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Presented to the Pathology Research Committee
Ina Smith, Hilton Gibson, Linda Bellairs, Ingrid vd Westhuizen
9 June 2010

Two approaches to Open Access ...



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(Budapest-Bethesda-Berlin or BBB definition of open access

<http://www.earlham.edu/~peters/fos/newsletter/09-02-04.htm>)

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Open Access Journals (“golden” route)

<http://www.doaj.org/>

The screenshot displays the DOAJ website interface. At the top, a breadcrumb trail reads: [Subjects](#) > [Health Sciences](#) > [Medicine \(General\)](#) > [Pathology](#). Below this, a heading states "25 journals belonging to subject: Pathology".

On the left sidebar, there are links for "Membership", "Feedback", "For journal owners", and "For authors". A "Today's visitors" section shows a total of 2151 and 55 online users, accompanied by a world map.

The main content area lists three journals:

- BMC Clinical Pathology** [DOAJ Content]
ISSN: 14726890
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Language: English
Keywords: clinical pathology, pathology, medicine
Start year: 2001
License:
- Clinical Medicine : Pathology** [DOAJ Content]
ISSN: 11781181
Subject: [Pathology](#)
Publisher: Libertas Academica
Country: New Zealand
Language: English
Keywords: histopathology, haematology, parasitology
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- Cuadernos de Medicina Forense**
ISSN: 11357606
Subject: [Pathology](#)
Publisher: Asociación Andaluza de Médicos Forenses
Country: Spain
Language: Spanish
Keywords: health sciences
Start year: 2003

Below these, two more journals are partially visible:

- CytoJournal** [DOAJ Content]
ISSN: 09745963
EISSN: 17426413
Subject: [Pathology](#)
Publisher: Medknow Publications
Country: United Kingdom
Language: English
Keywords: diagnostic cytopathology, molecular pathology
Start year: 2004
License:
- Diagnostic Pathology** [DOAJ Content]
ISSN: 17461596
Subject: [Pathology](#)
Publisher: BioMed Central
Country: United Kingdom

On the right side, a box titled "DoE Accredited Journals" contains the following information:

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- International Bibliography of the Social Sciences (IBSS)

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- Science Citation Index
- Social Sciences Citation Index
- Arts and Humanities Citation Index

List of approved South African journals
Journals which do not appear in the above mentioned international indices but whose seat of publication is in South Africa and which meet specific criteria (also available below), can be included in this list.

- Minimum criteria to be eligible for inclusion in the list of approved journals (.doc)
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Learn something new on World Environment Day (4 Jun 2010)

BMC Research Notes launches a new series on HIV/AIDS (3 Jun 2010)

Professor Michael Kidd elected Wonca president (2 Jun 2010)

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BioMed Central will be [exhibiting](#) as part of Springer's stand at booth #1002

Critical Care meets the Editor
Professor Jean-Louis Vincent, Editor-in-Chief of [Critical Care](#), discusses the journal and his thoughts on open access.

Featured articles [Open Access](#)

Genetic control panel for behavior
BMC Biology 2010, **8**:69
How can genes responsible for the evolution of behavior be identified? Leon Avery explores this question for *C. elegans*, measuring the 'worm for all seasons' against the highly adapted specialist.

Biomarkers and acute myocardial infarction
BMC Medicine 2010, **8**:34
Chan and Ng review advances in the identification and utility of biomarkers for the prediction of acute myocardial infarction risk, diagnosis and prognosis.

Next generation monoclonal antibodies
BMC Biology 2010, **8**:76
Combining hybridoma and recombinant DNA technology gives a high throughput method of selecting quality monoclonal antibodies encoded on single plasmids.

Sex pheromones in mammals
BMC Biology 2010, **8**:71
Brennan describes how research published in *BMC Biology* on the female-attractant properties of a mouse male-specific pheromone contributes to the evidence for sex pheromones in mammals

The 'darcin effect' stimulates sexual recognition
BMC Biology 2010, **8**:75
Jane Hurst and colleagues have identified a male specific signalling protein, 'darcin', in mouse urine that attracts females and is responsible for learned preference for specific males

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What is a research repository? (“green” route)

- Set of services
- Management & dissemination of digital materials
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- Open access/ distribution

(Clifford A. Lynch, "[Institutional Repositories: Essential Infrastructure for Scholarship in the Digital Age](#)" ARL, no. 226 (February 2003): 1-7)

What is SUNScholar?

- **Strategic objective** of library: Support, develop and contribute to high-level scholarly publication output
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-Albert Einstein-

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At our Faculty young and experienced researchers are able to take advantage of a range of ongoing capacity-building initiatives, including courses in research methods, administration, ethics, grantsmanship and scientific writing. A postgraduate office provides an effective, efficient and friendly one-stop service for students undertaking higher degrees. We plan to invest even further, and with greater purpose into facilitating research, through developing and renewing research infrastructure and providing career opportunities.

