

eBooks Discoverability & Visibility

Anh Bui

Executive Publication Manager, Books Products

eBooks: Not Just Another Binding

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Who is HighWire?

- ❑ Founded in 1995
- ❑ A department of Stanford University Libraries, along with Stanford University Press
- ❑ Not for profit (not for loss/not for sale)
- ❑ Online host for more than 1,200 publications on behalf of 140+ publishers, largely non-profit and society publishers
- ❑ Not just journals (starting with *Oxford English Dictionary* in 2000)
- ❑ Committed to evidence-based publishing

Why discoverability?

- ❑ Scholarly and research audience has trouble finding ebooks
- ❑ Existing discovery frameworks are not necessarily book friendly
- ❑ No targeted ebook tools have emerged as clearly dominant
- ❑ Standards are elusive

Why visibility?

- Discoverability is no longer enough
- Former “Web” Strategy
 - Pull customers to your one and only web site, and keep them there – move the user to the information
 - One size fits most
- Current Digital Strategy
 - Deliver content whenever, wherever your users are – move the information to the user
 - Serve niches

Discoverability	Visibility
Searching	Serendipity
Active	Passive
Aggregation	Disaggregation
Professionally defined	User-defined

Where are data available?

- JISC National E-Books Observatory
 - Benchmarking survey (UK, 2008)
 - Deep Log Analysis Study (UK, 2008-2009)
- ebrary Global Student E-book Survey (International, 2008)
- Cambridge Mobile Library Survey (UK, 2009)
- Springer eBook End-User Survey (International, 2007-2008)
- UK NetLibrary Survey (UK, 2008)
- ALPSP Survey on Scholarly Book Publishing Practice (International, 2009)
- O'Reilly User Survey (International, 2009)

