

Open Access Seminar, Bergen, Norway, 25/26 September 2013

What is Open Access and why should you care?

Alma Swan

Director of Advocacy Programmes, SPARC Europe

Director, Key Perspectives Ltd

Convenor, Enabling Open Scholarship



Enabling Open Scholarship

Shape of this presentation

- Some context
- OA benefits for authors
- OA benefits for institutions and funders



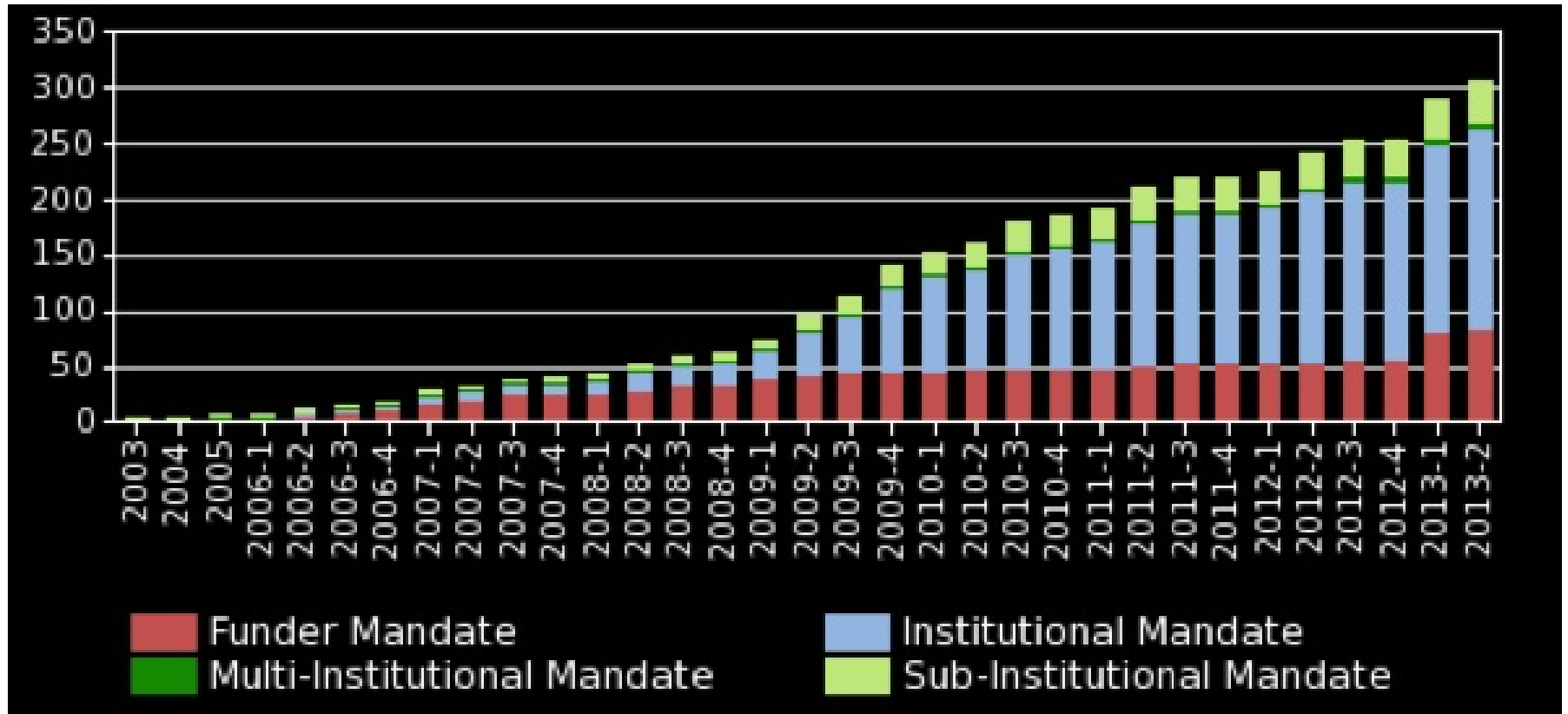
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Some context



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Mandatory policies



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Open Access

- Immediate
- Free (to use)
- Free (of restrictions)
- Access to the peer-reviewed literature (and data)
- Not vanity publishing
- Not a 'stick anything up on the Web' approach
- Moving scholarly communication into the Web Age



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Open Access – Why?

- Research moves faster and more efficiently
- Greater visibility and impact
- Better monitoring, assessment and evaluation of research
- Enables new semantic technologies (text-mining and data-mining)
- Publicly-funded research should be freely available to the 'public'



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Open Access: how

- Open Access journals
(www.doaj.org)
- Open Access repositories
- Open Access monographs



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Open Access journals

- Content available free of charge online
- In many cases, free of restrictions on use too
- Some charge at the 'front end'
- More than half do not levy a charge at all
- Around 8500 of them
- Listed in the Directory of Open Access Journals (DOAJ: www.doaj.org)



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Open Access repositories

- Digital collections
- Most usually institutional
- Sometimes centralised (subject-based)
- Interoperable
- Form a network across the world
- Create a global database of openly-accessible research
- Currently c2500
- **Supplement subscription-access publishing**



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Here's one



BORA - UiB
BERGEN OPEN RESEARCH ARCHIVE

Other archives: [HIB](#) [NHH](#) [CMI](#)

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Open Research at the University of Bergen

Bergen Open Research Archive (BORA) is the institutional repository at the University of Bergen, containing scientific works created at the university. The repository holds master theses, doctoral theses, articles and other Open Access works.

[Read more about BORA and how to submit documents](#)

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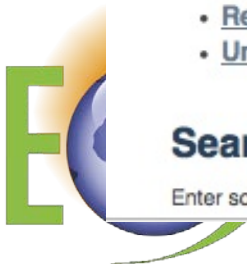
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What's in it for authors?



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Author advantages from Open Access

- Visibility
- Usage
- Impact
- Personal profiling and marketing



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Visibility



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An author's own testimony on open access visibility

“Self-archiving in the PhilSci Archive has given instant world-wide visibility to my work. As a result, I was invited to submit papers to refereed international conferences/journals and got them accepted.”



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Professor Martin Skitmore

School of Urban Design, QUT

“There is no doubt in my mind that ePrints will have improved things – especially in developing countries such as Malaysia ... many more access my papers who wouldn’t have thought of contacting me personally in the ‘old’ days.

While this may ... increase ... citations, the most important thing ... is that at least these people can find out more about what others have done...”



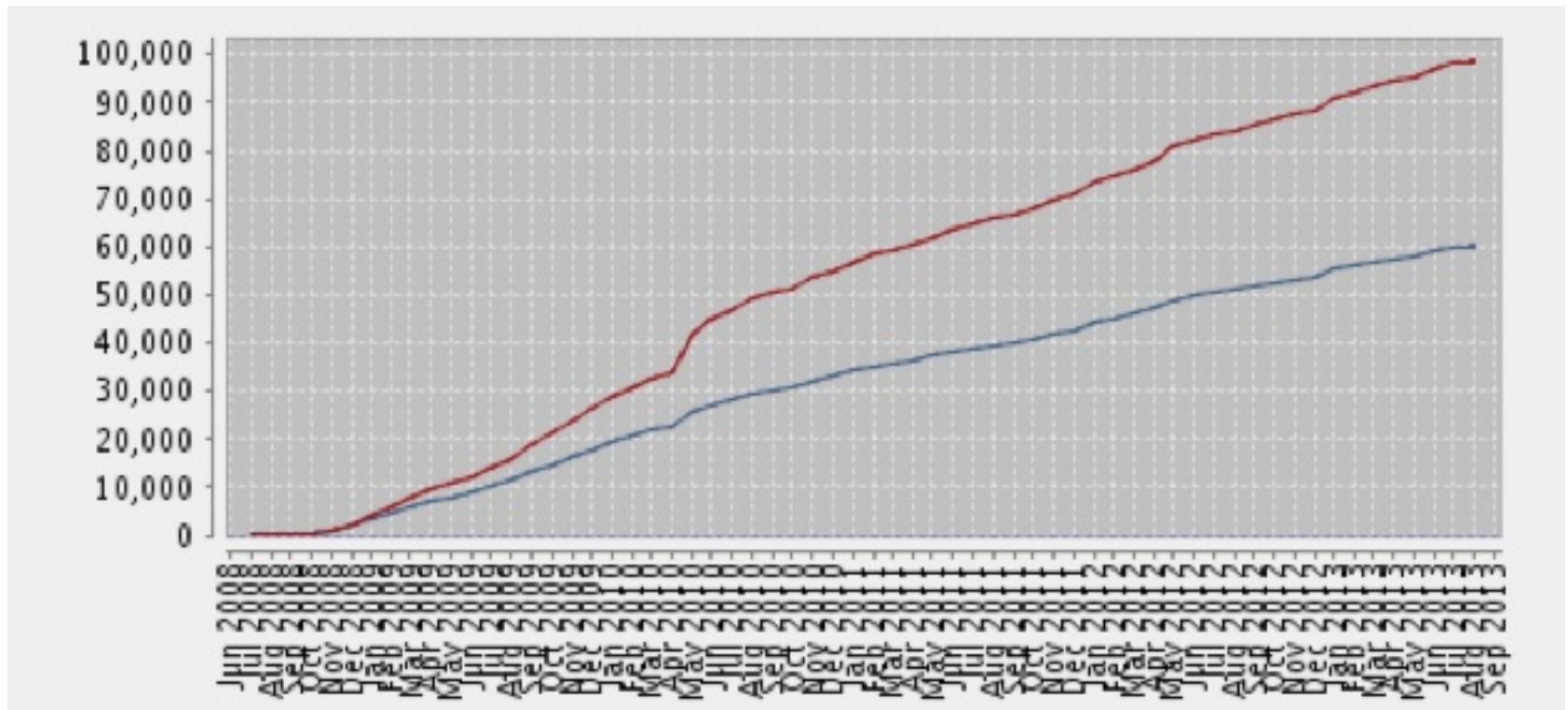
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Usage



