

One Ring or Many?

Sustaining Long-form Digital Scholarship in the Humanities in the United States

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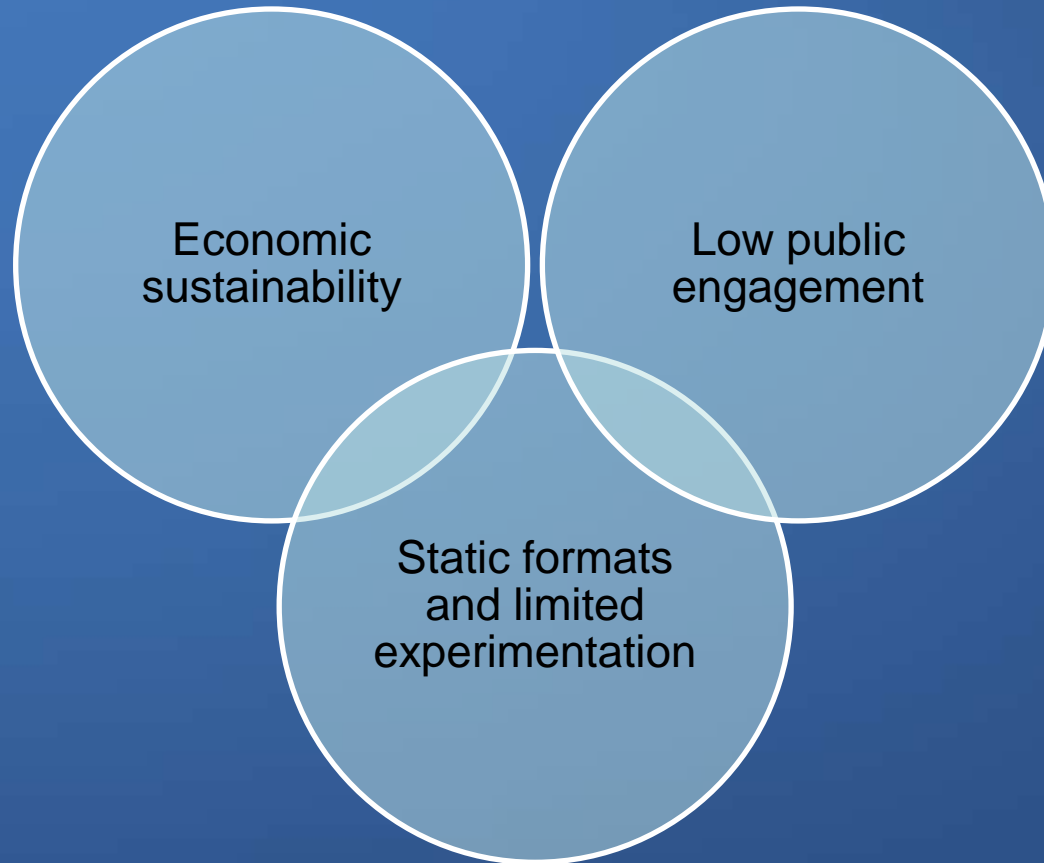


“digital sovereignty”

