

Exploring Open Access Book Usage

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Usage and engagement data is
the currency of
Open Access ebook publishing

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the currency of
~~Open Access~~ ebook publishing

What do we want to know about OA ebooks?

- That there was a lot of engagement
- That it reached a lot of people geographically
- That it was used more than a closed ebook



GAMING THE STAGE

**Playable
Media
and the Rise
of English
Commercial
Theater**

GINA BLOOM



Search Twitter



University of Michigan Press

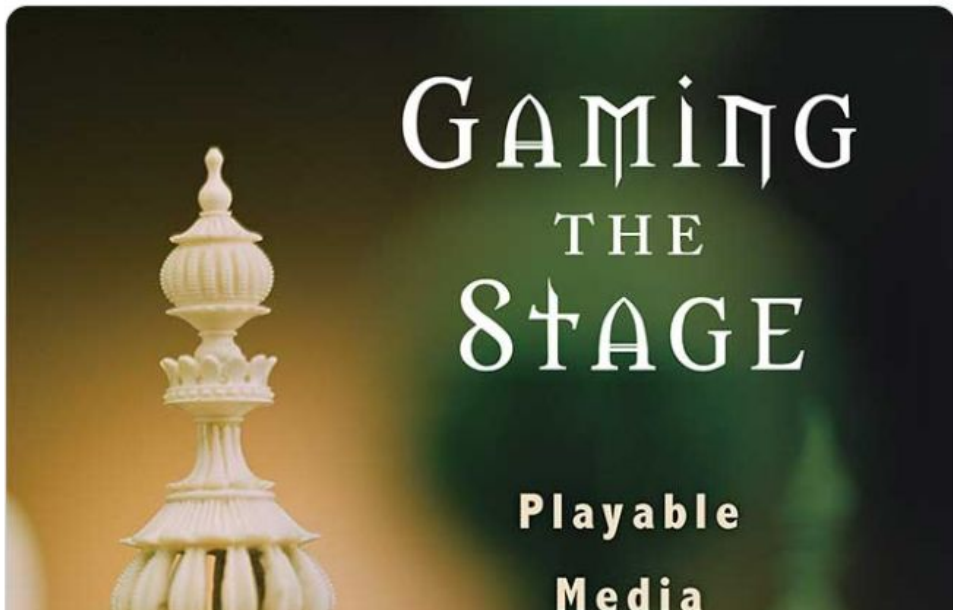
@UofMPress

Congratulations to [@GinaBloom5](#), whose 'Gaming the Stage' has been named Runner Up in [@ATHE2019](#)'s Outstanding Book Award competition!

Buy the book or read the OA edition here:

press.umich.edu/9831118/gaming...

[#ReadUP](#) [#OA](#)



GameCulturesSociety

@GameCulturesSoc

[@GinaBloom5](#)'s book Gaming the Stage: Playable Media & the Rise of English Commercial Theater, published by [@UofMPress](#), illuminates the intertwined histories of games and the early modern theater. Available in Open Access format! <https://t.co/837wWXR68G>

31 Jan 2019



New York Shakespeare

@NYShakespeare

RT [@GinaBloom5](#): Like how spectators become actors in the new Hamlet 360 (<https://t.co/y8jTDu21P9>) but still stand by my claim in GAMING THE...

31 Jan 2019



Gina Bloom

@GinaBloom5

Like how spectators become actors in the new Hamlet 360 (<https://t.co/y8jTDu21P9>) but still stand by my claim in GAMING THE STAGE (<https://t.co/PSVDt5QAdo>) that AR devices like [@Microsoft](#) [@KinectWindows](#) can do much more for theater than can VR. #bringback

30 Jan 2019



cmrn knzlmn

@ckunzelman

RT [@WarrenIsDead](#): [@ckunzelman](#) "But Michael," you say, "I haven't even read the book!" Well luck you, I say, because it's Open Access here:...

