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Author Information

# Oxford Scholarship Online

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to Oxford Scholarship Online  
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Delivered by  
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Scholarship Online

[www.oxfordscholarship.com](http://www.oxfordscholarship.com)

## Note from the publisher



### Dear OSO author

*Oxford Scholarship Online* (OSO) remains one of the flagship products in our online portfolio, reinvigorating research-level scholarship for an online environment, from backlist classics to the up-to-the-minute frontlist releases.

We would like to take this opportunity to thank you for allowing us to include your work in *Oxford Scholarship Online*. Re-launched in September 2011 with a new look and feel, and the publication of even more content and improved user functionality, we are excited to introduce new authors and customers to this essential resource.

Alongside the re-launch of OSO, we are pleased and proud to announce the launch of *University Press Scholarship Online*, which builds on the breadth and depth of the content already on offer, with new subdisciplines from African American History to Film Studies and Middle Eastern Studies. The launch of a newly flexible approach to modular purchasing at subdiscipline level increases the volume and range of content available to users, as well as the ways in which they can tailor their content acquisition.

The development of *Oxford Scholarship Online* underlines Oxford's commitment to the dissemination of scholarship, with improved discoverability and changes enabling flexible user journeys through an increased range of content. These features reflect the evolution of user requirements in a rapidly-shifting online environment, with more intuitive search tools, better linking to related content, and a range of options for sharing ideas and references with colleagues and others, through improved mechanisms for exporting and bookmarking citations and links. Meanwhile the optimization of content for mobile devices will enable our users to harness the aggregated power of this world-class scholarly content wherever they happen to be.

We are very keen to get your feedback on OSO, and are hoping that the new features, along with ideas in this packet, will provide some opportunities for you to further promote your own work within it. Please don't hesitate to be in touch with the marketing team or with your commissioning editor if you would like to share your thoughts or views.

Sincerely,

**Sophie Goldsworthy**  
**Editorial Director, Academic and Trade**  
**Oxford University Press**

# About Oxford Scholarship Online

Originally launched in 2003 with content in four subject areas, *Oxford Scholarship Online* has since grown considerably, both in terms of content and users: it now has thousands of high quality monographs in a wide range of subject areas, including

[Biology](#) | [Business & Management](#) | [Classical Studies](#) | [Economics & Finance](#)  
[History](#) | [Law](#) | [Linguistics](#) | [Literature](#) | [Mathematics](#) | [Music](#) | [Neuroscience](#)  
[Palliative Care](#) | [Philosophy](#) | [Psychology](#) | [Public Health & Epidemiology](#)  
[Political Science](#) | [Religion](#) | [Social Work](#) | [Sociology](#)

*Oxford Scholarship Online* was redeveloped in September 2011 to include a number of key user enhancements, in direct response to user feedback, to ensure that it remains at the cutting edge of search and scholarship.

## Highlights of the redevelopment include:

- A brand-new look and feel, based on user feedback to improve the usability of the site
- Enhanced functionality, including personalization features and user-orientated linking
- Improved Search and Browse options
- Access to even more high-quality scholarship through *University Press Scholarship Online*
- PDF chapter download, citation export, social bookmarking



About OSO

## About University Press Scholarship Online

University Press Scholarship Online (UPSO), launched in September 2011, and brings together the **best scholarly publishing from around the world** on a **single platform**, ensuring that academic content is increasingly accessible.

Aggregating monograph content from leading university presses, UPSO offers an unparalleled research tool, making disparately published scholarship easily accessible, highly discoverable, and fully cross-searchable via a single online platform. Research that previously would have required a user to jump between a variety of books and disconnected websites can now be concentrated through the UPSO search engine.

UPSO has been built on the **functionality that OSO users** have come to trust and includes the same features as OSO.

**Now available** – thousands of books in over 20 subject areas with content from Oxford University Press (OSO) and some of the world's leading university presses, including; The American University in Cairo Press, the University of California Press, University of Chicago Press, Edinburgh University Press, Fordham University Press, University Press of Florida, Hong Kong University Press, The University Press of Kentucky, Manchester University Press, and Policy Press.

**Coming in 2013** - Liverpool University Press, Stanford University Press, The MIT Press, and Yale University Press

## Reviews of UPSO

'It will become a must-have database for every academic library and many public and special libraries as well.'

'The Bottom Line: The concept here is a wonderful one, and I give OUP high marks for what they've undertaken...an overall nine.'



