

Practical experiences with ebooks

And going e-only at CULIS

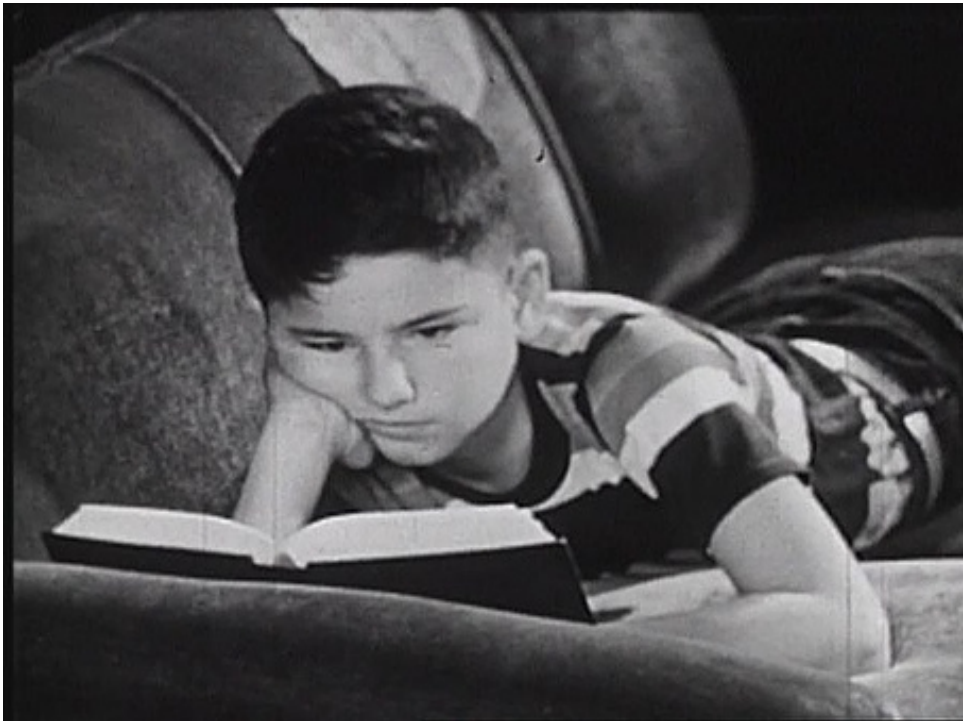


E-book seminar
Helsinki
October 27 2011

iGeek



- Special adviser to the university librarian
- M.Sc.(Eng.) – Vanadium in molten alkali sulfates
- eBook-coordinator



Outline



- Short presentation/introduction
- Our experiences with:
 - eBook readers
 - Marketing eBooks
 - Reception of eBooks
 - DRM
 - Buying eBooks
 - Going e-only



CULIS



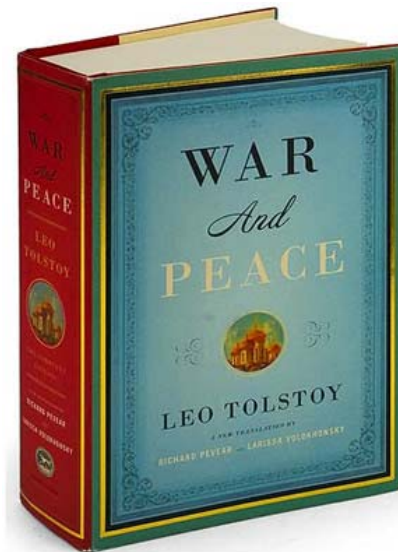
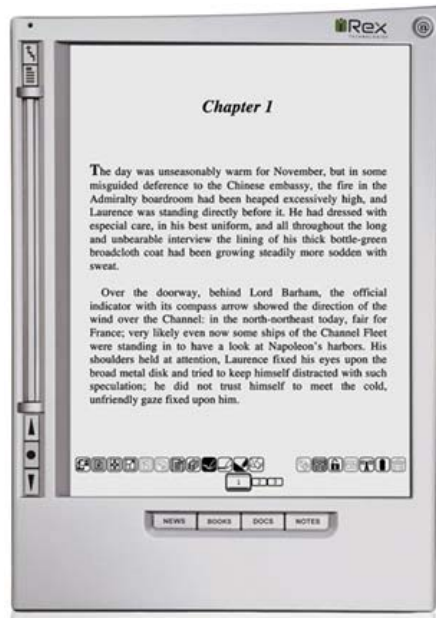
- Copenhagen University Library and Information Services
- Consists of Copenhagen University Library (CUL) and other stuff
- CUL
 - Part of the Royal Library
 - Of which the national library of Denmark is also a part
 - Administratively owned by the Ministry of Culture
- Other stuff
 - Four faculty libraries and a lot of departmental libraries
 - Part of the University of Copenhagen
 - Administratively owned by the Ministry of Science
- => Different budgets, different managers, different logos etc



