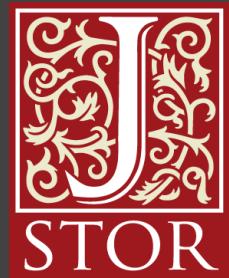


CNI 2016 – Fall Meeting



COLUMBIA UNIVERSITY LIBRARIES

BUILDING THE BETTER EBOOK AND BEYOND: DESIGN THINKING TO REIMAGINE THE MONOGRAPH



*Barbara Rockenbach
Alex Humphreys*

*Columbia Libraries
JSTOR Labs*

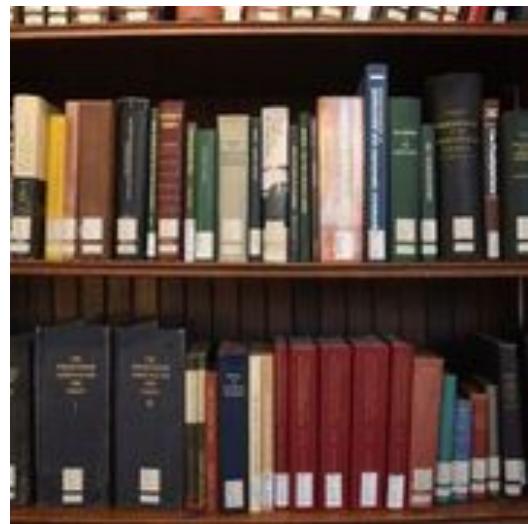
*@wilderbach
@abhumphreys*

13 December 2016

THE EBOOK QUESTION

COLUMBIA UNIVERSITY LIBRARIES

*2013-2015 E-Book Program
Development Librarian**



* [E-Book Program Development Study: Results & Recommendations](#)



LABS

JSTOR Labs works with partner publishers, libraries and labs to create tools for researchers, teachers and students that are immediately useful – and a little bit magical.

BETA Understanding Shakespeare

Enter the name of a play Go

Connecting digital texts from the Folger Shakespeare Library with articles on JSTOR.
Pick a play. Click a line. Instantly see articles on JSTOR that reference the line.

Browse: Comedies Tragedies Histories Romances

ALL'S WELL THAT ENDS WELL ANTONY AND CLEOPATRA AS YOU LIKE IT THE COMEDY OF ERRORS

CORIOLANUS CYMBELINE HAMLET HENRY IV, PART I

HENRY IV, PART II HENRY V HENRY VI, PART I HENRY VI, PART II

HENRY VI, PART III HENRY VIII JULIUS CAESAR KING JOHN

BETA Classroom Readings

With Classroom Readings, teachers can search JSTOR's trusted academic resources and quickly find reading assignments to share with students that are on topic and at their level.

QuickLists by Theme

Search

BETA Sustainability

Start your research here

JSTOR Sustainability is a digital library of academic research covering issues of environmental stress and human security.

TRENDING TOPIC OVERVIEWS

GREENHOUSE GASES A greenhouse gas (sometimes abbreviated GHG) is a gas in an atmosphere that absorbs and emits radiation within the atmospheric infrared range. [Read More](#)

NATURAL RESOURCES Natural resources occur naturally within environments that exist relatively undisturbed by humanity, in a natural form. [Read More](#)

CLIMATE CHANGE Climate change is a significant and lasting change in the statistical distribution of weather patterns over periods ranging from decades to millions of years. [Read More](#)

