How to become top of the class in OA

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Where are we?
A short history

• Tromsø is the major town in Northern Norway
  – Population about 75,000
  – Friendship town: Zagreb!
• UiT The Arctic University of Norway used to be The University of Tromsø
  – Merged with a number of smaller institutions in the counties of Finnmark and Troms, and one in Nordland
    • 5 campuses in 5 cities in 3 counties
    • 11 libraries …
  – Covers an area of 74,000 km² (Croatia 57,000)
  – Population 240,000 (Croatia 4,465,000)
  – Currently about 16,100 students, about 800 doctoral students
    • Covers all scholarly fields
  – 3,450 employees of which 1,400 researchers and teachers
• Traditionally the smallest and youngest of Norway’s 4 classical universities
UiT and OA

1996: Report on printing and publishing activities. Recommendation that all publishing be done on the internet, making the content freely available.


2008: Mandatory submission of master thesis.


University of Tromsø principles for Open Access publishing – The University board October 14.
UiT and OA ctd.

2011: Open access publication fund at UiT
2012: High North Research Documents – a discovery service for high north-relevant open access documents
2013: Mandatory submission of doctoral thesis
2014: TROLLing – The Tromsø Repository of Language and Linguistics – an open access archive of linguistic data and statistical code
2016: UiT Open Research Data – a general open access archive for research data from UiT.
DORA – UiT signs the San Francisco Declaration on Research Assessment
2017: UiTs principles for management of research data
DataverseNO – a general, Norwegian multi-institutional plattform for open access research data archives

It is not done in one sitting – continuous and long-term work is needed.
Is a repository the solution?

• It is a start. No more, no less.
• 1st problem: Getting content into it.
  – Norway has more than 60 repositories
    • Most of them with less than 1000 items
  – At the start, we asked graduates to deposit their thesis there
    • The success rate was about 20 per cent
    • After a lot of work
  – Instituting a «no deposit, no degree» policy increased this
    • Theses cannot be evaluated unless they have been deposited
    • Authors can say «no» to making them available
    • Depending on subject, 70–80 per cent of theses are made available immediately
      – And some per cent at a later stage
    • And we spend no time getting them to deposit
    • Increasingly, the problem is processing the thesis through the system quickly enough
Repository ctd.

- Asking authors to upload their articles to the IR is asking them to do more administrative work
  - Not the way to become popular …
- We have a national CRIS (Cristin)
  - Mechanisms were developed to allow uploading of full-texts there, after automatic registration of metadata
  - Full-texts and metadata then exported to relevant IRs
  - Little extra work for authors, consistent metadata
  - Still hard work to make them do it
  - Now: A new national policy creates financial incentives to do this
    - That always helps!
2nd problem: What about readers?
- No point in content, if it isn’t read!
- Readers did not sit on our doorstep, asking «What’s new today?», we discovered

Make your content easy discoverable
- OAI-PMH for easy harvesting
  - Norway created (2006?) NORA, a national harvester making all Norwegian IR content available at one point based on OAI-PMH
    - http://nora.openaccess.no/
  - This also became the single point of harvesting for national and international services, like DEEP (DART Europe E-thesis Portal) and Oria, the national HE library system
- Google Scholar – visibility, citations
- DOIs would also increase visibility – metadata exported to library services through CrossRef
- «Fat» metadata – good keywords, abstracts etc.
Journal publishing

• The 1996 report pointed to a lot of publishing activities, un-coordinated and not necessarily very successful …
• Started using OJS in 2003 as a stand-alone project for a linguistics journal
• During 2007–2009 some editors of traditional, paper-based journals contacted the library to get help
  – Journals showing an annual loss
  – Journals facing being closed down
• We established Septentrio Academic Publishing as a general publishing service for journals and series connected to UiT
  – http://septentrio.uit.no/
  – Must be OA
  – Today 8 scholarly journals and a handful of internal series
• There was a lot of learning to be done for us
  – Also teaching editors and authors how e-publishing on the internet is different from paper publishing
Journal publishing ctd.

• Finding readers the challenge for us at the library
  – (Finding content a challenge for editors)
• Again: Standards!
  – OAI-PMH
  – Giving DOIs to anything that could be read
    • Ensuring distribution of metadata to library services
    • Especially important for journals/series not accepted by DOAJ
  – Indexing by Google Scholar
  – Listing in DOAJ (Directory of Open Access Journals)
    • Depositing article level metadata in DOAJ also ensures distribution of metadata to library services
  – OA-friendly licenses – CC-licenses mandatory for our content, CC BY recommended
  – An informative and correct listing in SHERPA/RoMEO
• Data from Google Analytics indicates readers coming through library services stay longer and read more than other readers, especially those coming from Google.
Journal publishing ctd.

