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UNIVERSITY OF
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What if the users decide?

The EBL user driven model at Swinburne

CRICOS provider 00111D

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- > Swinburne began the EBL user driven model in July 2006
- > What we've learned along the way
- > What we've spent
- > A few facts and figures
- > What we plan to do next



Some background

- > 5 campuses in Melbourne have access to EBL
- > 11,000 Higher Education students
- > 12,000 TAFE students
- > Library materials expenditure in 2008: A\$3.2 million
- > Library monograph expenditure in 2008: A\$986,000*
- > EBL expenditure in 2008: A\$270,000

* Not including EBL



Other ebook collections

- > Books 24x7
- > Knovel
- > Safari (selected titles)
- > netLibrary (selected titles)
- > Wiley (selected titles)
- > Oxford (4 collections)
- > CRC (7 collections)
- > Springer (1 collection from 2009)

How the EBL non-linear lending model works

- > Unowned ebooks may be browsed with no charge for up to 5 minutes.
- > After the free browsing time the user is asked whether they want to continue reading. If so, the library is charged a short-term loan (STL) fee.
- > In our setup, after a book has been loaned 3 times, the next use that would have generated a loan causes the book to be purchased.
- > Once a book has been purchased there are no further loan fees (up to 325 uses per year thereafter).



The 2006 pilot

- > In July 2006 there were 34,000 ebooks available in EBL. We made all of them available for unmediated loans user using the EBL non-linear lending model.
- > 34,000 EBL MARC records loaded into the library catalogue followed by monthly updates. At the end of 2008 we had 86,000 EBL records in the catalogue.
- > We initially set up EBL to automatically purchase an ebook after the second loan, changed in October 2006 to purchase after the third loan.



The 2006 pilot

- > Initially, if we received an acquisitions purchase request for an EBL title we manually purchased it. We stopped doing that in August 2006 and left it up to the users and the model.
- > We didn't want to mediate any loans but we did want a way to review automatic purchase of expensive reference works so we set a loan mediation threshold of US\$50.



