

Usage of E-books With Enriched Bibliographic Records

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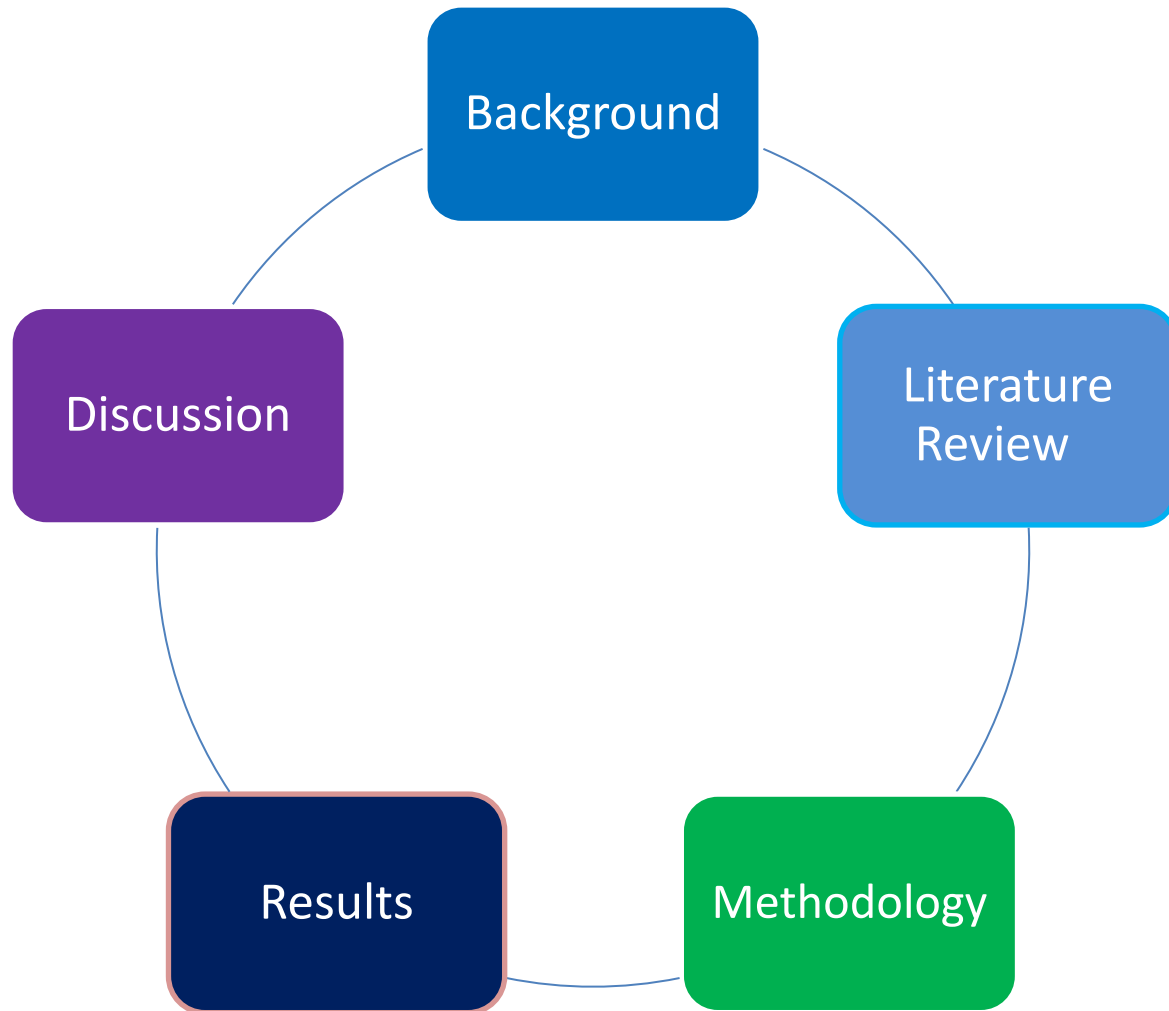
University of North Texas



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Electronic Resources & Libraries Conference, March 17, 2014

Outline



Background

- Given: If you want people to use your e-books, you need to make them findable.



Why?

Used 6 times, 77 pages viewed

New frontiers in ethnography

Edited by Sam Hillyard

 Electronic Book

Publication Info: Bingley: Emerald, 2010

Edition: 1st ed.

Series: **Studies in qualitative methodology**; v. 11

connect to online resource

Location	Call Number	Status	Notes
UNT ONLINE RESOURCES	GN316 .N49 2010	ONLINE	Single User Access

More Item Details

Contributors **Sam Hillyard** | **ebrary, Inc.**

Contents Machine generated contents note: ch. 1 What's (Still) Wrong with Ethnography? / Sam Hillyard -- ch. 2 Vitality of Ethnographic Research on Race / Tim Hallett -- ch. 3 On the value of Marxism in the understanding and analysis of social class in Educational Ethnography and the Misunderstanding of class as an Epistemological Category by critics of marxist and other critical traditions / Dennis Beach -- ch. 4 Ethnography and the myth of Participant Observation / Martin G. Forsey -- ch. 5 Dual Ontologies and new Ecologies of Knowledge: Rethinking the Politics and Poetics of 'Touch' / Elizabeth Smears -- ch. 6 Ethnography as Dangerous, Sad, and Dirty Work / Clinton Sanders -- ch. 7 Naughty Knickers, Stick-on Nipples and Mrs Doubtfire: The 'humorous' talk of Post-Mastectomy Women / Emma Rowley -- ch. 8 Envisioning Undocumented Histories: Evoking a Critical Performance Ethnography / Ricardo Castro-Salazar -- ch. 9 How could you possibly know anything about that? Methodological Congruence in the Conduct of life History Research / Chris Pole -- ch. 10 Technology and the end of Ethnography / Kevin Love.
[Less ...](#)

Other Formats **Print version: Hillyard, Sam. New frontiers in ethnography. Bingley: Emerald, 2010 9781849509428**

 Genres

Electronic book

 Subjects

Ethnology

Notes

Includes bibliographical references and index.
Electronic reproduction. Palo Alto, Calif. Available via World Wide Web.
Description based on print version record.

