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OBSERVATIONS FROM PILOTING A GLOBAL OA EBOOK USAGE DATA TRUST: LESSONS LEARNED AND WHAT'S NEXT

Welzenbach, Rebecca

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OBSERVATIONS FROM PILOTING A GLOBAL OA EBOOK USAGE DATA TRUST

LESSONS LEARNED AND WHAT'S NEXT




Developing a Pilot Data Trust
for Open Access Ebook Usage



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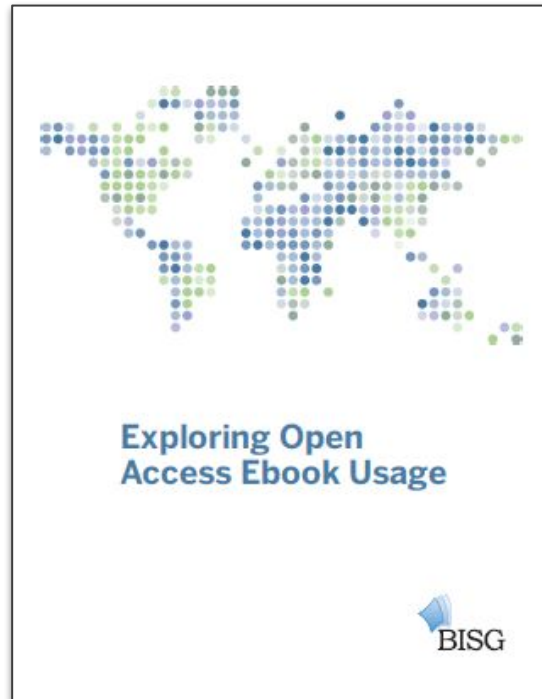


KEVIN HAWKINS
ASSISTANT DEAN FOR
SCHOLARLY
COMMUNICATION
UNIVERSITY OF NORTH
TEXAS LIBRARIES
PROJECT PI



OA BOOK USAGE DATA TRUST

PROJECT HISTORY



Exploring Open Access Ebook Usage

Hawkins, K.. and O'Leary, B,

<http://dx.doi.org/10.17613/8rty-5628>

2020-2021 PROJECT OBJECTIVES

- ❑ Develop & pilot Data Trust infrastructure
 - Personas and use cases
 - Open-source technologies
- ❑ Document OA eBook supply chain
- ❑ Model sustainability, governance, and policy
- ❑ Engage global OA monograph publishing community

2020-2021

Developing a Pilot Data Trust for Open Access Ebook Usage

Exploring Open Access eBook Usage (OAeBU)

This two-year project acts upon the recommendations that resulted from five years of planning, as documented within the “Exploring Open Access Ebook Usage” white paper published by the Book Industry Study Group in 2019. Through December 2021, this pilot project will develop and test infrastructure, policy and governance models to support a diverse, global data trust for usage data on open access (OA) monographs. As an international cooperative managed by the community of stakeholders in scholarly communications and operating a secure data repository and member dashboards, this data trust will be designed to align with the priorities of authors and institutions while respecting emerging ethical norms in the use of metrics. More information about the project is available within [the grant narrative](#) and [Data Management Plan](#).

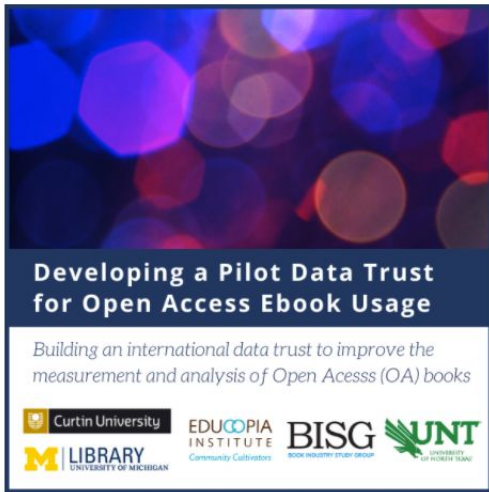
Help Build It | Call for Community Engagement

Join the project’s discussion forums and working groups listed below to share your perspective and provide input directly to the project team and its advisors.

[Stakeholder Discussion Forums](#)

Open, public user communities for peers to discuss and inform issues relating to the project.

- [OAeBU Data Trust Author/Scholars Group](#)



Principal Investigator:

Kevin Hawkins (University of North Texas)

Co-Principal Investigators:

Lucy Montgomery (Curtin University)
 Cameron Neylon (Curtin University)
 Brian O’Leary (Book Industry Study Group)
 Katherine Skinner (Educofia Institute)
 Rebecca Welzenbach (University of Michigan)

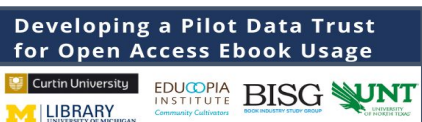
Staff:

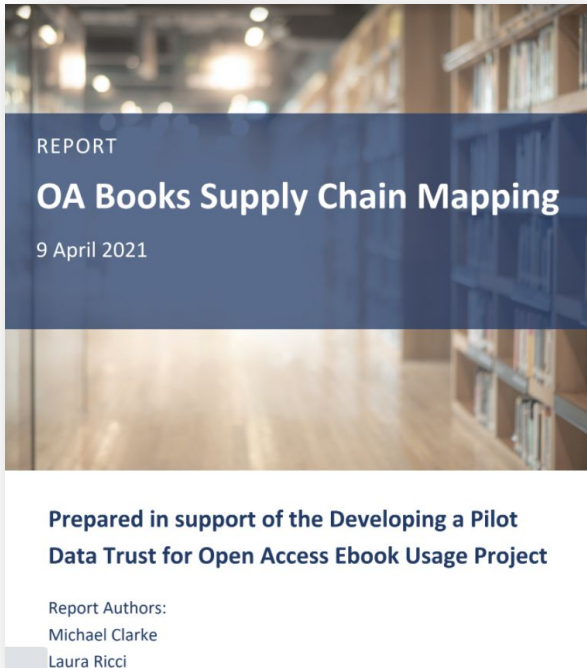
Data Trust Program Officer
 Christina Drummond (Educofia Institute)



EDUCOPIA.ORG/DATA_TRUST

@OAEBU_PROJECT

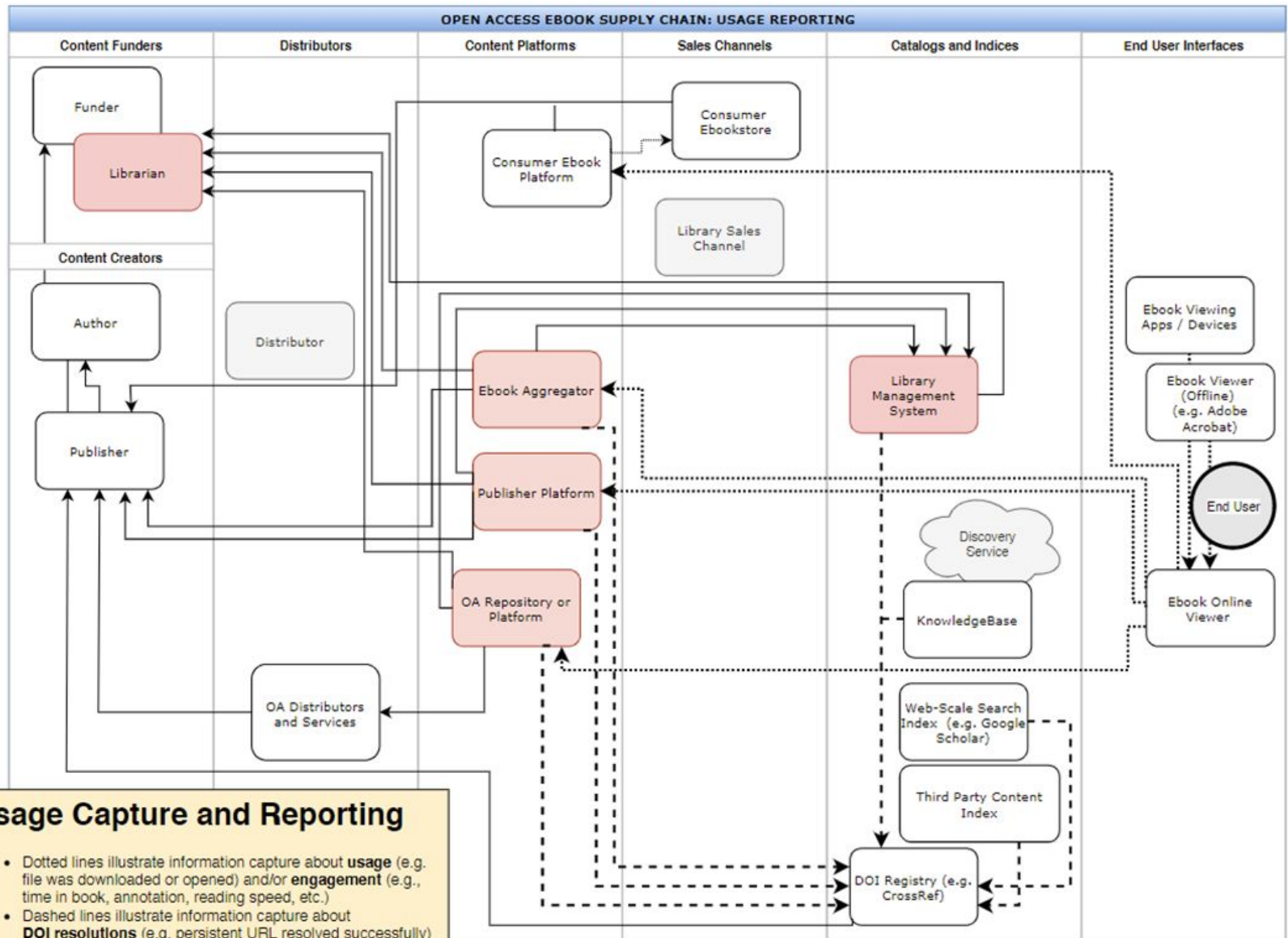




Open Access eBook Supply Chain: Usage Reporting

Clarke M. and Ricci L., *Open Access eBook Supply Chain Maps for Distribution and Usage Reporting*

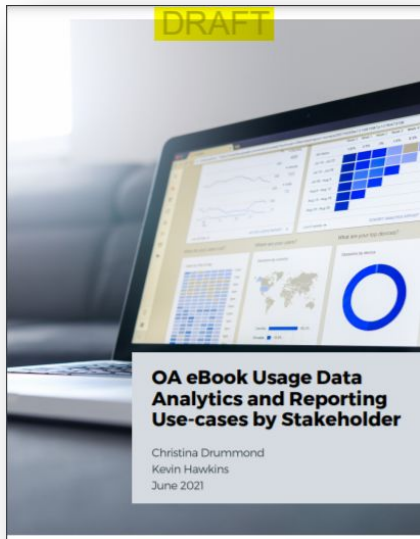
<https://doi.org/10.5281/zenodo.4681870>



