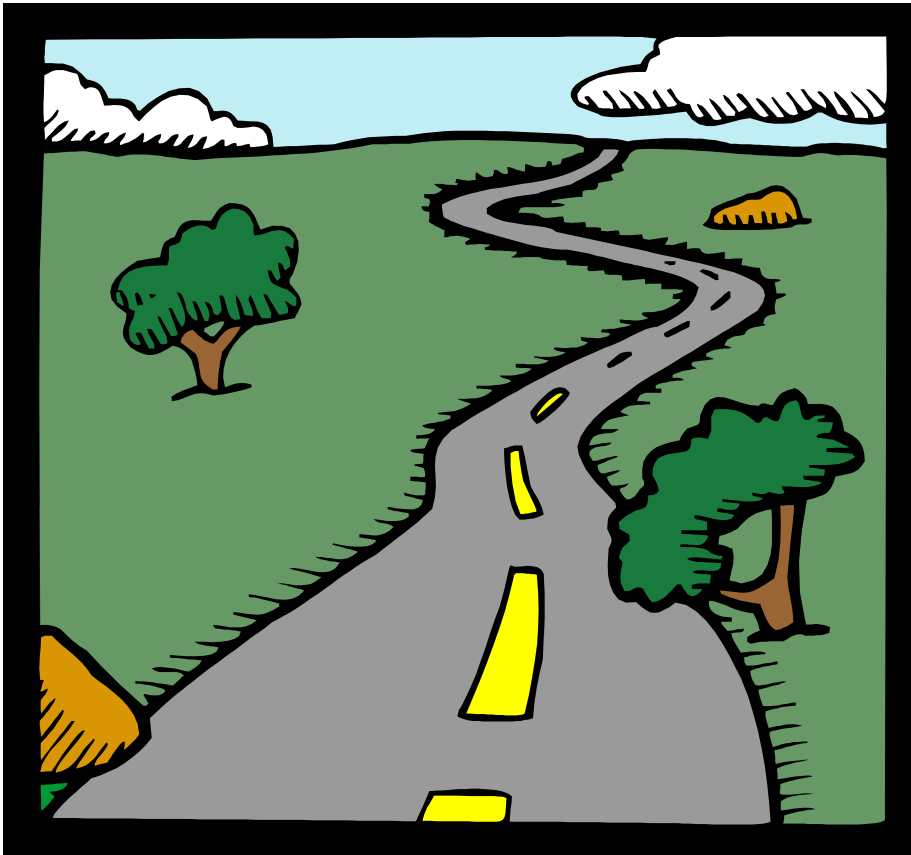


# Supporting users in their pursuit and use of our e-books: Perspectives from one large academic library

Virginia Bach, Laurel Haycock, Lois  
Hendrickson, Julie Kelly, Charles Spetland

University of Minnesota Libraries

# Special project



User  
support

Demand-driven acquisition

# Many players

Collections



Personal Info Management

- Tech services
- Web design
- Communications

# Demand Driven Acquisition of Ebooks

University of Minnesota-Twin Cities  
ebrary and YBP

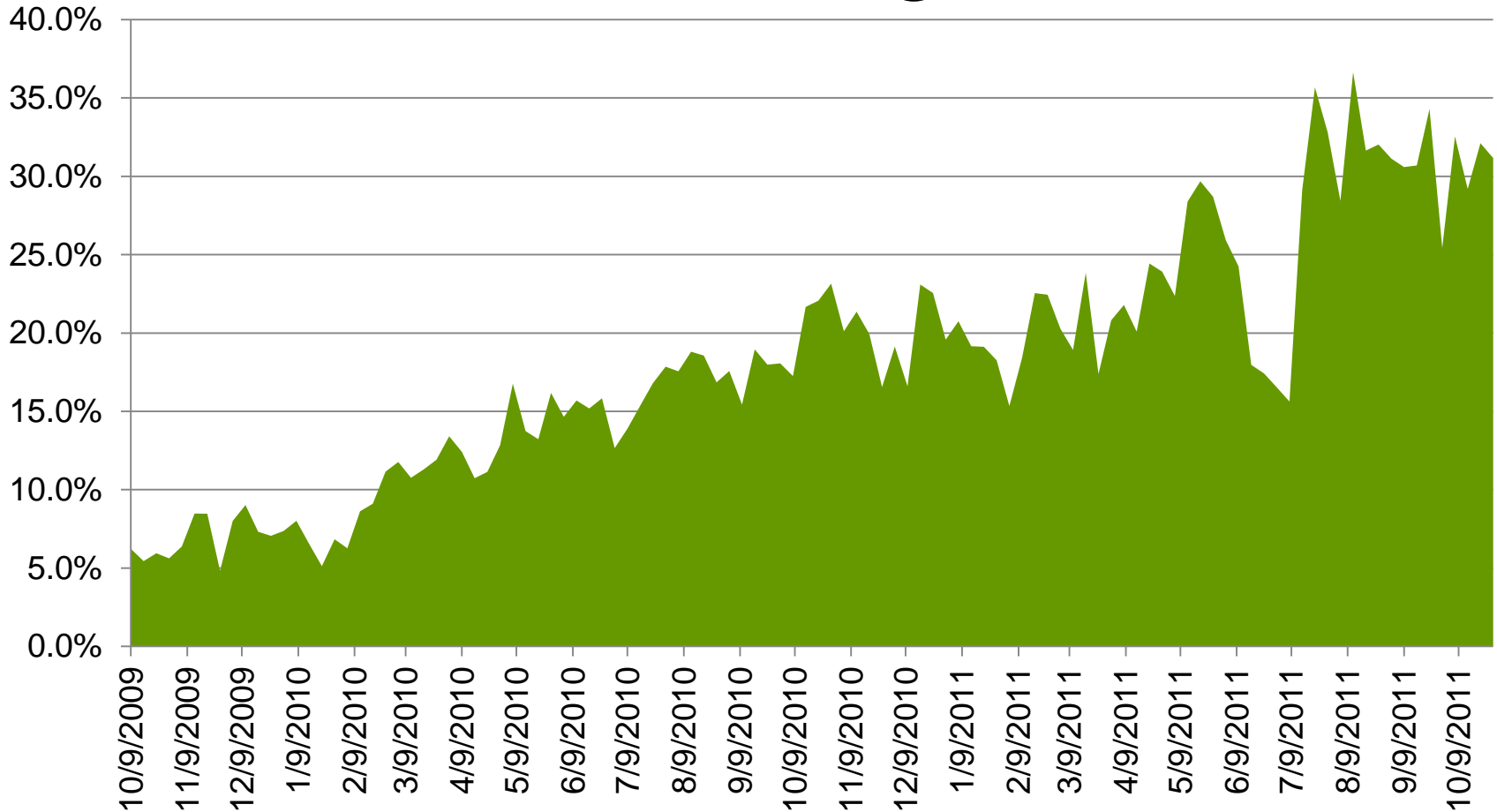
# General Approach

- DDA (AKA PDA) ... users self select
- YBP
- ebrary
- Fully integrated with existing selection and acquisition routines, record loads and invoicing

# Parameters

- Prospective, beginning in August 2011
- Based on existing YBP approval plan and slip subject profiles
- Full YBP GOBI history and duplication control
- Price limit \$325
- Some publishers removed

# Simultaneous Print-Ebook Profiling



# Discovery record loads

- Weekly automatic loads
- As few as 60 records, as many as 320



Display Format: [Standard Full](#) • [Brief Citation](#) • [MARC Tags Full](#)

Record 1 out of 1

