**Reimagining E-book Collection Development:**
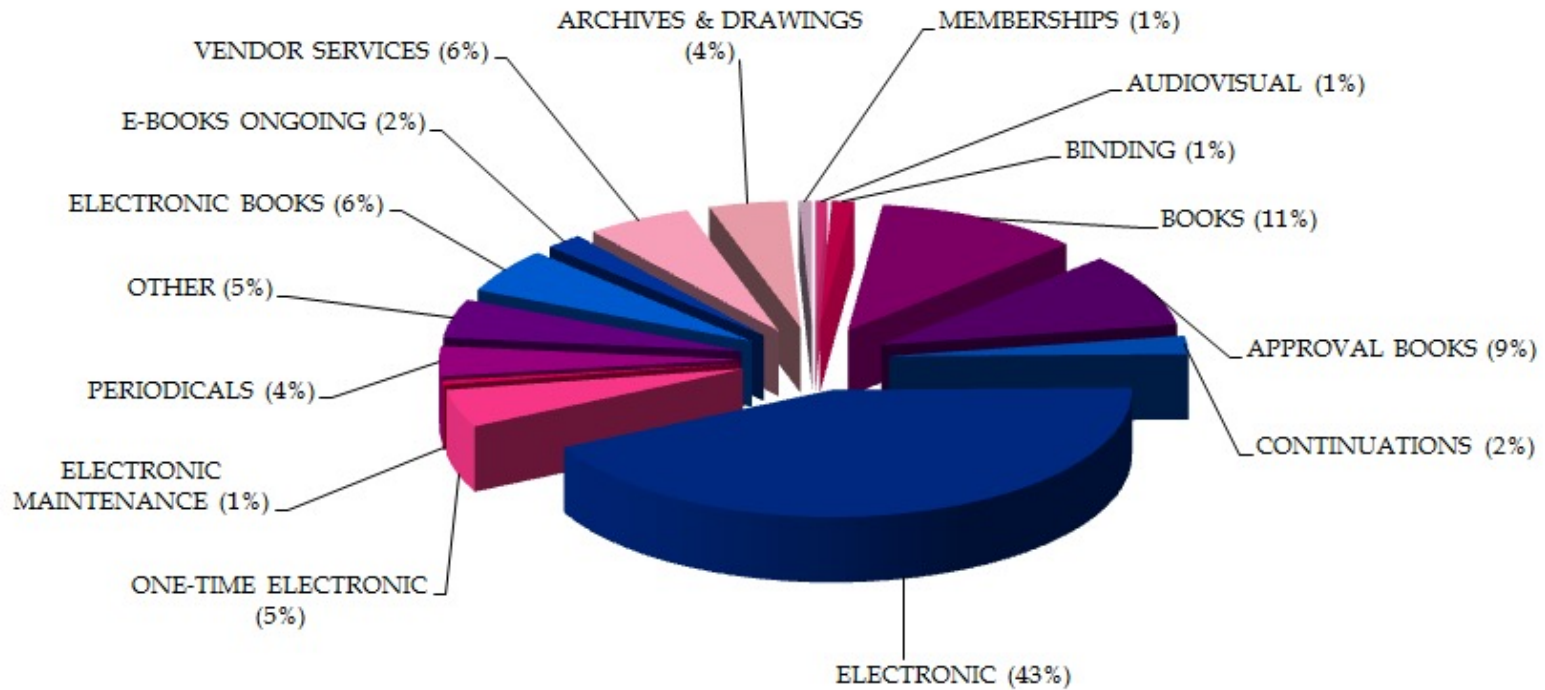**A North American Case Study**

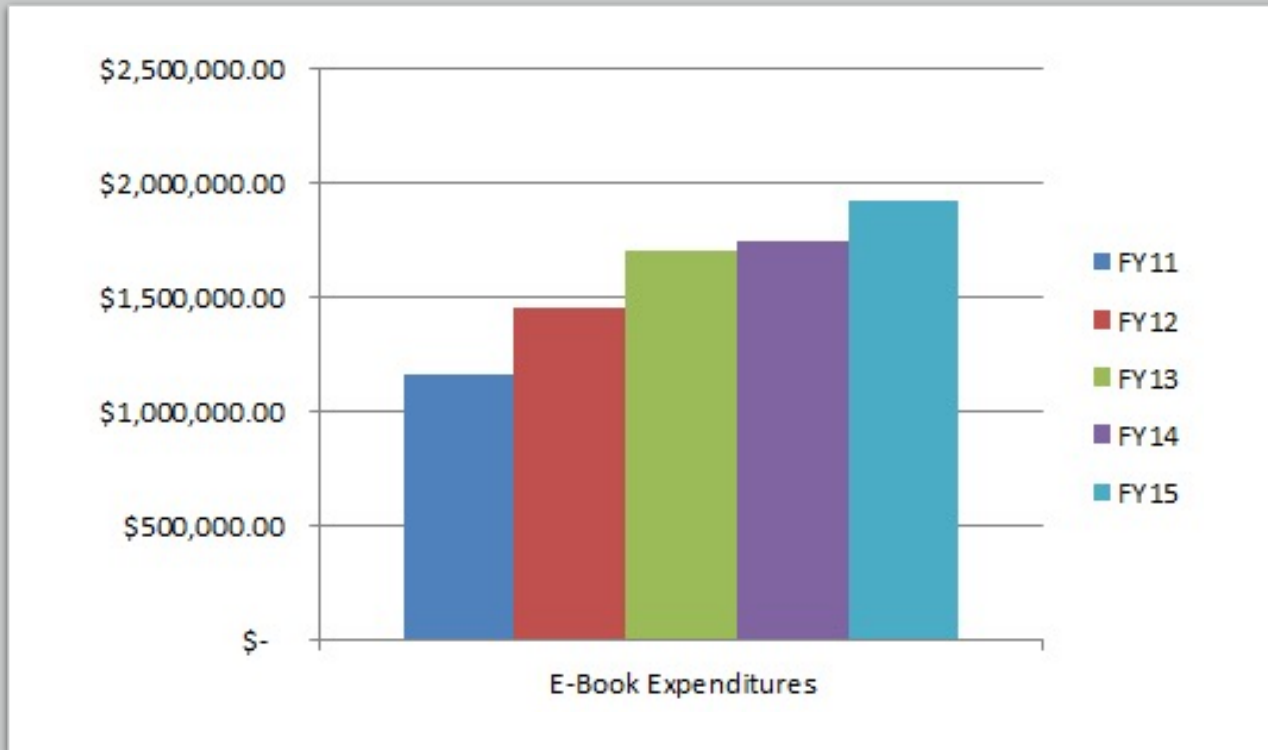Melissa Goertzen, Collection Analyst
Columbia University

# Mission of the Library

To deliver high-quality content and responsive services in support of research, teaching, and learning at Columbia University and the wider scholarly community.

14/15 Expenditures by Format

**NUMBER OF E-BOOK RECORDS**

- 2014: 2,367,593

- 2015: 2,541,346

# E-Book Program Development Study

**Central Objective:**

**Develop a strategy and vision for e-book collections**

**1**
**Document**

Document the e-book landscape at Columbia University.

**2**
**Develop**

Develop innovative and sustainable assessment methodologies.

**3**
**Collect**

Collect quantitative and qualitative data to provide benchmarks for future evaluation.

# E-Book Program Development Librarian Work Plan

| Task | Jun-13 | Jul-13 | Aug-13 | Sep-13 | Oct-13 | Nov-13 | Dec-13 | Jan-14 | Feb-14 | Mar-14 | Apr-14 | May-14 | Jun-14 | Jul-14 | Aug-14 | Sep-14 | Oct-14 | Nov-14 | Dec-14 | Jan-15 | Feb-15 | Mar-15 | Apr-15 | May-15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Literature Search | ▓ | ▓ | ▓ | | | | | | | | | | | | | | | | | | | | | |
| Initial Overview (Depts) | ▓ | ▓ | ▓ | | | | | | | | | | | | | | | | | | | | | |
| Review Strategic Plan | ▓ | ▓ | | | | | | | | | | | | | | | | | | | | | | |
| Data Gathering | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | | | | |
| Internal Review | | | | ▓ | ▓ | ▓ | ▓ | | | | | | | | | | | | | | | | | |
| Collection Development Policy Review | | | | ▓ | ▓ | ▓ | ▓ | | | | | | | | | | | | | | | | | |
| Iterative Process for E-Book Package Offers | | | | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | | | |
| Collaborative Collection Development | | | | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | | | |
| External Review | | | | | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | | | | | | | |
| Discoverability (In CLIO, MARC Record quality, etc.) | | | | | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | | | | | | | | | | | | | | |
| Review Order Workflow | | | | | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | | | | | | | | |
| Material that cannot be purchased by libraries | | | | | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | ▒ | | | | | | | | | | | |
| Analyze Subscription vs. Purchase | | | | | | | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | | | | | | | | |
| Evaluate PDA/DDA | | | | | | | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | | | | | | | | |
| Functionality | | | | | | | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | ▬ | | | |
| Focus Groups | | | | | | | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | | | | | | | | |
| Usability Studies | | | | | | | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | | | | | | | | |
| User Experience | | | | | | | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | | | | | | | | |
| Archive/Preservation | | | | | | | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | ▆ | | | | | | | | |
| Standards Review | | | | | | | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | ▓ | | | | | | | | |
| Publisher Review | | | | | | | ▒ | ▒ | ▒ | ▒ | | | | | | | | | | | | | | |
| Setting Policy | | | | | | | | | | | | | | | | | | | | ▆ | ▆ | ▆ | | |
| Summary and Recommendations | | | | | | | | | | | | | | | | | | | ▆ | ▆ | ▆ | | | |
| Wrap up | | | | | | | | | | | | | | | | | | | | | | ▆ | ▆ | ▆ |

