



**Visibility, usage, impact,
economic benefits –
the significance of open
archives for research and
elsewhere**

Alma Swan

Convenor

Enabling Open Scholarship



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Open Access – Why?

- Research moves faster and more efficiently
- Greater visibility and impact
- Better monitoring, assessment and evaluation of research
- Enables new semantic technologies (text-mining and data-mining)
- Publicly-funded research should be freely available to the 'public'



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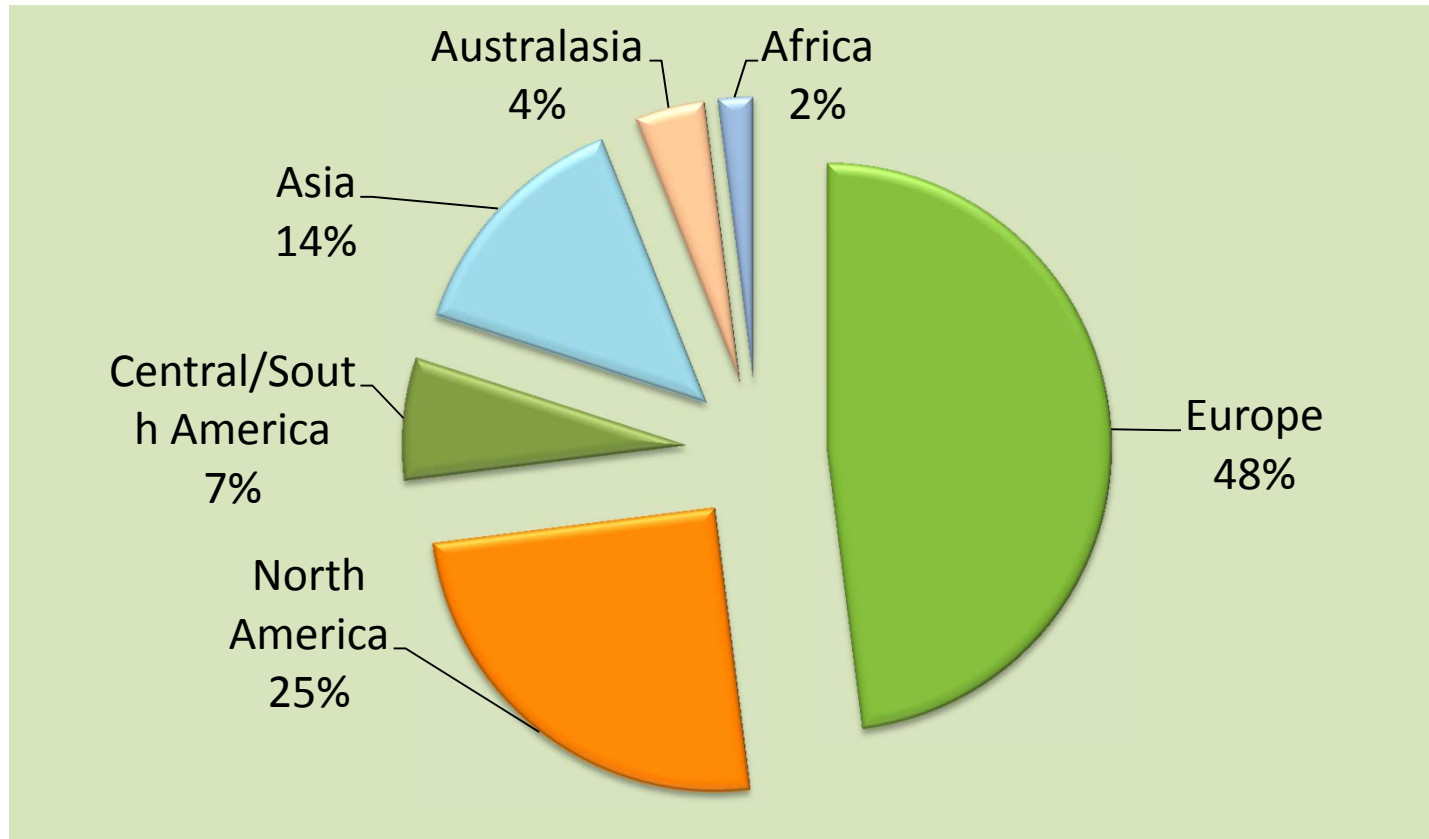
Open Access repositories

- Digital collections
- Most usually institutional
- Sometimes centralised (subject-based)
- Interoperable
- Form a network across the world
- Create a global database of openly-accessible research
- Currently c1750



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Where repositories are



Total at October 2010: 1750



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What's in it for authors?



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Author advantages from Open Access

- 🌍 Visibility
- 🌍 Usage
- 🌍 Impact
- 🌍 Personal profiling and marketing
- 🌍 Research advantages



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Visibility



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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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Usage



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A well-filled repository

The screenshot shows the ECS EPrints Repository website. At the top, it features the University of Southampton logo and navigation links for Home, UG Study, MSc Admissions, PG Opportunities, Research, Business, People, Alumni, Contact, and Intranet. A search bar is located in the top right corner. The main content area is titled "Welcome to ECS EPrints Repository" and includes a search box, a "View" section with links for "Recently added items" and "Download Statistics", and a list of "Recently added publications". The list contains three entries, each with a PDF icon and a document icon. On the right side, there are several promotional boxes: "Welcome from DEPUTY HEAD OF SCHOOL (Research)", "RESEARCH THEMES", "INDUSTRIAL PARTNERSHIPS", "APPLY ONLINE FOR A PhD", and "RESEARCH PROSPECTUS PDF (7MB)". On the left side, there are navigation menus for "ECS Research", "Publications", and "Intranet Tools".

UNIVERSITY OF Southampton
School of Electronics and Computer Science

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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](#).

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2. Merrett, G. V. (2008) [Energy- and Information-Management in Wireless Sensor Networks \(Project Information Sheet\)](#). (Unpublished) PDF
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. doc

Welcome from DEPUTY HEAD OF SCHOOL (Research)

