

# Green Road e Gold Road: percorsi interagenti per l'Open Access

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# Green Road and Gold Road: the theory

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To achieve open access to scholarly journal literature, we recommend two complementary strategies:

- I. Self-Archiving = **Green Road** : First, scholars need the tools and assistance to deposit their refereed journal articles in **open electronic archives**, a practice commonly called, **self-archiving**
- II. Open-access Journals = **Gold Road** : Second, scholars need the means to launch a new generation of **journals committed to open access, and to help existing journals that elect to make the transition to open access**. Because journal articles should be disseminated as widely as possible, these new journals will no longer invoke copyright to restrict access to and use of the material they publish. Instead they will use copyright and other tools to ensure permanent open access to all the articles they publish. Because price is a barrier to access, these new journals will not charge subscription or access fees, and will turn to other methods for covering their expenses.

# Green Road: the IRs case study

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## *Content is the king*

Three different action level:

- ❖ **Political** action level
- ❖ **Institutional** action level
  - ❖ Institutional Mandate
  - ❖ Departmental Mandate
- ❖ **Management** action level
  - ❖ Incentives to deposit

# IRs: the political issue

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**EUA- European University Association Council** adopts Recommendations on Open Access of its Working Group (Barcelona, March 2008)

- Target: University Leadership; National Rectors' Conferences; EUA
  - ❖ Call for requirement to deposit in institutional archives
  - ❖ Call for developing institutional policies and strategies that foster availability of their controlled research results
- **Eu Rectors Initiatives** to support OA Scholarship (EurOpenScholar)

# IRs: IM vs DM

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- **Institutional or Departmental Mandate?**
- Scholars don't like coercion
- DM are probably more effective

## Some IM:

- ❖ In Europe: CERN, University of Minho, Southampton (DM 2003, IM 2007), ISS (January, 2008) Stirling (announced 9 April 2008)
- ❖ Outside Europe:
  - The first:** Queensland University of Technology, Australia (1 January 2004)
  - The last:** Harvard's Faculty of Arts and Sciences (12 February, 2008)

Constant growth of institutions implementing IM

ROARMAP <http://www.eprints.org/openaccess/policysignup/>

# Harvard's policy

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*“ Each faculty member grants to the President and Fellows of Harvard College permission to make available his or her scholarly articles and to exercise the copyright in those articles.”*

- ❖ Focus on permission rather than deposit
- ❖ Permission granted by Faculty is a nonexclusive, irrevocable worldwide license
- ❖ Collaborative effort by the faculty and the university administration
- ❖ Harvard will create a new Office of Scholarly Communication
- ❖ Permanent advocacy and education

