

Go8 Librarians

**‘Why then we rack the value’
Building Value Frameworks for
Academic Libraries**

CAUL 2010/I

The Australian National University

25-26 March 2010

Group of Eight Librarians initiative

Cost-benefit study to assess in both financial and qualitative terms the value library-provided information resources deliver to their research communities

- commissioned by Group of Eight (Go8) university librarians
- conducted by Outsell, Inc.

Methodology

Contingent valuation

- hypothetical scenarios
- willingness to pay

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Web survey

- administered at
The Australian National University
The University of Adelaide
The University of Queensland

Validation

- outcomes confirmed through focus groups at
Monash University
The University of Melbourne
The University of New South Wales
The University of Sydney

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Definitions

Research community

- All university staff engaged in research (whether or not also teaching) and all postgraduate pre- and post-doctoral research students as well as research assistants working on behalf of such researchers

Costs

- Costs incurred in providing information resources in both print and digital formats, for the research community

Information resources

- Content only, both print and digital, made available to researchers by their universities

Response rate

1,175 valid responses (8.5%, with margin of error of $\pm 2.73\%$)

1,173 respondents completed all questions

Demographics

A1A Amalgamation of subject fields		
Arts & humanities (HCA)	219	18.6%
Social sciences (SBE)	281	23.9%
Life sciences (BSB; BCR; PAHHS)	383	32.6%
Physical and mathematical sciences (PCE; EE; MIC)	227	19.3%
Cross-disciplinary	65	5.5%
Total:	1,175	100.0%

Demographics

A2	When using information resources made available to you by your university, are you usually physically on campus? <i>Please select one of the following responses</i>		
	Always	203	17.3%
	More than 50 per cent of the time	636	54.1%
	Less than 50 per cent of the time	246	20.9%
	Never	90	7.7%
	Total responses:	1,175	100.0%

Use of information resources

B1	How often do you use each of the following types of <i>print</i> or <i>physical</i> information resources made available by your university? <i>Please select one response on each row.</i>	Frequently	Sometimes	Never
	Journal articles (academic, scholarly, technical, etc.)	748	328	99
	Books	557	565	53
	Abstracts, indexes and bibliographies	342	458	375
	Standards and specifications	32	264	879
	Conference proceedings	163	633	379
	Technical papers	144	408	623
	Patents	10	116	1,049
	Government publications	148	554	473
	Physical audio-visual media (CDs, DVDs, etc.)	65	432	678
	Other	27	51	206

Use of information resources

B2	How often do you use each of the following types of <u>electronic</u> information resources made available on your university network? <i>Please select one response on each row.</i>	Frequently	Sometimes	Never
	Journal articles (academic, scholarly, technical, etc.)	1,112	57	6
	Books	307	611	257
	Datasets (e.g. numeric data, surveys, etc.)	204	411	560
	Databases (e.g. abstracts, indexes and bibliographies)	624	371	180
	Standards and specifications	52	275	848
	Conference proceedings	250	667	258
	Technical papers	174	432	569
	Patents	27	167	981
	Government publications	195	565	415
	Audio-visual media	73	415	687
	Other	18	23	213

Use of information resources

B1	How often do you use each of the following types of <i>print</i> or <i>physical</i> information resources made available by your university? Please select one response on each row.			
		Frequently	Sometimes	Never
	Journal articles (academic, scholarly, technical, etc.)	748	328	99

B2	How often do you use each of the following types of <i>electronic</i> information resources made available on your university network? Please select one response on each row.			
		Frequently	Sometimes	Never
	Journal articles (academic, scholarly, technical, etc.)	1,112	57	6

Time and money spent in using information resources

C1	On average, how much time <u>per week</u> do you devote to using information resources made available to you by your university? If you are involved in teaching, please consider your pattern during and outside the semesters, and take an average of the two. <i>Please select one of the following.</i>	a. Print	b. Electronic
	Less than one hour	454	29
	1-5 hours	419	283
	6-10 hours	161	358
	11-15 hours	76	245
	16-20 hours	42	153
	21-40 hours	19	87
	Over 40 hours	4	20
	Total responses:	1,175	1,175