RESEARCH THEMES

INDUSTRIAL PARTNERSHIPS

APPLY ONLINE FOR A PhD

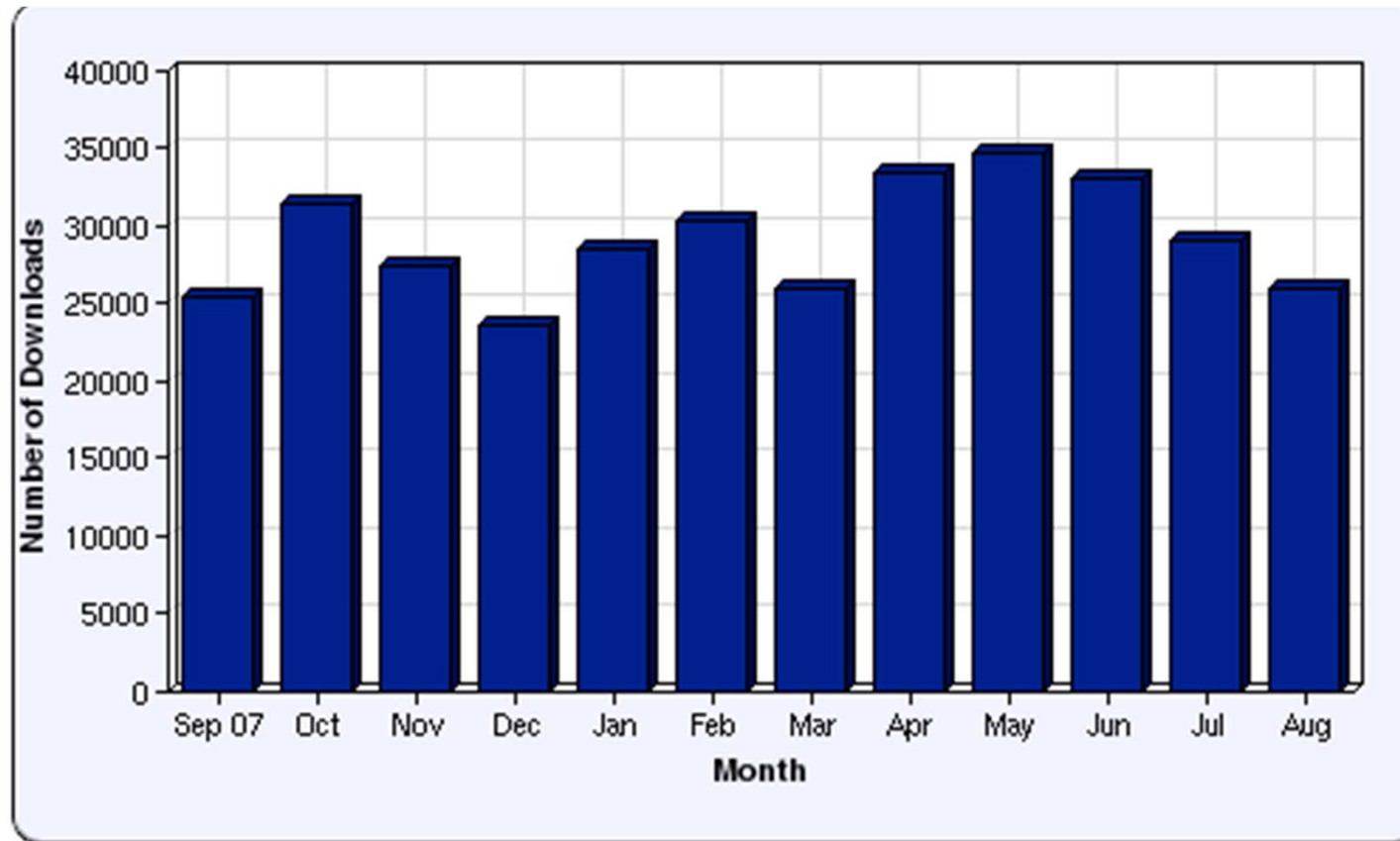
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And it gets used



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Professor Martin Skitmore

School of Urban Design, QUT

“There is no doubt in my mind that ePrints 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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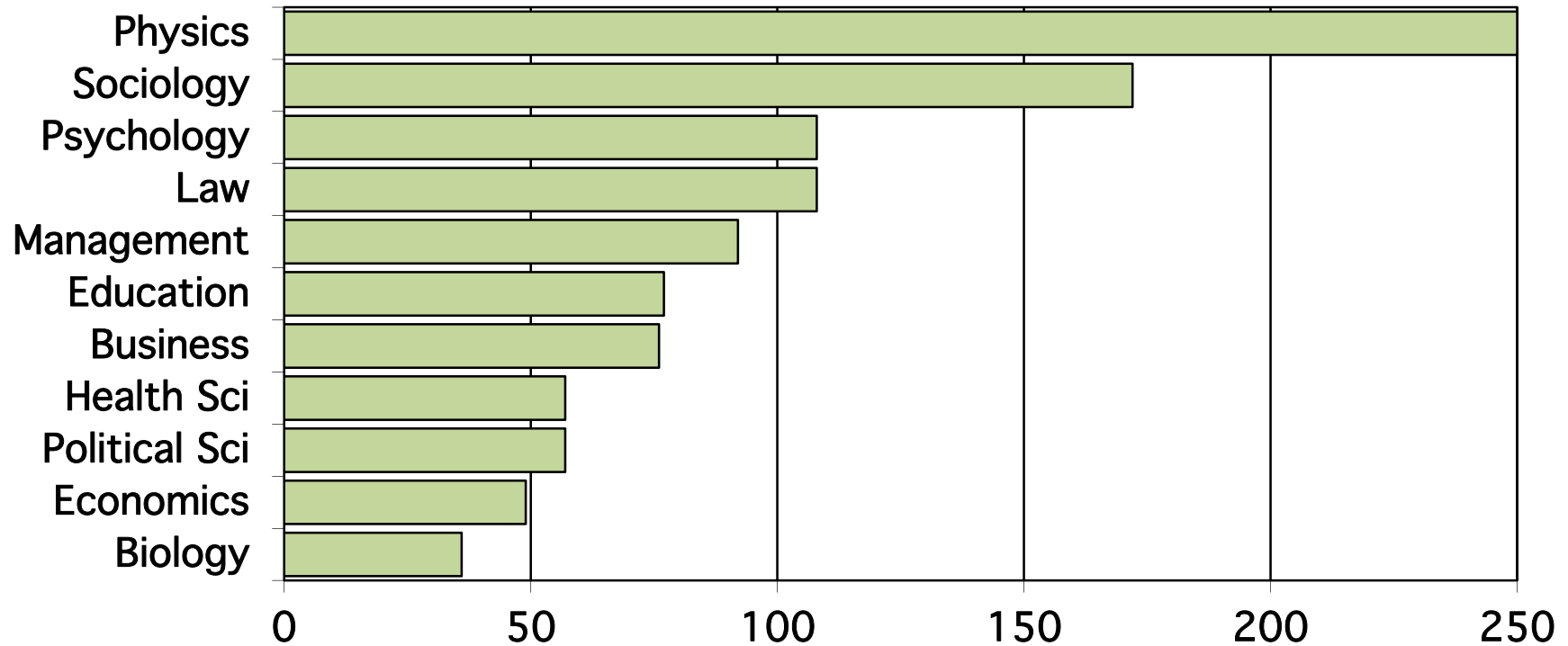


