

The Benefits of Open Access – to authors, institutions and nations

Alma Swan

Convenor

Enabling Open Scholarship

Mötesplats Open Access / Meeting Place Open Access, Lund, 24-25 November 2010



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Some context



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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 5750 of them
- Listed in the Directory of Open Access Journals (DOAJ)



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DOAJ categories

Find journals

Browse by title

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DOAJ - Directory of Open Access Journals, 2009, [Lund University Libraries](#), Head Office



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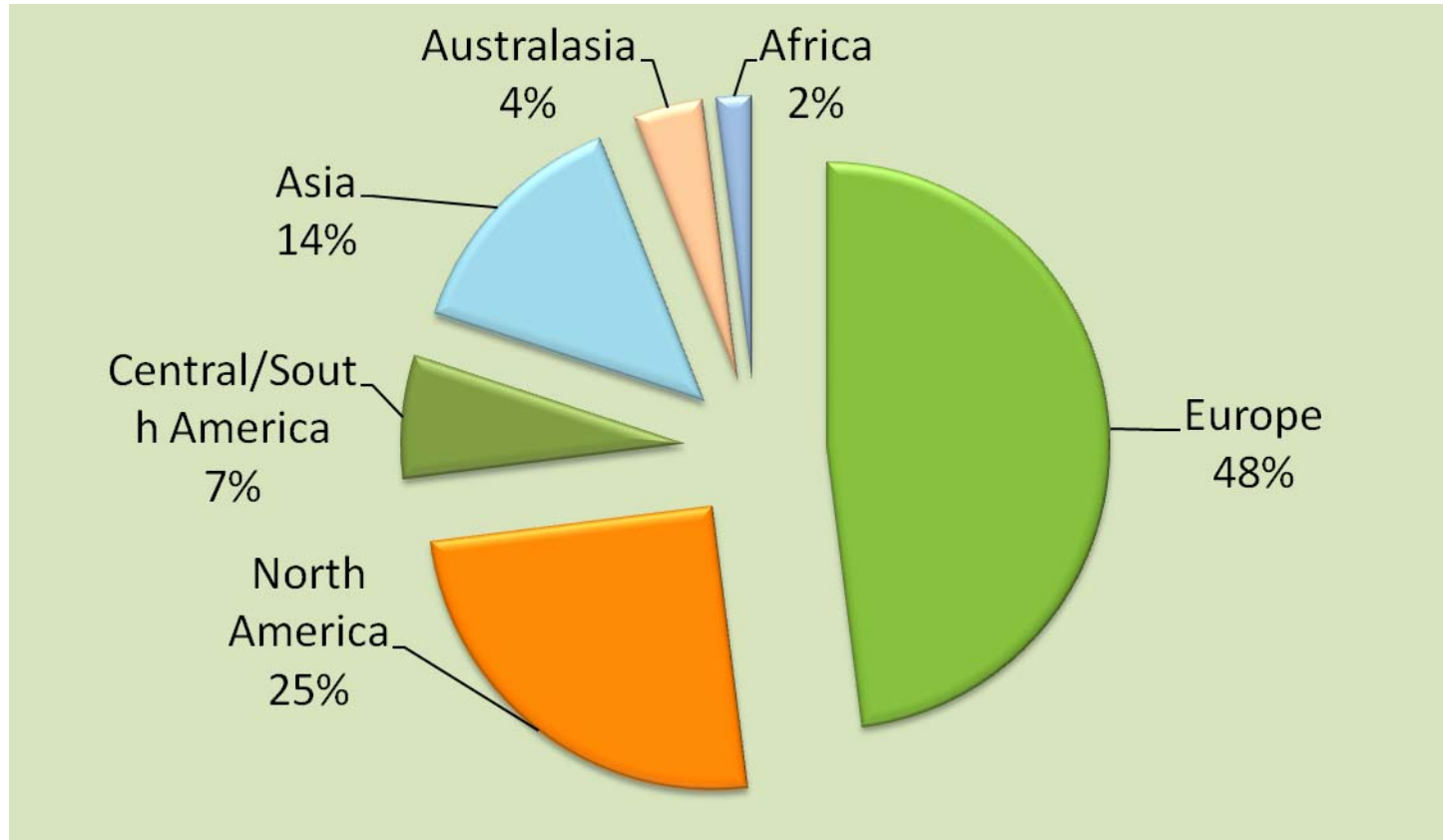
Open Access repositories

- 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 c1750



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Where repositories are

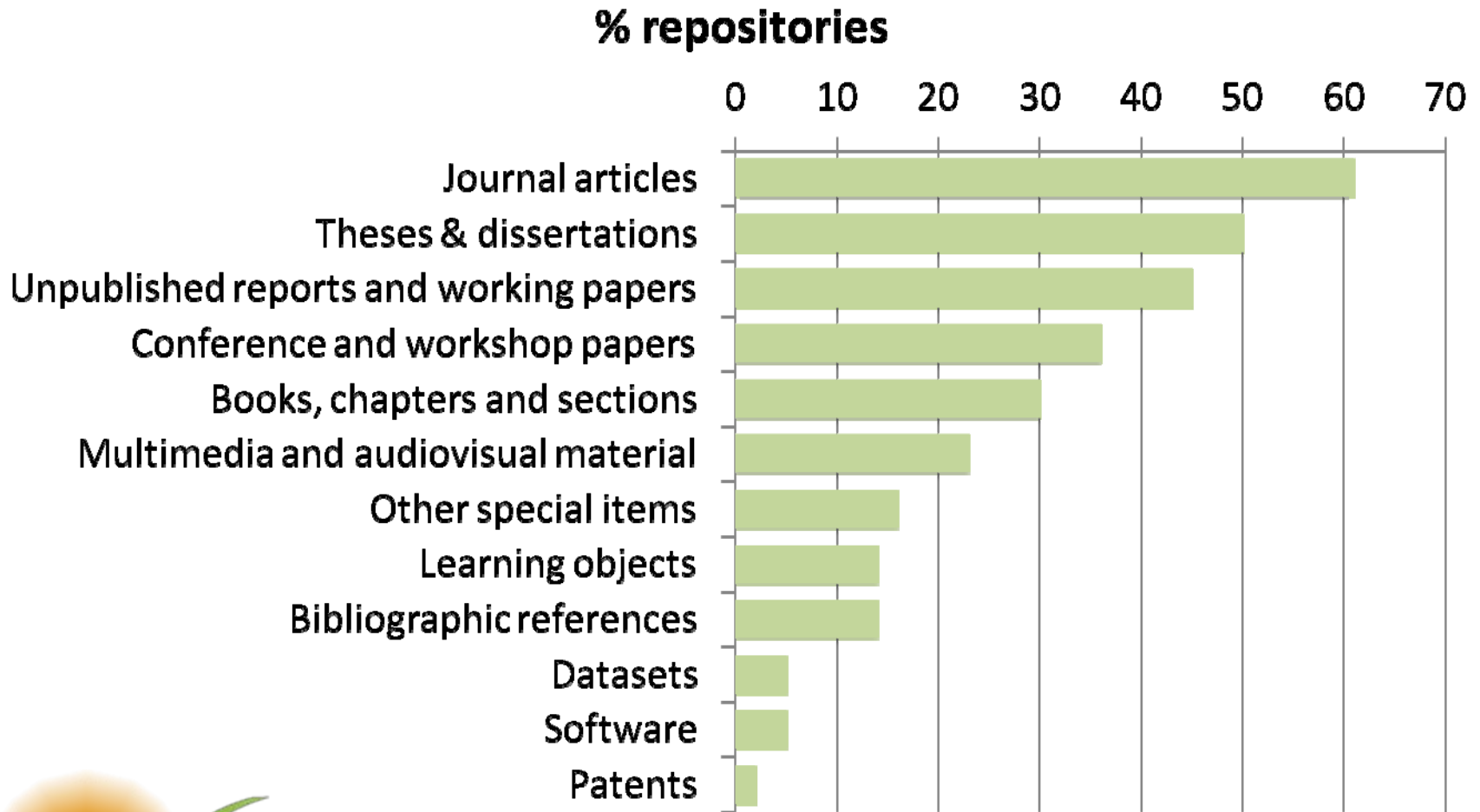


Total at October 2010: 1750



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What they contain



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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 [his university repository] 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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A well-filled repository

The screenshot shows the University of Southampton ECS EPrints Repository website. The header includes the university name, school name, and a search bar. The main content area features a navigation menu on the left, a central section with a welcome message and search options, and a list of recently added publications on the right. The right sidebar contains several promotional boxes for research themes, industrial partnerships, and PhD applications.

UNIVERSITY OF Southampton
School of Electronics and Computer Science

Site Search Enter keywords here go

Home UG Study MSc Admissions PG Opportunities Research Business People Alumni Contact Intranet

University of Southampton > ECS > Research > Publications Login

ECS Research

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- Researcher Profiles
- Research Themes
- Graduate School
- Seminars
- Research Facilities
- Centres and Institutes
- Latest Technologies

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- Browse by research group
- Browse by year

Intranet Tools

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Welcome to ECS EPrints Repository

ECS was the first academic institution in the world to adopt a self-archiving mandate (2001). All the research output of all members of the School is available and fully searchable in our online repository. This repository contains 11488 records. Find out more about our [EPrints Software](#) and [Open Access to Research](#).

Search

Return all matching records search

View

View: **Recently added items** | [Download Statistics](#)

Recently added publications

1. Merrett, G. V. (2008) [Simulating and Modelling Wireless Sensor Networks \(Project Information Sheet\)](#). (Unpublished)
2. Merrett, G. V. (2008) [Energy- and Information-Management in Wireless Sensor Networks \(Project Information Sheet\)](#). (Unpublished)
3. Hoy, P. R., Rutt, H. N., Gray, W. P. and Bulters, D. O. (2009) [Intraoperative Optical Measurement of Function in the Human Brain](#). In: *Optical Techniques in Neurosurgery, Brain Imaging and Neurobiology Conference, SPIE 2009 BiOS Biomedical Optics Symposium*, 24-19 January 2009, San Jose. Item availability restricted.

