



Open access impact:  
How are we measuring up?

5:AM conference 2018

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**SPRINGER NATURE**

## About Springer Nature

nature  
research



BMC



Springer

palgrave  
macmillan

**Springer Nature is the world's most significant open access publisher**

- ✓ Nearly **600** fully OA journals and over **1900** hybrid OA journals
- ✓ In 2017 we published **90,000** OA articles
- ✓ More than **550** OA books published
- ✓ Services, journals and policies that support open data sharing



# The case for impact: authors

Why should I publish my research open access?

*"I don't know what one can get out of open access."*

-- Research Professor,  
Georgetown  
University



*"Publishing...in an OA journal increases significantly its visibility and therefore impact"*

-- Lecturer, University  
of Leicester



Source: 1. Emery *et al.* Springer Nature. 2017. *The OA effect: How does open access affect the usage of scholarly books?* 10.6084/m9.figshare.5559280 ; Calder *et al.* Springer Nature 2018; 2. *Gold Open Access in the UK: Springer Nature's Transition* <https://doi.org/10.6084/m9.figshare.6230813.v1>

# The case for impact: funders

Why should I fund open access research?

*“Open science is a critical part of Cancer Research UK’s mission to beat cancer sooner. By sharing discoveries faster, researchers can increase the impact of their work, develop new collaborations, improve reproducibility, reduce research waste and, ultimately, accelerate progress towards patient benefit.”*

-- Charmaine Roberts, Funding  
Policy and Governance Manager,  
Research & Innovation, Cancer  
Research UK



Source: Calder et al. Springer Nature 2018 *Gold Open Access in the UK: Springer Nature's Transition*  
<https://doi.org/10.6084/m9.figshare.6230813.v1>

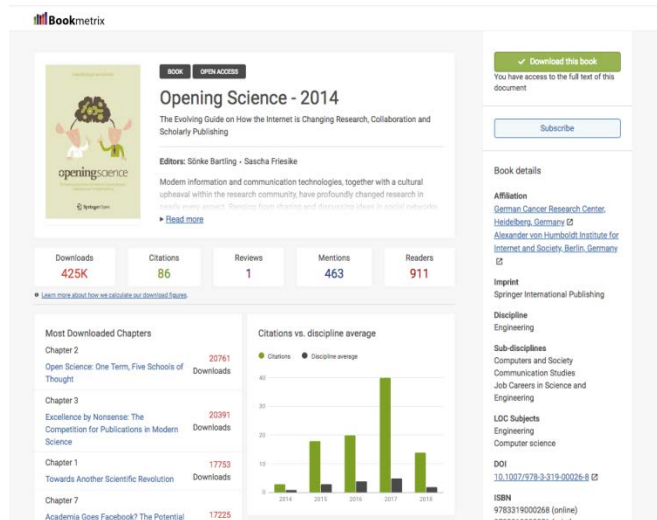
# What altmetrics can help us understand about impact

- ✓ Broadness
- ✓ Diversity
- ✓ Multi-faceted
- ✓ Speed



Image credit: pixabay.com

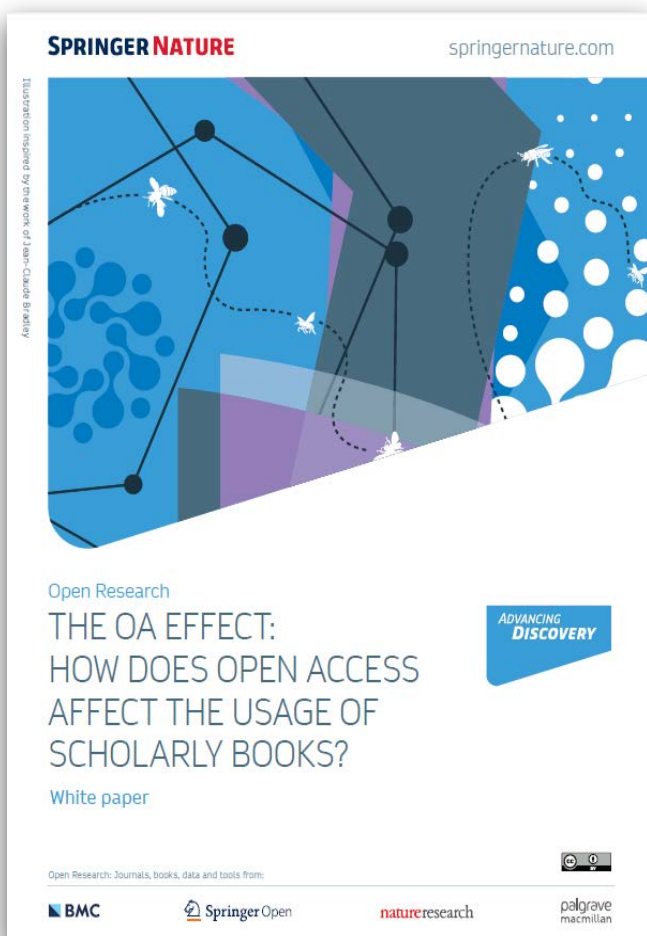
# What have we been doing?



