## Workshop Advocacy – what works

Dr Danny Kingsley Open Access Research Conference QUT, Brisbane, Australia 30 October 2013



## Who are these people?

- Welcome to our international guests!
  - One quarter of the group, including people from Africa, Singapore, New Zealand and the UK
- Mostly library people (many responsible for repositories)
- Some participants are from government, some are publishers and some people from advocacy groups

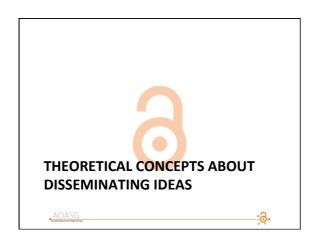


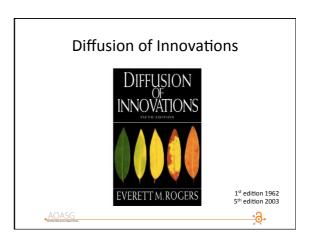
## Today

- · Start with the big picture
  - Theoretical concepts about disseminating ideas

  - Where are we at in terms of OA worldwide?Practical research into populating repositories
- · What are the messages?
  - Incentives who benefits from open access?
  - Integration into existing systems
  - Regulations to mandate or not to mandate
  - Barriers to repository use
- The process of advocacy
  - Contact points in the research cycle
  - Sales pitches
  - Advocacy by stealth







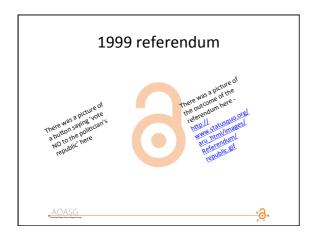
## What? - "an idea practice or object that is perceived as new by an individual" Diffusion process - "concerned with communication of a new idea to members of a social system"

Innovation

## What is the 'innovation'?

- Repositories ....
- AND (sometimes) open access itself
- Remember the 1999 referendum?
  - Asked whether Australia should become a republic with a President appointed by Parliament
    - following a bi-partisan appointment model approved by a half elected, half appointed Constitutional Convention held in Canberra Feb 1998







## Successful innovations have

- Advantage over current system(s)
- · Compatibility with existing processes
- Trialability the degree to which an innovation may be experimented with on a limited basis
- · Observability the degree to which the results of an innovation are visible to others
- · Less perceived complexity







## More work is available green OA than gold OA

- Study\* of the proportion of research published in 2008 that was available OA in 2009:
- One in 5 papers split between OA journals &
- repositories.

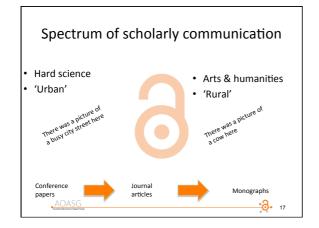
  OA journals 8.5% of all published papers (one in four of these in a hybrid journal)
- Repositories 11.9% of all published papers
- \* Björk, B.-C., P. Welling, et al. (2010). "Open Access to the Scientific Journal Literature: Situation 2009." PLoS ONE 5.(6): e11273.
- Note: Follow-up study showed that five years on 42-48% of research published in 2008 was OA

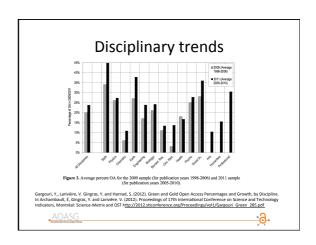


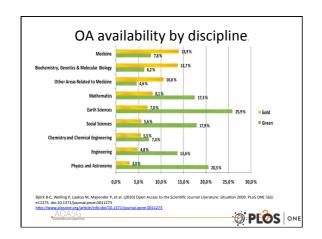
## Academia is not homogenous

- The way they PUBLISH
- The SPEED of the work is very different
- Academics have little idea of how other disciplines work
- The type of opposition will change from discipline to discipline









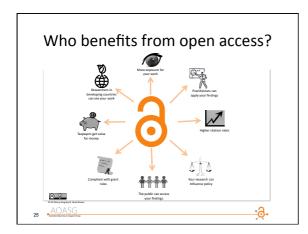
## Consider... What are the disciplinary patterns in your institution? Have you noticed differences in the attitudes towards/interest in open access depending on the discipline? Then stand up!