What do I mean by ebooks?



- The digital representation of what we, before the digital revolution, would call books.
- Both the content, and the physical book
- Regardless of the physical presentation



CHAPTER I

"Well, Prince, so Genoa and Lucca are now just family estates of the Buonapartes. But I warn you, if you don't tell me that this means war, if you still try to defend the infamies and horrors perpetrated by that Antichrist—I really believe he is Antichrist—I will have nothing more to do with you and you are no longer my friend, no longer my 'faithful slave,' as you call yourself! But how do you do? I see I have frightened you—sit down and tell me all the news."

It was in July, 1805, and the speaker was the well-known Anna Pavlovna Scherer, maid of honor and favorite of the Empress Marya Fedorovna. With these words she greeted Prince Vasili Kuragin, a man of high rank and importance, who was the first to arrive at her reception. Anna Pavlovna had had a cough for some days. She was, as she said, suffering from la grippe; grippe being then a new word in St. Petersburg, used only by the elite.

All her invitations without exception, written in French, and delivered by a scarlet-liveried footman that morning, ran as follows:

"If you have nothing better to do, Count (or Prince), and if the prospect of spending an evening with a poor invalid is not too terrible, I shall be very charmed to see you tonight between 7 and 10—Annette Scherer."



eBook readers



- There is nothing new!
- Do we need eBook readers?