**Title** Studying mobile media [electronic resource] : cultural technologies, mobile communication, and the iPhone / edited by Larissa Hjorth, Jean Burgess, Ingrid Richardson.

**Published** New York, NY : Routledge, 2012.

**Description** 1 online resource.

**Series** Routledge research in cultural and media studies; 39.

**Internet Access** [Click here](#) for [University of Minnesota Twin Cities access](#).

**Availability** [TC Internet Resource](#)

**Other Series** ( Routledge research in cultural and media studies ; 39)

**Note** Description based on print version record.

**Note** Includes bibliographical references and index.

**Note** Electronic reproduction. Palo Alto, Calif. Available via World Wide Web.

**Subject LC** [Mobile communication systems -- Social aspects.](#)  
[Interpersonal communication -- Technological innovations -- Social aspects.](#)  
[iPhone \(Smartphone\)](#)  
[Information technology -- Social aspects.](#)  
[Communication and culture -- Technological innovations.](#)

**Contributor** [Hjorth, Larissa.](#)  
[Burgess, Jean \(Jean Elizabeth\)](#)  
[Richardson, Ingrid, 1966-](#)

**Contributor** [ebrary, Inc.](#)

**ISBN** [1136464336](#) (electronic bk.)  
[9781136464331](#) (electronic bk.)  
[9780415895347](#) (hardback)  
[0415895340](#) (hardback)

