

Supporting Trusted OA Usage Data Reporting and Analytics through Shared Infrastructure

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14 June 2023 | Open Repositories 2023

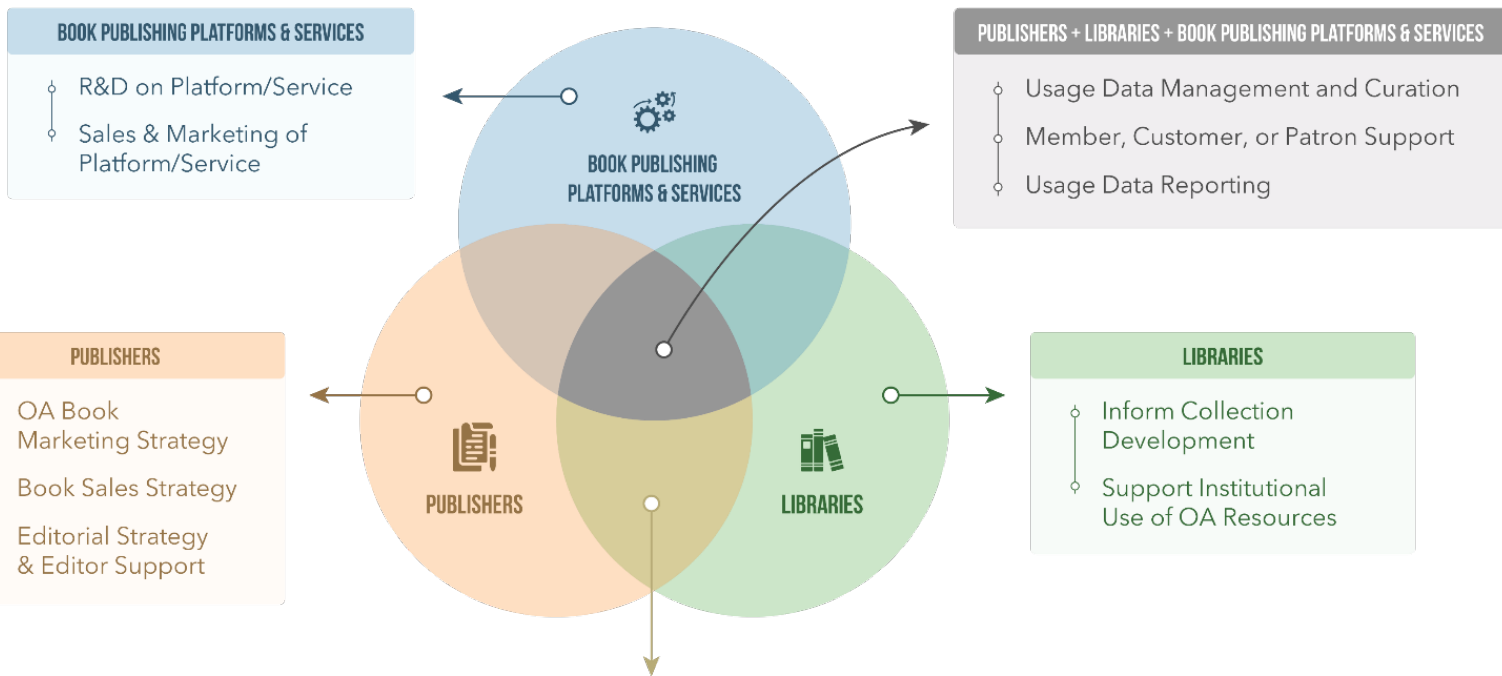
Agenda

- Welcome and introductions
- Exploring the OA usage data ecosystem and trust via data intermediaries
- Perspectives on organizational roles in supporting trusted OA usage analytics
- *Brief Q&A*
- Panel Reflections
- *Q&A & Discussion*



The OA usage data ecosystem and trust via data intermediaries

Christina Drummond



Use cases for OA usage data (about ebooks)



OA eBook Usage Data Uses by Stakeholder Type

Drummond C. and Hawkins K., *OA eBook Usage Data Analytics and Reporting Use-cases by Stakeholder*
<https://doi.org/10.5281/zenodo.5572840>



