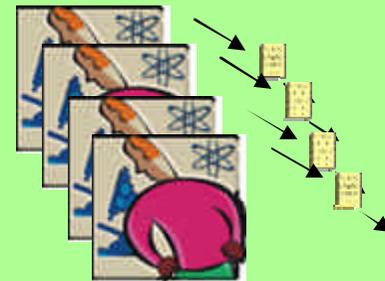


# Dual open-access strategy

**Gold:** Publish your articles in an open-access journal whenever a suitable one exists today (currently 1000, <5%)

and

**Green:** Publish the rest of your articles in the toll-access journal of your choice (currently 23,000, >95%) and self-archive them in your institutional open-access eprint archives.



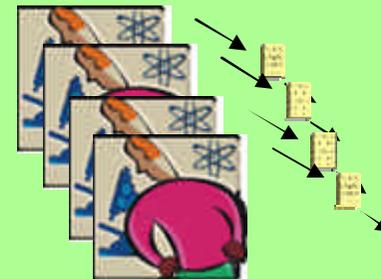
# The two open-access strategies: **Gold** and **Green**

## Open-Access Publishing (OAPub) (BOAI-2)

1. Create or Convert 23,000 open-access journals (1000 exist currently)
2. Find funding support for open-access publication costs (\$500-\$1500+)
3. Persuade the authors of the annual 2,500,000 articles to publish in new open-access journals instead of the existing toll-access journals

## Open-Access Self-Archiving (OAarch) (BOAI-1)

1. Persuade the authors of the annual 2,500,000 articles they publish in the existing toll-access journals to also self-archive them in their institutional open-access archives.



# Four reasons for research impact

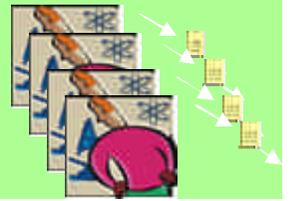
(shared by researcher and institution but not by researcher and discipline)

1. Contributions to Knowledge
2. Employment, Salary, Promotion, Tenure, Prizes
3. Research Funding, Resourcing
4. Institutional Overheads, Prestige (attracting teachers, students, researchers, industrial collaboration)

Don't conflate the different forms of  
institutional archiving:

**Only the 5th is relevant here**

1. Institutional digital collection management
2. Institutional digital preservation
3. Institutional digital courseware
4. Institutional digital publishing
5. **Institutional self-archiving of refereed research output**



# Would-be peer review reformers, please remember:

- The pressing problem is to free peer-reviewed research access and impact from tolls:
- not from peer review!
  
- If you have a peer-review reform hypothesis,
- please take it elsewhere,
- and test it,
- and then let us all know how it comes out...
  
- Meanwhile,
- please let us free peer-reviewed research
- such as it is!

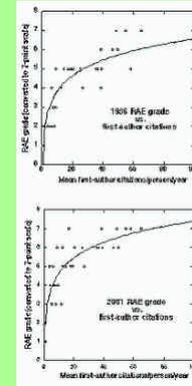
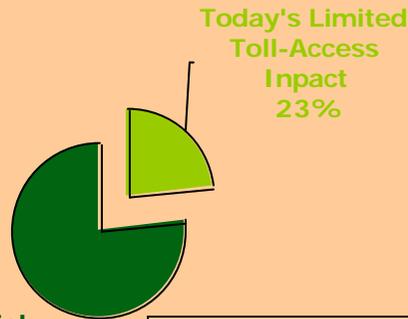
# Quo usque tandem patientia nostra...?

