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

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Advantages from Open Access

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

Visibility

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."

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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…"

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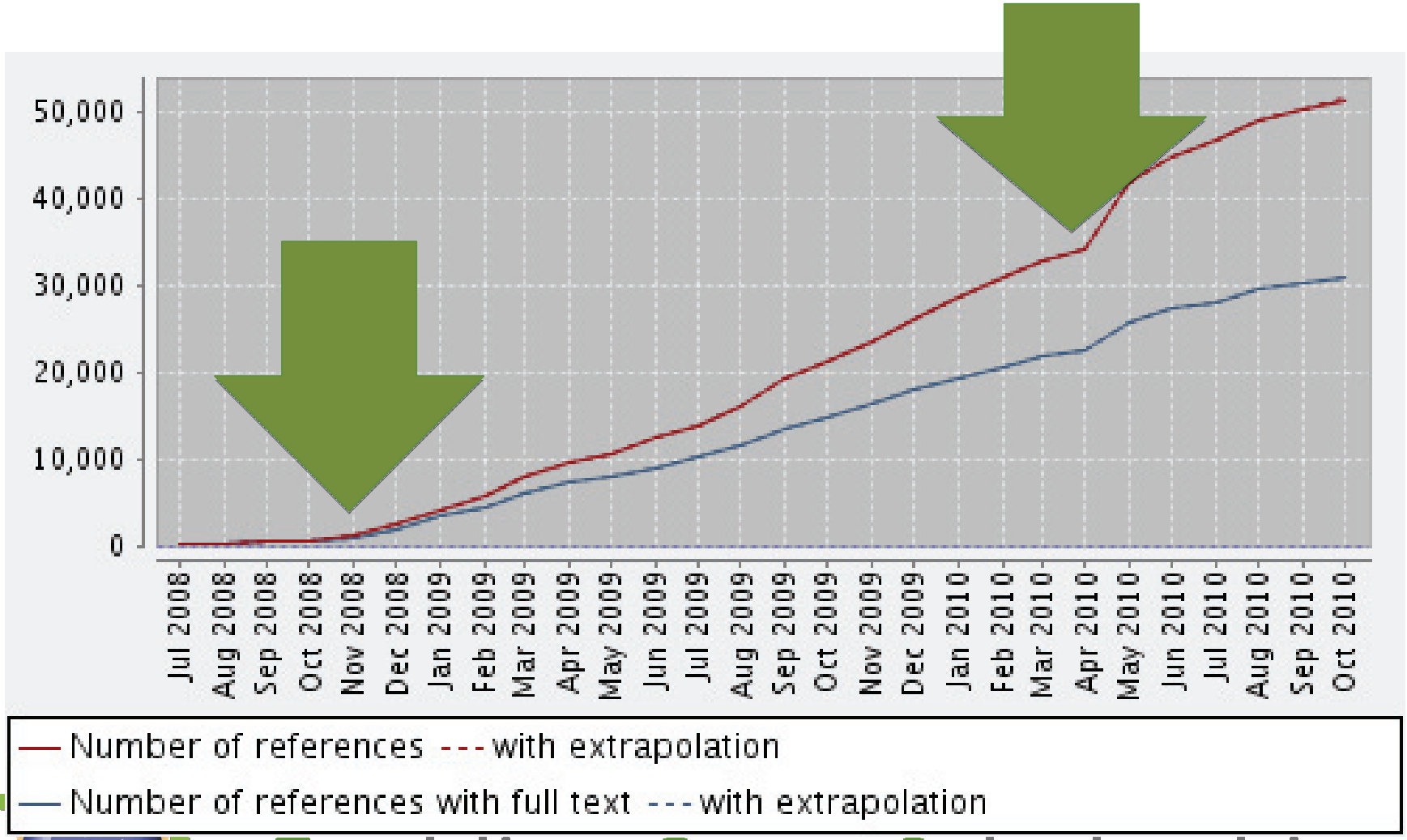
ORBi: Université de Liège



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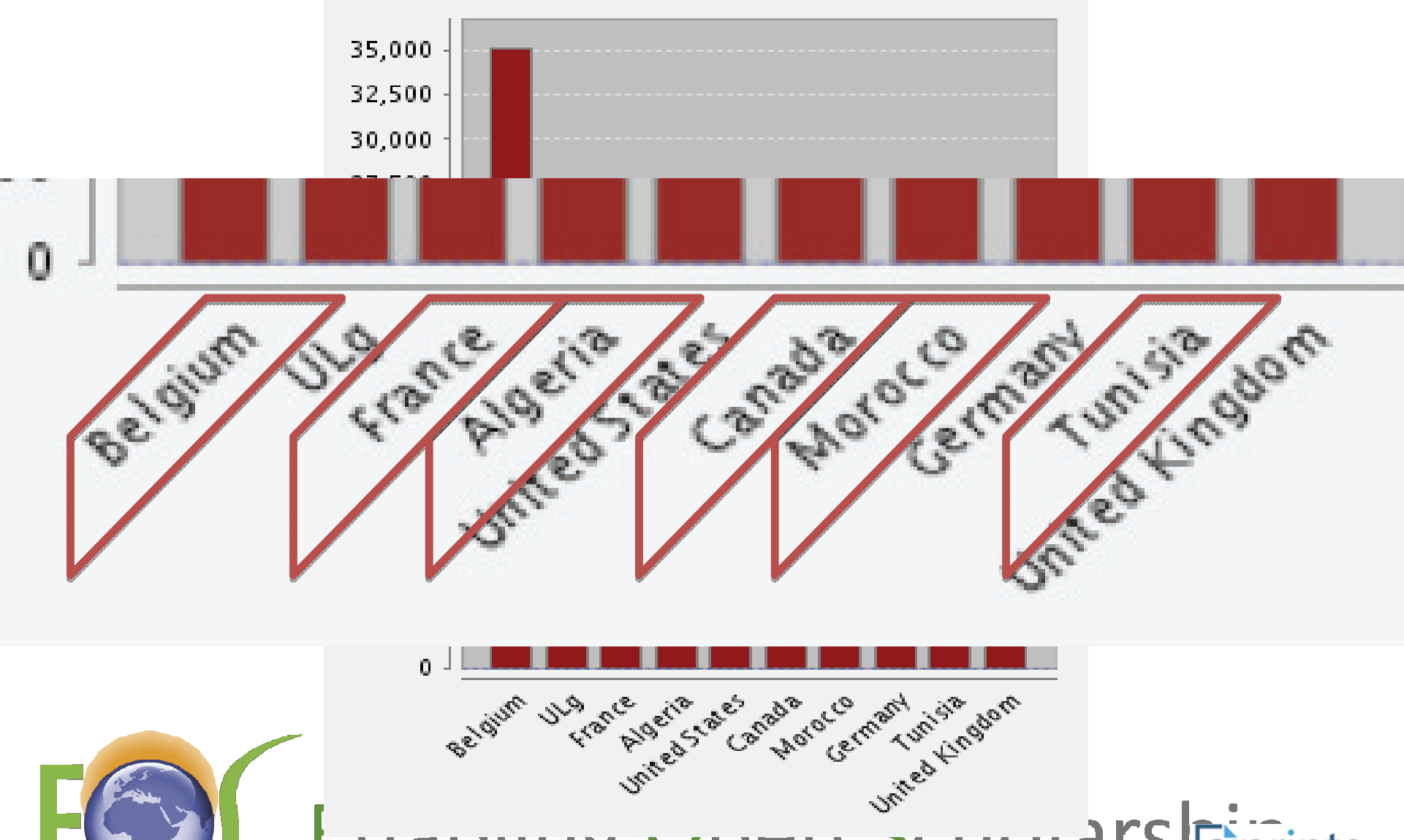
eprints

