



2020-2021

Developing a Pilot Data Trust for Open Access Ebook Usage

Exploring Open Access eBook Usage (OAeBU)

This two-year project acts upon the recommendations that resulted from five years of planning, as documented within the "Exploring Open Access Ebook Usage" white paper published by the Book Industry Study Group in 2019. Through December 2021, this pilot project will develop and test infrastructure, policy and governance models to support a diverse, global data trust for usage data on open access (OA) monographs. As an international cooperative managed by the community of stakeholders in scholarly communications and operating a secure data repository and member dashboards, this data trust will be designed to align with the priorities of authors and institutions while respecting emerging ethical norms in the use of metrics. More information about the project is available within [the grant narrative](#) and [Data Management Plan](#).

Principal Investigator:

Kevin Hawkins (University of North Texas)

Co-Principal Investigators:

Lucy Montgomery (Curtin University)
Cameron Neylon (Curtin University)
Brian O'Leary (Book Industry Study Group)
Katherine Skinner (Educopia Institute)
Rebecca Welzenbach (University of Michigan)

Staff:

Data Trust Program Officer
Christina Drummond (Educopia Institute)

Help Build It | Call for Community Engagement

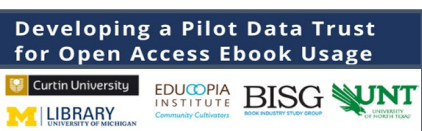
Join the project's discussion forums and working groups listed below to share your perspective and provide input directly to the project team and its advisors.

[Stakeholder Discussion Forums](#)

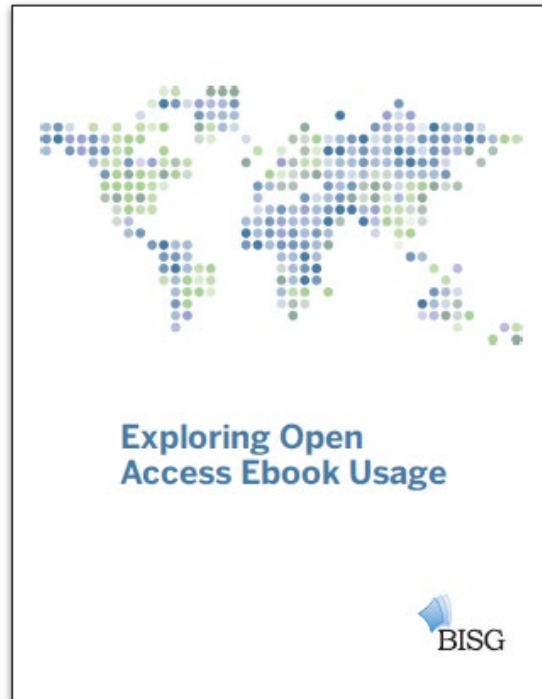
Open, public user communities for peers to discuss and inform issues relating to the project.

- [OAeBU Data Trust Author/Scholars Group](#)

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Force2021, 8 Dec. 2021
[Educopia.org/data_trust](https://educopia.org/data_trust)



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Exploring Open Access Ebook Usage

Hawkins, K.. and O'Leary, B,

<http://dx.doi.org/10.17613/8rty-5628>

2020-2021 PROJECT OBJECTIVES

- ❑ Engage global OA monograph publishing community
- ❑ Document OA eBook usage data supply chain
- ❑ Develop & pilot Data Trust infrastructure
 - Personas and use cases
 - Open-source technologies
- ❑ Explore Data Trust sustainability, governance, and policy

