

# Challenges in Discoverability and Visibility of OA Book Content : the Case of FF Open Press

---

Melinščak Zlodi, Iva; Salopek, Željka; Kranjec, Irena

Conference presentation / Izlaganje na skupu

Permanent link / Trajna poveznica: <https://urn.nsk.hr/urn:nbn:hr:131:458796>

Rights / Prava: [Attribution 4.0 International](#)/[Imenovanje 4.0 međunarodna](#)

Download date / Datum preuzimanja: **2024-08-19**



Sveučilište u Zagrebu  
Filozofski fakultet  
University of Zagreb  
Faculty of Humanities  
and Social Sciences

Repository / Repozitorij:

[ODRAZ - open repository of the University of Zagreb  
Faculty of Humanities and Social Sciences](#)





# Challenges in discoverability and visibility of OA books content : the case of *FF Open Press*

Irena Kranjec  
Iva Melinščak Zlodi  
Željka Salopek

University of Zagreb  
Faculty of Humanities and Social Sciences

# FF Open Press - [openbooks.ffzg.unizg.hr](https://openbooks.ffzg.unizg.hr)

launched in March 2019

existing publishing program in print (Faculty Press: *FF-press*) plus Library led online open access program

PKP Open Monograph Press

CrossRef membership

no budget, but experience with open software, open access, metadata, identifiers  
expectations: increase in discoverability, visibility and impact of books published  
by our institution

# Visibility, discoverability and impact

- for HSS publications mainly in Croatian! - specific set of challenges
- Audience: international scholarly audience & wider national readership
- Discovery channels:
  - library catalogs
  - webscale discovery systems
  - CrossRef
  - Google + Google Scholar + Google Books
  - citation databases and abstracting & indexing services
  - global open infrastructures like DOAB and OAPEN
  - open access search engines like BASE
  - sharing via social networks
  - local, national and regional discovery channels?
  - anticipating future developments?

# In order to be visible & discoverable, we need:

- high quality metadata
- standardised procedures for quality assurance and peer review
- resolved copyright and licensing issues



# Main problems related to metadata:

- publication date for different editions/formats
- identifiers: separate ISBN for edition, publisher, format (unlike DOI: distinct DOI should be registered only if the format will be cited in a different way!)
- granularity: book / edition / chapter
  - Example: OAI-PMH harvested metadata in BASE
- landing pages for individual chapters (example)
- multilingual metadata and multilingual content (example)
- unstructured references = closed references
- some of these problems are related to OMP as a solution



Ugo da Carpi

THE QUEST  
FOR  
THE *GOOGLE*  
*SCHOLAR*

## Inclusions

Submit a website with academic articles to Google Scholar. We accept journal papers, conference papers, technical reports, dissertations, pre-prints, post-prints and abstracts.

All fields marked with \* are required.

Type of website:

DSpace repository

EPrints repository

Other repository

Open Journal Systems  
OJS website

Other journal website

Personal publications



[Overview](#)

[Content](#)

[Crawl](#)

[Indexing](#)

[Troubleshooting](#)

[Questions](#)

## Inclusion Guidelines for Webmasters

### Content Guidelines

Google Scholar includes scholarly articles from a wide variety of sources in all fields of research, all languages, all countries, and over all time periods. Chances are that your collection of research papers will be a welcome addition to the index. To be considered for inclusion, the content of your website needs to meet the two basic criteria.

#### 1. Scholarly articles

The content hosted on your website must consist primarily of scholarly articles - journal papers, conference papers, technical reports, or their drafts, dissertations, pre-prints, post-prints, or abstracts. Content such as news or magazine articles, book reviews, and editorials is not appropriate for Google Scholar. Documents larger than 5MB, such as books and long dissertations, should be uploaded to Google Book Search; Google Scholar automatically includes scholarly works from Google Book Search.

# Google Books

[About Google Books](#) [General Help](#) [Partner Program](#) [Library Project](#) [Perspectives](#)

[History](#) [Thoughts & Opinions](#) [User Stories](#) [Blog](#)



## Search the full text of books

Find the perfect book for your purposes and discover new ones that interest you.

# Find new fans. Sell more books.

Publish your books on Google Play and reach billions of readers around the world.

GET STARTED NOW

# Find new fans. Sell more books.

Publish your books on Google Play and reach billions of readers around the world.

We're currently accepting a limited number of new publishers to the Google Play Books Partner Programme. You may express interest in joining the programme through our [online interest form](#).

Already a partner? [Click here](#) to switch to the account associated with your Partner Centre.



## Make a book available for free on Google Play

*Some features described on this page may not be available, as selling books on Google Play is limited to [certain countries](#) .*

You can make your book available for free on Google Play by following our regular [submission process](#). Here are some details that you might find useful for free books:

- **Your book must be available for preview on [Google Books](#).** However, the Google Books preview percentage is a separate setting that's unaffected by whether your book is free on Google Play or not. If you want users to be able to read your entire book on Google Books, set the preview type to 100% on the "[Settings](#)" tab. You can also enable downloads of your book directly from Google Books.
- **You still need to provide payment settings.** If you created your account after July 2014, you may have already provided the required payment settings upon sign-up. Otherwise, even if you're not expecting to earn any money, you need to set up a [payment profile](#) with your business address, add a [sales territory](#), and link the two. You don't have to add your bank account details if you make all your books available for free, but you should otherwise follow these steps to [configure your payment settings](#).
- **Provide a list price of zero for the book.** You can do this in the book's [Pricing](#) tab. Be sure to specify both the currency and the countries where the book should be made available for free. You may wish to enable [currency conversion](#) to more easily apply the zero price to other countries.

**Note:** Accounts created after July 2014 have currency conversion enabled by default.

# Google Play Books Signup Request Form

Please complete this form to request an invitation to the [Google Play Books Partner Program](#).



Note: Selling on Google Play Books is limited to publishers located in [supported countries](#). If your country isn't supported for "seller sign-ups", check back later, as we may allow publishers in your country to sell books on Google Play in the future.

\* Required



Google Play

**Sorry! Books on Google Play is not available in your country yet.**

**We're working to bring the content you love to more countries as quickly as possible.**

**Please check again soon.**

# Quality certification

... as a condition for inclusion in DOAB, OAPEN

- proposal for peer review certification service (HIRMEOS & DOAB)
  - independent & external peer review
  - acknowledging diverse editorial and reviewing practices across disciplines, countries and types of publications
- FF Open Press:
  - need to redefine current practices and document them in the standardised and transparent way - for different outputs: monographs / edited volumes / proceedings / critical editions...

# Rights

- recommendation to use open licences (Creative Commons)
- copyright and licensing issues:
  - including third party materials, digital heritage and works of art
  - translations
  - license statements on chapter level
- developing a clear self-archiving and sharing policy

## To conclude...

- developing different strategies for different audiences and different uses
- building a common national open infrastructure (lessons from DABAR & Hrčak)
- recording the impact and usage of our books with a diverse set of indicators
- joining global efforts in empowering scholarly community to enable open access







**Thank you!**

**imelinsc@ffzg.hr**

**zsalopek@ffzg.hr**

**ikranjec@ffzg.hr**



This presentation is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).