Participating Institutions

1. Duke University
2. Emory University
3. Indiana University, Bloomington
4. Michigan State University
5. New York University
6. The Ohio State University
7. Penn State University
8. University at Buffalo, SUNY
9. University of California, Davis
10. UCLA
11. University of Cincinnati
12. University of Minnesota
13. University of Michigan
14. Virginia Tech
15. Cornell University
Participating Institutions

1. Duke University
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7. Penn State University
8. University at Buffalo, SUNY
9. University of California, Davis
10. UCLA
11. University of Cincinnati
12. University of Minnesota
13. University of Michigan
14. Virginia Tech
15. Cornell University
16. Rice University*
17. University of Colorado*
18. University of Tennessee*
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<td>19. George Mason University Press</td>
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<tr>
<td>25. Johns Hopkins University Press</td>
<td>52. Purdue University Press</td>
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# Participating University Presses

1. University of Akron Press  
2. University of Alabama Press  
3. University of Alberta Press  
4. Amherst College Press  
5. University of Arkansas Press  
6. Baylor University Press  
7. University of British Columbia Press  
8. University of Calgary Press  
10. Cambridge University Press  
12. University of Cincinnati Press  
13. University Press of Colorado  
14. Concordia University Press  
15. Cornell University Press  
17. University Press of Florida  
18. Fordham University Press  
19. George Mason University Press  
20. Georgetown University Press  
21. University of Georgia Press  
22. University of Hawai’i Press*  
23. University of Illinois Press  
24. Indiana University Press  
25. Johns Hopkins University Press  
26. University Press of Kansas  
27. University Press of Kentucky  
28. Liverpool University Press  
29. LSU Press  
30. Manchester University Press  
31. University of Massachusetts Press  
32. The MIT Press  
33. Medieval Institute Publications  
34. University of Michigan Press  
35. Michigan State University Press  
36. University of Minnesota Press  
37. University Press of Mississippi  
38. University of Missouri Press  
39. University of Nebraska Press  
40. University of New Mexico Press  
41. New York University Press  
42. University of North Carolina Press  
43. University of North Texas Press  
44. Northwestern University Press  
45. Ohio University Press  
46. The Ohio State University Press  
47. University of Oklahoma Press  
48. Oregon State University Press  
49. University of Ottawa Press  
50. Oxford University Press  
51. Penn State University Press  
52. Purdue University Press  
53. Rutgers University Press  
54. Southern Illinois University Press  
55. SUNY Press  
56. Syracuse University Press  
57. Temple University Press  
58. Texas A&M University Press  
59. University of Toronto Press  
60. Vanderbilt University Press  
61. University of Virginia Press  
63. Wayne State University Press  
64. Wesleyan University Press  
65. Wilfrid Laurier University Press  
66. University of Wisconsin Press

21 of 66 Presses have published (or contracted for) TOME books
The Books

68 books published

2018: 10
2019: 30
2020: 28 (thru Sept)
The Books

68 books published

2018: 10

2019: 30

2020: 28 (thru Sept)

27 forthcoming books
The Books

Fields

LITERATURE/RHETORIC (9)
MEDIA STUDIES (8)
POLITICAL SCIENCE (8)
ANTHROPOLOGY (7)
ART/ART HISTORY (5)
PERFORMANCE STUDIES (5)
HISTORY (4)
ASIAN STUDIES (4)
PHILOSOPHY (4)
AFRICAN AMERICAN STUDIES (3)
LATIN AMERICAN STUDIES (2)
ARCHITECTURE (2)
LAW (2)

AMERICAN STUDIES, MIDDLE EAST STUDIES, STS, RELIGION, EDUCATION (1)
The Books

76 Authors/Editors
- Assistant (25)
- Associate (20)
- Full (29)
- Adjunct (1)
- Other (1)
# The Books

<table>
<thead>
<tr>
<th>PUBLISHER</th>
<th># TOME BOOKS</th>
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<tbody>
<tr>
<td>Duke</td>
<td>23</td>
</tr>
<tr>
<td>Cornell</td>
<td>12</td>
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<tr>
<td>Minnesota</td>
<td>10</td>
</tr>
<tr>
<td>Michigan</td>
<td>8</td>
</tr>
<tr>
<td>California</td>
<td>6</td>
</tr>
<tr>
<td>Northwestern</td>
<td>5</td>
</tr>
<tr>
<td>Ohio State</td>
<td>4</td>
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<tr>
<td>Indiana</td>
<td>3</td>
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<tr>
<td>MIT</td>
<td>3</td>
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<td>Washington</td>
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## The Books

