The background features a collage of images. On the left, there is a faint, light-colored globe. On the right, there is a blue-tinted image of a car's interior, showing the steering wheel and dashboard. The overall background has a light blue and white color scheme with a purple grid line on the left side.

Open access: let us do it both,  
top down and bottom up!

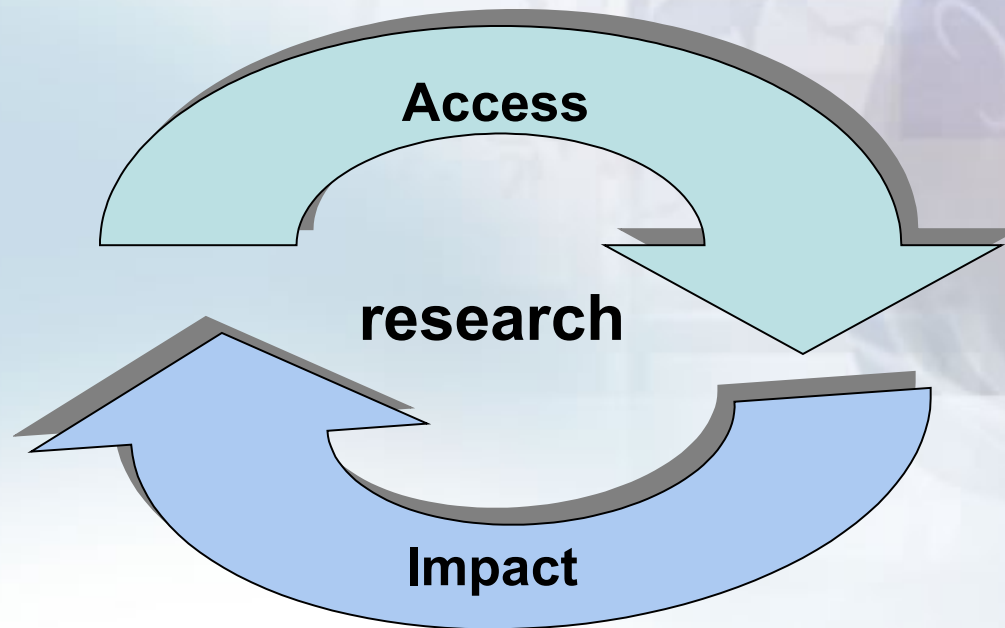
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# Open Access (OA)

- worldwide movement
- theme being highly debated by the scholarly community
- challenge for the scientific and scholarly publishers

# Access and impact

highly related concepts



the wider the access, the higher the impact

# Social interactions and science development

- Therefore:
  - **Communication** is a keyword:
    - it lies in the heart of research
    - It allows **social interactions** within scholarly communities
    - It brings about **science development**
  - **Access** turns to be vital:
    - it increases science productivity and impact
    - it eventually allows interactions with the society as a whole
    - It feeds scientific and scholarly research work back
  - What if **access** is globally **open**? ?

# Social interactions and science development

- Open access globally:

- ✓ It is needful
- ✓ It is desirable
- ✓ It is possible
- ✓ It is real!!!

**HOWEVER:** there are both conflict and awareness problems

# Conflict



**Editors**

**X**

**Authors**

*the research impact or editor's profit?*

# Awareness of OA

| <b>Dimension</b><br><b>Context</b> | <b>Awareness<br/>of OA</b> | <b>Unawareness<br/>of OA</b> |
|------------------------------------|----------------------------|------------------------------|
| Society as a whole                 | High Developed Countries   | Less Developed Countries     |
| Scholarly Community                | Hard Sciences              | Soft Sciences                |

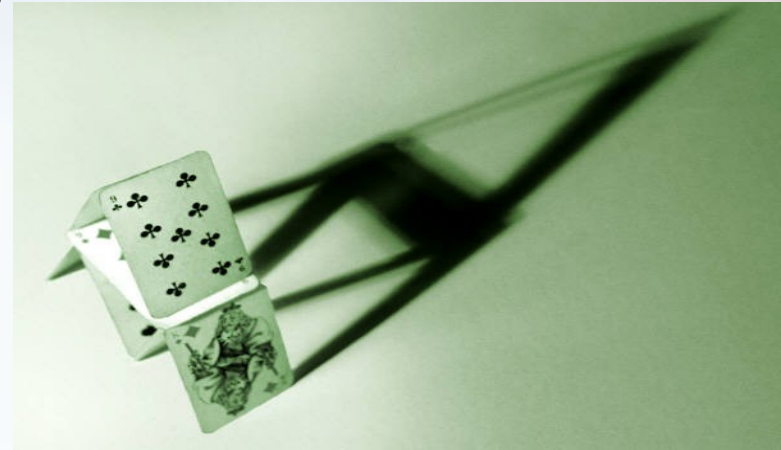
# Science and the society

- Science interest: the advance of knowledge to the benefit of the society
- Society interest: science popularisation



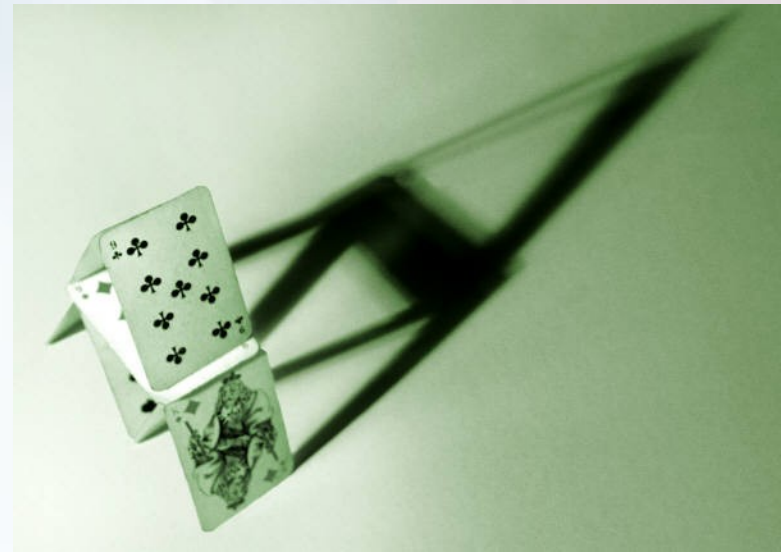
# OA Approaches

- Top-down (sensitising work)
  - OA stakeholders working along with
    - university executive personnel
    - government policy makers
    - decision makers from funding bodies



# OA Approaches

- Bottom-up (real action work)
  - OA stakeholders themselves working in:
    - elaboration and implementation of university mandatory deposit policies for their repositories
    - university training programmes



# Conclusion

Desirable and feasible pacific co-existence of the top down and bottom up approaches :

let us, therefore, do it both!!!!!!

*Thank you all for your attention.*