Re-Kindling InterLibrary Loan

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



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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 redownloaded 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

<u>3 loan programs</u>

- 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
- 7/17/08 Kindles 6 8 began circulating
- 3/12/09 First Kindle 2

total checkouts 119 total checkouts 48 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

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Added Author Co	I, Steve. Ghost wars: the secret history of	f the CIA		
Kid	der, Tracy. Mountains beyond mountains:	healing the world: the quest o	of Dr. Paul Farmer, a man	
	o would cure the world			
Pollan, Michael. In defense of food Trudeau, Kevin, Debt gures "They" den't went you to know about				
	<u>Trudeau, Kevin.</u> <u>Debt cures "They" don't want you to know about</u> <u>Wooden, John R.</u> <u>Wooden on leadership</u> Cantrell, Robert Stephen. <u>Spatial ecology via reaction-diffusion equations</u>			
Cosner, Chris. Spatial ecology via reaction-diffusion equations				
Ferracchiati, Fabio Claudio. LINQ for Visual C# 2005				
<u>Md</u>	<u>Bride, James. Miracle at St. Anna</u>			
Other title Eb	pok reader			

Future plans

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



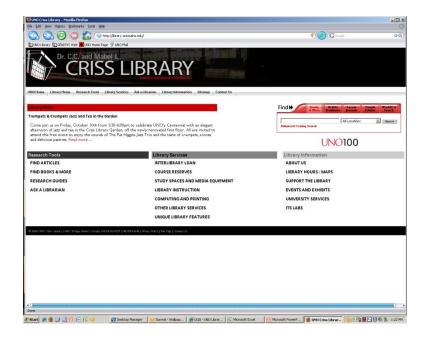
Thanks

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