Assessing the role of librarians in an Open Access world

13th June 2012

1.0   Introduction

This online survey was designed to gauge how the library community is responding to Open Access (OA) publishing in order to better understand librarians' opinions of OA and what the main benefits and concerns are perceived to be. Also to understand how the role of the librarian may change in the future as a result of OA, in terms of how librarians can best assist their communities in publishing and accessing content under this evolving business model.

The detailed objectives of the research were to explore:

- Current levels of familiarity with Open Access publishing
- Current opinions of and attitudes towards Open Access
- The current role of the librarian with regards to Open Access
- Whether and how Open Access is changing the role of the librarian

The online survey was conducted in April 2012. The survey was sent out to librarians via a posting on various library listservs, including lis-e-resources, LIS-LINK, lis-serials, LibLicense and Serialst. 211 participants took part in the online survey; 156 (74.3%) completed it. Please note that all percentage responses shown are representative not of the total number of participants, but of the number that answered each specific question.

2.0   Summary of Research Findings

Current levels of familiarity with Open Access publishing

- Familiarity with OA publishing among the librarian community in this sample is fairly good, with 45% of participants believing they understand it well, and a further 50% considering themselves quite familiar with the OA model.

- Participants believe that they (the library community) have a better awareness and understanding of OA than their author and reader communities. 54% of respondents suspect that their author and reader community have heard of it but are unsure what it is, while just 2% believe that their author and reader community are very familiar with OA.

- Of the six OA publishers named, the sample is most familiar with BioMed Central, closely followed by PLoS. They are least familiar with eLife and Bentham, while participants' familiarity with InTech (18% claimed to be very familiar or quite familiar with InTech) is comparable to their awareness of Hindawi. 41% of participants' institutions have no memberships with OA publishers such as PLoS, BioMed Central or similar.

Current opinions of and attitudes towards Open Access

- OA is predominantly supported and perceived as having a fairly strong future by the librarian community of this survey:

  - 78% of respondents are in favour of OA publishing, while just 5.5% don't support OA.

  - 26% of participants believe OA will become the predominant model in scholarly communications and a further 64% envisage OA as one of many mixed business models in the future. Only 6% of participants are yet to be convinced of the long-term viability of OA.

  - 95% of respondents think that OA is already bringing tangible benefits or will do so in the future, while only a minority 5% don't believe that OA offers benefits over and above other publishing models.

- Participants consider increased ease of access to content for readers, increased visibility, usage and impact for authors, and how unrestricted copyright aids sharing and collaboration, to be the main benefits of OA. Overall progress for society, better public engagement with research, and better return on investment for funders are also perceived as beneficial.

- The main concerns relating to OA are high charges levied by publishers, inequality of opportunity for authors based on access to funds, author difficulties in sourcing funding, unreliability for perpetual access and the potential for vanity publishing. Respondents are predominantly unconcerned about the possibility of OA reducing visibility for the value of libraries / roles of librarians.

The current role of the librarian with regards to Open Access

- According to the sample, institutional repositories are still being introduced, with 12% of participants currently planning one for the future. 70% of participants' institutions already have an institutional repository. However, as well as the 18% of participants whose institutions neither have an institutional repository nor any plans for one in the near future, 42% of the participants whose institutions already have them admit to not actually using them very actively. In fact, 58% of participants claim to rarely or never deposit articles in their institutional repository.

- The two most common ways in which participants currently support Open Access are by attending events / reading articles to keep in touch with developments (87%) and promoting OA publications to readers (74%). Respondents currently support Open Access least frequently by helping to organise funds to contribute to OA charges (82% of respondents rarely or never do this – in fact nearly half of the sample (46%) do not know how Open Access charges are funded within their institution). Respondents seem disinclined to monitor and analyse usage of OA publications compared to non-OA publications to inform collection development, with 41% never doing so, and only 20% doing so very frequently or frequently.

- Providing information on OA to their community is considered part of a librarian's role by the majority of participants (97%) yet only 58% of participants currently feel they have sufficient knowledge / information to help educate their community on OA.

- Regarding educating communities on OA, the sources of support and information considered most useful are library listservs / blogs, conferences and events, personal research and contacts, and government-funded initiatives e.g. JISC. 67% of respondents also found OA specialist publishers useful, and over half of respondents also considered individual OA advocates, SPARC and national or international library associations (e.g. UKSG, IFLA) useful (67%, 52% and 54% respectively).

Whether and how Open Access is changing the role of the librarian

- The librarian community does see OA as changing the role of the librarian, but not as a threat to the librarian's role (92% disagree that OA is increasingly going to make the role of the librarian redundant)

- The majority of the sample agrees that OA is changing the role of the librarian in the following ways:
    - Librarians need to be better integrated with their research community as a research partner and innovator (96% agree)

    - Librarians need to be developing value-added discovery and delivery tools (92% agree)

    - Librarians should focus on workflow within their institution to improve efficiencies and enhance collaboration (87% agree)

    - Librarians need to find ways to create trusted information environments (86% agree)

    - Librarians need to develop enhanced search and discovery skills (83% agree)

    - Librarians should support authors in relation to rights with advice on publishing options and agreements (83% agree)

    - Librarians should focus on metadata creation and management (83% agree)

    - Librarians need to focus less on being gatekeepers and have more active involvement in the creation and dissemination of content (80% agree)

    - The role of the librarian should now be focused outward, promoting the output of their institution worldwide (77% agree)
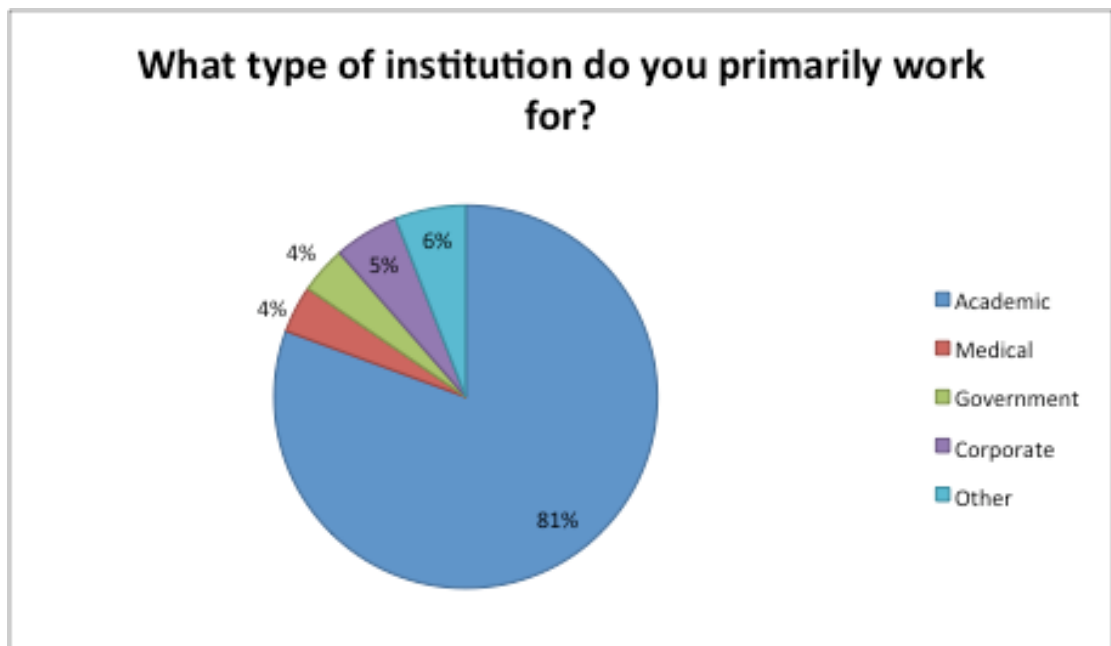
3.0 Survey Responses in Detail

The online survey was conducted in April 2012. The survey was sent out to librarians via a posting on various library listservs, including lis-e-resources, LIS-LINK, lis-serials, LibLicense and Serialst. 211 participants took part in the online survey; 156 (74.3%) completed it.

The survey responses are summarised in the following sections. The survey questions and total responses are included in Appendix 1.

3.1 Profile of Participants

From the 211 participants that took part in this survey, the majority of respondents are librarians based at an academic institution (81%) of 4001+ FTE (56%). 201 librarians answered this question.

What is the size of your user community?

Legend:
- 0-250 FTE
- 251-500 FTE
- 501-1000 FTE
- 1001-2000 FTE
- 2001-4000 FTE
- 4001+ FTE