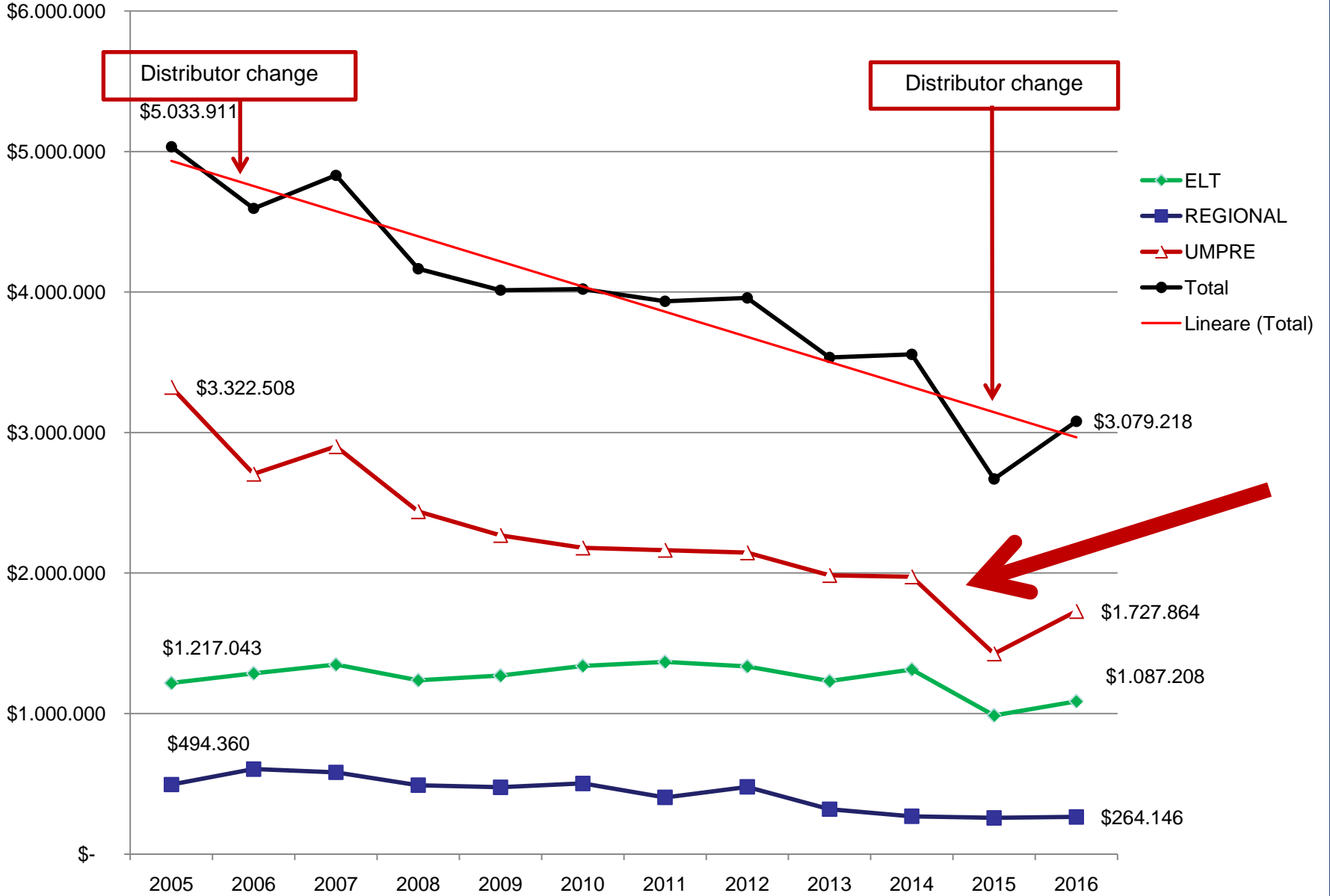


“lots of copies keep us safe”

Three themes driving change from the “monograph” to “long-form digital object”



Sales of Print Books



Key interventions in the US

- **Government**, especially National Endowment for the Humanities (NEH)
- **Provosts and Presidents**, especially Association of American Universities (AAU)
- **Private Foundations**, especially Andrew W. Mellon Foundation
- **Coalitions of Libraries**, especially via Knowledge Unlatched and Lever Press

NEH - Humanities Open Book Program

- Strong focus on **engagement** - part of “Humanities in the Public Square” initiative
- Strong emphasis on marketing as well as production
- Focused on backlist titles
- Around 1,200 books made available OA as EPUBs
- Development and sharing of best practices required
- In collaboration with the Mellon Foundation

National Endowment for the Humanities and The Andrew W. Mellon Foundation Announce Grants to Make Books Available to Public Audiences

SECOND ROUND OF HUMANITIES OPEN BOOK GRANT RECIPIENTS ANNOUNCED

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EMAIL PRINT



WASHINGTON (April 5, 2017) – Today the National Endowment for the Humanities (NEH) and The Andrew W. Mellon Foundation, the largest funders of the humanities in the United States, announced eight grants totaling nearly \$600,000 that will transform important humanities texts into freely available ebooks.

The second round of funding for the [Humanities Open Book](#) program, offered jointly by NEH and Mellon, will

make awards to publishers that have identified more than 400 significant books that enhance public knowledge of topics such as American philosophy, Hawaiian and Pacific languages, and women's history. With NEH and Mellon support, publishers will digitize these books, secure permissions from copyright holders, and release them online for access by public audiences. (See list of projects below.)