*How long will we go on letting our cumulative daily/monthly/yearly research-impact losses grow,*

*now that the online medium has made it all preventable?*



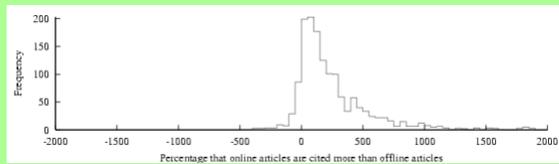
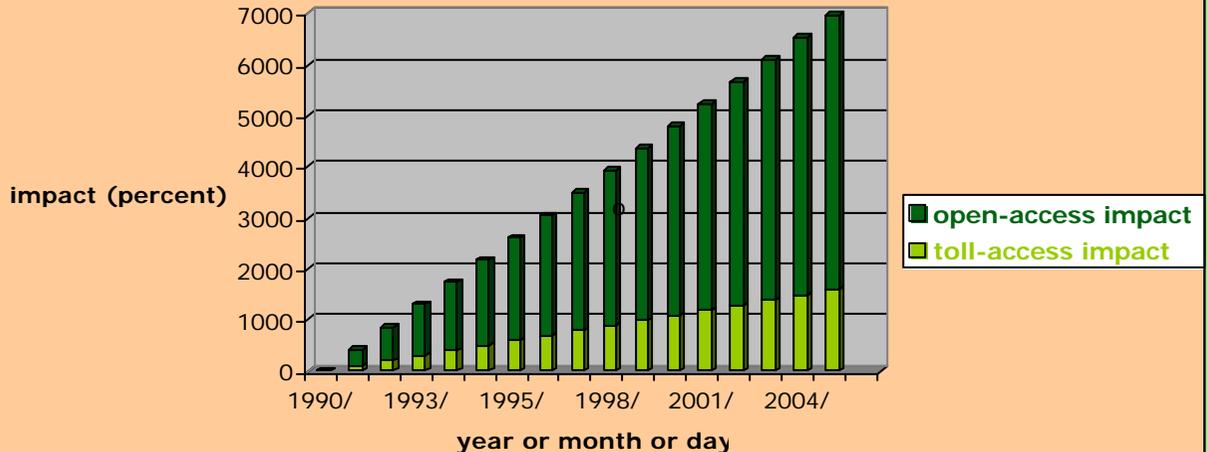
What we stand to gain:



.91 correlation with UK research ranking and funding

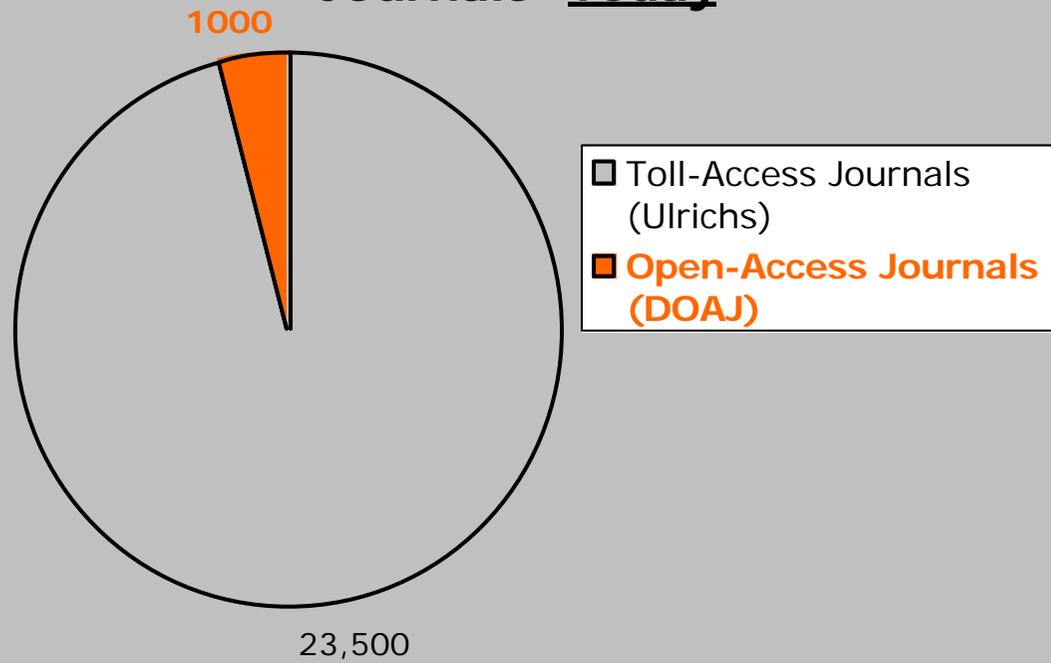
Lost Potential Open-Access Impact 77%

## Yearly/Monthly/Daily Impact Loss

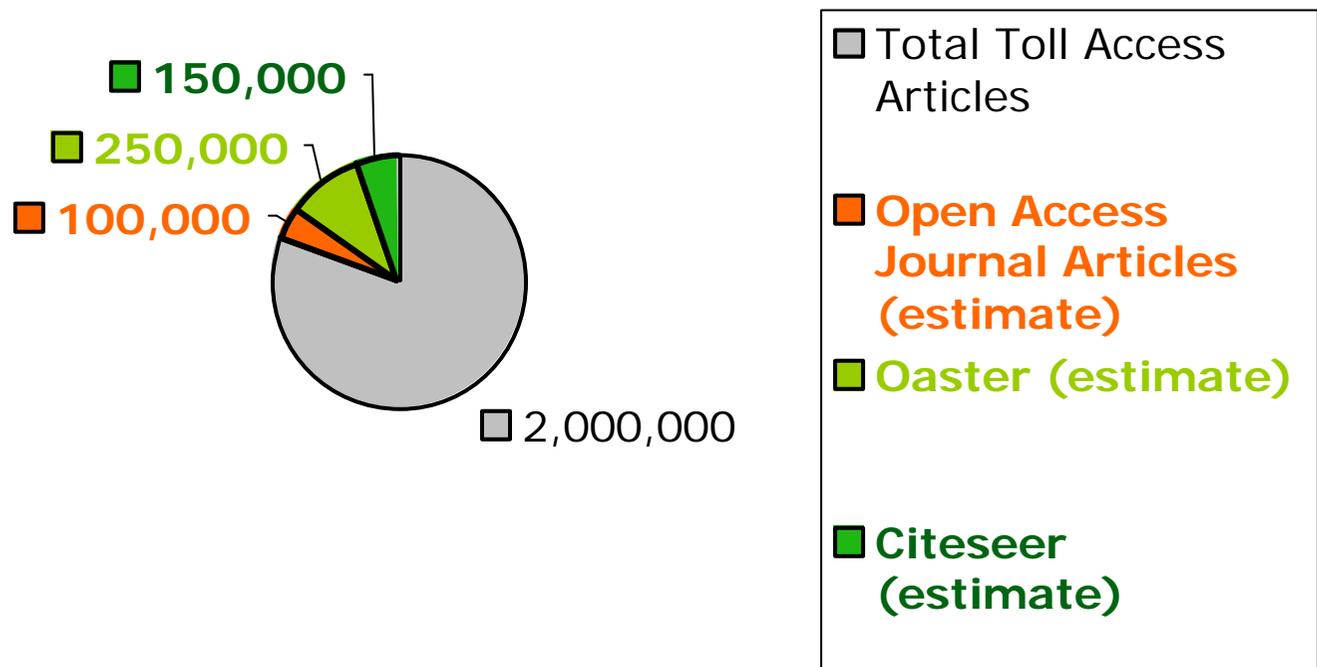


336% higher impact

## Proportion of Toll-Access and **Open-Access** *Journals* Today

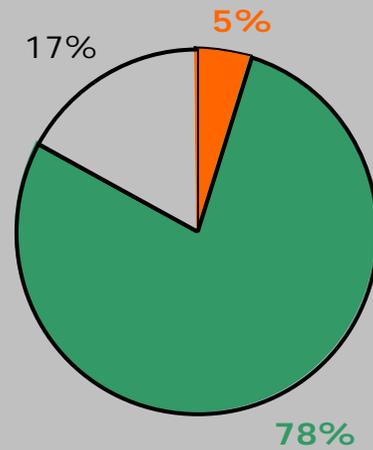


