Approaches to tracking the impacts of library- and press-published monographs

Library Publishing Forum 2018
Minneapolis, MN, USA

Approaches to tracking the impacts of library- and press-published monographs

Project Meerkat

@KevinSHawkins
University of North Texas Libraries

A vision conceived in collaboration with

- Joyce Chapman (Duke University)
- Sarah V. Melton (Boston College)
- Lucy Montgomery (Curtin University / KU Research)
- Katherine Skinner (Educopia Institute)

at the 2015 Scholarly Communication Institute (trianglesci.org). Others are now involved as well:

- Peter Berkery (Association of University Presses)
- Martin Paul Eve (Birbeck, University of London / Open Library of Humanities)
- James MacGregor (Public Knowledge Project)
- Cameron Neylon (Curtin University / KU Research)
- Lisa Schiff (California Digital Library)
- Melanie Schlosser (Library Publishing Coalition / Educopia Institute)

Data on scholarly publishing

Not

- datasets created by researchers
- other types of research outputs sometimes grouped together under “research data”

but rather *big data about published research.*

What kind of big data about published research? (1)

Data generated by publishers and aggregators of content

- **purchasing data**: customer type, number of copies, how much they paid, when they purchased
- **licensing data**: who licenses, how much they pay
- **online usage data / web analytics**: number of hits or visits, demographics of users, types of use (search vs. browse vs. download, part vs. whole)
- **subject classification** of products

What kind of big data about published research? (2)

Data from research institutions

- **Library data**: holdings, circulation, link resolver stats, subject classification
- **Structured productivity data** captured in an online faculty CV system, which may be referred to by any of the following names:
  - current research information system (CRIS)
  - faculty profile system
  - research profiling tool
  - research networking tool
  - research information system
  - research information management system (RIMS)

What kind of big data about published research? (3)

Data from third parties

- from **bibliometrics services**: journal-level metrics, article-level metrics, author-level metrics (including altmetrics)
- from **social networking sites**: Academia.edu, ResearchGate

All of these, like other forms of big data, can be used for various types of assessment and also for *predictive analytics:*

Which publications are most likely to be purchased, used, and cited?

We want the scholarly community to retain control over data related to publishing and be able to exert influence on how it’s used.

We’re going to need

- input and cooperation from all stakeholders in the system
- a neutral group taking on this work

Independent confirmation

Such as

- ISO 9001 (quality management)
- COUNTER (online usage statistics)

What if

we formed a cooperative of libraries, scholarly societies, publishers, aggregators, and other stakeholders, who would each contribute to the governance of this member organization.

Members contributed data they create about scholarly communication (their small view of the world).

The cooperative, thanks to member fees, had staff and tools to aggregate, normalize, and contextualize this data for its members, showing them how their data relates to that of all members but in a way that adheres to a code of conduct.

Members would have to agree to adhere to the code of conduct in how they use the data that they get back from the cooperative.

educopia.org/research/meerkat

http://hdl.handle.net/2027.42/143840

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OF ARTS AND
SCIENCES

Digital Publishing
in the Humanities

Sarah McKee

Library Publishing Forum / May 22, 2018

Approaches to Tracking the Impacts of Library- and Press-Published Monographs

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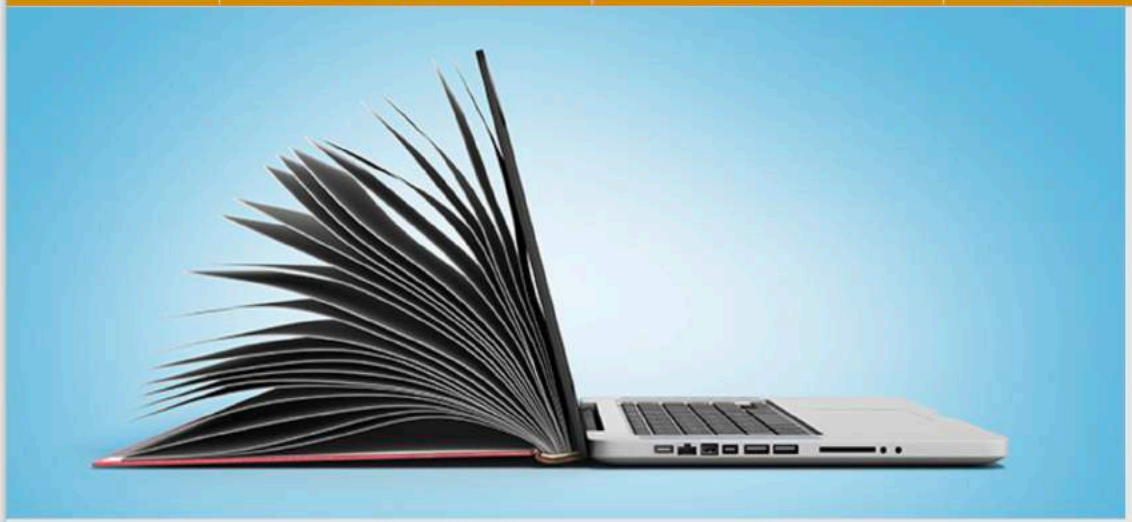
Digital Publishing in the Humanities



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- Bill and Carol Fox Center for Humanistic Inquiry
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TOME

TOME (Toward an Open Monograph Ecosystem) advances the wide dissemination of scholarship by humanities and humanistic social sciences faculty members through open access editions of peer-reviewed and professionally edited monographs.

Scholars face growing difficulty in finding publishers for their monographs as academic library budgets shrink and demand for monographs falls. To collaboratively address this problem, the Association of American Universities (AAU), Association of Research Libraries (ARL), and Association of University Presses (AUPresses) launched this initiative in spring 2017.

In each of the first five years, colleges and universities participating in TOME are providing at least three baseline publishing grants of $15,000 to support the publication of open access monographs. Publishers accepting these grants—for eligible books that have been approved through the usual editorial and peer-review processes—are making high-quality, platform-agnostic, digital editions freely available. These TOME-supported monographs will make new research freely available online, increasing the presence of humanities and social science scholarship on the web and opening up knowledge to more readers.

About TOME

TOME benefits scholars, the public, universities, libraries, and presses in several ways.

Read more about TOME »

Participating Colleges and Universities

The universities and colleges directly participating in this initiative incorporate three components into their digital monograph publishing programs:

Scholarly Communication

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TOME: AAU/ARL/AUPresses Open Access Monograph Publishing Initiative

Publisher List

Last updated: 4/20/18

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Participating Colleges and Universities

The universities and colleges directly participating in TOME incorporate three components into their digital monograph publishing programs:

- Provide a baseline university publishing grant of $15,000 to support the publication of an open access monograph of 90,000 words or less (with additional funding for works of greater length or complexity to be negotiated by the author, institution, and publisher).
- Set a target of awarding at least three publishing grants per year.
- Commit to participating in this initiative for five years.

