



Understanding the Impact of Open Access Books

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Your presenter...

- Mike Taylor, Head of Metrics Development at Digital Science
- Mostly working on Altmetric and Dimensions.
- Before Digital Science, I worked at a very large publisher for twenty years. Over half that time on books, in a commissioning team.
- Still a big books fan, and I regularly talk with small and large book publishers - so I understand their pain!
- Have been very active in the research community - as part of Orcid, Crossref, NISO. Have made contributions to Onix, CASRAI etc.
- Actively involved in organizing conferences - www.altmetricsconference.com - www.transformingresearch.org - www.latmetrics.com.
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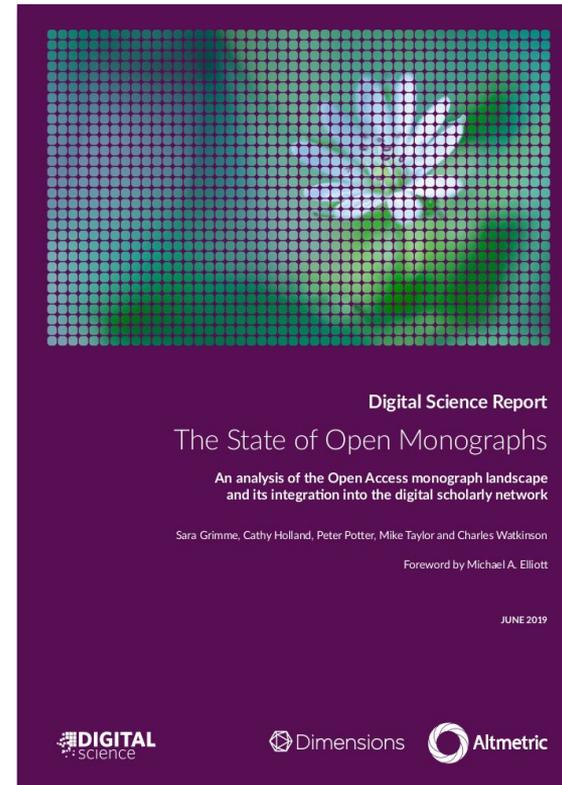


The workshop later....

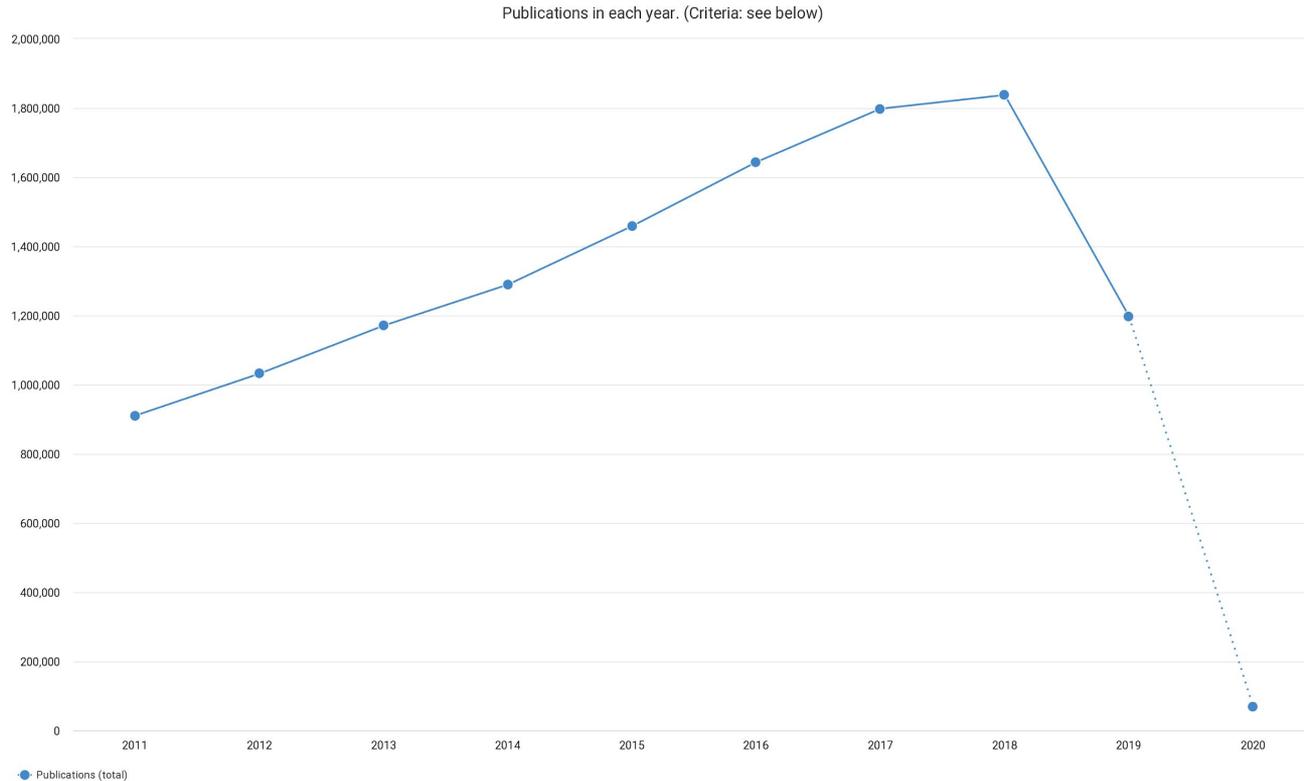
- Now online!
- Natalia & I have come up with a novel(?) format!
- Please think about reasons why you might want to (or are, or need!) using Altmetric in a books context - and (if you feel comfortable) sharing, here's a link: <http://bit.ly/altmetricworkshop>
- We'll present a few cases that have come up in training and engagement sessions over the last year: your participation will make it more interactive (and thank you in advance)
- Now for the presentation (and I'll repeat this information at the end)

Background

- A year ago, while working on a white paper on Open Monographs, we noticed that OA books and chapters had a different Altmetric profile from non-OA books and chapters.
- ...And also different from OA articles.
- ...And *also* that the differences weren't uniform across all attention sources.
- This is exciting: a new phenomena!



