

AUTHOR INSIGHTS SURVEY 2014

1 Author Profile

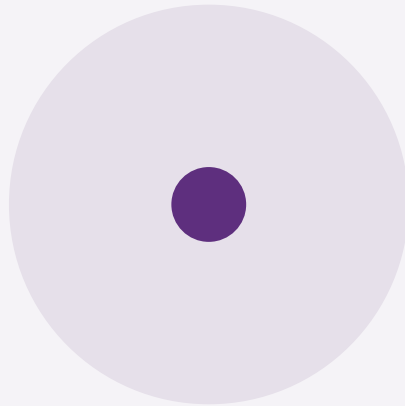
30,466

Authors (see methodology for details)



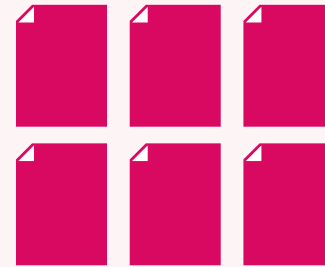
24,773

Work in science (81.3%)



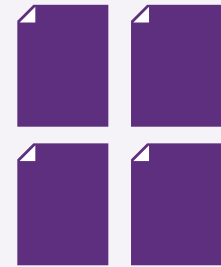
5,693

Work in humanities and
social science (HSS)
(18.7%)



Science authors have
published an average of

**6 papers
in 3 years** (2/year)



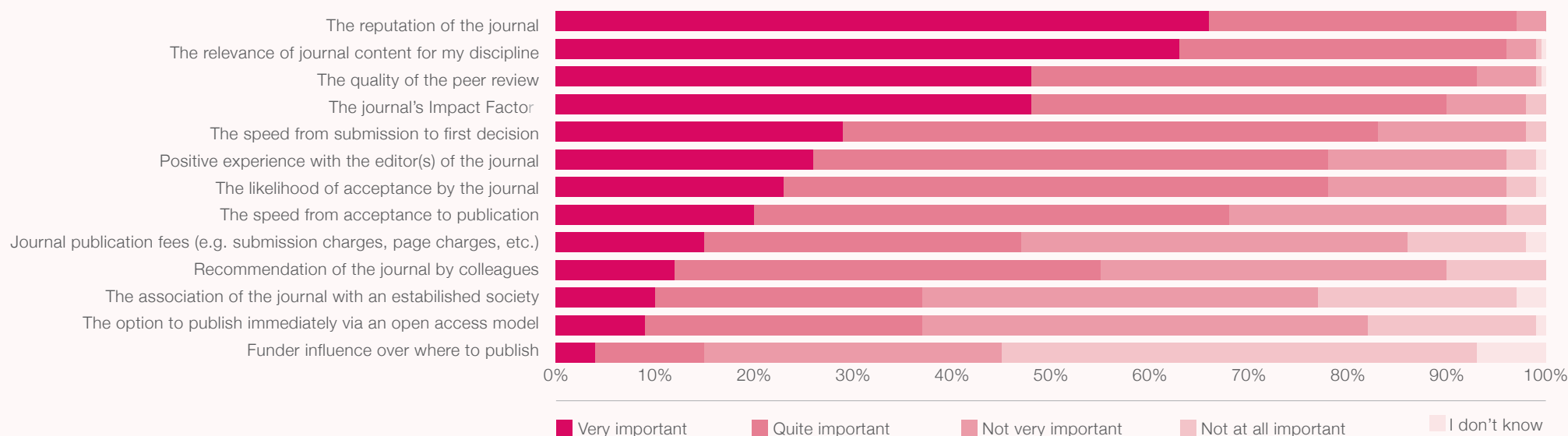
HSS authors have
published an average of

**4 papers
in 3 years** (1.3/year)

2 How authors make publishing decisions





Science authors - factors when deciding which journal to submit research to

Base: Science 24,770, HSS 5,693






Most important factors

(Rated "very important" or "quite important"):

