

UTILIZING USAGE DATA TO DEVELOP AN EBOOK COLLECTION

Strategies and Considerations

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Presenters

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Presentation Abstract

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- Report a study conducted in summer 2011
- Study seeks to find out titles used by TCNJ and the availability of their e-equivalents
- Study findings help establish eBook collection development policy

Presentation Outline

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- Introduction
 - ▣ Ebook phenomena
 - ▣ Academic libraries and ebooks
- Research questions
- Study methodology
- Data analysis and findings
- Conclusion

eBook

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[B]ooks that are available in electronic form, and which can be downloaded from the Internet and read on a variety of hardware platforms with the aid of reading software .*

An **electronic book** (variously, **e-book**, **ebook**, **digital book**) is a book-length publication in digital form, consisting of text, images, or both, and produced on, published through, and readable on computers or other electronic devices. **

*Garrod, Penny and Weller, Jane. (2004) *Ebooks in UK Public Libraries: where are we now and the way ahead. An issue paper from the Networked Services Policy Task Group*. Bath: UKOLN, July 2004. Available at: <http://www.ukoln.ac.uk/public/nsptg/e-books/>. (17/11/2006)

**Wikipedia, e-book entry, accessed 12-27-11

eBook Phenomena



The NOOK Book Store



iBooks

eBook Phenomena

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*Courtesy of Google images, 12/31/11

eBook Phenomena

FORMAT	2010 YTD	2011 YTD	% CHANGE
Adult Hardcover	\$784.3 M	\$641.7 M	-18.2%
Adult Trade Paperback	947.2	772.5	-18.4%
Adult Mass Market PB	440.8	310.4	-29.6%
Children's/YA Hardcover	394.9	338.5	-14.3%
Children's/YA Paperback	352.5	299.9	-14.9%
Ebooks	265.7	649.2	+144.4%

AAP Jan. – Aug. 2011 YTD Sales Report

eBook Phenomena

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- A 2009 ECAR survey found that 51.2% of undergraduate respondents owned an Internet-capable handheld device and another 11.8% planned to purchase one within the next 12 months*
- A 2010 study found that 66% of public libraries in the U.S. were offering eBooks**
- Amazon.com sold more eBooks than all of its printed books as of May 2011***

*The ECAR (EDUCAUSE Center for Applied Research) study of undergraduate students and information technology, 2009.

**"66% of Public Libraries in US offering eBooks". Libraries.wright.edu. 2010-08-18. Retrieved 2011-10-24

***Rapaport, Lisa (2011-05-19). "Amazon.com Says Kindle E-Book Sales Surpass Printed Books for First Time". Bloomberg. Retrieved 2011-10-24

eBook Evolution in Academic Libraries

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- Academic libraries slow to adopt and accept eBooks
 - ▣ Initial fuzzy perception of eBooks
 - ▣ Slow development of eBook technology (e.g. reading devices and technical platform)
 - ▣ Limited discovery and delivery options
 - ▣ Low eBook content coverage from providers
 - ▣ Lack of sustainable purchase model
 - ▣ For publishers, unclear profitability of business model

eBooks – Inevitable Emerging Trend

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- eBooks have added functionality compared with print versions
- Perceived user demand of e-content

eBooks – Inevitable Emerging Trend

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- eBooks have added functionality compared with print versions
 - 24/7 availability
 - Remote access
 - Full-text searching capability
 - eBooks require no shelf space or reshelving
 - Can never become lost, stolen, damaged or overdue

eBooks – Inevitable Emerging Trend

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- eBooks - perceived user demand
 - ▣ Development of new technologies
 - ▣ Users' information-seeking behaviors and technology preferences
 - ▣ Substantial progress made by eBook providers in developing a viable business model
 - ▣ Library digitization initiatives
 - ▣ Academic librarians' changing perceptions of user needs

Recent eBook Phenomenon

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- Patron Driven Acquisitions (PDA) of eBooks
 - ▣ Low usage rate of books purchased by libraries
 - ▣ High interlibrary loan requests
 - ▣ Increase in e-content coverage from providers
 - ▣ Negotiable and acceptable purchase model
 - ▣ PDA is said to satisfy immediate needs
- More libraries have adopted e-preferred policy

Study Questions – Are we there yet?

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- Can monographic e-content offered by providers supplement or even supplant print titles used locally?
- Is eBook acquisition able to meet the needs of users? How?

The College of New Jersey

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- *The College*
 - ▣ State college, located in Ewing, NJ
 - ▣ Primarily undergraduate institution
 - ▣ Approximately 6,000 FTE
- *The Library*
 - ▣ Holds over 600,000 volumes
 - ▣ 39 library staff (13 library faculty)
 - ▣ eBook collection: 4,000 NetLibrary eBook titles + other electronic reference titles in the collection



*Images taken from TCNJ website, May 3, 2011.

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Data and Methods

Study Questions

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- Can monographic e-content offered by providers supplement or even supplant print titles used locally?
- Is eBook acquisition able to meet the needs of users?
How?