**Material Type** bks  
elr  
etext

**System No.** 006275931

# Triggering a purchase

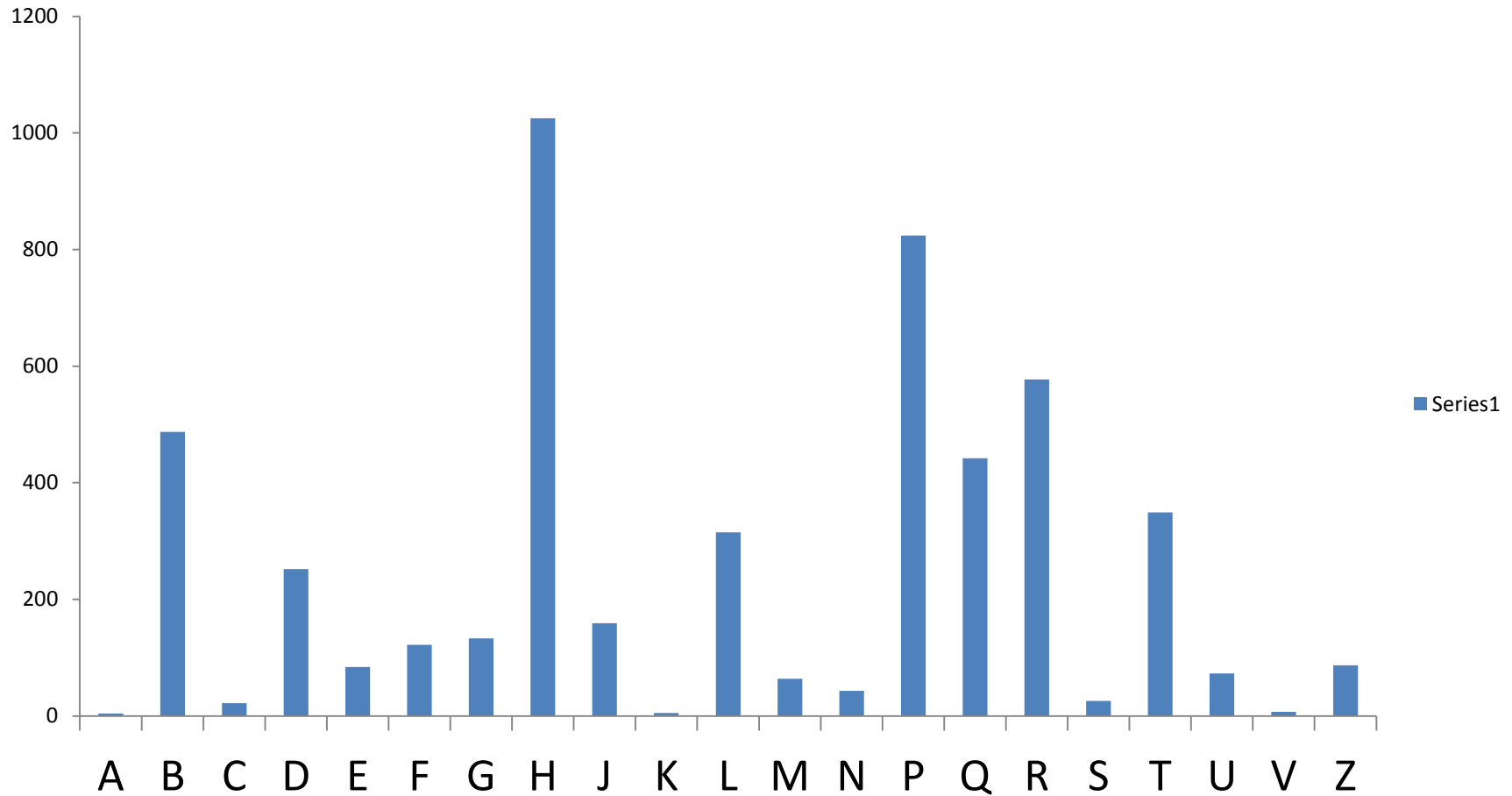
- Ten discrete page views in a given session (not counting front 5% (TOC, introduction) and back 5% (index, bibliography, notes, etc.))
- Ten minutes of constant viewing
- Any copying or printing of pages

# Purchases as of March 1

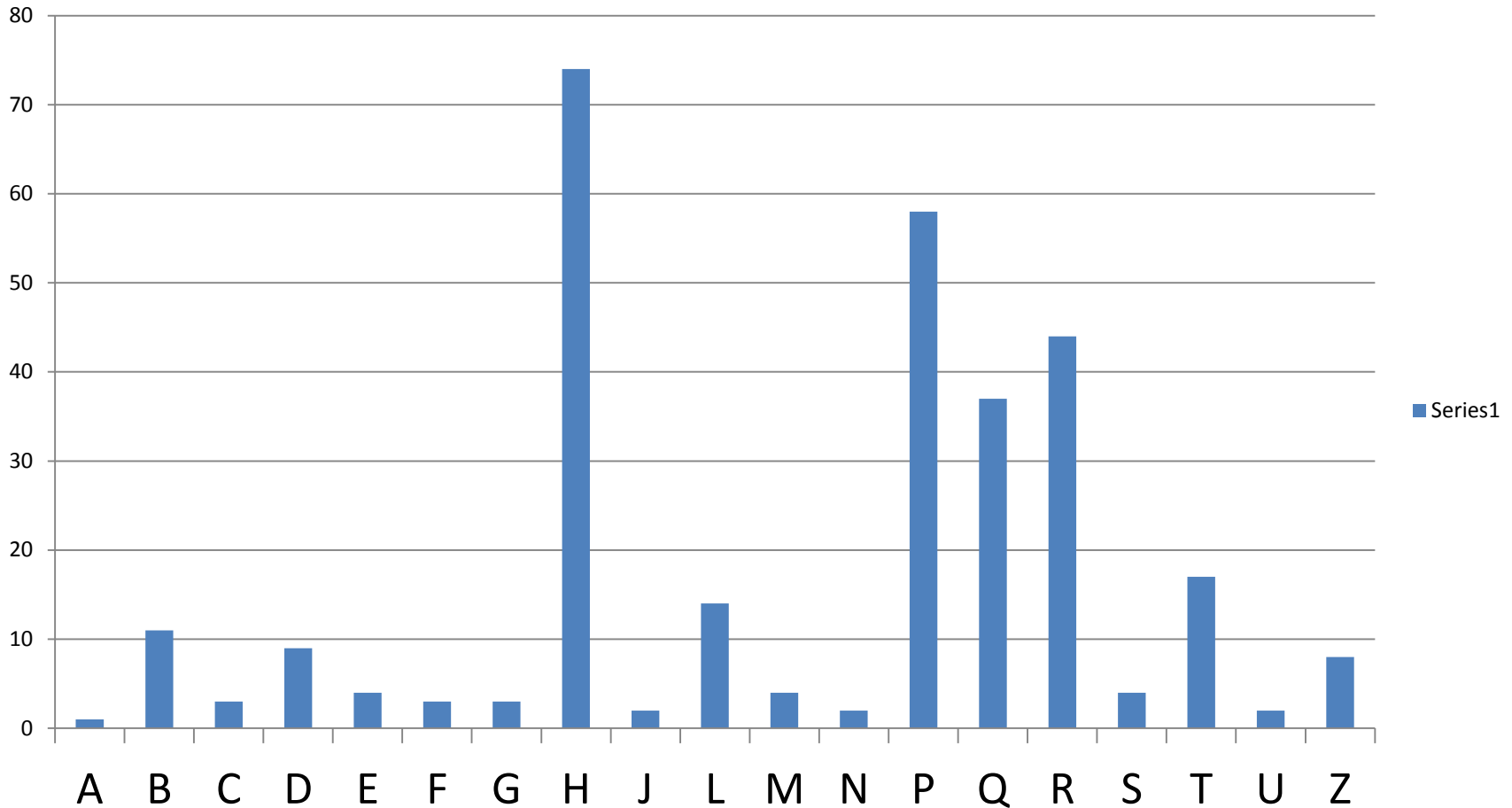
- 5350 discovery records loaded
- 300 triggered purchases (\$25,942)
- \$86.47 average (range: \$9.95-\$325)

