E-BOOK BEST PRACTICES—EMORY LIBRARIES

Guidance for the Purchase of Individual E-Book Titles

Note that some of these guidelines may change in light of further findings, such as from (1) user testing on platform preferences (e.g., EBSCO vs. ProQuest), (2) survey results, (3) process changes (e.g., ability to purchase single-titles directly from vendors), and (4) authentication (SSO). This assessment and process work is outlined in the E-Book Task Force report. [E-Book guide](#) is frequently updated for patrons reflecting changes here that impact use.

- Selectors should continue to purchase firm order titles as needed to meet existing (direct patron request) and anticipated need. CM will continue to set up and manage
- Selectors should determine, if possible, the intended/anticipated use of the requested title to purchase the relevant user option.
- Preference is for publisher platform, or equivalent (e.g. Project Muse or JSTOR), where available for single item purchase. Single purchases should be made through GOBI, wherever possible.
  - Not all titles are available for single purchase via the publisher, per publisher restrictions on certain content (e.g., frontlist titles are often excluded) or are only available through a package. We will continue to advocate for single purchase capabilities via publishers at a reasonable price point. Individual publisher contracts in GOBI have been turned on where possible.
- Preference is for PDF over EPUB, as the latter (usually) includes page numbers. You can go into EBook Central here and EBSCO to check.
  - **URL and Username/password for PQ:** https://emory.ebookcentral.proquest.com/libCentral/Login.aspx?r=needlogin (cpalazz/timber888)
  - **URL and Username/password for EBSCO**: http://ecm.ebscohost.com (cpalazzolo/Nmefap789?!)
- If the only option is from an aggregator, then the best option is usually "3 user" option OR the non-DRM option if available. **If titles are known to be used for a class or for reference purposes or might have a broader use, then you should select unlimited use. Here are other guidelines:**
  - Selector may choose single user if cost is prohibitive. Based on e-book pricing models, we define cost prohibitive as 3 times the cost of the print (cloth).
  - For existing restricted-use that need to be upgraded for greater access, we will purchase extended access, where available.
  - Note that ProQuest is currently SSO-enabled, whereas EBSCO is not. This difference is why in account is necessary for EBSCO, not but not ProQuest.
  - For existing titles for which it is unclear the number of copies/users, you can use the EBSCO and PQ URLs above to check the number of copies/users. If an upgrade is

required, then please (for now) send a message directly to Chris Palazzolo (cpalazz@emory.edu) so that he can place the upgrade through Order Services.

- o For 1-user titles that have been made read-only for Reserves, **please keep in mind that these are for one simultaneous user to read online in the platform reader!** Title becomes available after 30-60 minutes of inactivity. With that said, individual chapter downloads **may** still be performed, within publisher restrictions.
- o **Please avoid the 365 uses or non-linear options if at all possible.**
- Duplication is generally to be avoided, except for deliberate or stated need by patron or high use of print copy, e.g., a class required text., or because of inability to access the print text via other means (such as a sustained closure of the library due to a crisis).
- In line with the Open Collection Development Policy, complete or ongoing collections of open access titles should be submitted through CMTAG for approval to added to ALMA. Open Access title additions should actively be encouraged.

Ordering E-Books

- ***In most cases, we are only able to purchase individual e-books through GOBI. However, we are exploring options for direct purchases (where available) from publishers. This will involve not only changes in internal workflows, but constraints placed by publishers. Not all publishers are willing to sell individual titles outside of packages.***
- Use the account 2081-50 with a holding code of EMUXF (Woodruff—for other libraries, please refer to your designated funds).
  - o Please use your fund code; transfers from print to e funds will be handled by Finance and Acquisitions.
  - o E-Book requests are ordered as soon as received by Acquisitions.
- Please include the **patron numeric ID** in the "interested user" field. You may use the "Acq Notes" field for additional recipients. For Reserves items, please include the email for Reserves (reserves@emory.edu). Please look in ALMA for the ID (or ask the user)
- Although we are trying to move more mediated-content through GOBI, much e-book content remains outside of GOBI. Where possible, we are loading eISBNs into GOBI to assist selectors with not purchasing duplicates for e or print content already available. It is good practice, however, to double check LibrarySearch to ensure that this content is not already available.
- For large single title encyclopedias or handbooks over $300, we will use a GEN E-BOOK fund instead (which should be available in the GOBI drop down), but may ask for some contribution from the selector.
- Overdrive requests should be made to David Smith, Access Services Librarian, who manages our account. Please indicate if an e-book or audiobook is preferred.

Notifications and Activations

 "Rush" orders for e-books may be somewhat variable due to the fact that GOBI is working as a third-party vendor. With the implementation of the API integration, users will be notified-book titles are accessible through Library Search. Please note, however, that some publishers, such as De Gruyter, are particularly slow in responding to e-book requests through GOBI.

