

OA Monographs: Promise or Bust?



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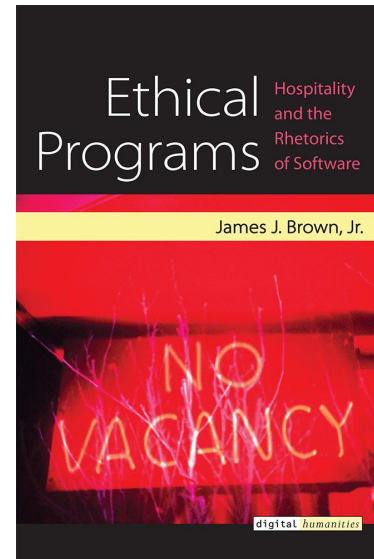


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Digital culture books

University of Michigan Press Imprint
55 books
(2006 -)



- HTML only on U-M hosted platform
- CC-BY-NC-ND
- OA version prepared when book goes to print



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What has changed in the last four years?



JSTOR

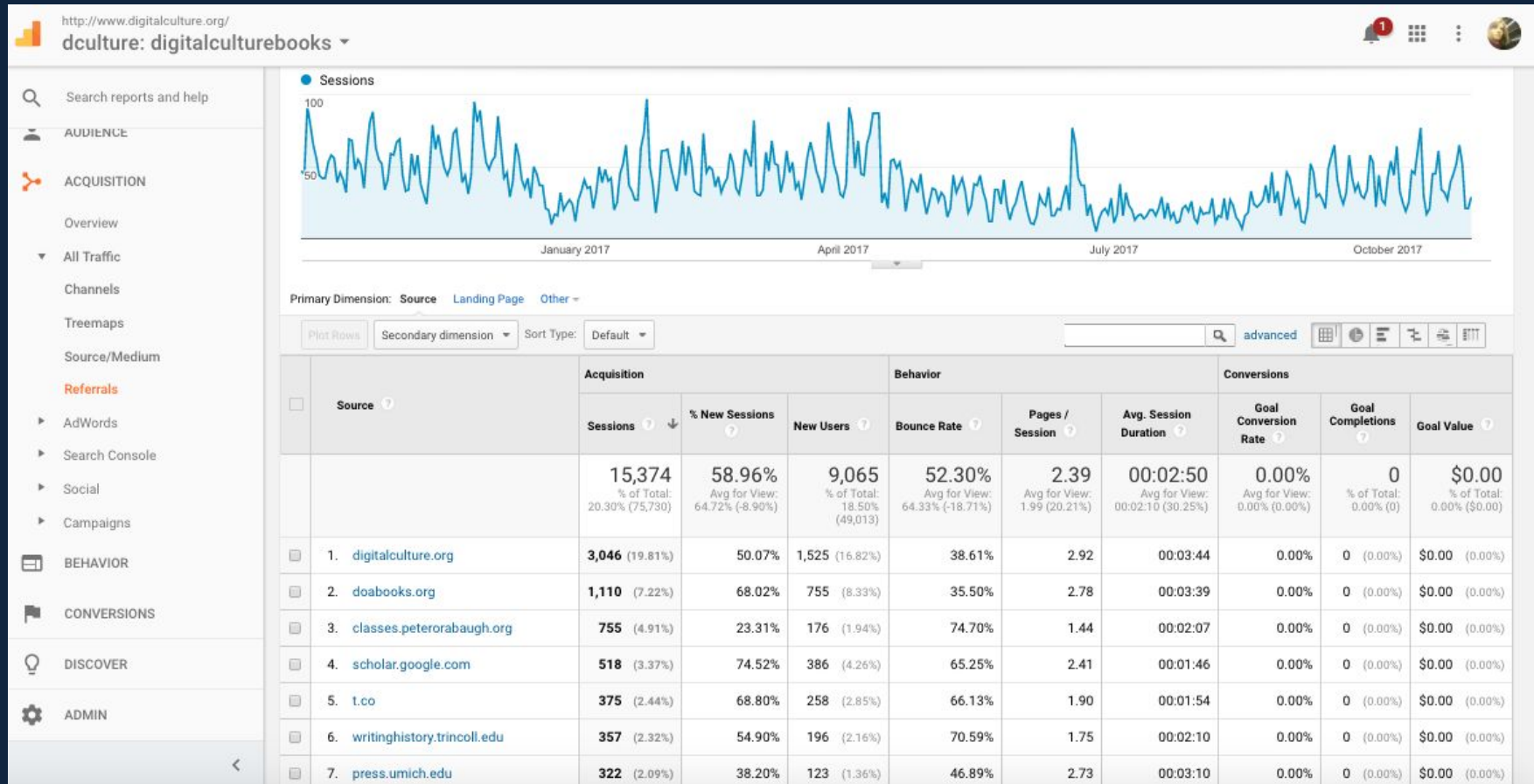
- Increased interest in OA (and outcomes) from authors, funding agencies, governments, institutions
- Cross-institutional, programmatic opportunities to participate in OA at scale
- Proliferation of platforms--more ways to distribute and discover OA monographs



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Understanding usage: Google Analytics

