The Value of Digital Content In the Academic Library

IUPUI University Library and SLIS Joint Research Conference 2012

Terry Plum

Simmons GSLIS

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Value

- Private goods and services
  ◦ University students pay tuition
  ◦ University faculty get grants
  ◦ Value proposition – value to an individual or institution determines whether payment is made for the service

- Public goods and services
  ◦ Academic libraries provide services and resources to all patrons
  ◦ Value proposition - Collective value to all users must be estimated.

- What is value of electronic resources to the individual?

- What is the value of electronic resources to the institution?   (Kingma 2012)

Value v. Use

- Cost / Use
  - COUNTER Data
  - Subscription costs (including consortial)

Journal Report 1: Number of Successful Full-Text Article Requests by Month and Journal
(Full journal name, print ISSN and online ISSN are listed.)

- Cost / Use is not value

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How to Evaluate Value

- ## Purchase or exchange value (surveys)
  - Time saved
  - Willingness to pay
    - What if there were no online access?
    - What if there were no shared access to journals?
- ## Use value: favorable consequences (surveys)
  - Successful scholars read a lot
  - Relating citations to grants (causation issues?)
- ## Supporting success (surveys)
 - Successful scholars use library resources more   (Tenopir 2012)

Value landscape

- ARL statistics
- COUNTER (Shepherd)
- Data Farm (Zucca)
- Web site – Transactional Log Analysis
  - MESUR – MEtrics from Scholarly Usage of Resources
  - Deep Log Analysis – relating server logs to users
- ROI – Return on Investment
  - Students do better
  - 1:4
  - LIBValue (Tenopir, Kingma, & Kaufman)
- MINES (ARL)

MINES for Libraries®

What is MINES for Libraries®

- Action research
  - Historically rooted in indirect cost studies
  - Set of recommendations for research design
  - Set of recommendations for web survey presentation
  - Set of recommendations for information architecture in libraries
  - Plan for continual assessment of networked electronic resources
  - An opportunity to benchmark across libraries

Library User Survey

Library User Survey
Patron Status

University of
Connecticut
LIBRARIES

UConn Library Electronic Services Web Survey

This survey is being conducted during a **two-hour** time period by the University of Connecticut to assess the usage of the Library's electronic services. **All responses are anonymous.** The data is critical for obtaining continued funding.

After completing the survey, you will be connected to the service you selected.

Thank you for your help.

Patron Status

✓ Select Patron Status

UConn Undergraduate Student
UConn Faculty
UConn Graduate Student
UConn Staff
UConn Post-Doc Fellow, Research Associate, Lecturer, or Visiting Professor
Non-UConn

Affiliation

Location

Purpose for Using this Electronic Resource:

○ Other Activities Definition

Submit Survey

Library User Survey
Affiliation

Library User Survey Location

University of Connecticut LIBRARIES

UConn Library Electronic Services Web Survey

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After completing the survey, you will be connected to the service you selected.

Thank you for your help.

Patron Status	Select Patron Status
Affiliation	Select Affiliation
Location	✓ Select Location
	In the Library
Purpose for	On Campus – Storrs
Using this	On Campus – Regional Campus
Electronic Resource:	Off Campus

Definition

nental (Non-Funded) Research Definition

Submit Survey

Library User Survey
Purpose


University of Connecticut
LIBRARIES

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After completing the survey, you will be connected to the service you selected.

Thank you for your help.

Patron Status	Select Patron Status
Affiliation	Select Affiliation
Location	Select Location
Purpose for Using this Electronic Resource:	⦿ Sponsored (Funded) Research Definition ○ Instruction/Education/Departmental (Non-Funded) Research Del ○ Other Activities Definition

Submit Survey

Definition

Sponsored (Funded) Research Projects

This includes:

- Research funded by grants or contracts from federal, state, or local governments
- Research funded for grants, contracts or gifts from a foundation or other outside party
- University funded research (Research Foundation Awards)
- Research training

Note: This category includes only specially funded research projects, which are separately budgeted and accounted for as organized research projects by the institution.

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MINES for Libraries® Survey on Scholars Portal and Other Resources for the Ontario Council of University Libraries

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MINES for Libraries® Survey on Scholars Portal and Other Resources for the Ontario Council of University Libraries

- Publications and Presentations (This presentation is taken primarily taken from these three publications)
    - Kyrillidou, M., Thomas, D., Davidson, C., and Plum, T. 2011. *Measuring the Impact of Networked Electronic Resources and the Ontario Council of University Libraries' Scholar Portal. Final Report.* Washington, DC: Association of Research Libraries
    http://www.libqual.org/documents/LibQual/publications/MINES_OCUL2011.pdf

    - Thomas, D., Davidson, C., Kyrillidou, M., and Plum T. "Measuring Use of Licensed Electronic Resources: Results of the Second Iteration of the MINES for Libraries Survey on Scholars Portal and Other Resources for the Ontario Council of University Libraries (OCUL). *9th Northumbria International Conference on Performance Measurement in Libraries and Information Services.* University of York, York, England. August 23-25, 2011.
    http://minesforlibraries.org/documents/LibQual/publications/Northumbria2011_MINES.pdf

    - Thomas, D., Darnell, A., Kyrillidou, M., and Plum T. "Understanding Use of Networked Information Content: MINES for Libraries® Implementations at Scholars Portal." *Project Briefings / Presentations* CNI Fall 2011 Membership Meeting. Arlington, VA. December 12-13, 2011.
    http://www.cni.org/topics/assessment/understanding-use-of-networked-information-content/

Ontario Council of University Libraries

Ontario Council of University Libraries

420,000 FTE

Scholars Portal

Goals for MINES for Libraries at OCUL 2010-11

- Demonstrate the value of the library

- Secure resources as needed

- Understand use of resources within the library, on campus outside the library, and off campus

- Understand use of resources across disciplines and user groups

- Understand why people are using electronic resources

- Track the trajectory of the use of the resources since 2004-05

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OCUL MINES 2004 vs 2010

- **OCUL I : 2004**
  - Randomly selected 2 hour periods each month for a year
  - Mandatory
  - Scholars Portal
- **OCUL II: 2010**
  - SFX as delivery mechanism
  - Systematic sampling (every nth)
  - Mandatory and optional versions
  - Additional question: recommender

Content Types Being Measured

2004/05	2010/11
ejournals ONLY locally loaded on Scholars Portal	ejournals PLUS
Academic Press	abstracts and indexes
American Psychological Association	e-books
American Chemical Society	dissertations
Berkeley Electronic Press	library catalogues
Blackwell Publishing	reference materials
Cambridge University Press	institutional repositories
Emerald Publishing	other services (e.g. interlibrary loan, Ulrichs, JCR – Journal Citation Reports, Refworks)
Elsevier Science (Elsevier Science, Harcourt Health Sciences)	
IEEE Publication	
Kluwer	
Oxford University Press	
Project MUSE	
Sage Publications	
Springer-Verlag	
Taylor and Francis	
John Wiley & Sons	

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MINES: Optional and Mandatory

Partner Institutions	FTE , July 2010	OCUL 1 - 2004/05	OCUL 2 - 2010/11
Algoma	870	Not part of OCUL	Optional
Brock	14,557	Mandatory	Optional
Carleton	20,743	Mandatory	Optional & Mandatory
Guelph	21,452	Mandatory	Optional
Lakehead	7,583	Mandatory	Optional
Laurentian	7,630	Mandatory	Optional
McMaster	24,944	Mandatory	Optional
Nipissing	5,535	Mandatory	Optional & Mandatory
OCAD	3,010	Mandatory	Optional
UOIT	5,147	Mandatory	Optional & Mandatory
Ottawa	32,230	Mandatory	Optional
Queen's	20,751	Mandatory	Optional
Royal Military College	1,792	n/a	n/a
Ryerson	26,841	Mandatory	Optional & Mandatory
Toronto	68,334	Mandatory	Optional
Trent	7,030	Mandatory	Optional
Waterloo	27,674	n/a	Optional
Western Ontario	33,119	Mandatory	Optional & Mandatory
Wilfrid Laurier	14,054	Mandatory	Optional
Windsor	14,419	Mandatory	Optional
York	45,235	Mandatory	Optional
Total	402,950		

