

Ebook Library (EBL) Demand-Driven Acquisition

1. Introduction to EBL

"Rather than trying to create a model that will satisfy all libraries, EBL focuses on the specific needs of academic and research-based libraries."

EBL approaches lending differently...

Multiple concurrent access (Non-Linear Lending)

- NLL enables you to buy one copy of an eBook and lend it simultaneously to multiple patrons.
- All EBL titles enable multiple-concurrent access - there are no single user restrictions on any titles.
- NLL limits the total number of lending days per year per title.

Online and offline access solutions

Patrons can browse all books and utilise full-text search within the browser. Titles can be accessed online, through EBL's PDF-based reader, or by downloading Adobe Acrobat eBooks to a PC, laptop or PDA for offline use.

Short Term Loans

EBL's pay-per-use model which provides a "just-in-time" solution for libraries and patrons and a possible alternative to inter-library loan. N.B. browsing the title for 5 minutes is free and not included in statistics.

Chapters for Reserve Lending, Course-packs and purchase

Using virtual photocopy technology, EBL can produce chapters on the fly. Chapters can be utilised for purchase by students, for reserve lending by libraries, for inclusion in ePack course-packs.

But, for us, the most innovative feature is ...

Demand-Driven Acquisition

Without needing to purchase titles upfront, you can make EBL titles accessible to your patrons. Access to EBL titles is facilitated either through the library OPAC (by loading MARC records) and/or within the EBL platform.

Visible (non-owned) titles may be freely browsed by patrons for up to 5 minutes. You control what access permissions apply beyond the free browse period. Some of the access options available include:

Automatic short-term loan – Access beyond the free browse period automatically triggers a one-time 24-hour Short-term Loan (pay-per view) of an eBook. Automated Short-term Loans can be price-mediated (i.e. any Short-term Loan over \$x requires library approval).

Mediated Access – Beyond the free browse period, patrons may request further access to non-owned titles. You can choose to approve or reject the request – either by purchasing the title or approving a one-time Short-term Loan.

Auto-purchase – You can customise EBL to automatically purchase titles that have been accessed as a Short-term Loan a designated number of times (i.e. purchase on the 3rd access). You can choose to manually or automatically purchase those titles which show patterns of use. Titles which are purchased remain accessible in their permanent collection with EBL's flexible Non-linear Lending or Unlimited Access models – all with perpetual and multi-concurrent access.

2. EBL Demand Driven Acquisition Trial – Will They Run Amok?

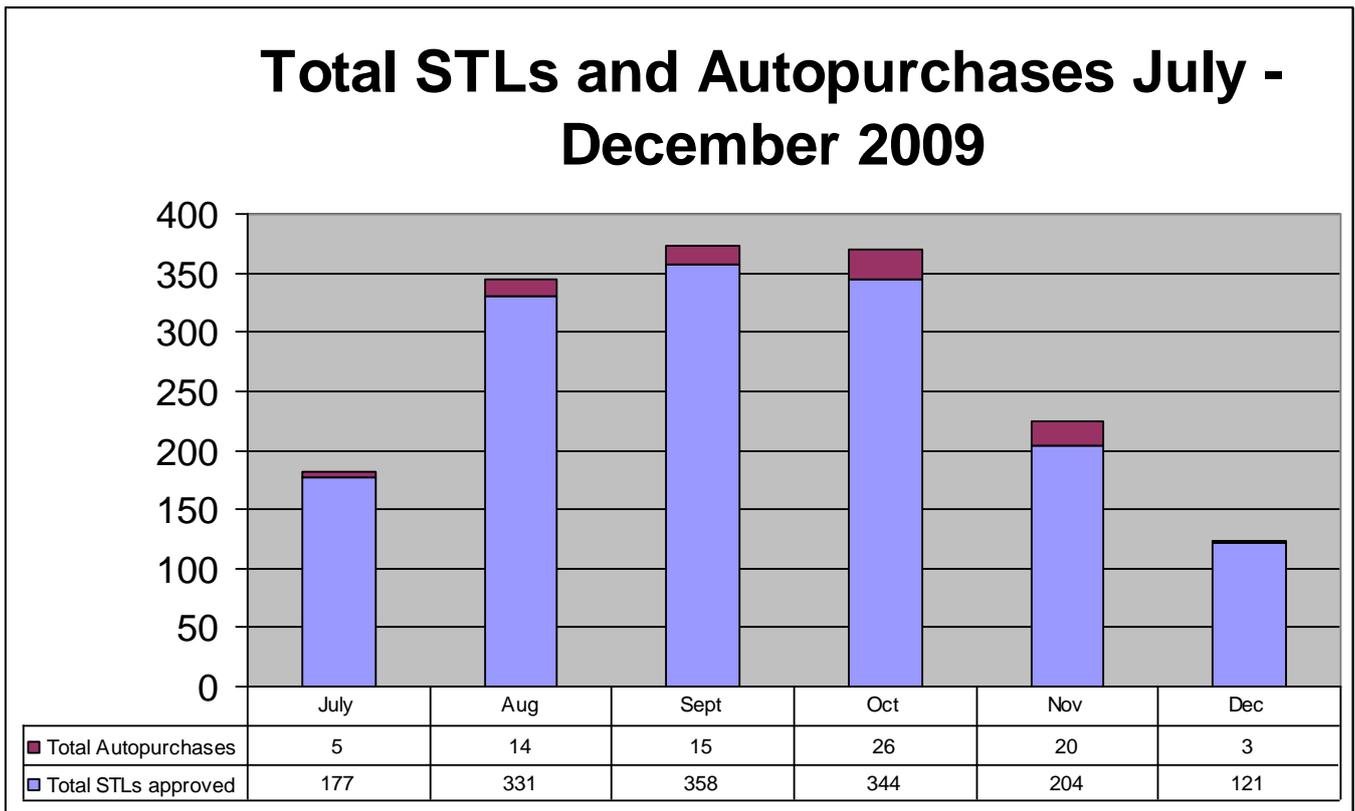
On 1 July 2009 we started a trial of Demand Driven Acquisition of EBL eBooks. The main objective was to provide electronic access to material for our distance students.

