# Increasing visibility of your research output through the use of Open Access platforms

Iryna Kuchma

EIFL Open Access Programme Manager



## Learning objectives

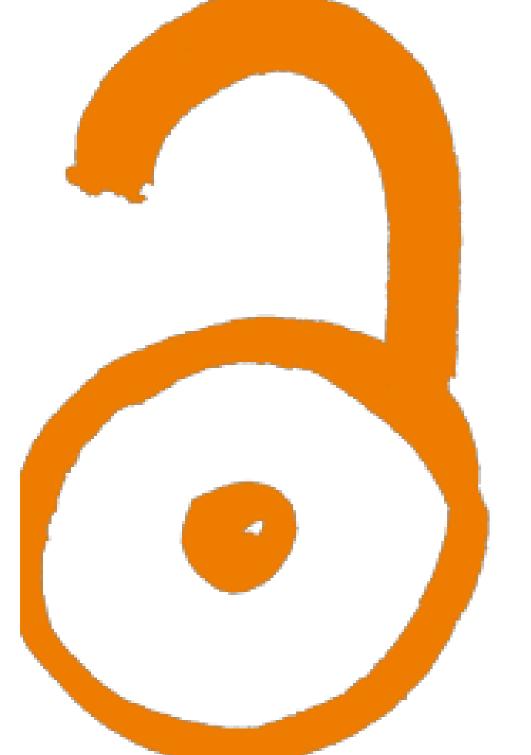
Learn about the different options a researcher has when deciding where to publish a paper, including funder requirements.

Be able to decide if a paper can be published before peer review, for example in a preprint server. You will learn how to determine which options your have according to your disciplines/journal policies, and if there would be consequences afterwards that might jeopardize final publication in a peer-reviewed journal. You will learn how to discover the differences between policies of peer-reviewed journals, particularly when submitting something available as a preprint.

You will learn the differences among open access journals, such as which require a fee for submission/publication and which licenses they use.

You will learn about the implications of publishing in paywalled journals for future self-archiving in a repository, and the publisher requirements in terms of version and embargo. You will also learn about hybrid open access journals.

You will learn about different business models used by open access journals, and opportunities for obtaining funds to support publishing if needed.





# Open access publishing

PAY-TO-PUBLISH OPEN ACCESS IS PRACTICED BY FEE-BASED OR APC\*-LED
JOURNALS - BUT THIS IS JUST ONE OF THE POSSIBLE MODELS THAT THE GOLD OPEN
ACCESS ROUTE ENTAILS- SOME OF THE PRICES PRACTICED BY APC-LED JOURNALS
SUCH AS THE ONES SHOWN BELOW\*\* CAN ABSOLUTELY EXCLUDE SOME SCHOLARS
FROM PUBLISHING IN PARTICULAR VENUES- THERE'S NO DENYING THAT!

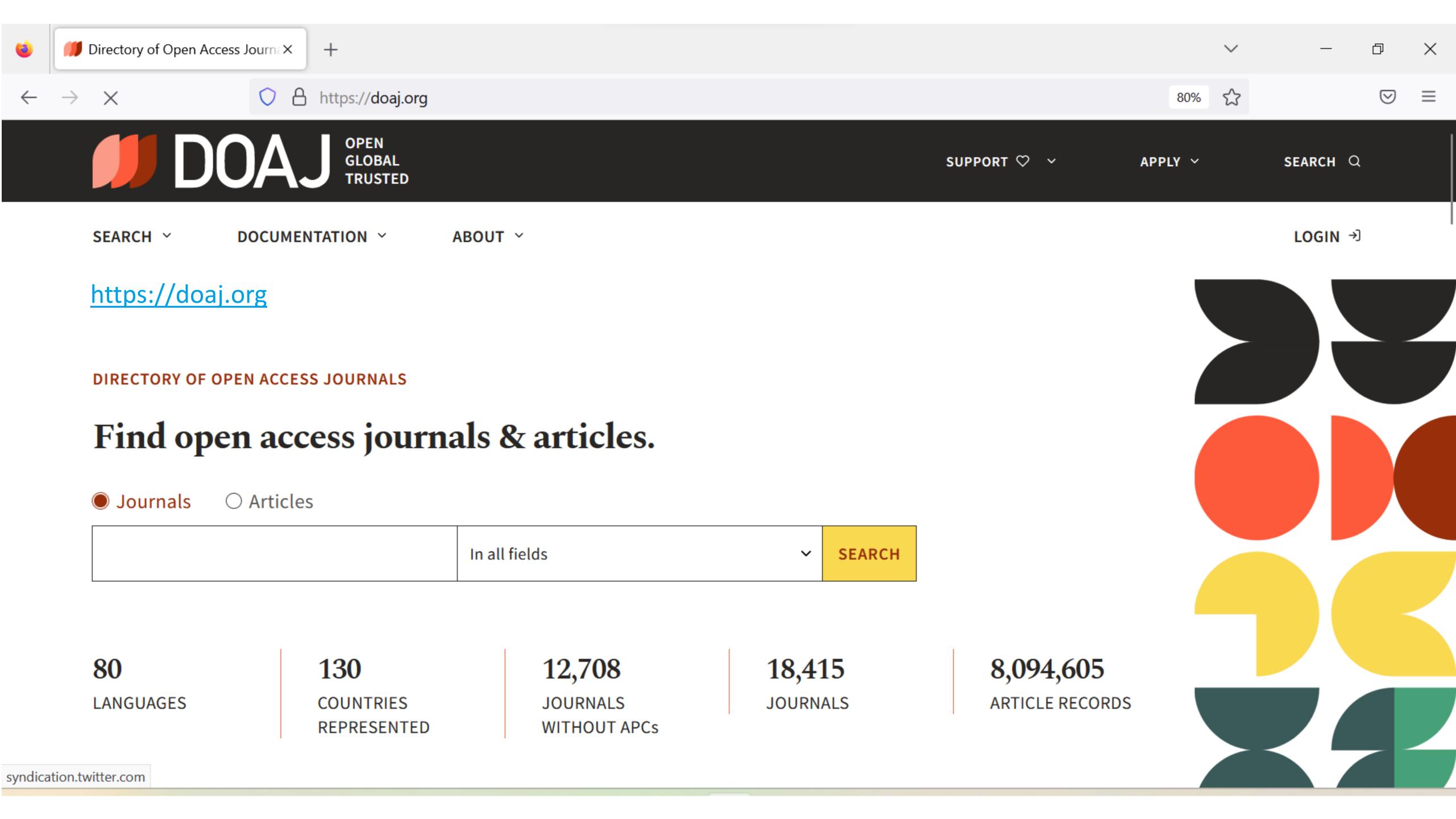
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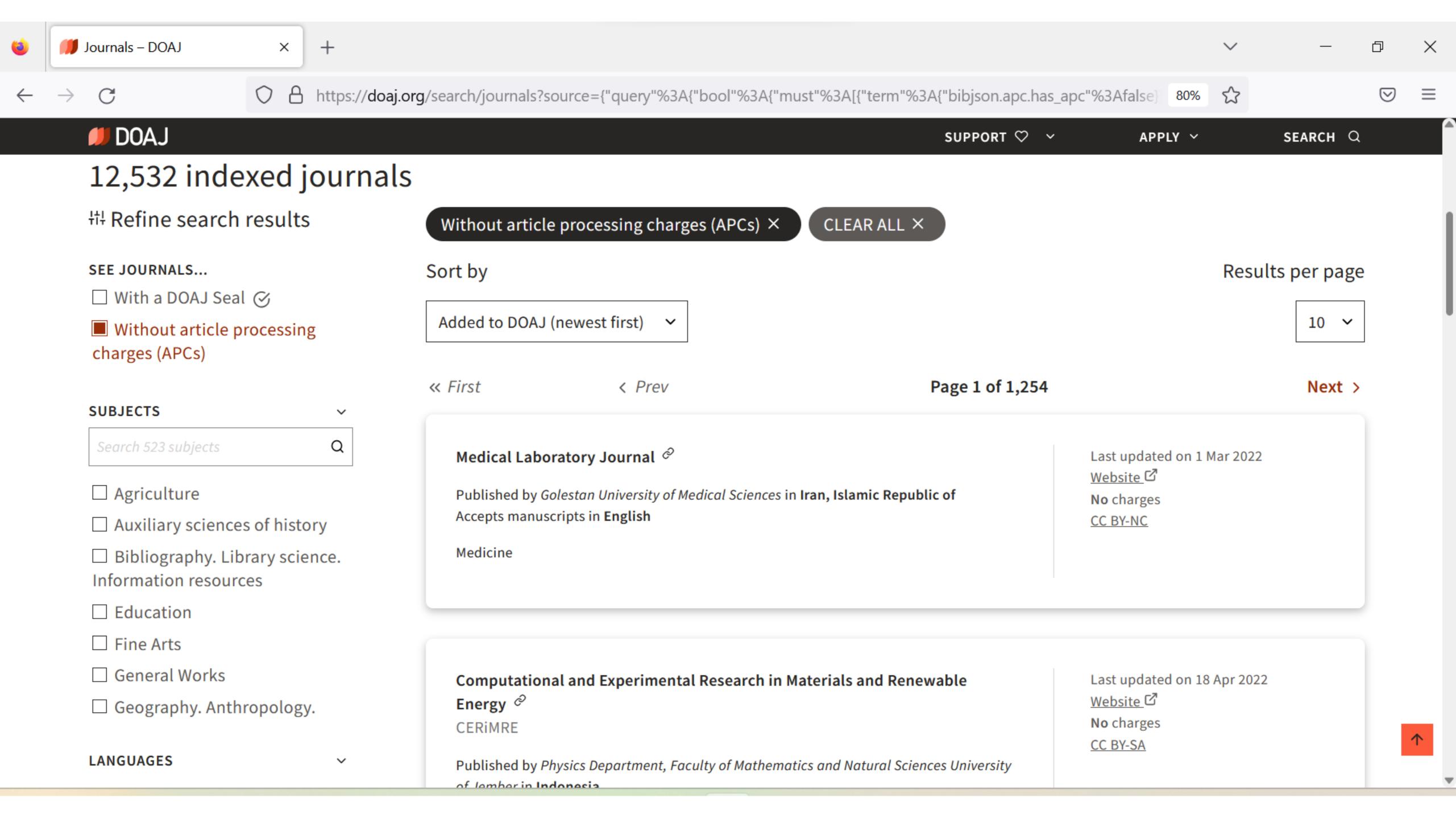
## Article Publishing Charge (APC) price list

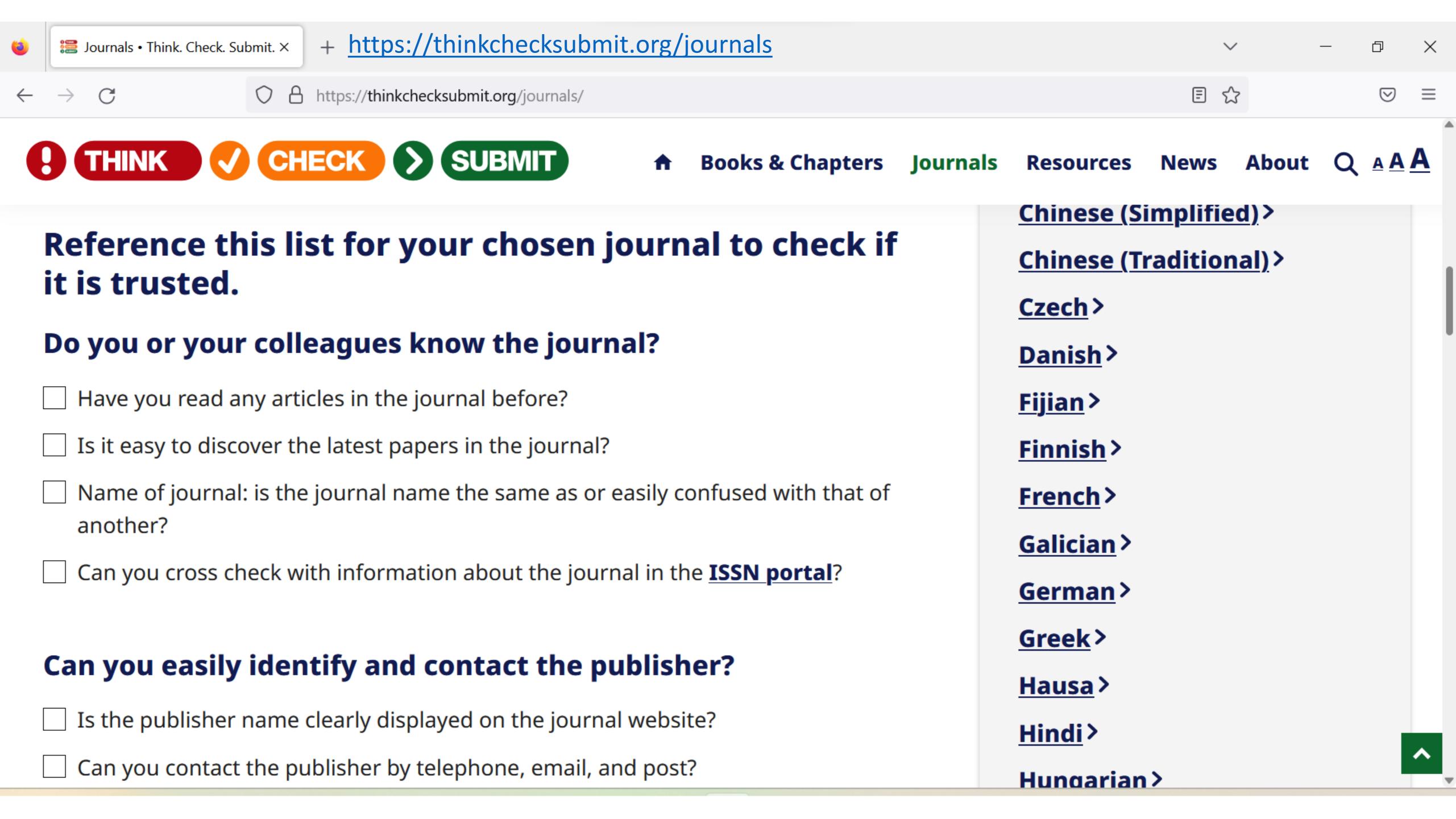
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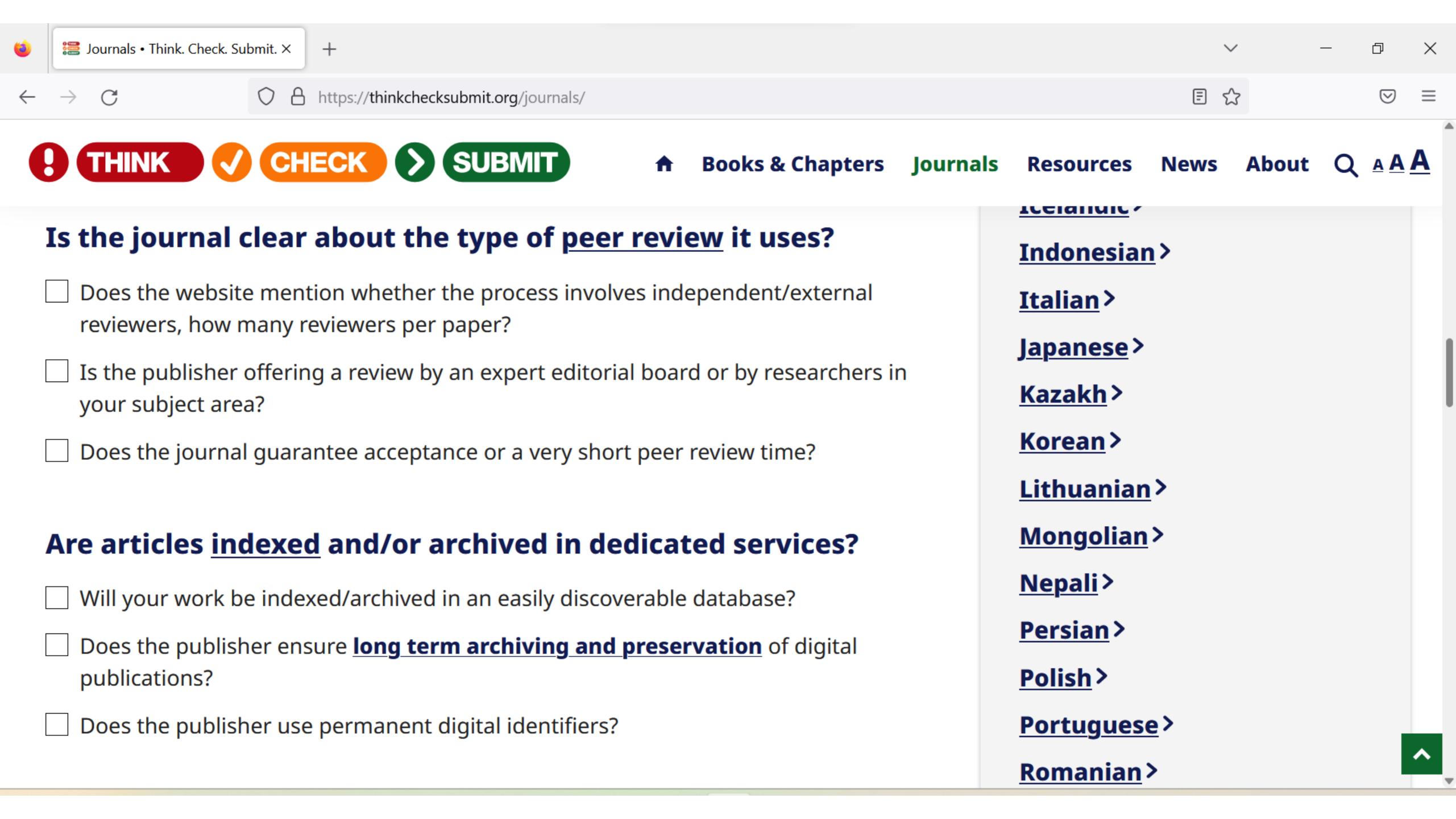
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_		Open access	8.900	<b>7.60</b>
2666-6340	Med You're No	OT access	8.900	7.60
2590-3322	One Earth - DREAMING	3!	测流度	
		Open access	8.900	127.60
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135-38543	Methods	Open access	5.200	4.30
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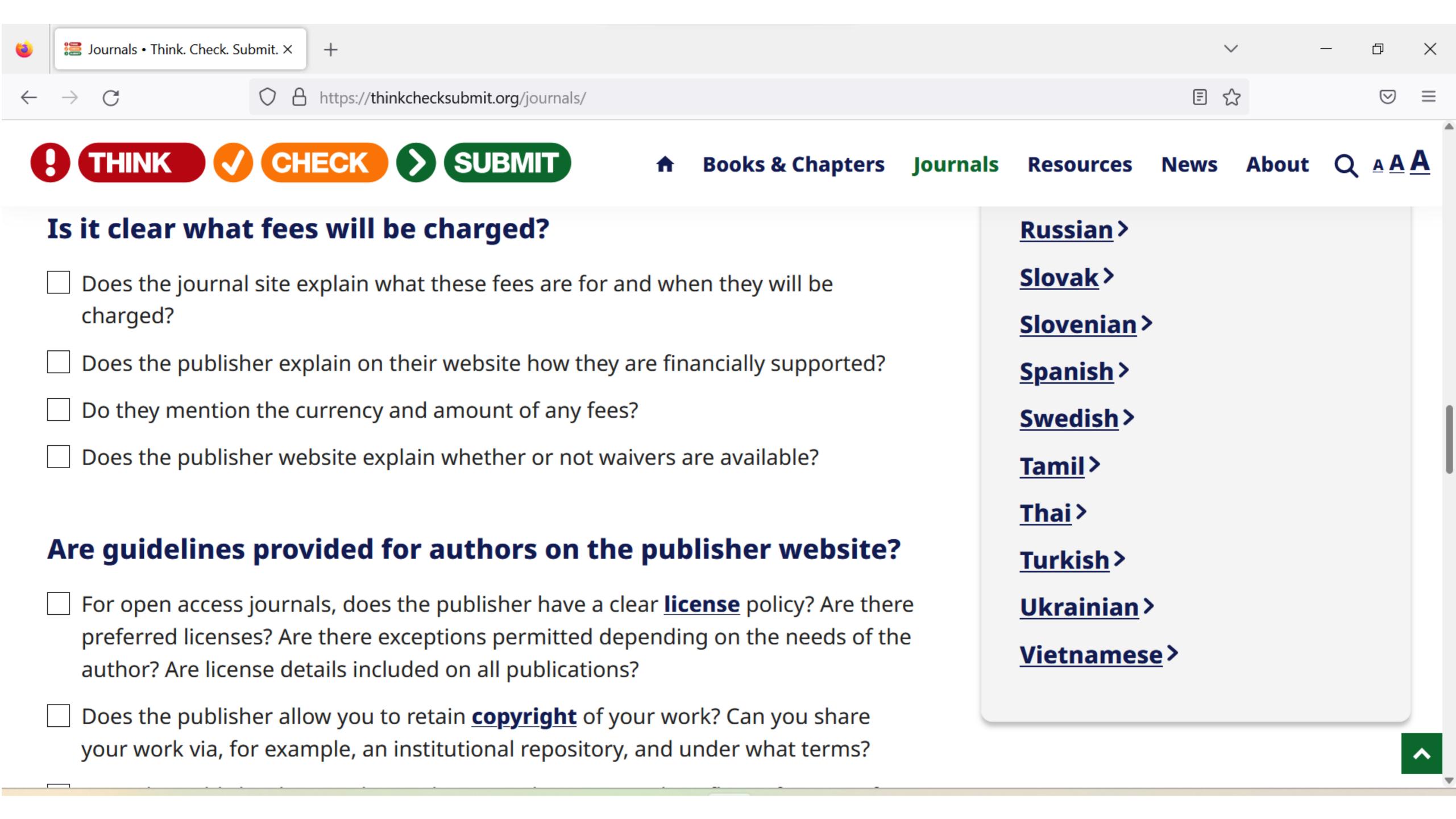
Christophe Dony. (2021, May 16). The Scholcomm Chronicles #1. Rambling about Misconceptions of Open Access. Zenodo. <a href="http://doi.org/10.5281/zenodo.4765798">http://doi.org/10.5281/zenodo.4765798</a>

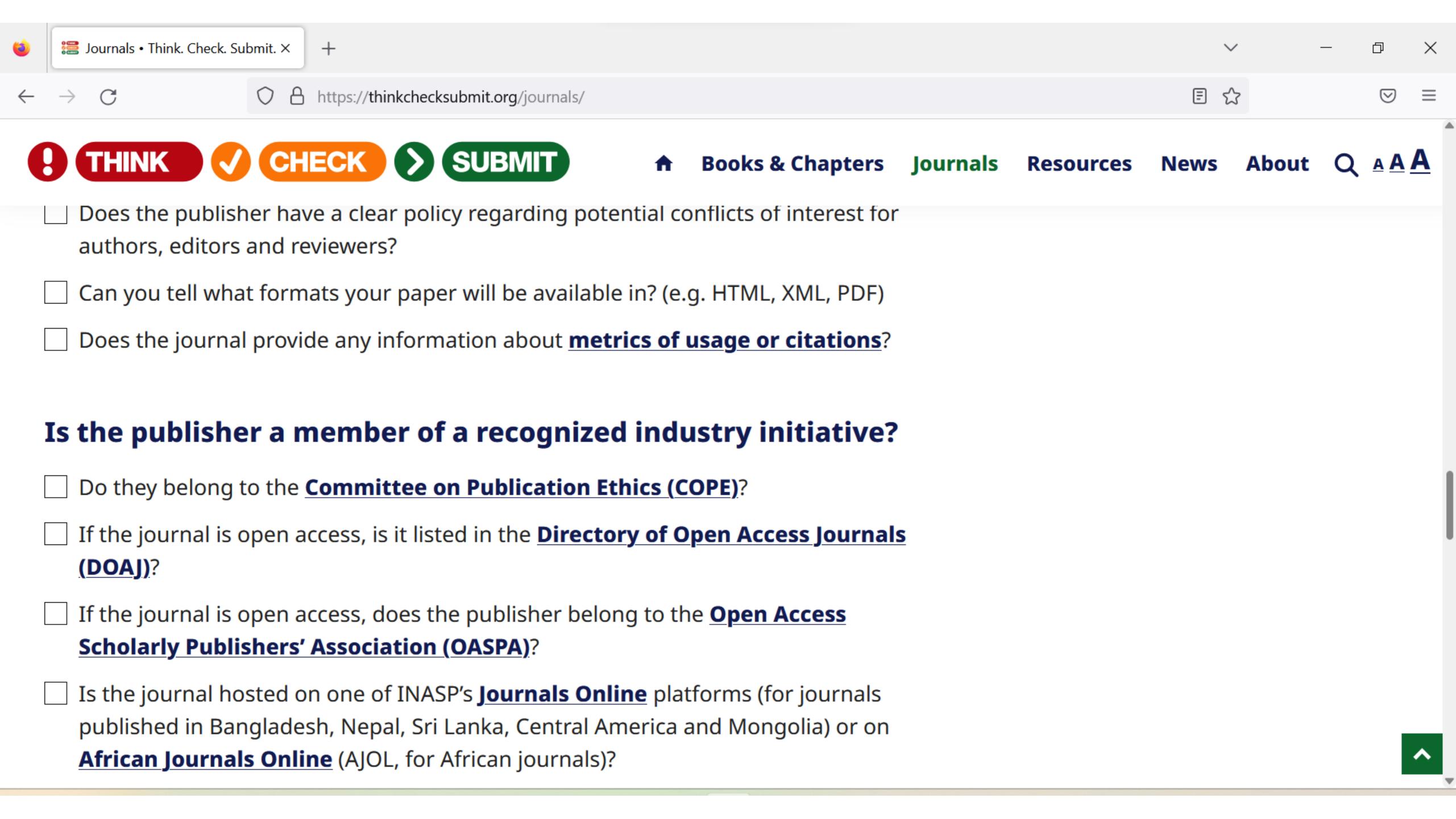












## EIFL agreements for APC waivers/discounts

On our website: <a href="https://eifl.net/apcs">https://eifl.net/apcs</a>

Current agreements and offers for the authors from Zimabwe:

