From Here to There
Library Content in the Digital Age
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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”

Challenges: management & financial
• Collection development
• Data management
• Service provision
• Organisational structures
• Support
Why do we need to adapt?

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

The cost of accessing digital content

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

Funding

Electronic journals
- Subscriptions
- ‘Bundles’ or ‘big deals’
- Individual title level
- Access through “pay per view”
- Inter library loans
- Student contributions
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

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”

http://www.ebscohost.com/discovery

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Access vs. Ownership

- To subscribe or not to subscribe...

Access vs. Ownership (2)

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

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
UCP Marjon analysis of journal usage

<table>
<thead>
<tr>
<th>Journal title</th>
<th>No. of votes</th>
<th>Print usage</th>
<th>Electronic usage</th>
<th>Cost per usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Journal</td>
<td>14</td>
<td>48</td>
<td>print only</td>
<td>£1.48</td>
</tr>
<tr>
<td>British Journal of Special Education</td>
<td>53</td>
<td>22</td>
<td>186</td>
<td>£1.30</td>
</tr>
<tr>
<td>Language Teaching</td>
<td>9</td>
<td>1</td>
<td>104</td>
<td>£1.10</td>
</tr>
<tr>
<td>Psychology of Education Review</td>
<td>7</td>
<td>9</td>
<td>print only</td>
<td>£1.93</td>
</tr>
<tr>
<td>Early Years: Journal of Early Years Research &amp; Development</td>
<td>10</td>
<td>212</td>
<td>print only</td>
<td>£1.30</td>
</tr>
<tr>
<td>Multilingual Communication and Education Learning</td>
<td>21</td>
<td>18</td>
<td>115</td>
<td>£0.80</td>
</tr>
<tr>
<td>Psychology of Education</td>
<td>36</td>
<td>26</td>
<td>102</td>
<td>£0.80</td>
</tr>
<tr>
<td>Disability Now</td>
<td>35</td>
<td>35</td>
<td>0</td>
<td>£1.00</td>
</tr>
<tr>
<td>European Journal of Special Education</td>
<td>3</td>
<td>3</td>
<td>281</td>
<td>£2.91</td>
</tr>
<tr>
<td>Journal of American Education and Disability</td>
<td>3</td>
<td>3</td>
<td>158</td>
<td>£2.60</td>
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<tr>
<td>Journal of Special Education</td>
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<td>28</td>
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<tr>
<td>Early Years: Journal of Early Years Research &amp; Development</td>
<td>3</td>
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<td>158</td>
<td>£2.60</td>
</tr>
<tr>
<td>Journal of Language and Communication Disorders</td>
<td>23</td>
<td>0</td>
<td>1708</td>
<td>£0.30</td>
</tr>
</tbody>
</table>

Electronic serial subscription expenditure

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”

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

E-books (2)
2004-09 expenditure on print books
13%
However, 2009 e-books only account for between 10-12% of overall book expenditure
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"

Dame 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

http://observatory.jiscebooks.org/
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”

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

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?

Barriers

- What is an ‘authorised user’?
- Partnerships/Collaborations
- Licences

About to break through barriers?

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

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."

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

The future…

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

The past…

“The past is another country.
they do things differently there.”


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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.”

http://www.bbc.co.uk/dna/h2g2/A216433

Thank you