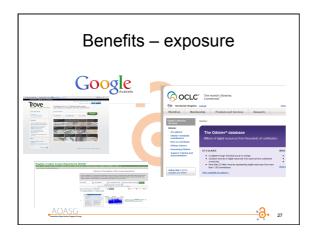


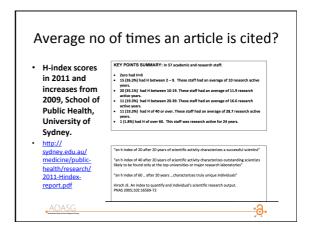




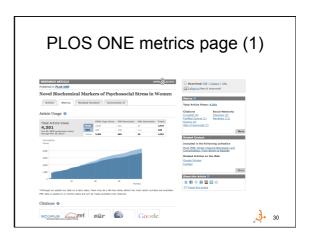


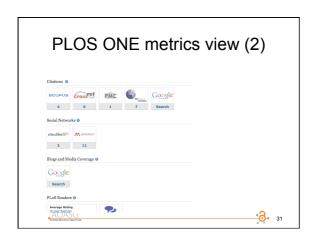






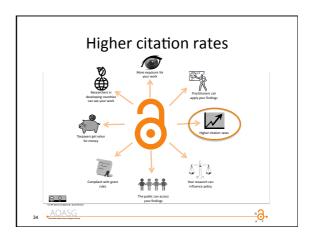


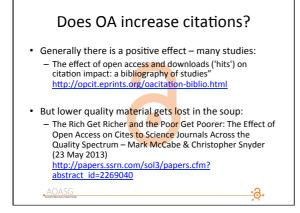




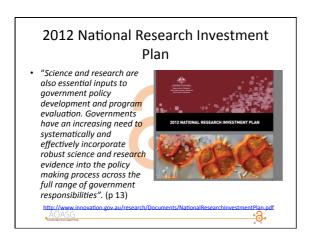








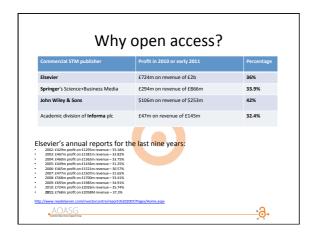


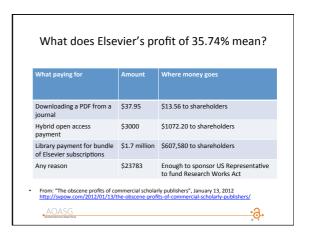


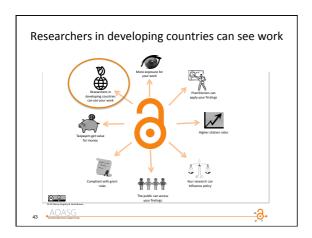


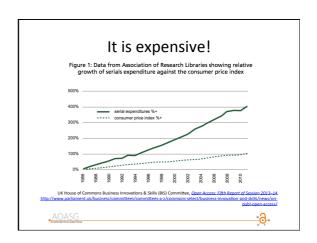












## If Harvard can't afford it.... There was a picture of the Guardian story "Harvard University says it can't afford journal publisher's prices" here -

## Incentives work! (carrot)

- The University of Minho, in the year after combining a financial incentive with the implementation of a mandate policy, experienced a 390% increase in repository use
  - During 2005, a financial supplement of 99.000 euros distributed to departments and research centres as a reward for their commitment in the implementation of the policy (not directly to individual researchers)
    - 42% of the reward = no of self-archived documents till April 2005
    - 33% = no archived between May and August 2005, &

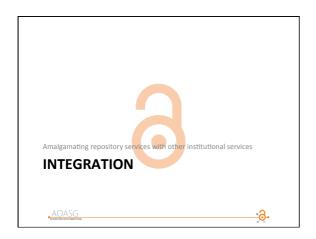
    - 25% no archived from September to December 2005.
       FERREIRA, M., BAPTISTA, A. A., RODRIGUES, E. & SARAIVA, R. (2008) Carrots and 5ticks: Some ideas on How to Create a Successful Institutional Repositor. *D-Lib Magazine* <a href="http://www.dlib.org/dlib/january08/ferreira/01ferreira.html">http://www.dlib.org/dlib/january08/ferreira/01ferreira.html</a>

## Incentives work! (stick)

- University of Liege, Nov 2008, the library launched its DSpace-based institutional repository ORBi , early 2009 policy said evaluations, appointments, promotions and budget allocations - decisions will take into account only references that are archived in ORBi
  - As at May 2013, ORBi contains more than 94,700 references, of which about 57,800 (61%) have a full text (29,900 of them [52%] with an OA full text), and gets more than 2,400 downloads a day (spiders excluded).
    - http://initiatives.exlibrisgroup.com/2013/05/a-mandate-for-open-access-university-of.html