# Subject Breakdown

## All loaded records to date



# Subject Breakdown Purchased titles



# Ongoing usage

- Majority of purchased titles see continued use over time
- Single simultaneous user (default)

# Other ways we acquire/access ebooks

- Individual selections through YBP, publishers and aggregators
- Consortial purchases: Springer, Elsevier, Brill, Ashgate
- Lease: Knovel, NetBASE packages
- HathiTrust, GoogleBooks

# Going forward ...

- Ongoing analysis of usage and purchase trends
- Distribute costs?
- Balancing 'just in case' vs. 'just in time'



# Promoting e-book content in University of Minnesota Libraries



<http://degreedirectory.org/cimages/multimages/2/another-ebook>

## **Productivity and Efficiency subgroup learning objects**

### **Library e-books**

Rationale: Many are using e-books & devices and yet may be unaware of the extent of our library e-book collections. And, they may be unfamiliar with how to access and use our e-books efficiently.

#### **1. E-book collections help pages:**

The library web pages have not had information and help available about how to access and use our e-books.

The first part of this learning object was rolled out recently with the new E-Book Collections web page at: <http://www.lib.umn.edu/howto/ebooks>

Additional features planned include a widget for searching for e-books based on the BioMed Library widget and additional helpful content.

#### **2. E-book workshop:**

We will develop an in-person workshop drawing from the content on the E-Book Collections web pages  
Delivery medium: 20 minute learning byte in-person presentation & recorded version (consider offering in segments)

Timeline for completion: Pilot presentation late fall semester with roll out in Jan/Feb 2012

Resources needed: Recording capability and assistance; e-book devices to use for demonstration (laptop, Kindle, ipad, android, smart phone)

Contingencies: E-book web page completion; available devices;

Success: Attendance, feedback

# Listening sessions

## User concerns

- Links or step-by-step instructions for getting book onto specific e-book devices?
- Time outs for e-books ? How to know if a book is in use by someone else?
- Improve language e.g. “PDF viewer-dependent” in the e-book packages list.
- Clarify that catalog search for e-books is for title and subject, not full text.
- How do e-books that include videos play on devices?

## Staff concerns

- Does the library have ebook readers to check out? Can staff check out readers to try/test features?
- Can we/do we want to license textbooks for our users?
- Should we select books that we know will work on specific devices?
- How can we raise awareness / promote our e-books?
- What happens when the user moves out of wireless range?
- Develop a tutorial on the instructor's support page on deep linking to sections in e-books.

# Lesson 1



# Lesson 2.....it takes a village

## Staff involved:

- Webmaster
- Page owners,
- Staff who are authorized to make changes to pages
- Library staff (listening),
- Committees (CSSC) and (PIM – all members)
- Primo management group (discovery layer)
- Enterprise systems (run search strings on packages)
- IT council

## Rationale:

- It is important to advocate for any improvements & increased clarity in user access to e-books. Some users are globally distributed, and others with disabilities may prefer ebooks. Simplifying access would be helpful to many.
- A scan of 10 other CIC libraries revealed 2 that have separate e-book searches (Ohio State and Indiana), 3 that are about like us (book and online facets/limits), and 5 that do not. Just one had a link to e-book collections (Iowa), but it just had a brief description and no other info. (Nov 2011)

# E-books at the University of Minnesota Libraries

The University Libraries provides access to 350,000+ books in electronic format. They vary in features (downloading, linking) and are sometimes grouped together by subject or publisher.

