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### E-book Evolution: The New Chapter of Electronic Resources

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# **eBook Evolution:**

new chapter of electronic resources

# eBook Evolution



**Predicted:**  
**\$25 billion** → **50+%**



**Actual:**  
**\$12 million** → **0.5%**

# eBook Evolution

*eBooks seem simultaneously  
dead and the wave of the  
future.*

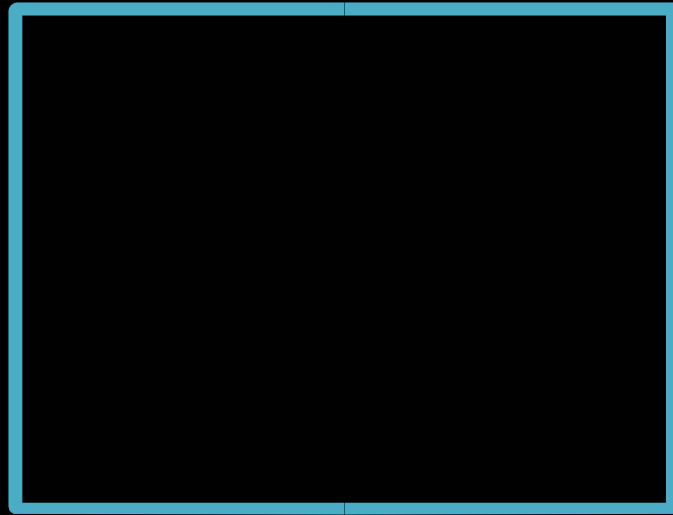
- John Mutter, 2005

# Questions

- Should we be buying eBooks?
- Is there an interest in eBooks?
- Why is the industry moving so slowly?  
Software? Hardware?

# Perceptions

# What is an eBook?



# Print or Electronic?







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# Perceptions

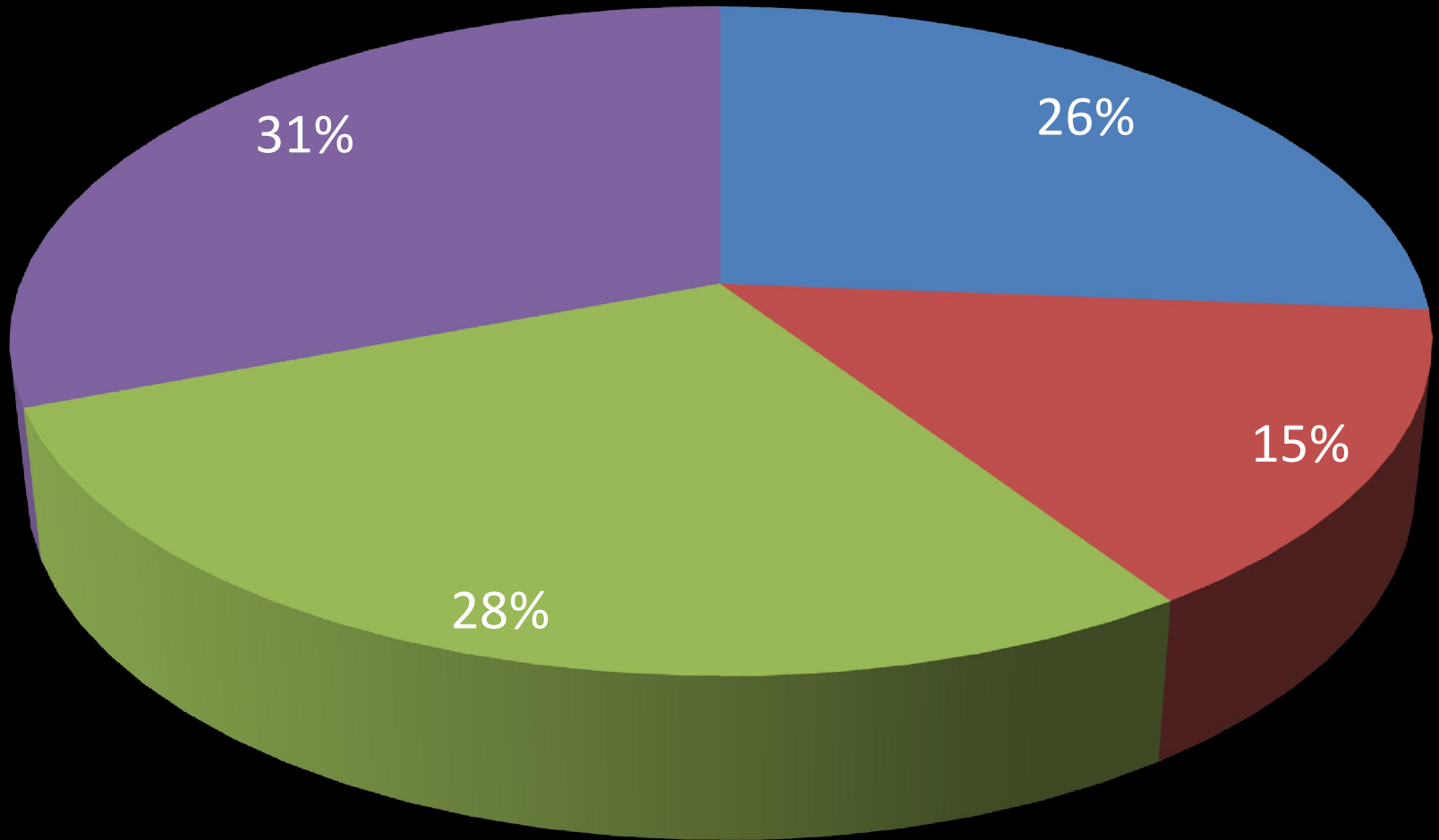
*I hate using them and so do most of our students.*

