

The Open Access advantage

Alma Swan

Convenor

Enabling Open Scholarship

Open Access, Open Data: Cologne, Germany, 13/14 December 2010



Enabling Open Scholarship

Open Access

- Immediate
- Free (to use)
- Free (of restrictions)
- Access to the peer-reviewed literature (and data)
- Not vanity publishing
- Not a 'stick anything up on the Web' approach
- Moving scholarly communication into the Web Age



Enabling Open Scholarship

Advantages from Open Access

- Visibility
- Usage
- Impact
- Profiling and marketing
- Economic advantages



Enabling Open Scholarship

Visibility



Enabling Open Scholarship

An author's own testimony on open access visibility

“Self-archiving in the PhilSci Archive has given instant world-wide visibility to my work. As a result, I was invited to submit papers to refereed international conferences/journals and got them accepted.”



Enabling Open Scholarship

Professor Martin Skitmore

School of Urban Design, QUT

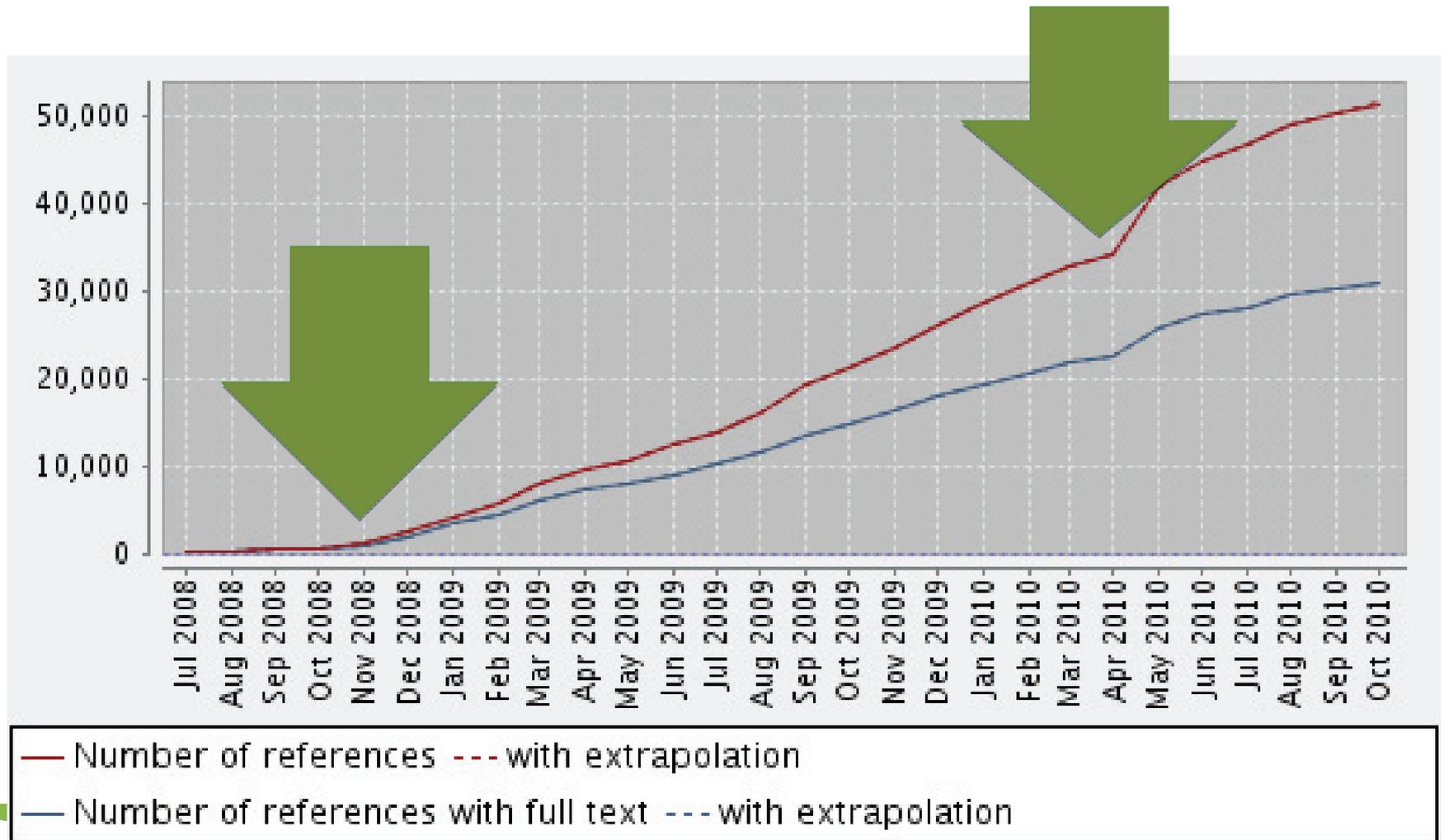
“There is no doubt in my mind that ePrints [his university repository] will have improved things – especially in developing countries such as Malaysia ... many more access my papers who wouldn’t have thought of contacting me personally in the ‘old’ days.

While this may ... increase ... citations, the most important thing ... is that at least these people can find out more about what others have done...”

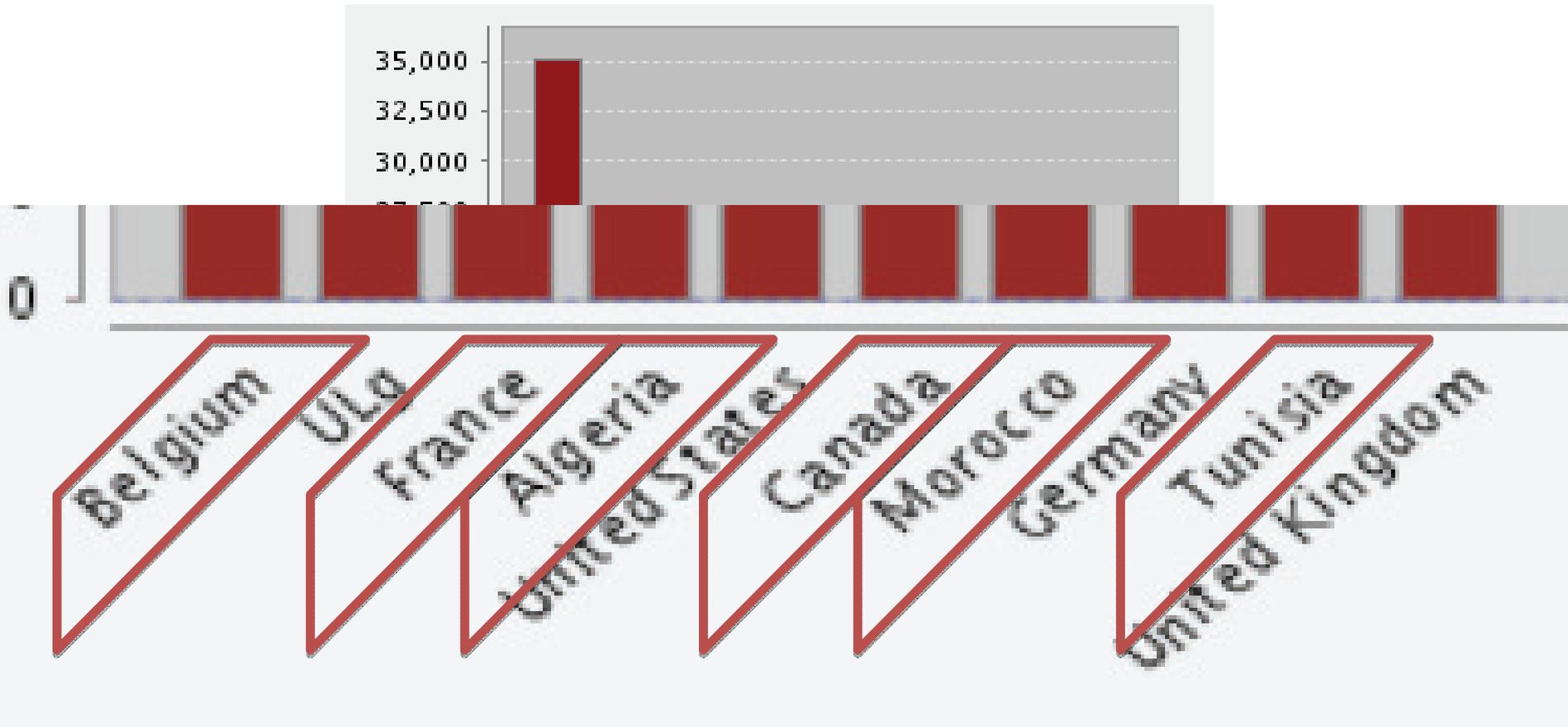


Enabling Open Scholarship

ORBi: Université de Liège



Downloads from ORBi



Usage



Enabling Open Scholarship

A well-filled repository

The screenshot shows the University of Southampton ECS EPrints Repository website. The header includes the university name, school name, and a search bar. The main content area features a navigation menu on the left, a central section with a welcome message and search tools, and a list of recently added publications on the right. The right sidebar contains several promotional boxes with images and text.

