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Digital Monographs in the Humanities and Social Sciences: Report on User Needs

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[1] OJ L 79, 24.3.2005, p. 1.

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Summary

In the European Humanities and Social Sciences (HSS) there is fertile ground for the development of eMonographs published in Open Access. As this study shows, an increasing number of scholars in these disciplines are using digital resources and tools in their daily research practice, in their reading and writing, as well as in their teaching curricula. A substantial part of the scholars in these fields is open to innovations in publishing formats and regimes, most importantly concerning eMonographs and Open Access. Despite the fact that this openness is not equally common in all scholarly fields, there is a critical mass to buttress the Open Access publishing of eMonographs. Many scholars in the HSS see this newly developing form of publishing as an important contribution to their ambition to share their knowledge and research results with their peers and other potential readers, provided there is sufficient quality control.

These are the main conclusions of this study based on the direct consultation of some 40 experts from relevant groups of stakeholders in academic publishing, a review of relevant literature, data gathered from two round table discussions and an online survey that reached approximately 250 scholars in the Humanities and Social Sciences.

Economic imperative

In addition to the openness to innovation of a substantial number of scholars, an economic imperative impels a way out of the so-called monograph crisis. This crisis threatens the continued existence of the monograph in its present form. Printed monographs in the HSS constitute a dwindling market because of the current acquisition policies of academic libraries who are facing increased budget cuts. At the same time, libraries have closed 'big deals' with large publishers, selling licenses to mostly Science, Technology and Medicine (STM) eJournals in large packages. These deals consume increasing parts of the libraries' budgets, leaving fewer possibilities to acquire HSS monographs. For these and other reasons, academic libraries strongly support the development of eMonographs in Open Access. This is, first of all, because they expect eMonographs to contribute to a more efficient operation. Second, because eMonographs fit into their perceived, future role of information and service providers in a digital scholarly communication infrastructure. For instance, eMonographs enable remote and simultaneous use, which is a clear advantage for both the library and the scholar, and contributes to accessibility and efficiency. Research funders and universities largely share this position.

The position of publishers on this matter is less univocal. Academic presses tend to favour both the development of eMonographs and Open Access, under the condition that a business model will arise that makes this practice feasible and economically viable. Commercial publishers are hesitant, pointing to the existence of a still substantial print market and a few outright refusals by some users in particular disciplines to switch to the digital. Other publishers have brought the present structure of the publishing industry into the discussion as well. They suggest a new role for publishers, as academic content providers and developers of services for the scholarly community in the different fields and disciplines, using the broad array of possibilities digital technology has to offer. None of them expects that the role of the publisher will disappear in a digital future, a position shared by the majority of other actors in the field of scholarly communication. Organizing independent peer review and performing crucial editing functions remains necessary in the future.

Contested Fields and Disciplines

It appears that scholarly communication and academic publishing are – more than ever – contested fields, where new developments and possibilities, produced by changes in information and communication technology, form the basis of discussions and even disputes about the culture, politics and economics of scholarship, science, and academic publishing.

The main obstacles for the development of Open Access eMonographs in the HSS are cultural and institutional. A certain number of scholars in different disciplines and fields still express great hesitation with regard to eMonographs as the equivalents of paper-based publications in terms of quality and prestige. Since the web is the context in which eMonographs will be accessed, many scholars presume that quality cannot be guaranteed, given the wide range and quality of information available online. A similar argument is made about publishing in Open Access, implying that it does not apply the same quality standards as traditional print publishing. However, many scholars consider this as a temporary and perhaps even a generational problem, which may disappear as time passes and as new practices develop. That does not prevent it, however, from being an obstacle for digital development in the present age.

As a result of this, there is a kind of institutionalized skepticism within HSS towards eMonographs published in Open Access. They are considered less important and prestigious on a scholar's record and only contributing minimally to their reputations compared to print publications. They therefore add less value to academic career perspectives and have a limited value in the acquisition of research funding. Digital, Open Access publications are not yet as recognized as print publications in a traditional regime of paid-for printed books. However, this is, as we have mentioned, seen as a temporary issue that may change when eMonographs published in Open Access becomes a more common practice and proves that it can produce high quality scholarly content and have a significant influence in various disciplines. However, for the time being, it puts constraints on the development of this new publishing platform.

Scholars, Fields and Formats

The book as a media format still fits into the HSS culture. A monograph, be it print or electronic, provides the necessary space to unfold an extensive and sustained argument. However, this homology between field and format is not pertinent in all disciplines. Research findings indicate that for fields as different as media studies and linguistics the journal article is a suitable publication format and its use is on the rise.

eMonographs and Open Access publishing are only illustrations of the turbulent context that present-day scholars find themselves in. There has been a proliferation of both print and digital channels and platforms distributing and providing access to scholarly information. There is increasing pressure on scholars today to publish, to sustain their careers, and to improve their chances of acquiring additional funding. The urge to publish is obvious, whereas the time available for reading decreases, in a situation of the ever-expanding availability of information. This produces a need for selection and the filtering of relevant information for scholars. Scholars have indicated that a good search function is a prime requirement for them in terms of an extra-service provided as part of an online library of monographs. They would also like to have the option to download eBooks from a library and they also appreciate services that connect texts, like 'forward linking', which enables them to assess a publication's use after it has been published.

As different modes of information sharing, print and electronic publications perform different roles for scholars. They use print mainly for in-depth study, whereas electronic is more often used for consultation purposes, where they dip in and out of the content. It is not clear if this situation will persist, implying a possible development towards a hybrid situation (use of both print and electronic), or that screen reading will become common practice as the usability of electronic reading devices improves.

Although scholars remain the main source of and target for scholarly information exchange, with the proliferation of Open Access publications, a broader audience will also be able to take advantage of them. A group of forerunners among HSS scholars are already using digital applications extensively. They expect many changes in scholarship and research practice once the various applications and services are available and widely used, ranging from digital data mining to enhanced publications and science blogging. Science blogging allows scholars to share their findings and thoughts directly with the audience, providing a sense of immediacy and topicality unimaginable in the formal context of scholarly publishing. This and other uses of informal, direct and web 2.0-based forms of informal scholarly communication is on the rise within HSS, although it is not evenly distributed amongst all fields and is, in some cases, strongly contested. At the same time, there are many scholars that kept their distance from all things digital. Moreover, the survey part of this project indicates that 30% of (HSS) scholars have hardly any understanding of what Open Access is. Nevertheless, both those with and without specific knowledge concerning Open Access publishing prior to the survey, have indicated that they value the positive effects of Open Access and eMonographs on accessibility and the dissemination of their work. In terms of their intellectual property, their main concern is the integrity of the texts they produce; in general, they are not very inclined to restrict access to their work.

Digitization, Open Access and Structural Changes

Digitization of monographs and the advent of Open Access mark a new phase in the changing structure of academic publishing, where not only the role and position of scholars, but also those of publishers, academic libraries, universities and other funding agents are subject to change.

Publishers have made a significant contribution to innovation in scholarly communication through the development of eJournals, accessible for scholars through licenses acquired by academic libraries. Academic publishers realized an attractive business opportunity by offering journal content in a digital format to libraries. The development of the eMonograph, however, was inspired by a different motive: a crisis in print media.

The move to digital, both in journals and monographs, changed the role and ambitions of academic libraries. Libraries do not want to be seen as mere conduits for publishers' digital products and services. They are increasingly evolving into information service providers for faculty and students, developing services for their customers within their institutions in a combination of on-site and online services. Moreover, they aspire to supporting their university staffs in their ambitions to publish digitally and they want to provide optimal access to their works, as they in turn attempt to raise their positions in citation indexes. Making publications available electronically in Open Access through their institutional repositories is one way of achieving this goal.

Open Access has an additional effect on the roles of different actors in the publishing world. Both libraries and funding agents (universities, science foundations

and scholarly bodies) have urged for Open Access publishing in their efforts to recapture part of the profits from eJournal publishing that currently end up in the pockets of publishing firms. This argument is of limited value in the case of HSS monographs because they are, across the board, not even remotely as profitable as journals are. In many cases, HSS monograph publishing has become a loss-leading activity in the age of print. In this context, publishers as well as libraries and funding agents are open to experimenting with new business models. In many of these models, in which Open Access is a constitutive element, funding agents have become increasingly important. When authors or research funding institutions pay the costs of publishing upfront (in an author-pays model), funders acquire a more prominent role. When that institution is the university, academic libraries figure prominently in the new set up, as present empirical examples show. This new configuration may have structural implications for the role of publishers, evolving from developers and marketers of scholarly content among academic libraries, to providers of services to the scholarly community, ranging from the organization of peer reviews, and editorial and technical support, to added value services enabling advanced search functions and enhanced publications, among other things.

Values and Mission

The system of scholarly communication serves a set of core values. As the findings in this study indicate, quality and accessibility are the main values cherished by this community. The system's mission, as appears from this research, is to provide broad and perpetual access to the best scholarship in an efficient, effective, and trusted way. Dissemination and the sharing of knowledge among scholars and the broader society, as well as certifying the quality of scholarly work and those responsible for it, are key requirements for this system. It should serve scholarly and scientific development as well as social, cultural, and economic progress. Therefore, it is necessary to bridge the gap between scholarly practice and society. Open Access publishing of eMonographs contributes to this goal. Scholarly progress requires a rigorous system of quality selection. It identifies the best scholars and scholarship and serves as a filter and selection mechanism, not only for scholarly information, but also for candidates, institutions, and research themes funding agents want to support financially. For that reason, the members of the European HSS community have defined a rigorous system of quality selection, based on peer review, as a crucial element for the success of Open Access publishing of eMonographs.

Experimenting for the Future

Although present developments in scholarly communication in HSS point to the increased importance of ePublishing and the advent of Open Access, only the contours of a new publishing practice for monographs have thus far been outlined. Those concerned with communication in HSS have voiced uncertainty about the future models underlying a potential new practice of monograph publishing in their fields. Experimenting with new models and practices, on a flexible learn-as-you-go basis is essential for saving and transforming the monograph from a (print) publishing model that is no longer sustainable.

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1 Introduction

1.1 Background: The OAPEN Project

Open Access Publishing in European Networks (OAPEN) is a 30-month target project co-funded by the EC within its eContentplus Program to develop and implement an Open Access publication model for peer reviewed academic books in the Humanities and Social Sciences (HSS). The OAPEN consortium consists of seven scholarly publishers and two universities in six European countries and is coordinated by the Amsterdam University Press. The publishing partners are all scholarly presses predominantly active in the Humanities and Social Sciences (HSS) and book publishing. The project aims to achieve a sustainable European approach to improve the quantity, visibility and usability of high-quality Open Access content and foster the creation of new content by developing future-oriented publishing solutions.
The main results of the project are:

1. A sustainable Open Access *publishing process* dedicated to academic works in HSS
2. A *publishing platform* primarily dedicated to monograph content in HSS and
3. A networked online *library*. This project, in which European publishers take the initiative to develop an Open Access model geared towards book publishing, is the first of its kind.

1.2 User Needs and OAPEN

For the OAPEN project, research into the users' needs and requirements is essential in order to contribute to a new information infrastructure that balances the interests of the various stakeholders, that is flexible enough to incorporate new services, and that at least matches the quality and security standards of the present systems. Therefore, the main goal of this study is to identify the specific needs of different stakeholders and actors for an Open Access publishing process, a publishing platform and an online library for HSS books. Users are defined here as those involved in the chain of creation, production, publishing, distribution and consumption of scholarly research. For this specific research study we focused on four main groups: scholars, academic libraries, universities and other funding institutions and publishers. Consideration of user needs and requirements is essential to further interaction between system design and users, which will hopefully lead to a properly functioning system. This will ensure that the OAPEN project is able to respond properly to present restrictions and problems in the field of scholarly communication in HSS.

This investigation provides information on what intended users and stakeholders of the OAPEN system value in the present system of monograph publishing and scholarly communication, how they perceive the developments towards an electronic and open access set-up, which values they consider essential and to what extent, and which services they expect as part of the broad offer OAPEN may be preparing. All investigations into user needs as well as current practices serve to provide the developers and designers of the platform with valid and reliable information to offer the best possible access to the academic community and society at large.

1.3 Main Goal of this Report

This report provides information on user expectations for and the working practices within scholarly communication in the HSS, which is affected by digitization and the advent of Open Access publishing. It serves two goals. Firstly, it maps and explains the different perspectives of the different parties involved, on the transition that is taking place in scholarly communication and academic publishing in the HSS, more specifically as far as the future of the monograph is concerned. Secondly, it assesses the consequences of this transition for scholarly communication within HSS and the positions different stakeholders take on this structural change. It seeks to provide recommendations for the development of OAPEN's service concept and the broader system yet to be developed. This project is part of a set of focused studies conducted within the OAPEN project.

1.4 Structure of the Report

The next chapter explains the conceptual framework and the research methods used. Chapter three provides a description of the state-of-the-art knowledge concerning user needs and requirements regarding Open Access monograph publishing in the HSS based on a review of current relevant literature. The chapter presents the relevant information per stakeholder in the process: scholars, publishers, libraries and funding agencies (universities included). Chapter four holds the results of the analysis of data gathered among HSS scholars in May and June of 2009 through an online survey. Chapter five provides the findings of the interviews conducted with some 40 representatives of the various stakeholders in scholarly communication in the HSS and the results of two expert round tables. It investigates the main trends, discusses the importance of different values as they now exist and in the future and it also focuses on the potential of new services to be provided. The final chapter provides the main conclusions.

2 Conceptual Framework and Methodology

The report concerns the needs, expectations and requirements of the stakeholders and intended users of the services to be designed, developed and provided by the OAPEN consortium and its project. It intends to organize and establish a process, which produces digital monographs in HSS, a platform that will be used to publish monographs in OA and a library in which they can be digitally stored and preserved. This new architecture may at least partly replace the present structure and system, which is based on print and is not focused on Open Access. In order to be able to develop a system that fits the needs and requirements of the intended users in the broad community comprised of scholars, libraries, funding institutions and publishers, this specific investigation, being one of the OAPEN focused studies, seeks to answer the following main research question:

What are the specific needs, expectations and requirements of the various stakeholders with regard to an Open Access publishing process for the humanities and social sciences, an eventual publication platform, and an online library to be developed by the OAPEN project?

The different stakeholders or user groups are described in the following sections. Their needs and requirements were analyzed using a conceptual framework based on current notions about the necessary roles a scholarly communication system performs in order to function properly. They were used as a departure point for the definition of core values underlying the scholarly system. This framework is described below. This chapter ends with the introduction of the research methods used and an explanation of how they have been used in the context of this research.

2.1 Users

When sharing their research findings, academics communicate in a myriad of ways. They use both informal and formal ways of communication. They publish their findings in various outlets and in different formats, both in the offline and the online worlds. Scholarly publishing and communication has developed into a business where various players add value. They all benefit in different ways from the communication of the research findings from the author to the reader. This has resulted in a scholarly communication value chain, with different stakeholders having different interests. Academic publishing constitutes a professional industry that caters to the needs of the scholarly community, Therefore, it must be able to adapt to changing scholarly practices and the changing needs of the scholarly community, that results, for instance, from the possibilities of digital technology.

Although roles and functions are not fixed, it is possible to determine four key actors or stakeholders in this system, each of which performs a specific role, adding specific value to the system. These are the scholars, the publishers, academic libraries and funding agencies (including universities).

2.1.1 Scholars

Scholars perform a variety of roles in the scholarly publishing process. First of all, they create the scientific content in their role as authors. Thus, scholars function as writers and citers, those who submit material for publication.[2] But they are also the main targets of scholarly content in their role as readers, constituting the main audience for scholarly publications. Finally, in their role as editors and peer reviewers, they certify submitted publications as part of the system of quality control of scholarly publishing.

2.1.2 Publishers

Publishers take care of the registration of a work by accepting a manuscript as a forthcoming publication, thereby certifying the relationship between the author and the submitted text. They also organize peer reviews and provide an editorial office to ensure the appropriate quality of the content. They control and raise awareness of the dissemination of the content published, using different platforms. They also handle the editing, marketing and distribution of the works, among other tasks. Thus, publishers take responsibility for the organizational aspects of scholarly publishing and assume the economic risks of the author.[3] They add capital, expertise and management skills.[4] Some even claim that it is they who turn information into scholarship.[5] As part of that process, publishers develop brands, such as journal titles, book series but also the company's name, which is associated with particular disciplines and a certain level of quality and prestige. These brands are signposts in the academic information market, representing value for publishers and reputation for authors, thereby appealing to scholars who must publish. While publishers in the past assumed all of these roles, some of them have since been outsourced to third parties or even accepted by others like academic libraries and even scholars.

2.1.3 Academic Libraries

Academic libraries assume a variety of roles. One of their main tasks is the acquisition of relevant publications for their prime customers: scholars, faculty members and students. In that capacity, they operate as gatekeepers who decide which publications should be accessible in the institutions they serve. Academic libraries are thus the main target market for academic publishers, and are the decisive factor for publishers when they are planning new publications, or, in a broader perspective, developing new services and platforms. Furthermore, libraries also provide access to relevant publications to keep staff and students up to date with developments in their respective fields; academic libraries are responsible for the organization of the information available, ensuring that it is easily retrievable and searchable. Libraries have increas-

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[2] Christine Borgman, *Scholarship in the Digital Age: Information, Infrastructure and the Internet* (Cambridge, MA: MIT Press 2007) 69.

[3] Eelco Ferwerda, *De toekomst van het wetenschappelijk uitgeven* (2005) 1-2.

[4] John B. Thompson, *Books in the Digital Age: The Transformation of Academic and Higher Education Publishing in Britain and the United States* (Cambridge: Polity 2005) 314.

[5] Robert Darnton, 'The New Age of the book,' in: *The New York Review of Books*, vol. 46, no. 5 (March 18, 1999) 6.

ingly developed into service providers for their customers, in addition to their roles as collectors and curators. Libraries are also responsible for the preservation of scholarly information for its long-term safekeeping.

2.1.4 Funding agencies

Institutions that fund research are another important actor in scholarly communications. They are chiefly financed by the government but sometimes also by private funds. Their role is to fund the research activities of scholars and universities and fund academic libraries that purchase scholarly publications. The incentive for public authorities to finance scholarship, directly or through universities, lies in the fact that scholarship fosters economic and scientific growth and public knowledge in general.[6] Funding agencies basically provide money for research and receive publicly available knowledge in the form of published publications in return. Thus, they are also very interested in the archiving of scholarly content.[7] In rewarding scholars and institutions with research grants or job contracts, universities and funding agencies use the publication track records as a yardstick for scholarly quality. Peer reviewed scientific publications therefore play a key role in the allocation of research funds. The chances of receiving funding increase as scholars and academic institutions show an increasingly impressive publication list. Universities are also interested in creating and branding research environments by establishing university presses, which they (often partly) fund to publish relevant scholarly output, mostly but not exclusively in the fields that are most important to their institutions. Their motives are diverse: the ability to select the best academic works for publishing, to stimulate scientific development and to brand their university's products. In some exceptional cases, a university press can be a source of profit for a university.

The scholarly communication system, which includes academic publishing, is characterized by its fragile balance between the various stakeholders, albeit one that has been in place for a long time now. A variety of players have traditionally performed the various roles within the system. The balance, which holds the system together, is largely based on the shared values governing the field. Different trends and developments seem to currently be disturbing that balance, at least as far as the publishing of monographs in the HSS is concerned. This results in a complex feeling of anxiety and an urge to change and innovate as will be shown in the following chapters.

2.2 Concepts and Framework

In determining users' needs concerning formal scholarly communication, it is necessary to distinguish the specific roles and aspects that can serve as reference points for our empirical research. Roosendaal, Geurts and Van der Vet,[8] distinguish four crucial roles and functions of formal scholarly communication: *registration*, *certification*, *awareness* and *archiving.*

[6] Matthew Cockerill, 'Business models in open access publishing,' in: *Open Access: Key Strategic, Technical and Economic Aspects*, Jacobs, N., (ed.) (Oxford 2006) 3.
[7] Borgman, *Scholarship in the Digital Age*, 73.
[8] Roosendaal, Hans E., Peter A.Th.M. Geurts, and Paul E.van der Vet, 'Developments in scientific communication. Considerations on the value chain,' in: *Information Services & Use* 21 (IOS Press, Amsterdam 2001) 13-32.

Registration implies the establishment of the author's claim of the moral rights of his publication. Registration takes place at the moment the publisher receives an article or a book manuscript, or when a specific contribution is published in some other medium (for instance, online, on a website or in a (pre-print) repository). *Certification* implies the assignment of a scientific level of quality to the text, as a result of the peer review process. Publishers are responsible for the *dissemination* and *accessibility* of scholarly content, guaranteeing that publications reach the members of the intended audience, using distribution platforms. *Archiving*, which is mostly the task of libraries, ensures that scholarly output is preserved in an organized manner for generations to come.

A role, not mentioned by Roosendaal et al., but of crucial importance in the scholarly communication system, is *rewarding*. It ensures that there are proper incentives to publish for the various stakeholders in the value chain. This role incorporates both monetary and reputational aspects. A distinction is made here between reward (referring to the monetary aspect, mostly concerning publishers) and reputation (referring to fame and prestige acquired, mainly by scholars). Another aspect that can be added to Roosendaal's list of roles and functions concerns the sustainability of the system as such: *economic viability*. Although this is not a role or function of the system itself, it can be considered a sine qua non, that directly influences its operation as well as its outcomes.

First, when we investigate the users' needs and requirements, earlier notions regarding roles and functions have been used to construct a list of core values for the scholarly communication system. Since they are valid in the present circumstances and expect to be so in the future, they proved to be very helpful in discussing the implications of the present transition of scholarly communication involving users.

- Quality
- Accessibility and Dissemination
- Efficiency and Effectiveness
- Reputation and Reward
- Economic viability
- Trustworthiness

These values constitute the conceptual framework that serves both as an overview of the critical aspects of formal scholarly communication for the different stakeholders and as a list of the core values cherished and cultivated by the present system, and probably any future system as well. The various stakeholders in the system perform roles and engage in a number of practices through which they add value to the system. The conceptual themes or values as defined serve as a framework for understanding opinions on, the practices in, and the demands towards the system of formal scholarly communication the various stakeholders have

2.3 Themes and Values

2.3.1 Quality

The quality of scholarly content needs to be ensured within the scholarly communication system. It has to function as a filter that is based on quality in order to stimulate scholars to perform their best. It is a gate-keeping process in which inferior works are

rejected and content of a certain quality is accepted. In scholarly publishing, the peer review ensures that the scholarly contributions that are accepted by academic publishers meet the standards of the respective disciplines. This process of certification thus establishes the quality, validity and authenticity of a registered scholarly claim. Other mechanisms such as citation metrics and the marketing of content through brand of a particular publisher, journal or book imprint, plays an additional role in the establishment of quality. There are other aspects of quality, besides the scholarly aspect, ranging from the quality of editorial services to stability and reliability of media formats and the perceived quality of new formats as well as technological process innovations.

2.3.2 Accessibility and Dissemination

The accessibility of scholarly research is another crucial factor in the development of scholarship. Christine Borgman notes that scholarship is essentially a cumulative process, a process that can only be fulfilled with the wide and rapid dissemination of scholarly findings. The exchange of ideas is essential to scholarship as every work builds on previous works. John Willinsky sees the availability of knowledge as a basic human right (the access principle), closely related to the ideal of Open Science, which considers the sharing of information, of communication and dissemination as the main aspects of science (science as an inherently social activity). In this respect, different types of permission barriers are increasingly contested. Accessibility thus covers economic, technical and legal access.

2.3.3 Efficiency and Effectiveness

An effective scholarly communication system is capable of serving the goals it has been established for. It has to do so in a way that is considered the most suitable by its users and stakeholders. In order to remain effective it has to be flexible enough to cope with changes, both from the outside (seizing the opportunities of digital technologies) and from the inside (accommodating shifts in scholarly praxis) and stable enough to ensure continuity and stability. Effectiveness is closely connected to notions of speed, updateability, ease of access and interconnectedness, among others. Efficiency relates to the resources necessary to operate the system; it requires efficient use of resources. Technological innovations and the development of e-publishing are currently producing major changes in the traditional, mainly print-based, publishing process. Every element in the publishing value chain (including peer review) seems to be affected by these developments. The question is how a sustainable publishing process can be created that is interoperable, stable, and reliable while at the same time maintaining process and production quality standards.

2.3.4 Reputation and Reward

The scholarly communication system needs to ensure that the various stakeholders are compensated, recognized and rewarded for the value they add to the system. There should be a fair balance between the value added by the different stakeholders to the system and the compensations received (directly or indirectly) for these services (value captured). The mixed economy of the scholarly communication system in which some stakeholders primarily pursue public interests and values (in most cases universities, scholars and funding agencies) and some primarily corporate interests (in many cases, private publishers) makes the system both unique and vulnerable at the same time. Despite it fragility, the system has remained remarkably stable. That can be explained by the fact that all of the stakeholders have something to gain from the

system and therefore cooperate within it. Reputation and reward are related to the claim of moral rights, honor, tenure and career advancements, and impact factors (recognition/gift exchange culture), but it can also be measured in monetary terms: wages, profits, grants, funding, and economic and scientific returns for the society at large as requested by funders and public institutions. Reputation is also closely related to brands (universities, presses, libraries) and stimulates competition within the system.

2.3.5 Economic Viability

Economic viability concerns the balance between input and output in terms of investments made and results produced. Formal scholarly communication is largely funded by public funds and grants. Economic viability is therefore framed by the national budget for science and scholarship and the redistribution of the available funds within ministries of education and in turn in academic institutions and funding agents. In that context, the budget that is available for scholarly communication is determined, which constitutes the budgetary preconditions in which the system has to operate. The opportunities created by the digital revolution along with a possible strategic realignment of the key functions and positions in formal scholarly communication in new publishing models, create a demand for new financial and funding schemes. Due to market developments in the area of scientific publishing, the position of scholarly monographs in the domain of the HSS has grown increasingly problematic. This has resulted in a decline in the number of HSS monographs being published. The present economic model is under pressure, creating increasing difficulties for HSS monograph publishing. The digital developments may offer various kinds of potential print and distribution cost reductions, POD, digitization of workflow and subscription management, amongst others. However, the production of the 'first copy' (the costs of subsequent copies of digital products are very low) and the support and organizing of the peer review process must also be paid for. Different kinds of business models or funding opportunities are possible in a new system that 'broadens access, reduces costs, and enables open sharing of content.'[9] Economic viability is an issue here.

2.3.6 Trustworthiness

A scholarly communication system needs to be stable, reliable and trustworthy in order to function properly. Notions of trust are closely connected to traditions and brands, and the promises of continued quality. Trust is also established by the ongoing accessibility of the scholarly content via a reliable preservation and curatorial system, guaranteeing perennial access to scholarly content. Trust is also related to the stability of the content of a scholarly publication, where the content is much more malleable in a digital format than in a print format. With the rise of technological and digital innovations, as well as new business models, the amount of trust reflected in a system is subject to change. The perception of trustworthiness needs to be sustained (and extended by new criteria) in a new system of formal scholarly communication.

[9] L. Brown, R. Griffiths, M. Rascoff, and K. Guthrie, *University publishing in a digital age*: Ithaka (2007) 4.

2.4 Research Phases and Methods

This research into users' needs and requirements with regard to scholarly communication, at present and in the future, consists of three parts:

- An overview of insights as reflected in recent literature
- An online survey among scholars in the Humanities and Social Sciences
- Interviews with 40 stakeholder representatives in six European countries and two expert round tables.

The findings of the survey of relevant literature, as presented in the next chapter, have been structured along the lines of the different stakeholders: scholars, publishers, academic libraries and funding agents (universities included). They provide an overview of the state of the art of user research concerning Open Access and eBooks. It focuses on user's opinions and needs concerning formal scholarly communication, specifically for monographs in HSS in an Open Access environment. A variety of recent reports and literature concerning user expectations has been investigated. Reports from major research institutions such as the European Commission, SURF, JISC, Ithaka, SPARC, and CSHE, amongst others, and of commercial enterprises that have conducted research on some or all of the stakeholders' (contrasting) needs, roles and positions in the process of scientific communication and publishing, have been analyzed. Using these reports and other sources, the main trends in the field of scholarly communication are analyzed to establish how roles are changing and positions are shifting under the influence of digitization and how this affects the demands of the various actors. This has resulted in a synthesis of existing studies on the subject.

For the online survey, the round tables and the interviews, the values and themes previously presented, were subdivided into different sub-themes on which the specific survey or interview questions as well as discussion topics were based. These were complemented by more contextual questions, in the case of the interviews concerning the general trends and developments according to the interviewees. They were used to collect the perceptions, expectations and requirements various actors have concerning scholarly communication or constitutive elements of it. The results constitute the present state of thinking in the European HSS publishing community concerning scholarly communication and its future, specifically concerning monograph publishing in the digital era. In that capacity, they provide essential input for the developments and designs that OAPEN wants to implement.

The online survey focused on Open Access publishing in the Humanities and Social Sciences and covered the period from May until June 2009. Humanities and Social Sciences scholars were invited to participate in the survey. Ultimately, 254 scholars in 33 countries responded to the direct mailings and communications using various platforms. The survey consisted of multiple-choice questions that focused on users' needs and views regarding the publication platform, the digital format and the online library that OAPEN plans to develop for HSS monographs in an Open Access environment. It also addressed the publishing process and the underlying values of scholarly communication.

The results of the interviews and round tables starts with an overview of trends and developments, followed by a reflection on the six themes and values and ends with a summary of the needs and requirements concerning specific services to be provided as

part of a digital publication system. The in-depth interviews with representatives from the different stakeholder groups were conducted in six European countries. The selection of relevant candidates was made by the OAPEN consortium partners who also conducted the interviews and handled the transcriptions. These were analyzed by Leiden University researchers in the Netherlands who also serve as the authors of this report. A total of 39 interviews were conducted by six different (native) interviewers. A basic interview scenario was developed based on the conceptual themes and values and the selected research questions, which were adapted to the various stakeholder groups. A short introduction to the interview, its goals and some handouts on the values and different OA business models were sent to each of the candidates in advance. The interviews were mostly conducted in English, although some were conducted in the interviewee's native language and translated into English.

The roundtables were held during expert conferences. The first was held during the Academic Publishing in Europe Conference in Berlin in January 2009. The focus was on services for the digital monograph and the added benefits of an Open Access environment for the development of the digital format in the Humanities and Social Sciences. The participants were all publishers, both commercial and not-for-profit, from various countries. Statements from the participants were gathered in advance and the session was audio recorded and transcribed. The second roundtable was held during the Academic Publishing in the Mediterranean Region Conference in Florence in March 2009. The focus here was on the benefits of both print and digital formats for the HSS and new forms of institutional cooperation. The participants represented all of the stakeholder or user groups: universities and funders, publishers, librarians and scholars, primarily from Italy due to the regional character of the conference. Statements from the participants were again gathered in advance and the session was audio recorded and transcribed.

3 Monographs in the Digital Era

3.1 Introduction

To recapture the present state of knowledge concerning the present and future roles of Open Access and eBooks within the scholarly publishing environment, a large collection of studies into this phenomenon were collected and analyzed. In this chapter, the most relevant findings and conclusions are reviewed and discussed. The findings of this survey of relevant literature are structured along the lines of the different stakeholders: scholars, publishers, academic libraries and funding agents (universities included).

3.2 Scholars

If one is to reflect on the needs, demands and views of Humanities and Social Sciences (HSS) scholars, one needs to take into account that the HSS community does not constitute a homogenous field. Not only is there a difference between how Humanities scholars *conduct* their research compared to Social Scientists, this difference is also reflected in their *publication preferences* (the first preferring monographs, the second preferring journal articles). The HSS as a whole again exhibits a significant range of differences when it comes to their members' interests and needs in comparison with those of their colleagues in the field of Science Technology and Medicine (STM).[10] Studies by, among others, Jennifer Wolfe Thompson show that Humanities scholars continue to fit into their so-called 'traditional' field profile, using large numbers of primary sources; and when they use secondary sources, they are mostly drawn from a broad age spectrum. Humanities scholars prefer to work alone and their work can be characterized as having an 'individual approach,' in which the individual scholar's interpretations are considered the most important aspect of the work. These scholars tend to rely heavily on the monograph format for their primary and secondary sources. Meanwhile, the scholarly article in the Humanities remains a significant source (even increasingly so). However, both seem to fulfill different functions (analysis of primary texts versus critical dialogue).[11] The Social Sciences and the more data-oriented Humanities (i.e., linguistics) increasingly take an in-between position, mirroring the STM field profile in some ways (more article prone, collaborative research) but they also have some Humanities profile traits as noted above.

Strangely enough, considering the continued importance of the monograph format for both Humanities and Social Sciences research, not much formal research has been conducted on the relationship of this specific format to the user needs of HSS scholars.[12] However, more recently, a number of studies have appeared that were based on surveys and interviews about books in the digital age, most importantly by the UK-

[10] Malcolm Heath, Michael Jubb and David Robey, 'E-Publication and Open Access in the Arts and Humanities in the UK,' in: *Ariadne*, Issue 54 (January 2008). For the differences in Open Access uptake between HSS and STM, see, for instance, Gary Hall, 'The Impact of the Humanities: or, What's Next for Open Access,' Paper delivered at Berlin 5 Open Access: From Practice to Impact: Consequences of Knowledge Dissemination (2007) 3.

[11] Jennifer Wolfe Thompson, 'The Death of the Scholarly Monograph in the Humanities?,' in: *Libri*, 2002, vol. 52, 121-136.

[12] This is the opinion of, amongst others, Peter Williams, Iain Stevenson, David Nicholas, Anthony Watkinson and Ian Rowlands, 'The role and future of the monograph in arts and humanities research,' in: *Aslib Proceedings*, vol. 61, no. 1 (2009) 3-4.

based institutions JISC (Joint Information Systems Committee) and CIBER (Centre for Information Behaviour and the Evaluation of Research), and by eBook platforms like Ebrary. Consortia like the ARL (Association of Research Libraries), CARL (Canadian Association of Research Libraries) and SPARC (Scholarly Publishing and Academic Resources Coalition) and commercial publishers like Springer have also released reports on this topic.[13] And, of course, on a more formal level there has been John Thompson's influential book, *Books in the Digital Age* (2005) and more recently, Gary Hall has also reflected upon the importance of the monograph format for the Humanities when discussing the consequences of Open Access for the future of Cultural Studies in his book *Digitize this book!*.[14]

What becomes clear from these kinds of sources is that the monograph format is still deemed very important regarding the career perspectives of HSS scholars. A recent CIBER/UCL study, based on in-depth interviews with UCL (University College London) Arts and Humanities faculty members, in fact, confirms that the monograph is still considered as a prerequisite for promotion to senior academic posts.[15] This was also the conclusion of a 2004 study by Blaise Cronin and Kathryn La Barre, which surveyed tenure and promotion criteria in university departments of literature and language in the US and a study by Diane Harley et al., which was based on interviews with UC Berkeley scholars.[16] The monograph is also considered essential to the development and formulation of a complex argument or a prolonged set of thoughts.[17] The special merit and attraction of the book for HSS scholars thus lies in its complexity and multifaceted nature. When it comes to the major reasons or motives for why HSS scholars publish their research, Colin Steele, referring to a 2002 ALPSP study, stated that most scholars see the dissemination function as their main incentive for publication. HSS scholars create scholarly monographs mostly because it allows them to communicate with their peer group (33%), as well as enhancing career advancement (22%). But they do not mention financial reward as a motive. Publications in highly cited series or journals are preferred, in which the brand name is of the utmost importance.[18] The claiming of moral rights and the reward structure, which is also implicit in the system of scholarly communication, offer extra incentives for scholars to disseminate their research beyond the aforementioned communication of information to one's peers. [19]

Currently, there is a widespread feeling that the present system of scholarly communication and publishing is threatening the availability of scholarly monographs and thus

[13] For a list of the reports of these consortia, institutions and companies used in this report, see bibliography.
[14] John B. Thompson, *Books in the Digital Age* (Cambridge: Polity 2005). Gary Hall, Digitize this Book!: The politics of New Media or Why we Need Open Access Now (Minneapolis: University of Minnesota Press, 2008).
[15] Williams et al., 'The role and future of the monograph in arts and humanities research,' 11.
[16] Blaise Cronin and Kathryn La Barre, 'Mickey Mouse and Milton: book publishing in the humanities,' in: *Learned Publishing*, vol. 17, no. 2, 1 April 2004, 85. C. Judson King, et al. *Scholarly Communication: Academic Values and Sustainable Models*. Center for Studies in Higher Education, University of California, Berkeley. (July 27, 2006), 6.
[17] Williams et al., 'The role and future of the monograph in arts and humanities research,' 11-12.
[18] Colin Steele, 'Phoenix rising: new models for the research monograph?,' in: *Learned Publishing*, vol. 16, no. 2 (April 2003) 115-116. Referring to a 2002 ALPSP study: Association of Learned and Professional Society Publishers & Key Perspectives Ltd. (2002). *Authors and Electronic Publishing: The ALPSP research study on authors' and readers' views of electronic research communication*. West Sussex, UK. Also see Mary Anne Kennan and Karlheinz Kautz, 'Scholarly publishing and Open Access: searching for understanding of an emerging IS phenomenon,' in: *Proceedings ECIS 2007 – The 15th European conference on Information Systems* (St. Gallen, Switzerland 2007) 4.
[19] Williams et al., 'The role and future of the monograph in arts and humanities research,' 11-12.

makes it problematic for researchers in HSS to communicate in an efficient manner.[20] From an access point of view, the scholarly monograph is suffering, according to, amongst others, Colin Steele, because the serials crisis in publishing, accompanied by rising prices for journals and shrinking library budgets, has led to a decline in the purchasing of monographs by libraries, especially in the field of HSS, and consequently this has caused a decline in the publication of HSS monographs.[21] Furthermore, there is less interest from the publishers' point of view in specialized monographs, where scholars are increasingly rewarded for scholarship that is specialized in character and in this way a real contribution to their specific fields.[22] This means that the monograph from a market perspective will probably cease to be a valuable asset, as John Thompson has noted.[23] Questions are thus being asked about the effectiveness of scholarly monographs, for as Steele has pointed out, at this rate they will end up being more of 'a physical symbol of tenure and promotion than an asset to scholarly communication.'[24] The digital revolution has also caused some new access problems, mainly concerning copyright restrictions, specific licensing schemes and DRM for eBooks, which is being used as a restrictive mechanism by many publishers to limit access. This, together with the above-mentioned serials crisis, is threatening the access to and dissemination of scientific research (which also influences its quality[25]) in HSS. This may be detrimental to the academic field, especially in the current information age, and may end up endangering the position of HSS in the emerging knowledge society.

