open scholarship

A CAMPUS WIN-WIN GAME

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5 LESSONS FROM THE WORLD OF GAMES

- Open Scholarship success needs a lot of buy-in
- Consider their viewpoint
- You have to know all the answers … and the questions
- Play the entire field
- Not every game is a contest: OA is about abundance, sharing and generosity

What is striking about Open Access is that it so obviously is the right and rational way for the research community to respond to the networked world

What is odd about OA is that so few in the research community yet appear to have understood (or at least accepted) its inevitability

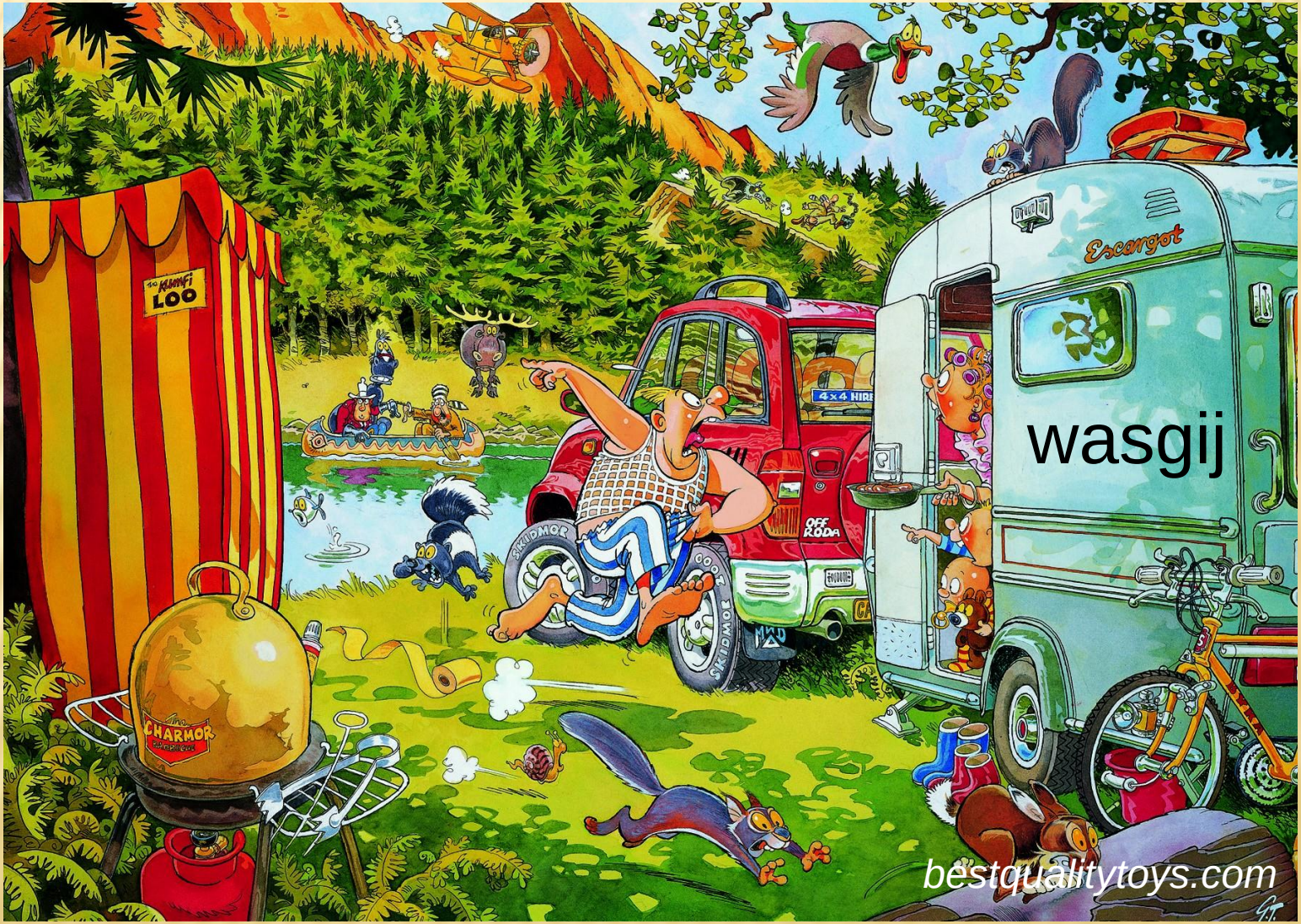
Prof Bernard Rentier, Rector: Liège University
poynder.blogspot.com/2011/06/oa-interviews-bernard-rentier-rector-of.html

