The background is a vibrant blue with various geometric patterns. On the left, there's a dark blue octagonal shape with a white border. The background features white circles of varying sizes, some connected by thin white lines. There are also several white bees flying along dashed black paths. On the right side, there are overlapping hexagonal shapes in shades of purple and grey. The overall aesthetic is modern and scientific.

# Going for gold: exploring the reach and impact of Gold open access articles in hybrid journals

Nov 2021

# Introducing the white paper

There is a clear advantage in reach and impact for articles published full (Gold) OA in hybrid journals

**60,567**  
articles published in  
**1,262**  
SN hybrid journals

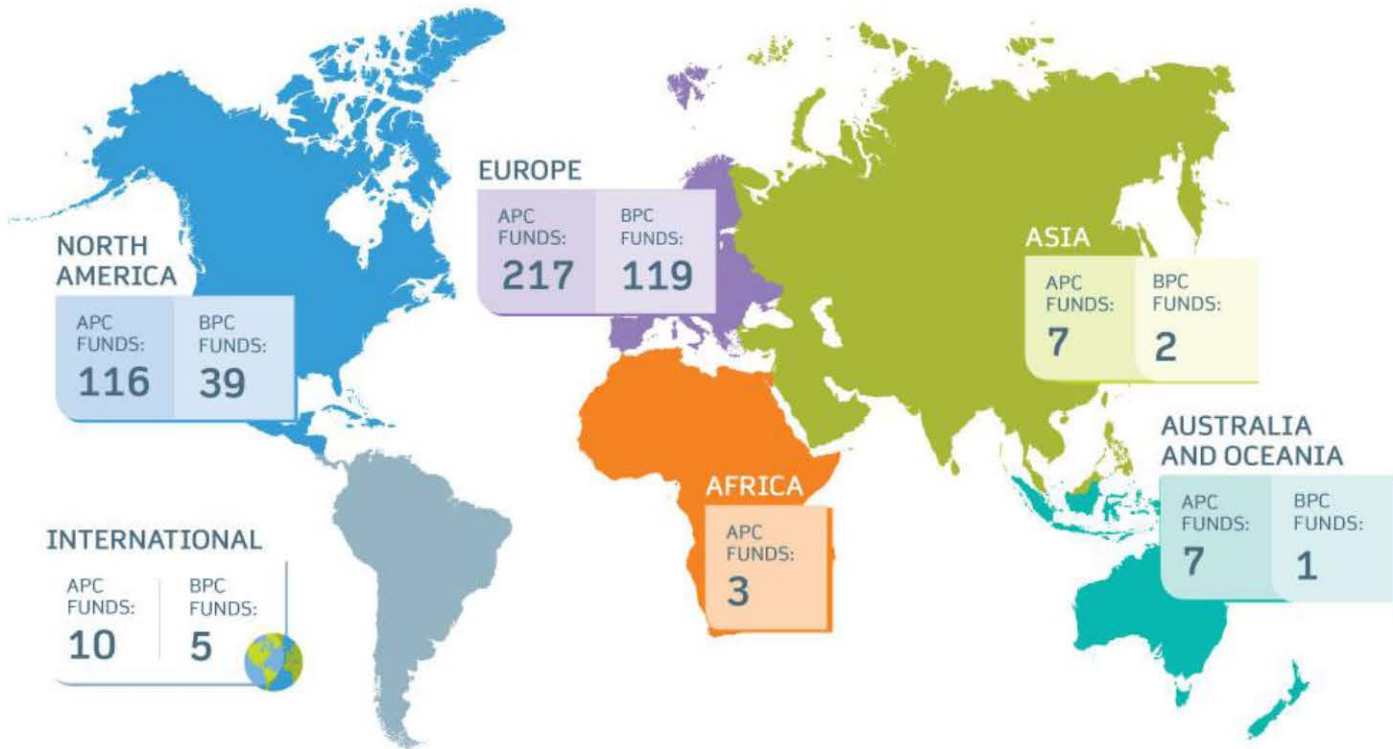


<https://doi.org/10.6084/m9.figshare.16860229.v2>

**SPRINGER NATURE**

# Setting the scene

OA policies and mandates are increasing worldwide but some funding excludes hybrid journals



