Open Access Research Monographs in HSS

Opportunities and Challenges

Dr Rupert Gatti
(Trinity College, Cambridge)
Broken Model

The existing publishing model is broken

– journals: subscriptions unaffordable
– books: high prices (£50) & low sales (300)
– financial model: relies on DENYING access to knowledge

Note: This has nothing to do with Open Access, this is where the publishing industry has led itself.

Open Access is a saviour – not a threat – for HSS
Reforming Academia

IT developments provide the academic community the opportunity to transform the processes of research, teaching, dissemination and social interaction.

Open Access is only one part of that future.

It is important that the academic community recognise the opportunities and take active responsibility for shaping these developments.
Finch/RCUK Policy

- All research papers resulting from research partly funded by RCUK must be published in journals that either:
  - Provides Gold OA (CC-BY) for paper and research data
  - Allows release of archived copy within 6 months (12 months in humanities & soc sci)

- Excludes monograph publications from OA requirement.
Comments

The Good
• Recognises serious intent & financial commitment to change
• Forces publishers and researchers to adopt OA publishing.
• Requires universities to establish OA funding system to implement.
• Spearheading similar international OA mandates

The Bad
• RCUK requires Gold OA whenever available.
• Assumes APCs are only way to finance Gold OA.
  – (together this provides a golden funding scheme for publishers)
• Funding hole. Fallout for monographs (and non RCUK funded research).
Comments

The Ugly

• Reliance on existing publishing framework

• Maintains existing barriers to entry to new publishing initiatives
  – sustains market power for commercial publishers

• Maintains traditional definition of research outputs
  – only articles, book chapters, monographs considered
Response by HSS establishment

“serious effect on the reputation of UK scholarship internationally, on peer review, and on the rights of authors.”
“commercial re-use, plagiarism, and republication of an author’s work will be possible”
“this is a serious infringement of intellectual property rights and we do not want our authors to have to sign away their rights in order to publish with us”

Collective response by editors of 21 History journals

Will undermine academic societies
Not viable for monographs – collapse in research outlet
Humanities vs Sciences

• Less experience with OA dissemination
• Monograph remains an important output
• Less grant & project funded research
• Many more independent scholars
• Research accessible by broader community
• Engagement with reader
• Integrity of the text
• Less collaborative research
Virgil, Aeneid, 4.1–299: Latin Text, Study Questions, Commentary and Interpretative Essays
by Ingo Goldnähr

Destined to be the founder of Roman culture, Aeneas decides to leave his beloved Dido, causing her suicide in pursuit of his historical destiny. This course book offers a portion of Virgil's original Latin text, study questions, a commentary, and interpretative essays.

Featured Books

- Oral Literature in the Digital Age: Archiving Orality and Connecting with Communities
  by Mark Turin, Cisra Wheeler and Eleanor Wilkinson (eds.)
- Foundations for Moral Relativism
  by J. David Velleman
- Yeats Annual No. 18
  by Warwick Gould (ed.)
- The Passion of Max von Oppen: Archaeology and Intrigue in the Middle East from Wilhelm II to Hitler
  by Lionel Gossman
- Digital Humanities Pedagogy: Practices, Principles and Politics
  by Brett D. Hirsch (ed.)

Welcome to Open Book Publishers

- 31 Books Published
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- Readers from over 125 Countries

We are an independent academic publisher, run by scholars who are committed to making high-quality research available to readers around the world. We publish monographs and textbooks in the Humanities and Social Sciences, and offer the academic excellence of a traditional press with the efficiency and flexibility of a digital company.
Peace and Democratic Society

Author: Amartya Sen (ed.)

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Read Full Text Online

(Requires Flash -- click here to read on HTML)

Recent acts of terrorism and the current unrest in the Middle East remind us how important it is to understand the relationship between violence, peace and democracy. In a challenging and insightful essay, Amartya Sen explores ideas around 'organised violence' (such as war, genocide and terrorism) and violence against the individual. Highlighting the inadequacies of some of the widely accepted explanations for violence – including the idea that the world is experiencing a 'clash of civilisations' – Sen makes a plea...
Opportunities

• Broader readership
• Reader interaction
• Multi-media publications
• Relating research and primary sources
• Reuse of publications
• Innovation in research & dissemination
Broader Readership

OBP Online Readers – April 2013

OBP Reader 7,156
Google Books 7,512
Total Online Readers 14,668
Av online readers per title 506
Reader Interaction

Having full text available online enables readers to comment on and add to the work.

