September 2012

If Rumors Were Horses

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Against the Grain

"Linking Publishers, Vendors and Librarians"

What's the Use? Perspectives on Usage Statistics Across the Information Industry

by **Rossi Morris** (Media Relations Coordinator, EBSCO) <rmorris@ebSCO.com>

Librarians are dedicated to making sound collection development decisions that are in the best interest of the communities they serve. But with the explosive growth of electronic resources and widespread budget and staff cuts, collection development has evolved into a laborious and complex process for librarians tasked with providing the most valuable resources to their users.

In response to these increased demands, innovative tools have been created and new standards have been established to help librarians better measure the value of the resources within their collection — and gathering and analyzing usage data are the staple measures for making well-informed collection development decisions.

The role of usage in collection development is not news. What is noteworthy and worth discussing, however, is the story behind each collection development decision — the challenges, the successes.

Usage remains part of the ongoing dialogue on discussion lists and blogs, and there is no shortage of conference tracts and sessions focused on how to manage, collect, and base decisions on it. When I approached *Against the Grain* Editor **Katina Strauch** earlier in 2012, my goal was to share with *ATG* readers how **EBSCO** continues to work alongside librarians to help them get a better handle on usage gathering, loading, and reporting so they can devote more time to building a collection that will meet the objectives of their institutions and meet the research needs of their end users.

Katina had a bigger idea, however. Her suggestion: for the September 2012 issue of *ATG*, pull together a collection of articles with usage as the prevailing topic. It could feature articles from individuals in the various information industry sectors — libraries, vendors, and publishers — all of whom would provide unique perspectives about usage and the role it plays in their day-to-day functions. It also could

include results and commentary from a survey of *ATG* readers on a variety of topics concerning usage.

This issue aims to do just that. It goes behind the scenes to show what librarians are doing to make well-founded collection development decisions, particularly in terms of usage analysis. It explains some of the motivating factors for beginning a usage-analysis strategy and the groundwork necessary for implementation. It also notes what librarians are measuring and why, in addition to collection goals; the challenges encountered; and the tools, methods, or systems employed to track usage and gather data. Ultimately, this issue aims to reveal what librarians do with this data after it is collected — and the benefit it provides to the library and its users.

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If Rumors Were Horses

Fall is getting off to a great start! Lots of Rumors to report!

Did y'all hear about **Roger Schonfeld** getting stuck in an elevator in Manhattan? This happened August 28, 2012. Talk about dramatic! The **New York Fire Department** had to break through the side of the elevator to get him out, and it took 45 minutes. And like superman **Roger** had to jump to get out! Gosh! Here is a link to **Roger's Facebook** page. Scroll down to August 28th (can't send a direct link to that date) and there are several posts and pictures. Thanks to **Leah Hinds** for keeping us informed. And glad you are... out of the elevator, **Roger!**

<http://www.facebook.com/roger.schonfeld>

I was shocked to hear that the awesome **Francine Fialkoff**, editor-in-chief of *Library Journal* is leaving *LJ* effective September 1 (Yikes, that was yesterday!). **Francine** has been at *LJ* for 35 years including 15 as editor-in-chief. Under her watch, many significant changes have taken place at *LJ*. She started **Movers & Shakers, Library by Design, Best Small Library in America, the LJ Teaching Award, Librarian of the Year** and **Library of the Year**, to name just a few innovations.

Effective immediately, *LJ's* executive editor **Michael Kelley** <mkelley@mediasourceinc.com> will take over as interim editor-in-chief. **Francine** plans to stay in the library world and can be reached at <ffialkoff@gmail.com>. Her final editorial will appear in the

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From Your (grandmothering) Editor:

Summer is over but wasn't it glorious! The grandkids visited and had a wonderful time in boats, beaches, and water around Charleston. We spent a lot of time under the sprinklers and in the kiddie pools!

Meanwhile, a trusty group of *ATG* editors, worked away. **Rossi Morris** and **Liz Lorbeer** were our guest editors and what an issue they have given us. This issue has articles by **Rossi**

and **Liz**, as well as **Hilary Davis** and **Annette Day**, **Elizabeth Hoppe** and **Courtney Seymour**, **Lorri Huddy**, **Jennifer Lin**, **Oliver Pesche**, and **Russell Richey** who winds it all up with a summary of an *ATG* survey.

We have interviews with **Martha Kyrillidou**, the **GIST** team, and **Timo Hannay**. **Donna Jacobs** talks to us about summer and shrimping, **Leila Salisbury** tells us about the AAUP meeting, **Richard Brown** about the Code of Best Practices for Fair Use, and **Caroline Hassler** talks about classification and tag clouds. **Tinker Massey** is looking for answers and **Mark Herring** concludes his three-part series on Ten Reasons Revisited.

Capron Hanay Levine talks about loss prevention and insurance, and if it's high-tech solutions and knowledge that you seek, be sure to read **Richard Abel's Op Ed**, **Pelikan's Antidisambiguation**, and **Dennis' @Bunning** columns.

And, of course, there's much more. But time for me to get back to the kiddie pool! Happy fall!

Yr. Ed. 🐼

Letters to the Editor

Send letters to <kstrauch@comcast.net>, phone or fax 843-723-3536, or snail mail: **Against the Grain**, MSC 98, The Citadel, Charleston, SC 29409. You can also send a letter to the editor from the *ATG* Homepage at <http://www.against-the-grain.com>.

Dear Editor:

I am writing you as a nit-picking, OCD reference librarian. And I realize that you do not do the copy editing of *Against the Grain*. But when two headlines, a few pages apart, say:

Dan Stave — In Memorium
and

... The Tale of A Band of Booksellers, Fascicle 18

I feel obliged to at least mention it to someone who can effect change.

I very much enjoy your publication and learn cool things from it. Keep up the good work, and thanks for listening.

Mark Schumacher, Art and Humanities Librarian, Jackson Library
UNC Greensboro, Greensboro, NC 27402-6170 <m_schuma@uncg.edu>

Editor's Note: Thanks, **Mark**! Our glasses must need changing! Are you interested in a proofreading job? Really! **Katina** 🐼

Rumors from page 1

September 15 print **LJ**. And you can be sure that *ATG* will be keeping an eye out for her next new new thing!

