

# Ebooks: demand (patron) driven acquisitions & the challenge to our ideas of ILL & collections

Forum for Interlending & Information Delivery (FIL)

*Interlend 2012* Conference

'keeping our customers satisfied'

University of Worcester

June 2012



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# JISC Project: 'the role of metadata in the discovery, selection and acquisition of ebooks'

the wiki is open to all. <https://ebmotmet.wikispaces.com/>

The screenshot shows a Wiki page with a left-hand sidebar and a main content area. The sidebar includes navigation links such as 'Wiki Home', 'Projects', 'New Page', 'Discussion', 'Recent Changes', and 'Manage Wiki'. Below these are sections for 'Home', 'Contact us', 'Project Team', 'This week's thoughts', 'Project tasks', and 'Workshops'. The main content area features the title 'The Role of Metadata in the Discovery, Selection and Acquisition of e-Books', a sub-header 'This is a JISC funded project', and logos for Dawson Books, EBSCO, INGRAM, UNIVERSITY OF LIVERPOOL, THE UNIVERSITY of York, and kenchadconsulting. A 'TRAIN OF THOUGHT' logo is also present with the text 'Where we are with the project?'. An 'IMPORTANT NOTE' section explains that the wiki is a work in progress and encourages user contributions. A 'Why are we doing this project?' section describes the project's focus on understanding patron requirements for e-books.

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## The Role of Metadata in the Discovery, Selection and Acquisition of e-Books

This is a *JISC funded project*

**Dawson Books** **EBSCO** **INGRAM** **UNIVERSITY OF LIVERPOOL**  
**THE UNIVERSITY of York** **kenchadconsulting**

**TRAIN OF THOUGHT**  
Where we are with the project?

**IMPORTANT NOTE:** The wiki represents *work in progress*. It is not anybody's final thoughts and will almost certainly contain errors and mistaken assumptions. Feel free to add comments, suggestions and questions using the ['discussion'](#) feature (also at top of left hand sidebar)

If you want to comment or contribute to this wiki use the **DISCUSSION** tab or feel free to contact Ken Chad [ken@kenchadconsulting.com](mailto:ken@kenchadconsulting.com) Tel: +44 (0)7788 727 845 Twitter: @kenchad

### Why are **we** doing this project?

There is much interest from librarians, publishers and vendors in user (or 'patron) driven approaches to the acquisition of ebooks by libraries in Higher Education. Our work will contribute to the evidence base to help libraries and publishers better understand the requirements of patrons and develop affordable library-delivered e-books.

# agenda

contexts

what is PDA?

impact/implications of PDA

why do it? (case studies)

user motivations

discovery: how do user find out about

ebooks?