# E-Book Program Development Work Plan

# Research Questions

devices file formats 2CUL back-files BorrowDirect

standardization publishers usage trends technology

vendors **What are the issues?** discovery

Subscription bundles collection PDA/DDA purchases download

electronic **Where are we going?** Access

copyright DRM E-book management copyright MARC

delivery methods interlibrary loans reserves

# E-Book Lifecycle

1.
Strategic Planning

2.
Selection &
Acquisitions

3.
Organization &
Discovery

4.
Access & Use

5.
Evaluation & Policy
Creation

# Assessment Strategy

## Key Consideration:
## The e-book landscape is evolving at a rapid pace

- Use a low-overhead data collection technique that allows for the systematic collection of information

- Understand the current needs of the user community

- Anticipate future information needs

Part 1: Cost Analysis Project

# Data Collection

**✓** Voyager queries were run for all library funds in the "EB" category.

**📓** Identified two categories:

E-book front lists (35 items)

E-book firm orders (701 items)

**$** A base cost list was created for each category.

Items in each category were sorted by highest to lowest cost.

The top 5 items in each category were selected for usage analysis.

# Data Collection & Analysis

Calculations were made to identify the top 70% (bulk) and bottom 30% (tail) of purchases within each budget.

| EB Fund | # of Titles | Amount |
|---|---|---|
| **Entire EB Budget** | **736** | **$1,100,342.03** |
| **EB Fund (Packages)** | **35** | **$1,002,031.98** |
| Bulk (~68%) of Package Budget | 6 | $739,833.62 |
| Tail (~32%) of Package Budget | 29 | $262,198.36 |
| **EB Fund (Firm Orders)** | **701** | **$98,310.05** |
| Bulk (~70%) of Purchase Budget | 195 | $57,248.45 |
| Tail (~30%) of Purchase Budget | 506 | $41,061.60 |

# Data Collection & Analysis

**Question:**
**Does the cost of front lists align with the value of content to the user community?**

- Pulled BR2 COUNTER usage data into the analysis

- Filtered data to match the 2014 titles lists with COUNTER reports

- Data was filtered for a second time to remove titles published prior to 2014

- Experimented with front list data sets in order to determine how to accurately measure usage trends over time

