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Embracing open access publishing for academic staff and student research

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# Embracing open access publishing for academic staff and student research

University of  
**HUDDERSFIELD**  
Inspiring tomorrow's professionals

Megan Taylor, University of Huddersfield  
Kathrine Jensen, Independent researcher

Digital Transformation: responding to the challenge in academic libraries,  
Northern Collaboration Conference

8<sup>th</sup> Sep 2017, York



- What does Open Access mean?
- How and why is the University of Huddersfield Press involved?
- What part does digital transformation play?
- How does all this impact on the scholarly community?



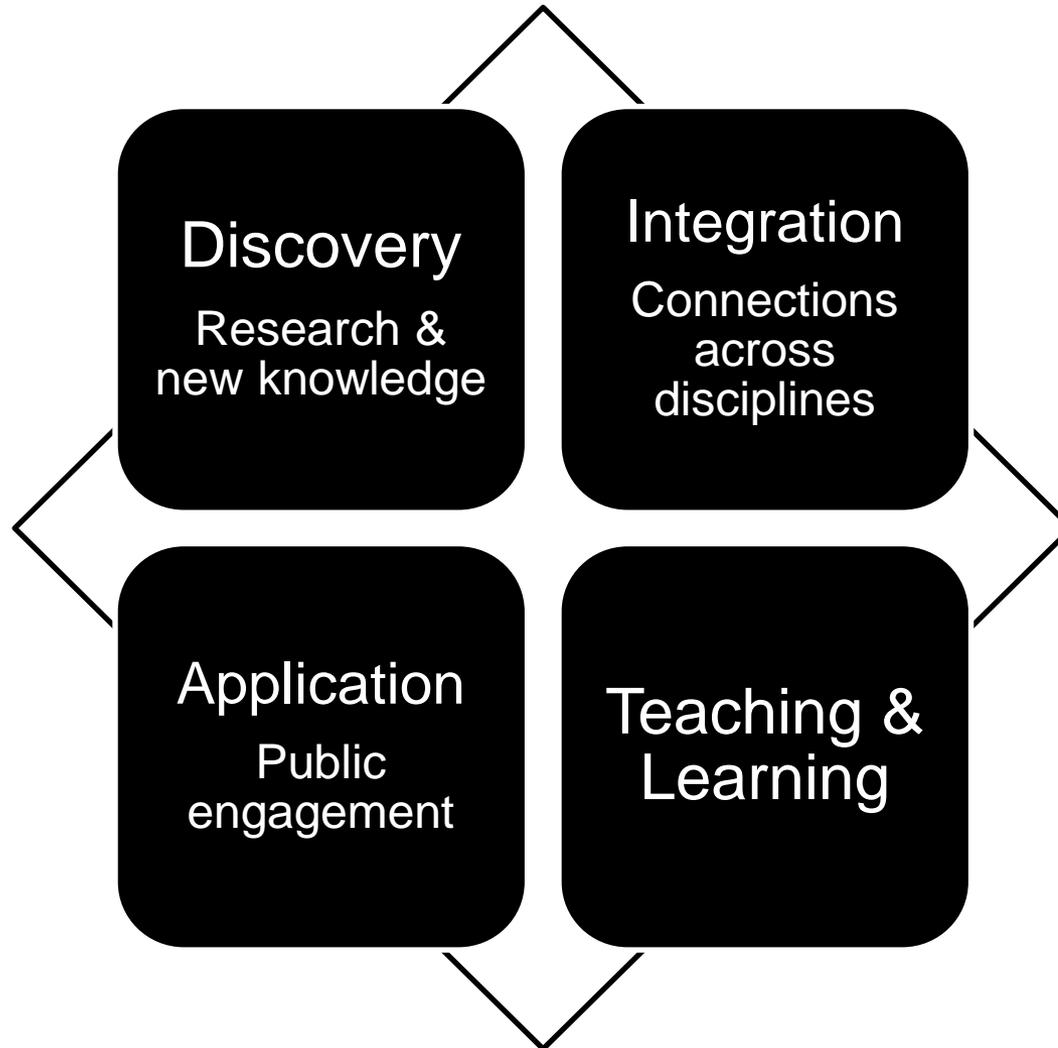
# How has the Press got involved with OA?



