2016

A textbook example: the academic library and Cengage Learning eTextbook pilot

Alison M. Pepper
*University of Wollongong, abetts@uow.edu.au*

Maryce Johnstone
*Cengage Learning*

**Publication Details**

Research Online is the open access institutional repository for the University of Wollongong. For further information contact the UOW Library: research-pubs@uow.edu.au
A textbook example: the academic library and Cengage Learning eTextbook pilot

Abstract
This paper shares both publisher and library perspectives and findings from a 2014/2015 Cengage-Learning eTextbook pilot project, an Australia and New Zealand first for institutional elending and region-specific eTextbooks for the academic library. In mid-2014, seven eTextbooks were released via established aggregator platform, EBL, with a three-concurrent-user model. An additional twenty titles were added for first semester 2015. Preliminary results are presented in this paper. The benefits of integrating and experiencing eTexts in new Teaching and Learning paradigms has yet to be fully realised across stakeholders, posing both risk and opportunity for both library and publisher.

Keywords
learning, etextbook, library, pilot, academic, example;, textbook, cengage

Publication Details

This conference paper is available at Research Online: http://ro.uow.edu.au/asdpapers/684
A textbook example: the academic library and *Cengage-Learning* eTextbook pilot
eTextbook:

An exact rendering of print textbook or “print-fidelity” (Hallam, G. 2012) product and may include basic interactive functionality
• **Vendor**: Perceived risk to sales revenue

• **Library**: proof of concept – cost & demand
Addressing Client Need

(Library, Student, Educator)
Why important?

Equity of access
Compliance, HESA 2003
Expertise and leadership in access to content
Strengths of the Pilot

Regionally relevant content

Pricing – equivalent to print with broader access gains

Access – could facilitate turnover
WHY CENGAGE LEARNING?
Libraries reported a need to have a viable eTextbook access model which:

- Met their legal obligations
- Worked for their students and academics
- Was affordable
- Was easy to manage (preferably using a known eBook platform)
Cengage Learning was willing to test risk around:

- Front list titles which were already selling well
- Potential reduction in sell-through of books direct to students
Benefits for Cengage Learning

- We will have a better understanding of student behaviours while using our content
- This helps us publish better textbooks
- This informs the evolution of textbooks into the next generation fully integrated Personal Learning Environment
- We want to ensure Libraries stay at the centre of the delivery of future learning content in their institutions
THE PILOT PROJECT 2015
Followed on from the early Pilot Project where Cengage offered 7 titles in 2014.

The total number of titles for 2015 was 28 – including new titles and new editions of the original 7 titles.

All were Australia/New Zealand editions.
PARTICIPATION IN THE PILOT PROJECT
2015 – Participants

- Cengage Learning eTextbooks are available for purchase through ProQuest to any library in Australia & New Zealand
- Of 51 institutions to purchase Cengage Learning titles in 2015, 38 (or 75%) were universities
- This represents 80% of ANZ Universities who have participated in the Pilot Project
2015 – Purchasing History

- Each eTextbook copy sold allows 3 concurrent users, so 1 unit is equivalent to 3 copies
- 13 universities purchased 10 or more titles with multiple units of more popular titles
- 7 universities purchased 20 or more titles
Units sold by Subject

- Accounting
- Business/Management
- Economics
- Education
- Linguistics/Language
- Marketing
- Nursing
- Nutrition
- Psychology
- Social Work
PURCHASE MODELS
Institutions can choose to expose the whole catalogue of titles to their users, or not
Purchase decisions can be made by librarians
Purchasing can be automated through active use of any title, either with or without a prior number of paid Short term Loan instances
Purchasing can be automatic after Turnaways
The institution sets the parameters, and some of these can be set per title
The purchase models used in 2015

Purchase Models

- Purchase
- Auto Purchase
- Auto Purchase after Short Term Loan
- Mixed
USAGE STATISTICS
2015 Access Statistics
- 102,669 sessions
- 20,668 unique users
- 5 - Average number of sessions per unique user

# Sessions by Unique Users

- 1-5
- 6-10
- 11-20
- 21-40
- 41+
Devices used

- Windows
- Macintosh
- iPad
- Android
- iPhone
Statistics by Subject – Session Duration

Duration of Access per Unit Sold (Hours)

- Accounting
- Business/Management
- Economics
- Education
- Linguistics/Language
- Marketing
- Nursing
- Psychology
- Social Work
Statistics by Subject – Loan & Print Instances

Download (Loan) & Print Instances per Unit Sold

Accounting  Business/Management  Economics  Education  Linguistics/Language  Marketing  Nursing  Psychology  Social Work

Download/Loan  Print
The Pilot Project Continues....

WHAT'S NEXT?
New titles for March 2016

- 22 US titles where Cengage has been able to gain rights release
- US subject areas include Engineering, Counselling, Maths
- 10 Australian titles
We can do this?

We can do this!!!
THANK YOU & QUESTIONS