Downloads from ORBi



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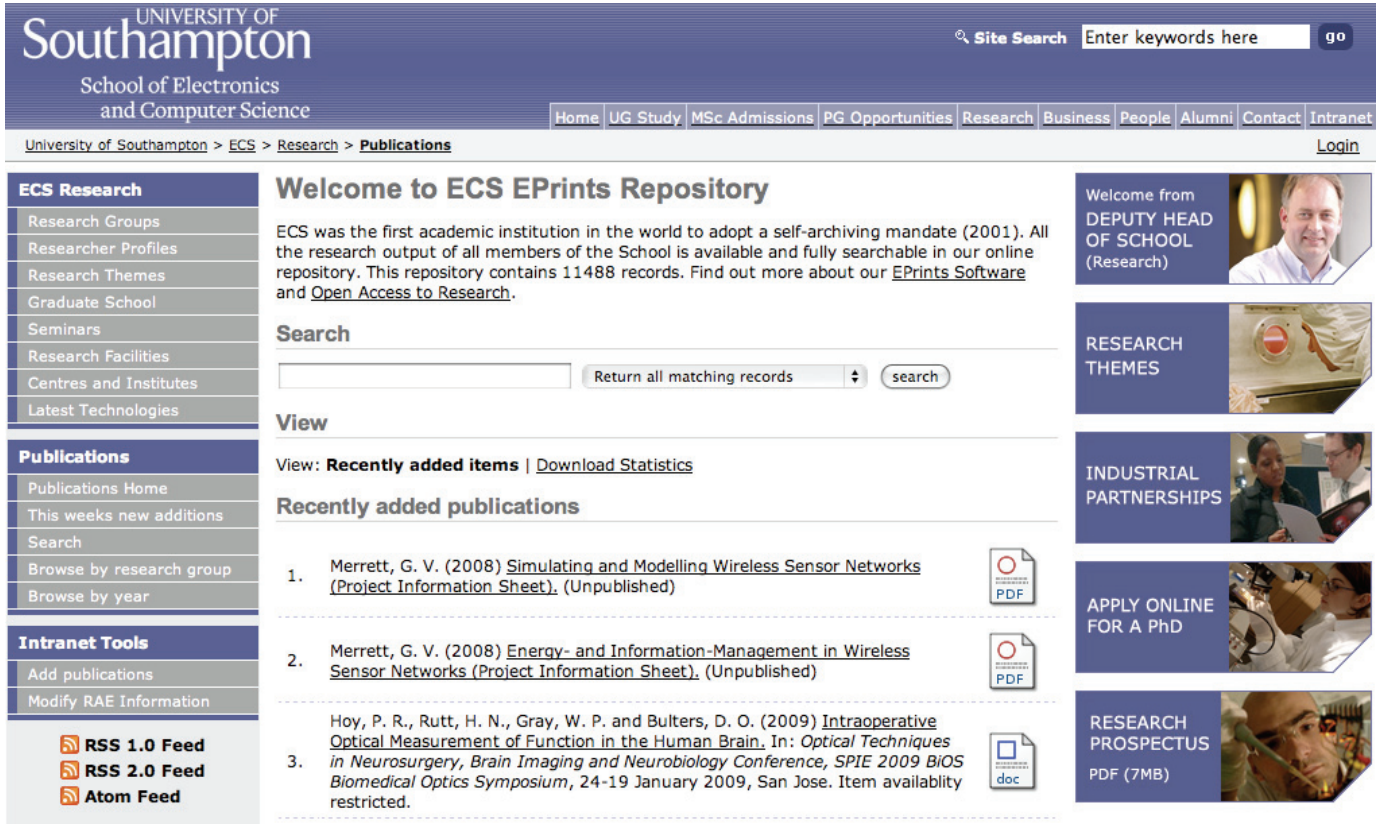
Usage

A well-filled repository



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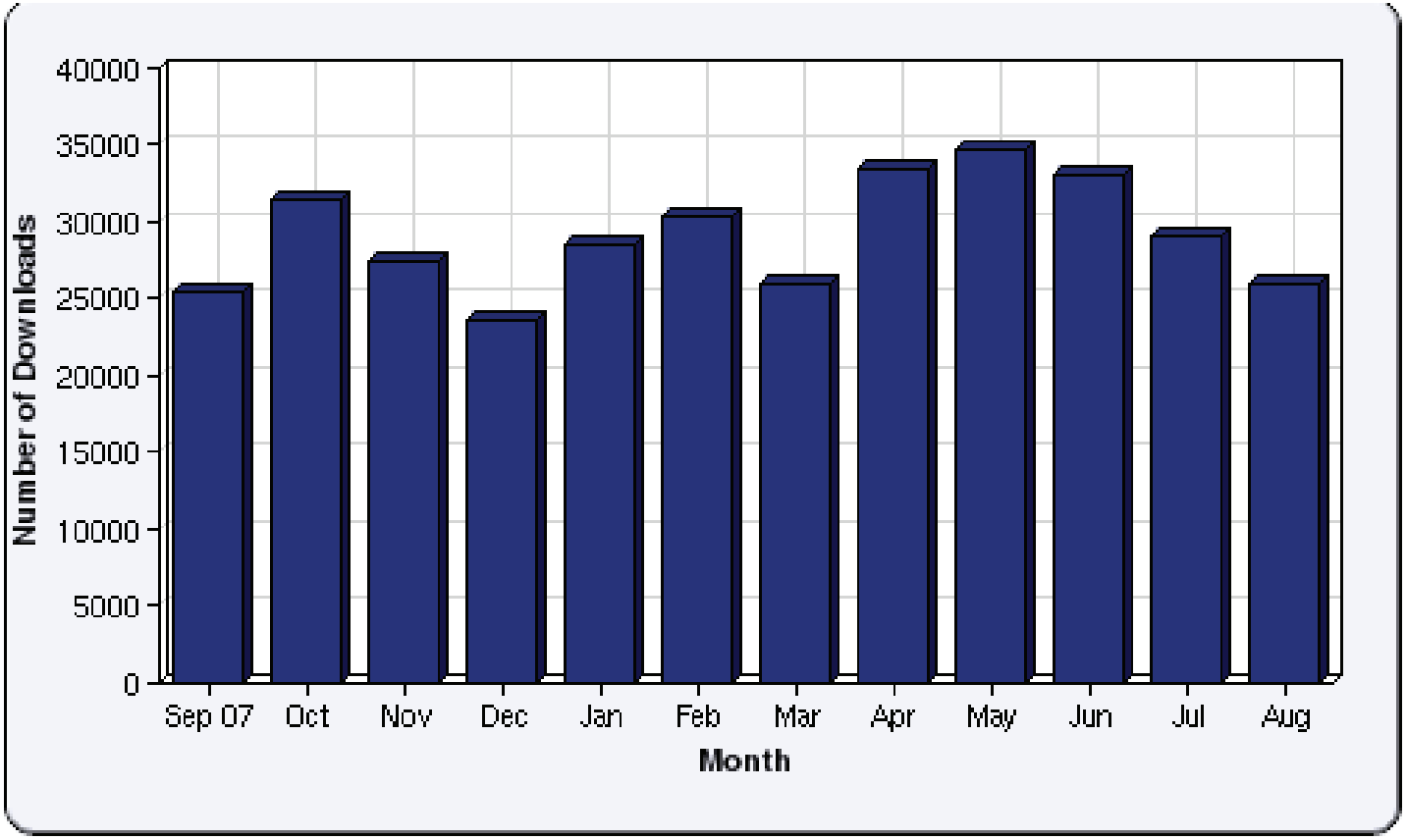
And it gets used



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University of Salford
A Greater Manchester University

Repository home
Search
Browse
- Author
- Division
- Subject
- Year
- Journal

Login

Contact us
Find out more

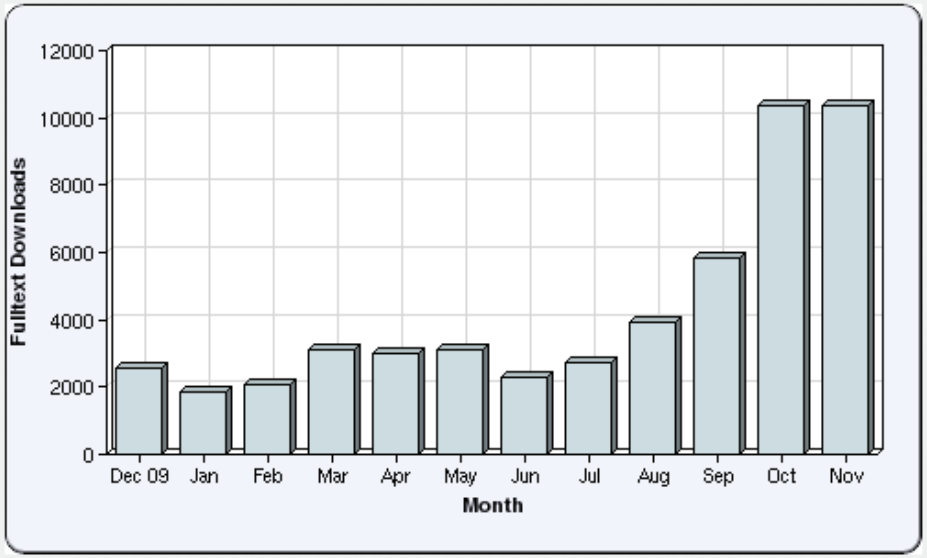
University of Salford Institutional Repository

2173 deposits to date

Quick Search [ ] Go
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.