1. A LOT OF BUY-IN IS NEEDED

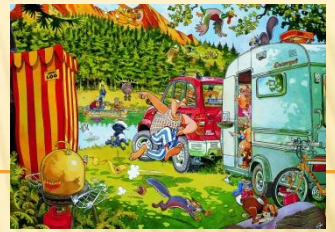
UNIVERSITY: A PLACE OF MANY AGENDAS

- **Researchers** – have to provide the content. They play different roles
- **University management** – financial and political backing
- **Research leaders** - can influence different groups
- **Library** - will probably host the IR, manage the mandate, do most of the advocacy
- **Research funders** - may have requirements of their own which can be dealt with simultaneously
- **Readers: researchers, students, teachers, public** – beneficiaries

2. CONSIDER THEIR VIEWPOINT

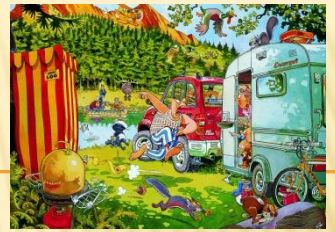


WHAT RESEARCHERS VALUE



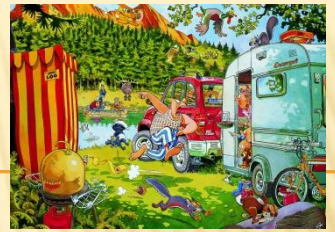
- **Whatever advances their careers and prestige in the research community**
  - Visibility → widest possible audience → more usage → citations and impact
  - Acknowledgement
  - Control over how their research is used
  - Institutional funds to help pay article page charges
- **Whatever advances the progress of science**
  - Effective research dissemination
  - Coherent , supportive work environment including integration with other systems and collaboration with others (even in other institutions)
  - Immediate, free, online access to all the literature needed for research
  - Data curation
  - Disciplinary primacy
- **Contribution to the public good / social responsibility** **(low)**
- **What's good for the university** **(reluctantly)**

WHAT MANAGERS VALUE



1. **Whatever advances the visibility and reputation of the University**
   -Showcasing the quality of the university's research
   - Complete and permanent record of intellectual effort
   - Visibility on the web and Google
   - Being part of an international movement
   www.openscholarship.org
   - Attracting top researchers, students and funds
- **Better research use, monitoring and management**
  - University's research used and built upon → impact
  - Effective monitoring and assessing research activity and expenditure
- **ROI**
  - Effective use of research funds, including money for library material
- **Whatever keeps researchers happy**

WHAT READERS VALUE



- **Level playing field for researchers worldwide**
  - all the information needed for research
  - online
  - freely available
- **A service that blends with their other work, e.g.**
  - integration with reference systems
  - integration with research reporting
- **Value-added services, e.g.**
  - browsing through subject based collections
  - inclusion of supplementary materials
  - links to cited material
  - federated searching
  - commenting …

3. YOU HAVE TO KNOW THE ANSWERS AND THE QUESTIONS

RESEARCHERS' CONCERNS

- Self-archiving infringes copyright and is therefore illegal
- This may jeopardise publishing in certain journals and/or disrupt existing relationships with publishers
- It is time-consuming and low-priority
- OA ≠ peer review ≠ high impact
- Interferes with traditional practice of scholars/researchers; e.g. disciplinary allegiance
- The missing postprint …
- General lack of awareness and correct information

What institutional repositories offer is not perceived to be useful, and what is perceived to be useful, institutional repositories do not offer (Dorothea Salo)

