Open access: Rethinking the approach

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Monday, October 17, Internet Librarian 2016
What is it?
Seismic disruption or overblown hype?
The typical arguments

Publisher concerns

Morality

Faculty tenure concerns
A solution looking for a problem
This enhances my impact
Curve balls, all the time
What happens when your model changes?
What is really the point of open access?
Achieving the Dream is a comprehensive non-governmental reform movement for student success. Together with our network of higher ed institutions, coaches and advisors, state policy teams, investors and partners, we are helping more than 4 million community college students have a better economic opportunity and achieve their dreams.
Where is the intersection of interests?

Students

Faculty

[Diagram of Venn diagram with overlapping circles labeled Students and Faculty]
The problem with any ideology is that it gives the answer before you look at the evidence. So you have to mold the evidence to get the answer that you've already decided you've got to have. It doesn't work that way.

Bill Clinton
Environmental factors
Sustainable, viable economic models (?)

**Cornell University Libraries**
- Cash subsidy of $75,000 per year
- In-kind contribution of all indirect costs

**The Simons Foundation**
- $100,000 per year
- Matches $300,000 of the funds generated through membership

**Each member institution pledges a five-year funding commitment**
- Based on institutional usage ranking, the annual fees are set in four tiers from $1,500-$3,000.
- Discounts for members paying through consortial agreements will be provided.
Barriers for faculty to use OA materials

- There are not enough resources for my subject – 49%
- Too hard to find what I need – 49%
- There is no comprehensive catalog of resources – 45%

Barriers for researcher contributing to OA repositories

- Too difficult to ingest existing material
- Too expensive to publish
Changing the behavior requires changing the environment

Preferences are inconsistent over time
- When asked, 74% of people would prefer fruit over chocolate as a future snack
- When presented with both fruit and chocolate, 70% select chocolate

Actions are influenced by related context
- Individuals given larger bowls served themselves between 28-32% more cereal
- People tend to eat 90-97% of what is on their plate, irrespective of plate size.

People generally take the default option
- Organ donation rates are 4% in Denmark and 12% in Germany where the default option is “opt-in.”
- Rates are 86% in Sweden and nearly 100% in Austria where the default option is “opt-out.”

What should libraries be doing?

- Shrink the challenge so it is doable
- Point to a personally meaningful outcome
- Provide clear, easy steps to get there
- Focus and build on their journey
- Rally the community around them
Thank you

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