Impact



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Impact



% increase in citations with Open Access

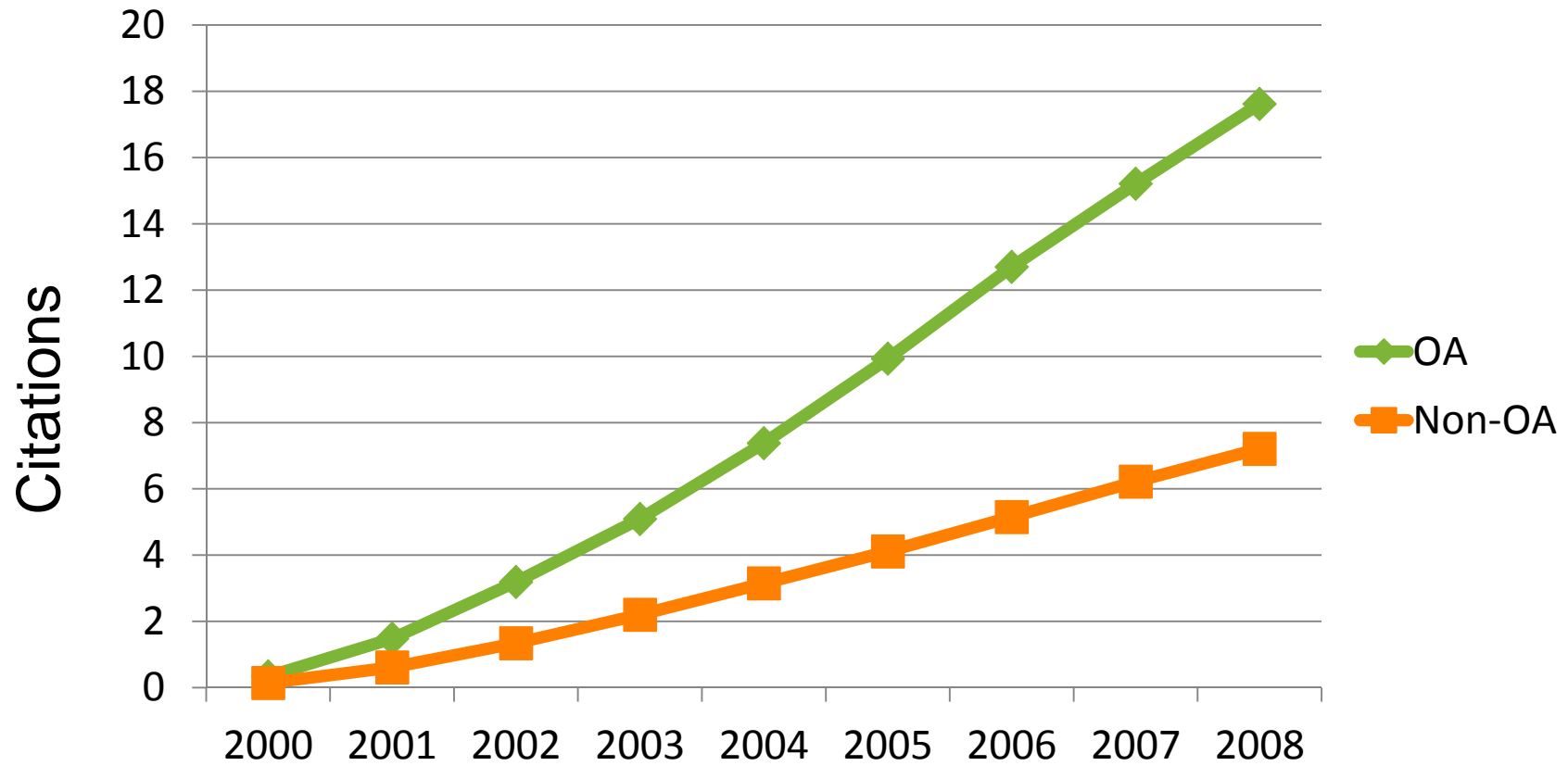
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(Data: Stevan Harnad and co-workers)