UNIVERSITY OF Southampton
School of Electronics and Computer Science

Site Search Enter keywords here go

Home UG Study MSc Admissions PG Opportunities Research Business People Alumni Contact Intranet

University of Southampton > ECS > Research > Publications Login

ECS Research

- Research Groups
- Researcher Profiles
- Research Themes
- Graduate School
- Seminars
- Research Facilities
- Centres and Institutes
- Latest Technologies

Publications

- Publications Home
- This weeks new additions
- Search
- Browse by research group
- Browse by year

Intranet Tools

- Add publications
- Modify RAE Information

RSS 1.0 Feed
 RSS 2.0 Feed
 Atom Feed

Welcome to ECS EPrints Repository

ECS was the first academic institution in the world to adopt a self-archiving mandate (2001). All the research output of all members of the School is available and fully searchable in our online repository. This repository contains 11488 records. Find out more about our [EPrints Software](#) and [Open Access to Research](#).

Search

Return all matching records search

View

View: **Recently added items** | [Download Statistics](#)

Recently added publications

1. Merrett, G. V. (2008) [Simulating and Modelling Wireless Sensor Networks \(Project Information Sheet\)](#). (Unpublished)
2. Merrett, G. V. (2008) [Energy- and Information-Management in Wireless Sensor Networks \(Project Information Sheet\)](#). (Unpublished)
3. Hoy, P. R., Rutt, H. N., Gray, W. P. and Bulters, D. O. (2009) [Intraoperative Optical Measurement of Function in the Human Brain](#). In: *Optical Techniques in Neurosurgery, Brain Imaging and Neurobiology Conference, SPIE 2009 BIOS Biomedical Optics Symposium*, 24-19 January 2009, San Jose. Item availability restricted.

Welcome from DEPUTY HEAD OF SCHOOL (Research)

RESEARCH THEMES

INDUSTRIAL PARTNERSHIPS

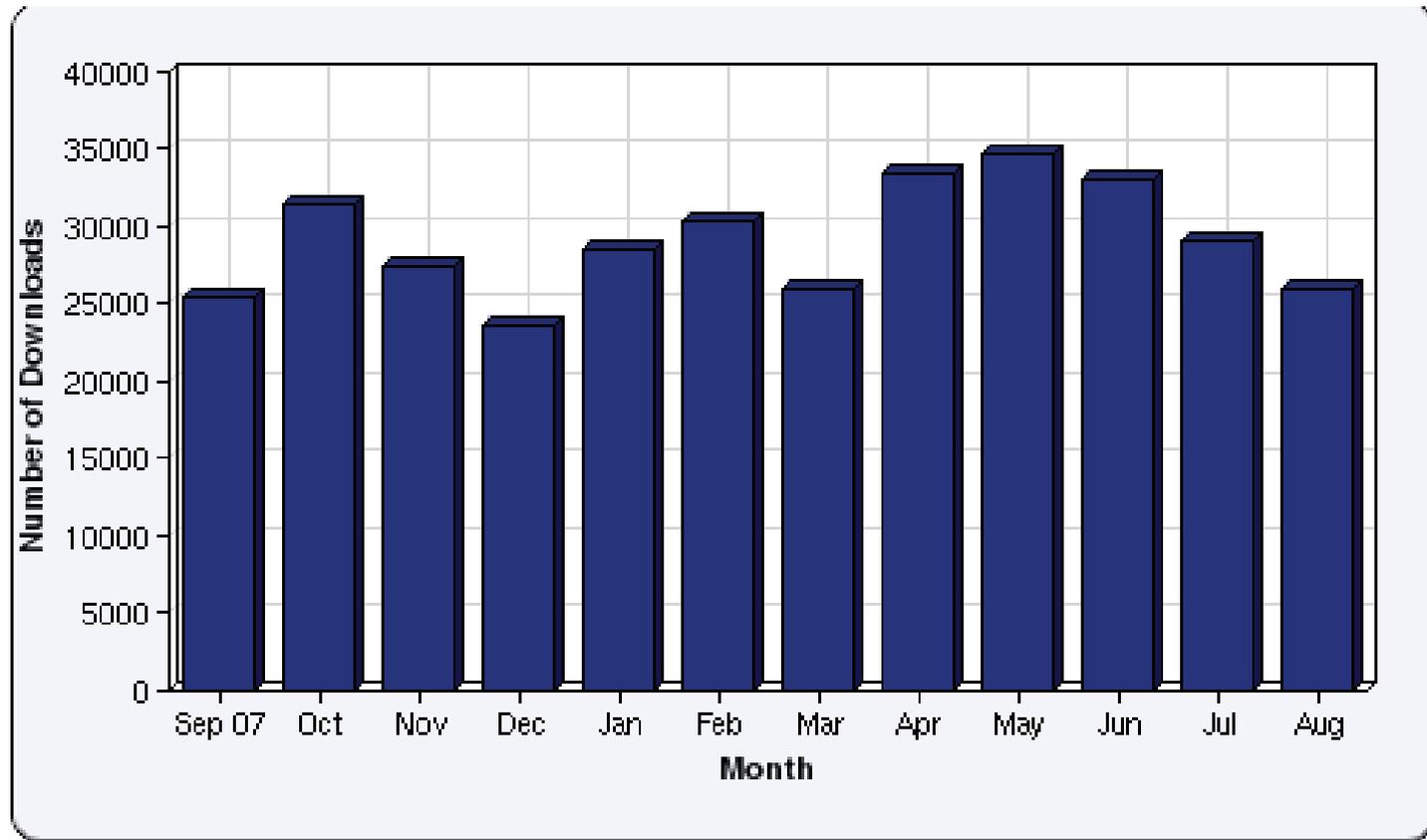
APPLY ONLINE FOR A PhD

RESEARCH PROSPECTUS PDF (7MB)



Enabling Open Scholarship

And it gets used



Enabling Open Scholarship

2173 deposits to date

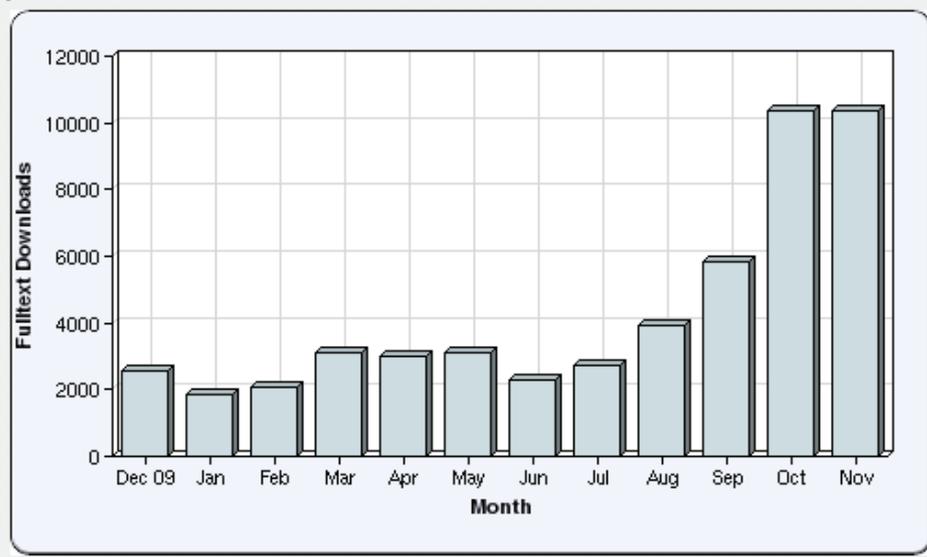
University of Salford Institutional Repository

Quick Search

Click [here](#) for an advanced search

[Recent Deposits](#) | [Statistics](#)

The chart below shows the total number of fulltext downloads from the repository over the last year.