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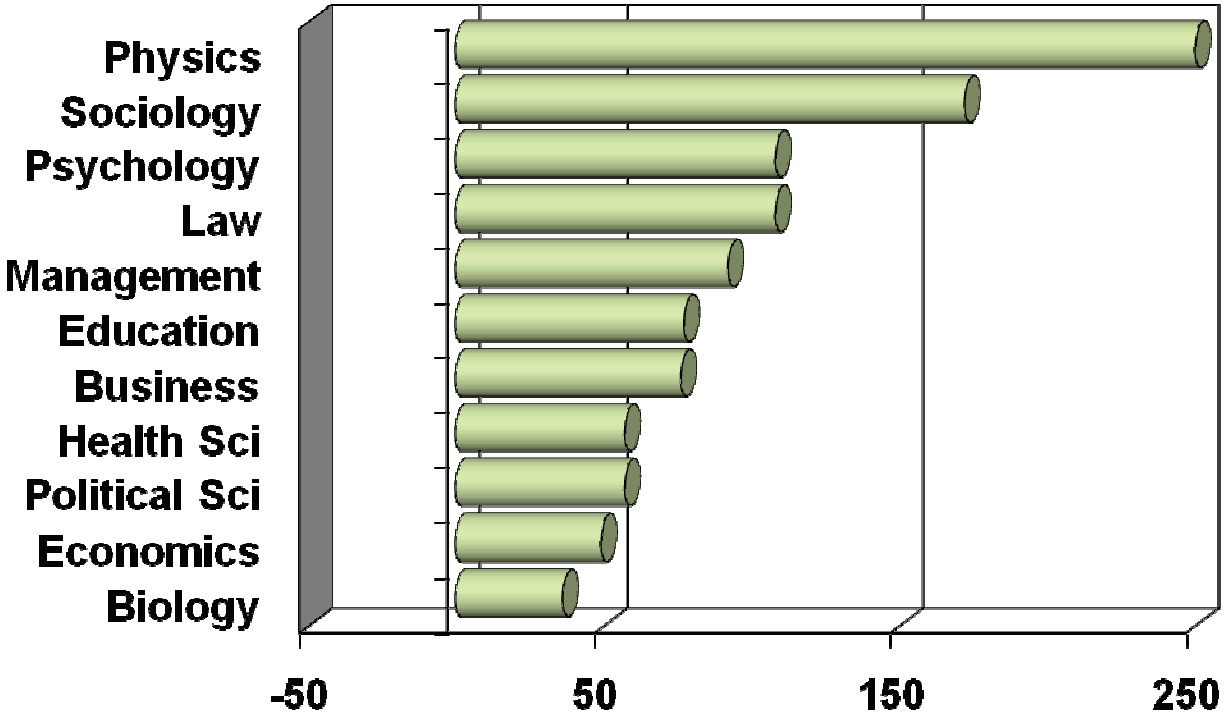
Impact

Impact



% increase in citations with Open Access

Range = 36%-200%

(Data: Stevan Harnad and co-workers)

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What OA means to a researcher

QUT ePrints Home | Search | Browse | About

Browse By Person: Frost, Ray

Up a level

Export as ASCII Citation Export

Group by: **Item Type** | Date

Jump to: Book Chapter | Conference Paper | Journal Article

Number of items: **501**.

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Top authors (by download)

Top 50 Authors

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

Rank	Author	Year	Total
1	Frost, Ray	22398	204141
2	Skitmore, Martin	26879	204034

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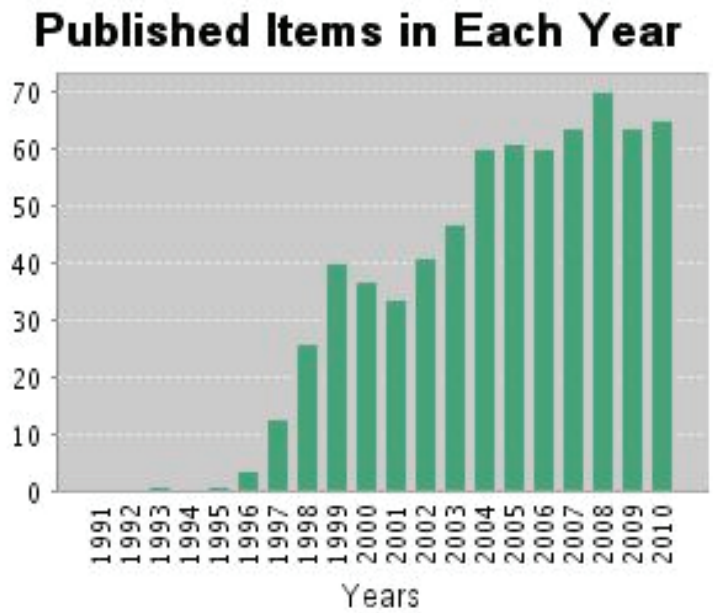
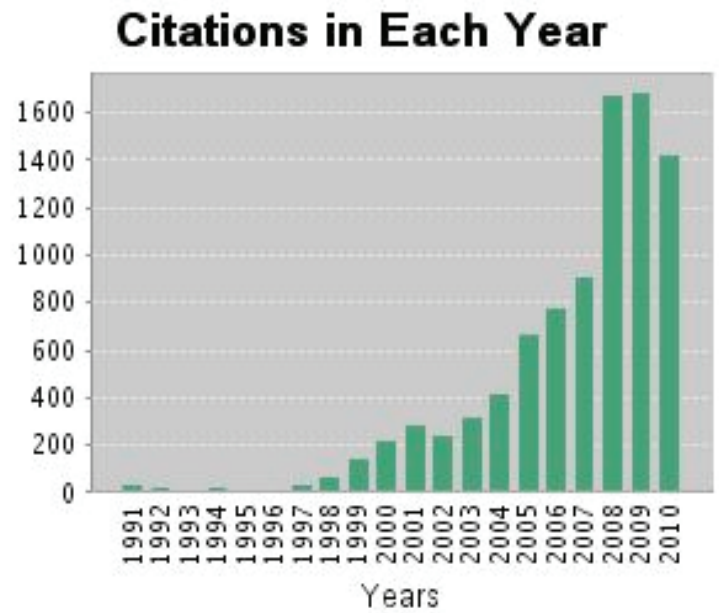
Ray Frost's impact

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 inde›





Enabling Open Scholarship

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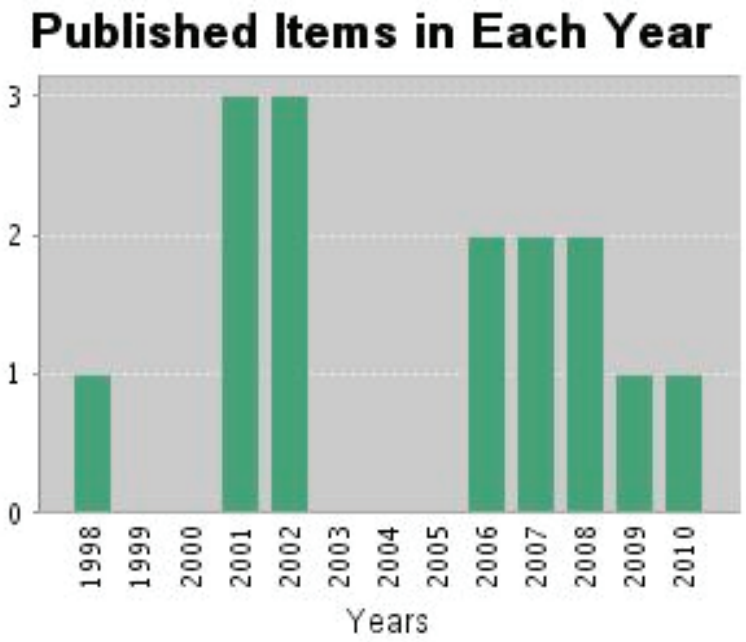
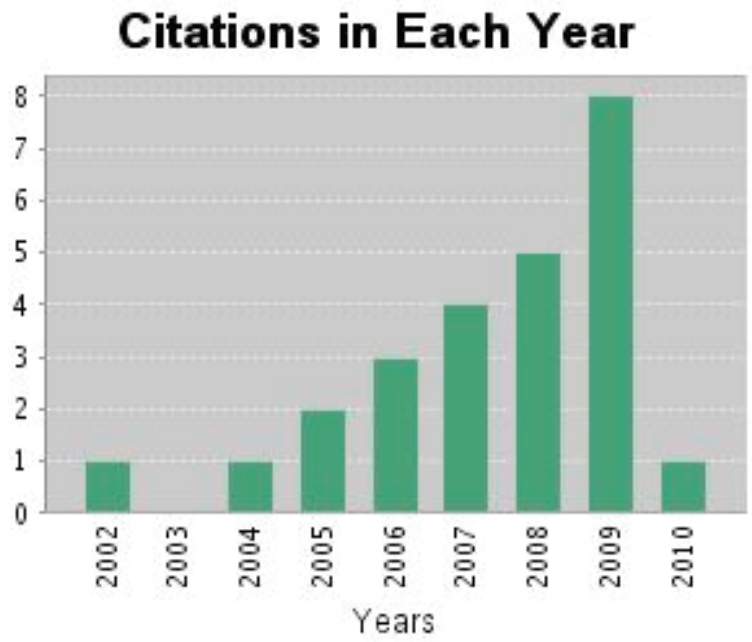
Martin Skitmore
(Urban Design)





