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

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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 lending 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

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

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CENGAGE
Learning®

A hand is holding a tablet computer. The background is a blurred image of the tablet's interface, showing a navigation bar with several icons. The text is overlaid on this background.

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

The background of the slide features a collection of colorful smiley faces drawn on a white surface. The smiley faces are arranged in a somewhat circular pattern and come in three colors: green, yellow, and orange. Each smiley face has two dots for eyes and a curved line for a mouth, representing a happy expression. The colors transition from green on the left to yellow in the center, and then to orange on the right.

Addressing Client Need

(Library, **Student**,
Educator)

Why important?



Equity of access
Compliance , HESA 2003

A hand-drawn sketch in black lines on a white background, depicting a group of six people sitting around a rectangular table. The people are drawn with simple outlines for heads and bodies. One person on the right side of the table is gesturing with their right hand towards the center. The table has some faint lines suggesting papers or objects on it. The entire scene is enclosed within a simple rectangular frame representing a room. Overlaid on the center of the sketch is a semi-transparent light blue rectangular box containing the text "Expertise and leadership in access to content" in a bold, blue, sans-serif font.

**Expertise and leadership
in access to content**

Strengths of the Pilot

Regionally relevant content

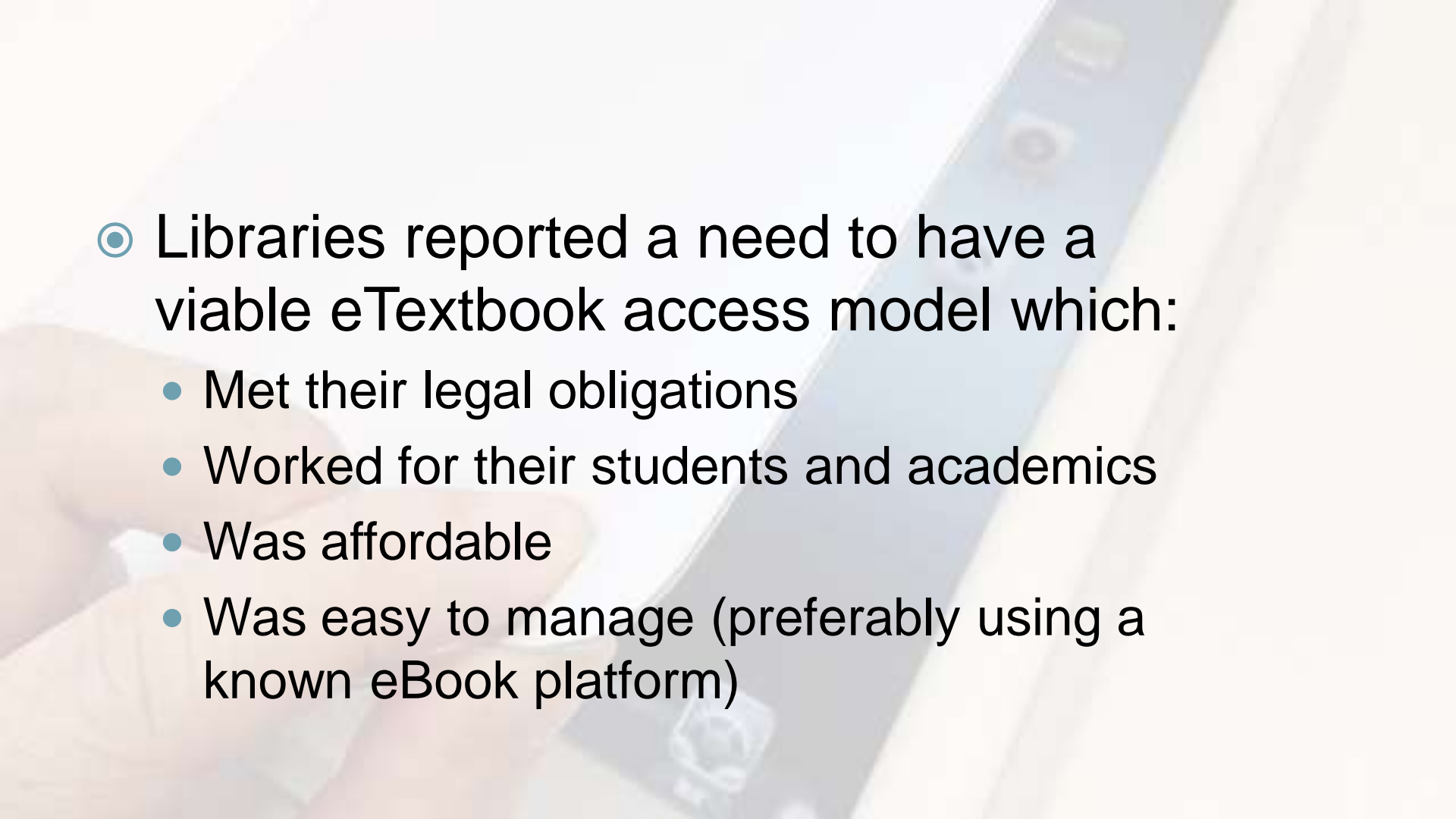
Pricing – equivalent to print with broader access gains