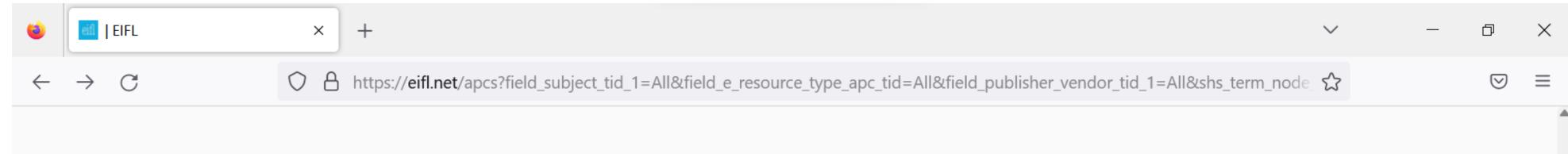
- 1. Free OA publishing: ACM, Brill, Cambridge University Press, European Respiratory Journal, IMechE, IWA Journals, Oxford University Press, Royal Society, SAGE, Taylor & Francis, The Company of Biologists, Wolters Kluwer Health and World Scientific
- 2. Edward Elgar (a discounted fee of 500 GBP)



# EIFL website – search for agreements by

country

https://eifl.net/apcs



### EIFL-NEGOTIATED AGREEMENTS WITH PUBLISHERS FOR ARTICLE PROCESSING CHARGES

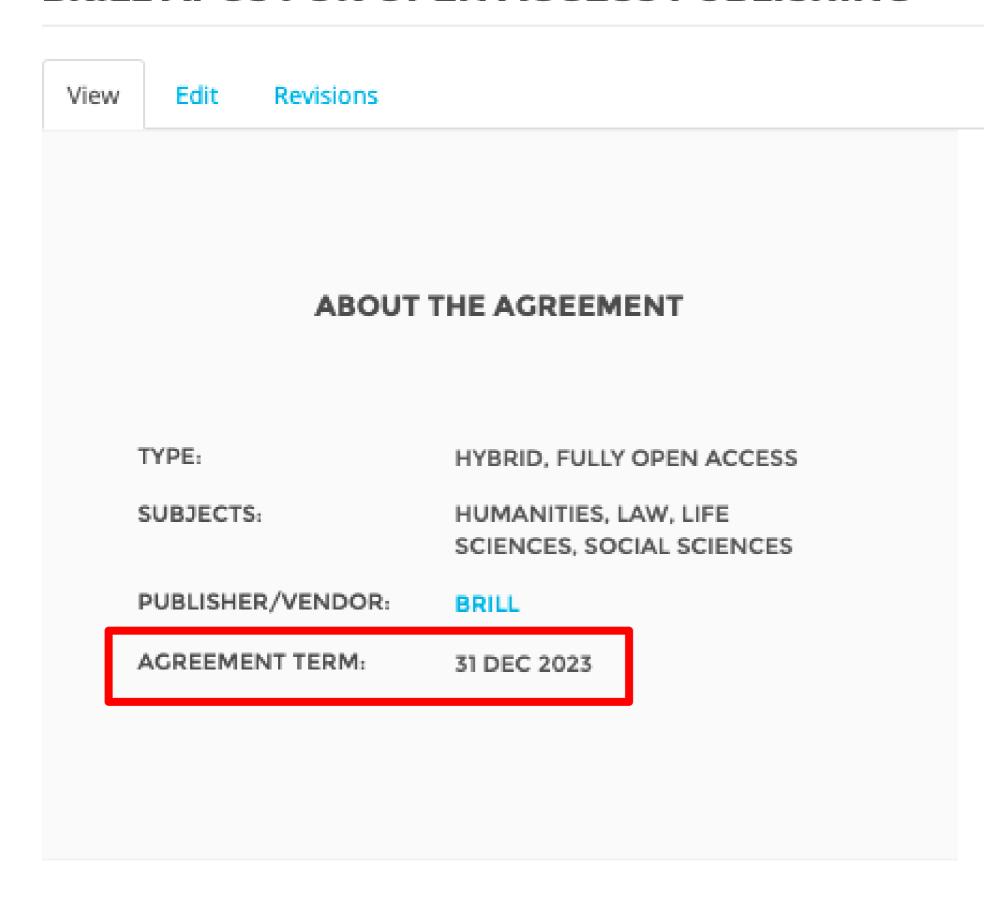
The following publishers offer waived or discounted Article Processing Charges (APCs) to authors from eligible EIFL partner countries through our Licensing Programme. Browse the list below for further information.

SUBJECT	TYPE	PUBLISHER	C	OUNTRY
- Any -	- Any -	- Any -	Zimbabwe	- Any -
	SEARCH		RESET	



# Details of agreements for each publisher

#### **BRILL APCS FOR OPEN ACCESS PUBLISHING**



#### **OVERVIEW**

EIFL has negotiated waived or discounted Article Processing Charges (APCs) for authors from EIFL partner countries when they publish in a Brill fully Open Access or hybrid journal.

#### **TERMS & CONDITIONS**

The agreement is valid for Brill fully open access and hybrid titles.

Below are the agreed terms:

- Waived article processing charges no fees for corresponding authors from: Congo, Ethiopia, Ghana, Ivory Coast, Kenya, Kyrgyzstan, Laos, Lesotho, Malawi, Moldova, Myanmar, Nepal, Senegal, Sudan, Tanzania, Uganda, Zambia, Zimbabwe
- 80% discount for corresponding authors from: Botswana, Namibia
- 60% discount for corresponding authors from: Albania,
   Armenia, Azerbaijan, Belarus, Fiji, Georgia, Kosovo, Latvia,

ei

Lithuania, Maldives, North Macedonia, Palestine, Thailand, Ukraine, Uzbekistan

50% discount for corresponding authors from: Estonia, Serbia, Slovenia

## How to claim waivers

This discount cannot be combined with any other, such as Society discounts, promotional discounts or prepaid order discounts. If the author is entitled to or claims multiple discounts, the highest single discount will be applied.

#### **HOW DOES IT WORK**

The waiver or discount is automatically applied as SAGE's system will automatically recognise eligible author's affiliation to eligible countries. Once the paper has been accepted for publication, authors are sent to the acceptance and payment page, where they accept the publisher's terms & conditions, and review their payment information which will automatically show the discounted or waived APC - provided the conditions are met.

If the waiver or discount has not been applied, please email APCqueries@sagepub.com and the SAGE team will correct the amount.

#### HOW DO I KNOW THE EXACT COST OF THE DISCOUNTED APC?

You can check the full list price APC on each journal's website. This title list includes a URL for each journal. On the journal website, click on the link for "Submit Paper" and then "Article Processing Charges". You will need to calculate a 20% discount.

In case you find a reduced APC price on the journal website (a promotional discount) which is higher than 20%, then you should use the promotional discount and not the EIFL discount.

#### HOW CAN I FIND JOURNALS THAT ARE INCLUDED IN THE OFFER?

You can view the title list here and browse it by subject. The title list also includes journals that do not charge any Article Processing Charges. This title list will be updated twice a year, no later than 31st July and 31st January each year. The current list was confirmed on 12th August 2020.



## Link to title list

## WHERE ELSE CAN I PUBLISH IN OPEN ACCESS?

Click on your country below to get the list of all the journals that EIFL has negotiated open access publishing terms for. You can browse the list by subject, impact factor, and publisher.

Albania, Armenia, Azerbaijan, Belarus, Botswana, China, Congo, Estonia, Ethiopia, Fiji, Georgia, Ghana, Ivory Coast, Kenya, Kosovo, Kyrgyzstan, Laos, Latvia, Lesotho, Lithuania, Malawi, Maldives, Moldova, Myanmar, Namibia, Nepal, North Macedonia, Palestine, Senegal, Serbia, Slovenia, Sudan, Tanzania, Thailand, Uganda, Ukraine, Uzbekistan, Zambia, Zimbabwe

### **FURTHER INFORMATION**

Contact us if you have questions Licensing Programme Manager Lorraine Estelle: lorraine.estelle@eifl.net



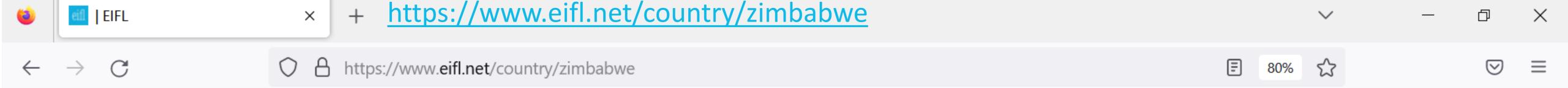


## ZIMBABWE

#### **DOWNLOAD**

In partnership with your country's library consortium, EIFL has negotiated a number of agreements with publishers that secure waived or discounted Article Processing Charges (APCs) for corresponding authors to publish their articles in open access. If you click on the Download button, you will be able to get a full list of eligible journals for corresponding authors from your country to publish in open access under these agreements. You can find details of negotiated agreements, including how to claim the waivers or discounts with each publisher on this page: https://eifl.net/apcs

ABOUT RESOURCES INFORMATION STAY CONNECTED





#### **EIFL IN ZIMBABWE**

EIFL has been working in Zimbabwe since 2001. We supported the creation of the Zimbabwe University Libraries Consortium (ZULC), and through this partnership, libraries in Zimbabwe are providing access to a wide range of scholarly e-resources.

In Zimbabwe, EIFL has supported national and institutional open access awareness raising and advocacy workshops that have resulted in a number of open access repositories in the country (which continue to (opendoar.org/countrylist.php) grow). Through our work, the first open access ETD (thesis and dissertations) mandate in the country was introduced by University of Zimbabwe, thereby opening their research to the world.

We have also provided advanced training and a support service to raise awareness of library copyright issues, and to assist with copyright questions.

#### LIBRARY CONSORTIUM INFORMATION

Consortium: Zimbabwe University Libraries Consortium (ZULC)

Type of members: University libraries and research libraries

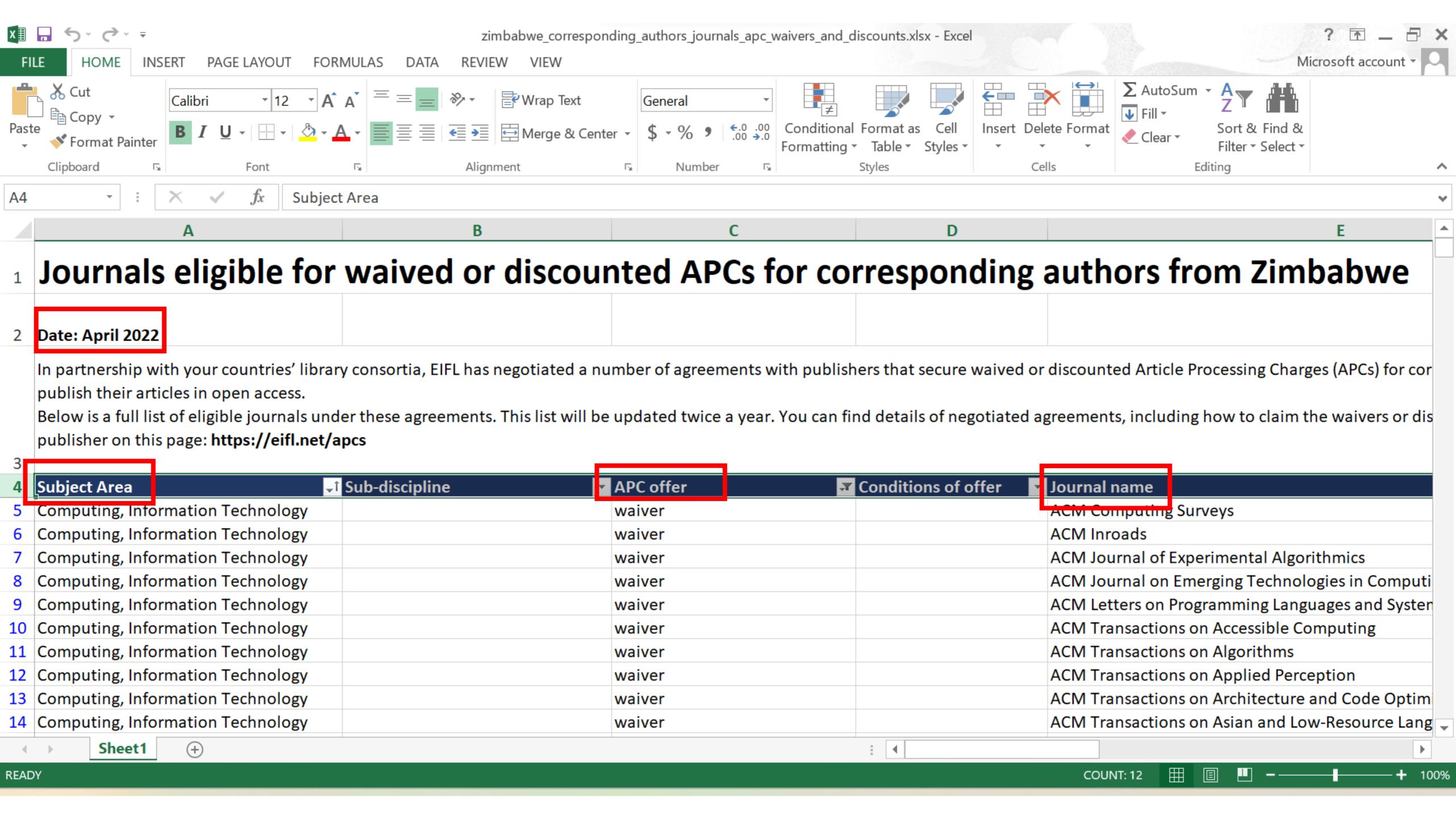
Members: 36

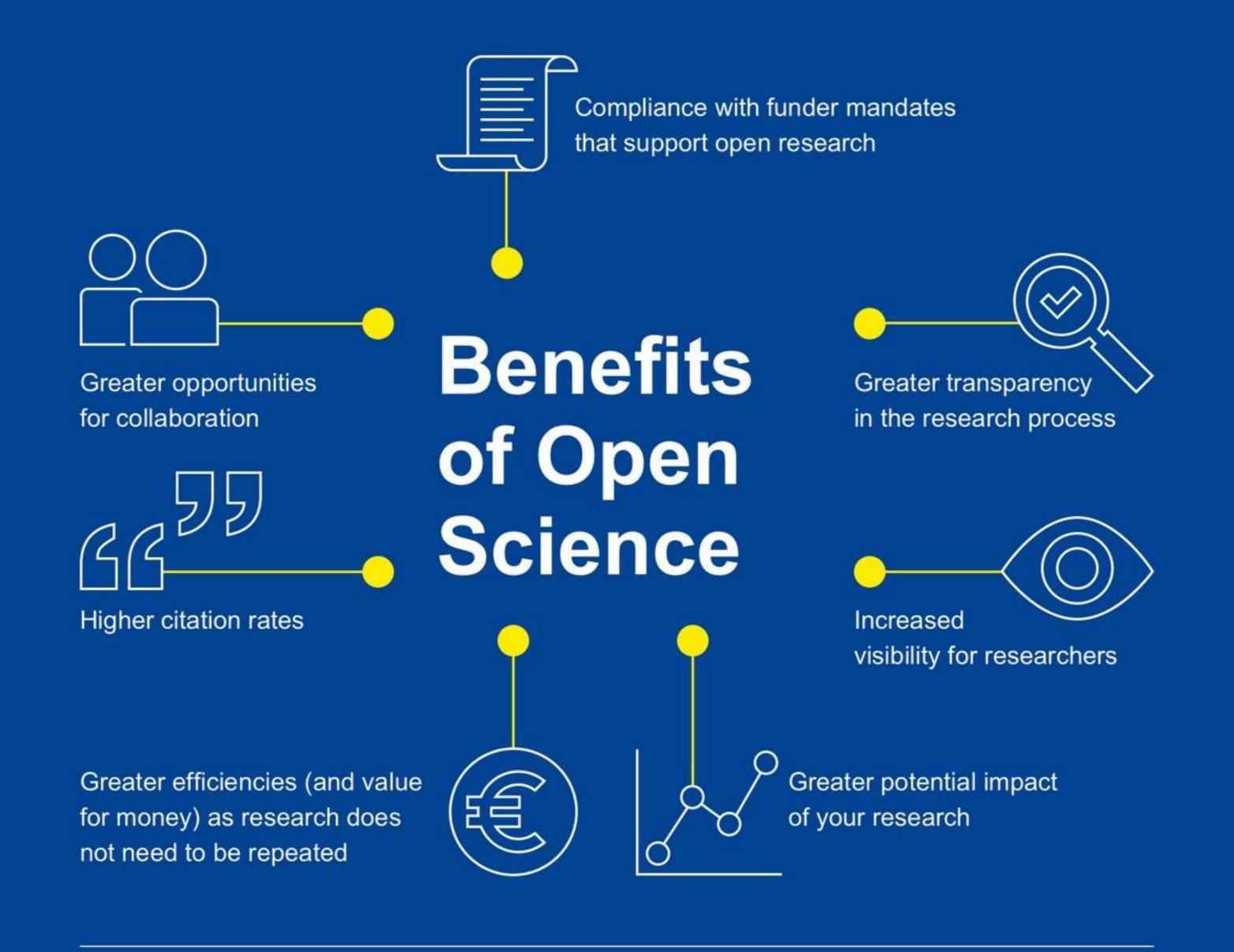
**EIFL-Licensed resources:** View the complete list of e-resources, technology products and Article Processing Charges that have been negotiated for members of ZULC. See the full list of all the journals that EIFL has negotiated terms for open access publishing for researchers in Zimbabwe. For more information please contact the Licensing Coordinator in Zimbabwe.

## About the title lists

- Title lists are updated when new agreements are added always use the link to download the latest version
- This title lists includes only journals eligible for authors from Zimbabwe
- Conditions are listed on the title list
- Filter by subject, condition, OA type, Impact Factor
- Search across the Excel for specific words



















#### **Benefits for Researchers**

- Optional service with no author fees, no administrative burden and automatic compliance with open access requirements.
- Submissions published rapidly as preprints after a set of thorough prepublication checks.
- Transparent peer-review: authors suggest appropriate reviewers and engage in an open and public dialogue with their peers.

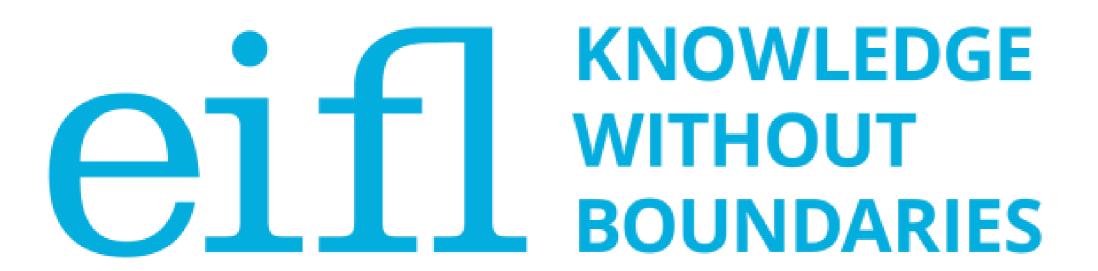
#### **Benefits for Research**

- Rapid open access publication enables others to build upon new ideas right away, wherever and whoever they are.
- Removes obstacles to collaborative research through data sharing, transparency and attribution.
- Shifts the way research and researchers are evaluated by supporting research assessment based on the intrinsic value of the research rather than the venue of publication.

### **Benefits for Society**

- Maximises the value and impact of Horizon 2020 projects by enabling publication of all aspects of Commission funded research.
- Makes research results fully open access, freely available and fully text and data minable for researchers as well as citizens.
- Accelerates the progress of research meaning new insights, innovations and treatments become available to those who need them more rapidly.

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# Choosing an Effective Publishing Strategy – a guide for planning training

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Trinity College Dublin, Ireland

14<sup>th</sup> April 2021

nbrennan@tcd.ie



## Which journal should you submit to?

- Identify a few possible target journals/series but be realistic.
- Check that your chosen journals are indexed by Scopus and / or Web of Science (even if you do not have a subscription/access to WoS / Scopus):
  - Web of Science Master Journal List: <a href="https://mjl.clarivate.com/search-results">https://mjl.clarivate.com/search-results</a>
  - Scopus Journal List: <a href="https://www.elsevier.com/?a=91122">https://www.elsevier.com/?a=91122</a>
  - Altmetric.com source info: <a href="https://www.altmetric.com/about-our-data/our-sources/">https://www.altmetric.com/about-our-data/our-sources/</a>
- •Follow the Author Guidelines scope, type of paper, word length, references style.
- Send an outline or abstract to the Editor and ask if the paper looks suitable.
- Read at least one issue of the publication visit your library webpages for access

## Identifying high quality journals

## Journal rankings

- Journal citation reports Journal Impact Factor (Clarivate Analytics)
- Scimago journal rankings SJR (Scopus/Elsevier)

NOTE: Journal Impact Factor (JIF): is of declining value nowadays. Use JIF if it works well for you & your field in terms of prestige but balance it with your own article-level metrics. Focus on the **actual** impact of your papers i.e. your audience and citations. Monitor the journals in which you publish & check if they are working for you and others in your area in terms of citations impact (regardless of the journal's JIF). If a journal is not resulting in citation or altmetric impact for your papers after a couple of years, you might like to look elsewhere.

## Journal quality lists

- ERIH European Reference Index for the humanities <a href="https://kanalregister.hkdir.no/publiseringskanaler/erihplus">https://kanalregister.hkdir.no/publiseringskanaler/erihplus</a>
- ABS academic journals in Business: <a href="https://charteredabs.org/academic-journal-guide-2021/">https://charteredabs.org/academic-journal-guide-2021/</a>
- Journal Quality List by Anne-Will Harzing (Economics, Finance, Accounting, Management, and Marketing) <a href="https://harzing.com/resources/journal-quality-list">https://harzing.com/resources/journal-quality-list</a>

## Your own judgment

- What journals do you read?
- Where do researchers in your area publish?



## Identifying predatory book publishers

- No Editorial work/Peer Review
- No Review copies
- Not sold through academic book sellers
- Print on Demand (this is also used by reputable publishers).

Examples: Lambert LAP publishing VDM Verlag

## Identifying predatory journal publishers

- Pay to publish
- No impact
- Not indexed by any periodical databases

## Examples:

http://www.omicsgroup.org/journals/nursing-care.php

http://www.ijsse.org/

http://www.journalofacademicperspectives.com/

http://scholarlyoa.com/other-pages/misleadingmetrics/ There are also Predatory
Conferences – beware of
persistent email invitations from
unknown sources and very high
fees! Block the sources in your
spam filter.

## Checking for 'predatory' journals

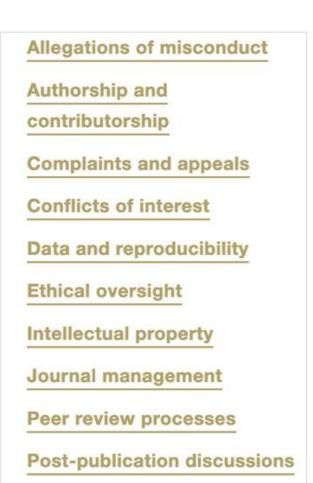
If a journal is missing some or all of the following, beware!

- Does it have an entry in the Directory of Open Access Journals (DOAJ)?
- Is it indexed in scholarly databases?
- Does it have a named editor and editorial board
- Are full contact details provided?
- Is there visibility of the costs associated with publishing in it?

## **Publication Ethics**

- Don't submit to more than one journal at once –
   competing journals regularly share information
- Don't count on referees to give you tutoring you shouldn't submit just to get feedback on your paper
- Seek agreement between authors make sure everyone on the research team knows about the article
- Look for a publisher supported by the Committee on
  - Publication Ethics (COPE) www.publicationethics.org





## How to handle authorship disputes: a guide for new researchers

Tim Albert, trainer in medical writing, Elizabeth Wager, freelance writer and trainer

One of the main tasks of COPE's education committee is to reduce unethical behaviour. This involves the rather bold step of defining when people have been behaving unethically, and then providing suggestions on how they can avoid doing so in the future. To this end we have written, and tested on a group of authors, a guide for young researchers on the area of authorship, which many people agree is one of the more confused areas. But writing a document is one thing; disseminating it is another. We would therefore welcome comments, particularly on how we can use this report to change behaviour, so that it becomes not just another discussion document, but a real catalyst for change.

In theory, authorship sounds straightforward, but in practice it often causes headaches. While preparing these guidelines, we heard about several cases. In one, a deserving junior researcher was omitted from the author list; in another a sponsoring company insisted on the inclusion of an opinion leader who had made virtually no contribution to a study. And the writer of a review article found her name replaced with that of her boss, because she was on maternity leave when the final version was submitted.

Listing the authors tells readers who did the work and should ensure that the right people get the credit, and take responsibility, for the research. Although journal editors do not always agree among themselves on what constitutes authorship many of them subscribe to the guidance from the International Committee of Medical Journal Editors (ICMJE), also known as the Vancouver group.

Familiarise yourself with the Vancouver extend to a Convention on Authorship especially if dishonest a your are co-authoring a paper with one or undermines more others. It's important to agree on We have these guidelines early in a project researchers particular is (regardless of your discipline).

■ sugges See:

itself.

http://www.icmje.org/recommendations/brows

do aris e/roles-and-responsibilities/defining-the-role-of-

a glos <u>authors-and-contributors.html</u> some reading lists and websites for those who wish to take this further.

## How to reduce the incidence of authorship problems

People generally lie about authorship in two ways:

- by putting down names of people who took little or no part in the research (gift authorship, see below)
- by leaving out names of people who did take part (ghost authorship, see below).

Preventing a problem is often better than solving it and we recommend the following three principles.