Welcome from DEPUTY HEAD OF SCHOOL (Research)

RESEARCH THEMES

INDUSTRIAL PARTNERSHIPS

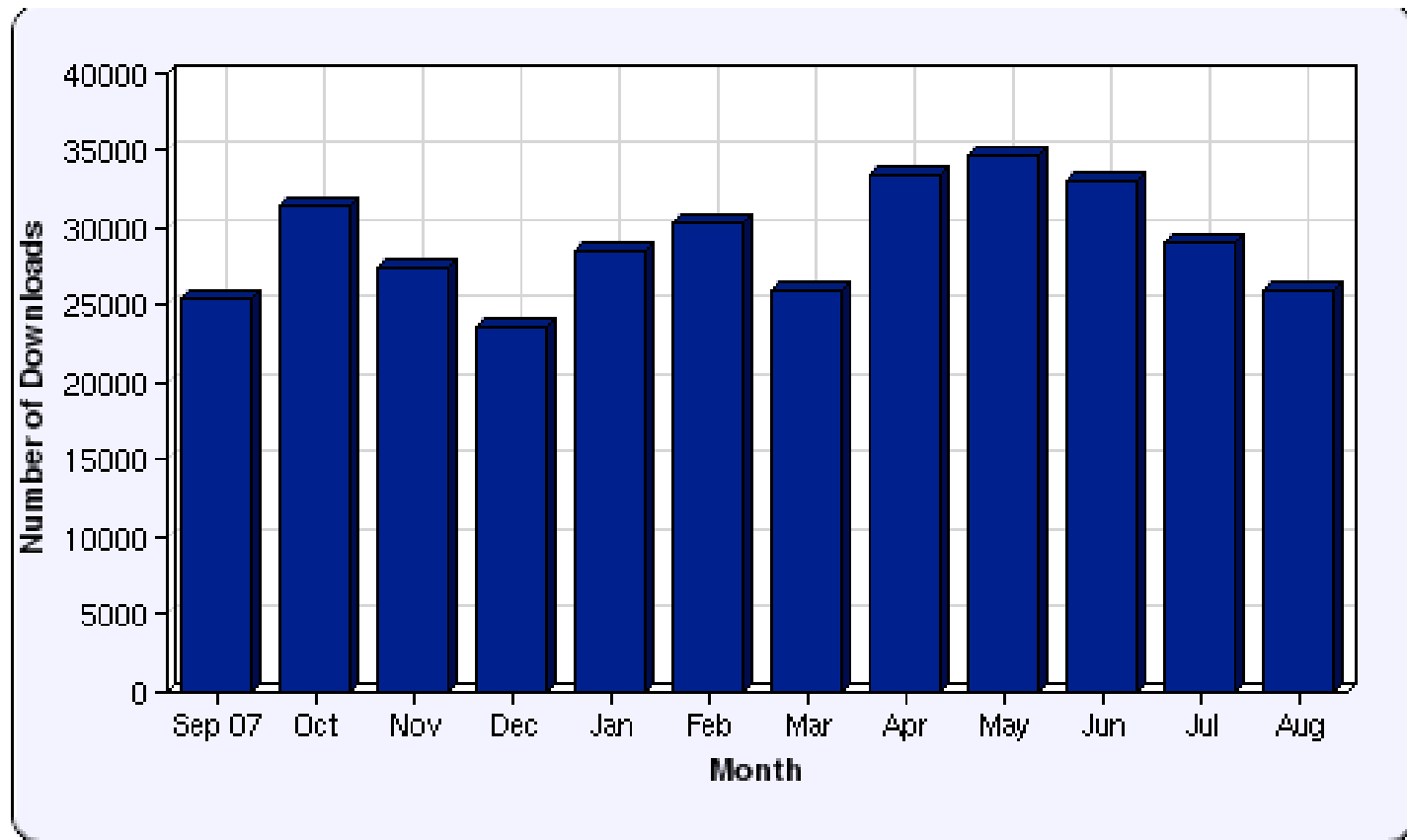
APPLY ONLINE FOR A PhD

RESEARCH PROSPECTUS PDF (7MB)



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And it gets used



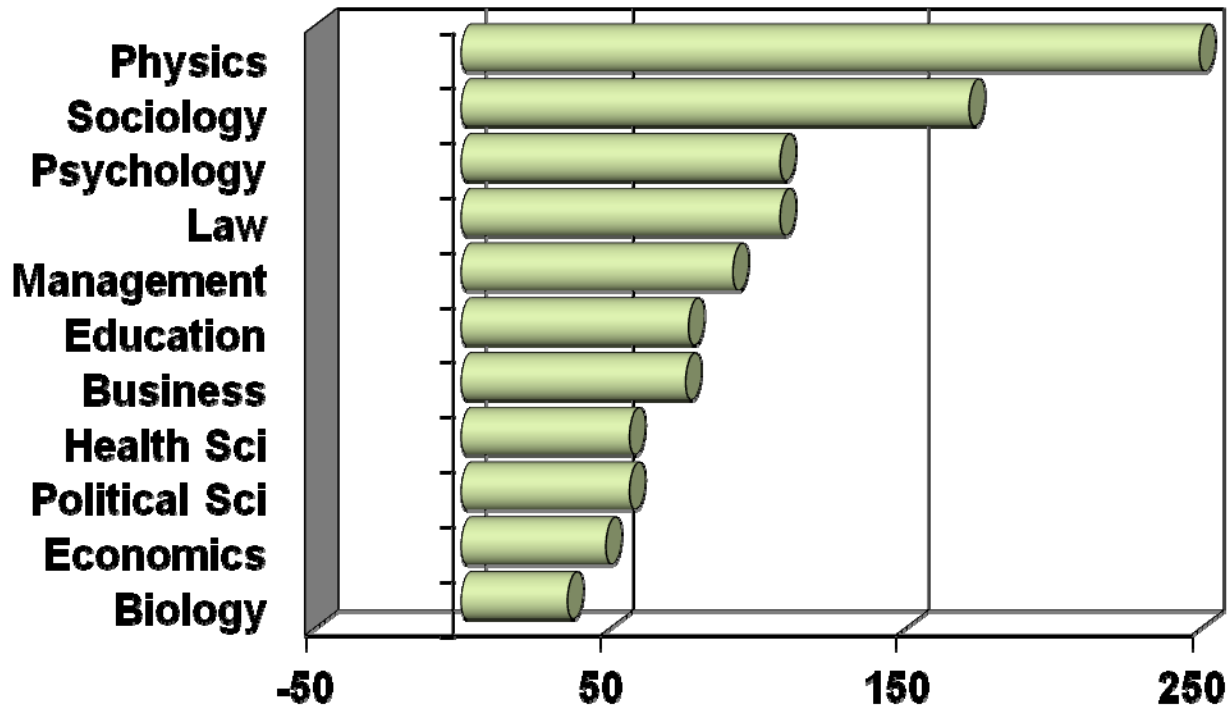
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Impact



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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 to a researcher

QUT Queensland University of Technology
Brisbane Australia

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- Top 50 Papers

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- Deposit items

Browse By Person: Frost, Ray

[Up a level](#)

Export as

Group by: **Item Type** | [Date](#)

Jump to: [Book Chapter](#) | [Conference Paper](#) | [Journal Article](#)

Number of items: **501**.

Book Chapter

Frost, Ray L. and Klopogge, 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 Satanarayana, Kestur Gundappa, (eds.) Clay surfaces: fundamental and applications. Elsevier, The Netherlands, Amsterdam, pp. 184-215.

Frost, Ray L. and Klopogge, 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 Klopogge, 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.

Klopogge, 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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Browse By Person: Frost, Ray

[▲ Up a level](#)

Export as

Group by: **Item Type** | [Date](#)

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Number of items: **501**.



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- By Author
- Top 50 Authors
- Top 50 Papers

QUT Users

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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

Ordered by total downloads. Yearly total includes downloads from 2009-10-06

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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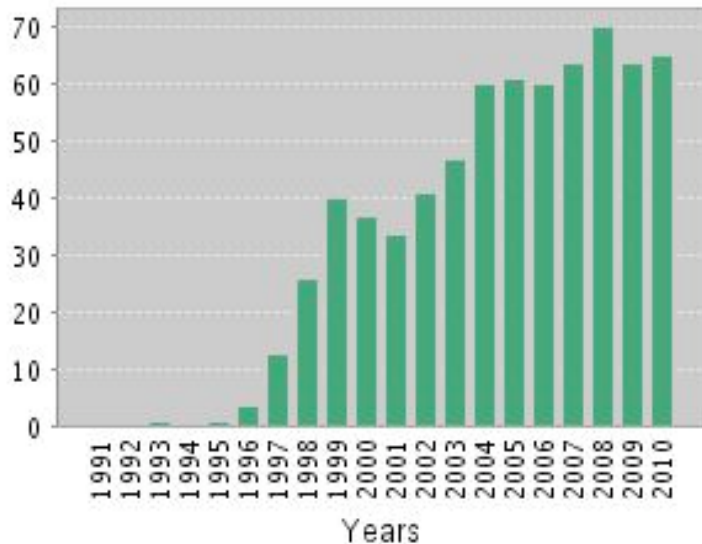
Ray Frost's impact

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

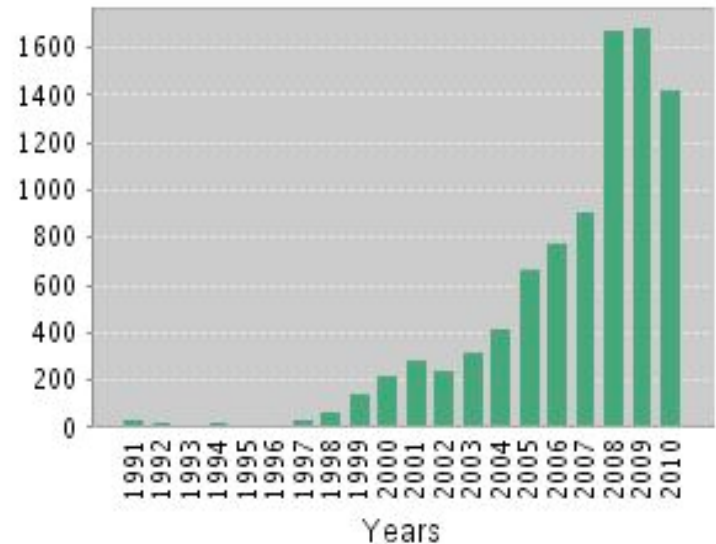
Timespan=All Years. Databases=SCI-EXPANDED, SSCI, A&HCI, CPCI-S.