Pie chart values: 7%, 7%, 6%, 10%, 14%, 56%
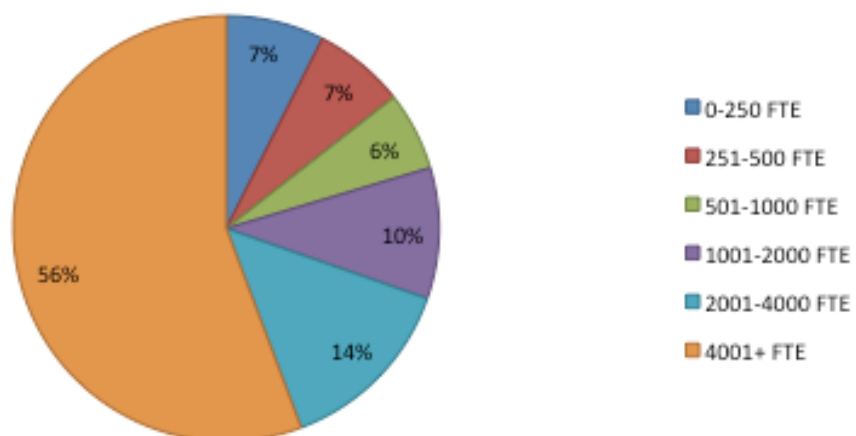
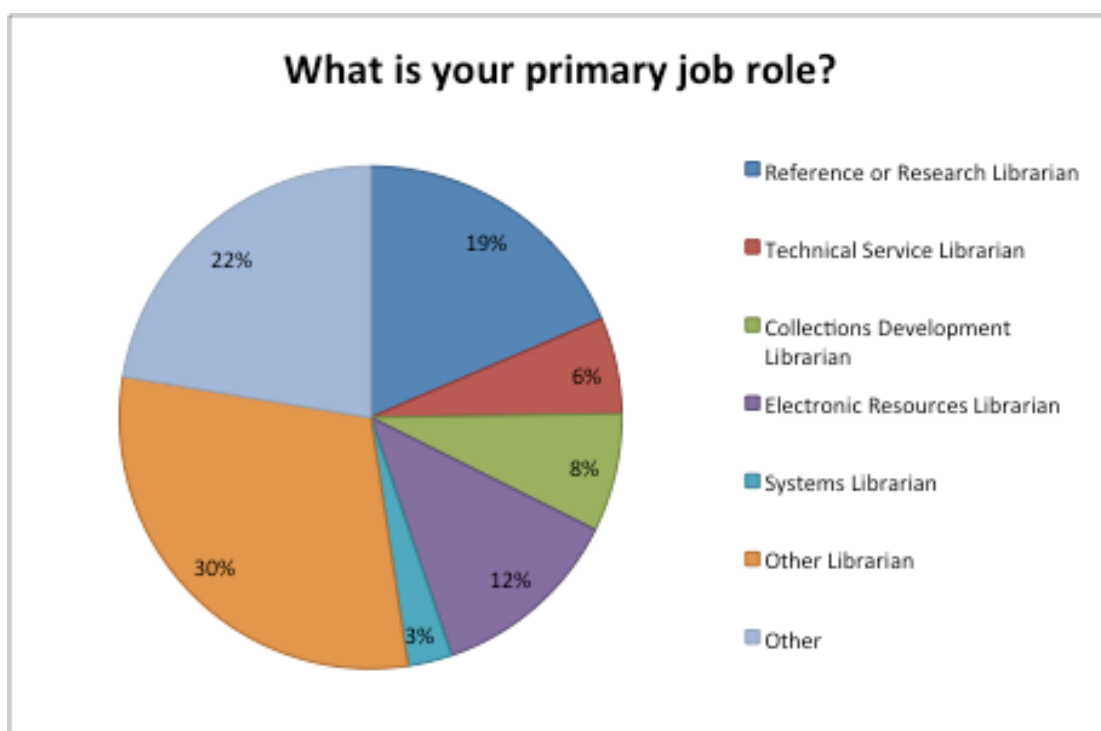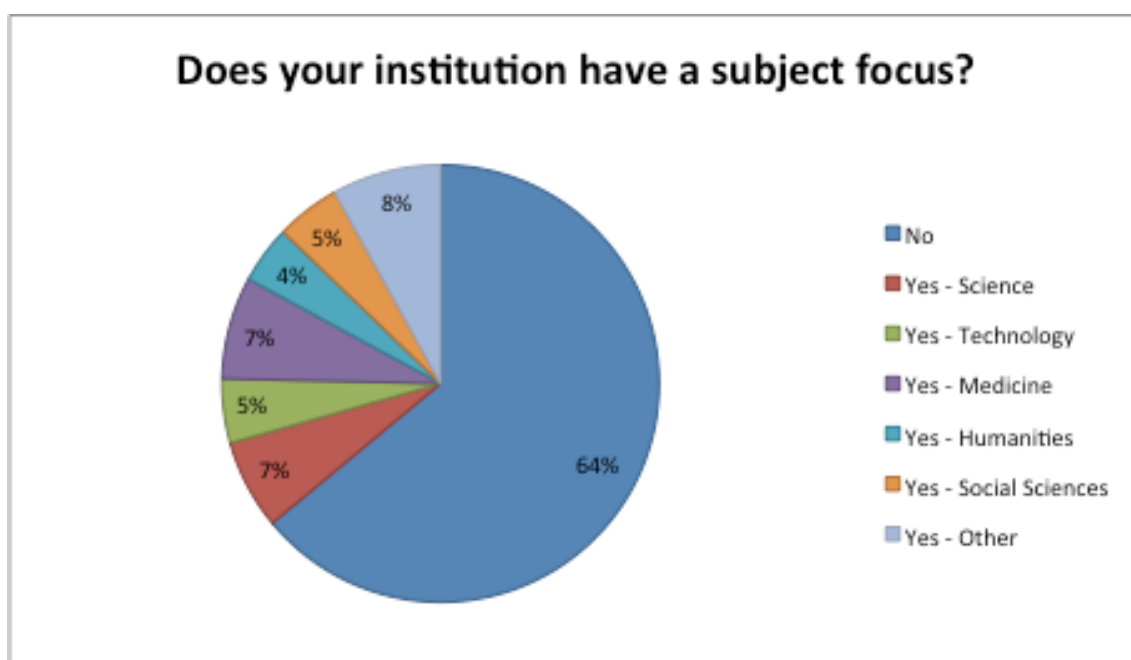A variety of librarian roles are represented within the sample, from Reference or Research Librarians to Electronic Resources Librarians and Collections Development Librarians (210 participants answered).

What is your primary job role?

- Reference or Research Librarian — 19%
- Technical Service Librarian — 6%
- Collections Development Librarian — 8%
- Electronic Resources Librarian — 12%
- Systems Librarian — 3%
- Other Librarian — 30%
- Other — 22%

While the majority of participants (64%) work at institutions without a specific subject focus, the sample also represents those at institutions with a subject focus of Science (7%), Medicine (7%), Technology (5%), Social Sciences (5%) and Humanities (4%). 210 librarians answered this question.

Does your institution have a subject focus?

- No — 64%
- Yes - Science — 7%
- Yes - Technology — 5%
- Yes - Medicine — 7%
- Yes - Humanities — 4%
- Yes - Social Sciences — 5%
- Yes - Other — 8%

Participants are from a broad selection of regions across the world (194 librarians answered this question):
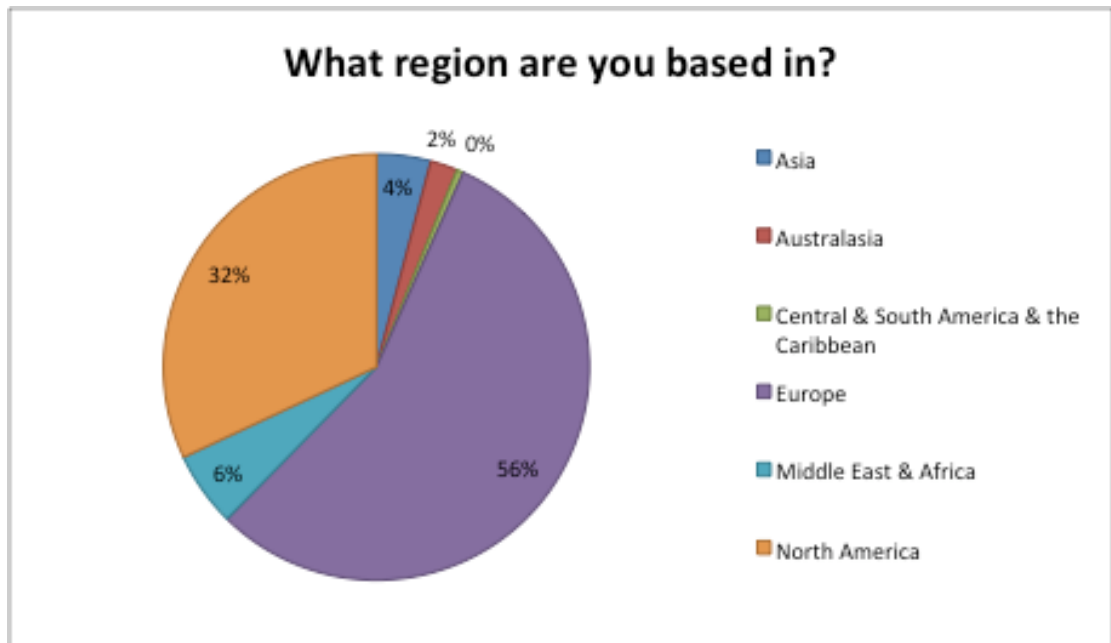
Top 10 countries with the most participants:	Region	Response Percent	Response Count
1. United Kingdom	Europe	39.2%	78
2. United States	North America	31.2%	62
3. Ireland	Europe	2.5%	5
4. Canada	North America	2.5%	5
5. Australia	Australasia	2.0%	4
6. Egypt	Middle East & Africa	2.0%	4
7. Czech Republic	Europe	2.0%	4
8. Belgium	Europe	1.5%	3
9. Germany	Europe	1.5%	3
10. India	Asia	1.5%	3

3.2   Awareness of and attitudes towards Open Access
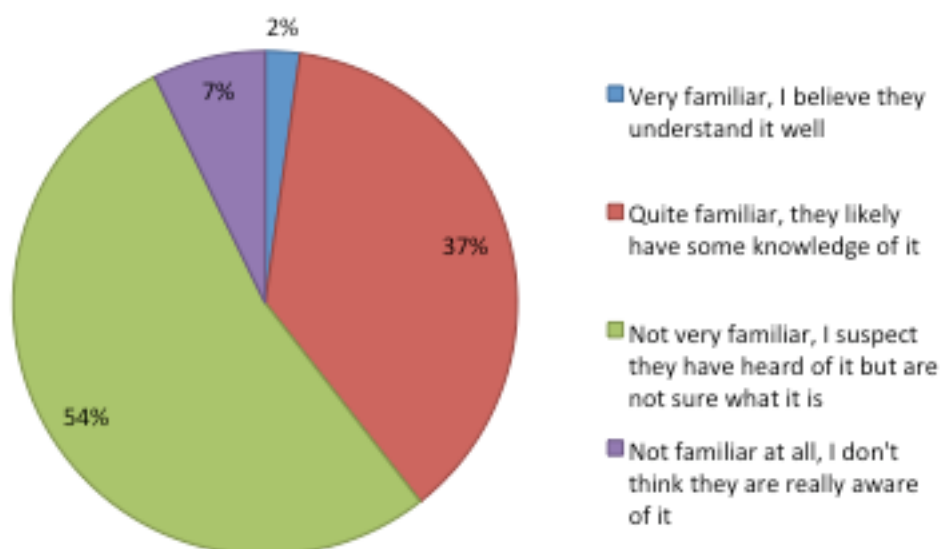
Awareness of OA

171 participants (94.5%) are familiar with Open Access publishing; 81 (44.8%) very familiar with a good understanding of OA, and 90 (49.7%) quite familiar with OA with some knowledge of it. Overall, 181 librarians answered this question.

How familiar would you say you are with Open Access publishing?

