

Textbooks in North American Libraries: Broad Trends and Local Solutions

Fiesole Collection Development Retreat

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“We don’t do textbooks!”

Textbooks in North American Academic Libraries

- Academic libraries historically haven't purchased textbooks to support courses
 - Expensive
 - Too many editions to keep up
- We have purchased textbooks when they are a good introduction to a topic – but that decision has been divorced from curriculum support
- We put textbooks on course reserve, but those are often an instructor's personal copies

Restrictions on Access

- eBooks with a high chance of course adoption are often restricted in some way by publishers
- eTextbooks are often not available to libraries
- Pricing is generally prohibitive

Textbook Affordability

- Open Educational Resources (OER)
 - Increasing interest from state governments
 - Many libraries are working with campuses on OER initiatives
- Alternative Educational Resources
 - OER and textbooks
 - Not free – but free to the student
 - Role for library and licensed content

Refusing to acquire books for course use sends a message to our institutions that the library is about research and not about teaching and learning.

What happens when libraries already have textbooks in their ebook collections?

- Studying US and Canadian usage of SpringerNature ebooks, since textbooks are included in those packages
- Look for a whitepaper in 2019
 - Analysis of usage data
 - Case studies

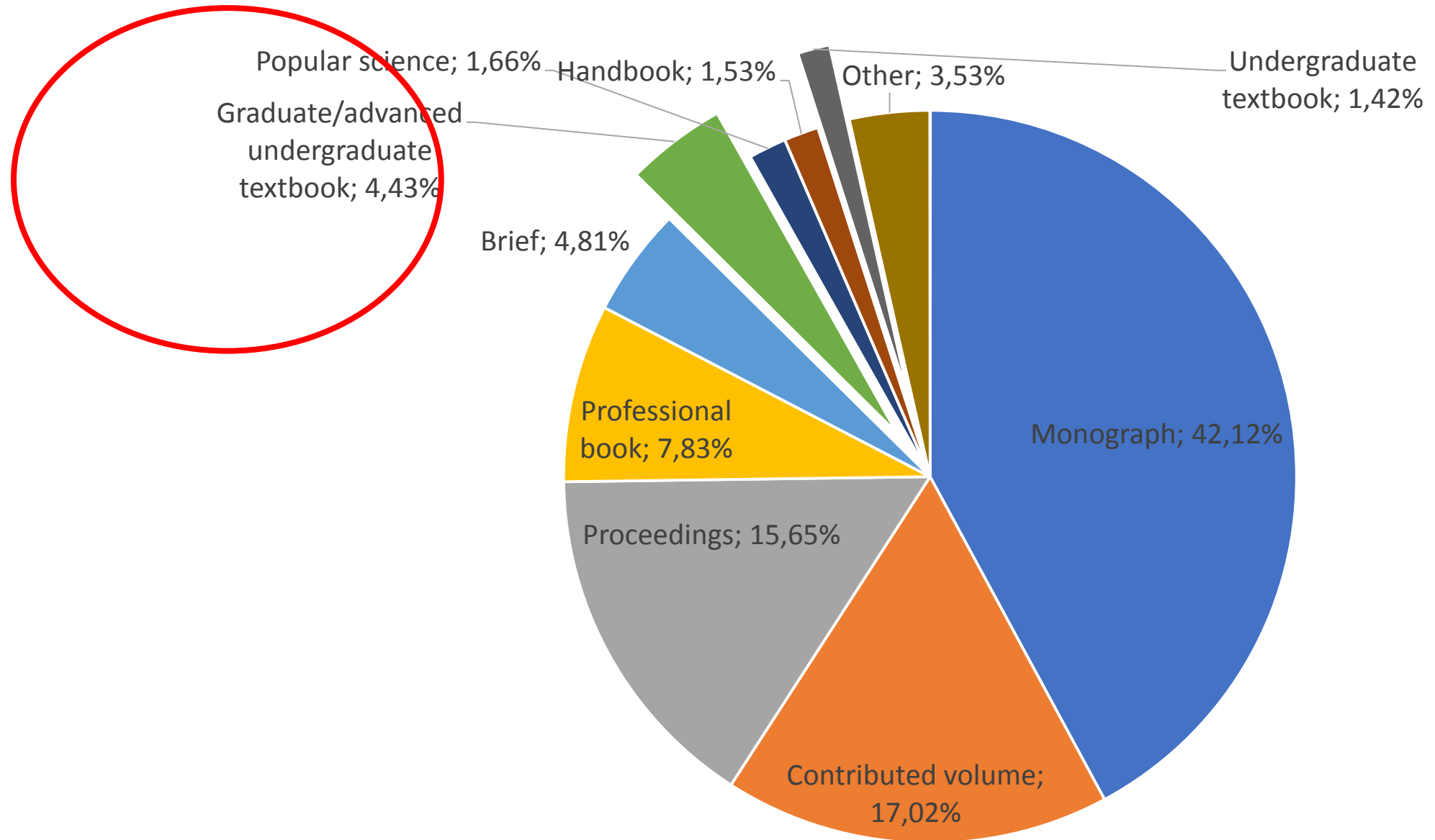
The Data Set

- Usage data for all libraries in US and Canada, 2013 - July 2018
- eBook packages 2005-2018
- All years for mathematics and statistics titles
- 97,583 titles
- **97,353 titles used** over five years
 - 96,012 used in Canada
 - 97,315 used in United States
- **915,947,539 chapter downloads**
 - 196,116,220 in Canada
 - 719,831,319 in United States

