The Value of Purchasing E-books From A Large Publisher

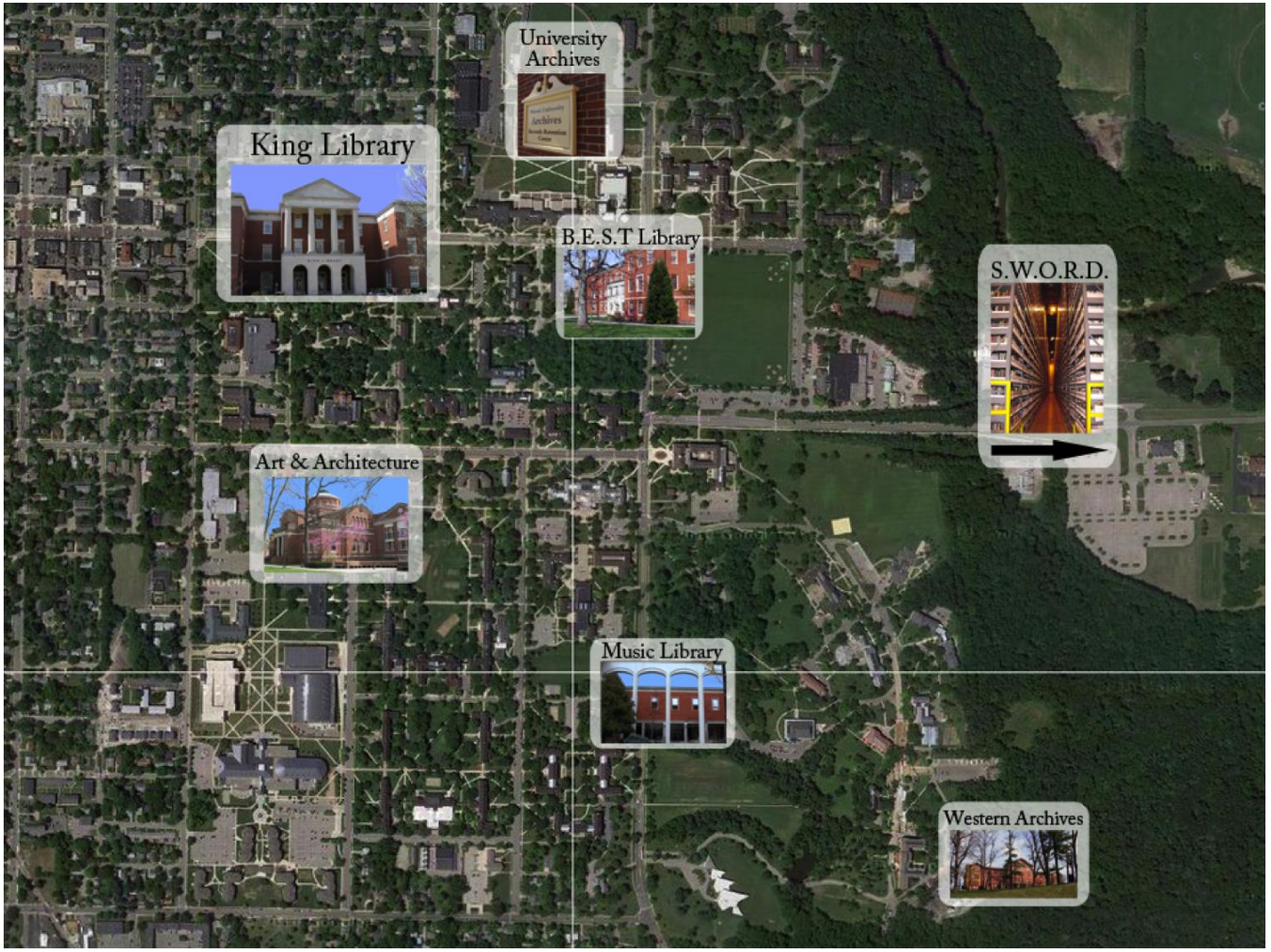
A Usage-based Analysis of Oxford University Press E-books

http://xkcd.com/750/
By Randall Monroe

Overview

- Background
- Transitions into the Digital
- Campus Life & E-books
- Where do we go from here?
- Layering Tools Strategically
- The Big Deal Approach
- Next Steps
- Q & A

Background


University Archives
King Library
B.E.S.T Library
S.W.O.R.D.
Art & Architecture
Music Library
Western Archives

Transitions into the Digital

Campus Life & E-books

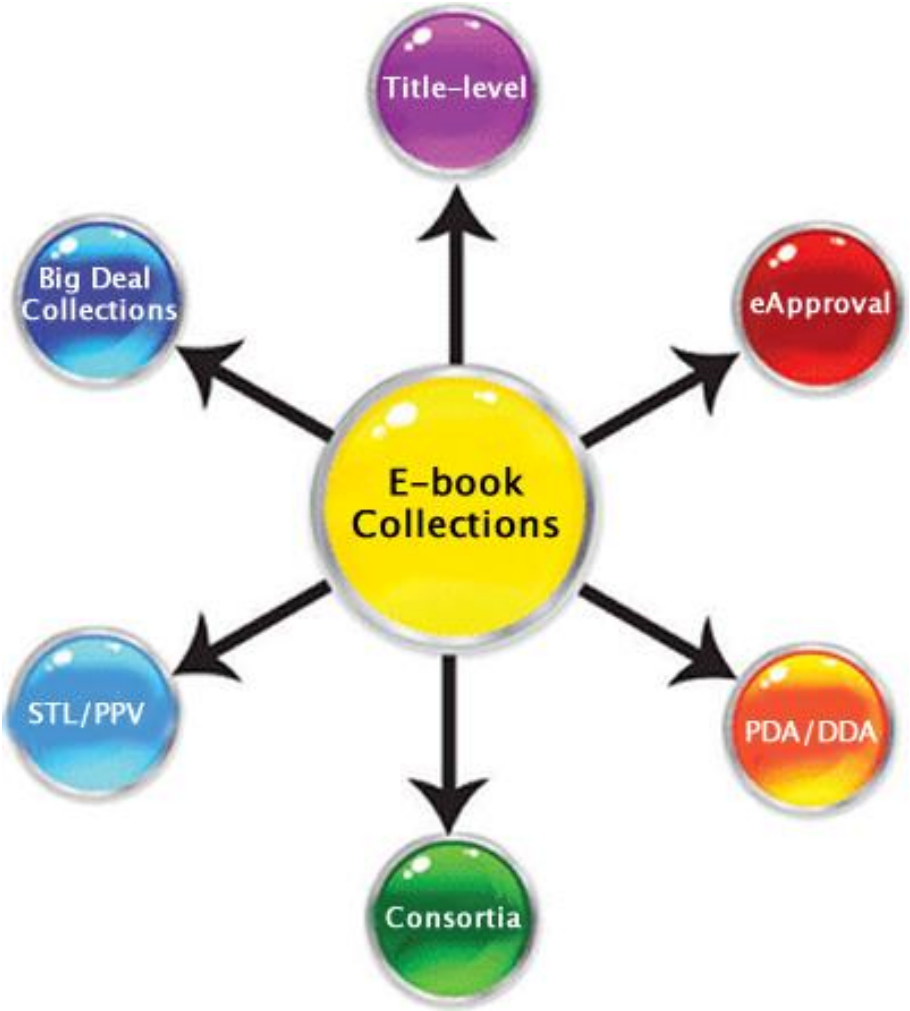
- **Book Lovers** (34%) have an inherent affinity for the print form
- **Technophiles** (23%) are strongly interested in the possibilities of new technology as regards the book
- **Pragmatists** (17%) are the most neutral of the four, as they are most interest in content and see pros and cons of both formats
- **Printers** (26%) prefer print books but are distinguished from Book Lovers in that they have specific difficulties with the usability of e-books

Research Citations

1. Aaron Shrimplin, Andy Revelle, Susan Hurst, and Kevin Messner, "Contradictions and Consensus – Clusters of Opinions on E-books," *College & Research Libraries* 72, no. 2 (2011): 181-190.

2. Andy Revelle, Kevin Messner, Susan Hurst, and Aaron Shrimplin, "Book Lovers, Technophiles, Pragmatists, and Printers: The social and demographic structure of user attitudes toward ebooks." *College & Research Libraries* (forthcoming).

Where Do We Go From Here?