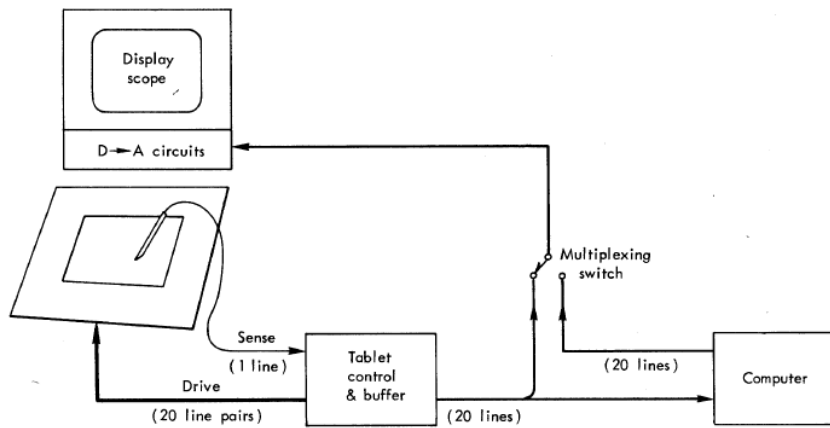


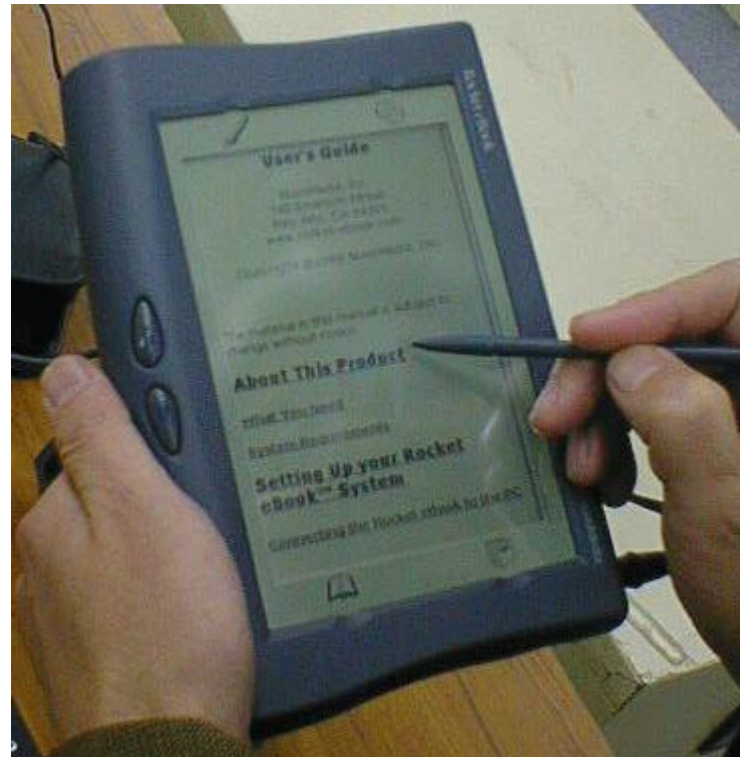
Fig. 10— Information paths in graphic I/O system



1998

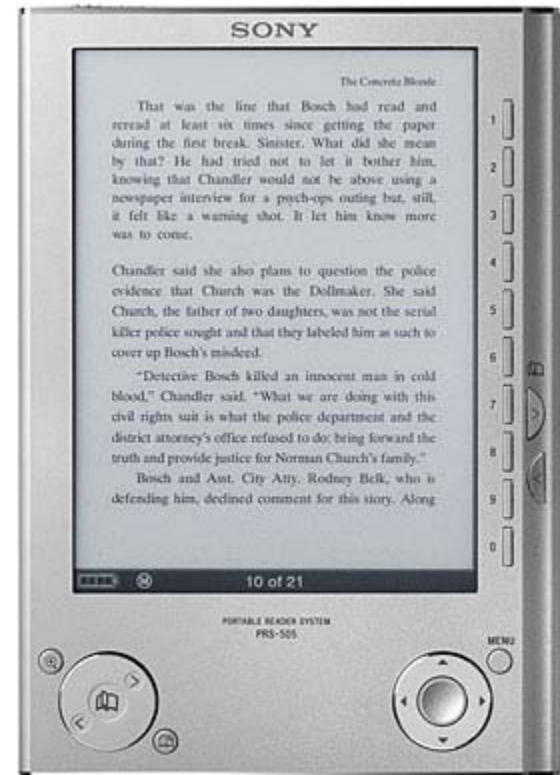


- Rocket reader
- We tried this just before the dot com bubble burst



2006

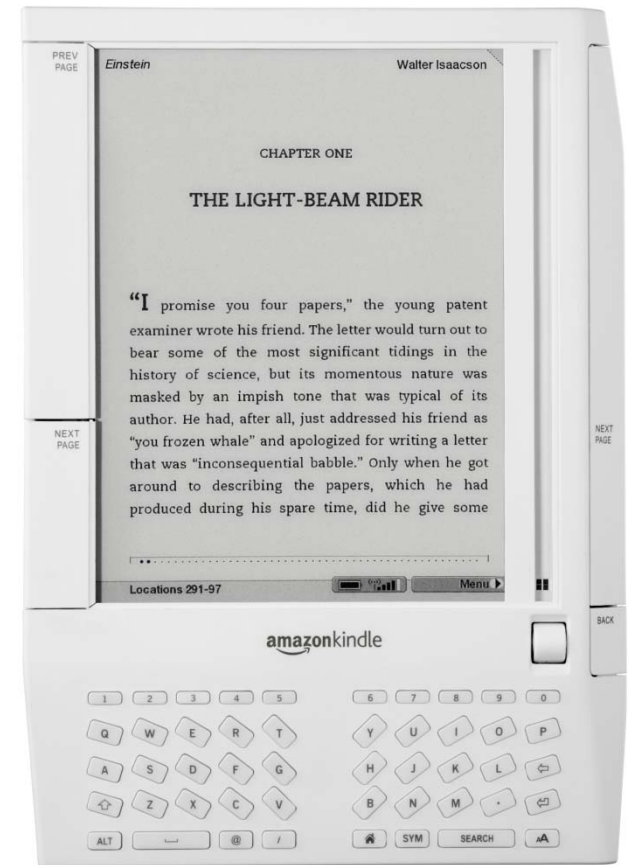
- Sony PRS 500
- October 2007 – PRS-505



Yes – we need ebook readers!



