

The Importance of eBooks in Scientific Research

Diana Alkema
Senior Account Development Specialist

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Aims of this presentation

- Provide some background information on why Springer is the global leader in scientific eBook publishing
- Share some insights on the global use of eBooks in scientific research
- Share some statistics on eBooks usage in Greece and the HEAL-link in particular



Springer

science+business media

Provide some background information on why Springer is the global leader in scientific eBook publishing

Springer: Largest scientific eBook publisher

Says who?

- SpringerLink currently hosts over 48,800 eBooks
- Springer Book Archive will add 70,000 – 100,000 titles in 2012
- Book output to grow to 8,000 – 10,000 new titles per year by 2015

What about our eBooks?

- Completely DRM free
- Going forward, most eBooks (including much of the Springer Book Archives) will be available in ePub format for easy reading on any mobile device
- The recently launched SpringerLink app (available on iTunes) makes 24/7 and remote access even easier
- All books are published e-first and then printed on demand for those who prefer a printed version. This includes the Springer Book Archives, which means that books from 1846 will become available in print again

Advantages of eBooks



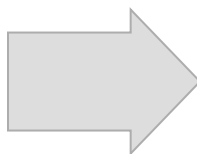
Paper subscription model

- **Libraries**

More content/service
Higher usage
Better tracking
Saved shelf space
Preservation

- **Researchers**

Easier to search
Easier to cite
24/7 access
Remote access



Online database model

- **Authors**

Online first
Wider distribution
Global readership
More usage
More citations

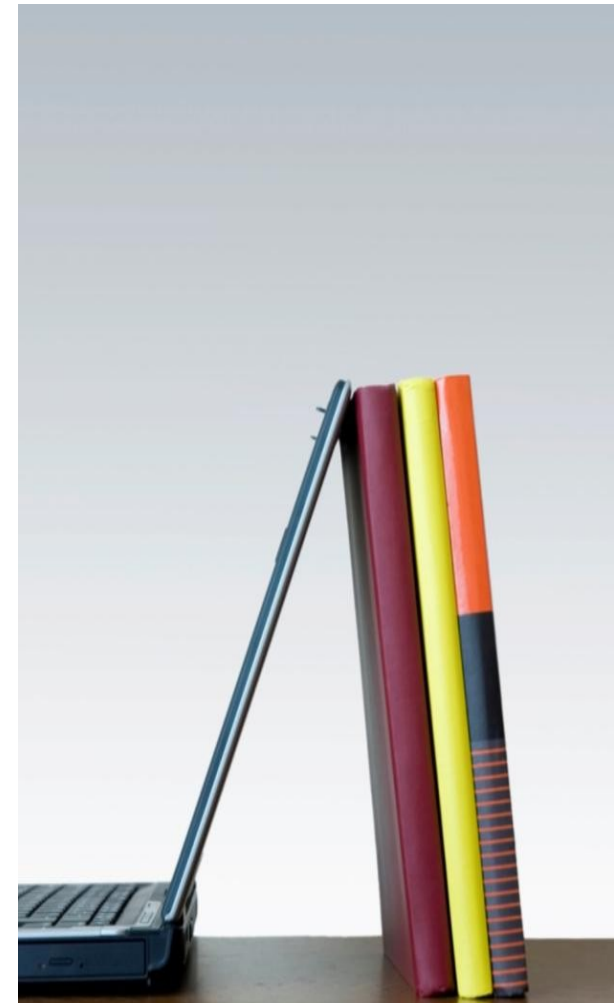
- **Publishers**

Lower distribution costs
Better marketing efficiency
New markets

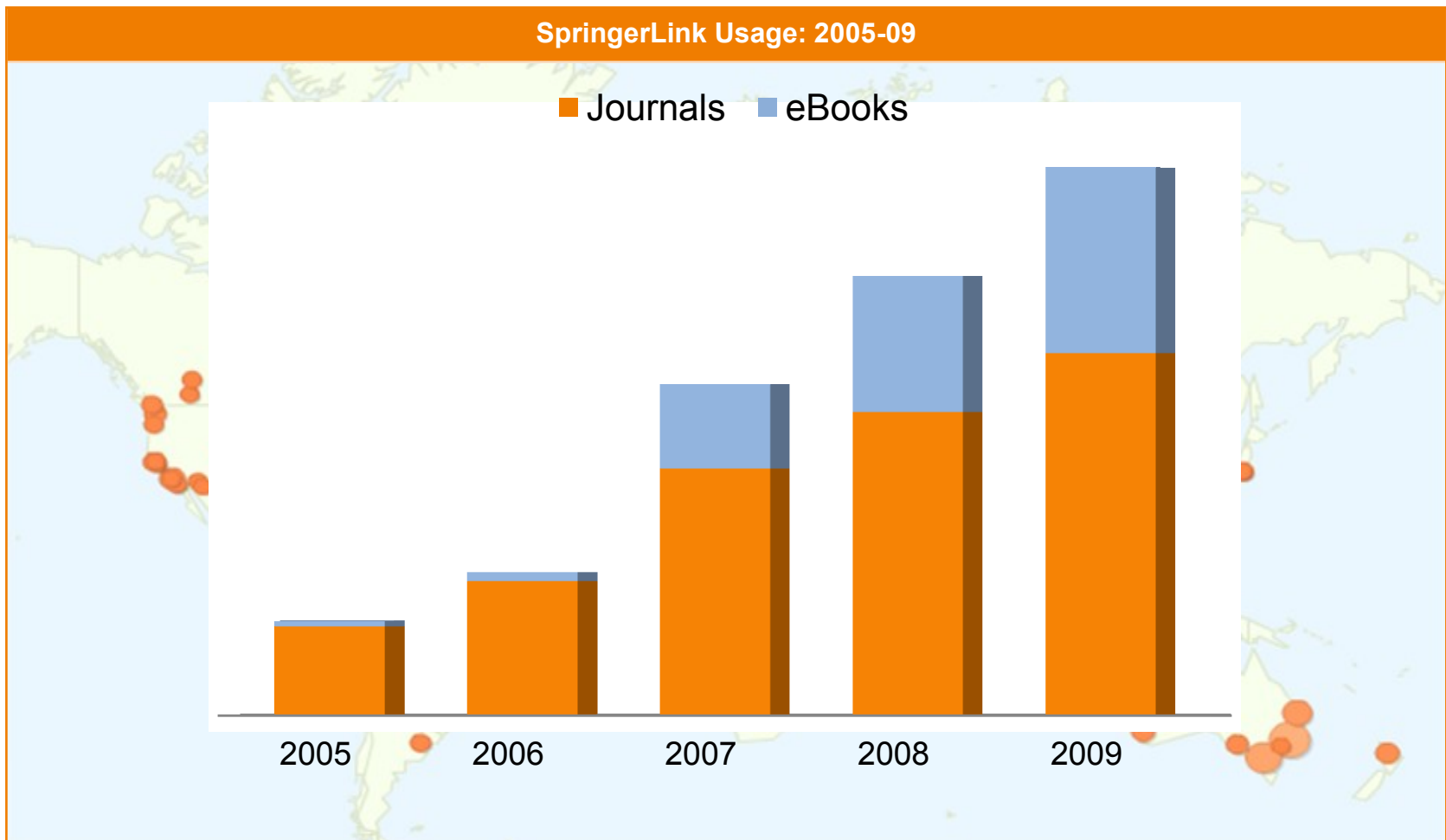
Share some insights on the global use of eBooks in scientific research

Four theses about eBooks usage:

1. eBooks usage is much higher than anticipated
2. eBooks are used differently and in addition to print
3. Availability and discoverability are key determinants of eBooks usage
4. eBooks have a long 'shelf life'

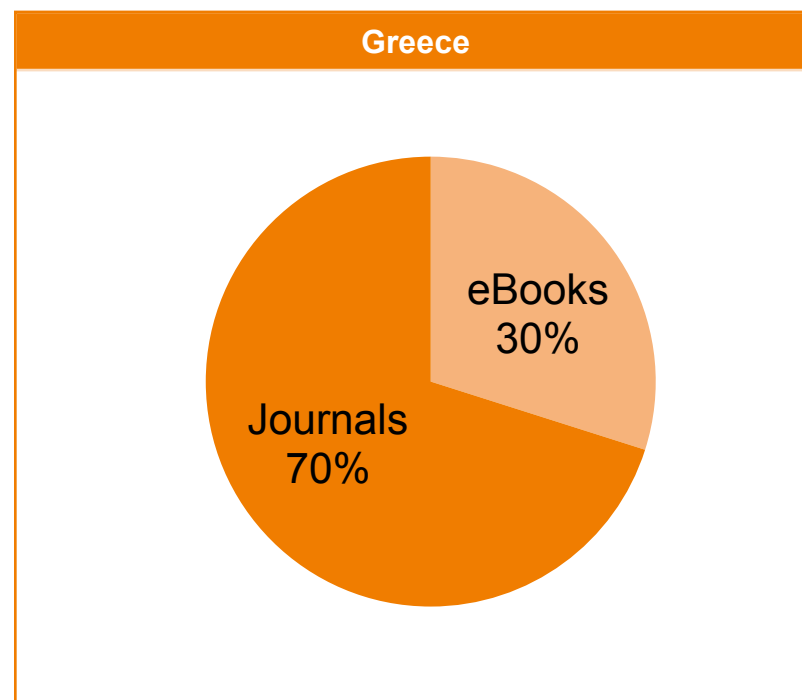


eBooks already make up a third of total SpringerLink usage!



