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# Understanding Open Access

*The researcher's perspective*

Elaine Devine (Senior Communications Manager),  
Taylor & Francis

[www.tandfonline.com/page/openaccess](http://www.tandfonline.com/page/openaccess)

 **Routledge**  
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# Overview



- What is OA?
- Who is publishing OA?
- OA at Taylor & Francis
- Why go OA?
- Expanding the reach of OA research



# Who are we?



## Taylor & Francis...

Publisher of **scholarly journals since 1798.**

Publish across **Science, Social Sciences, Humanities, Technology, Arts and Medicine.**

Work in **partnership** with learned societies and universities.

**Global** publisher with offices in Beijing, Singapore, Tokyo, Oxford, Philadelphia and Melbourne (plus more).

Offers **choice** in routes to publish: books or journals, subscription or Open Access.

Partner with innovators to **improve the publishing experience.**





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# WHAT IS OA?





1. Making content freely available online to read

**Meaning your article can be read by anyone, anywhere**

(so long as they have an internet connection)



2. Making content reusable by third parties with little or no restrictions

N.B. Creative Commons licences often used to facilitate reuse

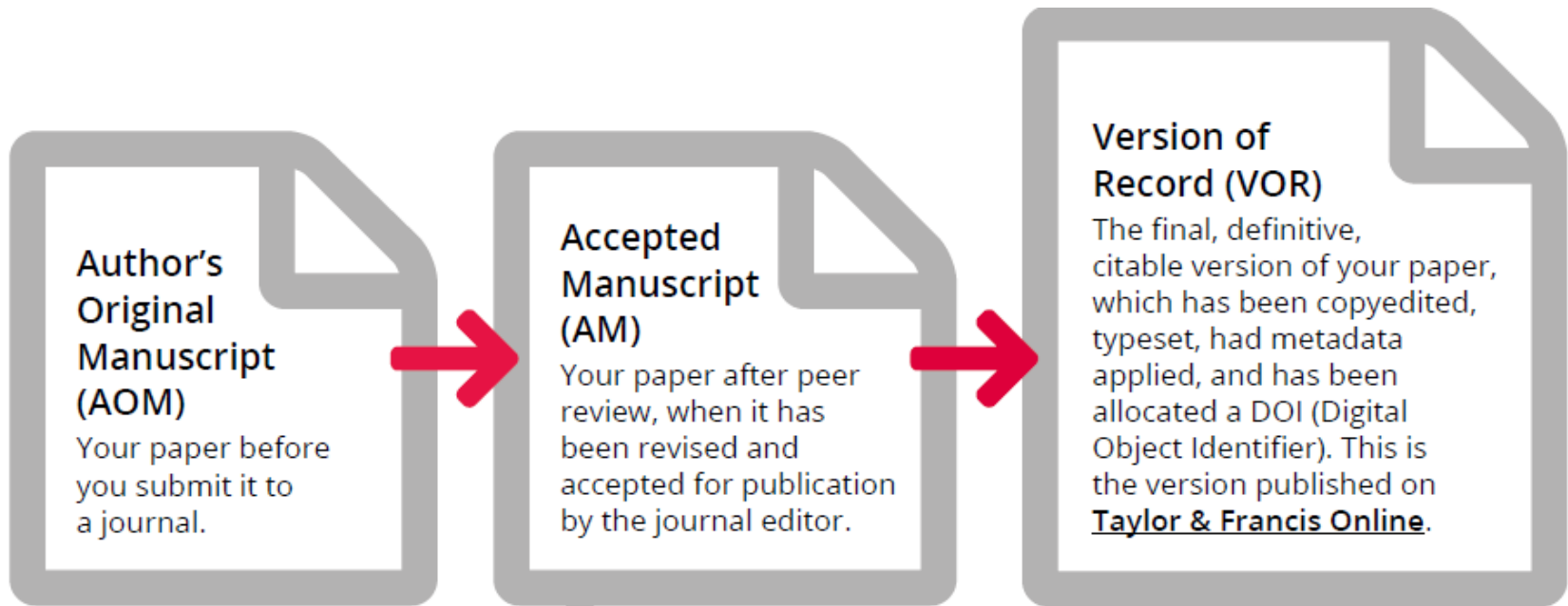
[www.tandfonline.com/page/openaccess](http://www.tandfonline.com/page/openaccess)