HOW TO APPROACH RESEARCHERS

- Make sure they are well informed: face-to-face interactions, information sessions, events, information material – whatever works for this group or this individual
- Give advice on copyright and create good tools and support to deal with it
- Demonstrate the success and potential of the repository – what else can it do for them
- Give them good statistics
- Lower the threshold for participation
- Start with champions and leave negative people in peace
- Meet them in their different roles
- Talk about scholarly communication
- Use every opportunity to remind them of the advantages

MANAGERS' CONCERNS

- Lack of awareness and proper understanding of the issues
- More pressing challenges
- Legal issues, copyright
- Cost and sustainability of OA programme

HOW TO APPROACH MANAGERS

- Make sure they are well informed about all aspects of OS
  - impact on scholarly communication
  - international profile
  - competitive advantage for the university: improved presence and enhanced status
- Link OS to University strategy
- Give clear messages
  - a mandate is the only truly effective way to collect the university's entire research output,
  - tool to manage research performance and optimize spending
- Demonstrate the potential and success of the IR – use convincing statistics
- Timing is of the utmost importance
- Engage with managers at all levels
- Let their peers speak to them

READERS' CONCERNS

- Lack of awareness
- Limited content
- Limited functionality
- Material that can be trusted
- Version clarity
- Quality indicators; unsure of the brand

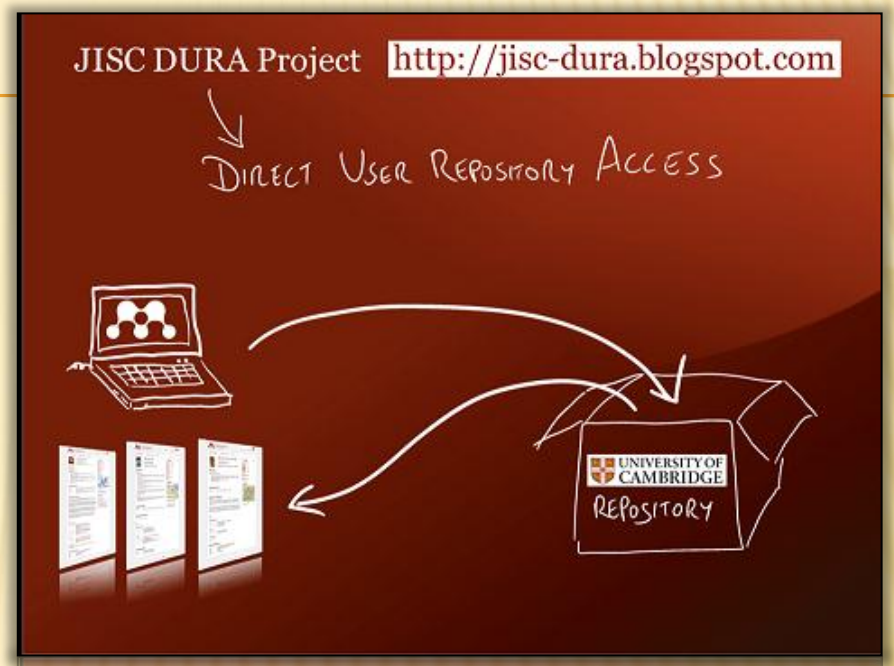
HOW TO APPROACH READERS

- Recognize them as important stakeholders and get their views
- Develop an IR that goes beyond access and preservation
- Encourage students – the new generation of authors
- Web sites, flyers, posters, post cards, bookmarks, buttons, e-mail campaigns, multimedia …..
- Events, competitions and other fun things
- General press to make the public aware