Used 0 times, 0 pages viewed

Initiating ethnographic research: a mixed methods approach

Stephen L. Schensul, Jean J. Schensul, and Margaret D. LeCompte

 Electronic Book

Publication Info: Lanham, Md: AltaMira Press, ©2013

Series: **Ethnographer's toolkit**; 2

connect to online resource

Location	Call Number	Status	Notes
UNT ONLINE RESOURCES	GN345 .S3624 2013	ONLINE	Single User Access

More Item Details

Author/Creator **Stephen L. Schensul**

Contributors **Jean J. Schensul** | **Margaret Diane LeCompte** | **ebrary, Inc.**

Other Formats **Print version: Schensul, Stephen L. Initiating ethnographic research. Lanham, Md: AltaMira Press, c2013 9780759122017**

 Genres

Electronic books

 Subjects

Ethnology — Methodology
Ethnology — Research
Ethnology — Fieldwork

Notes

Includes bibliographical references and index.
Electronic reproduction. Palo Alto, Calif. Available via World Wide Web.
Description based on print version record.

Problem Statement

If the catalog record includes a table of contents note and/or a summary note,

- is the e-book more likely to be used?
- will it be used a greater number of times?

Literature Review



Stacks of books on a library table, office.microsoft.com/

- Catalog Use Studies
- Four experimental studies
- Five retrospective cohort studies

Experimental Study

- 172 titles at John Carroll University
- After enhancement, 80 titles circulated at least once (25% increase)
- Total number of circulations **increased by 34%**

Mina Chercourt and Lauren Marshall (2013) “Making Keywords Work: Connecting Patrons to Resources Through Enhanced Bibliographic Records”, *Technical Services Quarterly* 30:3, 285-295.

Retrospective Cohort Study

- 88,538 titles at College of New Jersey Library
- Only TOCs associated with difference, not summaries or URL links
- **31-56% higher circulation** for titles from 1990-2004 with enhanced records
- **-4% difference** in circulation for titles from 2005-2008

Yuji Tosaka and Cathy Weng (2011) "Reexamining Content-Enriched Access: Its Effect on Usage and Discovery," *College & Research Libraries* 72:5, 412-427.

Retrospective Cohort Study

Publication dates	% Enhanced Records	% Greater Circulation
1990-1994	14%	45%
1995-1999	19%	56%
2000-2004	46%	31%
2005-2008	81%	-4%

Yuji Tosaka and Cathy Weng (2011) "Reexamining Content-Enriched Access: Its Effect on Usage and Discovery," *College & Research Libraries* 72:5, 412-427.

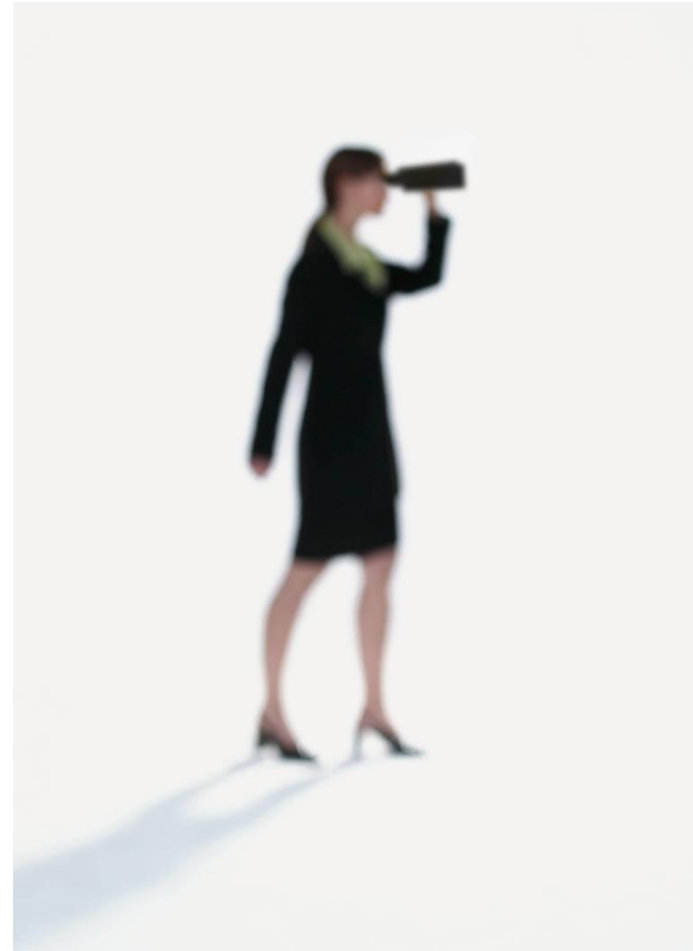
Gaps we hope to fill



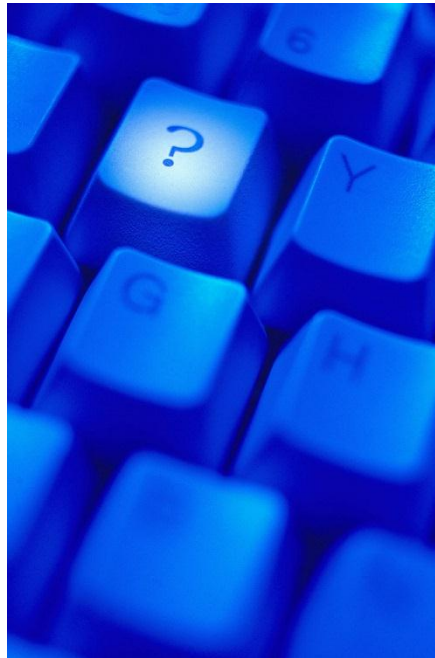
- What is it about some items that makes them more likely to be used than others?
- Does this also apply to e-books?

What We Expected to Find

- Usage affected by catalog enhancements.
- Usage *also* affected by publication year.
- But, usage still affected by catalog enhancements, *controlling* for publication year.



Questions?