Trusted



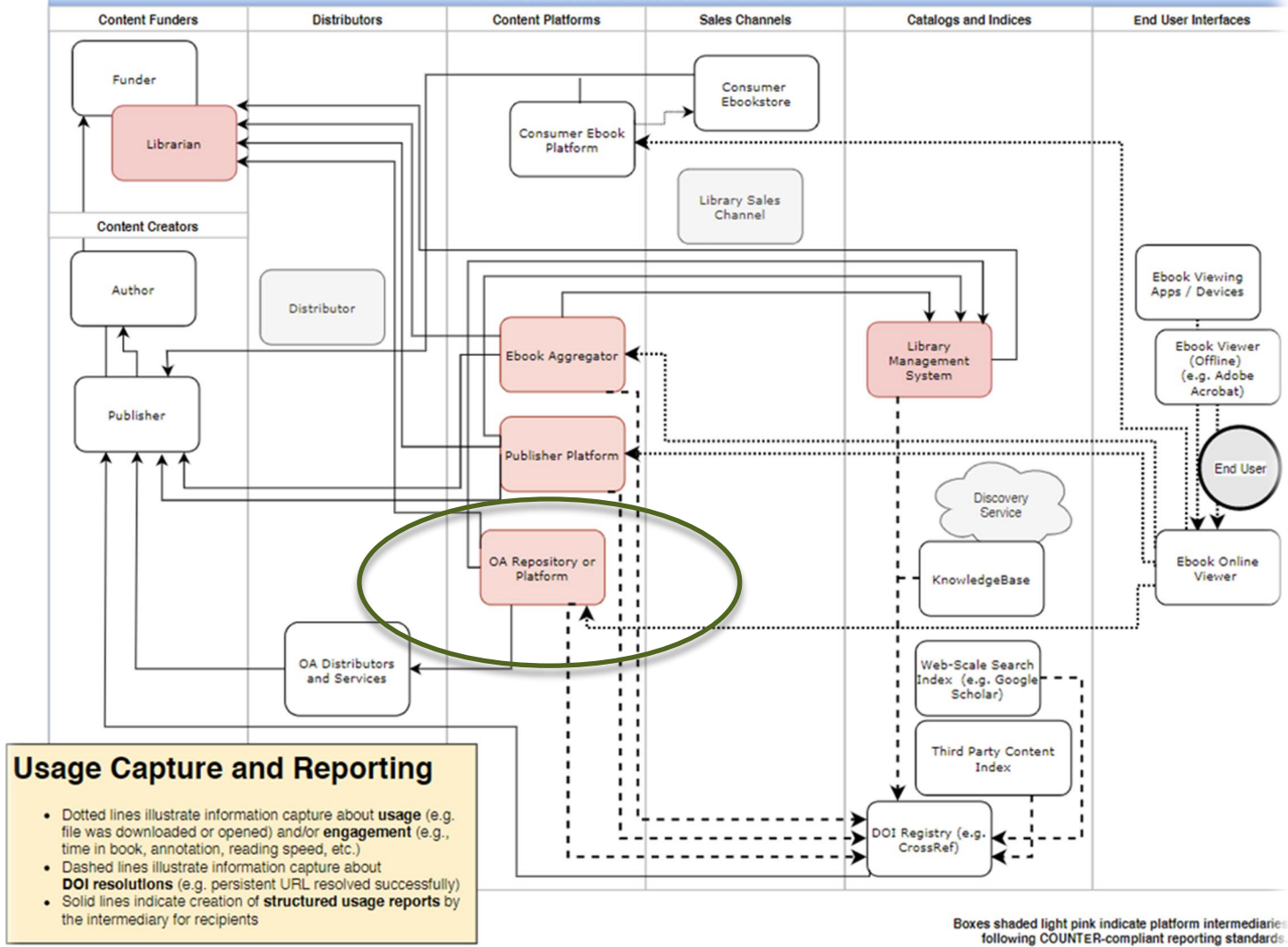
Usage
Data
Object



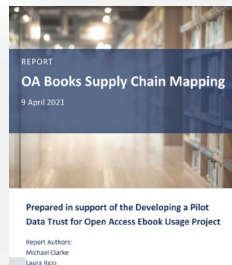
Usage
Data
Processing &
Exchange



Usage
Data
Application



OA usage data flows (for ebooks)