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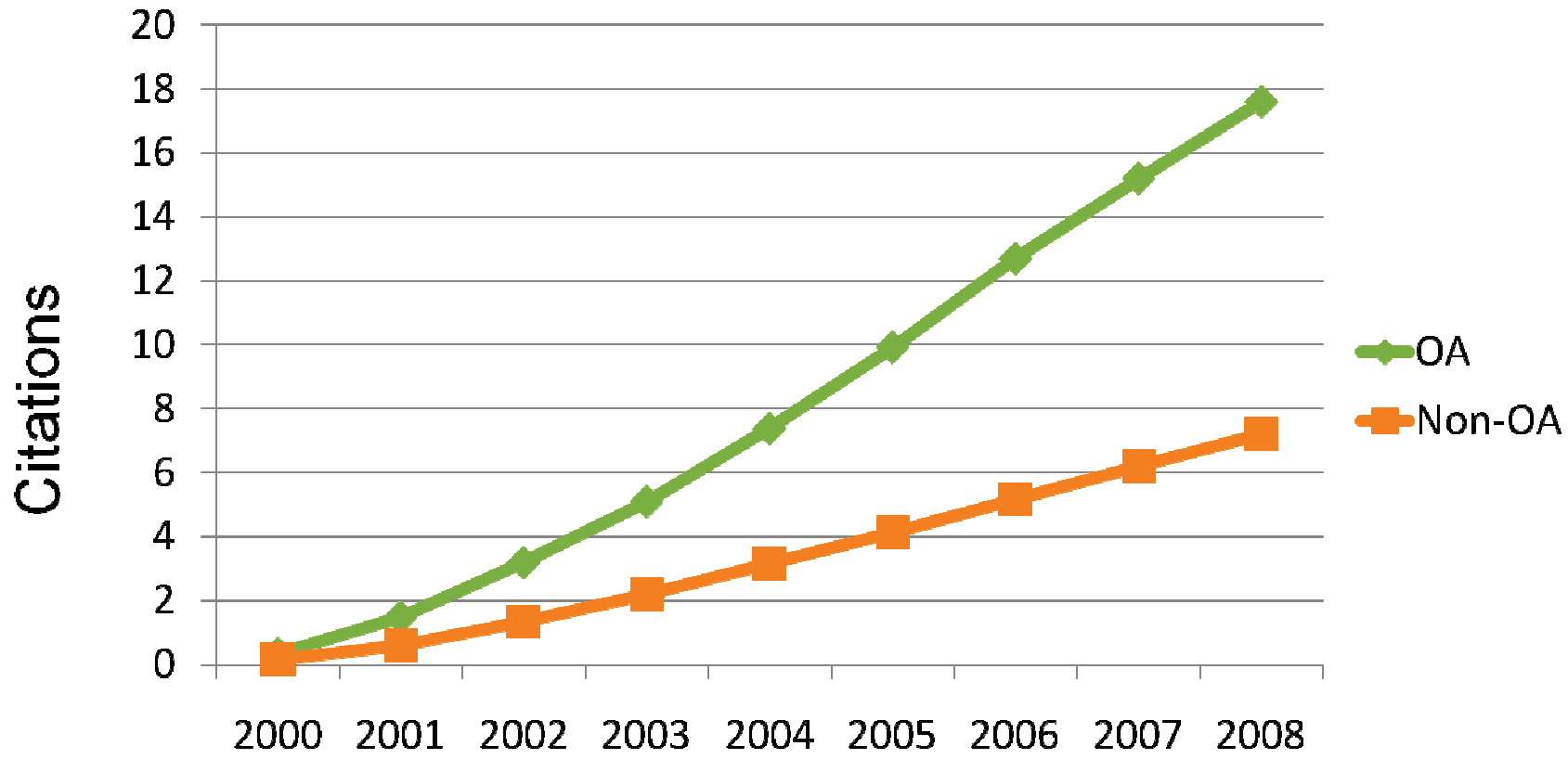
Engineering



Data: Gargouri & Harnad, 2010

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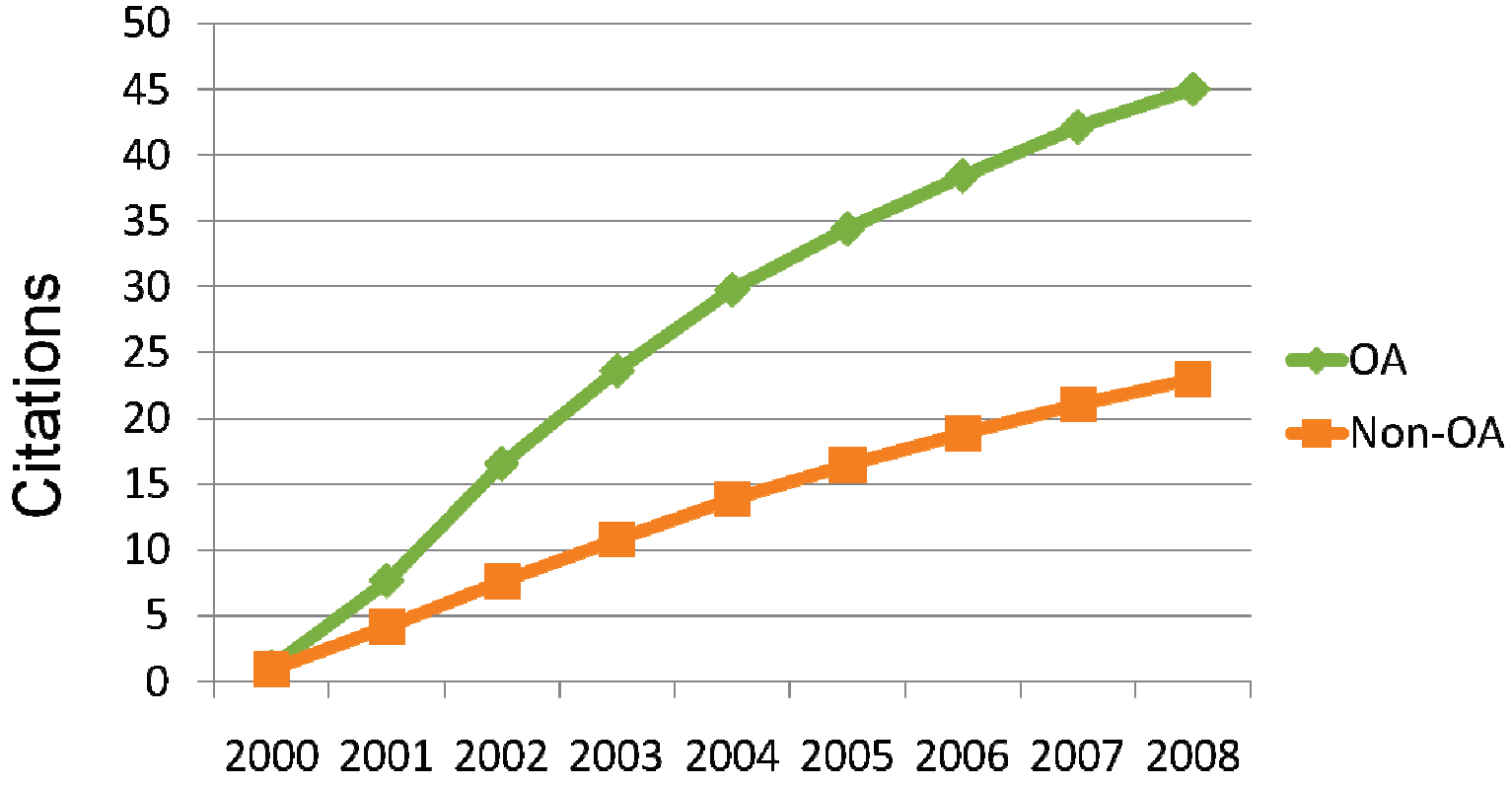
Clinical medicine



