1. Choosing a journal

When I started thinking about where I would actually send my article, I approached by first asking who I wanted to reach. My research combines behavioural economics, data modelling, and digital consumer behaviour, so I needed a journal that either published those researches or had audiences that were interested in it. Using Scopus and Web of Science, just like the lecture recommended for topic based searching, I looked at where similar studies were published. I found journals such as "Computers in Human Behavior", "Journal of Consumer Behaviour", and "Journal of Behavioral and Experimental Economics". Then I read the aims and scope pages carefully. I think this step matters more than people realise since it tell you what exactly the journals publish. For example, journals like Computers in Human Behavior and Journal of Consumer Behaviour publish work that combines behavioural theory with data driven analysis, which fits exactly the kind of mixed approach my research uses. After that, I went through the reliability criteria. Seeing if they have a strong editorial board, clear scope, indexing in Scopus, COPE membership, or transparent author guidelines. I also checked their visibility metrics like impact factor and CiteScore.

Lastly, I checked funder requirements and open access options. Many funders expect articles to be openly available, and University of Oulu has FinELib agreements that can reduce or remove APCs depending on the journal. Since I want my work to be accessible and reused, I chose a journal that allows gold or hybrid open access, and that supports self archiving if needed, which is Computers in human behavior journal.

2. How open access benefits me

Open access changes the trajectory of a publication. Instead of becoming something that only a small number of people can read, it becomes something that anyone in the world can access without barriers. Not only that, open access articles tend to be cited more often. However, for me the more important idea is that the research actually reaches the people who might use it. In my field, that includes researchers, policy makers, industry practitioners, and even player communities who shape the environments I study.

Also, open access aligns with the way I see responsible science. If the point of my work is to improve understanding of certain things, then hiding the results behind a paywall will limit who can access it and who benefits from it.Open access gives the work a wider life and allows others to validate it, critique it, or build on it. In the long run, that will help me to grow as a researcher and increase the value of what I produce.