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Open access

Blogging

Social media

Online outreach

Open access

Open access: Why, oh why?!?



"Knowledge should be available worldwide, not hidden behind paywalls"

- Especially true for public-funded research
- Especially true for poor countries
- Especially true for the authors

- 1 What are my rights?
- What are my duties?
- Should I take a proactive stand on OA?
- Should I pay with my pocket money?



What are my rights?



Journal: Applied Catalysis A: General (ISSN: 0926-860X) RoMEO: This is a RoMEO green journal Paid OA: A paid open access option is available for this journal. Author's Pre-print: author can archive pre-print (ie pre-refereeing) author can archive post-print (ie final draft post-refereeing) Author's Post-print: Publisher's author cannot archive publisher's version/PDF Version/PDF: General · Authors pre-print on any website, including arXiv and RePEC Conditions: Author's post-print on author's personal website immediately · Author's post-print on open access repository after an embargo period of between 12 months and 48 months Permitted deposit due to Funding Body, Institutional and Governmental policy or mandate, may be required to comply with embargo periods of 12 months to 48 months · Author's post-print may be used to update arXiv and RepEC · Publisher's version/PDF cannot be used Must link to publisher version with DOI · Author's post-print must be released with a Creative Commons Attribution Non-Commercial No Derivatives License

Green Open Access



What are my rights?





"A preprint is a version of a scholarly or scientific paper that precedes publication in a peer-reviewed scholarly or scientific journal. The preprint may persist, often as a non-typeset version available free, after a paper is published in a journal,"



What are my rights?

What are my duties?



À partir du 1er janvier 2013, l'enregistrement des données bibliographiques et le dépôt en texte intégral des publications est obligatoire (l'obligation de dépôt en texte intégral ne concerne que les publications produites à partir de 2013).

Pour joindre une version électronique d'un document, ajoutez le fichier lors de l'étape 8 du formulaire de soumission, en précisant, en fonction de vos droits d'auteurs, le type d'accès autorisé :

- Accès interdit
- Accès restreint à l'institution
- Accès libre
- Accès interdit jusqu'au... (embargo) et ensuite : accès libre ou restreint à l'UCL

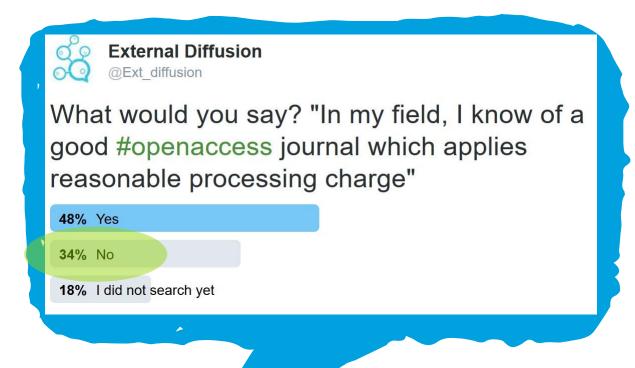
- 1
- What are my rights?
- 2
- What are my duties?
- 3

Should I take a proactive stand on OA?

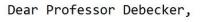
- Enormous benefits for publishers with dubious justifications
- Quality control of OA journals (reputation)?
 Beall's list (https://scholarlyoa.com/publishers/)!
- Cost transfer? Business model of OA?

- 1 What are my rights?
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Open access: the price to pay

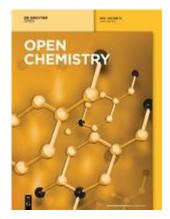


Open access: the price to pay



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The open access publication fee for this journal is **USD 2500**, excluding taxes. Learn more about Elsevier's pricing policy: http://www.elsevier.com/openaccesspricing.

Appl. Catal. A (Elsevier)



Wiley (3500 €), Elsevier (2500 \$), RSC (1600 £), ACS (2000-4000 \$),...