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for Open Access Ebook Usage



REPORT

OA Books Supply Chain Mapping

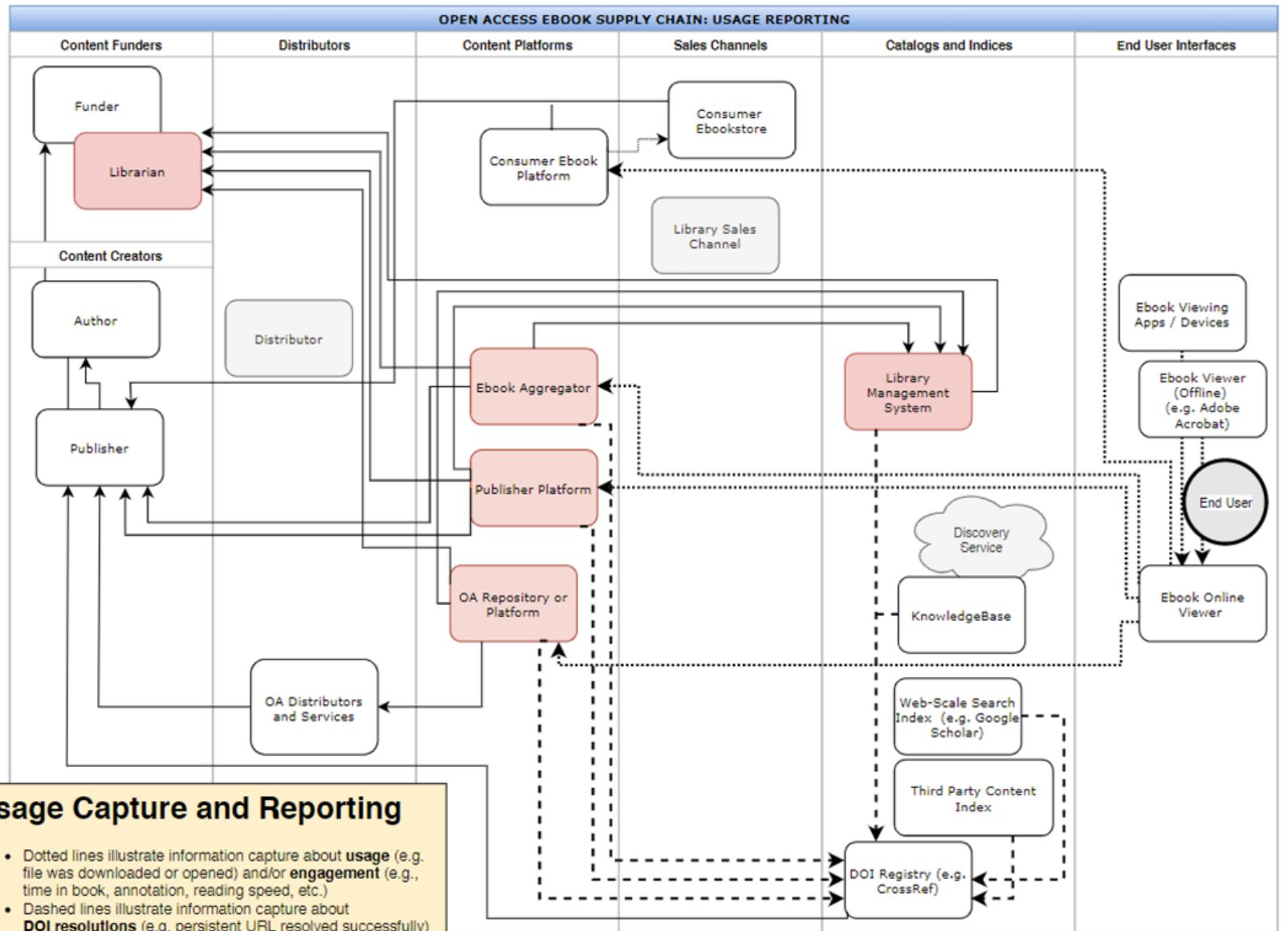
9 April 2021

Prepared in support of the Developing a Pilot Data Trust for Open Access Ebook Usage Project

Report Authors:
Michael Clarke
Laura Ricci

Open Access eBook Supply Chain: Usage Reporting

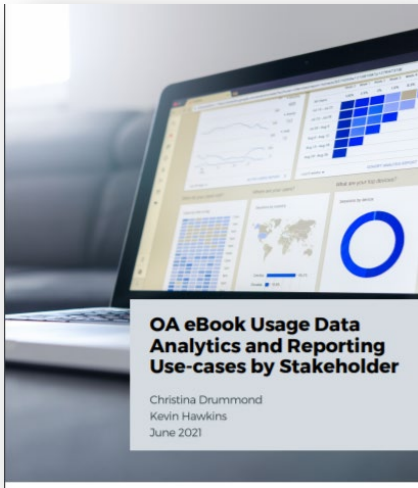
Clarke M. and Ricci L., *Open Access eBook Supply Chain Maps for Distribution and Usage Reporting*
<https://doi.org/10.5281/zenodo.4681870>