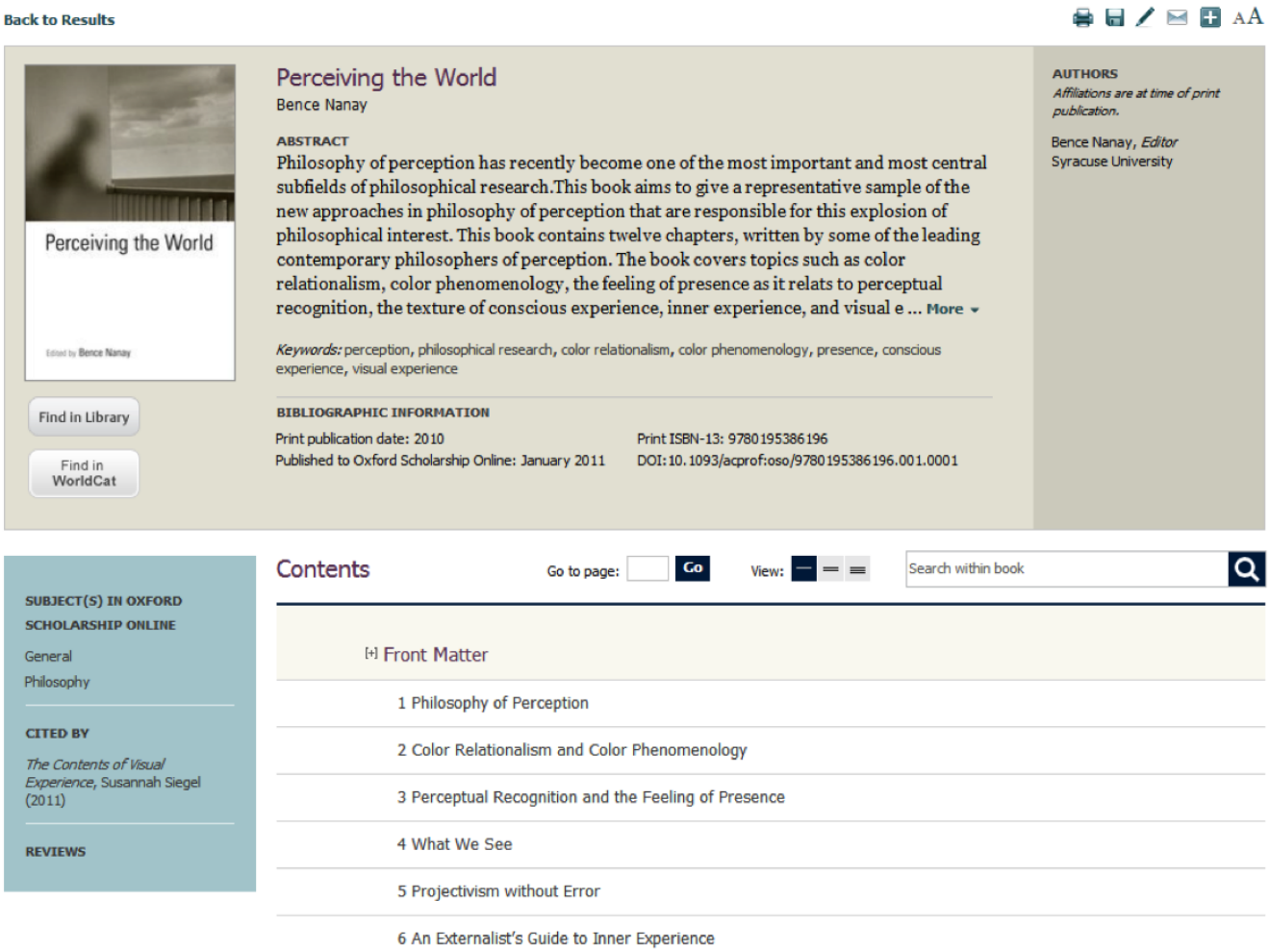


Layering Tools Strategically

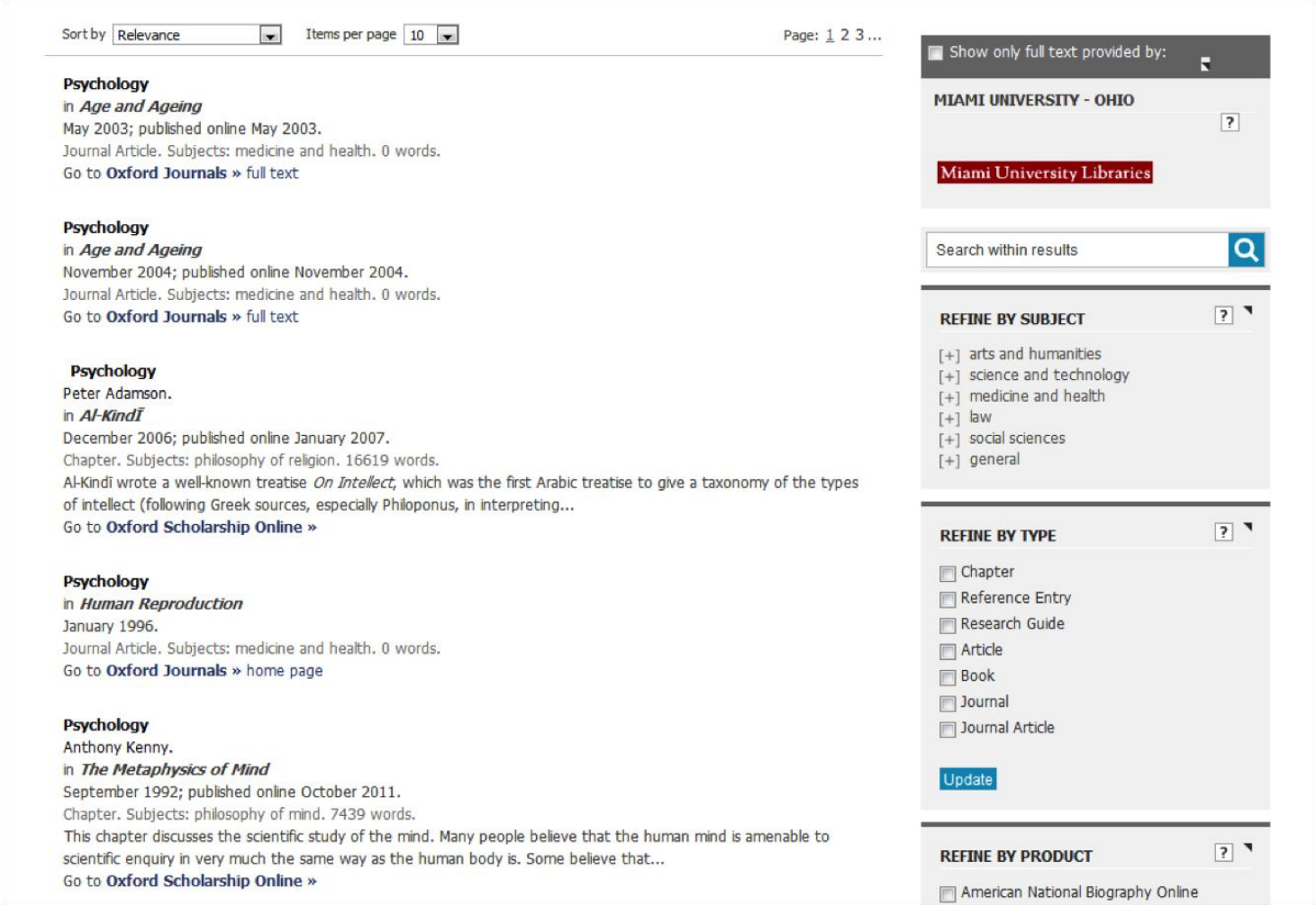
By AJ Cann
http://www.flickr.com/photos/ajc1/4663140532/

The Big Deal Approach

OUP E-books at OSO



OSO Beta Index



OhioLINK EBC

- What is it?
- What's in it?
- What about the publisher's platform?
- What publishers are included?
  - ABC-Clio, Chadwyck-Healey (Proquest), Gale, Sage, Springer, and Wiley
- What else is in the EBC?

OUP E-books in the EBC

Scholarly and Reference E-Books

OL Home | EBC Home
Help and Tips | Contact a Librarian

Home | Return to Results | Search this Book | Persistent Link | Print View

Perceiving the World
Perceiving the World Edited by Bence Nanay
Acknowledgments
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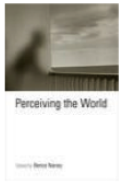
Collapse All | Expand All



Perceiving the World

Nanay, Bence

Oxford University Press, USA

US

[Dedication]

Methodology

- Loaded into OhioLINK's EBC in 2008
- n=449
- Compiled usage from 2008-2011 using Standard COUNTER BR2 reports and OhioLINK's EBC download reports
- SPSS

