Doing open access advocacy by stealth

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DESCRIPTION

It's not easy to be an effective advocate today for open access and scholarly innovation. More than 20 years after OA was first proposed, effective advocacy remains as important as ever but is becoming more challenging as the whole landscape becomes more diverse.

Leaving aside the increasing number of initiatives, policies and new technologies that advocates have to be aware of, they also have to contend with advocacy fatigue in themselves and colleagues and inertia from academics and others within institutions and funding bodies.

Recent work has highlighted the importance of OA practitioners being skilled and up to date in specific topics in open access [1,2], and also the importance of methods of effective advocacy – but these methods are rarely discussed, even for specific, necessary advocacy such as informing faculty of a new OA policy[3].

In this workshop we will aim to explore some of the human factors that contribute to effective advocacy - and some that hinder it. We will highlight some recent successful approaches from our own experience – from the point of view of a national advocacy strategy group (AOASG) and a Library Research Support Team at QUT.

We encourage participants to come ready to share experiences – positive and negative – and to brainstorm on new approaches to advocacy.

At the end of the workshop participants will have come away with some new strategies for advocacy that are relevant to their setting.

FORMAT

The format will be as follows – 60 minutes in total.

The workshop will have a shared google doc set up ahead of time prepopulated with a list of resources and questions

5 minutes: Introductions and purpose of workshop

15 minutes: small group discussion of stories of specific successes and failures of OA advocacy. Discussions will be captured on individual Google docs

15 minutes: feedback to whole room from each small group of major lessons learned and agreement on top topics (number to be determined by number of groups in session) where effective advocacy is most needed

15 minutes: small group discussion of one of topics each with an intended outcome of proposing a resource/tool to facilitate advocacy on it

10 minutes: presentation to whole room of outline of possible resource/tool

At the end of the workshop we will have a collection of stories and possible resources that will be shared afterwards with the participants if they wish.

REFERENCES

1. Dawson, D. (DeDe) ., (2018). Effective Practices and Strategies for Open Access Outreach: A Qualitative Study. Journal of Librarianship and Scholarly Communication. 6(1), p.eP2216. DOI: http://doi.org/10.7710/2162-3309.2216

2. Johnson, Gareth J. "Cultural, Ideological and Practical Barriers to Open Access Adoption within the UK Academy: An Ethnographically Framed Examination." Insights 31, no. 0 (June 11, 2018). https://doi.org/10.1629/uksg.400.

3. Otto, J.J., 2016. A Resonant Message: Aligning Scholar Values and Open Access Objectives in OA Policy Outreach to Faculty and Graduate Students. Journal of Librarianship and Scholarly Communication, 4, p.eP2152. DOI: http://doi.org/10.7710/2162-3309.2152