

Munin Conference 21–22 November 2016

Motivational Factors in Open Access Publishing:

Developing a Methodology for Evaluating the Users' Perspective of the OA Journal JeDEM

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Center for E-Governance

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eJournal of E-Democracy and Open Government (JeDEM)

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- ★ Workshop at CeDEM16

Next Steps in the Evaluation

- ★ Workshop at CeDEM Asia 2016
- ★ Survey 2017

JeDEM
eJOURNAL OF eDEMOCRACY
& OPEN GOVERNMENT

eDEM 16
CONFERENCE FOR
eDEMOCRACY & OPEN GOVERNMENT

eDEM
Asia 2016



JeDEM 2009-

OJS 2.4.6.0

- ★ 1/10096 Journals using OJS (1/11 in Austria)

OJS Roles and Users

- ★ 751 users
- ★ 1(2) Chief Editors
- ★ 2 Journal Managers
- ★ 3 Editors
- ★ 9 Section Editors (Special Issues)
- ★ 474 Authors
- ★ 682 Readers (registered)

JeDEM
eJOURNAL OF eDEMOCRACY
& OPEN GOVERNMENT

JeDEM 2009-

Impact Factor

- ★ Journal-h-index 13 (Harzing's Publish or Perish-Programme.);
- ★ Journal has 8,5 cites per year & 4,6 cites per paper/year;

Licenses and Indexes

- ★ [Creative Commons Attribution 3.0 Austria \(CC BY 3.0\) License](#);
- ★ Indexed with EBSCO, DOAJ, Google Scholar and the Public Knowledge Project metadata harvester;

An External Evaluation

DOAJ (since 02/2011)

- ★ JeDEM fulfills criteria for quality and transparency, openness, copyright and licensing;
- ★ Missing some qualifications for the DOAJ seal (e.g. permanent identifiers, external repository)

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An External Evaluation

Quality Open Access Market QOAM (2016)

- ★ „Market place for scientific and scholarly journals which publish articles in open access“ (www.goam.eu);
- ★ Evaluates & ranks 17,000 journals;
- ★ To provide an overview of reliable and unreliable journals;
- ★ Assesses quality, trustworthiness and value for money (by members of the academic community);
- ★ Base Score Cards (library staff) + Valuation Score Cards (authors, editors, peer-reviewers);
- ★ Base Score: 2,0/5 + Valuation Score Card (by 5 reviewers/authors): 4,3/5;

An External Evaluation

QOAM SWOT Matrix (van Gerestein, 2015)

		Valuation Score	
		≥3	<3
Base Score	≥3	Strong Journal	Threat (to author)
	<3	Opportunity (to publisher)	Weaker Journal

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An Internal Evaluation

Conference for e-Democracy and Open Government 2016

18-20 May 2016

Workshop “Policy vs. Reality in Open Access Publishing in Academia, Industry, and Beyond”

- ★ Question: What is the motivation behind open access publication?
- ★ Participants: practitioners, policy-makers, academics;
- ★ Results show some overlap between different user groups, as well some very different understandings about why to publish with OA (or not).

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	Practitioners	Policy-makers	Academics
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Next Steps in the Evaluation

“The character of the electronic academic journal is changing rapidly as new technologies, reader habits, and patterns of communication evolve and the Internet is increasingly adopted as a common medium. The obvious changes involve new methods of delivery and subscription, but the underlying structures of academic communication are also changing, presenting a host of new possibilities.” (Smecher, 2008)

Aims of the Evaluation

1. Improve JeDEM;
2. Understand what motivates different types of users to publish with the journal JeDEM and Open Access;
3. Contribute to the field of scholarly communication and OA;

Next Steps in the Evaluation

Conference for E-Democracy and Open Government Asia 2016

7-9 December 2016, Daegu, South Korea

Workshop “The Motivation(s) Behind Open Access Publishing”

- ★ CeDEM Asia 2016 Participants: practitioners, policy-makers, academics
- ★ Why publish Open Access?
- ★ Results will be analysed and compared to the results gained from the first workshop.
- ★ The results will be used to help develop a survey.

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& OPEN GOVERNMENT

CeDEM
Asia 2016



Next Steps in the Evaluation

Developing a Survey for Evaluating Users' Motivations of the OA Journal JeDEM (2017)

- ★ 750 JeDEM users
- ★ CeDEM community (3,400 people)

Research Question

- ★ Do the different groups have different motivations to use OA and the Journal JeDEM?

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Next Steps in the Evaluation

Literature Review: Distinguishing Between User Groups

- ★ Smecher (2008): Readers, authors;
- ★ Costello (2009) Scientists, editors, peer-reviewers, publishers, data centers, scientific community, funding agencies, governments, society;
- ★ Lewis (2012): Authors, readers, libraries, society, OA publishers;
- ★ Heradio et al: (2012) Different “end-users” (authors, readers, librarians/curators, designers, system administrators, application developers);
- ★ Fry et al (2015) (OA)-friendly disciplines (physics, economics, clinical medicine);

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Next Steps in the Evaluation

Literature Review: Motivations

- ★ Borgman (1993): Scholars publish because they wish to disseminate their knowledge as widely as possible;
- ★ Coles (1993) Disseminate results; Further career; Future funding; Recognition; Establish the precedence;
- ★ Costello (2009): Demonstrate contribution to science; Peer-recognition that influences reputation; Employment opportunities; Promotion; Research funding; Personal satisfaction in completing a study; Enthusiasm about communicating findings and opinions to society;

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Next Steps in the Evaluation

Literature Review: Motivations ctd.

- ★ Kano Model (1980s): Customer satisfaction & emotional responses (user experience);
- ★ Heradio et al (2012): Usability & usefulness;
- ★ SOAP Study (2011): Attitudes (opinions); Experiences;
- ★ Taylor and Francis Open Access Survey (2014): Attitudes; Values;
- ★ Moksness (2015): Attitudes; Norms; Intentions;
- ★ McKiernan et al (2016): Benefits (incentives);
- ★ Park (2007): Costs; Individual traits; Extrinsic benefits; Intrinsic benefits; Contextual factors;
- ★ Park (2009): Attitudes; Social influence; Perceived control /ability to use OA (from innovation and diffusions theory);

Next Steps in the Evaluation

Issues with the Development of the Survey

- ★ The nomenclature of „motivations“;
- ★ Consider (intrinsic/extrinsic) motivations?
- ★ Develop a questionnaire or re-use an existing one?
- ★ Other methodology?
- ★ Your experiences?

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