Institution:		
Coventry University		
Unit of Assessment:		
32		
Title of case study:		
Transforming Publishing: Open, Scholar-led and Experimental		
Period when the underpinning research was undertaken:		
2006 to 2018		
Details of staff conducting the underpinning research from the submitting unit:		
Name(s):	**Role(s) (e.g. job title):**	**Period(s) employed by submitting HEI:**
Janneke Adema	Assistant Professor	2013 to present
Gary Hall	Professor	2006 to present
Jonathan Shaw	Professor	2002 to present
Period when the claimed impact occurred:		
2014 to 2020		
Is this case study continued from a case study submitted in 2014? Y/N		
No		

1. Summary of the impact (indicative maximum 100 words)

Monopolies of large commercial publishing companies are impeding diversity in the publishing industry and the development of alternative publishing models. Adema, Hall, and Shaw's research has generated impact by shaping Higher Education (HE) policy debate on open access (OA) publishing, and by changing practices within the academic and creative publishing industries by formulating new models of open scholar-led publishing and innovative forms of (hybrid) publishing. Beneficiaries include 1) HE policy makers (UKRI, Research England) looking to advance policy to support OA book publishing, 2) scholar-led and not-for-profit presses, benefitting from the collective networks, platforms, and support-infrastructure created (via the ROAC, COPIM, and ScholarLed initiatives), and 3) photographers and photography organisations (The Photographers' Gallery, APHE), seeing extended engagement from the application of open publishing and exhibition models.

2. Underpinning research (indicative maximum 500 words)

Dr Janneke Adema, Professor Gary Hall, and Professor Jonathan Shaw's research at Coventry University has supported scholars, presses, libraries, and cultural institutions to devise open, not-for-profit publishing models, and to experiment with innovative publication formats.

OA publishing is increasingly embraced by scholars and publishers and mandated by funders to improve access to research for scholars and the general public. However, Adema, Hall, and Shaw's research (R1-5) indicates continued challenges:

- Monopolies of large commercial publishing companies are impeding diversity in the publishing industry and the development of alternative publishing models (e.g., scholar-led and not-for-profit presses);
- A focus on printed books and print-based formats (e.g., PDF) is limiting experimentation with digital and hybrid (print+digital) scholarly publication formats;
- Policymaking around OA focuses on articles. Access to books remains restricted;
- Globally, access to knowledge and to funding to pay publishing charges remains unequal.

In 2016, Adema, consulting for Jisc, conducted the first in-depth study of presses run by scholars (a.k.a scholar-led presses), given limited existing knowledge about this new publishing model and the missions, goals, needs, and future requirements of scholar-led presses (R1). R1 highlights that alternative, open, and experimental publishing models are essential to guarantee diversity in academic publishing and foster innovations (including around sustainable OA business models). The study recommended that HE funders should 1) further legitimise scholar-

led publishing as a model; 2) support community building among scholar-led presses; and 3) stimulate knowledge sharing among this community. These recommendations were further modelled by Adema and Moore (previously Kings College London, now Coventry University) in R2 through an analysis of the *Radical Open Access Collective*, a membership advocacy network for scholar-led OA presses that further professionalised in response to R1's recommendations and grew its membership from 23 to 70+.

In R4, Hall encouraged scholars to critically and creatively experiment with open and collaborative publishing practices, including setting up their own OA presses (following the model of *Open Humanities Press* (OHP) that Hall co-founded and described in R4). Adema and Hall's research (R1 and R4) influenced the establishment of *ScholarLed*, a consortium of 5 established scholar-led presses, changing standard single-press models to more collective practices. Based on R1 the *Knowledge Exchange* group of national organisations supporting digital infrastructures for HE asked Adema to write a report (R3), as part of which she formulated recommendations and action plans for HE funders and stakeholders, together forming first steps towards a European roadmap for OA books.

Hall and Shaw's research (R4-5) sought to change how knowledge is created, accessed, and shared through forms of experimental and hybrid publishing. Alternative forms of knowledge were presented by Hall and OHP's 'living' digital book series, imagining books as a continuous process that can be updated and remixed online, challenging the tradition of the fixed, static, printed object (R4). Similarly, Shaw used hybrid and living approaches to develop new publishing models in photography (R5) and to remix and curate large archives (e.g., Europeana) to create an interactive photographic open book (R5). R5 outlined an '*open and hybrid publishing*' model, providing cultural institutions opportunities to transcend the 'consumer' model of books; instead the institutions themselves become active authors, editors, and publishers.

