Digital humanities in open access

November 2013 – Berlin 11

Marin Dacos (CNRS) – Director - OpenEdition
OpenEdition
Books, journals, research blogs and news in the humanities and social sciences
http://www.openedition.org

revues.org
calenda
hypotheses
OpenEdition books

Understand the world
Knowledge is like a handful of seeds

Restricted access encloses knowledge in silos

But we must also be attentive to the diversity of the seeds we wish to cultivate
We propose

Bibliodiversity !

Combination of biblio + diversity, like in biodiversity.

As in the ecosystem, diversity is a key for innovation, evolution and adaptability.
Diversity for culture, publishing and research

- Diversity of languages (not only English)
- Diversity of disciplines (not only physics)
- Diversity of types of publications (not only articles! Books are also important)
- Diversity of players (not only Oxford)
Unfortunately, it's got off to a bad start
The so-called decline of the humanities and social sciences

*Montaillou* (1975)
2 million copies sold

Now: average sales of 450 (300-1200)
The advent of English-only?

Most of the time, Humanities and Social sciences write in their native language, not primarily in English.

The WOS seems not to worry about that:

“English is the universal language of science. For this reason Thomson Reuters focuses on journals that publish full text in English, or at very least, bibliographic information in English.”
We bring good news!

The Web is far more diverse than expected.

In 2010, only 27% of the Web was in English.
The old power relations are evolving as non-anglophones embrace open access

Now Scielo competes with JSTOR.
The most visible open access platforms tell us that the world is increasingly multipolar.
Maps show interest from a lot of countries
Who said that Humanities do not interest people outside academia?
But we still have work to do

Threats to diversity: “Matthew effect”

(Robert King Merton, 1968)

“The winner takes it all”

Tends to produce a domination of monocultures...
- Disciplines
- Languages
- Types of publications
- Players

http://www.flickr.com/photos/vinothchandar/7696
“The winner takes it all”

Disciplines and languages

http://www.flickr.com/photos/vinothchandar/7696925948
Disciplines & languages

“The world’s most trusted citation index”
“Covering the leading scholarly literature”
In fact, the WOS is an island ignoring the majority of journals. In HSS, only 60 of 1000 French peer-reviewed journals are in WOS!
Historia and Positif
Magazines you can buy in a newsagent's

But not Annales!
The most prestigious French-language history journal, founded by Lucien Febvre and Marc Bloch

And not Études photographiques
The reference in photographic studies

Who said “Covering the leading scholarly literature”?
The system is broken

Is it protectionism? Is it ignorance?

It is violence against diversity

We need serious new metrics

http://www.flickr.com/photos/cpstorm/879782400
“The winner takes it all”

Disciplines

http://www.flickr.com/photos/vinothchandar/7696925948
Construction cost (M€) of European infrastructures (ESFRI)

Without initial investment,
No initiative,
Without initiative,
No viable proposition,
Without viable proposition,
No leadership,
Without leadership,
No investment...

… and no diversity

Source: Strategy Report on Research Infrastructures - Roadmap 2010
“The winner takes it all”
Types of publication (other than articles)

THE CASE FOR BOOKS

In HSS, books are masterpieces
But very few large-scale initiatives related to open access books

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<th>Business model</th>
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<td>Restricted access</td>
<td>Sales</td>
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<td>• Project Muse</td>
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<td>• Cairn</td>
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<td>Part. Open Access</td>
<td>None for OA books</td>
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<td>• OECD</td>
<td>Part. Open access</td>
<td>Freemium</td>
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<tr>
<td>• OpenEdition Books</td>
<td>Min. 50% Open access</td>
<td>Freemium</td>
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</tbody>
</table>
“The winner takes it all”
Types of publication (other than articles)

THE CASE FOR BOOKS

What can we do to foster open access publishing for books?
Open access is free access

But the publishing costs are stable


http://www.flickr.com/photos/quinnanya/5012106132/
Freemium as a sustainable business model for open access to books
Freemium

A model inspired by the Net

http://www.flickr.com/photos/statelibraryofnsw/2867431040/sizes/o/in/faves-revueorg/
Skype... Dropbox... FlickR...
Is it suitable for publishing?

It is not giving away a free chapter and selling the book.
Is it suitable to publishing?

