

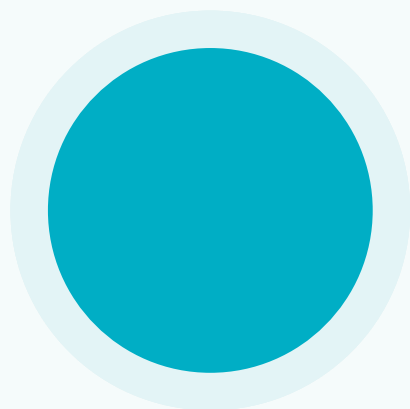
AUTHOR INSIGHTS SURVEY 2014 CHINA

1 Author Profile

Rest of World (exc. China)

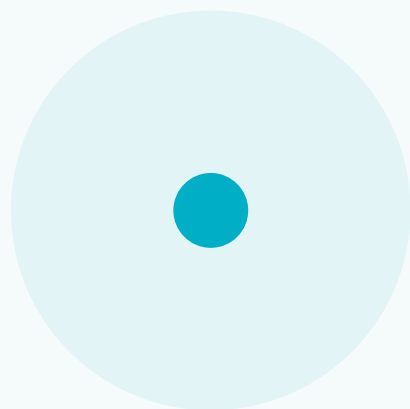
29,093

Authors (see methodology for details)



23,471

work in science (80.68%)



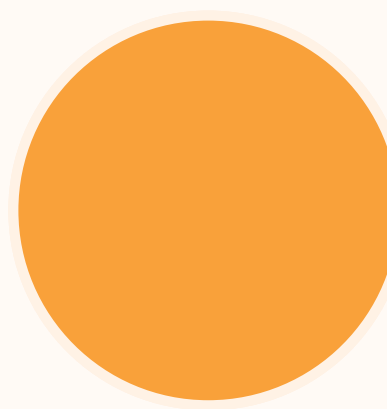
5,622

work in humanities and
social science (HSS)
(19.32%)

China

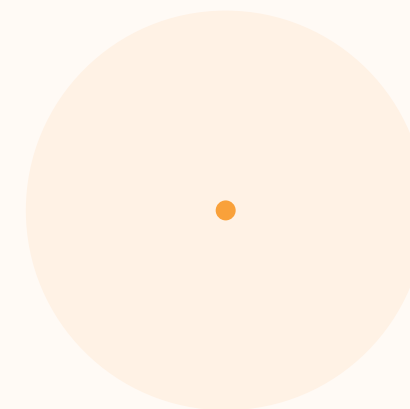
1,373

Authors (see methodology for details)



1,302

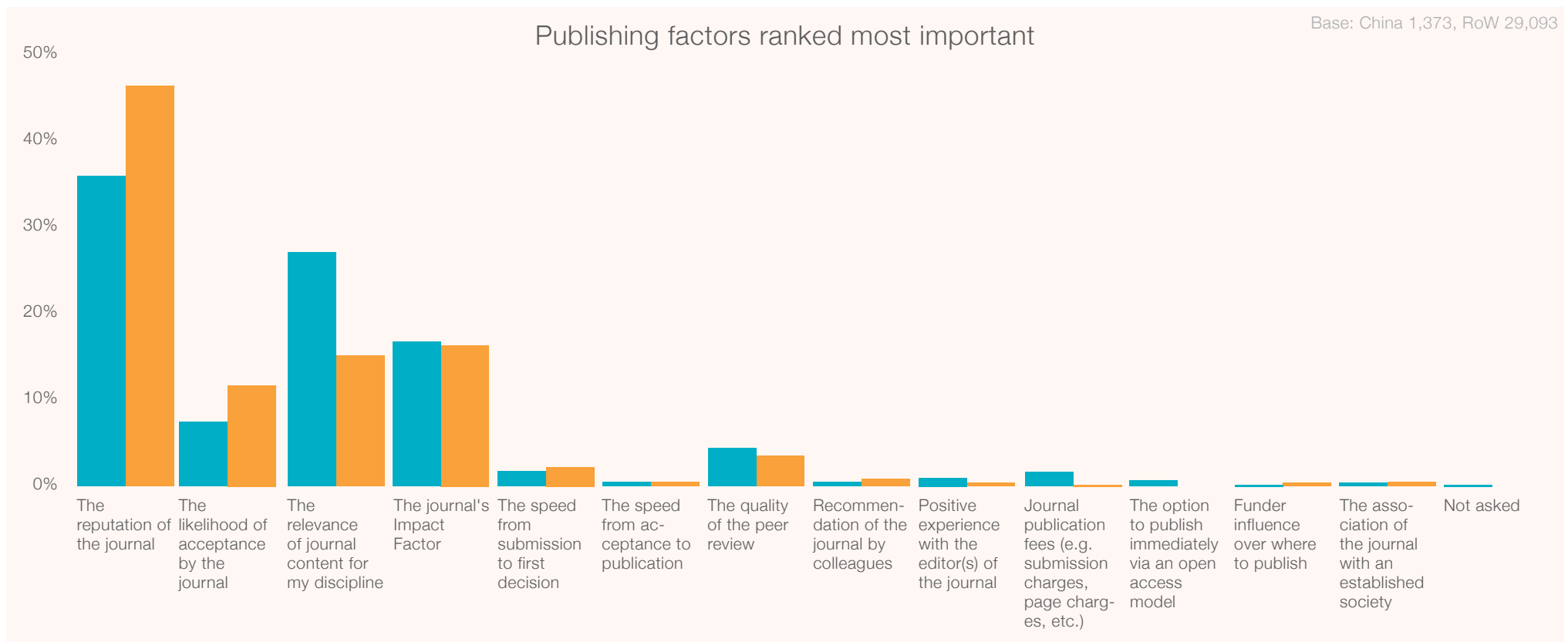
work in science (95%)



