

Rumours...

Bargains...

& Lies

How to advocate Open Access repositories more successfully

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Nottingham ePrints: <http://eprints.nottingham.ac.uk/>

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Overview

1. Findings from the SHERPA Project
2. Open Access terminology
3. Academic viewpoints
4. Librarian roles
5. Group work discussions
6. Tips for advocacy
7. Questions

SHERPA Project

- SHERPA Project
 - 2003-Jan 2006
 - Funded by JISC & CURL
- Core team based at University of Nottingham
 - Partner & affiliates across the UK
- Activities
 - Assisted in setting up institutional repositories
 - Investigated related issues and challenges
 - Drawing on experience in scholarly communication
- Dissemination of experience & advice
 - Copyright, advocacy, technical, preservation etc

Partner Institutions

- Birkbeck
- Birmingham
- Bristol
- British Library
- Cambridge
- Durham
- Edinburgh
- Glasgow
- Goldsmiths
- Imperial
- Institute of Cancer Research
- Leeds
- LSE
- Kings College
- Newcastle
- Nottingham
- Oxford
- Queen Mary
- Royal Holloway
- Sheffield
- SOAS
- SoP
- UCL
- York
- AHDS

Current SHERPA Activities

- SHERPA Plus
- SHERPA/RoMEO (& now JULIET)
- OpenDOAR
- DRIVER
- PROSPERO
- SHERPA DP
- EThOS
- Other projects planned
 - All related to scholarly publishing and open access

Key Findings from SHERPA

- Rational argument is not enough
- Repository adoption requires cultural change
- To achieve change requires engaging with academics on their own terms and concerns
- Setting up repositories is technologically simple – populating them is the challenge

Other Findings

- Costs are a variable
- Nottingham ePrints required 2 weeks of set up
 - Couple of days technical maintenance a year
 - 5 minutes a day on ingest
- Scalability remains an issue
 - Initial institutional models adopted
 - Unsuitable for wider/larger scale implementation
- Major cost is advocacy
 - Goal is cultural change

*As an author I want my research papers to
be read and cited.*

*In short, for the sake of my academic career
I need my research to have professional
visibility & the maximum possible impact.*

Jones, R (2006)

*Open access encourages a
wider use of information
assets and increases citations*

Hubbard, B (2005)

OA Terminology

- Open Access
 - Scholarly material freely available online material
- Repositories
 - Sites for collecting, preserving and proffering intellectual output to the World
- ePrints
 - Primarily, any electronic version of an academic research papers.
 - Usually relates to journal articles, but may include other formats such as electronic theses, reports, books, multimedia etc.
- Pre-print
 - A pre-peer-review draft of an academic publication
- Post-print
 - Final revised academic publication draft after it has been peer-reviewed

OA Terminology

- Self archiving/deposition
 - Process by which an author deposits the metadata & full text of their publication(s) in an open access repository
 - Mediated deposit
 - Process by which a third party deposits metadata & full text of an author's publication(s) in an open access repository
 - Ingest
 - The rate of materials being added into the repository
 - Copyright transfer agreement/assignment form
 - A legal form whereby an author transfers copyright of a particular work to a publisher
- *See SHERPA Glossary for more examples*

Copyright & Legality

- Who allows it?
 - 90% of journals, 78% of publishers
- Some caveats/restrictions
 - Your version not theirs
 - Not all allow drafts (pre-review) copies
 - Embargos (12 months-2 years)
- Archiving isn't suitable for everything
 - Some cases just not possible
- SHERPA/RoMEO
 - Guide to variations between 150 publishers

Academic Preconceptions

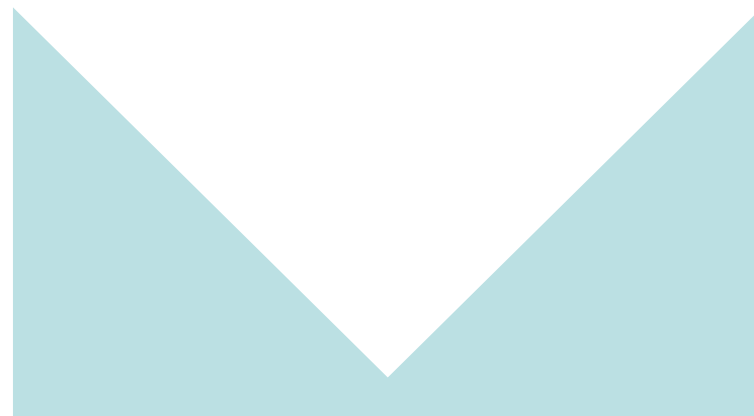
- Need to engage
 - Academics (common or garden)
 - Senior managers/administrators
 - Key change agents
 - But who are the hidden opinion leaders?
- STM academics will be enthusiastic
 - No, ALL disciplines engage
 - Differs between institutions

Academic Preconceptions

- Academics unprepared prepared to take on more work?
 - So any deposition service must be mediated
 - But what if:
 - Repositories are seen as vital to their career progression?
 - They don't want their competitors papers found more by Google?