role of metadata

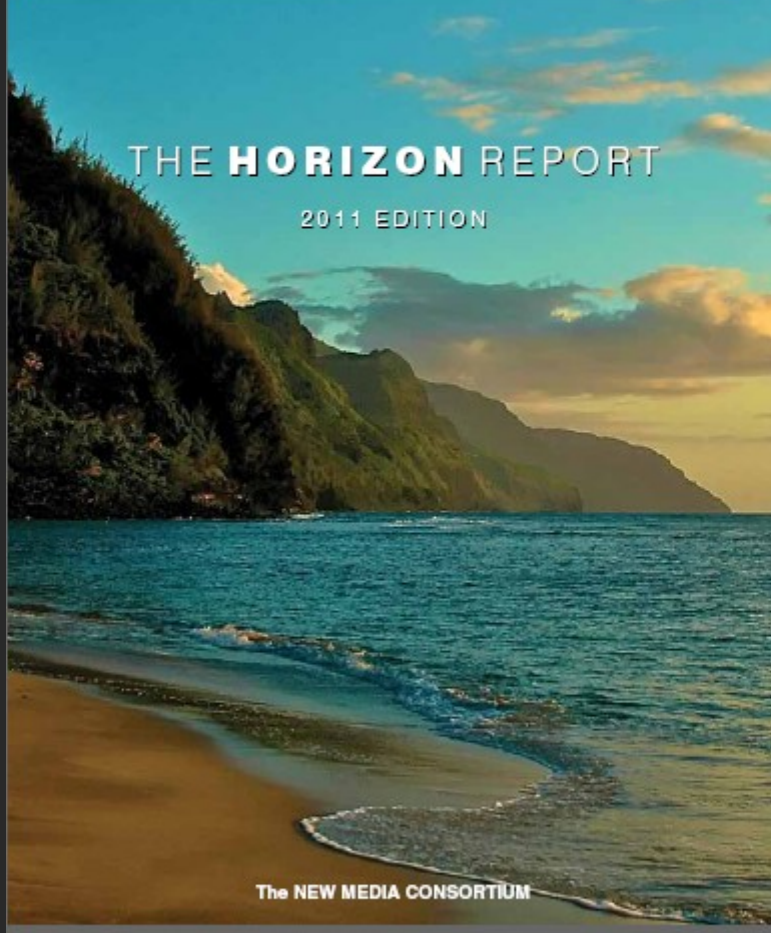
lessons

# contexts

general/technology

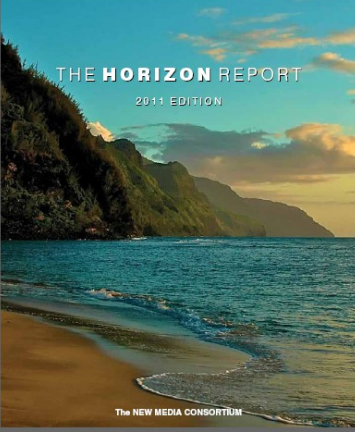
pressure points for libraries

ILL



2011 Horizon  
report: ebooks-  
one of the near  
term 'technologies  
to watch.'

'electronic books have the potential to truly  
transform educational practice'



'As more of its media morphs into digital forms, the publishing industry is undergoing a shift very similar to the one that took place in the music industry in the last decade. New business models and methods of distribution are appearing as older ones begin to falter.'

The 2011 Horizon Report. The New Media Consortium ISBN 978-0-9828290-5-9  
<http://net.educause.edu/ir/library/pdf/HR2011.pdf>

# pressure points for libraries

**expectations from users** are increasingly that the resources they require will be discoverable online (typically by search engines such as Google) and delivered immediately-free at the point of use.

libraries face **diminishing resources** and e-journals take a dominant share of (HE) library budgets

**Ebooks take an increasing share of library business**

**competition and 'disruption'** from commercial and other web based services

# pressure points for libraries

the pressures points are motivating libraries to look at new business model solutions.

PDA is one of those potential solutions.....



# ILL: some context

## ***Definition of Interlibrary Loan:***

Interlibrary (ILL) loan services supplement libraries' collections by obtaining materials needed for research, scholarship and private study that are **not available at a user's home institution**. Research and academic libraries place ILL requests on behalf of faculty, staff, and students for returnable items (e.g., books, audiovisual items, microfilms) and non-returnable items (e.g., copies of journal articles, conference papers) usually to obtain **material out of scope for the collection** or to support a specialized research interest of one of their users. Many research and academic libraries send reports of items requested on interlibrary loan to their selectors/bibliographers so they can review these requests for possible purchase and addition to the collection. Generally, the journals and books libraries request on ILL are ones they would not purchase because they are out of scope.

'ARL White Paper on Interlibrary Loan.'By Anne K. Beaubien. ARL 2007  
[http://www.arl.org/bm~doc/ARL\\_white\\_paper\\_ILL\\_june07.pdf](http://www.arl.org/bm~doc/ARL_white_paper_ILL_june07.pdf)

# ILL context

## *(US) Statistics/Trends:*

Statistics for academic libraries show ILL **requests for returnables went up 26%** between 1998 and 2004 while requests for non-returnables went down 4% during the same period. In the Oberlin Group of Libraries (college libraries), requests for returnables went up 100% between 1994/1995 and 2004/2005 while nonreturnable requests went down 18%.

