



## Dispatch - Summer 2014

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WADSWORTH

Harvard Office for Scholarly Communication

## DISPATCH

Summer 2014

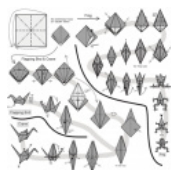
DASH PASSES THREE MILLION  
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In mid-April 2014, Harvard's open-access repository DASH (Digital Access to Scholarship at Harvard) saw its three-millionth download since its inception in 2009. DASH is on a record-setting pace for 2014 with a projected 2.2 million downloads this year. With nearly 20,000 works, DASH opens Harvard scholarship to the world - its content is available to scholars anytime, anywhere.

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FEATURED WORK: *THE IKEA EFFECT*

Many people, drawn in by attractive displays and subtle lighting, are swayed to purchase home goods from IKEA, only to become frustrated by the assembly process. But what if the assembly process causes us to value and find greater satisfaction in the final product? This question, and broader questions surrounding the psychology of investment, forms one pillar of scholarship by Michael I. Norton, Associate Professor of Business Administration at the Harvard Business School. In his article "The IKEA Effect: When Labor Leads to Love," Norton, along with Daniel Mochon and Dan Ariely, discusses how self-created products can lead consumers to greater feelings of competence and value. In one experiment reported in the article, participants were asked to value (in the form of a monetary bid) an origami creature of their own making and one made by an expert. Creators were willing to bid much higher for their own creation over the arguably better product. Professor Norton's other work focuses on social norms regarding people's behaviors and attitudes; over 20 articles by Professor Norton are available in DASH.

KYLE COURTNEY LAUNCHES  
COPYRIGHT FIRST RESPONDERS  
PROGRAM IN THE HARVARD  
LIBRARY

Kyle Courtney, Copyright Advisor for the OSC, has launched an initiative within the Harvard Library to assist with copyright questions and issues. The mission of this service is to establish a culture of shared understanding of copyright among Harvard faculty, students, and staff in support of pedagogy, research, and innovation. Liaisons, comprised of Harvard librarians, form the front line in providing assistance to the community. For more information, see: <https://osc.hul.harvard.edu/copyright/first-responders>.

*"I am phd student in Iran, and I am doing my thesis on creativity, but because of the sanctions against Iran, we do not have access to many references, but I need many of them. having open access to this cite was a gift."*

Feedback from DASH patron,  
received June 4, 2014

1100 downloads in  
May 2014



Iran designed by Ted Grajeda from the Noun Project

The Office for Scholarly Communication (OSC) spearheads campus-wide initiatives to open, share, and preserve scholarship. With support from OSC, open-access policies are now in place at eight Harvard University schools. OSC also runs supporting programs, such as DASH, Library Lab, and the HOPE Fund.

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