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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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Madelynn Dickerson – Information Resources Coordinator



CLAREMONT COLLEGES LIBRARY  
Claremont University Consortium





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# Goal of the study

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



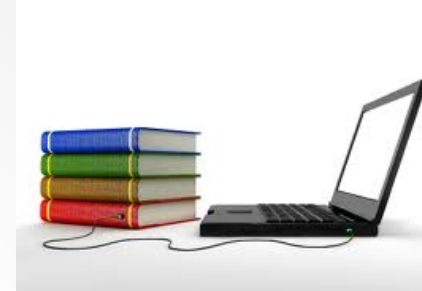


# Our data viewed through the prism of:

- 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

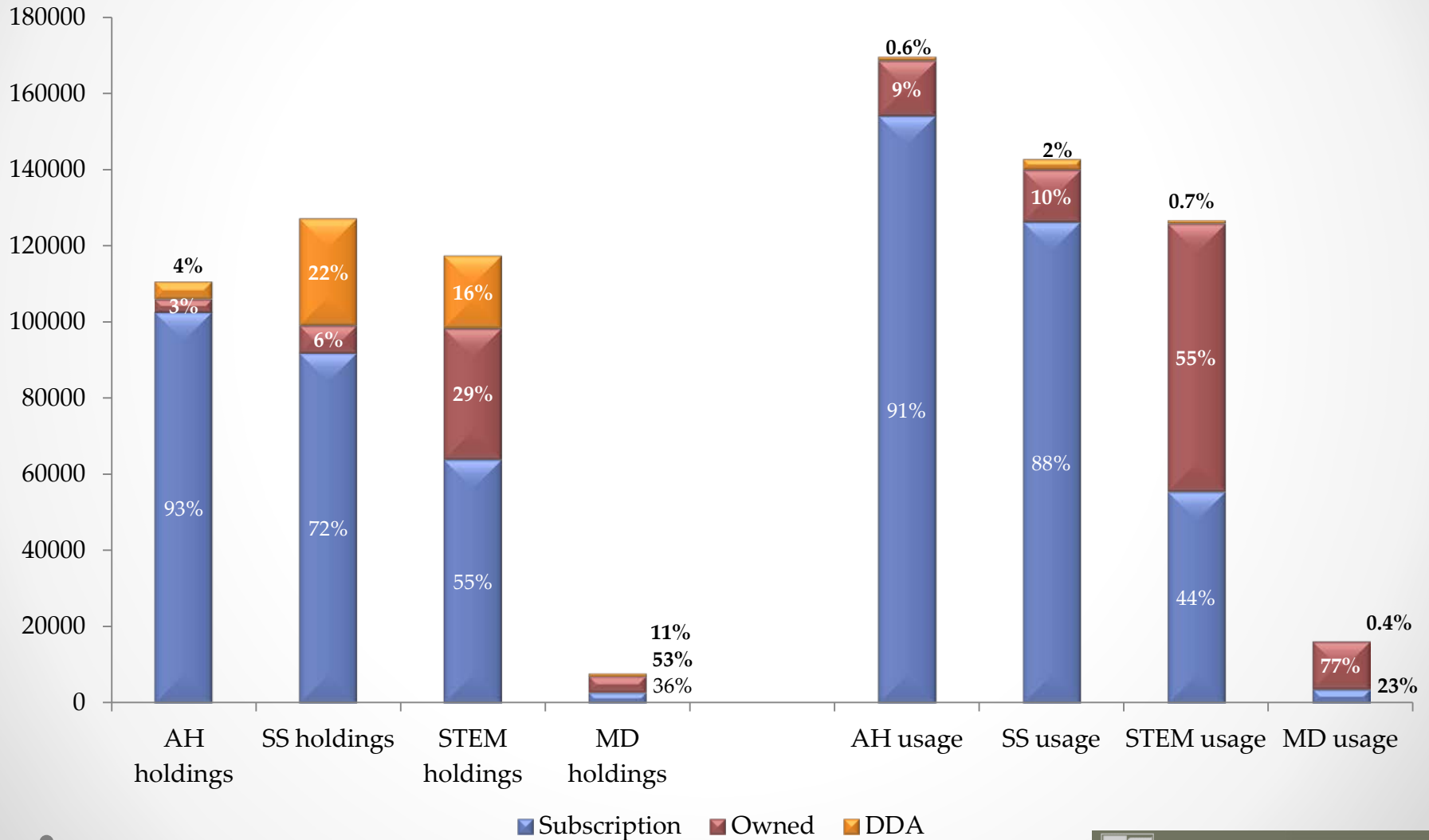


[www.highradius.com](http://www.highradius.com)

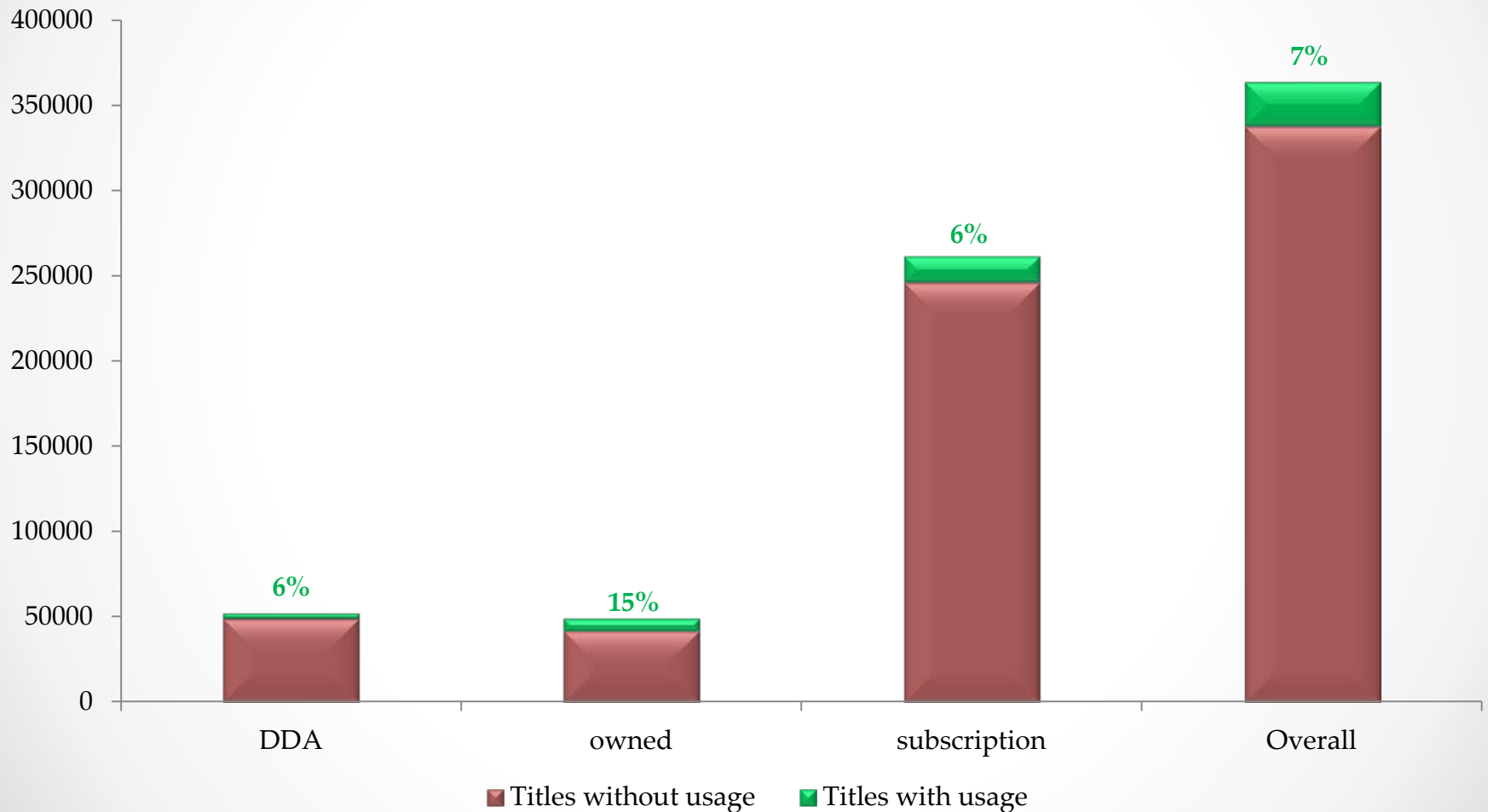
# E-book *holdings* vs. e-book *usage* per access type



