

4eu+

Publication strategies for monographs in HSS

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Open for you! An introduction series to open science > 2nd February 2021



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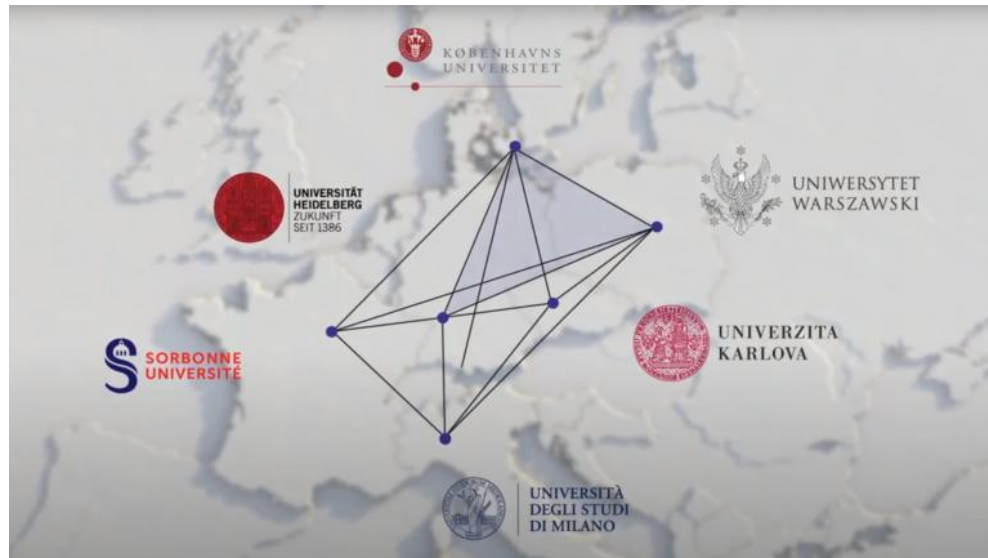
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4EU+ Alliance and Open Science

- 4EU+ is a transnational strategic university association.
- Aim: Strengthen the European vision of deepened cooperation and mutual enrichment in research and teaching
- Open Science is an integral part of this.
- Two 4EU+ projects currently work on Open Science.
- Open for you – an Introduction Series to Open Science“ – 14 session on OS topics!



Plan

- Introduction
- Why publishing HSS monographs in open access ?
- What are your options to publish in open access ?
- Cost and funding

Introduction

- Academic book market as a **specific market** with different types of (international) publishing houses
- The book **market in the humanities** is a part of this market.
- Since 2009, **sales went down, prices up**. Small print runs of 200-300 copies.
- Growing importance of open access as a publication model also in the HSS
- But still: High prestige of printed books / not common to cite websites / HTML versions
- Significance of the dissertation for the academic career

Introduction: numbers

- book publishing as the largest cultural industry in Europe
- European publishers (European Union and European Economic Area) publish more than half a million new titles every year (575.000 in 2017) ([The Book Sector in Europe. Facts and Figures, 2017](#)).
- Biggest markets are UK + Germany, then Spain, France, Italy. In relation to the number of inhabitants: Iceland and Estonia produce most new titles.
- Number of dissertations in the EU: unknown.
- Germany as an example: 28.690 dissertations in 2019; 2.074 in the humanities ([academics.de](#))
- [French-German survey of 2015](#): 38 % in digital format / 84 % of the are Open Access / 84% OA digital theses represent 32% of all theses

Monograph: Definition

- Monograph: from Greek „mono“ and „graphia“ = single – written work
- primary research
- specialist work of writing on a single subject or an aspect of a subject
- nonserial publication
- one volume (book) or a definite number of volumes

Monograph: tradition and future

- Still: one of the most prestigious and traditional forms of publication
- Possibility of a longer and more detailed argumentation
- But: Growing significance of articles in journals and collections also in the Humanities (and even more in the Social Sciences).

Introduction

- What are we not talking about today?
- Specific situation in the different national book markets
- Publication process (editing, proofreading, typesetting/formatting)
- Contracts

1. Why publishing HSS monographs in open access ?

- For **95%** of researchers, it is very important to publish a monograph
- Why publishing in OA ?
 - Online or print ?
 - Online + print ?

Reason 1 : more efficient research

- Free access to publications & economic benefits
- Reusing data & reducing duplication fees
- Research = collective construction of knowledge



University of Liege, 2018 :
increased journal subscription
fees
=
3 research positions per year

Reason 2 : increasing downloads and citations ?

Springer Nature OA books study (2017) :

- 7 times more downloads
- 50 % higher citations

...during the first four years after publication

Reason 3 : visibility

- [Google Books](#)
- DOAB ([Directory of Open Access Books](#))
- [OAPEN Library](#)
- [WorldCat](#) and libraries' catalogue
- BASE ([Bielefeld Academic Search Engine](#))

Print vs Open Access ?