Librarian response to *Informal eBook Survey for 2006 Charleston Conference*

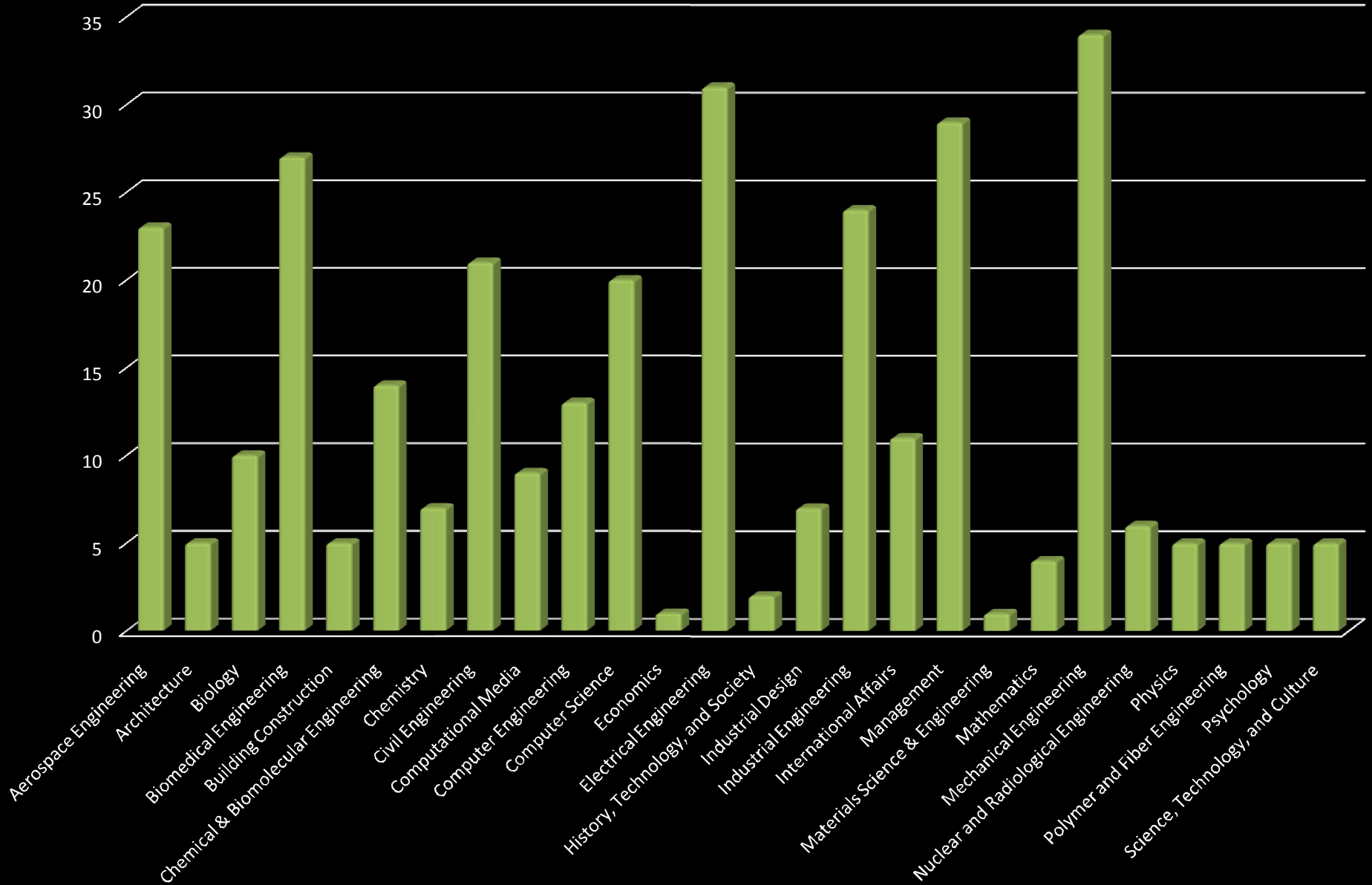


# Students by Year:

■ Freshman ■ Sophomore ■ Junior ■ Senior



# Students by Major:



■ Students



# Perceptions

**6** out of **7** users would choose eBooks over print for accomplishing their schoolwork

**1** out of **7** preferred eBooks for leisure reading

# Perceptions

*“For fun I want to sit back in a chair and read.  
A computer is not for pleasure!”*

