It’s not too late!
5 ideas to participate in Open Access Week (with under a month of planning)

Nick Shockey
Director, Right to Research Coalition
1. Hold a small event

• Invite friends and members of your student organizations

• Watch an Open Access Week webcast (either live, recorded, or archived)
  R2RC & SPARC 2012 Events
  www.righttoresearch.org & www.arl.org/sparc
  Lessig @ CERN:
  www.vimeo.com/22633948
  Michael Nielsen @ TEDxWaterloo:
  www.youtube.com/watch?v=DnWocYKqvhw

• Find a live speaker (start with your library)
2. Write an article, op-ed or blog post

• Reach out to your campus newspaper: either offer to write an op-ed or pitch their staff on writing a story on OA
• Ask your library for relevant facts: how much spent on journals? cost of the most expensive journal?
• Write a blog post or an article for an organizational newsletter
• Guide @ http://bit.ly/13umt3
3. Use the week to bring up OA

- Bring up Open Access in conversations with friends, professors, administrators
- Try to speak at local meetings of organizations with an interest in OA
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- Bring up Open Access in conversations with friends, professors, administrators
- Try to speak at local meetings of organizations with an interest in OA
- Set up a table in a highly trafficked part of your campus with flyers and guides from our website.

www.righttoresearch.org
Open Publishing Guide for Students

OPTIMIZE YOUR PUBLISHING

maximize your impact

As a young researcher you will be consumed with your research. Your hard work may well result in a manuscript that you hope to publish to advance your career. But how do you know where to submit your manuscript? What are the factors that go into deciding the most appropriate publication outlet? Which journals will give your article the widest audience? These are issues you should begin thinking about today. Where to publish is too important a decision to put off until the end of the research process.

This may seem an open-and-out issue you simply submit to the most prestigious journal you believe might publish your manuscript. However, there will be consequences to your decision—in terms of how you can use your research and who can read it. Where you publish will influence the exposure of your work, how often it is cited, and its ultimate impact.

Over the past few decades, academic journals have become increasingly expensive, with subscription fees of $500-$3,000 per article. These fees are not uncommon for the average article in a particular field and cost over a thousand dollars. As prices increase, not even the best funded institutions can afford access to everything they need, and many researchers are forced to base their work on what their campus can afford access to rather than on the latest research in their area.

This system is certainly bad for those who can’t afford access to everything. If your paper is locked away in an expensive journal, what if a researcher would have otherwise built upon and cited your work? They can’t build on the latest research, and your article potentially misses valuable impact.

It doesn’t have to be this way.

A NEW NORM IN PUBLISHING

A better system for science and scholarship

There is a better model that is quickly becoming the new norm in academic publishing: Open Access. Open Access means your work is openly available on the Internet immediately upon publication in a peer-reviewed journal and with the rights needed for it to be shared and used to its fullest extent. The open model is supported by a large number of leading academics and researchers as well as top funding bodies and research institutes, such as the European Commission, the United States National Institutes of Health, and the Wellcome Trust—each of which has a policy requiring researchers they fund to make openly available after an embargo.

When completing your publishing choices, think about your readership. You will find that journals in your field that are prestigious, but as they identify the best papers for your work, include a maximum variability in your criteria. Tit-for-tat produced articles are what even the most prestigious journals publish. They charge subscription fees to access content. Not all institutions can afford to read them, and the readership outside of your own university’s institutional subscription is not as broad as you would like. If you want your work to be read, you need to be sure it is available to others.

OPEN ACCESS MAKES IMPORTANT SCHOLARLY DEVELOPMENTS AVAILABLE TO EVERYONE

By making your work openly available, you can not only be heard but also read. This opens up opportunities to expand your research and connect with other researchers around the world. It allows others to build on your work, which is essential for the advancement of science and knowledge.

OPEN ACCESS CITATION ADVANTAGE

Over time, more resources and research are devoted to understanding the impact of open access, and the results are clear. Articles published in open access journals receive more citations than those in subscription-only journals. This is because open access articles are more widely read and accessed, which increases their visibility and impact.

REMEMBER: Your library card expires at graduation.

More resources at: www.righttoresearch.org/resources
THE PROBLEM
Research journals are the source for cutting-edge knowledge in every field from history to medicine. Yet, students, researchers, professors, doctors, entrepreneurs, and others are denied access to important information every day because they or their institution can’t afford it.
Journals have become increasingly expensive, to the point where no one has access to them all.

Journals often cost $5,000, $10,000, or even $20,000 per subscription, per year—and prices continue to outpace inflation year in and year out.

> 40% of researchers surveyed in one of the wealthiest countries, the UK, couldn’t access content they needed on a daily or weekly basis.

THE RESULT
Science is slowed, scholarship is hindered, and students’ educations are incomplete.
When we can’t see the whole picture, it’s hard to find, learn about, and build upon the cutting-edge.

It doesn’t have to be this way.

THE SOLUTION
Dozens of student organizations, representing nearly 7 million students from across the world and in every discipline, are leading the charge for a better system: Open Access.

WWW.RIGHTTORESEARCH.ORG

More resources at: www.righttoresearch.org/resources
4. Post flyers around campus

- In the library
- In the lobby of academic departments
- In student common areas
5. LET US KNOW!

- Write a summary of your Open Access Week activities.
- Post it online.
- Send it to us: nick@arl.org
- Send pictures!
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Questions?