

# Programme

## • *Open Access Books & Journals*

### **Open Access Books in the Wild**

*How Open Access affects usage and reception of scholarly books*

#### **Ros Pyne**

- *Head of Policy and Development – Open Research, Springer Nature*



*Open Access publishing options have been available for scholarly books for several years, but as yet there has been little research into the effects of making books free to access and re-use. Drawing on data from a Springer Nature study, benchmarking the performance of OA books against equivalent non-OA titles, this session will provide some early insights into how Open Access changes the impact of scholarly books, exploring how the usage, citations, and reception of books are affected by Open Access publication.*

### **Adoption of Open Access Mega-journals**

*The disciplinary community perspective*

#### **Professor Jenny Fry**

- *Professor of Publishing and Information Science, Loughborough University*



*PLOS ONE and Scientific Reports are now the largest journals in the world. They are known as Open Access Mega-journals. The growing output of some mega-journals suggests that the model is popular with some researchers, yet the proportion of all scholarly output published in mega-journals is still small (2.6%). This presentation will provide insights from the perspective of four disciplinary communities: Biosciences, Physics, Education and History. The data was gathered and analysed as part of the AHRC-funded project entitled 'Open-access mega-journals and the future of scholarly communication'.*



**Researcher  
to Reader** 26 & 27  
February  
2018



## OA books in the wild

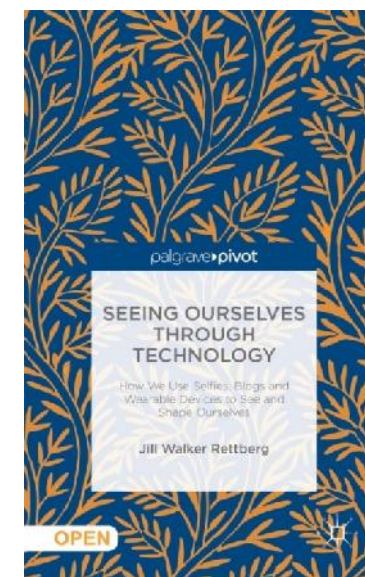
*How open access affects usage and reception of scholarly books*

Ros Pyne, Head of Policy & Development, Open Research

27 February 2018

## OA books at Springer Nature

- Programme launched in 2012 (Springer), 2013 (Palgrave Macmillan)
- Wide range of subject areas accepted
- Monographs, edited collections, proceedings, short-form books, OA chapters
- CC BY default
- All e-versions made available OA
- Print on demand
- **450+ OA books published so far**



**So we've set books free, via OA...**

**...does it make a difference?**

# Measuring the effect of open access on books

Springer Nature's research project



- **Quantitative – benchmarking of OA book metrics against those of equivalent non-OA books**