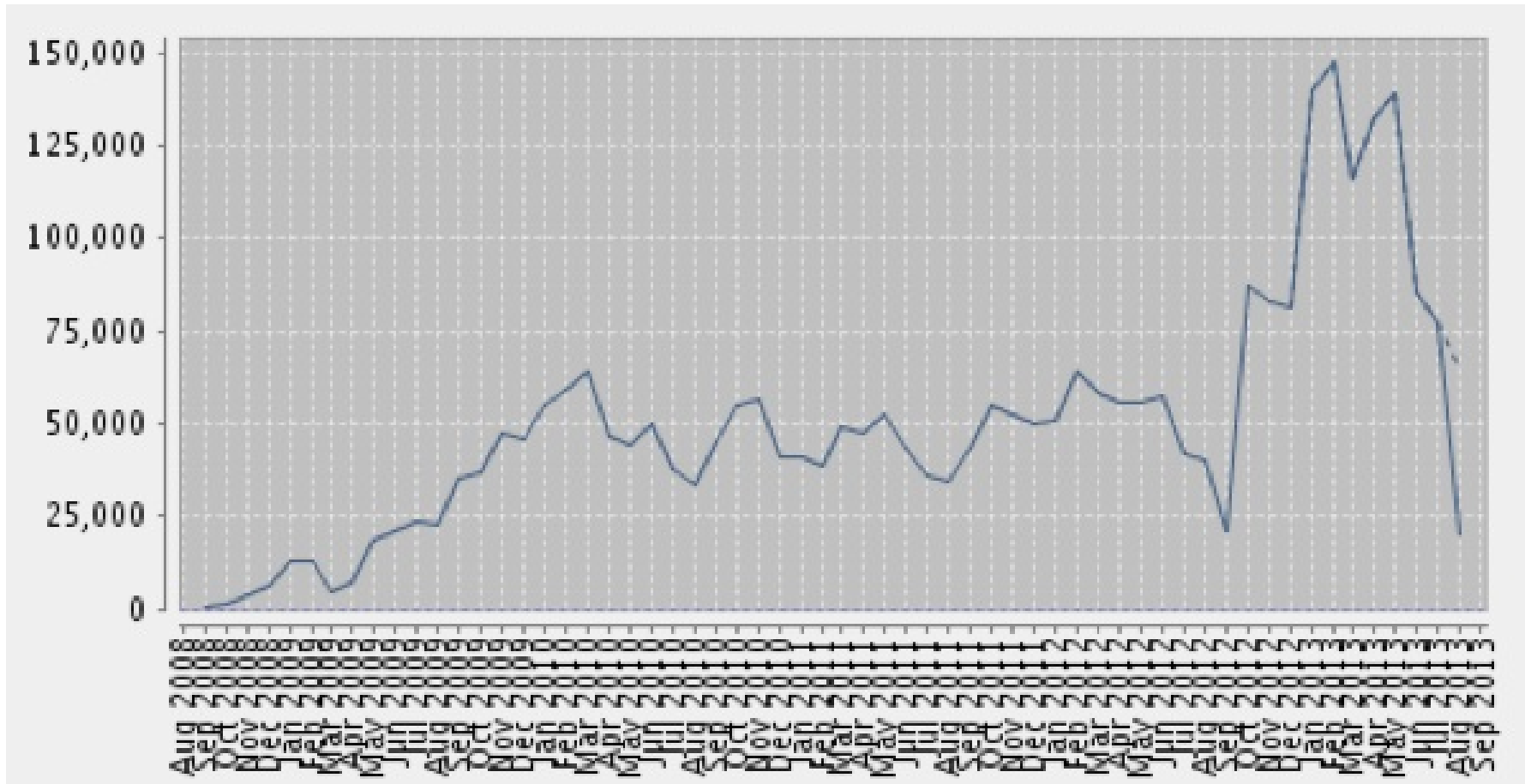
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University of Liege repository: authors deposit



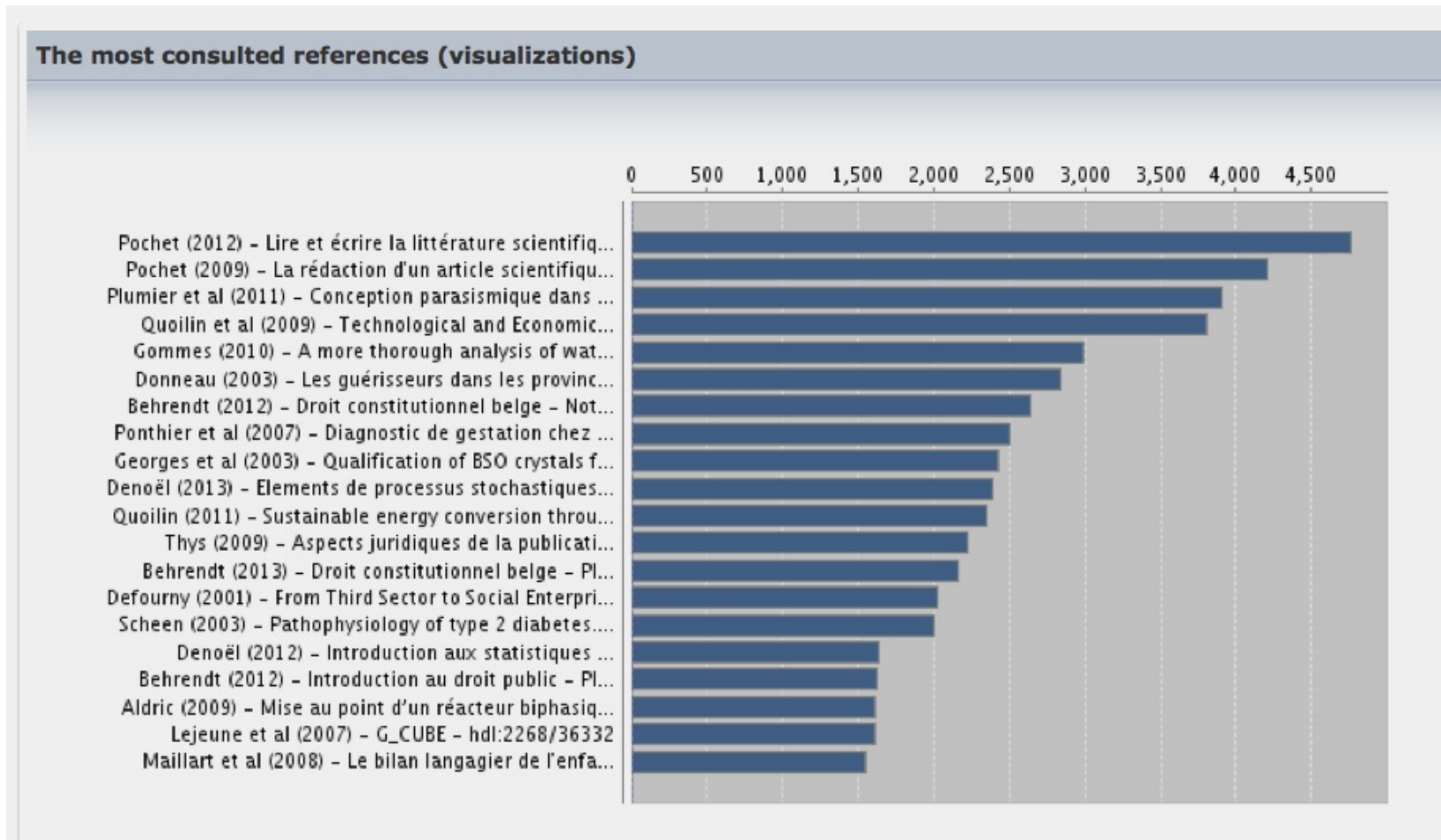
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And the material gets used



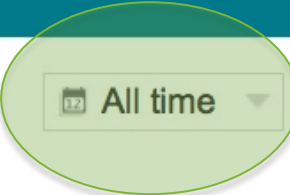
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Individual article usage



