

Developing a Clearer Vision: Understanding Researcher Motivations and Behaviors in Open Access Publishing

Karen Barton, MSLIS, AHIP

Virginia Carden, MSLS, AHIP

Anu Moorthy, MSIS, MBA, MCom

Megan von Isenburg, MSLS, AHIP

Intro & Methods

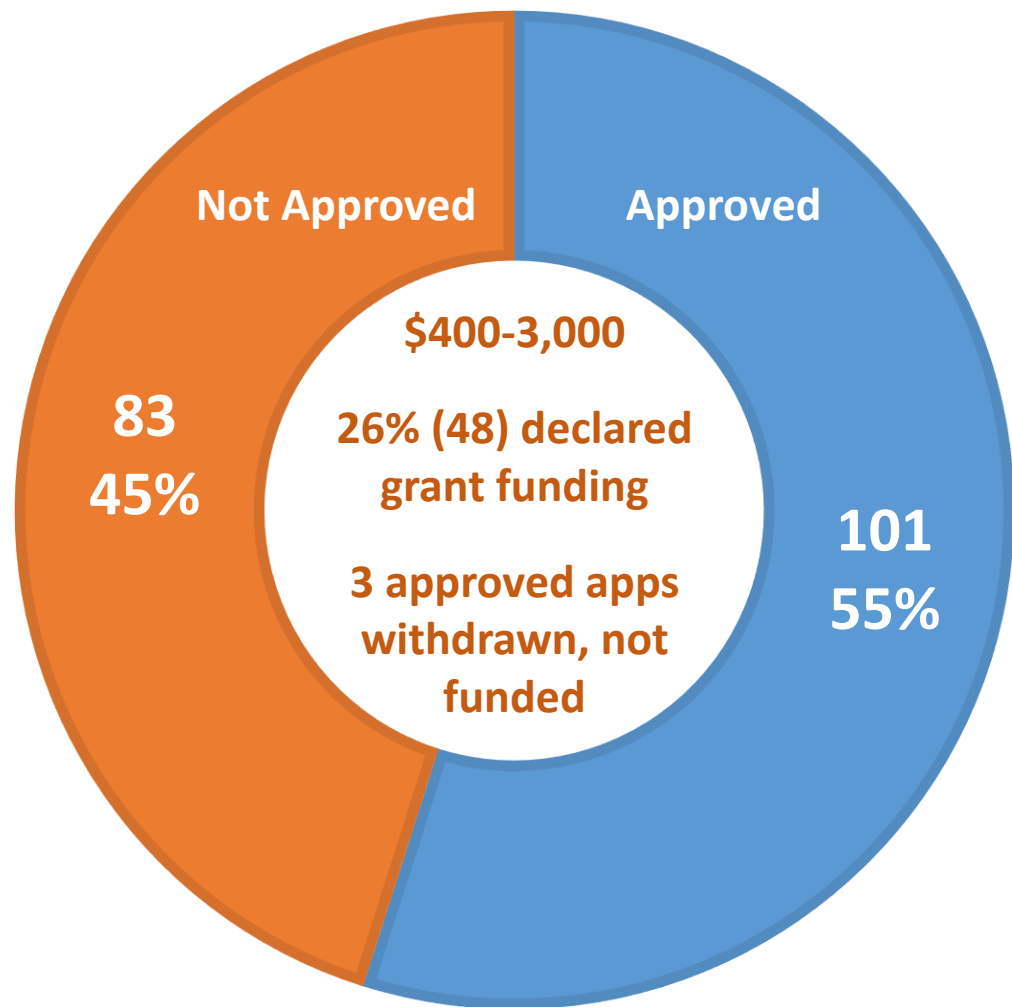
Part 1: Institutional open access fund

- Descriptive analysis of applications from 2016-2019
 - OpenRefine, Excel
- Follow up survey to understand motivations