4. PLAY THE ENTIRE FIELD

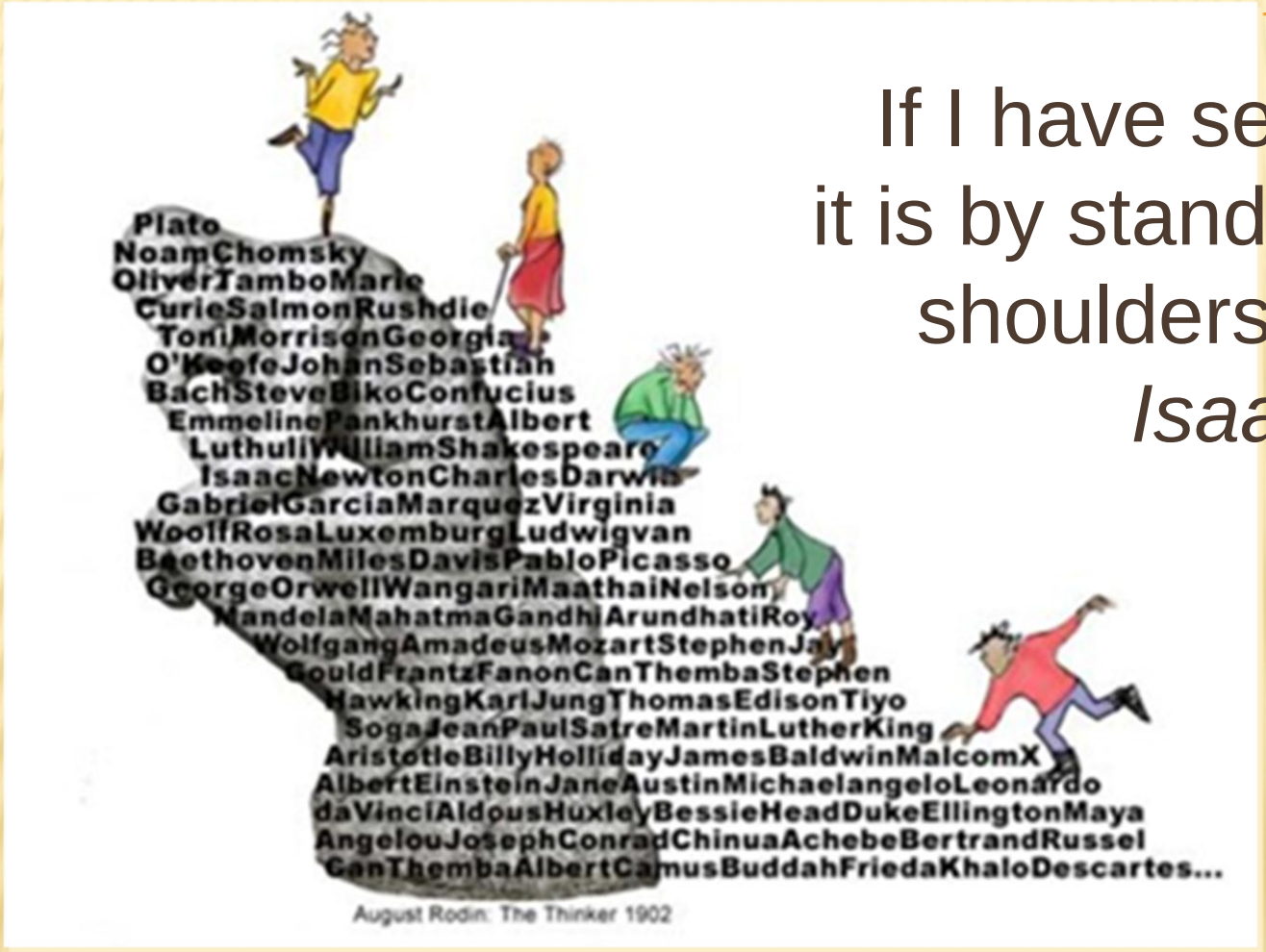
- Etds
- Postprints
- OA journals
- Learning materials
- Books
- Research data
- Other applications

www.sconul.ac.uk/events/agm2009/presentations/Swan.ppt



Mendeley as a component in the open science infrastructure, OAI7

5. OA IS ABOUT ABUNDANCE AND SHARING



If I have seen further
it is by standing on the
shoulders of giants.
Isaac Newton

OA embodies some of our most important academic values

Thanks for listening!

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