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

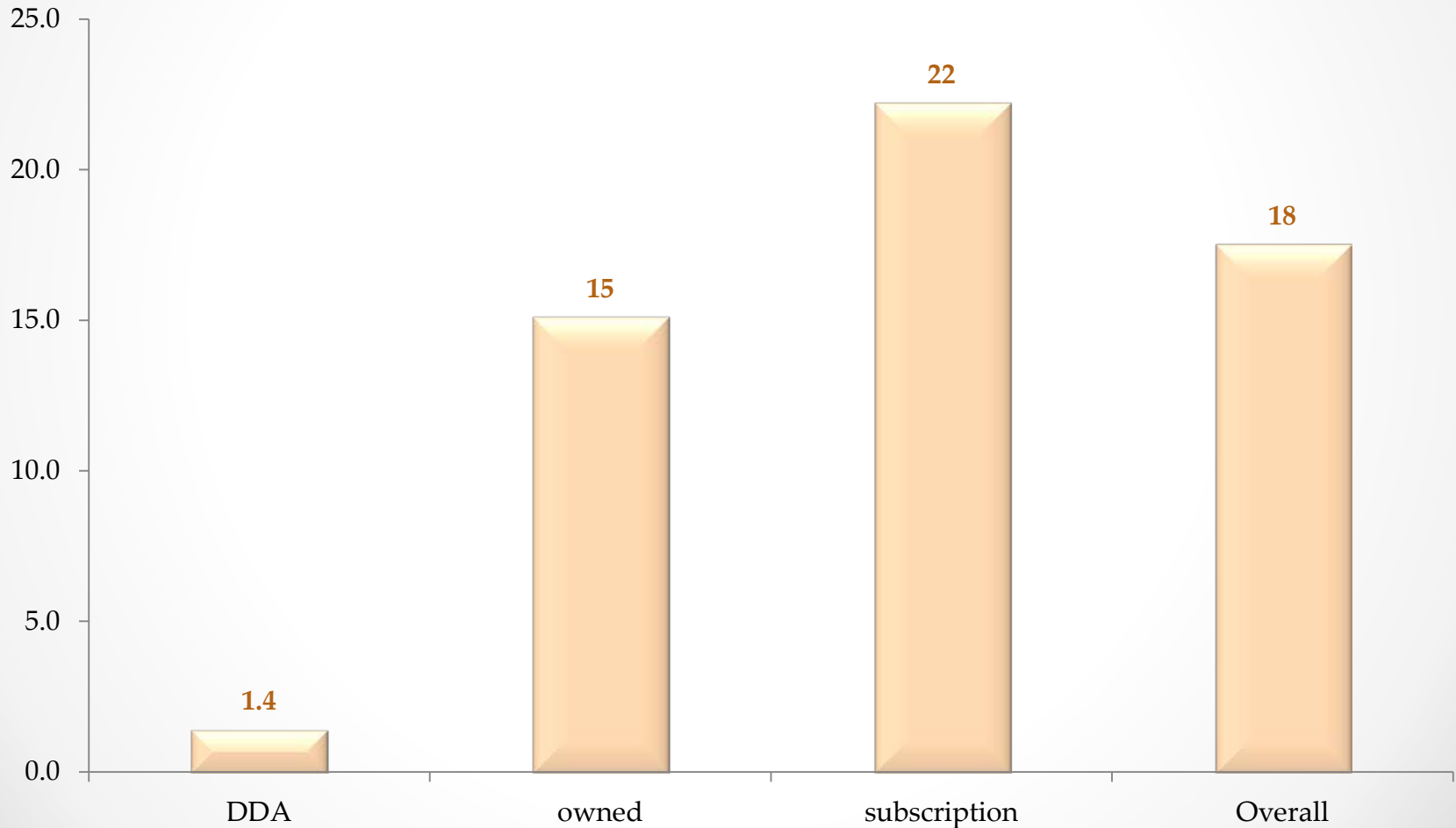


# Proportion of *used* e-book titles by access type

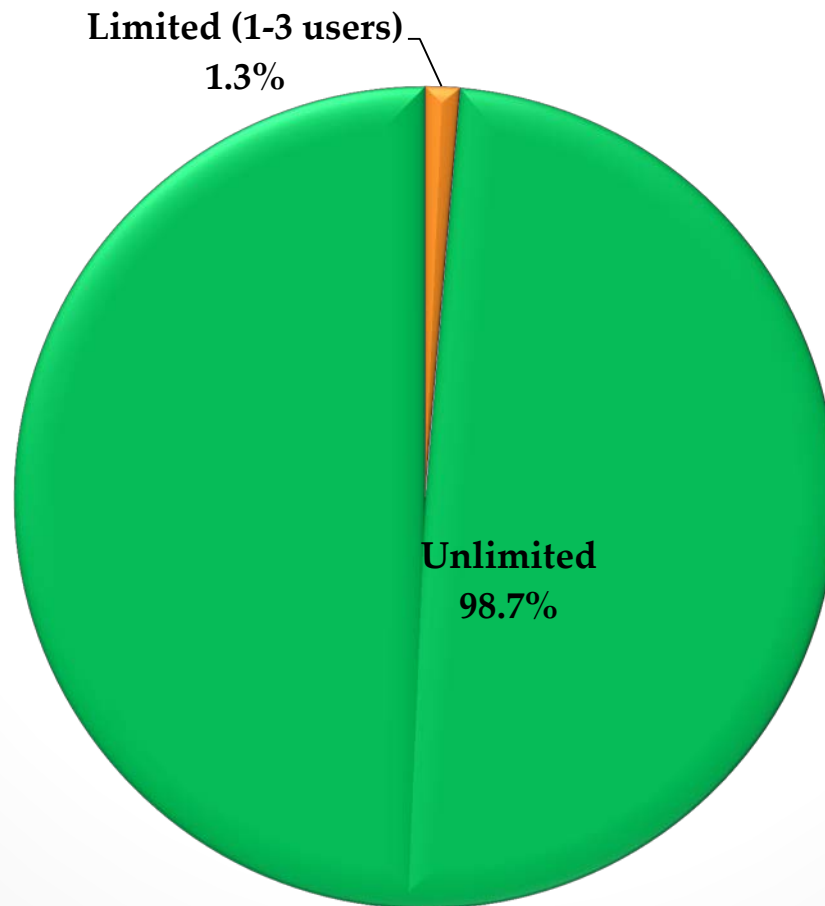




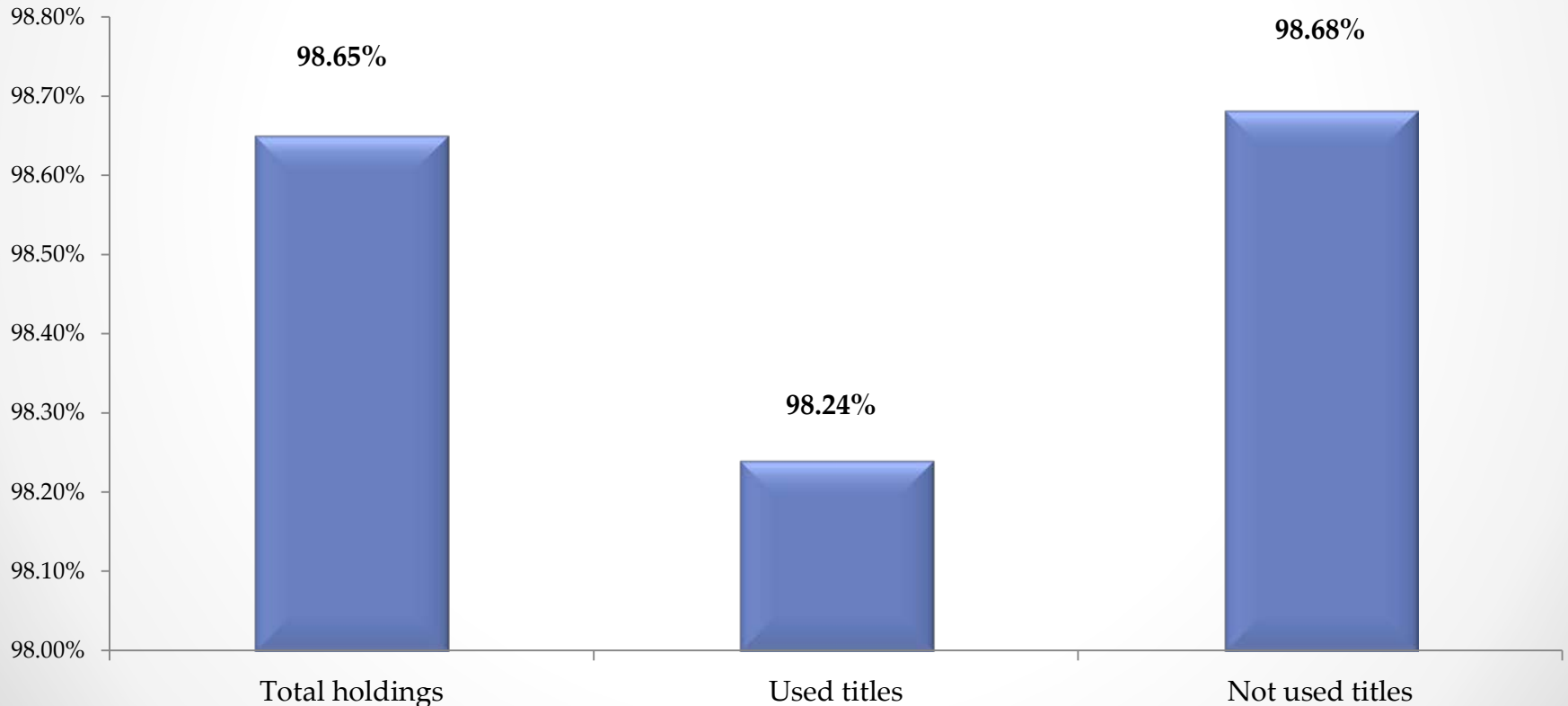
# Average number of uses per used title by access type



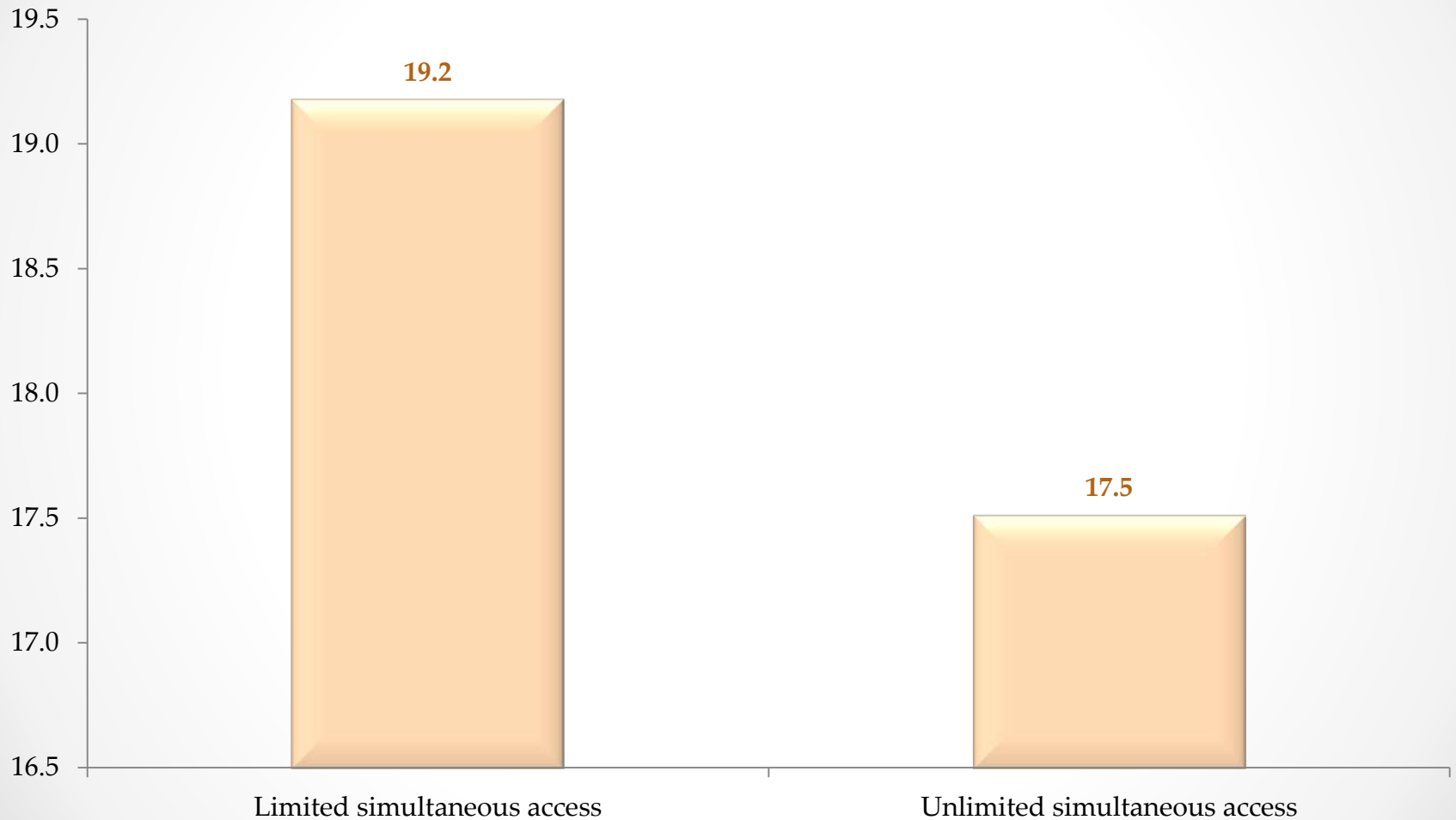
# E-book holdings by simultaneous access model