Increasing rates of OA in journals

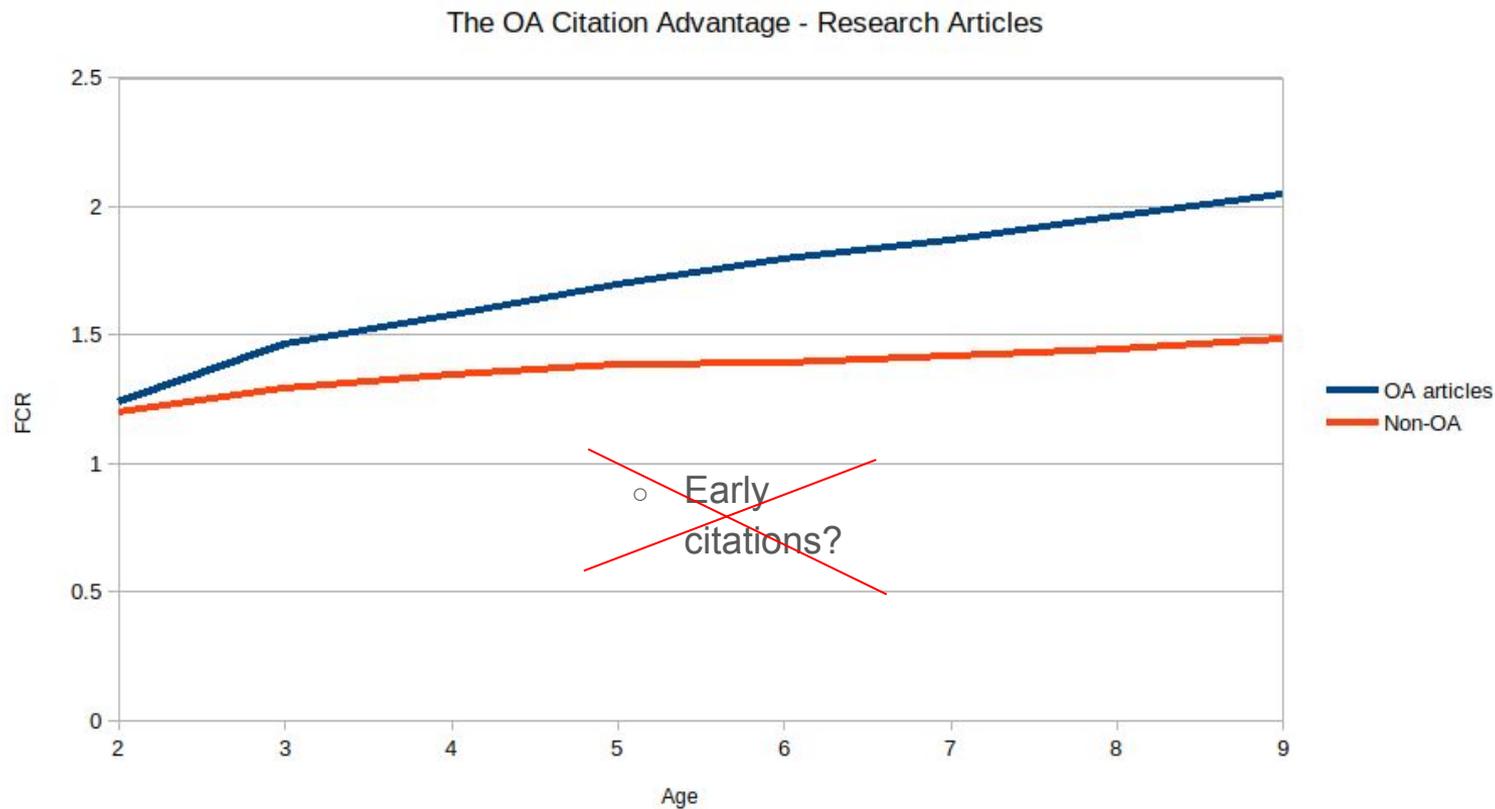


Source: <https://app.dimensions.ai>
Exported: March 02, 2020
Criteria: Publication Type is Article; Open Access is All OA.

