

3-2-2016

# Open Access Books and the Lever Press

Charles Watkinson  
*The University Of Michigan*

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# Open Access Books and the Lever Press

*Macalester College, March 2, 2016*

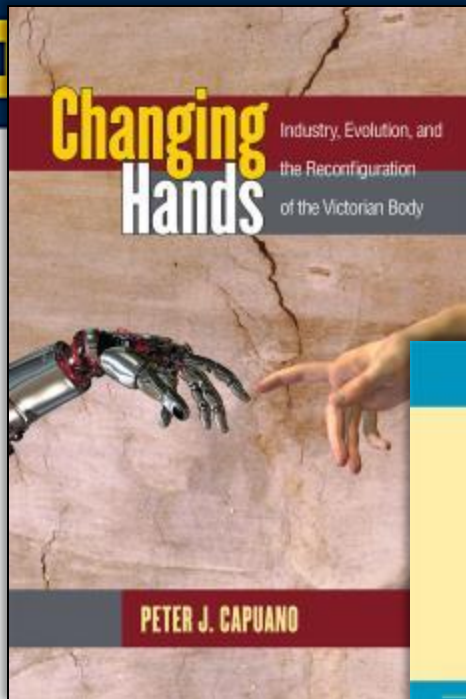
Charles Watkinson

*AUL, Publishing, University of Michigan Library*

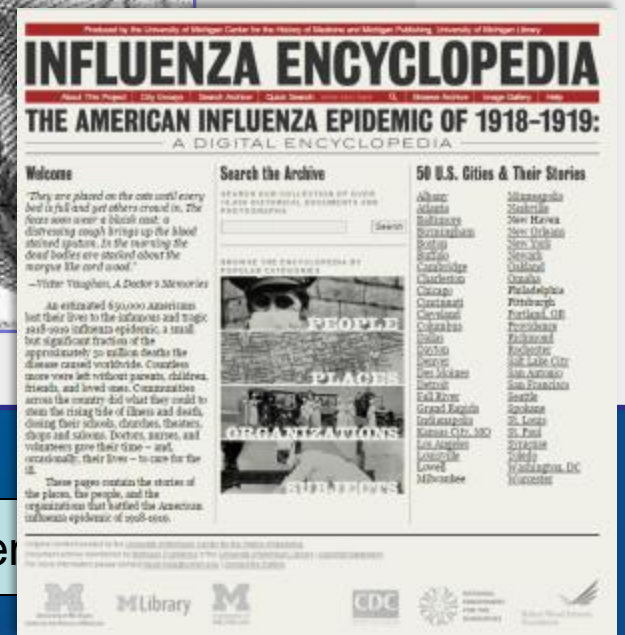
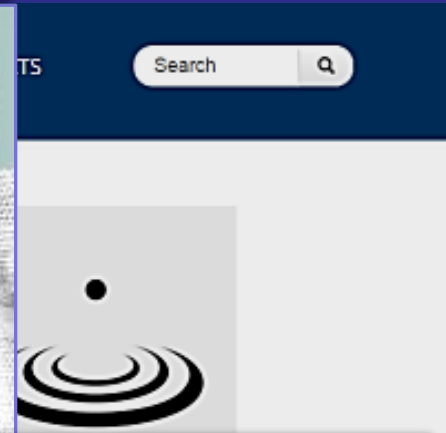
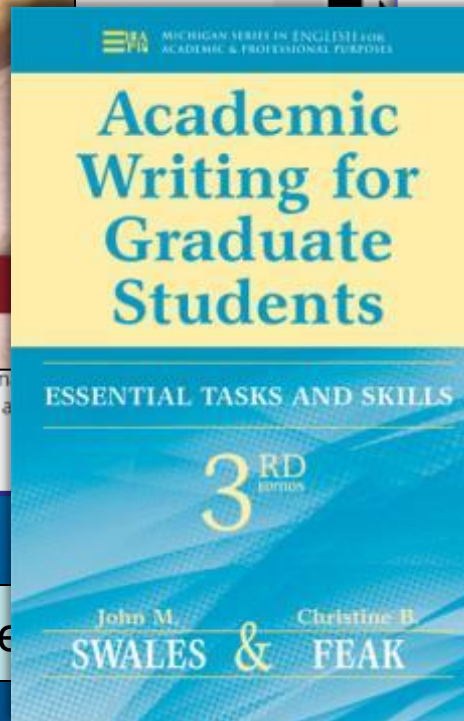
*Director, University of Michigan Press*



Degree of institutional (vs. disciplinary) focus



scholarship and supports the dissemination of knowledge as widely and freely as possible.



