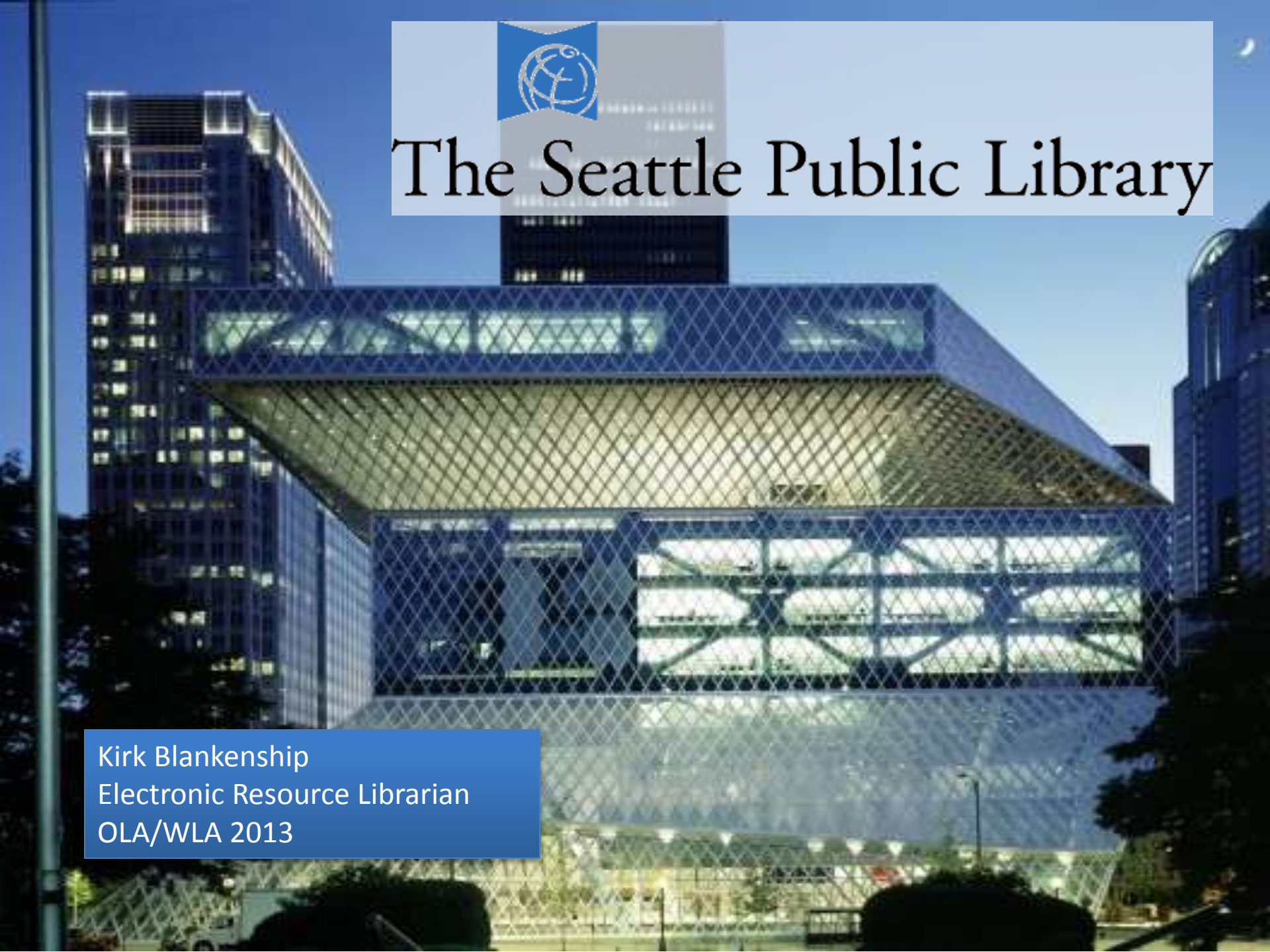
It Takes a Village to Raise Awareness: Libraries, eBooks and Publishing
OLA/WLA 2013 Conference
The Future is Now

Kirk Blankenship, Electronic Resources Librarian, Seattle Public Library
Jennifer Halai, Virtual Library Services Librarian, King County Library System
Jim McCluskey, Collection Development Assistant Manager, Sno-Isle Regional Library System
Jane Nichols, Collection Development Librarian, Oregon State University Libraries & Press
Jennifer Dixey, Design & Process Manager, Whatcom County Library System

OLA OREGON LIBRARY ASSOCIATION

WASHINGTON LIBRARY ASSOCIATION Washington Library Association

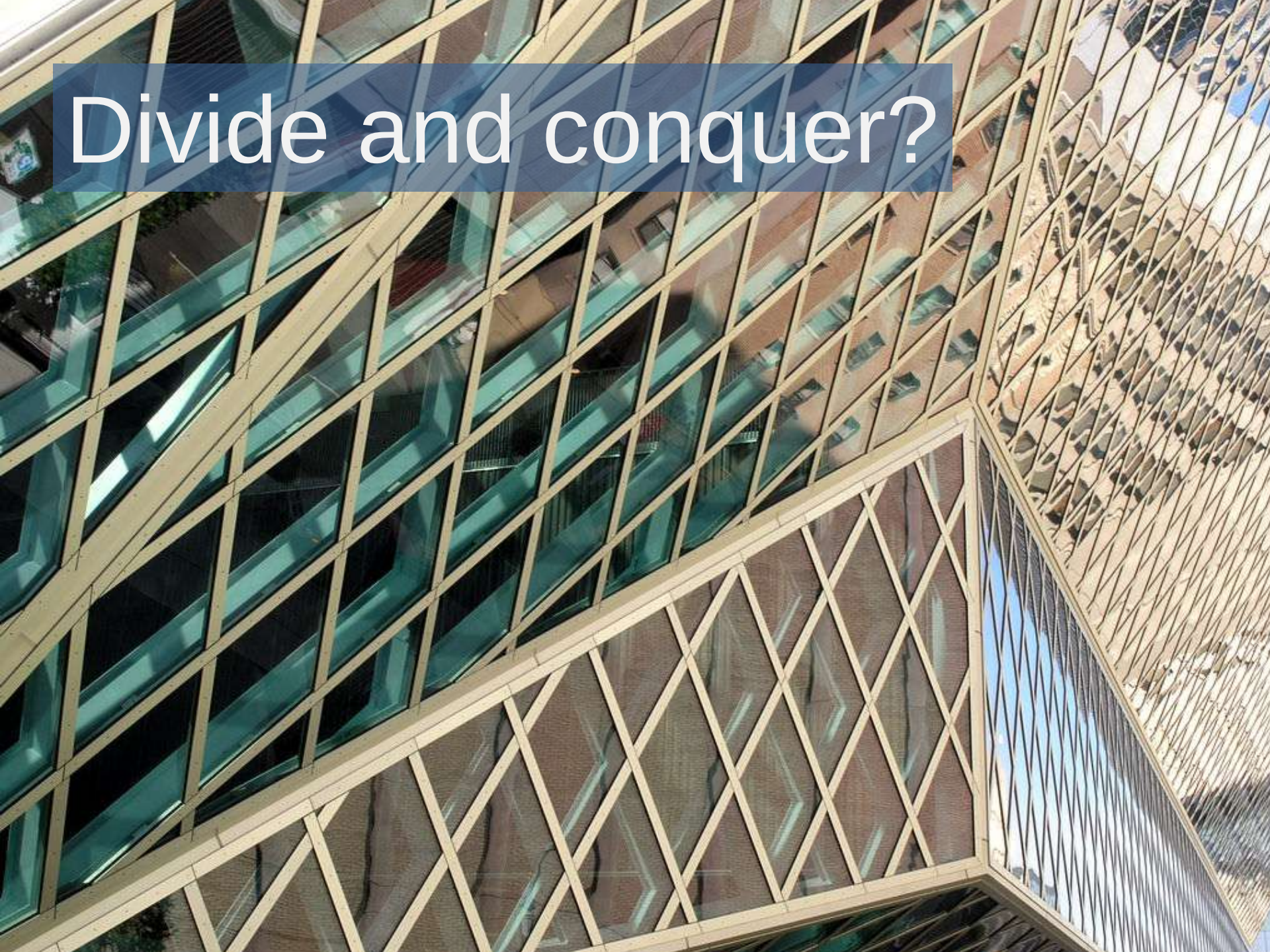


The Seattle Public Library

Kirk Blankenship
Electronic Resource Librarian
OLA/WLA 2013

It takes a village…

Divide and conquer?



Organize

Conclusions?

"Institutions will try to preserve the problem to which they are the solution." -- Clay Shirky

Ebooks. What's the Problem?

image by antony bennison - flickr cc

eBooks in Libraries

What do Librarians Need to Know in Order to Help Patrons? What do Patrons Need to Know to Use eBooks?

Jennifer Dixey, Collection Support & Digital Initiatives
Whatcom County Library System - Bellingham WA

It's a Reference Question!

image by nypl digital collections - flickr

Documentation is Key.

