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The Connundrum of eBooks and Interlibrary Loan

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matter whether this is through one or multiple eBook vendors, as long as the eBook vendor can work with the approval process. Publishers need to realize that libraries do not want to add additional steps to the book purchasing workflow. Integration of frontlist eBook titles into the approval process makes the most sense for libraries since it will allow decisions to be made in a rational way about preferences for print, electronic, or both for various call number ranges and non-subject parameters. Publishers must realize that libraries will only purchase their non-reference eBooks in significant amounts if there is a reasonable discount for print-online bundles. They need to develop consistent and fair pricing models for these packages, allowing libraries or consortia to duplicate print and electronic versions of some titles. This pricing structure has evolved successfully with electronic journals to a point that seems to make sense for most libraries and most publishers. There is no reason that it can not do the same for monographs. 🍷

Rumors

from page 16

bad boy Tom!) Anyway, he is well and has some new catalogs on his desk that need our attention. Coming up in the next issue? libr.stedwards.edu

Seems like April has been the month for visitors to Charleston. Just had a delightful visit with **Michael Moss** <M.Moss@hatii.arts.gla.ac.uk> from Scotland. **Michael** is an archivist and former colleague of my husband, **Bruce**, from **Oxford University, Worcester College**. **Michael** recently attended a meeting

continued on page 32

Endnotes

1. **Michael Levine-Clark**, "Building a Consortial Monographic Purchase Plan: The Colorado Alliance of Research Libraries Experience," **Hugh A. Thompson**, ed. *Sailing into the Future: Charting Our Destiny: Proceedings of the Thirteenth National Conference of the Association of College and Research Libraries*, March 29-April 1, 2007, Baltimore, Maryland. Chicago: Association of College and Research Libraries, 2007: 39-45.
2. For information on the history of **netLibrary**, see **George S. Machovec**, "netLibrary Revisited," *The Charleston Advisor* 4, no. 4 (April 2003), available from <http://www.charlestonco.com/review.cfm?id=147&CFID=1594434&CFTOKEN=95241428>, accessed February 5, 2007; For comments on the lack of currency of the early **netLibrary** titles, see **Machovec**, "netLibrary," *The Charleston Advisor* 2, no. 1 (May 2000), available from <http://0-charlestonco.com.bianca.penlib.du.edu/review.cfm?id=14>, accessed February 5, 2007.
3. **Bob Murphy**, Senior Public Relations Specialist, **OCLC**, email to author, February 12, 2007.
4. **Michael Zeoli**, Director of Content Product Management, **ebrary**, email to author, February 5, 2007.
5. **Mark McQuillan**, Senior Manager, Sales & Content Development, **MyiLibrary**, email to author, January 12, 2007.
6. **Tom Rosenthal**, Senior Manager, Electronic Product Sales, **Elsevier Science & Technology Books**, email to author December 18, 2006.
7. **Murphy**.
8. For information on eBook pricing, see **Cris Ferguson**, "Technology Left Behind – eBook Rollout," *Against the Grain* 18, no. 5 (Nov. 2006): insert.
9. The idea of a bundled print-electronic ISBN was suggested during a telephone conversation with **Jay G. Henry**, Director, Business Development, **Blackwell Book Services**, and **Matt Naumann**, Director of Publisher Relations, **Blackwell Book Services**, January 16, 2007.
10. **Matt Naumann**, "Ebooks in the Academic Library Supply Chain," paper given at the 27th International Supply Chain Specialists Meeting, **2005 Frankfurt Book Fair**.
11. **Kim Zwollo**, Global Director, Special Licensing & Rights, **Springer**, telephone conversation with author, January 3, 2007.
12. **MyiLibrary** <http://www.couttsinfo.com/econtent/myilibrary.htm> (accessed February 5, 2007); See also **Ferguson**.
13. "Stanford University to Integrate Ebook Acquisition with Print Approval Plans in Partnership with MyiLibrary," <http://www.myilibrary.com/company/pdfs/MiL%20Stanford.pdf> (accessed February 5, 2007).
14. Email from **McQuillan**, January 12, 2007.
15. *Ibid*.
16. **Blackwell Book Services: eCommons** http://www.blackwell.com/library_services/ecommons/ (accessed February 5, 2007).
17. **Blackwell ECHO: The Library eBook Hosting Platform** http://www.blackwell.com/downloads/ECHO_FSNB.pdf (accessed February 5, 2007).
18. Email from **Henry** February 5, 2007.
19. Telephone conversation with **Henry** and **Naumann**, January 16, 2007.
20. Email from **Ann-Marie Breaux**, Vice President, Academic Service Integration, **YBP Library Services**, January 31, 2007.
21. **Naumann**.
22. Email from **Zeoli**.

