

eBooks

A University Perspective

David Howard – CAUL Representative,

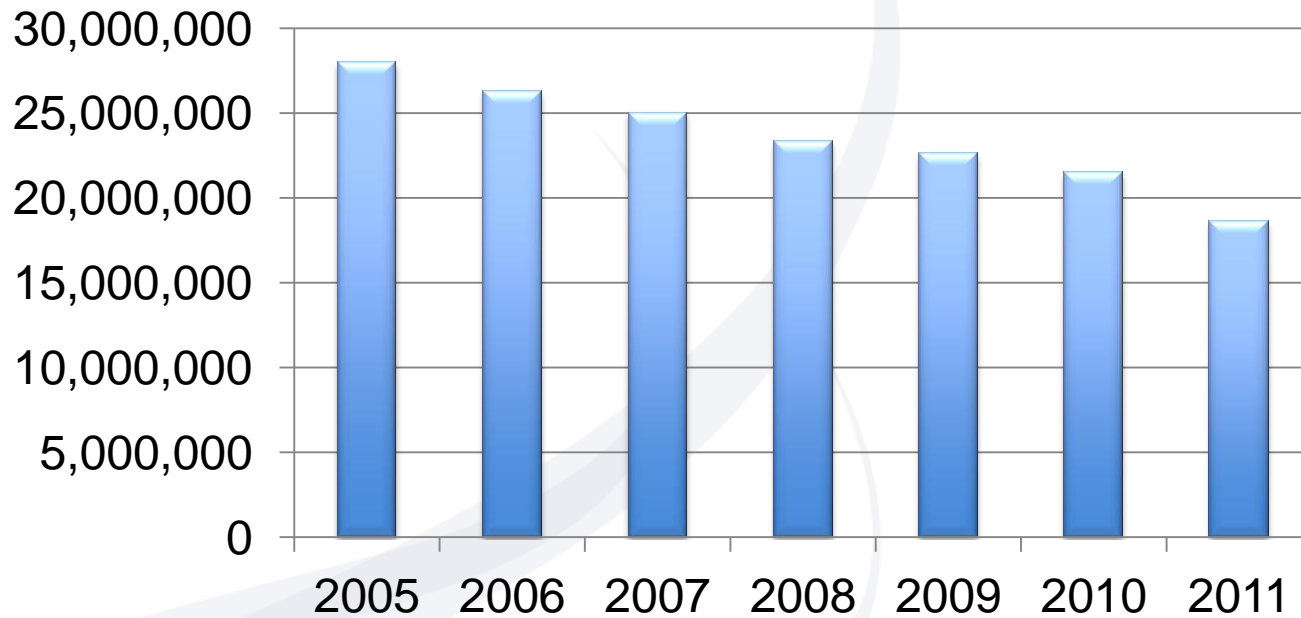
University Librarian

Edith Cowan University

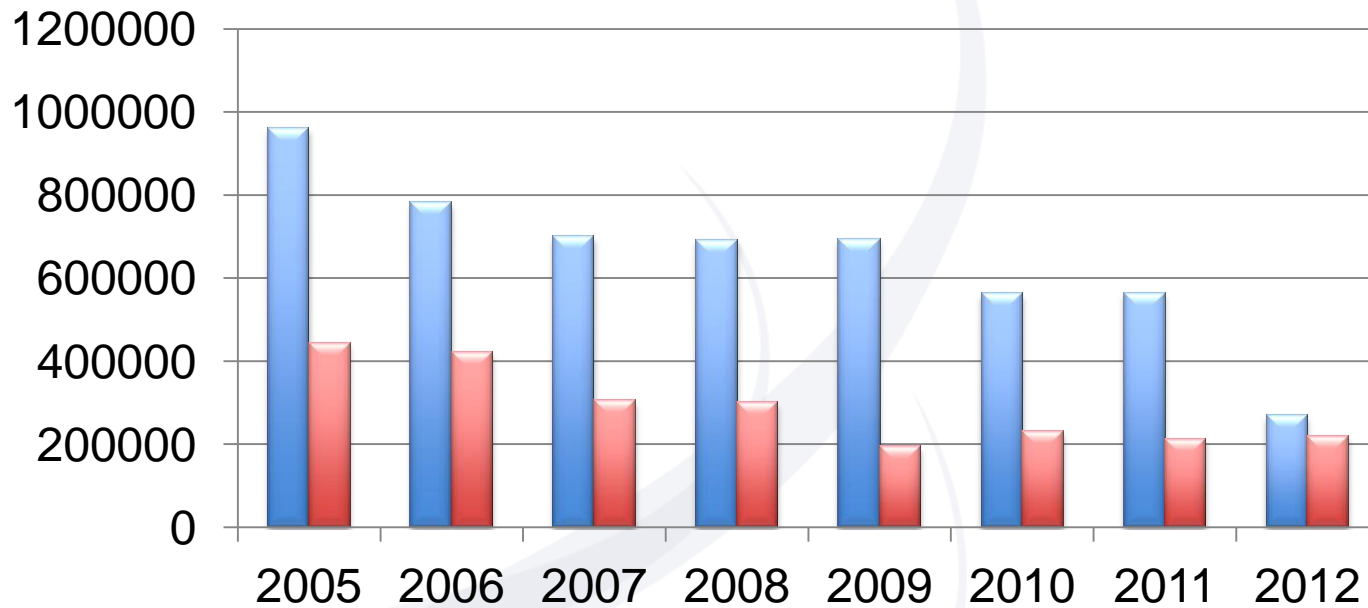
- “eBooks about 10 years behind e-journals”
- No Ipads; Kindle and Sony Reader limited
- Problems with Platforms/interfaces
- Complex pricing models
- Designed around print models
- Embargos on latest editions
- growing patron acceptance of eBook format and usage suggested better ROI