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Time and money spent in using information resources

C2	From amongst the <i>print</i> information resources made available to you by your university, how many items <u>per week</u> , on average, do you borrow, photocopy, or consult? <i>Please select one of the following.</i>	
	None	226
	1-5	697
	6-10	159
	11-20	53
	21-30	22
	31-40	9
	41-50	2
	Over 50	7
	Total responses:	1,175

C3	From amongst the <i>electronic</i> information resources made available to you by your university, how many items <u>per week</u> , on average, do you download or print out? <i>Please select one of the following.</i>	
	None	8
	1-5	240
	6-10	337
	11-20	321
	21-30	132
	31-40	63
	41-50	27
	Over 50	47
	Total responses:	1,175

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Time and money spent in using information resources

C4	How much do you spend <u>annually</u> , out of your own pocket or from personal research funds, on books and journal subscriptions/articles to support your research (including obtaining articles not available via the university)? <i>Please select one of the following.</i>	
	Nothing	181
	\$1-\$250	392
	\$251-\$500	281
	\$501-\$1,000	191
	\$1,001-\$1,250	50
	\$1,251-\$1,500	20
	Over \$1,500	60
	Total responses:	1,175

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Time and money spent in using information resources

C5	To what extent do you agree that access to information resources made available to you free at the point of use by your university has made your research work easier and/or more efficient in any of the following ways? <i>Please select one box in each row.</i>	Strongly agree	Somewhat agree	Neither Agree nor Disagree	Somewhat disagree	Strongly Disagree
	It provides access to information resources which are indispensable for my research	1,068	84	15	5	3
	It has enabled me to maintain a comprehensive, high-level overview of developments in my field.	911	220	30	11	3
	It has helped to eliminate unproductive time (e.g., in travelling to various libraries).	872	229	48	20	6
	It has saved me time through avoiding duplication of research that has already been started/conducted elsewhere.	586	387	173	22	7
	It has saved me money (e.g., in not having to buy/subscribe to key resources or travel to other centres).	825	230	75	36	9
	It has made key research decisions easier (e.g., pursuing a patent; designing a research study/experiment).	510	348	268	33	16
	It has facilitated the process of making applications for research funding.	490	250	382	32	21
	Other	52	6	67	0	10

Present funding arrangements

D1	Please indicate which entity (if any), as far as you understand it, meets the costs of purchasing information resources (i.e. content only, not IT infrastructure, staffing, buildings, etc.) which are made available by your university. If costs are shared, please indicate only the major contributor: <i>Please select one box in each of the rows relating to resources you use.</i>				
	University IT dept	University academic dept	University Library	No-one: content is free	Do not know
a. Print resources	8	118	673	3	373
b. Electronic resources	15	85	695	8	372

Present funding arrangements

D2A Are you aware of the approximate total annual purchase cost of library information resources (i.e. content only) which are made available, as now, free at the point of use, at your university? If so, please indicate a figure below to the nearest \$1,000,000 – your best guess will be fine.

D2B If you feel unsure about the overall level of cost involved, you may prefer to choose from a range of figures suggested on the next screen: **Please indicate a figure from one of the ranges below.** *Please select one of the following.*

D2A and D2B: combined outcome	
Number of responses with valid figure in D2A	202
Number of responses with figure in D2B	316
Sub-total offering a figure:	518
Don't knows:	600
Outliers >\$30mn	6
Outliers <\$1mn	51
Total respondents:	1,175
Total value of valid responses in D2A and D2B (\$m):	\$5,273.6
Mean value of valid responses in D2A and D2B (\$m):	\$10.18
Mean population of participating institutions:	4,602
Mean value <i>per capita</i> (\$):	\$2,212

