

# Technical eBooks

## A Solution Looking for a Problem?

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# Overview

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- What prompted us to do this presentation?

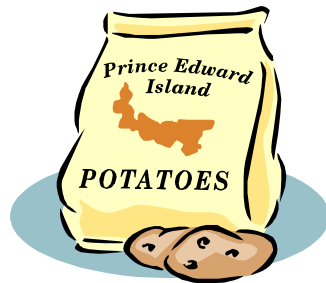
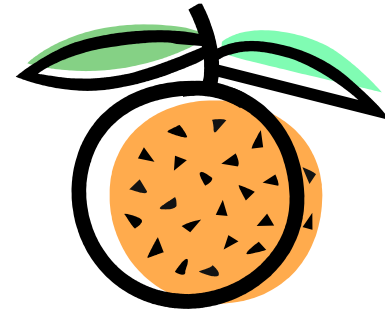
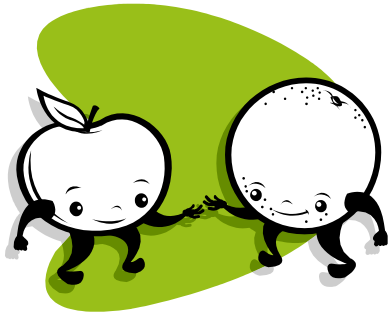
[Medieval helpdesk](#)

# Presentation Agenda

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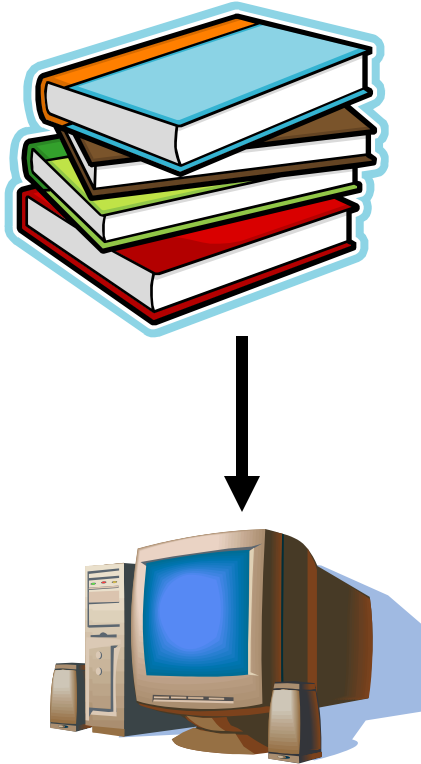
- Literature review: Rick
- Specifics within our library: Melissa
- Cataloging / Technical Services issues: Barbara
- Statistics from our library: Cheri
- Wrap up: Peggy/Rick

# Literature review



# What is an e-Book?

- Monograph available online



# Show of hands

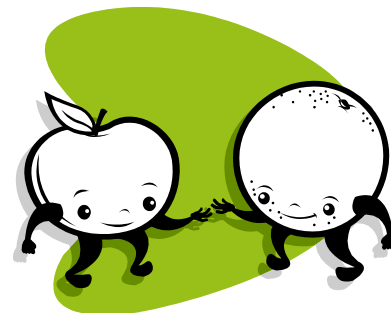
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- How many have eBooks accessible to their patrons?
- How many have reference eBooks ?
- How many find eBooks easy to use?
- How many find eBooks hard to use?



# Are eBooks better than print?

- That depends...
  - Weakness in methods when comparing print to “e”
    - Print circulation periods longer -- Single print title may be used multiple times over circulation period while eBook might be accessed multiple times by the same user over the period of time
    - eBooks are easily searchable – across titles too
    - eBooks account for browses stats better (Littman & Connaway)
    - User issues (distance, sight, computers) - (Christianson)



# Format doesn't dictate taste

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- Christianson et al. (2005) – found statistically that with netLibrary that with everything equal (both a print and e-copy in library) format did not dictate the type of usage
- Littman & Conway (Duke)
  - Above finding is backed up by California State University study (p. 258)
  - Also what is unpopular in print is unpopular in eBook (p. 261)

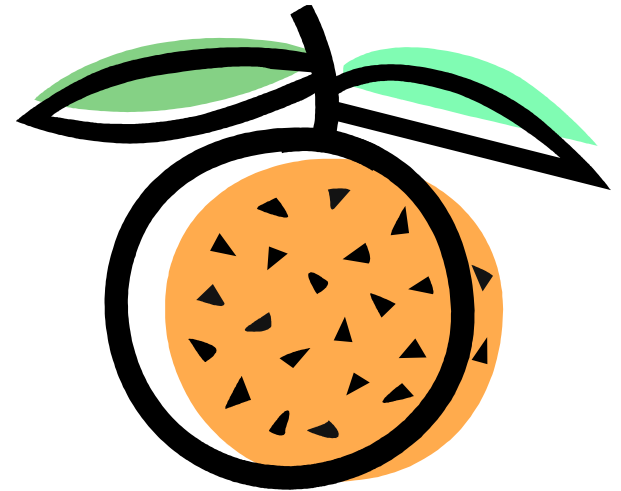




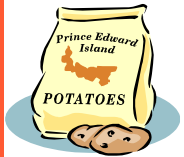
# Kinds of oranges - Models

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- Subscription
- Own
- Access
  - Multiple Simultaneous Access Models
  - Unlimited Users
  - One-Book One-User



# Purpose & expectation of use



Increase holdings



Addition to Core collection (Silberer & Bass)



Course text - As a class? - Reserve material?

