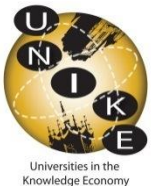


# Marketizing Knowledge: investigating new landscapes of academic publishing

UNIKE Workshop #2, University of Bristol,  
February 26, 2014

Chris Muellerleile, Graduate School of Education,  
University of Bristol



# Outline

1. Situating myself and/in this project
2. Overview of the changing field of academic journal publishing
3. Research approach and initial analytical assumptions
4. Analysis of three presumed contradictions driving my research questions

# Political Economy, Financial Markets and Virtual Economies

1. Virtual and Derived Economies (Deleuze 1988)
  - “Main Street vs. Wall Street”?
2. The Limits to Capital? The Limits to Economies?  
(Harvey 1982)
  - Use value vs. Exchange Value
3. The Institutionalization of Markets (Polanyi 1957;  
Hayek 1945)
  - Markets/prices as organizing principals for  
society

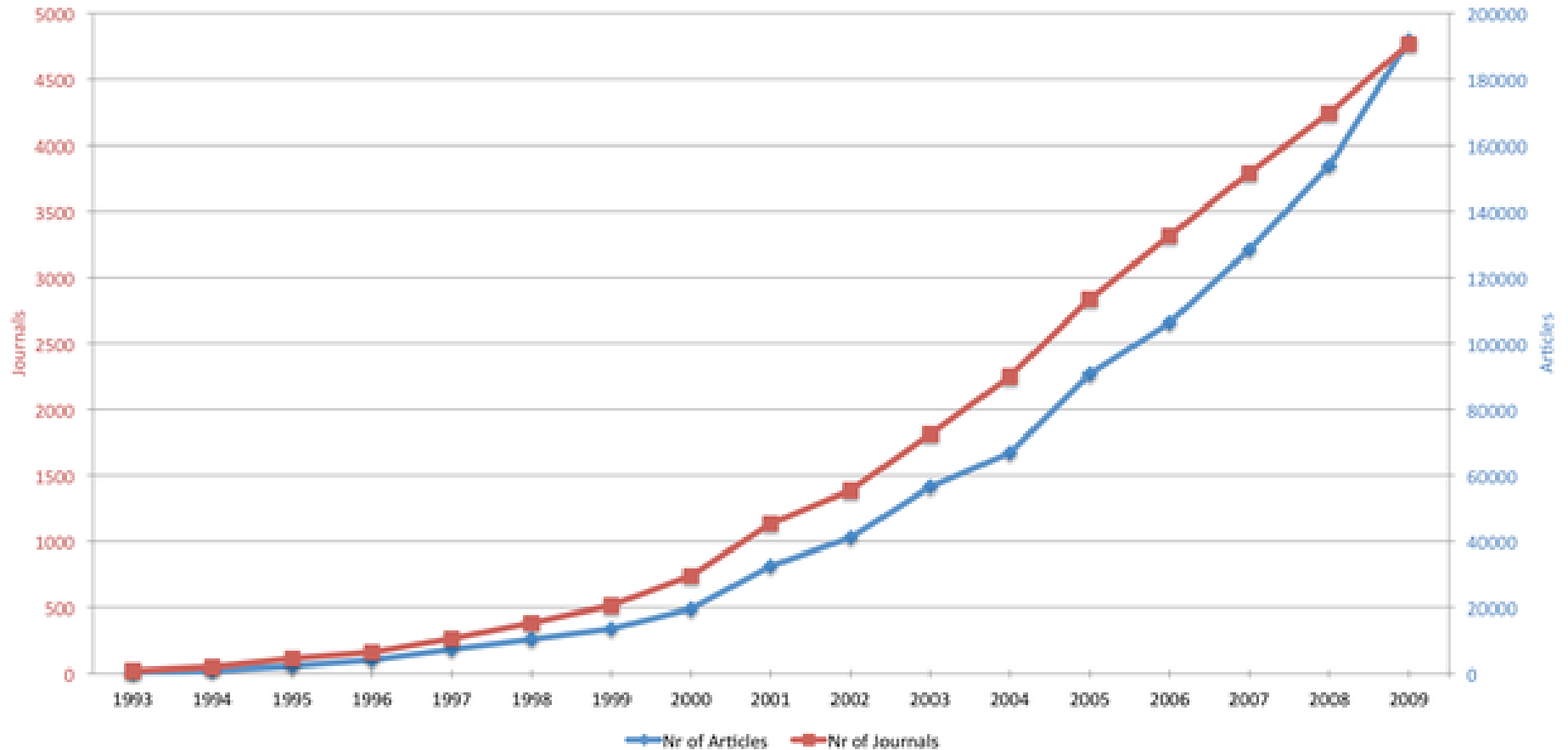
# Broad and high level research question

