

Open-access monographs published by university presses in Spain

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Abstract

Here, we analyse the open-access model of publishing monographs by the members of the Spanish Universities Publishers Association (UNE). The study focuses on production data from 2015 to 2017, as well as the positioning and arguments of those in charge of the presses in relation to open-access publication of monographs, related policies and financing modalities. Data were initially collected via a questionnaire (with a response rate of 58% of publishers associated with the UNE) and includes in-depth interviews with seven of the respondents. The results show that 75% of UNE members publish open-access titles, and that most consider open access a good way to increase the dissemination of monographs (in terms of both views and downloads), as well as there being no differences in the quality of the content compared with non-open access. The respondents had doubts as to whether open-access publishing is compatible with commercial exploitation of the same material in printed format; and considered the most effective financing channels to be institutional funding (i.e., by the university), followed by university press funding, and author self-financing.

Keywords: university presses, open access, monographs, questionnaire, interviews, funding, policies, UNE, Spanish Universities Publishers Association

1 Introduction

The increase in the dissemination of academic work has been driven in recent years by digitalisation processes and also by open-access publishing. This has been particularly noticeable in journal papers, a significant proportion of which are now accessible free of charge to all. They can be accessed via journal portals or repositories, in percentages that range from approximately 20% to 50%, according to several studies (Björk, 2010; Archambault et al., 2013; Chen, 2014).

Despite the importance of monographs in academic publishing, this type of work receives less dissemination than journal papers do. It is worth considering why this is the case or what the reasons behind this difference are. One of the reasons is no doubt that monographs are digitalised to a lesser degree than journal papers are. In our opinion, however, it is particularly due to the fact that the open-access model of publication is only rarely applied to books. Three European projects concerning the future of publishing monographs have generated several studies of this issue. We can cite, in the first place, the final report of the OAPEN project (Open Access Publishing in European Networks) which analysed sustainable publication alternatives for academic books, especially in the humanities and social sciences, within Europe (Milloy, Collins, 2016); it also included more specific analysis of the situation in the Netherlands (OAPEN, 2013). Then there is the Knowledge Unlatched project, which is based on establishing a worldwide consortium to support open-access publication of monographs (Montgomery, 2015). Finally, *The Academic Book of the Future Project*, financed by the British Arts and Humanities Research Council (AHRC) and the British Library (BL) produced two complementary final reports (Deegan, 2017; Jubb, 2017) that analyse the current situation and the future prospects for the academic book, from the point of view of different agents (publishers, university libraries, bookshops, etc.) and also of the processes (publication, dissemination, contracts, sales, etc.) including a chapter devoted to open access. In a complementary way, we could also cite interesting research on models of financing (Ferwerda, 2014), a study of the future of monographs in the digital age (Elliott, 2015) which highlights the role of open access, and a report on policies affecting open-access monographs, sources of funding and publication models in eight European countries based on 73 in-depth interviews with publishers, funding bodies and libraries (Ferwerda et al., 2017).

From our point of view, university presses—a very specific typology that produces almost exclusively academic publications, mostly monographs but also some learned journals—meet the necessary conditions for the adoption of the open-access model in the production of monographs. This is because they are institutionally dependent on universities (or on public research centres, as in the case of the Spanish National Research Council: *Consejo Superior de Investigaciones Científicas*, CSIC), many of which have open-access policies.

The situation of university publishing in Spain has previously been studied both in a general way (Polo, 2007; Abadal, Ollé, 2012) and focusing on the electronic book (Cordón, 2013 and 2014). At present, university presses constitute the principal academic publishing groups in Spain, ahead of competitors such as Hachette or Planet, as they published 30% of all the academic books published in 2015 and they account for 33.6% of the current catalogue. Updated statistical data on annual publications can be found in *Las editoriales universitarias en cifras* (UNE, 2016), based on questionnaires answered by publishers and with sections that refer to publication, sales, reader profiles, copyright, exchanges with other institutions, personnel, collaborators and advertising. In the last edition, furthermore, a few

questions concerning open access were included. The most notable general characteristics are the predominance of social sciences and humanities in the titles published (75%) as well as a marked increase in the presence of digital versions.

In terms of specific studies of university presses and open access, we should mention Greco's (2008) pioneering work which considered the question of whether university presses should adopt this model for all their production. There are also a couple of field studies that both focus on the same country. **Shearer** (2010) carries out detailed analysis of the new publishing models at universities in Canada and includes a section devoted to the publication of monographs where we can also find several examples of good practice. **Taylor** (2013) is a similar study, although it focuses principally on journals and is based around a questionnaire that was answered by people who manage different university publications in Canada and also by directors of libraries, with only a few answers coming from publishers themselves (6 of 19).

Finally, we have to cite the platforms that disseminate monographs, among which OAPEN, mentioned above, stands out as it contains some 500 humanities books and a similar number in social sciences, published by prestigious universities (such as Amsterdam University Press, Leiden University Press, Göttingen University Press, Manchester University Press, Presses Universitaires de Lyon, and Firenze University Press). As in the case of journals, the platform adopts a strict quality model: only those texts that have successfully passed an external peer review process are published. The business model that allows this type of publication to survive is a combination of open access (in pdf, normally) together with the sale of the books in other formats (printed, e-books, etc.). In some cases, in addition, the author is asked to pay for the cost of publishing.