- Access – Multiple / Unlimited
- Printing
- Can you mark up, highlight, etc.

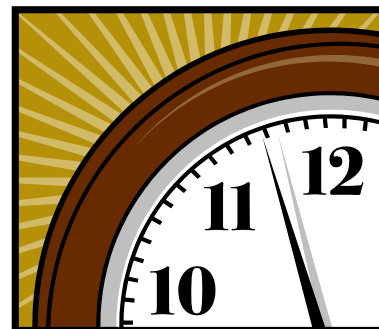


Distance Education (take-out)

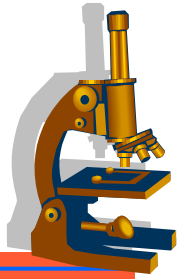
- Remote Access

# Is it a meal or a snack?

- How Users Interact with eBooks
  - Type of reading 92.9% only read chapter or few pages - Survey at University of Denver – (Levine-Clark p. 292)
  - Mean time of eBook reading session is 10-20 minutes (Rosy p. 230)
  - Are eBooks a taste before the actual meal (print books)?



# STM + R



How use tends to favor certain subjects:

- Science – Elsevier
- Technical (computers) – Safari
- Medical – R2
- Reference – Blackwell/Gale Virtual Library



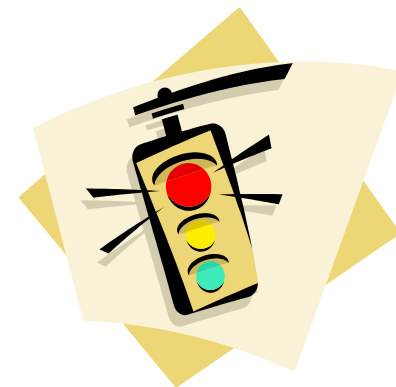
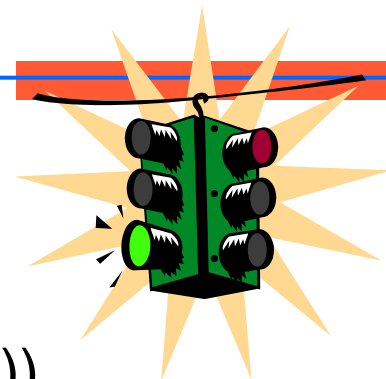
# When selecting

1. Value of content - (Silberer & Bass)
2. Its application
3. Pricing
4. Software/Hardware standards & protocols (Snowhill)
5. Digital rights management (Snowhill)
6. Archiving (Snowhill)
7. Privacy (Snowhill)
8. Ideal eBook features (Snowhill)
9. Available statistics (Mikki & Stangeland)



# Ebrary - survey

- Survey of 552 Libraries
- Top Drivers
  - Marc records availability and OPAC integration (Gibbons (2001) ; Bailey (2006))
  - Professor and Staff recommendations (Levine-Clark)
  - Position on Library website
- Top inhibitors
  - Lack of awareness
  - Difficult to use platforms
  - Difficult to read
  - Lack of training



# How to further integrate

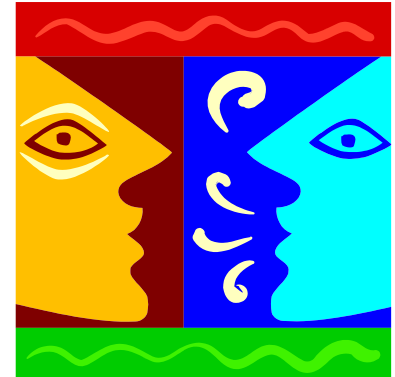
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- Incorporate into instruction sessions
- Faculty sessions / solicit professor recommendations
- Put promotional leaflets into books that are checked out (Mikki & Stangeland)
- Consciously incorporate into reference services

# Discussion: Who wants eBooks?

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- Conversation starter:
  - Do patrons want them?
  - Do libraries want them?
    - Timberline conference – “couldn’t give them away”