BIOSPHERE The biosphere is the global sum of all

WILDLIFE CONSERVATION Wildlife conservation is the practice of

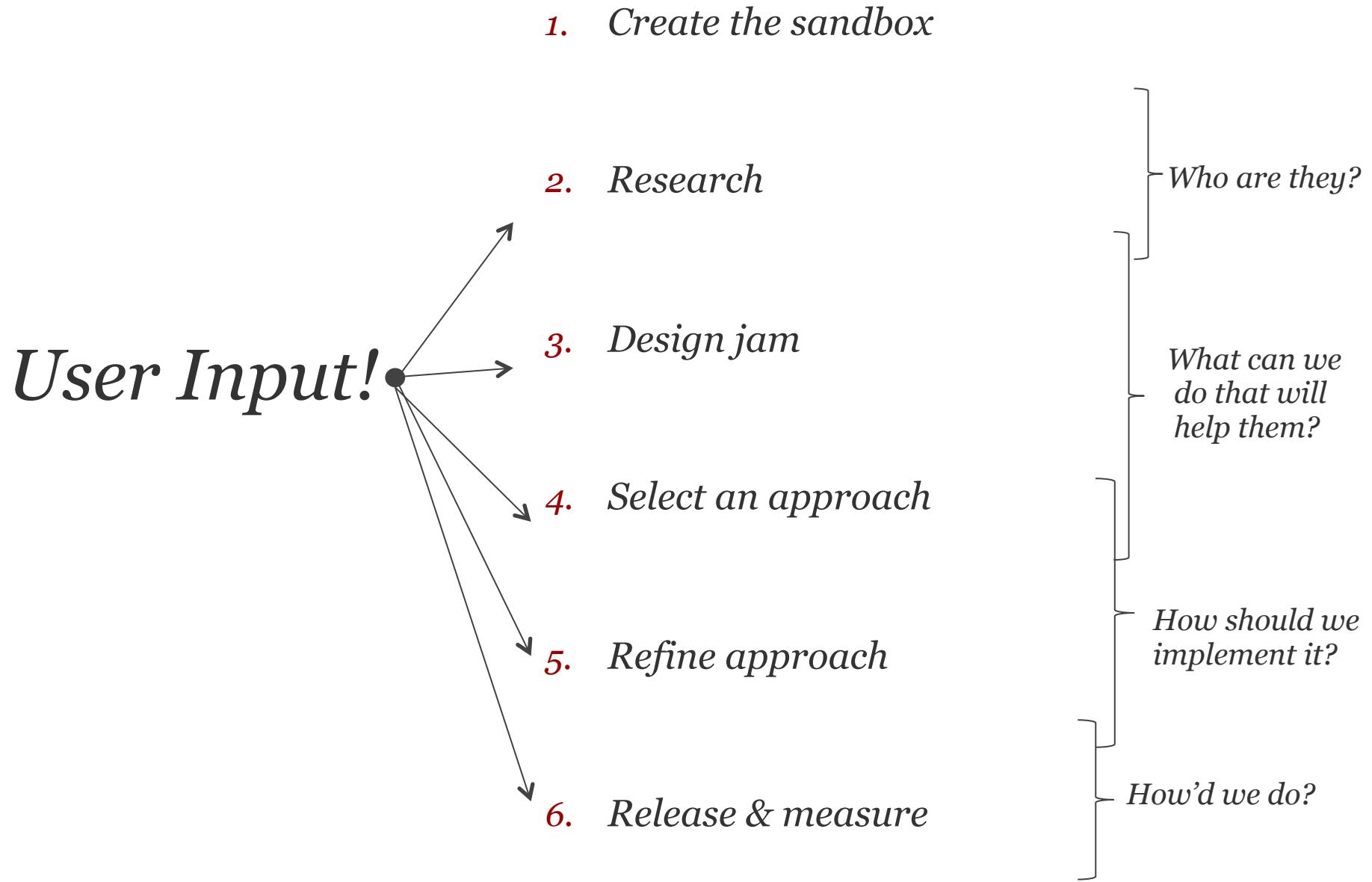
JSTOR Snap

Enter search here

OR

Search

WHAT WE LEARN, WHEN



REIMAGINING THE MONOGRAPH



labs.jstor.org/monograph



REIMAGINING THE MONOGRAPH

Can we improve the experience and value of the long-form scholarly argument?

Aug-Sep: User Research

Oct: Workshop

Nov: Build Prototype

Dec: Release

Reimagining the Monograph Workshop

Meeting goal:

The JSTOR Labs team is trying to understand whether there are new ways of presenting monographs online that would improve the experience and value of the long-form argument in a digital environment. Informed by user research conducted prior to the meeting, we will discuss how specific users currently use digital and print monographs, brainstorm and sketch possible new approaches to meet their needs, and assess which new approaches hold the greatest promise.

Final Outcome:

In the weeks after the meeting, the JSTOR Labs team will use an existing monograph to create a working prototype of one of these new online presentations. That prototype, as well as a summary of our discussion, will be made available after the meeting to the broader scholarly communications community.