Total Loans for all Universities 2005 - 2011

Loans



Total Loans UoN and ECU 2005 – 2012



- **CAUL Loans 2005 – 2011**

| | | |
|--------------|------|--------|
| ➤ 27,999,259 | 2005 | -33.5% |
| ➤ 18,605,871 | 2011 | |

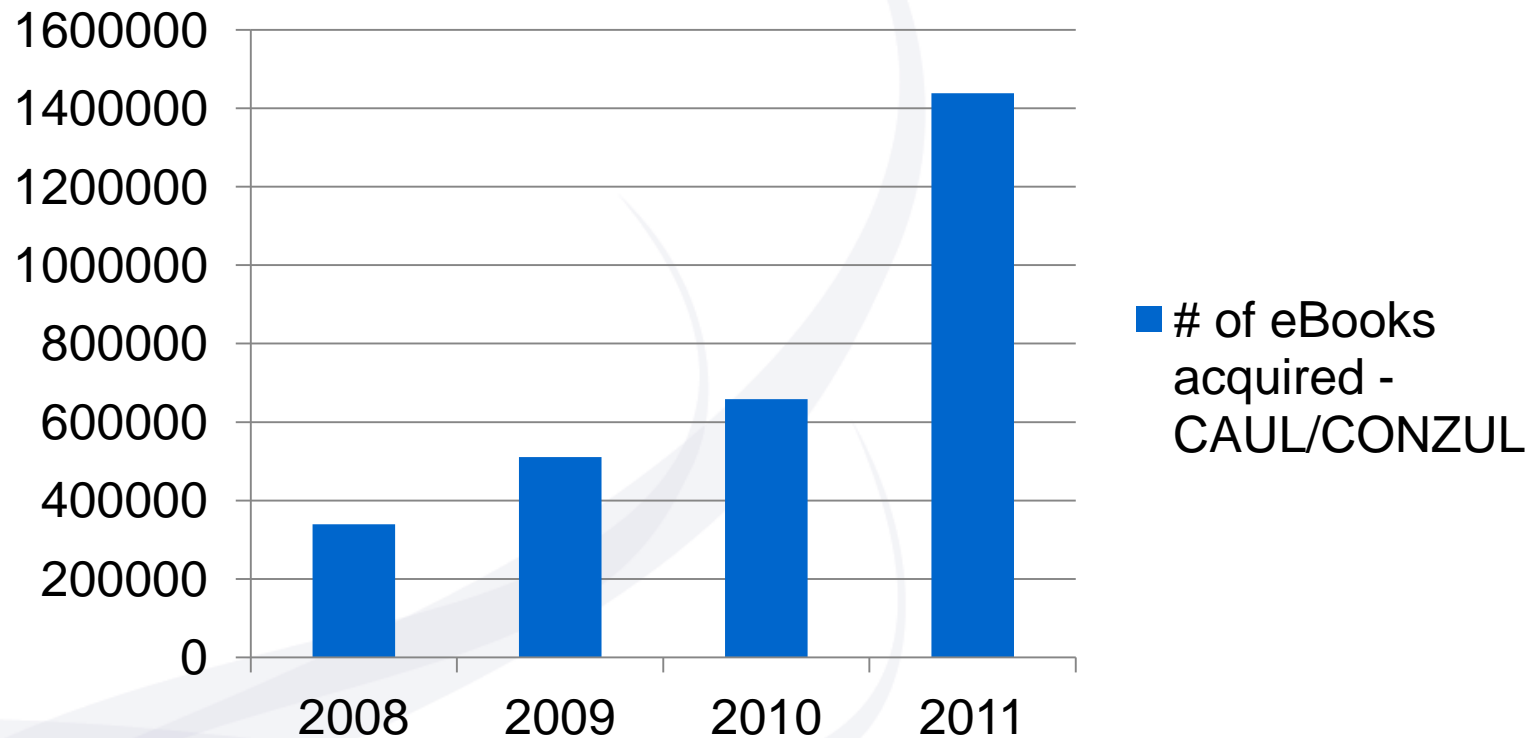