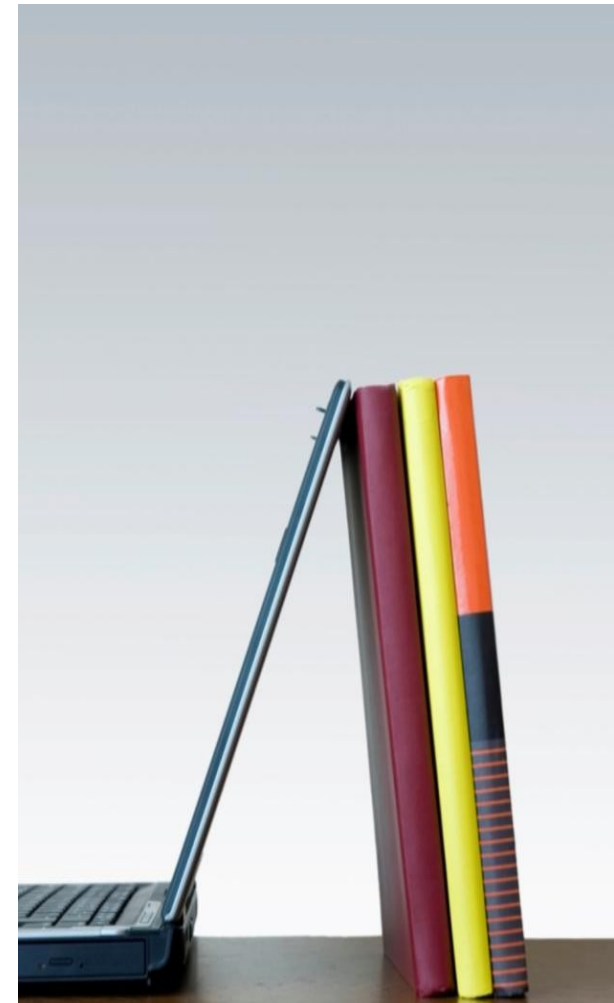
SpringerLink Usage eBooks vs. eJournals 2011 (YTD)

- The overall usage of eJournals vs. eBooks is 70% vs. 30%.
- Greece is exactly on par
- Other Southern European countries have not yet embraced the eBooks as Greece has, e.g.:
 - Spain 22% - 78%
 - France 15% - 85%
 - Italy 16% - 84%
 - Turkey 10% - 90%



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“Behavioral evidence from the Observatory project strongly suggest that **eBooks** are currently used for **quick fact extraction** and **brief viewing** rather than for continuous reading, which may conflict with the assumptions about their use.”

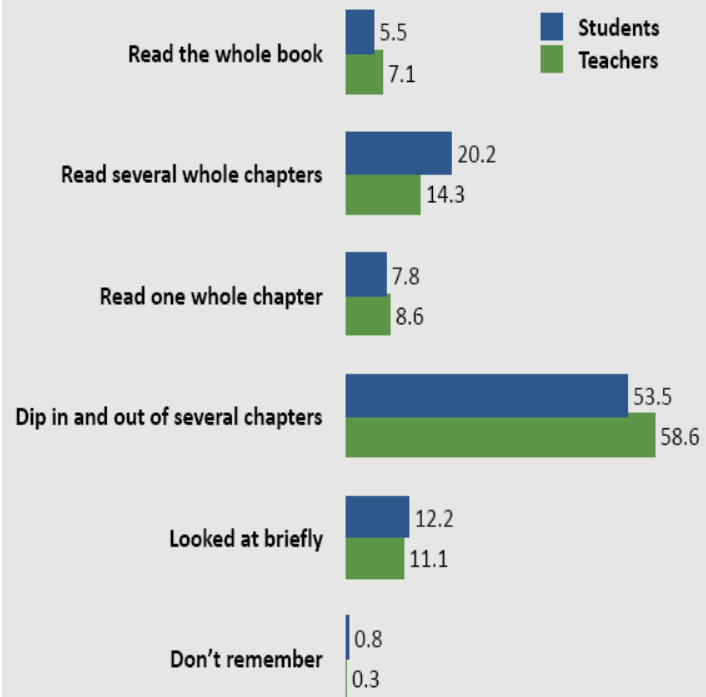
Joint Information Systems Committee national eBooks observatory project, 2009

UK study: users read only small parts of eBooks

- Study suggests that students and researchers consume eBooks in small portions
- 85% of users spend less than a minute viewing an eBook
- Many users copy and paste information (often to enable citation or referencing) and print out material for later reading and note taking

