

OAPEN – EIN KOOPERATIONSMODELL FÜR BUCHVERLAGE

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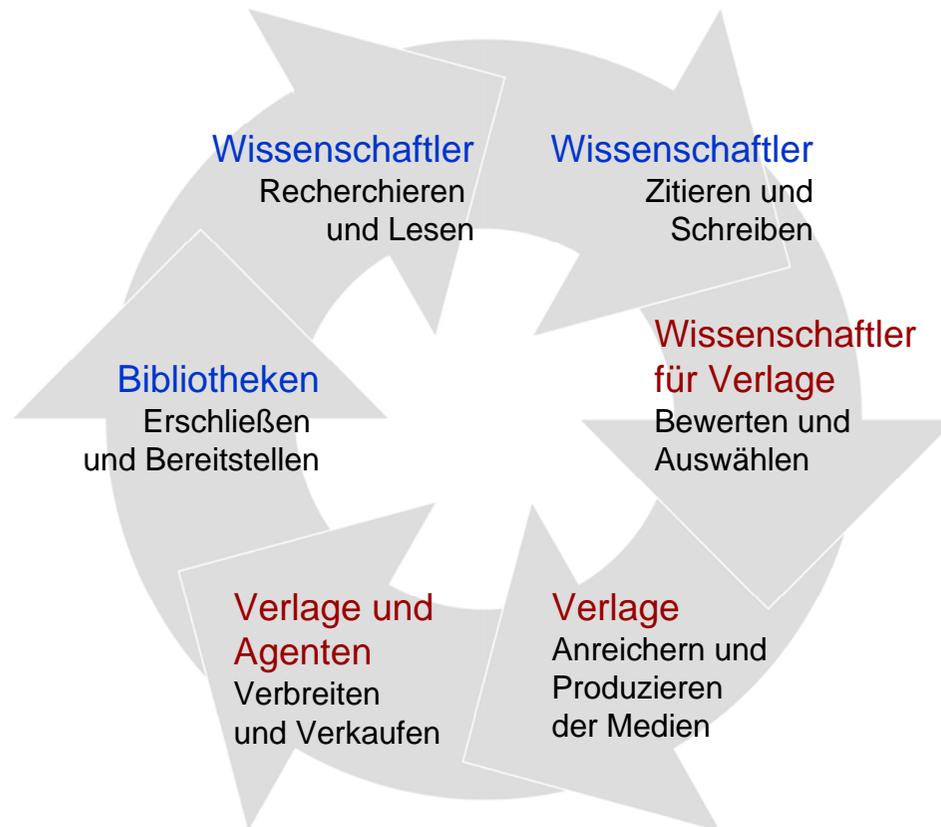
Dr. Birgit Schmidt, SUB Göttingen

OA-Tage 2009, Konstanz, 7. Oktober 2009

AGENDA

- Wissenschaftliches Publizieren: Autoren und ihre Präferenzen
- Open Access ist überall?
- OAPEN als Kooperationsmodell für Buchverlage