Open Access eBook Supply Chain: Usage Reporting

Clarke M. and Ricci L., *Open Access eBook Supply Chain Maps for Distribution and Usage Reporting*
<https://doi.org/10.5281/zenodo.4681870>





Image credit:
<https://www.gida-global.org/care>

to
SHARE

Data intermediaries have many forms

their purpose:
to facilitate and manage data relations between data right holders



Control

*what is shared
and for what
purpose*

Trust

*vetting processes
and standards*

Security

*privacy technologies
and services*

Exploring scalable interoperability via a Data Trust model

- ❑ Global data clearinghouse
- ❑ Cooperation among competitors
- ❑ Dependent on trust, community, reciprocity
- ❑ Mutual benefit is key

Cameron Neylon, Lucy Montgomery, Nic Suzor, Joanne Gray and Alkim Ozaygen
Building a Trusted Framework for Coordinating OA Monograph Usage
Data, November 2018 <http://dx.doi.org/10.17613/36hw-gs17>



Photo by YordanovPlamen on Morguefile

“...potential for achieving economies of scale and for taking advantage of network effects, to address resource challenges facing individual stakeholders and allow comparison and benchmarking to benefit all stakeholders”

TRUSTWORTHY DATA STEWARDING INSTITUTIONS ARE EXPECTED TO

Source: Open Data Institute 2020 Designing Trustworthy Data Institutions Report (pgs. 6-7)

1. Govern data access according to defined rules
 - o Manage account consent and preferences
 - o Maintain cyber-security
 - o Safeguard privacy
2. Protect reputation of data providers
3. Create value & impact via data stewardship

Expectations by data providers & individuals for personal data

1. Provide
 - o fair and equitable data access
 - o timely, reliable data supply
 - o transparency about data limitations
2. Enable trust that data is
 - o most appropriate for intended uses
 - o in line with purpose

Expectations by data users & downstream decision-makers

1. Limit data sharing to advancing core purpose or mission
2. Ensure data use is beneficiary & does no harm
3. Be responsive & allow engagement

Expectations by people & organizations impacted by data use

Trusting the OA Usage Data You Receive

CONCERNS

Data providers gaming the system

Inflating numbers

Selective data sharing

Adding noise / false data

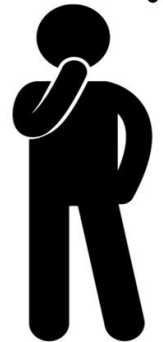
Hacking / Misinformation

SOLUTIONS

Participation (i.e. membership) tied to good behavior

Defined acceptable practices

Data contribution limited to those with authority to share and manage the data



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Trusting others to CARE for the data you provide

CONCERNS

Will sensitive data leak to my competitors

Could data access result in poaching of authors

Would data be released outside of my authority to share

Would restricted data be disclosed (hacking, inappropriate access)

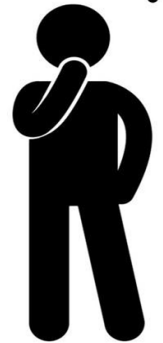
SOLUTIONS

Data access that is as controlled as necessary

Accountability of those receiving the data

Defined unacceptable practices

Industry-standard cybersecurity practices



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Organizational roles supporting trusted OA usage analytics

Andrew Joseph

Supporting Trusted OA Usage Data Reporting and Analytics through Shared Infrastructure: *South African Publishers perspective*

14 June 2023

Andrew Joseph

Digital Publisher -Wits University Press,
Chair – Scholarly Publishers & Metadata Committees (PASA)



Open Access & SA book publishers

- Lack of sustainable funding models remains a problem for OA Books – OA journal models are more widely supported
- Not aligned, no coordinated policies or programmes
- Dissemination variations – bespoke, OA standard, and ‘hybrid’
- The supply chain is essential but there is limited interoperability
- Access prioritised over usage measurement
- Content but not data-sets
- Missing: discoverability, usage, analysis



PASA
PUBLISHERS' ASSOCIATION
OF SOUTH AFRICA



What we've done at Wits University Press

- Decolonisation is part of mission and strategy
- Indigenous language publishing
- XML driven workflow, ONIX
- PIDs (DOIs, ORCID, ROR, ISNI)
- OA hosting through OAPEN and commercials
- Supported technology in place for consolidated measurement
- Flexibility & scalability difficult to realise in institutions



WITS UNIVERSITY PRESS



What works...

