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The Impact of Open

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Forum on Open Research and Scholarship
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“Impact”

- Can be quantitative or qualitative
- All impact metrics are proxies for the concept we’re trying to measure
- We want to know something about the difference made by a particular research output

“Open”

- Discoverable on the open Web
- Available to read in full without a paywall
- Usually also available to download and share without cost to the reader

Open Access Citation Advantage

- Does it exist?
- Does it matter?
- Do we care?

Open Access Citation Advantage (OACA)

- A constant question since the early days of OA
  - The Budapest Initative (2002) and the Berlin Declaration on OA (2003)
  - Research and debate on whether there is an OACA begins just a few years later (2006 or earlier) and continues to this day

Open Access Citation Advantage (OACA)

- "When Bad Science Wins, or "I'll See it When I Believe it," (Crotty, 2016, The Scholarly Kitchen Blog)
- "The State of OA: a large-scale analysis of the prevalence and impact of Open Access articles" (Piowar et al, 2018)
- "The Post-Embargo Open Access Citation Advantage: It Exists (Probably), It's Modest (Usually), and the Rich Get Richer (Of Course)" (Ottaviani, 2018)

Why are we so hung up on this question?

Why are we so hung up on this question?

- We’re forcing the justification/reason for OA to fit into existing norms of assessing research impact
- There can never be a “decisive” answer to this question, for all kinds of reasons
- It totally misses the point!!!!!!! (most of the reasons we claim OA is a good thing will never be measured by citation counts!)

I am tired.

How else might we think about the impact, or value, of open scholarship?

Can we please talk about something else?

- How findable and usable is your work?
- *Who* are the readers of your work?
- *Where* are the readers of your work?
- *How many* readers have found your work?
- *How soon* can people read your work?
- *Why* are people reading your work?
- *What difference* does it make?
- Etc.

What can we actually know, and how?

- *Who?*: Surveys? Tracking user data on the web? Capturing data from user log-ins?
- *Where?*: Web analytics; can only be done by the entity hosting the work,
- *How many?* : Download counts, fairly straightforward
- *How soon? : Time to publication, embargoes, straightforward*
- *Why? : What difference* does it make? Altmetrics, Policy, Citations, or.....we may never know!
- *Are we measuring the impact of the article, or the openness?*

Problem: These things can be hard, impossible, or sometimes irresponsible to measure

What *can* we say with confidence ?

If you have...any...wish or hope for the difference your work will make in the world, OA makes that more possible.

U-M Office of the President Initiatives and Focus Areas

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- Firearm Injury Prevention Research
- Faculty Public Engagement
- Poverty Solutions
- Precision Health

Are you participating in a system that facilitates equitable, global, public access to the outputs of your research, or are you not?

Challenges and Objections

- Potential costs of OA publications
- Requirements to publish in specific journals or with specific publishers
- Nature of research or funder demands confidentiality

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- Potential costs of OA publications
  - Many OA journals actually do not charge APCs
  - Discounts for U-M Authors
- Requirements to publish in specific journals or with specific publishers
  - Deep Blue (or other repository) + Author Addendum + OA Button or Unpaywall browser extensions
- Nature of research or funder demands confidentiality
  - OK! I believe you and that's fine.

The impact of open is that it facilitates *everything else that comes after*.

How do we justify the impact of closed?