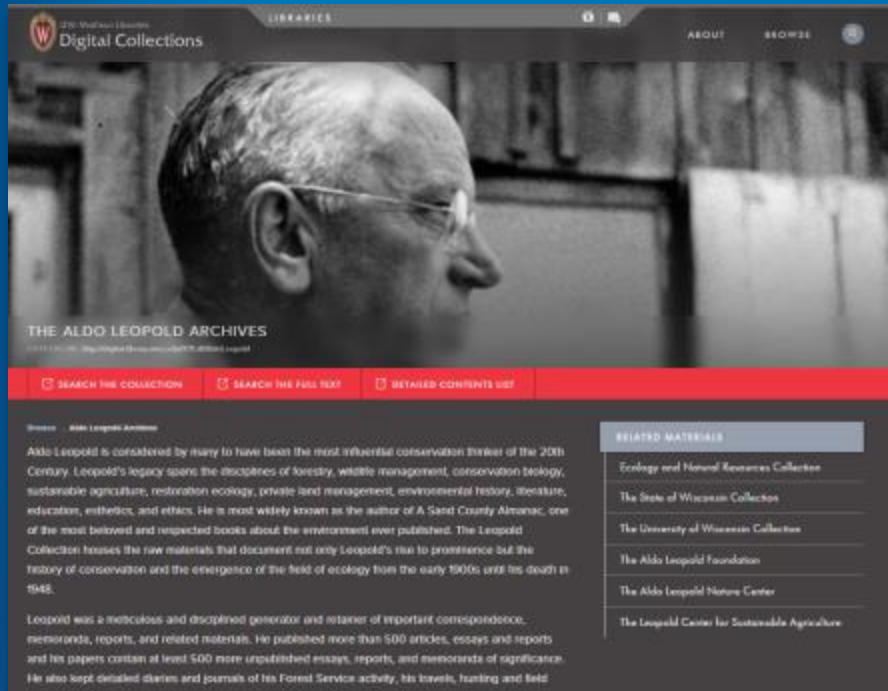
De

ing interven





# The “Edge Effect” or Ecotone



Aldo Leopold with his dog on an edge, ca. 1944  
Aldo Leopold Foundation

“In environmental parlance, the ecotone is the zone where two habitats merge. It’s where species from both sides converge, rendering it a place of complex interaction and diversity.

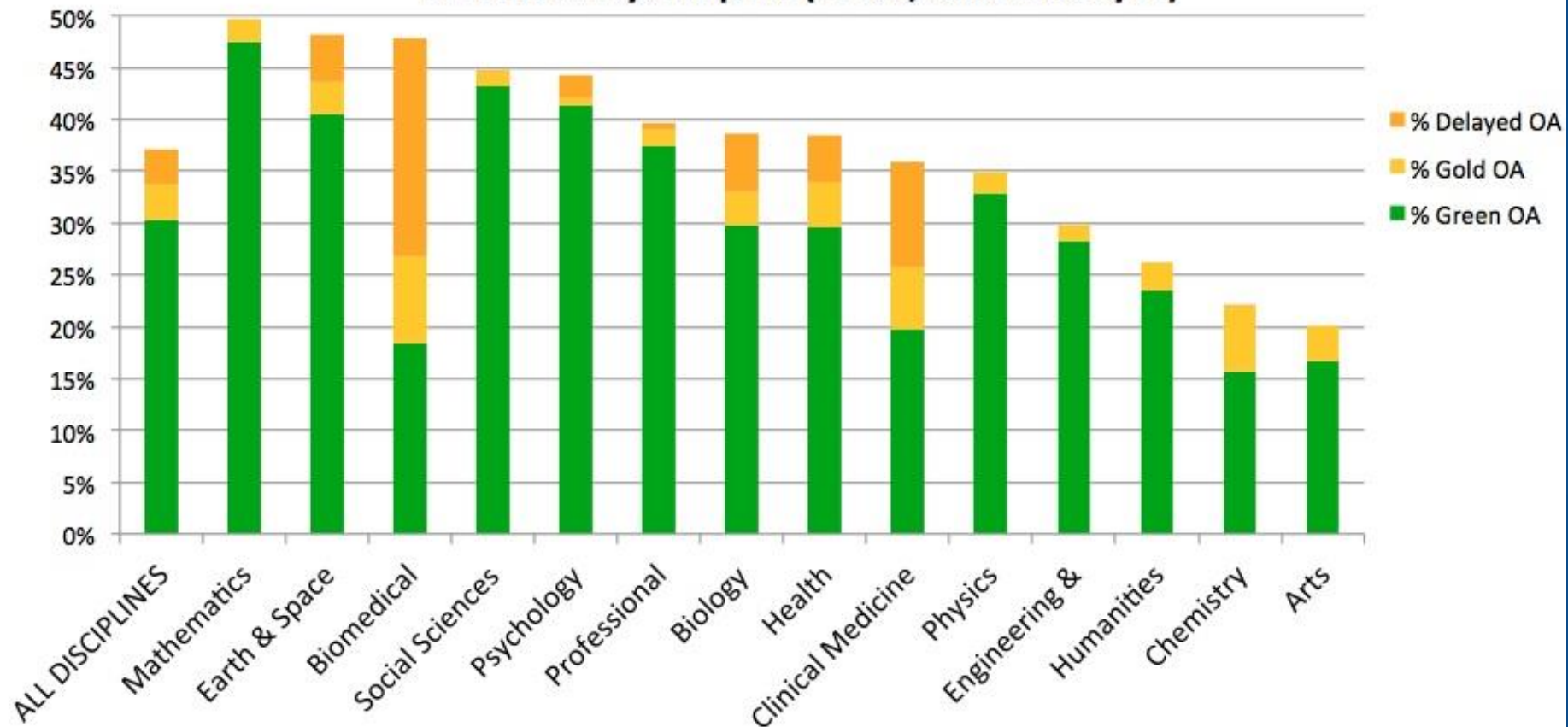
Humans, too, have some primal appreciation for this piece of environmental real estate. **We seem to know that the edge is where the action is, or the place you push things to for the best results.**

When you understand the periphery’s purpose and significance in ecology, it gives you another way to understand different edges in human society and how their energy is created.”

# Open Access for Articles



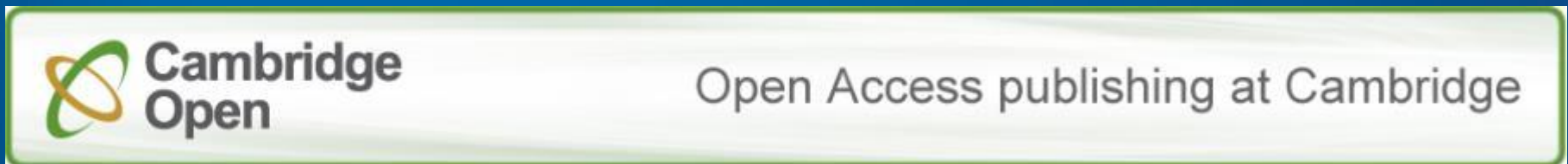
Percent OA by discipline (Green, Gold & Delayed)



Overall, about 30% of the academic and scientific literature is OA (2/3 via green and 1/3 gold). Around 15% of journals are OA. OA revenue (\$290 m) accounts for only about 4% of STM journals market (\$6.8 bn)



# Gold Open Access



OA peer-reviewed journals – APCs but not always . . .



