eBooks - Nutzung und nutzerbasierte Erwerbsmodelle

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This document appeared in

JARA - Forschungszentrum Jülich und RWTH Aachen University (Eds.):

Spezialbibliotheken – Freund und Follower der Wissenschaft

Präsentationen der 33. Arbeits- und Fortbildungstagung der Arbeitsgemeinschaft der Spezialbibliotheken e.V. – Sektion 5 im Deutschen Bibliotheksverband

Proceedings of the ASpB 2011: Spezialbibliotheken - Freund und Follower der Wissenschaft, 09.-11. November 2011, Auditorium der Zentralbibliothek im Forschungszentrum Jülich

Zentralbibliothek (ZB)

Forschungszentrum Jülich GmbH, Zentralbibliothek, Verlag, 2011 ISBN:





Presented by: Silvie Niedworok



Amazon – 15 Years of Print History...



...Changed in Just 4 years

Print Book Sale: eBook Sale:

100

105





The early adopters keep on growing

Country	Usage Increase in % from 2009 to 2010				
Australia	161				
Germany	92				
Spain	75				
Canada	56				

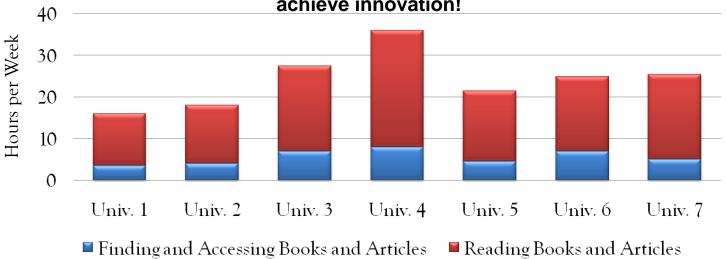
Same Problem - Different Time

"It is certainly impossible for any person who wishes to devote a portion of his time to research, to read all the books and papers that are published in connection with his pursuit; their number is immense, and the labour of winnowing out the few of interest, is such that most persons who try [...], pass by what is really good."

Year: 1826

Access to Electronic Content Saves Researchers Approximately 2-4 Hours Per Use, Per Occasion

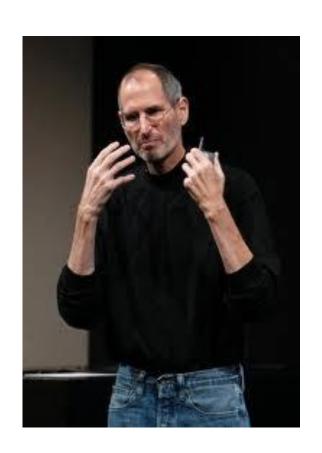
Less time searching for information equals more time using information to achieve innovation!



Key Finding: Respondents report that they spend at least 3.5 hours per week finding and accessing articles and books, and at least 9.8 hours reading articles/books.

Source: University Investment in the Library, Phase II: An International Study of the Library's Value to the Grants Process, 2010, Elsevier and 8 academic partners

"We made the Buttons on the Screen look so good you will want to lick them"



Steve Jobs, 2000, On Mac OS X, Fortune, Jan. 24, 2000

Related Reference Works

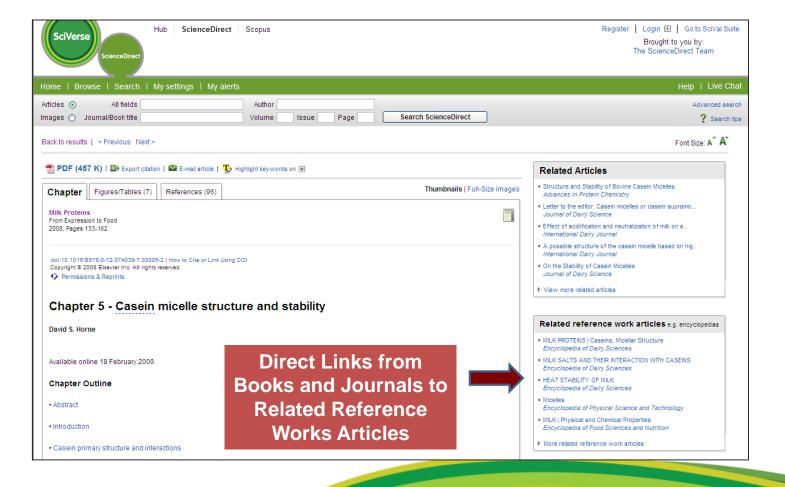
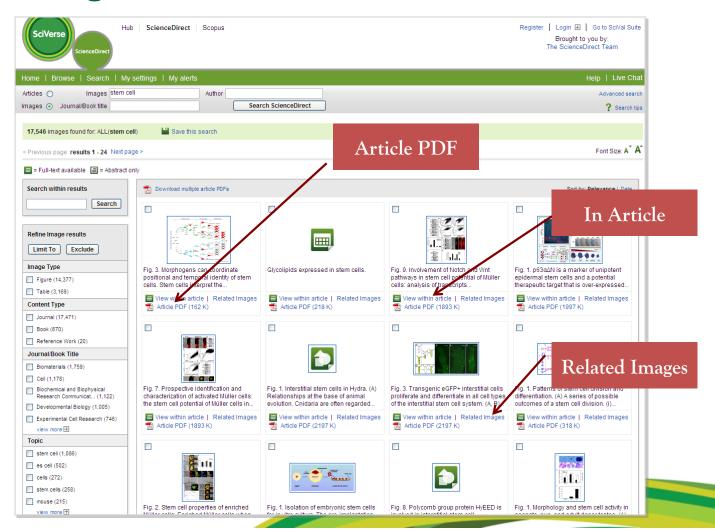