It is also possible to consult the Directory of Open Access Books which contains information on some 7,500 books and chapters, published by a total of 225 different publishing houses; figures which are still far from the 10,000 journals and 2.6 million papers that appear in the corresponding directory devoted exclusively to journals (Directory of Open Access Journals). As can be seen, the modest numbers of books available via open access cannot be compared with the quantitative data for journals, as the differences are vast.

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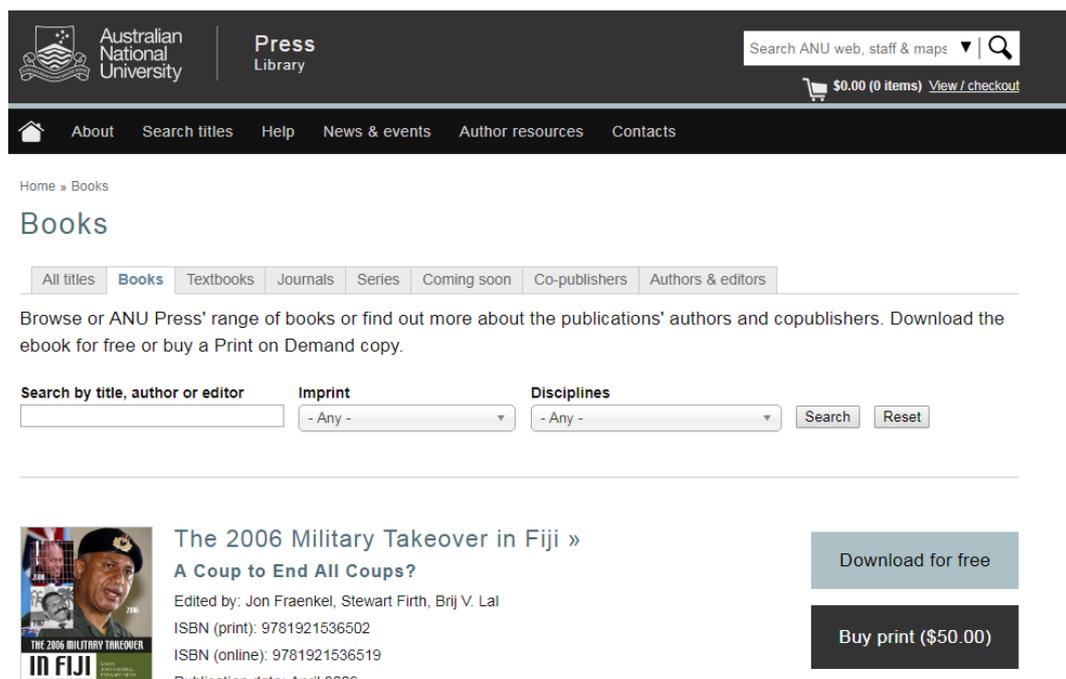
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Figure 1. Directory of Open Access Books

The Australian National University Press (ANU Press), created in 2003, was one of the pioneers in open-access publishing. It currently has a catalogue of some 600 titles, and offers the possibility of downloading the e-book free of charge or of paying for the print version.



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Figure 2. Consulting the ANU Press catalogue

In the case of Spain, sadly we must report a lack of similar projects, together with scant interest shown by Spanish publishers in participating in the international projects mentioned above. The single

exception would seem to be Edit.UM (*Ediciones Univ. de Murcia*), which has set up the portal Libros.UM from where it is possible to download a pdf version of more than 150 titles in a wide range of disciplines. It is also true that in some cases institutional repositories are used for the dissemination of monographs, although important collections are not usually available and therefore the visibility of the few titles that are there is greatly reduced, especially if we compare this to the portals described above.

The overall objective of this study was to analyse the current (2016-2107) situation of the open-access model for the publication of monographs by Spanish university presses. The more specific objectives were:

- a) To establish the characteristics of the university presses that publish in open access.
- b) To determine what their short- and medium-term plans are concerning this publishing model.
- c) To learn what publishers consider are the greatest advantages and disadvantages of open-access publishing of monographs.
- d) To find out how publishers assess the different means of financing open-access publishing.
- e) To establish whether there is a relation between open-access publishing and university policy.

2 Material and methods

In the initial stage of the study, we used a questionnaire containing mostly closed questions, but with a few open ones (available in the Annex). Those who answered the questionnaire and expressed an interest in continuing to take part in the study were then interviewed in person, using a semi-structured questionnaire, in a second stage.

With the collaboration of the Union of Spanish University Presses (*Unión de Editoriales Universitarias Españolas*: UNE), the initial questionnaire was sent out on 8th November 2016. Three reminders were then sent: the first (29th November) was sent by the UNE organisation, while the other two (10th January and 14th February 2017) were sent by the authors of this study. Altogether, we obtained 32 answers from a total of 55 university presses, representing a response rate of 58%.