- Very familiar, I understand it well — 45%
- Quite familiar, I have some knowledge of it — 50%
- Not very familiar, I have heard of it but I'm not sure what it is — 4%
- Not familiar at all, I am not particularly aware of it — 1%
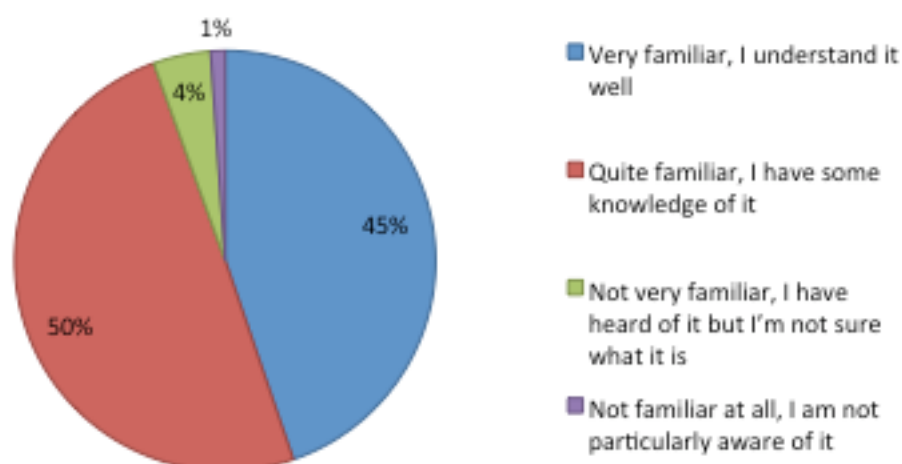
While just over a third of respondents (37%) believe their author and reader community to be quite familiar with OA publishing with some knowledge of OA, just 4 participants (2%) think their community are very familiar with OA and understand it well. Meanwhile, 96 participants (54%) suspect that their author and reader community have heard of OA but aren't sure what it is.

How familiar would you say your author and reader community is with Open Access publishing?

- Very familiar, I believe they understand it well
- Quite familiar, they likely have some knowledge of it
- Not very familiar, I suspect they have heard of it but are not sure what it is
- Not familiar at all, I don't think they are really aware of it

2%
7%
37%
54%

Of the six OA specialist publishers listed, the sample (181 librarians answered this question) are most familiar with BioMed Central, closely followed by PLoS. eLife and Bentham registered the least familiarity amongst the survey participants, followed by InTech and Hindawe.

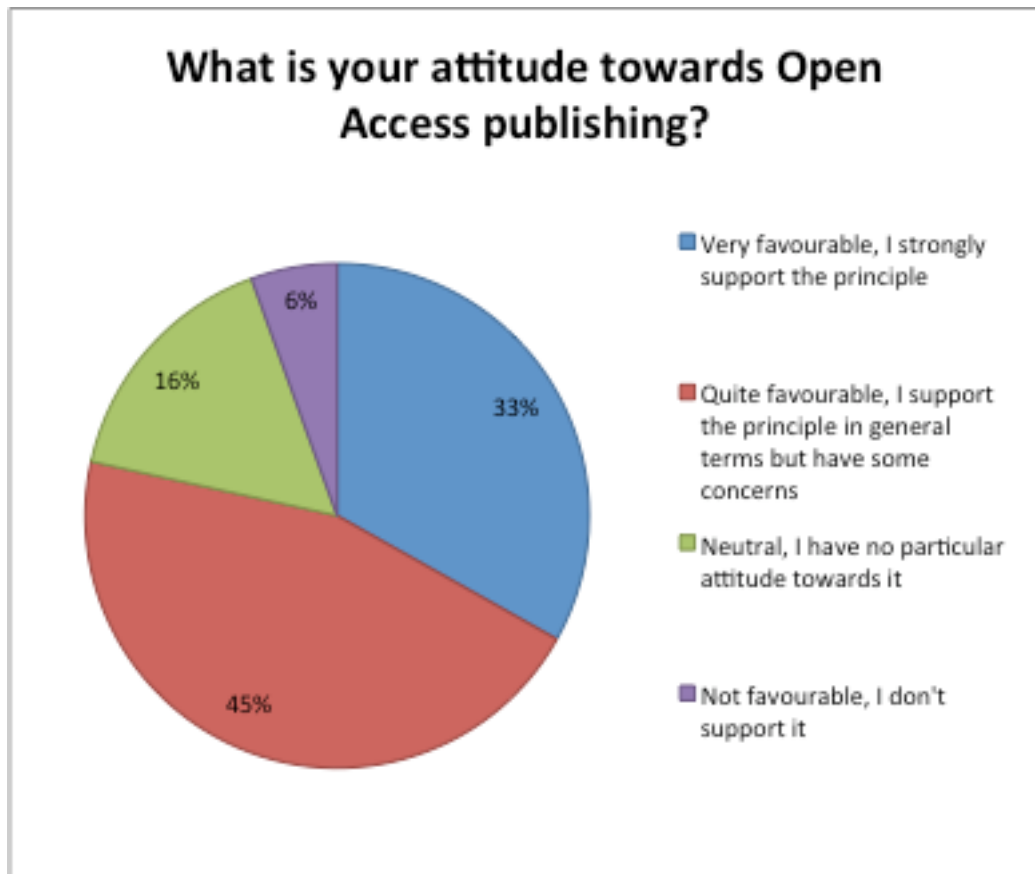## How familiar are you with each of the following Open Access publishers?
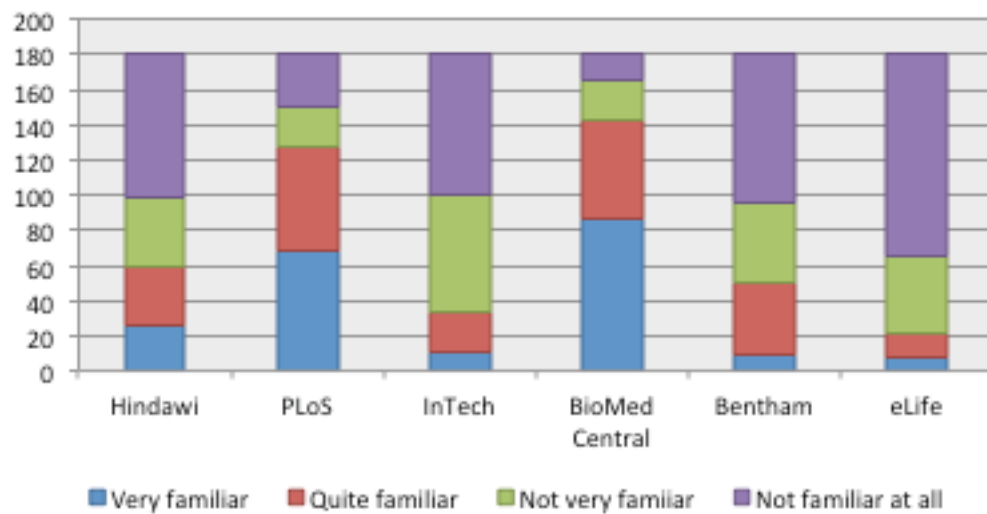
	Very familiar		Quite Familiar		Not very familiar		Not familiar at all	
Hindawe	26	14.4%	34	18.8%	38	21.0%	83	45.9%
PLoS	68	37.6%	59	32.6%	23	12.7%	31	17.1%
InTech	10	5.5%	23	12.7%	67	37.0%	81	44.8%
BioMed Central	86	47.5%	57	31.5%	23	12.7%	15	8.3%
Bentham	9	5.0%	41	22.7%	45	24.9%	86	47.5%
eLife	7	3.9%	15	8.3%	43	23.8%	116	64.1%

Other specialist OA publishers that the respondents are aware of include:

(those in bold were mentioned by more than one respondent)

- ADHO (publisher of Digital Humanities Quarterly)

- **Co-Action Publishing**

- **Copernicus Publications**

- **Dove Medical Press**

- Frontiers

- Jove
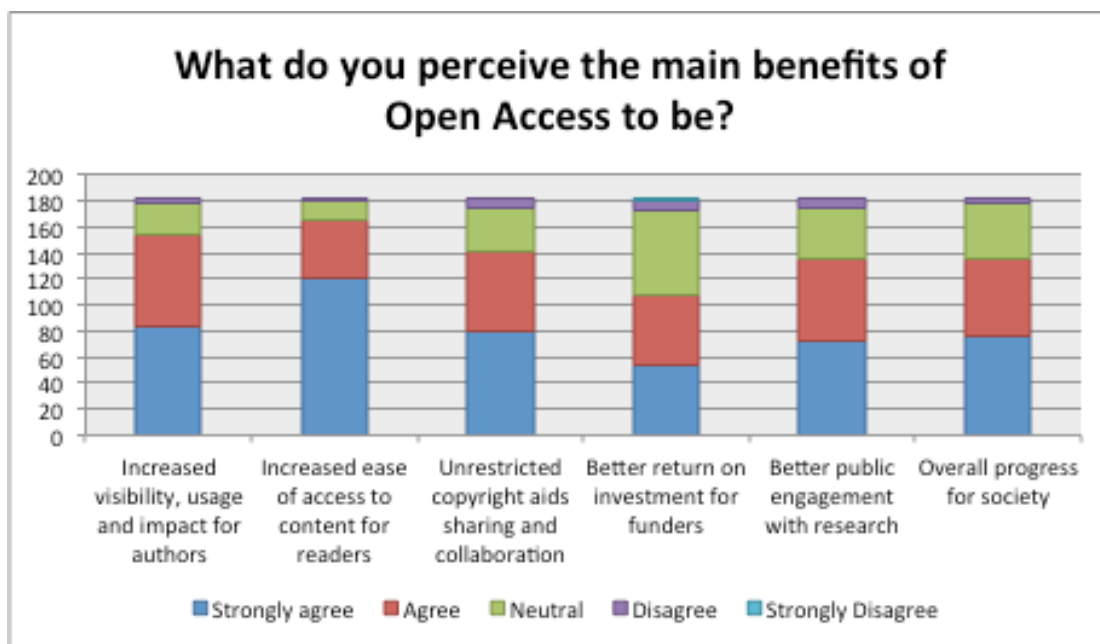
- MDPI

Attitudes towards OA

Of the librarians that answered this question (181), 78.5% (142 participants) are in favour of Open Access publishing, with only 5.5% (10 participants) stating that they don't support OA:

What is your attitude towards Open Access publishing?

Very favourable, I strongly support the principle — 33%

Quite favourable, I support the principle in general terms but have some concerns — 45%

Neutral, I have no particular attitude towards it — 16%

Not favourable, I don't support it — 6%

The sample (181 librarians) perceive the main benefits of Open Access to be:

- Increased ease of access to content for readers

- Increased visibility, usage and impact for authors

- Unrestricted copyright aids sharing and collaboration

Overall progress for society, better public engagement with research, and better return on investment for funders are also perceived as benefits by the majority of participants.