- Repository home
- Search
- Browse
 - Author
 - Division
 - Subject
 - Year
 - Journal
- Login
- Contact us
- Find out more



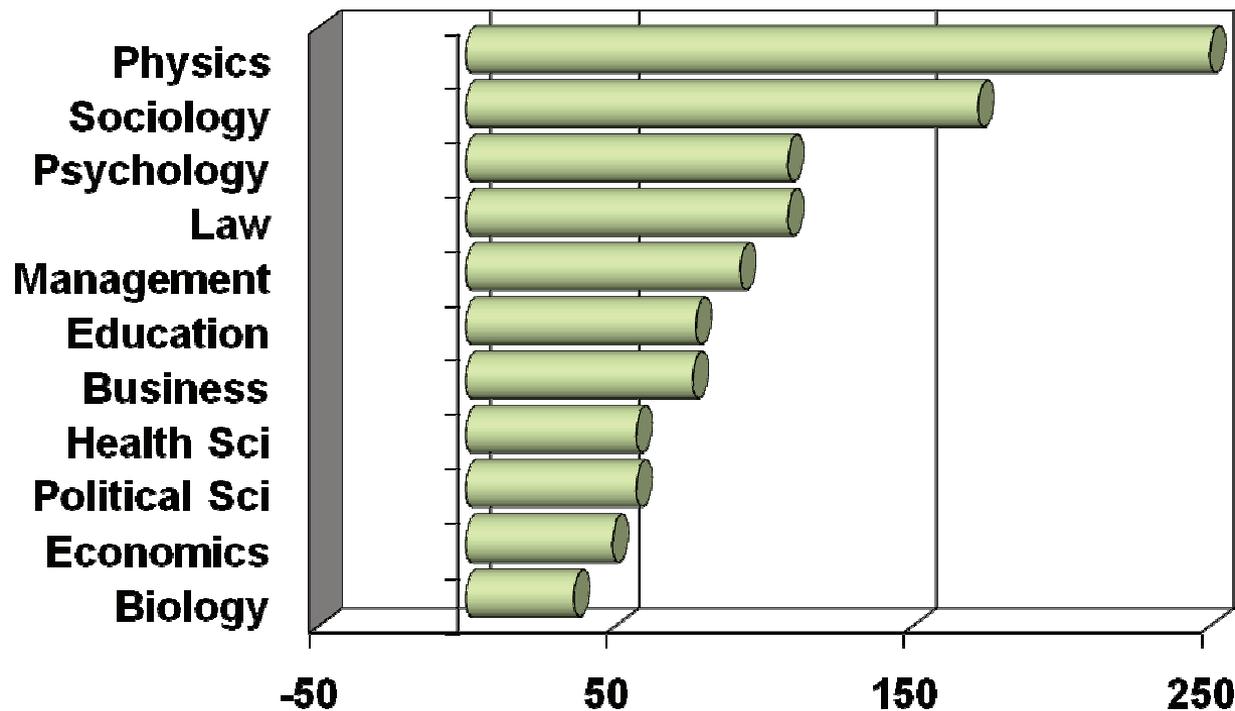
Enabling Open Scholarship

Impact



Enabling Open Scholarship

Impact



% increase in citations with Open Access

Range = 36%-200%

(Data: Stevan Harnad and co-workers)



Enabling Open Scholarship

What OA means to a researcher

[QUT ePrints Home](#)

[Search](#)

[Browse](#)

[About](#)

Browse By Person: Frost, Ray

[▲ Up a level](#)

Export as

Group by: **Item Type** | [Date](#)

Jump to: [Book Chapter](#) | [Conference Paper](#) | [Journal Article](#)

Number of items: **501**.



Enabling Open Scholarship

Top authors (by download)

Top 50 Authors

Ordered by total downloads. Yearly total includes downloads from 2009-10-06

Rank	Author	<u>Year</u>	<u>Total</u>
1	<u>Frost, Ray</u>	<u>22398</u>	<u>204141</u>
2	<u>Skitmore, Martin</u>	<u>26879</u>	<u>204034</u>



Enabling Open Scholarship

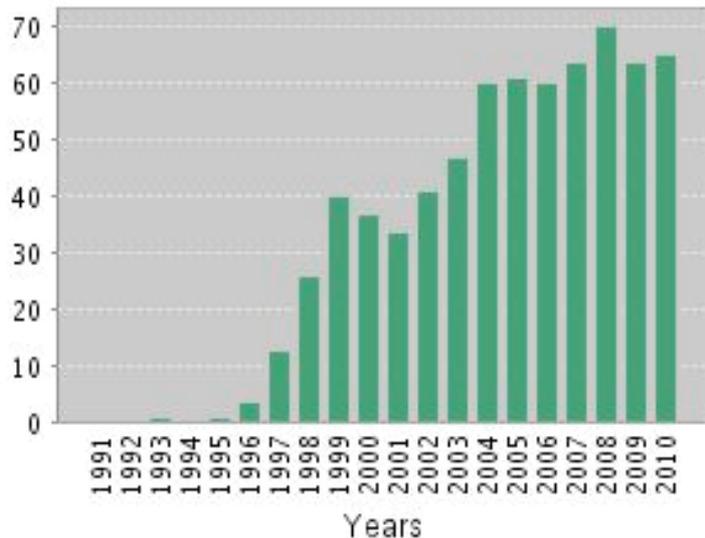
Ray Frost's impact

Citation Report Author=(frost r*) AND Address=(brisbane)

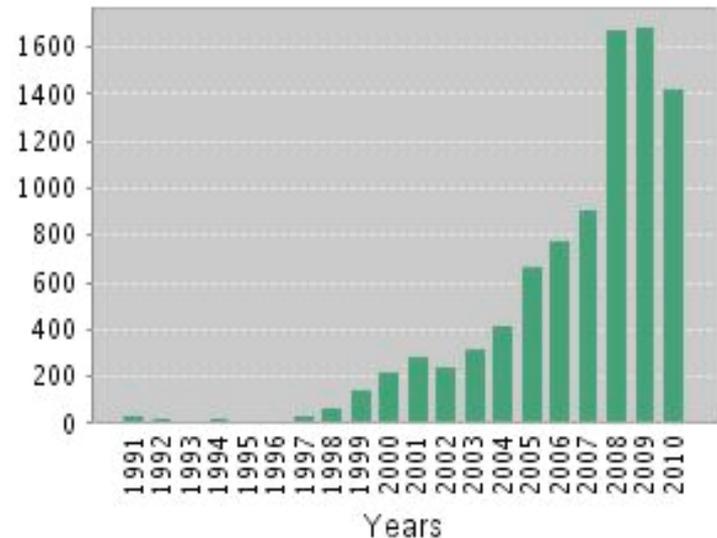
Timespan=All Years. Databases=SCI-EXPANDED, SSCI, A&HCI, CPCI-S.

This report reflects citations to source items indexed within Web of Science. Perform a Cited Reference Search to include citations to items not indexed.

Published Items in Each Year



Citations in Each Year



Enabling Open Scholarship

Top authors (by download)

Top 50 Authors

Ordered by total downloads. Yearly total includes downloads from 2009-10-06

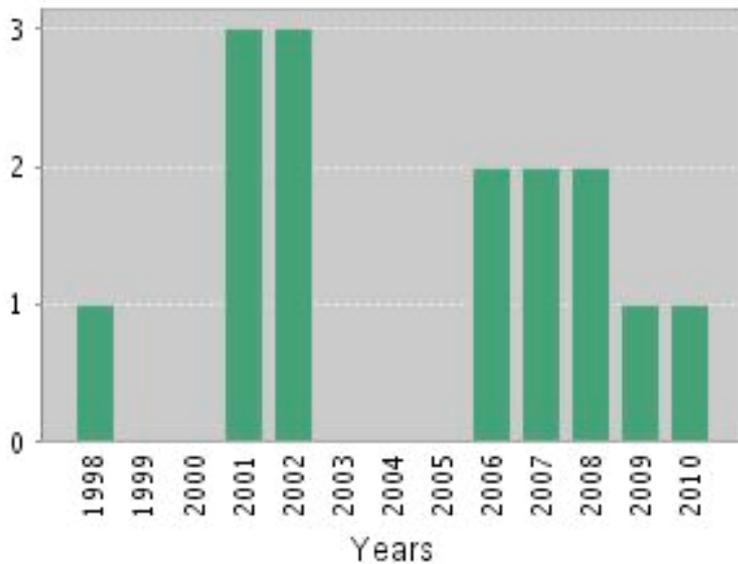
Rank	Author	<u>Year</u>	<u>Total</u>
1	<u>Frost, Ray</u>	<u>22398</u>	<u>204141</u>
2	<u>Skitmore, Martin</u>	<u>26879</u>	<u>204034</u>