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Limitation: Variations in SFX as delivery mechanism

Institution	Uses az list?	SFX from OPAC?	Google Scholar?	Citation linker?	bx?	PRIMO?/ Discovery layer?
ALGOMA						
BROCK	YES	NO	YES	YES		
CARLETON	NO	NO	YES	YES	YES	
DURHAM						
GUELPH	YES	NO	YES	YES	YES	YES
LAKEHEAD	YES	YES	YES	YES	YES	NO
LAURENTIAN	YES	YES	YES	YES	NO	NO
LAURIER	YES	NO	YES	YES	YES	YES
MCMASTER	YES	YES	YES	YES	YES	NO
NIPISSING	YES	NO	YES	YES	YES	NO
OCAD	YES	NO	NO	YES	NO	NO
OTTAWA	YES	NO	YES	YES	NO	NO
QUEENS	NO	NO	YES	YES	NO	YES
RMC						
RYERSON	YES	YES	YES	YES	NO	NO
TORONTO	YES	NO	YES	YES	YES	NO
TRENT	YES	NO	YES	YES	NO	NO
UOIT	NO	NO	YES	YES	NO	NO
WATERLOO	YES	YES	YES	YES	YES	YES
WESTERN	YES	YES	YES	YES	YES	NO
WINDSOR	YES	YES	YES	YES	YES	NO
YORK	NO	NO	YES	YES	NO	NO

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Introduction to OCUL Report and Institutional Reports

- 34,776 complete responses across all OCUL institutions

- 4,255 surveys from mandatory and 30,521 from optional implementations

- Summarized as:
  - PDF reports
  - Excel files
  - SPSS dataset(s)
  - SPSS syntax file(s)

Distribution of OCUL Partner Institutions' Enrollments as of July 2010, Responses to MINES for Libraries(R), and SFX Statistics (Clicks) from 2/16/2010 to 2/17/2011
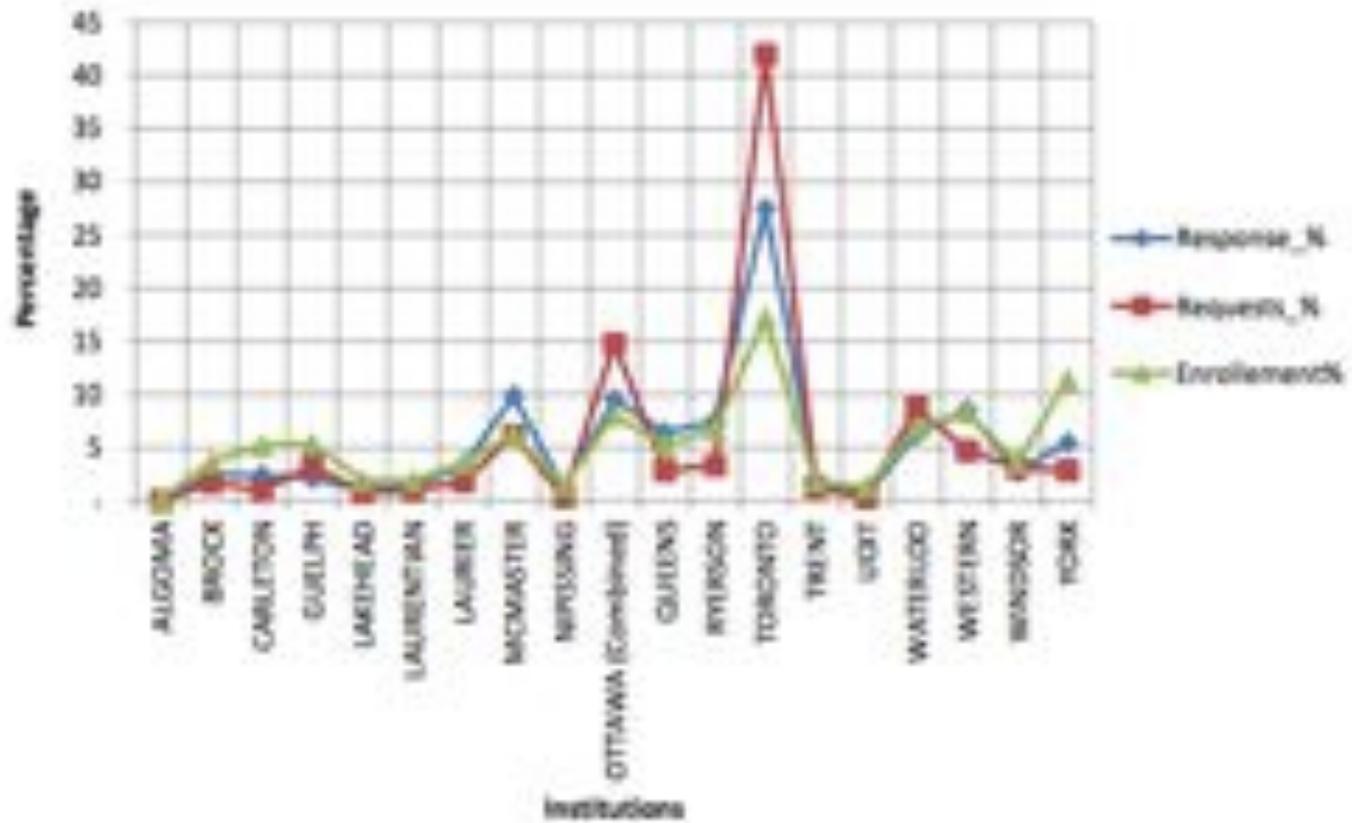

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Findings: Frequency of Use of Electronic Resources by User Status

Frequency by User Status
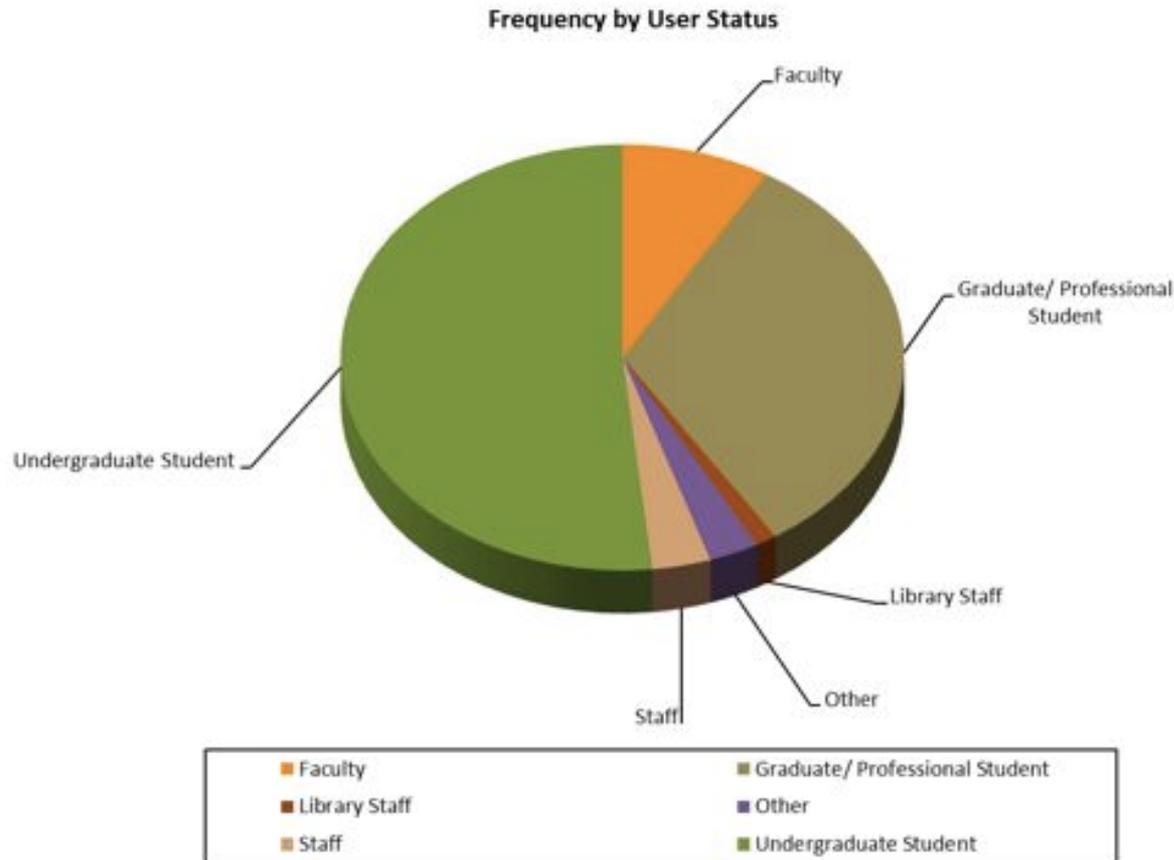
Findings: Frequency of Use of Electronic Resources by Purpose of Use

Frequency by Primary Purpose of Use
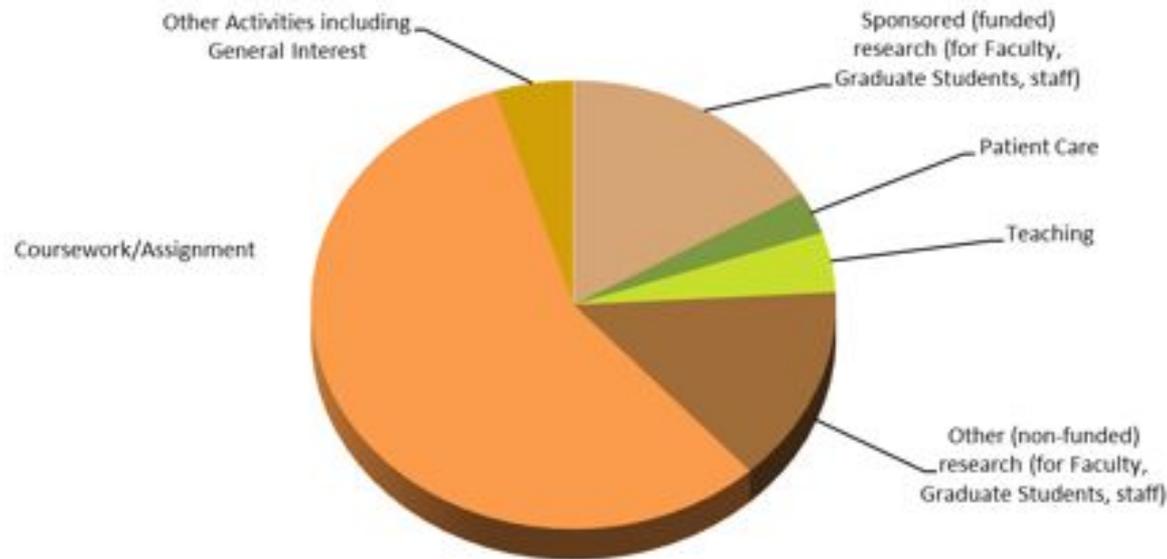
Other Activities including General Interest

Sponsored (funded) research (for Faculty, Graduate Students, staff)

Patient Care

Teaching

Coursework/Assignment

Other (non-funded) research (for Faculty, Graduate Students, staff)

■ Sponsored (funded) research (for Faculty, Graduate Students, staff)   ■ Patient Care

■ Teaching   ■ Other (non-funded) research (for Faculty, Graduate Students, staff)

■ Coursework/Assignment   ■ Other Activities including General Interest

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Findings: Frequency of Use of Electronic Resources by Location

Off Campus use up 23.5%

On Campus not in library down 15.9% Library use down 7.7%
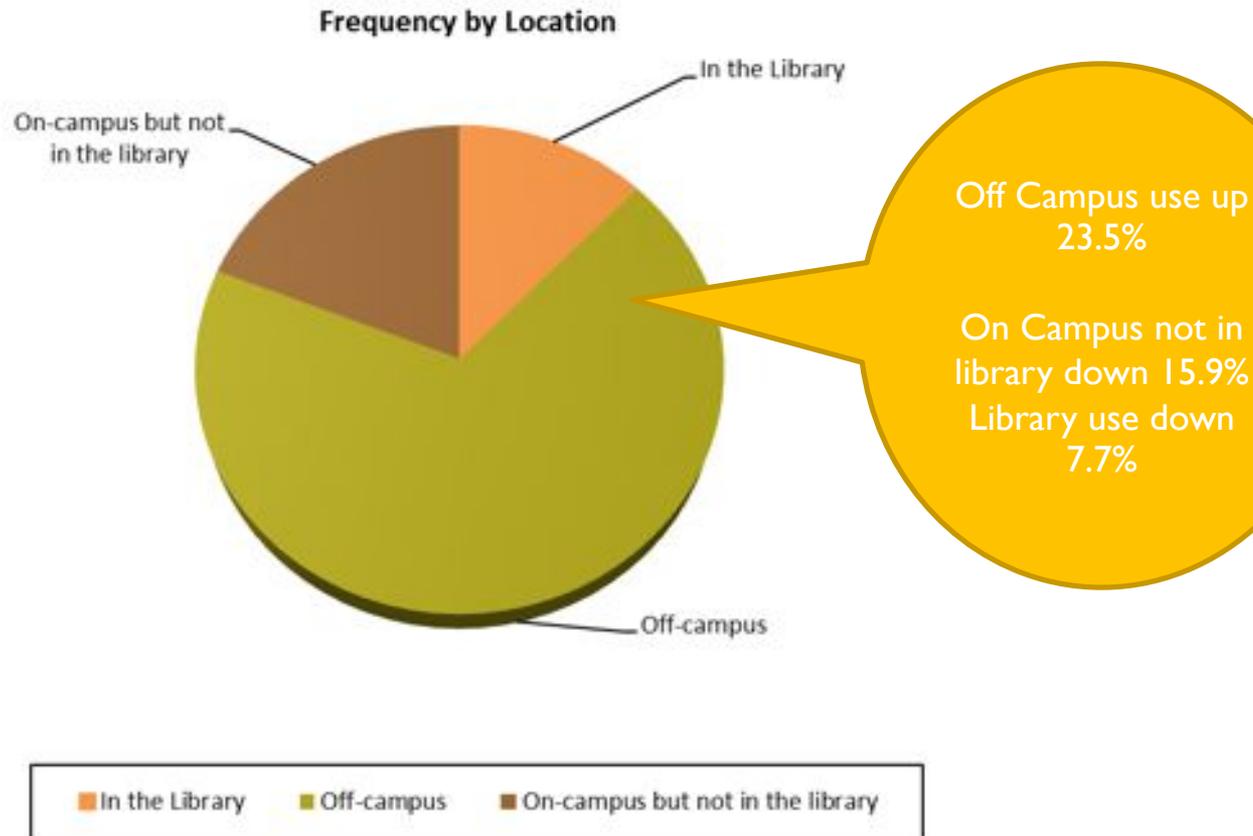
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Findings: Frequency of Use of Electronic Resources by Affiliation