OCT 13, 2016	10am - 4pm
DATE	TIME
Reimagining the Monograph	(WORKSHOP)
Butler Library - Room 523	(LOCATION)
TIME	TASK
10:00-10:30	Introductions
10:30-11:00	Group Exercise - Understanding the User
11:00-12:00	Presentation/Discussion of User Research
12:00-1:00	Lunch
1:00-3:00	Brainstorming (2x) - Sketch on your own - Share your ideas
3:00-4:00	Organize and prioritize our ideas

CLASS _____ ACC. _____

(LAST NAME OF AUTHOR) _____

(BOOK TITLE) _____

Columbia University
535 W 114th St
New York, NY 10027



LABS

WORKSHOP

Day-long workshop

Hosted at Columbia Libraries

Participants:

- *Amy Brand, Director, The MIT Press*
- *Robert Cartolano, Columbia University Libraries*
- *Seth Denbo, American Historical Association*
- *Kathleen Fitzpatrick, Modern Language Association*
- *Alex Gil Fuentes, Columbia University*
- *Laura Mandell, Texas A&M University*
- *Jason Portenoy, University of Washington*
- *Barbara Rockenbach, Columbia University Libraries*
- *Jevin West, University of Washington*
- *Robert Wolven, Columbia University Libraries*



TOPICGRAPH

*Understand at a glance the topics covered in a book.
Jump straight to pages about topics you're researching.*

labs.jstor.org/topicgraph

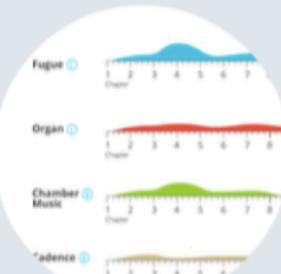


Topicgraph my document

ABOUT



A new research tool to help you explore scholarly books.



- ① Understand at a glance the topics covered in a book.



- ② Click to jump straight to pages about topics you're researching.



- ③ Read the book with terms related to your topic highlighted.

