Turning the Page
University of Toronto E-book Study
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University of Toronto Libraries

32nd UKSG Annual Conference and Exhibition
Torquay, England
Tuesday 31 March 2009
E-books at the U of T Libraries

- Key resource
- Support research & curricular activities
- Major commitment to making the Library’s resources available
E-books at the U of T Libraries

- Our e-book collection
- E-book study
- Use analysis
# U of T Libraries e-resources

<table>
<thead>
<tr>
<th>E-holdings</th>
<th>Licensed</th>
<th>Unlicensed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-books</td>
<td>496,824</td>
<td>223,077</td>
<td>719,901</td>
</tr>
<tr>
<td>E-indexes</td>
<td>909</td>
<td>123</td>
<td>1,032</td>
</tr>
<tr>
<td>E-journals</td>
<td>50,621</td>
<td>4,874</td>
<td>55,495</td>
</tr>
</tbody>
</table>
E-book collections

- **Size:**
  - Historical: 468,000 vol
  - Local: 201,000 vol
  - Contemporary: 50,000 vol

- **Sources:** 116 suppliers
Local collections

- Boutique collections

Anatomia 1522-1867
The Barren Lands
Canadian Pamphlets and Broadsides
Canadian Printer and Publisher
Labrador Inuit Through Moravian Eyes
Mexican Political Pamphlets, 1808-1832
Toronto Korean Language Newspapers
Wenceslaus Hollar Digital Collection
Local collections

- Boutique collections
- Internet Archive / OCA
  - Started with a single scanner
  - Now 22 Scribe scanners
  - Operating 2 shifts/day
Local collections

- Boutique collections
- Internet Archive / OCA
- Primarily items from the Library’s collection
- Out of copyright titles
- >165,000 volumes
Historical collections

- Major academic collections

- EEBO
- Literature Online
- Eighteenth Century Collections Online
- InteLex PAST MASTERS
- Early Canadiana Online
Contemporary e-books

- Major aggregators
  - Coutts MyiLibrary
  - ebrary
  - Scholars Portal
- Niche aggregators
  - Books 24x7
  - Knovel
  - Ovid

- Major academic publishers
  - Cambridge University Press
  - Lippincott Williams & Wilkins
  - Oxford University Press
  - Springer
  - Taylor & Francis
  - Wiley
Multiple vendors & views

- Cambridge
- Oxford
- Springer
- MyiLibrary
- ebrary
The big picture

▸ We will never get away from having multiple vendors

▸ To as great an extent as possible we will use a single system for our contemporary commercial and our local historical e-books

▸ ebrary has been selected as the common e-book platform for use by the U of T (and by all of the Ontario universities)

▸ We will fully integrate e-books into our catalogue and into our Endeca resource discovery system
UTL e-book study

- Funded by Elsevier, Springer and Taylor & Francis
- Conducted Jan-Jul 2008
  - Peter Jones, Redesign Research
- Online survey Jan-Mar 2008
  - 301 survey responses
- 12 in-depth contextual interviews
Role in University

- Students: 79%
- Faculty: 17%
- Staff: 4%
Level of study

- 1st Year: 3%
- 2nd Year: 9%
- 3rd Year: 12%
- 4th Year: 37%
- Masters: 27%
- Doctoral: 14%
Discipline

- Physical Sciences: 12%
- Social Sciences: 36%
- Humanities: 52%

- Arts & Sciences: 57%
- Information Studies: 14%
- Engineering: 7%
- Other: 6%
- Dentistry: 1%
- Physical Education: 1%
- Architecture: 1%
- Nursing: 2%
- Business: 2%
- Management: 3%
- Medicine: 3%
- Education: 3%
- Other: 6%
## Use of print

How often do you access and use conventional print materials?

<table>
<thead>
<tr>
<th></th>
<th>Frequently</th>
<th>Infrequently</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstracts / Indexes</td>
<td>16%</td>
<td>45%</td>
<td>39%</td>
</tr>
<tr>
<td>Journals</td>
<td>27%</td>
<td>60%</td>
<td>13%</td>
</tr>
<tr>
<td>Books</td>
<td>58%</td>
<td>41%</td>
<td>1%</td>
</tr>
<tr>
<td>Reference Works</td>
<td>23%</td>
<td>60%</td>
<td>18%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>26%</td>
<td>50%</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>25%</td>
<td>68%</td>
</tr>
</tbody>
</table>

Frequently = Daily + Several Times a Week + Once a Week
Infrequently = Monthly or Occasionally + Infrequently
## Use of electronic resources

<table>
<thead>
<tr>
<th>Electronic Resource</th>
<th>Frequently</th>
<th>Infrequently</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abstracts / Indexes</td>
<td>69%</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td>Journals</td>
<td>78%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Books</td>
<td>37%</td>
<td>56%</td>
<td>7%</td>
</tr>
<tr>
<td>Reference Works</td>
<td>50%</td>
<td>40%</td>
<td>11%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>40%</td>
<td>38%</td>
<td>22%</td>
</tr>
<tr>
<td>Other</td>
<td>27%</td>
<td>37%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Frequently = Daily + Several Times a Week + Once a Week
Infrequently = Monthly or Occasionally + Infrequently
Importance of e-resources

- A & I: 75% (More Important), 22% (Less Important)
- Journals: 93% (More Important), 4% (Less Important)
- Books: 59% (More Important), 35% (Less Important)
Ease of use of e-resources

- A & I: 77% Easy, 17% Difficult
- Journals: 80% Easy, 16% Difficult
- Books: 56% Easy, 33% Difficult
Use of e-resources via the web

How do you use the following resources available through the Web?