Went to a fabulous launch party last month for **BiblioLabs**. Prominently displayed were copies of *Inc.* magazine which has announced **BiblioLabs** as the No. 7 fastest-growing private Media company in the country, as ranked on the 2012 *Inc.* 500|5000 list. The company, based in **Charleston, SC**, made the exclusive list with a three-year growth rate of 1,111.9 percent. The list represents the most comprehensive look at an important segment of the economy — America's Independent entrepreneurs. "The last few years have been incredibly exciting, and we're glad to see the work pay off in achieving this ranking," said **Andrew Roskill**, Chief Executive Officer of **BiblioLabs**. "It's particularly satisfying to see us in such good company, sandwiched in between **Facebook** (No. 6) and **Business Insider** (No. 8) in the Media category."

<http://www.charlestoncitypaper.com/charleston/bibliolabs-new-app-may-redefine-libraries-and-help-charleston-become-a-high-tech-hub/Content?oid=4149360>

<http://www.bibliolabs.com/bibliolabs-ranked-no-7-fastest-growing-media-company-by-inc-magazine/>

Moving right along, you know there's a library story somewhere, right? Keep reading. ;) Y'all should know that **BiblioLabs** was started by the founders of **BookSurge**, which was later rebranded as **CreateSpace** after being acquired by **Amazon.com**. There's more. **BiblioLabs** works with organizations around

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AGAINST THE GRAIN DEADLINES VOLUME 24 — 2012-2013

2012 Events	Issue	Ad Reservation	Camera-Ready
Charleston Conference	November 2012	08/22/12	09/12/12
ALA Midwinter	Dec. 2012/Jan. 2013	11/09/12	11/30/12

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Rumors *from page 6*

the world, including the **British Library**, to create widespread commercial access to rare and interesting materials in innovative ways. Last year, **BiblioLabs** created *The British Library's 19th Century Historical Collection App*, which made more than 65,000 **British Library** books easily accessible on the iPad and won the **2012 Publishing Innovation Award**. (A small secret! If you read *Fifty Shades of Grey*, second volume, just glance at it, mind you, the heroine mentions the **British Library app**. Shhhh...) (And another small secret! I did not read *Shades of Grey* but my husband did and he discovered this small piece of juicy news for all to see.)

I just told a small white lie. My husband **Bruce** actually picked up this small tidbit about **FSG** from the incredibly creative **Mitchell Davis** of **Bibliolabs**! **Mitchell** is running a Plenary Panel during the **Charleston Conference**. Last week at the Launch party (mentioned above), **BiblioLabs** unveiled **BiblioBoard**, a free iPad App that is changing the way the world can access historical books and digital artifacts. Download **BiblioBoard** for free in the App Store. <http://www.biblioboard.com/>

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What's the Use? Perspectives ... *from page 1*

I signed on as guest editor for this special issue. To give the issue a balanced perspective, however, I needed the touch of an accomplished librarian with a shrewd eye. So I was thrilled when **Elizabeth "Liz" Lorbeer**, a content management librarian at Lister Hill Library of the Health Sciences at the **University of Alabama at Birmingham (UAB)** agreed to be the co-guest editor! With her finger on the pulse of the industry and her experience with usage analysis of e-resources, **Liz** brought great ideas and insight to the issue. She even contributed her own article, wherein she details the journal impact factor's role in academic collection analysis.

Numerous other librarians also have contributed their time and talent to this special issue: **Hilary Davis** and **Annette Day**, **North Carolina State University Libraries**, highlight their collaborative collection and analysis efforts; **Elizabeth Hoppe** and **Courtney Seymour**, **Union College Schaffer Library**, detail a pilot of purchase-on-demand via interlibrary loan (ILL); and **Lorraine "Lorri" Huddy**, **The CTW Library Consortium**, assesses the libraries' eBook pilot.

Publishers, vendors, and other industry experts also weigh in: **Jennifer Lin**, **Public Library of Science (PLOS)**, discusses Article Level Metrics; **Martha Kyrillidou**, **Association of Research Libraries (ARL)**, sits down for an interview about her valuable contributions to the industry through innovative assessment products and services for libraries; and **Oliver Pesch**, **EBSCO**, explains the vision behind the development of **EBSCONET Usage Consolidation**.

Also, as part of our goal to report on trends and issues related to usage analysis, we will share perspectives from several **ATG** readers in an article that outlines the results of a recent survey on usage. **EBSCO** consulted **Todd Carpenter**, **National Information Standards Organization (NISO)**, and **Peter Shepherd**, **Counting Online Usage of Networked Electronic Resources (COUNTER)**, to assist **ATG** with creating and conducting a survey to poll librarians on usage statistics and metrics in their day-to-day workflow and within their institutions.

With such a wide variety of experts and authors willing to contribute to this special issue, it quickly became clear that many in the industry have invaluable knowledge and insight on usage that should be shared. Because there is not enough room in a single issue for each account, **Katina** suggested an ongoing column on usage to ensure that all voices are heard.

In each upcoming issue of *Against the Grain*, we will continue to share informative articles on usage in "Analyze This: Usage and Your Collection." Upcoming installments of this column will address some of the topics covered in this issue and answer questions related to them:

The effect of usage analysis on staff structure and budgeting. Is the library creating new staff positions to specifically handle usage analysis, or is an already overburdened staff or staff member taking on the task? Budget cuts may be the impetus for beginning usage analysis, but do budgets undergo further reductions after usage data is calculated?

Vendor-provided usage tools and what a library should look for when choosing such a tool. Is the library relying more on its own usage data, vendor-provided usage reports, or the comparability and/or combination of the two? Are there variations in library-collected usage data versus vendor-provided usage data?

Maximizing usage data findings. Once the analysis is complete, at what point and how does the library decide on consolidation of resources, acquisition of new resources, or implementation of a new service?