#### (a) Encourage a culture of ethical authorship

One problem is that people who are being unethical about authorship are simply following local customs and practice. They need to be made aware of the views

## **Third Party Copyright**

As the author, you need to ensure that you get permission to use content you have not created (to avoid delays, this should be done before you submit your work);

Supply written confirmation from the copyright holder when submitting your manuscript;

If permission cannot be cleared, your publisher cannot publish that specific content

## Read the Publisher's Author Guidelines

## Good example:

http://www.emeraldgrouppublishing.com/products/journals/author\_guidelines.htm?id=f



Site search: enter search term Go











Journals

**eJournals** 

Backfiles

Publish in a journal

Books

Case Studies

Open Access

Regional information

Home > Emerald journals > Facilities Information - Author Guidelines





#### **Author Guidelines**

#### Services

**Publishing Services** 

#### Resources:

Licensing Solutions

For Authors

For Editors

## Submit to the journal

Submissions to Facilities are made using ScholarOne Manuscripts, the online submission and peer review system. Registration and access is available at http://mc.manuscriptcentral.com/f. For information and guidance on using ScholarOne Manuscripts, go to the ScholarOne help pages: http://mchelp.manuscriptcentral.com/gethelpnow/.

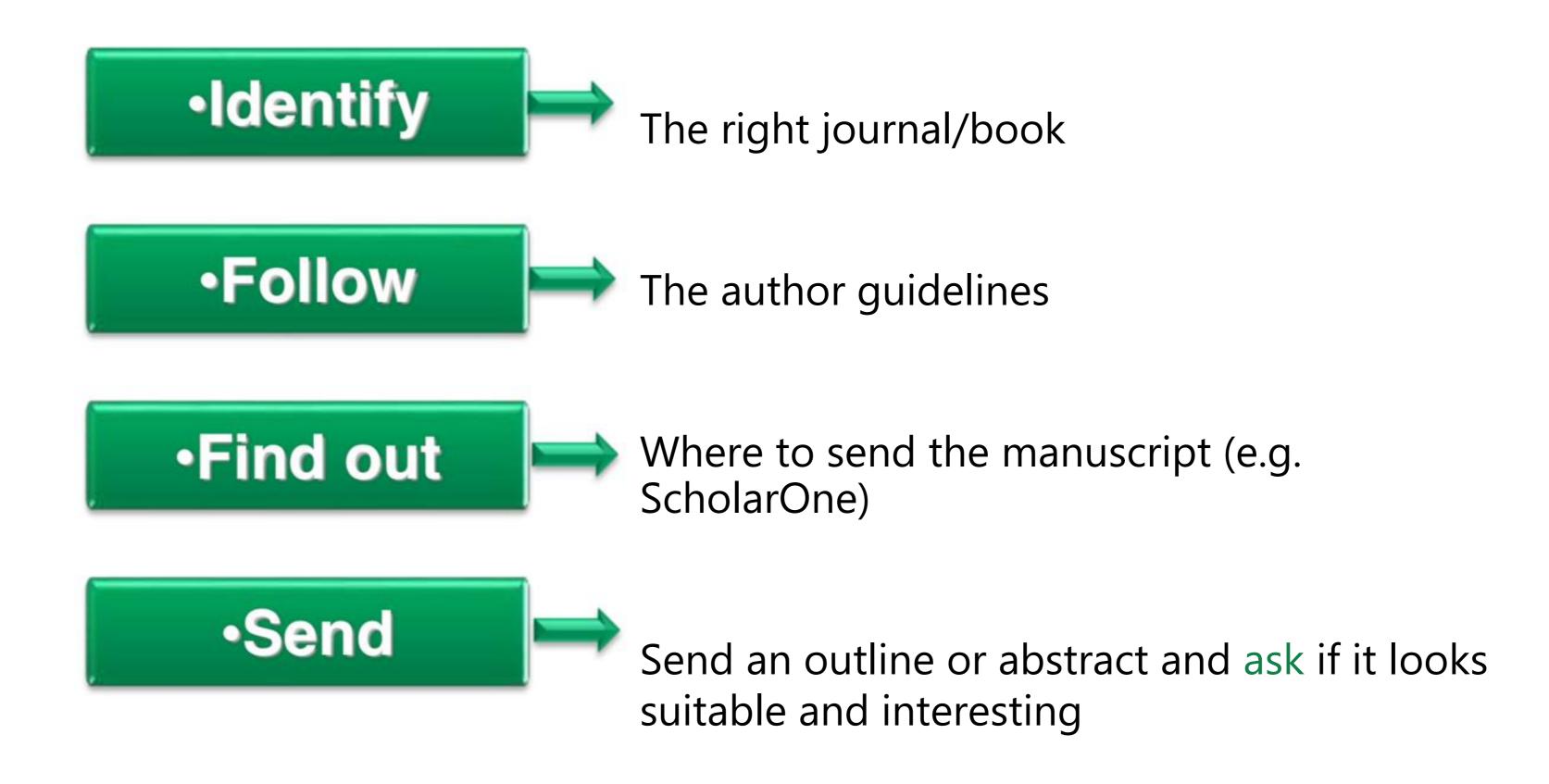
#### Registering on ScholarOne Manuscripts

If you have not yet registered on ScholarOne Manuscrints, please follow the

#### Quick index

- 1. Submit to the journal
- 2. Review process
- 3. Copyright
- 4. Third party copyright permissions
- 5. Committee on Publication Ethics (COPE)

"Many papers are rejected simply because they don't fulfill journal requirements. They don't even go into the review process." – Emerald Publishing



### **Your abstract**

This is the advertisement of your article. Make it interesting, and easy to be understood without reading the whole article.

Be accurate and specific.

A clear abstract will strongly influence whether or not your work is further considered. Keep it as brief as possible!

## Possible editorial decisions

Journal article example from Emerald Publishing

Accept

Reject

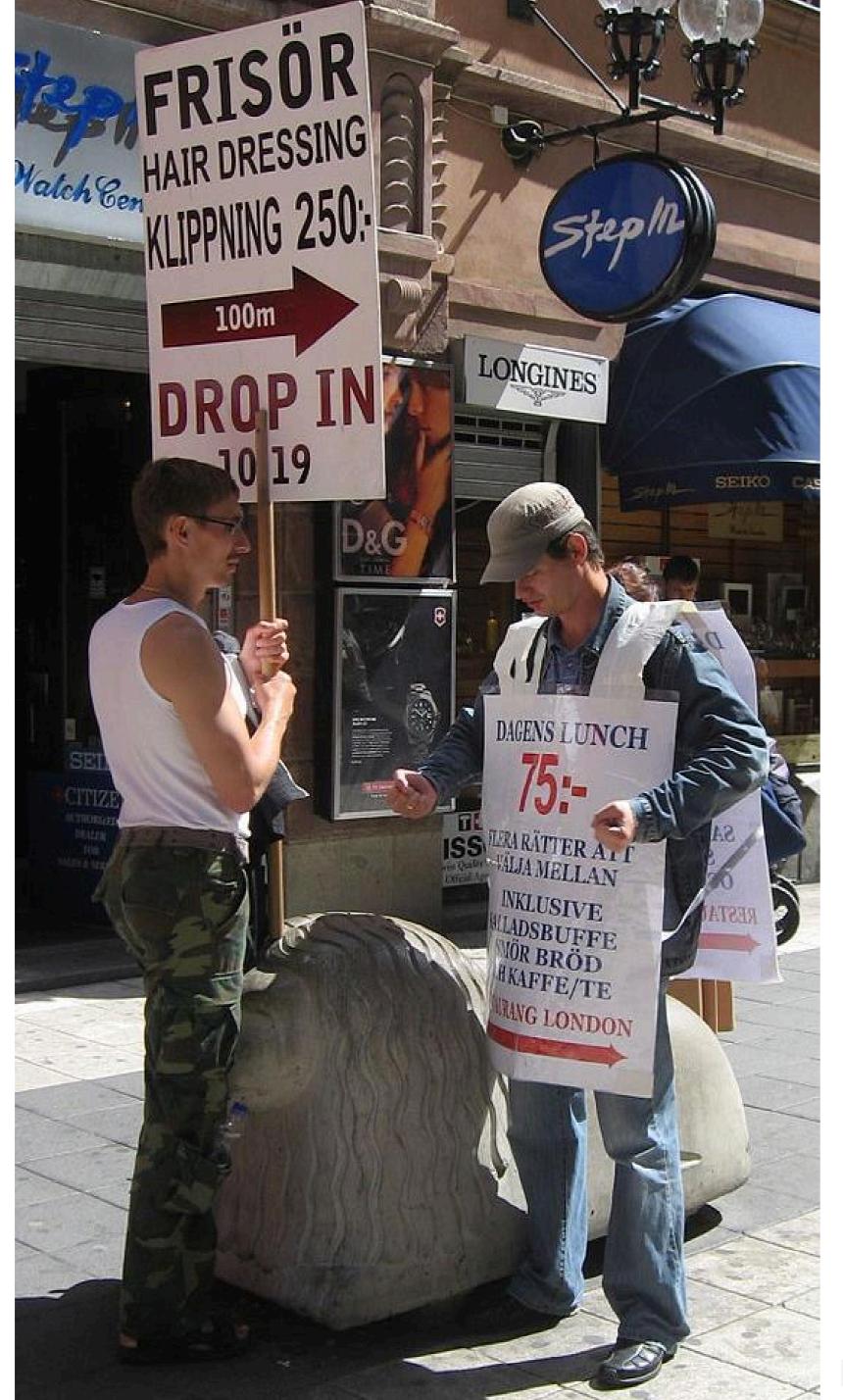
Revise (Minor/Major)

A request for revision is GOOD NEWS! It is the heart and soul of the scholarly process.

## What if your paper is rejected?

## Journal article example from Emerald Publishing

- Ask why, and listen carefully Most editors will give detailed comments about a rejected paper. Take a deep breath, and listen to what is being said.
- Try again Try to improve the paper, and re-submit elsewhere.
   Do your homework and target your paper as closely as possible.
- Keep trying! Everybody has been rejected at least once



# Promoting your research

Pick the right journal/publisher for your work (It's not always the highest ranked journal/publisher)

Make your work Open Access

Self-Promote

- Cite yourself (within reason and with justification; do not over-do self-citation) and cite others on your research team
- Attend and present at conferences posters, papers ...
  it's all about making contacts (possible collaborators)
  and building an audience / network.
- Socialise online with your peers (and promote your new research)
- Follow the Altmetric.com guidelines: when promoting your work online, provide a full citation with the DOI of the published version, add link to Open Access version.

Image: Kim Hansen, Source: Wikimedia Commons

## Make Your Publications Open Access

- Greater visibility of your research
- Increase your citations
- Satisfy funders requirements
- Dissemination of Knowledge a public good
- Permanent archiving of your work

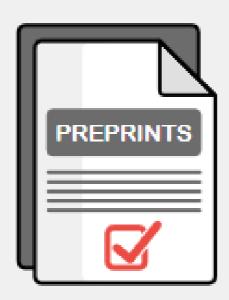


# Your impact



# Preprints

#### Why should I care?



#### **Priority claim**

By posting a preprint researchers can disclose their completed study immediately and without access barriers.<sup>1</sup>



#### Receive feedback

Improve your manuscript by getting valuable comments on your research prior to publication.<sup>3</sup>



#### **Increase citations**

Articles get 36% more citations if they have a prior associated preprint.<sup>2</sup>



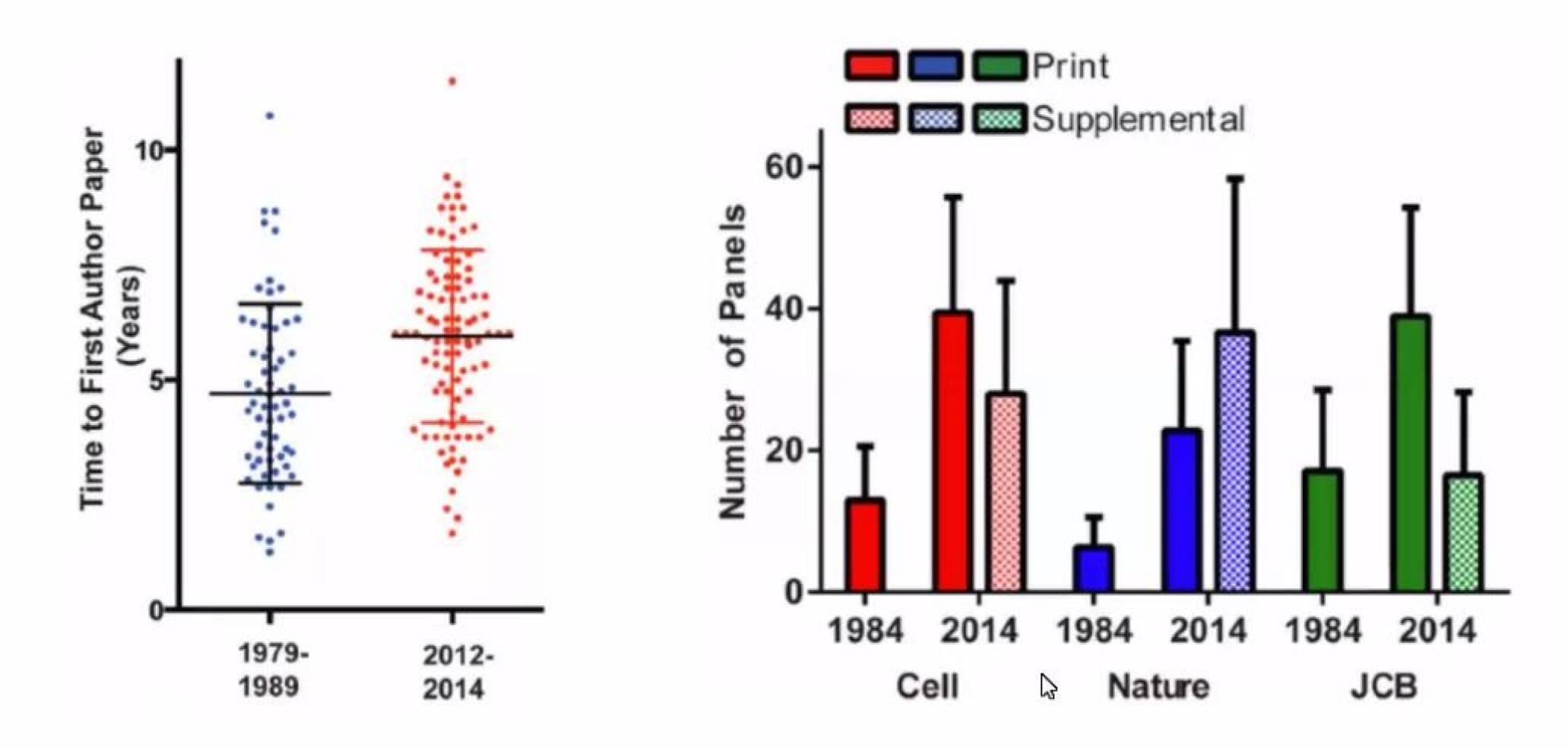
#### **Proof of productivity**

A preprint provides funders and hiring committees with public evidence of your work.4

#### Infographics by ASAPbio Fellows:

Ana Dorrego-Rivas (@adorrego\_r), Carrie Iwema and Mafalda Pimentel (@Maf\_Pimentel)

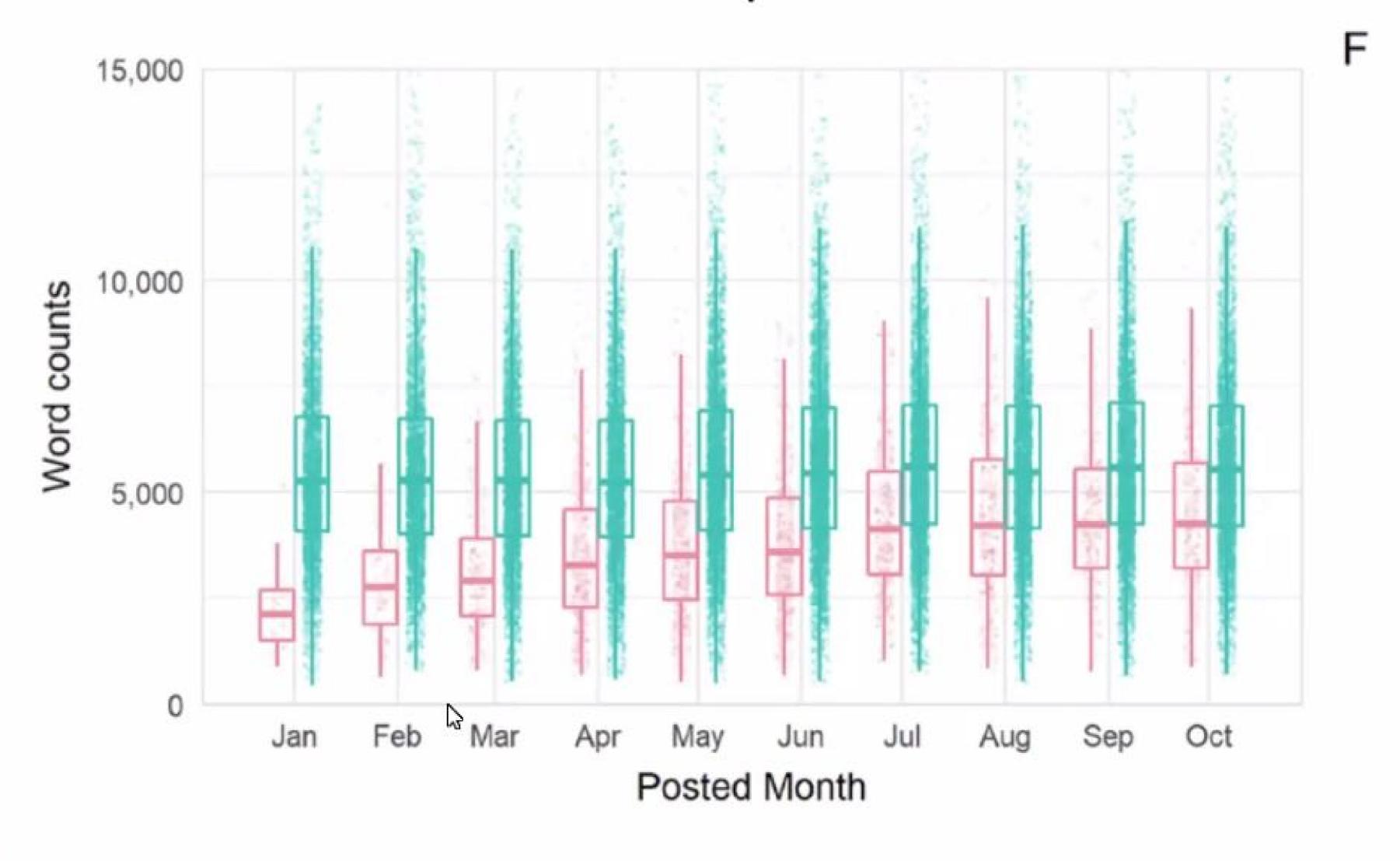
# Creating a publishable unit is slower than ever



# Preprints of different forms in the response to COVID-19

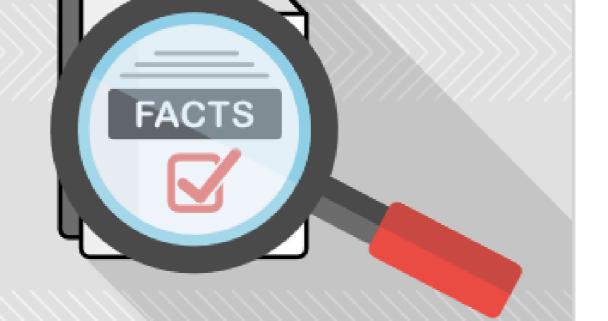
COVID preprints were short (early on, <50% of length of other preprints) and were revised more often

Fraser N, Brierley L, Dey G, Polka JK, Pálfy M, Nanni F, et al. (2021) The evolving role of preprints in the dissemination of COVID-19 research and their impact on the science communication landscape. PLoS Biol 19(4): e3000959. https://doi.org/10.1371/journal.pbio.3000959



Iratxe Puebla @ASAPbio Community Call: Preprints in Progress COVID-19 preprints non-COVID-19 preprints

# Preprint fact checking





#### Scoop protection

Preprints allow you to establish priority for your discoveries. 99.3% of preprint authors reported no scoop problems.<sup>1</sup>



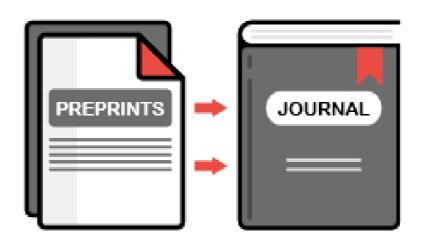
#### Preprints are journal compatible

Over 1,200 journals operate policies compatible with preprints.<sup>2</sup>



#### Preprints are good quality

Two thirds of bioRxiv preprints appear in a journal within two years.<sup>3</sup> Quality of reporting is within a similar range as that of peer-reviewed articles.<sup>4</sup>



#### Smoother path to publication

Many journals allow preprint transfers directly from servers. Some editors scout preprints and invite submissions to their journal.

https://asapbio.org/wp-content/uploads/2021/01/ASAPbio-fact-check-preprints-english-v2.pdf



# Guiding principles for researchers to aid the responsible media reporting of research posted as preprints

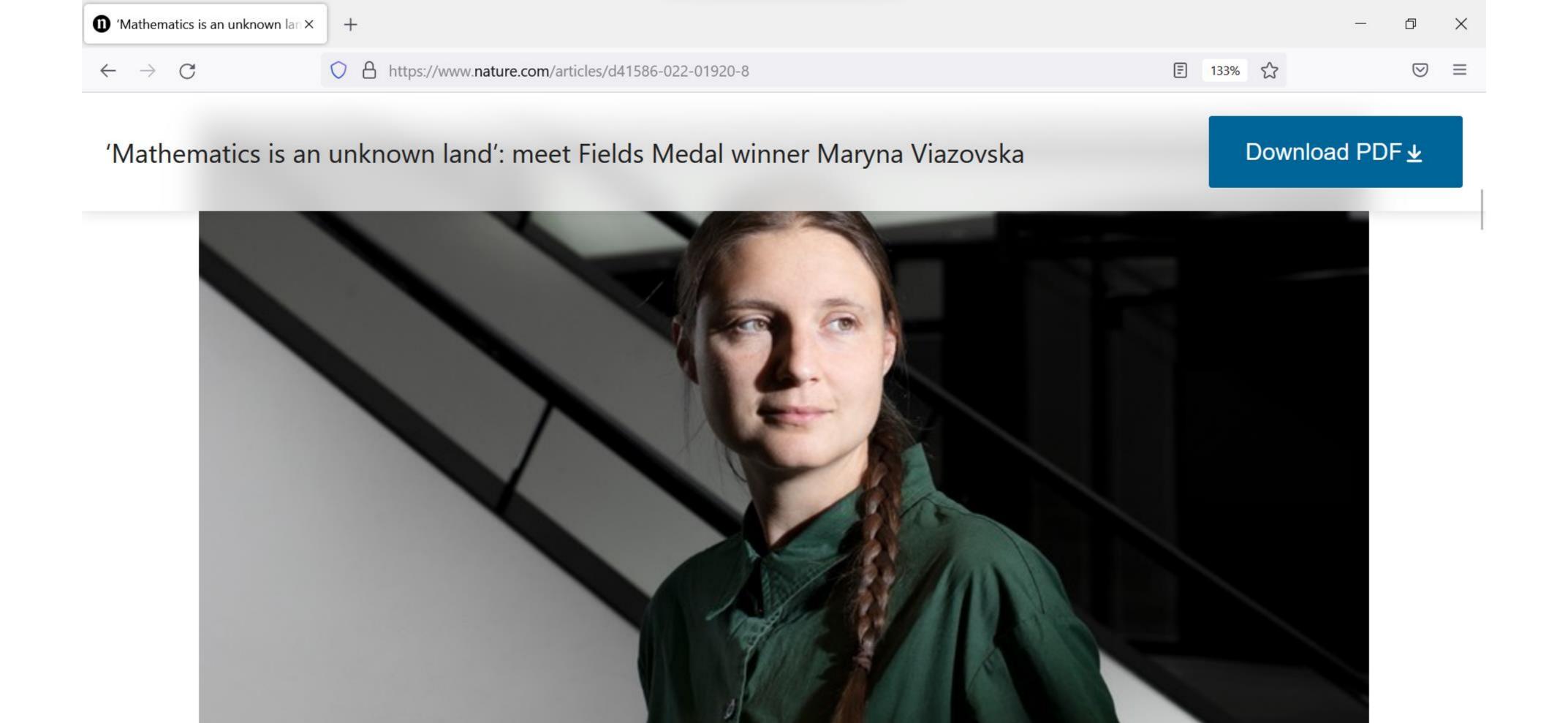
When communicating about their work in social media, blogs or with journalists, researchers should be mindful of the potential for misinterpretation of their findings and:

- Label the research as a preprint (where that is the case).
- 2 Prominently state whether or not it has undergone peer review.
- 3 Prominently highlight the limitations of the work.
- Provide narrow interpretations that are unlikely to be exaggerated or misconstrued when communicating research findings to a lay audience.
- Make every effort to ensure that the research is presented so that non-experts can understand it with minimal room for misinterpretation.
- Make every effort to anticipate the potential for their research to be propagated in ways that are far from the original intent.
- Avoid overhyping the significance of the research findings.