# Understanding article versions



Green OA



Gold OA





## Gold Open Access

- **Publication of the final article (Version of Record)**
- Article is made freely available online (often but not always after payment of an article publishing charge (APC))

## Green Open Access

- **Archiving / deposit of an (earlier version of an) article** in a repository





# Accepted Manuscript



## **Guest Editorial**

### **Introduction to OAWAL: Open Access workflows for Academic Librarians**

#### **Jill Emery**

Collection Development Librarian

Portland State University

jemery@pdx.edu

#### **Graham Stone**

**ABSTRACT:** This editorial provides an introduction to OAWAL: Open Access Workflows for Academic Librarians. The intention for this crowdsourcing project is outlined along with the major topics of discussion. In conclusion, the editorial outlines next steps and future plans of the authors for the OAWAL project.

**Keywords:** Open Access publishing, advocacy, library as publisher, Open Access standards

OAWAL: Open Access workflows for Academic Librarians (Emery and Stone, 2014) grew out of recognition that Open Access publishing is not a trend or a fad but an ongoing model of content publication that librarians will be managing increasingly over the advent of the 21<sup>st</sup> century. The intention is to make OAWAL an openly accessible wiki/blog site for librarians working on the management of Open Access workflow within their given institutions. The website is currently constructed to be a base that librarians can build on to create context sensitive workflows. To this end, OAWAL is agnostic regarding the route to Open Access; it describes and discusses multiple business models for Open Access publishing and it does not promote any one given model or business plan. The six draft sections are the beginning



# Green OA



## Guest Editorial

### Introduction to OAWAL: Open Access workflows for Academic Librarians

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Collection Development Librarian

Portland State University

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#### GENERAL INFORMATION

About  
FAQ  
Contact Us

#### LINKS

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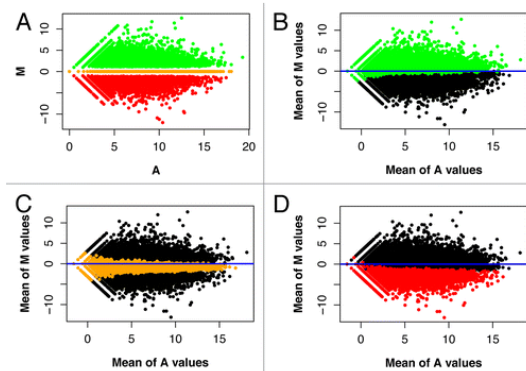
The screenshot shows a web browser window displaying the Scholarly Commons website. The address bar shows the URL: [http://repository.upenn.edu/neuroethics\\_pubs/](http://repository.upenn.edu/neuroethics_pubs/). The page title is "SCHOLARLYCOMMONS". The navigation menu includes "Scholarly Commons Home", "About", "Help", "My Account", "Penn Libraries", and "Contact Us". The main content area is titled "NEUROETHICS PUBLICATIONS" and contains a detailed abstract and a list of papers from 2015. The list includes three papers with PDF icons and titles: "Social Influence and the Brain: Persuasion, Susceptibility to Influence and Retransmission" by Christopher N. Cascio, Christin Scholz, and Emily B. Falk; "Ethics of Genetic and Biomarker Test Disclosures in Neurodegenerative Disease Prevention Trials" by Scott Y. H Kim, Jason Karlawish, and Benjamin E. Berkman; and "Neural Correlates of Post-Conventional Moral Reasoning: A Voxel-Based Morphometry Study" by Kristin Prehn, Marc Korczykowski, Hengyi Rao, Zhuo Fang, John A. Detre, and Diana C. Robertson.



