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Evaluating Means for Opportunities in Open Access Publishing at a Mid-Sized Private University, Summary of a Presentation by Edward Keane, MINITEX Library Information Network, Minneapolis

Edward Keane, formerly Periodicals Librarian at Long Island University, Brooklyn Campus, examines how teaching faculty perceive the value of Open Access (OA) publishing. His main interest is whether or not faculty are receptive to publishing in OA journals. In spring 2005, a survey was administered to faculty at Long Island University, Brooklyn Campus. Keane also documents subsequent efforts to inform faculty about OA publishing.

The survey was administered to all full-time faculty. It consisted of six questions. The introductory question measured participant's general awareness of OA publishing and the four subsequent questions related to the perceived value of publishing in OA journals. The final question considers the broader issue of who benefits most from OA publishing. The survey also provided for faculty to describe their experiences and opinions.

Initially, Keane planned to disseminate the survey via the library's website. However, this form of transmission might lead to the perception that the survey was geared to the library and the survey was administered by traditional intercampus mail in order to frame the discussion more broadly as a faculty and institutional concern.

Approximately 20% of the faculty (53 individuals) responded to the survey. Almost all participants read the Bethesda Statement which was included with the survey which also functioned as a form of outreach and education. Although it was positive that about half were familiar with OA publishing, only 4% of faculty actually published in an OA journal. Adding together negative responses with "no opinion," the majority perceived OA publishing as an invalid format for publication and the overwhelming majority would opt to publish in traditional hard copy. Keane

concludes that the “lack of enthusiasm is caused by wariness and uncertainty.” Also, libraries were perceived as benefiting the most from OA publishing.

Follow-up to the survey included a promotional email noting OA titles in Serials Solutions, a Faculty Senate discussion leading to the formation of an ad hoc committee on OA and an invitation for Keane to speak to the Faculty Senate in the future.