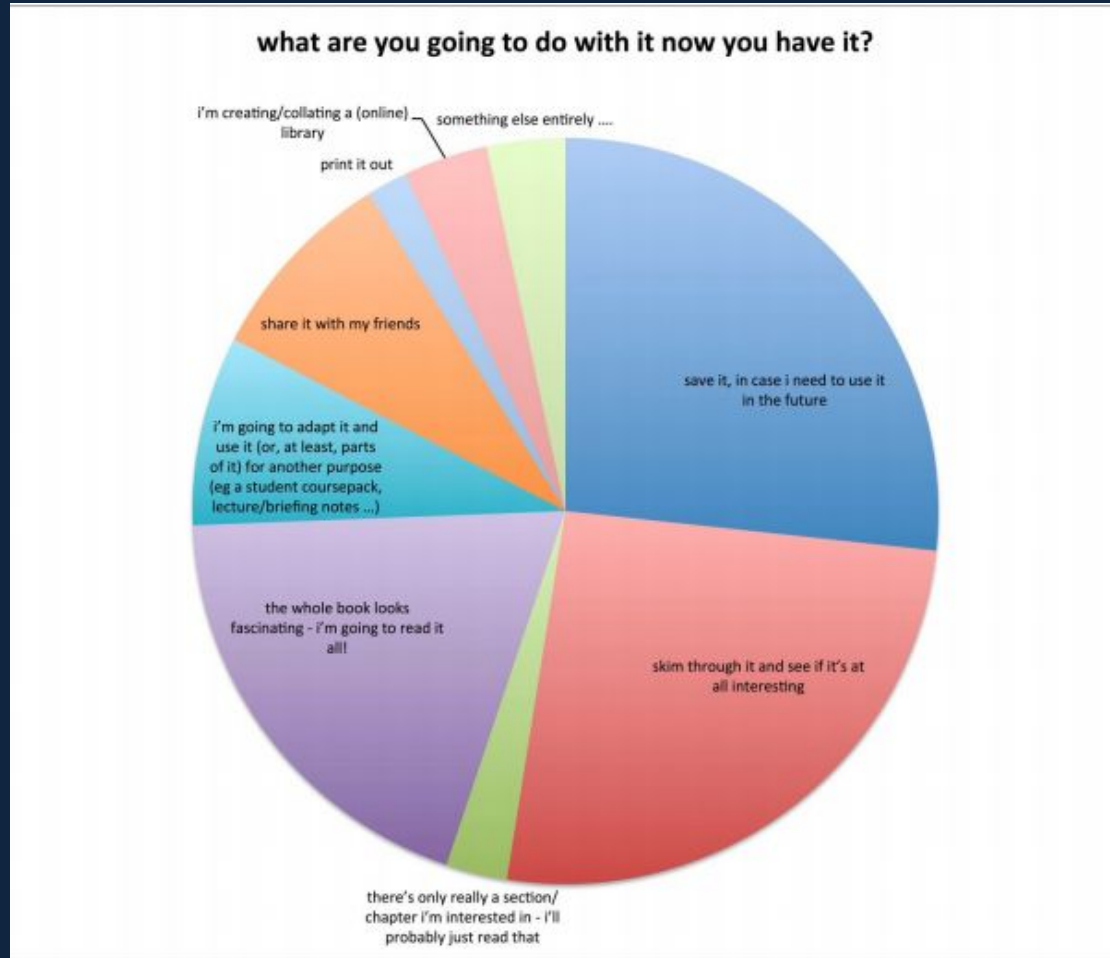


Understanding usage: OAPEN/Knowledge Unlatched/Counter

COUNTER Book Report 1b (BR1b) - Number of Successful Title Requests by Month and Title								
Report created by the OAPEN Foundation, 22-10-2017								
ISBN	Title	Total	Oct. 2016	Nov. 2016	Dec. 2016	Jan. 2017	Feb. 2017	Mar. 2017
ISBN 9780472073146	Alienation Effects	871	78	104	111	52	83	78
ISBN 9780472029594	Passionate Amateurs - Theatre, Communism and Love	724	61	91	87	84	46	77
ISBN 9780472119905	Beyond the Bauhaus	698	94	61	69	39	44	71
ISBN 9780472119097	Law, Liberty, And The Pursuit Of Terrorism	651	81	54	48	63	55	68
ISBN 9780472130313	China and the West : Music, Representation, and Reception	627	0	0	0	0	0	26
ISBN 9780472029525	Partisan Gerrymandering and the Construction of American Democracy	571	55	50	67	37	44	56
ISBN 9780472119738	Mixed-Member Electoral Systems in Constitutional Context	462	63	68	67	33	41	34
ISBN 9780472073023	Risk Criticism	437	29	37	33	23	40	55
ISBN 9780472900626	Imperfect Creatures	430	35	38	43	66	24	48
ISBN 9780472130177	Strange Science : Investigating the Limits of Knowledge in the Victorian Age	421	0	0	0	0	0	105
ISBN 9780472900602	Dream for Dead Bodies	419	33	44	53	64	49	35
ISBN 9780472119769	Refining Child Pornography Law	392	27	37	43	28	42	48
ISBN 9780472073405	The Jazz Republic : Music, Race, and American Culture in Weimar Germany	340	0	0	0	0	0	0
ISBN 9780472072941	Resonance of Unseen Things	300	27	24	16	30	21	34
ISBN 9780472121700	The Chatter of the Visible	282	33	15	24	30	30	34
ISBN 9780472073412	The Distinction of Peace : A Social Analysis of Peacebuilding	245	0	0	0	0	0	9
ISBN 9780472117833	Printing and Prophecy : Prognostication and Media Change 1450-1550	230	0	0	0	0	0	22
ISBN 9780472071715	Architecture and Modern Literature	227	0	0	0	0	0	7
ISBN 9780472119806	Spectacular Disappearances	194	22	19	14	16	26	26
ISBN 9780472118724	Early Start : Preschool Politics in the United States	128	0	0	0	0	0	10
ISBN 9780472117932	Veto Power : Institutional Design in the European Union	92	0	0	0	0	0	4



Understanding usage: Mapping the Free eBook Supply Chain



JSTOR OA Pilot

Fall 2016 -- 15 OA titles
Spring 2017 -- 21 OA titles

Initial observations:

- From the start: startlingly high usage of OA monographs on JSTOR--this platform gets LOTS of use
- Do other presses see the same thing?
- Can we crack the reporting problem together?



