



Users' Choice:

— eBook Platforms —

How does your library select eBooks that are available on multiple platforms?

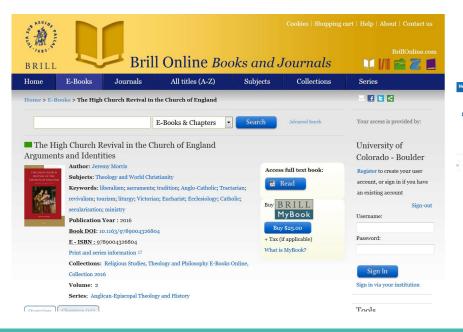
Overview

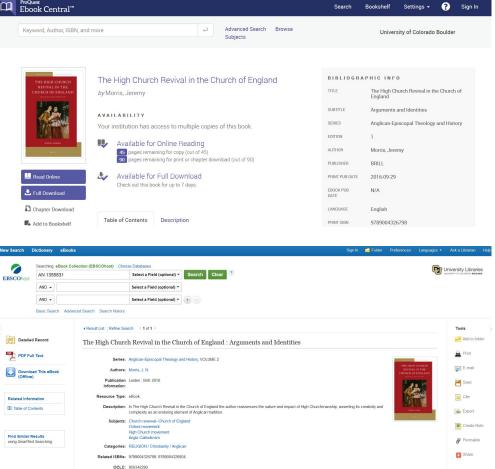
- eBooks from a collection development perspective
- eBooks from the end-user perspective
- Methodology
- Key Findings
- Recommendations and next steps

eBook Selection Criteria

- Format Availability
 - o Is it available as an eBook?
 - Is it available as soon as the print?
- Access and License Restrictions
 - Is the eBook available to only one, multiple, or unlimited concurrent users?
 - Is this title needed for course reserves?
- Accessibility
 - Does the vendor have a current VPAT?
 - Does the vendor supply PDFs, EPUB, or another format?
 - Has the vendor conducted usability or accessibility testing?
- Price/ordering options
 - o Is the eBook price comparable to print?
 - Can we get it through our DDA or Approval plans?
- Digital Rights Management (DRM)
 - Is access or use restricted in any way?

One Book, 3 Different Platforms





Previous study evaluated the following features:

- Bibliographic Information
- Permanent linking
- Pagination
- Table of Contents
- Download Options
- Printing Options
- Social Media
- Native Citation tool
- Navigation

- Citation Type
- Citation/Reference Links
- Search functionality
- Search within book
- Format
- Zoom
- Annotation/notes

Results from previous study

- Comparative review of eBooks by 2 librarians
- Discrepancies in bibliographic information
 - publication dates
 - titles/subtitles
 - authors/editors
- Differences in the number and content of search results
- Different user experience depending on the platform technology
 - o PDFs, HTML, XML/EPUB

But what about the **impact** on the user?

Usability Testing

- Task-based usability
 - Used to identify how a user can accomplish their goals (tasks) on a website, for example:
 - Cite the book
 - Print a page
 - Download a section
 - Students completed all tasks on each platform: the publisher platform and two aggregators
- Think-aloud interview protocol
 - Asks user to verbalize their thoughts and expectations while completing a task

Sampled Books on the Following Platforms:

- Publisher platforms:
 - o Brill
 - Cambridge University Press
 - ScienceDirect (Elsevier)
 - Wiley
- Aggregator platforms:
 - Ebook Central (ProQuest)
 - EBSCO eBooks

Sample Title Selection

- Convenience sample of 2016 books:
 - Available on publisher platform and two aggregator platforms (EBSCO eBooks and Ebook Central (ProQuest))
 - Acquired access on multiple platforms
 - English language