# Green Open Access

The image displays two screenshots of open access repositories. The left screenshot shows the 'Home' page of Deep Blue, the University of Michigan's digital repository. It features a blue sidebar with navigation links like 'Login', 'Search Deep Blue', 'Advanced Search', and 'Browse by'. The main content area includes a description of Deep Blue, instructions on finding and depositing work, and a 'Recent Deposits' section listing various scholarly works with their titles, authors, and file sizes. The right screenshot shows the 'Digital Commons @ Macalester' website. It has a white header with the Macalester College logo and the DeWitt Wallace Library tagline. The main banner features a photo of students on a lawn with the text 'Digital Commons @ Macalester'. Below the banner are navigation tabs, a search bar, and a featured 'Dance Video' by Professor Becky Hest. The bottom section includes a 'Browse' menu with categories like 'Academic Departments and Organizations' and a 'Making Scholarly and Creative Works Available to the World' statement.

**Deep Blue**

Home

Deep Blue is the University of Michigan's permanent, safe, and accessible service for representing our rich intellectual community. Its primary goal is to provide access to the work that makes Michigan a leader in research, teaching, and creativity.

**Finding work by U-M authors:** You can browse or search the contents of Deep Blue via the options in the sidebar of every page, then link to what you find using a URL that will always work. (Available to all.)

**Depositing your work:** We will create a collection for you, or add you as a contributor to an existing one. To get started, [contact us](#). (Available to U-M faculty and staff.)

**Recent Deposits**

- [NIH Public Access Policy 101 2014](#)  
Rosenzweig, Made (2014-10-03)  
(19.7MB)
- [Can Trustworthiness in a Supply...](#)  
Beer, Ruth, Ahn, Hyun-Soo, Lekler, Ste...  
(370KB)
- [I-p-Based Artificial Dependency S...](#)  
Jewin, Stefanus, Sirha, Amitabh (2014-9...  
(507.2KB)
- [Estimating Emissions from Electri...](#)  
Raichur, Vineet, Callaway, Duncan, Ska...  
(5.3MB)
- [The Tongue is a Bridge: Commu...](#)  
Beckman, Gary (1999)  
(334.6KB)

**Macalester College Digital Commons @ Macalester**

DeWitt Wallace Library  
*linking scholars to knowledge*

**Dance Video**

Professor Becky Hest, Theatre and Dance department, collaborated with Mac alumni Angus Reid, Mike Vlach, Zack Kim, and Krista Langberg to create the dance video *Tanen*. Synopsis: A solo figure, a duet, a quartet battles in wind, water, ether, fire and earth.

[View site](#)

**Browse**

- Academic Departments and Organizations
- Archives and Special Collections
- Authors
- Books
- Conferences
- Data Sets

**Making Scholarly and Creative Works Available to the World**

We provide open access to the scholarly and creative works produced by Macalester students, faculty, and staff to increase the visibility of our scholarship, and to encourage collaboration and innovation in order to contribute to the ongoing development of new knowledge.

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> 1.1 million e-prints in Physics,  
Mathematics, Computer Science,  
Quantitative Biology, Quantitative Finance  
and Statistics



Over 9.5 million papers



Over 19 million full texts





## Office of Science and Technology Policy

## Expanding Public Access to the Results of Federally Funded Research



Posted by Michael Stebbins on February 22, 2013 at 12:04 PM EDT



The Obama Administration is committed to the proposition that citizens deserve easy access to the results of scientific research their tax dollars have paid for. That's why, in a policy memorandum released today, OSTP Director John Holdren has directed Federal agencies with more than \$100M in R&D expenditures to develop plans to make the published results of federally funded research freely available to the public within one year of publication and requiring researchers to better account for and manage the digital data resulting from federally funded scientific research. OSTP has been looking into this issue for some time, soliciting broad public input on multiple occasions and convening an interagency working group to develop a policy. The final policy reflects substantial inputs from scientists and scientific organizations, publishers, members of Congress, and other members of the public—over 65 thousand of whom recently signed a *We the People* petition asking for expanded public access to the results of taxpayer-funded research.

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# Open Access for Monographs The New Edge?

