Building A Scholarly Publishing Infrastructure At The University of Michigan:

Challenges, Opportunities and First Moves
A brief history of publishing at the University of Michigan from the beginning of time to the present day

• 1858: UM publishes first book with university imprint (on asteroids)
• 1930: University of Michigan Press
• 1993: Mosaic Web Browser
• 1993-present: All hell breaks loose
• 2000: Scholarly Publishing Office of the University of Michigan Library
• 2004: Deep Blue (IR)
• 2009: Copyright Office
• March 2009: UM Press reports within Library
• late 2009: MPublishing; AUL for publishing hired
Moving from an industrial park
To a subdivision
To a cooperative

MPublishing

Copyright Office

Deep Blue

U-M Press

Scholarly Publishing Office

Text Creation Partnership
The challenges of community

- If you don’t mow your lawn, my property values will go down.
- We should spend money on the roads, not the landscaping.
- We should spend money on the landscaping, not the roads.
- Cooperative maintenance or hire an outside company?
The benefits of a shared infrastructure

• Scale
• Sharing of expertise on real world problems
• Opportunity to leverage existing workflow and business relationships
• Varieties of perspective and experience make for better strategy and planning
• More room on the margins for experimentation and innovation
What does MPublishing do?

- *Monograph publishing in print and electronic forms*
- Journal hosting and publishing
- Development of new publishing models: community portals and knowledge bases
- Permanent electronic archiving of faculty publications and related materials
- Publishing consultation and education
- Copyright consultation and education
- Rights advocacy for University of Michigan authors
- Reissuing materials from our collections and our faculty in new forms (reprints, electronic editions)
Monograph publishing in print and electronic forms

- Creating a production infrastructure for books and book-like things
- that capitalizes on our existing strengths
- and builds new tool sets
- and is responsive to the needs of our authors and readers
- at the lowest possible cost
Type 1: Print2Screen

- Converting print books to Web delivery
- First iteration of digitalculturebooks
- Books move through traditional UMP production process
- Final copy sent to printers and digital production at Library
My Life as a Night Elf Priest: An Anthropological Account of World of Warcraft
Bonnie Nardi

About the Book
World of Warcraft is currently the most popular online world game on the planet, with more than 12 million subscribers—officially making it an online community of gamers that has more inhabitants than the state of Ohio and is almost twice as populous as Scotland. It's a massively multiplayer online game, or MMO in gamer jargon, where each person controls a single character inside a virtual world, interacting with other player's characters and computer-controlled monsters, quest-givers, and merchants.

In My Life as a Night Elf Priest, Bonnie Nardi, a well-known ethnographer who has published extensively on how theories of what we do intersect with how we adopt and use technology, compiles more than three years of participatory research in Warcraft play and culture in the United States and China into this field study of player behavior and activity. She introduces us to her research strategy and the history, structure, and culture of Warcraft; argues for applying activity theory and theories of aesthetic experience to the study of gaming and play; and educates us on issues of gender, culture, and addiction as part of the play experience. Nardi paints a compelling portrait of what drives gamers online both in this country and in China, where she spent a month studying players in Internet cafés.

Bonnie Nardi has given us a fresh look not only at World of Warcraft but at the field of game studies as a whole. One of the first in-depth studies of a game that has become an icon of digital culture, My Life as a Night Elf Priest will capture the interest of both the gamer and the ethnographer.

About the Author

Bonnie Nardi
My Life as a Night Elf Priest: An Anthropological Account of World of Warcraft

Bonnie A. Nardi


For permissions inquiries, please contact digital-culture@umich.edu. The print version of this book is available for sale from the University of Michigan Press.

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Ellen Seiter and Mimi Ito, Series Editors

Acknowledgments

PART ONE Introduction to World of Warcraft

Prologue
experience aesthetic activity — that is, they will enjoy the actions necessary to play the game.

But again no experience is inherently aesthetic. Take character leveling. While most study participants reported that they enjoyed leveling characters, others did not. What was a pleasing aesthetic experience for some was irksome to others. Some players simply wished to reach the level cap in order to access high-level game content (which for them was aesthetic). They may have been in a hurry or they may have leveled other characters and found repeating the same quests uninteresting. Our free market economy readily obliged these players; they could purchase an account on eBay and other places on the Internet (see Lin and Sun 2007). Players sometimes sold their characters when they left the game, as a side business, or when they got tired of a particular character. One of the young players in my guild sold his well-equipped warrior for 900 dollars when he lost his job.

Exarch Nasuun

Maintaining the Sunwell Portal

We must maintain the energy to our portal or it will collapse. The mana cells that the ethereals at Bash'ir Landing have hidden will continue to serve our purposes. The landing sits atop the northwestern corner of the Blade's Edge Mountains, far to the north.
Type 1: Print2Screen

• Pros:
  – One workflow
  – No additional overhead or process redesign
  – Cheap

• Cons:
  – One-way flow
  – Loses opportunity for faster time to publication
  – Digital functionality is an after-thought
Type 2: The Book in Motion

- Adding functionality to the traditional, linear text
- Linking within, across and outside of texts
- Adding multimedia “illustration”
- Creating relationships to datasets of various types
- In development as part of UMP production process
- Well-established in HEB “frontlist” workflow
- Goal of XML first
"Citizen volunteers assisting the wounded on the field of battle."

Sketch by Alfred R. Waud. September 17, 1862, pencil and Chinese white on gray-brown paper, 9 1/2 x 12 3/8 inches. Prints and Photographs Division, Library of Congress.

"Carrying off the Wounded after the Battle."

The sculpted word: epicureanism and philosophical recruitment in ancient Greece

Bernard Frischer

Panoramic Photography

Please note: to view the following item at full size, click to expand the frame of the pop-up window in which it appears.

Panoramic photography 1. Sala dei Filosofi, Capitoline Museum,
Created by Ken Stuart. [view panoramic photo]
Type 2: The Book in Motion

• Pros:
  – Integrates well with established transmittal process
  – Moves digital planning upstream where it belongs
  – Teaches us to ask the right questions at the right time

• Cons/Challenges:
  – Education needs to move upstream too – production has to educate all the way back to the author
  – Additional level of engagement with author
  – Extra level of attention to permissions and materials preparation
Type 3: When A Book Is Not A Book
Type 3: When A Book Is Not A Book

• Web first, book second?
• Not only born digital but conceived digital
• Primary presentation may not be linear
Type 3: When A Book Is Not A Book: Questions and Lots of Them

• How do we evaluate appropriateness of investment?
• What sort of sustained engagement with author is required?
• Who does the data model?
• What’s the plan for long-term curation?
• What is the evaluation process at all phases?
• Will any of this be re-purposable?
• Is a book a requirement? What happens if it doesn’t appear?
What’s the goal again?

• A flexible and efficient collaborative publishing infrastructure
And what’s it going to take?

- Time
- Money
OK, what’s it going to take that we’ve got?

- Shared understanding of our publishing economies and varieties of costs
- Willingness to learn new roles
- Tolerance for ambiguity
- Real projects and lots of them
- Humbleness
- Arrogance
Questions?

Now?
  Just ask
Later?
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  @msbonn
  http://lib.umich.edu/mpublishing