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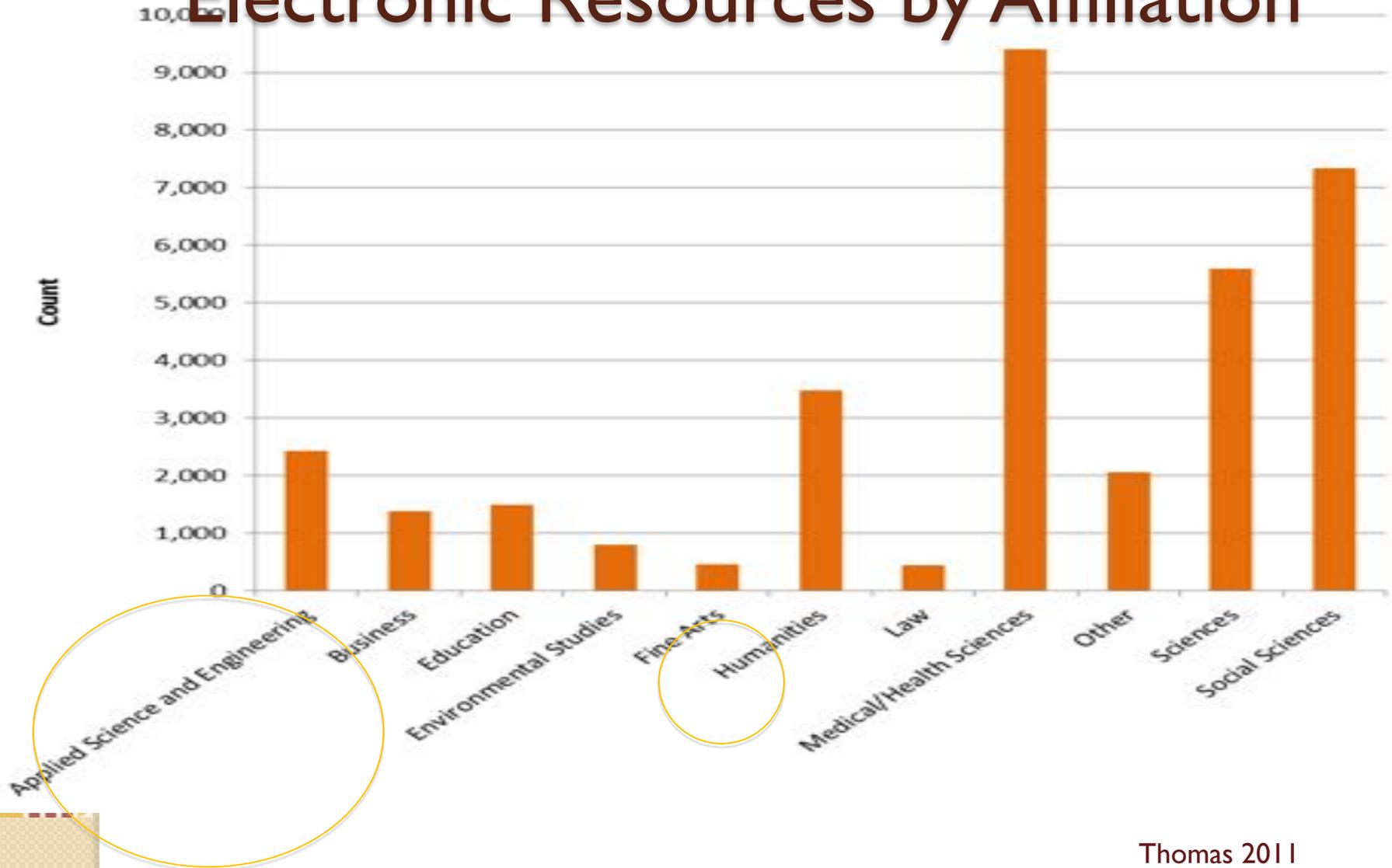
Mandatory v. Optional – Five Universities Purpose of Use

Carleton, Ryerson, Nipissing, UOIT, Western
n=6962   mandatory=4255   optional=2707

Mandatory by Purpose

- Other Actiivities, 4.44%
- Patient Care, 2.59%
- Sponsored, 14.76%
- Other Research, 12.48%
- Coursework, 61.36%
- Teaching, 4.37%

Optional by Purpose

- Other Actiivities, 4.43%
- Patient Care, 2.73%
- Sponsored, 14.41%
- Other Research, 13.26%
- Coursework, 61.21%
- Teaching, 3.95%

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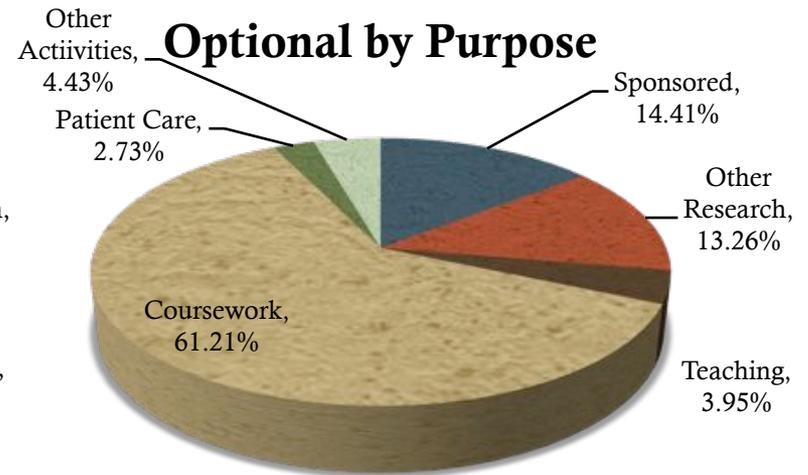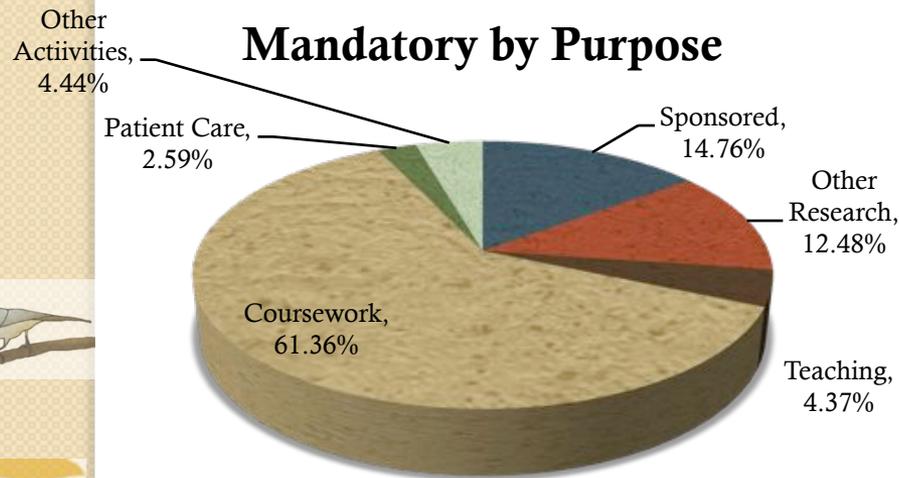
Mandatory v. Optional – Five Universities Status

Carleton, Ryerson, Nipissing, UOIT, Western
*n*=6962   mandatory=4255   optional=2707

Mandatory by Status

Staff, 2.84%
Faculty, 7.24%
Library, 1.01%
Other, 2.56%
Graduate/Pro, 28.93%
Undergraduate, 57.41%

Optional by Status

Staff, 1.96%
Faculty, 7.61%
Library, 1.33%
Other, 2.07%
Graduate/Pro, 30.14%
Undergraduate, 56.89%