18 Jan 2019

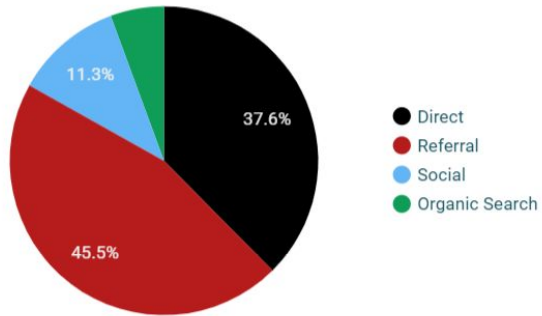
U-M Press E-Book Collection

May 15, 2019 - Jun 13, 2019

Website Analytics Summary

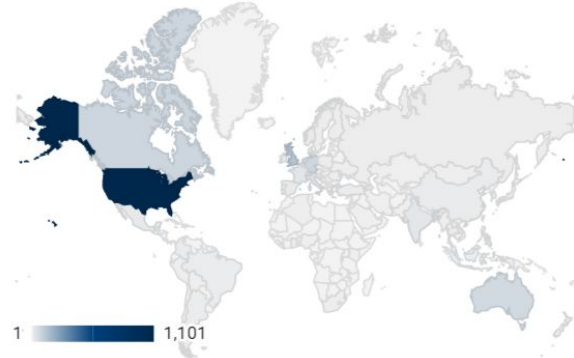
Unique Pageviews **3,349** ↑ 2,242.0%
 Sessions **1,961** ↓ -43.8%
 Users **1,362** ↓ -41.8%

Which sources are driving engagement?



Source	Sessions
1. (direct)	793
2. press.umich.edu	318

Where are users coming from?



Country	Users
1. United States	707
2. United Kingdom	97
3. Germany	66
4. Canada	63

Google Data Studio

SUMMARY

Twitter Facebook

Title Gaming the Stage
Published by figshare, January 2018
DOI 10.3998/mpub.9831118
ISBNs 978-0-472-07381-8, 978-0-472-05381-0, 978-0-472-12391-9, 978-0-472-90108-1
Authors Gina Bloom, Bloom, Gina
Abstract Rich connections between gaming and theater stretch back to the 16th and 17th centuries, when... [show]

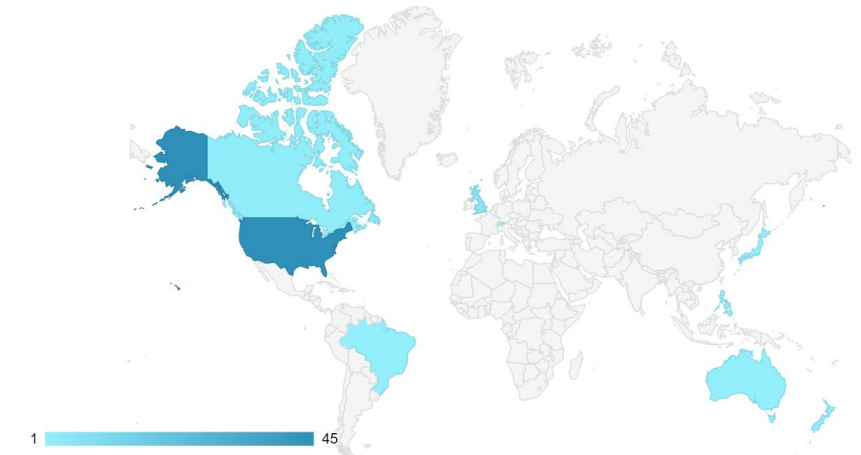
View on publisher site

Alert me about new mentions

TWITTER DEMOGRAPHICS

ATTENTION SCORE IN CONTEXT

The data shown below were collected from the profiles of 81 tweeters who shared this research output. [Click here to find out more about how the information was compiled.](#)