# Why we commissioned this new study

It confirms previous analysis and extends to include subscription articles with earlier versions available



<https://doi.org/10.6084/m9.figshare.6396290>



<https://doi.org/10.5281/zenodo.4143313>

**SPRINGER NATURE**

# Methodology & limitations

Reach is measured with downloads and Altmetric attention, and impact is measured by citations



# Definitions

Three access types for articles in hybrid journals were included in the analysis

**Gold OA version of record (VOR) (Gold OA):** Immediate access on publication to the final published VOR for all.

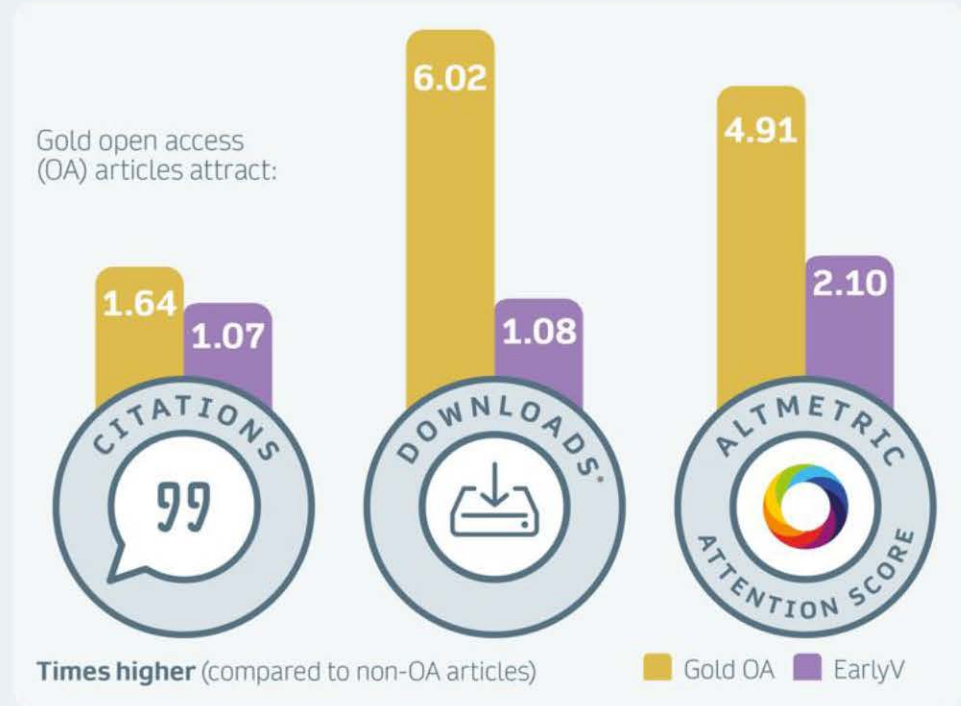
**Subscription VOR with earlier version available in a repository (EarlyV):** A self-archived copy of an earlier article version, such as the accepted manuscript or preprint, is available in a publicly accessible institutional or subject repository.

**Subscription VOR without earlier version available (Non-OA):** All other subscription articles, including those shared only on an academic social network or illegally elsewhere.

# Key findings

Gold OA articles achieve greater reach and impact than subscription articles with earlier versions available

