking in detail at two major surveys:

1. A survey of authors' wishes and perceptions

The market research company GfK NOP carried out a major survey for PRC⁷. Email contact details for 30,000 journal authors were obtained through ISI, although not all the emails will have reached the intended recipient (for example, 673 were 'bounced' and many more may have fallen foul of spam filters, etc.). Authors were invited to complete an online questionnaire, which covered both what they wanted to do with their journal articles, and what they understood that they were permitted to do by their agreements with publishers. 1,163 responses were received.

2. Scholarly Publishing Practice 3 (2008)⁵

This is the third in a series of surveys carried out by John Cox (John Cox Associates) and Laura Cox (Frontline Global Marketing Services) for the Association of Learned and Professional Society Publishers. They surveyed 400 publishers, drawn from the ALPSP membership plus members of SSP, AAUP, STM and AAP-PSP, together with others known to be active in the scholarly journals market; the sample included most leading journal publishers. Publishers were asked a wide range of questions covering many aspects of their publishing policy and practice. 263 responses were received, of which 203 were usable.

A subsequent further analysis for the PRC of Cox & Cox's data, by Laura Cox, attached the number of articles (in ISI's database for 2007) represented by each responding publisher. This made it possible to calculate the percentage of articles represented by each response to the original survey: 181 publishers had answered the relevant questions. This

¹<http://libraries.mit.edu/about/journals/copyright.html>

²Swan, A. and Brown, S. (2005) *Open Access Self-Archiving: An Author Study*. Key Perspectives Ltd, Plymouth. http://www.jisc.ac.uk/uploaded_documents/Open%20Access%20Self%20Archiving-an%20author%20study.pdf

³<http://copyright.surf.nl/copyright/>

⁴<http://www.arl.org/sparc/author/addendum.shtml>

⁵Cox, J. and Cox, L. (2008) *Scholarly Publishing Practice 3* (2008). Association of Learned and Professional Society Publishers, Brighton. http://www.alpssp.org/ngen_public/article.asp?id=200&id=47&aid=24781&st=&oaid=-1

⁶<http://www.sherpa.ac.uk/romeo>

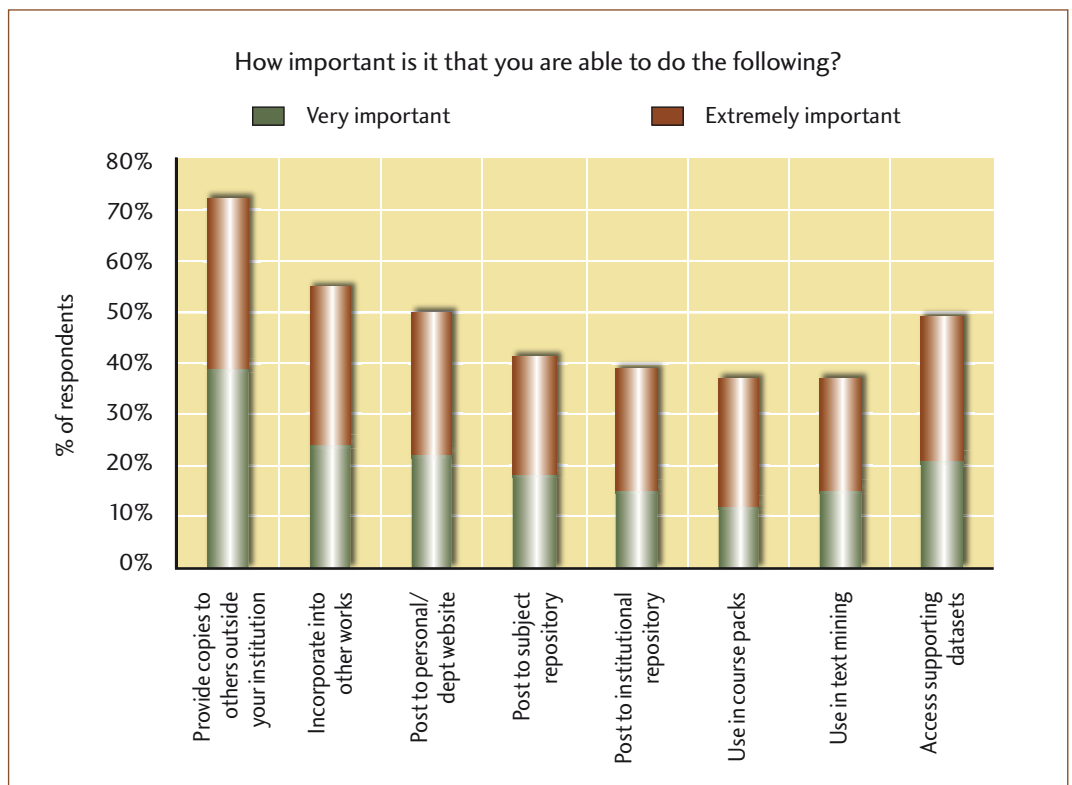
⁷A presentation summarising the results is available at: <http://www.publishingresearch.net/documents/PRC2008v2.ppt>

showed that the 181 respondents were between them responsible for 753,037 articles, or 74.7% of ISI's world total for that year. Thus the results are highly representative of the totality of scholarly journal publishing.

What authors want to do

The GfK NOP survey asked authors to indicate the relative importance of various activities they might wish to undertake – the results are shown in Figure 1.

Figure 1
Importance to authors of different uses of their articles



It is clear that sending copies to others outside their own institution is by far the most important, followed by incorporating all or part in their own subsequent works. Self-archiving to a variety of locations came next – personal or departmental website was the most important, followed by subject repository and then institutional repository. Use in course packs came lower in importance than any other use mentioned. (The two last points – use in text mining, and accessing supporting datasets – really apply to authors' use of *others'* articles rather than their own.)

More detailed questions were asked about what authors wanted to do with the various versions – submitted (i.e. Author's Original or Submitted Manuscript Under Review, in the proposed NISO terminology⁸), approved (Accepted Manuscript) or published (Version of Record) – of their articles. The results are shown in Figure 2.

For all uses, authors would (understandably) much prefer to use the final, published version. Once again, providing copies to colleagues is the most important, followed by incorporating into their own other works. Self-archiving (to personal/departmental website, subject repository, or institutional repository in that order) comes next as before, with use in course packs coming last.