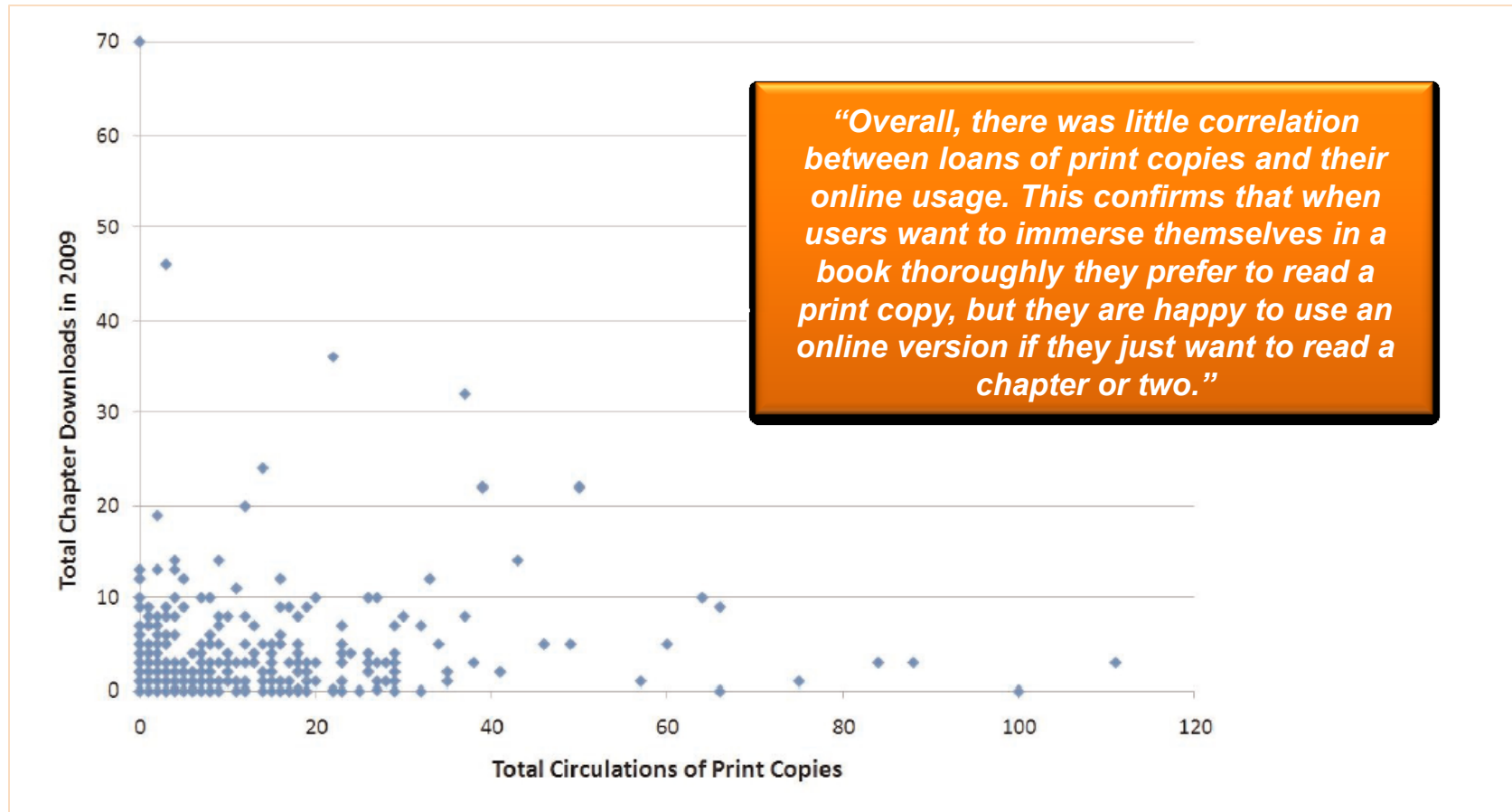
Screen reading behaviour 2009 user survey

How much of your last e-book did you read online? (n=4,779)
Staff and students in JISC disciplines only



(Source: Joint Information Systems Committee national eBooks observatory project, 2009)

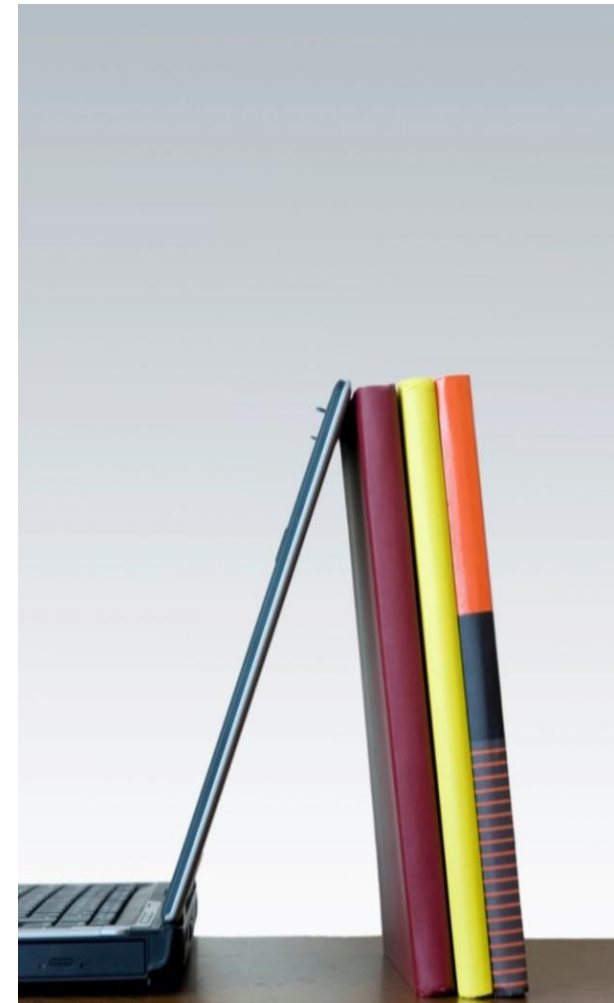
University of Liverpool: Print and electronic use is uncorrelated



(Source: Terry Bucknell - The e-book 'big deal': a usage-based study, *Serials* – 23(2), July 2010)

