

# Libraries, Archives, Museums Working Together to Create and Sustain Open Knowledge in the Humanities

*Lyrasis Annual Member Meeting  
October 17, 2016 - Atlanta, GA*

Charles Watkinson

*AUL, Publishing, University of Michigan Library*

*Director, University of Michigan Press*



Why is it important to support open knowledge in the humanities?

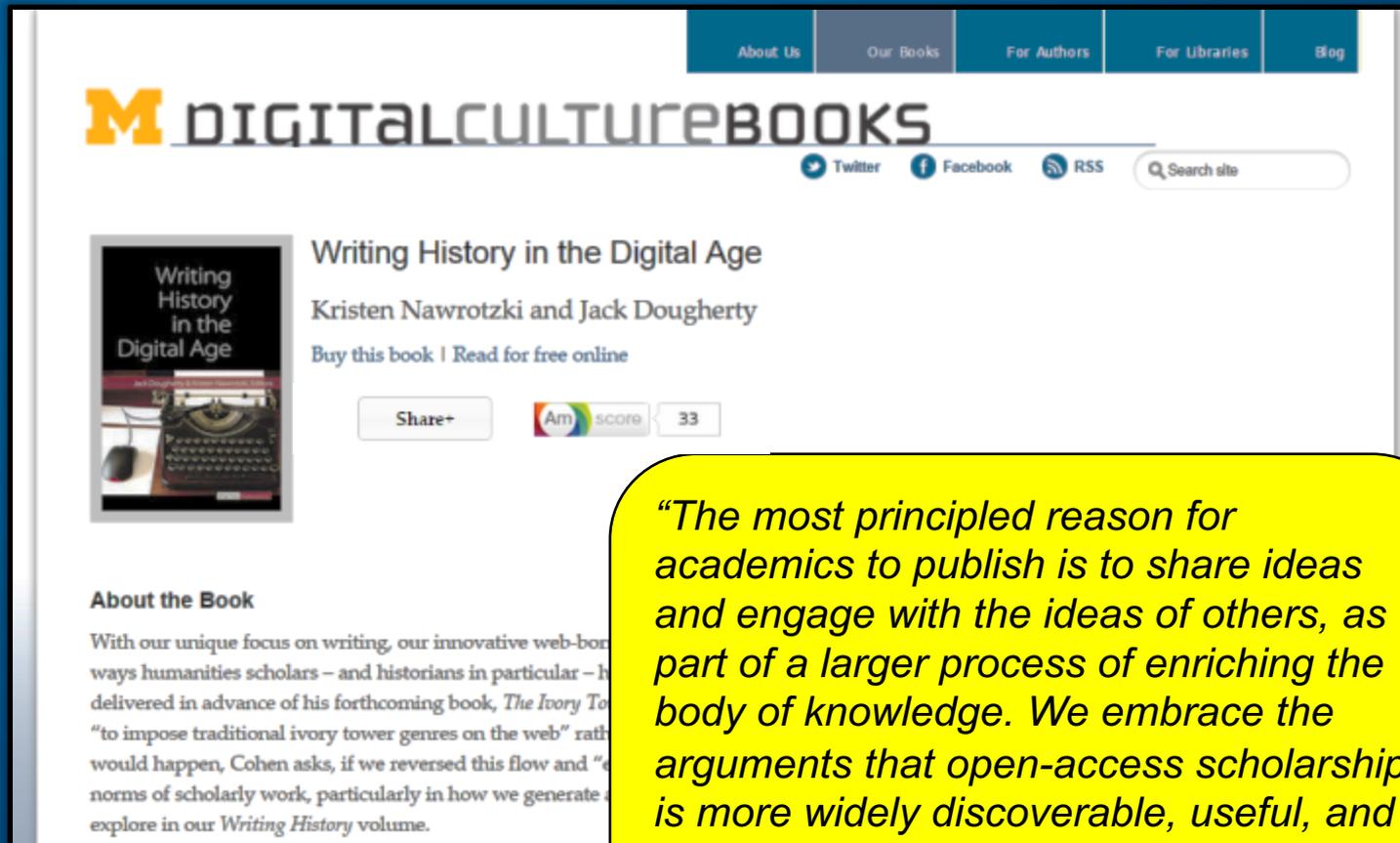


# What our authors say . . .

Sharing research and creative outputs openly . . .

- **is philosophically right**
- **extends impact** for their work
  - with a social justice motivation
  - with a public accountability motivation
  - with a desire to target particular specialist publics
- **catalyzes digital scholarship** via data sharing & reuse

# Philosophically right



The screenshot shows the website for M Digital Culture Books. At the top, there are navigation links: "About Us", "Our Books", "For Authors", "For Libraries", and "Blog". The main header features the "M DIGITALCULTUREBOOKS" logo. Below the header are social media icons for Twitter, Facebook, and RSS, along with a search bar labeled "Search site".

