AnthroBook Forum: A Prototype

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Book Reviews Matter

- Books still matter as form of scholarly communication
- Review is a widely accepted form of literary criticism
  - Briefly describes content
  - Offers opinion or an analysis of content, style, and merit
- AAA publishes book reviews
  - 18 journals (sometimes in contributing editor columns in *Anthropology News*)
  - In 2013 there were ~200 reviews
- Primary means to announce a new book to the scholarly community
- Libraries make purchasing decisions
- Positive reviews are seen as endorsements, included in CVs for review
Today’s Workflow

Publisher

Book review editor
Are We There Yet?

Book review editor
Problems with Current Workflow

- **Time**
  - 2013 AA
    - 75 reviews
    - 7 from 2012
    - Oldest: 2008

- **Expense**
  - RA cataloguing books
  - RA mailing out books
  - Lost books (17% yield)

- **Limited readership**
  - Journal readers only
  - Static artifact
Workflow of Prototype
Predicted Impacts

● Time
  — Quicker to review publication
  — Simultaneous with book publication

● Expanded viewership for reviews
  — Open access site
  — Commenting and social media
  — Functionalities

● Expense
  — Cost of mailing one complimentary copy to reviewer
  — Reduced labor to catalogue / store / ship books received
  — Websites but no typesetting costs

● Value Added for Publishers
  — Timely reviews translate to increased orders
  — Track outcomes from review copies sent
Hypotheses to Test

- Publishers will take part by uploading proofs and metadata
- Reputable peer reviewers will take part
- Suggested matches can be automatically generated
- Reviewer incentive - will accept complimentary copy AFTER submitting review
- Review publication accelerates to coincide with book / film / exhibition public appearance
- Society realizes modest revenues ("buy-it now" royalties)
- Awareness of new publications will increase by relocating reviews
Steps to get content

- Publishers (20 signed on; call open)
- Editor
- OJS site development
Work in progress

Connect OJS site to Word Press site  
Publish reviews  
Evaluate
Broader interest?

- Possibility of using system for any discipline
- Extend to manage other review types (films, exhibitions, other curated scholarly artifacts)
- Open Access and author pays
Thanks to:

- Alfred P Sloan Foundation
- Justin Shaffner, AnthroBooks Forum editor
- The Public Knowledge Project

### Participating Publishers (to date)

<table>
<thead>
<tr>
<th>Publisher</th>
<th>University Name</th>
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<tbody>
<tr>
<td>AltaMira/Rowman Littlefield</td>
<td>U Arizona Press</td>
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<tr>
<td>Berghahn Books</td>
<td>U California Press</td>
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<tr>
<td>Columbia U Press</td>
<td>U Chicago Press</td>
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<td>Rutgers U Press</td>
<td>U Toronto Press</td>
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<td>School of Advanced Rsrch Press</td>
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<tr>
<td>Temple U Press</td>
<td>U Press of Colorado</td>
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Background | Today's Workflow | Prototype | Partnerships
Questions?