The Impact of eTexts

Using trial data to inform licensing, cost and access models
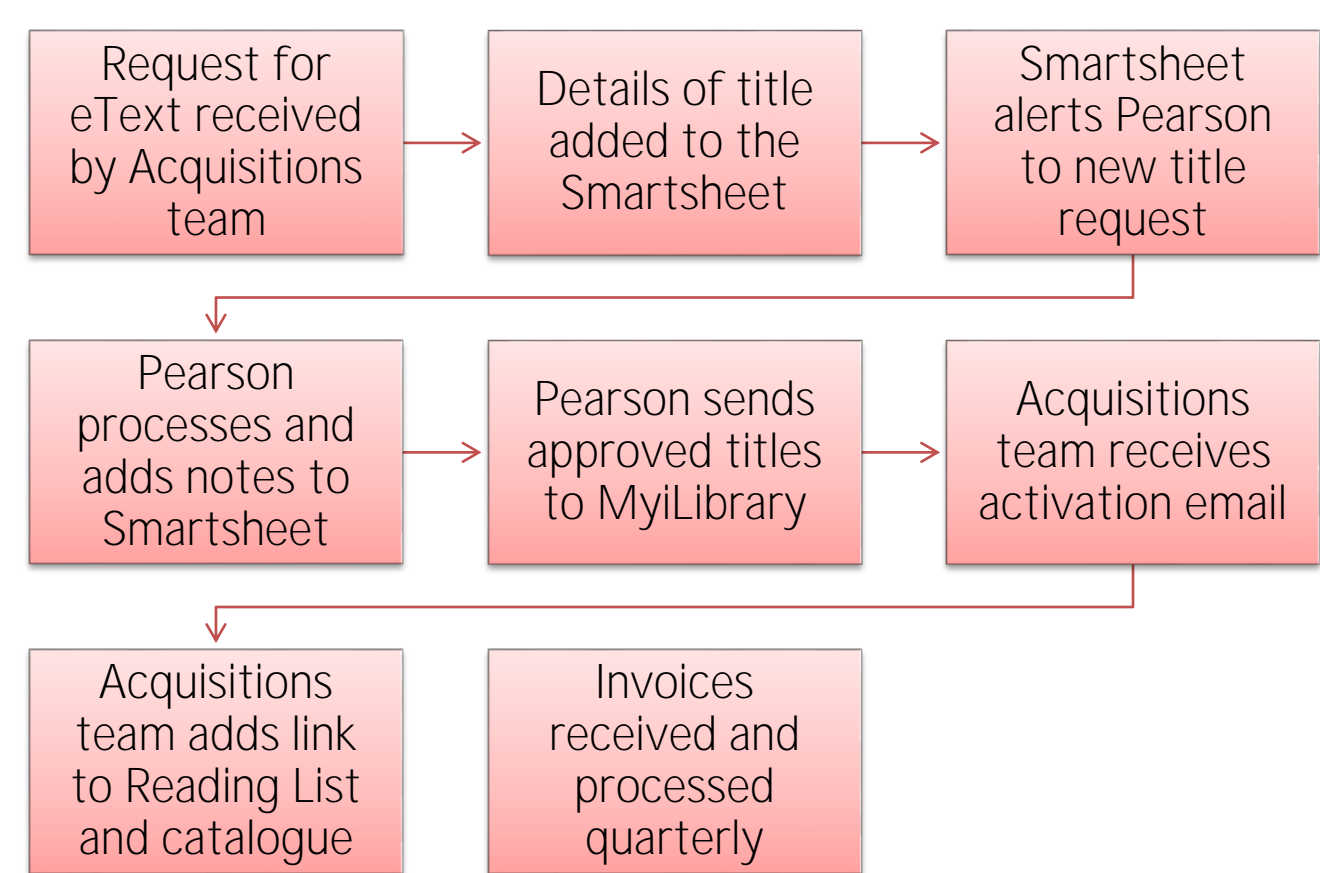
Background

During early 2015 Griffith University Library and Pearson entered into discussions around the provision of eTexts. There was healthy discussion about what might and might not be sustainable in the long term and a trial was agreed upon to enable both Griffith and Pearson to collect data and test if the agreed licence, costing and access models would meet both parties' needs in the long term.

