Open Access Monographs: Promise or Bust

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OA Monographs: Promise or Bust?

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Director, Strategic Integration and Partnerships
Charleston Conference
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University of Michigan Press

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What has changed in the last four years?

- 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
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

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Understanding usage: Mapping the Free eBook Supply Chain
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?
“Ensuring that JSTOR usage reporting reflects the needs of OA publishers is also an important goal of the project.”

(Montgomery et al., 6)
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?
Are the stats for the four initial publishers similar?
Are the stats for the four initial publishers similar?
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?
Are OA books used more frequently than non-OA books?
Where do readers come from in the world?

![Bar chart showing the percentage of readers from different countries between October 2016 and July 2017. The United States has the highest percentage at 42.6%, followed by other countries such as the United Kingdom, Canada, and India.](image-url)
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?

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- 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.
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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