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Open Access Now!

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Research notes in the form of a deck of slides assembled by Ernesto Priego for the Open Access debate organised by Roger Sabin at Central Saint Martins, University of the Arts, London, Monday 18 March 2013.

Too Much Text on These Slides!

- Yes. These slides are meant to be accessed openly online and read as a deck of research cards or notes.
- They do not necessarily represent what was shown in situ.
- This is a type of open access scholarly output or educational resource. It took some time and effort (i.e. £) to create.
- Less than 20 people attended the event. This is normal and even successful in many cases of academic events. Many more will hopefully get an idea of what I discussed through this resource.
- These research notes were published online after the event they were created for as a PDF and are licensed by Ernesto Priego under a Creative Commons Attribution 3.0 Unported License.

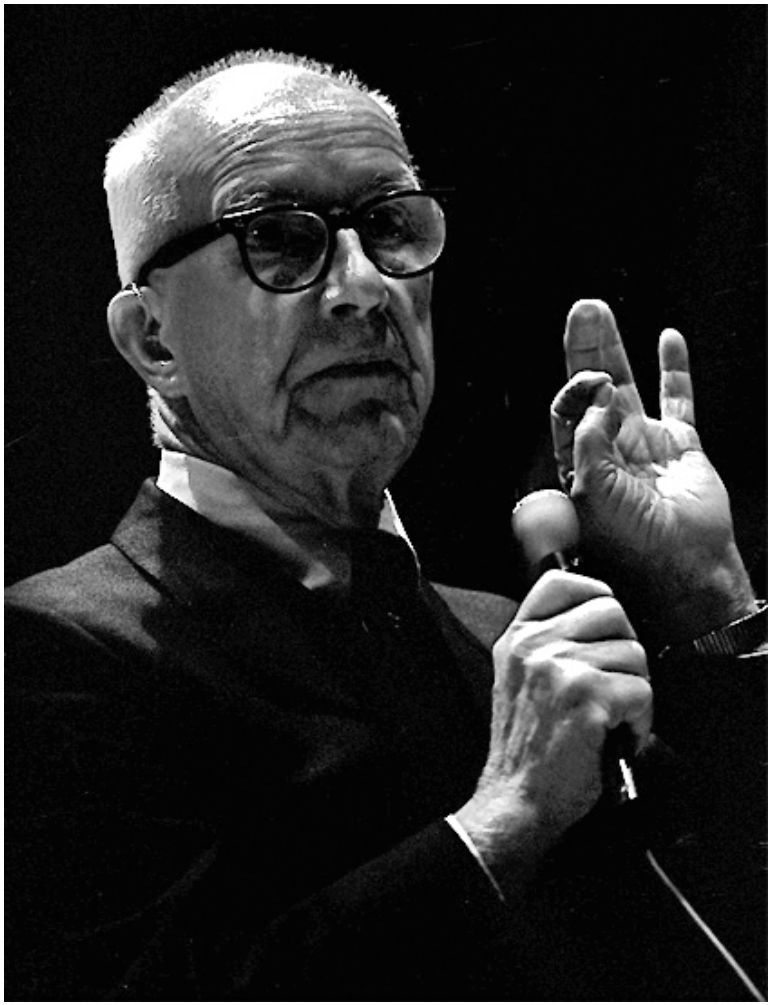
“You never change things by fighting the existing reality.

To change something, build a new model that makes the existing model obsolete.”

-Buckminster Fuller,

American Architect

(1895-1983)



Digital Scholarship

Scholars engaged in digital scholarship:

- have advanced digital literacy skills
- self-archive
- filter and share with others
- blog about their research
- publish in open access journals
- comment openly on the works of others
- build networks

(After Terry Anderson, 2009; Martin Weller, 2011)

- Scholars ask: all cool, but who rewards/incentivises/funds all this?