⁸<http://www.niso.org/publications/rp/RP-8-2008.pdf>

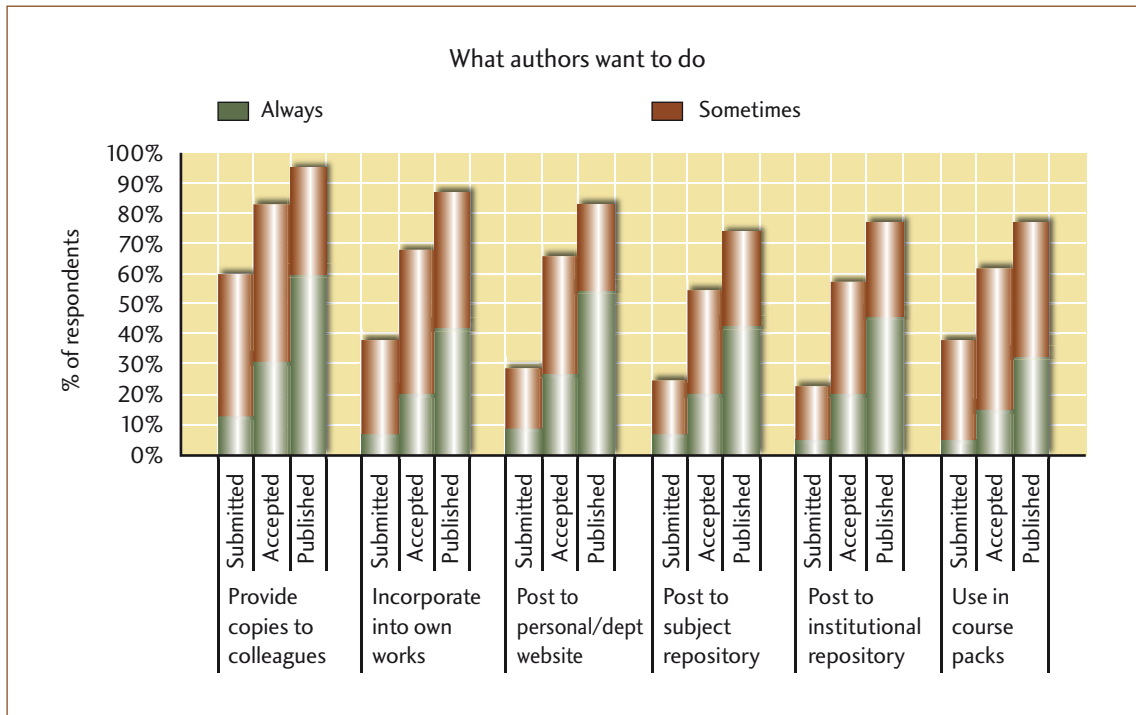


Figure 2
What authors want to do with article versions

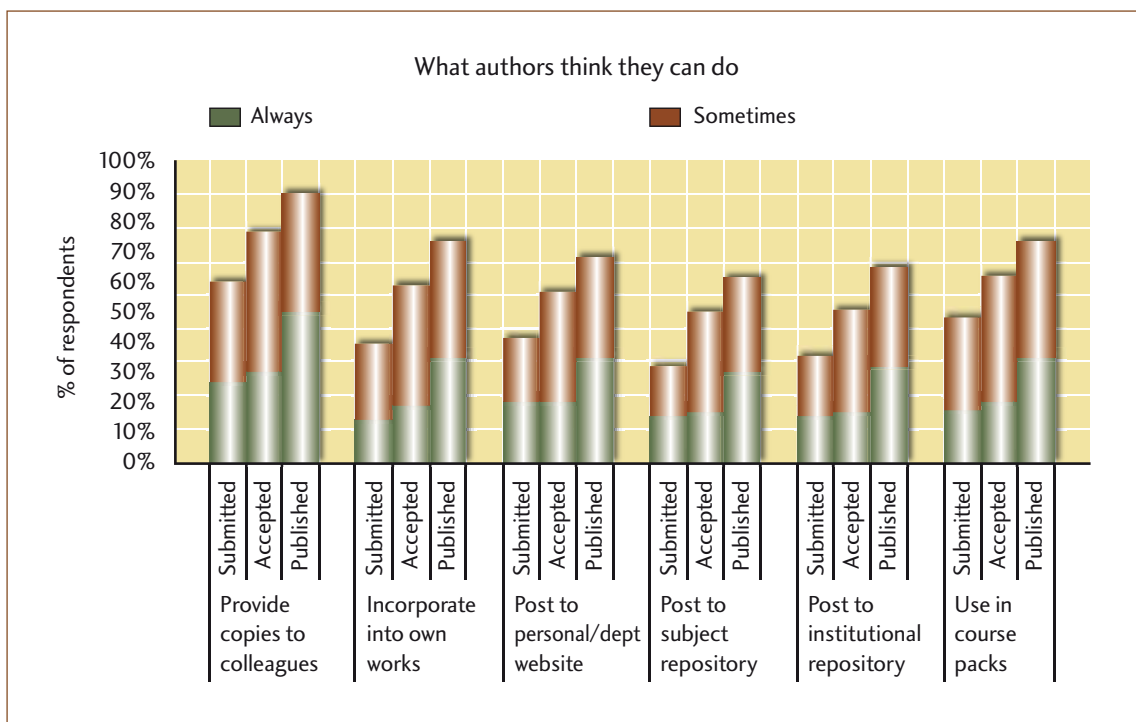


Figure 3
What authors believe they are permitted to do by their publishing agreements

What authors think they are allowed to do

The survey went on to ask authors what they believed they were permitted to do by their agreements with publishers. The results are shown in Figure 3.

The responses were also analysed separately by subject area (Humanities and Social Sciences, Materials Science and Engineering, Medicine and Life Sciences, and Physical Sciences) – see Figures 4-7.

Figure 4
Perceptions of
Humanities and
Social Science
authors

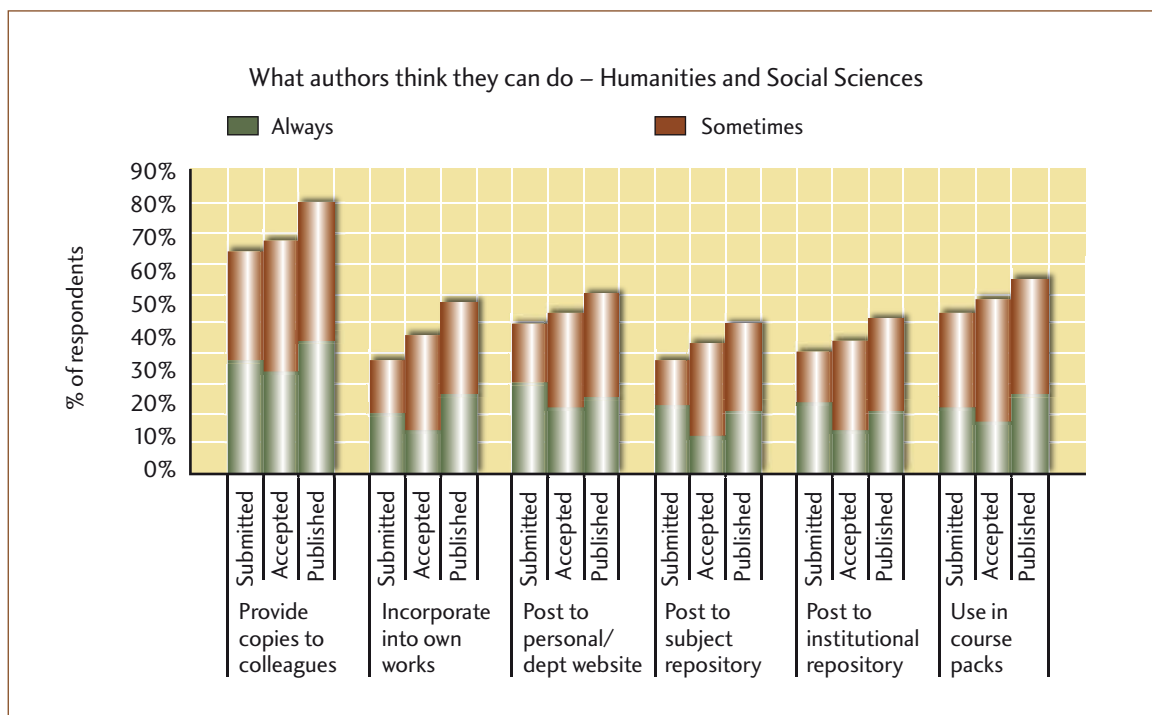
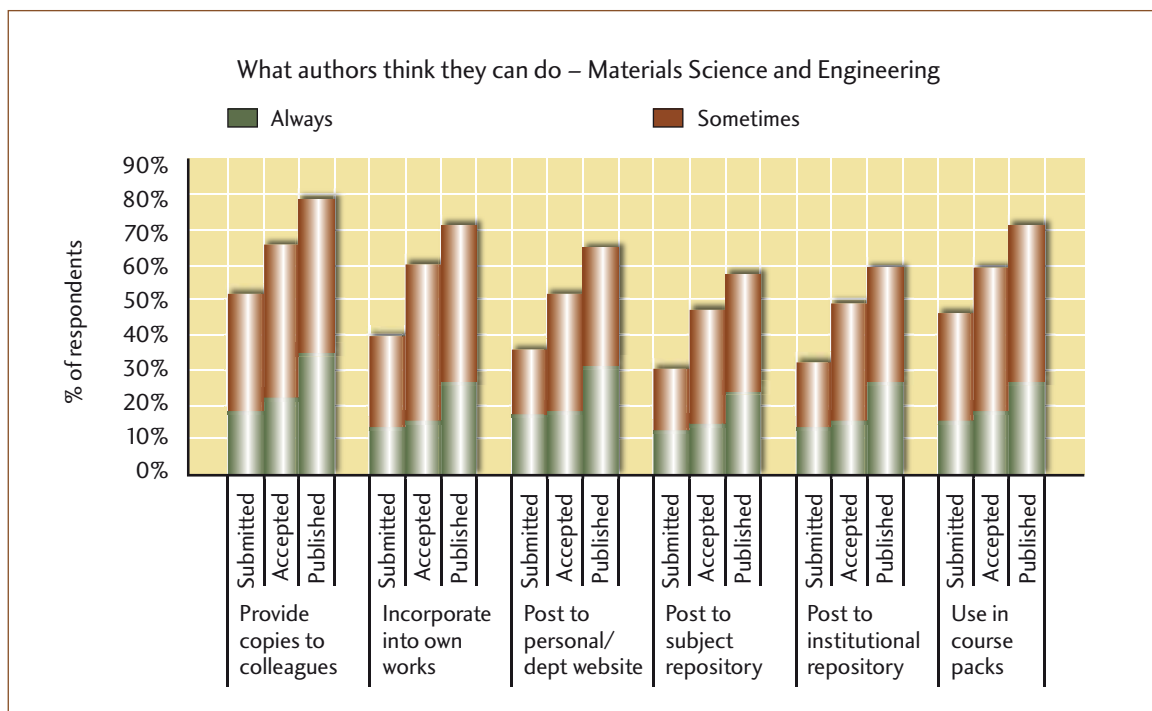


