

E-books – how can we show they're worth it?

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 **CCA-EDUCAUSE**
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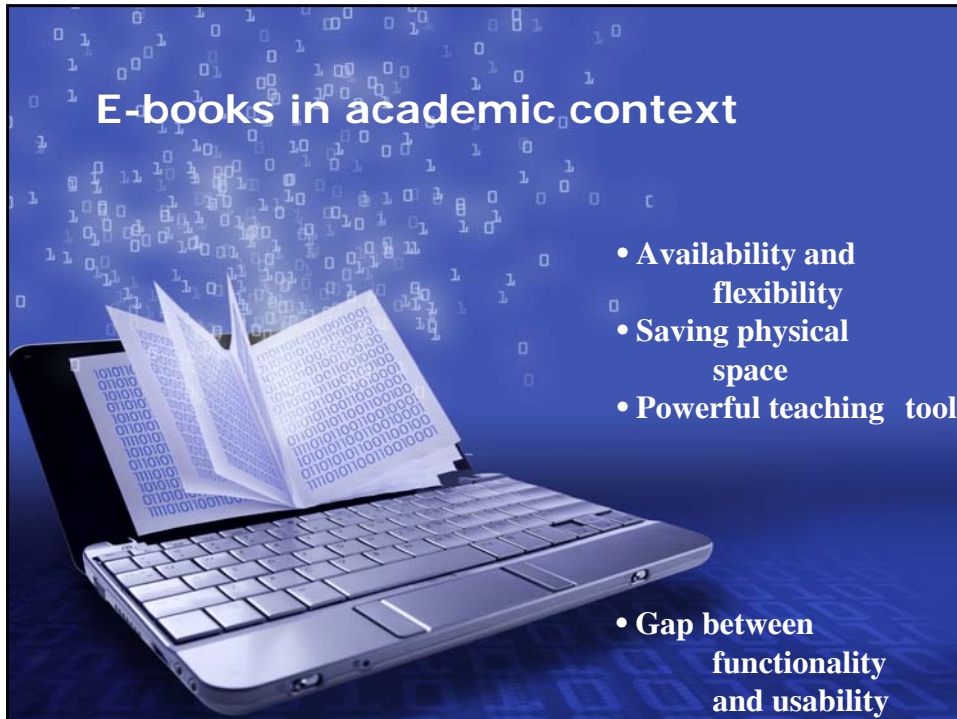


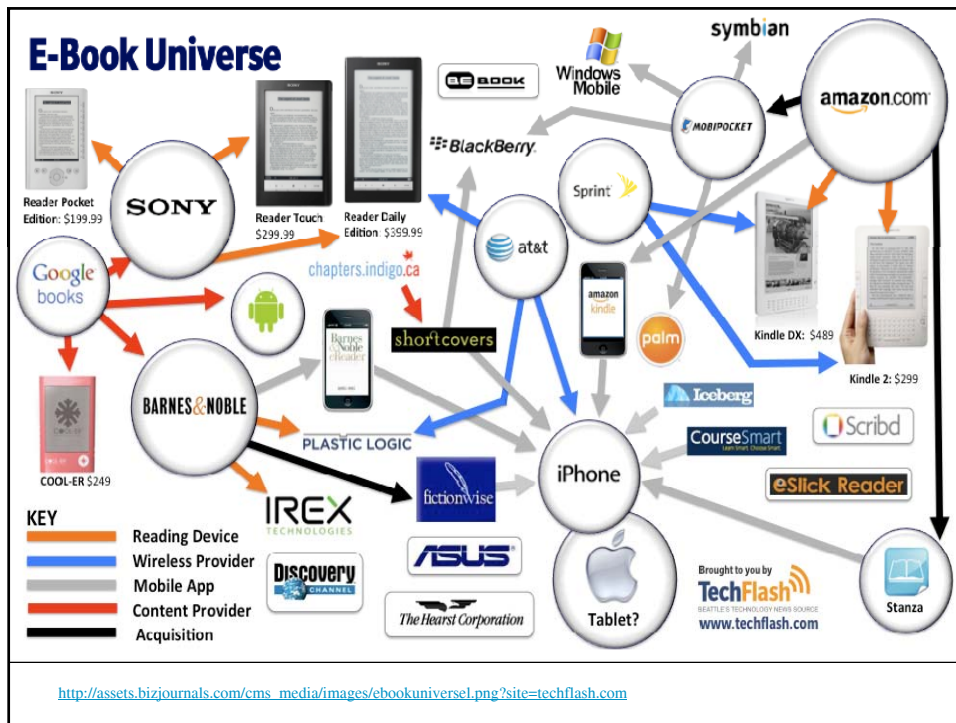
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E-books in academic context