This report reflects citations to source items indexed within Web of Science. Perform a Cited Reference Search to include citations to items not indexed.

Published Items in Each Year



Citations in Each Year



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Top authors (by download)

Top 50 Authors

Ordered by total downloads. Yearly total includes downloads from 2009-10-06

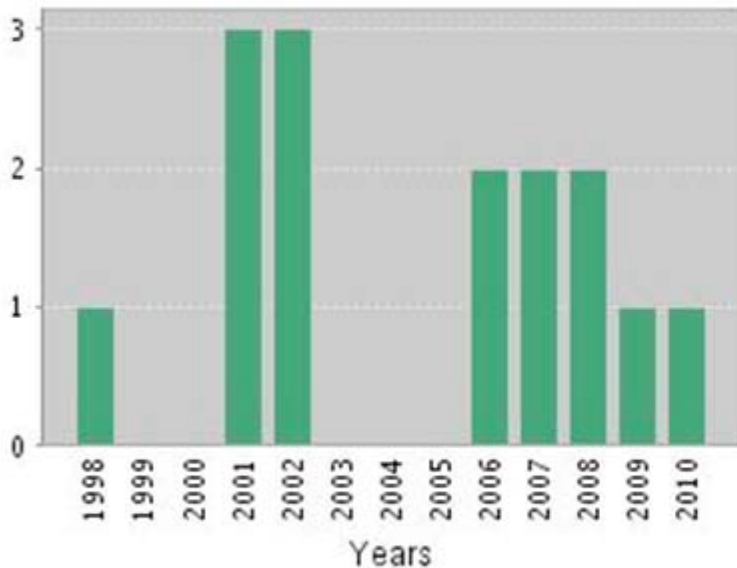
Rank	Author	<u>Year</u>	<u>Total</u>
1	<u>Frost, Ray</u>	<u>22398</u>	<u>204141</u>
2	<u>Skitmore, Martin</u>	<u>26879</u>	<u>204034</u>



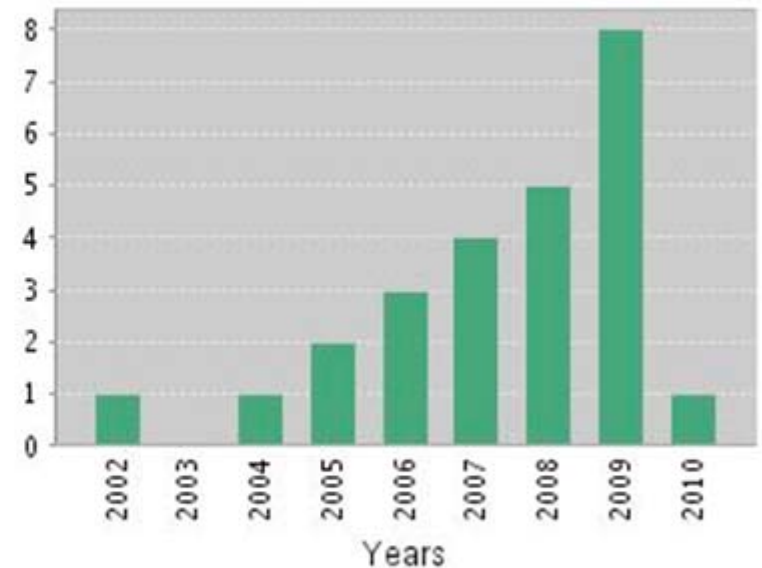
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Martin Skitmore (Urban Design)