However, as Paul Ayris stated in a keynote speech, the serials crisis can also be seen as a challenge, a challenge to use modern technologies more effectively and thus ensure that Arts and Humanities research is better disseminated and thus gains greater visibility.[26] More and more eBooks are finding their way onto the Internet. There are increasing numbers of new e-readers popping up and the popularity of Amazon's Kindle, for instance, offers new perspectives. Primary sources and out-of-print books are being digitized in library digitization programs and en masse by Google Books. Even more, the Internet offers a wide variety of improved search options and specialist search engines aimed specifically at scholarly material.[27]

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[20] Colin Steele mentions a list of relevant sources indicating the decline of the scholarly monograph at the Liblicense mailinglist: http://www.library.yale.edu/~llicense/ListArchives/0509/msg00133.html.

[21] Colin Steele, 'Scholarly Monograph Publishing in the 21st Century: The Future More Than Ever Should Be an Open Book,' in: *The Journal of Electronic Publishing*, vol. 11, no. 2, (2008). This is confirmed by the figures presented by, amongst others, Greco and Wharton who state that average library monograph purchases have dropped from 1500 in the 1970s to 200-300 currently. Thompson estimates that print runs and sales have declined from 2000-3000 (print runs) in the 1970s to 50% of that total, selling less than 500 and the majority now selling less than 750. Greco, Albert N., Wharton, Robert Michael, 'Should university presses adopt an open access [electronic publishing] business model for all of their scholarly books?' *ELPUB2008. Open Scholarship: Authority, Community, and Sustainability in the Age of Web 2.0* – Proceedings of the 12th International Conference on Electronic Publishing held in Toronto, Canada 25-27 June 2008 / Edited by: Leslie Chan and Susanna Mornati, 154. Thompson, *Books in the Digital Age*, 93-94.
For other figures of declining monograph sales, see Steele, 'Phoenix rising: new models for the research monograph?,' 11-112.

[22] Thompson, *Books in the Digital Age*, 177, Gary Hall, *Digitize this* Book!, 42.

[23] Ibid., 191.

[24] Colin Steele, *The Future of the Academic Monograph?*
http://www.library.yale.edu/~llicense/ListArchives/0509/msg00133.html.

[25] Williams et al., 'The role and future of the monograph in arts and humanities research,' 6.

[26] Paul Ayris, *The Future of Scholarly Publication*, PowerPoint delivered at a conference on copyright regulation in Europe (EU-wide conference on science- and education-friendly Copyright regulation in Europe) held on 14-15 November 2008 in Berlin.

[27] Alma San, *Key Concerns within the scholarly communication process*. Report to the JISC scholarly communications group (March 2008) 32-33.

If we look at the positive consequences of the transformation of the monograph from print to digital format, a few things stand out. As John Thompson notes, the new technologies add value to content in different ways: they provide ease of access, updateability, scale, searchability, intertextuality and the multimedia option.[28] A report of the eBook national observatory project from JISC, conducted by UCL/CIBER, established a list (based on open-ended survey questions) of the main benefits of eBooks. The top five benefits were 24/7 online access followed by searchability, cost, portability and convenience.[29] Interviews conducted by King et al. mention eBook benefits such as 'the ability to reach a larger audience, the possibility of more rapid publication even when peer reviewed, the ability to search within and across texts, and the opportunity to insert multimedia and make use of hyperlinks.'[30] Another possibility for eBooks is the creation of interactive publications, with the added benefits of comments and responses. Enhanced or enriched publications, to which the primary data and/or multimedia-files are added, are also a new possibility.

Moreover, scholars increasingly rely on electronic resources for their information retrieval. Their expectations have also grown in this respect, as scholars demand permanent access from any location. Many sources have stated that researchers, regardless of their field, would love to have (more) eBooks. They also feel that there is a lack of availability at university libraries.[31] Accessibility to eBooks in libraries is still very limited and libraries are unable to keep up with demand.[32] As the JISC eBook observatory project shows, more than 60% of the academic population is already using eBooks and noted that it is a 'central part of their information experience.' There is also a discernable trend towards more screen reading. More than 50% of the scholars have stated that they are already reading solely on screen.[33] Their reading behavior has, however, changed to that of a scanning nature; scholars tend to 'dip in and out' during their online reading.[34] Online reading is also characterized by a lower attention span, because, although scholars read more articles, they tend to spend less time reading any one article, according to another JISC/British Library study.[35] There is a trend towards more screen reading, and there is also a trend towards more multimedia pub-

[28] Thompson, *Books in the Digital Age*, 318. Williams et al., 'The role and future of the monograph in arts and humanities research,' 7.

[29] CIBER. 'Textual analysis of open-ended questions in eBook national observatory survey,' UCL/CIBER, (20 May 2008) 3.

[30] King, et al. *Scholarly Communication: Academic Values and Sustainable Models*, 7. Leigh Estabrook, 'The Book as the Gold Standard for Tenure and Promotion in the Humanistic Disciplines' (2003), 11.

[31] CIBER, *Textual analysis of open-ended questions in e-book national observatory survey*, 7, 11.

[32] Caren Milloy, *JISC national e-books observatory project e-books project first user survey a4 final version*, 3. See also, Swan, *Key Concerns within the scholarly communication process*, 41.

[33] Milloy, *JISC national e-books observatory project*, 3. CIBER's Superbook project also shows that eBook users prefer to read on screen: with 48% read solely on screen, 13% read only paper, while 39% say it depends. Ian Rowlands, David Nicholas, Hamid R. Jamali and Paul Huntington, *What do faculty and students really think about e-books?* CIBER, University College London (2007) 9. Springer's eBooks survey shows usage figures of eBooks at between 58% and 80%, but offers no additional information about screen reading behaviour. Springer, *EBooks, the end-user perspective* (2008). White paper produced by Springer, 3.
The JISC report on the behaviour of future researchers confirms these figures, but quotes slightly higher figures. Rowlands, Ian and Fieldhouse, Maggie, *Information behavior of the researcher of the future. Trends in scholarly information behavior.* A British Library / JISC Study (7 September 2007) 15.

[34] Rowlands and Fieldhouse, *Information behavior of the researcher of the future*, 15. This indicates that a large amount of power browsing and downloading is occurring. The JISC indicates thateBooks are being used in a way that perhaps indicates that eBooks are not used as a substitute for printed books. 85% of users are spending less than one minute per page. Lorraine Estelle, Caren Milloy, Ian Rowlands, Hazel Woodward, *Understanding how students and faculty really use eBooks: the UK National E-books Observatory*, Paper delivered at ELPUB Conference 2009, 5.

[35] Rowlands and Fieldhouse, *Information behavior of the researcher of the future*, 4.

lications on the web. This directly reflects the role of the scholarly community as producers or authors of scholarly products. The creation and production side has not yet changed as dramatically as the consumption side, although the non-profit scholarly technologies research group Ithaka foresees a future when scholars will work in collaborative electronic research environments, and the number of experiments with virtual knowledge environments (VKSs) will continue to rise in the Humanities.[36] According to Alma Swan's research based on author's attitudes in STM research, Web 2.0 technologies could play a major role in quality control, since the scholarly community is dissatisfied enough with the current peer review system. The trend is towards more 'ongoing, discursive, collaborative approaches to judging contributions to a field.'[37] The Ithaka report also states that informal online communication is increasing between scholars. As scholars begin to rely more and more on these informal channels as a means of disseminating and communicating research results, the boundaries between formal and informal publications, will continue to blur.[38] As Swan has stated, these informal communication channels, such as blogs and wikis, are increasing in stature and are increasingly perceived as a place to share and find high-quality scholarly material.[39] However, recent research by Oppenheim and Rowland reveals that scholars deem traditional peer review as an essential function of scholarly communication and they don't foresee much change occurring in the current system for the coming five years.[40]

The peer review system continues to be perceived as the hallmark of quality content; it is the most important detail for authors, with 90% of them stating that it is *very important* and 98% saying it is either *very important* or *important*, according to the JISC Journal author's survey report.[41] Peer reviews, during a time when pretty much anything can be published on the Internet, function as a quality selection mechanism and as a filter mechanism to help a researcher decide what to read. Since there is a lot of 'noise' and low quality content on the Internet, peer reviews also save researchers a lot of time that they would otherwise spend separating the useful from the useless information.[42]

One of the main drawbacks of the digital medium –especially concerning eBooks – is that at present many scholars in HSS find eBooks difficult to read. The CIBER/UCL report based on interviews with faculty at UCL lists the main disadvantages of the electronic form as 'hard to read on-screen; hard to get overview of contents, not possible to browse, and one can't "home in" on a particular page'.[43] An important aspect of the scholarly community when it comes to the adoption of new technologies is that scholars tend to be a conservative group, as Swan and Brown pointed out in the

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[36] Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 4. Experiments amongst others with collaboratories in the Humanities in the Dutch SURF tender projects on collaboratory research: http://www.surffoundation.nl/nl/themas/openonderzoek/collaboratories/Pages/default.aspx.

[37] Swan, *Key Concerns within the scholarly communication process*, 60.

[38] Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 3-5.

[39] Swan, *Key Concerns within the scholarly communication process*, 12.

[40] Charles Oppenheim, Fytton Rowland, *Scoping study on issues relating to quality-control measures within the scholarly communication process*, Paper delivered at ELPUB Conference 2009, 1.

[41] Alma Swan and Sheridan Brown, *JISC/OSI Journal authors survey report* (2004) 51.

[42] Diane Harley et al., *Draft Interim Report. Assessing the future landscape of scholarly communication: an in-depth study of faculty needs and ways of meeting them* (May 2008) 2.

[43] Williams et al. 'The role and future of the monograph in arts and humanities research,' 17. The open questions section of the CIBER/UCL report mentions other drawbacks , see: CIBER, *Textual analysis of open-ended questions in e-book national observatory survey*, 17.

JISC/OSI Journal authors' survey report.[44] For instance, when it comes to the thorough study of monographs, scholars still tend to rely on the traditional printed format, the Ithaka report concluded. This is similar to the result of the JISC study, which states that online reading has a shorter attention span.[45] The figures from both the JISC eBook Observatory and the CIBER Superbook confirm this.[46] The shift away from printed matter has been less evident in the Humanities and eBooks are still not an essential aspect of their research.[47] Furthermore, few Humanities journals are available online (although this is changing rapidly). This strong reliance in the HSS on print is combined with the view that printed matter has more status, as was shown in JISC's key concerns study.[48] Thus, there is also a strong cultural attachment to print in the HSS.[49] This may be an essential aspect of the HSS 'culture,' where the reliance on, and importance of, print has decreased dramatically in other fields such as STM. One of the differences may have to do with the fact that, the stature of the well argued hypothesis in the HSS is still more important than the priority or speed of claims, where in the field of STM publications it seems to be the other way around. This may also explain why the necessity to adopt a *faster* means of scholarly communication remains less urgent in the HSS than in other fields. Many researchers still consider electronic-only publications as of the equivalent of publishing something without peer review. Even those who were aware of the fact that electronic-only journals also have full peer reviews were concerned that the people who decide their careers were not, according to King.[50] The CIBER/UCL interviews confirm that many researchers feel that the Internet is not a good place to find authoritative material because of the high level of poor quality information.[51]

As Colin Steele has remarked, some in the academic community have also voiced their concerns about the complexities of electronic copyrights, digital rights management (DRM) and the electronic distribution of eBooks.[52] There are also the worries about the costs of electronic publishing and the longevity of electronic materials, which may make them less reliable than their print equivalents.[53]

When it comes to the consumption of digital resources, although online reading is on the increase, print still accounts for more than half of the articles read each week. As stated above, eBooks are mostly seen as supplementary material to printed matter.[54] The eBook also serves another function as a reference work that supplements print media, which accommodates more thorough research and contemplation.[55] Further-

[44] Swan and Brown, *JISC/OSI Journal authors survey report*, 71.

[45] Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 9. Rowlands and Fieldhouse, *Information behavior of the researcher of the future*, 4 and 15.

[46] Heath, Jubb and Robey, 'E-Publication and Open Access in the Arts and Humanities in the UK.'

[47] Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 18. Williams et al. 'The role and future of the monograph in arts and humanities research,' 13.

[48] Swan, *Key Concerns within the scholarly communication process*, 13-14.

[49] Williams et al. 'The role and future of the monograph in arts and humanities research,' 9.

[50] King, et al. *Scholarly Communication: Academic Values and Sustainable Models*, 4.

[51] Williams et al. 'The role and future of the monograph in arts and humanities research,' 17-18.

[52] Steele, 'Phoenix rising: new models for the research monograph?,' 115. See also CIBER, *Textual analysis of open-ended questions in e-book national observatory survey*, 18.

[53] Estabrook, 'The Book as the Gold Standard for Tenure and Promotion in the Humanistic Disciplines,' 11.

[54] Users found different and supplementary applications for eBooks and hard copy and wanted to benefit from both: CIBER, *Textual analysis of open-ended questions in e-book national observatory survey*, 17.

[55] CIBER, *Textual analysis of open-ended questions in e-book national observatory survey*, 19-20. See also: Lorraine Estelle, Caren Milloy, Ian Rowlands, Hazel Woodward, *Understanding how students and faculty really use eBooks: the UK National E-books Observatory*, Paper delivered at ELPUB Conference 2009, 5.

more, when one looks at HSS research, the traditional scholarly communication norms in HSS are not seen as fitting into the demands of cyber-scholarship, which are based on collaboration, sharing, re-use and data abundance, and finds its natural research environment entirely on the Internet. This kind of research doesn't need any barriers to access as Alma Swan has pointed out.[56] There is a discernible tension in this respect, between the traditional system and the new praxis in the academic community. This is especially true with scholars who want to create enriched or enhanced publications. In these situations, scholars have observed that they lack motivation because there is no discernible reward structure for increased investments.[57]

An Open Access publishing system, which expands the use of electronic capabilities, offers the possibility of providing wider access to scholarship and thus to monographic content. The future of the monograph could be more positive, according to Colin Steele, if scholars and other stakeholders in the arena of scholarly communication were more willing to embrace the concept of open scholarship in the digital age via new media.[58]

As the summary of JISC's journal author's survey showed, scholars are generally very positive about making knowledge available for the 'public good', which is already happening via Open Access models. This is especially important when one considers the high price of print journals. The principle of free access for all readers is seen as the main reason for Open Access publishing. Open Access publications are also considered faster and might possibly have a higher citation count. Interestingly enough, scholars who have not yet published Open Access material have exactly the opposite expectations, viewing Open Access as slower, with a smaller audience and fewer citations.[59] As the JISC journal author's survey shows, accessibility of research is almost as important to scholars when they are cast in the role of readers as is peer review. What is important here is that availability does not mean accessibility, because available online material may still be limited to subscription access and may thus remain inaccessible to many scholars (i.e., in Third World countries or simply in cases where a library doesn't have a subscription). Scholars consider this a significant problem, because a lot of material may be out there but not accessible.[60] The scholarly community's changing needs and practices seem to conflict with the access and permission barriers of the (current) copyright and subscription systems. The question is, whether these systems will remain sustainable in the digital age and whether they will continue to stimulate the protection and development of science as they did in the print era. King's report on scholarly communication shows that many scholars perceive Open Access journals as having low levels of quality control such as a peer review system.[61]

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[56] Swan, *Key Concerns within the scholarly communication process,* 18.

[57] Saskia Woutersen-Windhouwer and Renze Brandsma, *DRIVER, Digital Repository Infrastructure Vision for European Research II. Report on Enhanced Publications state-of-the-art'* (April 2009) 44-45. Also see Janneke Adema, *JALC User Needs Report* (April 2009) 24-25.

[58] Steele, 'Phoenix rising: new models for the research monograph?,' 121.

[59] Swan and Brown, *JISC/OSI Journal authors survey report*, 1.

[60] Swan, *Key Concerns within the scholarly communication process*, 36.

[61] C. Judson King, et al. *Scholarly Communication: Academic Values and Sustainable Models,* 5-6. Gary Hall stresses that one should not see this too negatively, and consider it just the early experimenting with a quality control system that is more suitable to the online environment: 'I want to end by stressing that the challenges to academic authority and professional legitimacy I'm describing here in relation to changing ideas of scholarly writing, peer review, authorship, intellectual property and so forth should not be interpreted negatively. Texts and authors have always been unreliable. From a humanities point of view, however, the digital mode of reproduction, with it's loosening of much of the stability, permanence and 'fixity' of texts, promises to place us in a position where we are again called on to

However, other research states that scholars are not that afraid of the notion that Open Access publishing will alter or hinder the peer review system. As recent research from Oppenheim and Rowland shows, when scholars were asked: 'Assuming Open Access were to become widespread, would you expect the quality-control system to necessarily change?' The majority of their respondents answered with a clear 'no.'[62] What is important in this respect is that the majority thought that Open Access would not necessarily harm quality control, because publishers will be motivated to retain high quality standards in order to maintain their reputations.[63]

There has also been some concern about the fact that Open Access content can be stolen, reflecting concerns about ownership and copyrights. Scholars as authors are fearful and hesitant about circulating their publications openly, be it via Open Access publishing or uploading them to an Open Access repository. Two of the major stumbling blocks are a fear that the present copyright laws won't cover these situations and the loss of prestige. As Leo Waaijers states:

> *The view that the results of publicly financed research should also be publicly accessible enjoys broad support in the academic community. Where their own articles are concerned, however, many authors hesitate to circulate them openly, for example by publishing them in Open Access journals or placing them in their institution's repository. They ask themselves whether that will not be at odds with the copyright rules and whether they will gain – or perhaps even lose – prestige*.[64]

Scholars also tend to be skeptical about the sustainability of Open Access publication models. According to King's research, scholars' responses towards author-pays models (a form of Open Access publishing in which the authors or their institutions pay for the cost of publication, after which their content will be made freely available online) were mostly negative. Paying to be published is perceived as self-promotion and seen as conflicting with the peer review process. Vanity presses and advertising were also mentioned in this respect.[65] JISC's journal author's survey report shows that authors prefer that the fees for publication are paid for by research grants, their university or their library (which is already the case in more than half of the situations).[66] It seems they are mostly distressed about 'author-pays' in the most literal sense.[67] More than 90% of the scholars also stated that they would accept (though not always willingly) funding bodies requiring Open Access publication in order to obtain funding.[68] The strange aspect of this is that there is some disparity between the fact that scholars as readers are in favor of Open Access to publications in their field (and are outspokenly negative about pay-per-view charges or other barriers to online publica-

actively respond and make such judgments and decisions.' Gary Hall, 'The Impact of the Humanities: or, What's Next for Open Access,' 9-10.

[62] Oppenheim and Rowland, *Scoping study on issues relating to quality control measures*, 280-281.

[63] Ibid., 272-273.

[64] Leo Waaijers, Bas Savenije and Michel Wesseling, 'Copyright Angst, Lust for Prestige and Cost Control: What Institutions Can Do to Ease Open Access,' in: *Ariadne*, Issue 57 (October 2008) 1.

[65] King, *Scholarly communication*, 6. See also Oppenheim and Rowland, *Scoping study on issues relating to quality-control measures*, 272-273.

[66] Swan and Brown, *JISC/OSI Journal authors survey report*, 1-2. See also: David Nicholas and Ian Rowlands, 'Open Access Publishing: The Evidence from the Authors,' in: *The Journal of Academic Librarianship* 31 (May 2005) 181.

[67] Oppenheim and Rowland, *Scoping study on issues relating to quality control measures*, 272-273.

[68] Swan and Brown, *JISC/OSI Journal authors survey report*, 50.

tions),[69] where as authors they present their concerns or objections about this very situation.[70] This could be related to the dichotomy that exists between the use of online scholarly products and the reward function connected to online publishing and (informal) cyber-scholarship, as the CSHE report mentioned.[71] The problem regarding the implementation of an Open Access model for eBooks in HSS is mostly due to the negative perception of online scholarship by many scholars, Sigi Jöttkandt noted. Many scholars are still suspicious of the Internet as a professional publishing medium, and it is seen as producing 'low-quality output' as Jöttkandt further remarked, and this spills over to their perceptions concerning Open Access publishing.[72] There is also the perceived problem of a decline in royalties in an Open Access system, although this seems to be a contrived issue, because most HSS authors never expect much in terms of royalties and most would rather publish and not receive royalties than not be published at all.[73] As Gary Hall has also observed, most print runs of monographs are c. 200 to 600 copies, so, for most authors, the royalties are extremely low. Like 'royalty-free-authors', they are for the most part writing to have an impact.[74]

3.3 Publishers

An important characteristic of academic publishing is that commercial and not-for-profit organizations are able to work side by side.[75] Scholarly communication in the HSS mostly takes place among the members of a defined community, so what is interesting here is the dominance of university presses, and thus mostly of not-for-profit organizations, within this community.[76] Over the last couple of years, however, commercial enterprises have increased their influence and market share, which is related to a number of mergers and acquisitions within this sector. In this respect, as Colin Steel states, the academic publishing sector has developed into a billion dollar commercial industry in which serial publishing has increasingly become a commercial investment and the dissemination of academic content has become a secondary consideration.[77]

One of the main effects of this commercialization of academic publishing is the aforementioned drastic decline of academic monograph sales (see estimated figures, footnote 21), because of, among other reasons, the serials crisis. Libraries are unable to buy monographs because of the increases in subscription prices of STM journals, accompanied by their shrinking budgets, which forces cutbacks in the acquisition of HSS monographs. This has had a major impact on the finances of the presses.[78] Subsidies for university presses and for HSS monograph publishing have also decreased,

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[69] Swan, *Key Concerns within the scholarly communication process*, 32.

[70] Swan and Brown, *JISC/OSI Journal authors survey report*, 11. Nicholas and Rowlands, 'Open Access Publishing: The Evidence from the Authors,' 181.

[71] King, *Scholarly communication*, 11.

[72] Sigi Jöttkandt, 'Free/Libre Scholarship: Open Humanities Press,' in: *HumaniTech* (April 2008) 3-4.

[73] Stevan Harnad, 'For Whom the Gate Tolls? How and Why to Free the Refereed Research Literature Online Through Author/Institution Self-Archiving, Now' (2001).

[74] Hall, *The Impact of the Humanities*, 3-4.

[75] Joseph J. Esposito, 'The Wisdom of Oz: The Role of the University Press in Scholarly Communications,' in: *Journal of Electronic Publishing*, vol. 10, no. 1 (Winter 2007).

[76] Thompson, 'The Death of the Scholarly Monograph in the Humanities?,' 12.

[77] Steele, 'Phoenix rising: new models for the research monograph?,' 113.

[78] Ibid., 111-112. Greco and Wharton, 'Should university presses adopt an open access [electronic publishing] business model for all of their scholarly books?,' 153-155.

leading Greco and Wharton to point out that '*in reality, the basic business model of selling printed scholarly books by university presses did not work between 2001-2006, and a review of substantive datasets revealed it has not worked since 1945.*'[79] This has led to a situation in which presses have started to take on a more commercial attitude toward trade publishing in order to survive and are now increasingly reliant on subsidies from their universities. At the same time, the expectations of tenure committees have risen and continue to depend on monograph publication, thus pressuring scholars to write more and at a younger age.[80]

Meanwhile, the role of the 'traditional' publishers has been severely tested by technological innovations and new developments in which scholars and universities can fulfill most of the functions of scholarly publishing, if not all, on their own. Disintermediation of the publishing value chain has not left publishers unharmed, with the rise of self-publishing and self-publishing platforms like Lulu.com and document-sharing websites like Scribd. New players such as Google Books and Amazon have also emerged, on the one hand, threatening the hegemony of the established publishers and, on the other, offering them new platforms to present and disseminate their products.

The increased informal communication in scholarly communities through listservs, chats, blogs etc., has led to a situation in which scholars are increasingly less dependent on publishers for the dissemination of their research results among their peers and a broader public.[81] The publishers' chief edifice remains the validation of research output, centered on the much heralded peer review process. However, it seems that, unless publishers find new ways to add value, they might be reduced to peer review managers, losing a substantial part of their current functions. This is, however, not a minor role and some even claim it is becoming increasingly important, especially with the enormous amount of low quality content on the Internet. The peer review is still seen as invaluable and quality supervision concerning new and digital forms of scholarly communication needs to be established and guided so that publishers can continue to play an important role. Thus, peer review and editorial services offers publishers in the opportunity to continue to play an important role in the digital realm in the legitimizing of scholarly content.[82]

As for embracing the possibilities of the new medium, publishers have digitalized most of the print production processes, from shorter print runs to print-on-demand, but they have not yet (substantially) altered the nature of the products themselves. Although they have translated traditional print products into electronic formats, the creation of new product types that will support multimedia and dynamic user-generated content has only just begun. The benefits of the digital format for publishers are the increased speed of publication and the reduced costs of production and storage.[83] The

[79] Greco and Wharton, 'Should university presses adopt an open access [electronic publishing] business model for all of their scholarly books?,' 158.

[80] Blaise Cronin and Kathryn La Barre, 'Mickey Mouse and Milton: book publishing in the humanities,' in: *Learned Publishing 17* (2004) 85-86, Lindsay Waters, 'The Tyranny of the Monograph and the Plight of the Publisher,' in: *Publishing Research Quarterly (Fall 2001*) 20.

[81] Swan, *Key Concerns within the scholarly communication process*, 27.

[82] Swan and Brown, *JISC/OSI Journal authors survey report*, 72-73. Nancy L. Maron and K. Kirby Smith, *Current Models of Digital Scholarly Communication*. Results of an Investigation Conducted by Ithaka for the Association of Research Libraries (November 2008) 7.

[83] Charles Henry, 'Rice University Press: Fons et origo,' In: *Journal of Electronic Publishing*, vol. 10, no. 2 (Spring 2007).

digital format can also offer all kinds of added-value services for clients, from POD to hyper-linking, from 'findability' to utilization of statistical data and cyber-scholarship, through to alternative forms of peer review.[84] It can also offer a networked environment in which new forms of scholarship can be conducted, arranged and contextualized.[85] Experiments are being done with networked books, hyperlinked footnotes and online books as meeting places for scholarly conversation in both a more formal (review) and informal (wiki-like) setting.[86]

Publishers have also begun to experiment with new business models that are better suited to digital formats. They have started to offer a variety of contracts to libraries, from bundles of journals (so called Big Deals) to subscriptions to both print and online editions and e-only subscriptions. Experiments are also being done with pay-per-view models.[87] Alternative distribution models have arisen that 'broaden access, reduce costs, and enable open sharing of content.'[88] Other experiments are testing strategies such as journalizing the selling of monographs online, by licensing campus access via a platform, hosted by the publisher or the library. Publishers have also begun to offer online storage services for their content, in an attempt to control the entire development and support of their content.[89] However, most publishers are still a little hesitant when it comes to eBook uptake, expressing the overstressed anticipations of the past. The monetization of eBooks and e-textbooks has, according to Greco and Wharton not yet attained large profits through online sales, where they estimate these figures as between 15 and 20% of total book sales.[90]

However, new niches will become available for exploitation with the emergence of new online communication models. The role of publishers is shifting in the digital realm from that of content providers to service providers for a broader community. This is not yet a concrete development but a trend can be seen. The brand of the publisher in the development of this trend remains very important. According to the CIBER/UCL report, scholars state that publishers add 'prestige' to publications and thus the choice of publisher is very important in this respect, also in the digital realm.[91] Publishers could perhaps establish brands around research communities or collaborations between them.[92] They may develop new formats to assist researchers by creating electronic resources and bringing scholarly content online. Publishers are also increasingly involved in the development of services that integrate the research process with the research output, creating online research environments for scholars.[93] This might, as the Ithaka report on University Publishing in a Digital Age states: 'ultimately allow scholars to work in deeply integrated electronic research and publishing environments that will enable real-time dissemination, collaboration, dynamically-

[84] Steele, 'Phoenix rising: new models for the research monograph?,' 119.
[85] Henry, 'Rice University Press: Fons et origo.'
[86] See for instance the projects done by The Institute for the Future of the Book.
[87] European Commission report, *Study on the economic and technical evolution of the scientific publication markets in Europe* (2005) 48-49.
[88] Ibid., 8.
[89] Swan, *Key Concerns within the scholarly communication process*, 26.
[90] Greco and Wharton, 'Should university presses adopt an open access [electronic publishing] business model for all of their scholarly books?,' 153.
[91] Williams et al. 'The role and future of the monograph in arts and humanities research,' 12-13.
[92] EU report, *Study on the economic and technical evolution of the scientific publication markets in Europe*, 72-73.
[93] Swan, *Key Concerns within the scholarly communication process*, 27.

updated content, and usage of new media.'[94] Publishers could also play a role in the application of standards, which could substantially benefit libraries and eBook use. As JISC's eBook observatory research reveals, the availability of MARC records in the OPAC is very beneficial for the uptake of eBooks, something that service publishers have not yet become proficient at.[95] There is also a much greater demand for eBooks from libraries and their clients than the supply being met by publishers at the moment. Moreover, libraries would like to have more flexible access models concerning eBooks, a service that publishers could also focus on.[96]

The new digital medium also offers more possibilities for cross-institutional collaboration. As David Prosser from SPARC notes, the digital should be seen as a new opportunity for publishers to discover what the needs of their clients, both researchers and libraries, are when it comes to the scholarly communication system.[97] Publishers need to think about what it is they actually do and which functions they fulfill in the scholarly communication system. In the digital age, the integration of the different functions may not be the best option.[98] And this does not only mean looking at new (niche) business models but could also mean new strategic alliances. The electronic format promises the possibility of a collaborative electronic publishing infrastructure composed of, for instance, presses, libraries and universities. This kind of cooperation could benefit the infrastructure as well as the content itself, increasing visibility and impact by means of wider dissemination. The Ithaka report recommends that university presses, in order to survive, should work closer with and focus more on their home institutions. Because, the university presses are currently working, as they have pointed out, for the entire system of higher education. If the presses are too small to establish a program for their own university, they could develop alternative platforms, a shared electronic publishing infrastructure across many universities.[99] Besides the benefits of economies of scale, Raym Crow remarks that cooperation between university institutions could also increase each organization's ability to generate institutional support and funding for publishing programs and initiatives.[100]

In this respect, some believe that the online environment and electronic dissemination could save the monograph and increase its impact enormously. It could thus also be seen as a way out of the current dilemma of declining sales and a lack of access to HSS research caused by commercialization and the serials crisis as noted earlier.

There are, however, also some problems when it comes to the implementation of the digital format for monographs in HSS, for publishers as well. Most of the more practical problems have to do with the lack of sustainable business models and infrastructure and the resistance of the traditional rewarding structure to electronic-only publication when it comes to books (which are seen as having less prestige).[101] In this re-

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[94] Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 4.

[95] Estelle et al., *Understanding how students and faculty really use eBooks: the UK National E-books Observatory*, 390-391.

[96] JISC, 'Study on the Management and Economic Impact of e-Textbook Business Models: Phase 1 report (public version)' (2009) 4.

[97] David C. Prosser, *'The Next Information Revolution – How Open Access will Transform Scholarly Communications,'* In: *International Yearbook of Library and Information Management 2004-2005: Scholarly Publishing in an Electronic Era. Facet Publishing* (2005) 2.

[98] Ibid., 7.

[99] Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 16, 30.

[100] Raym Crow, *Campus-based publishing partnerships: A guide to critical issues* (2009) 19.

[101] King, *Scholarly communication*, 8-9, Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 23-24.

spect, publishers also have fears concerning the implementation of eBooks, also remembering past experiments with eBooks, which have not been successful. Publishers realize that HSS scholars are still relying on printed monographs for their research, at least when it comes to in-depth reading, which is also corroborated by many of the studies.[102] Although screen reading is on the rise, the question remains whether printed books will ever (or as soon as the near future) disappear as a research format in HSS.

Smaller presses also fear they will not have the capacity to invest in an online platform or to transfer/migrate to a digital mode of publication and preservation.[103] As Charles Henry states:

The key obstacle can be summarized as the cost of migration: how to get to a digital model, or how to phase a press to a digital mode of publication, while continuing to incur the overhead of inventories and standard production costs and, in the case of for-profit publishing houses, assuring shareholders or other investors that revenue is maintained.[104]

Publishers also fear that digital experiments and environments will have an adverse influence on their authority and trustworthiness and will thus harm their enterprise's brand name. To be more precise, publishers are worried that the digital format will neither serve their own interests and reputations nor those of the HSS community, the libraries, and the tenure committees, where the reward system is still very much based on the printed, traditional research monograph.[105] In this respect, many publishers feel that as long as the scholarly community perceives eBooks as less respectable, they will continue to respect this viewpoint.

Another hesitation among many publishers with regards to the digital format has to do with the problems and fears concerning copyright infringement, piracy and DRM. There is also increasing pressure from authors and their institutions to no longer transfer the copyright to the publisher but to only provide a license to publish, where the author retains the copyright.[106]

In conclusion, although the digital monograph has the potential to offer a variety of benefits for publishers and their clients, the feeling remains that the 'tipping point' has not yet arrived. This is at the same time combined with a feeling that they will miss the boat, which is a fear shared by many (small) presses. They fear that the (larger) commercial publishers and/or the new big players on the digital market may seize an opportunity, where the smaller presses lack the necessary resources. However, since more and more eBook content and primary resources are being placed online, publishers seem increasingly willing to explore the possibility of eBooks in the HSS.

[102] See paragraph on scholars.
[103] Henry, 'Rice University Press: Fons et origo.'
[104] Ibid.
[105] Ibid.
[106] Waaijers et al. 'Copyright Angst, Lust for Prestige and Cost Control: What Institutions Can Do to Ease Open Access,' 2.

Open Access models are also being developed with regards to eBooks, granting free online access in combination with, for instance, POD functions.[107] Many university presses are presently experimenting with Open Access business models for books,[108] because they believe Open Access can serve as a model that can be used to save the HSS monograph. Open Access is likely to be a lower cost model, with no need for licensing, subscription management and access control, although an author-payment management system might be required. Some consider free access to books online as a way of generating more conventional (print) book sales.[109] At the very least it doesn't seem to harm sales.[110] Open Access content offers the availability of a simultaneous POD system, which can cover the costs of the free content.[111] The free online availability of digital monographs can also serve as an advertising and marketing tool, both for the press and its content.[112] Open Access also offers the availability of a larger audience for scholarly content because it is less confined to the scholarly community and thus again stimulates the branding and marketing of the content and the publisher.[113] Some also note that Open Access eliminates the commercial argument for publishing, making it possible to judge a publication solely on its academic value.[114]

However, there are people like Greco and Wharton and Michael John Jensen from the National Academies Press, among many others, who believe that Open Access publishing, with some form of institutional backing or subsidy (in the form of an author pay model) will be the only truly sustainable model for monograph publishing in the future.[115] Greco and Wharton recommend that university presses switch over completely to an Open Access publishing model for books, pointing to a few business models that may be sustainable (author/institution pays, e plus pod, wavering of fees for Third World countries, etc.):

The movement toward an Open Access-only system provides positive financial results for university presses, allows them to compete with other publishers that are moving rapidly toward the electronic distribution of content, and puts these presses on a sound financial footing, allowing them to continue to exist in both good and bad economic business cycles. [116]

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[107] Swan, *Key Concerns within the scholarly communication process*, 17-18.

[108] Including, amongst others, Rice University Press, ANU E Press, Amsterdam University Press, Open Humanities Press, Open Book Publishers, National Academies Press. This also includes commercial and independent publishers from Springer eBooks, to Bloomsbury Academic and Re.press.

[109] Colin Steele, 'Book to the future: 21st century models for the scholarly monograph,' paper delivered at Charleston Conference on Issues in Books and Serial Acquisition (2006), 5.

[110] Raym Crow, 'Campus-based publishing partnerships: A guide to critical issues,' 7. Estelle et al., *Understanding how students and faculty really use eBooks: the UK National E-books Observatory*, 1: 'Preliminary conclusions are given here, and they suggest among other things that electronic availability of textbooks will not impact sales of the printed books because print and electronic versions are used in different ways.'

[111] Steele, 'Phoenix rising: new models for the research monograph?,' 118.

[112] Frederick J. Friend, *Open Access in the Humanities and social Sciences: A UK Perspective*, 3.

[113] John M. Unsworth, 'The Crisis in Scholarly Publishing in the Humanities,' *ARL*, no. 228 (June 2003), 5.

[114] Williams et al. 'The role and future of the monograph in arts and humanities research,' 19.

[115] Greco and Wharton, 'Should university presses adopt an open access [electronic publishing] business model for all of their scholarly books?,' 158-159. Williams et al. 'The role and future of the monograph in arts and humanities research,' 8. Michael John Jensen, 'Scholarly Publishing in the New Era of Scarcity,' Plenary presentation at the Association of American University Presses (Philadelphia 2009).

[116] Greco and Wharton, 'Should university presses adopt an open access [electronic publishing] business model for all of their scholarly books?,' 159-161.

Open Access could also be beneficial for copyright reform where the author in an Open Access model maintains the copyright to his scholarly content, making the free re-use of the content possible based on the author's permission. Many Open Access publications use a Creative Commons (or Science Commons) license. This is a set of licenses that scholars use to retain some control over their publications whilst simultaneously permitting scientific reuse of their material.[117] As Esther Hoorn states, Creative Commons licenses can be well integrated into an Open Access model and she provides an outline of how to integrate the Creative Commons licenses under the conditions of the Berlin Declaration on Open Access.[118]

However, Open Access can also cause some difficulties, especially for commercial publishers because they will have to compete for 'every component of the publishing value chain against analogous free services, both from Open Access journals and digital repositories.'[119] However, Raym Crow from SPARC predicts that the best of them will be able to adapt and survive using new business models and enhancements to scholarly communication.[120] There are also problems regarding the specificity of monographs, which until now have not yet led to any sustainable Open Access model for eBooks. Publishers fear that the free availability of scholarly content on the Internet will mean they will lose the capacity to sell or make a profit on that information, in other words, to exploit that information (now and in the future), as a consequence of, or combined with, the fear of the loss of copyright.[121] Again, as with the electronic format, smaller presses fear that they will lose out in this system because they don't have the capacity to invest in an online platform and the maintenance of Open Access content. In another sense, many publishers also believe they can make improvements to scholarly communications without surrendering to 'drastic' solutions such as OA and the surrendering of copyrights because they have adapted the subscription system to an online environment.[122]

The EU report on the scientific communication markets in Europe reflects one of the main fears publishers have concerning Open Access, in this case, concerning journals, but the fear will also be felt for books (although perhaps less):

[T]hey fear that as articles become freely available in open archives and as search, access and retrieval facilities are enhanced by search engines and interoperability, journal subscriptions will be cancelled, thereby undermining the viability of their journals.[123]

Publishers are also concerned that Open Access may be bad for their brand, because they fear that the impact of citations in general may decline because of the perceived lack of prestige of Open Access publications. Regarding funding models, John Houghton, in a 2004 report, stated that an author-pays system may not work in the

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[117] Alma Swan, 'Overview of Scholarly Communication,' in: *Open Access: Key Strategic, Technical and Economic Aspects*, Jacobs, N., (Ed.) (Oxford 2006) 5.