- ✓ **Downloads:** article accesses/individual chapter downloads
- ✓ **Citations**
- ✓ **Online attention:** altmetric badges, Bookmetrix



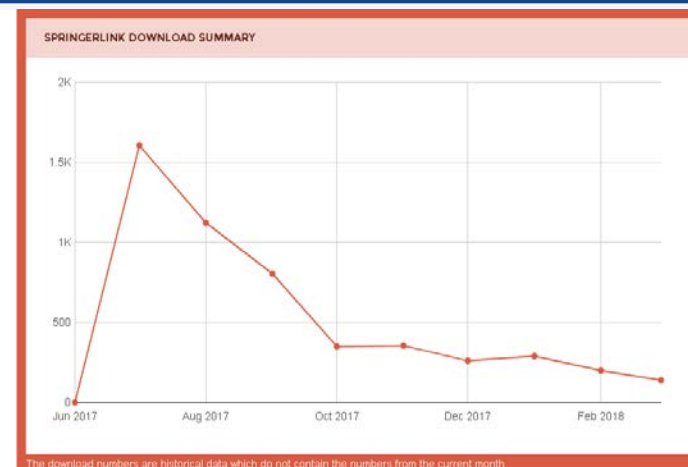
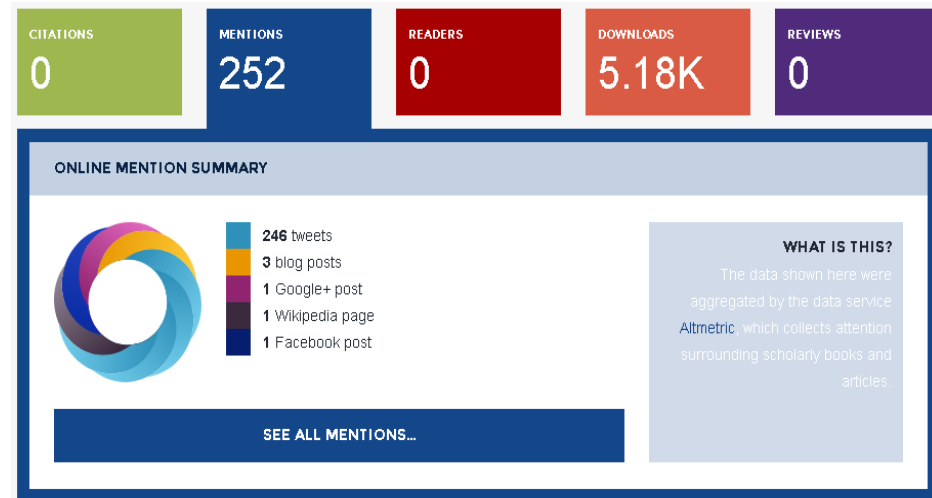
# The OA effect: what are the benefits from publishing an open access book?





