

# Encouraging author engagement: Essential tips for book publishers

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# Background



## Some assumptions I/we made











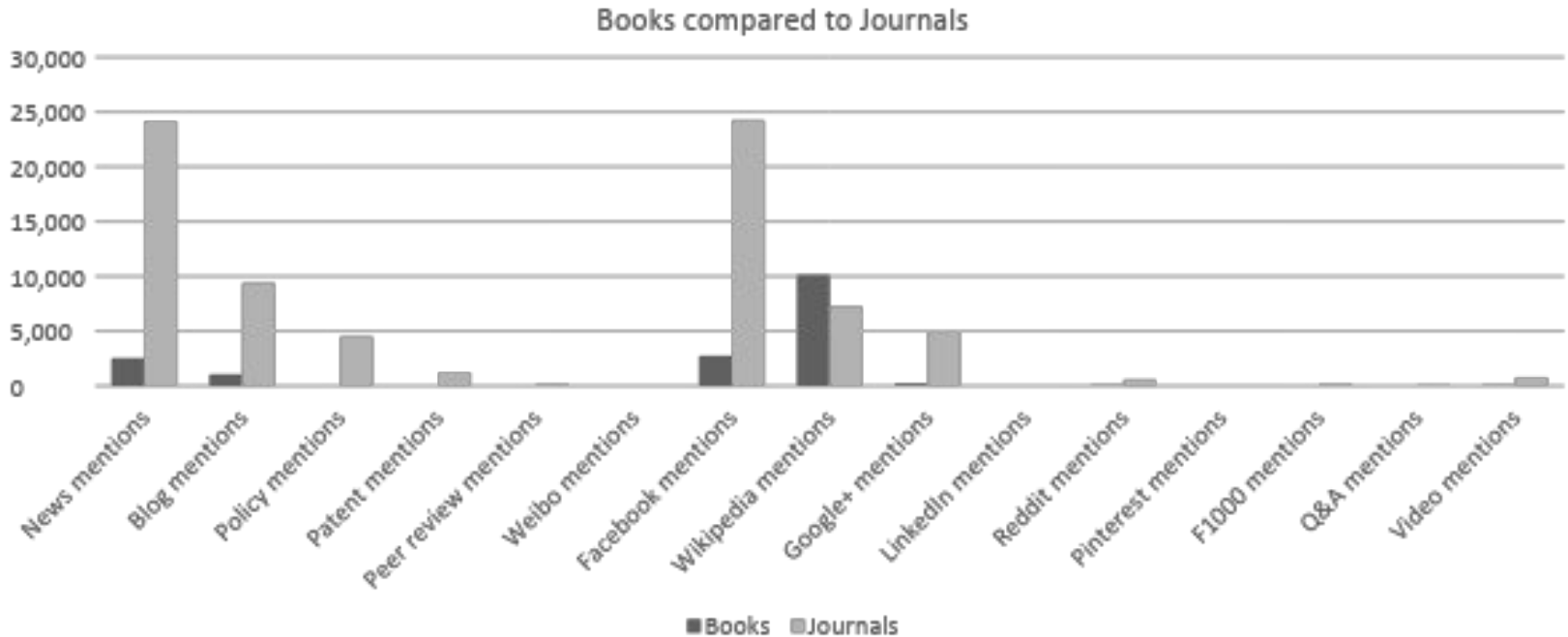








# 2017 - Altmetric Attention





**What did we find?**



What are the three most important things you look for in a book publisher?	
Answer Options	Response Count
Good author care (e.g. support, guidance and prompt responses to queries)	1912
Reputation and prestige	2190
Speed of publication	564
Price of books	609
Global reach (including international distribution and marketing)	1557
Marketing activity and support	1616
Peer reviewing and product development activity	653
Quality design and production values	1294
Cutting edge approaches (e.g. to digital publishing, open access, discoverability)	244
Citation indexing (enabling citations of your book to be tracked)	294
Access to impact metrics, including citation indices and Altmetrics scores (which track the attention your book receives online, e.g. on social media and blogs)	106
Other (please specify)	124





