



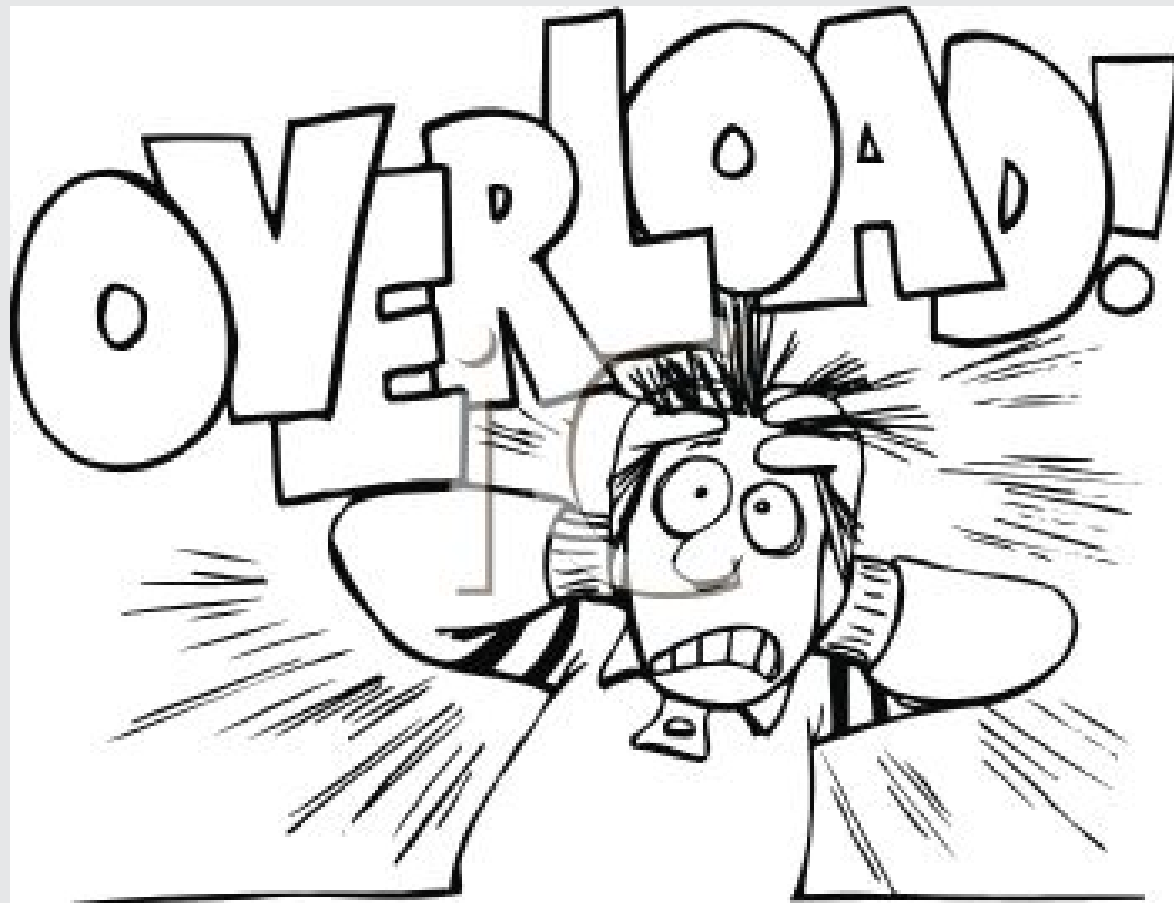
# **Analysis of eBook usage statistics in Economics and Business Sciences**

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College of Economics and Management Sciences  
Unisa Library

