A Data-Driven Look at the University of Helsinki's Open Access Initiative

Taylor & Francis and the University of Helsinki have collaborated to enhance the reach of academic publishing. More than 40 books and chapters in the Humanities and Social Sciences, authored by the university's researchers, have retrospectively been converted to open access. A case study based on a selection of 26 books published in 2018 and 2019 and being converted to open access early 2020 showed the following results.

**OVERALL USAGE SURGE**

In 2018, annual accesses stood at 500. Following conversion, the figure catapulted to 8,500 in 2020.

**GLOBAL SOUTH GETS ENGAGED**

Global South accesses were at 50 in 2018. Post-conversion, the lowest number has been 475, peaking at 700 in 2021.

**GEOGRAPHICAL OUTREACH**

The number of distinct countries accessing the content increased from 25 in 2018 to a steady 60-70 between 2020 and 2022.

**INSTITUTIONAL INVOLVEMENT**

Less than 100 institutions accessed these works in 2018. In contrast, 2022 saw an all-time high of 600+ institutions engaged.

The collaboration between Taylor & Francis and the University of Helsinki proves that open access directly boosts user engagement. No longer restricted to specific regions or institutions, these works now gain international attention, as shown by the data.

Broader reach, more institutions involved and more active knowledge sharing. Making your academic resources freely available fundamentally changes their impact.

Take the opportunity to join this shift by emailing us at oabooks@tandf.co.uk or fill out our online form.

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1 To identify countries that fall under Global South the following information was used (source: Google): "The Global South is a term that broadly comprises countries in the regions of Africa, Latin America, the Caribbean, Asia (without Israel, Japan, South Korea), and Oceania (without Australia, New Zealand), according to the United Nations Conference on Trade and Development (UNCTAD)."

*Usage data was taken from T&P’s eBook platform taylorfrancis.com*