Usage Capture and Reporting

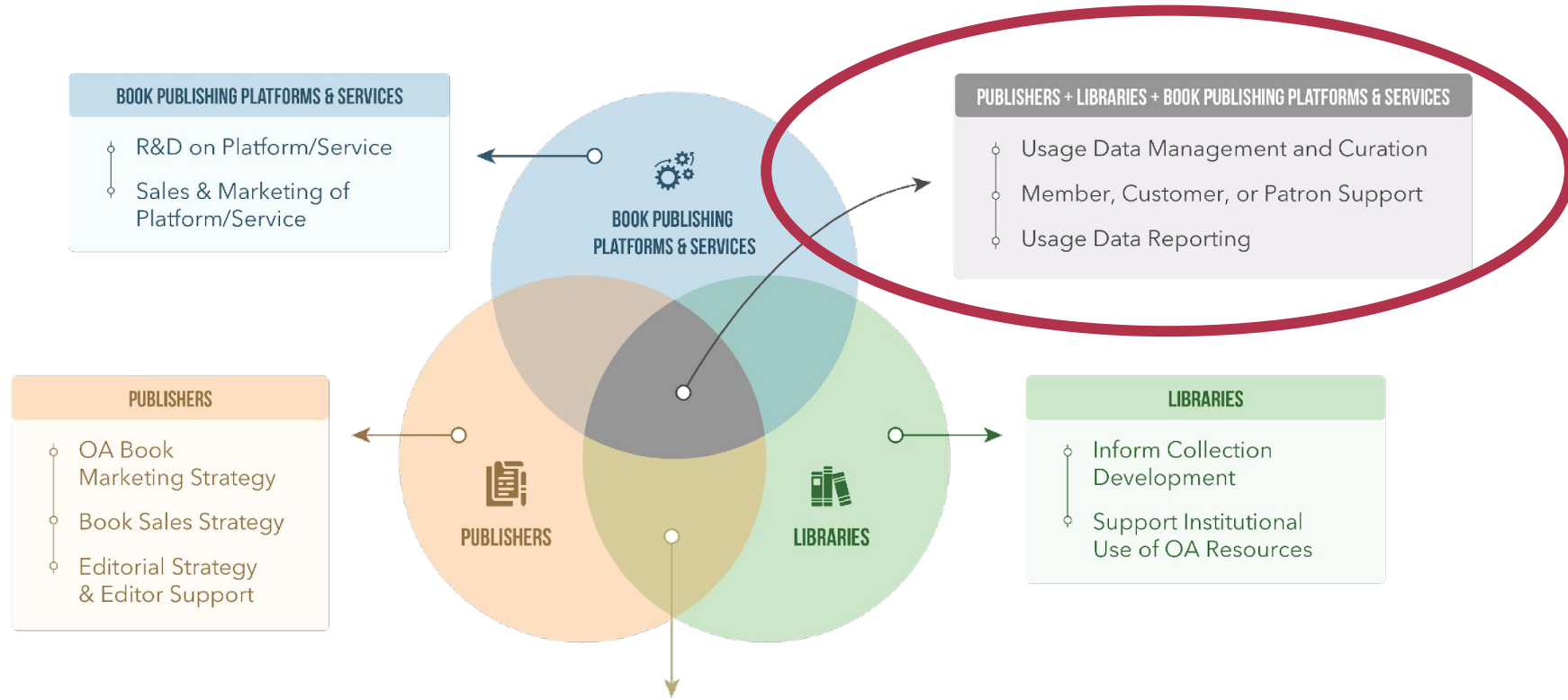
- Dotted lines illustrate information capture about **usage** (e.g. file was downloaded or opened) and/or **engagement** (e.g., time in book, annotation, reading speed, etc.)
- Dashed lines illustrate information capture about **DOI resolutions** (e.g. persistent URL resolved successfully)
- Solid lines indicate creation of **structured usage reports** by the intermediary for recipients

Boxes shaded light pink indicate platform intermediaries following COUNTER-compliant reporting standards.



OA eBook Usage Data Uses by Stakeholder Type

Drummond C. and Hawkins K., *OA eBook Usage Data Analytics and Reporting Use-cases by Stakeholder* In Publication