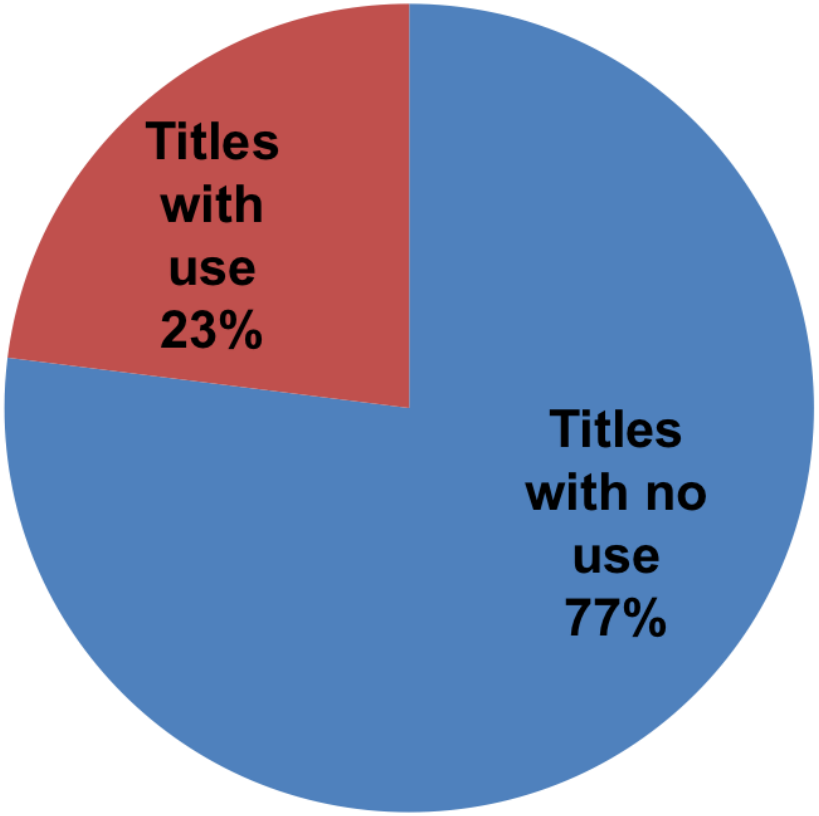
@MikeBloomberg
Mike Bloomberg

In God we trust. Everyone else, bring data: on.nyc.gov/oHMCKo #NYC #Smoking #PublicHealth

15 Sep via web

Retweeted by patmmccann and 100+ others

Title Use: 2008-2011, n=449



Benchmarks

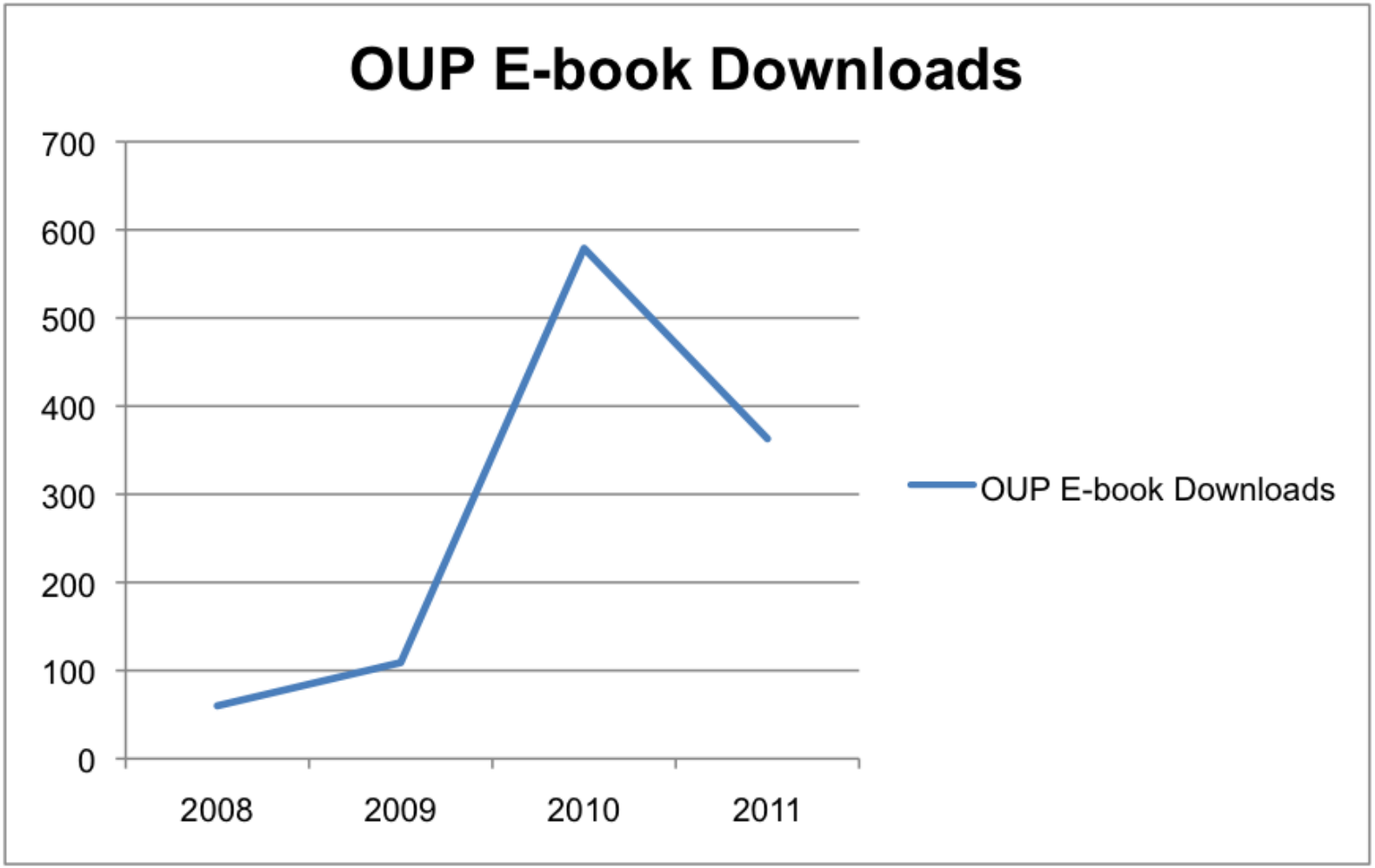
- Galvin, Thomas J. and Allen Kent. "Use of a University Library Collection: a Progress Report on a Pittsburgh Study." Library Journal 102, no. 20: (1977): 2317-20

- Bucknell, Terry. "The 'Big Deal' Approach to Acquiring E-Books: A Usage-Based Study." *Serials* 23, no. 2 (2010): 126-134.

- Sprague, Nancy, and Ben Hunter. "Assessing E-Books: Taking a Closer Look at E-Book Statistics." *Library Collections, Acquisitions, & Technical Services* 32 (2009): 150-57.

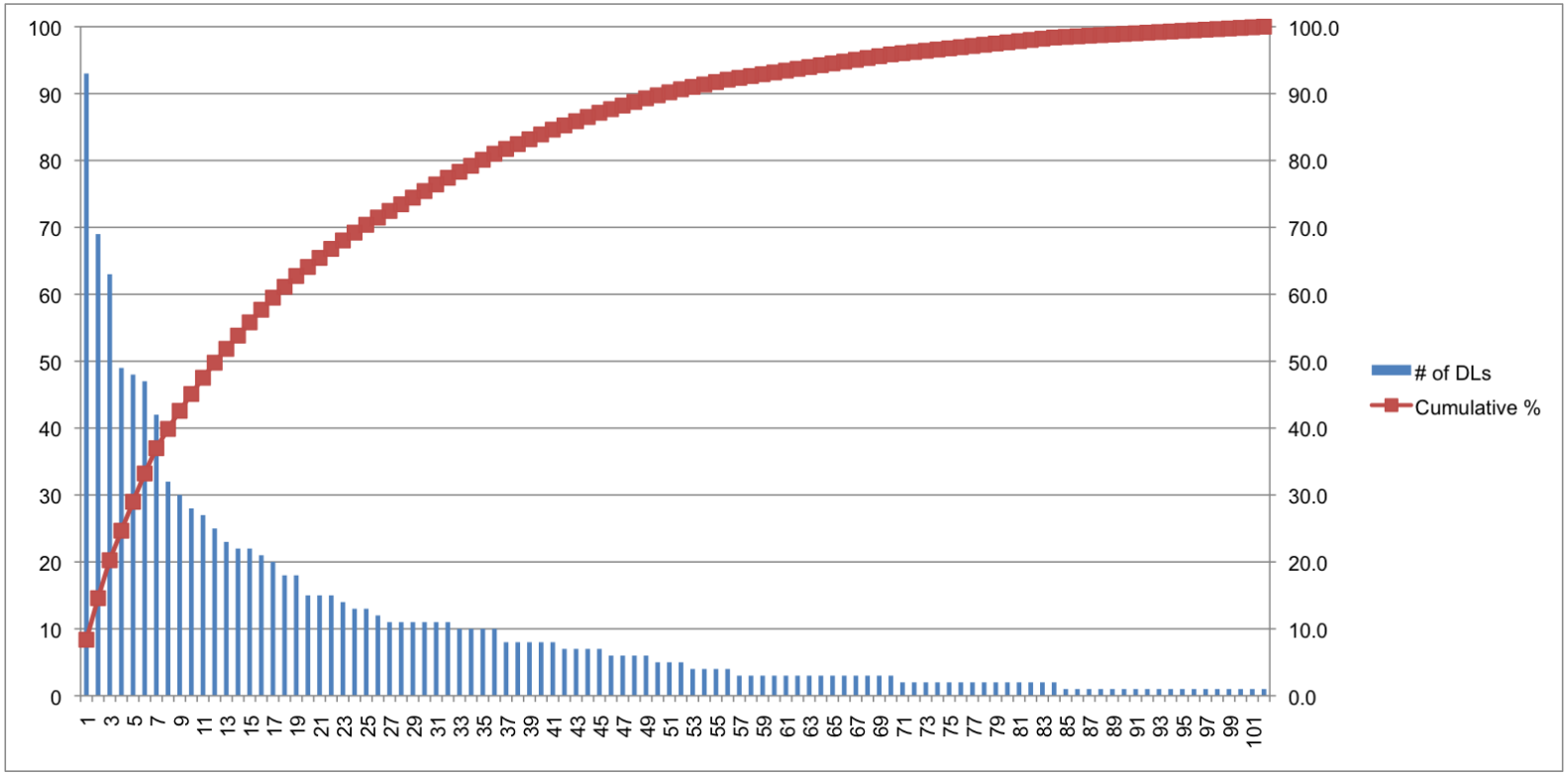
- OhioLINK Collection Building Task Force, Julia Gammon and Edward T. O'Neill. 2011. OhioLINK OCLC Collection and Circulation Analysis Project 2011. Dublin, Ohio: OCLC Research. http://www.oclc.org/research/publications/library/2011/2011-06r.htm.

