AN EVIDENCE-BASED, DATA-DRIVEN APPROACH TO BUILDING USEFUL E-BOOK COLLECTIONS

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Background

- E-books new cash cow in industry
- Success of e-book readers and smart phones pushing demand.
- New generation of users used to technology demand accessibility.
- Publishers still holding on to older subscription models.

EVOLVING PRESENCE OF E-BOOKS IN THE COLLECTION

- Less dependence on print books
- Remote access desired
- STM vanguard of e-access
- Changing user preferences
- Findability (discovery tools)
- Ideal for clinicians at point of care

Monographs use study

- Evaluated purchases from past two years for circulation.
- Developed data-driven approach for print monographs.
- How can this translate to e-books?

DIFFERING BUSINESS MODELS

- Large packages and subscription
  - New editions replaced, but encumber budget dollars.
  - With packages, often get content you do not need or want.
  - Eg. MD Consult, STAT!Ref
- One time funds
  - No annual encumbrance, but must purchase new editions.
  - Eg. R2 Library

Evaluating purchasing decisions

- Overlap analysis (eg Serials Solutions)
- User survey instruments-Satisfaction survey.
- Usage statistics- searches, sessions, turnaways
- Right now, focusing on broad titles- not subspecialties.
- Cost per use

CHALLENGES WITH E-BOOKS

- Currency- new editions not swapped out right away.
- Are patrons just choosing book because electronic?
- Staffing- need tech savvy person to troubleshoot
- Duplicate if in print?
- Often bad or incomplete cataloging records.

CHALLENGES WITH EVALUATION

- No impact factor for e-books
- How to compare usage stats derived from differing means?
- Just because COUNTER doesn't mean same counter stats used.
- Comparison of Print usage to Electronic usage is like apples and oranges.
- E-book readers- cannot determine how many times individual title is accessed.

COUNTER COMPLIANCE- VARIES

Only Vendors and Usage Reports included in this list may be regarded as being COUNTER compliant for Books and Reference Works

Vendor	BR1	BR2	BR3	BR4	BR5	BR6	Reports Available in XML?
Blackwell Publishing Ltd		Yes		Yes		Yes	Yes
Greenwood Publishing Group	Yes	Yes			Yes		No
Informa	Yes	Yes	Yes				No
MyiLibrary		Yes	Yes			Yes	No
Thieme Medical Publishers		Yes					No
Xrefer		Yes				Yes	No

- **BR1** = Book Report 1: Number of Successful Title Requests by Month and Title
- **BR2** = Book Report 2: Number of Successful Section Requests by Month and Title
- **BR3** = Turnaways by Month and Title
- **BR4** = Turnaways by Month and Service
- **BR5** = Total Searches and Sessions by Month and Title
- **BR6** = Total Searches and Sessions by Month and Service
- Full descriptions of the Usage Reports may be found, along with examples, in Section 4 of the COUNTER Code of Practice for Books and Reference Works.

FUTURE E-BOOK TRENDS

- Enriched e-books- inclusion of multimedia.
- Reference/reserves collections transition from print to e-books.
- Continuing development for normalizing usage stats
- Publishers' models will continuing to evolve.
- More of libraries' monographs budget will shift to e-books.

FUTURE E-BOOK TRENDS

- More books published electronically.

- Selling books, chapter by chapter. Logistical nightmare for libraries?

- Textbooks increasingly marketed to students. How does library make sure involved?

- With a patron-driven program, libraries have an unprecedented opportunity to base purchases on actual usage data and requests instead of "buying and hoping"

FUTURE DIRECTIONS

- E-book usability testing/focus groups.
  - Are they finding the information they need/want?
  - How easily/quickly can they find information?
  - Why are they using E-books? Because they are convenient? Or because they are the best information to answer their question?

IMPROVE ACCESS TO E-BOOKS:

- Create a customized federated search interface for all E-books

- Link to E-book content directly from library catalog

- Incorporate e-book content into EHR (via Infobutton)

- Is access consistent and reliable for mobile devices (smart phones, iPads)?

- Is access reliable and consistent for all patrons (distance clinicians/learners)?

RETHINK REFERENCE/RESERVES COLLECTION

E-book for core reference titles – no more print reference or reserves collection

THANK YOU!

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