How can we (re)think the changing political-economies of academic journal publishing, and how can this help us to re-think the notion of the Knowledge Economy, as well as economic restructuring more generally?

# Research Questions on Journal Publishing and Open Access Publishing

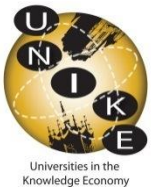
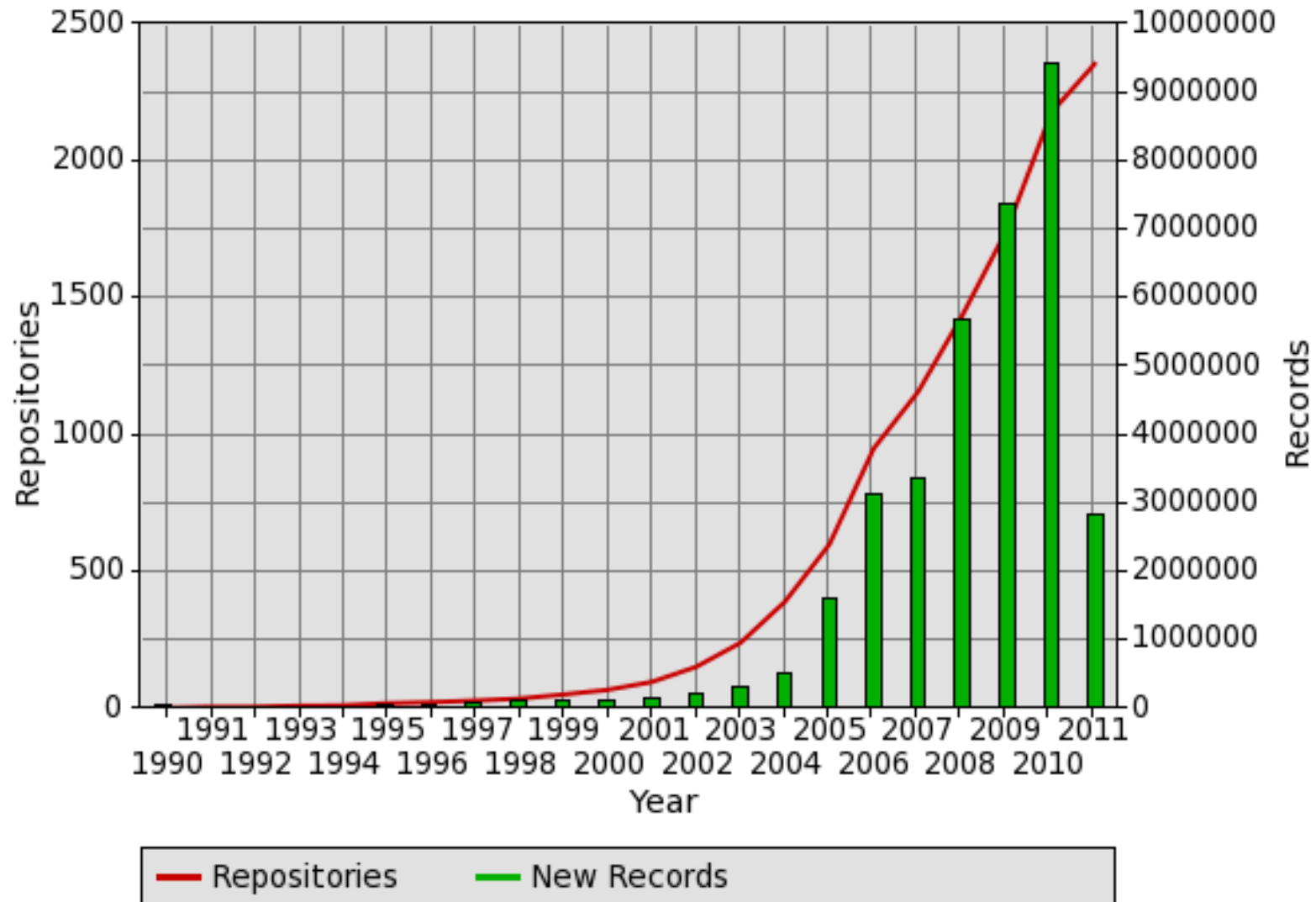
1. What sort of commodity is an academic journal article? How does it embody value?
2. How and where are markets being constructed in the field of academic journal publishing? How are financial actors and financial markets entangled in these emergent processes? How is economic space being produced/reorganized around these markets (i.e. globalization)?
3. To what extent is open access publishing and the proliferation of academic publishing opportunities in general influencing the gatekeepers (e.g. journal editors) of academic knowledge and academic disciplines? What new hierarchies or “economic imaginaries” are emerging to manage the proliferation of published academic knowledge?

