

HYBRID PUBLISHING LAB.

■ **Leuphana Universität Lüneburg**
Innovations-Inkubator

RETHINKING ACADEMIC COMMUNICATION IN THE DIGITAL AGE.



THE HYBRID PUBLISHING LAB RESEARCHES, DEVELOPS AND ENGAGES WITH NEW FORMS OF ACADEMIC PUBLISHING AND COMMUNICATION FOR THE DIGITAL ERA.

THE APPROACH

Working with publishers, librarians, software developers and authors, the Hybrid Publishing Lab engages with new concepts and technologies of digital publishing particularly focusing on the humanities. By embedding these results into economic projects, for example with setting up a “Hybrid Publishing Consortium” to consult about Open Source software solutions, academic research is not only turned into an applied experiment but into a business model. Central for the Lab’s projects is the idea of open access regarding education, academic knowledge and research, as well as a strong curiosity about new business models in a disruptive digital environment.

THE FUTURE IS OPEN.



THE 'DIGITAL SHIFT' GIVES RISE TO NEW MODELS OF KNOWLEDGE DISSEMINATION, WAYS OF RESEARCHING, AND COMMUNICATING AMONG NETWORKED ECOLOGIES.

THE OPPORTUNITY

Digital distribution channels have changed the access to science and education as well as the further use of academic knowledge thereby introducing important keywords like “Open Access” and “Open Science.” New forms of communication are on the rise like scholarly blogs, videos of conference lectures or the distribution of academic papers via the universities’ repositories. However, for a qualitative evaluation, a consistent quotation, a long-term data archiving as well as for an economically viable publishing solutions that will prove satisfactory still have to be found. The fascinating new technologies of a global, instant and interactive publishing must be made available to the humanities in this digital era – an interesting and important challenge.

**TRANSDISCIPLINARY
RESEARCH**



&

DEVELOPMENT.

A PLATFORM FOR COLLABORATION AMONG RESEARCHERS, INDEPENDANT PUBLISHERS, AND SMALL BUSINESS ENTERPRISES TO EXPLORE EMERGENT IDEAS.

THE RESEARCH INITIATIVES

BUSINESS

Collaborating closely with small and medium enterprises, new publishing technologies and hybrid business models are researched and developed with the aim of establishing a “Hybrid Publishing Consortium” that can support publishers in the future.

ACADEMIC PUBLISHING

Experimenting with academic formats besides the monograph and the journal, the lab will evaluate and deploy new formats (liquid books, blogs, video, social media).

LEARNING ENVIRONMENT

The potential of lifelong learning in a digital environment will be explored working closely amongst others with TempusCorporate GmbH and the publisher Die Zeit.

HYPERIMAGE

The innovative research environment allows new ways of assemble, edit, publish, and archive pictures, which will be further refined. A business case is developed.

COLLABORATE WITH THE HPL.

THE HYBRID PUBLISHING LAB IS PART OF THE CENTRE FOR DIGITAL CULTURE (CDC), WHICH BRINGS TOGETHER THE TRANSDISCIPLINARY RESEARCH ON DIGITAL MEDIA OF CIRCA 80 ACADEMICS OF THE EU FUNDED INNOVATION INCUBATOR AT THE LEUPHANA UNIVERSITY LÜNEBURG. THE HPL IS DIRECTED BY DR. MERCEDES BUNZ WITH 20 STAFF MEMBERS AND IS FINANCED UNTIL END OF JULY 2015.

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www.leuphana.de/inkubator/digitale-medien/hybrid-publishing.html



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