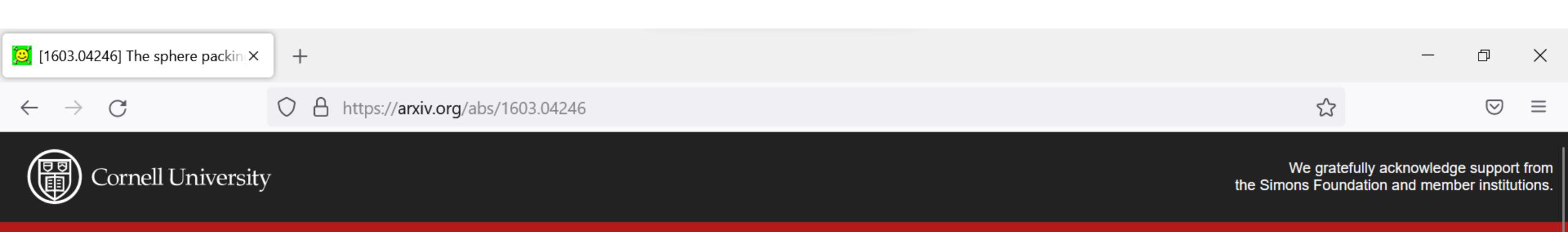
- 8 Consider using a structured format, similar to that recommended by the <u>UK Academy of Medical Sciences</u> for press releases. For example, in biomedical fields, structured information to be included in social media post(s) might include the following.
  - a) Brief lay summary
  - b) Type of research: [Observational/interventional etc]
  - c) Model system: [Humans/mice/in vitro biochemistry]
  - d) Sample size: [Number of patients, etc]
  - e) Peer review status [Preprint/(open) peer review etc]
  - f) Other caveats/limitations
- Be familiar with any guidelines provided by their institution on the responsible use of social media. Guiding principles for institutions to aid the responsible media reporting of research can be found at asapbio.org/public.
- Work in collaboration with their institutional press office if approached by the media to comment on research they have carried out at the institution, regardless of whether or not the research is actively promoted by the institution.







# https://www.nature.com/art





#### **Mathematics > Number Theory**

[Submitted on 14 Mar 2016 (v1), last revised 4 Apr 2017 (this version, v2)]

#### The sphere packing problem in dimension 8

#### Maryna Viazovska

In this paper we prove that no packing of unit balls in Euclidean space  $\mathbb{R}^8$  has density greater than that of the  $E_8$ -lattice packing.

Comments: 22 pages, 2 figures

Subjects: Number Theory (math.NT); Metric Geometry (math.MG)

Cite as: arXiv:1603.04246 [math.NT]

(or arXiv:1603.04246v2 [math.NT] for this version)

https://doi.org/10.48550/arXiv.1603.04246

Journal reference: Annals of Mathematics, Pages 991-1015 from Volume 185 (2017), Issue 3

Related DOI: https://doi.org/10.4007/annals.2017.185.3.7

#### **Submission history**

From: Maryna Viazovska [view email]

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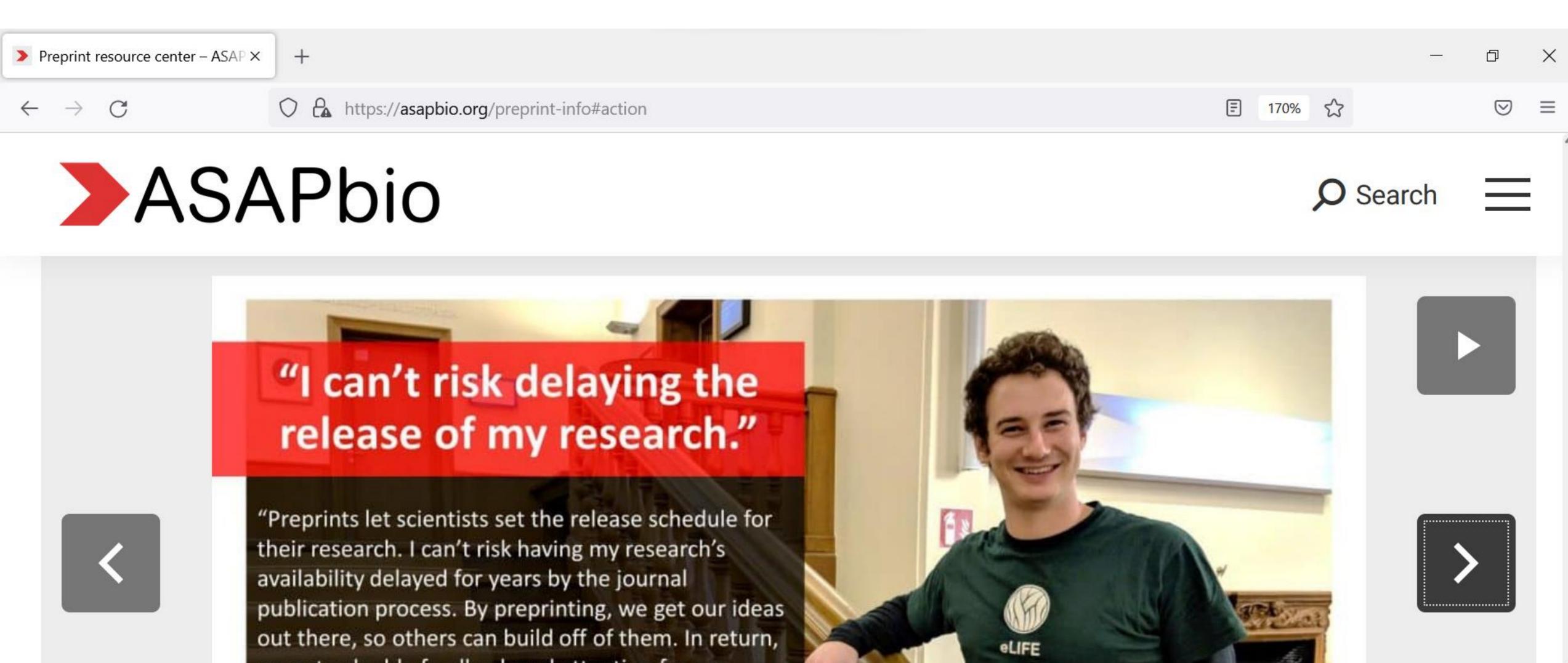
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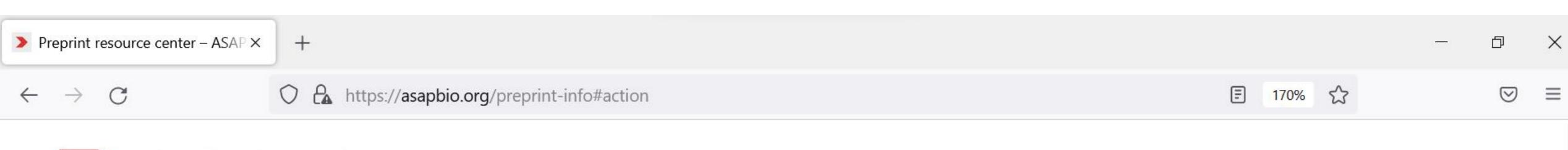
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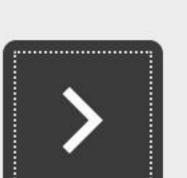
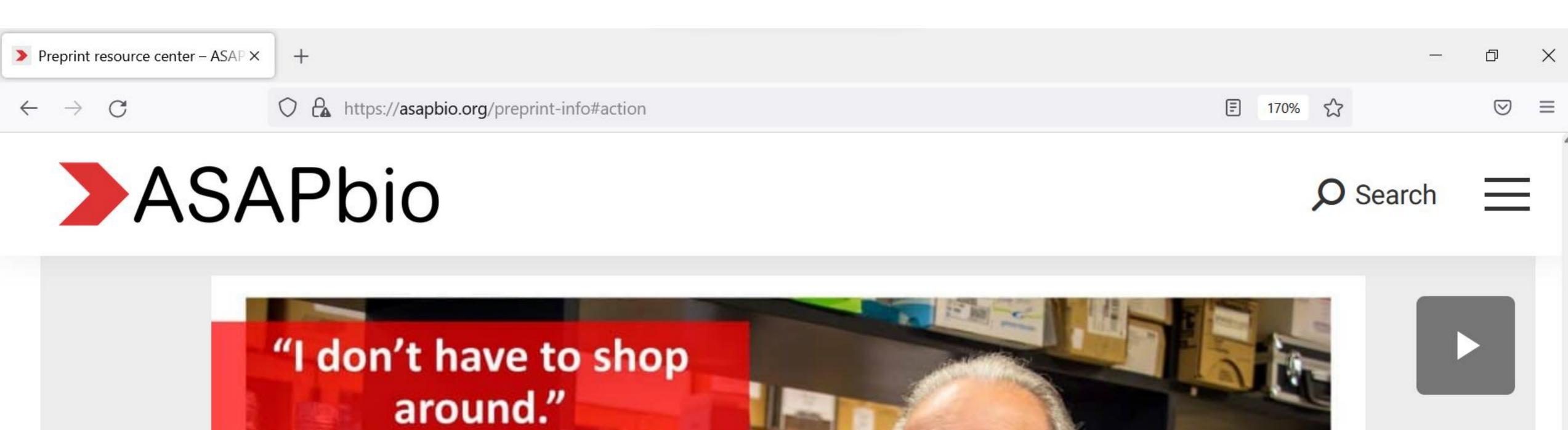
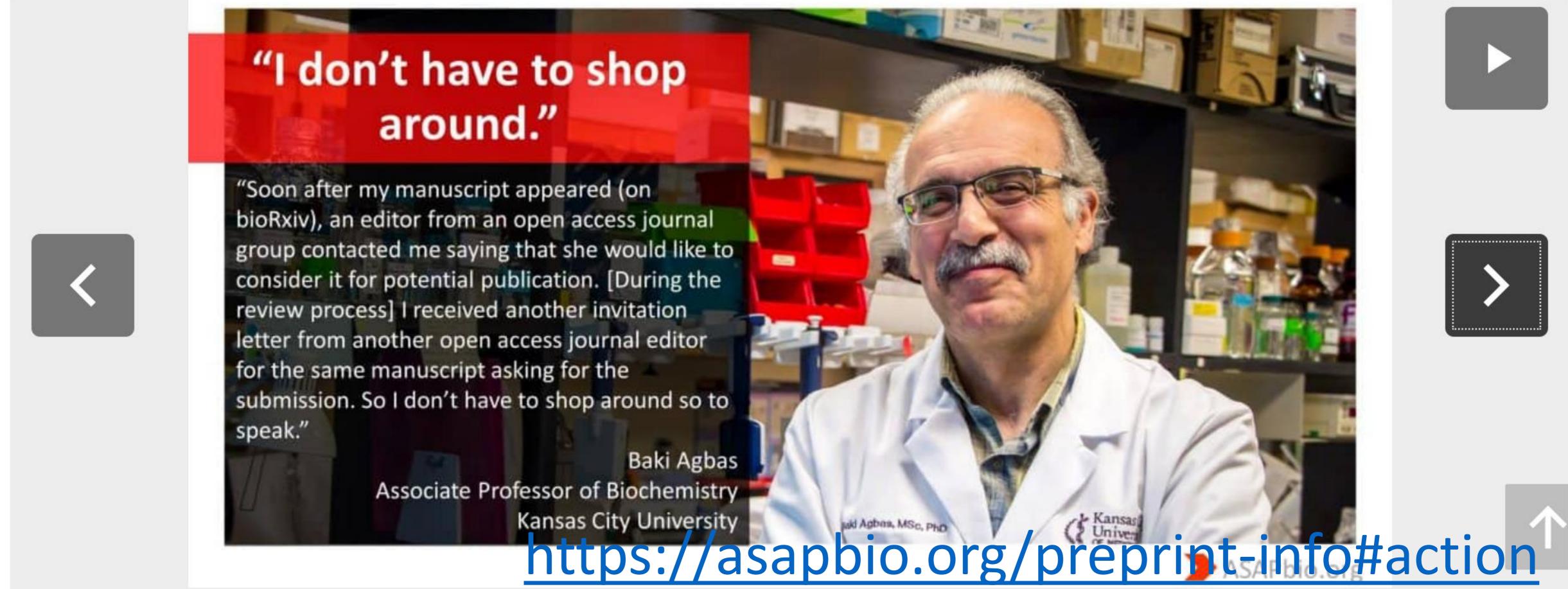
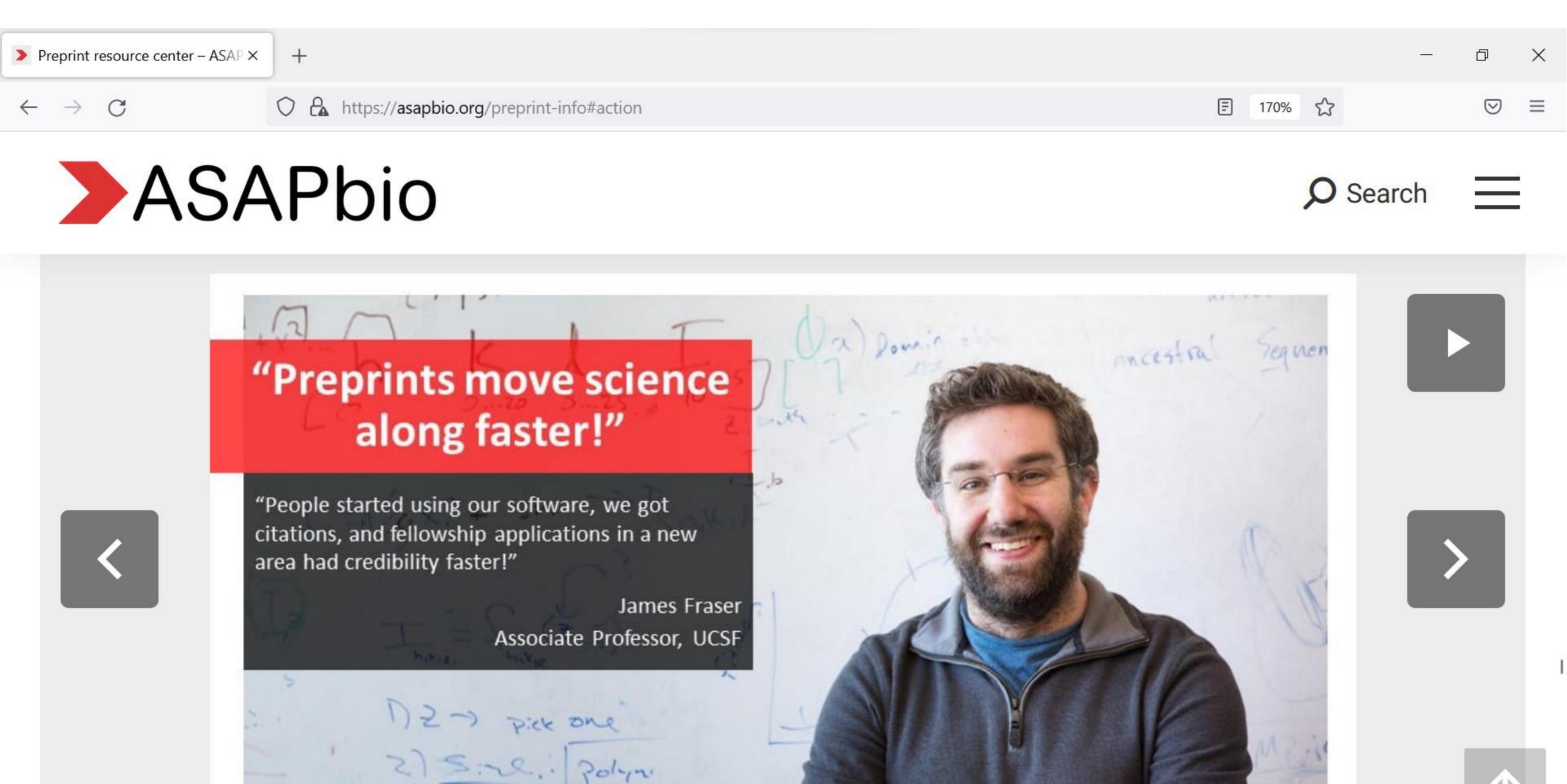


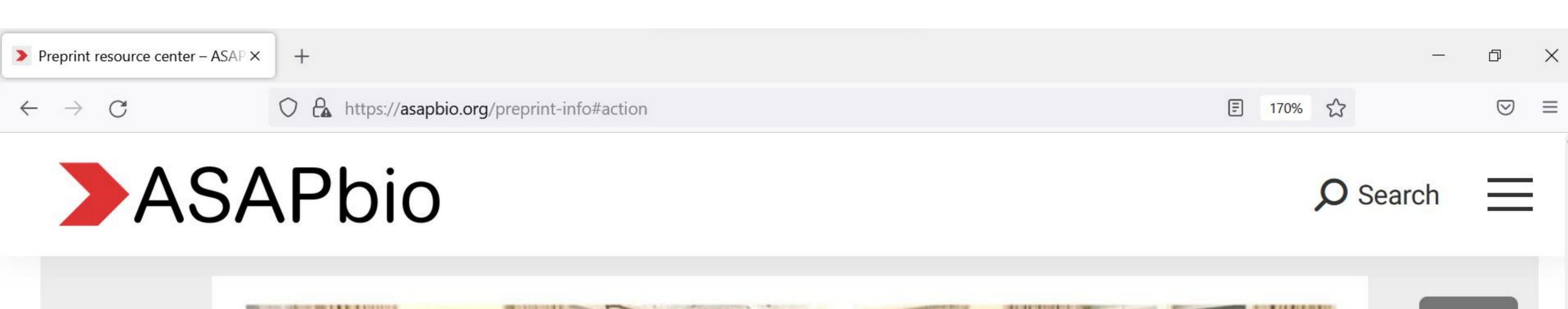
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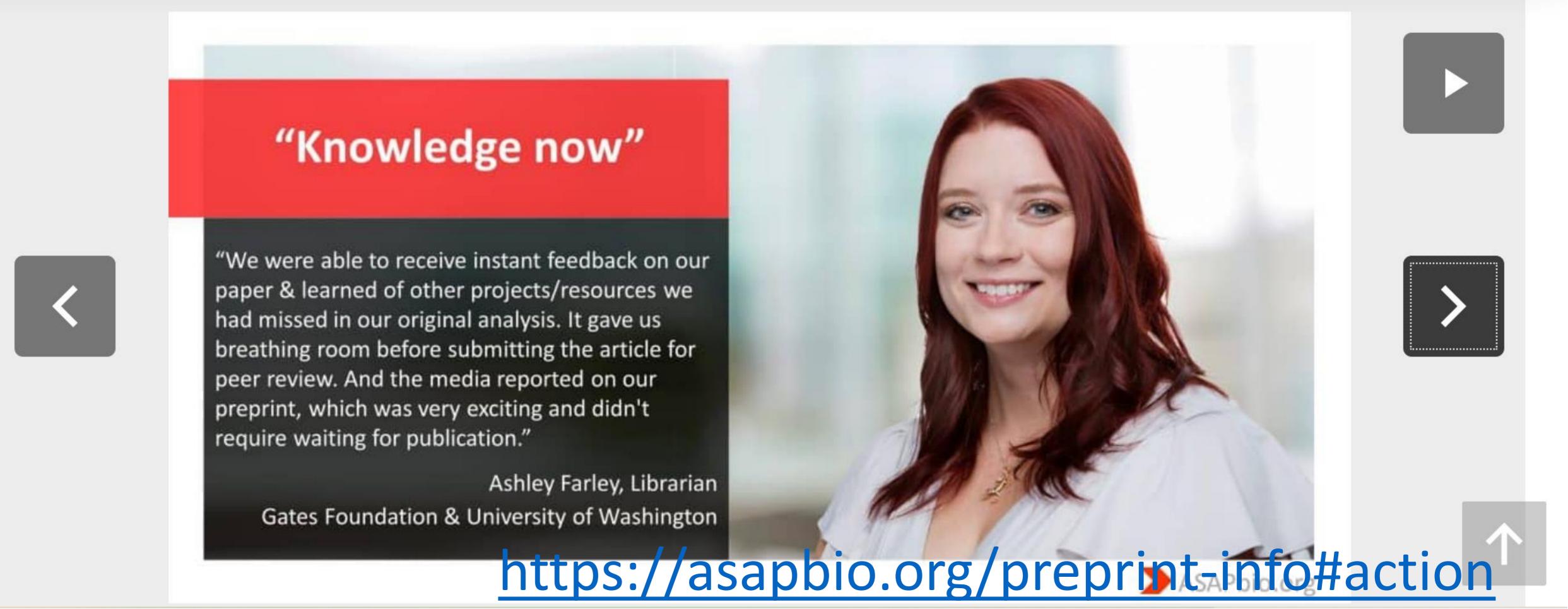