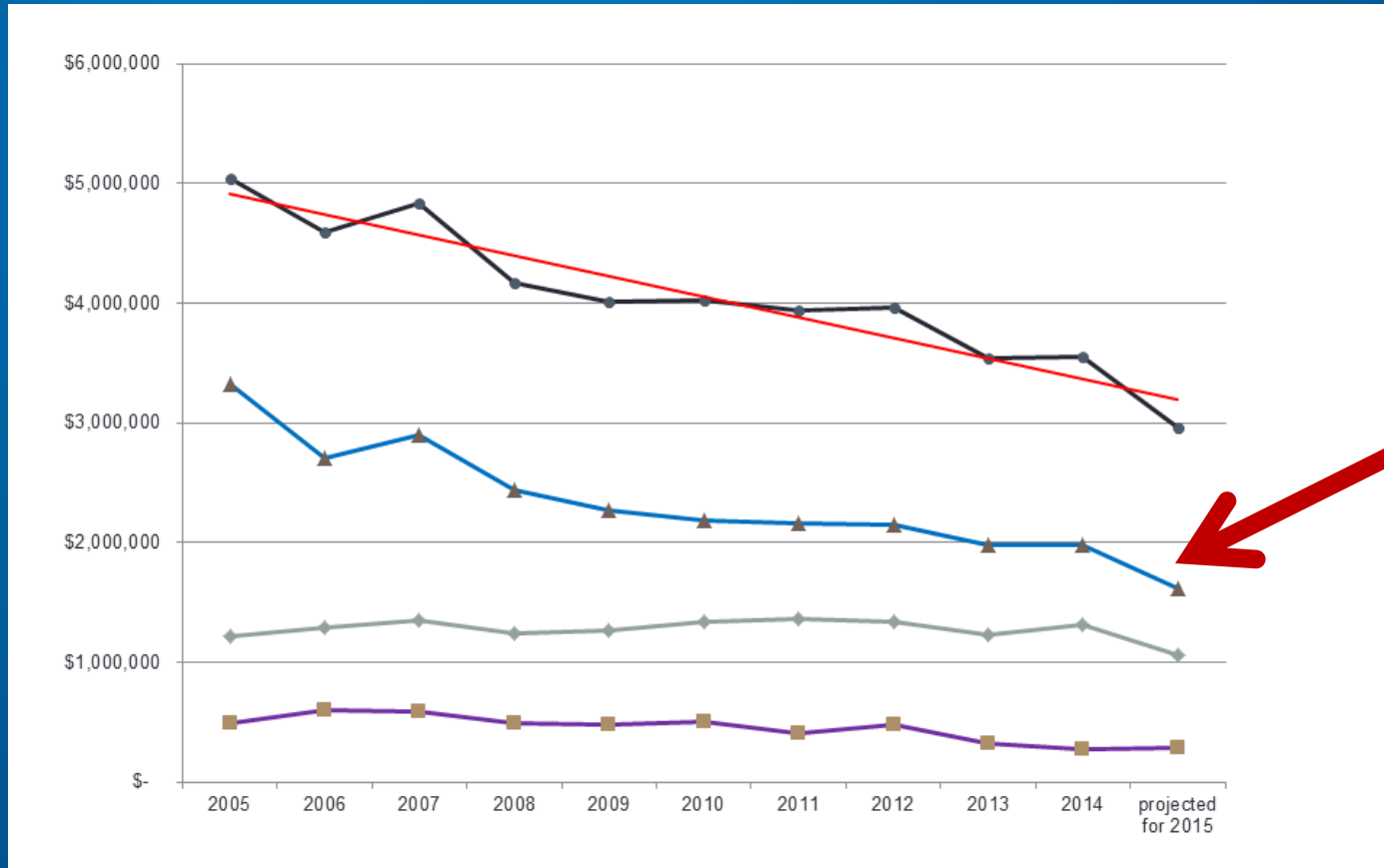
# What is a Monograph?



- “a work of scholarship on a particular topic or theme which is written by a scholar or scholars and intended for use primarily by other scholars” Thompson (2005).
- US university presses collectively publish 14,600 books/year.
- Omit OUP and CUP, new editions of existing books, trade books, regional titles, collections of essays, books designed for classroom use, and reference books – and 5,000 of them are monographs.
- Of those 5,000 monographs, 4,000 are in the humanities, as defined by BISAC codes.
- A monograph can have more than one author, but it has to be a sustained argument. No collections of essays or books designed specifically for classroom use.

Report prepared by Joseph Esposito and Karen Barch  
for the Andrew W. Mellon Foundation

# The Academic Monograph Problem



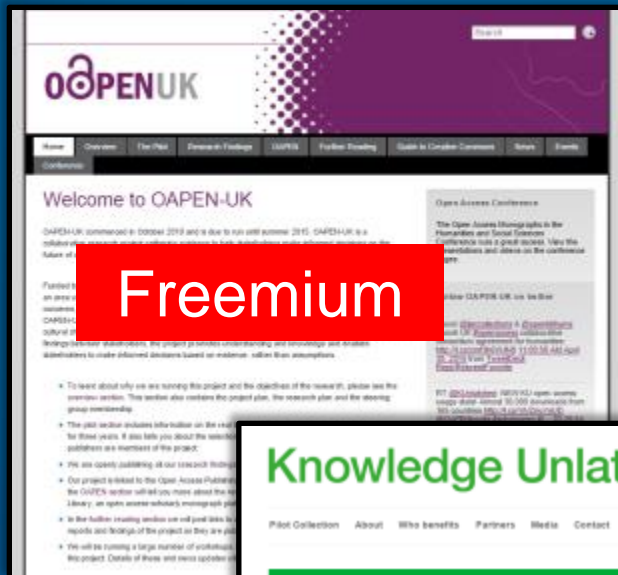
# Bad for Everyone . . .

- **Publishers:** Average \$10,000 loss on every book is unsustainable
- **Librarians:** Increased prices of books & extended digital rights management
- **Authors:** Impact of research affected by lack of circulation of copies



