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DISCOVERING OPEN ACCESS ARTICLES: MAXIMUM ACCESS, MAXIMUM VISIBILITY! A REPORT OF THE ALCTS CONTINUING RESOURCES SECTION PROGRAM, AMERICAN LIBRARY ASSOCATION ANNUAL CONFERNCE, LAS VEGAS, JUNE 2014 *

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The growing open access movement raises many questions for libraries and researchers. A program, presented by the Education, Research, and Publications Coordinating Committee of the ALCTS Continuing Resources Section, addressed prominent open access issues and offered a number of solutions currently under development by institutions and NISO (National Information Standards Organization). The three presenters provided background on the various issues, a description of the new open access policy at the University of California system, an overview of the challenges in accessing open access articles in hybrid journals, and a description of the NISO Open Access Metadata and Indicators Initiative.

SETTING THE STAGE FOR DISCOVERY AND ACCESS: DEFINITIONS, PROCESS, AND OPEN ACCESS AT UCLA

The first speaker, Angelo Riggio, Head of Scholarly Communication and Licensing at the University of California, Los Angeles, began the session by reviewing the history of the open access movement, which began in the early 2000's. Various definitions of the term "open access" have been proposed, including the Budapest, Bethesda, and Berlin (BBB) definitions. Peter Suber proposes that "open-access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions."[1] There are different types of open access and different business models. Even though articles are available online for free, not all are truly open.

The need for open access has arisen due to the difficulty libraries have had in providing access to traditional peer-reviewed journals, because of the rising cost of these publications. Also, academic authors typically do not get paid for their scholarly output and they routinely give up the copyright to their work. There are more than 200 institutional policies worldwide relating to open access. In addition, multi-institutional policies, thesis mandates, and funder-based mandates are also becoming prevalent.

The University of California Academic Senate recently passed an Open Access Policy, on July 24, 2013. The policy went into effect on November 1, 2013 for three campuses: Los Angeles, Irvine, and San Francisco, with the remaining UC campuses scheduled to join on November 1, 2014. The policy requires that all UC authors grant the right to reproduce, publicly display, and publish scholarly journal articles to e-Scholarship or another open access repository. e-Scholarship, the UC open access digital publishing platform, currently hosts approximately 70 journals and more than 70,000 publications.

A submission form has been developed by the UC system for easy entry into e-Scholarship. A Symplectic Elements harvester will eventually capture an author's publication metadata and send the information to the author's "publications page." The author can then identify the appropriate version of the article and deposit the work in e-Scholarship. Authors are kept informed about open access efforts through scholarly communication outreach, the faculty senate, open OA sessions, and the library. In the period from August 2013 to February 2014, 185 authors submitted works to e-Scholarship. From 2002 to the present, there were 21.5 million views of works in e-Scholarship.

Most researchers begin their searches in Google Scholar, which indexes the e-Scholarship resources and includes tags and metadata; thus, there is a need for robust metadata to make the open access materials more readily searchable, including tags describing the version of the resource and how open the resource is.

There has been increased emphasis on digitization in the UC system, through the California Digital Library, to make more materials available via open access. Through the Affordable Course Materials Initiative, awards have been offered to UCLA departments to provide motivation to use open data, open educational resources, licensed material, and Special Collections materials for classes. This effort has resulted in savings to students who then are not required to purchase these materials for the class. The departments achieving the most savings recently have been the Theater and Mechanical Engineering departments, each showing savings of over $11,000 for a single course.

DISCOVERY OF OPEN ACCESS ARTICLES IN HYBRID JOURNALS: WHAT ROLE DOES THE LIBRARY PLAY?

The next speaker, Mary Ann Jones, Coordinator of Electronic Resources at Mississippi State University Libraries, focused on issues relating to hybrid journals. A hybrid journal is a peer reviewed journal that includes some articles that are open access and some that are not. In these journals, authors pay a fee to make their articles open access. Some authors pay the fee because they are under a mandate from their funding agency, whereas others choose on their own to make their article open access. The journal publisher page usually spells out the options available to authors for making an article open access. Fees can range from $60 to $5000.