Geographical breakdown

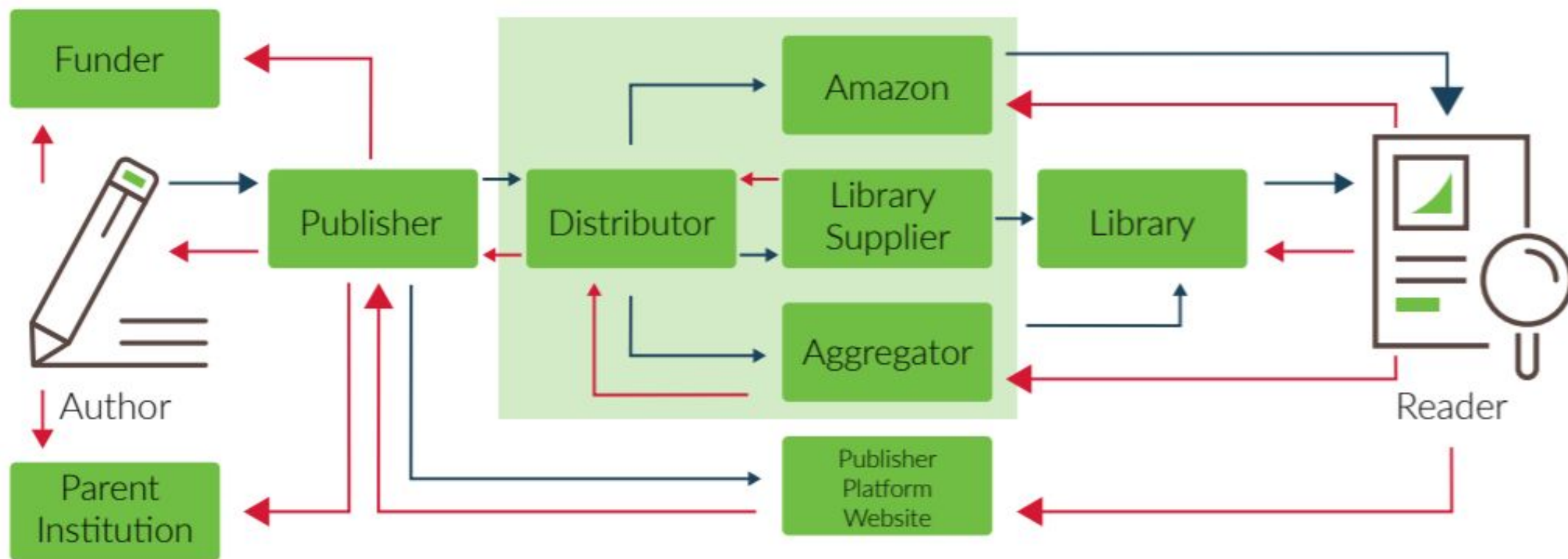
Country	Count	As %
United States	45	56%
United Kingdom	5	6%
New Zealand	2	2%
Canada	2	2%
Australia	1	1%
Brazil	1	1%
Switzerland	1	1%
Philippines	1	1%
Japan	1	1%
Other	0	0%
Unknown	22	27%

Demographic breakdown

Type	Count	As %
Members of the public	48	59%
Scientists	22	27%
Science communicators (journalists, bloggers, editors)	11	14%

Simplified Ebook Supply Chain for Monographs

→ Bibliographic Data
← Usage/engagement Data



All of the intermediaries in the shaded box take a share of the price of the work in the supply chain

Gaming the Stage: Playable Media and the Rise of English Commercial Theater

University of Michigan Press

Title usage data report from 2018-05 until 2019-05

2018-01

Usage by Time

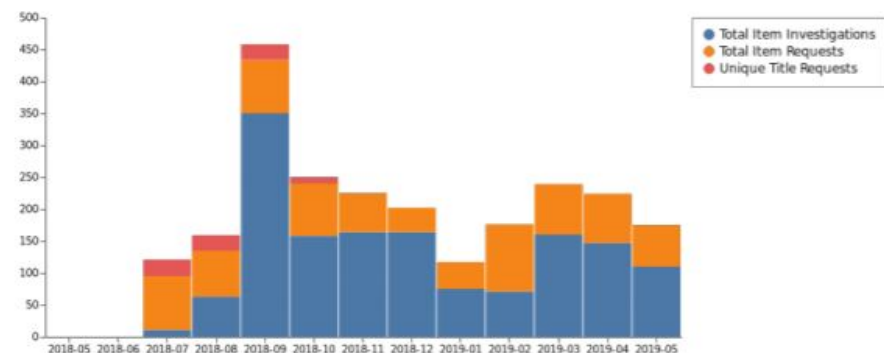
First OA Usage
Month

2346

All Time Usages

1473

All Time
Investigations



Usage by Country

873

All Time
Requests

64

of Unique
Countries All
Time

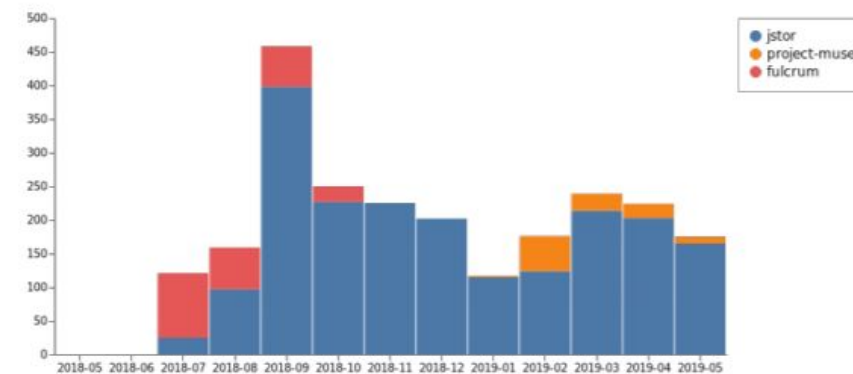
Europe	North America	South America	Asia
United Kingdom 212	United States 722	Colombia 7	China 477
Germany 37	Canada 87	Brazil 5	India 53
France 26	Mexico 16	Ecuador 3	Indonesia 25
Oceania	Africa		
Australia 25	South Africa 21		
Papua New Guinea 1	Mauritius 5		
	Egypt 3		