71

work in humanities and
social science (HSS) (5%)

2 How authors in China make publishing decisions

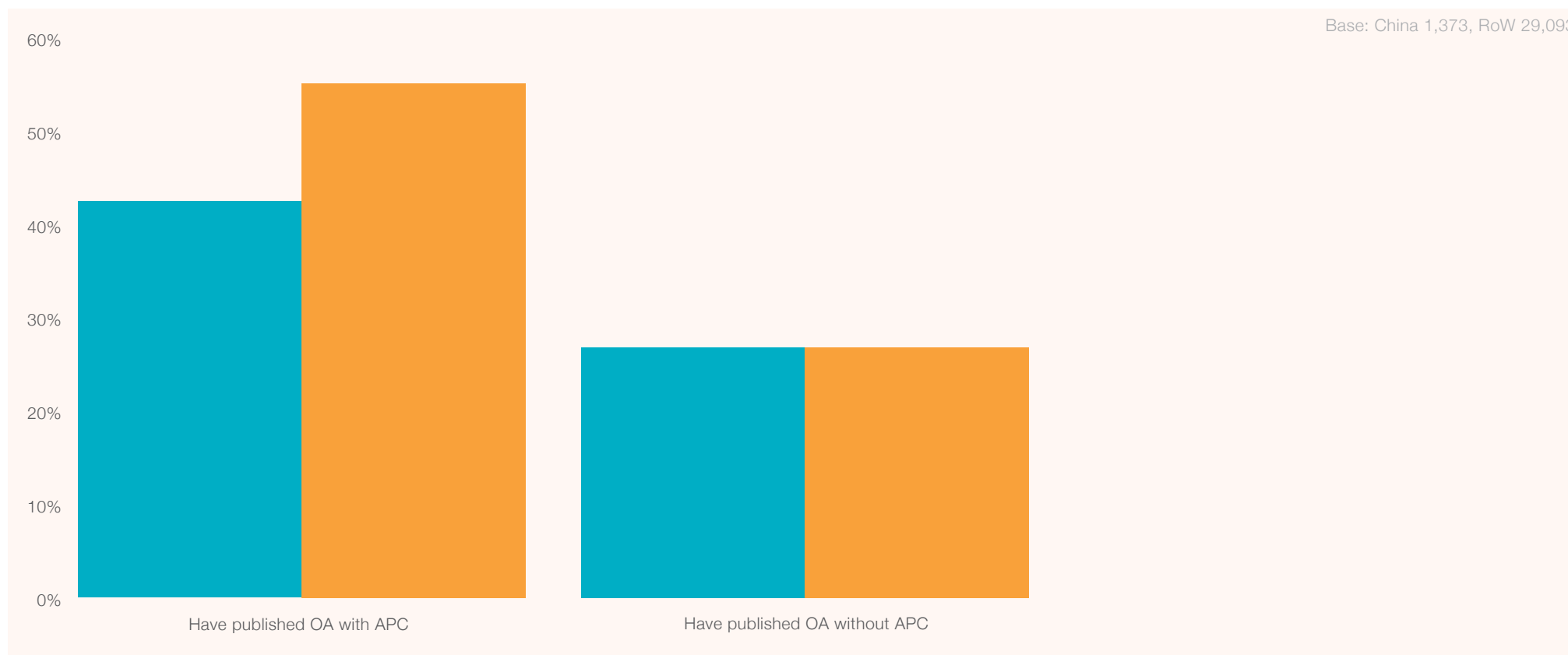


Most significant differences:

Reputation and Likelihood of acceptance by journal – more important to **authors in China** than to **RoW**.

Relevance of journal less important to **authors in China** than to **RoW**.

3 OA activity by authors in China



Authors that have published
1+ OA papers in last 3 years

63%

57%

Authors that have
published papers ONLY
via OA in the last 3 years

14%

5%

Authors that have
published at least one
paper OA paying an APC

52%

43%

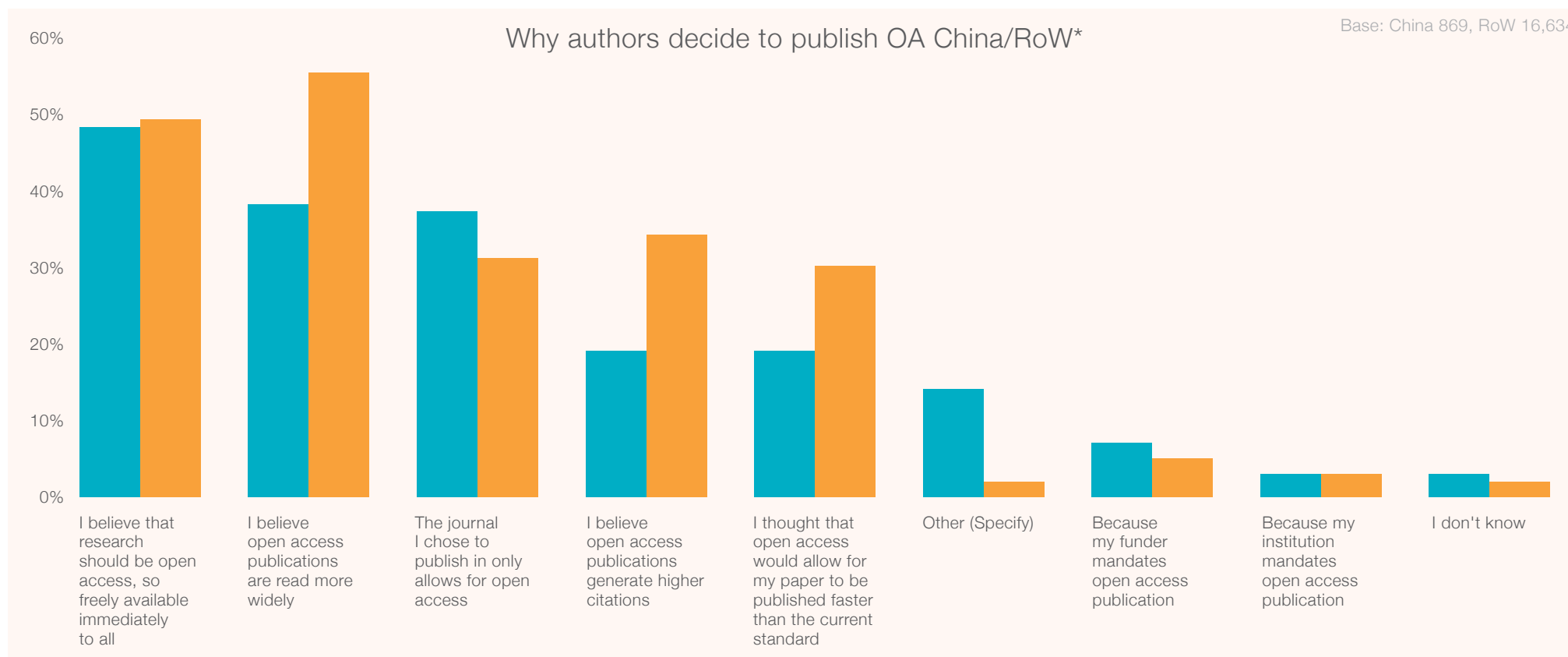
Authors that have published
at least one paper OA
without paying an APC