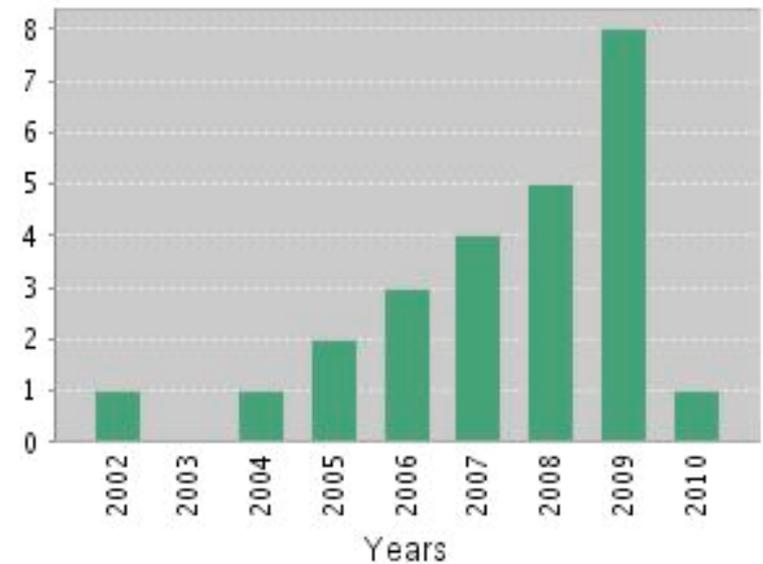
Enabling Open Scholarship

Martin Skitmore (Urban Design)

