

Access and Advantage

- Motivation/Benefits
- Working Examples
- Discussion Throughout

Access and Advantage

- Open Source/Open Access
 - Different from a licensing perspective but similar in spirit
 - Neither means that no one should gain benefit
 - Both mean that users know conditions of use without seeking individual permissions

Access and Advantage: Benefits

- Financial
 - “Try before you buy”
 - In effect, a limited use license
 - Examples:
 - Shareware software
 - Some music, especially from independents

Access and Advantage: Benefits

- Reputation
 - Academic environments
 - Publications available on Internet cited more than those only available in print in some disciplines, e.g., computer science: CiteSeer
 - R&D in commercial settings
 - Open source software

Access and Advantage: Benefits

- Market Entry
 - Samples to generate initial demand
 - Garage Band
 - “Shell” model - analogy: razors and razor blades

Access and Advantage: Benefits

- Market Share
 - Internet Explorer
 - Educational materials
 - Sun Java tutorials
 - Loyalty "gifts"
 - Generate non-gift sales
 - Stream in web, sell in store

Access and Advantage: Benefits

- “Loss Leader”
 - “Jam bands” - Grateful Dead, Phish
 - High level free, more depth extra
 - NY Times, Washington Post
 - Free access in exchange for personal information: “registration required”

Access and Advantage: Benefits

- Fulfilling Social Commitment/Belief
 - Project Gutenberg
 - MIT Open Course Ware
 - Roger McGuinn

Access and Advantage: Benefits

- Participation in Community
 - Mentoring/Learning/Contributing
 - Transom
 - Open Source Software
 - SourceForge

Access and Advantage: Models

- Give the core: surround with services
 - IBM and Linux
- Serve as a Broker
 - Public Radio Exchange
- Offer an Open Access Journal
 - Journal of Research in Rural Education