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Interpret the numbers: Putting e-book usage statistics in context

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Charleston Conference™
ISSUES IN BOOK AND SERIAL ACQUISITION
November 4 - 7, 2015



Interpret the numbers: Putting e-book usage statistics in context



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CLAREMONT COLLEGES LIBRARY
Claremont University Consortium



Goal of the study

To understand our e-book usage data by providing meaningful context to the statistics we collect

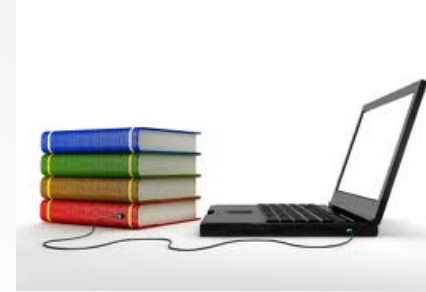


Our data viewed through the prism of:

- Access type – owned vs. subscribed vs. DDA
- Simultaneous user access
- Rights restrictions - DRM or not
- Publication year
- Subject/discipline:
 - Breadth vs. intensity
 - In comparison with print
 - In correlation with user discipline distribution



Data scope: E-books



www.fernandobiz.com

- E-book holdings as of Jan 2015 (363,691 titles)
- E-book usage data for Jan-Dec 2014



Data scope: Print

- Print holdings as of Jan 2015 (793,556 titles)
- Print circulation statistics Jan – Dec 2014
- Resource sharing statistics for print books borrowed by CCL patrons Jan – Dec 2014



Excluded from the study

- All print and e-books with unknown classification/publication year (~18,000 print books and ~130,000 e-books)
- Any e-book collection without available title-by-title usage (~66,000 titles)
- All theses/dissertations in both formats
- All government documents (~98,000 e-titles and ~114,000 print titles)



Our data

- E-books:
 - Detailed holdings and usage data kindly provided by our vendors
 - Title lists from WMS knowledge base, as well as aggregators and publisher websites
 - COUNTER BR2: Section requests (in the vast majority of cases)
 - COUNTER BR1: Title requests (when section request data were not available)
- Print books:
 - OCLC Analytics holdings data
 - Local circulation statistics – checkouts + renewals
 - Titles borrowed via Resource Sharing – aggregated Link+ and ILL data

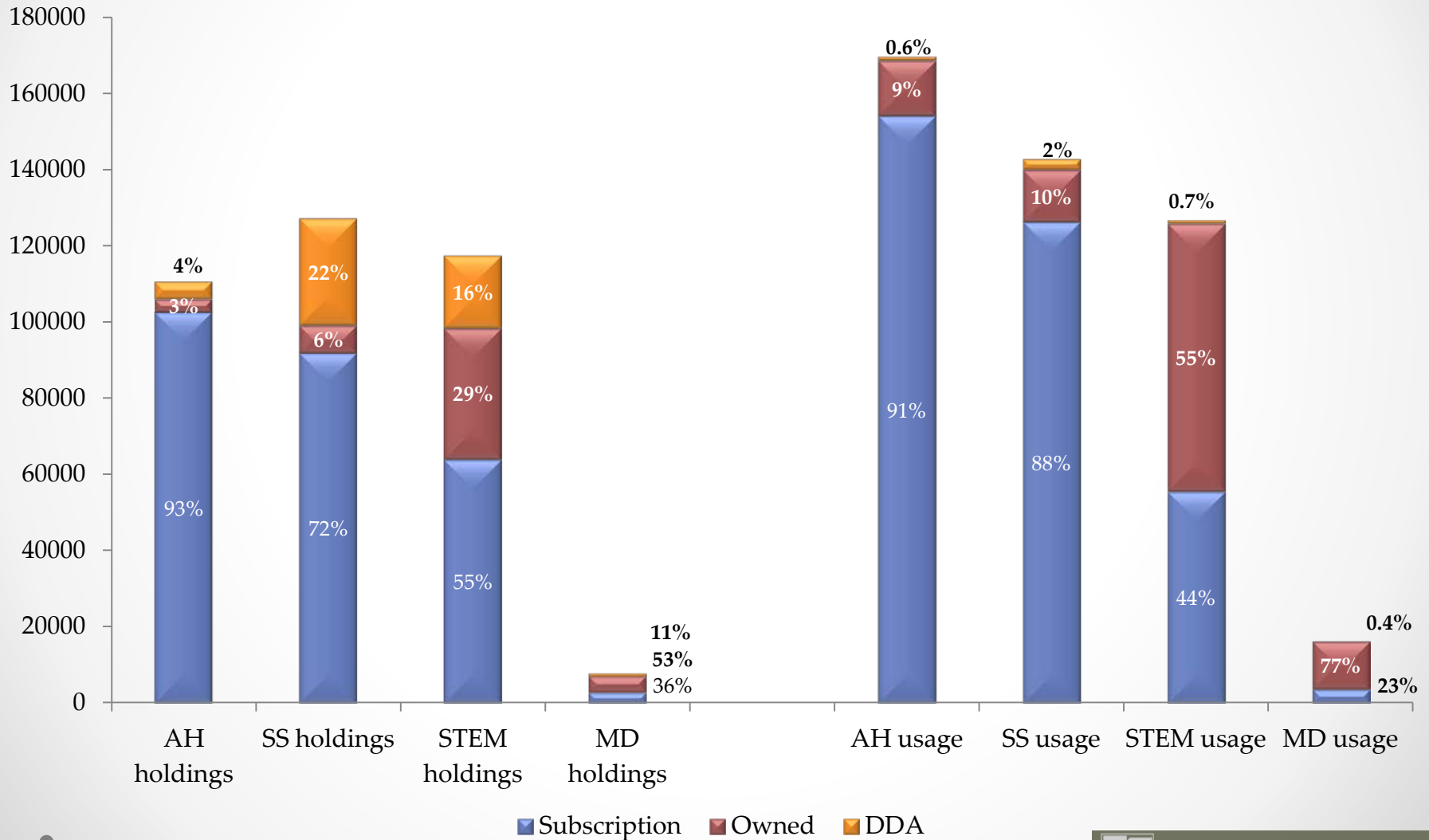


www.highradius.com

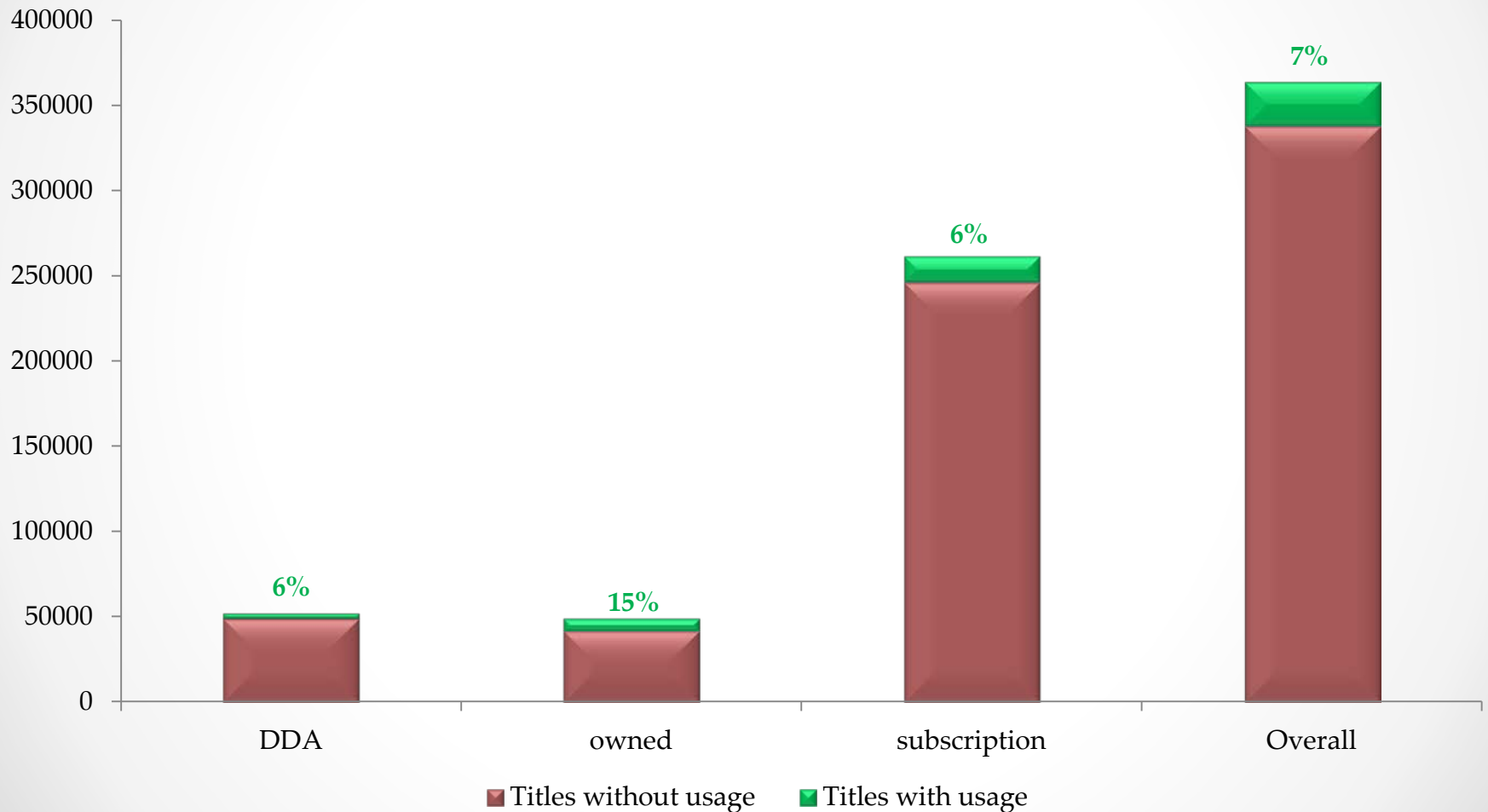
E-book *holdings* vs. e-book *usage* per access type



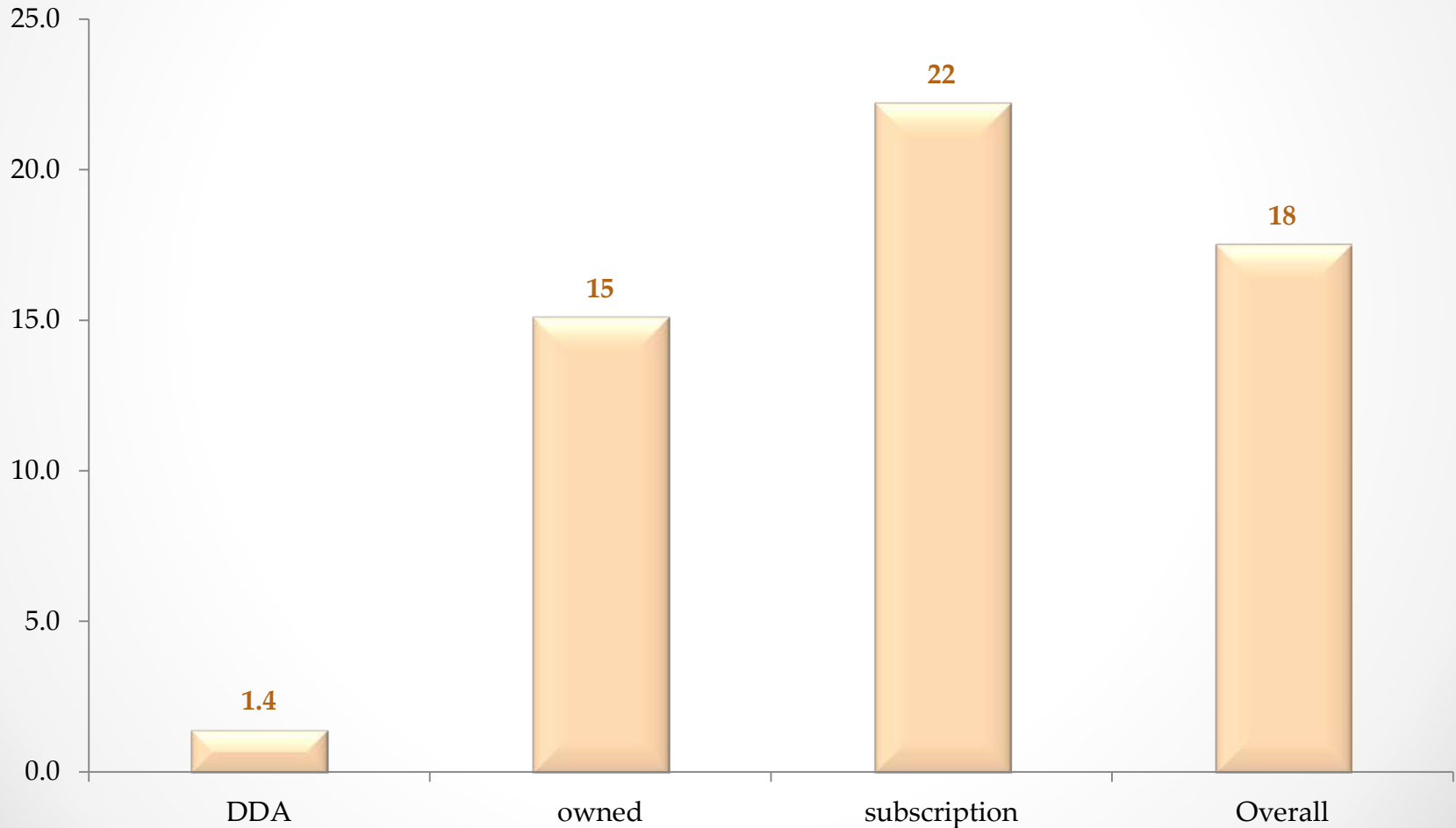
E-book *holdings* vs. e-book *usage* per access type by discipline



