A Psychological Perspective of Open Access

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ABSTRACT

Open access offers access to freely available literature, including scholarly and other public resources globally. Information access and information consumption are psychological processes of the pattern of information use of individuals. This study orients to trace the footprints of psychological approaches in the Open Access ambience. Furthermore, this study focuses on the theoretical framework of Open access from the psychological point-of-view, including cognitive, Behavioural, and Humanistic approaches. It appears that the result is affirmative enough in respect to the relation between Open Access and Psychology, where mass psychology plays its role in longitudinal ways, and individual psychology manifests its role in behavioural ways.

KEYWORDS: *Open Access, Psychology, Cognitive Approach, Behavioral Approach, Humanistic Approach*

INTRODUCTION:

Information plays a crucial component in the transformation of society. Accessibility of resources may be considered a fundamental social right of every individual in a society. Open Access (OA) is one of the most remarkable initiatives to fulfil individual information access rights. OA provides access to freely available literature, both scholarly and common resources worldwide. From the psychological standpoint, Open Access developments raise new challenges like **cognitive biases**, **behavioural approaches towards information** and **humanistic approaches to information**. Information generation, information consumption is primarily a psychological process and thus can be regarded as a fundamental component of all information development and its assimilation into society.

Psychology being the scientific study of **social characteristics** and **cognitive processes**, any observable activity or reaction of an individual in society can be referred to as **social characteristics**. In contrast, all aspects of mental activity can be called **cognitive processes**[1]. The study tries to explain theoretical aspects of OA from a psychological contexture for a holistic understanding of OA.

While addressing the theoretical and philosophical perspectives of OA, the obvious questions that seem mandatory for establishing the relationship between OA and social psychology are a) is there any psychological orientation/bias in OA? If so, how can it be manifested? b). How do cognitive, behavioural, and humanistic approaches play a role in OA philosophy? and c). Which of these three approaches has the most influence on OA philosophy?

This study is prone to resolve issues raised above and thus leaned to dig into the core. It focused on a) to identify psychological orientation/bias in OA. b) to understand cognitive, behavioural, and humanistic approaches in OA philosophy. c) To evaluate these three approaches for identifying the most influential aspects in OA philosophy.

Psychological theories are **systems of ideas that can explain certain aspects of human thoughts, behaviors, and emotions**. Psychology researchers create these theories to make predictions for future human behaviors or events that may take place if certain behaviors exist[2]. It is evident form the literature that OA philosophy primarily embeds the three basic approaches of psychology. Prime objective of this paper is to delineate which approach of psychology enhances proper philosophical perspectives of OA and the reasons implicit into it. This study helps to identify OA consumption and adoption of information. The study will also help trace the footprints of psychological approaches in information access by an individual in a social structure, like the Technology Acceptance Model (TAM)[3], Diffusion of Innuvation[4] and the Unified Theory of Acceptance and Use of Technology (UTAUT)[5].

OPENNESS AND OPEN ACCESS:

Open access refers to the availability of free online scholarly articles with re-use rights. American Psychology Association (APA) describes, "The goal of open access is to move countries toward becoming 'knowledge societies' in which information, science, and communication are easy to come by and are highly valued[6]." Openness in OA is a crucial and ever-changing concept. Gasparotto (2019)[7] mentioned that "open paradigm" is, therefore, a pre-condition of access, so they are used interchangeably. Openness brings social and psychological changes in society. Openness is considered in today's world as a social construct, much

required in the process of citizen empowerment. The notion of openness brings change in the society, provides sustainable solutions for bridging knowledge and digital divides in the society[8]. It considers the availability of information and the transparency of any activity that contributes to the formation of social structures[9]. Openness develops the intellectual curiosity of an individual and thus harnesses creative and rational justice to information. In OA, openness is bridging the knowledge gap for global perspectives. The availability of resources is critical in protecting the primary information rights globally from commercial publishing. Individuals who have access to various resources can be more imaginative, generate new ideas, and gain new experiences. Openness is seen increasingly as a concept and practice that connects well with neoliberal needs and rhetoric, and that can be related to ideas of transparency and efficiency promoted by business and government[10].The term openness is interlinked various concepts with OA such as Open-source software, Open education resources, open data, etc.

Project Gutenberg is considered the beginning of OA in the 1960s. Afterwards, several steps were taken in the direction of the OA movement. The main three public statements in the 2000s change the entire scenario of OA movements. First, Budapest Open Access Initiatives (BOAI) was the first initiative to use the term "open access" released on 14th February 2002 by Open Society Institute. Second, Bethesda Statement on Open Access Publishing released a statement on 20th June 2003 for open access publication of scholarly literature. Last, Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities was held on 22-23 October 2003 in Berlin by Max Planck Society to support access to knowledge, and it also added to established one online repository in their statement[11].

Philosophical Perspective of Open Access: The Philosophical contexture of OA provides the foundation of OA. Helene Brinken (2021)[12] portrayed ten philosophical premiseson Open Access that are pivotal for understanding psychological contribution in Open Access initiatives. In the age of digital publishing, information generation and information demand have reciprocal relationship. The prime aim of OA is to disseminate the scholarly literature freely worldwide. OA provides two possibilities for knowledge dissemination, either published in open access journals (Gold OA) or deposited in open access repositories (Green OA)[13]. Open and free access of knowledge via the OA platform within the socio-psychological context extends opportunities for everyone in the academic fraternity like researchers, authors, librarians and other stakeholders.

