# Why don't humanities faculty publish open access?
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Publishing Needs

- Disseminate primarily through monograph/alternate formats, for tenure
- Choose topic-relevant / high-impact publisher
- Trigger needs and awareness by events
- Find information easily and cheaply
- Navigate systems, avoiding requirement of external support
- Include primary source excerpts (likely)
- Dissociate citation analysis from STM
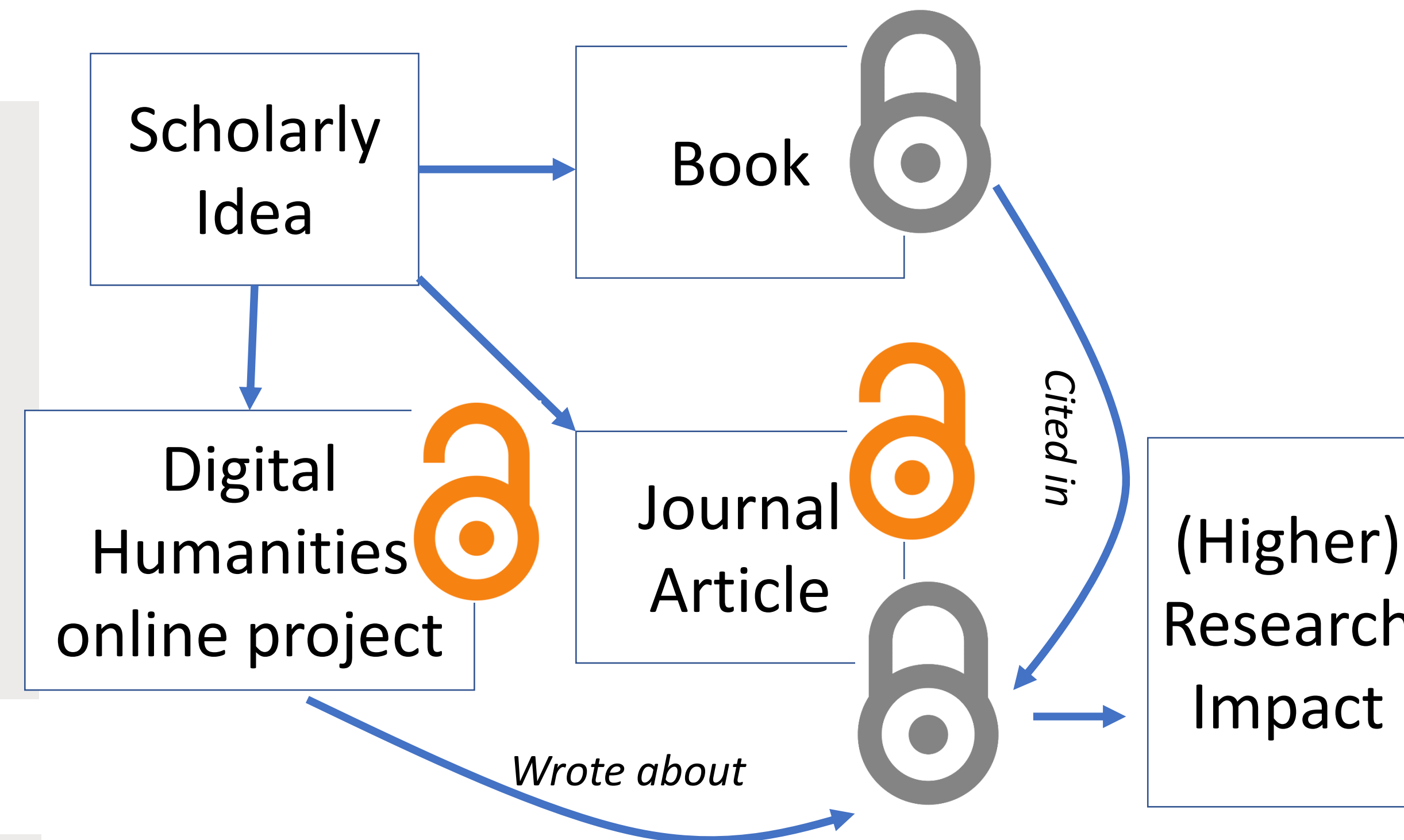
Trends

Publishing (*overall*)
- Monograph sales decreasing
- Low citation counts measured in humanities
- Paywall humanities journals remain less expensive than paywall STM journals, impacting push for open access
- Digital Humanities promote content and social interactivity

Open Access Publishing
- Audience access and content quality
- Dissemination immediacy
- Funding and pricing models
- Mandates from funders and institutions

UNC's Faculty Tenure Policies (*under Task Force review*)
- Increase engagement with the public
- Accept new forms of scholarly work
- Increase scholarly activity across disciplinary lines

Scholarly Idea → Book

Scholarly Idea → Digital Humanities online project

Digital Humanities online project → Journal Article

Book → (Higher) Research Impact — *Cited in*

Journal Article → (Higher) Research Impact

Digital Humanities online project → *Wrote about* → (Higher) Research Impact

Considerations for Publishing

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Personal reasons	-Career growth -Recognition and acclaim -Research sharing (but only after the work is published)
Mandated expectations	-Research Impact -Publication Formats
Community responsibility	-Research sharing -Format best suited to content needs

Altmetrics: One solution to promote access

- Applies to articles *as well as* books, software, data sets, presentations, videos, and other publication formats
- Shows how, and how often, social online communities respond to current research
- Builds and connects social networks globally, amongst researchers and beyond
- Increases awareness to work published within closed and open access methods, drawing connections to need for access
- Tracks metrics, and links discussions about, immediately, rather than accumulated over time

Total citations

21 Web of Science

39 CrossRef

Online attention

2520
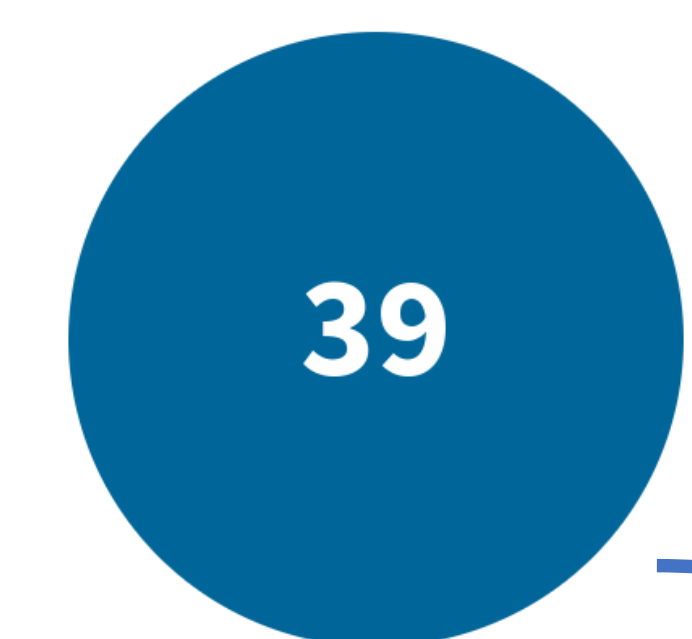
Altmetric score (what's this?)

- Tweeted by **998**
- Blogged by **37**
- On **64** Facebook pages
- Mentioned in **17** Google+ posts
- Picked up by **252** news outlets
- **3** Reddit
- **9** Video
- **8** Wikipedia

249 readers on Mendeley
1 readers on Citeulike

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