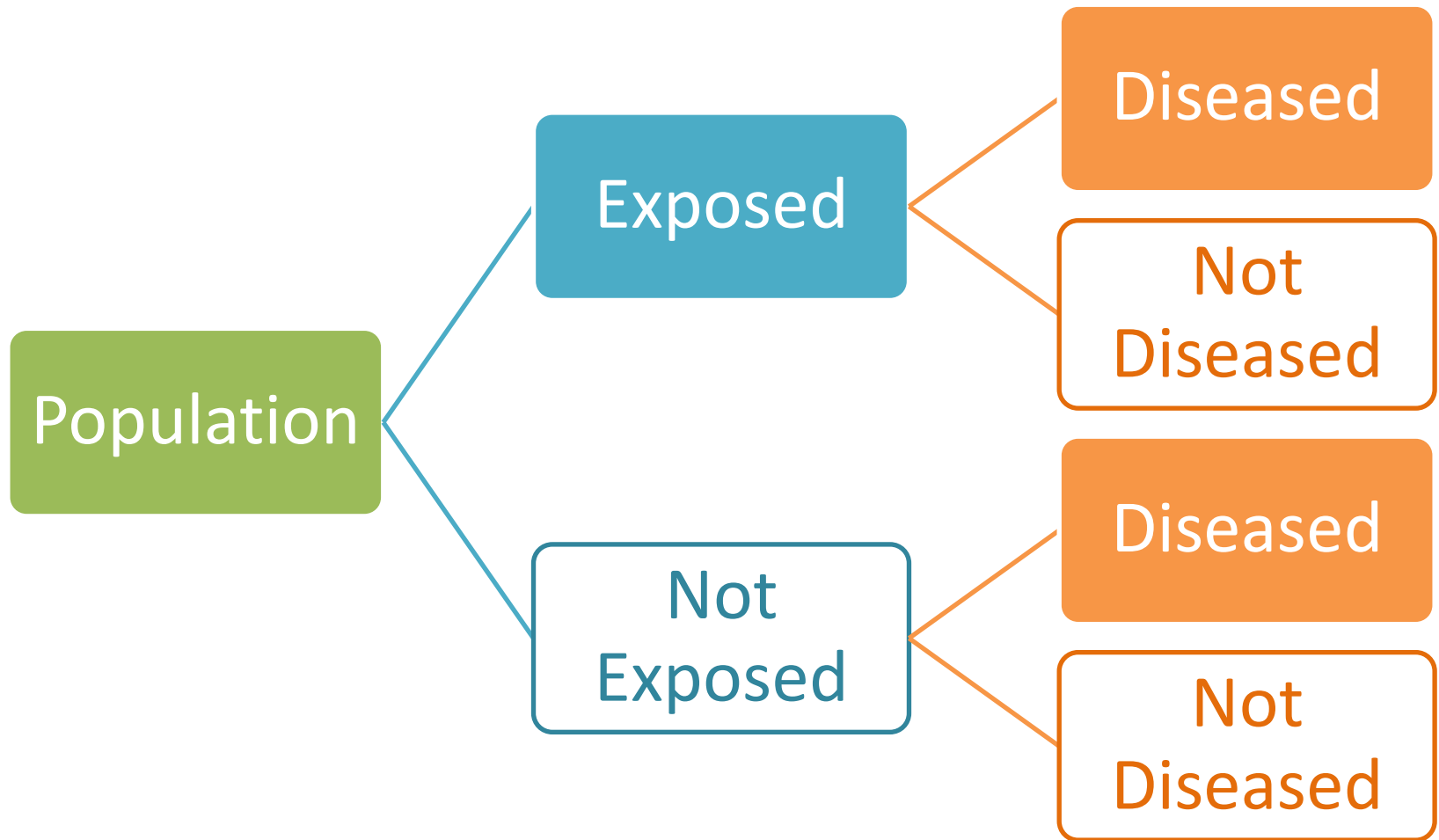


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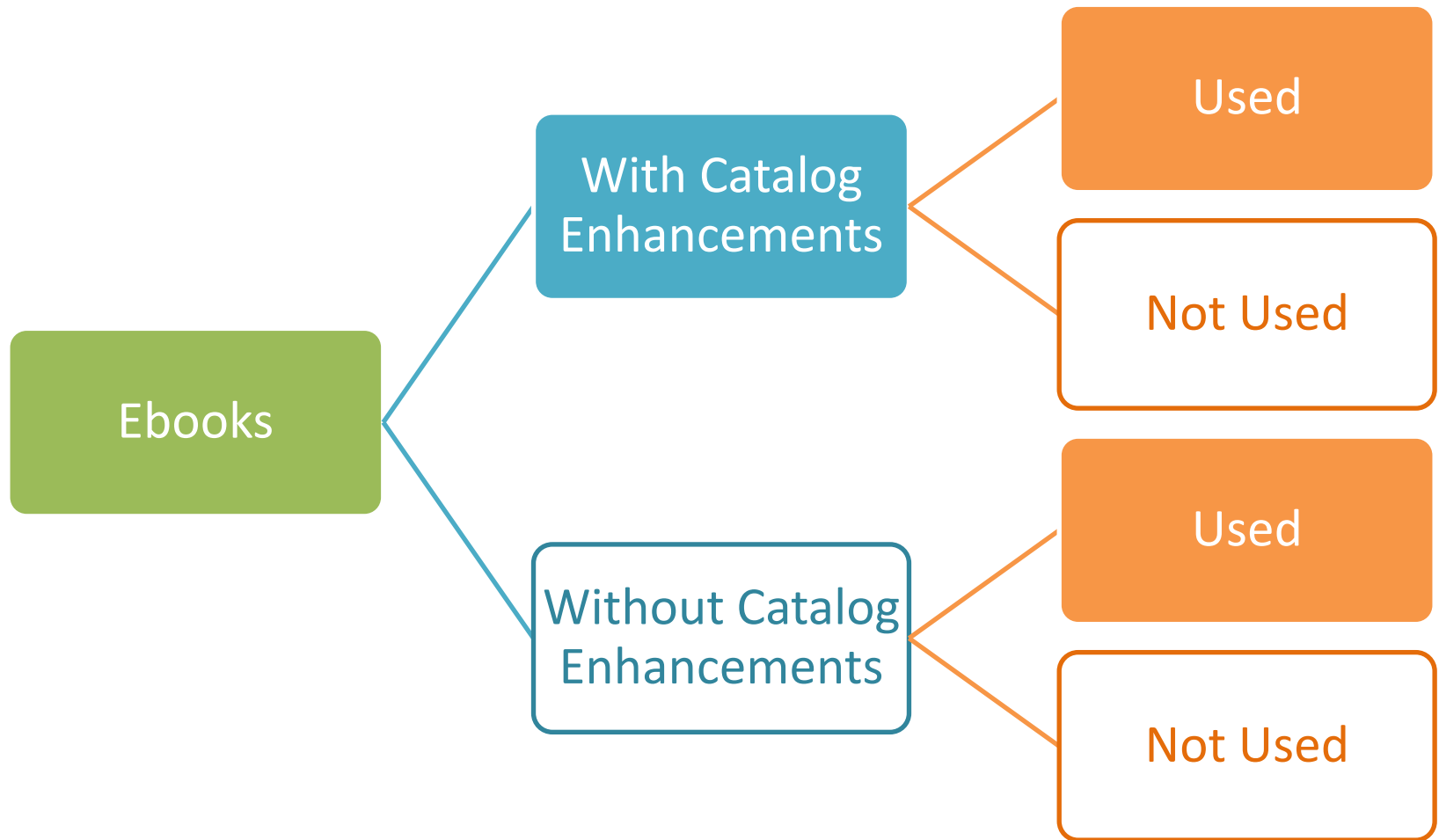
Methods