[118] Esther Hoorn, 'Repositories, Copyright and Creative Commons for Scholarly Communication,' in: *Ariadne,* Issue 45 (October 2005).

[119] Crow, *The Case for Institutional Repositories*, 24-25.

[120] Ibid.

[121] Steele, 'Phoenix rising: new models for the research monograph?,' 118.

[122] Esposito, 'The Wisdom of Oz.'

[123] EU report*, Study on the economic and technical evolution of the scientific publication markets in Europe*, 6. Also see: Steele, 'Phoenix rising: new models for the research monograph?,' 118.

HSS where research funding is generally less than in STM publishing.[124] The same applies to universities that have smaller financial resources or funding opportunities. A fee-based structure could thus create further inequalities in the existing playing field.[125] Research by top scholars that is already being funded may also be favored in such a system when publication is supported through funding and funding is dependent on one's publication record, thus making it very difficult for young scholars or scholars from developing countries to find funding. On a related note, publishers also fear a loss of scholarly independence if research is funded by funding agencies or through research grants. They see Open Access as government interference and a threat to peer review. Open Access publishing is also seen as a way of removing the commercial incentive for publishers, which could lead to more submissions by publishers, which could, in turn, be harmful to quality standards. Opponents also claim that Open Access is not necessary to ensure fair access to developing nations; differential pricing structures, or financial aid from developed countries or institutions may be sufficient.[126]

3.4 Libraries

There is a widespread feeling among librarians that due to rising (journal) prices, especially STM journals, and shrinking library budgets, libraries are increasingly less able to purchase monographs in all HSS fields and are thus less able to serve the needs of their clients in these fields. This is only further exacerbated by the fact that HSS collections are more likely to be cut from acquisitions lists than other disciplines, where the acquisition priority tends toward STM publications.[127] However, the digital revolution has also increasingly forced libraries to assume new roles and expand their traditional roles to try to serve their clients better. Most libraries have already shifted form being a mere physical space to being both a physical and digital space. Libraries have initiated digital institutional repositories that offer structures to the content they deliver in an online environment and these repositories together form a network of institutions that, from the viewpoint of the researcher, seem to be seamlessly linked with each other.[128]

Libraries have also started playing a more active role and have begun to act as publishers of, or as facilitators for, (informal) scholarly communication, mainly by means of their institutional repositories or via preprint repositories. From this level of content they can develop overlay journals to brand the institution's output, or they can assist faculty members in the launching of electronic journals. As the SPARC report notes, with the coming of the digital age and the emergence of digital warehouses for scholarly content (repositories), the tasks of a library have thus changed from that of a custodial role to that of an active contributor to the evolution of scholarly communication.[129] While publishers are increasingly shifting from a content- to a service-provider

[124] John Hougthon, 'Digital broadband content: scientific publishing,' Report presented to the Working Party on the Information Economy in December 2004, 63-65.
[125] Greco and Wharton, 'Should university presses adopt an open access [electronic publishing] business model for all of their scholarly books?,' 159.
[126] Hougthon, 'Digital broadband content: scientific publishing,' 63-65.
[127] Thompson, 'The Death of the Scholarly Monograph in the Humanities?,' 122. Frederick J. Friend, *Open Access in the Humanities and social Sciences: A UK Perspective*
[128] Steele, 'Phoenix rising: new models for the research monograph?,' 118. At least when it concerns search facilities. Not when it concerns access.
[129] Crow, *The Case for Institutional Repositories*, 20.

role, it seems that there may be more opportunities for libraries as they shift from service provision to content provision. Libraries have also begun serving their clientele in more diverse ways, offering not only preservation and curatorial functions but all kinds of added services for researchers, from search engines to usage statistics and POD functions. It is becoming increasingly clear that the library also has to serve the expectations and habits of the wired generation. These publishing opportunities have seen the emergence of the 'librishers' nickname, which clearly reflects the role that libraries could be playing in a future system.[130] Moreover, libraries are starting to form alliances with other groups on campus, from academic research groups to university presses and the university itself, in order to create scale and possible platforms for e-science. However, as Raym Crow states, these will have to be strategic partnerships with added value as well as catering to the needs of all of the partners involved.[131] Some universities are increasingly looking to libraries to assume publishing-related responsibilities for digital content. Library provosts have also stated that libraries are much more able to keep up with the changing scholarly climate and developments in scholarly communication regarding electronic publishing. The Ithaka report is of the opinion that university presses may be lagging behind when it comes to these scholarly user needs.[132] It is important to realize that this increased publishing role means that the library is slowly starting to take on a role that is a direct consequence of recent digital developments. Because, although these campus-based types of cooperation already existed in the print era, the SPARC report rightfully argues that, in a digital age, libraries increasingly have the means and the content, reflected in their repository structures, as well as the resources and technical possibilities to take on the functions associated with publishing. And there is an increased interest in the beneficial potential of these types of cooperation.[133]

The benefits of partnerships according to the SPARC report are the increased access to resources of both institutions, cost efficiencies via economies of scope and the possibility of garnering more institutional support and funding. The library has some added benefits including the possibility of providing a publishing structure that is accessible and user friendly for their clients, including increased access to special collections and cultural heritage repositories.[134]

However, the Ithaka report also states that, although libraries are good in organizing the information, according to the library provosts, they lack the expertise of the publisher in being able to accurately choose what actually merits publication. Repositories may be better at providing the possibilities of supporting new forms of informal publishing directed at the local community. Libraries also lack marketing expertise, awareness-raising and lack the prestige of a publisher's brand.[135] The Ithaka report thus recommends that libraries should cooperate with university presses in creating new publishing environments. This will allow new forms of (informal) scholarly communication to be assembled and linked with more traditional peer review proce-

[130] Swan, *Key Concerns within the scholarly communication process*, 21.
[131] Raym Crow, 'Campus-based publishing partnerships: A guide to critical issues,' 4.
[132] Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 15-19. Swan, *Key Concerns within the scholarly communication process*, 21.
[133] Raym Crow, 'Campus-based publishing partnerships: A guide to critical issues' 1, 5. Also see: Françoise Vandooren and Cécile Gass, 'Giving new life to out-of-print books: when publishers' and libraries' interests meet,' in: *Learned Publishing*, vol. 21 no. 3 (July 2008) 4.
[134] Raym Crow, 'Campus-based publishing partnerships: A guide to critical issues,' 19.
[135] Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 16.

dures.[136] Furthermore, with the infrastructure that repositories create, presses can then provide the certification services they presently lack.[137] This will increase the ability of the library to play a larger role in the (in)formal communications system of the scholarly community.

As the Springer eBook survey shows (in which they surveyed librarians at six institutions), the adoption of eBooks by researchers through libraries has been successful. Scholars see as the main benefits convenience, accessibility, and the possibility of engaging in new forms of book content usage like full-text search. Other benefits mentioned were the fact that less storage space is required, there is 24/7 accessibility, updateability, and the ease of making copies.[138] According to a CIBER report, based on focus groups with librarians at eight case study institutions, the main stimuli for eBook use by library clients – or the main benefits of eBooks for librarians and their clients – are, first of all, the possibilities they offer for distant learning and the elimination of management issues concerning short loan collections. Furthermore, they alleviate problems related to the demand for multiple copies or simultaneous access and eBooks offer new possibilities for enhancements and added services that were impossible with the printed book.[139] Regarding the acquisition policies of libraries when it comes to eBooks, the Ebrary report, based on a worldwide survey of librarians, shows that faculty opinions are, in this respect, more important than the publisher's brand.[140]

Librarians have stated that their clients are increasingly using digital resources, regardless of age group or discipline.[141] Added services on top of the content layer are also being used more in a library or repository setting. They may include enhanced multimedia works or other forms of cyber-scholarship and hyper-linking as well as (open) data preservation on whatever scale. Added services could also include all kinds of e-learning and e-science facilities.[142] Libraries have started to offer POD facilities for their clients so that they can print out a library's online (freely available) resources or even backlist out of print titles.[143] The digital format also offers all kinds of Web 2.0 applications and possibilities for user-generated content, from tagging and tag clouds to customer reviews, citations, publications and the download of indexes, in other words, the possibility of interacting with the information. In this respect, the digital format offers the library all kinds of possibilities for building communities around their content, serving their clientele in new ways and improving search and retrieval facilities. As we have remarked earlier, Colin Steele states that the future of the monograph could become more positive if scholars and other stakeholders in the process of scholarly communication were more willing to embrace the concept of open scholarship in the digital era through new media.[144] Libraries have been at the forefront of these developments; library and repository networks have enabled groups of digital library users to work collaboratively, communicate with each other about their findings, and use simulation environments, remote scientific instruments, and streaming audio and video. According to the Springer eBook report, librarians feel

[136] Ibid., 13.
[137] Swan, *Key Concerns within the scholarly communication process*, 21.
[138] Springer White Paper, Ebooks, the end-users perspective, 6-7.
[139] Chris Armstrong and Ray Lonsdale, Collection Management of e-books (March 2009) 2.
[140] Allen McKiel, Ebrary's Global eBook Survey (2007) 7.
[141] Nancy L. Maron and K. Kirby Smith, *Current Models of Digital Scholarly Communication*, ARL and Ithaka, 16.
[142] Ibid., 22.
[143] See, for example, the recent deal between the University of Michigan and Amazon and BookSurge.
[144] Steele, 'Phoenix rising: new models for the research monograph?,' 121.

eBooks will probably eventually have a significant impact on the future of research and information retrieval.[145] Libraries should aid in the provision of information about these new digital initiatives and communication structures and also support them. This is what the ARL/Ithaka report recommends, based on interviews of librarians and scholars on the latter's use of digital resources.[146] The digital format also offers libraries the possibility to cope and deal with the ever-expanding flood of information and it will, of course, also save libraries a lot of physical storage space.

According to the CARL eBook report, based on a literature review, access to digital resources is or should be the top priority for libraries, as clients increasingly expect the same kind of access for eBooks as they do for print books.[147] They see a discrepancy here between the publisher's values and those of the libraries:

Publishers seek to increase profits through product differentiation and protection of their intellectual property through licensing agreements and digital rights management technology. Libraries desire widespread access to electronic material through shared technological platforms and the full right to use copyrighted material for educational advancement within the limits prescribed by law. These conflicting sets of values have led to issues of power in the development of business models for e-books.[148]

There are also problems and discrepancies concerning DRM and copyright licenses.[149] When it comes to licensing arrangements between libraries and publishers there is much concern about the variety of possible schemes. Models based on print book laws, which allow access to eBooks by only one person at a time are being applied. But more subscriptions to copies are needed to increase their availability. The CARL eBook report mentions Netlibary and Libwise in this respect. DRM is used in this model mostly to limit the amount of printing, copying, pasting and saving of the eBook content. Another model is the database model, used by Ebrary, Safari and Knovl, in which content is licensed in bulk, most of the time offering simultaneous user access to eBooks.[150]

According to the CARL eBook report there has not been enough of a focus on the needs of consumers, which include libraries, in this respect. They recommend that industry-wide (format) standards should be developed to ensure the exchangeability and availability of eBooks on multiple platforms. DRM standards are also essential to keep eBooks viable for librarians. The different values and needs in this respect between publishers and libraries mainly concern the discrepancy of the need for publishers to see DRM as a necessity for proper access and distribution, even though, in many cases, it is contrary to the libraries' goal of increased accessibility to eBook content.[151] For instance, most DRM schemes are against the right to make a legal copy

[145] Springer White Paper, 'Ebooks, the end-users perspective,' 2.
[146] Maron and Smith, *Current Models of Digital Scholarly Communication*, 35.
[147] Libraries, therefore, must ensure, Victoria Owen et al. insists, that all negotiated contracts reflect the principles of access and reinforce their significance to the academic enterprise, 'E-Books in Research Libraries: Issues of Access and Use,' Prepared by the CARL Copyright Committee Task Group on E-Books (April 2008) 2.
[148] Owen, E-Books in Research Libraries, 7.
[149] Ibid.
[150] Ibid., 5-6.
[151] Ibid., 4-6.

of a book and they try to prevent interlibrary loans. The question is also whether DRM terminated when a copyright ends.[152]

When it comes to the availability of eBooks in library catalogues, the Ebrary survey estimated that about 88% of the libraries own or subscribe to eBooks and nearly half of their respondents (45%) stated they have access to more than 10,000 eBooks.[153] The age of the book does not seem to have any influence on its usage.[154] The same survey states that the primary access point to eBooks is via the library catalogue (OPAC). According to their data, this is the primary path to finding eBooks for students and researchers and *not* Google. The CIBER report confirms this.[155] The Springer report, on the other hand, shows that researchers who use both Google and the catalogue, also use search engines (and services like Google Book Search) more frequently.[156] The Ebrary survey also looked into the standards and formats libraries most commonly use or are planning to use when it comes to digitization and eBooks. When we look at the output of their digitized eBook content, libraries prefer PDF, followed by JPEG, TIFF, HTML and XML. When it comes to metadata standards in their digitization efforts, libraries seem to prefer Dublin Core the most, followed by MARC 21, MARC and LOC in their digitization efforts.[157]

The library provosts interviewed for the Ebrary study stated that any lack of eBook use is due to a lack of awareness about eBooks, the reading difficulty involved in using available devices, current platforms that are difficult to use and the fact that there is a lack of training in how to use them. Sufficient training can solve almost all of these problems, the report stated. Good instruction is a must as is the integration of eBooks into other library resources and information on the Internet.[158] The CIBER report adds that there is a problem regarding interfaces that are difficult to navigate and browsing facilities for eBooks that don't work very well. It also mentions problems with certain added-value services such as annotation tools that do not work properly.[159] The Springer report also noted the fact that eBooks are hard to read (especially on screen) leads the user to preferring print books.[160] This study also notes a lack of awareness of the availability of eBooks in libraries by users and, like the Ebrary report, it recommends educating library users and making eBooks easier to find in library collections.[161]

The Ebrary report also stated that the eBook is more of a research tool while the printed book is still used for more thorough reading tasks. The CIBER report remarked that libraries should provide eBooks so that they can coexist with printed books.[162] Finally, the Springer survey report notes the following:

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[152] Ibid., 12.
[153] McKiel, 'Ebrary's Global eBook Survey,' 2. Similar figures confirmed in Owen, 'E-Books in Research Libraries,' 3.
[154] Springer White Paper, 'Ebooks, the end-users perspective,' 4.
[155] Ibid., 3. Armstrong and Lonsdale, 'Collection Management of e-books,' 2-3.
[156] Ibid., 1, 3.
[157] McKiel, 'Ebrary's Global eBook Survey,' 22.
[158] Springer White Paper, 'Ebooks, the end-users perspective,' 4
[159] Armstrong and Lonsdale, 'Collection Management of e-books,' 5.
[160] Springer White Paper, 'Ebooks, the end-users perspective,' 6-7.
[161] Ibid., 3.
[162] Ibid., 3. Armstrong and Lonsdale, 'Collection Management of e-books,' 2.

Overall, the survey results indicate that eBooks are best suited for research purposes or in a search environment where the user needs to locate specific information. Users are not reading eBooks cover-to-cover in the traditional sense but instead approach them as a resource for finding answers to research questions. eBooks have the potential to stimulate new forms of book content usage and will require libraries to think differently about how to accommodate the needs of users as their eBook collections grow. Viewing eBooks through the lens of traditional print book usage might cause libraries to miss important opportunities for enhancing the user research experience.[163]

It is remarkable, however, that, although research shows that eBooks and print books seem to serve different functions, the Ebrary study shows that 74% of the librarians prefer to not duplicate eBook and print sales.[164] This may have to do with the confusing and complicated licensing models established for eBooks and the fact that many librarians feel that they are not being properly consulted concerning these schemes and feel eBooks do not live up to their needs.[165] Many librarians remain very uncertain about whether their users will use the digital format, especially the eBook, or whether they will continue preferring printed versions. As mentioned earlier, although screen reading is on the rise, printed monographs are still preferred by many library customers. Moreover, much of the material in primary and special collections has still not been digitized.

When it comes to licensing eBooks, a guarantee of continued access is very important for librarians, which they feel is currently still lacking.[166] This aspect of trust is increasingly important in a digital world in which this material is more tangible than ever.[167] Libraries need to ensure their users that their (digital) research is going to be stored for the long term. This concern of trust also involves the different versions of articles in repositories, a problem which could be solved by using Digital Object Identifiers, which has a broad array of standards. These kinds of systems should also be adaptable to eBooks. Preservation also means that proper storage is necessary for permanent access. This requires permanent attention and a good infrastructure and repository.[168] In order to make scholars use repositories for their self-archiving, there needs to be clear added values for them. Repositories need to develop added services, the DRIVER report stated, to serve the researchers needs and make archiving valuable for them. These services need to be built on top of the repositories' content to increase the impact of scholarly content.[169]

If libraries want to assume these new roles of (formal or informal) communication facilitators offering Open Access to scholarly content, it is absolutely necessary that a large amount of scholarly content is made available to them. For institutional repositories, this 'Green Road' to Open Access publications depends largely on authors self-

[163] Springer White Paper, 'Ebooks, the end-users perspective,' 1.
[164] McKiel, Ebrary's Global eBook Survey, 5.
[165] Ibid., 6. See also: Owen, E-Books in Research Libraries, 4-5
[166] Armstrong and Lonsdale, Collection Management of e-books, 2.
[167] RLG-OCLC report, *Trusted digital repositories* (2002) 8, Clifford A. Lynch, 'Institutional Repositories: Essential Infrastructure For Scholarship In The Digital Age,' in: ARL Bimonthly Report 226 (February 2003), 11.
[168] Kasja Weenink, Leo Waaijers, Karen Van Godtsenhoven, A DRIVER's guide to European Repositories. Five studies of important Digital Repository related issues and good practice (2008) 154.
[169] Ibid., 83.

archiving their scholarly publications and data. The greatest obstacle to change in the scholarly communication structure in this respect lies in the inertia of the academic community and their reliance on the traditional publishing model. This has led to a low level of self-archiving among authors and consequently to a slow increase in the total contents held in institutional repositories.[170] Most researchers are not self-archiving their work because of copyright fears.[171] Authors are afraid that their publishers will not allow them to deposit their work in a repository. These fears are especially acute in the Humanities, where monographs have more complex copyright systems.[172] An additional problem is that, although the motives for depositing in repositories have to do with faster dissemination, scholars still do not see any clear rewards for their efforts.[173]

Policy mandates may stimulate the population of repositories along with incentives for the increased use of self-archiving.[174] Mandates are increasingly being issued to stimulate the increased use of repositories and enhance scholarly communication, of which Harvard's is probably the most famous.[175] The question remains, however, whether these mandated deposits are not contrary to the needs of the libraries' clients. Institutions should not try to enforce behavioral or cultural change that is contrary to the needs of the scholarly community.[176] Moreover, besides offering Open Access to scholarly publications via their repositories and self-archiving policies, libraries have also become involved as funding partners for Open Access publishing (the 'Gold Road'), which could well lead to a new approach for the support of monograph publishing and could also serve the interests of the libraries' clients, observes John Willinsky, among others.[177] Libraries can assume an entirely new role in the cross-institutional cooperation and funding of such projects and could begin playing a new role as publishers in an Open Access environment. The questions of how to set these collaborations up in a practical manner and whether they should focus on an institutional or an international clientele, however, remain, which also reflects the different needs of libraries and presses (either serving academia or just their own institutions).[178] New cross-institutional cooperation for Open Access publishing may also mean a substantial amount of structural re-shifting and allocation, both in the areas of funding and personnel, for both presses and libraries.

When it comes to Open Access library-press collaborations, the SPARC report offers an overview of the most common partnerships. Common cooperation situations concern backlisted digitization projects, which are either subsidized by the library or the host institution, with no clear profits in mind. Most cross-institutional cooperation, however, seems to combine library or institutional subsidies with earned revenue. Other funding models include the development and operating subsidies and earned

[170] European Commission report, *Study on the economic and technical evolution of the scientific publication markets in Europe*, 63.
[171] Swan, *Key Concerns within the scholarly communication process*, 52, Weenink et al., *A DRIVER's guide to European Repositories*, 89.
[172] Weenink et al., *A DRIVER's guide to European Repositories*, 91.
[173] Rowlands and Fieldhouse, *Information behavior of the researcher of the future*, 6.
[174] Weenink et al., *A DRIVER's guide to European Repositories*, 62.
[175] For a list of institutional self-archiving mandates see, for example, ROARMAP http://www.eprints.org/openaccess/policysignup/.
[176] Lynch, 'Institutional repositories,' 8.
[177] John Willinsky, *Monograph funding* (2008) 3.
[178] Crow, 'Campus-based publishing partnerships: A guide to critical issues,' 13.

revenue models without subsidies.[179] Raym Crow summarizes the most common arrangement:

Two-thirds of the projects have an earned revenue component, most frequently implemented in parallel with an operating subsidy. For example, for projects where the library provides an expanded, freely available, online version of a print edition published by the press, or where the press markets content provided by the library, the online component is typically subsidized by the host institution or the library, with the print edition marketed and sold by the press under a conventional sales model. [180]

The main concern is that repositories need to take a good look at what the actual research interests of researchers are. This concerns both the Green and the Gold Road strategies to Open Access publications. Although there is already an Open Access model for articles, there is no sustainable one for Open Access books yet, although experiments are currently being conducted, as we mentioned earlier, in which libraries play a significant role. The question is, however, whether libraries should focus on Open Access publishing, where it may seem more logical for libraries to focus more on enabling the Green Road to Open Access. Enabling Open Access for HSS monographs also creates the additional problem related to the specificity of the format. It is easier to deposit individual articles or book chapters in a repository than it is to deposit an entire monograph. Hybrid models may thus not work as well for monographs, as they do for articles.[181]

3.5 Funders and Universities

Research funding in the HSS basically takes place on three levels: the larger European level, the national level and the institutional, societal or university level, with arrangements varying per country. A (small) part of HSS research is also being funded at the corporate level. The European Union takes a special interest in the dissemination and access to research results and wants to 'help improve the conditions governing access to and the exchange, dissemination and archiving of scientific publications (taking into account all of the actors/stakeholders of the sector),'[182] as the EU report on scientific publication markets in the Europe has stated. Public decision makers are very keen on scientific development because science plays a key role in the fostering of economic growth and in the dissemination of knowledge in the academic community and beyond. Moreover, most scientific research is publicly funded.[183]

On a university level, as discussed above, the granting of tenure in Humanities departments still requires the production of a research monograph published by a reputable press. This means that there is still a big commitment to the individually authored book when it comes to making decisions on career advancement in HSS.[184] Unfortunately, current developments have effectively led to a situation in which presses have begun taking on more commercial ventures directed at the trade-publishing sec-

[179] Ibid., 7-9.
[180] Ibid., 11.
[181] Friend, *Open Access in the Humanities and social Sciences*, 2.
[182] European Commission report, *Study on the economic and technical evolution of the scientific publication markets in Europe*, 17.
[183] Ibid., 5.
[184] Cronin and La Barre, 'Mickey Mouse and Milton: book publishing in the humanities,' 97.

tor in order to survive, while, at the same time, the expectations of tenure committees have increased and they remain dependent on the publication of specialized monographs.[185] Furthermore, experiments in cyber-scholarship are still difficult to find funding for.[186]

Many administrators now feel that the academy has lost control of its intellectual output, virtually outsourcing its tenure requirements to the publishers in the decision-making stage of publishing a monograph. This means that university presses are increasingly deciding the quality of an individual work for the tenure committees.[187] As Colin Steele has observed, universities are also increasingly letting large commercial and profit-oriented publishers decide their scholarly content.[188] The increased pressures on scholars to produce a monograph in a system where this has become virtually impossible is threatening the quality of the content and endangering the careers of (young) scholars because of the 'publish or perish' imperative. And this, as Lindsay Waters argues, is just as much a problem for the universities when we consider that their goals are to produce quality knowledge.[189]

The electronic format not only promises the possibility of new funding models and systems but also the possibility that universities (and perhaps other funding institutions) will become more directly involved in collaborative electronic publishing infrastructures composed of presses, libraries and/or universities. Digital developments provide a university with the means for taking a more active role in the process of scholarly communication, which is only fostered by the accessibility crisis that seems to be challenging the fundamental values of the academy. A university, like a library, has opportunities to explore new roles as publishers and research facilitators. Even more than a library, a university has the ability to play a leading role in the branding of its scholarship, and in unifying the institutions it governs (the university press and university library).

As the Ithaka report noted, publishing has thus far not been an essential task of universities in the traditional print model of scholarly communication. New digital opportunities, the report noted, offer universities a chance to improve a system that has grown increasingly out of step with its most important values. The Ithaka report recommends that universities enhance the reputation of their institutions by deploying a full range of these (digital) resources and opportunities and by establishing collaborations between faculty, library resources and publishing expertise at their disposal.[190] Universities now have the ability to offer sophisticated (management) information systems, which can offer all sorts of services to faculty members to measure the usage and impact of their institutions' output and that of individual scholars and their departments.[191] As the Ithaka report pointed out, universities can work in closer collaboration with their university presses in developing new digital publishing activities that can be central to their research and teaching missions. This will allow universities to develop a scholarly communication system that adheres more to their university's

[185] Ibid., 85-86, Lindsay Waters, 'The Tyranny of the Monograph and the Plight of the Publisher,' 20.
[186] Unsworth, 'The Crisis in Scholarly Publishing in the Humanities,' 3.
[187] Estabrook, 'The Book as the Gold Standard ,' 6.
[188] Steele, 'Phoenix rising: new models for the research monograph?,' 111.
[189] Waters, 'The Tyranny of the Monograph and the Plight of the Publisher,' 21.
[190] Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 3.
[191] Swan, *Key Concerns within the scholarly communication process*, 22.

values rather than any commercial incentives.[192] This may also save universities money because they are currently paying very high prices to publishers to gain access to published scholarship through their libraries. Universities could again have more influence on what gets published and how it is accessed and priced. In this respect, universities can develop effective strategies for scholarly communications creating a new infrastructure to facilitate the production and reproduction of science for its scholars.[193] Universities can also assume a larger leading role in the allocating of funding, shifting, for instance, some money from libraries to publishing initiatives.[194]

This new information infrastructure can enhance the stature of the digital object. If digital objects are to be included in new reward systems, they could provide a framework for a fundamental shift in the process of knowledge distribution. New forms of cross-institutional cooperation, Colin Steele states, mirroring the recommendations of the Ithaka report, can for instance, accomplish this.[195] This all depends on the extent to which the importance of printed book in HSS is going to be challenged and to what extent, and how, digital scholarship is going to be embraced by tenure and promotion committees.[196]

In order to experiment with new ways of scholarly communication and new business models in publishing, funding is needed to link resources together and create tools and an infrastructure for online environments and experiments. Funding agencies are increasingly building publication options into their programs, which are mostly focused on the dissemination of their funded research in an Open Access journal, or on another publicly and freely available platform. As the European Commission report points out, public funding agencies need to enhance access to research output and should prevent strategic barriers to entry and experimentation to ensure that the market remains sufficiently competitive.[197] Coalitions like SPARC (Europe) have urged and lobbied (together with other stakeholders) for a scholarly communication system based on Open Access repositories and journals:

The combination of institutional repositories and open access journals is increasingly being seen as giving libraries and researchers their first chance to change fundamentally the way that scientific information is communicated. They hold out the promise of providing a fairer, more equitable, and more efficient system of scholarly communication, and one that can better serve the international research community.[198]

A recent report by John Houghton for the Knowledge Exchange looked at the costs and benefits of Open Access publishing for three countries (the UK, Denmark and the Netherlands), comparing the costs of subscription publishing, Open Access self-archiving and Open Access publishing, including costs for peer review. Although his research focused on journals, he estimates that in an Open Access world:

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[192] Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 4-5.
[193] Ibid., 6.
[194] Ibid., 31.
[195] Colin Steele, 'Book to the future: 21st century models for the scholarly monograph, 6.
[196] Cronin and La Barre, 'Mickey Mouse and Milton: book publishing in the humanities,' 87.
[197] European Commission report, *Study on the economic and technical evolution of the scientific publication markets in Europe*, 11.
[198] Prosser, *The Next Information Revolution*, 2.

Open access or 'author-pays' publishing for journal articles (i.e., 'Gold OA') might bring net system savings of around EUR 70 million per annum nationally in Denmark, €133 million in the Netherlands and €480 million in the UK (at 2007 prices and levels of publishing activity). The cost-benefits of the open access or 'author-pays' publishing model are very similar across the three countries. Notwithstanding this difference, the modeling suggests that more open access alternatives are likely to be more cost-effective mechanisms for scholarly publishing in a wide range of countries (large and small), with 'Gold OA' open access or author-pays publishing. [199]

These conclusions are also shared by the RIN (Research Information Network) report, which focused on journals and their activities, costs and funding flows in scholarly communications in the UK. They estimate that if 90% of all articles were converted to Open Access through a system where the author pays a fee, the total global savings in publishing, distribution and access costs would amount to £561m (= €650 million).[200] The Houghton's report conclusions recommends that funding for author fees will be met by encouraging research funders to ensure provisions for publication charges or to establish funds to support Open Access publishing.[201] This mirrors the conclusions of his earlier research conducted for JISC in which he claims:

We find that funders can feel comfortable diverting the required level of research funding to producer-side publication payments. That is to say that, at the estimated costs, the benefits of enhanced accessibility and efficiency and potential system cost savings outweigh the costs of diverting research funds to author-side open access publishing fees.[202]

However, on a national level, policies could be more actively stimulated and established. A European Commission questionnaire on Open Access conducted by CREST, the Comité de la recherche scientifique et technique (or Scientific and Technical Research Committee) was distributed to see how national strategies and policies concerning the improvement of EU policy recommendations on dissemination of and access to scientific information was progressing. The questionnaire garnered 30 responses and the summary of the report concludes that, although member states have been paying more attention to access and dissemination issues, there are still very few nationally coordinated policies concerning the stimulation of Open Access:

Member States are increasingly attentive to the issues of access to and dissemination of digital scientific information. The growing number of national initiatives in this field shows a clear and encouraging move towards the development of policies in these areas. And yet, while many countries feature important activities coordinated by funding bodies, universities and/or libraries, to date there are very few of the nationally coordinated strategies or policies called for in the 2007 Council Conclusions on scientific information in the digital age: access, dissemination and preservation. Policies on open access to research data are less developed than policies on open access

[199] John Houghton, 'Open Access – What are the economic benefits? A comparison of the United Kingdom, Netherlands and Denmark' (June 2009) iii.
[200] 'Activities, costs and funding flows in the scholarly communications system in the UK,'
Report commissioned by the Research Information Network (RIN) (May 2008) 7.
[201] Houghton, 'Open Access – What are the economic benefits?,' 16.
[202] John Houghton et al, 'Economic Implications of Alternative Scholarly Publishing Models - Exploring the costs and benefits,' A report to the Joint Information Systems Committee (JISC) (January 2009) xxiii.

to peer-reviewed publications, and researchers are not yet sufficiently aware that open access is not necessarily in conflict with publishers' copyright provisions. Investment in the dissemination of scientific information as a percentage of investment in research is estimated between 1% and 10%....[203]

The report recommends increased coordination and cooperation surrounding the policies, such as developing clear and coherent national strategies on access and dissemination and supporting the development of a pan-European e-Infrastructure.

The report mentions important declarations in favor of Open Access such as the Berlin Declaration on Open Access, which has been signed by many funding agencies[204] and position papers by the Head of the European Research Councils (EUROHORCS) and the European University Association (EUA). Initiatives that have been funded on a national level include the Knowledge Exchange as well as some other initiatives such as CERN, DRIVER and SCOAP3. However, as the CREST report states: 'While existing declarations and initiatives form a solid basis to build on, explicit common national funding body principles, for example on open access, are still missing.'[205]

The digital developments have made it increasingly possible to measure the impact of research also in the HSS. These new kinds of impact measurements can be a very important tool for funders to evaluate scholarly research. Research evaluation has both an internal aspect because it measures the impact of research on the (development of thought of the) scholars' field, and the impact on economic and social as well as industrial needs of societies in general. This is often reflected in the policies and strategies of the funders. As John Houghton recommends in his JISC report, it is important to ensure that research evaluation does not become a barrier to innovation, and should be looking at metrics that are more supportive of innovative scholarly communication and publishing systems instead of relying on traditional evaluation metrics.[206] On an international level, initiatives such as the ERIH (European Reference Index for the Humanities) want to transcend the national level of research evaluation. It is currently comprised of expert panels that establish a reference index of the top 15 Humanities journals, and their goal is to include book-form publications and non-traditional formats in the future.

Although the monograph has experienced a variety of setbacks, as the CIBER/UCL report argues, it is still considered one of the most important formats in HSS research. Direct funding can help a research monograph survive:

This research has demonstrated that despite financial, institutional and publishing constraints and changing opportunities provided by new digital models, the value of the monograph, as a print-on-paper record of substantial research is still recognized and valued in the arts and humanities research community.[207]

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[203] CREST Open Access Survey Findings (2009). http://ec.europa.eu/research/science-society/document_library/pdf_06/090609-scientific-info-results-crest-final_en.pdf, via: http://www.earlham.edu/~peters/fos/2009_07_12_fosblogarchive.html

[204] Prosser, The Next Information Revolution, 13-14.

[205] CREST Open Access Survey Findings (2009).

[206] Houghton et al., 'Economic Implications of Alternative Scholarly Publishing Models,' xxvi.

[207] Williams et al., 'The role and future of the monograph in arts and humanities research,' 21.

The CIBER/UCL report states that direct funding of publication costs is more common in the sciences, although this is still not the case in HSS research situations. If funders do not find ways to fund HSS publications and resolve lingering research dissemination problems, the report pointed out, it seems almost unnecessary to fund this research in the first place.[208]

In Europe, several important funding bodies have already announced policies supportive of Open Access to their funded research, urging scholars to publish in Open Access journals or to deposit their content in a digital repository.[209] This can be very beneficial, the EC report stated, especially for public decision makers and funding agencies where most of the scientific activity is publicly funded, making it essential that they ensure the highest possible rate of dissemination and impact for the lowest cost.[210] There is thus a strong case to be made for public access to publicly funded (taxpayer funded) research, one that many Open Access advocates defend.[211] Open Access can also be very beneficial to society in general, because toll-free access to scholarly content will benefit researchers in developing countries and at less-affluent universities. The current system places barriers between scholars as authors and readers, which will result in a less efficient communication system on a global level, concerning both international scholars and the general public.[212]

Grant money could also be used to pay for publishing costs and even for peer reviews in an Open Access model, as Alma Swan has pointed out.[213] The RIN report also shows that *'increasingly, government, research councils and other funding agencies are allowing researchers and research institutions to pay publishing costs from their research grants and/or supporting OA publishing and/or OA self-archiving more directly.'*[214] Funding agencies have even started mandating Open Access for their funded research, proclaiming that they have a vested interest in broadening the dissemination of scholarly content. On another level, these initiatives could also force publishers to go along with the inevitability of self-archiving and will encourage them to further modify their policies in this regard.[215]

Institutional funding streams for Open Access publishing have also been established in many library-press collaborations, as Raym Crow's report states, which also consists of comprehensive development and operating subsidies.[216] However, grant committees for the most part remain committed to the traditional publishing model, judging from advancement processes, although they are becoming more supportive of non-traditional publishing models, as long as the peer review system remains strongly

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[208] Ibid.

[209] SHERPA JULIET maintains a (community-based) list of those research-funding organizations that maintain Open Access policies at http://www.sherpa.ac.uk/juliet/ while the Eprints ROAR map does much the same for Green OA policies at http://www.eprints.org/openaccess/policysignup/.

[210] European Commission report, *Study on the economic and technical evolution of the scientific publication markets in Europe*, 5-6.

[211] Peter Suber, Open Access overview. Frederic J. Friend, Open Access in the Humanities and Social Sciences: A UK perspective.

[212] Prosser, The Next Information Revolution, 6.

[213] Swan, *Key Concerns within the scholarly communication process*, 42, Brown, Griffiths, and Rascoff, *University publishing in a digital age*, 31.

[214] 'Activities, costs and funding flows in the scholarly communications system in the UK,' 37.

[215] Crow, *The Case for Institutional Repositories*, 27, European Commission report, *Study on the economic and technical evolution of the scientific publication markets in Europe*, 18.

[216] Crow, 'Campus-based publishing partnerships,' 11.

embedded.[217] Thus, both universities and funding agencies are situated along the continuum between the traditional and the new. On the one hand, they want to maintain the importance of the peer review and vested interests when it comes to rewarding functions and funding allocation. On the other hand, they are willing to experiment with new roles and new means of disseminating and stimulating research that is more adaptable to an online environment, whilst simultaneously focusing on the maintaining of high quality standards.

However, the fear among many publishers has also spilled over to the funding agencies. In an area where there are almost no sustainable business models (especially for books), there are those who are afraid of the lack of quality control (vanity publishing), afraid that institutions and the public will have to assume greater burdens, and afraid that there is a lack of commercial initiative, which could harm market competition and lead to lower quality and less ambition. Funding agencies and institutions have also shown their concerns for having to potentially pay twice upon implementation of Open Access models, since institutions are already paying subscription and/or licensing fees. According to Waaijers, this can be alleviated if large groups of institutions or funders switch to an Open Access model at the same time. However, this would require a good and thorough coordinated effort.[218]

Open Access can offer universities some very clear benefits: it increases the visibility of their faculty and institution, reduces their publication expenses and advances their mission of sharing knowledge. Open Access increases the return on a university's research investments, and it makes the results of the funded research more widely available and thus more useful. However, it is difficult to see how this will all work out. As the EC report shows, in order to realize real changes, we not only need a well-coordinated effort but also policy reform:

The industry is fast changing and from discussions with the actors it seems clear that the future is still uncertain. Most of the economic analysis has been within the traditional distribution system, based on subscription and negotiations between publishers and libraries. The prevalence of this system makes it difficult to evaluate the feasibility of alternative systems, principally because such feasibility depends on how the overall budget for publication and diffusion is allocated. It is worth noting that, if the research funding authorities want to 'give a chance' to the author-pays model, they have to allow for a 'level-playing field' in comparison with the reader/library-pay model, that is, provide funding for publication costs and not only for library budgets.[219]

Houghton, in his JISC report, makes similar claims: the report shows that central allocations at the funder, institutional and even national levels may be necessary to ensure a smooth transition and to meet the transition costs of shifting to an Open Access model.[220]

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[217] King, *Scholarly communication*, 7.