- Usage
- Citations
- Online mentions

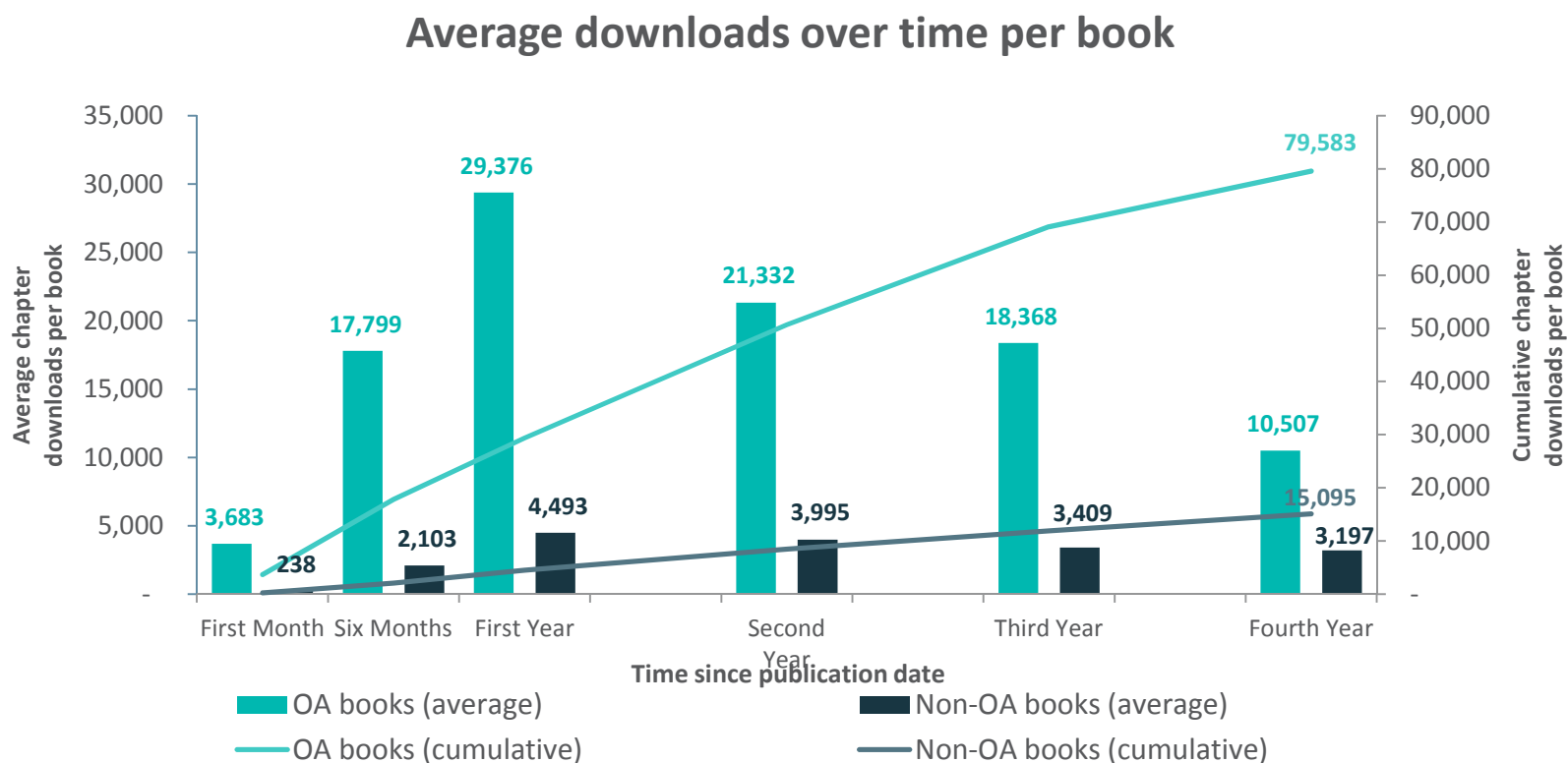


- **Qualitative – author and funder interviews**

- Motivations
- Experiences
- Effect of OA on their books

## Downloads

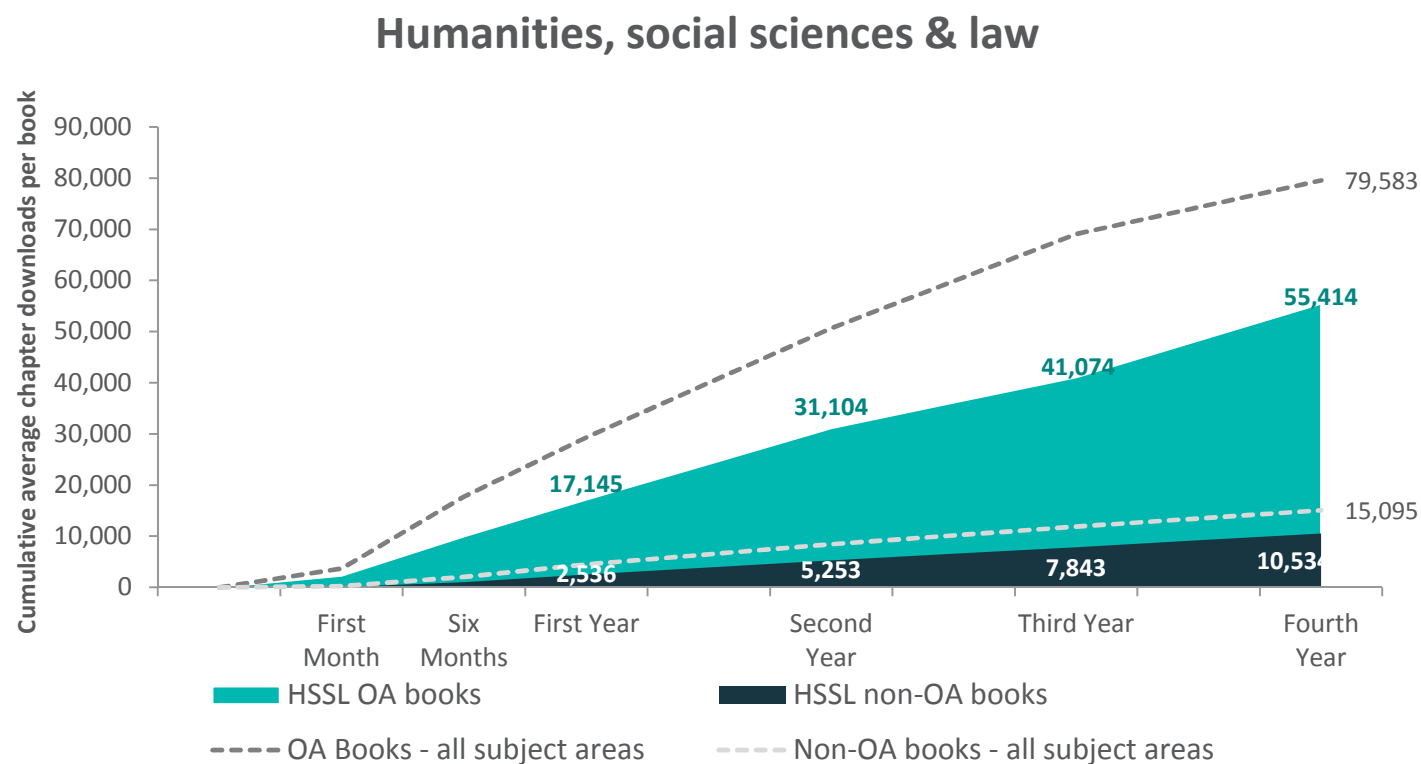
On average, there are just under 30,000 chapter downloads per OA book within the first year of publication. This is **7 times more** than for the average non-OA book.



Source: Emery *et al.* Springer Nature. 2017. *The OA effect: How does open access affect the usage of scholarly books?*  
10.6084/m9.figshare.5559280