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Individual authors' usage



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Rank	Author/Creator	Downloads
1	Martin Skitmore	225,857
2	Ray Frost	188,667
3	Mary Courtney	149,247
4	Marilyn Campbell	147,379
5	Brian Fitzgerald	117,042
6	Andrew Worthington	105,082
7	Luis Ferreira	92,390
8	James Watters	88,510



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Individual authors' usage

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
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Most Popular Authors

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2	Ray Frost	3,809
3	Marilyn Campbell	2,881
4	Brian Fitzgerald	2,841
5	Mary Courtney	2,139
6	Per Davidsson	1,988
7	Guy Gable	1,899
8	Katherine White	1,727



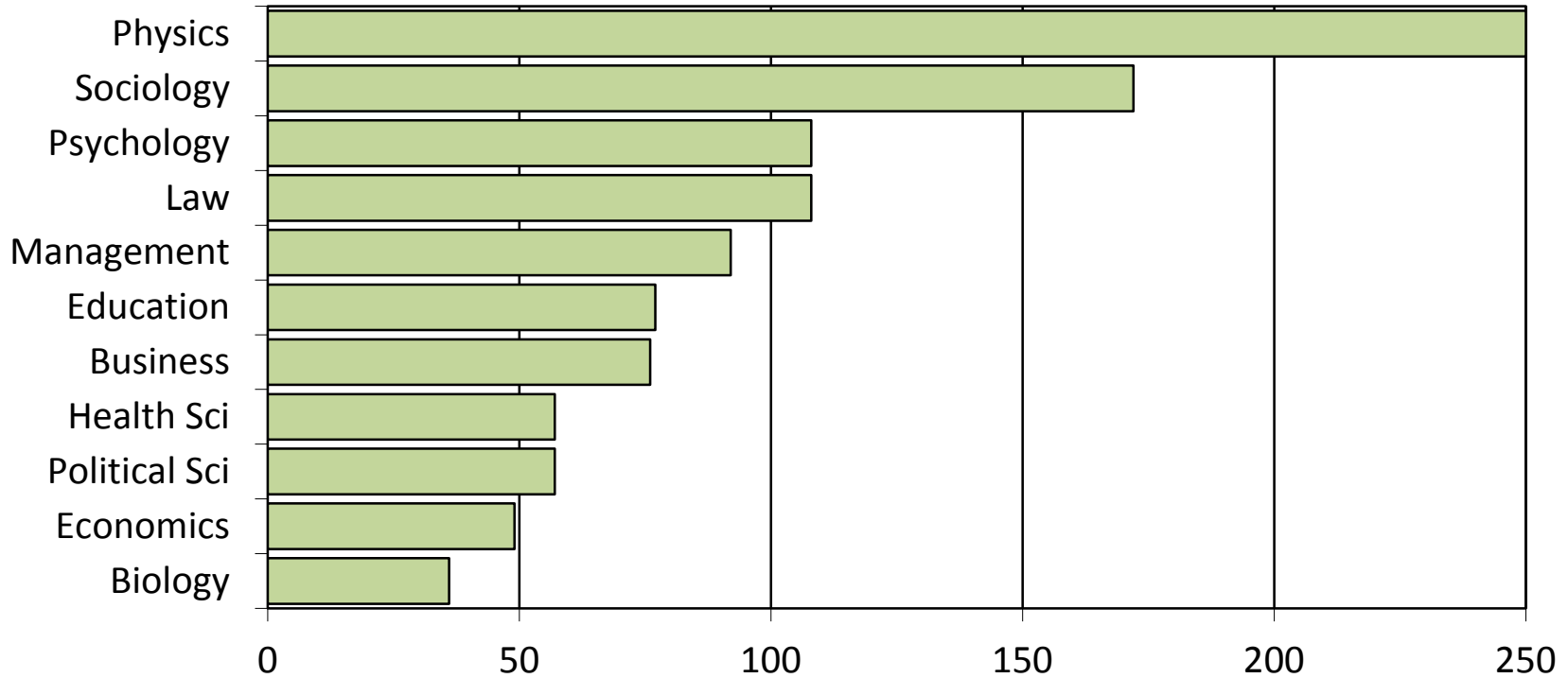
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Impact



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Impact



% increase in citations with Open Access

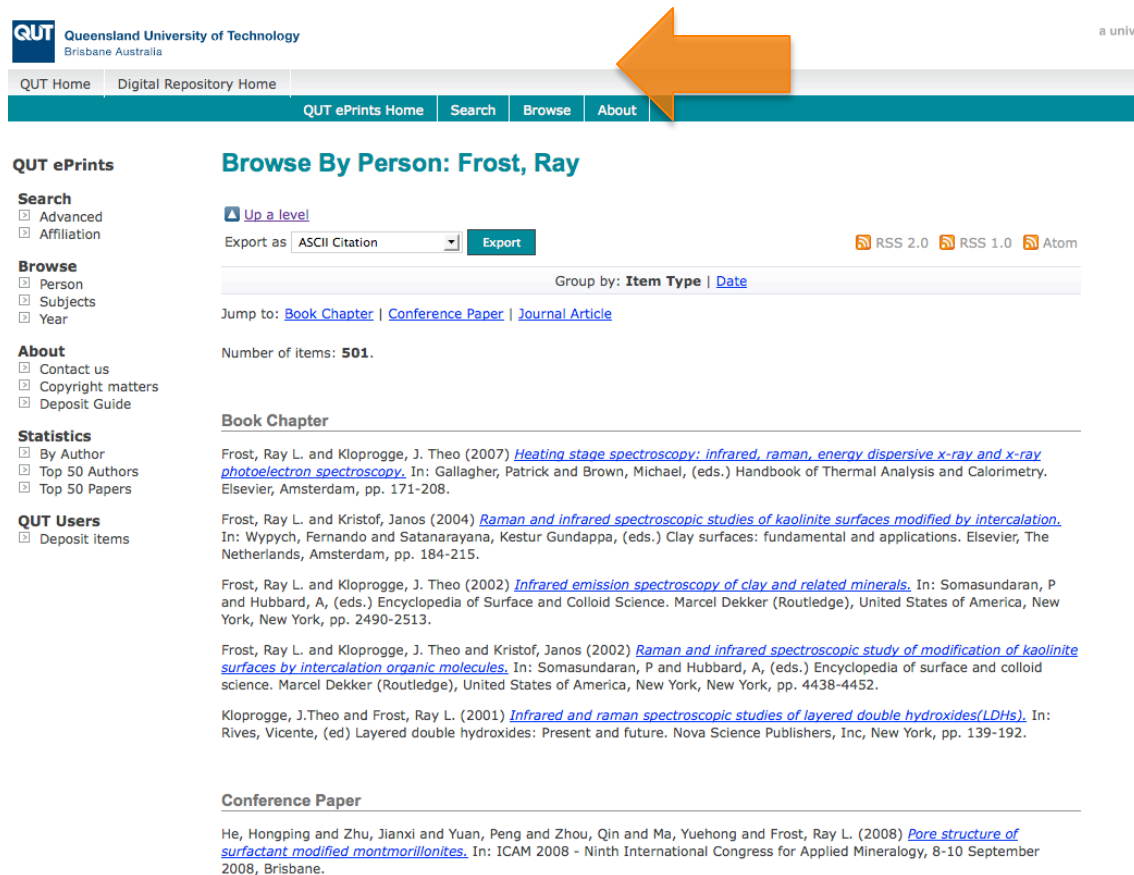
Range = 36%-200%

(Data: Stevan Harnad and co-workers)



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What OA means for a researcher's citation impact



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Frost, Ray L. and Kloprogge, J. Theo (2007) [Heating stage spectroscopy: infrared, raman, energy dispersive x-ray and x-ray photoelectron spectroscopy](#). In: Gallagher, Patrick and Brown, Michael, (eds.) Handbook of Thermal Analysis and Calorimetry. Elsevier, Amsterdam, pp. 171-208.

Frost, Ray L. and Kristof, Janos (2004) [Raman and infrared spectroscopic studies of kaolinite surfaces modified by intercalation](#). In: Wypych, Fernando and Satnarayana, Kestur Gundappa, (eds.) Clay surfaces: fundamental and applications. Elsevier, The Netherlands, Amsterdam, pp. 184-215.

Frost, Ray L. and Kloprogge, J. Theo (2002) [Infrared emission spectroscopy of clay and related minerals](#). In: Somasundaran, P and Hubbard, A, (eds.) Encyclopedia of Surface and Colloid Science. Marcel Dekker (Routledge), United States of America, New York, New York, pp. 2490-2513.

Frost, Ray L. and Kloprogge, J. Theo and Kristof, Janos (2002) [Raman and infrared spectroscopic study of modification of kaolinite surfaces by intercalation organic molecules](#). In: Somasundaran, P and Hubbard, A, (eds.) Encyclopedia of surface and colloid science. Marcel Dekker (Routledge), United States of America, New York, New York, pp. 4438-4452.

Kloprogge, J.Theo and Frost, Ray L. (2001) [Infrared and raman spectroscopic studies of layered double hydroxides\(LDHs\)](#). In: Rives, Vicente, (ed) Layered double hydroxides: Present and future. Nova Science Publishers, Inc, New York, pp. 139-192.

Conference Paper

He, Hongping and Zhu, Jianxi and Yuan, Peng and Zhou, Qin and Ma, Yuehong and Frost, Ray L. (2008) [Pore structure of surfactant modified montmorillonites](#). In: ICAM 2008 - Ninth International Congress for Applied Mineralogy, 8-10 September 2008, Brisbane.



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Top 50 Authors



Ordered by total downloads. Yearly total includes downloads from 2008-09-18 to 2009-09-18.

Rank	Author	Year	Total
1	Frost, Ray	24425	180927
2	Skitmore, Martin	28685	176350
3	Ferreira, Luis	18700	119946
4	Worthington, Andrew	17375	118633
5	Watters, James	15304	113029
6	Courtney, Mary	18300	109967
7	Cunningham, Stuart	15553	108278
8	Fitzgerald, Brian	24688	107480
9	Diezmann, Carmel	15474	100763



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Top authors (by download)

Top 50 Authors

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Rank	Author	<u>Year</u>	<u>Total</u>
1	<u>Frost, Ray</u>	<u>22398</u>	<u>204141</u>
2	<u>Skitmore, Martin</u>	<u>26879</u>	<u>204034</u>



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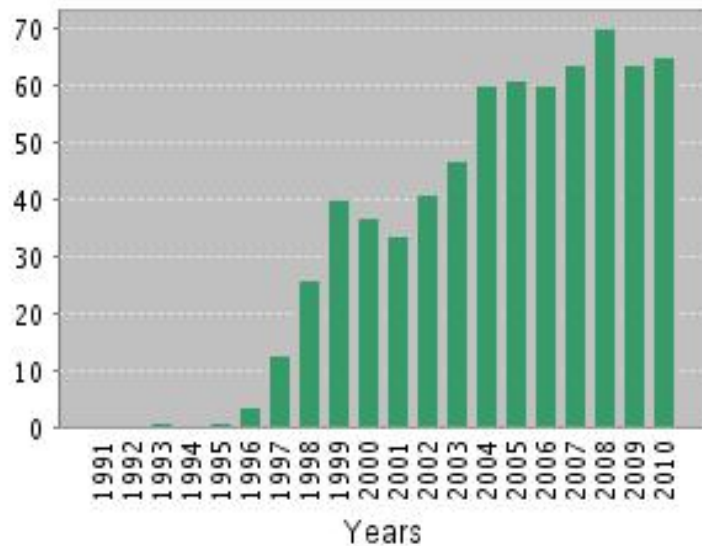
Ray Frost's impact

Citation Report Author=(frost r*) AND Address=(brisbane)

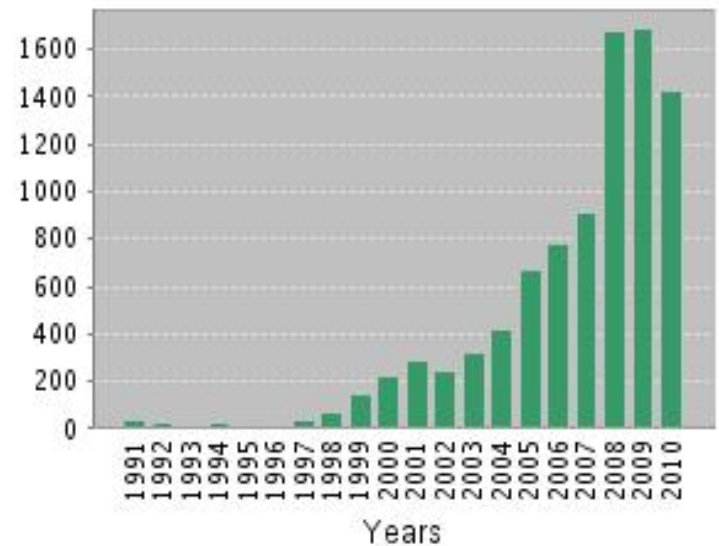
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Published Items in Each Year



Citations in Each Year



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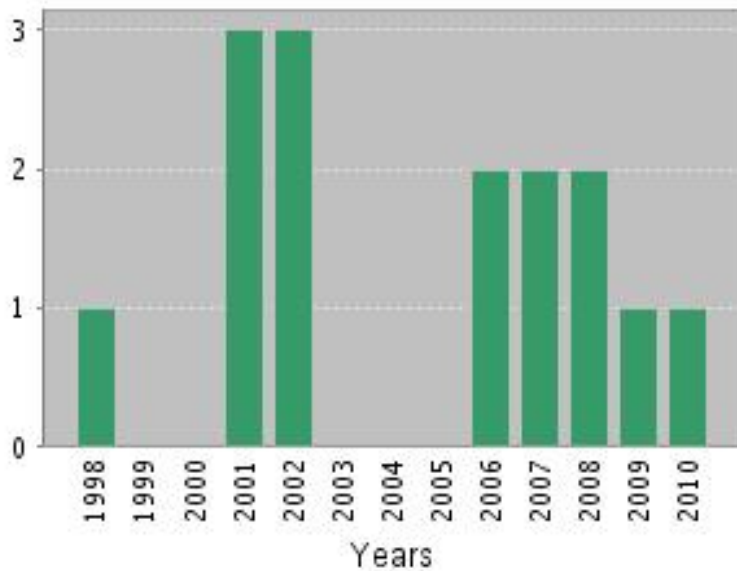
Rank	Author	<u>Year</u>	<u>Total</u>
1	<u>Frost, Ray</u>	<u>22398</u>	<u>204141</u>
2	<u>Skitmore, Martin</u>	<u>26879</u>	<u>204034</u>



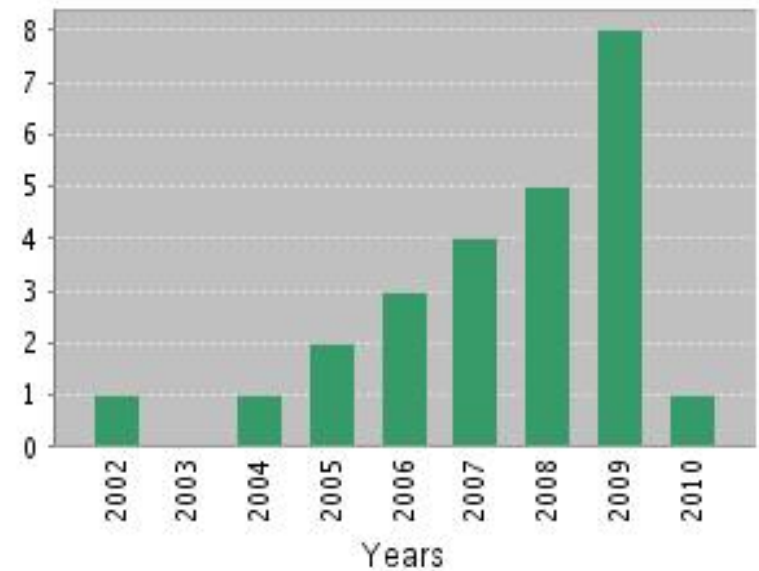
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Martin Skitmore (Urban Design)