Figure 5
Perceptions of
Materials Science
and Engineering
authors



Disciplinary differences were not marked, and may to some extent reflect differences in teaching styles and the presence or otherwise of established subject-based repositories. However, it is interesting that in medicine and the life sciences, where funder mandates are particularly prevalent, only 43% of authors believe that deposit of the accepted version in a subject-based repository is always or sometimes permitted by their agreements, although – to judge from the Open Access Directory

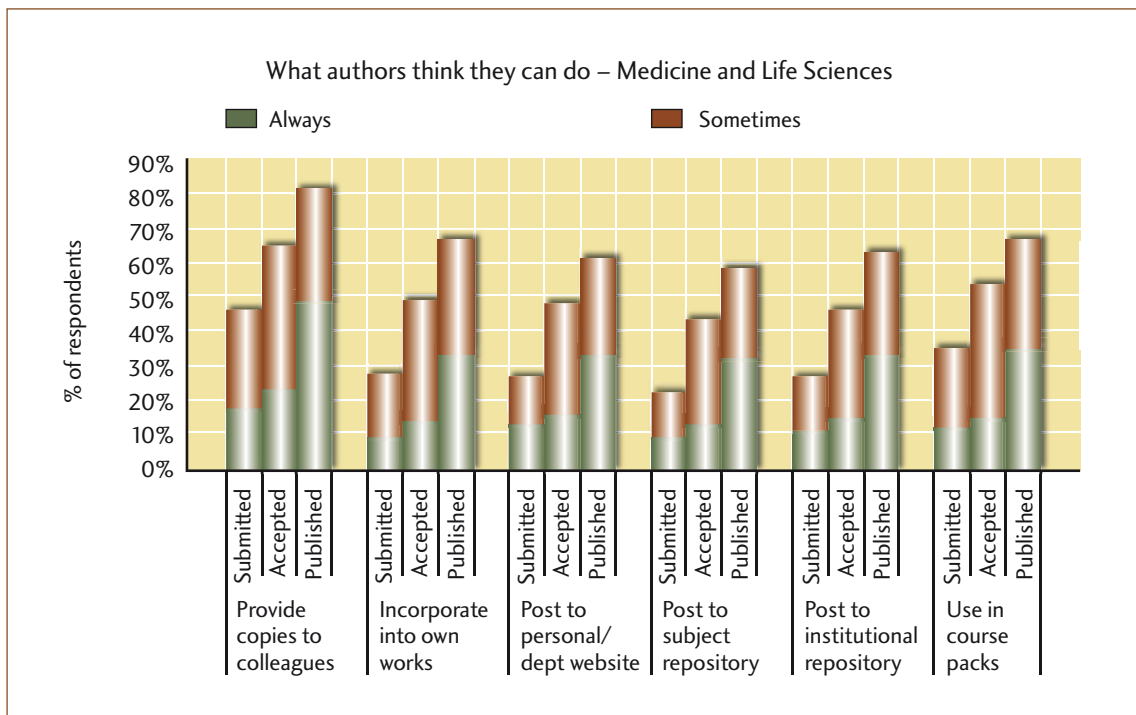


Figure 6
Perceptions of
Medical and Life
Sciences authors

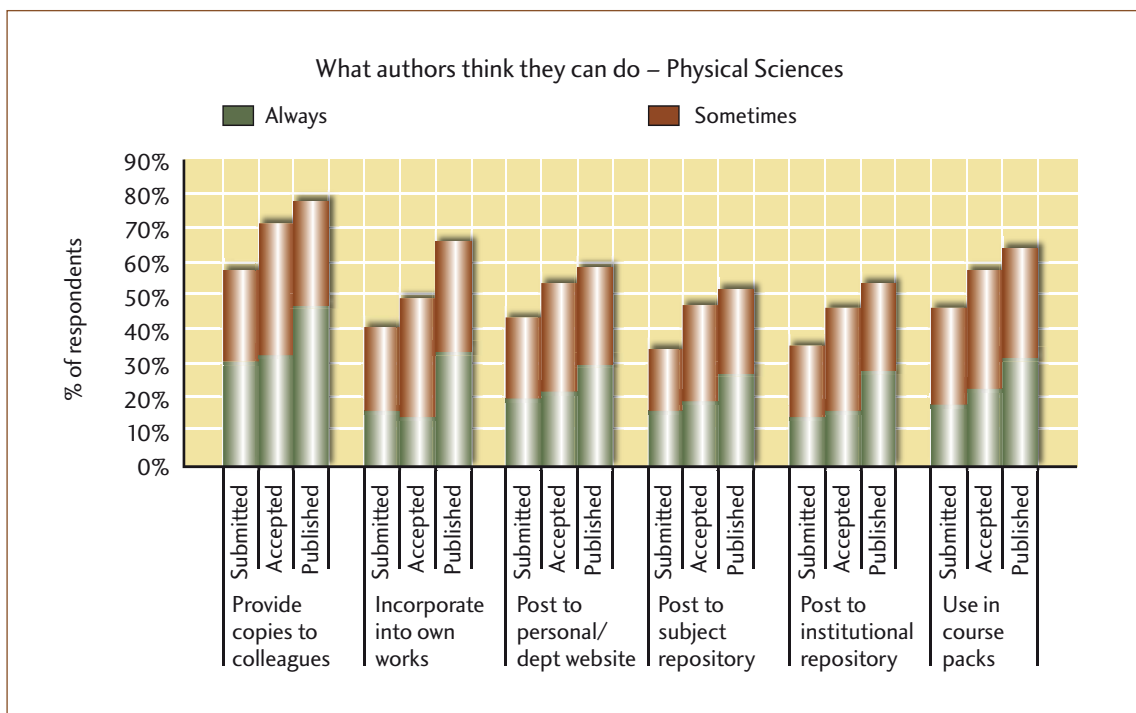


Figure 7
Perceptions of
Physical Sciences
authors

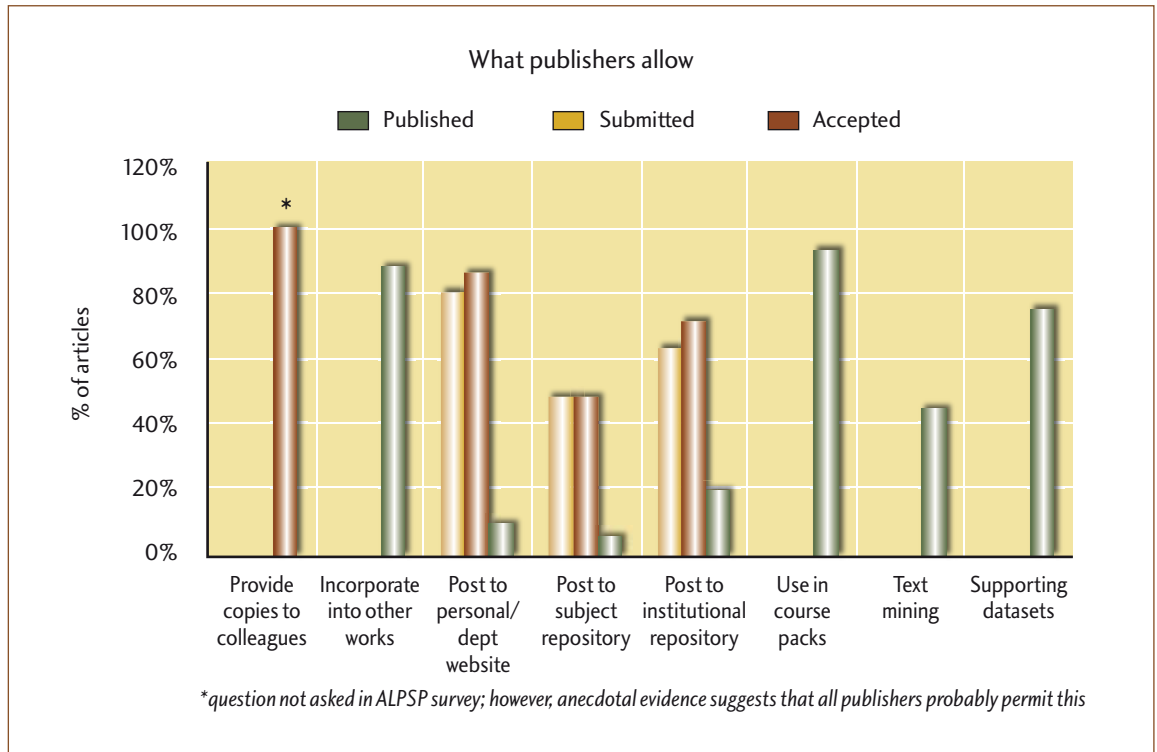
listing⁹ – a large number of publishers either permit this (often after an embargo period) or, indeed, carry out the deposit themselves. Similarly, given the long-established presence and widespread use of the arXiv repository in some areas of physics and related subjects, it is remarkable that only 34-52% (depending on article version) of authors in the physical sciences believe they are always or sometimes permitted to self-archive in a subject-based repository.

⁹http://oad.simmons.edu/oadwiki/Implementation_resources_for_the_NIH_policy

What publishers' agreements actually allow

The Cox & Cox data provided comparative information on what publishers' agreements with journal authors in fact permitted. The results are shown in Figure 8.

Figure 8
What publishers' author agreements allow



