

# E-Motion in Hybrid Publications

E-publications and their printed counterparts in the focus of publishers, library catalogues, search engines and users

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# Background

- Seminar at Berlin School of Library and Information Science: „Turning an idea into a book“
- Students learn the basic aspects of publishing
- The books are published electronically on the University's edoc server and as a real book

# Does it make sense to publish a printed and an Open Access version?

- Many publishers doesn't want to take a risk or demand printing costs
- Different positions, e.g.:
  - “It does not make any sense to publish a printed version when there is a free electronic counterpart available!”
  - “We could perhaps accept making a free electronic counterpart available one year later after the printed copies are sold.”
  - “We could consider producing one or two chapters of the book available free on the web, as a kind of sales promotion.”
- The students found a publisher for hybrid publications

# Who is interested in a printed version while the electronic version is freely available?

- The students wanted a printed version, because it is more convincing in the scholarly world
- Libraries buy the book for their users (e.g. library universities)
- Some People prefer to read a book instead of pages on a screen

# Printed Copies and Visited Websites

Publ. Oct. 2009	“Bibliotheken bauen und ausstatten”	Full text with final lay-out, no pictures, without source information	431 pp. 58.00 € copies 1100 sold 694 (Nov. 2011)	2009/11-2011/11 online access (average per month) max 8105 (337.71) min 155 (6.46)
Publ. Jan. 2011	„Bibliotheken heute! Best Practice in Bibliotheksbau und –ausstattung“	Full text , preprint lay-out, coloured pictures, with source information	318 pp. 48.00 € copies 1100 sold 494 (Nov. 2011)	2011/2-2011/10 online access (average per month) max 384 (42.64) min 107 (11.89)
Publ. June 2011	„Secondhand – aber exzellent! Bibliotheken bauen im Bestand“	Full text , preprint lay-out, black/white pictures, with source information	380 pp., 68.00 € copies 1100 sold 198 (Nov. 2011)	2011/10 online access max 22 (11) min 1 (1) (Oct. 2011)

# How do both versions find their users/readers?

- Announcements of new publications
- Online or in brochures of publishing companies
- Following reviews
- Library catalogues
- Electronic publications are often only found by chance

# Hybrid Publications in Catalogues

- No secure information about parallel published print monographs and their free available electronic counterpart
- Cataloguing rules like the German RAK or the Anglo-American AACR2r require two different bibliographic records
- Lot of hints to the same publication, belonging to the different cataloguer's decision how to organize the record's data
- German National Library: The print monograph's bibliographic record can be (not: must be!) completed with the information about the electronic counterpart

# Hybrid Publications and Search Engines

- The quality of the research belongs to the quality of the library catalogues
- Search engines normally do not lead to the title pages but directly to each of the single chapters of the publications  
→ We added some metadata to every chapter

**Preprint aus: „Secondhand“ – aber exzellent! Bibliotheken bauen im Bestand / Petra Hauke; Klaus Ulrich Werner (Hrsg.).** Mit einem Geleitw. von Dorothea Sommer, IFLA Library Buildings and Equipment Section. Bad Honnef: Bock + Herchen, 2011. 380 S., Abb. ISBN 978-3883472768. Online: <http://edoc.hu-berlin.de/secondhand/>.

# Conclusion

- Hybrid publications do make sense
- There is a huge demand for both printed and electronic versions
- For the publishing company a hybrid publication can be sales promotion
- Better systems for library catalogues and databases are needed

# References

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- Hauke, P., & Rumler, J. (2010). Open Access and the Changing Role of Libraries. Paper presented at the IFLA Information Technology Section Satellite Meeting in Gothenburg, Sweden 2010. <http://www.kb.se/aktuellt/utbildningar/2010/Open-Access-and-the-Changing-Role-of-Libraries/> (last rev. 2011/11/28).