Since the first Humanities Open Book grants were announced in December 2015, publishers and libraries across the United States have launched programs to release scholarly books that are largely out-of-print or unavailable to readers who lack access to research libraries. In 2016, Cornell University Press unveiled [Cornell Open](#), a website with a growing collection of free ebooks that are ready for download by teachers, students, and the general public.

The Humanities Open Book program is part of the NEH's agency-wide initiative [The Common Good: The Humanities in the Public Square](#), which seeks to demonstrate and enhance the role and significance of the humanities and humanities scholarship in public life.

"Too many out-of-print books are gathering dust instead of being put to use," said NEH Chairman William D. Adams. "The National Endowment for the Humanities is proud to partner with the Mellon Foundation to help digitize these valuable resources and bring them to computers, phones, and e-readers everywhere."

"Academic and non-academic researchers increasingly use the Internet as a source of information and a vehicle for disseminating the results of their work," said Earl Lewis, President of The Andrew W. Mellon Foundation. "Today, more than ever, scholars, teachers, students, and members of the public need access on the Internet to reliable and authoritative works that were previously published but are now out-of-print. The Humanities Open Book initiative seeks to help provide that much-needed access."

AAU - Open Access Monograph Initiative

- Mixed focus on **sustainability** and incentivizing **experimentation**
- Concentrated on front list books
- 12 founding universities, more to come
- 5 years x \$45,000 per year commitment from each institution
- ca. 3 new OA books per year per institution expected
- In collaboration with ARL and AAUP

AAU, ARL, AAUP to Launch Open Access Monograph Publishing Initiative—Project Will Share Scholarship Freely, More Broadly

by Elliott Shore, Jessica Sebeok, and Peter Berkery | elliott@arL.org, jessica.sebeok@aaun.edu, pberkery@aaupnet.org | on March 16, 2017



Image CC0 by Sirmu Krusteva

The Association of American Universities (AAU), Association of Research Libraries (ARL), and Association of American University Presses (AAUP) are implementing a new initiative to advance the wide dissemination of scholarship by humanities and humanistic social sciences faculty members by publishing free, open access, digital editions of peer-reviewed and professionally edited monographs.

The AAU/ARL/AAUP Open Access Monograph Publishing Initiative, expected to launch this spring, will benefit scholars, the public, universities, libraries, and presses in several ways:

- Open access, digital monographs will make new research freely available online, thereby increasing the presence of humanities and social science scholarship on the web and opening up this content to more readers, putting it into the venue where many scholars are working.
- Publishing costs will be met by university-funded grants and other revenue sources. These publication grants will enable open access publishing and will send a strong signal to humanities and social sciences faculties that universities value and wish to promote their scholarship.
- The expanded dissemination of scholarship within and beyond the academy advances the core mission of universities to create and transmit new knowledge for public benefit.
- This initiative will enable the incorporation into digital monographs of new capacities, such as the integration of multimedia with text and the application of annotation and commenting tools, and can encourage the development of innovative forms of digital scholarship.
- The funding model based on publication grants will allow presses to publish important, high-quality scholarship freely accessible to readers and independent of market constraints.

Mellon Foundation

- Focus on **experimentation**
- Support for new publishing platforms in presses and libraries
- Studies of costs of publishing, both across the system and individually
- Investigations of specific parts of the publishing process, e.g., peer review, contracts, supply chain
- Development of new tools
- Emphasis on shared infrastructure

<https://mellon.org/resources/shared-experiences-blog/monograph-publishing-digital-age/>

The screenshot shows the Mellon Foundation website with a red header. The main article is titled "Monograph Publishing in the Digital Age" by Donald J. Medley. The article discusses the challenges of monograph publishing in the digital age, including the impact of open access, the rise of digital publishing, and the need for new business models. It also mentions the Mellon-funded Code of Best Practices in Fair Use for the Visual Arts. The article is accompanied by a graphic of a bookshelf and a computer keyboard. The website also features a "FIELD PROGRESS" section with several articles from various presses and libraries, such as the University of North Carolina Press, the University of California Press, and the University of Toronto Press.

Coalitions of Libraries

- Knowledge Unlatched focused on **sustainability**: In KU Select 2016 343 already-commissioned books from 55 publishers. < 300 libraries paying around \$10,000 a year
- Lever Press focused on **experimentation**: > 50 liberal arts college libraries paying between \$2,000 and \$8,000 a year, 60 front list titles by 2020 with emphasis on digital scholarship
- As well as various small membership schemes supporting Open Library of the Humanities, Luminos, Open Book Publishers, etc.



