AnthroBook Forum: A Prototype

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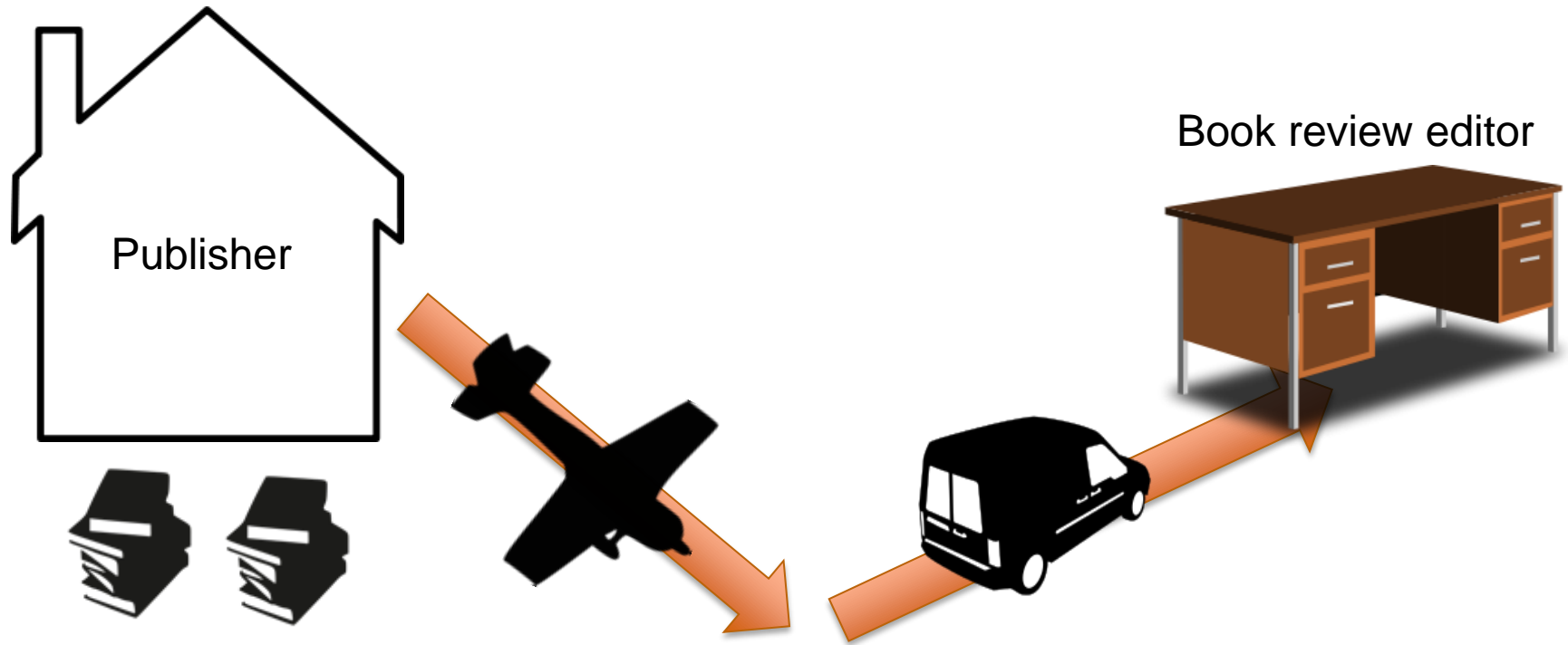
21 Oct 2014 – ITHAKA Sustainability Conference, New York