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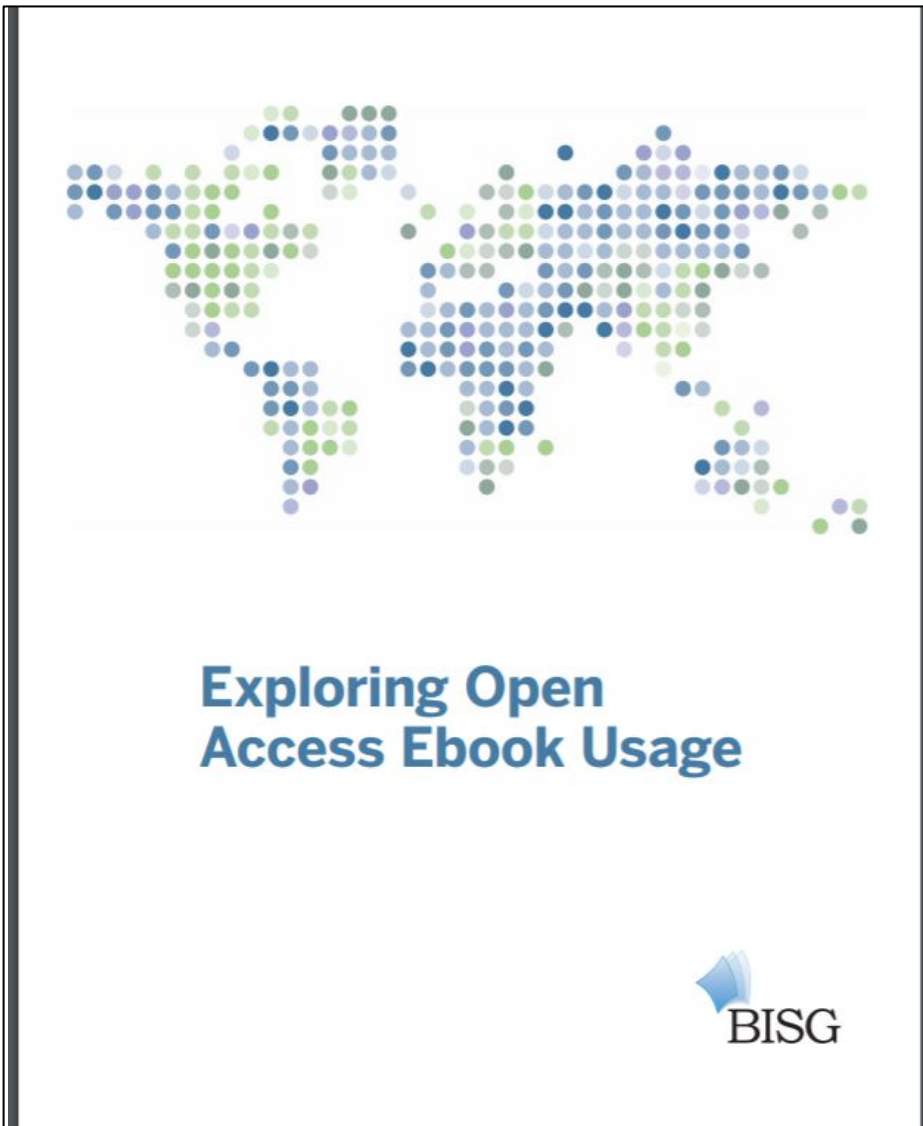
Title usage data report from 2018-05 until 2019-05

Usage by Platform



Usage by Metric / Platform

Total Item Investigations	Total Item Requests	Unique Title Requests
jstor 1473	jstor 522	fulcrum 84
	fulcrum 157	
	project-muse 110	



Available on Humanities Commons

<http://dx.doi.org/10.17613/8rty-5628>



Available on FigShare

<https://doi.org/10.6084/m9.figshare.8197625.v4>