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## Ebook discovery when you're sometimes doing 17 flavors of OA

Welzenbach, Rebecca

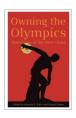
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# Ebook discovery when you're sometimes doing 17 flavors of OA

Rebecca Welzenbach Research Impact Librarian, University of Michigan Library Publishing Forum May 23, 2018



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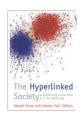
Monroe E. Price and Daniel Dayan, Editors

New Media World



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Clive Thompson, Editor
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The Hyperlinked Society:

Questioning
Connections in the

Digital Age

Joseph Turow and Lokman Tsui, Editors New Media World



This Gaming Life: Travels in Three Cities

Jim Rossignol



Wiki Writing:
Collaborative Learning in the College Classroom

Robert E. Cummings and Matt Barton, Editors



The Best of Technology Writing 2007

Steven Levy, Editor
Best of Technology Writing



The Best of Technology Writing 2006

Brendan I. Koerner, Editor Best of Technology Writing

- Our own platform only
- HTML only
- OA version "bolted on" to the print-for-sale workflow
- Separate workflows & discovery...by design (?)

ca. 2008











LEVER

PRESS











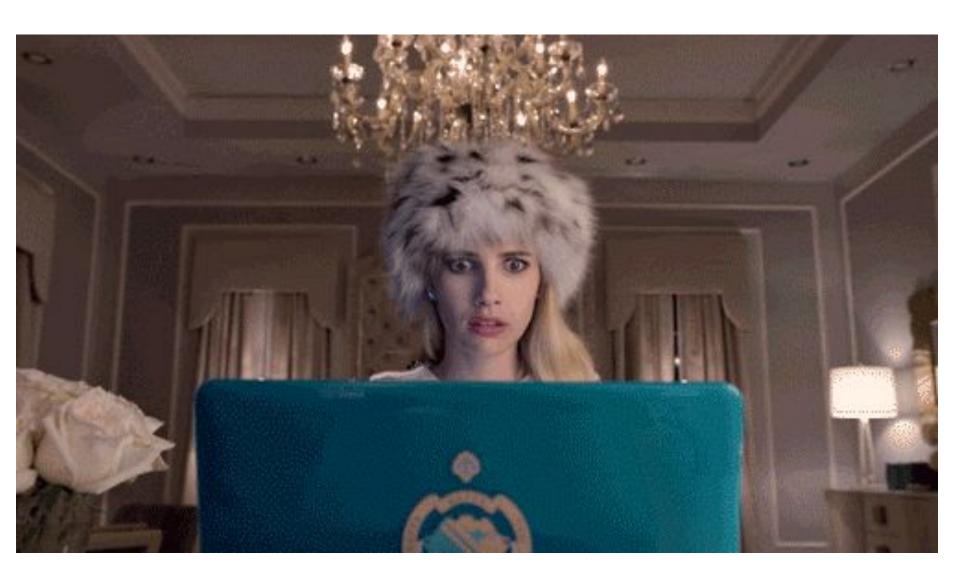


ca. 2018

- > 120 OA books (+ ~800 on HathiTrust)
- Various:
  - platforms
  - programs
  - formats
  - licenses
  - decision points

# Not every book we publish *will* be OA...

...but any book *could* be.













GOBI Library Solutions from EBSCO

 Do our OA books appear in all the same places that our for-sale books do?

#### Sometimes.

 If you found a copy for sale, would you be able to tell that a free version exists?

Maybe. Probably not.

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"There are a handful of metadata requirements that are specific to OA monographs. In particular:

- crediting funding bodies;
- providing a link to the OA licence;
- providing an 'open access statement' and flag."

Open Access monographs in ONIX for Books EDITEUR FAQ on Open Access in ONIX 2.1 and ONIX 3.0 1









How do people already find, access, and use the *open* versions of our books?