*“Using eBooks is faster, you can save notes and  
refer to other books.”*

*“When doing research I like to have the print book next to  
me so I can write using the computer. I don’t like having  
to read and write using the same screen. It is hard to  
go back and forth between windows.”*

Student responses recorded during an eBooks usability test, March 1, 2007



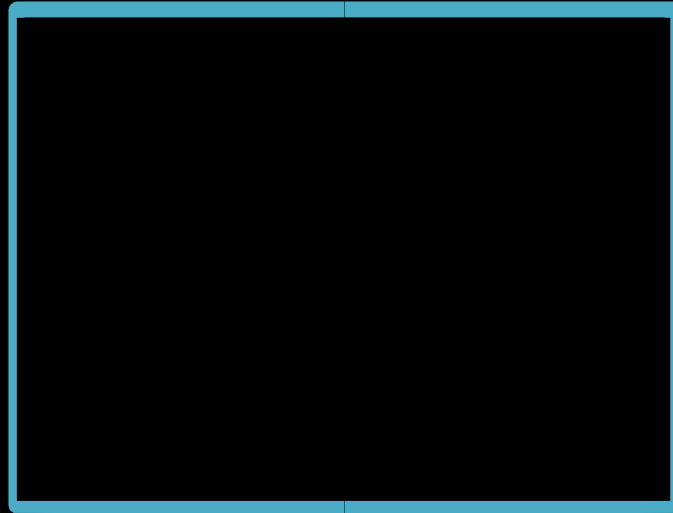


themselves, as best they could, among these dilapidated ruins, and have taken up their dwellings in the midst of mosques, baths, ramparts and tombs, the shapeless and mutilated remains of the past. On this spot once rose a fortress; its fallen towers may yet be counted, and the double trench with which it was surrounded is clearly traceable. A bath and a mosque, which must have been magnificent, are still erect, though injured by time: in the latter edifice, the gates of which are beautifully sculptured, public worship is even now carried on. The principal external feature of this building is a set of columns, covered with arabesque and inscriptions, while in the interior the eye is attracted by six elegant pillars, supporting the vaulted roof and the sanctuary, in which the moullah stands. The whole mosque is one of the most elegant and diversified specimens of the Oriental style. With some attention you may still detect traces of the delicate, and at the same time brilliant tints in which the light ornamental work was painted. Starai-Krim possesses also its khourgans, the steady and irreprouchable witnesses of an origin long prior to the Tatar conquest. They were broken open by the conquerors, and since then they have remained closed. Their treasures, if ever they contained any, are lost. These conical mounds contained, as the specimens before us showed beyond a doubt, a sort of vaulted cavity in masonry, or

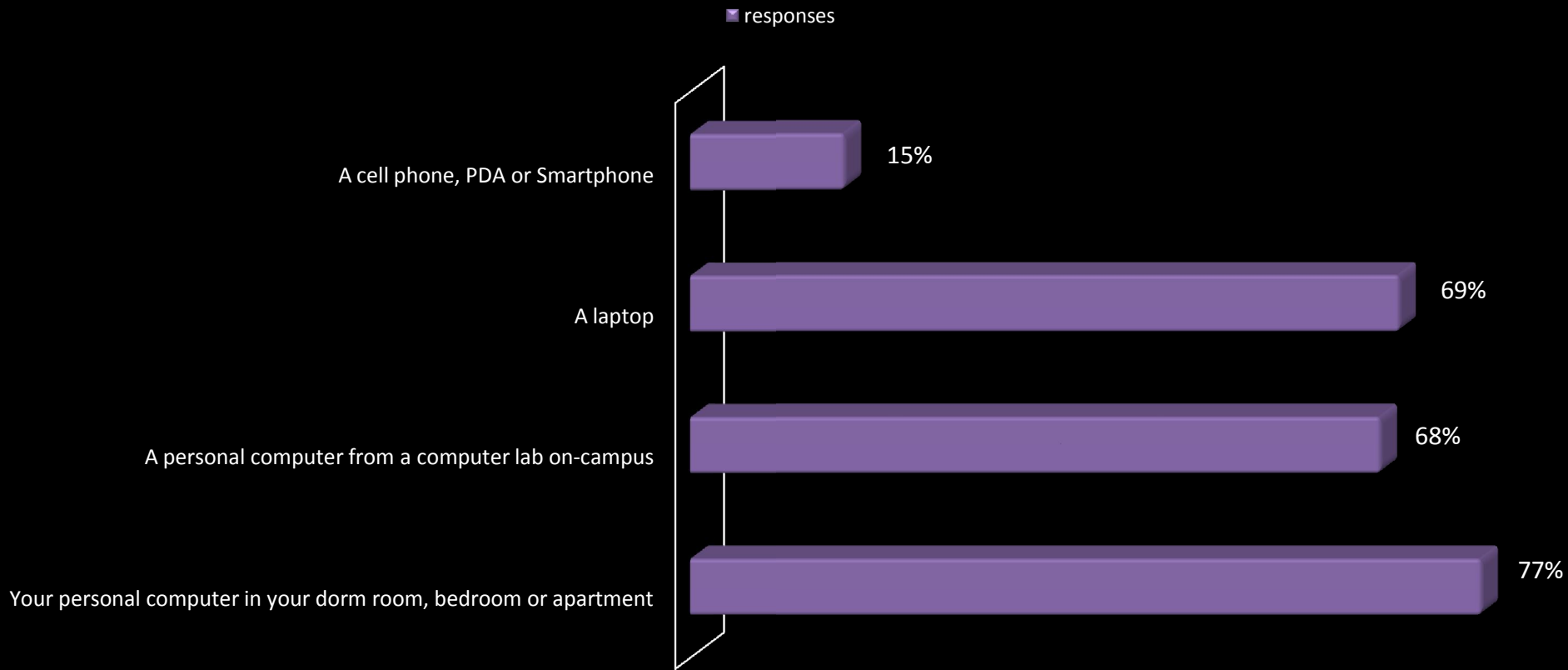
*“An eBook is not a device, it’s not a piece of software – it is the work in electronic form. How a publisher chooses to distribute that work and how a person decides to consume it is where the disparity begins.”*