# Specifics within our Library

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**Books**

# Overview of BSU e-Collections

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- Safari Books Online = 171 titles
- Government Documents = 9,045 titles
- Gale Virtual Reference = 48 titles (BSU & LiLI)
- Oxford = 2 titles
- Elsevier = 2 titles
- R2 Library = 116 titles
- Blackwell Online Reference = 276 titles
- Miscellaneous = 50 titles

*Counts as of Sept. 12, 2007*

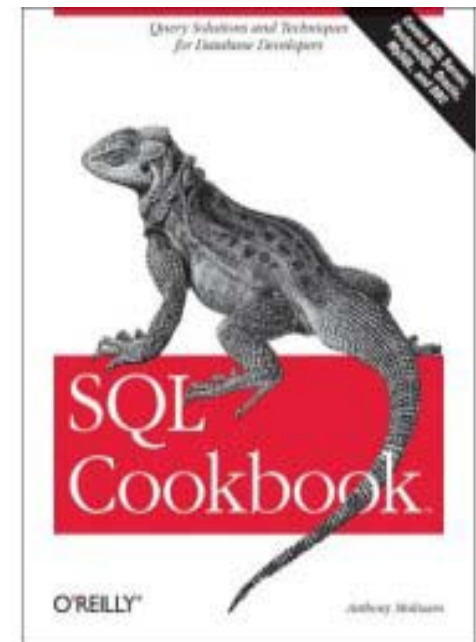
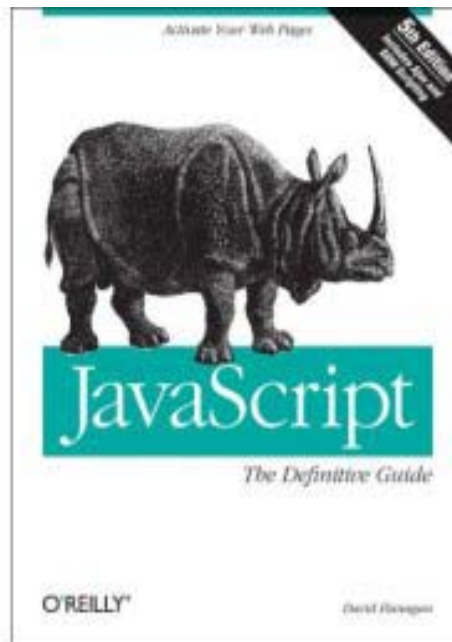
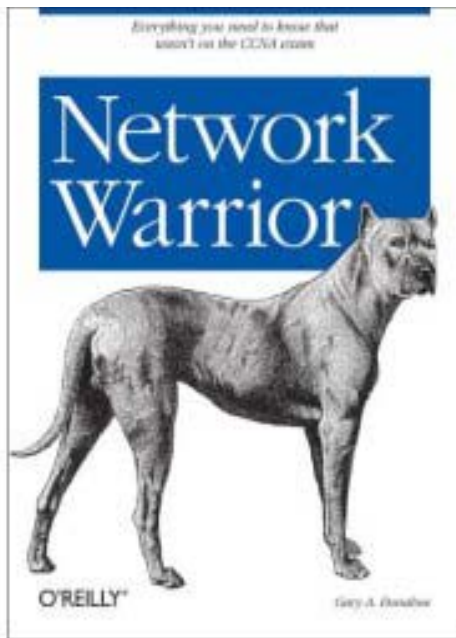
# Safari Books Online

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- Subject area: Technology, computer science, and business
- Supports Education Technology, Computer Science, ITSCM, OIT, & Instructional & Performance Technology
- Publishers :  
O'Reilly, Pearson,  
Microsoft, etc.



# O'Reilly Books





Safari Publishers



# Why we chose Safari...

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- “Timing was right”
  - For collaboration
  - Funding available
  - Desired product
- Trial was important component in determining purchase
- Multi-user access was desirable
- Slots – able to switch books

# eBook Policy at Albertsons Library

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DRAFT

## **Albertsons Library Collection Development Policy: eBooks and eBook Collections**

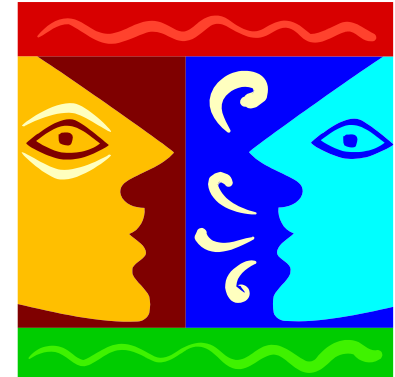
### Definition and Scope

- As the library continues the transition to electronic access as the preferred format for most library resources, the following guidelines address the issues unique to the acquisition of eBook and eBook collections. An eBook is defined as a digital monograph that is searchable, able to be enhanced with cross references, and is linked to other sources and multimedia.
- The criteria articulated below will cover eBook acquisitions both inside and outside consortial agreements and as single item or collection acquisitions.