DER PUBLIKATIONSZYKLUS UND SEINE AKTEURE

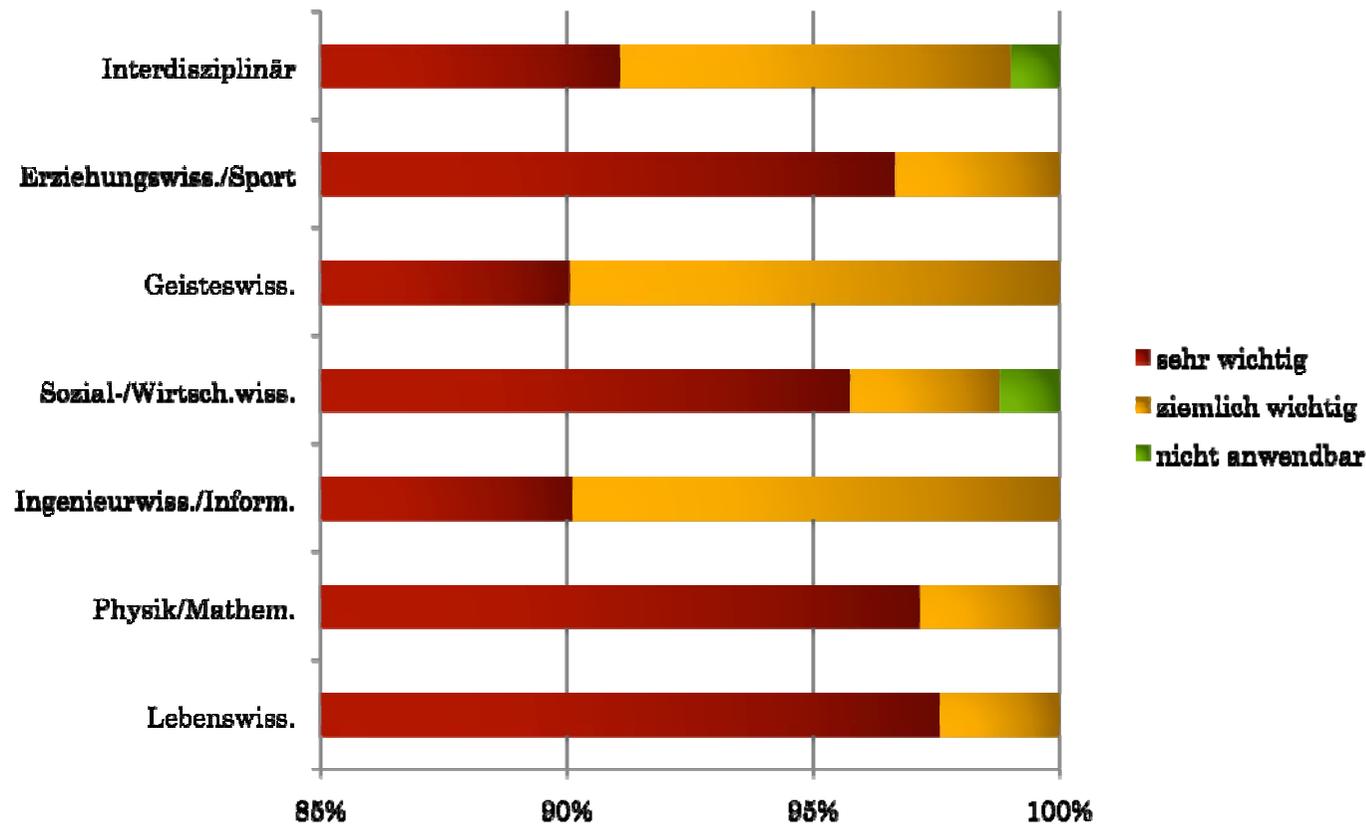


Autoren (Universitäten & Förderer) / Verlage / Bibliotheken / Leser

WELCHE MEDIEN SIND WISSENSCHAFTLERN WICHTIG?