CU Boulder Today

Earn \$10 Amazon gift card for participating in e-book study

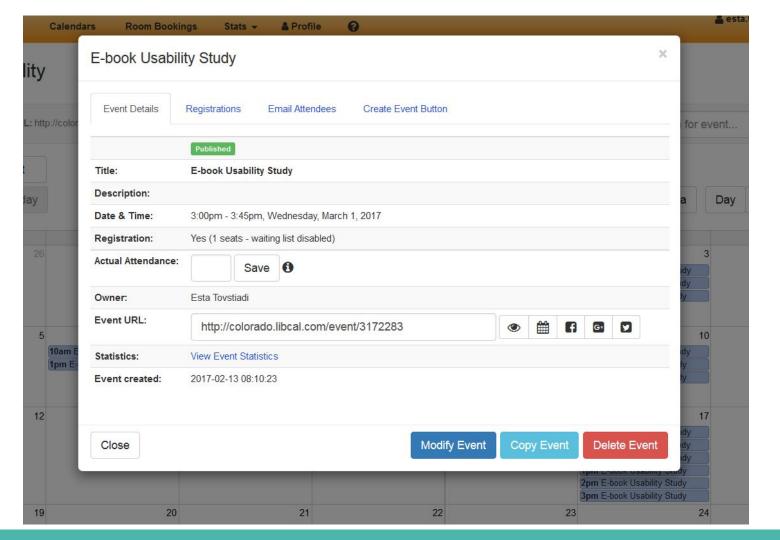
@ Feb. 15, 2017

Are you a CU Boulder student? Would you like a \$10 Amazon gift card in exchange for about 60 minutes of your time?

University Libraries is currently studying e-books to understand how students use them and what they like or dislike about them. If you are interested in participating in this study, please fill out the application form.

If you are eligible to participate in the study, occurring in Norlin Library in February or March, someone at University Libraries will contact you soon. Only students who are selected to participate in the study based on the application will receive an Amazon gift card.





Usability Testing

- Utilized an empty office in our library
- Tested on a desktop using Windows, using Firefox and Chrome
- Recorded audio and screen using Zoom software
- Randomized the order of the platforms
- Tasks and other questions:
 - Did you notice...[bibliographic information]?
 - Cite the book
 - Start reading the book
 - Navigate within book
 - Search for information within the book
 - Print a page
 - Download a chapter
- Post-test task to rank platforms using printouts of eBook landing pages

Results for each Feature

- Most students.... (more than 50%)
- Some students ...(between 50% and 25%)
- Few students... (less than 25%)

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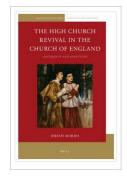
Keyword, Author, ISBN, and more

ب

Advanced Search

Browse Subjects

University of Colorado Boulder



The High Church Revival in the Church of England

by Morris, Jeremy

AVAILABILITY

Your institution has access to multiple copies of this book.



Available for Online Reading

45 pages remaining for copy (out of 45)

90 pages remaining for print or chapter download (out of 90)



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Chapter Download

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Oita Doole

Table of Contents Description

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BIBLIOGRAPHIC INFO

TITLE The High Church Revival in the Church of

England

SUBTITLE Arguments and Identities

SERIES Anglican-Episcopal Theology and History

EDITION]

AUTHOR Morris, Jeremy

PUBLISHER BRILL

PRINT PUB DATE 2016-09-29

EBOOK PUB N/A

LANGUAGE English

PRINT ISBN 9789004326798

EBOOK ISBN 9789004326804

PAGES 300

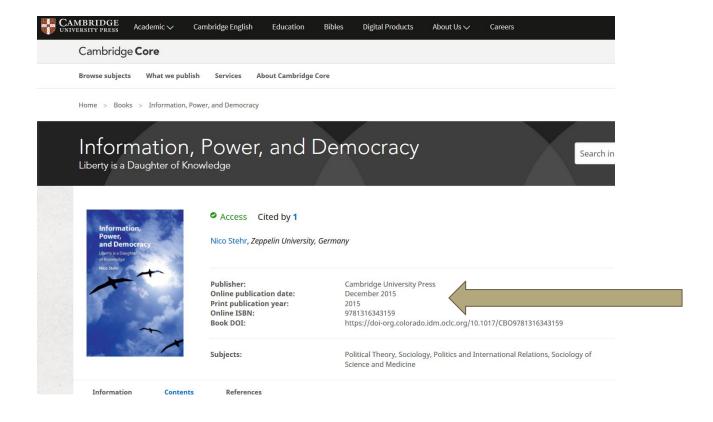
"What information do you expect to see?"

Most Students	Some Students	Few Students
 Expected the bibliographic elements needed to create a citation Expected a summary, abstract, or description Recognized EBSCO, Wiley 	 Discovered a discrepancy between publication dates among platforms Expected to find the ISBN Noticed the subject terms, but few found them useful unless they were hyperlinked Recognized ProQuest 	 Mentioned DOI Understood publisher permissions or download/print limits Recognized Cambridge, Science Direct, or Brill

