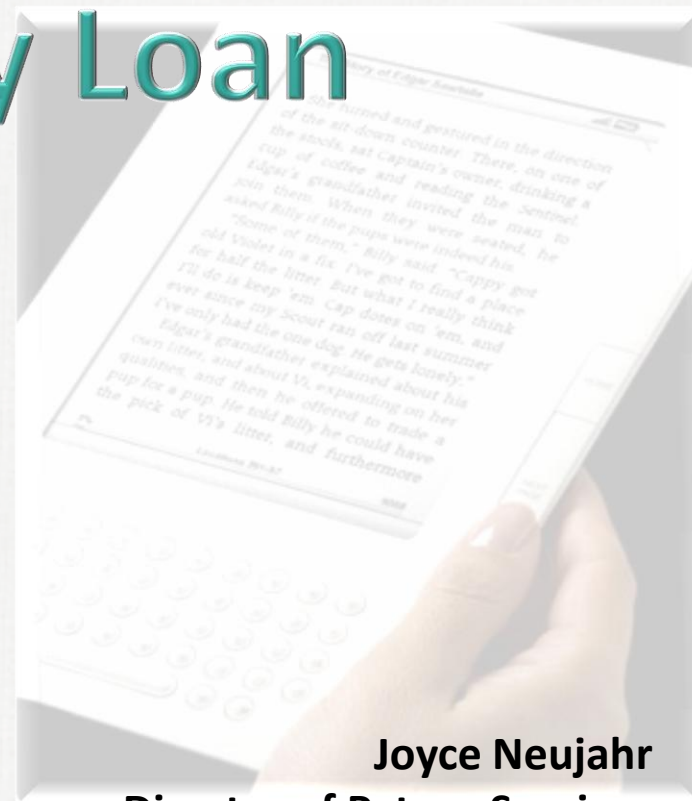


# Re-Kindling InterLibrary Loan



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



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**LIBRARY  
TECHNOLOGY**  
Conference  
**2009**

March 18-19, 2009  
Macalester College  
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





# Future plans

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



# Thanks

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