As these figures show, a very large percentage of publishers (as calculated by the number of articles they publish) do allow authors to provide copies to colleagues, to incorporate their articles in their own subsequent works, and to use in course packs – in all cases, with the final published version. Many also allow free access to supporting datasets from the final version, and over 40% make the final version accessible to text mining. In addition (though this was not the question asked of authors), 61% of publishers (93% by number of articles) permit subscribing institutions to use licensed content in course packs, and 57% (91% by articles) allow use of print and/or electronic copies for inter-library loan.

However, when it comes to self-archiving, although 80% or more allow self-archiving to a personal or departmental website, over 60% to an institutional repository, and over 40% to a subject repository, in most cases this is only permitted for the submitted and/or accepted version; use of the final, published version for self-archiving is very much more restricted.

The mismatch between authors' wishes and perceptions and publishers' actual policies can be seen more clearly in Figures 9-11. This indicates that, for both the submitted and the accepted version, authors significantly underestimate what their agreements allow; in fact, the rights granted by publishers tend to exceed authors' wishes.

However, the situation is rather different for the published version. Authors still underestimate what they can do, and publishers actually exceed authors' wishes, with regard to providing copies to colleagues, incorporating into subsequent works, and inclusion in course packs – as well as text mining and access to supporting datasets.

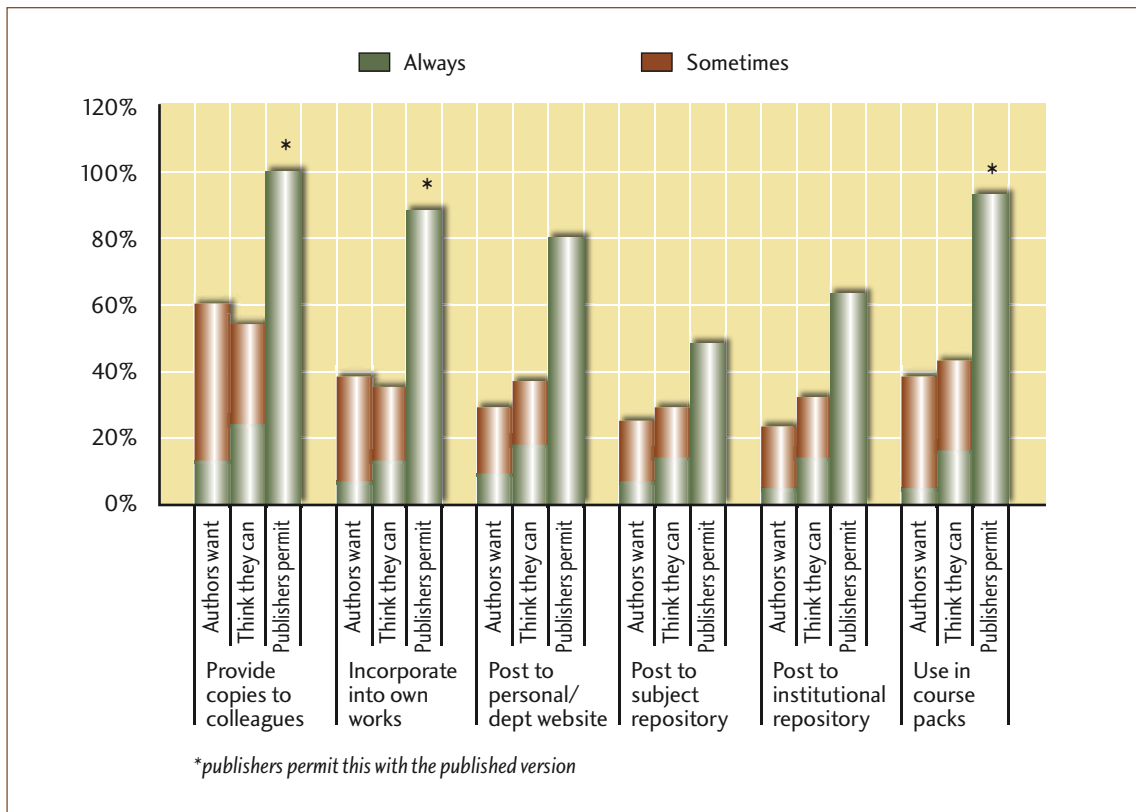


Figure 9
Authors' wishes and perceptions, and publishers' policies, for submitted version