Qualitative questions about current services

E1	How do you rate the <u>range and depth</u> of information resources, both print and electronic, made available to you by your university? <i>Please select one box in each of the rows relating to resources you use.</i>				
	Meets my needs very well	Meets my needs adequately	Sometimes fails to meet my needs	Often fails to meet my needs	Not applicable
Journal articles (academic, scholarly, technical, etc.)	613	353	186	21	2
Books	282	480	299	74	40
Datasets (e.g. numeric data, surveys, etc.)	132	319	95	17	612
Abstracts, indexes, and bibliographies	417	459	98	8	193
Standards and specifications	69	191	48	10	857
Conference proceedings	172	471	236	55	241
Technical papers	134	305	88	19	629
Patents	48	122	35	12	958
Government publications	161	430	135	17	432
Audio-visual media	82	254	121	41	677
Overall range of information resources	331	544	161	17	122
Other	15	6	8	10	119

Qualitative questions about current services

E2	How do you rate the <u>ease of access</u> to information resources, both print and electronic, made available to you by your university? <i>Please select one box in each of the rows relating to resources you use.</i>				
	Meets my needs very well	Meets my needs adequately	Sometimes fails to meet my needs	Often fails to meet my needs	Not applicable
Journal articles (academic, scholarly, technical, etc.)	772	300	86	13	4
Books	425	493	184	44	29
Datasets (e.g. numeric data, surveys, etc.)	193	277	82	12	611
Abstracts, indexes, and bibliographies	480	390	84	8	213
Standards and specifications	99	159	54	7	856
Conference proceedings	238	448	194	30	265
Technical papers	177	256	77	11	654
Patents	74	108	37	9	947
Government publications	210	378	120	18	449
Audio-visual media	122	232	120	31	670
Overall range of information resources	365	468	123	11	208
Other	11	5	10	7	135



Qualitative questions about current services

E3	In the light of your answers above, and bearing in mind the actual cost figures disclosed at the end of Section D, above, how would you rate the <i>value for money</i> represented by the range, depth and ease of access of information resources made available to you by your university. <i>Please select one of the following.</i>	Excellent	Very good	Good	Fair	Poor
Value for money relative to the level of expenditure disclosed	437	432	206	77	22	

Different funding scenarios for information resources

Scenario 1: Imagine that you were trying to conduct the same research programme as now, without affiliation to your present university (and therefore with no right of access to its information resources) and that the institution in which you were working lacked the resources you required. You would need to ask your institution/department to purchase the print resources and subscriptions to electronic resources which are necessary for your research.

F1	In the situation described, what level of <u>annual</u> cost would you advise your institution that it would have to meet in order to obtain access for you to the range of information resources you need? Bear in mind that the fee would be for a single user only and would need to reflect your expected pattern of use in terms of type and range of resources, frequency, and volume. <i>Please select one of the following.</i>		
	<\$1,500	75	6.4%
	\$1,500-\$2,000	130	11.1%
	\$2,001-\$2,500	131	11.2%
	\$2,501-\$3,000	156	13.3%
	\$3,001-\$3,500	132	11.2%
	\$3,501-\$4,000	69	5.9%
	\$4,001-\$4,500	55	4.7%
	\$4,501-\$5,000	83	7.1%
	>\$5,000	342	29.1%
	Total responses:	1,173	100.0%

Different funding scenarios for information resources

Scenario 2: Imagine that your university made **no** information resources at all available to you. You would then have to obtain the information resources you needed from other sources (by 'shopping around'). However, publishers' content licensing terms and conditions mean that you would not be entitled to remote access to electronic information resources from any university to which you were not affiliated (access to most resources is sometimes permitted to visitors physically in the library). You would, however, probably be obliged to pay a membership fee for regular use. Content obtained from commercial sources (such as publishers' pay-per-view sites) would, of course, have to be paid for.

