

# Should we invest in OA?



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# Should we invest in OA?



Yes, of course, but  
Invest, not just hope for the best

Why, oh why  
is the  
spontaneous  
crowd so slow  
and in such  
disarray?



# OA in South Africa - 2007

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- 4 OA journals ([www.doaj.org](http://www.doaj.org)), 2 SAPSE accredited
- 9 OA repositories, 7816\* items
  - 6 etds only
  - 3 combination of types (university wide)
  - 2 combination of types (dept/faculty)
- 1 OA mandate



# Reasons for slow uptake

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- Getting all our ducks in a row
- We do not really understand the outcomes and what it will take to realise them
- We advocate and lobby ineffectively in an uncoordinated fashion
- We are not in touch with the world of research and scholarship: dissemination (and copyright) is not on the agenda



# Benefits of OA (1)

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## AUTHORS OF RESEARCH ARTICLES AND THESES

- Visibility → usage (+25-300%), citation, impact → research progress
- Reliable preservation (better than own web sites)
- Funding opportunities
- Complete view of individual research output : Showcasing achievements and useful for reporting: university, NRF, DoE...



# Benefits of OA (2)

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## RESEARCHERS AS READERS

- Access to all articles = selectivity advantage → able to use and cite the best and most relevant work
- Easier access for collaborators
- Fast tracking new research cycles



# Benefits of OA (3)

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## RESEARCH INSTITUTIONS

- Dynamic means to manage information assets : consistent and controlled exposure and preservation
- Leading to visibility, partnership with national and global initiatives, funding opportunities, reputation, copyright savings
- Complete view of institutional research output, inter-connection of different objects, better monitoring, assessment and management of research





# Benefits of OA (4)

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## COUNTRIES :

- Better return on investment (Houghton 2006)
- Substantial increase in impact factors, particularly for developing country journals
- Openness decreases the risk of duplication, removal of competition makes science less wasteful



# What it takes

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**Benefit:** Controlled dissemination

**Important for:** Institution, research managers, researchers

**Types:** Journal articles, etds, conference papers, unique digitized material, OA journals

**Desired outcome:** Increased impact

**CSFs:** extensive coverage, researcher participation, better copyright practice, linked to research report (and RIMS), institutional mandate (with adequate resources)



# Effective advocacy

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Advocacy has a lot in common with marketing:

- Segment your target groups
- Tailor your message to suit their needs and concerns
- Deal only with those aspects that are important to them
- Provide convincing evidence in their language through the most appropriate means of communication



# What it means to invest in OA

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Investment implies a long term view and expectation of value that will be created when good ideas are combined with appropriate resources



# What do good investors do? (1)

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## Use the best investment instruments

- We have a unique window of opportunity to forge a new relationship with research community: collaborate to change scholarship and copyright restrictions
- Help them understand their role and responsibility
- Convince them to contribute personally – lifelong habit
- Create a supportive environment



# What do good investors do? (2)

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## They keep track of a variety of indicators

- This is not (just) a library thing : it is about research, publishing and copyright
- ..the job of research is only half-done if the results of that research cannot reach the widest audience (Wellcome Trust)
- Tony Hey's visit in 2006
- SARUA (November) to our advantage
- The ASSAf Report



# The ASSAf Report : Goals

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- Creation of a strategic framework to
  - promote/enhance the standing and effectiveness of South Africa's research journals, nationally and internationally
  - improve the productivity/efficacy of publication through different modalities (e.g. **electronic publication**)
  - establish the South African Journal of Science (SAJS) as a "national asset" of high quality, and
  - ensure that discoveries and insights gained through research published in South African journals were made known to a wider public than the research community itself.



# The ASSAf Report : Recommendations

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5 : Open Access initiatives be promoted to enhance the visibility of all South African research articles and make them accessible to the entire international research community. Specifically:

- the online, open access version of South African research journals should be funded in major part by author page charges ("Gold route") ....
- a federation of institutional Open Access repositories, adhering to common standards, be established ("Green route"), ...
- national harvesting of South African Open Access





# The ASSAf Report : Recommendations

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8 : that the South African science/innovation community, including government agencies, should do all it can through international action to promote the development of a non-commercial, expanded, diversified and more inclusive international listing and indexing system for research journals, including those published in developing countries, within the evolving electronic knowledge-disseminating and -archiving system.

9: to be evaluated in three years time



# The ASSAf Report continued

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- ASSAf Committee on Scholarly Publishing to implement the recommendations
- DST support and funding pledged
- Investigating a more equitable system of research accreditation
- Investigating publishing options for SA journals



# What do good investors do? (3)

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## Commit resources

- MIT DSpace: \$71 per item per year
- In Australia the cost of getting an article published (authoring, peer reviewing, editorial activities) is AUD19,000.00

Government of Australia, Department of Education, Science and Training. *Research Communication Costs in Australia: Emerging opportunities and benefits.*



# What do good investors do? (4)

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## Learn from others, especially the experts

- Budapest Open Access Initiative
- SPARC, SHERPA, JISC, DARE, OAI
- Second generation insights: Rochester, Cornell, Alma Swan
- An active international community, regular conferences: CERN, Lund, Glasgow ...
- South African experts, workshops etc



# What do good investors do? (5)

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## They network extensively

- Community of practice : Sivulile “revived”
  - List open and advertised
  - SA experts list
  - RoMEO SA (eIFL)
  - Beyond the library
- Focused workshops/roundtables needed



# What do good investors do? (6)

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They take the plunge (or the bull by the horns)

- JUST DO IT!



# Sources

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Peter Suber's blog

[www.earlham.edu/~peters/fos/fosblog.html](http://www.earlham.edu/~peters/fos/fosblog.html)

Budapest Open Access Initiative [www.soros.org/openaccess/](http://www.soros.org/openaccess/)

SPARC [www.arl.org/sparc/](http://www.arl.org/sparc/)

SHERPA [www.sherpa.ac.uk](http://www.sherpa.ac.uk)

DARE [www.darenet.nl/en/](http://www.darenet.nl/en/)

JISC

[www.jisc.ac.uk/publications/publications/pub\\_openaccess.aspx](http://www.jisc.ac.uk/publications/publications/pub_openaccess.aspx)

Partnering on Copyright

<http://www.lboro.ac.uk/departments/dis/disresearch/poc/index.html>

Alma Swan [www.keyperspectives.co.uk/aboutus/aswan.html](http://www.keyperspectives.co.uk/aboutus/aswan.html)

Rochester [www.dlib.org/dlib/january05/foster/01foster.html](http://www.dlib.org/dlib/january05/foster/01foster.html)

Cornell [www.dlib.org/dlib/march07/davis/03davis.html](http://www.dlib.org/dlib/march07/davis/03davis.html)

ASSAf Report [www.assaf.co.za/strat\\_report.html](http://www.assaf.co.za/strat_report.html)



He who  
hesitates  
is lunch

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Graphics:

[www.sanfermin.com/2006/guia.php?lang=cas](http://www.sanfermin.com/2006/guia.php?lang=cas)