PSYCHOLOGICAL ASPECTS:

There is no existence of individuals without a society. Everyone is connected and influenced by the other with social ties and bonds as stated by Robert Putnam[14]. In this context, social psychology has a significant impact on how people think, feel, and share information for their own as well as societal development[15]. Social psychology is the combination of two concepts: society and psychology. It is evident that OAI (Open Access Initiatives) have a social bias, and the psychological perspective is mostly unuttered. Open Access Initiative has the psychology of ownness that imbibes collaboration, participation, and social agglomeration. The construct of psychological approaches in Open Access initiatives may be categorized as:

Cognitive approach and OA: Cognition is a mental ability of an individual to perceive, store and interpret information to be acquired from the environment. The cognitive process assists in using previously stored knowledge and creating new knowledge. People conglomerate information through several steps, store it in memory, and infer with proper justification as an aspect of the cognitive process[16]. It is an individualistic process of acquiring new knowledge. Open Access allows individuals to boost up their cognitive process through germane knowledge and engage in creative writing. The restriction to access the information develops frustration and generates psychological deterrents among the researchers. Open Access breaks the barrier of knowledge and provides hospitality of information without any restriction[17].

Behavioral approach and OA: Human behavior comprises various elements like personality, attitudes, perceived norms, and perceived behavioral control. Open Access is a widely adopted and acknowledged initiative among academics[18]. Every individual saliently accepts new technology to develop an attitude towards new knowledge compendiums including OA publishing. Koster

and others (2021)[19] mentioned the domain of open-access publishing offers a pragmatic path that helps to develop concrete intervention strategies for tackling publishing behavior that may in the long run also contribute to a wider change in the research culture and research behaviour.

Humanistic approach and OA: The humanistic approach concerns human values and encourages each other in a society. OA allows high visibility of research work that motivates the researchers towards open knowledge. OA motivates authors to publish their work in the OA platform for high impact. National and international organizations collaborate to create peripheral and core open-access publishing network for researchers, students, librarians, and others[20]. Hence the OA concept is inclined to humanistic approach by enhancing support to access scholarly literature without any restriction.

DISCUSSION:

The study identified the term '*inclusive OA'* as green OA and '*semi-inclusive OA'* as gold OA based on the satisfaction of psychological approaches.
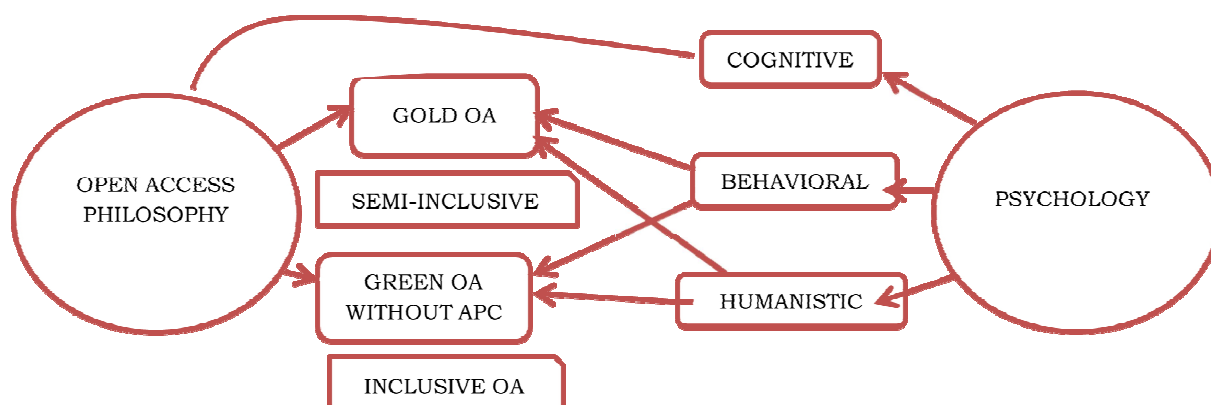
The concept of open access is growing rapidly and is popular among researchers. Green and gold OA encourage researchers to publish their papers in digital environments. But both OA system influence researchers differently and affects their intention in OA publishing. The study lies with the direct philosophy of OA which was mooted by the British Philosophical Association[21] which in 2018 came out in favor of green OA against Gold OA with APC (Article Processing Charge). This leads to satisfying all three approaches of psychology i.e., Cognitive, Behavioral, and Humanistic. We, the authors vouch for the term '*inclusive OA'* as green OA is significant for promoting the true objectives of OA, while the Gold OA is '*semi-inclusive OA'* as it partially addresses psychological approaches. The

cognitive process includes the entire OA concept, in which knowledge is generated and disseminated globally. Behavioral and humanistic approaches rely on publishers' policies for publishing digital contents. OA extends the inquest of query building among the researchers.

CONCLUSION:

Information consumption and dissemination are the prime movers in developing a knowledge society. OA is a subset of recorded knowledge, and it is a continuum in the total scenario of digital publishing. The study found that the psychological approaches have a significant role in OA initiatives. Every individual is an agent of a social strata and accepts new technologies with time. The cognitive approach is more personal for the researchers, according to the study, whereas behavioral and humanistic approaches triggers the usage of published literature.

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