How digital should the book of the future be?

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The communication chain

- Author   ⬜⬜Institution

   ⬇⬜

- Publisher

   ⬇⬜

- Bookseller

   ⬇⬜

- Library

   ⬇⬜

- Reader

1. The author perspective

- **Intellectual** interest: scholarly communication
  - Publication

- **Economic** interest: furthering one's career (tenure, promotion)
  - Publication

2. The reader perspective

- **Intellectual** interest: scholarly communication
    - Finding
    - Discovering
    - Access

- **Economic** interest: economy of attention
    - Read as little as possible
    - Read as efficiently as possible

3. Two clashes of interest

- **Author vs reader** interests:
  - **Author**: high demand for publishing services coupled with a mild selection regime
  - **Reader**: lower demand for publishing services coupled with the wish for a severe selection regime
- **Reader**'s interests
  - How much actual use?
  - How much actual reading?

4. Paper and digital

- Going digital (including OA)
- Advantages of digital
- Humanists' 'ongoing fondness for print'
- Advantages of paper

Chief sources

- OAPEN-UK (HSS) researcher survey, 2014 (http://oapen-uk.jiscebooks.org/files/2012/02/OAPEN-UK-researcher-survey-final.pdf)
- Geoffrey Crossick, *Monographs and Open Access A report to HEFCE,* January 2015