What do you perceive the main benefits of Open Access to be?

Legend: Strongly agree, Agree, Neutral, Disagree, Strongly Disagree

Categories: Increased visibility, usage and impact for authors; Increased ease of access to content for readers; Unrestricted copyright aids sharing and collaboration; Better return on investment for funders; Better public engagement with research; Overall progress for society

Anecdotal feedback on other benefits of Open Access perceived by the sample included:

"[OA would] stimulate ideas and engender collaboration"

"…The advantage to the author is reaching a larger audience. The advantage to society is a true narrowing of the gap between the information haves and the information have nots."

"I hope it might address inequalities in timely access between those who can presently afford premium subscriptions and those who can afford aggregated subscriptions, as well as though who cannot afford commercial subscriptions at all."

"Better value for money for society as a whole"

*"Fairness of access to research to developing countries"*

"OA would motivate the potential researchers"

"Libraries can not sustain the business model of continuous annual inflation, especially when licensing not purchasing content. We are seriously facing drastic budget cuts."

"Enormous benefit for readers ... especially from commerical enterprizes ... who publish much less than academics"

"Quicker method and more efficient for cutting edge research to become publicly available"

Half of all respondents to the question, "to what extent do you believe the potential benefits of OA are currently being realised (181 librarians answered this question), 90 participants (50%) believe that Open Access is already bringing tangible benefits, while a further 82 participants (45%) believe that OA's benefits are not yet being realised but will be in the future.
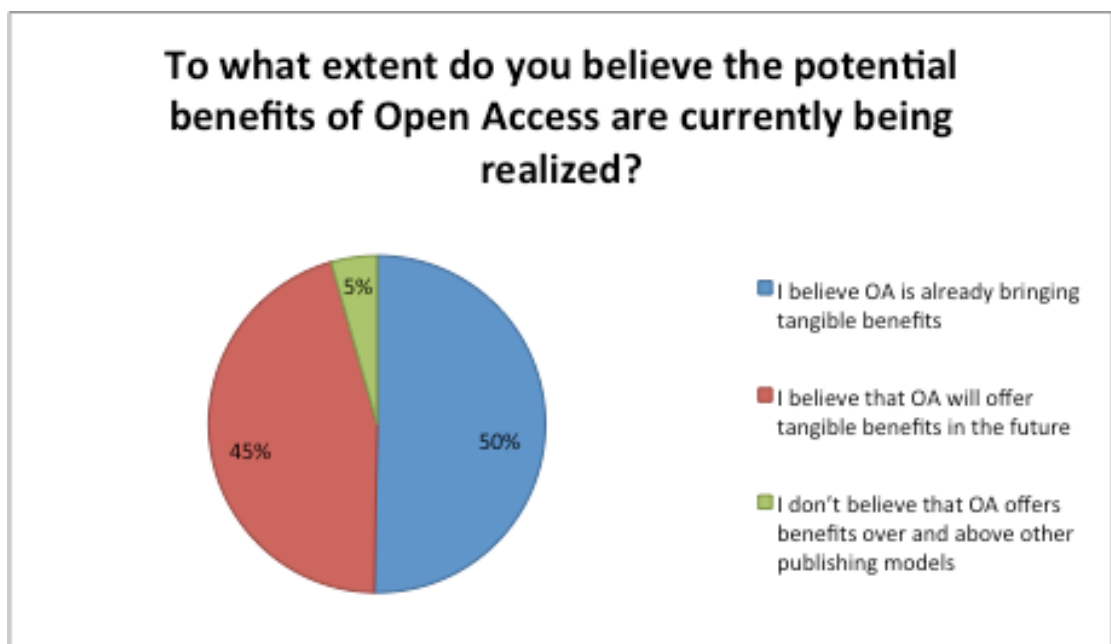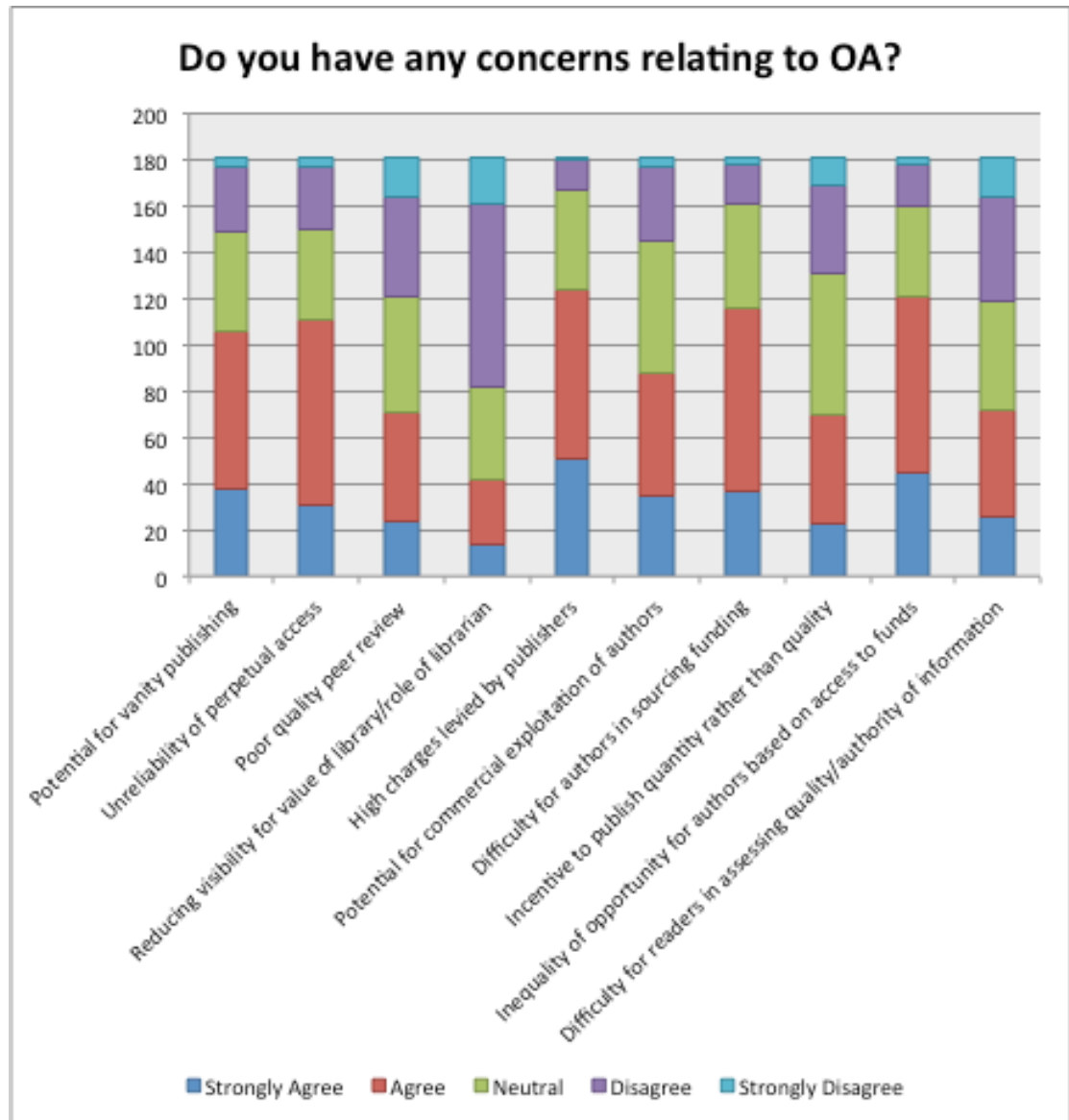

The sample (181 responses) perceive the main concerns relating to Open Access to be:

- High charges levied by publishers

- Inequality of opportunity for authors based on access to funds

- Difficulty for authors in sourcing funding

- Unreliability for perpetual access

- Potential for vanity publishing

The potential for commercial exploitation of authors, difficulty for readers in assessing quality / authority of information, poor quality peer review and the incentive to publish quantity rather than quality, are of concern to fewer

participants. The idea of OA reducing visibility for value of library/role of librarian concerns the least respondents.

Do you have any concerns relating to OA?

Legend: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree

Categories: Potential for vanity publishing; Unreliability of perpetual access; Poor quality peer review; Reducing visibility for value of library/role of librarian; High charges levied by publishers; Potential for commercial exploitation of authors; Difficulty for authors in sourcing funding; Incentive to publish quantity rather than quality; Inequality of opportunity for authors based on access to funds; Difficulty for readers in assessing quality/authority of information

Other concerns raised:

"[OA] is already causing significant difficulties … We find it hard to monitor everything published in our field of interest, which we need to do to add it to our database. When we do locate it, things available only on the web are not so easy to process using our current abstracting system as hard copy is, and we have not yet worked out a satisfactory way of handling such material."