Data: Gargouri & Harnad, 2010

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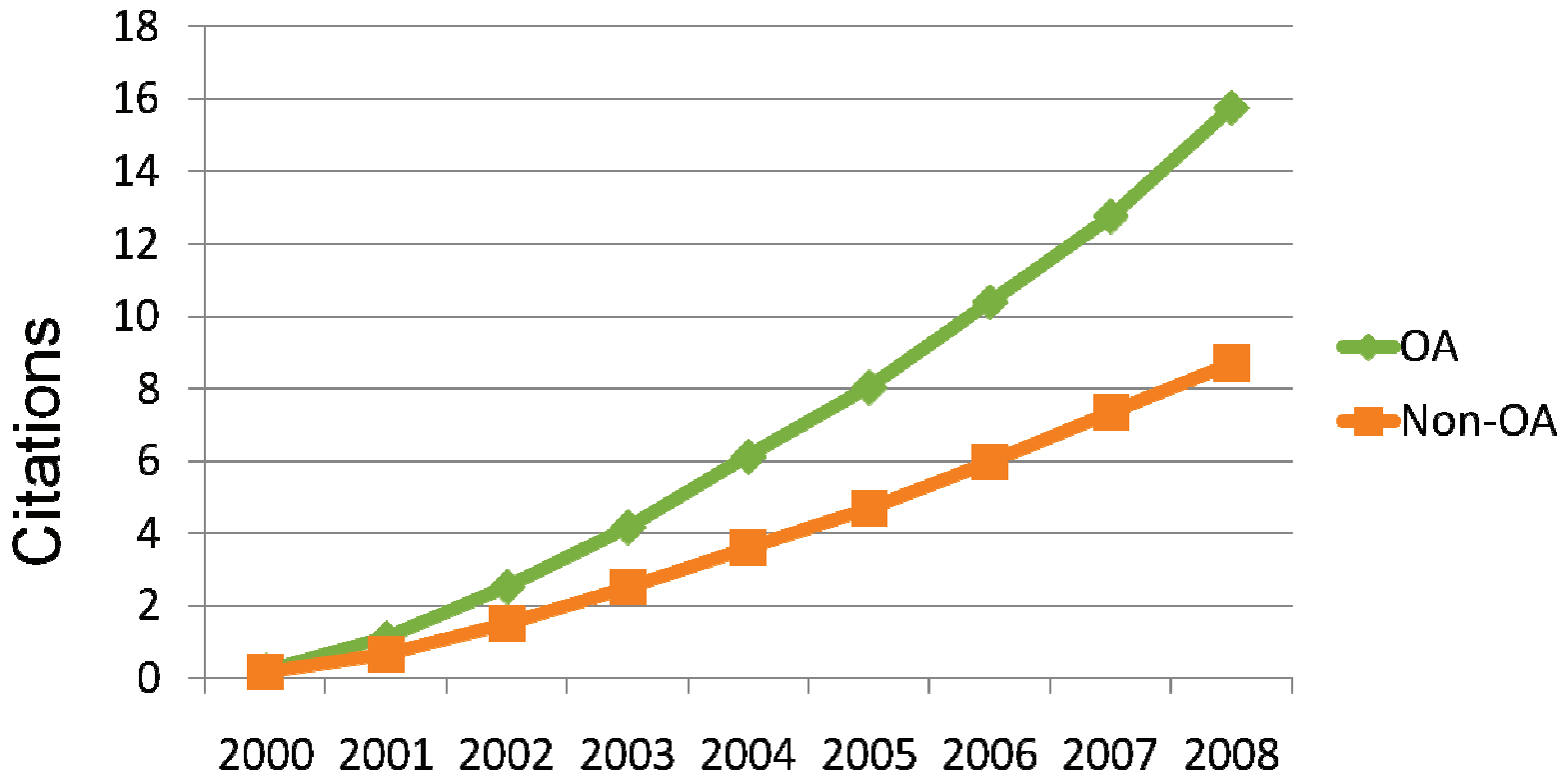
Social science



Data: Gargouri & Harnad, 2010

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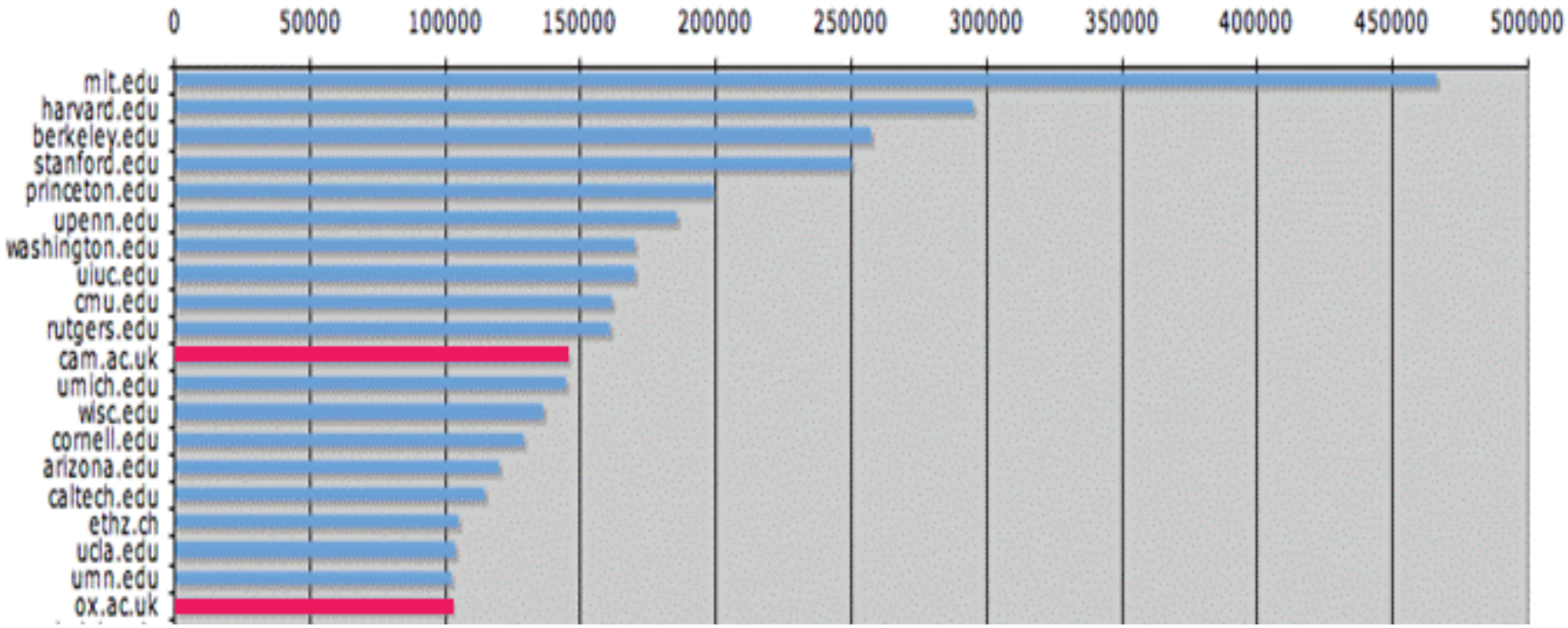
The U.Southampton conundrum

The G-Factor (universitymetrics.com)