Authors	Science	HSS
 Relevance of journal content	96%	97%
 Journal's reputation	96%	97%
 Quality of peer review	93%	89%
 Journal's Impact Factor	90%	78%

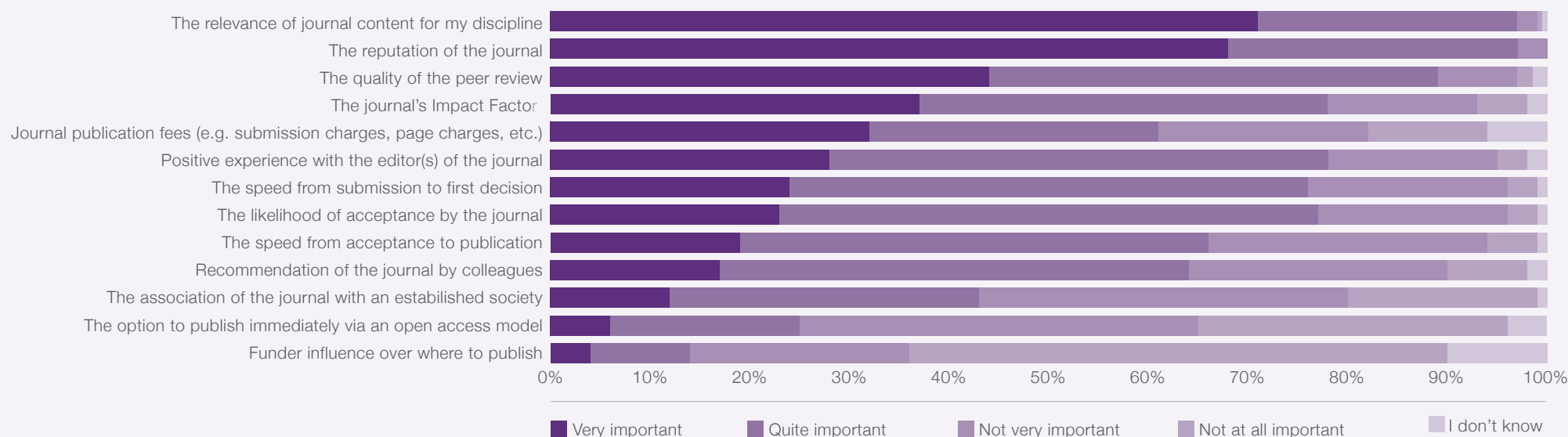
Least important factors:

Authors	Science	HSS
 Funder influence	15%	14%
 Immediacy of OA	37%	25%
 Association of journal with established society	37%	43%

2 How authors make publishing decisions (continued)





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3 Ease of finding publishing outlets

“

I expect there are peer reviewed journals that would be appropriate to my research that I'm not **aware** of”

64% of HSS
and **51%**
of science
authors agree

“

I sometimes struggle to **establish** whether a peer reviewed journal is appropriate for my research”

33% of HSS
and **26%**
of science
authors agree

“

I sometimes struggle to **find** peer reviewed journals that are appropriate to submit my research to”