Published Items in Each Year

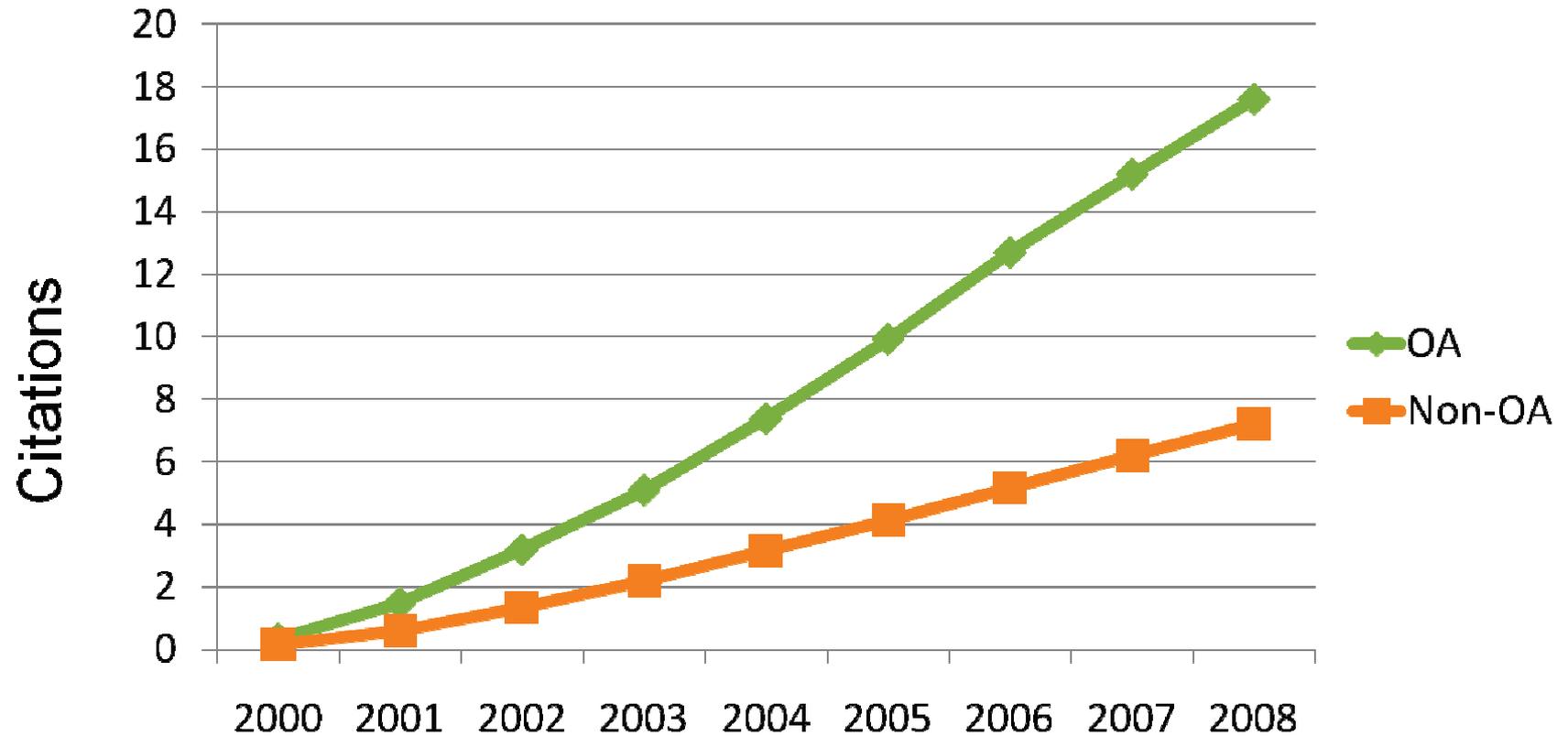


Citations in Each Year



Enabling Open Scholarship

Engineering

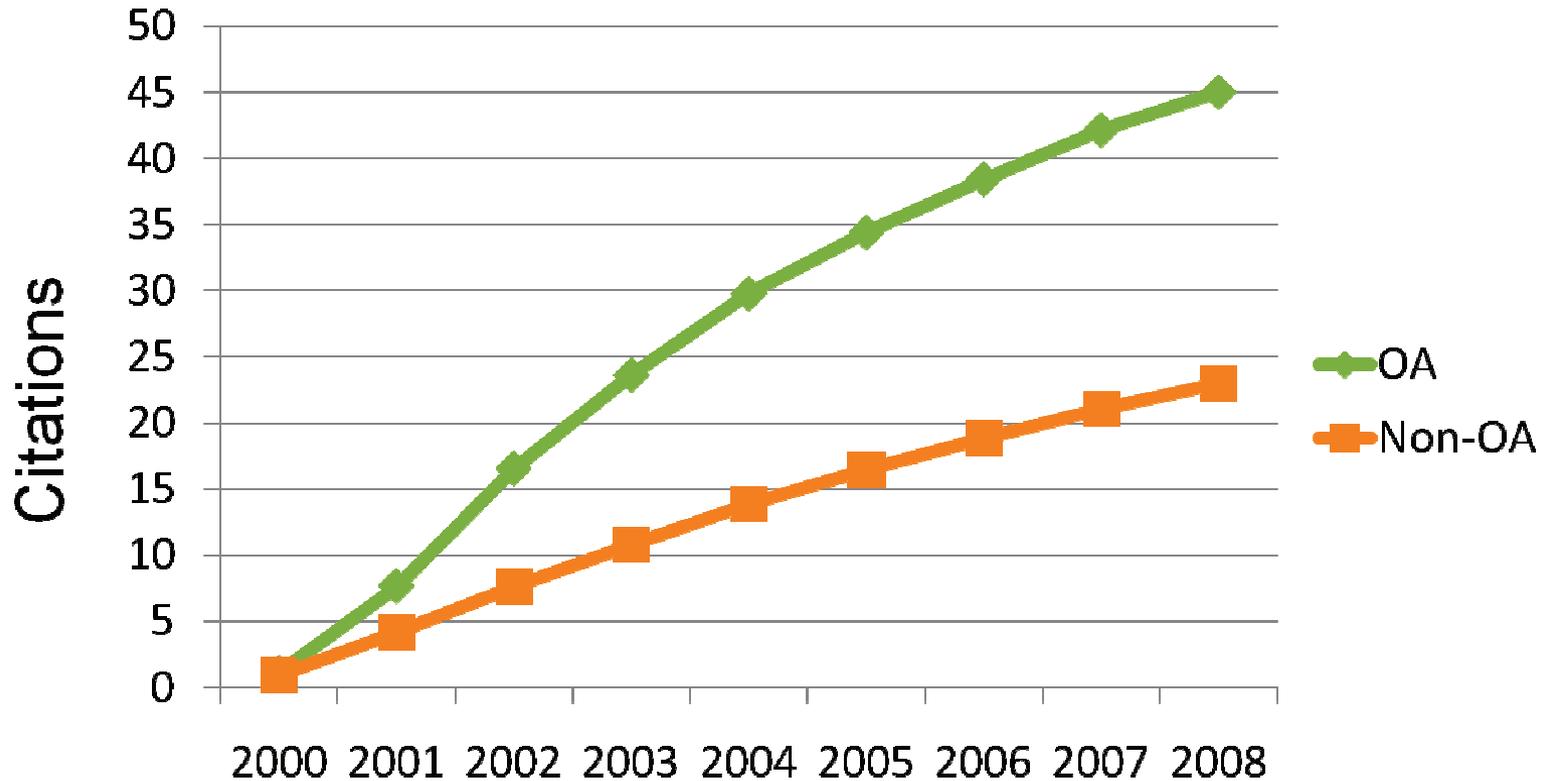


Data: Gargouri & Harnad, 2010



Enabling Open Scholarship

Clinical medicine

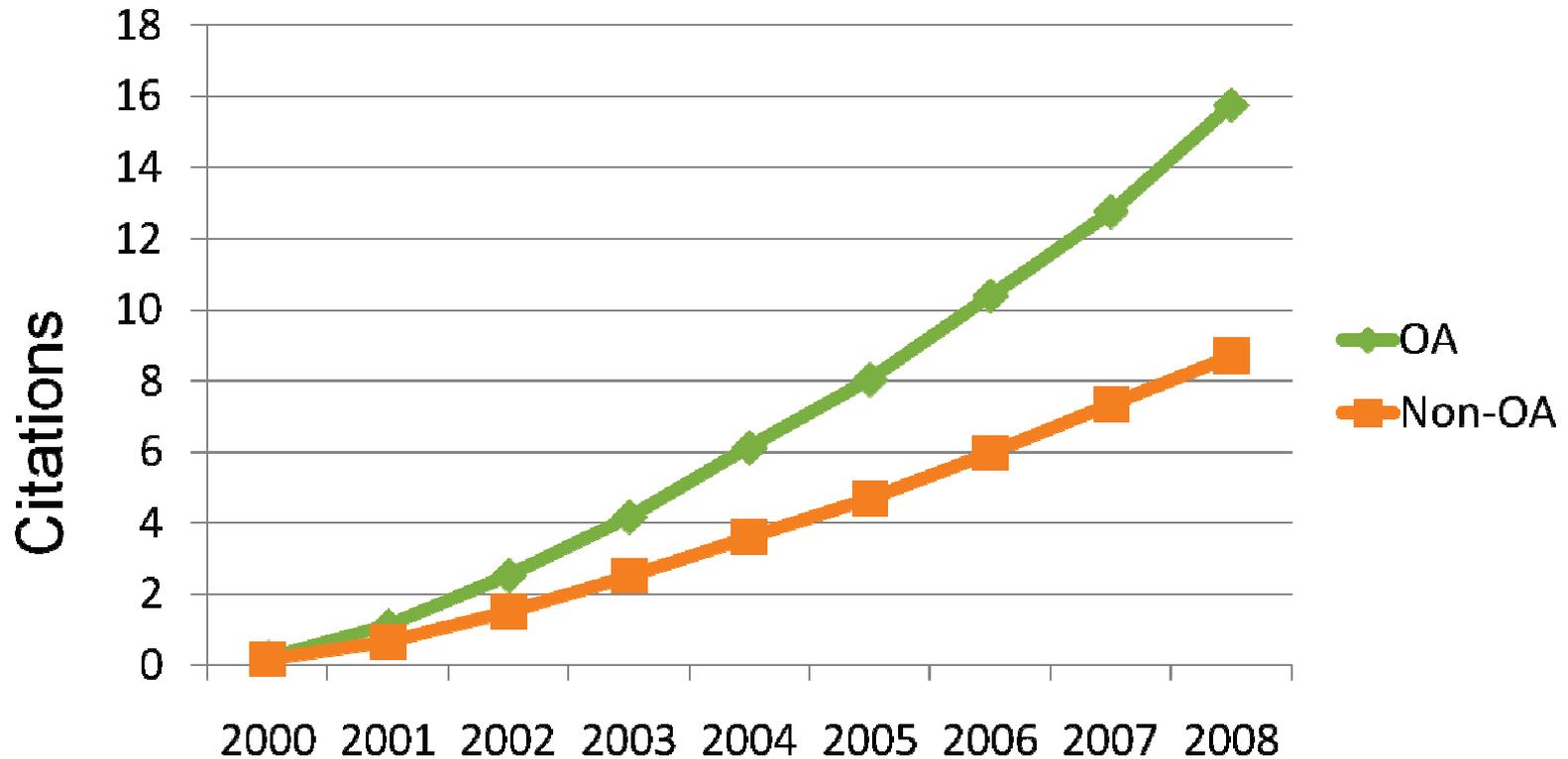


Data: Gargouri & Harnad, 2010



Enabling Open Scholarship

Social science



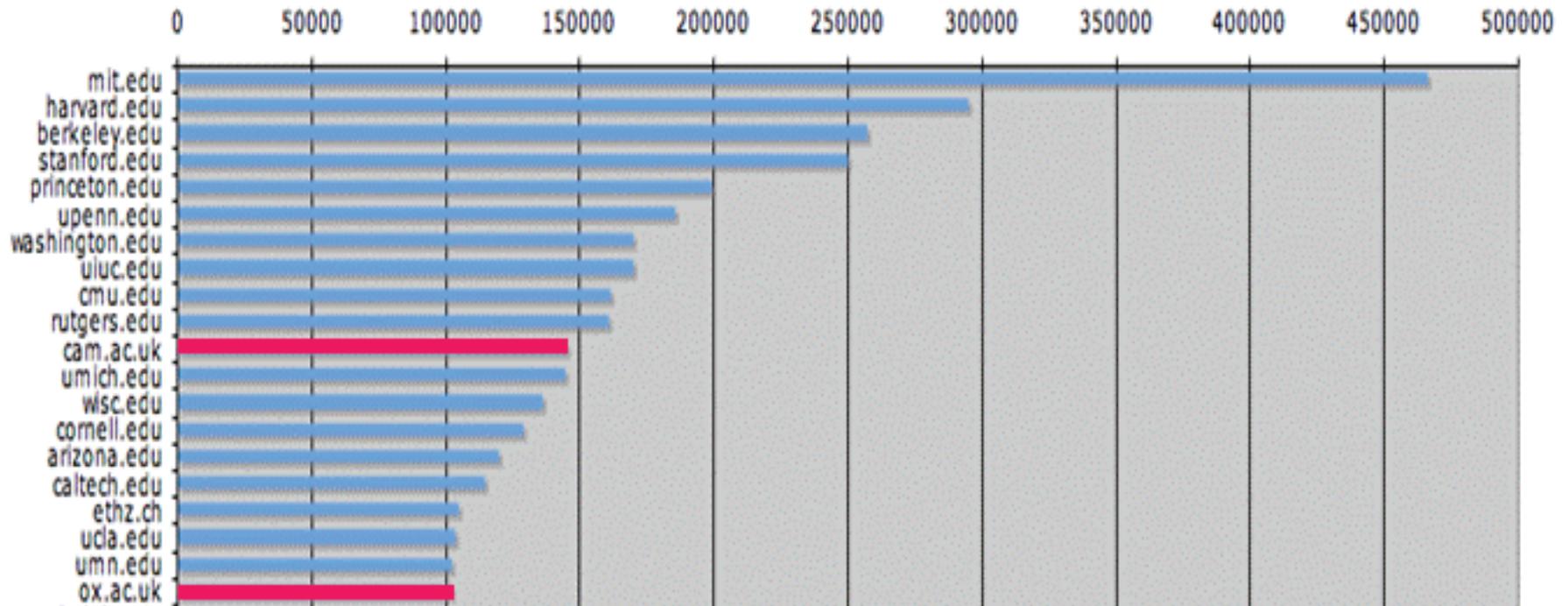
Data: Gargouri & Harnad, 2010



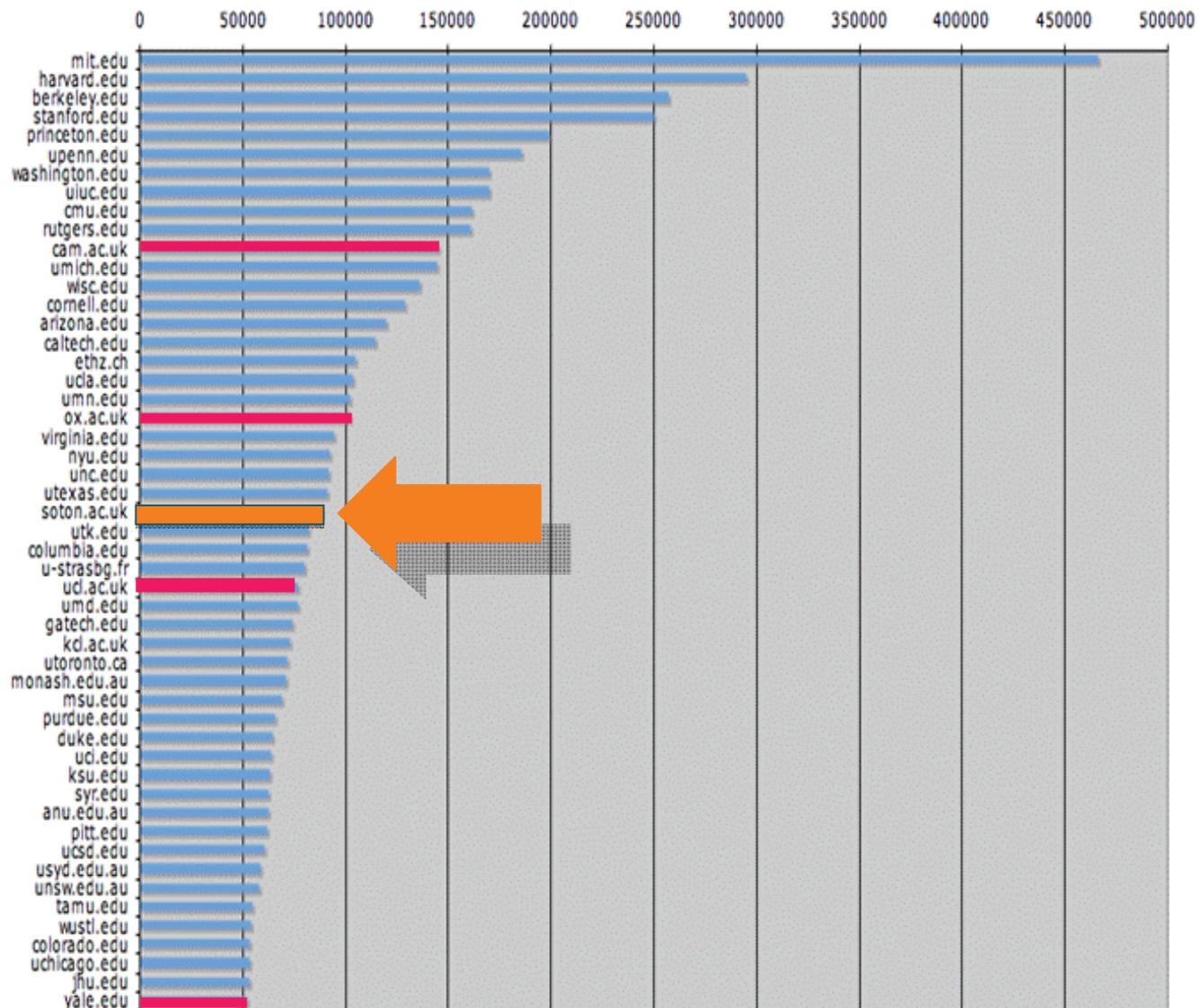
Enabling Open Scholarship

The U.Southampton conundrum

The G-Factor (universitymetrics.com)



Enabling Open Scholarship



Enabling Open Scholarship

Webometrics

July 10

home world countries world rank rank by country european rank latin american rank

> home > top Europe

Rank Data

About Us

About the Ranking

Top 12000 Universities

Premier League (Excel Files)

Top USA & Canada

Top Latin America

Top Europe

Top Cent. & East. Europe

Top Asia

Top South East Asia

Top South Asia

Top Arab World

Top Oceania

Top Africa

Top Sub-Saharan Africa

Country Scoreboard

Best Practices

Notes (*/**)

Top Europe

Universities 1 to 100 of 100

CONTINENT RANK	UNIVERSITY	COUNTRY	WORLD RANK	POSITION			
				SIZE	VISIBILITY	RICH FILES	SCHOLAR
1	University of Cambridge		22	15	18	54	97