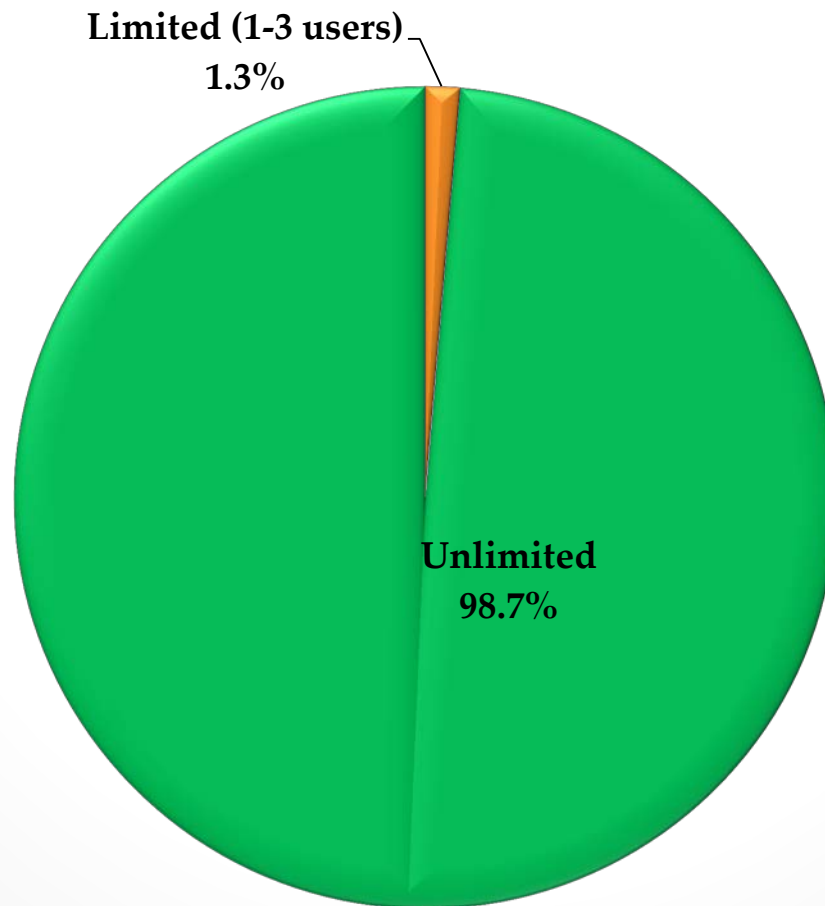
Proportion of *used* e-book titles by access type



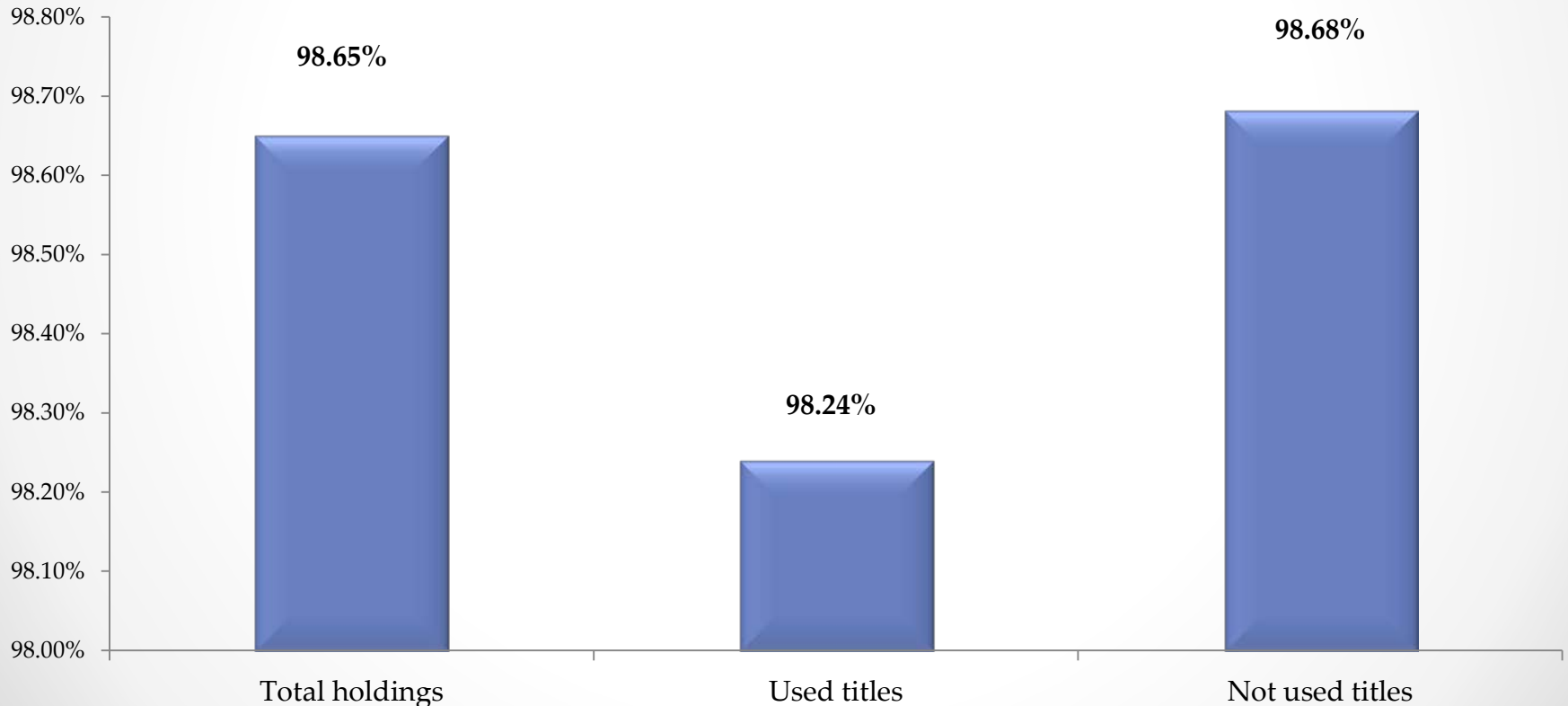
Average number of uses per used title by access type



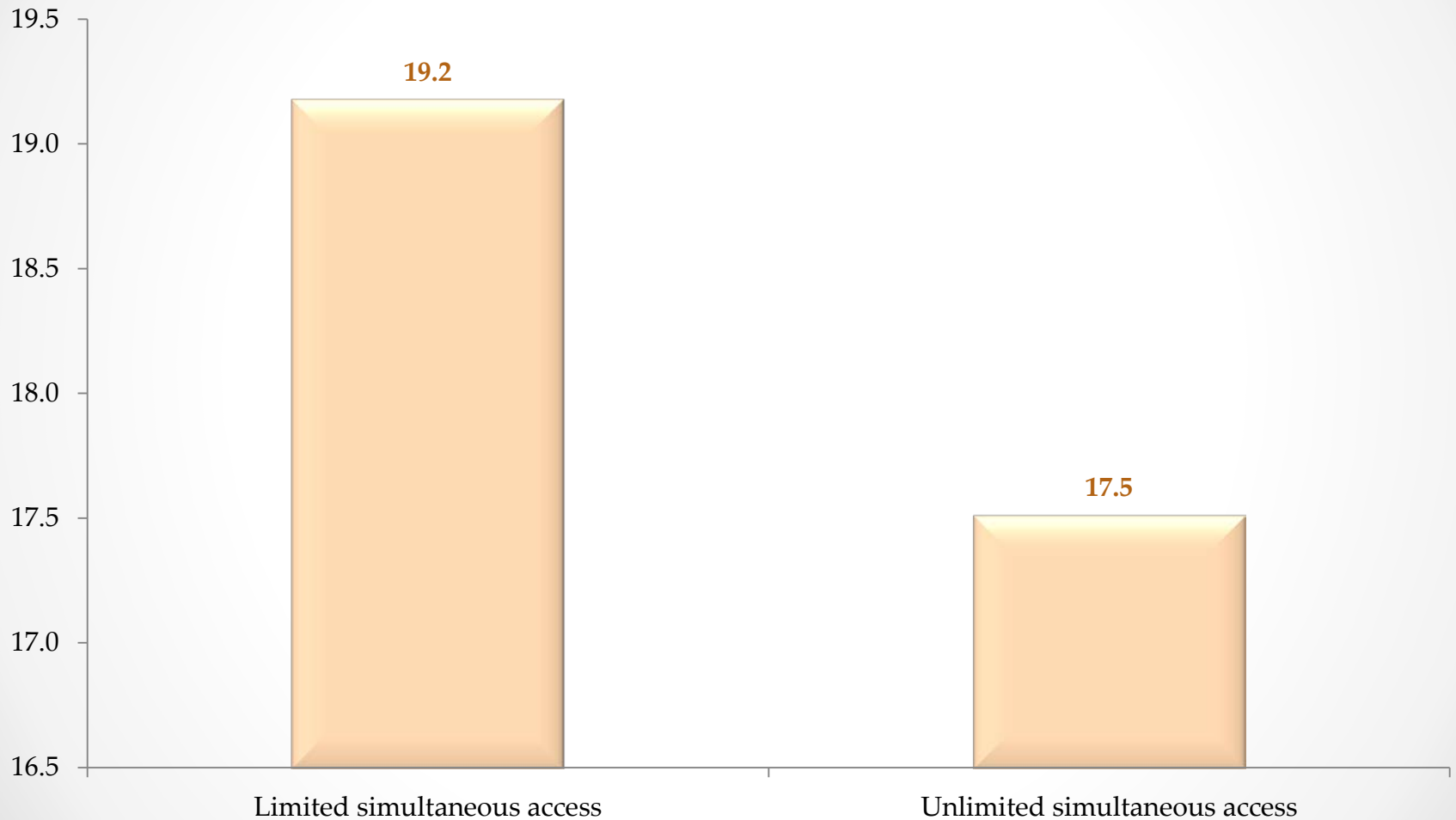
E-book holdings by simultaneous access model



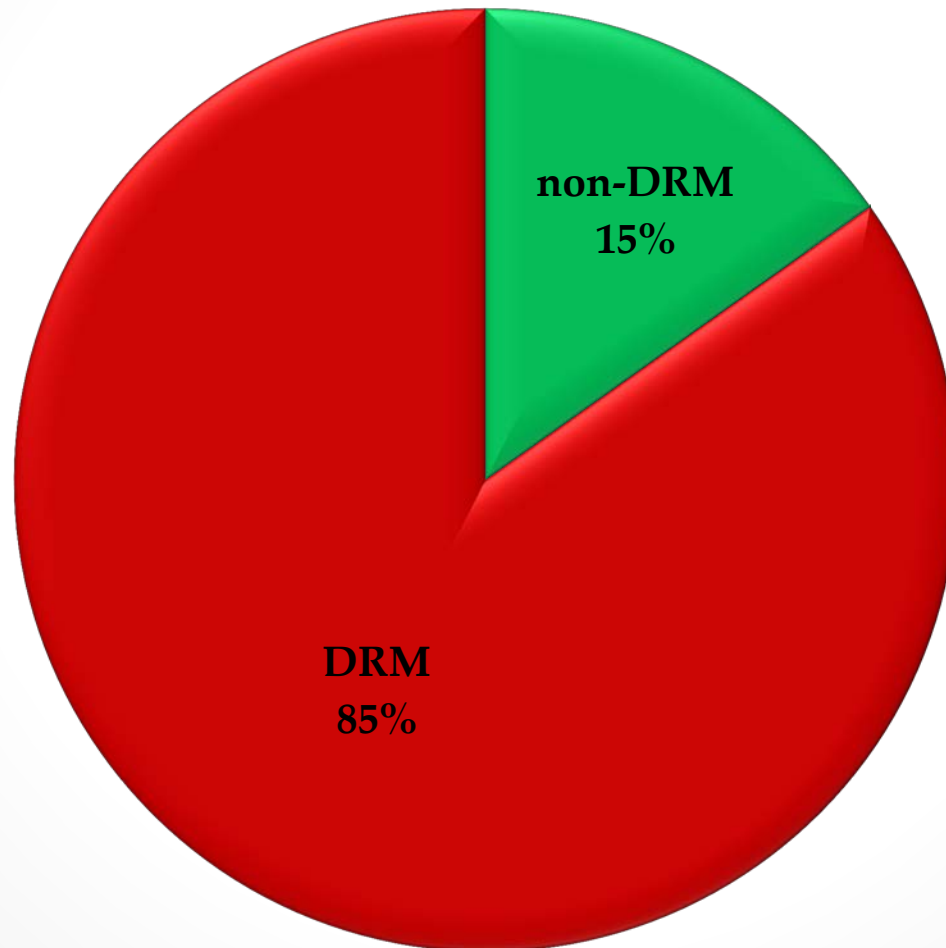
Proportion of unlimited access holdings vs. unlimited access used titles



