Promotion, Making E-Books Available and Tools Supporting these Processes - Warsaw University of Technology Main Library Experience

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ABSTRACT

The presentation shows the role of the Warsaw University of Technology Main Library (WUT ML) in promotion of e-books for University students and researchers.

The authors present how the Library organizes access to e-collections and describe the methods of communication with users.

The presentation also shows the importance of the library training in promoting e-collections, particularly during workshops for students.

The methods and tools used for promoting e-books and extending e-book collections and other library content are based on the WUT Main Library experience. The authors also present statistical analysis of usage of the content.

The presentation includes the following topics:

1. Forms of Acquisition:
   - subscriptions
   - collections and individual titles purchased using ongoing access model
   - online e-books rental on request (EBL, Dawsonera)
   - recommended titles available in Open Access
   - own digitized collections
2. Ways of access:
   - HAN system
   - individual user accounts set up
3. The Library e-books promotion:
   - Multisearch PRIMO
   - The WUT ML Home Page (WUT Digital Library, Library Subject Guides)
   - Databases List, E-Resources Title List
   - Information Literacy – workshops for students
   - The ML e-learning platform

INTRODUCTION

An e-book is defined as an appropriately prepared text and a graphic file that can be read on devices such as a computer, laptop, tablet, cell phone or other specialized devices, e.g. Kindle, Sony Reader, and others[1].

E-books are simply a way to reach a great number of readers/users. They have numerous advantages which printed books do not have, such as:

- unlimited and spatial access
- availability to search inside the text
- possibility of downloading the whole text or part of it to the reader's own device
- listening to e-books
- creating bookmarks, notes
- environmental protection - saving paper
- tagging fragments

For these reasons, e-publications have become a tool for researchers and students. Academic libraries are trying to offer and promote the latest knowledge contained in scientific and academic textbooks using modern technologies.

The authors will discuss ways of collecting, sharing and promoting e-books available through databases, digital collections and other resources. The paper is based on the WUT ML experience.

The policy of gathering resources in academic libraries, particularly electronic collections, is constantly modified by changes taking place at the university. The Warsaw University of Technology is one of those universities that offers programmes at all levels of higher education, from undergraduate to doctoral studies, for both full-time and extramural students. In the last decade also distance learning studies were introduced (WUT Distance-Learning Centre – OKNO PW).

The WUT cooperates with foreign universities on an ongoing basis which gives the students the opportunity to get two degrees (awarded independently by both universities). The cooperation takes place at all study levels including the doctoral level. The internationalization of the University has resulted in a growing number of courses in English, both unpaid for full-time Polish and EU students and paid for students from outside the European Union. The vast majority of faculties also participate in international student exchange (Erasmus Plus).

Gołębiewski, Ł. *Śmierć książki. No Future Book,* Warszawa 2008, s. 57.

The number of e-books offered by many Polish and foreign publishers and vendors is constantly increasing and it has to be taken into consideration. We can now give our academic community access to thousands of e-book titles from a large variety of commercial sources, mostly foreign, such as: Ebrary, CRCnetBASE, Knovel, ScienceDirect, SpringerLink, Wiley Online Library. We also promote multiple opportunities to use e-books in the Open Access by recommending to our users using scientific and educational resources, such as: scientific portals, university repositories, e-learning platforms and digital libraries. In order to meet the expectations of our students and university teachers, we are developing the WUT Digital Library.

The introduced changes require not only the adoption of an appropriate policy of gathering resources but also application of the relevant selection criteria. This is extremely important for creating a collection of e-books, especially at a technical university, particularly when you consider how quickly new technologies are introduced and that the number of e-books is dramatically increasing. The selection criteria of gathering resources include:

- titles included in various collections in the bases of individual publishers or aggregators and in relation to the university research and teaching needs;
    - it is important to select a high-quality works for purchasing and not to provide a wide range of packages and databases;
- packages or entire databases, when they are cost-effective for the Library and useful for the University;
- prestige of publishers presented on the platform-aggregator.