# Your final published article: the **Version of Record**



Figure 1. MA-plots of a simulated data set. This figure corresponds to a simulated data set from simulation type 1 of Table 1. Panel (A) shows MA-plot of gene expression values (simulated from Step I of the simulation algorithm) with green dots for upregulated genes, orange dots for non-DE genes and red dots for downregulated genes. Panels (B), (C), and (D) show the same MA-plot of means of observed values (simulated from Step II of the simulation algorithm) with black dots for all genes and, respectively, green dots for upregulated genes in (B), orange dots for non-DE genes in (C) and red dots for downregulated genes in (D).



PowerPoint slide

Original jpg (240.00KB)

Display full size

The full R program of these simulations is provided on a supplementary file (see Supplementary Materials) with parameters from simulation type 1. These parameters can obviously be changed in order to simulate different biological conditions.

## References

1. Wang Z, Gerstein M, Snyder M. RNA-Seq: a revolutionary tool for transcriptomics. *Nat Rev Genet* 2009; 10:57 - 63; <http://dx.doi.org/10.1038/nrg2484>; PMID: 19015660 [[CrossRef](#)], [[PubMed](#)], [[Web of Science](#)]
2. Bullard JH, Purdom E, Hansen KD, Dudoit S. Evaluation of statistical methods for normalization and differential expression in mRNA-Seq experiments. *BMC Bioinformatics* 2010; 11:94; <http://dx.doi.org/10.1186/1471-2105-11-94>; PMID: 20167110 [[CrossRef](#)], [[PubMed](#)], [[Web of Science](#)]
3. Mortazavi A, Williams BA, McCue K, Schaeffer L, Wold B. Mapping and quantifying mammalian transcriptomes by RNA-Seq. *Nat Methods* 2008; 5:621 - 8; <http://dx.doi.org/10.1038/nmeth.1226>; PMID: 18516045 [[CrossRef](#)], [[PubMed](#)], [[Web of Science](#)]
4. Oshlack A, Wakefield MJ. Transcript length bias in RNA-seq data confounds systems biology. *Biol Direct* 2009; 4:14; <http://dx.doi.org/10.1186/1745-6150-4-14>; PMID: 19371405 [[CrossRef](#)], [[PubMed](#)], [[Web of Science](#)]
5. Zenoni S, Ferrarini A, Giacomelli E, Xumerle L, Fasoli M, Malerba G, . Characterization of transcriptional complexity during berry development in *Vitis vinifera* using RNA-Seq. *Plant Physiol* 2010; 152:1787 - 95; <http://dx.doi.org/10.1104/pp.109.149716>; PMID: 20118272 [[CrossRef](#)], [[PubMed](#)], [[Web of Science](#)]
6. Tarazona S, García-Alcalde F, Dopazo J, Ferrer A, Conesa A. Differential expression in RNA-seq: a matter of depth. *Genome Res* 2011; 21:2213 - 23; <http://dx.doi.org/10.1101/gr.124321.111>; PMID: 21903743 [[CrossRef](#)], [[PubMed](#)], [[Web of Science](#)]

→ Discoverability  
→ Usability  
→ Connectivity





# OA and reuse

## (Creative Commons licenses)

- 6 licences, all geared towards reuse, from least (CC BY) to most (CC BY-NC-ND) restrictive
- Two elements to our OA publishing agreements at Taylor & Francis

CC license choice dictates how others can reuse the article

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This is a license agreement under which you, the author, grant copyright in your article, and grant  
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AUTHOR(S): \_\_\_\_\_ ('Journal')  
JOURNAL TITLE: \_\_\_\_\_ ('Journal')

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# OA and reuse

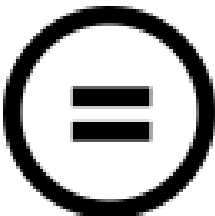
Taylor & Francis: **3** of the 6 Creative Commons licences for Gold OA publication



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# WHO IS PUBLISHING OA?



## Open Access: 2016's most popular research

We've been crunching the numbers to reveal the ten most downloaded open access (OA) articles published in 2016. Read on to discover what new research has been most read across our [Open](#) and [Open Select](#) journals in the last year.

Interested in what media, blogs, and social media mentions each article has received? Just hover over or click on the 'donut' to reveal each article's Altmetric attention score.

