How to Reach a Wider Audience with Open Access Publishing

What Research Universities can Learn from Universities of Applied Sciences

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2. New policies at research universities
3. Local policy (at the AUAS)
4. Implementation (at the AUAS)
5. Conclusions

1. Research universities and universities of applied sciences

Amsterdam: one library, two mouths to feed

What are the main differences?

Research University
University of Amsterdam
- fundamental (curiosity-driven) research
- fellow scientists

University of Applied Sciences
Amsterdam University of Applied Sciences (AUAS)
- practice based, demand driven research
- also to professionals, the government and enterprises

Different Open Access policies

Univ. of Amsterdam (Research University)	*Amsterdam Univ. of Applied Sciences*
AIM 100% peer reviewed journals in 2020 IMPLEMENTATION • hybrid	AIM 100% open access **now** IMPLEMENTATION • open access fund • AUAS open access series • mandatory deposit

2. New policies at research universities

Valorisation policies for research universities

On 3 levels: European, national, local

Funding for projects more and more demand:
- co-financing by enterprises
- involving professionals, citizens and other stakeholders.

Europe: Responsible Research and Innovation (RRI)
Europe's ability to respond to societal challenges

To bridge the gap between the scientific community and society at large.
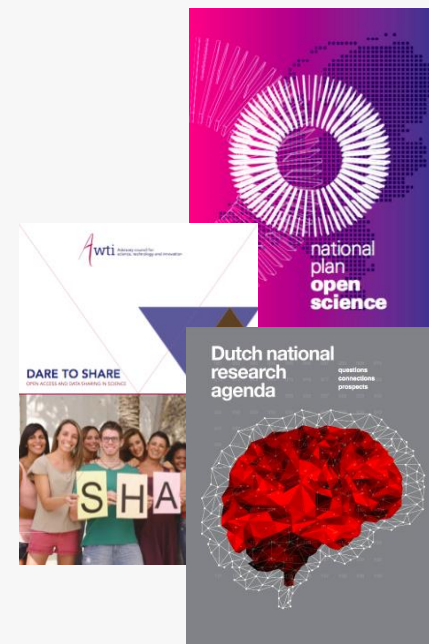
- *2001 Science & Society Action Plan to improve the <u>connection</u>*
- *2007 Science in Society to foster <u>engagement</u> and <u>dialogue</u>*
- *2010 Responsible Research and Innovation (RRI) means that societal actors <u>work together</u> during the whole research and innovation process; and that the research questions are driven by the needs of society.*

Source: <u>https://publications.europa.eu/en/publication-detail/-/publication/bb29bbce-34b9-4da3-b67d-c9f717ce7c58</u> ; see also <u>https://publications.europa.eu/en/publication-detail/-/publication/2be36f74-b490-409e-bb60-12fd438100fe</u>

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Netherlands: three policy initiatives

National government
1. 'Dare to share'
2. 'Dutch National Research Agenda'
3. *'National Plan Open Science'*

Funder: NWO (national research foundation)
has grants that require that part is financed by an enterprise

Dutch Universities
Standard evaluation protocol (SEP)
- *narratives on* 'societal relevance'

New target groups for research universities

Traditional
- Fellow scientists

New
- Professionals
- Government
- Enterprises
- Citizens

These target groups overlap with the target groups of the universities of applied sciences.

3. Local policy (at the AUAS)

FAIR open access policy for the AUAS

FAIR

- **F**indable on the internet
  - Google scholar , BASE , *etc.*
- ***A**ccessible*
  - 🔓 🔓
- **I**nteroperable
  - *Formatted for* Google scholar *& OAI-PMH*
- **R**eusable
  - *Most will have a* CC BY

Who are involved?