Set-up

- Short Term Loans (STL) threshold set at US\$25, but changed to US\$15 shortly after.
- Auto-purchases occurred on the third STL request.
- There was no formal publicity about the eBooks or the trial.
- EBL catalogue (ca.100,000 bibliographic records) loaded into our catalogue and updated every month.
- Caroline Beatty matched the EBL catalogue with our course readings so that the eBook catalogue record could be "tagged".

Usage

- 83 Auto-purchases.
- 1535 Short Term Loans.
- 228 mediated Short Term Loans took place (15% of total Short Term Loans).
- 55 loans were rejected, generally because of cost. This represents 3.5% of total requests and 19% of mediated requests.



Subjects Accessed

- Users generally restricted their borrowing to subject areas that were appropriate to their courses.
- The major loan areas were IS&T, ILS, Psychology and Counselling, Real Estate, Environment, Early Childhood Education, Education, Business and Management, Engineering, and Humanities.

Cost

- Total cost STL (OPEX) US\$16,086.
- Total cost Auto-purchase (CAPEX) US\$5,319.
- Total cost US\$21,405.
- Average cost of an STL is US\$10.19.
- Average Auto-purchase costs US\$64.10.

Summary of Trial

- Students used it to support their studies.
- Average STL cost compares favourably with the cost of an inter-library loan.
- Average purchase price is similar to print copies.
- Users have been able to access eBooks without any staff intervention for around 85% of the time.

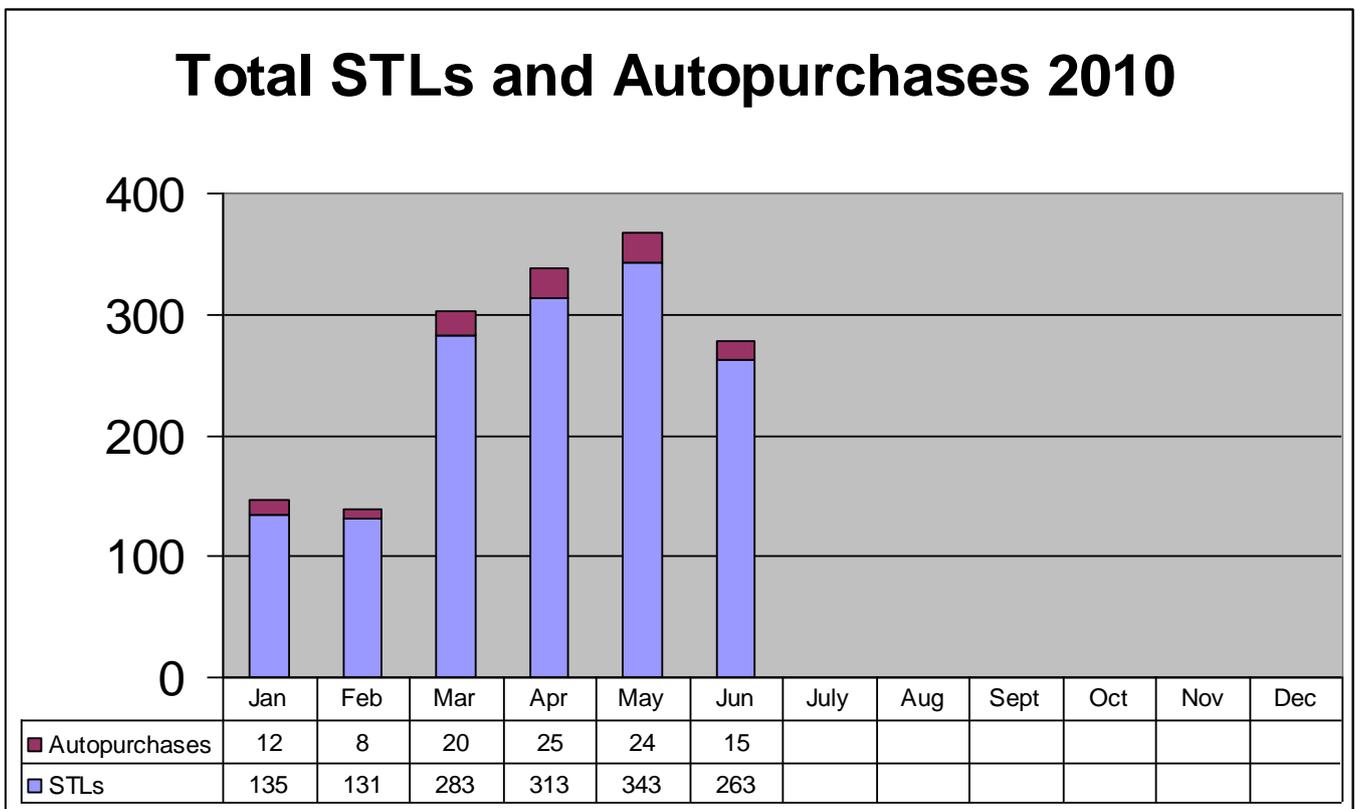
- The bibliographic records from EBL were of fairly low quality, generally lacking subject headings, but patrons nevertheless found material, presumably through keyword searching. (MARC records were upgraded when Auto-purchase occurred.)
- The reports of Short Term Loans and Auto-purchases also provided us with useful guidance for collection development.
- Saves selectors some time.
- EBL very responsive and customer-focused!