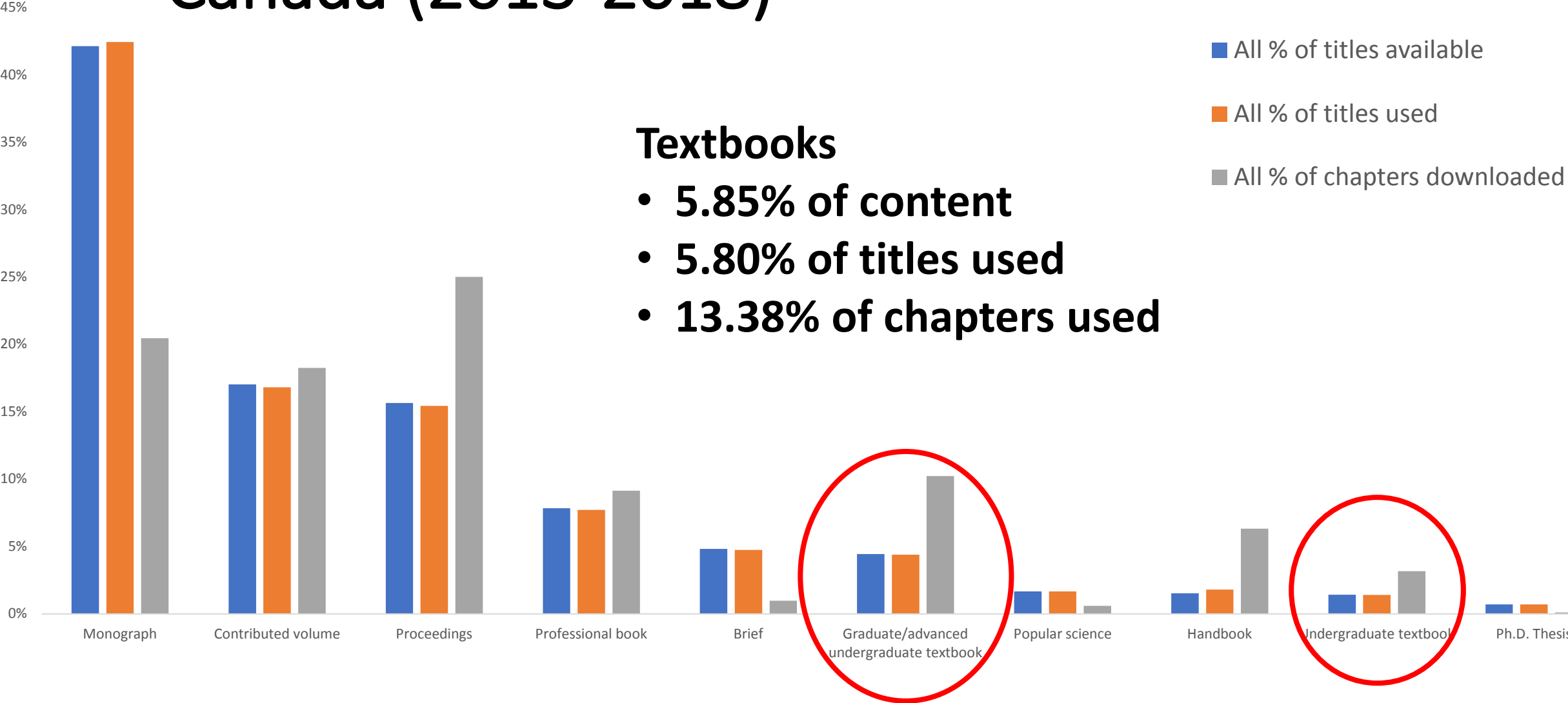
The Data Set - Textbooks

- 4,323 Graduate/Advanced Undergraduate Textbooks
- 1,386 Undergraduate Textbooks
- **4,277 grad textbooks used** over five years
 - 4,259 used in Canada
 - 4,277 used in United States
- **93,587,458 grad textbook chapter downloads**
 - 17,227,565, in Canada
 - 76,359,893 in United States