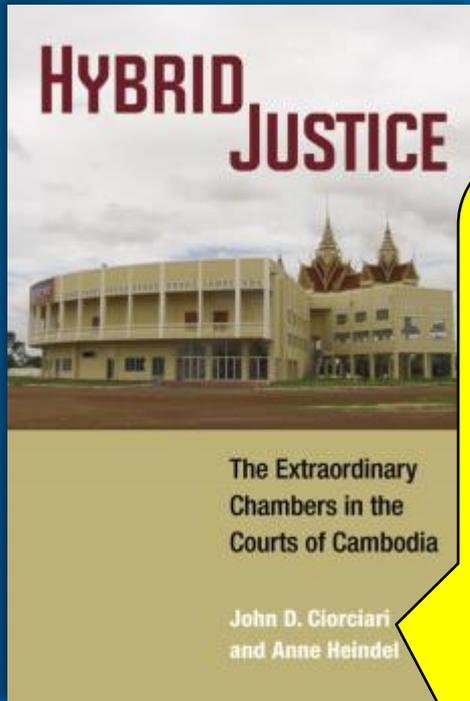
The featured book is "Writing History in the Digital Age" by Kristen Nawrotzki and Jack Dougherty. The book cover shows a typewriter and a computer mouse. Below the title and authors, there are buttons for "Share+", "Amazon score" (33), and "Buy this book | Read for free online".

**About the Book**

With our unique focus on writing, our innovative web-based ways humanities scholars – and historians in particular – have delivered in advance of his forthcoming book, *The Ivory Tower* “to impose traditional ivory tower genres on the web” rather than what would happen, Cohen asks, if we reversed this flow and “disrupted” the norms of scholarly work, particularly in how we generate and disseminate knowledge, we explore in our *Writing History* volume.

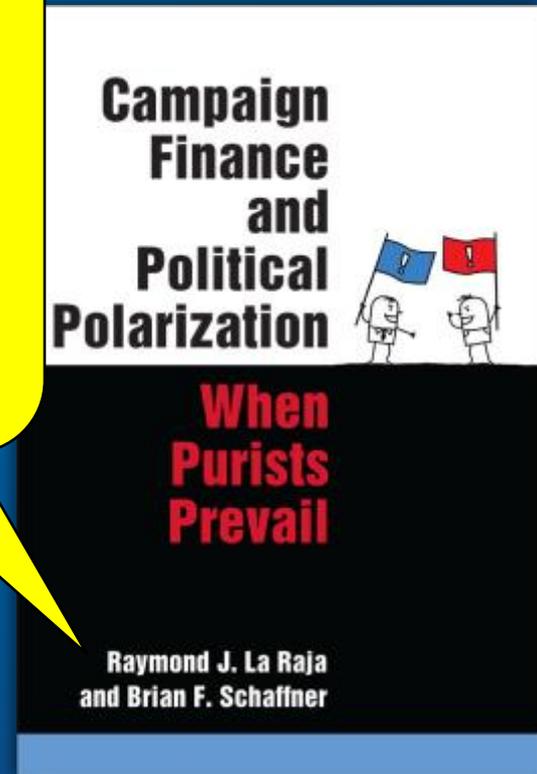
*“The most principled reason for academics to publish is to share ideas and engage with the ideas of others, as part of a larger process of enriching the body of knowledge. We embrace the arguments that open-access scholarship is more widely discoverable, useful, and consistent with the principles of our scholarly societies.”*

# Extends impact



*“The main reason we requested an Open edition was to increase access to people who would be unable to afford the book or obtain a copy easily. This is especially true in Southeast Asia, where we expect many interested readers to be. The top priority is on sharing our message with as many readers as possible.”*

*“The main reason we supported an Open edition was to promote civic engagement that improves representation by informing citizens about the work of Congress and candidates for its offices”*



# Catalyzes digital scholarship

*“Scholars and students from any discipline or institution can read and discuss the book using Hypothes.is to contribute to a collaborative annotation of the text.”*

The screenshot shows a web browser displaying a document on the Hypothes.is platform. The document title is "Ethical Programs: Hospitality and the Rhetorics of Software" by James J. Brown, Jr., part of the "Digital Humanities" series. The URL is [quod.lib.umich.edu/dh/13474172.0001.001/1:4/-ethical-programs-hospitality...](http://quod.lib.umich.edu/dh/13474172.0001.001/1:4/-ethical-programs-hospitality...). The page features a "Public" access level, a "Share+" button, and an Amazon score of 17. A prominent banner prompts users to "create a free account or log in" to annotate. The right sidebar shows two annotations: one by "JzWells" dated Oct 21, 2015, with the text "Why not his or herself? I know he's specifically talking about a woman below, but here this should be more generalized." and another by "PeteyPete" with the text "In this case, a spam message arrived unexpectedly," accompanied by a video thumbnail of a man saying "I'VE MADE A HUGE MISTAKE". Navigation buttons for "PREV SECTION" and "NEXT SECTION" are visible. The browser's taskbar at the bottom shows two open image files.