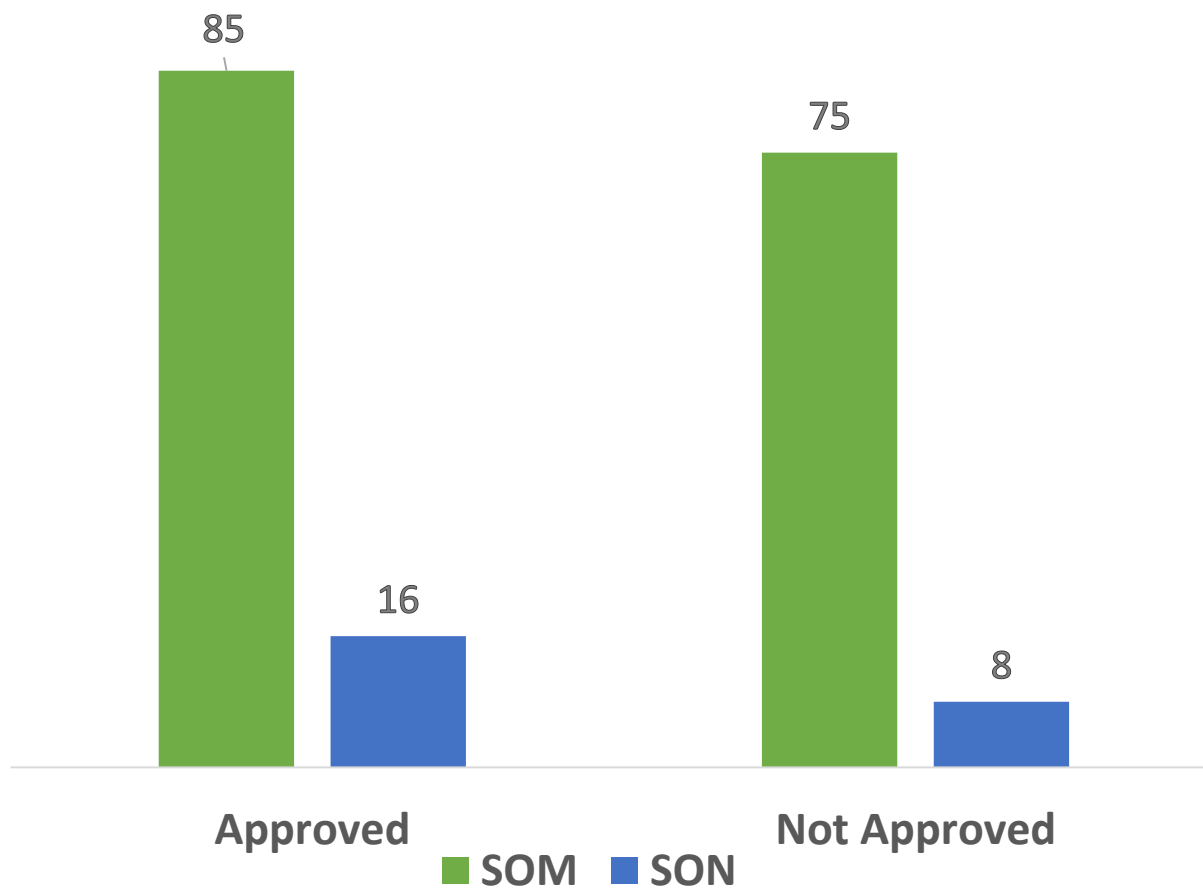
Part 2: Hybrid open access articles

- Bibliometric analysis of 2016-2019 Duke-authored, OA-tagged articles in Web of Science in journals we subscribe to
 - Web of Science, Access, Excel
- Follow up survey to understand motivations