Scholarly Outputs (Cronin 2012)

From 1970:

- Working paper
- Occasional paper
- Preprint
- Conference paper
- Journal article
- Letters
- Research notes
- Monograph
- Book review
- Literature review

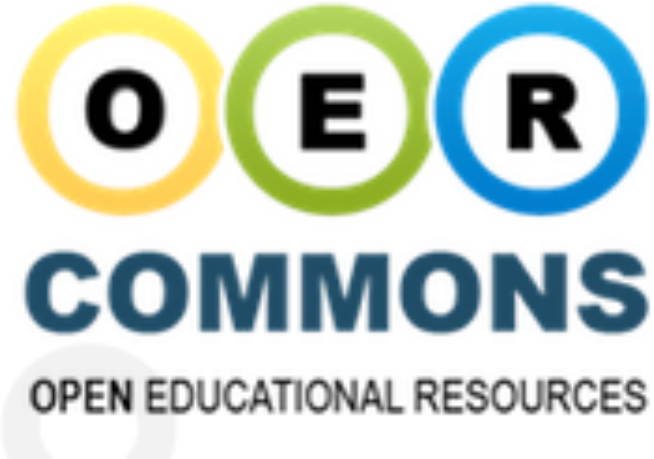
From 2010:

- Same as 1970 plus… Journal article and supplementary materials
- Hyperlinked articles
- Tweets
- Blogs
- Videos (YouTube)
- E-preprints
- Webpages
- Webinars/podcasts etc.

Scholarship = Dissemination

- No longer completely different tasks
- The harder it is to find something, the harder it is to access it
- The harder it is to access something, the harder it is to find an audience
- The harder it is to find an audience, the harder it is to create sustainable engagement
- The harder it is to create sustainable engagement, the harder it is to have an impact
- If it can’t be accessed, it won’t be read
- If it can’t be read, it won’t be cited
- Again, same issue: since not everyone does it naturally, an official system of incentives/rewards needs to allocate financial, infrastructural, time resources for this

In a world based in sharing and reusing (the Web) attribution, reciprocity and feedback are the key best practices



http://creativecommons.org/ http://www.oercommons.org/

Greatest anxieties about Open Access right now are around Intellectual property, plagiarism, copyright law in the digital age. We need to study and communicate better how existing legal frameworks interact with existing Creative Commons licenses and institutional funding and publisher's policies

Open Access Explained*

Jorge Cham (2012) http://www.youtube.com/watch?v=L5rVH1KGBCY

*Open Access is not only for “scientists”!

The Real Cost

- For better or worse, the Web is the primary gateway to information search and access
- What is not accessed is not used
- In the Web, friction reduces attention and usage
- Paradigm shift in the attention economy and the economics of online attention: if there's a paywall you will jump over it without paying
- We need more honesty in why academic work is published in non-OA journals that are expensive, restrictive and difficult to find
- Academics already pay to write and publish articles in paywalled journals even if not directly
- We need scholars form arts, humanities and social sciences fields to engage in a critical revision of copyright, lincensing, functions of academic publishing

OA: No Paywall

- Open-access (OA) literature is digital, online, free of charge [to the reader; in some cases to authors through waivers], and [ideally] free of most copyright and licensing restrictions [through Creative Commons licenses].
- What makes it possible is the Internet and the consent of the author or copyright-holder.

(Peter Suber 2008)

Compatible with Research Excellence

- OA is entirely compatible with peer review, and all the major OA initiatives for scientific and scholarly literature insist on its importance.
- Just as authors of journal articles donate their labor, so do most journal editors and referees participating in peer review.

