Open Access Outreach - Logic Model

Situation

Many researchers have no particular agenda for or against OA and may be swayed to use examples of OA under a free license if presented with compelling stories on what might happen if they do so.

Some researchers realize the power with access to others material but do not transfer that as consequence to their own research

Priorities

Presenting good how OA already has had impact on Wikimedia sites in a way that can easily be understood

INPUTS

OUTPUTS Activities **Direct Products Participants**

What we invest

Staff time

Volunteer time

Knowledge about Wikimedia projects

Who we What we What we do reach create

Deliver stories

to researchers

Wikimedians Finding nice examples

Reseachers

Packaging the **Academics** found information in

Librarians a compelling way

Stories

Informational material

Step-by-step guides

Results in terms of changing **Action**

Short term

Results in

terms of

Learning

Awareness

about the

possible

impact of

releasing

material

Realization of

what is

needed to

release

material

Investigation

if releasing

previous

research

OUTCOMES - IMPACT

Intermediate

Some material get released

Researchers strive to find ways of using free licenses

Systematic integration of OA material

also released under a free license Higher ratio of

OA material gets reused

Higher quality of the Wikimedia projects

Long-Term

Results in

terms of

change to

the

Conditions

More OA are

is possible Wikimedians are aware of the impact of actively

reusing OA in the Wikimedia

projects

Assumptions

External Factors

Evaluation

Identification - Design - Implementation - Completion/Follow-up