26%

26%

(Some authors have published OA
both with and without an APC)

4 Reasons for publishing OA



Most common reasons for deciding to publish OA

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

Authors	China	RoW
I believe that research should be OA, so freely available immediately to all	49%	48%
I believe open access publications are read more widely	55%	38%

Least common reasons for deciding to publish OA:

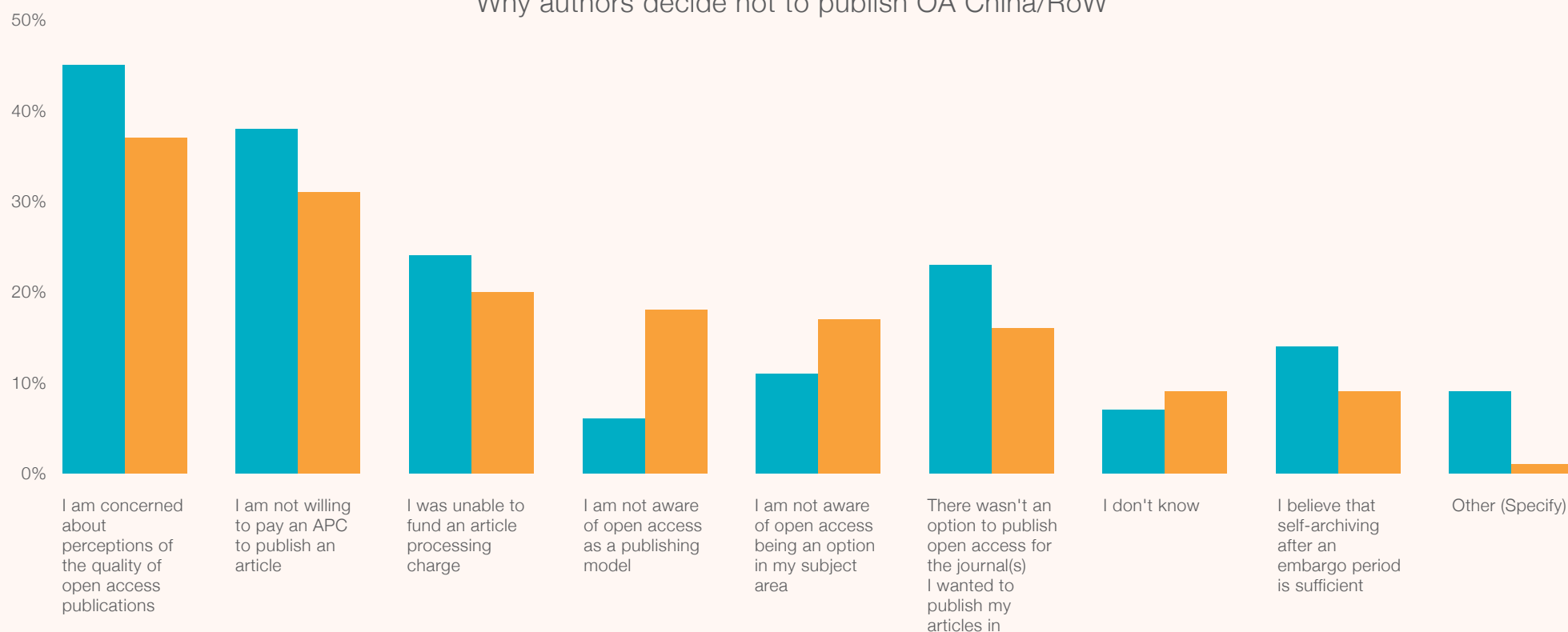
Authors	China	RoW
Because my institution mandates open access publication	3%	3%

Notable that **authors in China** seem significantly more likely than authors from **RoW** to believe OA publications are read more widely, generate higher citations and allow for papers to be published faster than the current standard.