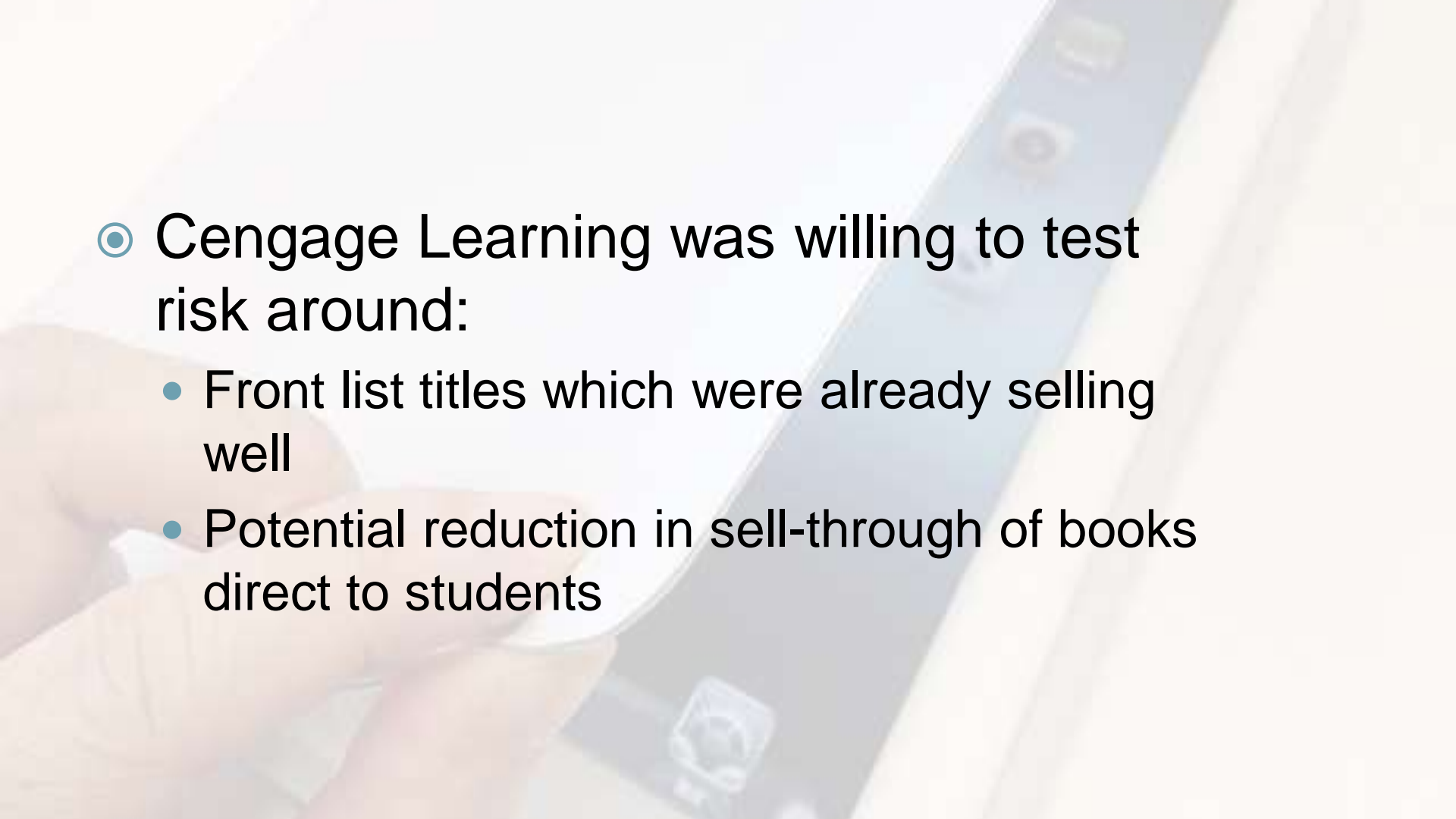
Access – could facilitate turnover



The background features a close-up of a hand typing on a laptop keyboard. Overlaid on this are several hand-drawn icons: a network of four stylized human figures in yellow, orange, and red; three plus signs in purple, blue, and orange; a magnifying glass with a purple plus sign inside; and three interlocking gears in blue and white.

WHY CENGAGE LEARNING?

- 
- A background image showing a hand holding a tablet device. The tablet screen is visible, displaying some faint icons. The hand is positioned on the left side of the frame, with fingers gripping the edges of the device. The overall scene is softly lit, with a focus on the interaction with the technology.