Open access: resources

F1000Research

F1000Research 2016, 5:632 Last updated: 25 MAY 2016



REVIEW

The academic, economic and societal impacts of Open Access: an evidence-based review [version 1; referees: 4 approved, 1 approved with reservations]

Jonathan P. Tennant¹, François Waldner², Damien C. Jacques², Paola Masuzzo^{3,4}, Lauren B. Collister⁵, Chris. H. J. Hartgerink⁶



¹Department of Earth Science and Engineering, Imperial College London, London, UK

²Earth and Life Institute, Université catholique de Louvain, Louvain-la-Neuve, Belgium

³Medical Biotechnology Center, VIB, Ghent, Belgium

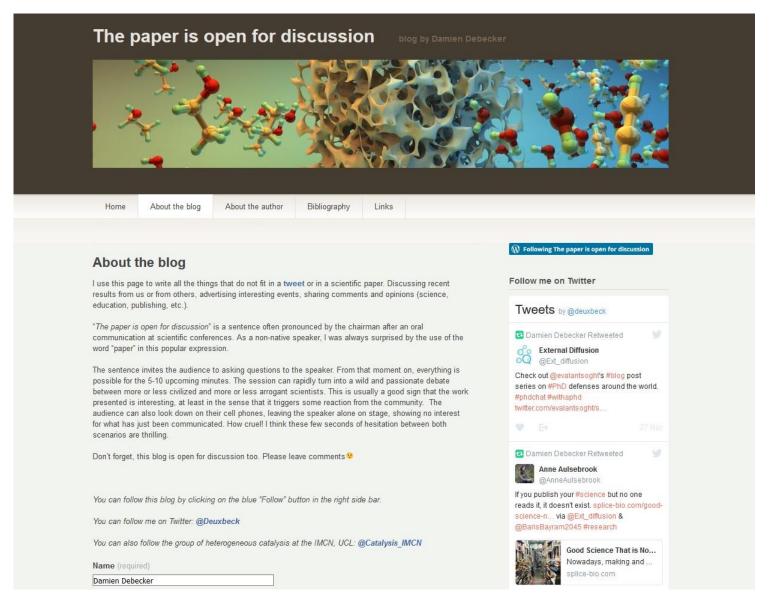
⁴Department of Biochemistry, Ghent University, Ghent, Belgium

⁵University Library System, University of Pittsburgh, Pittsburgh, PA, USA

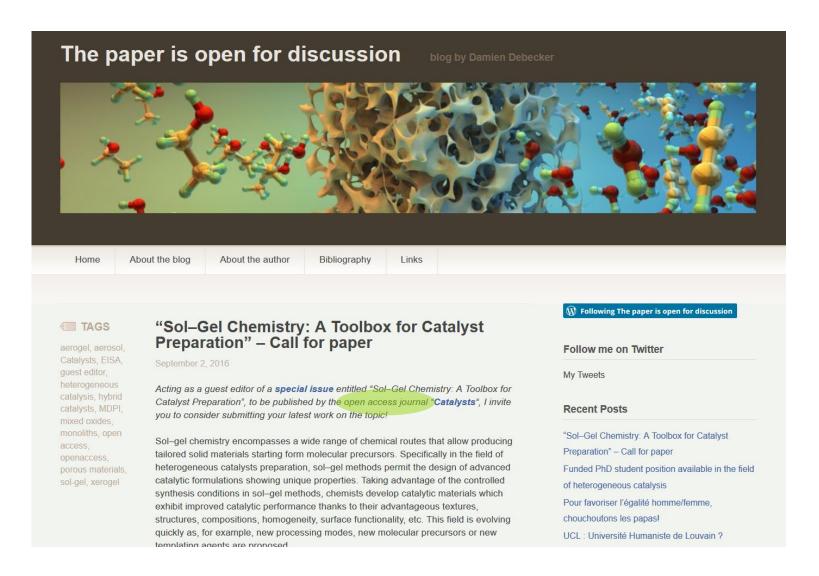
⁶Department of Methodology and Statistics, Tilburg University, Tilburg, Netherlands

Blogging

Blogging: medium of expression



Blogging: medium of expression

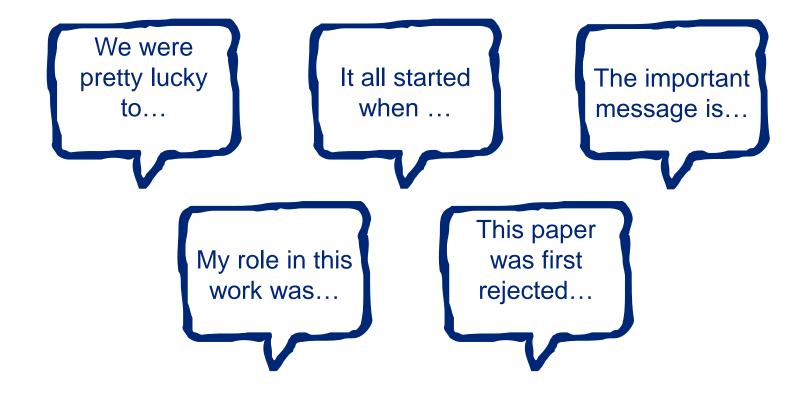


- 1 Story behind the paper
- Science is multidisciplinary
- 3 Information overload