Downloads

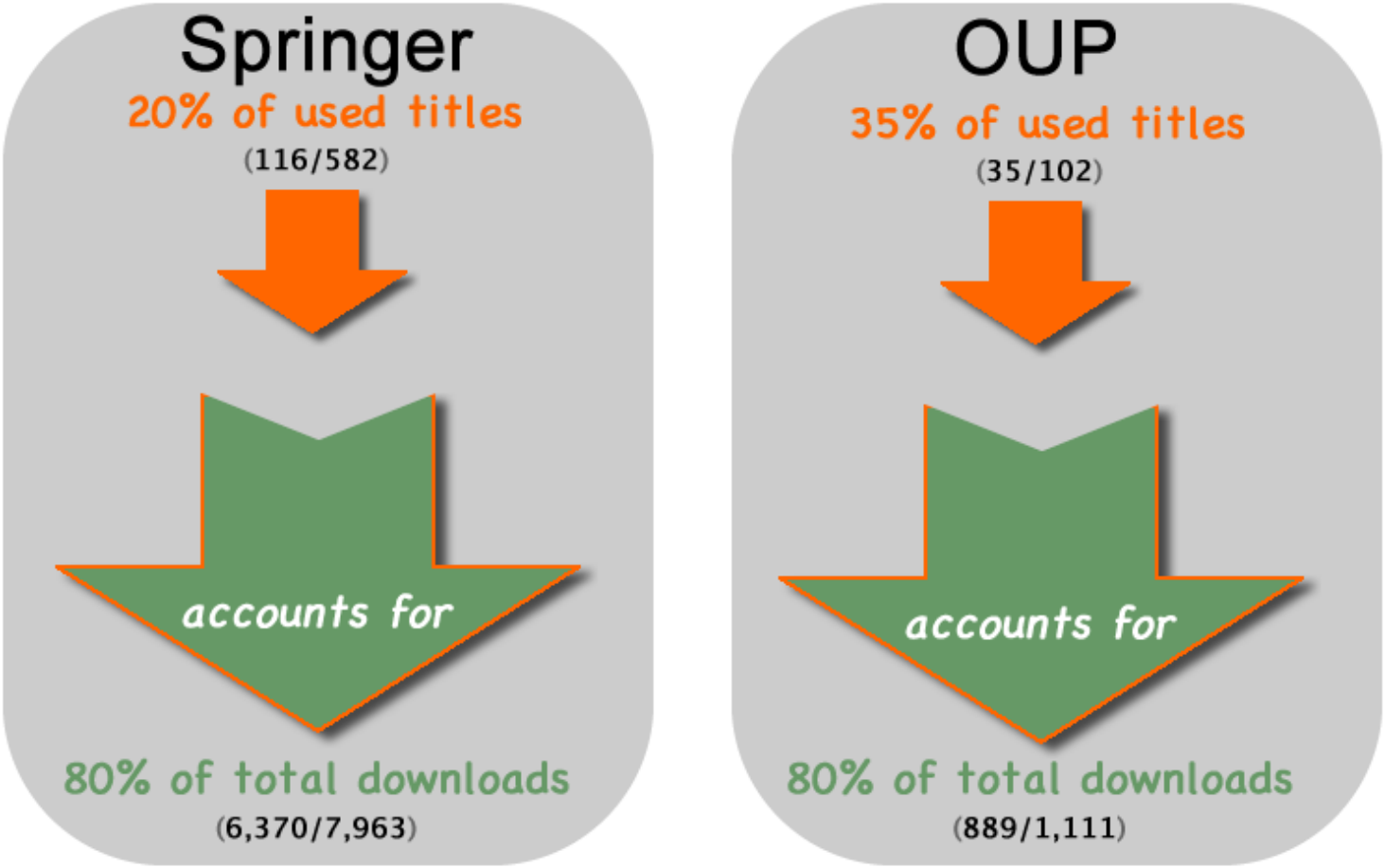

OUP E-book Downloads
700
600
500
400
300
200
100
0
2008
2009
2010
2011
OUP E-book Downloads

Pareto Principle

Pareto Graph – OUP DLs

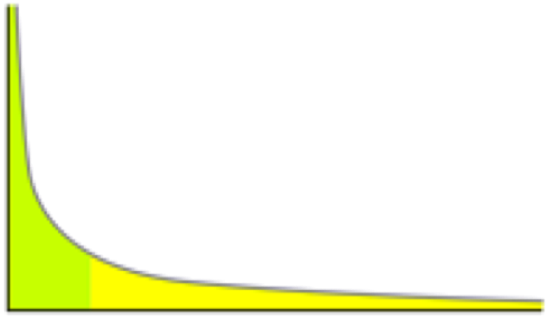


Pareto – Springer vs. OUP



Infrequently Used Titles

- 18/102 titles had 1 use
- 14/102 titles had 2 uses
- 14/102 titles had 3 uses

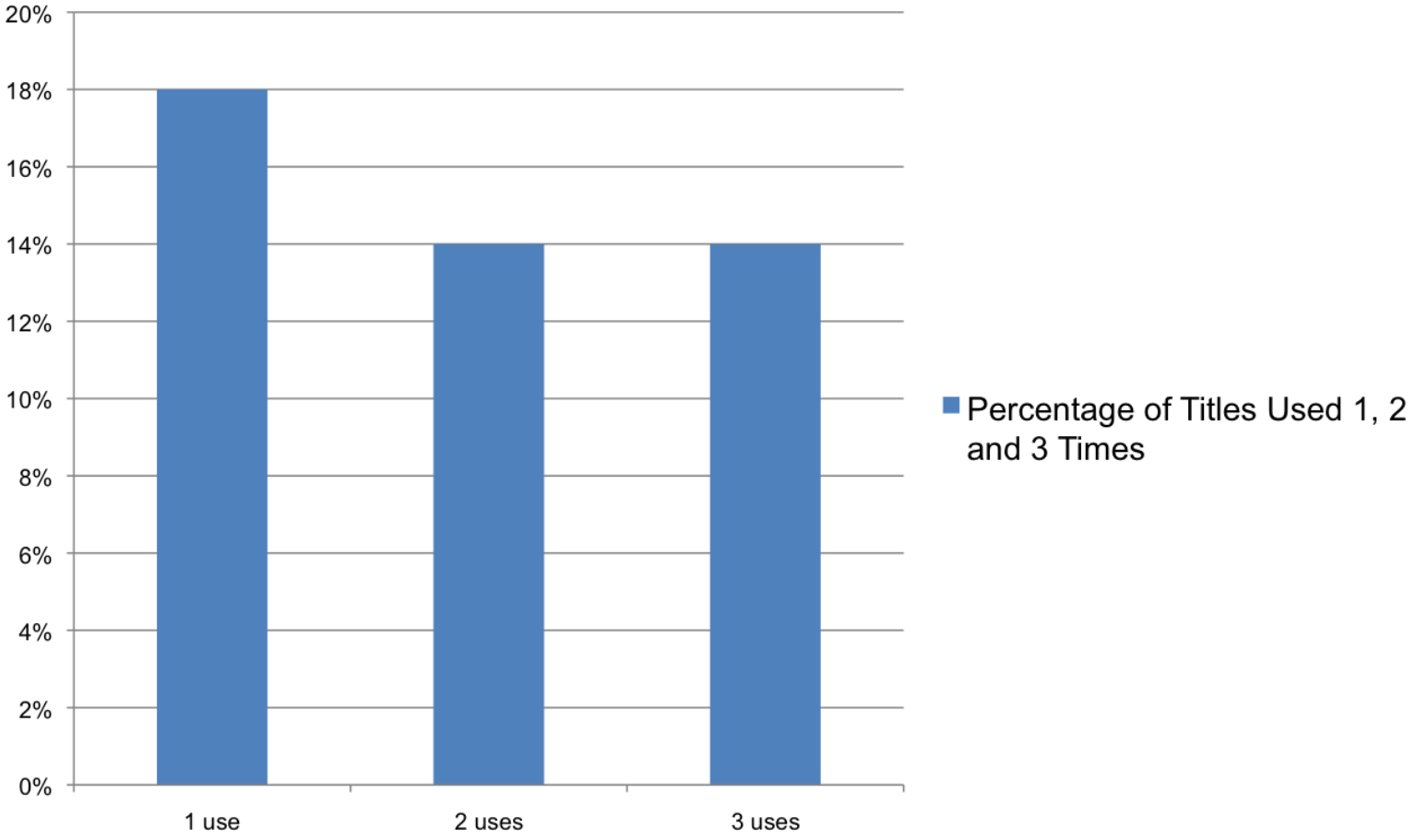


OR

46/102 titles had 3 uses or less (45.1%)