[218] Waaijers et al. 'Copyright Angst, Lust for Prestige and Cost Control: What Institutions Can Do to Ease Open Access,' 5.

[219] European Commission report, *Study on the economic and technical evolution of the scientific publication markets in Europe*, 68.

[220] Houghton et al, 'Economic Implications of Alternative Scholarly Publishing Models', xxv.

How this is going to affect the monograph, especially in an Open Access system, on a funding level, remains unclear. Although it does appear that the good intentions of many funding agencies and national and international committees and institutions, together with research that shows clear benefits for society in general, and the experiments currently being conducted with new Open Access publishing models for monographs, may very well lead to future opportunities for the book in HSS research.

4 Scholars and Digital Monographs: Survey Results

4.1 Introduction

In April 2009, a survey was put online that focused on Open Access publishing in the Humanities and Social Sciences. The goal of this part of the project was to gather additional data on the use of digital online information sources by HSS scholars and their knowledge and perception of the Open Access publishing of monographs.

The questions in the survey were based on the conceptual themes presented in chapter two of this study and on the insights gained from the review of literature, presented in the previous chapter. The survey targeted scholars in the HSS field, both in their capacity as producers and as consumers of scholarly content (especially eBooks). The questions focused on user needs and views regarding the publication platform, the digital format and the online library that OAPEN wants to construct for HSS monographs in an Open Access environment, as well as their perspectives on the publishing process as a whole and the values underlying scholarly communication. The survey instrument was tested in face-to-face interviews with several members of the stakeholder groups. The survey was produced in English, presuming that this is the lingua franca of scholarship, to prevent confusion in concepts and terms common in the practice and theory of scholarly communication. However, translations of the introduction to the survey have been provided to make it easier for non-English-speaking nationalities. The survey consisted of 23 closed (multiple-choice) questions and included a short introduction about the goals of the project and of the survey and explained, where necessary, the Open Access project. It was disseminated in 9 countries in specific HSS fields. Ultimately, 254 respondents from 33 countries participated. The survey is included as an addendum to this report.

The OAPEN user needs survey was conducted between May and June 2009.[221] Scholars were invited to participate through direct mailings of the academic presses participating in OAPEN to their authors and through online promotion and dissemination via the OAPEN website, the OAPEN network, the partner's websites and specialized blogs and mailing lists. The targeted respondents were European HSS scholars, although, because of the online nature of the Internet, we reached an international public, however, the majority was European. Of the 254 scholars 225 (88.6%) fully completed the survey.

4.2 The Structure of the Survey

The 23 multiple-choice questions were divided into eight sections:

- Personal questions
- Publishing preferences
- eBooks
- Open Access

[221] Created using Survey Monkey – professional edition, an online survey tool.

- Scholarly communication and publishing
- Quality criteria
- Services for Electronic Monographs
- Publication practice

The focus of the survey concerned the demands, views and needs of HSS scholars in the area of the scholarly communication system as a whole, and, more specifically, their views concerning eBooks and Open Access publishing. The questions focused on the quality criteria for eBooks, the use of eBooks, eBook services and the motives and values underlying scholarly communication and publishing.

Some of the questions mirrored questions from earlier surveys such as the JISC eBook Observatory Project to enable comparison.

4.3 Data Analysis

For the analysis of the survey results we focused on three topics:

- eBooks (usage and needs with regard to eBooks)
- Open Access (familiarity with and views on Open Access)
- Scholarly Communication (values, motives and quality indicators underlying scholarly communication).

Of the 254 respondents, one-third was female. The average age of the respondents was relatively high, probably because the mailings targeted publishers' contacts, in other words, published scholars who tend to be a bit older. For the analysis, we divided the respondents into three age groups of about equal size: 25-40, 41-55 and 56+.

4.3.1 eBooks

Our data shows that the perception, use and needs of our respondents regarding eBooks, are largely similar to those of earlier surveys regarding Open Access and eBooks. When it comes to the use of eBooks, for instance, we asked respondents to skip some questions (questions 11-14, see survey in the addendum) if they did not use eBooks. From this we deducted that 189 of the 254 respondents answered the three questions while 65 skipped them. This means that 25.6 % of the respondents do not use eBooks (at all), which means that almost 75% *do* use eBooks, which is a higher percentage than previous JISC figures of 60%.[222] Of all the respondents (including those who do not use eBooks), 46.9% said they had not consulted any digital monographs in the months prior to the survey. Around 40% had not consulted more than five digital monographs, and only 5.1% of the respondents consulted more than 10 digital monographs in the month prior to the survey. This allows us to conclude that when HSS scholars use digital monographs they do not yet use them that frequently, especially when we take into consideration the importance of the format for them as readers and scholars. This may be related to a general lack of the availability of digital monographs or with the length of the texts being read, since our figures show that al-

[222] Milloy, *JISC national e-books observatory project*, 3.

most all of our respondents (around 95%) have read an article online during the past month, and more than 30% read more than 10 articles online.

When it comes to discovering eBooks, HSS scholars stated that their most important method for discovering these resources is Google, followed by references and hyperlinks included in other publications. Library catalogues come in third. However, there is no significant difference between these sources, and they may be seen as complementary. Blogs, discussion lists and publisher's websites are not considered important when it comes to discovering eBooks. Almost 50% of the respondents state that they mostly access the eBook free via the Internet, followed by 36.7% who stated that they access it via a library catalogue, while 10% stated that they go directly to a bookstore to purchase the print version. Interestingly enough, the older age group (65+) stated that they get their books free via the Internet much more often than the youngest age group, which stated that they mostly access it through their university libraries. There may, however, be a lack of knowledge or awareness among faculty members that they are actually accessing eBooks through their libraries subscription service, in a seamless way via their university networks.

Our survey figures regarding screen reading are similar to those of the JISC and CIBER studies, although our estimates are a bit lower than theirs. Circa 38% of the respondents read exclusively on screen (CIBER 48%, JISC 61.8%), circa 15% of the respondents print out documents and read from paper (CIBER 13%, JISC 6, 3%) while circa 47% do a little bit of both (CIBER 39%, JISC 31.4%).[223]

These lower figures may be related to the age of our respondents; the JISC and CIBER studies, for instance, included many students and also focused on textbooks. When we look at the different age groups we see higher preference rates for screen reading among younger scholars.

Table 3.1 Reading of eBooks by HSS scholars (N= 189)

	Screen	Paper	Both
25-40	45.20%	11.30%	43.50%
41-55	30.60%	16.70%	52.80%
56+	40%	18.20%	41.80%

Our survey figures concerning the actual usage of eBooks seem to confirm the 'dipping in and out character' of eBook usage: 48.7% dips in and out (JISC 54.7%) and 21.5% looks very briefly online (JISC 12%), while 18.8% read several chapters (JISC 18.7%), 7.3% reads one entire chapter (JISC 8%) and only 3.7% (JISC 5.8%) reads the entire book online.

These figures do not differ substantially for the three age groups. Almost 50% of the respondents stated that if the work was important they usually downloaded and saved it to a PDF. Although, only around 5% of the respondents stated that they always purchased the printed book from a bookshop or an online retailer if it is important to their

[223] Ibid., 3. Ian Rowlands, et al., *What do faculty and students really think about e-books?*, 9.

work, almost 60% stated that they only sometimes did this. Only 35% never purchased a printed copy. These figures seem to show that there may still be a market for the print book even with the (free) online availability of eBooks.

When it comes to services that eBooks may provide, our survey shows that respondents deem good accessibility to be their top priority. The most important services or benefits of eBooks are full text search, an accessible search engine and permanent and quick access. This result is similar to that of earlier studies. Of the more practical services, the ability to download an eBook and a good interface or an easy-to-use platform also rank high. Printing, the ability to add primary source material and datasets and POD are also mentioned as important services.

Services like document integrity, clear copyright and preservation policies, as well as multiple hyperlink possibilities and annotation rank in the middle category. Our respondents seemed less interested in more Web 2.0-focused services such as download statistics, user-generated content (for instance, tagging), print sales statistics, user comments and metadata search.

4.3.2 Open Access

Although the familiarity with Open Access (publishing) has certainly grown over the past few years, the survey shows that almost 30% of the respondents were still unfamiliar with Open Access publishing. Although these figures are not unexpected, it seems that there are still plenty of opportunities for awareness raising, education and further dissemination of information regarding Open Access publishing and its possible benefits to ensure that the scholarly community more fully supports open Access. Our survey results further show that the respondents feel Open Access promotes accessibility and dissemination and efficiency (among the three most important values) where they deem its effect to be neutral when it comes to the other values. It is very important to the respondents that they do not necessarily see any negative influence on the quality of scholarly content; they mostly consider Open Access availability a neutral influence with some even tending towards the opinion that it actually promotes the quality to some extent. When we cross-reference these outcomes with someone's familiarity with Open Access we see no significant difference in our results. We do notice that those who are the least familiar with Open Access publishing are slightly less enthusiastic about the benefits of Open Access when it comes to promoting accessibility and efficiency. More interestingly, however, are those who were relatively unfamiliar with Open Access publishing before, *do not* feel it necessarily hinders the quality of scholarly publications.

When we delve deeper into the figures concerning familiarity with Open Access, we see that male scholars seem to be slightly more aware of the concept (72.5%) than their female colleagues (65.4%). The data shows huge differences in familiarity with Open Access per country, although the number of respondents per country only allows for provisional conclusions. In Germany, Norway and the US approximately 90% of the respondents were aware of OA; in Sweden, the Netherlands and the UK, between 65 to 80%; while in Italy, Denmark and France less than 60% were familiar with OA, with France finishing last with only 25% of the respondents familiar with OA publishing. Focusing on age groups, it appears that younger scholars are slightly

more aware of Open Access publishing than the older generation: in the 25-40 age group, 75% of the respondents were familiar with OA; followed by 70.5% of the 41-55-age group; and 65.4% of the 56+ age group.

4.3.3 Scholarly communication

Surprisingly, although the monograph is always seen as the preferred format for HSS scholars, our research shows that HSS scholars, both as readers and authors, deem journal articles slightly more important for their work than monographs. When we look at reader and author preferences, sociology and economics faculty members show the highest preference for articles compared with those in the other HSS disciplines.

When we look at the motives for publishing research, HSS scholars claim that communicating with one's peers is the most important, followed closely by career advancement, the claim on research findings and the stimulation of progress and knowledge in society in general. The least-often mentioned motive was financial compensation. The differences in motives between those who have published Open Access documents and those who haven't, show no significant differences, only that the prior group is somewhat more likely to publish in order to stimulate progress and knowledge in society than the latter.

The motives do, however, differ per age group. Career advancement is the most important motive to publish for the younger age group, closely followed by the claiming of research findings. Communication with one's peers finished third in this age group. Financial reward here, however, was not deemed important. The motives for the older age groups are different. As we have already noted the oldest age group chose communication with one's peers as the most important motive, followed by stimulating progress and knowledge in society, the claiming of research findings, with career advancement finishing fourth. Here financial reward was also considered least important. These, however, seem to mirror natural motivational differences, because, in the early stages of one's career, scholars have other motives for publication because they clearly want to make a name for themselves.

Regarding underlying values, the respondents deemed the most important to be accessibility and dissemination, followed by quality, efficiency and effectiveness, trust and reputation, and reward and reputation, which is similar to the data mentioned above in which the respondents noted that they did not value financial reward very highly. Again, there is no major difference here between those respondents who had published Open Access or not, with only slightly more interest in efficiency and effectiveness for those who did. We also saw no difference per age group regarding reputation and reward, with only the older group considering it slightly less important.

When respondents were asked if they expected Open Access to influence these values, those who had published using Open Access were more positive than the average scholar regarding the notion that Open Access promotes these values. The youngest age group is also more positive about the beneficial influences of Open Access on accessibility and efficiency.

Closed peer review is still considered the most important factor, according to our results, as a measure to ensure or establish quality. However, other modes of peer review such as a semi-open peer reviews and open peer reviews also both appear among the five most important indicators in the assessing of quality and in advising on how to improve the quality of manuscripts under review. However, this may indicate that the respondents simply considered peer review, in whatever form it takes, as the single most important quality indicator. Interestingly enough, the prestige of the scholar came in second and the prestige of the publisher also ranked high, which confirms the importance of reputation in scholarly communication and the importance of the publisher's brand, especially since the prestige of a scholar's institution ranks much lower. However, the stature of the individual scholar and his or her publisher has continued to maintain its importance, especially in the HSS.

Of the remaining indicators, book reviews also ranked high. It is interesting to note that digital availability ranks in the middle as a quality indicator followed by Open Access availability, which may mean scholars feel that online (Open Access) availability is fairly important in the establishment of the quality of a publication or at least they did not deem it unimportant. What they do consider unimportant are Web 2.0 applications such as public commentary on pre- and post-prints, user comments, and services such as download statistics and citation metrics. The latter is somewhat more important, while citation metrics are considered essential for those engaged in STM research. This again confirms the current lack of importance of bibliometrics for HSS scholars. If we look at fields like sociology and economics, which classify as Social Sciences, citation metrics have similar scores, indicating that there is no clear difference per subfield.

5 Scholarly Communication, Digitization and eBooks: Stakeholders Perspectives

5.1 Introduction

As part of the OAPEN users study, some 40 key members from the scholarly communication community in six countries were interviewed face-to-face. Interviews were done by consortium members all using the same questionnaire. The interviews were recorded and typed out and the approximately 600 manuscript pages were analyzed by the principal researchers at Leiden University. The goal of this part of the users' study was to assess the context and potential of the Open Access publishing of monographs in HSS. The stakeholder groups concerned are (1) publishers, (2) librarians, (3) scholars and (4) funders and universities. Each interview in each country was structured along the lines of (1) major trends in scholarly communication, (2) their consequences and those of Open Access publishing on the core values connected to the system and (3) the eventual demands for new services as part of an innovative Open Access publishing infrastructure for monographs. The findings were supplemented by the input of informed participants during two roundtable discussions on eBooks and Open Access organized for OAPEN during two conferences on international publishing (APE 2009 and APM 2009).

The major findings of this extensive empirical fieldwork, conducted with the assistance of representatives from the partners in the OAPEN consortium, are reported in the context of the aforementioned interview structure. Each of the sections includes the perspectives of each of the stakeholder groups, which are discussed and in some cases confronted. It became clear during the interviews that publishers and librarians in particular are the most involved in current developments in academic publishing and scholarly communication. Representatives of funding agencies and universities as well as scholars maintain a certain distance from the discussions and, are, across the board, less informed about current trends.

The following paragraph deals with the general trends in scholarly communication as observed from the point of view of the academic publishing community. It focuses on a number of themes that appeared prevalent in the discourse regarding the future of the scholarly communication system. Thereafter, the specific trends concerning the key actors in academic publishing and scholarly communication (funders and universities, publishers, librarians, scholars, among others) are discussed. The next part of the report discusses the implications of current trends, singling out Open Access as one key development for the main values that are cherished in the scholarly communication system, as mapped out earlier in chapter two of this report. They concern (1) quality, (2) reputation and reward, (3) dissemination and accessibility (4) efficiency and effectiveness, (5) economic viability and (6) trustworthiness.

The demands for new services as part of an innovative Open Access publishing infrastructure for monographs are reported in a separate paragraph at the end of this chapter.

5.2 Trends in Scholarly Communication

5.2.1 General Trends and Issues

The different stakeholders consulted for this study have identified a broad range of current trends in scholarly communication. A number of general trends are mapped out below, followed by an overview of how these trends affect the various actors involved in the arena of academic publishing.

5.2.2 Digitization

The most obvious overall development influencing the present scholarly communication system is digitization and as an effect thereof, the emergence of the Internet both as a distribution medium and a publishing platform.

Digitization revolutionized the communications industry, more specifically the creation, production, distribution and sharing of knowledge and information. It is an ongoing process that started more than a decade ago and continues to develop. It has caused a reshuffling of the communications landscape in general, including scientific communication, by creating new possibilities and conditions, enabling innovations as well as threatening existing practices, introducing new players in the field and redefining the roles and practices of existing ones.

It has left its marks and traces on the economy as a whole, the media and entertainment industries as well as the publishing industry, including scientific publishing, in particular. The importance of new players like Google, Microsoft and Amazon is recognized by society as a whole as well as in scholarly communication. Business innovations introduced by renowned academic publishers such as Elsevier and Springer have changed the scholarly publication landscape. Libraries are evolving from being gatekeepers who decide on which printed information to put on their shelves to being consultants for university staff and students and to service institutes that support their prime target groups in their core activities: doing research, teaching and learning. But it is not only publication processes that have changed because of digitization; the same can be said for the way research is conducted, how scholars communicate with their colleagues and how reports of academic work are developed and produced. Digitization has changed the creation and production of scientific knowledge as well the way scientific results are recorded, valued, published, disseminated and accessed by the broader community of scientists involved in a wide range of disciplines.

One of the key issues in the ongoing discussion about academic publishing and scholarly communication is the emergence of digital publications as an alternative to printed matter for the dissemination of scientific results , or as many have claimed, as an alternative that will totally replace print in the future. How both modes of information transmission will evolve and what their precise meaning and role in this context will be in different disciplinary contexts, has been the subject of many debates. This research clearly shows that the role played by print and digital media in scholarly communication is strongly mediated by their disciplinary context: the humanities and social sciences, on the one hand, and STM on the other.

Another key issue in the digitization discussion in the context of scholarly communication and academic publishing concerns the effects of digitization on the exploitation and publishing models and the role of the different actors in the value chain or structure: publishers (both commercial and university presses), academic libraries, scholars and funding agents. Recent developments have shown that digitization has enabled a whole range of innovations including everything from digital delivery to new economic relationships between publishers and libraries (i.e., selling licenses to bundles of journals instead of selling individual subscriptions) and new concepts for academic publishing such as Open Access publishing.

Within this dynamic context, this part of the users study has attempted to assess the future of monograph publishing in the HSS. It departs from the idea of Open Access by specifically asking users in their unique roles as publishers, librarians, funders, university officials and scholars how they perceive the present situation and what they see for the future of the monograph in this context.

5.2.3 The Future of Formats: Print and Digital

Stakeholders have varying opinions on the future of the monograph as a means of academic communication and as a publishing medium in the HSS. The printed monograph retains a prominent and prestigious position in these disciplines, which has yet to be matched by other formats or platforms. Many in the field share this observation. It is clearly summarized by a professor working in Middle Eastern studies and social history:

Well, I would say that the book is still the yardstick of academic achievement in our field. And ultimately it is what people are measured by and it is still also very important as a source of academic knowledge and for the distribution of knowledge.

At the same time, several other stakeholders thought that the role of journals in the Humanities and particularly in the Social Sciences is actually *increasing*. One Dutch professor notes:

It's gradually changing toward more articles, less books. However, the average scholar in the Humanities is still writing more books than in the life sciences, for instance.

The developments in journal publishing in these disciplines have taken a comparable route to the one seen in STM, which has seen the rise of journals being published as part of a bundle of digital licenses sold by publishers to academic libraries. The biggest difference between the two fields is the prices of journal subscriptions. STM journals are much more expensive than HSS journals. The immediate economic value of the information in STM journals compared to that in HSS journals apparently justifies this difference. However the lifespan of information published in HSS journals is much longer; interviewees, for instance, have observed that references in HSS publications normally cover a much longer period than those in STM publications. Digitization has progressed in journal publishing in both disciplines and print is becoming increasingly less significant. It is important to note that it is not only the publication and distribution medium that has been revolutionized; the work flow leading up to the

digital publication and subsequently for the storage and preservation of the digital information by libraries has undergone similar changes.

In the case of HSS monographs, digitization has changed the workflow but not the publication and distribution medium. Print continues to dominate. Storage and preservation are done based on printed copies. The dominance of the printed monograph is largely based on culture and tradition within the HSS. It provides the necessary space for a scientist to report extensively on his or her subject matter as well as allowing one the room to develop extensive arguments and theories. There is a homology between these scientific fields and disciplines and the monograph as a medium of scientific publishing. The situation is quite different in the field of STM where journal articles are the predominant format. Within STM, the publishing of the surviving monographs are increasingly being included in the services and bundles of journals exploited in specific target markets. The differences between books and journals are basically disappearing in this more or less unified context, as one publisher confirmed:

An electronic book is a resource in which things are put together in one file. It may give you an idea of the quality, school of thought and what you can expect because of the editor. However, the difference between books and journals in terms of where people get their information is blurring. You already see that on Science Direct and Springer Link where books and journals are completely mixed.

This appears less feasible or acceptable in the HSS community, in particular because monographs are 'the dominant format' in these disciplines. However, eBooks have become increasingly important, but their position remains marginal. A French professor added: 'On the Internet, a thought that needs 300 pages wouldn't be disseminated. For that we have books.' Economically speaking, the eBook in the HHS remains an insignificant part, as one French publisher has noted:

We now have about 350 eBooks that are accessible. The digital business share is very modest at present, accounting for only 0.2% of our entire turnover. So it's very minor. It's likely to develop, however.

Publishers claim that the enduring prominent position of the printed book in these disciplines is primarily the result of the orientation and preference of the end users. Despite the fact that publishers see some clear advantages in the eBook format, the printed publication remains their main orientation, which is mirrored in their work processes. One renowned Humanities publisher stresses that, although his company publishes both eBooks and printed books, it is primarily equipped to service the print market, approaching eBook publishing as something like an add on:

Commercially we have eBooks out with the vendors since the year 2000. However, the time lag between print and eBook now is about six months. It still takes time to take everything out. That may sound strange. The print still comes first. Our production machine is still so much paper based. The income out of eBooks is a fraction. We do it because we want to be there.

This practice illustrates that the work processes underlying publishing both in print and digitally include a number of inefficiencies that actually lead to increased costs.

The publication of eBooks and publishers' endeavors put extra pressure on the already delicate situation monograph publishing finds itself in.

5.2.4 Monograph Crisis

Many parties and actors in the area of scholarly communication sense an eagerness to develop digital monograph publishing for a number of reasons. The first one is related to changes in the monograph market, which are the result of broader shifts in the academic publishing market.[224] Due to the fact that increasing parts of the stagnant library budgets are consumed by the acquisition of licenses for accessing bundles of journal titles, among which the STM titles are by far the most expensive, the available funds for printed HSS monographs are drying up. Monograph publishers have experienced a dwindling market share for their publications, often falling below the ultimate line of economic feasibility. This trend seems to be reinforced by the implicit or explicit prioritization of STM acquisitions over HSS in the selection policy of academic libraries. Alternative models thus need to be explored, including that of eBook publishing.

5.2.5 Digital Monographs and Efficiency

Another reason for the possible digital shift in HSS monograph publishing is related to the motivations and considerations of academic libraries. Librarians regard eBooks as more efficient than printed books. One of their arguments is that they are easier to access (any place, anytime, anywhere), stimulating dissemination and enabling simultaneous use, which is not feasible with a printed book. Moreover, in the long term, additional eBook services can be provided, from search facilities to forward linking, increasing the use value of the digital documents compared to the printed book. In the long term, librarians believe that this will promote a more efficient and effective publication and communication system within academia. This is a common scenario among librarians. They estimate that, in the end, this scenario will ultimately become reality. Up until now, the dominant modes of consumption and reading of scientific publications stood in the way of the swift introduction of the eMonograph. This is part of an HSS culture and tradition because humanities scholars continue to attach a specific value to a book as a medium of knowledge transfer, apart from its specific contents. At the same time, the digitization of journal publishing was hindered by these kinds of restrictions. A British academic librarian perceived the present state of affairs in this way:

There is a trend among libraries to be forward looking, trying to promote the use of digital resources at the cost of print. … However, since they work primarily for the scientific community they have to take into account that scientists in some disciplines are less prepared to work with digital texts, partly because they are attached culturally and by tradition to print and partly because some ways of reporting and expressing are less suited for digital-only services. In the humanities, for instance, monographs are seen as a very important format for registering thoughts, ideas and research outcomes. Monograph reading is much more attached to print, than, for in-

[224] This issue will also be dealt with in the discussions on the 'efficiency and effectiveness' and 'economic viability' of the scholarly communication system, later in this report.

stance, the reading of journal articles. For that reason, digitization is presently the least effective in the humanities. The same goes to a lesser extent for social sciences.

5.2.6 End Users' Behavior: Tradition versus Innovation

Ironically, the behavior and preferences of HSS scholars, are often used to explain why the digital monograph doesn't take off and, at the same time, to emphasize that the digitization of monograph publishing is an unavoidable necessity. The first argument is based on the sense of culture and tradition that results in HSS people clinging to the printed book as a valuable medium for knowledge exchange. The second argument is derived from the observations of scientists and students using information resources, more specifically, from how they use different kinds of digital resources. Some observers interviewed conclude that changing the behavior of scholarly communication users, and students and faculty members, is one of the important stimuli of the digitization process in scholarly communication and academic publishing. This is particularly true of younger scientists who are more e-wise than their older scientific colleagues and may be responsible for the cultural shift from the print-dominated tradition to a more multimedia-oriented future of digital publishing in the HSS. This scenario is similar to the many observations made by various interviewees that the inclination to hold on to printed monographs is an issue of culture and tradition, which will eventually wither away in the years to come when generations accustomed to digital communication begin to dominate faculties. These new users will demand another approach to monograph publishing from libraries as well as publishers. They will not remain loyal to print as the sole prestigious form of information transmission. This shift will not come without its obstacles as one humanities professor emphasizes after witnessing young scholars in his discipline setting up digital journals, which still lack the prestige and esteem of the traditional periodicals:

Younger groups of scholars have started digital journals, which have an advantage and a disadvantage. The advantage is that they are quick, the disadvantage is that they don't have the standing yet, so they don't contribute that much to a scholar's academic career.

One publisher observes that users are increasingly turning to 'digital solutions' for whatever problems they may encounter and whatever information they are seeking. This stimulates innovation in academic publishing and forces academic libraries to innovate. This creates many opportunities for innovation, which have been taken up by both academic publishers and libraries. Developments take place on different levels and at different speeds. Research and communication in HSS are largely taking place in a 'digital environment', whereas the distribution and sharing of scientific publications continues simultaneously through print and digital media. All of the journals are now online, and the books are already underway. The eBook provides many opportunities for monographs. Despite its present economic insignificance, it is expected to become significant in the future. That makes the development of eBooks a strategic necessity for publishers. One of them predicts that within three years all academic books will be available both in print and digitally. How important additional services may become and what the future shape of economic models will be remain uncertainties, however.

Some experts interviewed elaborated on the future of scholarly communication following the successful development of eMonographs, based on the trends they are presently observing. One observer predicts that new forms of information sharing and reading practices based on novel forms of communication and collaboration, could imply the end of the book as we know it, even in its digital form and certainly as being something that is read from cover to cover:

People do not read books any more, they read a chapter or a paragraph. They use the book more like 'research' and search for things and maybe read a little bit here and there to see the contextual relevance. But to read a book from beginning to end is out of fashion. Since you're under pressure to do research, to publish and so on, you don't have time to read anymore. Read or rot doesn't exist, publish or perish does. So you have to publish whether you read or not. And the other thing is that you can very easily bluff your way through it, if you read abstracts. There are even automatic abstract engines. People feed a lot of text through it and then it takes out everything that seems to repeat itself it comes out with a shorter version. Of course that is fantastic, but it is the death of the book. It will take a while though; it won't happen tomorrow.

These observations about changing reading habits are supported by data on the downloading and reading of eMonographs gathered by a librarian who noticed that the libraries' digital collection of monographs in the Early English book series until 1800, were actually downloaded 4000 times the first year they had them:

And these were people in the humanities who downloaded them, literature scholars and historians. So, I am not quite sure if things are not starting to move…

He also concluded that people tend to use chapters instead of complete works. It is unclear if this is a characteristic of new reading habits connected to the digital age, or whether it is similar to the print era. This information was not as readily available for print use. This led him to conclude that, in the eBook future, scientific monographs need meta-data on the level of chapters, or on an even more detailed level.

This development will not only influence the demands of end users towards publishers, but also towards academic libraries. In this scenario, they will develop into digital service centers for staff and students, providing digital access to a broad range of information, assisting academics in their research in combination with their more traditional activities of collecting, preserving and providing access to printed information. This research shows that libraries are ready for the shift. The only thing that keeps them from moving faster is the perceived loyalty to the printed book, as they have observed in user behavior. However, many of the experts who were interviewed observed other types of behavior, which provides fertile ground for innovation in academic libraries.

5.2.7 Beyond Print vs. Digital: Technical Formats and Cross Media Publishing

Answering the questions regarding the future of scholarly communication and academic publishing provoked some among those interviewed to move beyond the print-versus-eBook equation. The discussion on the necessary underlying structure enabling

both forms of publication, print and digital, justifiably erodes the present dualism between print and digital. A publisher participating in one of the OAPEN roundtables noted that it is more relevant for publishers to get a clear picture of the technical format underlying publishing both in print and electronically than discussing the eventual future of platforms. Key decisions have to be made to move developments forward. The print-versus-eBook issue is less important:

I guess the real discussion is which kind of format we should publish in and what should be the basis XML or PDF or what else. This is really the basis for our lists, to put them on different channels. In the end, we don't care if it is digital, if it is a brochure or hard cover or soft cover or whatever. It is just different forms of the publishing of content. But the question is what will be the core format technically.

Another interviewee added:

For us as publishers it is more or less neutral whether we publish a book in print or digitally because, well, it is up to the customer to define the format.

He also stressed that the future of electronic formats will probably be decided in the domain of STM publishing and not in HSS.

One publisher added that the market, which is basically all academic libraries, is not clear in its demands, which is an obstacle to a swift and effective transformation of monograph publishing from a one-format print situation to a hybrid print and electronic situation and eventually to an all digital future. Moreover, the ongoing discussions and the resulting confusion about DRM do not lead to easy solutions in cross-media publishing.

Another confusing issue is the character of new added services. The digital format provides many possibilities for these services. They may serve the academic community, offering opportunities for publishers as a potential cornerstone of a business model for eBooks or, more generally speaking, digital scientific publishing vis-à-vis printed publications. The path of the development of added services[225] may or should take and the economic potential of these for publishers remains unclear, however, as was reiterated in one of the OAPEN roundtables. As one interviewee observed:

Frankly, I don't think we know yet if the added value that we think we may bring will be paid for sufficiently to make it worth doing. But we have to experiment.

5.2.8 Beyond Monographs and Journals: Blogs and Wikis

Another discussion that has moved beyond the print-versus-digital argument addresses new developments in academic communication, which may imply a radical new direction. Scientists, as many other citizens, publish information on the processes they are engaged in, in their case, scientific research or conceptual thinking. This changes the conventional pattern in which a scientist works in isolation (as is often the case in the humanities) or as part of a research team and shares the outcome of his or her work not before the official peer reviewed academic publication takes place. This

[225] The potential added services will be discussed in a separate part of this chapter.

publication may be preceded by presentations during conferences or the eventual publication of working papers as works-in-progress.

Digital technology and the Internet provide means, tools and instruments for the sharing of information in intermediate stages of the scientific process: research blogs and wikis, among other things. They are used to communicating the progress of scientific knowledge development and sharing more or less rough ideas and findings as they are developed. Scientific knowledge production becomes an open, interactive and iterative process. The academic and publishing communities utilize blogs and wikis in different ways. A German philosophy professor, for instance, concluded that more and more of his colleagues are publishing their work on personal homepages before publishers publish officially in their journals. The scientific community is trying to develop notions of how to record these publications and to claim the results and thoughts so they can be included in the reward and reputation system of academia. The publishing community is watching this development closely as it tries to figure out how these newly developing practices can be incorporated into their activities and services as publishers. A publisher specializing in history associated with an academic institution noted:

We're just starting to think seriously about using blogs and wikis for academic work. Lots of people have research blogs. It is a very important way of sharing information among students. We're starting to look into it as a way of updating content and helping with the academic sustainability of online resources. You develop an engaged community, which is observing it in a slightly more formal way than Wikipedia, but still trying to harness the community to keep things going and make sure that things are academically sustainable, if not, financially. I think it is still fairly early for historians.

Another publisher believes that the importance of this development has not yet been fully recognized within the broader context of scholarly communication and academic publishing:

The wiki movement is underestimated. I mean, it is far more significant than a lot of people dare to admit: collaborative working. I wouldn't be surprised if it takes over at some point in time. We now even see that here are some efforts to peer review or give a stamp of scientific acceptability to Wikipedia articles. That's the first step and that is a step that is already being organized, so I think that is and will be highly significant.

Science community blogging is another form of sharing scientific information, which is developing into a relevant mode of information transmission, as an addition or an alternative to the more formal publication of monographs and journal articles. A philosophy professor noted that instead of going to conferences he consults blogs to learn about the most discussed topics in his discipline. He doesn't like conferences. A publisher observed:

Science blogging is taking off enormously. There are very good science blogs. People put essay-length stuff on there. That is going to take over, especially in areas where the peer review is less of an issue. If you know that your blog is being indexed by Google Scholar say, then there is nothing to stop you. If you look at the articles in

Wikipedia, there are some extremely good articles and very long articles as well. As soon as you can be sure that your article can be frozen and is not going to be changed by someone else only perhaps added to or commented on, and I think they are working on that, then you will put it in Wikipedia next time. Why would you go to a publisher? You just put it there. And especially if you can be sure that your signed article or signed book is not going to be vandalized by someone else. Of course, people can add things to it later but that will be seen then as comments or additions and not as part of the original thing, then there is nothing to stop you in this respect.

Ironically enough, some scholars have a tendency to escape from the hectic and dynamic nature of networked content online, as one French professor claimed:

The book's charm though, is that I can read it out of the communication context.

5.2.9 Convergence, Disciplinary Cultures and Identities

The consequences of digitization go beyond the distribution and processing of information and into the process of knowledge creation and the functioning and organization of science itself. As in society at large, the all-embracing influence of global digital networks in academia promotes shared practices, arrangements and routines across institutional and, in many cases, national borders. In scientific communication and academic publishing there is, both across countries and cultures as well as between disciplines, a trend toward convergence. It concerns the role of different publication formats, the assessment of quality and, directly connected to that, distributing rewards to both scholars and institutions. The experts interviewed presented many examples of this trend. Although digitization cannot be singled out as the only stimulus, it definitely plays an important role in this process. As a reaction to this convergence, however, people in HSS have discussed the state, value and future of cultures and identities of the specific disciplines in their particular national and field contexts. These cultures and identities are articulated in both formal and informal rules and routines by which those fields are governed.

At the level of disciplines within the HSS, there is trend toward conforming to the practices and routines that rule the field of STM. This can be traced back to the dominance of the STM paradigm, being the model of what science should be. At the same time, however, this pressure to conform has been contested by academics working in HSS. The discussion on the specific significance of the monograph and its future within HSS is a clear example of the resistance to this trend of convergence. The digitization of STM publishing is often seen as the route that HSS should take, thereby disregarding the specific history and value of communicating and publishing in a different manner than the strictly formatted journal articles that dominate STM. In a similar way, assessments of academic quality as introduced into the HSS are strongly defined by the dominant STM practices. One interviewed publisher, referred to earlier in this chapter, has even predicted that the dispute over technical standards for eBooks and DRM will be decided within the field of STM publishing, as a result of the considerably larger economic significance of publishing in this domain than in HSS. The interviews conducted in the context of this research echo the feeling that the process of digitization of scholarly communication, which is currently taking place, shows the fragmented state of the HSS as opposed to STM field. The HSS lacks common prac-

tices and routines that are shared by all of the players and institutions in the field as a result of the great diversity in publication practices. However, many of the specific field issues converge in the endeavors to re-invent the monograph in the digital era. This is due to the multiple roles and functions academic publishing has in the broad field of science, ranging from sharing the results of scientific work with the disciplinary community to assigning academic rewards and reputations, influencing careers and the distribution of research funding. Therefore, a discussion about the future of academic publishing within certain academic fields is largely part of a discussion about the structures and operations of the scientific fields themselves.

One of the most visible outcomes of this process of convergence is that publishing in English seems to be mandatory in order to gain academic prestige internationally. It is almost impossible to play a role on a truly international scale when someone is publishing in a language other than English. This goes for journals, but also for monographs and authors. To gain international interest from a renowned publisher, one must publish in English. Another example mentioned by a French publisher is that of the traditionally important role of the editorial board of French *revues* in judging the quality of submitted manuscripts. Some of these journals have changed their policies and adapted to the international practice of working with an anonymous peer review system.

This convergence of practices in countries and disciplines usually occurs without too many considerations being made of what may be lost in terms of practices and routines rooted in specific national or disciplinary traditions. Actually, the fact that monographs in the HSS are being threatened in the context of the present system of academic publishing seems to underline this notion. Since it is mainly STM journal subscriptions that gobble up increasing percentages of university library budgets, it leaves less available for monographs. This, as indicated earlier, is one of the main causes for the position monograph publishing finds itself in today. Exploring digital possibilities of securing the monograph format of knowledge sharing for these disciplines will eventually lead to an alternative economic regime, which seems like a useful response to this problematic situation. It will allow for the reinvention of the monograph in a digital format and thereby secure a specific HSS position and practice vis-à-vis STM. There seems to be a fit between the HSS and the monograph as a publishing format. A French publisher noted that, although there were certainly pressures on French scientists to publish journal articles, many scholars still publish monographs. There is a homological relationship between the format of the book and these disciplines:

You do not express your thoughts in the same way in articles as in books. Therefore, many resist the urge to publish in journals. You don't express your thoughts in the same way in articles as in monographs. In philosophy, history, economics and sociology, you need a book to present the findings of your research.

5.2.10 Open Access

Another important innovation that came along with digitization is, of course, Open Access.[226] It is frequently mentioned, as it is part of a larger search for a new exploitation model or at least of a partial shift in existing models. This alternative publishing model is a direct result of new forms of sharing knowledge and information, enabled by digitization. One senior executive, a long-term employee in the international academic publishing industry, recalls early initiatives from more than a decade ago that eventually developed into Open Access:

In the early days, we did something like Open Access. We didn't call it that at all, but we offered people the choice of buying off their copyright or buying the right not to transfer copyright and then the articles would be freely available electronically. The number of takers was very, very limited. I mean we are talking about single figures here. We didn't promote it either but it was more like a defensive position, if people wanted it, yes, we would allow it. It was too early for that kind of thing at that time.