# Proportion of unlimited access holdings vs. unlimited access used titles

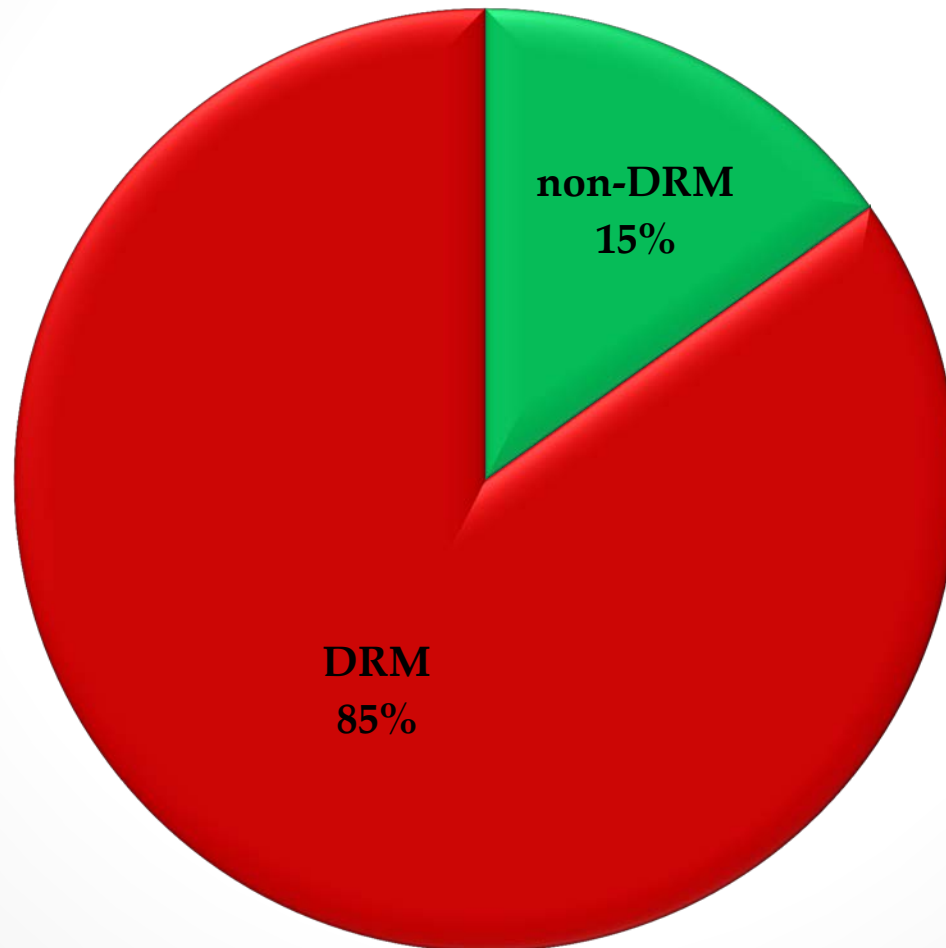


# Average number of uses per *used* title

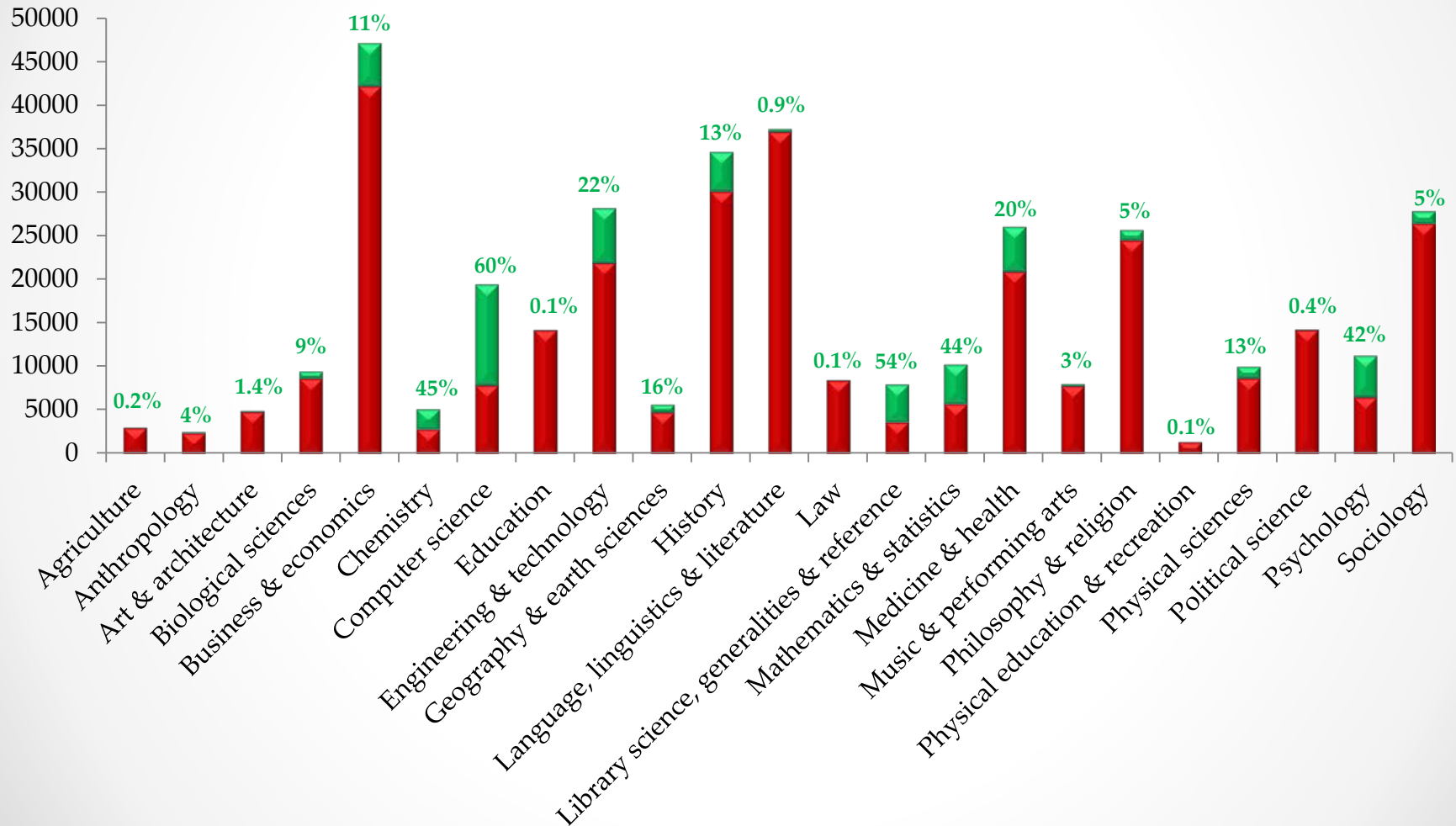




# E-book holdings by access rights



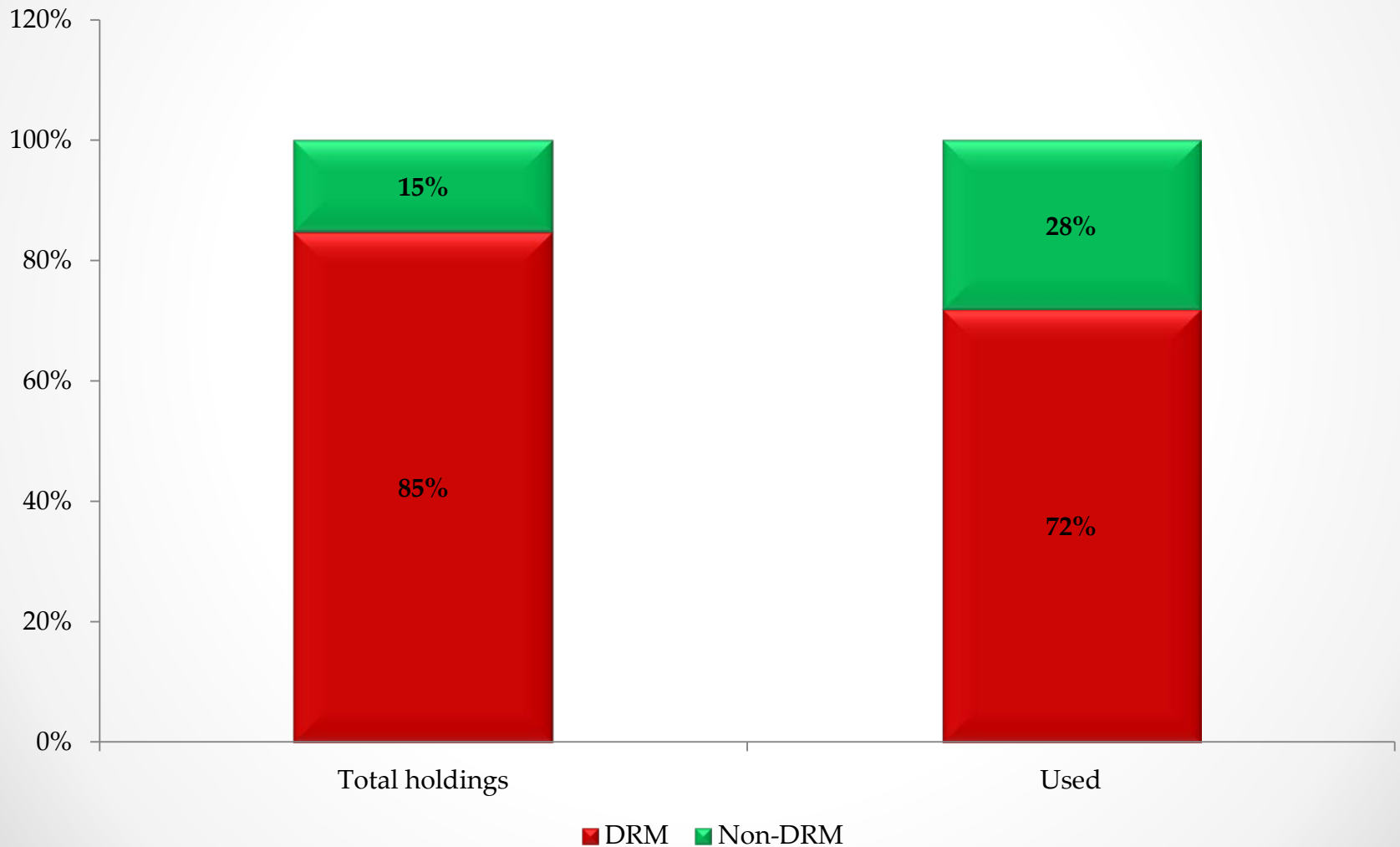
# Proportion of DRM vs. non-DRM e-books *holdings* per subject