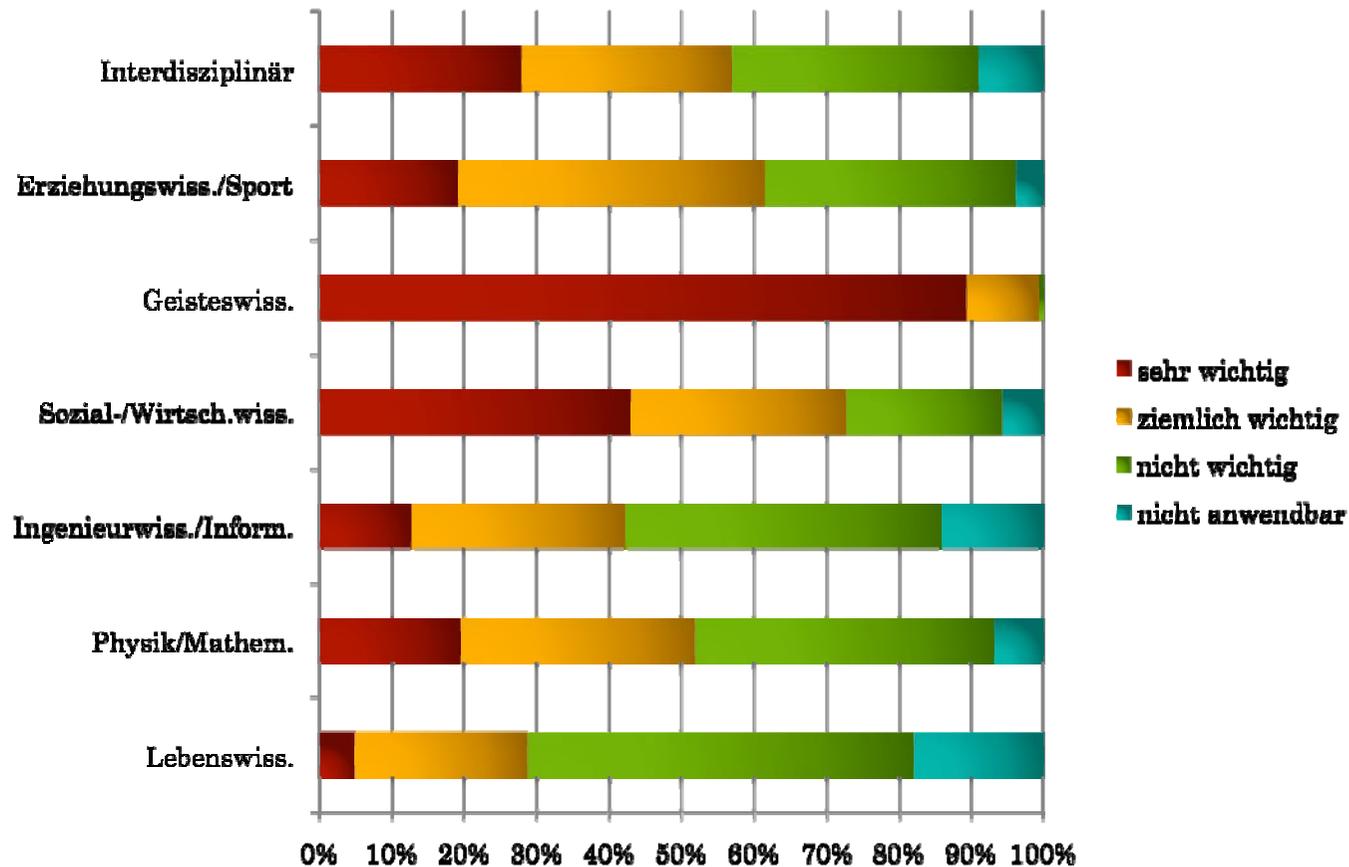
- Diverse formelle und informelle Kommunikationskanäle sowie disziplinäre Präferenzen
- *Zeitschriften* sind für alle Disziplinen von zunehmender Bedeutung – auch vor dem Hintergrund von Leistungsbewertungen und Evaluationen.
 - Peer Review
 - Publish, *get cited* or perish
 - Tendenz hin zu kleineren Publikationseinheiten
- RIN/JISC Report: Communicating knowledge: How and why UK researchers publish and disseminate their findings, London, September 2009,
<http://www.jisc.ac.uk/publications/documents/communicatingknowledgereport.aspx>

BEDEUTUNG VON KOMMUNIKATIONSKANÄLEN – PEER-REVIEW-ZEITSCHRIFTEN



Über alle Fächer hinweg halten über 90% der Wissenschaftler Peer-Review-Zeitschriften für sehr wichtig.

MONOGRAPHIEN



Fast 90% der Geisteswissenschaftler halten das Publizieren von Monographien für sehr wichtig.