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Engineering

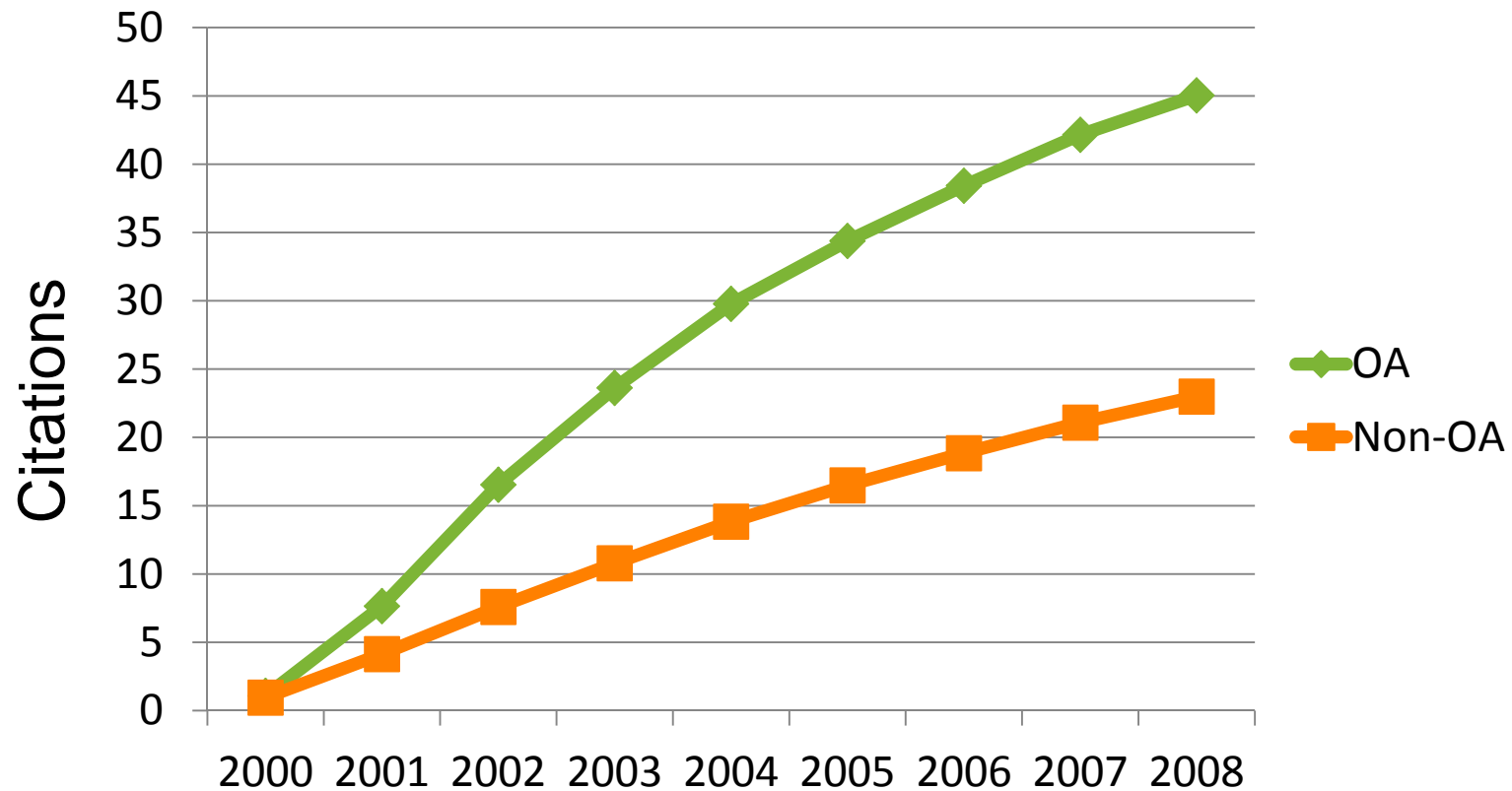


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Clinical medicine

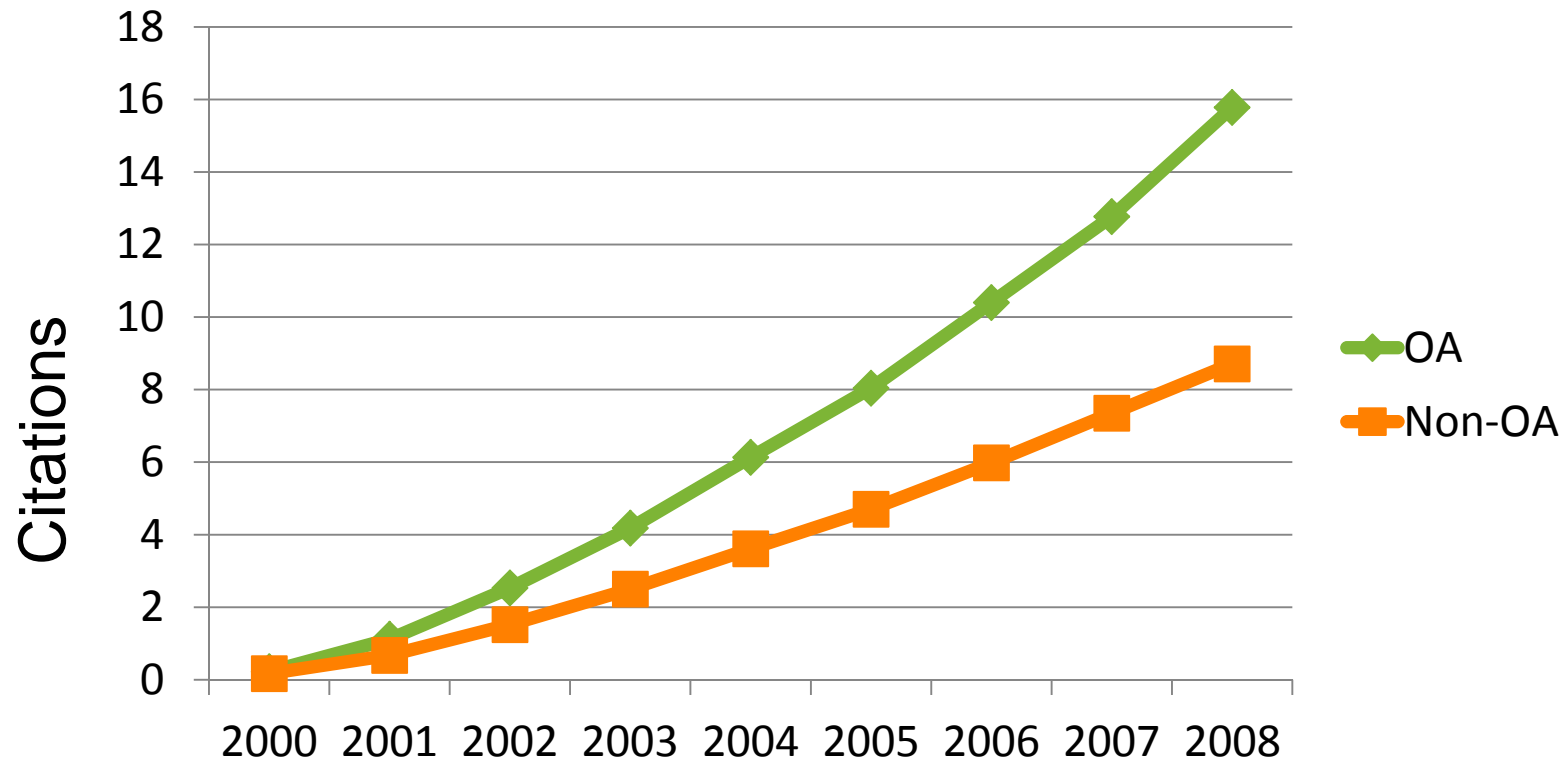


Data: Gargouri & Harnad, 2010



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Social science



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What OA means to a researcher



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Book Chapter

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Frost, Ray L. and Kristof, Janos (2004) [Raman and infrared spectroscopic studies of kaolinite surfaces modified by intercalation](#). In: Wypych, Fernando and Satnarayana, Kestur Gundappa, (eds.) Clay surfaces: fundamental and applications. Elsevier, The Netherlands, Amsterdam, pp. 184-215.

Frost, Ray L. and Klopogge, J. Theo (2002) [Infrared emission spectroscopy of clay and related minerals](#). In: Somasundaran, P and Hubbard, A, (eds.) Encyclopedia of Surface and Colloid Science. Marcel Dekker (Routledge), United States of America, New York, New York, pp. 2490-2513.

Frost, Ray L. and Klopogge, J. Theo and Kristof, Janos (2002) [Raman and infrared spectroscopic study of modification of kaolinite surfaces by intercalation organic molecules](#). In: Somasundaran, P and Hubbard, A, (eds.) Encyclopedia of surface and colloid science. Marcel Dekker (Routledge), United States of America, New York, New York, pp. 4438-4452.

Klopogge, J.Theo and Frost, Ray L. (2001) [Infrared and raman spectroscopic studies of layered double hydroxides\(LDHs\)](#). In: Rives, Vicente, (ed) Layered double hydroxides: Present and future. Nova Science Publishers, Inc, New York, pp. 139-192.

Conference Paper

He, Hongping and Zhu, Jianxi and Yuan, Peng and Zhou, Qin and Ma, Yuehong and Frost, Ray L. (2008) [Pore structure of surfactant modified montmorillonites](#). In: ICAM 2008 - Ninth International Congress for Applied Mineralogy, 8-10 September 2008, Brisbane.



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| 4 | Worthington, Andrew | 17375 | 118633 |
| 5 | Watters, James | 15304 | 113029 |
| 6 | Courtney, Mary | 18300 | 109967 |
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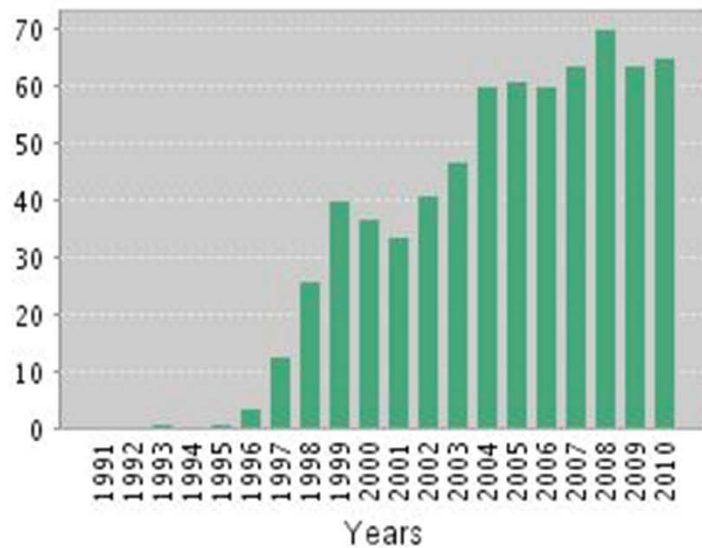
Ray Frost's impact