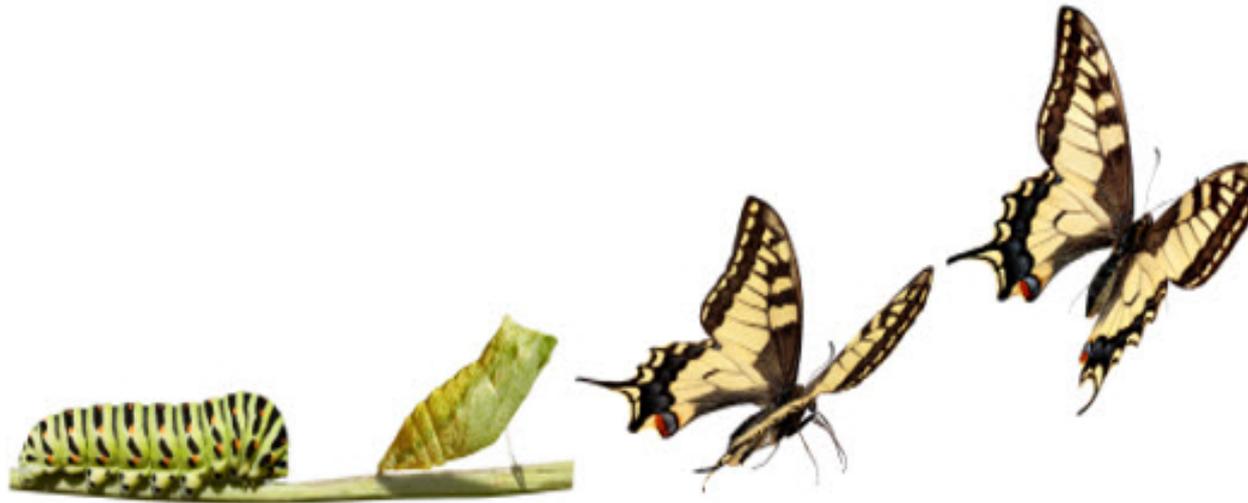
<https://research.hud.ac.uk/strategy/>

- Excellence with **impact**
- **Investing** in people
- Research **environment**
- 'Facing outwards' **(international)**

# Universities and scholarship



# How has digital transformation played a part?



]u[ ubiquity press  
open scholarship



open

OJS  
Open Journal Systems

# What impact does the OA model have on readership?

“Open access articles receive 50% more full-text accesses and PDF downloads than subscription-access articles”

Kenneth R. Fulton, *PNAS* Publisher

<http://www.library.yale.edu/~license/ListArchives/0505/msg01580.html>

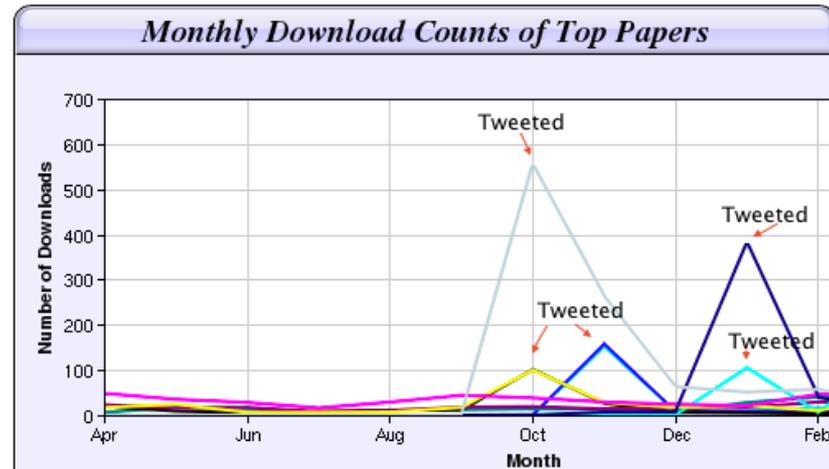
“...OA articles are cited earlier and are, on average, cited more often than non-OA articles”

Eysenbach G (2006) Citation Advantage of Open Access Articles. *PLoS Biol* 4(5): e157. doi:10.1371/journal.pbio.0040157

# Case Study – Melissa Terra’s Blog

“I wrote about the stories behind the research papers - the stuff that doesn't make it into the official write up.”