- **UoN Loans 2005 – 2012**

| | | |
|-----------|------|------|
| ➤ 961,320 | 2005 | -72% |
| ➤ 269,587 | 2012 | |

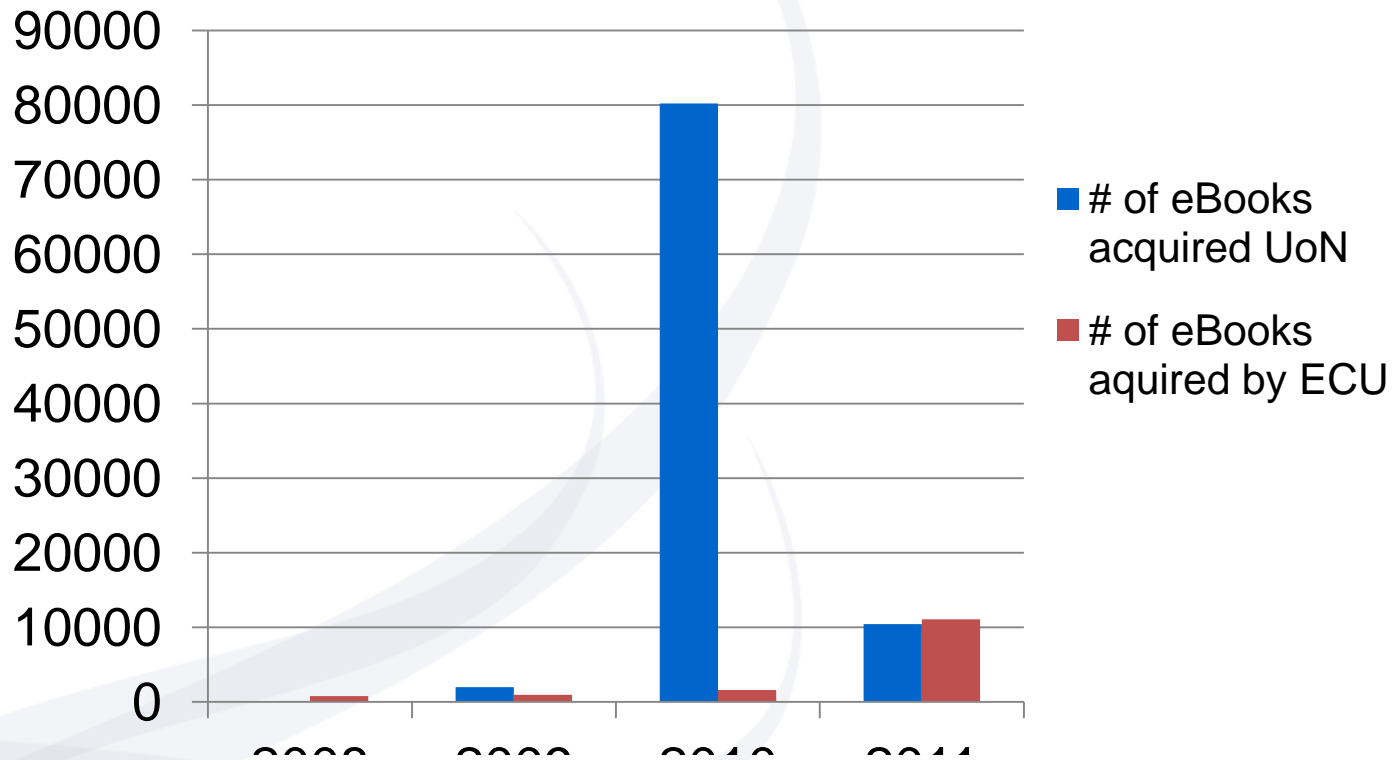
- **ECU Loans 2005 – 2012**

| | | |
|-----------|------|------|
| ➤ 444,595 | 2005 | -51% |
| ➤ 219,881 | 2012 | |