"Compatibility with existing library management software and link resolvers (linking through from the library database to full text article would be ideal)"
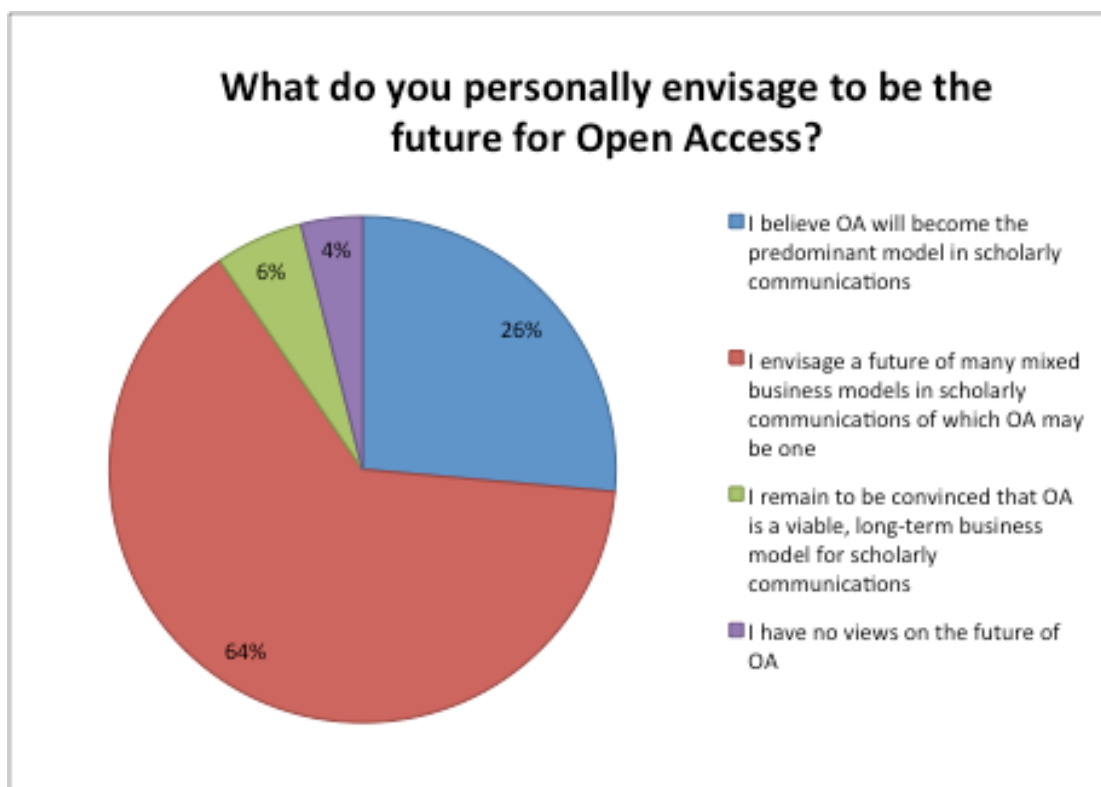
"Usability issues – the variety in behaviour of commercial publishing sites is already a challenge to access; where there is no commercial incentive to improve organisation and display to meet official or unofficial standards, it may prove too difficult for most potential users."

"A major concern is the lack of 'marketing' by many OA publishers, and the failure of scholarly search indexes to find many OA publications. Most of the aggregators of OA have found only a small proportion of what is available."

"Major ideological issues will defeat the benefits of OA. Wider political activity to encourage engagement will be required to de-individualise and create shared users communities and improve autonomous thinking."

"The sustainability of OA publishers. More recognition needs to be given to the fate of so many university presses that were closed or sold to commercial companies because the institution could not invest enough. The future of institutionally funded OA could parallel that. Universities / research councils are not as accustomed to acting as risk managers as commercial publishers."

Just over a quarter (26.4% - 47) of participants (178 librarians answered this question) believe that OA will become the predominant model in scholarly communications, while 64% (114 participants) envisage a future of many mixed business models of which OA may be one. Just 5.6% (10 participants) don't see OA as a viable business model in the long-term.

What do you personally envisage to be the future for Open Access?

- ■ I believe OA will become the predominant model in scholarly communications
- ■ I envisage a future of many mixed business models in scholarly communications of which OA may be one
- ■ I remain to be convinced that OA is a viable, long-term business model for scholarly communications
- ■ I have no views on the future of OA

26%
64%
6%
4%

3.3 The role of the librarian and Open Access

Just under a fifth (18%; n33) of participants' institutions (182 librarians answered this question), don't have an institutional repository and have no plans for one in the near future, while a further 12% (n22) are currently planning one. The remaining 70% (n127) of participants' institutions currently have an institutional repository, with 41% actively used (n74) and 29% (n53) not used very actively.

Does your institution currently have an Institutional Repository?
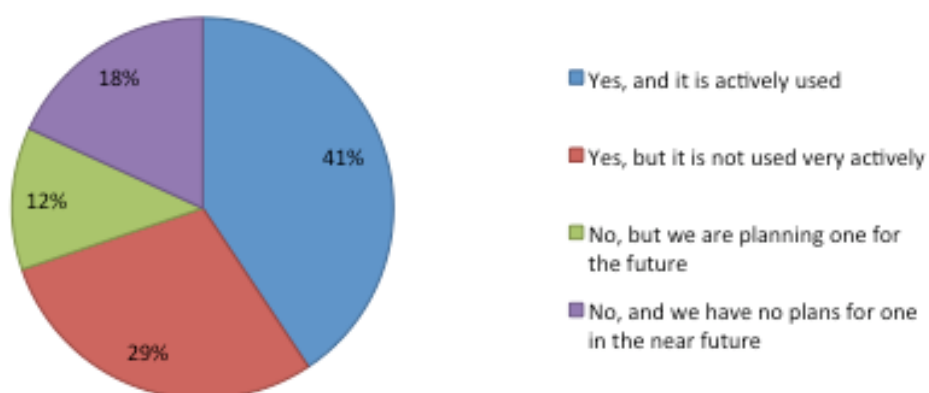
The two most common ways in which the sample (163 librarians answered this question) currently support Open Access are by: attending events / reading articles to keep in touch with developments (87% of participants do this: 32% very frequently, 23% frequently and 31% sometimes) and promoting OA publications to readers (74% do this: 15% very frequently, 40% frequently and 20% sometimes). The sample currently support Open Access least frequently by helping to organise funds to contribute to OA charges (82% of respondents rarely or never do this). 66% of respondents don't support Open Access through membership of campaigning organizations (e.g. SPARC) that champion OA principles. Just 55% of respondents ever deposit articles in their institutional repository, with only 14% doing so very frequently and a further 15% doing so frequently. 45% of respondents never deposit articles in their institutional repository.

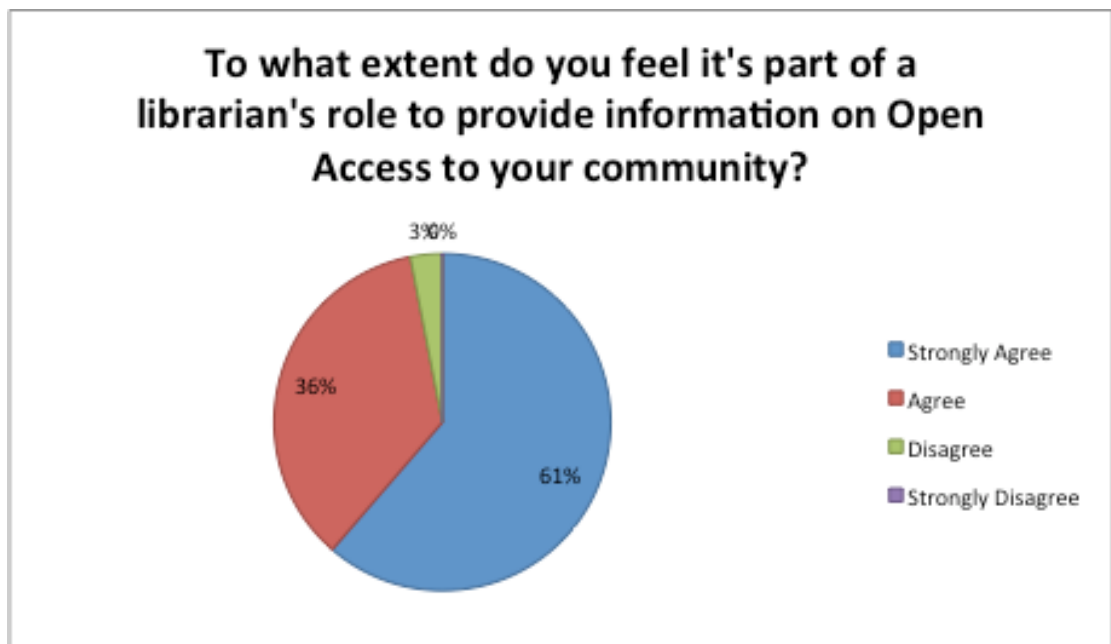## How do you currently support Open Access?
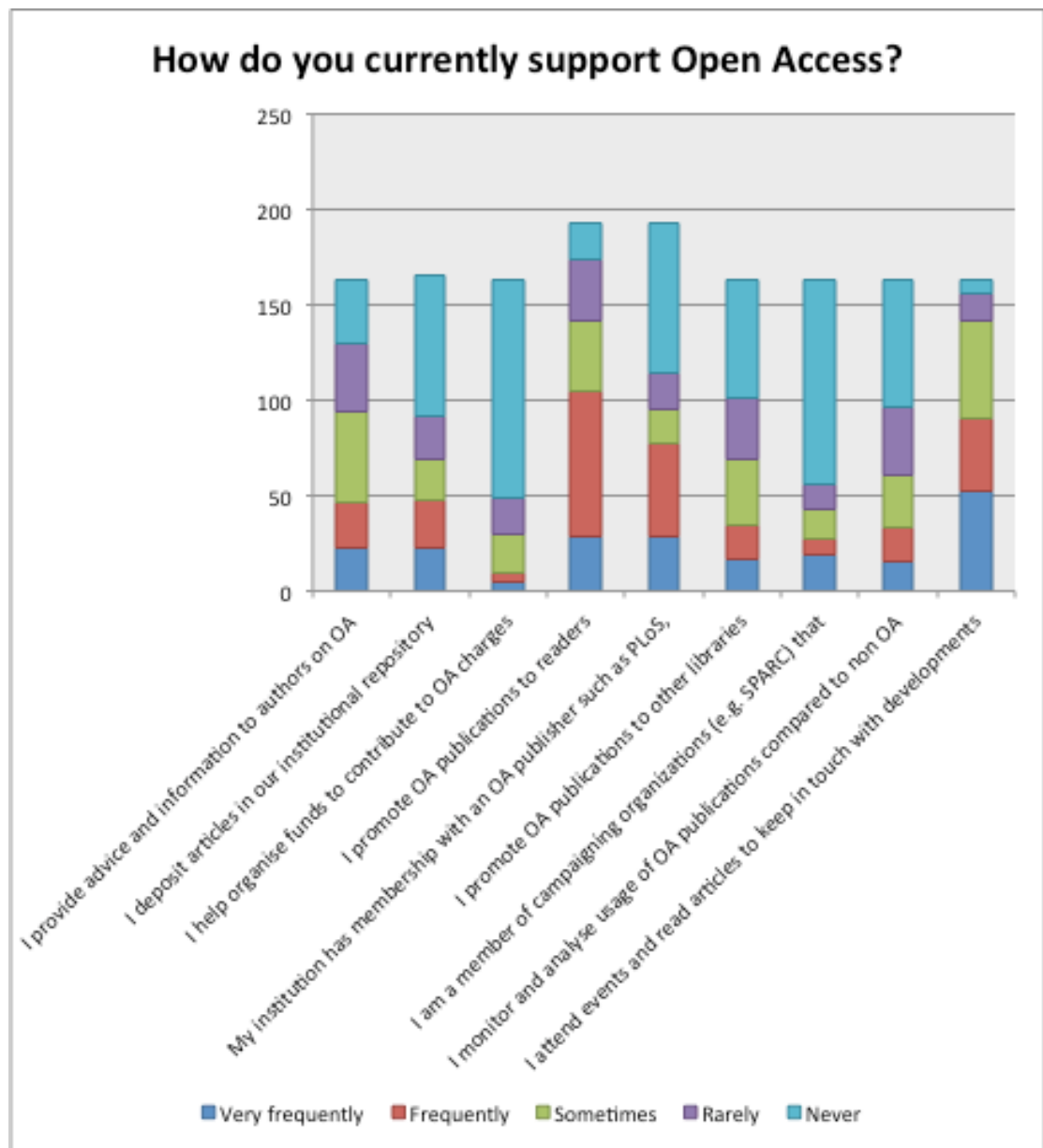
59% of respondents stated that they do monitor and analyse usage of OA publications compared to non-OA publications to inform collection development, although just 20% said they did so very frequently or frequently. 17% sometimes, monitor and analyse usage in this way, but 21% rarely do so and the remaining 41% admitted to never doing so.