A new selection criterion is a kind of access license, i.e. legal environment for using the resources. The search facilities and functionality of the databases or platforms on which e-books can be found are also important for the user.

FORMS OF ACQUISITION

- subscriptions
- collections and individual titles purchased using ongoing access model
- online e-books rental on request (EBL, Dawsonera)
- recommended titles available in Open Access
- own digitized collections

Periodic commercial licenses allow the WUT users to have access to 150, 000 titles of e-books. On the users' request, especially if requested by our researchers, we also buy periodic licenses to the whole databases, such as SPIE DL, ACM DL, IEEE Xplore DL.

In order to meet our users' expectations, the Library offers services of packages bought as a temporary license, such as: Knovel, IBUKLibra, CRCnetBASE, Ebrary. The packages contain both e-books highly sought after by users, as well as publications with less desired value. Generally, the Library does not affect the contents of the package, there is no

possibility of selection. Therefore, buying specific e-books seems to be a much better solution.

Collections and individual titles bought by the Library require identifying a sharing platform and defining the conditions for using it. For those resources the Library created the Access Register. The owned electronic books are catalogued and then their descriptions are entered into the Computer Catalogue, which links the book with its electronic version. For many years, this model of e-books acquisition has worked in our academic community best, because the titles are indicated by researchers, PhD and other students and also by subject librarians. This method of acquisition works in such databases as e.g.: ScienceDirect (Elsevier), Ebrary, Dawsonera, EBL.

Publishers and vendors provide several flexible ways that allow the Library to purchase and use books, tailored to the individual needs of the university and users, such as:

- EBL, Dawsonera:
    - submitting requisitions by users to the librarian who decides whether to buy an e-book or rent it on fixed-term (1-2 weeks);
    - online reviewing of the content gives only 5 minutes for each title.
- Another service model based on controlling demand (patron driven) refers to the Elsevier collection of e-books, so called Evidence-Based Selection (EBS):
    - (EBS) - it means that all the collection of electronic books is made available to users throughout the year as part of the subscription. After the expiry of the subscription and analysis of statistical usage reports of individual titles, the Library buys only those books that are most used. The rest of e-books will have been withdrawn. This model can be compared to extended trials. Monthly tests of new databases and services are generally too short and unreliable to all of our users to be properly evaluated as useful.

Currently, the total offer of e-books purchased as own items comprises 664 titles (data from 31.12.2015).

The Internet is dominated by e-publications in humanities, which are rarely relevant to the WUT users and are not likely to be recommended by the Library. Therefore we are looking for full-text publications, monographs, textbooks, dissertations and also educational resources available in Open Access and then we recommend them to our users by posting links on the Main Library Home Page using many tools available there. These are, for example: Open AGH, MIT OCWC, textbooks of WUT Distance –Learning Centre.

Since 2005, we have been creating the WUT Digital Library. Guided by the needs of users, especially students, the Library creates and systematically expands the collections of scripts and textbooks and a the collection of doctoral dissertations. Unfortunately, due to the limitations of the copyright law, the WUT Digital Library can digitize mostly the collections of historical publications (5,746 items). The resources can be searched in parallel with the

collections of other digital libraries working in the dLibra system, on the Digital Libraries Federation platform.

WAYS OF ACCESS

Electronic resources can be used 24/7. In order to fulfill this condition, an appropriate access control system has to be provided. This system lets you access the collections outside the university.

For many years, for this purpose the Main Library has been using the HAN (Hidden Automatic Navigator) system of remote access, which fully supports secure access from outside the university network to the commercial resources through:

- IP addresses (automatic authentication of users using computers in the WUT IP Network);
- authentication of users who would like to connect with the WUT IP Network (service dedicated to researchers and students who have the library account).

The second way of access to e-books outside the University requires an individual user account setup, e.g.: the Knovel database.

THE LIBRARY E-BOOKS PROMOTION

Since May 2015, the WUT users have had the possibility to search the full spectrum of the Library resources - printed, electronic and digital, regardless of the form of acquisition (ownership, license or Open Access) by multisearch PRIMO (Ex Libris), E-Resources Title List and the link solver SFX.

