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

Paul Royster  
*University of Nebraska-Lincoln, proyster@unl.edu*

Follow this and additional works at: [https://digitalcommons.unl.edu/library_talks](https://digitalcommons.unl.edu/library_talks)

Royster, Paul, ""My milkshake brings all the boys to the yard" : or, How Our Open-Access Repository Drives Traffic to UNL Scholarship … Including (Potentially) Yours" (2013). *Library Conference Presentations and Speeches*. 96.  
[https://digitalcommons.unl.edu/library_talks/96](https://digitalcommons.unl.edu/library_talks/96)

This Article is brought to you for free and open access by the Libraries at University of Nebraska-Lincoln at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Library Conference Presentations and Speeches by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.
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”:
or,
How Our Open-Access Repository Drives Traffic to UNL Scholarship ... Including (Potentially) Yours

DigitalCommons@Nebraska
Where do visitors go on unl.edu?

<table>
<thead>
<tr>
<th>Subdomain</th>
<th>Percent of Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>digitalcommons.unl.edu</td>
<td>11.03%</td>
</tr>
<tr>
<td>unl.edu</td>
<td>8.81%</td>
</tr>
<tr>
<td>droughtmonitor.unl.edu</td>
<td>6.73%</td>
</tr>
<tr>
<td>lancaster.unl.edu</td>
<td>6.40%</td>
</tr>
<tr>
<td>food.unl.edu</td>
<td>4.54%</td>
</tr>
<tr>
<td>astro.unl.edu</td>
<td>3.81%</td>
</tr>
<tr>
<td>cse.unl.edu</td>
<td>3.62%</td>
</tr>
<tr>
<td>ianrpubs.unl.edu</td>
<td>3.50%</td>
</tr>
<tr>
<td>dwb4.unl.edu</td>
<td>3.36%</td>
</tr>
<tr>
<td>my.unl.edu</td>
<td>3.12%</td>
</tr>
<tr>
<td>newsroom.unl.edu</td>
<td>2.74%</td>
</tr>
<tr>
<td>libraries.unl.edu</td>
<td>2.58%</td>
</tr>
</tbody>
</table>

Source: [http://www.alex.com/siteinfo/unl.edu#trafficstats](http://www.alex.com/siteinfo/unl.edu#trafficstats) (10/10/2013)
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
(That’s more than 65 per day)
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.  
A Sermon Preached at Enfield,  
July 8th, 1741, by Jonathan Edwards  

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.
3. They are authoritative
4. They are PDF*.

*Portable document format
5. Google loves them!

Because we get more traffic than the subscription and pay-per-view sites.
“It's better than yours, 
Damn right it's better than yours,”

--Kelis
It’s **free** access . . . but is it **open** access?

▶ Not according to the “hardcore” OA advocates, for whom it must be **CC-BY** (Creative Commons) licensed to allow unrestricted re-use (re-posting, re-distribution, derivative works, etc.).
But note that . . .

This definition of “open access” is promoted by those who want you to pay to make your article openly available – by the “Gold OA” publishers who operate by collecting “article processing charges” from authors.
How do I get my articles into the repository? *(Faculty)*

1. email me your vita (or publication list)
   ❮ proyster@unl.edu ❯

2. (There is no step 2.)
How do I get my papers into the repository? *(Students)*

1. Find the UNL DigitalCommons
2. Find your department
3. Find the series for “Dissertations, Theses, & Student Research”
4. Click on “Submit your paper or article”
5. Follow the instructions

OR,
“The easy way . . . .”

Email your paper/article to me:
proyster@unl.edu
http://digitalcommons.unl.edu/