That initial questionnaire consisted of four sections: descriptive data; evaluation of open access as the means of publication of monographs; open-access publications; and policies and models of open access publication, including a space for any additional comments.

The indicators we considered were: number of titles published; publication format (print, digital or both); publish in open access or not; thematic area of titles; data on increases or decreases in the number of views; content quality assurance; commercial data for each work; number of downloads; and economic viability.

In the second stage, during January 2017, we interviewed a total of seven people in charge of different university presses¹. The aim of the face-to-face interview was to learn more, in greater detail about

¹ Those of the CSIC, Universidad Complutense de Madrid (UCM), Universitat Oberta de Catalunya (UOC), Universitat Politècnica de Catalunya (UPC), Universitat Politècnica de València (UPV), Universitat Rovira i Virgili (URV) and Universitat de València (UV).

the system of publication of each publishing house, to learn their short- and medium-term plans for open-access publication of monographs, as well as to discover any doubts or concerns they had and their general position regarding open-access publication, among other aspects (see the Annex for more details). All of the people we interviewed agreed that we could include them in the final report and they have all read and agreed to the final version of this manuscript, in its original Spanish version.

3 Results

Below, we present our analysis of the data extracted from the initial questionnaire, which in some cases was then complemented by the declarations made in the personal interviews.

3.1 General data

A quarter of the university presses which responded to the initial questionnaire (8 out of 32) can be considered to be large, as they published over 100 titles both in 2015 and in 2016. We can see from Table 1 that most of the university presses published fewer than 50 titles a year: 53% (17) in 2015 and 50% (16) in 2016. In general, the volume of titles published appears to be stable, with a slight increase in the 50-100 title range, which it would be interesting to contrast with the final data for 2017. These volumes of production lead us to conclude that half of the university presses are what we consider to be small (fewer than 50 titles) while the other half are evenly divided between large and medium-sized publishers.

| Number of titles published | Percentage of university presses | |
|----------------------------|----------------------------------|------|
| | 2015 | 2016 |
| >100 | 25% | 25% |
| 50 - 100 | 22% | 25% |
| <50 | 53% | 50% |

Table 1. Overview of the publication of titles in 2015 and 2016

In the initial questionnaire, we asked what percentage of titles was published in the different formats: print, digital or both. The respondents were asked to choose between: 0-25%, 26%-50%, 51%-75% and 76%-100%” (Figure 3), which does not necessarily result in a total of 100. We observed that two thirds of the university presses publish the majority of their titles in print format; while about a quarter publish the majority of their titles in digital format; although there is also a notable volume of publications in both formats. The variations across the two years analysed are minimal with the slight decrease in publication in print format corresponding to the increase in the digital versions.

Some people in charge of the university presses that we interviewed—as in the case of the UV or the UCM—maintained that authors continue to wish to see their work in print.

Although we cannot draw any direct comparisons with our results, as a general reference we can also consider the UNE questionnaire (2016) mentioned above. That study found that 33% of university press production is accessible in digital format (taking into account that 88.1% of that which is

published in digital format is also printed).

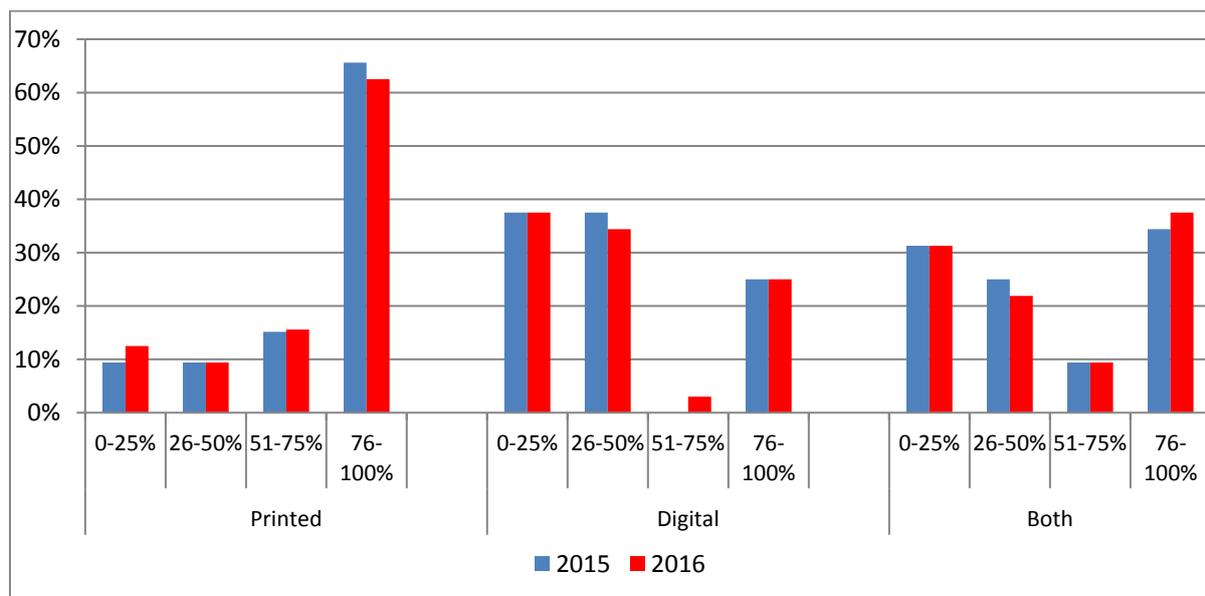


Figure 3. Titles published by format

3.2 Open-access publication

In this section, we consider the university presses that publish in open access and the thematic areas the titles they publish in this modality belong to.