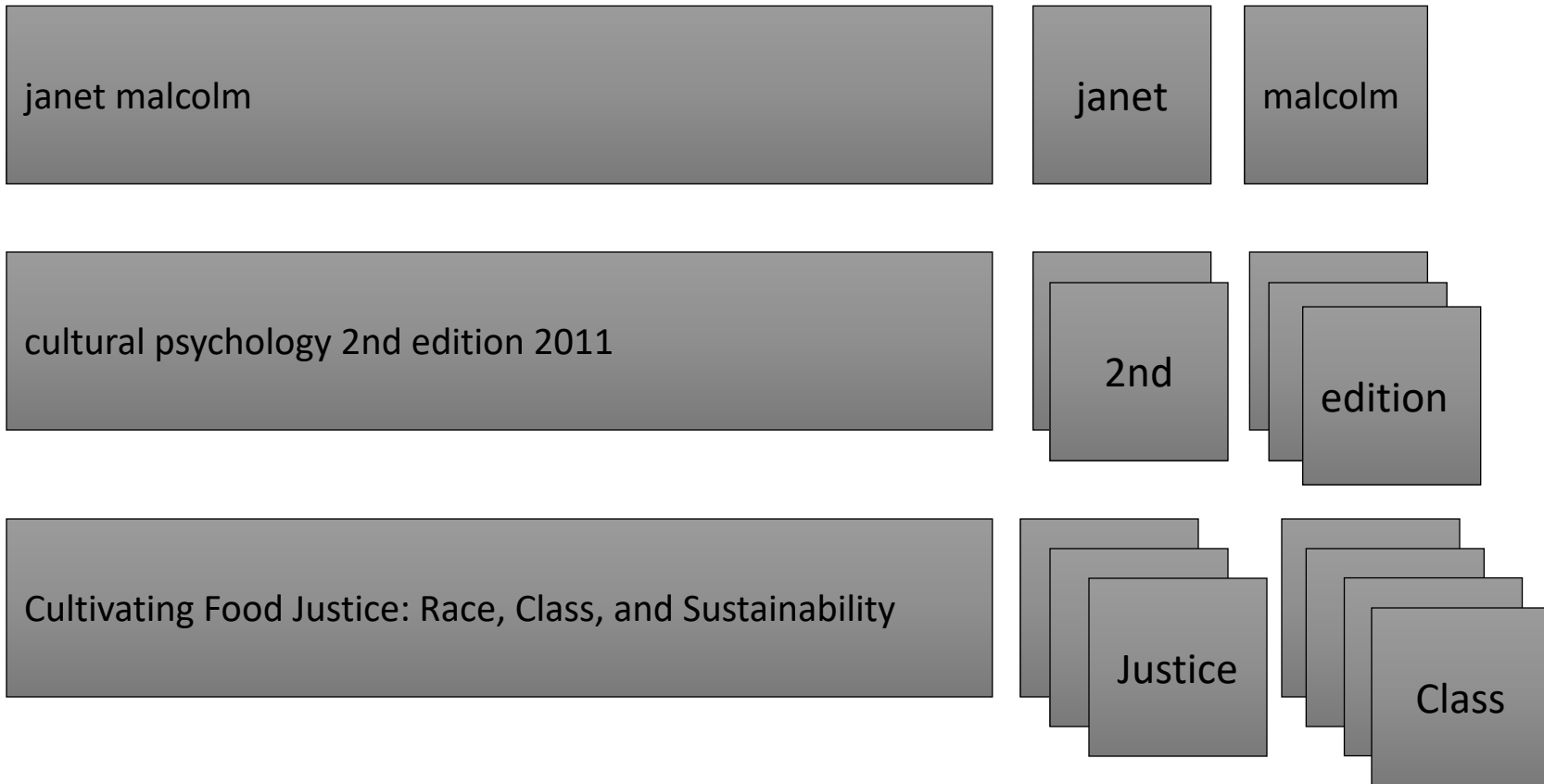| EB Fund Cost Analysis | Package A | Package B | Package C | Package D | Package E | Package F |
|---|---|---|---|---|---|---|
| 2013 Cost | $59,681.40 | $62,515.00 | $113,377.81 | $216,888.00 | $114,950.00 | $66,907.63 |
| No. of titles | 704 | 446 | 408 | 5,988 | 1,553 | 1,945 |
| No. of titles loaned | 153 | 79 | 111 | 4,509 | 294 | 686 |
| No. of loans | 2,937 | 486 | 2,143 | 119,085 | 8,620 | 11,360 |
| % of titles without use after purchase | 78.27% | 82.29% | 72.79% | 24.70% | 81.07% | 64.73% |
| Average cost of e-book | $84.77 | $140.17 | $277.88 | $36.22 | $74.02 | $34.40 |
| Cost per use | $20.32 | $123.63 | $52.91 | $1.82 | $13.34 | $5.89 |

Part 2: Search and Discovery

# Research Design

- Identifying and quantifying words from two sources:

  - E-book search queries

  - Requested e-book titles provided by the COUNTER e-book usage reports

- Data collection period: Jan. 1, 2014 - Dec. 31, 2014



Image credit: www.gograph.com

# Examining Search Queries

| Search queries | Search terms | Unique terms |
|---|---|---|
| 53,963 | 152,637 | 26, 045 (excluding stop words) |

janet malcolm

janet

malcolm

cultural psychology 2nd edition 2011

2nd

edition

Cultivating Food Justice: Race, Class, and Sustainability

Justice

Class

Examining Discovery Trends

# Central Findings

- E-book collections are widely used across all major disciplines to support instruction and learning.