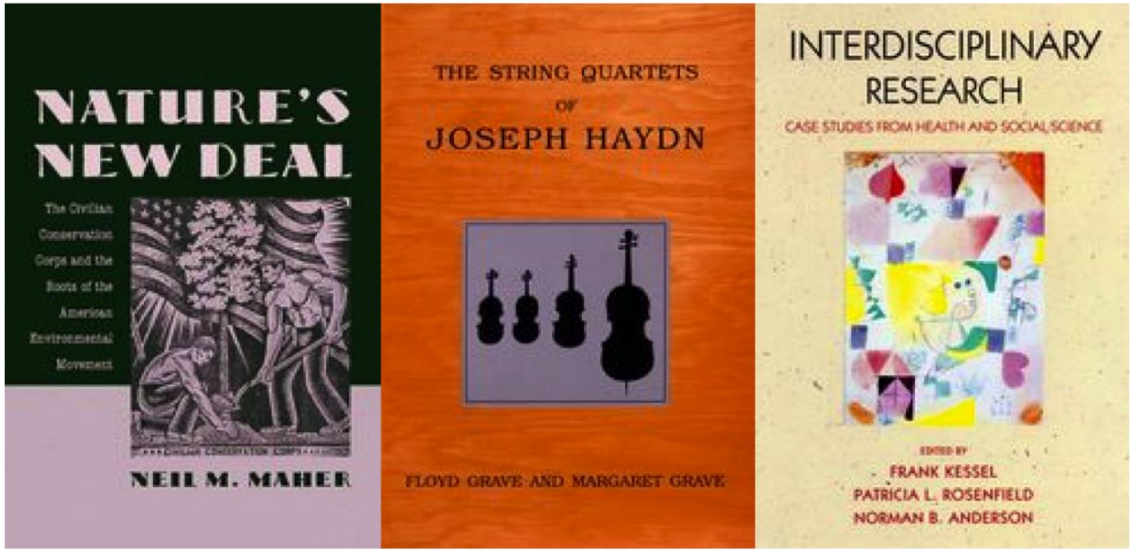
Long tail constitutes 7.9% of the total downloads (88/1,111)

Long Tail

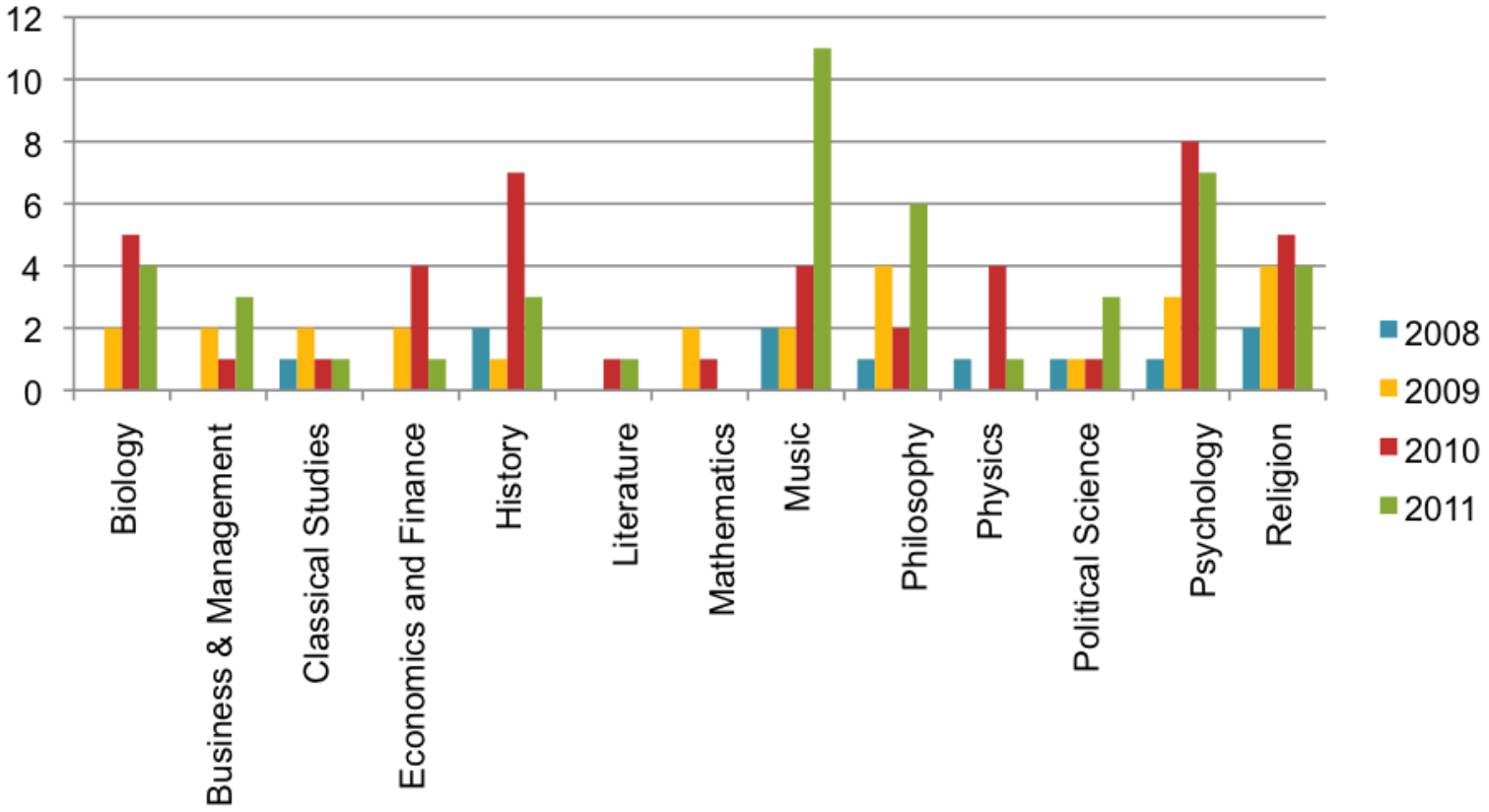

20%
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
1 use
2 uses
3 uses
Percentage of Titles Used 1, 2 and 3 Times

A Few High Use Titles Dominate

- *Nature's New Deal*
- 93 downloads (8.4%) of the total use over 4 years
- 53% of high use titles come from three subject areas