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

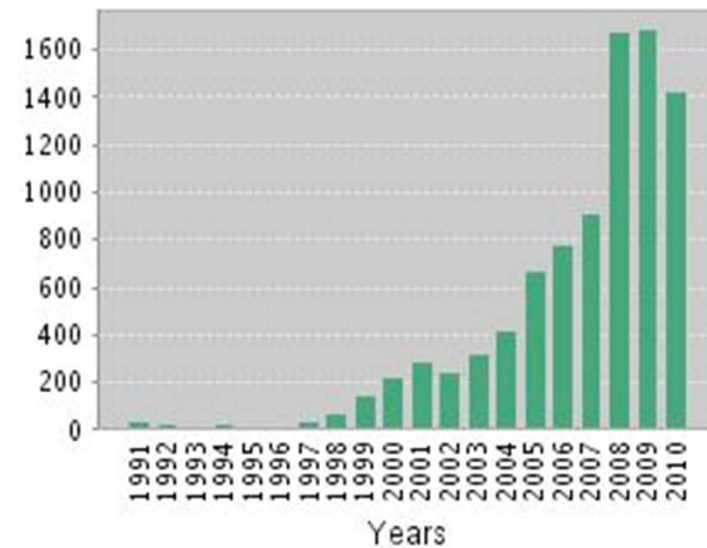
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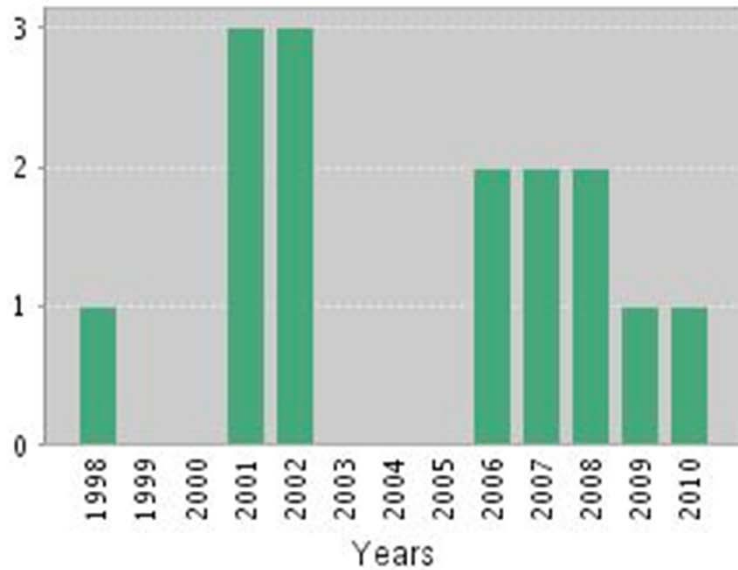


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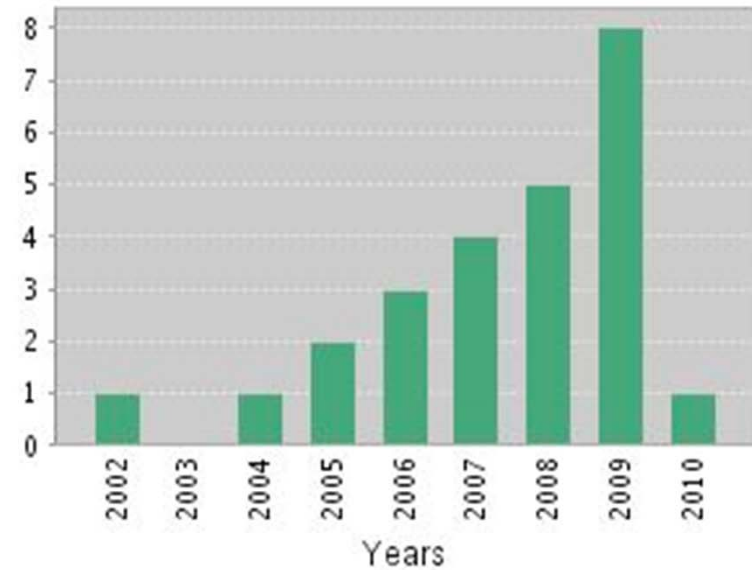


Martin Skitmore (Urban Design)

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Profiling and marketing



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Why Open Access can change science in the developing world

[URI & RDF](#)

Swan, A. and Hall, M. (2010) Why Open Access can change science in the developing world. *Public Service Review: International Development Online* . (In Press)

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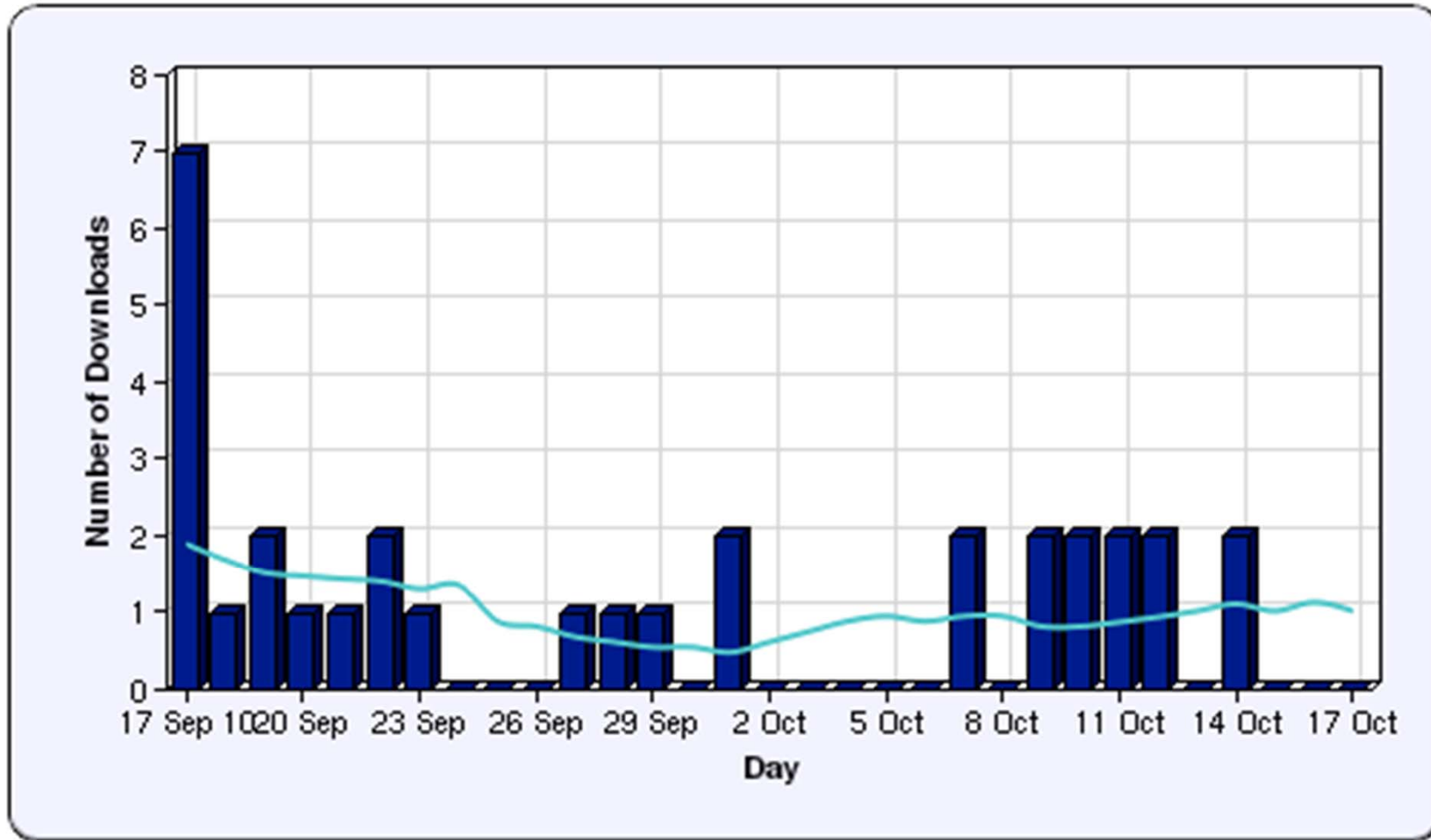
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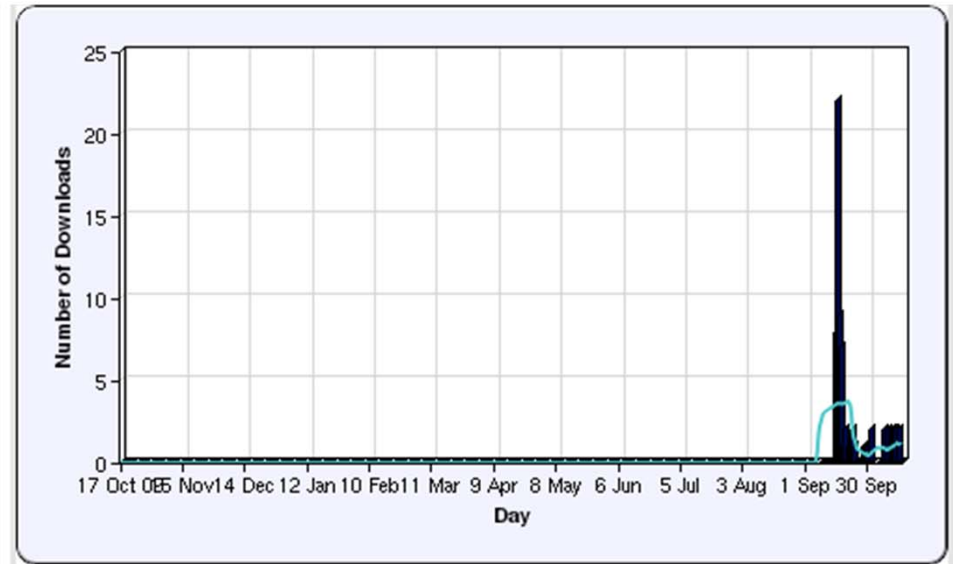
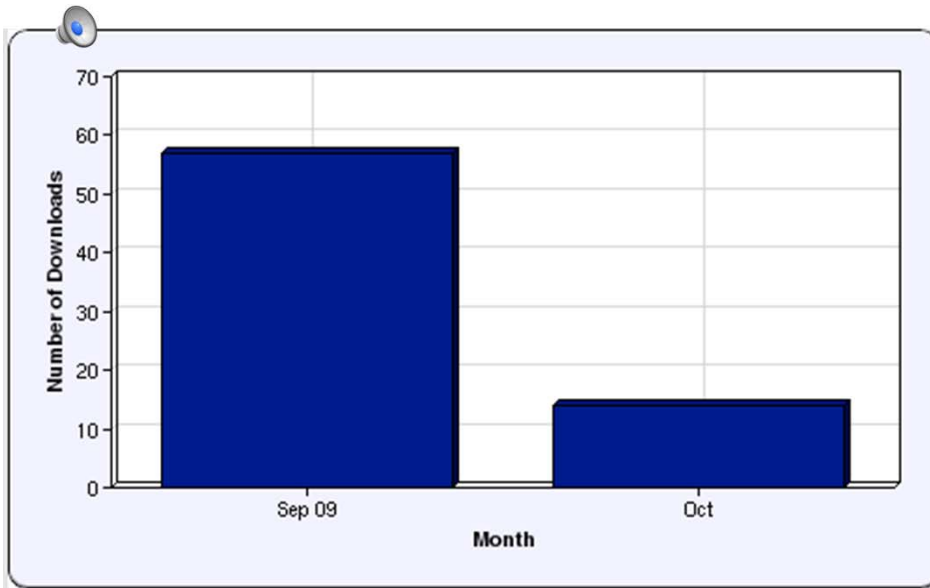


