Don’t talk to me about metrics! I write books!

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Who am I? Why am I here?

• Research academic
• Author of scholarly books ... as well as journal articles, reports and the occasional blog
• Open knowledge and open access books
• Saleswoman
The Stakes are High

• The Humanities are under pressure
• Universities are under pressure
• Survival depends on our ability to tell powerful stories about what we do and why what we do matters
Metrics and HSS
Metrics for Books

- Citations: The go-to metric for many University administrators
- Citation metrics were designed for scientific journal articles
- Books take longer to write – and longer to be cited
- Coverage of books is patchy and incomplete
China’s creative industries: Copyright, social network markets and the business of culture in a digital age

Authors: Lucy Montgomery

Publisher: Edwin Elgar Publishing

Description: China’s Creative Industries explores the role of new technologies, globalization and higher levels of connectivity in moulding relationships between producers and consumers in 21st century China. The evolution of new business models, the impact of state regulation, the role of entrepreneurial consumers and the role of intellectual property rights are raised through China’s film, music and fashion industries. The book argues that social network markets, consumer entrepreneurship and business model innovation are driving forces in the production and commodification of culture. Commerci...
Traditional Metrics for Books

- Publisher prestige
- Book reviews
- Awards
- Course adoption
- Sales Figures

- Poor proxies for good communication
- Pressure for authors to focus on publisher prestige
- Heavy dependence on ad hoc information and informal networks
Metrics and HSS

“We find ourselves housed and displaced within language with metrics of value that not only cannot gauge well what we do, but have so monopolized the field of value that they threaten to consign what we do to oblivion.”

Judith Butler
WE HAVE A PROBLEM

THERE IS
NOTHING TO SEE
HERE

ITOLD
YOU
Community Ahead
New Tools

- Networked digital technologies
- Digital publishing
- Open Access licenses
- New possibilities for capturing and interrogating data
Community Infrastructures

- OAPEN
- DOAB
- OPERAS
- HIRMEOS
- Open Edition
- SCOSS
- IOI

Community Infrastructures

LEIDEN MANIFESTO FOR RESEARCH METRICS

10 principles to guide research evaluation with 23 translations, a video and a blog

Research evaluation has become routine and often relies on metrics. But it is increasingly driven by data and not by expert judgement. As a result, the assumptions that were made to design metrics to increase the quality of research are now threatening to damage the scientific system. To support researchers and managers, five experts led by Diana Hicks, professor in the School of Public Policy at Georgia Institute of Technology, and Paul Wouters, director of CWR at Leiden University, have proposed 10 principles for the measurement of research performance. The Leiden Manifesto for Research Metrics published as a comment in Nature.


Community Infrastructures

Altmetrics: A Manifesto

No one can read everything. We rely on filters to make sense of the scholarly literature. But the narrow, traditional filters are being swamped. However, the growth of new, online scholarly tools allows us to make new filters; these altmetrics reflect the broad, rapid impact of scholarship in this burgeoning ecosystem. We call for more tools and research based on altmetrics.

As the volume of academic literature escalates, scholars rely on filters to select the most relevant and significant sources from the rest. Unfortunately, scholarship's three main filters for importance are failing:
The Time is Ripe

- New tools can help us to tell better stories about books
- Actually – they already are!
- Download figures, rather than citations
- Geolocation
- Timely information for authors
The impact of Open Access

The Open Access titles have been heavily used, and usage has been recorded in 226 countries and territories. An independent study by KU Research found that institutions located in the Global South are relatively high users of OA books made available via the JSTOR platform when compared to institutions located in the US, UK, and Western Europe. In addition, the OA books are being used at institutions that might not otherwise afford access to publishers’ books, including high schools and community colleges.

Open Book Publishers

We are proud to say that our books are currently being accessed freely worldwide by over 20,000 readers each month.

“Professor David Price, Vice-Provost (Research) congratulated the Press on achieving its remarkable impact figures and pointed out that UCL Press titles were now downloaded in 222 countries and territories across the world. Notable downloads include those from North Korea, where UCL Press titles have been downloaded 15 times.” – UCL Press 2018
“In an era when the average scholarly monograph sells only a few hundred copies, this usage—in both numbers and geography—suggests that the audience for these works is far larger than the market for them.” - Monica McCormick 2019
Metrics Tools as Community Infrastructure

• How can metrics help to empower HSS communities?
• Can we develop metrics tools as community infrastructure?
• How can we ensure that these tools support diversity?

“Everything we have gained by opening content and data will be under threat if we allow the enclosure of scholarly infrastructures.” – Principles for Open Scholarly Infrastructures 2015
HIRMEOS Metrics Work Package

Developing Metrics Tools that are:
• Open Source
• Transparent
• Federated
• Community governed

• Metrics API – gathering data from diverse sources
• A widget for the display of usage data on publisher websites and book pages
• An interactive dashboard that allows users to engage with data about OA books
Top 10 countries by readership

- United Kingdom: 246,076 (14.0%)
- United States of America: 189,555 (11.0%)
- India: 60,900 (3.0%)
- Germany: 29,922 (2.0%)
- Canada: 28,547 (2.0%)
- Australia: 22,090 (1.0%)
- Greece: 18,998 (1.0%)
- Nigeria: 18,225 (1.0%)
- Kenya: 17,490 (1.0%)

Note: Not all platforms provide country-level data.

Descriptive of each measure can be found [here](#)
Descriptions of each measure can be found here.

Select measure:
- classics library: sessions
- google books: views
- oaper: downloads
- ohp html: sessions
- ohp pdf: sessions
- ohp: downloads
- open edition: downloads
- world reader: users
Choose a title or select all

A Fleet Street in Every Town: The Provincial Press in England, 1855-1900, A Musicology of Performance: Theory and Method Based on Bach's Solos for Violin, A People Passing Rude: British...
I am an author – what next?

• Be brave!
• Ask your publisher about usage numbers
• But remember that this is a landscape that is in transition
• Get involved in telling the world about your book
• Question the use of science focused metrics
Thank you

Questions?