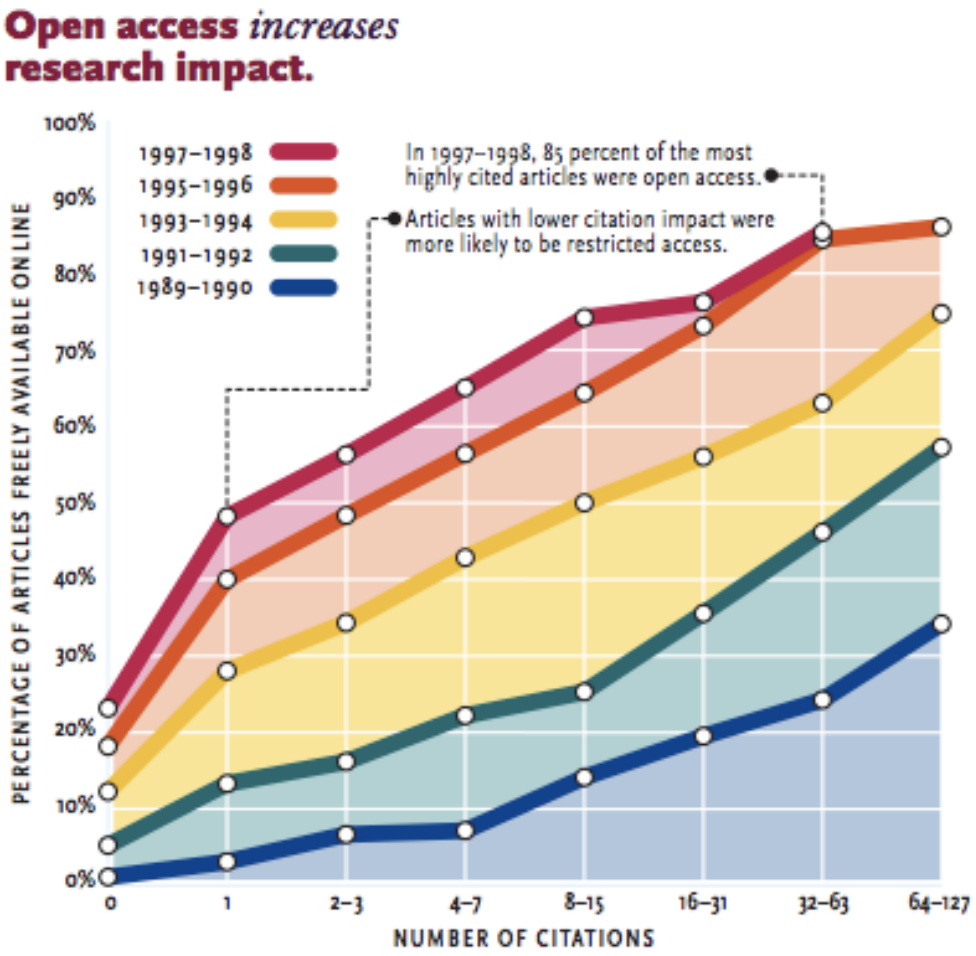
(Peter Suber 2008)

OA is Not Free to Produce

- OA literature is not free to produce, even if it is less expensive to produce than conventionally published literature.
- The question is not whether scholarly literature can be made costless, but whether there are better ways to pay the bills than by charging readers and creating access barriers.
- Business models for paying the bills depend on how OA is delivered.

(Peter Suber 2008)