- ◎ 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)

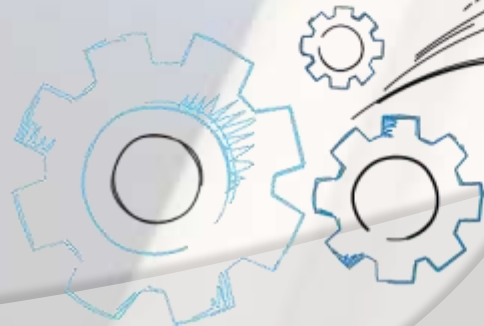
- 
- ◎ Cengage Learning was willing to test risk around:
 - Front list titles which were already selling well
 - Potential reduction in sell-through of books direct to students



◎ Benefits for Cengage Learning

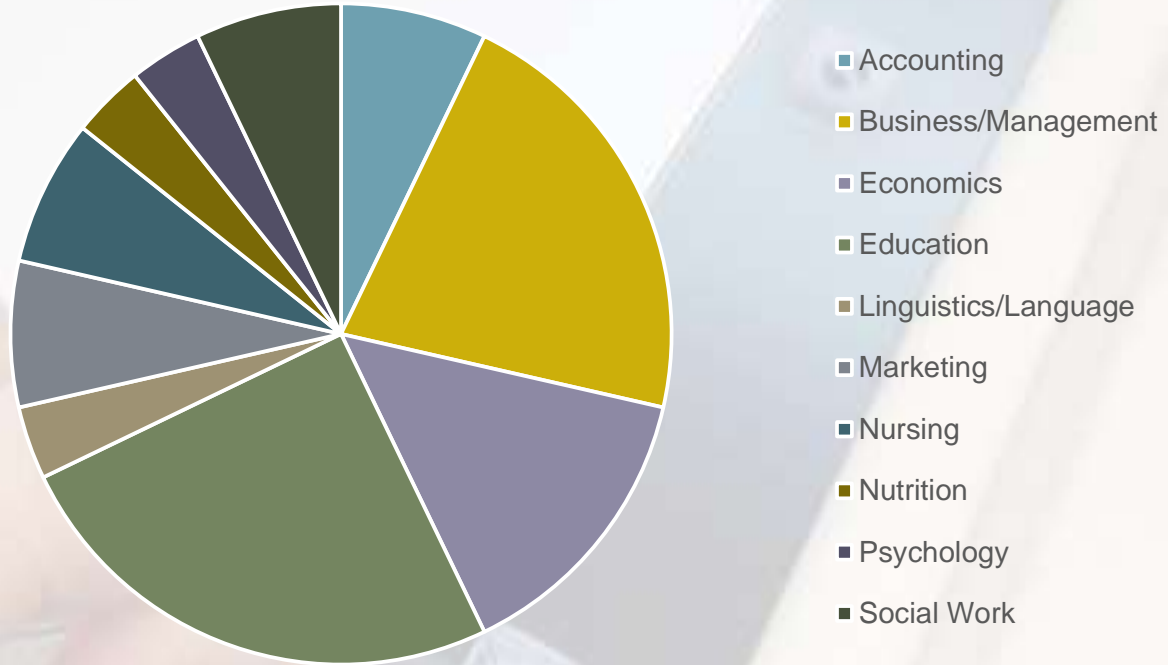
- We will have a better understanding of student behaviours while using our content
- This helps us publish better textbooks
- This informs the evolution of textbooks into the next generation fully integrated Personal Learning Environment
- We want to ensure Libraries stay at the centre of the delivery 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