Image Search



Mobile Devices















eReader Projects Globally



The University of Adelaide will provide iPads to 700 Science students and faculty in 2011



Stanford University: Incoming Medical students receiving iPads

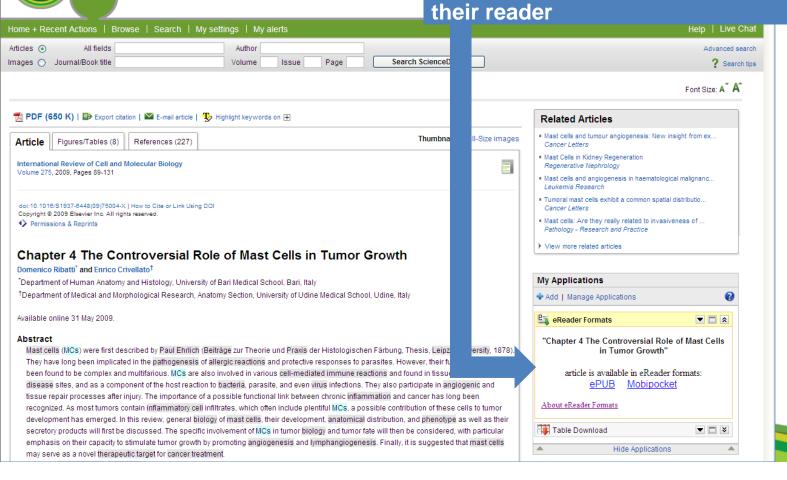




eReader Application

articles/pages Two download options: ePUB or **Mobipocket** Hub | ScienceDirect | Scopus | Applications SciVerse Users save & load file directly to

Visible pages for all XML



HS Collections

- Clinical Medicine
- Health Professions



- Veterinary Medicine

EBOOK PACKAGE	Backlist (pre- 2007) package	2007 package	2008 package	2009 package	2010 package	2011 package
	# of Titles	# of Titles	# of Titles	# of Titles	# of Titles	# of Titles
Clinical Medicine	146	56	55	79	58	44
Health Professions	173	41	27	39	27	31
Veterinary Medicine	97	15	13	18	14	16
Complete	416	112	95	136	99	91

BrainNavigator – Development of

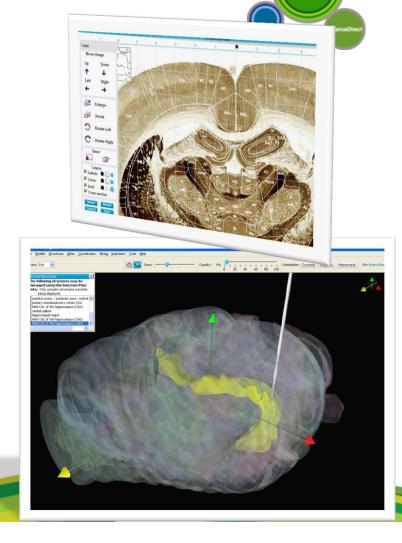
a Book

BrainNavigator is an online 2D & 3D brain map based on work from leading brain cartographers, George Paxinos and Charles Watson and developed in partnership with the Allen Institute for Brain Science

Using BrainNavigator neuroscientists

- Improve research efficiency and accuracy
- Save time spent on research
- Reduce costs
- Minimize laboratory errors





Where to start....

