Webinar:
New Developments in Open Access Monographs

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OA Monographs – a very short intro

• Starting in 2007/2008: Exploring the possibilities and feasibility of open access monograph publishing in the humanities and social sciences (HSS)
• Developed archiving and discovery services 2008-2012: e.g. OAPEN.org and Directory of Open Access Books
• Pilots: OAPEN.nl, OAPEN.uk, OAPEN.ch
• Emerging new funding models for open access books: e.g. Knowledge Unlatched, OpenEditions freemium, etc.
• By 2017: over 240 publishers (DOAB) experimenting with OA monographs
New Developments in Open Access Monographs

OA Monographs – on the rise...

• Yes, but...
  • The field of OA monographs is still in its early evolution;
  • OA policies for monographs are rare, or unknown;
  • Lack of funding options;
  • Business models in an experimental phase...
  • Data about usage and metrics are not substantial

• One thing for sure...
  • More information and data is needed to accelerate developments in the next few years.
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Three presentations

1) October 2017:

‘Landscape study on Open Access and Monographs.’ commissioned by the Knowledge Exchange Group.

Presented by Eelco Ferwerda, director of OAPEN.

Twitter handle: @eferwerda
Three presentations

2) Fall 2017:

‘Who reads this stuff, anyway?’

Presented by Lucy Montgomery, research Director of Knowledge Unlatched Research

Twitter handle: @LucyMontgomery_
Three presentations

3) November 2017:

‘The OA effect: How does open access affect the usage of scholarly books?’ Springer Nature report.

Presented by Christina Emery, marketing manager for open access books at Springer Nature

Twitter handle: @_ChristinaEmery
Landscape Study on Open Access and Monographs

Policies, Funding and Publishing in Eight European Countries

Conducted by Eelco Ferwerda, Frances Pinter, Niels Stern

Presented by Eelco Ferwerda
Director
OAPEN Foundation
Eight country studies

Austria
Denmark
Finland
France
Germany
Netherlands
Norway
United Kingdom
Structure of the report

Part One
• Methodology
• The landscape overview
• Recommendations to Knowledge Exchange

Part Two
• Country studies

Part Three
• Notable initiatives and projects
• Information gaps
• Stakeholder recommendations

Part Four (appendices)
• Literature review
• Article on BPCs
• Article on assessing the impact of OA books
• List of interviewees and acronyms
• Acknowledgements and questionnaires
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OA books in the eight countries

- Austria, 284
- Denmark, 74
- Finland, 212
- France, 1069
- Germany, 1094
- Great Britain, 594
- Netherlands, 525
- Norway, 33

(February 2017)
Key findings
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Key findings: diversity

• Size: population, language area, market
• Strength of academic book publishing sector
• Book publishing practises, support for book publishing
• Approach to OA, policies to support OA
+ within countries:
• Large conventional publishers - New entrants
• Commercial publishers - University presses
• New university presses - Academic led presses
Quick benchmarking exercise

Looking at the 8 countries

State of OA for books
Three perspectives:
  Policies
  Funding
  Publishing
Benchmarking: policies

Austria
Denmark
Finland
France
Germany
Netherlands
Norway
United Kingdom
Benchmarking: funding

- Austria
- Denmark
- Finland
- France
- Germany
- Netherlands
- Norway
- United Kingdom
Benchmarking: publishing

Austria
Denmark
Finland
France
Germany
Netherlands
Norway
United Kingdom
Some conclusions

• Different markets lead to different approaches to OA
• No single model will fit all: we need a variety of models
• There is substantial funding available which might be used to fund OA books, but the challenge is re-routing existing funds
• Libraries have a major role in the transition to OA books
And: there is still a lot to do

- Discoverability
- Funding sources
- OA mandates for monographs
- Making authors aware of the benefits
- Cost modelling
- Transparency
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Thank you

Eelco Ferwerda  e.ferwerda@oapen.org

www.oapen.org - @oapenbooks

www.doabooks.org - @doabooks
Who Reads This Stuff Anyway?
The Challenges and Opportunities of Usage Data for OA Monograph Publishers

Lucy Montgomery
This Presentation

- Two recent studies on OA monograph usage data
  - Exploring the Uses of OA Books via the JSTOR Platform
  - Getting the Best Out of Usage Data for Small OA Monograph Presses
New Developments in Open Access Monographs

- Commissioned and funded by four University Presses: UCL, Michigan, Cornell and California
- Based on data made available by JSTOR
- Data analysis in collaboration with the Centre for Culture and Technology at Curtin
- Download the full report: www.kuresearch.org/news7.htm
The Data