- 4 Ready-to-go science
- 5 Social-media compatible



Story behind the paper

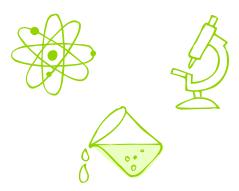




Story behind the paper

2

Multidisciplinarity



"A good blog post can be the catalyst to the birth of new ideas, collaborations, or projects. Blogs can be written in a specific and rigorous, yet accessible way, so that "non-specialist-scientists" can understand them and get inspiration for further work."

1

Story behind the paper

, **2**

Multidisciplinarity



Information overload

"If authors take the time to blog about their own paper then it must be one of their recent masterpieces!"





2 Multidisciplinarity

Information overload

Ready-to-go science



"Good blog posts are those which remain scientifically correct but at the same time manage to step away from the austere canvas of classical scientific publications, thus further spawning curiosity."

1 Story behind the paper

2 Multidisciplinarity

Information overload

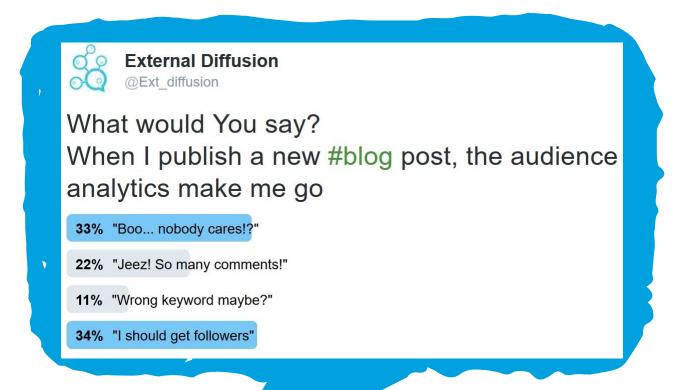
Ready-to-go science

Social-media compatible

"Looking at a tweet or a Facebook post, you know instantly whether the blog post will be worth a read or not."

3

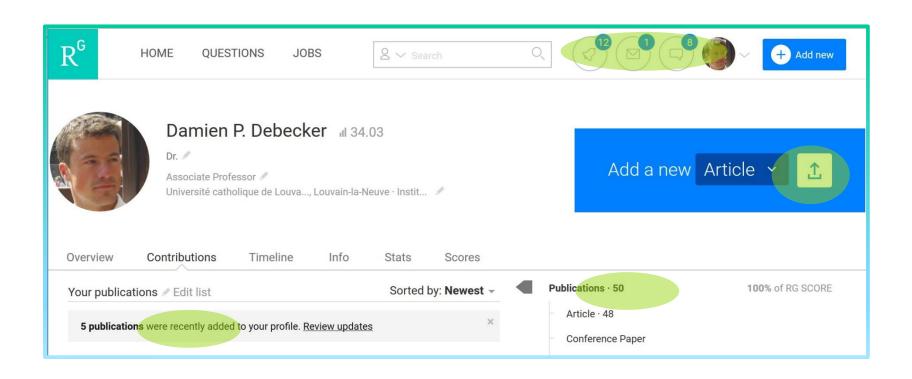
Blogging: what is the impact?



- Post online is not sufficient
- Needs an attentive audience
- Role of social media!

Social media

Social media: "academic social media"





- Spamming! (everybody)
- Duplicates!
- Copyright compliant?
- Reliable forever?



- Interactive
- Searchable
- Networking





Social media: "academic social media"







Mummy likes your new update!



Prof. Famous retweeted your tweet



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Social media: Audience for your science?



Followers = f(content, activity, following)
Use #hashtags!
Use lists (build, follow)!



Pro network only.