Usage Capture and Reporting

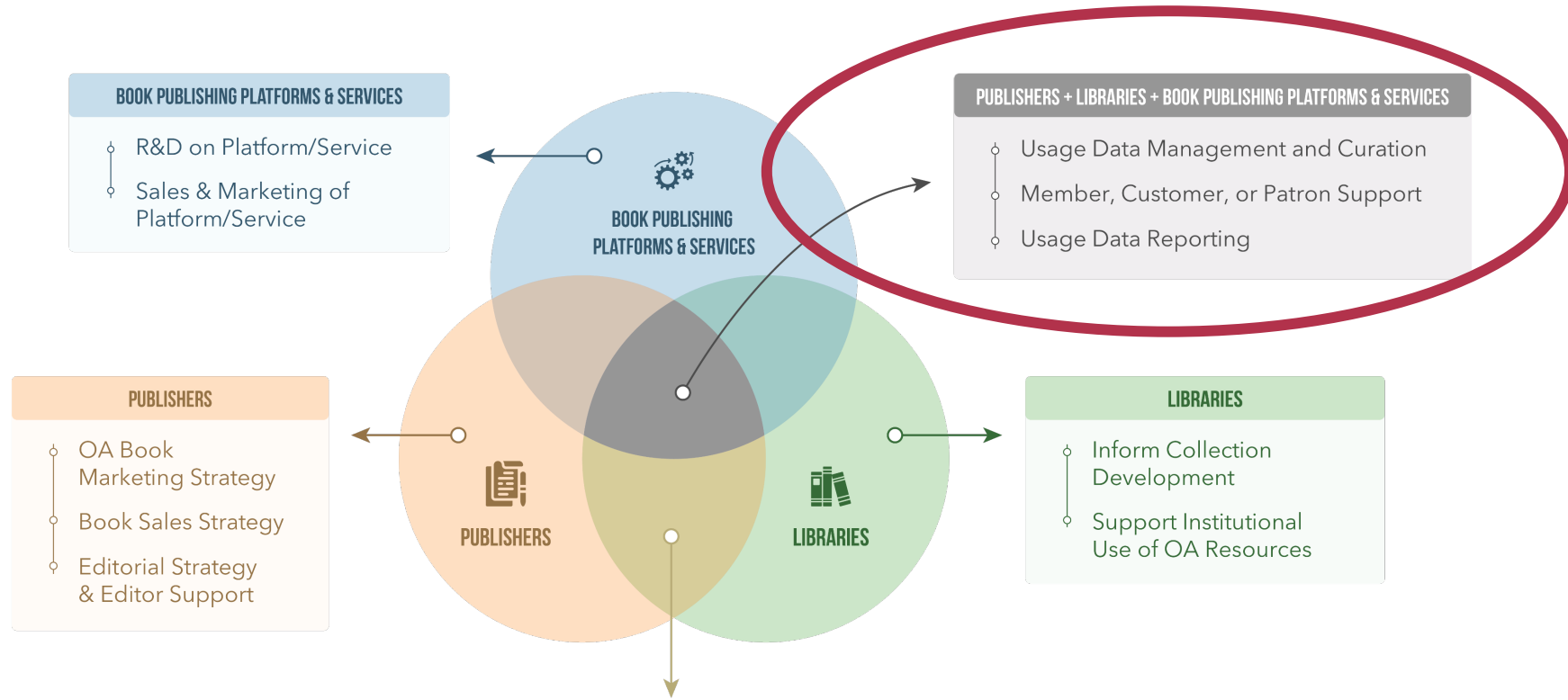
- Dotted lines illustrate information capture about **usage** (e.g. file was downloaded or opened) and/or **engagement** (e.g., time in book, annotation, reading speed, etc.)
- Dashed lines illustrate information capture about **DOI resolutions** (e.g. persistent URL resolved successfully)
- Solid lines indicate creation of **structured usage reports** by the intermediary for recipients

Boxes shaded light pink indicate platform intermediaries following COUNTER-compliant reporting standards.



