

OPEN ACCESS & PRESTIGE

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THE
FRANCIS
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DOES OA = LESS PRESTIGE?

Nature
has OA

NO

The Lancet
has OA



WHERE DOES THE
MYTH COME
FROM?

I'LL TELL YOU A STORY

**(SOME DETAILS HAVE BEEN SIMPLIFIED
AS IS THE WAY WITH STORIES)**

IN PRINT
JOURNALS
THERE WAS
ONLY SO
MUCH SPACE,
SO GETTING IN
WAS
PRESTIGIOUS



IT WAS
ALSO
FREE



WHEN JOURNALS
WENT ONLINE THEY KEPT THE
GATEKEEPER ROLE

- DIFFICULT TO GET INTO

- BUT FREE FOR AUTHORS TO
PUBLISH

BUT THEN THE
MEGA-JOURNAL
APPEARED



JOURNALS WANTED MORE
CONTENT & THEY WANTED YOU TO
PAY TO PUBLISH

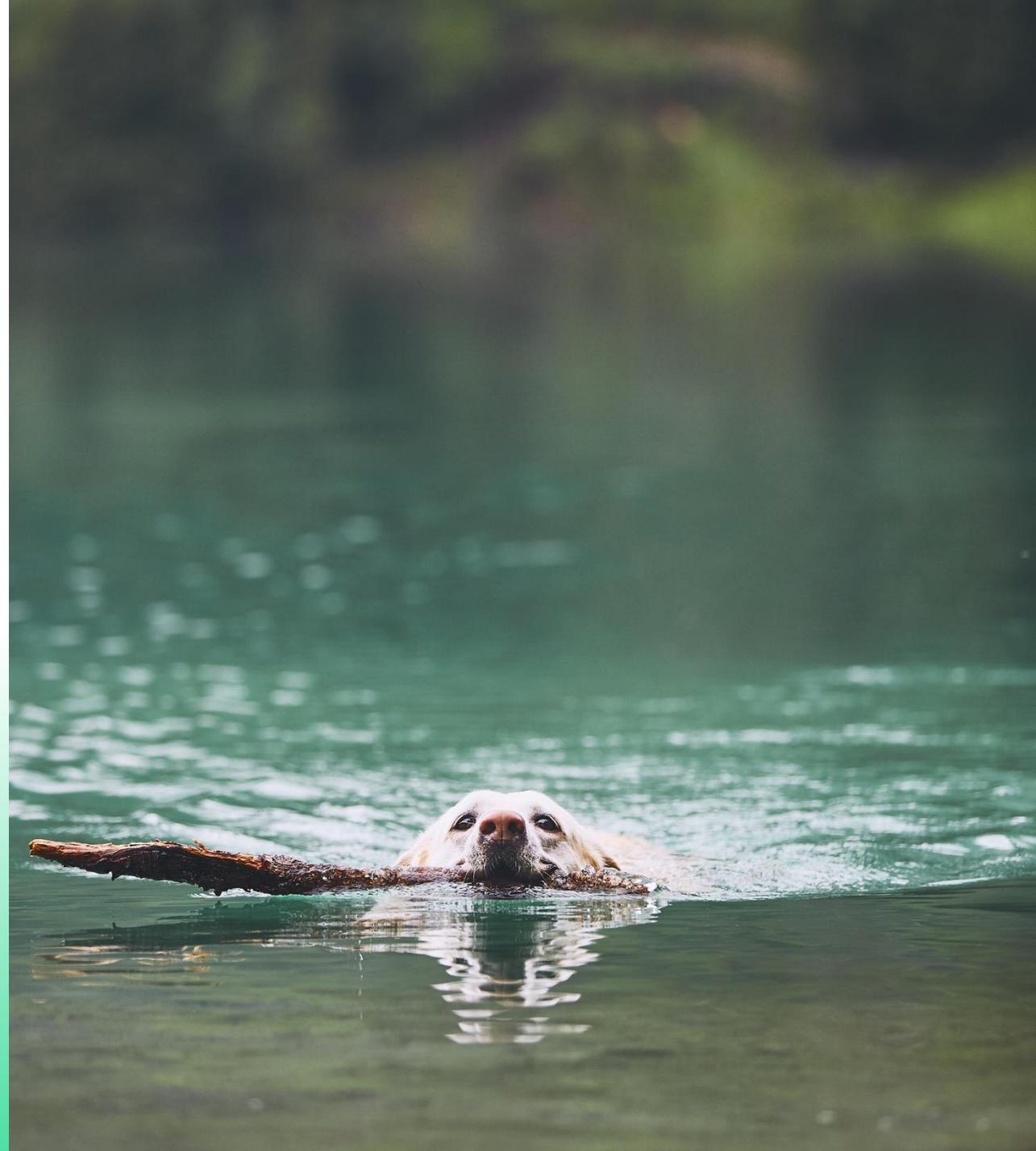
- EASIER TO GET INTO

- SUGGESTION OF PAY TO PLAY

SUDDENLY
THE BAR TO
ENTRY WAS
LOWERED



AND THIS
ONE TYPE OF
OPEN ACCESS
MUDDIED
THE WATERS
FOR
EVERYONE
ELSE



WHAT ARE RESEARCHERS REALLY LOOKING FOR?

- A signifier that their work is worth reading and citing
- Trust in the peer review process
- PDF design, accessibility and discoverability
- A venue that will be valued in promotion criteria and job searches



**WHICH IS ALL
POSSIBLE WITH
OPEN ACCESS**