Combining usage data statistics with other statistics, such as impact factor or learning outcomes. How does the library rely on user feedback when making collection decisions, where does it rank, and how reliable is it?

In the next several installments, look for these features: **Cheryl Highsmith**, **Chapman University**, writes about implementing a genre-specific approach to usage analysis; **Gracemary Smulewitz**, **Rutgers University**, offers insight about discoveries made in a subscription analysis project; **Lorraine "Lorri" Huddy**, **The CTW Library Consortium**, assesses the libraries' eBook pilot; **Forrest Link**, **The College of New Jersey**, evaluates the relationship between purchases versus the content users seek via ILL; and **Rachel C. Lewellen**, **UMass Amherst**, explains the many benefits of usage-based decisions.

This is your special issue and column, so if you would like to offer your thoughts about the perspectives in these pages or share your library's usage-related story, please contact me at rmorris@ebSCO.com. Enjoy! 🌸

How the Journal Impact Factor ... from page 14

is the Eigenfactor (www.eigenfactor.org), a metric that measures the influence of scholarly journals and is also included in **Thomson Scientific's Journal Citation Report**. It is based on an algorithm that evaluates the networks between journals and attempts to "identify the most influential journals, where a journal is considered to be influential if it is cited often by other influential journals."⁷⁴ Two other tools that challenge the JIF, found in the Scopus database, are Source-Normalized Impact per Paper (SNIP) and SCImago Journal and Country Rank (SJR). Using the SNIP and SJR metrics theoretically offers a more normalized approach to selecting journal titles, but both have not been widely marketed to librarians as more effective than the JIF. In April 2012, the latest contenders from Google Scholar emerged: the *h5-index* and the *h5-median*. Based on the *h-index*, which was developed by **Jorge E. Hirsh** to measure productivity and impact, both are Google Scholar's attempts to help authors "gauge the visibility and influence of recent articles in scholarly publications."⁷⁵ The top scholarly publications in English, in addition to other languages, can be found on the Google Scholar Metrics Website. What makes this list interesting is its inclusion of open electronic print Websites, such as arXiv.org and RePEc, as well as titles published by STM publishers. With the prevalence of social media, this has led to journals and their publishers being able to market and deliver their content faster than the traditional online abstracting and indexing services. Publishers are marketing their authors by producing podcasts discussing their research. The tables of content services are being replaced with Facebook profiles and the sharing of citations at online reference manager websites. Reading has become more intimate, in that you now know what your peers and students are reading by their digital footprint and thumbs up or down. Most sites allow users to comment on a paper and reaffirm the findings or refute the methodology or results. I recently read an article in the *Journal of Medical Internet Research* about Tweets having the ability to predict citations. The author, **Gunther Eysenbach**, writes that "twimetric factor may be a useful and timely metric to measure uptake of research findings and to filter research findings resonating with the public in real time."⁷⁶ Social media is changing the dynamics of scholarship in that scientific authors have alternative venues in which to publish their research in progress.

As authors work to craft their final manuscripts for publication, they are using online reference managers to store articles and share data and ideas with one another. Altmetrics, a

against the grain people profile

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Liz Lorbeer

BORN AND LIVED: Born in Buffalo, NY. Lived in Boston, MA; Chicago, IL; and now Birmingham, AL. (Yes, I do miss the snow).

EARLY LIFE: Travelling with my parents throughout the U.S.

PROFESSIONAL CAREER AND ACTIVITIES: I procure and manage content for a large biomedical library, work on digital curation projects, occasionally teach, consult, and mentor library science students.

FAMILY: Married with two children.

PETS: Two poodles, a canary, and some goldfish.

IN MY SPARE TIME: I lift weights at the local YMCA.

FAVORITE BOOKS: I'm actually a magazine and newspaper junkie with over 20 active subscriptions. The mail carrier once asked me if I ran a beauty parlor out of my home!

PET PEEVES: Paper jams left in the printer.

PHILOSOPHY: Be kind. Smile. Respect your boss.

MOST MEMORABLE CAREER ACHIEVEMENT: I realized that if today was my last day in librarianship, I've already had an incredible career.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE: If we can implement a cost-controlled demand-driven acquisition model for journal articles, it will be dubbed the "Modified Big Deal." 🌱

new contender in the metrics field, is measuring the impact of an author's paper in the social networking sites.⁷ This new metric goes beyond the traditional publication-vetting process and captures a paper's impact in the peer-reviewed crowdsourcing realm.⁸ It reports the influence of an author's work or parts of his or her work in the semantic Web. The authors of the *Altmetrics: A Manifesto* Website believe their measurement will replace the JIF as a better representation of scholarly output. However, Altmetrics has yet to be proven and vetted as reliable. I see it being used alongside other metrics of scholarly validity and finding its place in P&T decisions in determining the effectiveness of scholarly discourse contributed in the social network. Academia has relied on the JIF for several years, and it is a metric that authors, librarians, and publishers understand and know how to use. It will not be disappearing or supplanted anytime soon. 🌱

Endnotes

1. The **Thomson Corporation**. (2005) *Journal Citation Reports on the Web 4.0*, page 10.
2. Immediacy Index http://admin-apps.webofknowledge.com/JCR/help/h_immediacy.htm.
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4. **Bergstrom, Carl** (2007). Eigenfactor: Measuring the value and prestige of scholarly journals. *C&RL News*, p314.
5. <http://scholar.google.com/intl/en/scholar/metrics.html>
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7. **Kelley, Michael** (2012). Two Architects of Library Discovery Tools Launch an Altmetrics Venture. *Library Journal*, <http://www.thedigitalshift.com/2012/05/social-media/two-architects-of-library-discovery-tools-launch-an-altmetrics-venture/>.
8. Altmetrics: A Manifesto. <http://altmetrics.org/manifesto/>

Rumors from page 12

Just heard from the incredibly energetic and smart **Karen Christensen** that the entire six-volume *Berkshire Encyclopedia of World*

History is going to be published in **Chinese**, for distribution in print throughout the **People's Republic of China**. This is no small matter, and no small translation job. Only two major English-language reference works, according to librarian advisors, have been translated

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Going Above and Beyond: Building an Interdisciplinary Undergraduate Research Collection via an ILL POD Program

by **Elizabeth Hoppe** (Shared Resources Librarian, Union College, Schaffer Library) <hoppee@union.edu>

and **Courtney Seymour** (Head of Collection Development, Union College, Schaffer Library) <seymourc@union.edu>

Purchase-on-demand (POD) via Interlibrary Loan (ILL) is a hybrid model of collection building and borrowing that can serve library users on at least two levels: providing just-in-time resources to a single patron, and (if the items are added to the library's holdings) growing the collections for use by future researchers in similar subject areas. Each library must evaluate its own population to develop an approach to POD, if one is warranted at all, but speedy turnaround times and relevant acquisitions would seem to be two reasonable goals of such a program.