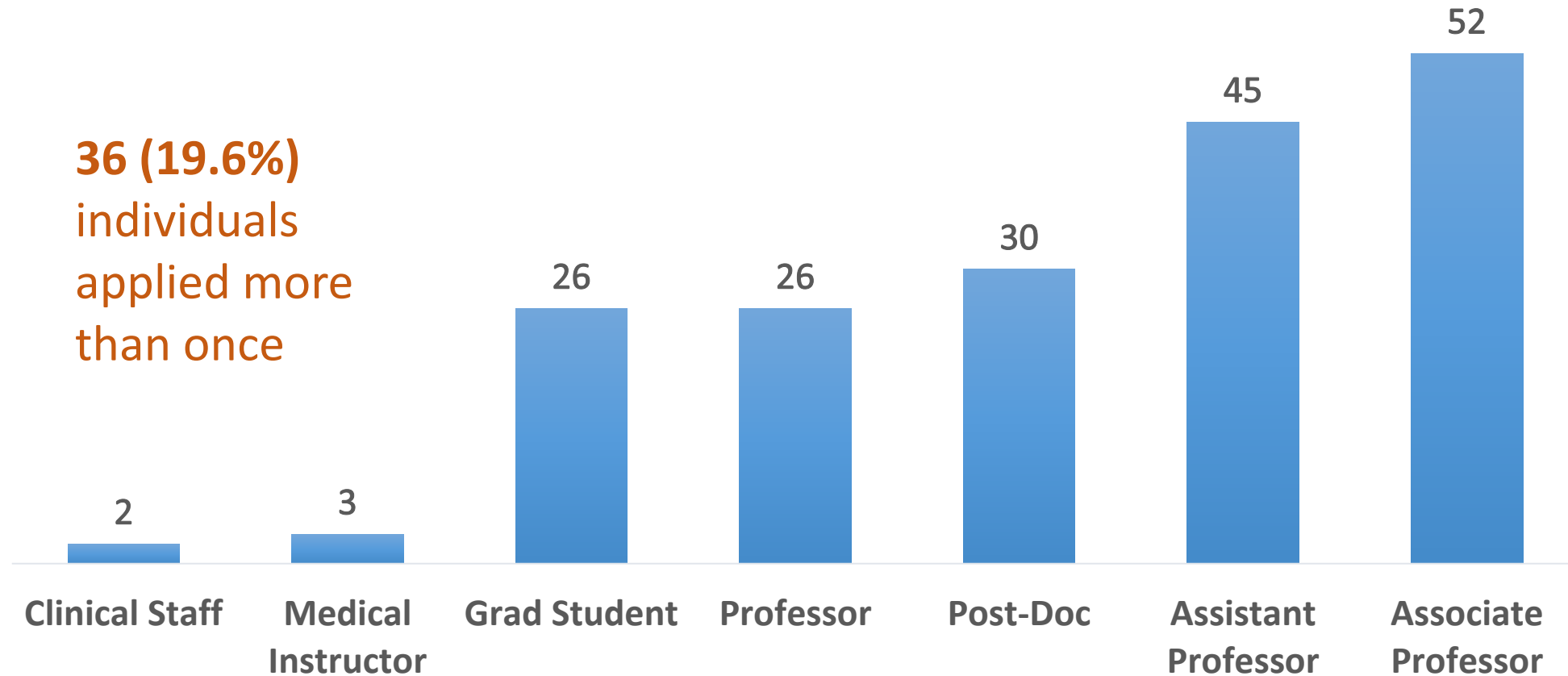
APPLICATIONS APPROVED



APPLICATIONS FUNDED BY SCHOOL

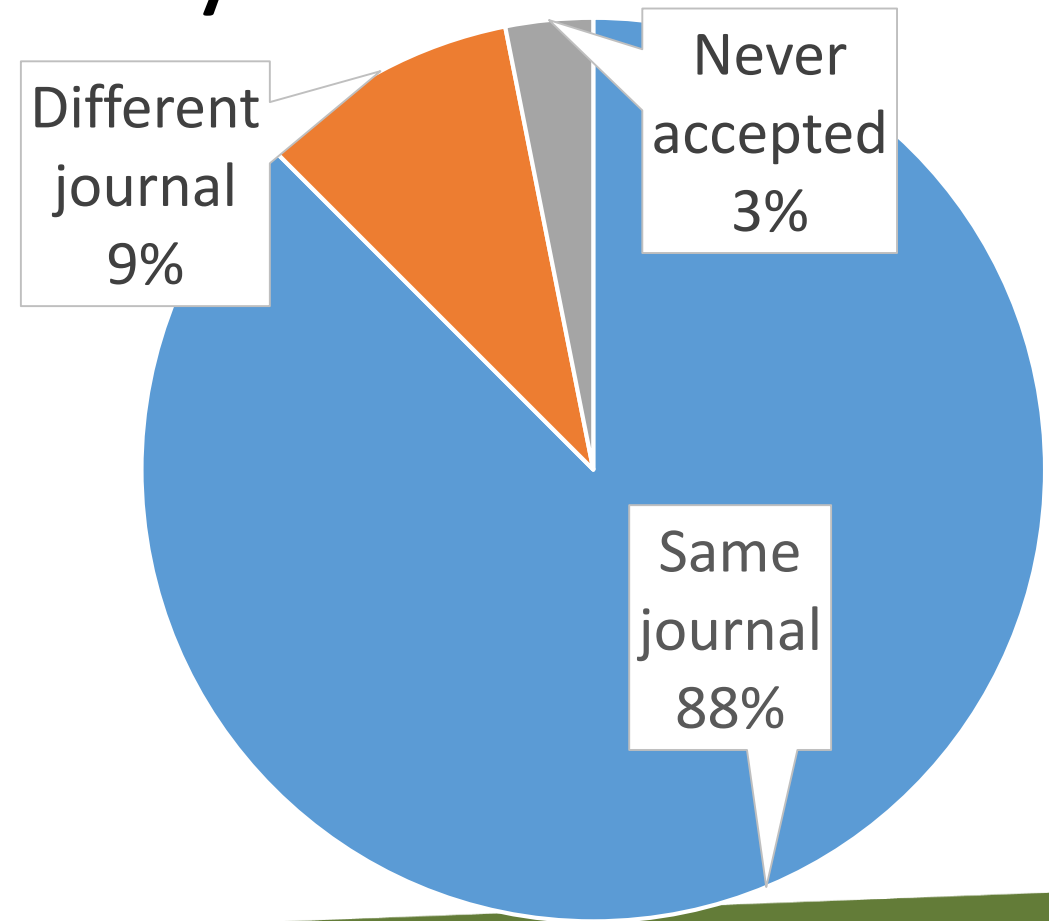


Applicants by Role and Rank