- Andrew Pace, 2005

If eBooks were available on a portable device such as iPod would you be more likely to use them?



# Devices used to get information:



# Standards

- IDPF eBook Users Survey 2006
  - Interoperability
  - Proprietary formats
  - Restricted use



# Standards & DRM

*Get rid of DRM the whole point of eBooks is you can read them anywhere and carry each and every one on any device you own. Closed formats and DRM are preventing that. I didn't have to put up with that with paper books. So why do I have to now?*

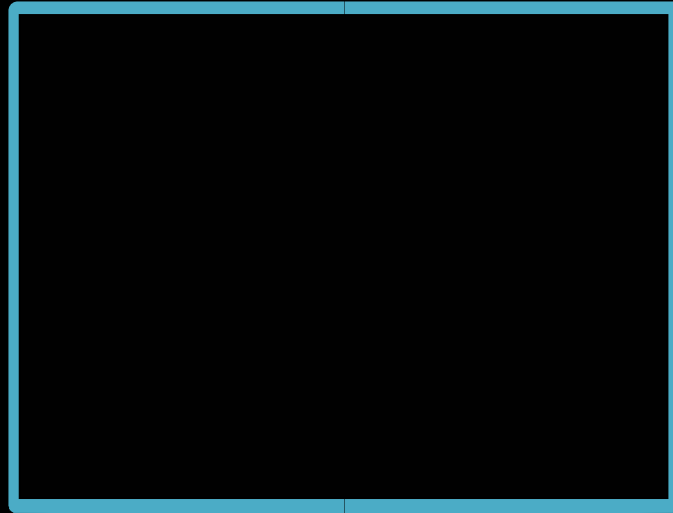
User response to IDPF eBook Users Survey 2006

# Digital Rights Management

*Imagine being able to view any article from an eJournal, but only print the first 4 pages.*

Librarian response to *Informal eBook Survey for 2006 Charleston Conference*

What do you want to be able to do with an eBook that you do with a print book?



# Functionality

What did we find?



# Functionality

## Selecting an eBook:

- Book jackets
- Highlighted keywords
- Seeing more than just the title

# Functionality

## Navigating & using an eBook:

- Always present navigation bar containing links to TOC, chapters, index, etc.
- Easily accessible tools:  
print, copy/paste, bookmarks, notes, etc.
- Searching within the text

# Functionality

## Other observations:

- Clean, modern interface
- No plug-ins!
- Retain the book look

Usage

# Usage

*Use is going through the roof!*

Librarian response to *Informal eBook Survey for 2006 Charleston Conference*

*Use statistics are abysmally low!*

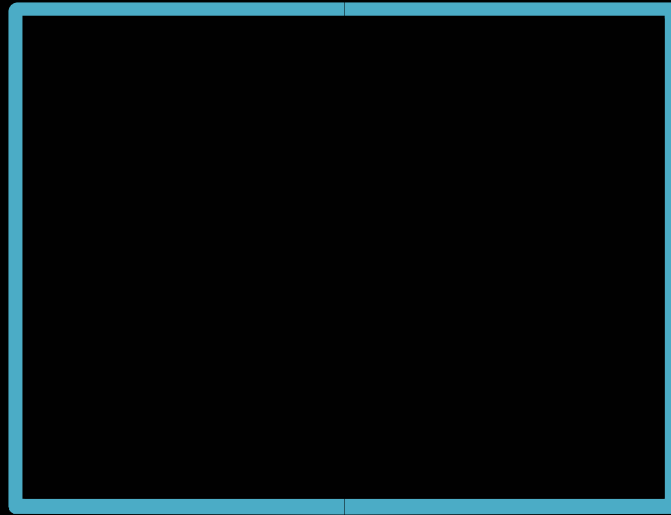
Librarian response to *Informal eBook Survey for 2006 Charleston Conference*



