

Open Access Outreach - Logic Model

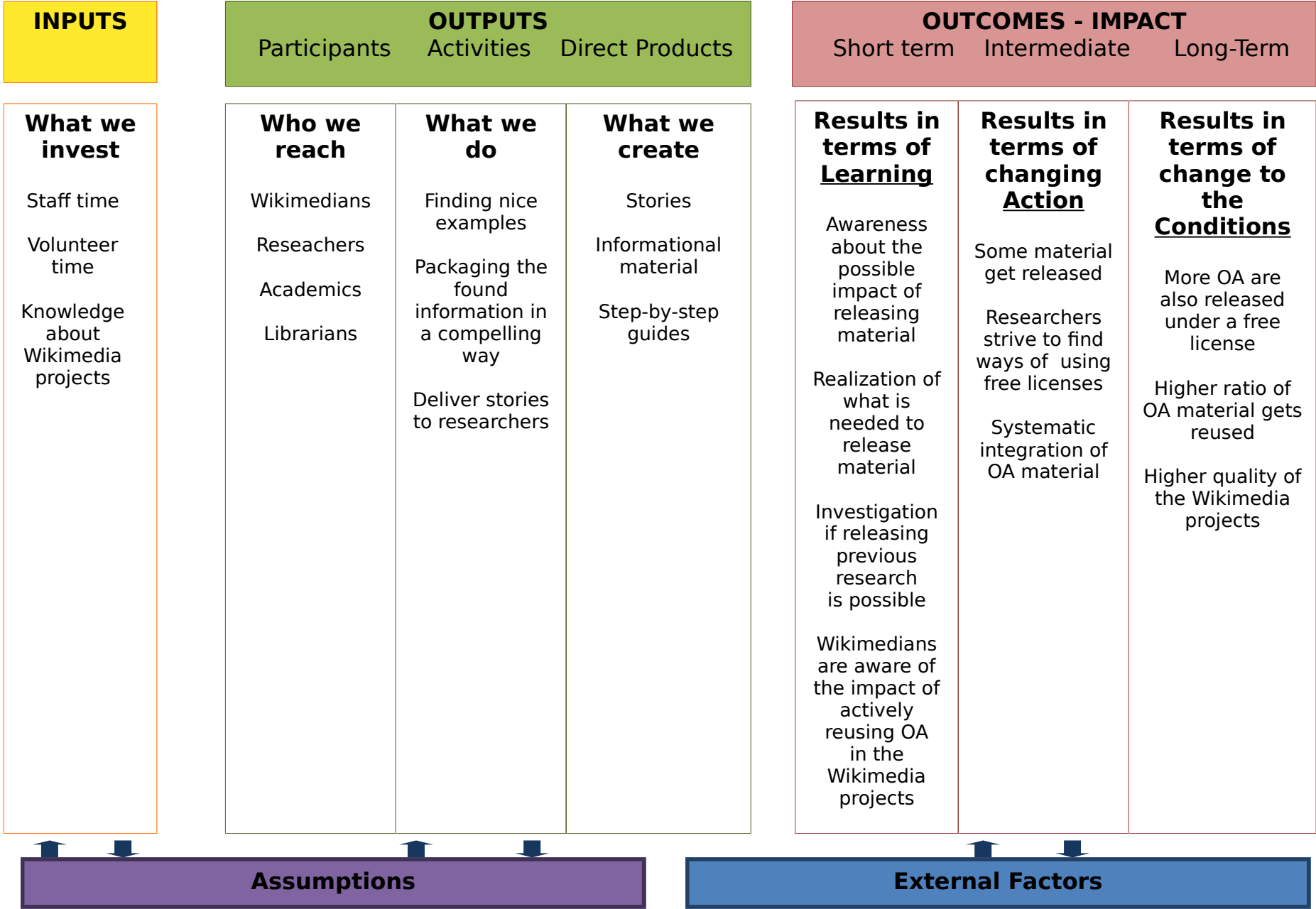
Situation

Many researchers have no particular agenda for or against OA and may be swayed to use 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 examples of how OA already has had impact on Wikimedia sites in a way that can easily be understood



Evaluation

Identification - Design - Implementation - Completion/Follow-up