The shift from print to electronic in circa 1995 enabled the advent of Open Access. One spokesman compares this development to the meteor that struck the earth and changed the environment completely. At first, Open Access was seen as a subversive thing, and, in some publishing circles, it still is. However, it is developing into a proper business model, at least for articles. In the early days of Open Access, some publishers had the idea that advertising could support the publishing sector. That was the case at Biomed Central, an online service publishing articles in Open Access recently acquired by Springer Academic. Later on, Biomed switched to the author-pays model, which, according to some, is developing into a stable model for OA publishing. However, one weakness of this model, especially for articles, is that the financial burden of the operation is on published articles and not on those who are rejected, in many cases consuming more resources than those who are accepted. The reason is that many of the operational costs go into peer reviewing, which leads, in the case of a high-quality journal, to many rejected manuscripts. The consequence is that the costs for this policy have to be absorbed by the published articles and their authors or the institutions that employ them. An alternative approach could be to charge authors for submitting manuscripts and not just those of published articles, to avoid the financial punishment of quality. The same mechanism can be applied to monograph publishing, although the process leading up to a successful monograph manuscript differs from the current practice of journals.

A Dutch Humanities professor explained why it took this long for Open Access to take off in the HSS compared to the STM. It concerns differences in the immediate value of knowledge and the life cycle of publications.

In my field, articles published 10, or even 15 years ago are still highly relevant. There is rarely a problem with access there. It is not a field in which you desperately need to have the publications of the last six months. So, I think therefore, the access problem is perhaps less pertinent in our fields than in others. And, in the institution where we are making arrangements to have our stuff openly accessible we have other demands.

[226] Open Access is only briefly dealt with here, since it will be dealt with extensively in the discussions about the future of the core values in academic publishing, specifically regarding Open Access, later in this chapter.

We have two important reviews in my field. One of them is a very prestigious journal, the International Review of Social History, *which is published by Cambridge University Press. We now have a deal with them on accessibility. It includes Open Access after, I think, three years. In our field that seems quite adequate.*

The main reason why most academic publishers have hesitated to accept Open Access, according to an experienced spokesperson, is the extremely high profit margins of a few companies in the journal-publishing sector over the past years. Because money was easy for so long the key commercial players in the field have not been enthusiastic in adopting Open Access. Business consultants who have looked into the academic publishing sector in the past identified these high margins as a serious barrier to innovation. Every potential innovation that did not comply with those high performance standards was rejected, resulting in very little innovation. For that reason, large parts of the academic publishing world have remained immune to the pressure to adapt to new realities for a considerable period of time now in which restricted access to publicly funded knowledge is increasingly considered unacceptable. This may cause a backlash for publishers in the years to come.

For scholars, it is less the changing economics of publishing that should be concentrated on and more the eventual new social role of scholarship and scholars, as one French scholar explained:

Open Access changes the link between society and scholarship. We go from a system where we have been secretly acting as priests in a system where every debate takes place in public. This first happened in the medical field. There were associations, for instance, in the field of AIDS, where lay members knew as much about the disease as doctors did. This marks the real evolution of science. For example, in PLoS (Public Library of Science), in the fields of medicine and biology, we can find articles aimed at well-informed amateurs and not primarily at specialists. The logic of excellence within groups of scholars is changing with open publishing. The responsibility in relation to an open social community is becoming more important.

This perceived social effect of Open Access concurs with the view of one of the national research funders on scholarly communication. He defines two target groups in scholarly communication: colleagues and the general public.

In some areas, history for example, there is a kind of gray zone. It would be a detriment to the arts and humanities if we define research communication as simply being a question of moving results and findings from one historian to another within a specific period, within a specific country.

A representative of another funding organization believes that digital publication makes a significant contribution in reaching out to audiences outside of academia.

Print publishing is still very restricted: it's shared by a circle of specialists coming from linguistic communities or even on a national level. Digital publishing allows much wider distribution and visibility.

5.2.11 Copyright

There are several dimensions, perspectives and relationships related to copyrights, which are changing due to digitization.

The first is the relationship of the author (or eventually the institution that employs him or her) and the journal or book publisher. The practice for a long time was that academic authors would hand over the copyrights to the publisher as part of the publishing agreement. This practice is changing to an arrangement where the exclusive rights to commercially exploit the journal article or the monograph is given to the publisher, giving authors the room to publish preprints on personal websites and place them in academic repositories. Authors increasingly refrain from handing over all their rights to the publisher, who, in turn, refrains from insisting on this stipulation. Instead of getting the copyrights from the authors directly, most publishers insist on the exclusive rights to monetize the content. One publisher concluded:

We see a shift from the handover of the copyright to a license to publish, an exclusive license, but a license nonetheless. So, the copyright stays with the author. We are OK with that; we don't need the copyright. If we have an exclusive license, our model works. Of course, when you want access you need a Creative Commons type of license. However, we would still not like it if someone else were to exploit it commercially as well.

There is an interesting paradox to be found in the context of the author-publisher relationship, which is inherent to the right of publishers to monetize scientific information on an exclusive basis on its commercial value. At the same time, this value is completely absent when authors come into play. One scholar observed that:

Copyright is one of those very strange things. It is given to you and it is now becoming a property. It is one of those things people don't care much about. Authors care about integrity, the moral rights. But other than that there is no value in copyright for an author, certainly not in an economic sense. This is an entirely different story for a fiction author who wants to make money. But for science authors there is hardly any profit. Some make some money, but seriously, it is not a big deal, they get a few hundred dollars a year.

The value captured by scientific authors who publish articles and monographs resides outside of the direct publishing economy and within the function of the awarding of academic reputations that are exchanged for better career opportunities or improved access to research funding.

In another sense, copyrights are becoming more important with the advent of digital distribution, establishing a relationship between the text and its author. Copyright is ensures that a specific author takes the responsibility for a specific text and puts a claim on its content, guaranteeing its quality and its integrity. As a Dutch professor stated: 'the only thing I am worried about is the question: What is the authorized version?' In the same vain, a Danish scholar indicated that authors' rights do matter in that they primarily protect the integrity of the text, as written by an author. That is of much greater concern than eventual unauthorized access to the text. Most scholars favor dissemination and accessibility with the least possible number of restrictions.

However, it is particularly hard to protect content and information in the digital domain, where the risk of piracy and plagiarism is relatively high. The claim of intellectual ownership, therefore, becomes more important. The paradox of the Internet is that intellectual property is also harder to protect and maintain.

Another relationship in which copyright is involved concerns the one between the academic author and his or her employing institution. One publisher has observed a tendency among universities to exert stronger claims on the publication rights of their staff. This mostly happens in the context of STM where copyrights and in a more broader sense IP, are becoming a strategic asset, specifically when university faculties are the breeding ground for start-up companies. For the HSS, this dimension is seldom relevant, but there seems to be a broader reorientation going on, which is also affecting the HSS.

In another context, some publishers may have to deal with their peers, for instance, in the case of the use of rights-protected images in art history publications. The image rights holder exploits those rights strategically, which sometimes leads to escalated prices, which turn out to be prohibitive for another publisher. This practice develops into an obstacle for certain publications, as one publisher recalls, because the situation in the digital context is worse than print:

Copyright [law] has to be simplified. I mean, I know there is a whole process around it going on at the moment but it really does have to happen. It is almost impossible to get an online perpetual license for images. It's really, really expensive and for people publishing art history, that's an absolute nightmare. It's a nightmare to use any prints, but it's horrendous to do it online.

In general, many stakeholders echo the feeling that copyright in the way its used and executed is in some cases a barrier to innovation, as one funding agent noticed:

My feeling is that copyright has become quite hysterical because it has been tied up in profit and money, instead of being related to the rights of authorship and creative ownership. It has been too much about money, so you have lawyers all over it. Basically, I think it is a straitjacket for many things.

5.3 Stakeholders and Actors

There is broad consensus that, present developments in academic publishing and scholarly communication have caused shifts in the tasks, roles and functions of the various parties involved in the academic publishing chain. Digitization can lead to disintermediation. Actors may become obsolete because their function disappears in the digital age, whereas, in some cases, functions may survive but are taken over by other participants in the chain because they are better positioned in the new set up. Sometimes roles and functions are redefined as a result of digitization, or new ones develop that can result in what is called re-intermediation. A good example of a new role and a powerful new actor is Google, enabling on-line searching and, as a result of the position acquired, creating other roles and functions for itself, for instance, through Google Books.

Most of the experts and key people consulted do not expect fundamental shifts in the academic publishing chain. Instead, they have predicted that the basic roles will continue to survive. As a German publisher summarized it, there will be at least three roles that will survive (1) the production of content, (2) the preparation of content for publication and its publishing and distribution, (3) the provision of access to the content and guaranteeing its long-term availability through conservation and storage. As this list indicates, storage, conservation and guaranteeing long-term access is considered part of the publishing chain, which is an interesting addition to the current notions of the publishing chain. The roles and the actors who perform them do not necessarily change with the shift from print to digital publishing. Digitization may actually bring increased efficiency to the system, making it more robust and sustainable in the end. The main challenge, as one of the interviewees summarized it, is to design the processes in such a way that cooperation is seamless. There is currently still a lot of room for improvement.

The observations on the future role of different actors as noted by the experts interviewed are analyzed and translated into some observations about the processes they are currently going through. They are complemented by projections of their future position in the field of academic publishing and scientific communication.

5.3.1 Scholars

Experts interviewed in the context of this research underline the notion that scholars, in their role as authors, will remain the foundation of academic publishing. Scholars are the content creators who provide the essential input into the publishing chain, basing their work on academic research. At the same time, scholars and students are the end users of the products and services of academic publishers. Therefore, one scholar claimed that the one actor that certainly won't be disintermediated as a result of current developments is the scholar, the source as well as the ultimate target (reader) of academic publishing. Earlier in this chapter, we presented a number of partly contradictory observations on the reading behavior of scholars and students in the HSS. There seems to be one group among them that continues to cling to the book as a medium for the sharing of scholarly information and knowledge, whereas others are more open to new applications, ranging from acquiring and reading eMonographs to scientific blogs.

A typical characteristic of scholars in HSS, compared to STM, is that most of them work individually. The strong focus of HSS scholars on building up an oeuvre clearly connects to their individualistic orientation. Some expect that the development of virtual collaborative work environments will lead to more teamwork by specialists in different locations. One scholar noted that almost all HSS scholars work individually, although some have voiced their desire to work in teams.

Despite the fact that scholars and students are the end users of scholarly publishing, they do not constitute the prime market, which are the university libraries. They work on behalf of the universities and its scholars and students. As librarians have pointed out, the acquisition of materials (journals and monographs, both print and digital) is informed by the perceived interest of their end users: academics and students. However, as intermediaries between products and services provided by publishers and end

users, libraries play an important formative role in scholarly communication. This role is discussed more extensively below.

The context in which scholars do their scholarly work, mostly a combination of research, teaching and some administrative duties, is changing, as several interviewees have indicated. Globalization is a trend, which is visible in academia and is further enabled by digitization, among other phenomena. One academic publisher painted a picture of a globally expanding academic ecosystem, with increasing numbers of academics teaching, doing research, publishing and searching for information. At the same time, the scientific information produced by this expanding population of academics, has increased tremendously. Combined with the increased scale of dissemination and the ease of access through omnipresent digital networks, this results in an expansion of volume and complexity of available scholarly information for individual scholars: information overload. For some scholars it is nearly impossible to get an overview of all the relevant information and developments in their field. At the same time, there are no proper methods in place for analyzing and managing this increased volume of relevant information. New applications and services that serve users in this situation will definitely be developed, probably sooner than later. Developing services to deal with information overload is a field where publishers are already involved in or will becoming more involved in, in the years to come. Since the issue of searching, selecting and filtering and subsequently reducing sheer volume and complexity is not an issue solely for the academia, other players enter this arena, building on their knowledge and experience developed in other and broader domains. These new services can change the way users deal with scientific information, cope with the information overload and process increasing amounts of information in less time. This is necessary because the pressure on academics to publish will continue, securing their career development and acquiring access to research funding. As mentioned earlier, read or rot will no longer be valid, but publish or perish will remain relevant, which entails the development of a publication list with prestigious publishers and journals qualifies for research grants, sustaining academic work. Their increased importance results from national science policies in which more research funds are distributed through science foundations, instead of directly financing research personnel employed at faculties on their own terms.

The pressure to publish leads to an ever-increasing flow of manuscripts being offered for publication and, as a consequence, there is an increasing demand for reviewers to judge the quality of the material offered. This third role for the academic scholar, along with writing and reading, puts another claim on the scholars' time and efforts. Some experts claim that peer reviews will become harder to organize. Academics don't want to spend as much time on peer reviews as is being demanded of them. This is a potential threat to the present system of quality control and the efficiency and effectiveness of the publishing process. Many hiccups may therefore be expected in the reviewing process.

A number of scholars indicated that digitization not only effects the publication and consumption of scholarly material, it also has consequences for the academic work process. A Danish arts scholar indicated that it introduces new modes and new possibilities for accessing research data, which is corroborated by a Dutch colleague who claimed that the ability to link large datasets has an impact on the research questions posed and is changing the research agenda. Two Italian researchers came to the con-

clusion that the advent of digitization has 'pragmatically reshaped our mental, writing and reading processes.' Furthermore, as others have indicated, it enables collaboration, connecting individual, specialized researchers working in different countries, which results in more team work and a less individualized culture, and it is precisely this individualistic characteristic that seemed to mark the HSS until now. Digital *collaboratories* and virtual workspaces as part of the developing communication system that supports research play a key role here.

Funding institutions even go further in their predictions on the future of scholarship, referring to developments in STM that go beyond Open Access: open data.

An important development for scholarship is the next generation of the web. That will link data instead of text files. When it comes to that open data Open Access in the present form will no longer apply. If you have Internet to access and link data directly then it's a completely different ballgame. Then you can evade libraries and publishing venues. However, within the research field, you can never evade quality assessment. So, the research community will always be a gatekeeper in joint quality assessment. That is because of reputation.

Another representative of a national funding body makes a plea for data exchange, even making it mandatory to put data in a repository.

People in the humanities and the social sciences don't want to share their data and that is a real problem. We have to overcome that because it is bad for scholarship. Access to data enables you to extend quality control. The peer review now only takes place within the publishing system. … We think that it should be mandatory to put your research data in a repository if you want to be funded.

5.3.2 Funders and Universities

Some key people have observed an increased role, maybe even a key role, for funding agencies. Their decisions determine which research projects get funded. Therefore, they have a great impact on the research agenda and on scientific communication. As noted earlier, national budgets for research and science are more likely to be distributed by national science foundations, than allocated to faculties and their staff directly, and then used at their own discretion. As part of a so-called program approach, the foundations increasingly work together with scholars from the field to define the research agenda in specific fields. This is the case in the Netherlands, for example. In France, the Agence National de Recherche (ANR) was established in 2005, introducing a new strategy in research funding. A representative recalls the effect it had on academic culture in France:

For ANR, the most important thing is the introduction in French research of something that already existed in the most advanced countries in terms of research: the culture of calls for projects. We have completely changed the system and moved from a recurrent funding system to financing by project. It is a major change and [has led to] a complete upheaval of mentalities.

The role of funding agents in the definition of the national research agenda results in a bigger influence on the scholarly output. At the same time, funders are important pace setters for Open Access publishing. They base their claim on the fact that they underwrite the costs of creating the content that later fills the columns of a journal or the pages of a monograph. One Dutch professor and faculty dean supported that position strongly:

Public money is Open Access. That's one. I think it is remarkable and in a way it is stupid that large funding bodies do fund research until the moment that the work is completed and can be published. After that they say well: 'you are on your own'. That is totally stupid. If you look at the costs of publication compared to the costs of research, it's only a fragment. So, my opinion is that funding organizations should specify a small part for publication. If you do that, Open Access will be much easier. Now you are in the hands of the power players.

In the so-called author-pays model (the equivalent of institution-pays) funders assume a key role, because the costs of publication have to be underwritten by institutions like universities or science foundations. Some observers see a basic problem in the author-pays model, where an institution (the funder) is actually paying for a publication to be realized in its own interest. The payment goes to a service provider (i.e., academic publisher) who is also responsible for rigorous quality control. The case is considered problematic because the service provider depends economically on the funder, which may obstruct the independent quality of the review of the manuscripts submitted. Some consider the increasing role of funding agencies as a serious threat to independent scholarship and academic freedom. The grip that funders have on science is increasing, as a publisher, associated with an academic institution, emphasized:

The drive towards Open Access is coming from the funders. I know, particularly in the US, that institutions are starting to mandate it for their research and they have to be prepared to back that up with funds if they're going to insist on it.

However, not all national research funding bodies are ready to mandate Open Access publishing for those researchers receiving funding, as has become clear from the statement of one of the European agents:

We have signed this Berlin Declaration and we know that there are OECD principles and guidelines for Open Access. Up until now, we have not developed a full policy; we are still working on it. We feel that Open Access is a change to the system and that it may have long-term effects. We cannot yet foresee how long that will be. It is very clear to us that we finance top-level research. We are sure that these researchers want to be free in their choice of where they want to publish. It may be that some of the journals they choose are not Open Access publications. For now, we do not want to interfere in the choices of the top-level researchers we support.

One publisher pointed out that the author-pays system is seen as a setback for those scholars who are not receiving institutional support or are employed by institutions with limited funds, which often means having to pay the costs of publishing out of their own pockets. Another institution that is considered to be a funder of Open Access publishing in an author-pays model is the university, resulting in similar constraints on the independent review, as we have seen with science foundations that act

as funding agencies. Universities have already assumed this role as one librarian pointed out. His university invests in the support of its staff members to be able to publish in Biomed, a renowned Open Access medicine platform. This funding scheme leads to confusion within the university concerning the role of the academic library vis-à-vis research funding by the university. He pointed out that in some universities there is a fund for financing Open Access publications. It may be created, for instance, by scooping off the cream of research grants. In other cases, the academic library is paying for Open Access subscriptions to finance the investments in Open Access by the institution. One librarian described the present trends in the funding of Open Access publishing for his institution:

The one that springs to mind is BioMed. As authors use Open Access more, the costs to us [libraries] will go from something like £5,000 or £10,000 a year to the many tens of thousands. It's going up exponentially, so we have said that we can't do this anymore. If it is the library's role, fine, but we need different funding. It doesn't necessarily need to be managed by the library but that's, I think, where it has to go.

Universities are also becoming active players in the domain of scholarly publishing in another way; they develop Open Access repositories, in conjunction with their libraries, providing access to scholarly information published by their faculty. Other than the idealistic notion of making the results of scientific endeavors available to everyone for free (Green Road to Open Access), there is also the idea of positioning the scholarly output in the digital environment to promote its use, thus influencing the metrics in a positive way; making the citation indexes of a university rise compared to other universities. Ultimately, this will pay off for a university in terms of reputation and rewards. A Danish publisher working for an academic press notes the increasing competition between universities in many respects. Academic presses, for instance, are considered important activities in the branding efforts of universities to properly tag their identities. That could eventually become a barrier to any joint strategy.

5.3.3 Publishers

Publishers claim that their position and activities won't fundamentally change with the transition from print to digital. Others suggest that academic publishing will develop into a sector that sells services to the academic community, more specifically scholars, universities, funding agents, libraries and learned societies, instead of marketing and selling information primarily to academic libraries. The most radical view sees no future in publishing in its present form since selecting and filtering, core activities of current publishers, can now be placed in the hands of end users.

A publishing executive stressed that in the past the focus of publishers was primarily on printing and distribution and to a lesser extent on the acquisition, selection, enriching and marketing of scholarly communication. Publishers were primarily printers and typesetters:

Twenty years ago, when I came into the industry, we were calling ourselves publishers, when actually we were much more printers and typesetters then. Most of the capital of the company went into printing machines, into typesetting software. And that's also why publishers said we don't want to do that anymore. It's too capital-intensive; we don't want to be slaves to the printing machines anymore, so they moved them out.

Many academic publishers don't feel the threat of disintermediation. Their conviction is that publishers in the digital domain, as in the age of print, should focus on the development and maintenance of strong brand identities in specific fields based on guaranteeing quality. Publishers should ensure the best input at the very beginning of the chain by developing steady relationships with their authors, which can be an important element in what some call input marketing:

The relationship that a scholar has with his editor in a publishing house is mostly very special and has developed over decades. The academic field is part of their lifestyle and they turn to the editors they trust. We're all getting around to people; we've commissioned with different hats on and they're all flocking to us, because they trust us and that happens again and again, and again, and again.

Another publisher claims that what she calls the publishing function will endure and should be recognized as an activity that adds value and remains necessary in the digital era.

It is important that people recognize that there's something called the publishing function, the publishing process. Whether that's done as a university press or as an offshoot of the university library or as an independent company actually doesn't matter. … It should be done where it gets done best and it should be done where there is expertise and that's up to the publishers to demonstrate that they have a role, and that's with the core publishing functions.

A French publisher, meanwhile, enhances this so-called publishing function with an overview of activities, apart from the aforementioned input marketing.

My belief is that if the objective is the transmission of knowledge, with sufficient quality, the fundamental role of the publisher will endure. You have to make sure that selection and the preparation of texts is done according to quality standards. The idea that authors would be able to publish directly for readers is a complete myth. First, you would have to have tools at your disposal that allow you to incorporate the whole range of resources so that the readers don't have to go and browse all the sites of every researcher worldwide. You need an intermediary at this point. This could be an open archive directory, for example, or something else. But even then, if authors put texts directly online who haven't been through the selection or editing process, we know that 90% of them will be bad. I'm not only talking about scientific quality, but also in terms of the format, the page layout, etc. … Published texts are profoundly enhanced compared to what the author initially contributes. People would be surprised to see the state of the texts as they arrive on our doorstep. Even texts that are of high scientific quality may arrive in a totally unacceptable condition. So the work of selection and layout is fundamental.

Although the role of the publisher in the publishing chain is considered to be relatively stable, the structural position of publishing in the economic model may, according to some, be changing dramatically. They foresee that, in the medium term, academic publishing will evolve into a service sector. It will provide services to scholars, faculties and academic consortia in that capacity, taking care of specific tasks and roles in knowledge creation and distribution. In this scenario, these activities replace

the role of the investor and risk taker in the (library) market for academic information. This change will coincide with the emergence of a new funding model. Public funds invested in the distribution and dissemination of scientific knowledge will no longer be put in the hands of libraries that buy the services from publishers, but will be invested in services that are provided by publishers to the community of scientists, funding institutions and universities. This scenario has already been mapped out by some of the interviewed publishers and is addressed later in this chapter when the efficiency and effectiveness of the scholarly communication is discussed.

One former publishing executive has come up with a more radical scenario that describes a very different future for publishing companies. While in the past, publishers made selections for users, the future may bring a situation in which the users themselves do the selecting. The role of publisher will then change to one that helps users to make their selections, enabling and empowering them to access information in another way:

I think a new role for publishers is to help navigate users through the growing amount of content and information. That is very different from making the choice for the user that is now being done. 'We are doing the selecting.' 'Well, thank you very much, but leave that to the reader. Your selection criterion is not necessarily mine, so leave that to me, but give me the tools to make that selection.' So, the role of toolmakers, or those who actually facilitate the selection process properly, becomes the more important role. The same goes for the library: it is a selection mechanism. But if what is now a publisher, transforms itself into a company that can actually help people to find the resources and the information and the knowledge that they are after, provides the tools for that, then I think they have a very good chance, not only for survival but of thriving, because we all struggle with that. There is so much information and we do not have the tools to navigate it all properly and so on.

5.3.4 Libraries

Within the academic publishing chain, academic libraries are presently performing various roles. They are the prime academic publishing market, which is far more important than the individual subscriptions market, in the case of journals and the consumer market when it comes to monographs. Academic libraries buy access to scholarly publications and other types of information to support the work of scholars, employed by universities and the students. To properly support their role, they take care of long-term access to relevant material and build, store and preserve collections for that purpose. As a result of digitization the academic library's functions are changing, as noted by a number of observers. The main axis of its activities has been the collection and dissemination of information. They have been enabled by digitization. Academic libraries, in response to the changing information behavior of staff and students, have assumed the role of service provider. A publisher made a distinction between the various roles and functions a library performs:

There are three kinds of libraries. The first is a kind of collector; it is the museum function of the librarian. Second is the selection function, which I think is extremely arrogant, to think that you can make a selection for others. It probably has more to do with the notion that 'we have to select because we only have a limited amount of

money.' But it is not a useful role. And third is the librarian who positions himself as somebody who helps people to find what they need and guide them to the resources that they wouldn't have thought of themselves. So they are like scope enhancers. They are the real information professionals, they are the most useful and they will survive. It is the same for a publisher actually.

The portfolio of services that librarians offer should, in the view of one British librarian, include the provision of quality assurance, which guarantees that the material made available to the community they serve meets strict academic standards. Moreover, libraries can help academics find their way in the newly developing scholarly communication landscape and in the interest of the researchers as well as the university, to help them get cited. For that reason, universities have invested in the establishment of repositories. Most libraries support their universities via their digital repositories, with various motives. Some want to assume the role of the publisher, while others claim that it makes no sense for a university or a library to have this ambition. In most cases, the universities' repositories are combined into one national repository. The publications that figure the most prominently in these repositories are Ph.D. theses, which have been defended at the participating universities.

Academic libraries function as gateways to the scholarly information that is available in the broadest sense, for the faculty and students. Libraries select and process choices and dilemmas, such as how to prioritize different disciplines (STM vs. HSS), different formats (journals vs. monographs) and modes of information transmission (print vs. digital). Information gathered in the interviews shows that there is a kind of clustering in the ways these dilemmas present themselves. STM publications commonly appear in the form of journal articles published in a digital format, whereas in the HSS the monograph in print dominates. Librarians' acquisition policies must cope with a limited budget, which remains stable at best, in a context where the amount of information available is increasing tremendously and the prices of the most prestigious information, mainly journals, continue to rise. In that context, librarians often strive for efficiency, which often leads them to purchase digital information instead of printed matter.

One of the most controversial dimensions in the acquisition policy of academic libraries concerns the balance between the various disciplines. Librarians attempt to select and acquire material based on the preferences of the communities they serve. However, there is a tendency to prioritize STM over HSS. This is especially the case since the most powerful publishing houses began introducing bundled sales packages of access to electronic journals. Thus, there is a tendency among librarians to shift towards science publications, since these deals seemed to provide value for money compared to HSS printed monographs. These decisions are also based on the efficiency of digital information: they are accessible anyplace, anytime and anywhere and allow for simultaneous use.

One librarian noted that the library selection process has changed since the advent of the big deals, which, in the case of Elsevier, includes some 1,800 titles. Librarians are now deciding on bundles of journals, instead of individual titles. Since the big publishers offer big discounts for the package deals, librarians often decide to cut their subscriptions to small publishers' journals and monographs because the package deals usually eat up a large part of a library's budget.

A Danish librarian said that publisher brands are crucial in the selection of monographs.

Personally, as a subject specialist, I only have a few seconds for every book. So, the most important factor is the publisher, the reputation of the publishing firm. If I get a book from Oxford University Press, I don't bother to see if it is relevant subject-wise, I just order it. While other publishers I know to be second rate, or unknown publishers … it takes a lot [more] before I will buy it. So, I would say that the standing of the publishers really, for me, when I am short of time and have to consider the value of the publication – that is the determining factor.

A British academic librarian observed a library trend to promote the use of digital resources at the cost of printed matter. However, since he works primarily for the scientific community, he has to take into account that scientists in some disciplines are less prepared to work with digital texts, in part because they are culturally attached to print but also because some types of articles and writing styles are less suited for digital-only formats. In the humanities, for instance, monographs are considered a very important format for the expression of ideas and research results. The reading of monograph is much more related to print, than, for instance, the reading of journal articles. That is why, in his opinion, digitization is presently less effective in the humanities. The same goes for the social sciences but to a somewhat lesser extent.

One publisher claimed that the role of university libraries in their capacity as mediators between publishers as information providers and students and scholars as users of scientific information is on the increase. There is a unique role for libraries not being fulfilled by online search engines and other mediators in that domain.

I think there's potentially a huge change [coming] in the role libraries [play]. That mediating role is something that they really need to get right so that people don't think they can get everything through Google. If they present it right and establish themselves as the mediators of this content in a university environment, then that really increases their role, but if they don't get it right, I think academic libraries are really in trouble.

There is a clear conviction among most publishers that libraries play a crucial role in the present situation and in the digital future. However, at least one publisher has suggested that libraries introduce inefficiencies into the scholarly system. The sum of the individual choices and attached budgets of the nine to ten thousand academic libraries in the world make up the major part of the total turnover of the academic publishers globally. The amount spent on monographs in the HSS by libraries could be enough to sustain a full-fledged future publication practice in these domains, if it were to be efficiently and directly allocated to the parties that currently control the flow of content and manage the upgrades: the publishers. At the moment that is not the case. It could, however, be a way of efficiently reducing risks and transform publishing into a service providing for the academic community, making efficient use of digital possibilities. This would mean a significant change in the role libraries play.

One British librarian believes that the current academic publication system is, from a librarian's perspective, economically unsustainable. It has created an imbalance between the resources that are available to scholars in various disciplines:

We have gradually eroded our resources on print monographs in order to protect our STM journals. Now we are at the point where we can no longer protect any of our electronic resources. It will be a random hit on electronic subscriptions as they come up for renewal, unless we can get more money. I do not expect that to happen because there's no money anywhere else. Another option is to reduce staffing, which is difficult in the university environment, or a mix of things. The increasing gap between HSS and STM has reached its breaking point. What we now have to do is find a solution that starts protecting the humanities better. So we are going to probably close some local libraries in order to free up some cash for content. We spent 87% of our content budget on subscriptions, most of which are electronic and we spend slightly less than one million pounds a year on print monographs. Well, if you also allow for the fact that quite a chunk of that is core multiple copies of textbooks it's not that much at all.

5.3.5 Other Roles and Actors

The role of agents and retailers in academic publishing has thus far not been touched upon. The position of agents is being threatened because academic libraries are increasingly dealing directly with their most important accounts in the publishing world. The role of retailers is insignificant in the field of journal publishing, although they remain important in the domain of textbooks and, in some cases, in monographs. The discussion about the future of retailing, in that context, is directly related to the current thinking about trade publishing in the field:

The future of bookshops and whether they can get into e-distribution is a separate question. People still like bookshops; the trouble is how do you pay Waterstones for being a shop window for Amazon? You do that by giving it different things to do, like be a coffee shop, like selling stationary and eventually the POD machine, which will be hopefully housed in every bookshop.

Considering developments in the value chain, a publisher estimates that agents (i.e., SWETS and EBSCO) are the ones that run the greatest risk of being disintermediated:

We hop over the agents to get to the libraries with online content. Increasingly, we are also hopping over typesetters because we are using standards or templates. But if you look at the main players, which are the readers – let's say the librarian, the author and the publishers, the rest are the in-betweens. They shuffle a little bit in place and they do a little dance here. They are not really moving yet.

5.4 Values

It appears that all of the participating respondents have attached great value to every aspect of the proposed list of values served by scholarly communication: (1) quality, (2) reputation and reward, (3) accessibility and dissemination, (4) effectiveness and efficiency, (5) economic viability, and (6) trustworthiness. Each of the criteria is ei-

ther very important or important. The meaning and background of these values was explained in the introduction to this report.

One French publisher doesn't see the point of attaching different importance labels to them. He believes all of these values are equally important.

The relevance of this totally escapes me: everything is 'very important.' There has to be quality, a good reputation; it should be easily accessible, efficient, and economically viable and you need to be able to trust the product. So I'm not able to rank these criteria.

After some pressure by the interviewer, he is talked into ranking the values: He considers quality to be the most important followed by economic viability and accessibility.

Generally speaking *quality* is perceived as the most important value within scholarly communication and academic publishing. Quality is a *sine qua non* for scholarship. Although different points of view on how quality should be ensured and assessed do exist. Many respondents share their thoughts about the future of quality in the context of the broad spectrum of values and goals served by academic publishing. At the same time, interviewees stress that the values discussed, are interconnected. That complicates the prioritization process. At the same time, there tends to be a difference in the evaluation of the importance of the different values, depending on the respondent's position within the field of academic publishing. Publishers, for instance, stress that economic viability is a pre-condition for the mere existence of academic publishing. Scholars do tend to stress quality together with accessibility and dissemination, which turns out to be particularly relevant for librarians.

One of the focal points of this study involves the potential consequences of the introduction of the digital, Open Access publishing of monographs for these values. Some publishers claim that there is not necessarily any implication of Open Access as such, for these values. The fact that Open Access develops in the context of the Internet has more implications than the development of Open Access as such. The transformation from print to digital and onto online networks has far reaching implications for values like quality, efficiency and accessibility or trust. It is disputable whether these two elements – digitization and Open Access – can be separated, on a level other than the conceptual level. Digital distribution and the present Open Access development are intertwined. Without the digital revolution in academic publishing, the Open Access development would never have happened. The reverse logic doesn't apply; digitization in academic publishing doesn't necessarily imply Open Access, although some claim that the implications of networked, digital scholarship have created a demand for Open Access.

One French observer claims that, in the humanities and social sciences in France, the influence and visibility of Open Access is still very modest. Therefore, it is hard to assess an eventual influence of Open Access publishing on core values of scholarly communication in France. Apart from local initiatives, where researchers working in research centers offer their contributions open, online through their institutions' websites, there is also a national initiative called Hall-HSS where researchers are invited to develop open archives by contributing their work. Only a small percentage of the

scientific production in those fields is submitted. The project lacks proper governance and appropriate backing from government and the CNRS (French National Centre for Scientific Research) according to this same observer. This interviewee, among some others, often reacts on the basis of their own estimations and projections on how things might develop in a more or less hypothetical future. The empirical proof of their claims is mostly based on anecdotes from their own specific experiences or is simply lacking, because it concerns situations that have not yet materialized in any way, shape or form.

5.5 Quality

5.5.1 General

Quality is the essential element in academic publishing. In almost all discussions concerning the effects of digitization and Open Access on academic publishing, quality is a core issue, regardless of the position of the discussant: author, publisher, librarian, funder or university representative. Quality is seen as a necessary condition of scholarship. Without quality and selections based on the rigorous judgments of peers, scholarship would be almost nonexistent. There are various angles and points of view to discuss the quality issue and the way digitization and Open Access have an effect on it.

In general, the context of the Internet is not perceived as an environment where quality is guaranteed, on the contrary. One observer claims it still has to be proven whether the Internet can be a trustworthy source for providing high quality information**.** This may hinder the development of eBooks and Open Access and may affect their development and perceived value. This is something publishers have to deal with when they move to the digital. As a German scholar emphasized, there is the traditional assumption that printed work demands more effort than, let's say a PDF. This will turn out to be a temporary barrier and will probably be less important in the long run. The prestige of printed matter and the codex as a medium for scientific communication and publication persists, however. On the other hand, Open Access publishing may help the sector politically, since some governments tend to favor Open Access, as do universities and libraries.

One publisher noted an interesting contradiction between the notion that free content will be accessed by more people because it is free, even though it is considered devalued, at the same time, because of that very same fact. There is an implied inverse relationship between the price of the content and its perceived quality.

I am not quite sure whether free content is valued at the same level as purchased content. It will be used more. It will be read more, of course, and it will also be chosen over purchased content, especially by students. I am not sure that is good.

The fear that the context of the Internet influences the quality perception of all the information offered online is wide spread. This is regarded as a real danger, which could harm the reputation of eMonographs as well as Open Access publishing for some time to come. In any case, as one publisher stated: 'The biggest treat, we mustn't forget, is this avalanche of free content'.

Below, we will discuss three issues concerning quality. Firstly, the future of peer review as an element of quality will be dealt with. There are reasons to suppose that digitization and Open Access will influence quality assessment in academic publishing. The following section deals with this issue. The role and future of metrics as a quality indicator will also be discussed and, finally, the relationship between quality and brands will be dealt with. Persistent quality delivered by publishers and journals produces trust, which is the basis for branding in academic publishing.

5.5.2 Peer Review

The overall conclusion we can gather from the comments of the experts interviewed is that peer reviews are an essential element in filtering and selecting to ensure quality and needs to be part of any academic publishing in Open Access using digital technology for distribution and publication. As a British librarian stressed, peer reviews together with impact assessment remain important issues in Open Access.

'Peer reviewing' is often used to indicate a process that, in its execution, is less uniform than suggested. One publisher points to the differences between the peer reviewing of journal articles and monographs. Reviewing monographs very often happens on the level of ideas and concepts, being based on an outline and a sample chapter. It is predominantly based on trust in the quality and reputation of the author, instead of on a straightforward and blind review of a manuscript, as is the case in journal publishing. He is implying that peer reviewing in journal publishing is more rigorous than in monograph publishing.

Quality and peer reviews are the distinctive features of academic publishing. Some claim that, besides the guarantee of peer review, publishers' quality can be found in the editorial process and the graphic layout, while others claim that these are no longer distinctive characteristics essential for a publishers' brand image. One observer noted that there was a danger that is threatening the present peer review system. With the already noted increase in output in scholarly publishing, it can be expected that peer reviews will become increasingly difficult to organize. Scholars don't want to spend as much time on peer reviews as is being demanded of them. The workload of academics is increasing; they are thus increasingly less eager to review manuscripts. There is a great risk that the efficiency that is gained from using digital applications in organizing reviewing is lost in the review process. She noted that: 'You can produce a book quicker now than you can get it peer reviewed, it's ridiculous.'

Some observers stress that Open Access publishing needs a rigorous peer review system for a number of reasons. The first one is that Open Access still has to deal with an image problem as being a second or third best option for authors who have been rejected by top journals or publishers. For some, publishing in Open Access is considered an escape route for manuscripts of relatively low academic quality that were rejected elsewhere and are subsequently published in OA. For that reason, Open Access publishers have to exert a lot of effort into quality assessment through peer reviews, thereby building up a valid reputation of quality.

The second reason is that Open Access publishing has to thrive in the context of the Internet, within an environment with loads of information. If Open Access scholarly

content wants to be distinctive in this context it has to be high quality and peer reviewed. Otherwise there is a risk that people will be drowned in the sea of documents. That means that quality and the peer review will be increasingly important for Open Access. Even within the confines of Open Access, documents circulate with different quality connotations. One publisher noted that:

Things get lumped together. It's not always possible to differentiate between what's in an institution repository or on a person's webpage or in Open Access journals. The parameters are often not clear. So I think it's certainly a hurdle to get over as persuading people that it is peer reviewed in the same way.

Another colleague added:

I think it's very important that anything open access moves in tandem with that imperative for peer review.

The third reason is that, in case of the author-pays model, publishers have to organize peer reviews of material submitted by institutions that have a strong interest in getting the material published, while, at the same time, funding the publication. This is the case in the author-pays model of Open Access. One librarian, talking from the perspective of a funder indicates:

My worry is with the quality, in that people who decide what gets published or made available on a quality basis are also the people that we pay.