## Proportion of Toll-Access and **Open-Access** Articles Today

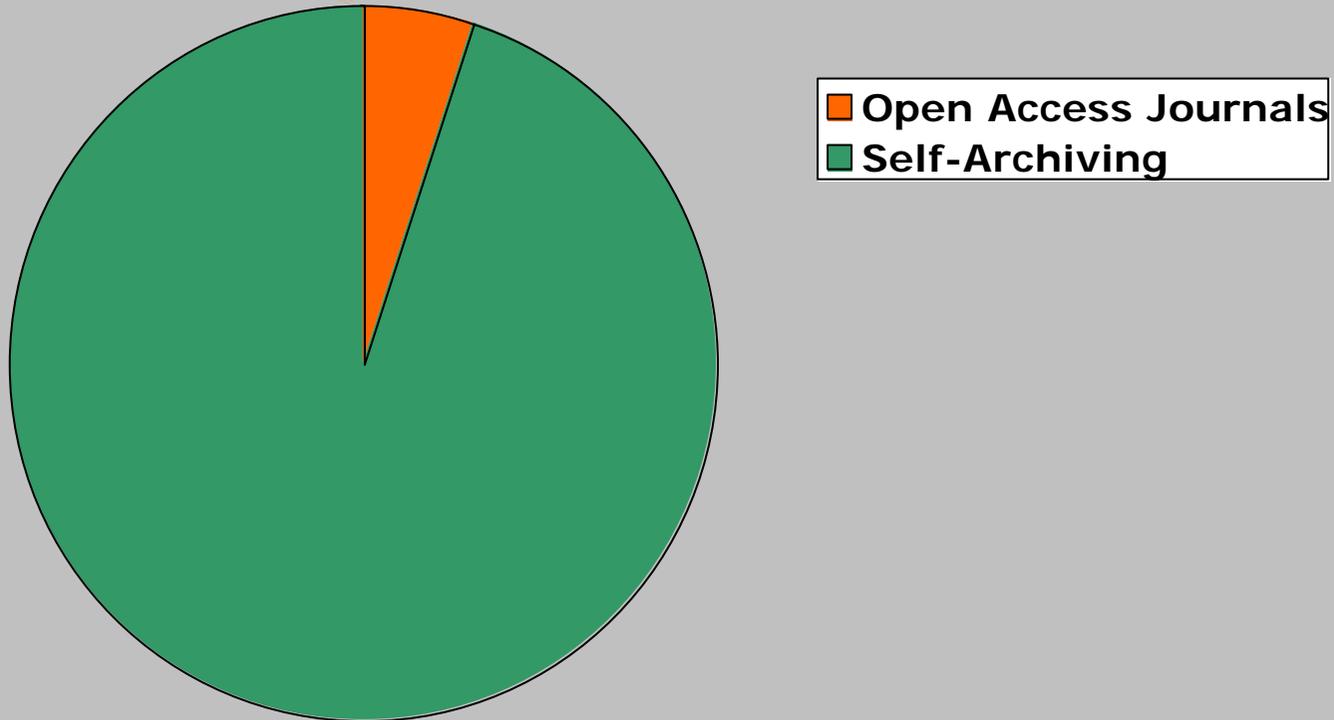


## Romeo "Green/Gold" versus "Gray" Journals

- Journals already supporting self-archiving (gold)
- Journals already supporting self-archiving (green)
- Journals not yet supporting self-archiving gray)