Subject Split





PARTICIPATION IN THE PILOT PROJECT

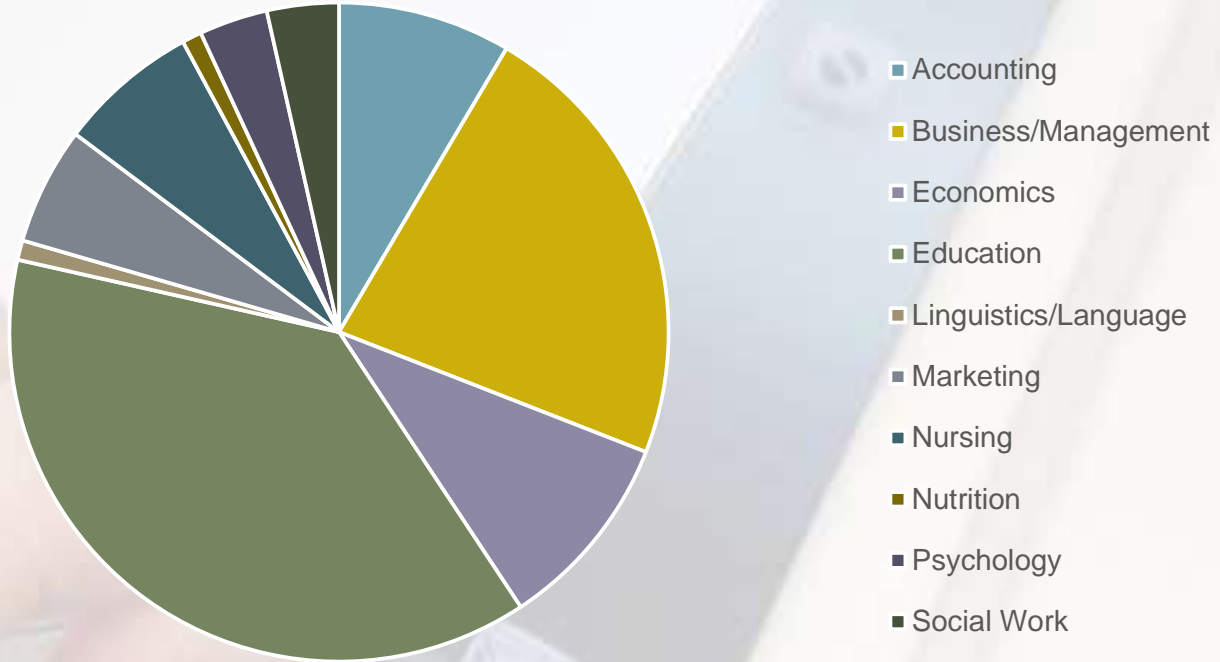
2015 – Participants

- 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

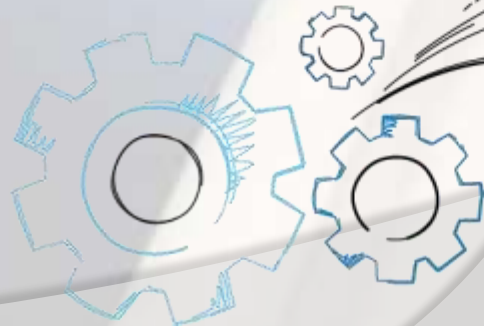
2015 – Purchasing History

- 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



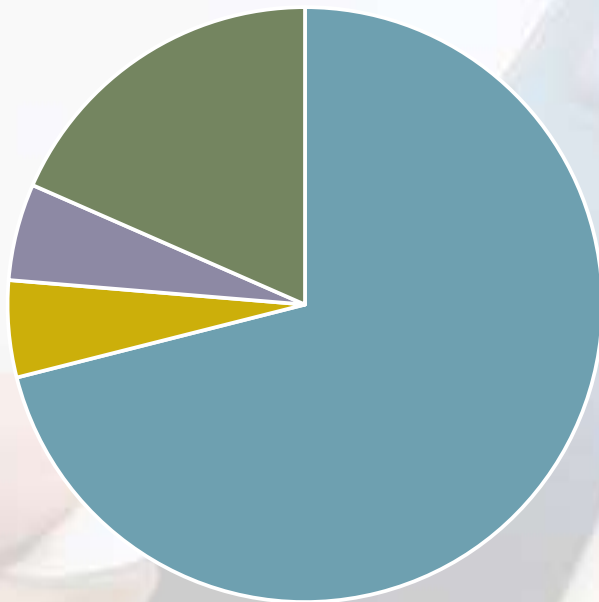
PURCHASE MODELS



- 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