Presentation at the Library Technology Showcase Event

UNISA Library  
30 September 2014

# Just boring stats?

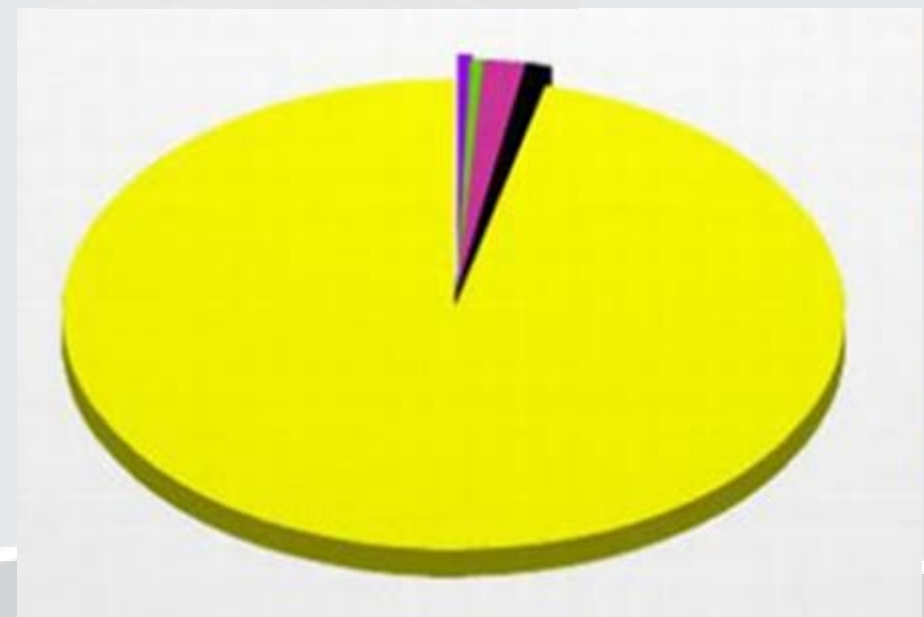


# Does stats have any value?

## What Little Kids Learn from Cinderella



-  A princess can come from anywhere
-  I should be grateful for what I have
-  I should always be myself
-  It is bad when your parents die
-  Pretty blond girls always get what they want and ugly people are bad



# Data Sources

**Customised usage statistics from Palgrave Connect containing the following data:**

- Palgrave Business and Management Collection 2007, 2008, 2009, 2010, 2011 and 2012
- Palgrave Economics and Finance Collection 2007, 2008, 2009, 2010, 2011 and 2012
- Number of successful title request per month, collection and title
- Period covered: 2011, 2012 and 2013

# Palgrave Connect Counter Reports

- **Book Report 1:** *Number of successful title requests, plus PDF and epub by month and title*
- **Book Report 2:** *Number of Successful Chapter Level View and Download Requests by Month and Title, where available. (Available for titles published in 2013 onwards)*
- **Book Report 3:** *Access Denied to Content Items by Month, Title and Category*
- **Platform Report 1:** *Total Searches, Result Clicks and Record Views by Month and Platform*

# Purpose of this study?



- How well are these e-books used?
- Any usage patterns?
- Should we adapt our selection strategies?