Published Items in Each Year

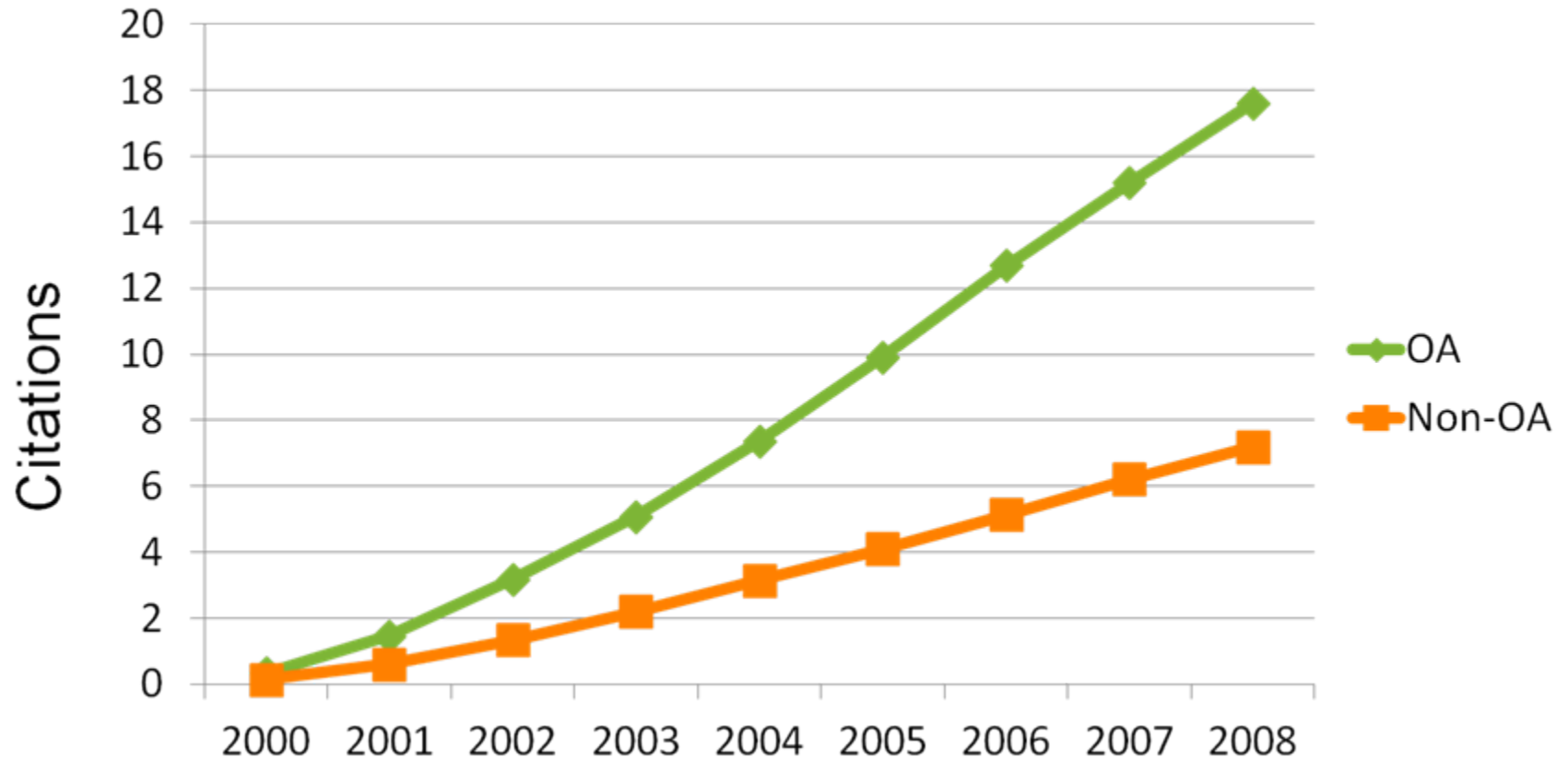


Citations in Each Year



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Engineering

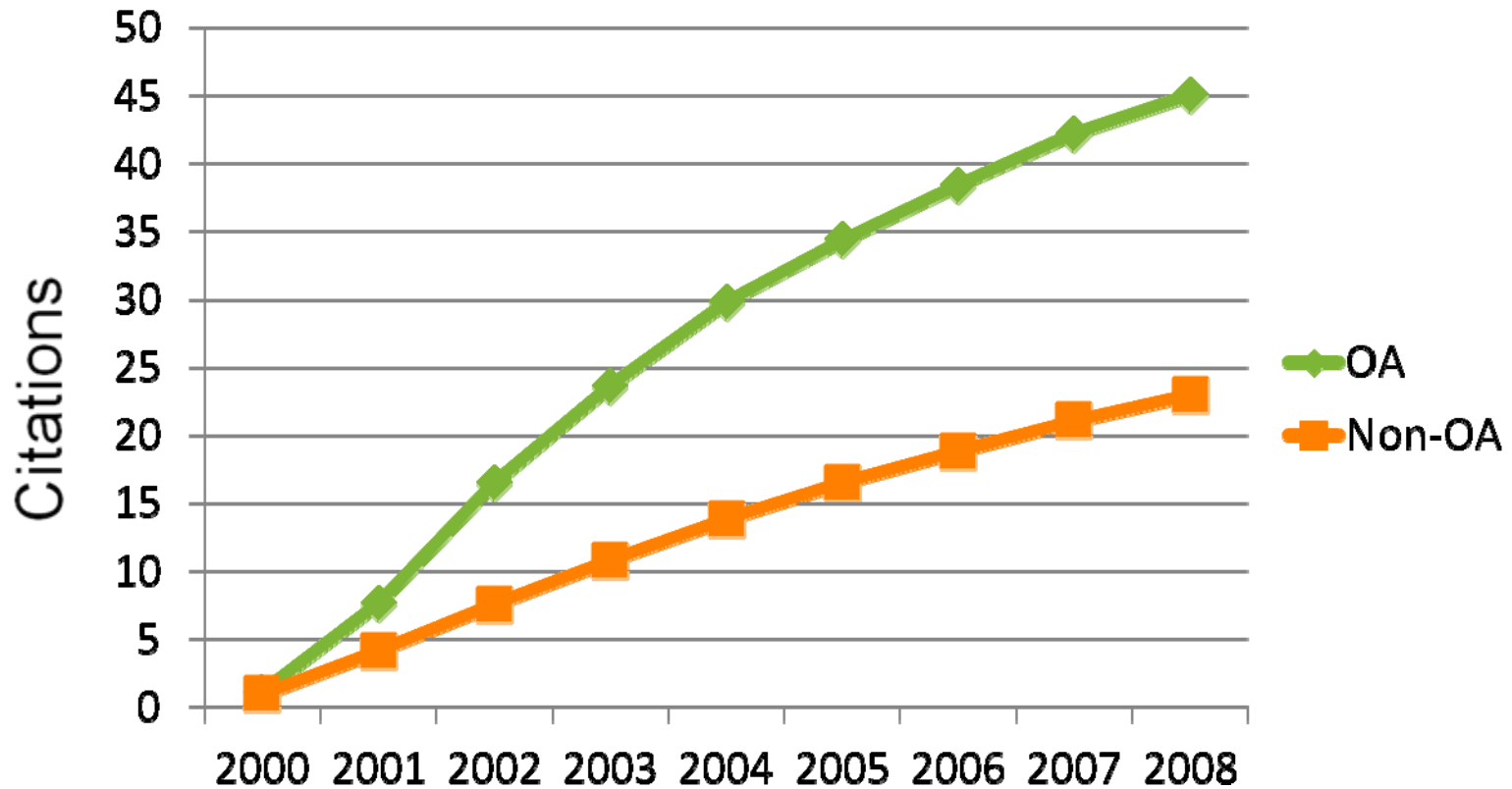


Data: Gargouri & Harnad, 2010



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Clinical medicine

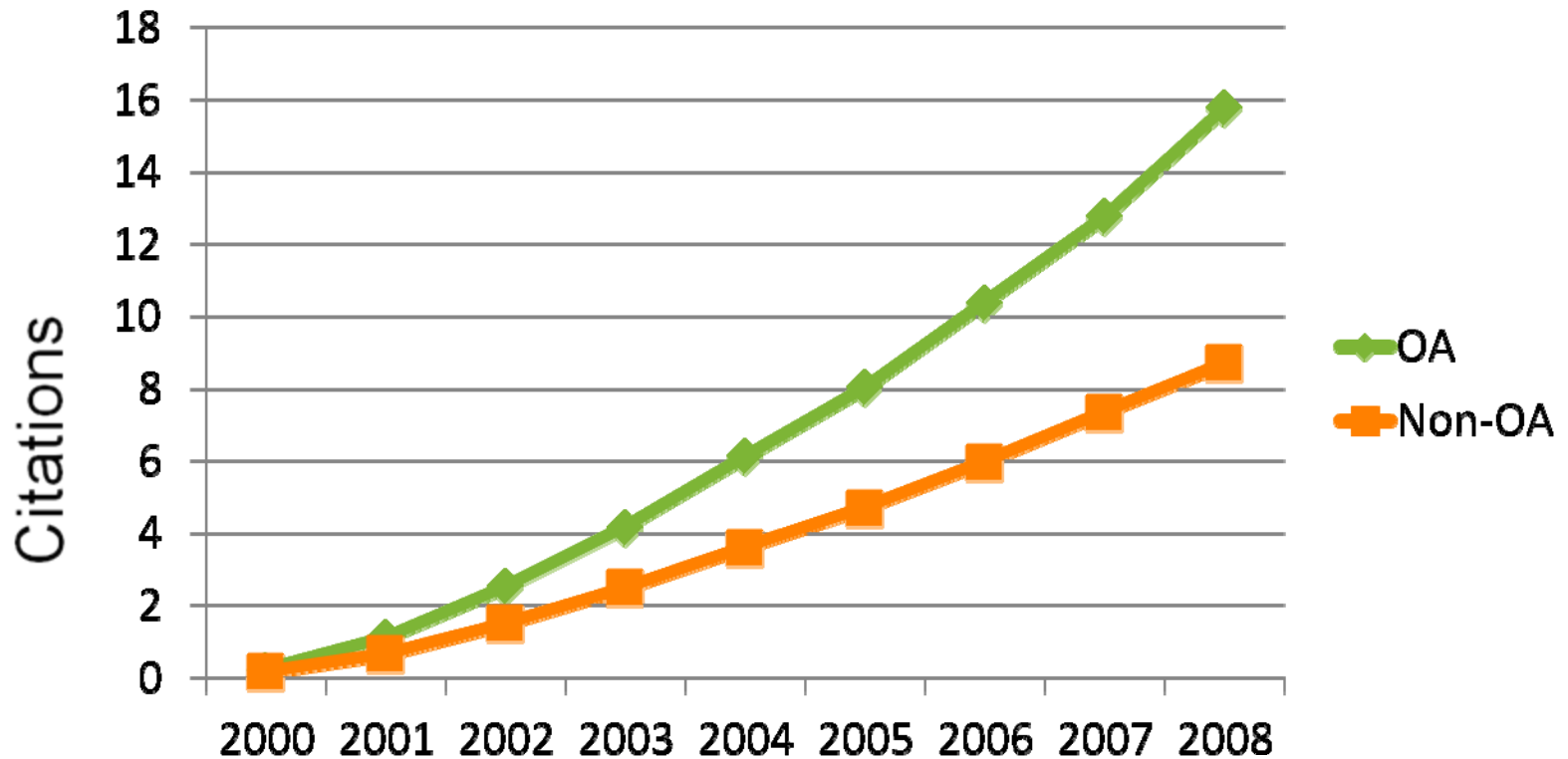


Data: Gargouri & Harnad, 2010



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Social science



Data: Gargouri & Harnad, 2010



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Profiling and marketing



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Business planning for digital repositories

[URI & ROR](#)

Swan, A. (2010) Business planning for digital repositories. In: *Business Planning for digital Libraries. International Approaches* (ed. Mel Collier, Leuven University Press. ISBN ISBN 978 90 5867 837 9

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Business planning for digital repositories

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Swan, A. (2010) Business planning for digital repositories. In: *Business Planning for digital Libraries. International Approaches* (ed. Mel Collier, Leuven University Press. ISBN ISBN 978 90 5867 837 9

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Accepted Version

Microsoft Word
182Kb

Abstract

The chapter covers business issues relating to the planning and establishment of digital repositories in research institutions - reasons for having a repository, investment decisions, operational issues and measuring and managing the payoff

Item Type: Book Section

Creator/Authors:



[Alma Swan](#)

Keywords: Open Access Institutional repositories Digital repositories

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

ISBN: ISBN 978 90 5867 837 9

Date: September 2010

Information about this record:

Performance Indicator: EZ~01~01~02

ID Code: 21470

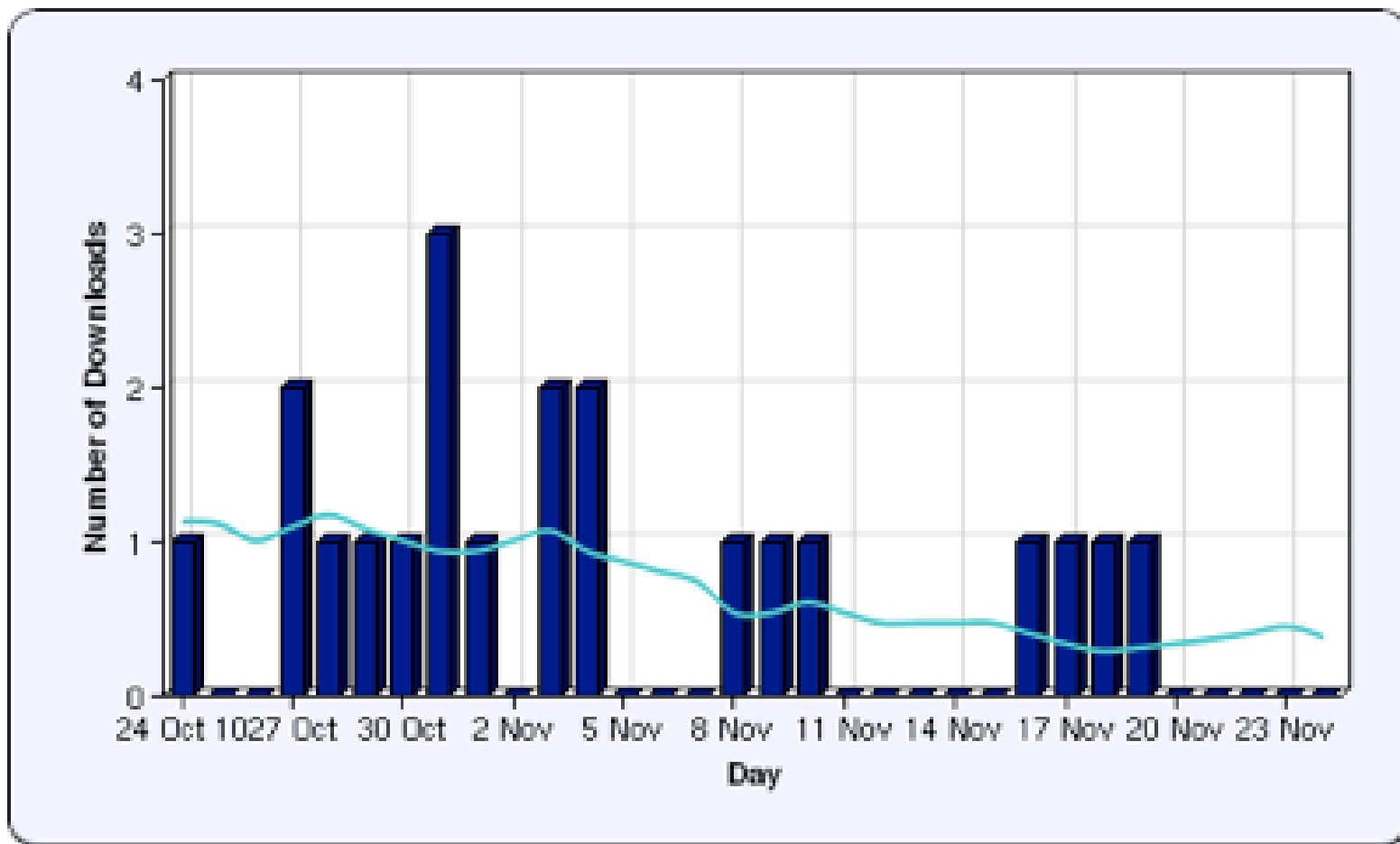
Last Modified: 12 Aug 2010 10:07

Deposited On: 10 Aug 2010 07:29 by **Swan, Alma**



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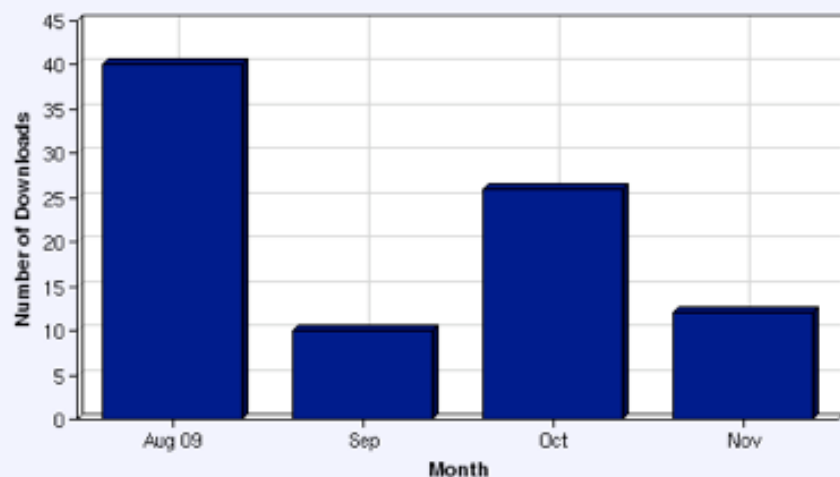
Download timeline



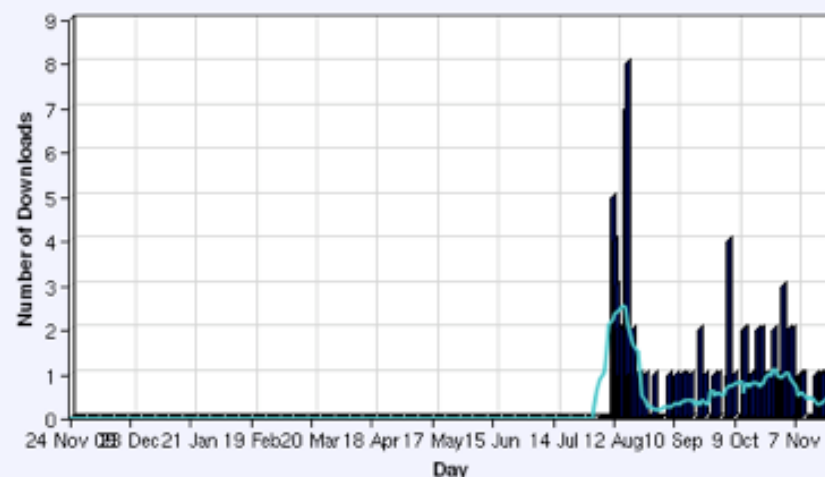
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<http://eprints.ecs.soton.ac.uk/21470/>

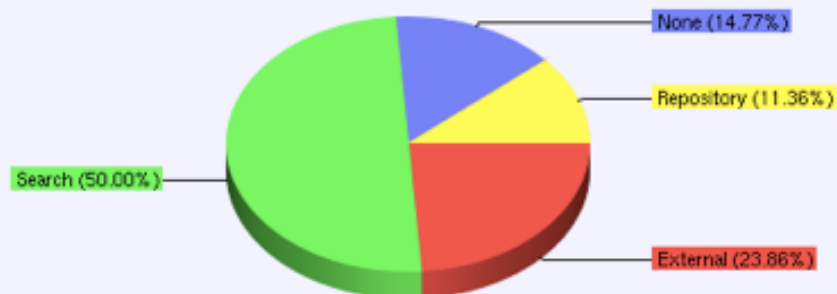
AllMonthlyDownloadsGraph



DailyDownloadsGraph



ReferrerGraph



TopTenAcademies

Domain Tail	Downloads
nodak.edu	3
nottingham.ac.uk	2
vuw.ac.nz	2
soton.ac.uk	2
arizona.edu	1
dartmouth.edu	1
ioe.ac.uk	1
bu.edu	1
oregonstate.edu	1
plymouth.ac.uk	1
uitm.edu.my	1

For institutions?



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Why an institutional repository?

- Fulfils a university's mission to engender, encourage and disseminate scholarly work
- Complete record of its intellectual effort
- Permanent record of all digital output
- Research management tool
- 'Marketing' tool for universities
- Provides maximum Web impact for the institution



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Institutional advantages from Open Access

- 🌍 Visibility
- 🌍 Usage
- 🌍 Impact
- 🌍 Institutional profiling and marketing
- 🌍 Research advantages



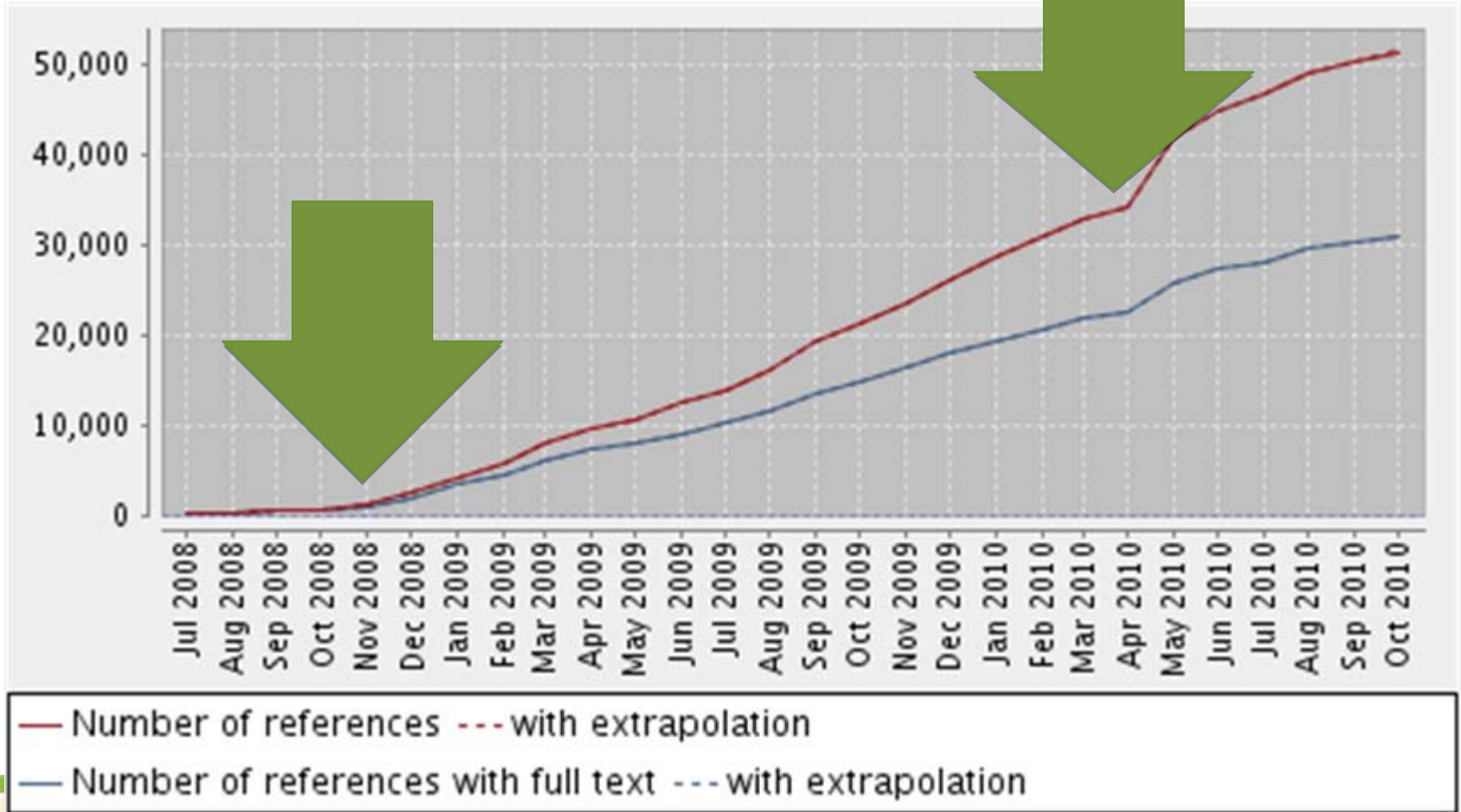
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Usage

