
Open science
Open access
Open works

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Some data on the Italian journals in humanities and social sciences

Searching for the right audience

Open science (in HSS) from the publisher's point of view

Conclusions with many questions and few answers



**Associazione
Italiana
Editori**

The Italian trade association of publishers of books, journals and text-based digital products and services

In 2019 it celebrates 150 years

Organised in publishers' groups. One is for academic and professional publishers

Besides typical lobbying, we carry out many services

An AIE peculiarity:
an R&D team within the association



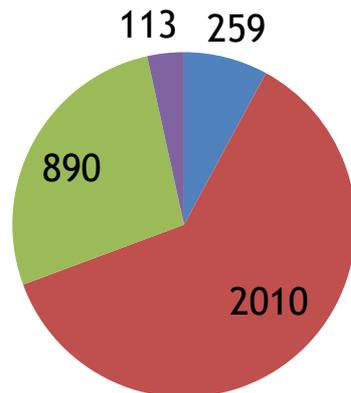
**Some data about
Italian HSS journals**

Italian Journals in humanities and social sciences

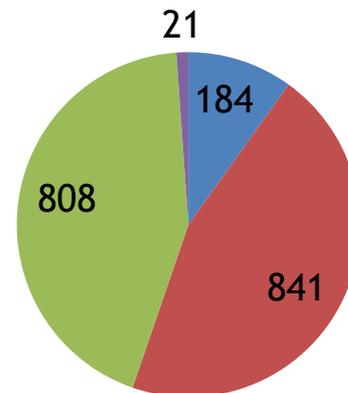
Survey conducted by Università di Verona, AIE and CINECA



Journals by type of publishers



Publishers by type



	Commercial publishers		University Press		University Departments		Scientific Societies		Total	
	N	%	N	%	N	%	N	%	N	%
Journals	2010	61%	113	4%	259	8%	890	27%	3272	100%
Publishers	841	45%	21	1%	184	10%	808	44%	1854	100%
Average	2,4		5,4		1,4		1,1		1,8	

An interesting feature: inter-disciplinarity

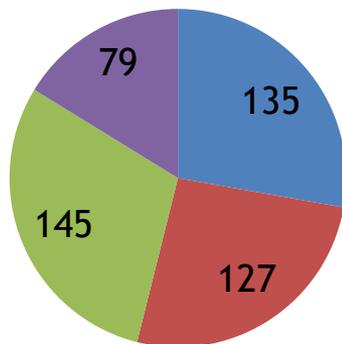
Criterion: analysis of the disciplines of the authors by the 14 disciplinary areas of the Italian official classification

1,873 journals (**57%**) have authors from more than one area

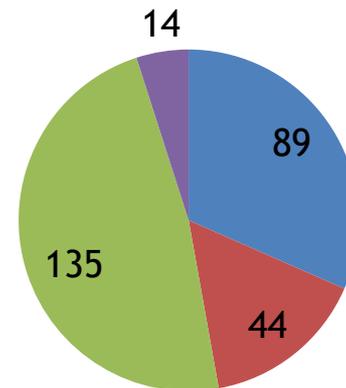
923 (**28%**) have authors from more than two areas

34 have authors from all the six HSS areas in the Italian classification

Journals by type of publishers



Publishers by type



	Commercial publishers		University Press		University Departments		Scientific Societies		Total	
	N	%	N	%	N	%	N	%	N	%
Journals	127	26%	79	16%	135	28%	145	30%	486	100%
Publishers	44	16%	14	5%	89	31%	135	48%	282	100%
Average	2,9		5,6		1,5		1,1		1,7	

Focus on the audience

Open science as a matter of audience

Reading open access statements from a publishing viewpoint

The viewpoint of publishers that publish HSS content, prevalently in Italian

From a claustrophobic model (scholars are the authors and the readers)
to an open model (scholars dialoguing with non scholars)

*(7) Enabling **societal actors** to **interact** in the research cycle improves the quality, relevance, acceptability and sustainability of innovation outcomes by integrating society's expectations, needs, interests and values. (...)*

*(8) **Businesses will also benefit** from wider access to scientific research results. Small and medium-sized enterprises in particular will improve their capacity to innovate.*

European Commission (2012) Recommendation on Access to and Preservation of Scientific Information.

Social sciences should be open to the *society*.

Otherwise they are not *social*

And probably not *science* anymore

A personal experience as an economist working in a trade association

An excellent paper:

G Brunello, G Weber, CT Weiss. 2012. *Books Are Forever: Early Life Conditions, Education and Lifetime Income*, Institute for the Study of Labor, IZA DP No. 6386

From the introduction

The paper is organized as follows. **The next section presents the data and describes how we compute individual measures of lifetime earnings.** This section also contains **an explicit test of the hypothesis** that age-earnings profiles are parallel by educational attainment. **Section 3 introduces the empirical model.** **In section 4 we discuss the effects** of compulsory school reforms on educational attainment in the European countries for which we have data. **Section 5 present our estimates of the returns to education** using lifetime earnings. **Section 6 considers how differences in early life conditions affect these returns and Section 7 presents a discussion of reasons why the number of books in the household at age ten matters.** The last section concludes.

