What You Don't Know About Academic Publishing: Signage

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Description
These questions were used to create our main floor display titled "Test Your OA Knowledge: What You Don't Know About Academic Publishing". An image of the completed display can be seen here.

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The publishing process consists of: authors, who do the writing and research; reviewers, who suggest edits to enhance the quality of the article; and the publishers/editors who format the final content and sell the work in a journal.

Question: What percentage of the article’s revenue goes to the authors/reviewers?
Publishers are able to maintain high profit margins in two main ways: relying on unpaid work by the authors and reviewers and charging users an access fee for reading the content (that their tax/tuition dollars funded!).

Answer: Zero percent!
This graph shows the profit margins for three different companies: Walmart, Amazon, and Elsevier (academic publisher).

Can you match the bars on the graph to their corresponding companies?
By 2015, Ebola killed over 10,000 people in West Africa, attributed to lack of preparation due to the belief that this was a new virus. It was curbed by rapid research posted online for free so that a solution could be found as soon as possible. Open publishing of data prevented thousands of potential deaths.

Question: Healthcare professionals in the region were equipped with the most relevant research to Ebola. This knowledge is generally shared to prevent unnecessary loss of life. True or false?
European researchers published an article in the 1980s warning of the potential for an Ebola outbreak, but it was published in a journal that was accessible primarily to European academics. Today, this article costs $45 to read for 24 hours online- about half a week's pay for healthcare professionals in the outbreak region.