Measures

- 1) Usage of print materials
- 2) Availability of e-book equivalent of materials used

Study Premises and Measures

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Measures

- 1) Usage of print materials
 - ▣ User needs as reflected in the books they checked out, borrowed via interlibrary loan, or used in house

- 2) Availability of e-book equivalent of materials used
 - ▣ These data were sent to YBP and Coutts to verify whether each print title used at TCNJ had e-book equivalents provided by major aggregators

Usage for print materials

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- 1) Circulation data, General Collections
- 2) ILL data
- 3) In-house usage data – “Historical Browse”

1) Circulation Data

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- Voyager data for the past 3-year period (July 2008 – May 2011)
 - 98,586 circulation transactions
 - 60,492 unique titles checked out

Circulation Data: Key Finding (1)

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- Circulation and currency of library materials

Publication Dates	Circulation (% of all unique titles checked out)
2001-2011	31.9%
1991-2000	27.2%
(1991-2011)	59.1%

Circulation Data: Key Finding (2)

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- Checkout counts and “core” collections

Checkout Counts	Circulation Transactions	Unique Titles Checked Out
3 or more	34.9% (33,432)	13.3% (8,049)
2	23.8% (23,462)	19.4% (11,731)
1	41.3% (40,692)	67.3% (40,692)

2) ILL Data

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- OCLC User Statistics ILL data for the same 3-year period
 - 5,168 ILL book requests
 - 3,821 ILL requests for unique items

ILL Data: Key Finding (1)

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- ILL requests and publication dates

Publication Dates	ILL Requests (% of all unique items requested)
2001-2011	59.8%
1991-2000	26.9%
(1991-2011)	86.7%

ILL Data: Key Finding (2)

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- ILL request counts and percentage

ILL Request Counts	% (of all unique items requested)
3 or more	3.4%
2	27.2%
1	69.4%

3) In-House Usage Data

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- “Historical Browse” records (Voyager ILS)
 - General Collections titles, cataloged in the previous 3-year period
 - 9,368 in-house usage transactions
 - 4,529 unique items used in-house

In-House Usage Data: Key Finding

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- “Historical Browse” counts and “core” collections

“Historical Browse” Counts	In-House Usage Transactions (% of total)	Unique Titles Used In-House
4 or more	35.0% (3,279)	12.3% (557)
3	14.6% (1,371)	10.1% (457)
2	25.7% (2,406)	26.6% (1,203)
1	24.7% (2,312)	51.0% (2,312)

Data Delivered to Vendors

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- 6,960 titles circulated 3 times or more between July 2008 and May 2011
- 3,282 titles requested via interlibrary loan within the same 3-year period
- 518 titles acquired within the same 3-year period and used in house 4 times or more
- ISBNs used as matching points by the vendors