**Is There a Better Way?**

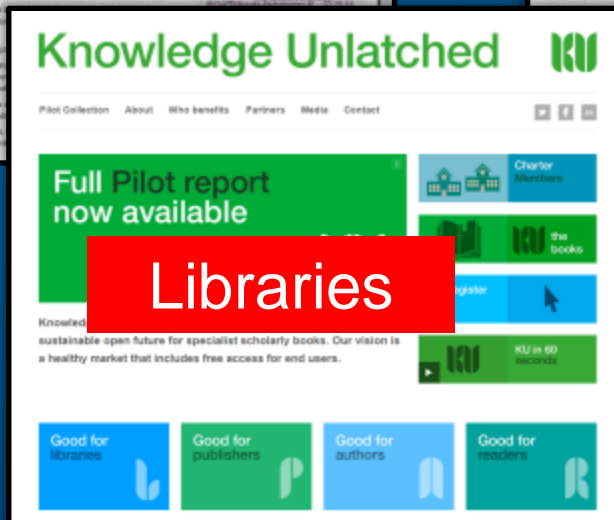
# 2013-14: Explorations into OA books



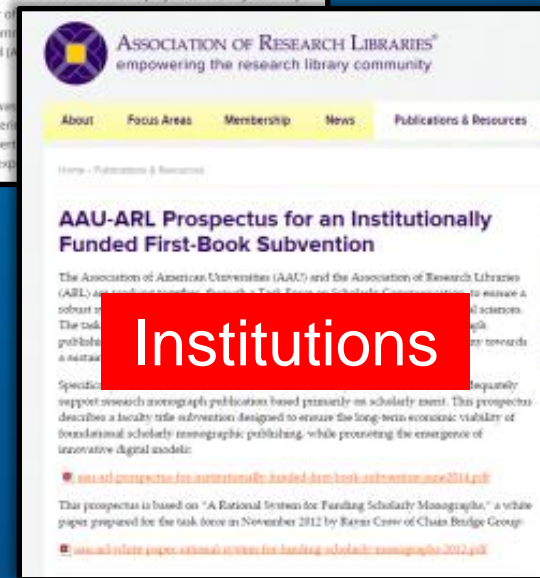
Freemium



Federal



Libraries



Institutions





11,275 Journals  
7,015 searchable at Article level  
136 Countries  
2,199,738 Articles

> 2,000,000 articles

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4256 Academic peer-reviewed books from 139 publishers

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- 2015-06-17 DOAB wins the 2015 IFLA/Brill Open Access award

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- 2014-12-17 OpenEdition Partnership

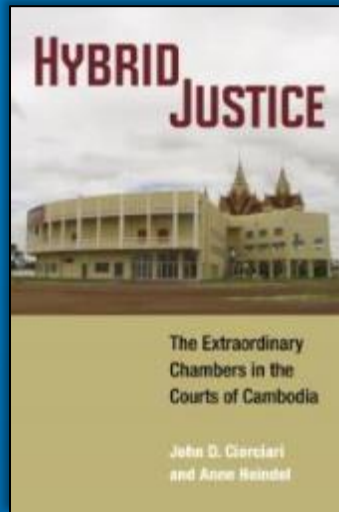
[Archive](#)

