

MEMO

SUBJECT **Demand Driven Acquisition**

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Background

The Australian National University Library undertook a pilot of DDA with ProQuest in 2015 that delivered a model where records were loaded to Library's catalogue so that academics and students could use the eBooks without needing to make an individual recommendation to a library staff member. Books were available immediately for use on a short loan basis and after 3 short terms loans a book was acquired automatically.

The immediate access to short term loans was both more cost efficient than interlibrary loans and gave library users immediate access.

Usage was significant – 3346 short term loans and 254 purchased titles.

A report on the pilot follows

2016 actions

For 2016 semester 2, access has been given to titles from JSTOR and ProQuest, giving access to more than 55,000 titles published since 2013.

In addition several major sets of science ebooks are being purchased.

BRIEF

SUBJECT **Report on Demand-Driven Acquisition (DDA), at the Australian National University Library in 2015**

Summary

The Australian National University Library undertook a pilot of DDA with ProQuest in 2015. A profile was selected that best met user needs. During the period of the pilot there were 3346 short term loans at an average cost per short term loan of \$24.64. This is significantly less than a rush inter-library loan and gave library clients immediate access to the monographs they wished to access. After 3 short term loans purchase was automatically triggered. 254 titles were purchased, with an average use of each title (mean) of 20.13 and an average cost per book of \$147.90. Note that there was a reduction in another package as part of the pilot which provide a significant financial advantage to the university.

Overall 59 per cent of monographs selected by library clients were reused (4750 uses of purchased titles) and short term loans constituted 41 per cent of use (3346).

The results of the pilot demonstrate that the advantages of DDA were immediate access to full text resources on request, with titles used up to 311 times. Although most titles were in the humanities and social sciences disciplines use of the science titles selected was relatively high and a number of law titles were also selected and used.

Future DDA will consider the content and price for various packages and be undertaken with regular review of price and impact on teaching and research.

Introduction

Libraries have built collections using a range of mechanisms designed to acquire material that support their users needs. Over the past decades the techniques available to acquire resources have changed and improved.

Two major factors have changed the ANU Library's acquisition of monographs in the last five years.

The first is the increase in availability or rise in number of electronic books or e-books. Many suggest that the first signs that eBooks would be more than a specialist fad was the publication of a mass market work online – Stephen King's *Riding the Bullet* which was released in 2000 for the princely sum of \$US2.50 (Gibbons, 2001). At the beginning of this technological development ebooks were tied to physical devices, such as Kobo and Kindles, which in turn were dedicated to specific formats and were not interchangeable, this has now been replaced with formats which can be used by any user on any device. The service model has moved to access through major vendors as part of standard packages without high technical or system dependencies. The extent of infiltration of eBooks into library collections can be seen in the expenditure statistics. A recent American Association of American Publishers publication reports that \$23 of every \$100 is now spent on eBooks, the rest on print books – a massive increase from 2008 when \$1 out of every \$100 revenue was from eBooks (Inouye, 2016).

The second is the development of new purchase models that change from the approach of manually selecting individual titles or collections offline to models that allow acquisition to be generated online through direct user engagement. Demand-Driven Acquisition (DDA), at times also called Patron Driven Acquisition (PDA) provides the library user with access to pre-loaded data within the library catalogue that enables them to directly request a copy of the eBook. The resource is then made available without any further library staff intervention. The resource is instantly directly delivered to the user. The role of the library in this model changes to one where an eBook suppliers is selected, works are made available to users

through a profile that enables access to relevant material. Parameters such as price are set to enable the number of short term loans that can occur prior to triggering the purchase of the title.

The benefits of DDA can be identified from the perspective of the library user and the library. For users they are able to immediately access the resources they need with minimal barriers to collection building and without have the complexities of interlibrary loan. For libraries the main benefit is in offering a range of relevant resources while minimising the staff time required to acquire eBook titles. Staff time is reduced because each title does not need to be individually selected and academic input sought to justify each individual purchase, records are loaded in bulk rather than one by one and a single invoice is paid rather than individual invoices for each title.

Evidence Based Acquisition (EBA) has more recently emerged as a model for acquiring eBooks. With immediate access to statistical evidence of usage of the titles acquired in this manner, the model is also referred to as usage based acquisition.

The Australian National University Library implemented a pilot of eBooks via DDA in 2015 to enable users to directly access resources and also to test the costs and benefits of DDA.