## Downloads by subject: humanities, social science, law

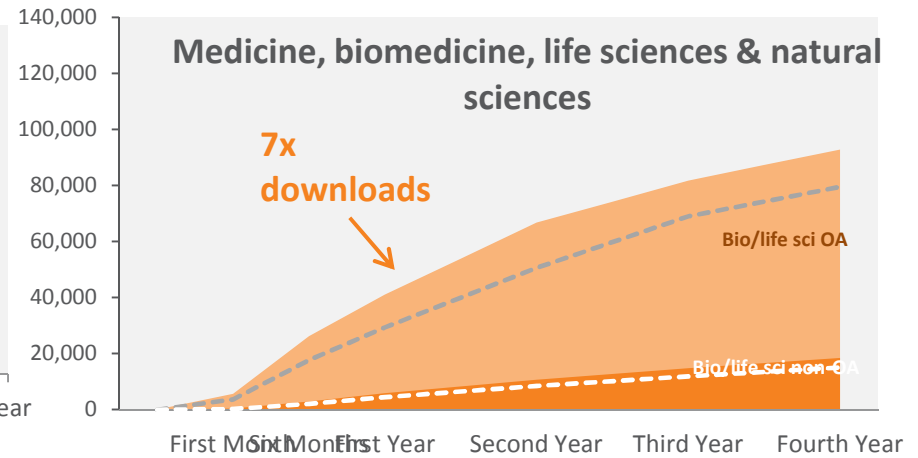
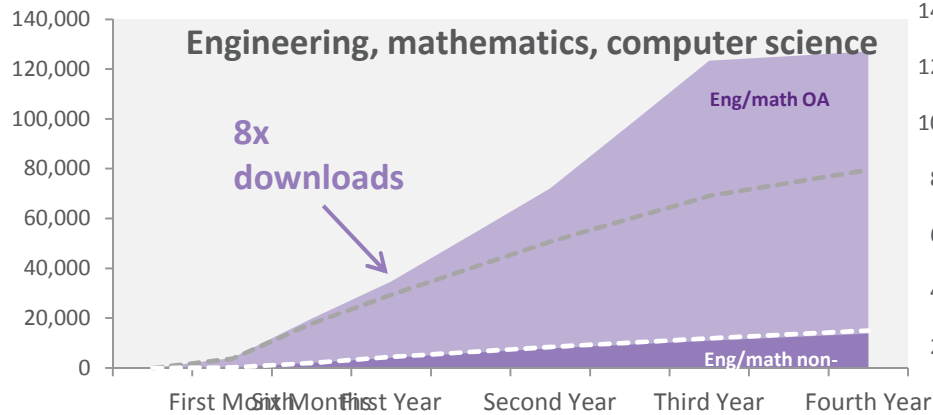
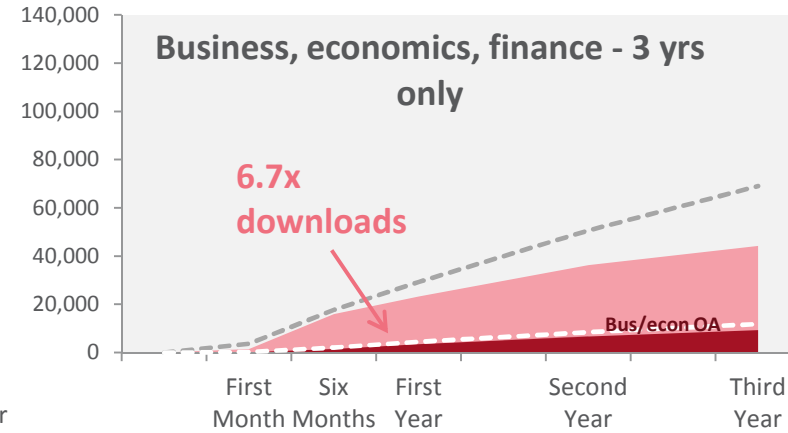
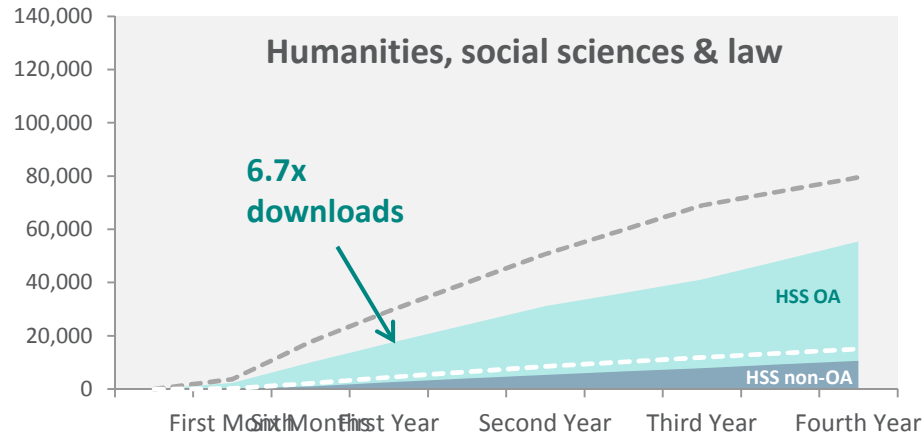
HSSL OA books receive **6.7 times** more chapter downloads than non-OA HSSL books in the first year after publication. HSSL books are downloaded less on average.