• DOAJ re-application process
  – A horrible task!
  – But also an opportunity
  – We worked with all editors to improve journals
    • All but one went for CC BY-licenses, the last for CC BY-NC
    • We ensured long-term archiving via PKP
    • We had DOIs, now also iThenticate through CrossRef

• All 7 journals were re-accredited
  – Septentrio also has a number of series not listed in DOAJ for various reasons

• All got the DOAJ Seal
  – A sign of technically good OA
  – Only 1 other Norwegian journal in DOAJ with DOAJ Seal
Open Data

- Linguists came to us in 2013 wanting a service where they could deposit and publish data and R scripts
  - For sharing and citing
- We decided to develop a dedicated service using Dataverse form Harvard
  - TROLLing: The Tromsø Repository of Language and Linguistics opened 2014
  - https://dataverse.no/dataverse/trolling
  - An international service for the linguistic community
  - Putting some of our library linguists to the task of curating data
  - Reasonably successful
- Changed into an institution-wide service 2016, as we met demands from authors for such a service
- We were the first to actually establish such a service, others made plans and documents …
  - More institutions are now looking at using our service instead of creating their own
  - University of Agder have started to use our service for their authors
Publication fund

- Established to enable authors to meet demands for APCs, to enable more OA publishing
  - Only in OA journals, no hybrids
  - Eligible journals must be listed in DOAJ to ensure real OA
  - And in the Norwegian Register for Scientific Journals, Series and Publishers to ensure editorial quality
- Started out with a budget of NOK 300,000 (HRK 240,000) from the University Board, only half of it used, in 2011
- 2017 budget is NOK 1,400,000 (HRK 1,120,000) supplemented with about NOK 800,000 (HRK 640,000) from the Research Council
  - And it will probably not be enough …
- Financing about 75–100 gold OA articles published in 2017
  - This is only part of all OA publishing at UiT (1/5 ?)
  - Rest paid by local or external funding, or published in free-to-publish OA journals – or paid by other institutions, having the corr.author
Publication fund

The UiT Publication fund 2011–2017

- 2011: 23 articles, 157,079 APC
- 2012: 38 articles, 325,517 APC
- 2013: 69 articles, 737,095 APC
- 2014: 96 articles, 1,233,457 APC
- 2015: 105 articles, 1,468,879 APC
- 2016: 178 articles, 2,740,655 APC
- 2017: 154 articles, 2,521,781 APC

Total articles: 750
Total APC: 9,422,082
OA publishing at UiT

Development of Open Access publication by UiT The Arctic University of Norway 2004–2016
Share of all published articles
Other things we did

• Engaged in debates on OA on campus, nationally and internationally
  – Self-archiving
  – Publishing
  – Research evaluation
• Prevailed on institutes and faculties to get a chance to talk to groups of researchers
  – But also ensnaring them as single «victims» over a cup of coffee
• Worked with others
  – Many important things started with other Norwegian institutions, esp. NORA which we headed 2008–2010
• Ensured we were visible and trustworthy
• Some of our activities were initiated by the users, knowing us as a source of competence
  – Very little has been «pushed» on users
• We have tried to learn
  – We realize we never will know enough
Results

- We are one of the leading Norwegian institutions (no. 2 of 9) when it comes to the percentage of content available as OA
  - Both regarding scholarly articles and theses
  - But others want to battle with us for position …
- We have a well-functioning publication fund that we think has inspired others
  - All state HE institutions now have a fund
- Our publication service has transformed a number of journals
  - Some of which would have been discontinued without us
  - Have made them more professional regarding publishing
    - Some also transformed from internal series to scholarly journals
- Our Data Repository has also become popular with our researchers
Some reflections

• Open Access success is not very much about putting content on the internet
• Open Access success is all about embedding content in an OA infrastructure, connecting content to other services
  – Making content findable and (re-)usable to users, where users look for content
  – They won’t come looking to you, so don’t spend too much time on fancy website design. It is more important to be indexed by Google Scholar …

• You need top-level support to do this job
  – We had support from the Library Director and from the Rectorates over many years – and still have
  – More than 3 FTEs working on OA
• You cannot expect results overnight
  – We have used 20 years so far
Future work?

• Offsetting deals
  – Will probably make a major change in the OA landscape
  – Need deals with OA publishers, too
  – OA will start cannibalizing the literature budget …
• Research(er) evaluation
  – Current practices a major obstacle to a switch to OA
• Green OA still needs a lot of (hard) work
• Open data just started
• Depositing article references as data to CrossRef, and making authors deposit references as separate data files will be important in the future
• Creating mechanisms to advise readers and authors on which journals are good, will be increasingly important
• You will never be able to do (good) enough work on your publishing activities
  – Journals always could become better and more beautiful and reach out better
• We haven’t started on Open Educational Resources yet …
More information?

- The 12th Munin conference
  - [http://site.uit.no/muninconf/](http://site.uit.no/muninconf/)
- 22nd–23rd November 2017
- The annual conference on scholarly publishing at the University Library of Tromsø – usually with an OA angle
- An international conference, all in English
- This year’s keynotes:
  - **Sarah de Rijcke**, Leiden University.
  - **Martin Paul Eve**, University of London and the Open Library of Humanities.
  - **Timothy Gowers**, University of Cambridge.

- Flier available – just ask! 😊
Thank you!

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