Experiences of Australian university libraries

Australian universities including the University of Sydney, Queensland University of Technology, Swinburne University and Western Sydney University. (Borchert and Cleary (2015), Cootes (2016), Davis and Morgan (2013), Dott (2016), Li (2016)).

The findings from the evaluations of these experiences show significant benefits for libraries and for library users. Conclusions from the presentations include:

- Reasonable average cost per title to the library (in the case of the University of Sydney less than US\$50)
- High use - from June – Dec. 2015 at the University of Sydney a total 18491 downloads and 17376 views, at Queensland University of Technology usage has tripled from 2014
- Material selected by users is highly relevant to the needs of other users – for example the University of Melbourne found 88 per cent of the titles bought were reused, which compares well with the reuse of library staff selected titles which was less than 40%, at Swinburne “only 21% of the librarian-selected ebooks recorded any use at all and autopurchased ebooks recorded much higher average use. The average number of loans across the librarian-selected ebooks was 2.57 while the autopurchased ebooks averaged 6.67 loans following purchase, or 9.67 loans in total if we include the three short-term loans prior to purchase” (Davis and Morgan 2013), 99 per cent reuse recorded by Western Sydney University for titles acquired using DDA that were selected by users.

Libraries have considered a number of factors to select suppliers to be used for DDA acquisition programs including:

- the cost parameters of the purchases (taking into account the total cost of short term loans and the full purchase of the books)
- the relevance of titles in the collection (scholarly content)
- the ability to select titles using a profile including factors such as date published, publishers, subject areas and costs.

The mix of careful selection of suppliers and management of DDA programs has been essential to ensuring that a range of relevant books are available and to optimise the success of these programs.

The Australian National University pilot in 2015

The Library has been purchasing eBooks for many years. At the end of 2014 the number of eBook titles available to users was 222,618. Most of the books had been purchased from major publishers such as

Wiley, Elsevier, Taylor and Francis, Springer, Oxford and Safari. The eBooks have generally been purchased outright with bibliographic records acquired individually or included as small packages after selection by library staff with input from academic staff.

The Library had offered the Ebsco's eBook package without DDA to users in 2014. After analysis a decision was made not to continue the package on the basis that the collection duplicated titles already available and was not value for money.

Taking account of the range of experiences of other libraries, the increasing use of electronic resources, needs for immediate access to resources by our users and need for a value for money solution the ANU Library decision was made to pilot DDA with one supplier in 2015.

The factors which were used to evaluate packages were:

- the cost parameters of the purchases (taking into account the total cost of short term loans and the full purchase of the books)
- the relevance of titles to the research and study undertaken at the university (scholarly content)
- the ability to select titles using a profile including factors such as date published, publishers, subject areas and costs
- overall value for money.

A number of vendor and publisher packages were considered. A decision was made to offer access to Proquest's Ebook Library based on an offer that was made that resulted in significant discounts to other subscriptions, the content that well met our needs and as the offer demonstrated good value for money.

A profile was defined in the eBook package for ANU with 48,478 titles loaded into the catalogue. There were monthly additions and deletions to our DDA titles lists.

The profile included the following parameters:

- subject areas/disciplines
 - Exclude EBL subject categories: Education, Engineering: Construction, Geography/Travel, Journalism, Publishing, Architecture, Engineering: Civil, Engineering: Manufacturing, Fiction, Home Economics, Library Science, Nursing, Tourism/Hospitality, Sport & Recreation
 - Include LC Class: LB 2326.4-2330 (Higher Education- Institutions of Higher Education), LB 2371-2372 (Graduate Education), LB 2381-2391 (Academic Degrees), GF 1-900 (Human ecology. Anthropogeography)
- material published after 2012
- publishers included in the profile for other Group of Eight libraries
- English language material
- Loan period limited to one week
- 3 loans will trigger an automatic purchase
- Maximum cost of item \$250
- Maximum cost of loan \$50.

The profile enables readers to have a quick or longer look at a book (less than 5 minutes is free to the Library). If a book is requested 3 loans times it automatically becomes subscribed to by the Library as a permanent purchase. Anecdotal data has shown that undergraduates, postgraduates, researchers and academics participated in this trial. This particular vendor caters for a broad spectrum of readers and it not tailored to any particular group.