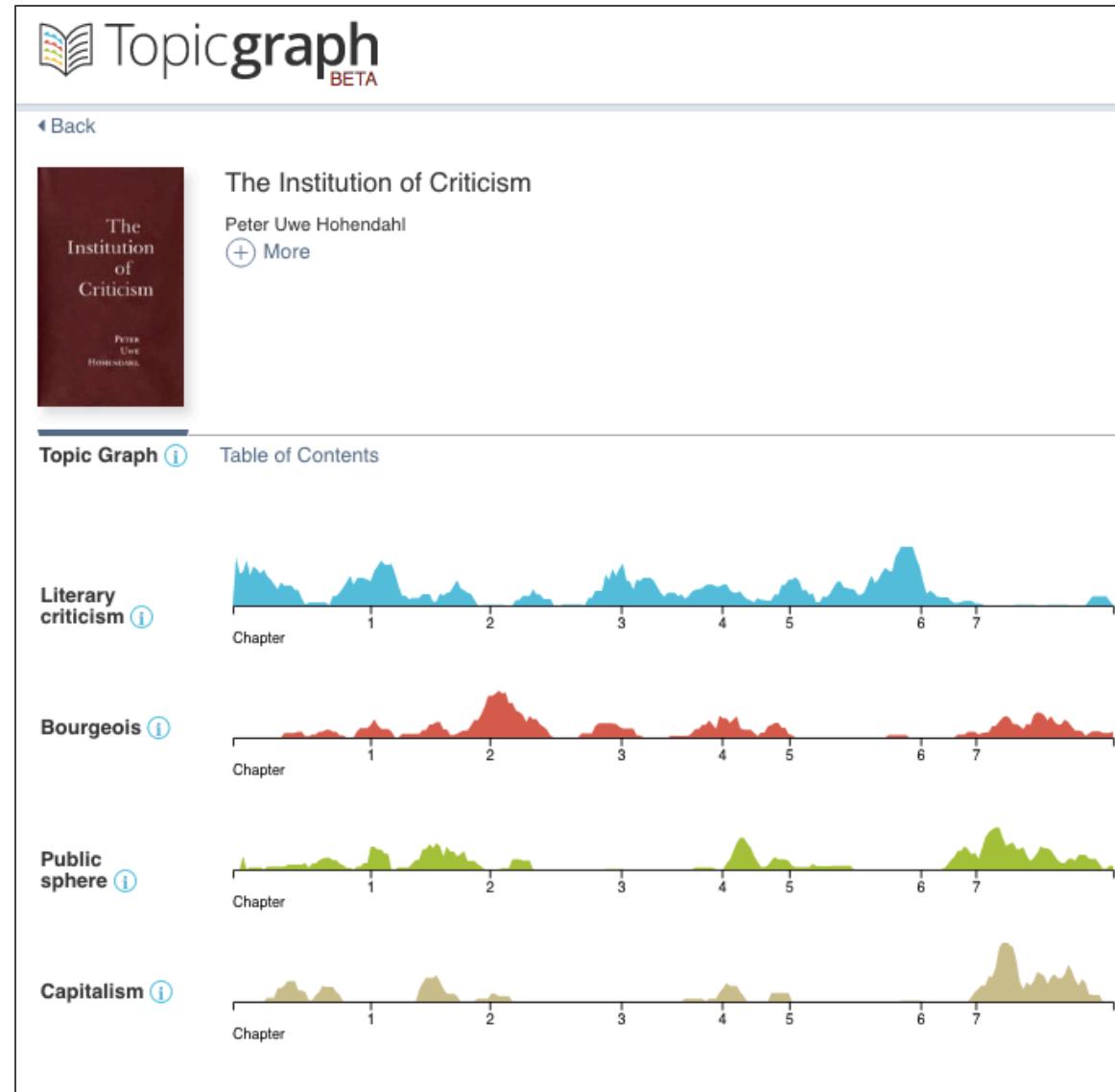
Browse open scholarly books

TOPICGRAPH: WHAT'S NEXT

Gather community and user feedback

Further develop and refine topic modeling approach

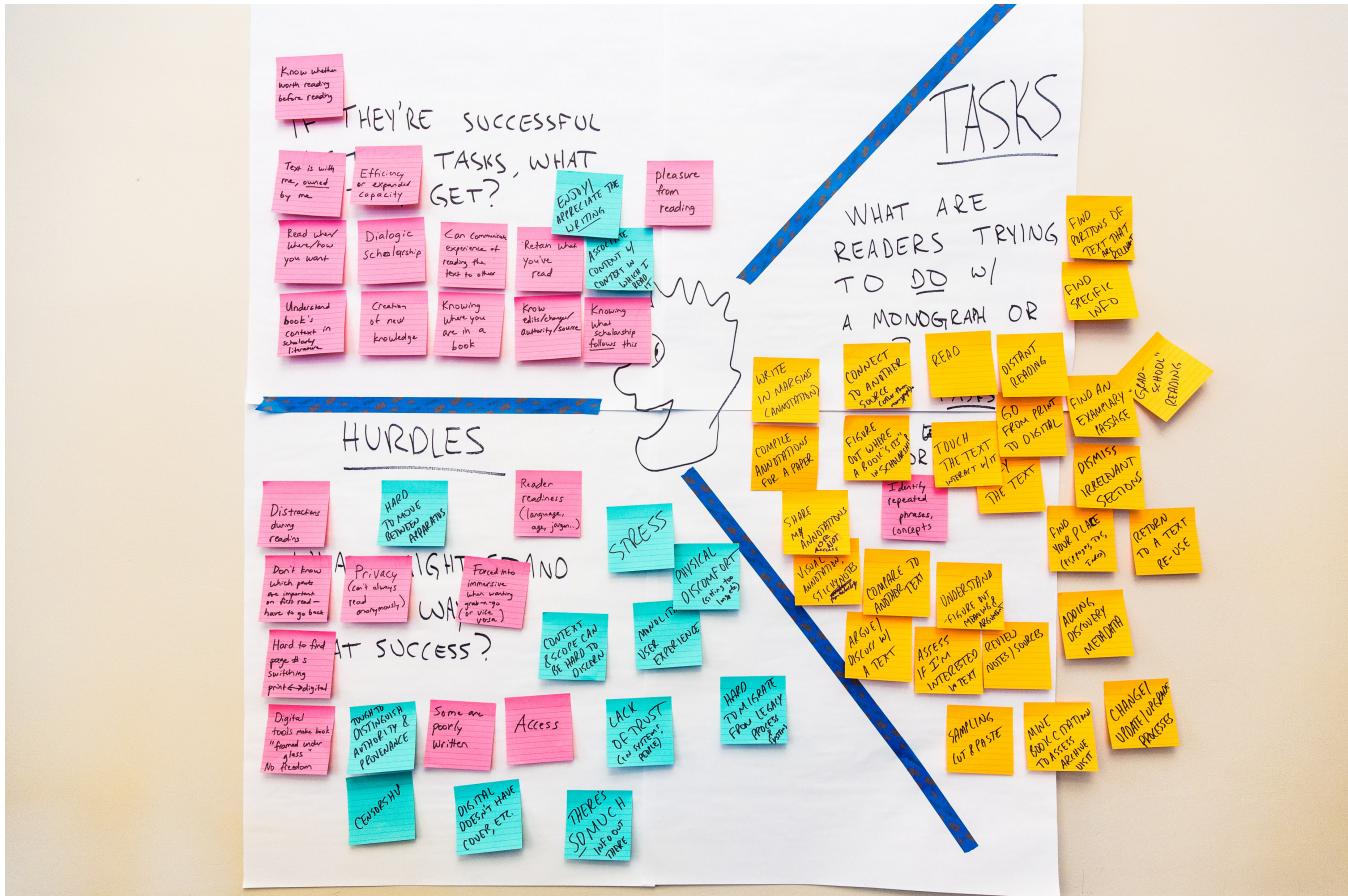
Explore incorporating this tool into platforms at point of evaluation