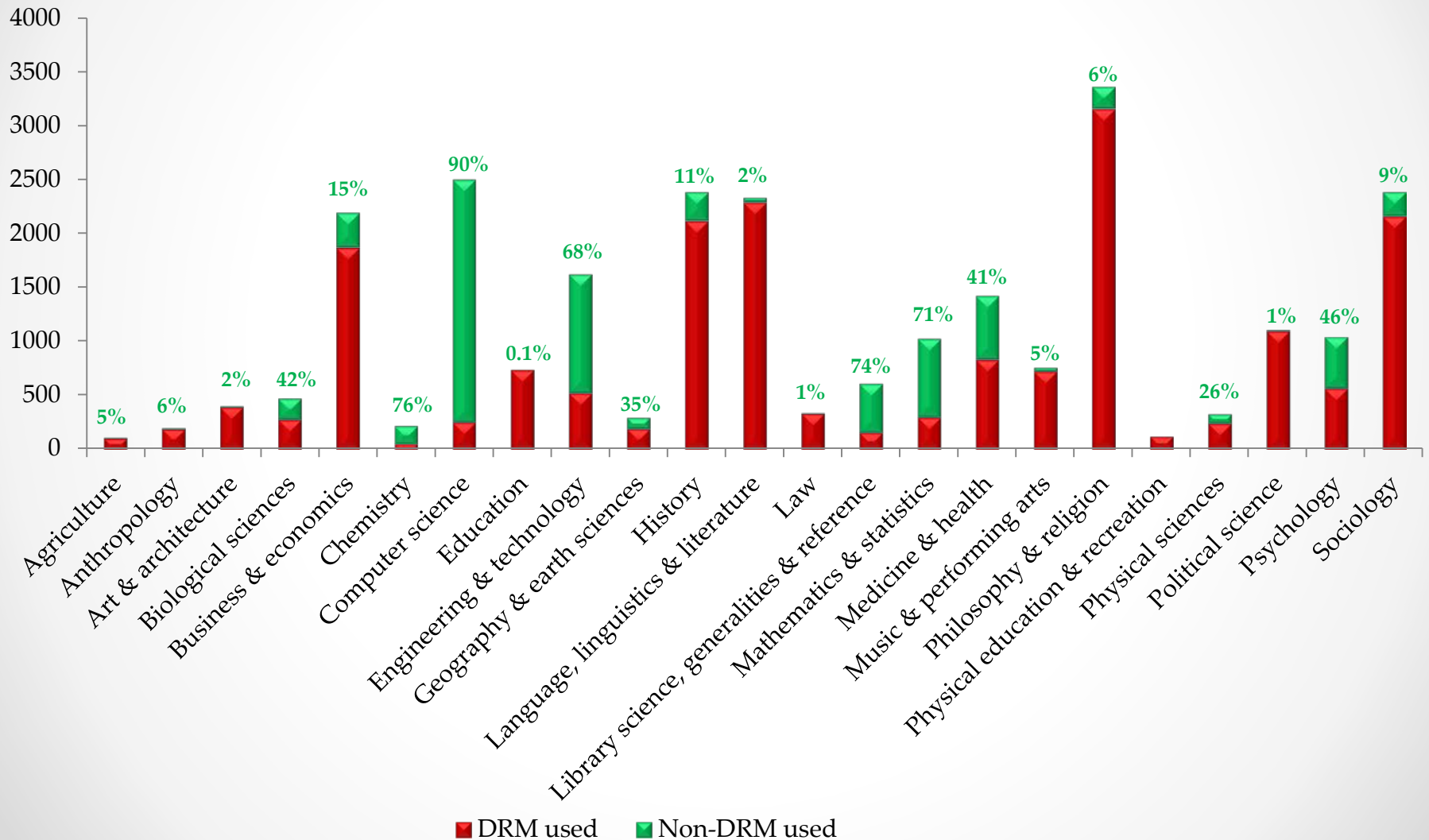
■ DRM ■ Non-DRM



# 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?

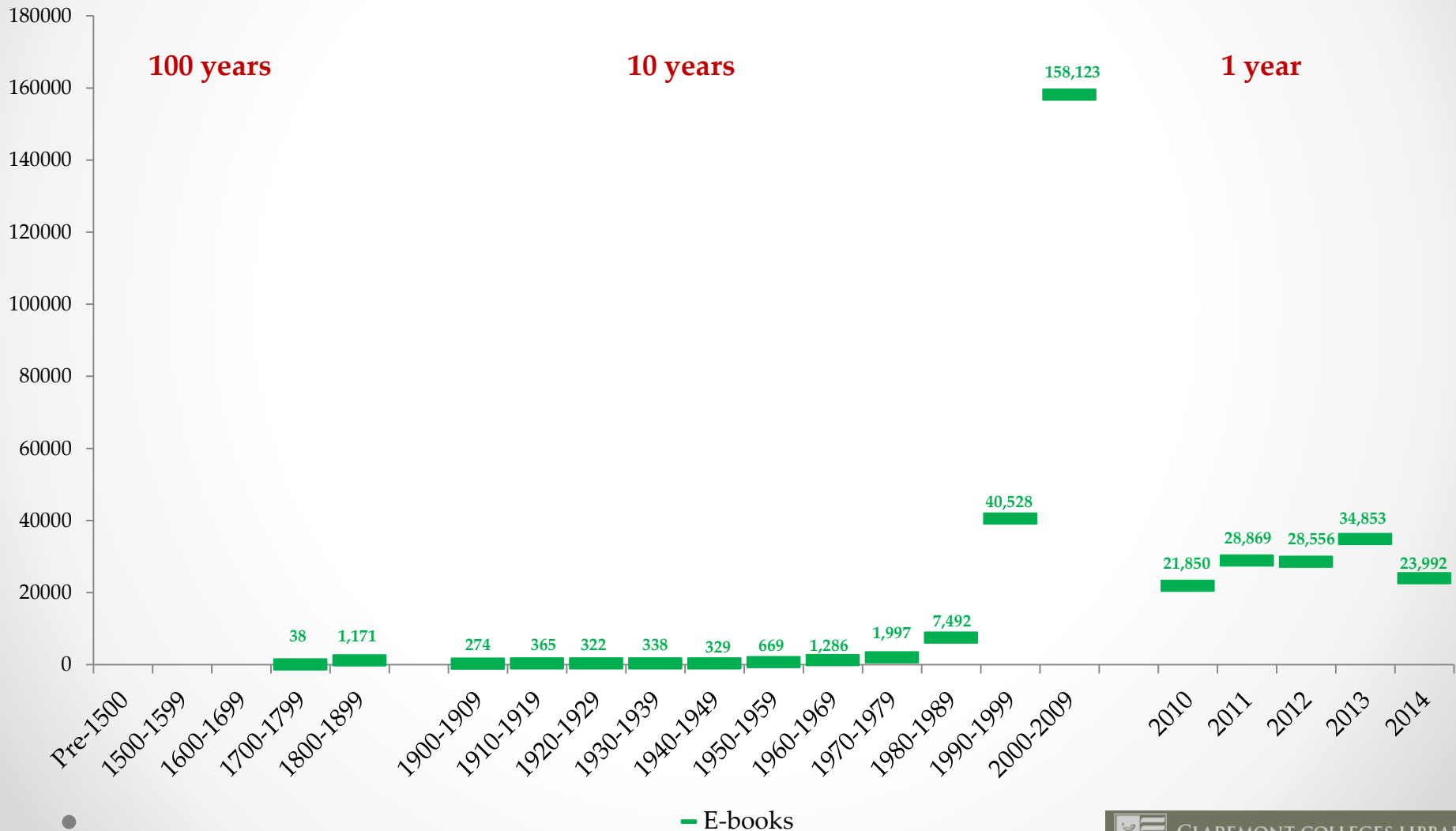


<http://office.microsoft.com/en-ca/images>

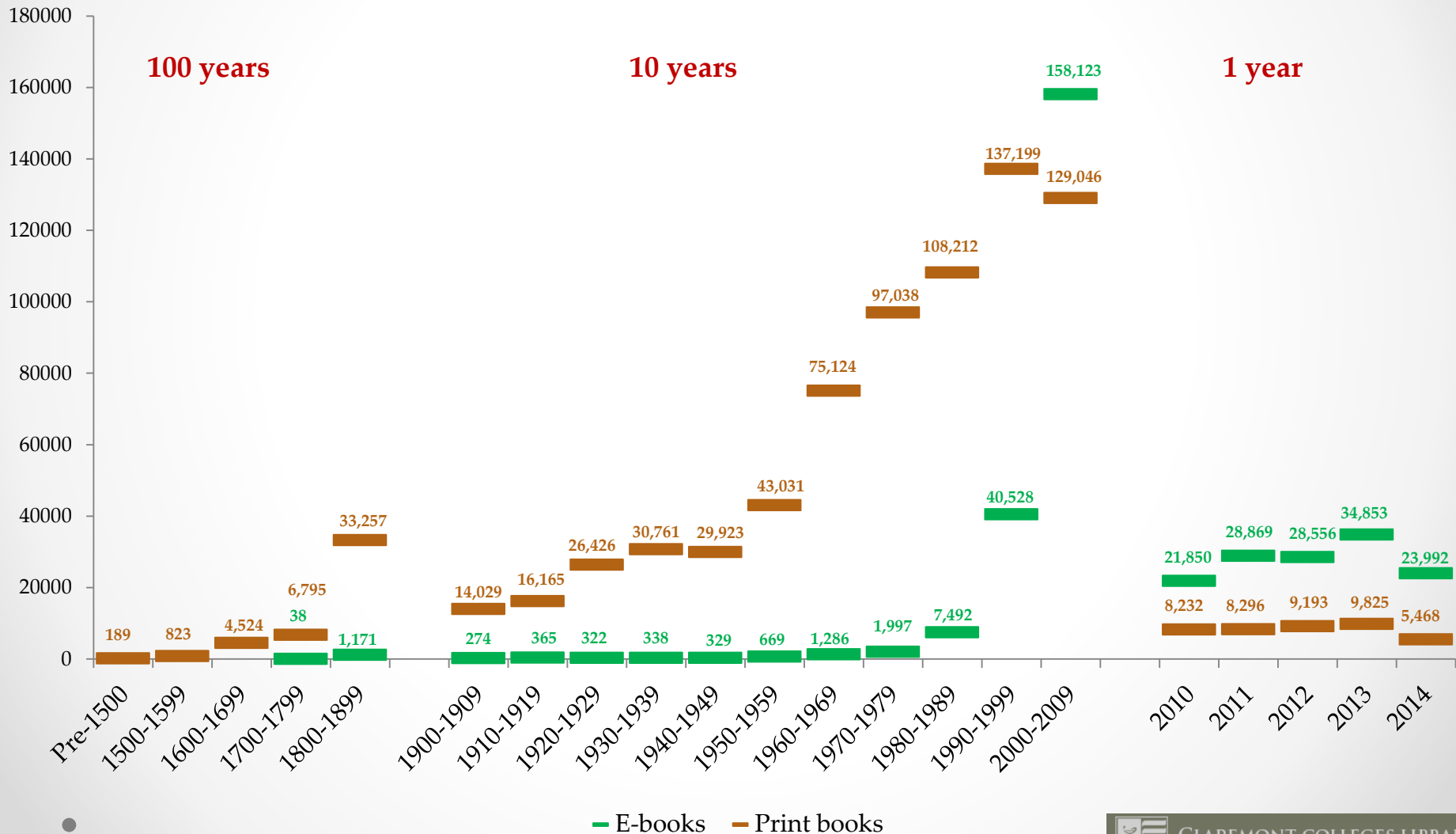
- Non-DRM e-books represent bigger proportion of *used titles* than they do of *all titles*, except in history (non-DRM history e-books are 13% of all holdings, and only 11% of all used titles)
- Non-DRM books are more desirable?
- Non-DRM books are easier to access?
- Non-DRM books are more easily discoverable?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