# Discussion

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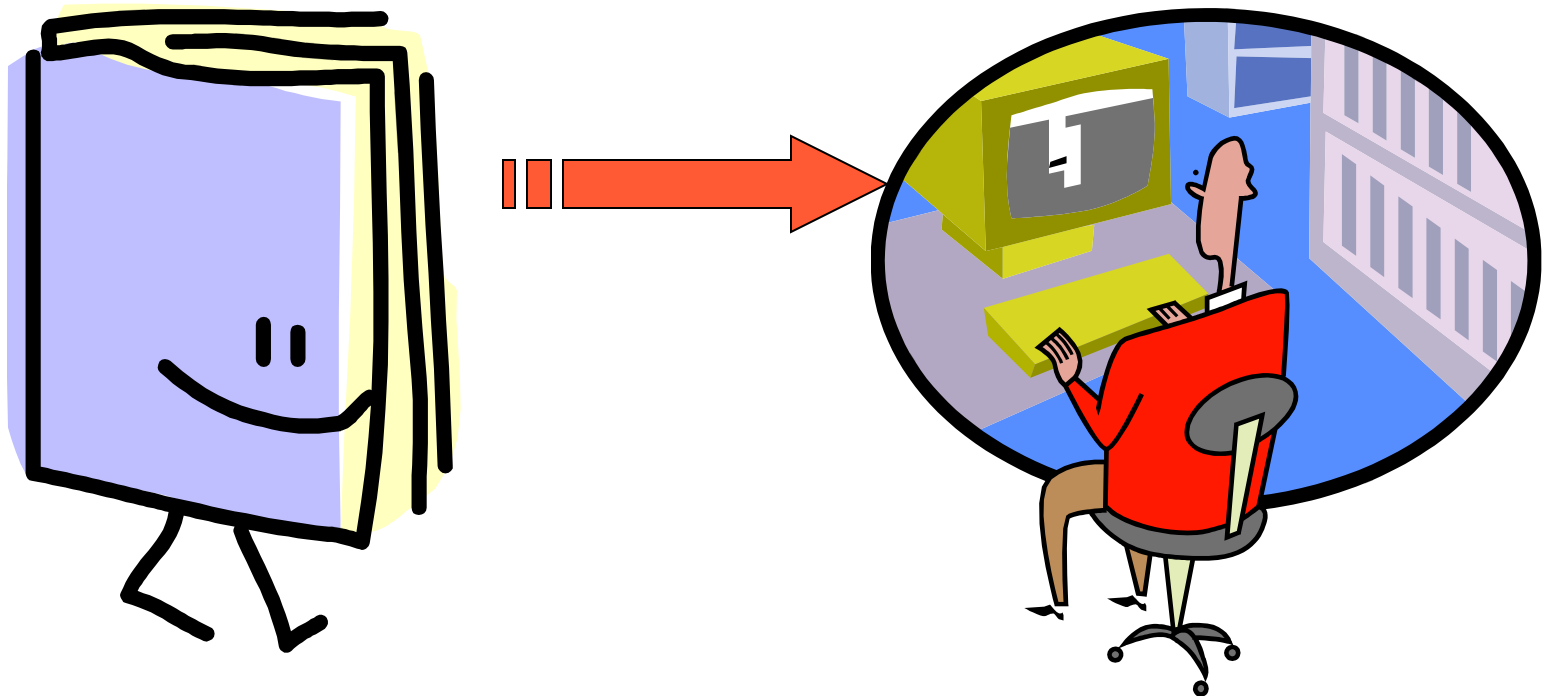
- Starting point:
  - What are your experiences with your eBook collections?
  - What collection areas are you collecting in?





# eBooks in the online catalog

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# eBooks Marc records

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- Vendor supplied Marc record
  - Obtain sample records
  - Evaluate record content
- Review findings/plans prior to purchase
- No vendor records

# Bibliographic record set

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- Record review – compare titles ordered with records received
- Edit bibliographic records
- MarcEdit
  - Free software program (Oregon State)
  - Facilitates work with bibliographic records
  - Easily add same tag to all records
  - Search “marcedit” (URL on handout)

# Bibliographic review – Marc tags

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- 001 – system control number
  - Vendor number ok
  - OCLC number edit (match point)
- 050 – Library of Congress Classification number
- 245 \$h – \$h [electronic resource] (GMD)
- 300 \$e – accompanying material
  - Check for 500 note
  - Check for 538 note

# Bibliographic review – Marc tags

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- 440 – series statement – as appropriate (all records)
- 533 \$a Electronic reproduction ... (all records)
- 655 – local genre heading Electronic books (all records)
- 710 – corporate name added entry for vendor (all records)
- 856 – URL; proxy string + direct to title link

# Bibliographic records into catalog

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- Unique location codes in library database
  - Identify collections
  - Remove collections from catalog
- Import records as batch process
  - Auto-create holdings and item records
  - Flag for authority work
- Authority control processing