- Data collected by JSTOR between August 2015 and August 2017
- Questionnaire and publisher interviews

<table>
<thead>
<tr>
<th>Publisher</th>
<th>oa</th>
<th>purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornell University Press</td>
<td>20</td>
<td>677</td>
</tr>
<tr>
<td>UCL Press</td>
<td>43</td>
<td>NA</td>
</tr>
<tr>
<td>University of California Press</td>
<td>29</td>
<td>1362</td>
</tr>
<tr>
<td>University of Michigan Press</td>
<td>21</td>
<td>390</td>
</tr>
</tbody>
</table>

*Table 4 – Books by publisher and license type*
Are OA books used more frequently than non-OA books?
Where do readers come from?

Top 10 referrers by session – OA Books
Where do readers come from?

Top 10 referrers by session and publisher – OA Books
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How are people using books on the JSTOR site?

More than 90% of readers download just one or two chapters per session
Where in the world are readers?

October 2016 - July 2017

- United States: 42.6%
- Unknown: 7%
- United Kingdom: 6.8%
- Canada: 4%
- India: 3.9%
- Germany: 2.4%
- China: 2.1%
- Philippines: 2%
- Indonesia: 1.7%
- Pakistan: 1.6%
- Australia: 1.6%
- Turkey: 1.2%
- Italy: 0.9%
- Russian Federation: 0.9%
- France: 0.9%
- Malaysia: 0.8%
- Netherlands: 0.7%
- South Africa: 0.7%
- Mexico: 0.7%
- Greece: 0.7%

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OA events corrected for academic population size

- Philippines
- Uzbekistan
- Bosnia and Herzegovina
- Brunei Darussalam
- Bahamas
- Iraq
- Slovenia
- Indonesia
- Fiji
- Malaysia
- Papua New Guinea
- Canada
- Kyrgyzstan
- Kiribati
- Netherlands
- Lebanon
- Georgia
- Afghanistan
- South Africa
- Algeria

Total chapter views + downloads per institution
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OA events corrected for academic population size

- Cornell University Press
  - Georgia
  - Philippines
  - Lithuania
  - Guadeloupe
  - Indonesia
  - Slovenia
  - Cuba
  - Puerto Rico
  - Portugal
  - United Kingdom

- UCL Press
  - Philippines
  - Uzbekistan
  - Brunei Darussalam
  - Fiji
  - Bosnia and Herzegovina
  - Bahamas
  - Malaysia
  - Slovenia
  - Iraq
  - Netherlands

- University of California Press
  - Philippines
  - Indonesia
  - Fiji
  - Uzbekistan
  - Afghanistan
  - Honduras
  - Kyrgyzstan
  - Malaysia
  - Iran Islamic Republic Of
  - Bahamas

- University of Michigan Press
  - Iraq
  - Philippines
  - Serbia
  - Fiji
  - Bosnia and Herzegovina
  - Indonesia
  - Uzbekistan
  - Slovenia
  - Kiribati
  - Guatemala

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Take Home Messages

• Platforms like JSTOR are a powerful mechanism for the visibility, discoverability and use of OA books.
• A relatively high proportion of readers in the global south are making use of OA monographs.
• Rich data about the uses of OA books is a valuable strategic resource for publishers.
Getting the best out of usage data For Small OA Presses
The Project

• A collaboration: UCL Press, Knowledge Unlatched Research and the Centre for Culture and Technology at Curtin University
• A real-world case study of UCL Press
• Goal: Identify practical steps that can be taken by small OA monograph publishers to make the most of usage data available to them
• Available for download: http://dx.doi.org/10.17613/M6H49K
Key Findings

- OA monograph publishers have access to data capable of providing useful strategic information
  - How is this book doing?
  - Which promotion strategies are effective?
  - What role is social media playing in increasing audience?
  - Is the press delivering on its mission and goals?
Practical Challenges

• Resource constraints
• In-house technical expertise
Steps That Presses Can Take

• Providing guidance to staff and authors on best practice in social media promotion
• Tagged links
• Engagement with OA monograph publishing community initiatives relating to usage data: OPERAS-D and HIRMEOS
• Exploring the possibilities of efficiencies of scale in relation to usage data analysis
Thank You

Questions or comments? lucy@kuresearch.org

Follow us on Twitter! @kuresearchorg
The OA effect: How does open access affect the usage of scholarly books?

