Electronic publishing

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This document is part of a collection of presentations with a focus on electronic publishing. For full details of this and the rest of the collection see the cover sheet at: http://ucloer.eprints-hosting.org/id/eprint/34

Version 1.0

Overview of the module

- Aims to consider the full spectrum of EP
- It's not just about building websites
- Nor is it just about big commercial publishing
- Looking at products, development, and ways of making money
- Other issues like Open Access / Paywalls, sustainability, metadata, user engagement

Objectives

- To enable you to demonstrate an understanding of a wide range of issues concerning EP.
- Extends beyond this module material.
- This is an MA module and so we expect MA level engagement.

What is an electronic publication?

What is an electronic publication?

- Not just digitised books
- May contain multimedia
- May include large amounts of data
- E-books and e-Journals
- Institutional repositories
- Reference publishing
- Blogs, wikis, podcasts
- News feeds and newspapers
- Official and community publishing

Types of Electronic publishing

- Commercial
- –Business/academic publishing especially
- Non-commercial 'academic' models
- –academic text archives
- –Libraries and archives
- Personal publishing and social networking
- But what is a publisher?
- –When we can all publish on the web

Historical development

- c1970 reprint publishers diversify into microfilm
- Opportunities seen as CD-ROM develops
- Large amount of data
- Easier to use than microfilm
- Fast access to data

CD-ROM as a medium

- Attractive to publishers
- a definable product
- data can be 'recycled'
- But also problems
- release must be finite
- costly if mistakes are made
- costly to produce

CD-ROM as a medium

- Attractive to libraries
  - small, easy to store
  - popular with many users
  - robust
- Attractive to individuals
  - plug and play
  - relatively cheap
  - one off cost

CD-ROM as a medium

- •Problems with CDs
- –archiving
- –interfaces differed
- –early networks very slow
- –users needed training
- –expense of kit and CDs
- –Life expectancy?

The Web

- Intensively commercialised in mid 1990s
- Become an online marketplace
- A major opportunity
- new formats like e-journals
- Online newspapers
- Large scale reference
- Multiple sites

Web 2.0

- Major change in publishing models
- The web as a collaborative medium
- Not top down- commercial publishing model
- user to user communication
- Does this marginalise or enhance commercial models?

The web as a medium

- What are the advantages and disadvantages of the web as a publishing mechanism (compared to print)?

- What are the advantages and disadvantages of print as a publishing mechanism (compared to the web)?

Advantages of the web

- Solves problems of CDs
  - archiving
  - interfaces
- Currency of information
  - easily updated
  - attractive medium for time-critical info
- Visual interface user friendly
  - online searching no longer for specialist intermediaries

The Web - problems

- Perception of medium- trust
- Training and support still necessary
- Intermediaries are still useful
- High costs of subscription
- no back issues if subscription lapses
- Access and speed
- Still far from 'world wide' web
- Reading on screen a problem
- People like books and paper

Do we really need publishers?

- Why should we pay for academic information?
- Harnad's e-archives (SOTON)
- Pioneer of Open Access & Self-Archiving
- Corporate intranets
- Blogs and web 2.0
- Freely available material
- Libraries/gateways for QA
- Institutional repositories

The value of electronic publishers

- Quality assurance
- –applies to readers and authors
- –*imprimatur* is still meaningful - Trusted brands
- –Prestige still important
- Collection of information
- –choice of what to publish and how
- Maintenance and support
- Marketing and publicity

Problems for web publishers

- How to price web products?
  - Value or content?
- Assumption of free content
  - Problem for online newspapers
  - How to make a profit?
- Buying vs licensing
  - attention of readership
  - only info user wants

Problems for web publishers

- Packaging information
- selling ways of thinking about content
- Expectation of currency can be a burden
- Maintenance and support