Johnson, Gareth J (2006) Rumours, Bargains and Lies: How to advocate Open Access repositories more successfully. In: CoFHE/UCR 2006 Conference, 3-6th July 2006, University of East Anglia (UEA), UK. (Unpublished)

Rumours…
Bargains...
& Lies

How to advocate Open Access repositories more successfully
UEA, July 2006

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SHERPA

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

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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

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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

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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

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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

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Other Findings

- Costs are a variable

- Notingham 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

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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)

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

Hubbard, B (2005)

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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

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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*

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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

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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
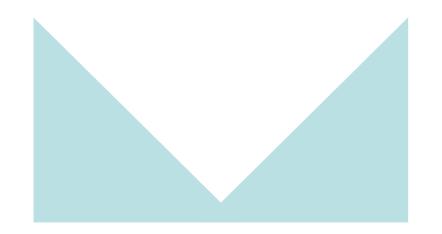
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Academic Preconceptions

- 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?

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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

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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

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Academic Concerns

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

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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

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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

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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

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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

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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

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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.

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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

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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

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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

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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 Welcome 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.

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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

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References & Further Reading

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