OA eBook Usage Data Uses by Stakeholder Type

Drummond C. and Hawkins K., *OA eBook Usage Data Analytics and Reporting Use-cases by Stakeholder*
<https://doi.org/10.5281/zenodo.5572840>



- BOOK PUBLISHING PLATFORMS & SERVICES**
- R&D on Platform/Service
 - Sales & Marketing of Platform/Service

- PUBLISHERS + LIBRARIES + BOOK PUBLISHING PLATFORMS & SERVICES**
- Usage Data Management and Curation
 - Member, Customer, or Patron Support
 - Usage Data Reporting

- PUBLISHERS**
- OA Book Marketing Strategy
 - Book Sales Strategy
 - Editorial Strategy & Editor Support

- LIBRARIES**
- Inform Collection Development
 - Support Institutional Use of OA Resources

- PUBLISHERS + LIBRARIES**
- Author Support
 - OA Book Usage & Benchmarking
 - Impact and Usage Reporting
 - Authenticated Institutional OA Usage Analysis
 - Impact of OA Funding
 - Impact of OA Knowledge Transfer
 - Other OA Usage Analysis
 - OA Discovery Platform Usage Analysis
 - OA Book Dissemination Strategy
 - OA Program Strategy
 - Promote OA Publishing
 - OA Program Reporting
 - OA Fund and Grant Development
 - OA Program Budgeting