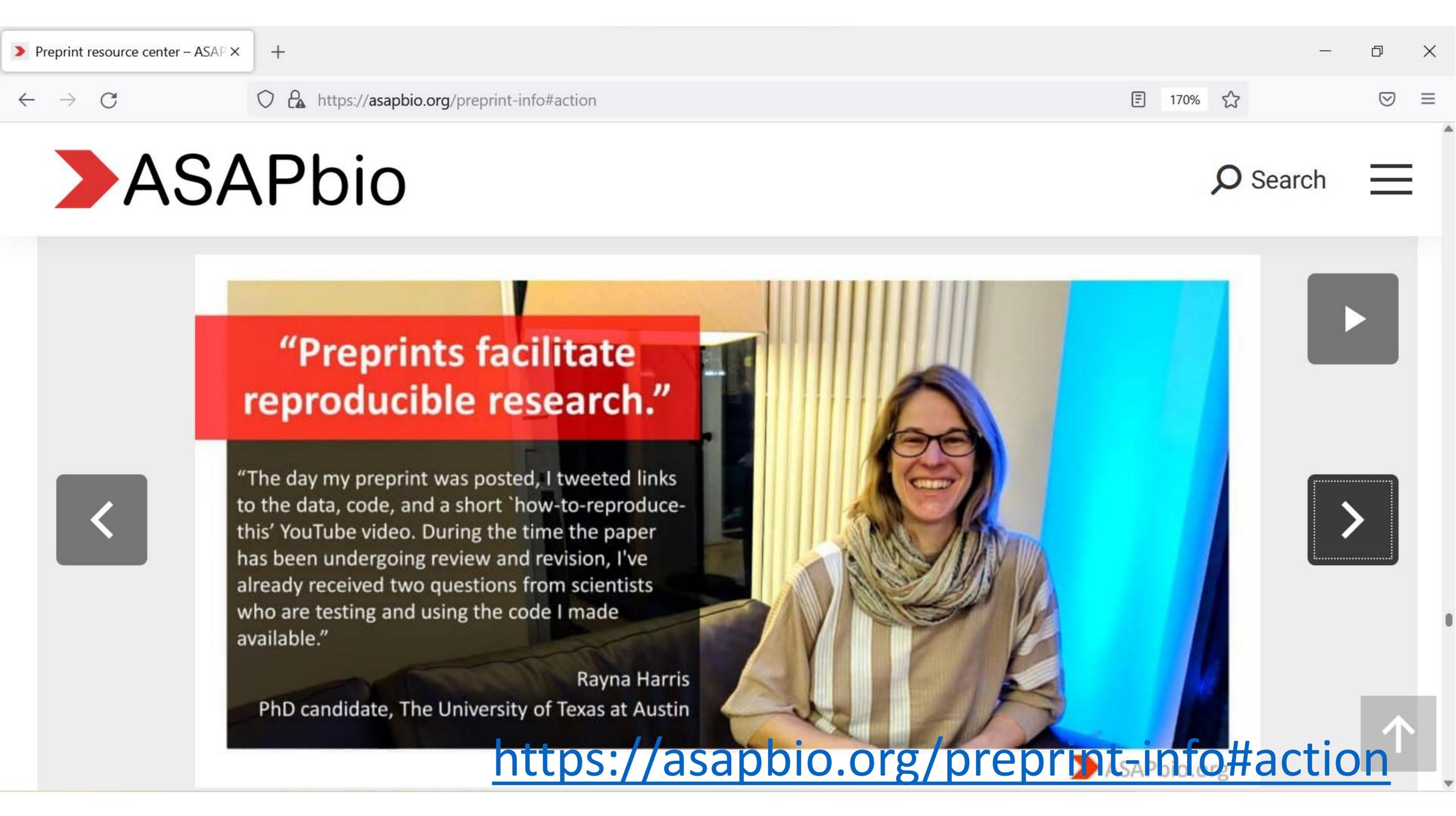








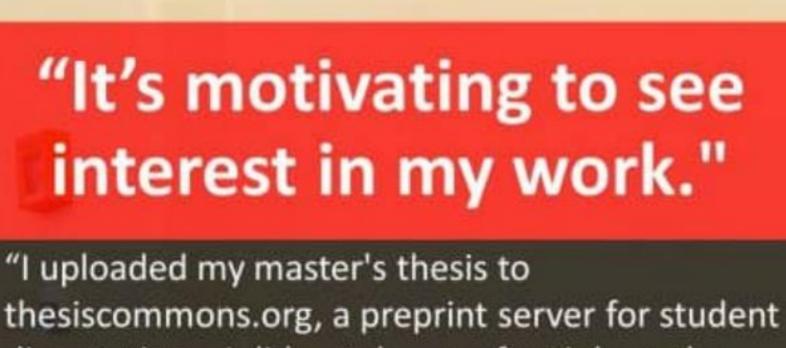












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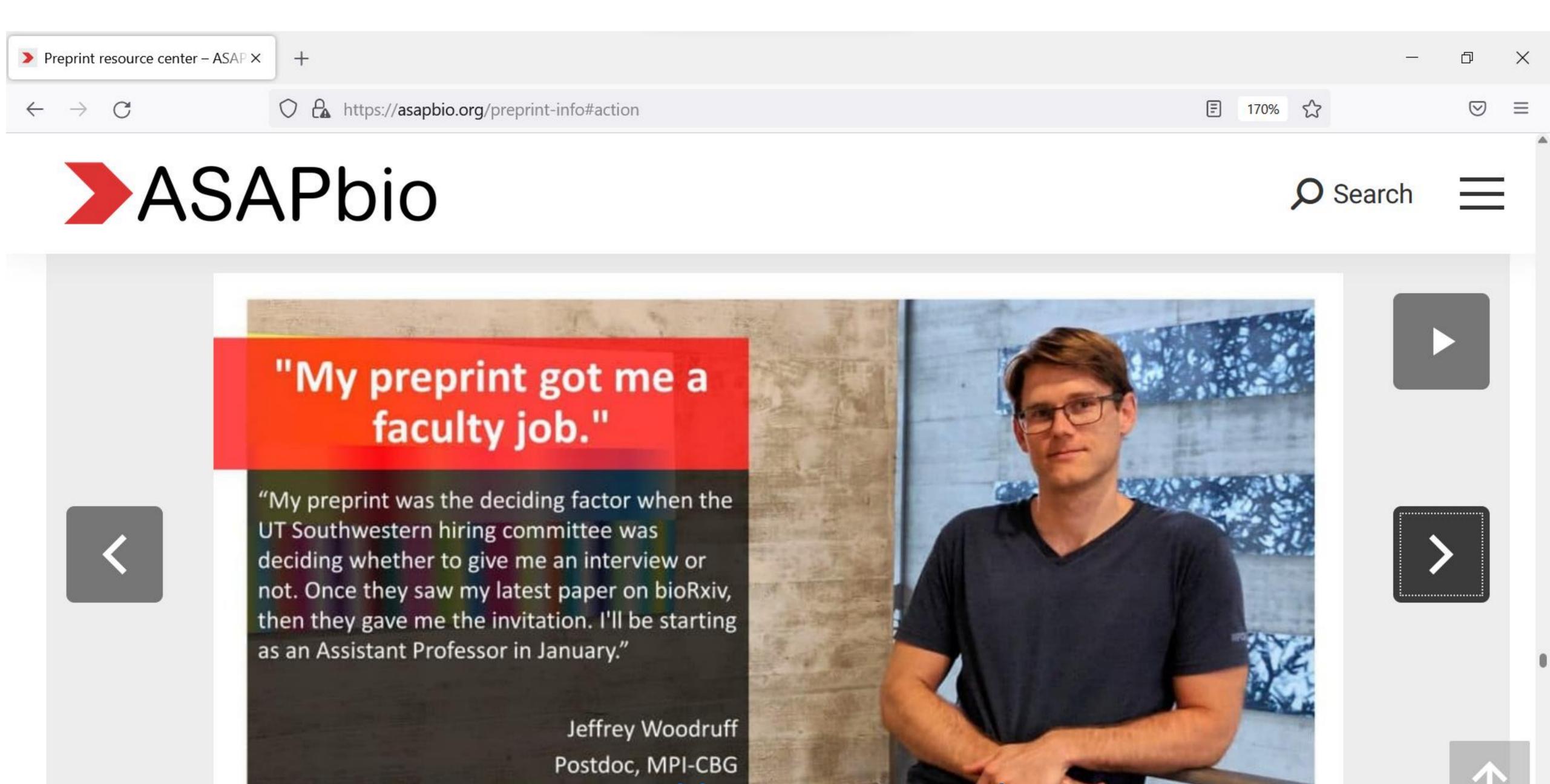
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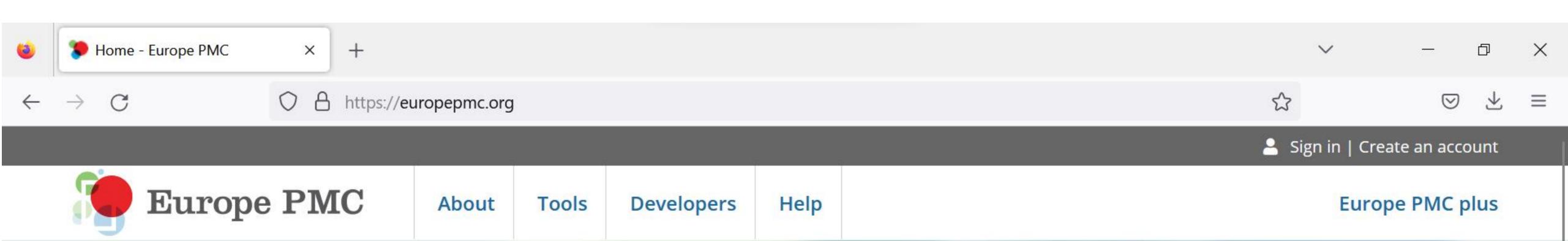
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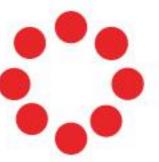
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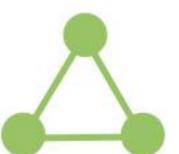
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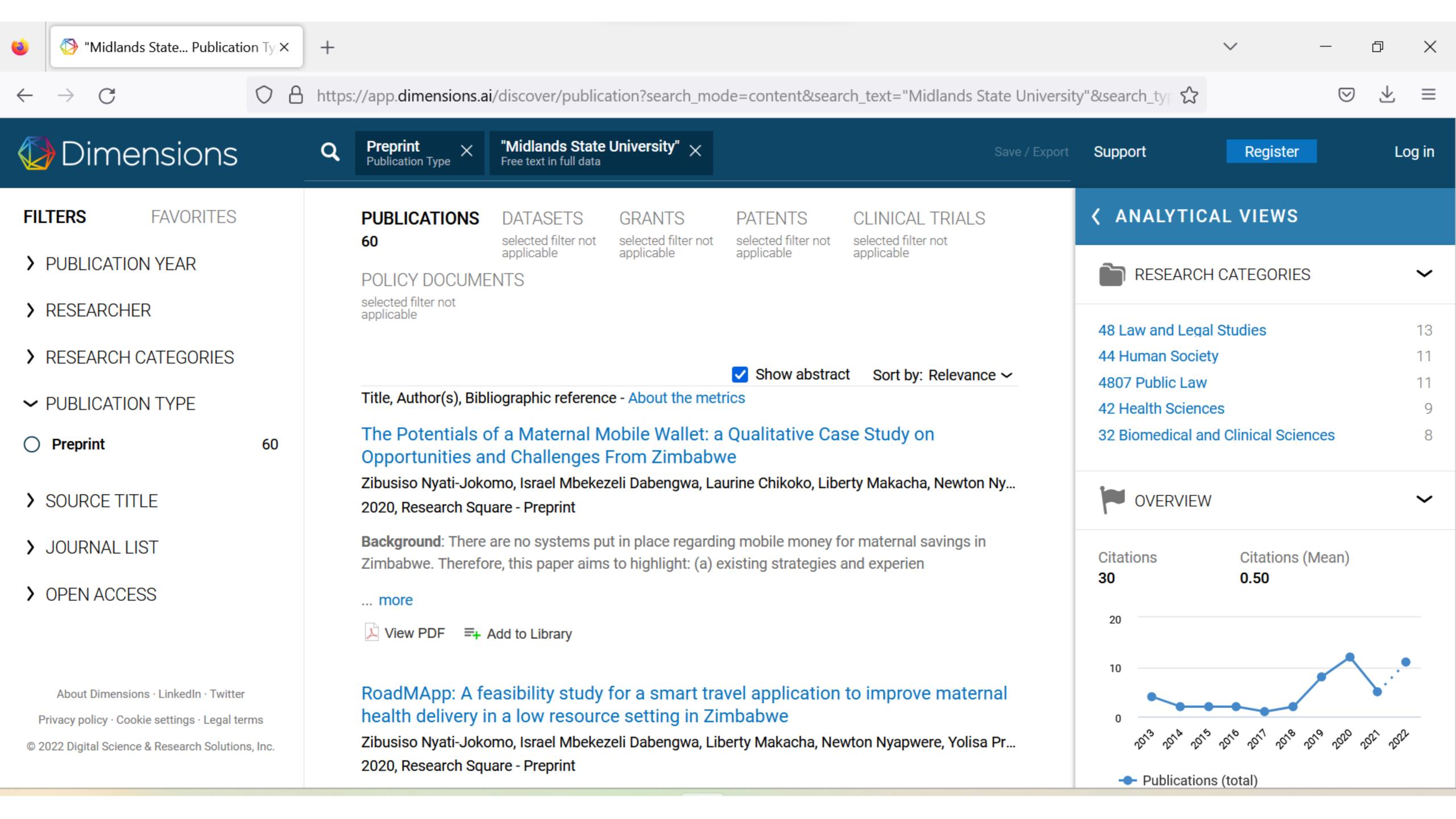
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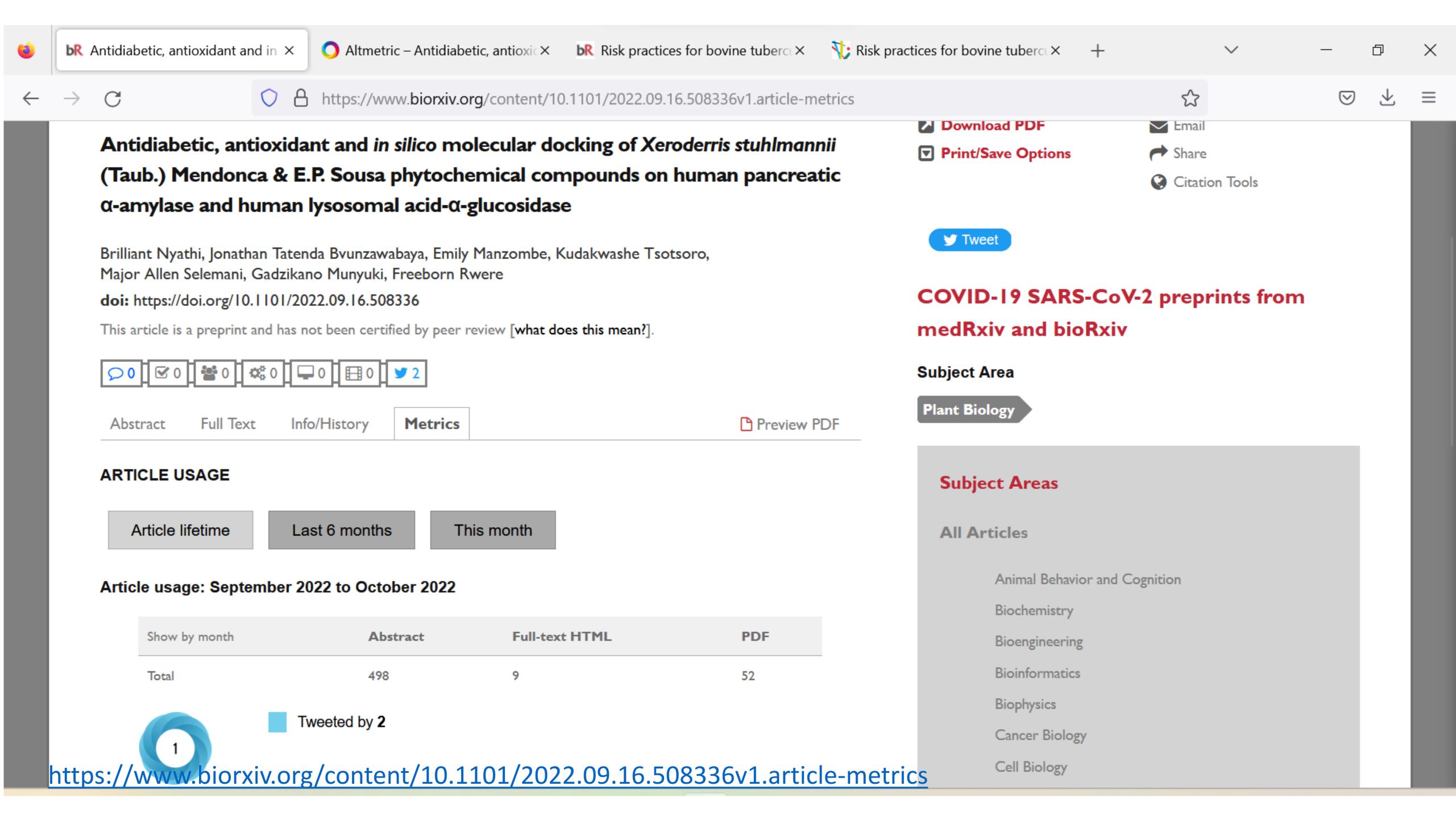


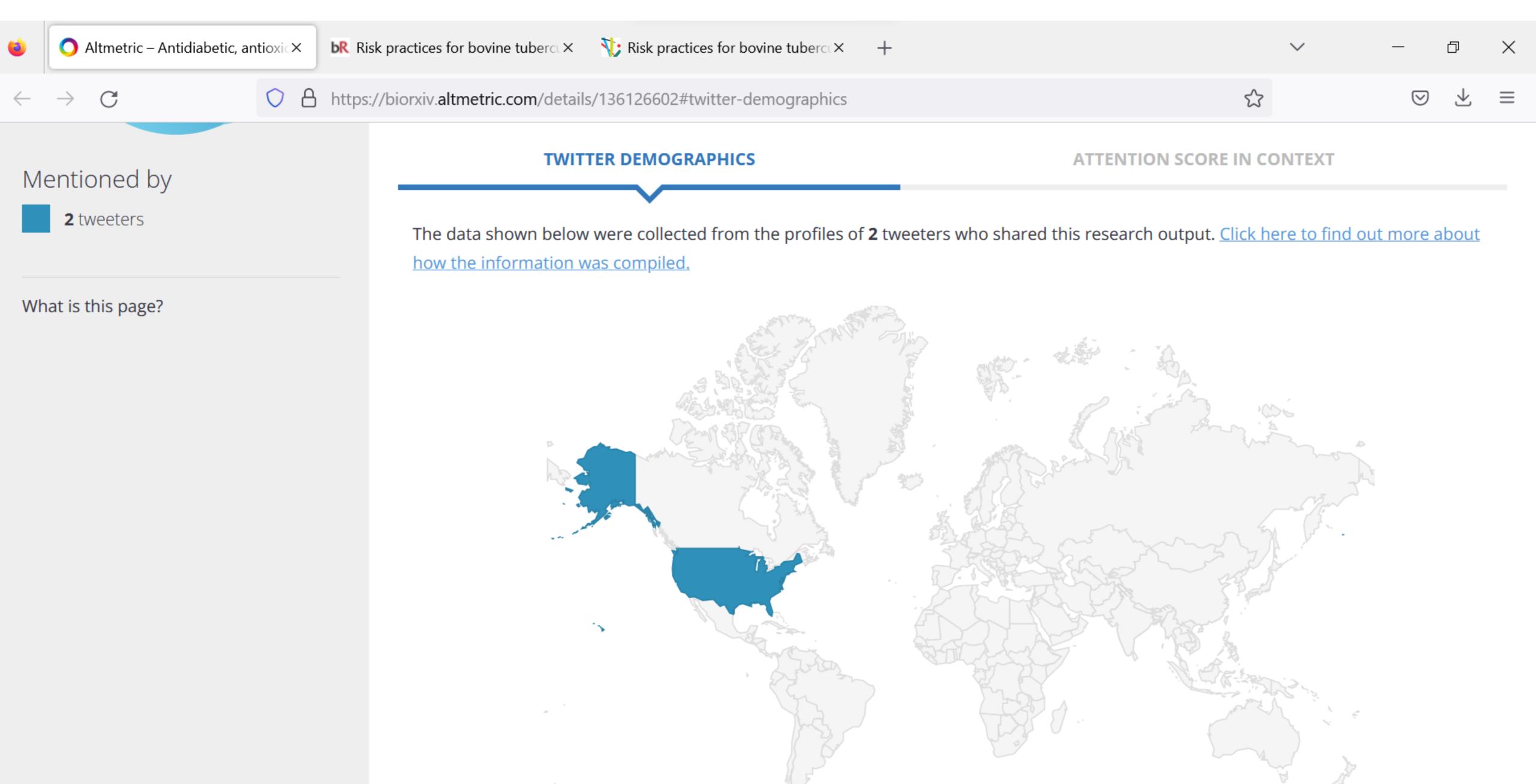
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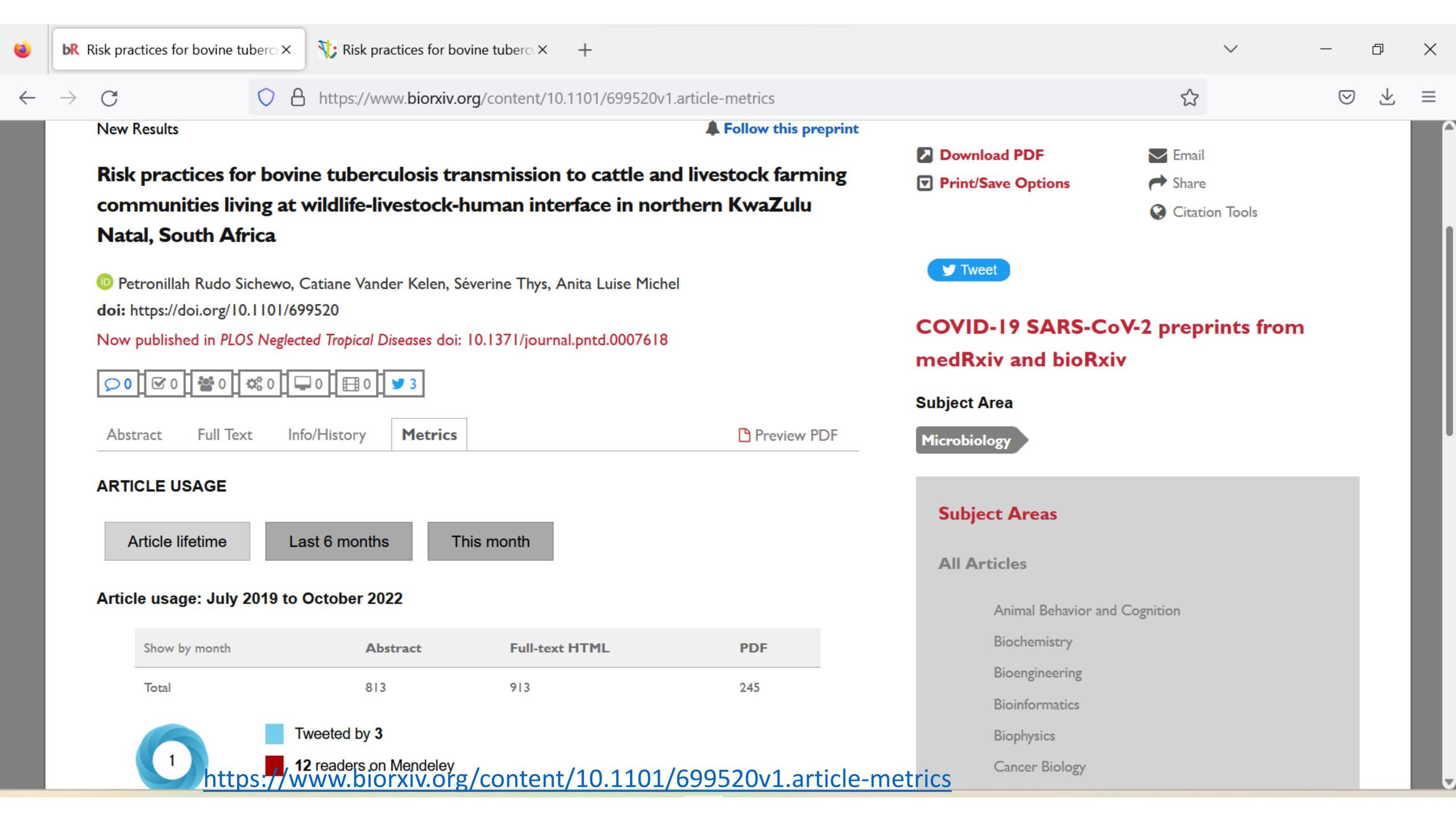
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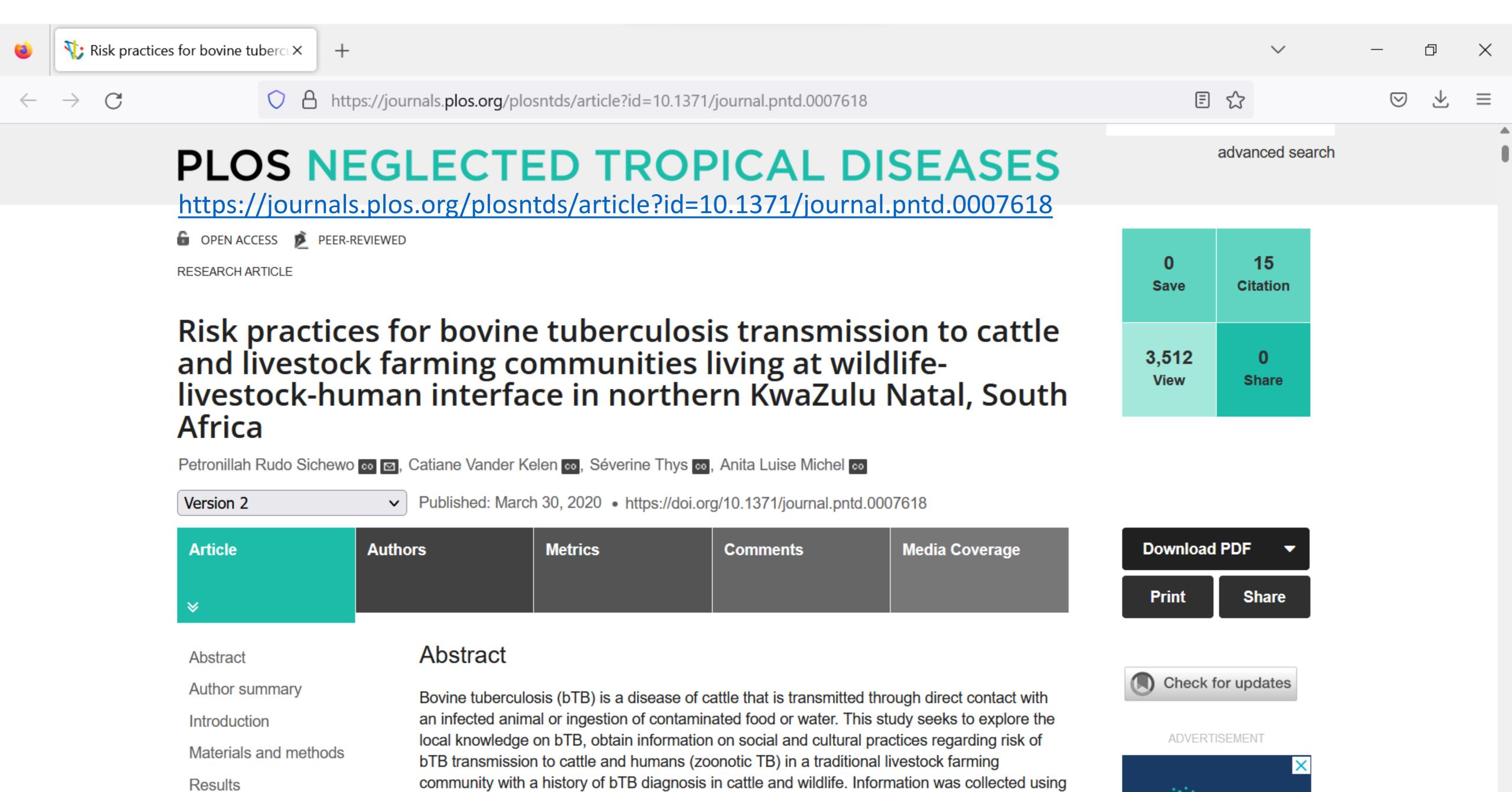