Scan this code with your smartphone to watch a short video about UPSO

# Ten simple steps to increase the visibility and readership of your work at your institution

## 1. Add to your CV

Be sure to add your OSO title to your CV. All titles are peer-reviewed and you deserve credit for the online publication. The standard format is:

Author, book title, Oxford: Oxford University Press, Print publication year. Oxford Scholarship Online. Oxford University Press. online publication date

<<http://dx.doi.org/10.1093/acprof:oso/9780199577774.001.0001>>

### For example:

Truswell, Robert. *Events, Phrases, and Questions*. Oxford: Oxford University Press, 2011. Oxford Scholarship Online. Oxford University Press. 28 July 2011

<<http://dx.doi.org/10.1093/acprof:oso/9780199577774.001.0001>>

The exact citation can be found by navigating OSO to your title page, and then clicking on the Citation Export button in the top right corner:

Ω From here you can copy and paste

Ω Email your colleagues

Ω Tell your colleagues, friends and family about how to find your title on OSO

Go to your book on *Oxford Scholarship Online* and click on Email, and send the URL to your colleagues and friends. Even if the recipient's institution does not subscribe, they can still view the abstract for free, and they will be given the opportunity to recommend the resource to their librarian.

## 2. Linking

There are lots of different options available to circulate the link to your book on OSO. Why not try including the URL on your email signature? Or perhaps try one of the following to spread the word:

Ω Link from your university webpage to your book on *Oxford Scholarship Online*, or include a link to your book from your personal webpage or blog

Ω If you are an active blogger within your academic community, why not post a comment and link to your OSO book, or to *Oxford Scholarship Online*?

Ω Is your article relevant to a scholarly topic on Wikipedia? Why not add it to the Bibliography for that article?

See [http://ang.wikipedia.org/wiki/Wikipedia:How\\_to\\_edit\\_a\\_page](http://ang.wikipedia.org/wiki/Wikipedia:How_to_edit_a_page) for more information.

## 3. Share your work on your social networks

Ω If you belong to social or professional online networks such as LinkedIn, Facebook, or Twitter, add the link to OSO to your profile, and consider sending an email to the people in your network group

Ω If you keep social bookmarks such as Digg, StumbleUpon, or del.icio.us, add your article to your list (using the Share button, and encourage your colleagues and friends to do the same

## 4. Use our free promotional materials

*Oxford Scholarship Online* is supported by a wealth of marketing materials, including flyers, posters, and bookmarks, along with items such as pens, bags, drinks coasters, and much more. If you would like to share these with colleagues at conferences and academic events, please do get in touch with us at **onlinemarketing@oup.com** to discuss your requirements.

## 5. Opportunities at academic meetings

Is there an academic meeting coming up that relates to your area of research? Is there an opportunity to create a panel discussion around it?

Consider hosting a conference panel on conducting research in the online environment, writing for an online scholarly publication, and drawing upon your experiences with *Oxford Scholarship Online*. Oxford can help you to set this up. We can send an OUP editor, or help you find a partner in the library world, as well as making your publication free to all participants during the conference. Please do email us with your ideas at: **onlinemarketing@oup.com**

## 6. Make a news story

Is your publication particularly topical or newsworthy? Contact us to talk about sending a press release to mainstream media at: **Daniel.Parker@oup.com**

## 7. Write an article or blog post

We encourage you to blog about your experience of contributing to OSO, your thoughts on its impact on research, and more. We also have our own OUP blog and would be able to share links to your blog to drive traffic.

## 8. Use OSO in your teaching

If you have details about how you or your colleagues use OSO for teaching, or as part of your syllabus, please get in touch at: **onlinemarketing@oup.com**

## 9. Start an OSO student advocacy scheme

Do you know a graduate student that you would recommend to Oxford University Press to help spread the word about *Oxford Scholarship Online*? Oxford has an OSO student scheme to build awareness amongst students. This scheme includes incentives and rewards for participating students, including free books, e-readers and much more. To nominate a student for the advocacy scheme, please email us at: **onlinemarketing@oup.com**

## 10. Recommend OSO to your librarian

Tell your library how *Oxford Scholarship Online* will help students and staff at your institution, by completing our online form at **<http://www.oup.com/library-recommend/>**

## Claim your 3 months' free access

As an OSO author, we would like to offer you 3 months' free online access.

If you have not yet taken advantage of this offer, please email us at [oxfordscholarshiponline@oup.com](mailto:oxfordscholarshiponline@oup.com) with the name of your subject area, title, and your institution, and we will arrange for your author subscription to commence.

Please speak to your librarian to make OSO available to all faculty and students at your institution.

## Stay in touch

We hope you will stay involved with the project. We are very interested to hear your feedback, and are open to your ideas for improving OSO. We encourage you to maintain contact with your in-house OUP editor.

Keep up-to-date with all the latest developments from *Oxford Scholarship Online*, including new functionality and the latest content by subscribing to our RSS feed, which delivers the latest news, straight to your desktop - [www.oxfordscholarship.com/applib/newsrss](http://www.oxfordscholarship.com/applib/newsrss)



**RSS feeds now available** – to get the latest news direct from the OSO site, subscribe to the OSO RSS feed from the homepage

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