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 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
Kindle 3

Title:
Kindle 3

Other title:
Ebook reader

Publisher:
Seattle, WA : Amazon.com, 2008

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.

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