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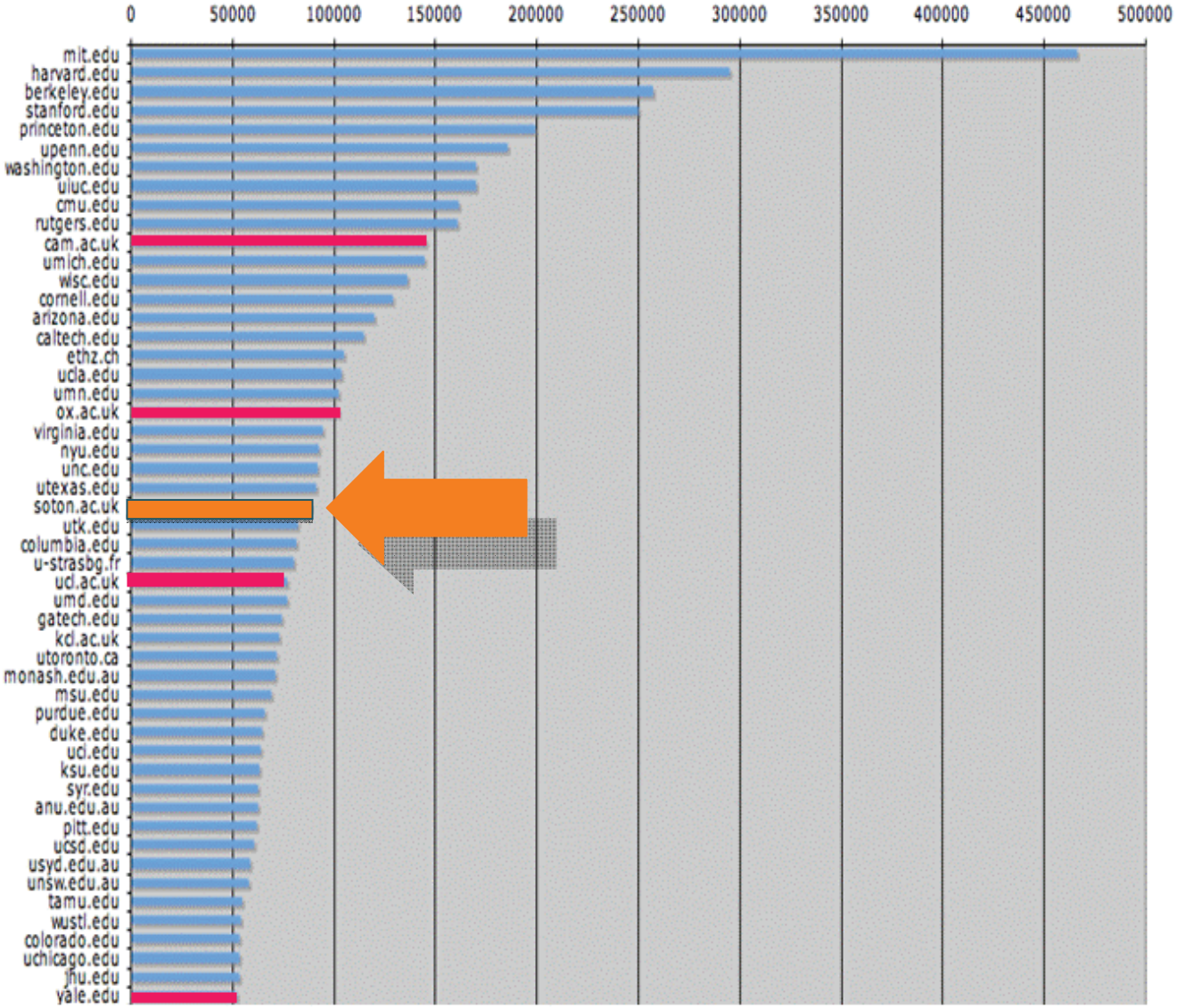

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Webometrics

Ranking Web of World Universities

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 (*/**)

Catalogue

Information

- Methodology

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

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Profiling and marketing

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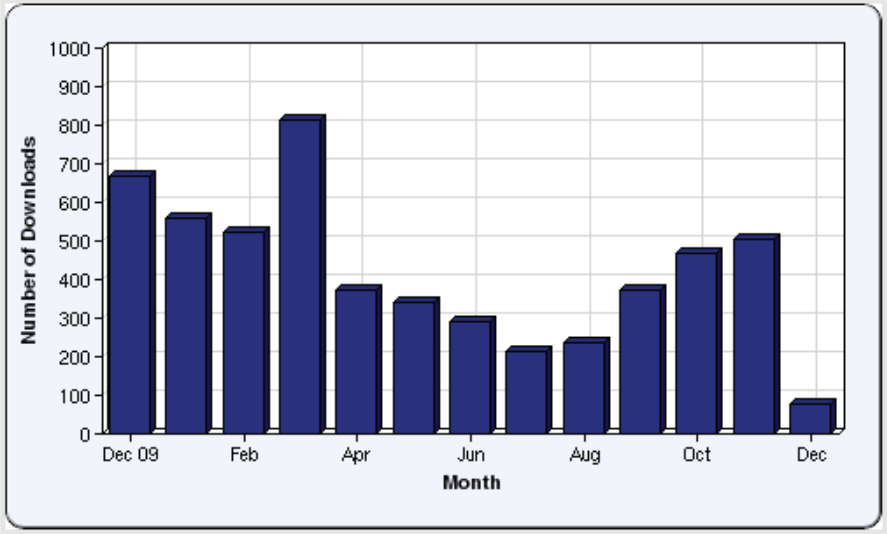
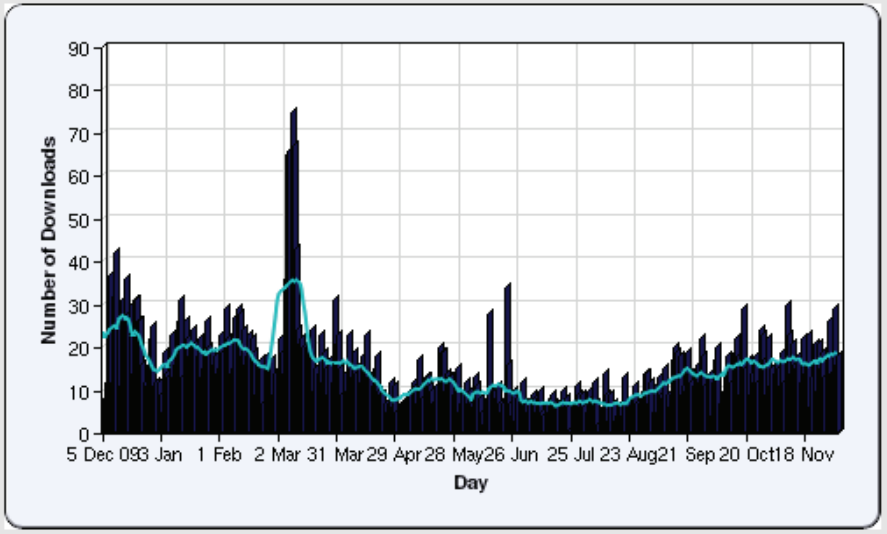
Dashboard for Shadbolt, N., Berners-Lee, T. and Hall, W. (2006) The Semantic Web Revisited. IEEE Intelligent Syste (3). pp. 96-101. ISSN 1541-1672

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

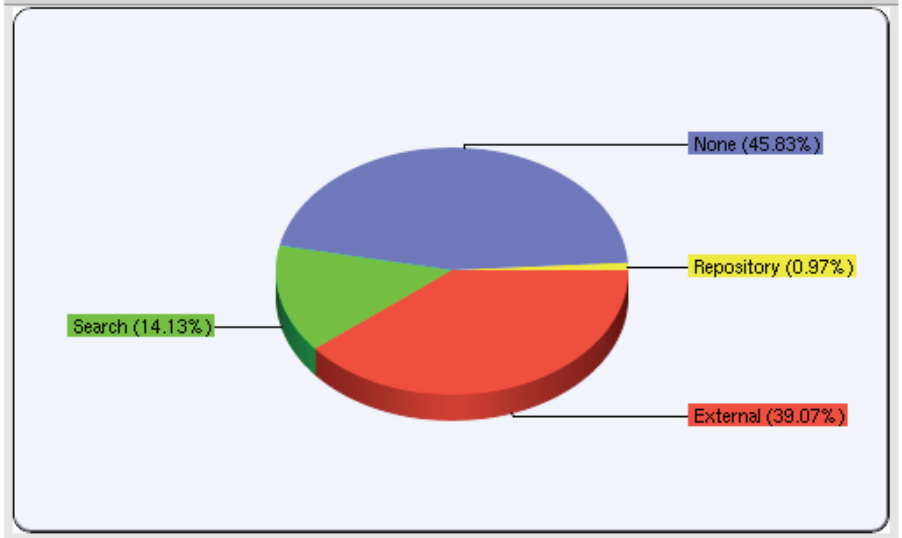
AllMonthlyDownloadsGraph



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

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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

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Economic advantages I: Open Access offers savings

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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	

