A Study of the Value of e-books Purchased via Interlibrary Loan at University of Michigan

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Introduction

- The MLDD e-book acquisition PILOT program started in 2014 and has been revamped a few times.
- Unique purchasing model that sets it apart from other Patron-driven acquisition (PDA) models.
- Procedure
  - Patron places request(s) that exceeds copyright limitations.
  - MLDD staff check COUTTS OASIS. If an e-book is available, staff emails the eAcquisition Team to ask them to purchase the e-book.
  - eAcquisition Team purchases the e-books, then send the link to MLDD staff
  - MLDD staff sends the e-book link to patrons.

Methods

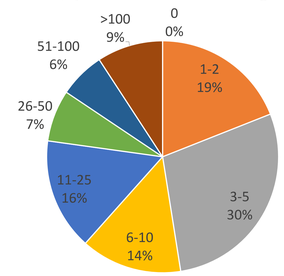
- Definition of e-book usage: a "use" of an e-book is counted when a user successfully views or downloads a section (generally by chapter) of an e-book through the vendor's portal.
  - Follows Counter Book Report 2, BR2 (Number of Successful Section Requests by Month and Title) for most vendors.
  - All (except Ebsco) provide the BR2 statistics.
- Averaged Usage/year is used.
  - When data from multiple years is not available, usage from a particular year is used.
- Information attached to the books from University of Michigan's library catalog is used to categorize academic disciplines of the books.
- SPSS is used to analyze the data (ANOVA and T-test).
  - Out of 434 e-book titles, data from 390 titles is used to analyze the e-book usage (Missing value: 43)
  - Out of 434 e-book titles, 308 have the print counterparts.
  - Data from 308 titles is used to compare e-book and print usage.

Findings

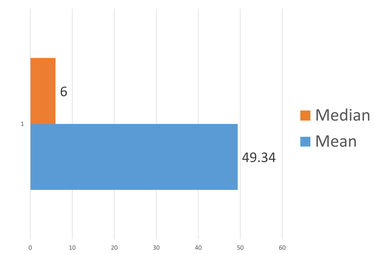
Cost of E-books

Calendar Year	Number of e-books	Cost	Average Cost per Title
2014	43	$5,364	$124.75
2015	178	$19,778	$110.50
2016	120	$15,147	$126.23
2017	123 (estimated)	$15,200 (estimated)	$137.69
			$122.53

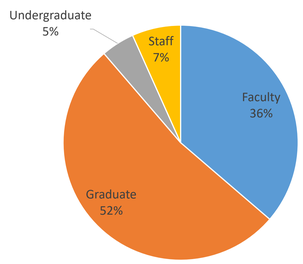
E-book Usage
(by Number of User Viewings)



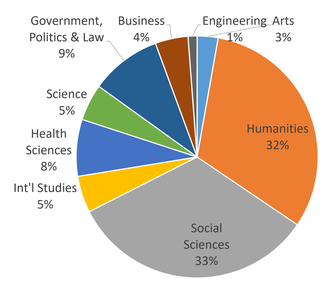
E-book Usage Statistics
(Overall)



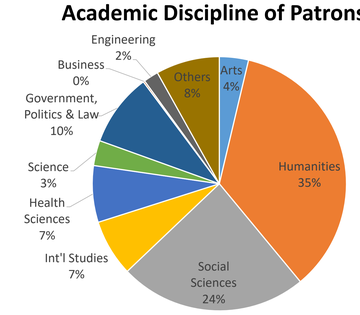
Patron status
(by E-book Requests)



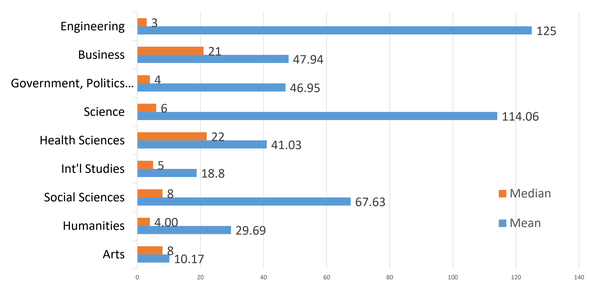
Academic Discipline of E-book Titles



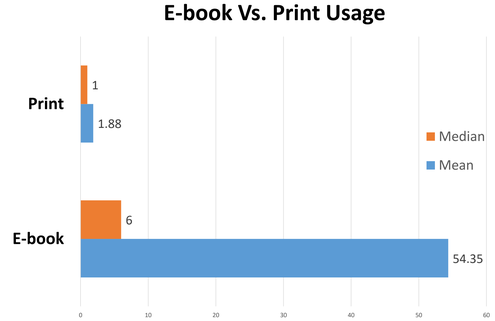
Academic Discipline of Patrons



E-book Usage
(by Academic Discipline of E-book Titles)



E-book Vs. Print Usage



Academic Discipline of Patrons

Academic discipline of e-book titles	Arts	Humanities	Social Sciences	Intl Studies	Health Sciences	Science	Govt, Politics & Law	Business	Engineering	Others	Total
Arts	7	2	3	0	0	0	0	0	0	0	12
Humanities	4	69	20	16	6	1	7	0	0	13	136
Social Sciences	4	44	50	9	8	3	11	1	0	13	143
Intl Studies	0	16	1	1	0	0	1	0	0	2	21
Health Sciences	0	7	5	2	11	3	0	0	3	2	33
Science	0	3	5	0	1	6	2	0	3	0	20
Govt, Politics & Law	0	7	9	3	3	0	17	0	0	2	41
Business	0	4	10	0	1	0	1	0	0	3	19
Engineering	1	0	0	0	0	1	1	0	2	0	5
Total	16	152	103	31	30	14	40	1	8	35	430

Discussion

- All the e-books purchased have been viewed at least once.
  - Half viewed between 1-5 times.
  - About 10% viewed at least 100 times.
  - The 10 most viewed titles (between 500 – 1500 times/year) are books in Sciences, Social Sciences, Engineering.
- For overall e-book usage, the Mean is much larger than Median
  - Biggest gap is for Sciences & Engineering titles. Smallest gap is for Arts titles.
- Overall, e-books have been viewed/used more compared to prints.
  - For e-books, Mean is much larger than Median.
  - For prints, Median and Mean are almost the same.
- Half of requests comes from Graduates vs. only 5% from Undergraduates.
- About 60% of requests comes from Humanities & Social Sciences patrons.
- About 65% of purchased titles are in Humanities and Social Sciences.
- Patrons tend to view e-books in their own disciplines. However, some disciplines also view books from related fields (i.e. patrons in Humanities view a relatively large numbers of titles in Social Sciences).

Future Research

- To conduct Focus group/in-depth interviews.
  - To learn more about patrons' purpose of requesting e-books: Learning, Teaching, Research, Leisure, etc.
  - To learn more about how different e-book platforms affect patrons' attitude towards e-books.
- E-books for textbooks, leisure reading…
  - Analyze usage data; evaluate the value of these books.
- Compare the effectiveness of this PILOT program with the overall e-book program at University of Michigan.