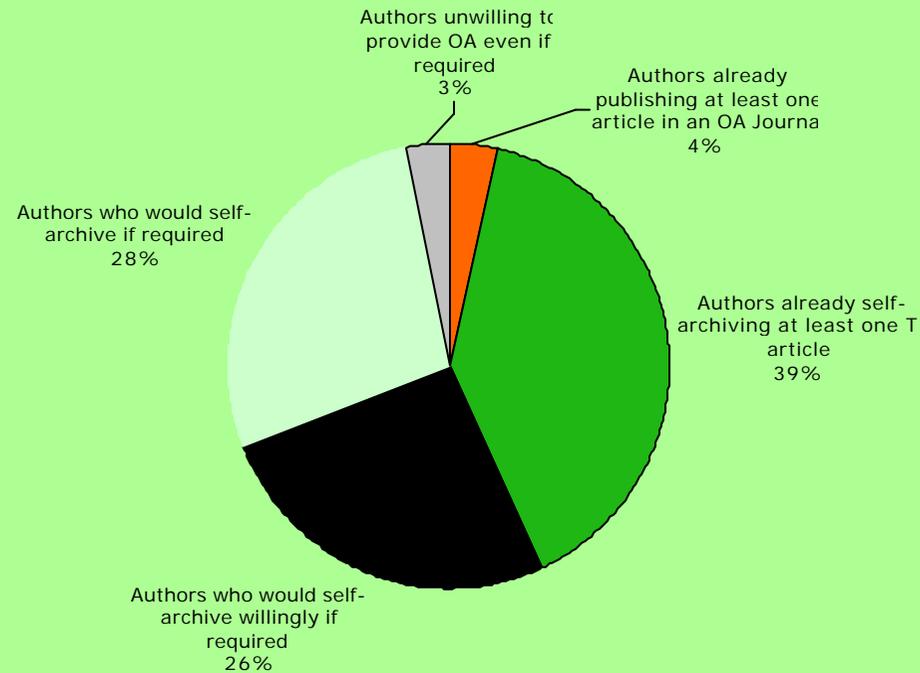
# The 100% Solution for providing immediate Open Access Today



# Swan & Brown (2004)

39% of authors self-archive  
69% would self-archive willingly if required

Actual and potential proportions of Open Access Articles



## Tools for

- (a) creating OAI-compliant university **eprint archives**
- (b) parsing and finding cited references on the web,
- (c) reference-linking eprint archives,
- (d) doing scientometric analyses of research impact,
- (e) creating OAI-compliant **open-access journals**

<http://software.eprints.org>



<http://paracite.eprints.org/>



<http://opcit.eprints.org/evaluation/Citebase-evaluation/evaluation-report.html>



<http://citebase.eprints.org/help/>



<http://psycprints.ecs.soton.ac.uk/>



## **BOAI Self-Archiving FAQ** <http://www.eprints.org/self-faq/>

### **What-is/why/how FAQs:**

[What is self-archiving?](#)

[What is the Open Archives Initiative \(OAI\)?](#)

[What is OAI-compliance?](#)

[What is an Eprint Archive?](#)

[How can I or my institution create an Eprint Archive?](#)

[How can an institution facilitate the filling of its Eprint Archives?](#)

[What is the purpose of self-archiving?](#)

[What is the difference between distributed and central self-archiving?](#)

[What is the difference between institutional and central Eprint Archives?](#)

[Who should self-archive?](#)

[What is an Eprint?](#)

[Why should one self-archive?](#)

[What should be self-archived?](#)

[Is self-archiving publication?](#)

[What about copyright?](#)

[What if my copyright transfer agreement explicitly forbids self-archiving?](#)

[Peer-review reform: Why bother with peer review?](#)

[Is self-archiving legal?](#)

[What if the publisher forbids preprint self-archiving?](#)

### **What-to-do FAQs:**

[What can researcher/authors do to facilitate self-archiving?](#)

[What can researchers' institutions do to facilitate self-archiving?](#)

[What can libraries do to facilitate self-archiving?](#)

[What can research funders do to facilitate self-archiving?](#)

[What can publishers do to facilitate self-archiving?](#)

**BOAI Self-Archiving FAQ** <http://www.eprints.org/self-faq/>

**"I-worry-about..." FAQs"**

- [1. Preservation](#)
- [2. Authentication](#)
- [3. Corruption](#)
- [4. Navigation \(info-glut\)](#)
- [5. Certification](#)
- [6. Evaluation](#)
- [7. Peer review](#)
- [8. Paying the piper](#)
- [9. Downsizing](#)
- [10. Copyright](#)
- [11. Plagiarism](#)
- [12. Priority](#)
- [13. Censorship](#)
- [14. Capitalism](#)
- [15. Readability](#)
- [16. Graphics](#)
- [17. Publishers' future](#)
- [18. Libraries'/Librarians' future](#)
- [19. Learned Societies' future](#)
- [20. University conspiracy](#)
- [21. Serendipity](#)
- [22. Tenure/Promotion](#)
- [23. Version control](#)
- [24. Napster](#)
- [25. Mark-up](#)
- [26. Classification](#)

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