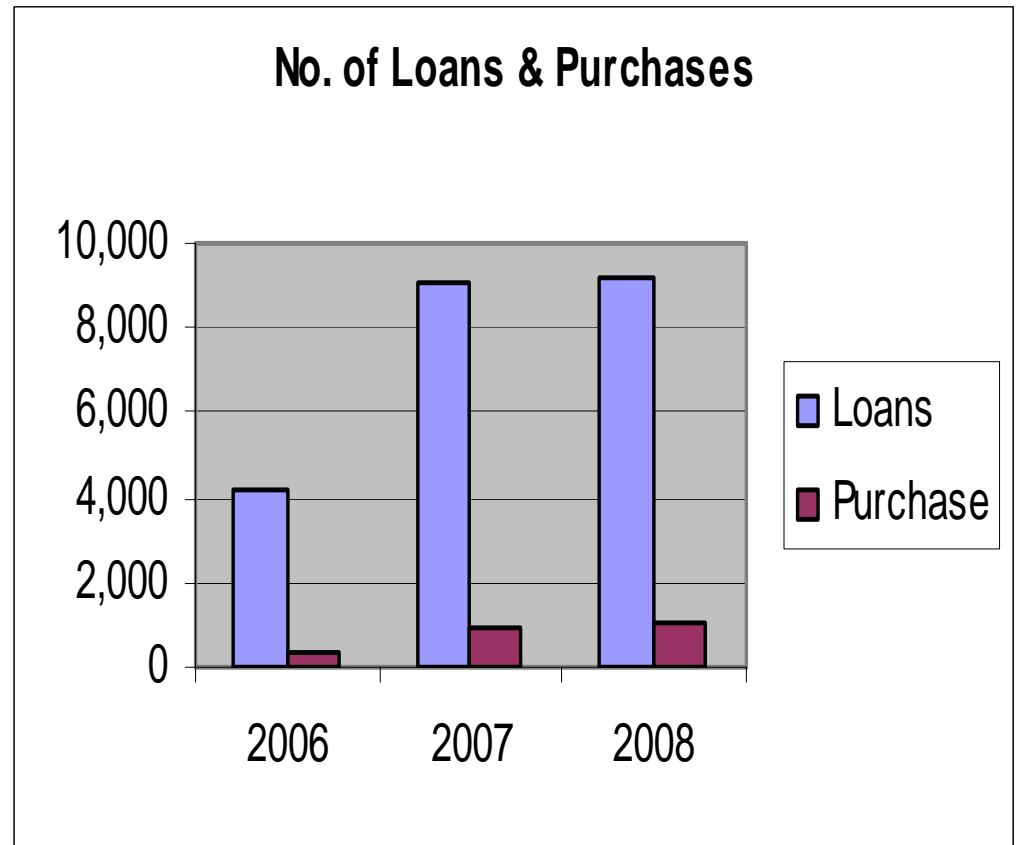
The Pilot - July to December 2006

- > 4,195 short-term loans US\$31,502
- > 365 books purchased US\$23,641
- > Total expenditure US\$55,143
- > Total usage 10,076
(read + browse + download)
- > Downloading was turned off in January 2007