<table>
<thead>
<tr>
<th>Resource</th>
<th>Start</th>
<th>Supplement</th>
<th>Never Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web search engines</td>
<td>63%</td>
<td>33%</td>
<td>4%</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>36%</td>
<td>49%</td>
<td>15%</td>
</tr>
<tr>
<td>E-books</td>
<td>23%</td>
<td>56%</td>
<td>21%</td>
</tr>
<tr>
<td>E-references</td>
<td>21%</td>
<td>59%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Start = Always or usually start research with + Often use to start + Often use throughout research
Supplement = Use as supplemental
# Use of e-resources via UTL

How do you use the following resources available through the University?

<table>
<thead>
<tr>
<th>Resource</th>
<th>Start</th>
<th>Supplement</th>
<th>Never Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scholars Portal</td>
<td>56%</td>
<td>32%</td>
<td>12%</td>
</tr>
<tr>
<td>U of T Online Catalogue</td>
<td>70%</td>
<td>26%</td>
<td>4%</td>
</tr>
<tr>
<td>Abstracts &amp; Indexes</td>
<td>52%</td>
<td>36%</td>
<td>12%</td>
</tr>
<tr>
<td>Citation search engines</td>
<td>19%</td>
<td>35%</td>
<td>46%</td>
</tr>
<tr>
<td>E-journals</td>
<td>54%</td>
<td>41%</td>
<td>5%</td>
</tr>
<tr>
<td>E-books</td>
<td>18%</td>
<td>60%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Start = Always or usually start research with + Often use to start + Often use throughout research
Supplement = Use as supplemental
## Familiarity with e-books

What kinds of e-books are you familiar with, and what have you used?

<table>
<thead>
<tr>
<th>E-book Type</th>
<th>Have used from U of T Library</th>
<th>Have found outside of UTL</th>
<th>Have never seen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online texts (e.g. from MyiLibrary, Books 24x7, Knovel)</td>
<td>45%</td>
<td>14%</td>
<td>41%</td>
</tr>
<tr>
<td>E-books downloadable in a single PDF file (e.g., archive.org)</td>
<td>34%</td>
<td>40%</td>
<td>29%</td>
</tr>
<tr>
<td>E-books for PDA or e-book reader</td>
<td>8%</td>
<td>19%</td>
<td>66%</td>
</tr>
<tr>
<td>Web books – Books presented on web pages</td>
<td>15%</td>
<td>45%</td>
<td>36%</td>
</tr>
<tr>
<td>Scanned books read online only (as in openlibrary.org)</td>
<td>19%</td>
<td>34%</td>
<td>46%</td>
</tr>
</tbody>
</table>

Start = Always or usually start research with + Often use to start + Often use throughout research
Supplement = Use as supplemental
Mental model of e-books

When you hear the term “e-book”, which of these do you think of?

- Scanned books in a PDF file: 69%
- Online scholarly texts: 54%
- Books published on websites: 39%
- PDA or eBook reader books: 31%
- Other: 2%
Use over time

How would you describe your access and reading of e-books in the last year?

- More: 49%
- Same: 30%
- Less: 5%
- Not used: 15%
Use elsewhere

(Major journal publisher that is now offering access to its e-books)

Documents
- E-journals: 84%
- E-books: 16%

Downloads
- E-journals: 69%
- E-books: 31%
Experience with e-books

<table>
<thead>
<tr>
<th>What is your experience in searching for e-books?</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>I only find them if they show up in broader searches</td>
<td>47%</td>
</tr>
<tr>
<td>I search for e-books sometimes</td>
<td>28%</td>
</tr>
<tr>
<td>I search for books to see if published as e-books</td>
<td>27%</td>
</tr>
<tr>
<td>I find e-books that are assigned to me</td>
<td>13%</td>
</tr>
<tr>
<td>I do not search for e-books at all</td>
<td>22%</td>
</tr>
</tbody>
</table>
Preferred and actual use

<table>
<thead>
<tr>
<th>How do you typically interact with e-books?</th>
<th>Usually</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>I scan e-books but do not read online</td>
<td>80%</td>
<td>30%</td>
</tr>
<tr>
<td>I read sections or pages only</td>
<td>88%</td>
<td>26%</td>
</tr>
<tr>
<td>Read full chapters online</td>
<td>76%</td>
<td>32%</td>
</tr>
<tr>
<td>Print pages &amp; read them offline</td>
<td>49%</td>
<td>69%</td>
</tr>
<tr>
<td>Download chapters &amp; read on my computer</td>
<td>64%</td>
<td>59%</td>
</tr>
</tbody>
</table>
## Preferred and actual use