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Findings and Analysis

YBP Response to Query

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	A	B	C	D	E	F	G	H	I	J	K	L
1	List (?)	EBL?	ebrary?	EBSCO host?	PubDi rect?	ISBN-13	ISBN-10	Title	bib_id	call_no		
32	ListA	Yes	Yes	Yes	Yes	9780631204350	0631204350	Companion to modernist literatur	620591	PR478.M6 C65 2006		
33	ListA	Yes	Yes	Yes	Yes	9780631206620	0631206620	Companion to postcolonial studi	460151	JV51 .C75 2000		
34	ListA	Yes	Yes	Yes	Yes	9780631215356	0631215352	Blackwell companion to Hinduisi	508478	BL1202 .B72 2003		
35	ListA	Yes	Yes	Yes	Yes	9780631215516	0631215514	Companion to the Civil War and I	596382	E468.5 .C64 2005		
36	ListA	Yes	Yes	Yes	Yes	9780631225027	0631225021	Handbook of language and gen	630522	P120.S48 H36 2003		
37	ListA	Yes	Yes	Yes	Yes	9780631225881	0631225889	Sexuality and gender in the clas	498244	HQ1127 .S49 2002		
38	ListA	Yes	Yes	Yes	Yes	9780631227342	0631227342	Handbook of bilingualism / edite	526816	P115 .H365 2004		
39	ListA	Yes	Yes	Yes	Yes	9780632053926	0632053925	Biomechanics in sport : performe	591809	RC1235 .B476 2000		
40	ListA	Yes	Yes	Yes	Yes	9780761964889	0761964886	Handbook of industrial, work anc	463005	HF5548.8 .H36 2001		
41	ListA	Yes	Yes	Yes	Yes	9780765613233	0765613239	Energy for the 21st century : a co	646156	HD9502.A2 N465 2007		
42	ListA	Yes	Yes	Yes	Yes	9781405108638	1405108630	Companion to Socrates / edited	618877	B317 .C58 2006		
43	ListA	Yes	Yes	Yes	Yes	9781405112246	1405112247	Blackwell companion to Catholic	645006	BX880 .B53 2007		
44	ListA	Yes	Yes	Yes	Yes	9781405116091	1405116099	Women and media : internationa	525052	P94.5.W65 W656 2004		
45	ListA	Yes	Yes	Yes	Yes	9781405117593	1405117591	Gendered talk at work : construct	615946	P120.S48 H63 2006		
46	ListA	Yes	Yes	Yes	Yes	9781405118743	1405118741	Blackwell guide to Descartes' M	618876	B1854 .B55 2006		
47	ListA	Yes	Yes	Yes	Yes	9781405125833	1405125837	Blackwell guide to medical ethic	651358	R724 .B515 2007		
48	ListA	Yes	Yes	Yes	Yes	9781405133739	1405133732	Blackwell handbook of mentorin	651679	BF637.M45 B56 2007		
49	ListA	Yes	Yes	Yes	Yes	9781405155786	1405155787	Good representative / Suzanne I	649042	JF1051 .D68 2007		
50	ListA	Yes	Yes	Yes	Yes	9781405159913	140515991X	Cyber bullying : bullying in the di	677898	HV6773 .K69 2008		
51	ListA	Yes	Yes	Yes	Yes	9781405178952	1405178957	Plunder : when the rule of law is il	680076	KZ1275 .M38 2008		
52	ListA	Yes	Yes	Yes	Yes	9781557865663	1557865663	Sioux : the Dakota and Lakota na	507847	E99.D1 G493 2003		
53	ListA	Yes	Yes	Yes		9780080447018	0080447015	Obsessive-compulsive disorder	654600	RC533 .O2728 2008		
54	ListA	Yes	Yes	Yes		9780120884070	0120884070	Data mining : practical machine l	659582	QA76.9.D343 W58 2005		
55	ListA	Yes	Yes	Yes		9780120884421	0120884429	Essentials of stem cell biology /	603335	QH588.S83 E87 2006		
56	ListA	Yes	Yes	Yes		9780120887781	0120887789	Plant disturbance ecology : the p	651502	QK901 .P567 2007		
57	ListA	Yes	Yes	Yes		9780122870491	0122870492	Clinicians' guide to adult ADHD :	488581	RC394.A85 G649 2002		
58	ListA	Yes	Yes	Yes		9780123504050	0123504058	Fish physiology, edited by W.S.	235967	QL639.1 .H6		
59	ListA	Yes	Yes	Yes		9780123567628	0123567629	Fundamentals of forensic scienc	600142	HV8073 .H77 2006		
60	ListA	Yes	Yes	Yes		9780123694935	0123694930	Physiological systems in insects	654467	QL495 .K57 2007		
61	ListA	Yes	Yes	Yes		9780123737410	0123737419	Viruses and human disease / Ja	648140	QR201.V55 S77 2008		
62	ListA	Yes	Yes	Yes		9780124269101	0124269109	Pain and touch / edited by Lawre	391449	BF275 .P35 1996		
63	ListA	Yes	Yes	Yes		9780124375529	0124375529	Bioelectrical signal processing in	603704	QP376 .S698 2005		
64	ListA	Yes	Yes	Yes		9780124730526	0124730523	Drosophila : a guide to species i	625272	QL537.D76 M37 2006		
65	ListA	Yes	Yes	Yes		9780124874602	0124874606	Sex differences : development a	439596	QP81.5 .M43 2000		
66	ListA	Yes	Yes	Yes		9780126179552	0126179557	Bullying : implications for the clas	523060	LB3013.3 .B814 2004		
67	ListA	Yes	Yes	Yes		9780126382815	0126382816	Handbook of complementary an	481889	RC480.5 .H2753 2002		
68	ListA	Yes	Yes	Yes		9780126906479	0126906475	Ecology and classification of No	465868	QL365.4.A1 E36 2001		
69	ListA	Yes	Yes	Yes		9780192177735	0192177737	Selfish gene / Richard Dawkins.	302968	QH437 .D38 1989		
70	ListA	Yes	Yes	Yes		9780192806192	019280619X	Paradise lost / John Milton ; intro	592040	PR3560 2005b		
71	ListA	Yes	Yes	Yes		9780192838858	0192838857	Utopia / Thomas More. New Atl	435579	HX810 .U76 1999		

Coutts Response to Query

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TCNJ_ebook_study_data 071911bl (5) [Read-Only] [Compatibility Mode] - Microsoft Excel

