The University Press in Africa

An African Minds Research Project

François van Schalkwyk
University Press Redux Conference 2018
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Introduction

• “African University Press in a Digital Age: Practices and Opportunities” was a two-year research project supported by Carnegie Corporation of New York

• **Overarching question**: How are African university presses positioning themselves in relation to new global opportunities and challenges?

• Four studies:
  1. Baseline survey: Landscape
  2. Case studies: Institutional setting
  3. Publishing choices of academics
  4. Responsiveness of presses and libraries
Context A growing market (8 universities in Africa)

Student enrolments and academic staff: 2001–2015

- Students (head counts)
- Academic staff (head counts)

Country: Botswana, Cape Town, Dar es Salaam, Eduardo Mondlane, Ghana, Makerere, Mauritius, Nairobi*
Context: Increasing knowledge production in Africa

Source: Web of Science / Compiled by Beaudry & Mouton (2017) Young Scientists in Africa: Preliminary Results
Context International developments

• UK: 11 new university presses post-2007
  5 new presses 2015-2016
  “A new wave of university presses is emerging. Common characteristics are that they are open access (OA), digital first, library-based, and they often offer a smaller set of services than a traditional publisher, blurring the line between publisher and platform. In tandem, a small but notable number of academics and researchers have set up their own publishing initiatives.” (Adema & Stone 2017 Changing publishing ecologies: A landscape study of new university presses and academic-led publishing. JISC) (See also Lockett & Speicher 2016 New university presses in the UK. Learned Publishing 29: 320-329)

Landscape Number of African university presses

as at 4 September 2016 | excludes non-university academic university press | excludes university printing presses

<table>
<thead>
<tr>
<th>University Name</th>
<th>Country</th>
<th>Location</th>
<th>Website</th>
<th>Email</th>
<th>Facebook</th>
<th>Twitter</th>
<th>ISSN</th>
<th>Contact</th>
<th>Open Access</th>
<th>Open Repositories</th>
<th>Ebooks</th>
<th>Projects</th>
<th>Sponsors</th>
<th>Services</th>
<th>Links</th>
<th>Resources</th>
<th>Donations</th>
<th>Maps</th>
<th>Figures</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of the Witwatersrand Press</td>
<td>South Africa</td>
<td>Johannesburg</td>
<td><a href="http://www.witspress.ac.za">Website</a></td>
<td><a href="mailto:witspress@wits.ac.za">Email</a></td>
<td><a href="https://www.facebook.com/witspress">Facebook</a></td>
<td><a href="https://twitter.com/witspress">Twitter</a></td>
<td><a href="https://www.issn.org">ISSN</a></td>
<td><a href="mailto:witspress@wits.ac.za">Contact</a></td>
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<td><a href="https://www.witspress.ac.za/ebooks">Ebooks</a></td>
<td><a href="https://www.witspress.ac.za/projects">Projects</a></td>
<td><a href="https://www.witspress.ac.za/sponsors">Sponsors</a></td>
<td><a href="https://www.witspress.ac.za/services">Services</a></td>
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<td><a href="https://www.witspress.ac.za/donations">Donations</a></td>
<td><a href="https://www.witspress.ac.za/maps">Maps</a></td>
<td><a href="https://www.witspress.ac.za/figures">Figures</a></td>
</tr>
</tbody>
</table>

52
Landscape Last year of publication

2015 or earlier | no data for 27 university presses | excludes university printing presses

- **2010 or earlier**: 3 university presses
  - U of Jos Press
  - U of Port Harcourt Press
  - U of Manouba Press
  - Catholic U of Eastern Africa Press
  - U of Ouagadougou Press

- **2011**: 2 university presses
  - Cheikh Anta Diop U Press
  - U of Nairobi Press
  - U of Khartoum Press

- **2012**: 0 university presses

- **2013**: 4 university presses
  - Kwame Nkrumah U Press
  - Omar Bongo U Press
  - U of Ghana Press
  - Wollega U Press

- **2014**: 4 university presses
  - American U of Cairo Press
  - Mzuzu U Press
  - Pretoria U Law Press
  - U of Cape Town Press
  - U of KwaZulu-Natal Press
  - U of Namibia Press
  - U of South Africa Press
  - U of Witwatersrand Press

- **2015**: 7 university presses
  - American U of Cairo Press
  - Mzuzu U Press
  - Pretoria U Law Press
  - U of Cape Town Press
  - U of KwaZulu-Natal Press
  - U of Namibia Press
  - U of South Africa Press
  - U of Witwatersrand Press
Landscape Online presence

Website: 27
Own website: 9
Email address: 21

Website: 27
Google books: 37
Twitter: 7
Facebook: 10
4 African university presses have published some form of open access publication (usually journals)

36 African universities have signed the Berlin Declaration on OA

12 universities that have signed the Berlin Declaration are included in the African Minds database

48 university presses listed on DOAB (40 OA titles / publisher); none of them are from Africa
  - ANU Press 464 titles
  - Amsterdam UP 298
  - University of California Press 35
  - Manchester UP 139
Landscape Choice of book publisher: Makerere University

Figure 4.3: Location of book publishers by country (n = 33)

Figure 4.4: Monographs by publisher (n = 25)
Landscape

Conclusion

• Of the 52 university presses in Africa there is a small, active group of university presses.

