Open Access Book Metrics Survey for Authors and Editors

With the introduction of books in a digital format, a number of opportunities to analyse usage and impact arise allowing us to learn more about how books are used than ever before. But, what does it all mean? Is the online reader as valuable as someone who bought the book in a bookstore? What does it mean if someone recommended reading the work to their friends on Facebook? How can we see if the book makes an impact outside academia?

This survey aims to collect information on how authors and editors of Open Access books (monographs, anthologies, edited collections, book chapters) make meaning of measures (or metrics) regarding usage and interactions with published books.

Examples of metrics collected about published books in digital format are usage (downloads/views), citations and mentions in social media (altmetrics). The print version of books is measured in the number of sold copies.

The survey should take no more than 20 minutes to complete. Please respond to the following questions to the best of your knowledge. If you are unable to complete it in one go, you can quit at any time. Your answers will be saved, and you can return to the survey later using the link. You will then re-enter the survey where you left off.

Your unique responses will be held on a secure database and will not be shared outside the project team. Aggregated and anonymised data from the survey results will be presented at an international conference in 2019 about academic publishing and will also be shared in several online channels.  It will not be possible to identify you from any data analysis shared publicly.

We value your perspective.

Q1

**For how long have you been working in academia?**

[choose one of the following options]

1–5 years | 5–10 years | 10 years or more

Q2

**In which country are you currently working?**

[List of countries in drop-down]

Q3

**Which of these research areas does your work belong to?**

[choose one of the following]

Arts & Humanities | Social Science | Science | Technology & Engineering | Medicine

Q4

**How many books have you published or contributed to during your career (all formats)?**

[choose one of the following options]

1–2 | 2–5 | 5–8 | 8–11 | more than 11

Q5

**Thinking about the last book you published with Open Access. Why did you decide to publish it openly?**

[free text entry]

Q6

**Think about the last book you published with Open Access. What do you know about its reach? What kind of data can you get from your publisher?**

[free text entry]

Q7

**As a book author or editor trying to figure out what kind of impact or reach your book has, what of the following would be of most value to you?**

[rank the following options from most 5 valuable to 1 least valuable]

1. the number of downloads
2. Twitter mentions
3. citations
4. mentions in news articles
5. being used in policy briefs
6. number of sold print books

Are there any other types of impact not listed above that you would find valuable?

Q8

**If a book has been downloaded 200 times, what does that mean to you?**

[rank the following options from most 5 valuable to 1 least valuable]

1. It’s a really interesting book, I should also read it
2. It is just another measure that provides some insight about
3. Nothing, since I’m not sure if people who download books also read them
4. Great to see some usage, but is anyone citing it?

Q9

**In your subject area, do you know what is considered to be a highly cited book?**

[choose one of the following options]

Yes | No

Q9 A

**If yes, how many citations would be required for you to count something as ‘highly cited’?**

[choose one of the following options]

5 citations | 10 citations | 30 citations | 50 citations

Q9 B

**If no, what would you estimate to be highly cited, based on what you know now?**

[choose one of the following options]

5 citations | 10 citations | 30 citations | 50 citations

Q10

**Considering altmetric indicators (Ways to account for impact of scholarly content outside of historic practices, e.g. Twitter mentions etc.), what would ‘high impact’ look like to you?**

[free text entry]

Q11

**When thinking about your next book publishing project, what would be your expectations about the impact of your work?**

[free text entry]

Q12

**Are there any other experiences or thoughts about how we can discuss the impact or metrics about open books that you would like to share with the investigators?**

[free text entry]