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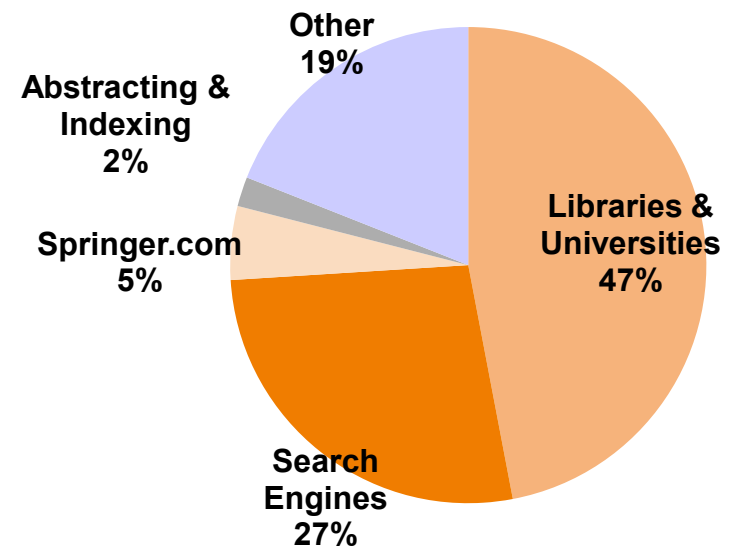
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SpringerLink: Chapter downloads by visitor referral

- Library websites, and here especially the library OPACs, are the most important source where SpringerLink eBooks users start their searches. Almost half of all external referrals are from those sites.
- Second come the general search engines, with 27% of all external referrals. Here, the generic Google search engine is most important. Traffic from Google Scholar as well as other search engines is marginal.

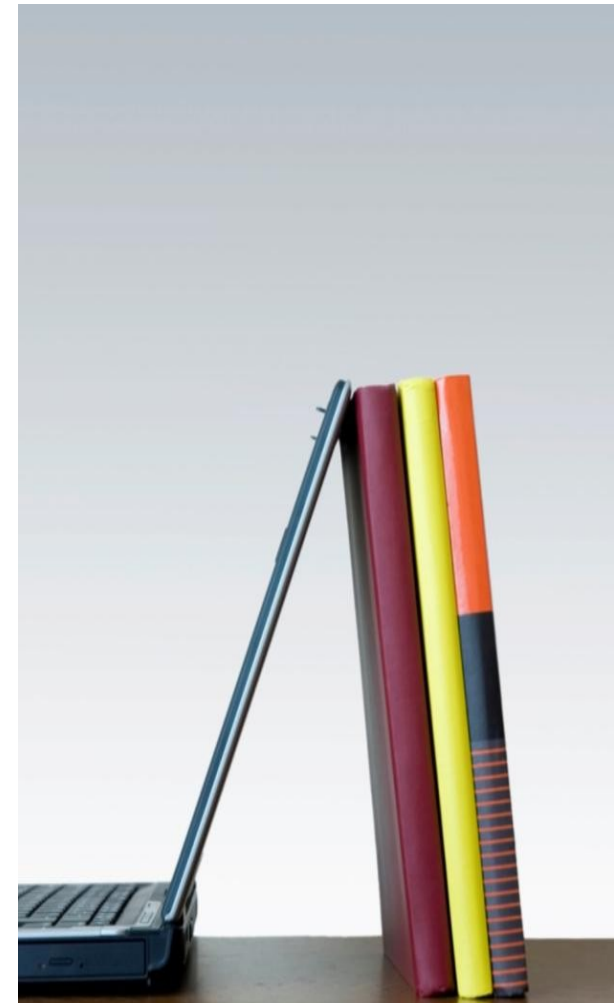
Full-Text Section Requests by External Referral



(Excluding Direct Loads and Internal Referrals)

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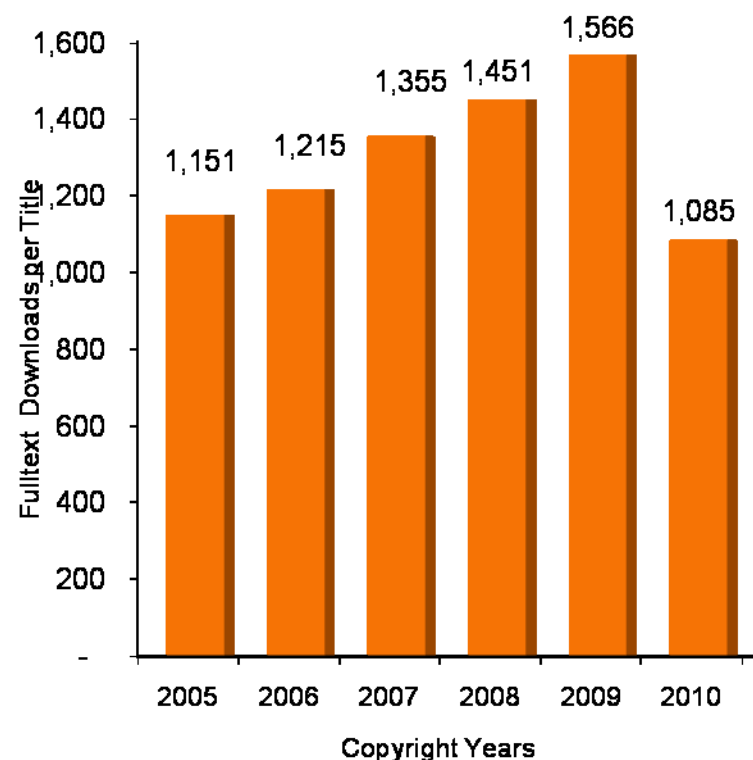
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Average chapter downloads by copyright year, in 2010