# Increase in open access publishing 1993–2009



Laakso M, Welling P, Bukvova H, Nyman L, et al. (2011) “The Development of Open Access Journal Publishing from 1993 to 2009”, *PLoS ONE* 6(6), available here:  
<http://www.plosone.org/article/info:doi/10.1371/journal.pone.0020961>

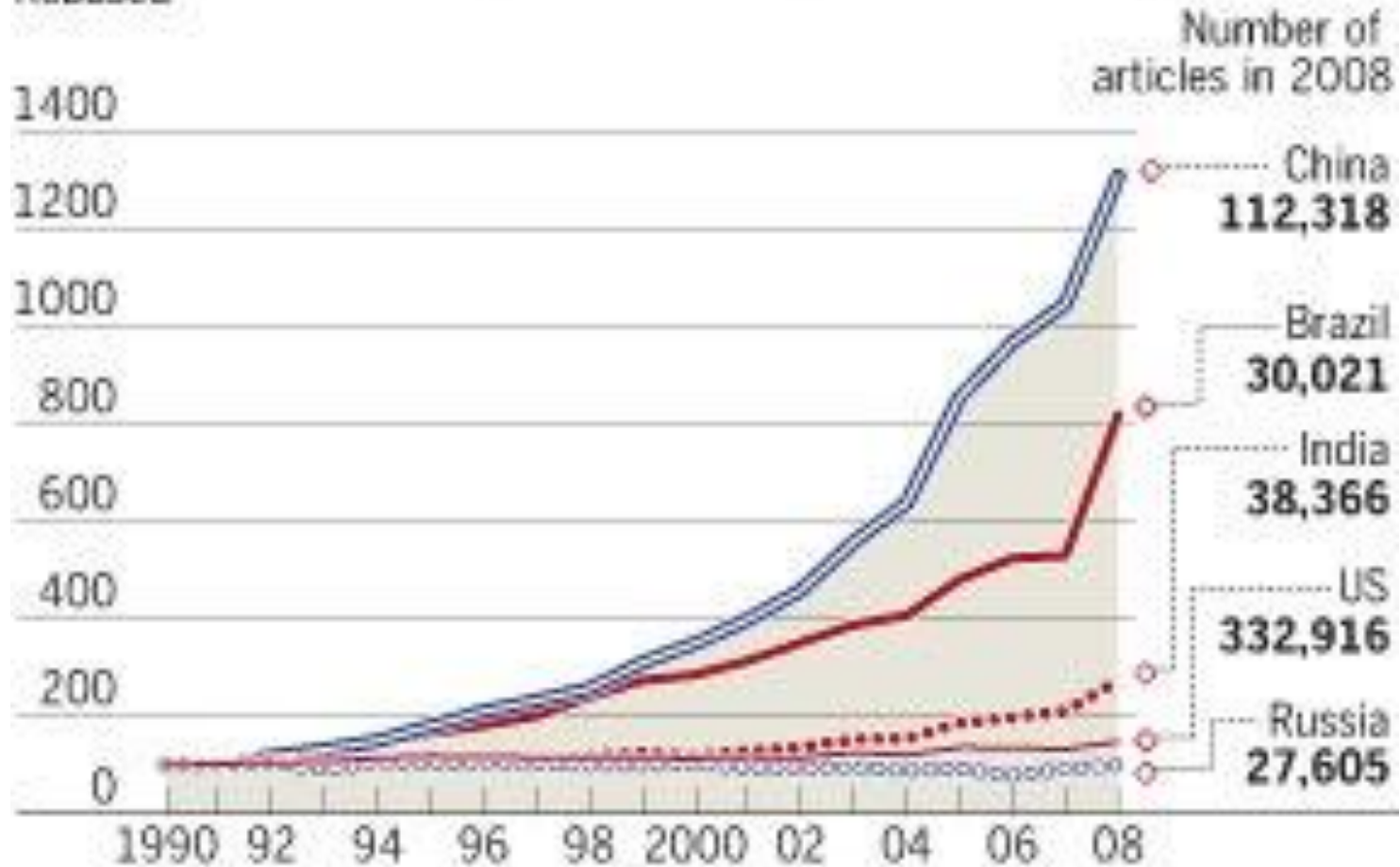
# The “Green” Model--Increase in Institutional Repositories