**Ethical Programs: Hospitality and the Rhetorics of Software**  
James J. Brown, Jr.  
Series: Digital Humanities  
DOI: <http://dx.doi.org/10.3998/dh.13474172.0001.001> Permissions

Annotations 37 Page Notes 2

**JzWells** Oct 21, 2015  
*herself*  
Why not his or herself? I know he's specifically talking about a woman below, but here this should be more generalized.

**PeteyPete** Oct 21, 2015  
*In this case, a spam message arrived unexpectedly,*

**1. Web Hosting: Hospitality and Ethical Program**  
The suicide bomber stands as perhaps the most disturbing symptom through porous boundaries (no matter how well policed these bounc reminds us that the other will arrive by way of doors and interfaces. the ease with which bodies can move through transportation infrastr completely sealed off from the threat of a suicide bomb. But the use

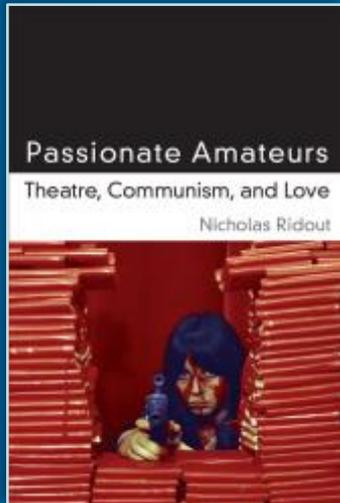
What are the impediments to sustaining open knowledge in the humanities?



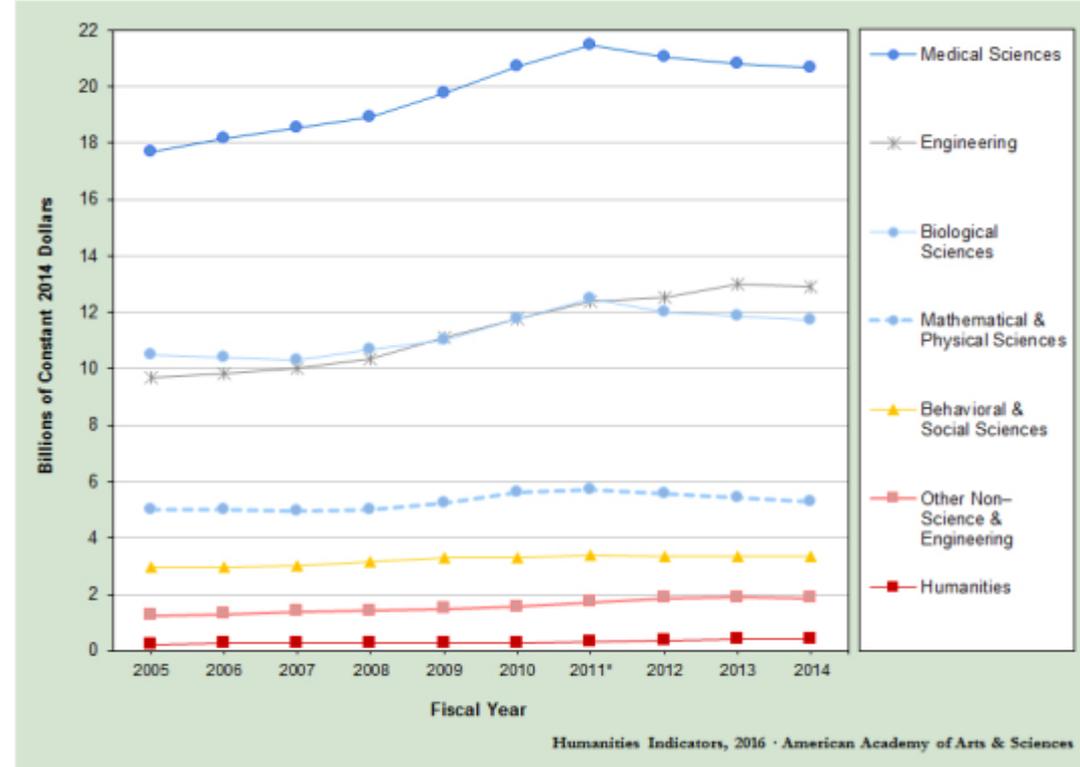
# Five challenges

1. Lack of funding for “producer pays” approaches, e.g., BPCs
2. Difficult to discover open access materials
3. Tough to demonstrate use and impact
4. Intellectual/cultural property barriers to reuse
5. Preservation issues

# 1. Lack of funding



**\$18,526**



<http://www.sr.ithaka.org/publications/the-costs-of-publishing-monographs/>

Academic RD Expenditures: Humanities compared with other selected fields  
<http://www.humanitiesindicators.org>