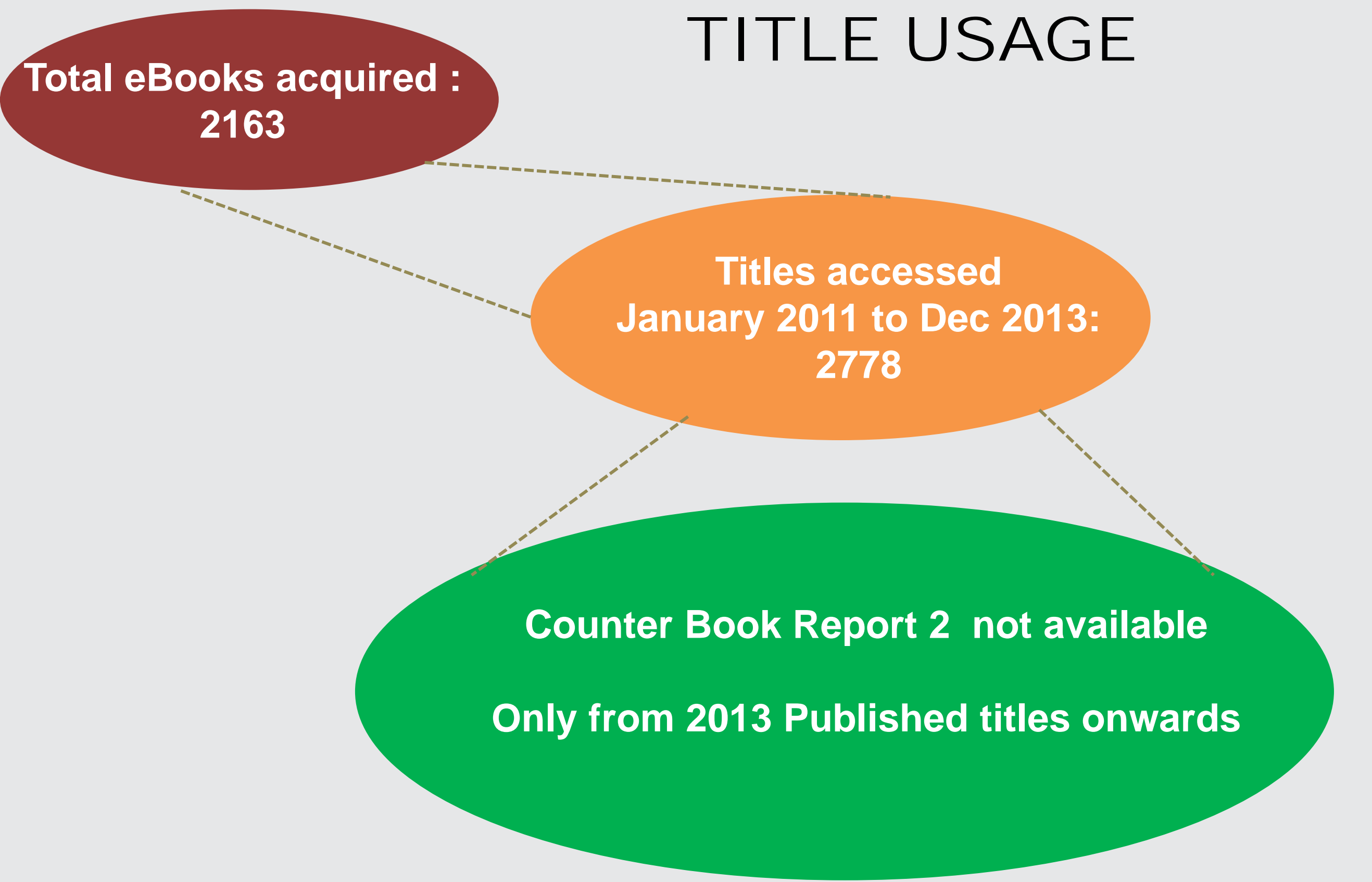
RESULTS: **fig 1**

# PALGRAVE: TOTAL TITLE USAGE

**Total eBooks acquired :  
2163**

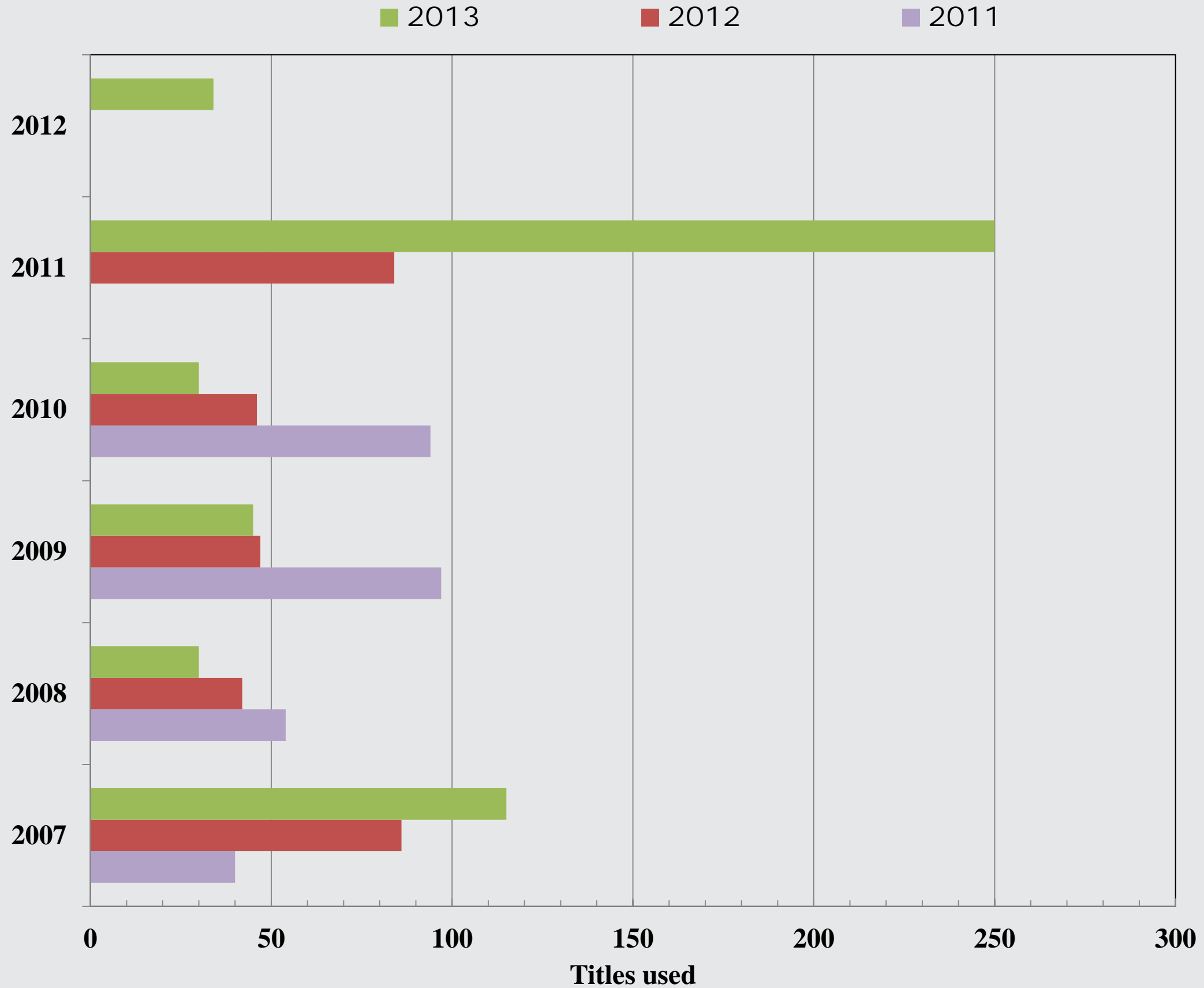
**Titles accessed  
January 2011 to Dec 2013:  
2778**

