

The impact of Open Access

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

Graham Stone, Information Resources Manager, University of Huddersfield

On the Librarian

"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."

Saskia van Elburg BA MA (Hons), Library & Digital Support Team Leader, Plymouth University

"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."

David Walters, Open Access Officer, Brunel University London

Managing institutional repositories

Education: how do librarians encourage researchers to deposit their published work in a repository?

Creation: Building a repository can be daunting

Support: can more established libraries support those who are starting to create policies and repositories?

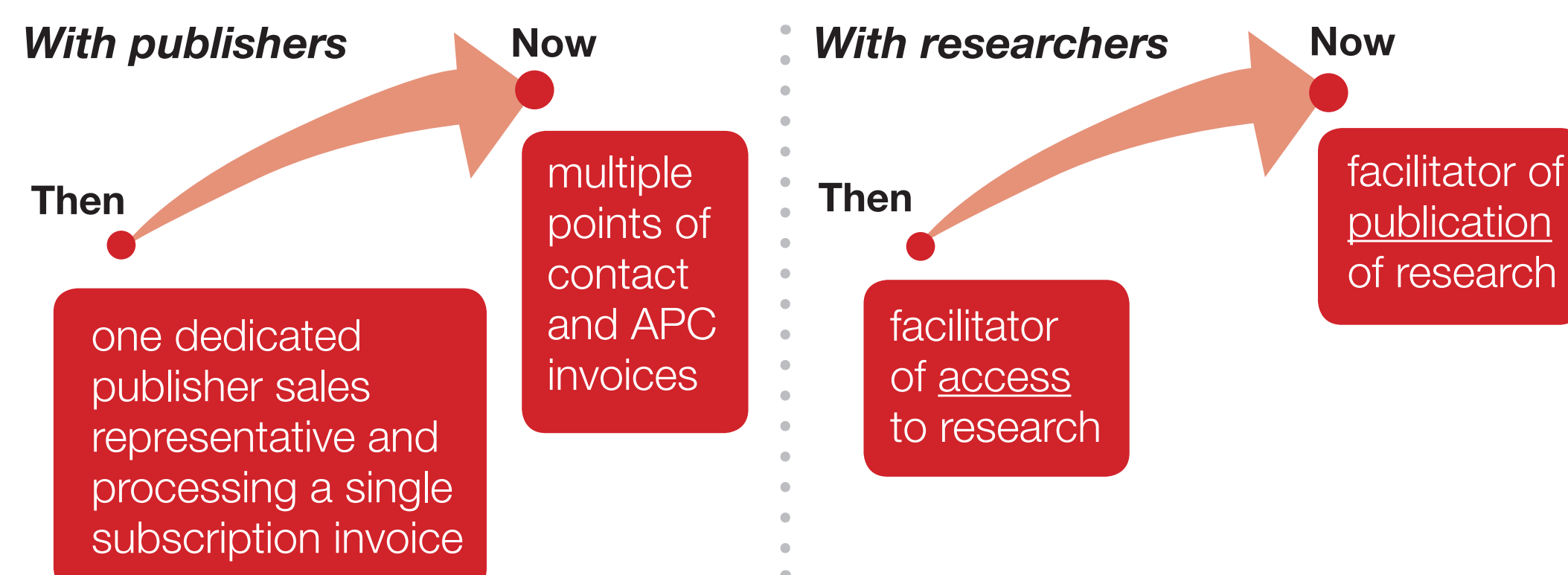
Processing article publishing charges (APCs)

Time: Research Consulting published a study which evaluated the cost to UK research organizations of implementing the RCUK open access policy. Findings revealed:

- ➔ 2 hours per Gold OA article
- ➔ Cost of £81

Source: Counting the Costs of Open Access, November 2014, Research Consulting

Traditional relationships are evolving



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

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

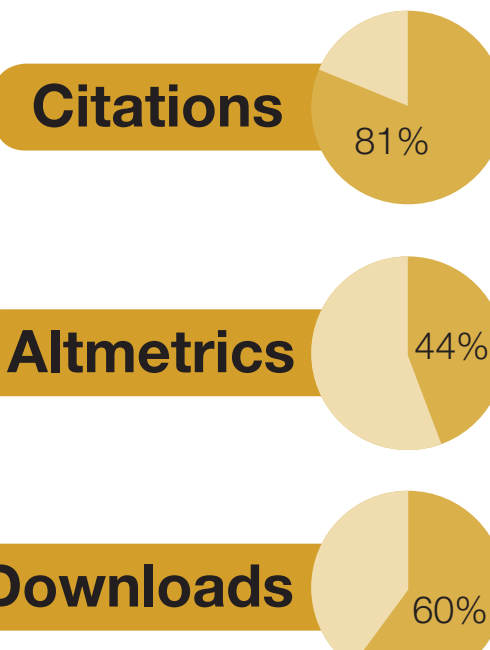
Providing the tools and guidance to support librarians and researchers

- ➔ Webinars, advocacy material and 'how-to' guides, platform developments, institutional workshops, online updates

On the Author

Measuring the impact of your published research

How important do you think each of the following types of article metrics will become for assessing the value of research over the next 10 years? Researchers said the following would be important or very important:



Source: 2014 Taylor & Francis Open Access Survey

Raising the profile of your work

- ➔ Newsworthy? 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



"Self-promotion helps personalize the conversation."