In first place, it is important to note that 59% of the responding university presses published some titles in open access and that, when asked about 2017, 28% of those who did not do so were evaluating the possibility of adopting this model for the dissemination of books. This is a significant proportion, although it is slightly less than the 67% that figured in the UNE statistical data (2016). It should be borne in mind that the UNE asked not only about books (as we did) but also about journals.

Publicacions de la Universitat Rovira i Virgili (URV) is an outstanding case, given that it has always published all its titles in open access, since it was first founded. Other universities (e.g., UPV and UPC) publish many of their titles in open access and with the remaining titles they wait for two or three years after initial publication before adding open access. The UOC press, in contrast, experimented with the open-access model but found it was not a success and reverted to the traditional system.

The difficulties involved in implementing the open-access model for monographs were also mentioned by the person responsible for publishing at the UV:

“The evolution of monographs in open access will not be the same as that of journals. It will be slower because the cost of publication is higher, and there is also an established tradition which means that many authors, especially academics from the humanities, want to see their books in print.”

The publishers who offer open-access publishing of books say it is justified by the increase in dissemination, or because the publishing policy of the university requires it, or because it is a way to prolong the life of a book once its commercialisation has concluded.

Only four university presses provided data on the number of titles published in open access and the distribution of those titles between the different thematic areas. From that information, the leading disciplines in open-access publication in 2016 were social sciences (29.6%) and humanities (27.8%), followed by engineering (14.8%), natural science (16.7%) and mathematics (11%). No titles were reported in health sciences; and the percentages were almost identical for 2015 and 2016 (Figure 4).

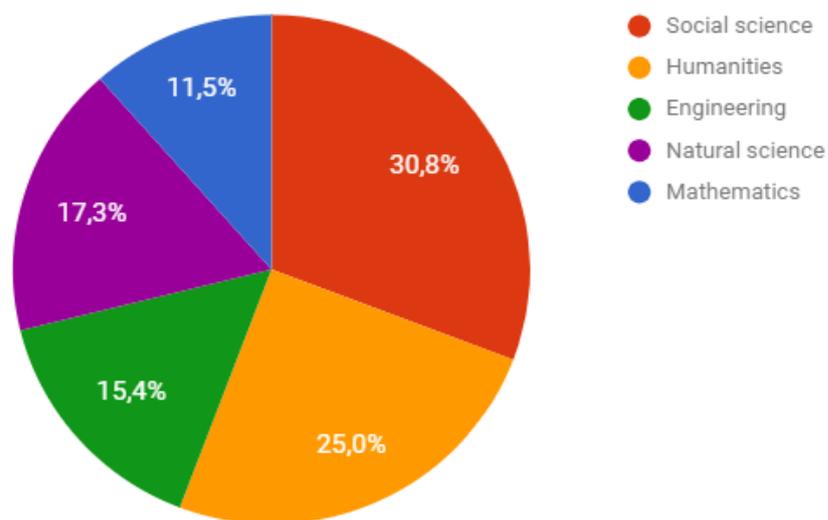


Figure 4. Disciplines of the books published in open access in 2016

This thematic distribution is similar to the percentages for overall publication of titles by university presses (UNE, 2016) except for the case of humanities, which represents 46% of total titles published but just 25% of those that are available via open access. This difference can be explained by this being an area where certain habits dominate, including the use of printed matter, and where there is greater resistance to change on the part of authors (see Section 3.3 below).

In addition to the option of open-access publication, there is the possibility of “freeing up” titles that are no longer being commercialised, as indicated in the publishing contract. Some 38% of the publishers said they make such titles available via open access, while 28% do not do so at all, and the remaining 34% are evaluating this possibility. In the explanations offered in the related open question, the publishers that do not opt for open access after the commercialisation period indicated that the main obstacle is the inexistence in the contract of a clause which specifies that this will be done. They apparently had not considered modifying the contract to include this possibility because they said it was not the policy of the university press to do so and, moreover, authors normally prefer to renew their assignation of rights in order to continue to sell their book. In the case of the UV—which does not publish in open access—when the contract ends, and if the author requests it, the book is handed over to the author in electronic format to be deposited in the institutional repository. This system is

particularly common for books with multiple authors and very low sales, as readers usually procure the sections they are interested in by other means.

From the personal interviews, we observed a greater inclination to publish monographs in open access at the technical university presses (the UPV and UPC). In both cases, they claim that their publication models are totally sustainable.