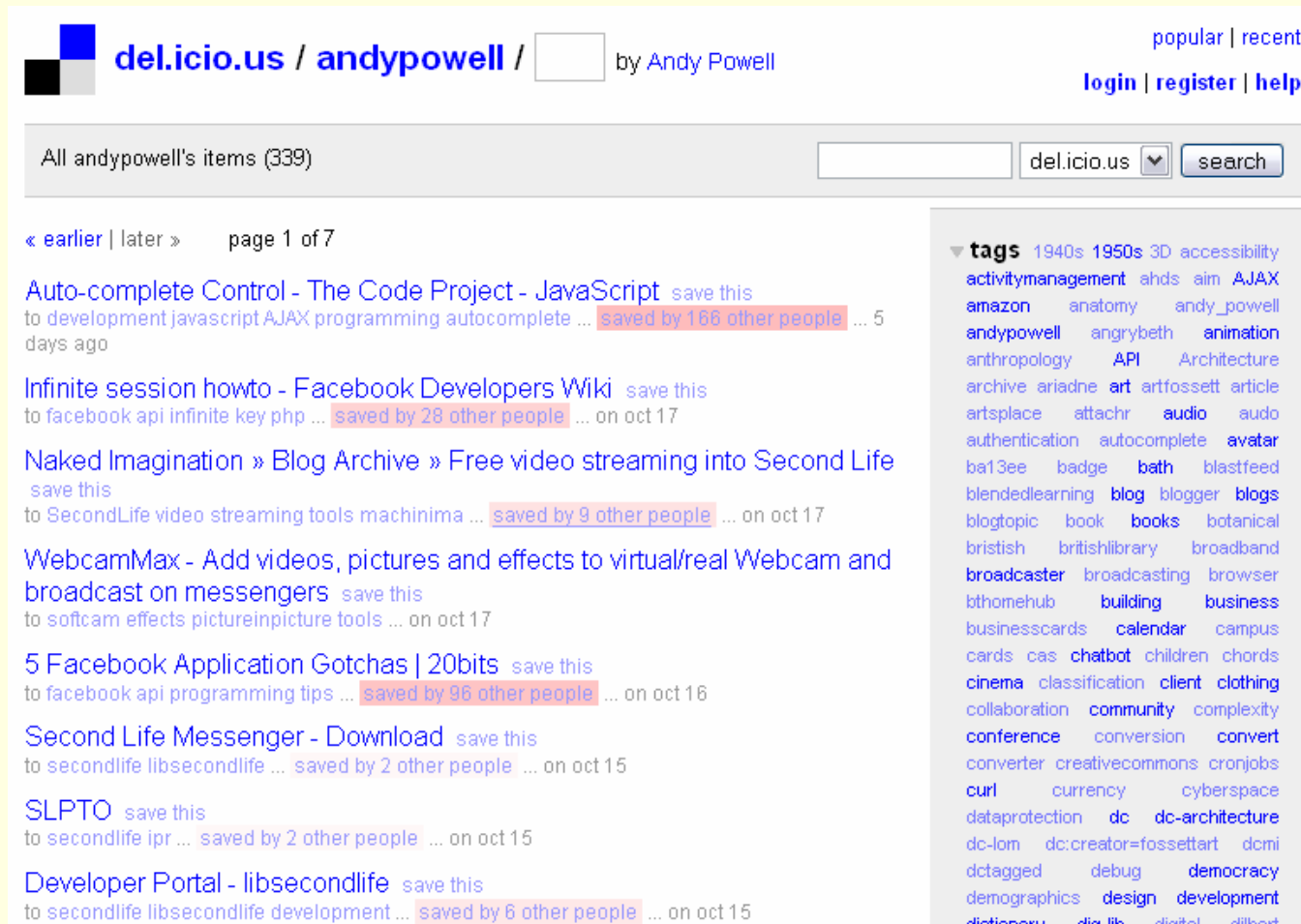
SPARC and Science Commons **White Paper “Open doors and Open minds** , 29 April 2008


# IRs: the management issue: strategies to self-archiving

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- **Financial incentives** (Ferreira et al. 2008)
- **Practical support to archiving**
- **Support to face copyright issues**
  - ❖ [SPARC/Science Commons/ARL, Complying with the NIH Public Access Policy](#) - Copyright Considerations and Options
  - ❖ MIT Libraries' tutorial "Scholarly Publication and Copyright: Retaining Rights & Increasing the Impact of Research"
- **Easier deposit interfaces**
  - ❖ Filled-in Fields
  - ❖ Integration with Authority authors lists (Gargiulo, 2008)
- **Advanced Plugs-in**
  - ❖ Notification (alerts, RSS feeds), statistics and citation analysis
  - ❖ Updated Bibliographies
  - ❖ Customized TOC
  - ❖ Current awareness services
- **Web 2.0 tools** : social tagging tool, bookmarking, article rating, blog
  - ❖ ArXiv accepts blog trackbacks from 2005
  - ❖ Connotea e OpenID (Waterford Institute of Technology <http://repository.wit.ie/> )
  - ❖ Social tagging in Dspace?

# The person is an entry point



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# The person is an entry point

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December 22, 2006

By **Quincy Durant** (California) - [See all my reviews](#)

**This review is from: [A Case of Two Cities: An Inspector Chen Novel \(Inspector Chen, Cao\) \(Hardcover\)](#)**

This is another fine entry in Xiaolong Qiu's Inspector Chen series. Once again, Qiu has produced a novel that is both an excellent detective novel, and a window into contemporary urban China. Like the earlier books, it not only should be of interest to fans of mystery novels, but should be required reading for anyone who contemplates doing business in China, or who has even a passing interest in contemporary urban China.

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## Most Recent Customer Reviews

★★★★☆ **Great series, but this is not the strongest book in it**

I've enjoyed all of the books in Qiu's Inspector Chen series, but it's clear from this book that Qiu's long residence outside China (he's been in the US since 1989) is...