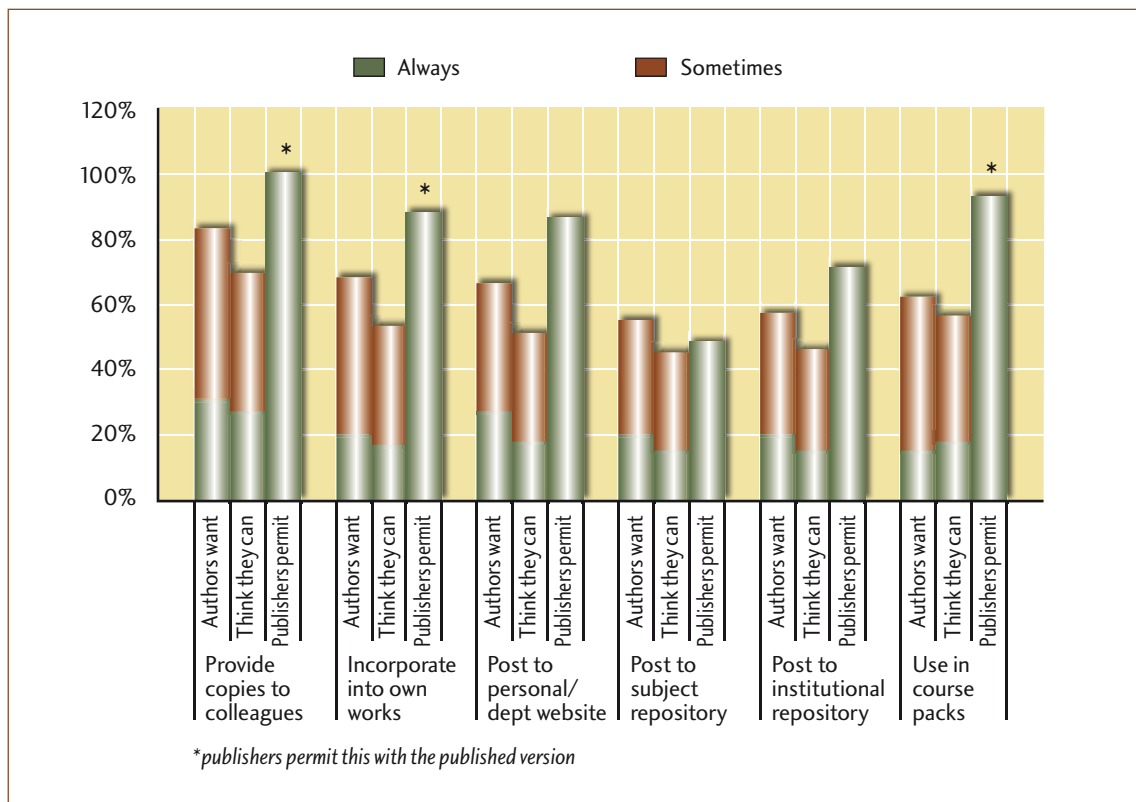


Figure 10
Authors' wishes and perceptions, and publishers' policies, for accepted version

On the other hand, authors significantly *overestimate* what they can do with the published version when it comes to self-archiving; very few publishers allow this, whereas more than half of the authors thought that their agreements sometimes or always allowed it.

Figure 11
Authors' wishes and perceptions, and publishers' policies, for published version

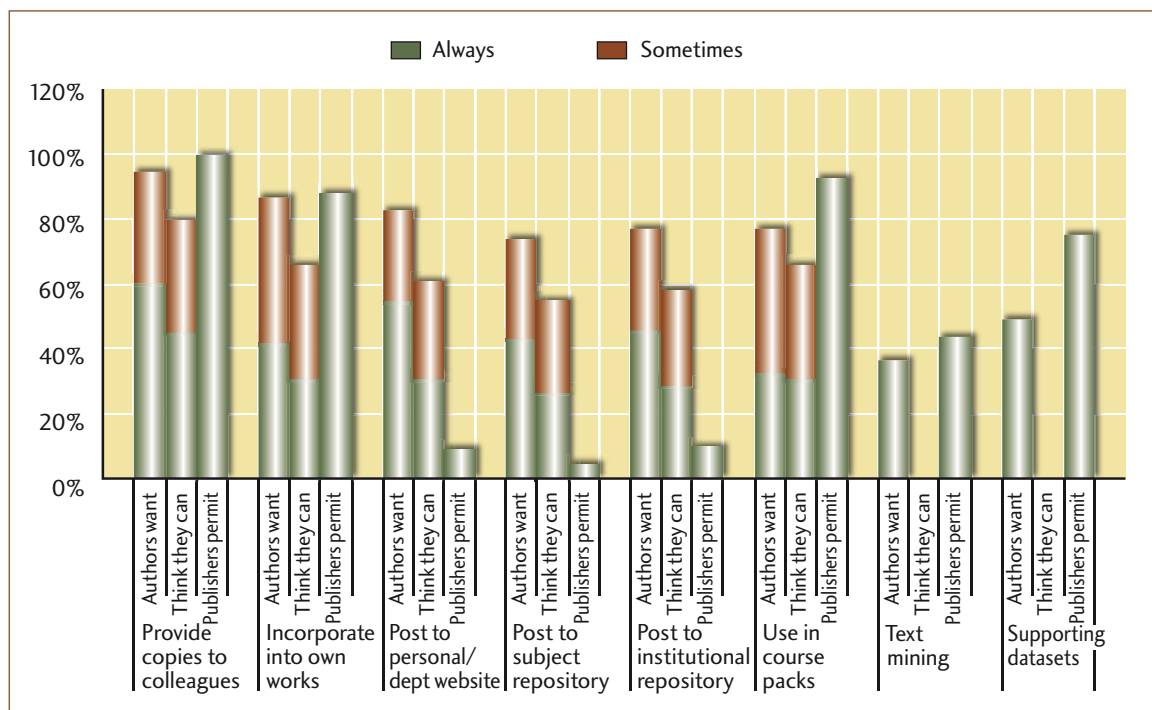


Table 1
Level of self-archiving from various studies

Authors who say they self-archive their own journal studies			
2002	ALPSP (Key Perspectives)	11%	'Preprint archives'
2004	PA (CIBER)	21%	Institutional repository
2004	DFG (Society for Empirical Studies)	14%	'Preprints' – all destinations
2004	DFG (Society for Empirical Studies)	4%	'Postprints' – all destinations
2005	Key Perspectives	20%	Institutional repository
2005	Key Perspectives	12%	Subject repository
2005	CIBER	15.60%	Institutional repository
2007	Biosciences Federation (Morris Associates)	29%	All destinations

¹⁰Swan, A. and Brown, S. (1999) *What Authors Want: the ALPSP research study on the motivations and concerns of contributors to learned journals* (full report). Association of Learned and Professional Society Publishers, Worthing. http://www.alpssp.org/ngen_public/article.asp?id=200&did=47&aid=356&st=&oaid=-1

¹¹Swan, A. (1999) 'What Authors Want': the ALPSP research study on the motivations and concerns of contributors to learned journals (summary article). *Learned Publishing* 12: 170-2. <http://dx.doi.org/10.1087/09531519950145742>

Comparison with other studies

Authors

A number of earlier studies have surveyed authors about what they want to do – and what they actually do – with their journal articles. Although the studies are not totally comparable, there has been, if anything, only a modest increase in self-archiving (see Table 1).