At **Schaffer Library**, we performed a case study in POD collection development and an exploration of whether these goals were met by this experimental project. This study investigated turnaround time and undergraduate interdisciplinary research applicability of print monographs purchased during a two-year pilot POD project.

POD programs generally cite speed of delivery as an important, if not essential, element. **Perdue** and **Van Fleet's** (1999) 1990 POD study, the first on the topic, involved rush ordering of in-print titles. "Shipment within one week from an online bookseller" was a criterion of **Purdue University Libraries'** landmark Books on Demand program (**Anderson** 2002), and one they maintained through a decade of POD ordering (**Anderson** 2010). **Bracke** (2010) also set a one-week shipping cap, and a publication date requirement, the latter being a parameter other institutions have used to target recently published (i.e., immediately shippable) materials (**Anderson** et al 2002, 2010; **Ward** et al 2003; **Comer** and **Lorenzen** 2005; **Campbell** 2006; **Coopey** and **Snowman** 2006; **Gibson** and **Kirkwood** 2009; **Fountain** and **Frederiksen** 2012; **Herrera** and **Greenwood** 2012; **Schmidt** 2012).

Recorded turnaround times, vendor selections, and the extent to which they are

described in the POD literature vary. Before the availability of online ordering, **Bucknell's** average delivery of in-print and in-stock rushed items in 1990 was 2.5 weeks (**Perdue** and **Van Fleet** 1990). **Amazon** was the preferred vendor for several individual projects (**Ward** et al 2003; **Comer** and **Lorenzen** et al 2005; **Coopey** and **Snowman** 2006); average delivery times ranged from 3.88 to eight days. **Amazon** was also the top bookseller for POD programs in the **Pacific Northwest's Orbis Cascade Alliance**, with **Alibris** and "Other" tied for second (**Fountain** and **Frederiksen** 2012). The **University of Illinois at Urbana-Champaign** rush-ordered available YBP items in an average of three days (**Wiley** and **Clarage** 2012). **Anderson** et al (2010) and **Hussong-Christian** and **Goergen-Doll** (2010) employed patron satisfaction surveys to assess turnaround times; the majority of responders agreed that their items arrived in a timely fashion.

Borrower type and disciplinary use are other ways of evaluating POD programs. **Ward** et al (2003) and **Anderson** et al (2002) found that the overall distribution of POD user statuses was comparable to patterns seen for traditional ILL at their institutions. **Bracke** (2010) discovered that many POD volumes at **Purdue** were interdisciplinary between two subject areas, applied to a wide range of disciplines, or addressed an emerging area of study. POD patrons were also unexpectedly borrowing outside of their designated disciplines with greater frequency than they were within them, suggesting an interdisciplinary component to research and highlighting the way POD can uniquely address cross-departmental studies (**Anderson** et al 2002). **Bracke** (2010) and **Tyler** et al (2010) observed that the majority of POD borrowers were graduate students in the liberal arts; for the latter, "interdisciplinary studies" was a category of disciplinary affiliation recorded in their purchase statistics.

Anderson et al (2010) hypothesized that graduate students may be exploring more cutting-edge research than their faculty counterparts and are fueling the trend in interdisciplinary book requesting.

Background

Union College is a small, private, liberal arts college in Schenectady, N.Y., specializing in undergraduate research and interdisciplinary programming. **Union** serves 2,133 full-time undergraduates on a ten-week trimester system. With strengths including "close faculty-student interaction; emphasis on student scholarship ...; strong departments in liberal arts and engineering; [and] interdisciplinary programs and majors" (**Union College** 2008), **Union** promotes original undergraduate research via its mandatory Sophomore Research Seminar (SRS) and cross-curricular senior theses and capstone projects.

At **Schaffer Library**, our service goals are centered on meeting the information needs of undergraduates. As a curricular support center at a fast-paced trimester institution, we are always looking for fast and reliable ways to connect our patrons to valued resources. While for borrowing through the ConnectNY Consortium we have a dedicated courier that promises delivery of print materials within three days, the majority of our print ILL requests are filled via UPS or USPS. Over the period from 1 June 2008 to 1 June 2010, the average turnaround time for loans through ILL was 10.78 calendar days, or around a tenth of our trimester length. Premium acquisitions services offering rush shipping are becoming more common and at more affordable price points. We suspected that we could reduce the turnaround time on certain ILL print titles by purchasing them in this manner, and we were willing to spend more for the added-value service. Thus began our POD pilot project.

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Rumors from page 16

into Chinese: the *Encyclopedia Britannica* and *Cambridge University Press's Science and Civilization in China*, the life project of **Joseph Needham**. The next will be the *Berkshire Encyclopedia of World History*, 2nd edition, edited by **William H. McNeill**, **Jerry H. Bentley**, **David Christian**, et al., published by **Berkshire Publishing Group** in Great Barrington, Massachusetts. The translation

is being undertaken by **SDX Joint Publishing (Shanghai) Co. Ltd.** and will take three years. Like Wow!!! Congratulations, **Karen** and **Berkshire**!