The following institutions, listed here with their representatives to this initiative, have committed to participate:

- **Duke University**, Deborah Jakubs, Rita DiGiallonardo Holloway University Librarian
- **Emory University**, Michael Elliott, Interim Dean, Emory College of Arts and Sciences, Asa Griggs Candler Professor of English
- **Indiana University Bloomington**, Carolyn Walters, Ruth Lilly Dean of University Libraries
- **Michigan State University**, Christopher P. Long, Dean of the College of Arts and Letters
- **New York University**, Carol Mandel, Dean of the Division of Libraries
- **The Ohio State University**, Damon E. Jaggars, Vice Provost and Director of University Libraries
- **Penn State University**, Patrick Alexander, Director of the Penn State University Press
- **University at Buffalo, SUNY**, H. Austin Booth, Vice Provost for University Libraries
- **University of California, Davis**, MacKenzie Smith, University Librarian
- **University of California, Los Angeles**, Virginia Steel, University Librarian
- **University of Cincinnati**, Xuemao Wang, Dean and University Librarian, and Elizabeth Scarpelli, Director of the University of Cincinnati Press
- **University of Michigan**, James Hilton, University Librarian, Dean of Libraries, and Vice Provost for Academic Innovation
- **University of Minnesota Twin Cities**, Wendy Lougee, University Librarian and McKnight Presidential Professor
- **Virginia Tech**, Tyler Walters, Dean, University Libraries and Professor

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Virginia Tech is leader in open access book publishing initiative

April 3, 2018

Danna Agmon, assistant professor of history, is the first scholar nationwide to receive a TOME grant.

Virginia Tech is one of only 12 universities across the nation to be invited to participate in a pilot initiative, Toward an Open Monograph Ecosystem (TOME), to provide greater access to scholarly books in the humanities and social sciences.

Faced with dwindling buyers for printed monographs, book-length works written primarily for specialized audiences, universities are looking for creative ways to publish their faculty's scholarship. TOME is

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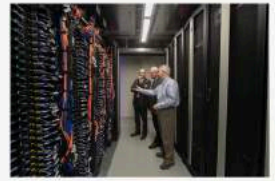

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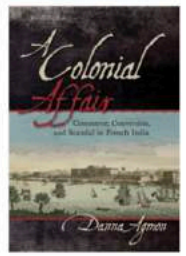

A Colonial Affair: Commerce, Conversion, and Scandal in French India

Danna Agmon

Copyright Date: 2017
Published by: Cornell University Press
Pages: 236

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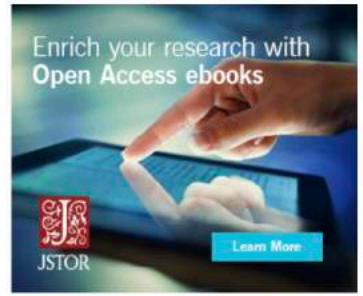

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A Colonial Affair

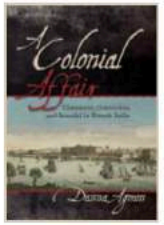
Commerce, Conversion, and Scandal in French India

Danna Agmon
Publication Year: 2017

A Colonial Affair traces the 1716 conviction of Nayiniyappa, a Tamil commercial agent employed by the French East India Company, for tyranny and sedition, and his subsequent public torture, the loss of his wealth, the exile of his family, and his ultimate exoneration. Danna Agmon's gripping microhistory is a vivid guide to the "Nayiniyappa Affair" in the French colony of Pondicherry, India. The surprising and shifting fates of Nayiniyappa and his family form the basis of this story of global mobilization, which is replete with merchants, missionaries, local brokers, government administrators, and even the French royal family.

Agm . . . show more

Published by: Cornell University Press



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So many people have had a role in the writing of this book, and it is a joy to have an opportunity to finally thank them.
I am deeply indebted to the dozens of people, not all of whom can be listed here, who read the manuscript at various stages and so generously shared their insights with me; their good ideas profoundly shaped this work. ..

The Actors
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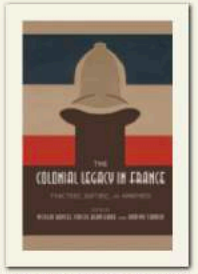

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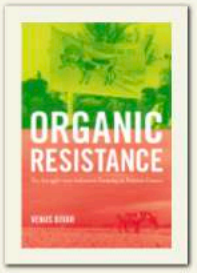

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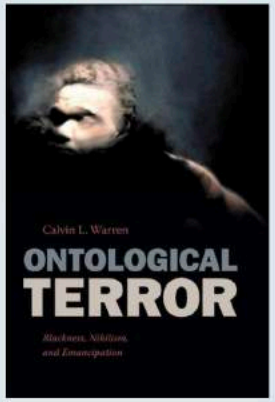

Author(s)	Warren, Calvin L.
Publisher	Duke University Press, Durham
Published	2018
Subjects	Society and social sciences, Society and social sciences, Sociology and anthropology, Anthropology, Social and cultural anthropology, ethnography Mod, Social and cultural anthropology, ethnography
Abstract	In Ontological Terror Calvin L. Warren intervenes in Afro-pessimism, Heideggerian metaphysics, and black humanist philosophy by positing that the "Negro question" is intimately imbricated with questions of Being. Warren uses the figure of the antebellum free black as a philosophical paradigm for thinking through the tensions between More
Keywords	Race Political aspects Racism Awareness Race identity Blacks Nihilism Ontology Philosophy
Language	English
Number of pages	233
ISBN	9780822371847 9780822370727 9780822370871
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Availability	•

