10-23-2013

"My milkshake brings all the boys to the yard" : or, How Our Open-Access Repository Drives Traffic to UNL Scholarship ... Including (Potentially) Yours

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https://digitalcommons.unl.edu/library_talks/96
Open Access Week
@ Love Library, University of Nebraska-Lincoln

Today, October 23, 2013, 1:00 – 2:00 PM
Library Instruction Room (#LS110)

"My milkshake brings all the boys to the yard": or, How Our Open-Access Repository Drives Traffic to UNL Scholarship ... Including (Potentially) Yours

MC: Paul Royster, Coordinator of Scholarly Communications
"My milkshake brings all the boys to the yard":

![Image of milkshake with whipped cream and cherry on top]
or,
How Our Open-Access Repository Drives Traffic to UNL Scholarship ...
Including (Potentially) Yours

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Example 1: A Master’s Thesis

Study of Cellular Phone Detection Techniques

Nicholas W. Scott, University of Nebraska

http://digitalcommons.unl.edu/ceendiss/12/
MS Thesis, 2011
Department of Computer & Electronics Engineering

11,526 downloads in past 12 months

(That’s more than 31 per day)
Example 2: An 18-year-old article on business leadership


By George B. Graen, University of Cincinnati, & Mary Uhl-Bien, University of Nebraska-Lincoln

Management Department Faculty Publications
http://digitalcommons.unl.edu/managementfacpub/57/

23,853 downloads in past 12 months
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Example 3 : Talkin’ ‘bout the weather?

“The climate of the Great Plains is characterized by: (a) a great range in daily, seasonal, and annual temperature; (b) strong atmospheric potential for evaporation because of the ample solar radiation; (c) strong windiness and usual dryness of the air; (d) wide difference in the annual totals of precipitation received from the east to the west, and (e) frequent severe weather including damaging winds, hailstorms, and tornadoes.”

2,990 downloads in past 12 months

(That’s more than 8 per day)
4 : An open-access physics textbook

*Physics, Chapter 1: Fundamental Quantities,*


8,259 downloads in past 12 months

(more than 22 per day)
5: A classic text in history, English, American studies, & religion

*Sinners in the Hands of an Angry God.*

Electronic online open-access edition 2011.

**70,771 downloads in past 12 months**

(194 per day)
Question:

These are all reasonably scholarly and esoteric (read: nerdy) items, so

Why are they so popular?
1. They are full-text
2. They are free.
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*Portable document format
5. Google loves them!

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“It's better than yours,
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--Kelis
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   ➡️ proyster@unl.edu

2. (There is no step 2.)
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4. Click on “Submit your paper or article”
5. Follow the instructions

OR,
“The easy way . . . .”

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