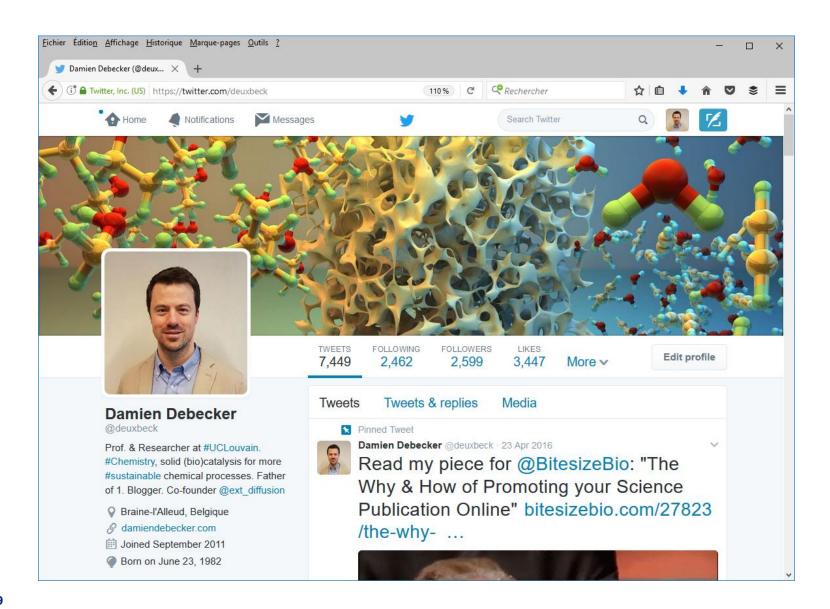
Participating in groups may be worthy.

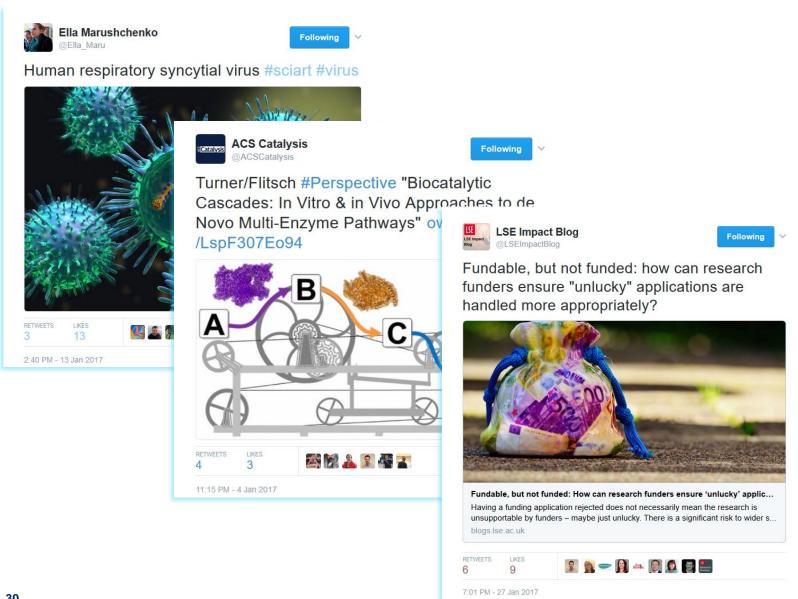


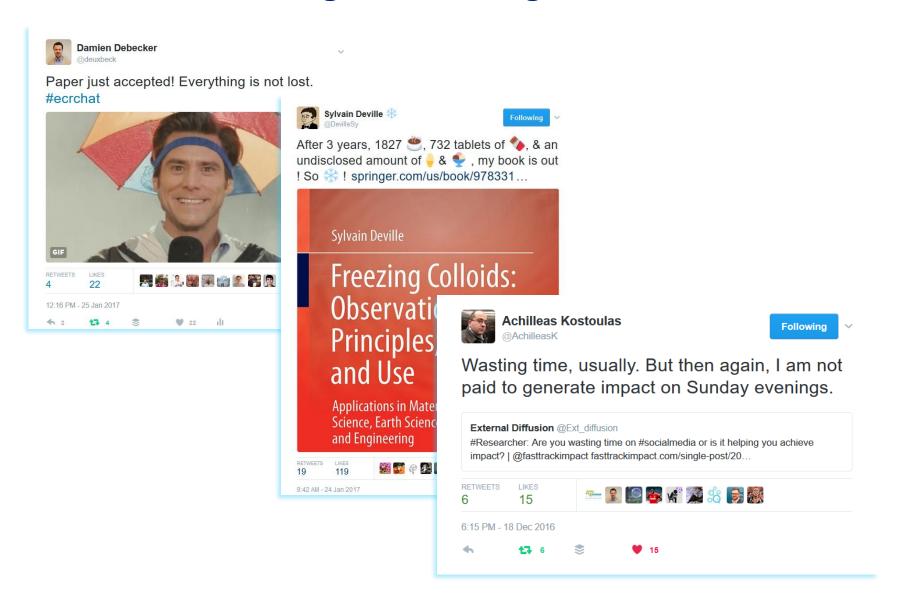
Private mainly.