To locate individual e-books, try the libraries online catalog using these 3 steps:

1. Enter a subject or author
2. Refine results by limiting to Full Text Online under Availability (on the left)
3. Refine again by selecting Books under Material Type

## Search MNCAT

Keyword    Title keyword    Author   [Advanced Search](#)

To locate collections of e-books, use the A-Z list below.

## Background on e-book collections

Many of our e-books are part of large collections and the following list describes features of those collections. The "lock" icon indicates that remote access is available only to current University students, staff and faculty.

[A](#) | [B](#) | [C](#) | [D](#) | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#) | [K](#) | [L](#) | [M](#) | [N](#) | [O](#) | [P](#) | [Q](#) | [R](#) | [S](#) | [T](#) | [U](#) | [V](#) | [W](#) | [X](#) | [Y](#) | [Z](#)

# PIM Blog oct 2011

## PIM Blog: Personal Information Management for Researchers

### E-books at the U Libraries

By edlib@umn.edu on October 10, 2011 12:17 PM

Did you know that the U Libraries has thousands and thousands of e-books available?

You can link into them via searching MNCat just like finding print books. When you find an e-book of interest simply click on Online Access and then Open Source in New Window to read the e-book.

Do you want to know if our e-books can be read on your iPad, Kindle, or Nook?  
Do you want more details about the scope of our e-book collections?

Our E-Book Collection information page is linked here: <http://www.lib.umn.edu/howto/ebooks>

#### Search

#### About this Entry

This page contains a single entry by edlib@umn.edu published on October 10, 2011 12:17 PM.

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[More Apps](#) is the next entry in this blog.

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[Life Could Be Easier \(5\)](#)

[Mobile \(6\)](#)

[Productivity and Efficiency \(3\)](#)

[Social Networking \(7\)](#)

[To Do Lists \(2\)](#)

[tip of the month \(5\)](#)

# Lesson 3 – the aha moment







# Next step: campus wide technology fair

More e-books in a library's collection means major changes in the user's experience. At the University of Minnesota Libraries, we are taking several steps to support our users as they expand their worlds to include e-books. These include demand-driven acquisition, and providing background about the large e-book packages to which we subscribe, with information about how to view our e-books on various e-book readers. We are working with one college to support their iPad initiative.

$f_x$	Date reviewed						
	A	B	C	D	E	F	G
1	Date reviewed	E-book Platform	Offline reading (PDF, ePub, azw)	Mobile Sites and Apps for this device	Special Software Requirements (beyond the obvious, like an internet browser or PDF reader)	Daily Access Limits and Timeout	Authentication
6	1/14/2012	Google Books	PDF download if it's in the public domain	Android, iPhone, iPad. Web app for Chromebook.	none		Free resource. Not all books can be downloaded or viewed, due to copyright restrictions.
7	11/23/2011	18th Century Collections Online	PDF download up to 250 pages at a time	Gale AML College Edition: iTunes and Android apps	none		Download the Gale AML College Edition app. Gale will send you an authentication key that gives you access from anywhere for one year.
8	12/21/2011	Access Medicine	Download links for each record (HTML format)	"Mobile View" option for those who create a free Access Medicine profile.	none		Paid resource. Website should be accessed through library link.
9	12/21/2011	ACLS Humanities E-Book	PDF downloading	none	none		Free resource?
10	12/21/2011	Books@Ovid	"Save" link allows downloading of HTML or ASCII text	none	none		Paid resource. Website should be accessed through library link.
11	12/21/2011	Brill	PDF, only chapter-by-chapter, and only if your device's browser has the Adobe Reader plugin.	none	Adobe Reader plugin needed to display correctly		Paid resource. Website should be accessed through library link.
12							Paid resource. Website should be accessed through

K	L	M	N	O	P
<b>iPad App Link</b>	<b>iPad 2 notes</b>	<b>Android App Link</b>	<b>Android Tablet notes</b>	<b>Kindle Fire notes</b>	<b>Nook notes</b>
<a href="http://books.google.com/help/ebooks/ios.html">http://books.google.com/help/ebooks/ios.html</a>	Nice iTunes app available. Use the site to add eBooks to your account, then access them through the free app. If you use the site to read instead, it helps to go into full screen mode.	<a href="http://books.google.com/help/ebooks/android.html">http://books.google.com/help/ebooks/android.html</a>	Nice Android app available. Use the site to add eBooks to your account, then access them through the free app. If you use the site to read instead, it helps to go into full screen mode.	Officially, Google Books is not supporting the Kindle yet. Reading a downloaded PDF seemed to fail. The particular example I used had said "Good for: Web, Tablet/iPad; Not supported: eReader, Smartphone."	Google does support the Nook.
<a href="http://itunes.apple.com/us/app/accessmylibrarycol/id395238743?mt=8">http://itunes.apple.com/us/app/accessmylibrarycol/id395238743?mt=8</a>	Download the Gale AML College Edition app. If you use the full site instead, it helps to click "Enlarge Page". Navigation is cumbersome: you can't finger-slide to the next page, and the advance page button is too small.	<a href="https://market.android.com/details?id=com.google.android.apps.books&amp;feature=search_results">https://market.android.com/details?id=com.google.android.apps.books&amp;feature=search_results</a>	Download the Gale AML College Edition app.		
unknown	Web interface has "download for handheld" links for each eBooks. It's a web-optimized HTML page.	unknown			
unknown	Navigation is not optimal. The Previous/Next buttons are small.	unknown			
unknown	Displays as optimized HTML, not a book-like view	unknown			
unknown	Not compatible, apparently. There's no way to move page-to-page.	unknown			