Providing Patron Assistance

90% of patron questions regarding ebook technical help can be answered using Anytime Library's Help. (NJ 10/31/2012)

Feel free to help as much as you can, but also feel free to offer patrons the **Help** link on the top of the Washington Anytime Library website. On the page that opens, click Overdrive Help (see below). The next page has several topics to choose from as well as a box to enter search terms.

Here is the link to Anytime Library's webpage: http://nwwanytime.lib.overdrive.com/8AFC6D7A-6B6B-42B3-B6D0-52CB64F23E1D/10/504/en/Help.htm

There are also FAQS on our own WCLS website.

Here is a link to our WCLS FAQ's: http://www.wcls.org/ebook-faq

Searching for ebooks and downloadable audio

Expand Your Comfort Zone

Yes, I can help you with that!
Show me what you are trying to do.
We can explore this together.

image by ming_1967 - flickr cc

Patrons Need to Know …

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eBooks in Libraries

Alternative Models for Lending eBooks

Tokens (Freading)

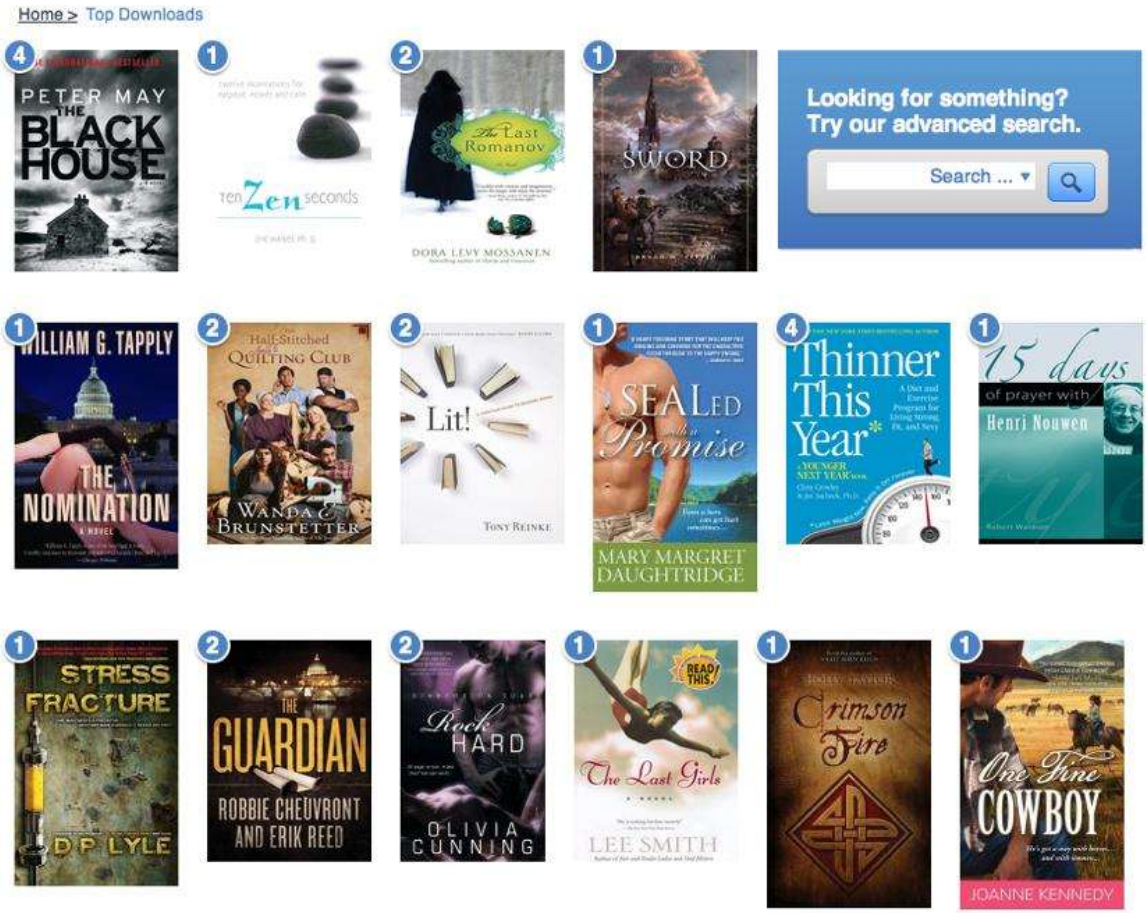

image from Freading Top Downloads

Streaming (Hoopla, Others)

hoopla beta My Titles Browse Search Sign Up | Sign In

When She Came Home
Drusilla Campbell

If You Give a Rake a Ruby
Shana Galen

Rescue My Heart
Jill Shalvis

The Proposition
Katie Ashley

The Avalon Ladies Scrapbooking Society
Darien Gee

Revenge
Yoko Ogawa

Blood of Dragons
Robin Hobb

The Interestings
Meg Wolitzer

image from Hoopla (beta) Audiobooks

Independent (Douglas County)

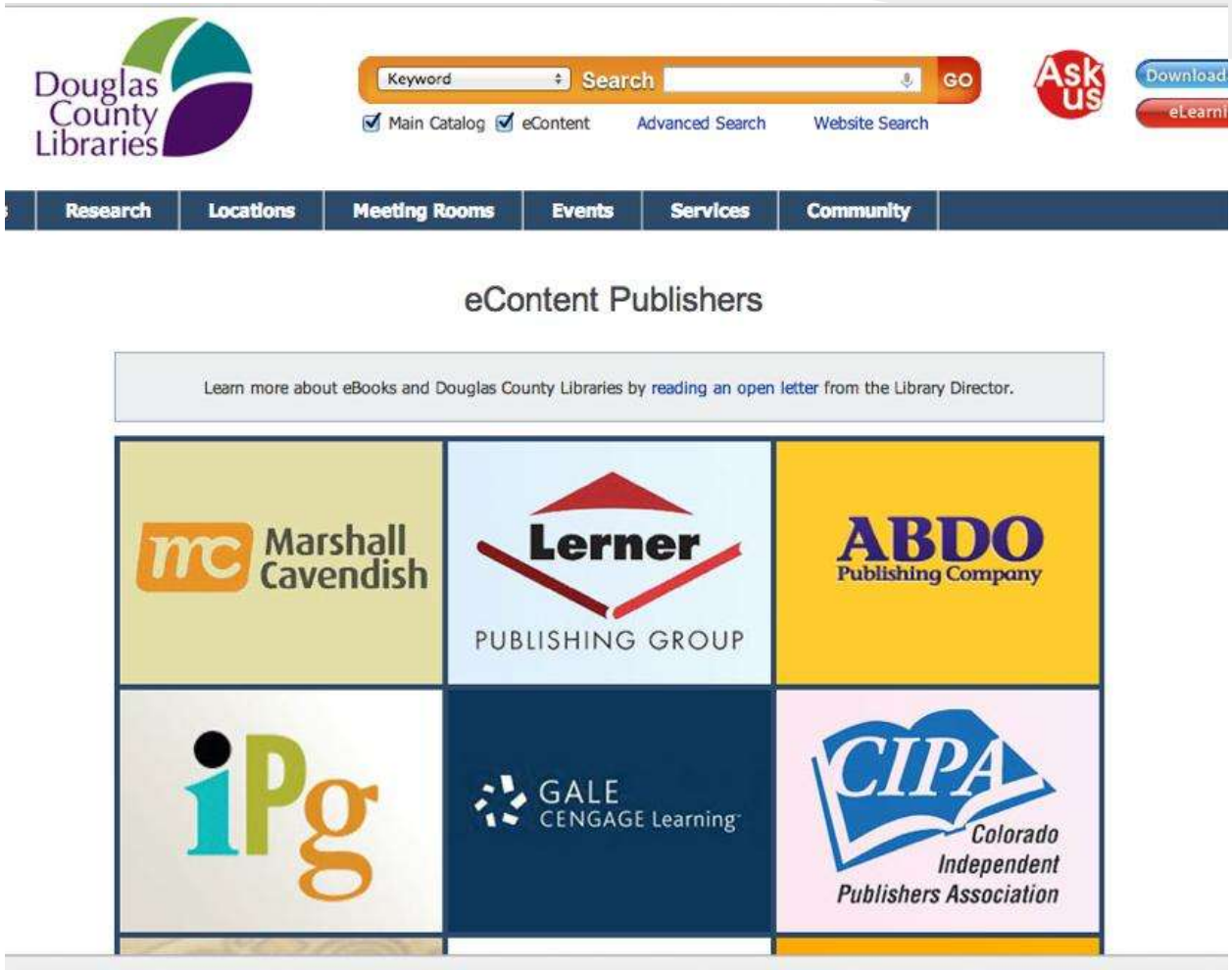

image from douglas county colorado library site

Cooperative (OpenLibrary)