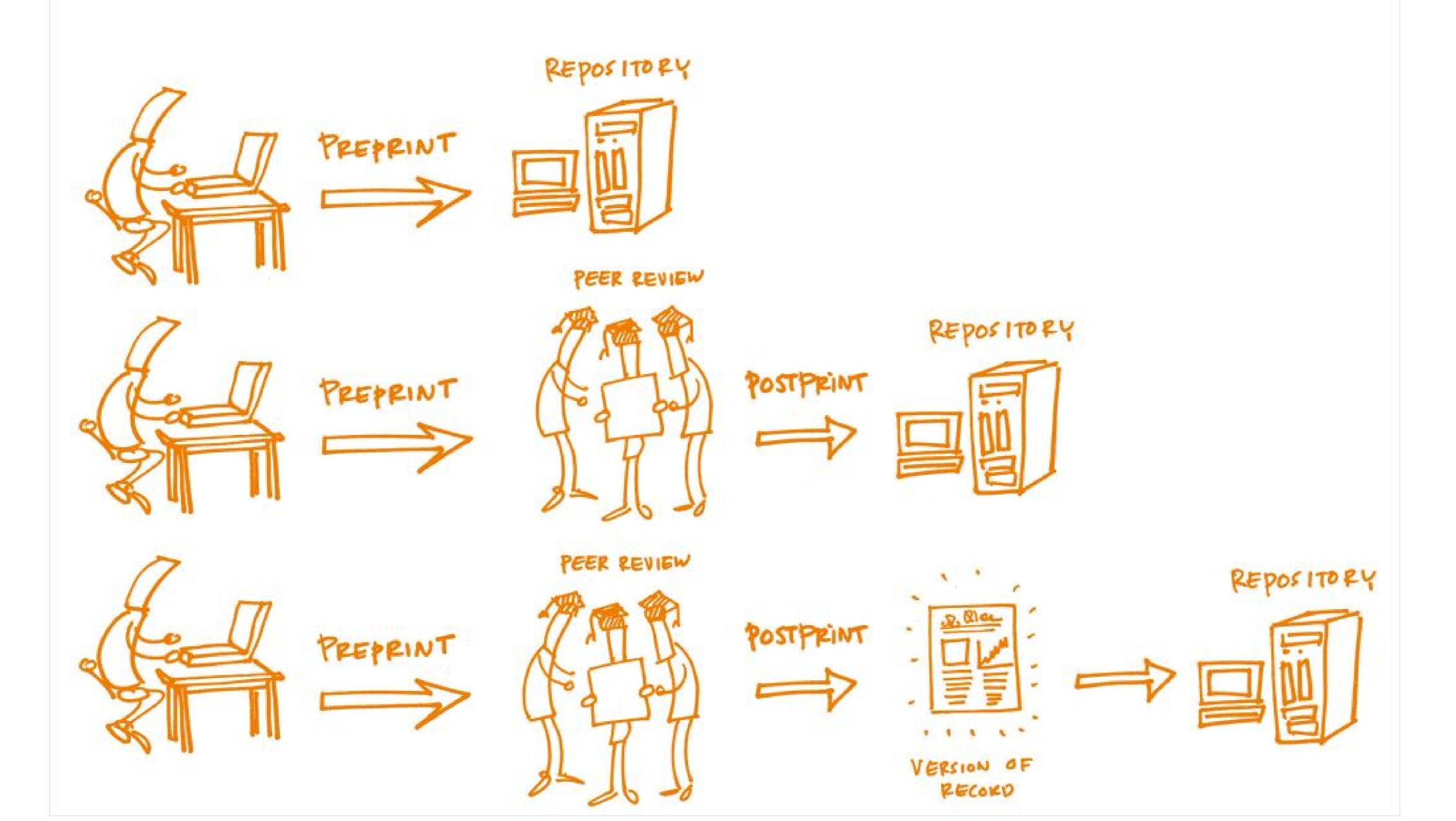


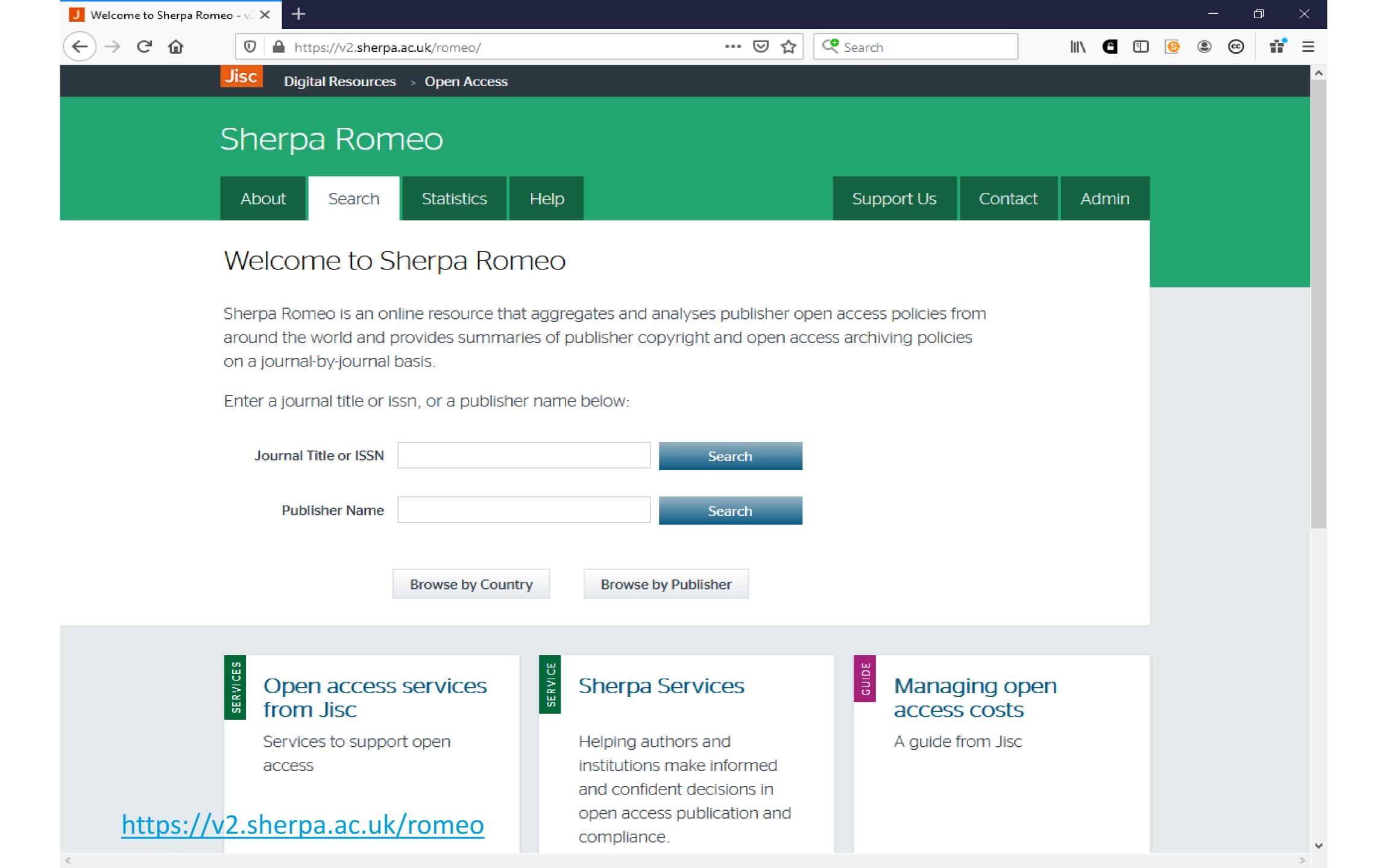
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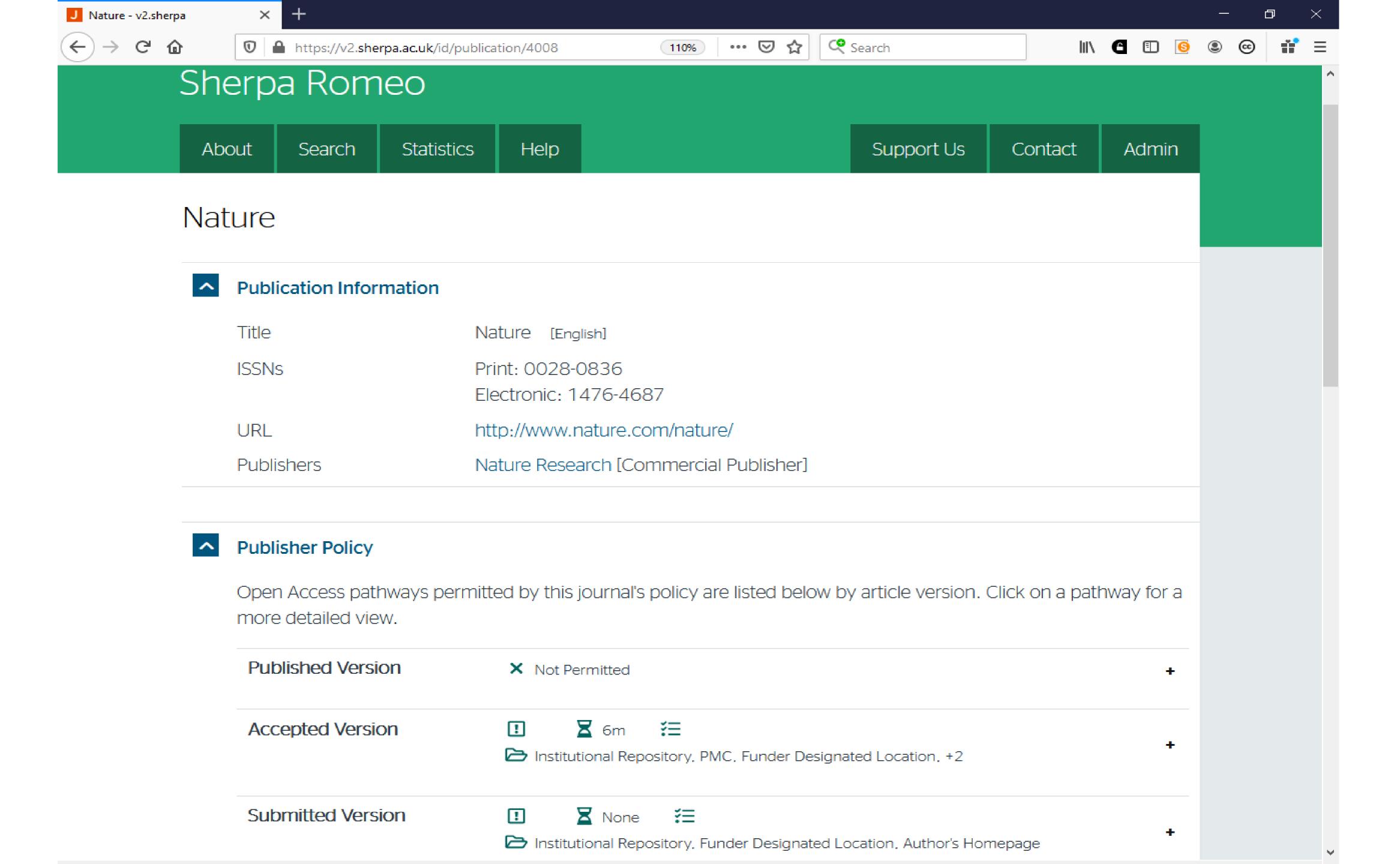
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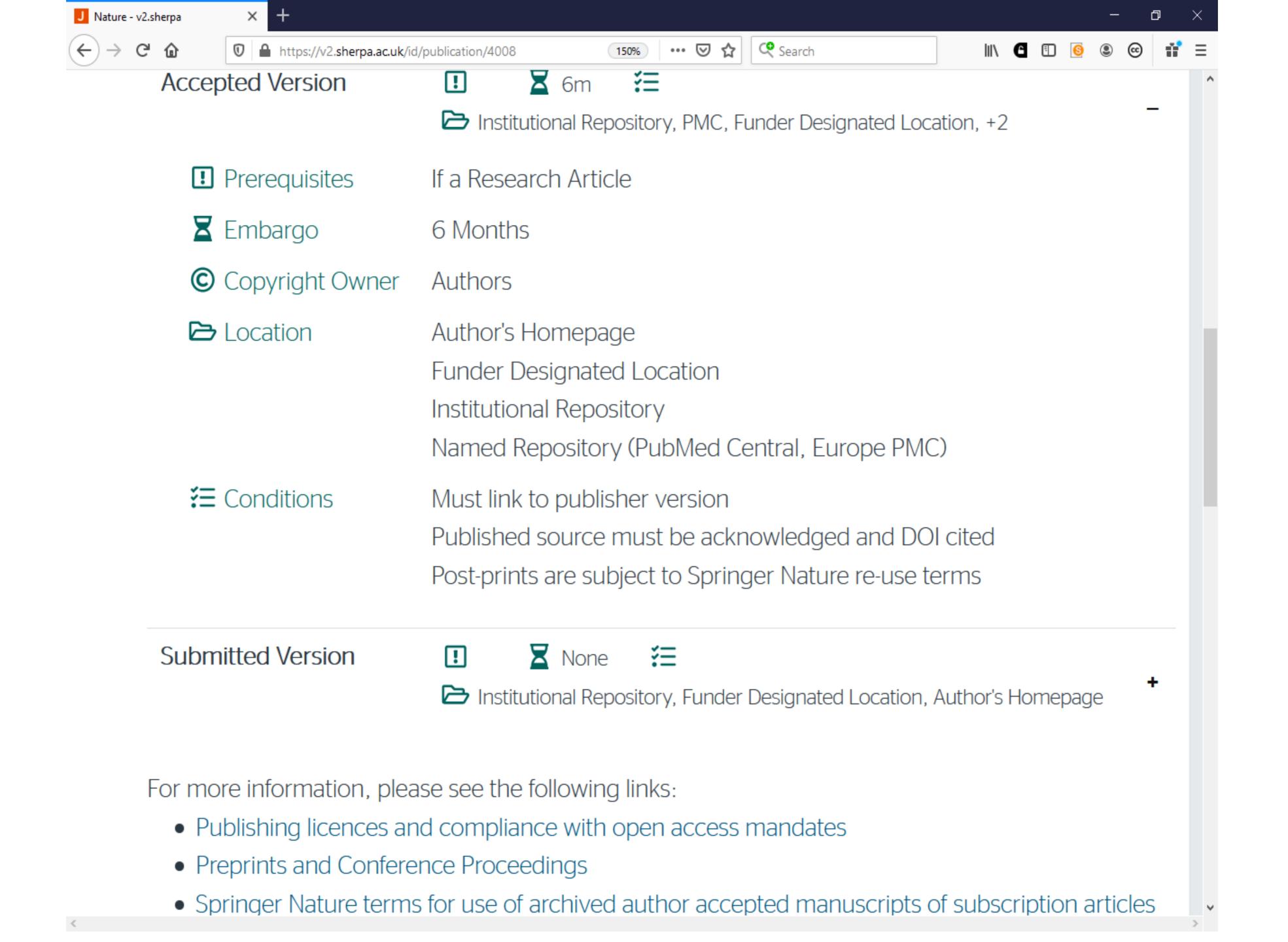
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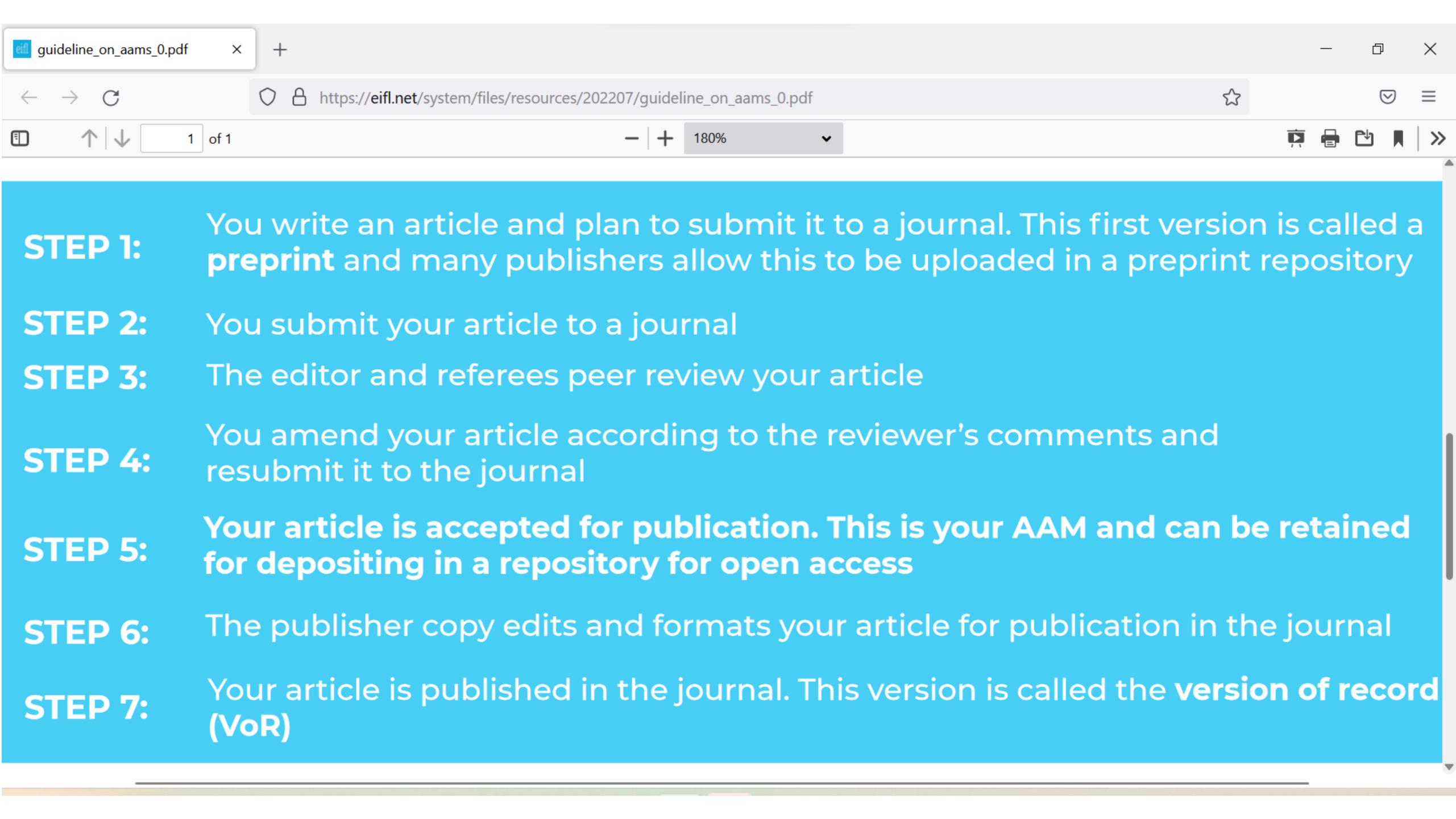


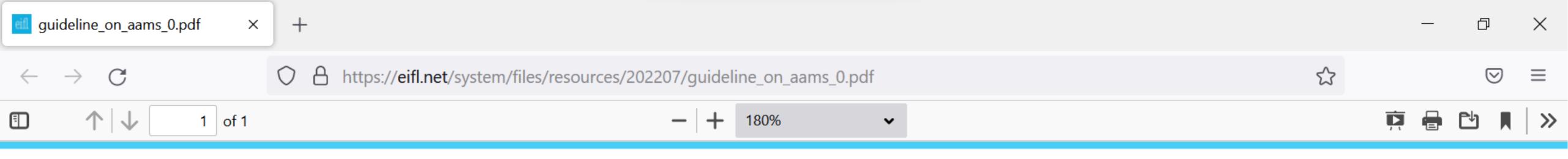












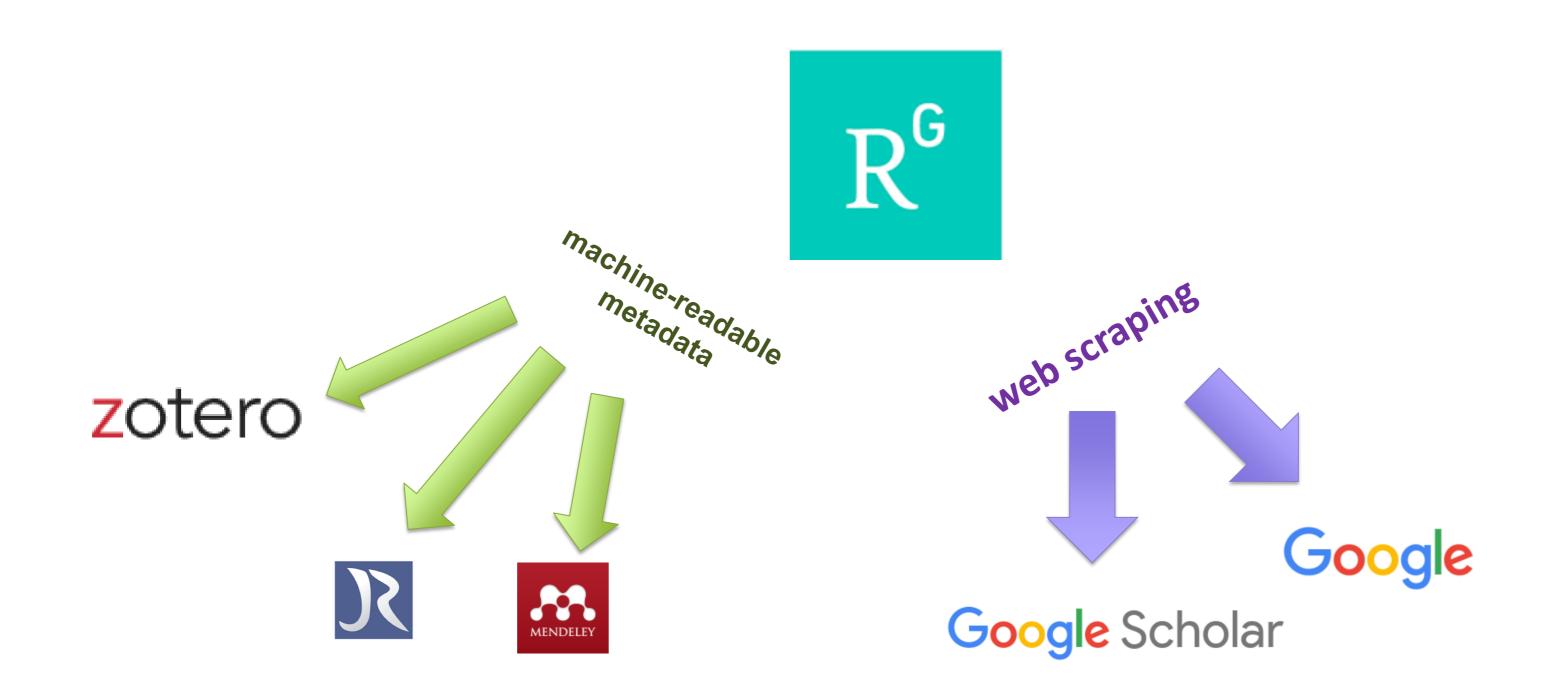
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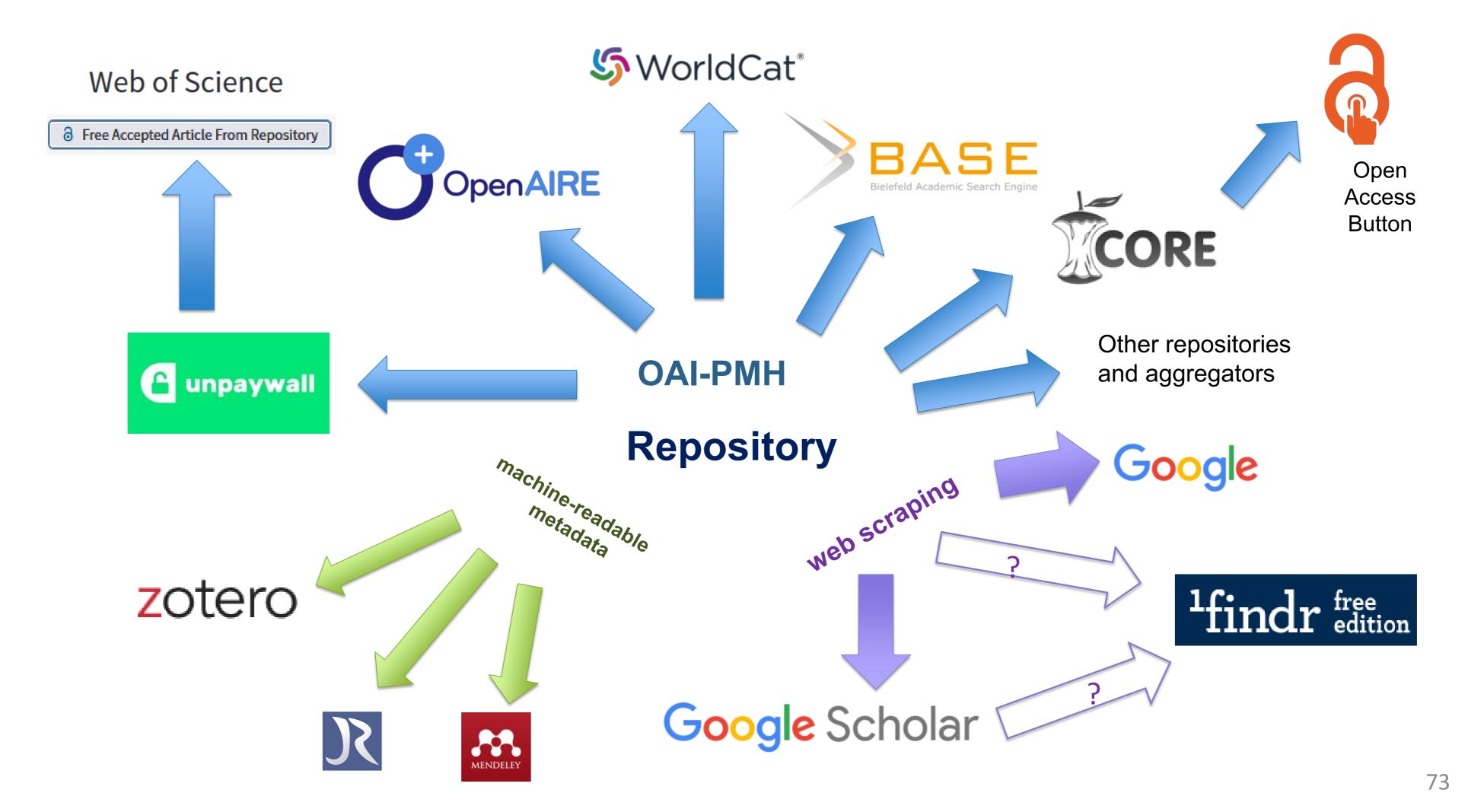