2	Swiss Federal Institute of Technology ETH Zürich		40	38	57	73	15
3	University of Oxford		41	55	30	68	115
4	University of Edinburgh		52	96	50	63	86
5	University of Oslo		53	58	98	35	46
6	University of Helsinki **		59	73	87	48	55
7	Norwegian University of Science & Technology		61	40	117	71	26
8	University College London		63	107	69	70	72
9	Universität Wien		69	82	118	92	18
10	École Polytechnique Fédérale de Lausanne		72	30	128	83	64
11	Université de Geneve		75	79	67	84	292
12	University of Southampton		85	167	91	150	21
13	Università di Bologna		86	121	104	94	71
14	Université Paris 6 Pierre and Marie Curie **		90	94	84	74	254



Enabling Open Scholarship

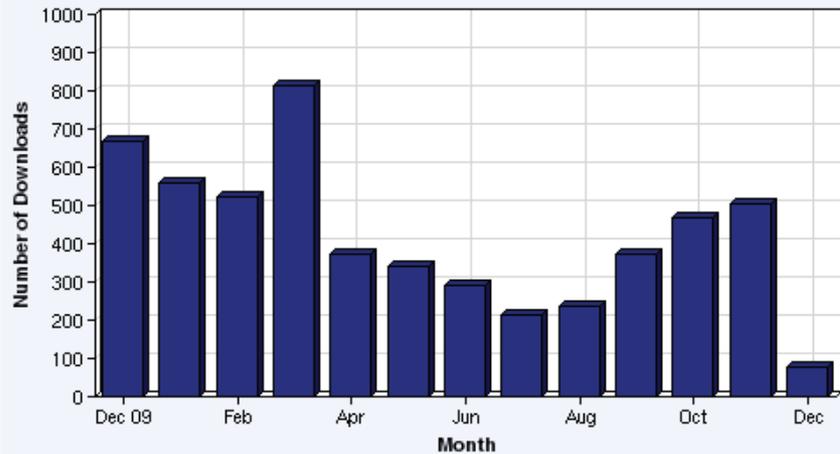
Profiling and marketing



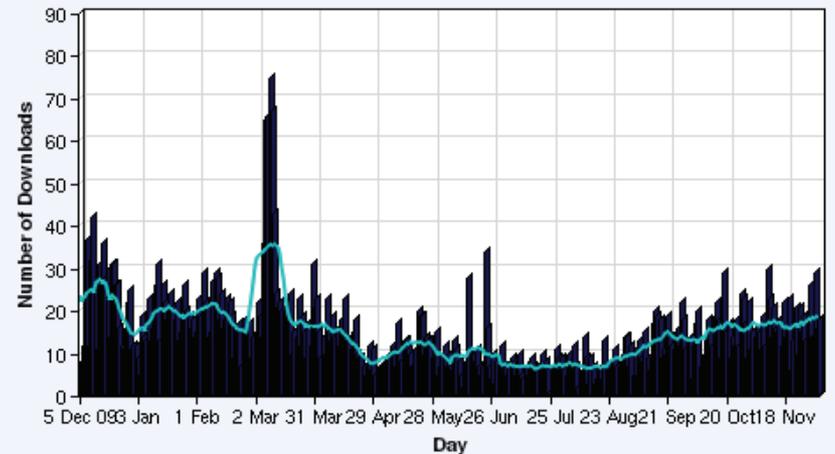
Enabling Open Scholarship

<http://eprints.ecs.soton.ac.uk/12614/>

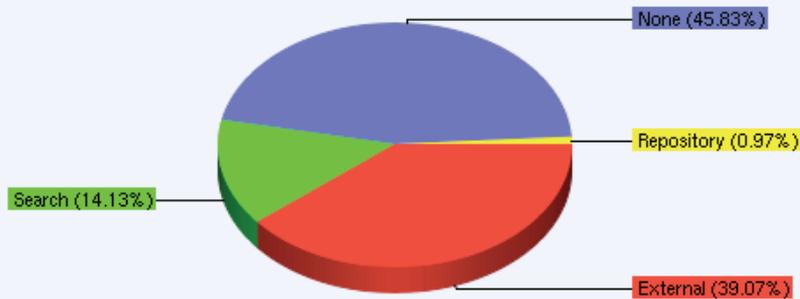
AllMonthlyDownloadsGraph



DailyDownloadsGraph



ReferrerGraph



TopTenAcademies

Domain Tail	Downloads
soton.ac.uk	116
ed.ac.uk	42
sunderland.ac.uk	14
washington.edu	14
fsu.edu	13
psu.edu	11
usfca.edu	7
colorado.edu	7
ox.ac.uk	6
unlp.edu.ar	6
indiana.edu	5

TopTenAcademies

Domain Tail	Downloads
soton.ac.uk	116
ed.ac.uk	42
sunderland.ac.uk	14
washington.edu	14
fsu.edu	13
psu.edu	11
usfca.edu	7
colorado.edu	7
ox.ac.uk	6
unlp.edu.ar	6
indiana.edu	5



