

MIT Press - Developing new products

About the Company

MIT Press are one of the world's most prominent university presses and a leading publisher of science and engineering journals. Publishing 30 titles across arts and humanities, economics, international affairs, history, political science, science and technology, it was one of the first University presses to offer journals in electronic format and continue to adopt new technologies to support their scholarly mission and disseminate their content as widely as possible.



What did they want

The press was aiming to create a new range of ebooks to reach audiences in specific topic areas. They wanted the books to represent a landmark collection of the most influential and relevant research that they have published in each field, and were keen to repurpose some of their journal content to create them.

In order to do this, they needed to combine expert opinion and qualitative insights with quantitative data - including which of their articles were the most popular, which had the highest citations, and which had generated the most engagement when first published.



How did they achieve it?

By using the Altmetric Explorer MIT Press was able to gather altmetric data that helped them identify their most popular articles. This told them who and how many people were talking about their articles in online media outlets, blogs, Wikipedia and on social networks, as well as the number of people bookmarking their articles in Mendeley and recommending them in F1000. MIT Press then combined these insights with expert editorial opinion and other bibliometrics data, and proceeded to create collections of articles based on their conclusions, each one including 6 to 10 papers.

The outcome - BATCHES

The first run of three Batches took around 4 months to publish, and there are now 9 titles available to download. Each article included in the ebook is prefaced with an introduction that explains the impact the article had on the field of study. Usage and feedback on the collections to date has been really positive, and MIT press are continually expanding the series.

BATCHES BATCHES