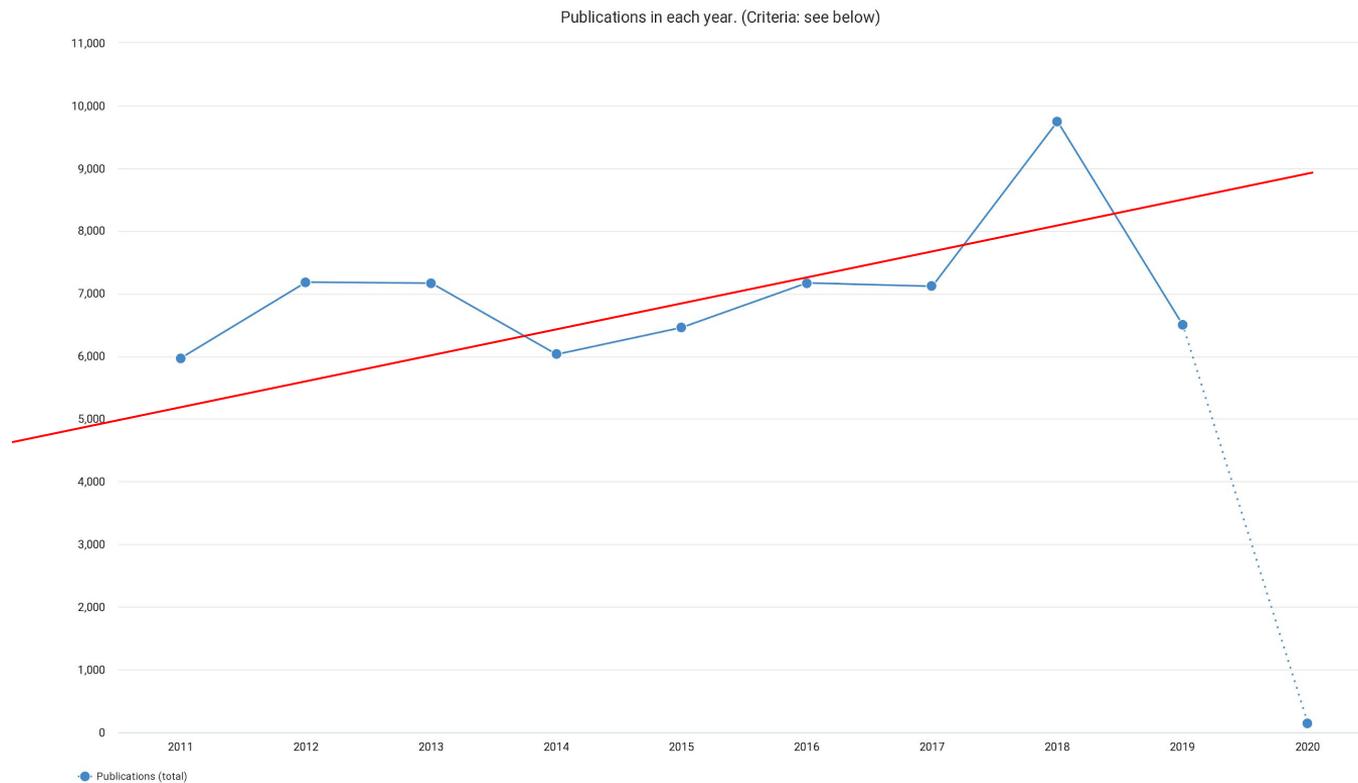
Drivers for OA growth

- The move towards OA is often characterised as a ‘movement’.
- The ambition:
 - Opening up science,
 - Democratising knowledge,
 - Enabling the emerging knowledge economies.
- The citation advantage is moderately well-known, but not well-understood:
 - Early citations?
 - Better papers being funded for OA?
 - Ease of access?

The OA Citation Advantage - articles

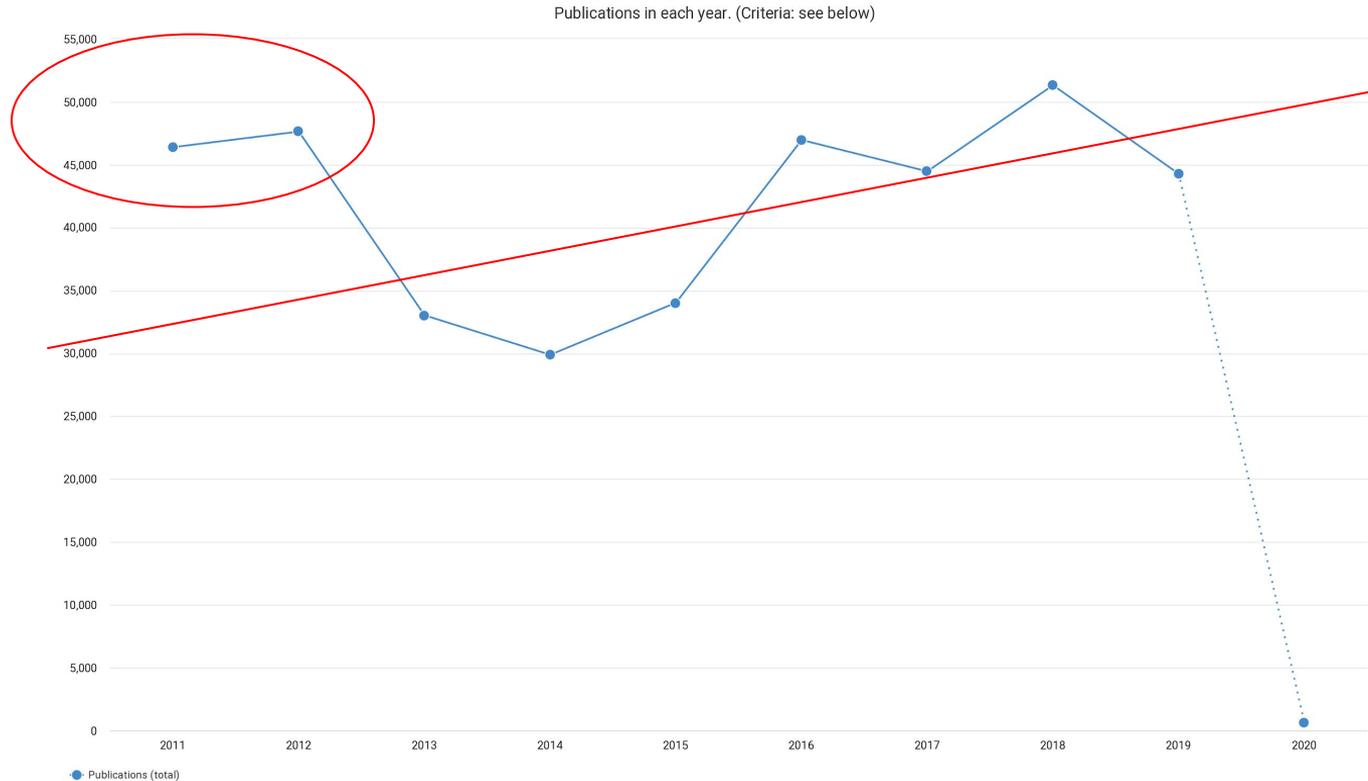


Growth in OA books



Source: <https://app.dimensions.ai>
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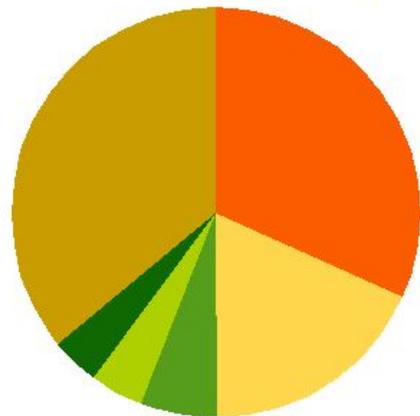
The Growth in OA chapters



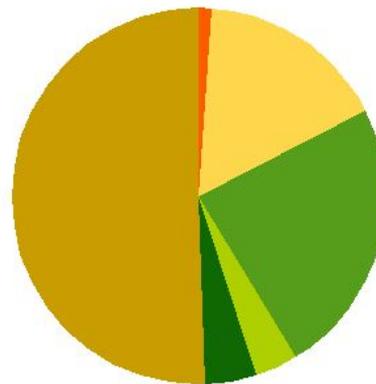
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Books, chapters and articles - some OA differences