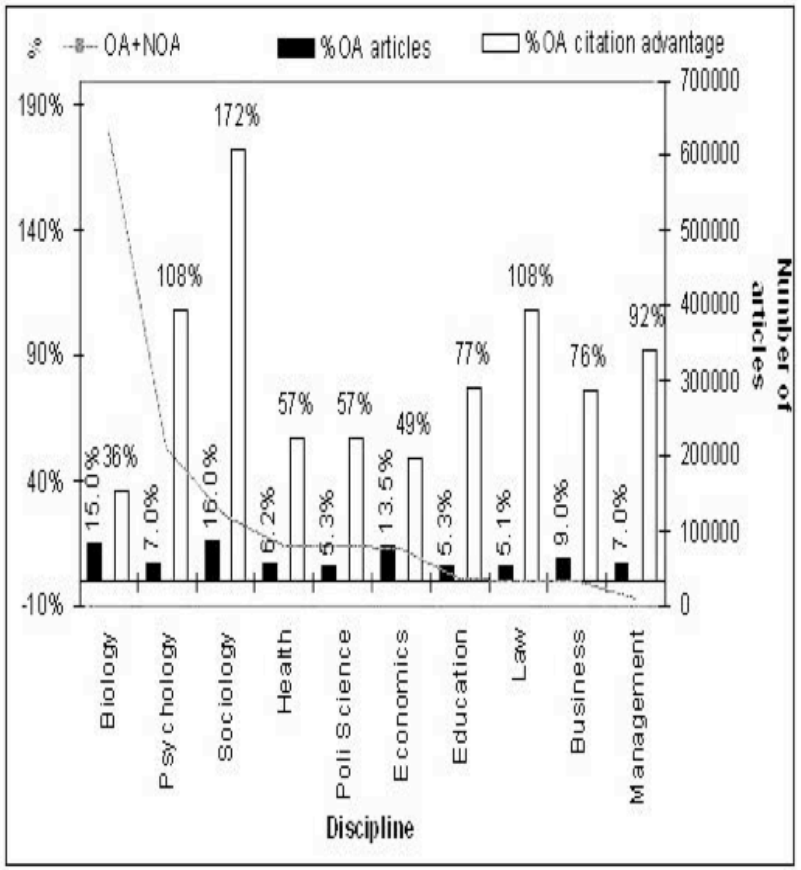
OA Reduces Friction



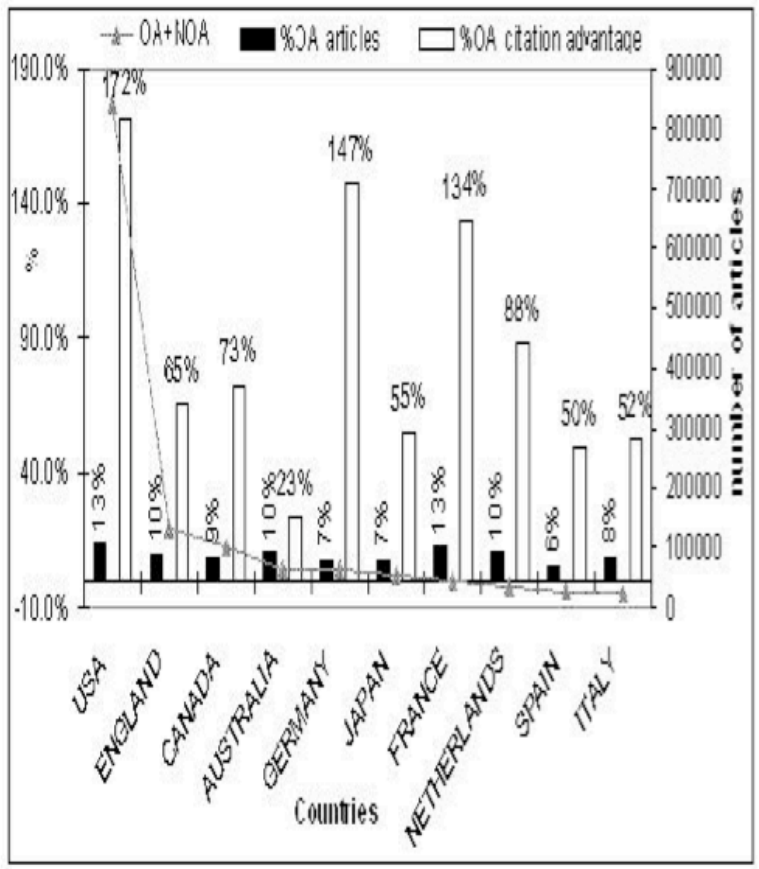
SPARC 2004

More Evidence

(a)



(b)



(Hajjem, Harnad and Gingras, 2005)

Hajjem, Harnad and Gingras, 2005

- “Ten-Year Cross-Disciplinary Comparison of the Growth of Open Access and How it Increases Research Citation Impact”
- Papers on open access journals have a higher citation impact than non-OA journals

OA Can Increase Impact

"In order to maximise the impact of their research, researchers need to make it Open Access"

–Robert Kiley, Head of Digital Services, Wellcome Trust

(LSE Future of Academic Impacts conference, London, 5 December 2012)

Online Presence = Citations

- Citations in Wikipedia correlate with JCR data (Nielsen, 2007)
- Articles in the top quartile of tweets were 11 times more likely to be in top quartile of citations 2 years later (Eysenbach, 2012)
- Positive correlations between inclusion in reference managers and citation (Bar-Ilan, 2012; Li etal. 2011; Priem et al., 2012)
- Downloads predict /correlate with subsequent citation (Brody et al., 2006).

(Cronin 2012)

Tweeting, Blogging and OA Repositories

- “If you tell people about your research, they look at it. Your research will get looked at more than papers which are not promoted via social media”
- “before I blogged and tweeted them, had one to two downloads, even if they had been in the repository for months (or years, in some cases). Upon blogging and tweeting, within 24 hours, there were on average seventy downloads of my papers” Melissa Terras (2012).

Two Main Paths

- There are two primary vehicles for delivering OA to research articles:

1. OA journals and
2. OA archives or repositories.

(Peter Suber, 2004)

Peter Suber on OA Journals

- “OA journals perform peer review and then make the approved contents freely available to the world.
- Their expenses consist of peer review, manuscript preparation, and server space.
- OA journals pay their bills very much the way broadcast television and radio stations do: those with an interest in disseminating the content pay the production costs upfront so that access can be free of charge for everyone with the right equipment.
- Sometimes this means that journals have a subsidy from the hosting university or professional society. Sometimes it means that journals charge a processing fee on accepted articles, to be paid by the author or the author’s sponsor (employer, funding agency).”