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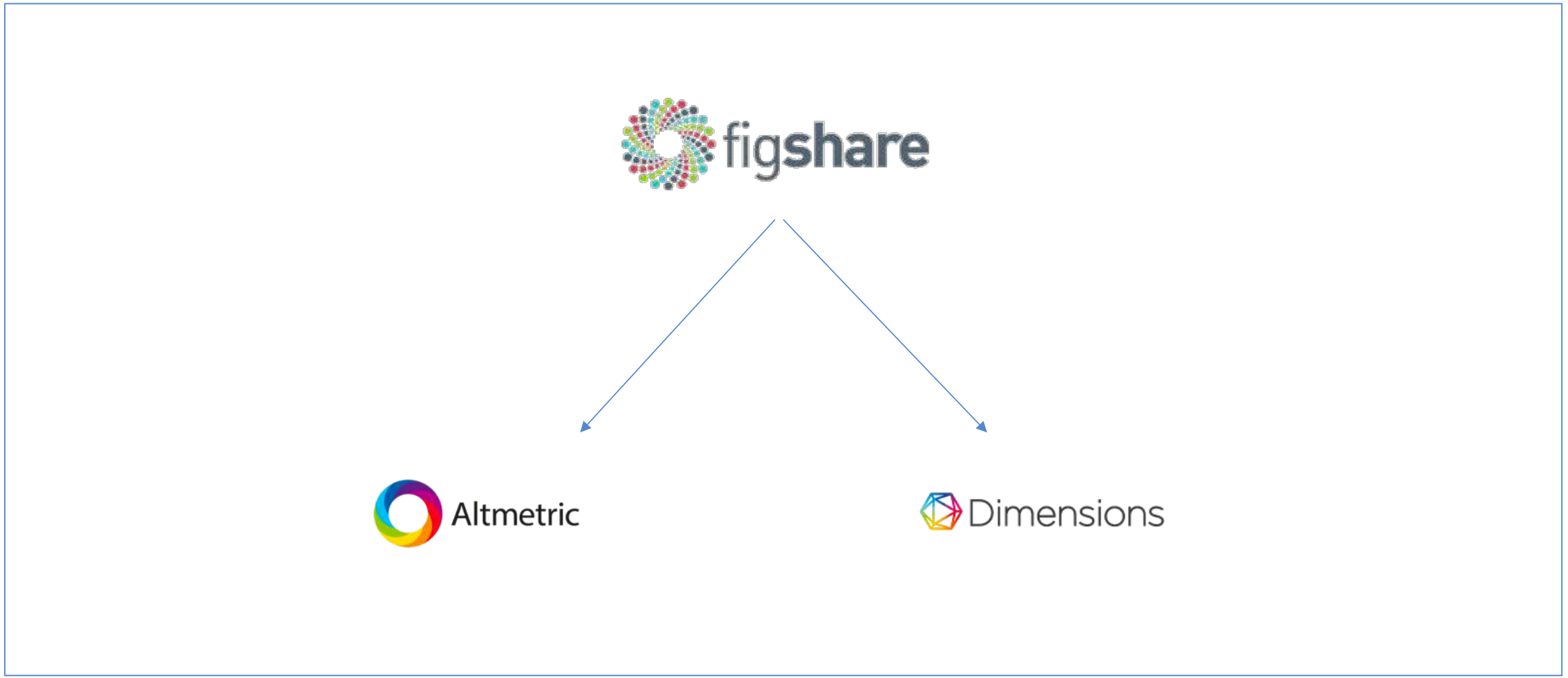
TOME “Referetory” Plans

- collect information about all TOME projects in one place
  - raise visibility for initiative
  - facilitate discoverability of titles

- track impact for each TOME title across all open publishing platforms
  - funding institutions
  - publishers
  - authors

TOME “Referetory” Plans



Questions?

TOME

http://www.openmonographs.org

smckee2@emory.edu

Tracking monograph impact:

Altmetric's approach

Stacy Konkiel
May 22, 2018
Library Publishing Forum,
Minneapolis, MN

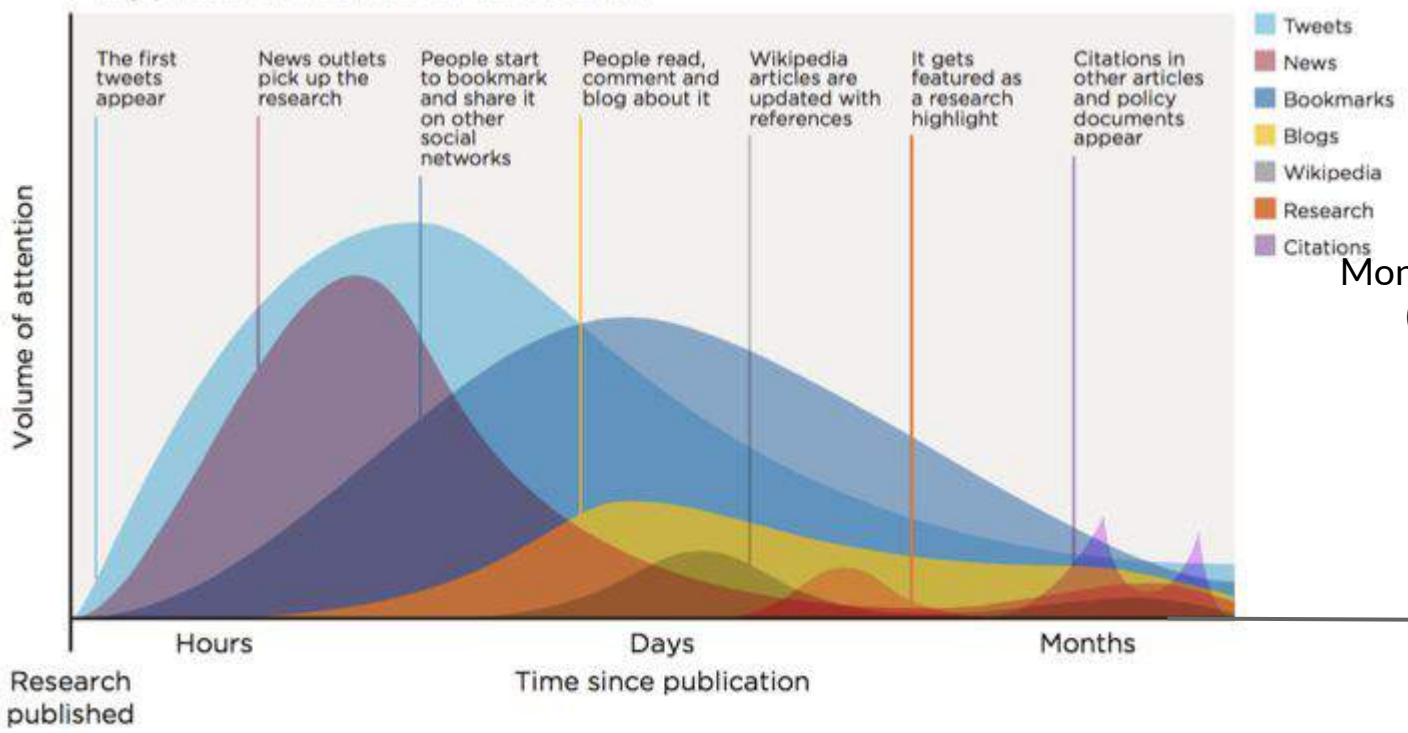
- ★ Why altmetrics?
- ★ Non-traditional impact trends for monographs
- ★ Challenges / Future work

Why altmetrics?

Why altmetrics?

