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Building Library Collections...The Future Collections...Patron Preferences and Electronic Books

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Building Library Collections...

—By Judith M. Nixon
—Purdue University
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—October 2011—
The future collections

- Patron preferences
- Electronic books
Bush was director of the Office of Scientific Research and Development and coordinated the activities of 6,000 leading American scientists in the application of science to warfare. After the WWII he urged scientists to turn to the tasks of making more accessible our bewildering store of knowledge. (slight paraphrase)

Consider a future device for individual use, which is a sort of mechanized private file and library. It needs a name, and, to coin one at random, "memex" will do. A memex is a device in which an individual stores all his books, records, and communications, and which is mechanized so that it may be consulted with exceeding speed and flexibility. It is an enlarged intimate supplement to his memory.

It consists of a desk, and while it can presumably be operated from a distance, it is primarily the piece of furniture at which he works. On the top are slanting translucent screens, on which material can be projected for convenient reading. There is a keyboard, and sets of buttons and levers. Otherwise it looks like an ordinary desk.

In one end is the stored material.

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Patron preferences:

Americans are:

• online
• reading books
• using libraries

Patron preferences:

Journal of the American Society for Information Science and Technology
Volume 61, Issue 5, pages 869–890, May 2010

Academic researchers:

• Spend 11 hours reading weekly
• Read journals daily
• Read books weekly or monthly


“National Study of Information Seeking Behavior of Academic Researchers in the United States”
Patron preferences:

However, use studies indicate that...

- Most books in academic libraries are “shelf sitters”
- The 80/20 rule...

Patron preferences:

Circulation studies indicate that...

Use of books in *academic* libraries is dropping

- 26% 1991 – 2008 at ARL libraries
- 78% 1995-2008 at Massachusetts
- 35% 1995-1008 at Calif-San Diego

- 49% 1995 – 2008 at Purdue HSSE
- 62% 1995-2008 at Purdue all libraries
Medical library, mid-1970s
ILL requests: selected recently published titles were bought rather than borrowed
Circulation for these books slightly better over a three-year period than librarian-selected titles

~ S. J. Pritchard, 1980

Patron preferences:

Late 1990’s

- ARL ILL cost study
  - $18.35 (borrower)
  - $ 9.48 (lender)

- Amazon.com
  - Discounted price
  - In-stock
  - Rapid delivery
Patron preferences:

New Idea

Buy don’t borrow
Patron preferences:

A Decade of Books on Demand
2010 Assessment at Purdue

- 10 year study
- 9,572 books
- $350,000
- Average cost $38
- 5-8% of monographs per year

 Patron preferences:
Who uses service? GRADS.

Grad students = 60%
Faculty = 30%
Undergrads =
Who uses service?
84% liberal arts vs. 16% sci/tech/engr
### Patron preferences:

**How do they circulate?**

Better than normal.

<table>
<thead>
<tr>
<th>2000-2009</th>
<th>Books on Demand: total Circulation</th>
<th>CONTROL books</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of books</td>
<td>9,327</td>
<td>141,112</td>
</tr>
<tr>
<td>Number of Circulations</td>
<td>38,389</td>
<td>340,121</td>
</tr>
<tr>
<td>Average Circulation</td>
<td><strong>4.116</strong></td>
<td><strong>2.410</strong></td>
</tr>
</tbody>
</table>
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Patron preferences:

Read all about it!


4 Purdue articles
9 other articles
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In one end is the stored material.

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Electronic books:

E-book advantages

• Searchable
• Anywhere, anytime access
• Multiple users
• Fast
• Interactive
• Environmentally correct
• No shelf space
Electronic books:

E-Book disadvantages

- **Difficult to read**, need reading device
- Expensive
- Not all titles
- Broken links
- Lack of standards
- Some people prefer print
Based on this method of evaluation, e-books received 11 percent more use than comparable print books. Given their recent introduction to patrons at Duke, this suggests rapid growth in the adoption of e-books.” p. 260.


Net Library acquired by OCLC in 2004
Electronic books:

New Idea

Buy e-books
Electronic books:

Purdue’s E-Book PDA Model

EBL

Load Records in catalog

– “Rent”
– Buy when “rented” 4th time
Electronic books:

Pilot project

- 6-12 months
- Analyze purchases
- Assess browse vs. buy ratio
- Assess customer service
Electronic books:

Purdue’s pilot project

March 2011 to Oct 2011

- 14,401 book records loaded
- $11,236.43 spent
FROM: Alison Bobal,
You have 14,401 titles in your DDA program as of September 28, 2011.

Expenditures:

To date you've spent $11,236.43 on demand driven transactions
47 auto-purchases = $3,359.43
846 STLs = $7,877.00

Your average STL = $9.31
Your average auto-purchase = $71.48

Usage:

860 unique users have accessed 1084 unique titles 3363 times (this includes browsing).
The 600 titles with a DDA transaction were accessed a total of 1536 times (this includes on-
gline and off-line) by 508 unique users.
237 titles have been downloaded a total of 509 times by 194 unique users.
Your users have accessed 7.5% of your visible catalog.
Your users have triggered an STL 4% of your visible catalog.
Your users have triggered an auto-purchase less than 1% of your visible catalog.

Value:

The combined list price (CLP) of titles accessed (including browsing) = $89,100.86
Your institution has paid 12.6% of CLP to facilitate access
The combined list price of titles accessed beyond the browsing period = $49,109.94
Your institution has paid 23% of CLP to facilitate access
Electronic books:

Who uses service?

90% liberal arts vs. 10% sci/tech/engr

- business, education, history, language, law, literature,
- military sciences, philosophy, political science, psychology,
- religion, social sciences

- data mining, SAS, etc.
Current Use: Electronic Books 5% of use

Change:

- 2005 to 2019 — E-Book use increases 15% per year
- 2020 to 2024 — E-Book use increases 10% per year
- 2025 to 2030 — E-Book use increases 5% per year
Electronic books:
Future of Collection Development

Librarians will:

• Buy patron’s recommendations
• Buy e-format
Questions?
Bibliography

- Bush, V. As we may think. The Atlantic Monthly, 176(1).


Unused slides follow
2010 Assessment: Purdue

*A Decade of Books on Demand*

9,572 books (about $350,000)
Average cost: about $38
5-8% of total monographs added/year

Librarians: 98% of books appropriate
Users: extremely satisfied
Subsequent circulation: significantly higher than that of similar librarian-selected books

~ Anderson et al; Bracke; Nixon & Saunders, 2010
E-book History

- 1999 NetLibrary
- Elsevier
- Oxford
- Springer
- Taylor & Francis
What others suggest:
