Rumours…

Bargains…

& Lies

How to advocate Open Access repositories more successfully

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

http://www.sherpa.ac.uk
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

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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
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)

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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

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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
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
• 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
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

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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
Future Impacts of OA?

- OAIRe 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.
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


Glossary of Open Access abbreviations, acronyms & terms, [http://www.sherpa.ac.uk/glossary.html](http://www.sherpa.ac.uk/glossary.html)


References & Further Reading

http://www.sherpa.ac.uk/documents/BioSciences%20Nov05_pub.PPT


Nottingham ePrints, http://eprints.nottingham.ac.uk/

OpenDOAR, http://www.opendoar.org (version 2 coming end of July)

SHERPA/RoMEO, http://www.sherpa.ac.uk/romeo.php

Suber, P. (2006). Open access overview,  
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