Early Effects of Interventions

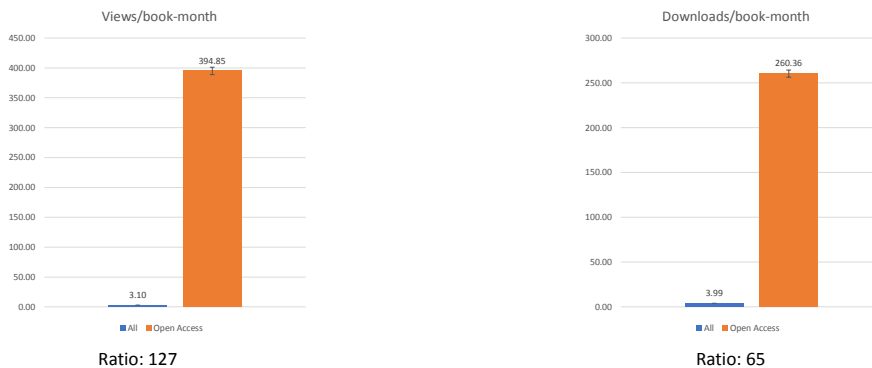
1. Are these programs creating **sustainability** for monograph publishers?
2. Are these programs increasing public **engagement** with long form scholarly publications?
3. Are these programs incentivizing more **experimentation** in publishing formats?

1. Creating sustainability?

Author	Short Title	TOTAL COST	LTD Net Sales (All Formats)	
Usher	Making News at the New York Times	\$43,508.97	\$27,612.33	-\$15,896.64
Shemer	Identity, Place, and Subversion in Contemporary Mizrahi Cinema	\$41,774.61	\$12,742.11	-\$29,032.50
Bailey	Butch Queen Up in Pumps	\$34,555.86	\$31,767.14	-\$2,788.72
Carp	Jean Paton and the Struggle to Reform American Adoption	\$29,861.36	\$10,160.58	-\$19,700.78
Sitze	The Impossible Machine: Genealogy of South Africa's TRC	\$27,705.28	\$11,732.40	-\$15,972.88
Ciorciari	Hybrid Justice: Extraordinary Chambers in the Courts of Cambodia	\$27,210.26	\$13,006.46	-\$14,203.80
Magelssen	Simming	\$25,226.50	\$8,584.75	-\$16,641.75
Davis	End of Normal: Identity in a Biocultural Era	\$23,496.64	\$21,682.13	-\$1,814.51
Ringe	Bridging the Information Gap	\$20,587.56	\$13,330.25	-\$7,257.31
Stavans	Muy Pop	\$20,567.04	\$6,991.57	-\$13,575.47
Yadav	Democracy, Electoral Systems, and Judicial Empowerment	\$20,236.67	\$9,570.27	-\$10,666.40
Lin	Prometheus Reimagined	\$20,181.33	\$15,777.00	-\$4,404.33
Engstrom	Partisan Gerrymandering and the Construction of Am Democracy	\$19,282.55	\$25,574.99	\$6,292.44
Phillips	Law of Ancient Athens	\$19,065.04	\$21,706.13	\$2,641.09
Ridout	Passionate Amateurs	\$18,526.89	\$23,292.40	\$4,765.51
Homans	The Imprint of Another Life	\$17,233.42	\$13,637.73	-\$3,595.69
Kraus	Majoritarian Cities	\$16,719.96	\$13,200.58	-\$3,519.38
Morrison	Shipwrecked	\$15,346.22	\$14,015.50	-\$1,330.72
Williams	Mediating Culture in the 17th Century German Novel	\$15,236.12	\$9,554.02	-\$5,682.10
Eaverly	Tan Men / Pale Women: Color and Gender in Archaic Greece	\$13,794.46	\$11,522.55	-\$2,271.91
AVERAGE		\$23,505.84	\$15,773.04	-\$7,732.79

2. Increasing public engagement?

Downloads / views



Data from JSTOR Oct. 01 2016 – Dec. 31, 2016

Open Access Ebooks (Part 1)

Introduction

Welcome, reader of *Passionate Amateurs - Theatre, Comedy, and the American Novel*, part of a research project to understand how open access information, please see the project description.