Trial overview

- Trial agreement was for 2016
- Subscription based model with 2 years extended access negotiated
- Initial load of 76 titles
- 35 titles added during 2016
- 26 additional licences purchased
- Books provisioned on MyiLibrary
- Each licence was for 3 users
- Print / Download of 5% allowed
- No checkout of eText

Workflow

Request for eText received by Acquisitions team	→	Details of title added to the Smartsheet	→	Smartsheet alerts Pearson to new title request
Pearson processes and adds notes to Smartsheet	→	Pearson sends approved titles to MyiLibrary	→	Acquisitions team receives activation email
Acquisitions team adds link to Reading List and catalogue		Invoices received and processed quarterly		

- Turnaround for approval / action approximately two weeks
- Notifications for Acquisitions staff could have been improved

Analysis and trends
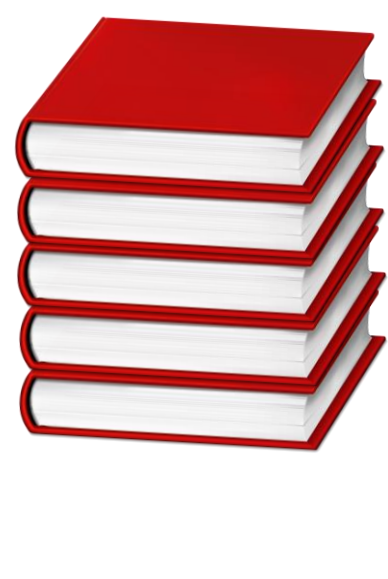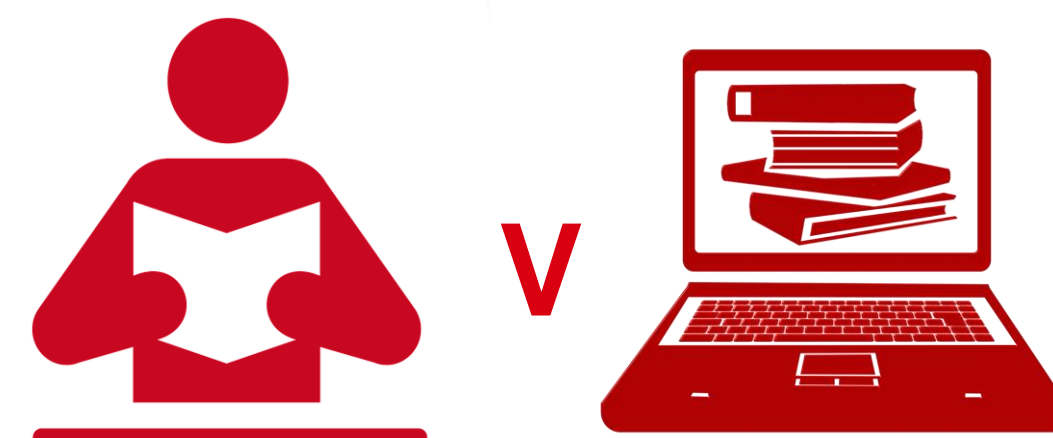
Print circulation
- Decreased 67%[1]
- Decreased for 42 out of 50 titles (2015-2016)

Accessibility
- 1.8 loans per copy v 47.5 accesses per licence[1]

Pages downloaded
- 251 per title[1]
- 0-7993 pages per title
- 0-65 pages per student
- 0-21 pages per access
- 8 titles no downloads

Page views
- 2973 per title[1]
- 6 - 87306 per title
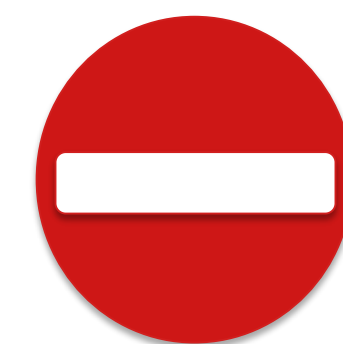- 0-1127 per student
- 3-42 pages per access

Pages printed
- 0 – 1939 per title (total)
- 22.5 pages per title[1]
- 0-14 pages per student
- 17 titles no direct printing