Pages and groups are a must.

- Use stats and metrics to know what works
- Doing "outreach" is not "bragging"
- "e-reputation"







Social media: Why, oh why?!?



Social media: What?



Social media: What?



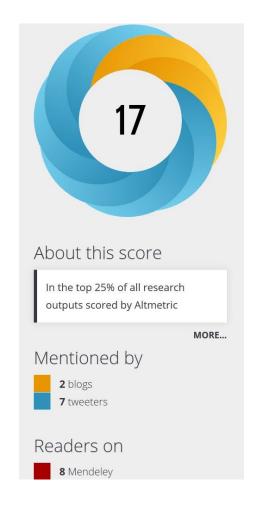
Social media: What?

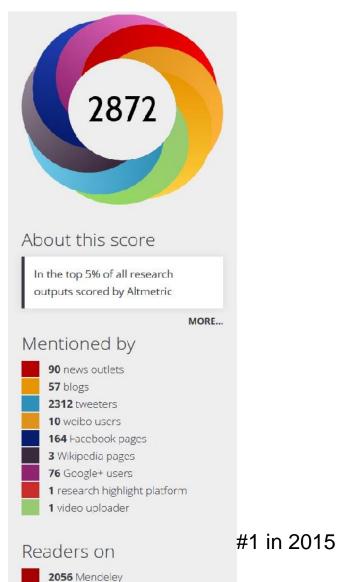


Social media: Measuring social media attention



www.altmetric.com





16 CiteULike

Online outreach options





Let's talk about your science!











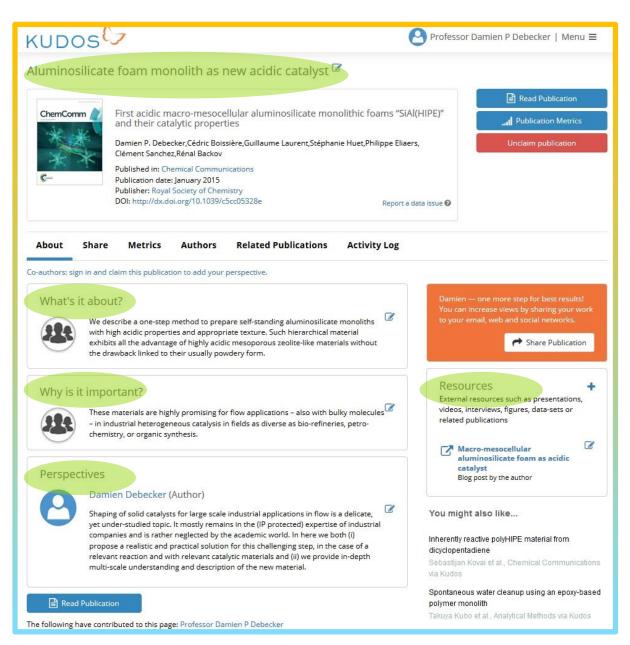






And many more...