Published Items in Each Year

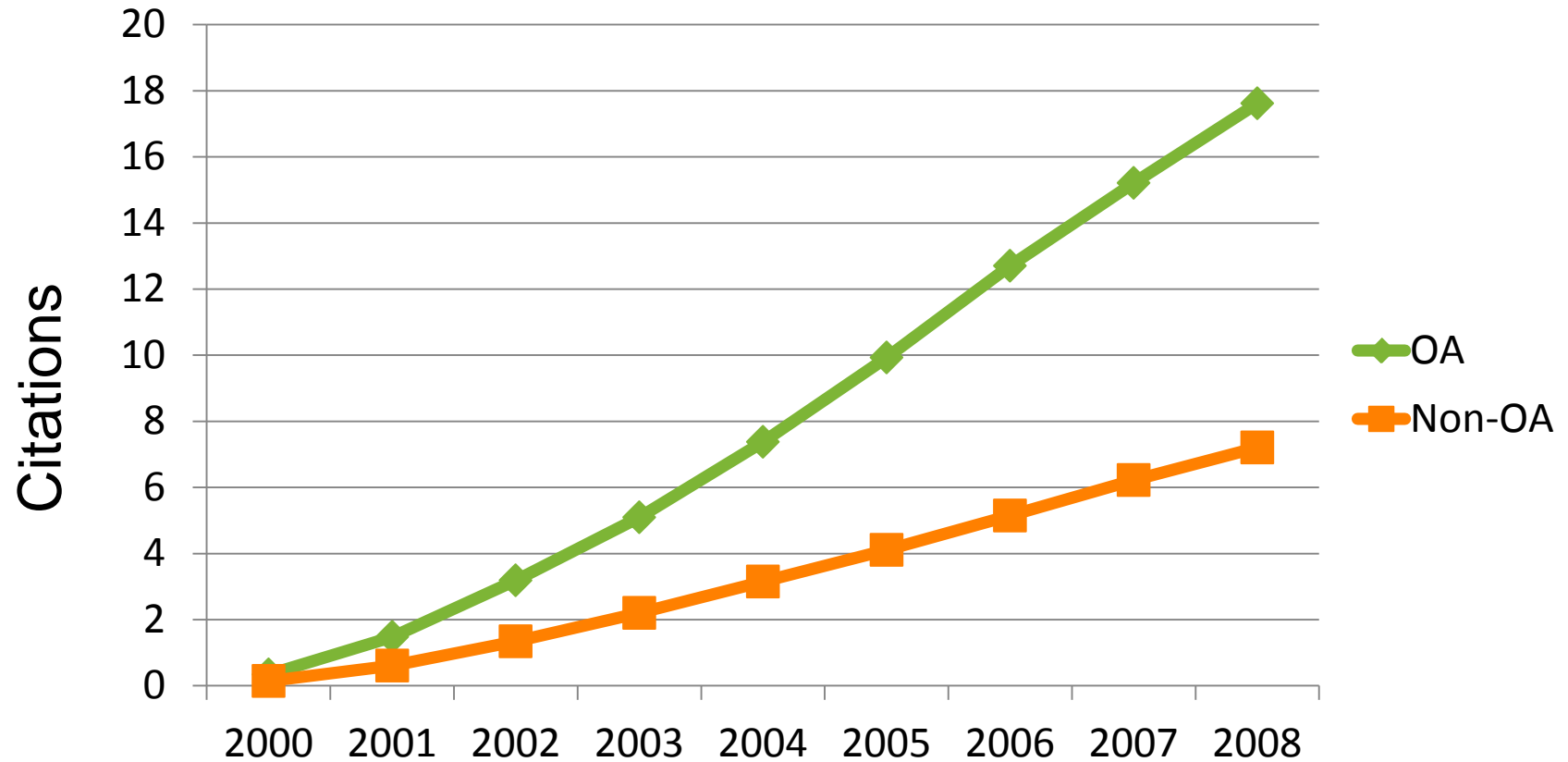


Citations in Each Year



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Engineering

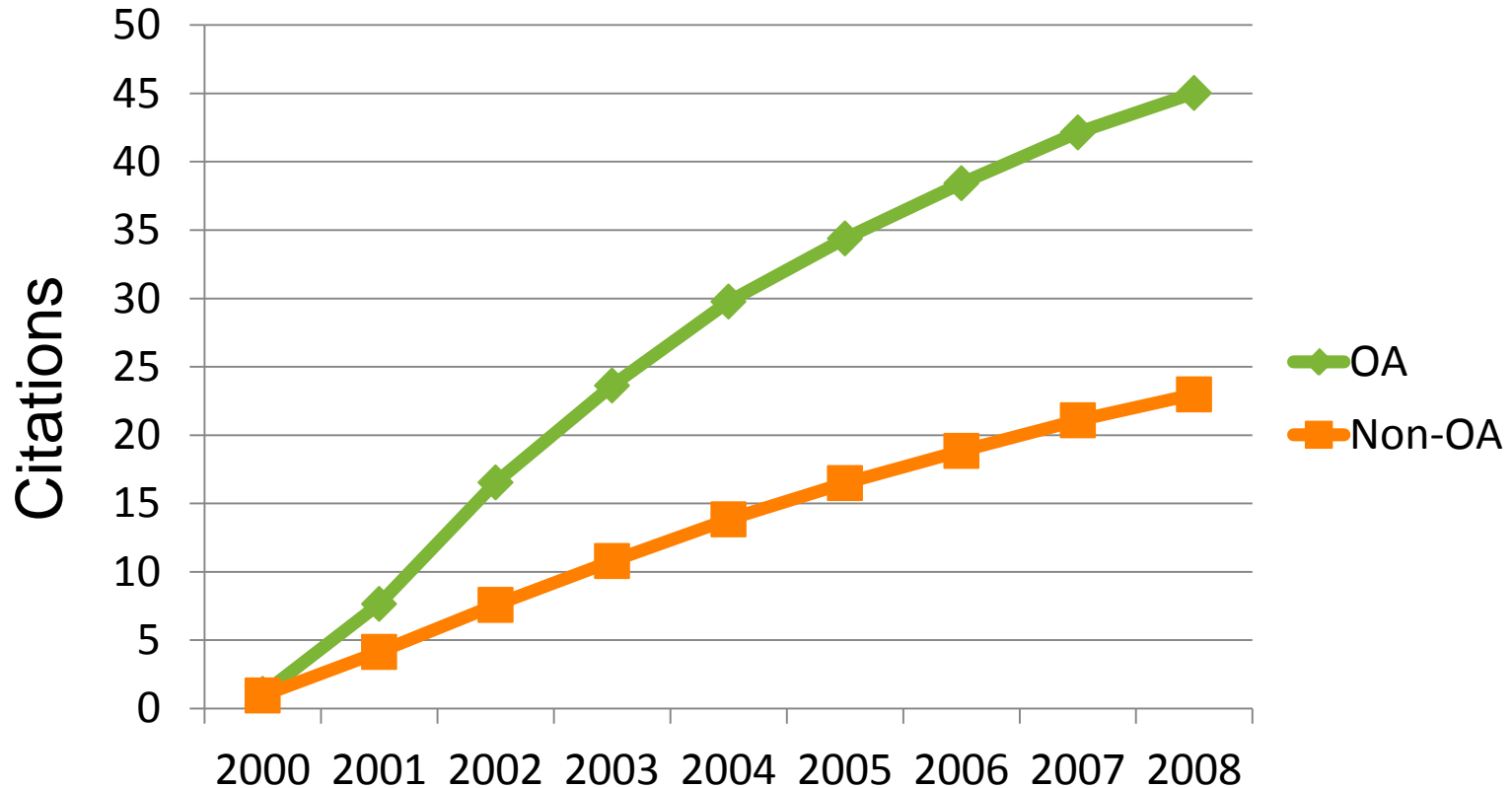


Data: Gargouri & Harnad, 2010



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Clinical medicine

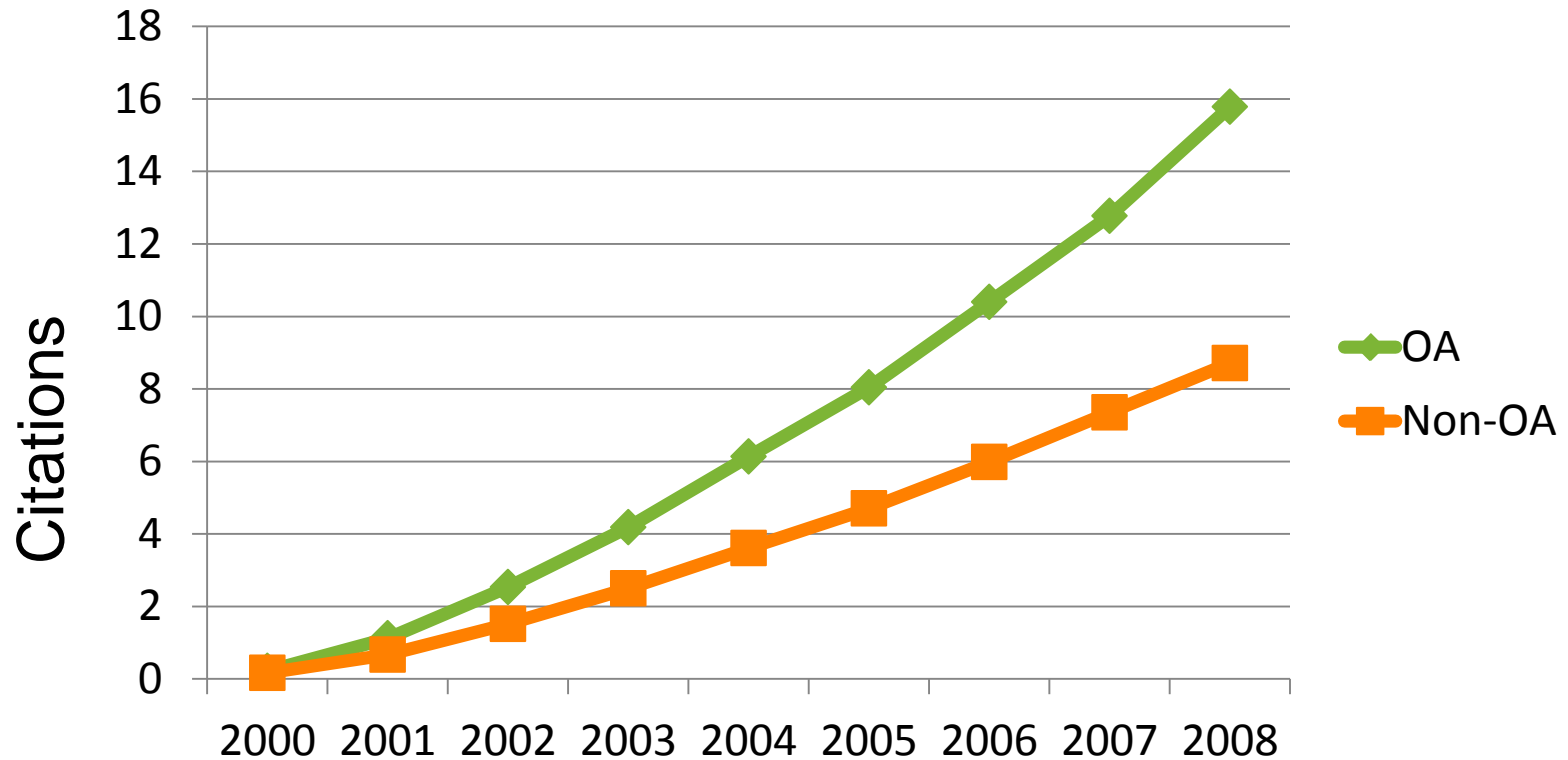


Data: Gargouri & Harnad, 2010



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Social science



Data: Gargouri & Harnad, 2010



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Profiling and marketing






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Why Open Access can change science in the developing world