Some publishers adopt a rather distorted conception of open access which does not match the double demand of the material being free and the rights to it being ceded; rather, they focus exclusively on the former requirement. This is the point of view defended by the CSIC representative:

“We have found a channel which focuses on distinguishing free of charge from *open access*. Open-access publishing requires a Creative Commons licence, and therefore as a publisher, it requires renouncing a series of rights. Meanwhile, being free of charge only refers to economic matters. Our aim is to facilitate access to knowledge, and the route we use for this is to distribute a selection of titles completely free from our website, but without ceding the rights. It is a pdf file that includes '(c) CSIC. (c) the author or authors / All rights reserved. Copy freely’”.

3.3 Assessment of open access

Once we knew the reality of open-access publication, we were interested in discovering the opinions of those in charge of the university presses with respect to the supposed advantages that are attributed to open access. These especially affect the increase in views, ensuring the quality of the contents and the possibility of making open access compatible with commercialisation of the print version. The respondents were asked to reply with an evaluation indicating whether they “totally agree,” “agree,” “neither agree nor disagree,” “disagree,” or “totally disagree” with each statement.

75% of the publishers considered that open access is a good way to increase the dissemination of monographs (views and downloads). There was very high correlation between the university presses that publish in open access or are considering it and positive responses to this question.

The majority of positive comments refer to: the increase in visibility both of the author and of the institution the publisher belongs to; the speed of access; the absence of costs; and the possibility, on the part of the general public, of reusing material. Some respondents provided specific figures and statistics on increases in views; e.g., the UPC representative considered that “views or downloads increase after releasing it in open access”, and the URV representative claimed that “open-access publishing increases visibility and citations”. At the other end of the spectrum, those who are least in favour of open access said that they had no evidence and that it all depends on the thematic area.

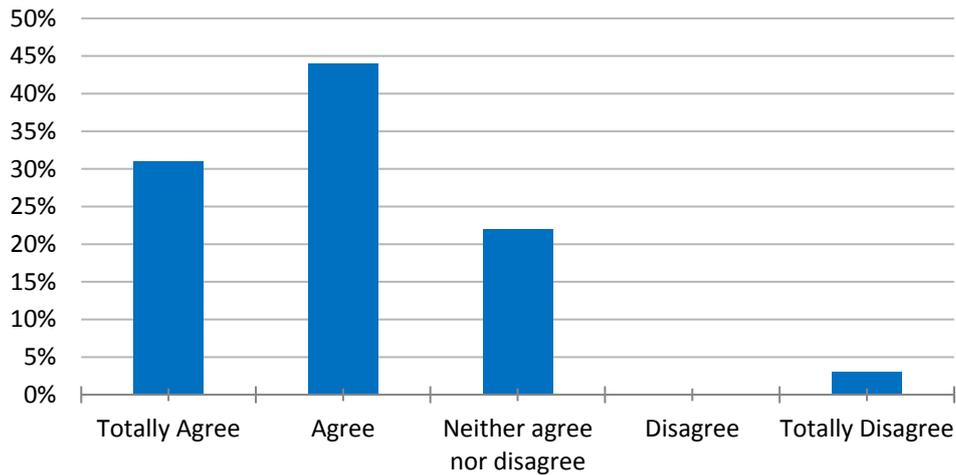


Figure 5. Open access increases number of views and downloads

In terms of assessing the quality of contents (Figure 6), we must point out that just 6% of the publishers considered that open-access publication is designed for content of inferior quality. In contrast, the largest group (50%) considered that there is no relation between open access and poor quality; while 44% of the publishers said that they neither agreed nor disagreed. In this case, there was no correlation between open-access publication and ascribing lower quality to contents.

From the comments, the arguments concerning this question were very clear: the academic quality of the contents does not depend on the degree of accessibility but on other parameters and, at the same time, the process followed by the publisher is identical for open-access titles and for those that are not available via open access. The negative comments referred to a supposed lack of review of open-access titles and to the type of work that tends to be published in open access.

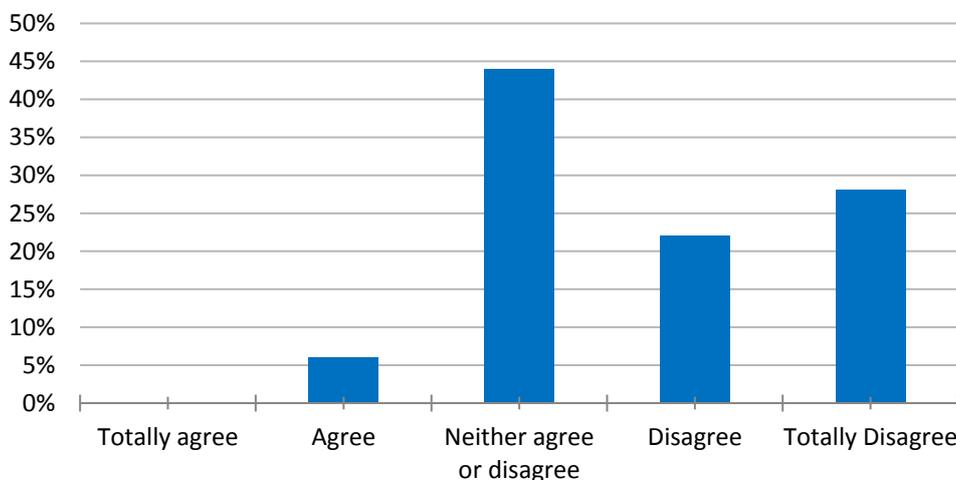


Figure 6. Books that are published in open access are of inferior quality

In relation to the question of whether publishing books in open access damages sales of the same monographs in other formats, we found that 45% of the publishers thought that it is unlikely that a user who can procure a book without paying would choose to pay for it. Just 10% of the publishers did

