



From Here to There Library Content in the Digital Age

Wendy Evans



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What is digital content?

- Information available in a digital format
- May have a hard copy counterpart
- Hybrid library – combines traditional and electronic media
- Some content is now being “born digital”

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Challenges: management & financial

- Collection development
- Data management
- Service provision
- Organisational structures
- Support

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Why do we need to adapt?

- Libraries need to survive
- Libraries need to enable their users to get the support and advice they require

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The cost of accessing digital content

- Copyright
- Printing costs
- Back copies
- Search functionality
- Interoperability
- Staffing
- Training
- Hidden costs
- Internet connectivity
- Work space

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Funding

Electronic journals

- Subscriptions
- 'Bundles' or 'big deals'
- Individual title level
- Access through "pay per view"
- Inter library loans
- Student contributions

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Document supply

Pay per view

- Jan Wilkinson, previously the British Library's Head of Higher Education, has suggested a model that moves away from the existing transaction-based model to a single payment per annum based on a combination of subscription and usage

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Quotation from Mike McGrath

“Researchers devote a surprisingly small proportion of their time to systematic reading; As much as 60% of useful reading occurs through serendipity”

McGrath, M. (1998) The current state of ILL: some realities behind the hype; *8 Librarian Career Development*, Vol. 6, No. 2: 17-25



<http://www.ebscohost.com/discovery>



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Access vs. Ownership

- To subscribe or not to subscribe...

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Access vs. Ownership (2)

- HE CLA Scanning Licence
- How do we determine demand?
- How do we evaluate usage?

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Journal review

- Ensure that journal subscriptions reflect curriculum needs
- Ensure that subscriptions totally relating to courses no longer running are cancelled
- Enable Faculties to put forward new titles needed to support the validated curriculum and new offerings about to come on stream

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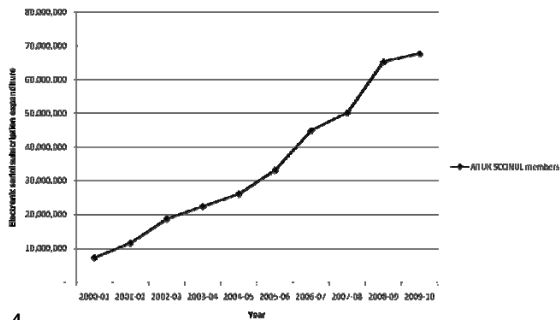
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UCP Marjon analysis of journal usage

Journal title	No. of votes	Print usage	Electronic usage	Cost per usage
Education Journal	14	40	print only	£1.48
British Journal of Special Education	23	22	190	£1.36
Language Teaching	8	1	104	£1.35
Psychology of Education Review	1	6	print only	£1.33
Early Years: Journal of International Research & Development	10	online only	212	£1.30
Seminars in Speech and Language	13	48	372	£1.27
Aphasiology	35	5	1115	£1.23
Disability Now	12	24	0	£1.00
European Journal of Sport Science	45	online only	381	£0.97
Journal of Adventure Education and Outdoor Learning	21	19	118	£0.89
Education 3-13	36	39	405	£0.83
Journal of Sports Sciences	83	90	2532	£0.78
Coaching Edge	40	31	print only	£0.58
Physical Education and Sport Pedagogy	79	20	598	£0.40
International Journal of Language and Communication Disorders	50	6	1786	£0.36

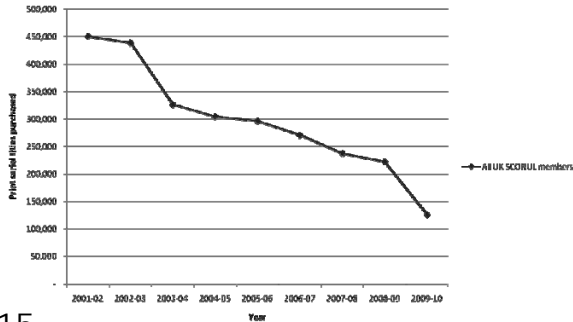
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Electronic serial subscription expenditure



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Print serial titles purchased



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**Quotation from the Chartered Institute
of Library & Information Professionals (CILIP)**

“...some 45% of all acquisitions expenditure
now goes on electronic formats”

CILIP (2008) 'Digital services 'challenge' HE' *Library & Information Gazette* 31, Oct – 13 Nov 2008

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E-books

- All book orders checked for e-book compatibility
- Support
- Users studying remotely
- Increase in part-time & distance learner students
- Demands for multiple copies
- 24/7 access
- HECG estimated in 2006 that only 3 per cent of UK HE library book budgets are spent on e-books

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E-books (2)

2004-09 expenditure on print books



13%

However, 2009 e-books only account
for between 10-12% of overall book expenditure

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E-books (3)

"... by the year 2020, 40% of UK research monographs will be available in electronic format only, while a further 50% will be produced in both print and digital; A mere 10% of new titles will be available in print alone by 2020"

19 Lynne Brindley, Chief Executive of the British Library, 2005



Low take up of e-books

- Too few e-books available
- High pricing
- Complex pricing models
- Poor understanding of needs
- Lack of e-textbooks

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<http://observatory.jiscebooks.org/>



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Purchasing models

- Too much complexity
- Complicated licences
- Costs are too high

The JISC National Observatory project recommends:

"Publishers, e-book aggregators and librarians should work with JISC Collections and the Publishers Association to reach an agreement on a common set of licensing terms and conditions for course text e-books that are easy to understand"

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Aggregators

- MyiLibrary
- Dawsonera
- Ebsco
- Ebrary
- Different models...different platforms...
 - In an ideal world, librarians would request multiple and concurrent access for users
 - The pressures to find viable and sustainable business models will intensify significantly for publishers and librarians alike

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The Browne report

- Increase in student demand
- Student expectations
 - Digital content 24/7
- Economic recession
 - Cuts in the sector
- How do we weigh this up?

<http://www.bis.gov.uk/assets/biscore/corporate/docs/s/208-securing-sustainable-higher-education-browne-report.pdf>

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Barriers

- What is an 'authorised user'?
- Partnerships/Collaborations
- Licences

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About to break through barriers?

- Open access
- Harvard University
 - Driving force - Professor Robert Darnton
 - Digital Public Library of America

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Professor Robert Darnton

"Access to knowledge is a public good but it is not costless;
These costs have been rising unsustainably due to the greed
and monopolistic practices of publishers;
It's time for a new kind of library;
We have it in our power to create a digital library
that will make our wealth of cultural heritage
available free of charge to the US and the world."

27 <http://www.jisc.ac.uk/inform/inform33/DigitalPublicLibrary.html>



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[http://www.jisc.ac.uk/inform/inform33/
DigitalPublicLibrary.html](http://www.jisc.ac.uk/inform/inform33/DigitalPublicLibrary.html)



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The future...

- Increase in number of electronic resources
- Changes in roles of librarians
- Technologies
- Environmentally friendly
- Business models

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The past...

"The past is another country,
they do things differently there."

30 Hayley, L. and Brooks-Davies, D. (2004) *The Go-Between*; London: Penguin Classics

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The future...

"Trying to predict the future is a mug's game;
But increasingly it's a game we all have to play because
the world is changing so fast and we need to have some sort
of idea of what the future's actually going to be like because
we are going to have to live there, probably next week."


31 <http://www.bbc.co.uk/dna/h2g2/A216433>






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Thank you



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