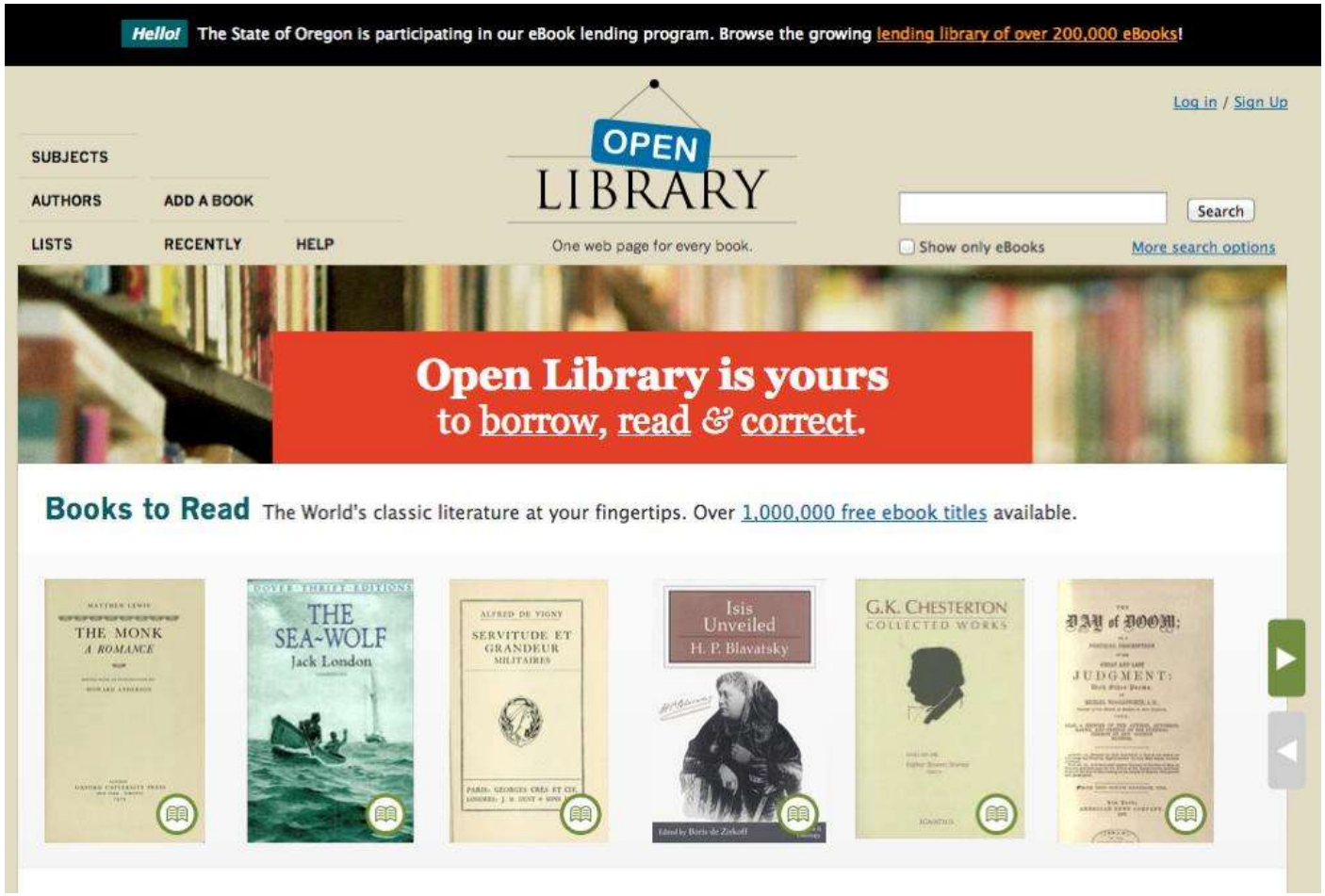

image from OpenLibrary website

Crowdfunded (Unglue.it)

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Still have questions? We've got answers.

Or, sign up below.

Active Campaigns

NETWORK OF KILLERS
D. B. Reynolds

Feeding the City
Sara Roncaglia

Start Ungluing Now!

Username

Email

Password

Password (again):

