Self Promotion as a Scholar: Showcasing Your Work Through Open Access

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Self Promotion as a Scholar

Showcasing Your Research Through Open Access
Roadmap

• The Back Story
• Open Access
• Scholarship at UWindsor
• Selected Works
The internet and digital publishing seemed to promise reduced costs and greater accessibility for academic research. Online distribution could be relatively inexpensive and make it easy for everyone to benefit from the fruits of research. However not all of this promise was realized.

Pros: Open up new ways of assessing research at the Article Level, easier access
Cons: Publishers control content, restricted access
Scholars create content, review content, edit content, but lose control of the content they create when they publish it. Research sits behind paywalls.

It becomes more and more difficult for institutions to continue to provide access to research. It becomes even harder for anyone sitting outside of the walls of our institutions to access research. This includes not-for-profits, government organizations, the general public, and the private sector.
**Article-Level Metrics (ALMs)** are a new approach to quantifying the reach and impact of published research. Historically, impact has been measured at the journal level. A journal’s average number of citations to recent articles (i.e., its impact factor) has for years served as a proxy for that publication’s importance. Articles published in highly-cited journals were viewed as impactful by association. As electronic dissemination of scholarly content has surpassed print, it has become easier to disaggregate an individual article’s impact from the publication in which it appeared. It’s also possible to track different markers of an article’s reach, beyond just citations. ALMs seek to incorporate new data sources (sometimes referred to as “altmetrics”) along with traditional measures to present a richer picture of how an individual article is being discussed, shared, and used.
Open access is a relatively simple concept. Make the results of research freely available online meaning that anyone can benefit from it, increasing the exposure and impact of researchers and their work.

What is Open Access

Open-access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions.
(Suber, 2013)
The United Kingdom Research Council (RCUK) recently released its revised open access policy which aims to ensure timely, unrestricted and free access to all RCUK funded research.

In the United States, in addition to the longstanding National Institutes of Health open access requirement, the Fair Access to Science and Technology Research Act (FASTR) seeks to provide open access to more government funded research. Meanwhile, many universities have introduced open access policies on their campuses. While these policies share the common aim of providing open access to scholarly research, there are different paths that individuals can take in achieving this goal -- each with their own costs and benefits.
Goals

Showcase Windsor Research

Remove Barriers to Access

Preserve into the future

Scholarship @ UWindsor

Scholarship @ UWindsor

Scholarship @ UWindsor
Some Unfortuante Terminology
Connecting People to Research

- The web connects people to work they care about
Showcase Your Work
Some Early Data

- Great exposure for theses and dissertations
Showcasing Yourself as a Scholar

• Your audience may be bigger than you think!
• Increase the visibility and readership of your work
• A online presence to communicate who you are as a researcher
• Increase Opportunities to collaborate
Use Selected Works to easily communicate about yourself as a researcher on the web.