not agree with the statement, with the UPV being one of them, since the person in charge of that university press said that they have published books that, even with the electronic version available, continue to sell more in print due to the thematic area they cover and the content. The comments expressed, in general, doubts and the absence of data related to this question. The damage to sales was argued for based on the idea that one does not pay for something that one does not have to; although the subtlety was introduced that reading online does not damage sales as much (and can even be beneficial) as when there is the possibilities of downloading the work. Other considerations that were mentioned in the discussion referred to the fact that we cannot generalise about this question since some types of sales (e.g., of textbooks) do not suffer.

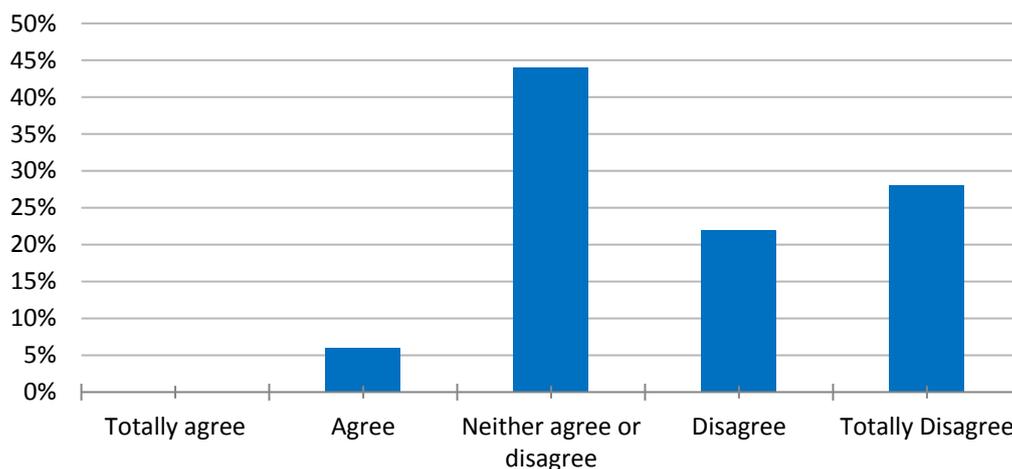


Figure 7. Open-access publication of books reduces sales of the same monograph in other formats

With regard to the future of open-access publication, the opinions were divided. Some of those interviewed (URV and UPC) evaluated the prospects for open-access publication of monographs positively, as they think that it may go the same way as open access to journals. They pointed out that the new users of monographs have different habits from those of more traditional academics, and this means more and more is published in digital format. The UPC representative commented:

"I believe that it will because in the end nothing resists the pace of change. If journals work, monographs can work too. We will get there because it is the most practical answer, because that is the direction we are heading, especially for the new generations, who work differently from current academics who want the printed version."

Others, such as the UPV, said that the process will be slower, perhaps due to the length of a monograph compared to that of a journal paper, or because pdf (which was originally designed to be printed) is not a very ergonomic format in the digital environment. The UCM publisher believes that the switching monographs to open access will be slower than for journals, for economic reasons and also due to the perceived reluctance among certain authors or sectors to having their work free of charge from the start.

Meanwhile, there is, however, a general consensus with regard to the habits of new users of monographs. The new generation have different patterns of use and habits from those of more traditional academics, and they publish more and more in digital formats.

3.4 Funding

The economic viability of university presses obviously constitutes a fundamental aspect that is of maximum interest to those in charge of publishing. The open-access model must clearly define the possible means of funding. We asked about the possible impact of open access on a decrease in sales and we encountered some doubts and worries in this regard.

Focusing on systems for funding open-access monographs, we aimed to discover the opinions publishers have of the models that predominate currently: institutional funding, author self-financing, funding by the university press and crowdfunding. We asked whether they consider these models to be extremely effective, highly effective, effective, not very effective or not at all effective. To summarise the publishers' opinion of these models and for ease of interpretation, we reduced these five evaluations to just two: effective (extremely effective, highly effective and effective) or not effective (not very effective and not at all effective).

The university press representatives saw the most effective means of financing to be institutional funding, which came out with an overall approval rate of 82% (91% thought it was extremely effective, highly effective or effective, and just 9% thought that it was not very effective or not at all effective). This funding mode was followed by financing from the budget of the university press itself, with a favourable balance of 32%; and author self-financing, with a positive balance of 20%. At the other extreme—lack of effectiveness—we encountered crowdfunding, with a negative balance of 12%.

