



INVESTIGATING FACTORS AFFECTING THE ADOPTION OF OPEN ACCESS PUBLISHING BY LIBRARIANS AND LIBRARY USERS

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Abstract:

The main purpose of this study is to investigate the Factors Affecting the Adoption of Open Access Publishing by Librarians and Library Users. Open access (OA) refers to freely available, digital, online information. Open access scholarly literature is free of charge and often carries less restrictive copyright and licensing barriers than traditionally published works, for both the users and the authors. While OA is a newer form of scholarly publishing, many OA journals comply with well-established peer-review processes and maintain high publishing standards. Open access (OA) is a broad international movement that seeks to grant free and open online access to academic information, such as publications and data. A publication is defined 'open access' when there are no financial, legal or technical barriers to accessing it - that is to say when anyone can read, download, copy, distribute, print, search for and search within the information, or use it in education or in any other way within the legal agreements. Open access is a publishing model for scholarly communication that makes research information available to readers at no cost, as opposed to the traditional subscription model in which readers have access to scholarly information by paying a subscription (usually via libraries). One of the most important advantages of open access is that it increases the visibility and reuse of academic research results. There is also criticism, and the aspect of quality deserves extra effort. The principles of open access are set out in the Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities (2003). This declaration has been signed by many international organisations for academic research. The enabling Information and Communication Technologies (ICTs) as well as the frustrating journal prices have prompted the scholarly community to devise an alternative scholarly publishing system whose aim is to achieve a wider distribution of scholarly content without price or other copyright restrictions to end users. The emerging scholarly communication model is known as open access (OA).

Keywords; Factors, Adoption, Open Access, Librarians, Library Users etc.

INTRODUCTION:

Open access (OA) is a broad international movement that seeks to grant free and open online access to academic information, such as publications and data. A publication is defined 'open access' when there are no

financial, legal or technical barriers to accessing it - that is to say when anyone can read, download, copy, distribute, print, search for and search within the information, or use it in education or in any other way within the legal agreements. Open access is a publishing model for scholarly communication that makes research information available to readers at no cost, as opposed to the traditional subscription model in which readers have access to scholarly information by paying a subscription (usually via libraries). One of the most important advantages of open access is that it increases the visibility and reuse of academic research results. There is also criticism, and the aspect of quality deserves extra effort. The principles of open access are set out in the Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities (2003). This declaration has been signed by many international organisation for academic research.

Green OA publishing refers to the self-archiving of published or pre-publication works for free public use. Authors provide access to preprints or post-prints (with publisher permission) in an institutional. Gold OA publishing refers to works published in an open access journal and accessed via the journal or publisher's website. Hybrid OA offer authors the option of making their articles open access, for a fee. Journals that offer hybrid OA are still fundamentally subscription journals with an open access option for individual articles. They are not true open access journals, despite publishers' use of the term "gold open access" to describe this arrangement, and the Cornell Open-Access Publication Fund does not support open access fees to hybrid journals. Diamond OA publishing describes journals that are completely free to publish and to read. The cost of maintaining and publishing the journal is usually borne by the organization that sponsors the journal. Diamond OA status has no impact on the journal's peer review process. By making articles completely free to both publish and to read, Diamond OA best approaches the goals of democratizing widely distributing academic scholarship. Bronze OA publishing describes articles that are free to read on a publisher's homepage, but without clarity on the specific licenses covering an article. Bronze OA articles may be free to read due to a temporary publisher marketing campaign.

Why is Open Access Important?

Published research results and ideas are the foundation for future progress. Open Access publishing leads to wider dissemination of information and increased efficiency in any research area, by providing:

- **Open Access to Ideas:** Whether you are a patient seeking health information, an educator wishing to enliven a lesson plan, or a researcher looking to formulate a hypothesis, making papers freely available online provides you with the most current peer-reviewed information and discoveries.
- **Open Access to The Broadest Audience:** As a researcher, publishing in an open access journal allows anyone with an interest in your work to read it - and that translates into increased usage and impact.