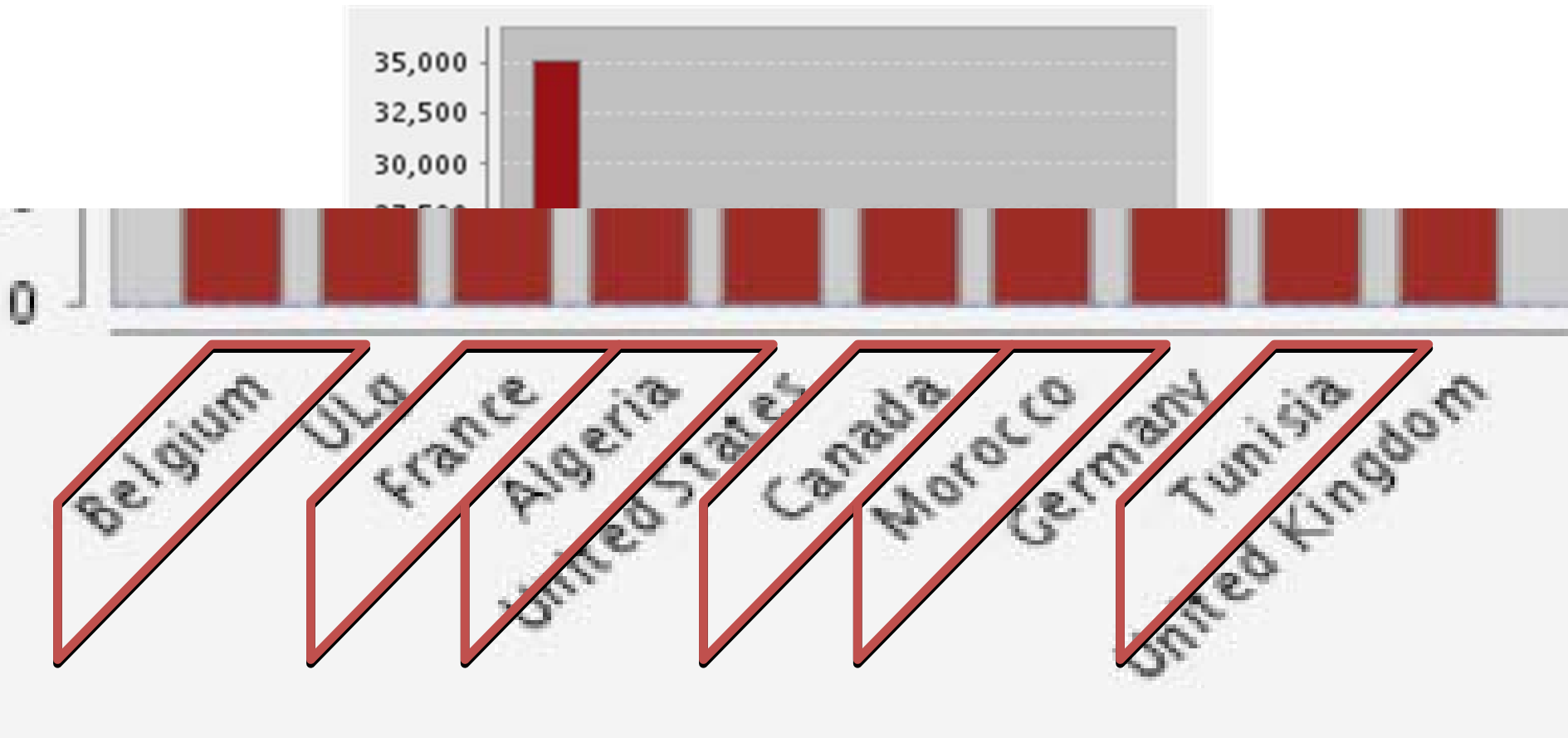


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ORBi: Université de Liège



Downloads from ORBi



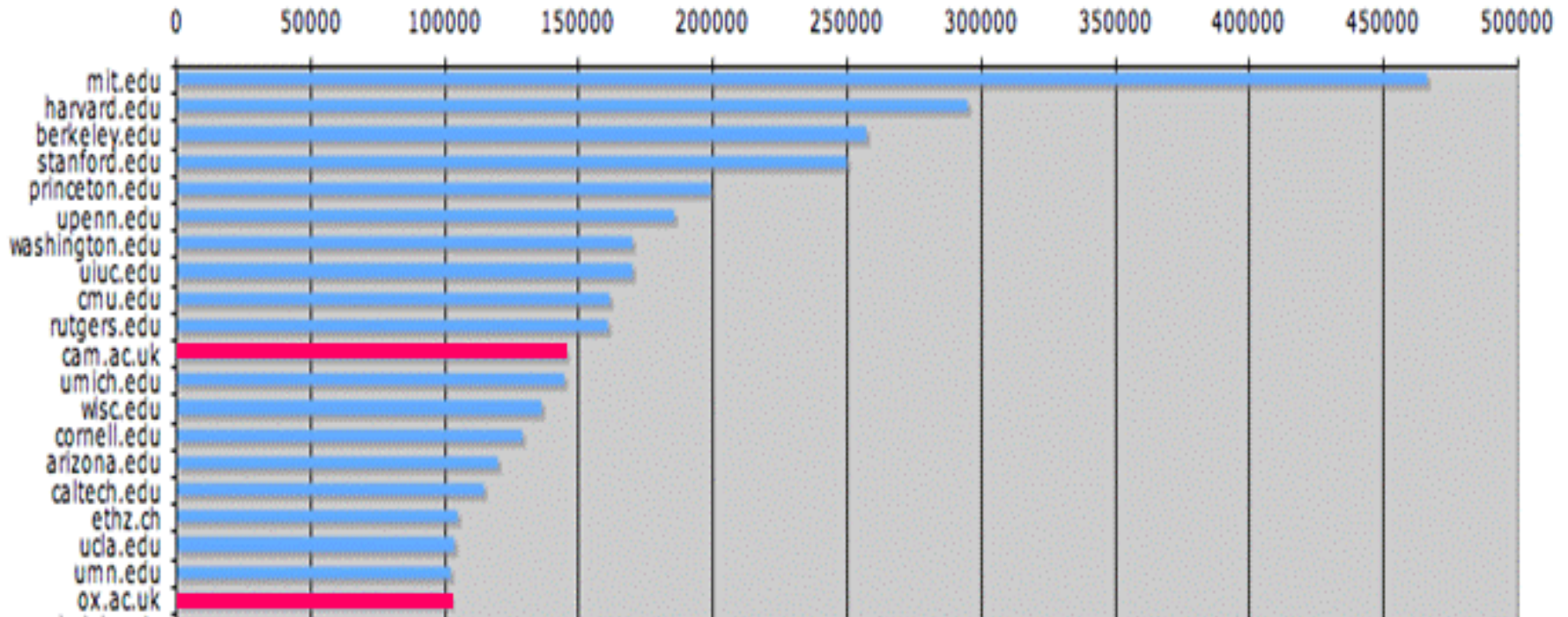
Impact and profiling



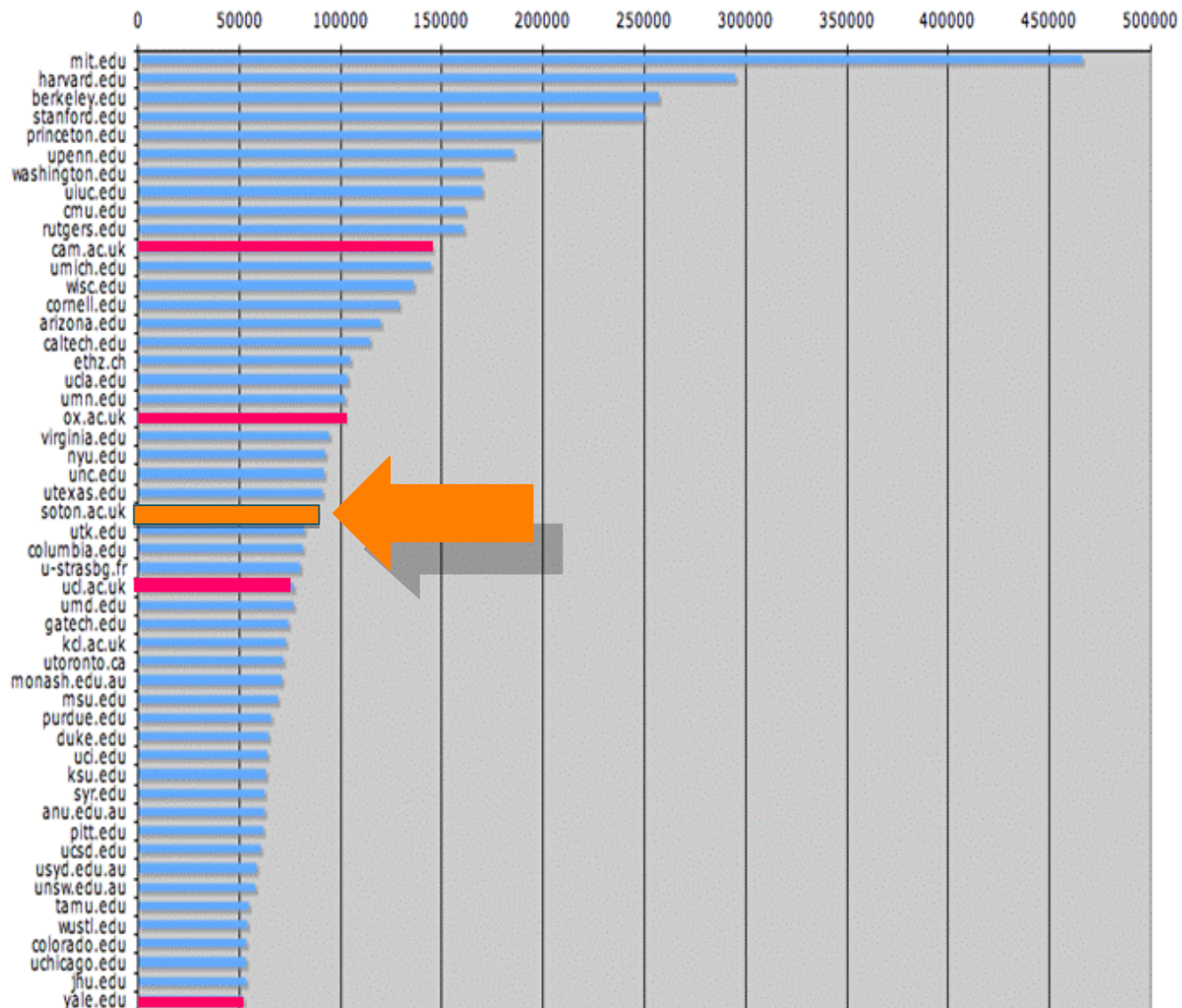
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The U.Southampton conundrum

The G-Factor (universitymetrics.com)



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Webometrics

Ranking Web of World Universities July 10

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> home > top Europe

Rank Data

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- Top South East Asia
- Top South Asia
- Top Arab World
- Top Oceania
- Top Africa
- Top Sub-Saharan Africa
- Country Scoreboard
- Best Practices
- Notes (*/**)

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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Research advantages



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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 the main sources 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.