bit.ly/OAeBUDDataUseCases_Draft

 MICHIGAN PUBLISHING
UNIVERSITY OF MICHIGAN PRESS

 UCLPRESS

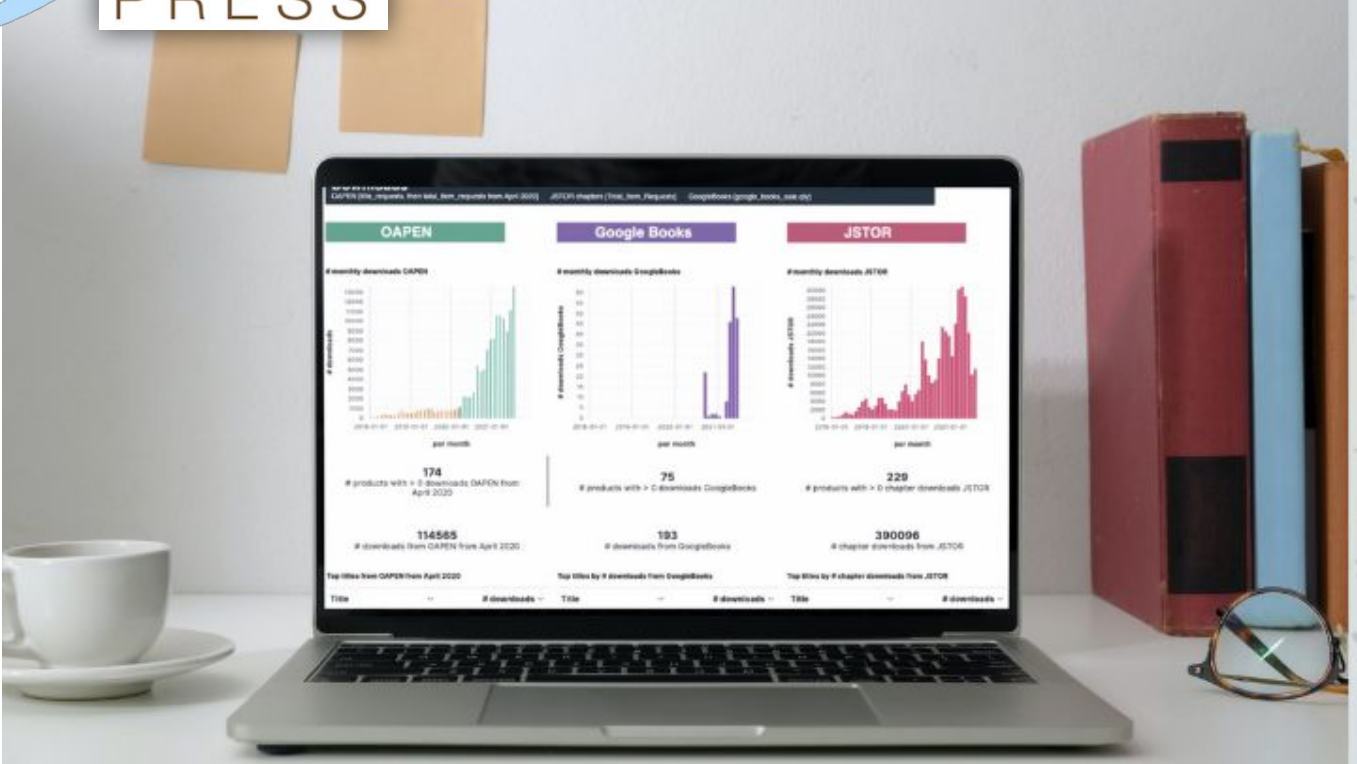

open
Open Access
Publishing in European Networks


WITS UNIVERSITY PRESS

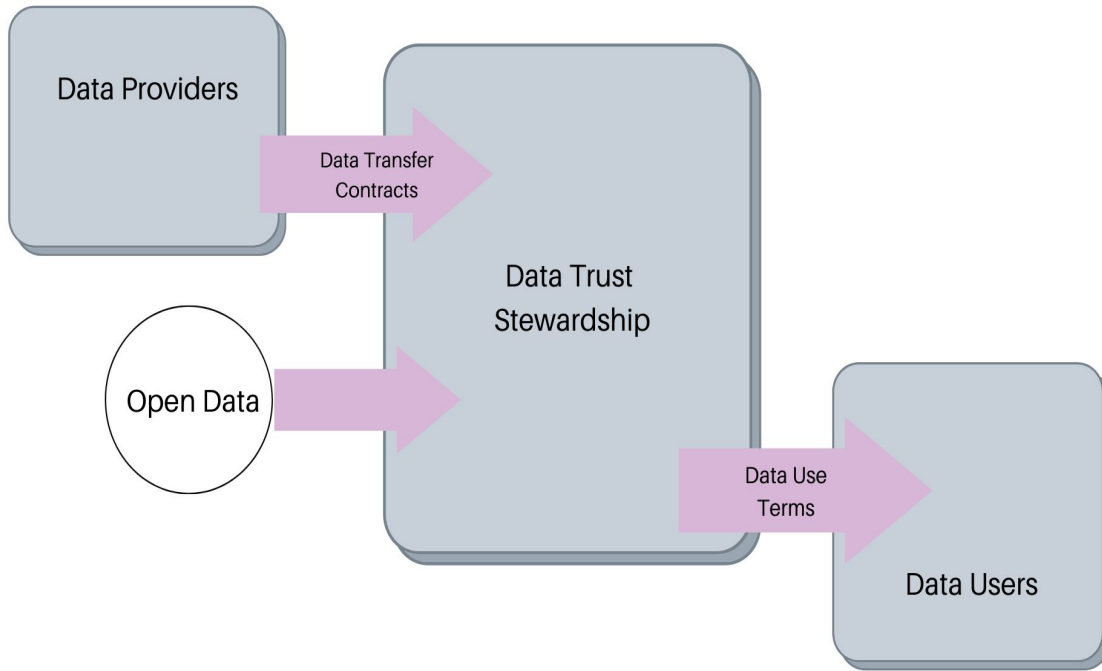
SPRINGER NATURE


Australian National University
PRESS

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Developing a Pilot Data Trust for Open Access Ebook Usage