35% of HSS
and **23%**
of science
authors agree

4 OA activity by authors



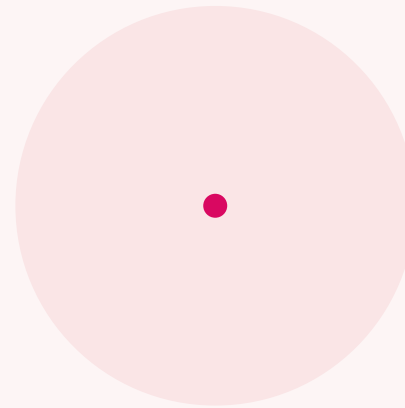
62%
of science
authors

have published 1+ OA
papers in last 3 years



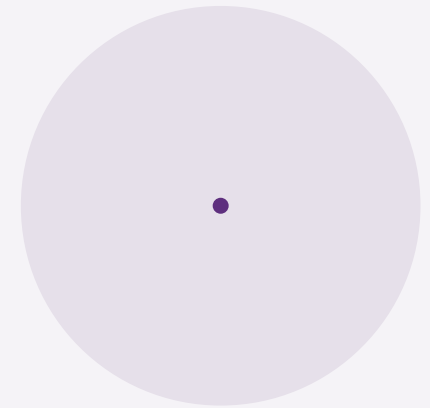
38%
of HSS
authors

have published 1+ OA
papers in last 3 years



6%
of science
authors

have published
exclusively OA



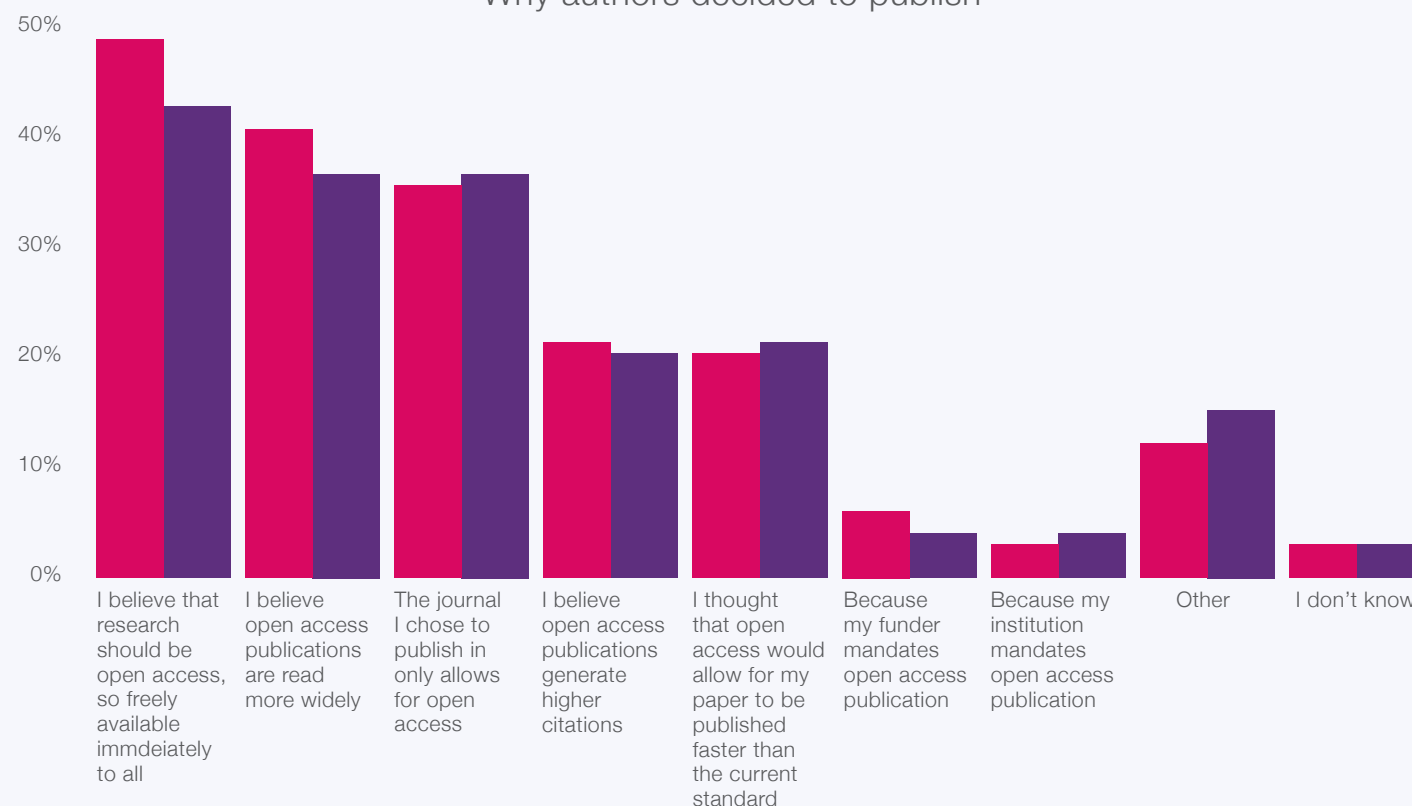
3%
of HSS
authors

have published
exclusively OA

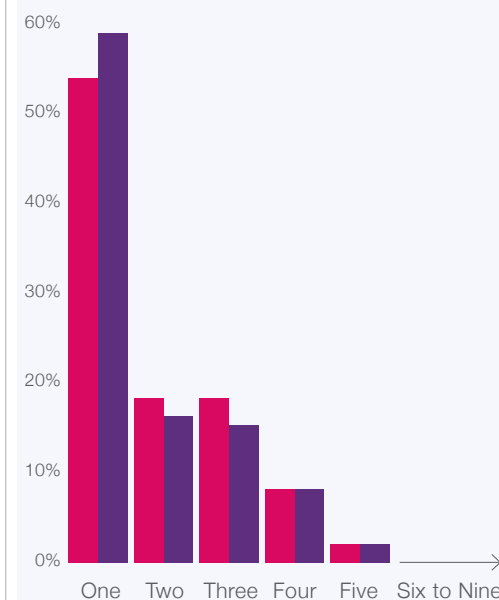
5 Reasons for publishing OA

Why authors decided to publish

Base: Science 15,346 HSS 2,154



Number of options chosen



53% of Science and **58% of HSS** authors selected only one reason for choosing to publish OA.

Most common reasons for deciding to publish OA

(asking those authors that had in the last 3 years):

Authors	Science	HSS
'I believe that research should be OA, so freely available immediately to all'	48%	42%
'I believe OA publications are read more widely'	40%	36%
'The journal I chose to publish in only allows for OA'	35%	36%

Least common reasons for deciding to publish OA:

Authors	Science	HSS
'Because funder mandates OA publication'	6%	4%
'Because my institution mandates OA publication'	3%	4%

Most selected options:

Authors	Science	HSS
'The journal I chose to publish in only allows for OA'	33%	33%
'I believe that research should be OA, so freely available immediately to all'	25%	20%

6 Main reasons for not publishing OA



Most common reasons for deciding not to publish OA

(asking those authors that hadn't):

Authors	Science	HSS
'I am concerned about perceptions of the quality of OA publications'	40%	54%
'I am not willing to pay an APC to publish an article'	32%	53%
'I was unable to fund an article processing charge'	25%	25%