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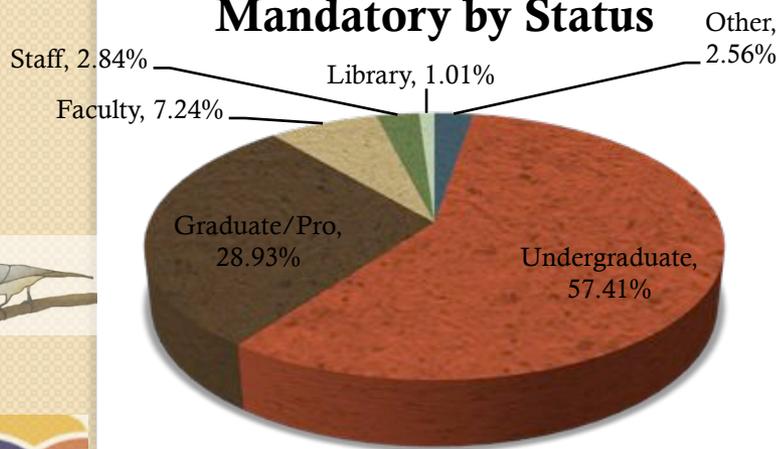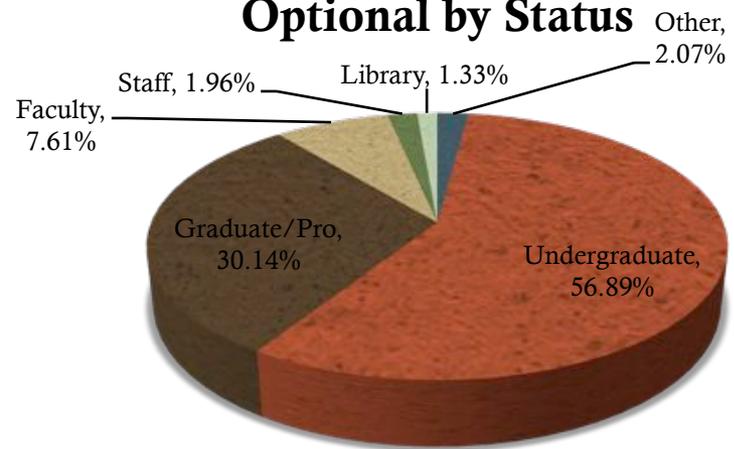
MINES Results – SFX and Target URLs

- We will be able to investigate numerous questions of interest including:
  - Purpose of use by database
  - Purpose of use by resource type (book, journal…)
  - Uses of resource types relative to size of those collections
  - Frequency of use relative to the size of a vendor/publisher collection
  - Uses by title for heavily-used titles (Nature, Science, etc.)
  - Uses of resources by patron type and discipline

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SFX – Target URLs

- SFX provided information to add six additional variables for each survey response:
- ISSN / ISBN
- Normalized Publisher or Vendor Name
- Database Name
- Resource Type: EJournal, ebook. Database
- Subscription Type: Consortial, Local, or Free/ Open Access
- Consortia: OCUL, CRKN, Knowledge Ontario

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Consortial – Local - OA

Open Access/Free
517

Local
11,503

Consortial
25,207
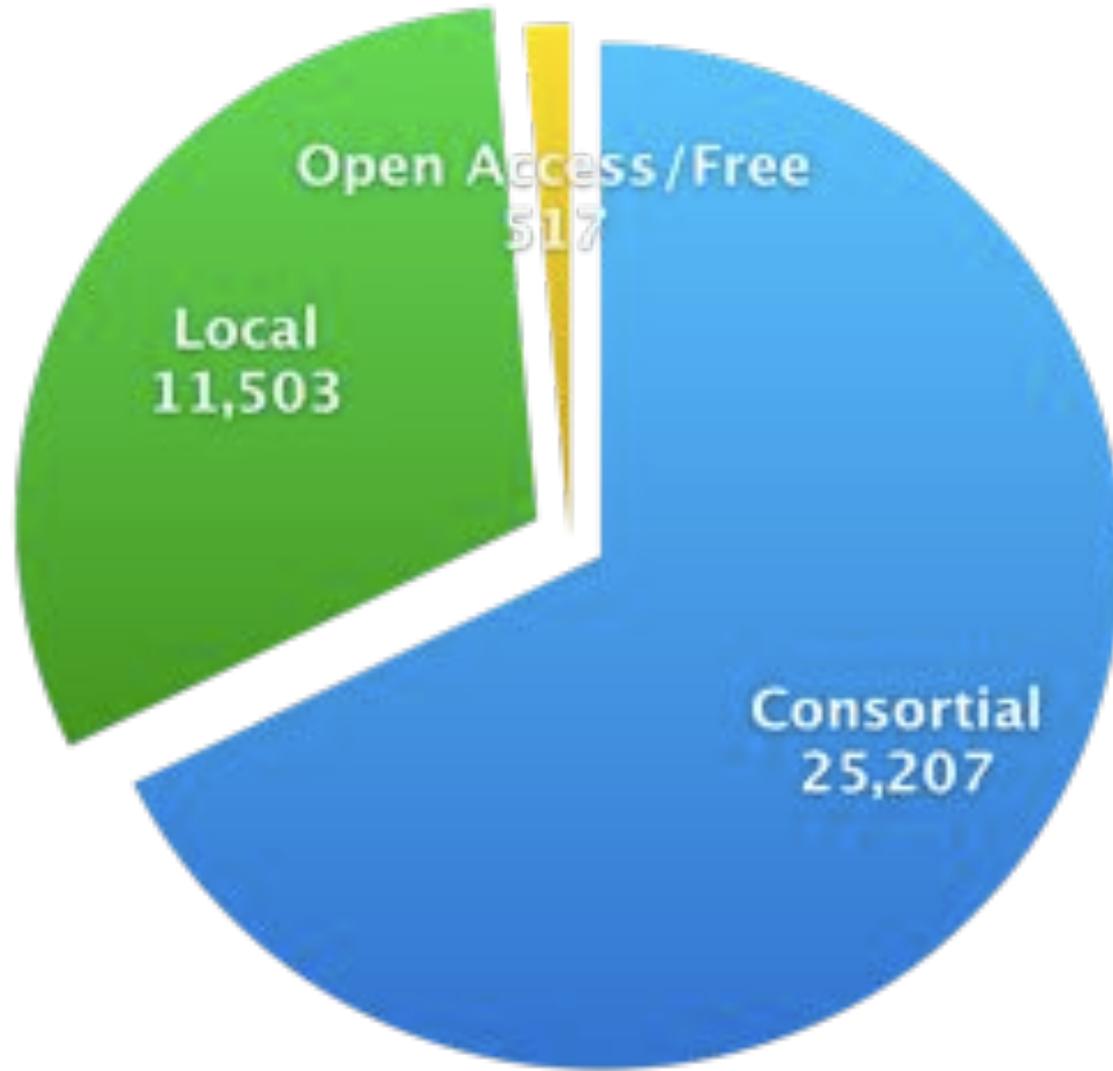
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Uses in MINES: Subscription Type Large School
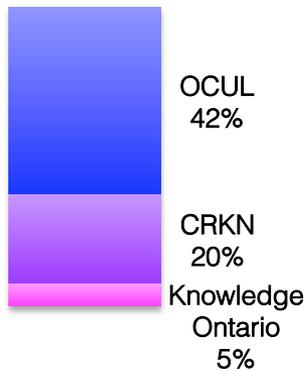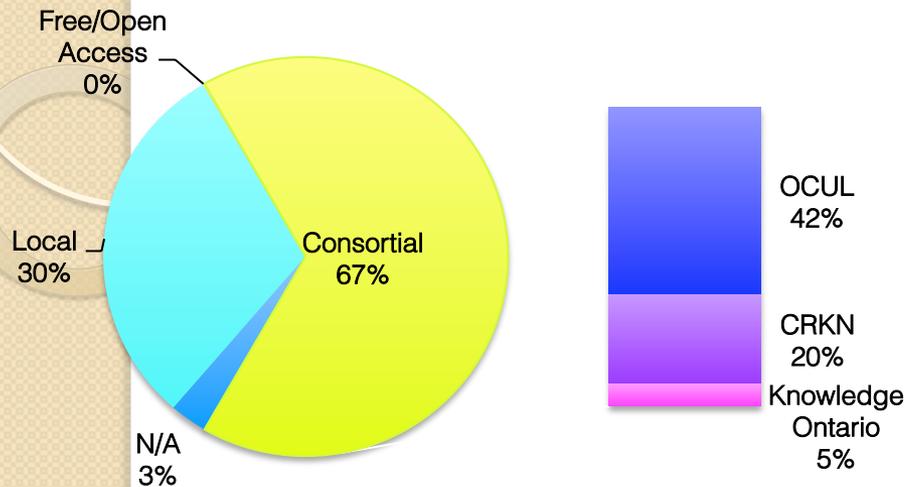
Free/Open Access 0%
Consortial 67%
Local 30%
N/A 3%