[URI & RDF](#)

Swan, A. and Hall, M. (2010) Why Open Access can change science in the developing world. *Public Service Review: International Development Online* . (In Press)

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Keywords: Open Access Developing countries Developing world

Research Group: [Intelligence, Agents, Multimedia](#)

Date: September 2010

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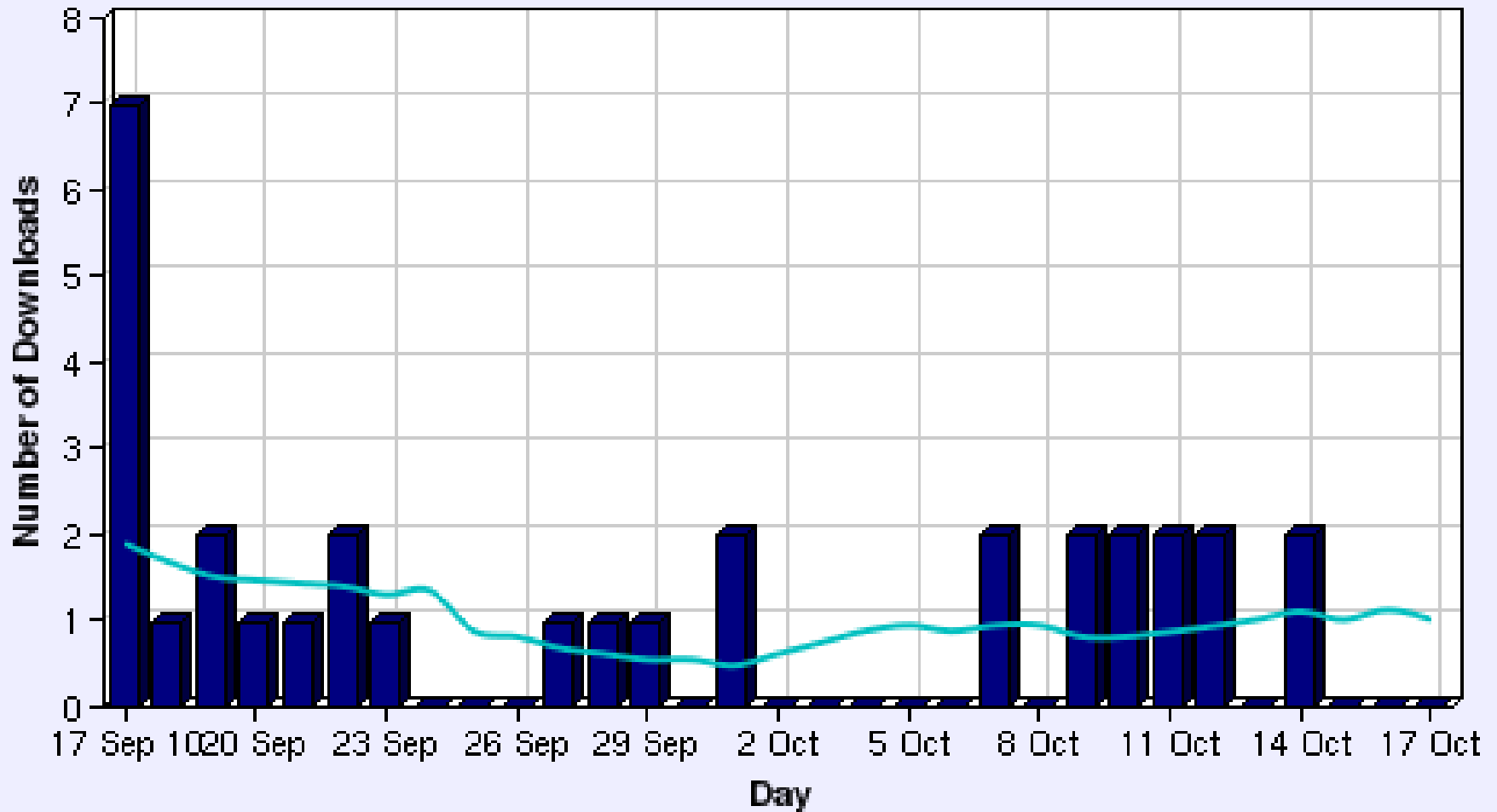
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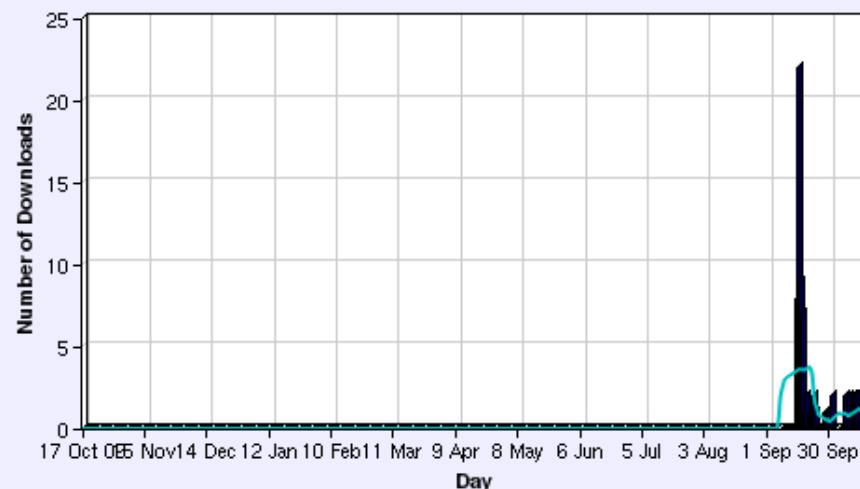
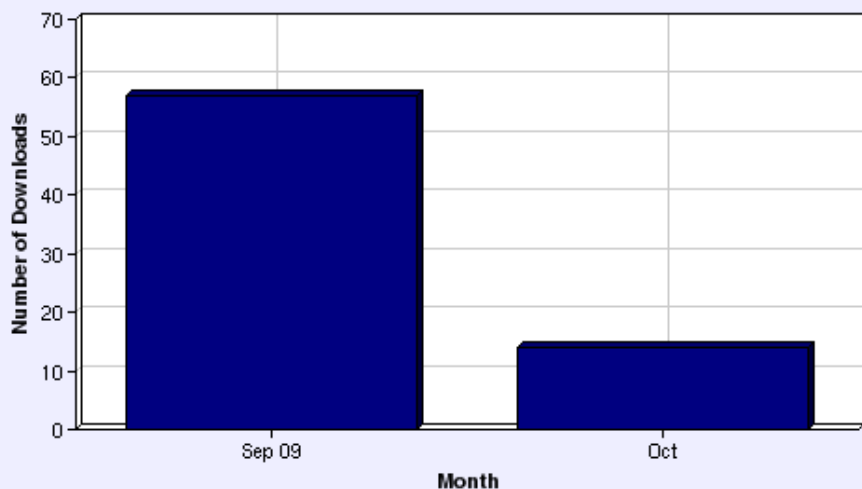
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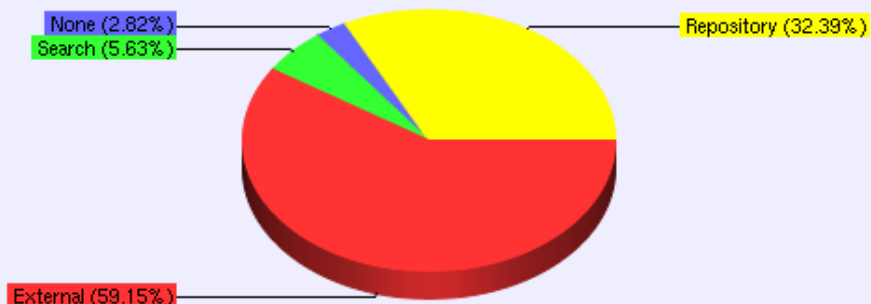
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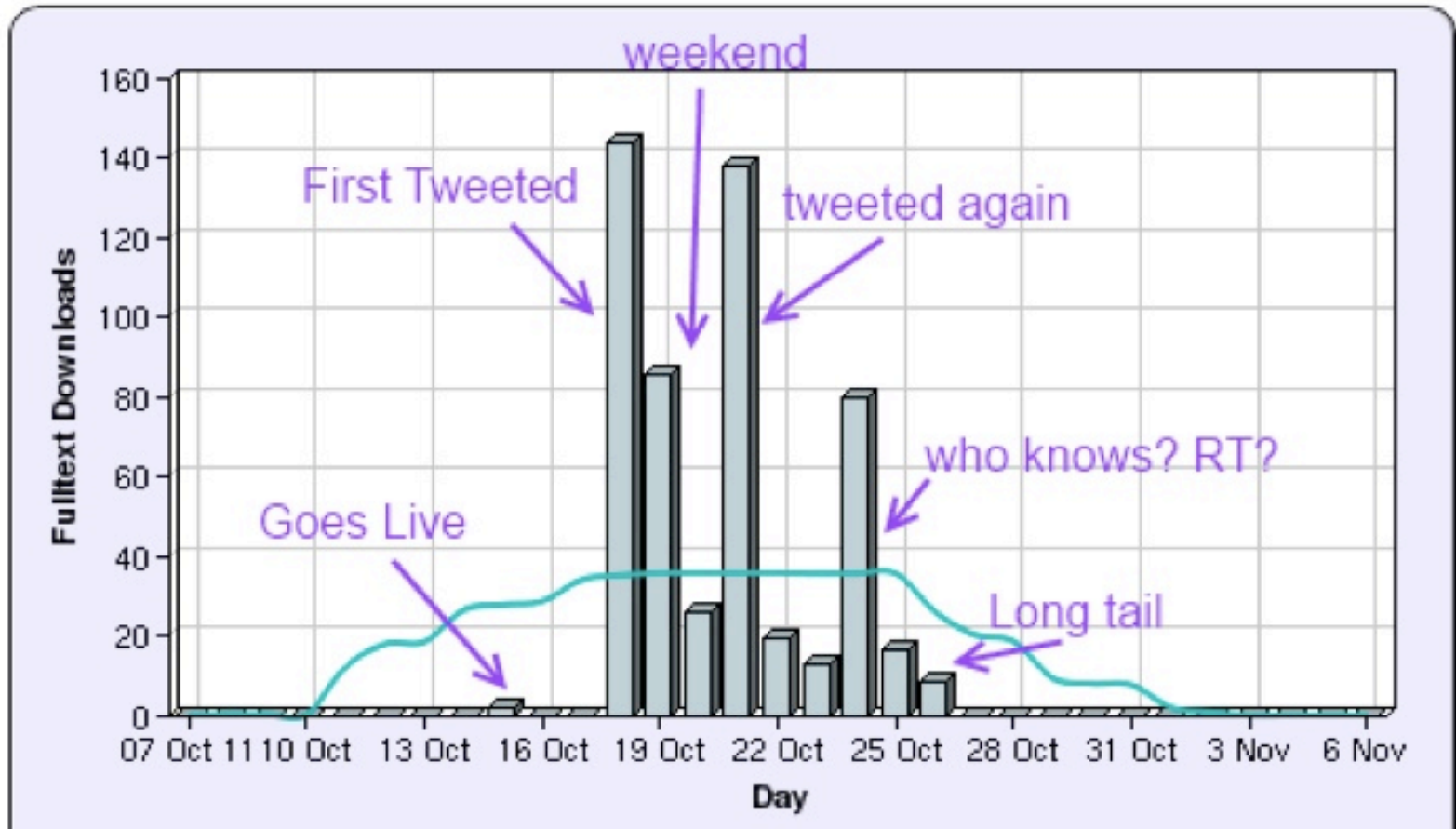
TopTenAcademies