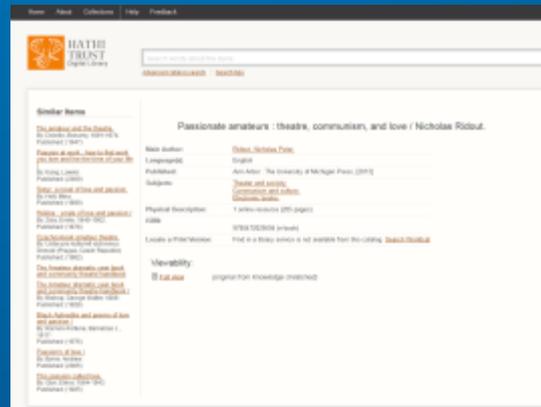
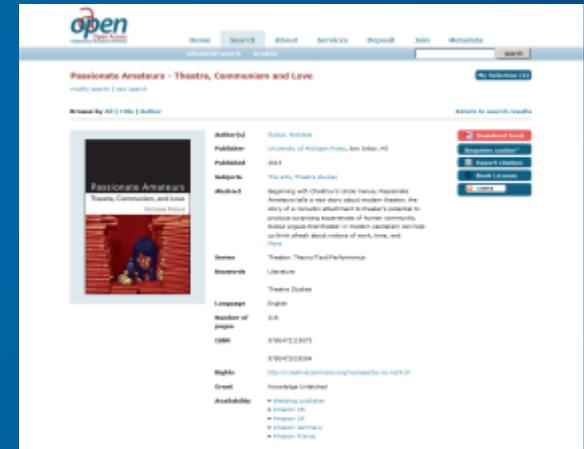
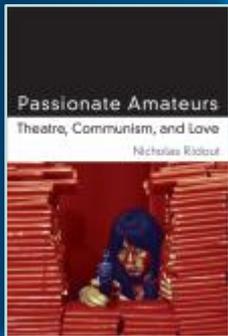


# 2. Difficult to discover OA materials

The screenshot shows the OASIS LIVE interface for Charles Watkinson at the University of Michigan. The search results for the book 'Ridout, Nicholas - Passionate Amateurs' (ISBN: 9781306081597) are displayed. The main record shows a price of 0.00 USD for the electronic book. Below the main record, there are two tabs: 'Alternate ebook platforms and licenses' and 'Alternate print'. The 'Alternate ebook platforms and licenses' tab is active, showing a table of various license options with prices ranging from 39.00 USD to 65.00 USD. A green question mark icon is overlaid on the table, with a green arrow pointing to it from the bottom right.

Platform	License	Description	Price	Currency	ISBN	Publisher	Year	Binding	Price	Currency
MyiLibrary 1		<a href="#">Single User License / Download and Online</a>	39.00	USD	9780472036332	University of Michigan Press	2013	Paperback	32.50	USD
MyiLibrary 3		Multi User License / Download and Online	65.00	USD						
EBL	1U	<a href="#">Single User / Download and Online</a>	60.00	USD						
ebrary	SUPO	<a href="#">Single User License / Download and Online</a>	60.00	USD						
EBSCO	PUR-1U	<a href="#">Single User License / Download and Online</a>	60.00	USD						

# 3. Tough to demonstrate use and impact



# 4. IP/cultural property barriers to reuse

The screenshot shows the Michigan Publishing University of Michigan Press website. The search results are for 'Theater and Performance' and are limited to 48 of 213 titles. The results are sorted by 'Publication Date (Newest First)'. The first five results are:

- Long Suffering: American Endurance Art as Prophetic Witness** by Karen Gansler Rice. An unflinching, illuminating look at three U.S. artists and their performances of suffering. Available in Paper (2016, \$24.95), Hardcover (2016, \$48.00), and Ebook (2016). All are available for purchase or are available for free online.
- Alteration Effects: Performance and Self-Management in Yugoslavia, 1940-91** by Branka Jakovljević. Examines the interplay of artistic, political, and economic performance in the former Yugoslavia and reveals their inoperability. Available in Paper (2016, \$29.95), Hardcover (2016, \$56.00), Ebook (2016), and Web (2016, Open Access). All are available for purchase or are available for free online.
- After Live: Possibility, Potentially, and the Future of Performance** by David Sack. An exploration of how live events— theater, dance, and installation art—stage encounters between the present and a radically undetermined future. Available in Paper (2015, \$24.95), Hardcover (2015, \$75.00), and Ebook (2015). All are available for purchase or are available for free online.
- Piccolissime Amateurs: Theater, Consumption, and Love** by Michèle Rabaut. A rich, historically grounded exploration of why theater and performance matter in the modern world. Available in Paper (2015, \$22.80), Hardcover (2015, \$60.00), and Ebook (2015). All are available for purchase or are available for free online.
- Coloring Whiteness: Acts of Critique in Black Performance** by Fawcett Oshard Carpenter. Resisting representations of whiteness by contemporary African American performers and artists. Available in Paper (2014, \$24.95), Hardcover (2014, \$60.00), and Ebook (2014). All are available for purchase or are available for free online.

