



## Why use the colours **GREEN** and **GOLD**?

You will notice the main colours associated with this website are **GREEN** and **GOLD**. These colours were intentionally selected to represent the two models of open access.

Open access is unrestricted access to academic, theoretical, and research literature that is scholarly and peer-reviewed.

**GOLD** open access is based on the principal of providing open access throughout all stages of the publication process. Unrestricted access to articles under review, in press, and published is granted to all individuals regardless of their location and their institutional affiliation. Any related article processing charges are incurred by the author, and is imposed at the start of the publication process. This form of open access however, is not always feasible. Fewer grants have resulted in limited access to funds, which has made gold open access publishing virtually impossible for many researchers.

**GREEN** open access publishing, also called self-archiving, is the second most frequently used form of open access publishing. This type of open access publishing is an alternative way authors/researchers can make their materials publicly available. Self-archiving is a more economic and efficient means of granting open access to scholarly literature. Even though self-archiving is permitted by the majority of academic journals, and is a relatively quick act, only a quarter of all articles are self-archived every year (Gargouri et al., 2010). This may be due to a lack of understanding of open access publishing and/or the failure to recognize the various forms and options for open access publishing.

The articles contained within the webpages on this site will adhere to the principle of green open access publishing in order to ensure that articles published by Dr. Fredericks are easily accessible to the larger audience. As well, by using green open access principals, the majority of empirical studies that are of relevance to the contents of this site, can be accessed through unrestricted means.