

## ACKNOWLEDGEMENTS

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## ABOUT THE OAEBU DATA TRUST EFFORT

Originating in 2015, the OAeBU Data Trust effort has brought over 100 individuals across five continents together to surface and address the issues that complicate the analysis and use of book usage metrics for decision-making and open access advocacy. To date, the project has documented the complex OAeBU data supply chain,<sup>2</sup> launched pilots of open-source infrastructure for a usage data trust, and facilitated workshops to understand the ways in which scholars and specific staff roles at libraries, publishers, and publishing platforms and services rely on OAeBU data. While these use cases were documented to inform data-trust service development, the project team recognizes that they provide broader insights into the evolving analytics and linked-data demands across the scholarly communications ecosystem.

## METHODOLOGY

This document evolved from the outputs of multiple virtual ideation sessions and workshops among peer stakeholder groups. These community-oriented feedback mechanisms were advertised via the OAeBU Data Trust effort's communities of practice. Co-Editors Drummond and Hawkins translated meeting and asynchronous ideation outputs into a preliminary use-case document, which was shared back for public comment via the project's communities of practice and social media.<sup>3</sup> Public comment was incorporated into this document, with notes offered by community members included at the end of each section. Within this document the "hats" scholars wear when working with usage data are identified as personas. Then, use cases are listed with descriptions of why usage data is important or how it is applied for a given use case. Specific questions or queries of usage data that surfaced in discussion are noted.

## EXECUTIVE SUMMARY

Book publishers, publishing platforms and services, and libraries all rely on book usage data to inform their operations. Across these industries, staff must address the burden of managing and curating usage data provisioned in COUNTER-compliant and non-compliant reports,

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1 [https://educopia.org/data\\_trust/](https://educopia.org/data_trust/) and <https://zenodo.org/communities/oaebu>

2 Clarke, Michael, & Ricci, Laura. (2021, April 9). OA Books Supply Chain Mapping Report. Zenodo. <http://doi.org/10.5281/zenodo.4681725>

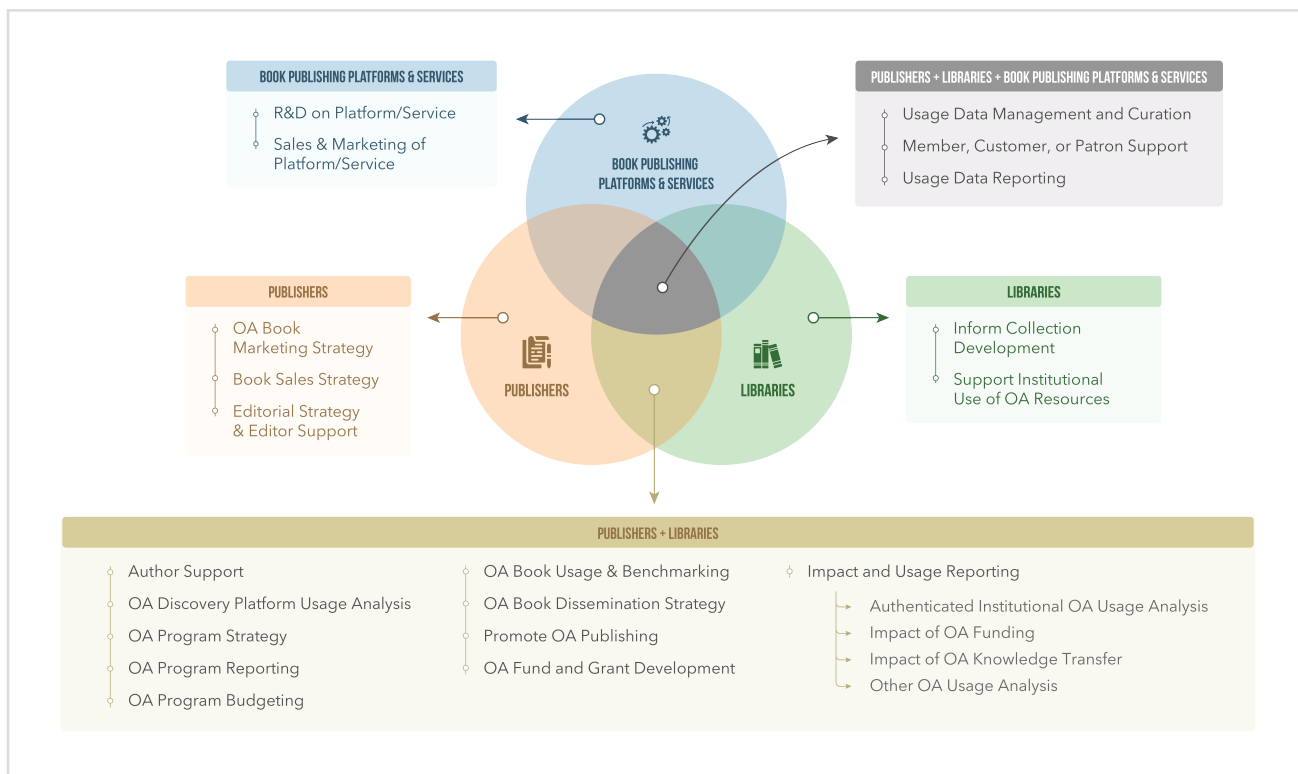
3 The OAeBU project's processes for communities of practice development and use case development are published in Drummond, Christina (2020). "Engaging Stakeholder Networks to Support Global OA Monograph Usage Analytics," Collaborative Librarianship: Vol. 12 : Iss. 2 , Article 9. <https://digitalcommons.du.edu/collaborativelibrarianship/vol12/iss2/9>