Marketing

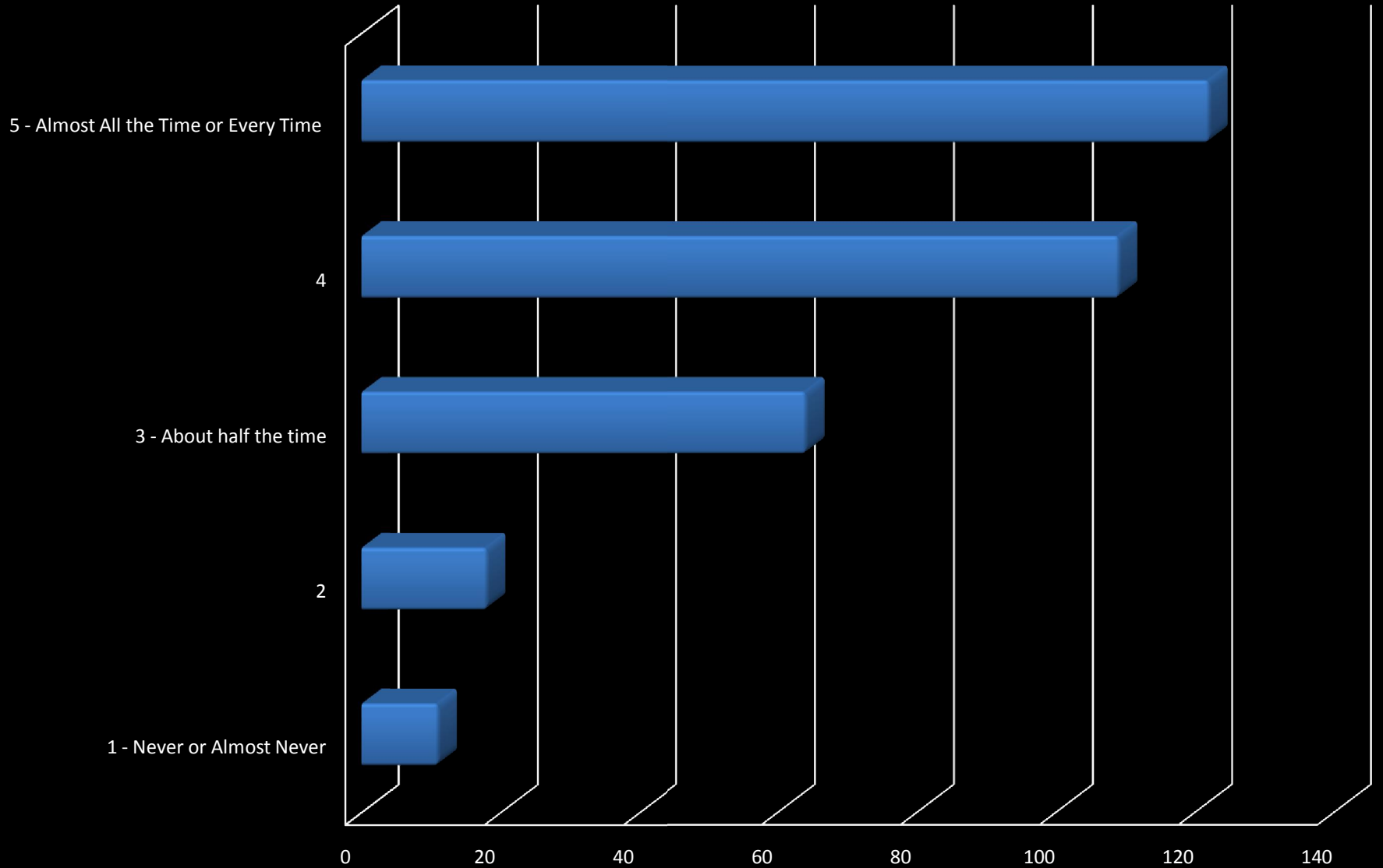
# Marketing

## Courses & Faculty





# I use textbooks or information given in class



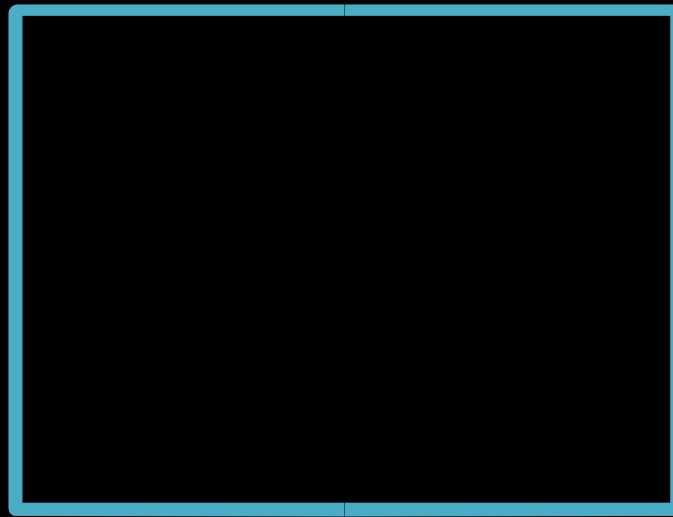
	1 - Never or Almost Never	2	3 - About half the time	4	5 - Almost All the Time or Every Time
I use textbooks or information given in class	11	18	64	109	122

# Marketing Courses & Faculty

*“You guys need to market  
these...  
Tell our professors.”*

Student response recorded during an eBooks usability test, March 1, 2007

How would you find eBooks?