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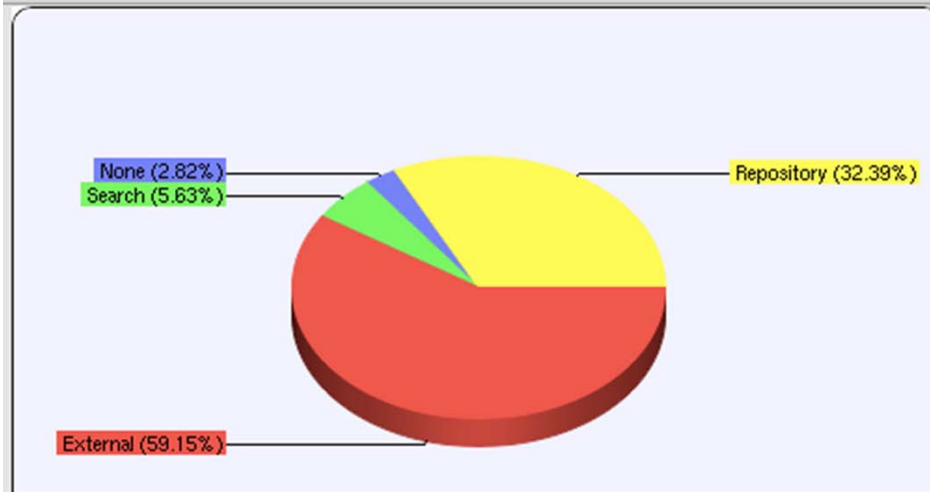
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ReferrerGraph



TopTenAcademies

| Domain Tail | Downloads |
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| salford.ac.uk | 2 |
| cf.ac.uk | 1 |
| yale.edu | 1 |
| une.edu.au | 1 |
| sihe.ac.uk | 1 |
| mdp.edu.ar | 1 |
| univie.ac.at | 1 |



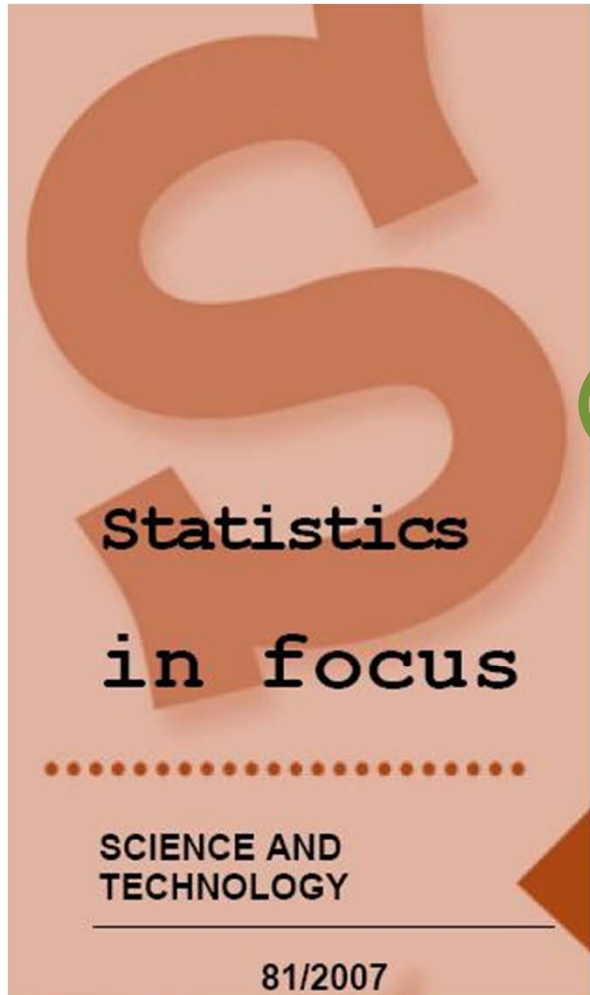
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Research advantages



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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 different 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.



