

Open Data and Commercial Interests

EOSC NORDIC Policy Workshop, Copenhagen 2020-02-06

Requested focus: *“What can be learned from Open Access on commercial interests towards Open Data ?”*

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Open Scholarship and the need for collective action

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DFG



Jisc

CNRS

SURF

Ministry of Higher Education and Science
Danish Agency for Science and Higher Education

Point of departure:

The Knowledge Exchange book '**Open Scholarship and the Need for Collective Action**' aims to build a common understanding of the complex system of scholarly production.

<http://www.knowledge-exchange.info/event/os-collective-action>

Concept:

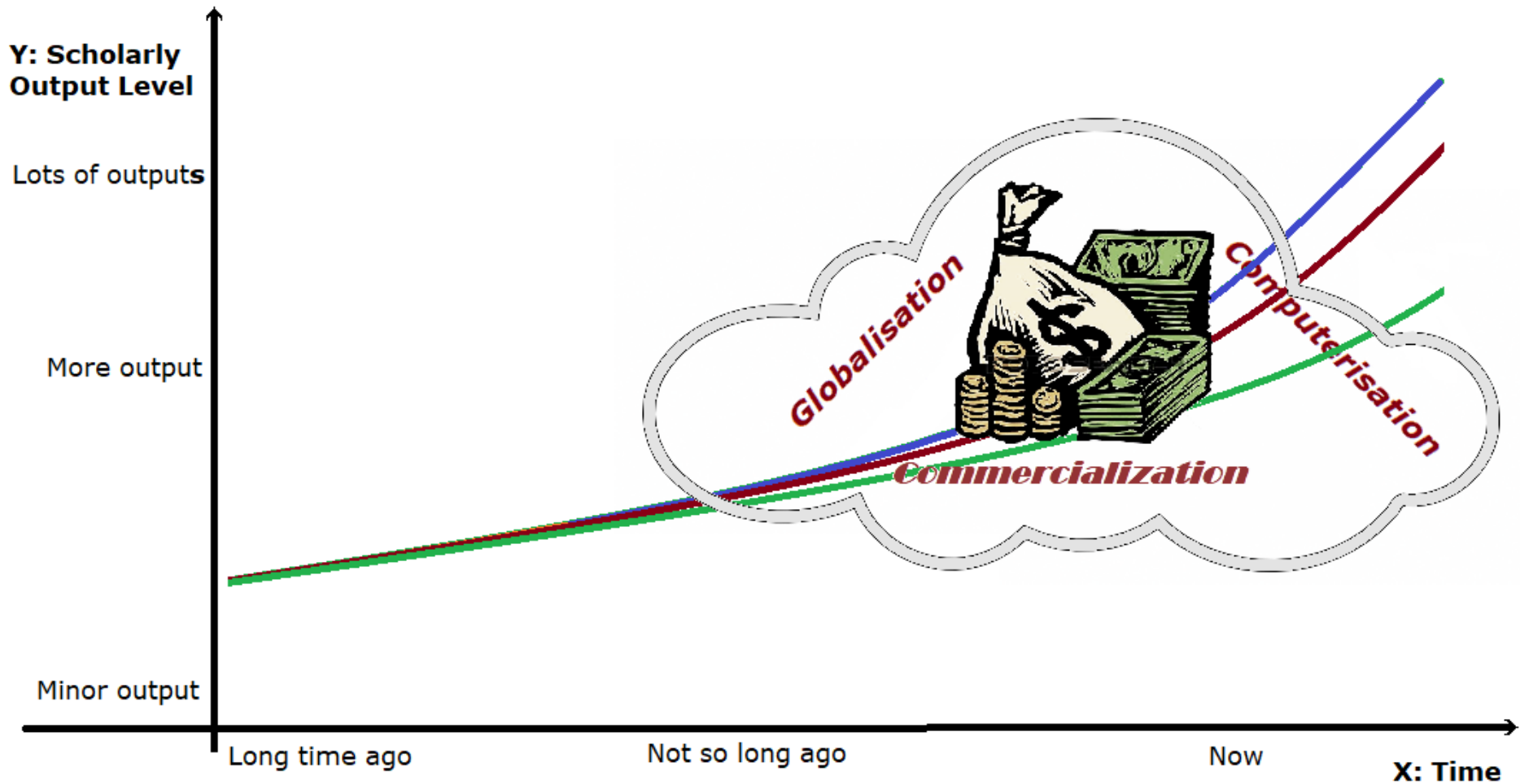
Eleven diverse experts; a 120 hours uninterrupted "book sprint"; ½ year argument; consensus, in one book