'ARL White Paper on Interlibrary Loan.' By Anne K. Beaubien. ARL 2007  
[http://www.arl.org/bm~doc/ARL\\_white\\_paper\\_ILL\\_june07.pdf](http://www.arl.org/bm~doc/ARL_white_paper_ILL_june07.pdf)

# ILL context

## *Reasons for Increases in ILL transactions:*

ILL transactions have increased due to several factors. **There has been an increase in discovery tools**, such as indices, searching the Web, and Google Books that has augmented people's awareness of publications. This knowledge has increased ILL requests and has also created an increased demand for both inprint and out-of-print books.

In addition, research and academic libraries have tried to make ILL more effective for users by making the process simpler, **improving delivery options**, and thus decreasing the turn-around time for requests. One such practice is the introduction of **"unmediated" ILL**.

'ARL White Paper on Interlibrary Loan.' By Anne K. Beaubien. ARL 2007  
[http://www.arl.org/bm~doc/ARL\\_white\\_paper\\_ILL\\_june07.pdf](http://www.arl.org/bm~doc/ARL_white_paper_ILL_june07.pdf)

# ILL is expensive

'There are significant administrative costs in handling and shipping books around. I have heard estimates of this cost that range from \$25 to \$40 per volume'

'PDA and Inter-library Loan' by Joseph Esposito The Scholarly Kitchen. 13 March 2012

<http://scholarlykitchen.sspnet.org/2012/03/13/pda-and-inter-library-loan/>

# so please don't ask.....:)

Please be selective in what you request as it is expensive for us to obtain items. Excluding staff costs, the Library has to pay a minimum of £5 per interlibrary loan requested. Certain requests are even more expensive with items obtained from abroad costing £15 to £35. The Library does not charge students for making inter library loan requests, although there is a charge for renewals. Academic departments are charged £3 per request made by members of staff.

It is important to allow sufficient time when requesting interlibrary loans as it can take several weeks or longer in a few instances to obtain items. All interlibrary loan requests are processed promptly and many come within two weeks.

The Albert Sloman Library

Inter-Library Loans

 Inter-Library Loans Department

What is  
patron (demand) driven  
acquisitions  
PDA/DDA

# PDA/DDA

'DDA was conceived as a way of providing library users with a more time-efficient service than interlibrary loans (ILL).  
That idea came from librarians'

E-books procurement a disruptive business. By Elspeth Hyams. CILIP update with Gazette. April 2011  
(interview with Kari Paulson of ebook aggregator EBL)

# PDA/DDA

'a model of purchasing in which the librarians set the parameters of purchase and patron pull the trigger'



# PDA/DDA

....the parameters by which PDA works....  
'Remember, we're trying to delay purchase until we know patrons actually want this material'

Purchasing options in Patron-Driven-Acquisitions'. By Robert Johnson. Against the Grain June 2011. Volume 23. Number 3 ISSN 1043-2094

# the PDA/DDA business model

It's really a version of the well understood 'freemium' business model whereby the customer (the library) gets a free basic service from the ebook platform provider that encompasses, for example, limited free browsing for the end user.

The library gets charged for 'added' services. One of these might be a 'short term loan' for which the library pays a (relatively small-percentage of book purchase price) fee.

The steps (manifested by user's 'clicks') progress to the 'premium' service of full (or at least less restrictive--subject to the inevitable DRM) use ---initiated by a library purchase of (or actually a license to use) the ebook

# PDA/DDA

whilst users are rarely aware of being in a specific PDA context, user behaviour is linked more directly to acquisitions than it has been conventionally. This is often seen as helping make more effective purchases.

users are better selectors than librarians?  
--some evidence shows PDA acquired ebooks have more subsequent use than library selected ebooks

# impact/implications of PDA/DDA

# impact/implications of patron (demand) driven acquisitions --its still early days

'E-books and PDA represent significant changes to the supply chain for books. There is a whole new ecosystem under development here, and the precise workings of this environment are only now coming into view'.

'PDA and Inter-library Loan' by Joseph Esposito The Scholarly Kitchen. 13 March 2012  
<http://scholarlykitchen.sspnet.org/2012/03/13/pda-and-inter-library-loan/>

# impact/implications of patron (demand) driven acquisitions

ILL - with e-books, everything changes.