# Final bits

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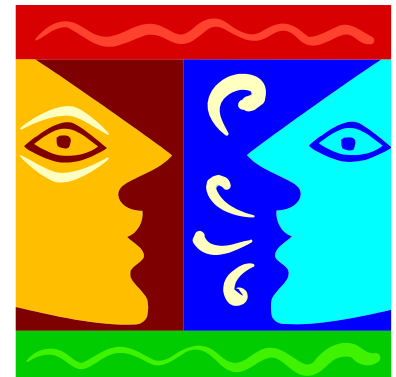
- Verify URL link correct
- Library catalog eBook limit
- Announce e-collection
- Record maintenance



# Discussion

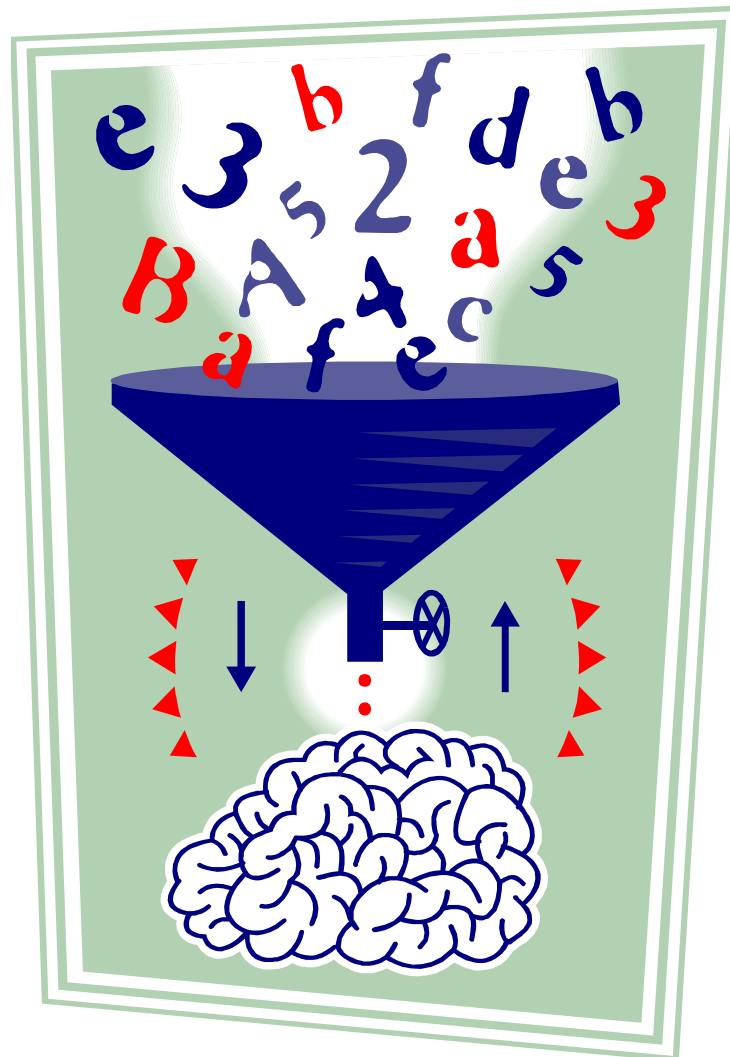
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- Are you ...
  - Importing records into your database?
  - Making changes to records?
- Do vendor Marc records influence purchase decision?





# Data from our Library



# Safari eBook characterization

# of Slots purchased = 200

# of Titles selected = 172

# of Slots on 7/10/2007 = 199

# of Titles on 7/10/2007 = 171

*1 title removed from product without notification by vendor*

<b>Safari Product Line</b>	<b># of Titles</b>	<b># with records in catalog</b>
Business Books	5	5
Tech Books	166	160
Grand Total	171	165

# Safari eBook characterization, cont'd

LC Class	# of Titles
HD & HF	11
LB	1
ML	2
PN	2
QA	89
TK	66
Grand Total	171

Latest pub. date	2005
Earliest pub. date	1998
Average pub. date	2002.6
Median pub. date	2003

# Safari usage

Usage*	# of Hits
Maximum hits per title	404
Minimum hits per title	1
Average hits per title	33.4
Median hits per title	11.5
Total	5684

