The impact of Open Access

On the Librarian

Managing institutional repositories

- **Time**: Research Consulting published a study which evaluated the cost to UK research organizations of implementing the ROYUK open access policy. Findings revealed:
  - 2 hours per Gold OA article
  - Cost of £81

Source: Counting the Costs of Open Access, Time: Research Consulting

**With publishers**

- **Now**: Multiple points of contact and APC invoices

**With researchers**

- **Now**: Facilitator of access to research

How do libraries become a ‘knowledge bank’ of publishing processes, funding mandates, publisher business models, licencing and copyright, and much more?

On the Author

Raising the profile of your work

- **Newsworth?** Speak to your institutional press office or your publisher (or both)
- **Update reading lists**: discussion lists and listservs
- **Speak about your research at conferences**
- **Write a blog post** (for your blog, or sites like The Conversation)
- **Include a link in your email signature**

Why social media?

1. **Drivers of article downloads**
2. **7 out of 10 important factors in SEO ranking** now come from social media
3. **Highly tweeted articles** were 11 times more likely to be highly cited than less-tweeted articles. Tweets can predict highly-cited articles within the first three days of article publication.

Eysenbach, G. “Can Tweets Predict Citations? Metrics of Social Impact Based on Twitter and the Science Citation Indexes.” *Journal of Medical Internet Research*, 13.4, 2011

4. **Journalists use Twitter as a major source of news stories**

Source: http://www.greestudies.com/

Why do authors tell us?

- 28% plan to announce their article’s publication on social media such as Twitter or Facebook
- 9% plan to share articles on services such as Delicious, Digg, Reddit or Mendeley
- 12% plan to mention their article or include a link in their email signature
- 27% plan to update their publication history on LinkedIn
- 26% plan to put their article on a reading list

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On the Publisher

Author choice

- In routes to publish, journals offered, licences options

Community collaboration and consultation

- Workshops, surveys, white papers, pilot schemes

Best practice

- High standards in peer review, production and post-publication aftercare

Meeting industry-wide standards: OASPA and DOAJ

Providing the tools and guidance to support librarians and researchers

- Webinars, advocacy material and ‘how-to’ guides, platform developments, institutional workshops, online updates

1. **Identify coverage and wider dissemination of your research that you can evidence in CVs or funding applications**
2. **See who is talking about your research**
3. **Identify potential new collaborators**
4. **Build relationships with key influencers**
5. **Monitor other research in your field**
6. **Know how it has been received amongst a broader audience**
7. **Respond to commentary about your work**
8. **Engage with the conversation**

What is the library's role?

- The library manages the institutional repository and multiple APC workflows from publishers in addition to traditional journal subscriptions in a challenging financial climate.

- “Although we ‘only’ deal with the APC payments, we have also had to immerse ourselves in the world of OA, just so that we know what we are dealing with... and this is pretty time consuming too.”

- “Through long-established professional networks, our role is to lead authors through a culture change. We are a focal point of support in our community.”

- Graham Binns, Manager, Library & Information Services, University of Hull

- David Wellers, Open Access Officer, Brunel University London

- Sahleen van Blijang, Head, Library & Digital Support Team Leader, Plymouth University

- Professor Andy Miah, Technologies, University of the West of Scotland

- Librarian

- “Self-promotion helps personalize the conversation.”

- “Publicizing an article is work, but it’s worth it. I have received more emails about my article in the past two months than I have about all my other work in the previous year. Another university has invited me to visit because of my work, and my students are more excited about research because they see the attention it is getting. Not every article I write will be as interesting to the public, but I will definitely be working to do what I can to nudge up some interest in my work in the future.”

- Russell Warren, Dean of Library and Information Services, Brunel University


- Education Week blog, The Conversation

- Downloads = 2,300+

- In the top 5% of all research outputs scored by Altmetric

- Published by: Taylor & Francis Group