Publishers can and do restrict ILL for electronic books. A few publishers have broken this mold, but most publishers fear that ILL raises the dreaded scenario of selling a single copy of a book and then watching as it is loaned repeatedly from library to library, essentially obliterating any further market for that title.

It is a property of digital technology that such **digital sharing costs almost nothing** and can be accomplished with a single mouse-click. It is for this reason that I asserted that ILL would disappear in due course, because it destabilized the market for books once all the books were digital.

'PDA and Inter-library Loan' by Joseph Esposito The Scholarly Kitchen. 13 March 2012  
<http://scholarlykitchen.sspnet.org/2012/03/13/pda-and-inter-library-loan/>

# impact/implications of patron (demand) driven acquisitions

'An emergent property of PDA is that it may solve the ILL problem for e-books, providing a quick way to satisfy patron requests, perhaps at a reduced cost, even as publishers get a return on their investment'.

'PDA and Inter-library Loan' by Joseph Esposito The Scholarly Kitchen. 13 March 2012  
<http://scholarlykitchen.sspnet.org/2012/03/13/pda-and-inter-library-loan/>

# impact/implications of patron (demand) driven acquisitions

'We believe one impact has been to a reduction in the number of ILL requests. We suspect we could attribute this to the availability of more titles via PDA.'

The Role of Metadata in the Discovery, Selection and Acquisition of e-Books, JISC project.  
(Case studies) <https://ebmotmet.wikispaces.com/Home>



# impact/implications of PDA/DDA

[DDA] 'will force us to reconsider how we define the library collection'

Developing a model for long-term management of demand driven acquisitions.' By Michael Levine-Clark. Against the Grain June 2011. Volume 23. Number 3 ISSN 1043-2094

# impact/implications of PDA/DDA the collection

'..one university says its own experimentation has produced damning data exposing the inefficiency of tradition collection-building compared to new methods that could prevail in the digital era'.

'Academic libraries will jettison "large collections of physical books in open stacks with low circulation," in favor of licensing agreements with e-book vendors that will enable libraries to purchase only those books that are highest in demand, while paying short-term access fees for books that students use a little and nothing at all for books they do not use'

# why do it? (JISC project case studies )

The Role of Metadata in the Discovery, Selection and Acquisition of e-Books, JISC project. (Case studies) <https://ebmotmet.wikispaces.com/Home>

PDA offered an innovative solution with significant additional benefits, including an immediate boost to the number of ebook titles available and potential enhancements to interlending services.

In addition to the benefits offered by ebooks generally (24/7, off-campus, flexible and mobile learning) the chief benefits are more immediate access to discovering and accessing content.

PDA also adds a new dimension to collection development by complementing library-led selection

PDA enables the library to offer a wider choice of books, giving access to titles that we have not yet purchased. Unlike ILL (which is no longer heavily used), 'PDA' ebooks are in the library catalogue so are immediately discoverable and *deliverable* for use.

PDA in particular mean we can better satisfy peak demands without filling shelves

Devolving (part of) the procurement process to end users frees up some time for subject librarians who can then focus their attention on other priorities.

We want to make sure we buy the *right* material. As we relegated titles into store we could see material wasn't being used as we hoped.

A benefit of PDA is its popularity with students, this helps with National Student Satisfaction surveys. It also means that our purchases are used

PDA allow patrons choice and is good for user satisfaction.

Last year the library service got rid their of short loan collections – e-book are seen as a substitute for this service