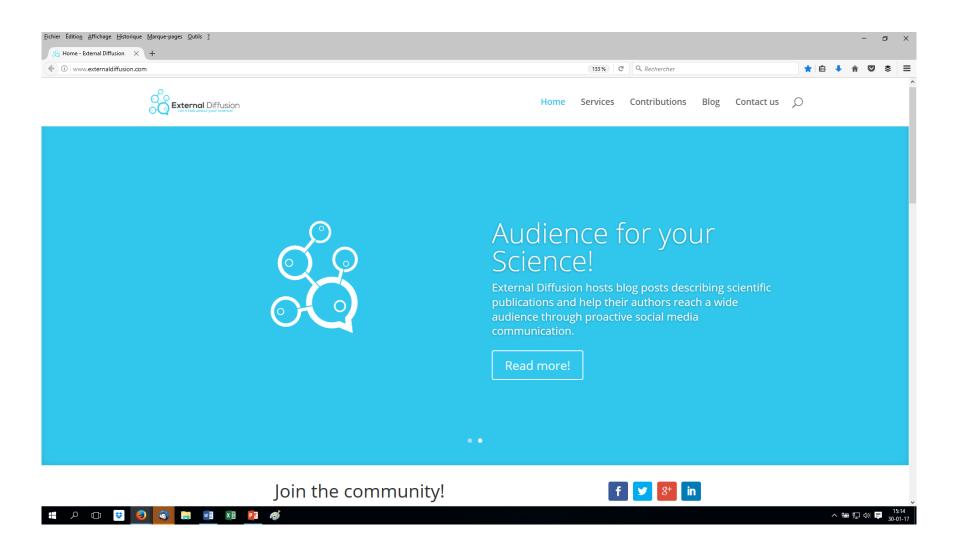


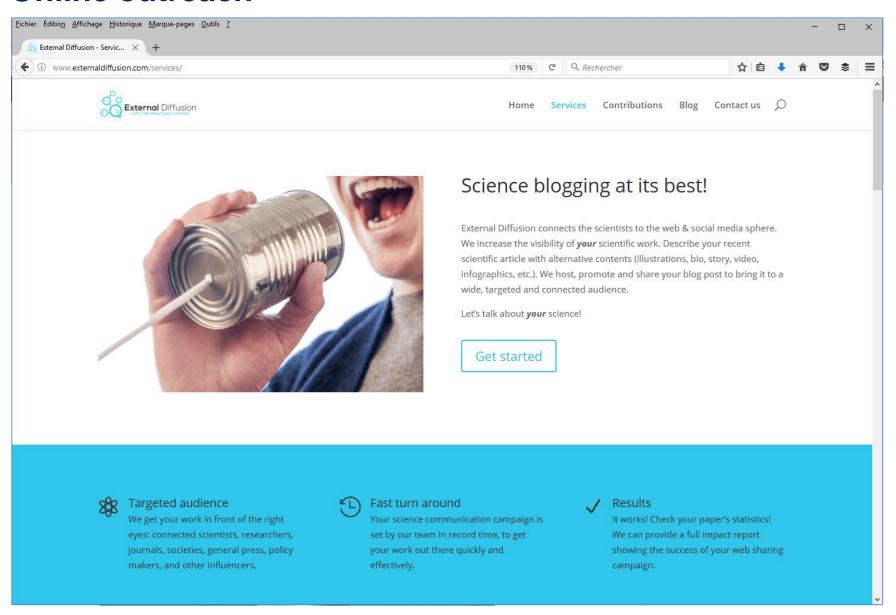


www.growkudos.com

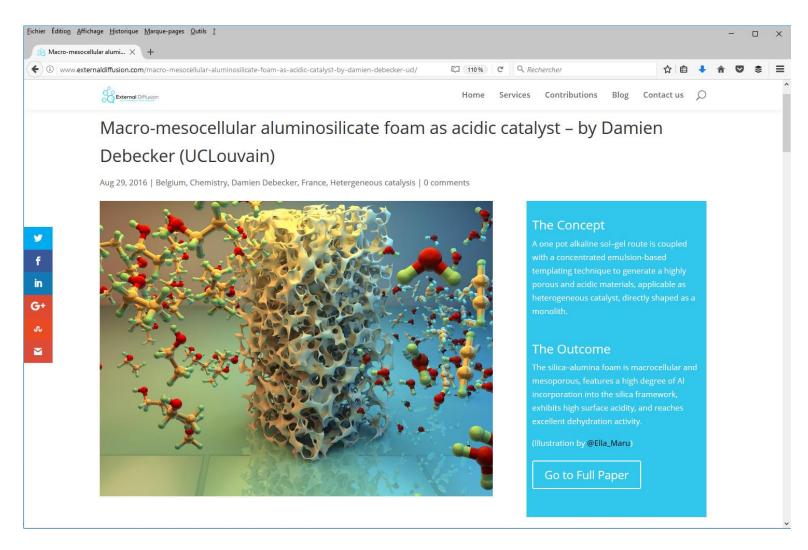
Micro-blogging
Sharable
Discoverable
Metrics