- Supported and interoperable product and metadata
- Discoverability and access
- Demonstrable (if simplistic) usage - downloads and location

... and what doesn't

- Multiple data sources, not standardised
- Absence of centralised platform
- Manual processes: collation, selection and reporting
- Processing & Analysis of data
- This is typical of most small, scholarly publishers!



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Journals vs Books

- State & Institution level support (including funding) to produce OA
- Range of commercial and community-oriented products
- Research management systems integration
- Indexes drive greater discoverability and provide data
- State and institution promotion of OA BUT no funding - individual author & publisher effort
- Limited products – not interoperable with the supply chain
- No integration with Research management
- Repositories don't provide data feedback



Books vs Journals: What's required?

- Ensure that technical structures in place for uptake?
- Differentiated book data requirements – especially for supply chain integration and library uptake
- Libraries/repositories and web interoperability (ONIX to MARC vs Bibframe?)

OA Book Usage Data Trust



COKI CURTIN OPEN
KNOWLEDGE
INITIATIVE



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And then some...

- Policy level participation with ‘Global’ initiatives – BUT consider regional relevant, interoperable solutions. South-South conversations are essential!
 - Partnerships and collaborations between research organisations, libraries, and publishers, must be active & practical
 - National and institutional competitiveness is hampering collaborative efforts
- **Andrew.Joseph@wits.ac.za**



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Organizational roles supporting trusted OA usage analytics

Jo Havemann



Organizational roles supporting trusted OA usage analytics

Liz Krznarich



Organizational roles supporting trusted OA usage analytics

Christina Drummond

The OA Book Usage Data Trust Effort



Easier, Trusted, Holistic OA Usage Data
Exchange, Aggregation, and Benchmarking

across Public and Private Usage Data Sources

made possible through an “Industry” Data Space
(IDS)

for OA Book Stakeholders

OA Book Usage (OAEBU) Data Trust Value Proposition

OA Book Analytics Use

Cases

- BOOK PUBLISHING PLATFORMS & SERVICES**
- R&D on Platform/Service
 - Sales & Marketing of Platform/Service

- PUBLISHERS + LIBRARIES + BOOK PUBLISHING PLATFORMS & SERVICES**
- Usage Data Management and Curation
 - Member, Customer, or Patron Support
 - Usage Data Reporting

- PUBLISHERS**
- OA Book Marketing Strategy
 - Book Sales Strategy
 - Editorial Strategy & Editor Support

- LIBRARIES**
- Inform Collection Development
 - Support Institutional Use of OA Resources

- PUBLISHERS + LIBRARIES**
- Author Support
 - OA Book Usage & Benchmarking
 - Impact and Usage Reporting
 - OA Discovery Platform Usage Analysis
 - OA Book Dissemination Strategy
 - Authenticated Institutional OA Usage Analysis
 - OA Program Strategy
 - Promote OA Publishing
 - Impact of OA Funding
 - OA Program Reporting
 - OA Fund and Grant Development
 - Impact of OA Knowledge Transfer
 - OA Program Budgeting
 - Other OA Usage Analysis



Reduce resources spent on cross-platform data curation and aggregation via economies of scale

Make OA book usage & discovery benchmarking possible

Industry Data Space Framework (IDS)

