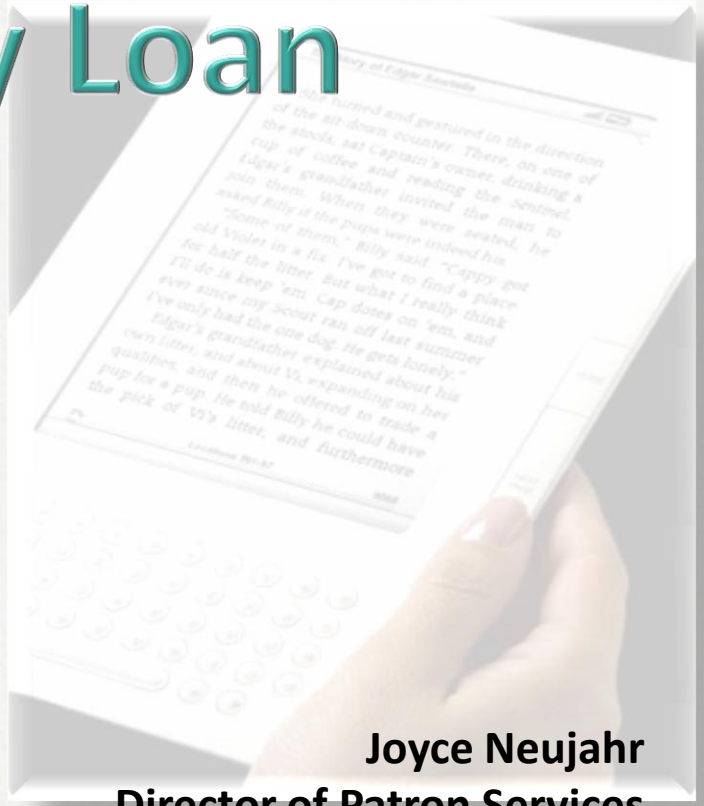
Re-Kindling InterLibrary Loan

Amazon Kindle Wireless Reading Device: Is it the Future of Interlibrary Loan?



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St. Paul, MN

Kindle 1

- Portable book reader using electronic ink – no backlight
- Wireless connectivity
- 4 shades of gray
- 10 ounces
- Low power consumption
- Holds 200 books, SD card increases capacity
- Text size easy to adjust
- Kindle (AZW), TXT, MP3, Audible
- .PDF, .HTML, .DOC, .JPG, .GIF, .BMP, .PNG, through conversion

Kindle 2

- 1/3 of an inch
- 16 shades of gray
- 20% faster page turns
- 25% longer battery life
- Better page turning buttons
- Joystick
- Easier to turn off and on
- Over 1500 books, no SD card
- Over 245,000 books available
- Read-to-Me feature
- Can be read on iPhone and iPod touch

Attributes important to libraries

- Always connected to Amazon by Sprint's 3G wireless cell phone technology
  - Advantage: can order book for patron any time, anywhere
  - Disadvantage: must disable instant ordering each time a loan is made
- Multiple titles stay on the device
  - Reader gets a whole new browsing experience
  - All books assigned to a given Kindle can be re-downloaded in case of device failure

Attributes important to libraries

- Can exchange files on up to 6 Kindles bought with same account number
  - Advantage: virtually no worries that content will be shared in ways that violate copyright
  - Amazon grants you the non-exclusive right to keep a permanent copy of the applicable Digital Content to view, use, and display an unlimited number of times…solely for your personal, non-commercial use
  - you may not sell, rent, lease, distribute, broadcast, sublicense or otherwise assign any rights to the Digital Content or any portion of it to any third party
- Average book cost $9.99
  - We have paid as little as $6 and as much as $135

3 loan programs

- Interlibrary loan replacement
  - Get your book in 3 minutes
  - Triggered by ILL request
    - Users offered option of Kindle vs. Conventional
    - 2 week loan
- Best sellers
  - More new releases available than conventional ILL
  - Triggered by user request for Kindle loan
    - Interesting implications for loan policies
- Kick the tires
  - User just wants to try the technology
    - Could be accomplished with shorter loan period

Marketing

ILL availability alone did not cause a wildfire of demand

- In some cases, titles were simply not on the list of available titles via Amazon
- In other cases, user preferred paper or didn't want to quickly learn new technology
- Some concerns about how to cite for research (page # ?)
- Best seller loans created more demand, and were not subject to the above concerns

Marketing display was effective when prominently placed

Kindle Circulation Stats

• 3/25/08	Kindles 1 – 5 began circulating	total checkouts	119
• 7/17/08	Kindles 6 – 8 began circulating	total checkouts	48
• 3/12/09	First Kindle 2	total checkout	1