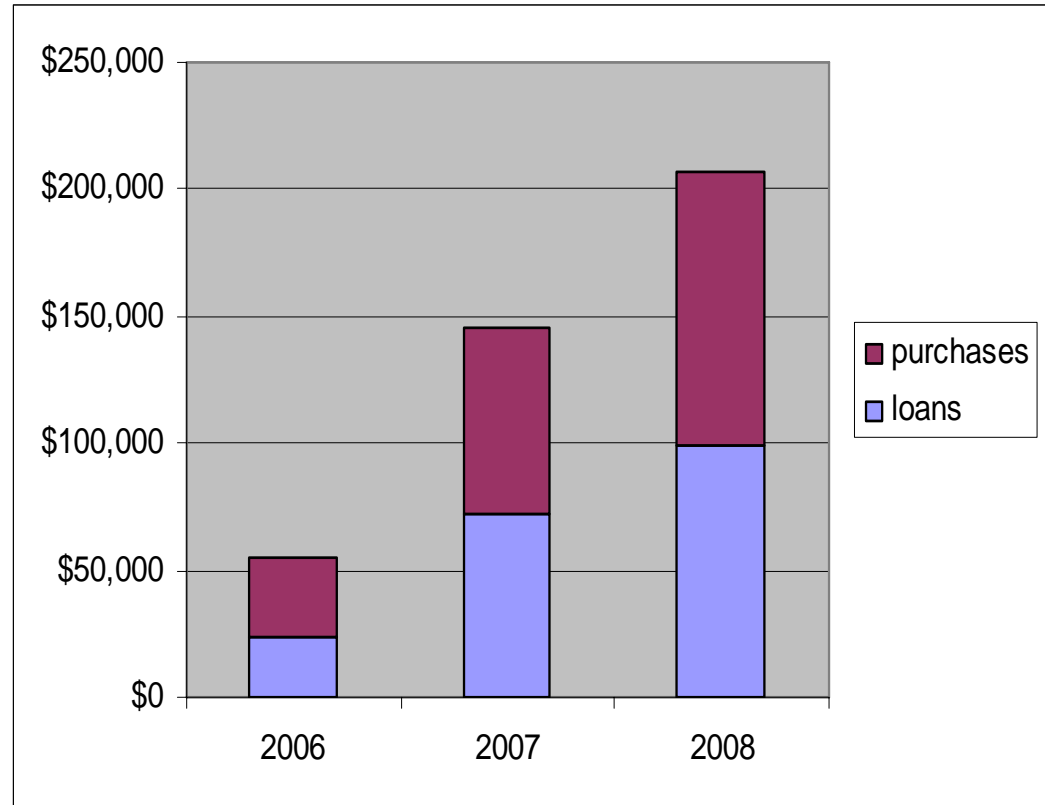
Number of Short-Term Loans & Purchases

	Purchase	Loan
2006	365	4,195
2007	894	9,090
2008	1,103	9,219

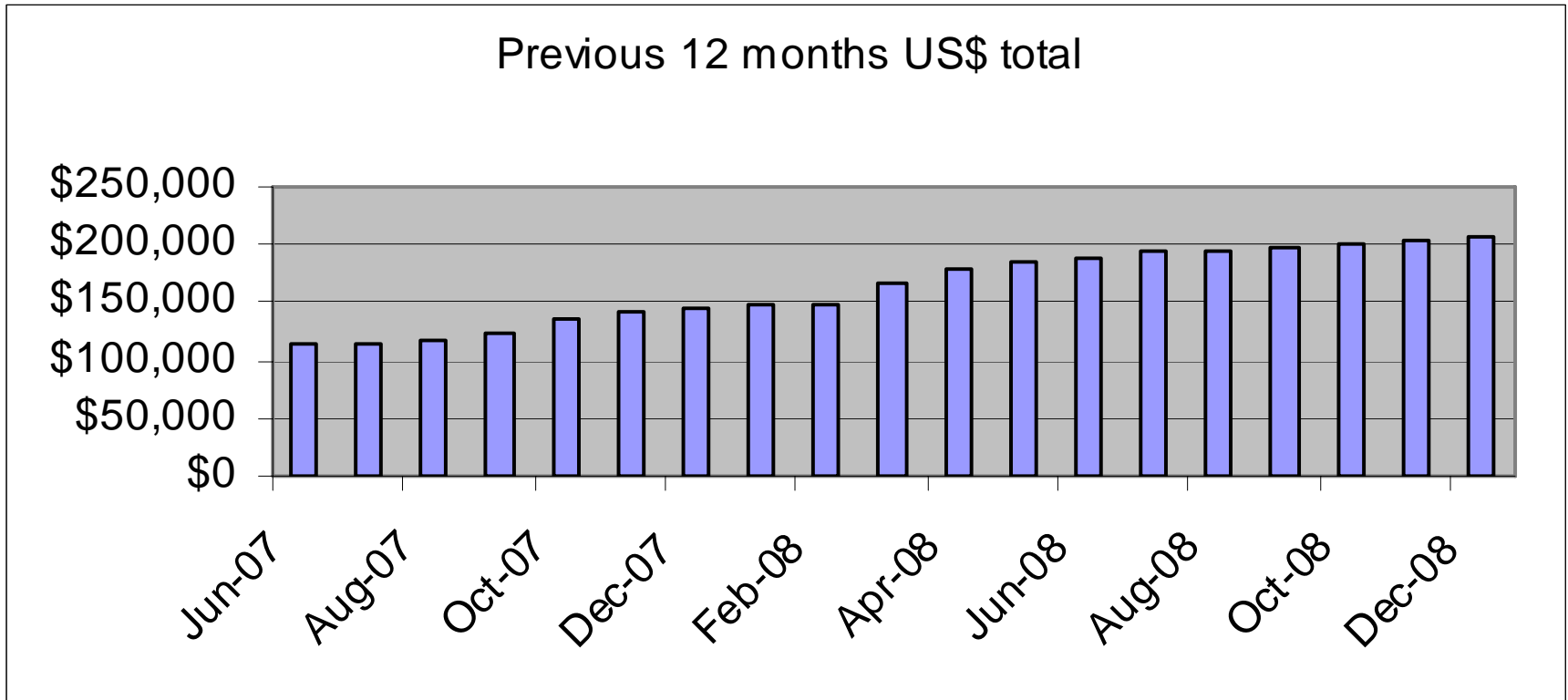


2006 – 2008 expenditure

- > 2006 US\$55,143
- > 2007 US\$145,265
- > 2008 US\$207,038
- > Generally 50% loan fees and 50% purchase fees