“One-third of all respondents to a survey administered by the College Art Association reported that they had abandoned or avoided a project because of real or perceived copyright problems. Among editors and publishers, the figure was the highest: 57 percent. One-fifth of artists reported avoiding or abandoning a project because of copyright-related self-censorship.”

*Copyright, Permissions, and Fair Use among Visual Artists and the Academic and Museum Visual Arts Communities: An Issues Report* by Patricia Aufderheide et al (2014)  
<http://www.collegeart.org/pdf/FairUseIssuesReport.pdf>



# 5. Preservation issues

The image shows a digital library interface. The main content area displays a book page titled "OF WORK, TIME, AND REVOLUTION" with a section heading "SPEECH AND ACTION". The text discusses the relationship between speech and action in political contexts, mentioning the Chinese Cultural Revolution and the film "Godard's film".

The left sidebar contains the following sections:

- About this Book**: "Passionate amateurs : theatre, communism, and love / Nicholas ... Ridout, Nicholas Peter". Includes a link to "View full catalog record" and Creative Commons Attribution-NonCommercial-NoDerivatives license information.
- Get this Book**: Links to "Download left page (PDF)", "Download right page (PDF)", "Download pages (PDF)", and "Download whole book (PDF)".
- Add to Collection**: A "Login" button and a "Select Collection" dropdown menu with an "Add" button.
- Share**: Social media icons for Facebook, Twitter, LinkedIn, YouTube, and Print.
- Permanent link to this book**: <http://hdl.handle.net/2027/ku01.7>
- Link to this page**: <http://hdl.handle.net/2027/ku01.7>
- Embed this book**: A link to embed the book.
- Version**: 2014-05-15 18:57 UTC

The right-hand panel contains the following sections:

- About this Book**: "Passionate amateurs : theatre, communism, and love / Nicholas ... Ridout, Nicholas Peter". Includes a link to "View full catalog record".
- Rights**: "Creative Commons Attribution-NonCommercial-NoDerivatives".
- License**: CC BY-NC-ND.
- Get this Book**: Links to "Download left page (PDF)", "Download right page (PDF)", "Download pages (PDF)", and "Download whole book (PDF)".
- Add to Collection**: A "Login" button and a "Select Collection" dropdown menu with an "Add" button.
- Share**: Social media icons for Facebook, Twitter, LinkedIn, YouTube, and Print.
- Permanent link to this book**: <http://hdl.handle.net/2027/ku01.7>
- Link to this page**: <http://hdl.handle.net/2027/ku01.7>
- Embed this book**: A link to embed the book.

The bottom of the page features a footer with "University of Michigan Member: HathiTrust" on the left and navigation links for "Home", "About", "Collections", "Help", "Feedback", "Mobile", "Take-Down Policy", "Privacy", and "Contact" on the right.

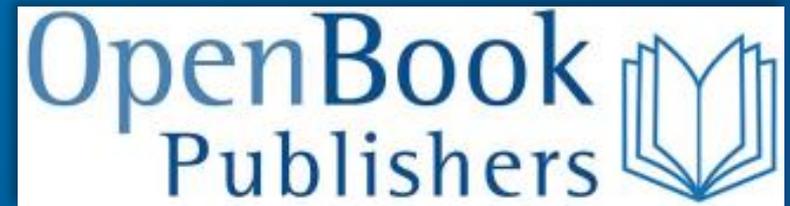
How can we support open knowledge?



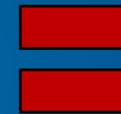
# Three opportunities

1. Deploy funding strategically
2. Promote discovery and use
3. Leverage IP and preservation expertise

# Deploy funding



# Deploy funding strategically



Librarians at over 50 institutions connect the press with financial resources via pledges

but also . . .

- connect faculty members to roles on editorial board
- identify and connect authors and series editors
- connect trends on campus to drive product lines
- connect publications to users on their campuses
- connect publishing decisions to ethical principles



# Understand OA discovery and use

**M MICHIGAN PUBLISHING**  
UNIVERSITY OF MICHIGAN LIBRARY ABOUT PUBLICATIONS SERVICES

## Mapping the Free Ebook Supply Chain

In February 2016, *University of Michigan Press* was awarded \$28,000 by the Andrew W. Mellon Foundation to conduct an evidence-based study of how free ebooks are discovered and used. The study is being conducted over the course of a year, between March 1, 2016 and February 28, 2017. Working with a diverse sample of around 120 free ebooks published by *Open Book Publishers* (OBP) and *University of Michigan Press* (UMP) along with Michigan-distributed titles published by *Open Humanities Press* (OHP) we are engaging in retrospective and prospective analysis using both quantitative and qualitative metrics. Technology pioneer Eric Hellman and his colleagues at the *Free Ebook Foundation* will lead the research, with support from Rebecca Welzenbach, Charles Watkinson, and Ken Varnum at *University of Michigan*, Rupert Gatti at *Open Book Publishers*, and Gary Hall at *Open Humanities Press*.