 MICHIGAN PUBLISHING
UNIVERSITY OF MICHIGAN PRESS

 UCLPRESS

 **open**
Open Access
Publishing in European Networks

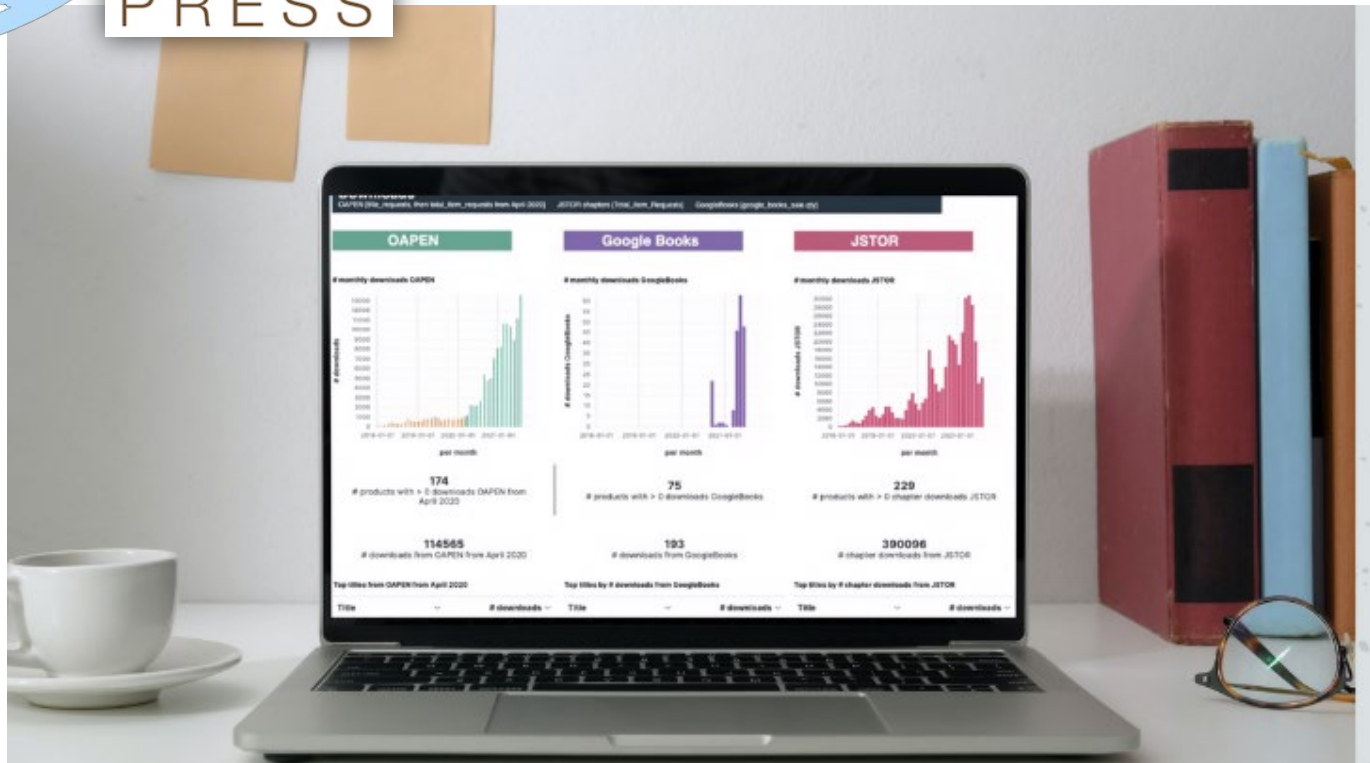
 WITS UNIVERSITY PRESS

 **SPRINGER NATURE**

 Australian National University
PRESS

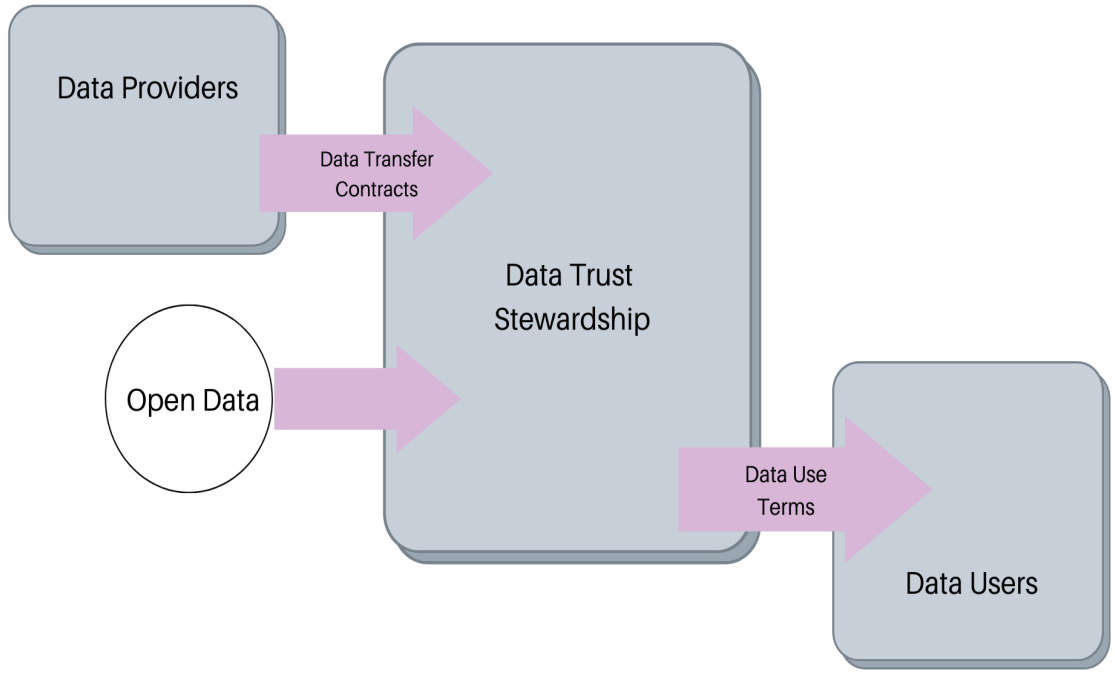
Map by is licensed under [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/)

<https://github.com/The-Academic-Observatory/observatory-platform/projects/19>



Developing a Pilot Data Trust for Open Access Ebook Usage





DATA STEWARDSHIP MECHANISMS

Technical controls

- Access
- Privacy
- Cybersecurity

Policy i.e. ethical guidelines

- Data aggregation
- Data visualization
- Scholar-specific analytics

Contractual terms

- Common clauses re: usage data transfer and data (re)use



OAEBU DATA TRUST 2022-2025

Adapting International Data Space (IDS) Model from GAIA-X for OA Book Usage Data

To enable trusted

- Data stewardship
- Data processing
- Data linking

Image Credit:
 International Data Spaces Association
<https://internationaldataspaces.org/why/data-spaces/>