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Author
Sergiu-Valentin PARVAN

Contents

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

Link between science and industry..... 4




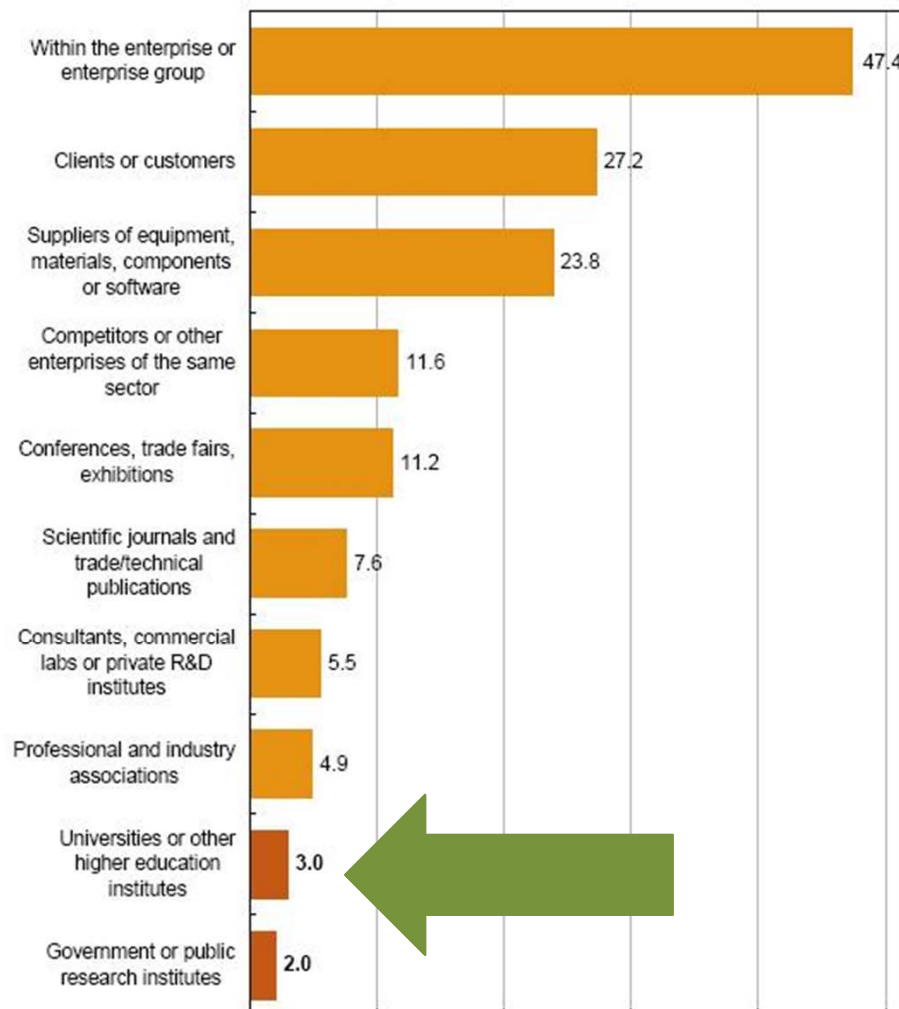
  

Figure 1: Sources of information identified by enterprises as highly important for the enterprise's innovation activities, as a percentage of innovative enterprises, EU-27 average



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For institutions?