# Some author questions

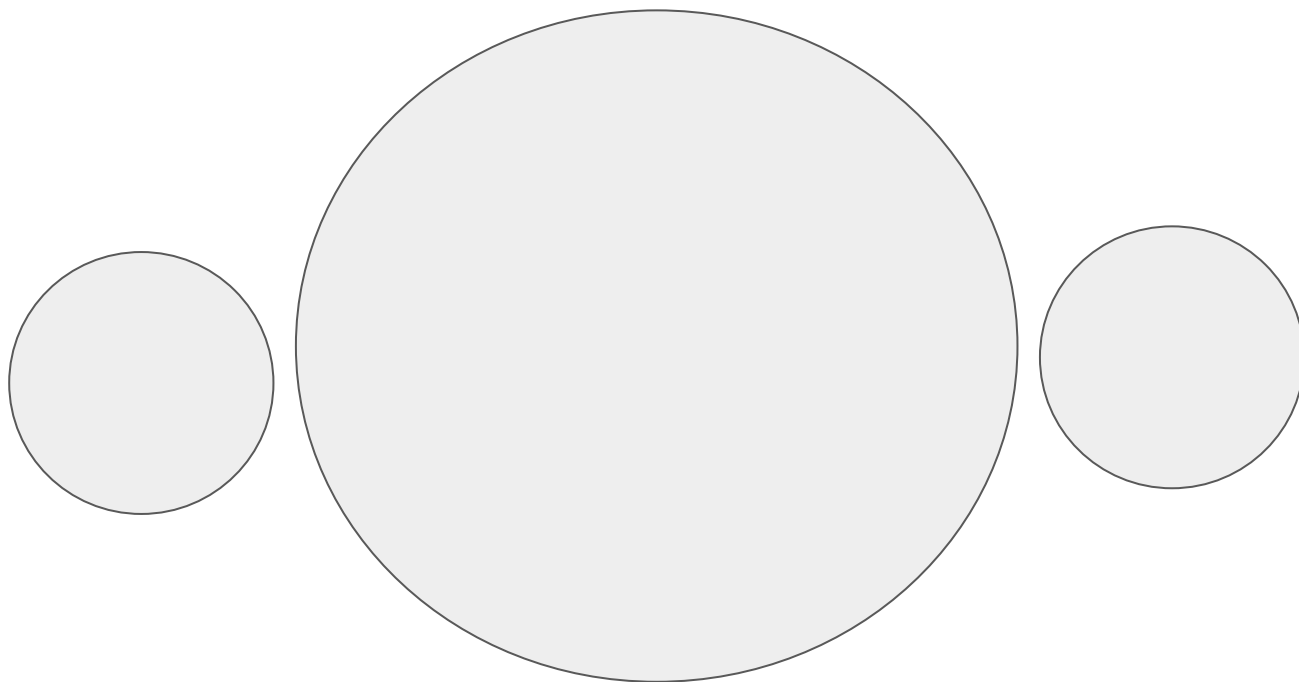
- Why doesn't my monograph have an Impact Factor?
- Why isn't my text book in Web of Science?
- What do you mean my book has only been cited once?
- Why is my private facebook post on altmetric?





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# What does work







Assuming that books authors will be aware of altmetrics from others doesn't work

Developing engagement with altmetrics for books requires support & education.

Once the concept and data shows to authors, they see the value. Especially in regions with an 'impact agenda'

Don't assume that authors are going to love more data, especially if the score isn't great.



# Tips

- Don't assume what works for journals will work for books
- Accept there is less data, but it is still valuable
- There is a large education peice required,
  - But authors can quickly see value - particularly UK authors
- Some authors will never engage, focus on the undecided not the skeptics
- Drip-feed, don't deluge



Altmetric data provides evidence to demonstrate publisher value.  
This helps with retention