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Knowledge Unlatched Research Study

Lucy Montgomery, Neil Saunders,
Frances Pinter, Alkim Ozaygen

“Ensuring that JSTOR usage reporting reflects the needs of OA publishers is also an important goal of the project.”

(Montgomery et al., 6)



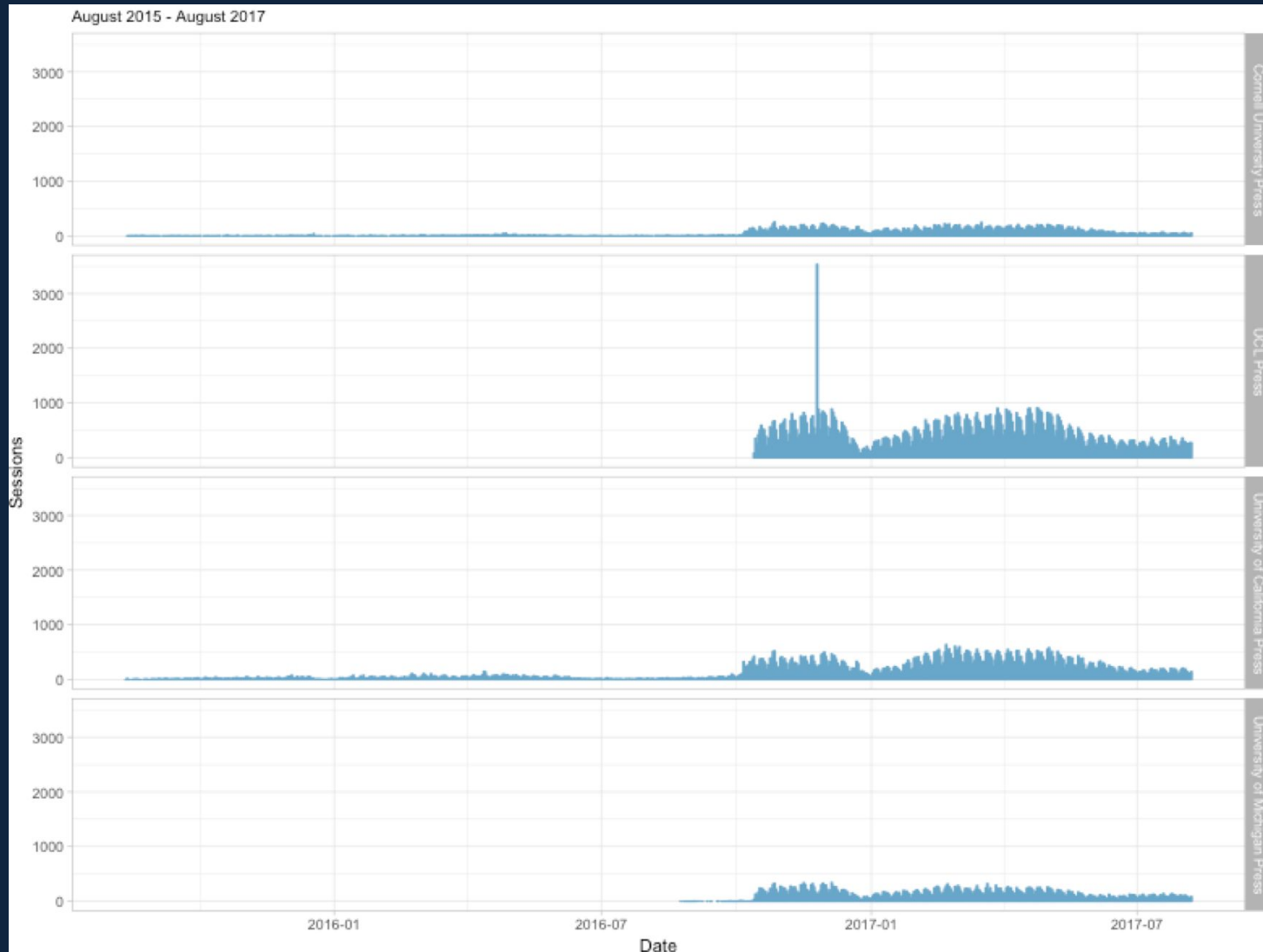
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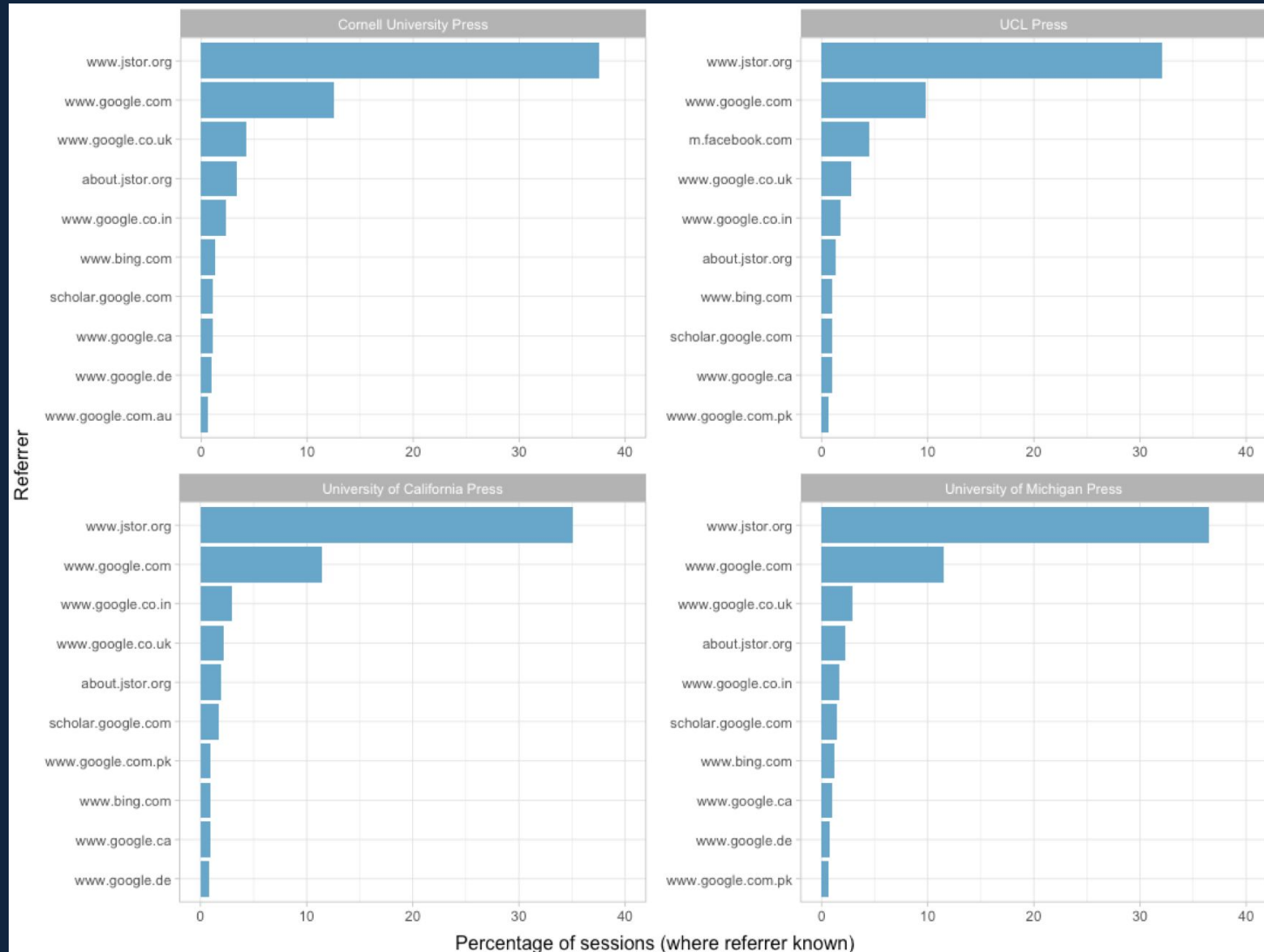
Are we asking the right questions to find out what difference OA makes?