In order to meet the users' expectations, the Library is running a project on building information services addressed to individual faculties / departments / subject areas. The services provided by the subject librarians team include, among others, recommendation and promotion of e-books.

One of the best ways to promote e-books is a wide variety of training courses addressed to both academic staff and students, as well as WUT librarians. We conduct training for students on "Scientific and Patent Information". Depending on the faculty, it is either elective or obligatory on the first or second level of studies. We are now conducting such classes for six the WUT faculties, both in Polish and English. The training sessions include, among others, workshops on to e-books which have been mainly recommended as meeting the expectations of the faculty students. Our training offer includes also classes tailored to the specific faculty or institute needs. For many years, we have been conducting a compulsory subject for PhD students "Scientific and Technical information". The classes include a lecture on e-books.

In order to diversify the training offer, The Library has decided to create an e-learning platform in both Polish and English. This Platform allows promoting e-resources through a variety of training materials which can be placed there as open courses or presentations and are available for all interested users. Some courses are closed and are accessible only for students who have registered to a specific course.

A good form of a promotion and sharing information about e-resources has always been the Library Home Page. The above-mentioned methods of providing information about e-books are available on the site, through various tools and bookmarks. Depending on their needs, the users can choose a window in the PRIMO multisearch to search e-books in all electronic resources. If they need a more accurate literature research, they should rather choose the bookmark "Databases list" because it will give better search results in particular databases and will also offer other tools, such as: thesaurus, expanded indexes, and others. Alternatively, the users can also check availability of an e-book quickly and easily in the Library resources using "E-Resources Title List". When students look for any textbooks in digital version they can click on the bookmark "Digital Library".

The bookmark "Suggest purchase" can also be found on the Library Home Page. It is addressed to both academic teachers and students who wish to request and add particular e-books to the Library collections. If the decision to purchase the item is positive, the book is placed on the electronic platform and the user is informed where the e-book can be accessed.

The WUT Main Library also cooperates with Polish scientific libraries in creating the national central catalogue NUKAT and the global catalogue OCLC for all types of documents including electronic books. It enables improving promotion and access to e-books in a global scope.

USAGE REPORTS

Statistical analysis of the use of e-books plays an important role in e-resources gathering policy. Often very high price of databases, e-book collections and packages makes it impossible to prolong some licenses for the next year. In such a situation, statistical analysis of the effective use of these resources helps to make a decision. The Library takes into consideration the data provided by the HAN system and information obtained on the servers of publishers and vendors.

Statistics on electronic resources can be used, among other, for:

- proper selection of resources and their promotion;
- effective management of financial library resources;
- comparison of statistical analysis.

The HAN system allows accurate analysis of the use of resources (subscribed or tested) based on a uniform statistical analysis containing such data as:

- the number of logins to individual databases and services;
- total time of the database use;
- the total dimension of downloaded content (bits);
- users who use particular resources (who they are and what they used).

Reports on usage, obtained from publishers' or vendors' servers, are the second source of knowledge. They allow for making more detailed analysis of the database contents in relation to the specific titles, e.g.:

- number of downloaded titles according to the list of titles;
- number of searches and sessions according to the titles;
- number of sessions rejected in connection with lack of access.

CONCLUSIONS

In the last ten years (2006 - 2015) the number of logins increased from 47,408 (38,677 outside the WUT domain) to 268,563 (140,545). The purchase of new tools, such as HAN and Primo, which allowed unlimited remote access to e-resources, certainly had an impact on this increase.

Being aware that our training offer affects the increase of e-books usage, we plan to continue developing our training courses and introduce new forms of e-learning in this area.

Understanding that the expenditure necessary to provide such a large number of e-books are constantly increasing, the Library has to use different models of acquisition, tailored to the needs of the university community. Therefore, we will be motivating our researchers and students to actively participate in building the e-books collection.

The role of librarians, especially subject librarians, in selection publications and implementation new acquisition models must also be emphasized. Closer cooperation with faculties in identifying their needs and in evaluating tasted databases and tools will be required.