Elsevier Ebooks Forum 2014

Ebooks at Swinburne
From titles to collections

Tony Davies
Manager, Information Support Services
A tale of two universities
About Swinburne

- Became a university in 1992
- 3 campuses in Melbourne, 1 campus in Malaysia
- 19,000 university students, 15,000 TAFE students
- Rapid expansion in research
- Resources budget $5.1 m
- Ranked 45/46 ANZ libraries resource spending per FTE
- > 90% spent on electronic
Journals and the ‘big deals’

- Swinburne became a university in 1992
- CEIRC (CAUL Electronic Information Resources Consortium) established in 1993

DIANE COSTELLO
Executive Officer, CAUL and Manager of CEIRC
Diane is pictured here with Will Pesce, President & Chief Executive Officer, John Wiley & Sons, Inc.
From ‘collections of titles’ to ‘collections of collections’

“Instead of shaping a collection and attempting to acquire the best titles, the library’s mediation shifts towards curating a discovery environment. The library shapes the universe of possible resources and funds their purchase, but no longer chooses individual titles.”

– Rick Lugg, Collecting for the moment (2011)
Alison Sutherland and the idea for DDA

“…she began to wonder about the possibility of loading ebook titles into the library OPAC, making them searchable and available to the researcher, but without purchase until certain parameters were met. Purchases would be triggered upon use, behind the scenes, automatically with no intervention or manual administration.”

DDA: From idea to reality…

“To our dismay and Alison Sutherland’s, Curtin decided against rolling out the demand-driven model in the way she envisioned…

To give DDA the shakedown it needed, we had to seek another partner.”

- Kari Paulson, *EBL*
“It felt like the idea had been around forever”

“I remember hearing you talk about the patron-driven model at a publisher forum in a room at Crown, and having a sort of recognition that what you were proposing was really the next logical step… We knew that we had to give it a try.”

- Gary Hardy, Swinburne University
What could possibly go wrong?

"Supposing a tree fell down, Pooh, when we were underneath it?" said Piglet.

"Supposing it didn't," said Pooh after careful thought.
14 July 2006: Demand Driven Acquisition launched at Swinburne (and the world)

- Loaded MARC records for all 34,000 EBL ebooks into our catalogue
- No profiles used
- All available for unmediated loan
- Automatic purchase on 3rd (later 4th) loan
- Autopurchased first book on the first day
Pilot for DDA – July to December 2006

- Autopurchased 341 ebooks
- 75% had loans following purchase by Dec 2006 (50% for print books in same period)
- Manually purchased 24 ebooks
- Only 3 (12%) had loans following purchase by Dec 2006
- None of them would have been autopurchased
- Findings from the pilot presented at the Information Online conference in Sydney in early 2007
DDA: Loans of Unowned vs Owned ebooks 2006-May 2014
2013 DDA loans of Unowned vs Owned ebooks

- Unowned: 5.5%
- Owned: 75%
Library Collections Governance Statement

Preference for online

The Library's priority is to maximise access to online content in order to deliver information resources to the widest possible audience...

The Library will not generally acquire physical resources where an online alternative is available.
Our accidental case study – January to June 2013

- 1,128 librarian selected ebooks
- 1,123 autopurchased ebooks
- 21% librarian selected ebooks had loans following purchase
- 100% of autopurchased ebooks had loans following purchase
Average loans following purchase

- Librarian selected: 2.57
- Autopurchase: 6.67 loans following purchase, 9.67 all loans
Books purchased 2006 to 2013
Print books & ebooks purchased 2011-2013
Loans of print books vs Use of ebooks*

* Selected ebook collections - COUNTER BR2
E-resource usage trends 2011-2013
Our ebooks timeline

2001 Early ebook sets

2006 Demand driven acquisition

2010 Large ebook aggregations

2012 Complete collections from smaller publishers
The next step

- Late 2012 we purchased 14 subject collections from Wiley 2000-2011
- At the end of 2013 we started purchasing complete* copyright year collections for ebooks from:
  - Elsevier 2012-
  - Springer 2013-
  - Wiley 2012-

* except non-English
Springer ebook usage by subject collection: Q1 2014

(Titles from English-Language Packages only; Protocols not included)
(Source: SpringerLink COUNTER Reports)
Springer ebook usage up to Q1 2014

(Source: SpringerLink COUNTER Reports)


(From July 2013 ‘Full eBook Download’ available)
Swinburne’s current ebook strategy

- Still based around the 2006 EBL DDA model, now much expanded to 241,792 ebooks
- A large ebook aggregation database
  EBSCO Ebooks: 143,809 ebooks
- Purchase collections from small publishers and societies
- Purchase collections from large STM Publishers
- Maintained & expanded a small number of ebook subscription collections: CRC Press, SAFARI, Books 24x7
- Total ebooks 661,684

(Figures as at 17 June 2014)
Holdings print books & ebooks – 2006 to June 2014
Publications

- *E-books down under*
  Charleston Conference (2013)
  [http://docs.lib.purdue.edu/charleston/2013/Collection/11/](http://docs.lib.purdue.edu/charleston/2013/Collection/11/)

- *Letting the patrons choose - using EBL as a method for unmediated acquisition of ebook materials*
  Information Online Conference (2007)
Ebooks at Swinburne
Thanks for listening

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