Statistics

in focus

SCIENCE AND
TECHNOLOGY

81/2007



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Author
Sergiu-Valentin PARVAN

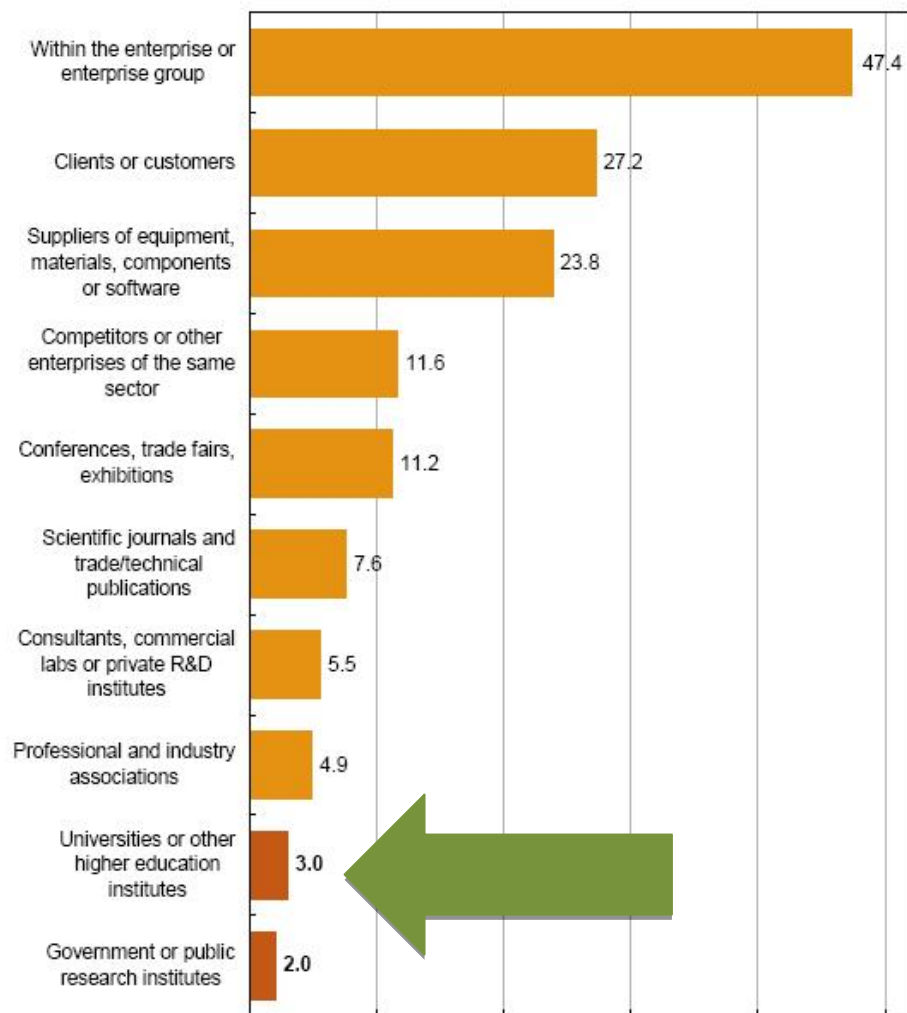
Contents

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

Link between science and industry 4

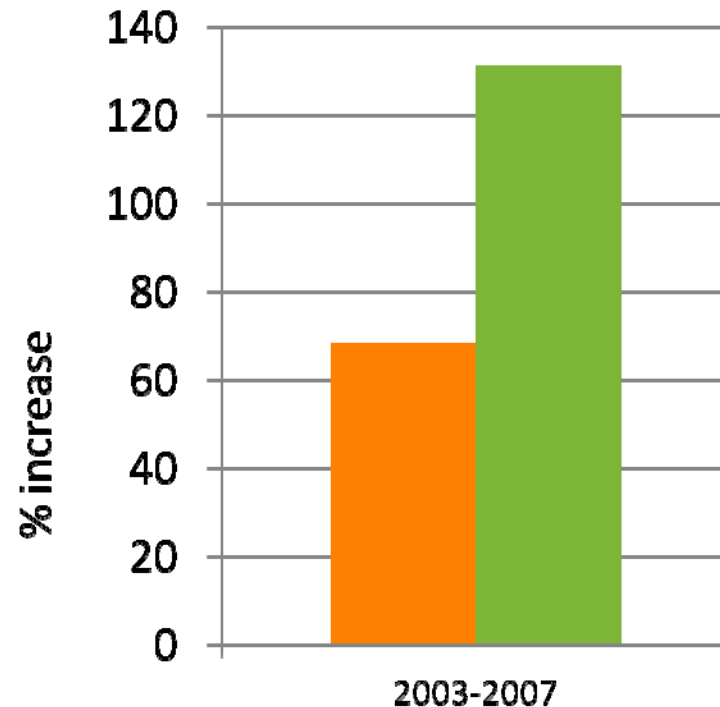
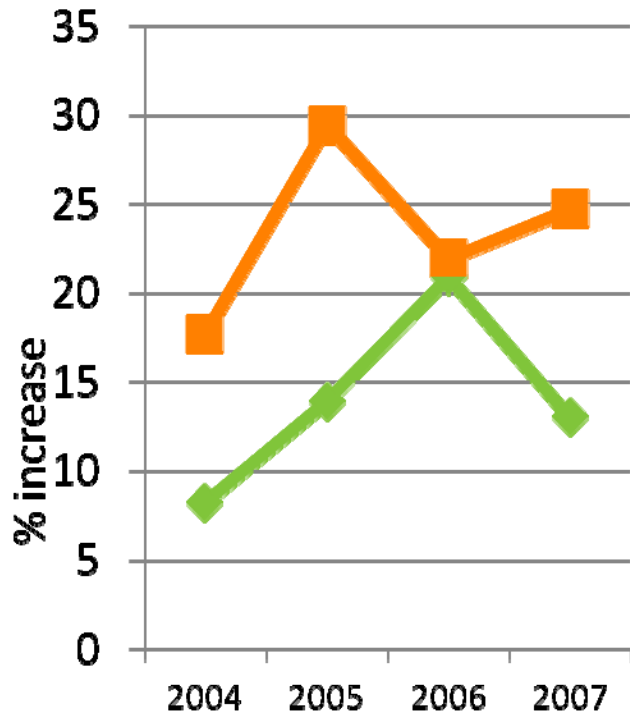


Figure 1: Sources of information identified by enterprises as highly important for the enterprise's innovation activities, as a percentage of innovative enterprises, EU-27 average



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Total Research Income: QUT and sector



◆ All univs ■ QUT

■ All univs ■ QUT

Data: Tom Cochrane, Deputy Vice-Chancellor, QUT



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Dr Evonne Miller

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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Economic advantages



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Rationales and assumptions

- Obvious direct cost savings (subscriptions, ILL, PPV)
- Open Access makes it easier to find and retrieve the material a researcher needs to:
 - **READ**
 - **WRITE** papers
 - Carry out **PEER REVIEW** work
- Open Access obviates the need to spend time seeking permissions or dealing with copyright and licensing issues
- No duplication, blind alleys, etc ...



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National pictures

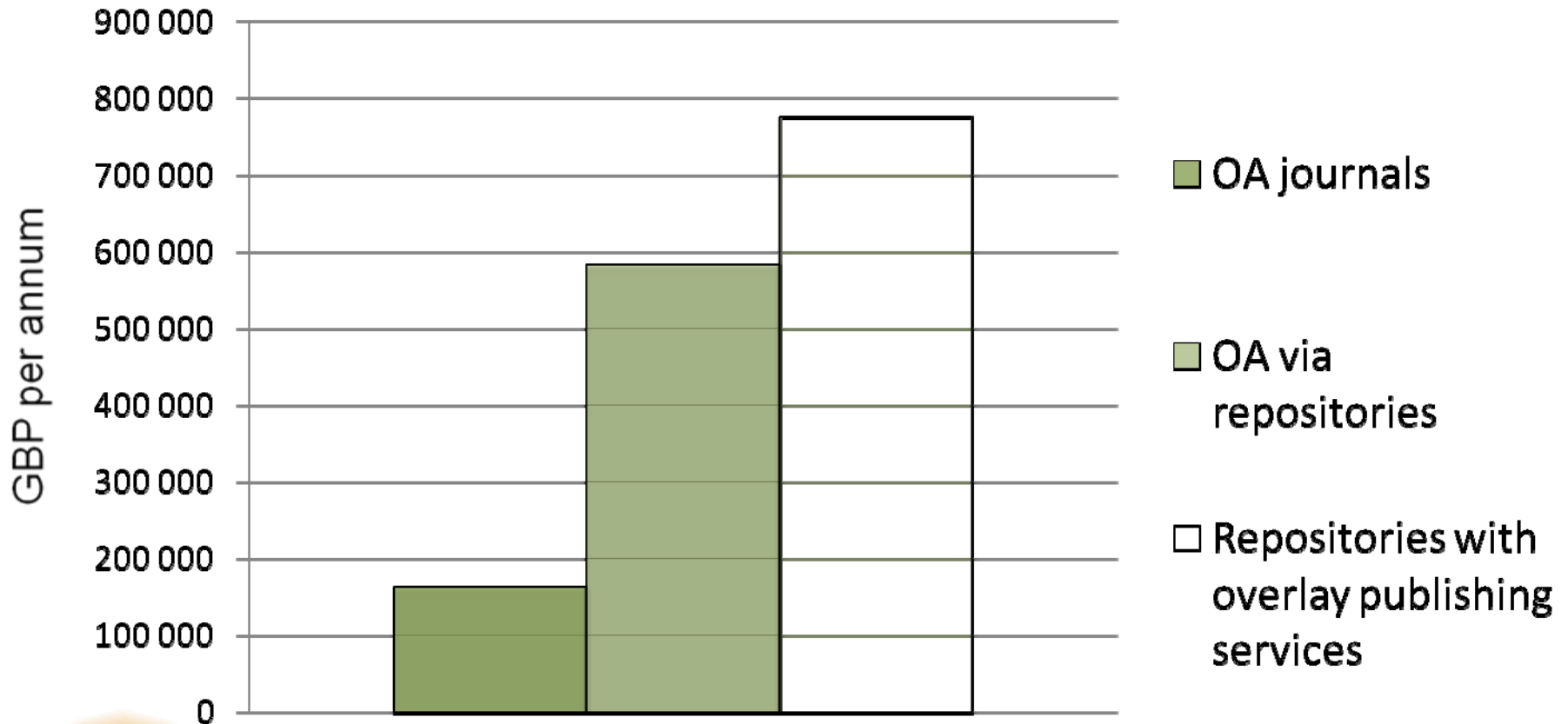
(Houghton et al, 2009, 2010)