A framework for analysing scholarly production

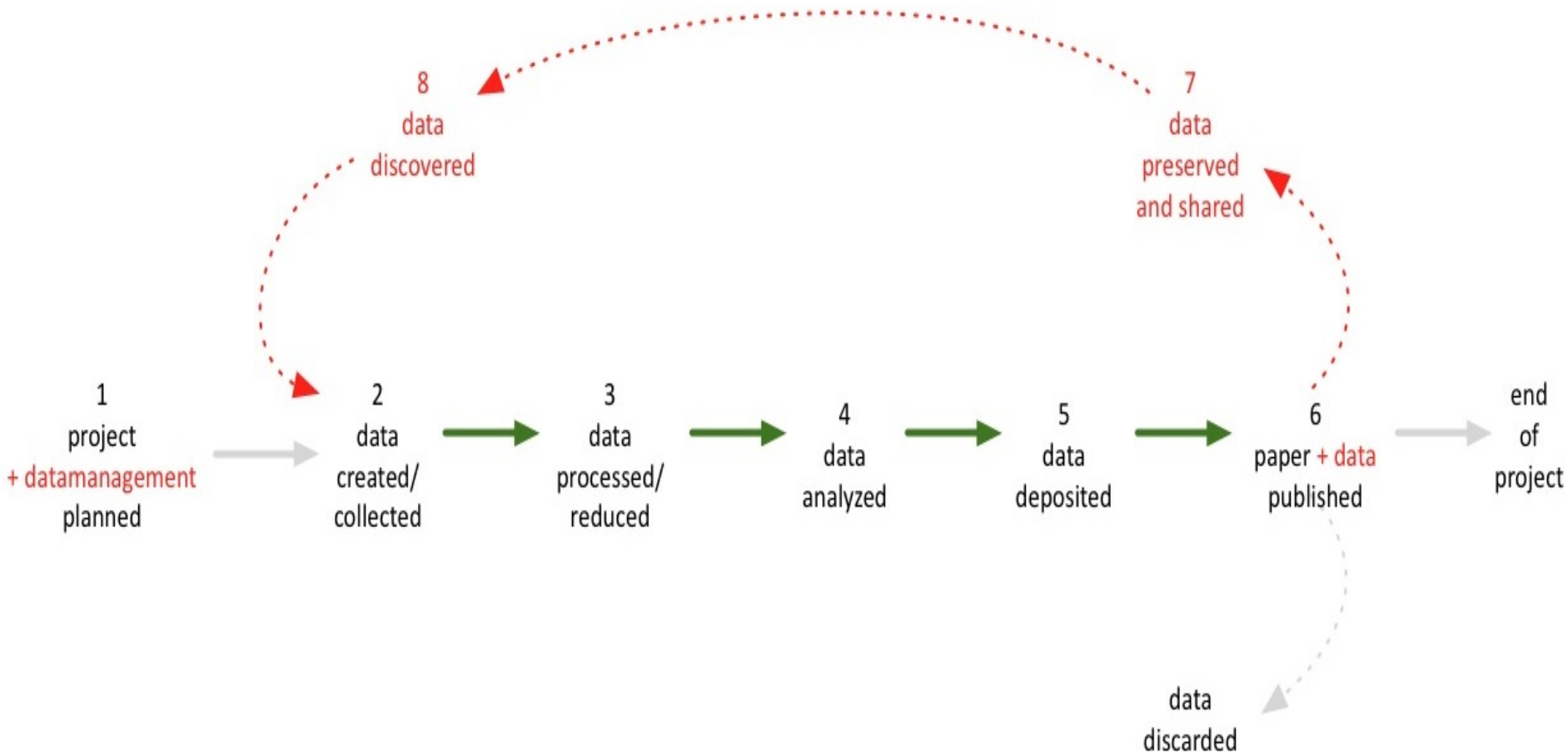


Scholarly production in a historical context



Lots of places where to commercially capitalise on scholarly output

Case: Research Data Services

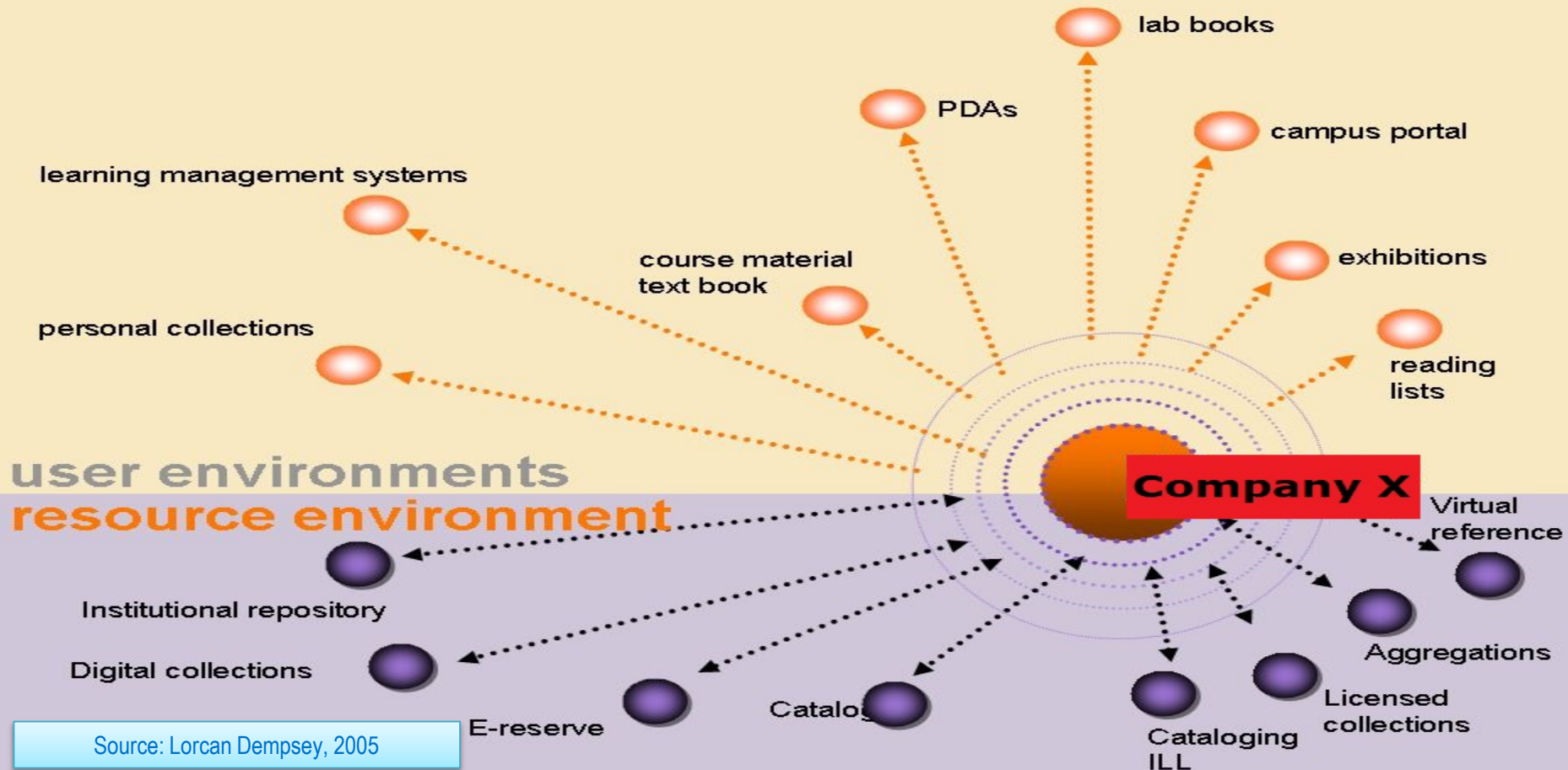


Two Key Concepts

1. The Network Effect

... is a phenomenon whereby increased numbers of people or participants improve the value of a good or service.

2. Gravitational Hubs, ... are... (complicated)



The Network Effect

Obvious examples include the classical telephone, the Internet, Facebook, ORCID and ResearchGate, as well as the behaviour of publishers and researchers around top-tier journals.

The literature notes two kinds of network externality – direct and indirect. The examples above are of direct effects, where the increased value accrues directly to the service concerned. **Indirect effects** occur where value accrues both to complementary services (for example, connected products from the same supplier) and, thereby, also back to the first service.

Such indirect effects can lead to **incremental vendor lock-in**, where each of a series of procurement decisions can increasingly favour connected products from a single company (such as Mendeley, Pure, Scopus and SciVal from Elsevier; Dimensions, Figshare and Symplectic from Digital Science; in the future perhaps Microsoft Academic, Office etc or Google Scholar, Google Docs and other Google Enterprise tools).