Design: Retrospective Cohort In Public Health



Design: Retrospective Cohort In Library Science



Period of Time

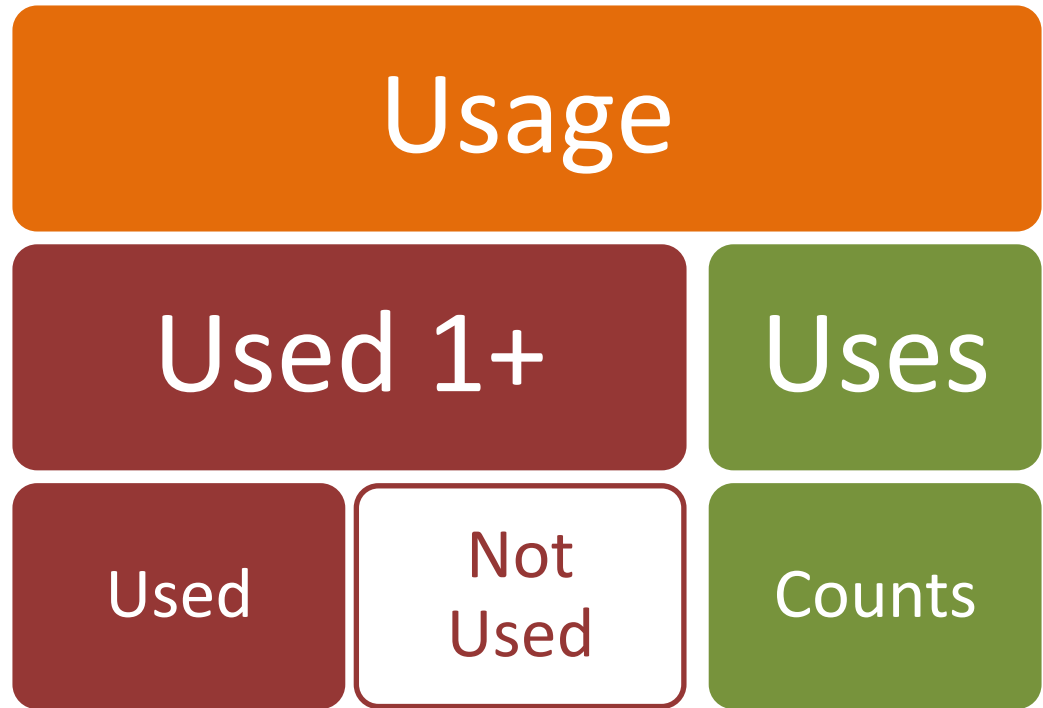


2 Platforms & 3 Collections



Dependent Variables

- What we were most interested in
- Outcomes





What mean you, “Usage”?

COUNTER

- Count of Uses (**Usage**)
 - COUNTER BR1: # Sessions
 - COUNTER BR2: # Downloads
- Number of titles used at least once (**Title Used**)

Independent Variables

Catalog Enhancements

- Table of Contents (MARC 505)

505 0 Foreword -- 1 Philosophical problems -- 2 Information data structures -- 3 Empirical Clustering and classic hierarchies -- 4 Algebra of trees -- 5 Generalized Classifications -- 6 Topology of generalized classifications -- 7 Meta-classification -- 8 For an axiomatic theory of classifications -- 9 Alternative theories and higher infinite -- 10 Postscript -- Bibliography. .

- Summary (MARC 520)