- Availability and flexibility
- Saving physical space
- Powerful teaching tool

- Gap between functionality and usability








THE UNIVERSITY OF AUCKLAND LIBRARY

How can we find out if e-books are worth it?

- User surveys
- Statistical data gathered locally from library systems
- Statistical data provided by vendors and publishers




- 14 subject specific libraries and information commons
- Over 2.5 million hardcopy items
- 450,000+ e-books, 100,000+ e-journals, 850+ databases
- Serves 30,000 students, and 10,500 staff
- Ranks with the top 5 Australian university libraries
- Voyager Catalogue has 1.8 million records

COUNTER

Counting Online Usage of NeTworked Electronic Resources

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Update

[Register now for the STM/COUNTER seminar: Usage Statistics and Publishers](#)
 17 March

Click here to [apply for COUNTER Membership](#)

About COUNTER

The use of online information resources is growing rapidly. It is widely agreed by producers and purchasers of information that the use of these resources should be measured in a more consistent way. Librarians want to understand better how the information they buy from a variety of sources is being used; publishers want to know how the information products they disseminate are being accessed. An essential requirement to meet these objectives is an agreed international set of standards and protocols governing the recording and exchange of online usage data. The COUNTER Codes of Practice provide these standards and protocols and are published in full on this website. Currently available are:


[Release 3 of the COUNTER Code of Practice for Journals and Databases](#) (published August 2008)

[Release 1 of the COUNTER Code of Practice for Books and Reference Works](#) (published in March 2006)

COUNTER compliance - a step-by-step Guide for vendors

The purpose of this Guide is to take Vendors who are interested in becoming COUNTER compliant through the compliance process, to enable them to select the COUNTER reports that are relevant to their products, and to describe what happens once a Vendor has become compliant. [COUNTER compliance: a step-by-step Guide for Vendors](#)

<http://www.projectcounter.org/>



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Standardized Usage Statistics Harvesting Initiative (SUSHI)

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About SUSHI

The *Standardized Usage Statistics Harvesting Initiative (SUSHI) Protocol* standard ([ANSI/NISO Z39.93-2007](#)) defines an automated request and response model for the harvesting of electronic resource usage data utilizing a Web services framework. It is intended to replace the time-consuming user-mediated collection of usage data reports.

The protocol was designed to be both generalized and extensible, meaning it could be used to retrieve a variety of usage reports. An extension designed specifically to work with COUNTER reports is provided with the standard, as these are expected to be the most frequently retrieved usage reports.