Gravitational hubs and the accumulation of capital

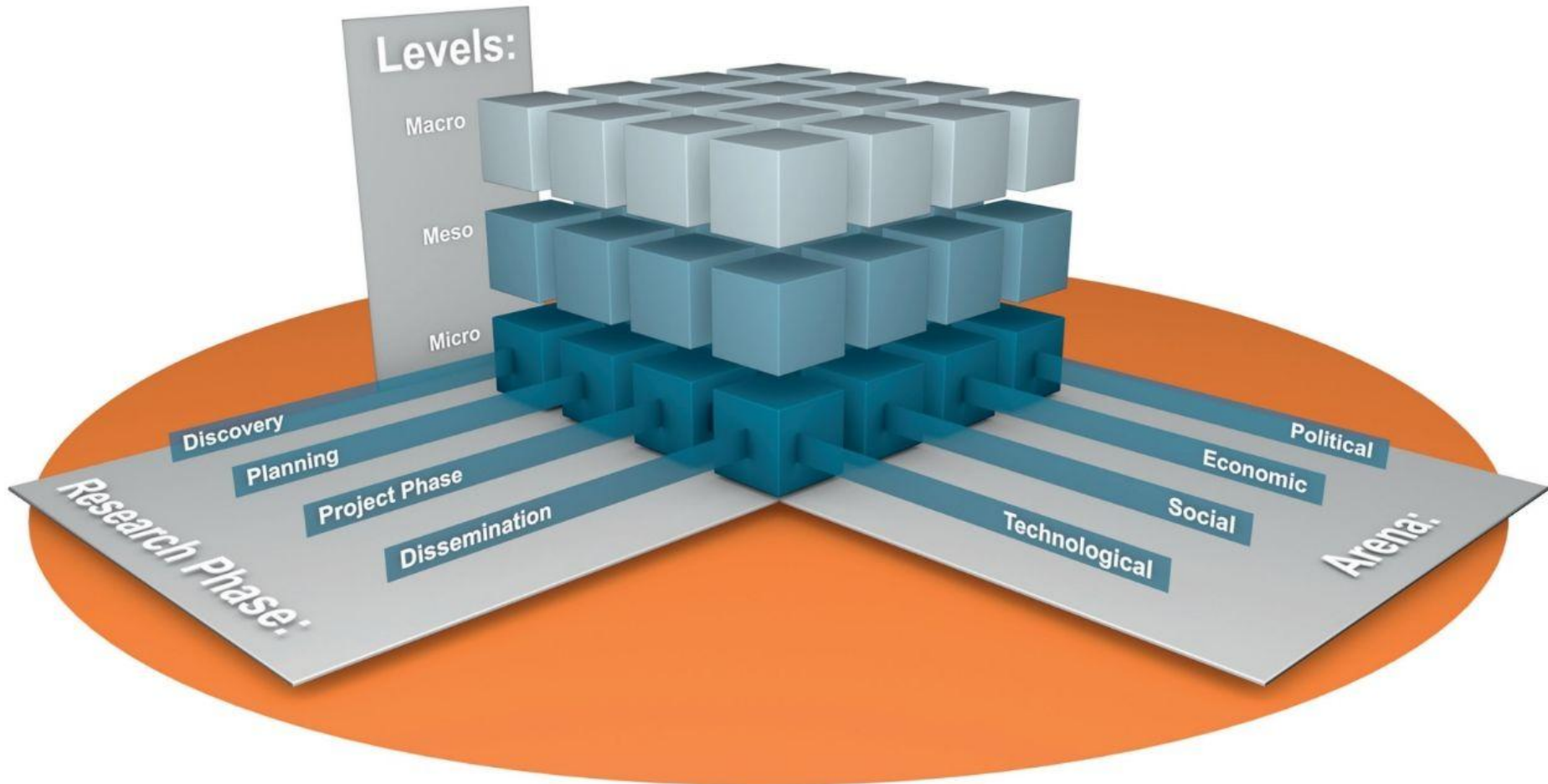
Scholarship in the 21st century is extensive, expensive, intensive and complicated.

Many of the factors leading to complexity are accelerating. The affordances of networked **digital technology** now allow scholarship to be undertaken and shared in ways unimaginable just a generation ago.

That expansion and acceleration has happened alongside **globalisation** more generally, the spread of the Web in particular and, contrary to the expectations of its original architects, the rapid emergence of platforms that act as central points of control. Dempsey (Dempsey 2005) observed that Amazon and Google were '*massive gravitational hubs*'.

That is a familiar qualification, and we can add the social media giants and cloud services, such as Facebook, Dropbox, Skype and many more, to these hubs.

The Knowledge Exchange Open Scholarship Framework



Source: <http://www.knowledge-exchange.info/event/os-collective-action>

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