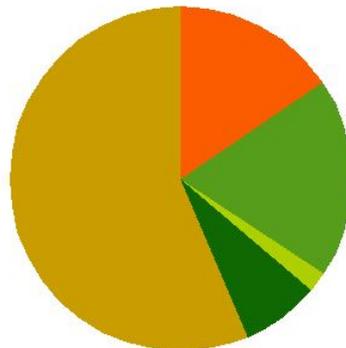
Article OA Type



Chapter OA Type



Monograph OA Type



The OA Altmetric Advantage for Books and Chapters

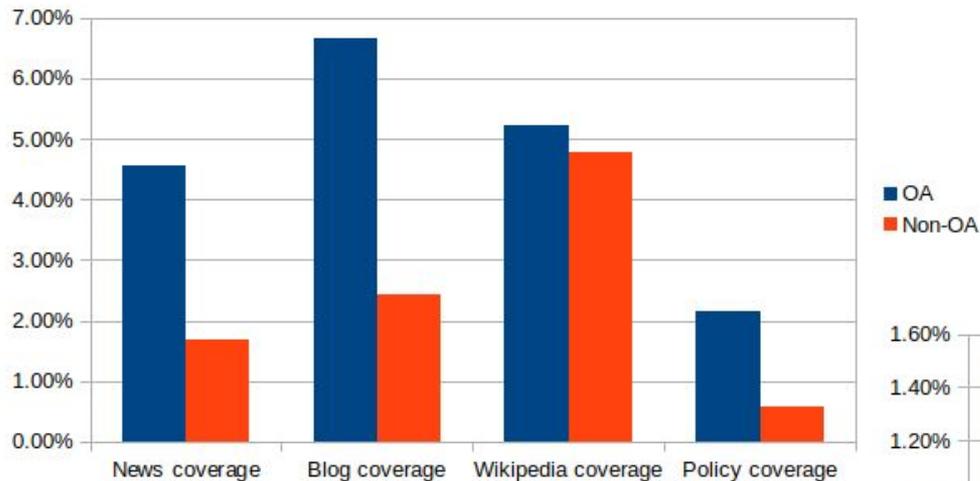
My forthcoming paper examines the altmetrics of a set of 32,222 books (of which 5% are OA) and a set of 220,527 chapters (of which 7% are OA) in the Social Sciences and Humanities - all of which have DOIs (so there isn't a selection bias)

Conclusions:

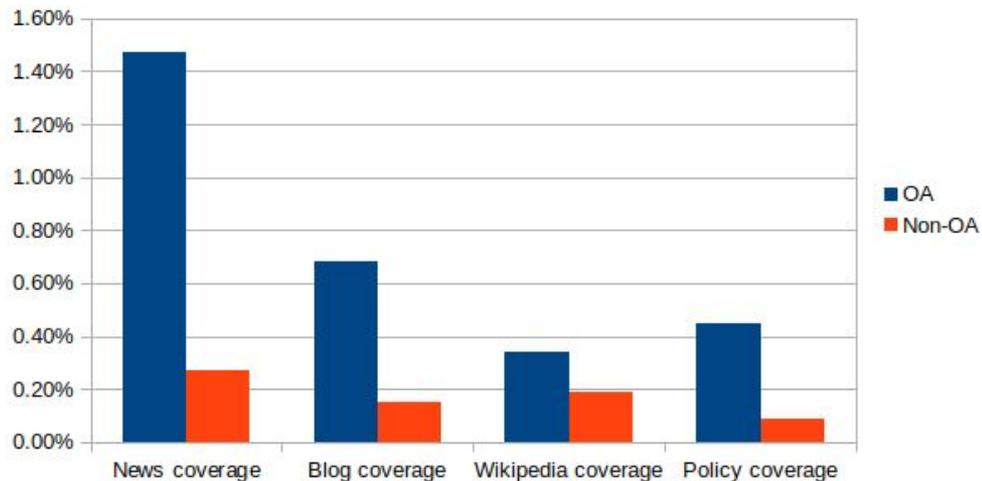
- Both OA books and chapters have significantly higher use on social networks, higher coverage in the mass media and blogs, and higher evidence of social impact in policy documents.
- OA chapters have higher rates of coverage on Wikipedia than their non-OA equivalents, and are more likely to be shared on Mendeley.
- Disciplinary differences in Altmetric activity are evident.
- The effect is confirmed for chapters, although sampling issues prevent the strong conclusion that OA creates extra attention for books, the apparent OA altmetrics advantage suggests that the ambitions that the move towards OA is increasing social sharing and use.