	A	B	C	D	E	F	G	H
1	title	isbn	bib id	call no	Publisher	Pub year	Single User- USD	Multi User- USD
2	Museum studies : an anthology of contexts / edited by	063122825X	517990	AM7 .M874 2004				
3	Dictionary of symbolism : cultural icons and the mean	0452011183	360678	AZ108 .B5313 1994				
4	Cambridge companion to Locke's Essay concerning hu	9780521542258	642504	B1294 .C36 2007				
5	Cambridge companion to Locke / edited by Vere Chap	0521383714	340250	B1297 .C29 1994				
6	Locke on human understanding : selected essays / edi	0198750390	4295	B1297 .L6				
7	Philosophy of John Locke : new perspectives / edited	0415314461	614092	B1297 .P47 2003	Taylor & Fra	2003	\$207.60	\$346.00
8	Reasoned freedom : John Locke and enlightenment /	080148037X	313790	B1297 .S295 1992				
9	Locke and the way of ideas / John W. Yolton.	1855062267	364970	B1297 .Y6 1996				
10	Student's guide to the history and philosophy of yoga	9781845531560	645014	B132.Y6 C638 2007				
11	Meditation yoga.	0870404359	80094	B132.Y6 O35				
12	Treatise of human nature / by David Hume ; edited wi	0198245874	238946	B1485 1978				
13	Mill's Utilitarianism : critical essays / edited by David	084768783X	390703	B1603.U873 M55 1997				
14	Cambridge companion to Mill / edited by John Skorup	0521422116	392993	B1607 .C25 1998				
15	John Stuart Mill: a critical study, [by] H. J. McCloskey.	0333114698	71237	B1607 .M18				
16	Rights, welfare, and Mill's moral theory / David L	0195082184	338383	B1608.E8 L96 1994	Oxford Univ	1994	\$40.43	\$44.47
17	Selected letters of Bertrand Russell / edited by Nicho	0415260140	596271	B1649.R94 A4 2002				
18	Classical philosophy : collected papers / series editor,	0815318294	340632	B171 .C53 1995				
19	Meditations on first philosophy / René Descartes. W	0521329663	208324	B1853.E5 C6713 1986				
20	René Descartes : Meditations on first philosophy in	0415077079	327647	B1853.E5 H34 1993	Taylor & Fra	1993	\$138.00	\$230.00
21	Blackwell guide to Descartes' Meditations / edited by	1405118741	618876	B1854 .B55 2006				
22	Descartes's Meditations : critical essays / edited by Ve	0847684865	390704	B1854 .D47 1997				
23	Descartes : an analytical and historical introduction / C	0195075900	307093	B1854 .D53 1993				
24	Descartes's Meditations : an introduction / Catherine	0521007666	520490	B1854 .W55 2003				
25	Greek philosophers as theologians : the divine arche	9780754661894	666841	B187.T5 D76 2007	Ashgate Pul	2007	\$119.94	\$199.90
26	Descartes and his contemporaries : meditations, obje	0226026302	352785	B1875 .D37 1995				
27	Descartes : critical and interpretive essays / edited by	0801821118	1942	B1875 .D38				
28	Essays on the philosophy and science of René Desc	019507551X	313642	B1875 .E87 1993				
29	Descartes / [by] Felix Grayeff.	090567801X	44610	B1875 .G7				
30	Leibniz and Descartes, proof and eternal truths / by la	0197256988	46662	B1878.K6 H3				
31	What am I? : Descartes and the mind-body problem /	0195146468	481003	B1878.M55 A46 2002	Oxford Schc	2002	\$26.93	\$80.79
32	Descartes's dualism / Marleen Rozemond.	0674198409	402593	B1878.M55 R68 1998				
33	Descartes against the skeptics / E. M. Curley.	0674198263	29456	B1878.S55 C87				
34	Cambridge companion to early Greek philosophy / ed	0521441226	409884	B188 .C35 1999				
35	Love and science in ancient Pythagoreanism. Translat	0674539184	193570	B243 .B813				

Vendors Raw Data Summary

VENDOR	CIRC ITEMS	ILL ITEMS	IN-HOUSE USE
Total Unique Items Sent to Providers	6,960	3,282	518
EBL	796	545	115
eBrary	997	658	133
Ebscohost	1,189	656	134
MyiLibrary	744	546	105
Publisher direct	106	77	8
Unique eBook equivalents	1,455	813	159