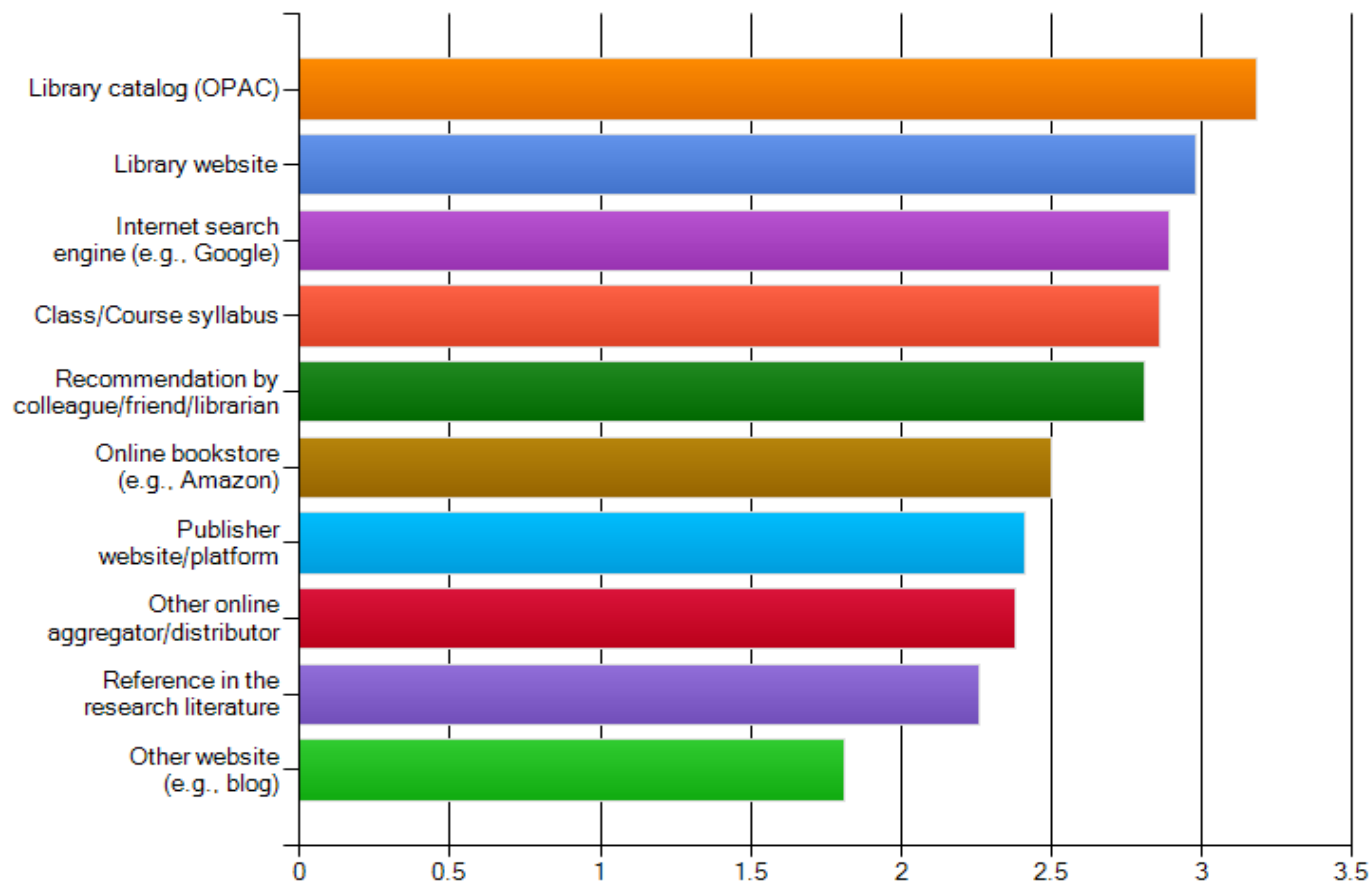
HighWire Librarian Survey

- Of 135 respondents, 115 completed the survey (~85%)
- 36% Graduate/Professional Academic library in Science, Medicine, Technology
- 27% were undergraduate academic
- 60% came from libraries with >\$250,000 annual budget for e-resources
- Median number of ebooks owned/subscribed to was 50,000 with only 5 owning/subscribing to >500,000

HighWire Librarian Survey



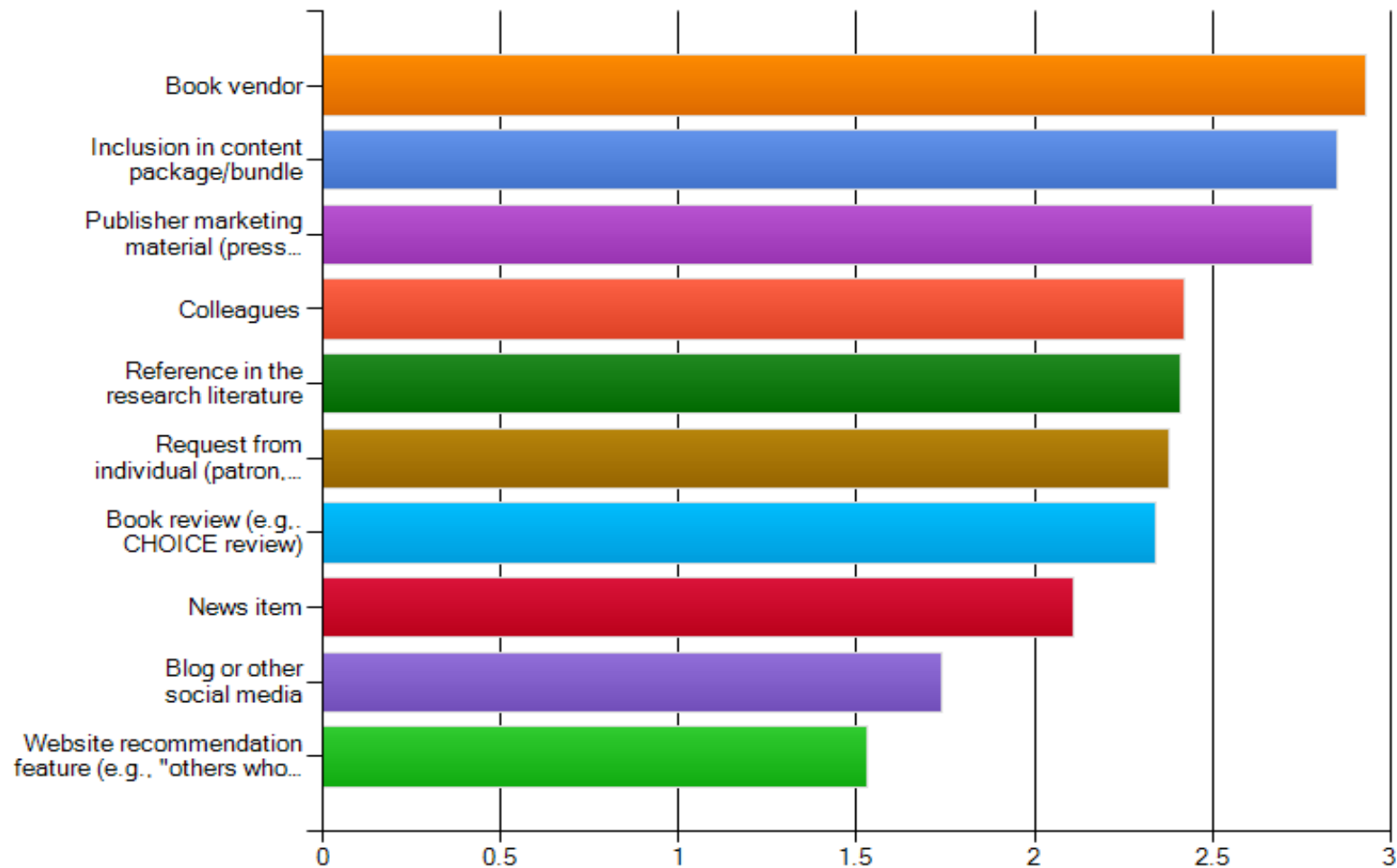
In your opinion, what are the most common methods your users use to discover ebook content?
Please rate the significance of each of these methods.