In 1999, Key Perspectives carried out a survey for ALPSP which examined authors' wishes with regard to publication.^{10,11} 10,970 authors were invited to participate and 3,218 responded. Questions were included about authors' reasons for publishing, their choice of journal to which to submit, and their concerns about the publication process. Copyright was not generally listed by respondents as a major obstacle to achieving their publishing objectives; the requirement to submit to only one journal at a time, journal format requirements, the peer review process, editorial and production delays were far more significant. One-third of respondents felt they did not understand the publisher's copyright policy. However, more than half felt that the publisher's

policy did not impose an unreasonable limit on what they could do to disseminate their work (although 15% felt that it did and more than a quarter did not know). Indeed, while 22% said they did not feel that publishers' copyright policies were regularly flouted by authors, 14% said they were and over 61% simply did not know.

A further study, also by Key Perspectives, was carried out for ALPSP in 2002.^{12,13} 14,643 authors were invited to participate, and 1,246 did so. Respondents were asked, in their roles both as authors and as readers, for their views on a range of issues to do with selection of journals, electronic 'preprints and reprints', peer review, copyright, the future of the subscription model, and features of e-journals. As authors, 57% of respondents stated that their ability to re-use their articles for educational purposes was very important; 42% identified their ability to use their articles in course packs as very important; their ability to place them on their own or their institution's website came third, with 32%; ability to retain copyright (22%); and ability to re-use in their own other publications (21%). 32% of authors considered preprint archives important, but only 11% actually deposited their own papers in them. As readers, 78% did not look at preprint archives at all – and in fact, many had never heard of them; familiarity was, understandably, high in high-energy physics where the arXiv repository is long-established, but remarkably low in many other fields.

The Publishers Association commissioned a study of author behaviour from CIBER in 2004.¹⁴ 107,500 authors were invited to participate, and 4,000 responses were received from researchers in 97 countries. 32% of the respondents had made use of their home pages or departmental websites to make some of their materials available, while 53% said they might consider doing so in future. A small minority dismissed this as a possibility. 21% had deposited scholarly material in an institutional repository, and just over 55% said they might do so in future. 15% had not and had no intention of doing so. Younger authors were more likely to self-archive than older authors – 23% of those aged over 45 would do so, compared with 28% under 35. Those publishing in computer science, mathematics and engineering were the most likely to have deposited their work in an institutional repository.

The Deutsche Forschungsgemeinschaft (German Research Foundation) also carried out a study in 2004.¹⁵ 1,600 scientists and academics who had received DFG funding in the previous three years were targeted, and 1,028 usable responses were received. 47% had never heard of any of a list of the major Open Access declarations and initiatives. Just 4% said they had self-archived one or more 'postprint' of their published articles. 29% said they were aware of preprint archives in their area, and 14% said they had self-archived their own preprints.

Also in 2004, Key Perspectives carried out a survey for JISC¹⁶ 3,059 authors who had published in an open access journal were invited to participate (154 responded) and 5,000 who had not (157 responded); each cohort was presented with a different questionnaire. 50% of the open access (OA) cohort believed that their publishing agreements permitted them to post a PDF of the published article online; 48% the final, peer reviewed and edited form (but not the PDF); 29% a preprint (i.e. the submitted version) and 13% none of these. 19% of the non-OA authors thought that their agreement permitted posting of the PDF, 9% the final, peer-reviewed and edited version, 10% a preprint and 54% none.

Key Perspectives subsequently carried out an independent survey in 2005.² They contacted 25,000 authors from the ISI database, supplemented by named individuals from various email lists; 1,296 responses were received. They found that 49% of the respondents had in fact self-archived one or more articles during the previous three years, depositing it in an institutional repository (20%), a subject-based repository (12%), and/or on a personal website (27%). 71% of those who had not self-archived their articles (i.e. 36% of the total) were unaware that this was an option open to them. In 17% of cases authors believed that they required publisher permission to self-archive; 47% believed that they did not need to ask permission, and 36% did not know. However,

¹²Swan, A. and Brown, S. (2002) *Authors and Electronic Publishing: the ALPSP research study on authors' and readers' views of electronic research communication* (full report). Association of Learned and Professional Society Publishers, Worthing. http://www.alpsp.org/ngen_public/article.asp?id=200&did=47&aid=353&st=&oaid=-1

¹³Swan, A. and Brown, S. (2003) *Authors and electronic publishing: what authors want from the new technology* (summary article). *Learned Publishing* 16: 18-33. <http://dx.doi.org/10.1087/095315103320995069>

¹⁴Rowlands, I., Nicholas, D. and Huntingdon, P. (2004) *Scholarly Communication in the Digital Environment: What Do Authors Want? Findings of an international survey of author opinion*. CIBER, London. <http://www.ucl.ac.uk/ciber/ciberpa-report.pdf>

¹⁵Deutsche Forschungsgemeinschaft. (2005) *Publishing Strategies in Transformation? Results of a study on publishing habits and information acquisition with regard to open access*. Deutsche Forschungsgemeinschaft, Bonn and Wiley-VCH, Weinheim. http://www.dfg.de/en/dfg_profile/facts_and_figures/statistical_reporting/open_access/index.html

¹⁶Swan, A. and Brown, S. (2004) *JISC/OSI Journal Authors Survey*. JISC, Bristol. www.jisc.ac.uk/uploaded_documents/JISCOreport1.pdf

¹⁷Rowlands, I. and Nicholas, D. (2005) *New Journal Publishing Models – an International Survey of Senior Researchers*. CIBER, London. <http://www.slais.ucl.ac.uk/papers/dni-20050925.pdf>

¹⁸Morris, S. and Thorn, S. (2009) Learned Society Members and Open Access. *Learned Publishing* (in press).

¹⁹Cox, J. and Cox, L. (2003) *Scholarly Publishing Practice: the ALPSP report on academic journal publishers' policies and practices in online publishing*. Association of Learned and Professional Society Publishers, Worthing. http://www.alpsp.org/ngen_public/article.asp?id=200&did=47&aid=278&st=&oaoid=-1

²⁰Cox, J. and Cox, L. (2005) *Scholarly Publishing Practice 2005*. Association of Learned and Professional Society Publishers, Worthing. http://www.alpsp.org/ngen_public/article.asp?id=200&did=47&aid=269&st=&oaoid=-1

²¹See, for example, the ALPSP Model Grant of Licence at: <http://users.ecs.soton.ac.uk/harnad/Hypermail/Amsci/0469.html>

²²Björk, Roos and Lauri estimate that 11.3% of articles published in 2006 were available in a freely downloadable self-archived version. Björk, B.-C., Roos, A. and Lauri, M. (2008) *Global annual volume of peer reviewed scholarly articles and the share available via different Open Access options*. Presented at EIPub 2008, Toronto, June 2008. Preprint available at: <http://oacs.shh.fi/publications/elpub-2008.pdf>

²³Ware, M. (2006) *ALPSP Survey of Librarians on Factors in Journal Cancellation*. Association of Learned and Professional Society Publishers, Worthing. http://www.alpsp.org/ngen_public/article.asp?id=0&did=0&aid=1340&st=cancellation&oaoid=0

²⁴Beckett, C. and Inger, S. (2006) *Self-archiving and Journal Subscriptions – co-existence or competition? An international survey of librarians' preferences* (full report). Publishing Research Consortium, London. http://www.publishingresearch.net/self_archiving.htm

only 16% said that they did in fact ask permission and 84% did not. 95% of those who believed that permission was not required went ahead and self-archived without it, as did 93% of those who did not know; just under one-third of those who thought it was required also went ahead without asking. 9% of respondents had had an article refused by a journal on the grounds that it had already been self-archived, primarily in the fields of chemistry, computer science, and business and management (such policies – sometimes known as the 'Ingelfinger Rule' – have been steadily reducing).