# Library Marketing

# Marketing Library

## Tips:

- Publicize new eBooks on home page
- eBook focused web pages
- eBooks in subject guides
- Improve catalog functionality
- Eliminate ambiguity in terminology

Source: *Accessing eBooks through Academic Library Web Sites* by Andrea Dinkelman & Kristine Stacy-Bates



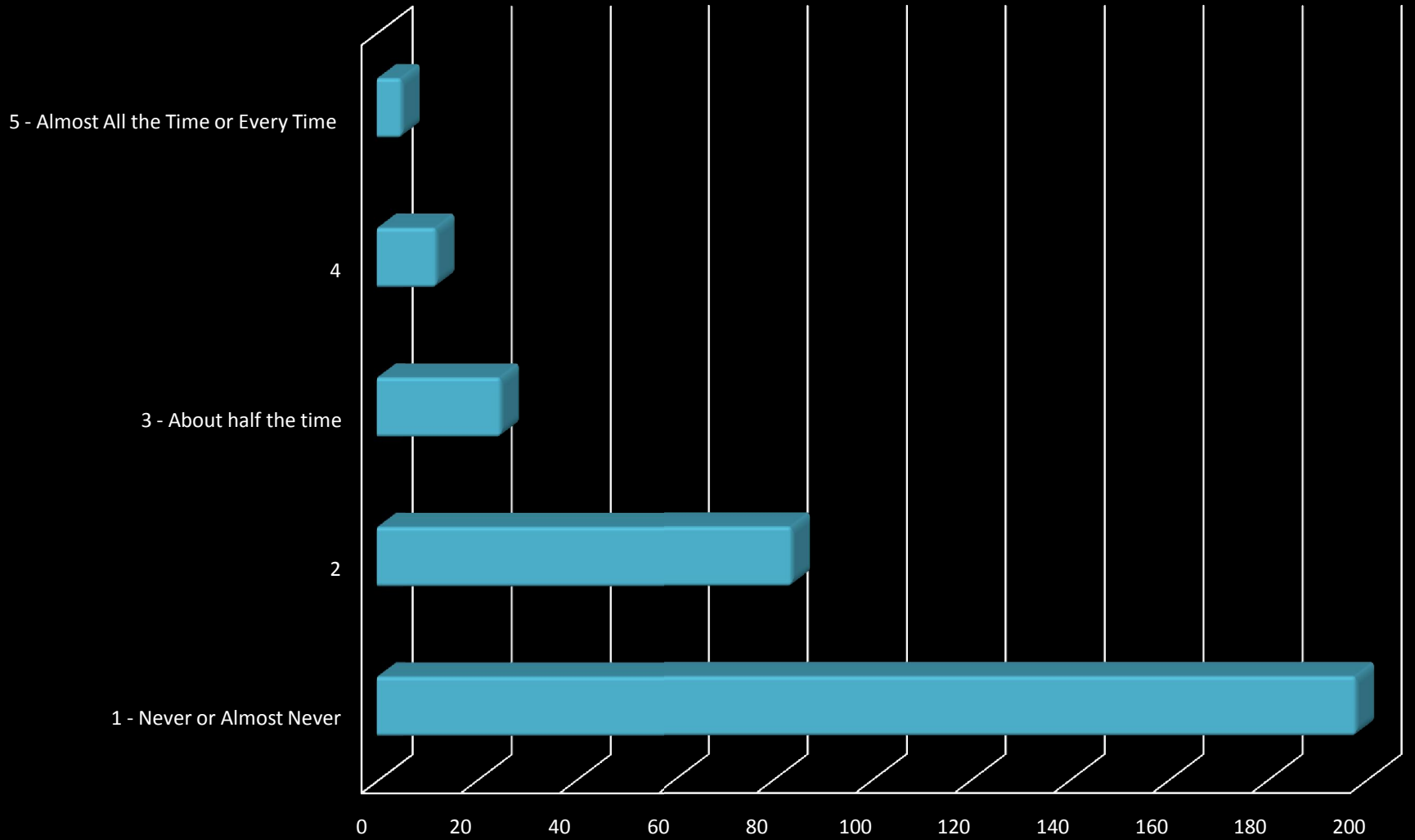
# Marketing Library

*“I didn’t know we had NetLibrary,  
I will definitely use it!”*