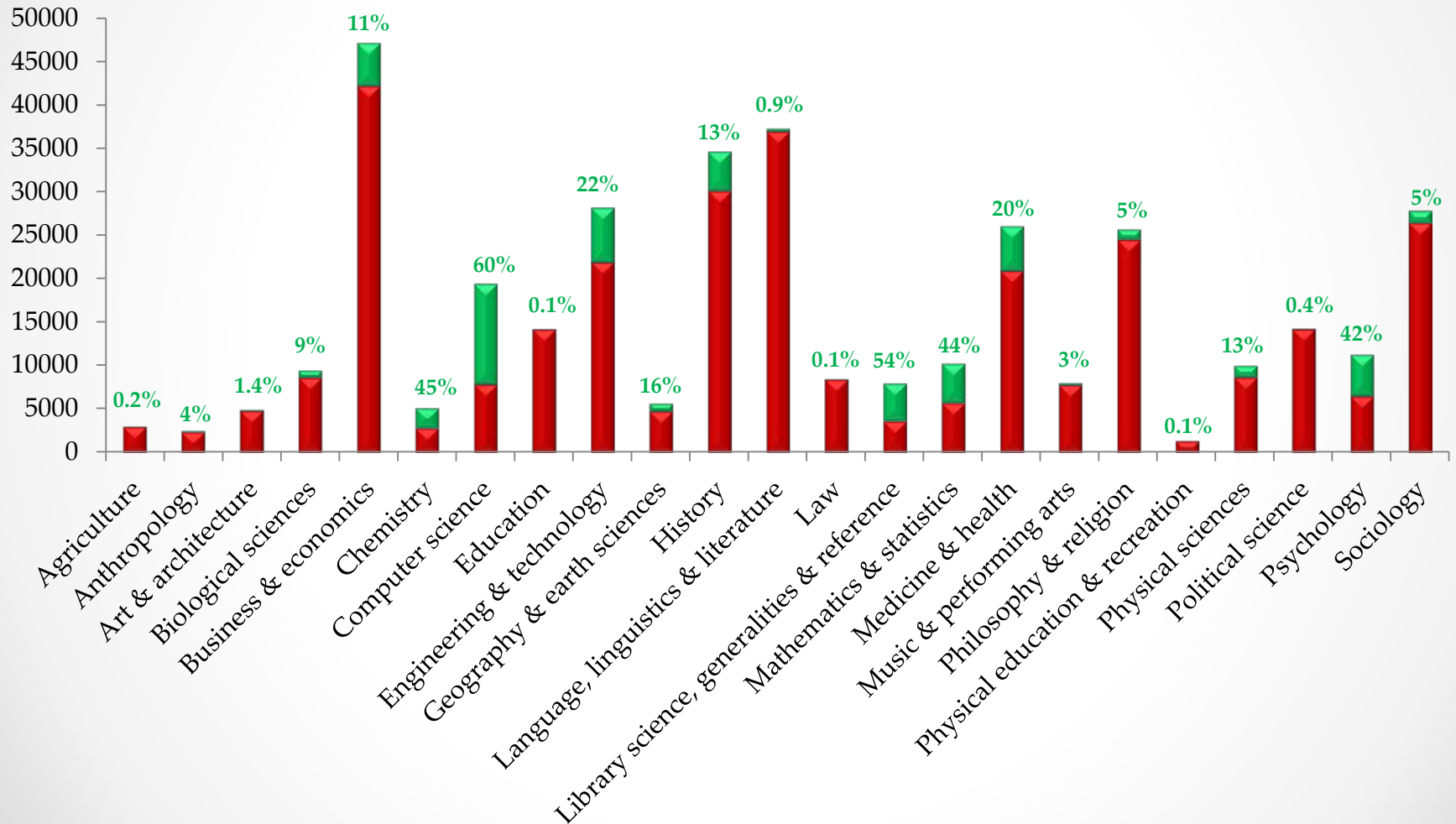
Average number of uses per *used* title



E-book holdings by access rights



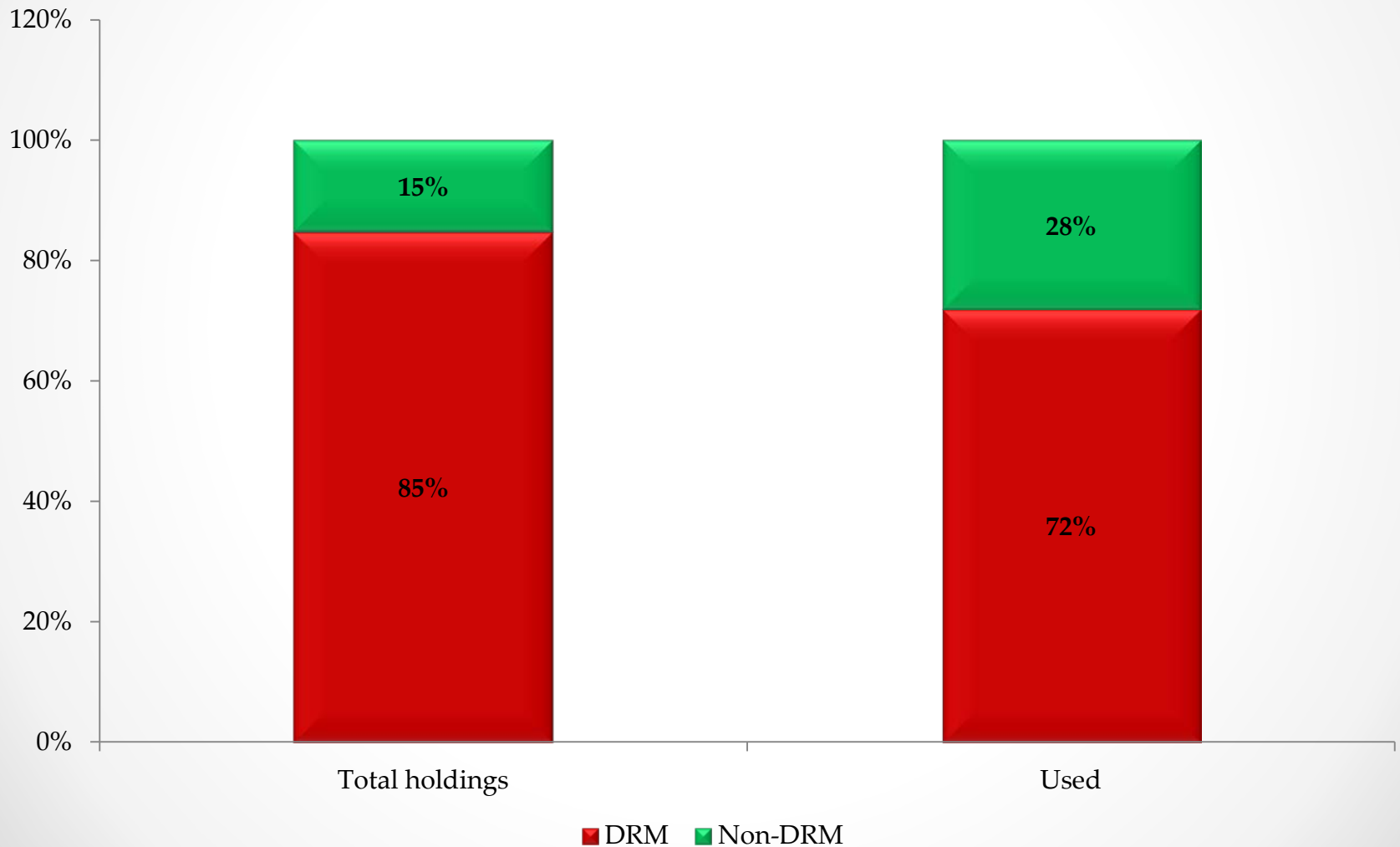
Proportion of DRM vs. non-DRM e-books *holdings* per subject



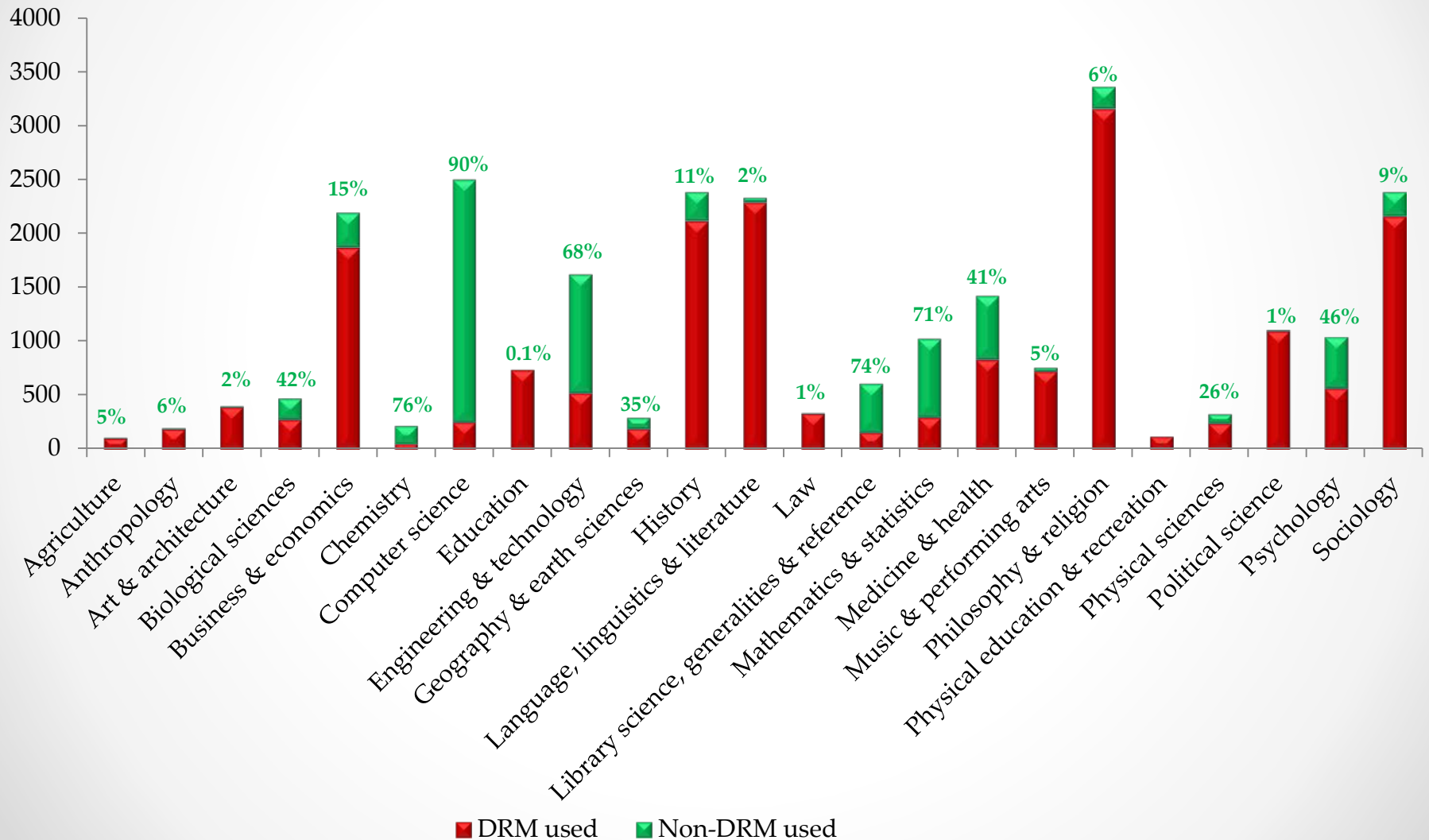
■ DRM ■ Non-DRM



Proportion of *used* DRM vs. non-DRM e-book titles



Proportion of *used* DRM vs. non-DRM e-book titles per subject



What does this result mean?

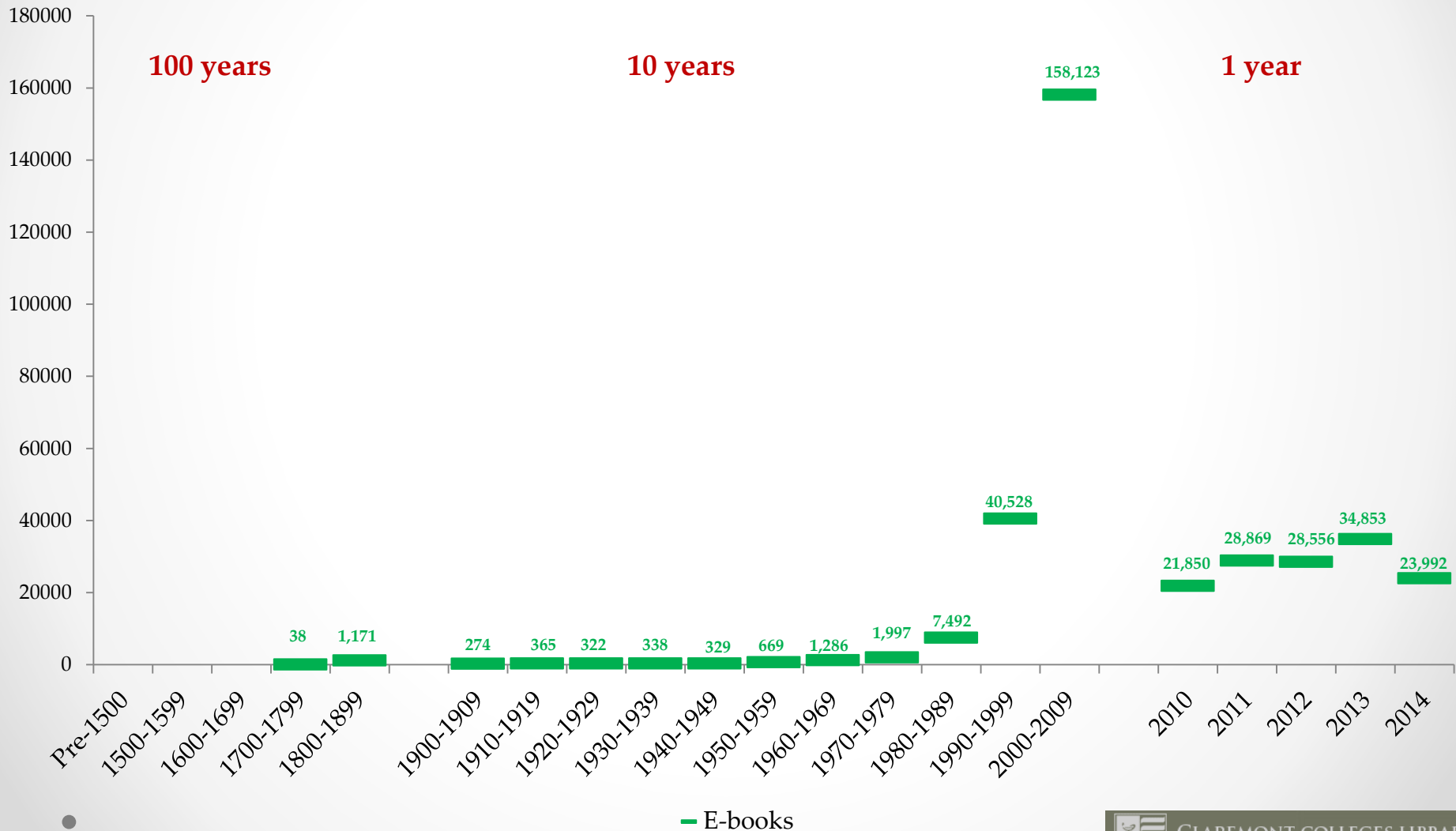


<http://office.microsoft.com/en-ca/images>

- Non-DRM e-books represent bigger proportion of *used titles* than they do of *all titles*, except in history (non-DRM history e-books are 13% of all holdings, and only 11% of all used titles)
- Non-DRM books are more desirable?
- Non-DRM books are easier to access?
- Non-DRM books are more easily discoverable?