Core finding in the last 2 chapters

Methodological part very hard to read

Professionals in the book sector quote only the abstract...

An ideal case of a journal + a book from the history

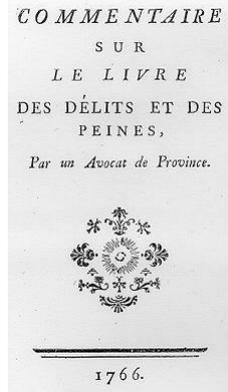


Il Caffè, journal published in Milan from **1764** to **1766**



Cesare Beccaria, *Dei delitti e delle pene*, Livorno, **1764**

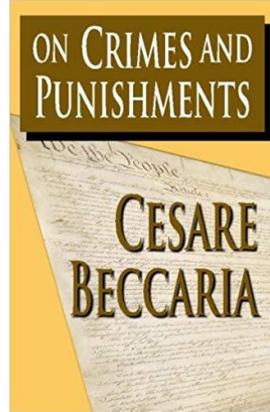
The first essay against death penalty and torture. Banned by the Vatican in **1766**



1765: First French edition

1766. Voltaire publishes the

Commentaire sur le livre des délits e des peines,



1767: First English edition.

Well known to John Adams and Thomas Jefferson



Lesson learned

Social sciences are for improving the society

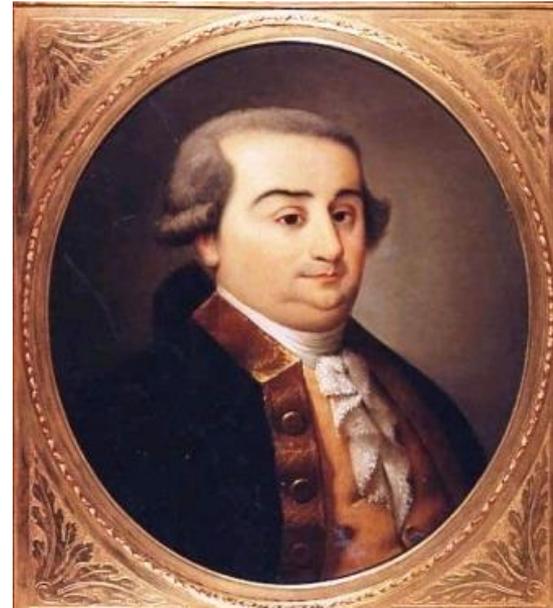
Sometimes they succeed (in Europe, Beccaria did)

Sometimes not (in the US, Beccaria did not)

Should the impact in the society be measured rather than that in the scholarly community?

Sometimes they are unorthodox

And somewhere publications are banned



Cesare Beccaria

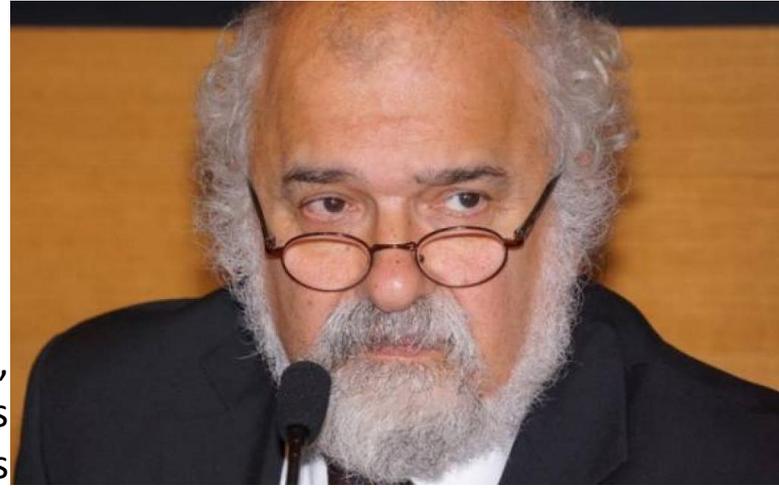
Some (genuine, non-rhetorical) questions: 1. open access to publish

Still today, the majority of the world population live in countries with strong censorship regimes. Hence:

Should we care, first of all, that **access-to-publish is open**?

May OA models, when implying forms of «authors pay», close the doors to scholars in countries where governmental **control of funds can be use for censorship purpose**?

Ragıp Zarakolu, Turkish Publishers,
Prix Voltaire IPA 2008, who publishes
history and social science books



Some (genuine, non-rhetorical) questions: 2. the audience issue

If we agree that an open science model implies addressing broader audience, then:

How to identify such audience?

Is it sufficient saying “citizens”? Shouldn’t we address specific communities?

SMEs and start-ups, as suggested by the EU Commission?

Practitioners in different areas?

Communities selected on the basis of different criteria?

“Scholarly publication” vs. “popular-science” - Is there anything in the middle?

Which tools / eco-system do we need to boost **bidirectional communication** between scholars and their audience?

Peer review is a necessary element for every scholarly publishing model

However:

Is it also sufficient in an open science perspective?

Isn't the capacity of reaching the audience equally important?

Does this impact the quality assessment in academic and research systems?