Enabling Open Scholarship

Economic advantages I:
Open Access offers savings



Enabling Open Scholarship

National pictures

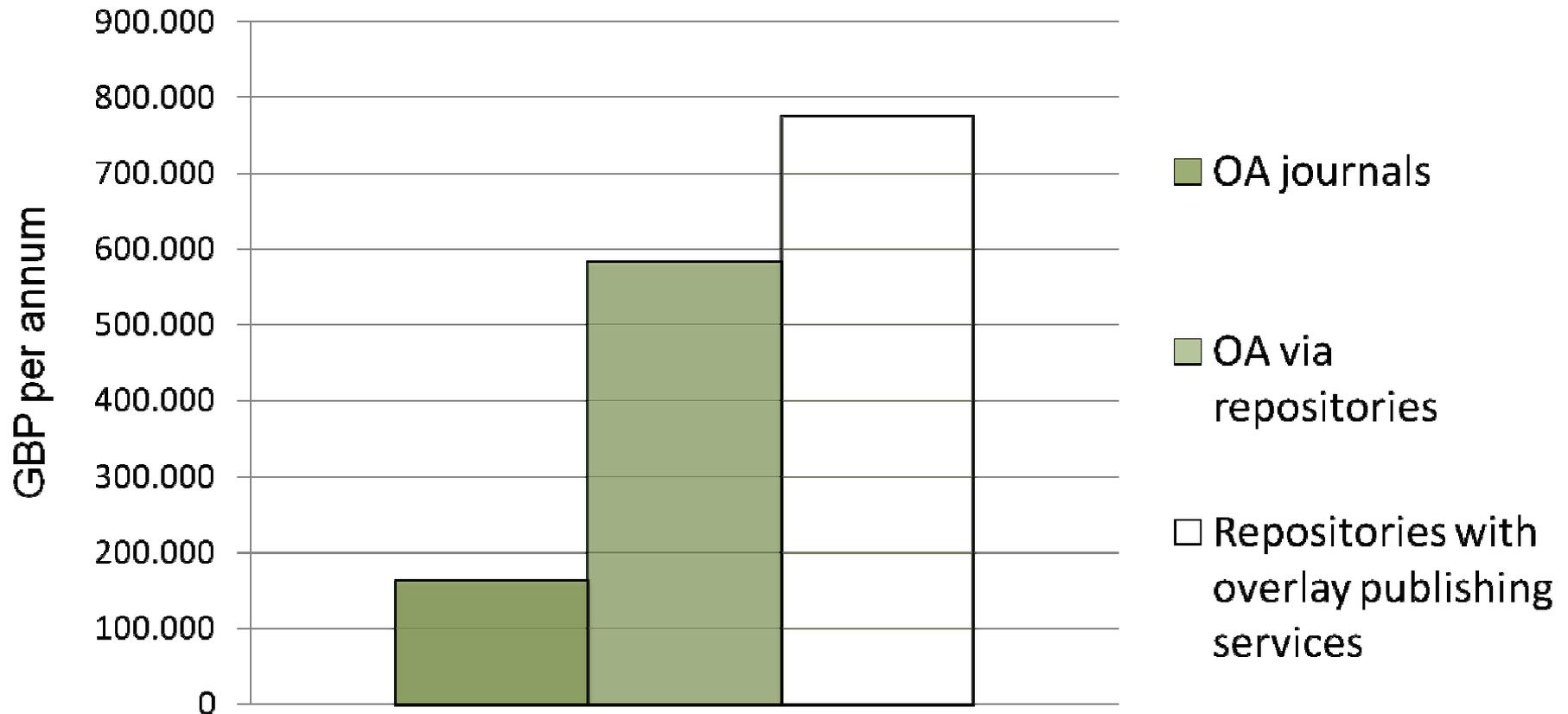
(Houghton et al, 2009, 2010)

Annual € savings from moving to:	UK	Netherlands	Denmark	US federal agencies
OA journals ('Gold' OA)	480 million	133 million	70 million	Value of benefit over 30 years amounts to some \$1 billion, 6 times the cost of archiving the material
OA repositories with subscriptions ('Green' OA)	125 million	50 million	30 million	
OA repositories with overlay services	Circa 480 million	Circa 133 million	Circa 70 million	



Enabling Open Scholarship

University UK: Annual savings from OA



Enabling Open Scholarship

Economic advantages II: knowledge transfer and collaborations



Enabling Open Scholarship

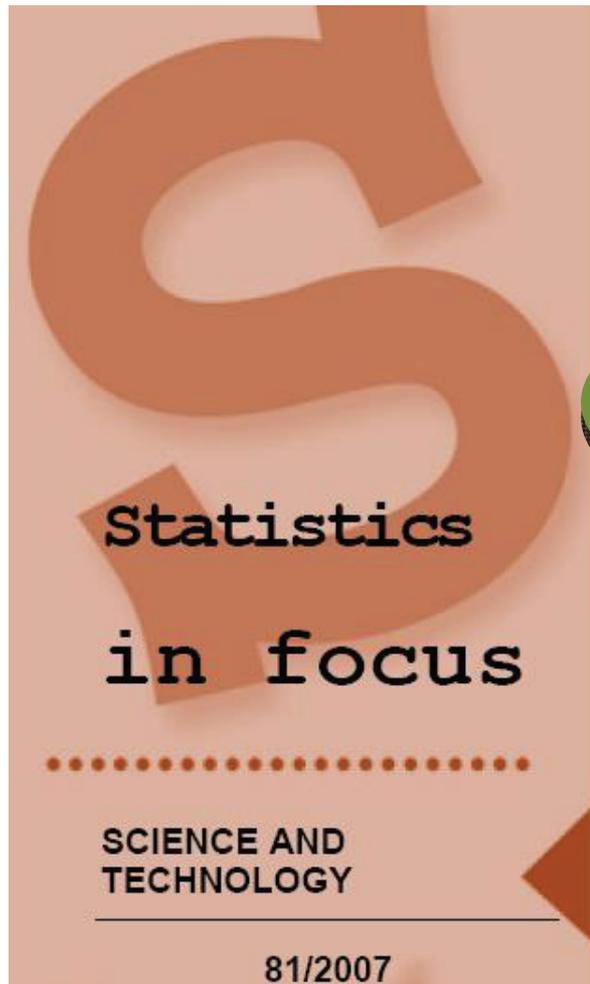
EU CIS studies

Community Innovation Statistics

Weak link between innovative enterprises and
public research institutes/universities

This report puts the spotlight on two important aspects of innovation among those screened by the Fourth Community Innovation Survey (CIS 4): the sources of information that are highly important for innovation, and the types of partners with which innovative enterprises cooperate.

The outcome for both aspects is similar: the link between publicly financed science and innovative industry is rather weak. Institutional sources are less frequently consulted than internal or market sources; and innovative enterprises find cooperation partners more easily among suppliers or customers than in universities or public research institutes.