F2.1	<p>If information resources were not made available to you by your university, what other sources would you expect to use? If you have encountered such a situation before, it may be helpful for you to recall what you did last time you realised that you could not obtain certain information resources that you needed at your university. Please select from the following up to <u>four</u> which would be likely to be most used by you.</p>		
	Obtain from colleagues/authors	580	49.4%
	Purchase from publishers or document delivery intermediaries	538	45.9%
	Other universities to which I have no affiliation	527	44.9%
	Institutional and open access repositories	471	40.2%
	National Library of Australia	440	37.5%
	State libraries	399	34.0%
	Another university to which I am also affiliated	334	28.5%
	Overseas universities	252	21.5%
	Other public libraries	191	16.3%
	Specialist subject-focused research institutions	183	15.6%
	Learned Societies	110	9.4%
	Other	82	7.0%

Go8 Librarians

Different funding scenarios for information resources

F2.2	If information resources were not made available to you by your university, please estimate the amount you would expect to have to spend <u>annually</u> in each of the categories shown (over and above what you currently spend) in order to obtain the information resources you need: <i>Please select one response in each of the columns relating to the cost categories below.</i>				
	a. Travel and accommodation	b. Recurrent IT costs	c. Member- ships	d. Purchases of content	e. Other
<\$100	411	230	153	46	306
\$101-\$250	103	109	99	41	135
\$251-\$500	96	147	172	102	167
\$501-\$750	64	130	133	79	104
\$751-\$1,000	90	140	151	117	139
\$1,001-\$1,250	60	117	116	114	92
\$1,251-\$1,500	31	56	51	78	40
\$1,501-\$1,750	21	35	41	52	23
\$1,751-\$2,000	42	35	50	91	40
\$2,001-\$2,250	51	49	52	90	29
\$2,251-\$2,500	16	17	21	46	13
\$2,501-\$2,750	9	13	22	19	4
\$2,751-\$3,000	19	11	17	40	15
\$3,001-\$3,250	20	11	13	32	5
\$3,251-\$3,500	11	6	12	15	4
\$3,501-\$3,750	4	3	3	11	5
\$3,751-\$4,000	14	8	8	20	4
>\$4,000	111	56	59	180	48
Total responses:	1,173	1,173	1,173	1,173	1,173
Mean value (\$):	\$1,092	\$993	\$1,114	\$1,866	\$829

Go8 Librarians

Different funding scenarios for information resources

F2.3	If information resources were not made available to you by your university, please estimate how much more time you would expect to spend in order to locate and obtain the information resources you need? Please select one of the following.		
	Less time than now – I could work more efficiently	6	0.5%
	None – it would make no difference to me	26	2.2%
	Up to 10 per cent more time	78	6.6%
	11-15 per cent more time	50	4.3%
	16-20 per cent more time	102	8.7%
	21-25 per cent more time	128	10.9%
	26-30 per cent more time	113	9.6%
	31-35 per cent more time	69	5.9%
	36-40 per cent more time	66	5.6%
	Over 40 per cent more time	535	45.6%
	Total responses:	1,173	100.0%

Different funding scenarios for information resources

F2.4	<p>What do you think would be the medium- to long-term effect (if any) on the volume and quality of your research output if information resources were not made available to you by your university and if in consequence you had to locate and obtain/buy the information resources you need through sources other than your own university? <i>Please select one of the following for volume and one for quality.</i></p>	
<i>Volume of research outputs</i>		
Volume will increase	44	3.8%
Volume will remain unchanged	122	10.4%
Volume will decrease	1,007	85.8%
Total responses:	1,173	100.0%
<i>Quality of research</i>		
Quality will increase	36	3.1%
Quality will remain unchanged	228	19.4%
Quality will decrease	909	77.5%
Total responses:	1,173	100.0%

Additional analyses

Analysis by university

	Overall	ANU	UA	UQ
C1a Hours per week using printed information resources	4.5	4.8	4.2	4.5
C1b Hours per week using electronic information resources	11.2	11.5	11.0	11.0
C1 Total hours per week using information resources	15.7	16.3	15.2	15.5
C2 Printed items borrowed, photocopied, or consulted per week	4.3	4.4	3.9	4.7
C3 Electronic items downloaded or printed out per week	14.6	14.9	14.3	14.6
C4 Annual expenditure from own pocket or personal research funds	\$414	\$444	\$378	\$430
F1 Scenario 1: recommended annual budget	\$3,510	\$3,420	\$3,480	\$3,630
F2.2 Scenario 2: total expected expenditure	\$5,894	\$5,904	\$5,431	\$6,437
F2.3 Scenario 2: additional time to locate and obtain information resources	+30.6%	+31.3%	+28.9%	+31.9%