Source: Emery *et al.* Springer Nature. 2017. *The OA effect: How does open access affect the usage of scholarly books?*  
10.6084/m9.figshare.5559280

# Downloads by subject area

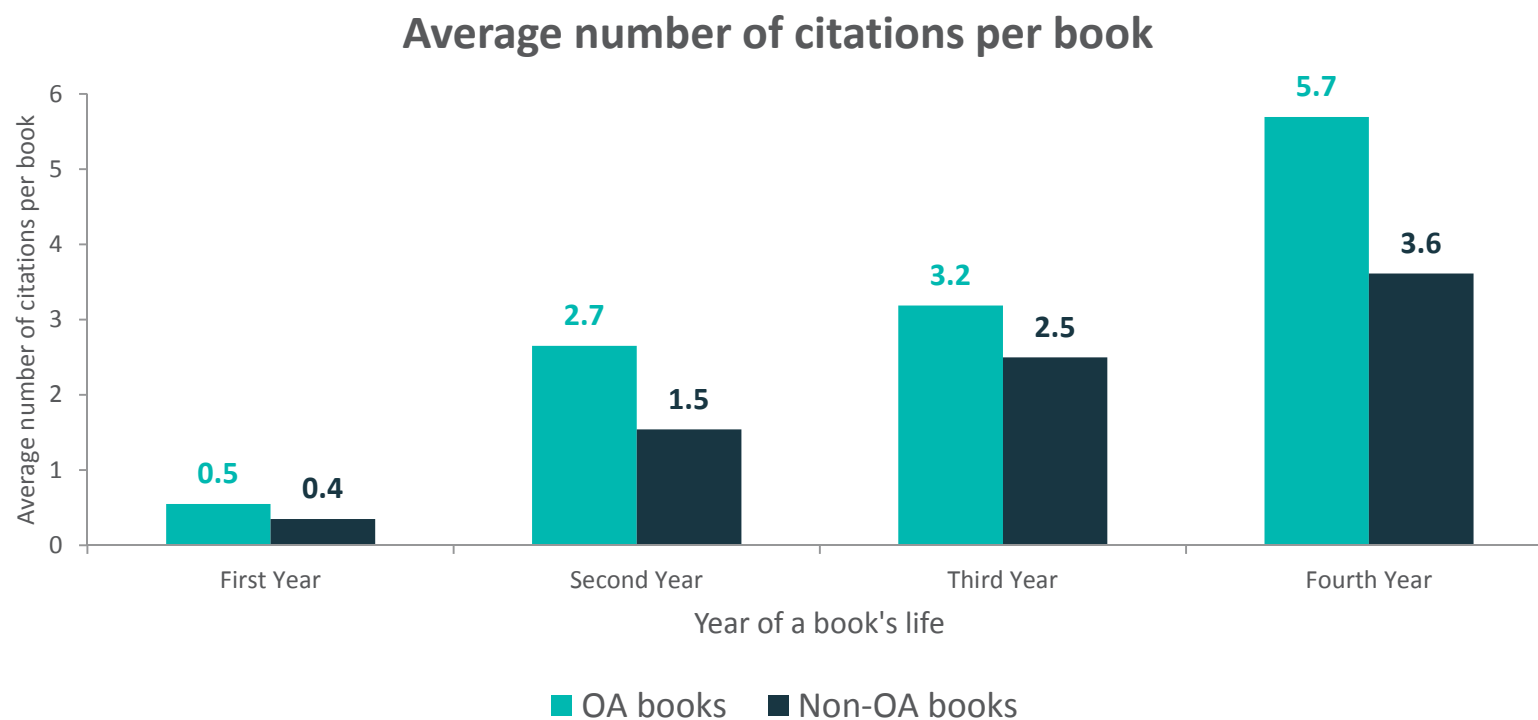
----- OA books – ALL subject areas      - - - - - Non-OA books – ALL subject areas





## Citations

Citations are on average **50% higher for OA** than non-OA books over a four-year period: an OA book is cited on average 12 times within the first four years of its life, and a non-OA book 8 times