Christina Emery, Marketing Manager
Open Access Books, Open Research
14 December 2017
OA books at Springer Nature

- Programme launched in 2012 (Springer), 2013 (Palgrave Macmillan)
- Wide range of subject areas accepted
- Monographs, edited collections, proceedings, short-form books, OA chapters
- CC BY default
- All e-versions made available OA
- Print on demand
- 400+ OA books published so far
So you’ve published your book open access...

...does it make a difference?
Measuring the effect of open access on books
Springer Nature’s research project

- Quantitative – benchmarking of OA book metrics against those of equivalent non-OA books
  - Usage
  - Citations
  - Online mentions

- Qualitative – author and funder interviews
  - Motivations
  - Experiences
  - Effect of OA on their books
Downloads

On average, there are just under 30,000 chapter downloads per OA book within the first year of publication. This is 7 times more than for the average non-OA book.

Average downloads over time per book

Citations

Citations are on average 50% higher for OA than non-OA books over a four-year period: an OA book is cited on average 12 times within the first four years of its life, and a non-OA book 8 times.

Average number of citations per book

Is there a relationship between downloads and citations?

No correlation was established between downloads and citations; however, a four-year time frame may not be long enough to determine this.

Online mentions
In the first three years after publication, OA books are mentioned an average of 30 times, ten times more than a non-OA book.

Average number of mentions per book

Motivations for publishing OA

Easy access to research worldwide, wider dissemination, and ethical reasons were commonly cited as reasons for choosing OA.

“it is really about bringing the content to people who shall be reading it.”

-- Postdoctoral Scholar in Management Science and Engineering, USA

“with open science, it helps that research results can be replicated, verified, falsified, and reused for scholarly as well as practical applications.”

-- Falk Reckling, PhD, Head of Department, Strategy – Policy, Evaluation, Analysis, Austrian Science Fund (FWF)

“My motivation was political, if it is publicly-funded research (which it is in my case), then I think the public has the right to access these results.”

--- Philosophy Professor, Germany

Source: Emery et al. Springer Nature. 2017. The OA effect: How does open access affect the usage of scholarly books?
Experiences of publishing OA
Authors and funders felt insufficiently informed about its effects and were reluctant to attribute high downloads solely to OA, but were still very positive

“We didn’t do any analysis on the numbers. [...] Asian Development Bank has not been tracking the numbers for OA vs. conventional publications.”

“...[An] author’s reputation comes into play [...] it is difficult to attribute the book’s popularity to OA alone.”

"I am more and more convinced that this [open access] is the way to publish in the future."

-- Shanti Jagannathan, Asian Development Bank

-- Postdoctoral Scholar in Management Science and Engineering, USA

-- Professor Thomas Elmqvist, Stockholm University

Source: Emery et al. Springer Nature. 2017. The OA effect: How does open access affect the usage of scholarly books?
So what have we learned...?
The data matches our expectations...

The OA effect

Open access books have **50% more citations** than non-OA books on average.

Open access books have **7x more downloads** than non-OA books on average.

Open access books have **10x more online mentions** than non-OA books on average.
...but we didn’t realise that authors and funders feel uninformed about the effects of open access

How can we do better?

- **Metrics across the industry** – collection, reporting, sharing and standardisation

- **Communication** – better support authors and funders in understanding the impact of OA books

- **Discovery routes** – collaboration with libraries and aggregators
What next…? Extending this analysis

Further research could…

• Repeat the same analysis over a longer period
• Assess causation between OA and a book’s performance
• Look at downloads from third-party hosting platforms (OAPEN, NCBI Bookshelf, Amazon Kindle, Google Books…)
• Analyse geolocation of usage and referral routes
• Compare citations and online mentions by subject area
• Explore other ways of measuring impact…
Download the full report
http://www.springernature.com/the-oa-effect

Also includes:
- Comparison of downloads by subject
- Discussion and recommendations
- Full methodology and definitions
- Links to related reports
The story behind the image

Alan Turing (1867–1934)

The scope of the achievements of Alan Turing, computer pioneer, wartime code-breaker and polymath, cannot be overstated. Renowned as the man who broke the Enigma code, Turing is also considered the father of computer science and artificial intelligence. His legacy is represented here with a visualisation of a “Turing Machine”, a hypothetical device he devised to represent the logic of a computer. The binary code depicted translates to one of Turing’s memorable quotes: Science is a differential equation. Religion is a boundary condition.

Thank you

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Questions about our OA books programme:
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Find out more:
https://www.springernature.com/oabooks
Questions?