As Open Access publishers, University of Michigan Press and JSTOR are interested in understanding how people like you are actually using our books. We have a bunch of questions for you (well - only 10 actually) about how you found this book and what you're going to do with it. Please tell us the things you think are interesting or relevant. We really want to know!

[Privacy policy: There are no marketing traps, we're not going to spy on you or swamp you with emails afterwards, or tell our "friends" about you - we're just going to store your answers to create a database of usage examples that can be used to understand what Open Access publishing enables. A report of the results will be made available in July 2017.]

- How did you find out about this book in the first place?
For example: Was it from a Google search? Following a wikipedia link? A tweet? Referenced in another book? A late night session with a friend? - or in some other way?
- How did you get hold of this particular copy? For example: Did you download it from the publisher's website? Amazon or another retailer? Find it on academia.edu? Or someplace like asansig? Get it from a friend? Your library?
- Why are you interested in this book?
 For personal use - I'm interested in the topic
 For my job - it relates to what I do
 I need to read it for a course
 If other, tell us more...
 Other: _____

"The Open Access mission is f***ing awesome. Thank you for providing this in a downloadable PDF. You guys are doing it right Delighted to have this resource."

Campaign Finance and Political Polarization

Overview of attention for book

altmetrics

Overall attention for this book

115

- 5 news outlets
- 4 blogs
- 46 tweeters
- 2 Facebook pages
- 5 Mendeley

SUMMARY | News | Blogs | Twitter | Facebook

Title Campaign Finance and Political Polarization
Published by University of Michigan Press, January 2015
DOI 10.3998/ump.13855466.0001.001
ISBNs 978-0-472-07299-0, 978-0-472-05299-8, 978-0-472-12100-1, 978-0-472-90003-9
Authors Raymond J. La Raja and Brian F. Schaffner, Raymond J. La Raja, Brian F. Schaffner

3. Incentivizing experimentation in formats?

Enchanting the Desert SEARCH BIBLIOGRAPHY CREDITS FEEDBACK

INTRODUCTION TOPONYMY EXPLORATION SETTLEMENT TOURISM INFRASTRUCTURE

Projects

Stephanie Bohuk Patrick LeMieux

Metagaming

Playing, Competing, Spectating, Cheating, Trading, Making, Breaking Videogames

Metagaming uncovers alternative histories of play by exploring the strange, unexpected effects that emerge in, on, around, and through videogames. Our projects include original software alongside each chapter; Metagaming transforms packaged products into instruments, equipment, tools, and toys for interesting political economies of everyday life.

#metagaming

START READING

VIEW CONTENTS

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A Mid-Republican House From Gabii Introduction Contents Acknowledgements About Help

The story of the house

The town of Gabii is shaped like the flattened skeleton of a fish, a long curved spine with ribs splayed out, running off either side. It sits on the southern slopes of a low conical mound with a crater in its middle; a bit of landscape whose topography was defined by a long dormant volcano. The town's main east-west thoroughfare traces the contour of the slopes of the crater, near the base of the mound. Between this road and the rim of the crater that defines the northern limit of the town, a series of terraces rise up. South of the road, the town continues across more level terrain.

Once upon a time in this town there was a house. In fact there were a number of houses, but this story is about a particular house built two terraces north of the main road, and one block east of a particularly important side street that runs down the slope from the crater's rim to join up with the Via Gabina, which links Rome to Praeneste. The location of this house, tucked just off this crossroad, gives shape to its story.

To tell the story of this house, we must begin before the house was built and even before the streets that defined the limits of the property were laid out, or the terraces cut into the bedrock. At this time, huts, yards and other small structures, some grouped into compounds and ringed with their own walls, were scattered across the slope of the crater. In the place where our house will be built there is someone living or working.

fulcrum

Next steps?

- **Funding:** We particularly need to address the free-rider problem. More universities need to be supporting the costs of publishing their own scholars' long-form works. Aligning benefits with costs.
- **Finding and getting:** Open access books and new formats need to pass more easily through the information supply chain – affects reputation, preservation, as well as discoverability.
- **Return on investment:** Indicators of engagement need to be aggregated, analyzed, and presented to authors, funders, publishers.
- **Author buy-in:** Some scholars/certain fields are enthusiastic about “digital scholarship”, some on “open access” but there is much confusion. Identify the key adopters and respond to their motivations.
- **Collaboration:** We need to ensure sharing of technology, tools, best practices across experimental projects, while acknowledging the varying needs of different disciplines and fields.

Thank You

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