Book Reviews Matter

- Books still matter as form of scholarly communication
- Review is a widely accepted form of literary criticism
  — Briefly describes content
  — Offers opinion or an analysis of content, style, and merit
- AAA publishes book reviews
  — 18 journals (sometimes in contributing editor columns in *Anthropology News)*
  — In 2013 there were ~200 reviews
- Primary means to announce a new book to the scholarly community
- Libraries make purchasing decisions
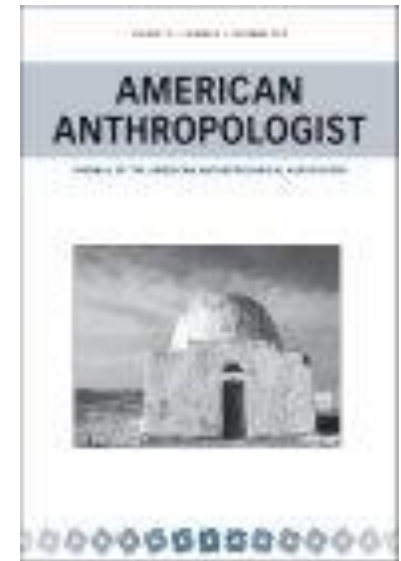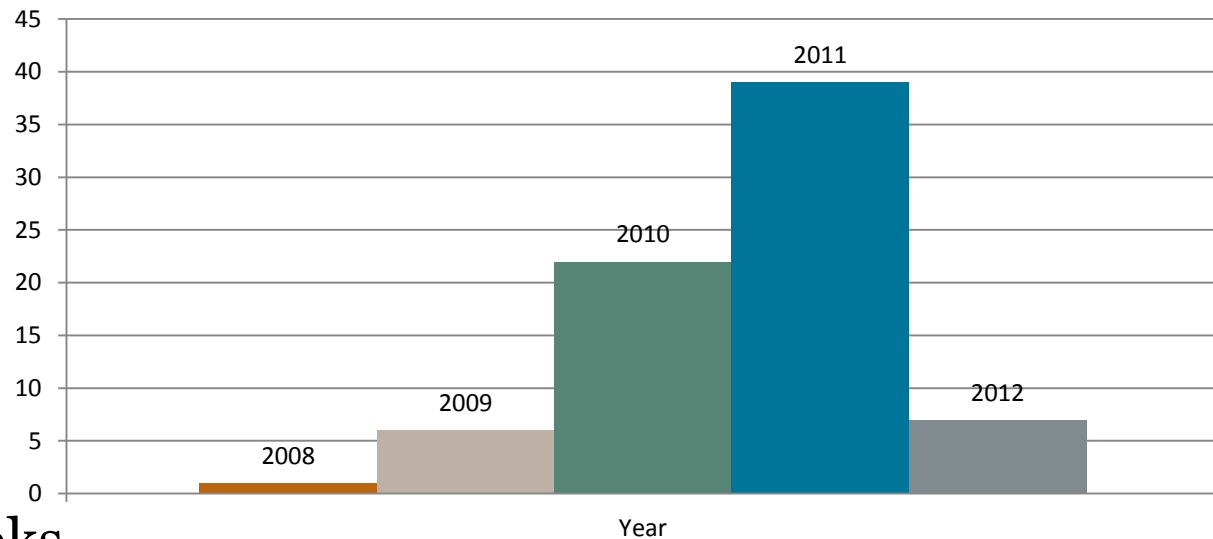- Positive reviews are seen as endorsements, included in CVs for review

Today's Workflow

Publisher

Book review editor

Are We There Yet?