- Even though a title is downloaded less, a few years after publication, there is still a vivid interest in older titles
- For example, an average English language title from 2005, is downloaded 1151 times in 2010, compared to 1566 times in 2009
- The 2010 titles have less downloads because they are published in the course of the year and may thus have been available for only a few months

English Language Packages: Average Chapter Downloads 2010 by Title and Copyright Year



(Data adjusted for abnormal usage spikes due to massive downloading)

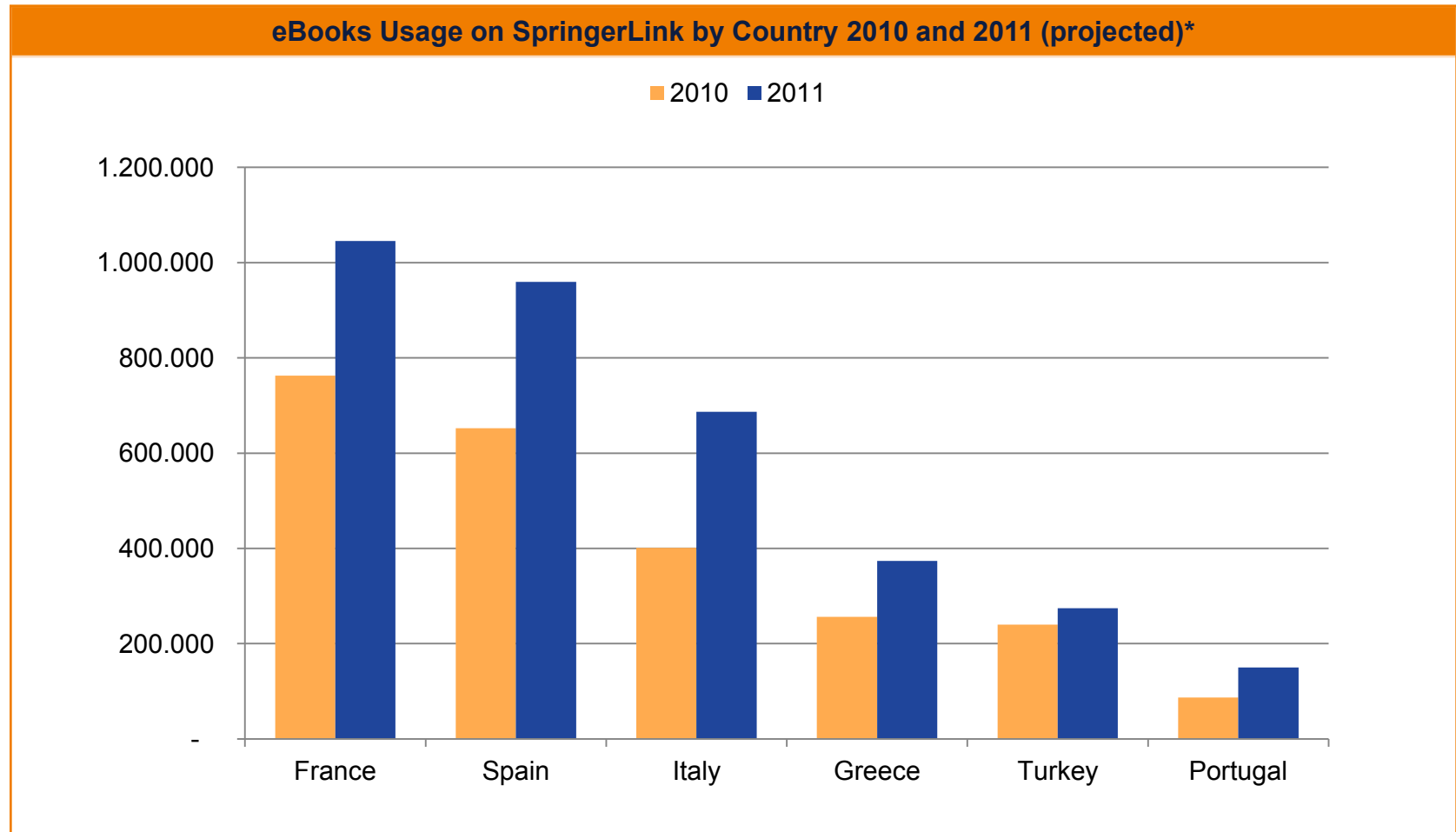


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Share some statistics on eBooks usage in Greece and the
HEAL-link in particular

