What Faculty Can Do to Promote Open Access

Submit your research articles to OA journals, when there are appropriate OA journals in your field.

Deposit your preprints in an open-access, OAI-compliant archive. http://www.openarchives.org/

- It could be a disciplinary or institutional archive.
- If your institution doesn't have one already, then faculty or librarians should launch one. See the list for librarians, below. http://www.earlham.edu/~peters/fos/do.htm#librarians
- If you have questions about archiving your eprints, then see Stevan Harnad's Self-Archiving FAQ. http://www.eprints.org/openaccess/self-faq/

Deposit your postprints in an open-access repository.

- The "postprint" is the version accepted by the peer-review process of a journal, often after some revision.
- If you transferred copyright to your publisher, then postprint archiving requires the journal's permission. However, many journals --about 80%-- have already consented in advance to postprint archiving by authors. Some will consent when asked. Some will not consent. For publisher policies about copyright and author archiving, see the searchable database maintained by Project SHERPA. http://romeo.eprints.org/stats.php http://www.sherpa.ac.uk/romeo/index.html http://www.sherpa.ac.uk/
- If you have not yet transferred copyright to a publisher, then ask to retain copyright. http://www.earlham.edu/~peters/fos/do.htm#retaincopyright
- If the journal does not let you retain copyright, then ask at least for the right of postprint archiving.
  - If it does not let you retain the right to archive your postprint, then ask for permission to put the postprint on your personal web site. For many journals, the difference between OA through an archive and OA through a personal web site is significant.
- If you have transferred copyright and the publisher does not allow postprint archiving, then at least deposit the article's metadata (essentially, citation information like author, title, journal, date, and so on) in an OA archive. That will allow researchers to learn of the article's existence when runnning searches, and ask you for a copy by email.
  - In most cases you can also put the full-text in the archive and select an option for "institutional access" rather than "open access". At least that makes the article available to your immediate colleagues and students. Moreover, if the publisher allows OA archiving after an embargo period like six months, then this method makes OA one mouse click away, easy to reach when the time comes.
- The chief benefit of postprint archiving is reaching a much larger audience than you could reach with any priced publication (in print or online). Reaching a larger audience increases your impact, including your citation count. Many studies confirm that OA articles are cited significantly more often (on the order of 50-300% more often) than non-OA articles from the same journal and year. http://opcit.eprints.org/oacitation-biblio.html
- Because most non-OA journals permit postprint archiving, it is compatible with publishing in a non-OA journal. Don't assume that publishing in a conventional or non-OA journal forecloses the possibility of providing OA to your own work --on the contrary.

Deposit your data files in an OA archive along with the articles built on them. Whenever possible, link to the data files from the articles, and vice versa, so that readers of one know where to find the other.

When asked to referee a paper or serve on the editorial board for an OA journal, accept the invitation.

- Faculty needn't donate their time and labor to journals that lock up their content behind access barriers where it is less useful to the profession. Universities should support faculty who make this otherwise career-jeopardizing decision. Faculty don't need to boycott priced journals, but they don't need to assist them either.

If you are an editor of a toll-access journal, then start an in-house discussion about converting to OA, experimenting with OA, letting authors retain copyright, abolishing the Ingelfinger rule, or declaring independence (quitting and launching an OA journal to serve the same research niche). **http://www.earlham.edu/~peters/fos/lists.htm#declarations**

- For more ideas of what journals can do, see the list for journals http://www.earlham.edu/~peters/fos/do.htm#journals

Volunteer to serve on your university's committee to evaluate faculty for promotion and tenure. Make sure the committee is using criteria that, at the very least, do not penalize faculty for publishing in peer-reviewed OA journals. At best, adjust the criteria to give faculty an incentive to provide OA to their peer-reviewed research articles and preprints, either through OAjournals or OA archives.

See how other learned societies support OA. **http://www.earlham.edu/**~peters/fos/newsletter/11-02-07.htm#list

Work with your professional societies to make sure they understand OA. Persuade the organization to make its own journals OA, endorse OA for other journals in the field, and support OA eprint archiving by all scholars in the field. http://www.earlham.edu/~peters/fos/overview.htm

- If the society launches a disciplinary eprint archive for the field, consider offering to have your university host it, just as arXiv (for example) is hosted by Cornell. http://arxiv.org/
- Also see the list of what learned societies can do. Ask the societies where you pay dues to consider these actions. Ask other members to help you change access policies at the society. http://www.earlham.edu/~peters/fos/do.htm#societies

Write opinion pieces (articles, journal editorials, newspapers op-eds, letters to the editor, discussion forum postings) advancing the cause of OA.

Educate the next generation of scientists and scholars about OA.

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- Make sure that new researchers (and experienced older researchers too!) understand their self-interest in OA. Make sure they understand that OA increases the impact of research articles. http://opcit.eprints.org/oacitation-biblio.html
- Or, at a minimum, don't let myths about OA circulate without challenge, e.g. that OA violates copyright, dispenses with peer review, or presupposes that journals have no expenses.
- When you meet students, colleagues, or administrators who are curious and want to know more, or who misunderstand and need some facts, direct them to my Open Access Overview. http://www.earlham.edu/~peters/fos/overview.htm

A Very Brief Introduction to Open Access

by Peter Suber http://www.earlham.edu/~peters/fos/brief.htm

Open-access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions. What makes it possible is the internet and the consent of the author or copyright-holder.

OA is entirely compatible with peer review, and all the major OA initiatives for scientific and scholarly literature insist on its importance. Just as authors of journal articles donate their labor, so do most journal editors and referees participating in peer review.

OA literature is not free to produce, even if it is less expensive to produce than conventionally published literature. The question is not whether scholarly literature can be made costless, but whether there are better ways to pay the bills than by charging readers and creating access barriers. Business models for paying the bills depend on how OA is delivered.

There are two primary vehicles for delivering OA to research articles: OA archives or repositories and OA journals.

OA Archives or repositories:

OA archives or repositories do not perform peer review, but simply make their contents freely available to the world. They may contain unrefereed preprints, refereed postprints, or both.

Archives may belong to institutions, such as universities and laboratories, or disciplines, such as physics and economics.

Authors may archive their preprints without anyone else's permission, and a majority of journals already permit authors to archive their postprints. When archives comply with the metadata harvesting protocol of the Open Archives Initiative, then they are interoperable and users can find their contents without knowing which archives exist, where they are located, or what they contain. There is now open-source software for building and maintaining OAI-compliant archives and worldwide momentum for using it. The costs of an archive are negligible: some server space and a fraction of the time of a technician.

OA Journals:

OA journals perform peer review and then make the approved contents freely available to the world. Their expenses consist of peer review, manuscript preparation, and server space.

OA journals pay their bills very much the way broadcast television and radio stations do: those with an interest in disseminating the content pay the production costs upfront so that access can be free of charge for everyone with the right equipment. Sometimes this means that journals have a subsidy from the hosting university or professional society. Sometimes it means that journals charge a processing fee on accepted articles, to be paid by the author or the author's sponsor (employer, funding agency).

OA journals that charge processing fees usually waive them in cases of economic hardship.

OA journals with institutional subsidies tend to charge no processing fees.

OA journals can get by on lower subsidies or fees if they have income from other publications, advertising, priced add-ons, or auxiliary services. Some institutions and consortia arrange fee discounts. Some OA publishers waive the fee for all researchers affiliated with institutions that have purchased an annual membership. There's a lot of room for creativity in finding ways to pay the costs of a peer-reviewed OA journal, and we're far from having exhausted our cleverness and imagination.