GRÜNDE FÜR DAS PUBLIZIEREN VON MONOGRAPHIEN

- (1) Beförderung der Karriere
- (2) Maximierung der Verbreitung bezogen auf die Zielgruppe
- (3) Eine Verlagspublikation wird von über 80% der Wissenschaftler als wichtig empfunden, wenn es um #2 geht (weniger wichtig: Publikations-/Verbreitungsgeschwindigkeit).
- (4) Evaluationsanforderungen und institutionelle Leitlinien verstärken die Tendenz hin zu Artikeln, aber Buchveröffentlichungen genießen weiterhin ein hohes Prestige in den HSS.

WHY „OPEN MONOGRAPHS“?

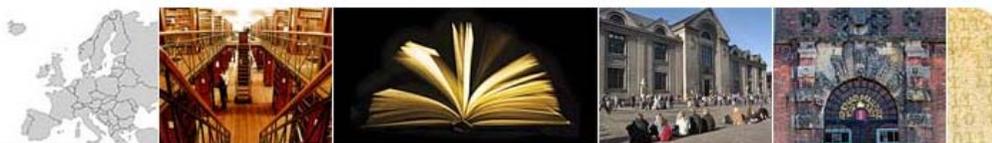
- Worldwide audience, increasing visibility & impact (Authors)
- Full text search & unrestricted access (Readers)
- Increasing return on investment (ROI) in research (Funding agencies)
- Answering user needs (Libraries)
- Effective knowledge dissemination (Publishers)

OPEN MONOGRAPHS: EXAMPLES



OA MONOGRAPHS: BUSINESS & COLLABORATION MODELS

- OA edition + sold edition – All
- Library-Press collaboration – Some
- Institutional support for press – Some
- Value added services – ?
- Publication fee – ?



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co-funded by the
[European Union](#)

Open Access Publishing in European Networks

Publishing humanities monographs in Open Access

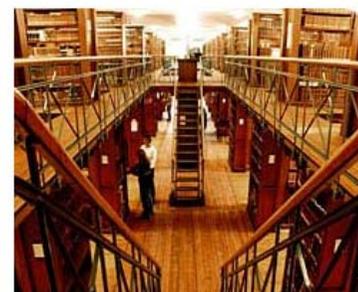
OAPEN is a project in Open Access publishing for humanities and social sciences monographs. The consortium of University-based academic publishers who make up OAPEN believe that the time is ripe to bring the successes of scientific Open Access publishing to the humanities and social sciences.

The OAPEN partners are all active in the Open Access movement already, with details available on their pages on this site and on their own websites.

The project will find useful, exciting and beneficial ways of publishing scholarly work in Open Access, enhancing access to important peer reviewed research from across Europe. Most importantly it will find a financial model which is appropriate to scholarly humanities monographs, a publishing platform which is beneficial to all users and create a network of publishing partners across Europe and the rest of the world.

The partners:

[Amsterdam University Press](#)
[Georg-August Universität Göttingen](#)
[Museum Tusulanum Press](#)
[Manchester University Press](#)
[Presses Universitaires de Lyon](#)
[Firenze University Press](#)
[University of Amsterdam](#)
[Leiden University](#)



Calling Humanities and Social Sciences academic scholars. Your opinion matters! [Please take part in our survey.](#)

View a PowerPoint demonstration about the OAPEN eContentplus project. [View now.](#)