eText access
- 2 - 4484 per title
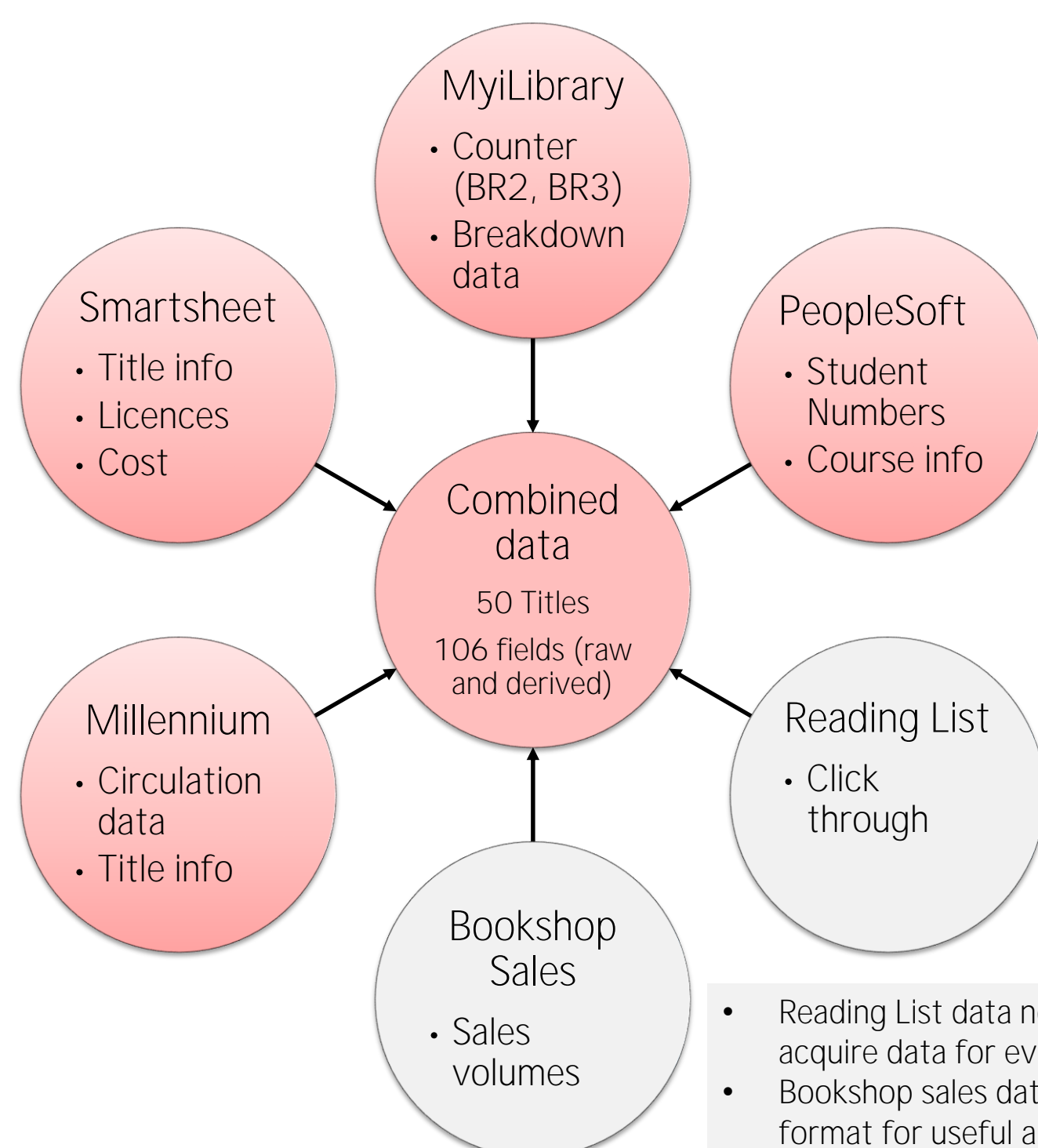- 160 per title[1]
- 0-51 per student

Turnaways
- 23 out of 50 titles
- Only 4 titles >100 during 1 month period

- Analysis is based on a sample of 50 titles with print and electronic data
- High variability in the data highlights the need for additional qualitative data to understand use at title level (e.g., mode of course delivery)
- #1 median value used

Data sources and considerations

- MyiLibrary
  - Counter (BR2, BR3)
  - Breakdown data
- Smartsheet
  - Title info
  - Licences
  - Cost
- PeopleSoft
  - Student Numbers
  - Course info
- Combined data
  - 50 Titles
  - 106 fields (raw and derived)
- Millennium
  - Circulation data
  - Title info
- Reading List
  - Click through
- Bookshop Sales
  - Sales volumes

- Data was combined from multiple sources using Excel and Access
- Data combination proved time consuming due to the lack of a single primary key across all datasets
- Issues with data collection resulted in a full data set for only 50 titles

- Reading List data not included due to manual process to acquire data for every title
- Bookshop sales data was not available in a suitable format for useful analysis

Summary

The trial has provided useful data that will inform discussions and further development of resource strategies.

Licence model
- Workflows need to be part of standard processes
- Subscription models for individually managed eTexts are not sustainable (workload and financial)

Cost Model
- Further work is required - high variability in the data has highlighted qualitative factors, not just student numbers, drive usage

Access model
- 3-9 user licences provides adequate *library access* to resources
- Communication to support access expectations to library copies of etexts is required (i.e., it is not 1:1)

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