- Amsterdam University Press (2014) :
 - frontlist sales : no effect
 - backlist sales : effect when print run is between one and 2000 :
no significance effect when print run between 2001 and 3000

=> The lost of sales is negligible

Reason 4.a : funders requirements



Horizon Europe
(embargo : 0)

Erasmus+

(embargo : 0)

Reason 4.b : national or institutional policies



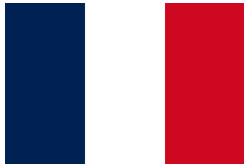
Institutional policies (2)



Institutional policies (17)



Institutional policies (12)



National Plan for Open Sciences (2018)

Institutional policies (9)

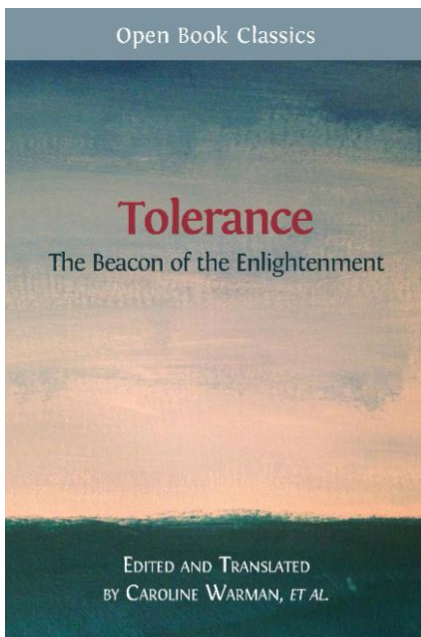


Institutional policies (5)

Recommendations for the transformation of scientific publishing to open access (2022)

Directions for the Development of OA to Publications and Scientific Research Results in Poland (2015)

Reason 5 : public engagement



Metrics report - Tolerance: The Beacon of the Enlightenment

Online Readership ⁱ

Platform	2016	2017	2018	2019	2020	2021	2022	Totals	
Google Books Views	908	3650	1579	616	642	562	30	4	7991
OBP HTML Reader Sessions	1753	1781	3190	2310	1814	1288	34	118	12288
OBP PDF Reader Sessions	15574	2514	1342	1187	930	553		22	22122
World Reader Users	270	85	68	159	115			697	
Total Online Reader	18505	8030	6179	4272	3501	2403	64	144	43098

Free Downloads ⁱ

Platform	2016	2017	2018	2019	2020	2021	2022	Totals	
OAPEN Downloads		58	191	143	177	289		858	
OBP Downloads	1670	420	254	303	427	516	42	9	3641
Open Edition Downloads				12	71	1		84	
Retail Distributors Downloads	2	3						5	
Total eBook Downloads	1672	481	445	458	675	806	42	9	4588

ⁱ You may click on a year to view its monthly breakdown.

A risk of plagiarism ?

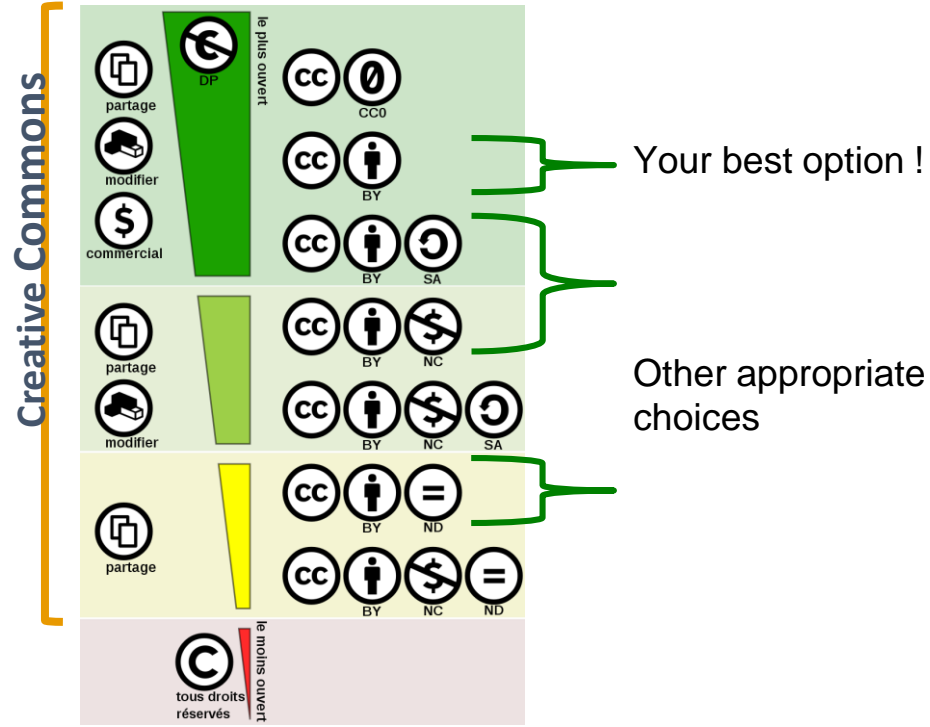
- Publication in OA and self-archiving = proof of authorship
- Still protected by copyright
- Plagiarism is more obvious

A risk of poor quality ?

