What's in a Name? Self-Identifying as a Publisher or Host

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Research Question

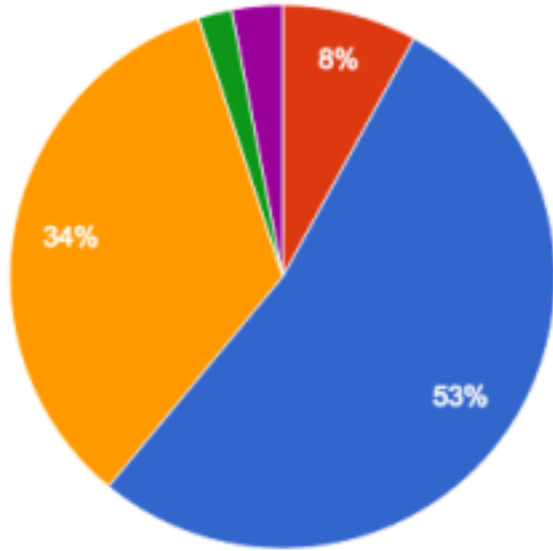Which factors influence library self-identification as publisher or host?

Is self-identification based on service offerings?

Methodology

Mixed methods
- Qualitative
  - Exploratory interviews
- Quantitative
  - Follow up survey

Sampling frame

Pie chart legend:
- Publisher & Host - 8%
- Host - 53%
- Publisher - 34%
- Repository - 2%
- Unclear - 3%

Type of service	Average # of staff FTE*	Average # of journals
Publisher	2.6	11.2
Host	2.3	7.4
Publisher & Host	4.03	7.8

*Average does not include student help

Initial observations from interviews

- Participants that had past experience with publishing were more comfortable calling themselves a publisher

- Emerging link between the administrative level of the director of operations and the likelihood of id'ing as publisher

- Emerging distinction b/w publishing and hosting, use of the term publisher tends to be flexible

- Publishers were more willing to carry greater liability although systematic use of formal MOUs was not observed

Services offered by LPC members

Functions performed by the library units (98 units in total)	EDITORIAL SUPPORT					COPY-EDITING					
	editorial consultations and support: business models, POD, copyright, accessibility	author copyright advisory	other author advisory	training	peer review management	copy-editing					
% of library units performing these functions	13	73	33	63	20	21					

Functions performed by the library units (98 units in total)	PRODUCTION SUPPORT (Note: all sites host content)										
	metadata	DOI assignment / allocation of identifiers	digitization	cataloging	graphic design (print or web)	open URL support	analytics	hosting of supplemental content	audio/video streaming	dataset management	typesetting / setup templates / XML conversion
% of library units performing these functions	82	41	73	63	38	21	57	58	59	29	20

Functions performed by the library units (98 units in total)	FULFILLMENT	MARKETING				OTHER SUPPORT		
	contract/license preparation	marketing	ISSN/ISBN registration	compiling indexes and/or TOCs	notification of A&I sources	budget preparation	software customization / development	digital preservation
% of library units performing these functions	23	37	38	9	15	6	1	96

*Based on 98 entries from the Library Publishing Coalition's 2014 Library Publishing Directory.

What's next?

- Further interviews

- Data analysis

- Follow up survey

https://selfidentify.wordpress.com/