Purchasing in a Digital Age

Emerging Trends in Scholarly Publishing
April 8, 2010 Washington, DC
Michelle Kraft MLS, AHIP
Evolving Library
Generation Shift

- **Seniors**
  - 1925-1945 (ages 64-84)
- **Baby Boomers**
  - 1946-1964 (ages 45-63)
- **Gen X**
  - 1965-1980 (ages 29-44)
- **Millennials**
  - 1981-2000 (ages 9-28)
Core Evaluation of E-Resources

• Price
• Licensing
• Accessibility
• Ease of Use
Electronic Journals

• We are “there” electronically
  – Eliminating print in favor of online
  – Users fully accustomed accessing online
    • Desire/Require seamless access
      – Databases, Google, Reference links
  – Many users access journals off campus or “off hours”
“It’s not online!”
Rise of E-journals

The rise of electronic journals
n=115 UK universities

- Electronic journal titles
- Print only titles

Source: Sconul 2008

E-journals: their use, value and impact.
Nichols, D., Rowlands, I.
Research Information Network
Royal Society of Medicine, July 1, 2009
Cleveland Clinic Alumni Library
Cleveland Clinic Alumni Library
By the Numbers

- Cleveland Clinic E-Journals 2009 *excludes OhioLink e-journals
  337,533 sessions
  595,793 PDFs

- Cleveland Clinic E-Books 2009
  267,985 sessions
Journals: To Buy or Not To Buy

• Online usage statistics
  – Besides price, main factor for renewing

• Requests
  – Analyze most requested journals
    • User requested journals
    • ILL data
Journals:
To Buy or Not To Buy

• Licensing
  – Off campus
  – ILL
  – Multi hospital or consortia
Journals: To Buy or Not To Buy

• Accessibility
  – IP validation
  – Off campus access
    • Proxy
      – 934,227 off campus users January 2010 – March 2010
    • Athens
Research isn’t 9-5

UK readers burn the candle at both ends
Deep log analysis of ScienceDirect

A working week in economics

A working day in economics

Users are making the fullest possible use of e-journals.

E-journals: their use, value and impact. Nichols, D., Rowlands, I.
Research Information Network
Royal Society of Medicine, July 1, 2009
Journals: To Buy or Not to Buy

• Ease of Use
  – Reliable site
  – Customer service
  – Full text linking within databases, reference, Google

E-Journals: their use, value and impact
A Research Information Network Report. April 2009
Online Books

• Online books have a way to go
• E-books compete against e-journals
  – E-book packages compete against databases
• Ease of Use
  – Lack of common standards
  – Access via catalog or Blackboard
• DRM restrictions
### Money Competition

#### Library’s Annual Budget for Electronic Resources

<table>
<thead>
<tr>
<th>Range</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-$5,000</td>
<td>5</td>
</tr>
<tr>
<td>$5,001-$10,000</td>
<td>2</td>
</tr>
<tr>
<td>$10,001-$25,000</td>
<td>4</td>
</tr>
<tr>
<td>$25,001-$50,000</td>
<td>1</td>
</tr>
<tr>
<td>$50,001-$100,000</td>
<td>10</td>
</tr>
<tr>
<td>$100,001-$250,000</td>
<td>14</td>
</tr>
<tr>
<td>&gt;$250,000</td>
<td>79</td>
</tr>
<tr>
<td>Don’t know/decline to answer</td>
<td>19</td>
</tr>
<tr>
<td>Total responses</td>
<td>134</td>
</tr>
</tbody>
</table>

#### Percentage of Library’s Budget E-books Currently Represent

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>14</td>
</tr>
<tr>
<td>1%-10%</td>
<td>77</td>
</tr>
<tr>
<td>11%-25%</td>
<td>12</td>
</tr>
<tr>
<td>26%-50%</td>
<td>6</td>
</tr>
<tr>
<td>51%-75%</td>
<td>0</td>
</tr>
<tr>
<td>&gt;75%</td>
<td>1</td>
</tr>
<tr>
<td>Don’t know/decline to answer</td>
<td>26</td>
</tr>
<tr>
<td>Total responses</td>
<td>136</td>
</tr>
</tbody>
</table>

E-Book Platforms
Preferred Format

*In which format do users generally prefer ebooks? Please select one.*

<table>
<thead>
<tr>
<th>Format</th>
<th>Choices</th>
</tr>
</thead>
<tbody>
<tr>
<td>PDF</td>
<td>53</td>
</tr>
<tr>
<td>Full-text HTML</td>
<td>16</td>
</tr>
<tr>
<td>Optimized for dedicated ebook device (e.g., Kindle, Sony Reader)</td>
<td>4</td>
</tr>
<tr>
<td>Optimized for other mobile device (e.g., iPhone)</td>
<td>0</td>
</tr>
<tr>
<td>Don't know</td>
<td>37</td>
</tr>
<tr>
<td>Other</td>
<td>18</td>
</tr>
<tr>
<td>Total responses</td>
<td>128</td>
</tr>
</tbody>
</table>

Ease of Use

What hinders patrons most in their use of e-book content?

It Better Be Easy

• “If you aren't going to make it easy for me, I am not going to try it. I have enough hoops to jump through during the day to deal with.”
How acceptable is the use of certain forms of DRM on e-books?

Buying New Online Books

• Curriculums
  – COM
  – Residency
  – CNO program
• Highly circulating “text books”
• Reference books
• Consortia materials
Don’t Usually Buy

• Handbooks
  – Read through books, “Pocket Books”
• Platform dependent books
  – Kindle, Sony, etc.
• Print on Demand
• Pay Per View
• Single hybrid books
  – Audio, video, slides, etc. attached to print book
Renew or Not

• Online usage statistics for titles
  – Compared to others in subject area

• Curriculum changes
  – Add new titles
  – Change packages
  – Change providers
Renew or Not

• Ease of use
  – PDF
    • Chapter, section, page
  – Discovery
    • Drill down to chapter
  – Persistent URLs
    • Catalogs, Blackboard
  – Open URLs of References
Old Library
Online Library
Questions