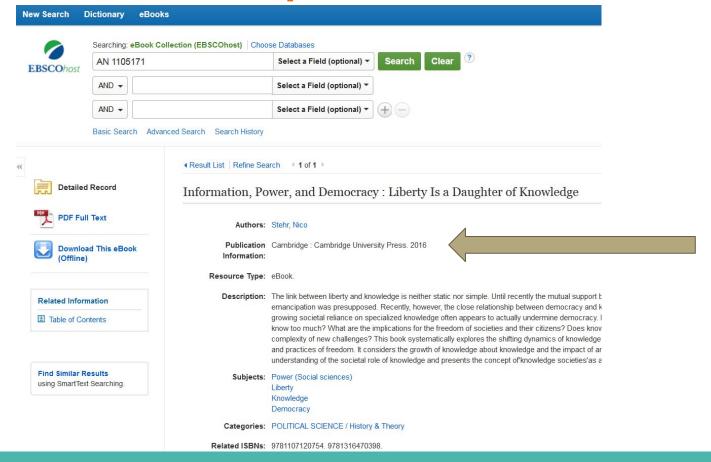
"You need to cite this book for your paper"

Most Students	Some Students	Few Students
 Found citation tools easily Liked the ability to copy + paste an automatically generated citation Would know how to use the bibliographic information to manually create a citation Expected that the citation would be accurate 	 Needed additional time or help finding the cite tools Would use a citation/reference manager instead Needed different citation styles than were provided by the citation generators 	 Understood how to export citations into a reference manager Never found cite options Have developed creative solutions for getting citation information Wanted additional information such as DOI, page numbers

When was this book published?



When was this book published?



When was this book published?



Search

Bookshelf

Settings -



Keyword, Author, ISBN, and more



Advanced Search

Browse Subjects

University of Colorado Boulder



Information, Power, and Democracy

by Stehr, Nico

AVAILABILITY

Your institution has access to multiple copies of this book.



Available for Online Reading

- 63 pages remaining for copy (out of 63)
- 126 pages remaining for print or chapter download (out of 126)



Available for Full Download

Check out this book for up to 7 days.



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Chapter Download

Add to Bookshelf

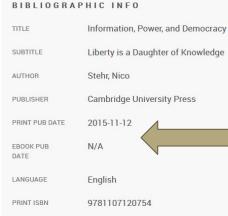
Share Link to Book

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Table of Contents

Description

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9781316469392

Knowledge

[JC585 - S744 2016eb]

420

EBOOK ISBN

LC SUBJECT

HEADING

LC CALL

PAGES

http://ebookcentral.proquest.com.colorado.idm.ocl c.org/lib/UCB/reader.action?ppg=6&docID=41850 31&tm=1491334447082

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www.cambridge.org

Information on this title: www.cambridge.org/9781107120754

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"Wiley also had the correct citation information which is important to me as a grad student" [on why Wiley was their preferred ebook platform]

"Your professor asked you to read Ch. 2"

Most Students	Some Students	Few Students
 Relied on Table of Contents in the reader or landing page Used a page number box to "jump" to a specific page when available Blamed themselves when the platform didn't perform as expected 	 Scrolled to find a page, either because there were no page numbers (EBSCO ePub version) or to avoid doing mental math (Brill) Expected hyperlinks in downloaded PDFs Would download entire eBook first, then navigate within downloaded file 	 Actually struggled to find the appropriate page Backed out to the landing page to go to a different chapter or section Mentioned/expected page numbering discrepancies between print and eBook versions

"As you're reading, you want to take notes..." Aggregators

Most Students	Some Students	Few Students
 Preferred to take notes on paper or in another document Easily found notes feature in EBook Central, but did not like the prompt to login Expected to use their student ID to create/access an account 	 Would create an account if they were going to use the book repeatedly for a class or research project Were very concerned about how to get back to their notes Wanted to highlight and /or attach a note to a specific section of text 	 Found the notes option in EBSCO, but those who did liked the functionality Would create an account to use these features for a single use of the book Wanted multiple highlight colors

"As you're reading, you want to take notes..." PDF reader

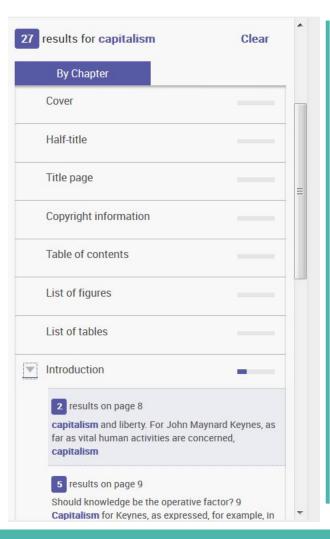
Most Students	Some Students	Few Students
 Would prefer to take notes on paper or in another document Tried and failed to figure out how to do this in a PDF 	Tried to manually copy + paste text into Notepad or Word with limited success	 Mentioned that they had a version of Adobe Acrobat that would allow them to take notes Noticed/had used the bookmark feature in Adobe Acrobat

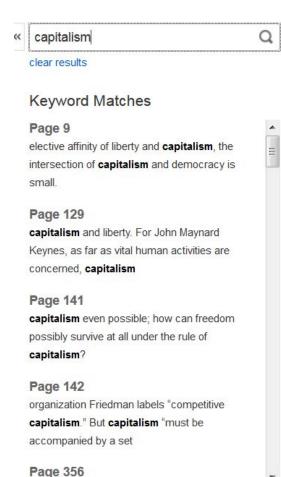
"You need to find information on __ ..."