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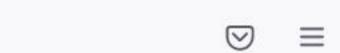
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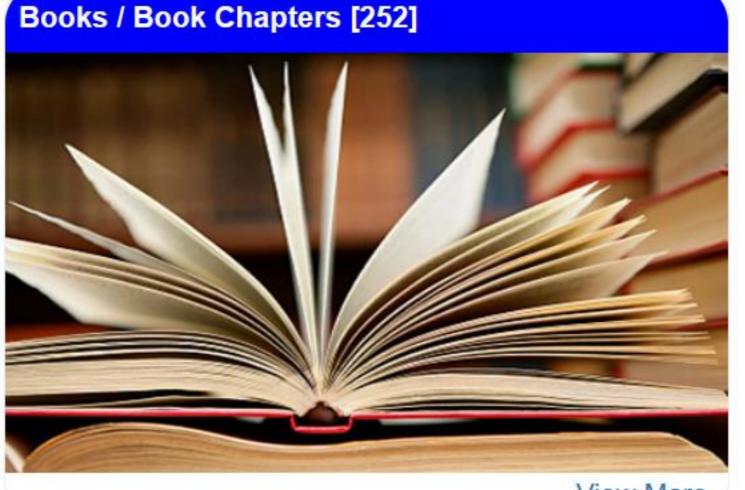
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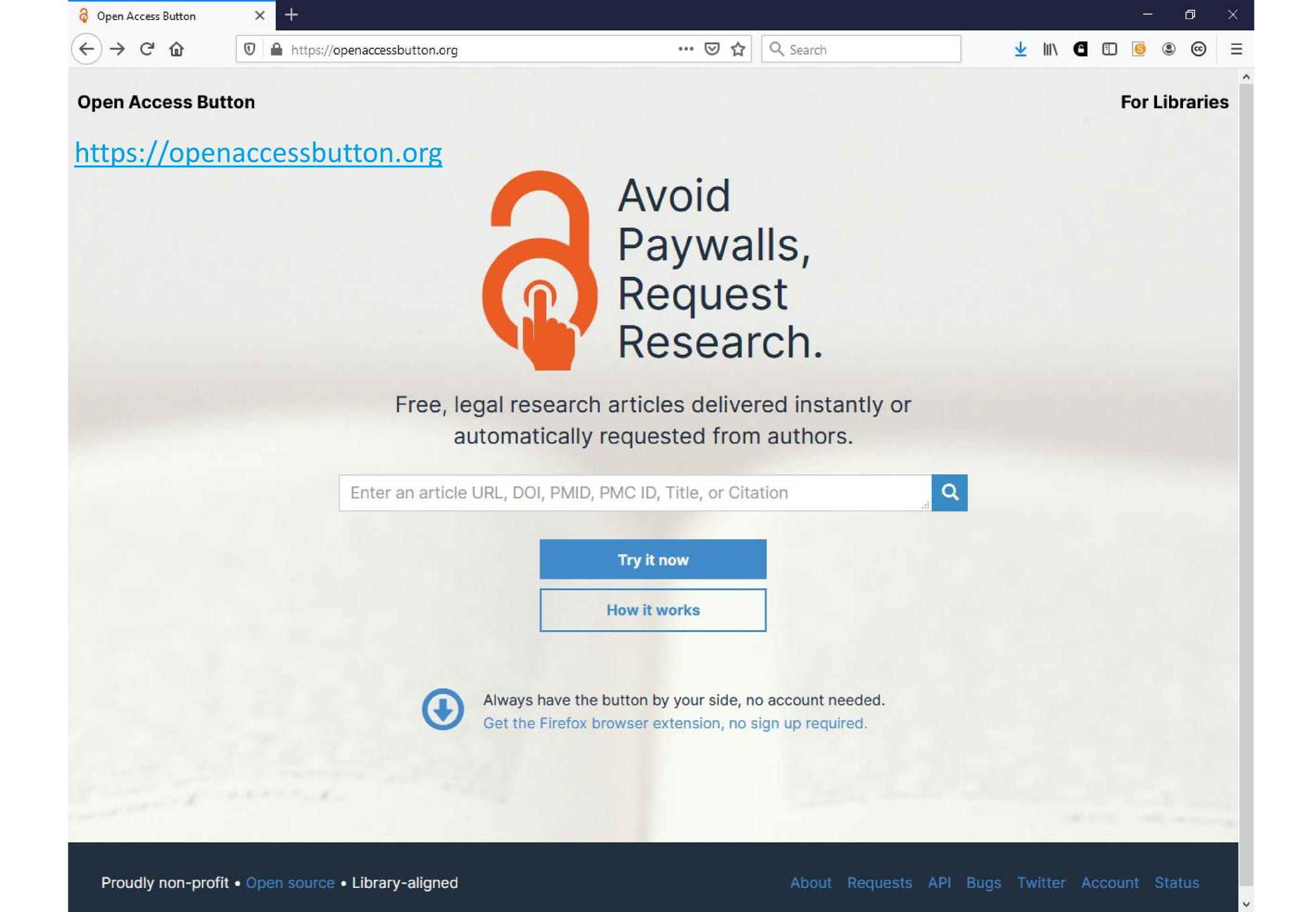
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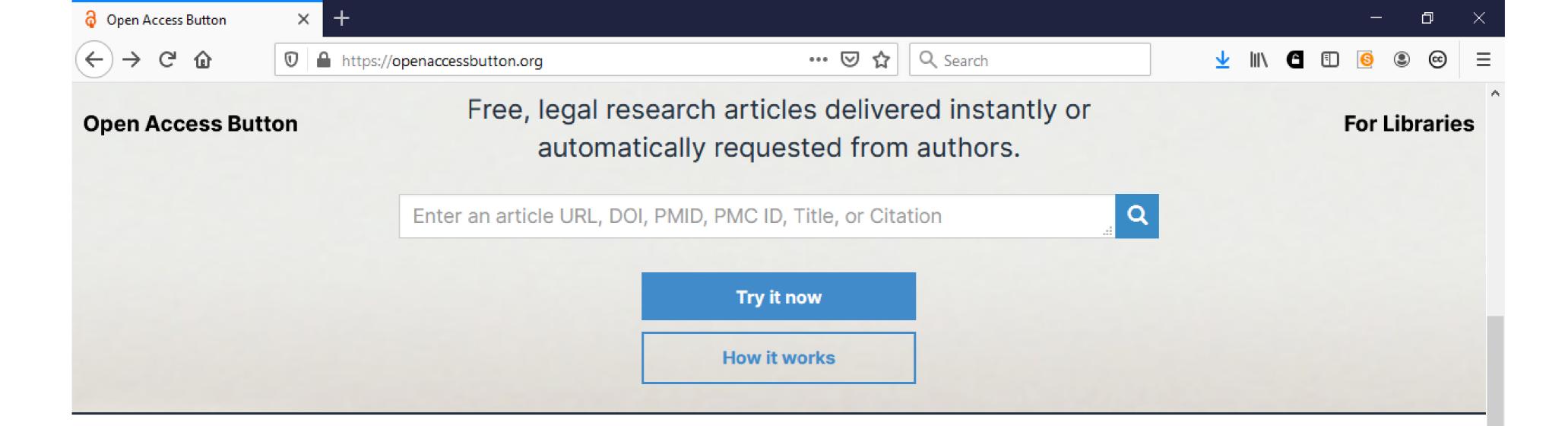
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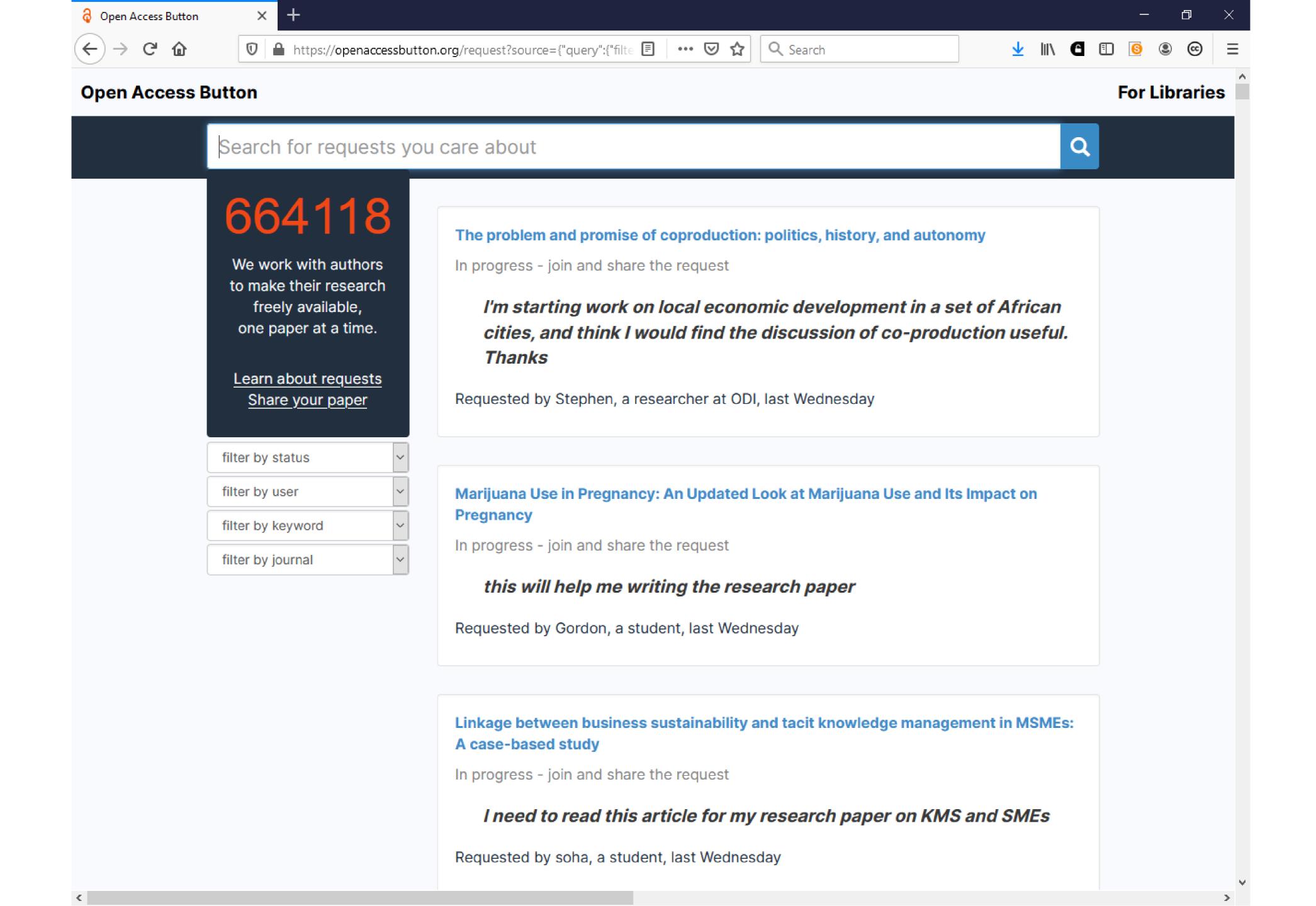
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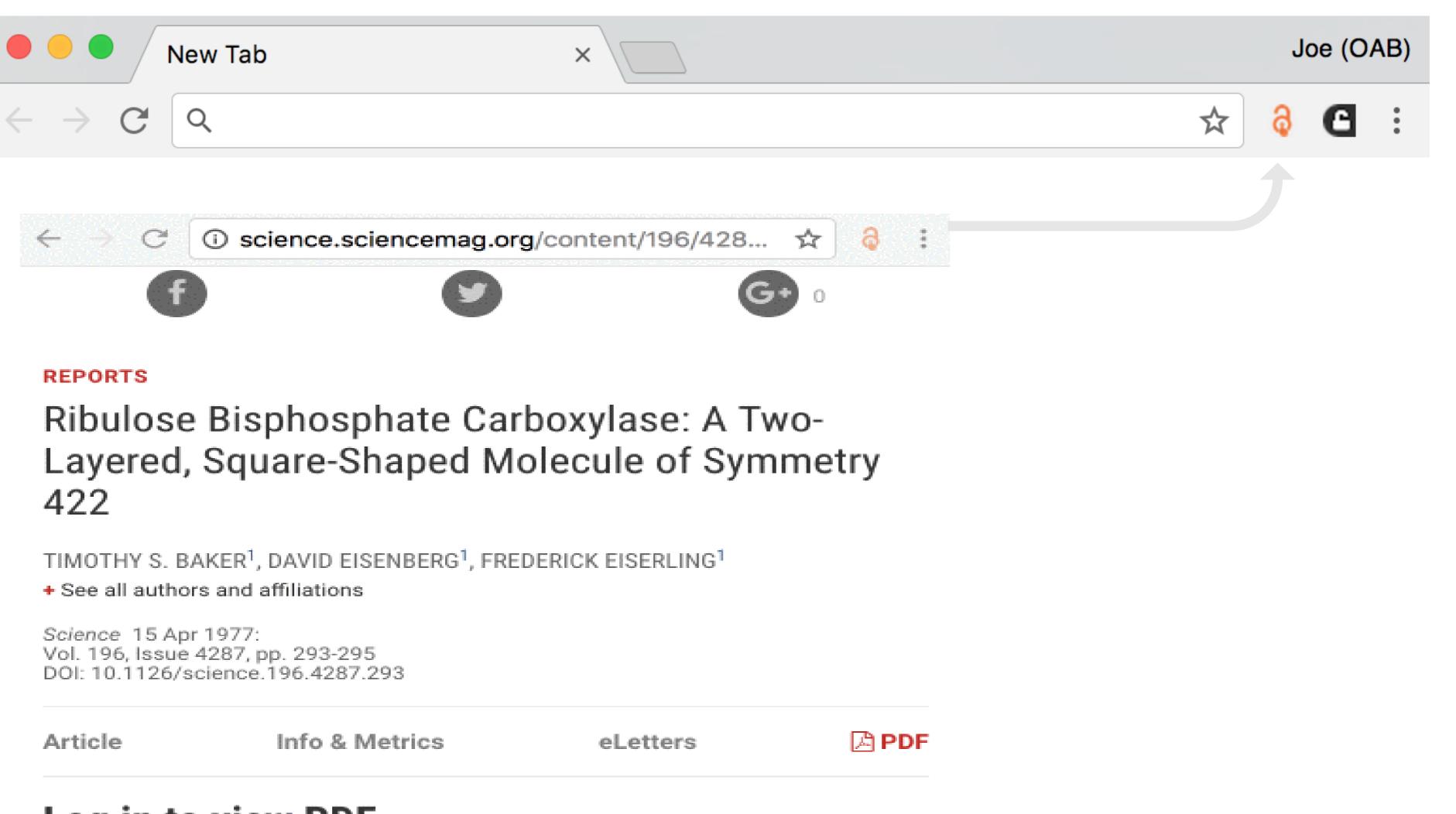
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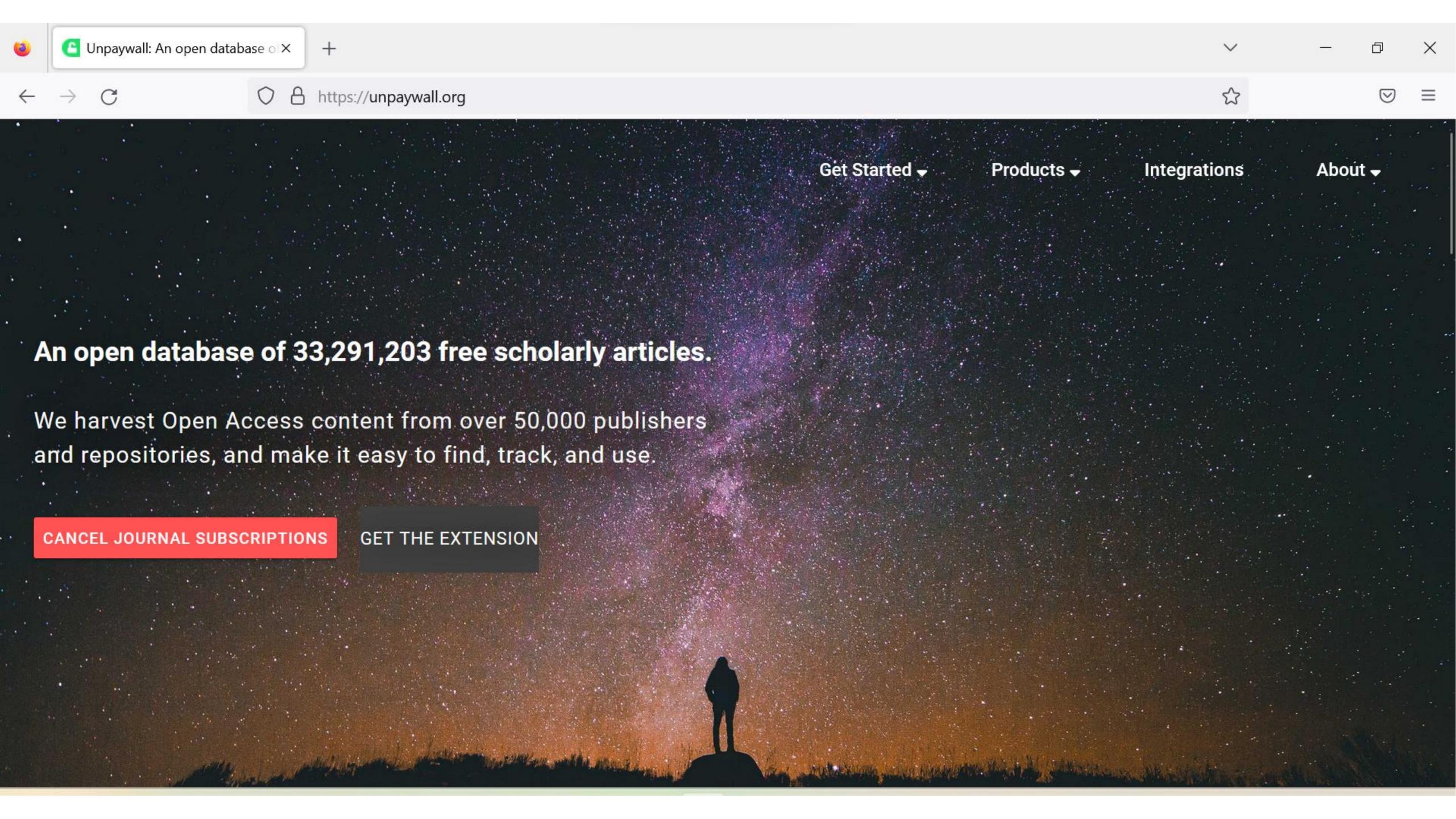


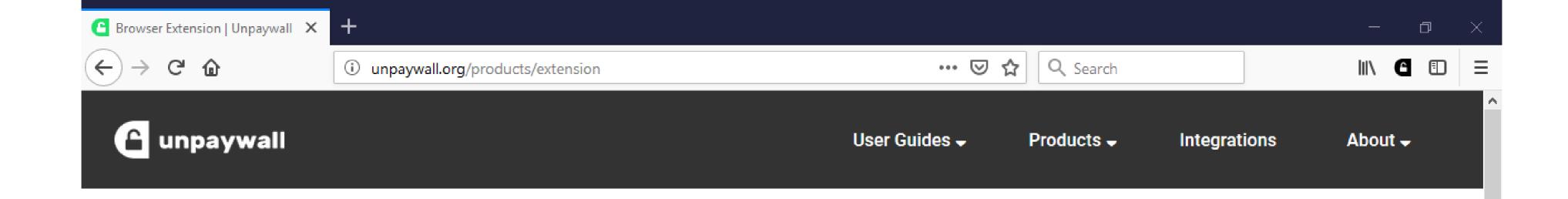
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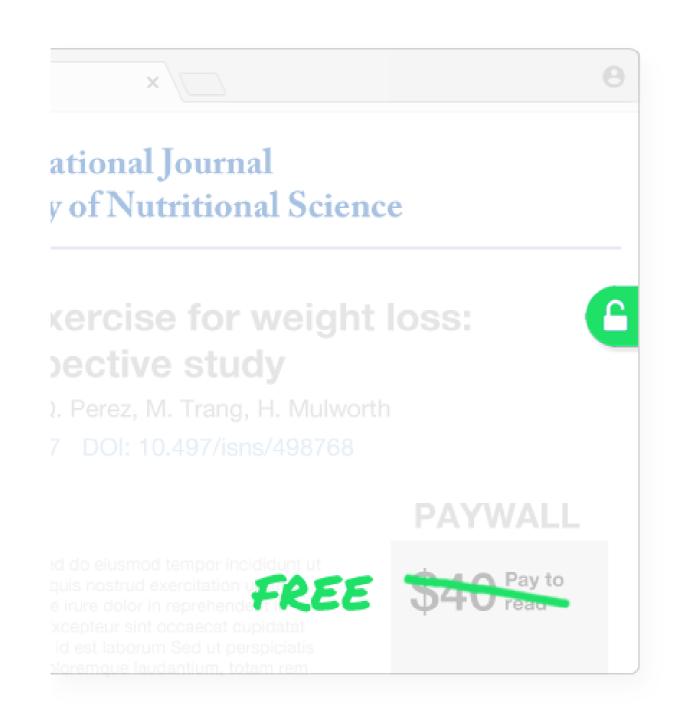
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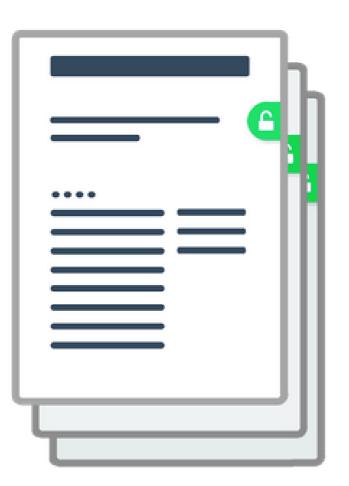
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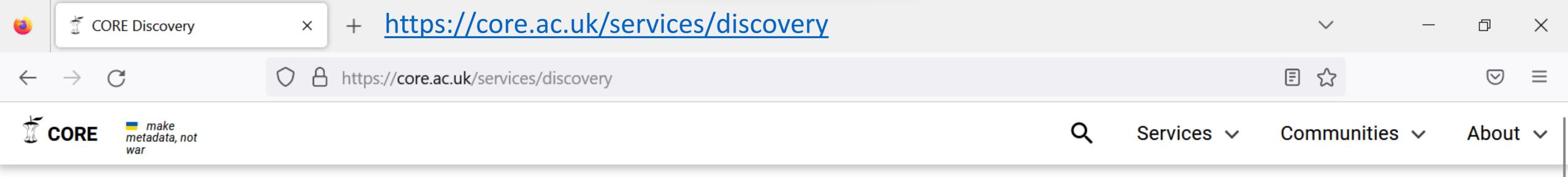
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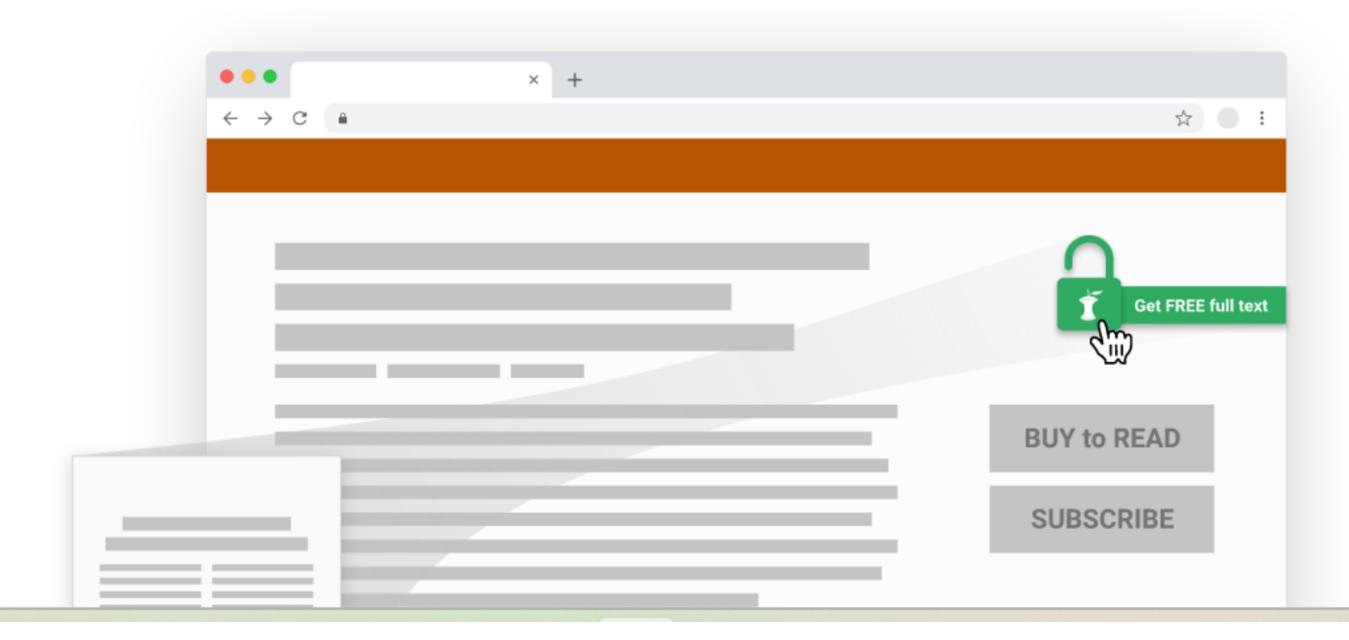