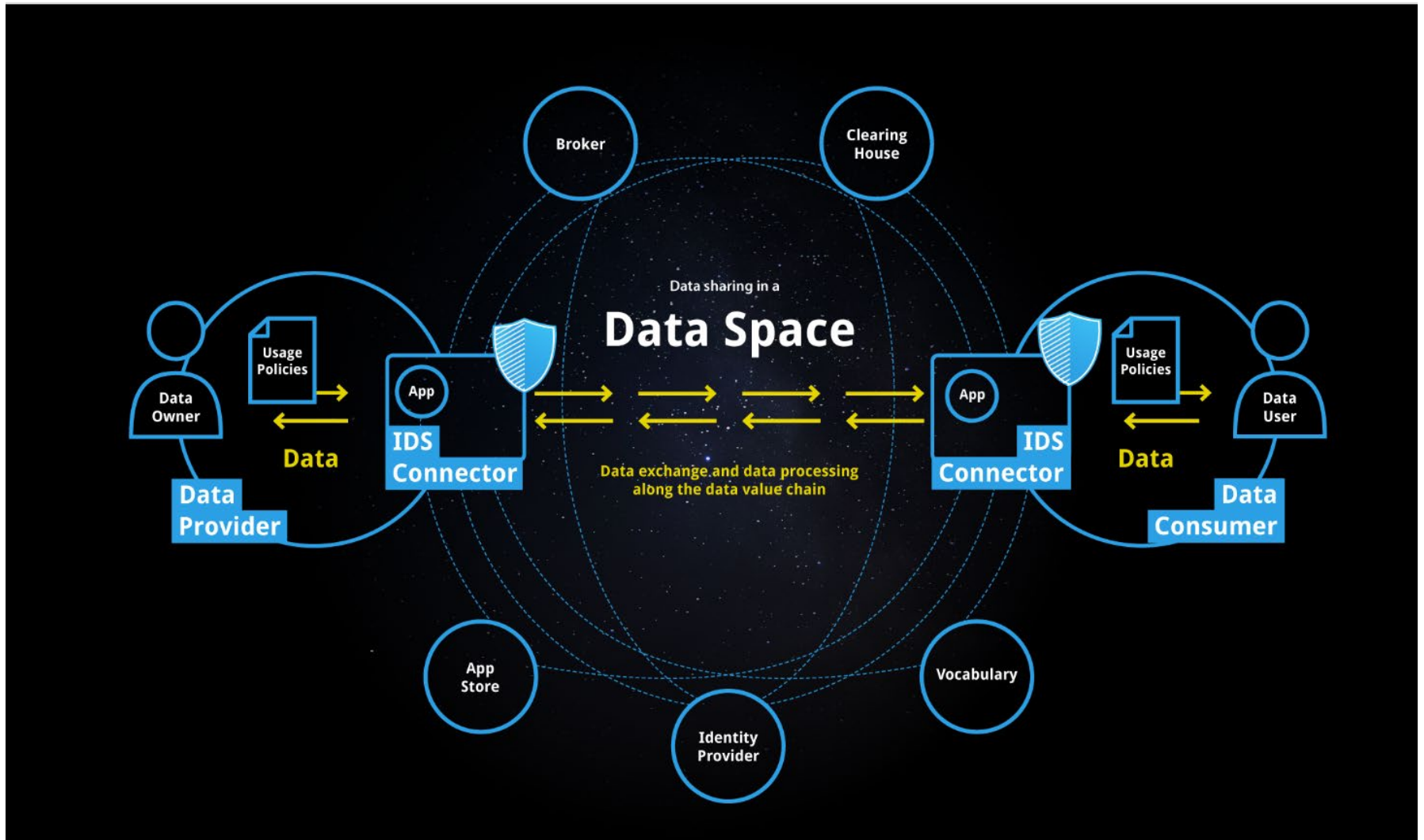


Image Credit: International Data Spaces Association.
Available at: <https://internationaldataspaces.org/why/data-spaces/>

OA Book Usage Data Trust

Vision

Community governed sharing of quality, interoperable, OA book usage data

Mission

Champion strategies for the improved publication and management of open-access books by exchanging reliable usage data in a trusted, equitable, and community-governed way

Community Principles

Inclusive

Ethical

Data
Exchange
Focused

Responsive
and
Extensible

Sustainable

Transparent

Collaborative

Community
Informed

oabookusage.org



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Governance Building Block Project Pls