In recent years, our researchers have experienced unprecedented success with respect to the acquisition of external grants. With the privilege of being able to conduct research comes the responsibility to publish. It is pleasing, therefore, that our researchers are increasingly making their mark in the international literature. Even more satisfying is the mounting evidence that their research is positively influencing health policy and practice in South Africa and beyond.

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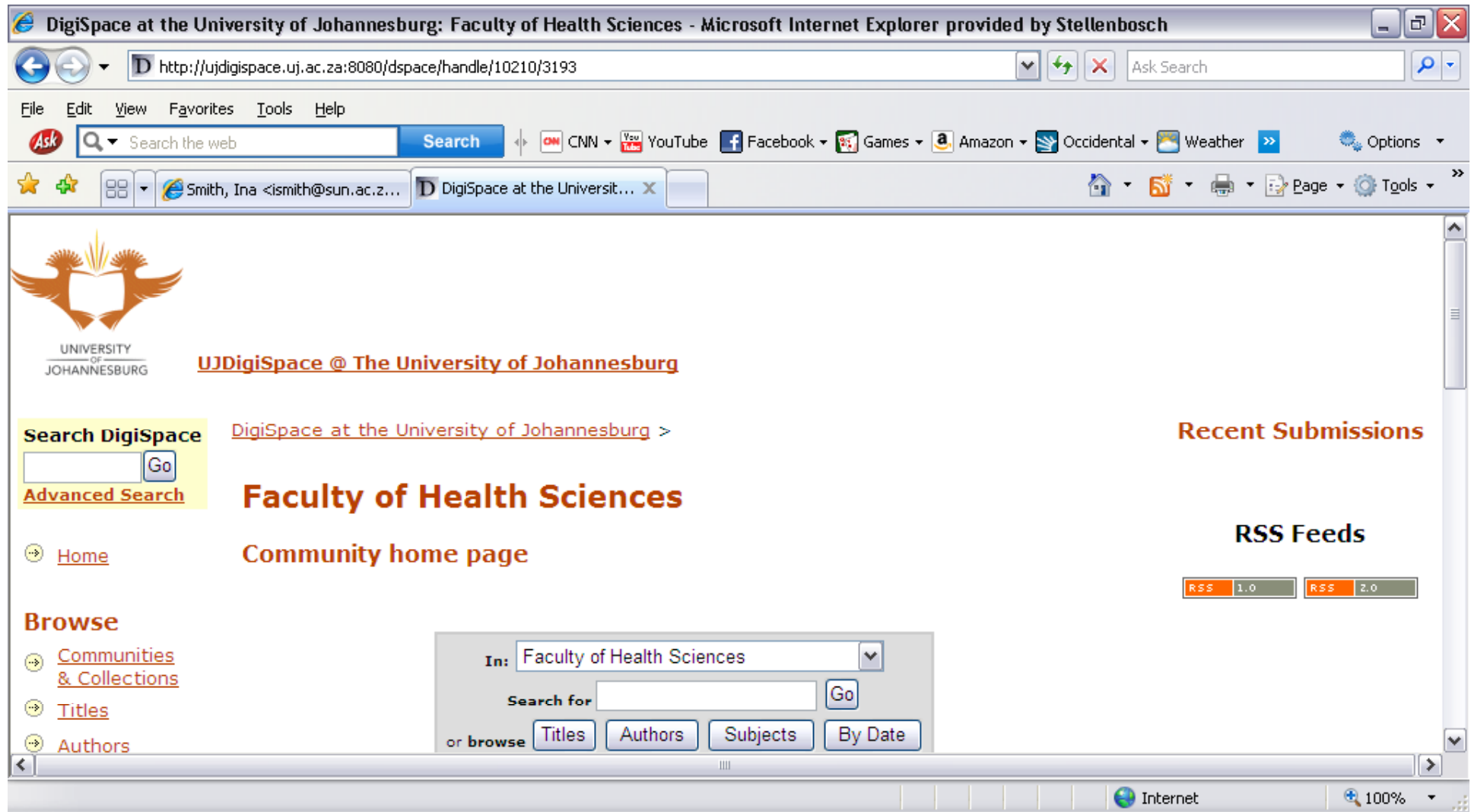
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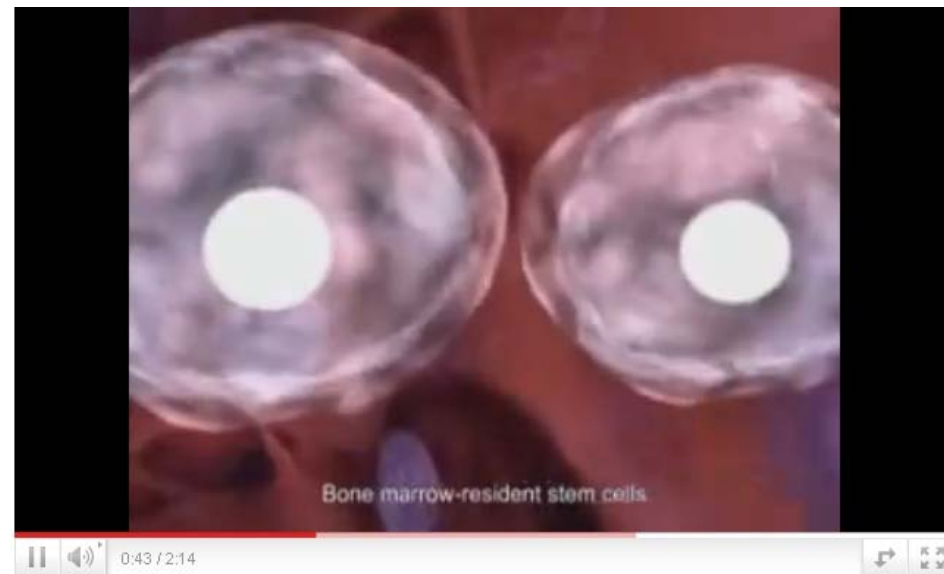
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Acknowledgement:

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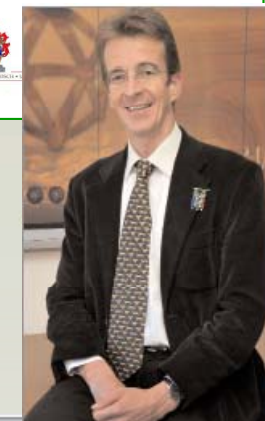
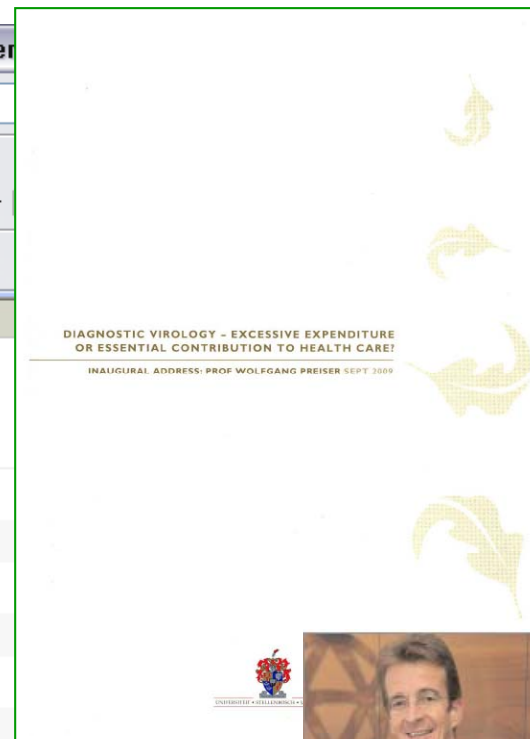
Title: Diagnostic virology : excessive expenditure or essential contribution to health care?
Author: Preiser, Wolfgang
Abstract: Inaugural address delivered by Prof Wolfgang Preiser on 15 September 2009.
Description: 18 A4 pages.
URI: <http://hdl.handle.net/10019.1/833>
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virology :: **Personnel**



Professor & Head:
Wolfgang Preiser, Dr. med. Dr. med. habil. (Frankfurt am Main, Germany), DTM&H (Lond), MRCPATH (Lond)

Areas of interest: Diagnosis and monitoring of HIV infection; diagnosis and monitoring of opportunistic infections (esp. cytomegalovirus and hepatitis B virus) in HIV-infected and otherwise immunocompromised individuals; diagnostic and epidemiological aspects of emerging viral diseases.

Tel: 021 938 9353
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International

