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

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OPEN ACCESS

/ 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.
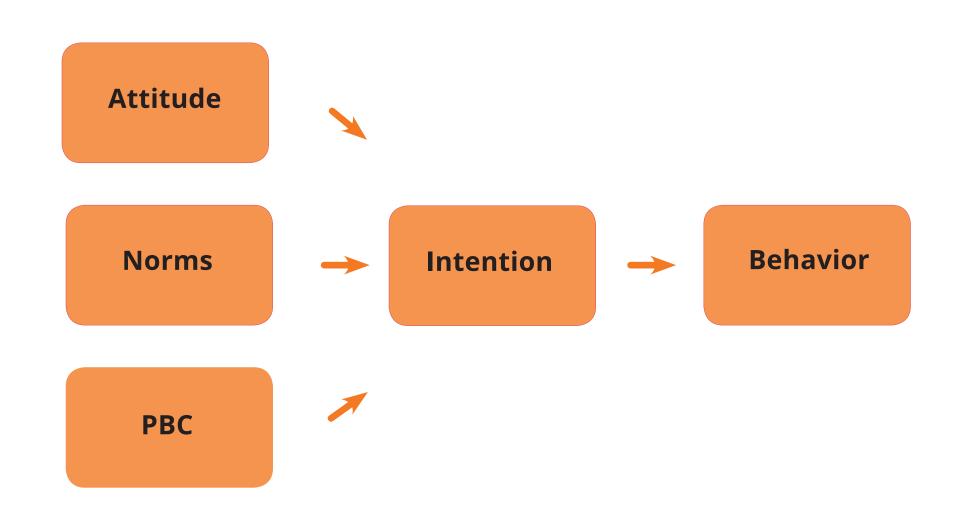
/ PROJECT AIMS

• **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.

/ REASONED ACTION APPROACH MODEL

/ PILOT TEST RESULTS

Correlations between behavioral antecedents and intention to make article OA

	Pbc	Attitude	Norm	Submit article OA	Deposit in repository	In last 12 months dep. in repository
Pbc				.68	.46	
Attitude						
Norm				.56	.59	-.57
Submit article OA	.68		.56			
Deposit in repository	.46		.59	.53		.56
In last 12 months dep. in repository			-.57		.56	

/ MAIN SURVEY

• **Survey** researchers in Norwegian universities and university colleges.
• **Analyze** relationship between attitudes, norms, and behavioral control with intention to publish open access and other variables.

• **Discuss** results in context of RAA and CLT.
• **Expected findings:** Attitudes correlated with intention?

/ 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)

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