58% of respondents said that they rarely or never promote OA publications to other libraries, and 41% stated that their institutions have no memberships with OA publishers such as PLoS, BioMed Central or similar.

The sample overwhelmingly considers it part of a librarian's role to provide information on Open Access to their community (97%, 158 of 163 participants). 61% of participants strongly agreed that this is the case, while a further 36%

agreed. Only 5 participants (3%) don't consider providing information on Open Access to their community to be part of a librarian's role.

To what extent do you feel it's part of a librarian's role to provide information on Open Access to your community?

3%0%

36%

61%

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

Of the 163 librarians who answered this question, 94 respondents (58%) currently feel they have sufficient knowledge / information to help educate their community on Open Access, 69 respondents (42%) do not feel they have sufficient knowledge or information.

Do you currently feel you have sufficient knowledge / information to help educate your community on Open Access?

42%

58%

- Yes
- No
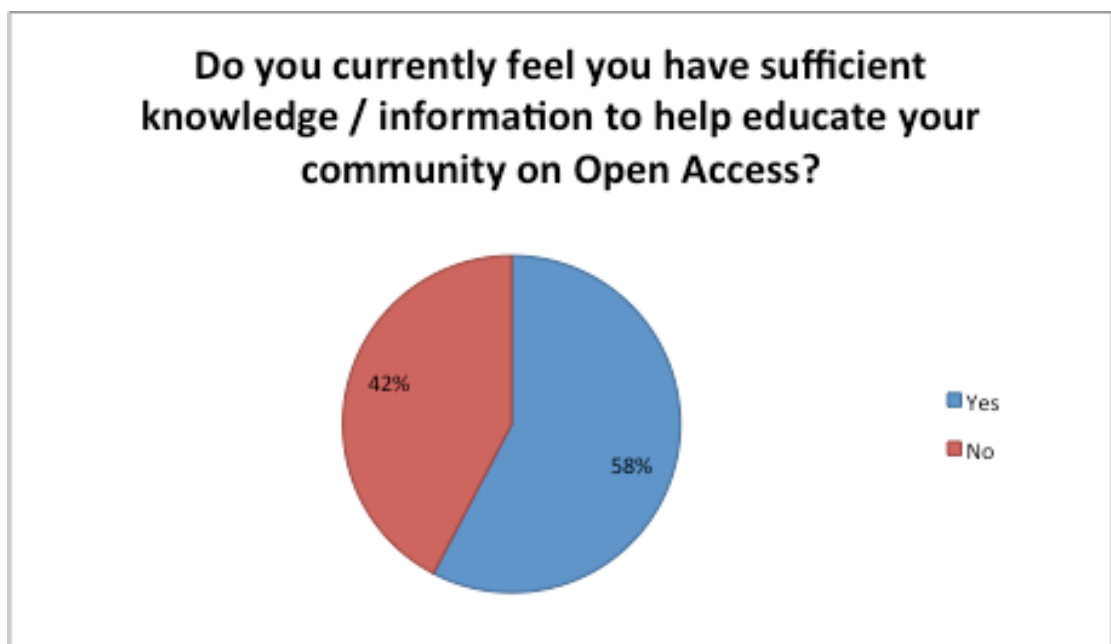
The sample revealed that the four most popular sources of support and information with which to educate communities on Open Access are:

- Library listservs / blogs
    - (88% of respondents find these to be very useful or quite useful, 4% considered them not useful)

- Conferences and events
    - (85% find these very useful or quite useful, 2% didn't find them useful)

- Personal research and contacts
    - (84% find these very useful or quite useful, just 1% didn't find them useful)

- Government-funded initiatives (e.g. JISC)
   - (73% found these very or quite useful, while 4% didn't find them useful.

Just 2% of respondents don't find OA specialist publishers useful, while 67% find them to be very useful (18%) or quite useful (48%).

In contrast, the majority of participants considered mainstream publishers the least useful source of information and support (just over a quarter (26%) found mainstream publishers to be at all useful, with only 4% finding them very useful, and 31% not considering mainstream publishers to be a useful source).

72% of the sample responded 'neutral / don't know' when asked about the usefulness of OASPA as a source of information / support. Similarly, 65% responded 'neutral / don't know' when asked about the usefulness of OAPEN.

Individual OA advocates, SPARC, and national or international library associations (e.g. UKSG, IFLA) were each considered useful by over half the sample (67%, 52% and 54% respectively).
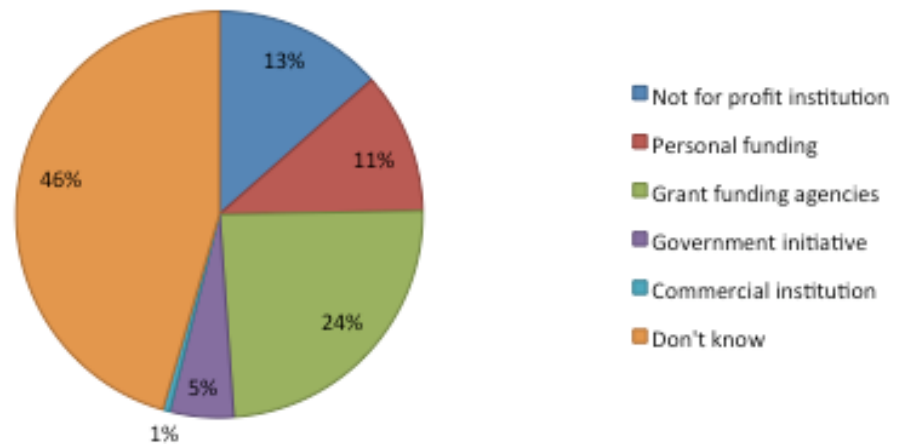
How do you get support and information to help educate your community on Open Access?

Legend: ■ Very Useful ■ Quite Useful ■ Neutral / Don't Know ■ Not Useful
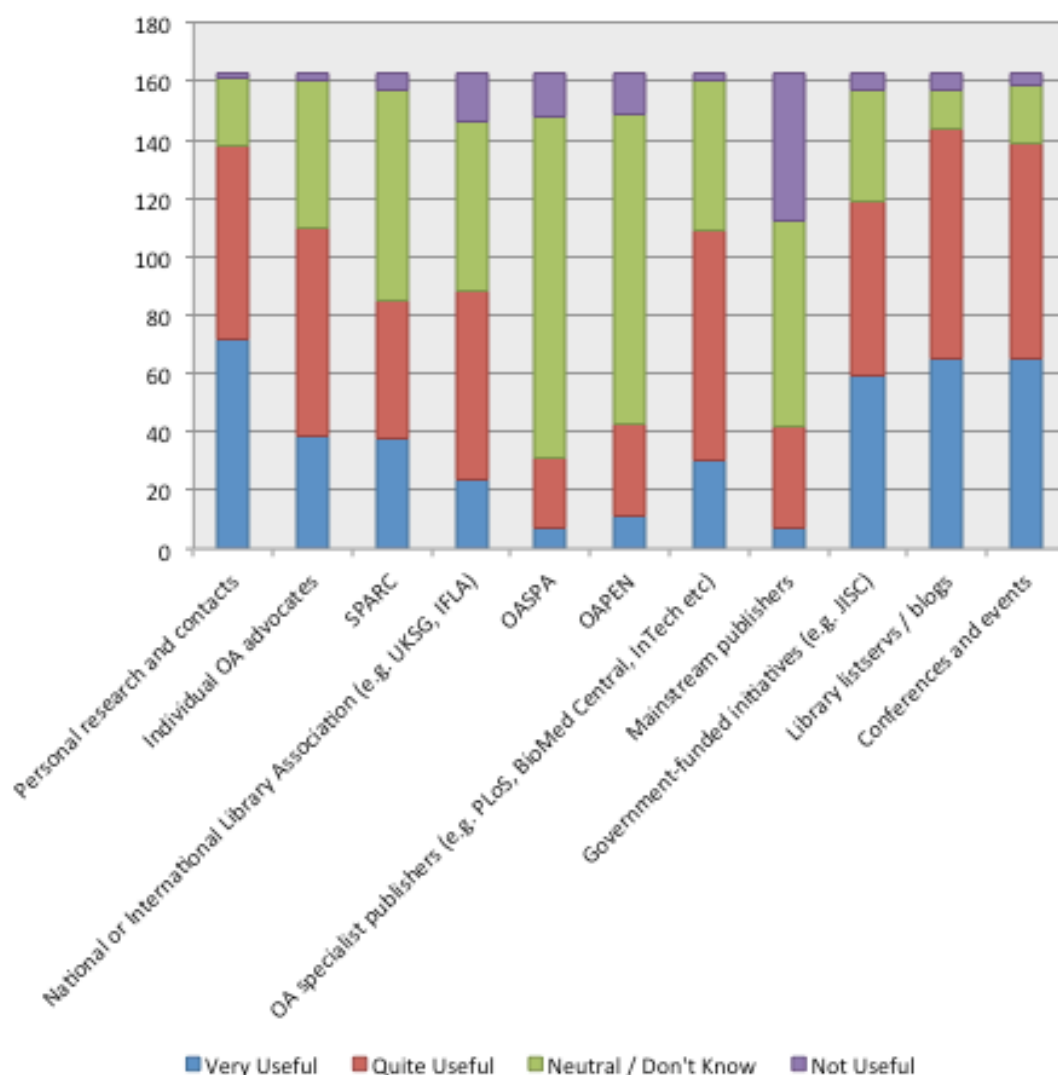
In line with earlier findings in this survey (in which 70% of respondents stated that they never help organise funds to contribute to OA charges, with a further 10% rarely doing so), nearly half of the sample do not know how Open Access charges are funded within their institution (46%).
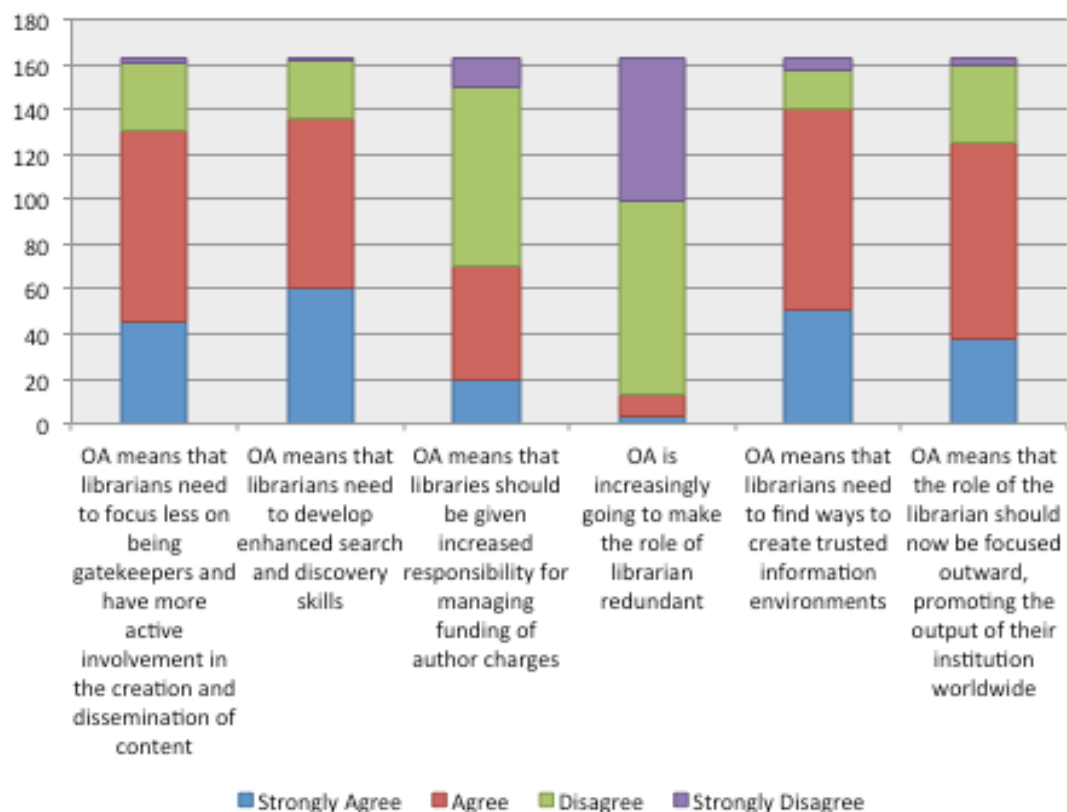
Nearly a quarter of 178 participants (24%) attributed the funding of OA charges within their institution to grant-funding agencies, with not-for-profit institutions (13%) and personal funding (11%) the next most popular responses.