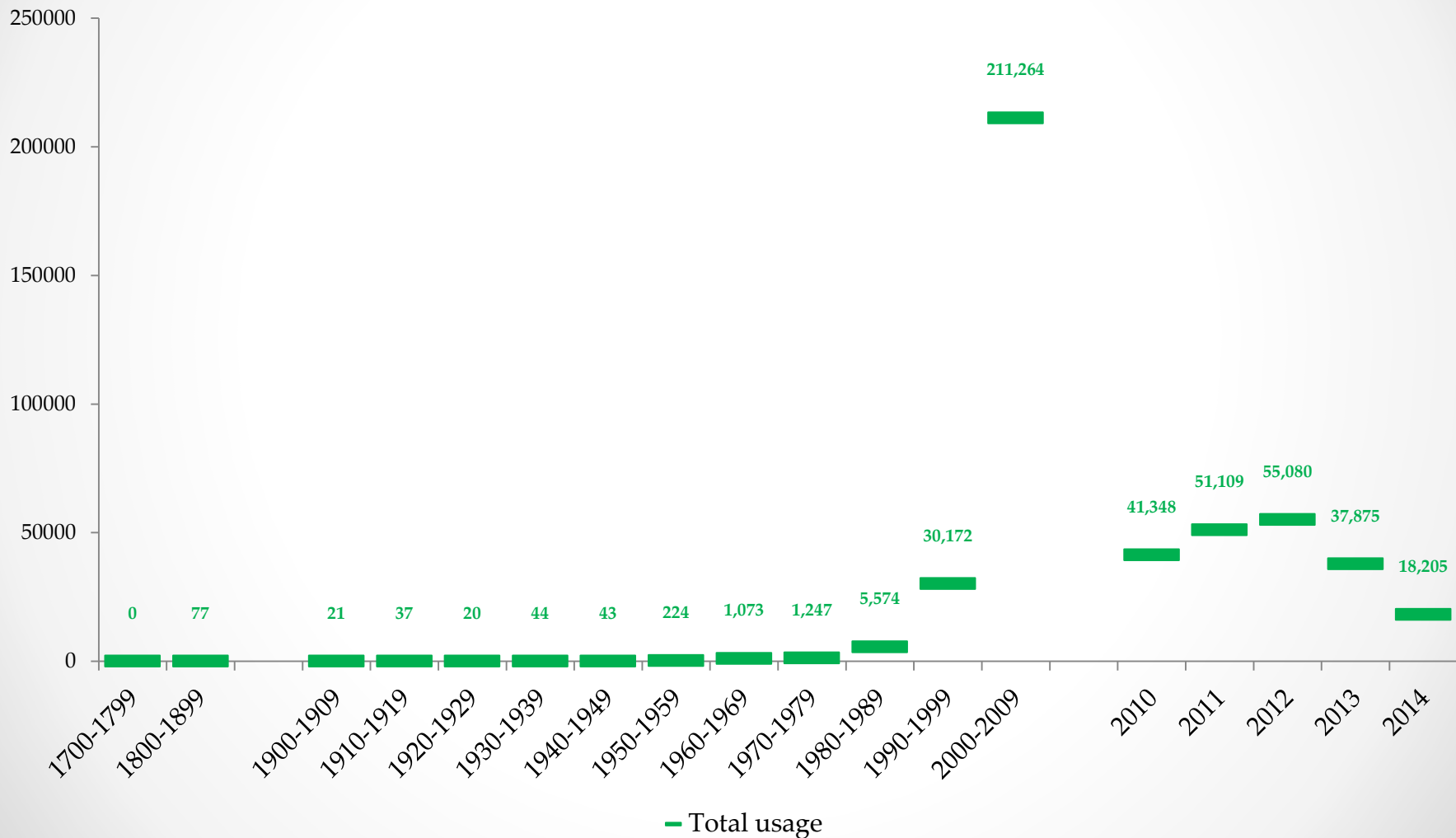
E-book *holdings* by publication year



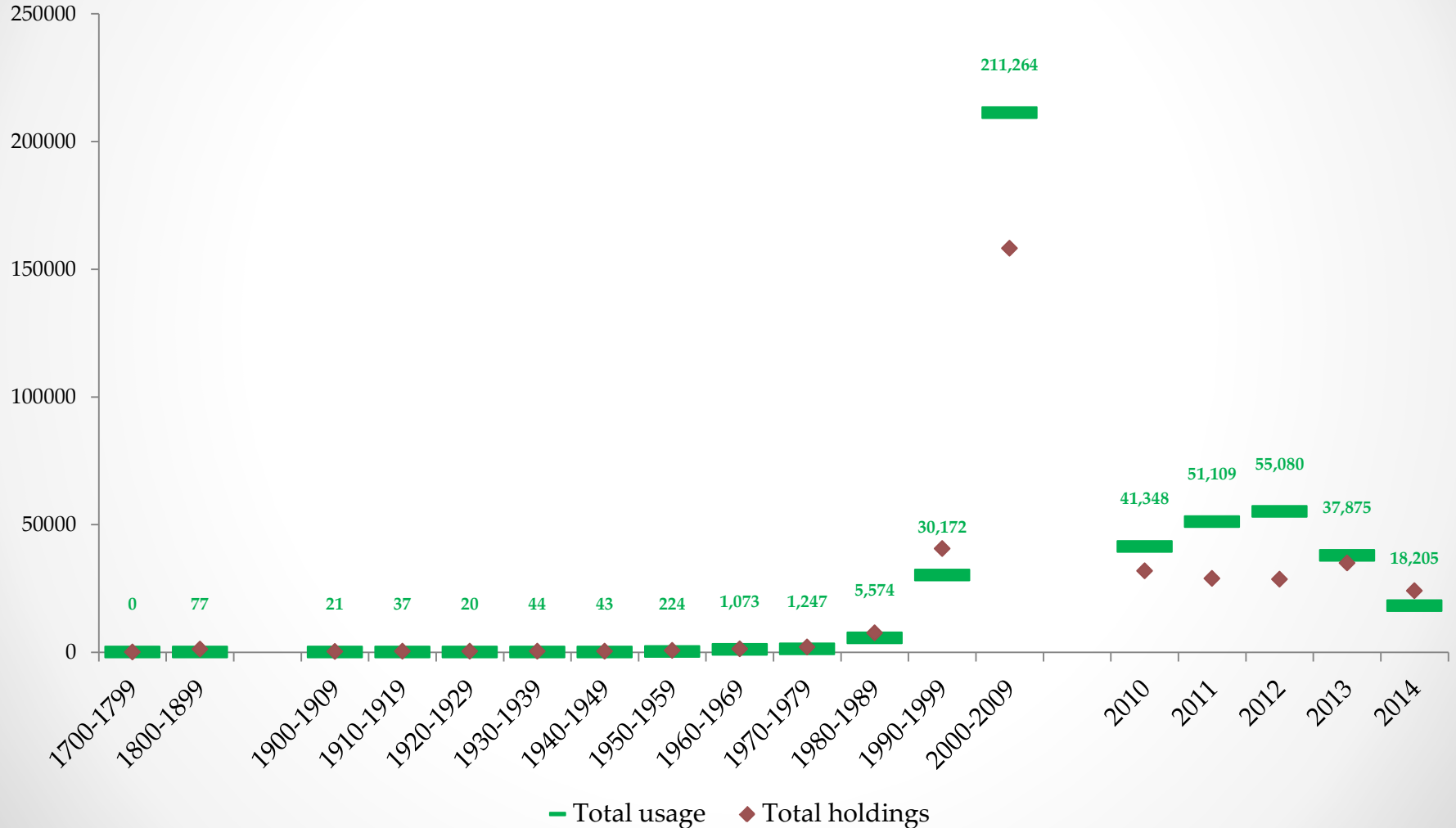
E-book *holdings* by publication year in context



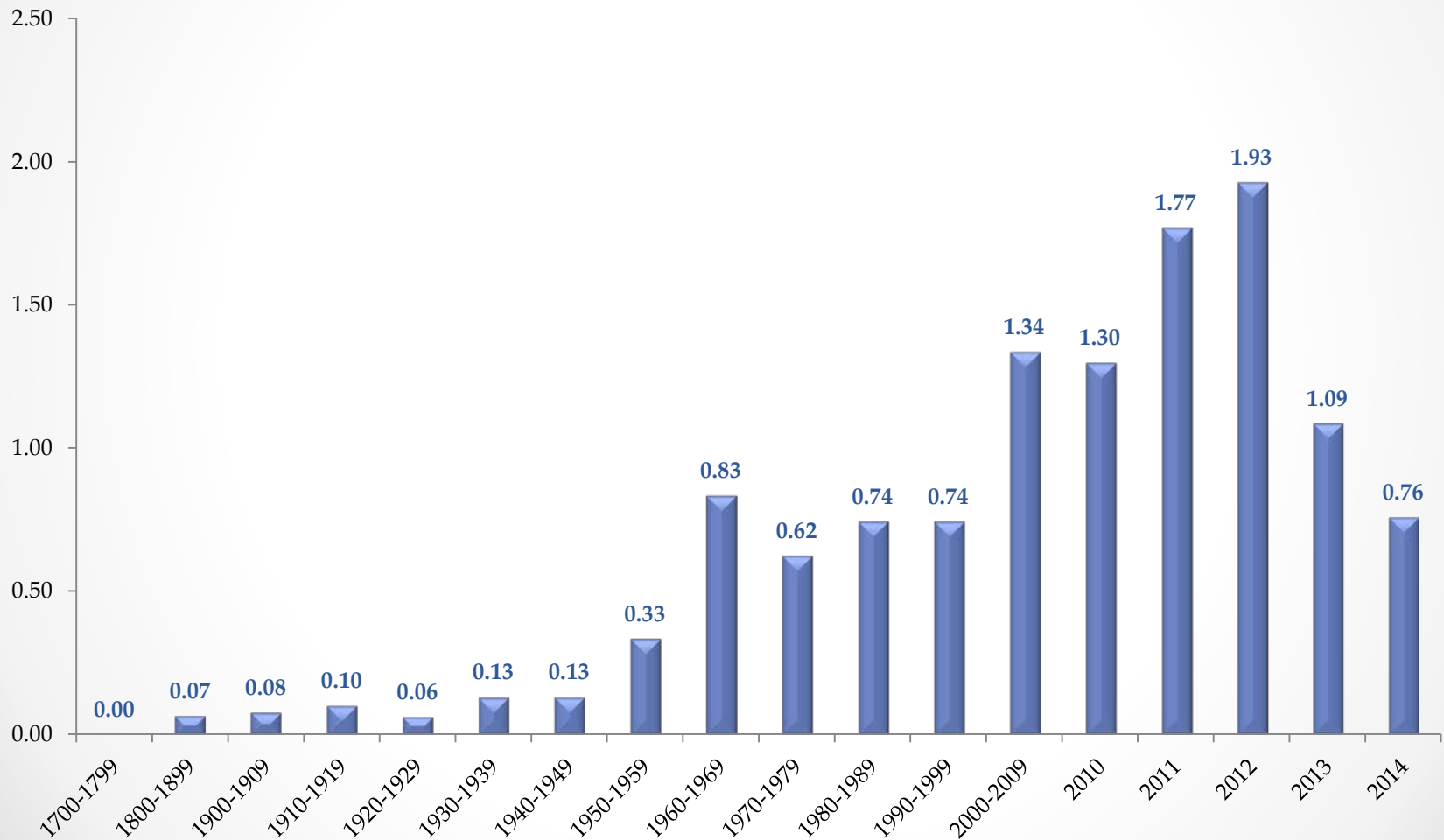
2014 e-book *usage stats* by publication year



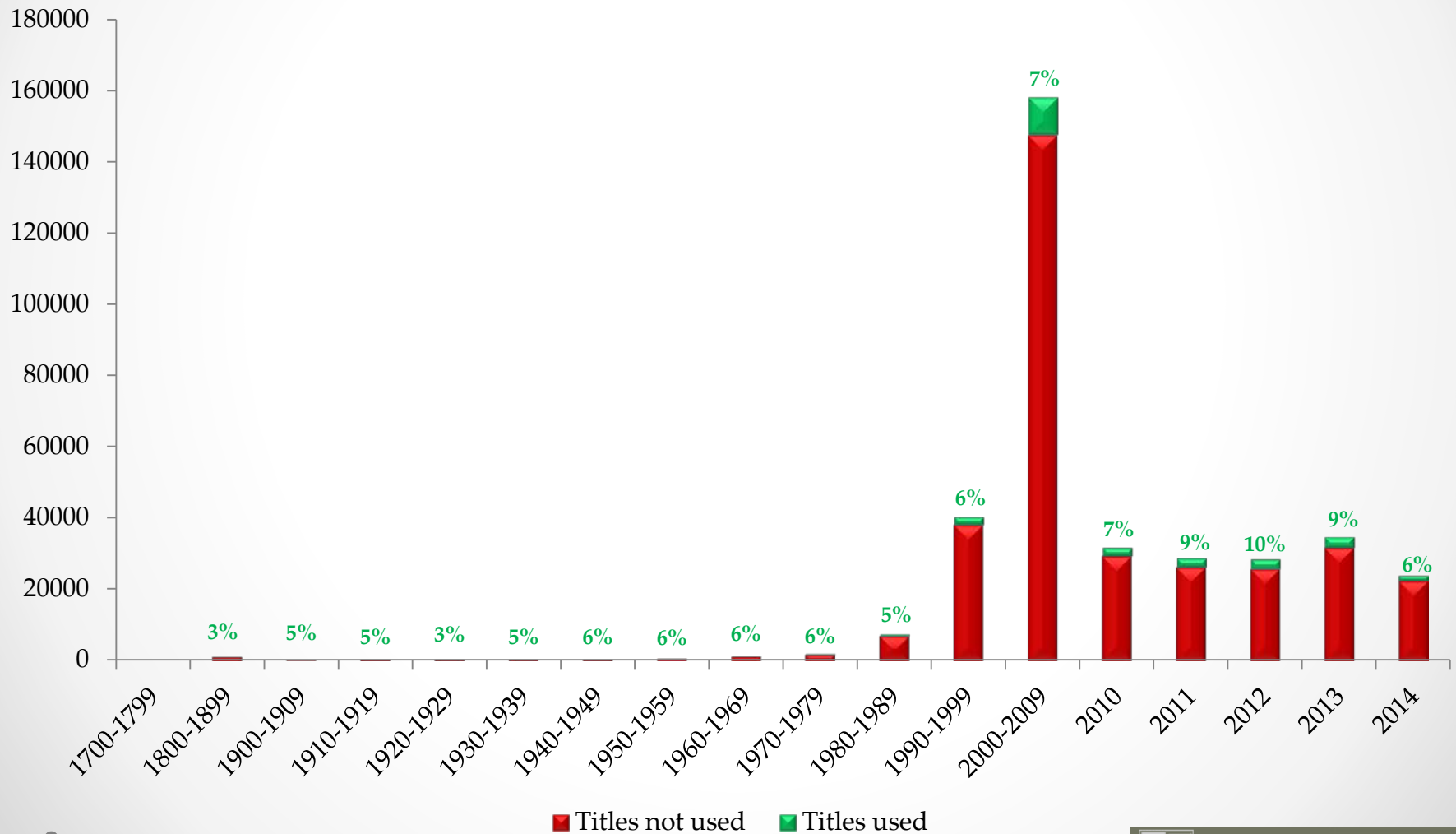
2014 e-book *usage stats* by publication year in context