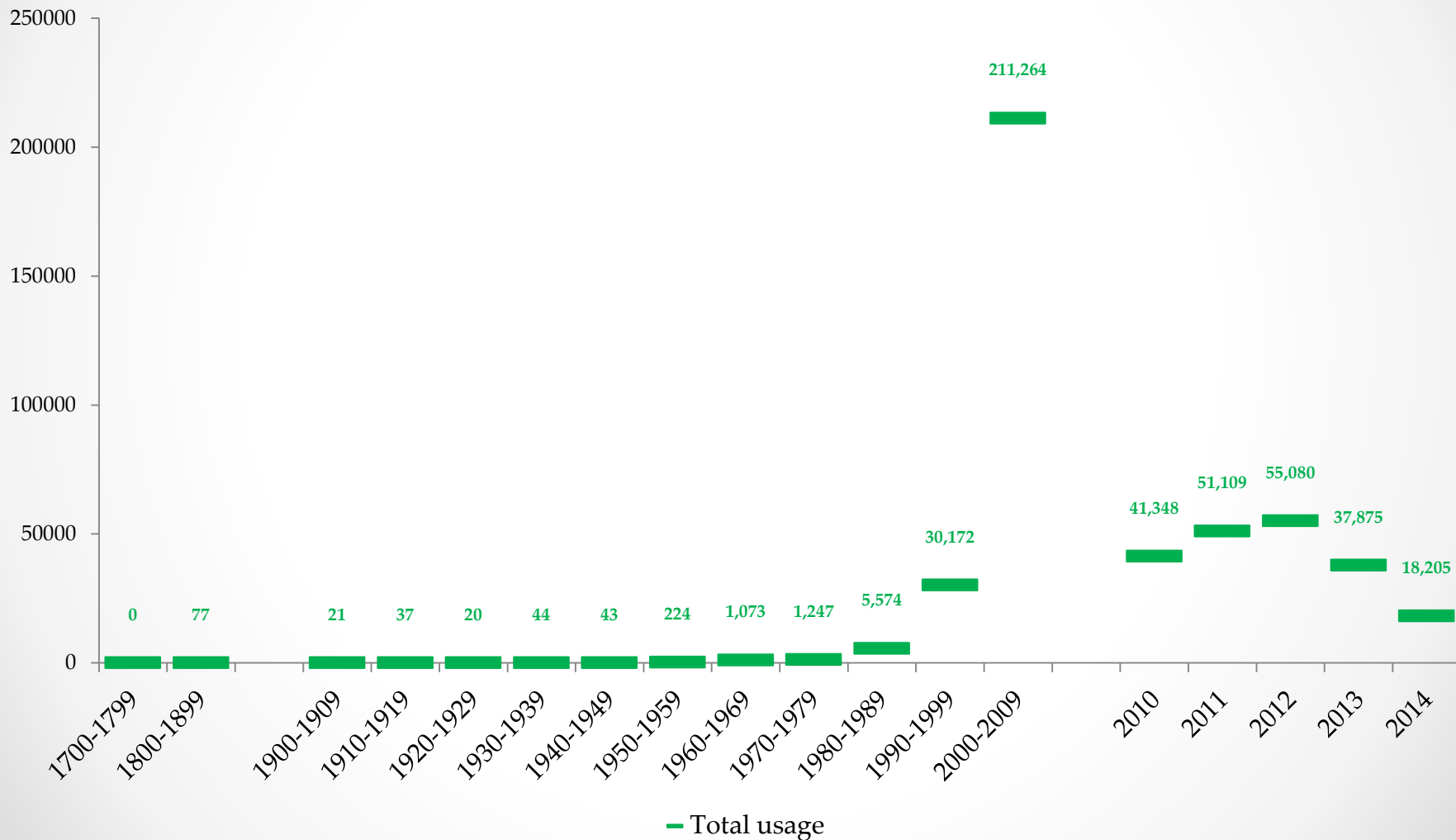
# E-book *holdings* by publication year



# E-book *holdings* by publication year in context

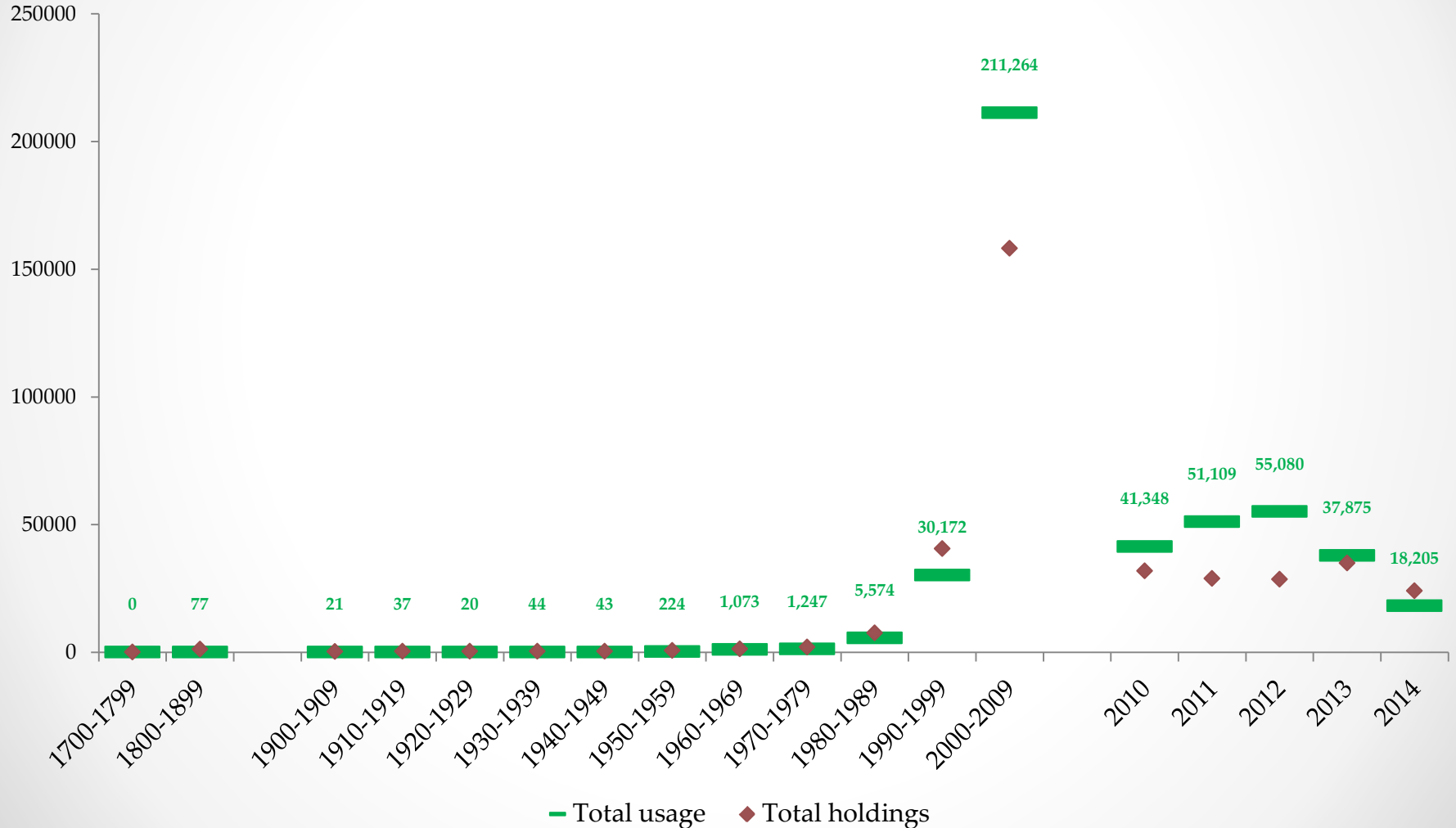


# 2014 e-book usage stats by publication year

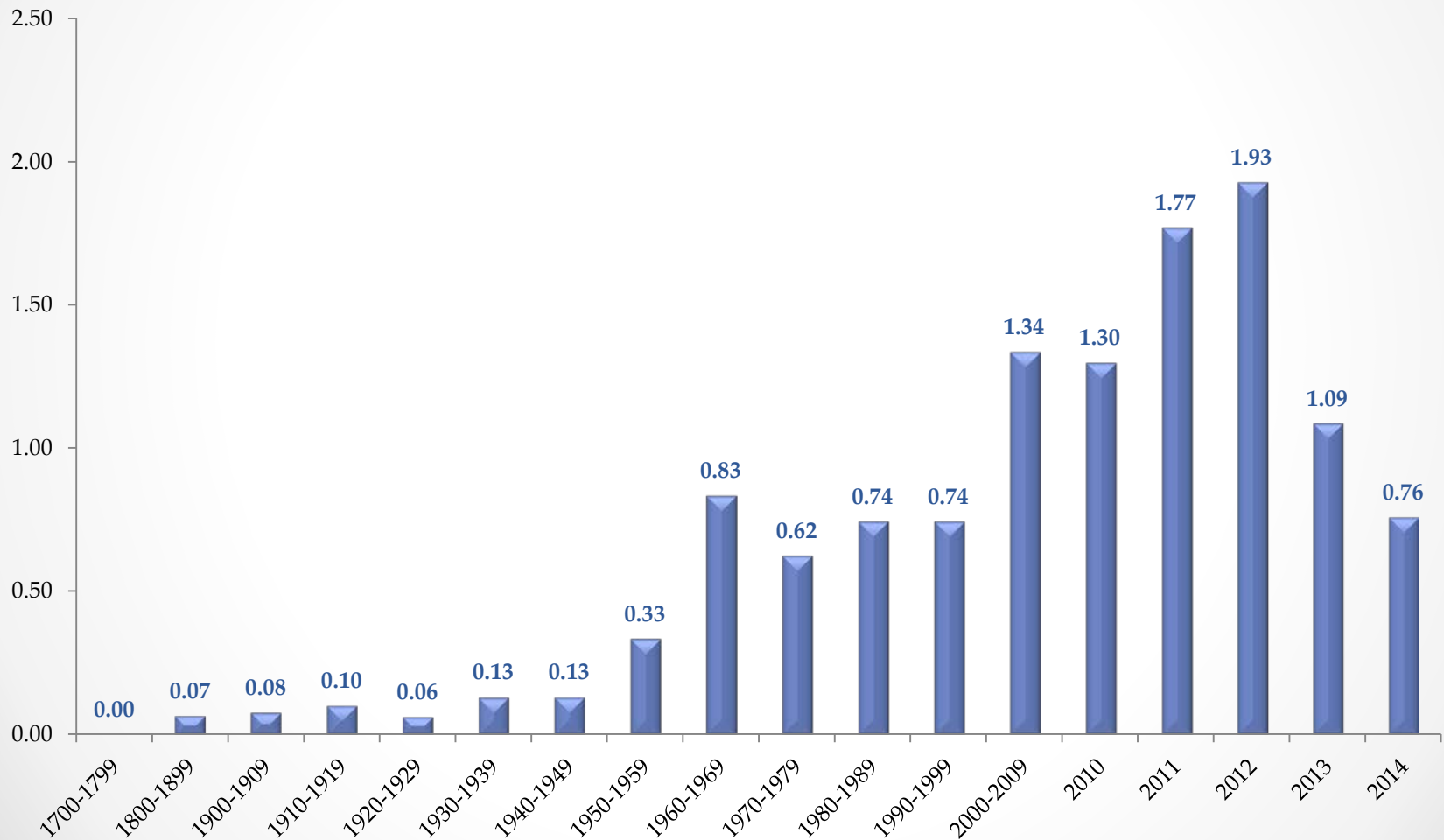




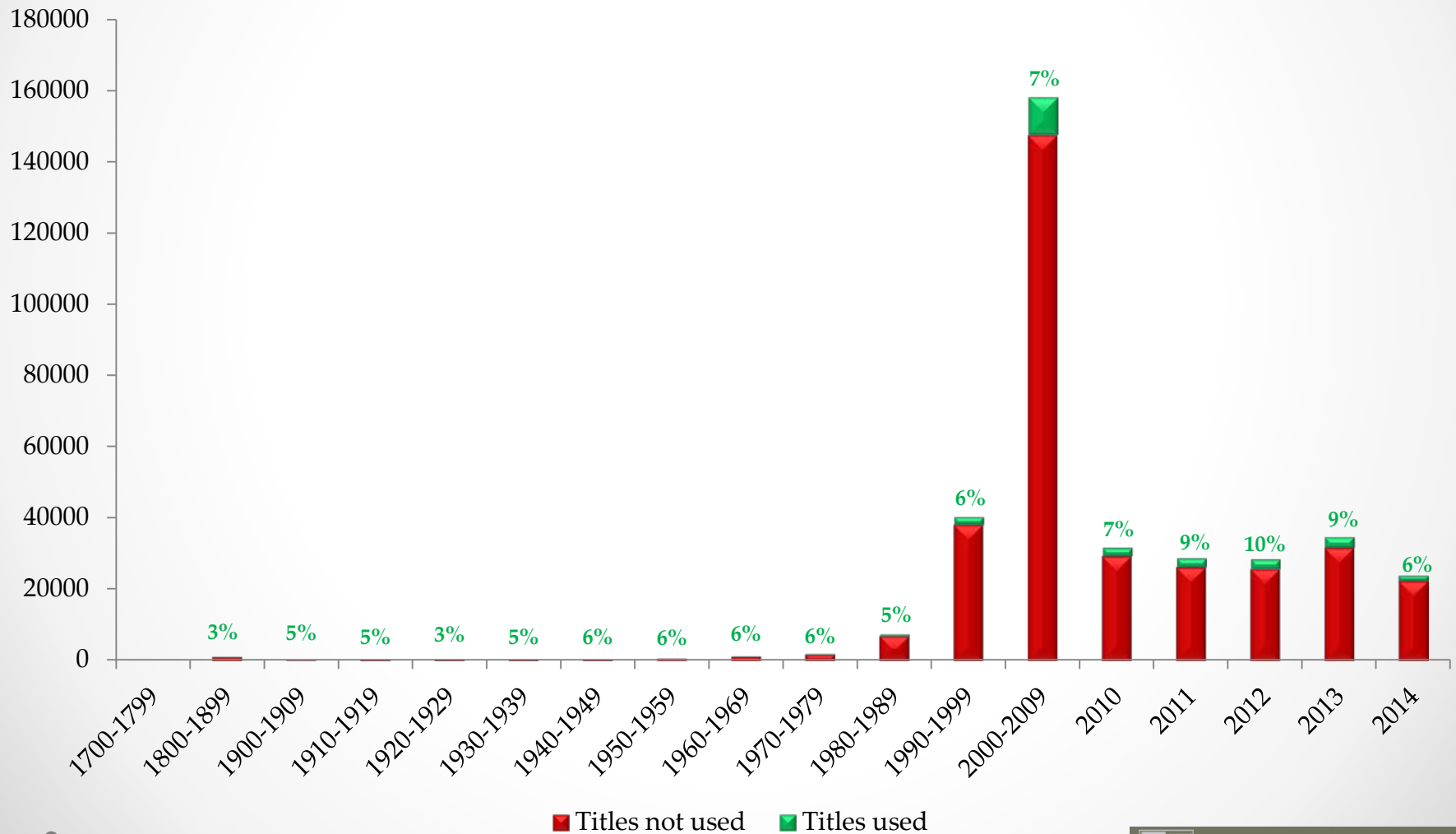
# 2014 e-book *usage stats* by publication year in context



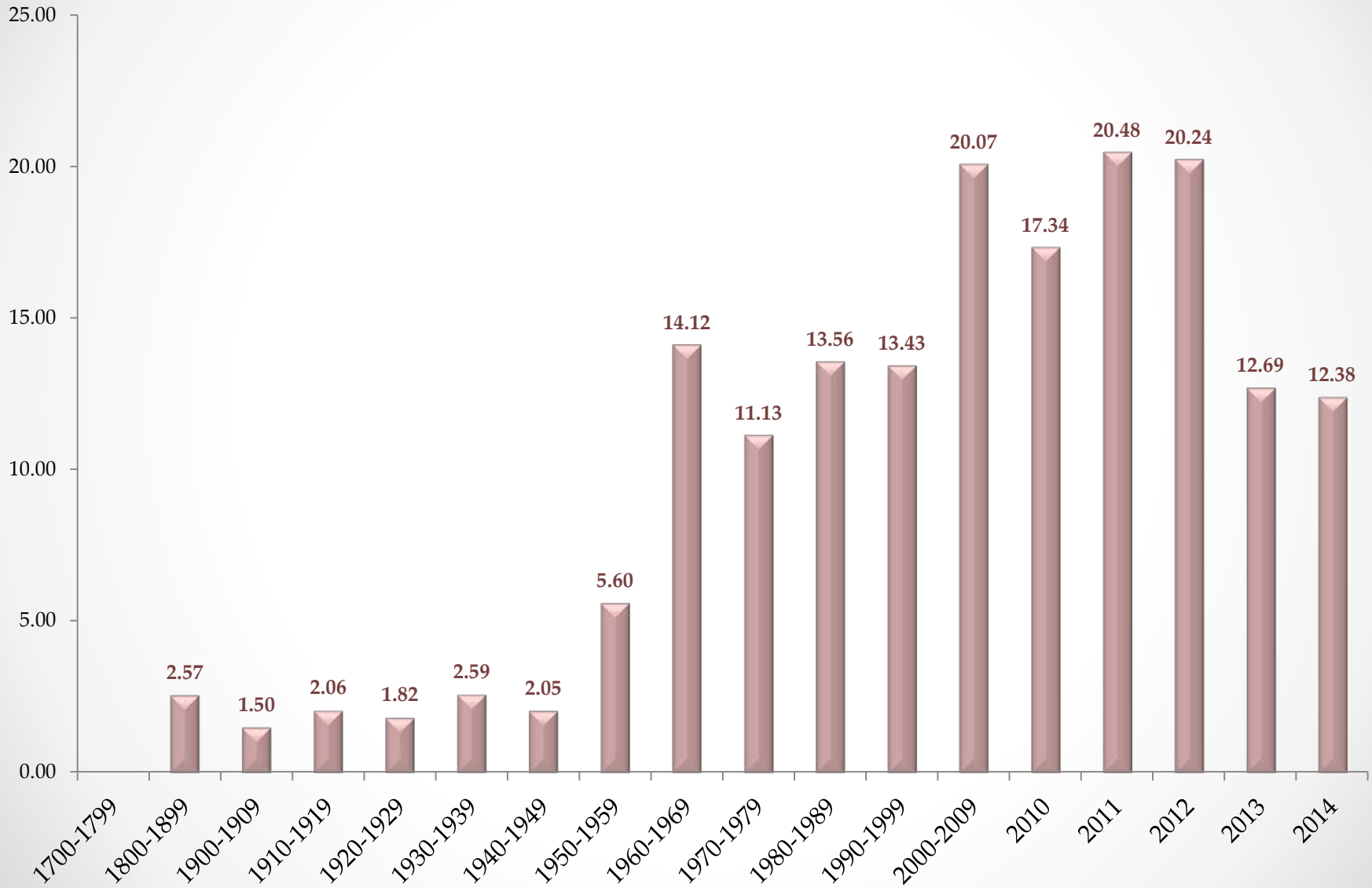
# Average number of uses per *available title*



# Percentage of available titles with usage in 2014



# Average number of uses per *used* title



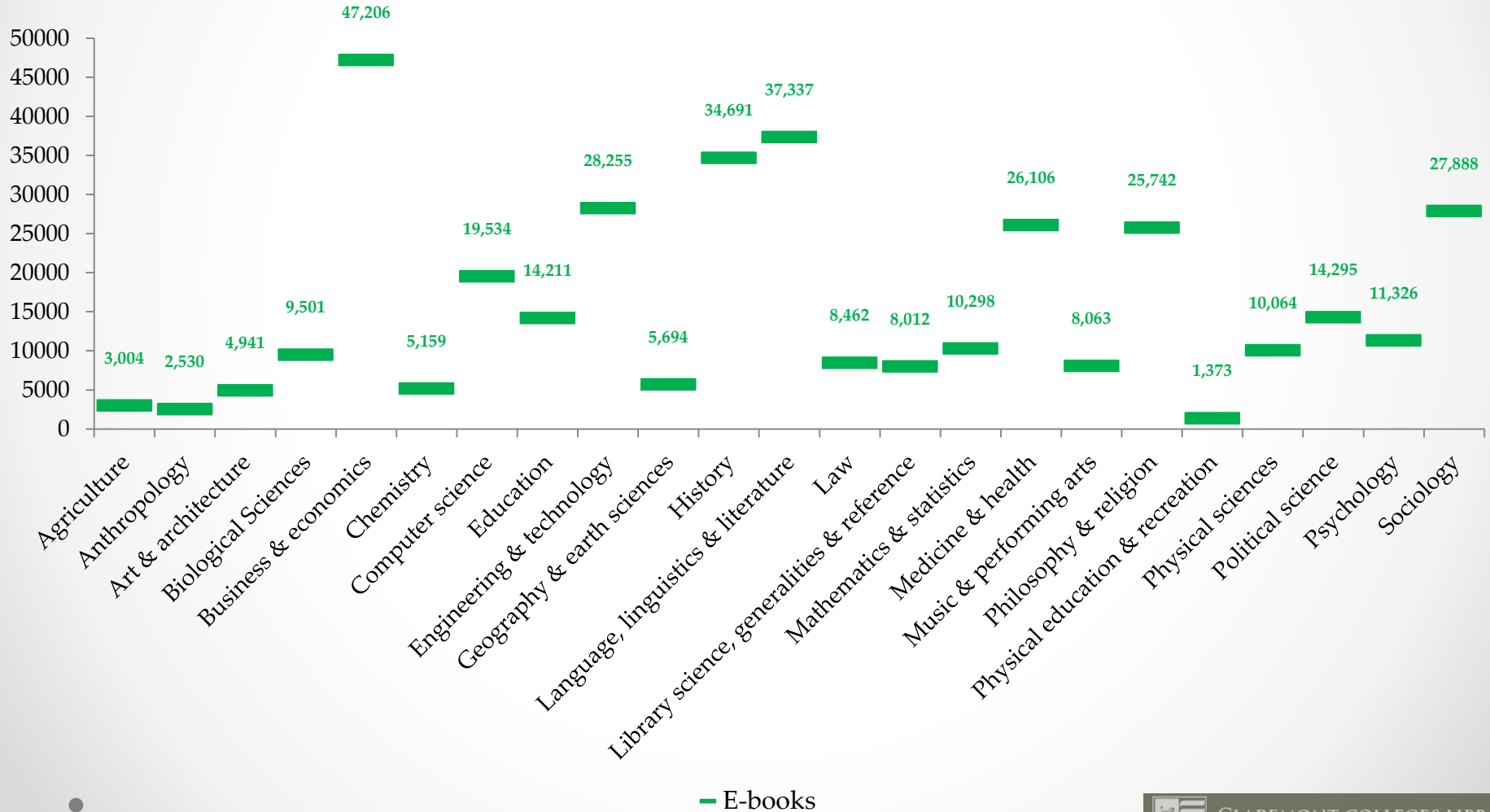
# Takeaways from publication year analysis

- 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 20<sup>th</sup> 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