3. Live – January-May 2010

We reviewed the trial in December 2009 and decided to continue with the model in 2010. The set-up remains the same, but a specific amount was set aside in CAPEX for EBL eBooks.

Usage

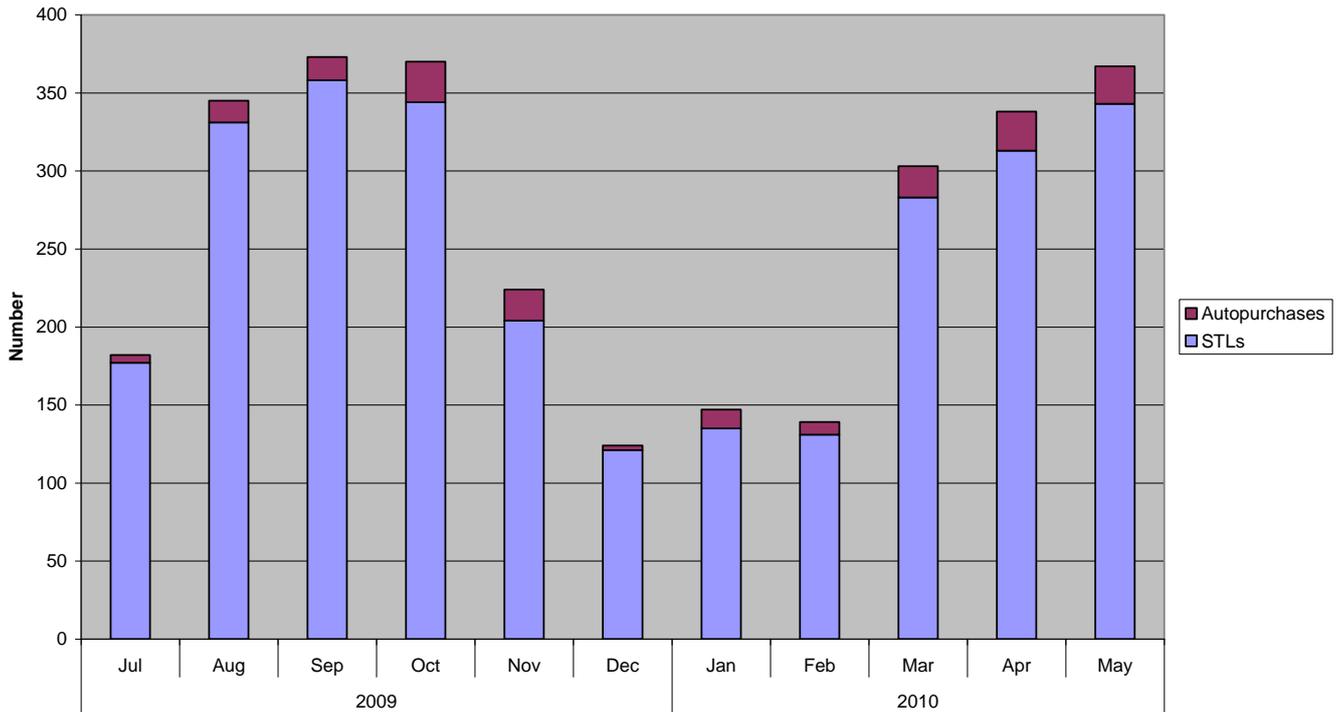
- 104 Auto-purchases
- 1468 Short Term Loans
- 105 mediated Short Term Loans (7% of total Short Term Loans)
- 12 loans were rejected, generally because of cost or relevance



