Supporting users in their pursuit and use of our e-books: Perspectives from one large academic library

Virginia Bach, Laurel Haycock, Lois Hendrickson, Julie Kelly, Charles Spetland

University of Minnesota Libraries
Special project

User support

Demand-driven acquisition
Many players

Personal Info Management

**Collections**

- Tech services
- Web design
- Communications
Demand Driven Acquisition of Ebooks

University of Minnesota-Twin Cities ebrary and YBP
General Approach

• DDA (AKA PDA) … users self select
• YBP
• ebrary
• Fully integrated with existing selection and acquisition routines, record loads and invoicing
Parameters

- Prospective, beginning in August 2011
- Based on existing YBP approval plan and slip subject profiles
- Full YBP GOBI history and duplication control
- Price limit $325
- Some publishers removed
Simultaneous Print-Ebook Profiling

Graph showing the percentage of simultaneous print-ebook profiling over time from 10/9/2009 to 10/9/2011.
Discovery record loads

- Weekly automatic loads
- As few as 60 records, as many as 320
Studying mobile media [electronic resource] : cultural technologies, mobile communication, and the iPhone / edited by Larissa Hjorth, Jean Burgess, Ingrid Richardson.


1 online resource.

Routledge research in cultural and media studies; 39.

Click here for University of Minnesota Twin Cities access.

TC Internet Resource

Other Series

(Routledge research in cultural and media studies ; 39)

Description based on print version record.

Note

Includes bibliographical references and index.

Note


Subject LC

Mobile communication systems -- Social aspects.

Interpersonal communication -- Technological innovations -- Social aspects.

iPhone (Smartphone)

Information technology -- Social aspects.

Communication and culture -- Technological innovations.

Contributor

Hjorth, Larissa.

Burgess, Jean (Jean Elizabeth)

Richardson, Ingrid. 1966-.

Contributor

ebrary Inc.

ISBN

135464336 (electronic bk )

9781136443331 (electronic bk )

0780416695347 (hardback)

0415898940 (hardback)

Material Type

bks

elr

System No.

006275931
Triggering a purchase

- Ten discrete page views in a given session (not counting front 5% (TOC, introduction) and back 5% (index, bibliography, notes, etc.))
- Ten minutes of constant viewing
- Any copying or printing of pages
Purchases as of March 1

- 5350 discovery records loaded
- 300 triggered purchases ($25,942)
- $86.47 average (range: $9.95-$325)
Subject Breakdown
All loaded records to date
Subject Breakdown
Purchased titles

Series1
Ongoing usage

• Majority of purchased titles see continued use over time
• Single simultaneous user (default)
Other ways we acquire/access ebooks

- Individual selections through YBP, publishers and aggregators
- Consortial purchases: Springer, Elsevier, Brill, Ashgate
- Lease: Knovel, NetBASE packages
- HathiTrust, GoogleBooks
Going forward …

- Ongoing analysis of usage and purchase trends
- Distribute costs?
- Balancing ‘just in case’ vs. ‘just in time’
Promoting e-book content in University of Minnesota Libraries

http://degreedirectory.org/cimages/multimages/2/another-ebook
Productivity and Efficiency subgroup learning objects

Library e-books

Rationale: Many are using e-books & devices and yet may be unaware of the extent of our library e-book collections. And, they may be unfamiliar with how to access and use our e-books efficiently.

1. E-book collections help pages:  
The library web pages have not had information and help available about how to access and use our e-books.  

The first part of this learning object was rolled out recently with the new E-Book Collections web page at: [http://www.lib.umn.edu/howto/ebooks](http://www.lib.umn.edu/howto/ebooks)

Additional features planned include a widget for searching for e-books based on the BioMed Library widget and additional helpful content.

2. E-book workshop:  
We will develop an in-person workshop drawing from the content on the E-Book Collections web pages  
Delivery medium: 20 minute learning byte in-person presentation & recorded version (consider offering in segments)

Timeline for completion: Pilot presentation late fall semester with roll out in Jan/Feb 2012

Resources needed: Recording capability and assistance; e-book devices to use for demonstration (laptop, Kindle, ipad, android, smart phone)

Contingencies: E-book web page completion; available devices;

Success: Attendance, feedback
Listening sessions

User concerns

- Time outs for e-books? How to know if a book is in use by someone else?
- Improve language e.g. “PDF viewer-dependent” in the e-book packages list.
- Clarify that catalog search for e-books is for title and subject, not full text.
- How do e-books that include videos play on devices?