- What percentage of usage comes from within JSTOR, vs. other sources?
 - Where do readers come from in the world, and can institutional affiliation also be traced?
 - What are the most popular subjects across the JSTOR platform?
 - Are the most popular books on the OA platform similar in subject matter to the subjects already popular in JSTOR?
 - What do readers do when they download, ie are they typically downloading just one chapter or multiple chapters?
 - Are stats for the four initial publishers similar?
 - Are there multiple downloads of the same content (eg. Chapter) from the same institution?
 - What is the readers' behaviour in terms of the proportion of who downloads chapters and the proportion who just view?
 - What can JSTOR data tell us about how long readers spend on each book that they view?
-

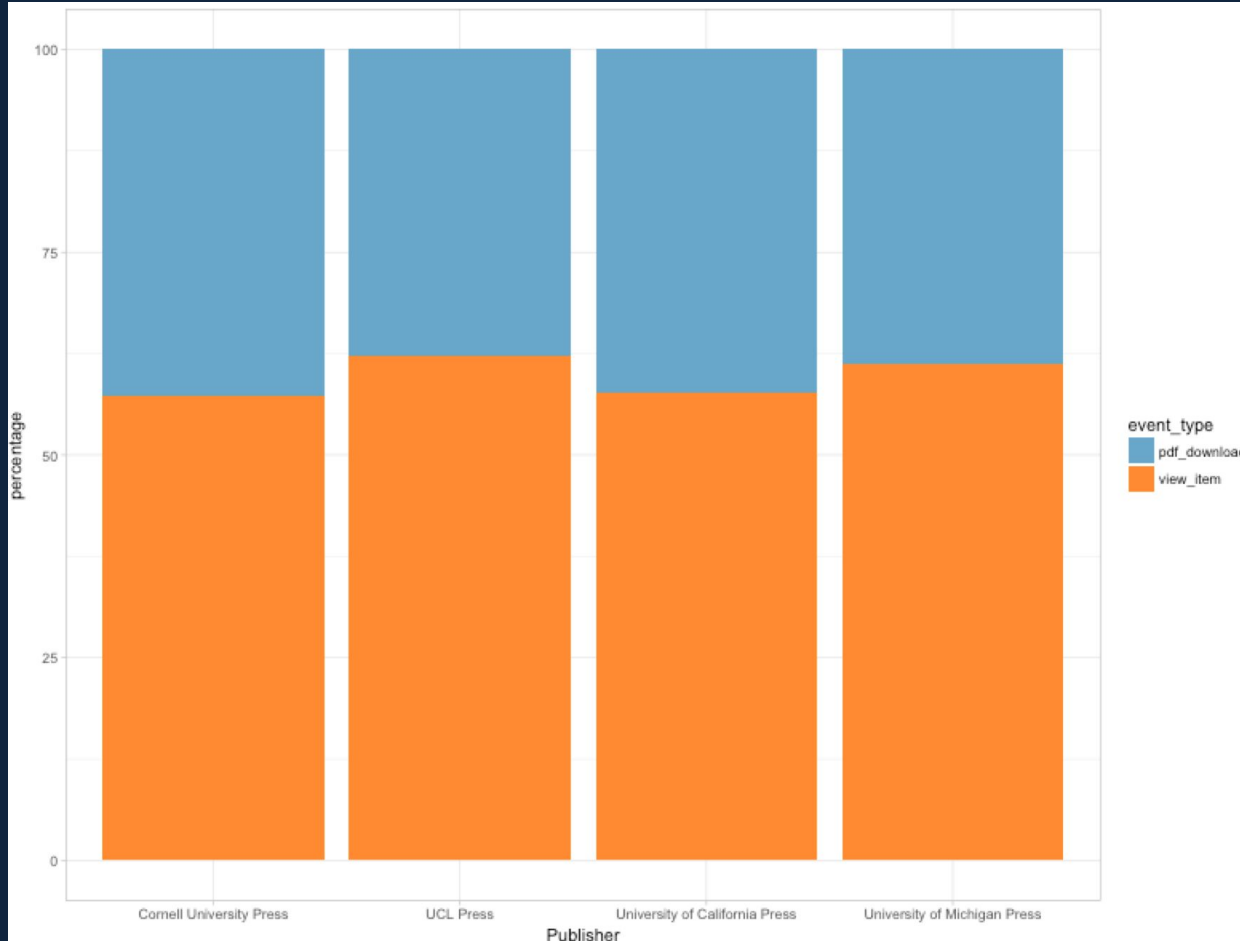
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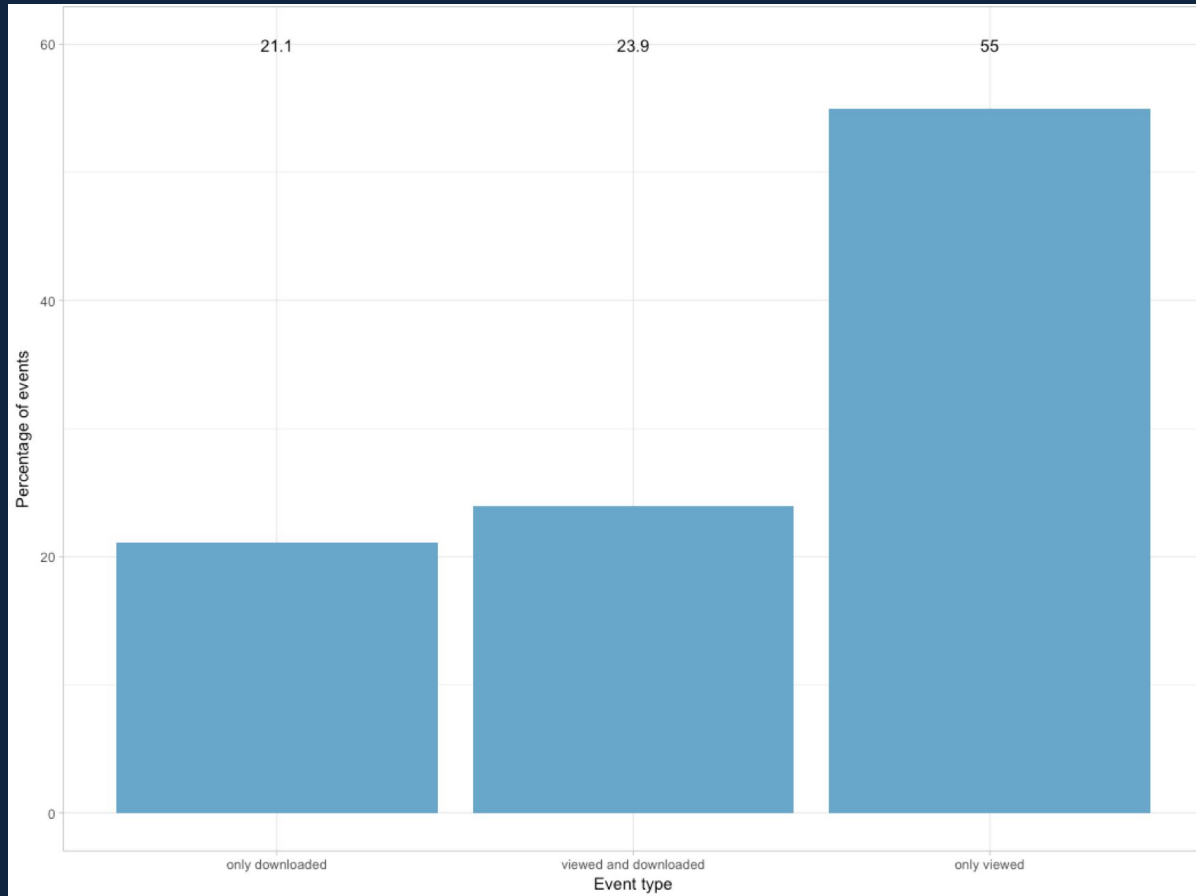
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What percentage of users download vs. view?



What percentage of users download vs. view?



Are the most popular books on the OA platform different in subject matter from the subjects already popular on JSTOR?