Domain Tail	Downloads
nottingham.ac.uk	2
salford.ac.uk	2
cf.ac.uk	1
yale.edu	1
une.edu.au	1
sihe.ac.uk	1
mdp.edu.ar	1
univie.ac.at	1



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Melissa Terras



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For institutions?



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Institutional and funder advantages from Open Access

- Visibility, usage
- Impact
- Profiling and marketing
- Outreach to the public: demonstrating social return
- Economic benefits



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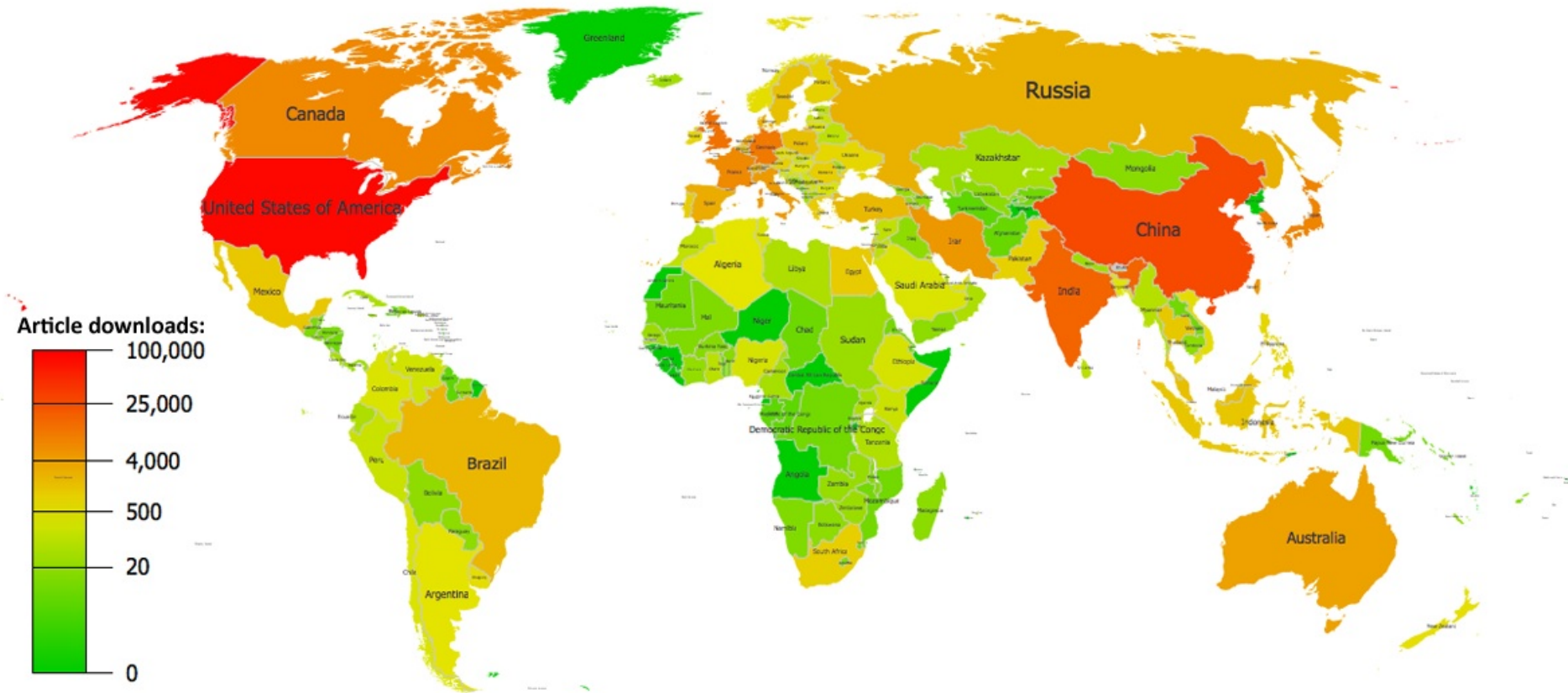
“I am asked how many articles my researchers publish each year, and I have to say ‘I have no idea!’”

