Academic Publishing in the humanities and social sciences

The perspective and the role of the publisher in scientific publishing.

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Outline

About Amsterdam University Press

Getting published!
• How and where?

Books vs Journals

How to publish a book
• Different kinds of books
• Choosing a publisher
• Book contracts – what to look for?

Open Access

Metrics and Marketing

Predatory publishing
About AUP

Amsterdam University Press

Small academic press
Founded in 1992
15 people
Open Access Pioneers

We publish annually:
100 English language academic books
  - History
  - Asian Studies
  - Film, Media and Communication
  - Social and Political Sciences
  - Linguistics
100 Dutch language non-fiction trade books
15 journals
..and educational books, reference works, dictionaries, PHD theses and special projects.

Amsterdam University Press
Nieuwe Prinsengracht 89
NL-1018 VR Amsterdam
www.aup.nl

@AmsterdamUPress

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Different publishing venues

Academic, peer-reviewed:
• Journals
• Books

Academic, not peer-reviewed
• Repository or Archive
• Academic social media network

Journalistic:
• News media
• Professional media

Other:
• Blog or personal website
• Wikipedia, GitHub, Figshare etc.
• Events
Books vs. Journals

Books

100-300 pages
Production time: 1 year
Can contain several conclusions

More room allows for:
- More and better information
- Deeper analysis
- More context

Journals

10-20 pages
Production time: 2-4 months
One topic, one conclusion

Faster publication allows for:
- Publication of small pieces of work
- Timely topics
- Competitive results
How to publish a Journal article

Find the right journal!

1. Research the journal:
   Aims and Scope
   Editorial board
   Status, rankings and impact

2. Contact the editor
   Managing editor or editor-in-chief
   Pre-submission enquiry

3. Prepare your manuscript
   Author guidelines
   Online submission?

4. Peer-review
   Always write a cover letter!
   Revisions

5. Accepted! 😊
   Always check the print proofs
   Do your own marketing

Open Access mandate?
Avoid fake journals
How to publish a book
Book publishing models

**Large commercial publishers**

- **Title acquisition:**
  - Broad disciplines
  - ‘Social Sciences’
  - ‘Law’
  - Publishes many books

- **Production:**
  - Highly standardized
  - Relatively detached from content

- **Book sales:**
  - Sell access to database collections
  - Worldwide sales team
  - Print sales are less important
  - E-books on own platform

**Small academic publishers**

- **Title acquisition:**
  - Usually highly focused
  - ‘Media Studies’
  - ‘Medieval History’
  - Publishes fewer books

- **Production:**
  - Less standardized
  - More personal attention

- **Book sales:**
  - Sell individual, single books
  - Sales through agents
  - Print sales are (still) leading
  - E-books on shared platforms
Books: everything depends on audience

Non-fiction trade books
- Attractive cover
- Timely topic
- Customized: high production costs

Written for the public
Sold by bookshops & Amazon
Low price (€10-€30)
Sales: 10.000+

Educational books
- Exercises
- Educational goals
- Customized: high production costs

Written for students
Sold as part of a course
Mid price (€20-€100)
Sales: 2000+0

Academic books
- With references
- Data tables
- Standardized format: lower production costs

Written for academics
Sold to university libraries
High price (€100-€200)
Sales: 100-200
Academic books

Edited volumes

A collection compiled by the editor
Chapters are individual articles written by experts

Publisher
  Series Editor
  Book Editor
  Chapter authors

Monographs

Book written by one author
(or by more, but together)
Chapters are structured

Publisher
  Series Editor
  Book author(s)

Metadata by chapter:
- ISBN and DOIs
- Abstracts & keywords
- Bibliography

Metadata by book:
- ISBN only
- Introduction chapter
- Bibliography
Monograph Publishing at AUP

Initial idea → Proposal form → Peer-review → Writing → Peer-review → Production

Idea:
- Informal proposal
- Outline
- Sample chapter

Proposal form:
- Feedback:
  - Series editors
  - Publisher
  - Marketing

Peer-review:
- Proposal or Full manuscript
- Series editors
- External reviewers

Writing:
- Authors instructions
- Figure permissions
- Bibliography
- Chapter-based?

Revisions
- Cover letter

Production:
- Editing
- Gatekeeping
- Cover design
- Typesetting
- Printing
- Distribution
- E-Book

Financial assessment:
- Sales expectations
- Subsidy?
- Open Access?

Contract!
Book contracts – what to look for?

What should a publisher offer?

Books on similar topics
- Established book series
- Well-known authors

Distribution & Marketing
- Catalogues
- Amazon, Bol, JSTOR, EBSCO etc.

High production quality:
- Print and E-books
- Open Access
- ISBN, DOI, MARC, ONIX
- Attractive cover
- Other services:
  - peer-review
  - Editing
  - Marketing

What will your contract say?

Copyrights:
- Nonexclusive license ←
- Exclusive license
- Copyright transfer
  Reuse rights
  National or worldwide rights

Finances
- Subsidy and payment
- Royalty on sales
- Fixed fee
- Price of the book

Open Access
- Green and Gold OA
- Sharing on social media
Book contracts – what do we look for?

The author

Academic qualification
- Does it match the proposal?
- Affiliated with a university
- Group or supervisor

Previous experience writing
- Blog, journal articles, books

Is there a match with AUP? Managing expectations

The proposal

Topic:
- A matching series? (good!)
- Similar books (good!)
- Competing books (bad!)

The outline:
- Does it overpromise?
- The right size & shape

The text itself:
- Delivery date
- Written for the right audience?
- Will it need editing?

Finances:
- Budget and sales expectations
- Subsidy
- Open Access
Open Access

1. Free online access for all readers
2. Distribution and reuse are allowed

Different licenses are possible:
   No restrictions on reuse: CC-zero
   Only non-commercial reuse
   No changing allowed

Green Open Access
   Archiving the manuscript
   Sometimes after delay (embargo)
   No costs

Gold Open Access
   The official PDF
   Immediately Open Access
   Payment or free

Why OA?
Open Access books have:

- 7x more downloads
- 50% more citations
- 10x more social mentions

Source: The OA effect: How does open access affect the usage of scholarly books? 11-2017 Springer-Nature
Metrics and marketing

Get read: do your own marketing!

Social Media
Social networks
Blogs and news sites

Use your (Green) Open Access options!
   Text
   Data
   Figures

Collect statistics (alternative metrics)
   Citations
   Downloads
   Mentions

Always use your DOI or ISBN!
Predatory publishing

Fake Journals
Fake Conferences

Low-quality ≠ Fake

Not only Open Access

How to spot one?
- Poorly written texts
- Invitation to submit/speak
- Superfast review; always accepted
- Fake impact factors
- Contact address is absent/strange
- Strange list of editors


[https://en.wikipedia.org/wiki/Predatory_open_access_publishing](https://en.wikipedia.org/wiki/Predatory_open_access_publishing)


Beall’s List: [https://archive.org/6EBy](https://archive.org/6EBy)
3. CONCLUSION & DISCUSSION
This portion includes and suggestions or recommendations that author(s) can provide to support their work generality and application.”
Summary

Your publication starts with its audience

Journals vs. Books

Choose the right publisher (avoid the fakes!)

Publish Open Access!

Do your own marketing

More questions?  m.haring@aup.nl
Thank you!