5 Main reasons for not publishing OA

Why authors decide not to publish OA China/RoW*

Base: China 504, RoW 12,459



Most common reasons for deciding not to publish OA

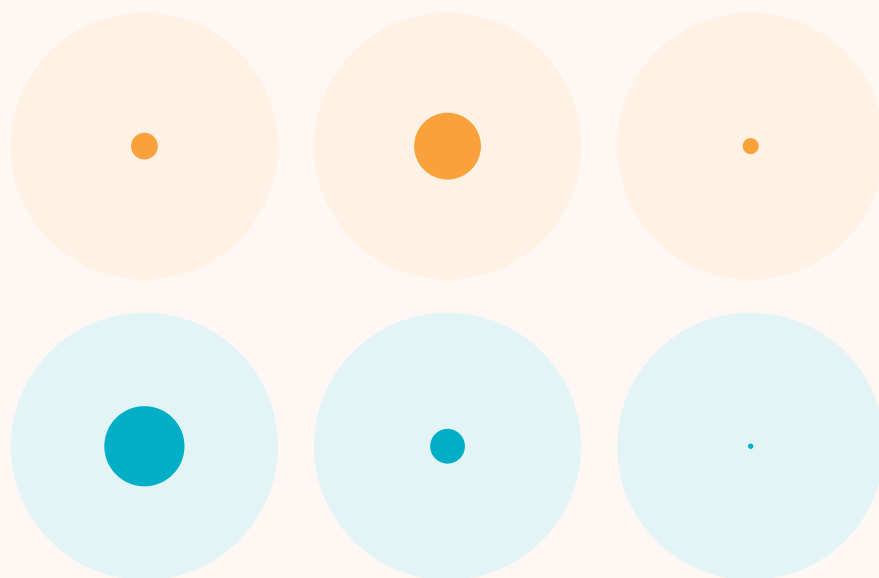
*(asking authors that hadn't in the last 3 years):

Authors	China	RoW
I am concerned about perceptions of the quality of OA publications	37%	45%
'I am not willing to pay an APC to publish an article'	31%	38%
'I was unable to fund an article processing charge'	20%	24%

One notable difference between **China** and **RoW**: amongst authors who have not published OA in the last 3 years, those in **China** seem to be less aware of OA as a model – **18% unaware in China, 6% unaware in RoW**.

6 APCs for OA & funding available

How much funding do you have access to this year to cover publication costs?



No budget for publication costs: **10% of China authors, 30% of ROW authors**

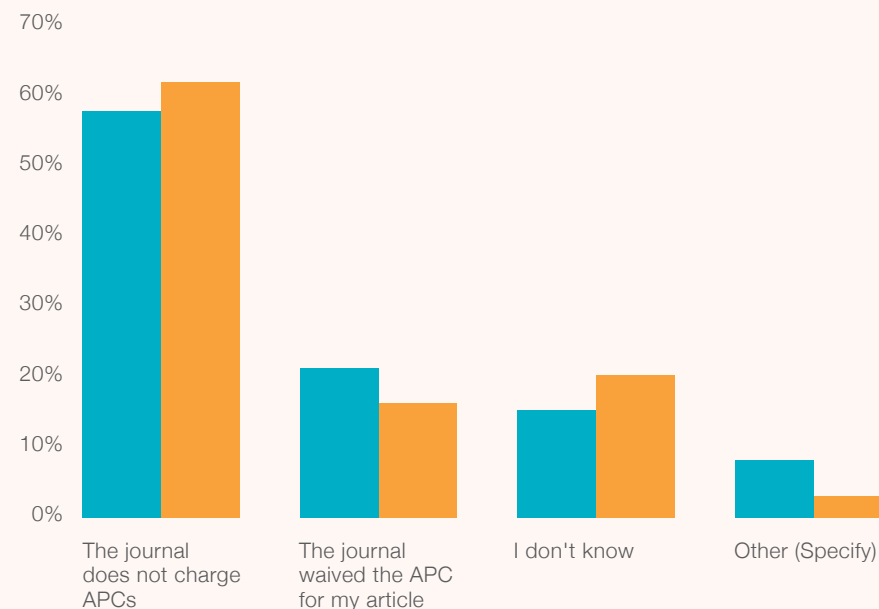
Publication budgets of \$1,000-\$4,999: **25% of China authors, 13% of ROW authors**

Publication budgets of \$5,000 and above: **6% of China authors, 2% of ROW authors**

Base: China 1,373 RoW 29,095

Reasons why authors did not pay APC

Base: 7,026



26% of authors in China published OA via a model that did not require an APC in the last 3 years (compared to **23% for RoW**).