Scholarly communication, the process through which scholars exchange information with each other is an important process in fostering the growth of science and technology. It is acknowledged that scholars used to communicate informally to distribute their research findings amongst each other until 1665 when the first journal known as "Philosophical Transactions of the Royal of London" was launched. From its onset, the core value of

scholarly communication has been sharing of knowledge without price and copyright restrictions. However, the joining and dominance of commercial publishers in journal publication as well as distribution after World War II resulted into limitations to scholarly content access. The interest of commercial publishers has been on reaping prices from journal sales rather than facilitating knowledge sharing for further growth of science and technology. Until recently, over 2.5 million of articles published annually appeared in subscription-based journals making it impossible for researchers with financial limitation to gain access to such information, the exorbitant journal prices imposed by commercial publishers have forced academic institutions and libraries to reduce journal subscriptions. This resulted into access limitations as scientists may not get most of the literature deemed necessary in their scholarly work. Compared to scholars from well-endowed countries, those from the developing countries are severely affected due to the widespread poverty in the latter nations.

The enabling Information and Communication Technologies (ICTs) as well as the frustrating journal prices have prompted the scholarly community to devise an alternative scholarly publishing system whose aim is to achieve a wider distribution of scholarly content without price or other copyright restrictions to end users. The emerging scholarly communication model is known as open access (OA). The Berlin Declaration of Open Access (2003), defines open access as a mode of scholarly communication through which the “author(s) and right holder(s) of scholarly work grant(s) to all users a free, irrevocable, worldwide right of access to, and a license to copy, use, distribute, transmit, and display the work publicly in any digital medium for any responsible purpose, subject to proper attribution of authorship”. According to this definition, a complete version of the work and all supplemental materials, including a copy of the permission to use should be deposited in at least one online repository using suitable technical standards to enable open access to such works. This form of scholarly communication is achieved through two main channels: Open Access Journals (OAJ) for electronic refereed journals and self-archiving. Unlike the business publishing model, in open access publishing, the end user is not charged to access scholarly content. Instead, various funding strategies such as direct author fees, institutional membership to sponsor all or part of author fees, funding agency payment of author fees, grants to open access publishers and institutional subsidies are used to cover the costs for publication and distribution of OA content for free access by the end user. Contrary to the business mode of scholarly publishing that increases the information access gap between developed and developing countries, open access provides the visibility and accessibility to research output without restrictions. Despite the promising potential for open access to improve scholarly communication, this mode of publishing is not yet wide spread in developing countries when compared to developed countries.

OBJECTIVE OF THE STUDY;

The main purpose of this study is to investigate the Factors Affecting the Adoption of Open Access Publishing by Librarians and Library Users.

RESEARCH METHODOLOGY:

This paper is purely based on secondary sources of data such as websites, journals, articles, books and other sources.

FACTORS AFFECTING THE ADOPTION OF OPEN ACCESS PUBLISHING BY LIBRARIANS AND LIBRARY USERS:

Free access: Free access for readers undoubtedly serves as an enticing point in the promotion of open access publications. In a 2004 study, three-quarters of the surveyed authors reported free access as the "strongest characteristic associated with open access journals" [3]. Similarly, in 2004 it was found that 90% of the authors surveyed acknowledged having chosen to publish in open access journals on the basis of free access [4]. Individual proponents of the open access movement have argued that open access grants accessibility to institutions and individuals with limited resources, as well as encourages the sharing of original research on an international level. Lawrence Lessig, a vocal proponent of the open access movement, argues that the real objective of open access is not to undermine traditional publishers, but rather aid in the distribution of a work "as widely as possible around the world".

Publication Quality: Open access publications continue to face criticism regarding quality and prestige when compared to more traditional and established journals. Author perception of publication quality appears to be based on various factors including the peer review process and the reported impact factor of a journal.