Book review editor

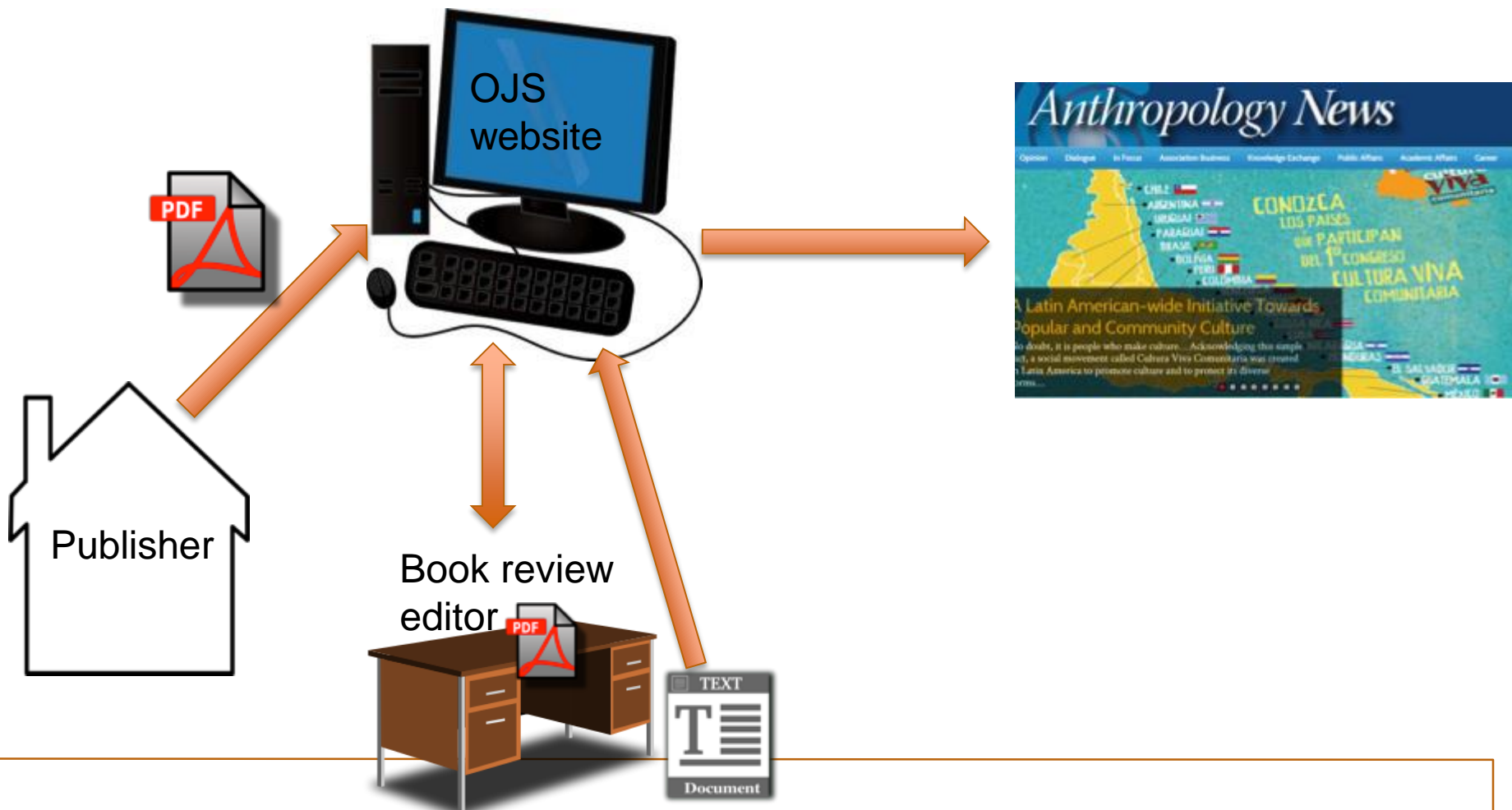AMERICAN ANTHROPOLOGIST

Problems with Current Workflow

- Time
  — 2013 *AA*
    - 75 reviews
    - 7 from 2012
    - Oldest: 2008
- Expense
  — RA cataloguing books
  — RA mailing out books
  — Lost books (17% yield)
- Limited readership
  — Journal readers only
  — Static artifact

Workflow of Prototype

OJS website

PDF

Publisher

Book review editor

PDF

TEXT

Document

Anthropology News

Opinion | Dialogue | In Focus | Association Business | Knowledge Exchange | Public Affairs | Academic Affairs | Career

CONOZCA LOS PAISES QUE PARTICIPAN DEL 1° CONGRESO CULTURA VIVA COMUNITARIA

CHILE
ARGENTINA
URUGUAY
PARAGUAI
BRASIL
BOLIVIA
PERU
COLOMBIA
NICARAGUA
HONDURAS
EL SALVADOR
GUATEMALA
MEXICO

A Latin American-wide Initiative Towards Popular and Community Culture

No doubt, it is people who make culture... Acknowledging this simple fact, a social movement called Cultura Viva Comunitaria was created in Latin America to promote culture and to protect its diverse forms...