<https://doi.org/10.5281/zenodo.5579256>

OA EBOOK USAGE DATA TRUST
 SUPPORTING COMMUNITY-GOVERNED SHARING OF QUALITY, INTEROPERABLE OA BOOK USAGE DATA

MISSION	IMPACTS	SERVICES	PROJECT OUTPUTS
<p>Champion strategies for improved publication and management of open-access books by exchanging reliable usage data in a trusted, equitable, and community-governed way</p>	<p>Reduced overhead: Less OA usage data aggregation and processing burden across the scholarly communications ecosystem through:</p> <ul style="list-style-type: none"> • More efficient data sharing and processing agreements and workflows • Trusted usage data processing that is accountable, certified, and transparent <p>Cleaner, extensible, richer and more granular OA usage data accessible from diverse data sources</p> <p>Better decision making is enabled for diverse publishing stakeholders through</p>	<p>Streamlined data exchange among critical mass of platforms and publishers including:</p> <ul style="list-style-type: none"> • Development and governance of multi-party data agreements addressing data sharing, processing and use • Standardized data processing, curation, and linking according to extensible community standards • Cleaner, consistent provision of multi-platform usage data via APIs and COUNTER reports <p>Transparent accountability mechanisms to ensure data quality and trust</p> <p>Destination support for smaller, less</p>	<ul style="list-style-type: none"> • "Rule Book" addressing data sharing, processing, security, and use for data trust participants • Community standard for contractual clauses for usage Data Sharing Agreements (DSAs) • Industry-trusted data-controlling systems and processes • Process for certifying and auditing agreement adherence by data exchange, data providers and data users • Published data processing algorithms • Published exchange data inventory • Data on ROI of exchange participation • Multi-platform aggregated usage data APIs for books and chapters

Soft Infrastructure and neutral building blocks

The soft infrastructure provides a level playing field for data sharing and exchange. It is made up of technology-neutral and sector-agnostic agreements and standards specifying how organisations and individuals can participate in the data economy and how they need to act and behave in compliance with commonly agreed rules and directives.



INTEROPERABILITY

Data Models & Formats

Data Exchange APIs

Provenance and traceability



TRUST

Identity management

Access & usage control / policies

Trusted Exchange



DATA VALUE

Metadata & Discovery Protocol

Data Usage Accounting

Publication & Marketplace Services



GOVERNANCE

Overarching cooperation agreement

Operational (e.g. SLA)

Continuity model

Image Credit:

Nagel L., Lycklama D. (2021)

Design Principles for Data Spaces. Position Paper. Version 1.0. Berlin. Figure 3. Pg. 16

<http://doi.org/10.5281/zenodo.5105744>

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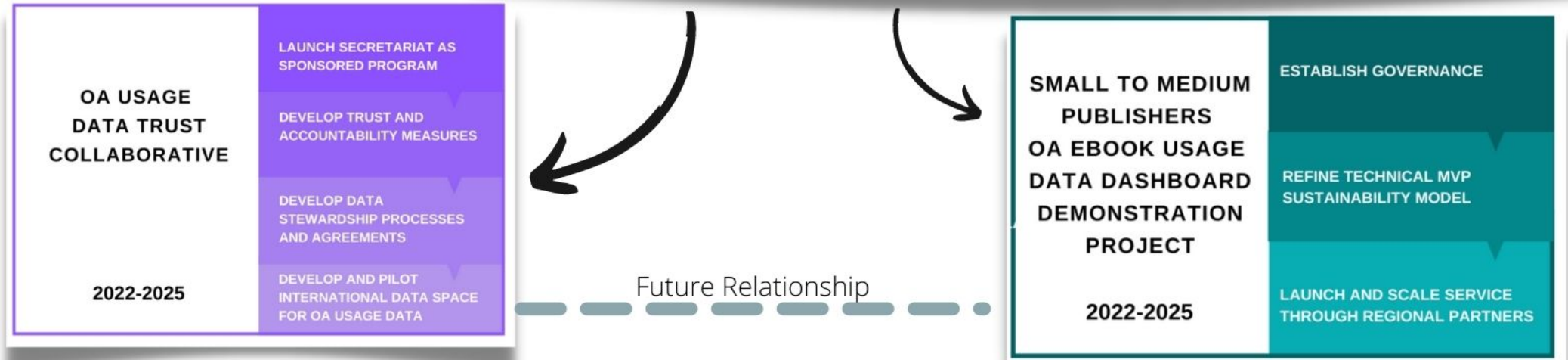
Building an international data trust to improve the measurement and analysis of Open Access (OA) books

Curtin University | EDUCOPIA INSTITUTE | BISG | UNT
LIBRARY | UNIVERSITY OF MICHIGAN | CONSERVATION CULTURES | BOOK INDUSTRY STUDY GROUP