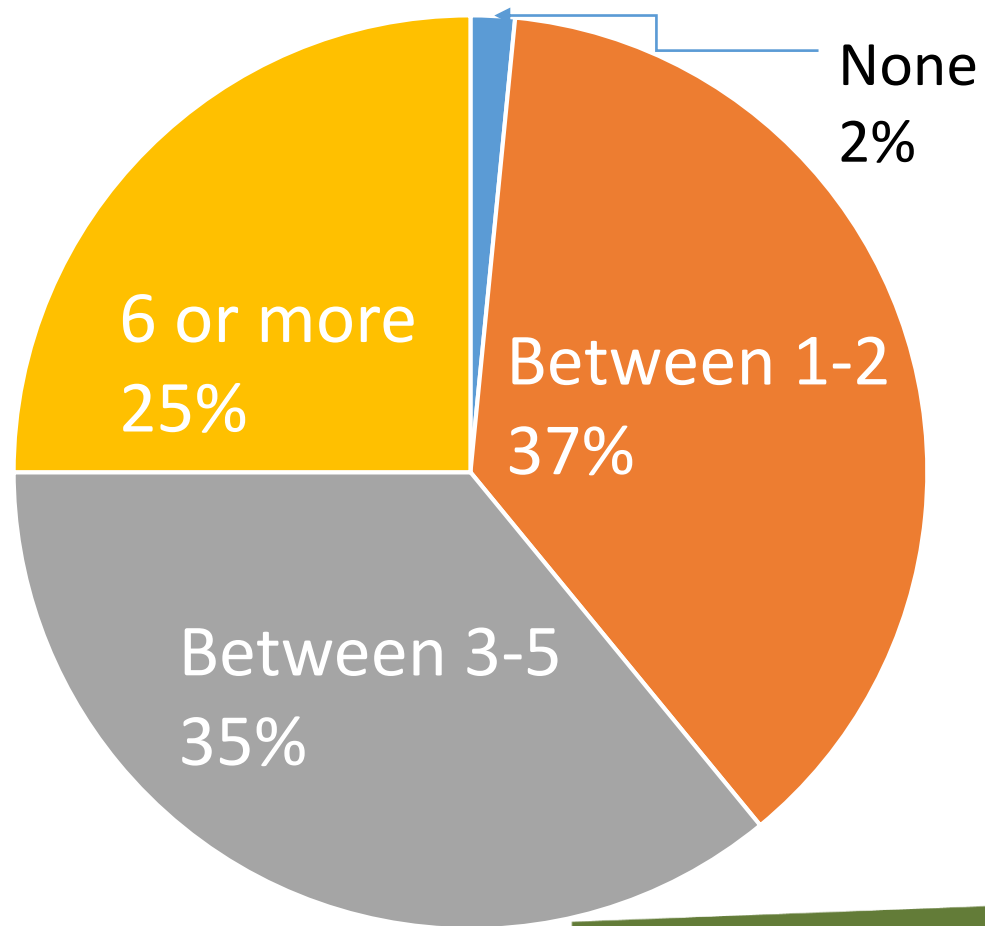


COPE Fund Applicant Survey

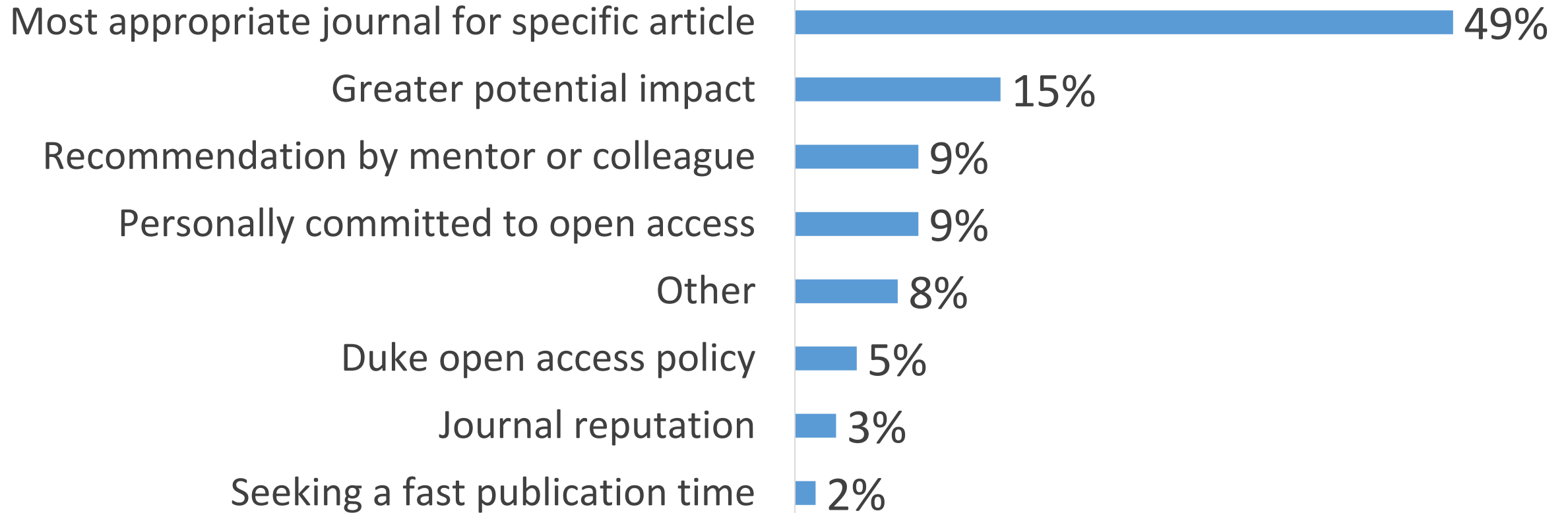
- Surveys sent to 144 applicants from SOM, SON 2016-2019
- 45% (n=65) response rate