<4,500 books

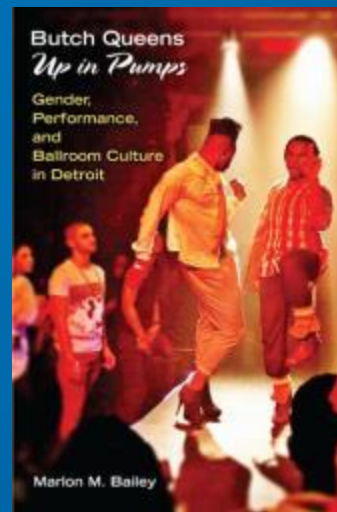
# Cost of producing monographs is high



**\$25,226**



**\$27,210**



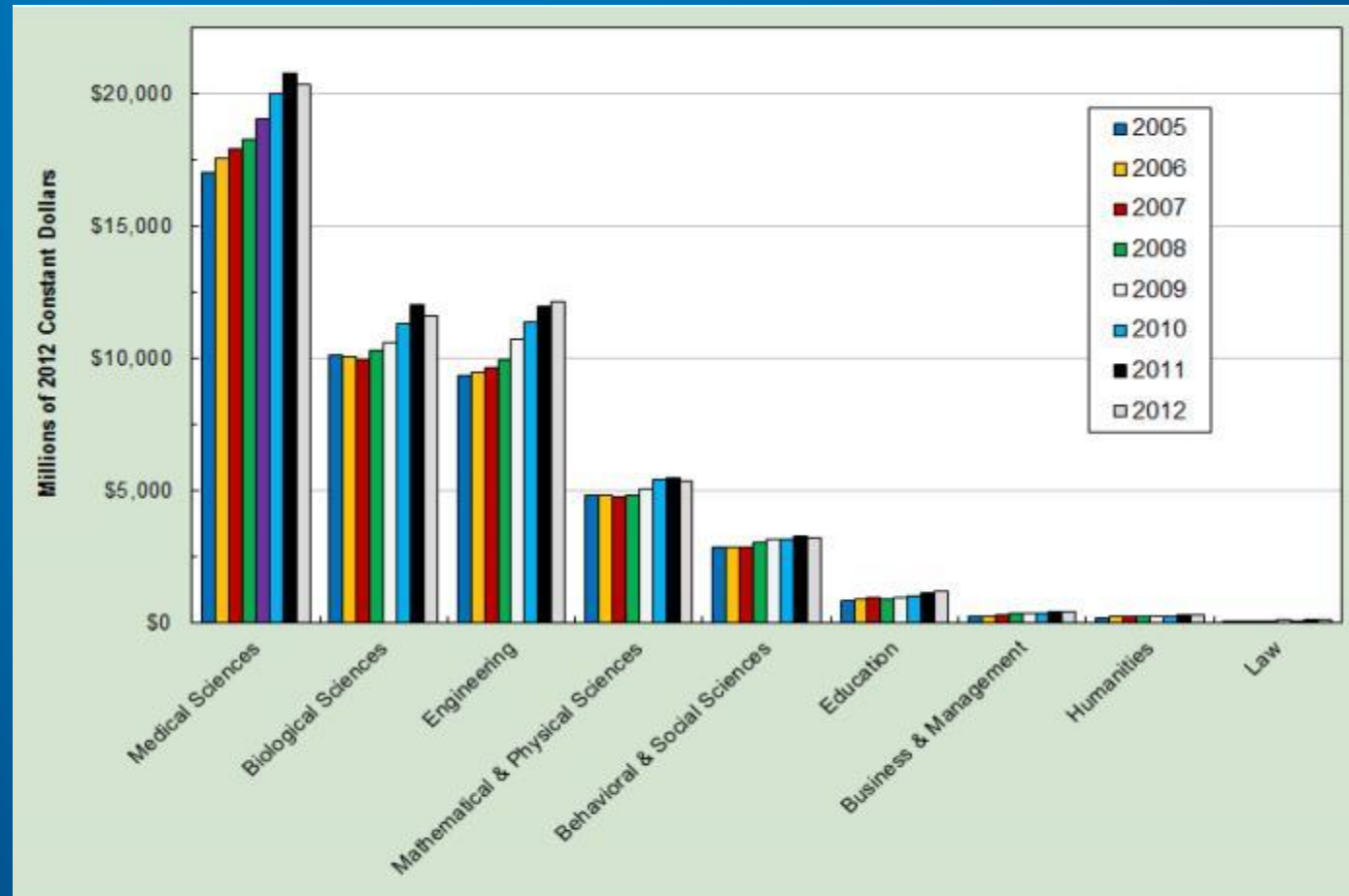
**\$34,556**



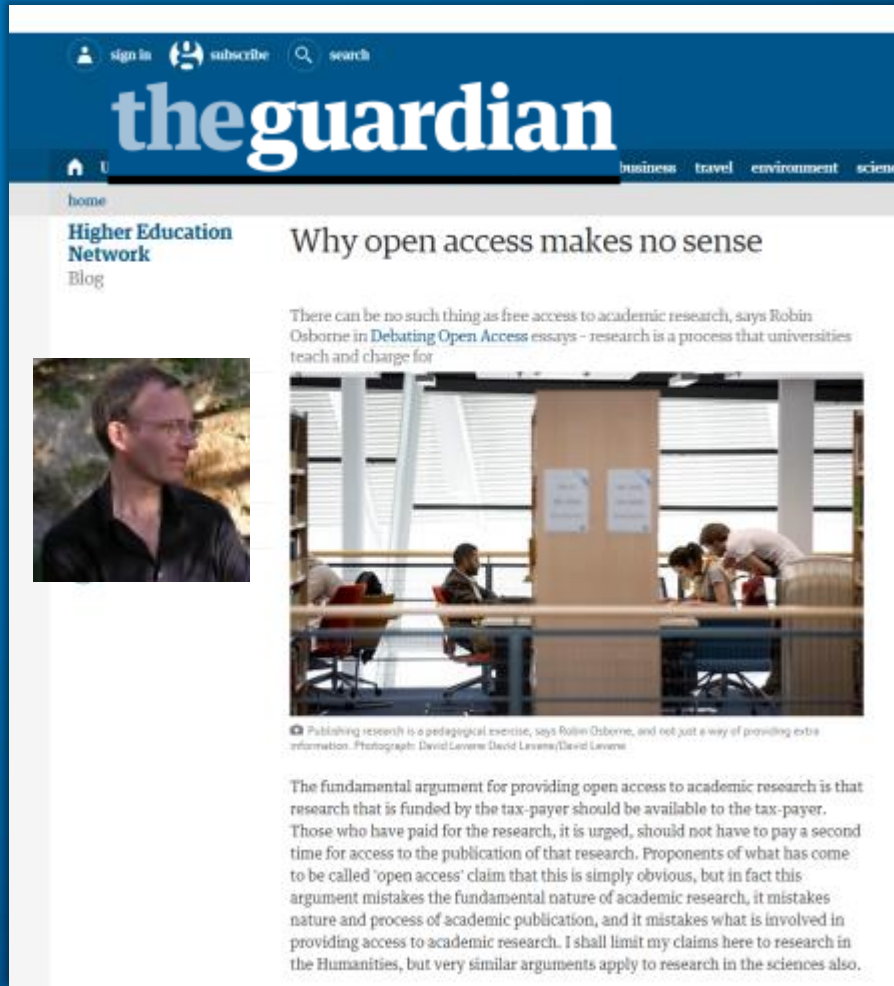
<http://www.sr.ithaka.org/publications/the-costs-of-publishing-monographs/>



# Funding for humanities research is low



# Many scholars are nervous



The screenshot shows the Guardian website interface. At the top, there are links for 'sign in', 'subscribe', and 'search'. The main header is 'theguardian' in a large, bold, sans-serif font. Below the header, there are navigation links for 'home', 'business', 'travel', 'environment', and 'science'. The article is part of the 'Higher Education Network Blog'. The title of the article is 'Why open access makes no sense'. The author is Robin Osborne, and the article is part of a series called 'Debating Open Access essays'. The article's text begins with 'There can be no such thing as free access to academic research, says Robin Osborne in Debating Open Access essays - research is a process that universities teach and charge for'. There are two images: a portrait of Robin Osborne on the left and a photograph of a library or study area on the right. The library photo shows several people sitting at long tables, working on laptops. The text continues with 'The fundamental argument for providing open access to academic research is that research that is funded by the tax-payer should be available to the tax-payer. Those who have paid for the research, it is urged, should not have to pay a second time for access to the publication of that research. Proponents of what has come to be called 'open access' claim that this is simply obvious, but in fact this argument mistakes the fundamental nature of academic research, it mistakes nature and process of academic publication, and it mistakes what is involved in providing access to academic research. I shall limit my claims here to research in the Humanities, but very similar arguments apply to research in the sciences also.'

