



SCIENCE FOR THE BENEFIT OF HUMANITY

INSIGHT

TALKS ON SCIENCE, POLICY, AND THE HUMANITIES FOR THE ROCKEFELLER CAMPUS

MONDAY, OCTOBER 27, 2008

Peter Jerram

Chief Executive Officer
Public Library of Science

Open Access: Accelerating Scientific Progress

Does the traditional subscription-based model serve science and medicine? Medical and scientific research results — which constitute a vast compendium of medical knowledge — are privately owned and sold only to those who can afford it. While publishers make sizeable profits by restricting access, most potential audiences worldwide have no access to primary literature. Mr. Jerram advocates that science and medicine would advance much more quickly if information were openly available. By taking advantage of the internet, with its capacity to efficiently and rapidly disseminate information, the Open Access movement is accelerating an existing trend in the scientific community by encouraging scientists to publish important research in completely unrestricted form. Mr. Jerram will highlight the latest developments in the Open Access movement.

Mr. Jerram's career has been intertwined with the internet and publishing since the early 1990s, when he was an independent consultant for Silicon Valley companies including Sun Microsystems and Apple Computer. He was also an internet strategist at PricewaterhouseCoopers, where he worked in health care, higher education and financial services. For seven years Mr. Jerram headed internet business at World Savings (now Wachovia), where he directed all aspects of online business, from strategic planning and user experience to development, programming and infrastructure. He is the author of two books on business and technology, *The Web at Work* and *Multimedia Power Tools*. Mr. Jerram holds a bachelor's degree in theater arts from the University of California, Santa Cruz.

CASPARY AUDITORIUM, 6–7 P.M.

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