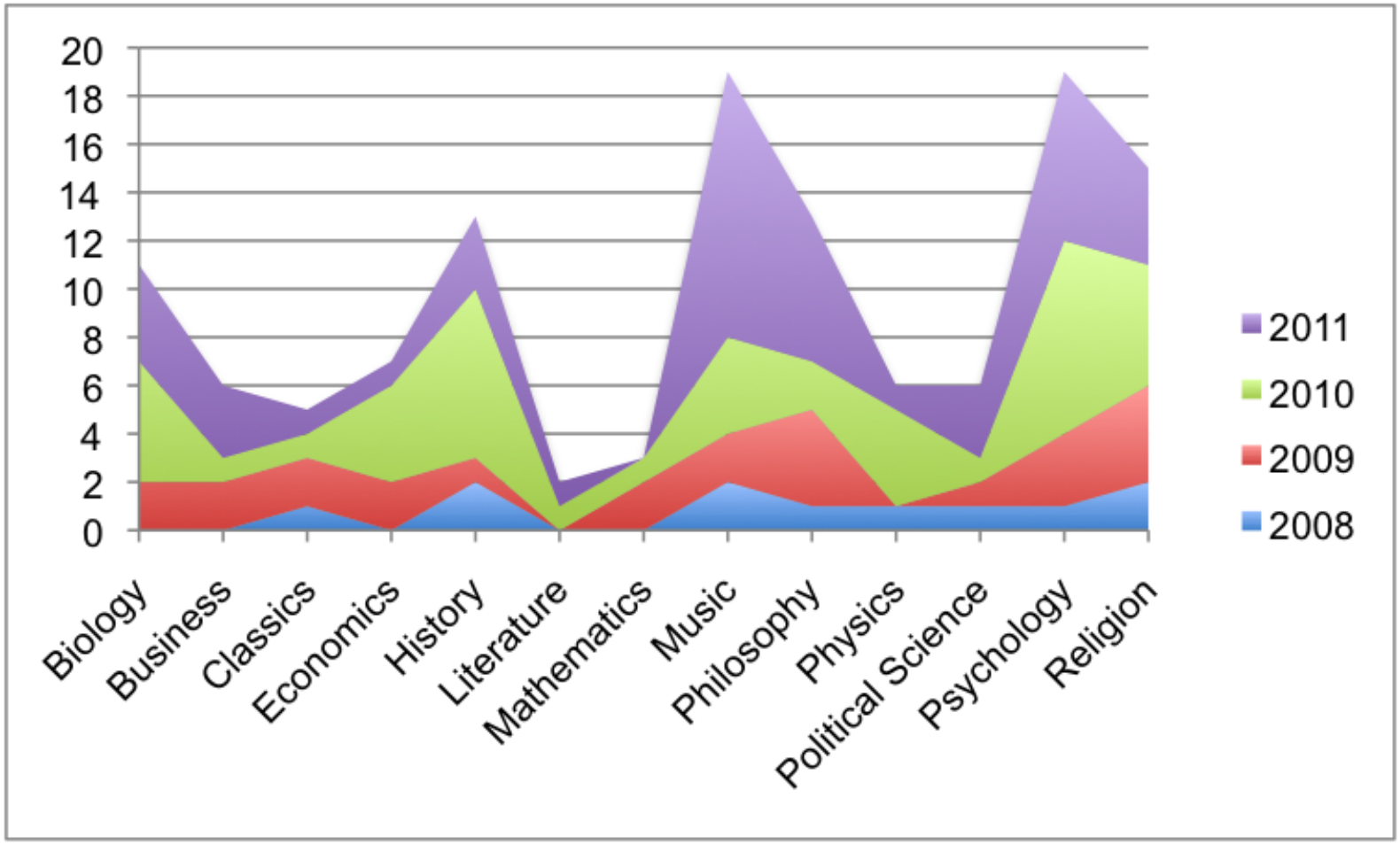


Number of Titles Used by Subject

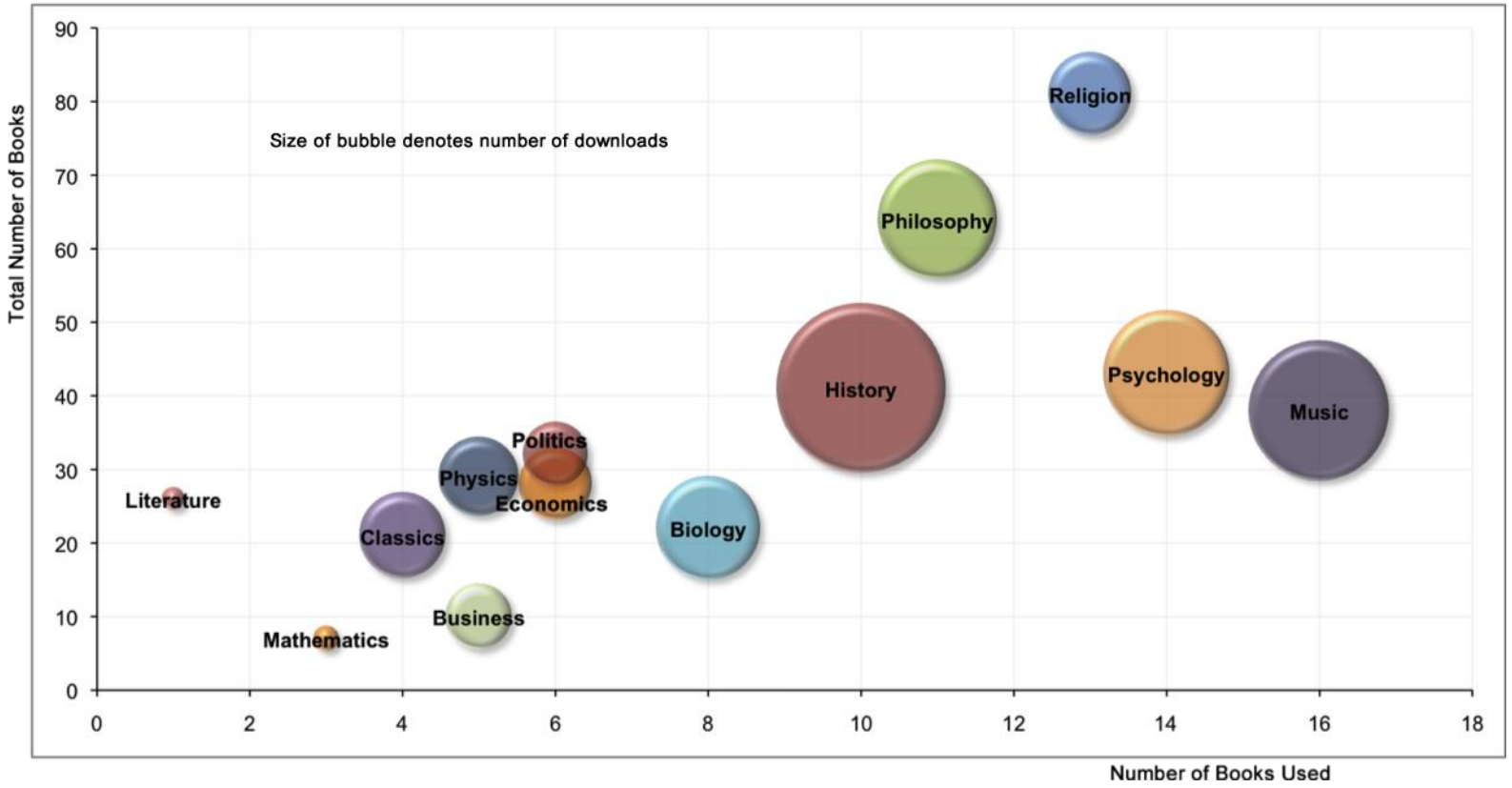


Psychology
Classical Studies
Biology
Economics and Finance
Business and Management
Music
Physics
Political Science
Religion
Philosophy
History

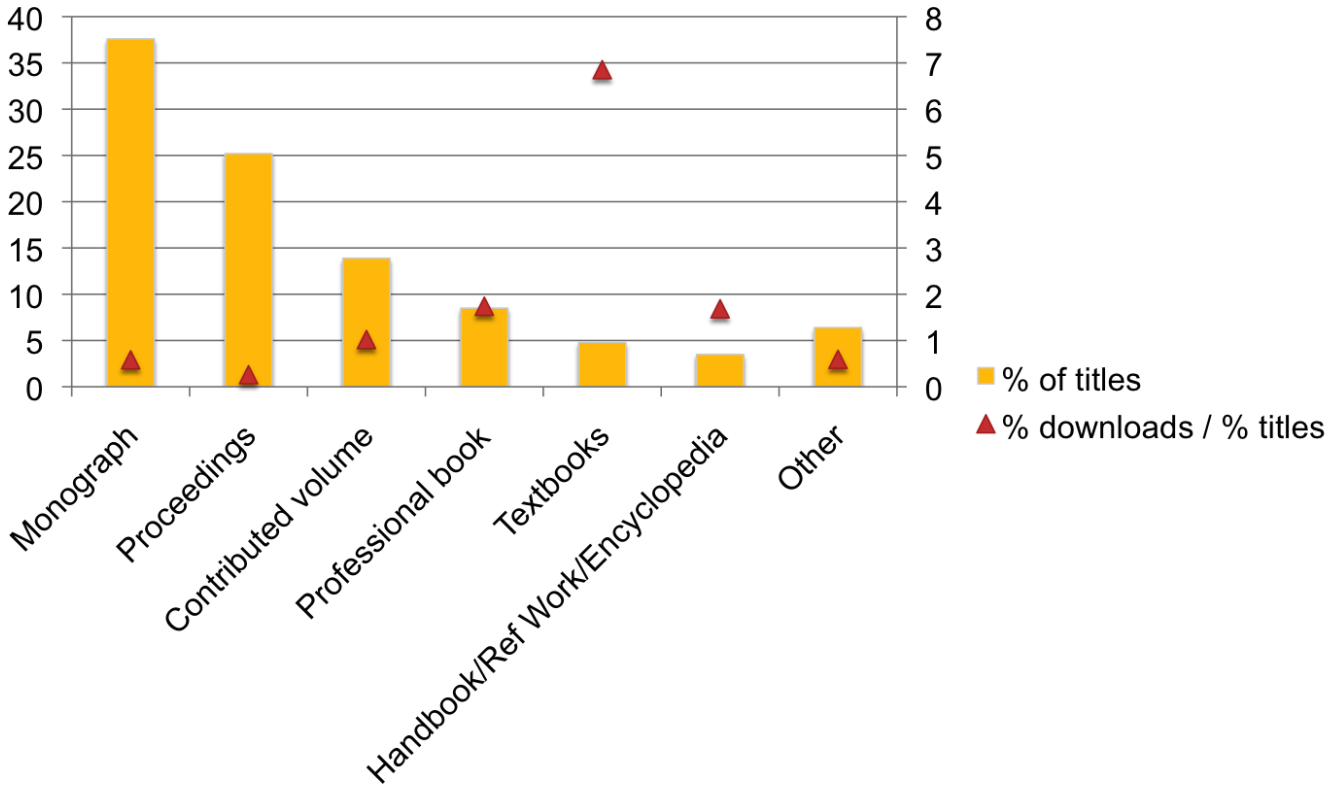
Total DLs by Subject



Subject Use


Size of bubble denotes number of downloads
Total Number of Books
Number of Books Used
0
10
20
30
40
50
60
70
80
90
0
2
4
6
8
10
12
14
16
18
Religion
Philosophy
History
Psychology
Music
Politics
Physics
Economics
Literature
Classics
Biology
Business
Mathematics

