OA Monographs: Promise or Bust?

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Charleston Conference
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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
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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?

![Bar chart showing percentages of event types]

- Only downloaded: 21.1%
- Viewed and downloaded: 23.9%
- Only viewed: 55%

**Event type**
- Only downloaded
- Viewed and downloaded
- Only viewed

**Percentage of events**
- 0%
- 20%
- 40%
- 60%

**MICHIGAN PUBLISHING**
**UNIVERSITY OF MICHIGAN PRESS**
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?

![Chart showing readership by country from October 2016 to July 2017. The United States has the highest percentage at 42.6%, followed by Unknown (7%), United Kingdom (6.8%), Canada (4%), and India (3.9%). Other countries such as Germany, China, Philippines, Indonesia, Pakistan, Australia, Turkey, Italy, Russian Federation, France, Malaysia, Netherlands, South Africa, Mexico, and Greece range from 0.7% to 1.7% of the total.]
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 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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