OCUL 42%
CRKN 20%
Knowledge Ontario 5%

Titles available in SFX: Subscription Type Large School

Local 46%
Consortial 32%
Free 22%

CRKN 14%
OCUL 13%
Knowledge Ontario 5%

Uses in MINES: Subscription Type Small School

N/A 3%
Consortial 71%
Local 26%
Free/Open Accesss 0%

OCUL 47%
CRKN 20%
Knowledge Ontario 4%

Titles available in SFX: Subscription Type Small School

Local 9%
Consortial 71%
Free 19%

OCUL 34%
KO 28%
CRKN 10%

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34
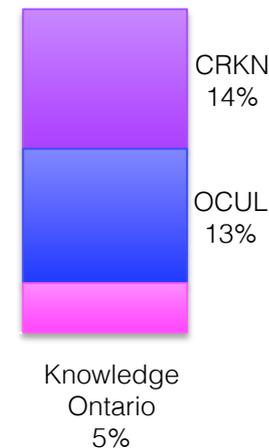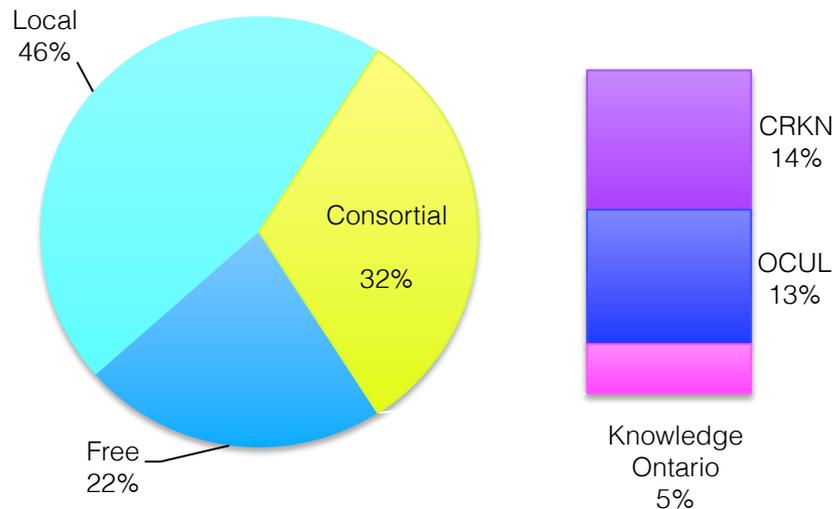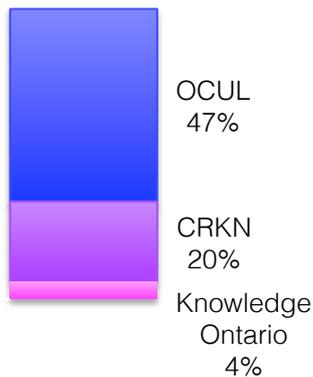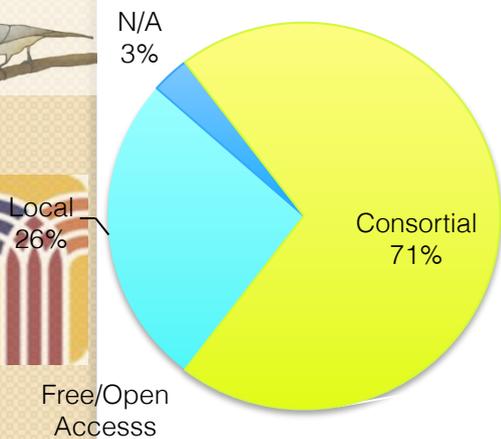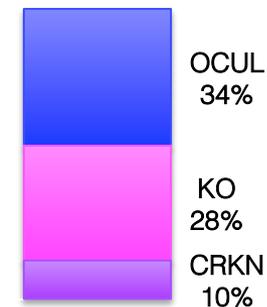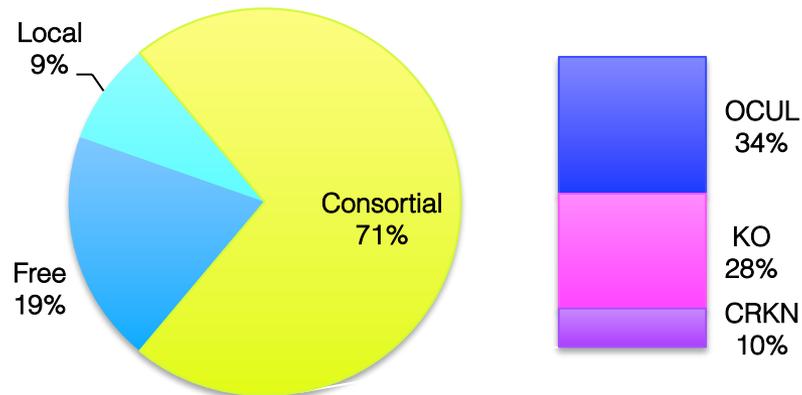
Within each publisher what is the breakdown by affiliation?