Y'all know what is so great about editing **ATG** and running the **Charleston Conference**? It's people like y'all! I am always getting notes from old friends and new friends. It makes life fun and worthwhile! Anyway, today I heard from **Roger Press** <roger@academicrightspress.com>. Remember him? He was one of the driving forces behind **Classical Music Library** one of the earliest databases of streaming media for

libraries, in an academic format. **Classical Music Library** is now owned by **Stephen Rhind-Tutt's Alexander Street Press**. Anyway, I remember vividly like it was yesterday when I was on the **ALA exhibit** floor ten years ago, and I heard this wonderful classical music wafting through the crowd. I followed it and ran into **Roger** and **CML**! Continuing, I just got an email today from **Roger** who is developing a new type of database which was launched in June 2012. It is called **Academic Charts Online: International Popular Music** and provides

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against the grain people profile

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BORN AND LIVED: Born in Poughkeepsie, NY; lived in Buffalo, NY (2004-2005); Capitol Region of NY (1998-2004; 2005-present); Schenectady, Niskayuna, East Greenbush, Clifton Park.

EARLY LIFE: 1984 Pleasant Valley Library Read-a-thon Winner.

PROFESSIONAL CAREER AND ACTIVITIES: Union College, Schaffer Library as Head of Collection Development 2005-July 2012; Reference Librarian 2001-2004; Soon-to-be "Outreach Librarian" (official title to come), August 2012.

RECENT ARTICLE: **Jefts, Kara, and Courtney Seymour.** "Partnering with Multicultural Groups to Mount a Juried Art Exhibition." *College & Research Libraries News* 73, no. 4 (April 2012): 218-222.

RECENT AWARD: Union College, UNITAS Community-Building Award, Co-recipient, 2011.

FAMILY: Husband, two-year-old son.

PETS: Two dogs (boxers).

IN MY SPARE TIME I LIKE TO: Run, read, play with my kid and dogs. It's not spare in the sense of "optional," though. Those are life commitments, requirements.

FAVORITE BOOKS: *Little Dorrit*, *Our Mutual Friend* (**Charles Dickens**); *The Great Gatsby* (**F. Scott Fitzgerald**); *Cathedral* (**Raymond Carver**).

PET PEEVES/WHAT MAKES ME MAD: Sense of entitlement, procrastination. Those are two that come to mind right now.

PHILOSOPHY: I'm here to support student learning and development.

MOST MEMORABLE CAREER ACHIEVEMENT: Co-curating an annual LGBTQ art exhibition at Union (building cross-campus partnerships with other campus units, both student and staff-run).

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Planning the ultimate, well-attended library outreach event (that can be replicated).

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: We'll be accessing more archives online but still struggling to strike the eBook/print book balance. 🐾

Figure 5: Disciplinary matches by individual POD title

Rumors from page 26

popular music chart data from around the world. I was talking to my music librarian about this and he was very interested. Hopefully **Roger** will be in **Charleston** at the **Conference** this year! www.academiccharts.com

Still on the subject of the **Charleston Conference**, the dashing **Jack Montgomery** (what a voice! he is a fabulous singer and once was a radio announcer and hopefully he is going to play at the **Charleston Conference Gala Reception** Thursday night). Anyway, **Anne Meyers** (Librarian for Acquisitions & Continuing Resources, Yale Law Library <Anne.meyers@Yale.edu> who was our online **Star of the Week** recently, tells me she used to work with **Jack** at the

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- **Success and Limitations:** Monitoring usage across LC subjects would allow collection development efforts to increase eBook offerings in areas with the most activity. This proved more of a challenge than anticipated because, instead of LC call numbers, descriptive LC classes are assigned to **MyiLibrary** titles. Many were incorrect, while others were too generic (e.g., “1961-2000”). **OASIS** was utilized for LC call numbers, which were copied into **CTW**’s master usage spreadsheet. The most time-consuming task resulted from a changing PDA collection. As a result, comparing titles viewed to all active titles was done infrequently. When it was analyzed, we were pleased to discover that eBooks within all subject areas were being used, and, usually, in proportion to all titles available in each area.

A cost analysis of eBooks: eBook pricing practices were of great interest, due to budgets, and because all three libraries prefer softcover for print purchases. **CTW** had agreed that **MyiLibrary** titles would be purchased after two views. There were concerns about this since it did not account for accidental usage (one-page views); **MyiLibrary** did not offer Short Term Loans (STLs) to offset such usage; and a year into our pilot, we learned other **MyiLibrary** customers had a three-view agreement. Yet, savings were expected from splitting **MyiLibrary** invoices and because fees were not charged when titles were viewed only once. **CTW**’s cost analysis would take into account the extent to which titles were used after purchase and the financial benefits of eBooks that were used once but not purchased.

Comparing eBook prices to print: How many **MyiLibrary** purchases were available in softcover? How do **MyiLibrary** eBook prices compare to hardcover and softcover prices? Which publishers price their eBooks “too high” compared to print versions?

- **Data Collected:** **OASIS** provided all the prices needed. In addition to monitoring title-by-title eBook vs. print prices, average prices across formats were calculated, as well as an Average Cost Per Use for purchased titles.
- **Success and Limitations:** Prices were added to the master usage spreadsheet, which allowed us to monitor individual and total costs over time and calculate average prices and cost per use.

A desired outcome of the pilot was to acquire content in a cost-efficient manner. The Consortium was unaccustomed to purchasing eBooks on a title-by-title basis, so prices were gathered to learn how eBook prices compared to print. The intention was to control title costs by embargoing publishers whose eBook prices seemed “too high” given a title’s availability in print (**CTW** defined “too high” as eBook prices based on hardcover when softcover was available, or if eBooks were priced three times higher than softcover). Although **CTW** purchased titles that were perceived as “too high,” this was mitigated by two facts: the titles were used by patrons, and the costs were shared across the Consortium.

Assessing the value of one-time views: If **CTW** had to purchase all titles viewed once, what would it cost? What was the value of these titles compared to the cost of purchased titles?