Another colleague had a similar concern, noting a structural conflict in the author-pays model with the essential values of academic publishing. In this model, being published depends too much on the availability of funds at the author's institution as opposed to the quality of the work. Moreover, the relationship of available funds and the impartiality of the review might pose a problem. One publisher was echoed this concern:

It more or less mirrors the past of vanity publishing where authors were asked to pay to publish. There are still some presses that operate this way. And they have a low-quality image. That's the risk I think Open Access is facing, also because, well, let's just say that the filter quality of the commercial model may not be in effect there. … Your readers may assume the level of quality, but this can easily be lost and very difficult to regain. So, they may assume you have it in the first place but if you lose it, it is almost impossible to get it back.

This danger increases in the business of publishing monographs in Open Access, which may not be functional. If monographs have to be produced on lower budgets there may be a tendency to cut costs, putting pressure on the relatively expensive process of peer reviewing. That may be a threat to the quality if no satisfactory alternative for the present form of peer reviewing has been developed.

There may be a solution to this in the digital environment of the Internet. A German publisher indicates that digitization provides opportunities for organizing peer reviews in another way. It can make the process more efficient. It provides possibilities for the collection of more comments from more experts. The procedure can be opened up,

turned into public peer reviewing. Another publisher believes that digital publishing provides opportunities for improving quality because researchers can reveal the basis of the notions they put forward by providing insight into their analysis and the data used. Accountability thus is not only dependent on peer reviewing but also on the transparency of the analytical and empirical bases.

There's no reason why there should be any negative impact on Open Access regarding quality. There is a potential benefit in the ability to upload additional material that you would not find in the standard print version. You can upload your research data. So this could improve the quality. But this is very dependent on the caveat that it needs to be in a similar framework so that you know who's publishing it and that it has gone through a peer review.

Another observer notes that in organizing peer reviews for Open Access publications through digital networks may make peer reviews more transparent, 'breaking up that cozy circle of academics'. Another form of breaking up these circles was implied by a Danish associate professor who expects the peer review to become more transparent due to digitization, thus providing an answer to the pressing question: Who controls the reviewers and the reviewing process?

5.5.3 Metrics

Several people interviewed indicated that other mechanisms of quality control besides peer review will become more important over time. Some publishers have mentioned other ways of assessing quality, which could be developed in Open Access publishing. Since publication, distribution and accessing all happens in a digital environment, it is easier to monitor use than in a print environment. This provides interesting feedback to publishers and users, but also opportunities for alternative forms of quality assessments. However, most reactions to the use of metrics such as download statistics and citation indexes vary from neutral to overwhelmingly cynical, with the most cynical coming from academia. According to one German philosophy professor who used to be a mathematician, there is a serious danger in applying metrics as a means of quality assessment:

I see a great risk in a too easy application of all kinds of quantitative assessment, simply because it is technically possible, without considering the content of the material that is published. There is a risk that one will judge only according to external characteristics and not look into the content of the published works so see if it is worth something or not.

A Dutch professor indicated that there is already long-lasting discussion regarding the rating of quality using metrics in the Humanities vis-à-vis the STM disciplines.

There is a feeling in the Humanities that we are at a disadvantage because ultimately the rating systems are derived from science models. That translates into the underrating of the importance of the book and of publishing in languages other than English. That is, of course, of great concern for the Germans and the French. Moreover, most of the journals that are important for very specific sections of our field are not indexed. The Humanities constitute an enormously fragmented field. That means jour-

nals can be top quality, of the highest possible standard in a very small field and not be recognized as such. That may be because the journal isn't in English. I have a colleague in Leiden who is one of the world's leading experts on Berber, the Berber languages. The journal and the publication series in which he publishes are obviously in French. It is not rated anywhere, small audience, small field, so how are we to assess its quality? This is an enormously difficult problem. There is a need within the Humanities to get away from these science-based models.'

One publisher noted that, although authors appreciate feedback about use, these data should not be used as to assess quality:

I think having authors who are aware of what is happening with their work is enormously helpful to being more realistic about the publishing process and the sort of work that is widely used and cited. That is much more transparent in the digital environment than in the print environment. I think that's a benefit and I know our journal's authors like to get statistics about who's the most cited, which articles are the most downloaded and so on. But, again, the whole problem with metrics, is that it's hard to go much beyond 'your article has been downloaded more than anyone else's.' It's not really saying much, I think, about quality necessarily. It's not a direct correlation. But people tend to assume that it is because you can measure it. 'Oh, it got high usage, it must be really good!' I think some balance between quality and quantity in the metrics approach is important. I think the whole methodology around metrics and what has been measured will have to develop and frankly improve alongside Open Access, otherwise we are stuck.

One anecdote illustrates the reception of some of the metrics and the consequences attached to it:

I have already had an author who does not want to add something into a footnote in an article because he didn't want to increase the citation levels for some of the work he didn't agree with and that's really before metrics have even taken off in a big way. … Also, there is a lot of talk about mutual citation going on, such as 'I promise to cite your work if you cite mine,' because it's so much easier to measure things in a digital environment.

One observer pointed out that the differences in scholarly contexts between the humanities and social sciences, on the on hand, and science, technology and medicine, should be taken into consideration when assessing the value of metrics in different scholarly fields. There is, for instance, a considerable difference between the shelf life of citations in the first field and the second one. A three-year-old science paper is usually not worth citing, whereas, some sociological classics can be cited for many years to come. One downside of present-day citation metrics concerning monographs, for instance, is that they may not do justice to the transformative impact of certain books on a very small group of scholars. High figures do not equal high impact. One observer noted:

That is a very difficult thing to measure; even an essay in a book can have a huge impact. To find a generation's scholarship, you would not get that from a citation directly and that's why a peer review is very important. It is a subjective measure of subjective things and, again, that makes it totally different from the field of science.

A French publisher sketched out the rather chaotic situation in which the French organization that has been assessing value and quality finds itself in as a result of the discussions on the assigned status of various journals or *revues* as they are called in France:

You need a hierarchy of reviews to make an assessment. The attempts made by the CNRS to categorize reviews into A, B, C, etc. have led to public outcries in every discipline. It is chaotic everywhere. Moreover, effectively, in the HSS field, where the major reviews are published in French, it is not unusual that they are barely cited – if at all – in Anglo-American reviews. Authors who publish in these types of reviews do not necessarily understand written French. In addition, I will not mention the number of anomalies and absurdities created by a whole host of literature on the subject of assessment shortcomings, which means that these attempts were doomed to failure.

Another publisher was critical of how the reputations of journals, which are essentially based on their branded images, is translated into rewards for scientists who publish in these journals, irrespective of their reception and the usefulness of a particular article. The reputation of journals such as the *Lancet* or *Nature* is based on the reputation of only 10 to 20% of all of the articles published, with the rest hardly being cited at all. However, the reputation of the few has an impact on the rest of the articles published in these journals, despite the fact that the actual scientific impact of some articles exceeds that of the others. Whereas, articles in journals with a lower impact factor often prove to be more useful, helping science to develop, while harvesting fewer rewards for their authors.

5.5.4 Branding

There is a close connection between quality and branding. Different observers note that within academic publishing there has traditionally been a difference between the branding of journals and monographs. In the monograph domain, the publishers' brand is very important. Earlier on we mentioned that libraries in many cases are influenced by publishers' brands when they are deciding which individual print monographs to purchase. In some cases, specific monograph series develop a certain brand identity. The publishers' brands represent quality and prestige in book publishing. In the journal market, it is the journal that more often functions as a brand. Traditionally, journals have been brands, not publishers.

In the cases of both monographs and journals, the value of a brand is the result of its quality image in scholarly communication and culture. That image is based on the track record of a journal and a publisher, which proves influential within the discipline and in some cases in a broader context. That image is then reinforced by the fact that renowned authors publish in the journals and monograph series or are part of the editorial board or take the role of series editor. When new journals are established one of the strategies involved in gaining credibility and trust in scholarly circles is to commit influential scholars to a membership on the editorial board or even appoint one of them as editor-in-chief.

One publisher has noticed a structural change in the traditional branding practice of monographs and journals. The digital environment is eliminating this distinction. In-

creasingly more platforms are being branded and are directly related to specific publishers, while others continue to operate independently because they work with more than one publisher.

All the online journals are presented in a branded environment: i.e., Science Direct, which is Elsevier branded, or Springer Link or Sage. Some journals are published on a joint platform like Ingenta Connect, but are still branded with the publishers' brand. In the online environment, therefore, the publisher brand is becoming more and more apparent. On the other hand, in the publishing of e-books the reverse seems to be the case. I know that our eBooks at Netlibrary or Ebrary are barely distinguishable from other publications.

The same observer also noted that branding in academic publishing is taken less seriously than in other sectors, such as the consumer industry. In academic publishing, the importance of brands is very underestimated.

As reported earlier in this chapter, observers claim that the quality image of Open Access is not particularly high. It is currently still perceived as a collection of publishing practices where some publishers take quality assessment seriously, while the majority still doesn't. Therefore, publishing in Open Access seems to influence publishers' brands in a negative way. This, of course, can be turned around if the number of publications and platforms in Open Access that take quality assessment more seriously, for instance, through a peer review system, increases.

The experts we interviewed are not unanimous on how brands in academic publishing are influenced by digitization. While in some cases people claim that digital publications have a slightly negative quality connotation and could therefore influence the brand identity of a journal or a publisher in a negative way, some conclude that it can work exactly the other way around as well. One Danish art scholar stressed that it is vital for academic publishers to leverage their brand into the digital domain, if they want to keep attracting important authors for their book series or journals. Digital publishing can thus support the publisher's brand image by communicating that the company is forward-looking and innovative.

Well, if it's done right, I think it can be really positive for publishers and journals and book series, to be forward thinking, looking at what the community of authors and readers want and being responsive. I think if it's done well, it can be a real plus.

One German publisher agrees with this view. However, he indicated that this effect will eventually mean great equality because digital versions are increasingly required if one wants to be taken seriously in the academic community. This is already the case in journal publishing and will eventually be the reality in the world of book publishing as well. One British librarian is convinced that the brand image of a publisher will be affected by the choice of whether it goes digital or not because if they refuse they will be considered old-fashioned.

One French publisher indicated that the brand name of publishers and journals is actually more important in online publishing than in print. Since so much material is available on the Internet, the importance of reliable brands as signposts of quality increases:

It's obvious that people trust certain journals and publishers more than others. Some publishers will publish almost anything. Others are a lot more demanding and selective. Monograph authors often first try to get published by the most prestigious publishers, and they they'll go down the pile to the bottom, eventually finding a publisher who will take anything, if they've been rejected everywhere else. Making things available online will not essentially change things. It is more or less the same story for journals. Including 60,000 articles in a digital library does not make us forget the journal they have been published in. Making things available online in digital libraries or through journals' portals will not diminish the importance of brand image. On the contrary, it could even become more important as a result of the increase in the number of contributions published online. As a response, people will pay more attention to journals' brands in their decisions of what they want to use. Otherwise, there would be nothing to help you judge the relevance of an article. And even if all of the articles a user is considering have been peer reviewed, the brand image of the journal in which they have been published has a decisive influence on the choice. The quality of a journal's or publisher's brand cannot be built overnight.

5.6 Reputation and Reward

The issue of reputation and reward has also proven to be multi-dimensional. Rewards distribution and the building of reputation only apply in the context of academics as authors. Rewards can be directly monetary, providing financial gains for authors as a result of sales, as well as more indirectly as in the building up of reputations. In the latter case, an academic's prestige increases as a consequence of being published in high-quality publications, which contribute to better career opportunities and increase one's chances of receiving research funding.

As for monetary rewards, publishers stress that it is nearly impossible for authors to gain considerable rewards from monographs. Textbooks are a different matter because they address a different and larger market. The role of monographs in the development of academic careers, for instance, in receiving tenure is particularly important in the United States**.** In Europe, the importance of publishing in monographs for the development of academic careers is less evident, although, as noted earlier, its importance seems to be growing as part of the institutional convergence in academic milieus internationally and across disciplines.

5.6.1 Open Access, Monographs and Rewards

The present developments in the field of monograph publishing are having an effect on the role these publications play in rewarding academic authors. Due to the advent of the author-pays model (which, in many cases, means that institutions pay) as part of Open Access, the acquisition of research grants and the possibility of publishing monographs are directly related. In that scenario, publishing monographs depends on the availability of funds for academics, which they must access through grants, since most universities have less money to invest in research directly, other than paying a staff's salaries. When academics lack external research funding they may be in a less favorable position for getting their monographs published. Monograph publishing may become part of a type of academic competition that is different from the one based on the scientific quality of texts submitted, which is the competition for re-

search grants. Success in this competition then becomes a pre-condition for publishing monographs.

The role that monographs play in the distribution of reputation and prestige among scholars in the HSS, assigning distinctive qualifications to individuals and research teams, is strongly related to the printed book as a medium of knowledge registration and dissemination. Changes in the medium, for instance, from print to digital, therefore have consequences for the role it performs in assigning reputation. As a consequence the prestige and authority related to eBooks differs from the one attributed to the printed book. The eMonograph currently does not have the same status as the printed book in academic culture. This is seen as merely a problem that will pass over time, although nobody knows how long it may take. But it is considered an obstacle in the present situation. An Italian scholar indicated that in his country the reputation granted to printed monographs in the formal structures, governing careers in humanities and social sciences, works as an obstacle in the development of digital publication and digital scholarship. Some have concluded that academics will only accept the validity of eBooks when a printed copy is also available, eventually as a POD publication. As one publisher ironically observed: 'They need something for their mother-in-law.'

Another publisher emphasized the importance of the printed book as an object, a reward in itself. The importance of this perception as such within academic communities shouldn't be underestimated. Therefore, if publishers want eBooks to become successful, a hybrid approach (eBook combined with print) will be necessary in the years to come.

I think that, especially in the Humanities and Social Sciences, the printed publication is still what the author has in mind when he is working in his attic behind his flickering screen at 11 o'clock in the evening. I think he still has this vision of this book, this tangible object. Of course, this is where they came from; this is why they are doing it. The tangible book is a goal for many scientists. Also to show it in his formal environment of the university where you have your tenure and things like that. It is still regarded as a kind of a trophy. That may be the case for a long time to come. But, of course, it can only be one copy.

A German publisher emphasizes this commitment to print and the way that this may hinder innovation:

At this moment we have the impression that authors in the Humanities and Social Sciences are not prepared to say farewell to print, not at all. However, they also see the necessity of being published digitally. Psychology is a forerunner in this respect. That certainly has to do with impact. I think it is just a matter of time before digital and print are treated equally and perceived as such by scientists and authors. In that sense, the value attached to print and as a result of that, the higher reputation of print versus digital is hindering the development of the digital publication of monographs.

This publisher is convinced, however, that the further development of technology, which will enable digital reading, and the web as an environment where scholarship develops, will change things significantly. The additional services that will be offered with the eMonograph will shift it in favor of the digital version.

When digital begins providing additional services that cannot accompany a printed book, the balance may change in favor of digital. At this moment, however, the book is clearly still in the lead.

Most observers agree that this situation will eventually change; the attachment that authors have to physical books is a generational thing, it will change as years pass.

At this moment we are talking about a generation of readers and librarians that still want printed books and is still willing to pay for them. Talking to current students at the university, I don't know how long the printed book will remain attractive. That immediately raises the question of whether in the meantime POD content will be demanded as a revenue basis for some of the Open Access models. I think that, in the near future, a lot of readers of scientific material will read it on screen.

Another participant immediately added:

And that's why we need to look beyond the POD paying for the Open Access online.

One observer notes that as a result of digitization the access and dissemination of scholarly material has improved and increased. The development of journal publishing is a clear example. Digital publishing in Open Access might reinforce that effect. As statistics prove, authors publishing in Open Access score high on citation, whereas use (indicated by downloads) increases. When citation and use statistics have an influence on scholarly reputation and rewards, publishing in Open Access will pay off for scholars and might compensate the aforementioned, 'as for now' quality image problem of Open Access.

There is a lot of research that shows that citations end up going through the roof, when something is published on Open Access. If we're moving onto the research excellence framework where citation is going to be so important, then there is a fairly clear link between Open Access and reputation. Your work is going to be much more widely known then.

A representative from a national funding agency claimed that moving into the digital realm with monograph publishing should not be hindered by the perceived lower status of digital publications. Turning to this form of publication is essential for safeguarding the field and its reputation:

So, at the moment, digitalization doesn't add value to the reputation of the authors, but it doesn't harm their reputations either. We are at an important kind of crossroads here. Scholars have an important role in securing the high reputation of monographs and edited volumes in whatever form they are published. I am personally more concerned with the format of the output than the publishing channel. And from a research funder point of view, I'm concerned with still having a wide variety of high-quality output channels to the extent that it serves the diversity of the research community.

A Dutch professor stressed that the issue was not so much a problem of print versus digital, but mainly a power issue. As long as prominent publishers and journals that publish high-quality material within HSS aren't willing to put considerable efforts into their digital publications, for one reason or another, the status of digital will remain low. As soon as they agree, however, things can change immediately impact factors of digital publications than will equal those of printed ones. 'It doesn't have anything to do with the kind of publication – print or digital – it has to do with who is behind it.'

A historian who now works on the crossroads between sociology and computer sciences distinguishes between a formal and an informal system of reputation and reward. In the present formal system, digital publications barely play a role, while in the informal they do, although these rewards in turn are also informal. They won't help in formal career advancement, but if scholars begin to participate in the social networks of the specific academic scene, they will gain group prestige and reputation in this realm. It remains unclear, however, how the relationship between formal and informal systems will develop. A French scholar hints at the same dualism when he refers to a blogpost by Jack Balkin of Yale University:

He has a blog called Balkinization. He says ok, once a year I publish an article on juridical theory that allows me to carry on with my university career and that will never be read. At the same time, as a solicitor, my job is to influence political decision makers, students and journalists who will build opinions . For that, I use my blog, as a means of thinking and retrospection.

5.7 Accessibility and Dissemination

Published scholarly work can only play a significant role when it is accessible and consumed. There is a consensus that digitization and Open Access have a positive influence on accessibility and dissemination. But what that influence is exactly remains to be seen.

Access to eMonographs, of course, depends on the publishing model that is chosen. In the case of closed subscription models, not many things are going to change in terms of reaching different groups of people compared to those that presently have access to the print copy through their university libraries. However, the number of people reached within that formal circle can increase, due to the usability characteristics of digital compared to print, for instance, through the combination of remote and simultaneous access. Digitization provides a lot of possibilities since it promotes new modes of use compared to the old single library print copy system. Publishing in Open Access, however, extends the group of users beyond those who have access to university libraries and can afford to pay for licenses to access eMonographs. Many, therefore, claim that Open Access improves the accessibility of scientific information.

Yeah, it is obviously far more accessible. I guess long-term accessibility is one of the concerns that people have.

Several scholars interviewed, however, emphasized that accessibility as such is, at present, not a serious issue for them. One of them thought that scholars working in

European countries generally do not experience serious problems concerning access to e-journals. One Dutch scholar didn't necessarily see a problem in the accessibility of sources in the present system. However, the Open Access publishing of digital monographs might be a necessary step for safeguarding the scholarly publishing system as a whole. So, there is no real problem for the individual scholar yet; it is much more a problem at the systemic level, which tends to turn into a problem for the individual scholar when nothing is done about it. Decreasing library budgets, the second-rate position of the humanities in library acquisitions policies and the resulting shrinking market for monographs are a serious threat to the monograph as a publishing platform.

Another observer observed that accessibility is certainly not defined by the price of a publication, remaining accessible when users end up paying a certain fee. Some observers note that there is a danger of becoming too optimistic about the meaning Open Access as such may have for scholarly development. Open Access doesn't necessarily imply that the targeted groups are being reached in greater numbers by the publication. It may increase the audience in terms of numbers of people, but it doesn't guarantee that the work will be noticed or consumed by a larger part of the target audience and relevant users. Marketing efforts remain a must.

I am a bit skeptical because it concerns publications for specific target groups and niche markets. You almost have to have a list of names of people who may be interested. That list will not increase because of Open Access or the fact that the monograph is accessible online. An easy Open Access system may increase my readership. That prospect is, of course, one of the main motives for publishers to go digital. However, I do not believe that it will lead to a quantum leap, target groups are clearly defined; their size won't increase overnight.

The motive behind the introduction of Open Access has to be more ambitious than simply increasing the number of people who may notice a publication. The importance of the knowledge in terms of scientific development or in social change processes should also increase. That is currently not being met by the mere act of putting books online for free. One publisher observed that Open Access as such does not change anything. If the marketing remains poor, the publications will not move.

As for dissemination, I think that if there is no one in the background who is involved in the promotion of books, nothing happens. It will not be enough to merely circulate a book on the Internet. Readers need a signpost and experts who will guarantee a book's quality. You also need social networks – if possible. Not Facebook, because it is simply not made for that. You need software adapted to the world of research.

Another line of thought that came up in the context of accessibility and dissemination concerned the way digital technology enables scholars to consume information more efficiently, in an era in which scholars are under increasing pressure. That is another dimension of accessibility. The increased availability of many forms of relevant information, including scientific publications, promotes different ways of dealing with information among scholars. On a practical level, scholars increasingly scan scientific publications instead of reading them from beginning to end in their effort to deal with the increased volume in less available time. This publisher did not foresee a downside to this development.

I think, as readers, of course, most scholars do not read. They want everybody to read their own stuff but they themselves do not really read, they scan. And, of course, digital content is a very good solution. They can take in much more material than they could before. Of course, this is a very big thing for scholars, they can search, they can scan, and they can do things they could not do before. Open Access does not really play a specific role here. You have to have access, of course. Essentially, one could claim that digital books were developed less for reading and more for searching, finding pieces and taking in a lot of material in a short amount of time. I think that is one great advantage of digital books.

A publisher connected to a university observed an increase in the reading of journals as HTML and, as a result of that, enabling scholars to link through to primary sources that actually reveals another consequence of digitization on accessibility – the provision of access to material that forms the basis of the main text. These formats, as launched recently, are called enhanced or enriched publications.

Something else that I think has been encouraging in the past year or so is that more people are reading scholarly journals as HTML rather than printing out PDFs. ... It's much easier just to read it on screen, as you would do with normal web text. I think that's going to lead to the more imaginative uses of books and journals than just reproducing a print version … and being able to link through to primary sources that have been cited from the footnotes, all of that becomes a lot easier. I think that's going to be a big, positive change for people. We make our journal authors cite the digital version of the ODNB, for example. We still make them include volume 20 or whatever but we make them include the digital version now because when it goes online you need to be able to link through.

Apart from the accessibility of the scientific information produced, there is the issue of accessibility of the academic publishing infrastructure for authors. At present, it is relatively open. However, in potentially new situations where authors, sponsored by institutions or self-funded, are expected to pay for access to the publishing infrastructure, they will end up paying for the publishing costs involved in their work. This issue has already been addressed in the discussion regarding reward and reputation. For some disciplines, this may prove problematic as one publisher indicated:

We have many authors who do not have institutions or affiliations but they're perfectly respectable scholars who get work published in academic circles. They can't access institutional support. This ends up potentially disadvantaging quite a large group of scholars if we go down that route.

5.8 Efficiency and Effectiveness

Efficiency relates to the way scarce resources are used. Effectiveness concerns the performance of the present system of scholarly communication and whether it succeeds in reaching its main goals.

On a structural level, observers have concluded that the monograph publishing system in HSS is becoming increasingly less effective and efficient, which will probably lead to its collapse if the present situation is not adequately addressed. This has been de-

scribed as the monograph crisis. This impasse has led to a number of discussions about necessary changes and to a number of projects that investigate and test new possibilities, such as the development of Open Access publishing and the introduction of the eMonograph, for instance. The fact that the present system becomes less sustainable is illustrated in a number of ways. The economics behind it are increasingly failing and the present reality no longer complies with the demands of scholars and the scholarly communication system.

5.8.1 Inefficiencies in the Present System

The current model, which is based on the assumption that a print run of 500 has to sell out for a monograph publication to break even, that implies that 5% of all academic libraries will acquire a copy, is no longer an efficient and effective system. As one publisher explained: 'Placing 500 copies in 5% of the market is a pretty pathetic reality.'

In that context, a number of fundamental issues concerning the efficiency and effectiveness of the present system deserve scrutiny. The first issue involves the future of the publisher in its present incarnation. One publishing executive sketched out the problem:

Does the academic community still want what publishers have been doing for centuries or not? Because, the point is, if it does want this, it will also have to pay for it. And it has to come up with an alternative to the system where this library orders one copy and that library orders another copy and publishers spend a huge portion of their margin on marketing and maintaining stock and all those things that you can come up with.

Publishers are currently working in a market where end users, scholars in particular, still appreciate the printed monograph, because they are not keen on reading hundreds of pages on screen. Therefore, this group is not ready for an eMonograph-only scenario, because universities and their libraries fear that if it were to be implemented, many individual staff members would print out piles of paper individually, which would not be accessible to others and, in the worst case scenario, go unread. Edited volumes might be excluded from this, because, like journals, they are seldom read in their entirety, and will probably be consumed in a different manner.

The above-quoted publisher has proposed a radical change in the present monograph publishing system to increase efficiency and to use the presently available funds to produce more output and increase accessibility. The plea is to relocate funds from academic libraries to publishers, enabling them to finance the production and publication of more relevant monographs in humanities and social sciences upfront and to lower the costs by publishing them in Open Access. The upfront financing of publishing houses for the production and Open Access publishing of relevant academic works for the broad academic community should replace the present library-driven market. The demand side of monograph publishing at present is largely in the hands of academic libraries that select only certain social science and humanities publications. The publisher has to try to find enough libraries that are willing to buy their particular book at the time of publication. Libraries are given individual discretion in this process over what they purchase. This creates a significant amount of insecurity for

publishers in the process, who have to, based on the perceived potential of the library market, finance a very long process of what it takes to get something out of an author's head and read by the target audience. This introduces a lot of costs and inefficiencies in the system. Publishers spend large sums on marketing while increasing numbers of monographs don't sell enough to cover their costs and the actual print copies on libraries' shelves by scholars and students remain largely unknown. The publisher quoted above mapped out the present situation:

There are nine to ten thousand libraries around the world that buy Humanities and Social Science and English publications, and if we sell 450 to 500 copies, that is 5% of that market and we're absolutely delighted. You may not have walked as many corridors as I have, but I have been to lots of libraries overseas who have the wrong books in the wrong places. They have bought the books but they're not appropriate for that institution. Therefore, the way we disseminate our scholarly knowledge is very inefficient.

An eventual solution that may provide more efficiency and establish a more effective system may be found in a funding scheme for academic publishers to produce high-quality output and make it available to the academic community in Open Access, implying that the availability of a larger volume of better-suited monographs for an extended number of academics is important. The same publisher observed that:

Now, if we could find a way to shorten this very long publishing cycle, where the money that's going to be used to paid for it could go to publishers in a way that isn't called a subsidy because that has all sorts of terrible connotations, but goes directly to the publishers so that they reduce their risk and reduce their financing costs, and so that immediately makes the whole thing much more streamlined. Turn it into Open Access, then you throw out the warehousing costs, have it POD or short print run or whatever is appropriate and because it's Open Access, find a way to directly supply any print copy to anybody or any institution that wants it, which bypasses the whole horrible high discount system that we [currently] have. You suddenly discover that every bit of content of a monograph will suddenly cost half the amount that it costs now …

This model suggests that part of, or even the entire acquisition budget of academic libraries could be used to fund publishers to fulfill their intermediate role between knowledge creation, on the one hand, and scholarly reading, on the other, guaranteeing a system that is more efficient and effective, providing free and open access to publications and services.

I still believe that the budgets are too big; it's about how we handle them. It's about trying to devise some new business models and squeeze out the excess, make everything more efficient and then somehow building the layers that allow the reader to maneuver their way through this abundance of content and that's going to be a big issue.

This proposal turns the publishing industry into a service industry, providing services for content creators and the institutions that fund them, for the benefit of the global creation and sharing of knowledge. The same publishers have phrased the chief dilemma as follows:

The main issue is how to get that huge amount of money that is available to buy content into the hands of the people who control the flow of content, manage the upgrading of the content or whatever. Quickly, efficiently reducing the risks, and turning publishing into a service provider.

One Dutch professor of Middle East Studies and Social History offered his opinion on the inefficiencies of the present system.

Inefficiencies that can be changed or removed via digitization are, for instance, those that involve the printing process. It will still take another five years to do the research and write the thesis. Perhaps it won't take a year before these results are actually published and it won't take two or three years before the reviews come in. These are the inefficiencies. Open Access could also help reducing users' costs, which needs to be a serious consideration in poorer countries where libraries cannot afford prices for monographs that range between 80 and 120 euros.

5.8.2 The Market, Competition and Innovation

Some in the field remain critical about changing the market dynamics in ways that have been proposed. The upfront funding of publications could lead to less cost-conscious productions in publishing houses and ultimately remove the stimulus to be efficient, innovative and customer driven.

If you are paid beforehand by an author or his institution for publishing his or her work, I am not sure that this will encourage the publisher to choose the most effective and efficient method. It could lead to delays in publishing. Putting things off. Here there's always a big rush… Deadlines, deadlines, deadlines, what will happen to the deadlines?

This observer concluded that competition between commercial publishers has stimulated innovation and has thus produced new and advanced services, greatly benefiting the academic community, as well as the stakeholders.

I mean, Science Direct was very much competing with Thompson, with Kluwer at that time, of course, and with Springer and Taylor and Francis. They wanted to be number one so they developed a platform with a number of functions and they were adding functions to it all the time. This moved the whole industry in a certain direction – of competition. I am not sure that in an Open Access environment we would have the same goals.

Another expert had serious doubts about the often-suggested positive influence of Open Access on the efficiency and effectiveness of academic publishing. He has actually gone on record in favor of the present system. He considers the information market, where scientific information is provided by companies who compete for library and consumer budgets, as the essence of academic publishing. He believes that the simple 'free for all notion' disregards essential elements in the operation of the publishing industry and introduces inefficiencies.

With the library system, the customer chooses. His choices drive the system. You have the peer review to begin with, followed by the library filter. If you bring the funding into the other side of the equation, the role of the library as a decision maker disappears. In that model, everybody gets everything. Everything gets published that is getting funded. It is strange that this notion keeps coming up, despite that it is totally the opposite of what happened in the 1990s when everyone was pleading for the more market dynamics.

5.8.3 Efficiency and Workflow

Another important element in the discussion about efficiency in academic publishing relates to the workflow processes involved. As in other branches, digitization is applied to make these processes more efficient. Digitization has already made impressive efficiency gains in the process of creation, editing and production of the manuscript, but also on the level of contacts between publishers and their customers, the academic libraries. A German publisher indicates that a large part of the possible efficiency gain resulting from the introduction of digital technology has already been captured. The processes leading up to the manuscript have been re-engineered. That resulted in more efficiency for the publisher and the author. There are still some potential efficiency gains in the workflow to be won. This could mean additional cost savings with a switch to open peer reviews. However, this is not feasible in the humanities and social sciences at the present time. These disciplines are not ready for these kinds of innovations yet. This publisher has noticed that digitization at the present time still leads to inefficiencies in some respects. The hybrid situation in which print and digital are combined, leads to more rather than fewer costs in the workflow. There is a need for new processes, which involve new management strategies.

One important efficiency gain for smaller publishing houses can be found in the establishment and sharing of technical and publishing platforms, as one observer noted:

Obviously, developing a common platform has potentially enormous cost-saving effects for smaller publishers. They could never have done anything like that on their own. Investments have already been made in infrastructure and so the initial start-up costs are quite small.

5.9 Economic Viability

5.9.1 Crisis and Change

According to one observer, the main question in the context of economic viability is how budgets are going to be used in the context of the future of academic publishing and, in a broader sense, for scientific communication.

According to a German publisher, the building of an economically viable, long-term model for monograph publishing in HSS, which will ensure future access, is the challenge for the future. At the same time, there is currently no real solution in sight. Therefore, the stakes are too high and there are numerous risks involved. Main factors that have led to this situation include the shrinking library budgets combined with the rising prices of STM publications. In this situation, it is the HSS that suffer. This process has been going on for years as this publisher pointed out.

Subscriptions to journals in HSS have decreased by around 50% as far as our titles are concerned compared to ten years ago. When we ask for the reasons why, librarians indicate that their budgets have shrunk. If you know the pricing policies of STM journals, things become instantly clearer. That process, of course, has consequences for the economic position of the publishers because with the decline of library budgets and, in some cases, research budgets, publishers' revenues will also show a decline. That is a proven fact.

One representative at a national funding body shares this concern about shrinking library budgets for HSS monographs. She blames the universities, because it is they who decide the budget.

The shrinking library budgets for HSS are an awful situation. But that's the responsibility of the universities. If they decide not to support HSS acquisitions, we as national government institutions are powerless to do anything. It's up to them.

A British librarian stated that the libraries are no longer able to cope financially because of their shrinking budgets. He pointed out that as long as publishers insist on maintaining the same profit margins there is no solution in sight. The current model where libraries cancel subscriptions and publishers just pass along their costs to fewer and fewer libraries, by simply raising prices is completely unsustainable and will ultimately lead to a collapse of the current system. This is not only the case for monograph publishing in the Humanities and Social Sciences but also for the entire academic publishing world.

The above comment points to a persistent and basic difference in viewpoint among the funders, universities and librarians, on the one hand, and commercial publishers, on the other. Their opinions regarding the effects that rising prices will have on journals, both in STM and HSS, for academic publishing as an economic sector and a crucial element in scholarly communication, are very different indeed. Some librarians have severely criticized how the larger publishers are currently operating, capturing more monetary value then they are creating, earning high margins for their shareholders at the expense of taxpayer's money that is consistently invested in public education and research.

One academic librarian has voiced his concern regarding the role of academic publishers in the journal-publishing domain:

We often wonder whether the added value of the publishers is really worth the price that institutions pay for it. It is a question without an answer. Librarians probably believe they pay too much for what they get, whereas publishers prefer to believe that a switch to an electronic database will lead to incredible profits. I cannot decide. But we are allowed to ask questions when journals show a growth of 15-20% a year. It is still not clear whether the work of a publisher is worth the price we pay. … During the recent price boom in publishing, less-expensive journals were being produced by the same publishing staffs. Nobody was fooled. … It is no secret to anyone that commercial publishers are among the private companies that generate huge profit margins. From the published annual figures it is obvious that some stakeholders have not been affected by the crisis.

A German professor is more outspoken about the publishers' role in the present situation:

I consider publishers' revenues in the present system to be an affront. It's difficult to understand why certain journals are so expensive and one can easily feel that we are being exploited.

A Dutch professor has even suggested that he and his fellow scientists have been ripped off for generations and that it would be worth the effort to break the vicious circle of giving away one's scientific content only to have it be exploited by publishers and having to actually pay to get the copyrights back. The continuous rise in prices of journals, books and monographs, combined with stagnating library budgets forms a direct threat to the economic viability of the system. Librarians as well as some academic publishers predict that this system is going to crash in the near future.

A French librarian has noted that the economic state of the scholarly communication system in his country is a total disaster. Research budgets, especially for HSS, have become increasingly limited and the budgets available for academic libraries are catastrophically low. Another French observer has noted that academic library resources in France are tragically under-subsidized at a rate of two to three times less than the budgets for Northern European countries and the United States, particularly when it comes to digital resources. Three years ago they amounted to €10 per student in France compared to €60 in the US. So it's obviously a strategic matter. The prices of publications rise, whereas the library budgets fail to keep pace. As a result, the acquisition of monographs suffers. In France, as in other countries, the sales of HSS monographs have fallen drastically. Researchers and students seldom purchase monographs anymore. The average number of books sold per publication has dropped by circa 75% across the board. The end of the academic book may indeed be coming. Scholarly communication has to be considered as an essential part of the research infrastructure. In France, this reality has yet to be fully accepted. In this context, the HSS suffer more than the STM.

Publishers working in small language areas experience specific problems in terms of economic viability. Publishing in a small language restricts the market considerably compared to publishing in English. However, the exporting and marketing of translated books from a small country to the UK or US would require huge investments, entail huge risks, and thus would not necessarily be a solution to the current dilemma. The portion of library budgets for monographs in the Social Sciences and Humanities has, in the experience of some of the interviewed librarians, declined in favor of science, technology and medical publications, which has the effect of further reducing the HHS's market opportunities.

5.9.2 Mixed Models

Our analysis suggests a variety of routes towards several potential solutions, including increasing library budgets to help pay for the rising prices or the skimming of the publishers' profit to provide the libraries more scope. A third solution might be the outright financing of publications so that they can be published in Open Access. A French publisher mapped out the dilemma, as he saw it:

Sales just don't cover publishing and production costs. This is now the case for anthologies. Without external financial support they would not exist. Regardless of whether this support is used to fund publishers to produce the work so that they can publish it in Open Access or for supporting libraries, it comes down to the same thing: You need funding. So, what the proper balance should be between government funding to promote the research publications and the money that some private publishers might make from paper or digital sales is the core issue.

As we have already noted in the previous paragraph, suggestions have been made to moving academic libraries' monograph acquisition budgets as an upfront investment for the publishing of monographs, to publishers who are ready to work in their capacity as a service provider for the academic community. Proponents of this model foresee significant efficiency gains to at least counter the monograph crisis for some time to come. Open Access publishing could be part of that model. One publisher, when he was considering the various potential Open Access models, concluded that a mixture of the various models is the future.

My feeling is that none of these is going to work on its own. A fairly mixed model is something to think about, although, maybe advertising will run alongside the content, with some sort of 'author-pays' system or research grants, you know, not putting all one's eggs in one basket when people are still unsure of how it's going to work out. This may be the best approach to take.

One observer estimated that, in a broader context, Open Access and other publishing models will co-exist in the future, essentially boiling down to three variants: (1) Open Access publishing funded by universities or the research community, (2) publishing at actual costs, (3) commercial publishing with a mark up. Although the market perspectives for monograph publishing are eroding, some experts claim that there are still publishers out there who are showing profits, combining it with the publication of journals in the Humanities and Social Sciences. One publisher indicated that the introduction of Open Access publishing without an alternative revenue stream for these publishers might be harming their economic viability. This situation may apply specifically to the French scenario where traditionally there have been very few academic presses that have shown any interest in Open Access. One observer of the French publishing sector indicated that he thought there was no easy fit between the Open Access movement and the French environment, where private companies do most of the publishing. Government subsidized (Gold Road) Open Access, thus not seem to be the clear solution to the present monograph crisis in France:

The approach of open archives, as described by my colleagues, that emerges from the debates with publishers of STM resources does not make sense in our economic world and ecosystem. Open Access presupposes government funding. Not only are we not sure that the funding will continue, but the government is clearly also competing with private actors. In France, the majority of the profits in HSS are made by private publishers; that's just how it is. We do not have the same university press culture as in England or North America. We do not have the budget for these library resources and we do not have the same market that allows American university presses to survive. Therefore, inevitably, this approach will force the government to come up with features and tools that are now guaranteed by private publishers. This is absurd and does not in any way guarantee the best use of government funds.