Rolling 12 month expenditure



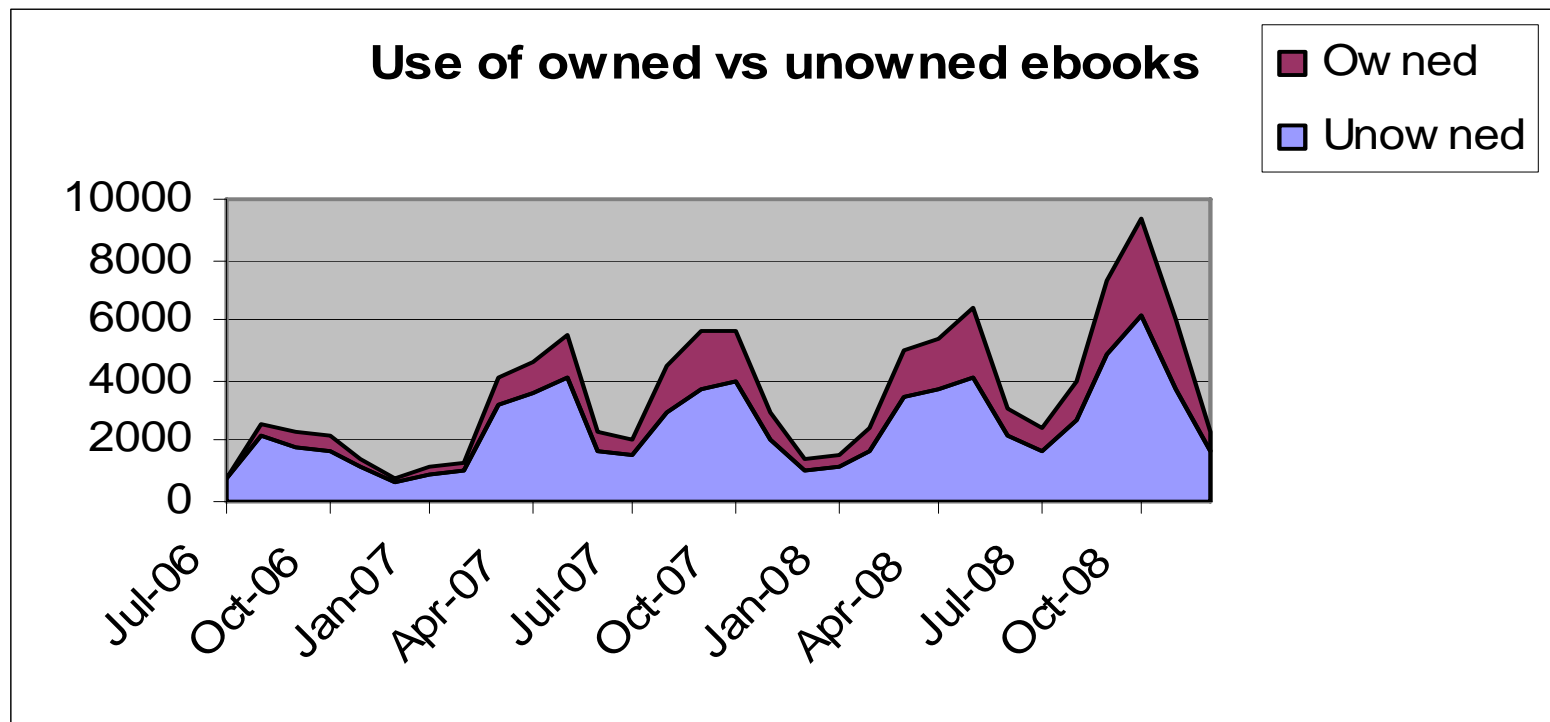
Usage of owned titles

- > For the model to work previous usage should be an indicator of future usage. Is this true?
- > As at 18/12/08 we owned 2,242 out of 86,000 total ebooks in EBL = 2.6%
- > In 2008 usage of these 2,242 titles accounted for 33% of all usage – up from 27% in 2007