Enabling Open Scholarship

Author
Sergiu-Valentin PARVAN

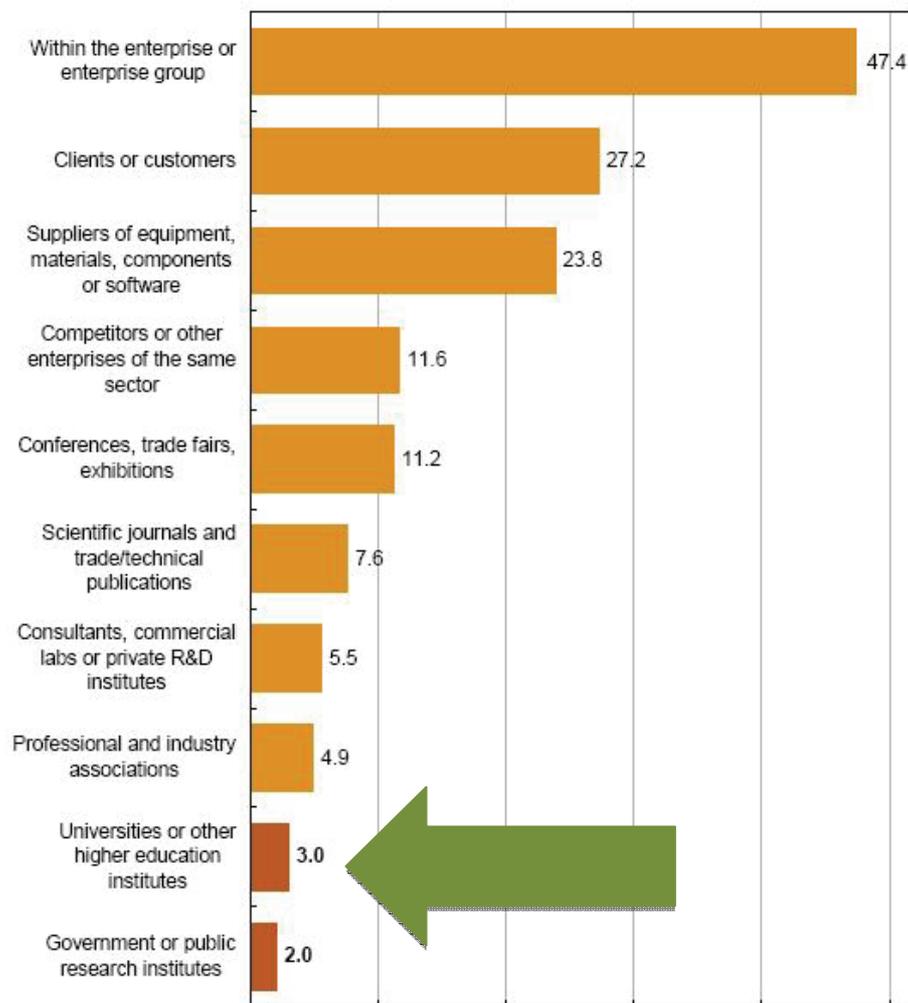
Contents

Highly important sources of information for innovation during 2002-2004..... 2

Link between science and industry 4

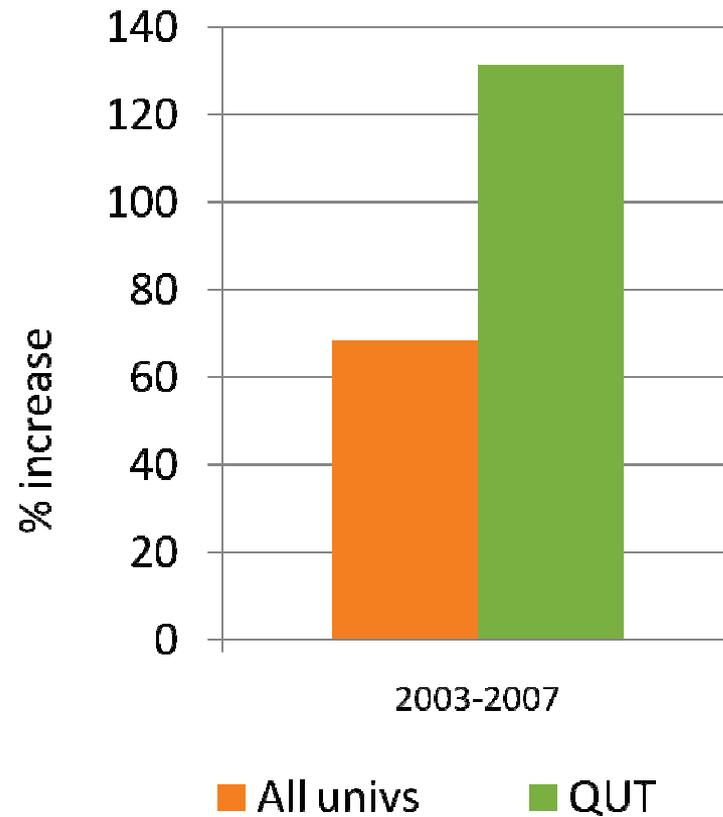
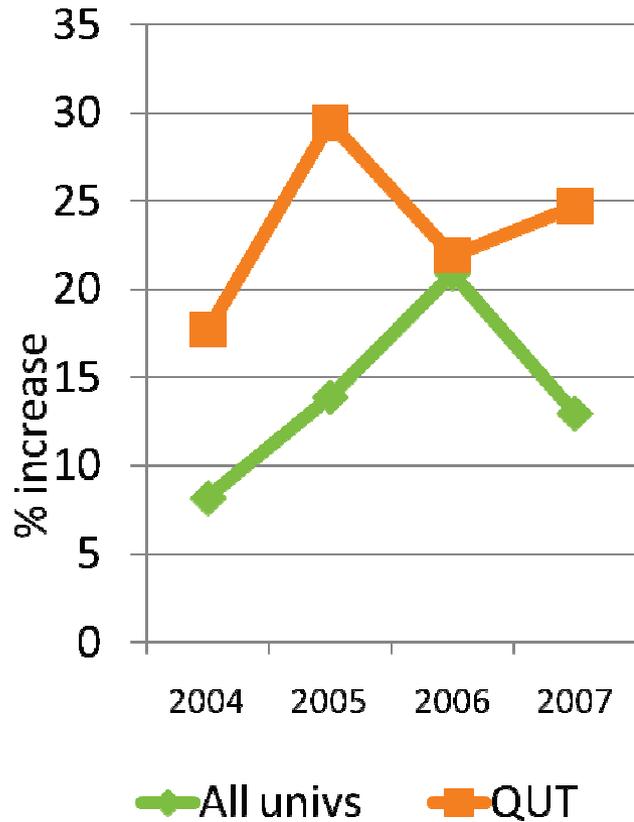


Figure 1: Sources of information identified by enterprises as highly important for the enterprise's innovation activities, as a percentage of innovative enterprises, EU-27 average



Enabling Open Scholarship

Total Research Income: QUT and sector



Data: Tom Cochrane, Deputy Vice-Chancellor, QUT



Enabling Open Scholarship

Dr Evonne Miller

Senior Lecturer, Design, QUT

“Just last week, the General Manager of Sustainable Development from an Australian rural industry called me – based on reading one of my research papers in ePrints.

He loved what he read and we are now in discussion about how we can help them measure their industry’s social impacts.”



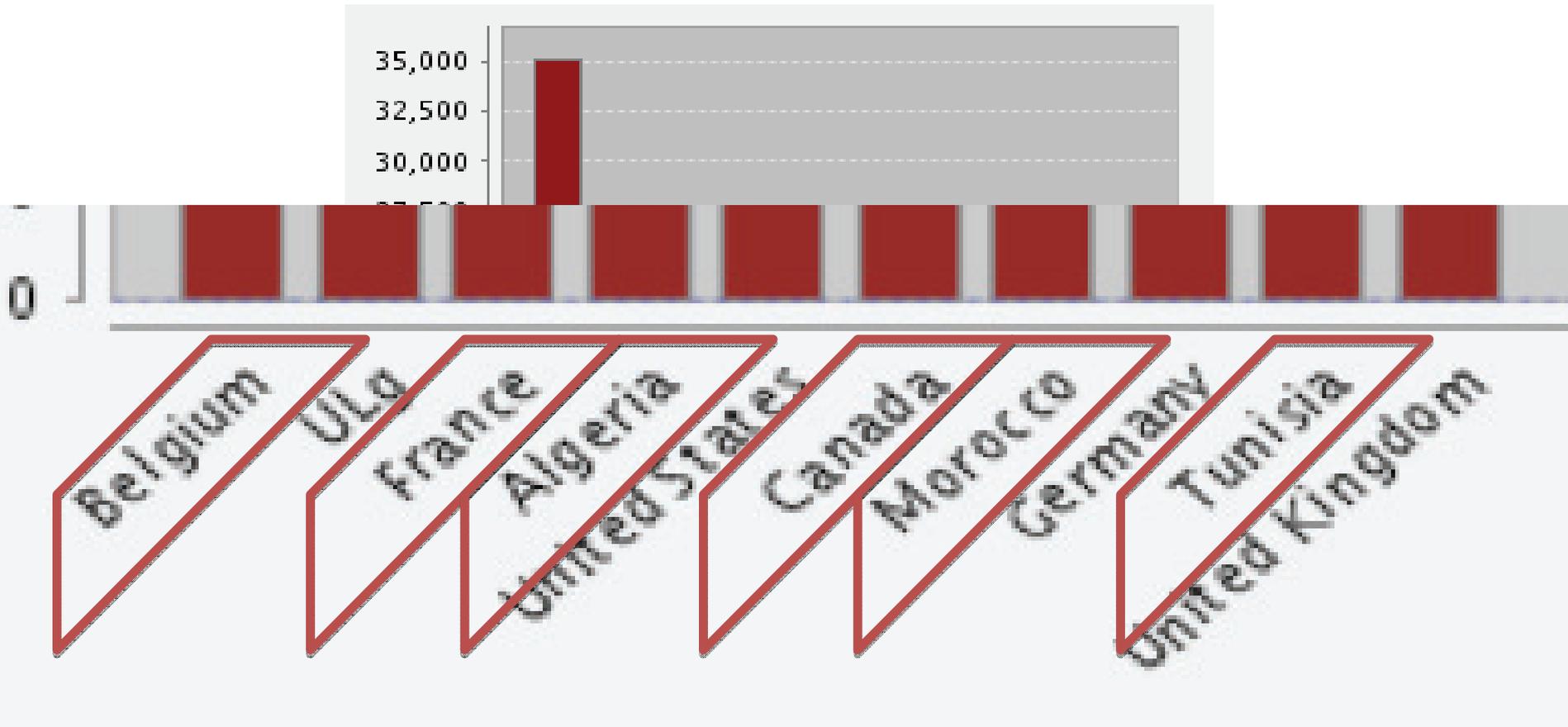
Enabling Open Scholarship

Economic advantages III:
better outreach, better sales



Enabling Open Scholarship

Downloads from ORBi



Resources

General, comprehensive resource on Open Access:

OASIS

(Open Access Scholarly Information Sourcebook)

www.openoasis.org

For policymakers, institutional managers:

EOS

(Enabling Open Scholarship)

www.openscholarship.org



Enabling Open Scholarship

Thank you for listening

a.swan@talk21.com

www.openscholarship.org

www.keyperspectives.co.uk

www.openoasis.org



Enabling Open Scholarship