The JISC/OSI report found that while many non-OA and OA authors are aware of the perception that the peer review quality of open access is lower, the OA author responses supported previous reports that the peer review process within open access journals has been quite similar to that of traditional publications. In addition, it seems that most authors continue to stress the importance of retaining peer review in order to maintain the quality of all publications.

The impact of individual publications has and continues to be a heavily relied upon indicator of journal quality. Whether based on a perception of or on the official Impact Factor, it is important to many authors and often attributed to career success to publish in high impact journals. As with perceived peer-review quality, impact factor has been cited as a disincentive in regards to open access publishing. Individual impact or the quantity of citations per individual work is also of interest to authors. However, recent studies have shown that articles in open access journals may have increased visibility and in turn a higher rate of citation compared to non-OA peer articles [4].

Speed:

The amount of time between acceptance of an article and its publication is often listed as important in the consideration process. This is particularly true for those in more competitive research areas such as the sciences [5]. OA authors have reported that in their experience, open access publications are "faster" compared to traditional publications [4].

Cost:

One controversial outcome of the open access movement has been a heavy reliance on an author pays model. Within this business model, authors are charged per accepted publication in order to subsidize journal costs traditionally supported by subscription fees. Evidence has shown that many authors are in opposition to these fees and have reported that they are not prepared to pay for open access publishing [3]. Some have vocalized concern for the ability of authors to cover these costs, while others argue that it is a matter of author willingness to reallocate research funds [6, 7]. Nicholas & Rowlands note that the author pays model may be misinterpreted by some who are not aware that most funding sources will cover publication costs such as page charges and author fees [3]. The significance of author fees as a discouraging factor may be influenced by complex factors including the author's field, tenure, and availability of external funding such as grants. In a comment based on recent reports on the effects of open access publishing, a UNC-Chapel Hill tenured faculty member in the biological sciences observed that "for the price of a set of old-fashioned reprints, an author can make an article open access, be virtually assured of a larger readership, and have a high probability of increased citations levels" [7].

Copyright:

At the 2005 UNC-Chapel Hill Scholarly Communications Convocation [8], the director of the UNC-Chapel Hill Law Library, Laura Gassaway, argued that benefits of faculty copyright retention extend to "individual authors, other faculty, the institution and the research community" [9]. While explicitly required in the BOAI [1] definition of open access, copyright retention does not consistently appear as a motivating factor for OA publishing. In a 1999 survey of authors, Swan reported that although more individuals were interested in retaining the copyright on their works, this feeling was less prevalent in the sciences than the arts [5]. Another more recent survey showed that in general authors do not value the opportunity to retain copyright or request reproduction permission from publishers [2].

CONCLUSION:

Open access (OA) is a set of principles and a range of practices through which research outputs are distributed online, free of access charges or other barriers. With open access strictly defined or libre open access, barriers to copying or reuse are also reduced or removed by applying an open license for copyright. The main focus of the open access movement is "peer reviewed research literature". Historically, this has centered mainly on print-based academic journals. Whereas non-open access journals cover publishing costs through access tolls such as subscriptions, site licenses or pay-per-view charges, open-access journals are characterized by funding models which do not require the reader to pay to read the journal's contents, relying instead on author fees or on public funding, subsidies and sponsorships. Open access can be applied to all forms of published research output, including peer-reviewed and non-peer-reviewed academic journal articles, conference papers, theses, book chapters, monographs, research reports and images.

Since the revenue of most open access journals is earned from publication fees charged to the authors, OA publishers are motivated to increase their profits by accepting low-quality papers and by not performing thorough

peer review. On the other hand, the prices for OA publications in the most prestigious journals have exceeded 5,000 US\$ per article, making such publishing model unaffordable to a large number of researchers. This increase in publishing cost has been called the "Open-Access Sequel to the Serials Crisis"

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