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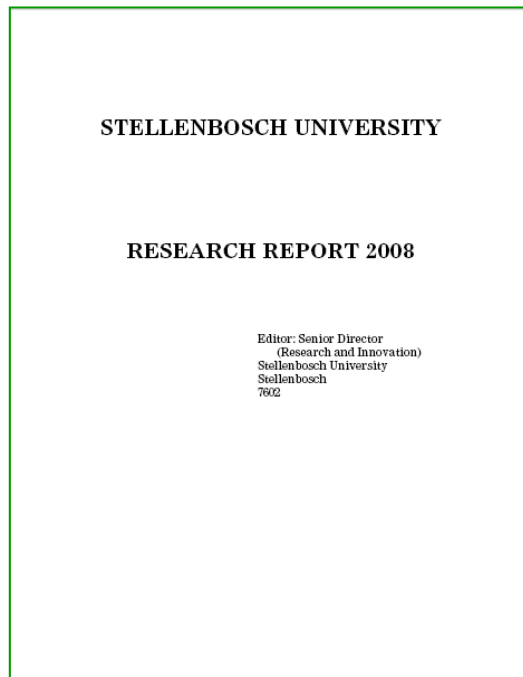
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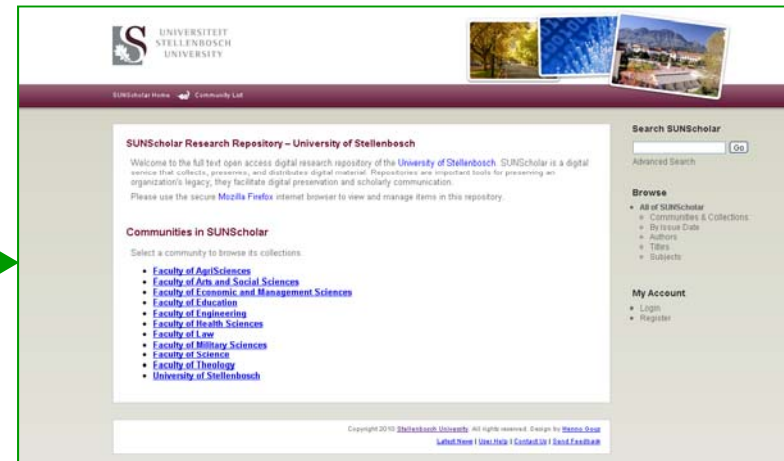
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While training and research of the highest quality are critical aims of the Faculty of Health Sciences, we are also aware of our duty to this country: to build, encourage and sustain a distinctive African relevance and excellence, comparable to the best in the world. This is reflected in initiatives across the whole spectrum of our activities.

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2009: Change in the media

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SMF Stellenbosch Media Forum

A publication by students of the Department of Journalism, Stellenbosch University



Stellenbosch Media Forum 2009: Change in the media

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Boonzaier, Christiaan	What the eyes do not see, does grieve the heart

MXit worth its moola

It's more than just an application on your cellphone. It is more than just something that distracts teens from their homework. It is a brand experience. It is a lifestyle. [Delia de Villiers](#) takes a look at the MXit phenomenon.

Moola. Tradepost. Joe Banker. Slut list.

These are all concepts associated with MXit. And if you know what they are you are probably young and innovative and exactly the individual that MXit wants to target to share in this new brand experience.

MXit says they have achieved "cult status in the youth market".

In its simplest form MXit is an instant messaging service. It runs on GPRS/3G-enabled cellphones with Java support. It can also be used on computers with Adobe Flash Player. It is a service that allows its users to send and receive multimedia messages to and from other MXit-enabled cellphones and computers.

MXit is known as a form of "community software". This is simply software that only has a function when there is more than one person using it. One of the outstanding features of MXit is that while it is about the technology it is also about the community it creates.

MXit is not a new concept. Its success can be attributed to its cornering of a certain part of the market. MXit is similar to any other form of instant messaging. The difference is that it uses a cellphone as its vehicle. Cellphone access and use in South Africa is much more prevalent than internet access and usage, according to Frieda le Roux, editor of research and product development at Die Burger. MXit is cheap and fast, unlike SMSes that take longer and are comparatively more expensive.

Uno de Waal, an independent social media and applications consultant, said in an email interview with SMF: "The community is what matters most. If you rally enough people around a niche then you'll have a sustainable model that will keep itself running, policing itself and going forward."

MXit is aimed at 12 to 15-year-olds, according to their website, [www.mxit.co.za](#). De Waal says that this does not mean it excludes older people. "If a 50-year-old and his or her peer group are on MXit, they would have the same experience as someone who is 15, that is, they'd be able to chat to their friends," MXit believes, as stated on their website, that its growth and development has not been restrained by demographics. MXit is built around the brand, the website states.

Described by its creators as "simple, energetic, ironic and a little rebellious", they believe the brand is something that anybody can identify with and aspire to. MXit prides itself on being in touch with its users with a special focus on "community creation", according to the website.

The brand facilitates the building of the community. De Waal says media products are increasingly presented as a brand experience. MXit states on their website that they want to create a brand experience that everyone can identify with.

The MXit creators believe the MXit brand demonstrates its connectedness to its users with a strong emphasis on community creation, according to their website. "It eliminates barriers enabling communities to develop, grow and interact unhindered by demographics."

De Waal believes that MXit has been successful because it facilitates communication between people in a cheap, interesting and novel way. The MXit website states: "MXit crossed the boundaries of affordable communication and connected people across the globe."

MXit has a registered userbase of 9 million in South Africa, according to the website [www.webaddict.co.za](#). It transmits 230 million messages every day. The service is distributed internationally to more than 120 countries with the largest portion of users in South Africa and Indonesia. Herman Heunis, the founder and CEO of MXit, says they hope to have 60 million international customers by the end of the year.