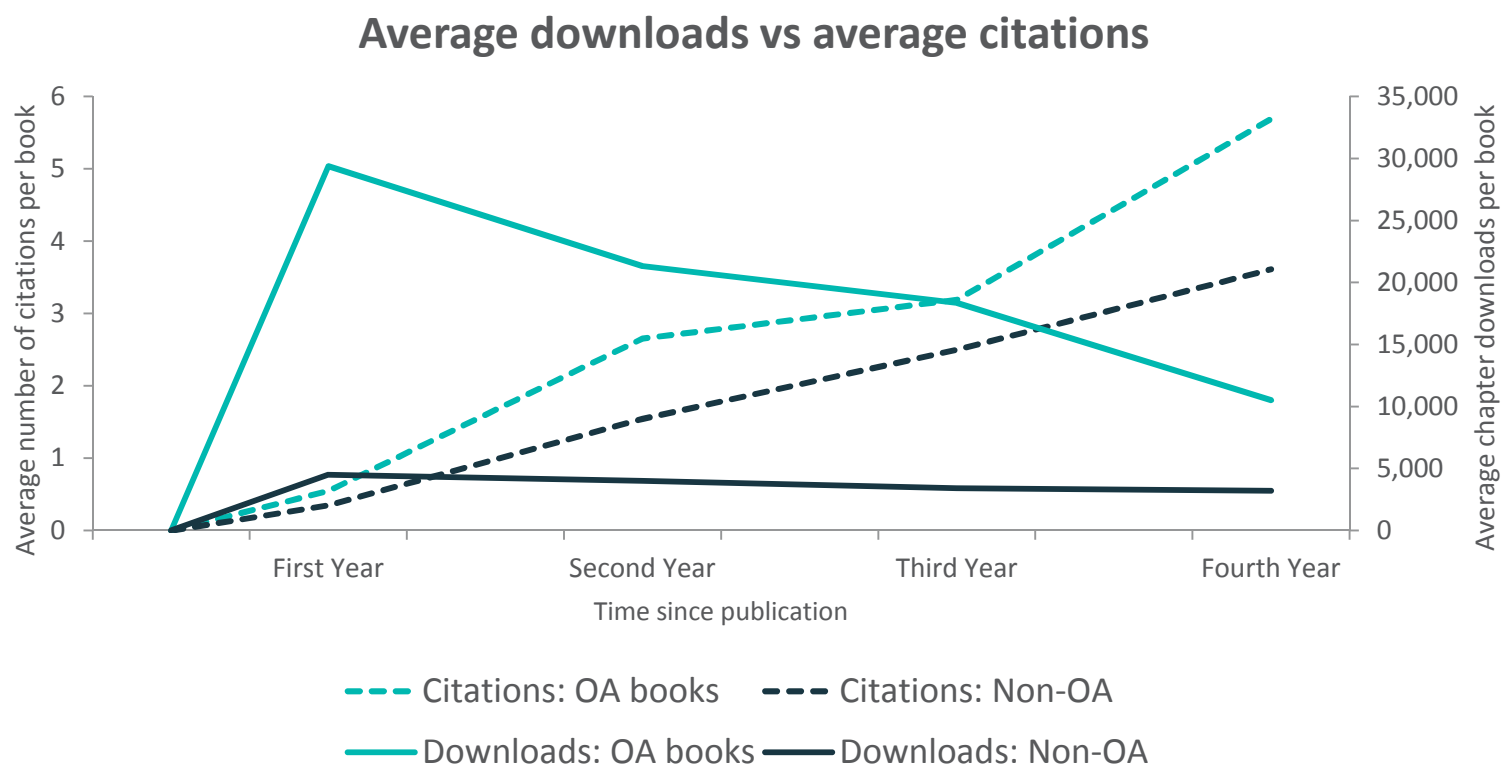


Source: Emery *et al.* Springer Nature. 2017. *The OA effect: How does open access affect the usage of scholarly books?* [10.6084/m9.figshare.5559280](https://doi.org/10.6084/m9.figshare.5559280)



## Is there a relationship between downloads and citations?

No correlation was established between downloads and citations; however a four-year time frame may not be long enough to determine this.