- Total Circulation as of 3/16/09 168
- Average annual estimate = 21 checkouts per unit

- Total Books Purchased: 104 for $ 1,125.46
- Average cost per book = $10.82

Issues, some settled…

- Loan rules , Loan rule determiner table
  - Length of loan, holds, location, patron type, item type
  - Special forms to fill out
  - Configure circulation module of ILS
- Kindle bags
- Acquisitions policies
  - Who makes collection development decisions?
  - Recording the purchase, then moving to…
- Cataloging
  - Had to be searchable
  - Dealing with retained titles
  - Basic author/title entered at circulation desk

UNO | University Library | Library Catalog - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://catalog.lib.unomaha.edu/search~S0?/cKINDLE+%232/ckindle+2/-3%2C-1%2C0%2CE/frameset&FF=ckindle+3&1%2C1%2C

wallpaper retro

UNO Library | GENISYS Web | UNO Home Page | UNO Mail

CALL NUMBER | KINDLE #2 | System Sorted | Search

Limit search to available items

(Search History)

Result page: Previous Next

Print

Rating

Title	Kindle 3
Other title	Ebook reader
Publisher	Seattle, WA : Amazon.com, 2008

BOOKMARK

Full Record | Availability | Find Similar Items

Persistent link to this record

Copy Not Available? Check Local Libraries

LOCATION	CALL NO.	STATUS	PUB. NOTE
Main Service Desk	KINDLE #3	ON HOLDSHELF	View full record to see list of titles contained on this Kindle e-book reader.

Description	1 electronic book reader ; 7.5 x 5.3 x 0.7 in. + 10.3 ounces., power adapter, USB 2.0 cable in box
Summary	The Kindle is a "convenient, portable reading device with the ability to wirelessly download books, blogs, magazines, and newspapers."-publisher website
Note	6" diagonal E-Ink® electronic paper display, 600 x 800 pixel resolution at 167 ppi, 4-level gray scale
Added Author	Coll, Steve. Ghost wars: the secret history of the CIA Kidder, Tracy. Mountains beyond mountains: healing the world: the quest of Dr. Paul Farmer, a man who would cure the world Pollan, Michael. In defense of food Trudeau, Kevin. Debt cures "They" don't want you to know about Wooden, John R. Wooden on leadership Cantrell, Robert Stephen. Spatial ecology via reaction-diffusion equations Cosner, Chris. Spatial ecology via reaction-diffusion equations Ferracchiati, Fabio Claudio. LINQ for Visual C# 2005 McBride, James. Miracle at St. Anna
Other title	Ebook reader

Future plans

- Obsolescence guaranteed
- New versions and competitors
- Audio books and other content may be important
- And, yes, we'd do it again

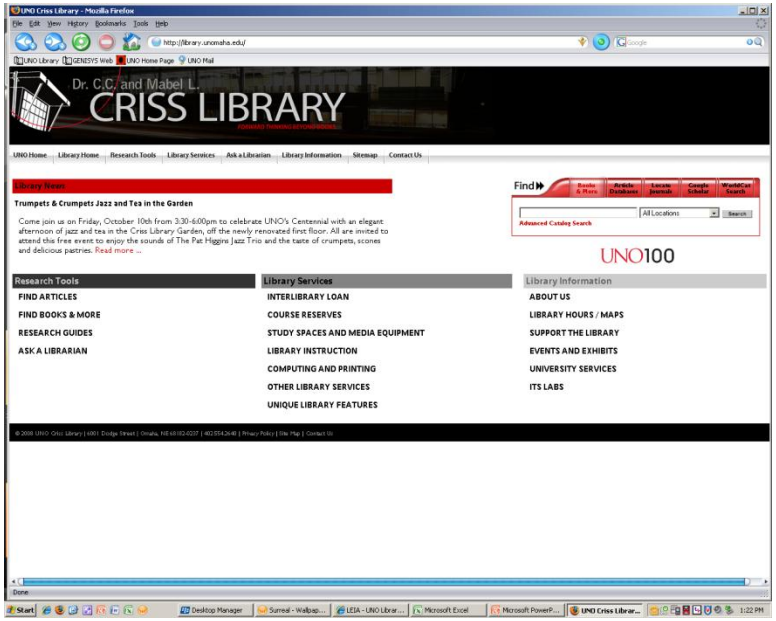
Thanks

- Email

  jneujahr@unomaha.edu

- Our website

  library.unomaha.edu



In-library photography courtesy of Blue Pi productions, but we bought the coffee and snacks