# Support at Public Service Desks



# Typical E-Book Problems

- **Access Problems:**
  - Single user vs. multiple users
  - Getting locked out for a time period
  - Questions about accessing on a particular device
- **Downloading Problems:**
  - Dependent upon vendor agreements
- **Linking Problems:**
  - Chapters or sections to Moodle or course pages

# E-Book Collections Page

## UNIVERSITY LIBRARIES

To access your account: [LOG IN](#)

[Home](#)

[About Us](#) ▾

[Services](#) ▾

[How to Find](#) ▾

[Ask Us!](#) [Chat](#) :: [Email](#) :: [Phone](#) :: [FAQ](#)

### Lights, Camera, Libraries!

Win an iPad in our student video contest.  
Entries due Friday, March 9.

[Learn More](#) »



### Today's Building Hours

March 7, 2012

Wilson	7:00 am - Midnight
Walter	8:00 am - Midnight
Bio-Medical	7:00 am - 11:00 pm
Magrath	8:00 am - 10:00 pm
Andersen	8:30 am - 7:00 pm

[All Hours & Locations](#)

[Books](#)

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[Ask a Librarian](#)



Use MNCAT, the U of M catalog, to search for books, maps, music, and more.

### Search MNCAT

Search for books, maps, music, and more at the U

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Keyword  Title keyword  Author [Advanced Search](#)

### Catalogs

[MNCAT](#)  
[MNCAT Classic](#)  
[All Campuses Catalog](#)  
[WorldCat](#)  
[HathiTrust](#)

[Log In](#) to see the items you've checked out, placed on hold, and more!

### Quick Links

[Book Review Index](#)  
[Dissertations](#)  
[E-Book Collections](#)  
[Interlibrary Loan](#)



## **Springer**

***Description:***

2005 - present. Imprints that are included:

- Apress
- Birkhauser
- Copernicus Books
- Humana
- Physica-Verlag
- Plenum US
- Praxis
- Springer
- Springer-Verlag
- Steinkopff
- TELOS

***Plug-in Software:***

Not required

***Simultaneous Users:***

Unlimited

***Printing:***

PDF viewer-dependent.

Any current U student/staff member can buy a print copy of a Springer title in this collection for \$24.95 and get it mailed to them. Click the BUY A PRINT COPY" in the top menu bar for more info.

***Downloading:***

PDF viewer-dependent

***Chapter-level Linking:***

Yes

***Viewable w/ iPad:***

Yes

***Viewable w/ Kindle:***

Yes

***Viewable w/ Nook:***

No

***For further information:*** [Help](#) / [Search Help](#)



# Internal list of E-Book Experts

Linked on Digital Reference staff blog:

- **Access Medicine** - Amy Claussen BioMed
- **ALCS Humanities E-book** - Malaika Grant Wilson
- **Books 24x7** - Virginia Bach Wilson
- **Books@18<sup>th</sup> Century Collections Online** - Malaika Grant Wilson
- **OVID** - Amy Claussen BioMed
- **Brill** - Laura Dale Bischof Wilson
- **CABI** - Scott Marsalis Magrath
- **ChinaMaxx** - Tony Fang Serials
- **CRC NetBase** - Van Houlson Wilson
- **Early American Imprints** - Rafael Tarrago Wilson
- **Early English Books Online** - Malaika Grant Wilson

