2017-11-09

Open Access Monographs: Promise or Bust

Welzenbach, Rebecca

http://hdl.handle.net/2027.42/148277
OA Monographs: Promise or Bust?

Rebecca Welzenbach
Director, Strategic Integration and Partnerships
Charleston Conference
November 9, 2017
Michigan Publishing

University of Michigan Press
In partnership with their authors and series editors, the Press publishes in a wide range of humanities and social science disciplines. With a rich history of publishing expertise, the Press leads in the development of digital scholarship and supports the dissemination of knowledge as widely and freely as possible.

Michigan Publishing Services
As experts in scholarly publishing, we provide a suite of publishing-related services to the University of Michigan to help increase the visibility, reach, and impact of scholarship.

Deep Blue
University of Michigan’s permanent, safe, and accessible service for representing our rich intellectual community. Its primary goal is to provide access to the work that makes Michigan a leader in research, teaching, and creativity.
Digitalculturebooks

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
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
### COUNTER Book Report 1b (BR1b) - Number of Successful Title Requests by Month and Title

Report created by the OAPEN Foundation, 22-10-2017

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ISBN 9780472073146</td>
<td>Alienation Effects</td>
<td>871</td>
<td>78</td>
<td>104</td>
<td>111</td>
<td>52</td>
<td>83</td>
<td>78</td>
</tr>
<tr>
<td>ISBN 9780472029594</td>
<td>Passionate Amateurs - Theatre, Communism and Love</td>
<td>724</td>
<td>61</td>
<td>91</td>
<td>87</td>
<td>84</td>
<td>46</td>
<td>77</td>
</tr>
<tr>
<td>ISBN 9780472119905</td>
<td>Beyond the Bauhaus</td>
<td>698</td>
<td>94</td>
<td>61</td>
<td>69</td>
<td>39</td>
<td>44</td>
<td>71</td>
</tr>
<tr>
<td>ISBN 9780472119097</td>
<td>Law, Liberty, And The Pursuit Of Terrorism</td>
<td>651</td>
<td>81</td>
<td>54</td>
<td>48</td>
<td>63</td>
<td>55</td>
<td>68</td>
</tr>
<tr>
<td>ISBN 9780472130313</td>
<td>China and the West : Music, Representation, and Reception</td>
<td>627</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>26</td>
</tr>
<tr>
<td>ISBN 9780472029525</td>
<td>Partisan Gerrymandering and the Construction of American Democracy</td>
<td>571</td>
<td>55</td>
<td>50</td>
<td>67</td>
<td>37</td>
<td>44</td>
<td>56</td>
</tr>
<tr>
<td>ISBN 9780472119738</td>
<td>Mixed-Member Electoral Systems in Constitutional Context</td>
<td>462</td>
<td>63</td>
<td>68</td>
<td>67</td>
<td>33</td>
<td>41</td>
<td>34</td>
</tr>
<tr>
<td>ISBN 9780472073023</td>
<td>Risk Criticism</td>
<td>437</td>
<td>29</td>
<td>37</td>
<td>33</td>
<td>23</td>
<td>40</td>
<td>55</td>
</tr>
<tr>
<td>ISBN 9780472900626</td>
<td>Imperfect Creatures</td>
<td>430</td>
<td>35</td>
<td>38</td>
<td>43</td>
<td>66</td>
<td>24</td>
<td>48</td>
</tr>
<tr>
<td>ISBN 9780472130177</td>
<td>Strange Science : Investigating the Limits of Knowledge in the Victorian Age</td>
<td>421</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>105</td>
</tr>
<tr>
<td>ISBN 9780472900602</td>
<td>Dream for Dead Bodies</td>
<td>419</td>
<td>33</td>
<td>44</td>
<td>53</td>
<td>64</td>
<td>49</td>
<td>35</td>
</tr>
<tr>
<td>ISBN 9780472073405</td>
<td>The Jazz Republic : Music, Race, and American Culture in Weimar Germany</td>
<td>340</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>ISBN 9780472072941</td>
<td>Resonance of Unseen Things</td>
<td>300</td>
<td>27</td>
<td>24</td>
<td>16</td>
<td>30</td>
<td>21</td>
<td>34</td>
</tr>
<tr>
<td>ISBN 9780472121700</td>
<td>The Chatter of the Visible</td>
<td>282</td>
<td>33</td>
<td>15</td>
<td>24</td>
<td>30</td>
<td>30</td>
<td>34</td>
</tr>
<tr>
<td>ISBN 9780472073412</td>
<td>The Distinction of Peace : A Social Analysis of Peacebuilding</td>
<td>245</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>ISBN 9780472117833</td>
<td>Printing and Prophecy : Prognostication and Media Change 1450-1550</td>
<td>230</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>ISBN 9780472071715</td>
<td>Architecture and Modern Literature</td>
<td>227</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>ISBN 9780472119806</td>
<td>Spectacular Disappearances</td>
<td>194</td>
<td>22</td>
<td>19</td>
<td>14</td>
<td>16</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>ISBN 9780472118724</td>
<td>Early Start : Preschool Politics in the United States</td>
<td>128</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>ISBN 9780472117932</td>
<td>Veto Power : Institutional Design in the European Union</td>
<td>92</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>4</td>
</tr>
</tbody>
</table>
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?
“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?
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?
- What do readers do when they download, i.e., 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 (e.g., Chapter) from the same institution?
- What is the readers’ behavior 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!

rwelzenb@umich.edu
@rwelzenb