In the retrospective analysis, we are examining every available quantitative source of usage data for the sample books that have been available for at least six months and are conducting semi-structured interviews with some key stakeholders to gather data about how the sample books were discovered and are being used. To facilitate prospective analysis, UMP and OBP are implementing a listening/assessment exercise by inserting a link to a web-based usage survey in the front matter of books that they publish starting in April 2016.

Why is this project important? A number of initiatives focused in North America, Europe, and Australia are proposing to convert the system through which scholarly books are currently funded from a consumer-to-producer pays model which will allow free ebook versions to be made available. One driver for this change is the conjecture that releasing an ebook under an open access business model expands its readership compared to "toll-access" or "pay-to-purchase" ebooks. This is a reasonable hypothesis but we actually know very little about how free ebooks are discovered and lack best practices and tools to measure their impact. This is the challenge that the proposed project aims to engage with.

unglue.it M MICHIGAN PUBLISHING  
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## Open Access Ebooks (Part 1)

### Introduction

Welcome, reader of *Passionate Amateurs - Theatre, Communism and Love!* And thanks for visiting Unglue.it to complete this survey, part of a research project to understand how open access ebooks are discovered and how readers use them. For more information, please see [the project description](#).

As Open Access publishers, *University of Michigan Press* are truly committed to making academic research broadly accessible - so we want to understand how people like you are actually accessing and using our Open Access titles.

We have a bunch of questions for you (well - only 10 actually) about how you found this book and what you're going to do with it. Please tell us the things you think are interesting or relevant. We really want to know!

[Privacy policy: There are no marketing traps, we're not going to spy on you or swamp you with emails afterwards, or tell our "friends" about you - we're just going to store your answers to create a database of usage examples that can be used to understand what Open Access publishing enables. A [report of the results](#) will be made available in July 2017.]

- How did you find out about this book in the first place?  
For example: Was it from a Google search? Following a wikipedia link? A tweet? Referenced in another book? A late night session with a friend? - or in some other way?
- How did you get hold of this particular copy? For example: Did you download it from the publisher's website? Amazon or another retailer? Find it on academia.edu? Or somewhere like aarg? Get it from a friend? Your library?
- Why are you interested in this book?  
 For personal use - I'm interested in the topic  
 For my job - it relates to what I do  
 I need to read it for a course  
 If other, tell us more...  
Other...

## How do people find, get, and use OA books?

- Analysis of web logs and usage stats for ca. 140 books from Open Book Publishers and University of Michigan Press.
- Deployment of survey widget in OBP and UMP open access books.
- Qualitative Interviews with users of a subset of books and information supply chain partners.

"The Open Access mission is f\*\*\*ing awesome. Thank you for providing this in a downloadable PDF. You guys are doing it right Delighted to have this resource."

# Advocate for better discovery and use

NEWS OCTOBER 2016 WEB VERSION



## BOOKS AT JSTOR UPDATES

The Books at JSTOR program has grown to include more than 48,000 titles from 130+ scholarly publishers. Read on to learn about our latest initiatives and upcoming publisher meeting!

### Open Access eBooks

Later this month, we will be launching an Open Access program, with titles from University of California Press, UCL Press, University of Michigan Press, and Cornell University Press. We believe that integrating Open Access monographs with other types of content on JSTOR's highly used platform, and making records available in library catalogs and discovery services, will increase the usage and impact of these resources. In addition, long-term preservation of the Open Access titles is assured by Portico.

We will share usage trends on the Open Access titles with all our publishers, and look forward to learning together in the coming months. For more information about this program, please [contact Frank Smith](#).

VS.

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By title | By subject | By publisher

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<http://www.press.umich.edu/>  
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Browse results: Found 60  
Listing 1 - 10 of 60 << page 1 of 6 >>

**Alienation Effects**  
Authors: Jakovljević, Branislav  
ISBN: 9780472073146 Year: 2016 Pages: 370 Language: English  
Publisher: University of Michigan Press  
Subject: Languages and Literatures  
License: [CC BY-NC-ND](#)  
Abstract | Keywords | Free access | Buy the book | Export citation | [SEARCH](#)

**The American Literature Scholar in the Digital Age**  
Authors: Amy E. Earhart and Andrew Jewell, Editors  
ISBN: Cloth: 9780472071197 Paper: 9780472051190 Year: 2011 Language: English  
Publisher: University of Michigan Press  
Subject: Languages and Literatures  
License: [CC BY-NC-ND](#)  
Abstract | Keywords | Free access | Buy the book | Export citation | [SEARCH](#)



# Leverage existing intellectual property and preservation expertise

The image shows two overlapping website screenshots. The background is the 'Deep Blue Data' website, which features a dark blue header with the Michigan Library logo and a 'Login' button. Below the header is a navigation menu with 'Home', 'About', 'Help', and 'Contact'. The main content area has a dark blue background with white text describing the repository. The foreground is the 'Fulcrum' website, which has a white header with the 'fulcrum' logo and navigation links for 'For Authors', 'For Publishers', and 'For Readers'. The main content area is blue with white text and a 'GET UPDATES' button. Below this is a white section with three columns: 'Flexible', 'Durable', and 'Discoverable', each with an icon and a short paragraph of text.