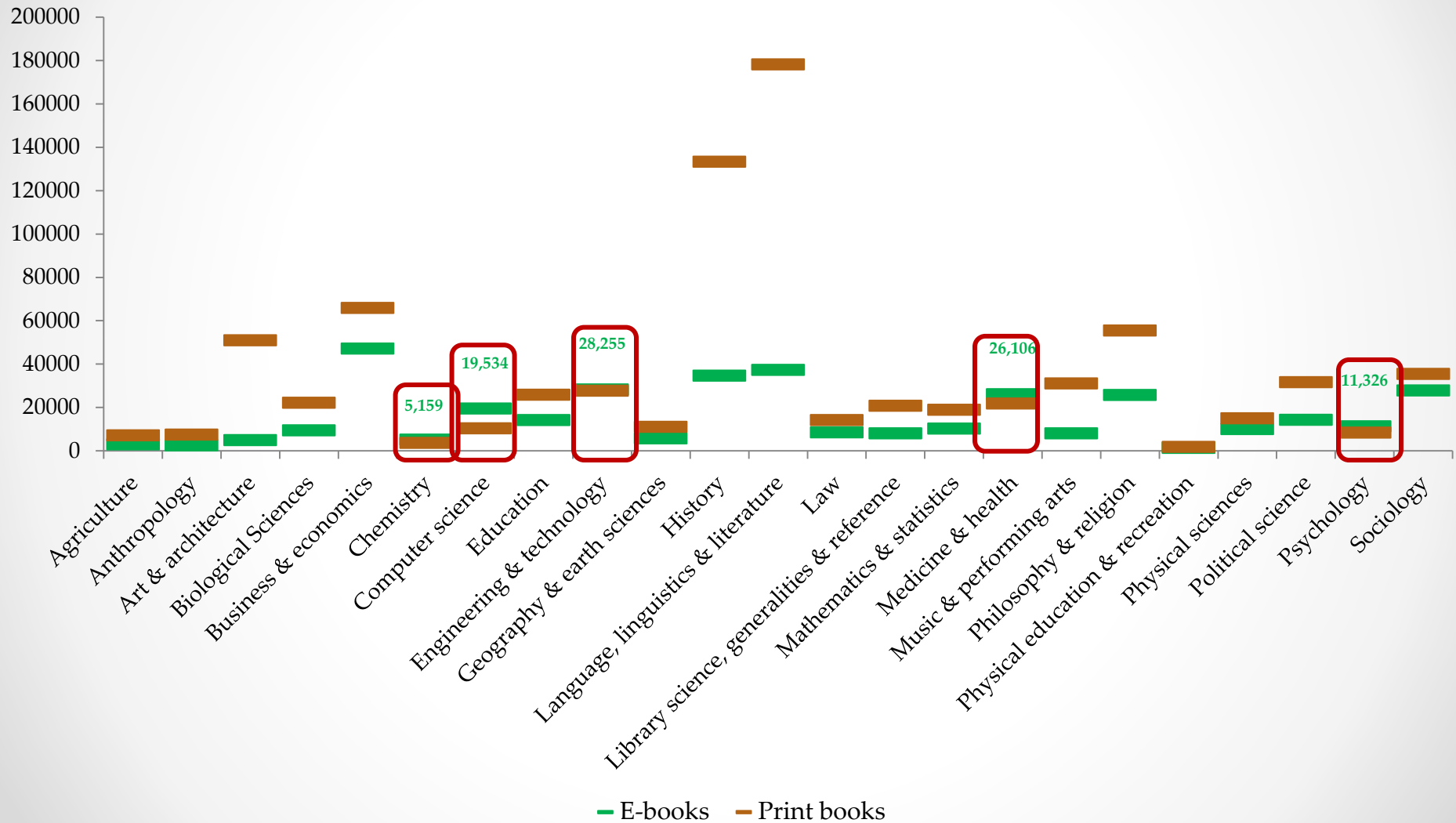




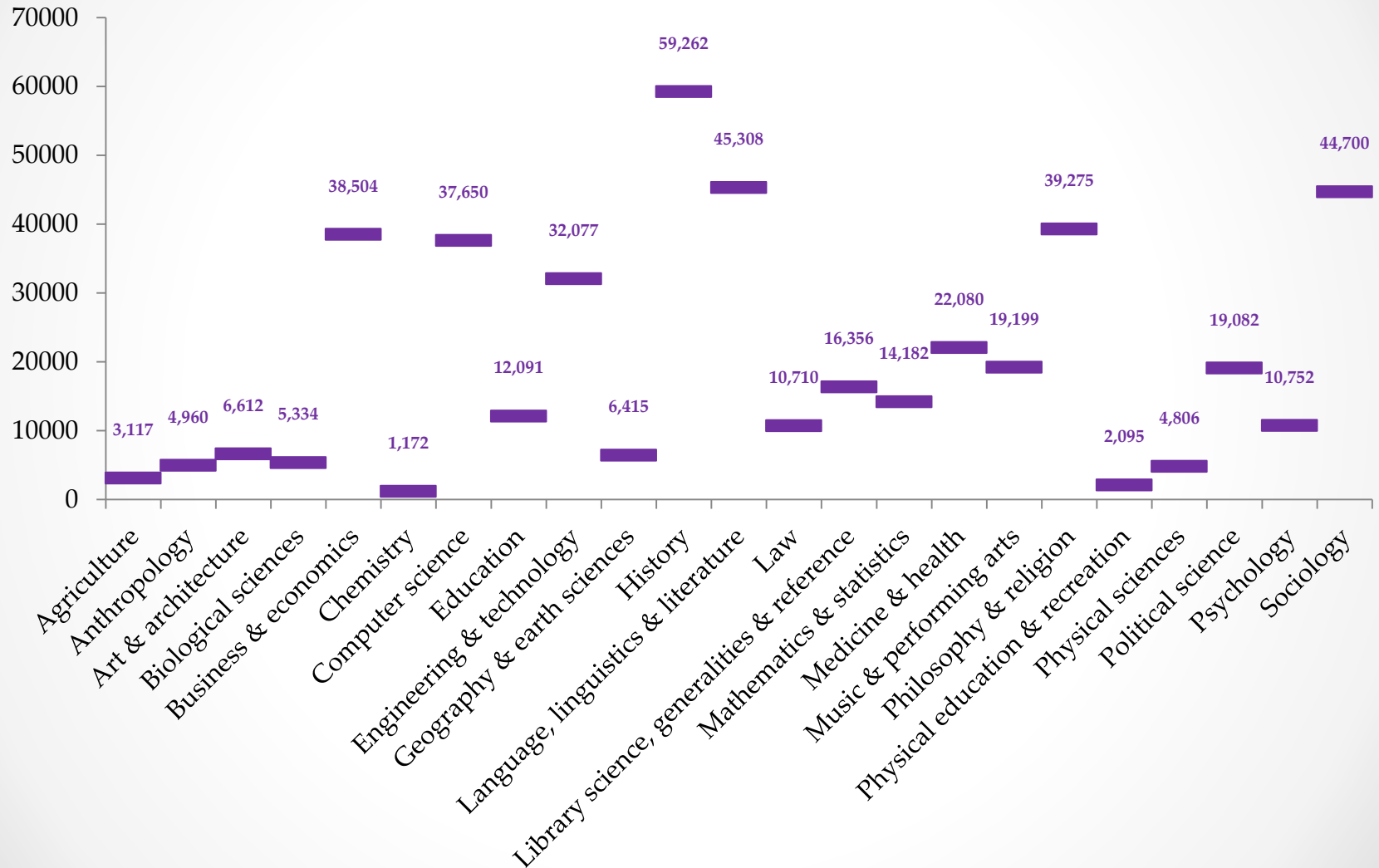
# E-book *holdings* by subject



# E-book *holdings* by subject in context



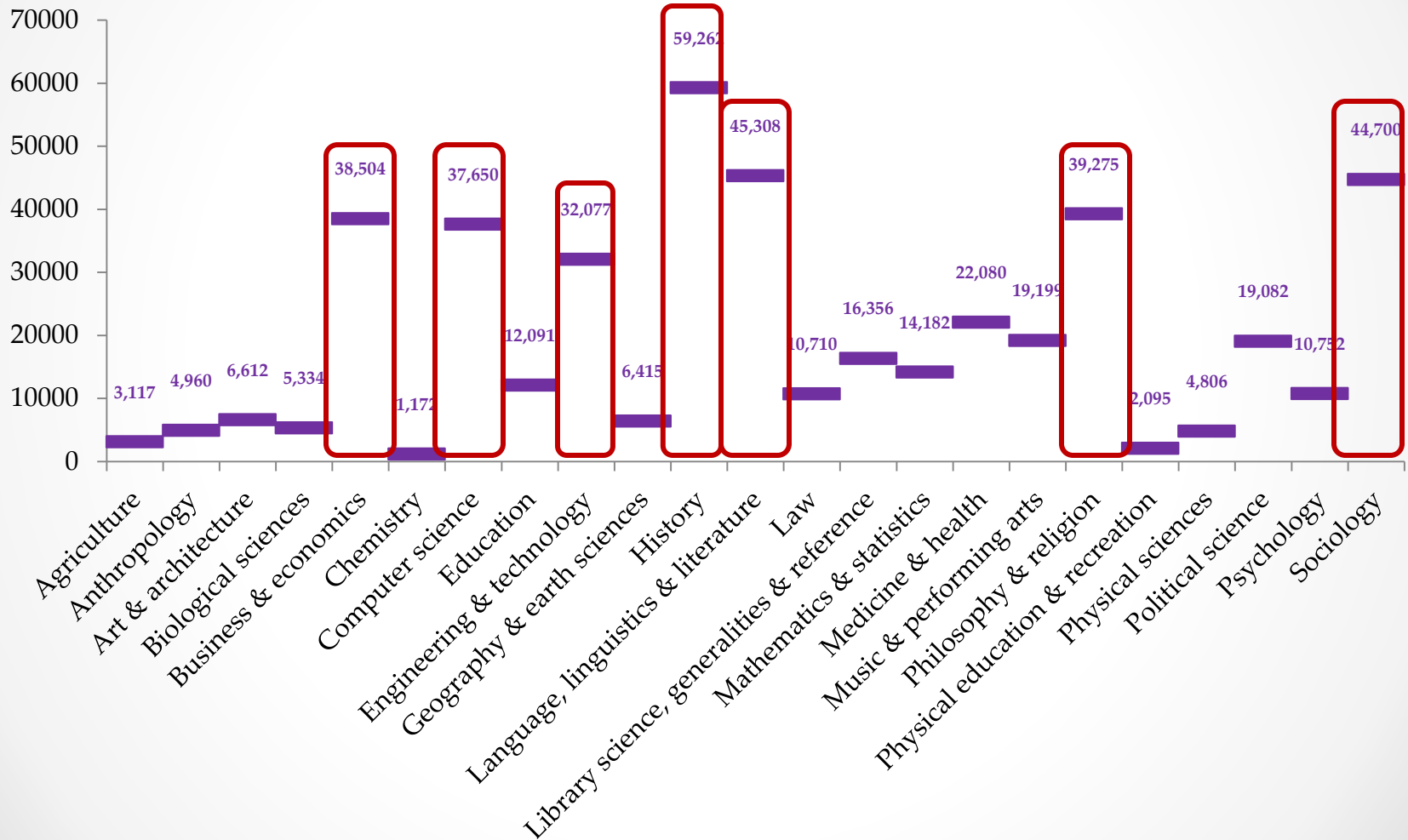
# Total e-book *uses* per subject



— Uses



# Total e-book *uses* per subject



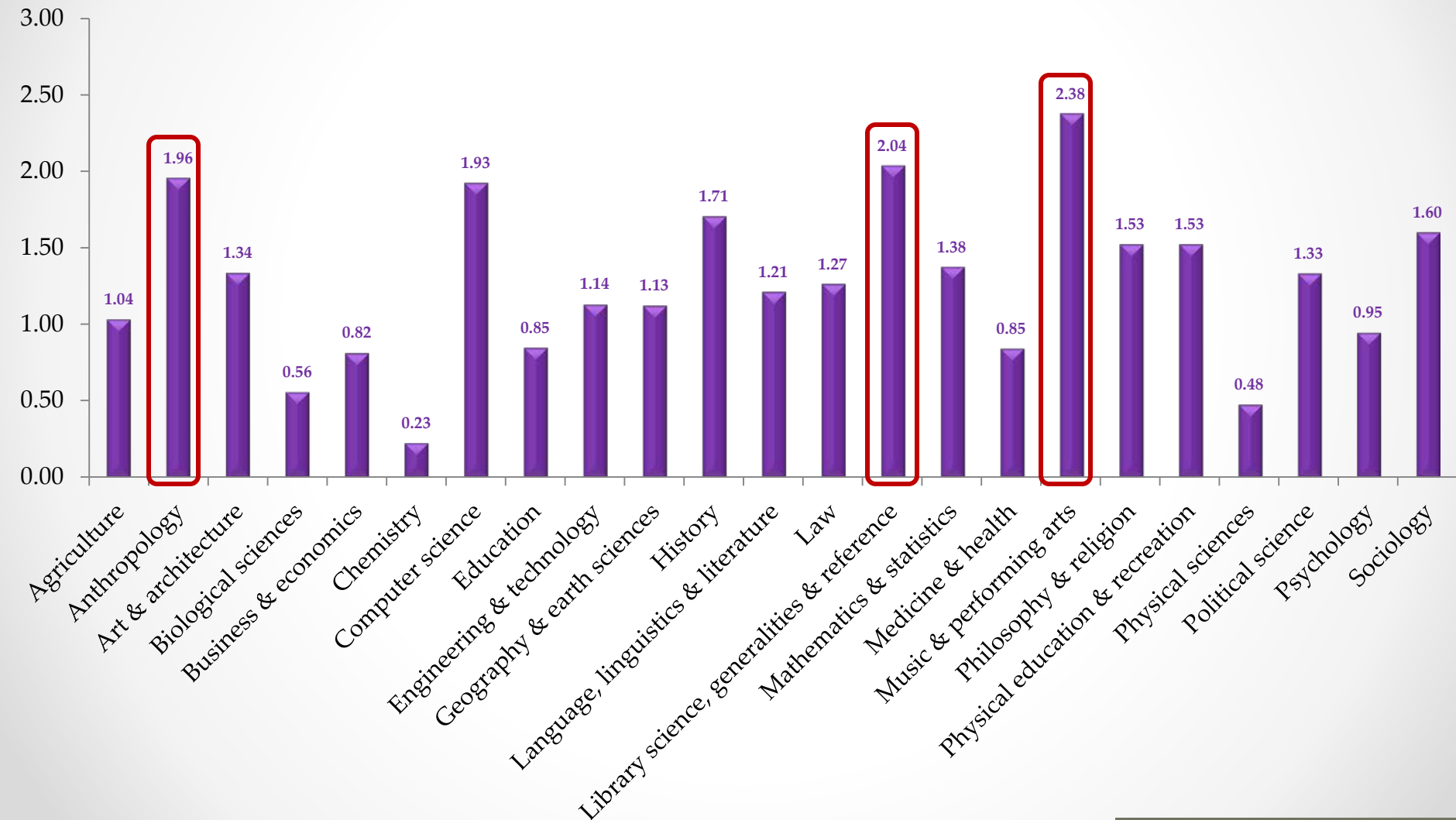
— Uses



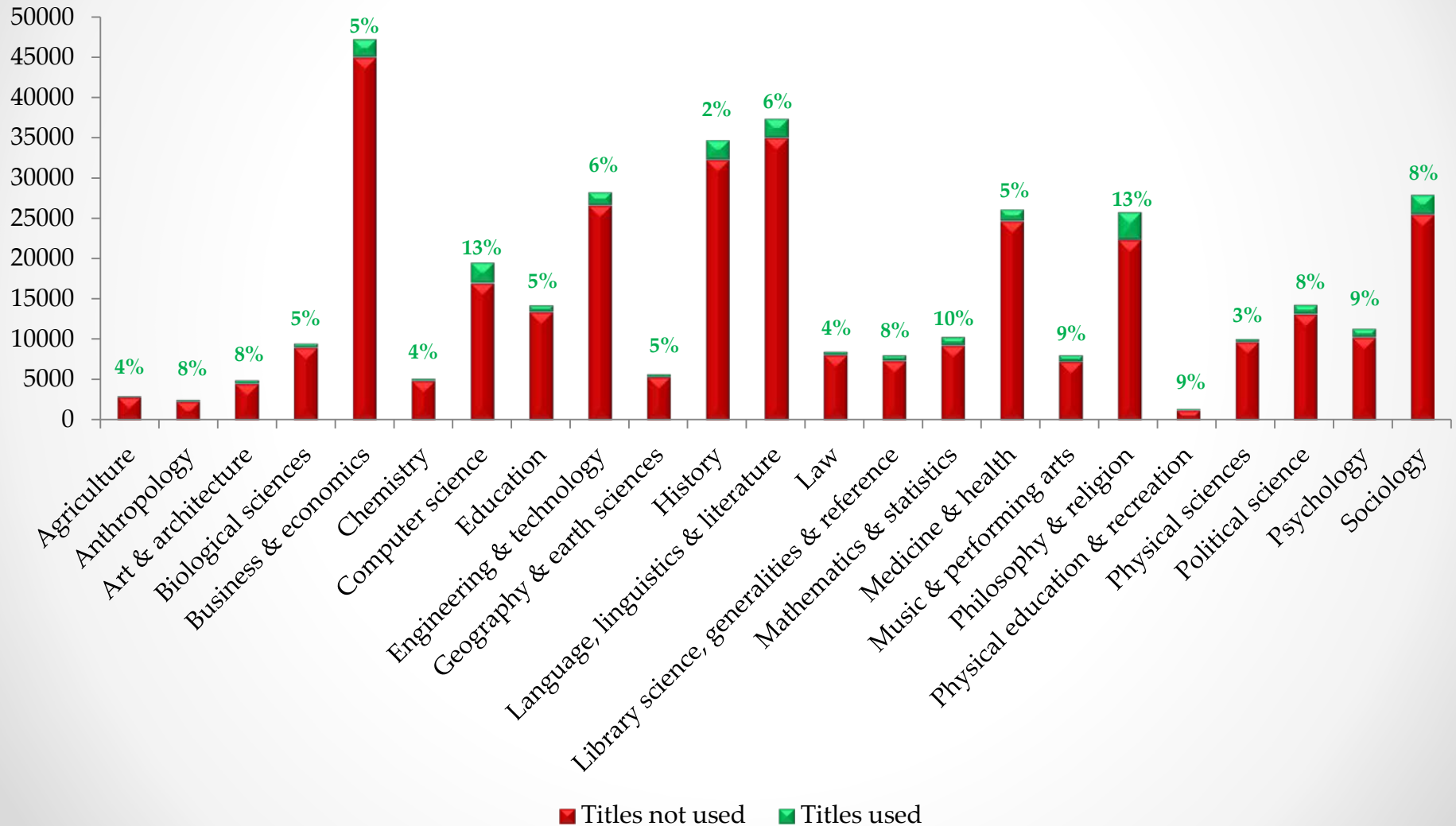
# Total e-book *uses* per subject in context



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