*\*Excludes data for the title 10 Minute Guide to Effective Business Writing*

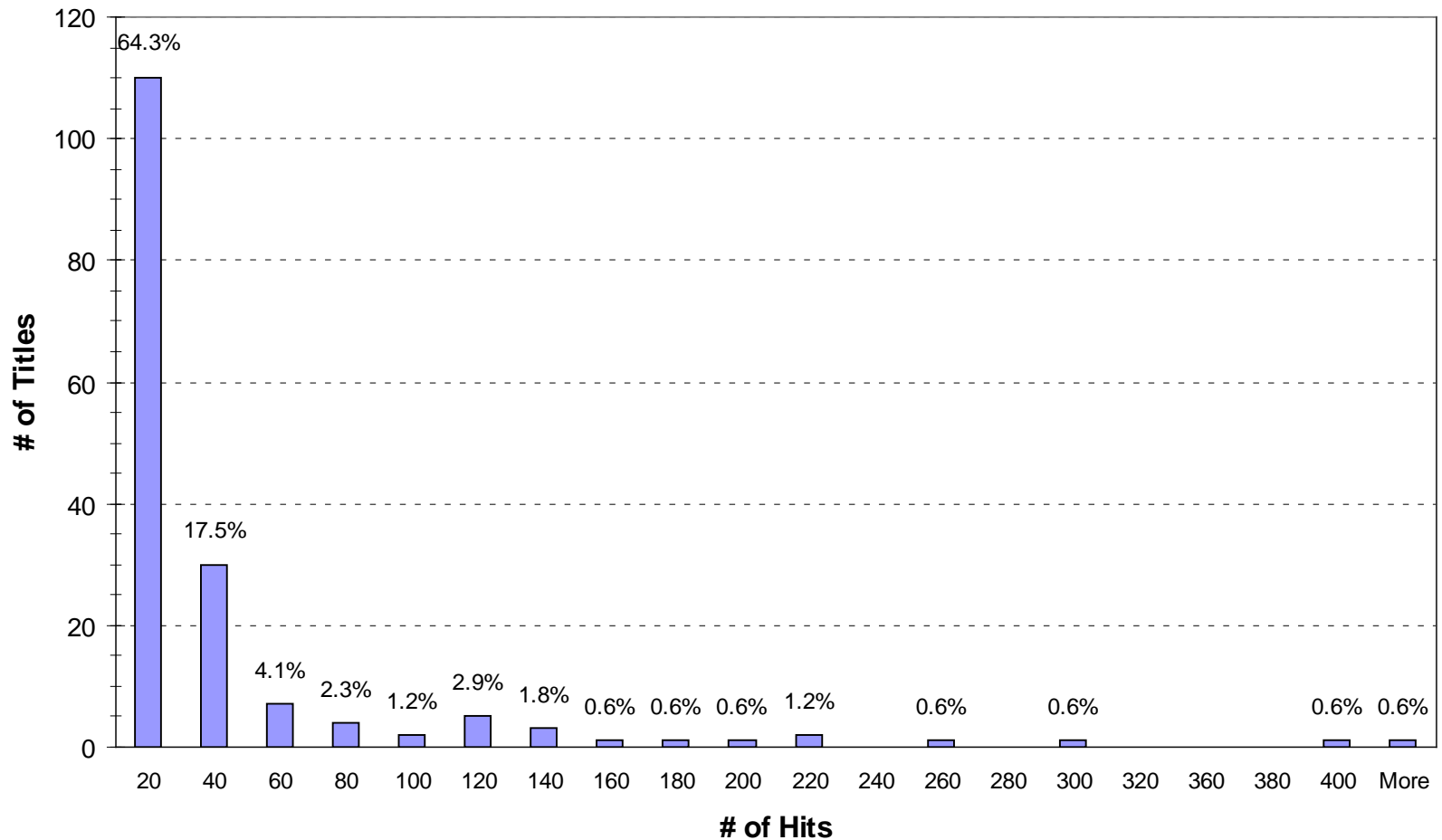
Hit = retrieval of a section = # of previews + # of views

Preview = a “free taste” of a section

View = accessing the full content of a section

# Histogram of # of hits

Usage per title



# Six titles (3.5% of titles) account for 30% of the hits

Title	# of Hits	List Price
Gast, Matthew S. <i>802.11 Wireless Networks: the Definitive Guide</i> . 2nd ed. Sebastopol, CA: O'Reilly, 2005.	404	\$45
Lippman, Stanley B., Josée Lajoie, and Barbara E. Moo. <i>C++ Primer</i> . 4th ed. Upper Saddle River: Addison-Wesley, 2005.	384	\$55
McFarlane, Nigel. <i>Firefox Hacks</i> . Sebastopol, CA: O'Reilly Media, 2005.	288	\$25
Castro, Elizabeth. <i>HTML for the World Wide Web Visual Quickstart Guide: with XHTML and CSS</i> . 5th ed. Berkeley: Peachpit Press, 2003.	259	\$33
Vandevoorde, David and Nicolai M. Josuttis. <i>C++ Templates: the Complete Guide</i> . Boston: Addison-Wesley, 2003.	217	\$66
Sobell, Mark G. <i>A Practical Guide to Red Hat Linux: Fedora Core and Red Hat Enterprise Linux</i> . 2nd ed. Upper Saddle River, N.J: Prentice Hall Professional Technical Reference, 2005.	201	\$50
<b>Total</b>	<b>1753</b>	<b>\$274</b>

