

-  more exposure
-  higher citations
-  wider reach
-  more downloads

# The Open Access Advantage

**Publishing OA allows anyone, anywhere to find, read, and benefit from your research.**

There are material and lasting advantages to scholars who select the Open Access option when publishing.

## OA articles:

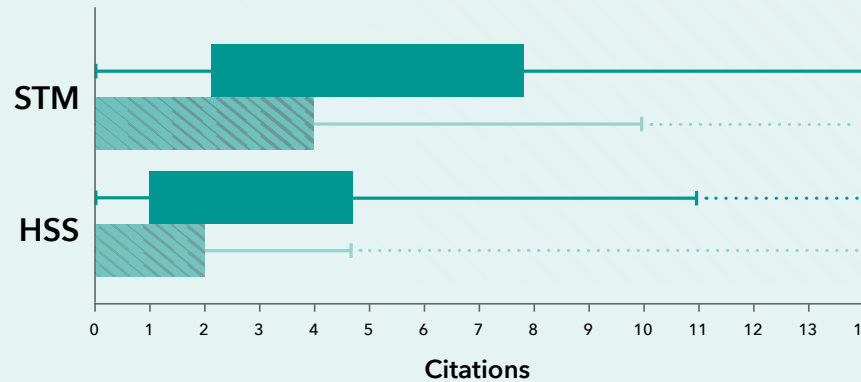
- are downloaded three times more than non-OA articles, on average
- receive 30-50% more citations
- are freely available online globally

## The Citation Advantage

OA articles receive more citations within two years of publication, across both HSS and STM disciplines, than equivalent articles behind a paywall.





### OA Article

-  OA
-  Non-OA



## The Usage Advantage

The benefits derived from Open Access to article usage are also clear. On average, OA articles receive three times the usage of subscription articles within their first year.

-  Mean Gold OA usage
-  Mean subscription usage
-  Median Gold OA usage
-  Median subscription usage

Publishing research OA also drives non-academic citation and impact:



...more mentions on **Social Media**



...more likely to be referenced in the **news media, or on blogs**



...more likely to be referenced in a **policy paper**