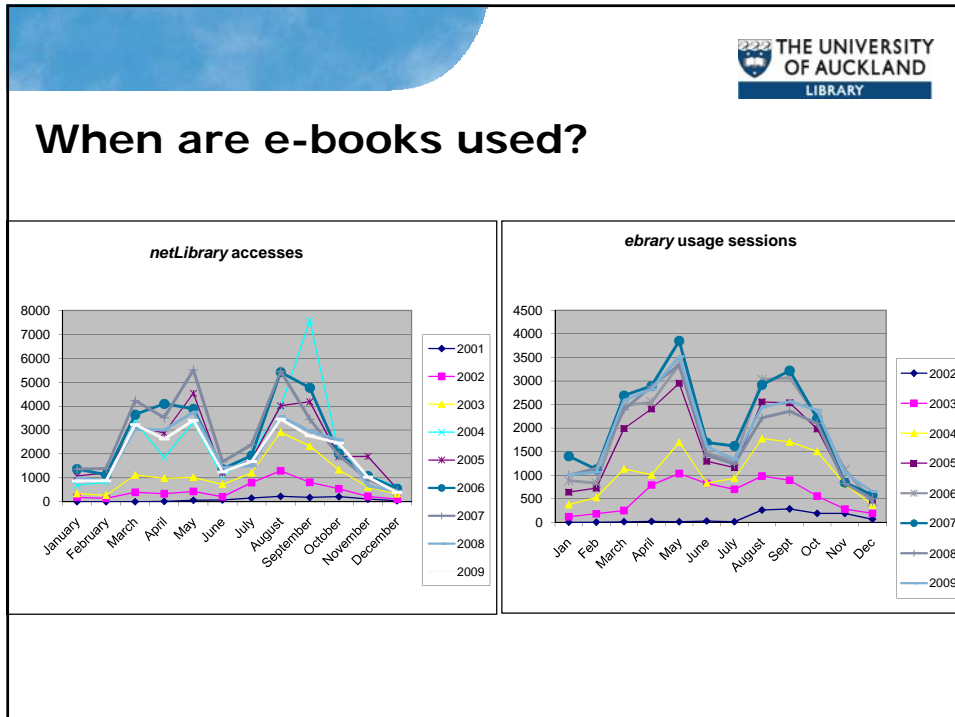
The standard is built on SOAP (Simple Object Access Protocol) for transferring request and response messages. The *GetReport* method is used for transferring *ReportRequest* as the input message and returning *ReportResponse* as the output message.

The standard includes a versioned Web Services Description Language (WSDL), to describe the Web service namespace and operations, and a generalized XML schema with the syntax of the SUSHI protocol. Rules for report naming are outlined and complemented by an external reports registry, which provides for the definition of both COUNTER and non-COUNTER reports.

About COUNTER

Launched in March 2002, COUNTER (Counting Online Usage of Networked Electronic Resources) is an international initiative serving librarians, publishers and intermediaries by setting standards that facilitate the recording and reporting of online usage statistics in a consistent, credible and compatible way. The first COUNTER Code of Practice, covering online journals and databases, was published in 2003. COUNTER's coverage was extended further with the launch of the Code of Practice for online books and reference works in 2006. The body of COUNTER compliant usage

<http://www.niso.org/workrooms/sushi>



Are e-books used for reference or for reading?


	2004	2005	2006	2007	2008	2009	2010
Sessions	934	1690	1,531	2,497	2,105	2,224	1,233
Sections Viewed	6,581	12,046	9,922	13,660	12,790	20,262	21,644
Session Length (minutes)	6:37	8:35	6:50	4:09	4:19	7:23	12:14


Safari statistics of usage, 2004-2010


Print or e?

2010	User Sessions	Unique Documents	Pages Viewed	Pages Copied	Pages Printed
January	341	949	24,862	313	2,895
February	399	1,068	23,191	369	2,334
March	1,799	2,871	100,230	1,393	8,638
April	1,289	2,793	89,035	1,728	12,007
May	1,756	3,626	151,320	2,422	12,697
June	581	1,555	57,946	636	6,783
July	504	1,466	34,631	584	6,222
August	1,627	3,086	96,355	1,430	11,008
September	1,395	17,037	94,793	1,490	10,540
October	1,115	2,423	81,473	1,289	8,702
November	417	1,157	27,456	288	5,913
December	186	896	18,850	221	2,265