- Peer-review ~ +2 experts (monographs)
- Check the Author's guide
- List of peer review policies (OAPEN Library) :
<https://www.oapen.org/publishers/5818238-peer-review-policies>

=> Open access offers the **same quality mechanisms** as paper publications

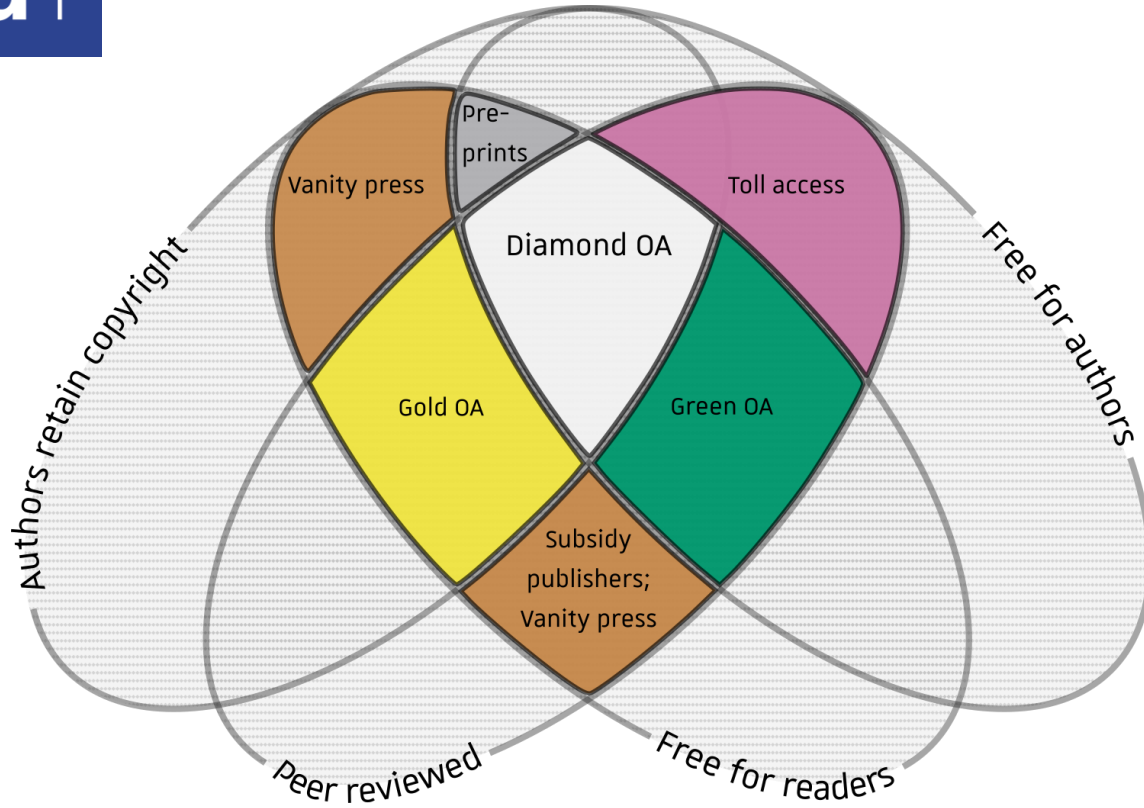
Publishing in open access : what does it mean ? What is open access ?



- Accessible online
- Free access
- Reusable

How to publish your book on Open Access?

