JUSP Ebooks Baseline Survey

17 JUSP libraries are involved in the JUSP ebooks project to help us move an ebooks usage statistics pilot into service in 2016. As part of the evaluation of the project we are collecting data to show how ebook usage statistics are used at the beginning (i.e. without data from JUSP) and at the end (i.e. using JUSP). A baseline survey was undertaken in May 2015. This report shows the results of the survey. There were 12 respondents to the survey, representing 12 institutions from a total of 17 in the group of libraries involved in the project.

# 1. How many ebooks (roughly) are in your collection?

There were 12 responses to this question with the range of ebooks in their collection between 6300 to 416701. The average collection size (mean) is 192,709.

# 2. Which business models do you use?

Respondents were asked to indicate which business models they use. There were 12 responses to this question; each could select more than one option.

|  |  |  |
| --- | --- | --- |
| Answer Options | Response Percent | Response Count |
| Subscription (access to a collection or subject area) | 92% | 11 |
| Purchase (permanent ownership) | 92% | 11 |
| Pay per view (access to individual titles for a limited period) | 0% | 0 |
| PDA/DDA - demand driven acquisition | 67% | 8 |
| Core titles purchased for students | 50% | 6 |
| Consortium purchase (SHEDL, WHELF, M25, etc.)  | 17% | 2 |
| *Total* | **12** |

Both those who selected a consortium purchase were SHEDL (Abertay University and University of the Highlands and Islands).

# 3. Do you use any other business models?

There were 5 responses to this question. Four of these said ‘No’ or ‘N/A’, though one of these specified they are open to investigating other models and one mentioned a free resources (eBooks for FE). The one respondent who gave a different business model was evidence based purchase.

# 4. Do you currently collect usage data for ebooks?

Respondents were asked to indicate whether they collect usage data for ebooks; 11 indicated that they did.

# 5. What data do you currently collect?

There were 11 responses to this question.

|  |  |  |
| --- | --- | --- |
| Answer Options | Response Percent | Response Count |
| BR1 | 63.6% | 7 |
| BR2 | 90.9% | 10 |
| BR3 | 27.3% | 3 |
| BR4 | 0.0% | 0 |
| BR5 | 0.0% | 0 |
| Other (please specify) | 9.1% | 1 |
| answered question | **11** |

The ‘other’ was title visits (for Knovel) and pages (for Cite Them Right).

# 6. How do you currently collect data?

There were 11 responses to this question with many (10) stating that they get their data direct from the publisher (the other respondent didn’t specify where from, just that they collect intermittently). One also said for some suppliers they are sent by email. Some mentioned the process and/or frequency:

We run COUNTER reports from the administrator's sites for our ebook platforms, export as CSV files and save them on our intranet.

Direct from vendor platforms and record in spreadsheets for SCONUL return period and also calendar year

On occasion using the providers own statistic tool we haven't really looked at different data methods we just tend to look at the best stats available really and this probably is BR1 or BR2.

# 7. Are there any issues you encounter when collecting the usage data?

There were 9 responses to this question with the following issues being mentioned:

* Not all publishers are COUNTER compliant (3 mentioned this)
* Time consuming process to collect the data (3 mentioned this)
* Inconsistency of data provision i.e. only offering BR1 or BR2, not both (3 mentioned this):

Some sites don't have BR2 data and we have to resort to BR1 and convert it (we collect e-book usage data mostly for the annual SCONUL return, so need BR2)

where a BR2 isn't available we have to run BR1 and calculate an estimated BR2 figure from that.

There is a lack of consistency across supplier's on which kind of statistics they make available. e.g. The last time I checked MyiLibrary was only supplying BR2 statistics because they said that was all they were required to provide. BR1 statistics are also useful and should, in my view, be mandatory and not as an optional add on. Not having both BR1 and BR2 supplied by suppliers means we are not allowed to compare like with like.

# 8. What do you use ebook usage data for?

There were 11 responses to this question. The most popular uses are:

* Compiling reports for library management (9 respondents)
* Value for money (9 respondents)
* Renewal decisions (7 respondents)

The full responses are in the table below:

|  |  |  |
| --- | --- | --- |
| Answer Options | Response Percent | Response Count |
| Renewal decisions | 64% | 7 |
| Comparing packages and suppliers | 46% | 5 |
| Value for money | 82% | 9 |
| Budget allocation | 46% | 5 |
| Determining which titles are being used the most and which have low/nil use | 55% | 6 |
| Compiling reports for library management | 82% | 9 |
| Managing patron driven acquisition (PDA) or demand driven acquisition (DDA) | 46% | 5 |
| Other (please specify) | 27% | 3 |
| *answered question* | **11** |

Those who responded ‘other’ included for the SCONUL return (2 respondents), and turnaway reports to check if further licences need to be purchased (1 respondent).

# 9. Do you do any additional analysis of the data you have collected?

There were 8 responses to this question. 3 respondents said they did not do any additional analysis. Of the 5 that did, this included:

* Cost per use calculations
* Longitudinal trends
* SCONUL returns
* Sharing the data with colleagues (e.g. within team, with lecturers)

Prepared a report based on book reports last year to show uptake of collections and how it changes over time using 3 years worth of data.

Costs when looking at SHEDL deals and whether or not we would want to subscribe to new ones. Also for lecturers who are asking about the usage of individual titles.