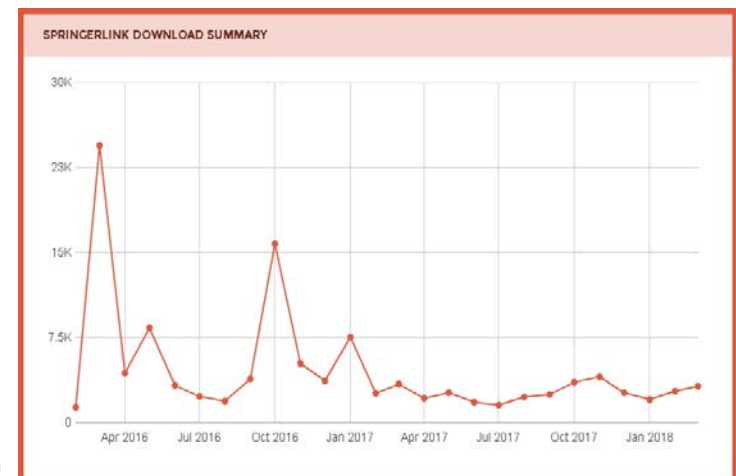
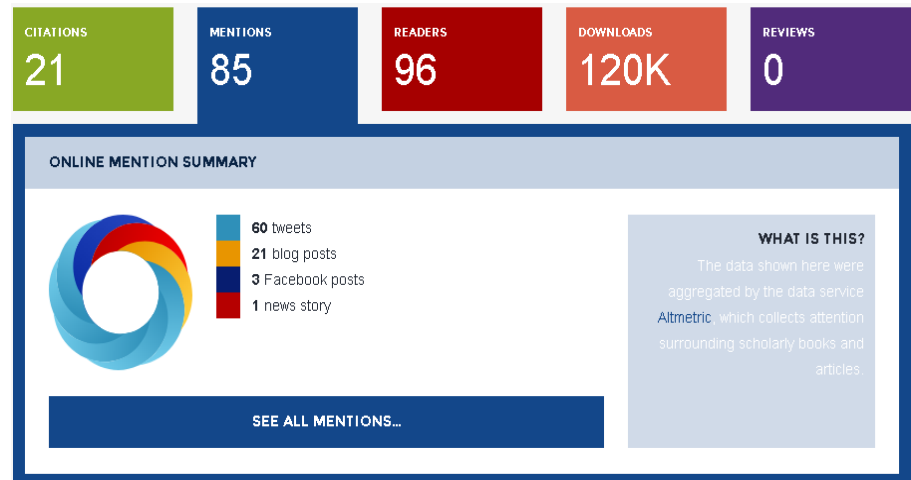
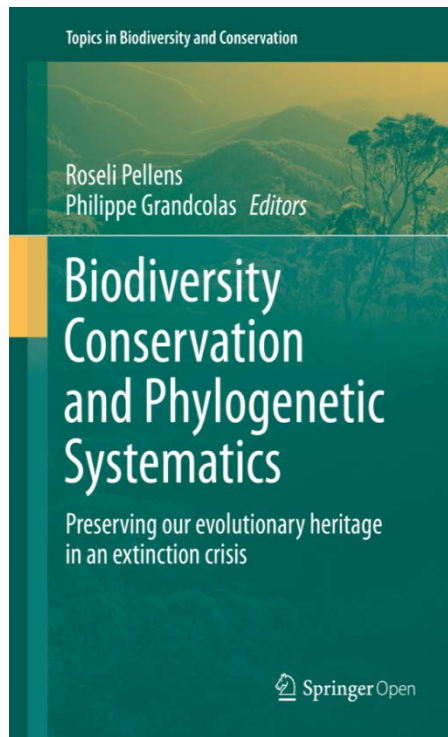
# “Publishing is about communication beyond academia.” – Prof Owen Davies

Professor of Social History at  
the University of Hertfordshire



“We are moving faster as a society – we need things at the end of a click for immediate access. If it isn’t, then it won’t be used or cited as much.” – Dr. Roseli Pellens

Macroecology research at Institut de Systématique, Evolution, Biodiversité

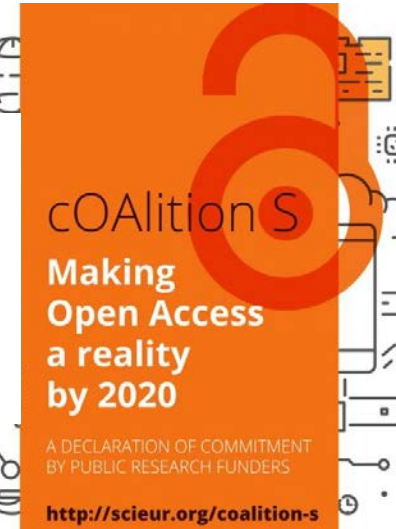


<https://link.springer.com/book/10.1007%2F978-3-319-22461-9>

## The OA effect: what are the benefits from publishing OA in a hybrid journal?



*To what extent are hybrid journals the bogeyman of OA that they are being portrayed?*



