Faculty awareness

Alma Swan

Key Perspectives Ltd

Truro

UK
Electronic survey

- Supported by ISI – 25,000 addresses
- Report-writing funded by JISC, UK

Key Perspectives Ltd
## Respondent profiles I (n=1296)

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage of total respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia/New Zealand</td>
<td>7</td>
</tr>
<tr>
<td>Asia (except China and Japan)</td>
<td>4</td>
</tr>
<tr>
<td>China</td>
<td>3</td>
</tr>
<tr>
<td>Japan</td>
<td>1</td>
</tr>
<tr>
<td>Canada</td>
<td>4</td>
</tr>
<tr>
<td>USA</td>
<td>21</td>
</tr>
<tr>
<td>Central/South America</td>
<td>6</td>
</tr>
<tr>
<td>European union (except UK)</td>
<td>17</td>
</tr>
<tr>
<td>Other European countries (exc EU or UK)</td>
<td>10</td>
</tr>
<tr>
<td>UK</td>
<td>18</td>
</tr>
<tr>
<td>Middle East</td>
<td>4</td>
</tr>
<tr>
<td>Africa</td>
<td>4</td>
</tr>
</tbody>
</table>

Key Perspectives Ltd
## Respondent profiles II (n=1296)

<table>
<thead>
<tr>
<th>Subject</th>
<th>Percentage of total respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; food science</td>
<td>5</td>
</tr>
<tr>
<td>Business &amp; management</td>
<td>4</td>
</tr>
<tr>
<td>Chemistry</td>
<td>6</td>
</tr>
<tr>
<td>Computer sciences</td>
<td>12</td>
</tr>
<tr>
<td>Earth &amp; geographical sciences</td>
<td>3</td>
</tr>
<tr>
<td>Engineering, materials science</td>
<td>8</td>
</tr>
<tr>
<td>Humanities</td>
<td>8</td>
</tr>
<tr>
<td>Law &amp; politics</td>
<td>1</td>
</tr>
<tr>
<td>Library &amp; information science</td>
<td>6</td>
</tr>
<tr>
<td>Life sciences</td>
<td>17</td>
</tr>
<tr>
<td>Mathematics</td>
<td>6</td>
</tr>
<tr>
<td>Medical sciences</td>
<td>17</td>
</tr>
<tr>
<td>Physics</td>
<td>7</td>
</tr>
<tr>
<td>Psychology</td>
<td>9</td>
</tr>
<tr>
<td>Social sciences &amp; education</td>
<td>10</td>
</tr>
</tbody>
</table>
Why researchers publish

- Communicate results to peers
- Advance career
- Personal prestige
- Gain funding
- Financial reward
Are they using OA archives?

- Not much!
- 30% respondents
- Computer scientists use them most
Do they do this often?

% respondents

Several times per week
At least once per week
At least once per month
< once per month

Key Perspectives Ltd
Compared with bibliographic databases...

- **OA search services**
  - Several times per week
  - At least once per week
  - At least once per month
  - < once per month

- **Bibliographic search services**
  - Several times per week
  - At least once per week
  - At least once per month
  - < once per month
Overall proportion of people using these

- ‘Traditional’ bibliographic services: 98%
- OA search services: 30%

Key Perspectives Ltd
Though this is hardly surprising...

- Total number of postprints in UK archives is certainly <10,000 and probably nearer 6,000-7,000
- Books and theses <2000
- When the content is there – and KNOWN to be there – researchers will use institutional repositories
Overall self-archiving activity level

Key Perspectives Ltd
Self-archiving activities of the 1296 respondents

- Carried out 1303 individual acts of self-archiving
- 631 individuals were involved (49% of total)
- Number of self-archiving acts per person is 2.1
- Average number of S-A acts is 1.01
## Time series data (i)