Christina Drummond, OAEBUDT/UNT

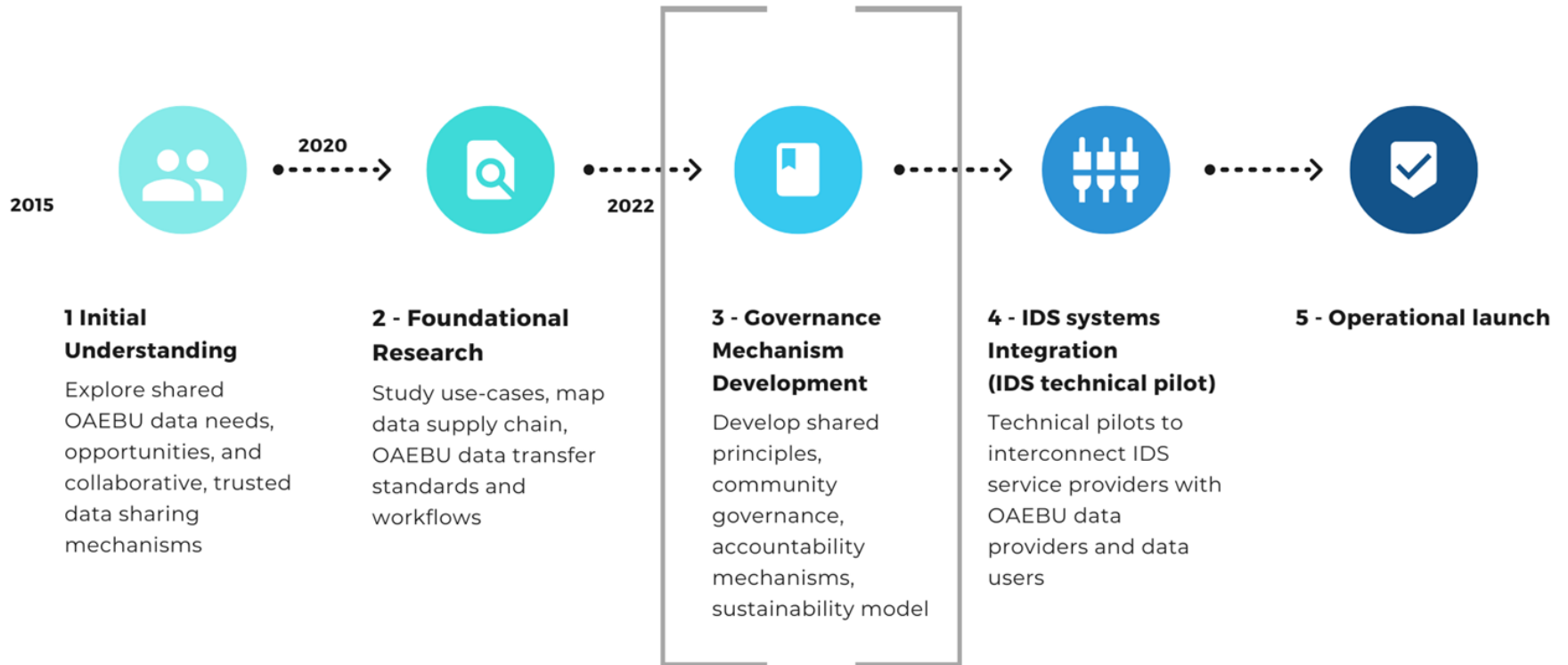
Prodromos Tsiavos, OpenAIRE

Yannick Legré, OPERAS

Usage data creator partners sought for pilot | Contact executivedirector@oabookusage.org

OA BOOK USAGE DATA TRUST

a brief history





Creating a trust framework via a “Data Space Rulebook”

Work made possible by support from the



OA Book Usage Data Trust

2022-2025 “Governance Building Blocks” Project
Developing IDS Governance Mechanisms

- Community governance and consultation
- Data trust (IDS) “rulebook” documentation
(and standard contractual clauses)
- Develop sustainability model as a community-
supported not-for-profit
(informed by ROI of participation)

Work made possible by



Project Investigators

Christina Drummond, OAEBUDT/UNT
Yannick Légré, OPERAS
Prodromos Tsiavos, OpenAIRE

Project Advisory Board

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Niels Stern, OAPEN, DOAB
Peter Potter, TOME Project
Tasha Mellins-Cohen, COUNTER
Vivian Berghahn, Berghahn Books