HighWire Librarian Survey



How do you find and learn about ebooks? Please rate how significant the following methods are to your discovery of ebooks.



Graduate students and ebooks



**Bringing eBooks to
Graduate Students**

Graduate students and ebooks



- Don't know where to look
- Have established search behaviors
- Miss ebook content rather than add new search behaviors
- Would like to see journals and books more integrated

Four Principles



- Openness
- Integration
- Repurposing
- Socialization

Openness



- Understand and work with the search engines
 - Getting into Google is not guaranteed
- Abandon DRM
 - Slows usage
 - Let users get in and out quickly and grab what they need
 - Barriers to access and limited functionality risk pooling ebooks in a backwater of digital content
- Embrace standards
 - Standards for metadata
 - Especially standards that make ebooks easier to reference and repurpose (see repurposing)
- Let your readers do what they want with your content – learn from them (see repurposing)

Integration

- Join forces with ejournals
 - Users understand book and journal content is different; but that line is blurring
 - Take advantage of the traffic already flowing to journal content
- Learn from ejournals
 - Metadata and standards (DOIs, keywords, OpenURL)
 - Full-text searching
 - Mature Abstracting and indexing services
- Explore multiple business (access) models that allow for content integration
 - Course packs
 - Print-on-demand

Repurposing

- Encourage ways that users and information brokers can re-use your content
 - Make content “atoms” easy to grab and cite
 - Provide services like downloading images to PowerPoint to encourage re-use of different types of content
- Make ebooks easier to reference
 - Establish standards for granularity of reference; find a substitute for the page
- Focus on portability, not on a particular device
 - Dozens of ereader devices, new ones every week
 - Smartphones are fastest growing ebook readers
 - Start with formats and channels that serve multiple devices whenever possible

Socialization



- Pursue the individual market
 - Personalized recommendation engines, preferences
 - Make smaller book parts available and deliverable
- Cultivate experts
 - Faculty who advise and teach students
 - Experts who write and cite both formally (in peer-reviewed papers) and informally (in blogs, tweets, etc.)
- Deliver more than just the ebook
 - Leverage interactivity already in play
 - Alerts, RSS feeds, widgets
 - Ancillary content; complementary technologies (e.g., multimedia)
- Create interactivity around ebooks
 - Annotations, favorites, social bookmarks, sharing

Stay Tuned



- HighWire is continuing its investigation into ebooks
- More surveys, more interviews, more book sites to serve as case studies
- Other surveys and studies are also on the horizon



HighWire

Stanford University

Thank You!

Anh Bui

anhbui@stanford.edu