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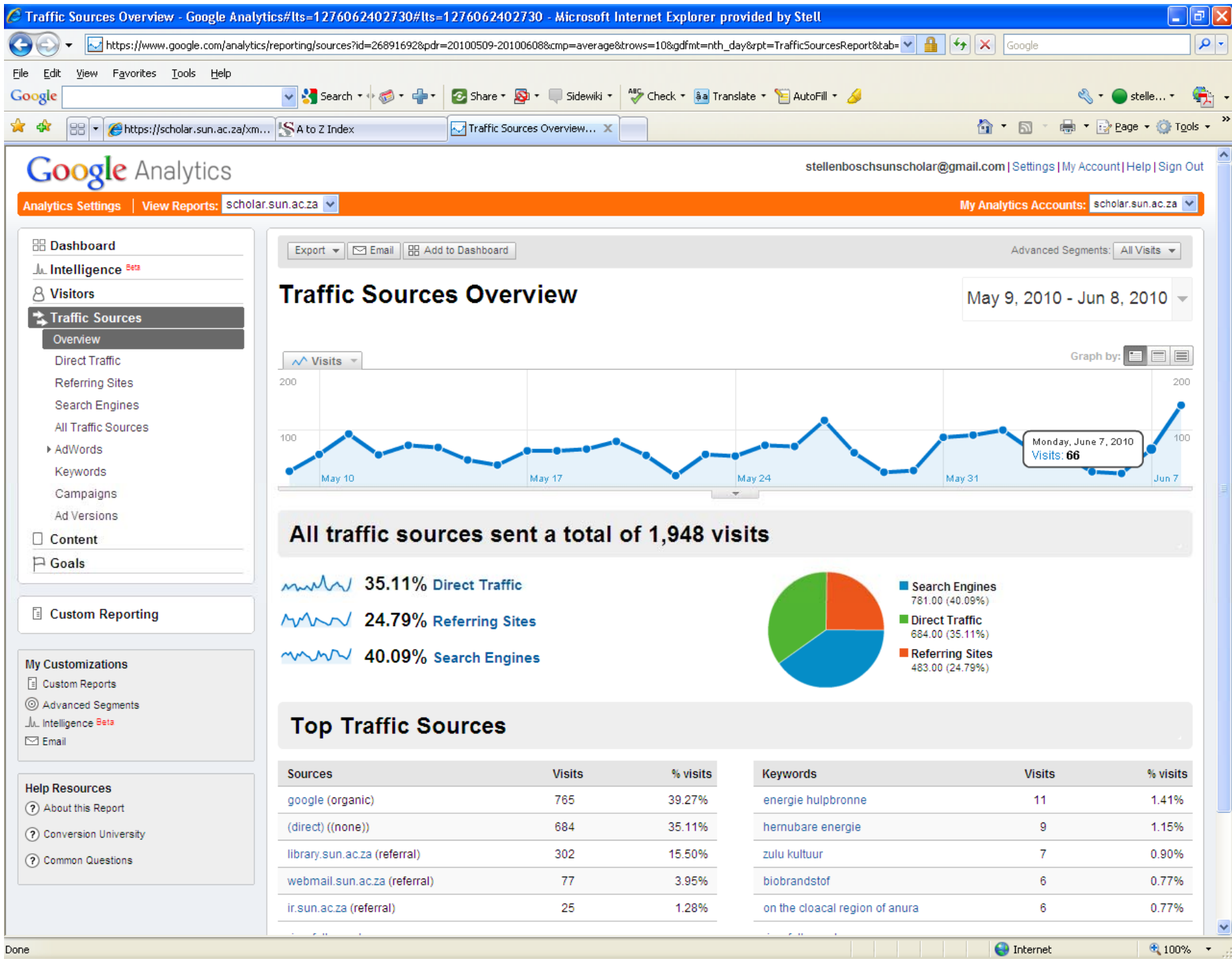
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- Presents **complete research profile**
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- **Verify** discoveries, **discard** ones that could not be replicated, **avoid duplication** of effort, integrate various lines of research (David 1998)
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1,948 visits came from 81 countries/territories



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Site Usage

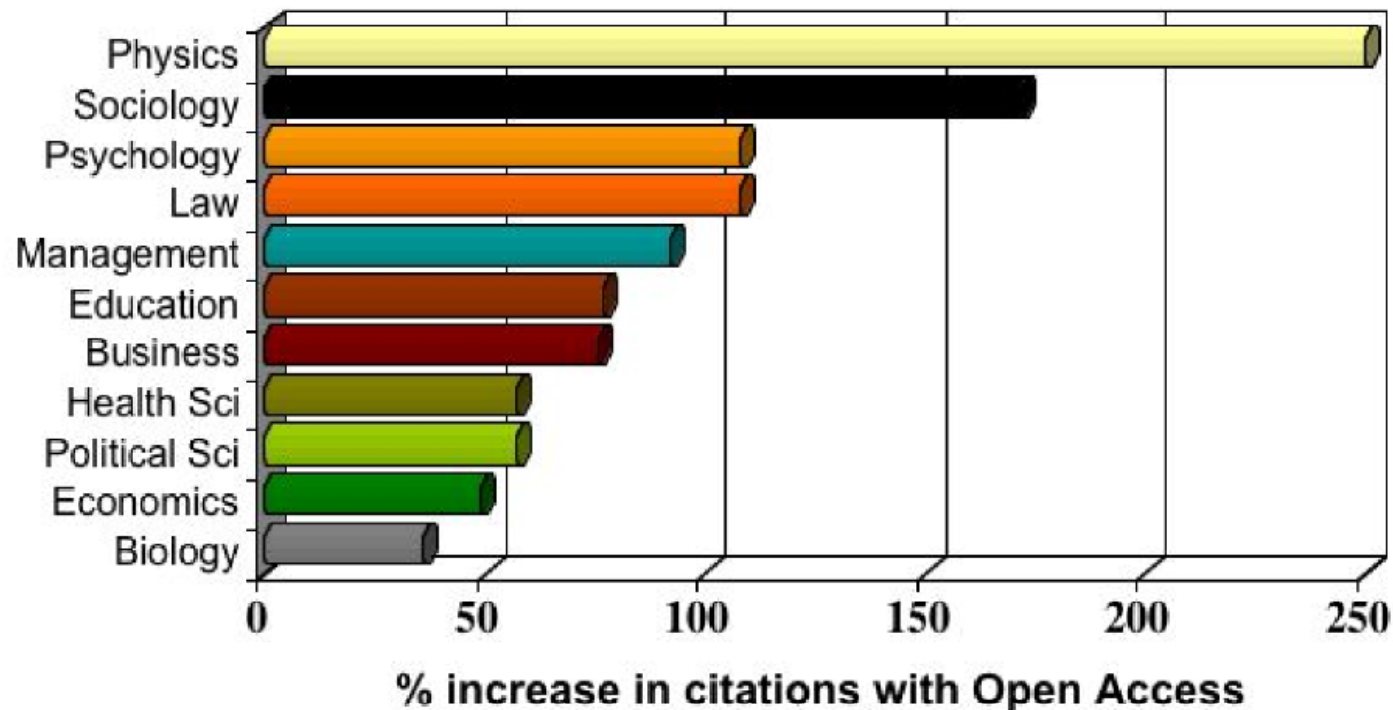
Goal Set 1

Views:     

Visits 	Pages/Visit 	Avg. Time on Site 	% New Visits 	Bounce Rate 
1,948 % of Site Total: 100.00%	5.85 Site Avg: 5.85 (0.00%)	00:03:01 Site Avg: 00:03:01 (0.00%)	68.84% Site Avg: 68.84% (0.00%)	51.23% Site Avg: 51.23% (0.00%)

	Detail Level: Country/Territory 	Visits 	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	South Africa	1,370	7.52	00:03:49	58.91%	40.36%
2.	United States	219	1.16	00:00:08	96.35%	92.69%
3.	United Kingdom	45	1.49	00:01:03	97.78%	82.22%
4.	India	26	2.81	00:02:12	92.31%	61.54%
5.	Germany	25	1.76	00:00:31	96.00%	68.00%
6.	Australia	21	2.14	00:00:44	90.48%	71.43%
7.	China	20	4.00	00:04:39	85.00%	65.00%
8.	Canada	16	1.56	00:00:31	87.50%	81.25%
9.	Belgium	14	4.21	00:01:10	57.14%	64.29%
10.	Spain	11	4.09	00:03:13	72.73%	45.45%