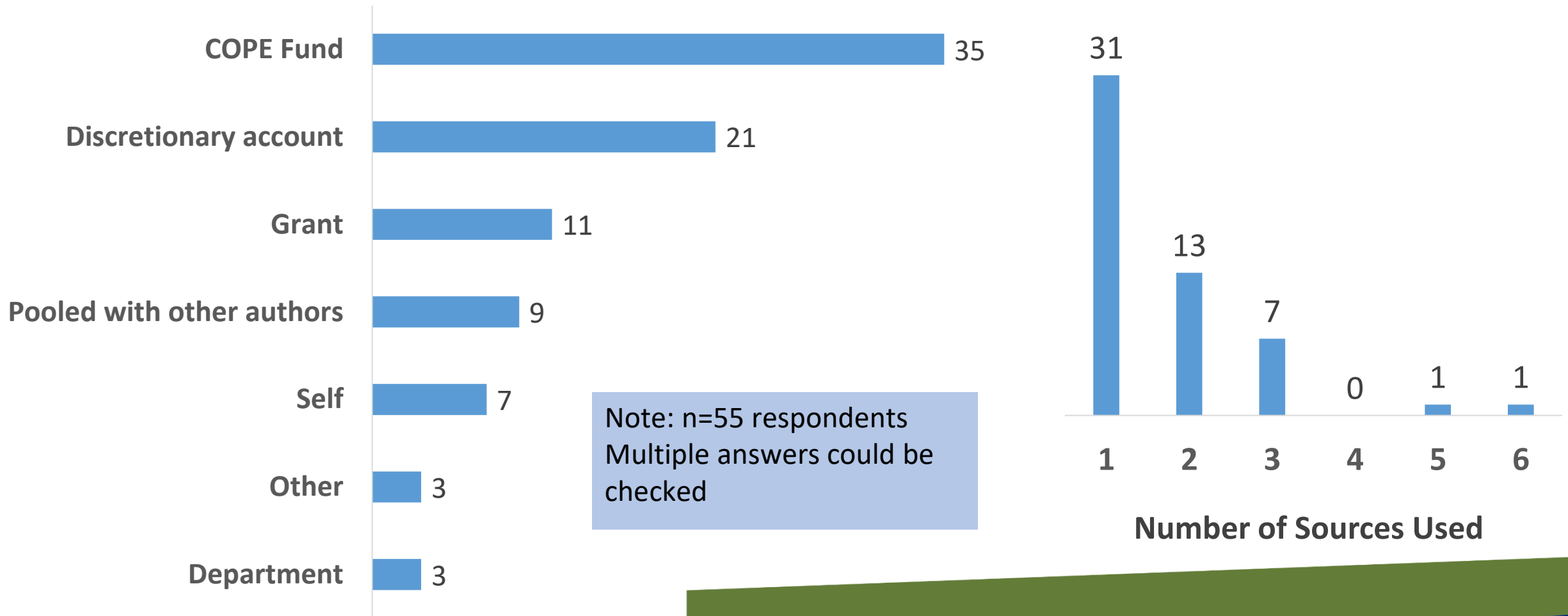
COPE Fund Survey: # Previous OA Publications