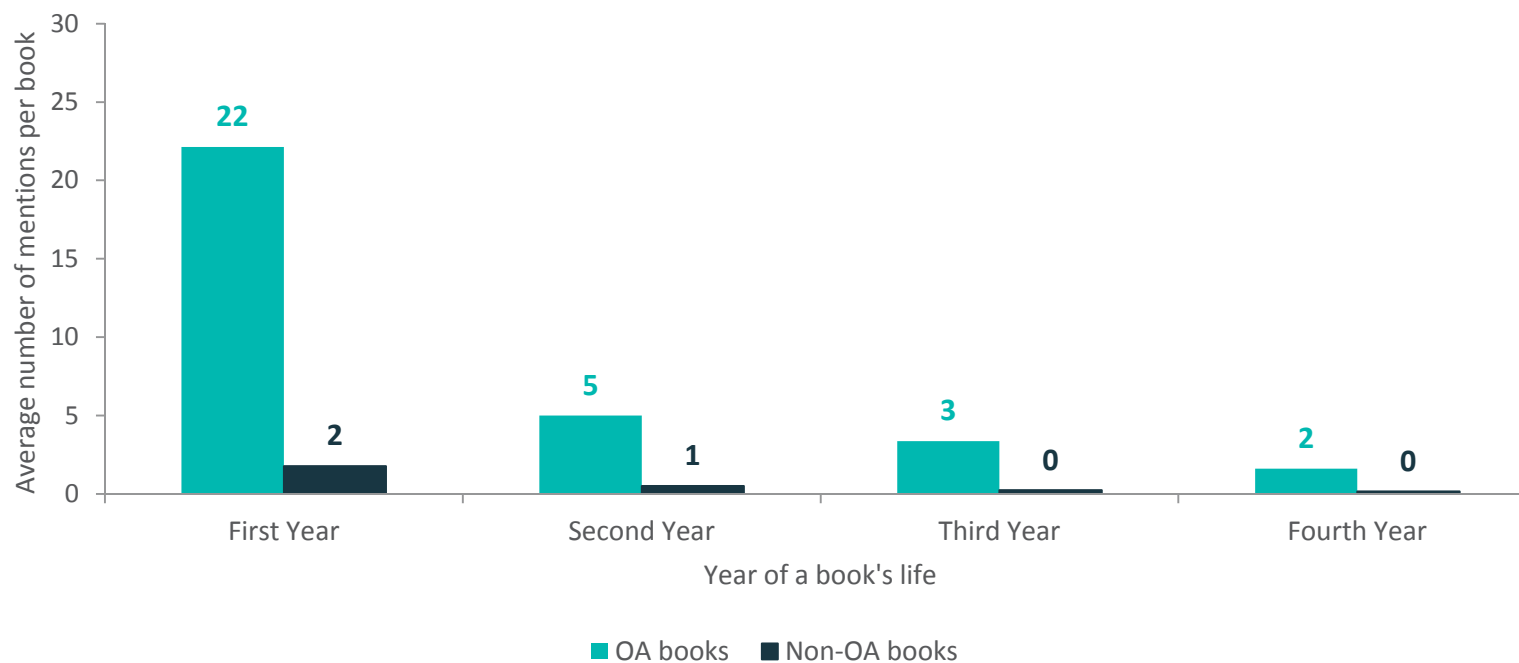


Source: Emery *et al.* Springer Nature. 2017. *The OA effect: How does open access affect the usage of scholarly books?*  
 10.6084/m9.figshare.5559280

## Online mentions

In the first three years after publication, OA books are mentioned an average of 30 times, **ten times more** than a non-OA book.

Average number of mentions per book



Source: Emery et al. Springer Nature. 2017. *The OA effect: How does open access affect the usage of scholarly books?* [10.6084/m9.figshare.5559280](https://doi.org/10.6084/m9.figshare.5559280)



## Motivations for publishing OA

Easy access to research worldwide, wider dissemination, and ethical reasons were commonly cited as reasons for choosing OA

*“it is really about bringing the content to people who shall be reading it.”*

-- Postdoctoral Scholar in Management Science and Engineering, USA



*“with open science, it helps that research results can be replicated, verified, falsified, and reused for scholarly as well as practical applications.”*

-- Falk Reckling, PhD, Head of Department, Strategy – Policy, Evaluation, Analysis, Austrian Science Fund (FWF)



*“My motivation was political, if it is publicly-funded research (which it is in my case), then I think the public has the right to access these results.”*

--- Philosophy Professor, Germany



Source: Emery et al. Springer Nature. 2017. *The OA effect: How does open access affect the usage of scholarly books?*

## Experiences of publishing OA

Authors and funders felt insufficiently informed about its effects and were reluctant to attribute high downloads solely to OA, but were still very positive

*"We didn't do any analysis on the numbers. [...] Asian Development Bank has not been tracking the numbers for OA vs. conventional publications."*