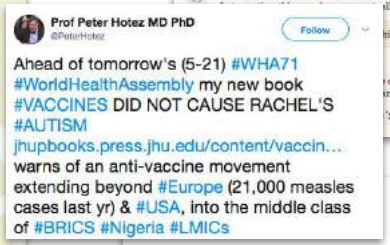
1. Find attention before citations appear
2. Find non-scholarly attention
3. Use huge amount of available data to uncover new insights about monograph use and impact

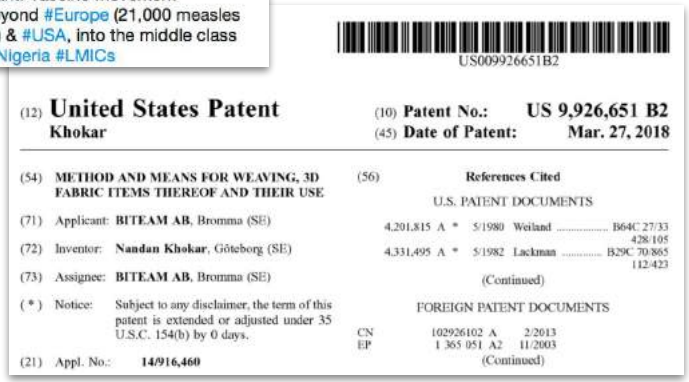
A typical timeline of attention



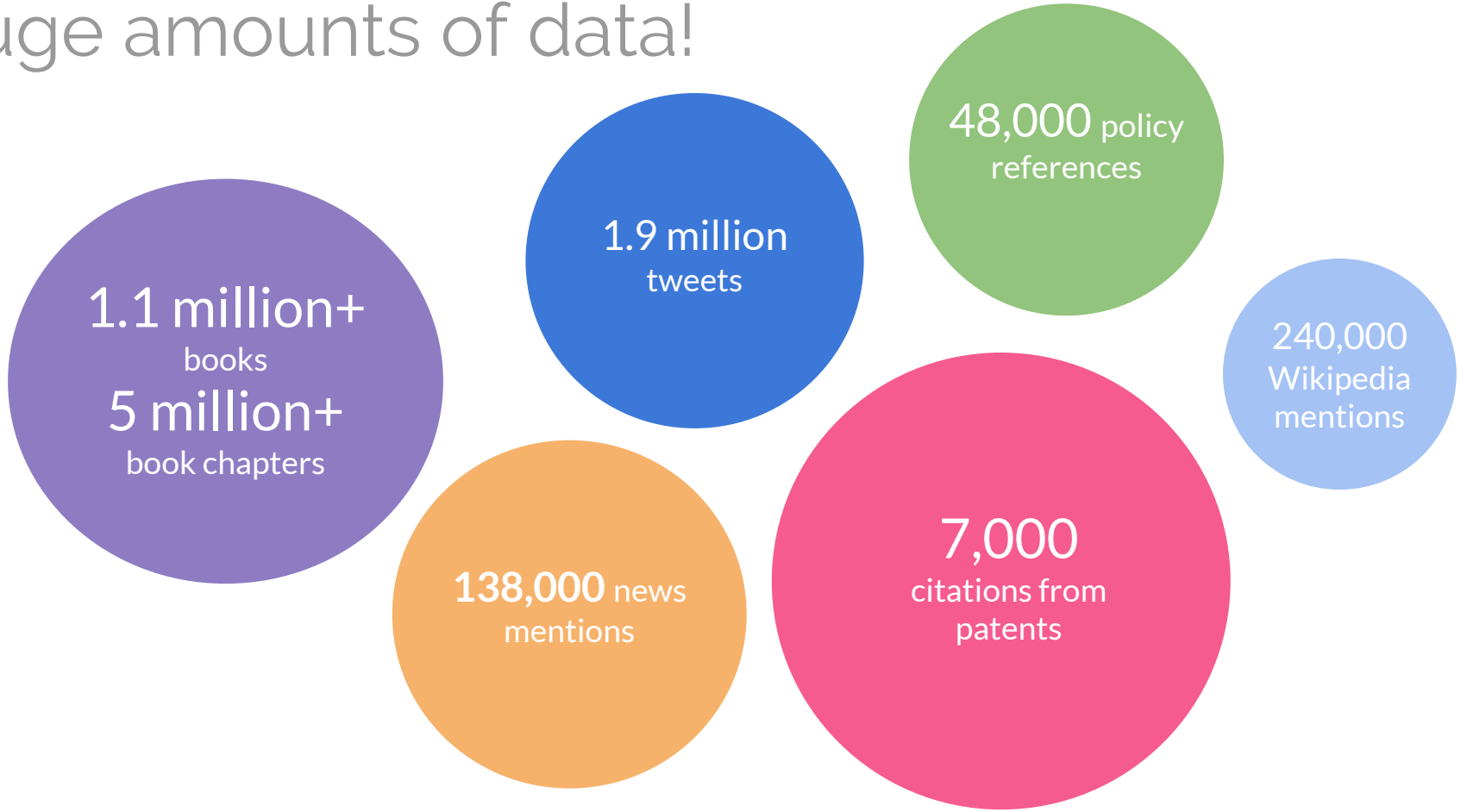
Monograph citations (realistically)

From unexpected places





Huge amounts of data!