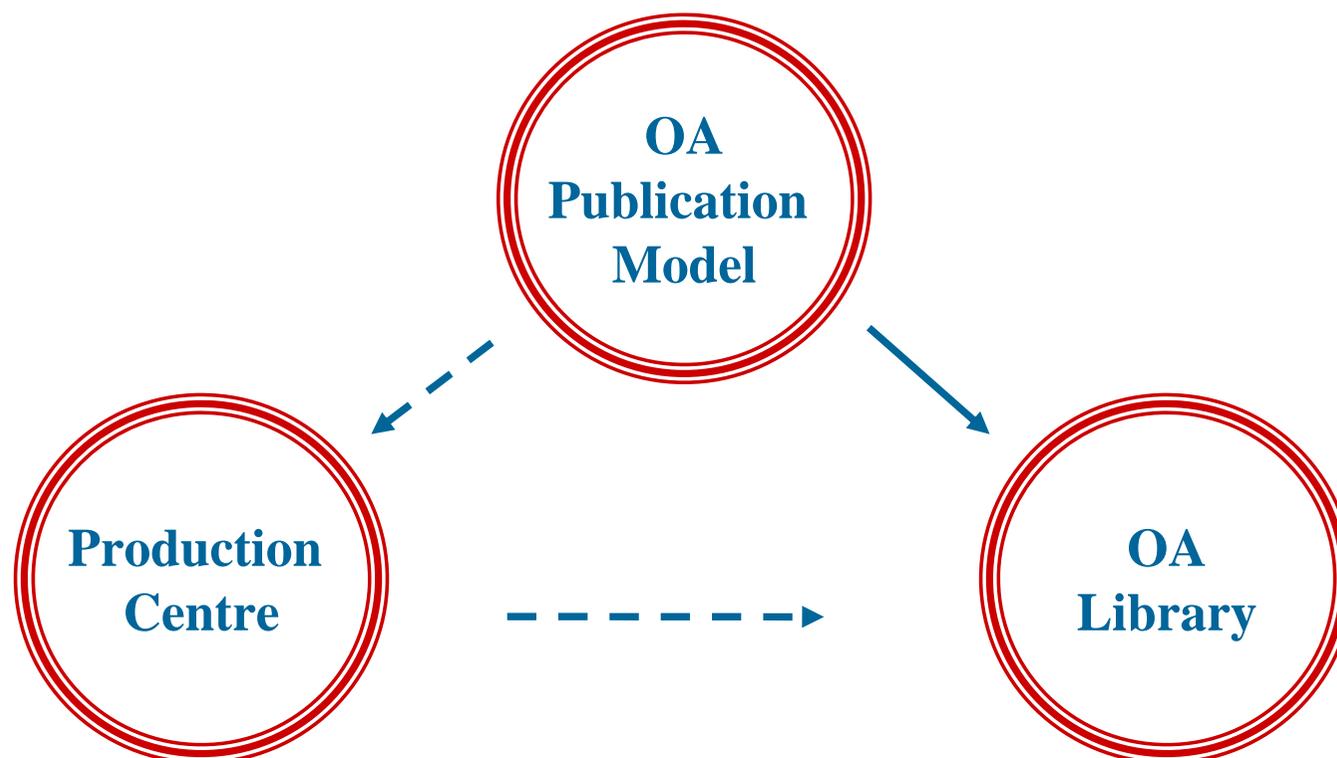
OAPEN – OPEN ACCESS PUBLISHING IN EUROPEAN NETWORKS

- EU-Projekt eContent*plus* www.oapen.org
- Partner: sieben europäische Universitätsverlage / Universitäten (Amsterdam, Göttingen, Manchester, Leiden, Florenz, Lyon, Kopenhagen)
- Laufzeit: 09/2008-02/2011
- Modellierung: Entwicklung und Erprobung von **Open-Access-Publikationsmodellen** für Bücher
- Infrastruktur + Services: Entwicklung einer gemeinsamen **Publikationsplattform für qualitätsgeprüfte Bücher in den Geistes-, Gesellschafts- und Sozialwissenschaften**
- Community: Aufbau eines **Netzwerkes** von an Open Access interessierten Verlagen u.a., Etablierung eines Scientific Board und einer External Stakeholders Group