-- Shanti Jagannathan,  
Asian Development Bank

*"...[An] author's reputation comes into play [...] it is difficult to attribute the book's popularity to OA alone."*



-- Postdoctoral  
Scholar in  
Management  
Science and  
Engineering, USA

*"I am more and more convinced that this [open access] is the way to publish in the future."*



-- Professor Thomas  
Elmqvist, Stockholm  
University

Source: Emery *et al.* Springer Nature. 2017. *The OA effect: How does open access affect the usage of scholarly books?*

## So what have we learned...?

## The data matches our expectations...

### The OA effect



...but we didn't realise that authors and funders feel uninformed about the effects of open access

### How can we do better?

- **Metrics across the industry** – collection, reporting, sharing and standardisation
- **Communication** – better support authors and funders in understanding the impact of OA books
- **Discovery routes** – collaboration with libraries and aggregators



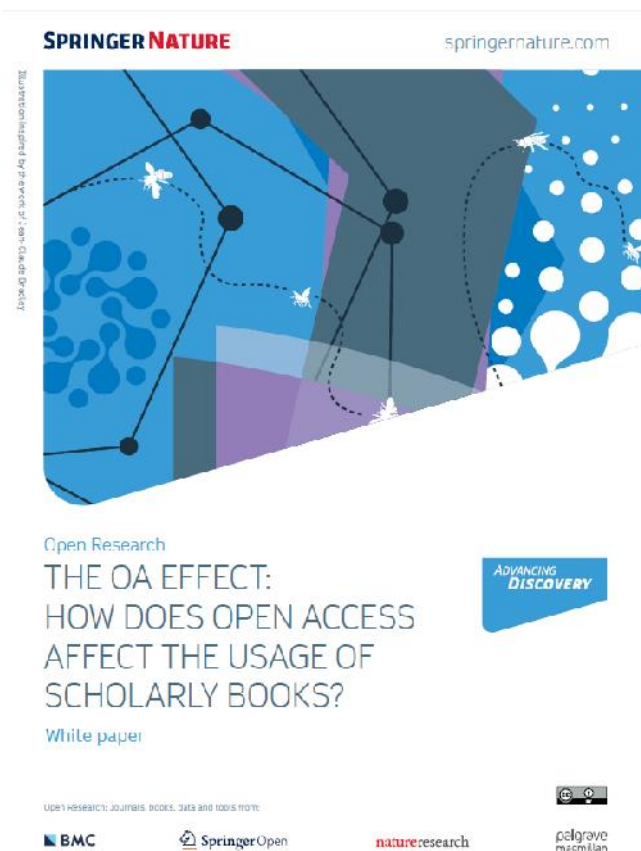
## What next...? Extending this analysis

### Further research could...

- Repeat the same analysis over a longer period
- Assess causation between OA and a book's performance
- Analyse geolocation of usage and referral routes
- Look at downloads from third-party hosting platforms (OAPEN, NCBI Bookshelf, Amazon Kindle, Google Books...)
- Compare citations and online mentions by subject area
- Explore other ways of measuring impact...

## Download the full report

<http://www.springernature.com/the-oa-effect>



### Also includes:

- Full methodology and definitions
- Discussion and recommendations
- Links to related reports

# Thank you

## Ros Pyne

Head of Policy & Development,  
Open Research, Springer Nature

[ros.pyne@springernature.com](mailto:ros.pyne@springernature.com)

[@rospyne](https://twitter.com/rospyne)

## Questions about our OA books programme:

[OAbooks@springernature.com](mailto:OAbooks@springernature.com)

## Find out more:

<https://www.springernature.com/oabooks>

## The story behind the image



### Alan Turing (1867–1934)

The scope of the achievements of Alan Turing, computer pioneer, wartime code-breaker and polymath, cannot be overstated. Renowned as the man who broke the Enigma code, Turing is also considered the father of computer science and artificial intelligence. His legacy is represented here with a visualisation of a “Turing Machine”, a hypothetical device he devised to represent the logic of a computer. The binary code depicted translates to one of Turing’s memorable quotes: Science is a differential equation. Religion is a boundary condition.

**SPRINGER NATURE**

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