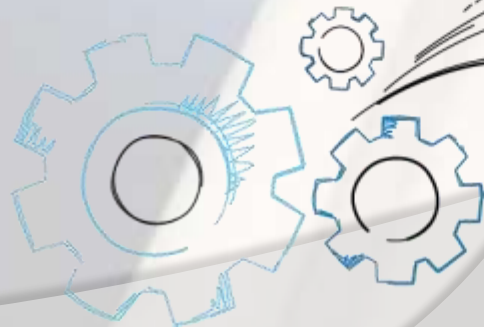
The purchase models used in 2015

Purchase Models



■ Purchase ■ Auto Purchase ■ Auto Purchase after Short Term Loan ■ Mixed

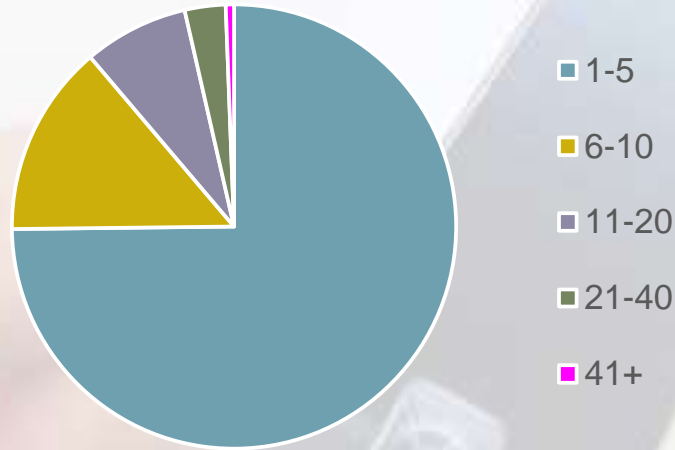
USAGE STATISTICS



2015 Access Statistics

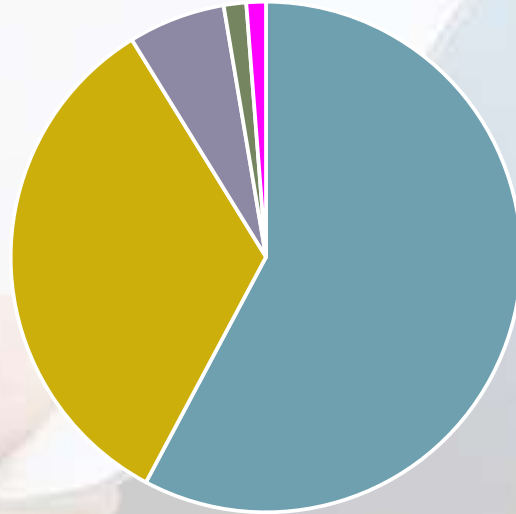
- 102,669 sessions
- 20,668 unique users
- 5 - Average number of sessions per unique user