The following vendors just have content available within the hour once the order has been placed, and the user notified upon access being granted.

- ProQuest Ebook Central
- EBSCO eBooks
- Taylor & Francis
- Rittenhouse R2 Digital Library
- IGI Global
- Digitalia
  - For other vendors, the activation may take 2-3 days.
- You can always check GOBI for the title, and look to see if it has "shipped" (i.e., activated). However, there may be a delay due to GOBI invoicing and ALMA indexing.
- If it has indeed shipped or invoiced and you have a question from a patron, then you can check directly via the provider to see if access has been granted.
  - Direct from publisher (or JSTOR or MUSE), you should be able to go directly to the publisher's ebook platform and search (be sure you are using the proxy URL!). Other prominent platforms are as follows:
    - Oxford Scholarship Online
    - Cambridge Core
    - Taylor and Francis/Routledge
  - For PQ: http://ebookcentral.proquest.com/lib/emory/home.action
  - For EBSCO: https://login.proxy.library.emory.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=e000xna&AN=&site=ehost-live&scope=site

Check-Out Periods for Aggregators, Restrictions, and Further Help

- EBSCOhost allows patrons to choose the duration of their check-out period
- ProQuest check-out periods are as follows: 7 days for single user (unless read-only), 14 days for 3-users, and 21 for multiple/non-linear.
- Users may get around some copy/paste and download restrictions by closing their session & then re-opening in a new session.
  EBSCO e-book libguide

Packages

In choosing and vetting e-book packages for purchase, consider the following. All package requests should go through CMTAG.
- Duplication with existing e-books and print
- Cost per use of title in the collection versus individual title purchases
- Availability of MARC records; is this a closed (static) or dynamic collection?
- Are these titles to be owned or simply subscribed to? Reference packages may be better choices as subscription titles, as opposed to standalone monographs.
- Do we have data to support purchase, i.e., have these titles shown significant usage in print or as part of a DDA or EBA package, warranting purchase as a package?

EBA and DDA Plans

Current information (number of titles, integration with GOBI, local record identification, content, etc) regarding EBA (and DDA plans), along with packages, will be documented and updated here.

- New and existing Evidence-Based plans will be vetted and assessed though the CMTAG E-Book subgroup
- At the end of each of each EBA period, subject librarians will have an opportunity to choose additional titles (up to 10% over initial outlay) for perpetual access and purchase. Primary factor for inclusion in the permanent collection will be usage, but there may be additional titles to support core programs and classes that may be rendered necessary. Of course, purchases of print or e-titles may be made at any time during the year to ensure that important titles are part of the permanent collection.
- EBA titles may move out of the catalog after a certain set of time (usually 3-5 years, depending on frontlist duration). Prior to this removal, subject librarians and informationists will be provided a list of titles that will be removed for possible outright purchase.
- For DDA plans (mostly JSTOR), once integrated into GOBI, you may be able to purchase titles outright, and have them removed from the DDA pool. Until that time, we will continue to have some duplication.
- Ideally, EBA plans would run concurrently with approval plans for a set period of time so as to gather more empirical data on format and content preferences, but this may not be possible under more restrictive financial circumstances.
- EBA plan adjustments will need to be made to subject fund allocations to finance these plans.
- For those EBA and DDA plans running through GOBI, you will see their inclusion indicated in the activity section (to the right of the bibliographic record).

EBA and DDA Records Identification

- **To check if a title is part of an EBA or DDA plan, you can click on the full record view in discoverE. A glossary to the terms is [here](#) (and is maintained by CATACOM).**

Local info.	CECAND
Local info.	PRIMO_NEW_598
Local info.	EMU mk 20200528
Local info.	Cambridge University Press

__Note:__ We are correcting some of our JSTOR records that still show us up at candidate records, when they are actual purchases. These discrepancies should be corrected by end of Summer 2020 as we transition to a mix of archival EBA and fronlist DDA for university presses with JSTOR.

Governance and Troubleshooting E-Books

- CMTAG will have a new subgroup dedicated to reviewing and vetting e-book packages, incuding
  - DDA/EBA and E-Book approvals. Continue to send requests directly through the CMTAG request form
- For access issues with e-books, please continue to use the E-RESOURCES-L listserv

Glossary of E-Book Terminology

Adobe Digital Editions: Free e-Book reader program used by some e-book providers to manage restricted e-book check out and use.

BR2 or Book Report 2 – A COUNTER statistic that identifies the use for a "section" of an e-book, such as a book chapter or encyclopedia entry. It measures the total number of successful requests by month.

Cost per use – The National Network Libraries of Medicine (NNLM) defines the formula is Subscription price/Uses. The NNLM advises this total cannot stand alone and must be compared with other similar publications. See Return on Investment (ROI).

Cost-Per-Title-Used: Another metric for looking at ROI. The cost per title used, rather than the cost per access (multiple downloads are possible with each book). The closer this number to the average price of the book in the collection or to the cost of an individually purchased title in the collection, the better.