APIs, dashboards, and spreadsheets. These institutions individually manage, compile, and link usage-data metrics, some of which are provisioned via dashboard services for users ranging from scholars, research offices and funding agencies, to editors, collections and acquisitions managers, and administrative decision makers.

While the term “usage data” is often used today to refer to web analytics reports that tally page visits and file downloads, the use cases herein document a near future where linked usage data analytics regularly inform book publishing and scholarly communications operations. Publishers and libraries expressed interest in using OAeBU data analytics to inform overall investment, strategy and fundraising in OA programs. They noted how data on the location and context of OA ebook access can inform book marketing and dissemination strategy, acquisitions and collections development, and scholars’ promotion and tenure. OAeBU data also surfaced as vital to supporting the promotion of OA publication among scholars and to illustrating institutional impact on the local and global stage. Linked contextual usage data can illustrate how OA books reach targeted audiences in classrooms, among scholars, within industry, and among policy-makers.

OAeBU data is poised to inform customer service relationships as publishers and libraries seek to appreciate service provider niches, evaluate book hosting and dissemination arrangements, and understand what is returned from their OA investments. Simultaneously, publishing platforms and services leverage usage data to inform the research, development, sales, and marketing of their own infrastructure.

Diverse models for OA book publishers, from university or library-based to commercial OA teams, surfaced common publisher functional needs of OAeBU data as shown in the graphic below. However, their structures resulted in unique needs tied to administrative and sales reporting, as is reflected in their individual use cases.



## SCHOLAR OPEN ACCESS EBOOK USAGE (OAEBU) DATA USE CASES

Scholars may interact with OAEBU data as authors; as acquisition, volume, or series editors; when under promotion and tenure review; or when serving on review committees. In these roles they hope to understand and report on how particular works are used, recognizing usage data as a complementary indicator to citations and sales data. OAEBU data can illuminate reader demographics. It also holds the promise of surfacing impacts and opportunities related to scholarly, media, policy, or classroom use. It can help authors to evaluate the effectiveness of their book marketing efforts, navigate book dissemination options, and weigh possible publishers for future work. For editors, OAEBU data may inform acquisitions and recruiting by illustrating potential audiences, niches, or demand for new editions. It also can provide supporting data for author recognition while surfacing opportunities to promote scholarship across disciplines. In terms of peer review, OAEBU data may inform both the assessment of and advocacy for a candidate's scholarship, providing context for the use of impact factors and citation metrics. It also may be useful for authors wanting to understand usage patterns when defending against misinformation or attacks on scholarly freedom.

Like other stakeholders, scholars are challenged to understand book usage across reports provided by multiple sources. In addition, they may have ethical or privacy concerns over who has access to their personally identifiable OAEBU data in the absence of notice and control mechanisms that grant them the ability to understand and authorize third-party viewing and use of such information.