- **Data Collected:** Prices of Titles Viewed Only Once (not purchased)
- **Success and Limitations:** **OASIS** provided prices of titles viewed once, which were easily tallied and tracked over time in the master usage spreadsheet. The overall value of one-time views is a source of satisfaction, as it consistently equals the cost of purchased titles.

Assessing the cost of the two-view purchase trigger: How many titles have not been used since purchase? How frequently were purchases triggered “accidentally” (as indicated by minimal pages viewed during the first two sessions)?

- **Data Collected:** Titles Not Used Since Purchase, Titles Purchased Due to One-Page Views
- **Success and Limitations:** Usage since purchase was easily tracked in the master spreadsheet. Titles used after purchase had three or more sessions; titles not used since being purchased had only two sessions.
- Using two years of data, **CTW** learned that 34 percent of its **MyiLibrary** titles were not used after purchase. This led us to look at purchases triggered by usage that could be accidental (i.e., one-page views). Of purchases due to one-page views, 4.5 percent were triggered completely (both sessions), while 27 percent were triggered partially. We determined this by manually reviewing pages per session for each new purchase — time-consuming, but worth it, when we learned that, of the titles triggered from one-page views, 66 percent had

subsequent usage. Knowing this — that two-thirds of these purchases were merely delayed — could persuade **MyiLibrary** to change **CTW**’s terms to three views before purchase.

These insights were used in conjunction with information learned at conference presentations on eBooks: other **MyiLibrary** customers had a three-view purchase trigger. **CTW** attempted to negotiate for this, but discussions failed to reach mutually agreeable terms. Given the relationship that had developed with our PDA partner, this was an unanticipated setback but did not end **CTW**’s program with **MyiLibrary**. Due to our satisfaction with titles purchased and **MyiLibrary**’s access model, it will stay in place while other programs are implemented.

Closing Remarks

The constantly-changing eBook market indicated a need to thoroughly re-evaluate the Consortium’s options. Based on information gathered during the **MyiLibrary** assessment and a need to consolidate selection and acquisition workflows, **CTW** looked at other PDA possibilities and is implementing a new eBook pilot with **YBP Library Services (YBP)** and **Ebook Library (EBL)**. One of its appealing features is the libraries have the ability to avoid accidental usage that may trigger purchases. Users may browse for a short period of time without this counting toward the title’s purchase. If they stay in the eBook long enough, a STL will provide longer access to the title. Selectors will choose titles to be added to this PDA program using our **YBP** collection development profiles, and **GObi (Global Online Bibliographic Information)**, **YBP**’s online acquisition and collection development tool, will provide title notifications and pricing across all available versions.

Assessing the **MyiLibrary** eBook PDA pilot proved challenging because, as is often the case, it was time-consuming to collate useful pieces of information into a more complete picture for assessment purposes. From the start, it was known that gaining insights into users’ online behaviors would be difficult. **MyiLibrary** reports may lack data on platform feature use, but given our experiences with other e-resource statistics, this was not entirely unexpected; however, as platforms are created and modified, information-gathering mechanisms, similar to **Google Analytics**, should be considered. The data gathered would provide insights into users’ behaviors that would benefit publishers, vendors, and libraries.

With respect to the viability of PDA as a collection development model, redacted content from eBooks is problematic. The transition to eBooks is still underway; proper disclosure is needed for eBooks to become a trustworthy substitute for print. Libraries have a legitimate need to know which titles are affected, as an assurance that eBooks purchased via PDA (and ordered title-by-title) are equivalent to their print counterparts. A solution is the provision of such information from publishers to vendors and, ultimately, to their primary customers: libraries. 🐼

University of Virginia, way back before he went to library school. Anne didn’t put that in the online profile so it’s a **print ATG** exclusive. Small world!

<http://www.against-the-grain.com/2012/08/atg-star-of-the-week-anne-myers-librarian-for-acquisitions-continuing-resources-yale-law-library/>

Speaking of Anne, she registered for the **Charleston Conference** back in June (have

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EBSCO Brings Integration to the Forefront with EBSCONET Usage Consolidation

by **Oliver Pesch** (Chief Strategist, E-Resources, EBSCO)

In working with librarians, EBSCO spends a great deal of time talking about the ways their libraries are addressing current problems and the products and services they need. The transition to online-centric collections has basically turned librarians' worlds upside down. Management tools and techniques that were appropriate for print collections have proven ineffective when applied to electronic resources. Librarians are asking for services and tools created specifically for the evolving world in which they find themselves. EBSCO's challenge is to respond with effective solutions that offer the appropriate amount of sophistication without the added complications that can sometimes come along with it as an unwanted byproduct.

EBSCO began adding e-resource capabilities to our systems more than a decade ago, when publishers first began offering online versions of their journals. Since that time, we have worked with librarians to improve how they acquire, manage, and access their online collections. Today, EBSCO offers a complete, comprehensive range of products and services related to information management and discovery, and we continue to evolve. The breadth of our offerings also allows for the added efficiencies that can come with integration among products — integration that eliminates redundancies in both effort and information managed. Our goal is to make librarians more effective by providing them with ready access to the information they need to do their job, so they have more time to focus on building better collections and serving their constituents.

A common theme in many requests we received from librarians was to provide a better way to handle usage statistics, not only to simplify the gathering of usage statistics but also to allow the collected usage statistics to be applied in a way to efficiently inform collection analysis decisions (whether a library renews or cancels a journal, for instance, or moves to alternate methods of access). As a result of this feedback, we recently deployed *EBSCONET Usage Consolidation*. This latest addition to our family of products provides a key

component in addressing the library's need to quickly and effectively assess the value of a given electronic resource.

Effective management of any resource starts with measuring its use, which is definitely a challenge with online resources where usage information is collected by the content provider and not the library. The value of an e-resource is often judged in terms of usage and cost-per-use. For any product related to usage consolidation, the primary functions should be to make it easy to collect usage data and to combine that usage with cost data so cost-per-use analysis can be performed. EBSCO's approach with *Usage Consolidation* is somewhat different from other such tools on the market.