## Find your new friends

- · What are you doing?
  - Are you using incentives or sticks?
  - What are some things you \*could\* be doing?
- Brainstorm with your colleagues
  - Decide on two things you can do when you go back to work

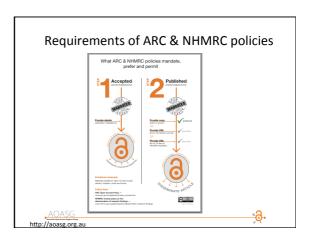


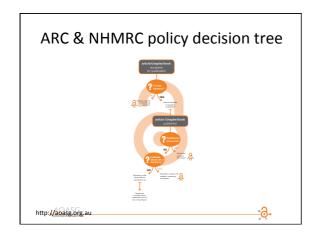


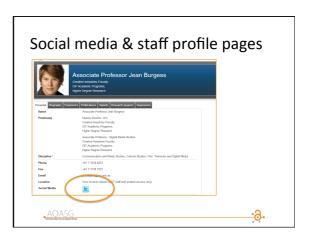
## ARC & NHMRC - OA policies

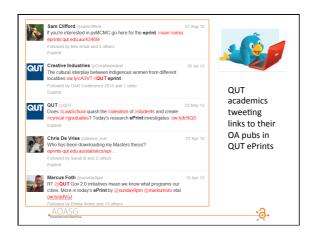
- ARC (introduced 1 January 2013)
  - All outputs (including books)
  - 2013 grants onward (we will not see OA output for several years)
- NHMRC (introduced 1 July 2012)
  - Journal articles only
  - Any publication after 1 July 2012 regardless of the grant

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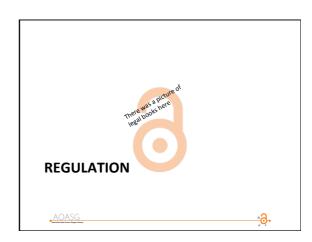












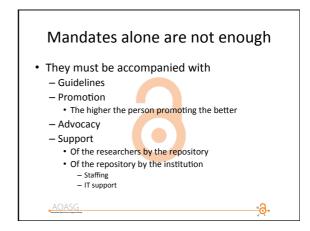




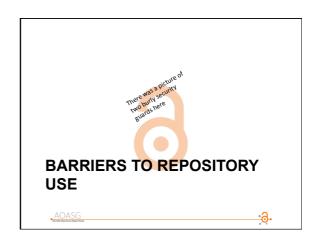












## Barriers to engagement with OA - Lack of infrastructure - No subject-based repository (eg: arXiv, PubMed Central, RePEc, SSRN) - No institutional repository - Infrastructure difficult to use - Copyright checking complex (even for me!) - Technical issues, eg: converting files to pdf - Administration of payment of article processing fees complex - Lack of incentive - No mandate or other policy support for open access - No institutional/funding support for article processing fees - Fear - Of plagiarism - Of contravening publisher's agreements (& therefore risking further publication)

## Overcoming barriers

- Resistance to taking on additional work due to time pressure
  - Provide mediation (doing it for them)
  - Simplify the deposit process
  - Integrate the repository into other systems

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## Overcoming barriers

- Confusion and antagonism about open access (researchers see themselves as the 'meat in the sandwich')
  - A serious underlying problem of a lack of understanding of the scholarly communication process.
  - Many academics (and librarians for that matter) do not have a good grounding
- Refocus
  - From: 'information literacy'
  - To: 'scholarly publishing literacy'

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### Consider...

- What processes are there for scholarly publishing literacy education at your institution?
- What are your own levels of knowledge in this area? Could you confidently answer questions on:
  - Academic reward system
  - Peer review system
  - Predatory publishers
  - Rejection rates of journals
  - Impact factors (and how they are calculated)

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## **Audience**

- Who are these people?
  - Academic community
  - University administration (DVCs down)
  - Heads of School
- What are their circumstances?
  - Available time (to take on a new concept)
  - Their awareness
  - Their interest

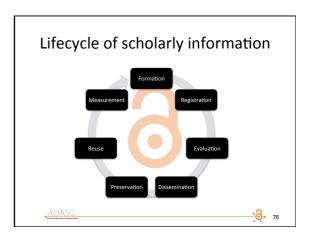
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## • Academics are very busy - Teaching (40%) • Not rewarded but takes up huge amounts of time - Researching & writing papers (40%) • The one thing that does count - Administration (20%) • Resentful about it • Most people's time breakdown adds up to more than 100% - Refereeing • Invisible work - Editing roles • Time consuming, not rewarded - Applying for grants • Wasted time (only 24% ARC grant applications successful)