Staff concerns

- Does the library have ebook readers to check out? Can staff check out readers to try/test features?
- Can we/do we want to license textbooks for our users?
- Should we select books that we know will work on specific devices?
- How can we raise awareness / promote our e-books?
- What happens when the user moves out of wireless range?
- Develop a tutorial on the instructor's support page on deep linking to sections in e-books.
Lesson 1
Lesson 2.....it takes a village

Staff involved:
- Webmaster
- Page owners,
- Staff who are authorized to make changes to pages
- Library staff (listening),
- Committees (CSSC) and (PIM – all members)
- Primo management group (discovery layer)
- Enterprise systems (run search strings on packages)
- IT council

Rationale:
- It is important to advocate for any improvements & increased clarity in user access to e-books. Some users are globally distributed, and others with disabilities may prefer ebooks. Simplifying access would be helpful to many.
- A scan of 10 other CIC libraries revealed 2 that have separate e-book searches (Ohio State and Indiana), 3 that are about like us (book and online facets/limits), and 5 that do not. Just one had a link to e-book collections (Iowa), but it just had a brief description and no other info. (Nov 2011)
E-books at the University of Minnesota Libraries

The University Libraries provides access to 350,000+ books in electronic format. They vary in features (downloading, linking) and are sometimes grouped together by subject or publisher.

To locate individual e-books, try the libraries online catalog using these 3 steps:
1. Enter a subject or author
2. Refine results by limiting to Full Text Online under Availability (on the left)
3. Refine again by selecting Books under Material Type

Search MNCAT

To locate collections of e-books, use the A-Z list below.

Background on e-book collections

Many of our e-books are part of large collections and the following list describes features of those collections. The "lock" icon indicates that remote access is available only to current University students, staff and faculty.

A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z
PIM Blog: Personal Information Management for Researchers

E-books at the U Libraries

By edlib@umn.edu on October 10, 2011 12:17 PM

Did you know that the U Libraries has thousands and thousands of e-books available?

You can link into them via searching MNCat just like finding print books. When you find an e-book of interest simply click on Online Access and then Open Source in New Window to read the e-book.

Do you want to know if our e-books can be read on your iPad, Kindle, or Nook?
Do you want more details about the scope of our e-book collections?

Our E-Book Collection information page is linked here: http://www.lib.umn.edu/howto/ebooks
Lesson 3 – the aha moment
350,000+ E-books: Finding & Using Them

IN MNCAT:
- Search by topic
- Limit to Books
- Limit to Full text online

E-book work groups:
Personal Info Management Collaborative:
Virginia Bach, Laurel Haycock, Lois Hendrickson, Julie Kelly
Collections Strategic Steering Committee:
Virginia Bach, Katherine Chew, Betsy Friesen, Julie Kelly, Charles Speitland, Jim Stemer

Where do e-books come from?
- Large packages from publishers
- Individual orders by selectors
- Patron-driven acquisition

Info available about e-book packages:
(https://www.lib.umn.edu/howto/ebooks)
- Number of simultaneous users
- Compatibility with iPad, other devices
- Ability to print, download, annotate
- Need for plug-in software

Each package will also have a library staff member to serve as our local "expert"
Next step: campus wide technology fair

More e-books in a library’s collection means major changes in the user’s experience. At the University of Minnesota Libraries, we are taking several steps to support our users as they expand their worlds to include e-books. These include demand-driven acquisition, and providing background about the large e-book packages to which we subscribe, with information about how to view our e-books on various e-book readers. We are working with one college to support their iPad initiative.
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<th>Date reviewed</th>
<th>E-book Platform</th>
<th>Offline reading (PDF, ePub, azw)</th>
<th>Mobile Sites and Apps for this device</th>
<th>Special Software Requirements (beyond the obvious, like an internet browser or PDF reader)</th>
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<td>PDF download if it's in the public domain</td>
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<td>Free resource. Not all books can be downloaded or viewed, due to copyright restrictions.</td>
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Support at Public Service Desks
Typical E-Book Problems