**Deep Blue Data** (Michigan Library)

Home About Help Contact

Deep Blue Data is a repository offered by the Michigan Library that provides access to digital research data that we collect and preserve in the support of research activities.

**fulcrum** (For Authors For Publishers For Readers)

Optimize your scholarship

Fulcrum is a publishing platform currently under development that helps publishers present the full richness of their authors' research outputs in a durable, discoverable, and flexible form.

GET UPDATES

**Flexible**

By adopting an agile development approach and working in partnership with the Hydra open source community, Fulcrum is responsive to the changing needs of digital scholars.

**Durable**

Built on research university library infrastructure specifically designed to curate digital objects, Fulcrum is a trusted steward committed to preservation and stability.

**Discoverable**

Interoperable with other publishing tools and integrated into the information supply chain, Fulcrum ensures that content is discovered by readers and impact is tracked.

<http://fulcrum.org>

THE  
ANDREW W.  
**MELLON**  
FOUNDATION

# to sustain digital and open scholarship

Northwestern University Press

Northwestern University Press is dedicated to publishing works of enduring scholarly and cultural value, extending the University's mission to a community of readers throughout the world.

northwestern.fulcrumscholar.org is the home of supplemental content for select books. You can find the full catalog of Northwestern University Press titles at the publisher's website.

### Books



#### The Director's Prism: E. T. A. Hoffmann and the Russian Theatrical Avant-Garde

**Dussia N. Posner**

The *Director's Prism* investigates how and why three Russian avant-garde directors—Vsevolod Meyerhold, Alexander Tairov, and Sergei Eisenstein—used the theatrical tales of German Romantic writer E. T. A. Hoffmann to reinvent the rules of theatrical practice. Because the rise of the director and the Russian cult of Hoffmann closely coincided, Posner argues, many characteristics we associate with avant-garde theater—subjective perspective, breaking through the fourth wall, activating the spectator as a co-creator—become uniquely legible in the context of this engagement. Posner examines the artistic poetics of Meyerhold's grotesque, Tairov's mime-drama, and Eisenstein's theatrical attraction through production analyses, based on extensive archival research, that challenge the notion of theater as a mirror to life, instead viewing the director as a prism through which life is refracted. A resource for scholars and practitioners alike, this groundbreaking study provides a fresh, provocative perspective on experimental theater, intercultural borrowings, and the nature of the creative process.

[View book materials](#)

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#### Photograph of Nina in *The Seagull*

From Introduction: Hoffmann's Prism  
Nina Zarechinskia (Gloria Robinson) in act 1 of Chekhov's *The Seagull*, directed by Konstantin Stanislavsky and Vladimir Nemirovich-Danchenko, Moscow Art Theatre (premier: December 18, 1901; photograph from 1905 revival). Lawrence Senelick Collection.



#### E. T. A. Hoffmann, self-portrait

From Introduction: Hoffmann's Prism  
E. T. A. Hoffmann, self-portrait. Frontispiece to E. T. A. Hoffmann, *Fantasy Pieces in Callot's Manner: Pages from the Diary of a Traveling Novelist*, 7th edition, Frankfurt, 1818. OMA Ozone Library Center, call number: 833.6 H73E. Courtesy of Northwestern University Library. Photo by the author.



#### Kapellmeister Kreutzer in *Insanity*, drawing

From Introduction: Hoffmann's Prism  
E. T. A. Hoffmann, *Kapellmeister Kreutzer in Insanity* (Berlin, February 1822). Drawing for the first edition of *The Life and Opinions of the Sonnet Muse*, volume 3. Staatsbibliothek Bamberg, Art. 2.23a. Photo: Gerald Raab.



#### Kapellmeister Johannes Kreutzer in a Dressing Gown, watercolor

From Introduction: Hoffmann's Prism  
E. T. A. Hoffmann, *Kapellmeister Johannes Kreutzer in a Dressing Gown*, after a 1817 drawing by Dramaspeyer (Berlin, January/February 1815). Original watercolor. Staatsbibliothek Bamberg, I.R. 65. Photo: Gerald Raab.



#### Frontispiece for *Fantasy Pieces in Callot's Manner*

From Introduction: Hoffmann's Prism  
Frontispiece for E. T. A. Hoffmann, *Fantasy Pieces in Callot's Manner: Pages from the Diary of a Traveling Novelist*. Bamberg: C. F. Koenig, 1814. Staatsbibliothek Bamberg, L-g.1131(1). Photo: Gerald Raab.