It is not giving away the consonants and selling the vowels.
Open Access Freemium

The OpenEdition offer

http://www.flickr.com/photos/caotieou/4077626208/sizes/o/in/faves/revuesorg
Give the contents to the people
Sell the services to libraries
Services

Open Access
Right to Copy/Paste, Print, Save...

Premium
No DRM, no quota
WHY DO WE QUOTE?

The Culture and History of Quotation

Ruth Finnegan

Open

Premium

Premium

Premium

Quoting is all around us, from handwritten notes to books one finds on the shelves. How do people actually quote today, and how did the practice of quoting develop over time? In this book, Finnegan provides a down-to-earth account of the history and culture of quotation. Drawing on examples from comparative and historical background that links past and present, the book explores how quotation has developed in many fields, such as literary studies, linguistics, folklore, cultural studies, sociolinguistics, literary studies, and more.

Publisher: Open Book Publishers

Year of publication: 2013

ISBN: 9781906924355

Number of pages: 345

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Preface

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Abbreviations and Note on Sources

Open Access

Reader

EPUB

PDF File of the Book

Recommend to your library for acquisition

ACHETER
3. Identité et parentés en Sicile

La théorie de l'alliance (Lévi-Strauss 1945, 1949) se fonde essentiellement sur le double caractère paradoxal de la prohibition de l'incest. Il est ainsi que sur l'absurdité de la prohibition de l'incest. À ce propos, on doit constater qu'aux yeux de parents, à savoir l'alliance, la filiation, et les trois invariants identifiés par François Héritier dans tout système de parenté : la conjonction nécessaire des deux sexes, l'enchaînement irréversible des générations, la succession ordonnée des naissances. Ces « butoirs de la pensée » ont été enrichis par la théorie de François Héritier. L'inconcevabilité du deuxième type entre « deux consanguins de même sexe qui partagent un même partenaire sexuel » (1979a : 219) a montré comment la prohibition de l'inconcevabilité tient non seulement de la nécessité de l'échange, mais aussi au souci de cohérence que chaque culture met en œuvre dans la circulation des fluides entre les corps à partir des catégories de l'identique et du différent : le symbolique dont on affirme le primat est en effet « ancré dans...
A comprehensive set of 8 premium Services

1. Ethical Open Access
   • Freemium is a contribution to OA
   • HTML for ALL!
   • Transparency
   • 66% of income going to publishers
   • Users committee

2. Exclusive access to formats
   • ePUB
   • PDF
   • Reader

3. Dashboard
   • Counter statistics (daily)
   • Logs statistics (daily)
   • Coverage lists (daily)

4. Data services
   • Full text via OAI-PMH
   • Search results in XML
   • MARC21 – UNIMARC
   • ONIX
   • Calenda Webservice
   • ISBN resolver
   • Dublin Core by URL resolution

5. Discovery services
   • Inclusion in major discovery tools with Kbart
   • Unlimited alerts
   • Bookserver for mobile users
   • Crosslinking via DOI (textmining)

6. Permanent access
   • Permanent access for Books and Journals
   • CLOCKSS
   • Long term archival (CINES)

7. Hotline and training
   • Hotline
   • Training on demand
   • Documentation for users

8. Branding
   • Library name and logo on OpenEdition homepage and navigation bar
   • Library name and logo on HTML, Epub, PDF
Publishers have made a commitment

At least 50% of books will be in open access freemium

We want them to experience…

• That open access is **successful**
• That open access is **sustainable**
Today, 70% of OpenEdition books are in open access freemium

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<th>Diffusion mode by publisher</th>
<th>Open Access</th>
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8 publishers 100% OA
12 publishers More than 50% OA
6 publishers 50% OA
New publishers are joining the project

From Canada
From Mexico
From Colombia
From Argentina
From Germany
From Brazil
From Italy

http://www.flickr.com/photos/dirkb86/8554933153/sizes/o/
Open Access monographs need libraries’ commitment now!

Libraries can send a message to publishers:

“we will buy your open access books”
Map of OpenEdition Freemium for Journals
(libraries where you have access to the premium features)
Humanities and social sciences are going digital.

They will promote bibliodiversity in open access.
Thanks to Pierre, Helen, Jean-Christophe, Julien, Jean-François, Elena and the whole OpenEdition team!