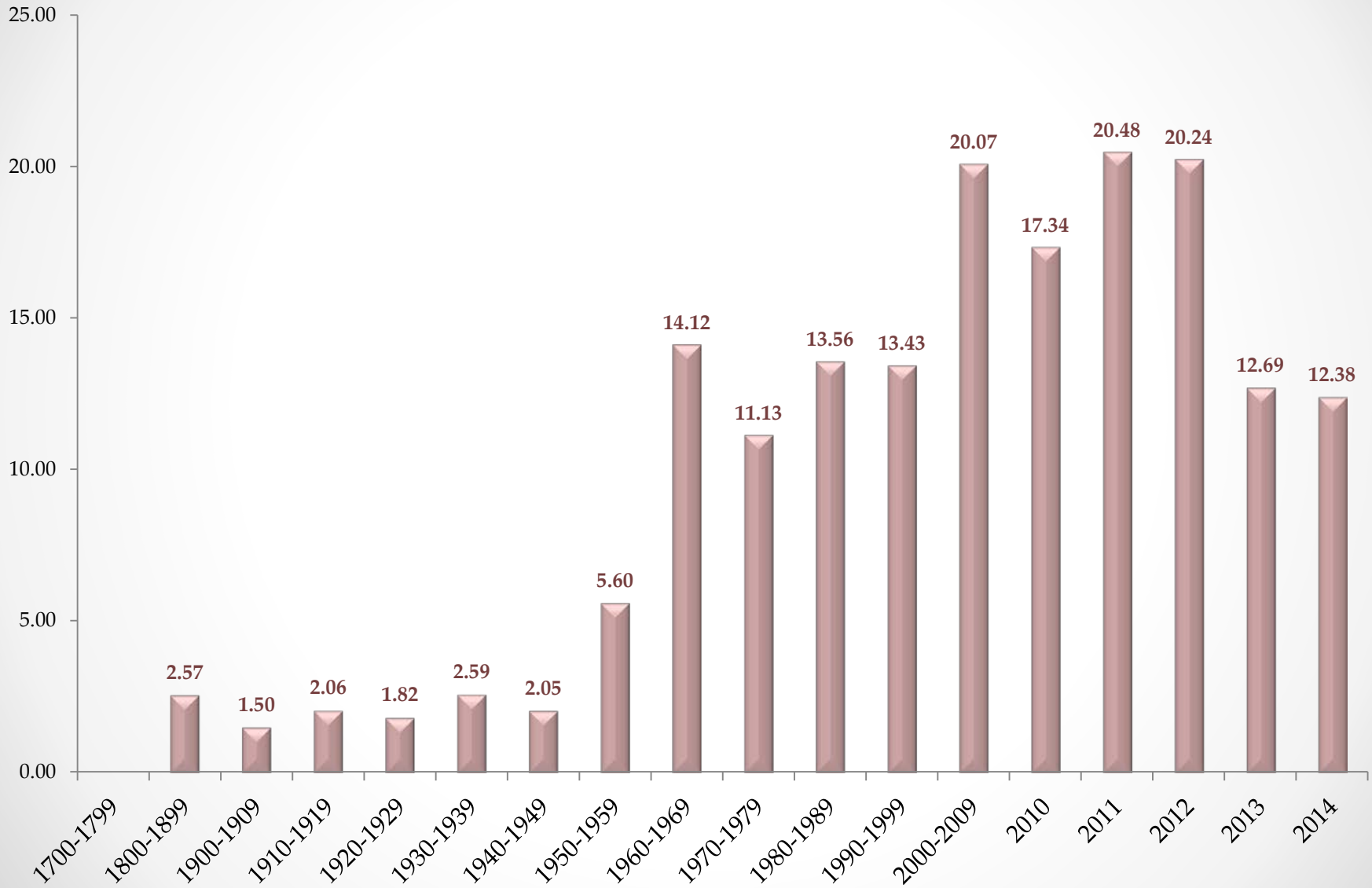
Average number of uses per *available title*



Percentage of available titles with usage in 2014



Average number of uses per *used* title

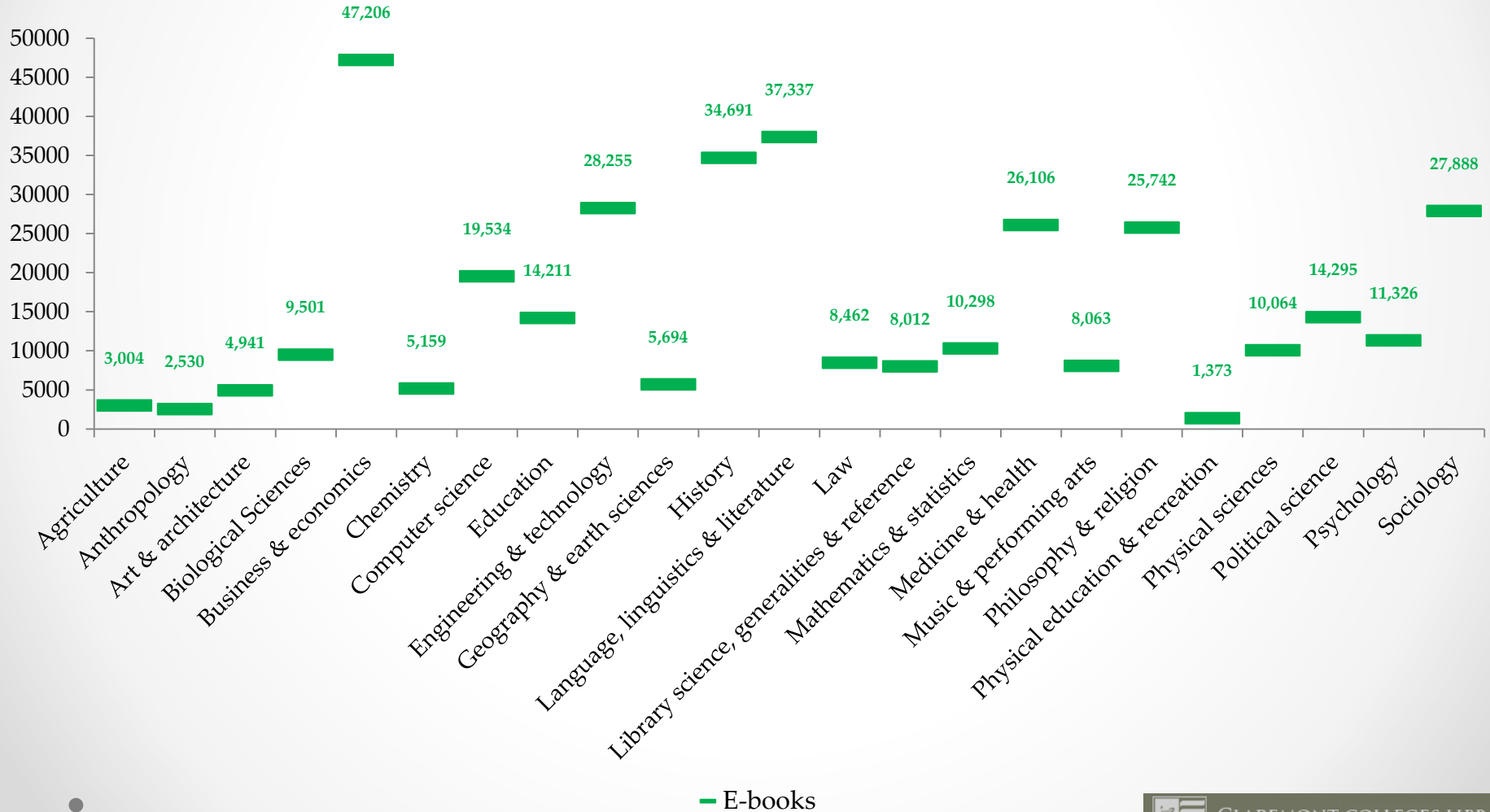


Takeaways from publication year analysis

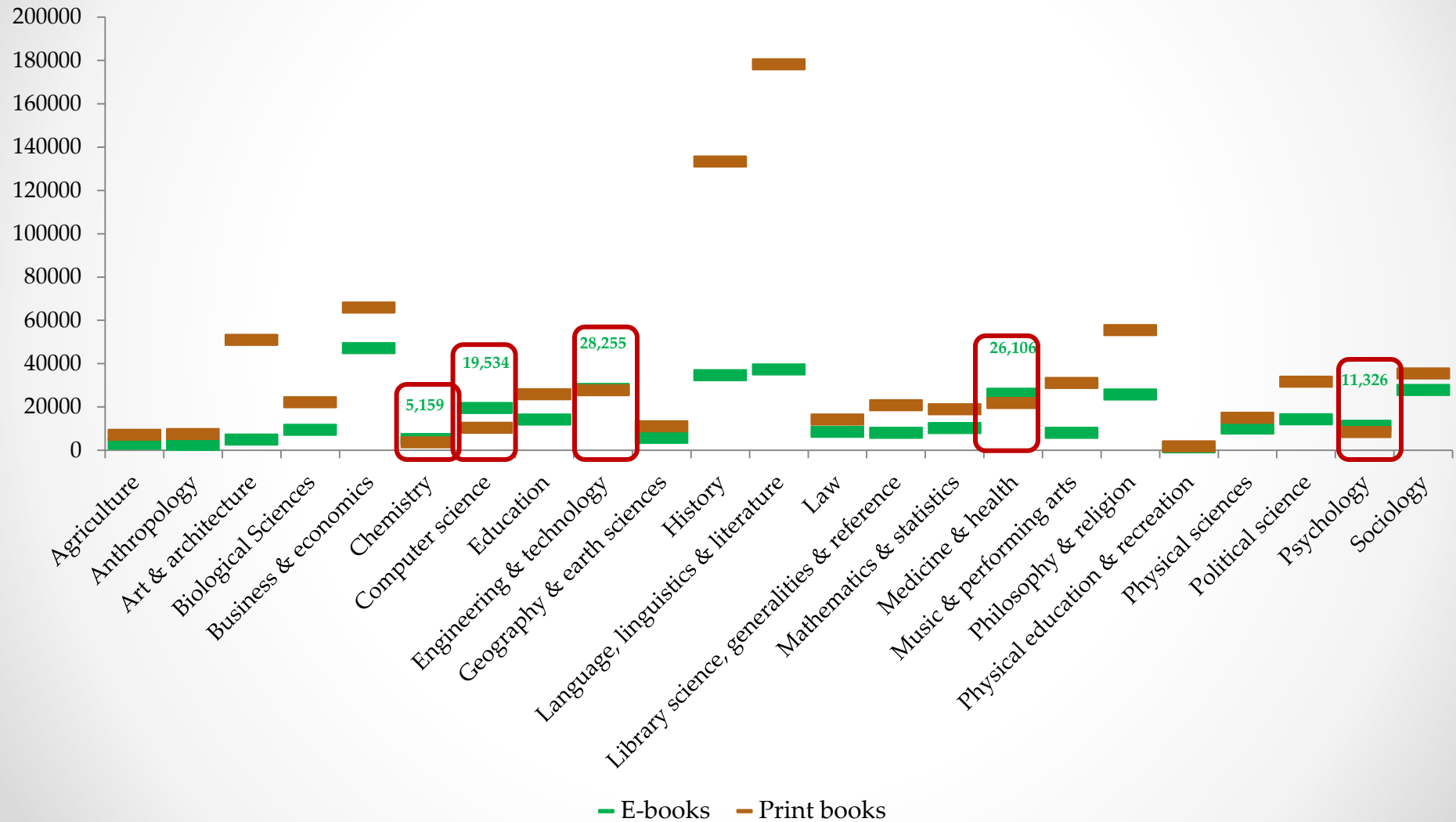
- It is essential to correlate titles lists to usage reports – to highlight the titles with zero usage
- E-book holdings are quite low through the end of 20th century publication year
- E-book publishing picks up in the 1990s and as of the early 2000s it surpasses print holdings
- The highest usage per title is observed in e-books published within the last 5-10 years
- E-books published between the 1960s and the 1990s however show significant usage as well



