Innovation, E-Books, and the Archaeology of the Americas Digital Monograph Initiative

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DRM alienates customers

Flexibility is essential

You can’t go it alone: partnerships are critical in electronic publishing initiatives
The Archaeology of the Americas
Digital Monograph Initiative

A collaborative venture of:
- University Press of Colorado
- Texas A&M University Press
- University of Alabama Press
- University of Arizona Press
- University Press of Florida
- University of Utah Press
What did AADMI initially propose to do?

Welcome to AADMI

Who We Are …

The Archaeology of the Americas Digital Monograph Initiative (AADMI) is a collaborative project funded by the Andrew W. Mellon Foundation. Its goal is to develop and publish a new generation of peer-reviewed monographs that will incorporate—in a stable online environment—enhanced data sets that support scholarly analyses and interpretation. Enhanced data sets may include data collection sheets, databases, digital still and moving image files (such as color GIS maps, 3-D laser scans, rotatable objects, and video clips) and supplementary text. AADMI will initially focus on book-length works authored or edited by junior scholars in the field of New World archaeology.

AADMI publications shall be available on a digital delivery platform that permits, within reasonable limits, the search, display, updating, analysis, and downloading of digital monographs and their associated data sets. AADMI is intended to capitalize on the growing movement among individual and institutional buyers towards e-book acquisition and the inherent advantages of Web-enabled dissemination, analysis and collaboration. AADMI will facilitate partnerships with other digital initiatives to optimize the effectiveness and impact of its projects. Finally, AADMI envisions the production of enhanced monographs as a true instance of multiphase design and delivery, with print and digital editions appearing concurrently.

The Archaeology of the Americas Digital Monograph Initiative (AADMI) wishes to thank the generous support of the Andrew W. Mellon Foundation, which has provided funding for the planning phase of this project.
The Problem of the Underpants Gnomes

Phase 1: Collect underpants
Phase 2: ?
Phase 3: Profit
The Problem of the Underpants Gnomes

- Collect Underpants = Research phase

- What AADMI is = ?

- Profit = Sustainable enhanced monograph program
The underpants we’ve collected:

- Archaeologists—both as producers and users of content—are eager to see this developed.
- We are going to have to set strict parameters regarding enhancements and how they are incorporated.
- Senior scholars are going to have to lead the way, not junior scholars.
More underpants that we’ve collected:

- Access: people want their cake, ice cream, pie, etc., and they want to eat it all too
- Datasets are a problem
- Need to keep the focus on synthesis and interpretation (monograph is a problematic term in archaeology)
- A lot has changed since we originally wrote our grant proposal to Mellon
The monkey wrench, or Phase 2 = ?

- Channel proliferation since June 2008 when we wrote our original proposal:
  - Success of Kindle and its impact on e-book market
  - Proliferation of e-book vendors (conversion as well as sales vendors)
  - Launch of iPad
- Sales & marketing innovation for e-book collections (University Press E-book Consortium)
The monkey wrench, or, Phase 2 = ?

- Display innovation has happened since June 2008 when we wrote our original proposal:
  - iPad multi-media apps (*The Elements*)
  - *Journal of the Society of Architectural Historians* has come up with an elegant solution for handling multi-media components online (Current Scholarship collaboration between California & JSTOR)
The nature of AADMI’s innovation

- Where we started: technical innovation for displaying (& selling) enhanced content
- Where we are now: business innovation for collaborating to achieve economies of scale in creating enhanced content
Our business innovation

- Collaborating to develop and maintain a:
  - channel agnostic
  - XML-first (or XML-early)

production workflow that presses can publish into
What we envision

- AADMI as a pilot project in collaborative XML workflow between presses
- Scalable beyond the original six presses
- Scalable beyond New World archaeology
- XML workflow scalable to other disciplines, if pilot succeeds
The Problem of the Underpants Gnomes