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# The Economies of Scholarship and Publication: Emerging Platforms

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# ***The Economies of Scholarship and Publication: Emerging Platforms***

Presented by Erika Gearing and Dr. Martin Sivula

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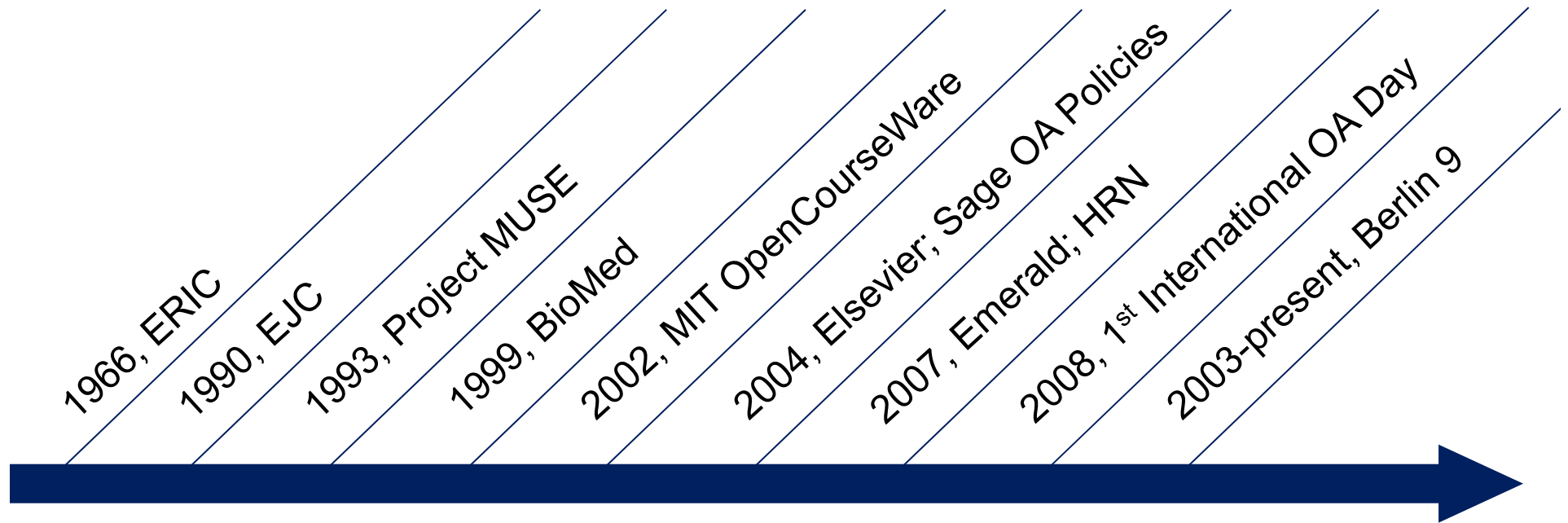
15<sup>th</sup> Annual Cassola Conference on Teaching Communication  
Johnson & Wales University, Providence, RI  
April 13, 2012

# What is Open Access (OA)?

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# Timeline of Open Access Movement



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# Benefits & Value - Faculty

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- Find-ability + Accessibility = Citation impact
- Permanent URLs
  - Marketability
  - Parallel distribution channels
- Copyright retention
- Monthly statistics reports
- No maintenance
- Free

# Benefits & Value - Students


## Full-Text Downloads for 2006-02-17 through 2012-03-12 for Academic Symposium of Undergraduate Scholarship

Title	First published	Total
The History of Canned Food	6/28/2010	1893
4 Part Research Project: Cholecystokinin	6/17/2010	1009
World War II Technology that Changed Warfare - Radar and Bombsights	5/9/2011	893
Somalian Immigration and Assimilation to Minnesota	6/28/2010	719
Monetary Policy Essay	6/28/2010	303
Artificial Intelligence: Soon to be the world's greatest intelligence, or just a wild dream?	6/17/2010	220
Improving Business Performance through Effectively Managing Employees	5/9/2011	208
If These Men Could Still Talk	6/17/2010	176
Paramore: A Spiritual Food Affair	6/27/2011	88
Retinal: The Biological Role and Significance	5/9/2011	86
Daybook	6/28/2010	75
Maelstrom; or, Life After the Woods: Paolo Bacigalupi's "The Gambler"	5/9/2011	50
Computational Stylometry: An Interdisciplinary Project	5/9/2011	50
<b>Total</b>		<b>5770</b>

## Full-Text Downloads for 2011-09-01 through 2012-03-12 for MBA Student Scholarship

Title	First published	Total
Wynn Resorts, Ltd.	10/18/2011	433
The Effects of Social Media on College Students	12/19/2011	420
Online Versus Face to Face College Courses	10/13/2011	411
Carnival Corporation & plc	10/24/2011	245
Red Lion Hotel Corporation	10/14/2011	115
Analysis of the Real Estate Investment Trust (REIT) Industry	3/5/2012	2
<b>Total</b>		<b>1626</b>





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*--- Michael Fein, Ph.D., Associate Professor and Director of the Johnson & Wales University Honors Program*

# Future of OA Publishing

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- The Revolution continues
- Economical and equitable solutions increase in precedence
- Changes to promotion and tenure criteria



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**Thank you.**  
**Any questions?**

## References and Further Reading

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# Appendix

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## Multimedia Examples

- Streaming Audio: Salve Regina University- Public Lectures Series  
[http://escholar.salve.edu/pub\\_lect/3/](http://escholar.salve.edu/pub_lect/3/)
- Streaming Video: Utah State University- Instructional Technology and Learning Sciences Videos [http://digitalcommons.usu.edu/itls\\_videos/](http://digitalcommons.usu.edu/itls_videos/)
- Journals & Magazines, Conferences, Peer Reviewed Series UNLV [http://digitalcommons.library.unlv.edu/peer\\_review\\_list.html](http://digitalcommons.library.unlv.edu/peer_review_list.html)

## Copyright Overview & Examples

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