Most Students	Some Students	Few Students
 Tried Ctrl+f first Were able to differentiate between search ebook and search the whole site Would probably benefit from autocorrect or "did you mean?" 	 Started with the index rather than searching Did not notice tools for searching within the eBook (i.e., search within, find) 	Looked for clues in Table of Contents

"How many results did you expect? How do you think they are ranked?"

Most Students	Some Students	Few Students
 Expected a similar number of search results on each platform Expected to be taken to a search result within the text, with the keyword highlighted, when clicking on a result Liked or found useful EBC's bar indicating search results within chapters 	 Were overwhelmed by a large number of search results Had difficulty discerning how results were ranked 	Did not find it helpful when search results were within a footnote or citation





1 results for **capitalism** in Information, Power, and Democracy

3 - The economic order ensures (defeats) liberty

from Excursus: How much knowledge does democracy need, and Nico Stehr

Book: Information, Power, and Democracy Online publication: 05 December 2015, pp 129-161

Chapter Get access Export Citation

View extract

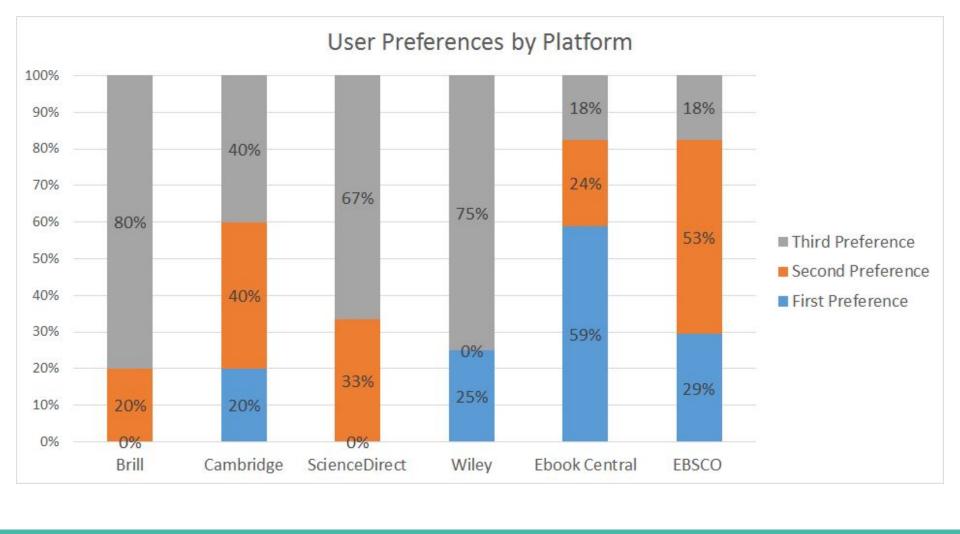
"You want to print this page/ you want to save this chapter"

Most Students	Some Students	Few Students
 Expected to be able to print and download Had trouble finding and interpreting the download options Expected a PDF format when downloading a book/chapter 	 Had trouble easily finding print options Liked when the printed/downloaded document contained a citation Would not create an account or would only create an account as a last resort 	 Used keyboard shortcuts to try to print (ctrl+p) Used other methods to print or download: screenshots, right clicking and saving the image



Image credit: www.lumaxart.com

"And the award goes to..."



Next Steps

- Testing additional platforms
 - CRC
 - Duke
 - JSTOR
 - Oxford Scholarship Online
 - Springer
 - Taylor and Francis
- Sharing feedback with eBook vendors/providers (and we encourage you to do the same!)

Recommendations

Content providers

- Use universally recognized icons/terms
- Use accurate and complete bibliographic metadata
- Add transparency to search results
- DRM free ebooks

Libraries

- Do your own usability testing
- If you have the choice between platforms, choose the one that offers the best UX for your users
- Investigate how to teach your students to evaluate and use ebooks

Questions? Thank you!



Esta Tovstiadi eResources Librarian esta.tovstiadi@Colorado.edu



Gabby Wiersma
Head of Collection Development
gabrielle.wiersma@Colorado.edu



Natalia Tingle
Business Librarian
natalia.tingle@Colorado.edu

