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

Collections

- Tech services
- Web design
- Communications

Personal Info Management
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
Discovery record loads

- Weekly automatic loads
- As few as 60 records, as many as 320
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<th><strong>Standard Full</strong></th>
<th><strong>Brief Citation</strong></th>
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<td><strong>Title</strong></td>
<td>Studying mobile media [electronic resources] : cultural technologies, mobile communication, and the iPhone / edited by Larissa Hjorth, Jean Burgess, Ingrid Richardson.</td>
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<tr>
<td><strong>Published</strong></td>
<td>New York, NY : Routledge, 2012.</td>
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<td>Communication and culture -- Technological innovations.</td>
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<td>Hjorth, Larissa.</td>
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<td></td>
<td>Burgess, Joan (Jean Elizabeth)</td>
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<td>Richardson, Ingrid, 1966-</td>
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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

A B C D E F G H J L M N P Q R S T U Z
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

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

• Links or step-by-step instructions for getting book onto specific e-book devices?
• 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 reveled 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

Keyword ☑ Title keyword ☐ Author ☐ Advanced Search

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

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 Spetland, 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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<td>Mobile Sites and Apps for this device</td>
<td>Special Software Requirements (beyond the obvious, like an internet browser or PDF reader)</td>
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University of Minnesota

Libraries
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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
**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 button 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

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2. Refine results by limiting to Full Text Online under Availability (on the left)
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
U Library iPad project

U Library PIM subgroup ebook work

CEHD Mobile Learning iPad initiative

3 CEHD Liaisons with iPads
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.

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Electronic Textbooks

While there can be advantages to eBooks over traditional textbooks (they’re lightweight, convenient, often less expensive), there are some things you should consider before purchasing one. Factors such as how long you’ll need the text, note-taking and highlighting capabilities, downloading...

http://academics.cehd.umn.edu/mobile/category/student-support/?tag=ebooks-and-course-materials/
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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• Julie Kelly – jkelly@umn.edu

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