Academic Viewpoints

- Reactions
 - It'll never work! Publishers will never allow!
 - It's fabulous!
- Academic types
 1. Innovators
 2. Early adopters
 3. Early majority
 4. Late majority
 5. Laggards
- Bipolar distribution



Open Access Benefits

- Wider readership
- Improved citation rankings
 - See Lawrence (2001), Antelman (2004) & Harnad & Brodie (2004)
- Faster communication
- Preservation & guaranteed long term access
- Enhanced departmental & institutional recognition
- Better personal professional standing

Academic Concerns

- Time demands
- Replacement for normal publication
- Quality control
- Plagiarism
- Commercial sensitivity
- Why not use personal site?
- Impact on professional societies

Repositories in Context

- Supplementary to traditional publication
 - Does not affect current research publication process
- Freely available online
 - No subscription to read
- Timely
 - Rapid communication of ideas and work
- Sustainable
 - Material available for years to come
- Improve access & availability
 - Easier, more rapid and long term
 - Improved readership
- Value added services

Issues

- Cultural change is the real problem
- Solutions must offers answers to problems
- Sheer number of academics to talk with/to effect change
- IR is seen as a low priority/importance to them
- Complex communication channels to navigate and of which to make us
- Mandates to deposit can be difficult to implement and may be regarded as interference with academic freedom

Librarians as Advocates

- Librarians have done their jobs too well
 - Academics unaware of problems (technical & financial) to maintaining access to published information
- Experience of those setting up repositories has been varied
- Librarians at all levels gatekeepers already
 - Many of the communication channels needed for effective advocacy.
- Blended role and multi-factorial skills base required
 - Suited to modern polymath librarian
 - Helps future proof professional skills set
 - Contributes towards ensuring long term institutional value

Librarians as Advocates

- Potential language and skills barrier to cross.
 - OMI-PMH, Harnadian, Berlin Declaration, ETD, OAIS, DSpace etc
- Setting up a repository not a major technical exercise
 - but is one where some computing skill helps
- Professional satisfaction of achieving that core librarian goal
 - Opening up the knowledge of humanity to humanity

Group Exercise

- In small groups discuss
 - Who would you target for advocacy?
 - What strategies and approaches could be adopted?
 - Are there any areas you'd avoid?
 - What potential advocacy activities might work?
 - Are there any likely issues to be resolved
- Feedback in 20 minutes

Some Possibilities

1. You are a medium sized institution and are tasked with establishing a repository by a service head as a low priority.
2. You are an established repository, but after a year of existence ingested just over 50 items. What approaches might be taken to improve this situation?
3. You work at a small (and cash starved) institution and are personally aware of the advantages of an OAR – how do you achieve cultural change and get one.

Feedback

- Who did you target for advocacy?
- Strategies and approaches to adopt?
- Areas to avoid?
- What activities might work?
- Are there any likely issues still to be resolved

Tips for Successful Advocacy

- Every institution will be different
 - No one approach that succeeds for all
- Message and medium must be tailored
 - Selling minutiae to ProVC is doomed to fail
 - Be where the academics are
- Advocacy isn't just top academics
 - Administrators, support staff, opinion leaders
- Form a steering group/oversight committee
 - With representation from all stakeholders to achieve wide scale concept buy-in.
- Mandates to deposit can be difficult to implement
 - May be regarded as interference with academic freedom.
 - Unless most senior of managers support

Tips for Successful Advocacy

- Select a focus for the phase 1 repository
 - Plan for Phase 2, 3 etc
- Mandates & direction from research funders are especially effective ways to enable cultural change
 - Wellcome Trust, NIH, RCUK etc.
- The RAE & other quality assurance audits
 - A route to your academics' hearts
 - New metric based approach suits repository functionality
- Dare to be different
 - Not just presentations and meetings
 - Lunches, staff induction, research services
- Meet the academics where they live as often as possible
- Be prepared for knockbacks

Future Impacts of OA?

- OAIRs aren't the only things that will have impacted on publishing in 10 years.
- Pressures from the public
 - Proof taxes are being used in the best way possible.
 - Greater need for a freedom of information and transparency
 - Demand for the ability to see work that has been conducted
- Learned societies
 - Could set up independent peer-review networks.
- To remain successful publishers will need to adapt
 - Or could face the same fate as British manufacturing industry.
- The Wellcome trust initiative
 - Means that publishers are making money twice.
 - If they get used to this as a business model lighter/more agile publishers will find ways to undercut them.

Conclusion

- Open Access increases visibility
 - Shares research publications freely & globally
 - Doesn't replace traditional publication
 - Benefits institution, department & individuals
- Cultural change is the key step
 - Achieved through focussed advocacy
 - Librarians well placed to implement
- Challenges remain

References & Further Reading

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