DATA STEWARDSHIP MECHANISMS

Technical controls

- Access
- Privacy
- Cybersecurity

Policy i.e. ethical guidelines

- Data aggregation
- Data visualization
- Scholar-specific analytics

Contractual terms

- Common clauses re: usage data transfer and data (re)use

UNDERSTAND DATA ISSUES & ECOSYSTEM

- *Exploring Open Access Ebook Usage (2019)*



<http://dx.doi.org/10.17613/8rty-5628>

- *OA Books Supply Chain Mapping Report (2021)*



<https://doi.org/10.5281/zenodo.4681724>

- *OA eBook Usage Data Analytics and Reporting Use Cases by Stakeholder (2021)*



<https://doi.org/10.5281/zenodo.5572840>

FOSTER COMMUNITY

- Advisory Board
- Technical Advisory Group
- Working Groups
- Stakeholder Groups
- *Engaging Stakeholder Networks to Support Global OA Monograph Usage Analytics (2020)*



<https://doi.org/10.5281/zenodo.5567205>

OPEN-SOURCE PLATFORM R&D

- Usage Data Aggregation Technical Requirements
- *Academic Observatory Github*
- Five publisher dashboard pilots
- OAPEN pilot
- Community feedback

INFORM ROADMAP

- *Legal Analysis (2021)*
- *Data Trust Environmental Scan (2021)*
- *Initial Data Analytics Reporting Business Model Canvas (2021)*
- *Initial Data Exchange Network Business Model Canvas (2021)*

BRIAN O'LEARY
EXECUTIVE DIRECTOR
BOOK INDUSTRY STUDY
GROUP (BISG)
PROJECT CO-PI

OA BOOK USAGE
DATA ECOSYSTEM,
SUPPLY CHAIN, AND DATA FLOWS

REPORT

OA Books Supply Chain Mapping

9 April 2021

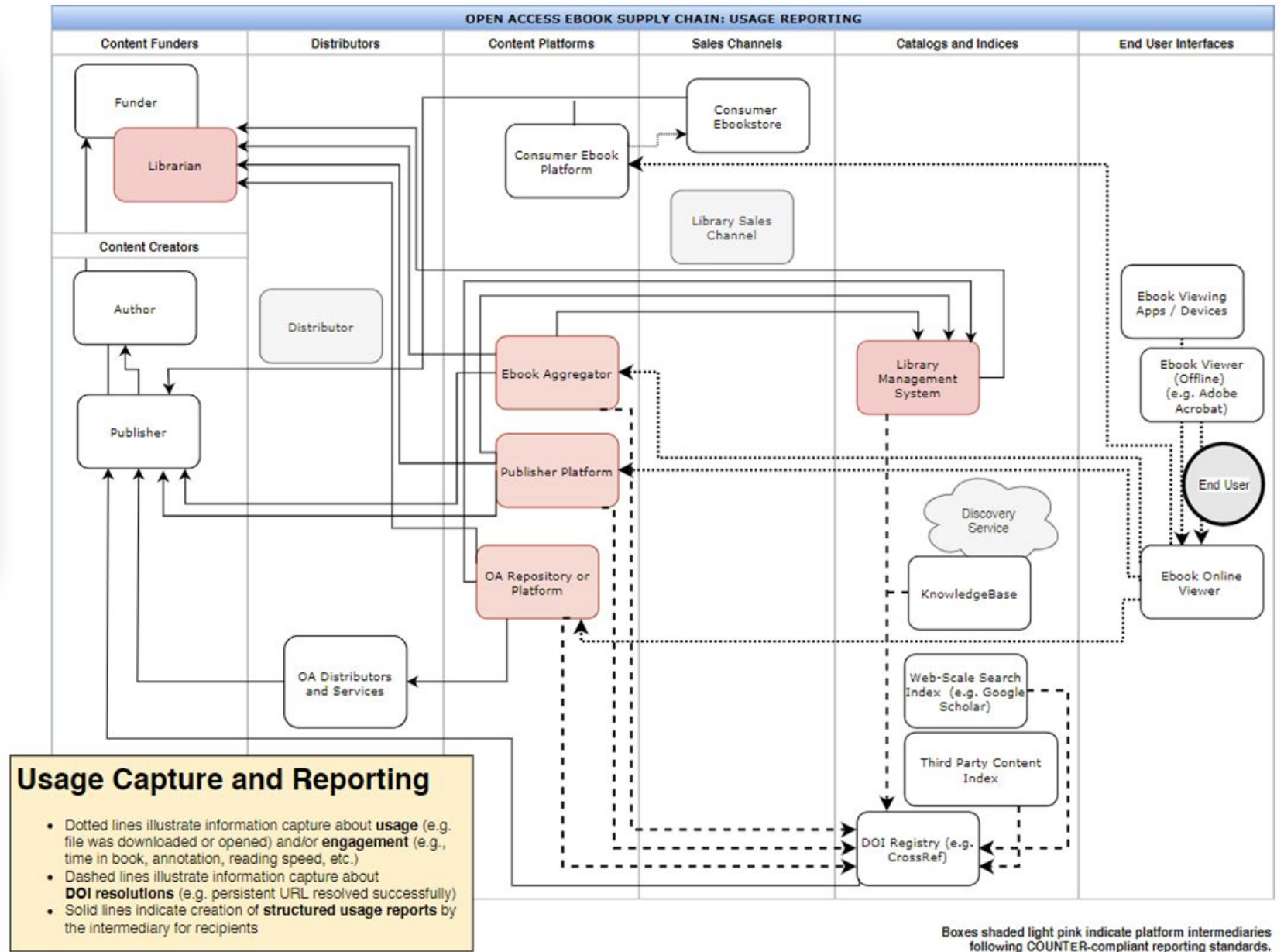
Prepared in support of the Developing a Pilot Data Trust for Open Access Ebook Usage Project

