A Psychological View on Open Access Publishing
The Reasoned Action Approach (RAA)

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/ INTRODUCTION

Psychological theories provide frameworks for understanding and predicting human behavior. The act of publishing, or intending to publish research articles, can be considered a behavior, and some theories are particularly well suited for explaining this behavior. The reasoned action approach provides the main framework, and construal level theory may be included in analysis of results and measure design.

/ PROJECT AIMS

• Explain Open Access publishing behavior using the reasoned action approach.
• Collect and analyze survey data from universities and university colleges in Norway.
• Design of theory-driven measures to boost open access publishing and address issues uncovered in the main study.

/ INITIAL STAGE

• Review literature.
• Discuss the reasoned action approach (RAA) and construal level theory (CLT), in the context of publishing behavior.
• Design and pilot test questionnaire.

/ PILOT TEST RESULTS

Correlations between behavioral antecedents and intention to make article OA

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/ MAIN SURVEY

• Survey researchers in Norwegian universities and of RAA and CLT. university colleges.
• Analyze relationship between attitudes, norms, and behavioral control with intention to publish open access and other variables.
• Discuss results in context of Open Access publishing behavior.
• Expected findings: Attitudes correlated with intention?

/ REASONED ACTION APPROACH MODEL

/ CONCLUDING STAGE

• Design of theory-driven measures to boost open access publishing and address issues uncovered in the main study.
• Possible integration of CLT into the RAA framework.

References:
Reasoned action approach: Icek Ajzen and Martin Fishbein (2010)
Construal level theory: Yaacov Trope and Nira Liberman (2010)