ebrary site activity for 2010

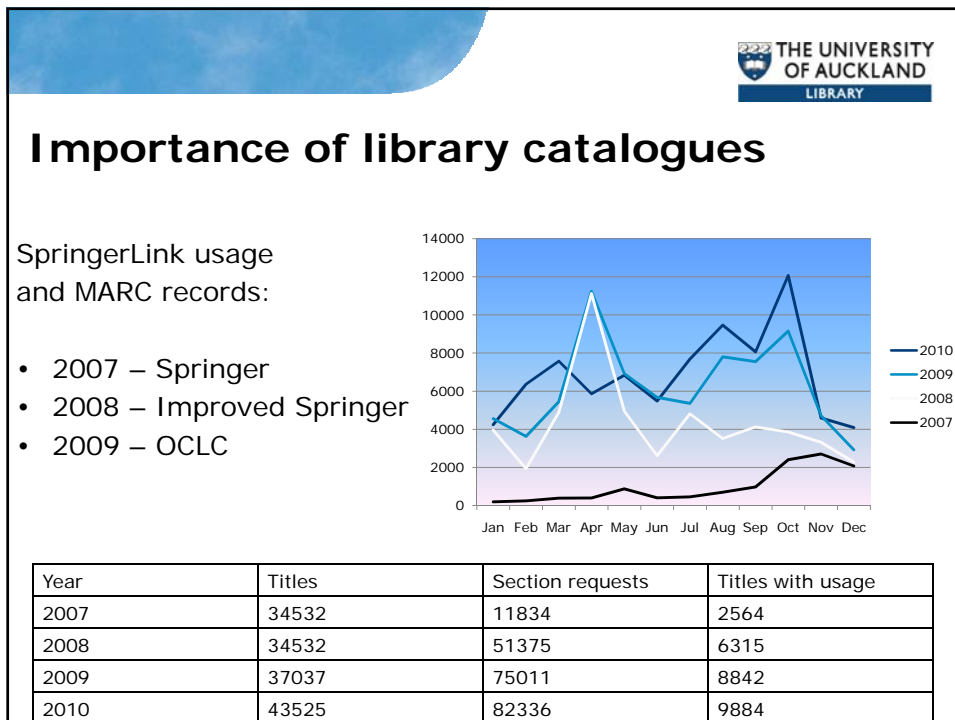
			
<h2 style="text-align: center;">Most popular print/e-books</h2>			
Title	E-book sessions (Feb 2011)	Print Charges (since purchased)	Collection
Business and Competitive Analysis: Effective Application of New and Classic Methods (2007)	238	14 + 33	Safari
How People Learn: Bridging Research and Practice (1999)	87	0	Ebrary
Pharmacotherapy: a Pathophysiologic Approach, 7 th ed. (2008)	73	11 + 12 + 13	NetLibrary
International Handbook of Higher Education (2006)	70 (sections)	1 + 1	SpringerLink

		
<h2 style="text-align: center;">Safari – five most popular print/e-books in Feb 2011</h2>		
Title	Print charges (total usage)	E-books (Feb 2011)
Business and Competitive Analysis: Effective Application of New and Classic Methods (2007)	14 + 33	238
Information Architecture for the World Wide Web (2002)	15	83
Excel® 2007 Bible (2007)	13	54
A Step-by-Step Approach to Using SAS® for Univariate & Multivariate Statistics (2005)	29	39
The Little SAS® Book : a Primer (2003)	45 + 28 + 85 + 134 + 71 (Last transaction for SL copies 2006)	31



NetLibrary most popular titles

Title	Print Charges	E-book accesses
Organizational Behaviour : A Critical Introduction (1999)	43	1,409
Ethics and Corporate Social Responsibility : Why Giants Fall (2003)	32	1,360
Food chemistry (1996)	288 + 94 + 579 + 291 (= 1,252)	1,346
Reframing Organizations : Artistry, Choice, and Leadership (2003)	41 + 37 + 75 + 0 + 33 (=186)	1,317
Handbook of Applied Linguistics (2004)	40 + 42 + 15 + 18 (= 115)	1,310



To summarise

- E-books are used when they are needed → More text books and relevant literature
- Users dip in and out → More print options
- Access via library catalogues → More, and better bibliographic records

↓
More standardised statistical data

Questions and comments



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