# Hits for titles not in local library catalog

Title	# of Hits
Balter, Dan and Philip Wiest. <i>Supporting Users and Troubleshooting a Windows XP Operating System</i> . Indianapolis, Ind.: Que Certification, 2004.	39
Bautts, Tony, Terry Dawson, and Gregor N. Purdy. <i>Linux Network Administrator's Guide</i> . 3rd ed. Sebastopol, Calif.: O'Reilly, 2005.	11
Fischer, Marvin J. <i>Pocket Guide to the National Electrical Code</i> . 2005 ed. [S.l.]: Pearson PTR, 2005.	2
Flickenger, Rob and Roger Weeks. <i>Wireless Hacks</i> . 2nd ed. Sebastopol, Calif.: O'Reilly, 2005.**	30
Mauro, Douglas R. and Kevin J. Schmidt. <i>Essential SNMP</i> . 2nd ed. Sebastopol, CA: O'Reilly, 2005.	190
Meloni, Julie C. <i>Blogging in a Snap</i> . Indianapolis, Ind.: Sams, 2005.	23
Pogue, David and Adam Goldstein. <i>Switching to the Mac: the Missing Manual</i> . Sebastopol, CA: O'Reilly, 2005.	47
<b>Total</b>	<b>342</b>

\*\*Also have print version in Voyager -- has not circulated.

# Usage comparison print vs. eBooks

- 27 titles selected from Safari are owned in print, some in multiple editions
- 14 of those print version titles have circulated after 2005

	Median pub. date	Avg. times used	Median of times used
Print	2000	17.35	13
eBook	2002	73.37	30

Usage ratio eBook to print (all eds.) with circulation after 2005

Average = 11.8

Median = 2.19

So the median for each time the print version was used, the eBook was used 2.19 times



# eBook vs. print in selected LCC

	QA76.73.J38 (Java)				QA76.73.P22 (Perl)				QA76.76.H94 (Hypertext)			
	Pub Year		Usage		Pub Year		Usage		Pub Year		Usage	
	Safari	Print*	Safari	Print*	Safari	Print*	Safari	Print*	Safari	Print*	Safari	Print*
titles	10	24/29**			12	17/17**			11	19/41**		
max	2005	2007	178	77	2005	2006	44	34	2004	2004	259	85
median	2003	2001	20.5	14.5	2002	2001	13.5	15.2	2002	2000	28	26
average	2002	2000	42.4	19.2	2002	2000	15.4	15.2	2002	1999	48.5	30.9
min	1998	1995	2	1	1999	1997	2	1	2000	1995	11	4

*\*calculations includes only print titles that have circulated since Dec. 2005. Usage since it was received.*

*\*\* titles that have circulated since Dec. 2005/titles in call number*

# eBook vs. print in selected LCC

	QA76.76.O63 (Operating Systems)				TK5105.5 (General Computer Networks)			
	Pub Year		Usage		Pub Year		Usage	
	Safari	Print*	Safari	Print*	Safari	Print*	Safari	Print*
titles	23	39/161**			10	12/77**		
max	2005	2005	201	71	2004	2006	125	66
median	2004	2002	9	10	2002	1999	3.5	6
average	2003	2000	23	14.7	2002	1998	19.8	13.9
min	2000	1988	1	1	2001	1990	2	1

*\*calculations includes only print titles that have circulated since Dec. 2005. Usage since it was received.*