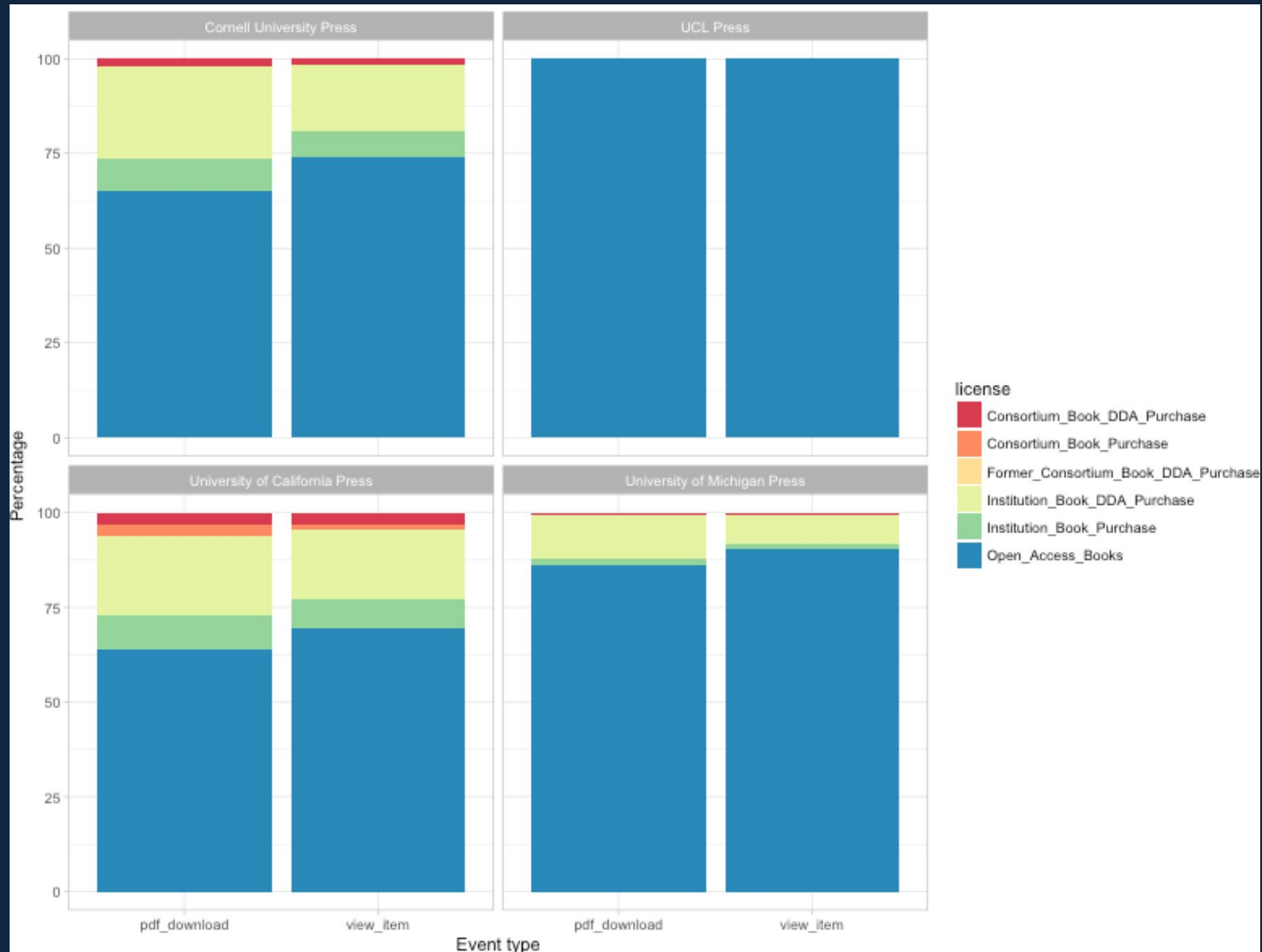
Non-OA



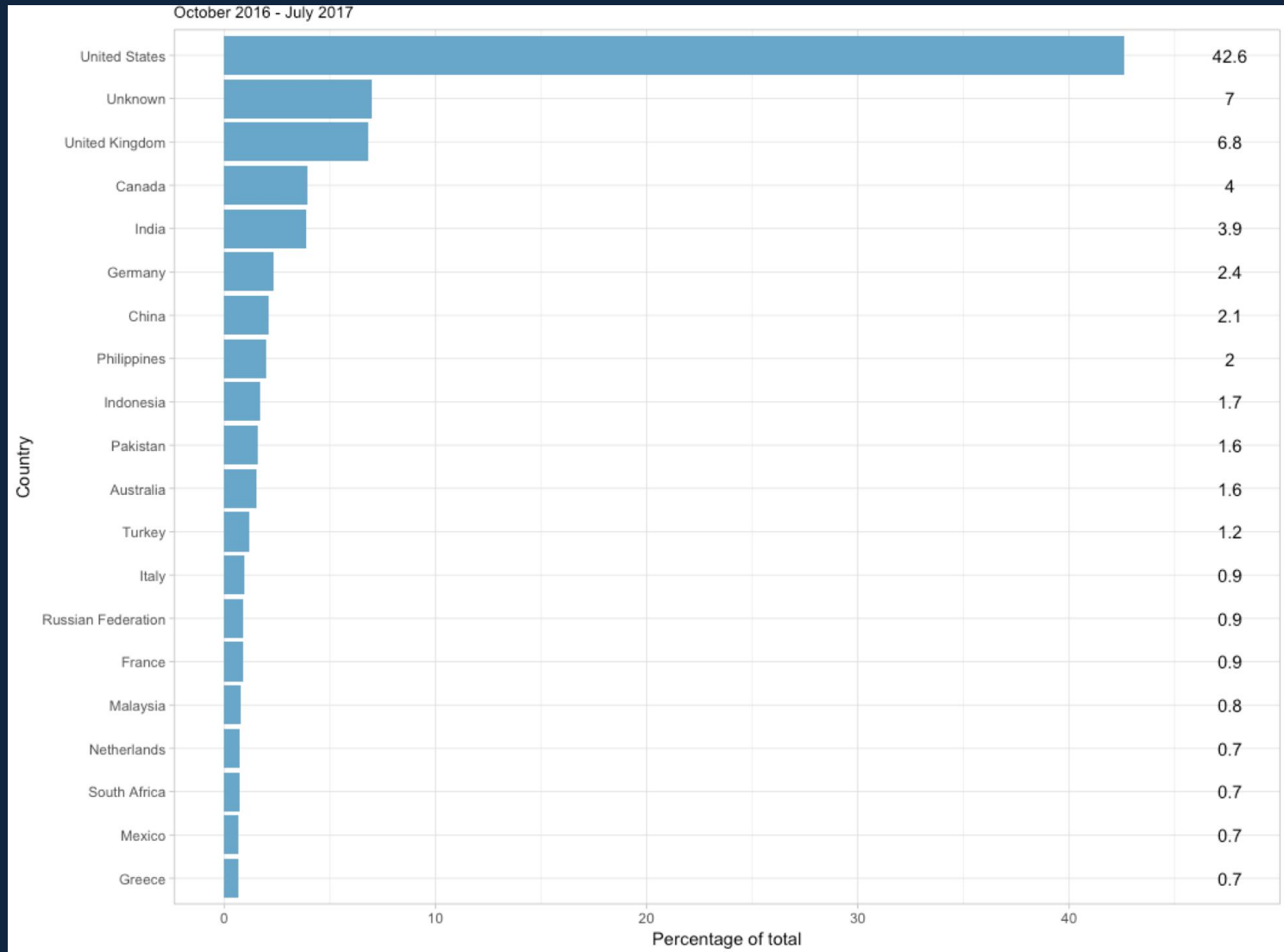
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