**Counter Book Report 2 not available  
Only from 2013 Published titles onwards**



RESULTS:  
fig 3

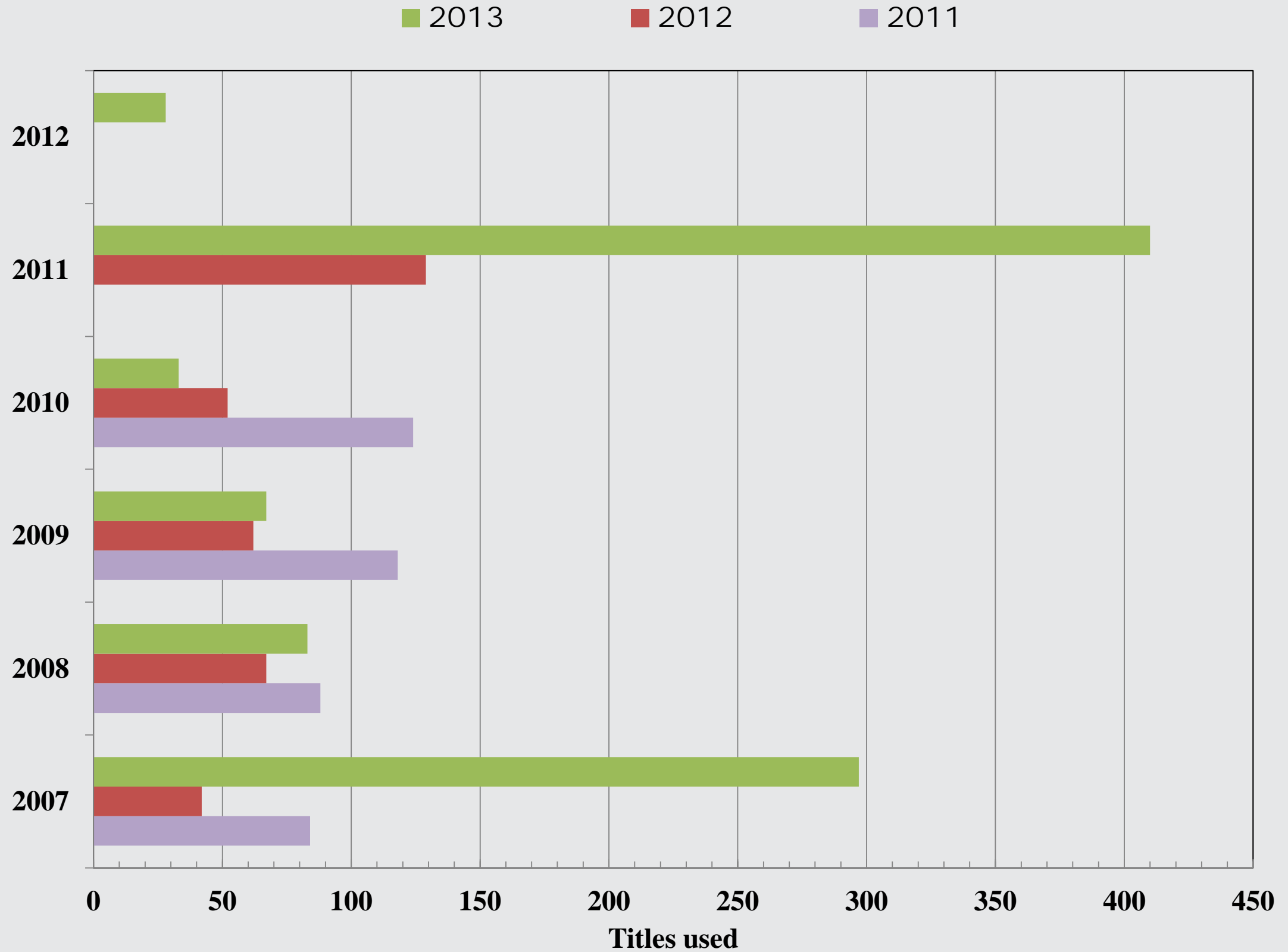
# COLLECTION LEVEL USAGE PER YEAR ECONOMICS & FINANCE