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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

Paul Royster

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# Open Access Week

## @ Love Library, University of Nebraska-Lincoln

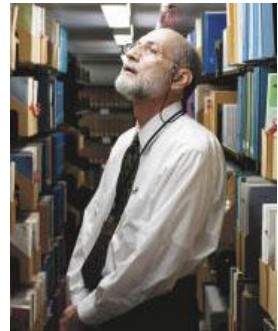
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Today, October 23, 2013, 1:00 – 2:00 PM  
Library Instruction Room (#LS110)

***"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

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UNIVERSITY OF  
**Nebraska**  
Lincoln



# Where do visitors go on unl.edu ?

**#1**

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Source: <http://www.alexametrics.com/siteinfo/unl.edu#trafficstats> (10/10/2013)

# Example 1 : A Master's Thesis

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## *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

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“Relationship-Based Approach to Leadership: Development of Leader-Member Exchange (LMX) Theory of Leadership over 25 Years: Applying a Multi-Level Multi-Domain Perspective,” *Leadership Quarterly* 6:2 (1995), pp. 219-247.

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 ?

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“Climate of the Great Plains Region of The United States,” by  
Norman J. Rosenberg, University of Nebraska's Center for  
Agricultural Meteorology and Climatology,

*Great Plains Quarterly* 7:1 (Winter 1987)

<http://digitalcommons.unl.edu/greatplainsquarterly/344/>

“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)



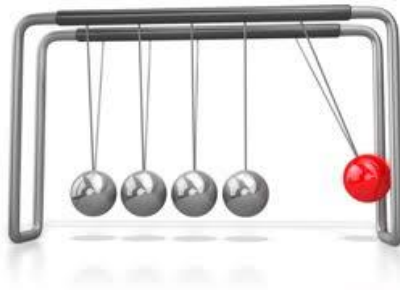


# 4 : An open-access physics textbook

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## *Physics*, Chapter 1: Fundamental Quantities,

from *Physics*, by Henry Semat and **Robert Katz**, New York: Rinehart & Company, Inc., 1958 [published online 2008].



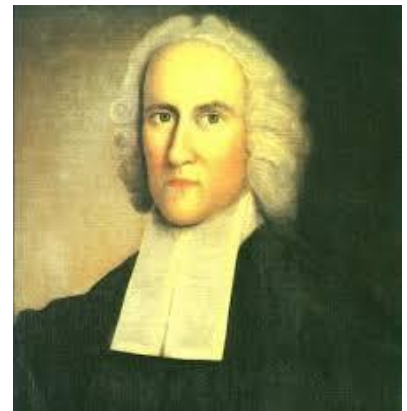
8,259 downloads in past 12 months

(more than 22 per day)

## 5 : A classic text in history, English, American studies, & religion

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*Sinners in the Hands of an Angry God.*  
*A Sermon Preached at Enfield,*  
*July 8th, 1741,* by Jonathan Edwards  
(ed. Reiner Smolinski).



Electronic online open-access edition 2011.

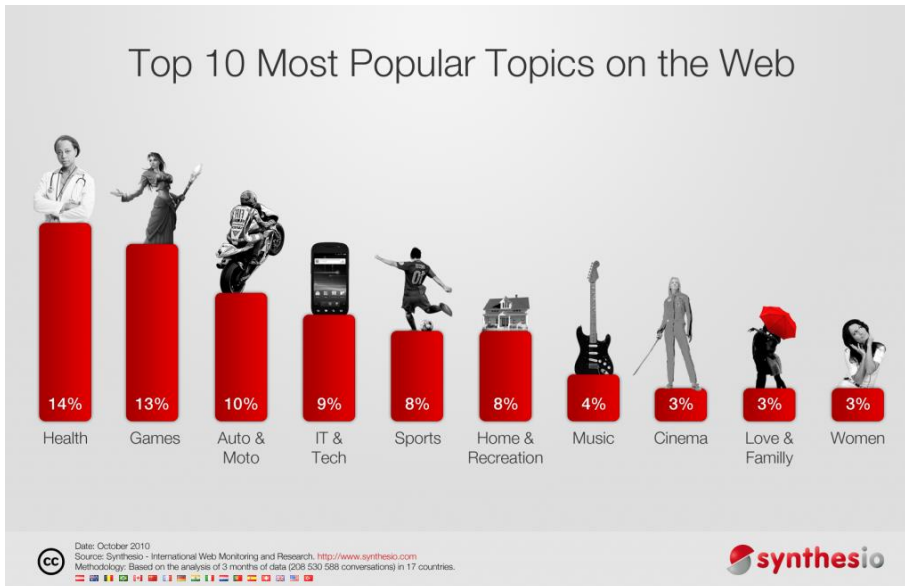
70,771 downloads in past 12 months

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# Question:

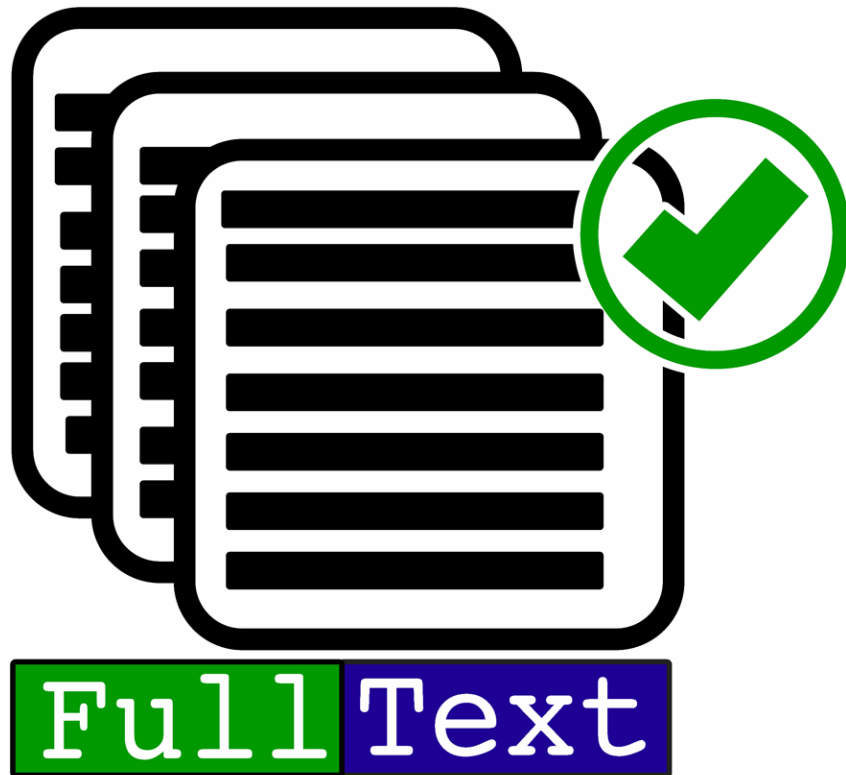
These are all reasonably scholarly and esoteric (read: *nerdy*) items, so

## Why are they so popular ?



# 1. They are full-text

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2. They are free.

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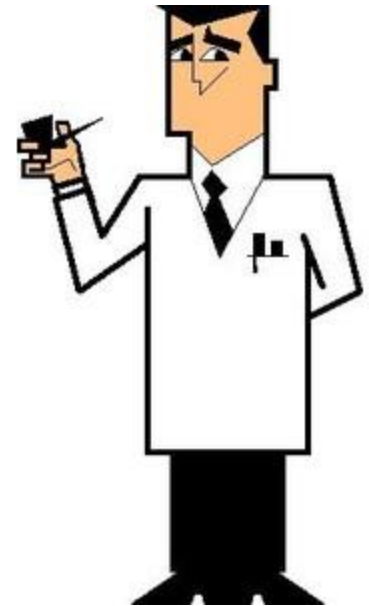


**FREE**



### 3. They are authoritative

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## 4. They are PDF\*.

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\*Portable document format

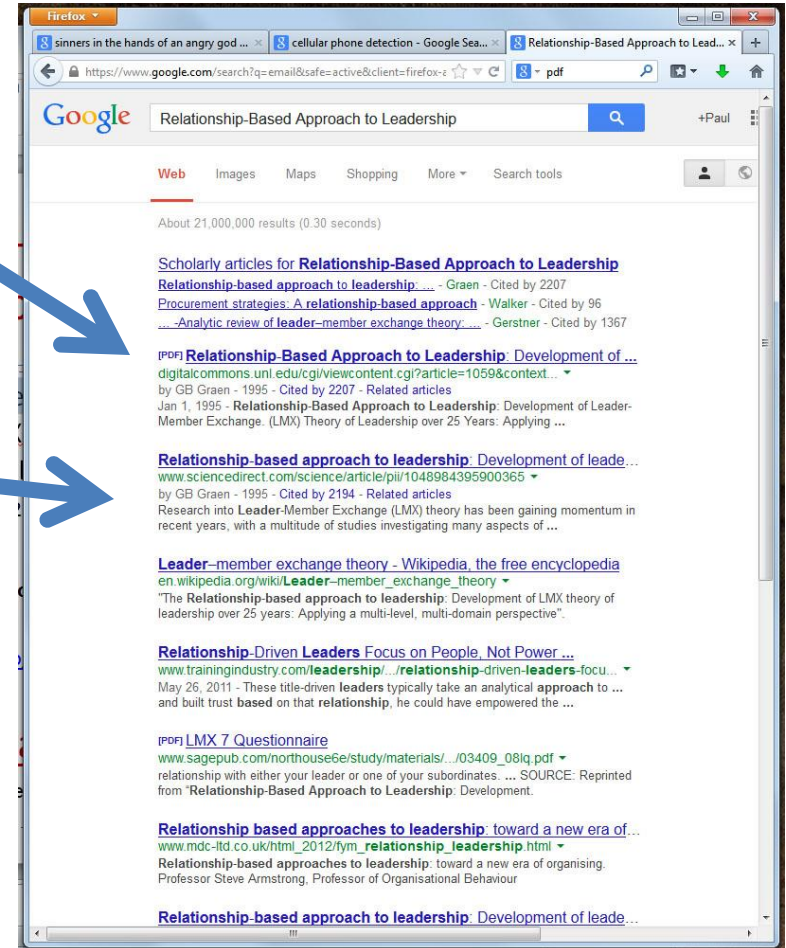


# 5. Google loves them !

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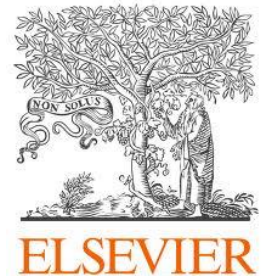
*(Because we get more traffic  
than the subscription and  
pay-per-view sites.)*





“It's better than yours,  
Damn right it's better than yours,”  
--*Kelis*

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It's free access . . .  
but is it open access?

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- ☞ 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 . . .

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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)*

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1. email me your vita  
(or publication list)

👉 [proyster@unl.edu](mailto:proyster@unl.edu)

2. ( There is no step 2. )




# How do I get my papers into the repository ? *(Students)*

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