image from unglue.it

Contact Information

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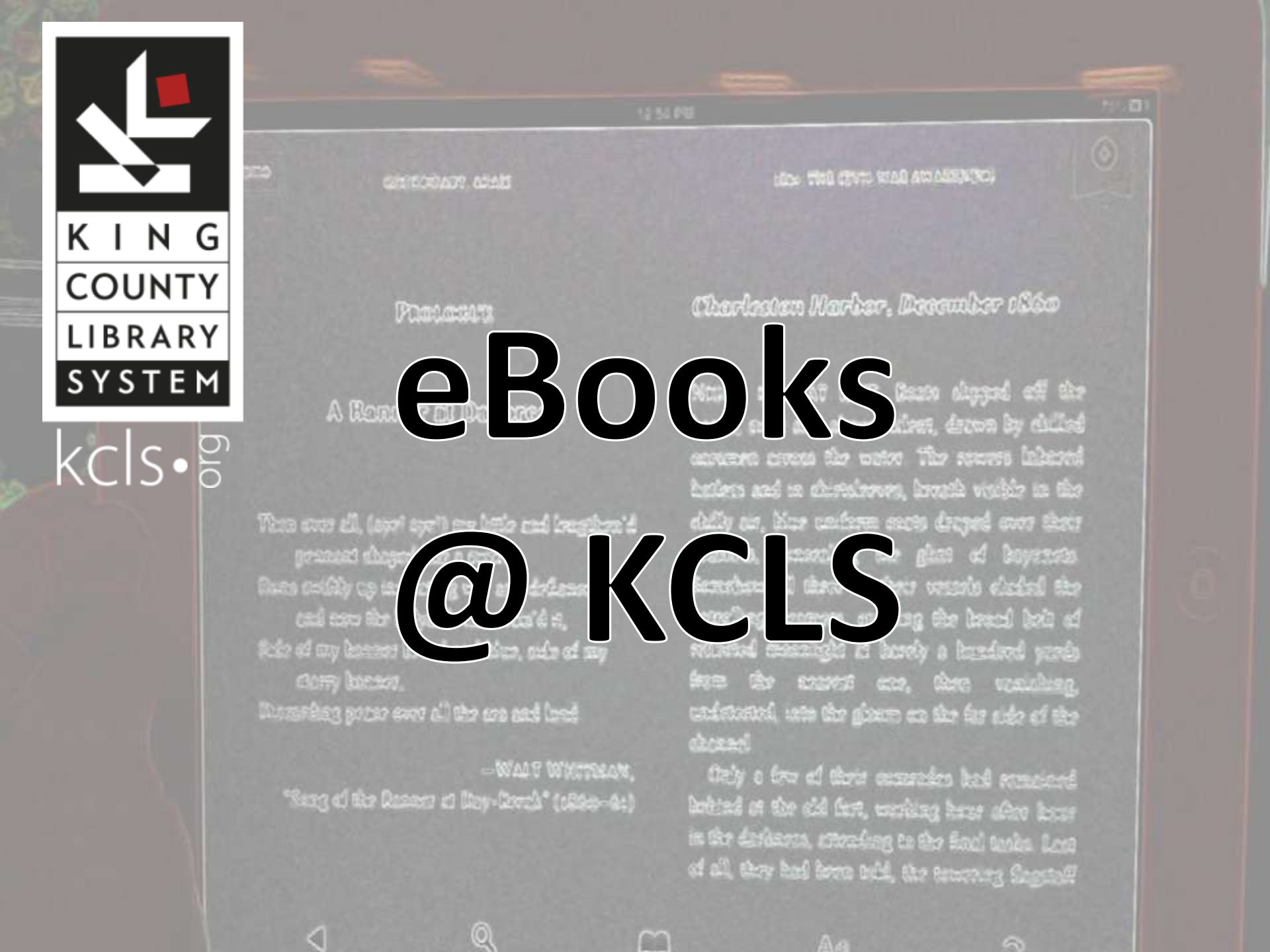
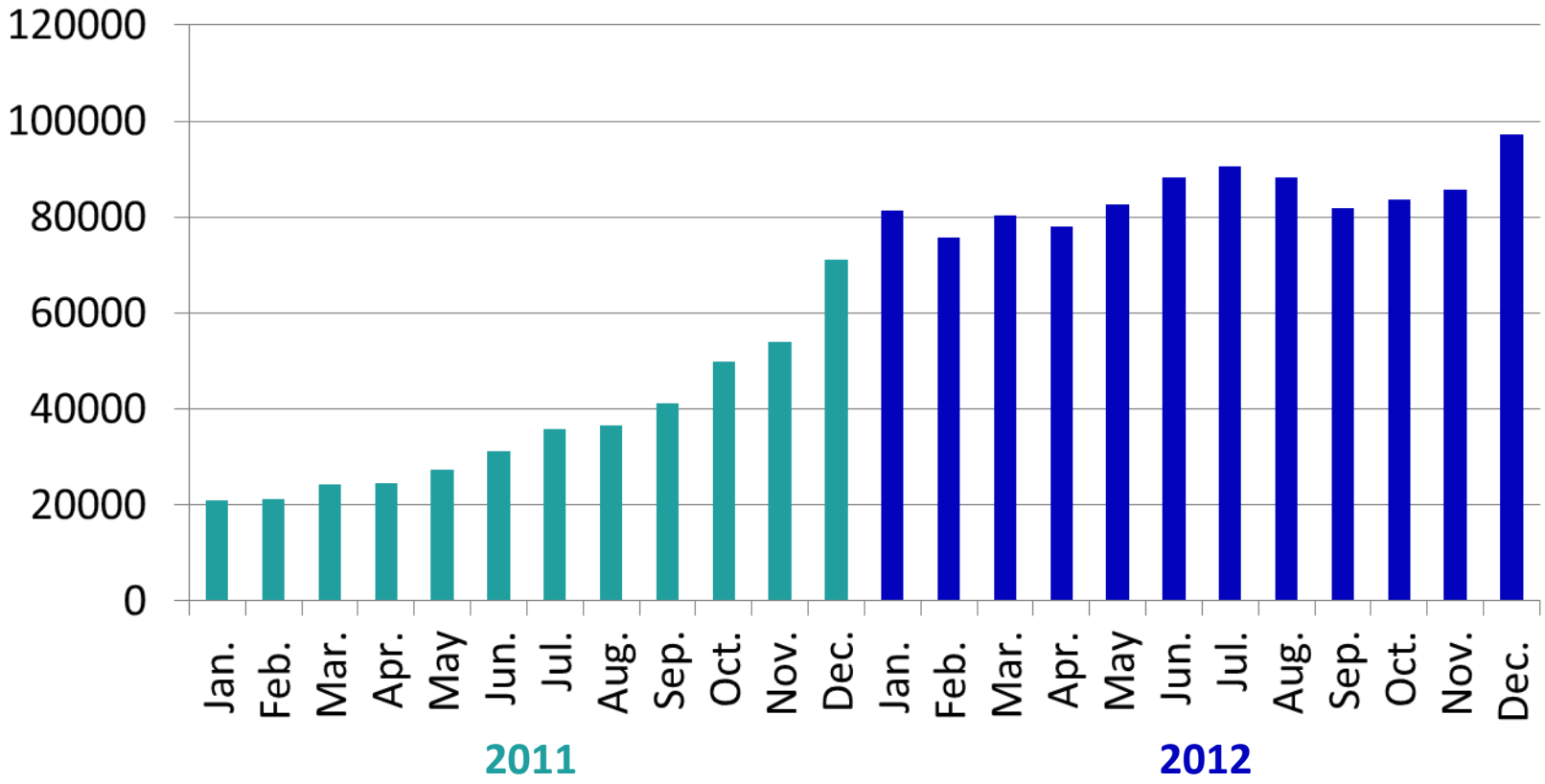
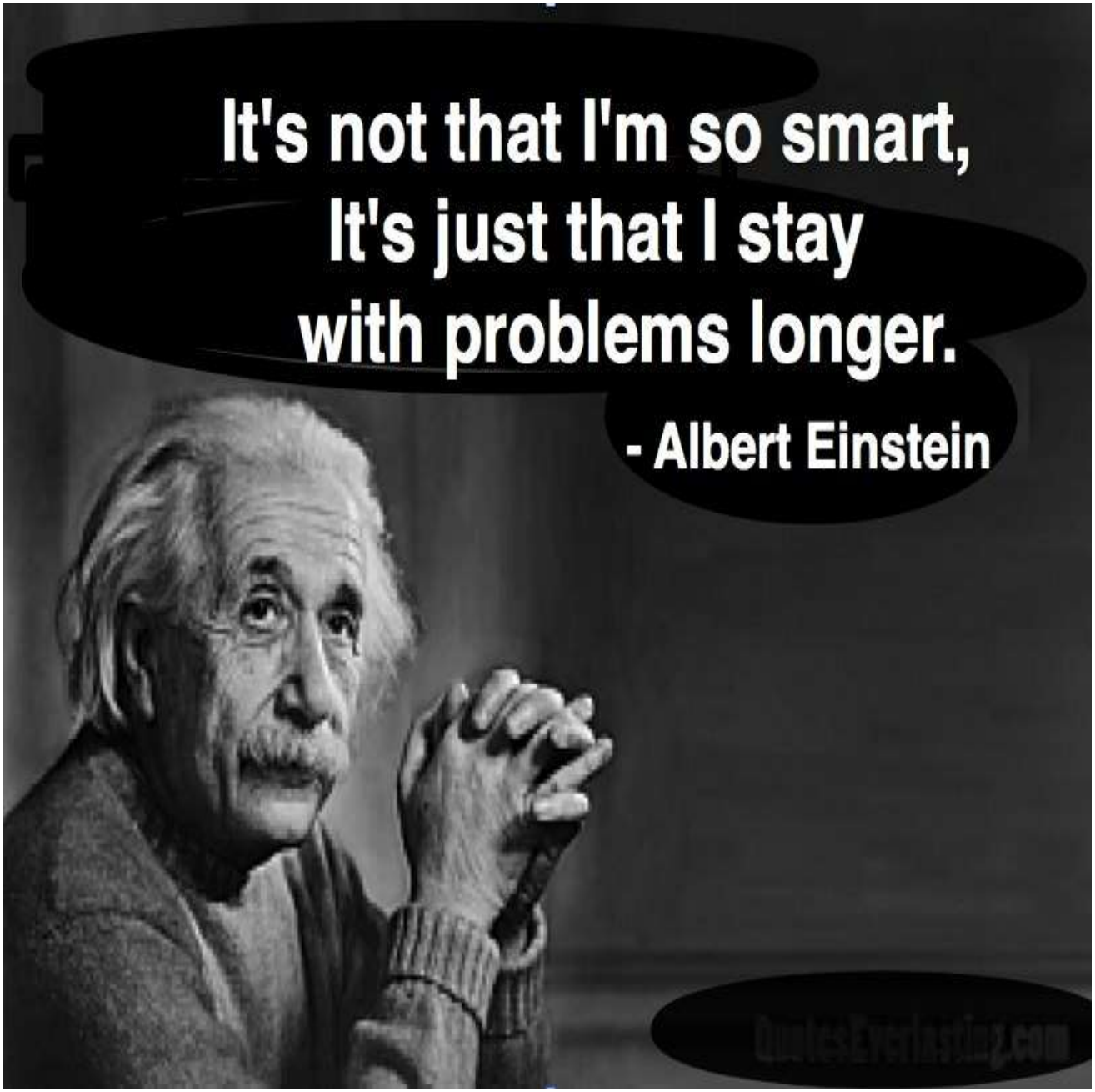
@jrdixey


KING
COUNTY
LIBRARY
SYSTEM
kcls.org
eBooks
@ KCLS

King County Library System
Monthly eBook Checkouts
2011 - 2012



Staff & Patron Training


It's not that I'm so smart,
It's just that I stay
with problems longer.
- Albert Einstein

KING
COUNTY
LIBRARY
SYSTEM

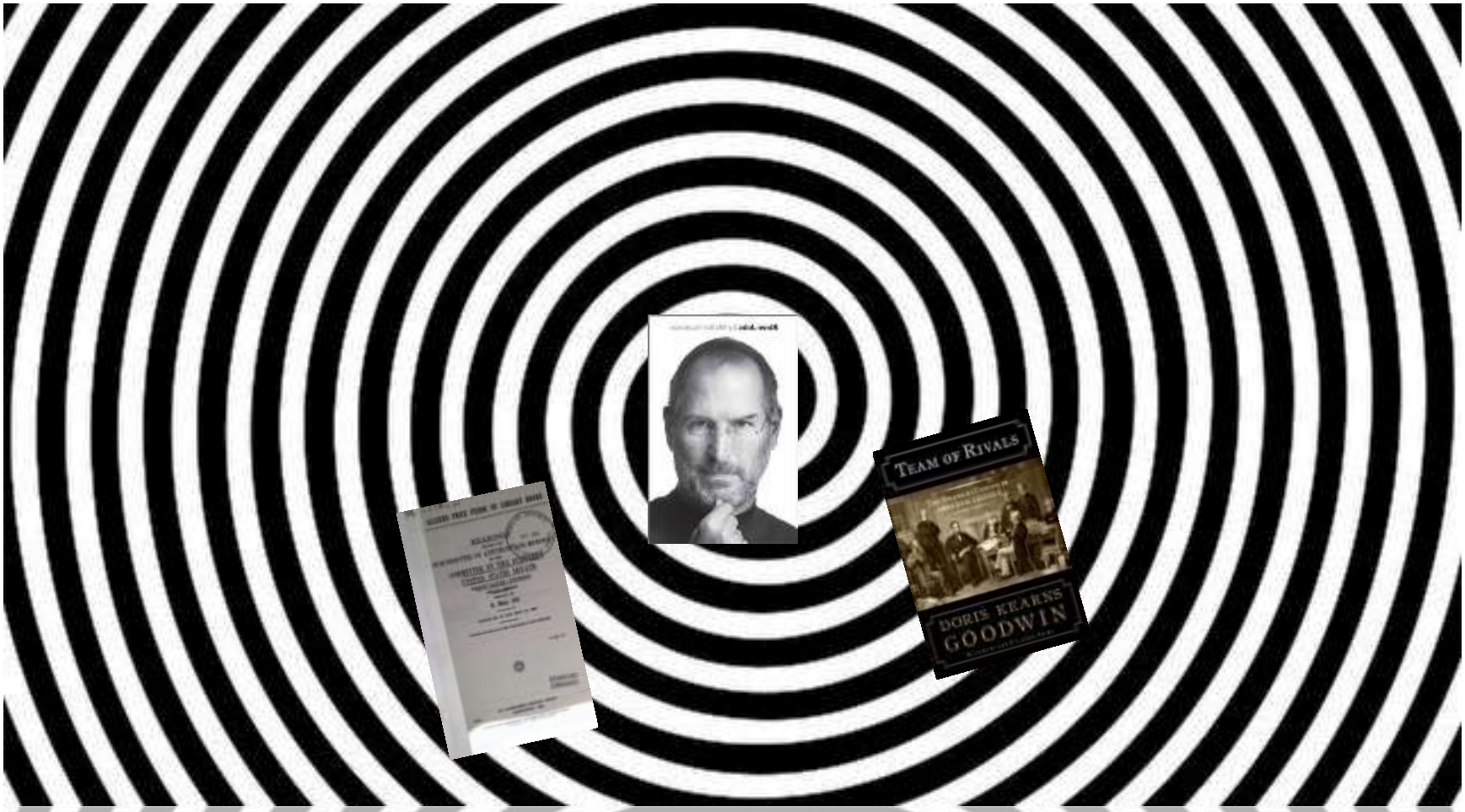
books24x7

axis360
digital media library
by Baker & Taylor

OverDrive

OneClickdigital

Why Don't You Have *THAT* eBook?