- Google
- Recommendations from/to friends
- Social media
- Mostly not library catalogs
- Scouting for future use
- They don't keep the files

Mapping the Free eBook Supply Chain: Final report to the Mellon Foundation

(http://hdl.handle.net/2027.42/137638)







facebook

Playing to those strengths--for *all* books:

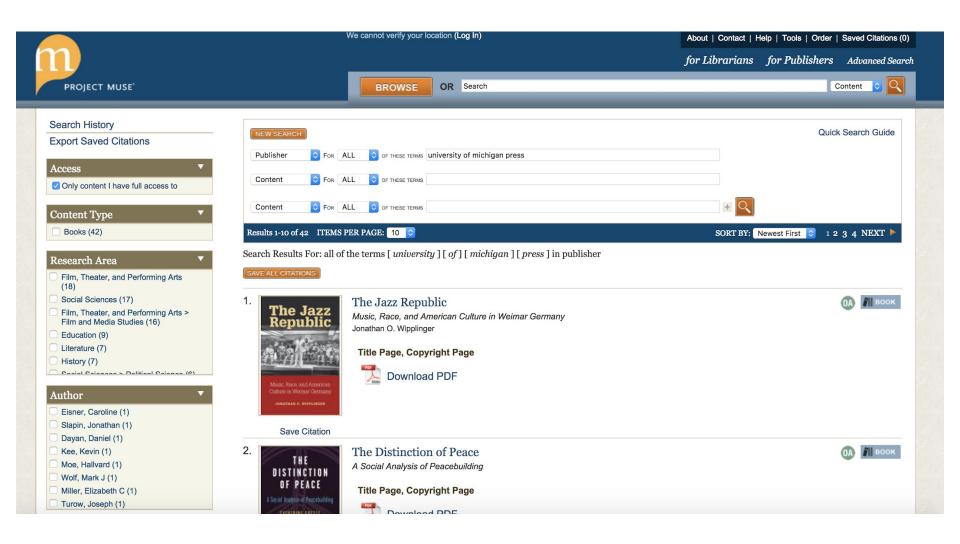
- DOIs for everything!
- Encourage sharing
- Ensure things behave predictably, stay the same
- Books need to appear where people already are

What we've learned can help us improve our practice & clean up messes...

...across *all* our books

Readers who know nothing about OA, and readers who know a lot about it, will probably either stumble on or seek out our OA books...

...it's the readers with specialized skills and in specialized spaces (ahem, trained academic researchers, libraries) that I worry about.



#### **Project Muse**



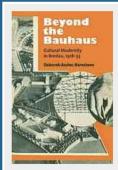
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Content Type:  Books (13)	SUBJECT: Art & Art History ★  Sort by: Newest   Show snippets  Export Selected Citations	~
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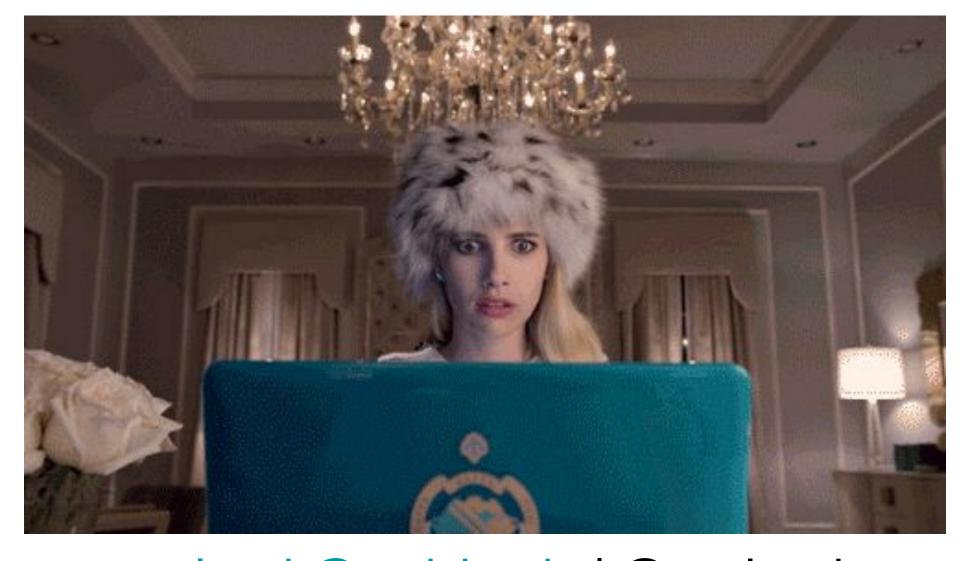
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