Technical eBooks

A Solution Looking for a Problem?

Peggy Cooper, Rick Stoddart, Melissa Kozel, Barbara Glackin, Cheri Folkner

Overview

- What prompted us to do this presentation?

  Medieval helpdesk
Presentation Agenda

- 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

- 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

- 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

- 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)
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

- 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?

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

Books
Overview of BSU e-Collections

- 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

- 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

Network Warrior

JavaScript

SQL Cookbook
Why we chose Safari…

- “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
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

- Starting point:
  - What are your experiences with your eBook collections?
  - What collection areas are you collecting in?
eBooks in the online catalog
eBooks Marc records

- Vendor supplied Marc record
  - Obtain sample records
  - Evaluate record content

- Review findings/plans prior to purchase

- No vendor records
Bibliographic record set

- 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

- 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

- 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

- 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

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

- 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

<table>
<thead>
<tr>
<th>Safari Product Line</th>
<th># of Titles</th>
<th># with records in catalog</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Books</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Tech Books</td>
<td>166</td>
<td>160</td>
</tr>
<tr>
<td>Grand Total</td>
<td>171</td>
<td>165</td>
</tr>
</tbody>
</table>
### Safari eBook characterization, cont’d

<table>
<thead>
<tr>
<th>LC Class</th>
<th># of Titles</th>
<th>Latest pub. date</th>
<th>Earliest pub. date</th>
<th>Average pub. date</th>
<th>Median pub. date</th>
</tr>
</thead>
<tbody>
<tr>
<td>LB</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ML</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PN</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>QA</td>
<td>89</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TK</td>
<td>66</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>171</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Safari usage

<table>
<thead>
<tr>
<th>Usage*</th>
<th># of Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum hits per title</td>
<td>404</td>
</tr>
<tr>
<td>Minimum hits per title</td>
<td>1</td>
</tr>
<tr>
<td>Average hits per title</td>
<td>33.4</td>
</tr>
<tr>
<td>Median hits per title</td>
<td>11.5</td>
</tr>
<tr>
<td>Total</td>
<td>5684</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Title</th>
<th># of Hits</th>
<th>List Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td><strong>1753</strong></td>
<td><strong>$274</strong></td>
</tr>
</tbody>
</table>
## Hits for titles not in local library catalog

<table>
<thead>
<tr>
<th>Title</th>
<th># of Hits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meloni, Julie C. <em>Blogging in a Snap</em>. Indianapolis, Ind.: Sams, 2005.</td>
<td>23</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>342</strong></td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th></th>
<th>Median pub. date</th>
<th>Avg. times used</th>
<th>Median of times used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>2000</td>
<td>17.35</td>
<td>13</td>
</tr>
<tr>
<td>eBook</td>
<td>2002</td>
<td>73.37</td>
<td>30</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>LCC</th>
<th>Pub Year</th>
<th>Usage</th>
<th>Pub Year</th>
<th>Usage</th>
<th>Pub Year</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>QA76.73.J38 (Java)</td>
<td></td>
<td></td>
<td>QA76.73.P22 (Perl)</td>
<td></td>
<td></td>
<td>QA76.76.H94 (Hypertext)</td>
</tr>
<tr>
<td></td>
<td>Safari</td>
<td>Print*</td>
<td>Safari</td>
<td>Print*</td>
<td>Safari</td>
<td>Print*</td>
</tr>
<tr>
<td>titles</td>
<td>10</td>
<td>24/29**</td>
<td>12</td>
<td>17/17**</td>
<td>11</td>
<td>19/41**</td>
</tr>
</tbody>
</table>

*Calculations include 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

<table>
<thead>
<tr>
<th>QA76.76.O63 (Operating Systems)</th>
<th>TK5105.5 (General Computer Networks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pub Year</td>
<td>Usage</td>
</tr>
<tr>
<td>Safari</td>
<td>Print*</td>
</tr>
<tr>
<td>titles</td>
<td>23</td>
</tr>
<tr>
<td>max</td>
<td>2005</td>
</tr>
<tr>
<td>median</td>
<td>2004</td>
</tr>
<tr>
<td>min</td>
<td>2000</td>
</tr>
</tbody>
</table>

*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

- 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!

<table>
<thead>
<tr>
<th></th>
<th>BSU</th>
<th>BYU-Idaho</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Safari titles</td>
<td>165</td>
<td>1,029</td>
</tr>
<tr>
<td>Enrollment (spring 2007)</td>
<td>18,178</td>
<td>13,259</td>
</tr>
</tbody>
</table>
Discussion: What gets used?

- Starting point:
  - Do you have statistics that can be compared?
  - Are eBooks or print books more cost effective?
Top things learned during this process

- 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

- 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

- 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

“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.