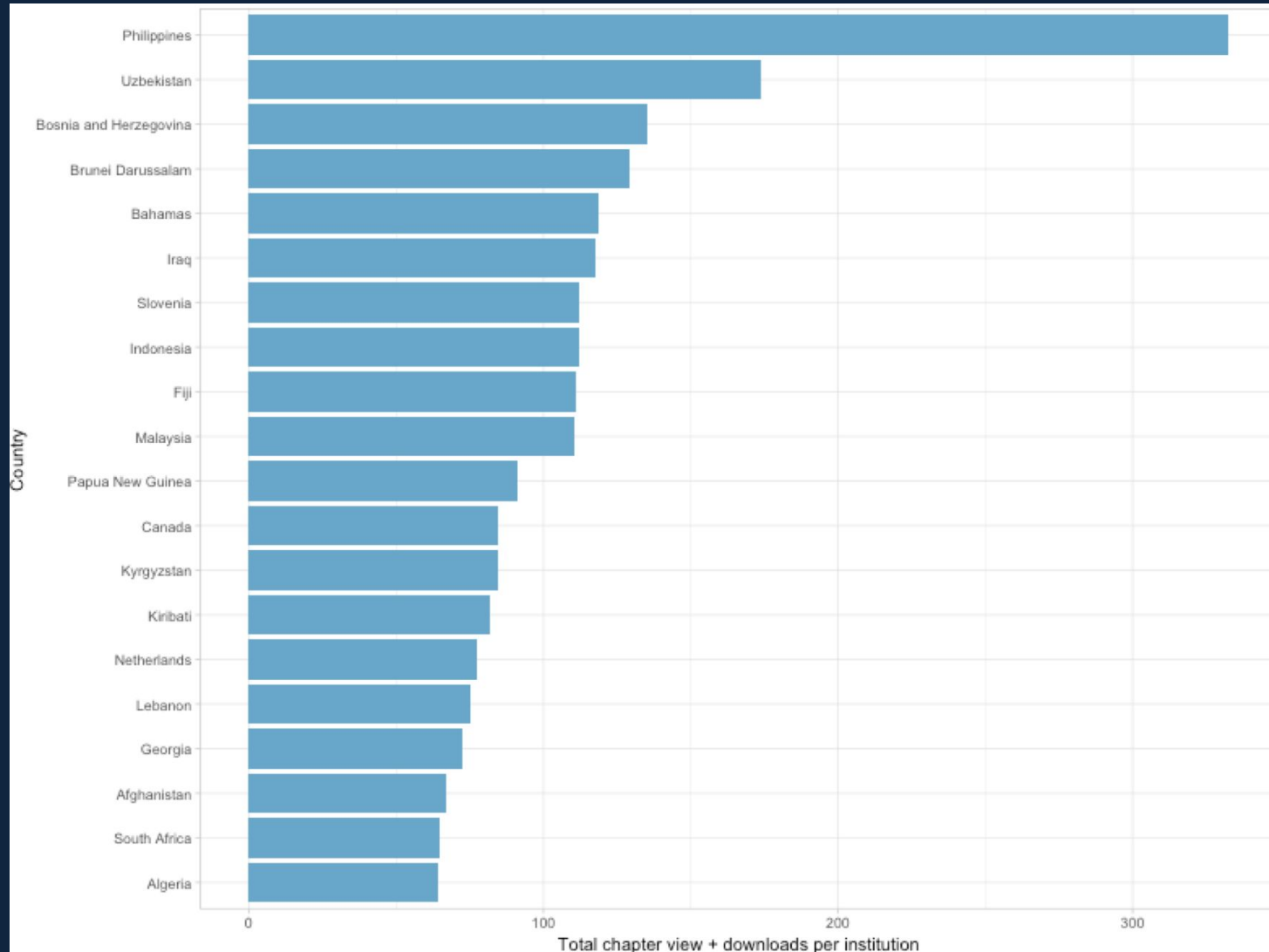
Are OA books used more frequently than non-OA books?