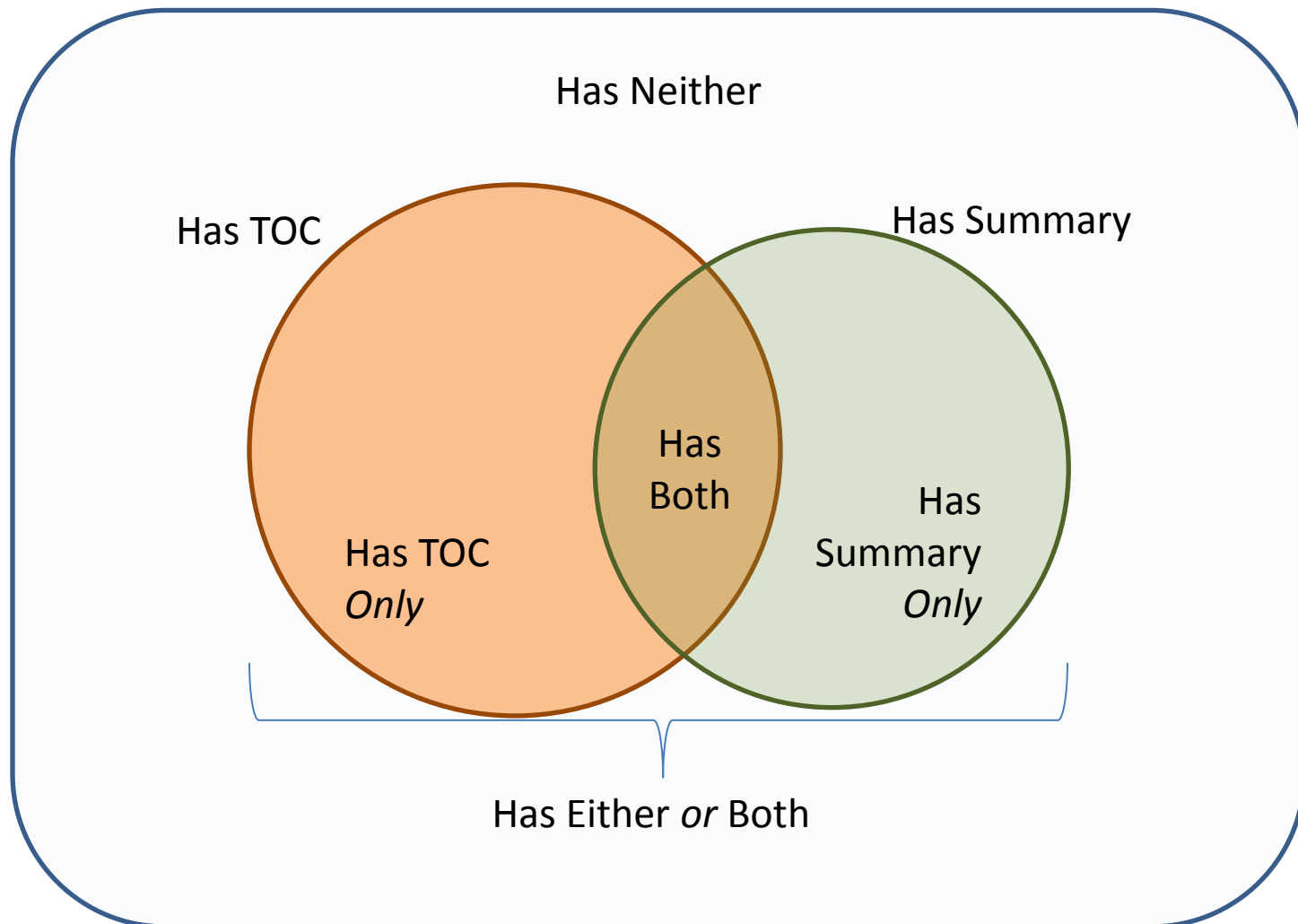
520 This book is an essay on the epistemology of classifications. Its main purpose is not to provide an exposition of an actual mathematical theory of classifications, that is, a general theory which would be available to any kind of them: hierarchical or non-hierarchical, ordinary or fuzzy, overlapping or non-overlapping, finite or infinite, and so on, establishing a basis for all possible divisions of the real world. For the moment, such a theory remains nothing but a dream. Instead, the authors essentially put forward a number of key questions. Their aim is rather to reveal the "state of art" of this dynamic field and the philosophy one may eventually adopt to go further. To this end they present some advances made in the course of the last century, discuss a few tricky problems that remain to be solved, and show the avenues open to those who no longer wish to stay on the wrong track. Researchers and professionals interested in the epistemology and philosophy of science, library science, logic and set theory, order theory or cluster analysis will find this book a comprehensive, original and progressive introduction to the main questions in this field.

Publication Year

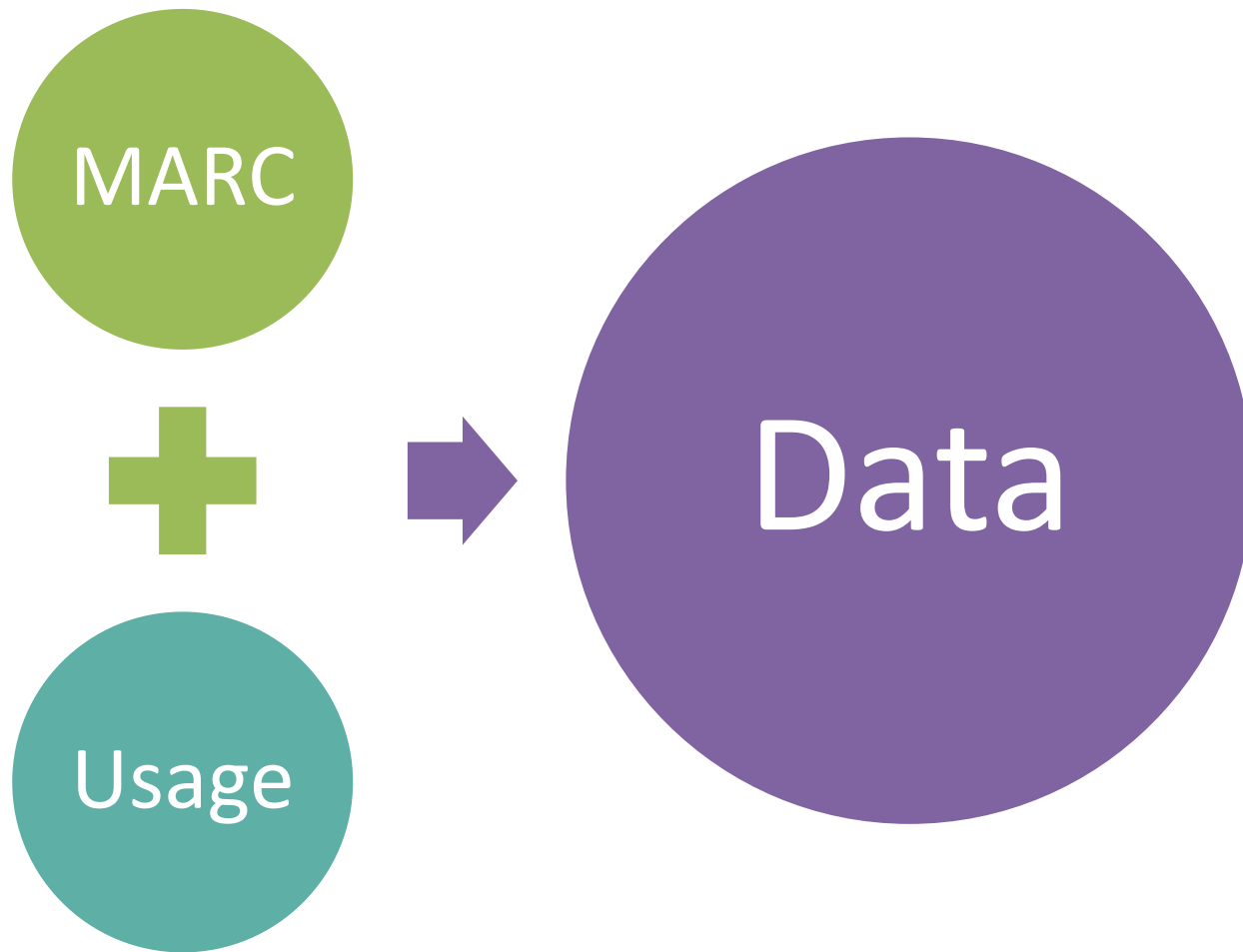
1975

2001

Overlapping Catalog Enhancements Categories



Pulling the Data Together



Comparisons

By Catalog Enhancement

- Has Neither
- Has TOC Only
- Has TOC or Both
- Has Summary Only
- Has Summary or Both
- Has Either
- Has Both

By Publication Year Group

- Quartiles
- Before 1998
- Between 1998 & 2001
- Between 2002 & 2007
- In or After 2008

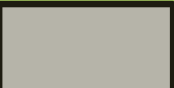
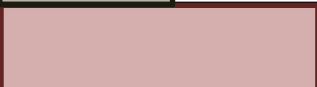

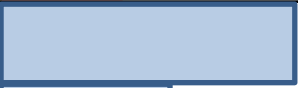





Questions about Methods?