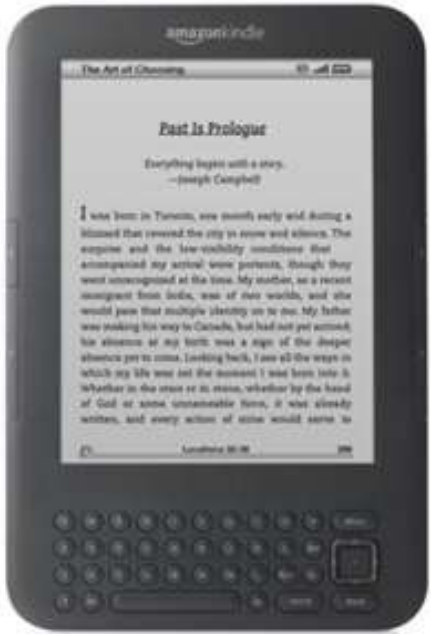


http://www.kcls.org/downloads/availability.cfm

Thank you!

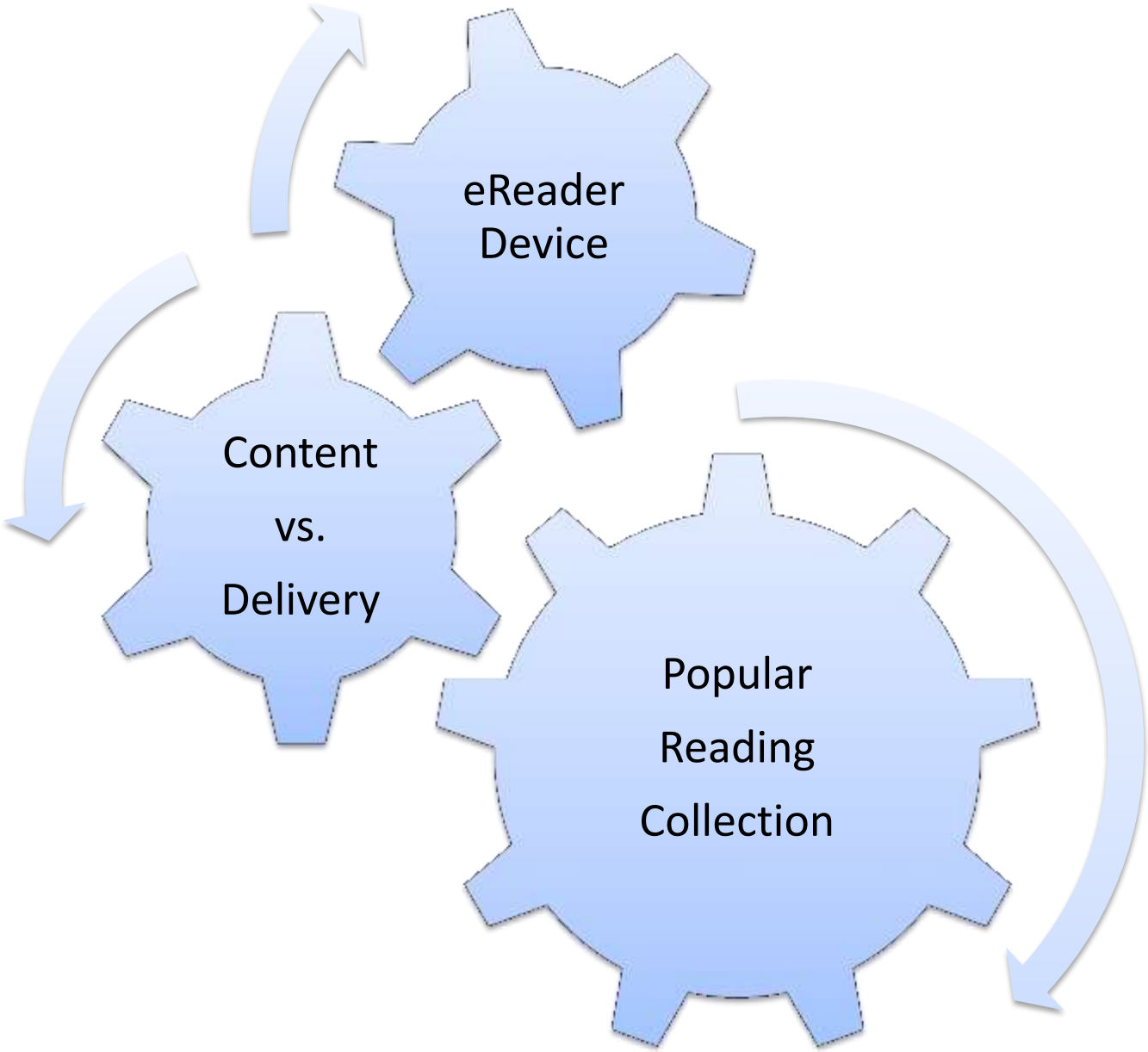
Jennifer Simon Halai
Librarian, Virtual Library Services
King County Library System
jshalai@kcls.org

From Kindles to Tablets and Back Again?

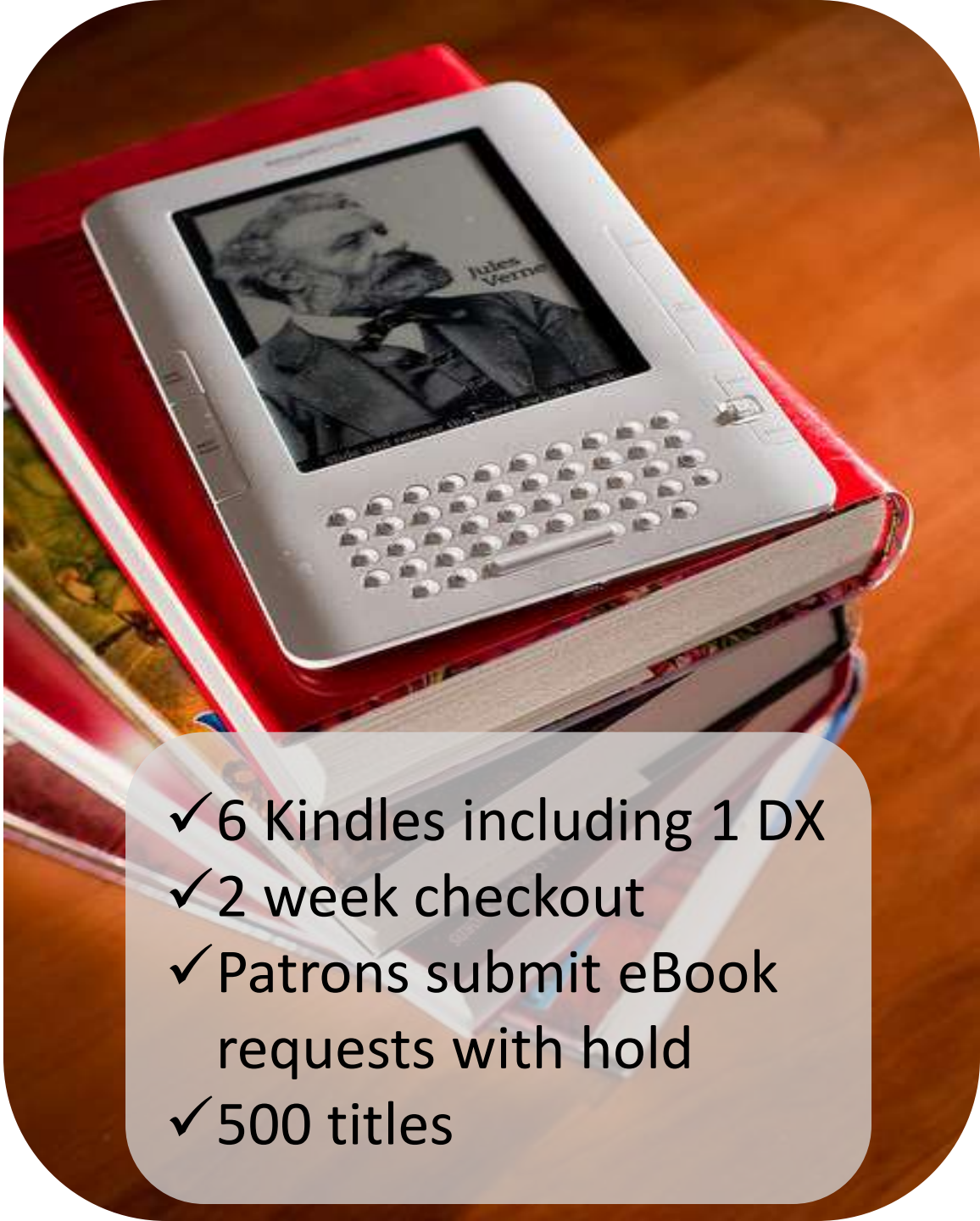


Jane Nichols

Oregon State University Libraries & Press


eReader
Device
Content
vs.
Delivery
Popular
Reading
Collection

Kindle Lending



- ✓6 Kindles including 1 DX
- ✓2 week checkout
- ✓Patrons submit eBook requests with hold
- ✓500 titles