And the role of "quality certification" of publications?

Which role for publishers?

Alec Guinness in
Murder by Death
1978



Butlers vs. megalomaniac publishers



Gene Wilder in
Young Frankenstein
1974

«L'editoria di cultura italiana, o all'italiana, è una creazione originale di Giulio Einaudi, la cui grandezza [...sta...] nella determinazione lucida e feroce con cui seppe perseguire un progetto grandioso, smisurato e forse insensato. Fare dell'attività editoriale, e di una specifica casa editrice, il centro, il perno strategico di quello che negli anni Cinquanta e sulla scorta di Gramsci si sarebbe definito come un progetto egemonico.

(...) L'attribuzione all'editoria di una funzione non meramente strumentale e ancillare è già presente nella cultura italiana del Novecento prima di Einaudi. (...) Ma nessuno prima di Einaudi aveva osato concepire un simile megalomaniaco progetto, quello di fare di una casa editrice il ponte di comando, lo stato maggiore, la guida della cultura nazionale. Altro che University Press! La casa editrice non è al servizio dell'università, è l'università ad accodarsi alla casa editrice.

Italian cultural publishing is an original creation of Giulio Einaudi. His greatness is in the clear and fierce determination in pursuing a huge and perhaps foolish project. Making publishing, and a specific publishing house, the center, the strategic pivot of what Gramsci would have defined as a hegemonic project. (...)

No one before Einaudi dared to conceive such a megalomaniac project, to make a publishing house the fore bridge, the General Staff, the guide of the national culture. Nothing like the University Press! The publishing house is not the servant of the university, the university is to tail after the publishing house

Some (genuine, non-rhetorical) questions: 4. open access vs. open works

Is openness (just) a matter of access for free?

Isn't the language of the publication more relevant?

Isn't there a peculiar publishing job, to identify the audience and guide authors to better speak with that audience?

Can a pay-to-access model be more effective to opening science than a free-to-access?

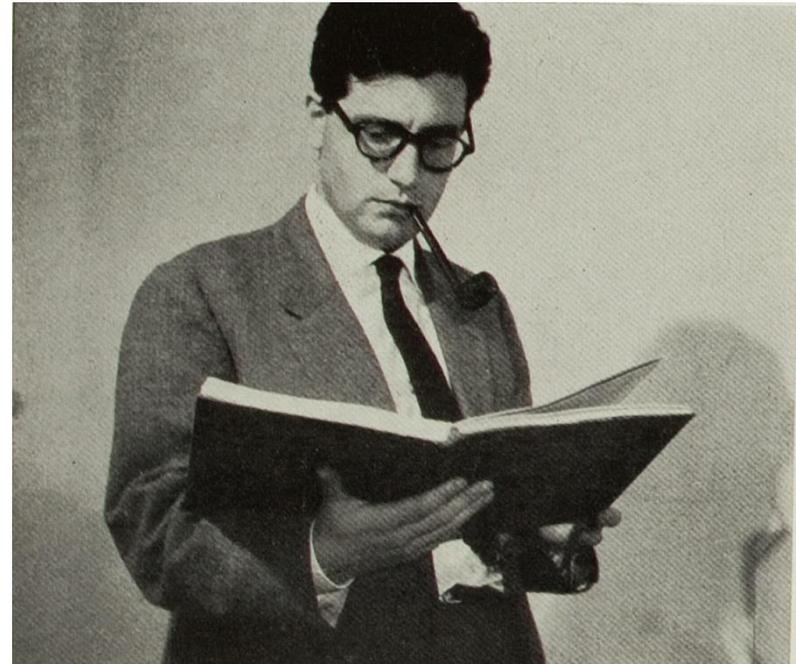
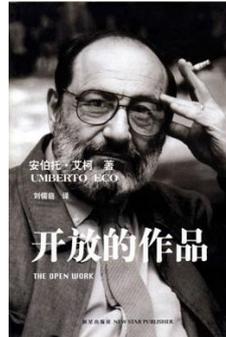
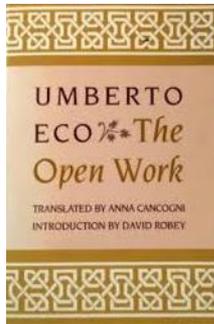
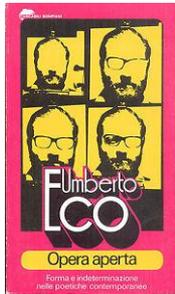
The existence of a price creates an incentive to publisher the better meet the audience needs

Turnover can never be, per se, a proxy of the openness in the meaning we are discussing

I have no answers to all the questions

I have just a suggestion:

go back to 1962 and read ***The Open Work*** by Umberto Eco, a very brilliant essay that can be useful to look for answers to the most difficult questions about openness



We have to invent new wisdom for a new age. And in the meantime we must, if we are to do any good, appear unorthodox, troublesome, dangerous, disobedient to them that begat us.

J.M. Keynes, *Am I a Liberal?*,

The Nation & Athenaeum, 1925, Part I (August 8, pp. 563-4) and Part II (August 15, pp. 587-8)

Thanks

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