*“I had no idea we had these. I’m going to use  
them this weekend!”*

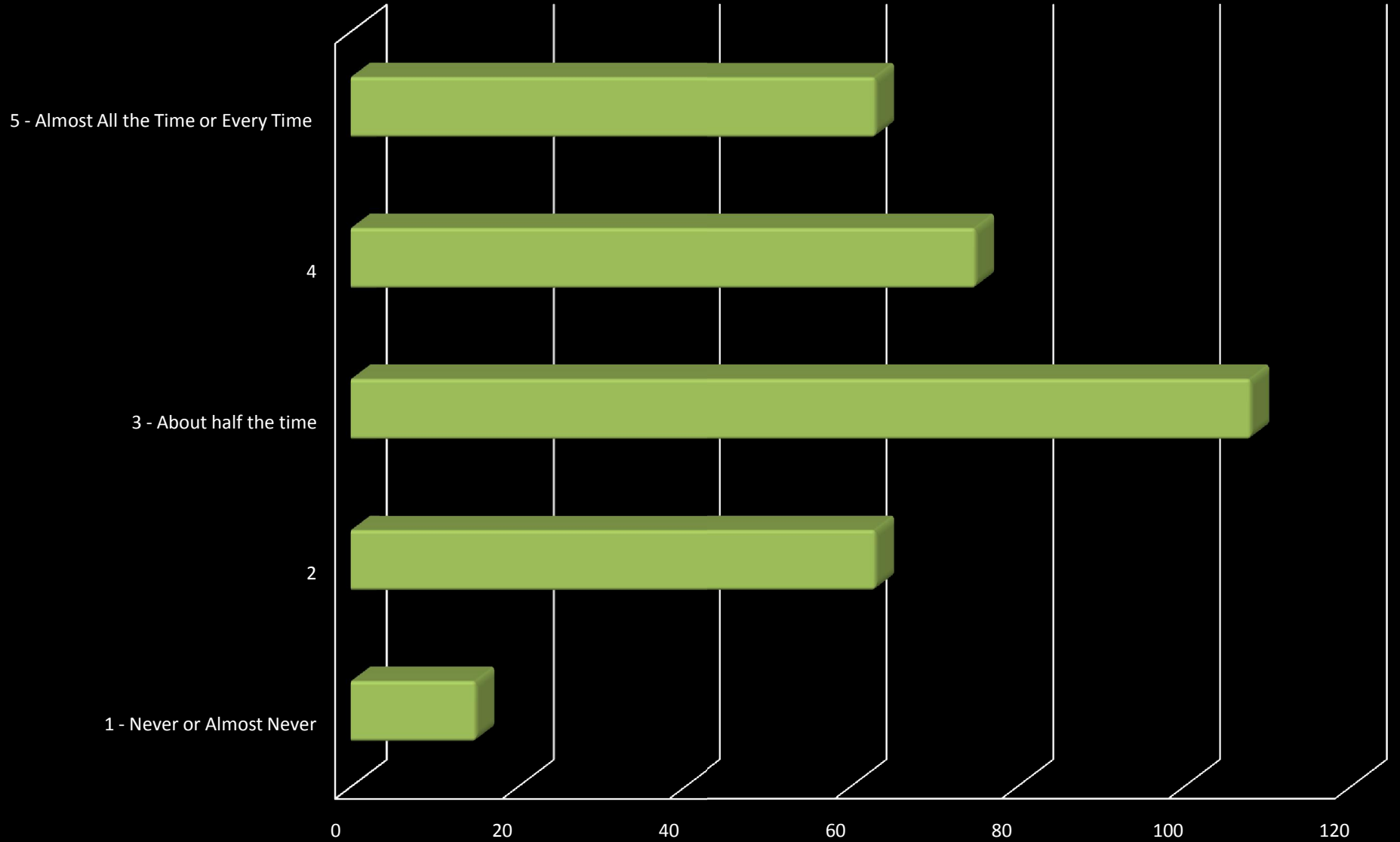
Student responses recorded during an eBooks usability test, March 1, 2007

# I use the physical Library resources (books, print journals, reference material)



	1 - Never or Almost Never	2	3 - About half the time	4	5 - Almost All the Time or Every Time
I use the physical library resources (books, print journals, reference material)	198	84	25	12	5

