

# Demand Led eBooks

a different approach to book selection



Poster Promenade

## What do we mean by 'Demand Led eBooks'?

- Method of eBook selection which is user driven
- Library offers access to all eBook content, but only pays for the material actually used
- Huddersfield is one of the first university libraries in the UK to investigate demand led eBooks

## History of the project

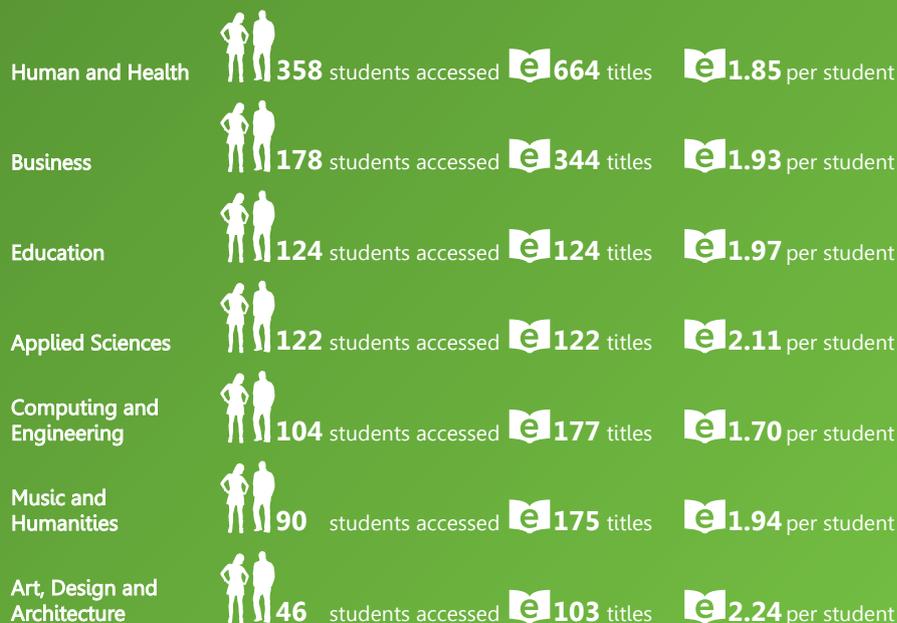
- May-June 2010 pilot
- **DawsonEra** (the eBook platform of our major book supplier) was provided as a platform
- **130000 eBook titles** were made available on the Library Catalogue
- **5 minute preview** of title available to students - followed by a 'rental' of the title - then a **purchase automatically triggered**
- Usage statistics were monitored and analysed to inform model for 2011

## Why did we want to investigate Demand Led?

- **Student satisfaction** - access to a wide range of content that users actually want
- **eBook packages (like ebrary) not quite fit for purpose** - content can be removed and changed without notice, some content not used
- **Subscription models for eBooks have eroded library budgets** - we are paying year after year for the same content - outright purchase ensures longevity of content
- **Reading list titles often not available as eBooks** - by showing the range and content of all eBooks academic staff can purchase titles which are available in fulltext - ensuring students have 24/7 access to key readings
- **Staffing resource** - streamline acquisitions process

## Results of the pilot

- Usage was high and across all Schools
- Large proportion of budget spent on rentals - 'rental' now removed
- Average price of purchased books £66.61
- Whilst used by all Schools it is more relevant for some subject areas than others



## How it works for the student

- Student finds book on either Library Catalogue or Summon
- Student logs in with normal username/password
- See fulltext of book for 5 minutes
- Book is purchased and accessible via the Catalogue for other students to use

## What is happening now

- Rental has been removed - replaced by two fulltext 5 minute previews and the fulltext purchase
- Funds allocated from those subject areas deemed to be suitable - these are:
  - Human and Health Sciences - Psychology, Health and Wellbeing and Longterm Conditions
  - Computing and Engineering
  - Biology and Chemistry
- Post-pilot results analysis shows that usage is higher for some Demand Led eBook titles than some library purchased titles

## Conclusions

Once books on reading lists have been bought and lecturer's suggestions taken into account, Demand Led is a useful method of purchasing books we know students want and will use