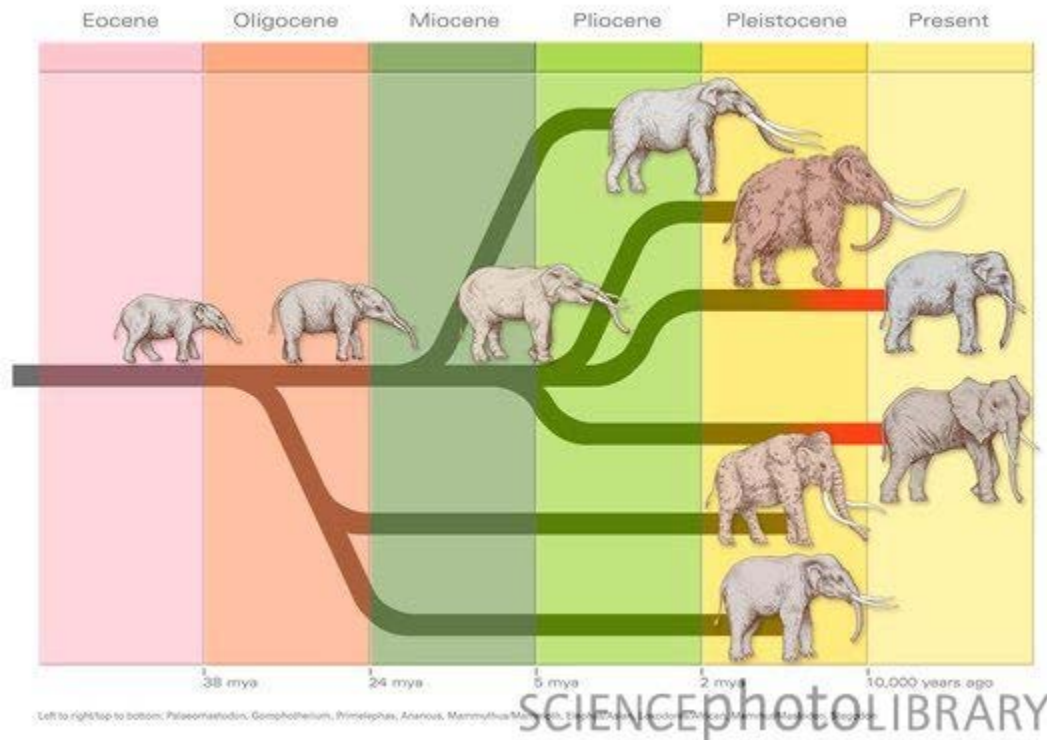
....

# Developing Help for Devices

Testing E-book Platforms – iPad, Android Tablet, Kindle Fire, Nook for a guide, including:

- Offline reading (PDF, ePub, azw)
- Mobile Sites and Apps for this device
- Special Software Requirements (beyond the obvious, like an internet browser or PDF reader)
- Daily Access Limits and Timeout
- Authentication
- Download Speed
- Graphs, tables and images

# Our ideas: Evolved and Evolving



# Change the catalog



UNIVERSITY LIBRARIES - Twin Cities

Libraries Catalog

Articles OneSearch

Search

Advanced Search

Items in any format

that contain my query words

anywhere in the record

## Material Type

[Other](#) (3)

[Maps](#) (1)

## Author/Creator

[ebrary, Inc](#) (1,065)

[SpringerLink \(Online service\)](#) (309)

[United States. Dept. of Agriculture. Economic Research Service](#) (214)

[NetLibrary, Inc](#) (197)

[Food and Agriculture Organization of the United Nations](#) (195)

[Show 15 more](#)

## Subject

[Food](#) (574)

[Food industry and trade](#) (292)

[Nutrition](#) (230)

[Food supply](#) (211)

[Drugs](#) (194)

[Show 15 more](#)

[Subject, Medical \(MeSH\)](#)

5,218 Results

sorted by: [relevance](#)

Refined by:

availability: [Full Text Online](#)

material type: [Books](#)



### Biofilms in the food environment

Blaschek, Hans.; Wang, Hua, 1965-; Agle, Meredith.; Wiley InterScience (Online service); Wiley InterScience (Online service)  
1st ed. Ames, Iowa : Blackwell Pub. : IFT Press 2007

Book

[Online access](#)

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[Locations \(Get It\)](#)

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### Food materials science principles and practice

Aguilera, José Miguel.; Lillford, P.; SpringerLink (Online service)  
New York ; London : Springer 2007

Book

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UNIVERSITY OF MINNESOTA

LIBRARIES

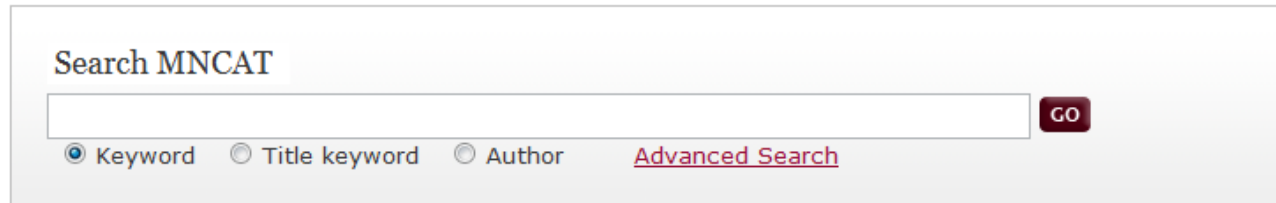
# New mantra: Search and limit

## E-books at the University of Minnesota Libraries

The University Libraries provides access to 350,000+ books in electronic format. They vary in features (downloading, linking) and are sometimes grouped together by subject or publisher.

To locate individual e-books, try the libraries online catalog using these 3 steps:

1. Enter a subject or author
2. Refine results by limiting to Full Text Online under Availability (on the left)
3. Refine again by selecting Books under Material Type



The screenshot shows the MNCAT search interface. At the top, it says "Search MNCAT". Below this is a search input field. To the right of the input field is a red "GO" button. Below the input field are three radio buttons: "Keyword" (selected), "Title keyword", and "Author". To the right of these radio buttons is a link for "Advanced Search".