## A significant advantage for open access (OA) articles

**On average:**

**4x**  
more  
downloads



of OA articles than non-OA articles

**1.6x**  
more  
citations



of OA articles than non-OA articles across all subjects

**2.5x**  
more Altmetric  
attention

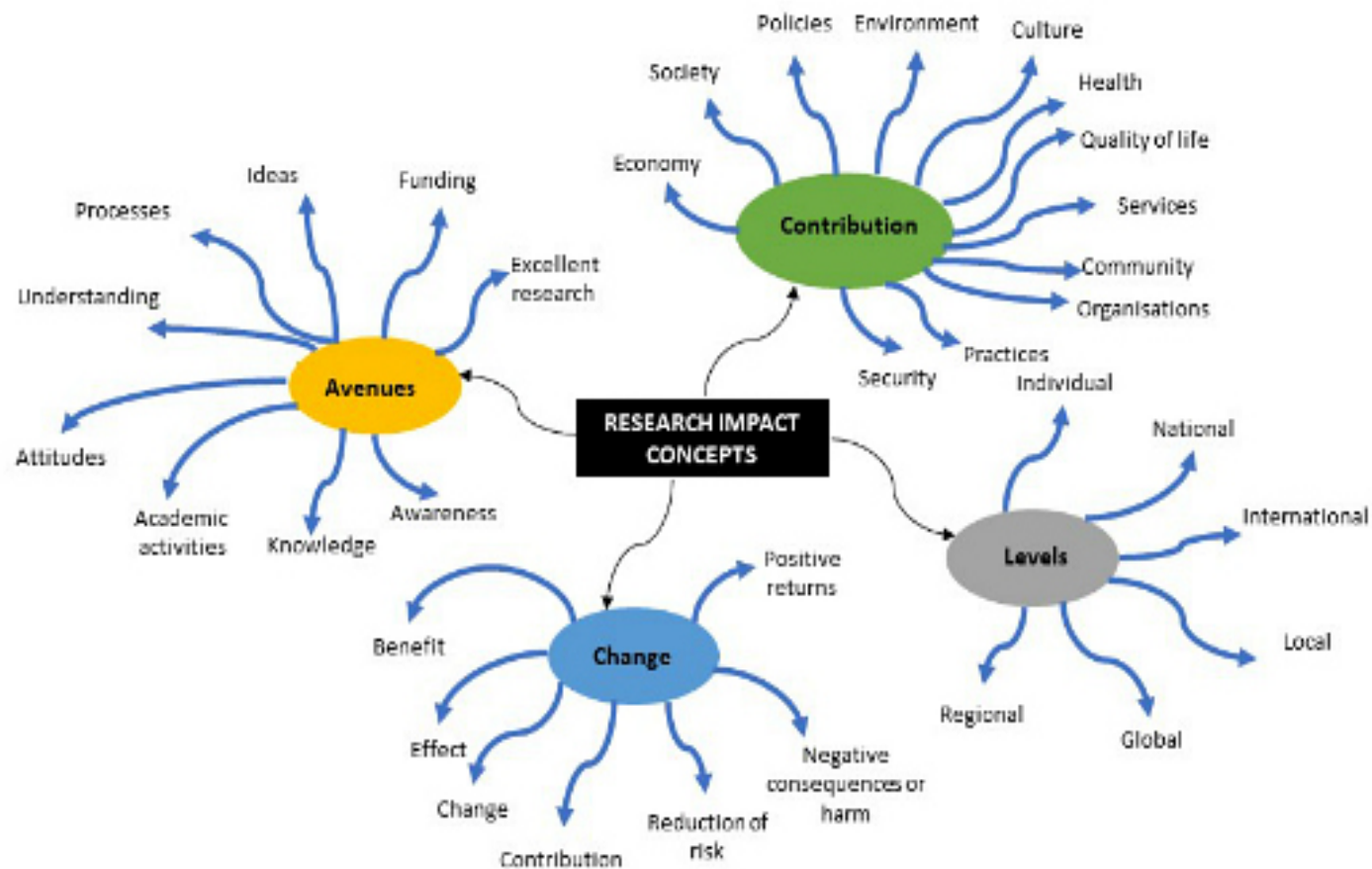


OA articles attracted  
1.9x more news mentions and  
1.2x more policy mentions

# Metrics are only part of the story



# Mapping potential measures of impact: the opportunity



Alla et al <https://health-policy-systems.biomedcentral.com/articles/10.1186/s12961-017-0247-z>, see also <http://blogs.lse.ac.uk/impactofsocialsciences/2018/01/09/the-concept-of-research-impact-pervades-contemporary-academic-discourse-but-what-does-it-actually-mean/>



Image credit: pixabay.com

Let's dig deeper: what does successful open science look like?

- Qualitative indicators of impact
- Who's reading open access content?
- Apply to other objects: research data
- Real world (societal/economic) impact?
- Public and patient engagement
- And more!

# Thank you

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