# 10. How do you present the data?

There were 10 responses to this question, though one respondent said that other than the raw figure that goes to SCONUL they do not present the data in any other way. From the 9 respondents that do present the data, Excel/spreadsheet was the main presentation method cited (7 respondents mentioned this). 3 respondents mentioned charts and graphs as a more visual representation. 1 respondent shared that they use spreadsheets and then incorporate data into written reports, and one sends via email:

In an e-mail to librarians and the Director of Learning and Information Services along with the Head of Integrated Technologies and Content. Looking at cost per full text download, both including and excluding vat.

# 11. Who do you share the data with?

There were 10 responses to this question. Data is shared with (in order of popularity):

* Library colleagues (9 respondents)
* Library management (7 respondents)
* SCONUL (3 respondents)
* University senior management (3 respondents)
* Academic (2 respondents)

Some respondents gave more detail:

Upper management receives a monthly report. This is also made available to subject librarians although not frequently accessed by them.

Internally within the Library Services team. With the academics if necessary when looking at renewals or taking out subscriptions to new resources. Sometimes presented at a wider Information Services (the Service which the library is based in) and University level.

# 12. Are there any issues you encounter when analysing the usage data?

There were 8 responses to this question. 2 said they hadn’t encountered issues when analysing the data. Of the six that had, these included:

* Difficulty comparing when some only provide BR1, others only provide BR2, and others provide title visits or page visits
* Interpretation of ‘section’ in BR2 reports
* Nil returns
* Changes in the way usage is recorded resulting in difficulties doing longitudinal analysis
* Understanding the broader context (e.g. core/required, availability in print, demand, platform issues/constraints)

Further explanation:

Difficult to compare title visits / pages / BR1 / BR2. Analysis is really on a collection by collection ad hoc basis

As with all usage data the figures have to be taken within the wider context so there are lots of caveats to record alongside the usage (if we're looking at title level) i.e. whether it's required/core reading, how many are on the modules, whether its also available in print, if its only required at certain times during semester, whether there are platform issues/constraints. Another issue is when there are significant changes in the way vendors record usage so the figures increase/decrease drastically YoY for example Springer & MyiLibrary

# 13. What would you like to be able to see from the JUSP service for ebooks?

There were 11 responses to this question. Suggestions given included:

* Automatic collection of ebook usage statistics in one place
* Standardised statistics from multiple vendors to enable comparison
* Inclusion of aggregators as well as individual publishers
* Usage statistics at platform, collection and title level
* Ability to run different types of reports, for example:
	+ Highest used titles
	+ Trends over time
	+ Search by individual title
	+ Low use/nil use titles
	+ Marking core titles
	+ SCONUL report
	+ Consortium statistics (i.e. SHEDL)
	+ Usage by subject area
	+ Access denied (particularly useful for certain ebook business models)
* Ability to deposit reports from JUSP ebooks service to local reporting systems (e.g. intranet)
* Financial information to calculate cost per use

Further explanation:

Usage of all our e-book, at platform, collection, and title level, so that for the first time we can actually do some proper analysis of what collections from a publisher were/are worthwhile and which are not.

Similar to the journal service - all the standard COUNTER reports in one place plus the ability to run more custom reports and overviews if required such as highest used titles & trends over time. A SCONUL report for ebooks. Also, being able to see an overview of SHEDL usage would be great.

Something similar to the current eJournal statistical package. Being able to search by individual title, overall usage, subject area, spot tiles that haven't been used would be great. Also being able to mark out core titles would be good as we use an online reading list system at the university.

# 14. Is there anything you currently do with ebook usage data that you would like JUSP to provide to help you (e.g. specific report views or analysis)?

There were 8 responses to this question. 4 didn’t have specific examples at the moment. Of the four respondents that did, they included:

* SCONUL returns
* Nil use items
* Dewey subject areas
* Top 5-10 ebooks per provider
* Top 5-10 ebooks per subject
* Downloads compared to online reading
* Turnaways

# 15. Are there any things you are currently not able to do with ebook usage data that you would like JUSP to be able to provide?

There were 5 responses to this question. Three did not have suggestions, one said that having “centrally collated usage data would allow us to monitor usage in a more effective way”. One gave a specific suggestion:

* Top used titles across vendors and for each vendor

# 16. Please provide any other information you would like to tell us about ebook usage data:

There were 5 responses to this question. One gave N/A; the other four responses are below:

We really need the service JUSP has provided for journals for eBooks. The amount of time it takes to collect and compile data currently make it very much a service we can only offer occasionally. It would be great to be able to provide much more detailed analysis of our eBook collections and title purchases on a more regular basis.

The fact that ebook usage provided by JUSP would be reliable and would save a lot of time is a huge bonus. We hope to make our data more meaningful by utilising the time we'd save in recording to look at the bigger picture - usage data, financial data RAPTOR and Summon so we can get a more accurate picture of who is using our resources how and when

It will be interesting to see how JUSP accommodates the occasional adjustments to figures which appear within COUNTER reporting for no apparent reason......Dawson and EBL(?)

It would be great if we could find out where students arrived at the book, whether this was through Google, the Library Web Page or via an eReading list. Although we'd probably have to use Google Analytics for this I imagine. It would also be good if we could know what platform they were accessing the resource from i.e. PC, tablet or mobile phone. A browser breakdown would be good as well.

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Prepared for JUSP libraries on 17/06/15.