<http://en.wikipedia.org/wiki/File:Roar1aug2011.png>

# Growth of articles published in peer-reviewed journals

Rebased



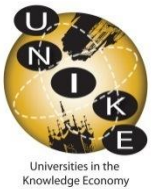
Sources: Thomson Reuters; Web Science Database

Financial Times, January 25, 2010: <http://www.ft.com/intl/cms/s/0/7ef3097e-09da-11df-8b23-00144feabdc0.html#axzz2uNH9gdVw>





ELSEVIER





The Nobel Prize in Physiology or Medicine 2013  
James E. Rothman, Randy W. Schekman, Thomas C. Südhof

# Randy W. Schekman - Facts



Photo: A. Mahmoud

**Randy W. Schekman**

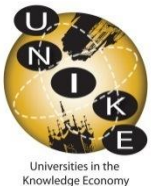
**Born:** 30 December 1948, St. Paul, MN, USA

**Affiliation at the time of the award:**  
University of California, Berkeley, CA, USA, Howard Hughes Medical Institute

**Prize motivation:** "for their discoveries of machinery regulating vesicle traffic, a major transport system in our cells"

**Field:** cell physiology, genetics

[http://www.nobelprize.org/nobel\\_prizes/medicine/laurates/2013/schekman-facts.html](http://www.nobelprize.org/nobel_prizes/medicine/laurates/2013/schekman-facts.html)



Comment is free

## How journals like Nature, Cell and Science are damaging science

The incentives offered by top journals distort science, just as big bonuses distort banking



**Randy Schekman**

The Guardian, Monday 9 December 2013 19.30 GMT

Jump to comments (278)



The journal Science has recently retracted a high-profile paper reporting links between littering and violence. Photograph: Alamy/Janine Wiedel

I am a scientist. Mine is a professional world that achieves great things for humanity. But it is disfigured by inappropriate incentives. The prevailing structures of personal reputation and career advancement mean the biggest rewards often follow the flashiest work, not the best. Those of us who follow these incentives are being entirely rational – I have followed them myself – but we do not always best serve our profession's interests, let alone those of humanity and society.

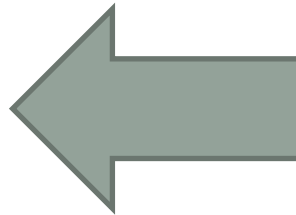
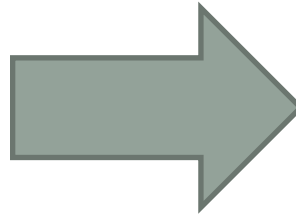
# Analytical assumptions

1. States, NGOs, and private enterprise are all exerting direct (and unprecedented?) financial pressures on institutions of HE.
2. Partially as a result of these pressures, there are growing demands to quantitatively measure the value created by HE institutions.
3. There has been a drastic increase in the amount of codified knowledge produced by academic researchers and teachers.
4. There is no consensus on how to measure the value of codified knowledge, and it is generally agreed that measuring the economic value of tacit knowledge is impossibly complex (cf. Foray 2006).