### Consider the academic timetable

- · Avoid:
  - Just before term starts
  - Exam period
  - Summer holiday (for Computer Science & Engineering)
    - conference season &
    - grant application season

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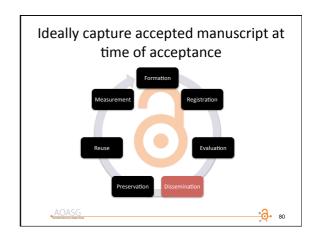
## Jump in early

- Get talking to your research management people
  - Send a congratulations email when ARC & NHMRC grants announced (with a reminder)
- Use the ethics process
  - Include in reminder email about research protocols "don't forget to make your work avail"

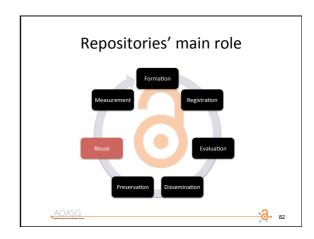
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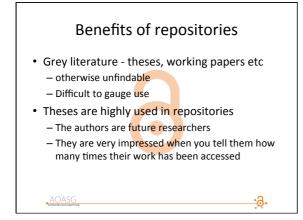
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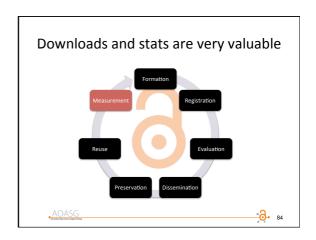






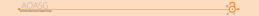






## One last chat...

- Given the processes/people/structure within your institution...
  - Who do you need to talk to to get some of these things happening?
  - How difficult will it be to get 'buy in'
  - What can you do to overcome that resistance?



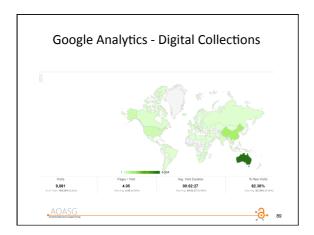


## Leverage the stats

- Publish download figures in various ways:
  - Statistics Dashboard concept
  - Popular authors by downloads
  - Geographic Downloads
  - External vs Internal
- Contact authors & congratulating them on their downloads
  - cc Head of School or ADR where the download figure reaches a major milestone
  - send short news item to campus newspaper or news website.

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## Disseminating ideas

- How are institution-wide ideas communicated in your organisation?
  - Email
  - Social media
  - Flyers
  - News tickers on webpages
  - Public lectures
  - Staff meetings
- · Which do you think are effective?





## Best channels

- Are group discussions successful?
  - Can be disciplinary focused
  - Go to them when they have their regular meeting (morning tea, formal monthly meeting etc)
  - Many concerns are common to others
- One on one is highly effective
  - People who 'get' it become enthusiasts
  - But entirely unscalable



## You know this stuff

- Link repository to staff profile system
- Integrating citation information
- Integrating usage statistics
- Implement compliance via the performance management system
- Linking green OA to open data

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## Request a copy

- Allows authors to share research directly with each other
- Publishers often give researchers a link to their pdf that they can send researchers (50x)
  - Updated version of 'offprints'
- But there is no rule that prevents authors from sharing their accepted versions – it used to be by postcard
- You cannot automatically send the requestor a copy of the work – you need to put the requestor in contact with the research
  - A problem if they have left the institution!





## No-one wants to go to an empty venue



# Pre-populate Every Tuesday Ladies Drink FREE! 100 pm - 1100 pm Enjoy floored Vodicas The See in the City Cosimo Martins! The See in the City Cosimo Martins!

## Where can you get deposits?

- Finding material (full-text) to put into repository – grey literature etc
- Auto ingest of records from service providers



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## You already have material

 Look at material in a reporting repository and upload items which can use the pdf



Home
Publis

http://www.sherpa.ac.uk/romeo/PDFandIR.html

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## Take home notes

- What your repository offers from a diffusion perspective
- The disciplinary patterns in your institution
- What incentives and promotions you are currently doing
- Your policy situation (and what you need to do about it!)
- Scholarly publishing literacy how is yours? What about your academic community?
- Ways you can integrate making work available in the repository within your normal university operations

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## Questions?

Australian Open Access Support Group

w: http://aoasg.org.au e: eo@aoasg.org.au p: 02 6125 6839 t: @openaccess\_oz

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