- **Search your topic**
- **Limit to books**
- **Limit to online**

# Usability will save the day



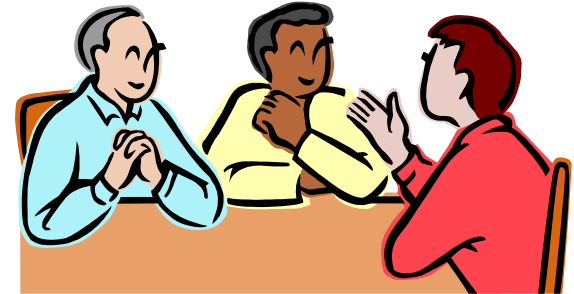
# Teach a workshop



# On the horizon



Online  
support



Focus groups



Curriculum



Experts





## Our Ebooks, Their Spaces: A Liaison Collaboration with the CEHD iPad Initiative

Photo "iPad" by Flickr user [Biblioteken i Östergötland](#) / Attribution-NonCommercial-NoDerivs 2.0 Generic

U Library iPad  
project

3 CEHD  
Liaisons  
with iPads

U Library PIM  
subgroup ebook  
work

CEHD Mobile  
Learning iPad  
initiative

Photo "iPad" by Flickr user FHKE / Attribution-ShareAlike 2.0

## Current Awareness & Personal Information Management

[Managing Your Information - Home](#)

[Citation Management](#)

[Productivity and Efficiency](#)

[Alerts and Feeds](#)

[Social Networking](#)

## Freely Available E-Books

The University Libraries, public libraries, and digital repositories make thousands of e-books available to you free of charge. Here are some ways to access these collections:

### 1. U of M Library E-book Collections

We purchase e-books so you don't have to! The U Libraries has more than 350,000 e-books available for use by current students, faculty, and staff.

Our library e-books can be read on your iPad, other mobile device, and laptop/desktop computer.

Some of our e-books are textbooks. Many library e-books are one reader at a time.

Browse the [E-book Collections page](#).

Or use [the MNCat search box](#), to search for particular titles.

Search by topic or title/author, limit results to Full text online, and limit to books.

**A few places to start finding U Library e-books:**

#### [Ebrary collection](#)

Download the Ebrary iPad app or read on your computer. Sign up for an Ebrary account for limited downloading and printing.

#### [Sage Reference Online](#)

Browse and find authoritative information on educational and other topics. Printing and downloading options are available.

#### [Springer E-books](#)

Printing and downloading options are available.

## Productivity and Efficiency Coordinators

[Virginia Gunville Bach](#)

[Laurel Haycock](#)

[Lois Hendrickson](#)

[Julie Kelly](#)

<https://www.lib.umn.edu/capim/org/ebooks>



Mobile Learning

Teaching & Learning

iPad Resources

For students

For instructors

Tutorials

App recommendations

CEHD iPad Initiative

News

CEHD | College of Education + Human Development

STUDENT SUPPORT  
Ebooks And Course Materials



Freely Available eBooks

The University Libraries, public libraries, and digital repositories make thousands of e-books available to you free of charge. University Libraries maintains a web page of sources of freely available eBooks. If you have questions about eBooks you can use the ... Continue reading →

Electronic Textbooks

While there can be advantages to eBooks over traditional textbooks (they're lightweight, convenient, often less expensive), there are some things you should consider before purchasing one. Factors such as how long you'll need the text, note-taking and highlighting capabilities, downloading ... Continue reading →

<http://academics.cehd.umn.edu/mobile/category/student-support/?tag=ebooks-and-course-materials/>

# More information...

- **18 Enlightening iPad Experiments in Education**
  - <http://www.onlineuniversities.com/18-enlightening-ipad-experiments-in-education>
- **Chronicle: What I've Learned from Teaching with iPads**
  - <http://chronicle.com/blogs/profhacker/what-ive-learned-from-teaching-with-ipads/37877>
- **Chronicle: Encouraging Distraction? Classroom Experiments with Mobile Media**
  - [http://chronicle.com/blogs/profhacker/encouraging-distraction-classroom-experiments-with-mobile-media/38454?sid=at&utm\\_source=at&utm\\_medium=en](http://chronicle.com/blogs/profhacker/encouraging-distraction-classroom-experiments-with-mobile-media/38454?sid=at&utm_source=at&utm_medium=en)
- **CEHD Mobile Learning** : <http://www.cehd.umn.edu/mobile/>
- **Freely Available E-Books** : <https://www.lib.umn.edu/capim/org/ebooks>



Photo "iPad" by Flickr user FHKE / Attribution-ShareAlike 2.0



# Questions?

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- Laurel Haycock - [hayco001@umn.edu](mailto:hayco001@umn.edu)
- Lois Hendrickson – [l-hend@umn.edu](mailto:l-hend@umn.edu)
- Julie Kelly – [jkelly@umn.edu](mailto:jkelly@umn.edu)
- Charles Spetland – [c-spet@umn.edu](mailto:c-spet@umn.edu)