Virtually all usage management products help librarians collect the usage data, and *Usage Consolidation* is no exception. Where EBSCO differs is in how we provide cost-per-use analysis. Rather than requiring cost data to be loaded into the same system as the usage data, our solution makes the usage data available to the system where the cost data is managed. Librarians who use our *EBSCONET Subscription Management* system now have instant access to usage and cost-per-use information as part of their normal workflow. Our unique approach to managing usage allows us to keep *Usage Consolidation* affordable and easy to use. Its focus, after all, is collecting usage.

But the real power comes in how that usage data is integrated with our other products. Imagine you are responsible for managing e-journal renewals in a tough budget year, and you have to make some difficult collection decisions. As you scan the list of titles that are up for renewal, you find one title that you feel is questionable. With a simple positioning of the mouse, you can instantly see that this title was used only a few times last year, and the cost-per-use was approximately \$45, which is higher than you would like for your institution. As you consider your options, you wonder if this title is available through one of your full-text databases. With a single click of the mouse, you are presented with the complete list of

online holdings, which reveals that this title is, indeed, available in one of your full-text databases but has an embargo of 18 months. Since this particular title is one in which access to current content is required, you decide to proceed with the renewal. You managed to do all of this without leaving the renewal list within *EBSCONET*, and reaching the renewal decision took you less than 30 seconds. This description may sound like some promise for a future application, but it is not. It is exactly how *EBSCONET Usage Consolidation* works today in conjunction with EBSCO's subscription management tools.

As described in the example above, the integration goes even further than just usage data. With *Usage Consolidation*, librarians also have instant access to holdings and coverage data in their *EBSCO A-to-Z* list. It is this deep integration that sets EBSCO's products apart. Our philosophy is that usage should be easy to obtain and should also be made available in those tools where librarians are making decisions.

Librarians also have told us that they just don't have the time to spend gathering and loading usage data. EBSCO responded to this need by introducing our *Usage Loading Service* as an optional companion to *Usage Consolidation*. With the *Usage Loading Service*, a dedicated team of highly-skilled representatives handles the gathering and loading of *COUNTER* usage reports, leaving the librarian with more time for analysis and collection development activities.

Usage Consolidation and the *Usage Loading Service* were initially released in January 2012, after a beta test period of approximately six months, during which more than 20 institutions from all over the world had an opportunity to test the service and provide valuable product input. This type of customer feedback drives our development. In fact, the next release of *Usage Consolidation*, scheduled for a late-2012 release, will include features based on such input — support for eBook usage, improved reporting capabilities, improved *SUSHI* support, and several other improvements — in order to further increase productivity. Also in our sights will be full support for **Release 4 of the COUNTER Code of Practice**, which becomes a requirement of content providers by the end of 2013.

Our approach to *Usage Consolidation* gives us tremendous flexibility in how we can employ the usage data in other services. The instant display of usage and collection holdings within *EBSCONET Subscription Management* is just the beginning. We have some very interesting features planned that will provide extremely advanced point-of-need analysis capabilities. The future is quite exciting as we continue to strive for solutions that allow librarians to do their jobs better. 🐾

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you registered yet?) but she won't be able to come after all because of a family medical situation. Anne says, however, that she will be in **Charleston in 2013** with bells on!

Speaking again of the **Charleston Conference**, we are running ahead with registrations based on same time last year (over 100 strong) so be sure and register soon and definitely before **Early Bird** ends which is supposed to be **September 14**. <http://www.katina.info/conference/registration.php>

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Pelikan's Antidisambiguation from page 52

for the epic battle in the Great Race) broke out. All lines between types and classes of devices became blurred to the point of disappearance. A year or more of total hilarity ensued.

Then a funny thing began to happen to smartphones. Some of them started to get bigger. Not as big as a tablet, but incrementally larger — never to the point of market rejection, but just to the edge of inducing an initial response such as “Good Grief! Look at the size of that phone!”

As well, a few tablets began to get smaller. The much overlooked **Nook Tablet** was not much bigger than a standard **Kindle** — thicker, heavier, battery life measured in hours not in weeks, etc., but it was a tablet that reached down into the form factor space of the eBook reader, even as the smartphones were edging up in size.

The Asus-built, Google-branded **Nexus 7** is the present culmination of all this development. It looks like a huge smartphone. You can hold it in one hand like a phone, cradled in your hand with your thumb on one edge and your fingers on the opposite edge. You almost find yourself wondering why it isn't a phone. Well, the answer is that it isn't a phone — it's a tablet. You

can run **Skype** on it, so you could teleconference with your colleagues wherever — almost anywhere, actually. But it's primarily a tablet. The screen is extremely high-resolution. The processor is running four cores. It has a 4325-milliamp-hour battery (comparatively huge). It should run all day, doing whatever you want, and often several things at a time. The bloody screen is still way too shiny — nobody touches e-Ink for general reading — but the appeal of the form factor combined with its significant computing power and its access to the entire **Android OS** universe of applications would make it a very serious contender at almost any typical price — even the price of an **iPad**.

And there's the catch — for **Apple**, at least. The **Nexus 7** is selling for \$200 for the 8Gb model, \$250 for the 16Gb version. Suffice it to say, they are flying off the shelves. Many retailers have sold out of their initial allocation and are waiting with unparalleled appetite for more.

Small wonder, then, that **Apple** has sashayed its silken skirts and let slip a few glimpses of a 7-inch **iPad** tucked into its thigh holster...

Oh yeah. It's going to be a great Holiday Season.

The **Nexus 7** looks really, really nice. But I just got my suit back from the cleaners and don't want to get any pie on it... 🍷

Rumors from page 48

This issue of **ATG** is ably guest-edited by the effervescent team of **Liz Lorbeer** and **Rossi Morris**. What a group of great papers they have put together! The article on the **Impact Factor** by the glamorous **Liz** (did you know she misses the snow and here she is living in Alabama?) covers many of the issues regarding this controversial metric. (this issue, p.14) Related — I noticed an article in the **Wall Street Journal** the other day (“Journals’ Ranking System Roils Research” by **Gautam Nauk**) about the same impact factor and journal metrics when what to my wondering eyes should appear but a reference to the famous **Phil Davis** a **Charleston Conference** regular when we can get him!