Annual € savings from moving to:	UK	Netherlands	Denmark	US federal agencies
OA journals ('Gold' OA)	480 million	133 million	70 million	Value of benefit over 30 years amounts to some \$1 billion, 6 times the cost of archiving the material
OA repositories with subscriptions ('Green' OA)	125 million	50 million	30 million	
OA repositories with overlay services	Circa 480 million	Circa 133 million	Circa 70 million	



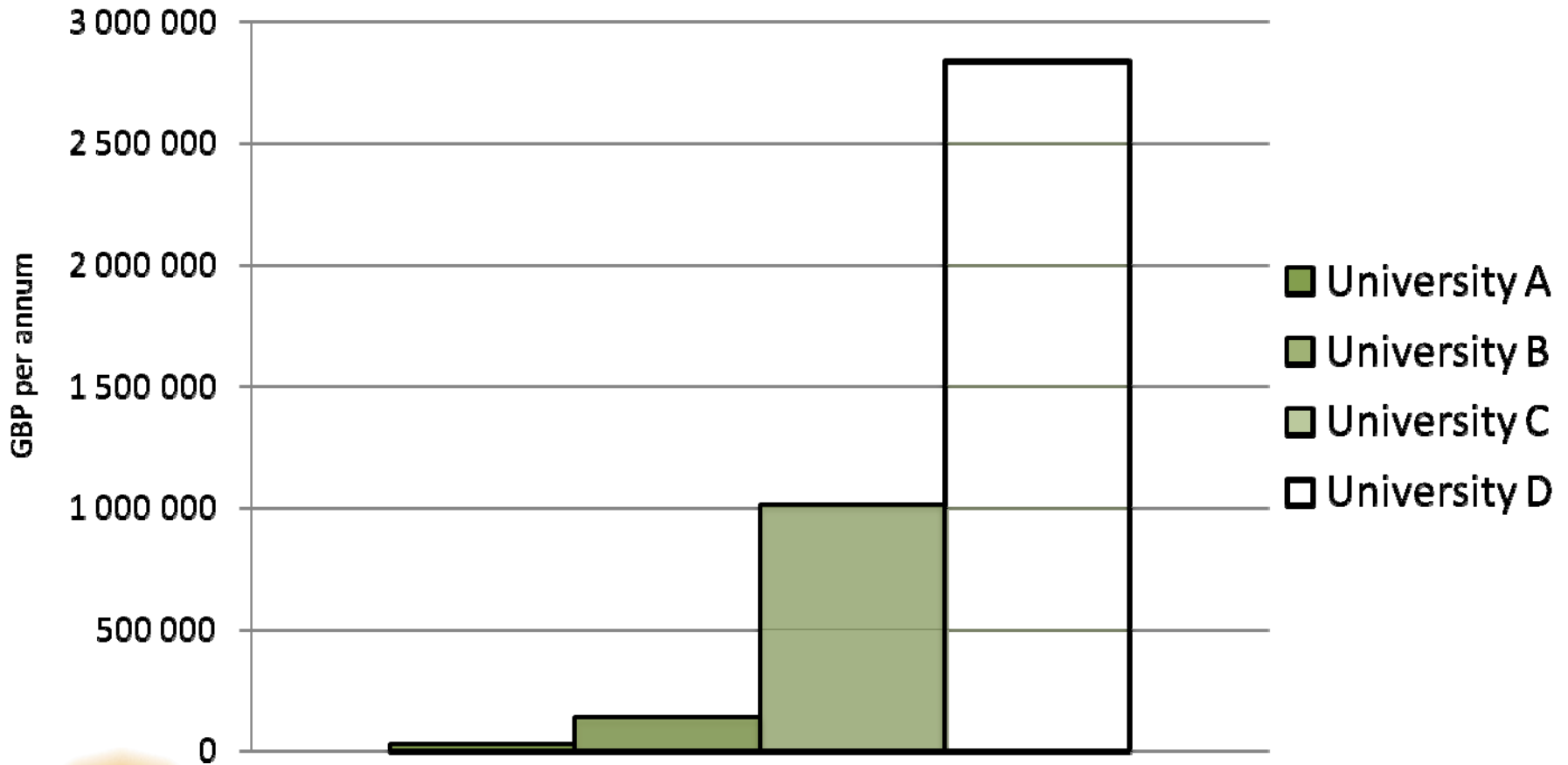
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University UK: Annual savings from OA



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Societal value



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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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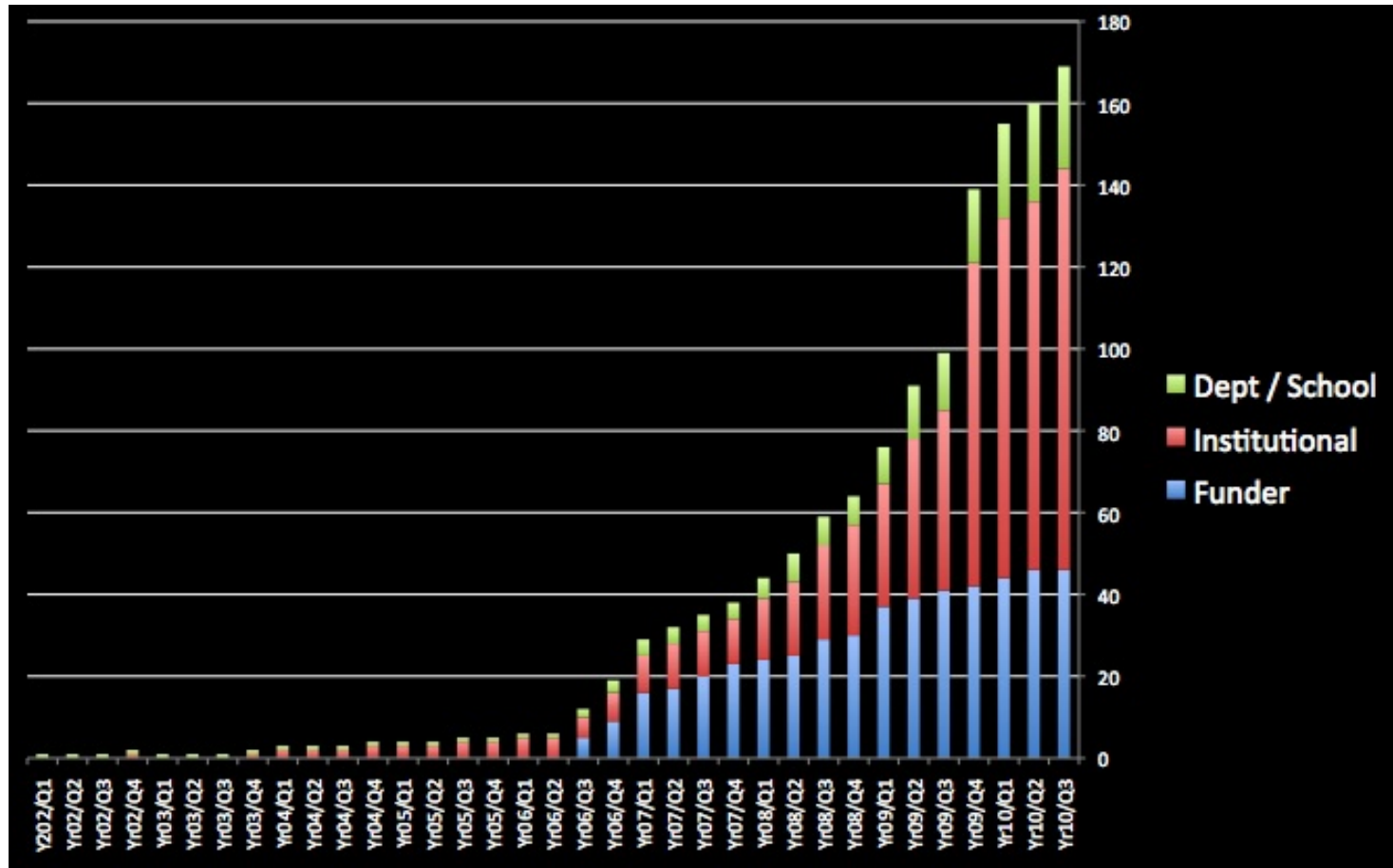
University of Edinburgh Strategic Plan 2008-12

“The mission of our
University is the creation,
dissemination and curation
of knowledge.”



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Open Access mandatory policies



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Resources

General, comprehensive resource on Open Access:

OASIS

(Open Access Scholarly Information Sourcebook)

www.openoasis.org

For policymakers, institutional managers:

EOS

(Enabling Open Scholarship)

www.openscholarship.org



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