• Access Problems:
  • Single user vs. multiple users
  • Getting locked out for a time period
  • Questions about accessing on a particular device

• Downloading Problems:
  • Dependent upon vendor agreements

• Linking Problems:
  • Chapters or sections to Moodle or course pages
Springer

Description: 2005 - present. Imprints that are included:
- Apress
- Birkhauser
- Copernicus Books
- Humana
- Physica-Verlag
- Plenum US
- Praxis
- Springer
- Springer-Verlag
- Steinkopff
- TELOS

Plug-in Software: Not required
Simultaneous Users: Unlimited
Printing: PDF viewer-dependent.
Any current U student/staff member can buy a print copy of a Springer title in this collection for $24.95 and get it mailed to them. Click the BUY A PRINT COPY in the top menu bar for more info.

Downloading: PDF viewer-dependent
Chapter-level Linking: Yes
Viewable w/ iPad: Yes
Viewable w/ Kindle: Yes
Viewable w/ Nook: No
For further information: Help / Search Help
Internal list of E-Book Experts

Linked on Digital Reference staff blog:

- **Access Medicine** - Amy Claussen  BioMed
- **ALCS Humanities E-book** - Malaika Grant  Wilson
- **Books 24x7** - Virginia Bach  Wilson
- **Books@18th Century Collections Online** - Malaika Grant  Wilson
- **OVID** - Amy Claussen  BioMed
- **Brill** - Laura Dale Bischof  Wilson
- **CABI** - Scott Marsalis  Magrath
- **ChinaMaxx** - Tony Fang  Serials
- **CRC NetBase** - Van Houlson  Wilson
- **Early American Imprints** - Rafael Tarrago  Wilson
- **Early English Books Online** - Malaika Grant  Wilson
Developing Help for Devices

Testing E-book Platforms – iPad, Android Tablet, Kindle Fire, Nook for a guide, including:

- Offline reading (PDF, ePub, azw)
- Mobile Sites and Apps for this device
- Special Software Requirements (beyond the obvious, like an internet browser or PDF reader)
- Daily Access Limits and Timeout
- Authentication
- Download Speed
- Graphs, tables and images
Our ideas:
Evolved and Evolving
Change the catalog
New mantra: Search and limit

E-books at the University of Minnesota Libraries

The University Libraries provides access to 350,000+ books in electronic format. They vary in features (downloading, linking) and are sometimes grouped together by subject or publisher.

To locate individual e-books, try the libraries online catalog using these 3 steps:
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3. Refine again by selecting Books under Material Type

• Search your topic
• Limit to books
• Limit to online
Usability will save the day
Teach a workshop
On the horizon

Online support

Focus groups

Experts

Curriculum
Our Ebooks, Their Spaces: A Liaison Collaboration with the CEHD iPad Initiative

Photo “iPad” by Flickr user Biblioteken i Östergötland / Attribution-NonCommercial-NoDerivs 2.0 Generic
3 CEHD Liaisons with iPads

U Library PIM subgroup ebook work

CEHD Mobile Learning iPad initiative
Freely Available E-Books

The University Libraries, public libraries, and digital repositories make thousands of e-books available to you free of charge. Here are some ways to access these collections:

1. U of M Library E-book Collections

We purchase e-books so you don’t have to! The U Libraries has more than 350,000 e-books available for use by current students, faculty, and staff.

Our library e-books can be read on your iPad, other mobile device, and laptop/desktop computer.

Some of our e-books are textbooks. Many library e-books are one reader at a time.

Browse the E-book Collections page.

Or use the MNCat search box, to search for particular titles.

Search by topic or title/author, limit results to Full text online, and limit to books.

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Sign up for an Ebrary account for limited downloading and printing.

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Printing and downloading options are available.

https://www.lib.umn.edu/capim/org/ebooks
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Ebooks And Course Materials

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More information…

• 18 Enlightening iPad Experiments in Education

• Chronicle: What I’ve Learned from Teaching with iPads

• Chronicle: Encouraging Distraction? Classroom Experiments with Mobile Media

• CEHD Mobile Learning : http://www.cehd.umn.edu/mobile/

• Freely Available E-Books : https://www.lib.umn.edu/capim/org/ebooks

Photo “iPad” by Flickr user FHKE / Attribution-ShareAlike 2.0
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