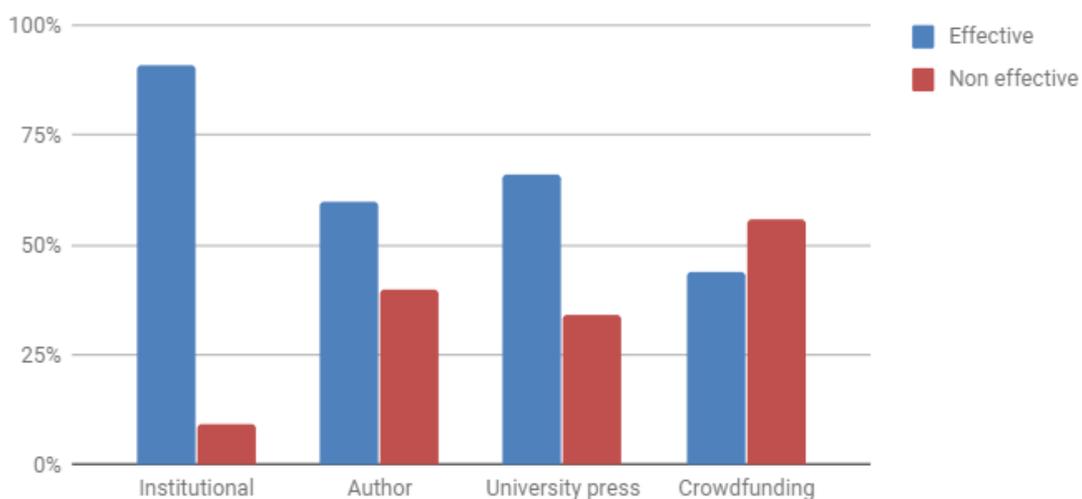


Figure 8. Evaluation of the different funding modes

It is therefore very clear that institutional financing is seen as the most effective strategy. This was also evident in the interviews. In order for this option to be fully viable, the publishers stressed that the universities need to invest in publication and not just in the purchase of books (URV), and that the university presses have to be considered by vice chancellors and rectors in a similar way to how the library is seen: as a service that makes certain resources available free of charge (UPV).

With regard to author self-financing, some publishers pointed out that the cost should be met by the corresponding allocations of research projects, as publication is the final stage in the research process. This method of funding is also accepted by those publishers who were not keen on open access. This is made very clear by the person in charge of the UOC press who said that: “if an author comes to us with the necessary funds to pay for the costs of publication, then we are happy to publish in open access.” This allows them to offer high-quality work that does not form part of their standard publications. In this context, all the publishers interviewed defended the criterion of quality, when they insisted that “although the author has the money, if the book is not up to standard it will not be published”.

In addition to wanting to hear opinions regarding the most commonly adopted means of funding, we also asked about other existing methods of financing, mentioning joint publication and sponsorship, while giving them less weight. The representative of the URV press pointed out that it is also possible to obtain economic input from the library, as open-access publications represent a saving in their acquisitions budget.

The university presses who publish in open access were very clear that public universities should offer all their learned publications in this format so that they can be viewed and reused by the general public. They maintain that they fulfil a social role in the transmission of knowledge and that they invest in culture. So far, these publishing services are sustainable; however, as the representative of the UPC pointed out, it will be necessary to wait and see how the situation evolves and confirm whether it will continue to be sustainable in the future or not. Good levels of self-financing have been achieved by defining just a few collections, performing minimal print runs, establishing clear instructions to authors concerning self-publishing, selling print versions, etc. These actions are all made possible because a good part of the university press catalogues are student textbooks. According to some publishers, such as the representative of the UV, when publishing for a broader public, it is difficult to adopt the same methods.

For their part, the university presses that do not publish in open access commented that they need funds to be able to continue publishing and competing with other publishing houses. This is the case of the UOC, which belongs to a private foundation and therefore has a more profit-orientated business model.

3.5 Policy

At present, open access is accepted by research financing agencies and also by many universities that have approved guidelines or regulations to promote this model among the university community. In a previous text, we referred to the existence of support policies at Spanish universities (**Abadal et al.**,

2013), and in the Melibea directory of institutional open access policies we found 37 individual open access policy statements approved by Spanish universities. Along these lines, in response to the question regarding the existence of university policies and regulations concerned with open-access publication of books, 75% of university presses replied affirmatively and 25% said that there were none. This therefore shows that the majority of universities have an established policy regarding this question. Be that as it may, and as the URV representative pointed out, in many universities the open access policies or regulations have never been discussed with the publication service, and therefore they have failed to achieve a plan of action for all the different parties involved.

The comments of the people in charge of the university presses made clear some of the differences in the content of these policies. In some cases, we were told that they can publish books in open access when the period of commercialization of the book has concluded; in others, that they can publish in open access immediately if the author so wishes. Others commented that they must deposit an electronic version of any academic publication (journal paper, communication, book, etc.) in the university repository within six months of publication, always taking into account the conditions established by the publisher. In other cases, this policy does not refer to all documents in general, but only to doctoral theses.