*Including*

Organisational performance

Sun exposure

Art therapy

Nuclear power

Reproductive health care

Early years' language development

Chronic fatigue syndrome







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FATIGUE BIOMEDICINE, HEALTH & BEHAVIOR Journal  
Fatigue: Biomedicine, Health & Behavior > Volume 4, 2016 - Issue 2

Enter keywords, authors, DOI etc. This Journal

7094 Views  
0 CrossRef citations  
89 Altmetric

Editorial Open access

## The biological challenge of myalgic encephalomyelitis/chronic fatigue syndrome: a solvable problem

Jonathan C.W. Edwards, Simon McGrath, Adrian Baldwin, Mark Livingstone & Andrew Kewley  
Pages 63-69 | Published online: 28 Apr 2016

Download citation <http://dx.doi.org/10.1080/21641846.2016.1160598> Check for updates

Citations Metrics Licencing PDF



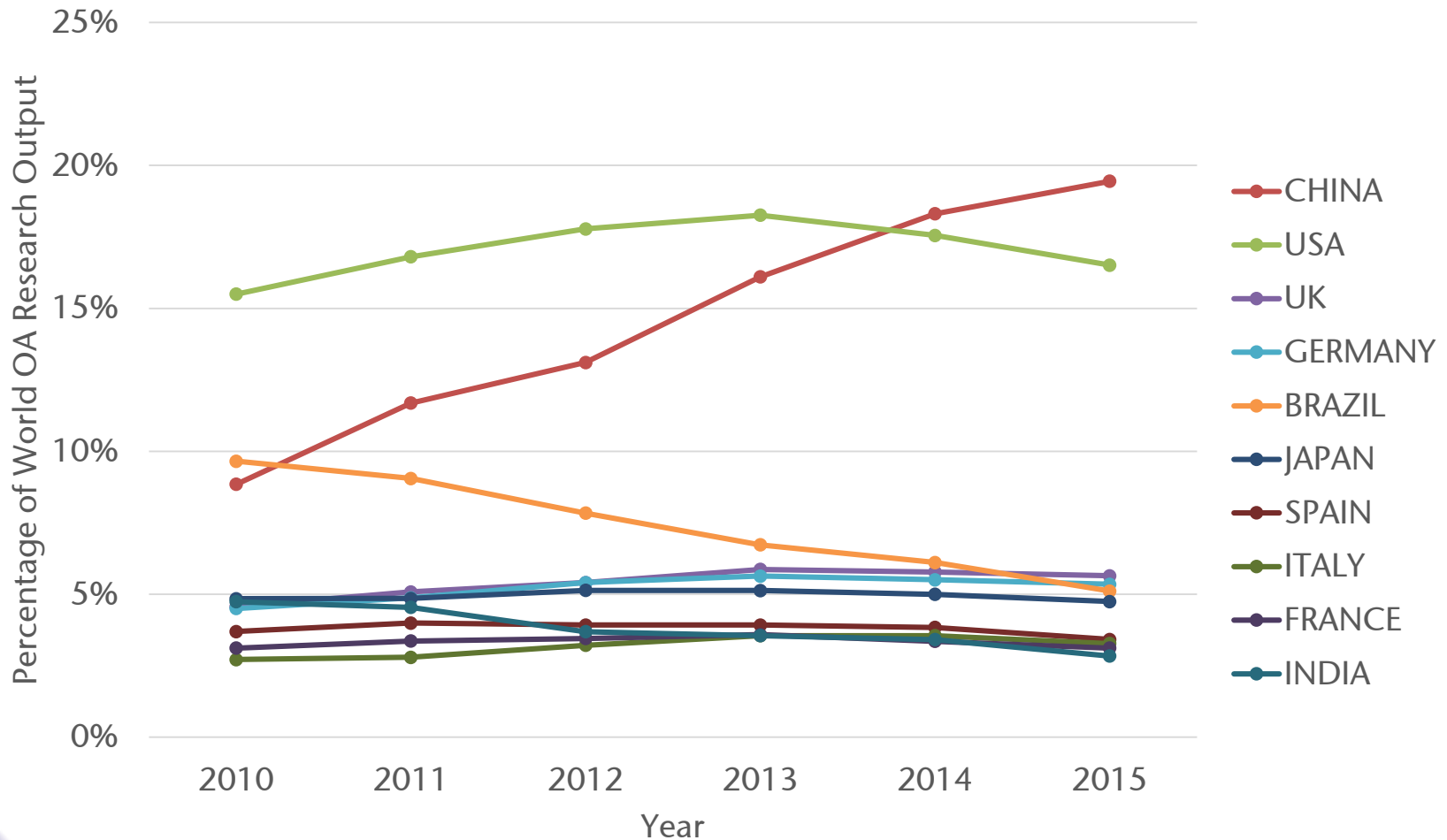
*“The popularity ... clearly reflected not just the interest from the patient community, but also interest from academics who were aware of the collaborative spirit of the review”*