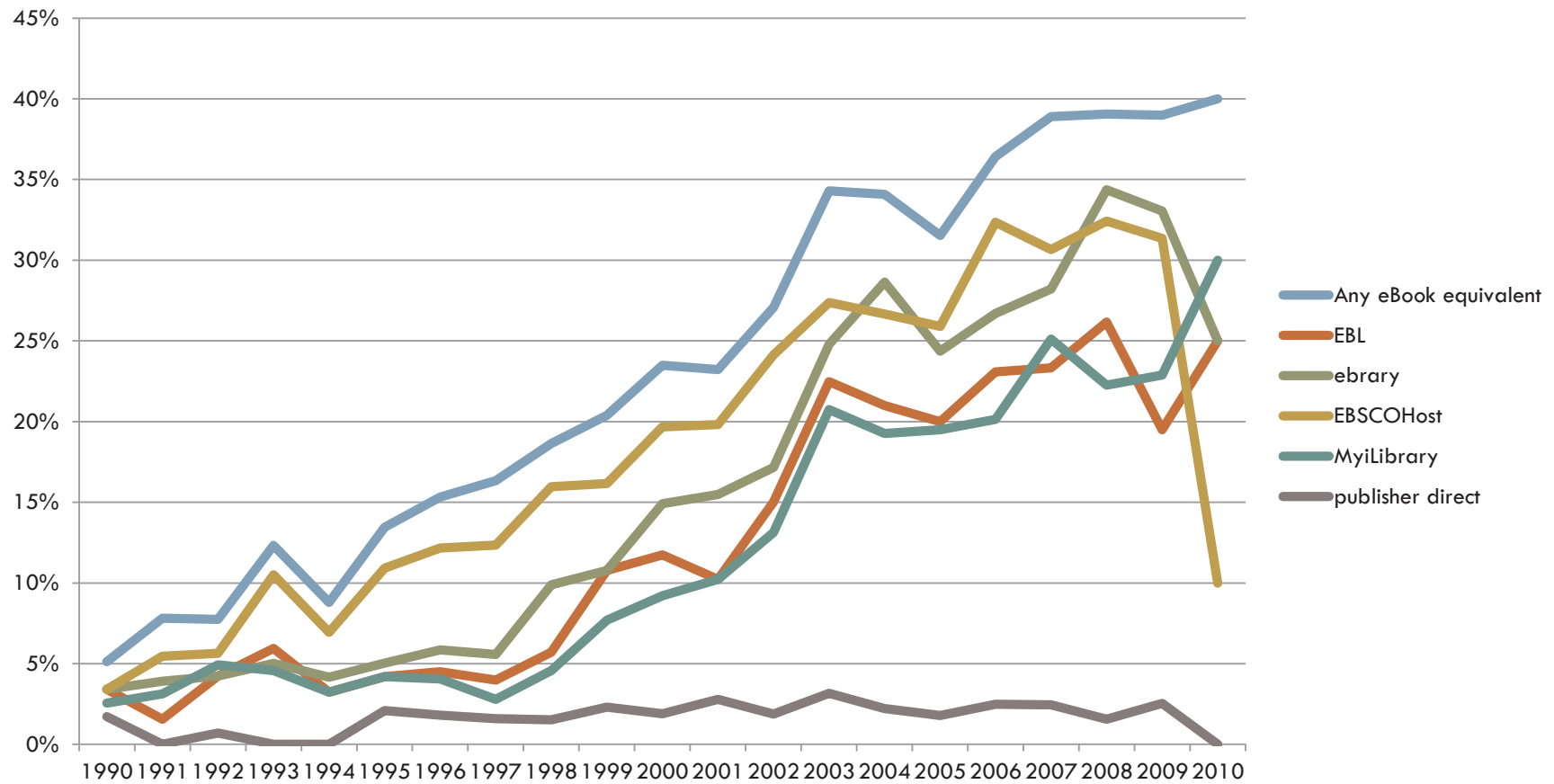
Data Analysis

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- Data were further examined and analyzed by imprint date and subject
- Subject analysis based on Library of Congress Classification extracted from item call number
- Findings are tabulated in the following slides

Circulation Needs Met by Imprint Date

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Circulation Data: Key Finding