• OPB Publications:
  – Ingo Gildenhard - *Virgil, Aeneid, 4.1–299*
  – Ingo Gildenhard - *Cicero, Against Verres, 2.1.53–86*

• Kathleen Fitzpatrick - *Planned Obsolescence*

• Kristen Nawrotzki and Jack Dougherty - *Writing History in the Digital Age*
Multimedia Publications

Born Digital research output – incorporating, text, video, audio and web applications.

• Digital resources can be linked to and integrated with the ‘publication’
• Allows new ways of presenting research findings
• Reader can order/structure content as required
Introducing Scalar. Born-digital, open source, media-rich scholarly publishing that’s as easy as blogging.

Specializing in richness, depth, experimentation, and understanding.

Scalar is a free, open source authoring and publishing platform that’s designed to make it easy for authors to write long-form, born-digital scholarship online. Scalar enables users to assemble media from multiple sources and juxtapose them with their own writing in a variety of ways, with minimal technical expertise required.

More fundamentally, Scalar is a semantic web authoring tool that brings a considered balance between standardization and structural flexibility to all kinds of material. It includes a built-in reading interface as well as an API that enables Scalar content to be used to drive custom-designed applications. If you’re dealing with small to moderate amounts of structured content and need a lightweight platform that encourages improvisation with your data model, Scalar may be the right solution for you.
Relating research with Primary Resources

Digitalisation of primary sources and direct integration with research

OBP either hosts or provides links to repositories hosting primary resources and data

Providing access to primary sources is an important research output in its own right
Challenges

• Funding & Sustainable Business Models
• Library systems and operations
• Funders: Academic recognition and incentives
• Academics: Accept and understand new systems
Business Model

- **Revenue (£42k)**
  - Sales of printed and digital editions (£31k)
  - Grants obtained by authors ($11k)

- **Costs (£41k)**
  - 11 titles published (£3700 per title)
Alternative Funding Models

Institutional Support
Athabasca University Press, ANU Press, Mpublishing, UCL Press (?)

Research Centres Partnerships
WOLP, IES, CREATe

Research Funding Subsidy
Wellcome Trust, Max Planck Society

Library Income
OpenEditions, Knowledge Unlatched

Direct Publication Charges
SpringerOpen .... (watch this space!)
Challenges: Libraries

Getting printed editions and ebooks into library catalogues and purchase plans has been one of our biggest difficulties to date.

Library systems are structured around traditional distribution channels and products, positive efforts are required to facilitate OA publications.
Librarian Challenge

If you wanted to provide your readers with:

Our printed works

Our digital titles (pdf/epub) integrate into ebook platform and e-learning environment

how would you do it?

Answers please to:

rupert.gatti@openbookpublishers.com

Directory of Open Access Books (DOAB)
OAPEN Library, OpenEditions
Challenges: Funders

Research Dissemination is a Public Good, like street lighting

The cost of providing research output to one additional reader is close to zero

Recognise the importance of structural developments – and support them!
Open Book Publishers is an independent academic publisher, run by scholars who are committed to making high-quality research available to readers around the world. We publish monographs and textbooks in the Humanities and Social Sciences, and offer the academic excellence of a traditional press, with the speed, convenience and accessibility of digital publishing. All our books are available to read for free online.

**Language and Literature**

**WHY DO WE QUOTE?**

The Culture and History of Quotation

Ruth Finnegan

2011

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Quoting is all around us. But do we really know what it means? How do people actually quote today, and how did our present systems come about? This book brings together a down-to-earth account of contemporary quoting with an examination of the comparative and historical background that lies behind it.

[Read more]
APCs

The cost and openness of various GoldOA article options

Source:
http://rossmounce.co.uk/2012/09/04/the-gold-oa-plot-v0-2/
Economist question: How can large profit margins be sustained?

- Prevent effective price competition for content by:
  - Separating user from purchaser
  - Access control to content
  - Branding – through control of quality assessment process
  - Bundling of products, which prevents
    - journal selection/costing strategies by libraries
    - entry by new journal formats
  - Controlling infrastructure and ‘standards’