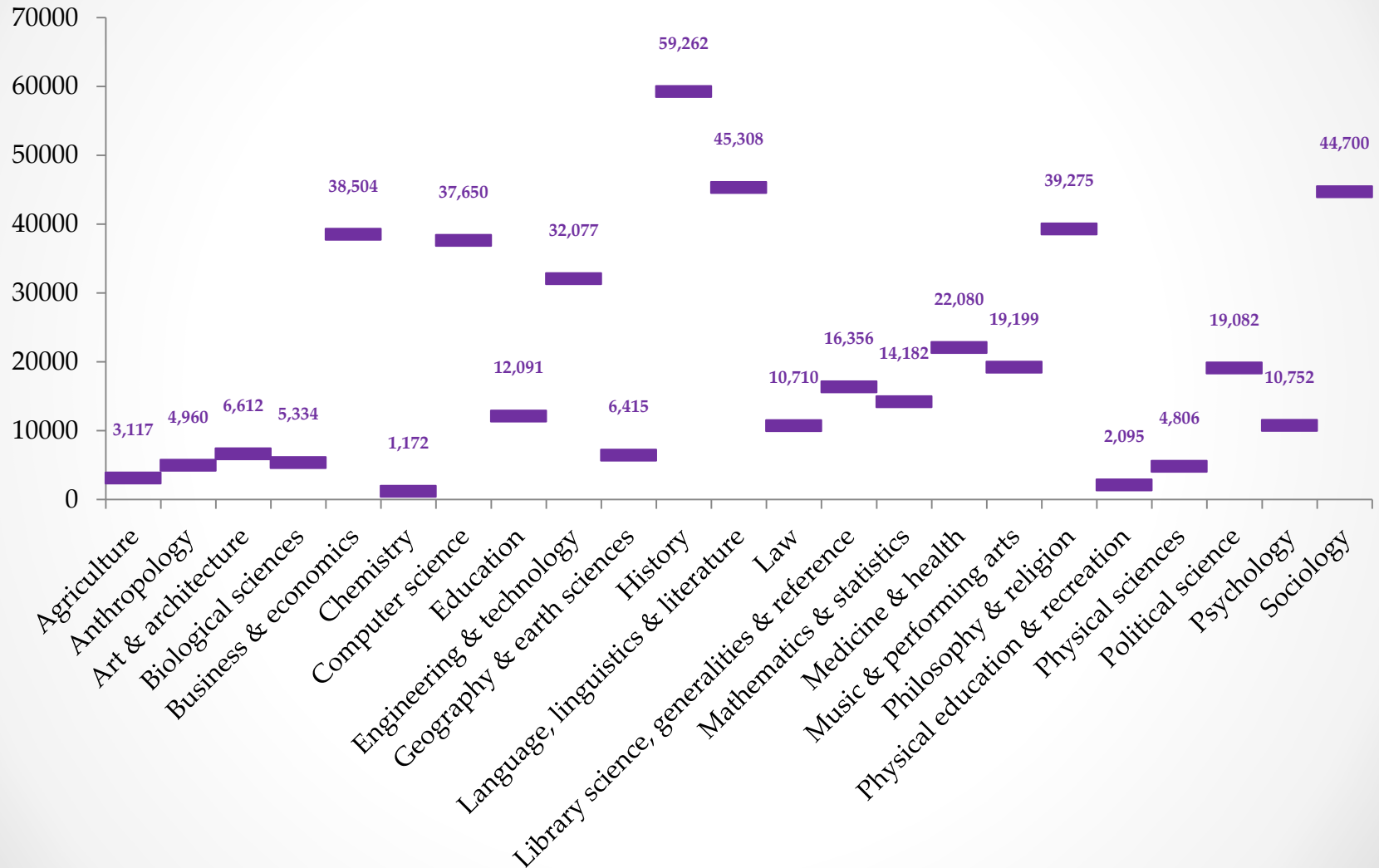
E-book *holdings* by subject



E-book *holdings* by subject in context



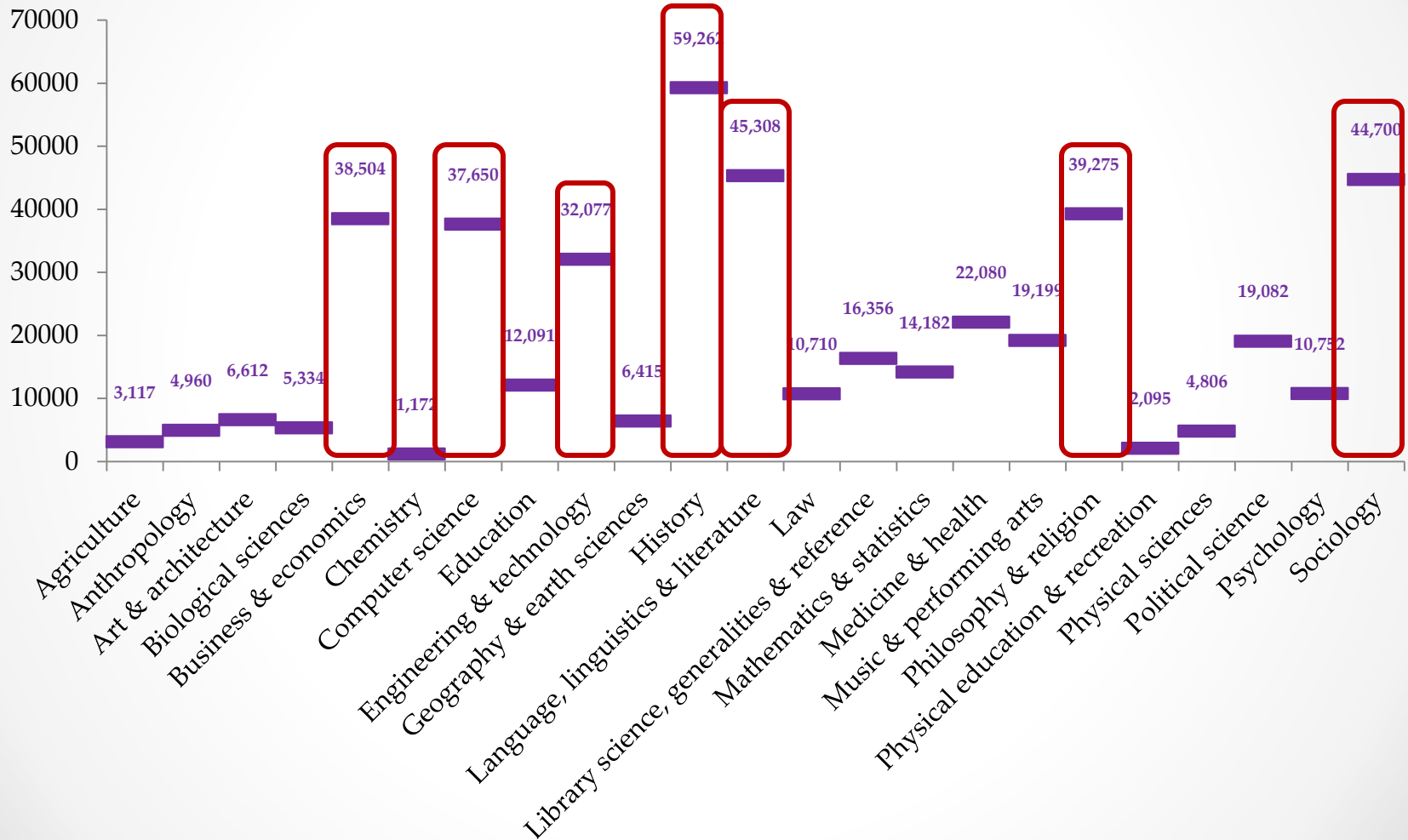
Total e-book *uses* per subject



— Uses



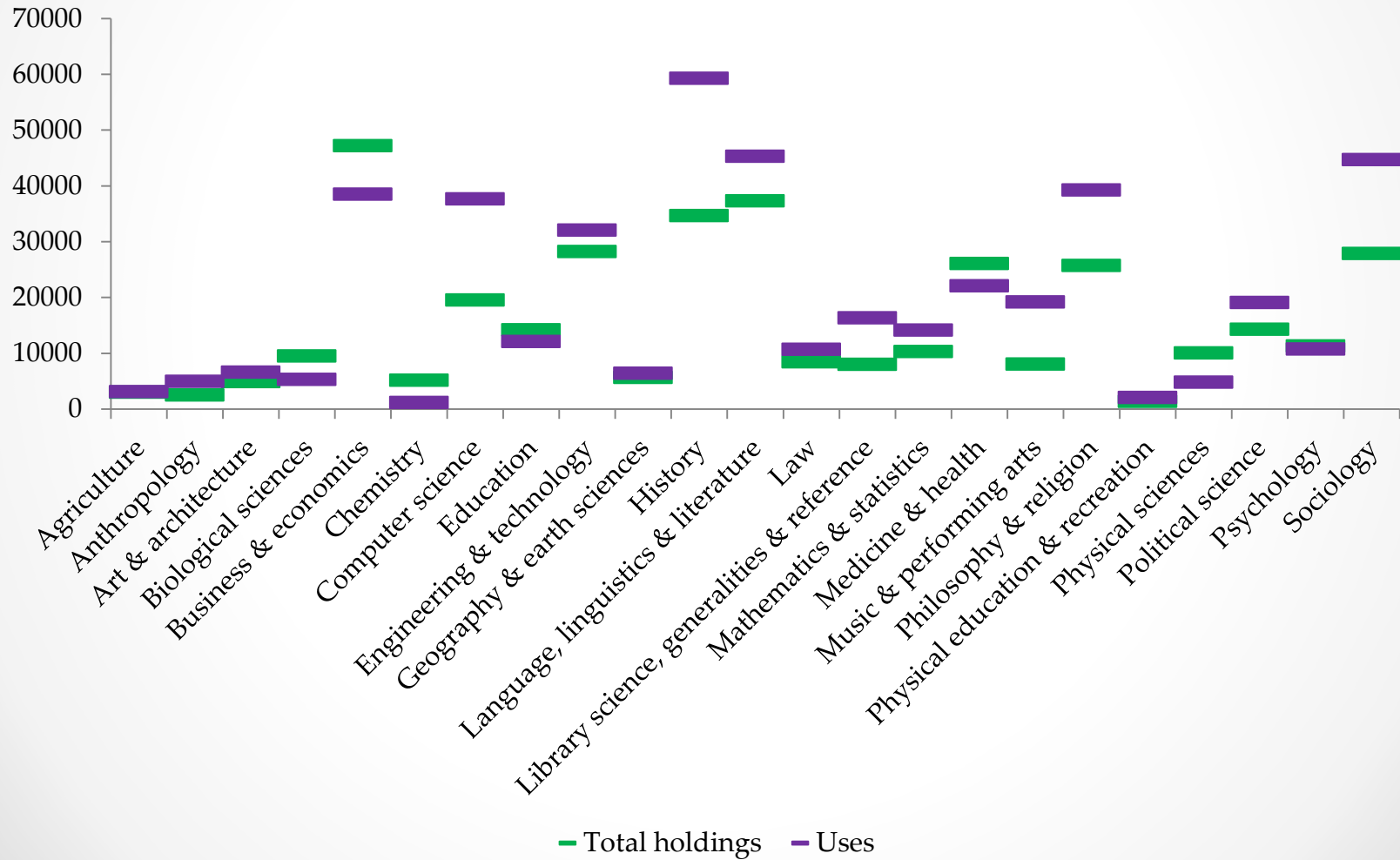
Total e-book *uses* per subject



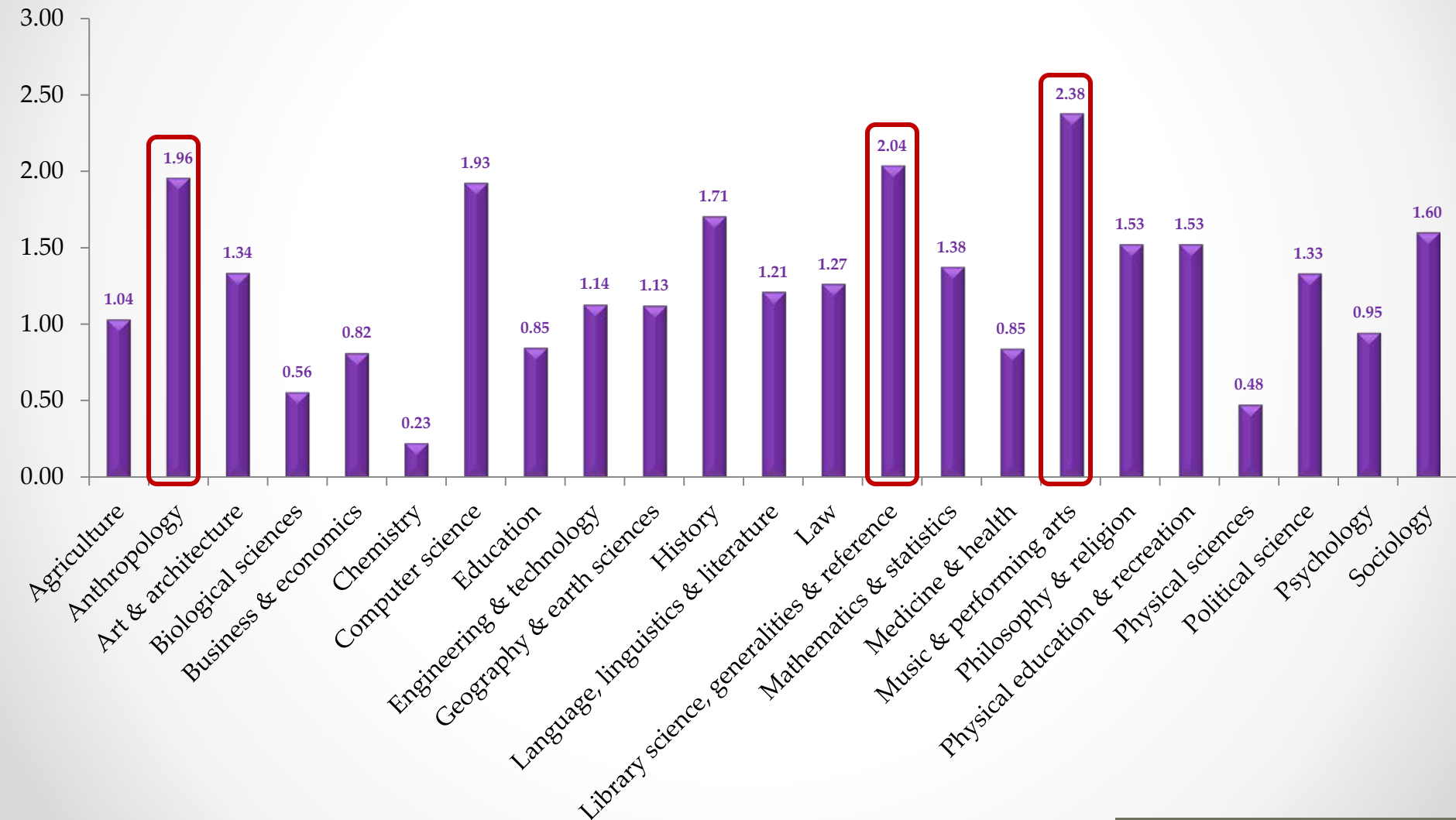
— Uses



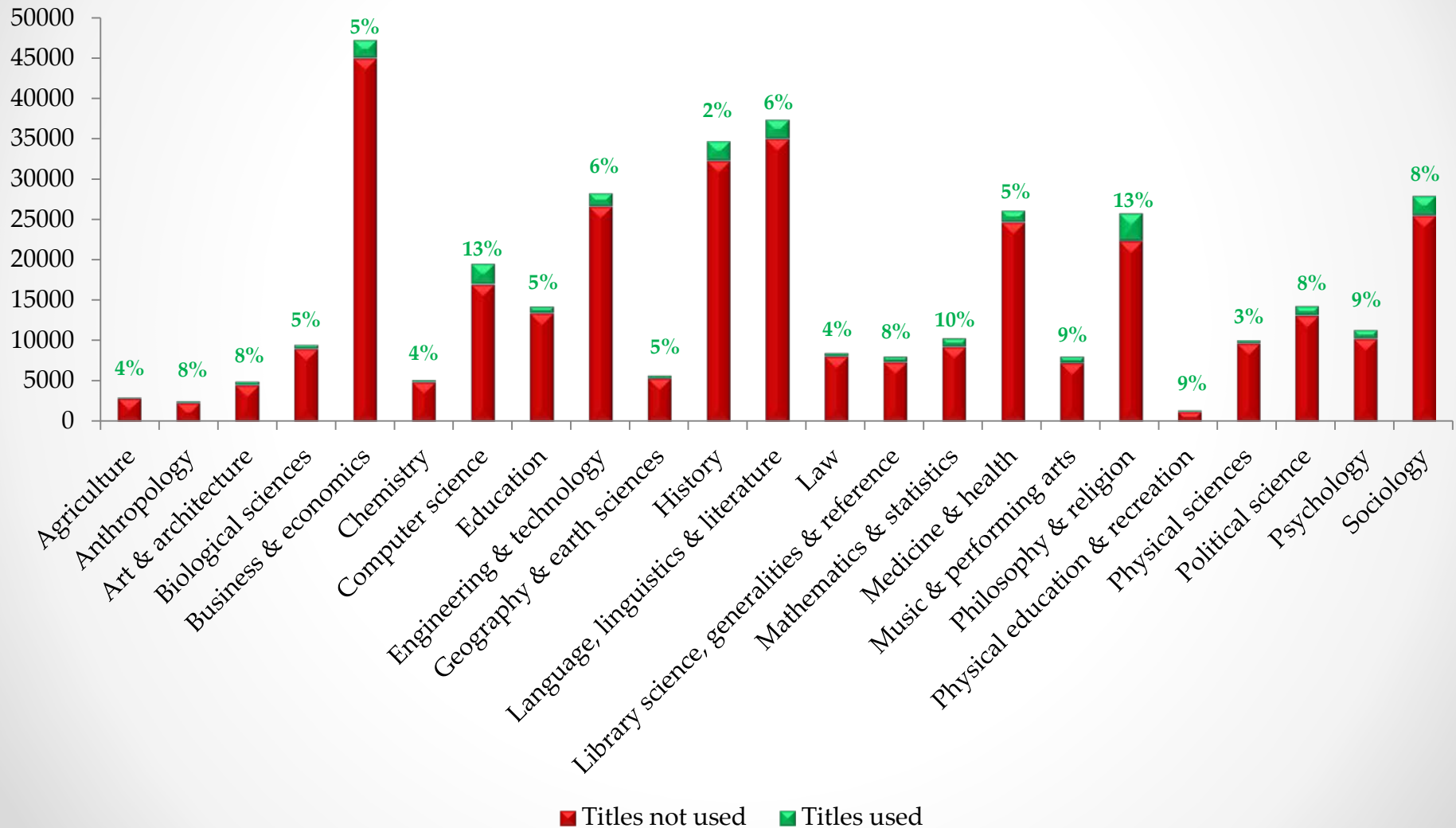
Total e-book *uses* per subject in context



Average number of uses per *available* e-title per subject



Percentage of available e-book titles with usage in 2014

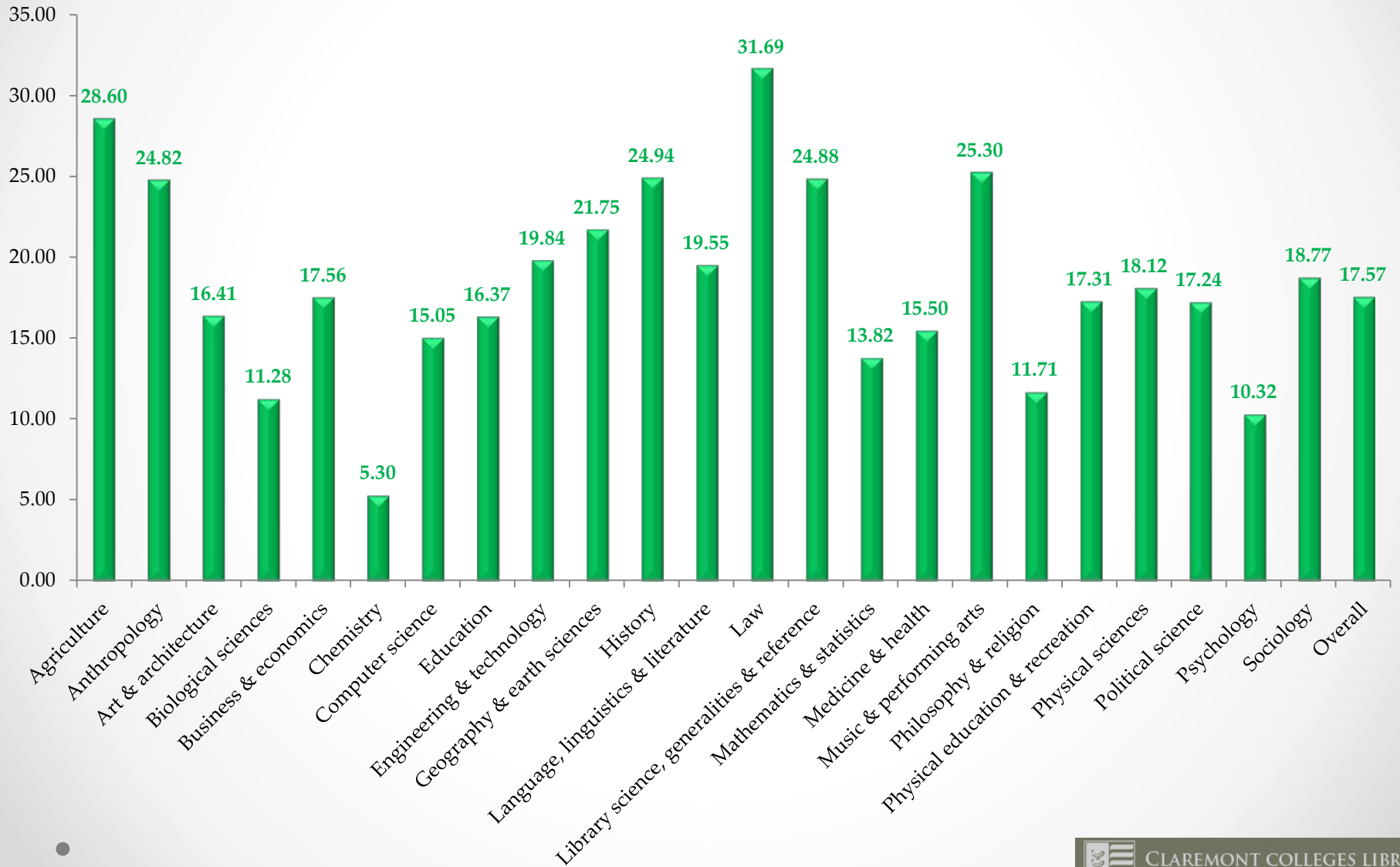


Broad usage vs. intensity