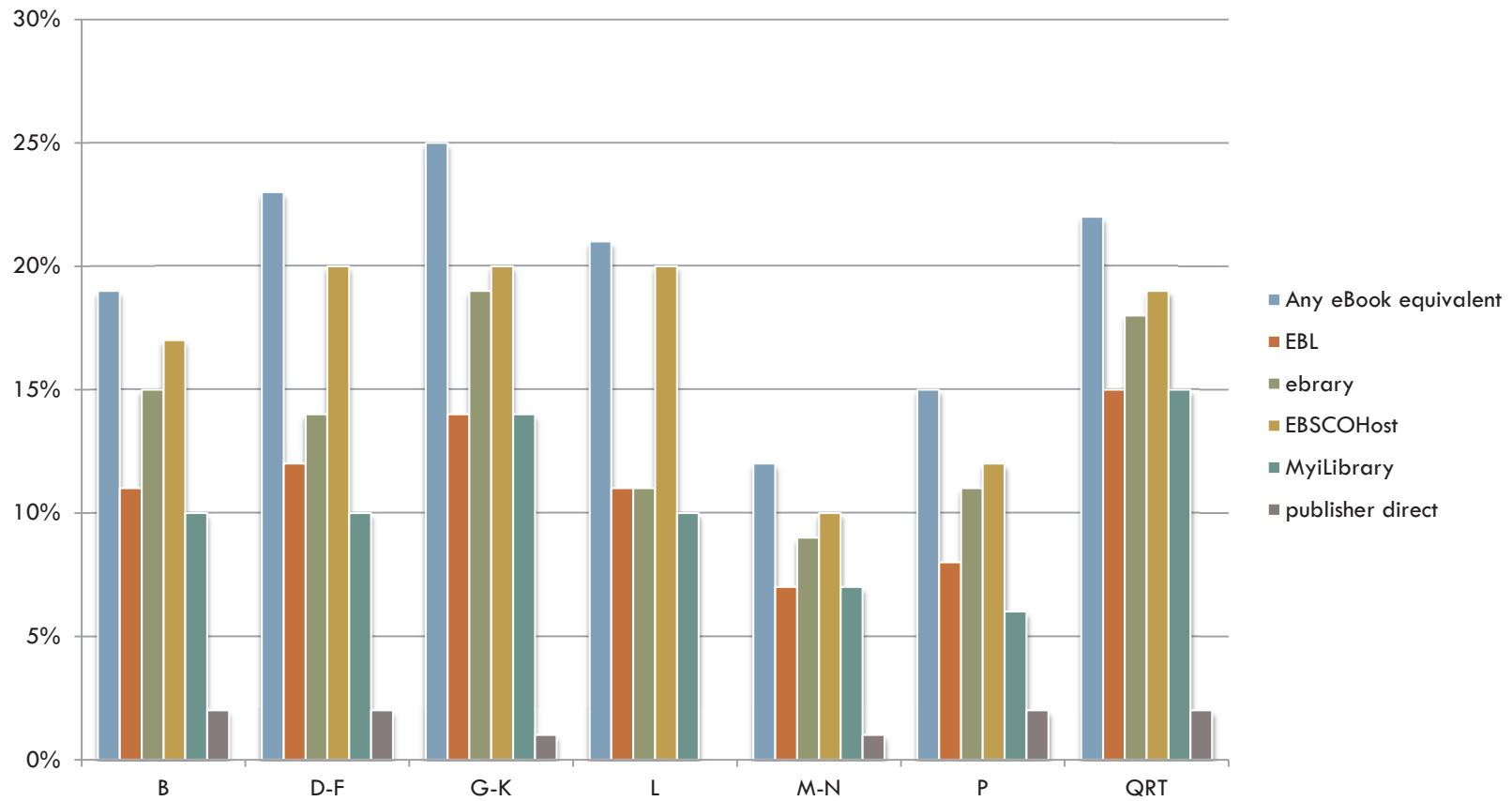
36

- Circulation and currency of library materials

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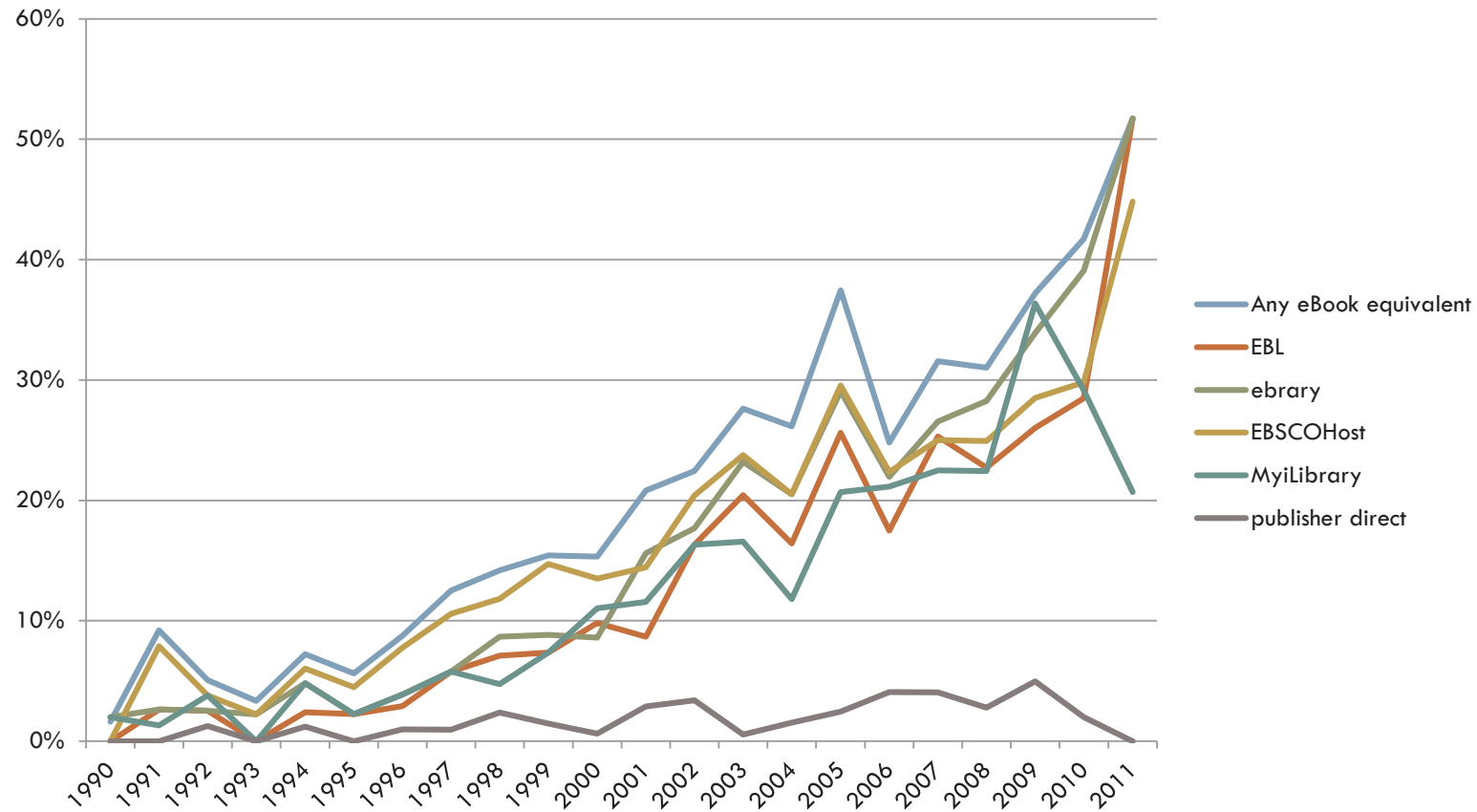
Circulation Needs Met by Subject