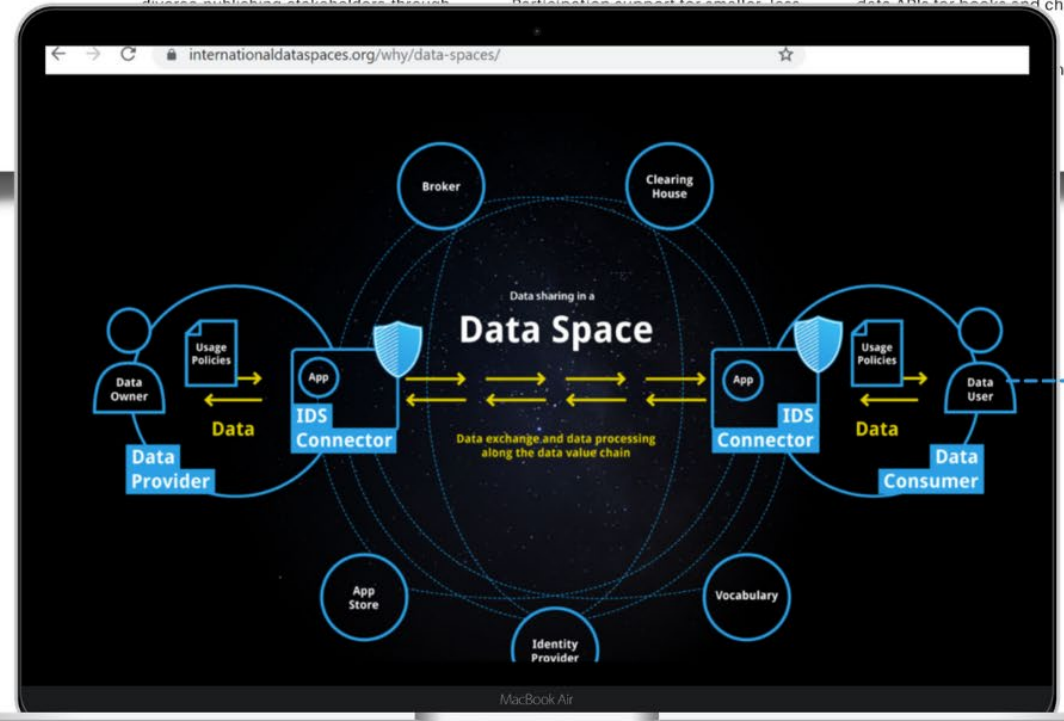
SUPPORTED BY THE ANDREW W. **MELLON** FOUNDATION

UNDERSTAND DATA ISSUES & ECOSYSTEM	FOSTER COMMUNITY	OPEN-SOURCE PLATFORM R&D	INFORM ROADMAP
<ul style="list-style-type: none"> Exploring Open Access Ebook Usage (2019) http://dx.doi.org/10.17613/8rty-5628 OA Books Supply Chain Mapping Report (2021) https://doi.org/10.5281/zenodo.4681724 OA eBook Usage Data Analytics and Reporting Use Cases by Stakeholder (2021) https://doi.org/10.5281/zenodo.5572840 	<ul style="list-style-type: none"> Advisory Board Technical Advisory Group Working Groups Stakeholder Groups Engaging Stakeholder Networks to Support Global OA Monograph Usage Analytics (2020) https://doi.org/10.5281/zenodo.5567205 	<ul style="list-style-type: none"> Usage Data Aggregation Technical Requirements Academic Observatory Github Five publisher dashboard pilots OAPEN pilot Community feedback 	<ul style="list-style-type: none"> Legal Analysis (2021) Data Trust Environmental Scan (2021) Initial Data Analytics Reporting Business Model Canvas (2021) Initial Data Exchange Network Business Model Canvas (2021)