# Percentage of available e-book titles with usage in 2014



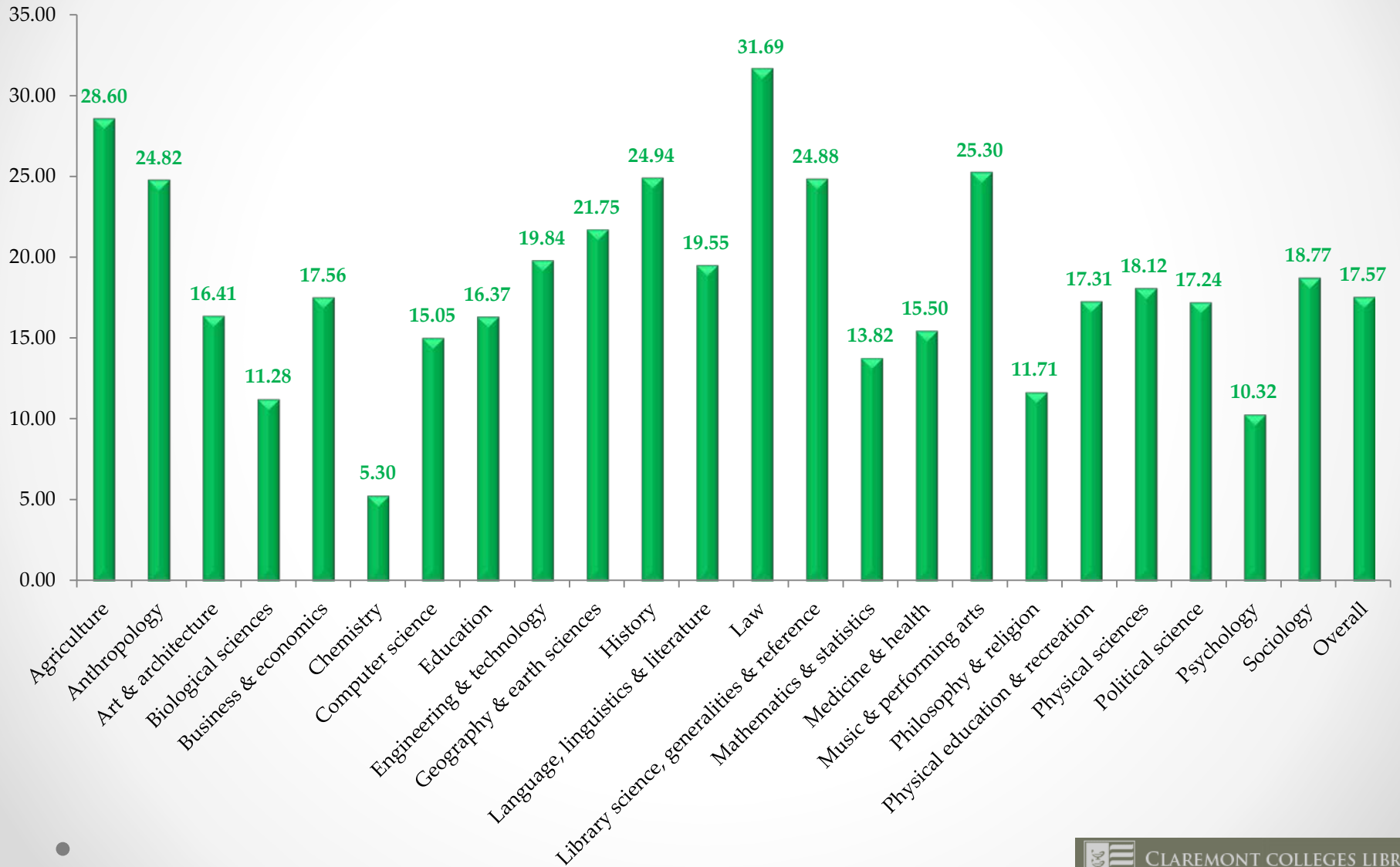


# Broad usage vs. intensity

- 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

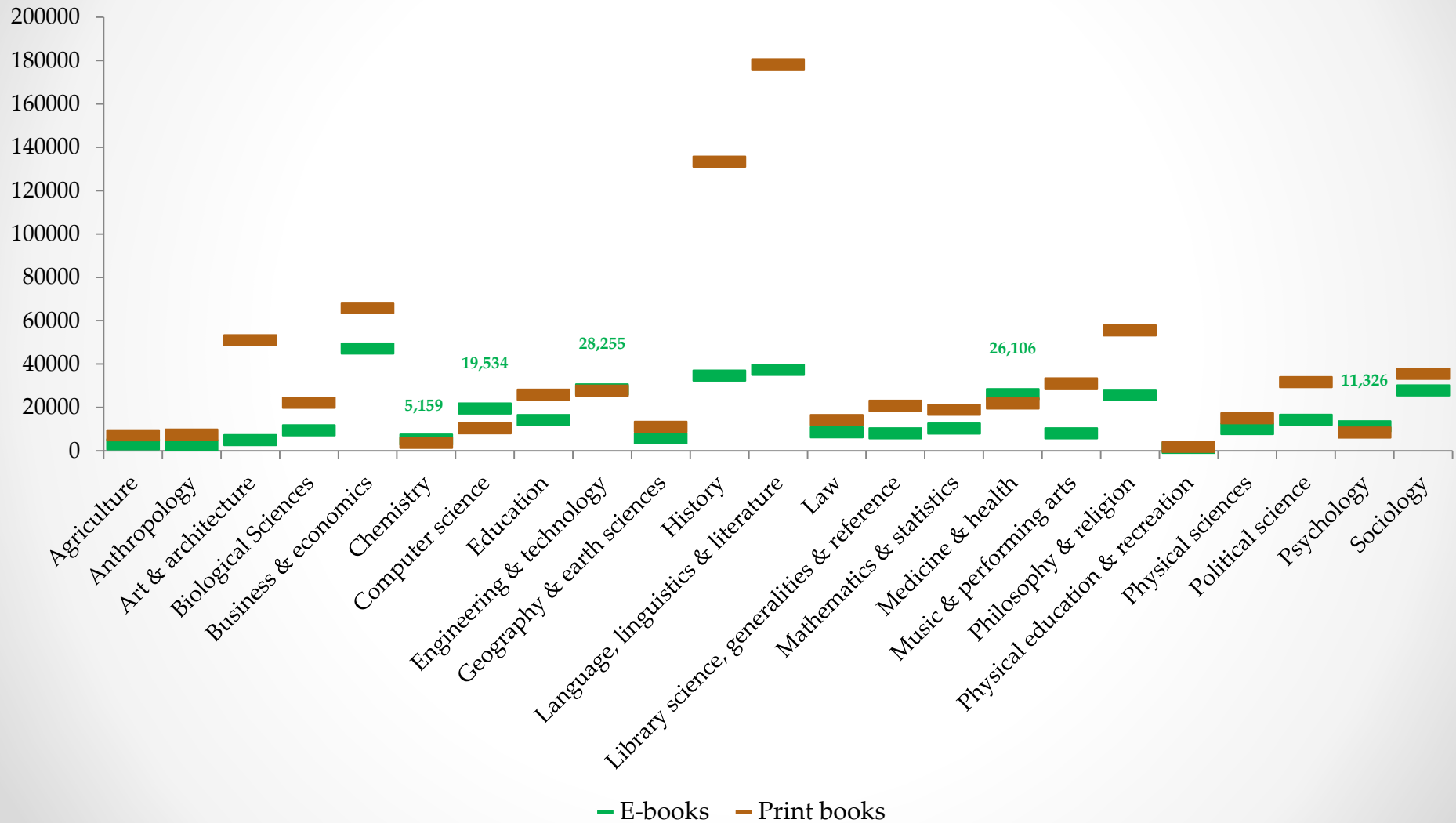


# Most and least used titles

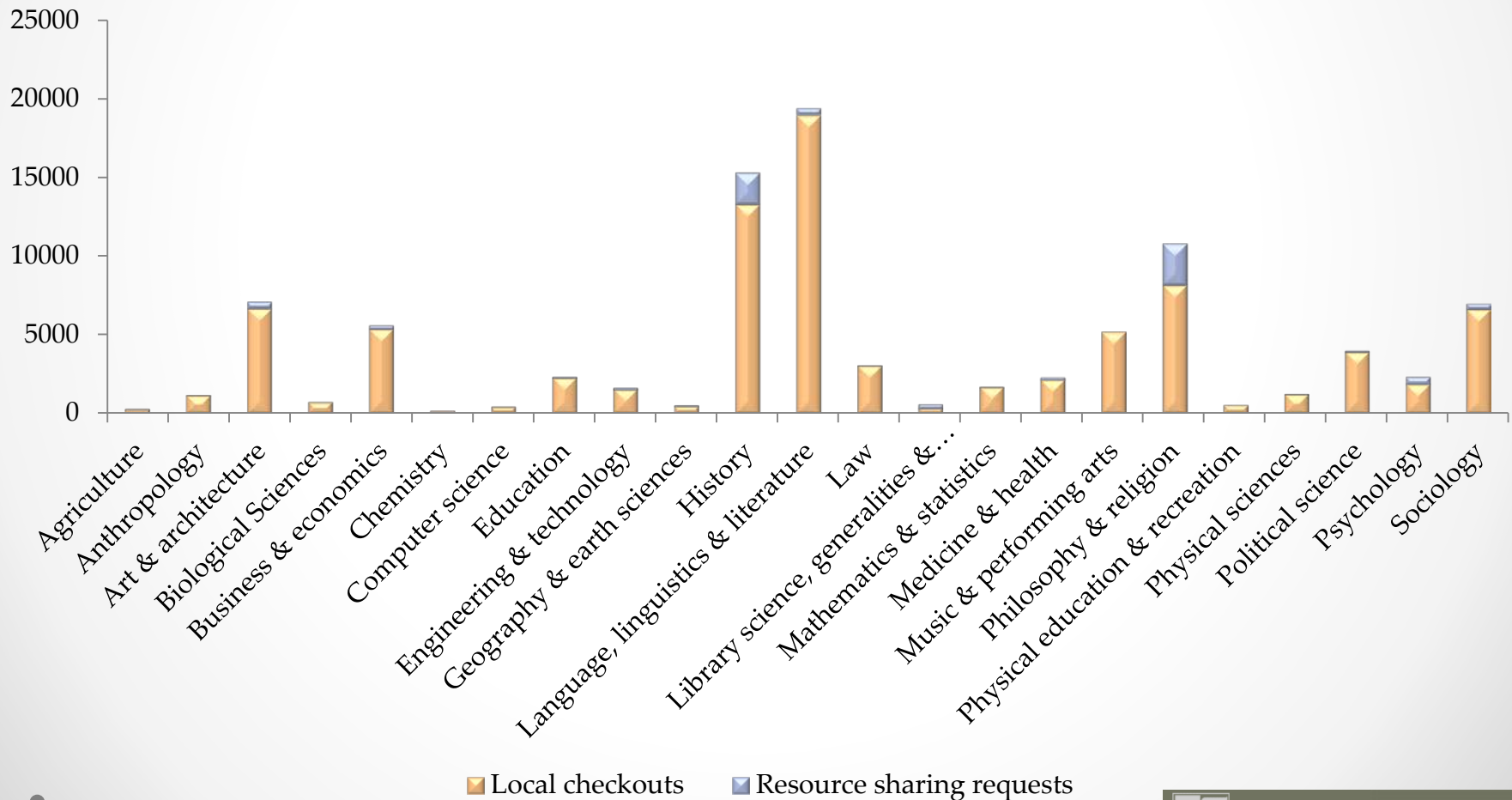
- Reference (dictionary) - 9,428 uses
- Language, linguistics, & literature book – 3,899 uses
- Education book – 2,652 uses
- Sociology title – 2,506 uses
- History title – 2,359 uses
  