- Breakthrough in november 2007
 - Only after widespread adoption of ebook readers by the reading classes
- But does libraries need ebook readers?

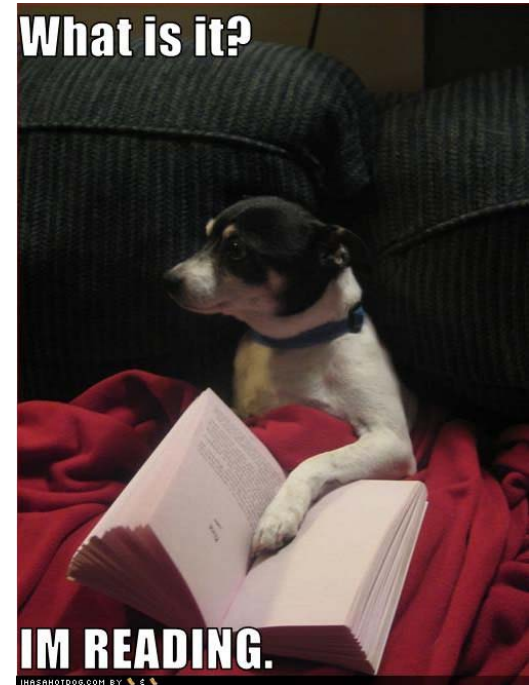


Yes! We need them

- To get patrons to accept ebooks
- To market our ebook-collections
- To learn about the future



What is it?



IM READING.

IHASNOTDOD.COM BY [social icons]



OK, what are we doing with ebook readers?



- Testing – in house
- Testing – in real life
- April 1st 2009:
 - 26 Sony PRS 505 ebook readers went into circulation
 - Instant success



Results - demographics



Humanities surprised us!

- 18% more lending than expected
- Science and medicine - 14% less
- Social sciences and humanities combined: >50%

Predominantly men

- 91%

Relatively old

- 25-35 years: 77%

Students:

- ~65%



Results - satisfaction



On a scale from 1-5...

- How easy is it to transfer books to the ebookreader?
 - $3,8 \pm 0,4$
- How easy is it to use the ebookreader?
 - $3,8 \pm 0,4$
- To what degree is the ebookreader a help in your studies or work?
 - $2,6 \pm 0,5$
- Have the ebookreader made you more or less inclined to read ebooks?
 - $3,4 \pm 0,6$. Strong correlation (0,55) with experienced help in studies/work
- General satisfaction:
 - $4,0 \pm 0,4$. Not related to anything!



Results - comments



- Praise for the library
 - Some patrons a bit surprised...
- Bad reviews of the gadget
 - Too small
 - Screen flickers at pageturn
- Bad reviews of the books
 - Format and software
 - Not all PDFs are created equal



And we continues



- iPads – june 2nd 2010
- 10 units
- Even greater success

SO EIN DING



Results



- Still a lot of men: 80%
- Easier to transfer books: 4,1
- A lot easier to use: 4,7
- Bigger help with studies and work: 3,7
- A (slightly) stronger motivator to read ebooks: 4,1
- General satisfaction: 4,9



Marketing eBooks



- Why are we lending out iPads?
- Marketing!
- >350.000 titles
- Not a lot of use

- What to do?
 - Increase awareness



Outreach and OPAC



- The electric corner
- Most of our use is generated through our OPAC
 - The old library virtues are essential!
 - Metadata – metadata – metadata!

REX
The Royal Library and Copenhagen University Library Information Service (CULIS)

Guest Search history My Account Sign in | Sprog: English

New search New user? Special Request Help / FAQ Renew Loans

Books, journals, and more Articles www.kb.dk

Collections/ Libraries Search

All items that contain my query words anywhere in the record Hint: Use * as wildcard Advanced Search

New service recommends research articles
When you find articles using REX, a new tab called "Recommendations" suggests articles that may be relevant for your research. The recommendations provided are based on the analysis of millions of transactions performed by researchers worldwide.