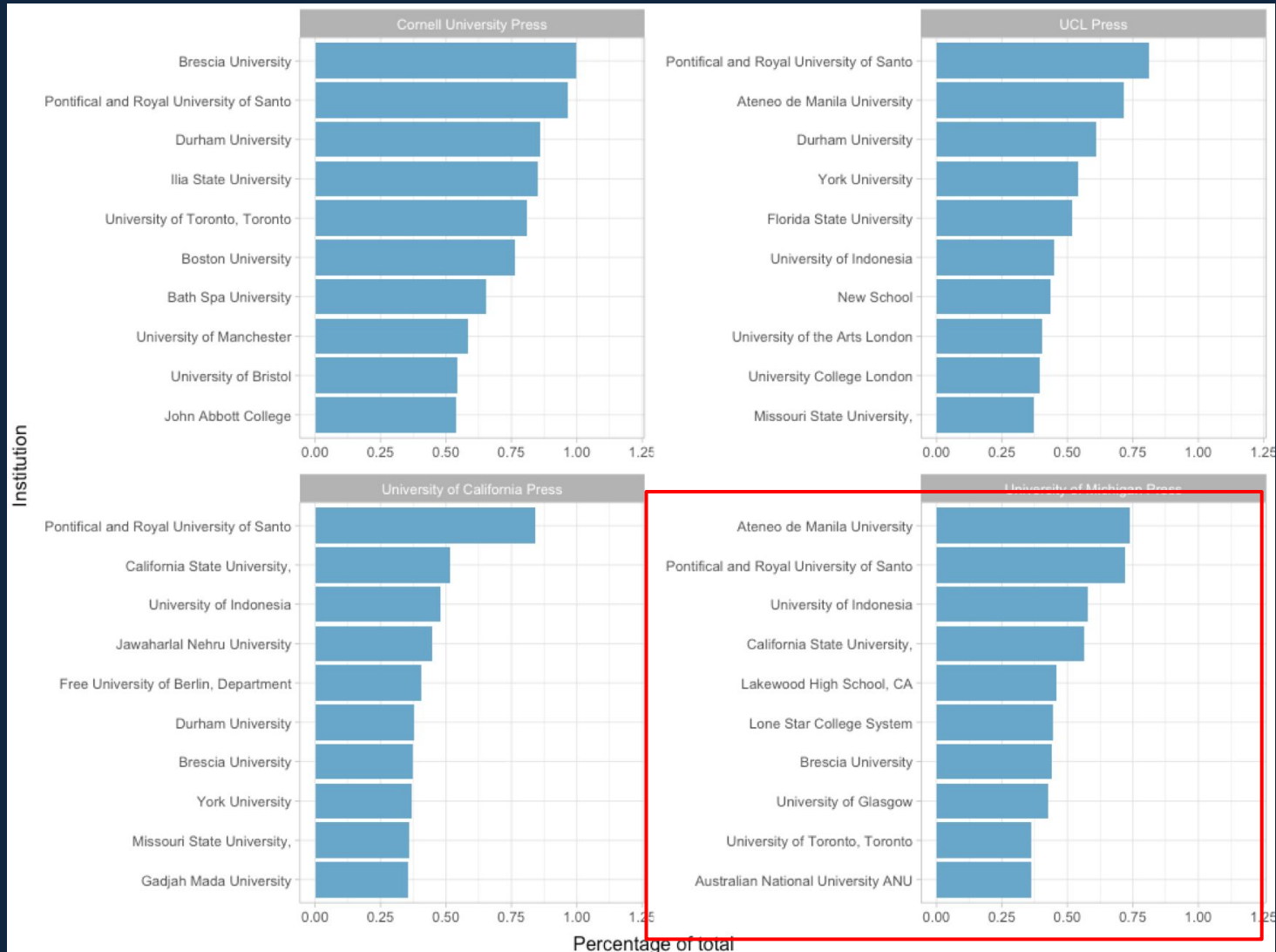
Where do readers come from in the world?



Where do readers come from in the world?



What types of readers use the books?



Are we asking the right questions to find out what difference OA makes?

- What percentage of usage comes from within JSTOR, vs. other sources?
 - Where do readers come from in the world, and can institutional affiliation also be traced?
 - ~~What are the most popular subjects across the JSTOR platform?~~
 - ~~Are the most popular books on the OA platform similar in subject matter to the subjects already popular in JSTOR?~~
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 - ~~Are stats for the four initial publishers similar?~~
 - Are there multiple downloads of the same content (eg. Chapter) from the same institution?
 - ~~What is the readers' behaviour in terms of the proportion of who downloads chapters and the proportion who just view?~~
 - What can JSTOR data tell us about how long readers spend on each book that they view?
 - **What about non-institutional usage?**
 - **When we measure usage around the world, are we taking into account the number of users/sites in that place?**
 - **Are users able to find OA books on the open web?**
-

What next?

Use what we've learned from this study to establish good practices for reporting usage of OA monographs that reveals the value of OA.

What next?

Publishers want usage reports that are:

- Comprehensive
- Consistent
- Customizable
- Communicable? (Better say....easy to share with different audiences)

...and show what difference OA makes.

Thank you!

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