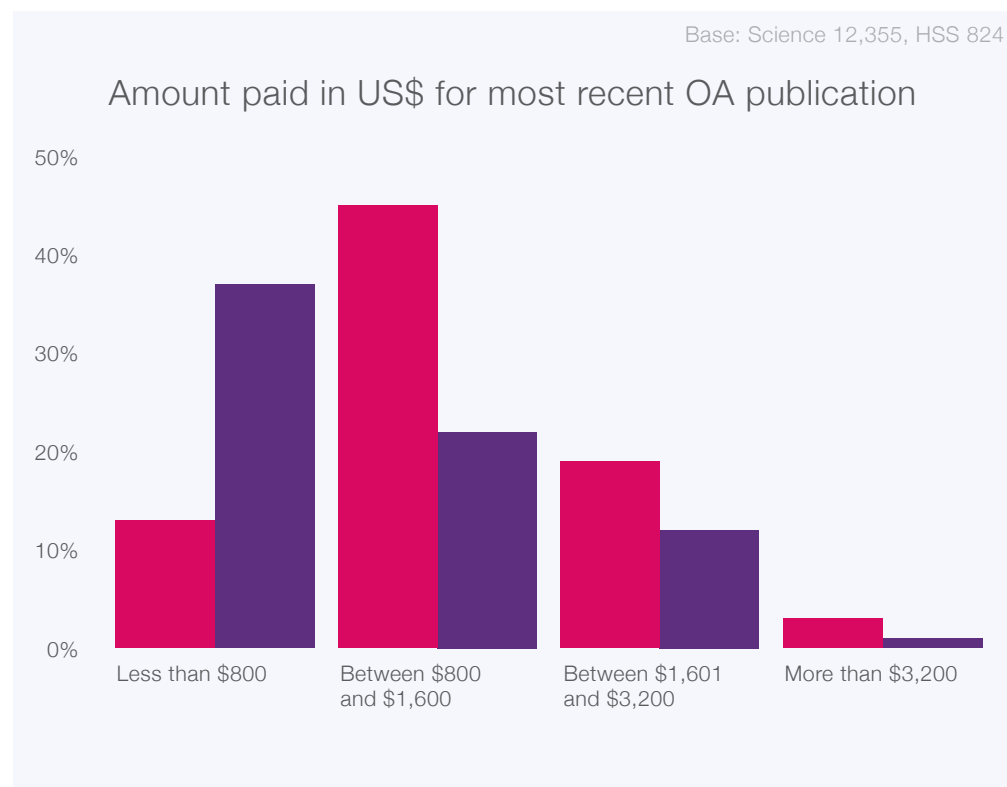
Least common reasons for deciding not to publish OA:

Authors	Science	HSS
'I am not aware of OA being an option in my subject area'	9%	16%
'I am not aware of OA as a publishing model'	7%	9%

7 APCs for OA & funding available

80% of science authors and **71% of HSS authors** who published OA in the past 3 years **provided an indication of the APC fee they paid for their most recent OA publication.**

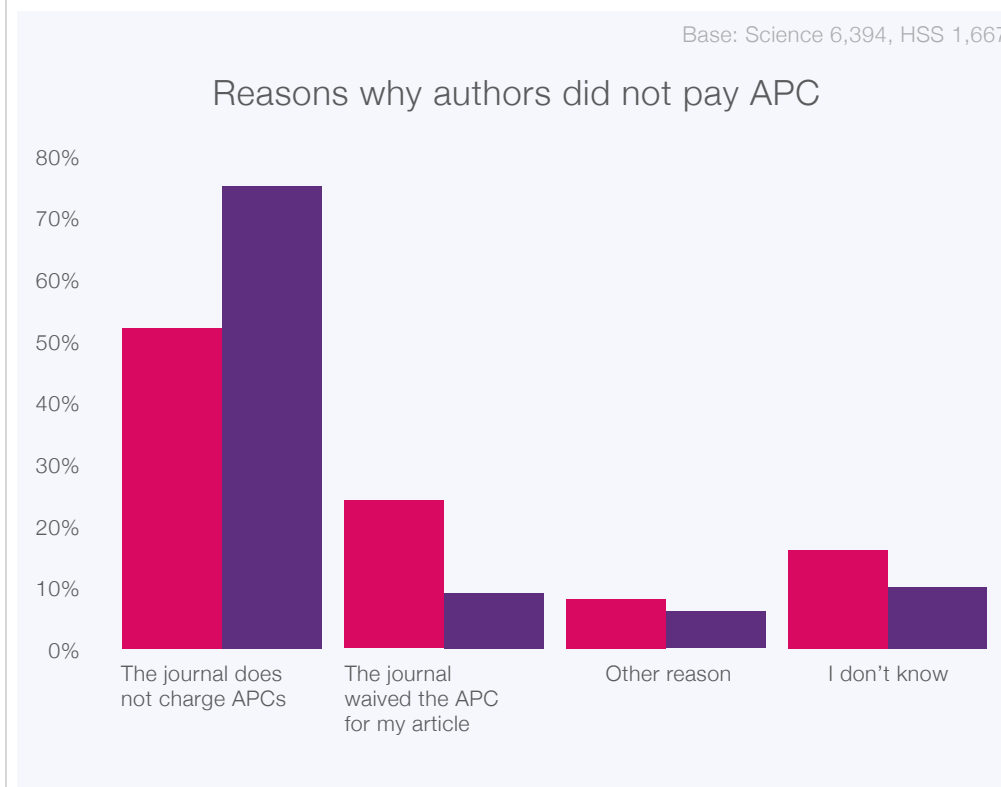
The most frequent response from **HSS authors** was **“Less than \$800” (37%)**, whereas for **Science authors** the most frequent response was **“Between \$800 and \$1,600” (45%)**.