COLLECTION



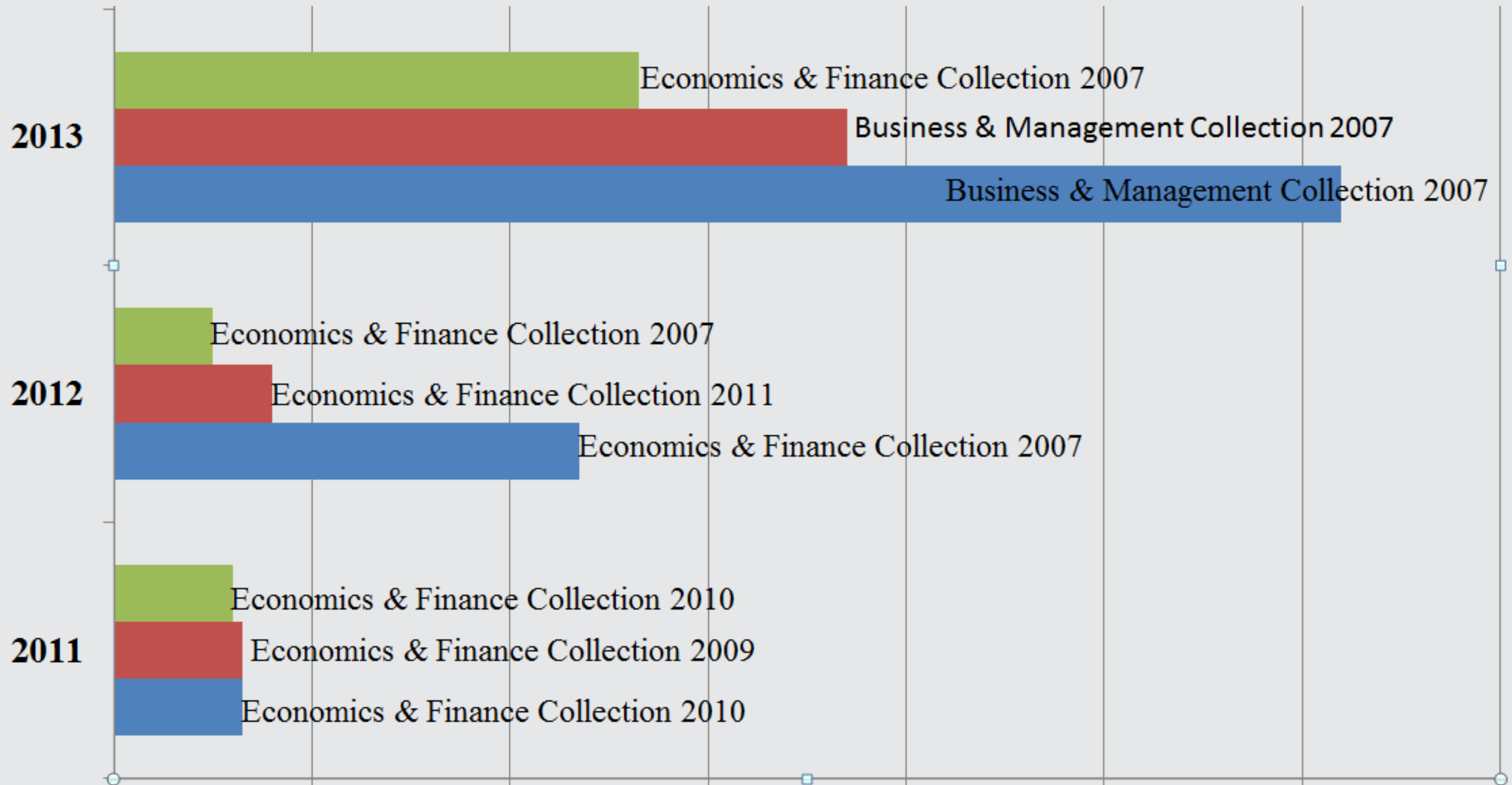


RESULTS:  
Fig 4

# COLLECTION LEVEL USAGE PER YEAR BUSINESS & MANAGEMENT COLLECTION



# Highest Individual Title Usage in Palgrave Subject