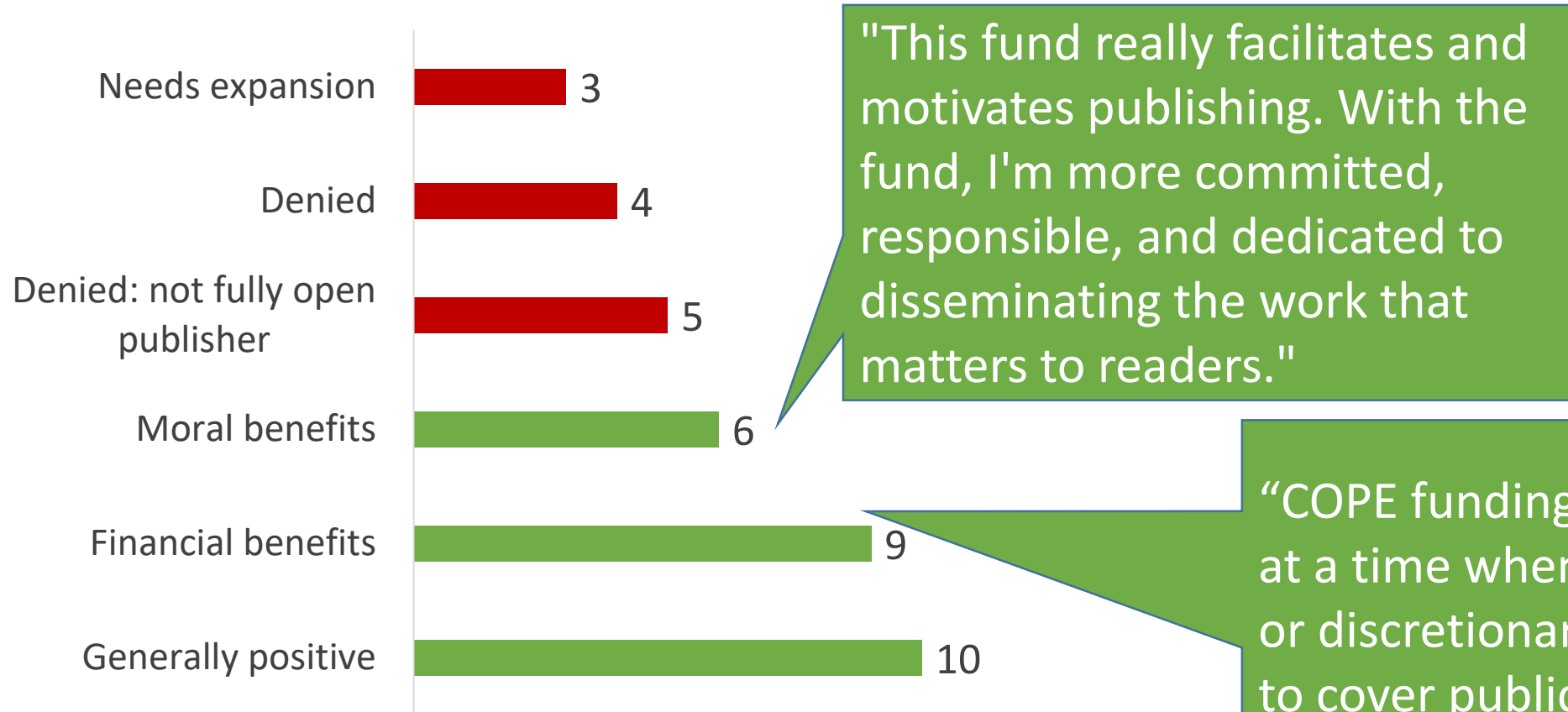
COPE Fund Survey: Primary Motivation



COPE Fund Survey: Source for paying APCs



COPE Fund comments by category



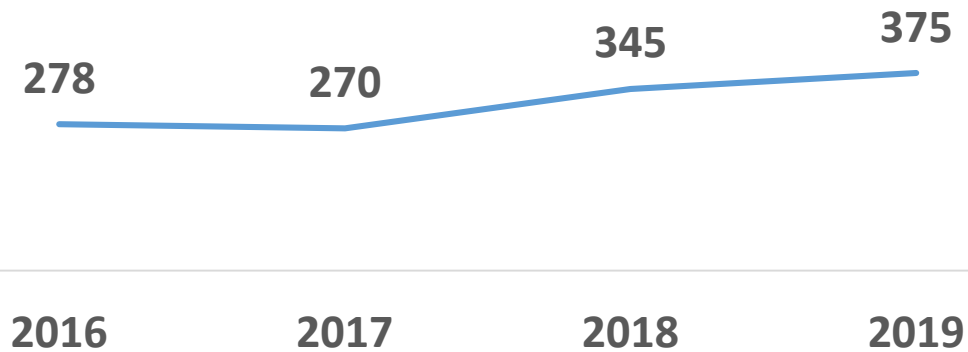
36 comments received

"This fund really facilitates and motivates publishing. With the fund, I'm more committed, responsible, and dedicated to disseminating the work that matters to readers."

"COPE funding was especially useful at a time when I had no unrestricted or discretionary sources of funding to cover publication fees, as is the case for many junior investigators (some of whom do not have startup packages for expenses like these)."

Other Gold (Hybrid) OA Publications 2016-19

PUBLICATIONS BY DATE



TOP 5 RESEARCH AREAS:

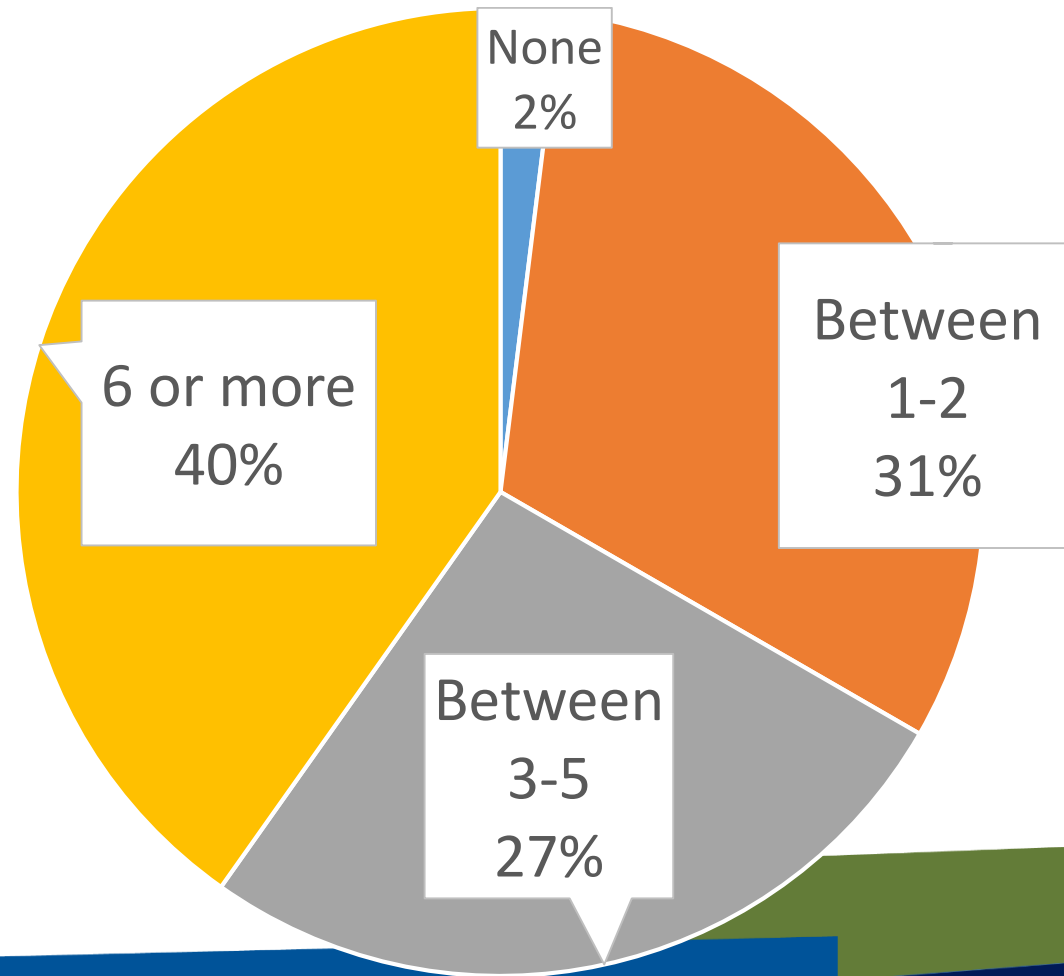
- Oncology (203)
- Cardiac & Cardio Sys (141)
- Immunology (118)
- Cell Biology (110)
- Hematology (82)

550+ federally-funded research

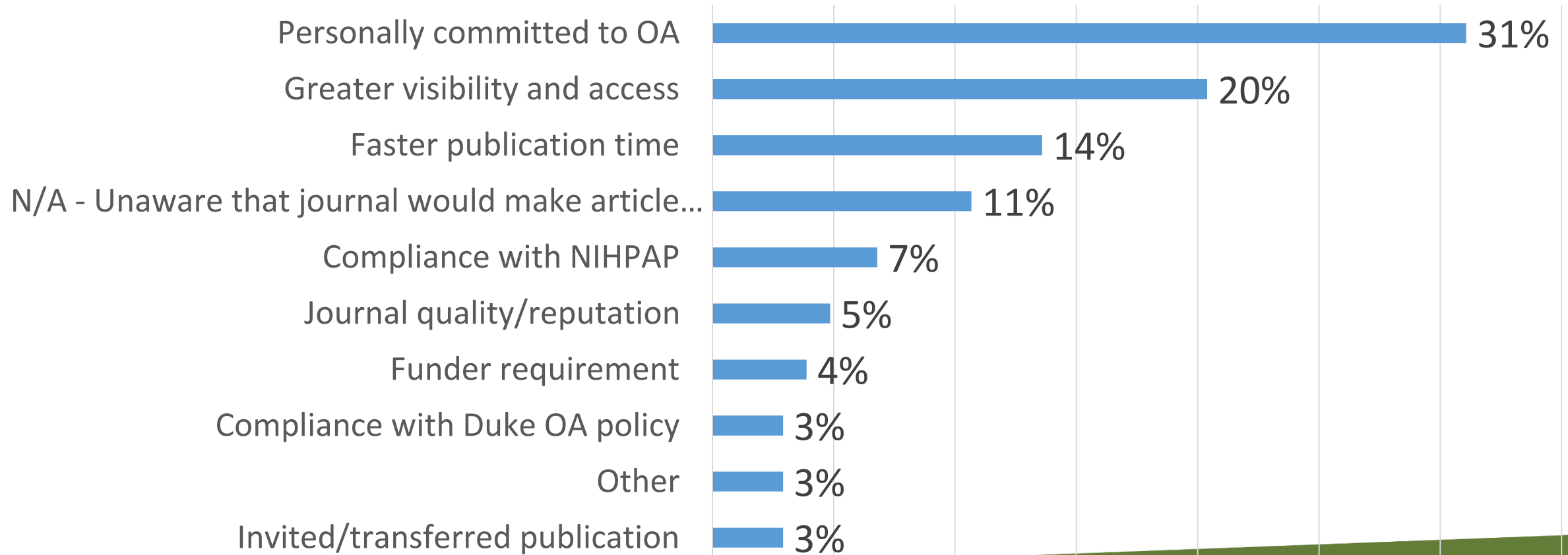
Other Gold (Hybrid) OA Author Survey

- Surveys sent to 455 first or last authors from Duke Health hybrid open access publications from 2016 - 2019
- 23% (n=106) response rate
- 73% of respondents had role in deciding to make article open access