How are Open Access charges funded within your institution?

- Not for profit institution
- Personal funding
- Grant funding agencies
- Government initiative
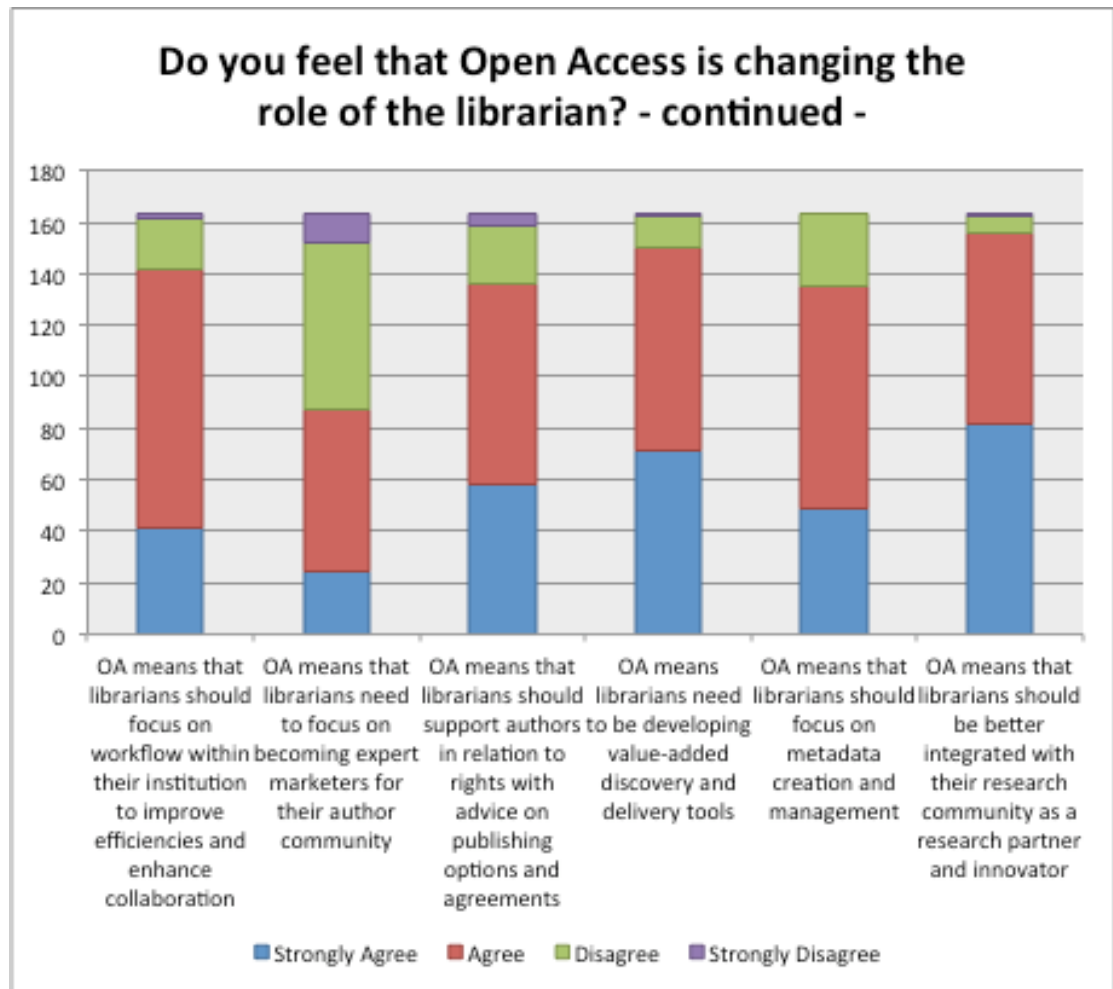- Commercial institution
- Don't know

(13%, 11%, 24%, 5%, 1%, 46%)

92% of 163 participants disagree (53%) or strongly disagree (39%) that Open Access is increasingly going to make the role of the librarian redundant.

Do you feel that Open Access is changing the role of the librarian?

Categories (x-axis):
- OA means that librarians need to focus less on being gatekeepers and have more active involvement in the creation and dissemination of content
- OA means that librarians need to develop enhanced search and discovery skills
- OA means that libraries should be given increased responsibility for managing funding of author charges
- OA is increasingly going to make the role of librarian redundant
- OA means that librarians need to find ways to create trusted information environments
- OA means that the role of the librarian should now be focused outward, promoting the output of their institution worldwide

Legend: Strongly Agree, Agree, Disagree, Strongly Disagree

Do you feel that Open Access is changing the role of the librarian? - continued -

More participants (96%) agree with the statement "OA means that librarians should be better integrated with their research community as a research partner and innovator" than with any other statement, with 50% of participants strongly agreeing and a further 45% agreeing.

The majority of the sample also agree with the following statements about the changing role of the librarian due to Open Access:

- OA means librarians need to be developing value-added discovery and delivery tools
  - o (92% of participants either strongly agreed or agreed)
- OA means that librarians should focus on workflow within their institution to improve efficiencies and enhance collaboration
  - o (87% of participants either strongly agreed or agreed)
- OA means that librarians need to find ways to create trusted information environments

- (86% of participants either strongly agreed or agreed)
- OA means that librarians need to develop enhanced search and discovery skills
    - (83% of participants either strongly agreed or agreed)
- OA means that librarians should support authors in relation to rights with advice on publishing options and agreements
    - (83% of participants either strongly agreed or agreed)
- OA means that librarians should focus on metadata creation and management
    - (83% of participants either strongly agreed or agreed)
- OA means that librarians need to focus less on being gatekeepers and have more active involvement in the creation and dissemination of content
    - (80% of participants either strongly agreed or agreed)
- OA means that the role of the librarian should now be focused outward, promoting the output of their institution worldwide
    - (77% of participants either strongly agreed or agreed)

Whether OA means that libraries should be given increased responsibility for managing funding of author charges, or that librarians need to focus on becoming expert marketers for their author community, both divided the sample somewhat. 57% of participants disagreed that OA means that libraries should be given increased responsibility for managing funding of author charges, with the remaining 43% in agreement. 53% of the sample agreed that OA means that librarians need to focus on becoming expert marketers for their author community while the remaining 47% disagreed.

Additional feedback for how Open Access publishers can better support librarians in helping their communities understand and benefit from OA:

"Author-pays models will threaten the scholarly communication process. Librarians will continue to play a role in vetting authentic publishers, and those that serve the authors' best interest."

"…There will be a greater role for the librarian to organise the various OA sources and to make students and researchers aware of resources."

Anecdotal feedback for how the participants would like Open Access publishers to better support them in helping their communities understand and benefit from OA:

"I do think that OA publishers and libraries should work together in a kind of joint venture"

"Open Access publishers should focus their attention on faculty and researchers – they are the ones who must come on board (you already have the librarians)."

"Open Access publishers already engage with institutions and libraries individually, but this could perhaps be more coordinated so that the messages we provide could be simplified"

"I think there is a lot of progress and we should be able to inform our communities correctly – nevertheless an institutional policy / engagement is the only way to succeed"

"Continuing to make clear and understandable information available for researchers, addressing the OA myths (such as the feared impact on peer review)." / "Educational materials to dispel OA myths"

"Prepare some lecture material, tips for promotion action, for example some game about OA … Support materials that I could distribute would be useful."

