Carrot or stick?: Persuading academic staff of the benefits of using an Open Access Institutional Repository

Slade, SM and Bates, KF

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Carrot or stick? : Persuading academic staff of the benefits of using an Open Access Institutional Repository

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The Library, University of Salford, Greater Manchester, UK.

Introduction
This poster demonstrates how the University of Salford Library has engaged with academic staff using promotional tools and an institutional mandate, to encourage the use of the institutional repository (USIR), promote Open Access and increase the visibility of Salford research output.

Conclusion
Our experience has shown that marketing of an institutional repository is an ongoing process, and that the most effective approach to persuading academic staff to use and engage with an Open Access institutional repository is a combination of both a ‘carrot’ (promotion) and ‘stick’ (mandate) approach.

- Production of monthly statistics reports, to demonstrate to academics how much their work is being accessed.
- Celebratory University open access events.
- Dr Paul Rowlett, receiving prize for most deposits in College of Arts, Media and Social Science
- Briefing to new academic staff undertaking the Salford PG Certificate in Academic Practice.
- University ‘conversations’ and one to one Library inductions with new academic staff.
- Dr Sarah Norgate, School of Social Work, Psychology and Public Health
- EPSRC policy requires that funded research output must be openly available either through publication in an open access journal, or by depositing a copy of a peer-reviewed article in an online repository.

"Personally, I procrastinated over first submission for a shameful long time.... I wrongly assumed using USIR would be a hybrid encounter of technical/legalistic minefields that could not have time to face. Then finally I stopped putting it off and when asked some questions to the USIR facilitators, they were very supportive & found out there were less barriers than I had anticipated. After first attempt now can’t wait to put more outputs on. In this performance related HE culture personally, it is motivating to be able to submit manuscripts submitted which have not yet been accepted as it feels like ‘evidence’ is on hand to yourself & community that concrete progress has been made towards REF/personal career goals. When entered own submission happened to see one had just been deposited by a colleague in my unit, so that triggered a research conversation about publications that we might not have otherwise had. Finally, a charity are interested in having a link to one output, so that sounds like a win-win for society and Salford."

Dr Sarah Norgate, School of Social Work, Psychology and Public Health

The ‘stick’ approach does work – when you receive a message from a senior manager saying there will be a check – you find time. Deadlines are effective.

Dr James Newell, School of English, Sociology, Politics and Contemporary History.