One of the conclusions of this consultation of experts and stakeholders is that, in many cases, the financing of HSS monograph publications is already a combination of revenues from sales to libraries and individual scholars and upfront financial support for the production of the publication, coming from different sources. This 'mixed economy' has already become a reality.

An academic publisher from a small country recalled his experiences and noted that most monographs published in small countries cannot depend solely on (expected) sales. So a cooperative publishing model (income from both sales and external funding) is already common practice there. This combination of strategies allows plenty of room for publishing monographs, despite relatively low market revenues . Another publisher, from a larger European country, pointed out two approaches, one with and one other without extra funding beyond sales income:

There are two contrasting approaches: that of scientific publishing, which can be moderated by university presses where publishers feel less economic pressure than in a private system; and the private approach that, if it isn't heavily subsidized as in France, might take a more cultural approach, which means having softer and more watered-down content, to promote public sales.

A French publisher referred to a colleague's experiences in Canada who receives $200,000 in state funding annually. This aid enables the publisher to publish in domains that are not otherwise economically viable. Another example of mixed funding is cross-subsidizing book publishing from revenues earned from journals, as one participant at one of the OAPEN round tables suggested.

We are book and journal publishers and as far as I can see, we don't make any money off of the books but we do it because of our status; we want to be a respected, well-known publisher. Journals are our real moneymakers. We invest journal profits in the books.

5.9.3 Public Funding and the Sustainability of the System

There is a tendency to depend on governments or government-funded public institutions to directly fund future HSS monograph publishing. Some observers detect some danger in this approach because it entails a strong risk because publication budgets will continue to become more volatile, often as a direct consequence of specific political decisions.

One publisher emphasized the uncertain nature of this kind of funding in an Open Access environment. Funding can never be guaranteed since the policies of various funding institutions may fluctuate over time. Governments may simply be forced to make budget cuts, as is the case at this moment, during this severe economic crisis. In some European countries, the number of funders is limited, thus restricting the possibilities for the development of Open Access as a model for academic publishing.

Serious concern has also arisen around the funding of new initiatives that develop new models and projects, such as digital libraries and even OAPEN itself, because they depend on external, government funding. When they are unable to be financially in-

dependent they have a tendency to wither away in the medium term. These projects mark an essential phase in the innovation trajectory of scholarly communication and academic publishing. The question is whether there will be enough funds available to sustain the necessary R&D:

You see we're at a kind of crossroads. There are many digital listing services that we're involved with that have been publicly funded for a long time, since the introduction of the digital revolution. But this public funding by research councils is coming to an end. Funders are not prepared to provide funding into perpetuity.

5.10 Trustworthiness

Trustworthiness is mostly discussed in the context of preservation, but not exclusively. Publishers and libraries share a responsibility for the preservation and future access of scholarly content. Moreover, private companies providing storage and preservation may play a role, although it is only a minority of the interviewed who see any significant role for them. A French librarian indicated that the long-term preservation of scholarly publications is of such great importance that government organizations should assume responsibility for them, since they go beyond the abilities of individual publishers and libraries, let alone universities and individual researchers. In general, all of the involved parties agree that the task of perpetual preservation is not the responsibility of publishers or individual academic libraries. It should be handled by a consortium of libraries or eventually by each country's national library. This is befitting the function of these institutes, since they are already conserving the national publishing heritage, using both traditional paper and digital storage and conservation media. A publisher who mentioned a case in which journals published in Open Access simply disappeared overnight because the host server ceased operations, ultimately illustrating the urgency of long-term preservation.

One German publisher estimated that the costs related to guaranteed, long-term access to digital publications in a changing technological environment might create some major problems. Any decision to assume the tasks of digital publishing and conservation in the present circumstances may be similar to handing out of a blank check because technology continues to change, providing so called heritage problems that can only be solved by additional investments. The publisher thought that this may end up causing a rebound effect on the current digital publishing models, which may create a desire for a return to paper in the future. Of course, publishers will commit themselves to preserving the published material for some time to come by themselves and in the longer-term in collaboration with selected libraries that will ultimately be the guarantors of long-term access.

One publisher argued for a hybrid strategy that would entail preserving both paper and digital formats:

Paper is still a safe bet in terms of longevity.

A French publisher clearly wanted to add a footnote to the high hopes of paper as a preservable medium. Economic circumstances in the past meant that many French publishers were forced to use paper of an inferior quality, resulting in a process of de-

terioration of recently published books, which has put their existence in more danger than books published in the nineteenth century. Meanwhile, the preservation of digital files poses other problems. This process is best left to large national institutions such as the National Library of France.

5.11 Services

During the interviews, various stakeholders were asked what kinds of additional services they would find useful for the HSS eBook. This is an important question in the context of the development of the proposed OAPEN publication platform for eMonographs. The question focused on the services that stakeholders would find useful for themselves or their clients, in the case of publishers and librarians. We pre-selected a list of services that could be developed and also added an option for any other services that the interviewees considered interesting. We also asked whether they would be willing to pay an extra fee for these services. The list of possible services included:

Searchability (full-text, metadata)
Multilingual search
Downloading
Printing
POD
Downloading statistics
User comments
Trackbacks
Forward linking
Usage print and print sales
Marketing services
User-generated content in library repositories (tags, comments)
Other

5.11.1 Publishers

Publishers believe that search options are the most important feature; they are considered an essential beneficial feature of eBooks compared to printed books. Payment for this option should be a standard feature of any digital book's basic package; publishers have rejected the idea of paying separately for search options. Other services that scored high among publishers include backward and forward linking, POD and marketing services, and download statistics. Backward and forward linking are mentioned as important community-building instruments in the sciences, where you can see who has cited your article and establish connections. From a commercial point of view, it may be an interesting way to map customers. 'Where did the readers come from and where do they go from here?' one of the interviewees asked. References may be hard to establish, however, as books mostly refer to books that are not available online. One of the publishers did not consider POD to be an extra service; he considered it to be part of the *core business*. POD is, in this respect, simply seen (like offset printing) as a production technology, which allows anyone to print out a particular title. Nonetheless, there seems to be a general feeling that POD is going to be the only future for the physical printed product. It can also serve as a very good tool for publishers because it offers extra opportunities for monetization.

When asked about the kinds of marketing services they would like to see included in the online platform, publishers mentioned the kind of services offered by, amongst others, Amazon (people who read this book also liked, etc.) and the option to involve a particular user, as a potential marketer in online viral marketing schemes. When it comes to download statistics, several publishers mentioned the potential benefits for a publisher, author or an academic institution (providing some insights into customer behavior and the popularity of certain titles, etc.). There are some fears, however, that popularity (as measured by download statistics) is often not something you really want to measure in the sciences. The impact of a particular title is more important but more difficult to measure. However, download statistics can be a valuable tool for learning more about one's users and their particular reading and downloading behaviors. Publishers who are trying to convince librarians that they should purchase certain titles may also find these statistics useful.

Most publishers are hesitant when it comes to multilingual searches. They will become increasingly important as the OA system develops, one interviewee claimed, while another noted that, in theory, they could be very useful but it is not altogether certain how much they will be used. However, with language tools improving, there will be less need to write in English, especially if there is an instant translation readily available. Downloading is less important than download statistics, probably because it is a necessity (also for reuse in learning and teaching) while it is also considered to be part of the business model, where downloading is prohibited (but one can purchase a print copy). Printing is less important to publishers because it is considered a convenience, an afterthought; downloading is considered more useful in cases where people won't readily print an entire book.

Publishers are clearly negative about everything regarding user comments and user-generated content. This is considered of limited use in the sciences because of classic peer reviews and scientific discourse. Of course, it all depends on the profile of the user. User comments are only interesting if the users are themselves experts. User comments in these cases can be posted in research labs or on ad hoc sites, so they don't have to be included in the publication. As one publisher pointed out: *'User comments turn a book a little bit into a blog and maybe blogs should be blogs and books should be books.'*

In the area of additional desirable services, publishers suggest always keeping the user, the HSS scholar, in mind. Research tools are, in this respect, fundamental, as are the networks established between research and researchers within the digital library. In other words, things need to be connected in a meaningful way.

Hosting services for readers were also mentioned as potentially helpful. This would entail the establishment of an eBook library where the reader can organize his or her own titles and upload titles from one's own library. The titles are then stored on the library's server for the scholar. It may also be interesting to investigate services that do not necessarily focus on establishing connections based on similarities but on dissimilarities or opposing points of view instead; this could be just as relevant for scientific research.

5.11.2 Librarians

Librarians chose search functions as the most important function. As one librarian noted: '*you cannot not have a search function with an eBook*'. Librarians and especially publishers consider the download and print functions as basic services that should, from their client's perspective, always be available. Downloading increases mobility; once a document is downloaded you can access the content from any location via your computer or portable device. The same goes for printing, which is considered a standard function and an essential aspect of a scholar's work because most people still read longer documents in print format; an entire monograph will simply not be read on screen. Many of the interviewed librarians suspected that this may change but pointed out that they also have to consider the current state of affairs.

One of the main benefits of establishing links between types of content (like with forward linking and trackbacks) was the possibility of performing a thorough bibliographical search. Librarians consider download statistics useful to find out whether it is worth purchasing the service or the product for their clients. On the other hand, skeptics claim that download statistics cannot be used as a tool to assess quality and to decide on whether a library should acquire a particular publication. They provide no information about the quality of content:

It may be that those less-cited publications simply deal with a very specific topic, which has emerged here for the first time. The relevance of less-cited publications may be equal to the more heavily cited ones.

The interviewed librarians were still unsure about the possibilities or benefits of POD in a specific library setting. The importance of having a hard copy of a book available was also mentioned, be it a POD or offset version. Librarians were slightly more positive about user comments and user-generated content than publishers. Annotating content and sharing these annotations were also mentioned as possible interesting services. They thought that the usefulness of user comments and user-generated content depended mostly on how it is organized. If these functions were well organized and structured, one librarian thought that they might become interesting options.

Most interviewed librarians seemed somewhat skeptical about multilingual search options, which are still considered a very troublesome issue from a technical point of view, which is still a long way off from being resolved. Librarians doubt that many users would actually use it thus they do not consider it a useful function. As one noted: '*only a limited number of languages are actually relevant and the scientists speak the two or three languages they need to be able to search for certain products.*' Meanwhile, most librarians were not particularly interested in print, print sales and marketing services because they felt these were more author- and publisher-related services.

In general, librarians thought that services for eBooks needed to be 'discipline neutral', meaning that they would focus on alerting and annotation services, multilingual thesauri and mapping services (like Google Earth). Parallel access to eBooks is also considered an essential function.

Librarians would be willing to pay for extra services, as long as the costs are based on a flat-fee model, where the most useful services for end-users are all included. However, these services need to provide clear added value and should clearly be different from the options users are already freely available online, such as search functions. Hence, librarians would not pay extra for what they feel should be 'standard services.'

5.11.3 Funders and Universities

The interviewed funders and university representatives focused mostly on the needs of the scholarly community when it comes to the usefulness of the possible services to be developed. They considered search options the most important followed by user comments, which are clearly considered an advantage. They accelerate the debate and incorporate it into an article or book format. This will, as one funder pointed out, obviously enhance the scientific debate. Links to discussion fora outside of the library**,** and an option that allows writers to approve or reject user comments were considered attractive options. Downloading and printing were seen as essential: '*people will download, reproduce and print. It is obvious*.' Most were of the opinion that people still prefer printed matter in many cases. Forward linking was also considered a valuable service, although one funder thought that scholars would probably prefer to be able to choose which (forward links and trackbacks) connections could be added to their content. Download statistics were seen as relevant in a university setting but could also be relevant for the author. Important statistics in this sense would be the number of people who reviewed an article.

User generated content could become interesting according to some of the interviewees. The possibility to identify the user providing additional content or comments is defined as important. Does the user generated content or the comments come from colleagues, from critics, from the general public, from students, from your publisher?

Funders and university representatives seemed to be less interested in the more publisher-focused services. They did not consider POD as that relevant. One interviewee stated scholars might be quite satisfied with print outs from the Internet instead of a 'hard copy' POD book.

As for multilingual search options, some interviewees stated that it may be relevant for the HSS, although there is also skepticism about whether it could actually be used. Remarks were made about what the value would be to discover a document in another language if one cannot read this language. It was felt researchers should be able to do 'multilingual search' themselves.

Usage of print (in a library context) and print sales statistics and marketing services came in last on the priority list with funders and university representatives, although print use and sales could be seen as interesting in a university setting in their capacity of performance indicators.

There seemed to be some willingness amongst the interviewees towards payment for these kinds of services. As one stated '*I think it is essential, because it is progress'* It was felt, however, that paid for services should be others than those already offered in the present on-line context. One stakeholder is in favor of really advanced services and is willing to pay for them in one buy: '*I would rather pay for a more expensive*

and integrated package than pay extra for separate added services purely on top of the content.'

As an extra service the options for scholars to work in a collaborative setting was considered promising; this could transform the digital library into a research environment.

5.11.4 Scholars

Scholars also rated search options as number one. As one scholar pointed out: '*it is one of the most important elements, because we are confronted with a flood of information and one wants to search specifically for things. It is particularly important in the HSS, especially for philosophers who work with a lot of text.*' Downloading was seen as essential for scholars to be able to maintain their (digital) library. Downloading will also give scholars more certainty. The possession of the text is seen as important where online content might disappear or be moved more easily. Not all needs to be downloadable, however, multimedia publications, for example, are better viewed online. Scholars thought that one of the benefits of forward linking would be that an author is informed when his or her work has been cited.

User generated content was also considered useful, but some form of moderation was recommended. As one scholar noted:

You need some form of moderation. Moderation, selection and peer review become increasingly important. You go from a situation of relative poverty where information was hard to come by, to a situation of information overload. Moreover, our function as academics is to guide someone to the right kind of information.

Scholars also thought that, although informal communication is as essential, it should be kept separate from formal communication. The problem of authority and gate keeping was considered very important.

Scholars felt that POD could be a very practical service because, in many cases, the printed version of a book would be far easier to work with. Some scholars stated they still liked to work with a 'normal' book. On the other hand, the combination of both was also considered very valuable:

If it is not too expensive then I would like to have a printed version in addition to the eBook, but the eBook is also very important because I can search there easily for words…'

Print was preferred above POD by one of the scholars. Others also noted that a print out was convenient to take notes. However, some interviewees predicted that print would become less important.

Scholars consider a multilingual search capability as moderately important, along with marketing services, although academics do see the importance of getting attention for their work. This remains a major task of the publisher, even in the digital age where marketing and selection have grown increasingly important. Trackbacks were considered somewhat useful, but more to establish whom the readers were. Academics had a more mixed view of user comments. They thought that they should be clearly distin-

guished from other kinds of comments in a manner similar to weblogs. One scholar preferred posting his email address via a website so that people could respond via email. Download statistics as a means of measuring scholarly performance were pretty much frowned upon. They felt that this tells very little about the quality or impact of a publication. Print usage and print sale statistics were also seen as irrelevant. One scholar observed that '*the only reason that I read them is when I get my royalty statement every year from publishers.*'

General remarks were focused on whether some of these added services should not also be offered for free within the framework of Open Access. Scholars felt that services like those offered by Amazon and Google Books including the consultation of the table of contents, downloading a chapter, or doing a full text search on a text not fully accessible, should be available without extra costs. This is similar to the opinions of online users worldwide. Another extra option that some mentioned as potentially useful was browsing a set of texts by using cross references regardless of whether the text was fully accessible or not.

6 Conclusions, Major Findings and Trends

The most obvious overall development that influences the present scholarly communication system is digitization and as an effect thereof the emergence of the Internet both as a distribution medium and a publishing platform. Digitization enabled the emergence of electronic publications as an additional way of disseminating results of scientific endeavours to print, or, as many claim, as a method that will eventually totally replace print in the future. More recently, digitization has enabled a whole range of innovations, stretching from digital delivery and a host of new services for the new economic relationships between publishers and libraries (i.e., selling licenses to bundles of journals instead of selling individual subscriptions) and new concepts for academic publishing such as Open Access. How digitization may influence monograph publishing, perhaps preventing this type of scholarly publication from undergoing a crisis, and what the demands of users for an eventual newly developed system may be, is the main focus of this study. This question is especially relevant for the HSS, since the position of the monograph is particularly strong in these disciplines, which is in stark contrast to the situation in STM.

Values

The experiences, viewpoints and opinions of the different stakeholders in scholarly communication have been the subject of this study. The main consulted stakeholders – scholars, scholarly publishers, academic libraries and funding agents (comprising science funders as well as universities) – considered all of the values underlying the system of scholarly communications, as presented in this study, to be important. These values actually imply a network of functions, roles and meanings that characterize scholarly communication as a field of publishing and a crucial component of scholarship. The values defined and examined were quality, accessibility and dissemination, efficiency and effectiveness, reputation and reward, economic viability, and trustworthiness.

Two of these values stand out as particularly important for the stakeholders within the HSS community in Europe: accessibility and dissemination, and quality. It turns out that there are different ways in which digitisation and Open Access publishing of monographs affect these values and interfere in their realization.

Accessibility and Dissemination

Scholars specifically value accessibility and dissemination. They seek to promote their work as broadly as possible, with the intention of sharing it with their peers as well as a broader public. They do not consider restrictions to access to be in their direct interest. Concerns about their rights as authors concentrate on the integrity of the texts they deliver. Scholars have experienced an increased pressure to publish, whereas the workload as a whole has also increased. This restricts the amount of time they have to read, which increases the need for efficient ways to gather relevant information.

ePublishing and Open Access offer many opportunities for HSS scholars, both as authors and readers, despite the fact that the survey results in this study point out that almost 30% of HSS scholars are still unfamiliar with Open Access publishing.

eMonographs can contribute to the wider dissemination of their scholarly work in the same way as the digitization of journals has already done for scholars in STM. Moreover, Open Access publishing can reinforce that effect, enabling scholarship to move closer to society.

The current amount and level of use of digital services by HSS scholars demonstrates the fertile ground that the introduction of Open Access publishing of eMonographs offers in these disciplines. Almost 75% of all scholars already use eBooks, although not frequently. They discover eBooks mainly through Google, references and hyperlinks in other publications and via the library catalogue. Scholars mainly access eBooks free of charge on the Internet or through the aforementioned library catalogue. A majority of scholars responding to the survey conducted in this study claim they sometimes buy the printed book from a bookshop or online retailer if they consider it important for their research. Other observations that point to further opportunities for eMonographs in the HSS are the rise in on-screen reading, the increasing number of multimedia publications and 'informal' communication via science blogs and wikis. A remarkable observation made during a survey of eBook reading behaviour is that scholars very often 'dip in and out of the eBook' instead of reading it 'from cover to cover'. It is not clear if this is a specific characteristic of digital reading or if it is a continuation of an existing practice from the print era that has gone relatively unnoticed thus far. Additional services based on digital applications, such as linking, advanced search functions and user feedback can help to establish the future position of eMonographs in the scholarly context, delivering meaningful extra services and benefits to the user.

At the same time, some stakeholders have warned against excess optimism regarding the beneficial effects of HSS eMonographs published in Open Access. They claim that the purported increase in access and dissemination will not be very significant for many HSS scholars presently working in those disciplines because they never encountered any problems in the traditional publishing regime. Furthermore, it appears that, for now, print will remain dominant in HSS scholarly publishing, although things may change rapidly. The inclination to stick to print as the main publishing platform, more relevant in some disciplines than in others, remains an obstacle to innovation. As a result, the amount of digital scholarly publishing in the HSS has not matched the increase in digital reading. Furthermore, many of the interviewed stakeholders and surveyed scholars are unsure about the effects of Web 2.0 and social media and the importance of user-generated content. The majority of HSS scholars are still part of their 'traditional' field profile, working and publishing individually, and preferring the printed monograph format, which remains a very important factor in their careers.

Quality, Reputation and Reward

The enthousiasm about the improvements in dissemination and accessibility that Open Access eMonographs provides, is accompanied by a certain concern about the quality of the works to be published online, in Open Access. .

The primary reason for this concern results primarily from the context of the Internet in which Open Access eMonographs will become accessible: the Internet. Online content for most of those involved in scholarly communication does connote a

lower level of quality and trust compared to traditional print publishing. Trust has become increasingly important in a digital world because of the context of long-term preservation and guaranteed access to digital scholarly publication for the years to come. All of the involved parties in the development of the eMonograph within the HSS think national libraries or consortia of academic libraries will have a key role in this context. In general, however, the perceived lack of quality of online content leads to feelings of trepidation on through to downright suspicion and mistrust.

Another reason to stress the quality of the work is related to the quality associated with Open Access publishing, which some observers in the field still consider as a kind of second-best option for scholarly authors, although that does not seem to be the case for many of the scholars who responded to the survey. Academic publishers consider quality as the main value of scholarly communication. They consider ensuring the quality of the work through peer review to be one of their main roles. Meanwhile their chief role within academic publishing remains the validation of research output. Strong brands developed by publishers can serve as reliable signposts of quality in the online environment, for authors as well as readers but also for funders and librarians. Book series, publishing platforms and company names can develop into quality brands that represent value. From the perspective of the scholarly community, the enfolding Open Access publishing practice needs filters and selection procedures to deliver truly valuable content and become a respected source and platform. This is how academic publishing can maintain its role of assigning reputation and rewards to the scholars and research groups, which, in turn, plays a significant role in the assignment of research grants and posts within academia. It is essential for Open Access publishing platforms to combine investment in quality assessment and brand identity to guarantee quality and to ensure trust from authors and readers.

However, rewards and reputations are still mainly granted on the basis of traditional print publications and the quality standards developed in that context. Publication of a printed monograph remains the necessary hurdle for career advancement, although there is a tendency towards the increased production and publication of journal articles in some fields of HSS. Moreover, ePublishing opens up new possibilities for the assessment of use and impact of scholarly publications through electronically collected bibliometrics. This can be an important tool for funders in evaluating the impact of scholarly research. This study, however, shows that there is a lot of resistance to applying these kinds of metrics in HSS.

Effectiveness, Efficiency and Economic Viability

Apart from the fact that the publishing of eMonographs in Open Access within the HSS holds the promise of better access and wider dissemination, the decreasing effectiveness and efficiency of the traditional monograph publishing system in HSS is an important impetus for innovation using digital options. The economic viability of monograph publishing in the HSS is being seriously threatened. This is because increasing portions of the frozen library budgets are consumed by the acquisition of licenses for accessing bundles of journal titles, among which the STM titles are by far the most expensive. This, of course, means that the funds available for printed HSS monographs continue to decrease. Monograph publishers have experienced a dwindling market share for their publications, often falling below the ultimate line of economic feasibility. The implicit or explicit prioritization of STM acquisitions over

those of HSS in the selection policy of academic libraries reinforces this trend. The economic situation that underlies the present model is increasingly seen as failing. The so-called monograph crisis may lead to the collapse of the present system if things remain the same.

Moreover, the present system of print publishing, which makes a single printed copy available in a library no longer complies with the practice of present-day scholarship and university education. Librarians note that scholars have readily adapted to the use of eBooks. They consider eBooks to be more efficient than printed books because they need less storage space and less management and a simpler subscription process. They offer more convenience to the user, better accessibility, and the possibility to engage in new forms of usage. They can be accessed any place, anytime, anywhere, simultaneous and enable additional services from advanced search facilities to forward linking, increasing the use value of the texts. Search options are valued for various reasons, from the establishment of links between publications fostering the formation of communities and the mapping of users' behaviour, which provides relevant feedback to content providers. These added services help to establish the future position of eMonographs; they deliver meaningful extra services to different categories of users. In the long term, librarians believe that this will promote a more efficient and effective publication and communication system within academia.

Changing Roles and Structures

This development has lead to a number of discussions about necessary changes. A number of projects are investigating and testing new possibilities, such as the development of Open Access publishing and the introduction of the eMonograph. Some expect that, because of the present developments, the academic publishing industry will evolve from a sector that develops and markets scientific content for the academic library market into one that provides publishing services to the scholarly community. In this situation, funding agencies and universities would finance scholarly publications upfront instead of them depending on the library market. At the same time, new players and new forms of cooperation are on the rise. Cross-institutional funding and cooperative arrangements are on the rise. Meanwhile the publisher's role has been severely tested by disintermediation, self-publishing and the rise of new players (i.e., Google Books, Amazon) which further threaten the publisher's position in the value chain. Experiments with business models have been conducted in the HSS monograph-publishing world, although the 'author-pays model' has been criticized. Some feel that this kind of fee-based structure may reinforce inequities (between scholars and countries) and lead to a decline in academic autonomy.

The digital revolution has encouraged libraries to expand their services by building digital repositories and facilitating (informal) scholarly communication, in effect, becoming integrated service and content providers. They establish alliances with academic research groups and university presses to create scale and platforms for e-science. In general, Open Access is seen as a model that may end up saving the HSS monograph because it serves as a lower cost model, whereas free access to books online may stimulate (print) book sales via a POD system. Funders and university representatives increasingly recognize the benefits of Open Access for a broader public. The increased visibility of research results is an interesting prospect. Moreover, the possibility of universities (and perhaps other funding institutions) becoming more di-

rectly involved in collaborative electronic publishing agreements with presses and libraries is tempting. These possibilities could enhance the reputation of their institutions and make them more influential in the publishing process when it comes to access to a publication and, just as importantly, their price.

Need to Experiment

An online Open Access environment for books develops along a continuum from old to new, along which there are a variety of views regarding how the future system will work from the progressive and visionary to the conservative and practical. However, there is a visible trend towards increased digital production and consumption. This implies the emergence of new players while others may end up being *disintermediated*. However, any future digital system will continue to focus on the key issues of service, quality, search options and accessibility.

Although present developments in scholarly communication point to the ever-increasing importance of ePublishing and the advent of Open Access, only the contours of a new publishing practice for HSS monographs have thus far been outlined. The stakeholders most concerned with scholarly communication in HSS have voiced some uncertainty about the future models underlying a potential new practice of monograph publishing in their fields. Experimenting with new models and practices on a flexible learn-as-you-go basis is essential to save the monograph from a (print) publishing model that is no longer sustainable.

7 OAPEN User Needs Survey

OAPEN User Needs Survey

1. Personal Questions

This survey deals with open access publishing in the Humanities and Social Sciences and is specifically targeted at academics and researchers in these fields. It is part of the OAPEN project (Open Access Publishing in European Networks (www.oapen.net)). This project is conducted by a group of European academic publishers and universities and intends to develop an open access publication platform for academic books in the aforementioned disciplines. OAPEN wants to contribute to accessibility, impact and relevance of European research in those fields. We work in the interest of the academia and cannot do without the views, opinions and experiences of scholars from the Humanities and Social Sciences.

The results of this survey will be part of a broader report on user preferences to be published as part of the OAPEN project.

The survey consists of 23 multiple choice questions, and should take no longer than 15 minutes.

1. In which year where you born?

Birth Year

2. What is your gender?

- ☐ Male
- ☐ Female

3. In which country do you work?

Country

4. Which scholarly discipline (or its broad equivalent) do you work in?

Scientific Discipline

5. Which of the following (or their broad equivalent) best describes your position?

- ○ PhD candidate
- ○ Post-doctoral researcher
- ○ Teacher
- ○ Assistant Professor
- ○ Associate Professor
- ○ Professor

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OAPEN User Needs Survey

6. How long have you been active in the academic profession?

Years Active	

OAPEN User Needs Survey

2. Questions on publishing preferences

7. Academic journals and monographs play a crucial role in scholarly communication. Could you indicate the relevance of the following publication media and formats for you personally as a reader:

	Not Important	Not Very Important	Neutral	Important	Very Important
Journal articles	○	○	○	○	○
Contributions to edited volumes	○	○	○	○	○
Monographs	○	○	○	○	○
Textbooks	○	○	○	○	○
Research reports and position papers	○	○	○	○	○

8. Could you indicate the relevance of the following publication media and formats for you personally as an academic author:

	Not Important	Not Very Important	Neutral	Important	Very Important
Journal articles	○	○	○	○	○
Monographs	○	○	○	○	○
Contributions to edited volumes	○	○	○	○	○
Textbooks	○	○	○	○	○
Research reports and position papers	○	○	○	○	○

9. How many electronic scholarly publications have you read or consulted the last month?

	None	1-3	3-5	5-7	7-9	More than 10
Articles in electronic journals (e-journals)	○	○	○	○	○	○
Electronic monographs (e-books)	○	○	○	○	○	○
Online contributions to edited volumes	○	○	○	○	○	○
Online textbooks	○	○	○	○	○	○
Online research reports and position papers	○	○	○	○	○	○

OAPEN User Needs Survey

10. Could you indicate how important the following methods and tools are for discovering publications that might be of interest to you?

	Not Important	Not Very Important	Neutral	Important	Very Important
Library catalogue	○	○	○	○	○
Google	○	○	○	○	○
Specialized search engine	○	○	○	○	○
Personal subscriptions	○	○	○	○	○
Blogs	○	○	○	○	○
Email	○	○	○	○	○
Discussion lists	○	○	○	○	○
Publishers websites	○	○	○	○	○
Recommendations from a colleague	○	○	○	○	○
References and hyperlinks in other publications	○	○	○	○	○

OAPEN User Needs Survey

3. Questions concerning Ebooks

11. When you find an e-book, how do you primarily access it? (if you don't use e-books please proceed to question 15)

- I buy a printed copy
- I get it from my university library
- I get it from another library
- I get it free off the Internet
- I get it from a friend of mine or colleague

12. How do you normally read the contents of an e-book?

- I read the contents from the screen
- I print the contents and read from paper
- A little of both

13. How much of an e-book do you mostly read online?

- I read the whole book
- I read several chapters
- I read one whole chapter
- I dip in an out of several chapters
- I just look at it very briefly

14. When you consider an e-book to be important for you and your work, what do you do?

	Never	Sometimes	Always
I download the PDF and keep it	○	○	○
I save the URL in my personal bookmarks	○	○	○
I save the URL in a social book marking site (e.g. Delicious, Zotero)	○	○	○
I print parts of the book	○	○	○
I print the whole book	○	○	○
I buy the print book in a bookshop	○	○	○
I buy the print book from an online retailer	○	○	○

OAPEN User Needs Survey

4. Questions on Open Access

15. Are you familiar with Open Access publishing as a specific way of publishing scholarly contributions?

- ○ Yes
- ○ No

What is Open Access?

Open access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions. OA removes price barriers (subscriptions, licensing fees, pay-per-view fees) and permission barriers for scholarly use (most copyright and licensing restrictions) and thus stands for free availability and unrestricted use of scholarly content.

Peter Suber, Open Access overview, http://www.earlham.edu/~peters/fos/overview.htm

OAPEN User Needs Survey

5. Questions on scholarly communication and publishing

16. There are several motives for academics to publish their work. Could you indicate the importance of the following potential motives for you as an academic?

	Not important	Somewhat important	Neutral	Important	Very important
Scientific communication with peers	○	○	○	○	○
Career advancement	○	○	○	○	○
Claiming research findings and scientific ideas	○	○	○	○	○
Financial compensation	○	○	○	○	○
Releasing scientific information for social progress and knowledge in society	○	○	○	○	○

17. Publishing and scientific communication in general is a corner stone of scientific progress. In that system, several values and goals play a crucial role. Could you indicate, based on your professional opinion, the importance of the following goals and values in scientific communication?

	Not important	Somewhat important	Neutral	Important	Very important
Accessibility and dissemination (The possibility to disseminate and to provide maximum access to scientific work, technically and economically)	○	○	○	○	○
Efficiency and effectivity (use resources properly and offer the appropriate services to academic authors and readers)	○	○	○	○	○
Quality (Selecting and marking quality of scientific work by editorial boards of different quality standards related to journals and publishers, e.g. by rejecting or accepting manuscripts for publication (peer review))	○	○	○	○	○
Reputation and reward (forming a basis for compensation of publishing scholars, by improving status leading to easier access to research funds as well as career advancement)	○	○	○	○	○
Trust (providing stability, continuity and guaranteed quality, assuring integrity and access to scholarly content by trusted preservation and curation)	○	○	○	○	○

OAPEN User Needs Survey

18. How do you judge the effect of Open Access publishing, as explained before, on the aforementioned values and goals (listed below)? Does it promote them or does it hinder them?

	Hinders significantly	Hinders a little	Neutral	Promotes a little	Promotes significantly
Accessibility and dissemination	○	○	○	○	○
Efficiency and effectivity	○	○	○	○	○
Quality	○	○	○	○	○
Reputation and reward	○	○	○	○	○
Trust	○	○	○	○	○

OAPEN User Needs Survey

6. Questions on quality criteria

19. Could you indicate how important in your opinion the following indicators and practices are for the assessment of the scientific value of publications in your field (both journal articles and monographs)?

	Don't know	Not Important	Not Very Important	Neutral	Important	Very Important
Closed peer review by experts (double blind)	○	○	○	○	○	○
Semi-open peer review by experts (single blind)	○	○	○	○	○	○
Open peer review by experts	○	○	○	○	○	○
Citation metrics (impact factor etc.)	○	○	○	○	○	○
Book reviews	○	○	○	○	○	○
Available User Comments	○	○	○	○	○	○
Download Statistics	○	○	○	○	○	○
Published referees' comments	○	○	○	○	○	○
Availability of public commentary on preprints	○	○	○	○	○	○
Availability of public commentary on postprints	○	○	○	○	○	○
Prestige of the publisher	○	○	○	○	○	○
Prestige of the scholar	○	○	○	○	○	○
Prestige of the scholar's institution	○	○	○	○	○	○
Country in which journal or book is published	○	○	○	○	○	○
Language of publication	○	○	○	○	○	○
Format of the publication (journal, monograph)	○	○	○	○	○	○
Digital availability	○	○	○	○	○	○
Availability in open access	○	○	○	○	○	○

OAPEN User Needs Survey

7. Questions on services for Electronic Monographs

20. The system of scholarly communication in the humanities and social sciences might benefit from digital publishing in several ways. This question applies to digital publishing of books. Could you indicate how important the following digital services are to you (both as a writer and a reader), when it concerns electronic monographs?