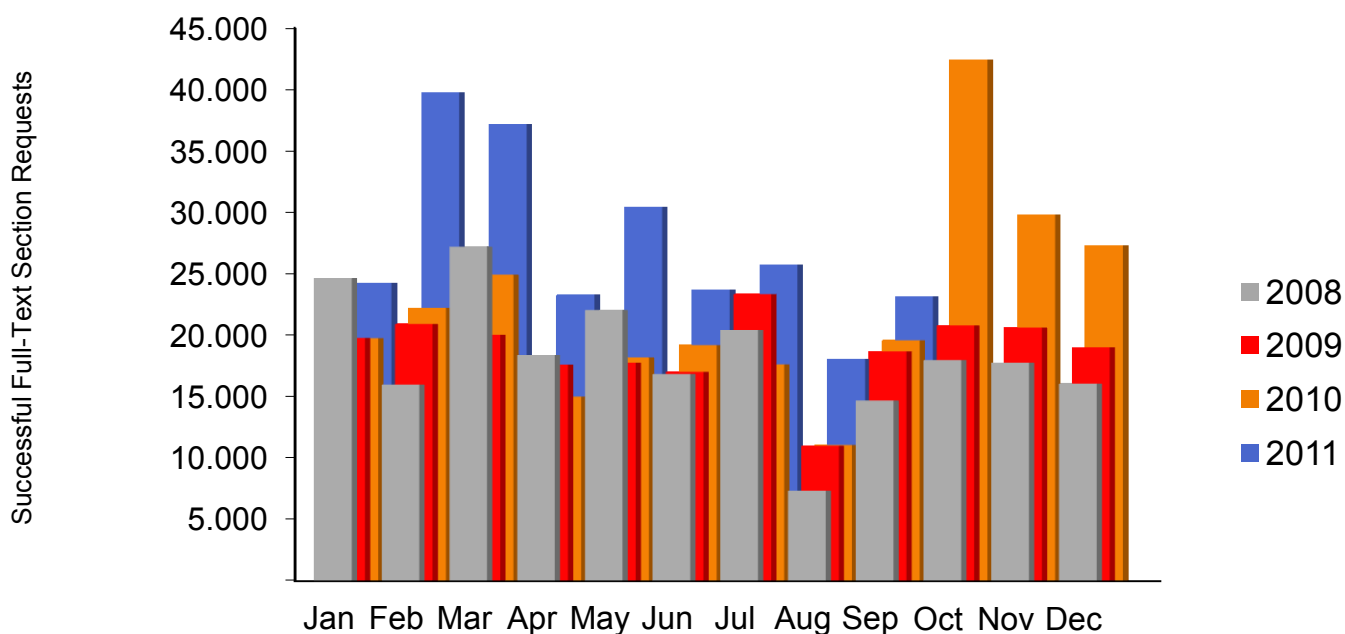
eBook usage on SpringerLink



(Source: Coremetrics) * 2011 projected, based on half-year data.