The UPV representative defended an active role for university presses in establishing open access policy:

“University publishing services must make the governing bodies understand that we are a public service, supported by public funds, and that our job is to help transform information into knowledge, establish how to communicate and disseminate that knowledge, and help those who produce the content to place it in the market, free of charge, so that it can be reused”.

4 Discussion and conclusions

It should be borne in mind that university presses are the publishers that are most in favour of disseminating their publications via in open access, or at least, they have excellent objective conditions to facilitate this type of publication. This may encourage them to undertake a transition, whether total or only partial, to this model of dissemination. For this reason, we focused this study on this class of publisher.

We observed that the concept of open access in monographs is quite broad. In tune with the responses we received, university presses include under this term titles that become accessible after a period of embargo, those that are free of charge, and also those that are made available under a Creative Commons licence. From our point of view, at this initial stage of development of this model, this flexibility is important and we should consider all the different levels of openness, somewhat in the style of the document *How open is it?* (2013).

The number of university presses in our sample that publish monographs in open access is considerable (59%) and this figure is even higher if we include those who were considering adopting this format for 2017 (28%), at the time we conducted the study. If we only consider the actual offer at

that time, although the number of publishers who use open access is considerable, the number of titles they publish in this way is not very high and, what is more important, they do not have platforms at their disposal which would allow integrated access and good visibility of the existing offer, as is the case of OAPEN or DOAB internationally. According to the data resulting from the **UNE** (2016) questionnaire, the majority of the titles in open access (62.2%) are made available from the university press websites and are also available in the university general repository. In a few cases, as with Libros.UM, a specific portal has been set up. However, there is no global portal similar to those reported at the international level that bring together all the open-access titles. Maybe it is for the UNE to adopt a coordinating role and thereby assist in producing such a tool.

The path that monographs have to follow to become open access is littered with far more difficulties than the route taken by journals. The first of these is publication costs, which are much higher than for journals. Secondly, there is still a certain tendency to want to see and handle print versions in many different thematic areas, particularly in the humanities and in law.

One very strong point in favour of open access is that it does and is seen to increase the number of views; while at the same time it is not considered that it compromises the quality of the contents. On these two issues there is a correlation between positive opinions and those who publish using this model. Thus, those university presses that publish in open access have a more positive vision of its advantages than those who do not use this model of dissemination and find it difficult to see arguments in its favour. There is less agreement when it comes to the question of the compatibility of open access with the commercialisation of printed material, which is only to be expected.

Funding is, without a doubt, the fundamental element that presently makes the growth of this model of publication more complicated and slows its advance; and, at the same time, it is the main concern of publishers. **Elliott** (2015) also insists on this issue when indicating one of the conclusions of the study: "We endorse a model of university funding for digital monograph publication. We endorse open access publication of long-form scholarship." Spanish publishers notably prefer institutional financing by the university itself as the best option. Those who we interviewed insisted on this and indicated that libraries and universities should invest in publication as well as highlighting that university presses should be seen by the university governing bodies in the same light as the library, which offers services for which it makes no charge.

Author self-financing is also taken into consideration when we are reminded that publication should be seen as part of the research process and should therefore be funded by research projects. The agencies responsible for financing research projects, together with H2020, clearly consider that publication costs of monographs can be met using project funds and this opportunity must not be squandered by the university presses. This is still, without doubt, a very minority publication funding option in Spain, thereby marking a clear difference from the proposal of **Greco and Wharton** (2008) for North America, which is fundamentally based on financial contributions from authors. Along these lines, one of the pioneering and best-known examples is the Luminos programme (of the University of California Press) in which authors are asked for \$7,500 to cover publication costs.

The majority of universities have some guidelines or regulations in place concerning open access to academic material. It is therefore necessary for the university presses to follow these and to march in

time with the mission of the university. **Shearer** (2010) agrees on this point: "Without strong institutional support, it has been difficult for presses to adapt to changing circumstances". Nonetheless, it is no easy matter to bring these actions about and direct support of vice chancellors and rectors is needed to confirm the economic support of the university, without which it is impossible to enact open access policy. The implications that university policy has on publication services are rarely taken into account; so it is patently obvious that there is a contradiction between theoretical declarations of intent and the financial support that they require.

It seems to be quite clear that we have embarked on an initial stage of transition in which publishers need to plan carefully what their next steps must be. It is also clear that the main concern of university presses at present resides fairly and squarely in the means of obtaining the resources necessary to evolve from a model based on payment on the part of readers to one that must be supported by author financing or funds from the universities themselves. It will not be easy to convince any of those players, but context and the pressure of the changing environment are both in favour of open access, and these are going to represent the most advantageous cards that university presses have in their hands when fighting for this cause.

To end, we would just like to bring to the reader's attention one of the current challenges that we have not dealt with in this study but which was much commented on in both the responses to our questionnaire and in the interviews: setting up a system to assess quality, as studied in some depth by **Giménez-Toledo** (2012, 2014, 2016). It is clear that the pressures derived from the assessments that academics themselves make are those that condition publication and the current concerns of university presses (establishing some UNE mark of quality, the ANECA criteria, the process of academic assessment, etc.).

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