Additional analyses

Analysis by broad subject discipline

	Overall	Arts & Humanities	Social Sciences	Life Sciences	Physical Sciences
C1a Hours per week using printed information resources	4.5	9.1	4.9	2.3	3.2
C1b Hours per week using electronic information resources	11.2	11.2	12.1	11.3	9.5
C1 Total hours per week using information resources	15.7	20.3	17.0	13.6	12.7
C2 Printed items borrowed, photocopied, or consulted per week	4.3	7.7	3.9	2.9	3.7
C3 Electronic items downloaded or printed out per week	14.6	11.9	14.1	16.6	14.0
C4 Annual expenditure from own pocket or personal research funds	\$414	\$595	\$495	\$326	\$297
F1 Scenario 1: recommended annual budget	\$3,510	\$3,580	\$3,600	\$3,540	\$3,320
F2.2 Scenario 2: total expected expenditure	\$5,894	\$6,873	\$6,141	\$5,623	\$4,868
F2.3 Scenario 2: additional time to locate and obtain information resources	+30.6%	+32.7%	+30.7%	+30.4%	+29.1%



Additional analyses

Analysis by type of respondent

	Overall	Staff	Candidates
C1a Hours per week using printed information resources	4.5	3.7	5.5
C1b Hours per week using electronic information resources	11.2	10.2	12.6
C1 Total hours per week using information resources	15.7	13.9	18.1
C2 Printed items borrowed, photocopied, or consulted per week	4.3	3.9	4.9
C3 Electronic items downloaded or printed out per week	14.6	14.1	15.2
C4 Annual expenditure from own pocket or personal research funds	\$414	\$467	\$340
F1 Scenario 1: recommended annual budget	\$3,510	\$3,650	\$3,320
F2.2 Scenario 2: total expected expenditure	\$5,894	\$6,032	\$5,700
F2.3 Scenario 2: additional time to locate and obtain information resources	+30.6%	+30.1%	+31.3%

Summary of main findings

Qualitative

- **98 per cent** of respondents agreed that the library provided access to information resources that were indispensable for their research;
- **96 per cent** of respondents agreed that access to library-provided information resources enabled them to maintain a comprehensive, high-level overview of developments in their field;
- **83 per cent** of respondents reported that the range and depth of information resources provided met their needs at least adequately;
- **86 per cent** of respondents considered that the ease of access to information resources was at least adequate; and
- **92 per cent** of respondents rated value for money relative to expenditure as at least good.

Summary of main findings

Financial

- Were researchers to be translated to another institution lacking access to information resources (Scenario 1), respondents indicated that they would expect their host institution to have to budget for at least **40 per cent** more than the current cost in order to obtain single-user access;
- Under the 'shopping around' scenario (Scenario 2), respondents indicated that they would need not only to spend at least **2.36** times the current level of expenditure to locate and obtain access to information resources but also to spend, in terms of time, at least **31 per cent** longer. In addition, **86 per cent** of respondents indicated that the volume of their research outputs would decrease, and **77 per cent** that the quality of their research would be impaired; and
- On the basis of Scenario 2, the return on investment represented by the savings realised through providing information resources centrally, free at the point of use for all affiliated researchers, would be at least **136 per cent** – that is, for every **\$1** invested in the provision of information resources, after recovery of the initial investment, a further **\$1.36** would be saved.

Some conclusions

FRIAR FRANCIS

... for so it falls out,
That what we have, we prize not to the worth,
Whiles we enjoy it; but being lacked and lost,
Why then we rack the value, then we find
The virtue that possession would not show us
Whiles it was ours: so will it fare with Claudio:
When he shall hear she died upon his words
Th'idea of her life shall sweetly creep
Into his study of imagination,
And every lovely organ of her life,
Shall come apparelled in more precious habit,
More moving-delicate, and full of life,
Into the eye and prospect of his soul
Than when she lived indeed: ...

Much Ado About Nothing, 4.I.210-223

Thank you

Vic Elliott

26 March 2010