“The thing that really flew was my post on [what happens when you blog and tweet a journal paper](#): showing (proving?) the link between blogging and tweeting and the fact that **people will download your research if you tell them about it.**”



- Digital Curiosities: Resource Creation Via Amateur Digitisation
- Enabled backchannel: conference Twitter use by digital humanists Not Me
- Framework for effective public digital records management in Uganda
- Library and information resources and users of digital resources in the huma
- A Virtual Tomb for Kelvingrove: Virtual Reality, Archaeology and Education
- What do faculty and students really think about e-books? ← Not me
- Documentation and the users of digital resources in the humanities
- Classification in British public libraries: a historical perspective ←Not me
- Teaching TEI: The Need for TEI by Example
- Should we just send a copy? Digitisation, Use and Usefulness

- <http://melissaterras.blogspot.co.uk/2012/04/is-blogging-and-tweeting-about-research.html>

# What impact does our OA publishing have on the research community?



*‘Open access publishing not only provides students and researchers with viable methods to disseminate their work but it also expands the opportunity for anyone, anywhere, to gain access to essential inspirational and educational material.’*

# What do the students say?

‘Generally a really good experience and a great opportunity to improve my academic writing abilities. Skills I developed throughout the process have been a real benefit on my Masters course’

‘I feel privileged to have been given the opportunity to have my undergraduate research published and made accessible to a wider audience’

‘Having my research published in Fields has been the pinnacle of my achievements, particularly as I am working full-time with a young family. It has enabled me to finally believe in my own abilities as a writer and researcher, as well as raising my professional status in my workplace.’

‘The experience of writing for the journal has certainly been a positive one. It has allowed me to develop publication skills, improve my academic work and take on board different perceptions and criticisms’



# Digital, yes Transformation, maybe?

- “Since early 2000s, social web technologies have facilitated the digital publication and circulation of content **directly generated by users** (rather than by publishers). In principle, academic authors can now publish and distribute their work on their own webpages, or on repositories run by universities or **non-profit organisations**. **Technical support and systems** are certainly needed, but the traditional publishing firm is no longer a necessary **point of access**...[emphasis added]”
- Untangling Academic Publishing. A history of the relationship between commercial interests, academic prestige and the circulation of research. A briefing paper by Aileen Fyfe, Kelly Coate, Stephen Curry, Stuart Lawson, Noah Moxham, Camila Mørk Røstvik (May 2017).

- University Press Jiscmail - <http://bit.ly/2x4x1EI>
- Press website - <http://unipress.hud.ac.uk/>
- Press blog – <https://hudunipress.wordpress.com/>
- Press Twitter - <https://twitter.com/HudUniPress>
- Press Facebook - <https://www.facebook.com/hudunipress/>

- <https://repository.jisc.ac.uk/6437/1/ithaka-survey-of-academics-2015.pdf>

*'There has been a substantial increase since 2012 in the share of academics that preserve their research data in an institutional or other type of online repository and a corresponding decrease in the share that preserves these data themselves using commercially or freely available software or services. Additionally, there has been an increase in the share of academics that have received assistance, from their university library or elsewhere, with making a version of their research outputs freely available online.'*

*'We have observed noteworthy increases since the previous survey cycle in the importance that academics assign to the service-based roles of the library, as compared to those that are collections-based. In particular, there has been a substantial increase in perceived importance of the role of the library in helping undergraduate students develop research, critical analysis, and information literacy skills.'*

- <http://onlinelibrary.wiley.com/doi/10.1002/leap.1049/full>

The rise OA in the early 2000s contributed to difficult conditions for traditional publishers, and a gap in the market for a new model of monograph publishing, which university presses were well placed to explore. The successful NUPs tend to have a three-pronged approach of high level University strategic support for OA engagement, staff dedication to disseminating research and creating impact, and research staff being encouraged to explore new platforms and models. The HEFCE mandate for all articles post-2014 REF to be OA has supported the need for more OA platforms, and this will expand into monographs.

- <http://onlinelibrary.wiley.com/doi/10.1002/leap.1098/abstract>

ECRs are the largest and fastest growing sector of the research community, producing high volumes of output but often feeling constrained by prescribed rankings and lists. The ability to share and access research online and through social media is of growing importance to this community.