News, blogs, Wikipedia and policy mentions

OA Book Altmetric Advantage

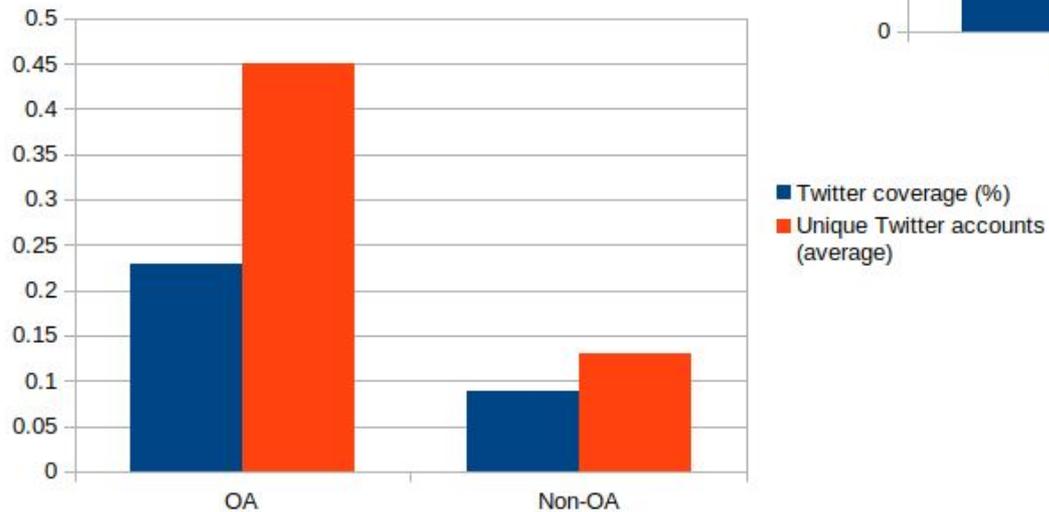


OA Chapter Altmetric Advantage

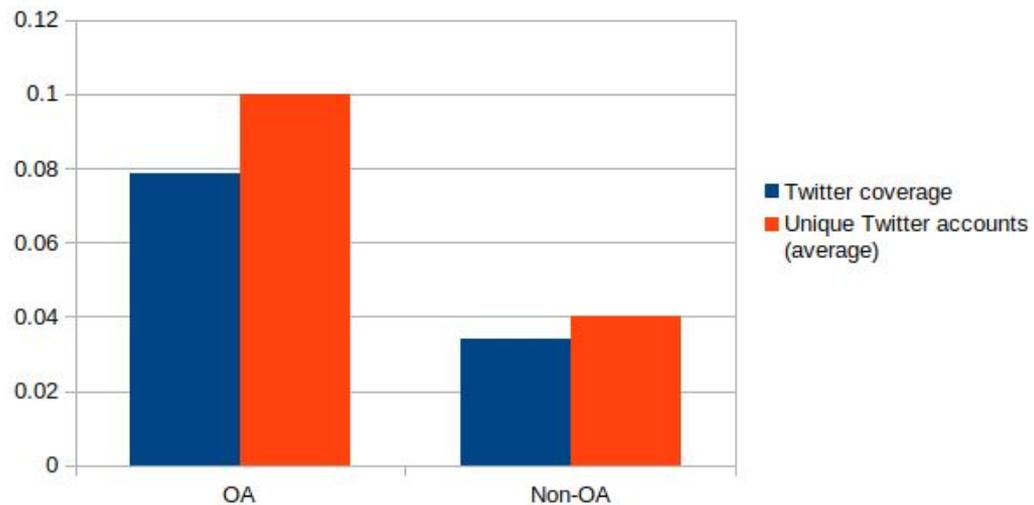


Twitter activity

OA Book Twitter Advantage

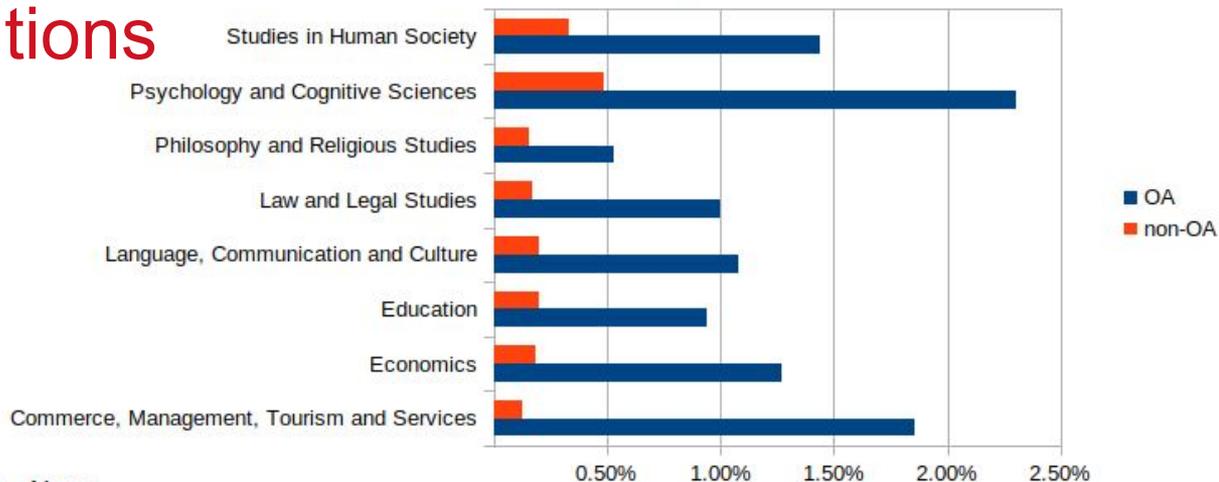


OA Chapter Twitter Advantage

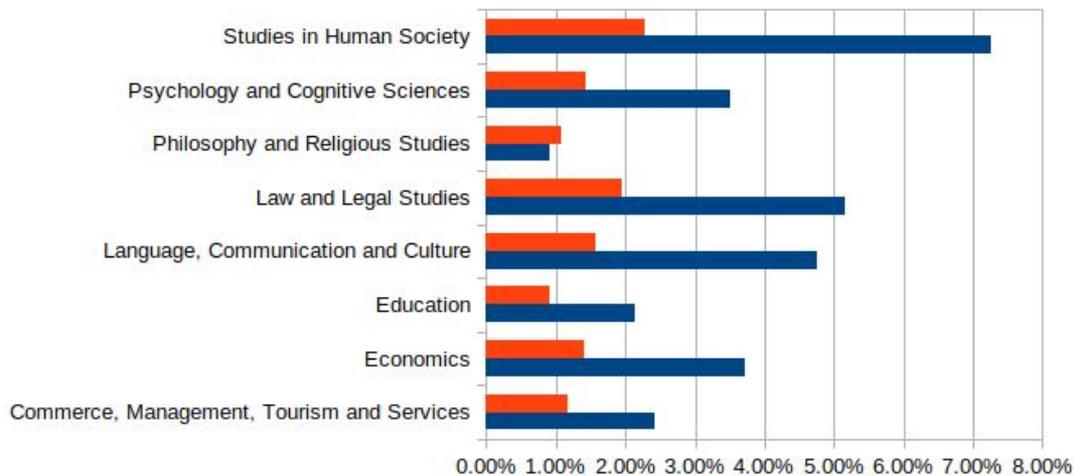


Results - news mentions

OA Chapter Advantage - News

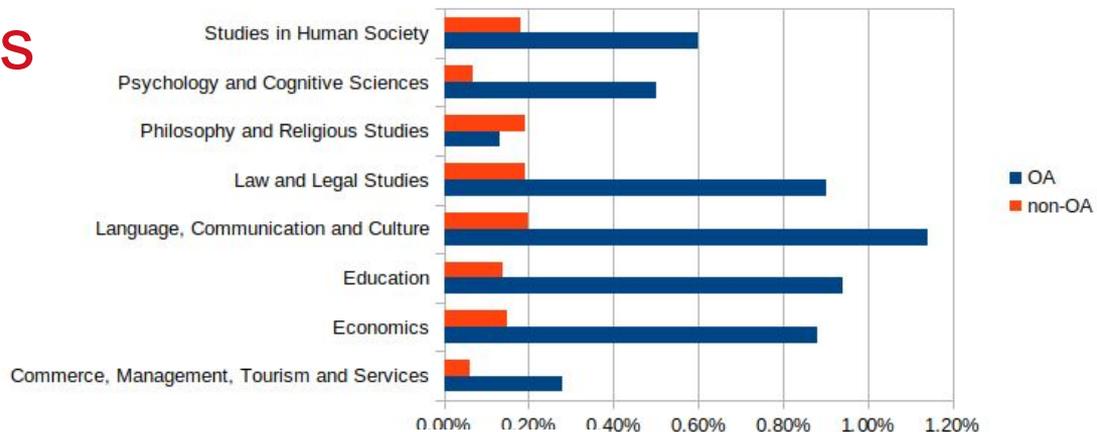


OA Book Advantage - News

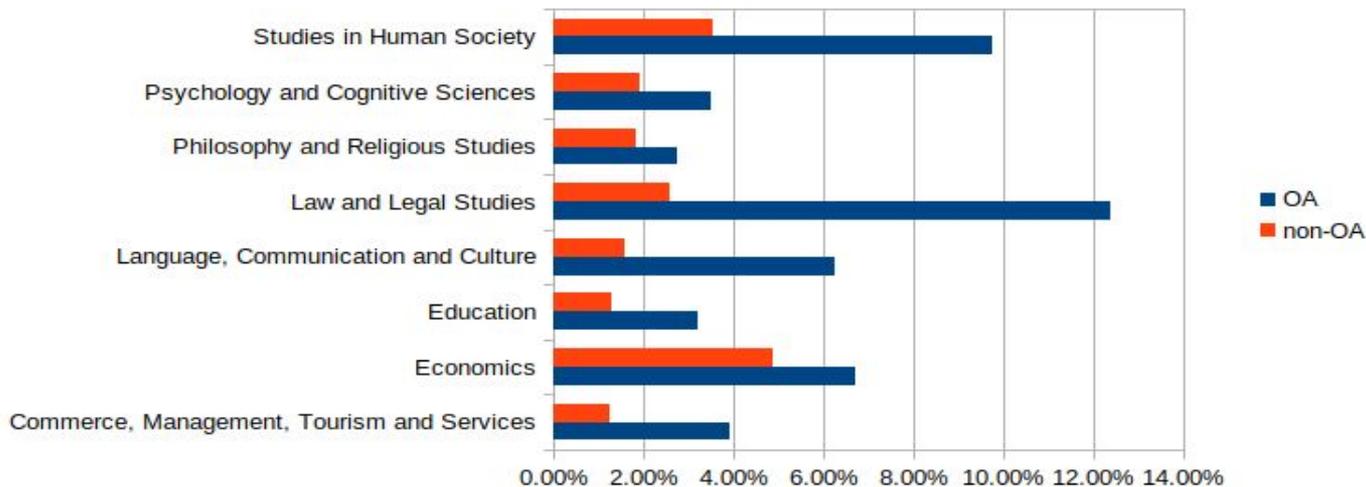


Results - blogs mentions

OA Chapter Advantage - Blog

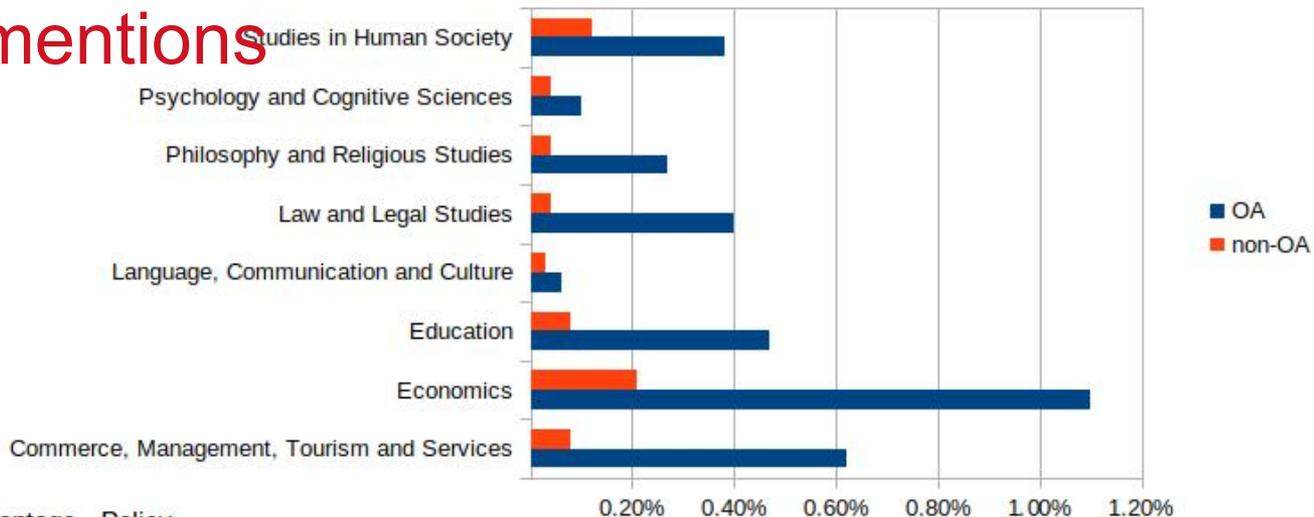


OA Book Advantage - Blog

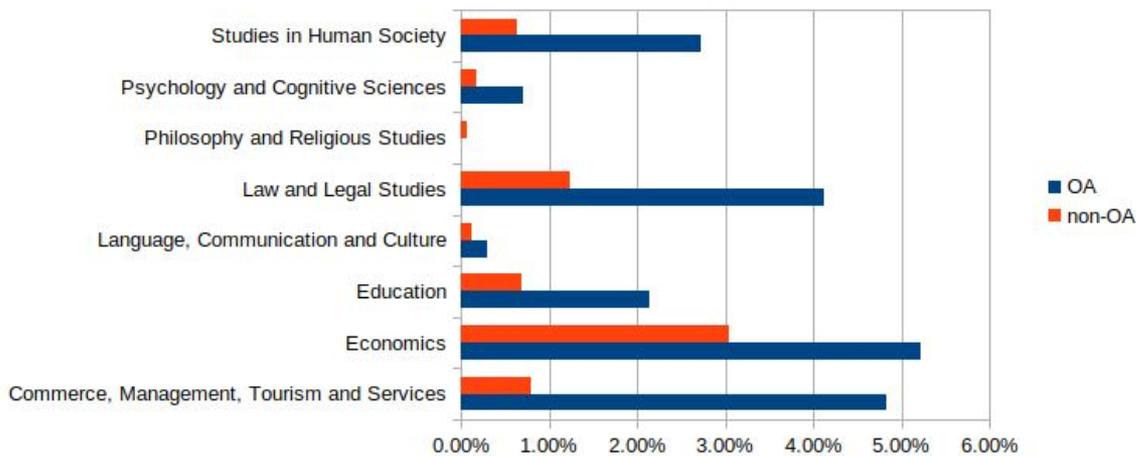


Results - policy mentions

OA Chapter Advantage - Policy

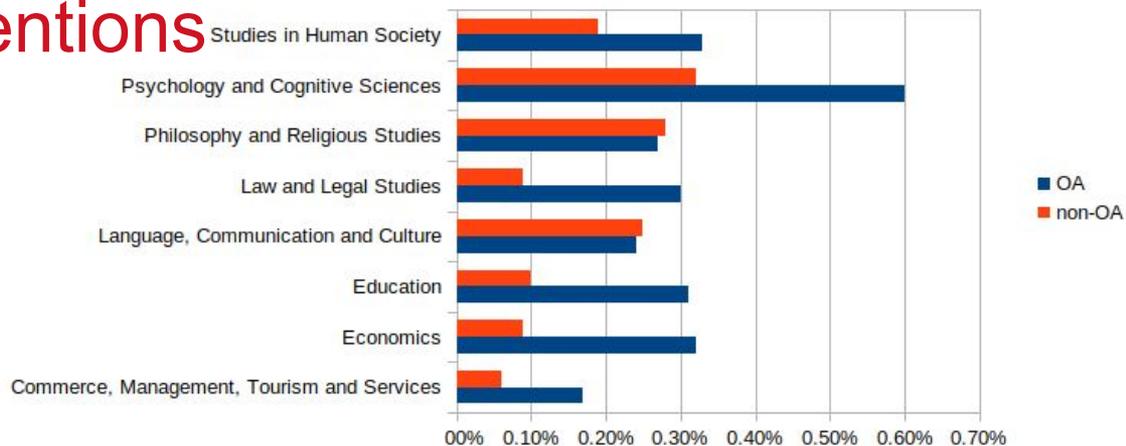


OA Book Advantage - Policy

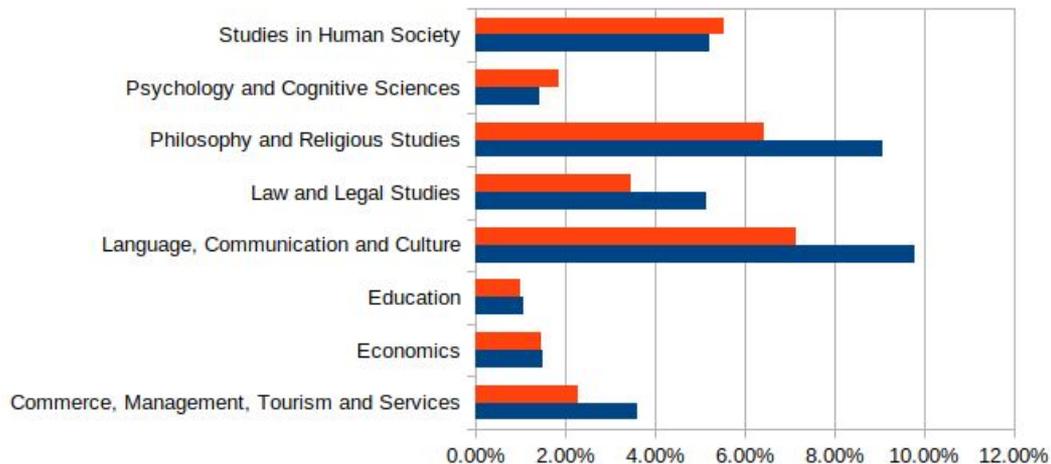


Results - Wikipedia mentions

OA Chapter Advantage - Wikipedia

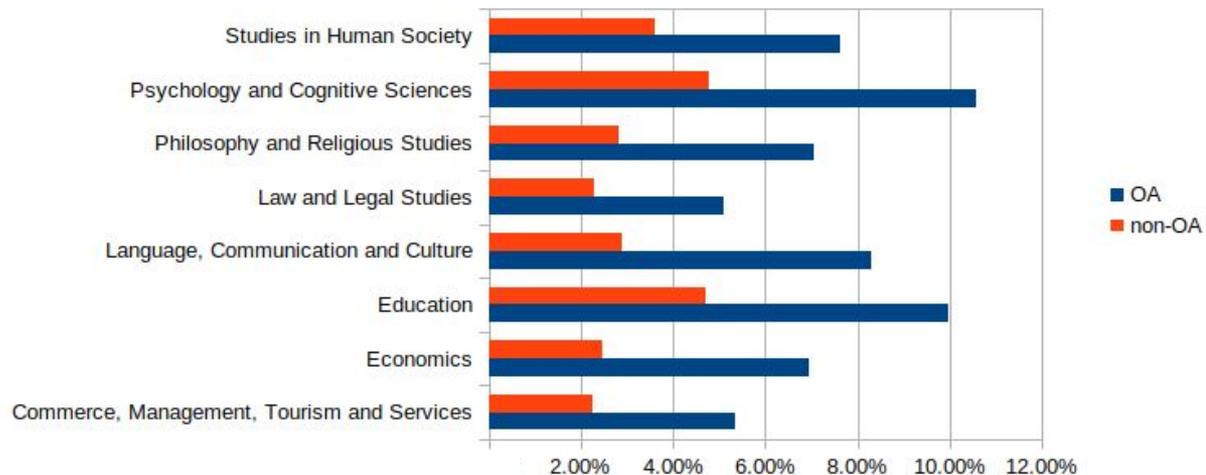


OA Book Advantage - Wikipedia

