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

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<th>Vendor</th>
<th>BR1</th>
<th>BR2</th>
<th>BR3</th>
<th>BR4</th>
<th>BR5</th>
<th>BR6</th>
<th>Reports Available in XML?</th>
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</tbody>
</table>

- **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 continue 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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