# **README file**

The files included here are a part of the Library 101 Toolkit (<https://sites.duke.edu/library101_instructors/>) developed by Research & Instructional Services librarians at Duke University. The content is intended for educational purposes. Each image has information about the source in the “Details” field (metadata field) of the file. Each Google Slides slide has details in the speaker notes field. A full list of sources is also found below.

Questions?

Contact: Hannah Rozear, [hannah.rozear@duke.edu](mailto:hannah.rozear@duke.edu), Duke University Libraries

[**README file**](#_erratck27vtq) **1**

[Information Privilege](#_7pfqvy4utz7e) 1

[Journal Prestige](#_9frw4prnrfw7) 1

[Paywalls & Information Costs](#_hv4ttrpyyz0e) 2

[Scale of Scholarly Publications](#_6bfrr7mxcdrd) 3

[Subscription & Open Access](#_td4lvxhp4xz1) 3

### **Information Privilege**

Duke University Libraries, “Invisible Knapsack,” Graphic inspired by Peggy McIntosh’s 1989 essay, “[White Privilege: Unpacking the Invisible Knapsack](https://nationalseedproject.org/white-privilege-unpacking-the-invisible-knapsack).” Backpack graphic by Amelia Rozear.

Ramírez-Djumena, Natalie (2016). Digital Divide. Infographic by the IMF. URL: <http://www.imf.org/external/pubs/ft/fandd/2016/09/picture.htm>. Text and charts are based on World Development Report 2016: Digital Dividends, published by The World Bank in January 2016. The report is available at [www.worldbank.org/en/publication/wdr2016](http://www.worldbank.org/en/publication/wdr2016).

### **Journal Prestige**

Scimago Visualization. Screenshot from <https://www.scimagojr.com/shapeofscience/>.

### **Paywalls & Information Costs**

Duke University Libraries, “Profit Margin Table,” updated profit margin table inspired by Alex Holcombe’s profit margin tables, <https://alexholcombe.wordpress.com/2015/05/21/scholarly-publisher-profit-update/>

Profit Margin Data Sources:

Figures sourced to the most recent annual report issued by the company. Total net sales or revenues, and net income or loss was used to calculate profit margins where available.

Amazon: 2017

Total sales: $ 173,760 million

Net Income: $3,033 million

Profit margin: 1.7%

https://ir.aboutamazon.com/annual-reports

BMW Group: 2017

Total revenues: $98,678 million

Net income: $8,706 million

Profit margin: 8.8%

https://www.bmwgroup.com/en/investor-relations/financial-reports.html

Google (Alphabet): 2017

Total revenues: $110,855 million

Net income: $12,662 million

Profit margin: 11.4%

https://abc.xyz/investor/

Apple: 2017

Net sales: $229,234 million

Net income: $48,351 million

Profit margin: 21.1%

https://investor.apple.com/investor-relations/sec-filings/default.aspx

Taylor & Francis Group (subsidiary of Informa): 2017

Total revenue: £530 million

Adjusted operating profit: £208 million

Profit margin: 39.2%

\* Note: reported as the Academic Publishing division of Informa. Adjusted operating profit is about $50 million higher than operating profit and excludes amortization of assets and restructuring costs.

https://informa.com/investors/annual-reports/

Elsevier (subsidiary of RELX Group): 2017

Total revenue: £2,478 million

Adjusted operating profit: £913 million

Profit margin: 36.8%

\* Note: reported as the Scientific, Technical, and Medical Division

https://www.relx.com/media/press-releases/year-2018/annual-report-2017

Duke Libraries. ScienceDirect Shopping Cart, web clipping, October 8th, 2018.

Google Slides

* Tenontosaurus example. Web clipping from Twitter, [Wikipedia](https://commons.wikimedia.org/wiki/File:Tenontosaurus_BW.jpg), and paywall page.
* Duke Libraries. Google results. Web clipping.
* Which cost more: [Lamborghini](https://en.wikipedia.org/wiki/Lamborghini_Hurac%C3%A1n#/media/File:2017-03-07_Geneva_Motor_Show_1287.JPG) or Web of Science
* Which cost more: your own private island\*, or IEEE xplore
* Which cost more: House with a war bunker, or 1-year’s worth of Elsevier journals
* Which cost more: 2018 Jeep Grand Cherokee, or 1-year’s worth of JSTOR
* Which cost more: your own private island, or 1-year’s worth of Elsevier journals
* \*Island picture and information from, Private Islands, Inc., <https://www.privateislandsonline.com/>

Memes:

* Baby Doing Internet Research, 2018.
* Brace Yourself The Paywall is Coming, <https://makeameme.org/meme/brace-yourself-the-5b4cdf>, 2018.
* Crying Woman Paywall, <https://imgflip.com/i/2e4i2f>, 2018.
* One Does Not Simply Click and Get Free Full Text, 2018.
* Spock Hits a Paywall, <https://imgflip.com/i/2e4heh>, 2018.

### 

### **Scale of Scholarly Publishing**

University of Winnipeg Library, Scholarly Communication Department, <https://library.uwinnipeg.ca/scholarly-communication/index.html>

Portland Community College Library, Know Your Sources, Infographic, <https://www.pcc.edu/library/scripts/know-your-sources/index.html>

### **Subscription & Open Access**

PhD Comics. “Open Access Explained.” <https://www.youtube.com/watch?v=L5rVH1KGBCY>. Animation by Jorge Cham, Narration by Nick Shockey and Jonathan Eisen, Transcription by Noel Dilworth. Produced by Right to Research Coalition, the Scholarly Publishing Resources Coalition, and the National Association of Graduate-Professional Students.

Ubiquity Press. “Article Processing Charges.” Graphic. <https://www.ubiquitypress.com/site/publish/>.