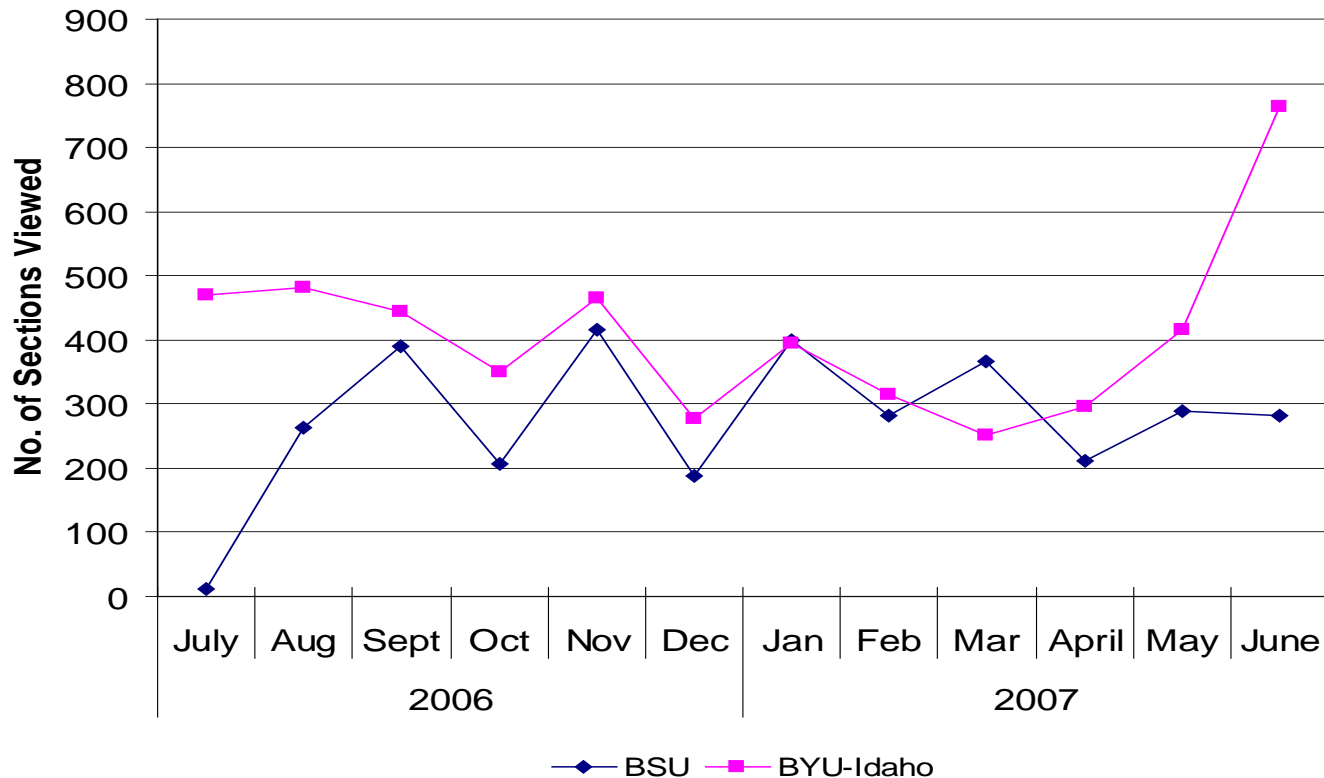
*\*\* titles that have circulated since Dec. 2005/titles in call number*

# Cost of Safari in terms of usage

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- Cost per hit = \$1.76
- Cost per hit excluding the six titles accounting for 30% of hits = \$2.47
- Cost per title = \$58.48

# BSU & BYU-I usage comparison



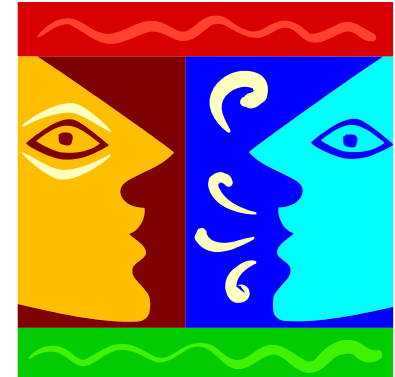
BYU-Idaho data courtesy of Chris Fox  
Thank you Chris!

	BSU	BYU-Idaho
# of Safari titles	165	1,029
Enrollment (spring 2007)	18,178	13,259

# Discussion: What gets used?

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- Starting point:
  - Do you have statistics that can be compared?
  - Are eBooks or print books more cost effective?



# Top things learned during this process

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- Run a trial before purchase
- Evaluate the need for eBooks in your environment
- eBooks require scheduled maintenance
- eBook titles review/maintenance results in review/maintenance of print titles in the same subject area
- Continued and innovative marketing required

# Actualizing the lessons

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- Before purchase
  - Find out about the vendor
  - Usage statistics available
  - Review the Marc records
  - Get input from faculty, collection development, cataloging/technical services, public services
- Formalize the review process of adding and removing eBook titles
  - Shared calendar
  - Plan for maintenance of cataloging records
- Document the steps
- Share the workload and responsibility among people and departments

# “This is not your grandfather’s eBook”

- Books on mobile phones
  - *Red Thread* sold over 1 million copies in 6 months in Japan - [http://www.digitalworldtokyo.com/index.php/digital\\_tokyo/articles/cellphone\\_novel\\_downloads\\_outstrip\\_paper\\_books\\_in\\_japan/](http://www.digitalworldtokyo.com/index.php/digital_tokyo/articles/cellphone_novel_downloads_outstrip_paper_books_in_japan/)
- Greater Interoperability between course software (blackboard, webct) and eBooks (Silberer)
- What would happen if vendors made eBook titles available in Google Books etc.
- The “iPod” of reader devices?
  - Sony, Kindle (Amazon) – wireless download





# Thank you

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**“But what is more important in a library than anything else — than everything else — is the fact that it exists.”**

Archibald MacLeish in *The Premise of Meaning*, *American Scholar*, v. 41, no. 3 (summer 1972), p. 359.