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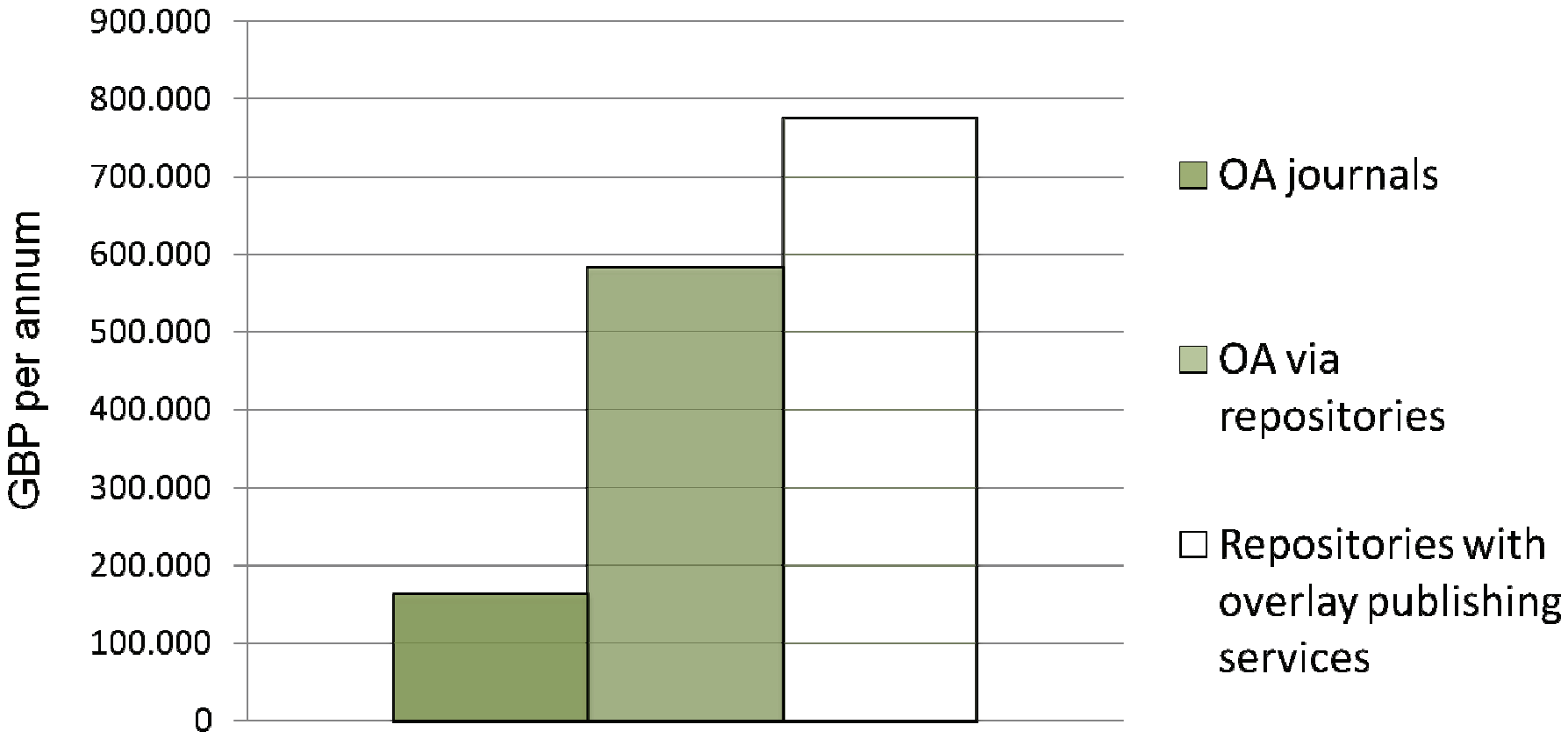
University UK: Annual savings from OA



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Economic advantages II: knowledge transfer and collaborations

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EU CIS studies

Community Innovation Statistics

Weak link between innovative enterprises and public research institutes/universities

This report puts the spotlight on two important facets 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.

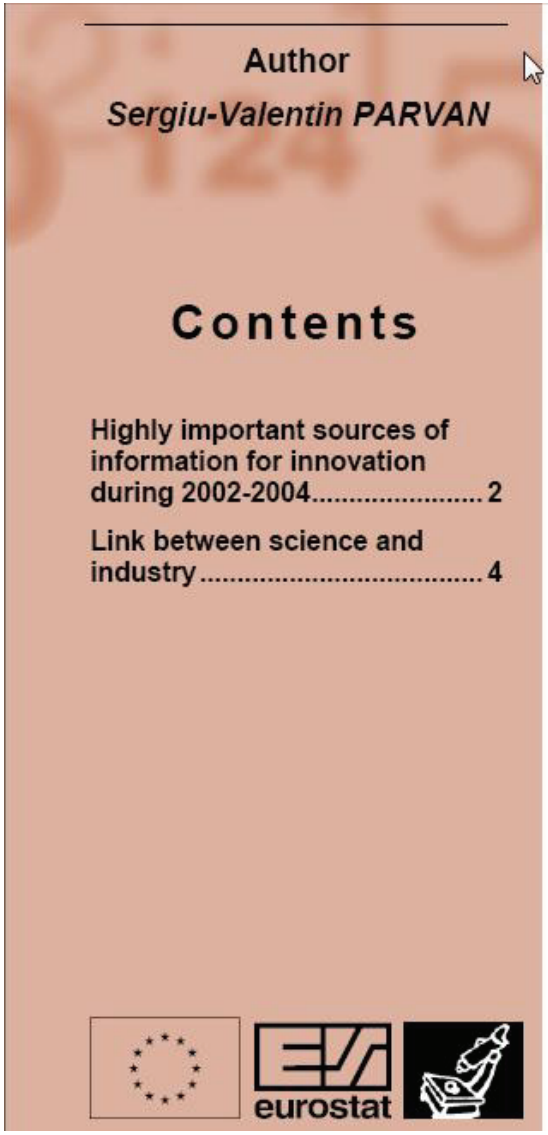
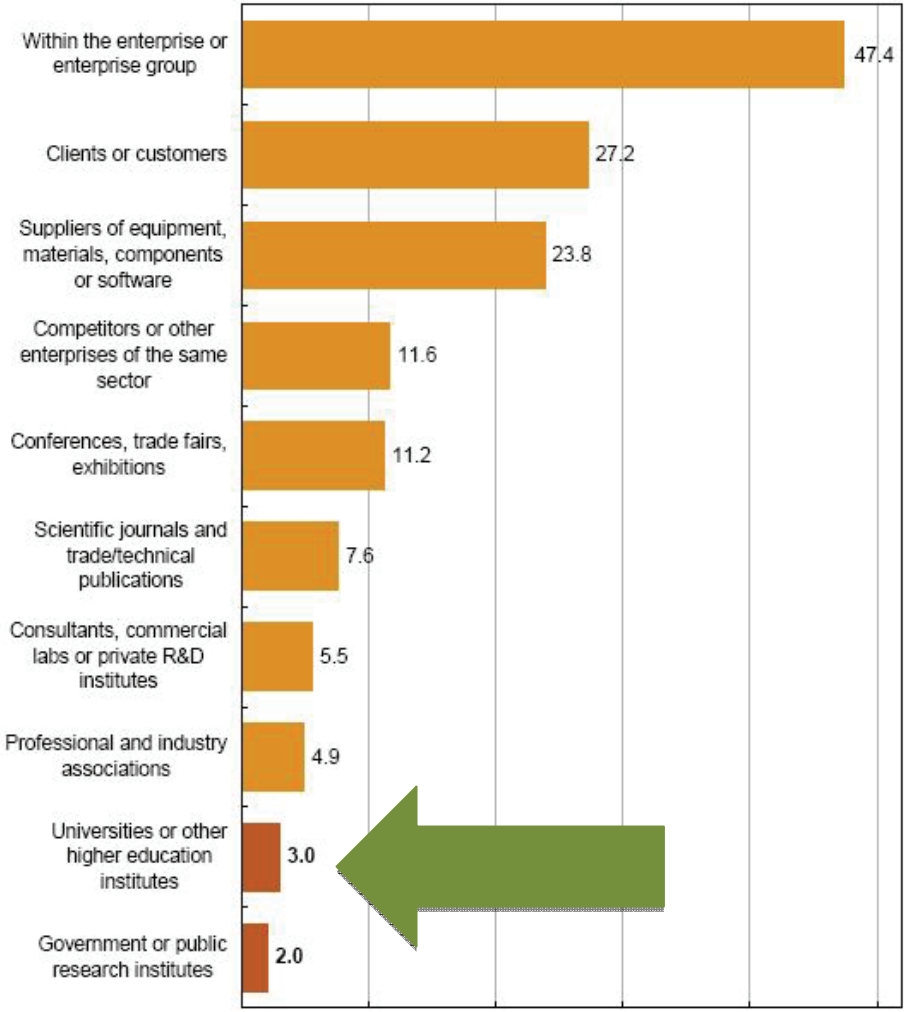


