

Jisc Institution as E-Textbook Publisher project

Technologies: Publishing

1. University of Nottingham

Technological specifications and user needs

The e-textbooks will be made available in multiple formats. This means that students and teachers will be able to choose where to engage along the functionality scale. At the low functionality end of the spectrum sit the plain text versions that will be suitable for many contexts, and at the other end is the multi-touch experience, offered by the iBook version. The commitment of the project team to follow a BYOD device principle will ensure that the e-textbooks meet the needs of multiple different user groups. In addition to this, the technical support officer will work closely with academic authors and student groups throughout the design process to ensure needs are met.

Reusability, accessibility, interoperability and durability

The e-textbooks will support multiple uses through multiple devices in multiple environments, including VLEs, by being reusable, accessible, interoperable and durable as described below.

Reusability

The e-textbooks will be provided in reusable formats, such as .Doc, HTML and plain text. The versions that are made available on Smashwords will be done so with no Digital Rights Management (DRM) applied. This means that when a user purchases the book, they own it and are able to re-use it across multiple contexts, as long as they do not infringe copyright legislation. Copyright will be maintained by the University of Nottingham and other third party rights holders as appropriate. *Corporate responsibility and sustainability in practice* will be offered using a paid for business model to some external audiences and there will therefore be limits on the level of re-editing and re-use allowed. However, the plain text version of this title and *Applied ethics* is being released under a Creative Commons BY-NC-SA licence, which allows the content to be fully re-usable and re-editable by the end user.

Accessibility

This will be achieved by creating and distributing a wide range of editable formats, including plain text and .Doc. This will allow users to manipulate text and background colour, text size, font style, remove or add images and functionality as appropriate and work with screen readers and other accessibility software options of the user's choice.

Interoperability

This will be made possible by offering multiple formats, which make it easy to integrate the e-textbooks across many platforms, including open source and proprietary institutional VLE's.

Durability

This will be achieved through the on-going management of the e-textbooks by both the business school, ICCRS and Open Nottingham team. Necessary revisions will be actioned in a timely manner

and there is an on-going commitment to maintaining the e-textbook post-project. This commitment is given with the caveat that the e-textbooks remain useful to Nottingham's registered students as demonstrated by the annual evaluation and/or that there remains commercial viability for *Corporate responsibility and sustainability in practice*.

(In Nottingham case study 2014, pages 10-11)

Applied Ethics

The Applied Ethics e-textbook was published using an open access business model, with the title being published under the Creative Commons Attribution, Non-Commercial, ShareAlike licence. This approach aligns with the University's established tradition publishing teaching and learning resources as Open Educational Resources. The Applied Ethics e-textbook was distributed through two main channels.

The Smashwords website and the Apple iBook store. It was also made available in multiple formats:

- ePUB
- iBook (.iba)
- mobi
- PDF
- RTFLRF
- PDP
- .text
- HTML

The Applied Ethics e-textbook can be viewed and downloaded for free at

<https://www.smashwords.com/books/view/587129>

Or can be downloaded for free on the Apple iBook store by searching for 'Applied Ethics' in the store.

(In University of Nottingham annual report 2016, page 4)

2. UCL

Distribution

We have a comprehensive distribution plan in place for all of our titles, which will cover both traditional and online methods.

In addition to featuring these titles on the UCL Press website in PDF format, these titles will also be featured on/uploaded to:

- JISC project website
- UCL Discovery (repository)
- UCL Press enhanced monograph platform
- Apple/Google app store

- OAPEN
- Internet Archive
- Unglue.it
- JSTOR (from Oct 2016)
- Ingenta Open (from late 2016)

We will be selling commercial versions of the book (through our distributor, NBN International) in hardback, paperback, epub and Kindle formats.

(In UCL annual report, year 2, 15/16 page 3)

The books will also be catalogued by librarians at UCL and thus accessible in Explore (UCL's online library catalogue). The books will also be listed on Moodle reading lists in UCL, and via reading lists @ UCL. Print copies (which are POD) will be distributed by NBN International. Titles will be distributed worldwide via Amazon in addition to other trade outlets and stores, served in the UK by a small team of freelance agents, who also cover the major library suppliers. Our work with OAPEN means that the metadata will be available for librarians via WorldCat and Europeana. In addition, we are currently working to bring UCL Press records to librarians via ExLibris. Uploading the titles to JSTOR's new open access area will also mean that the titles are more accessible and discoverable due to the popularity of this platform with students, lecturers and also alumni.

(In UCL annual report, year 2, 15/16 page 5)

The Plastic Surgery Textbook will publish in July '16. We will get paperback and hardback copies produced through our print-on-demand supplier. This form of printing allows us greater flexibility as printing is customer-driven. We avoid warehousing costs and risks of overprinting. Additionally the downloadable Open Access PDF will go live on UCL Discovery (and be accessible from our website). We will also have epub and Kindle editions and the Yudu app, which will feature the enhanced ebook. The book will also be hosted on our browser-based monograph platform. By making it available in all these formats we aim to reach the widest audience possible and offer users multiple reading/viewing options.

(In UCL annual report, year 2, 15/16 page 5)