- The overall turnover of e-book titles is 1.25 – i.e. per average every available title has been used 1.25 times during 2014
- All of e-book usage in 2014 comes from only 7% of all available titles – per subject that number varies between 4% (agriculture, chemistry, and law) and 13% (philosophy & religion)



Average number of uses per used e-book title per subject



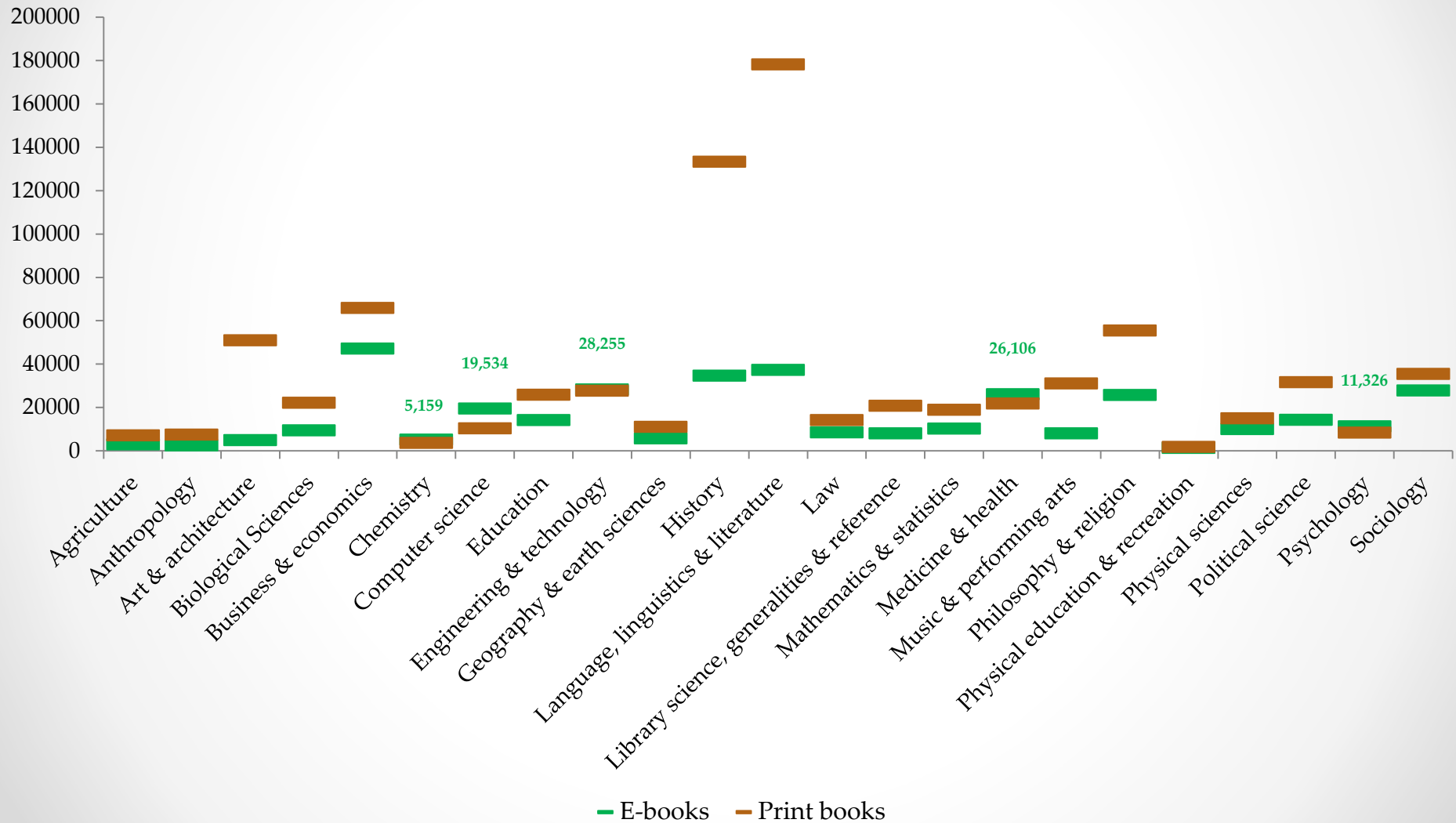
Most and least used titles

- Reference (dictionary) - 9,428 uses
- Language, linguistics, & literature book – 3,899 uses
- Education book – 2,652 uses
- Sociology title – 2,506 uses
- History title – 2,359 uses