Feedback
If you have comments or questions to REX, please write to:
[Ask the library](#)
We will reply within 24 hours.

ASK THE LIBRARY
LEARN HOW TO USE REX

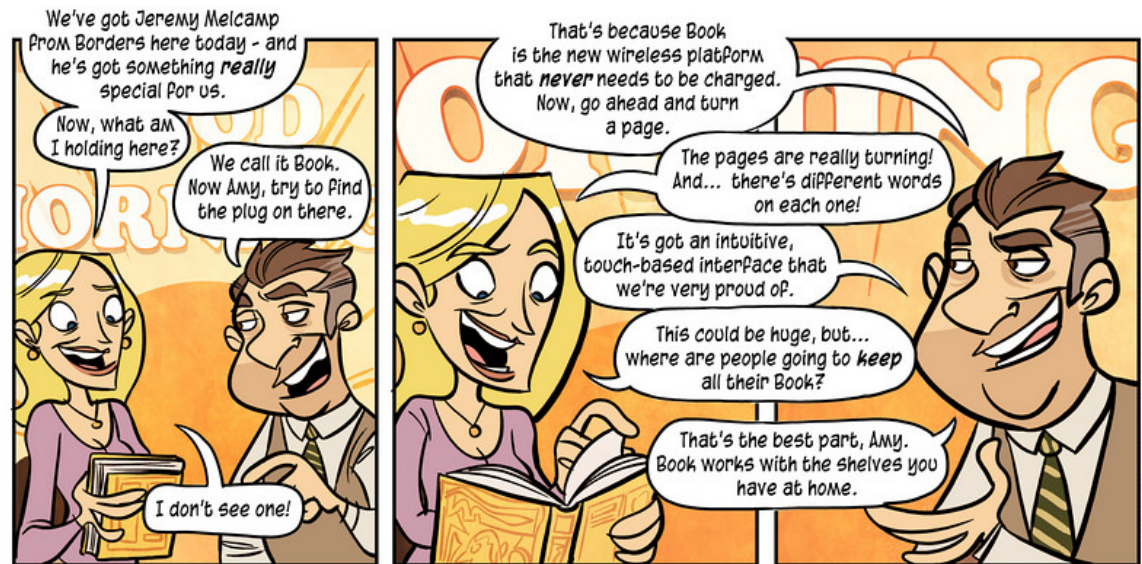
Home About the website Other libraries in REX Information for disabled Suggest a title REX Classic Ask the library



Does it work?



- Good question...
- We see a shift in user attitude to ebooks



Reception of eBooks



- Positive
- More positive than two years ago
- Still – a lot of legitimate complaints!
Most of them connected to -

I don't believe in
traditional Paper Books,
ONLY E-Books...



... E-Books Printed on
office Stationery...

DRM



- Digital Rights Management
- Or
- Digital Restrictions Management

- Online only
- Adobe Digital Editions
- Restrictions on use
 - Print
 - Copy-Paste
 - Access



DRM II



- This goes against every academic principle about use of scientific information
- Compare with journal articles...
- Please note:
 - We do not condone piracy
 - It is not even in our interest as libraries