• In most cases, they are not yet making use of technological advances to reconfigure their production, distribution and marketing processes, nor are they experimenting with new publishing models such as open access.
Institutional logics

  
  • Institutional logics changed from an editorial to a market focus (in the US).

  
  • Richard Prentice Ettinger and C.W. Gerstenberg as founders of Prentice-Hall: transposition of logics common in one institutional order to new contexts (in the case of P-H, from corporate finance, a publishing model that could generate working capital).
## Institutional logics 3 institutional logics in academic publishing

Source: Thornton PH & Ocasio W (1999, p. 809) | Additions and adaptations by authors

<table>
<thead>
<tr>
<th></th>
<th>Editorial logic</th>
<th>Market logic</th>
<th>Logic of the knowledge commons</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core logic(s)</strong></td>
<td>Family + Profession</td>
<td>Profession + Market</td>
<td>Profession + Community</td>
</tr>
<tr>
<td><strong>Characterisation</strong></td>
<td>Product-oriented</td>
<td>Market-oriented</td>
<td>Commons-oriented</td>
</tr>
<tr>
<td><strong>Economic system</strong></td>
<td>Personal capitalism</td>
<td>Market capitalism</td>
<td>Social capitalism</td>
</tr>
<tr>
<td><strong>Sources of identity</strong></td>
<td>Publishing as a profession</td>
<td>Publishing as a business</td>
<td>Publishing as collective social innovation</td>
</tr>
<tr>
<td><strong>Sources of legitimacy</strong></td>
<td>Personal reputation, Education value</td>
<td>Market position of the firm, Share value</td>
<td>Quality of the product, Use value</td>
</tr>
<tr>
<td><strong>Sources of authority</strong></td>
<td>Founder-editor, Personal networks, Private ownership</td>
<td>CEO, Corporate hierarchy, Public ownership</td>
<td>Expert peers, Peer-to-peer networks, Trusteeship of commons</td>
</tr>
<tr>
<td><strong>Basis of mission</strong></td>
<td>Build prestige of house, Increase sales</td>
<td>Build competitive position of corporation, Increase profits</td>
<td>Maintaining the commons, Collectively producing shared knowledge and value</td>
</tr>
<tr>
<td><strong>Basis of attention</strong></td>
<td>Author-editor networks</td>
<td>Resource competition</td>
<td>Value creation for common benefit</td>
</tr>
<tr>
<td><strong>Basis of strategy</strong></td>
<td>Organic growth, Build personal imprints</td>
<td>Acquisition growth, Build market channels</td>
<td>Commons-based peer production, Build ethical networks</td>
</tr>
<tr>
<td><strong>Logic of investment</strong></td>
<td>Private capital committed to firm</td>
<td>Finance capital committed to market return</td>
<td>Cultural capital committed to socio-economic development</td>
</tr>
<tr>
<td><strong>Governance mechanism</strong></td>
<td>Family ownership, Trade association</td>
<td>Market for corporate control</td>
<td>Peer cooperative / Trustees / Curators, Consensus judgement</td>
</tr>
<tr>
<td><strong>Institutional entrepreneurs</strong></td>
<td>Prentice Hall</td>
<td>Thompson</td>
<td>Amsterdam University Press</td>
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<tr>
<td><strong>Event sequencing</strong></td>
<td>Increased public funding to education; increased college enrolments; Wall St. announces good investment</td>
<td>Founding of boutique investment bankers; publishing finance newsletters; 1980s acquisitions wave</td>
<td>Development of new ICTs, globalisation, increase in accountability of public institutions; government/donor support for open access</td>
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</tbody>
</table>
**Institutional logics**

Findings: Is there a shift in the dominant institutional logic?

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<tbody>
<tr>
<td><strong>Addis Ababa</strong></td>
<td>X</td>
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<td></td>
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<tr>
<td><strong>Nairobi</strong></td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td><strong>Wits</strong></td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td><strong>Wollega</strong></td>
<td></td>
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<td>X</td>
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</tbody>
</table>
Institutional setting

• Predominant logic: editorial logic
• Exception is Wollega
• Wits UP caught between two logics and (post-study) beginning to experiment with open access
• In the case of Addis Ababa and Nairobi experimentation and use of new technologies and models is constrained by prevailing editorial institutional logics
Recommendations

• Presses
  • Set up a university press network
  • Emphasise the value proposition of the university press
  • Integrate budget for publishing into proposals

• Funders
  • Consider the scholarly publishing ecosystem when providing financial support to African universities

• Universities
  • Be clear about the function and value of a university press

• Funders and universities
  • Consider alternatives to the university press as the best-placed disseminator of knowledge
  • Support and focus on the core publishing processes
Publishing when it matters | Quando publicar é importante

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