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

Alma Swan
Convenor
Enabling Open Scholarship
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’
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
Where repositories are

- Europe: 48%
- North America: 25%
- Central/South America: 7%
- Asia: 14%
- Australasia: 4%
- Africa: 2%

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
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.”
Usage
A well-filled repository
And it gets used
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…”
Impact
Impact

% increase in citations with Open Access
Range = 36%-200%
(Data: Stevan Harnad and co-workers)
Engineering

Data: Gargouri & Harnad, 2010

Citations

OA
Non-OA

Clinical medicine

Data: Gargouri & Harnad, 2010
Social science

Data: Gargouri & Harnad, 2010
What OA means to a researcher

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Browse By Person: Frost, Ray

Group by: Item Type | Date

Jump to: Book Chapter | Conference Paper | Journal Article

Number of items: 501.
Top 50 Authors

Ordered by total downloads. Yearly total includes downloads from 2008-09-18 to 2009-09-18.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Author</th>
<th>Year</th>
<th>Total</th>
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<td>1</td>
<td>Frost, Ray</td>
<td>24425</td>
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### Top authors (by download)

**Top 50 Authors**

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

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<td>Skitmore, Martin</td>
<td>26879</td>
<td>204034</td>
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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 in these databases.

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

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<td>204034</td>
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Enabling Open Scholarship
Martin Skitmore (Urban Design)
Profiling and marketing
Why Open Access can change science in the developing world


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Microsoft Word
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137Kb

Item Type: Article
Creator/Authors: Alma Swan
Martin Hall

Keywords: Open Access Developing countries Developing world
Research Group: Intelligence, Agents, Multimedia
Date: September 2010

Information about this record:
Performance EZ:02-01-11
Indicator:
ID Code: 21550
Last Modified: 14 Sep 2010 19:08
Deposited On: 14 Sep 2010 19:07 by Swan, Alma
Download timeline
Research advantages
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.
## Contents

Highly important sources of information for innovation during 2002-2004 .......... 2
Link between science and industry ........................................... 4

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Percentage</th>
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<tr>
<td>Within the enterprise or enterprise group</td>
<td>47.4</td>
</tr>
<tr>
<td>Clients or customers</td>
<td>27.2</td>
</tr>
<tr>
<td>Suppliers of equipment, materials, components or software</td>
<td>23.8</td>
</tr>
<tr>
<td>Competitors or other enterprises of the same sector</td>
<td>11.6</td>
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<tr>
<td>Conferences, trade fairs, exhibitions</td>
<td>11.2</td>
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<tr>
<td>Scientific journals and trade/technical publications</td>
<td>7.6</td>
</tr>
<tr>
<td>Consultants, commercial labs or private R&amp;D institutes</td>
<td>5.5</td>
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<tr>
<td>Professional and industry associations</td>
<td>4.9</td>
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<tr>
<td>Universities or other higher education institutes</td>
<td>3.0</td>
</tr>
<tr>
<td>Government or public research institutes</td>
<td>2.0</td>
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For institutions?
The U. Southampton conundrum
The G-Factor (universitymetrics.com)
Enabling Open Scholarship
# Webometrics

## Ranking Web of World Universities

### Top Europe

<table>
<thead>
<tr>
<th>Continent Rank</th>
<th>University</th>
<th>Country</th>
<th>World Rank</th>
<th>Size Visibility</th>
<th>Rich Files</th>
<th>Scholar</th>
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<td>14</td>
<td>Université Paris 6 Pierre and Marie Curie **</td>
<td>🇫🇷</td>
<td>90</td>
<td>94</td>
<td>84</td>
<td>74</td>
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</table>
Total Research Income: QUT and sector

Data: Tom Cochrane, Deputy Vice-Chancellor, QUT

Enabling Open Scholarship
“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.”
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
Thank you for listening

aswan@keyperspectives.co.uk

www.keyperspectives.co.uk

www.openoasis.org

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