- It is challenging to identify reader intent from word frequencies because text data remains open for interpretation.

- The results opened questions about usage goals of people using the collection.



Image credit: www.gograph.com

Part 3: Access and Usability

# Participant Recruitment

- Email invitations

- Screening survey

- Incentive prizes

Image credit: www.rightstepconsulting.com

**Pre-Determined Questions**

Popular discovery tools

Frequency and purpose of e-book use

Desired functionalities

Experience using e-books for academic purposes

# Results: Reading Technique

**Continuous vs. Discontinuous Reading**

"E-books are used for checking quotes, looking at a chapter, or determining if it's a reading I want to find out more about that that I can assign it. It's a preliminary approach but rarely the final way I read."

- Faculty Member, Humanities

# Results:
# A Definition of Convenience

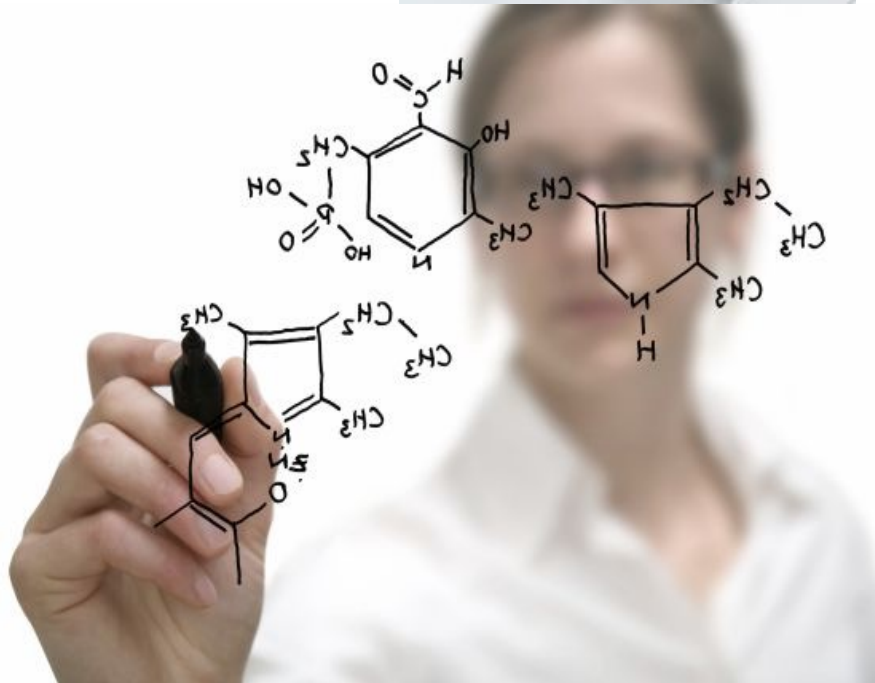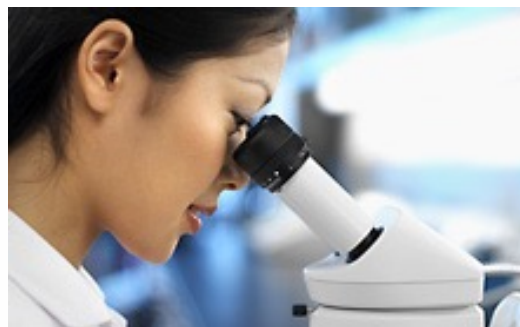**Convenience = Availability + Accessibility + Usability**

"Sometimes I want to project content in a classroom…but then at other times, what I really want is portability…to have snitches of time to read, and if I'm doing that, then it's nice to have a portable device I can take with me."

- Graduate Student, Social Sciences

Collection Development Strategies

# Intent of Use

**Challenges to Consider**

- Separation of *current use* and *future use*

- Initiatives that balance *just in case* and *just in time* strategies

- Consider when to purchase high use materials for current users or low use materials that add long-term value

Image credit: kreativediadem.com

# Successes

- Documented the e-book landscape on campus and how it relates to the larger academic community

- Developed a methodology to examine how front list packages support research, teaching, and learning activities

- Established relationships with internal and external stakeholders

- Provided the community with a voice and provided opportunities for feedback

# Thank You