The Conundrum of eBooks and Interlibrary Loan

by **William Gee** (Interlibrary Loan Librarian, East Carolina University) <GEEC@ecu.edu>

With the tremendous amount of material available on the open Internet and in research databases some of my friends, family, and even some librarians I have met seem surprised that interlibrary loan is still used as heavily as it is, especially to borrow books. While physical loans continue to represent over half of **Joyner Library's** nearly 30,000 annual interlibrary loan requests, eBooks are emerging as a major library material type,¹ with predictions that the eBook will be the leading format for nearly all new academic monographs by 2020.² Little seems to have been written specifically on the relationship between eBooks and interlibrary loan, though.³ So, what exactly is this relationship? What could this relationship be in the future?

Benefits

On the positive side, eBooks certainly can reduce the demand for interlibrary loan services and quickly and cheaply satisfy patron needs. Distance education patrons, in particular, can have instant access to eBooks that in their print form would require nearly a week to arrive. Since many times academic patrons only need to read a section of a book, finding eBooks in institutional repositories, on Websites, and in **Google's** or **Microsoft's** book projects can save the delay and expense of traditional interlibrary loan for all patrons. **Joyner Library's** interlibrary loan (ILL) borrowing service workflow takes this into consideration by checking for the availability of eBooks when we think

the full text of a requested book would be online, usually for older works that fall outside copyright; if titles are found, we ask the patron if the eBook will suffice. Electronic dissertations and theses are especially useful to ILL departments because print copies of these documents are frequently difficult to borrow or copy.

continued on page 24

Challenges

Difficulties are faced when ILL encounters eBooks in commercial collections, most notably **NetLibrary**, **ebrary**, **EBL**, and **Questia**, and through research databases, such as **PsycBOOKS** and the **Springer eBook Collection**. It is with these eBooks that deep concerns surface over user preferences, cataloging, resource sharing settings, accessibility, and "loanability." As tech-savvy **Millennials** and others continue to insist on full-text electronic library resources, it seems that the trend within the library community is that eBooks will only grow in importance. Thus, concerns regarding eBooks by ILL departments need to be shared and addressed.

Some patrons still are reluctant to use eBooks. **Joyner's** borrowing and document delivery services have begun to receive requests for titles available in our **NetLibrary** collections. These requests were not made by patrons who had failed to check the online catalog; rather, these patrons had deliberately chosen not to use our **NetLibrary** eBooks citing as their reasons convenience, access to computers, and health concerns. After canceling such requests because the titles were owned by the library, we began to fulfill the requests for print versions when we realized that our library exists to serve our patrons, that not all patrons can use or want eBooks, and that the ILL code does not prohibit requesting a version of a title that is not owned. Thinking that if we knew which patron groups preferred print books to eBooks or which subjects were frequently avoided as eBooks we could tailor training and collection development accordingly, I reviewed the transactions but found no trends. What is clear, though, is that while some loathe eBooks, many others have become accustomed to using, often even demanding, e-articles for their research and also are quickly adopting eBooks. Libraries and ILL departments should do all that we can to seek to further understand patron research behaviors regarding eBooks and to meet the format desires and needs of all patrons.

Through **OCLC WorldCat** and **Joyner's** own online catalog, our eBook holdings are discoverable not just by local patrons, but by libraries and individuals worldwide. As such, **Joyner ILL** lending has begun receiving requests for eBook titles from other libraries. These requests currently must be denied, for our eBooks are locked behind proprietary licensed interfaces that prohibit loans or copying, much like many e-journals are. Not being able to loan or photocopy a class of library materials is not a new problem for interlibrary loan staff, however; there have always been materials that libraries could not or would not loan to other libraries, most often special collections (genealogy, archival papers, etc.) and audio/visual materials. Yet, unlike those items, eBooks are not one-of-a-kind and are not recorded on a medium that can easily be damaged in the mail. What is paradoxical with eBooks, and e-journals for that matter, is that

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BORN & LIVED: Born in Rome, Georgia; attended college/grad school in Mt. Berry, GA, Reading, England, United Kingdom, and Knoxville, TN; now live in Greenville, NC.