- Geography & earth sciences – 632 uses
- Physical sciences – 466 uses
- Physical education & recreation – 377 uses
- Mathematics & statistics – 308 uses
- Chemistry - 57 uses



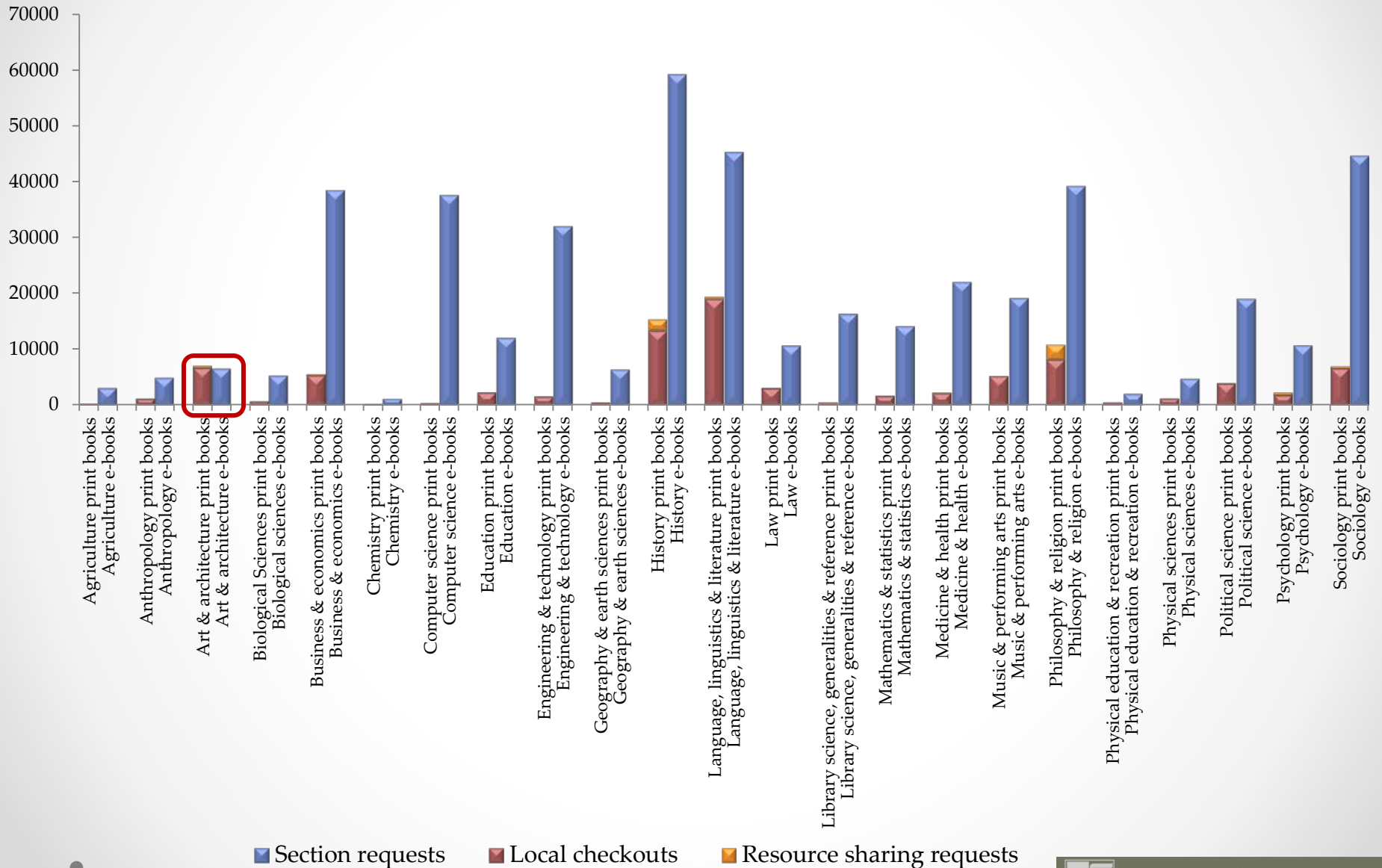
# E-book vs. print books holdings by subject



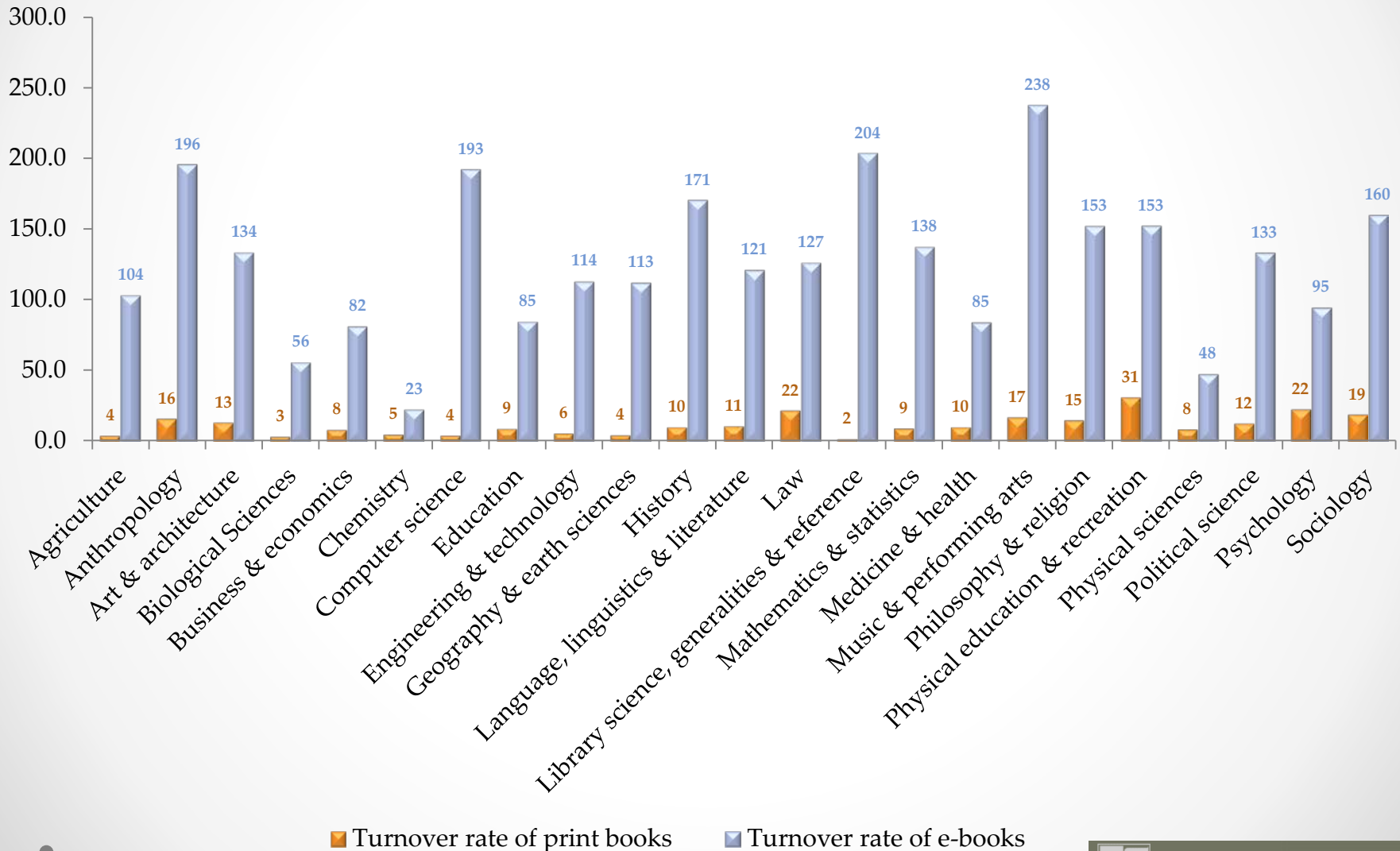
# Print books circulation during 2014, including borrowed via resource sharing



# E-book usage compared to print usage

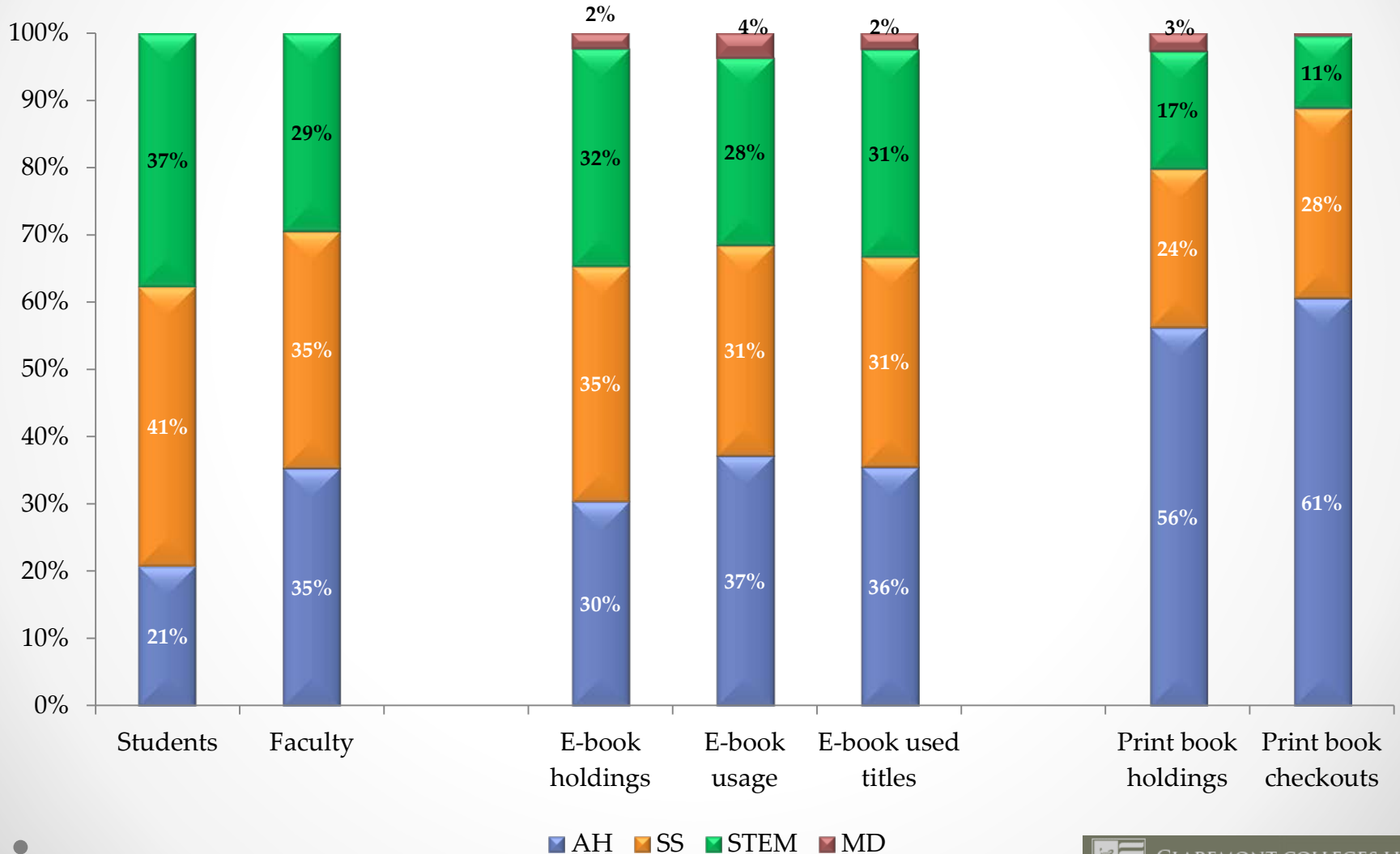


# Average number of uses per 100 available titles





# Book holdings and usage statistics vs. user distribution per discipline



# THANK YOU!

## QUESTIONS?

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[madelynn\\_dickerson@cuc.claremont.edu](mailto:madelynn_dickerson@cuc.claremont.edu)



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