Jones presented a typical scenario encountered by users when trying to access a hybrid journal open access article in the library's discovery system. When a user finds an article of interest, the next logical step is to click the OpenURL button. Because availability is reported on a journal title level, not an article level, a message appears indicating the library does not provide electronic access to the article and that the user must order the article via interlibrary loan. Open access articles in hybrid journals are, however, available

to users if the user knows the steps required to gain access to the articles. In some cases, depending on the discovery system, one additional click would bring one to the page with the full text article.

Jones went on to describe the response one gets when using Google Scholar to gain access to an open access article. The first result when searching for a specific title is the citation to the article. One can then click on the title to open the PDF of the article.

The questions the library community must ask with regard to open access articles in hybrid journals are thus:
- Do we want to rely on Google Scholar to provide access to open access articles?
- Do we want to teach users how to find open access articles?
- Do we assume users know how to find open access articles?

Beyond what the library can do to assist users in finding open access articles in hybrid journals, there are three other constituencies that could help solve this problem. Publishers, aggregators, and the authors themselves could all assist in the effort. Jones suggested that publishers should take primary responsibility by compiling all hybrid journal open access articles into a database which would be indexed and searchable in the library's discovery system. Aggregators could include indicators that identify the open access articles in their databases, with direct links to the articles, thus bypassing the link resolver. Authors, finally, should deposit their open access articles in an open access repository without delay. Many authors are not doing this.

THE NISO OPEN ACCESS METADATA AND INDICATORS INITIATIVE

The final speaker, Nettie Lagace, Associate Director for Programs at NISO, spoke about the new NISO Open Access Metadata and Indicators Initiative, which is intended to promote better access to open access articles. A working group for the initiative was formed in early 2013, with members from both the publisher and library communities in the United States and the United Kingdom. The objective for the working group was to formulate open access indicators that publishers could use to designate articles which are available via open access. Publishers currently indicate open access in hybrid journals in different ways. The NISO initiative will provide a recommended practice for publishers to follow.

The stakeholders involved in the open access issue include publishers and users of these materials, as well as search engines and academic libraries Funding agencies are also stakeholders, since these agencies often have mandates tied to the funding, requiring that the materials be identified as having been published in open access.

The open access issue is politically fraught, according to Lagace, with different perspectives held by the different stakeholders. Two of the prominent issues are: (1) Is this item free to read? and (2) What are the re-use rights? A minimal set of metadata tags would be needed to address these issues: (1) a free to read tag (yes/no) and (2) a license reference tag (linking to the license terms). The addition of these metadata tags would provide a way to make the articles more tractable and would provide needed information on the re-use terms. Issues that must be resolved with the metadata tags include: (1) Who should distribute the new tags? and (2) Should these tags be included with other metadata? The KBART (Knowledge Bases and Related Tools) feeds include metadata that is journal specific, whereas the free to read and licensing tags would be article specific.

The Open Access Metadata and Indicators Initiative has received more public comments than any previous initiative, according to Lagace. It is hoped that the working group recommendations will be finalized in the next month or so (summer/fall of 2014). The initiative will not have the same effect as a NISO standard, since it will consist of recommendations instead of a mandate, but a standard would not have been possible at this time due to the state of flux in the open access environment. Many publishers are viewing the initiative as an important move due to the many requests from the user community that something be done to expose the open access literature.

QUESTIONS AND COMMENTS

The questions and comments made following the presentations included:

- How can publishers be convinced about the need to address the open access article issue?
- Could a PubMed link be added to the library's web page/link resolver page for accessing open access articles?
- Could a Google Scholar link be added to the library's web page/link resolver page for accessing open access articles?
- There is a need to link back to the DOI in the repository structure.
- Some publishers are providing access to their open access articles (e.g., Springer) but the process is complicated.
- The Open Archives Initiative (openarchives.org) addresses different ways to harvest but does not include hybrid material.
- How long will it be before publishers fully adopt the open access metadata tags? Lagace noted that there will be a take-up period, but some publishers are already starting work to use the NISO recommendations in their internal systems.

1 Suber, Peter. "Open access overview." http://earlham.edu/~peters/fos/overview.htm