
GETTING YOUR RESEARCH NOTICED, READ AND CITED

BY DISSEMINATING RESEARCH OUTPUTS WITH THE INSTITUTIONAL
REPOSITORY, MASSEY RESEARCH ONLINE (MRO)

What is Massey Research Online and how can it increase readership?

Massey Research Online (MRO) is Massey's institutional repository. It is an open site and content is exposed globally on the Internet. Content is picked up by other providers dramatically increasing its dissemination and therefore web presence through search engines like Google and Google Scholar, and content aggregators like NZResearch (<https://nzresearch.org.nz/>) and BASE (Bielefeld Academic Search Engine <https://www.base-search.net/about/en/>).

What is Open Access (OA)?

“Open access (OA) refers to scholarly content which is made freely available through the Internet. It removes barriers to access and reuse. Open access works on the premise that publicly funded research should be publicly available.” For more information on Open Access publishing, check out the Library's webpage.

Why should you care?

MRO makes it easier for your target audience to find your research.

- Researchers use Google as a discovery starting point for information.
- Researchers seek freely available content.
- Your target audience may include industry professionals and practitioners, local and central government, policy makers etc who do not have access to a well-funded library.

A Brief Word on Terminology

1. Self-archiving

“Self-archiving” refers to the practice of researchers making their work openly available via the Green open access route.

2. Green Open Access

“Green open access” typically means depositing the accepted version of a research work into a repository, either a subject repository or an institutional repository eg: MRO.

3. Accepted Version

The “Accepted version” also known as author accepted manuscript (AAM) or post-print refers to the final draft post-refereeing.

The terms of versions for other stages are the published version, or version of record, and pre print, which is the submitted version, pre-refereeing.

Most journals allow for the self-archiving of the accepted version, often with an embargo period.

**MAKE SURE ALL OUTPUTS THAT CAN BE MADE OPEN ACCESS ARE IN MRO FOR
MAXIMUM DISSEMINATION, WEB PRESENCE AND READERSHIP.**

CHECK | DEPOSIT | ENTER

- **Check** copyright for rights to deposit and distribute
- **Deposit** the correct version of the output via Symplectic Elements
- **Enter** an Open Access Location link if freely available elsewhere on the Web

Journal Articles

- Check Sherpa/Romeo Advice tab within Symplectic Elements for publisher policy. Alternatively check CTA (Copyright Transfer Agreement) to identify which version can be deposited, AND THEN
- Deposit published version if allowed OR the author accepted manuscript version, OR
- Enter an OA location link if it is already available elsewhere in Open Access form and full text depositing is not allowed.

(Conditions on depositing (eg: embargos on accepted version) will be managed by the Library.)

Conference papers and presentations

- Check copyright with editors of **published conference proceeding** papers and deposit whichever version is allowed, OR
- Enter an OA location link if it is already available elsewhere in Open Access form.
- Deposit author accepted manuscript version of conference papers that are **not** part of a published conference proceeding.
- Deposit conference **oral** presentations (eg: powerpoints or text). Ensure any images comply with copyright.

Internet Publications

- Deposit full text of published OR author accepted manuscript version if redistribution allowed, eg: it has a Creative Commons licence, OR
- Enter an OA location link if it is available elsewhere in Open Access form.

Books and Book chapters

- Check the publisher's policy as many allow the author accepted manuscript to be archived often with an embargo period of 12-24 months.
- Enter an OA location link if content is already available elsewhere in Open Access form eg: the introduction, sample content etc. and depositing is not allowed.

Non-traditional research / Other

- These types include artworks, exhibitions, performances, compositions, and design and copyright can vary widely. Ask your subject librarian on a case by case basis.

General Advice:

- Ask publishers/copyright holders for **rights to self-archive** work openly in MRO if copyright policies are unavailable.
- For any content where you have received specific/individual permission to deposit and make openly available, deposit the permission (eg: email) as 'Evidence' category.

If in doubt, deposit both the published and accepted version and the Library will check copyright. Anything you do not want openly available, categorise as 'Evidence' when depositing.