"Sponsor public event promoting OA resources and providing grant for advocating OA on University level..."

"Bring down charges for authors. Reduce restrictions on deposit in institutional repositories."

"By arranging workshops."

"Ensure journals are indexed in the primary bibliographic databases to ensure that they are easily located. In my field, PubMed, CINAHL, PsycInfo, Web of Science, and Scopus are the most important ones."

"More guidance for early career researchers about what it might mean to publish on OA. More info for doctoral theses researchers on the benefits (or not) of making their theses openly accessible in preparation for an academic career."

"The issue at the moment does not seem to be open access publishers but mainstream publishers that offer open access options so it all becomes confusing. OA publishers need to speak directly to the researchers illustrating just exactly what they are doing as OA publishers in order that researchers can demand this from other publishers. Address concerns around REF and how OA publishers fit into this or can help move the discussion around 'impact' away from h indexed journals"

"Simple information on what channels are available and the implications of Open Access publishing in relation to our institutional repository which is currently undergoing relaunch."

"They can feed our starving patrons with relevant and adequate information and thus help offer a responsive, comprehensive library support."

"Webinars, sending speakers to professional conferences (in addition to library conferences)" / "Attend library association meetings and provide online webinars and training in these topics."

"Much more advocacy is required from OA publishers. Whether small dissemination activities or attendance at key large conferences. The fact that in the UK it has taken the guardian, a national newspaper to put OA on the agenda in 2012 is totally disgraceful. OA publishers, JISC, Funding Bodies etc should all have been trying to disseminate and engage the academic community with OA for a very long time, there is no clear policy coming from these key organisations. It takes the outrageous & disgusting behaviour of one publisher (Reed Elsevier and the RWA) to bring national attention to the OA movement - ac.uk should have been promoting and advocating for OA longer before this. OA publishers need to show that APC are not a barrier to publishing in OA journals (GOLD) BUT publishers shouldn't be too restrictive with copyright/licensing agreements when institutional repository managers are wanting to archive full-text articles in their repositories (GREEN)."

"Provide stats on access and bibliometrics"

"More information on benefits for academics. Info to show university to encourage funding for open access."

"Provide authoritative and up to date lists of resources, URLs etc. Maintain reliable access. Provide for archival access"

"They seem to be a vocal group and interested in advancing their mission(s)-- we as librarians should not see that as a boon or a threat, just as another means for researchers and scholars to work collaboratively and in real time to disseminate research, scholarship, findings, etc... this should be one more tool in the discovery arsenal to help our patrons do what they need to do-- it's a different kind of flexibility, not the same old tired model of publish or perish."

"OA is still complicated but the more academics engage, choose publications wisely and put pressure on publishers the more established and easier storing and disseminating OA research will be. We can't afford to produce advocacy material to this end as well as fund repository development so this is a massive area where the publishers could support us. Also they could support us in providing evidence and case studies of value added - researcher profiles/citations boosted as a result or the direct benefits to those in developing countries- how it is helping specific people.

"By developing software for converting different document formats into a format that be transferred to our open access website. We have major problems when the faculty are from Math Department and there are lots of formulas that have to be translated as pictures, or there are papers written in a different language with different letter characters then are standard, etc."

"Create easy to use portals and be compatible to library software eg summons and sfx"

"Find ways that make it easier for me to know what has been published so I can add it to the database!"

"By being transparent, by participating in national initiatives to support OA, i.e. by facilitating deposit of their content into repositories using the OARJ broker so that it is exposed from various different places, by making decent metadata available to be downloaded and distributed in different forms e.g. as linked data or through different search/discovery mechanisms."

"Clear and concise information about their OA policies. SherpaRomeo is very helpful, but not all the publishers submit relevant information to this resource. This is an interesting time for authors, publishers and libraries, any collaboration can only be helpful to all concerned. I would like to point out that the answers/views are my own and are not necessarily those of the institute I currently work in."

"Sending statistical information on publications/articles use; promoting librarians information and helping library professionals in this collaborative environment, for example, explaining them about different (and confuse) publishing options..."

"OA publishers should/MUST engage with professional organisations like UKCoRR, RSP and DRF"

"I'm not sure if this is something that individual publishers can help with. What would be helpful is more information from a neutral source like the JISC that would give general information about OA and provide lists of publishers that authors could use (publishers could of course contribute to this)."

"Contacting libraries with their listings/access points and updating them on newly published material"

APPENDIX 1

What is your primary job role? [Options: Reference or Research Librarian; Technical Service Librarian; Collections Development Librarian; Electronic Resources Librarian; Systems Librarian; Other Librarian; Other]

What type of institution do you primarily work for? [Options: Academic; Medical; Government; Corporate; Other]

What is the size of your user community? [Options: 0-250 FTE; 251-500 FTE; 501-1000 FTE; 1001-2000 FTE; 2001-4000 FTE; 4001+ FTE]

What country are you based in? [Options: full country list]

Does your institution have a subject focus? [Options: No; Yes – Science; Yes – Technology; Yes – Medicine; Yes – Humanities; Yes – Social Science; Yes – Other]

How familiar would you say you are with Open Access publishing? [Options: Very familiar, I understand it well; Quite familiar, I have some knowledge of it; Not very familiar, I have heard of it but I'm not sure what it is; Not familiar at all, I am not particularly aware of it]

How familiar would you say your author and reader community is with Open Access publishing? [Options: Very familiar, I believe they understand it well; Quite familiar, they likely have some knowledge of it; Not very familiar, I suspect have heard of it but are not sure what it is; Not familiar at all, I don't think they are really aware of it]

What is your attitude towards Open Access publishing, i.e. authors paying a publication fee (as opposed to readers paying a subscription fee) that then guarantees free unrestricted access online to their work for perpetuity? [Options: Very favourable, I strongly support the principle; Quite favourable, I support the principle in general terms but have some concerns; Neutral, I have no particular attitudes towards it; Not favourable, I don't support it]

For each of the following Open Access publishers, please state how familiar you are with them. [Options: Hindawe; PLoS; InTech; BioMed Central; Bentham; eLife] [Options: Very familiar; Quite familiar; Not very familiar; Not familiar at all]

What other OA specialist publishers are you aware of? [Free text]

What do you personally envisage to be the future for Open Access? [Options: I believe OA will become the predominant model in scholarly communications; I envisage a future of many mixed business models in scholarly communications

of which OA may be one; I remain to be convinced that OA is a viable, long-term business model for scholarly communications; I have no views on the future of OA]

What do you perceive the main benefits of OA to be? Please rate each benefit below according to how strongly you agree it is a benefit of OA. [Options: Increased visibility, usage and impact for authors; Increased ease of access to content for readers; Unrestricted copyright aids sharing and collaboration; Better return on investment for funders; Better public engagement with research; Overall progress for Society] [Options: Strongly agree; Agree; Neutral; Disagree; Strongly disagree] Other: [free text]

To what extent do you believe the potential benefits of OA are currently being realized? [Options: I believe OA is already bringing tangible benefits; I believe that OA will offer tangible benefits in the future; I don't believe that OA offers benefits over and above other publishing models]

Do you have any concerns relating to Open Access? Please rate each benefit below according to how strongly you agree it is of concern to you. [Options: Strongly agree; Agree; Neutral; Disagree; Strongly disagree] [Options: Potential for vanity publishing; Unreliability of perpetual access; Poor quality peer review; Reducing visibility for value of library/role of librarian; High charges levied by publishers; Potential for commercial exploitation of authors; Difficulty for authors in sourcing funding; Incentive to publish quantity rather than quality; Inequality of opportunity for authors based on access to funds; Difficulty for readers in assessing quality/authority of information] Other: [free text]

Does your institution currently have an Institutional Repository? [Options: Yes, and it is actively used; Yes, but it is not used very actively; No, but we are planning one for the future; no, and we have no plans for one in the near future]

How do you currently support Open Access? Please rate each of the following activities. [Options: I provide advice and information to authors on OA; I deposit articles in our institutional repository; I help organise funds to contribute to OA charges; I promote OA publications to readers; My institution has membership with an OA publisher such as PLoS, BioMed Central or similar; I promote OA publications to other libraries; I am a member of campaigning organizations (e.g. SPARC) that champion OA principles; I monitor and analyse usage of OA publications compared to non OA publications to inform collection development; I attend events and read articles to keep in touch with

developments] [Options: Very frequently; Frequently; Sometimes; Rarely; Never]

Do you currently feel you have sufficient knowledge/information to help educate your community on Open Access? [Options: Yes; No]

To what extent do you feel its part of a librarian's role to provide information on Open Access to your community? [Options: Strongly agree; Agree; Disagree; Strongly disagree]

How do you get support and information to help educate your community on Open Access? Please rate the following based on how useful you find them. [Options: Personal research and contacts; Individual OA advocates; SPARC; National or International Library Association (e.g. UKSG, IFLA); OASPA; OAPEN; OA specialist publishers (e.g. PLoS, BioMed Central, InTech etc); Mainstream publishers; Government-funded initiatives (e.g. JISC); Library listservs/blogs; Conferences and events] Other [free text] **[**Options: Very useful, Quite useful; Neutral / Don't know; Not useful]

How are OA charges generally funded within your institution? [Options: Not for profit institution; Personal funding; Grant funding agencies; Government initiative; Commercial institution; Other]

Do you feel that OA is changing the role of the librarian? Please state whether you strongly agree, agree, disagree, or strongly disagree with the following statements. [Options: OA means that librarians need to focus less on being gatekeepers and have more active involvement in the creation and dissemination of content; OA means that librarians need to develop enhanced search and discovery skills; OA means that libraries should be given increased responsibility for managing funding of author charges; OA is increasingly going to make the role of librarian redundant; OA means that librarians need to find ways to create trusted information environments; OA means that the role of the librarian should now be focused outward, promoting the output of their institution worldwide; OA means that librarians should focus on workflow within their institution to improve efficiencies and enhance collaboration; OA means that librarians need to focus on becoming expert marketers for their author community; OA means that librarians should support authors in relation to rights with advice on publishing options and agreements; OA means librarians need to be developing value-added discovery and delivery tools; OA means that librarians should focus on metadata creation and management; OA means that librarians should be better integrated with their research community as a research partner and innovator

Finally, please tell us how Open Access publishers can better support you in helping your communities understand and benefit from OA [free text]