

THE FUNNY SIDE OF OPEN ACCESS

Engaging Undergraduate Students in Open Access Week

How do you engage students with open access? Offer them popcorn, candy & comedy, of course! To celebrate Open Access Week 2013, MacEwan University Library held an **Open Access Comedy Film Festival**. Inspired by similar initiatives at the University of Sunderland Library in the UK, the event featured daily showings of films in the public domain from the likes of Buster Keaton, Charlie Chaplin, & The Three Stooges, along with brief introductions to open access. It turned out to be a fun & successful way to engage the university community with not only the open access movement but related efforts that embrace the free online exchange of ideas & creativity.

FREE MOVIES FREE POPCORN FREE CANDY
IN SUPPORT OF OPEN ACCESS WEEK, MACEWAN UNIVERSITY LIBRARY PRESENTS AN

**OPEN ACCESS
COMEDY FILM FESTIVAL**

POPEYE MONDAY
I YAM WHAT I YAM!

MUTUAL CHAPLIN SPECIALS TUESDAY
CHARLIE CHAPLIN IN THE RINK

EVERY DAY OCTOBER 21-OCTOBER 25
12:15 P.M.-12:45 P.M. LIBRARY (RM. 7-202A)

WEDNESDAY THURSDAY FRIDAY
BUSTER KEATON ONE WEEK **A FATAL GLASS OF BEER** **the three Stooges**

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Films:

Comedic shorts selected from the Internet Archive (www.archive.org)

Space:

Library instruction lab with a data projector & seating for 40 that was visible to passersby yet closed off from outside distractions. (20-30 people attended daily.)

Promotion:

Included posters, social media, University website, emails to faculty/students, & class visits.

Staffing:

Each day 2 staff made popcorn, welcomed attendees & ensured videos played smoothly.

Celebrating Open Access:

- Prior to each film, a 2-3 minute long video "trailer" about OA was shown (e.g., *Open Access 101* from SPARC <https://vimeo.com/6973160>), & staff promoted the Directory of Open Access Journals (www.doaj.org) & the Internet Archive (www.archive.org).
- Popcorn bags featured a link to the DOAJ & staff wore OA buttons (from www.zazzle.com).

Recommendations and Future Plans...

Recommendations:

- To ensure attendance:
 - Keep it short (20-30 minutes) & sweet (free snacks!)
 - Partner with student associations, film studies departments, etc.
 - Choose genres that draw interest. Horror, animation, mashups, documentaries... Options on the Internet Archive (www.archive.org) are endless.
- Clearly explain the relationship between OA & the public domain (e.g., both include publicly & legally available online works not bound by restrictive copyright or licensing barriers).

OA Week 2014:

The MacEwan community can expect early morning cartoons...