This is an actual example



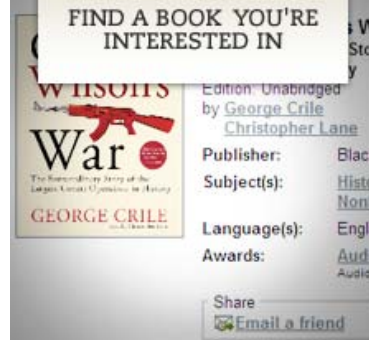
WHY DRM DOESN'T WORK

or

HOW TO DOWNLOAD AN AUDIO BOOK FROM THE CLEVELAND PUBLIC LIBRARY

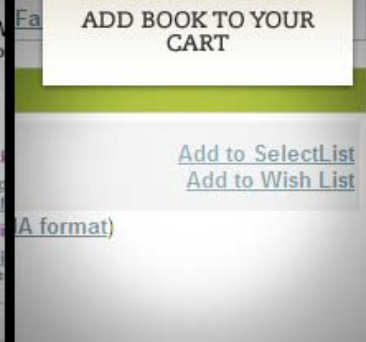
STEP 1

FIND A BOOK YOU'RE INTERESTED IN



STEP 2

ADD BOOK TO YOUR CART



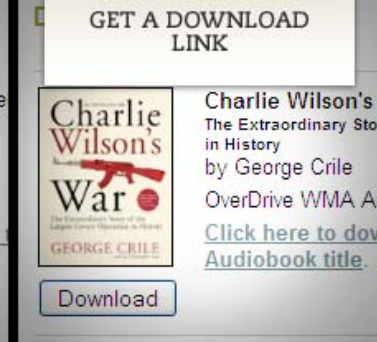
STEP 3

LOGIN AND CHECK OUT YOUR BOOK



STEP 4

GET A DOWNLOAD LINK



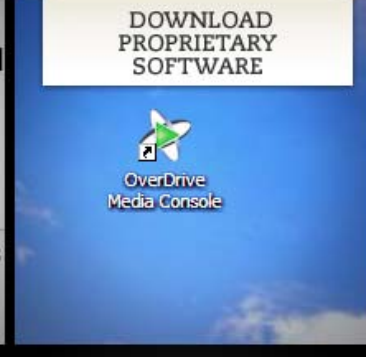
STEP 5

BOOT UP WINDOWS



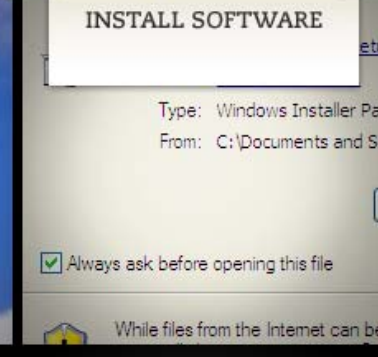
STEP 6

DOWNLOAD PROPRIETARY SOFTWARE



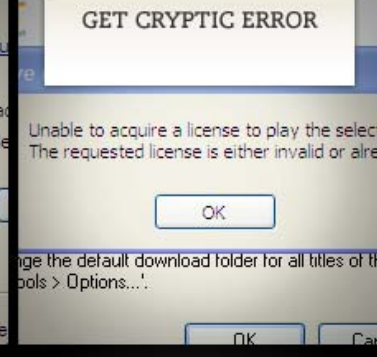
STEP 7

INSTALL SOFTWARE



STEP 8

GET CRYPTIC ERROR



Theres more...



STEP 9
GOOGLE YOUR PROBLEM

STEP 10
LEARN THAT YOU NEED AN UPDATED SECURITY CERTIFICATE

STEP 11
OPEN WINDOWS MEDIA PLAYER

STEP 12
DOWNLOAD NEW SECURITY CERTIFICATE

STEP 13
LEARN THAT YOU NEED TO UPDATE WINDOWS MEDIA PLAYER

STEP 14
INSTALL UPDATE

STEP 15
REBOOT WINDOWS

STEP 16
START UP OVERDRIVE MEDIA PLAYER





<p>STEP 17 GET ANOTHER CRYPTIC ERROR MESSAGE</p>	<p>STEP 18 INSERT PROFANITY</p>	<p>STEP 19 GIVE UP ON STUPID LIBRARY</p>	<p>STEP 20 OPEN BIT TORRENT SITE</p>
<p>STEP 21 CLICK DOWNLOAD</p>	<p>STEP 22 ENJOY YOUR AUDIO BOOK</p>		



Buying eBooks



- We have more than 350.000 titles
- And we want more!
- What are we looking at deciding what to buy?
 - Pricing
 - DRM
 - Metadata
 - Ownership
 - Subjects/content



Going e-only



- Vision:
Within the next three years, the faculty library for science and medicine should be 100% digital
- Continued uptake of ebook collections from major publishers
- Patron Driven Acquisition