The reasons that Chinese authors gave for not needing to pay an APC were:

Authors	China	RoW
The journal does not charge APCs	61%	57%
The journal waived the APC for my article	16%	21%

7 Publication funding

80% of China authors report that they have budget for publication costs - compared to only **56% of RoW authors**.



funding comes from
their funder as part
of an existing grant



81%

61%

funding comes
from their institution



20%

36%

funding comes from
their funder, by applying
for an additional grant



10%

5%

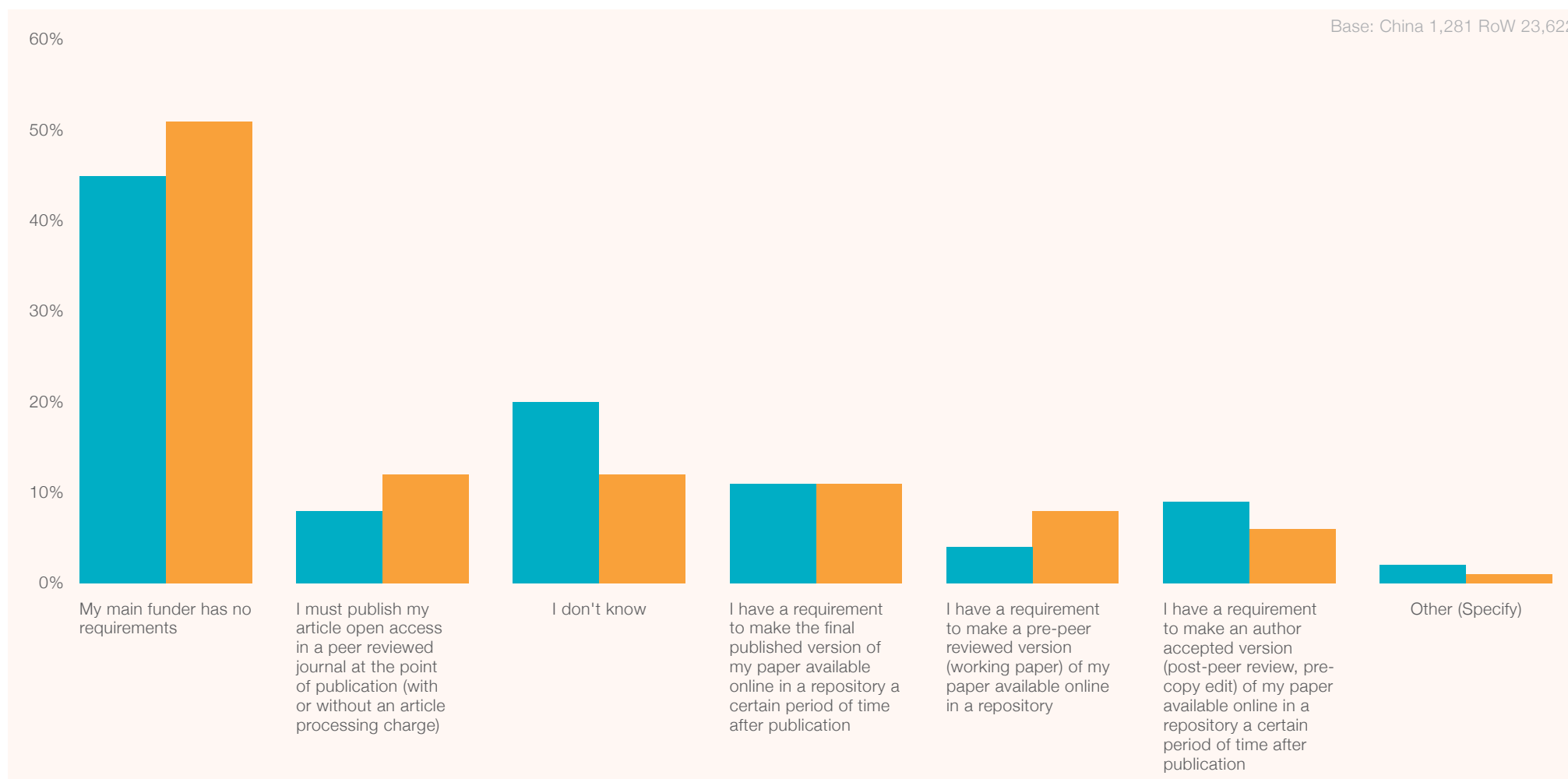
funding comes
from their department




10%

23%


8 Awareness of funders mandates on OA



Main funder has no requirements when it comes to publishing OA 

51%

45%

Do not know if there are any requirements from their funder 

12%

20%

There is a requirement to publish OA 

12%

8%

9 Methodology

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.