EARLY LIFE: I enjoyed reading *Choose Your Own Adventure* books, playing with Lego, and playing computer games, especially the King's Quest series and the SimCity/Earth/Life/Ant franchise.

EDUCATION: BA in History & Political Science from **Berry College**; MS in Information Science from the **University of Tennessee**.

FIRST JOB: The **Bonner Foundation** funded my first job in college as a tutor and counselor at the Boys & Girls Club of Rome, GA. My first real-world job was in human resources for the City of Rome, GA. My first library job after graduate school was as a part-time reference/circulation/interlibrary loan assistant at **Berry College**.

PROFESSIONAL CAREER AND ACTIVITIES: I am a member of **NCLA** and **ALA**, where I am most active in the **NMRT** and **RUSA-STARs**.

IN MY SPARE TIME I LIKE TO: Attend fine arts events, concerts, and lectures and volunteer in my community through my church, the Jaycees, and other agencies.

FAVORITE BOOKS: I tend to read books on church/state/society relations, both present-day and historical. On the lighter side, I read *Get Fuzzy*, *Dilbert*, *Unshelved*, and *Calvin & Hobbs* comic collections and have liked pop fiction by **Jeffrey Archer**, **Boris Starling**, **Dan Brown**, **Michael Crichton**, and **John Grisham**, among others.

PET PEEVES/WHAT MAKES ME MAD: Patrons failing to return interlibrary loan paperwork causes some annoyance, as does having to pay for Wi-Fi at airports and hotels. Mostly, though, I am disturbed by the level of intolerance, rudeness, wastefulness, and self-centeredness evident in our society.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: I hope to have achieved tenure or made significant progress toward it, though thoughts of earning another graduate degree have also entered my mind.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Libraries will continue to remain important cultural and academic centers, though perhaps more as gathering spaces than as book warehouses. Much more information will be available online, though I worry that it will not be readily accessible to people outside of their local institutions or that people will be able to find it or afford it. Initiatives to reform copyright and scholarly publishing hopefully will result in greater access to information for lower costs. The major problem I fear that is facing libraries is that our society expects information and everything else to come easily and quickly — this erodes research and understanding. Libraries have a role to play in democracies to expand knowledge and freedom, to fight censorship, discrimination, and ignorance, so I hope we stay committed to those tasks, too. 🌳

libraries have less latitude to lend from their collections, even as methods of transmitting documents physically and electronically are constantly improving. This restricting trend is dangerous because patrons are able to discover that materials exist outside of the library like never before and then learn that they cannot

access the information — further bolstering the popular misbelief that libraries cannot meet the information needs of today's patrons. Should libraries not take action, our market share will continue to fall to search engines and the commercial vendors to which they connect,

continued on page 26

thus harming libraries as agencies; however, patrons abandoning the library likely will result in greater harm to themselves if they settle for sub-standard resources, pay directly for materials, spend more time searching for resources, and fail to locate other relevant titles.

If libraries and their interlibrary loan staffs do not work to alter the current trajectory, eBooks could easily continue to follow the path of e-journals to where some titles have no print edition produced and the only version in existence is prohibited by technology and licenses from being copied or loaned. At present, this is rare with eBooks, but it is a definite concern for the future. Indeed, reference works, in particular, are already transitioning away from print; this situation obviously poses problems for ILL offices, which have relied upon other ILL offices to photocopy individual entries for patrons. Libraries have already won license concessions by many e-journal publishers to allow limited ILL sharing of articles, but should eBooks continue to follow their current path and if more concessions cannot be won for e-journals, I fear that libraries will regress to the point where one's access to information will once again be restricted to what is owned where one attends school or lives. No longer will ILL be able to help share resources and costs between institutions for many titles or entire genres. It would be ironic if the only way to access the content of an eBook or e-journal would be to physically visit a library that allows walk-in use of their e-resources.

New Possibilities

Libraries currently gain access to eBooks by purchasing large packages through aggregators or by purchasing individual titles directly from the publisher, with all of the complications of patron authentication, links being added into online catalogs, yearly maintenance/access fees, and prohibitions against copying, printing, or otherwise loaning them. Realizing that this situation does not allow the library community to have interlibrary loan access to eBooks, **CISTI** and **MyiLibrary** officially launched, at **ALA Midwinter 2007**, an eBook interlibrary loan service. eBooks that **CISTI** licenses are now available for libraries to borrow via **OCLC** or the **CISTI** Website. The cost is \$25.00 for a month loan; renewals are processed as new transactions and incur the cost again. Login information to access the eBook online is emailed to the library and patron. Limitations to the number of pages printed, currently 10%, are enforced by the software. While this service makes thousands of eBooks available to libraries that previously were not accessible to many of them, **CISTI** is actually offering an eBook rental service, similar to **EBL**'s "short-term circulation" that allows rentals of an eBook of varying length of one-day to four weeks with an access fee determined by the length of the loan and a percentage of the title's list price. Relying upon either the rental or pay-per-view model undermines what many academic libraries

and consortia currently enjoy with our print books, namely low-cost or no-cost loans with the option to freely renew for an extended loan period.