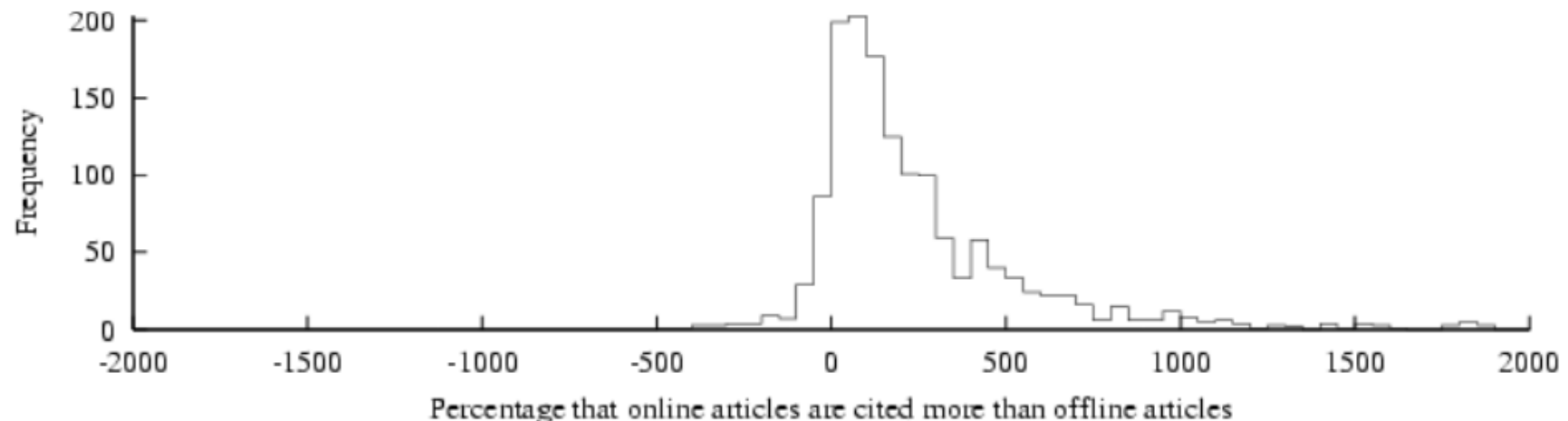
Open Access Increases Citations



Range = 36%-200%

(Data: Brody & Harnad 2004; Hajjem et al. 2005)

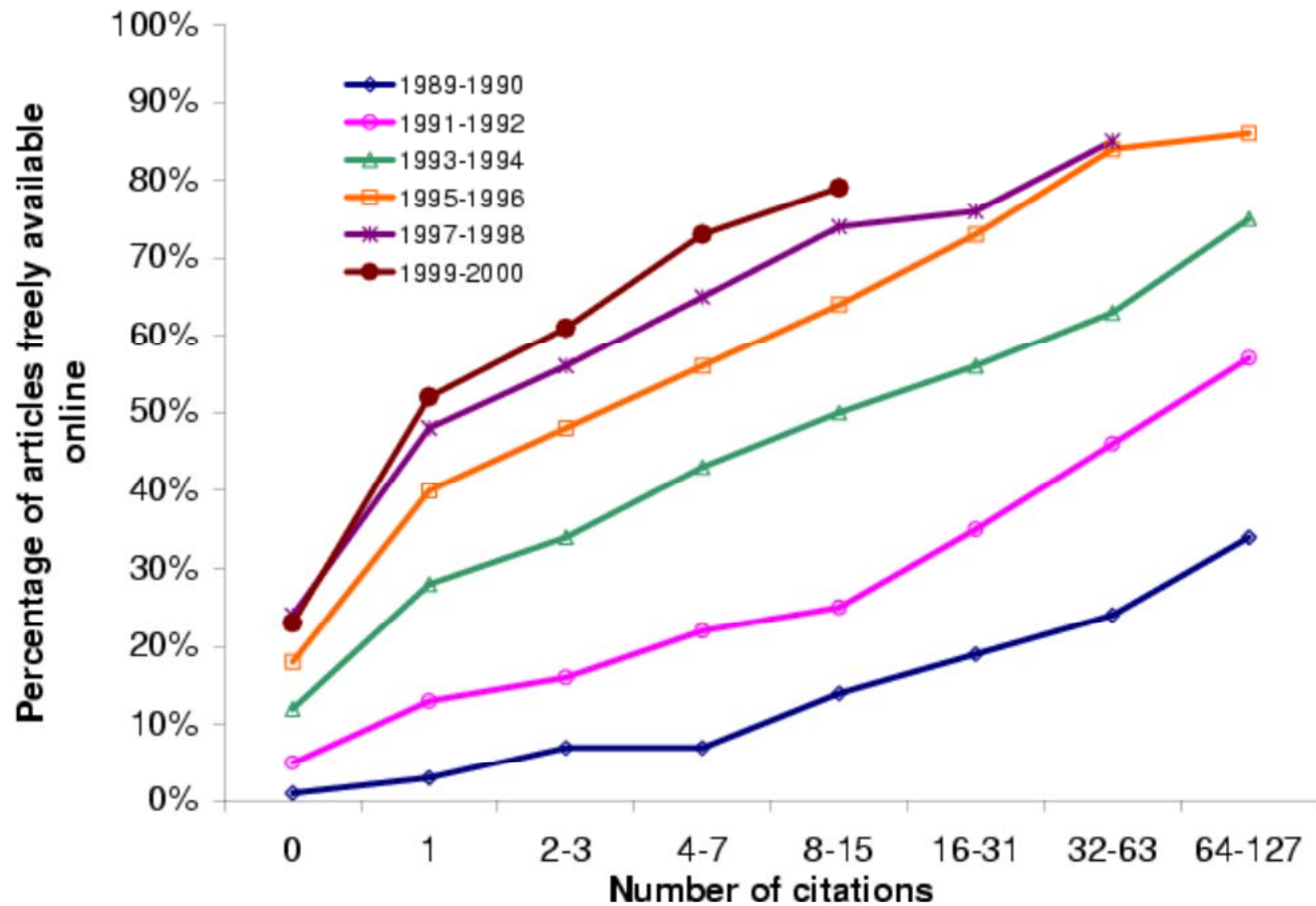
“Online or Invisible?” (Lawrence 2001)



“average of 336% more citations to online articles compared to offline articles published in the same venue”

Lawrence, S. (2001) Free online availability substantially increases a paper's impact Nature 411 (6837): 521.