HEAL-Link Consortium: Full-Text eBook Chapter Requests

SpringerLink Full-Text Section Requests 2008-11

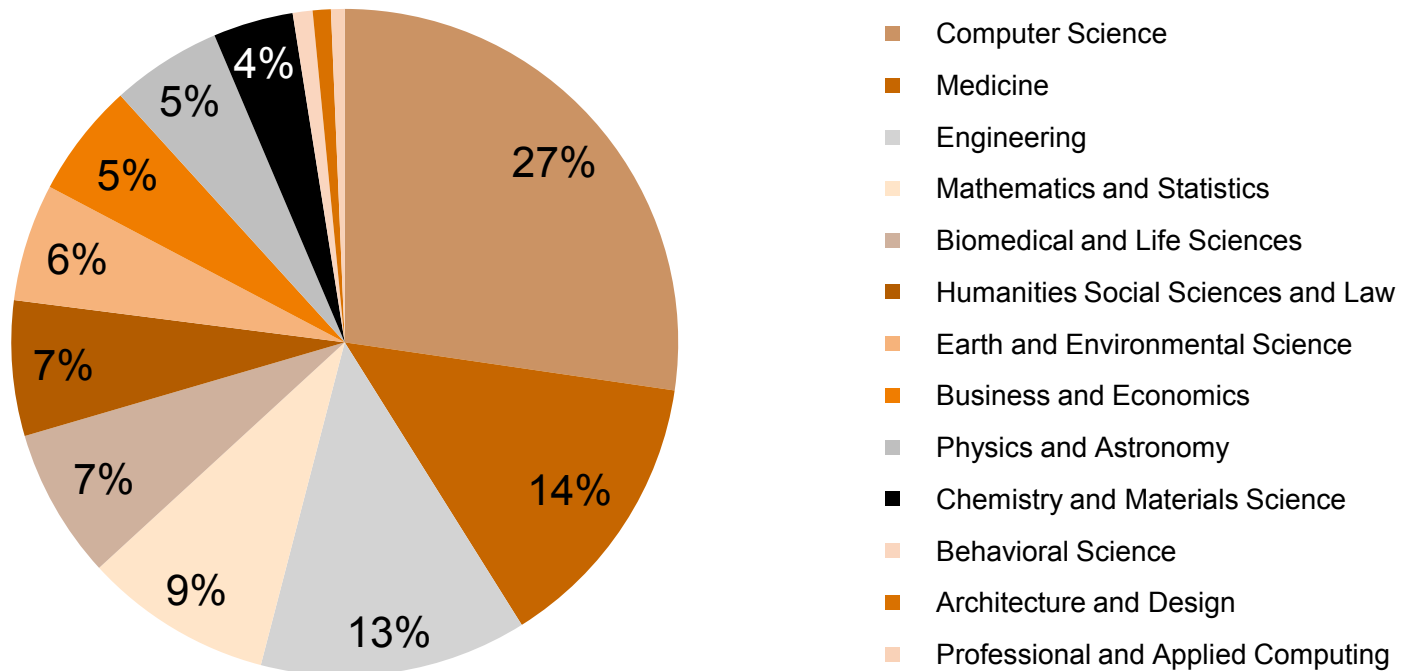


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2008	24.626	15.977	27.192	18.379	22.054	16.845	20.413	7.360	14.699	17.981	17.761	16.069
2009	19.766	20.906	20.022	17.606	17.769	17.008	23.338	11.017	18.686	20.786	20.616	19.006
2010	19.756	22.225	24.925	15.007	18.191	19.194	17.631	11.064	19.577	42.383	29.813	27.311
2011	24.237	39.734	37.138	23.251	30.431	23.715	25.748	18.053	23.168			

(Source: MetaPress)

HEAL-Link Consortium: Full-Text Chapter Requests by Subject

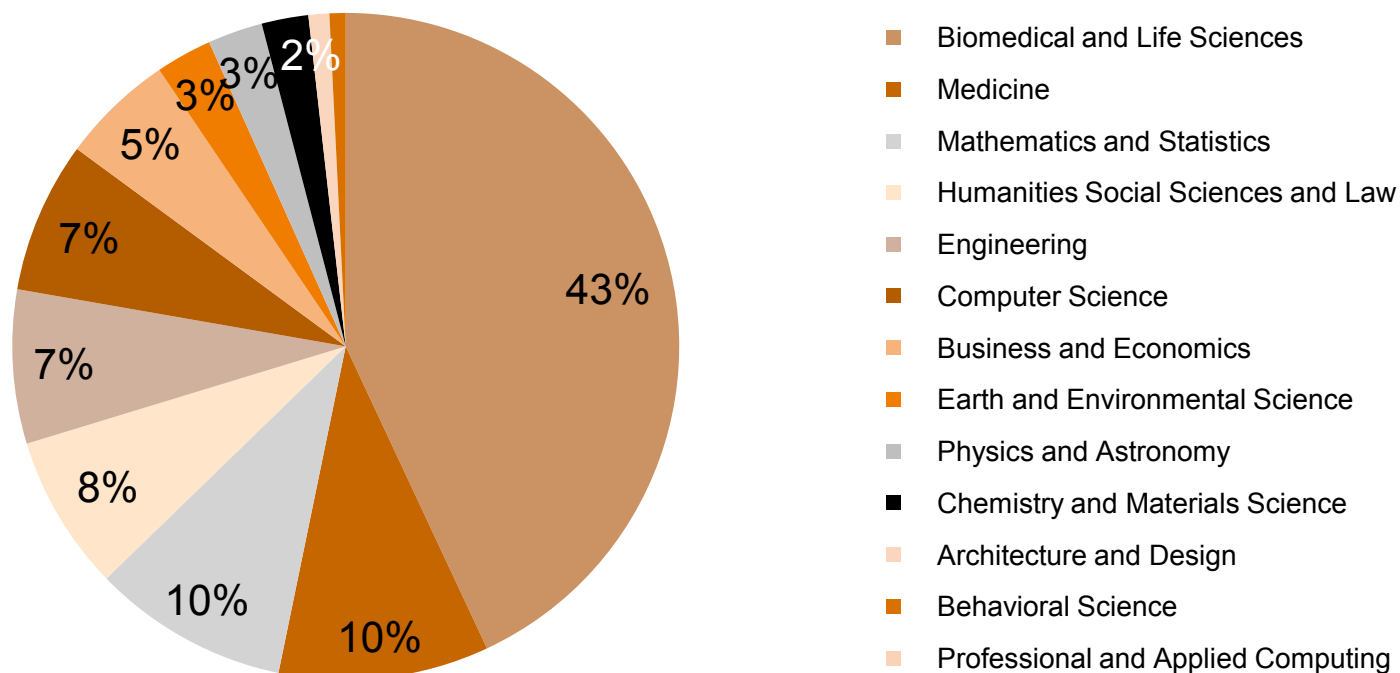
Full-Text Section Requests by Subject Collections: Jan to Jul 2011



(Source: Coremetrics)

HEAL-Link Consortium: eBook Denials by Subject Collections

Section Denials by Subject Collections: Jan to Jul 2011



(Source: Coremetrics)

Book authorship with Springer by country

Country	# Books 2010
France	326
Italy	342
Spain	187
Turkey	42
Greece	95
Portugal	57

(Source: Springer Controlling)

Thank you for your attention!

Questions or suggestions?

Diana Alkema

diana.alkema@springer.com

www.facebook.com/SAMinSEA