26% of science and **29% of HSS** researchers **published OA via a model not requiring an APC.**

52% of these science authors and **75% of these HSS authors** said the **journal in question** **didn't charge for APCs.**

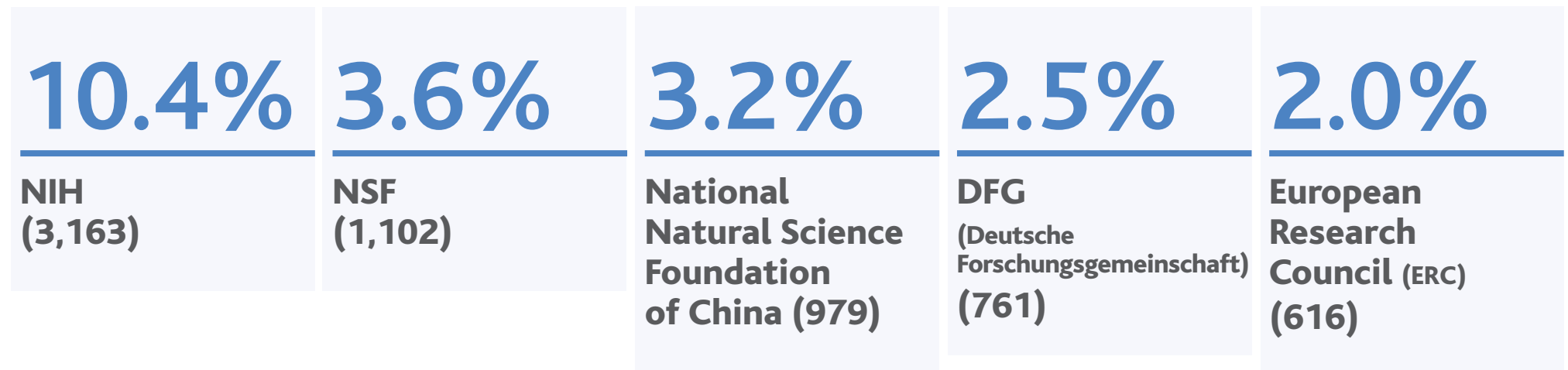
24% of these science authors and **9% of these HSS authors** said the **journal in question** **had waived the APC.**



8 Research funding

The most commonly selected main funders of the surveyed authors' current research were:

Base size: 30,463



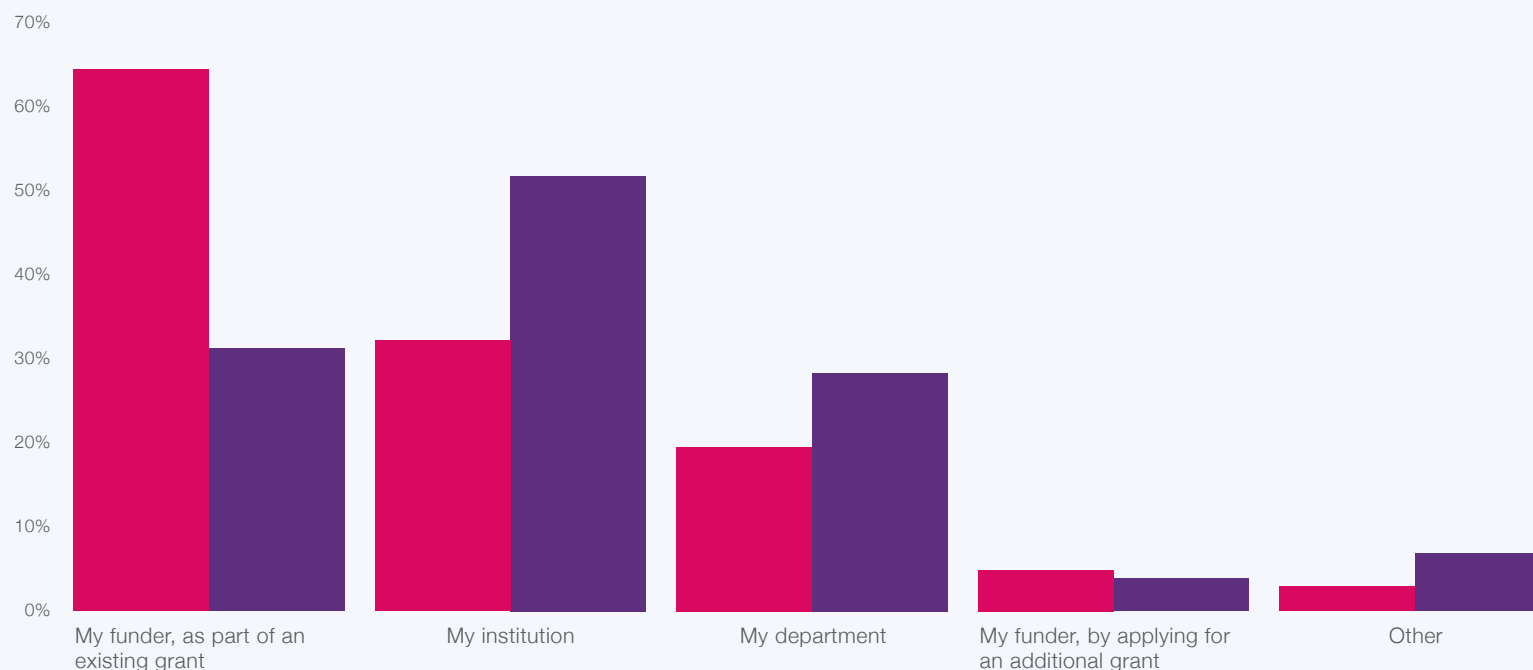
33% of HSS authors said that their **institution was the main funder for their research.**

13% of science authors and **34% of HSS authors** reported that they **did not have a funder.**

9 Publication funding

63% of science authors and **31% of HSS authors** have funding available for publication costs.

