Our charge was to address participation in a world characterized by open scholarship.
Premise/Objective

- Authors are the original content creators
- Authors select publication venue
  - Subject to a range of influences
    - Funders
    - P+T committees
    - Prestige among peers
- Authors are increasingly seeing the value of OPEN

We interpreted the charge as a focus on “authors first”.
To guide our assessment of challenges and develop proposals, we envisioned an author’s perfect open scholarship world:

- Authors have clear, expansive, and persistent rights
- Flexible licensing terms
- Cheap/free to publish content
- Thriving monograph environment
- Low administrative burden
- More/better metrics for assessing scholarly impact

If this were the world, authors would participate. How can we help it to occur?
Inhibitors and Challenges

- Apathy
- Active opposition
  - Perception that everyone who “needs” to read scholarship can read scholarship
  - Too busy to participate (particularly “green”)
  - Vested interest in status quo
  - Funding support (publishing fees) — remaining inclusive
  - Inconsistent author rights environment
  - Fears about being scooped/IP/plagiarism, etc.
  - Unfulfilled publisher obligations (access inhibitors)

We identified a number of inhibitors to author participation
Reducing these motivates the proposals we will offer
Proposals

- Unified messaging involving and informing
  - Author community
  - Institutions
  - Funders
  - Publishers/peer communities
- More high value OPEN communication vehicles
  - Clear, expansive, and persistent author rights
  - Author-focused impact metrics
  - Valuable content enhancements
  - Content promotion

Now...our proposals. In short, change behavior - increase participation by increasing benefits to authors, or decreasing costs

First, given misconceptions, confusion, fears and varied perceptions - we should address collective effort to produce more concise & consistent messaging

Second, we need to overcome apathy and resistance, we need more and better venues
  - Editorial quality is the first consideration
  - But open venues can increase participation with more value added for authors
Third, the greater social value from open scholarship justifies additional resource commitments by universities, funding agencies, etc.

For example, in universities some inducements that might increase author participation include:
- various financial and other rewards — esp for considering cost as well as quality
  · etc [FROM SLIDE]
- these greater investments are likely to pay off in the future through lower overall costs of publishing

Universal recognition of the importance of influencing faculty governance bodies to support OPEN — esp P&T
To make further progress on increasing author participation, we would benefit from further understanding and data on a number of issues, eg

- Pre/post tenure publishing behaviors
- Impacts of OPEN
  - Innovation
  - Social advancement
  - Inclusivity
  - Citations, impact measures
  - Policy
- Cooperative/collective funding models
- Impact of open access monographs on sales of print monographs
- Impact on these proposals on participation!
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