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

Sely M S Costa, PhD
Universidade de Brasília
Brazil
selmar@unb.br
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

<table>
<thead>
<tr>
<th>Context</th>
<th>Dimension</th>
<th>Awareness of OA</th>
<th>Unawareness of OA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Society as a whole</td>
<td></td>
<td>High Developed Countries</td>
<td>Less Developed Countries</td>
</tr>
<tr>
<td>Scholarly Community</td>
<td></td>
<td>Hard Sciences</td>
<td>Soft Sciences</td>
</tr>
</tbody>
</table>
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
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.