Hybrid OA Survey: # Previous OA Publications

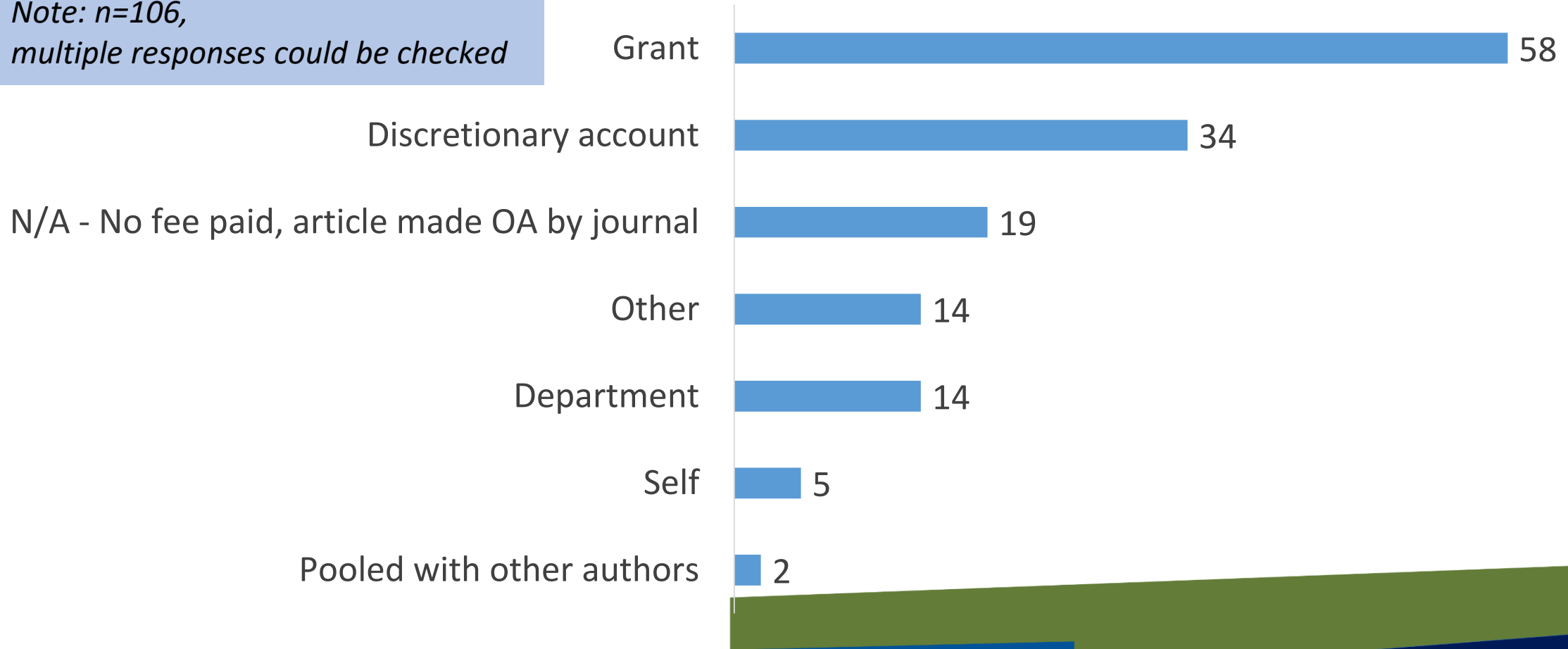


Hybrid OA Survey Results: Primary Motivation



Hybrid OA Survey Results: How Paid?

*Note: n=106,
multiple responses could be checked*



Observations

- A majority of both groups of authors report previous experience with open access publications
- Motivations for COPE fund authors are primarily related to journal fit; Motivations for hybrid OA authors are primarily related to moral benefits – personal commitment and greater visibility.
- Compliance with policies is not a driving factor, particularly NIHPAP and Duke OA policy. Funder mandates do drive hybrid OA publishing, which are typically covered by grants.
- Most hybrid OA publication fees paid by grants. Discretionary accounts play a large role for both COPE fund and hybrid OA authors
- COPE fund represents financial and moral benefits; almost 20% of users are repeat applicants.

Questions?

medical-librarian@duke.edu