37



ILL Needs Met by Imprint Date

38



ILL Data: Key Finding

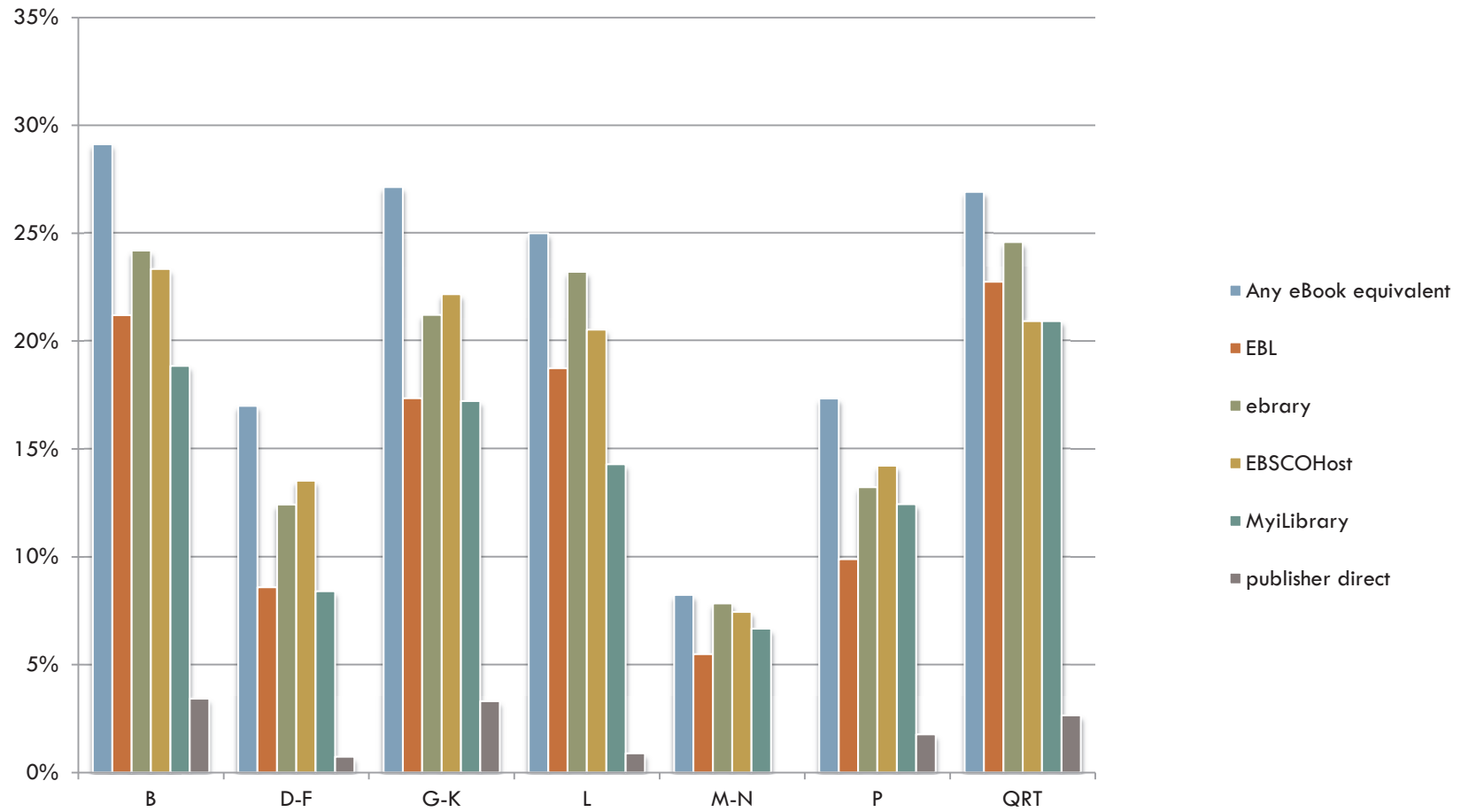
39

- ILL requests and publication dates

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2001-2011	59.8%
1991-2000	26.9%
(1991-2011)	86.7%