THE NETWORK

- Association of American University Presses - AAUP
- Scholarly Publishing and Academic Resources Coalition - SPARC Europe
- IMISCOE - International Migration Integration Social Cohesion
- Arbeitsgemeinschaft der Universitätsverlage
- Purdue University Press
- Atlantis Press
- Institute of Economic Analysis & Prospective Studies at Al Akhawayn University
- Igitur, Utrecht Publishing & Archiving Services
- National Hellenic Research Foundation
- Open Book Publishers
- Universitat de Valencia
- Aarhus University Press
- Pickering & Chatto Publishers
- Aksant
- Université Libre de Bruxelles
- Editions de l'Université de Bruxelles
- Verlag der Österreichischen Akademie der Wissenschaften
- Polimetrica
- Ledizioni - Ledipublishing
- Forlaeggerforeningen - Danish Publishers Association
- Open Humanities Press
- Academia Press
- Unipub - Oslo Academic Press
- Akademie Verlag
- Brill
- IOS Press
- KITLV Press
- Oxford University Press
- JISC Collections
- Athabasca UP

OAPEN: MAIN COMPONENTS



OAPEN: OA PUBLICATION MODEL

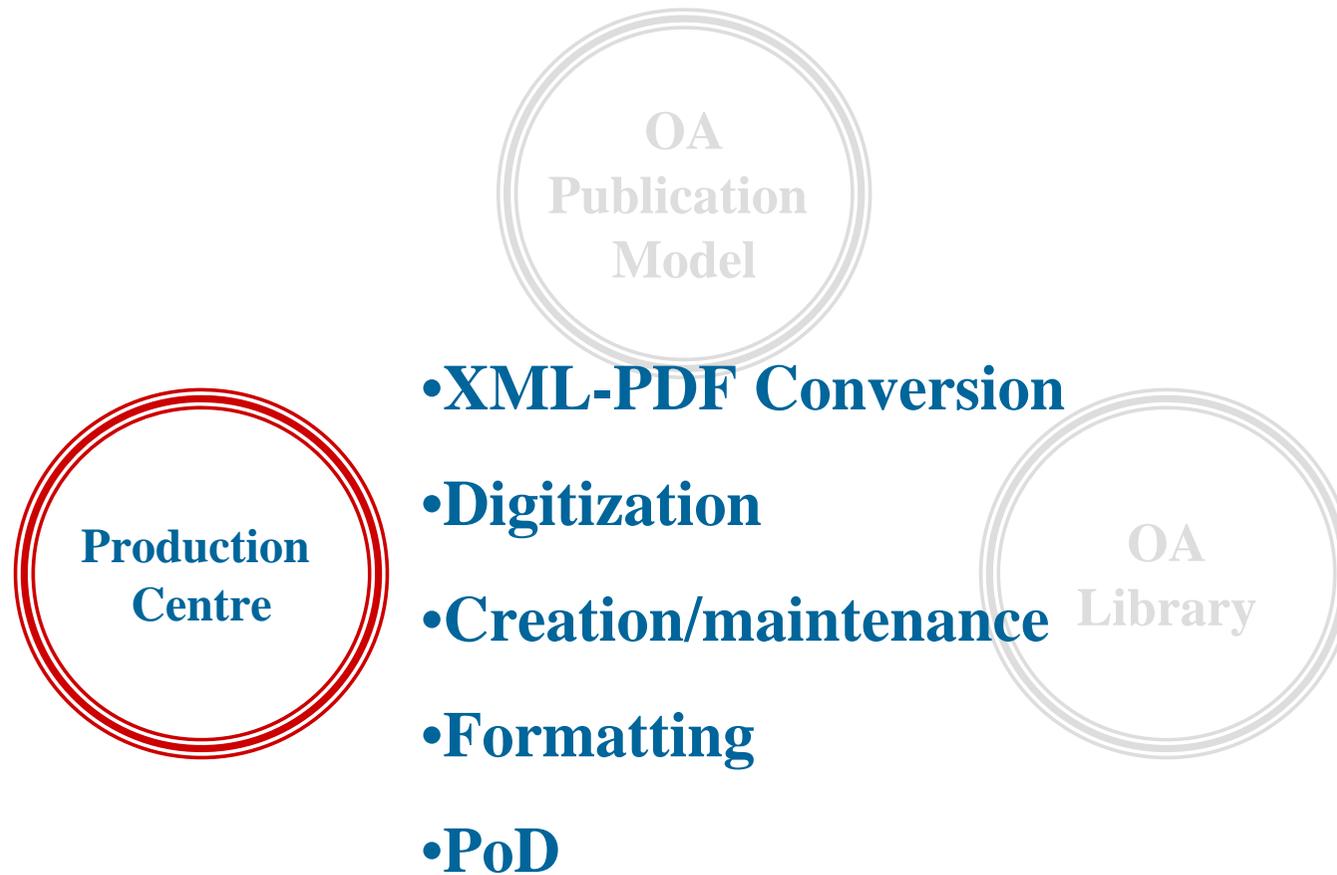
**OA
Publication
Model**

- **Guidelines**
- **Calculation Model**
- **Quality Assurance**
- **Licensing Toolkit**

Production
Centre

OA
Library

OAPEN: SERVICES



OAPEN: SERVICES

OA
Publication
Model

•Web presence:

- Google Scholar; Google Book Search; Europeana; OAster

E-Book
platform

•Library Integration:

- OCLC WorldCat; Catalogues; E-Book Collections

OA
Library

•Promotion:

- Online Catalogue & Ordering; Mailing Service

FUNDING OA BOOKS: PRINCIPLES

- Research and dissemination of results belong together
 - ➔ Research funding should include dissemination costs
- Funders' OA policies should be extended to include OA publishing (green *and* gold)
 - ➔ Budgets for OA publishing should be open for articles *and* books
- Publishers should develop OA Publishing as a service to the scholarly community

OAPEN'S APPROACH

- Hybrid model: Online *and* Print
 - Basic online edition is free (OA edition)
 - Other editions (print or PoD, e-reader) are sold
- Publishers can charge publication fee for OA edition
- License to publish (author retains copyright)
- Long term availability Online
 - Based on repository infrastructure and national libraries

OAPEN'S APPROACH

- Who pays publication fee?
 - Research funder
 - University / Research institution