Sessions by Unique Users



Devices used

Devices Used



■ Windows

■ Macintosh

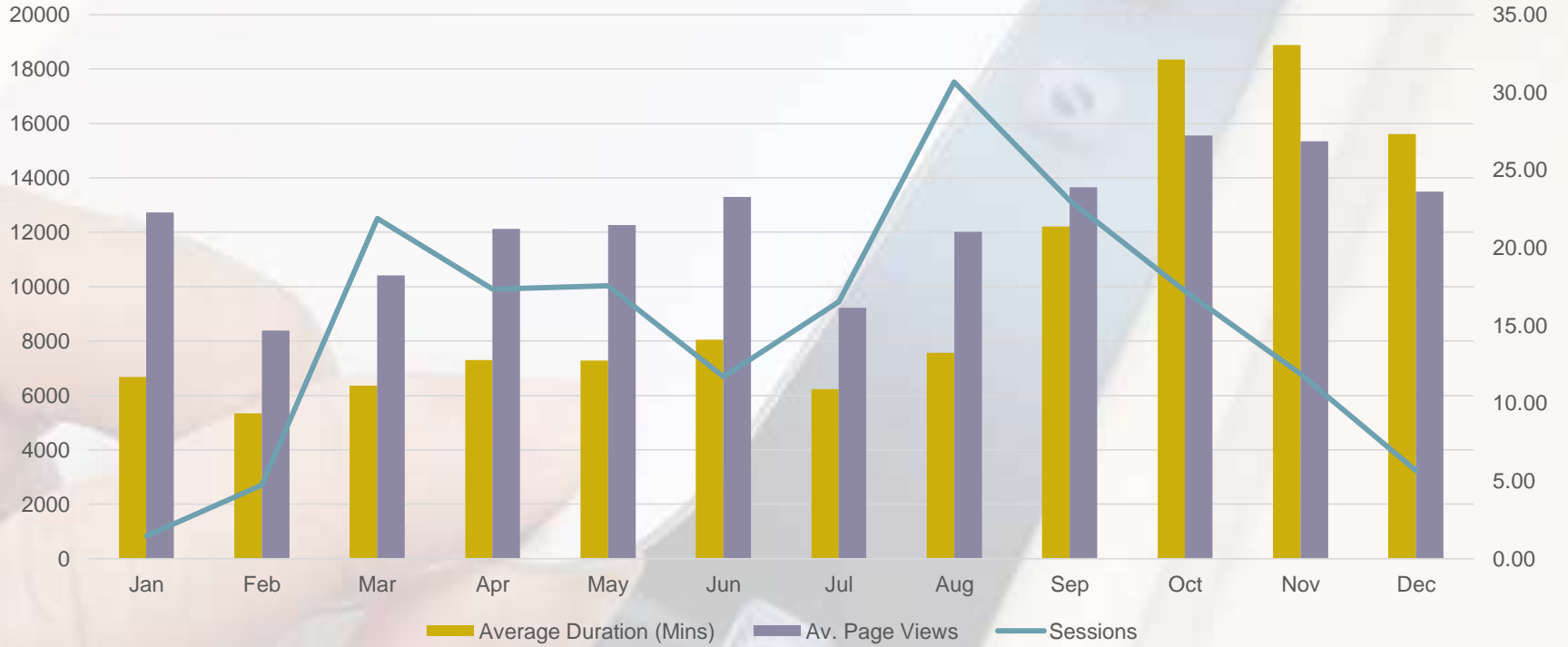
■ iPad

■ Android

■ iPhone

Monthly Statistics

Average Session Duration & Page Views

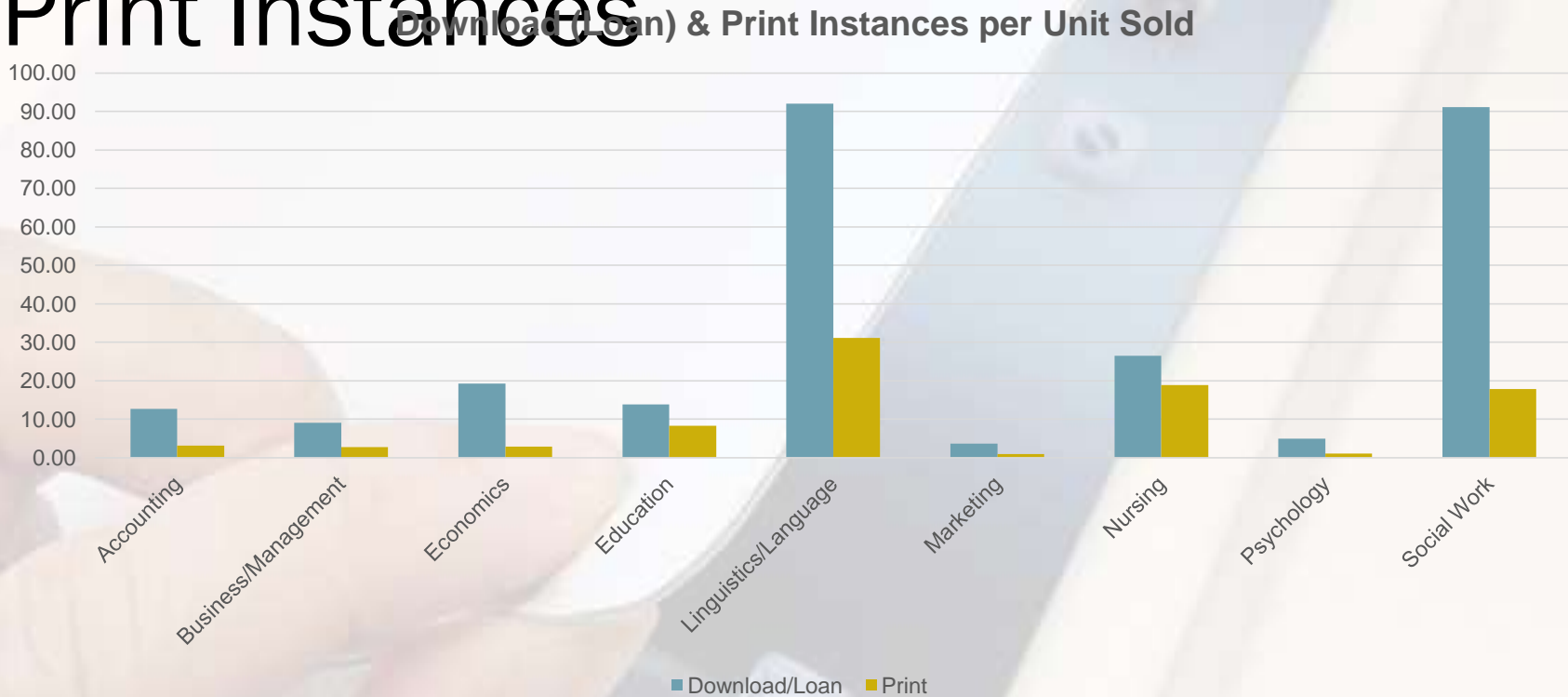


Statistics by Subject – Session Duration

Duration of Access per Unit Sold (Hours)

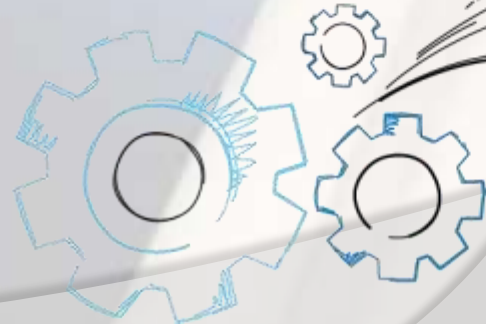
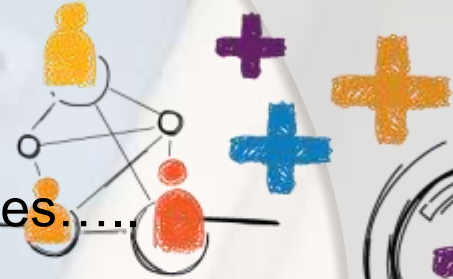


Statistics by Subject – Loan & Print Instances



The Pilot Project Continues.....

WHAT'S NEXT?



A background image showing a hand holding a pen over a document with a ruler. The ruler is blue and white, and the document is white. The hand is in the foreground, and the pen is pointing towards the document. The ruler has markings in centimeters and millimeters.

◎ 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

The background of the image is a light-colored surface covered with numerous circular stickers. The stickers are arranged in a somewhat scattered pattern. They come in three colors: green, yellow, and orange. Each sticker has a simple black smiley face drawn on it, consisting of two dots for eyes and a curved line for a mouth. The text "We can do this?" is overlaid in the center of the image in a white, sans-serif font.

We can do this?

We can do this!!!

A close-up, slightly blurred photograph of a person's hand holding a smartphone. The phone is held vertically, and the hand is visible on the left side. The background is a light, neutral color. Overlaid on the center of the image is the text "THANK YOU & QUESTIONS" in a bold, blue, sans-serif font with a slight drop shadow.

**THANK YOU &
QUESTIONS**