In 2005, CIBER carried out a further study on behalf of the main international trade publishing organisations¹⁷, reporting on the behaviour, attitudes and perceptions of 5,513 senior journal authors on range of issues relating to the scholarly communication system. They found that:

Authors are not at all knowledgeable about institutional repositories: less than 10% declared that they know 'a lot' or 'quite a lot' about this development. . . A significant minority (38%) of those expressing an opinion declare a clear unwillingness to deposit their articles in an institutional repository. 3,089 of the total 5,513 authors knew 'nothing at all' about IRs, and a further 1,888 knew 'a little'.

The picture had changed relatively little by 2007. Morris & Thorn¹⁸ report a study of 1,368 members of UK-based learned societies in the life sciences. 48% of the respondents said that they knew what self-archiving was. In fact, the level of knowledge was lower: 13% of the 23% who said they were aware of repositories, and 10% of the 29% who said they self-archived their own articles mentioned resources which were not self-archiving repositories at all. Among those who did not self-archive, a small number (7.7%) mentioned a concern about possible copyright infringement – other reasons were mentioned much more frequently.

Publishers

Cox & Cox are able to trace some interesting trends through their three studies for ALPSP, in 2003¹⁹, 2005²⁰, and 2008⁵. Despite assertions (as mentioned in the Introduction) that publishers generally require authors to transfer copyright, in fact the number of publishers doing so has fallen steadily; in cases where the author demurs, a growing number will offer a licence to publish instead. An increasing number ask for a licence to publish in the first instance, rather than a transfer of copyright, and a growing minority do not require any written agreement from their authors. See Figure 12.

The emphasis on retention or transfer of copyright may, however, be misplaced; the same rights may remain with the author or be bestowed on the publisher under either form of agreement, and no less an authority than the late Charles Clark confirmed that either was equally valid and effective, provided the agreement was carefully worded²¹.

Questions about self-archiving were not asked in the first survey, but between 2005 and 2008 they found an increase in the number of publishers willing to allow self-archiving of all versions (see Figure 13), although among the relatively small number of large publishers in the survey (who are responsible for the majority of articles) there was in fact a decrease, particularly with regard to the published version.

It would appear that publishers' concerns are growing about the potential danger to the financial viability of the published journal, if replicas of a significant proportion of the articles it contains were to be freely available elsewhere. The percentage of articles freely available is, as yet, too low to bring about the feared cancellations²². However, studies such as those by Ware²³ and Beckett & Inger^{24,25} do suggest that librarians fully expect to make cancellations when a critical mass of published-quality articles is freely available; the accepted version is considered an adequate alternative to the published version, provided it is made available without delay. Authors, on the other hand, seem to prefer to access the published version.¹⁸ It has been argued² that in some areas of physics, where submitted or accepted versions (but rarely published

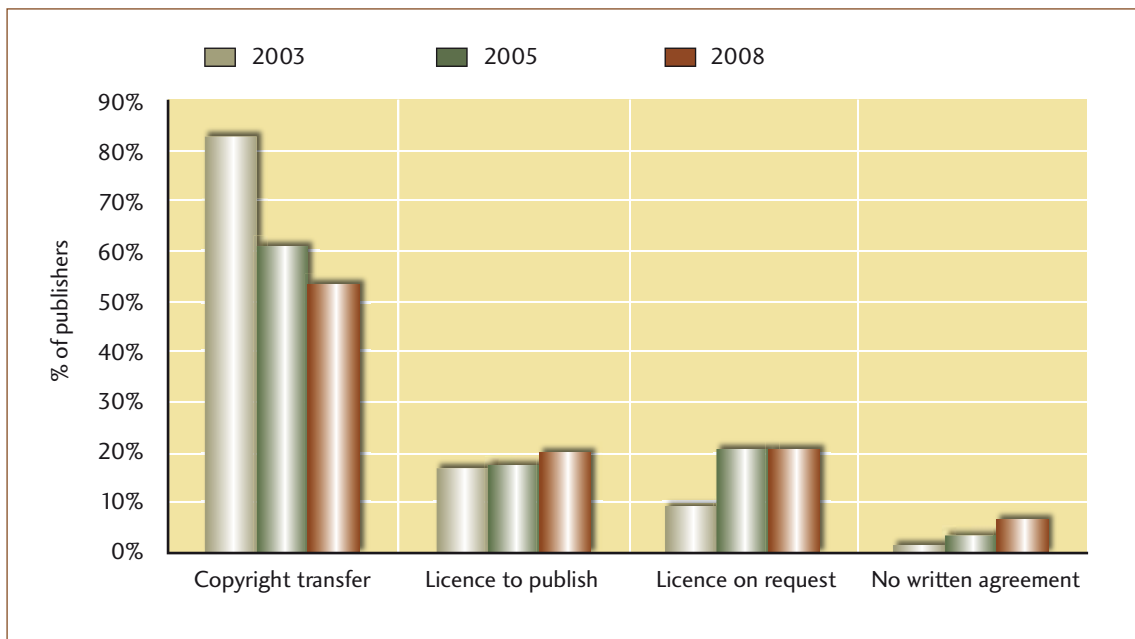


Figure 12
Trend in publisher copyright agreements

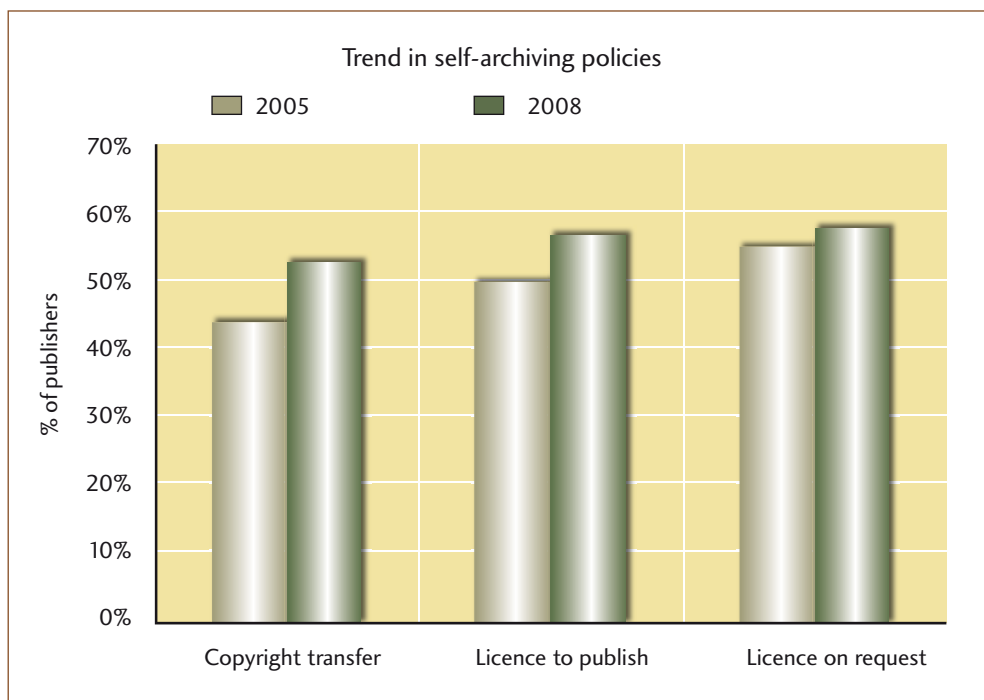


Figure 13
Trend in publisher policies on self-archiving

versions) of a significant percentage of articles are freely available in the ArXiv database, this prediction has not been borne out; however, one of the two publishers cited in support of this view, the Institute of Physics, subsequently reported that, in fact, article downloads from its site were significantly lower for those journals whose content is substantially replicated in the ArXiv repository than for those which were not.²⁶ Other publishers report similar findings²⁷; the European PEER project²⁸ aims to provide an objective study of the effects of self-archiving on reader access, author visibility and journal viability.