Affiliation by Publisher

Thomas 2011
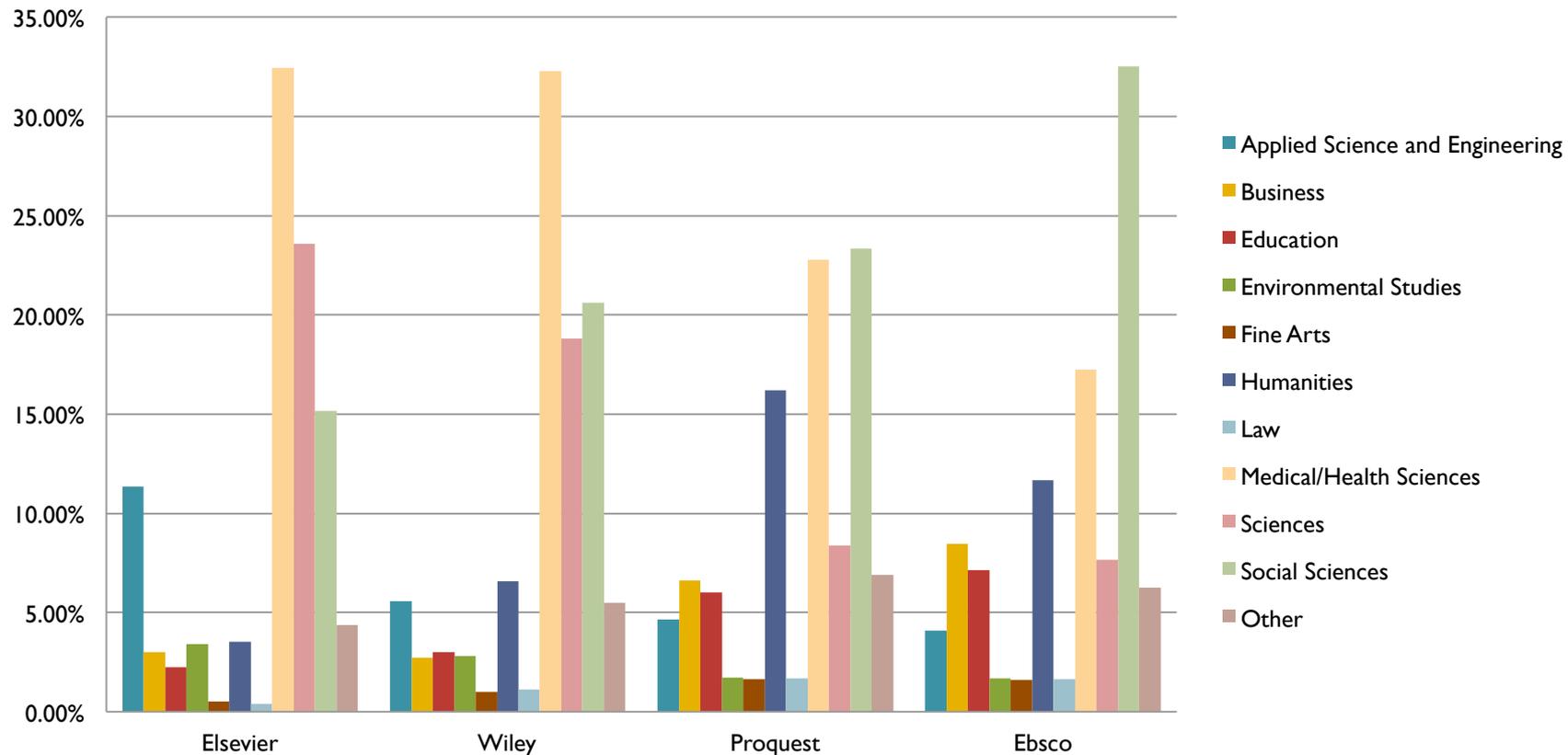
Within each affiliation what is the breakdown by publisher?

Affiliation by Publisher (% Share of Category)

Legend:
- Applied Science and Engineering
- Business
- Education
- Environmental Studies
- Fine Arts
- Humanities
- Law
- Medical/Health Sciences
- Sciences
- Social Sciences
- Other

Categories: Elsevier, Wiley, Proquest, Ebsco

Thomas 2011
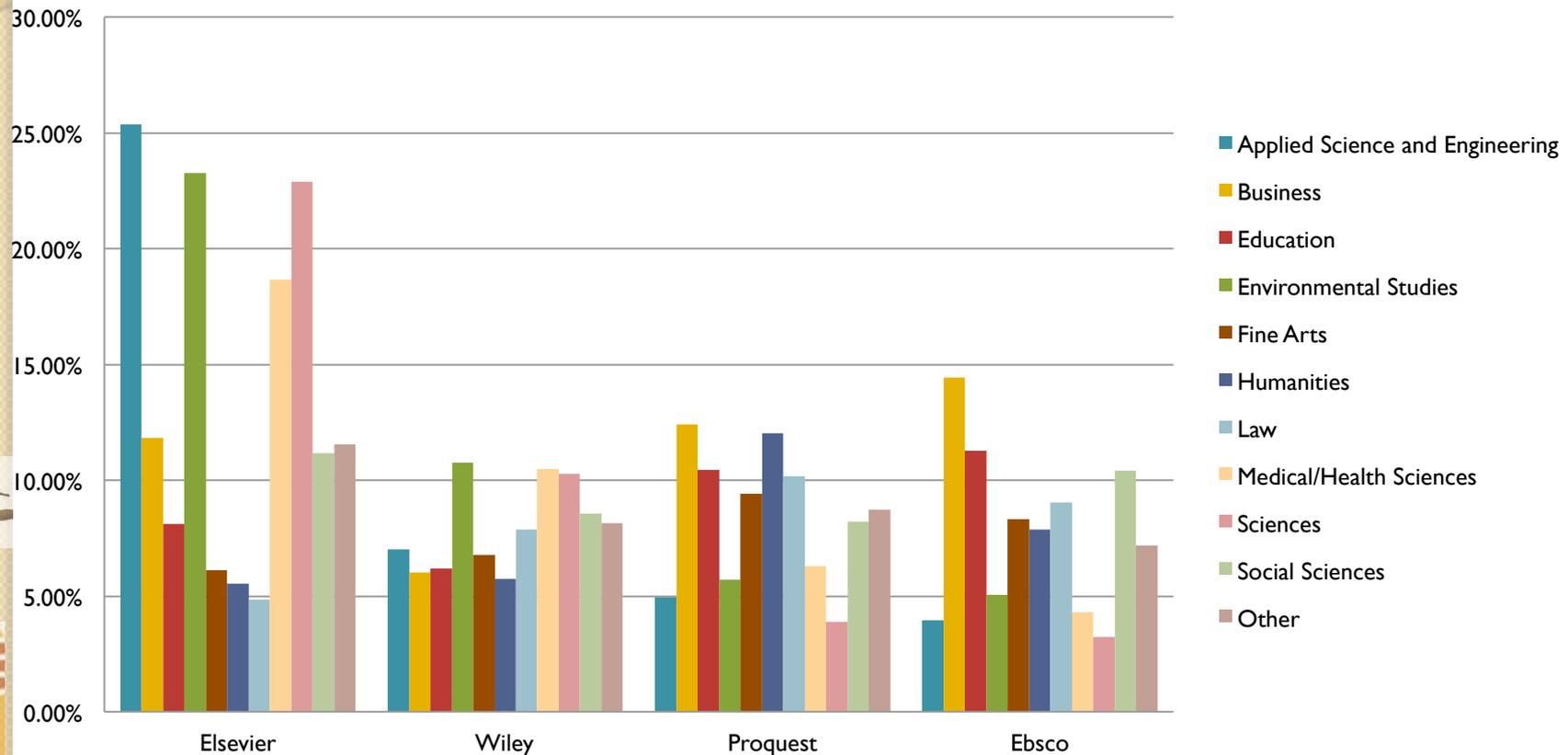
Within each publisher what is the breakdown by purpose of use?