of eBooks Acquired – CAUL/CONZUL



of eBooks Acquired at UoN and ECU



- UoN 22 subscriptions (12% of overall e-spend \$5.8m).
- ECU16 subscriptions (21% of overall e-spend \$3 million).
- Costs varies considerably – USD \$.50cents to \$18 per title per year (increases of 5-10%)
 - Titles drop in and out of packages
 - Non-ownership/perpetual rights
 - Quality of titles can vary due to little control over quality
 - Some feature unlimited simultaneous users, unrestricted downloads of chapters

(Sage, T&F, Elsevier, Wiley, Springer etc)

- Offer content in packages which can be purchased, usually in collections but some publishers also offer pick & choose options (Wiley & Elsevier)
- Content can be exclusive to the publisher & not available through aggregators
- Some deals offered through CAUL but most publishers go direct
- Publishers can offer substantial discounts on packages e.g. 60% off for entire package, less for collections.
- Tend to offer unlimited simultaneous access though some may offer titles based on a defined number of users.

- Pay to view & buy based on the number of views
- Advantage that we purchase what is being used
- 2010 we spent \$200k for EBL
- Control what is available through a collection profile
- General profile – items published after 2005 & Australian titles, published after 2000
- Removed records for eBooks already owned
- Average time spent reading online is 66 minutes
- E-Titles can be very expensive compared to print equivalent for some disciplines.

“Autism Spectrum Disorders” \$87.75 USD E-price : \$749.95

“Imaging for Students” \$55.00 USD E-price : \$825.00 USD

Multiple Models – 2012 spend on “books”

Ebooks

| | UoN | ECU |
|--------------------|--------------------|------------------|
| Purchase outright: | \$456,893 | \$149,610 |
| Demand driven*: | \$294,500 | \$161,748 |
| Subscriptions: | \$624,873 | \$327,870 |
| Total: | \$1,376,266 | \$639,228 |
| | | |
| Print spend: | \$1,068,089 | \$696,602 |

* Includes access fees

- How will we meet the requirement of e-texts?
- Publishers want to protect their market
- E-texts can be expensive:-
 - Quote for 4 pharmacology e-texts was \$34,800 USD p.a.
- Pearson and Elsevier selling content as plug-ins for online courses (pricing can be based on student numbers)
- Who pays? Students? Faculty or Library – if the later, budget models & approach may need to be reconfigured.
- Challenge for successful adoption of e-texts will require multiple stakeholders: LMS support, IT, T&L, policy, Library & bookshops
- Libraries can contribute on many fronts – licensing, technical requirements, content management, embed & integrate research & info skills into the curriculum

Client experience – Insync 2012 Survey

- 9,569 surveys completed with 5,429 comments
- 118 comments (2%) mentioned ebooks
- 36% were positive:-

“Online books are the best”

“more online books, especially textbooks”

“I also really like the e-books, these are very easy to find from home. You can search key terms without having to read/look through the whole book to see if the book will be of any use for your studies (more time efficient).

There are quite a lot of ebooks on the library site that I have found that have been very useful :) This is great.”

- 64% were negative:-

“Ebooks are a hassle: access is too difficult; having to log into each system separately rather than just into the library. Also very tiring to read books online.”

“there are some online contents that are difficult to browse/read, specially books. In this sense, it is not really convenient to have access to a book, one page at a time, and only online.”

“the ebooks and ejournals are very difficult to sift through and locate something specific”.

“Please don't limit time and print access of ebooks”

Thank You

Acknowledgements:

CAUL Collection Sharing & Access Committee, Survey of CAUL libraries on the future directions of Document Delivery & Inter Library Loan Services

David Wells, Ebooks: Overview of Licensing and Access Models 2012

Karen Miller, Considerations for ebook acquisitions (Curtin University Library)

CAUL, Briefing Paper on eTextbooks and third party eLearning products and their implications for Australian university libraries

Greg Anderson, University Librarian UoN

UoN and ECU Library Staff