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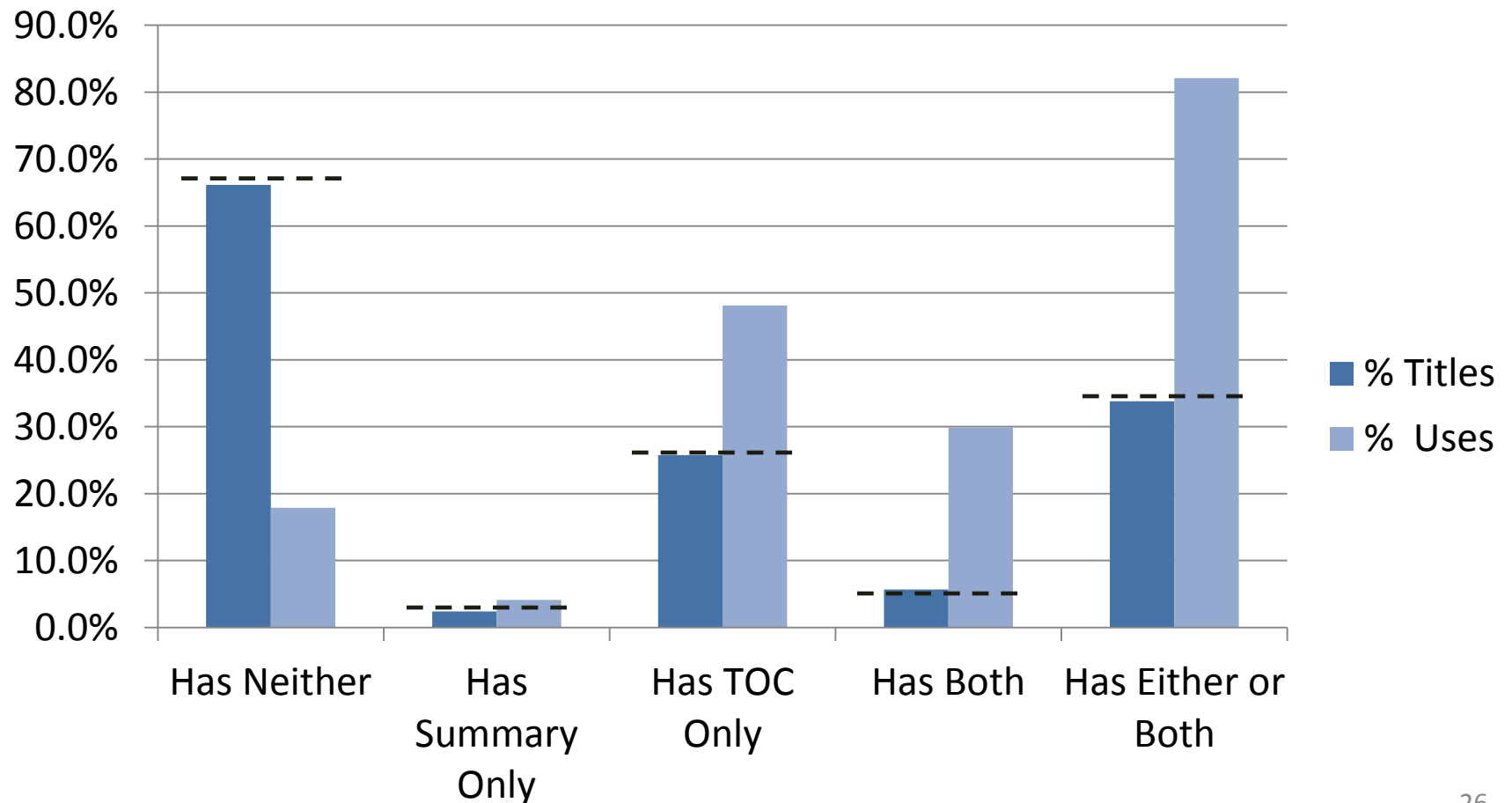
Results: Mean Uses by CE

- Mean Usage differs by catalog enhancement

Mean Usage		
Overall		3.6
Has TOC Only (26%)		6.6
No TOC or Has Both		2.5
Has Summary Only (2%)		6.1
No Summary or Has Both		3.5
Has Either or Both (34%)		8.6
Has Neither		1.0
Has Both (6%)		18.7
Has Either or Neither		2.6