Base: Science 15,699, HSS 1,765



Funding is part of an existing grant



66%

32%

Funds from their institution



33%

53%

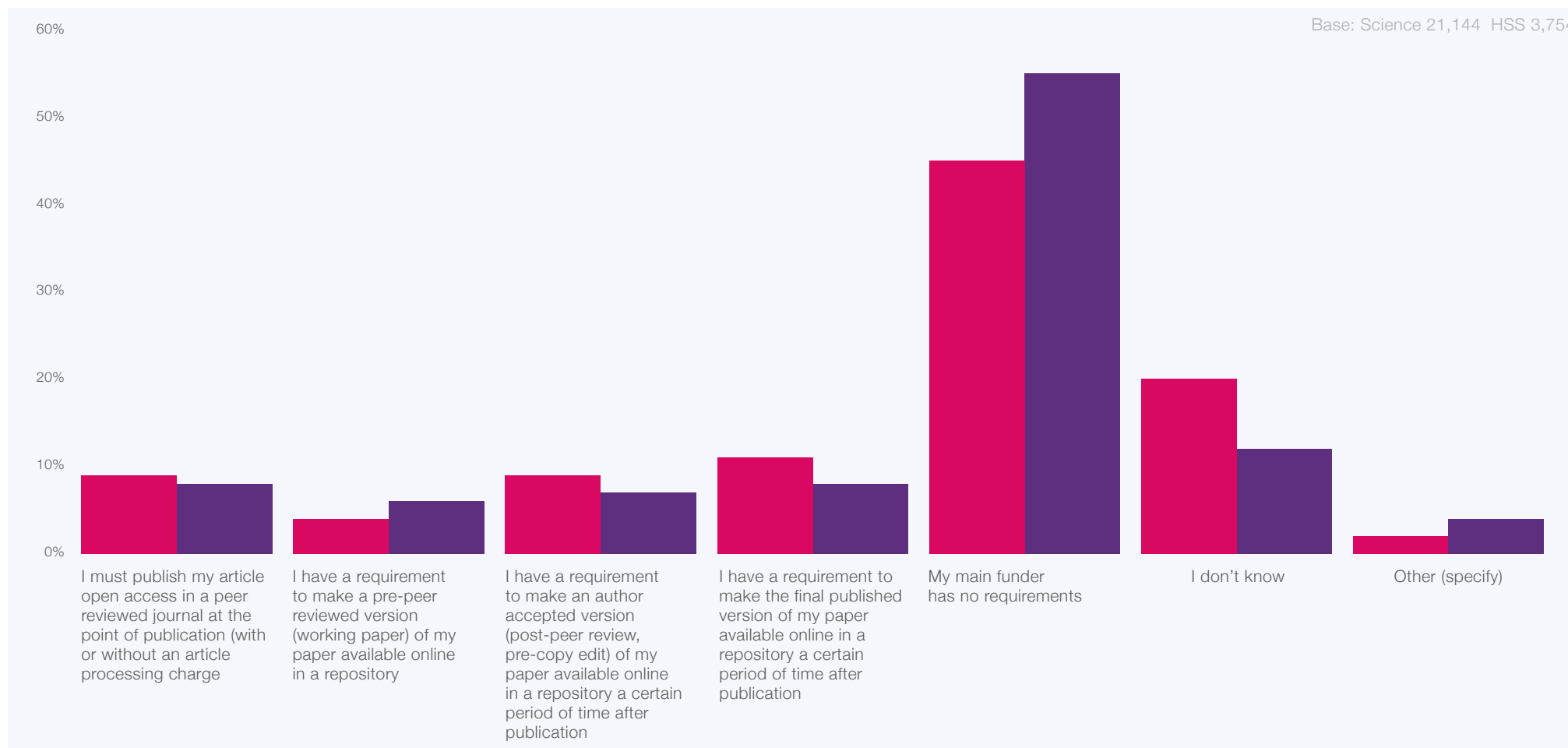
Funds from their department



20%

29%

10 Awareness of funders mandates on OA



Main funder does not require them to publish OA



45%

55%

Do not know if their main funder requires them to publish OA



20%

12%

Funder requirement for immediate OA publication



9%

8%

Nature Publishing Group (NPG) emailed the Author Insights Survey from a nature.com email address to 458,538 individuals between 3 February 2014 and 14 March 2014, offering a prize draw to win one of three Macbook Airs as an incentive.

The following lists were used:

- Authors published in the past 5 years in any journal published by Nature Publishing Group
- Authors published in the past 5 years in any journal published by Palgrave Macmillan
- NPG and Palgrave Macmillan marketing lists
- NPG Audience Panel
- Frontiers authors
- Science, social science and humanities authors sourced from Thomson ISI

Globally, responses were received from 30,466 authors (defined as anyone who has published a journal article in the past three years). Of these, 24,773 reported that they worked in science and 5,693 reported that they worked in humanities and social science (HSS).

NPG is a member of the Market Research Society (MRS) and abides by the MRS Code of Conduct, ensuring the highest standards of professional research and privacy (Visit the MRS Code of Conduct page for more information).

The dataset is available in Figshare under a CC BY license.