3. References to the research (indicative maximum of six references)

R1. Adema, J. and Stone, G. (2017) *Changing Publishing Ecologies. A Landscape Study of New University Presses and Academic-led Publishing*. JISC, pp. 102. Available from <http://repository.jisc.ac.uk/6666/1/Changing-publishing-ecologies-report.pdf> [16 February 2021]

R2. Adema, J. and Moore, S. A. (2018) 'Collectivity and Collaboration: Imagining New Forms of Communality to Create Resilience in Scholar-led Publishing'. *Insights* 31 (3). DOI: https://doi.org/10.1629/uksg.399

R3. Adema, J. (2019) *Towards a Roadmap for Open Access Monographs: A Knowledge Exchange Report*, pp. 44. DOI: https://doi.org/10.5281/zenodo.2644997. French translation: https://hal.archives-ouvertes.fr/hal-02430204

R4. Hall, G. (2016) *Pirate Philosophy: For A Digital Posthumanities* [online]. Massachusetts: MIT Press. Available from <http://mitpress.mit.edu/books/pirate-philosophy> [16 February 2021]

R5. Shaw, J. (2014) Open and Hybrid Publishing. Multi-component item (T-Other) submitted to REF 2021. This includes *Photomediations: An Open Book* [online] available from <http://www.photomediationsopenbook.net/> [16 February 2021]; and (2014) *NEWFOTOSCAPES*. Birmingham: Library of Birmingham. pp.213. ISBN: 978-07093 02681.

Grants

https://webarchive.nationalarchives.gov.uk/20200923112548/https://re.ukri.org/news-opinions-events/news/re-awards-2-2m-to-project-to-improve-open-access-publishing/> <16 February 2021>.

G2. Adema, J. (Co-PI) and Hall, G. (Co-PI) (November 2019 to October 2022) *Community-led Open Publications Infrastructures for Monographs (COPIM)*. The Arcadia Philanthropic Trust, grant awards number: 4192**.** Total grant amount: £800,000.00. Available from <https://www.copim.ac.uk> and <https://www.coventry.ac.uk/research/research-directories/current-projects/2020/copim/> [18 December 2020]

G3. Shaw, J. – pilot lead for 'Open and Hybrid Publishing Pilot' within the *Europeana Space: Best Practice Network: Spaces of Possibility for the Creative Reuse of Digital Cultural Content (ESpace)* (PI Sarah Whatley) European Commission: ICT Policy Support Programme, Competitiveness and Innovation Framework Programme, grant number: 621037. (January 2014 to December 2017) Total Europeana Space grant amount: €4,955,849.00 (£4,093,035.69). Available from <https://cordis.europa.eu/project/id/621037> and <https://www.europeana-space.eu/> [17 December 2020]

The research references listed in this case study are from academic peer-reviewed articles, books, reports, and digital monographs. The grants listed in this case study were awarded through a competitive, peer-reviewed process.

4. Details of the impact (indicative maximum 750 words)

1. Shaping UK Higher Education OA policy debate

In 2016, Adema became a member of the *Universities UK OA Monographs working group* as a result of her research for R1 and at the recommendation of *Jisc*. This working group was established to support and monitor progress towards OA publishing for books. R1 and R3 were important to several of the working group's policy reports (S1). In 2018, UKRI announced a review of its OA policies, to incorporate monographs, book chapters, and edited collections into its policy requirements. R1 and R3 and the work of the UUK OA Monograph Group informed UKRI's draft OA policy position, outlined in its consultation document (S2). Specifically, as a UKRI Senior Policy Advisor confirms (S1), R1 informed UKRI's recognition of the broad range of business models within humanities publishing and *'the importance of maintaining and encouraging a diverse publishing ecology which includes commercial publishers and new university presses, as well as scholar-led initiatives'* (S1). They estimate the monographs element of the policy to impact around 500 books published yearly. S2 will also be submitted as evidence to inform the development of the OA policy for research outputs submitted to the UK-wide research assessment after REF 2021.

UKRI's Senior Policy Advisor invited Adema, Hall, and the *ScholarLed* consortium to submit a business case (informed by R1) to the *Research England Development Fund* (G1). The *Community-led Open Publications Infrastructures for Monographs* (COPIM) project was awarded £3M in combined co-funding with the charitable organisation *Arcadia* (G2). The UKRI Consultation (S2) referenced COPIM, and as S1 indicates, its findings are already, and will continue to '*inform policy implementation for both the UKRI OA policy and the OA policy for the national research assessment exercise after REF 2021'*.

2. Changing practices within the academic publishing industry by formulating new models of open scholar-led publishing

R4 describes Hall's launch of *Open Humanities Press* (OHP). In 2015, Adema and Hall organised the *Radical Open Access Conference*, identifying and bringing together similar scholar-led presses, many set up inspired by OHP and Hall's research, which helped *Meson Press* '*grow its reputation internationally'*, where *Mattering Press* adapted Hall's publishing model to *'become a leading book publisher in the field of STS'* (S3-4). Following the conference, extending from Hall's collective scholar-led publishing model (R4), the *Radical Open Access Collective* (ROAC) was formed, a membership organisation that enabled the now 70+ scholar-led projects to scale up from working individually, providing them with the collective voice,

resources, and expertise to support their work (described in R2). The mutual reliance and cooperation the *ROAC* provides is demonstrated by its members, with *Internet Policy Review's* Managing Editor stating: *'Our experience [of the ROAC] has been excellent. [It] is pushing the agenda of uncompromising open access (…). We're looking forward to collaborating more with the other members of the collective into the future'* (S5).

R1 resulted in significant conceptual impact in the OA publishing field, with presses increasingly starting to self-identify as academic- or scholar-led (S6), and funders acknowledging R1 as a key publishing model (S1-2). Adema and Hall were co-founders of the *ScholarLed* consortium of presses, which is further developing alternative business models and infrastructures for OA books through the *COPIM* project (G1-2).

3. **Changing practices within the creative industries by formulating new models and forms of (hybrid) publishing**

In R4 Hall describes *OHP*'s *'Living Books about Life'* series, which repurposed existing OA content via openly editable wiki-books. This experiment impacted the publishing practices of authors and presses, resulting in 3 international adaptations (S7). R4 inspired *Mattering Press* to conduct experiments with publishing formats (S3), and *Meson Press* to conduct *'alternative, open forms of peer reviews'* (S4). Shaw's 'open and hybrid publishing' model (R5) has benefitted both photographers and photography organisations. The Photographer's Gallery applied R5 to revision of their gallery space and to launch two interrelated projects: *#FolioFriday* and *The Open Door programme*. Through these initiatives the Gallery brought *'approximately 8,000 individual visitors into direct conversations with photographers'* and helped '*support and amplify practice of over 400 photographers and photographic organisations'*. Shaw's research (R5) also influenced the development of their *Unthinking Photography* online publishing platform, which received a nomination by the *International Center of Photography* for an Infinity Award (2017) (S8). Shaw's model also provided membership communities such as *The Association for Photography in Higher Education* (APHE) opportunities '*to see beyond the confines of the 'consumer' model of books'* and to '*create an open and hybrid model for the co-production of content with the APHE community'* (S9). This led APHE to focus engagement and dissemination activities, nearly tripling their membership and growing their income by 150% (S9).

5. Sources to corroborate the impact (indicative maximum of 10 references)

S1. Senior Policy Advisor, Research England (2021), *Influence of the research of Dr Janneke Adema upon the development of the open access policy for UK Research and Innovation (UKRI) and the open access policy for the national research assessment after the REF 2021 testimonial Letter* to Coventry University

S2. UK Research and Innovation (UKRI) (2020) *UKRI Open Access Review: Consultation.* 13 February 2020. UK Research and Innovation (UKRI), pp.48. Available from <https://www.ukri.org/files/funding/oa/open-access-review-consultation/> [18 December 2020] R3 is referenced on p. 26 and G1-2 on pp. 34-35.

S3. Trustee and Editor, Mattering Press (2021) *Influence of Professor Gary Hall's Open Access Publishing Model upon the Development of Mattering Press Testimonial Letter* to Coventry University

S4. Co-Founder, Meson Press (2020) *Influence of Professor Gary Hall's Open Access Publishing Model upon the Development of Meson Press Testimonial Letter* to Coventry University

S5. Dubois, F. (2018) 'OASPA Member Spotlight: The Internet Policy Review' [interview by L. Williams] [online] available from <https://oaspa.org/oaspa-member-spotlight-the-internet-policy-review/> [18 December 2020]

S6. Academic and policy sources written by publishers and publishing intermediaries that reference R1 and academic-led publishing as a new publishing model.

S7. Three examples of the adaptation of: JISC and Open Humanities Press *Living Books about Life Series* [online] available from <http://www.livingbooksaboutlife.org> [18 December 2020].

- Animal Studies: Living Bibliography *The Living Bibliography of Animal Studies* [online] available from <http://www.lbanimalstudies.org.uk/index.php?title=Main_Page> [18 December 2020]
- Living Books Book about History *Living Books about History* [online] available from <https://www.livingbooksabouthistory.ch/en/> [18 December 2020]
- En busca del quelite perdido *En busca del quelite perdido* [online] available from <https://enbuscadelqueliteperdido.net/historia-y-creditos/> [18 December 2020]

S8. Director, The Photographers' Gallery (2020) *The Influence of Jonathan Shaw's Research upon the Publishing Practices of The Photographers' Gallery Testimonial Letter* to Coventry University

S9. Former Secretary of the APHE Executive Committee, The Association for Photography in Higher Education (APHE) (2020) *Influence of Jonathan Shaw's Research upon the Membership of The Association for Photography in Higher Education (APHE) Testimonial Letter* to Coventry University