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#### Scapino and Captain Zerkino, etching

From Introduction: Hoffmann's Prism  
Jacques Callot, *Scapino and Captain Zerkino*, plate 12 from *Jeux de d'homme* (c. 1621). Etching. Harvard Art Museums/Fogg Museum, Gray Collection of engravings from, by exchange, 94.27.4. Photo: Imaging Department © President and Fellows of Harvard College.

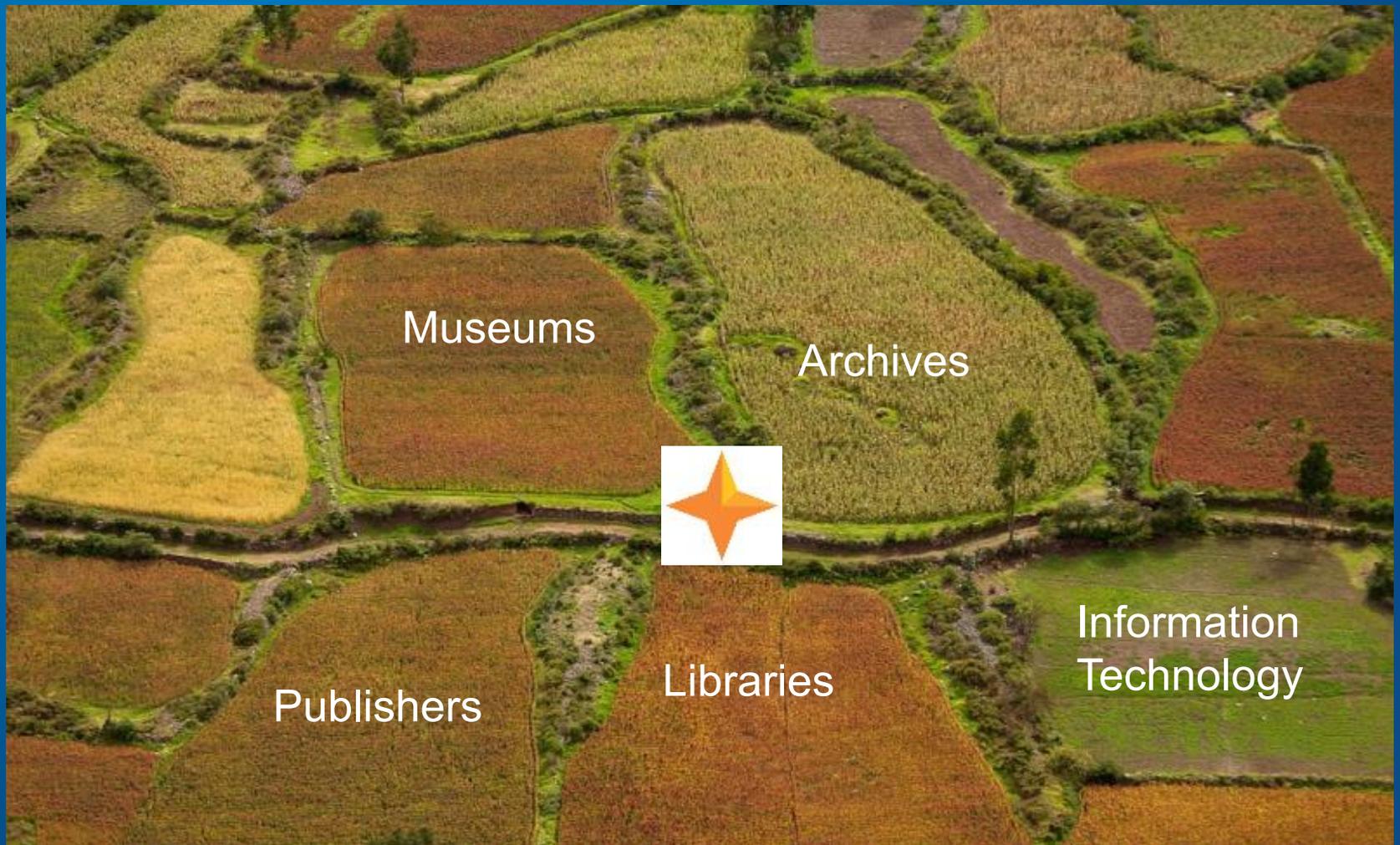


#### Captain Corinone and Lady Lavinia, etching

From Introduction: Hoffmann's Prism  
Jacques Callot, *Captain Corinone and Lady Lavinia*, plate 5 from *Jeux de d'homme* (c. 1621). Etching. Harvard Art Museums/Fogg Museum, Gray Collection of Engravings from, by exchange, 94.27.2. Photo: Imaging Department © President and Fellows of Harvard College.

<http://northwestern.fulcrumscholar.org>

. . . and let's not do it all alone



Museums

Archives



Publishers

Libraries

Information  
Technology

Looking forward to the conversation . . .

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[publishing.umich.edu](http://publishing.umich.edu)