- Learn about different ways of Open Access (Gold, Green, Diamond).
- Find a publishing house.
- Decide for a licence.
- Negotiate a license fee / book processing charge (BPC)



[Jamie Farquharson](#), [Open Access colours Venn](#), [CC BY-SA 4.0](#)

Open Access books: different ways in detail

- Commercial Publishing house with BPC (gold)
- Publication services of public institutions without or with low BPC (diamond)
- Repository without BPC (institutional, disciplinary)
- Other forms: crowd funding / library membership scheme
- i.e. [Knowledge Unlatched](#) (for-profit GmbH in Berlin, Germany; since 2021, owned by Wiley)

Publishing houses (examples)

- Commercial publisher: Brill, deGruyter, Amsterdam University Press, Manchester University Press
- Non-profit initiatives: Open Book Publishers ([OBP](#)), [Open Humanities Press](#)
- Non-profit presses: university presses like [Language Science Press](#) or Heidelberg University Publishing [heiUP](#)

Repositories

- **Gold way** : compared to a publishing house less prestigious / not quotable / no reviews
- **Green way** : consider an embargo period (e.g. 1 to 3 years) / be aware of the rights you have granted (to a commercial publisher)
- Different kinds of repositories (institutional - of your university - / disciplinary - e.g. [CrossAsia-Repository](#) / general repositories (e.g. Zenodo)

Online + print publications

- Online publication + publication in printed form at the same time (sometimes called hybrid publication)
- Production of printed copies via **PoD - print on demand** (e.g. Brill, Springer and numerous other publishers)
- Publication of titles of the backlist as e-books (+ PoD)
- In the meantime: Better quality of digital printing (compared to offset printing)
- different formats: hardback, paperback, EPUB and MOBI

OAPEN Foundation



- not-for-profit organisation based in the Netherlands
- dedicated to open access, peer-reviewed books
- [OAPEN library](#) (academic publishers, quality assured content, transparent peer review procedures)
- runs the Directory of Open Access Books ([DOAB](#))

Ask for discovery services

Higher visibility, if the service :

- ... provides metadata feeds (XML, MARCXML, RIS)
- ... offers OAI-PMH harvesting
- ... is optimised for search engines
- ... is indexed by google Scholar, in the DOAB and BASE

3. Cost and funding

What does it cost to produce a book ?



about 4,000 € per book



£5,800 per title (office rental price, staff, title production expenses...)

Book processing charges (2020)

117 books :
Mean : 7.973 €
Standard deviation : 3.533 €
Source : [Open APC](#)

DE
|
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Mean : 8.652 €
Standard deviation : 3.160 €
(15 books)



Mean : 9.322 €
Standard deviation : 3.352 €
(10 books)



CAMBRIDGE
UNIVERSITY PRESS & ASSESSMENT

1 book : 8.250 €



ARCHAEOPRESS

1 book : 1.473 €

Research grants



For whom ? Researchers in an EU research program (HE, Erasmus+)

For what ?

- First digital open access edition
- No hybrid



National and institutional open access book fundings

DFG

Deutsche
Forschungsgemeinschaft

Leibniz
Leibniz
Association

HUMBOLDT-UNIVERSITÄT ZU BERLIN











International open access book funding



- For whom ? Early Career Researchers
- For what ?
 - OA publication of a first monograph
 - Digital Humanities

Stay informed ! Mailing list, website, newsletter

-  **DH - Digital Humanities (ML)** : <https://groupes.renater.fr/sympa/info/dh>
-  **H-SOZ-KULT –Research information (historical studies) (ML)** :
<https://www.hsozkult.de/abonnement?language=de>
-  **Digital Humanities (ML)**: <https://dig-hum.de/dhd-mailingliste>
-  **Open Access (ML)**: <https://open-access.network/vernetzen/maillingliste>
-  **Office of Research Administration (University of Warsaw)** <http://bob.uw.edu.pl/>
-  **OPERAS** : <https://www.operas-eu.org/> ; <https://operas.pl/> 
-  **CZaDH - Czech Association for Digital Humanities**, <https://www.czadh.cz>

In conclusion : tips, advices and best practices

- Read the contract
- Retain your rights and use an open licence
- Check your funder open access policy
- Associate open data to your publication in open access
- Do not hesitate to share it on social media 
- Always use an research ID 
Connecting research and researchers
- Ask your librarian !

An example

« The Literary Geographies of Christine de Pizan » :

- [Chapter](#) (not in OA): David Joseph Wisley. (2018). "The Literary Geographies of Christine de Pizan", *Approaches to Teaching Christine de Pizan*, ed. Andrea Tarnowski. MLA, 156-163.
- Open access : [Open repository](#)
- Open Data : [Zenodo](#)
- Map on the [researcher's website](#)

The Literary Geographies of Christine de Pizan by [David Joseph Wisley](#) carries a [Creative Commons Attribution CC0 License](#).

 Tweet



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Open for you!

An introduction series to open science

*Everything you always wanted to know about
open science but were afraid to ask!*



Register for our upcoming events: <https://4euplus.eu/4EU-273.html>

Next sessions:

- “Research Data Management - Introduction to FAIR and Open Data” | 7 March 2022, 15:00 - 16:30
- “Open Research Software” | 21 March 2022, tba
- “Open science and the role of rights management” | 4 April, 2022, 12:30 - 14:00
- 4 further sessions after April 2022

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Thank you!

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