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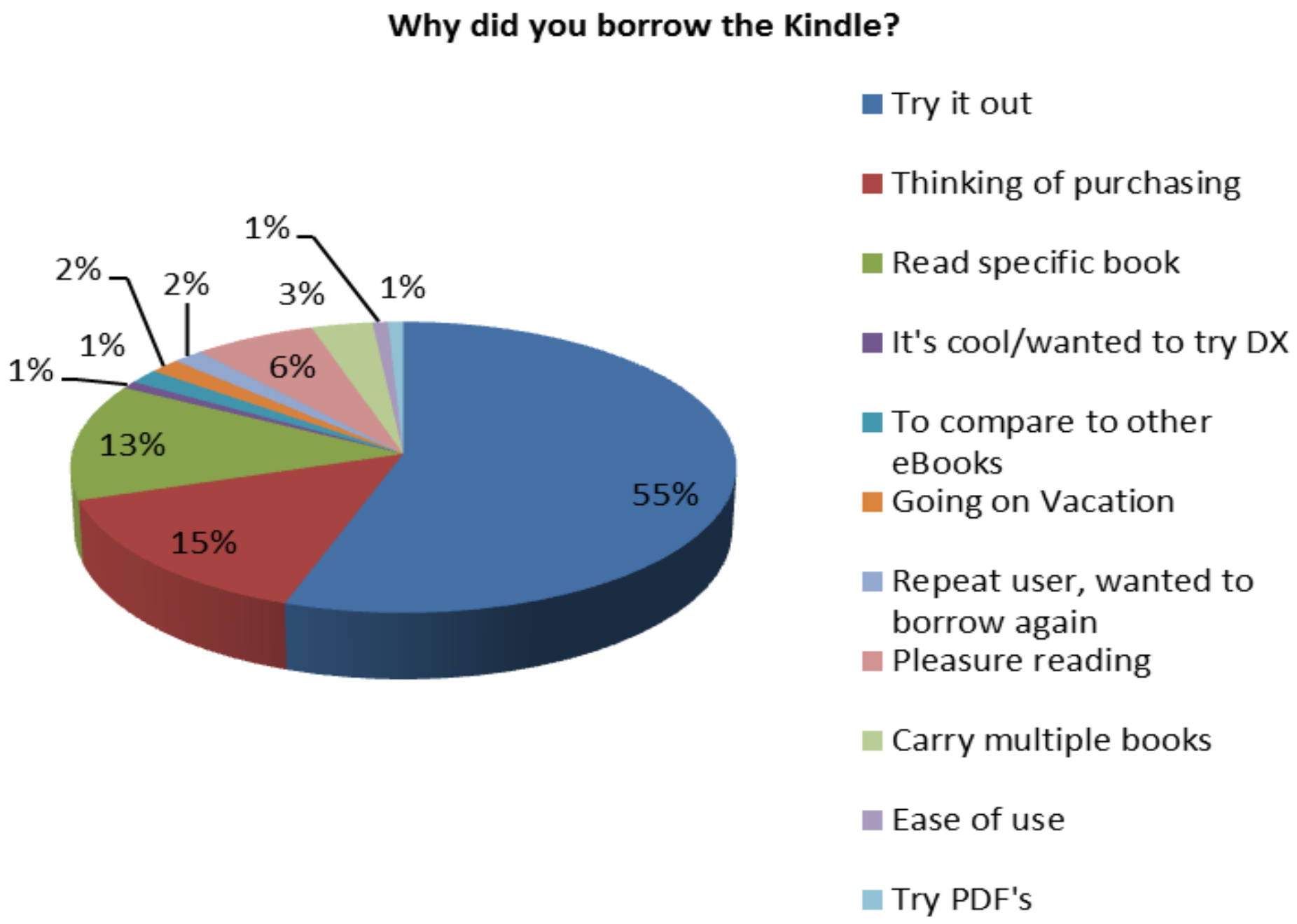
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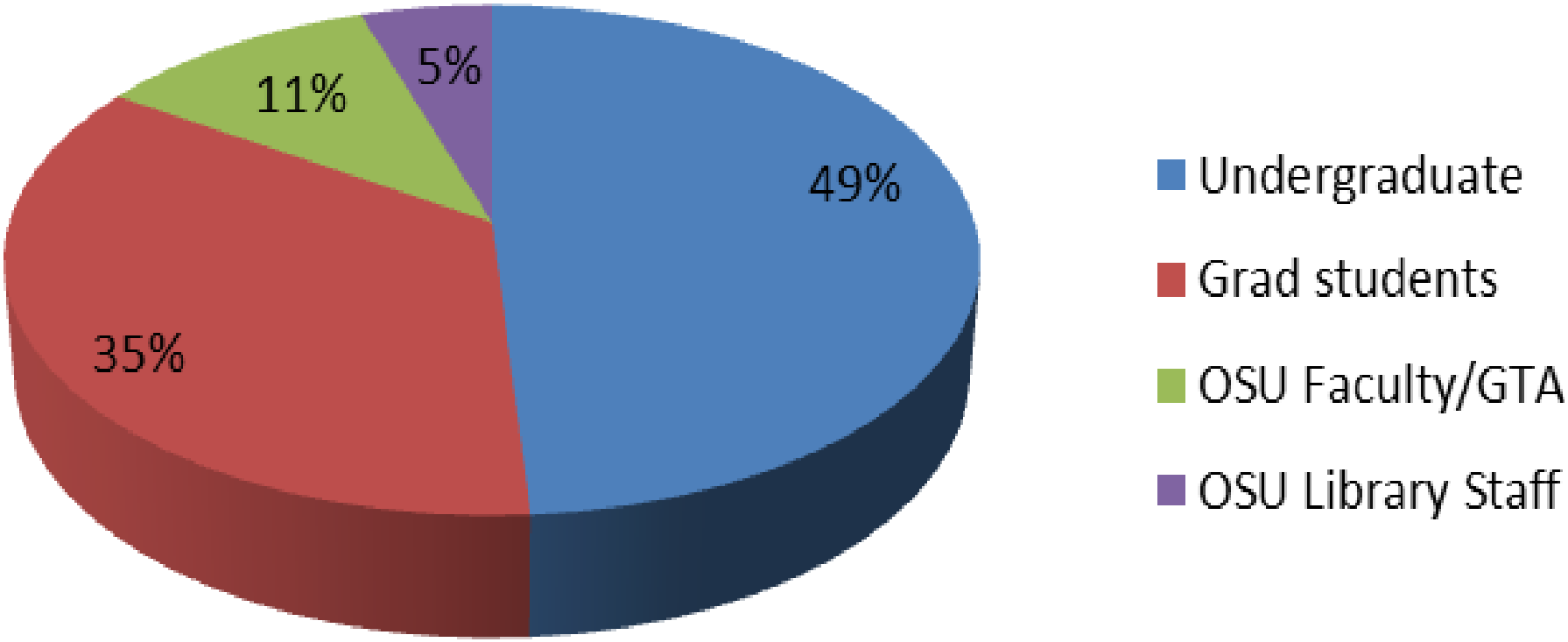
Pleasure reading
Carry multiple books
Ease of use
Try PDF's

Check out by Patron Type



Tablets

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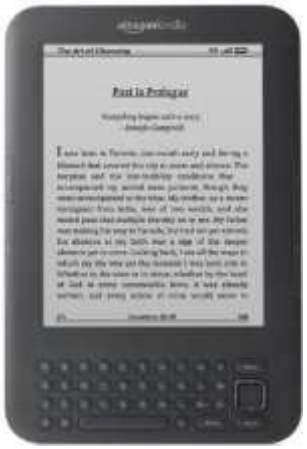
eReader Study



