Understanding Open Access

The researcher’s perspective

Elaine Devine (Senior Communications Manager), Taylor & Francis

www.tandfonline.com/page/openaccess
Overview

• What is OA?
• Who is publishing OA?
• OA at Taylor & Francis
• Why go OA?
• Expanding the reach of OA research
Who are we?

Taylor & Francis...

Publisher of scholarly journals since 1798.

Publish across Science, Social Sciences, Humanities, Technology, Arts and Medicine.

Work in partnership with learned societies and universities.

Global publisher with offices in Beijing, Singapore, Tokyo, Oxford, Philadelphia and Melbourne (plus more).

Offers choice in routes to publish: books or journals, subscription or Open Access.

Partner with innovators to improve the publishing experience.
WHAT IS OA?
1. Making content freely available online to read

Meaning your article can be read by anyone, anywhere
(so long as they have an internet connection)

2. Making content reusable by third parties with little or no restrictions

N.B. Creative Commons licences often used to facilitate reuse

www.tandfonline.com/page/openaccess
Understanding article versions

Author's Original Manuscript (AOM)
Your paper before you submit it to a journal.

Accepted Manuscript (AM)
Your paper after peer review, when it has been revised and accepted for publication by the journal editor.

Version of Record (VOR)
The final, definitive, citable version of your paper, which has been copyedited, typeset, had metadata applied, and has been allocated a DOI (Digital Object Identifier). This is the version published on Taylor & Francis Online.

Green OA

Gold OA
Gold Open Access

- **Publication of the final article (Version of Record)**
- Article is made freely available online (often but not always after payment of an article publishing charge (APC))

Green Open Access

- **Archiving / deposit of an (earlier version of an) article** in a repository

www.tandfonline.com/page/openaccess
Guest Editorial

Introduction to OAWAL: Open Access workflows for Academic Librarians

Jill Emery
Collection Development Librarian
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Graham Stone

ABSTRACT: This editorial provides an introduction to OAWAL: Open Access Workflows for Academic Librarians. The intention for this crowdsourcing project is outlined along with the major topics of discussion. In conclusion, the editorial outlines next steps and future plans of the authors for the OAWAL project.

Keywords: Open Access publishing, advocacy, library as publisher, Open Access standards

OAWAL: Open Access workflows for Academic Librarians (Emery and Stone, 2014) grew out of recognition that Open Access publishing is not a trend or a fad but an ongoing model of content publication that librarians will be managing increasingly over the advent of the 21st century. The intention is to make OAWAL an openly accessible wiki/blog site for librarians working on the management of Open Access workflow within their given institutions. The website is currently constructed to be a base that librarians can build on to create context sensitive workflows. To this end, OAWAL is agnostic regarding the route to Open Access; it describes and discusses multiple business models for Open Access publishing and it does not promote any one given model or business plan. The six draft sections are the beginning.
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Your final published article: the Version of Record

Discoverability
Usability
Connectivity
OA and reuse

(Creative Commons licenses)

- 6 licences, all geared towards reuse, from least (CC BY) to most (CC BY-NC-ND) restrictive
- Two elements to our OA publishing agreements at Taylor & Francis

CC license choice dictates how others can reuse the article

(Non-exclusive)
License to Publish
(where the author gives Taylor & Francis the right to publish the Version of Record)
OA and reuse

Taylor & Francis: 3 of the 6 Creative Commons licences for Gold OA publication

CC BY (Attribution): others may distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation (they should include a URL to your work).

CC BY-NC (Attribution-NonCommercial) others may remix, tweak, and build upon your work non-commercially...their new works must also acknowledge you and be non-commercial.

CC BY-NC-ND (Attribution-NonCommercial-NoDerivs) others may download your works and share with others as long as author is credited but the work cannot be amended or used commercially.
WHO IS PUBLISHING OA?
Open Access: 2016’s most popular research

We’ve been crunching the numbers to reveal the ten most downloaded open access (OA) articles published in 2016. Read on to discover what new research has been most read across our Open and Open Select journals in the last year.

Interested in what media, blogs, and social media mentions each article has received? Just hover over or click on the ‘donut’ to reveal each article’s Altmetric attention score.

Including
- Organisational performance
- Sun exposure
- Art therapy
- Nuclear power
- Reproductive health care
- Early years’ language development
- Chronic fatigue syndrome
“The popularity … clearly reflected not just the interest from the patient community, but also interest from academics who were aware of the collaborative spirit of the review”

Jonathan Edwards, Professor Emeritus, University College London
Top 10 countries publishing OA research

Source: Web of Science

Data source: Thomson Reuters Web of Science (2015)
OA research output 2015

Source: Web of Science

China and US contributed 36% of world OA research in 2015.
“I am a tenure-track faculty member who needs to demonstrate impact … Making the article open access allowed it to be accessed by more readers, and in turn demonstrate greater impact.”