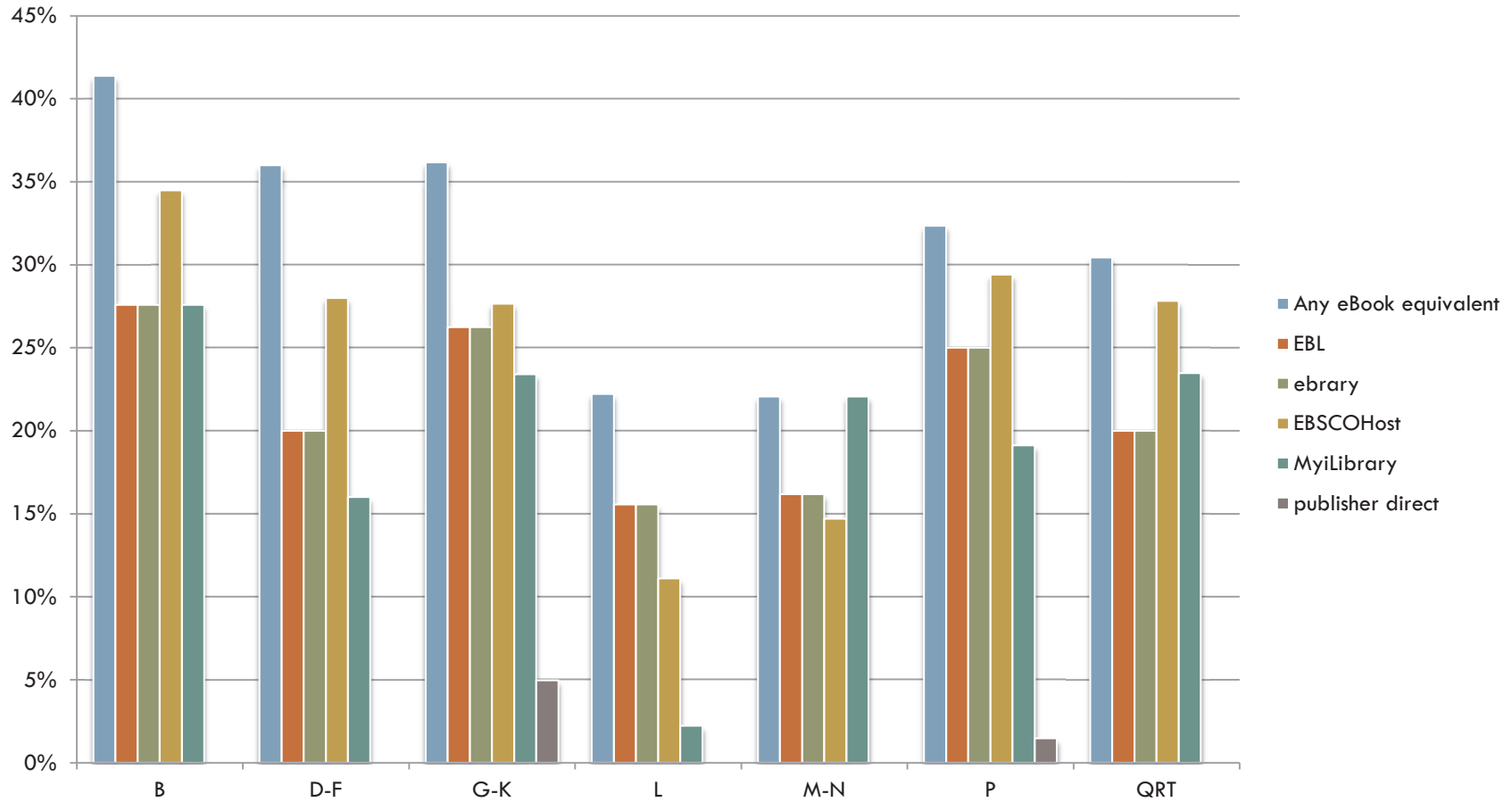
ILL Needs Met by Subject

40



Historical Browse needs Met by Subject

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Findings

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- Publishers have increased the number of eBooks over the last several years.
- eBook equivalents are not evenly distributed across subject lines of items used by TCNJ community.
- eBook equivalents show the highest success in meeting TCNJ ILL needs.

Conclusions

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- eBook equivalents are a growing segment of monographic publishing output.
- But, libraries that rely on eBooks exclusively are missing a very large proportion of the totality of what is being published.
- Thus, eBooks remain a supplemental and not yet supplantive technology.
- For TCNJ, the results indicate that eBook acquisitions should focus first on ILL for reasons of greater subject coverage and the immediacy offered by eBooks.

Conclusions

- This methodology offers a compelling way to gauge what your library's monograph needs are and can suggest where your eBook dollars are best spent.
- The methodology also can be useful in selecting which aggregator to use.
- Based on our findings, there is little reason to use publishers directly instead of aggregators for eBook acquisition since the coverage is low and most such titles are available from aggregators.
- Your mileage may vary.

Thank you!

Questions?

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