Figure 1: Sources of information identified by enterprises as highly important for the enterprise's innovation activities, as a percentage of innovative enterprises, EU-27 average



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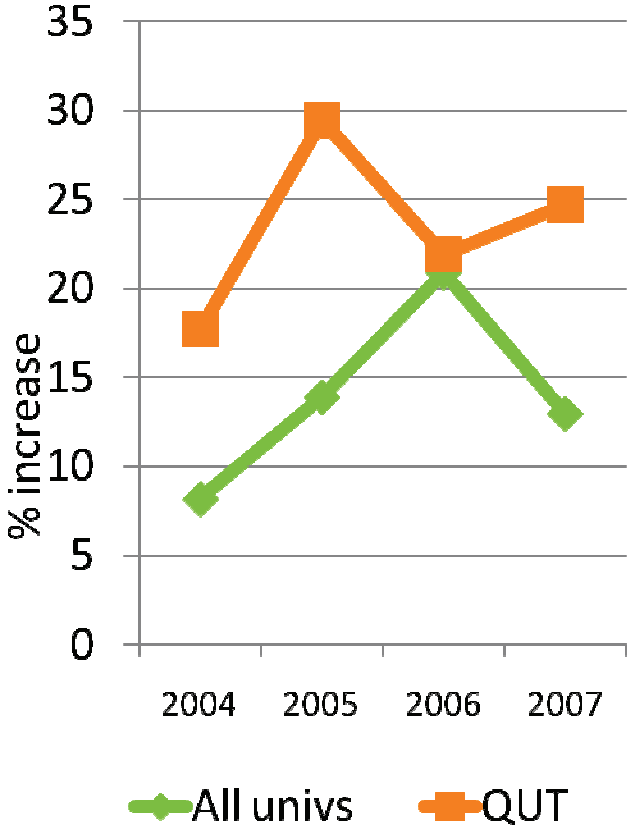
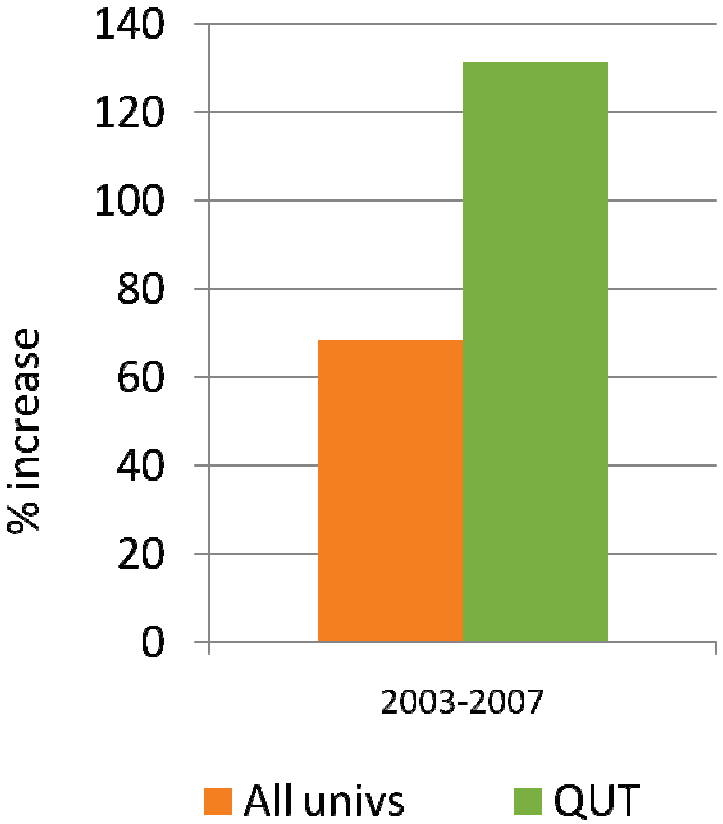
Total Research Income: QUT and sector





Data: Tom Cochrane, Deputy Vice-Chancellor, QUT

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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."

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Economic advantages III: better outreach, better sales

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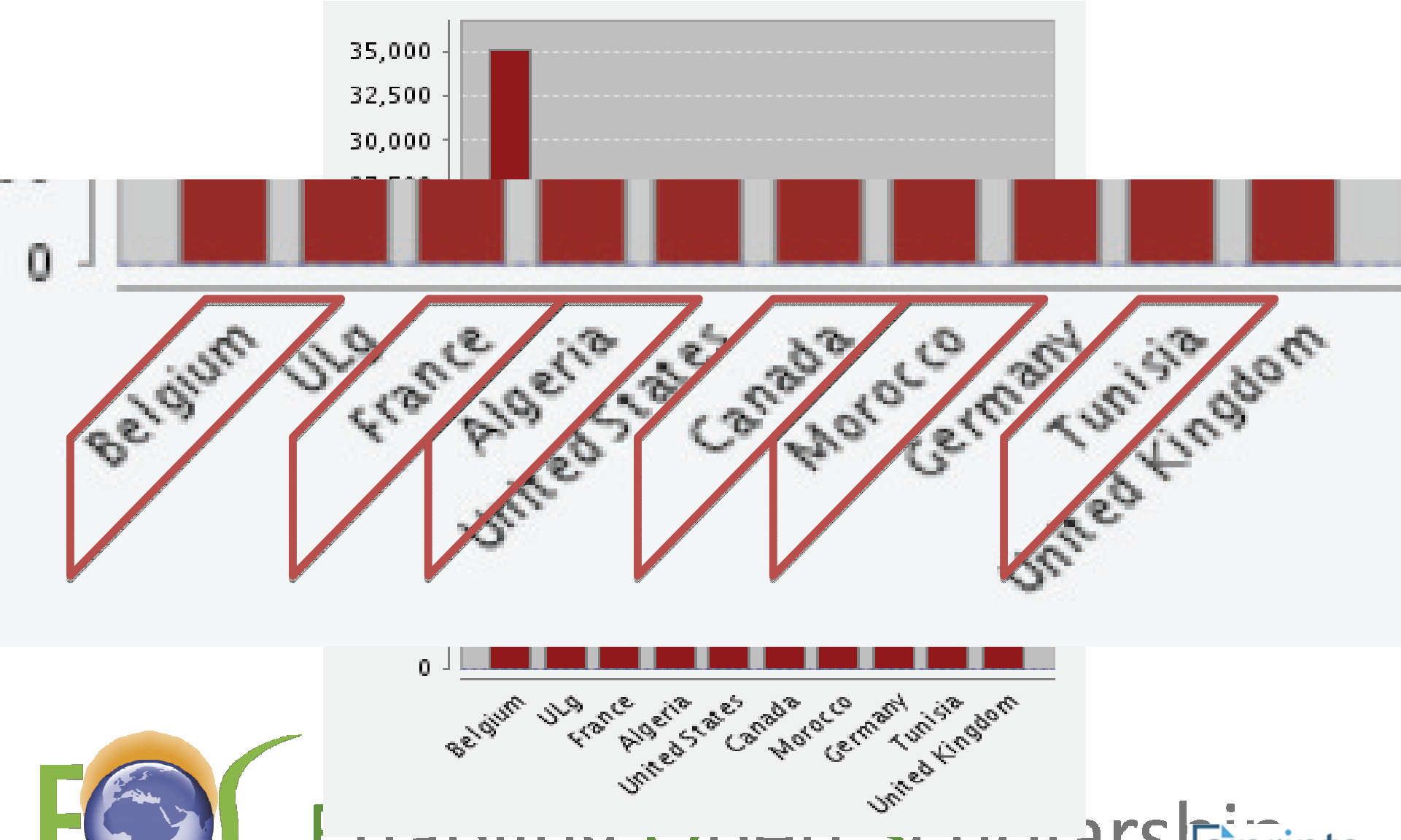
Downloads from ORBi



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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

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Thank you for listening

a.swan@talk21.com

www.openscholarship.org

www.keyperspectives.co.uk

www.openoasis.org

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