GOLD OPEN ACCESS ACHIEVES  
GREATER REACH AND IMPACT

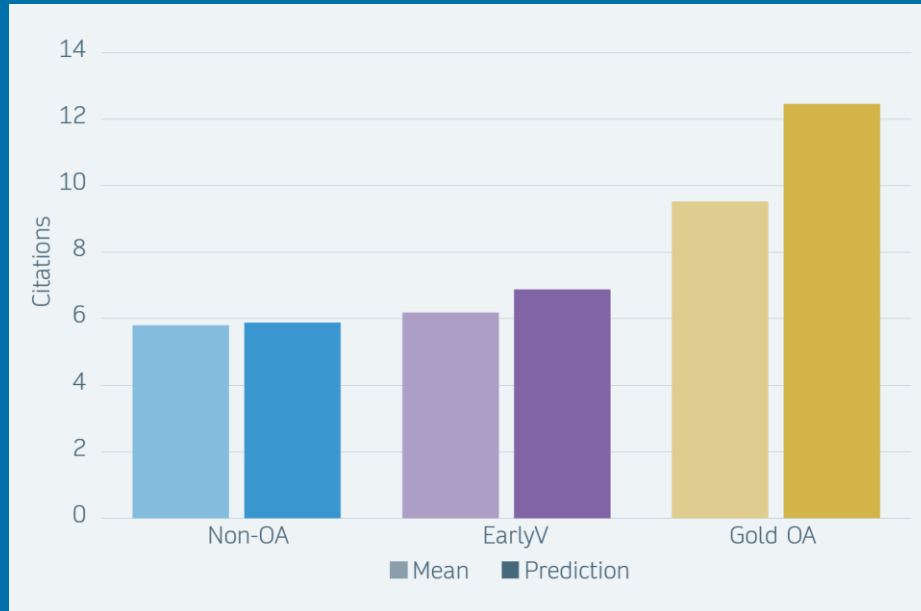


# Citations

A Gold OA advantage can be seen for both the average and predicted citations



Average and predicted citations according to article type, showing the Gold OA citation advantage



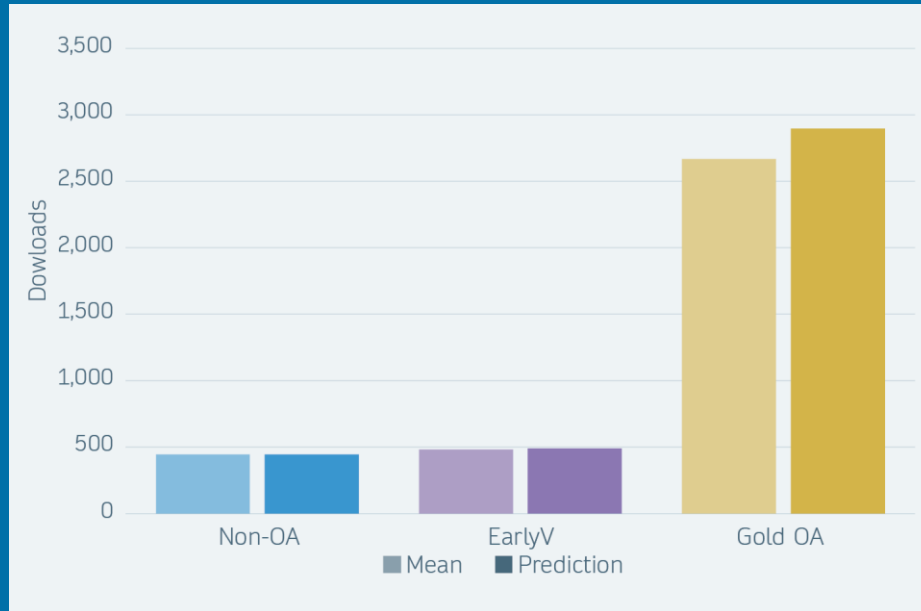


# Downloads

Gold OA achieves greater reach with a significant advantage over non-OA



Average and predicted downloads according to article type, showing a distinct Gold OA download advantage