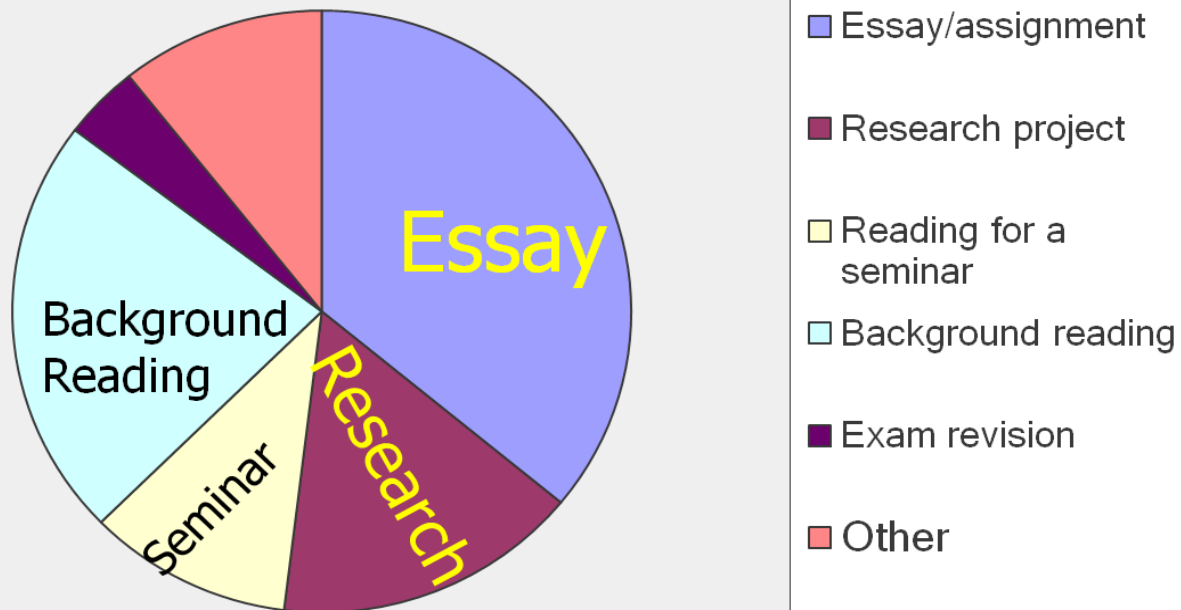
what's the user's  
motivation?  
what are ebooks being  
used for?

# motivation

for users the top positive perception was 'accessibility' followed by 'user-friendly', 'fast' and 'convenient'.

'2009 Global Online Books Study: Librarians and Researchers.'" Satisfaction Management systems (SMS) for Elsevier. Final report 31st March 2009

## what task is this ebook being used for? (from online survey)

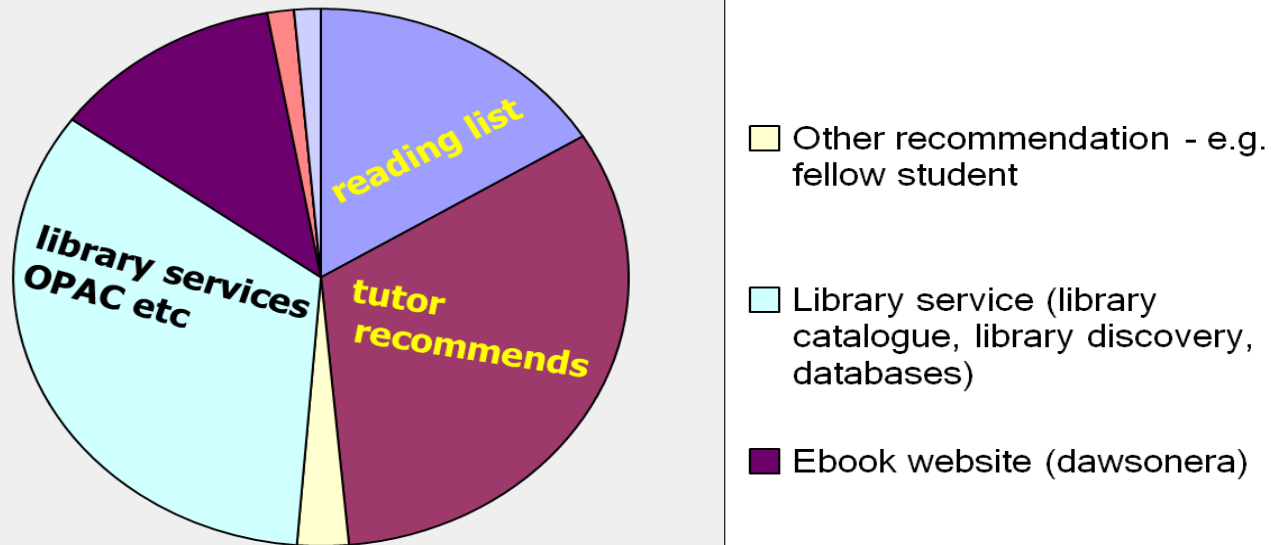


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Discovery: how do  
users find out about  
ebooks?