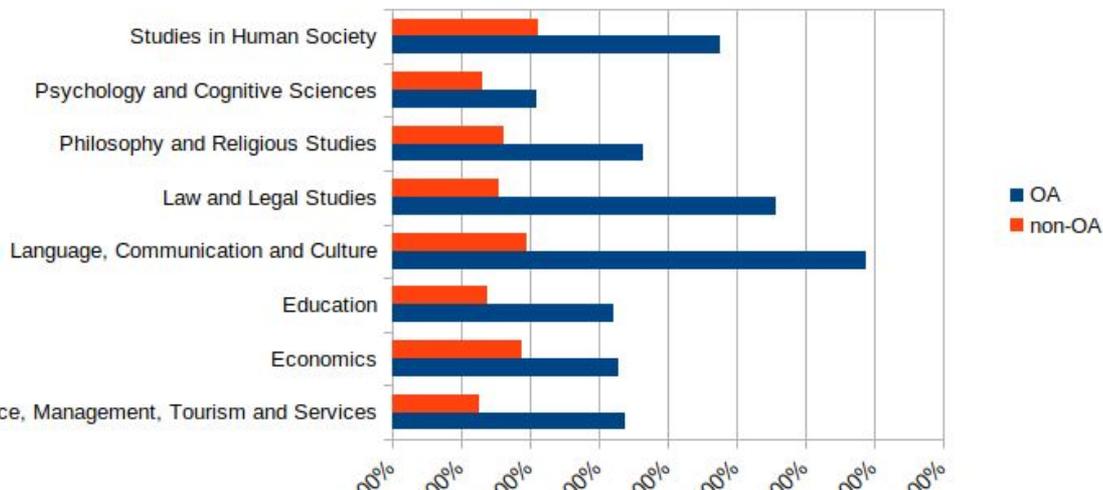


Results - Twitter Coverage

OA Chapter Advantage - Twitter Coverage

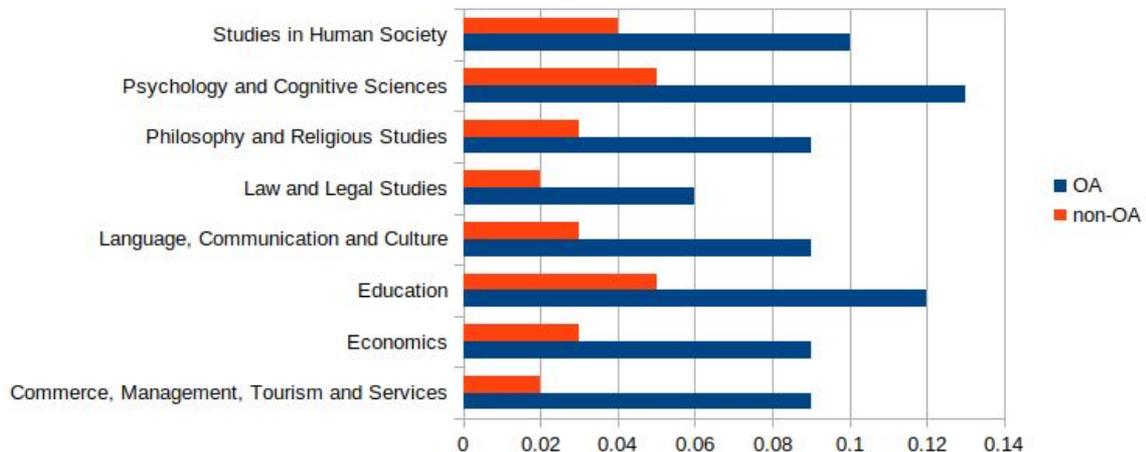


OA Book Advantage - Twitter Coverage

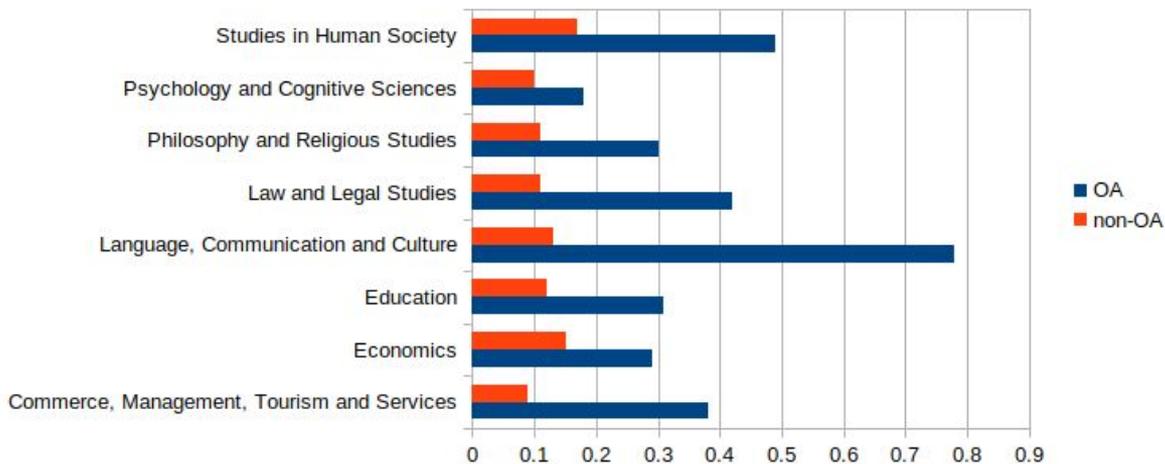


Results - Average Twitter Accounts

OA Chapter Advantage - Twitter Accounts



OA Book Advantage - Twitter Accounts



Implications for usage

- The impact pathway is not linear - from library or catalogue, to researcher, to reading, to citation.
- E.g., Google, Wikipedia, Twitter - all generate traffic.
- Wikipedia is known to be used by students and other consumers of research. Twitter is known to generate traffic to publisher websites.
- News coverage, Twitter, Mendeley saves have relationships.
- Increased coverage figures are not merely numbers in a research paper. They're individuals choosing to share, recommend or use research, activities that result in increased page views, readership, saving, citation...

What is the mechanism for the Altmetric OA advantage?