REIMAGINING THE DIGITAL MONOGRAPH: WHITE PAPER

*Describing the project, process and principles
Released as a draft for comment until Jan 31, 2017*

<http://labs.jstor.org/monograph>



(DRAFT) PRINCIPLES FOR THE REIMAGINED MONOGRAPH*

- 1. The importance of great writing is a given.*
- 2. The ideal digital monograph should allow different kinds of readers to navigate it in different ways.*
- 3. Readers should be given better tools to assess the content of scholarly books quickly and efficiently.*
- 4. Readers should be able to navigate more quickly to the portion of the book they are interested in.*
- 5. Readers should be given better capabilities for situating a book within the larger scholarly conversation.*
- 6. Readers should be able to ‘flip’ between sections of a digital monograph as easily as they can in a print book.*
- 7. In an ideal world, readers would be able to work simultaneously with both a print and digital edition.*
- 8. Books should be able to ‘travel’ easily from device to device.*
- 9. Readers should be able to interact with and mark up digital books.*
- 10. Readers should be able to interact with books in collaborative environments.*
- 11. Ideally, digital book collections and aggregations would offer serendipitous discovery —the “library stacks” effect.*
- 12. Digital scholarly book files should be open and flexible.*

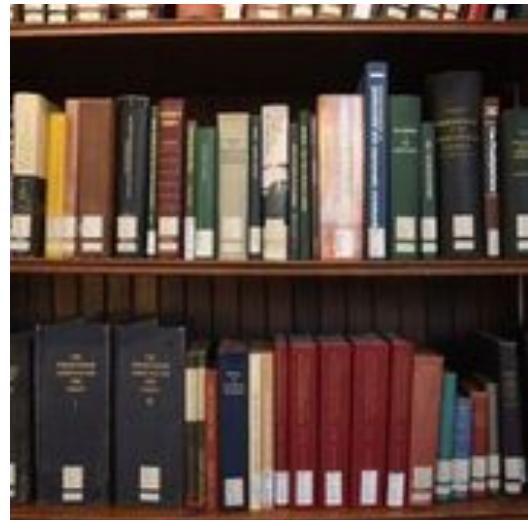
* See Reimagining the Monograph white paper for details (labs.jstor.org/monograph)

WE'RE JUST GETTING STARTED

COLUMBIA UNIVERSITY LIBRARIES



User engagement



Technology culture



* E-Book Program Development Study: Results & Recommendations



LABS

THANK YOU!

For more information:

web: labs.jstor.org

email: alex.humphreys@ithaka.org

twitter: @abhumphreys

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email: brockenbach@columbia.edu

twitter: @wilderbach