Purpose of Use by Publisher

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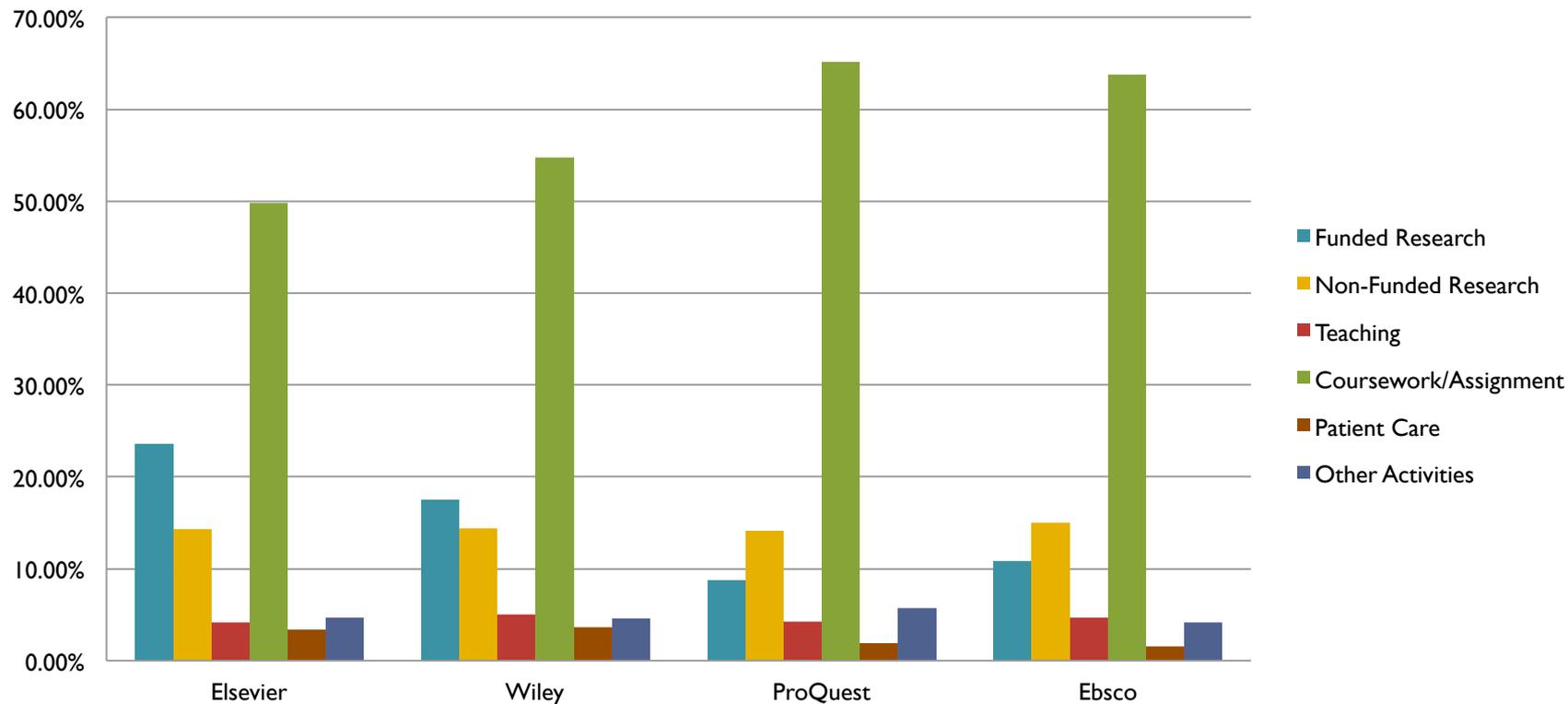
Within specific purpose of use what is the breakdown by publisher?

Purpose of use by Publisher (% Share of Category)

Legend:
- Funded Research
- Non-Funded Research
- Teaching
- Coursework/Assignment
- Patient Care
- Other Activities

Categories: Elsevier, Wiley, ProQuest, Ebsco
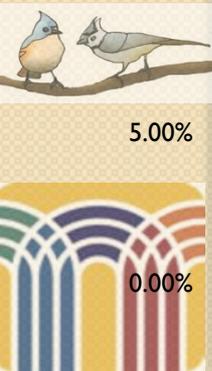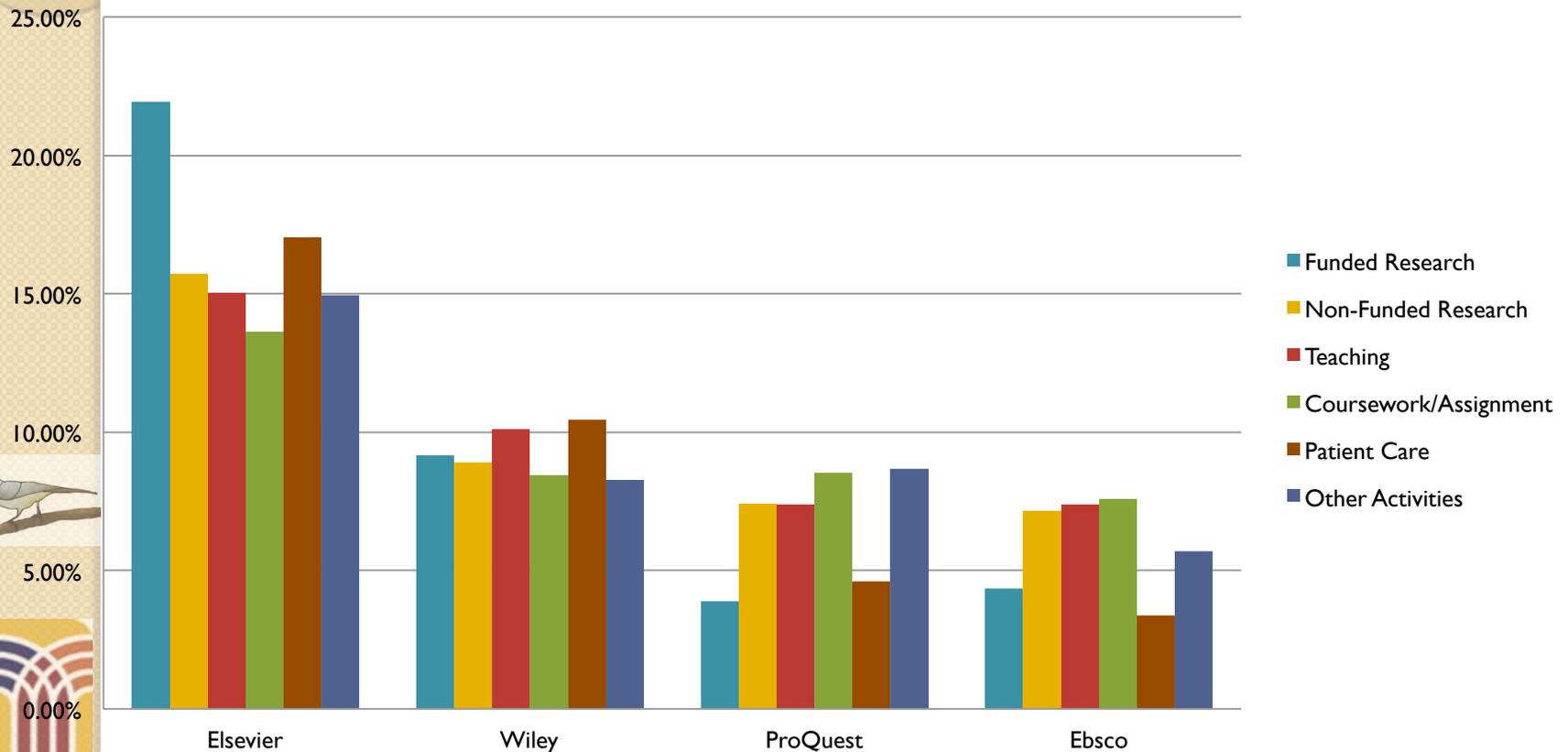
Findings: Comment Code comparison (SAFI)

- **04/05:**
  - Annoyance with the survey accounts for 20.5% of the total comments and 76.1% of negative comment
  - *n=748*

- **10/11:**
  - Annoyance is 12.8% of the total comments and 41.9% of the negative comments
  - *n=1521*

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Practical Implications/Value

- What are the implications of running the survey in session mode vs link-resolver?

- How does the use of consortial products compare to that individually-licensed content?

- What conclusions can be drawn about the efficacy of surveying users via an open-URL resolver?

- How will MINES fit into the overall assessment program for OCUL?

- How useful is the contextual information from MINES in understanding user workflows?

- And what about open access?

Value of Digital Content

- Value of digital content will be in the services that surround it.

- Scholars Portal may be the future
  - Surrounding content with services in a controlled environment

  - Infrastructure of assessment to quantify value

  - Saving time for the patron

  - Connecting people to information in value added ways

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