Non-traditional impact trends for monographs

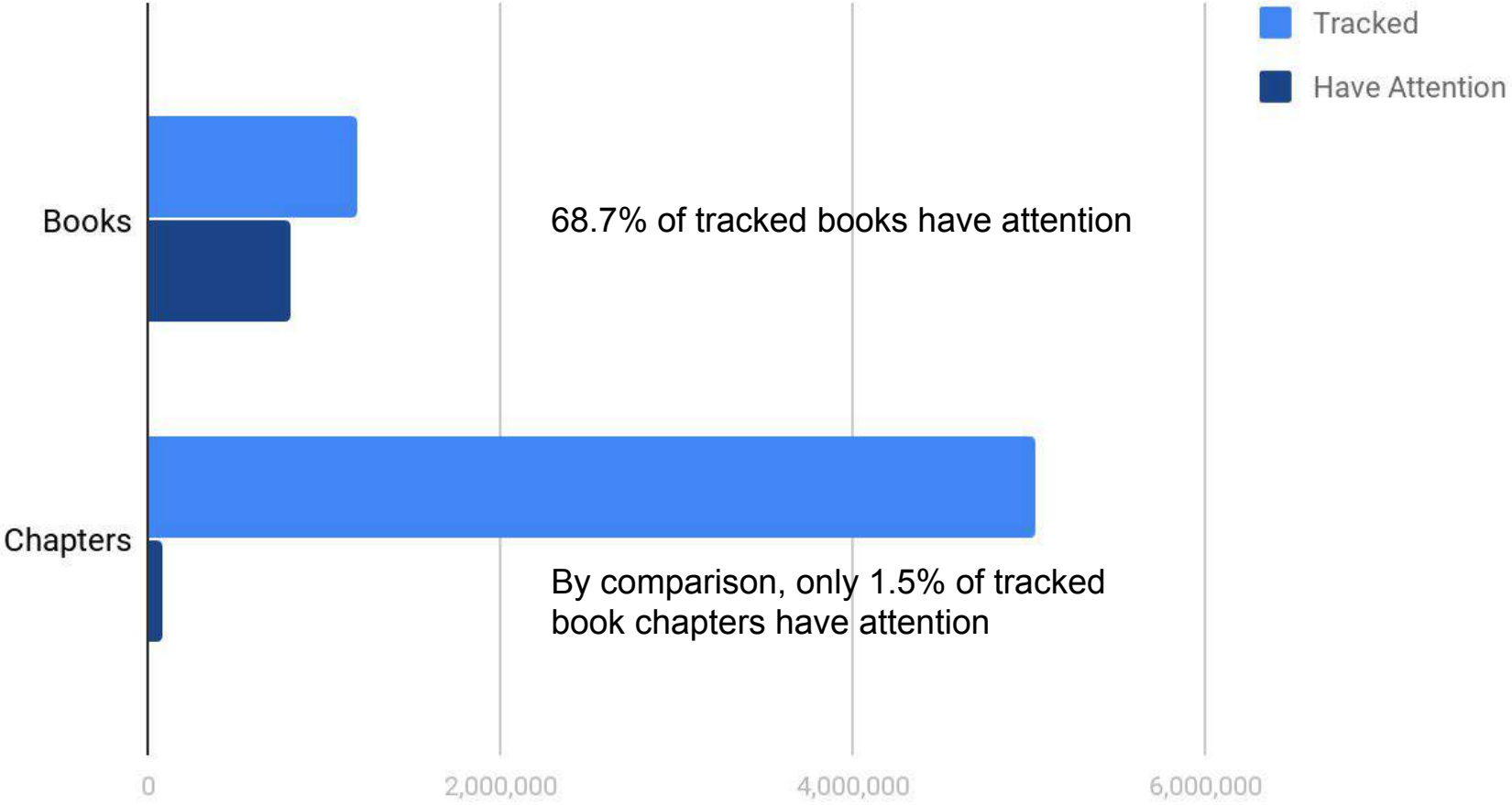
What we track

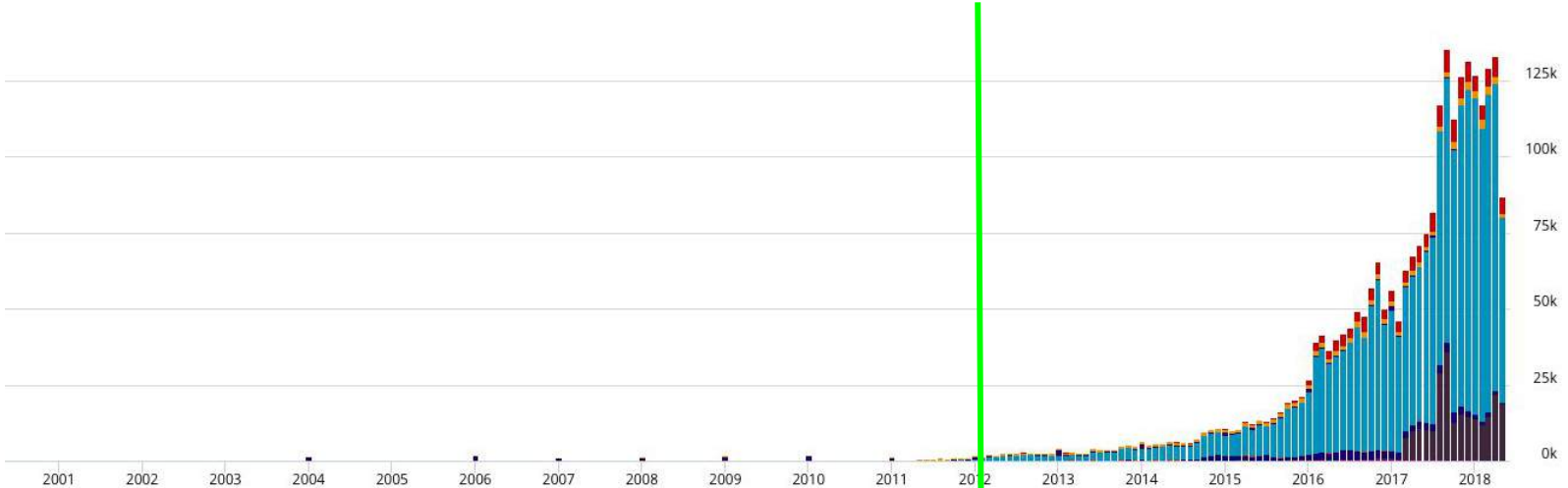
1.1 million+ books and **5 million+ book chapters**

Published between **1681** and **present**

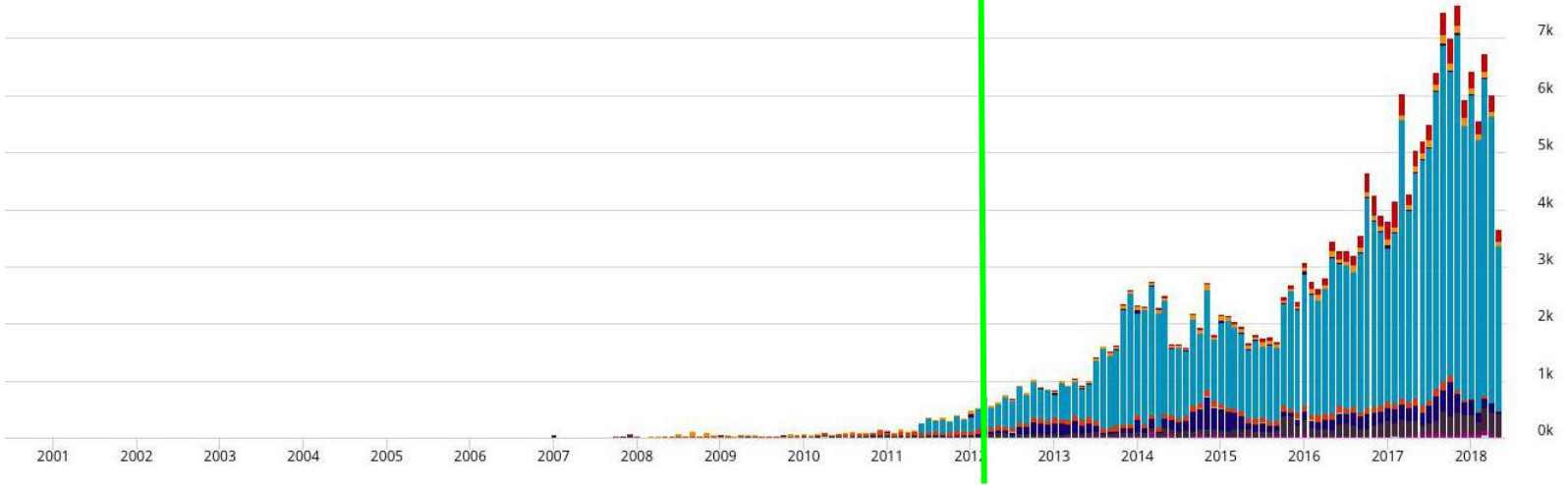
Subjects span **Poetry** to **Physics** and **all those in-between**