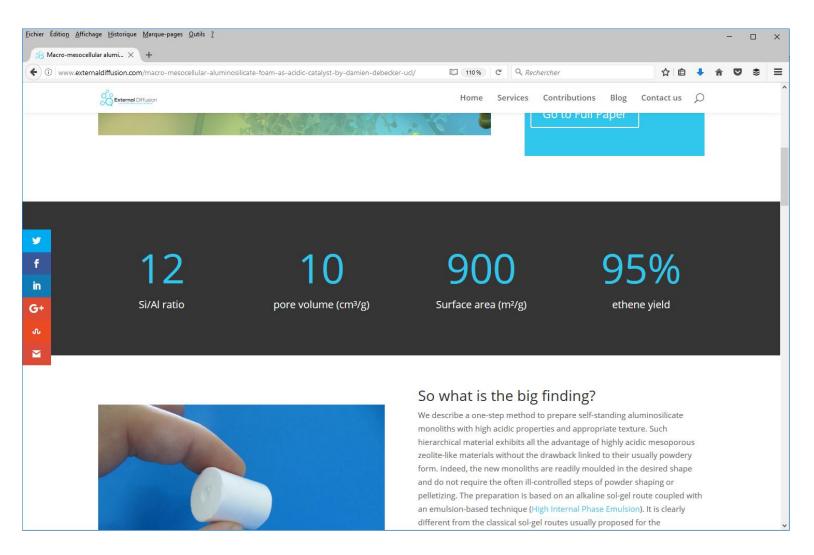




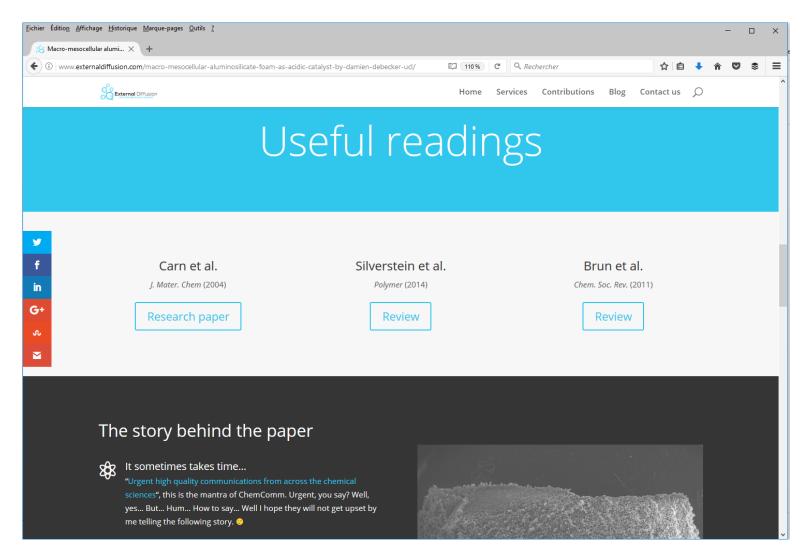






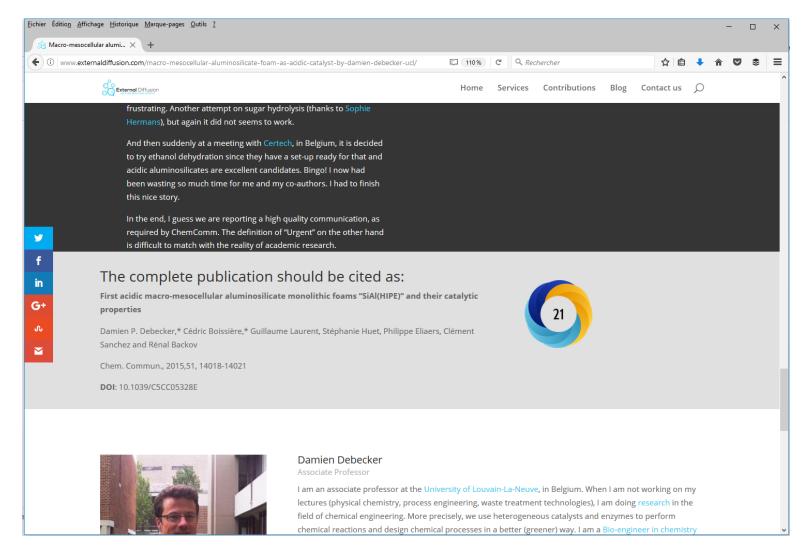












www.externaldiffusion.com





Proactive social media outreach







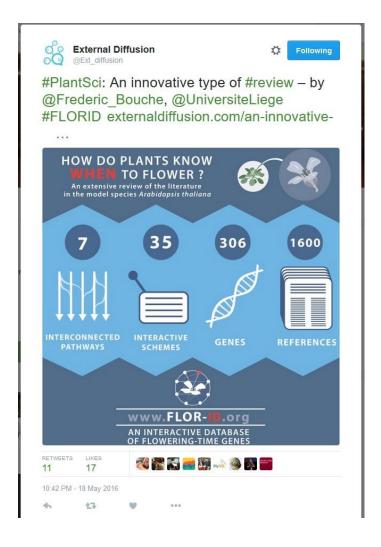
"Macro-blogging"
Sharable
Discoverable
Impact
!!

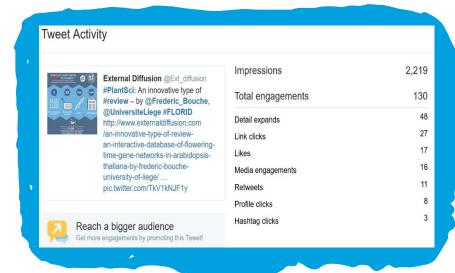


