

#### **4C—REDEFINING ROLES: ACADEMIC LIBRARIANSHIP IN TRANSITION #3**

##### *Understanding Faculty Ambivalence to Alternative Scholarly Publishing*

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This paper draws on scholarship in organizational behaviour to examine faculty ambivalence to “alternative” (open access, informal, or multimodal publishing) scholarly communications using Michael Stratton’s event-emotion-behaviour model of emotional ambivalence. In so doing, it situates scholars’ ambivalence to alternative publishing as an affective reaction to the changing contexts of the modern neoliberal university—including its increasing demands and technological imperatives. Ultimately, this paper will provide a framework for empirical studies in the area, and provide practicing librarians with strategies for overcoming ambivalence to alternative publishing initiatives that go beyond service-based solutions.