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<tr>
<th>PUBLISHER</th>
<th>#</th>
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<td>Duke</td>
<td>23</td>
<td>($345,000)</td>
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<tr>
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<td>12</td>
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<tr>
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<td>($150,000)</td>
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<tr>
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<td>California</td>
<td>6</td>
<td>($90,000)</td>
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<td>Northwestern</td>
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<td>($75,000)</td>
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<tr>
<td>Ohio State</td>
<td>4</td>
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<td>MIT</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>
Usage
The first 25 TOME books*

A Colonial Affair (Cornell)
Ontological Terror (Duke)
Gaming the Stage (Michigan)
Revolutionary Bodies (California)
Passing to América (Penn State)
Japanese Settler Colonialism (Cambridge)
Respawn (Duke)
Molecular Feminisms (Washington)
Toward A Living Architecture (Minnesota)
Alegal (Fordham)
The Race of Sound (Duke)
The Divo and the Duce (California)
The Mathematical Imagination (Fordham)
Post-Digital Rhetoric and the New Aesthetic (Ohio State)
The News at the Ends of the Earth (Duke)
Creating the Intellectual (California)
Usage

The first 25 TOME books*

*Books published between March 2018 and September 2019
Usage
The first 25 TOME books

*Books published between March 2018 and September 2019
# Engagement Indicators

<table>
<thead>
<tr>
<th>TITLE</th>
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<th>DM</th>
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</thead>
<tbody>
<tr>
<td>Gaming the Stage (Michigan, 2018)</td>
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<tr>
<td>The News at the Ends of the Earth (Duke, 2019)</td>
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<td>Japanese Settler Colonialism (Cambridge, 2019)</td>
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<td>State of Empowerment (Michigan, 2020)</td>
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<tr>
<td>The Divo and the Duce (California, 2019)</td>
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<tr>
<td>Intimate Disconnections (Chicago, 2020)</td>
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<td>War, Memory, and National Identity (CUP, 12)</td>
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<td>0</td>
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<tr>
<td>A Colonial Affair (Cornell, 2017)</td>
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<tr>
<td>Passing to America (Penn State, 2019)</td>
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</tr>
</tbody>
</table>

AM = Altmetric, DM = Dimensions citations as of 10/20/20

“It’s not the number that matter, drill down into the stories”

The Story

- Twitter attention in East Asia
- Interdisciplinary citation pattern
- Enriching English-language bios of artists
Promoting Engagement

Successful strategies

• Encourage authors to link to a unique identifier (DOI best, ISBN OK) when sharing news of their books -- ensures mentions get picked up

• Remind authors to click on the TOME Referetory Altmetric donut to build on successful engagement so far

• Conduct Wikipedia Edit-a-Thons to include TOME books; tracking Wikipedia mentions is a new strength of Altmetric

• Encourage authors to share with the Open Syllabus Project to inform adoption of open books: http://blog.opensyllabus.org/share-syllabi/

• Suggest new attention sources (e.g., a book review) that Altmetric should track: https://www.altmetric.com/about-our-data/our-sources/

“10 Clever Tips for promoting your research online” (Altmetric 2020) https://doi.org/10.6084/m9.figshare.12236318.v1
“Both OA books and chapters have significantly higher use on social networks, higher coverage in the mass media and blogs, and evidence of higher rates of social impact in policy documents.”

TOME Snapshot

A COLONIAL AFFAIR by Danna Agmon
Cornell University Press
Published March 2018

Stats for OA edition*

1,386 Book downloads
   • 667 Kindle
   • 272 VTechWorks (institutional repository)
   • 365 Publisher website
   • 82 TOME Referetory

615 Chapter views/downloads
   • 373 JSTOR
   • 242 MUSE
   • Accessed from 38 countries (78 different institutions)

*Figures thru 3/1/2020
TOME Snapshot

A COLONIAL AFFAIR by Danna Agmon
Cornell University Press
Published March 2018

Impact of OA edition on print sales
237—Lifetime sales A Colonial Affair
281—Avg sales European history cloth titles
MOLECULAR FEMINISMS by Deboleena Roy
University of Washington Press
Published November 2018

Stats for OA edition*
1,238 Book downloads
• 904 OpenEmory (institutional repository)
• 300 OAPEN
• 34 TOME Referetory

2,516 Chapter views/downloads
• 2,142 JSTOR
• 374 MUSE

*Figures thru 7/1/2020
MOLECULAR FEMINISMS by Deboleena Roy
University of Washington Press
Published November 2018

Impact of OA edition on print sales
  527—combined cloth/paper sales
  508—other books in same series
TOME Snapshot
International Usage

Accessed from over 59 countries
TOME Snapshot

REVOLUTIONARY BODIES by Emily Wilcox
University of California Press
Published October 2018

Stats for OA edition*

2,644 Book downloads
  • 905 UC Luminos site
  • 1,682 OAPEN
  • 57 TOME Referetary