To create a true interlibrary loan, in the traditional sense, for eBooks will require many changes. An example of an ideal method to facilitate one library actually loaning its access to an eBook to another library would be for **OCLC** to devise a method to integrate both its member's **NetLibrary** collection's with their holdings through other eBook providers' packages into the **OCLC ILL** system. This process would then automatically generate temporary logins for the borrowers or send unique urls that would link to a PDF-like file version of the document. The urls/PDF could be downloaded and could expire after 30 days. For this type of service to work, or anything similar to it, eBook publishers would need to be convinced to modify their licenses to allow it; whether the library community has the clout and will to demand this is yet to be seen. If needed, as a concession to publishers, the **CONTU** copyright rule for articles (five copies from current five years) could be broadened to include copying/loaning eBooks (five loans in five years to outside users), and ILL management systems could then be programmed to track such transactions.

To cover the financial aspect, the **Copyright Clearance Center** might take on processing payments for excess borrowing.

If this idea is too unrealistic, significant access to eBooks could be improved by libraries encouraging providers to make eBooks more readily available for interlibrary loan departments to rent online at a low per-item cost, preferably well under **CISTI**'s or **EBL**'s current fees. To make such rentals easy for ILL departments, rentals should be facilitated through **OCLC**, as the **CISTI** rental service is and as the **ALIBRIS** and other book purchasing services are.

Practical Steps

Until such sweeping changes develop, there are practical steps libraries can take today to help interlibrary loan cope with eBooks. Since ILL staff members must choose a record to borrow, often from among many similar ones, we need to take care when selecting the records to prevent erroneous selection of eBook records; not choosing the best record delays request fulfillment to patrons by days or weeks and needlessly frustrates lending libraries with requests for materials that they cannot loan. The flip side of this is that library catalogers need to ensure that they properly catalog their library's eBooks to reflect that they are indeed eBooks.⁴ **Joyner ILL** has found on occasion that some libraries have attached their holdings to the wrong record, either indicating that their copy is a print book when it is an eBook, or vice versa. Most records are accurate, though, and increasingly contain multiple MARC field

entries to identify an eBook, including the 020, 245, 533, 655, 710, and 856 fields. The principal problems are that there are so many fields, which are used inconsistently, and that older records are not being updated as standards change. Since few ILL employees are probably also trained catalogers, any strides catalogers can make toward standardizing how eBooks are identified and toward retroactively re-cataloging materials are most welcomed. Perhaps the best solution for interlibrary loan's purposes relating to cataloging of eBooks is for **OCLC** to allow in its **World Research Sharing (WRS)** and **ILLiad** management systems an option to globally suppress the display of all eBook records, however they have been cataloged. **ILLiad** currently has the option to limit results by format, but some eBooks still are displayed.

OCLC's recent and forthcoming enhancements to resource sharing policy deflection and local holding record routing also hold potential to help ILL with eBooks.⁵ Using these features will result in requests for materials that cannot be loaned and/or copied by a library being quickly and automatically passed through the lending string to reappear to the ILL borrowing staff for review. This can greatly speed ILL processing and substantially decrease fruitless requests.

To make use of these features, cataloging staff or ILL staff must appropriately catalog individual records, ideally when holdings are created and updated, and ILL staff must update their library's **OCLC** policy directory entries. Local holding deflection (item level) is based on MARC 008 field bytes 20 and 21, whereas policy directory deflection (category level) is based on the settings in the MARC leader/06, leader/07, and material type fields. For non-**OCLC** libraries, the insertion of notes that display in the online catalog and specific lending policies on a Website are important so potential borrowers will know not to contact the library for a loan or copy that cannot be filled.