Predicted Impacts

- Time
  — Quicker to review publication
  — Simultaneous with book publication
- Expanded viewership for reviews
  — Open access site
  — Commenting and social media
  — Functionalities
- Expense
  — Cost of mailing one complimentary copy to reviewer
  — Reduced labor to catalogue / store / ship books received
  — Websites but no typesetting costs
- Value Added for Publishers
  — Timely reviews translate to increased orders
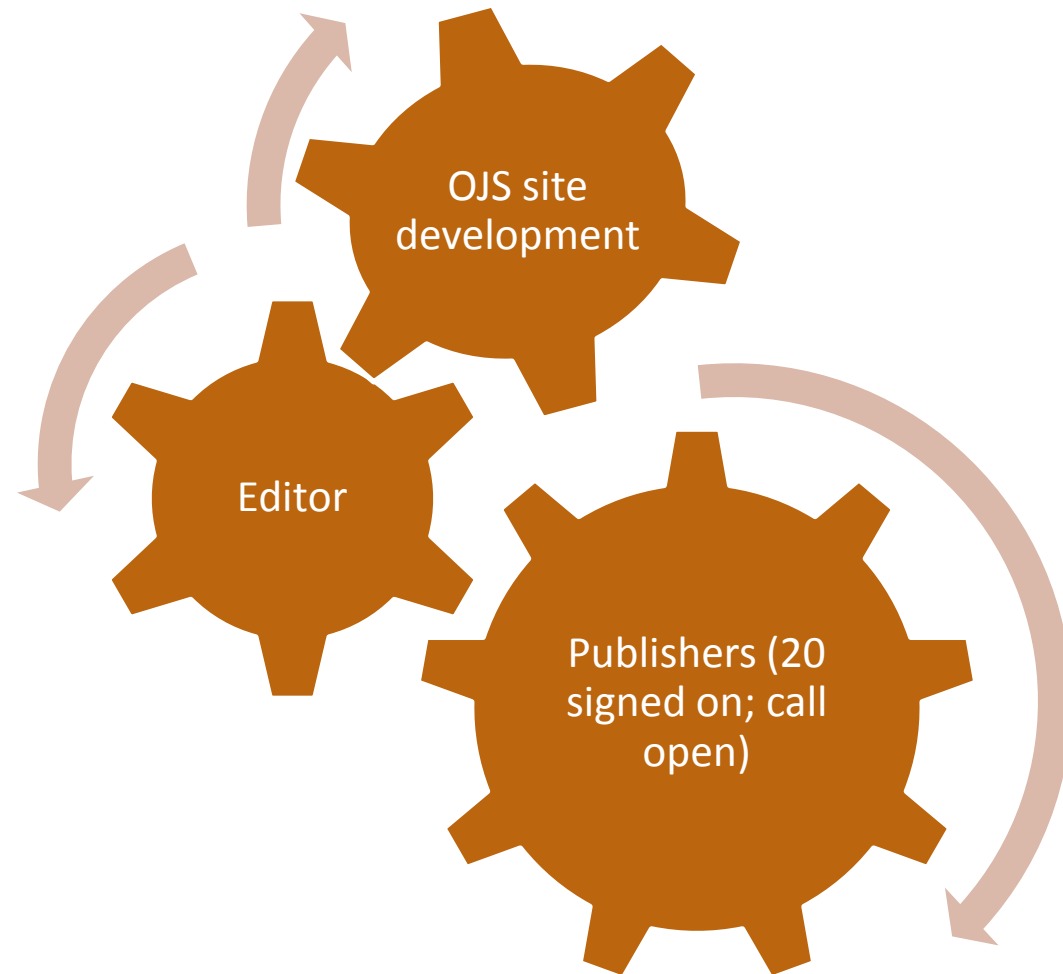 — Track outcomes from review copies sent

Hypotheses to Test

- Publishers will take part by uploading proofs and metadata
- Reputable peer reviewers will take part
- Suggested matches can be automatically generated
- Reviewer incentive - will accept complimentary copy AFTER submitting review
- Review publication accelerates to coincide with book / film / exhibition public appearance
- Society realizes modest revenues ("buy-it now" royalties)
- Awareness of new publications will increase by relocating reviews

Steps to get content

OJS site development

Editor

Publishers (20 signed on; call open)

Work in progress

Connect OJS site to Word Press site → Publish reviews → Evaluate

Broader interest?

- Possibility of using system for any discipline

- Extend to manage other review types (films, exhibitions, other curated scholarly artifacts)

- Open Access and author pays

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Participating Publishers (to date)	
AltaMira/Rowman Littlefield	U Arizona Press
Berghahn Books	U California Press
Columbia U Press	U Chicago Press
Cornell U Press	U Florida Press
DeGruyter Press	U Hawaii Press
Duke U Press	U Nebraska Press
Left Coast Press	U New Mexico Press
Rutgers U Press	U Toronto Press
School of Advanced Rsrch Press	U Wisconsin Press
Temple U Press	U Press of Colorado

Background | Today's Workflow | Prototype | **Partnerships**