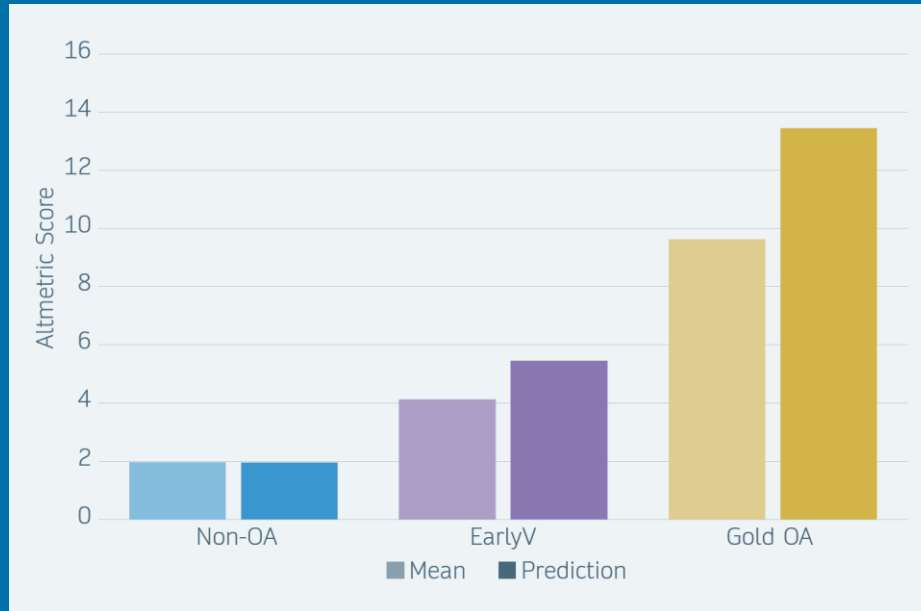


# Attention

Gold OA achieves significantly more attention



Average and predicted Altmetric Attention Score according to article type, showing a distinct Gold OA Altmetric Attention Score advantage



# Discipline variations

Differences by discipline are widely recognised in the prevalence of OA

6 largest categories (at least 3,900 articles each) = 59% of 60,567 articles



Medicine &  
Public Health



Engineering



Life Sciences



Chemistry



Mathematics



Materials  
Science

# Discipline breakdown - citations

There is typically a citation advantage for Gold OA compared to other types



## Comparison of citations across different disciplines

Access type	Life Sciences		Medicine & Public Health		Engineering		Mathematics		Chemistry		Materials Science	
	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)
Non-OA	100	100	100	100	100	100	100	100	100	100	100	100
EarlyV	117	117	138	189	121	120	111	111	113	123	108	127
Gold OA	232	361	178	286	138	142	118	135	117	134	99	115

# Discipline breakdown - downloads

Gold OA leads to more downloads but downloads from other servers are not included

## Comparison of downloads across different disciplines

Access type	Life Sciences		Medicine & Public Health		Engineering		Mathematics		Chemistry		Materials Science	
	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)
Non-OA	100	100	100	100	100	100	100	100	100	100	100	100
EarlyV	115	109	120	145	142	117	96	107	152	123	119	121
Gold OA	613	771	527	681	605	555	379	520	472	511	463	503

# Discipline breakdown - attention

Typically there is a far larger Gold OA advantage for Altmetric attention



## Comparison of Altmetric Attention Scores across different disciplines

Access type	Life Sciences		Medicine & Public Health		Engineering		Mathematics		Chemistry		Materials Science	
	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)	mean (%)	pred (%)
Non-OA	100	100	100	100	100	100	100	100	100	100	100	100
EarlyV	173	217	265	388	261	349	419	266	423	357	291	395
Gold OA	394	730	357	633	430	575	660	427	397	412	470	538

## Conclusion & recommendations

There is evidence of a stronger Gold OA advantage over subscription articles with an earlier article version

- Articles published via the **Gold OA** route in hybrid journals on average achieve **greater reach and impact**
- This is compared to both subscription articles with earlier versions available, and to non OA articles
- We believe that this presents a **robust case for continued funding** and investment from funders for full and immediate Gold OA articles in hybrid journals
- For Springer Nature authors who have selected the Gold OA publishing route, there is **clear evidence** that their work has benefitted from **increased attention and reach**.

GG

We believe investment in **Gold OA** should be a priority and is the only way to achieve **full, immediate and sustainable OA**.

## Download the white paper and data

Share with your networks



Download the white paper 'Going for gold: exploring the reach and impact of Gold open access articles in hybrid journals':  
[www.springernature.com/going-for-gold](http://www.springernature.com/going-for-gold)

#goingforgoldOA



**Thank you**

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