**Jonathan Edwards**, Professor Emeritus,  
University College London



# Top 10 countries publishing OA research

Source: Web of Science

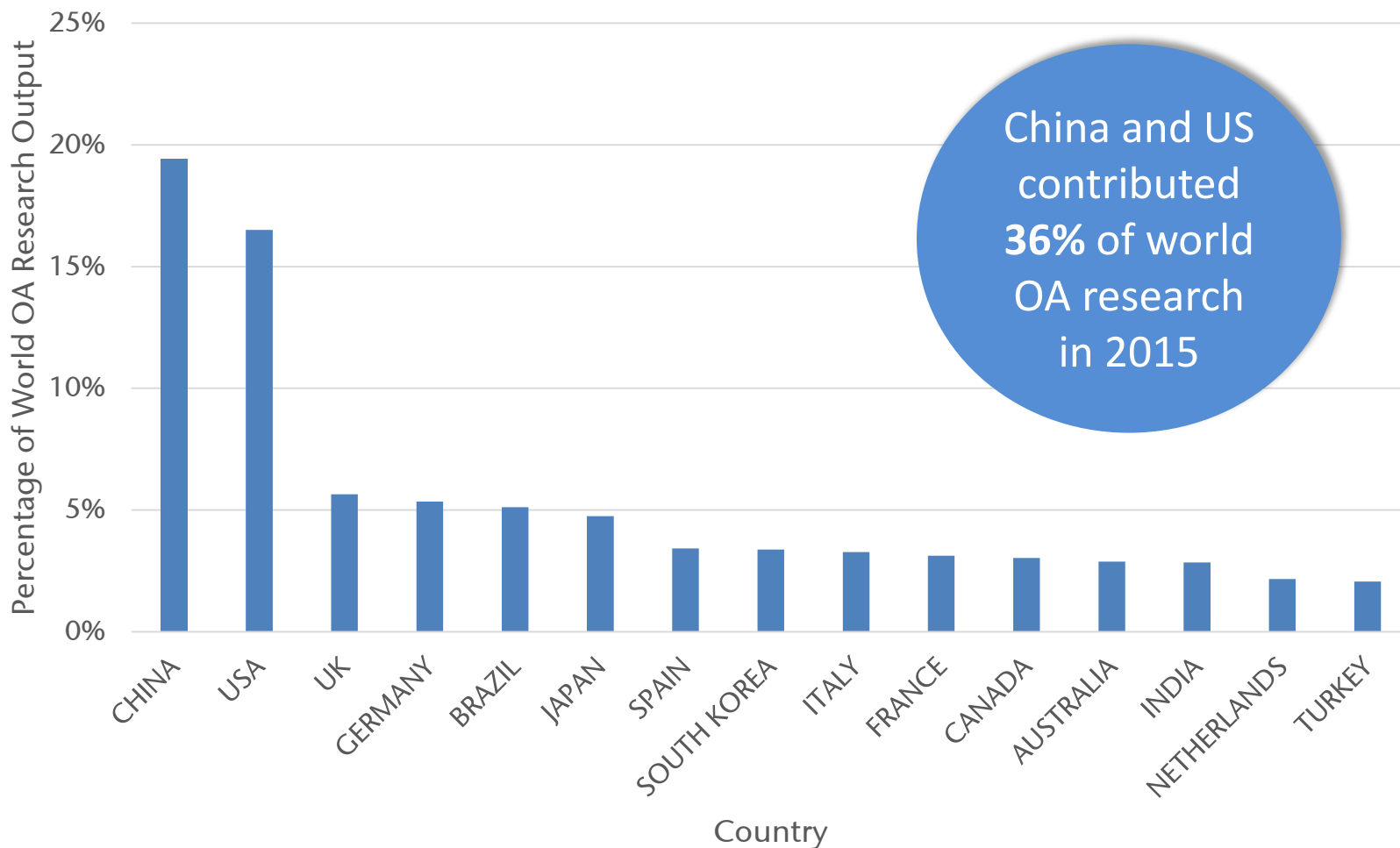


Data source: Thomson Reuters Web of Science (2015)



# OA research output 2015

Source: Web of Science





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 Journal **Art Therapy** >  
Journal of the American Art Therapy Association  
Volume 33, 2016 - Issue 2

Enter keywords, authors, DOI etc. [This Journal](#)

7036 Views  Open access

0 CrossRef citations

490 Altmetric

Articles

## Reduction of Cortisol Levels and Participants' Responses Following Art Making

Girija Kaimal, Kendra Ray & Juan Muniz  
Pages 74-80 | Published online: 23 May 2016

[Download citation](#) <http://dx.doi.org/10.1080/07421656.2016.1166832> [Check for updates](#)



*“I am a tenure-track faculty member who needs to demonstrate impact ... Making the article open access allowed it to be accessed by more readers, and in turn demonstrate greater impact.”*

**Girija Kaimal**, Assistant Professor,  
Department of Creative Arts  
Therapies, Drexel University