- Executive board
- Library
- Centres for Applied Research
- Legal affairs dept.
- Education and Research Office
- Research Council

Aim: 100% open access

How to reach 100%?
- Open access fund
- A new AUAS 'Open' series
  - *Created by open software[1]*
- Mandatory deposit
  (as part of the research evaluation)[2]
  - *Open access not mandatory*

1. http://www.publishinglab.nl/hvaopen/2016/09/01/hva-open-publishing-introduction/
2. Report on policy recording exercise, including policy typology and effectiveness and list of further policymaker targets (D 3.1 PASTEUR4OA), Swan et al., 2015
http://www.pasteur4oa.eu/sites/pasteur4oa/files/deliverables/PASTEUR4OA%20Work%20Package%203%20Report%20final%2010%20March%202015.pdf ; What Next For Open Access Policy? B. Rentier, Liège University, 2015
http://www.pasteur4oa.eu/sites/pasteur4oa/files/generic/Rentier%20ORBi.pdf

What makes the difference?

Why is a FAIR open access policy possible at a University of Applied Sciences, and difficult at a Research university?

Amsterdam University of *Applied* Sciences:

- not a strong publication tradition
- research evaluation based on *all* output
- target groups outside the scholarly system
- copyright owned by the AUAS

***Research* University of Amsterdam**:

- strong publication tradition
- focus on high impact (both for career and research evaluation)
- academic freedom > the academic is copyright owner

Why a FAIR policy?

Most of these target groups:
- don't use content alerts
- don't have subscriptions / do have no access
- do use Google (or other search engines)
- need to be able to freely reuse the materials.

At the AUAS, researchers and boards quickly became enthusiastic about open access.

4. Implementation (at the AUAS)

Implementation

Services
- Current Research Information System (CRIS)
- CRIS combined with a repository
- easy to register and upload output
  - *ranging from manuscripts to games*
- CRIS disseminates the results to different platforms, including Google (Scholar)

Implementation

Copyrights

- AUAS copyright owner of employees' outputs
- All products CC-BY license
  - easily reused
- 25fa Dutch Copyright Act
  - 'reasonable term'
  - 'short work'

Comprehensible for non-academics

Make research accessible for non-experts by:
- layman's summary (both in English and Dutch)
- keywords

Based on the report 'Dare to share'
- open access: not the problem
- make open content understandable

Policy advice written for the government by the advisory council

for science, technology and innovation (AWTI))

Worst-case scenario

What if the world would change? And Open Access would decline on an international level.

Will the Open Access paradigm change?
- Internet will stay as a primary venue, tool and framework for libraries
- No open access islands, as open access is not a "government thing"
- Linguistic barriers can be overcome by software.
- Security barriers are always over won (SciHub)
- Culture barriers will always remain, but most of the time are not a barrier for open access.

5. Conclusions

Final conclusions 1/2

The AUAS plan removes barriers

- Financial
- Legal
- Language

Research output

- FAIR
- broad audience
- enables interactions

Conclusion 2/2

If Research Universities follow this example, they will

- reach potential cooperators/new stakeholders
- interact with a broader audience
- get finance from (other) stakeholders: funders, enterprises, crowdfunding, etc.

Thank you for your attention!

Questions?

Links

▪Step-by-step plan Amsterdam University of Applied Sciences
http://www.amsterdamuas.com/binaries/content/assets/subsites/hva-bibliotheek/hva-stappenplan-open-publiceren-publieke-versie_v2.1---en-bewerkt.pdf?
▪Open access website Amsterdam University of Applied Sciences
http://www.amsterdamuas.com/library/services/for-researchers/open-access/open-access.html
▪Dutch National Research Agenda
http://www.wetenschapsagenda.nl/?lang=en
▪Dare to share (full report, pdf)
https://www.awti.nl/binaries/awti/documenten/adviezen/2016/01/20/vertaling-dare-to-share/Dare+to+share.pdf
▪National Open Science Plan
https://www.openscience.nl/binaries/content/assets/subsites-evenementen/open-science/national_plan_open_science_the_netherlands_february_2017_en_.pdf
▪Standard Evaluation Protocol 2015 – 2021
▪https://www.knaw.nl/nl/actueel/publicaties/standard-evaluation-protocol-2015-2021