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# theguardian



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home

## Higher Education Network Blog

### Why open access makes no sense

There can be no such thing as free access to academic research, says Robin Osborne in [Debating Open Access essays](#) - research is a process that universities teach and charge for

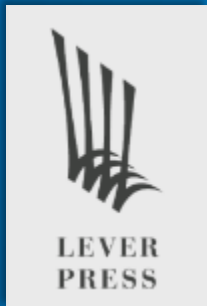


✎ Publishing research is a pedagogical exercise, says Robin Osborne, and not just a way of providing extra information. Photograph: David Levine David Levine/David Levine

The fundamental argument for providing open access to academic research is that research that is funded by the tax-payer should be available to the tax-payer. Those who have paid for the research, it is urged, should not have to pay a second time for access to the publication of that research. Proponents of what has come to be called 'open access' claim that this is simply obvious, but in fact this argument mistakes the fundamental nature of academic research, it mistakes nature and process of academic publication, and it mistakes what is involved in providing access to academic research. I shall limit my claims here to research in the Humanities, but very similar arguments apply to research in the sciences also.

# 2014-15: Business Models Emerge

expectation of payment by authors



number of funders involved

# 2014-15: Refocus on Author Needs

The Future of the Monograph in the Digital Era: A Report to the Andrew W. Mellon Foundation by Emory University (July 1, 2015)

<https://pid.emory.edu/ark:/25593/q4fd0>

A Study of Direct Author Subvention for Publishing Humanities Books at Two Universities: A Report to the Andrew W. Mellon Foundation by Indiana University & University of Michigan (Sept 15, 2015)

<http://hdl.handle.net/2027.42/113671>





# OA Monographs: Challenges

## Authors worry about . . .

- lower perceived value
- loss of royalties
- disenfranchising authors from less wealthy-institutions
- increased risk of plagiarism or use out of context / without authorization
- the effect on academic freedom of funding consolidation
- undermining the university press tradition of quality.

Plus issues that are more broadly digital in nature:

- ephemerality of electronic media
- the pedagogically sub-optimal nature of online reading
- the death of print.

# OA Monographs: Opportunities


Authors are interested in . . .

- The **philosophical rightness** of an open approach
- **Extended impact** for their work
  - with a social justice motivation
  - with a public accountability motivation
  - with a desire to target particular specialist publics
- Facilitation of **data sharing and reuse**


with level of enthusiasm most correlated with disciplinary background.

# Philosophically Right

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**Writing History in the Digital Age**  
Kristen Nawrotzki and Jack Dougherty  
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### About the Book

With our unique focus on writing, our innovative web-born format allows humanities scholars – and historians in particular – have the opportunity to deliver in advance of his forthcoming book, *The Ivory Tower and the Web*, “to impose traditional ivory tower genres on the web” rather than what would happen, Cohen asks, if we reversed this flow and “embraced the norms of scholarly work, particularly in how we generate and communicate, and explore in our *Writing History* volume.

### About the Authors

Jack A. Dougherty is Associate Professor of Educational Studies and Director of the Center for Digital Scholarship at the University of Wisconsin-Madison.

Kristen D. Nawrotzki is Lecturer, Faculty for Social Sciences, Philosophy, and History at the University of Wisconsin-Madison, Germany, and Senior Research Fellow, Early Childhood Research Institute at the University of Wisconsin-Madison.

*“The most principled reason for academics to publish is to share ideas and engage with the ideas of others, as part of a larger process of enriching the body of knowledge. We embrace the arguments that open-access scholarship is more widely discoverable, useful, and consistent with the principles of our scholarly societies.”*

# Extended Impact

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Published: (1992)

**Hybrid justice : the extraordinary chambers in the courts of Cambodia / John D. Ciorciari and Anne Heindel.**

**Main Author:** [Ciorciari, John D.](#)

**Other Authors:** [Heindel, Anne.](#)

**Language(s):** English

**Published:** Ann Arbor : University of Michigan Press, [2014]

**Subjects:** [Justice, Administration of](#) > [Cambodia,](#)  
[Courts](#) > [Cambodia](#) > [Cases,](#)  
[Courts](#) > [Cambodia,](#)

**Physical Description:** pages cm.

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**Heroic Offerings**  
The Terracotta Plaques from the Spartan Sanctuary of Agamemnon and Kas  
Gina Salapata

The first in-depth study of the terracotta plaques from the sanctuary of  
and Cassandra at Amyklai

[Description](#) [Look Inside](#) [Supplemental Materials](#)

**Description**  
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states and the long-term rival of Athens. Spar  
been much less satisfactorily explored. Throug  
terracotta votive offerings from a specific san  
and regional religion. By integrating archaeolo  
she provides important insights into the heroic  
understanding of the political and social funct

**Supplemental Materials for Heroic Offerings**  
On this website you can find illustrations  
those in the published volume. They are  
(a few plaques are not illustrated, as noted in  
Appendix 2. Finally, there are a few other illustrations of artifacts.

For more information or to purchase this title please see [the University of Michigan Press website](#).

[jump to Plate 1](#) | [Plate 2](#) | [Plate 3](#) | [Plate 4](#) | [Plate 5](#) | [Plate 6](#) | [Plate 7](#) | [Plate 8](#)

Number Within Plate	Image Number(s)	Caption	Image 1	Image 2	Image 3	Image 4
PLATE 1						
1, 2	SEA 1/1 (6247 and 6245/1)	Two nonjoining fragments of large terracotta relief depicting seated man with kantharos.				
3	SEA 1/2 (6246/1)	Large terracotta relief depicting seated man with pomegranate.				

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**Subjects**  
Archaeology - Greek  
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This volume focuses on a large group of decor  
centuries BCE. These molded plaques were dis  
excavated near Sparta more than fifty years a  
They number over 1,500 complete and fragme  
they form a homogeneous group unlike any ot  
plaques and variety of types reveal a stable ar  
late Archaic and Classical period.