DLs by Book Type - Springer



two
women
Herakles
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tension
understanding
style
public
aesthetics
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labeling
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chapter
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religion
crisis
New Deal
Tudor
Berlin wall
interactions
atonal music
Depression
education
common law
world politics
Pentecostalism
nationalism
transplantation
coalition structure
Freedom Train
tragedy
entangled states
community ecology
human rights
Dirac notation
Philippines
population ecology
transience
Charity and Justice
limited cooperation
formal convention
Plautus
gender
God
Schrödinger equation
learning
cognitive functioning
environmental impact
rabbinic thought
compositional process
environmental history
voluntary labeling
cancer
identity
blanditia
economy
free enterprise
politics
sexual size diamorphism
cosmopolitanism
female sexual pleasure
national identity
American landscape appreciation
roles
crisis management
quantum cryptography
historicity
psychophysical experiments
Hindu
Kenya
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conservation
vision
AIDS
Socrates
sexuality
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jazz
Europe
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sexual ignorance
sex-limited colour polymorphisms
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Eastern Europe
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Civilian Conservation Corps
opus group
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proairesis
theory-based analysis
Virginia
Cognitive science of music
kingdom
musical irony
India
socioeconomic variables
Donatus
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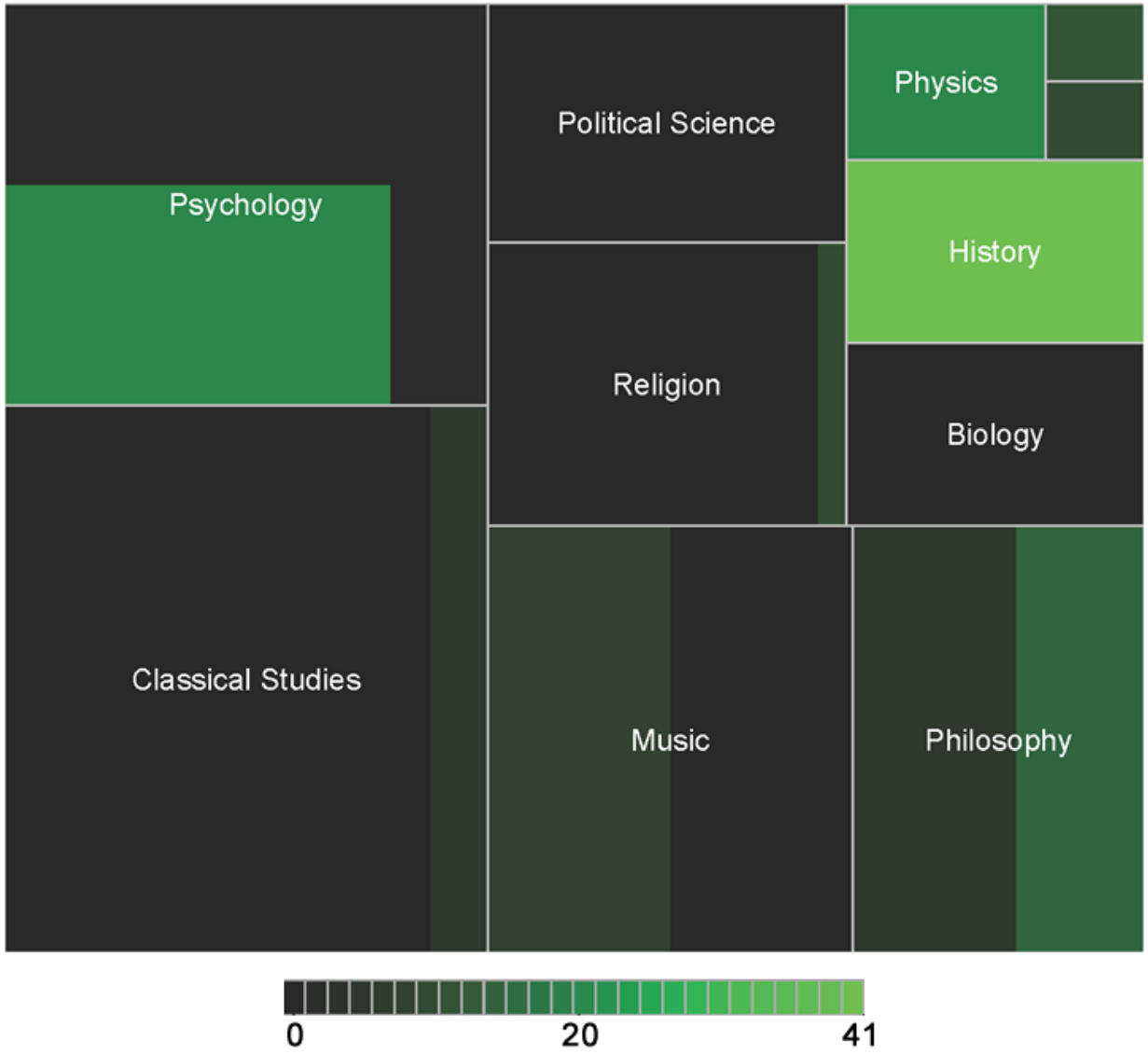
humor
Popular legitimacy
Apostle Thomas
law
Japanese aesthetics
African immunopathology
Stuart
public health
governance
international institutions
consensus
mathematical model
temporality
Orientalism
infectious disease
consumer information
self-pity
history of ideas
Bangladesh
Pakistan
human health
American Way
heroism
EMU
tonal tension
simplification
old democracies
attraction
Graceland
blocking
coalitions
s love
American
evolution
covenant
conflict
classic
servants

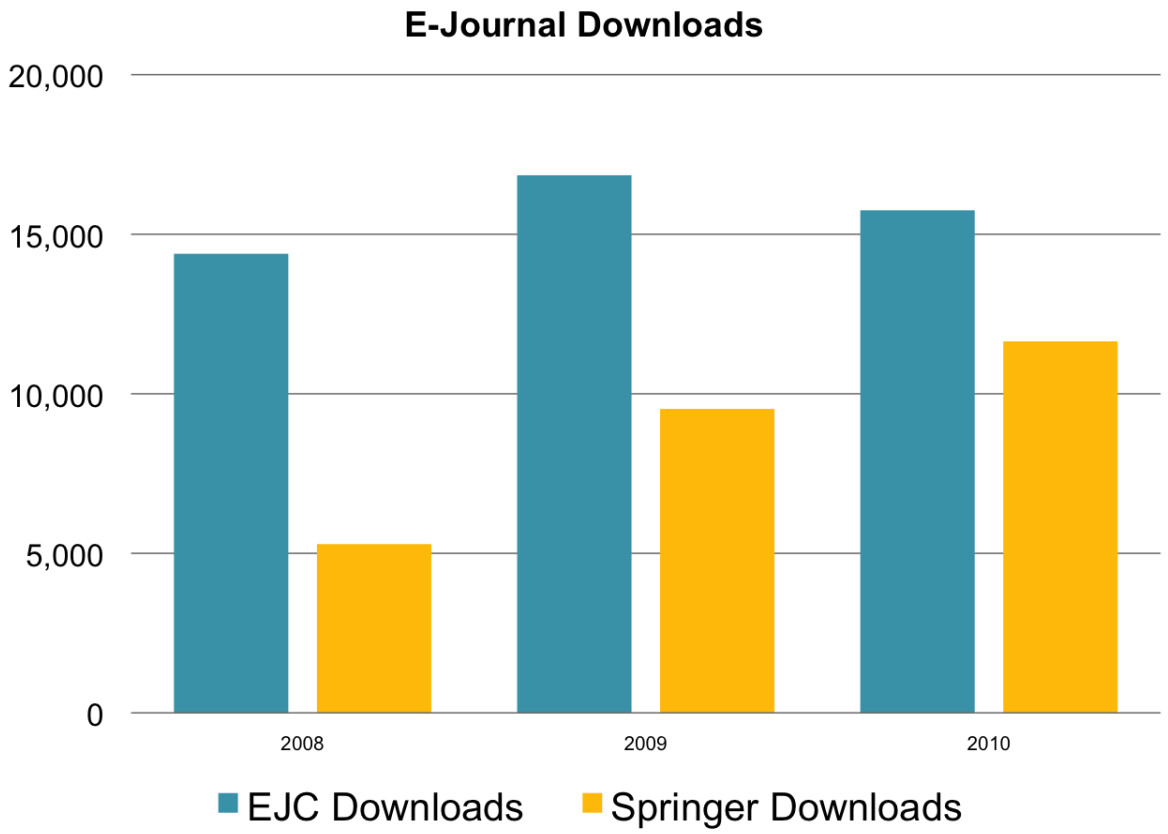
Downstream Use

- Usage patterns show that many titles that were used (1 or more uses) in 2008 or 2009 received additional usage in 2010 and 2011.
- There are 18 books with use in 2008 or 2009.
- Of these 18 titles, 12 (66.7%) had 1 or more uses in 2010 or 2011.