[Read more](#)

Published 5 days ago by Kay Xander Mellish

★★★★☆ **Bit of a struggle getting through it**

# IRs vs Personal digital repositories

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Understand **users needs....**

- ❖ Survey, observation (Foster, Gibbons, 2005)
- ❖ Analyse data on users /Context of interest

■ .....and **find solutions** to their problems

- ❖ Versioning

***Version Identification Framework Project 2007-2008***

***only 5% of academics and 6.5% of information professionals surveyed by VIF found it easy to identify versions of digital objects within institutional repositories***

- ❖ Check plagiarism
- ❖ Preserve content
- ❖ Support CV, biographies and collaborative cross-disciplinary research

**SelectedWorks** <http://works.bepress.com/>

# IRs: batch content ingestion

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## ■ Sources:

- **Disciplinary repositories**
- **Personal scholarly webpages**
  - Nanyang technological university IR – Metadata Import Tool
- **National or local Research Information Systems**
  - Open Research Online (ORO) to support RAE 2008/ Institutional Repositories and Research Assessment project
  - Only peer-reviewed items
  - Coverage from 2001

# Gold Road: the business models

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## ■ Full OA journals

- Institutional membership
- Sponsoring consortium

## ■ Hybrid journals

- Author/institution pays

# Gold Road: full OA journals

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## **Institutional membership**

- BioMed, PLoS, Hindawi

## **Sponsoring consortium**

SCOAP3

In humanities and social sciences (Open Access Law Program) manifold OA Journals are **sponsored by institutions, scholarly societies and supported by volunteer (Armbruster, 2008)**

# Gold Road: full OA journals: progress in 2007

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- **65 journals** converted from TA to OA in 2007, more than twice the number as in 2006 (Suber, 2008)
- **427 society publishing 450 full** OA journals + 73 hybrid (Suber-Sutton, november 2007)

## **DOAJ :**

❖ 3340 titles in total (May, 2008)

## ❖ **In Italy**

❖ 66 OA journals

❖ 50% in humanities and social sciences

❖ some have international editorial boards

❖ funders: Institutions, university departments, learned societies

# Gold Road: hybrid models

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- **Author/Institution pays:**
  - Open Choice (Springer e Wiley)
  - Sponsored Article (Elsevier)
  - iOpen Access (Taylor and Francis)
  - Oxford Open (OUP)
- **Subscription fee still increasing but...**
  - 28 OUP titles experimenting Oxford Open only 1.7% increase in 2008

# Gold Road: hybrid models 2.

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Scarcely effective

- **Still too expensive**

- ❖ from 250 pounds Journal of medical case reports
- ❖ to 5000 dollars Cell Press titles

- **The funding issue :**

- ❖ Max Planck Society and Springer new deal (February, 2008) combining **subscription model with Open Access (also UKB)**
- ❖ **RCUK/MRC, Wellcome Trust**
- ❖ **Reallocation of internal resources**
  - ❖ From libraries to research? Not necessarily
  - ❖ Goettingen State and University Library pilot project with Springer (September, 2007)
  - ❖ Set up Central Open Access publishing fund (Nottingham, Wisconsin-Madison, Amsterdam)



# The case for mixing and matching

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- “we had better think about ways to mix and match the “green” and the “gold” road to Open Access if we want to ensure success and accelerate the growth of OA” (Guédon, 2004, 2008) but...
- Need to **move on from traditional scholarly communication system**
  - Publishers and libraries are moving too slowly. Stick to traditional roles!
  - Users are moving faster (Web 2.0)
- Need to **experiment**
  - **Lund Virtual Medical Journal (Oezek, 2005)**
  - **RIOJA** will create a tool to support automated interactions between journal software and public repositories <http://www.ucl.ac.uk/ls/rioja/>
  - **University of California Press eScholarship Repository** <http://repositories.cdlib.org/escholarship/>

# Factors driving the change

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## ❖ **Users needs**

- Integration of raw data, document and other related rich supporting documentation
  - Open data Archive
  - DANS
  - CCDC
  - Archeology data service

## ❖ **New technological challenges**

- Semantic web, data and text mining, Web 3.0

# The competitive economy

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- *In order to become a truly and competitive economy, Member states and the EU must remove barriers to the free movement of knowledge by creating a fifth freedom. This would involve enhancing the cross-border mobility of researchers as well as students, scientists, and university teaching staff. It would also require facilitating and promoting the optimal use of intellectual property created in public research **organisations and encouraging open access to knowledge**".*

Council of the European Union, 2852nd,  
**Competitiveness Council Meeting**, 25 February  
2008, Press Release