<table>
<thead>
<tr>
<th>Open access provision method</th>
<th>Earlier survey</th>
<th>Present survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preprint on personal web page</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>Postprint on personal web page</td>
<td>22</td>
<td>27</td>
</tr>
<tr>
<td>Preprint in departmental or institutional OA archive</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>Postprint in departmental or institutional OA archive</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
<td>Preprint in a centralised subject-based open archive</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Postprint in a centralised subject-based open archive</td>
<td>7</td>
<td>12</td>
</tr>
</tbody>
</table>

Key Perspectives Ltd
Time series data (ii)

Key Perspectives Ltd
Relationship between self-archiving activity and publishing activity

- Postprint on web page
- Postprint in IR
- Postprint in subject archive

Key Perspectives Ltd
Length of self-archiving experience

Key Perspectives Ltd
Awareness of self-archiving

- Of those who have **not** self-archived any articles:
  - 29% are aware of the possibility of providing open access this way
  - 71% are not
- Non-archivers = 51% of the population
- 31% of researchers are not aware of the possibility of self-archiving
Awareness of self-archiving by subject area

- Agriculture & food science
- Business & management
- Chemistry
- Computer sciences
- Earth & geographical sciences
- Engineering, materials sci, technology
- Humanities
- Law & politics
- Library & information science
- Life sciences
- Mathematics
- Medical sciences
- Physics
- Psychology
- Social sciences & education

Key Perspectives Ltd
How did they learn about self-archiving?

Key Perspectives Ltd
Positive reinforcement

- Providing ‘hit’ statistics
- Demonstrating the citation advantage
- Showing how to find citation counts
Ease of depositing an article

First deposition
- Very easy: 22%
- Easy: 32%
- Neither easy nor difficult: 20%
- Somewhat difficult: 16%
- Very difficult: 4%
- Article archived by someone else: 6%

Subsequent depositions
- Very easy: 44%
- Easy: 28%
- Neither easy nor difficult: 20%
- Somewhat difficult: 13%
- Very difficult: 1%
- Article archived by someone else: 6%

Key Perspectives Ltd
Time taken to deposit an article

First deposition

- Under an hour: 35%
- A few minutes: 29%
- 1-2 hours: 11%
- 3-4 hours: 7%
- More than a day: 7%
- Article archived by someone else: 6%

Subsequent depositions

- Under an hour: 29%
- A few minutes: 42%
- 1-2 hours: 19%
- 3-4 hours: 6%
- More than a day: 2%
- Article archived by someone else: 6%
More awarenesses (or lack of them)

- Only 10% of self-archivers know about the SHERPA/RoMEO publisher policies directory
- Less than 25% are aware of the UK House of Commons Select Committee recommendations
- Less than 25% are aware of the NIH proposals
Copyright

- Author: 35%
- Publisher: 37%
- Other (e.g. employer): 6%
- Don’t know: 22%
  - Permission required: 17%
  - Not required: 47%
  - Don’t know: 36%
- Permission sought: 16%
- Permission not sought: 84%
That mandating question....

- Whole population: 81% would comply willingly, 13% would comply reluctantly, 5% would not comply.
- Self-archivers: 81% would comply willingly, 13% would comply reluctantly, 5% would not comply.
- Non self-archivers: 81% would comply willingly, 13% would comply reluctantly, 5% would not comply.

Key Perspectives Ltd
However you look at it, it still says the same....
What to do about author awareness, then...

- Make them AWARE:
  - of the citation advantage of open access work
  - of the existence of IRs and what is in them
  - that THEY can self-archive too and reap the benefits (peers, word of mouth, statistics)
  - of the issues involved:
    - easy to do
    - doesn’t take long – just a few minutes, just a few keystrokes
    - copyright
  - of moves on the official requirement to self-archive
  - officially require them to self-archive!
Thank you for listening

aswan@keyperspectives.co.uk
Previous studies on Open Access

Funded by JISC and OSI: www.jisc.ac.uk/

- Authors and Open Access publishing:
  www.jisc.ac.uk/uploaded_documents/JISCOAReport1.pdf

- Model for a UK national eprints delivery system:
  www.jisc.ac.uk/uploaded_documents/ACF1E88.pdf

- All reports on OA, including articles published in journals:
  www.keyperspectives.co.uk/OpenAccessArchive/