Girija Kaimal, Assistant Professor, Department of Creative Arts Therapies, Drexel University
OA @

TAYLOR & FRANCIS
Our OA philosophy

1. Author **choice**

2. Community **collaboration and consultation**

3. **Commitment** to offering the best in OA publishing

www.tandfonline.com/page/openaccess
In 2016, Taylor & Francis published OA articles in:

- Biological, Environmental and Earth: 35%
- Medicine and Health Science: 24%
- Physical Science & Maths: 9%
- Politics, Sport, Planning & Area Studies: 6%
- Arts & Humanities: 6%
- Business, Economics & Sociology: 5%
- Engineering, IT & Applied Science: 5%
- Allied and Public Health: 4%
- Education: 4%
- Behavioral Science and Social Care: 3%
Our OA options

Taylor & Francis Open

Full open access journals offering authors a choice of licences (150+ journals)

Gold OA: final article (VoR) made OA in a journal where every article is OA

Article publishing charges from €0 to €1,650

Your final published article (the Version of Record) can be deposited on publication without embargo

www.tandfonline.com/page/openaccess
Our OA options

Taylor & Francis Open Select
Open access option for authors of accepted articles in hybrid journals (2300+ journals)

Gold OA: final article made OA in a hybrid journal. Standard APC is €2,150.

OR

Green OA option:
- No embargo on Author’s Original Manuscript
- No embargo on Accepted Manuscript (AM) posting to a personal website
- 12 month embargo (S&T), 18 months (SSAH) if posting to repository or academic social network (e.g. Mendeley)
- Zero embargo on LIS and Heritage titles

www.tandfonline.com/page/openaccess
Part of Taylor & Francis Group. Broad scope **mega journals** covering a whole subject area.

Each section managed by a dedicated Editor
WHY GO OA?
“Open access gives other scholars and students at all educational levels immediate access to your work. It is a form of publication that is totally inclusive ... I like the idea that there might be people in sub-Saharan Africa reading my work, in addition to well-known scholars in the ivory towers of the world’s elite universities. Open access is such a democratising form of publication that, whenever institutional resources allow, I like to pursue it.”

Costas Karageorghis,
‘Music in the exercise domain: a review and synthesis (Part I)’
4 reasons to publish OA

1. Increased **discoverability**: anyone can read (and cite) your work.

2. Reaching **beyond academia**: it can be easily accessed by people outside your research field, and outside the scholarly community (particularly practitioners).

3. **Highlighting your work**: you can share and post your final published article (the Version of Record) anywhere.

4. **Ownership**: You retain the copyright to your work.
thinkchecksubmit.org

- A publishing industry initiative which aims to help researchers make informed choices.

- Provides a toolkit to assess whether the journal a researcher is planning to submit to is appropriate for their work, and is also a respected, reputable journal.
OA and APCs

Article publishing charge (APC)

1. Applies to those publishing Gold OA.
2. Can be paid by an author, their funder or institution.
3. Paid on acceptance (after peer review).
4. Supports the distribution, visibility and preservation of your research.
Finding funding to publish OA

Some options:

1. Your national or international funding body (may allow for research grants to be used for APCs)
   → authorservices.taylorandfrancis.com/open-access-funderpolicies-and-mandates

2. Your institution which may have a central fund for OA

3. Offers are also available on individual Open and Open Select journals throughout the year.
   → Check the journal home page on Taylor & Francis Online
Expanding the reach of your (OA) research
The Impact of Participation in the Advanced Placement Program on Students' College Admissions Test Scores

DOI: 10.1080/00220671.2014.917253

Russell T. Warne
Odasso
pages 400-411

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View full text

Important new study shows that AP classes don't help students unless they take the AP test:
tandfonline.com/doi/pdf/10.108... #edchat #gtchat

THE CONVERSATION

Academic rigour, journalistic fair

Pushing students to take Advanced Placement courses does not help anyone

August 4, 2015 11.19am BST
Tools for Taylor & Francis authors, Part 1

On submission
1. Supplemental material: data sets, videos, images...

2. Connecting you with all your research outputs
Tools for Taylor & Francis authors, Part 2

On publication

1. Altmetric data to assess engagement with your research.

2. Kudos helps authors explain, enrich and share links to their published research.

And for readers: Colwiz and Google Translate on published articles
Raising the profile of research

1. Online OA hub
2. Online article collections
3. Media campaigns
4. Blog posts
5. E-newsletters
6. Conferences
7. Social media
What authors can do...

Consider recording a video abstract

Ask for a banner for your email signature

Use social media
Maximising your article’s impact

• **Post updates** and link to your article.
• Add a summary and link to your article on your **department website**.
• Speak to your institution or publisher’s **press office**.
• Contribute to **blogs**.
• Use **social media**.
• Talk about it at **conferences**: share copies of your paper.
More resources

authorservices.taylorandfrancis.com
Thank you & questions

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