Report Authors:
Michael Clarke
Laura Ricci

Open Access eBook Supply Chain: Usage Reporting

Clarke M. and Ricci L., *Open Access eBook Supply Chain Maps for Distribution and Usage Reporting*

<https://doi.org/10.5281/zenodo.4681870>



Lessons learned from the supply-chain study

- Journal-based standards and models are a poor fit for OA books
- The supply chain is built for paid access and incentives are aligned for paid access – not necessarily for OA
- Distribution processes are complex and do not easily handle updates, including changes to a title's OA status
- The large and growing number of platforms that deliver OA books to end users creates challenges for usage reporting
- Existing metadata standards and practices are not yet firmly implemented for OA monographs, and some are insufficient

CAMERON NEYLON
PROFESSOR OF RESEARCH
COMMUNICATIONS AT
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PROJECT CO-PI

CHALLENGES & STRATEGIES

WHEN LINKING OAEBU METRICS

[VIDEO PRESENTATION AVAILABLE](#)



REBECCA WELZENBACH
RESEARCH IMPACT
LIBRARIAN
UNIVERSITY OF MICHIGAN
PROJECT CO-PI



DIFFICULTIES VISUALIZING OA EBOOK USAGE

Finding the “right” settings: between an unsatisfactory reality and an imaginary solution

Many separate data streams & sources (undesirable state)



“Everything” “Completely”
“Aggregated” (imaginary state)

Private, mediated, interpretation needed (undesirable state)



“Completely” “Transparent,”
“Publicly” “Accessible” (imaginary state)

One canned report for everyone (undesirable state....?)

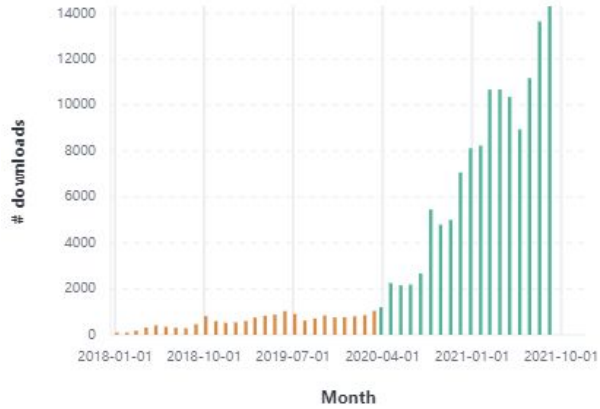


Completely customizable, query by query, user by user (imaginary state)



OAPEN

monthly downloads OAPEN

**174**

products with > 0 downloads OAPEN from April 2020

128871

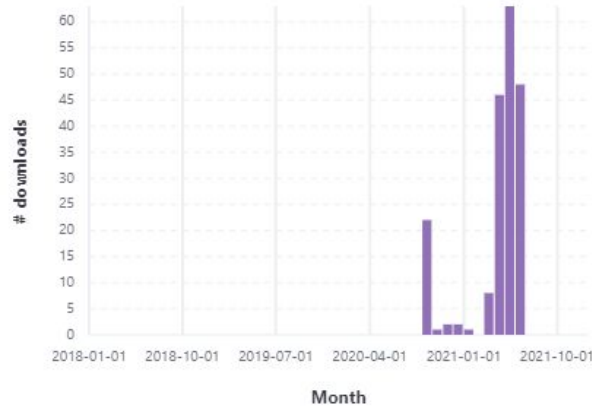
downloads from OAPEN from April 2020

Top titles from OAPEN from April 2020

Title	# downloads
Translation of Lao-tzu's Tao...	5781
#identity	5468
Silent Hill	5319
Global Digital Cultures	3539
Digital Rhetoric	2939
Animal Acts	2917
Owning the Olympics	2780
Hyperlinked Society	2672

Google Books

monthly downloads GoogleBooks

**75**

products with > 0 downloads GoogleBooks

193

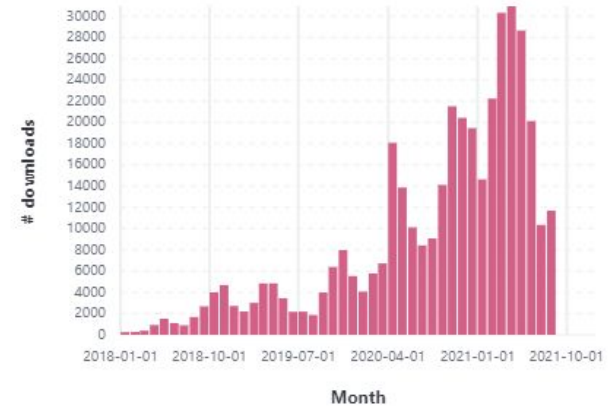
downloads from GoogleBooks

Top titles by # downloads from GoogleBooks

Title	# downloads
Black Arts Enterprise and t...	23
Silent Hill	18
Coronavirus Politics	10
Academic Ableism	9
Black Musician and the Whi...	8
Hacking the Academy	6
Rhythms of the Afro-Atlanti...	6
India China	4