Proportion of books and chapters with online attention



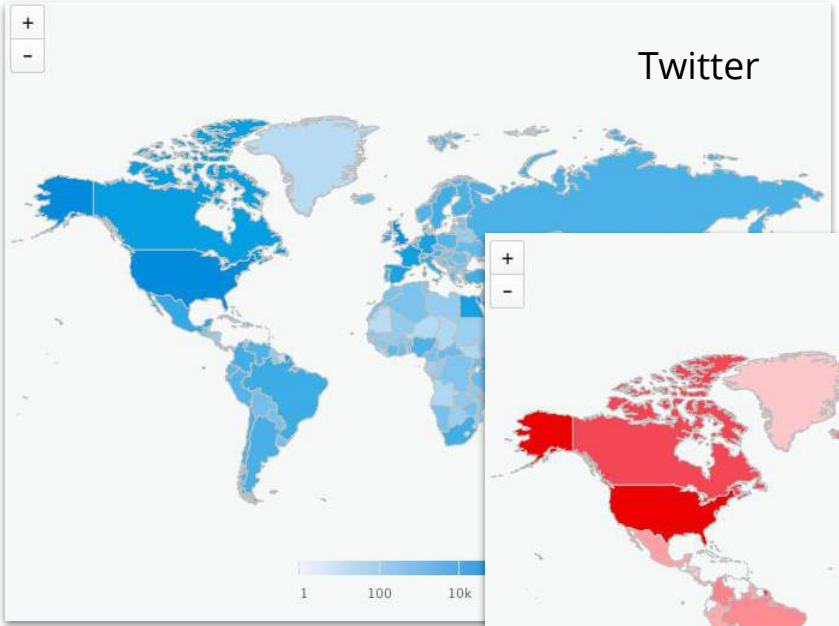


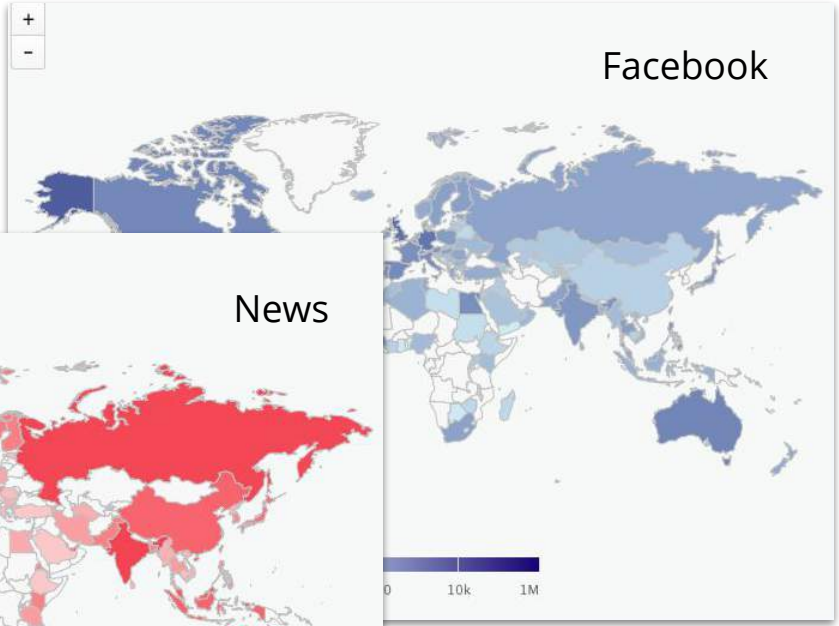
Books

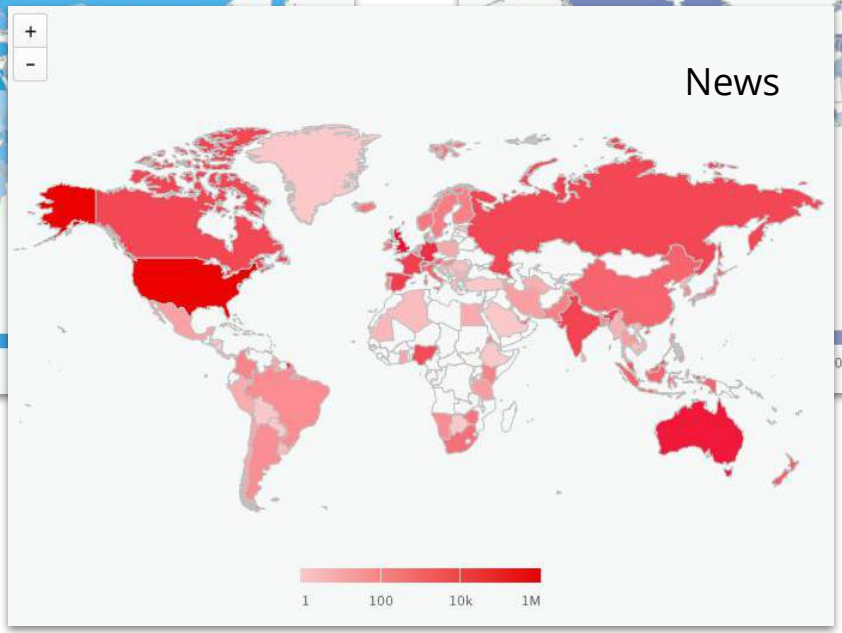


Chapters

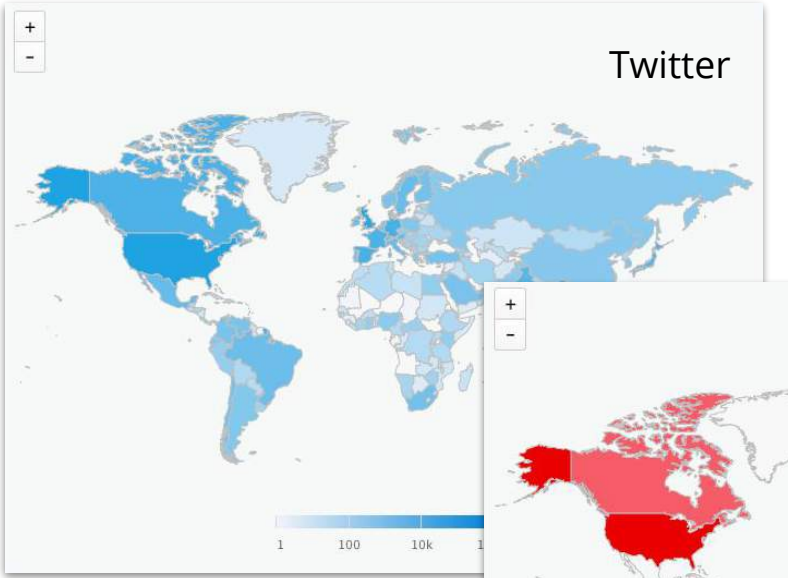
Book trends: social media & news

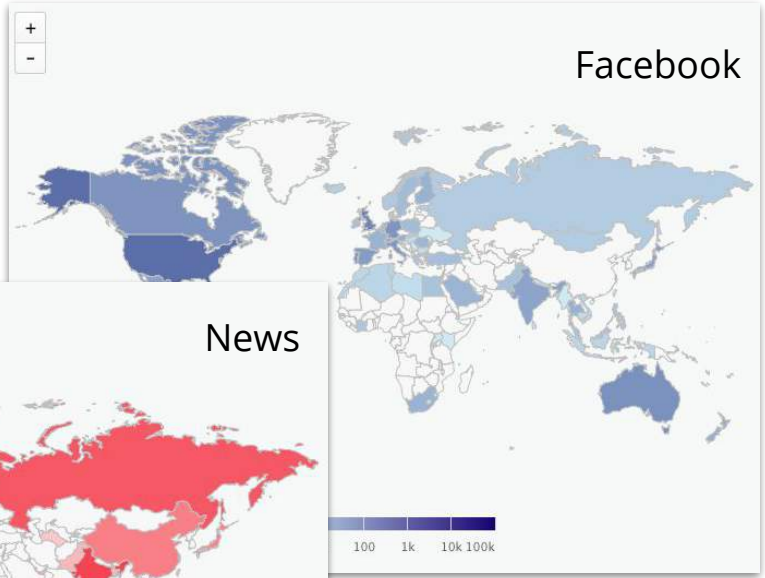


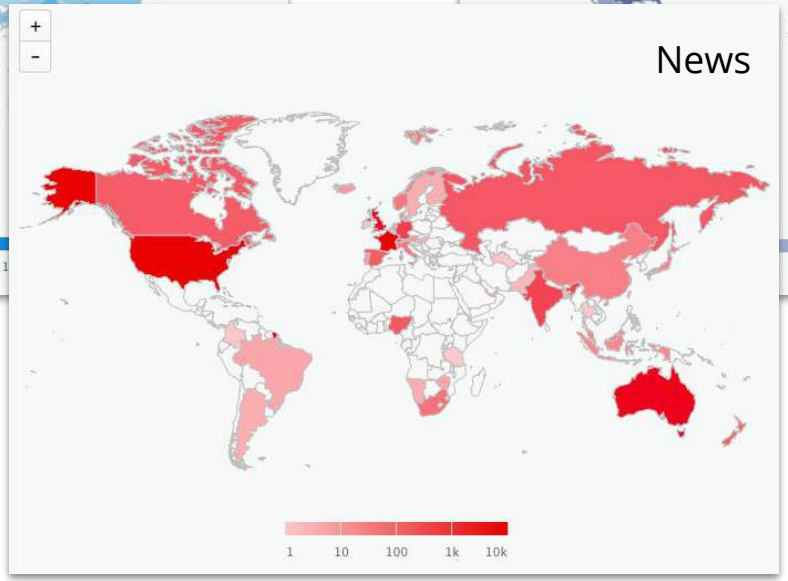




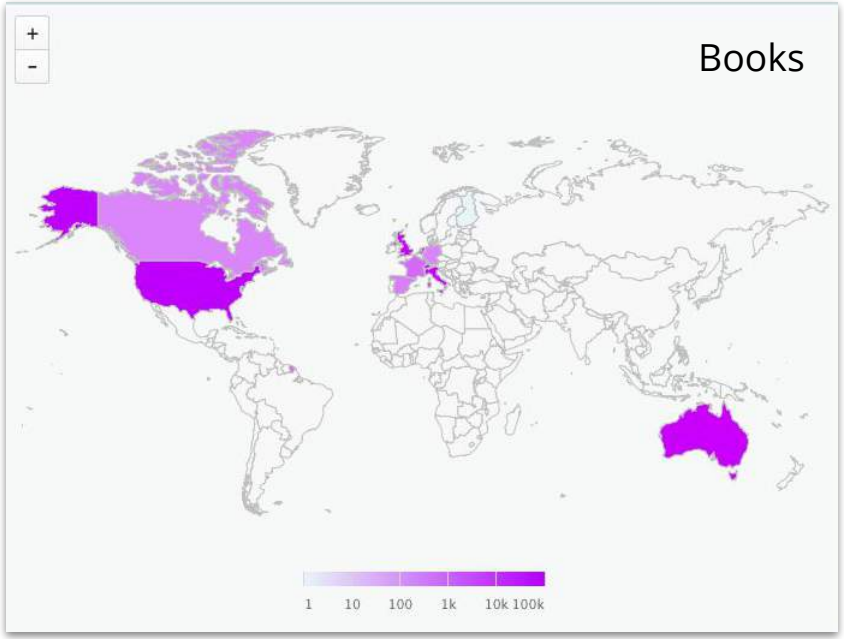
Chapter trends: social media & news

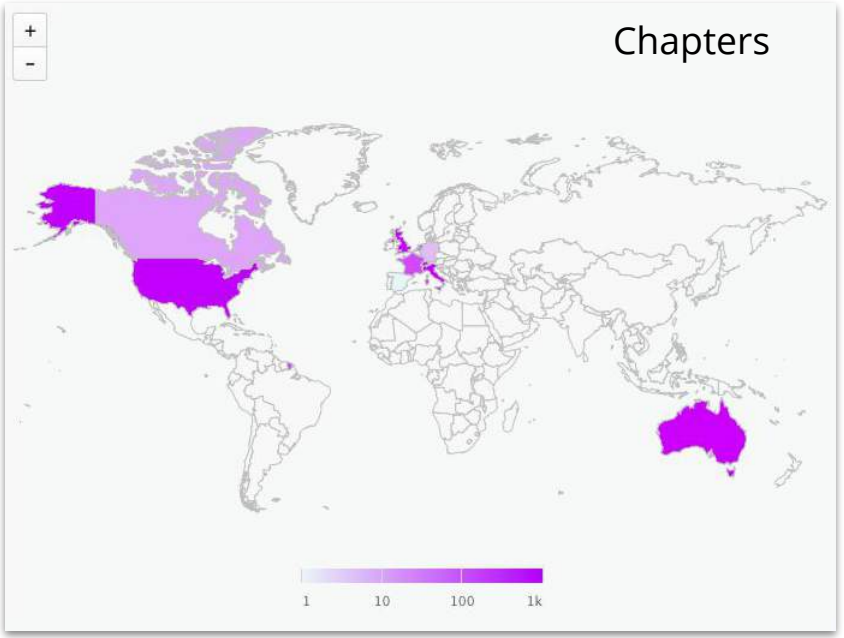






Comparative trends in public policy





The takeaways

Focus on books

Most attention from 2012 onward

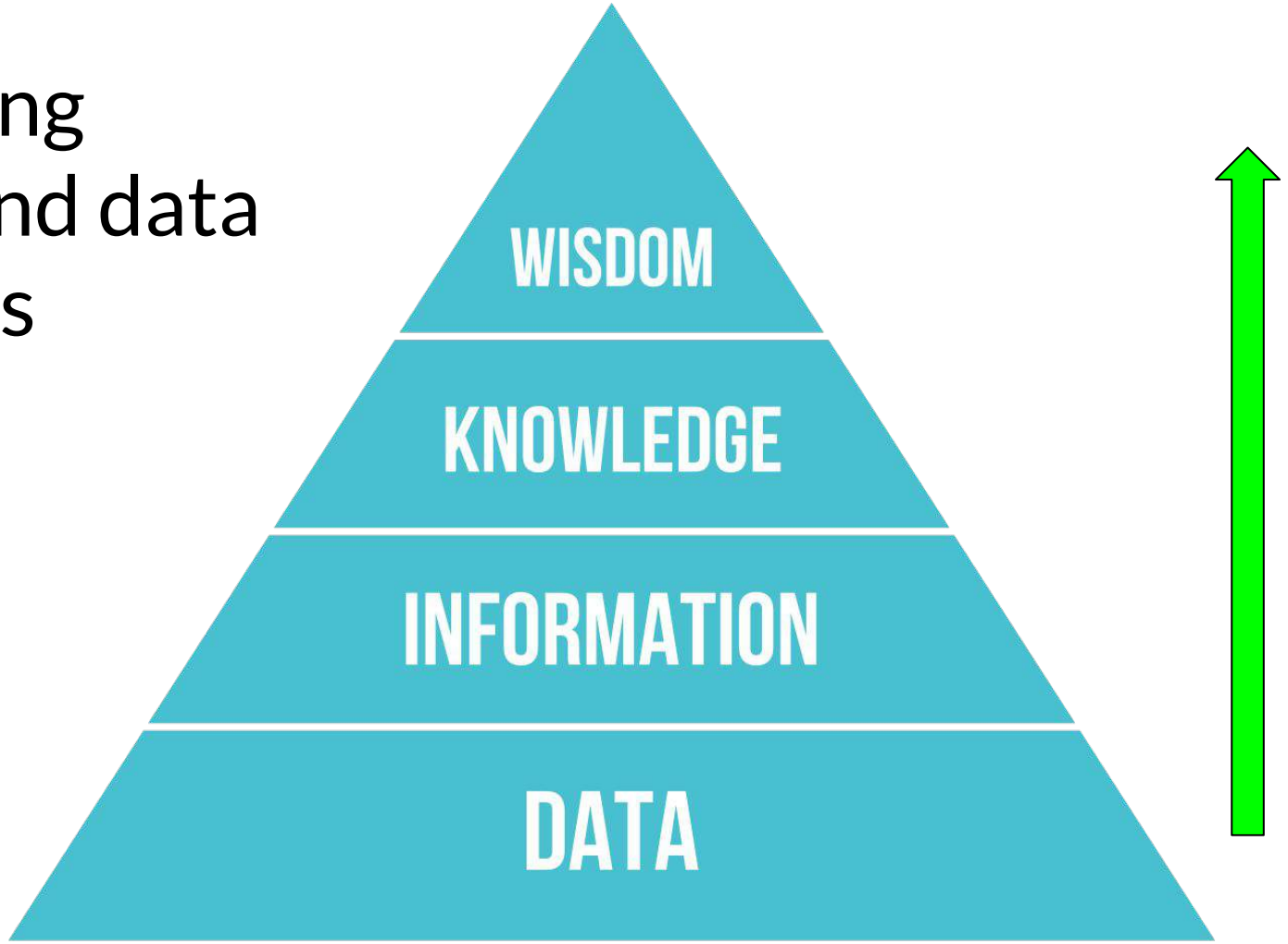
Biggest bang for your buck in US & UK sources

Pay attention to the long tail

Future work

- Increasing non-English attention sources