2,516 Chapter views/downloads
  • 1,281 UC Luminos site
  • 4,885 JSTOR

329 Print Sales LTD

Revolutionary Bodies is one of six books that are both TOME & Luminos volumes

*Figures thru 7/1/2020
TOME Snapshot

Luminos Metrics

Viewing Metrics for Book:
Revolutionary Bodies
Chinese Dance and the Socialist Legacy
Emily Wilcox

424 VIEWS
Book Views: 424
Chapter Views: 0

2261 DOWNLOADS
Book Downloads: 930
Chapter Downloads: 1331
TOWARD A LIVING ARCHITECTURE? by Christina Cogdell
University of Minnesota Press
Published December 2018

Stats for OA edition*

644 Book downloads
- 94 eScholarship (UC repository)
- 550 TOME Referetory

2,715 Views on Manifold
- 515 Project views
- 2,200 Read-through views

311 Print Sales LTD

*Figures thru 7/1/2020
TOME “Referatory”

- 61 titles added
- New custom URL
- Better integration with openmonographs.org

https://books.openmonographs.org/
Gaming the Stage: Playable Media and the Rise of English Commercial Theater

Rich connections between gaming and theater stretch back to the 16th and 17th centuries, when England's first commercial theaters appeared right next door to gaming houses and blood-sport arenas. In the first book-length exploration of gaming in the early modern period, Gina Bloom shows that theaters succeeded in London's new entertainment marketplace largely because watching a play and playing a game were similar experiences. Audiences did not just see a play; they were encouraged to play the play, and knowledge of gaming helped them become better theatergoers. Examining dramas written for these theaters alongside evidence of analog games popular then and today, Bloom argues for games as theatrical media and theater as an interactive gaming technology.

Gaming the Stage also introduces a new archive for game studies: scenes of onstage gaming, which appear at climactic moments in dramatic literature. Bloom reveals plays to be systems of information for theater spectators: games of withholding, divulging, speculating, and wagering on knowledge. Her book breaks new ground through examinations of plays such as The Tempest, As You Like It, A Woman Killed with Kindness, and A Game at Chess; the histories of familiar games such as cards, backgammon, and chess; lesser familiar ones, like Game of the Goose; and even a mixed-reality theater videogame.

**FUNDING**
UNIVERSITY OF CALIFORNIA, DAVIS AS PART OF THE TOME INITIATIVE

**HISTORY**
- 05.07.2018 - Publication date
- 26.07.2018 - Posted date
- 08.08.2018 - First online date
- 31.03.2020 - Revision date

**REFERENCES**
- [https://www.ypoo.org/stable/id/ict3m593h](https://www.ypoo.org/stable/id/ict3m593h)
- [https://journals.jfu.edu/book/5601](https://journals.jfu.edu/book/5601)
- [http://www.informetap.com/content/book/0700472901001](http://www.informetap.com/content/book/0700472901001)
- [https://escholarship.org/uc/item/4rrs599v](https://escholarship.org/uc/item/4rrs599v)
- [https://www.fusionem.org/content/monograph/1831ck59v](https://www.fusionem.org/content/monograph/1831ck59v)

**PUBLICATION DATE**
2018

**ISBN (OPEN ACCESS)**
978-0-472-90990-1

**ISBN (PRINT - CLOTH)**
978-0-472-07381-8

**ISBN (PRINT - PAPER)**
978-0-472-00381-0

**ISBN (EBOOK FOR SALE)**
978-0-472-12391-9

- Provides a version for download
- Shows Altmetrics, downloads, citations
- Identifies publisher OA version record
- Shows publisher
- Acknowledges funder
- Discovery metadata about the book
- Relevant dates
- Includes list of various places versions of the work can be obtained and a clear license statement
- Provides a record of the various identifiers so Altmetric and Dimensions can track mentions of these
What we’re finding:

• OA drives engagement
  o The more platforms the better
• OA increases worldwide use
• No discernible impact on sales (yet)
What Comes Next

- More funding institutions
- Better metrics to demonstrate impact
- Best practices to promote works
- Plan for life after 5-year pilot
  - Make program scalable
  - OA book advocacy home for USA
2020-2021

Developing a Pilot Data Trust for Open Access Ebook Usage

Exploring Open Access eBook Usage (OAeBU)

This two-year project acts upon the recommendations that resulted from five years of planning, as documented within the “Exploring Open Access eBook Usage” white paper published by the Book Industry Study Group in 2019. Through December 2021, this pilot project will develop and test infrastructure, policy and governance models to support a diverse, global data trust for usage data on open access (OA) monographs. As an international cooperative managed by the community of stakeholders in scholarly communications and operating a secure data repository and member dashboards, this data trust will be designed to align with the priorities of authors and institutions while respecting emerging ethical norms in the use of metrics. More information about the project is available within the grant narrative and Data Management Plan.
Suggested Recent Reading