<http://www.neci.nec.com/~lawrence/papers/online-nature01/>



(Harnad, S 2009, 'Mandates and metrics: how open repositories enable universities to manage, measure, and maximise their research assets')

<http://www.youtube.com/watch?v=g2JT23E1bRE>



BioMed Central's authors and editors discuss the benefits of open access publishing

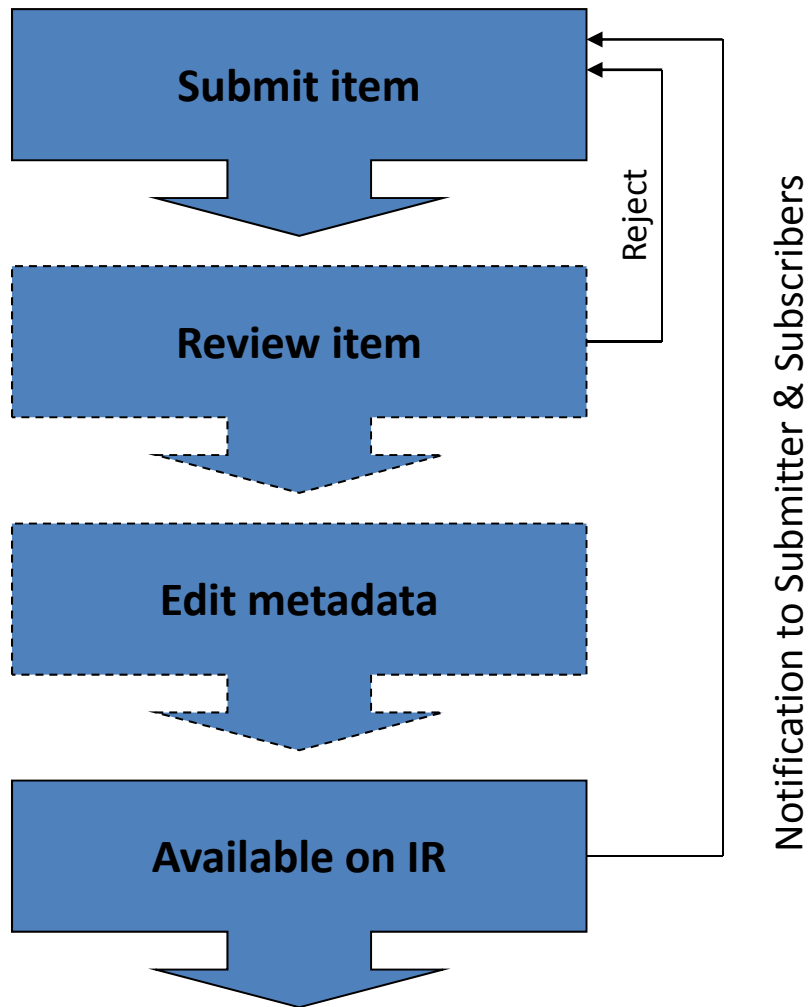
Benefits for the Stellenbosch University

- **Central archive/digital library** of all SU research – most important asset
- **Preserve** all research for years to come
- **Persistent URL's**
- All items – incl. full text pdf – **fully searchable**
- Require uploading on IR at **no extra expense**
- **Increase research profile** of SU even more
- **Increase ranking** on international lists of top universities

Our Commitment

- Negotiate for and provide **server space**
- **Management** on technical & operational level
- Maintain SUNScholar for the **long term**
- Add **value** (library cataloguers)
- **Training & Support**
- **Marketing**
- **Advise** on digital matters etc.
- Conduct surveys & research – **state-of-the-art repository**
- Register SUNScholar with other **search engines & harvesters**

Workflow



Submission Process

The image displays a sequence of five screenshots from the SUNScholar submission process, numbered 1 through 5, illustrating the steps from initial login to the final submission page.

- Step 1:** The user logs into the SUNScholar system. The interface shows the "Item submission" section with a "Select a collection" dropdown menu. The user selects "All Collections" and clicks "Next".
- Step 2:** The user is prompted to enter the "Title" and "Author" information. The "Title" field is populated with "The Sun and the Moon" and the "Author" field with "John Doe". The user clicks "Next".
- Step 3:** The user is prompted to enter the "Subject" and "Abstract" information. The "Subject" field is populated with "The Sun and the Moon" and the "Abstract" field with "The Sun and the Moon is a book about the sun and the moon." The user clicks "Next".
- Step 4:** The user is prompted to upload the file. The "File" field is populated with "The Sun and the Moon.pdf" and the "File Description" field with "The Sun and the Moon is a book about the sun and the moon." The user clicks "Upload file & add another".
- Step 5:** The user is prompted to agree to the "Distribution License". The license text is displayed, and the user clicks "I agree" to proceed.

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- Wellcome Trust -