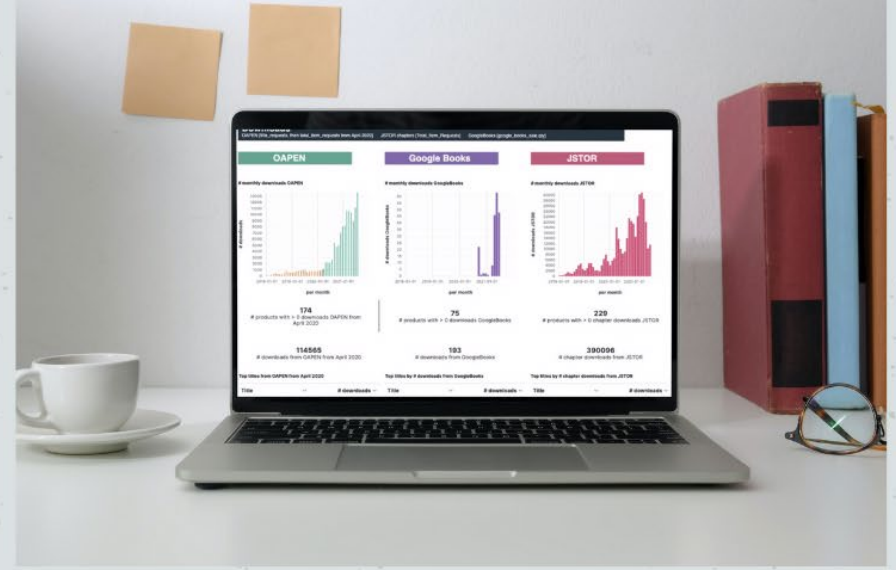
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<p>MISSION</p> <p>Champion strategies for improved publication and management of open-access books by exchanging reliable usage data in a trusted, equitable, and community-governed way</p>	<p>IMPACTS</p> <p>Reduced overhead: Less OA usage data aggregation and processing burden across the scholarly communications ecosystem through:</p> <ul style="list-style-type: none"> • More efficient data sharing and processing agreements and workflows • Trusted usage data processing that is accountable, certified, and transparent <p>Cleaner, extensible, richer and more granular OA usage data accessible from diverse data sources</p> <p>Better decision making is enabled for diverse publishing stakeholders through</p>	<p>SERVICES</p> <p>Streamlined data exchange among critical mass of platforms and publishers including:</p> <ul style="list-style-type: none"> • Development and governance of multi-party data agreements addressing data sharing, processing and use • Standardized data processing, curation, and linking according to extensible community standards • Cleaner, consistent provision of multi-platform usage data via APIs and COUNTER reports <p>Transparent accountability mechanisms to ensure data quality and trust</p> <p>Participation support for smaller, less</p>	<p>PROJECT OUTPUTS</p> <ul style="list-style-type: none"> • “Rule Book” addressing data sharing, processing, security, and use for data trust participants • Community standard for contractual clauses for usage Data Sharing Agreements (DSAs) • Industry-trusted data-controlling systems and processes • Process for certifying and auditing agreement adherence by data exchange, data providers and data users • Published data processing algorithms • Published exchange data inventory • Data on ROI of exchange participation • Multi-platform aggregated usage data APIs for books and chapters
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(SAMPLE) OA EBOOK USAGE DATA DASHBOARDING SERVICE
SUPPORTING AN OA BOOK COMMUNITY WITH RELIABLE REPORTING AND ANALYTICS

<p>MISSION</p> <p>Providing trusted, easy-to-use OA ebook usage analytics to the publishing community to accelerate OA program strategy development and support operations.</p>	<p>IMPACT</p> <p>A diversity of publishers have equitable access to OA ebook usage analytics and reporting</p>	<p>SERVICES</p> <p>A well designed dashboard/analytics system with community validated defaults that can be adapted by publishers to address the most immediate stakeholder needs that they want to serve.</p> <p><i>The Minimum Viable Product (MVP) at launch would include:</i></p> <p>Publisher Analytics & Visualizations that</p> <ul style="list-style-type: none"> • connect usage data to other internal publisher data to surface the impacts of strategy, marketing, etc. • span across the publisher corpus (including closed books) <p>Author Reporting Support</p> <ul style="list-style-type: none"> • Author-facing self-service dashboard that displays aggregate usage as well as usage broken out by platform/service and by discrete subject areas <p>Institutional Reporting Support</p> <ul style="list-style-type: none"> • Self-service dashboards with downloadable graphics that report impacts and usage to: <ul style="list-style-type: none"> ◦ university administrations ◦ libraries ◦ sponsors / funders <p>Responsible Benchmarking:</p> <ul style="list-style-type: none"> • Ensuring benchmark comparisons are fair, transparent, responsible, and made with clear context
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THANK YOU

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<https://zenodo.org/communities/oaebu>