 - Library (consortia)
- Why?
 - To ensure publication of peer reviewed research results
 - To ensure effective dissemination and unrestricted access
- Further steps
 - Discuss this approach with funders, research institutions, libraries and researchers
 - Design calculation model, implement and evaluate

FUNDING OA PUBLICATIONS

- The need for an OA funding mechanism is being recognised (*for OA Journals*)
- RIN/UUK Report: *Paying for Open Access Publication Charges*, Guidelines for Higher Education and Research Institutions, Publishers and Authors, London, March 2009, <http://www.rin.ac.uk/ourwork/research-funding-policy-and-guidance/paying-open-access-publication-charges>
- **Key Recommendations**
 - **Higher Education Institutes** should establish dedicated budgets to which researchers can apply for funds to meet the costs of publication fees.
 - **Funders** should clarify how they will provide support for researchers in meeting their open access policies in general, and the payment of publication fees in particular.

Vielen Dank für Ihre
Aufmerksamkeit!

References: Folien von Eelco Ferwerda, AUP

OAPEN SURVEY

“Funding of Monographs in the Humanities and Social Sciences (HSS)”



[Exit this survey](#)

Funding of Monographs in the Humanities and Social Sciences (HSS)

1. General Questions



Publishing monographs (including anthologies in HSS often relies on additional funding on the part of authors/editors as costs can not solely be met by revenues of sales. So far funders have mainly supported the print production and based their funding models on the traditional book market. The combination of a free (open access) electronic version (access, searchability, quick citability etc.) with a convenient pay print version offers new opportunities in visibility and dissemination.

Please take some time (appr. 5 minutes) to provide information how funding can be shifted to a mode of Open Access book publishing that offers even more benefits than the traditional system.

* 1. What is your role in publishing?

- Author/Editor
- Publisher
- Funder
- Other (please specify)

* 2. In which country are you based?

Country

<http://bit.ly/FGH2R>

* 3. What is your scientific/publishing focus?

- Anthropology
- Arts
- Classics

Long Link:

http://www.surveymonkey.com/s.aspx?sm=GqUMvpUHKQ0zCQAXd5_2fDUg_3d_3d