Collections



# Reasons for high usage of individual titles in Palgrave Subject Collections

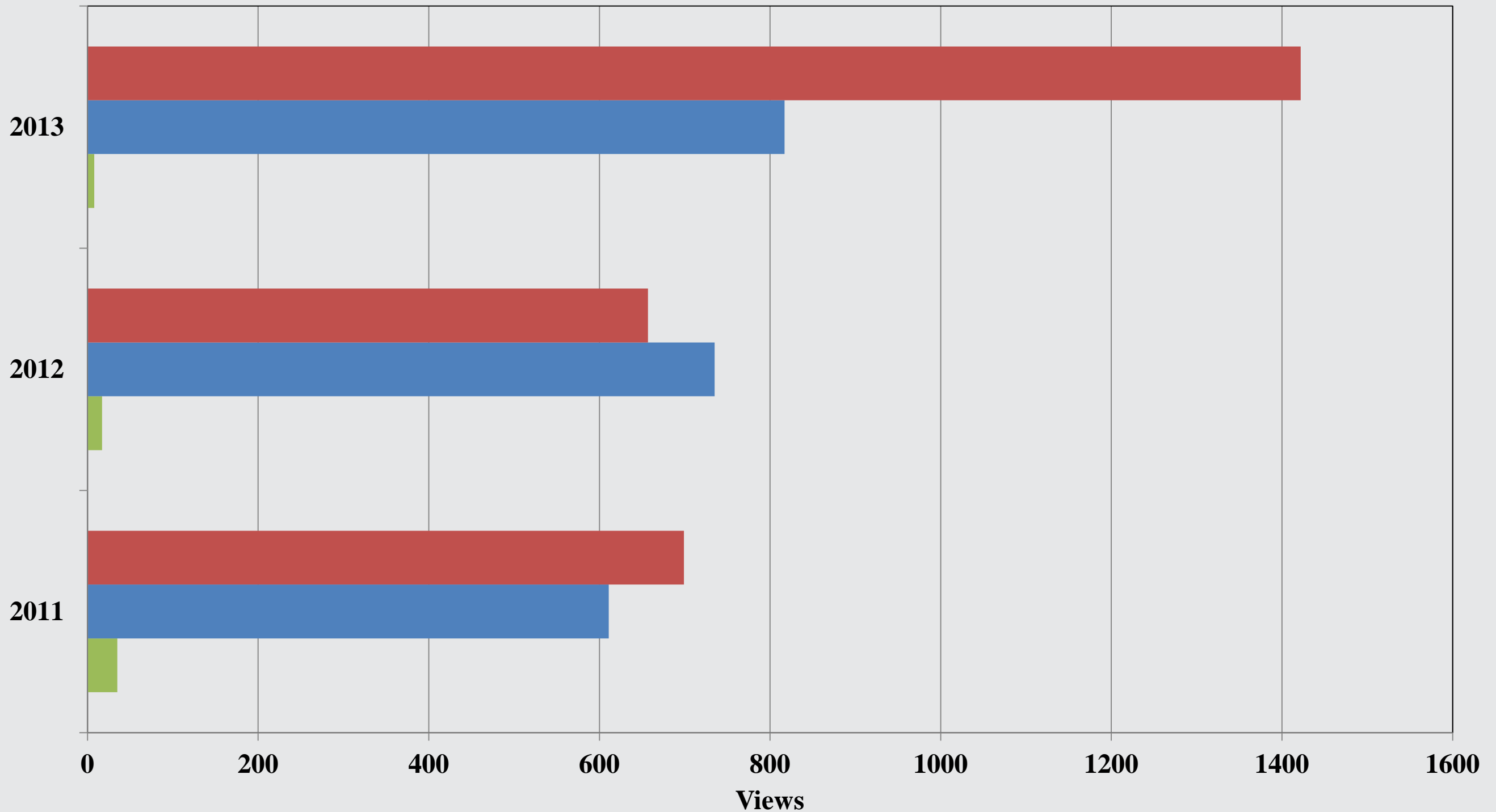
Hybrid Book Collection Report  
UNISA-10582  
Date run:2014/02/05

