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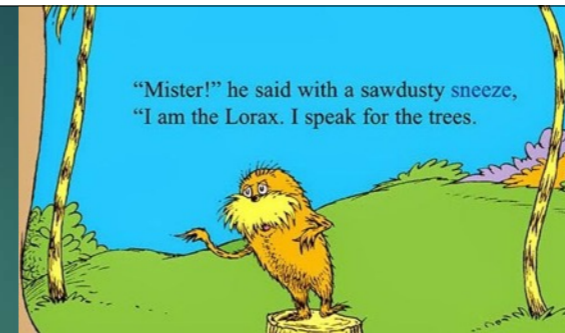
# Participation

INCENTIVES FOR ACCELERATING CHANGE

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



Dr. Seuss, *The Lorax*

We interpreted the charge as a focus on “authors first”.

# An author's perfect world




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

## Proposals (cont.)

- ▶ Institutions commit resources to OPEN scholarly communication efforts
  - ▶ Reward authors who publish in low-cost OPEN venues
  - ▶ Reduce administrative burdens on authors (Green and Gold)
  - ▶ Redirect funds toward supporting OPEN venues
- ▶ Faculty governance bodies advance policies to support OPEN behaviors (e.g. P&T)
- ▶ Community recognition of OPEN practices/behaviors

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

## Future Research

- ▶ 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!

To make further progress on increasing author participation, we would benefit from further understanding and data on a number of issues, eg

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