# OA @ TAYLOR & FRANCIS

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# Our OA philosophy

1. Author **choice**
2. Community **collaboration and consultation**
3. **Commitment** to offering the best in OA publishing

DOAJ

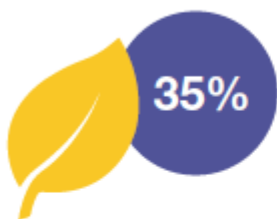
CASPA

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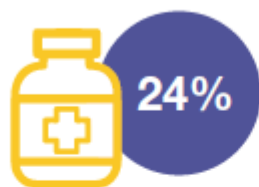




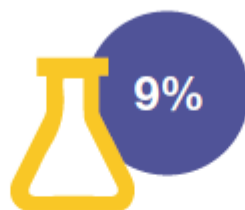
## In 2016, Taylor & Francis published OA articles in:



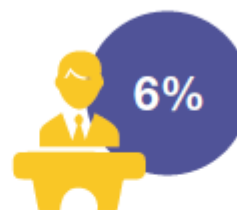
Biological,  
Environmental  
and Earth



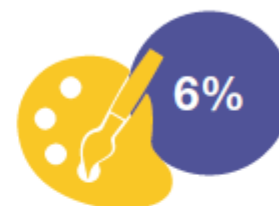
Medicine and  
Health Science



Physical Science  
& Maths



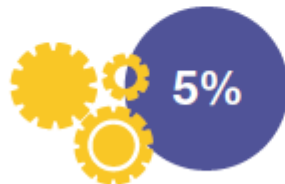
Politics, Sport,  
Planning & Area  
Studies



Arts &  
Humanities



Business,  
Economics &  
Sociology



Engineering, IT &  
Applied Science



Allied and  
Public Health



Education



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Science and  
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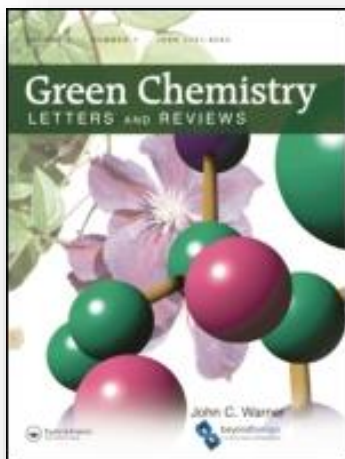


# Our OA options



## Taylor & Francis **Open**

Full open access journals offering authors a choice of licences (150+ journals)