Kindle Keyboard with ads

Kobo Touch

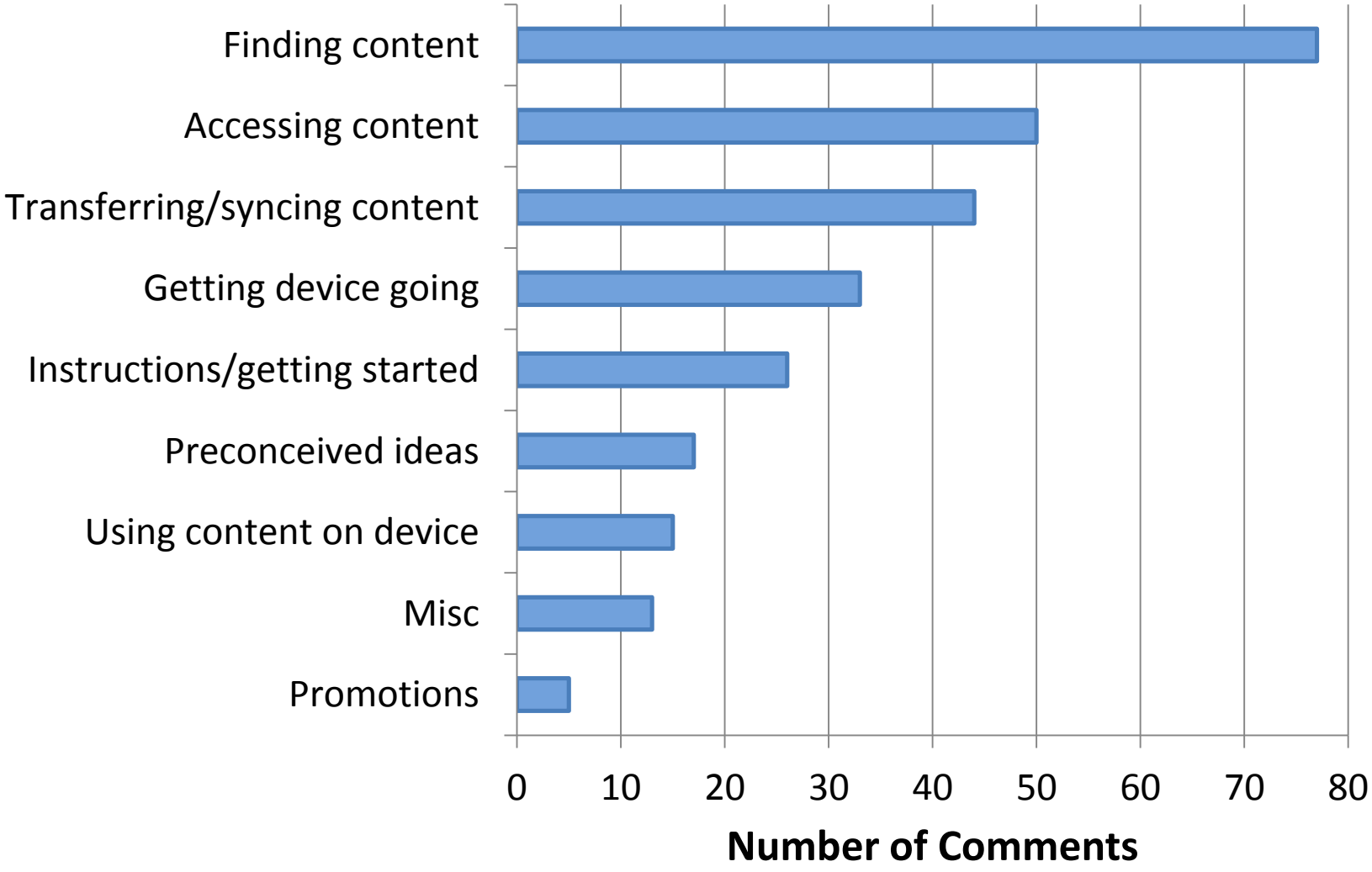
Sony Digital Reader

Nook Touch

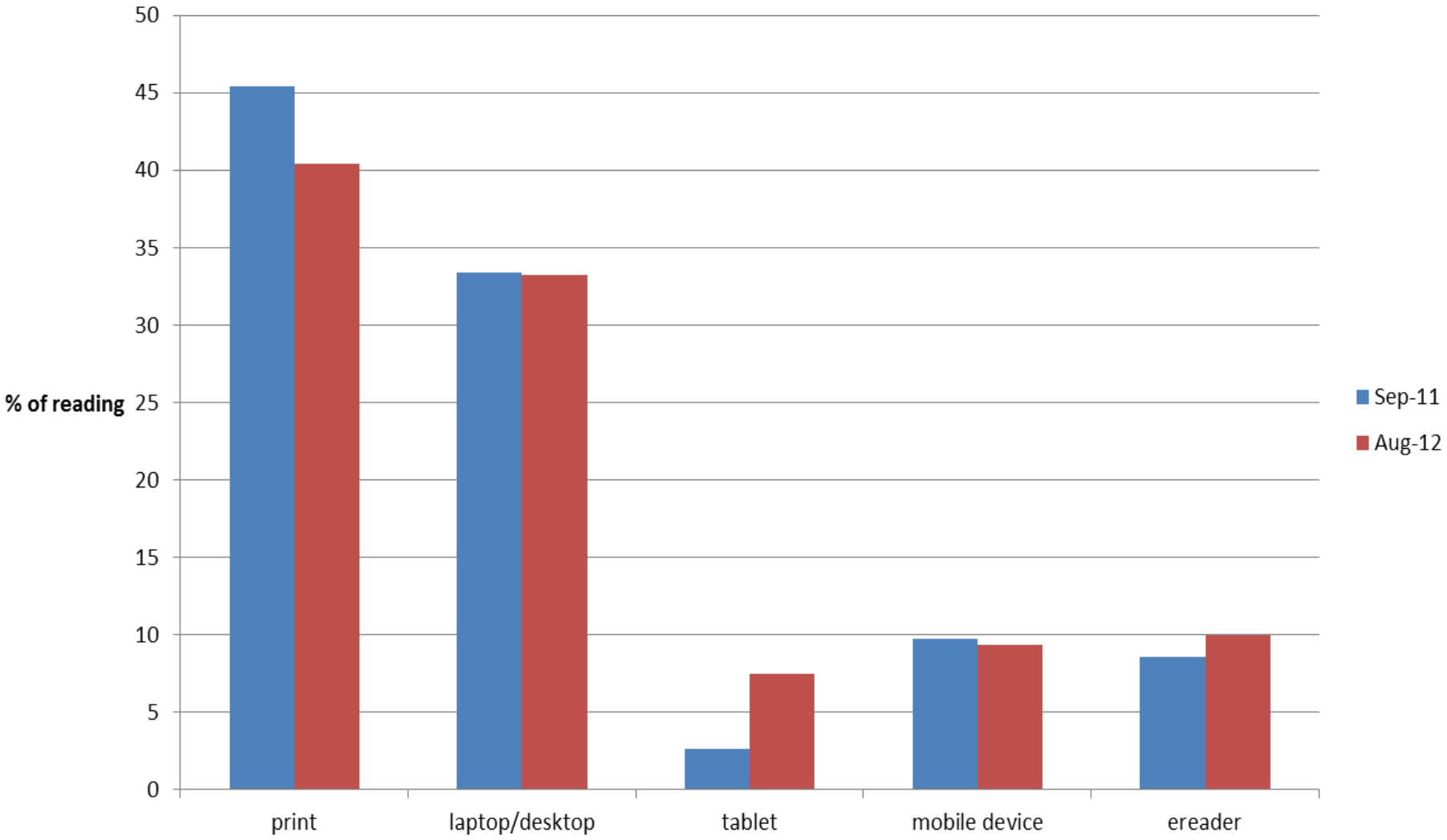
8/11-8/12
4 eReaders
30 librarians & press staff