Author



Editor



Hiring/P&T

### Use Case 1.

#### Understand discovery channels

*How do individuals find and access the content?*

#### Personas



#### Why | How

##### a. Inform planning for a new book to frame book pitch

- i. to understand how people discover, download, purchase similar books

##### b. Evaluate potential ways to host/disseminate the book

- i. by seeing where readers are downloading OA versions from
- ii. to understand how people discover OA versions via
  1. social media
  2. marketing campaigns
- iii. to understand whether individuals know an OA version exists

##### c. Understand the relationship between OA downloads and print sales

- i. to know if an OA version drives purchasing
- ii. to understand how people interact with sample pages

## Use Case 2.

Understand audience demographics

### Personas



*"Download data is very informative; the more granular the better. Citations and reviews reflect a "tiny cross-section" of readers."*

### a. Understand a current audience for an eBook

- i. by geographical region
- ii. by institution
- iii. by discipline or field
- iv. academic vs. non-academic use
  1. by academic institutions
    - a. use within my institution
    - b. use outside of my institution
  2. by news media
  3. by the general public
  4. by government or public policy stakeholders
- v. by academic role
  1. students
  2. scholars

### b. Surface and assess potential new audiences based on similar or prior book performance

- i. to identify new regional audiences, translation opportunities
- ii. to identify new field audiences

## Use Case 3.

Understand scholarship impact

*Support varied metrics to complement traditional sales metrics*

### Personas



### a. Understand the use of OA eBooks

- i. for academic use
  1. in scholarship
  2. within class syllabi
  3. for student online projects
  4. within blog posts
- ii. in non-academic and public use
  1. by news media
  2. in social media
  3. on Wikipedia
  4. for public policy
    - a. by nonprofits or in grey literature

### b. Compare the impact of eBooks to print editions

### c. Understand how online usage over time compares to sales and citation activity

- i. to see changes over time
- ii. to track if OA is becoming more mainstream

### d. Understand differences in book branding

- i. in different fields or disciplines
- ii. in different geographic communities

## Use Case 4.

Evaluate book marketing and outreach

Personas



### a. Evaluate impact of effort spent to connect with readers

- i. to understand where page visits or page views originate, e.g. a Facebook post, tweet, etc.
- ii. to understand the impact of promotion activities
  1. e.g. *"Does timing of a promotional social media or speaking engagement by the author result in a near-term increase in downloads or page views?"*
  2. e.g. *"What OA eBook activity do promotions result in, e.g. downloads, citations, mentions, etc.?"*
    - a. understand what occurred, where, in what quantity

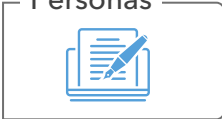
### b. Understand advertising and marketing campaign impacts

- i. to evaluate if marketing campaigns are effective
- ii. to inform promotional tactics and strategy

## Use Case 5.

Understand financial investment in OA

Personas

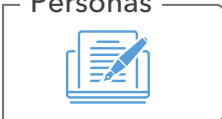


### a. Understand who is investing in OA

## Use Case 6.

Inform editorial decisions on what to publish

Personas



### a. Explore whether something is niche or of broader interest

### b. Inform market analysis

### c. Determine need for new editions

## Use Case 7.

Author identification and recognition

Personas



### a. Leverage impact and audience measures to inform author recognition

## Use Case 8.

Surface ways to increase scholarship accessibility

Personas



- a. Identify more diverse audiences
- b. Inform public dissemination
- c. Support plural or translational scholarship across disciplines

## Use Case 9.

Assess or advocate for candidate scholarship for hiring, promotion, and tenure

Personas



- a. Inform evaluation of candidate merits
  - i. by illustrating disciplinary impacts
  - ii. by illustrating international usage
  - iii. by illustrating non-academic impacts of scholarship
  - iv. by informing qualitative peer or self-assessment
- b. Surface book-related community engagement or outreach
- c. Provide data that connects with university wide innovation or engagement initiatives
- d. Advise fellow authors on decision to publish OA
- e. Provide data and context for tenure file, job application, or grant application

## Use Case 10.

Guide and inform impact factor use for evaluation

Personas



*"Don't exacerbate existing inequalities."*

- a. Understand how OA eBook usage data complements other impact factor metrics
- b. Understand and manage disparate impacts
- c. Understand what author-affiliated data is available to whom, to inform privacy and ethical guidelines over access and use of such data  
*"People currently have agency over what they put in their file and can choose to omit information or provide context."*
- d. Provide context for low numbers, e.g. high quality or influence based on type of usage

## Use Case 11.

Support defense against threats to scholarly freedom

Personas



- a. Fight online targeting and academic harassment
  - i. by providing evidence of activity tied to events
  - ii. by showing imbalance of activity compared to similar titles or other authors
- b. Understand connections between online presence and dark-web activity