	Don't know	Not Important	Not Very Important	Neutral	Important	Very Important
The possibility to add primary source material	○	○	○	○	○	○
Multimedia options (movies, sound, images)	○	○	○	○	○	○
The possibility to add data or data sets (enriched publications)	○	○	○	○	○	○
The possibility to annotate the text	○	○	○	○	○	○
Hyperlinks in the text	○	○	○	○	○	○
Track backs (links to older references)	○	○	○	○	○	○
Forward linking (links to newer references)	○	○	○	○	○	○
User Comments / Feedbacks	○	○	○	○	○	○
Metadata ("data about other data") interoperability	○	○	○	○	○	○
Document integrity/stability (use of persistent identifiers)	○	○	○	○	○	○
Copyediting (layout/design/typesetting)	○	○	○	○	○	○
Clear copyright and reuse policies and licenses	○	○	○	○	○	○
Permanent access (24/7)	○	○	○	○	○	○
Speed of access	○	○	○	○	○	○
Scale of access (larger audience)	○	○	○	○	○	○
Searchability of an electronic monograph (full-text)	○	○	○	○	○	○
Multilingual search	○	○	○	○	○	○
Metadata search	○	○	○	○	○	○
Good accessibility of content (good search engine)	○	○	○	○	○	○
Availability of content in multiple formats	○	○	○	○	○	○
Clear preservation policy	○	○	○	○	○	○
Good interface / easy to use platform	○	○	○	○	○	○
Possibility of marginal notes	○	○	○	○	○	○
Downloading	○	○	○	○	○	○

OAPEN User Needs Survey

Printing	○	○	○	○	○	○
Printing on Demand	○	○	○	○	○	○
Download statistics	○	○	○	○	○	○
Print sales statistics	○	○	○	○	○	○
Marketing service (for instance newsletters)	○	○	○	○	○	○
User generated content (for instance tagging)	○	○	○	○	○	○

OAPEN User Needs Survey

8. Questions on publication practice

21. Could you fill in the number of your publications in the last 5 years in the different categories?

Refereed journal articles	
Contributions to edited volumes (including conference proceedings)	
Monographs and/or textbooks (count re-edited editions as separate monographs)	
Research reports and/or position papers (not with an official publisher)	

22. How many of those publications are available digitally?

	Number
Journal articles	
Contributions to edited volumes	
Monographs and/or text books	
Research reports and/or position papers	

23. How many of those publications were published in Open Access?

	Number
Journal articles	
Contributions to edited volumes	
Monographs and/or text books	
Research reports and/or position papers	

8 OAPEN User Needs Survey – Tables and Graphs

8.1 General

Number of respondents: **254**
Number of respondents who completed survey: **225 (88.6%)**

Table 1. Gender

Male:	**173 (68.1%)**
Female:	**81 (31.9%)**

Table 2. Age

25-40:	**78 (30.7%)**
41-55:	**97 (38.2%)**
56+:	**79 (31.1%)**

Table 3. Countries of origin

Netherlands:	**58 (22.8%)**
Germany:	**42 (16.5%)**
Sweden:	**40 (15.7%)**
Italy:	**35 (13.8%)**
US:	**25 (9.8%)**
France:	**22 (8.7%)**
UK:	**20 (7.9%)**
Norway:	**10 (3.9%)**
Denmark:	**9 (3.5%)**
Belgium:	**6 (2.4%)**
Other:	**34 (16.9%)**

Fig. 1. Academic position

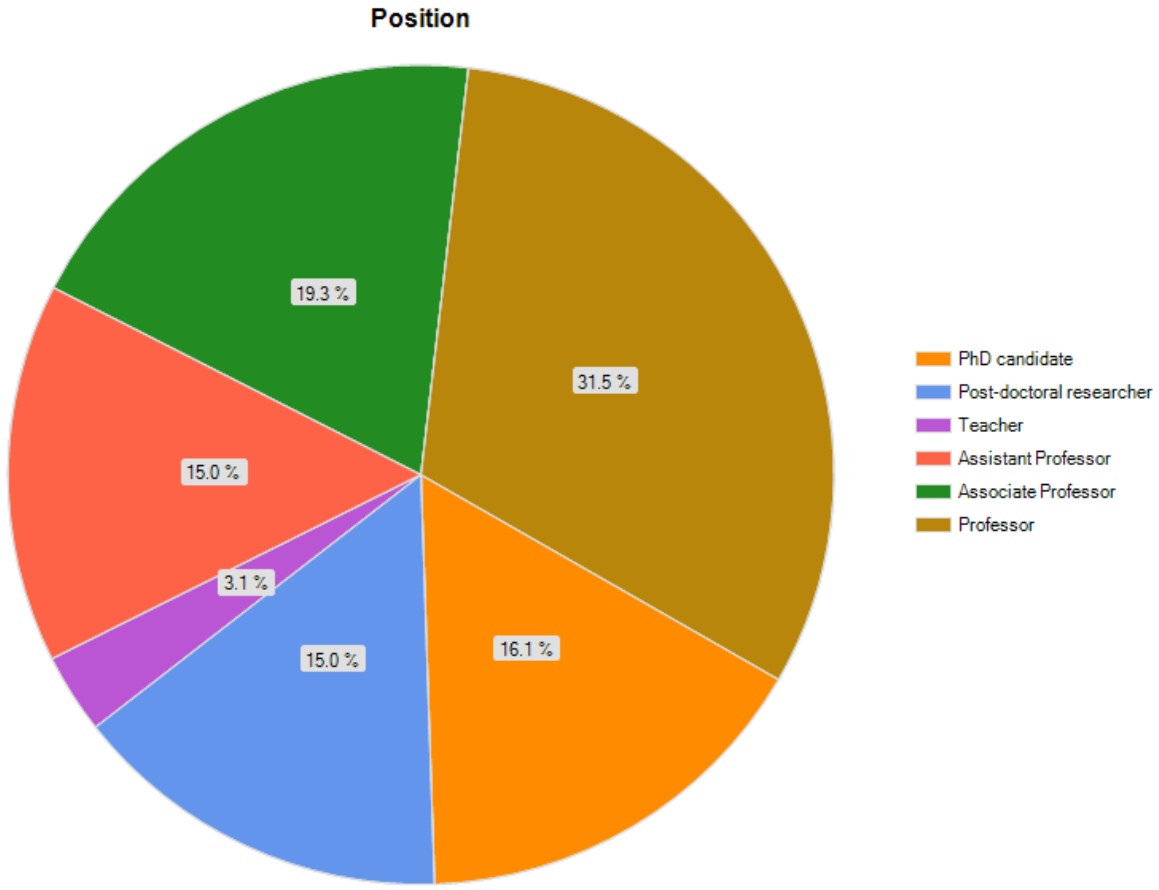


Table 4. Academic discipline

History	**49**
Literature	**33**
Languages and linguistics	**32**
Sociology	**20**
Political science	**16**
Journalism, Media and Communication	**15**
Art and art history	**12**
Economics	**11**
Anthropology	**10**
Cultural and ethnic studies	**9**
Philosophy	**7**
Psychology	**6**
Religion	**6**
Archaeology	**5**
Area studies	**5**
Pedagogical and educational studies	**5**
Performing and visual arts	**5**
Law	**4**
Gender and sexuality studies	**2**
Geography	**2**

Table 5. Academic Experience

1-7 years	**79**
8-15 years	**62**
16-25 years	**50**
26+ years	**63**

8.2 Publication platforms: importance and use

Fig. 2. Relevance of publication platforms for scholars as readers

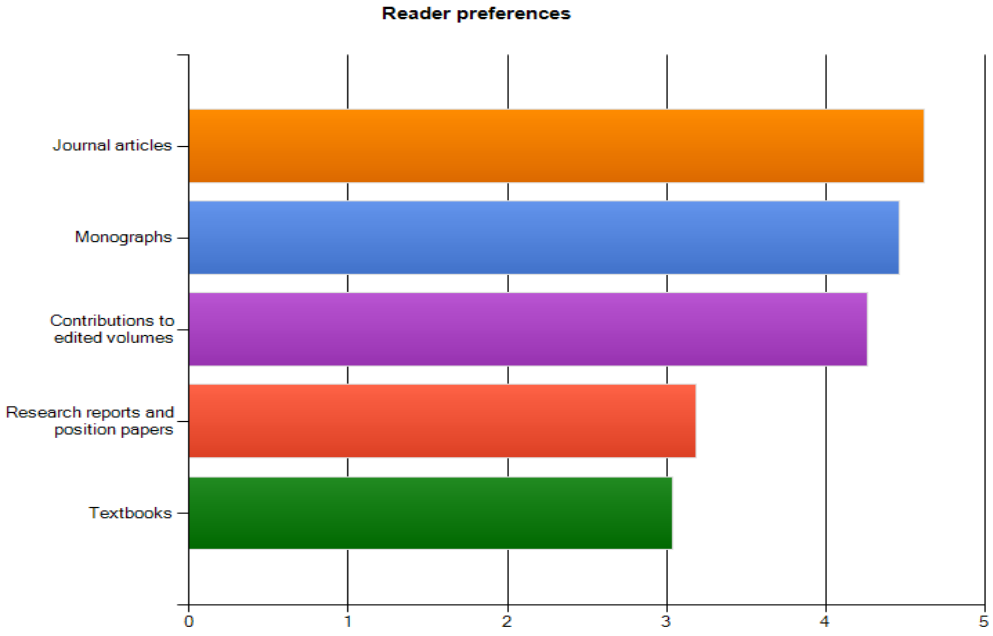


Fig. 3. Relevance of publication platforms for scholars as authors

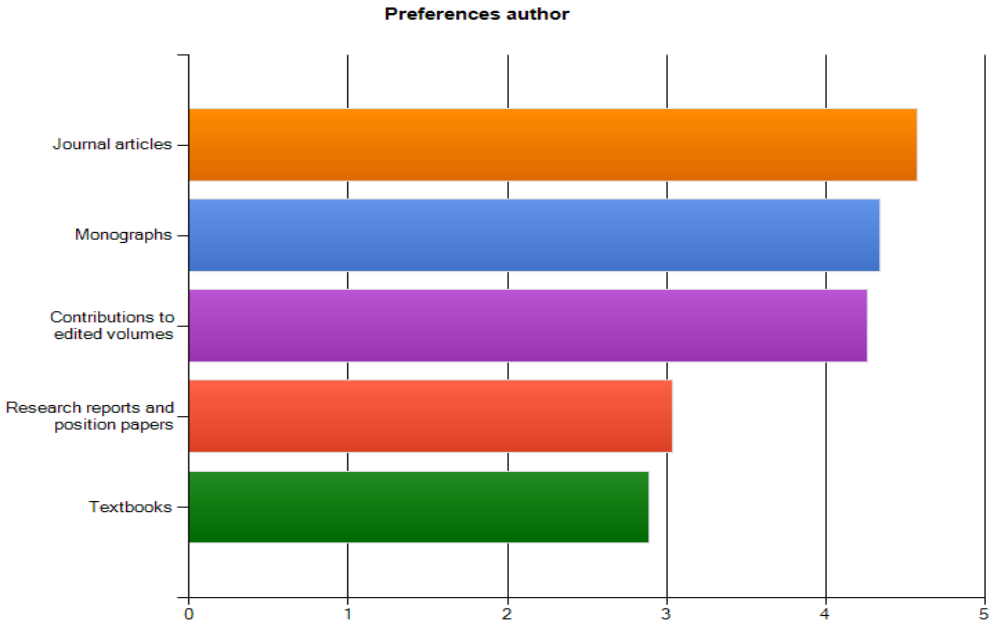


Fig. 4. Use of e-publications over the past month:

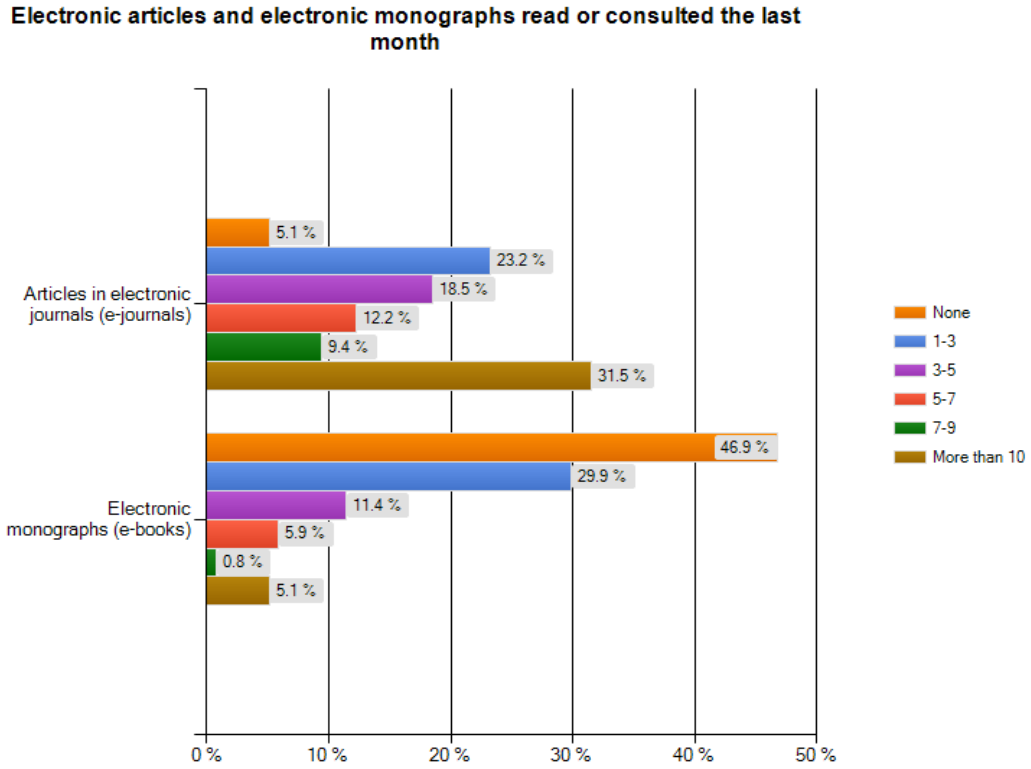


Fig. 5. Importance of various tools for finding content

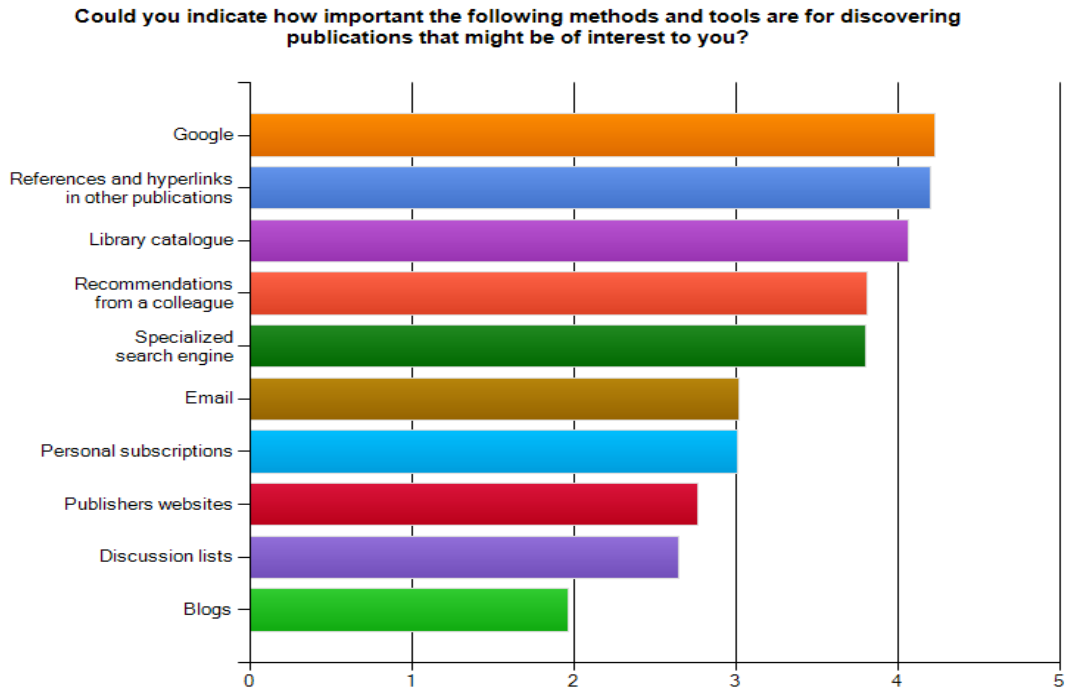


Fig. 6. Accessing eBooks

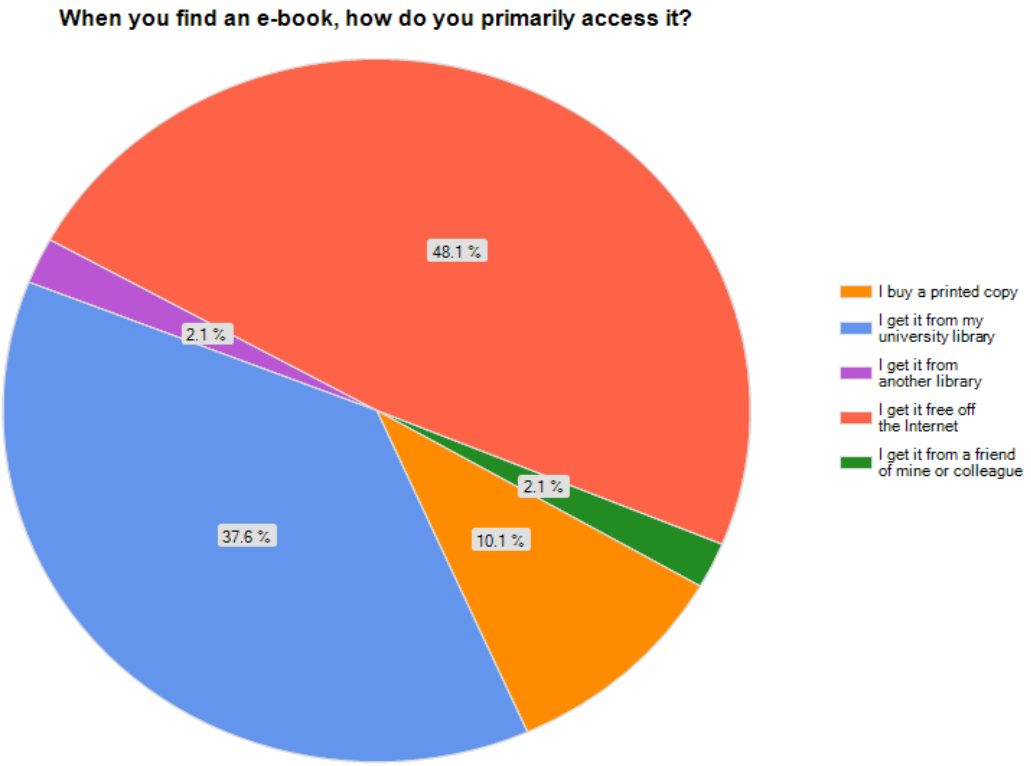


Fig. 7. EBook reading (n= 189)

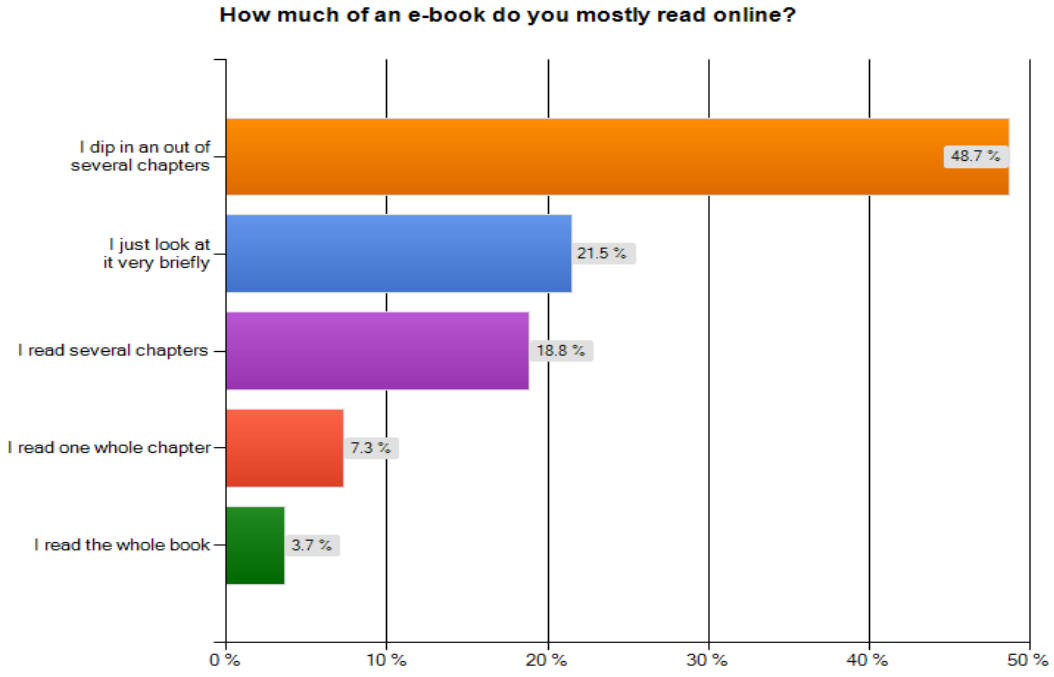


Fig. 8. EBook consumption: Reading preference (n= 189)

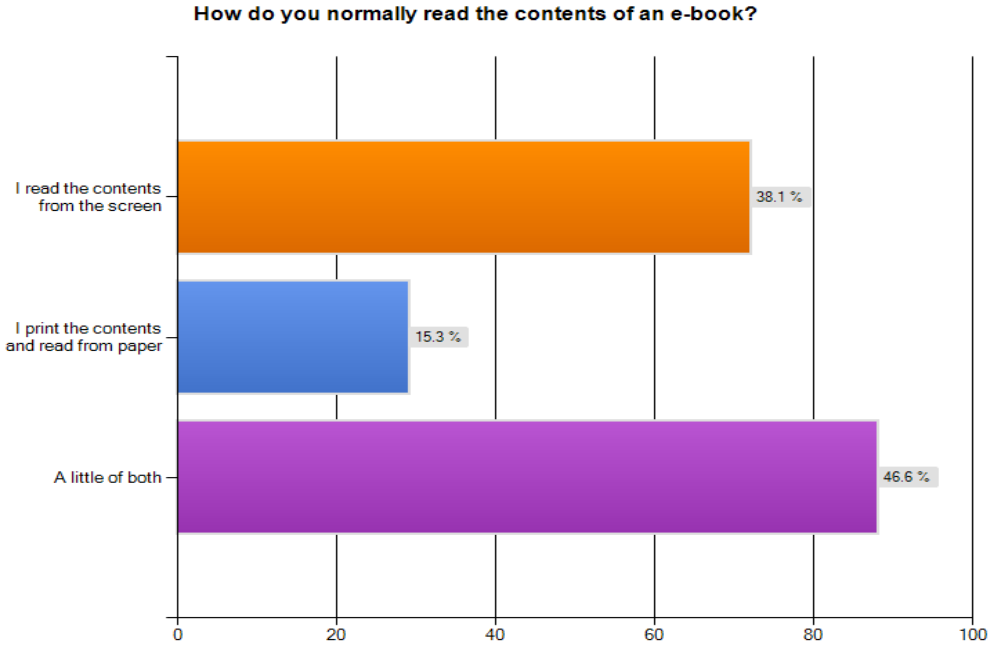
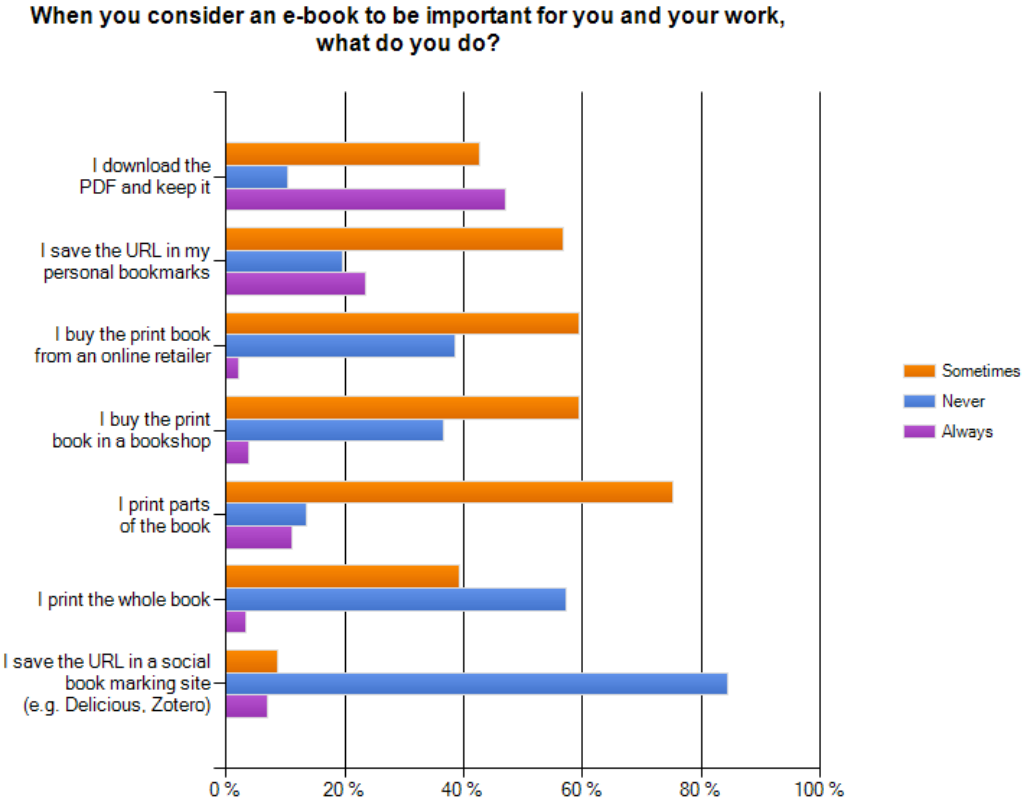


Fig. 9. EBook consumption: Ensuring access

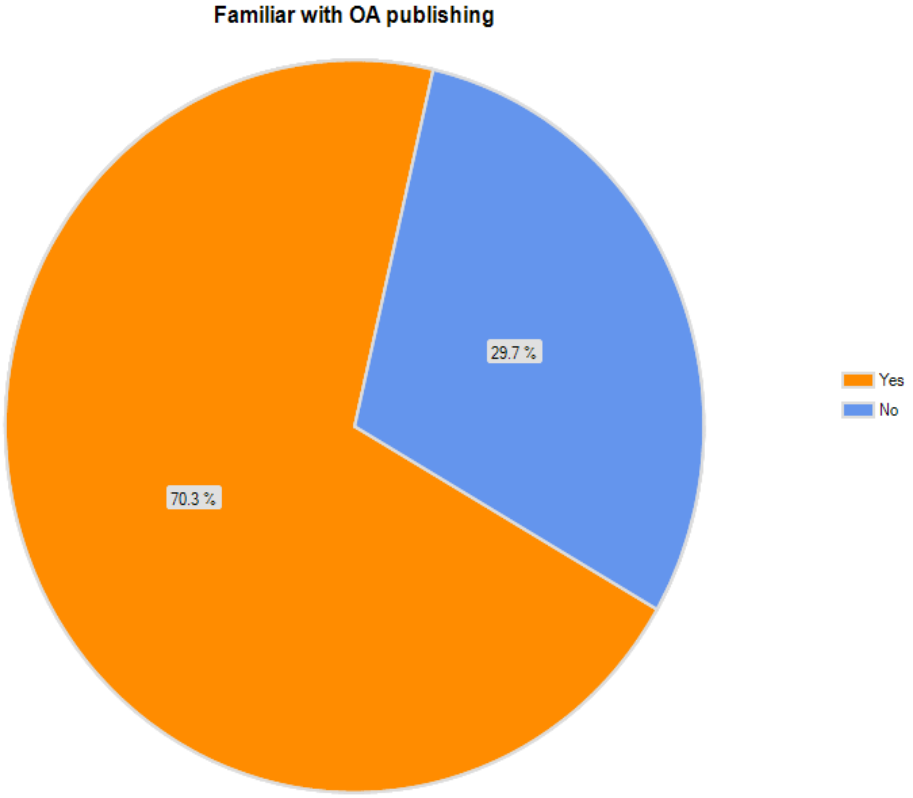


8.3 Open Access

Table 6. Familiarity with Open Access publishing

Familiar:	**175 (70.3%)**
Unfamiliar:	**74 (29.7%)**

Fig. 10. Familiarity with open access publishing



8.4 Motives and values

Fig. 11. Motivation for publishing

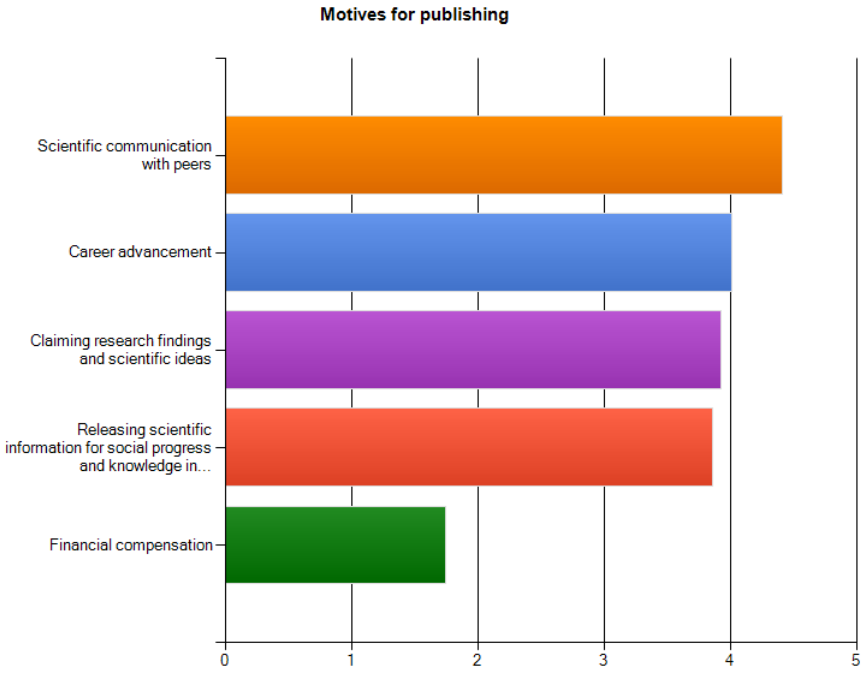


Fig. 12. Values in scholarly communication

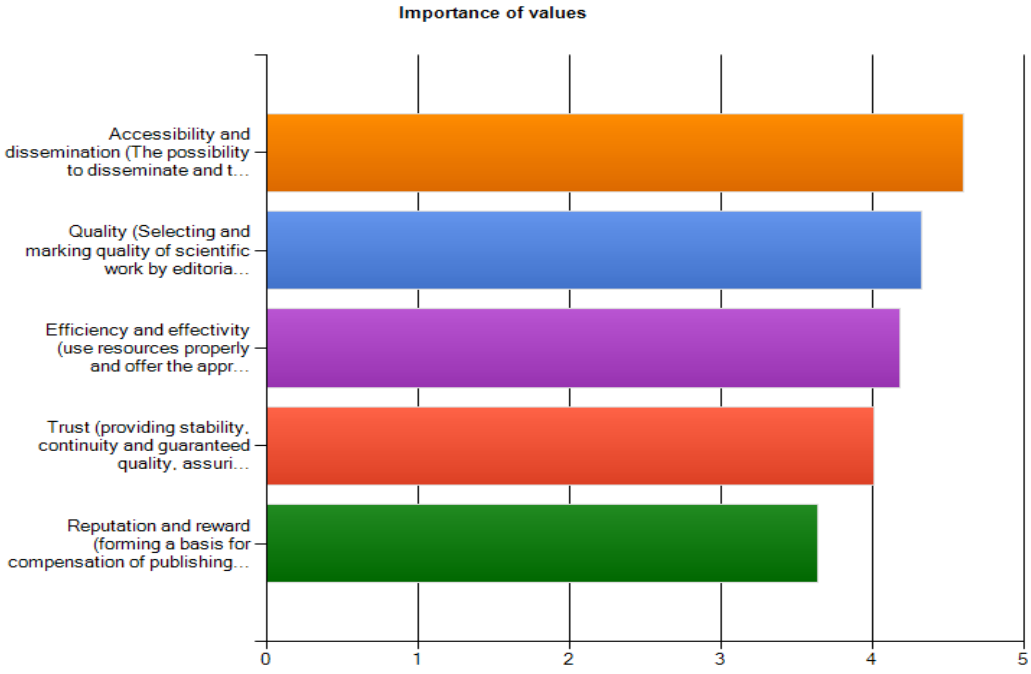


Fig. 13. Influence of Open Access publishing on values

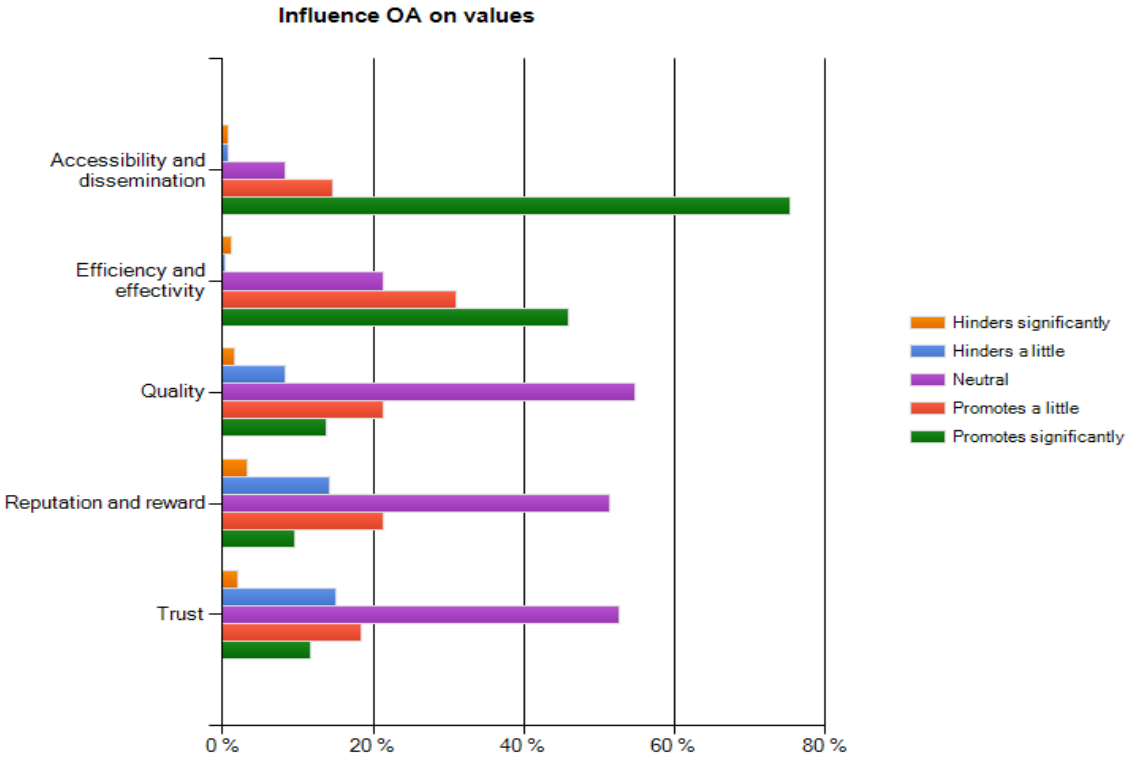
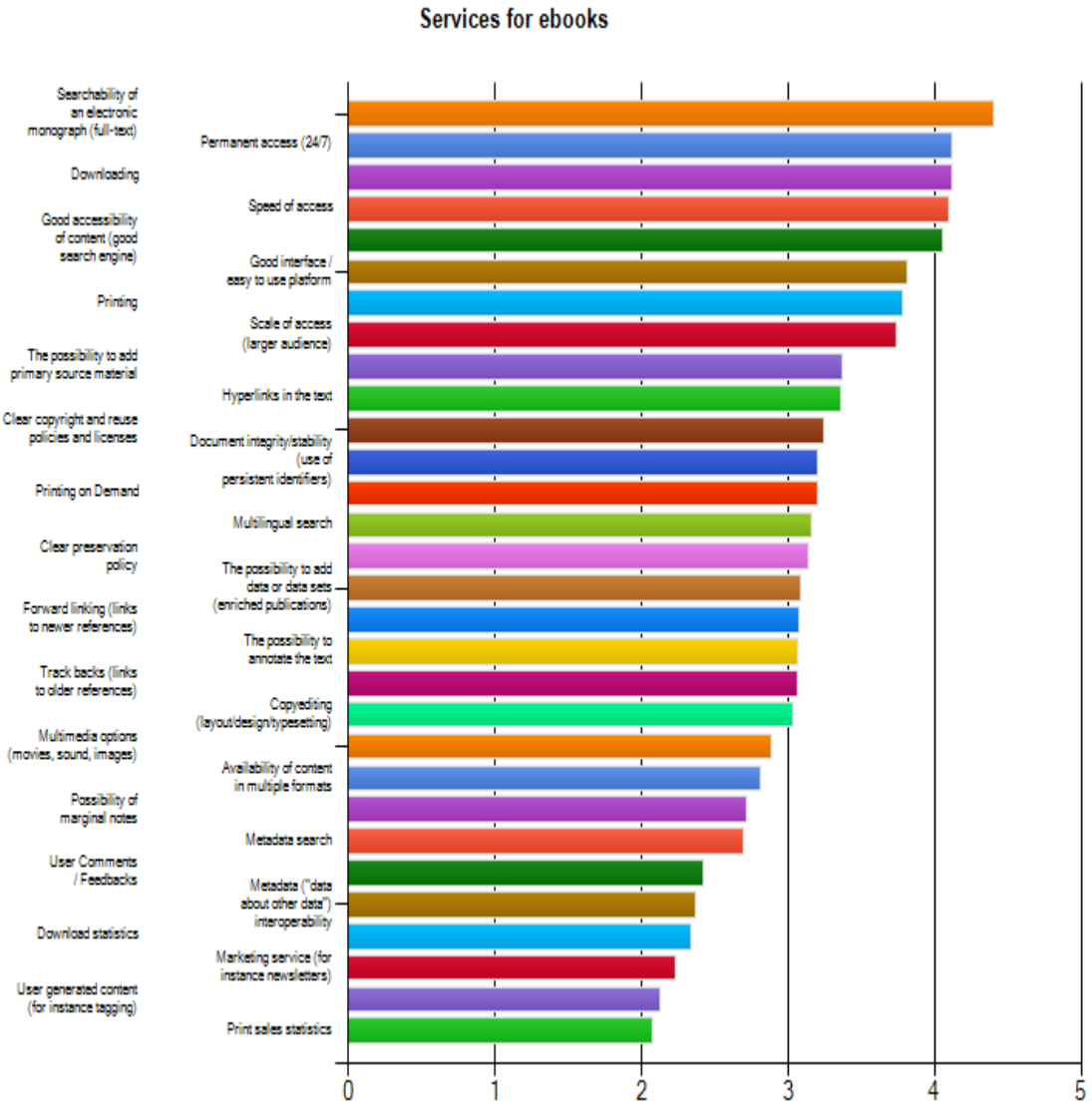
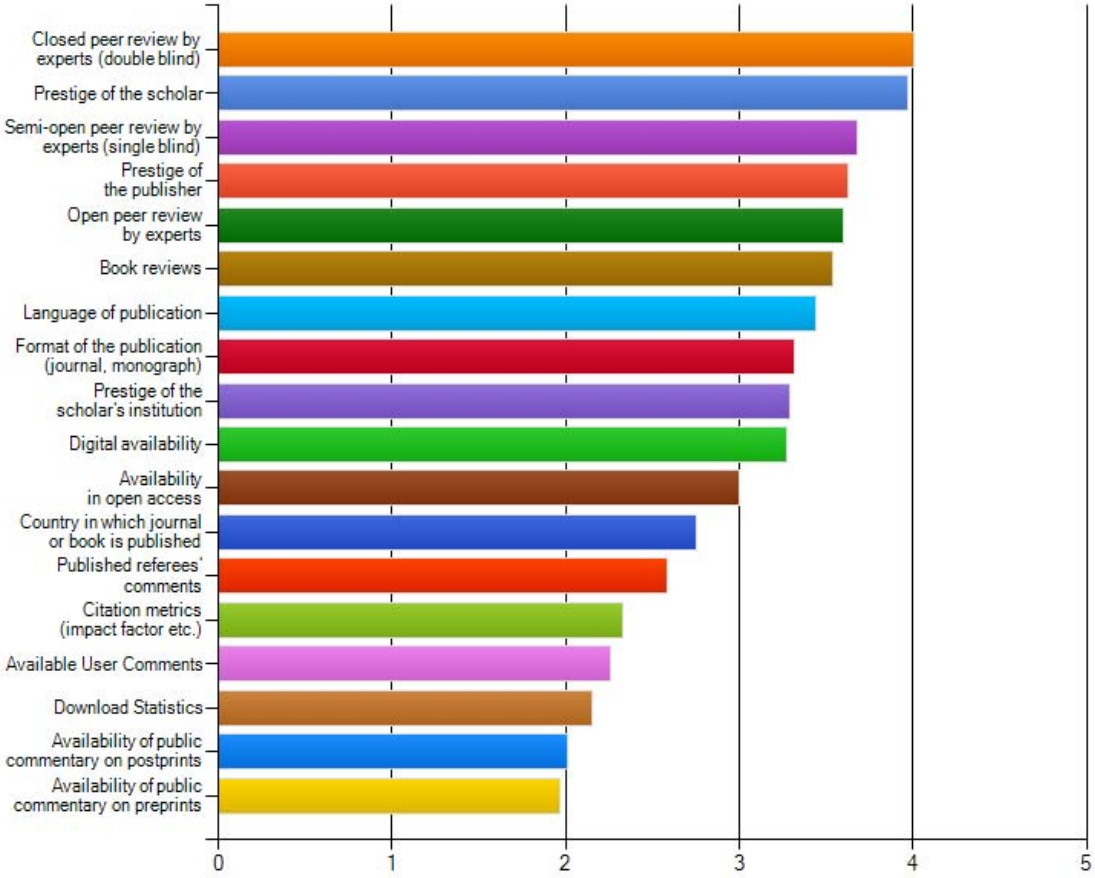


Fig. 14. Importance of additional services accompanying digital monographs



8.5 Quality assessment

Fig. 15. Importance of the assessment of scientific quality



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