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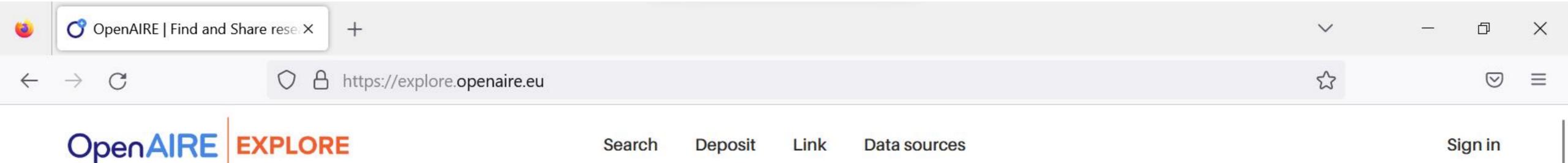
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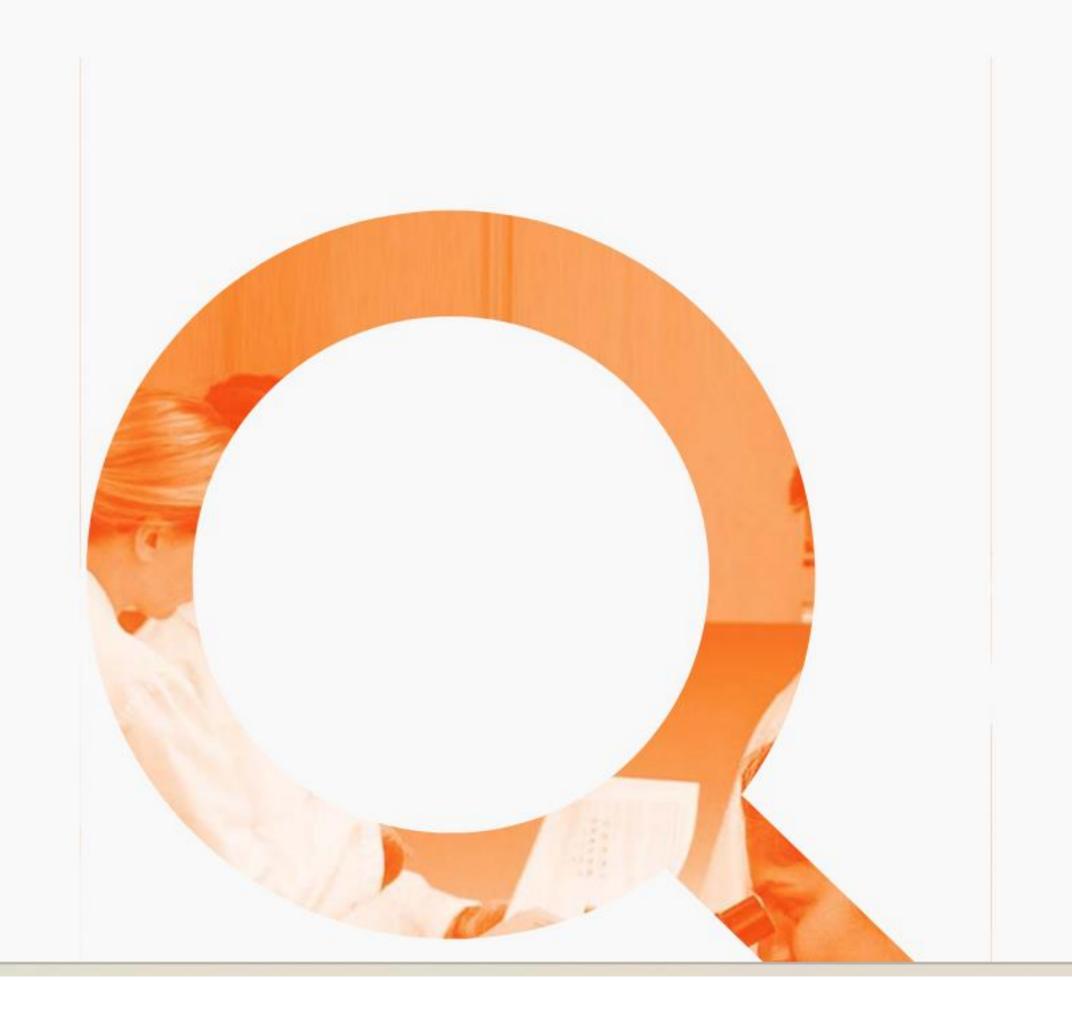
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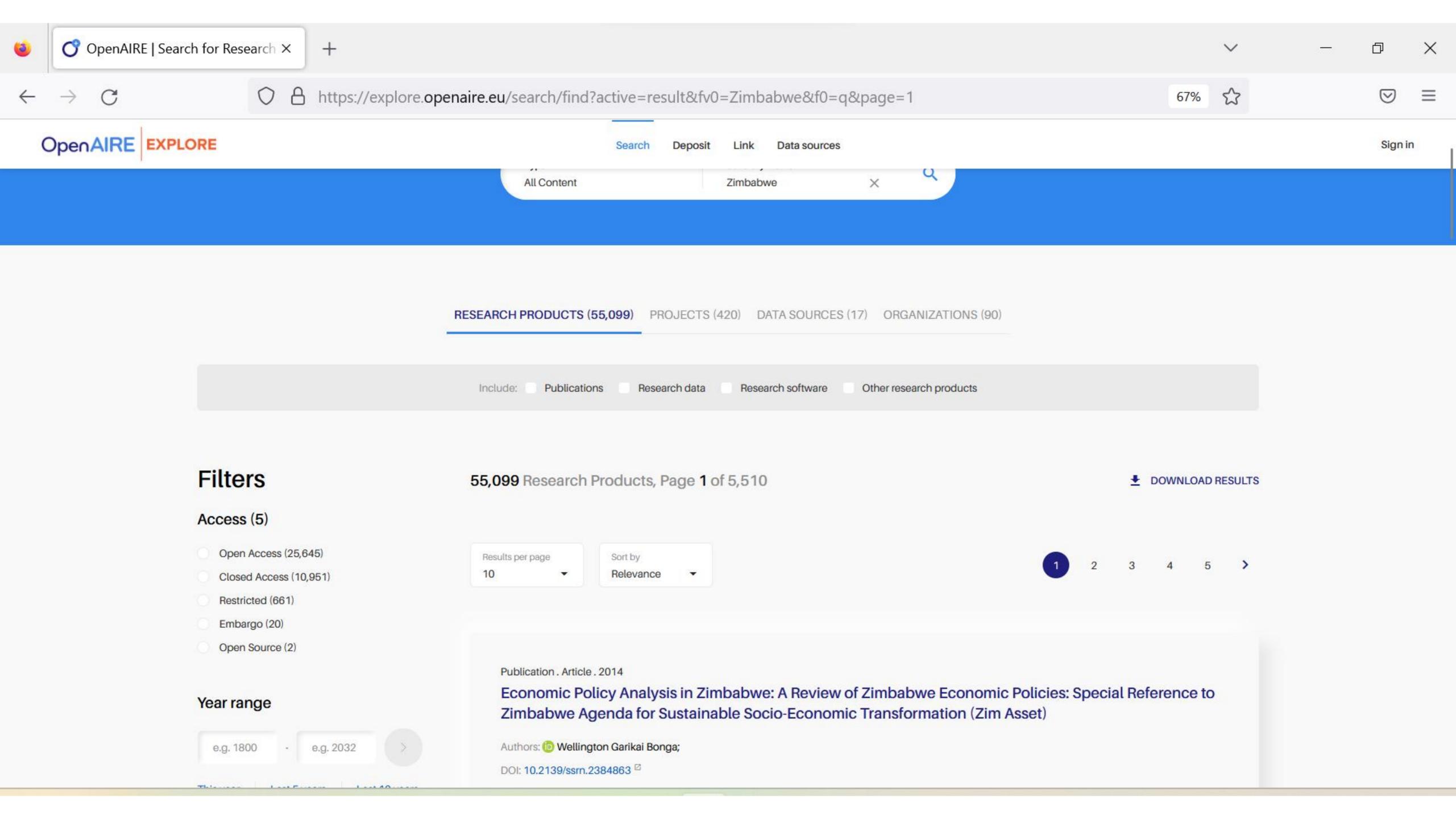
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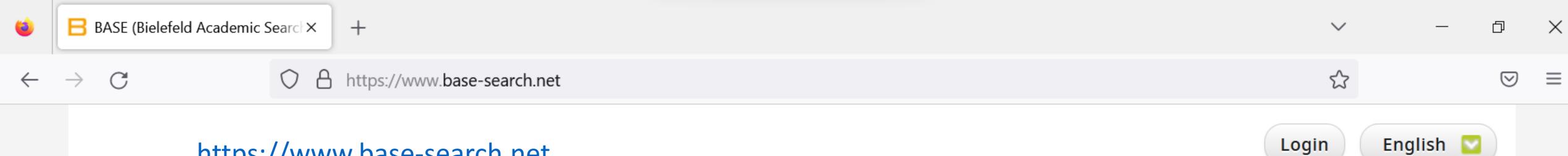
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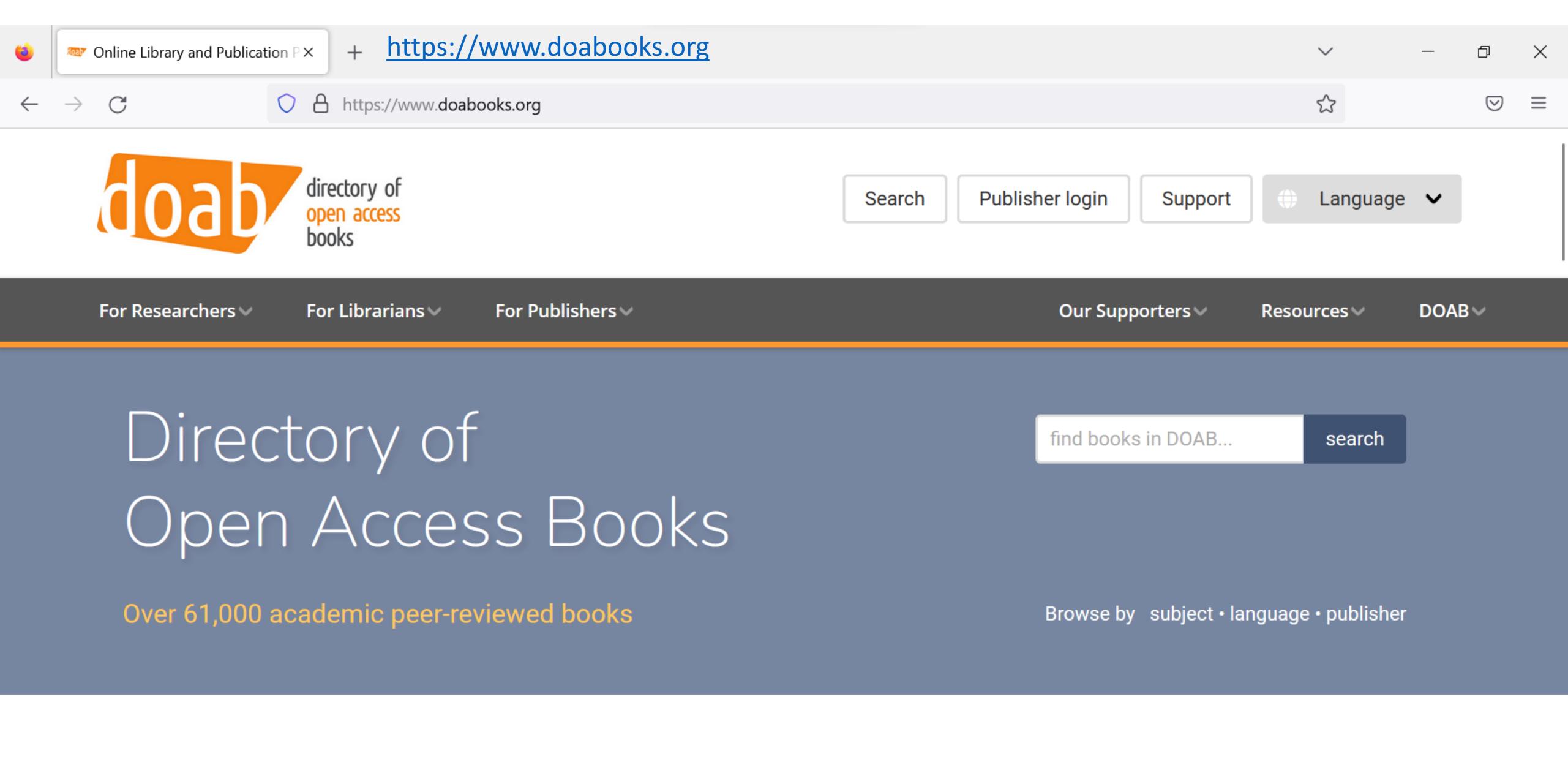
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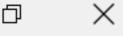
















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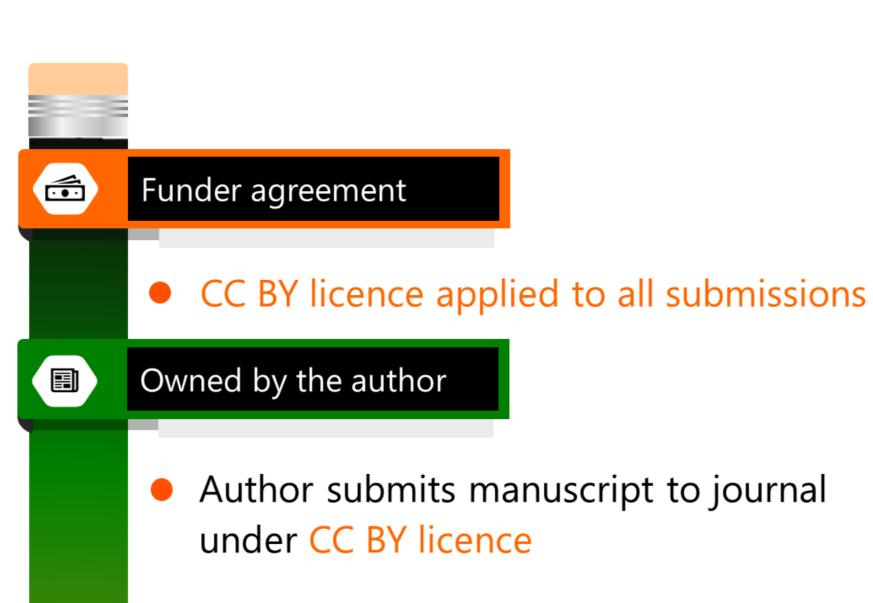


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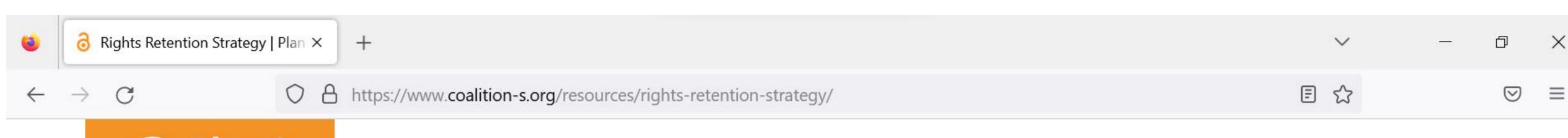


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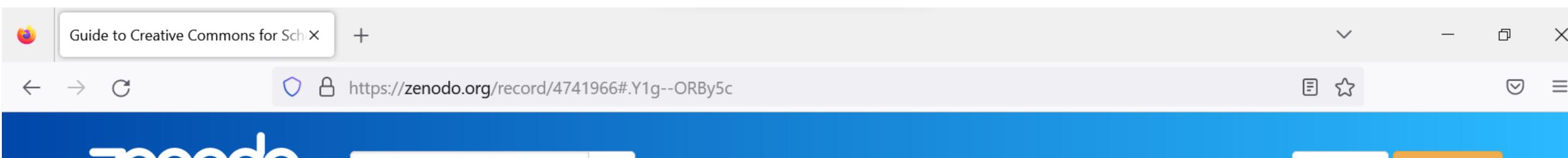


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This guide is a derivative of Ellen Collins, Caren Milloy and Graham Stone, Guide to Creative Commons for Humanities and Social Science Monograph Authors, ed. James Baker, Martin Paul Eve and Ernesto Priego (London: Jisc Collections, 2013).

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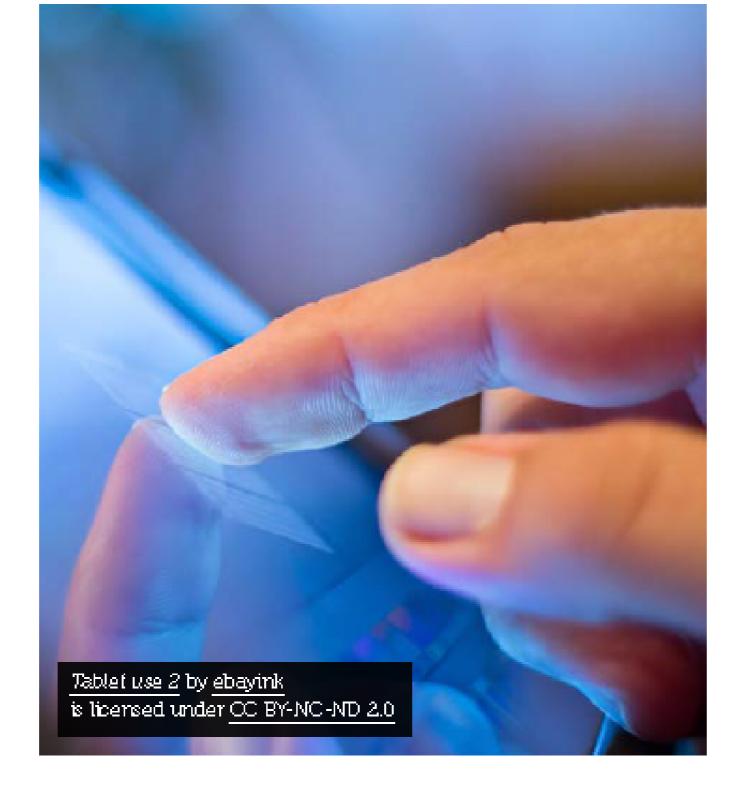
Keyword(s):

## Examples of reuse allowed under a CC BY licence<sup>4</sup>

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- Include the full-text of a publication in a repository (e.g. institutional repository) or upload it on academic social networks.
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## Why is CC BY encouraged by open access proponents?

Open access publishing aims to make research publications available for anyone to read and reuse. The Budapest Open Access Initiative (2002) – a key driver of open access developments in Europe – has recommended CC BY as the preferred licence for open access publication. CC licences are used because they offer an internationally established legal structure that is aligned with the aims of open access. As shown in the table, CC BY is the most permissive CC licence, allowing sharing, commercial reuse and modification as long as the original author is credited and it is clearly indicated if

## Questions about Creative Commons and open access books

Open access monographs are establishing themselves as a publication model in the humanities and social sciences and researchers are increasingly aware of this option. In addition, funders are beginning to introduce open access requirements for books in their policies. CC licences are also used in the domain of books. This section answers some of the common questions regarding books and Creative Commons.

### 5.1

Can my book still be sold if it is published under a Creative Commons licence?

Yes. Often, a PDF will be made available for free, and the publisher will continue to charge for print and possibly other e-book versions. Others may publish and sell your book, too. However, if you licence your work under a CC NC licence which permits only non-commercial reuse, you will need to grant your publisher permission to sell the book commercially.

#### 5.2

Will my book still be made available in print if it is published under a Creative Commons licence?

This will depend upon your publisher and what you agree to in the publishing contract. Some publishers will rely upon selling print versions of the open access book to support their business model. Some are moving to a print-on-demand option for open access content, but this should not affect the availability of your print book.

### 5.3

Will I still get royalties from a book with a Creative Commons licence?

That will depend upon the agreement between you and your publisher, but in principle there is no reason why you should not receive royalties on any sales of a book published under a CC licence. If you think your book is likely to produce significant royalties, you should consider this in negotiations with your publisher.

## Questions about commercial use

8.1

Why is the use of a noncommercial Creative Commons licence discouraged?

That is because the definition of 'non-commercial' in Creative Commons is open to interpretation. It is difficult to know what exactly constitutes commercial reuse. For example, if someone posted a copy of a paper on an educational website that generates even a small amount of revenue from advertising, it could be considered as commercial reuse. As such, the use of NC licences could have unwanted consequences on the possibilities of distribution of your content.

There is considerable debate about whether 'non-commercial' coincides with 'not-for-profit'. A study commissioned by Creative Commons into the interpretation of 'commercial' and 'non-commercial' by creators and users indicated that uses for charitable purposes are considered 'less commercial' but not 'decidedly non-commercial'. Therefore, applying a NC licence to your work could prohibit all types of organisations that generate revenue from redistributing your work Permitting all commercial reuse removes this problem, and allows people to reuse the work without

worrying about whether they may (unintentionally) make money from it.

Apart from the mentioned interpretation issue – and for some more importantly – is the principle that research that is publicly financed should be available for reuse for all purposes' because it may help generate products and services that benefit society and because organisations involved in commercial endeavours also pay taxes that the research is funded by.

8.2

Why should I allow another party to make money out of my publications, which is my intellectual property?

The term 'commercial use' refers to the fact that an organisation intends to obtain a commercial advantage and possibly aims for financial remuneration. It is tempting to immediately think about large multinationals like Shell, Google, Amazon, but actually a non commercial licence prevents all revenue-generating organisations from reusing your work. This can even include cultural or educational institutions like schools, museums or universities. Even those nowadays cannot rely exclusively on public funding and have to rely in

## Examples of reuse not compatible with a NC licence

- Distribute a work in the context of a commercial summer school course.
- Copy a text for indexing or text mining for commercial purposes.
- Reproduce a work in magazines, newspapers or websites that produce revenues.
- Reuse parts of a work (e.g. tables or figures) for advertising or marketing purposes.

## Examples of reuse not compatible with a ND licence

- Modify images change the colors, edit someone in or out, crop the image.
- Edit (parts of) a text and reproduce them in a new publication.
- Customize content to a specific location/ discipline/focus – change examples, add different scenarios, change terms to reflect a different discipline.
- Translate a work into another language.
- Reuse for open educational resources (9.1)

## Open educational resources and Creative Commons licences

Belonging to the umbrella of Open Science, Open Educational Resources (OER) are "learning, teaching and research materials in any format and medium that reside in the public domain or are under copyright that have been released under an open licence, that permit no-cost access, reuse, re-purpose, adaptation and redistribution by others" (2019 UNESCO Recommendation on OER). OER include textbooks, syllabi, articles, lecture notes, videos, images, simulations, exercises, whole courses and many other types of educational contents.

CC licences are essential to understanding and using the abovementioned five permissions of OER, or the 'SR activities', 'I namely the right to retain, revise, remix, reuse and redistribute specific materials. These rights are granted to the user by the copyright holder through licensing the original content with a combination of different CC licences – BY, SA, NC – or through dedicating the material to the public domain (CCO). Thus, CC-licensing conditions provide a clear indication of what is and is not allowed when creating, reusing or revising OER content.

#### 9.1

## How do OER differ from open access publications?

Both OER and open access (OA) publications – scholarly books and journal articles – are openly licensed materials that imply free unrestricted access. Unlike OA publications that may encompass the whole range of CC licences, OER are always available under a licence that allows adaptations (CC BY, SA, NC or their combinations). Thus, CC ND-licensed materials fall out of the scope of OER. Generally speaking, OER are usually associated with teaching, while OA publications belong to research practices. However, OA publications can be used for teaching purposes and may also qualify as OER, if released under an appropriate CC licence.<sup>12</sup>

### 9.2

## How do Creative Commons licences allow me to incorporate OER in my teaching?

Using CC licences is an easy way to keep your copyright and at the same time enable legal sharing of educational resources with teachers and learners worldwide. Due to the permissive nature of CC licences used for the creation and publication of OER, such materials can be integrated into most courses and enable educators to use or develop innovative and learner-centered resources.

CC licences allow a teacher to be both a user and a creator of OER at the same time. Teachers can (re)use CC-licensed presentations, books, simulations, mind maps and images and embed them into their courses as part of the core or auxiliary materials. Teachers can also become co-creators of OER by revising and remixing contents and adapting them to specific educational needs: translating them, enriching them with locally relevant examples or updating them according to recent developments in the field. For instance, openly licensed works can be used to create open textbooks, which help reduce the daunting cost of textbooks and therefore make educational material more accessible.

### 9.3

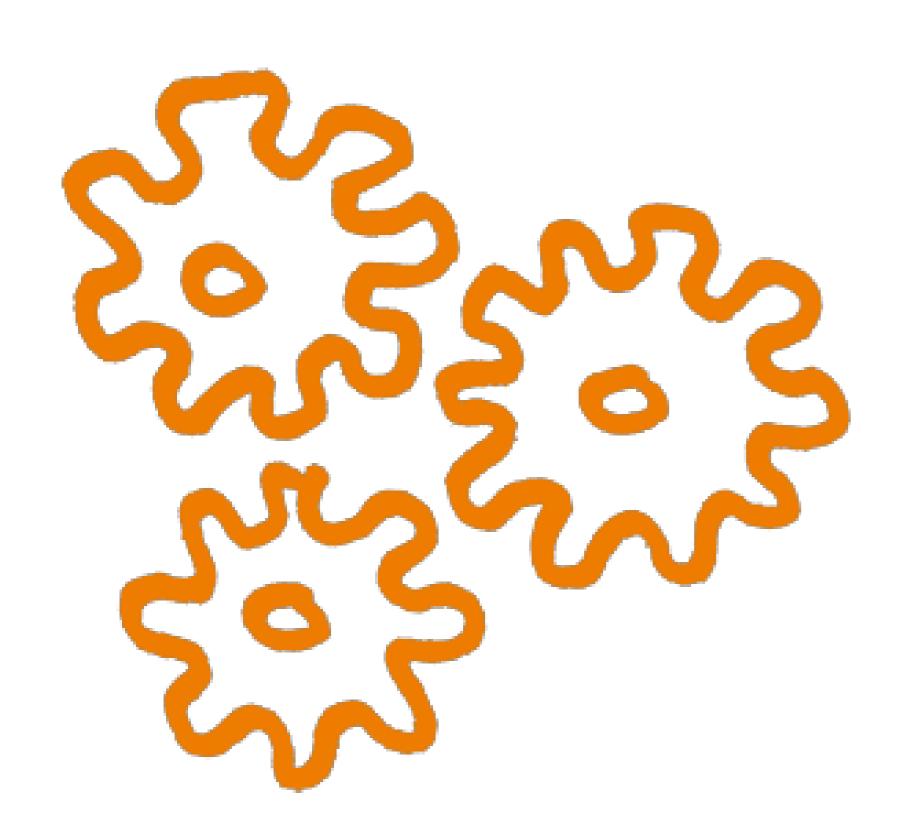
## How will Creative Commons content affect my teaching?

One of the biggest hurdles to those wishing to use OER is the content from third parties and the lack of agreed pricing structure from publishers of such content to use the material for open access purposes.

By licensing your work under CC licences, you ensure that you and others can teach using your scholarly outputs. As previously indicated, certain forms of existing copyright transfer can interfere with this practice.

Licensing academic content under CC licences implies awareness that the web facilitates sharing and reuse. Books and other materials made available online and licensed with CC licences pose fewer restrictions for their distribution and access, therefore potentially increasing the likelihood of an impact outside higher education.

## Skills



Choose a suitable repository or server to post a preprint according to your discipline

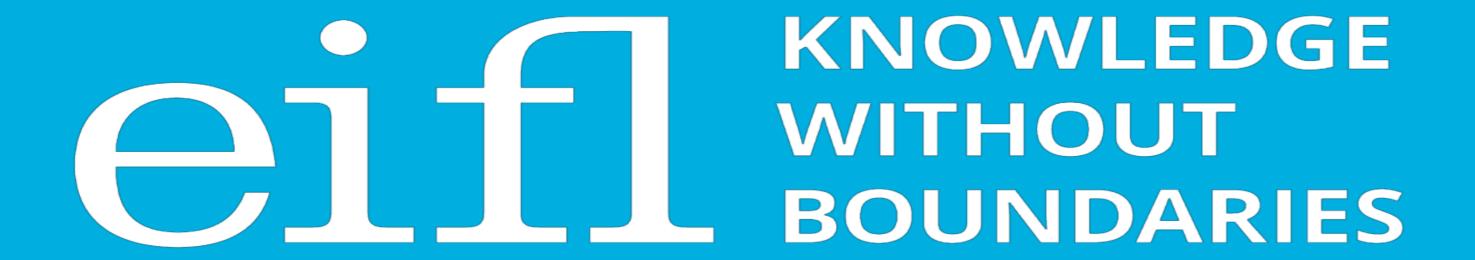
Self archive a publication in a suitable repository, institutional or subject-based, following the possible restrictions posed by the publisher, mainly related to the allowed version to be deposit and the embargo period

Choose among the options of open access journals and publishing platforms available

Find available funds or discounts to publish in open-access journals if needed

# Thank you! Questions?

Contact: iryna.kuchma@eifl.net@irynakuchma



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