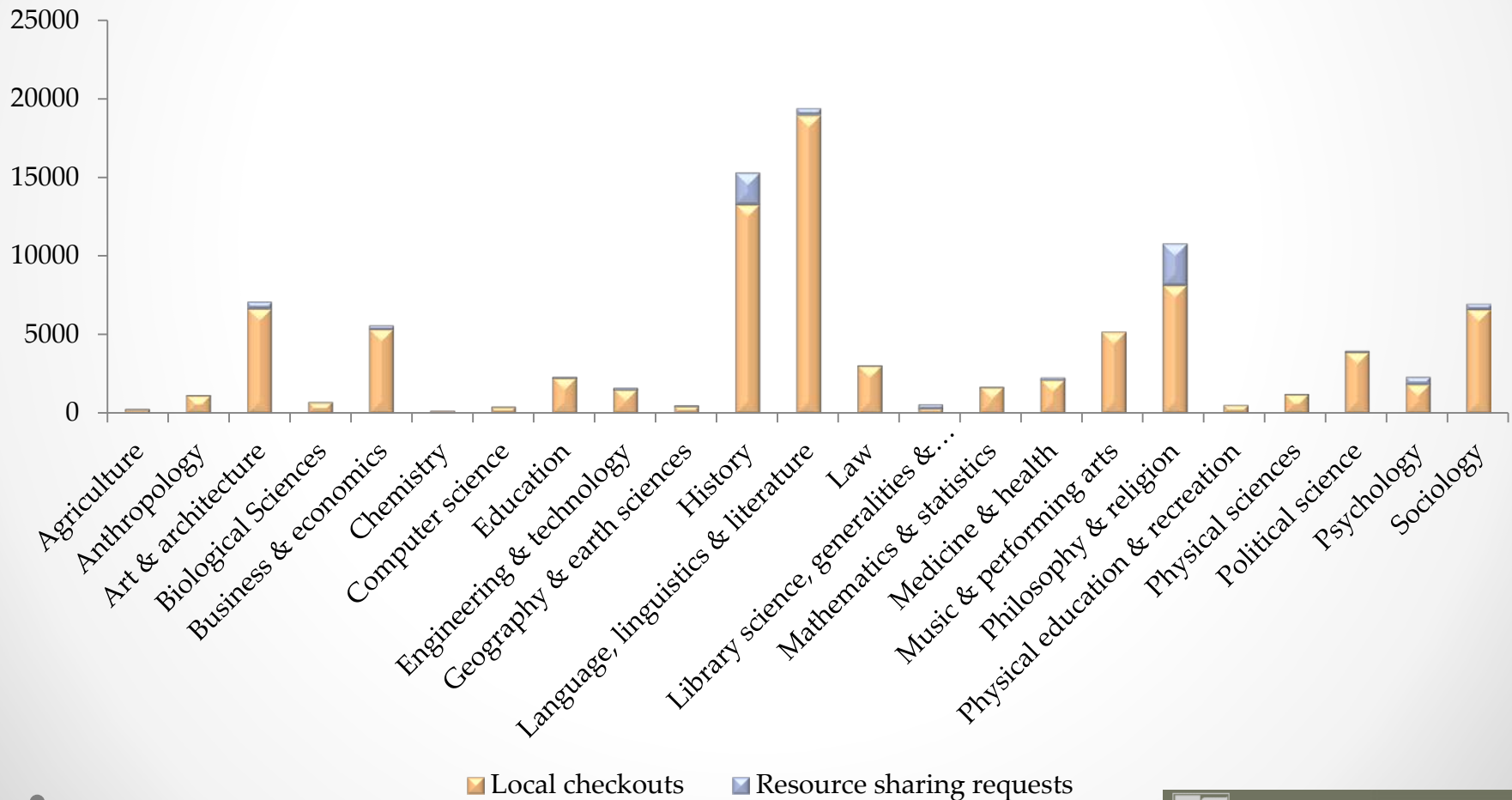
- Geography & earth sciences – 632 uses
- Physical sciences – 466 uses
- Physical education & recreation – 377 uses
- Mathematics & statistics – 308 uses
- Chemistry - 57 uses



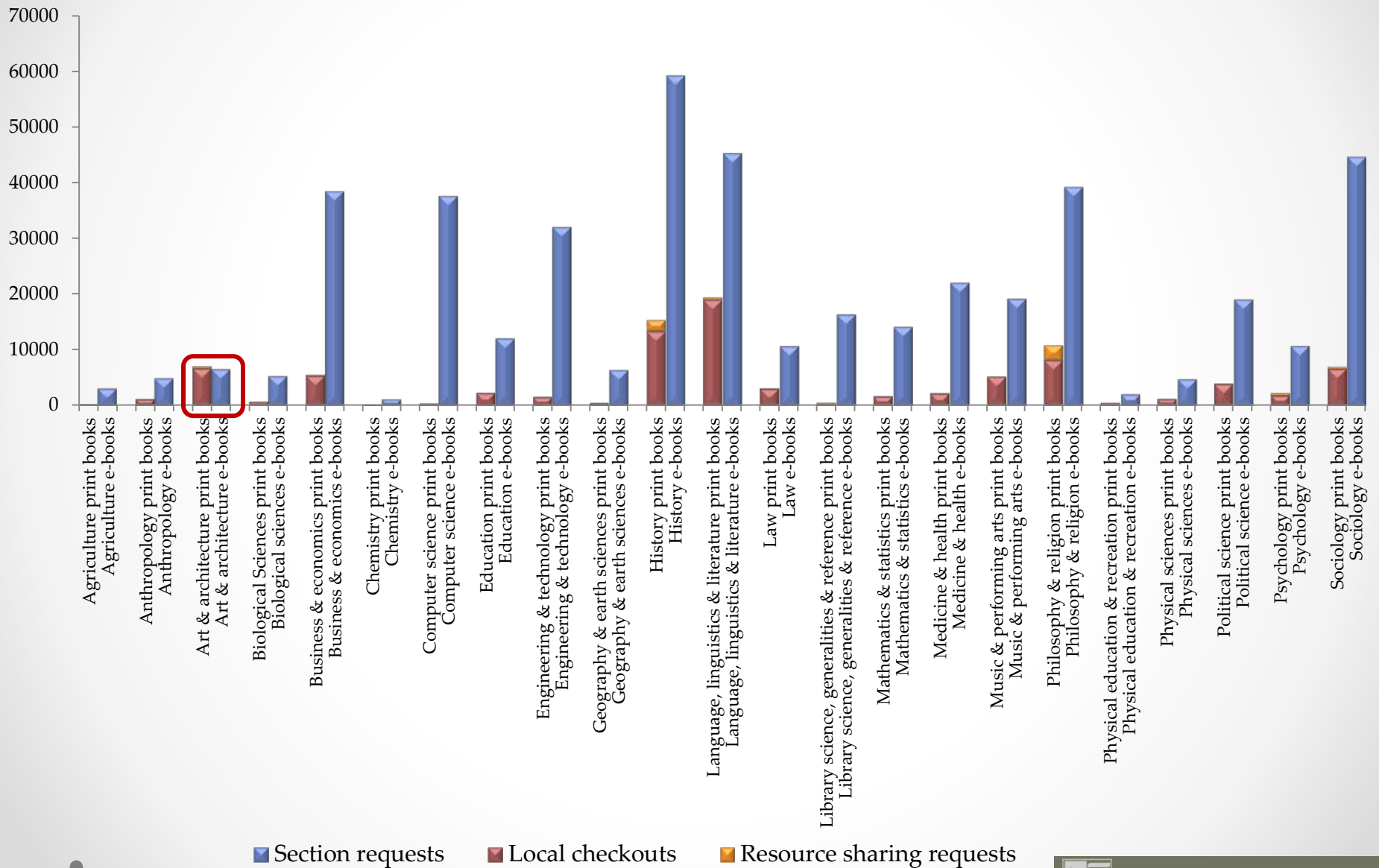
E-book vs. print books holdings by subject



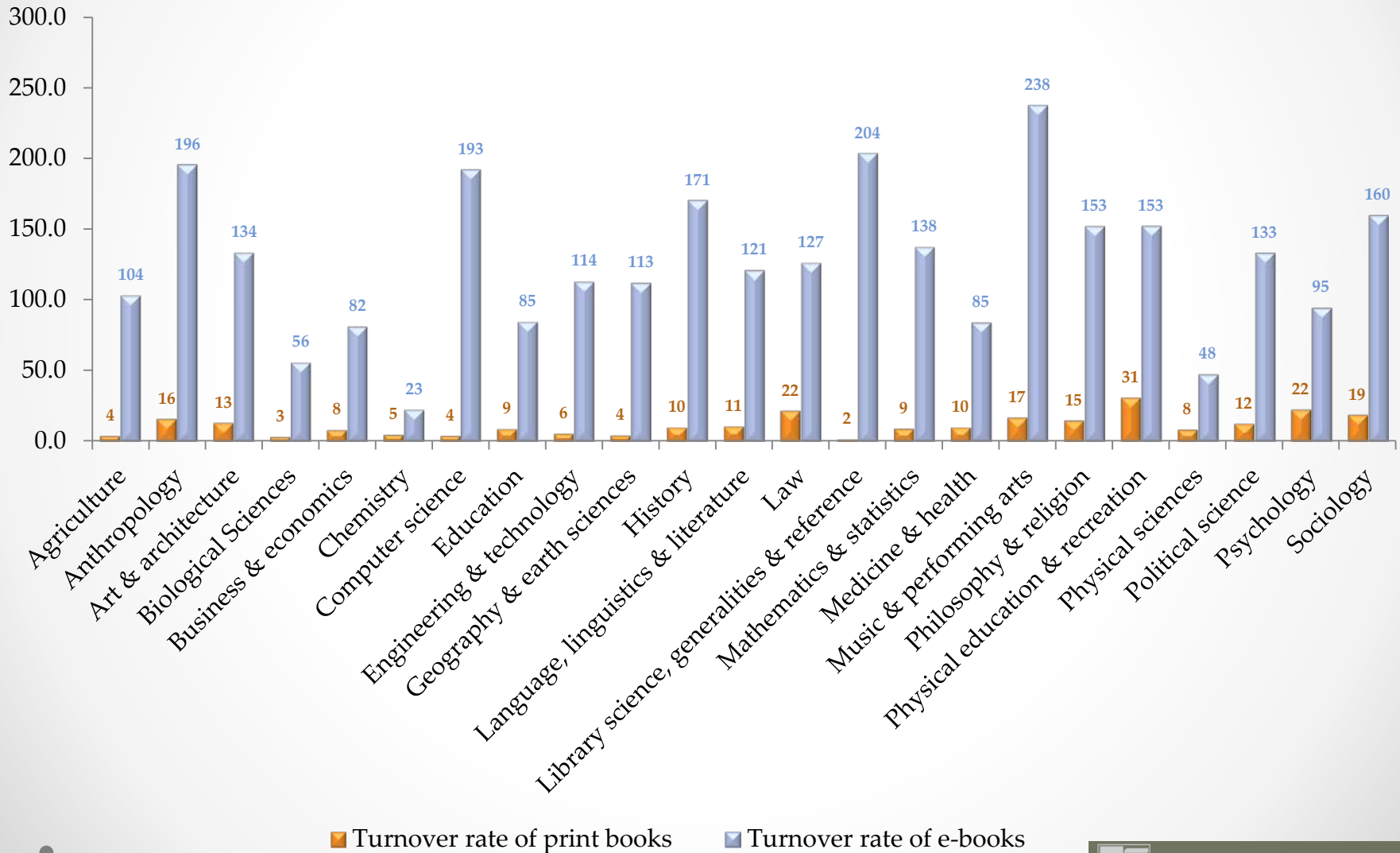
Print books circulation during 2014, including borrowed via resource sharing



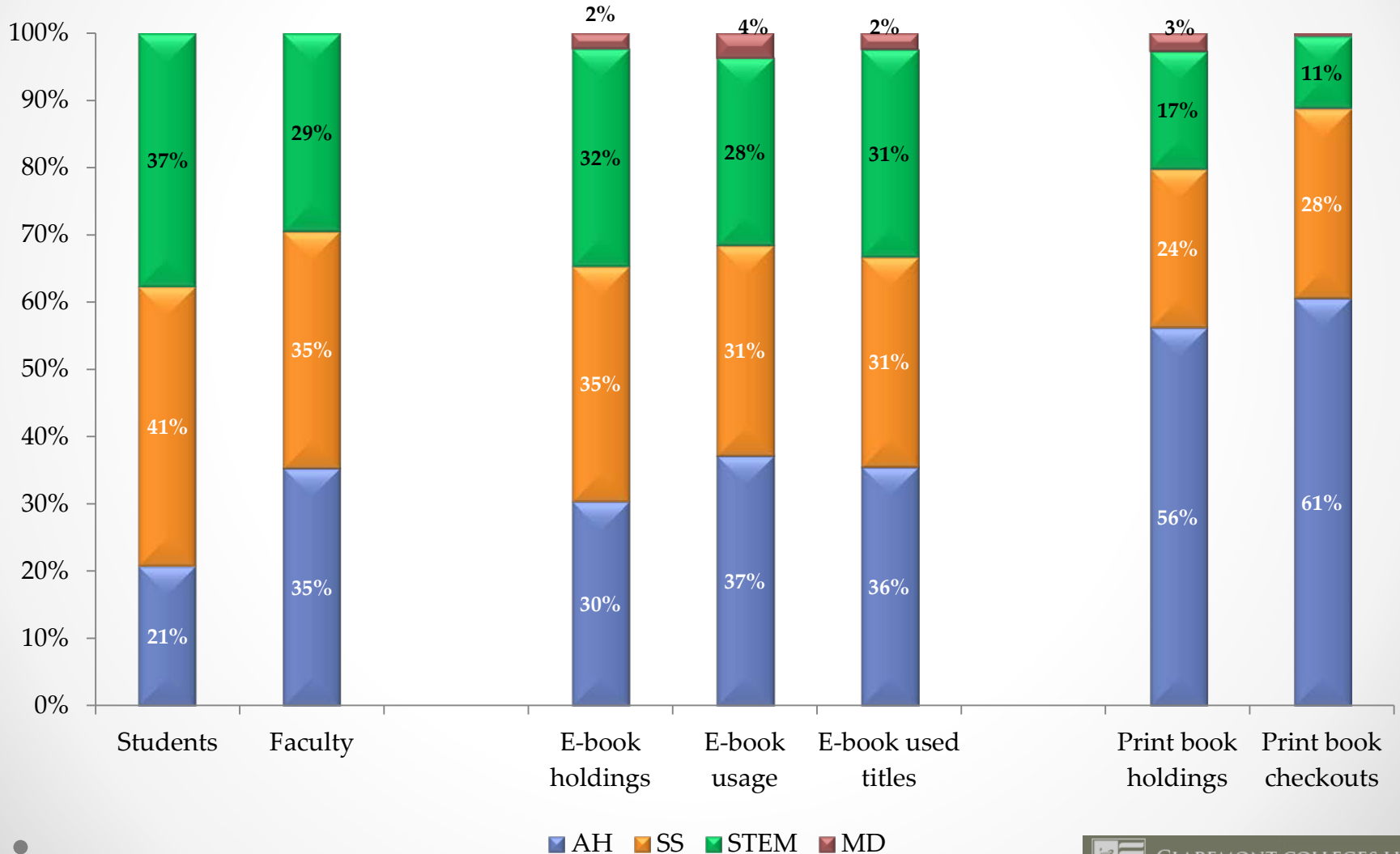
E-book usage compared to print usage



Average number of uses per 100 available titles



Book holdings and usage statistics vs. user distribution per discipline



THANK YOU!

QUESTIONS?

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