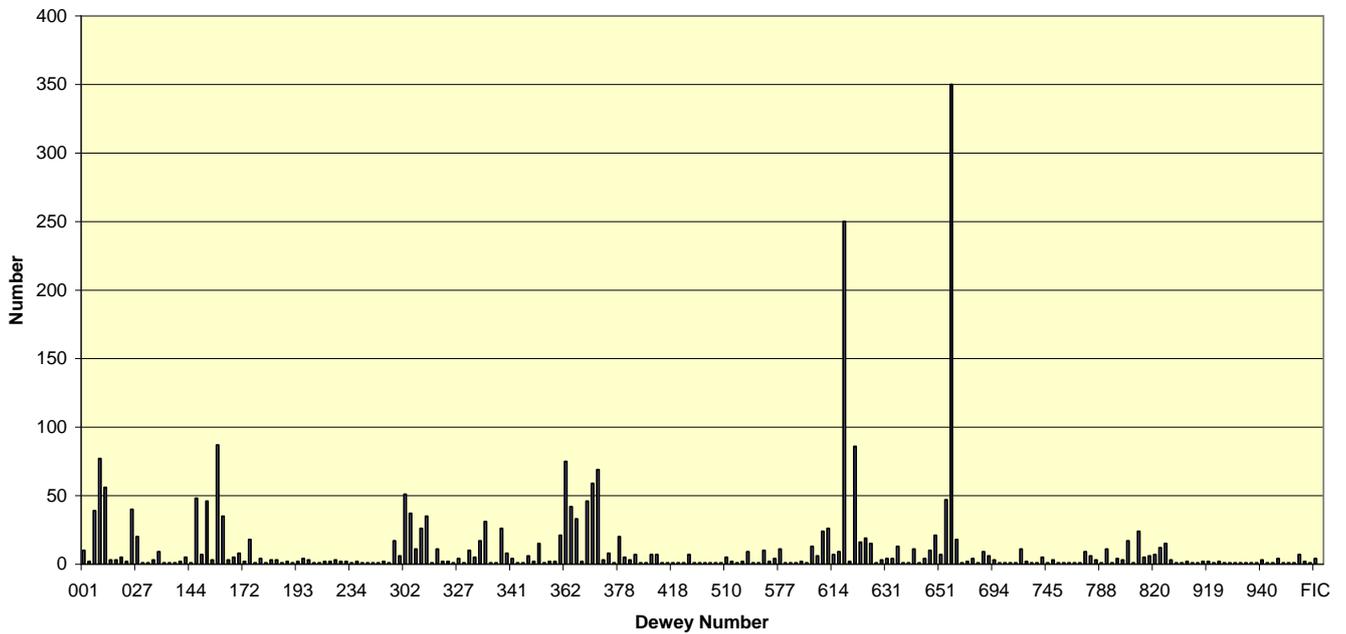
Cost

- Total cost STL (OPEX) US\$11,608
- Total cost Auto-purchase (CAPEX) US\$7,163
- Total cost US\$18,772
- Average cost of an STL is US\$8.05
- Average Auto-purchase costs US\$69.33

STLs and Autopurchases from July 2009



STLs and Autopurchases Frequency Sorted by Dewey Number July 2009-April 2010



Challenges

- Budget control and planning
- Timing of electronic vs. print publication dates
- Quality of MARC records

Appendix: Recent study

["Beguiled by Bananas" – A Statistical Analysis of Patron-selected vs.Upfront Acquisition presented at Charleston Conference 2009](#)

- User-selected eBooks are used more often than pre-selected [by library staff] eBooks.
- User-selected eBooks are used more widely than pre-selected eBooks.
- User-selected collections have fewer unused titles.
- User-selected collections have similar subject profiles to pre-selected collections.

Summary

1. Are user-selected ebooks used less often than pre-selected ebooks?

No. User-selected ebooks are used $\approx 2-5x$ more often

2. Do user-selected ebooks have a narrower audience?

No. User-selected ebooks are used by $\approx 2-3x$ more unique users

3. Are user-selected collections less balanced by subject?

No. User selected collections are similarly balanced.

<http://blog.ebilib.com/wp-content/uploads/2010/01/priceANDmcdonaldCharleston2009-EbookDDAuse-12.pdf>