Results: Total Uses by CE

- Overall usage differs by catalog enhancement



Odds Ratio



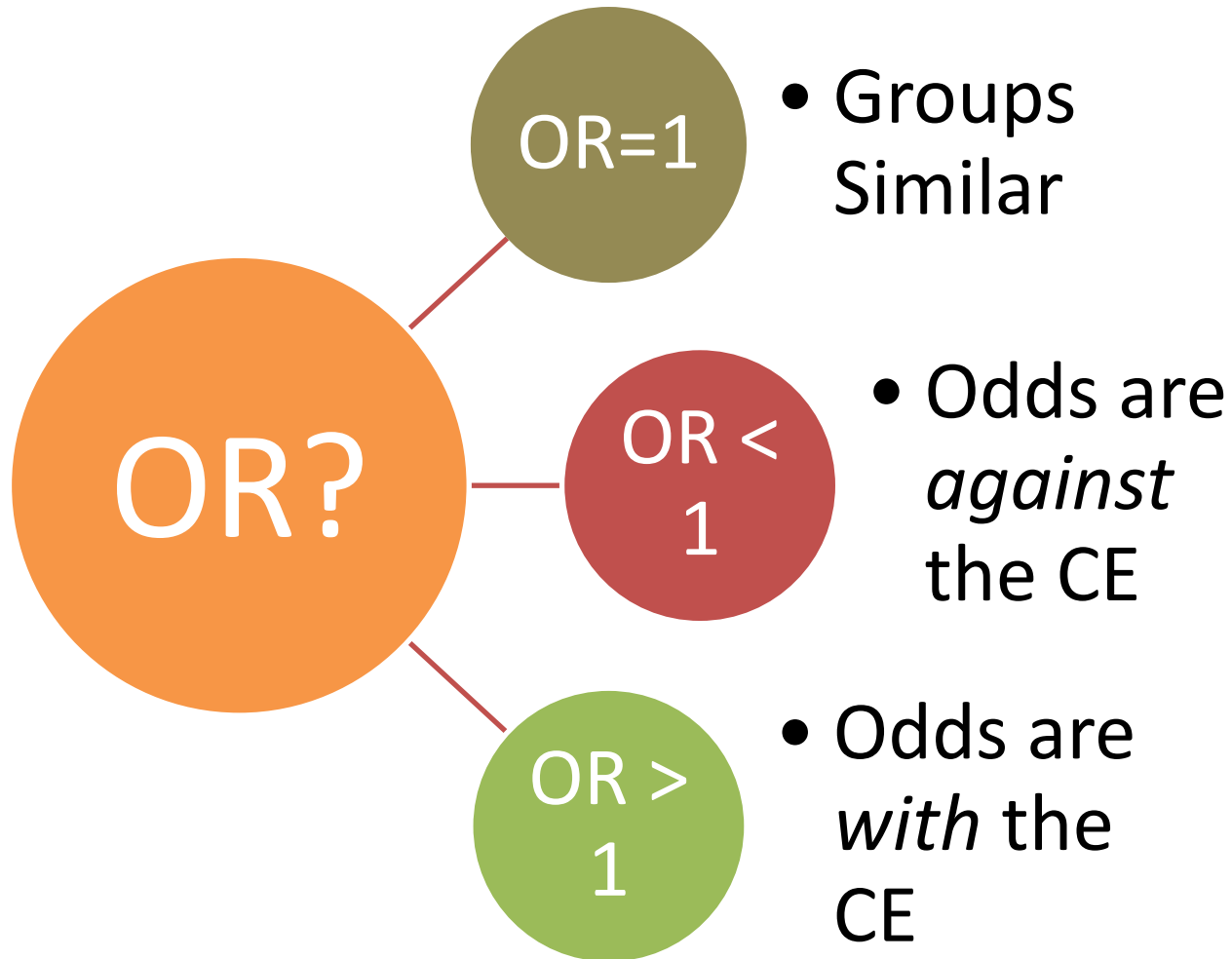
Secretariat's Odds: **4 to 1**

Beetle Bomb's Odds: **20 to 1**

Odds Ratio: **4:1** divided by **20:1** OR= **.25/.05** = **5**

Secretariat's odds of winning are
5 times that of Beetle Bomb's.

Odds Ratio: Meaning



Results: Titles Used

	Used	Not Used	Totals
Has Summary	21%	79%	8%
No Summary	11%	89%	92%
Totals	12%	88%	N=76,467

OR=2.076,
95% CI: 1.944-2.216

OR: 2.027,
95% CI: 1.94-2.12

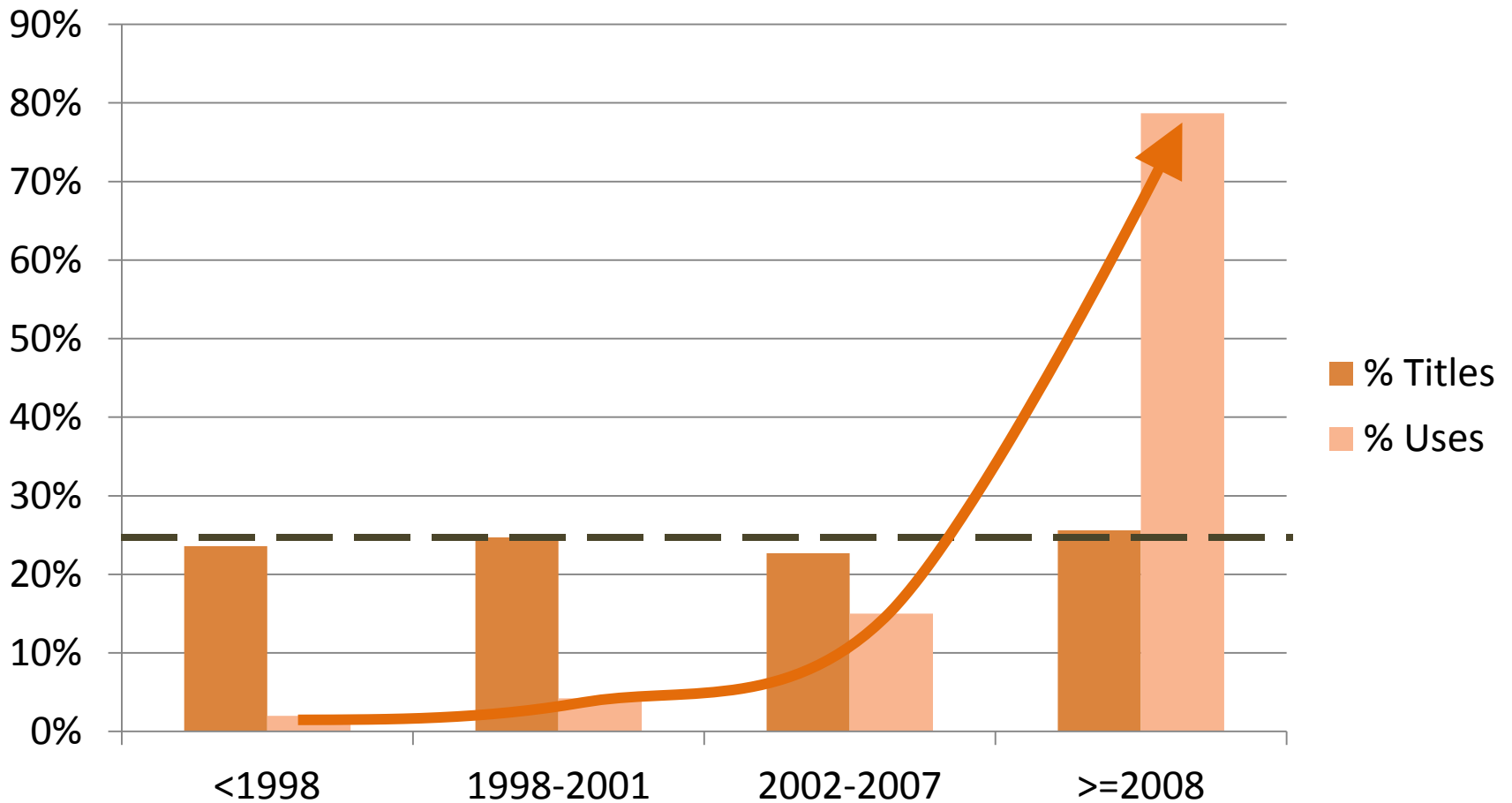
	Used	Not Used	Totals
Has TOC	18%	82%	31%
No TOC	10%	90%	69%
Totals	12%	88%	76,467