# How did you initially find out about this ebook?



The Role of Metadata in the Discovery, Selection and Acquisition of e-Books, JISC project. (Case studies) <https://ebmotmet.wikispaces.com/Home>

# where do you find out if an ebook is available? (student interviews)

usually through the library catalogue but I also do a Google search to find book then go onto the catalogue to locate them.

library catalogue:searching on a subject search on specific topic on ecosystems and it appeared on catalogue.

# discovery

is the catalogue is a *finding* tool rather than *discovery* tool?

what will be the impact of new discovery services (summon EDS, Primo etc?) as ebooks metadata get indexed there?

# metadata

# metadata - student view

When choosing this ebook to use what information about the book was most useful to you in deciding to select it?	1
Title	20
Indication that it was on a reading list	15
Author	2
Date of publication	0
Information on what the book is about (blurb, summary/abstract)	10
Table of contents	0
Subject keywords	6
Publisher	2
Price	7
Other	4

# metadata – librarians' views

On the whole the quality of records is good

Initially we added MARC records for the entire collection profile to our Library Catalogue. This was not only technically challenging but also led directly to financially unsustainable levels of usage

So far the key metadata elements have been identifiers (e.g. isbn) that allow us to match and de-dupe.

We are looking into profiling the available collection by using Dewey range, date to weed out 'old' material and publisher/country of publication— (for example, for Law we generally don't want old editions or US titles)

# metadata – publishers' views

Content is invisible without metadata...must be up to date

Main access point for BOOKS remains the library catalogue—so MARC records important.

We see the value of metadata and have invested a lot in process etc --we are hot on metadata

the MARC record has become an integral part of the ebook offering. There were issues of quality at first as because publishers didn't really understand MARC



# metadata – academics' views

Tagging is so widespread and current in the wider world —so it's what people expect. We already add notes to reading list—e.g.

'Chapter 4 particularly good on gender'. This notion could be expanded to include tagging by others, including students

Students take a lot of notice of the annotations on a reading list. Such notations are key in guiding the student to the most appropriate books —and chapters—to read.

Social media is where the innovation will come.

# metadata: summary

overall the quality of metadata from publishers and aggregators is good and improving

main use by the library is *administrative* -- in throttling demand by constraining the searchable collection

do students use evaluative metadata? -- probably not but.....

there is a valuable role for TOC and blurbs in both discovery and evaluation

reading list annotations are highly valued

there is potential for social metadata

# Lessons (from the JISC study)

# lessons

'We haven't seen any evidence of 'frivolous' purchases'

'The most significant challenge we found in PDA is financial, both with regard to securing sufficient funding to ensure the service has impact while not replacing other services, and the financial management of inherently unpredictable expenditure'.

# lessons

We had hoped demand might level off but that has not happened yet and looking at usage it may not happen for a long time. .... we are putting in additional measures to control expenditure but it seems unlikely we will find equilibrium in the near future.

# lessons

We believe one impact has been to a reduction in the number of ILL requests. We suspect we could attribute this to the availability of more titles via PDA.

Mediation has been the single most important factor in making PDA sustainable. We are looking at increasingly effective and sophisticated ways to control demand. This might be in terms of more effective profiling and improved interactions with the user at the time of initiating a request

# lessons

The financial climate is a key factor. Up to now we have taken a fairly 'liberal' approach in what we have made available for PDA. With sufficient funds students get what they want. However financial constraint means putting some limits. We will need to do more to scope the collection to limit what is available via PDA


# lessons


'We'll need to limit what we make available by using metadata such as date, subject and place of publication etc. So we'll be looking to vendors to help us with more sophisticated methods of profiling our PDA offering.'





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--- Vendors/Platform providers

--- Academics

--- Students

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# thank you.....

to the librarians , publishers, vendors,  
academics and students who gave so freely of  
their time to help....

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