# Contradiction #1: The Journal Article as a Commodity

## Articles as exchange value

1. Academic capitalism
  2. Competitiveness
  3. “Closed” science
  4. Proliferation...academics are happy to produce more of this commodity
- 
2. Front end markets
    2. Subscriptions



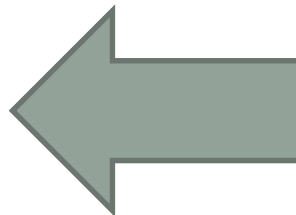
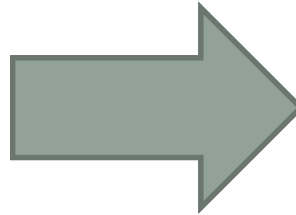
## Articles as use values

1. Knowledge as a key component of, creativity, innovation, production
  2. Free flow of knowledge to public, other scientists, and private sector
  3. “Open” Science
- 
2. Back end markets
    2. Data management, search engines, analytics

# Contradiction #2: Knowing the Knowledge Market?

## Knowledge of knowledge

- 1.State financing of HE
  - 1. Public good
- 1.Policy relevance
- 1.Social justice
- 1.Creativity
- 1.Information society
- 1.Disciplinary gatekeepers
- 1.Truth/Universality/  
Modernity



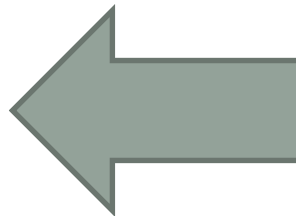
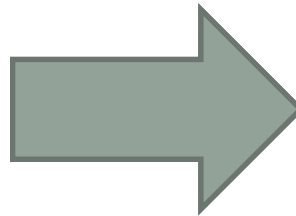
## Ignorance of knowledge

- 1. Financialization of HE
  - 1. Private good
- 2. Specialization
- 1. “Over production”
- 1. Citations counts
- 2. Information economy
- 3. Post-disciplinarity
- 4. Relativity/post-modernity
- 5. Prices

# Contradiction #3: “The Paradox of Effective Research Governance” (Woelert 2013), or the Paradox of Competition (Jessop&Sum 2014)

## Surveilling the Market

- 1.The market is the only objective criteria/knowledge
- 2.Thomson/Reuters, Scopus, THE, and citation analysis
  2. they do “work”
- 3.Governance structures change behavior
  3. Performativity
- 3.Zero sum game?



## Surveilling the Academy

- 1.Ensuring quality and impactful teaching and research
- 2.Encourage sharing of tacit knowledge
  - 1.Knowledge transfer, innovative regions, entrepreneurs
- 1.Inability to measure the value of knowledge, esp. tacit knowledge

# Research Questions on Journal Publishing and Open Access Publishing

1. What sort of commodity is an academic journal article? How does it embody value?
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3. To what extent is open access publishing and the proliferation of academic publishing opportunities in general influencing the gatekeepers (e.g. journal editors) of academic knowledge and academic disciplines? What new hierarchies or “economic imaginaries” are emerging to manage the proliferation of published academic knowledge?

“The lasting paradox is that the debate over open access celebrates its contribution to dialogue while ignoring the underlying processes by which the possibility of genuine dialogue over the future is being determined”

--Professor John Holmwood, University of Nottingham (2013)



# Cited References

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- Hayek, Friedrich (1945), “The Use of Knowledge in Society”, *The American Economic Review*, September, vol. XXXV, iss. 4, pp. 519-530
- Polanyi Karl (1957) “The economy as instituted process”, included in *Trade and Market in the Early Empires: Economies in History and Theory*, Polanyi, K., Arensberg, C., Pearson, H. (eds.) Free Press: Glencoe, IL, pp. 243–270