<table>
<thead>
<tr>
<th>If you print from e-books, do you?</th>
<th>Usually</th>
<th>Preferred</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print the whole chapter</td>
<td>80%</td>
<td>30%</td>
</tr>
<tr>
<td>Print a few pages</td>
<td>88%</td>
<td>26%</td>
</tr>
<tr>
<td>Print (or try to print) the book</td>
<td>76%</td>
<td>32%</td>
</tr>
<tr>
<td>Only read e-books, have never printed</td>
<td>49%</td>
<td>69%</td>
</tr>
</tbody>
</table>
Observations and conclusions

- Users don’t go to e-books as a starting point
- E-books are found in many ways

We need to simplify and improve discoverability
Observations and conclusions

- Users don’t go to e-books as a starting point
- E-books are found in many ways
- E-books are important and are being used more
- E-books are more difficult to use than other e-resources

We need to simplify and improve discoverability

We need to simplify and improve ease of use
What users do, not what they say they do

A look at actual use of e-books
MyiLibrary user sessions

Shift in use from MyiLibrary to ebrary

- 2006: 23,019
- 2007: 83,212
- 2008: 83,862
Use of print vs electronic

- 15,656 e-books on Coutts MyiLibrary (2006-08)
- 193,395 user sessions
- 2,382,021 pages viewed
- Loans of print copies of same titles (if owned in print)
User sessions

Jul 2006 - Dec 2008
Pages read per book

Pages
1-10 1,813
11-20 1,221
21-30 916
31-40 770
41-50 569
51-60 525
61-70 430
71-80 385
81-90 316
91-100 5,013
>100
Top 10 e-book with print use

<table>
<thead>
<tr>
<th>Title</th>
<th>Sessions</th>
<th>Loans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neuroendocrinology: An Integrative Approach</td>
<td>969</td>
<td>92</td>
</tr>
<tr>
<td>Modern South Asia: History, Culture, Political Economy</td>
<td>856</td>
<td>121</td>
</tr>
<tr>
<td>The Birth of the Clinic: An Archaeology of Medical Perception</td>
<td>586</td>
<td>42</td>
</tr>
<tr>
<td>Dragon Bone Hill: An Ice-Age Saga of Homo erectus</td>
<td>569</td>
<td>4</td>
</tr>
<tr>
<td>Ancient Medicine</td>
<td>553</td>
<td>81</td>
</tr>
<tr>
<td>Differential Equations and Mathematical Biology</td>
<td>485</td>
<td>188</td>
</tr>
<tr>
<td>The Waste Crisis: Landfills, Incinerators, and the Search for a Sustainable Future</td>
<td>435</td>
<td>98</td>
</tr>
<tr>
<td>Michel Foucault</td>
<td>423</td>
<td>138</td>
</tr>
<tr>
<td>Design &amp; Analysis of Experiments</td>
<td>413</td>
<td>66</td>
</tr>
<tr>
<td>Analysis of Financial Time Series</td>
<td>412</td>
<td>33</td>
</tr>
</tbody>
</table>
# Top 10 e-books with no print use

<table>
<thead>
<tr>
<th>Title</th>
<th>Sessions</th>
<th>Loans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban World/Global City</td>
<td>1,360</td>
<td>0</td>
</tr>
<tr>
<td>Genesis: The Evolution of Biology</td>
<td>789</td>
<td>0</td>
</tr>
<tr>
<td>Encyclopedia of Human Evolution and Prehistory</td>
<td>577</td>
<td>0</td>
</tr>
<tr>
<td>Cities And Creative Class</td>
<td>403</td>
<td>0</td>
</tr>
<tr>
<td>Drug Metabolism: Chemical and Enzymatic Aspects</td>
<td>389</td>
<td>0</td>
</tr>
<tr>
<td>Fitting the Task to the Human: A Textbook of Occupational Ergonomics</td>
<td>295</td>
<td>0</td>
</tr>
<tr>
<td>Concise Routledge Encyclopedia of Philosophy</td>
<td>856</td>
<td>0</td>
</tr>
<tr>
<td>Nursing Procedures</td>
<td>78</td>
<td>0</td>
</tr>
<tr>
<td>Handbook of Medical-Surgical Nursing</td>
<td>19</td>
<td>0</td>
</tr>
<tr>
<td>Mucus Hypersecretion in Respiratory Disease</td>
<td>38</td>
<td>0</td>
</tr>
</tbody>
</table>
Questions / Comments
Contact information

- Warren Holder
  Electronic Resource Coordinator
  Information Technology Services
  University of Toronto Libraries

- warren.holder@utoronto.ca