Demand Driven Acquisition or DDA – An e-books acquisition method that allows patron usage to contribute to the e-book selection process. Generally, titles are purchased after a specified number of uses and the title is available for loan until usage triggers a purchase. This model is sometimes called patron driven acquisition (PDA). Examples of what vendor's models may allow as one use:

1. Browsing the e-book for up to 10 minutes
2. Turning up to 10 pages in the e-book
3. Downloading any portion of the e-book
4. Emailing any portion of the e-book
5. Printing any portion of the e-book

Digital Rights Management or DRM – A form of copyright protection used to protect an e-book from unlawful reproduction and redistribution. This term is used to describe any technology that controls and restricts the use of digital content. E-books with DRM may have limits on who can access them, how much content can be copied or downloaded, and how long downloads can be stored locally. These rights are determined by the publishers. Some e-book vendors may also restrict the applications/e-readers that can be used with their content (Kindle, Adobe, iPads, tablets, etc.).

DRM-Free – These titles have no digital rights management (DRM) software. DRM-free titles have no download size, download length, saving, printing, or copying limitations.

E-Book – A book formatted as a digital file for display on a computer screen or mobile device. Short for "electronic book." Alternate spellings ebook or e-books.

E-Book Access Models:

- **Concurrent –** In Gobi, the Concurrent Access model allows for unlimited concurrent access up to an annual maximum number of uses (typically 365 uses). Once the maximum number of uses is met, the e-book is no longer available. On the anniversary of the purchase date, the number of uses is reset to the original maximum *[EBSCO]*.
- **Limited User** – A set number of users can access the title at a time. The most common limited user models are Single User (1U) and Three User (3U). Any users attempting to access the title after the limit has been reached will receive a message indicating that the user limit has been reached.
- **Non-Linear Usage (NL) – This model allows for unlimited concurrent access but has a** set number of lending days per year (typically 325 days). The combined number of loan days per year cannot exceed the maximum days-of-use allotment. On the anniversary of the purchase date, the number of loan days reset to the original maximum *[ProQuest]*.
- **Unlimited Users (UU) –** Unlimited usage e-books have no limits on the number of uses or simultaneous users. Note that not all unlimited titles are DRM-free titles and may have copy and download restrictions.

- **Unlimited Users DRM-free** – Unlimited access to users with no DRM restrictions on printing, saving, and copying. Full-book downloads require no special software such as Adobe Digital Editions *[EBSCO].*

EPub: EPUB has become the industry standard format for delivering eBooks, because it enables publishers to create books that behave more like web content

Evidence-based acquisitions model (EBA) – EBA is a model in which libraries make an upfront financial commitment to a publishers' list of titles, and subsequently choose an agreed amount of titles for perpetual ownership. Generally, a library is given access to a complete e-book collection for a specified period, and then purchases selected titles at the end of the loan period. EBA plans can be renewed automatically, allowing for continued access to the unpurchased titles remaining in the collection. Principles concerns of the EBA model are 1) the potential need for long-term annual commitment, due to potential variations in e-book use by discipline, and 2) the need for robust usage statistics for decision-making.

EZproxy – allows libraries to deliver e-content and records usage data. See Libstats.

Frontlist – may be defined as a publisher's list of forthcoming books or new and recently published books. The definition of frontlist does vary by publisher, but it generally refers to titles that are less than one year old. Backlist then would mean titles that have been in print at least one year.

Libstats – the tool Emory University Libraries use to store and analyze the EZproxy data. EZproxy and Libstats are used interchangeably in this report.

Open Access (OA) – Open access resources are available to users for free online. While some publishers have committed to keep certain e-books or e-journals as open access resources, most providers have a small and/or frequently changing number of open access resources. This term often refers to open access publishing of scholarly communication. Most providers indicate their open access resources with an image of an open lock 🔓.

PDA – patron driven acquisition, see demand driven acquisition (DDA).

PDF – Portable Document Format is a format developed by Adobe Systems that allows documents to appear on the computer just as they would in print. This file format provides an electronic image of text and graphics that looks like a printed document and can be viewed, printed, and electronically sent. Some PDFs also include embedded linked media if formatted for this. Some PDFs contain only images, and so are not searchable unless a character analysis is run or format the document to recognize text in Adobe. Also, note that some PDFs are not complete surrogates of the text in that they may have different typeface, etc. with page numbers embedded (e.g., Oxford is a good example of this).

Perpetual Access – a library purchases and owns individual titles or pre-selected packs of titles.

Public Domain Title – Any book for which the copyright has expired—usually a book published before the 1924. Public domain e-books are generally encrypted at a lower level of security, and are considered for the most part, open access.

Short-Term Loan (STL) – A short lease (e.g. one day, one week, one month) of an e-book within a DDA plan.