- Identifying and tracking book-relevant attention sources
- Adding adequate metadata
- Understanding differences in altmetrics for books vs. articles, datasets, etc

Moving beyond data points



Thank you!

Stacy Konkiel
stacy@altmetric.com
@altmetric

How Altmetric* tracks attention for research

* and other altmetrics providers

For research to be tracked, we need...

A research output
with a...

Persistent identifier
that is...

Mentioned in a
source we track

Research outputs

Articles & preprints
Books
Book chapters
Datasets
Clinical trial records
News stories
...and countless other research formats, if a persistent identifier has been assigned!

Video data on figshare: 10.6084/m9.figshare.5721088.v1

Identifiers

- DOIs
- PubMed IDs
- ISBNs
- Handles
- arXiv IDs
- ADS IDs
- SSRN IDs
- RePEC IDs
- ClinicalTrials.gov records
- URLs
- URIs
- ORCID identifiers

Data sources

16 types of platforms, thousands of sites indexed

- Policy documents
- News
- Blogs
- Twitter
- Post-publication peer-reviews
- Facebook
- Sina Weibo
- Syllabi
- Wikipedia
- Google+
- LinkedIn
- Reddit
- Faculty1000
- Q&A (Stack Overflow)
- Youtube
- Pinterest
- Patents

Altmetric ‘donut’ & attention score

Colors = data source

Score based on:

- Volume
- Sources
- Authors

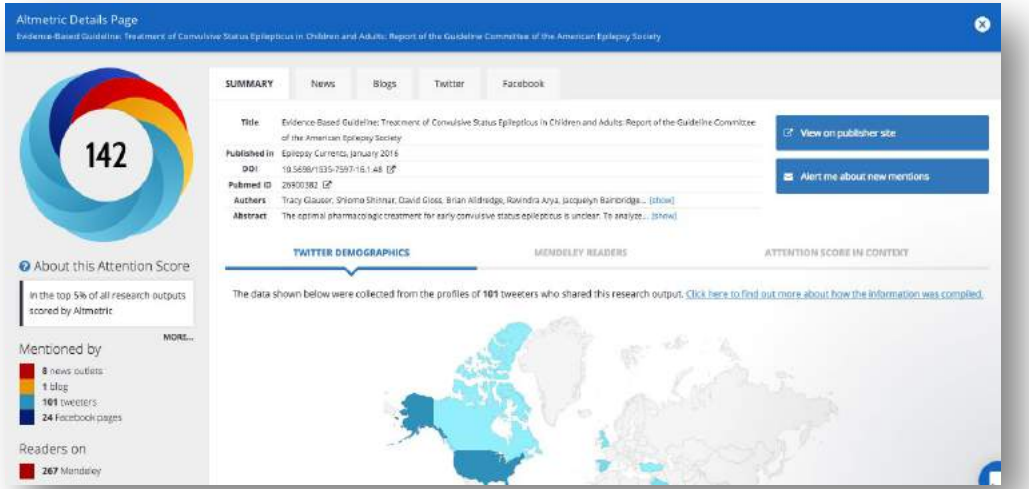
How data capture works

Follow a list of domains representing thousands of websites

Search for links to those domains in attention sources.

Collate attention.

EXCEPT news, policy docs, and syllabi



Display data in Altmetric Details Pages.