Professor Bernard Rentier, Rector, University of Liege, Belgium, explaining one of the reasons why he has built an institutional Open Access repository and introduced a mandatory policy on Open Access



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MIT's repository usage



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Webometrics

July 10

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- Top Africa
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Catalogue

Information

Methodology

Top Europe

Universities 1 to 100 of 100

CONTINENT RANK	UNIVERSITY	COUNTRY	WORLD RANK	POSITION			
				SIZE	VISIBILITY	RICH FILES	SCHOLAR
1	University of Cambridge		22	15	18	54	97
2	Swiss Federal Institute of Technology ETH Zürich		40	38	57	73	15
3	University of Oxford		41	55	30	68	115
4	University of Edinburgh		52	96	50	63	86
5	University of Oslo		53	58	98	35	46
6	University of Helsinki **		59	73	87	48	55
7	Norwegian University of Science & Technology		61	40	117	71	26
8	University College London		63	107	69	70	72
9	Universität Wien		69	82	118	92	18
10	École Polytechnique Fédérale de Lausanne		72	30	128	83	64
11	Université de Geneve		75	79	67	84	292
12	University of Southampton		85	167	91	150	21
13	Università di Bologna		86	121	104	94	71
14	Université Paris 6 Pierre and Marie Curie **		90	94	84	74	254



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The public

- Independent researchers
- Education sector
- Professional community
- Practitioner community
- Interested 'lay' public
- Business sector, including innovative SMEs



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PubMed Central

- 2 million full-text articles
- 420,000 unique users per day:
 - 25% universities
 - 18% government and others
 - 40% citizens
 - 17% companies



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Economic implications in Denmark

- Access to research articles is very/extremely important: 48%
- 79% have access difficulties
- Difficulties in searching/accessing articles: €73m per year to researchers in Danish firms
- Average delay to product or process development without access to academic research: 2.2 years
- For new products: €4.8 million per company

Houghton, Swan & Brown, 2011



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EU CIS studies

Community Innovation Statistics

Weak link between innovative enterprises and
public research institutes/universities

This report puts the spotlight on two different facets of innovation among those screened by the Fourth Community Innovation Survey (CIS 4): the sources of information that are highly important for innovation, and the types of partners with which innovative enterprises cooperate.

The outcome for both aspects is similar: the link between publicly financed science and innovative industry is rather weak. Institutional sources are less frequently consulted than internal or market sources; and innovative enterprises find cooperation partners more easily among suppliers or customers than in universities or public research institutes.



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Author
Sergiu-Valentin PARVAN

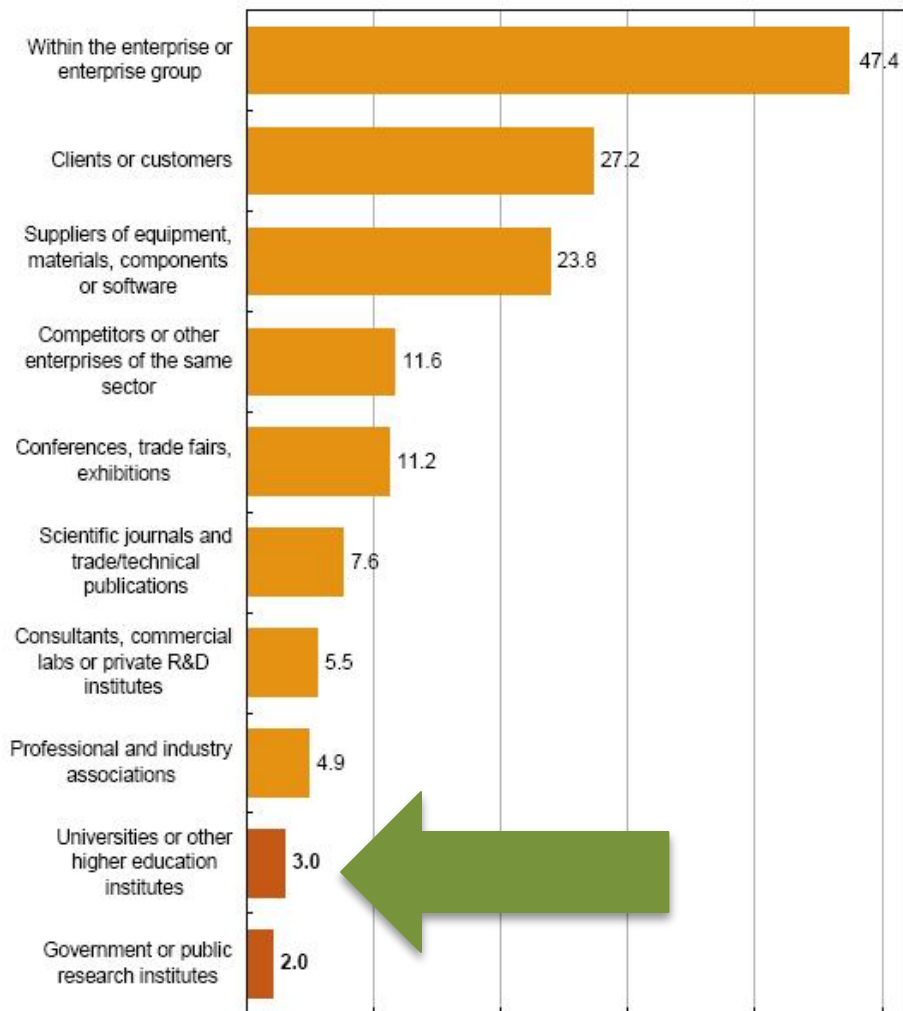
Contents

Highly important sources of information for innovation during 2002-2004..... 2

Link between science and industry 4

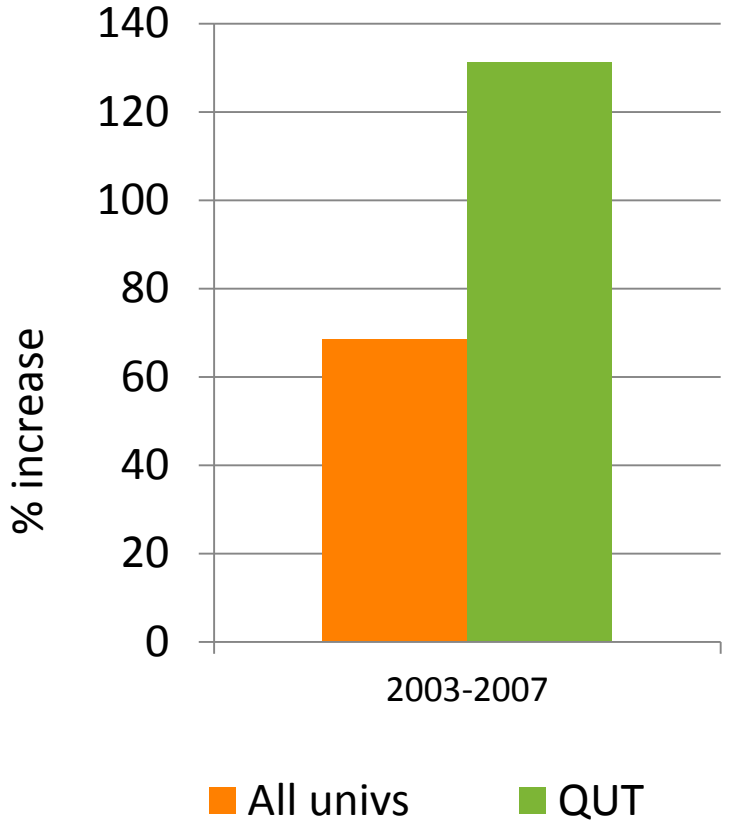
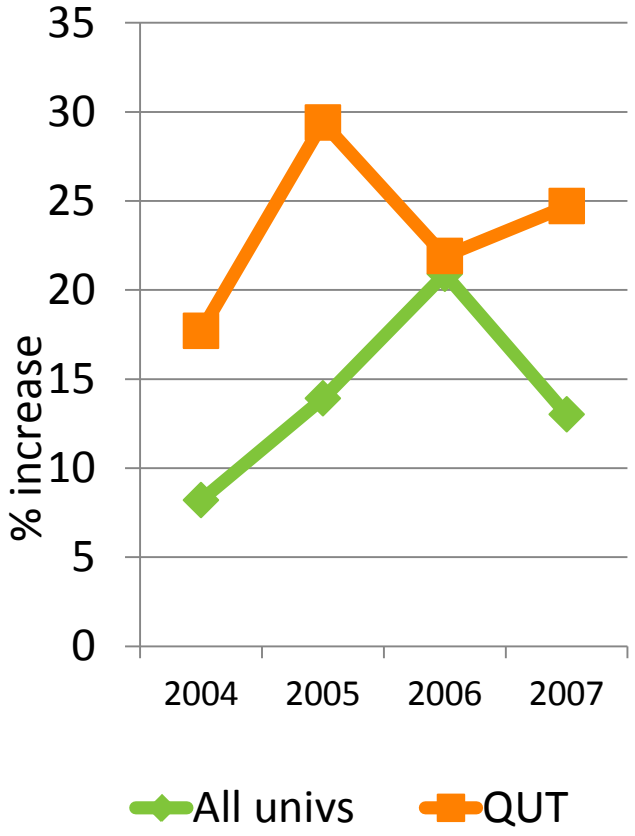


Figure 1: Sources of information identified by enterprises as highly important for the enterprise's innovation activities, as a percentage of innovative enterprises, EU-27 average



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Total Research Income: QUT and sector



Data: Tom Cochrane, Deputy Vice-Chancellor, QUT



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Senior Lecturer, Design, QUT

“Just last week, the General Manager of Sustainable Development from an Australian rural industry called me – based on reading one of my research papers in ePrints.

He loved what he read and we are now in discussion about how we can help them measure their industry’s social impacts.”



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Daniel Coit Gilman

First President, Johns Hopkins University

It is one of the noblest duties of a university to advance knowledge and to diffuse it, not merely among those who can attend the daily lectures, but far and wide.



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Thank you for listening

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