**Gold OA:** final article (VoR) made OA in a journal where *every* article is OA

Article publishing charges from €0 to €1,650

Your final published article (the Version of Record) can be deposited on publication *without* embargo

[www.tandfonline.com/page/openaccess](http://www.tandfonline.com/page/openaccess)





# Our OA options



## Taylor & Francis **Open Select**

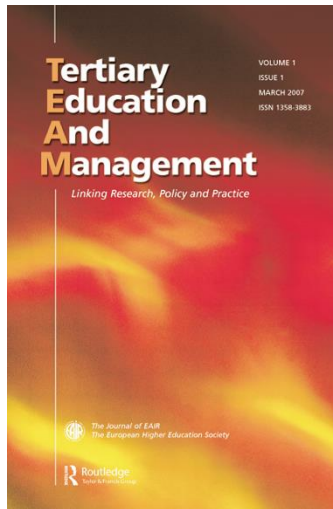
Open access option for authors of accepted articles in **hybrid** journals (2300+ journals)

**Gold OA:** final article made OA in a hybrid journal.  
Standard APC is €2,150.

OR

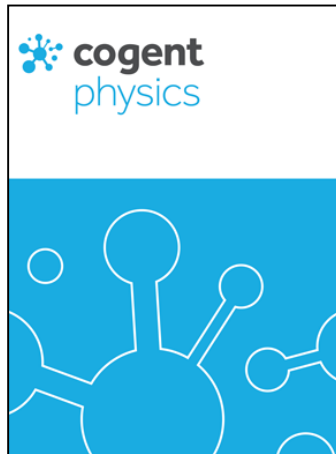
### **Green OA option:**

- No embargo on Author's Original Manuscript
- No embargo on Accepted Manuscript (AM) posting to a personal website
- 12 month embargo (S&T), 18 months (SSAH) if posting to repository or academic social network (e.g. Mendeley)
- Zero embargo on LIS and Heritage titles





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# WHY GO OA?





*“Open access gives other scholars and students at all educational levels immediate access to your work. **It is a form of publication that is totally inclusive** ... I like the idea that there might be people in sub-Saharan Africa reading my work, in addition to well-known scholars in the ivory towers of the world’s elite universities. Open access is such a democratising form of publication that, whenever institutional resources allow, I like to pursue it.”*

Costas Karageorghis,

*‘Music in the exercise domain: a review and synthesis (Part I)’*





# 4 reasons to publish OA

1. Increased **discoverability**: anyone can read (and cite) your work.
2. Reaching **beyond academia**: it can be easily accessed by people outside your research field, and outside the scholarly community (particularly practitioners).
3. **Highlighting your work**: you can share and post your final published article (the Version of Record) anywhere.
4. **Ownership**: You retain the copyright to your work.



# thinkchecksubmit.org



- A publishing industry initiative which aims to help researchers make informed choices



- Provides a toolkit to assess whether the journal a researcher is planning to submit to is appropriate for their work, and is also a respected, reputable journal





# OA and APCs



## Article publishing charge (APC)

1. Applies to those publishing Gold OA.
2. Can be paid by an author, their funder or institution.
3. Paid on acceptance (after peer review).
4. Supports the distribution, visibility and preservation of your research.



# Finding funding to **publish OA**



*Some options:*

1. Your national or international funding body  
(may allow for research grants to be used for APCs )

→ [authorservices.taylorandfrancis.com/  
open-access-funderpolicies-and-mandates](https://authorservices.taylorandfrancis.com/open-access-funderpolicies-and-mandates)

2. Your institution which may have a central fund for OA

3. Offers are also available on individual Open and Open Select journals throughout the year.

→ **Check the journal home page on Taylor & Francis Online**





# Expanding the reach of your (OA) research



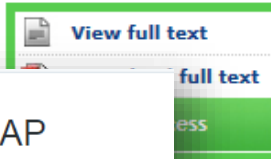


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## The Impact of Participation in the Advanced Placement Program on Students' College Admissions Test Scores

DOI: 10.1080/00220671.2014.917253

Russell T. Warne, David L. ...  
Odasso  
pages 400-411  
Publishing m



**Russell Warne** @Russwarne · May 27

Important new study shows that AP classes don't help students unless they take the AP test:  
[tandfonline.com/doi/pdf/10.1080/00220671.2014.917253](http://tandfonline.com/doi/pdf/10.1080/00220671.2014.917253) #edchat #gtchat

RETWEETS 5 FAVORITES 3



### Advanced Placement Classes Under Scrutiny

The Advanced Placement (AP) program is extremely popular. This infographic summarizes a recent study on the AP program published in The Journal of Educational Research.