While we are on **Against the Grain**, we have a **letter to the editor** in this issue from **Mark Schumacher** about a couple of misspellings we overlooked. And **Ramune Kubilius** points out that in the June 2012 **ATG**, in a few places, **J. Michael Homan**'s name became **J. Mitchell Homan**... (e.g., p. 1 and in the TOC on p.4). We apologize for the errors. I just got a new pair of glasses and hopefully a second proofreader! OOPS!

Speaking of which, **Bill Matthews** (Director of Business Development, HighWire) <bmatthews@highwire.stanford.edu> will be speaking about **mobile web usage and trends** in **Charleston 2012** and he was hoping to get **Phil Davis** to participate but, sadly, **Phil** is not available that week of the **Charleston Conference** (for myself, I think in the future we should declare that week a holiday so that no one schedules anything to conflict with us! Agree?)

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Back Talk from page 86

claims to serve more than 10,000 libraries in 46 countries, and that it processes 9.6 million requests with 95% fulfillment. It lets individual libraries hold onto their print books while sharing them with others if they want, but it also enables regional or multi-library repositories to share their collections with libraries outside their groups.

The authors don't jump right out and say this, but I wonder if this wasn't their underlying intended message. [This is probably the time that I need to remind you that I am a member of the OCLC Board of Trustees but also state that I have no insight into the intents of the authors other than to cast light on this important topic.]

Personally, I have an idea that while it isn't too early to pose the question about the implications of eBooks and regional collaboration for the management of print book collections, I suspect we are indulging in a rearranging deck chairs on the Titanic exercise. We begin this exercise by accepting that print books will always be needed and that access to the entire corpus of recorded knowledge is important. If we suppose that all that libraries will provide access to is the HathiTrust corpus then perhaps that will be true since it focuses on dead (out-of-print) books. But that isn't the case as access to new eBooks and commercial super collections will be there for readers. And as for access to the entire corpus of recorded knowledge, we need to remind ourselves of the 80/20 rule. Libraries at a relatively few super research universities actually need to try to own more than 20 percent of the monographs that have been published, if that much. Most academic libraries just need to understand and meet current needs.

I suggest that we try to minimize our efforts to rearrange the deck chairs and instead focus on building digital collections while continuing to collaborate with each other where it makes sense. One only needs to look at the value of the RapidILL program (<http://rapidill.org/Default.aspx>) to see the value of libraries working together to provide access to journal articles. The value of super quick collaborative user-initiated interlibrary book loan systems is also undeniable. And yet where such programs fail to meet all needs we have the WorldCat Resource Sharing system as a backup. But our focus needs to be on further developing digital collections. Readers want to read. Let's forget about the safety of our biblio Garden of Eden with its "books, bricks, and mortar" and "head into the wilderness" to electronically

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give them what they want: reading material. I think this needs to be the focus for publishers, vendors, and librarians alike. This has already happened for academic journals, let's make it happen for books. 🌍

Rumors from page 53

Speaking of conflicts with Charleston, George Machovec tells me he'll be missing Charleston this year because of the Colorado Alliance's quarterly deans/directors meeting right in the middle of the Conference. George says that it's his favorite conference and he hates to miss it!

Moving right along to misses, Scott Plutchak will not be in Charleston this year either because of an important medical meeting! Fiddlesticks! Scott says he will definitely be back next year, (hopefully with his group The Bearded Pigs) but, hey, y'all, let's start a petition against any meeting other than Charleston the first two weeks of November!!

And yet another voice from the past! Remember Daryl Rayner? I sure do! Daryl used to write Rumors from Paddington (British Rumours) for ATG many years ago. What fun they were! At that time Daryl was working for xrefer (which is rebranded now as Credo). In 2006, Daryl and several of her colleagues started Exact Editions which works with magazine publishers to sell subscriptions and produce app versions to digital editions and their archives. In fact turns out that this month, they are launching the full archive of Gramophone which began back in 1923.

And speaking of 1923. That reminds me of

your friend and mine — Copyright (that would make a great kid's book, wouldn't it? can't you see Mother Nature explaining copyright to the Lorax?) As we all know — books published before 1923 pass into the public domain! <http://www.unc.edu/~uncclng/public-d.htm>

The famous chart referenced above was created by Lolly Gasaway who has been writing copyright questions and answers columns for ATG for the past 15 plus years (see her column this issue, p.66).

DRUMROLL!! We are happy to announce the publication of *Copyright Questions and Answers for Information Professionals: From the Columns of Against the Grain*, by Laura N. Gasaway. This is the first book in an exciting new series called "Charleston Insights in Library, Archival and Information Sciences." You can order the book online through Purdue University Press, and copies will be available for purchase on site at the Charleston Conference. A separate "buy the book" link is at: <http://www.thepress.purdue.edu/titles/format/9781557536396>.

PS — The Charleston Conference is pleased to announce that through our publishing partnership with Purdue University Press, the 2009, 2010, and 2011 Conference Proceedings will be avail-

able online for free, and print copies will be available for purchase on site at the 2012 Conference.

<http://docs.lib.purdue.edu/charleston/>

As always I seem to be running out of room, but a few tidbits before I sign off. Deb Vaughn, our fabulous book review editor has a new baby boy! Little Edward was born on July 10. Sadly, Deb is leaving the College of Charleston, but she plans to

continue to write book reviews in between feeding the kids! Family of five! Hooray! Oh! Her new email is <Vaughn.deborah@gmail.com>.

Second tidbit — Xan Arch had her new baby. She is just as gorgeous as ever! See Facebook! <http://www.facebook.com/photo.php?fbid=10100308692434683&set=a.729213722693.2315868.222150&type=1&theater>

And talk about gorgeous! Barbara Casalini's daughter Arianna and her husband Michele (who restored Barbara's 35 years old Vespa for the occasion) are pictured above.

As Porky Pig would say that .. that... that's all, folks! (for awhile!). 🐷