Data governance layer for systems integrations at scale

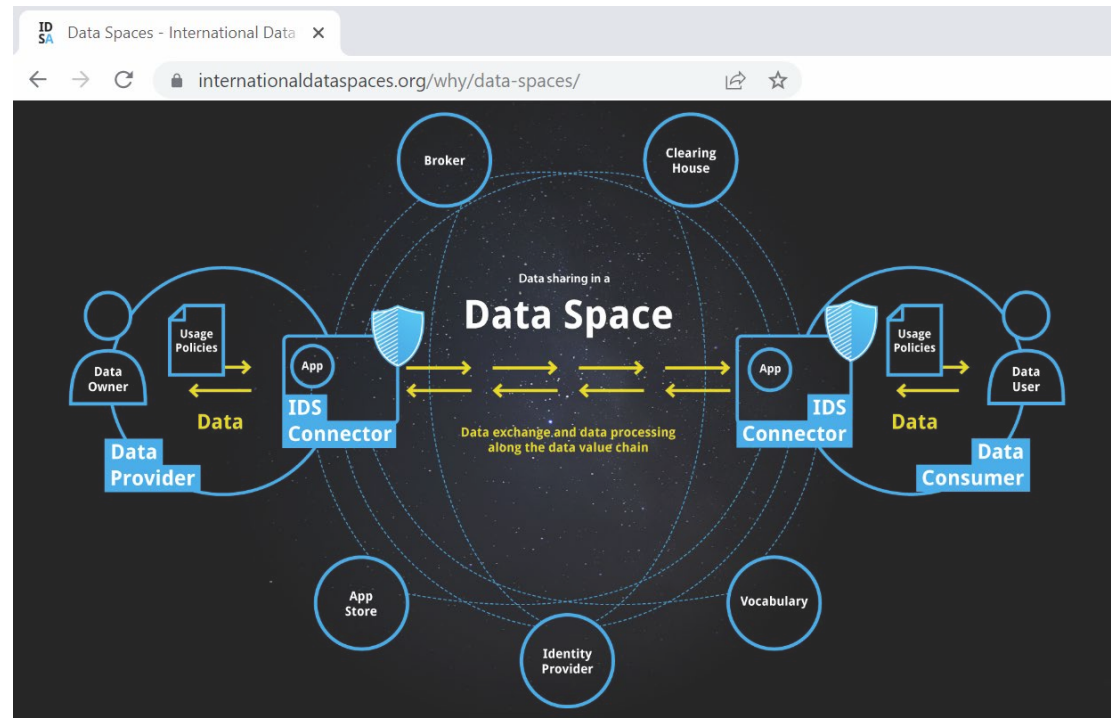


Image credit: International Data Spaces Association

Technical controls *protect data during transit & processing*

- Access
- Privacy
- Cybersecurity

Shared Community Principles & Ethical Guidelines

*Set rules for participation,
processing, access, and use*

Participation terms & accountability measures

*Address non-compliance
to retain trust*

- Common usage data sharing and use terms
- Shared accountability measures

Technical IDS pilot to understand participation ROI for OA usage data producers and consumers

PILOT PRIORITIES

Data exchange APIs supporting existing business relationships



1 - Multiplatform usage

Access raw usage data created across multiple platforms and services in accordance with existing business relationships



2 - Aggregate COUNTER-Compliant Book Usage

COUNTER compliant metrics aggregated across participating data providers
(e.g. Unique_Title_Investigations; Unique_Title_Requests)



3 - Aggregate COUNTER-Compliant Chapter Usage

COUNTER compliant metrics aggregated across participating data providers
(e.g. Unique_Item_Requests)



4 - Disciplinary Benchmarks

Average usage benchmark metric for all books in a given discipline, calculated across all COUNTER-compliant data from participating data providers



5 - Non-COUNTER-Compliant Book Usage

Access Non-COUNTER compliant metrics provided by participating data providers

Exploring National Infrastructure for Public Access Usage and Impact Reporting

April 2, 2023 workshop is made possible through support from the
National Science Foundation (Award 2315721) and
the Coalition for Networked Information

Initial Takeaways

Education & Advocacy

Vocabulary

Establish common understanding and terms. e.g. glossary, crosswalk

Applicable Law & Policy

Rights

Understand regulatory and contractual obligations for usage data

Values & Principles

Data Stewardship

Develop language on appropriate use of public and open access scholarship usage data

Minimum Lovable Product

Cyberinfrastructure

Leverage Industry Data Space (IDS) and OA Book Usage Data Trust efforts as extensible MLP for public access scholarship usage data exchange

Video Collection



Thank you

Focus group sign up



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Panel Discussion



...

How similar or different is usage data exchange for various OA outputs?



...

What is your organization's role in fostering trust in OA usage data?