Results: Publication Year

- Usage also affected by publication year

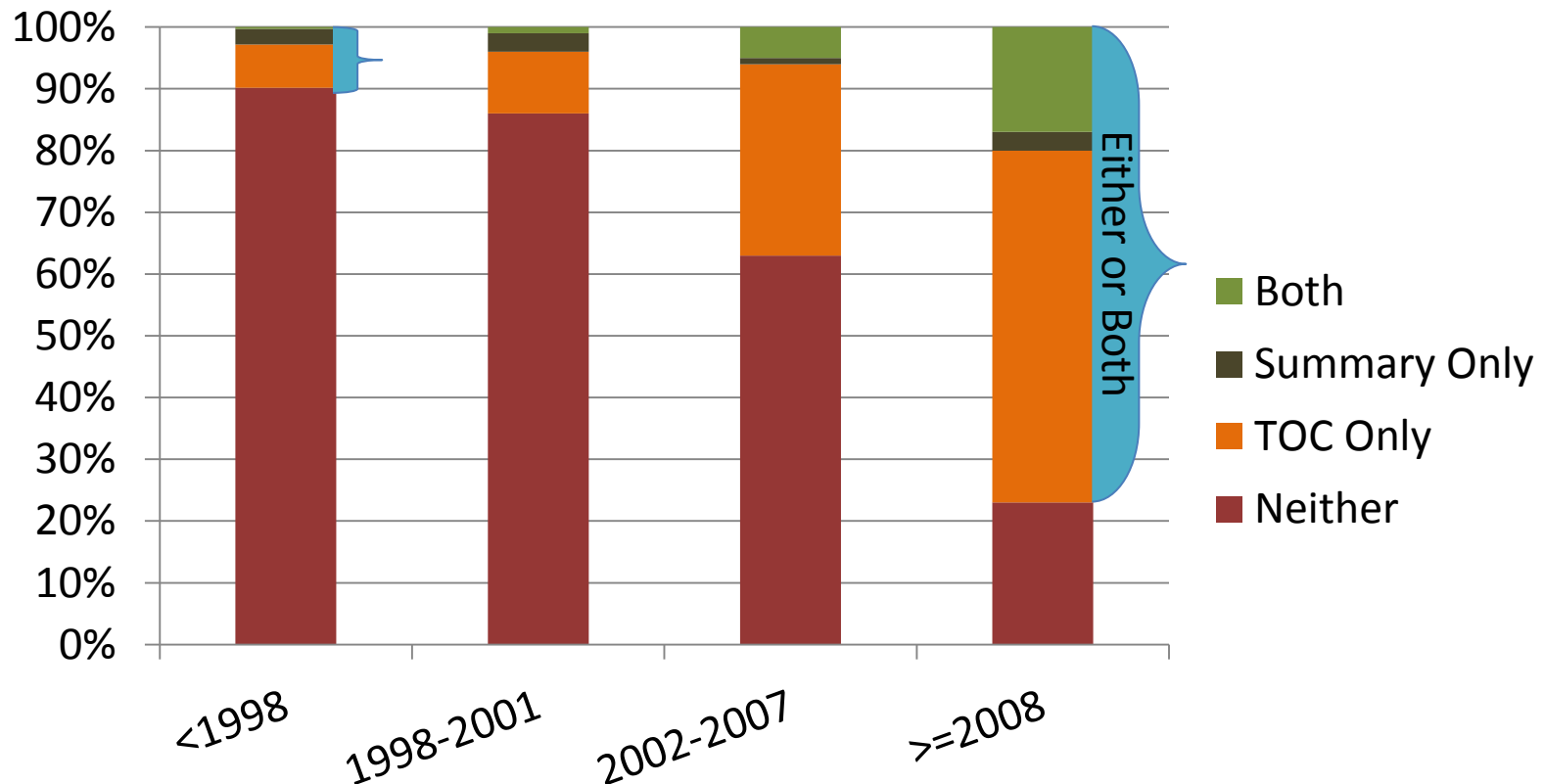
Publication Year Group	<1998	1998-2001	2002-2007	>=2008
Mean Uses	0.31	0.6	2.35	10.89
# Titles Used	1,378	2,068	2,288	3,551
% of Titles Used in Group	7.60%	10.90%	13.20%	18.10%
% of All Titles Used	14.80%	22.30%	24.60%	38.20%

Results: Uses by Pub Year Group



Results: Titles by Publication Year *and* Catalog Enhancement

- Distribution of titles in each CE varies by publication year



Results: Titles used stratified for publication year

	Overall	<1998	1998-2001	2002-2007	>=2008
Has Summary Only	1.2	1.5	0.8	1.1	1.3
Has TOC Only	1.6	1.6	1.5	1.3	0.9
Has either or both	2.0	1.7	1.35	1.3	1.7
Has both	2.5	1.9	1.7	1.1	1.9

Odds Ratios. Unshaded values are significant at 95% CI.

Summary

- Publication year directly associated with usage
 - More recent titles used more.
- Catalog enhancements associated with usage
 - Either is better than neither.
 - Both is better than neither *or* either.
- Still true controlling for publication year
 - Older *and* newer titles with CE used more

Limitations

- Only 2 e-book platforms
- Only 1 year for measuring usage
- Confluence of COUNTER (BR1) titles used with BR2 (sections used) measures

Topics for Further Research

- More extensive statistical analysis
- Experimental study
- Materials in remote storage
- Effects of cover thumbnails on usage

Bibliography

<https://tinyurl.com/mkuseh9>



Questions?



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