*Heroic Offerings* will be of interest to student  
archaeology, to those interested in ancient re  
inspired by Athens' chief political rival, Sparta

This volume received financial support from the

“It was important for my readers to have access to all images if they wanted to check something. I understand that not many readers will consult the website in detail but still it functions as a repository of data. And I believe that data should be easily available for all to consult and scrutinize.”

# Design principles for OA monograph platforms

- Emphasis on **accessibility** (broadly defined)
  - e.g., responsive design, readable by machines, quick-to-load files
- Focus on **discoverability**, with success measured through by rich quantitative and qualitative analytics
  - e.g., use of standard identifiers, integration into information supply chain, quantitative and qualitative metrics of use
- Integration with **data curation infrastructure**
  - e.g., selective access restriction possible, participation in preservation networks
- Hybrid **funding models** that reduce any direct cost to the author through “magpie” revenue approaches



# digitalculturebooks



Disciplinarily  
focused

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metrics, linkage to  
data

Freemium funding  
model - print and  
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### Oral Literature in Africa

Author: Ruth Finnegan

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Since publication, this book has been viewed 77,930 times.  
**This work has been accessed more in Africa than in any other continent**

What is significant about this revised, online edition is that it makes this ground-breaking, seminal work freely available to all who want to use it. This is particularly significant for the African scholar living in an increasingly technologized society on a continent where academics often remain on the periphery of a society consumed by emerging capitalism and political uncertainty. African academics, their universities and libraries are largely under-resourced and can often not afford to purchase hard copies of books. Making this book freely available therefore returns it back to its people on the ground, back to its original home, which underpins the fieldwork represented in the volume. It is now available for the next generation of researchers who will emerge through being influenced by this technologized version of the book.

—Russell H. Kaschula, *Journal of African Cultural Studies*, Volume 25/1, 2013, pp. 141-44.

Disciplinarily broad

Accessibility,  
**metrics**, linkage to  
data

Freemium, library  
memberships, and  
grants



# LuminosOA

The screenshot shows the LuminosOA interface for the book 'The Art of Fugue' by Joseph Kerman. The top header includes the University of California Press logo and the LuminosOA branding. The book cover is displayed on the left, featuring the title 'The Art of Fugue' and the subtitle 'BACH FUGUES FOR KEYBOARD 1715-1750'. To the right of the cover, the book title 'Art of Fugue' is shown, followed by the author 'Joseph Kerman' and the publication date 'Pages: 192, 01 Jun 2015'. Below this, there are buttons for 'DOWNLOAD', 'BUY PAPERBACK', and 'READ THIS BOOK'. A paragraph of text describes the book's content, mentioning that it discusses his favorite known fugues and reveals the inner workings of many different ones. A quote from 'Beautifully produced humanistic learning' is also visible. The 'How to cite' section provides the citation: 'Kerman, J. 2015, Art of Fugue: Bach Fugues for Keyboard, 1715-1750, California: University of California Press. DOI: <http://dx.doi.org/10.1525/luminos.2>'. The 'License' section states: 'This book distributed under the terms of the [Creative Commons Attribution + Noncommercial + NoDerivatives 4.0](#) license. Copyright is retained by the author(s)'. An inset image shows a page from the book, titled 'CHAPTER 16 Fugue in B Major The Well-Tempered Clavier, Book 2', featuring musical notation and a discussion of the piece.

Disciplinarily broad

Accessibility, metrics, **linkage to data** (cf. *Captive Audiences, Captive Performers*)

Mainly author charges, subsidized by library members and other sources

# So What Does The Growth of OA Monographs Mean for Macalester and Neighboring Schools?

## Opportunities

- Born digital research and teaching resources can be richly published in a multimodal format
- Better reach for the scholarship produced, impacting communities beyond the Academy
- More useful feedback for authors in the form of usage metrics as well as just sales reports

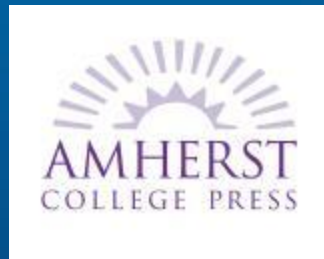
## Challenges

- Promotion and tenure norms need to recognize the worth of non-traditional outputs
- Funding may need to be made available by institution to support author payment requests
- Preservation commitment to complex digital resources needs to match that in the world of print



# 2016: Liberal Arts Colleges intervene in the move to OA monographs

Agnes Scott  
Allegheny  
Amherst  
Atlanta Univ Ctr  
Bard  
Bates  
Berea  
Bowdoin  
**Carleton**  
Claremont Colleges  
Coe  
**College of St. Benedict/St. John's**  
Denison University  
Depauw  
Earlham  
Furman University  
Grinnell  
Hamilton  
Haverford  
Kenyon  
Knox  
Lafayette



Lake Forest  
**Macalester**  
Middlebury  
Oberlin  
Rollins  
Sewanee  
Skidmore  
Smith  
**St. Olaf**  
St. Lawrence  
St. Norbert's  
Susquehanna  
Swarthmore  
Trinity University  
Union  
University of Puget Sound  
Ursinus  
Vassar  
Washington & Lee  
Whitman  
Williams  
College of Wooster



# Lever Press's 3 Commitments

## **Alignment with mission and ethos of LACs**

- Created and governed by LAC librarians and other faculty
- A powerful voice for the publishing needs of LAC faculty

## **“Platinum” Open Access**

- No author charges, ever. Thanks to LAC library support
- Publications selected solely on basis of merit, not ability to pay

## **Digitally native**

- Optimized for the publication of multimodal scholarship
- Speedy, digitally-enabled, workflows



# Thank You

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