Kindle Keyboard; Kobo Touch; Sony Digital Reader; NOOK Simple Touch™

Problems Encountered



Reading Habits



Adult gadget ownership over time

% of American adults ages 18+ who own each device

Source: Pew Internet surveys 2006-2013

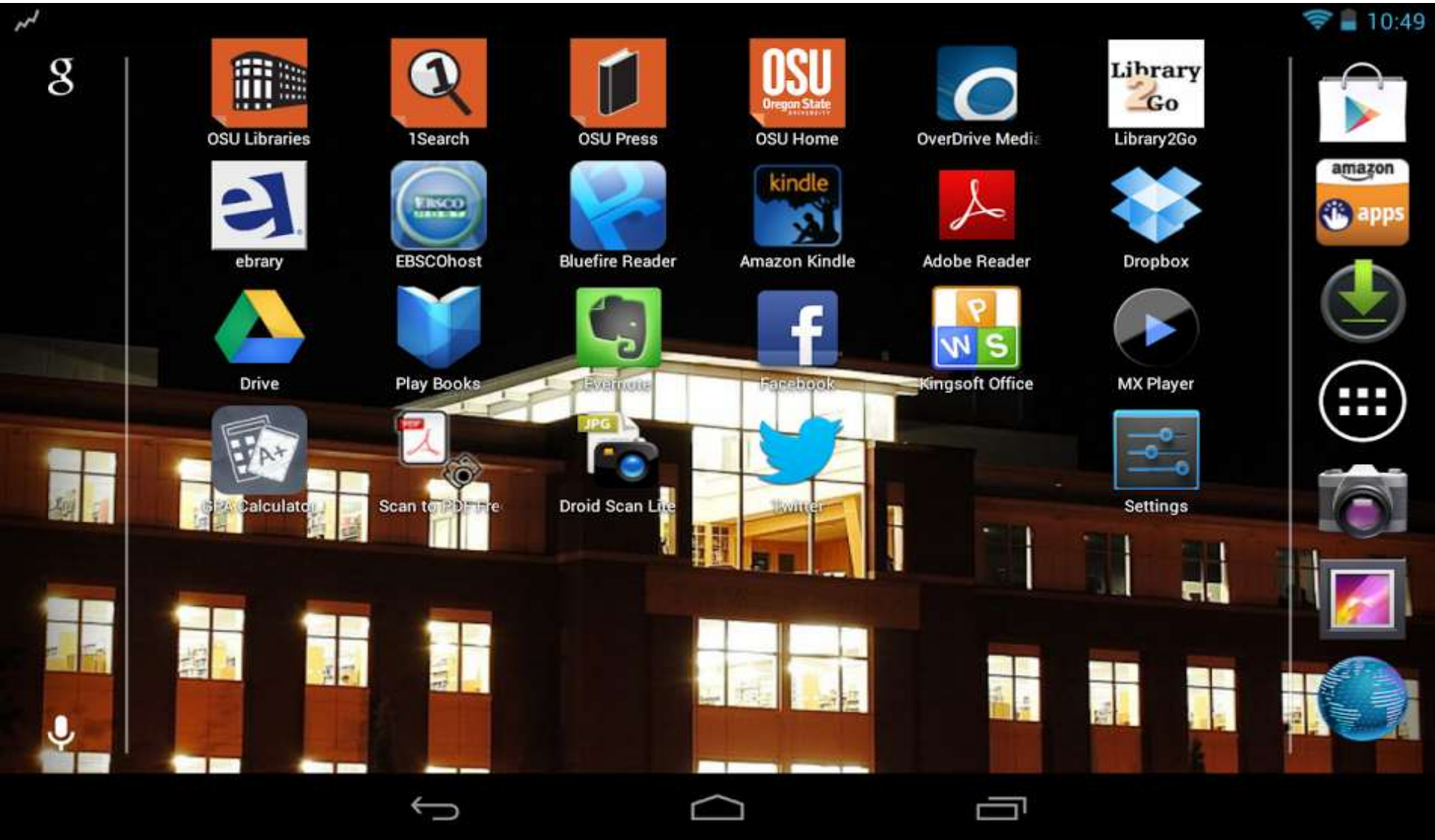
Pew Research Center's Internet & American Life Project

Transitional Technology

“No revolution in communication media succeeds without a transitional period during which it imitates the old.” (Waller, 1986)

"Looking back on the history," he writes, "one clear trend stands out: Each new technology increased the complexity of the ecosystem.“ (Naughton, 2011)

The Vision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OSU Libraries
1Search
OSU Press
OSU Home
OverDrive Media
Library2Go
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Amazon Kindle
Adobe Reader
Dropbox
Drive
Play Books
Evernote
Facebook
Kingsoft Office
MX Player
GPA Calculator
Scan to PDF Free
Droid Scan Lite
Twitter
Settings

cyanogenmod

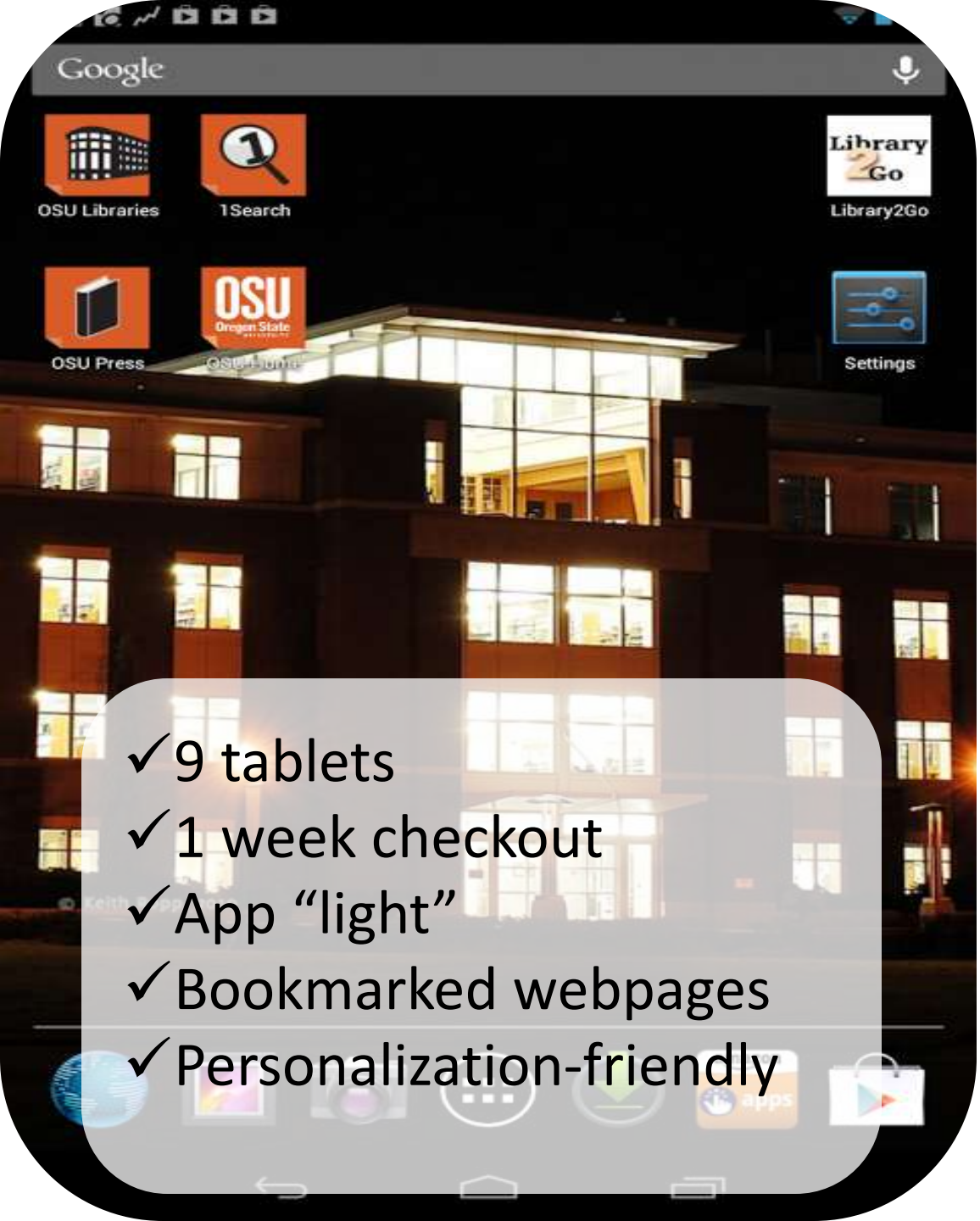
Staff said…

"Love the way it integrated with Google…that is a bit scary at the same time."

"[Difficulty] figuring out where files went after downloading them."

"I…find the Android functionality to be less intuitive and user-friendly than Apple [has Android and iOS devices.]"

"Small size is nice…carried it instead of iPad a couple of times."



- ✓9 tablets
- ✓1 week checkout
- ✓App “light”
- ✓Bookmarked webpages
- ✓Personalization-friendly

Nexus 7 Lending

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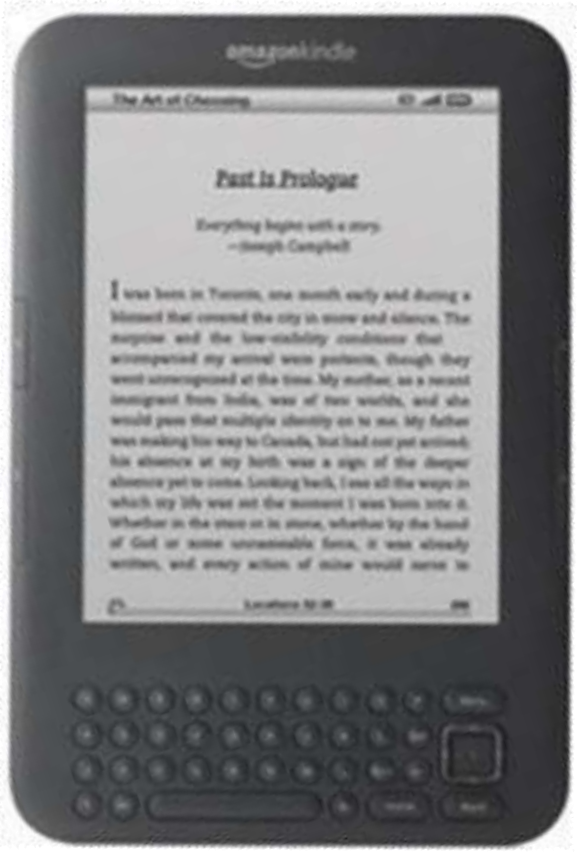

and the Kindles…?

Kindle Keyboard

Thanks!

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