Article Processing Charges (APCs)

- OA journals that charge processing fees usually waive them in cases of economic hardship. OA journals with institutional subsidies tend to charge no processing fees.
- OA journals can get by on lower subsidies or fees if they have income from other publications, advertising, priced add-ons, or auxiliary services. Some institutions and consortia arrange fee discounts.
- Some OA publishers waive the fee for all researchers affiliated with institutions that have purchased an annual membership.
- There's a lot of room for creativity in finding ways to pay the costs of a peer-reviewed OA journal, and we're far from having exhausted our cleverness and imagination.

(Peter Suber, 2008)

Peter Suber on OA Archives and Repositories

- OA Archives or repositories: OA archives or repositories do not perform peer review, but simply make their contents freely available to the world. They may contain unrefereed preprints, refereed postprints, or both.
- Archives may belong to institutions, such as universities and laboratories, or disciplines, such as physics and economics. Authors may archive their preprints without anyone else's permission, and a majority of journals already permit authors to archive their postprints.

Peter Suber on OA Archives and Repositories

- When archives comply with the metadata harvesting protocol of the Open Archives Initiative, then they are interoperable and users can find their contents without knowing which archives exist, where they are located, or what they contain.
- There is now open-source software for building and maintaining OAI-compliant archives and worldwide momentum for using it. The costs of an archive are negligible: some server space and a fraction of the time of a technician. expenses consist of peer review, manuscript preparation, and server space.

Open Access:
Unlocking What You Do, So What You Do Gets Read!
Two Current Official Routes

- Green: authors deposit copy of pre-print or post-print in an "institutional repository" or other open web-site
  - Over 600 open repositories already established world-wide
- Gold: authors publish in peer-reviewed journals funded by publication charges (APCs) rather than by library subscriptions

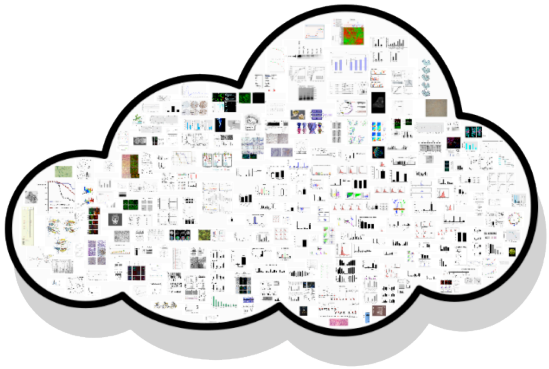
UK OA: Finch Report

- “Accessibility, sustainability, excellence: how to expand access to research publications. Report of the Working Group on Expanding Access to Published Research Findings”, Dame Jude Finch OBE, June 2012
- Publicly-funded research needs to be accessible by the public who funded that research.

Find that Policy!

http://www.sherpa.ac.uk/romeo/

Alternatives!
“Get Credit for All Your Research” (with DOIs!)
http://figshare.com/



A **cloud based** research data management system where you can:

Manage your research outputs privately and securely

Make your research outputs citable, sharable, discoverable

Figshare:
An Alternative Model of Web Selfarchiving (with DOIs!)

A Whole New Game
(biological and medical sciences)

https://peerj.com/

"PeerJ is an Open Access publisher of scholarly articles. We aim to drive the costs of publishing down, while improving the overall publishing experience, and providing authors with a publication venue suitable for the 21st Century."

Open Library of Humanities

https://www.openlibhums.org/

Aims to provide a platform for Open Access publishing that is:

- Reputable and respected through rigorous peer review
- Sustainable
- Digitally preserved and safely archived in perpetuity
- Non-profit
- Open in both monetary and permission terms
- Non-discriminatory (APCs are waiverable)
- Technically innovative in response to the needs of scholars and librarians
- A solution to the serials crisis

Ubiquity Press

http://www.ubiquitypress.com/

"Open access publisher of peer-reviewed, academic journals. Our flexible publishing model makes journals affordable, and enables researchers around the world to find and access the information they need, without barriers."

Yes, Policy is Not Perfect…

- …but the solution cannot be to go on doing things as usual.
- How can arts and HSS scholars engage in a constructive critique of policies that have already been decided?
- How can we proactively and imaginatively develop innovative OA mechanisms that reflect the different scholarly cultures (needs, opportunities, challenges) of arts and HSS fields?

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- Other sources used are referenced in my blog posts listed above or on the slides themselves.

Thank you!

- Direct feedback:
- @ernestopriego,
- http://epriego.wordpress.com/
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