The service was launched on Thursday, 5 March with an initial payment of US\$20,000 and within 12 hours, there were 15 short term loans totalling \$358.98. Titles used included:

- *Dependent Archipelagos in the Law of the Sea*
- *The Extension of Coastal State Jurisdiction in Enclosed or Semi-Enclosed Seas*
- *Stories from the Skeleton: Behavioral Reconstruction in Human Osteology*
- *Understanding Postcolonialism*

- *Environmental Policy and the Economy*
- *The SAGE Handbook of Public Administration*
- *Handbook of International Relations*

The service was continued to May 2015. Unfortunately 2015 spending was affected by the fall in the Australian Dollar which led to a freeze on monograph purchases in May 2015. The exchange rate significantly affected library purchasing as only 12% of the library’s acquisition budget is spend in Australian dollars, 66% in USD and the fall in the value of the Australian dollar was approximately 10%.

The results of the DDA pilot were that that 2,621 short term loans occurred, at an average cost of \$24.64 for each loan., This is significantly less than the cost of a rapid turnaround (rush) interlibrary loan of \$33 (Australian Library and Information Association, 2013).

Short term loans (STLs) (purchased)	
Total titles STL	2621
Total STLs	3346
Total unique users	1407
Total cost for STLs	\$82,433.35
Average cost per STL	\$24.64

Table 1. DDA Short term loans

The number of titles purchased were as follows:

- 254 titles purchased
- Average use of each title (mean) was 20.13
- Average cost per book \$147.90, including the short term loans.

The profile of loans by title for purchased and short term loans till March 2016:

- 4750 uses of autopurchased titles 59%
- 3346 STLs 41%
- 8096 total use

A fuller summary of results can be seen at attachment 1.

Perhaps not surprisingly the titles purchased were primarily in social sciences and humanities. Given that monographs publishing is primarily in these disciplines use reflects publishing patterns.

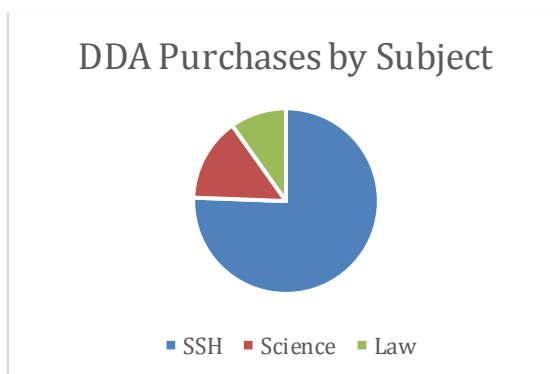


Diagram 1. EBook titles purchased by major subject area

Feedback from users indicated that being able to immediately access a wider range of titles was of high value to academics and higher degree researchers. It was much more convenient that waiting for works to come via interlibrary loan and filling in forms to initiate that process, or to undertake the administrative work to propose a title for purchase and wait for material to be ordered and then processed and made available through the Library.

Conclusion

Although the DDA pilot only occurred for a part of 2015 the results were clearly positive from the uptake of the users and library's perspectives:

- Titles were immediately available to all clients without having to download them or create individual orders
- Monthly updates ensured that records flowed into the catalogue for new material which is available so it's very up to date (this required work by library staff)
- Acquisition was much more streamlined and responsive with less manual invention (and therefore less human error) from library staff and vendor
- Price for the titles acquired compares well with the purchasing cost of individual ebooks (average of \$123.39) and print works from scholarly presses (average \$97.51).

The success of DDA fits within a framework of evidence that immediate access to relevant electronic resources best meets the needs of users in the academic environment. In 2015, the use of electronic resources by users of the Library increased by over 37 per cent to 5,003,243. The number of eBooks (titles) in the Library's collection increased to 261,932, 17.6 per cent.

In considering directions for 2016 and beyond additional suppliers will be selected and trialed based on the selection criteria used so far. An evaluation will be undertaken of the usage in 2016 after the new suppliers are selected. Collections that are geared towards research and out the outputs of scholarly presses will be targeted.

The major issues identified by other libraries of the risk of high budget spend will be monitored closely.

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Attachment 1

AUTOPURCHASED SUMMARY	
Total use for 254 ebooks	5114
Mean for use	20.13
Median for use	13
Max use (Understanding Human Ecology)	335
Min use (11 titles)	3
Average cost per book	\$147.90
Books by Subject	
Architecture	1
Business	10
Computer Science	3
Economics	9
Engineering	1
Environmental Studies	4
Fine Arts	9
Geography	1
Health	2
History	36
Language	8
Law	25
Library Science	2
Literature	8
Mathematics	1
Medicine	10
Military Science	6
Pharmacy	1
Philosophy	9
Political Science	52
Psychology	6
Religion	5
Science	8
Social Science	37