- It seems likely that there are multiple effects, as the observed data are different, and vary by discipline.
- They are probably multiple, and interacting (these are very complex pathways).
- All of the possibilities to explain the citation advantage still hold true, but with additional explanations, eg, increased likelihood of sharing something you can 'click through to'; exogenous effects;
- This research needs attention!

Implications for publishers (1)

- The drive to increase rates of OA publishing for journals didn't need evidence: it was seen - is seen - as being a good thing in itself.
- Books have slipped behind: they haven't been accommodated by the movement. Plan S was criticised for having ignored books. (And when we say 'ignored books', we also mean 'ignoring Arts, Humanities, non-English language research etc).
- With this data, we can begin to justify the inclusion of books in OA programmes. We can benchmark and demonstrate increases in social engagement and broader impact.

Implications for publishers (2)

- Book publishers have to get the metadata right.
- The lack of 'Gold' and the very large 'Bronze' section probably means that licence information isn't being included on publisher pages, metadata.
- With ONIX and Crossref (DOI) systems containing both ISBN and DOI IDs, we all need to make sure we're linking them.
- Clearly chapters get less attention than books: but there's a strong indication in the data that having chapters discoverable - on a chapter level - in multiple venues (eg, Dimensions, Mendeley, Google etc) increases discovery, attention and usage - quite independently from OA status.
- Lessons:
 - Pay attention to metadata.
 - Invest in the content by making chapters discoverable - particularly important for edited books.
 - Understand what your Altmetric profiles look like, and what your competitors' look like.
 - Be prepared to use data in arguments to justify BPC and OA programmes!

The workshop later....

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