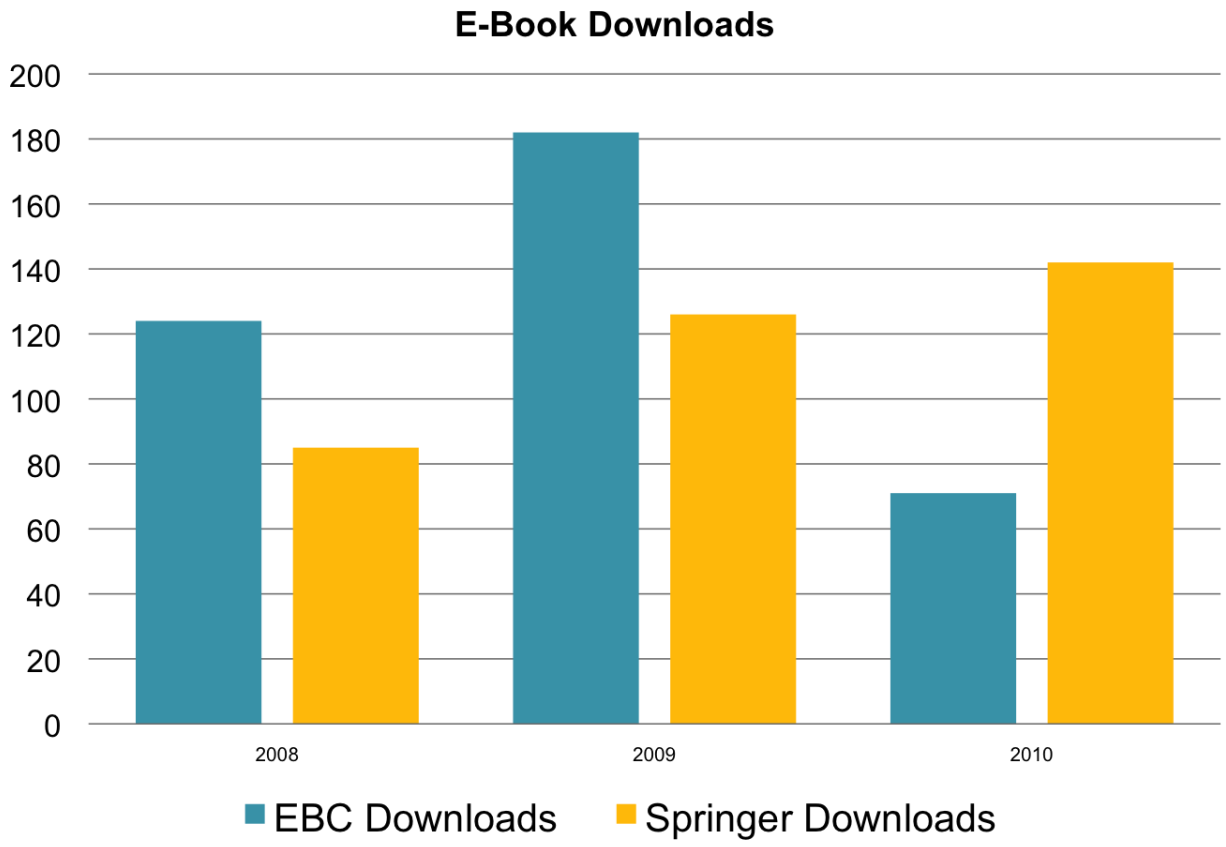
Downstream Use Map



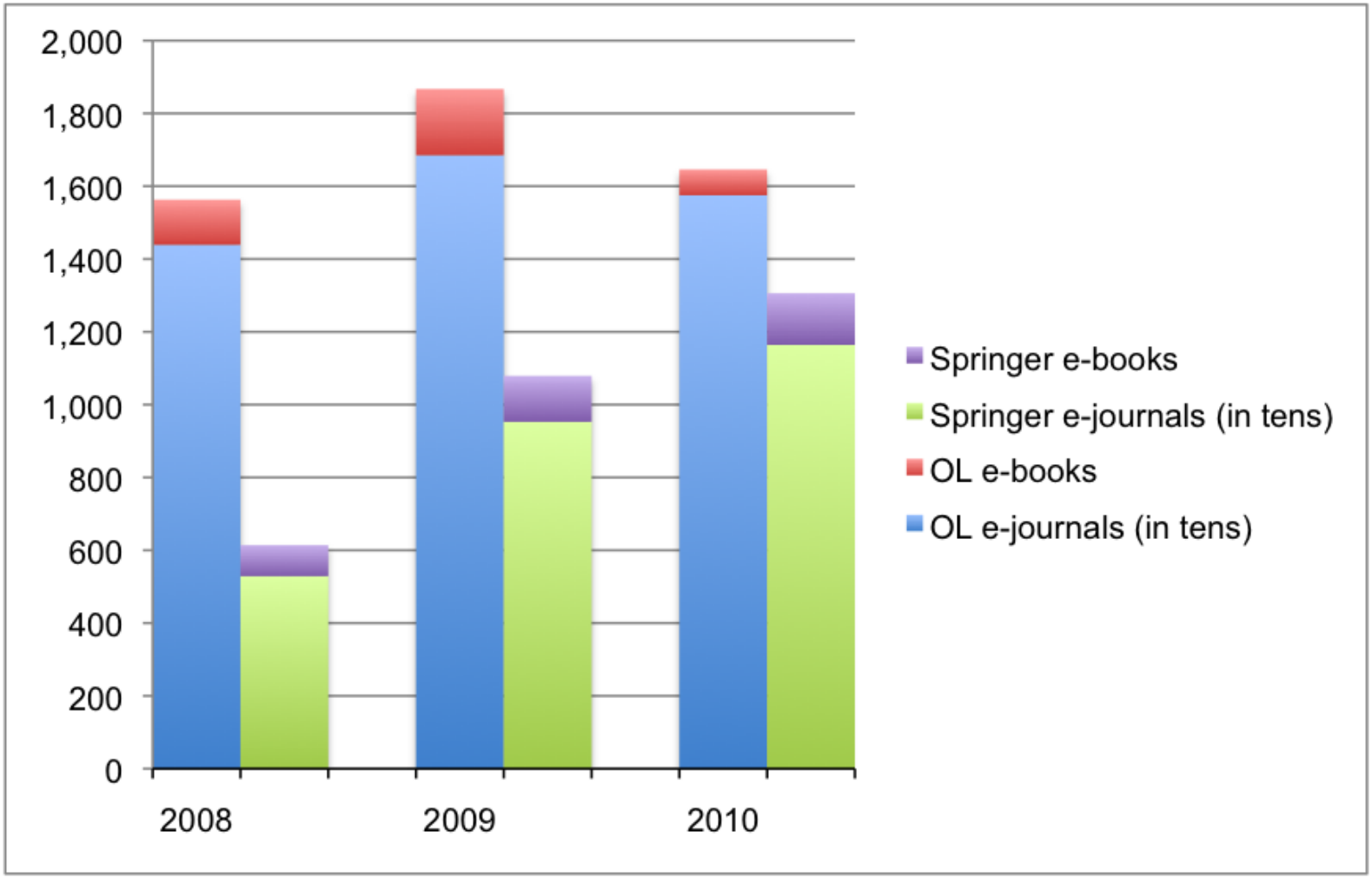
Inflationary Effect: E-Journals



Inflationary Effect: E-books



Inflationary Effect



Value of the Big Deal

- Our price tag to OhioLINK is commensurate with use and becomes a better value overtime with additional usage – even with the high, non-use number (73%).
- 102 used titles @ list price = $8,525.05 (average cost per used title is $83.58)
- Cost per download ($7.21) appears to be high when compared with benchmarks (e.g., the Elsevier study of ScienceDirect e-books which determined cost per use is $5.10 per chapter).
- Having the choice to select only a subset of subjects might be useful
- An ideal model
  - 35 high use titles @ $83.58 = $2,925.30
  - 46 titles with 7.9% of total DLs (88/1,111) – the long tail - @ $6.00 per download = $528.00
  - Total = $3,453.30
  - This model would save us over 50%.

Conclusions

- Underperforming asset
- Pareto rules!
- A few high use titles dominate & the long tail accounts for a very small percentage of the total downloads
- Platform matters! e-books that are cross-searchable with e-journal content are attractive (Pragmatists and Technophiles)
- A few subject areas underperform
- Use begets more use as time goes on ...
- Cost-justified but can we do better?

Next Steps

- Continue to evaluate different e-book purchasing and pricing models
- No single approach
- E-books on demand - PDA & PPV/STL
- E-Approval
- Make accessible all we can afford?
- Will DDA work at the consortial level – OhioLINK?
- Stewardship
- Weeding of titles/replacement
- Local print on demand
- Marketing
- Easy access and better usability (comprehensive search) – discovery tools
- Look for solutions that provide even more e-book titles, available at the time of publication, with multiple purchasing and pricing models
- UPCC Books on Project MUSE, Books at JSTOR, Other Platforms

Questions

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