Poster: Building a Hosted Platform for Managing Monographic Source Materials and Born Digital Publications through Library/Press Collaboration

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http://hdl.handle.net/2027.42/111830
The Platform Components

- **Images**: Rich usage statistics are essential for driving acceptance of, and enthusiasm about, the publication of digital scholarship. We will provide quantitative and qualitative analytics to authors, publishers, and sponsors in several ways:
  - An analytic dashboard available within the platform that will display basic usage statistics collected via the Google Analytics API, including visits, pages, pages per visit, bouncing rate, average time on site, % of new visits, top pages, top referrals, and top search terms.
  - A monthly report sent via email showing the basic usage statistics available in the dashboard.
  - Access to the underlying Google Analytics account (separate interactive views for each Press) which makes available the full range of metrics Google Analytics collects, including data on technology used (downstream, operating systems, mediators), traffic channels (search, referrals, direct, social media), behavior flow, and user locations (e.g., country, continent, state).
  - Admin tools will allow us to provide additional insights into the wider impact of these research publications to authors, publishers, and sponsors by linking social media mentions, reports in news outlets, and other conversations about the work happening on the open web.

- **Video/Audio**: built on the Avalon Hydra head from Northwestern and Indiana, for support of time-based media. Both the images and Video/Audio heads will provide embeddable players for viewing and interaction from within the context of the assembled content.

- **Anchors**: links that implement a number of functions specifically to managing and providing access to born digital materials.
  - Content meta-data and repurposing through different channels (e.g., via the Union digital learning platform).
  - A specific form of use tracking that meets requirements for learning analytics, from Publishing Workflow.

- **Business**: provides access to content, potentially behind a paywall, as well as setting granular permissions, allowing a mix of public and accessible items with items restricted to individual or institutional scopes.

- **Branding & Templating**: a monthly report sent via email showing the basic usage statistics collected via the Google Analytics API, including visits, pages, pages per visit, bouncing rate, average time on site, % of new visits, top pages, top referrals, and top search terms.

**U of M Library's Developing Hydra/Fedora Infrastructure**

**The The Platform Projects**

- **Indiana University Press**: Sustaining Place through Music: Performance as Environmental Activism, by Ulrike Flexer, University of Minnesota. This book explores the vibrant eco-cultural history and contemporary community of Cassadaga (the bewitched mountaintop on the coast of Washington and British Columbia) in order to understand how environmental music reimagines a more sustainable conception of place.

- **University of Michigan Press**: A 400-Year-Republic House from Gala!, edited by Norman Neuzil, University of St. Thomas, and Norman Sims, University of Massachusetts. The Gala! Project is a major archival excavation focused on a primarily African site near Rome in central Italy, conducted under the aegis of the University of Michigan.

- **Northwestern University Press**: The Director’s Room: E. T. A. Hoffmann and Russian Modernist Directors, by Davia Passer. Northwestern University. Passer’s book examines the creative work of four of Russia’s most significant avant-garde directors (Theodore Komisarjevsky, Vsevelod Meyerhold, Alexander Tairov, and Sergei Eisenstein) in the context of their fascination with German Romantic writer E. T. A. Hoffmann (1776–1822). From 1910 to 1922, when Hoffmann inspired a frenzy of activity that has been referred to as a “hut” of Hoffmann-scientists, these avant-garde directors transported literary techniques from Hoffmann’s stories and novels to theatre and film, using them to refract, fragment, and otherwise artistically distort their world.

- **The Pennsylvania State University Press**: Nothing but Love in Gotti Welfare: Vol. 1: Black Sacred Music from the Civil War to the Civil Rights Movement, and Vol. 2: Black Gospel Music from the Civil Rights Movement to the Present, by Robert Darden, Baylor University. This publication chronicles the history and role of music in the African American experience and explores how songs and images in African American culture have challenged and overthrown slavery, subjugation, and suppression. From the Appalachian mountains and the singing choral tradition to the sacred songs that changed the landscape of labor and the cadences sung before dogs and water carriers in the Bahamas, sacred song has stood center stage in the African American drama.

- **The University of Minnesota Press**: Russian Modernist Directors, by Theodore Komisarjevsky, Vsevelod Meyerhold, Alexander Tairov, and Sergei Eisenstein. This is a scholarly history of the Russian modernist directors (Theodore Komisarjevsky, Vsevelod Meyerhold, Alexander Tairov, and Sergei Eisenstein) in the context of their fascination with German Romantic writer E. T. A. Hoffmann (1776–1822). From 1910 to 1922, when Hoffmann inspired a frenzy of activity that has been referred to as a “hut” of Hoffmann-scientists, these avant-garde directors transported literary techniques from Hoffmann’s stories and novels to theatre and film, using them to refract, fragment, and otherwise artistically distort their world.

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