Conclusion

Libraries and publishers simply must find methods either to truly loan eBooks or at the very least methods to cheaply and automatically rent them. As print publishers and movie studios have not been devastated by used book stores, libraries, and the movie rental industry, hopefully libraries will be able to convince eBook publishers to consent to freer use of their content. Realistically, though, publishers are not likely to support this initiative; thus, libraries need to take a three-pronged approach. First, libraries need to restore the right to loan materials by lobbying Congress to update the copyright first sale doctrine to include eBooks; since the Supreme Court created the first sale doctrine in a 1908 case, publishers have continuously fought each application of it to new media types, but libraries, used booksellers,

continued on page 28

***"... eBooks certainly
can reduce the
demand for
interlibrary loan
services and quickly
and cheaply satisfy
patron needs."***

The Conundrum of eBooks ... from page 26

and video rental stores have repeatedly won. Second, since revising the first sale doctrine will not prohibit licenses that forbid loaning, and given that contract law is mostly governed by state law rather than federal, lobbying Congress to ban restrictive licensing is unlikely to be successful; instead libraries must demand license concessions before purchasing or subscribing to content; if we favor companies that favor our wishes, hopefully the market will push hold-out companies to yield. Third, libraries need to encourage the development of open access eBook publishing. If we are successful, we will make significant steps toward ensuring the right of the public to information without regard to one's income level or location in regards to electronic materials, as we largely have for print.

During these years of adjustment to eBooks, collection developers should tailor their selection of eBooks based on patron topic and format demand; public services should teach patrons how to use eBooks; catalogers should devise a clearer way to catalog eBooks using consistent standards; staff should update MARC local holding records to enable automated deflection; and libraries should lobby for the legal right and technological ability to truly loan eBooks. Until these changes are fully implemented, ILL borrowing staff members should continue to carefully select records to be requested; ILL lending staff members should continue to patiently cancel requests for eBooks; and everyone should educate patrons about interlibrary loan, eBooks, copyright, licensing, and scholarly communications in general. 🐾

Endnotes

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against the grain people profile

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BORN & LIVED: Born in Welland, Ontario. Lived most of life in Stoney Creek or London, Ontario. Now live on 3 acres in Ilderton, Ontario.

EARLY LIFE: Worked in **Stoney Creek Public Library** as a page ... and always wanted to be a librarian.

FAMILY: 1 husband, 1 son, 1 dog, 1 cat, 3 goats, 10 chickens.

EDUCATION: BA (Hons) in English and History. MLS.

FIRST JOB: Library page as above. Then a bank teller.

PROFESSIONAL CAREER AND ACTIVITIES: Worked at **Western** since 1984 in the (now defunct) Engineering Library, the **Allyn and Betty Taylor Library**, **The D.B. Weldon Library**, the Music Library and a very brief connection with the Law Library. Currently as AUL, Information Resources, my office is located with the fun people in Library Technical Services.

IN MY SPARE TIME I LIKE TO: Spin mohair which has been sheared from the family's angora goats.

FAVORITE BOOKS: *Dune* by Frank Herbert.

PET PEEVES/WHAT MAKES ME MAD: Expecting change without taking risks.

PHILOSOPHY: Let's try it; the worse that will happen is that we will be told no.

MOST MEANINGFUL CAREER ACHIEVEMENT: Working in the Music Library without a music background.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Staying healthy and happy. 🐾

Turning Pages: Reflections on eBook Acquisitions & Access Challenges

by **Lorraine Busby** (Associate University Librarian, Information Resources, University of Western Ontario) <lbusby@uwo.ca>

2006 was the year of the eBook. After years of hesitating, major academic publishers were ready to launch their monographs in a digital form. Clearly, publishers were reluctant to invest heavily without reassurances that the academic library community would embrace eBooks. While there was widespread acknowledgment that electronic journals are here to stay, it is understood that this is largely for two reasons: 1) a journal article lends itself to being searchable by keyword to identify relevance, and 2) it is printable, to allow portability and convenience of reading when and where the reader wants. Uncertainty about both user and purchaser reaction to digital books, on the other hand, made publishers cautious yet willing to experiment. Printing eBooks is an oxymoron and simply not an option in the way that printing of articles meets users' needs. Nonetheless, by 2006 the technology and general approval of all things digital had achieved widespread acceptability in academic circles with the resultant competitive pressure for publishers to move forward with their electronic books. A critical mass of electronic titles, new and retrospective, from a wide variety of academic publishers, hit the market. The pricing models, options for acquisition, and pre-purchasing contract clauses varied significantly from publisher to publisher. It is

continued on page 30