JSTOR

monthly downloads JSTOR

**229**

products with > 0 chapter downloads JSTOR

390096

chapter downloads from JSTOR

Top titles by # chapter downloads from JSTOR

Title	# downloads
#identity	26133
Guns, Democracy, and the I...	14948
Music on the Move	10844
Scriptures, Shrines, Scapeg...	10748
Risk Criticism	10037
Refining Child Pornography ...	9018
People's Wars in China, Mal...	8714
Originality, Imitation, and Pl...	8288

CHRISTINA DRUMMOND
OAEBU DATA TRUST
PROGRAM OFFICER

OA EBOOK USAGE (OAEBU) DATA TRUST EFFORT

WHAT'S NEXT

Developing a Pilot Data Trust for Open Access Ebook Usage

Building an international data trust to improve the measurement and analysis of Open Access (OA) books

Curtin University | EDUCOPIA INSTITUTE | BISG | UNT | LIBRARY | UNIVERSITY OF MICHIGAN

Crossref | J[u] | ubiquity press | open scholarship | ooswitchboard | TOME | Toward an Open Monograph Ecosystem | DE GRUYTER | OpenBook Publishers

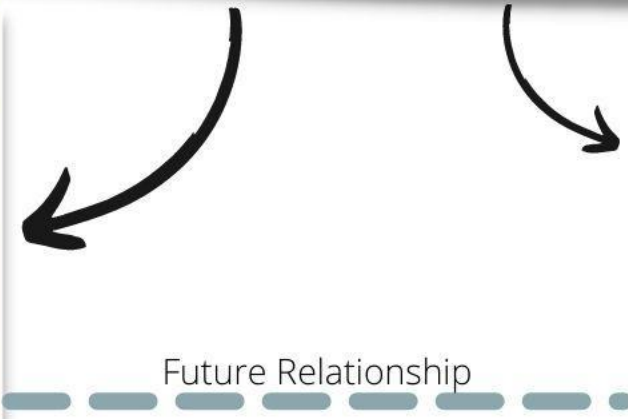
SUPPORTED BY THE ANDREW W. **MELLON** FOUNDATION

UNDERSTAND DATA ISSUES & ECOSYSTEM	FOSTER COMMUNITY	OPEN-SOURCE PLATFORM R&D	INFORM ROADMAP
<ul style="list-style-type: none"> Exploring Open Access Ebook Usage (2019) http://dx.doi.org/10.17613/8rty-5628 OA Books Supply Chain Mapping Report (2021) https://doi.org/10.5281/zenodo.4681724 OA eBook Usage Data Analytics and Reporting Use Cases by Stakeholder (2021) https://doi.org/10.5281/zenodo.5572840 	<ul style="list-style-type: none"> Advisory Board Technical Advisory Group Working Groups Stakeholder Groups Engaging Stakeholder Networks to Support Global OA Monograph Usage Analytics (2020) https://doi.org/10.5281/zenodo.5567205 	<ul style="list-style-type: none"> Usage Data Aggregation Technical Requirements Academic Observatory Github Five publisher dashboard pilots OAPEN pilot Community feedback 	<ul style="list-style-type: none"> Legal Analysis (2021) Data Trust Environmental Scan (2021) Initial Data Analytics Reporting Business Model Canvas (2021) Initial Data Exchange Network Business Model Canvas (2021)

OA USAGE DATA TRUST COLLABORATIVE

2022-2025

- LAUNCH SECRETARIAT AS SPONSORED PROGRAM
- DEVELOP TRUST AND ACCOUNTABILITY MEASURES
- DEVELOP DATA STEWARDSHIP PROCESSES AND AGREEMENTS
- DEVELOP AND PILOT INTERNATIONAL DATA SPACE FOR OA USAGE DATA



SMALL TO MEDIUM PUBLISHERS OA EBOOK USAGE DATA DASHBOARD DEMONSTRATION PROJECT

2022-2025

- ESTABLISH GOVERNANCE
- REFINE TECHNICAL MVP SUSTAINABILITY MODEL
- LAUNCH AND SCALE SERVICE THROUGH REGIONAL PARTNERS

OA eBook Usage Data Trust (data intermediary)

- ❑ Global “data space”
- ❑ Cooperation among competitors
- ❑ Dependent on trust, community, reciprocity
- ❑ Mutual benefit is key



Photo by YordanovPlamen on Morguefile

“...potential for achieving economies of scale and for taking advantage of network effects, to address resource challenges facing individual stakeholders and allow comparison and benchmarking to benefit all stakeholders”

OA EBOOK USAGE DATA TRUST

SUPPORTING COMMUNITY-GOVERNED SHARING OF QUALITY, INTEROPERABLE OA BOOK USAGE DATA



MISSION

Champion strategies for improved publication and management of open-access books by exchanging reliable usage data in a trusted, equitable, and community-governed way



IMPACTS

Reduced overhead: Less OA usage data aggregation and processing burden across the scholarly communications ecosystem through:

- **More efficient** data sharing and processing agreements and workflows
- **Trusted usage data processing** that is accountable, certified, and transparent

Cleaner, extensible, richer and more granular OA usage data accessible from diverse data sources

Better decision making is enabled for diverse publishing stakeholders through



SERVICES

Streamlined data exchange among critical mass of platforms and publishers including:

- Development and governance of multi-party data agreements addressing data sharing, processing and use
- Standardized data processing, curation, and linking according to extensible community standards
- Cleaner, consistent provision of multi-platform usage data via APIs and COUNTER reports

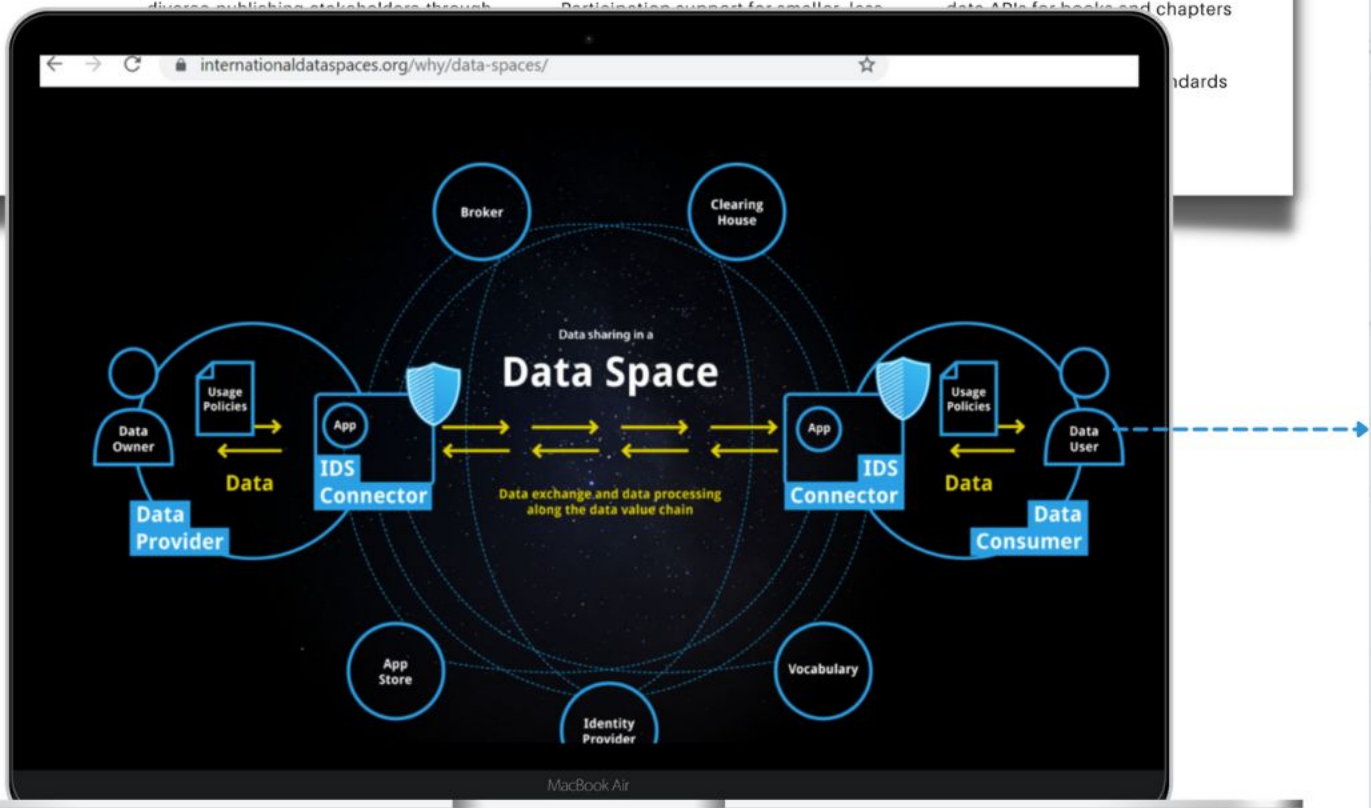
Transparent accountability mechanisms to ensure data quality and trust

Participation support for smaller, less



PROJECT OUTPUTS

- "Rule Book" addressing data sharing, processing, security, and use for data trust participants
- Community standard for contractual clauses for usage Data Sharing Agreements (DSAs)
- Industry-trusted data-controlling systems and processes
- Process for certifying and auditing agreement adherence by data exchange, data providers and data users
- Published data processing algorithms
- Published exchange data inventory
- Data on ROI of exchange participation
- Multi-platform aggregated usage data APIs for books and chapters



(SAMPLE) OA EBOOK USAGE DATA DASHBOARDING SERVICE

SUPPORTING AN OA BOOK COMMUNITY WITH RELIABLE REPORTING AND ANALYTICS



MISSION

Providing trusted, easy-to-use OA ebook usage analytics to the publishing community to accelerate OA program strategy development and support operations.



IMPACT

A diversity of publishers have equitable access to OA eBook usage analytics and reporting



SERVICES

A well designed dashboard/analytics system with community validated defaults that can be adapted by publishers to address the most immediate stakeholder needs that they want to serve.

- The Minimum Viable Product (MVP) at launch would include:*
- Publisher Analytics & Visualizations that**
 - connect usage data to other internal publisher data to surface the impacts of strategy, marketing, etc.
 - span across the publisher corpus (including closed books)
 - Author Reporting Support**
 - Author-facing self-service dashboard that displays aggregate usage as well as usage broken out by platform/service and by discrete subject areas
 - Institutional Reporting Support**
 - Self-service dashboards with downloadable graphics that report impacts and usage to:
 - university administrations
 - libraries
 - sponsors / funders
 - Responsible Benchmarking:**
 - Ensuring benchmark comparisons are fair, transparent, responsible, and made with clear context