Professor Andy Miah, Chair of Ethics and Emerging Technologies, University of the West of Scotland

Why social media?

1. Drives **article downloads**
2. 7 out of 10 most 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.
4. Journalists use Twitter as a major source of news stories

Eysenbach, G. 'Can Tweets Predict Citations? Metrics of Social Impact Based on Twitter and Correlation with Traditional Metrics of Scientific Impact'. Journal of Medical Internet Research, 13:4, 2011

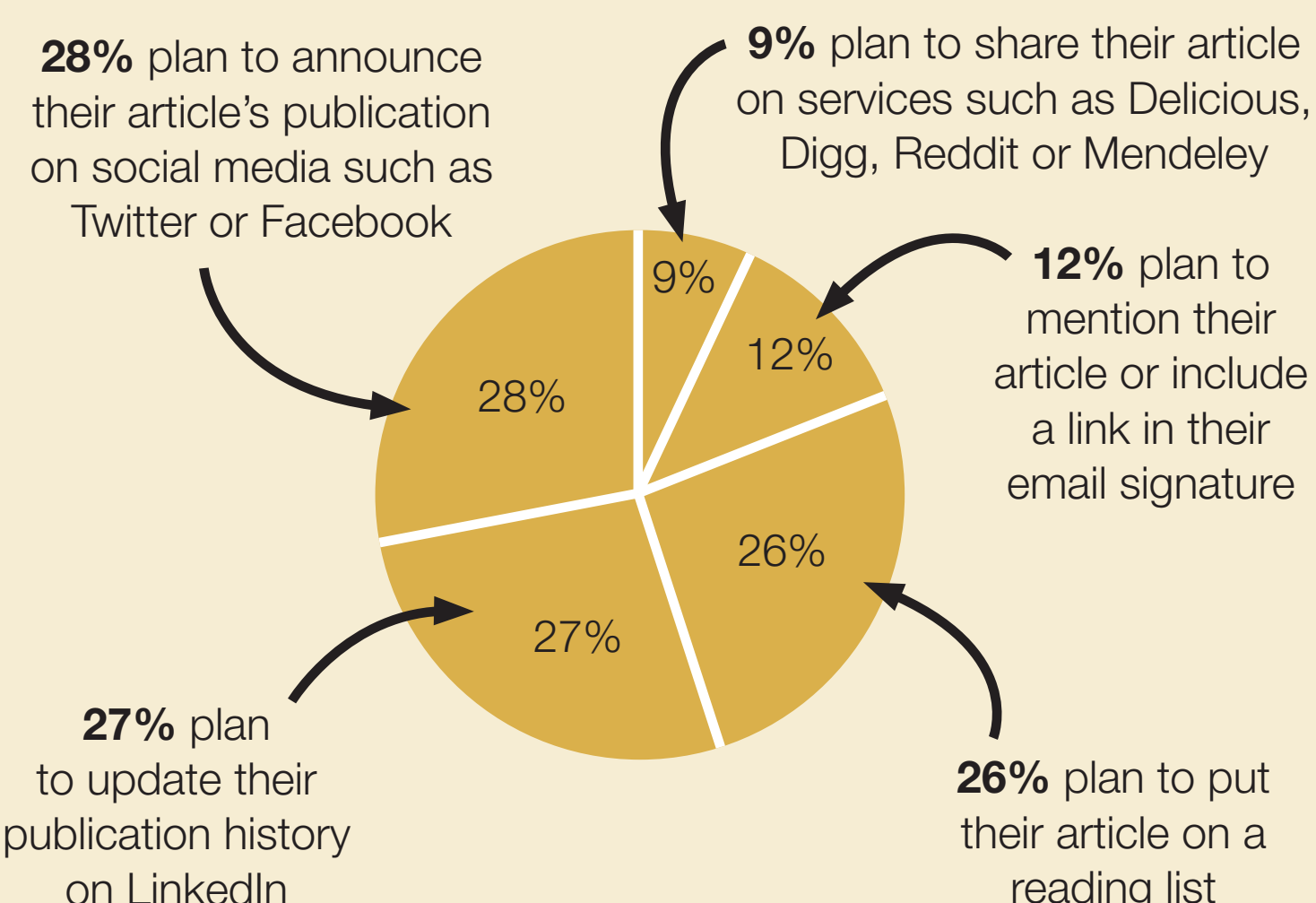
Source: <http://www.growkudos.com/>

How to use Altmetric data

- ➔ Build online presence
- ➔ Demonstrate the broader impacts of their work
- ➔ Increase your chances of receiving grant funding

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 are authors telling us?



Russell Warne, Assistant Professor, Utah Valley University

The Impact of Participation in the Advanced Placement Program on Students' College Admissions Test Scores, Journal of Educational Research, May 2015

- ➔ Education Week blog, The Conversation
- ➔ Downloads = 2,300+
- ➔ In the top 5% of all research outputs scored by Altmetric

"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 rustle up some interest in my work in the future."