Each year over 2 million high school students take more than 4 million AP tests hoping to get college credit for high school work. There are 34 different AP tests offered by the College Board.

#### Most popular tests

- English Language & Composition
- United States History
- English Literature & Composition
- Calculus AB
- U.S. Government & Politics

Source: College Board. Retrieved from <http://research.collegeboard.org/programs/ap/article/participation-2014>

Researchers at Utah Valley University investigated the impact of the AP program on students' college admissions test scores.

### 70+ Confounding variables that the researchers controlled.

Sample size: **90,000+**

For more information

- Read the Study
- Email the Authors
- Watch the Video

[rwarne@uvu.edu](mailto:rwarne@uvu.edu)  
<http://bit.ly/APtestStudy> <http://bit.ly/APtestVid>

## THE CONVERSATION

Academic rigour, journalistic flair

Arts + Culture Business + Economy **Education** Environment + Energy Health + Medicine Politics + Society Science + Technology

# Pushing students to take Advanced Placement courses does not help anyone

August 4, 2015 11.19am BST



# Tools for Taylor & Francis authors, Part 1



*On submission*

1. Supplemental material: data sets, videos, images...



2. Connecting you with all your research outputs



# Tools for Taylor & Francis authors, Part 2



*On publication*

1. Altmetric data to assess engagement with your research.



Altmetric

2. Kudos helps authors explain, enrich and share links to their published research.



*And for readers:*

*Colwiz and Google Translate on published articles*



# Raising the **profile** of research



1. Online OA hub
2. Online article collections
3. Media campaigns
4. Blog posts
5. E-newsletters
6. Conferences
7. Social media

The screenshot displays the Taylor & Francis Newsroom interface. At the top, it says 'Taylor & Francis Group an informa business'. Below this, there's a navigation bar with 'Home > T&F Newsroom' and 'Taylor & Francis Newsroom'. The main content area is titled 'Behavioural Science' and includes a 'Welcome to the Routledge Behavioural Science open access collection.' section. A sidebar on the left lists 'Latest News' with three items: 'Teacherbot: Can robots do it better?', 'Arizona: "One of nature's best natural laboratories for..."', and 'PartySmart: Could the infamous "hangover" become ext...'. A navigation bar at the bottom of the newsroom section includes 'AUTHORSERVICES' and social media icons for Facebook, Twitter, and YouTube. Below this, a breadcrumb trail shows 'Insights > You are here'. The main article is titled 'OA research stories: Dr. Daniel Cameron' and features a quote: 'Publishing evidence-based treatment guideline for Lyme disease has been incredibly important to doctors and their patients'. A portrait of Dr. Daniel Cameron is shown. The article text discusses the impact of publishing treatment guidelines in Open Access (OA) on their use by physicians. It mentions a specific research story by Dr. Daniel Cameron on Lyme disease, published in *Expert Review of Anti-infective Therapy*. The article was published in July 2014 and has 116,391 downloads and an Altmetric score of 112\* (top 5% of all research outputs on Altmetric).



# What authors can do...



**Consider recording a video abstract**



**Ask** for a banner for your email signature



**Use** social media





# Maximising your article's impact



- **Post updates** and link to your article.
- Add a summary and link to your article on your **department website**.
- Speak to your institution or publisher's **press office**.
- Contribute to **blogs**.
- Use **social media**.
- Talk about it at **conferences**: share copies of your paper.





# More resources



[authorservices.taylorandfrancis.com](http://authorservices.taylorandfrancis.com)





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**Thank you & questions**

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