²⁵Beckett, C. and Inger, S. (2007) *Self-archiving and Journal Subscriptions: co-existence or competition?* (summary paper). Publishing Research Consortium, London. http://www.publishingresearch.net/self_archiving2.htm

²⁶Quoted (with IoPP's permission) in Association of Learned and Professional Society Publishers, Evidence to House of Commons Select Committee on Science and Technology, 2004. <http://www.publications.parliament.uk/pa/cm200304/cmselect/cmsstech/399/399we21.htm>

²⁷Davis, P. and Fromerth, M. (2007) Does the arXiv lead to higher citations and reduced publisher downloads for mathematics articles? *Scientometrics* 71: 203-15. <http://dx.doi.org/10.1007/s11192-007-1661-8>

²⁸<http://www.stm-assoc.org/home/stm-partners-in-the-just-launched-pioneering-collaboration-b.html>

The view expressed by Rick Anderson, librarian at University of Nevada, Reno, is very clear:

I can't claim to speak for all libraries, but I can certainly say that at my library, there is no way we could justify an ongoing subscription to a journal the entire, fully edited contents of which are available online at no charge.

Actually, no, I'll go further than that: no fiscally responsible library could do so. While I can imagine rare exceptions in the cases of specific journals that might be needed in print, generally speaking there is simply no way to justify the investment of library funds (especially from public coffers!) in the purchase of content that is free to the public.

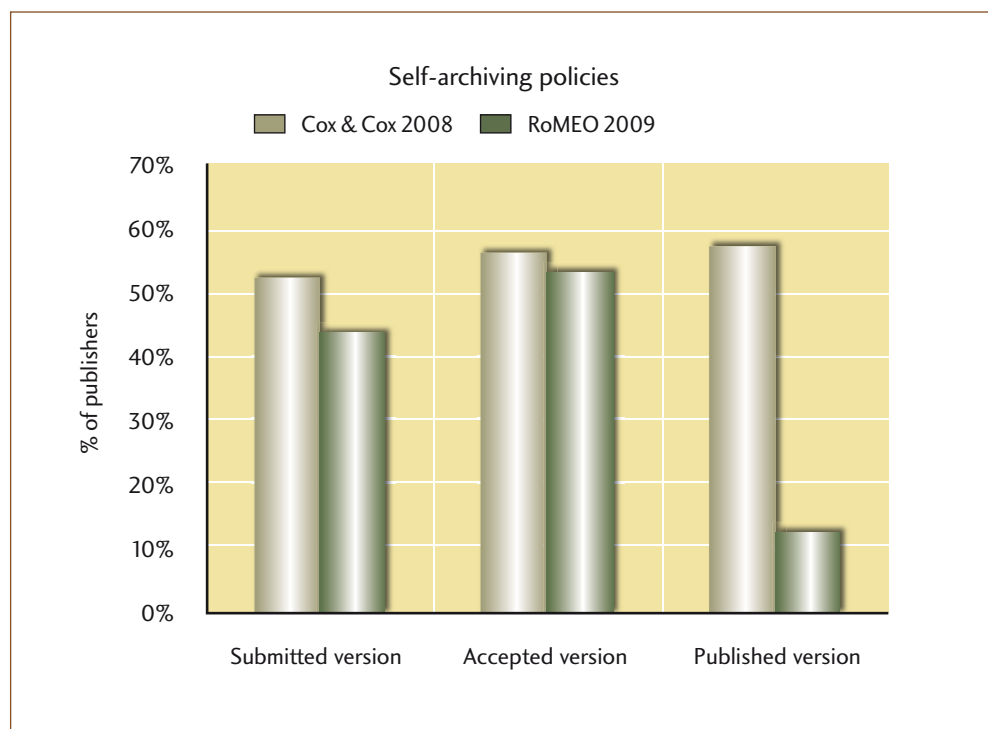
Preprints are a different matter; I can see maintaining a paid subscription if that's the only way to get prompt access to the fully-edited versions. Even there, though, it would be a difficult decision and would depend largely on both the subscription price and the embargo period.²⁹

²⁹<http://www.library.yale.edu/~license/ListArchives/0706/msg00059.html>

The RoMEO website,⁶ maintained by Nottingham University's SHERPA service, tracks publisher policies by publisher; it currently contains information for 477 publishers. 34.6% of these do not allow any form of self-archiving; 43.6% allow deposit of the submitted version (which they call 'preprint'); 53% the accepted version (confusingly called 'postprint'); 11.7% the published version (a further 4.2% allow deposit of the published version after an embargo, and 0.4% after an embargo plus payment of a fee).

Figure 14 shows how these figures compare with Cox & Cox's 2008 findings (although it is not, of course, known to what extent the same publishers are covered). The RoMEO analysis indicates a less liberal picture, particularly with regard to the published version, than was found by Cox & Cox; however, this is more in line with the above re-analysis of the Cox & Cox statistics in relation to the number of articles published.

Figure 14
Self-archiving policies, per publisher



Why the mismatch, and what can be done about it?

Publishers need to ask themselves why it is that authors have such an inaccurate understanding of their copyright policies, particularly with regard to self-archiving. On the one hand, publishers are actually somewhat – and increasingly – more liberal than is generally assumed as far as transfer of copyright is concerned. They are also considerably more liberal with regard to provision of copies to colleagues outside the author's institution, incorporation of the article in the author's subsequent other works, and inclusion in course packs; most publishers allow all of these uses with the final, published version. Publishers are also somewhat more liberal with regard to self-archiving of pre-publication (both submitted and accepted) versions of articles. On the other hand, they are very much more restrictive than authors assume when it comes to the self-archiving of the published version.

Clearly publishers have failed to get across the positive message about those policies which, contrary to authors' and others' belief, do meet (or even exceed) their wishes. It is always more difficult to capture attention with good news than with bad; nevertheless, it is important that the industry should find ways of making this information visible, transparent and widely known.

The misunderstanding about self-archiving of the final, published version may result, in part, from confusion caused by the widespread counter-intuitive usage of the term 'postprint' (for example, in the RoMEO database, and by such Open Access advocates as Harnad³⁰ and Suber³¹) to refer, not to the published version, but to the final draft, post-refereeing. It is possible that authors – understandably enough – assume that this refers to the version after 'printing': the final published version, most likely the PDF. If the standard terminology recently put forward by NISO⁸, where 'Author's Original' or 'Submitted Manuscript Under Review' means the submitted version ('preprint' in OA terminology), 'Accepted Manuscript' the accepted version ('postprint') and 'Version of Record' the published version, were to be widely adopted, such confusion could be avoided in future. (The forthcoming CrossMark project from CrossRef aims to identify unambiguously the 'Version of Record' of journal articles.) Publishers probably also need to signal very clearly, on the PDFs which they supply to authors, what uses are and are not permitted; it would seem that, like 'instructions to authors', the full details of copyright agreements are rarely read in detail – if at all – by authors.

Such a policy may, nevertheless, be seen as obstructive by some authors (even though the OA 'authorities' state that self-archiving of the publisher's PDF is in any case unnecessary³²). Publishers therefore also need to continue to explain their concerns about the risks inherent in making the final, published version – with all the value added by publication in a particular journal – freely available. Although a few academics and librarians may want to see the demise of established journals and their publishers, most do not; a clear explanation of why this could happen, if a critical mass of their value-added contents were freely available, needs to be reiterated at every opportunity.

³⁰Harnad, S. (2003) Electronic Preprints and Postprints. In Drake, M, ed. *Encyclopedia of Library and Information Science* (2nd edition). Marcel Dekker, Inc., New York. Preprint available at <http://cogprints.org/3019/>

³¹Open Access Overview. <http://www.earlham.edu/~peters/fof/overview.htm>

³²See, for example, <http://www.eprints.org/openaccess/self-faq/#What-self-archive>

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