Why	R	Jan 2011-Dec2011															
		3 highest title usage	Collectio	J-11	F-11	M-11	A-11	M-11	J-11	J-11	A-11	S-11	O-13	N-11	D-11	YTD Tot	
A	1st	Crisis: Cause, Contain	Econ & F	0	0	7	6	0	0	0	0	0	0	0	0	0	13
2011	2nd	Global Financial Melt	Econ & F	1	0	4	4	0	0	0	2	0	0	2	0	0	13
	3rd	Anatomy of a Financ	Econ & F	0	2	8	2	0	0	0	0	0	0	0	0	0	12
		<b>Jan 2012-Dec2012</b>															
		3 highest title usage	Collectio	J-12	F-12	M-12	A-12	M-12	J-12	J-12	A-12	S-12	O-12	N-12	D-12	YTD Tot	
?	1st	SME Cluster Develop	Econ & F	0	0	1	44	0	0	0	1	0	1	0	0	0	47
	2nd	Financial Econometri	Econ & F	0	0	0	0	0	0	1	0	0	0	0	15	0	16
	3rd	Contemporary Challe	Bus & M	0	0	0	0	0	0	0	1	9	0	0	0	0	10
		<b>Jan 2013-Dec2013</b>															
		3 highest title usage	Collectio	J-13	F-13	M-13	A-13	M-13	J-13	J-13	A-13	S-13	O-13	N-13	D-13	YTD Tot	
Linked	1st	Managing Diversity in	Bus & M	0	8	110	3	0	0	1	0	0	0	2	0	0	124
	2nd	Diversity	Bus & M	0	3	69	0	0	1	0	1	0	0	0	0	0	74
	3rd	Advances in Risk Mar	Econ & F	4	13	10	8	5	7	3	3	0	0	0	0	0	53

# RESULTS: fig 2

## TITLE FULL TEXT VIEWS AND DENIALS PER YEAR

■ Successful full-text views ■ Total titles purchased ■ Denied full-text views



# BENEFITS OF E-BOOK SUBJECT COLLECTIONS



- Economical way to acquire large quantities of material
- Allows simultaneous users concurrent access
- Critical Mass
- More streamlined workflow

# FUTURE

- Build your own Collections
- Discovery Tools
- Demand Driven Access (DDA)
- Extend study to other Publishers
- Cost per Use
- E-book Marketing
- COUNTER Book Report 2 (R4)