

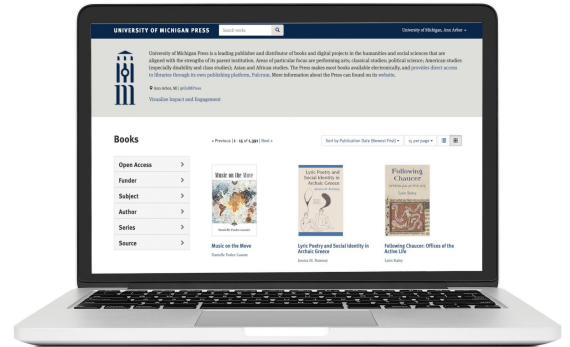
# Measuring Impact: Reflecting on University of Michigan Press's COVID-19 Response

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# UMP COVID-19 Response

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- Between March 20 and August 31, 2020, UMP [made all the titles in the library-hosted ebook collection, UMP EBC, free-to-read](#)
- All 1,500 titles were available on [Fulcrum](#) for anyone, anywhere to read without charge



# Measuring Impact

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- The Press conducted several studies of the impact of free-to-read
- Three different studies:
  - IP Registry Analysis
  - Google Analytics
  - Qualitative feedback



# Study 1: IP Registry Analysis

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- IP Registry (the global IP address database for libraries and publishers)
- Analyzed weblogs from UMP EBC from March 20-June 2020 to try and understand the pattern of “logged” and “anonymous” use
  - Logged use is traffic that can be recognized as coming from a static IP address (i.e. connected to an institution or an organization)
  - Anonymous use is traffic that cannot be associated with a static IP address (although the protocols managed by IANA can allow the association of this traffic with a particular country)

### Top “Anonymous” Countries:

1. USA
2. France
3. Singapore
4. Germany
5. UK
6. Finland
7. Canada
8. Russian Federation
9. Turkey
10. India

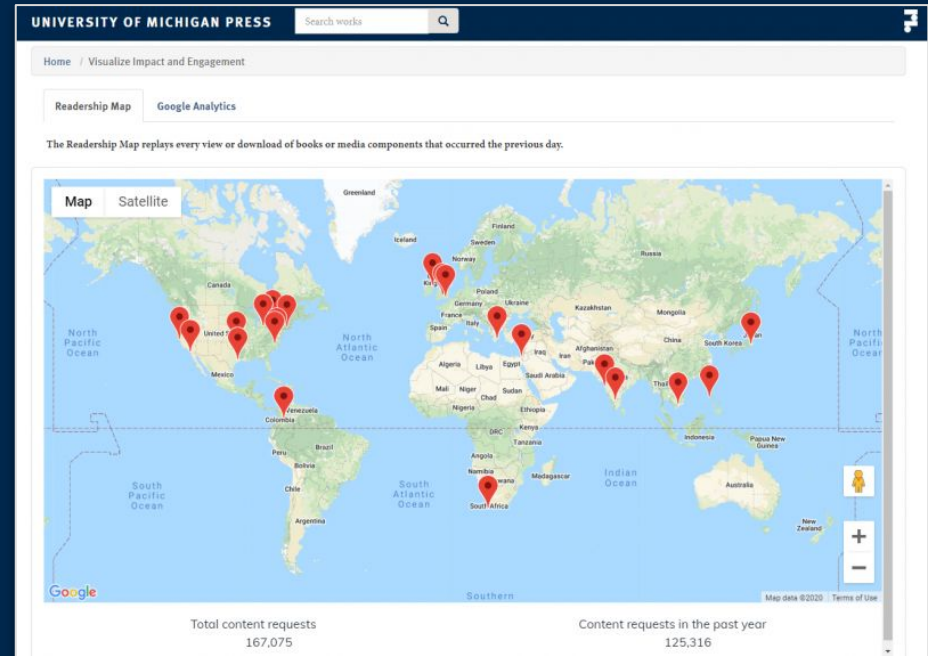
### Top “Logged” Countries/Territories:

1. UK
2. Germany
3. Canada
4. Italy
5. Portugal
6. Lithuania
7. Taiwan
8. Indonesia
9. Belgium
10. Hong Kong








# Study 2: Google Analytics

- Google Data Studio reporting implemented on the UMP EBC home page provides a similar, but less detailed, message to the IP Registry analysis
- The Google impact map (designed by Library IT) provided a daily snapshot of the spread of use



A snapshot of our readership map, [available on Fulcrum](#)

### Top Ten Titles Used:

1. [The Truth Machines](#)
2. [i used to love to dream](#) 
3. [Music on the Move](#) 
4. [Academic Ableism](#) 
5. [Lee Konitz: Conversations on the Improviser's Art](#)
6. [Adoption, Memory, and Cold War Greece](#)
7. [Scriptures, Shrine, Scapegoats, and World Politics](#) 
8. [A Mid Republican House from Gabii](#) 
9. [Rediscovering Korean Cinema](#)
10. [China's Challenges and International Order  
Transition: Beyond "Thucydides' Trap"](#)