OWNERSHIP – ACCESS

PUBLISHER – AGGREGATOR

COLLECTIONS – PICK&CHOOSE

JUST IN CASE – JUST IN TIME

PROACTIVE LIBRARY – REACTIVE LIBRARY

...and many more

Ownership - Access



Ownership/perpetual access: still dominating model

HighWire eBook Survey: 83% of librarians indicate that this model is very acceptable.

Advantage: one-time investment

Access: e.g. Safari, Books24X7
Access fee instead of perpetual purchase.

Advantage: flexibility

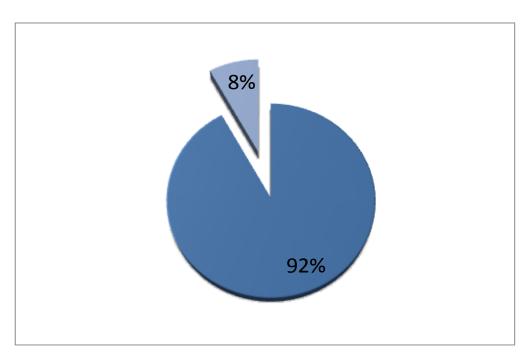
Trend: Ownership in core disciplines and Access to the rest



"While I'm from a large library whose goal is to own things, e-books may change the landscape enough that providing access to more material might be preferable to limiting expenditures to what can be owned."

Source - HighWire Librarian eBook survey and analysis (2010)

eBooks as a Source of Fundamental Knowledge



92% of researchers say they regularly perform cross-disciplinary research. Having access to Fundamental knowledge [Books] across diverse subjects is essential.



Collections - Pick&Choose



Pick & Choose:

Maximum control over purchasing decisions and investment size.

Collections:

Attractive pricing, Time savings in selection, acquisition and processing.



Fear of investing in eBook content that is not necessary or will not be used...

Trend: Building up collections in core disciplines, P&C on request



Source - HighWire Librarian eBook survey and analysis (2010)

An easy decision?

A University had only one preference - Pick & Choose They had bought some hundred Titles, according to them 'the most needed ones" In 2009 they decided to try the EBS Full Collection

Results:

- 3151 Titles used out of 8027
- Only 3 of the previously purchased P&C Title amongst the Top200
- (15%) out of the purchased P&C Titles with "0" Usage!!
- Average cost per download for P&C Titles = USD 5.66
- Average cost per download for EBS Titles = USD 2.11



Usage- and Patron-Driven Models

Patron-driven - Just in time

When a user consults an eBook, it is automatically rented/purchased/purchased after a number of uses.

E.g. EBL. NetLibrary, MyiLibrary

Pick & Choose based on patron instead of faculty demand: used titles are purchased (mostly after 4 clicks)

Usage -driven

Every eBook within selected collections is unlimitedly available to users during a certain period.

E.g. Elsevier Evidence Based Selection

= The library has the last word in the selection of eBook titles or collections for perpetual purchase, based on usage.

Elsevier - Evidence Based Selection

EBOOK PACKAGE	Backlist (pre- 2007) package			2009 package	2010 package	2011 package
	# of Titles	# of Titles	# of Titles	# of Titles	# of Titles	# of Titles
Agricultural and Biological Sciences	215	15	25	28	16	17
Biochemistry, Genetics and Molecular Biology	254	12	11	13	21	11
Chemical Engineering	436	40	23	33	17	24
Chemistry	413	36	24	7	3	12
Computer Science	468	116	88	50	54	45
Earth and Planetary Sciences	461	28	19	21	14	23
Energy	31	5	9	4	8	10
Engineering	900	95	69	80	80	67
Environmental Science	198	24	13	13	5	15
Finance	78	15	12	23	13	15
Forensics			6		4	13
Immunology and Microbiology	108	6	15	7	5	3
Materials Science	219	23	27	9	11	14
Mathematics	943	25	12	10	6	17
Media Technology	112	95	92	74	93	89
Medicine and Dentistry	65	15	6	8	15	10
Neuroscience	102	19	22	15	13	11
Pharmacology, Toxicology and Pharm. Sc.	63	11	8	8		8
Physics and Astronomy	162	22	22	4	4	7
Psychology	287	15	15	9	20	9
Veterinary Science and Veterinary Medicine	18					
Clinical Medicine	146	56	55	79	58	44
Health Professions	173	41	27	39	27	31
Veterinary Medicine	97	15	13	18	14	16
Complete	5949	729	613	552	501	511

ELSEVIER

Thank You!



"It is not the strongest of the species that survive, nor the most intelligent, but the ones most responsive to change."

-Charles Darwin on Evolution