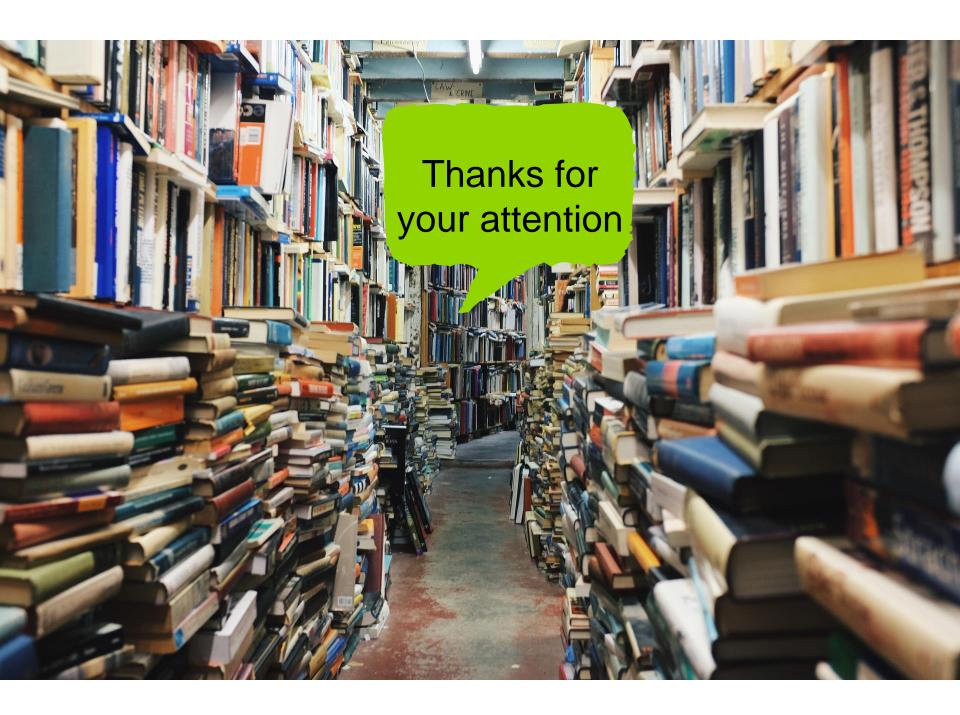














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Further readings:

- « The Why and How of Promoting Your Science Publication Online » www.bitesizebio.com
- « 5 reasons why I read scientific blog posts (or why to blog your science!) » www.piirus.ac.uk/
- « Paper accepted! OK what's next? » www.externaldiffusion.com/