More readers in more places

Global usage patterns for OA books
The brief

- Develop a mean of retrospectively comparing usage for open access and non-open access books
- Develop and enrich the evidence base for the effects of open access
- Examine the geographic diversity of usage, and any open access effect

- What can we say about who is reading books? Does open access help to reach a broader and more diverse audience geographically?
The methodology

- A retrospective cohort analysis (not a randomised control trial)
- Divided into categories by year of publication, type of book (brief, monograph, edited volume) and discipline cluster
- Randomly chose non-OA books with the same characteristics to build a matched constant ratio comparison set of the maximum possible size
- Usage by month since publication, divided into logged and ‘anonymous’ was geolocated to country and ‘city’ level
- Citations and web-visibility data were also collected
Summary of results
Open Access has an effect across all indicators...
...for every category of book, for every month
Usage is more geographically diverse
Title effects...
Title effects...are enhanced by Open Access
Conclusions
Open Access is associated with more usage

- OA books are more used, cited and have more web pages referring to them across all the categories of book we analysed
- That usage is more geographically diverse and there are substantial increases in usage across Africa and Latin America
- Books with a place name in their title have more usage in that place
- This effect is greater for open access books

- While we can’t completely rule out confounding effects the weight of evidence supports a robust open access effect
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