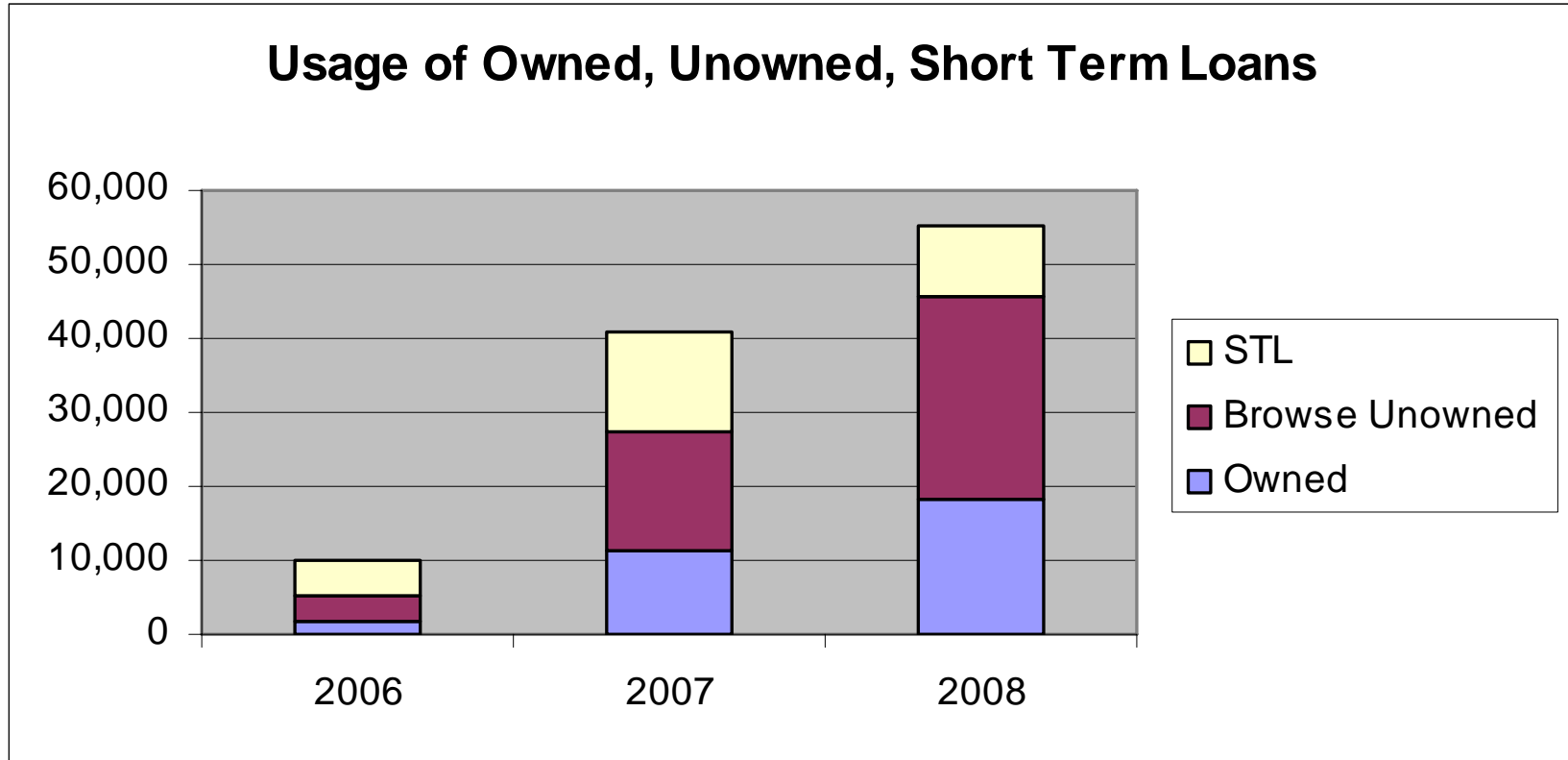


Usage of owned books

Usage of owned titles each month is now consistently over 30% of all usage.



Usage of owned books



STL = Short Term Loans



Subsequent usage of purchased ebooks

- > As at 18/12/08 we had purchased 2,242 ebooks
- > 2.6% owned ebooks = 33% of all usage in 2008
- > 1,853 of these ebooks (83%) had subsequent usage after being purchased.
- > 389 (17%) purchased ebooks had no subsequent usage as at 18/12/08 (but may have future usage).
- > Purchased ebooks have had an average of 5 subsequent usage instances to date.



2006 pilot – Usage of newly added ebooks vs print books

New books added in semester 2, 2006	EBL ebooks *	Print books
Not used after purchase	25%	48%
Used once after purchase	20%	13%
Used 2-5 times after purchase	25%	22%
Used 6+ times after purchase	30%	17%

* Purchased EBL ebooks have already been used 4 times



86,000 ebooks in EBL as at 18 December 2008...

- > 2,242 books owned (2.6%)
- > 11,028 books had one or more loans (12.8%)
 - > 7,397 with 1 loans
 - > 2,507 with 2 loans
 - > 1,124 with 3 loans
- > The average purchase price of the 1,124 titles on 3 loans is US\$93.98



Other developments

- > During 2008 we began sending EBL a monthly file of ISBNs for non-EBL ebooks from our catalogue. This allows us to suppress ebooks in EBL where we have the same ebook in another online collection.
- > We investigated purchasing OCLC MARC records for purchased ebooks but we now won't proceed in 2009 due to the budget situation.



2009

American Dollars to 1 AUD ([invert](#), [data](#))



120 days

latest (Jan 9)
0.706419

lowest (Oct 27)
0.607301

highest (Jul 28)
0.957103

EBL in 2009

- > Looking at ways we can continue EBL but in a more limited way in 2009 while we identify savings for 2010. Aim is to revert to the full user-driven EBL model in 2010.
- > Temporarily removing the long tail?
 - 2,242 books owned
 - 11,028 books with one or more loans
 - Temporarily hiding access to the other ebooks





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