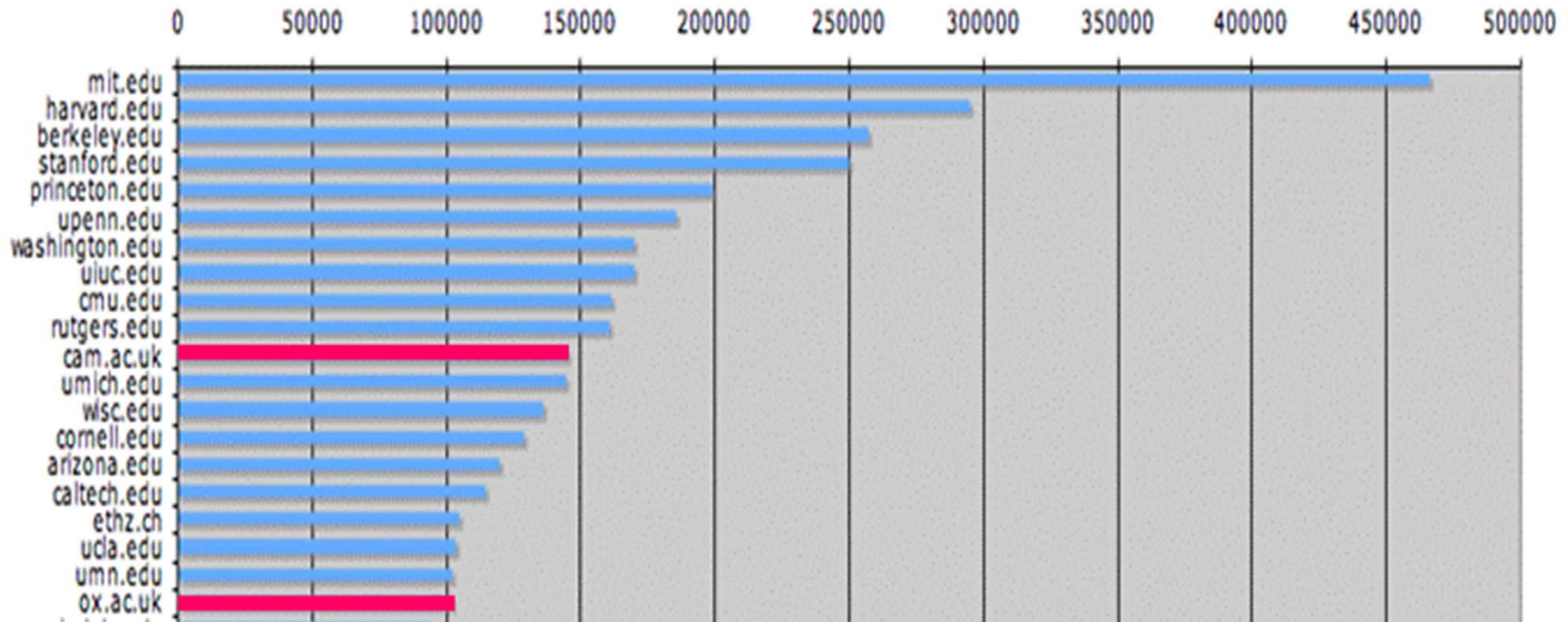


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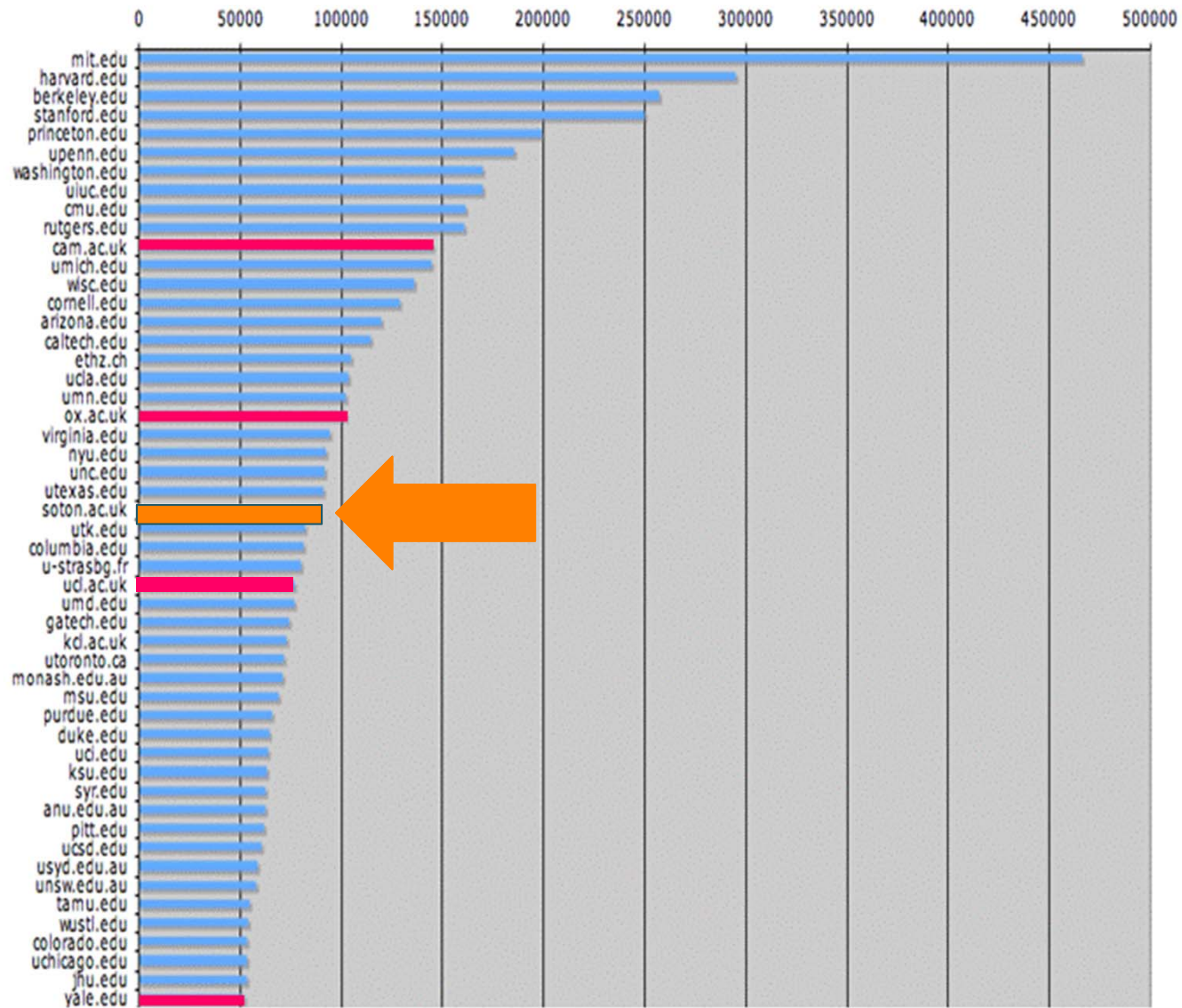


The U.Southampton conundrum

The G-Factor (universitymetrics.com)



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Webometrics



July 10

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> home > top Europe

Rank Data

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About the Ranking

Top 12000 Universities

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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

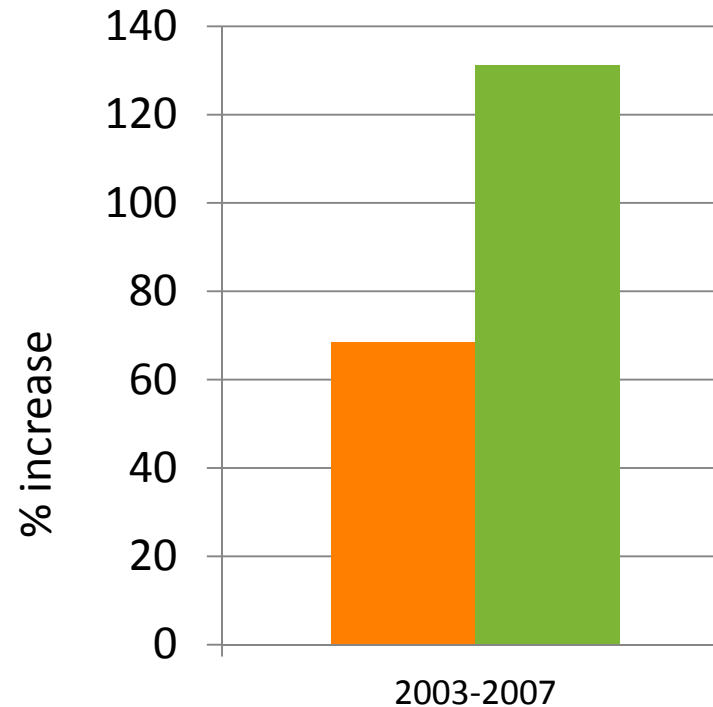
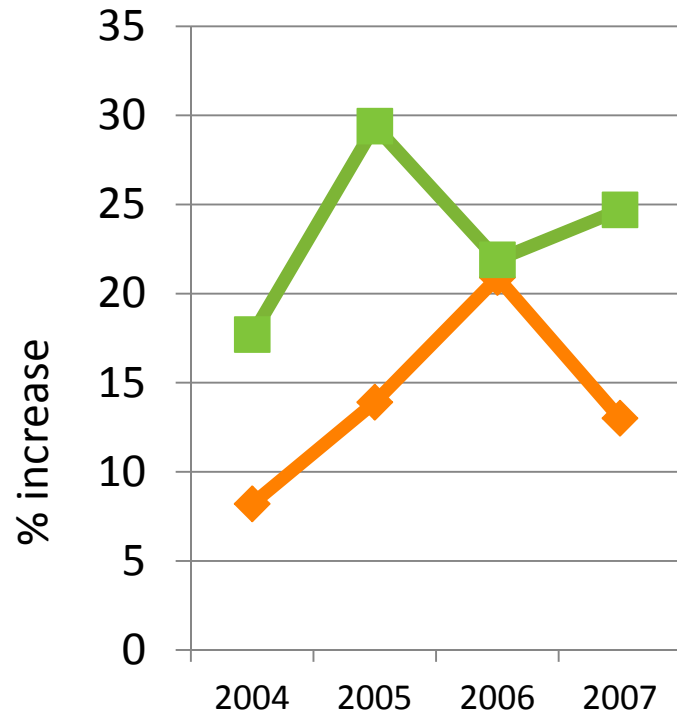
| CONTINENT RANK | UNIVERSITY | COUNTRY | WORLD RANK | POSITION | | | |
|----------------|--|---------|------------|----------|------------|------------|---------|
| | | | | SIZE | VISIBILITY | RICH FILES | SCHOLAR |
| 1 | University of Cambridge | | 22 | 15 | 18 | 54 | 97 |
| 2 | Swiss Federal Institute 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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Total Research Income: QUT and sector



—◆— All univs

—■— QUT

■ All univs

■ QUT

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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(Open Access Scholarly Information Sourcebook)

www.openoasis.org

For policymakers, institutional managers:

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