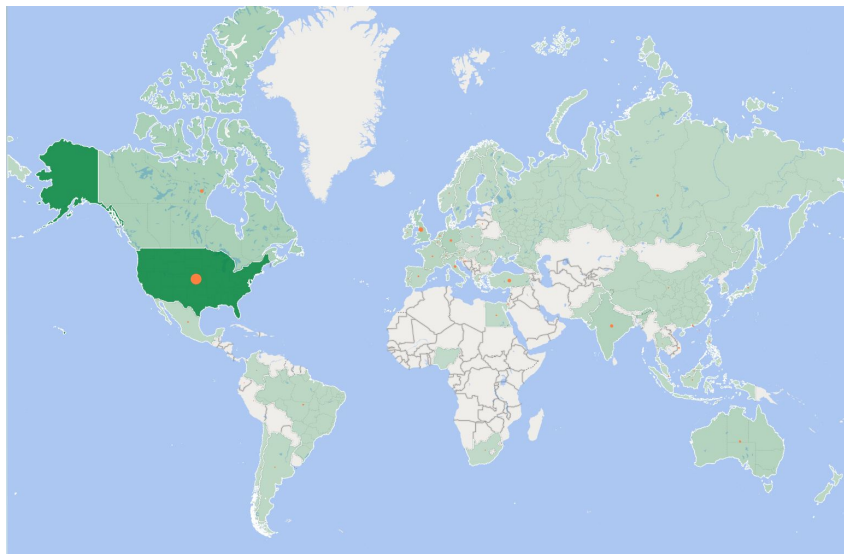
### Top Traffic Sources:

1. Direct traffic, 53%
2. Referrals from other sites (i.e. CrossRef DOI service), 36%
3. Social media, 8% of the traffic (with Twitter beating Facebook),
4. Libraries that included free-to-read titles in their library guides also accounted for traffic

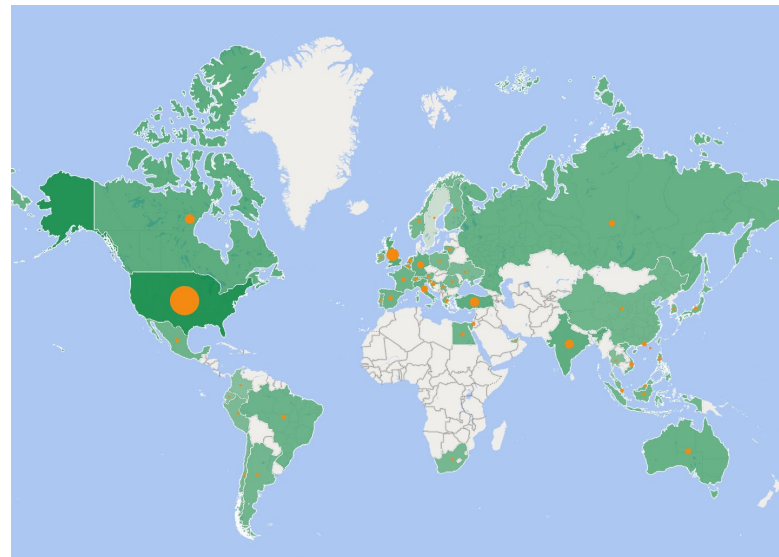


# Visualizing Impact

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2019



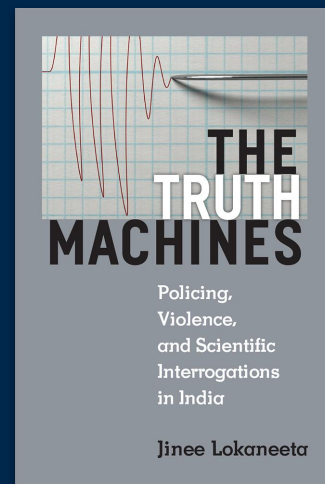
2020



# Study 3: Qualitative Feedback

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- UMP conducted several Qualtrics surveys with users, authors, and libraries to get a sense of their reactions to the initiative
- Respondents to our author survey were overwhelmingly positive, with 97% supportive
- Quotes from their responses fill out a picture of a group of scholars grateful for access especially on behalf of their students



“Without free-to-read, there is no way that an ordinary lawyer such as myself could have afforded a copy of the book and appreciated its critique of systems that I engage with on a daily basis.”

—Abhinav Sekhri, New Delhi

# Next Steps

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- Expand international relationships
- Ensure open access books are easily available to include in a library catalog
- Create international pricing discounted based on [World Bank classifications of country by income level](#)

# Towards a More Open, Sustainable Future...

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- Fund to Mission: UMP's Open Access model
  - Conversion of least 75% of UMP monographs to OA by the end of 2023, without any author having to pay
- Goals:
  - Increase the number of resources for students that are open, accessible, and free of DRM restrictions
  - Provide increased visibility and impact for authors publishing OA
  - Encourage innovative multimedia networked resources that leverage the opportunities of “open”

# Connect With Us

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