Open Access…
Increasing engagement with academics to move beyond compliance

Dawn Hibbert
Head of Research Support
University of Northampton
Journey towards Open Access

- 2002 – Budapest Open Access Initiative
- 2003 – Bethesda Statement & Berlin Declaration
- 2008 – Sherpa/Romeo Created
- 2013 – Finch Report & RCUK OA Policy – BIS & RCUK Funding
- 2014 – HEFCE’s Open Access Policy Announced
- 2016 – HEFCE’s Open Access Policy Commenced
- 2017 – Move to FAIR – Findable, Accessible, Interoperable and Reusable
2013… Finch Report, RCUK OA Policy, BIS, RCUK Funding & Orcids!

- “Dirty Manuscript”
- “Would jeopardise my career as a serious academic”
- “It’s in the library – you can get a copy from there”
- “It’s only £30 to buy the journal I publish in, if I make my article free the journal will go under”
- “If people want to read my work they should pay for it”
- “My work’s not funded by RCUK so doesn’t apply”
- “I don’t want everyone to be able to read it, the people in my field are already able to read it”
2014 (After HEFCE’ Open Access Announcement)...

• “I don’t have time for this”
• “I don’t have to give you anything until 2016”
• “It doesn’t apply to my work”
• “I can’t find it”
• “What’s an accepted manuscript?”
• “Can’t you use the published version?”
• “Here’s a link to it, it’s on.. (SSRN, research gate or academia)”
• “This is the version the publisher gave me”
• “What about third party images”
2016/2017

• “This is likely to be submitted in the next REF can the University pay for the APC?”
• “Can I make my work gold open access retrospectively?”
• “We need funding for gold open access for non-funded research”
• “You can remove my item if it helps for compliance for the University”
• “I’m not going to be submitting it to the REF anyway”
• “But it’s in Arxiv/SSRN/Another University, so you don’t need it”
It's all about the
At least it is in the UK… But… is the STICK better than the chocolates (carrots!)?

Or
Benefits Emphasised

- More exposure for your work
- Practitioners can apply your findings
- Higher citation rates
- Your research can influence policy
- The public can access your findings
- Compliant with grant rules
- Taxpayers get value for money
- Researchers in developing countries can see your work

CC-BY Danny Kingsley & Sarah Brown
“Exasperated by rising subscription costs charged by academic publishers, Harvard University has encouraged its faculty members to make their research freely available through open access journals and to resign from publications that keep articles behind paywalls.”
28 April 2014: Imperial have released their subscription data – £1,340,213. This takes the Russell Group to a total of £15.7 million in subscription fees to Elsevier alone with data related to four universities still outstanding.” (Brook, 2017)
"The potential for positive effects from open access on citation rates has been widely promoted for some years, but this is the first time we have analysed our home-grown outputs. Not only does open access make our research outputs widely available and visible, we can correlate the open access figures with increased citation rates." (Bath.ac.uk, 2017)
4 “Open Access publications get a 22% higher citation rate” (Kullman, 2014)

Education…
Greater Impact…
Transparency…
Trust!
2017… And Beyond

- Acceptance (if reluctant) that articles must be open access!
- Extending open access to other outputs
- Focus on visibility of research outputs
- Shifting focus to Digital Preservation

“If it’s all open access… how do people find “my” work… and how do “I” find the research “I” need…”
Increasing Engagement with Open Access

- Demonstrating the Value – Automatic tweeting of full-text deposited in Repository

---

NECTAR
@NECTAResearch

#UniNhants ~OA Effect of soil conditions and landscape factors on macro-snail communities... dlvr.it/PdTgw4 #Environmental #Science

2:58 PM - 11 Aug 2017

1 Like
Increasing Engagement with Open Access

- Decreasing administrative time – clear and precise guidance
- Gathering examples of when open access has made a direct different to academics work
- Increasing visibility of outputs
- Repository – mobile friendly? Indexed?
- Provide academics with visual statistics – use of altmetric donut
## Increasing Engagement with Open Access

### Top 10 Downloads

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Publication Details</th>
<th>Downloads</th>
</tr>
</thead>
</table>
Increasing Engagement with Open Access
Increasing Engagement with Open Access

2913

Mentioned by
- 97 news outlets
- 59 blogs
- 2289 tweeters
- 10 weibo users
- 164 Facebook pages
- 3 Wikipedia pages
- 77 Google+ users
- 1 research highlight platform
- 1 Q&A thread
- 3 video uploaders
Increasing Engagement with Open Access

• Impact Story
• Kudos
• Link from Repository to all other networks
• Include DOI of research output in press-releases
• Use data from Altmetrics
Note that all our data, including model + the photos used to generate it, are open and available on @figshare:

8.5 m Ammonite tool mark (trace fossil of shell dr...
An 8.5 m Ammonite Trace. From Lomax et al 2017, PLOS ONE. Contains model (*.obj), material (*.mtl), texture (*.jpg), and complete photoset used to genera...
figshare.com
The value of data preservation

“Good Research practice is one of the foundations of high-quality research. Robust, reliable and reproducible studies are fundamental to driving scientific progress” (Wellcome.ac.uk, 2017)
Workflows

- Limited Academic Engagement
- Mediated Academic Engagement
- No Engagement Required

...The path of least resistance & maximum output
Workflows

• Limited Academic Engagement

“academics gave us a clear mission: *a one button solution to open access*. We haven’t quite achieved that yet, but since May we are running a new workflow that reduces the complexity to one sentence: ‘When you have a paper accepted, deposit the peer-reviewed manuscript – we do the rest, no matter what type of open access.’” (Reimer, 2017)
Workflows

Mediated Academic Engagement

5 Steps… Or more!
- Prior to Publishing – check for compliance
- Create publication record
- Upload Accepted Manuscript
- Update record after published
- Library staff check metadata (sometimes twice – once on acceptance, once on publication)
Workflows

• No Engagement Required (in the future)

• Publishers send accepted manuscript and meta data to Repositories, including embargo periods (based on affiliation)

• Academics notified when accepted manuscript entered to Repository

• Repository automatically updated by publishers when articles published

• Repository and Publishers link with Orcids
Workflows

• No Engagement Required (in the future)

Do we really want that?
Workflows

• Engagement Required
  • But minimal administration burden on academics
  • Maximum outputs into repositories
  • Maximum discoverability
  • Knowledge disseminated quickly and preserved for future generations
Open Access has come a long way, but still has a long way to go... we need to move open access to being seen to be beneficial, and the “norm” rather than compliance and to be extended to data and datasets.