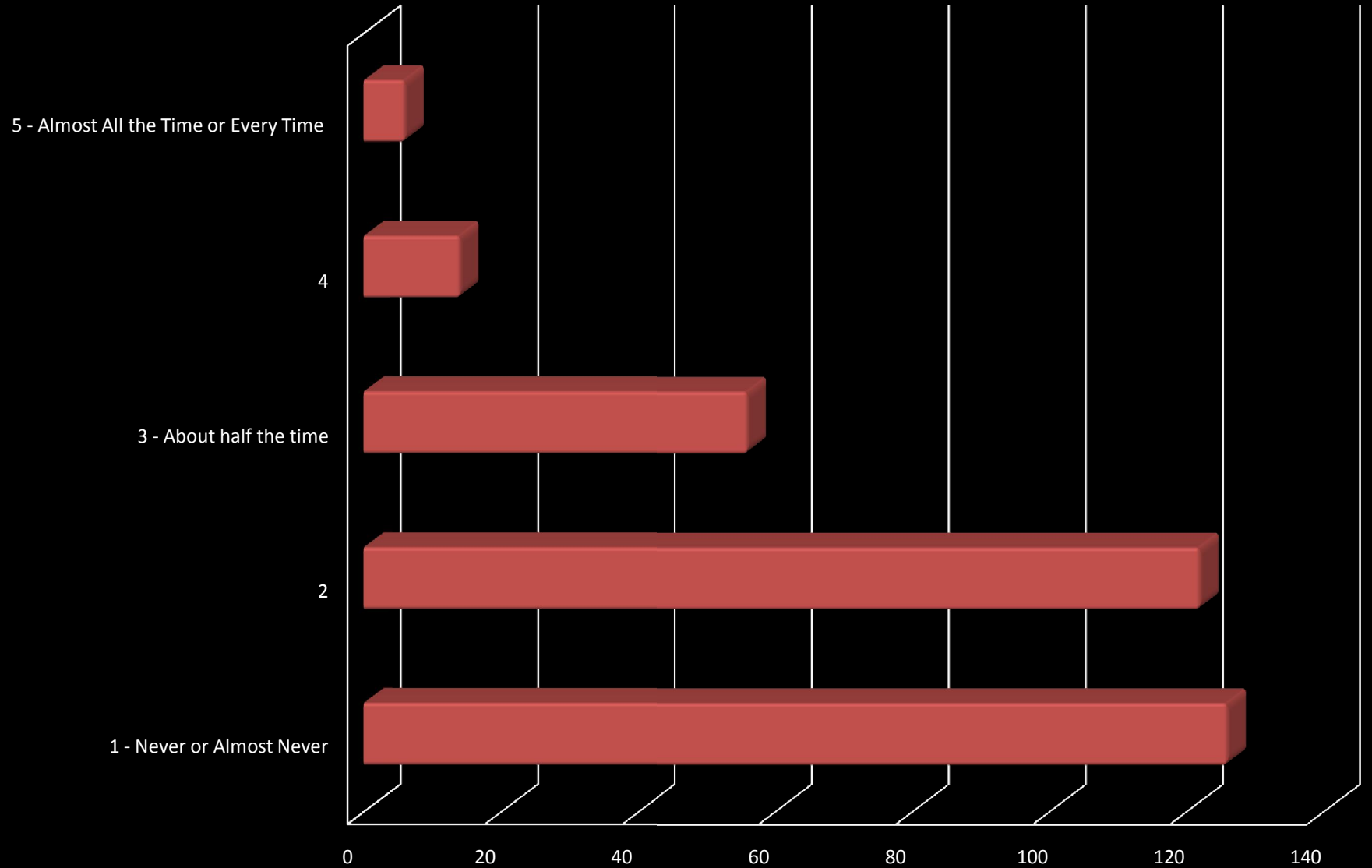
# I use what's freely available online



	1 - Never or Almost Never	2	3 - About half the time	4	5 - Almost All the Time or Every Time
I use what's freely available online	15	63	108	75	63



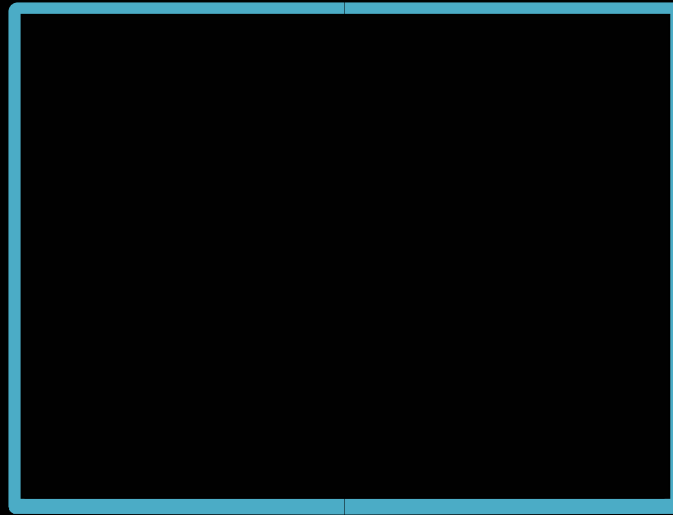
# I use the Library website or online Library help



	1 - Never or Almost Never	2	3 - About half the time	4	5 - Almost All the Time or Every Time
I use the library website or online library help	126	122	56	14	6

The Future

How would you feel if the Library replaced print books with eBooks?



# The Future

*I don't believe that eBooks are the same as having the books on the shelf. The uses are different & both fill a need.*

Librarian response to *Informal eBook Survey for 2006 Charleston Conference*

# Wrap Up

## Perceptions:

- Students are willing to give eBooks a try in context of schoolwork and research
- Young people are open to accessing electronic material on mobile devices

# Wrap Up

## Functionality:

- Users want flexibility
- Should be like print but better
- Modern interface
- Look of a book

# Wrap Up

## Marketing:

- Educate faculty on latest formats and unique features for their students
- Increase promotion of eBooks and eResources on library website
- Insert ourselves and our resources into the greater web

# Wrap Up

- In the early stages of development
- Continued slow growth
- DRM issues are hindering the advancement



# Still Evolving...

- How do our users access content and how will that change in the future?
- What would make current incarnations of eBooks better?
- How do we insert our resources where students are – the classroom and the web?

# Acknowledgements

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Books 24/7

Ebrary

NetLibrary

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