- **1,371 undergrad textbooks used** over five years
 - 1,362 used in Canada
 - 1,371 used in United States
- **28,994,506 undergrad textbook chapter downloads**
 - 4,549,007 in Canada
 - 24,445,499 in United States

Content Breakdown 2005-2018



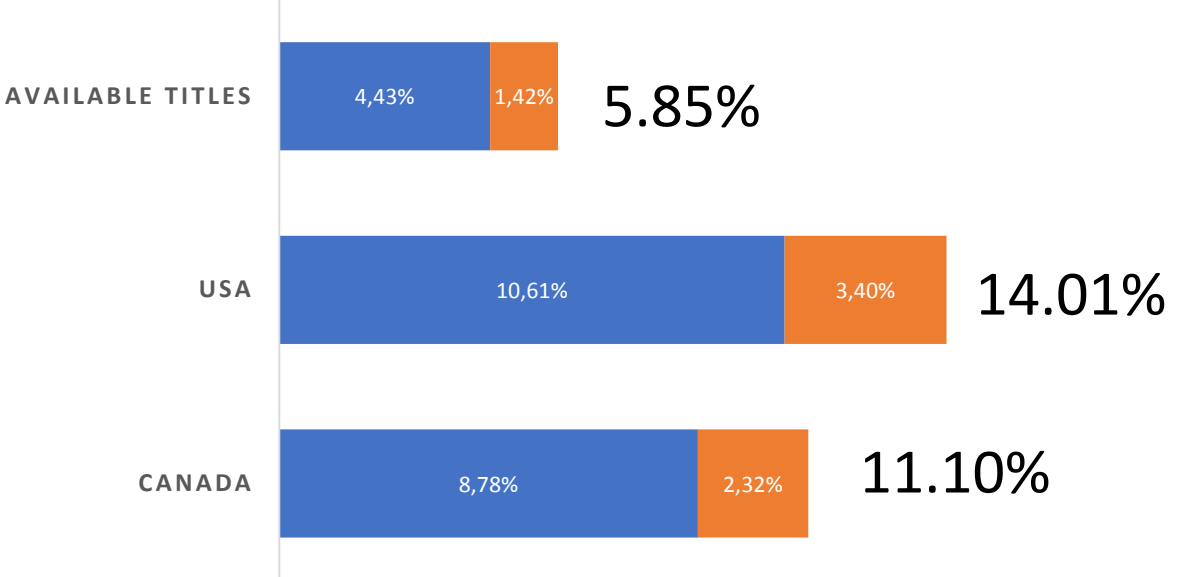
Overall Usage by eBook Type – USA and Canada (2013-2018)



Textbook Usage: Canada and United States

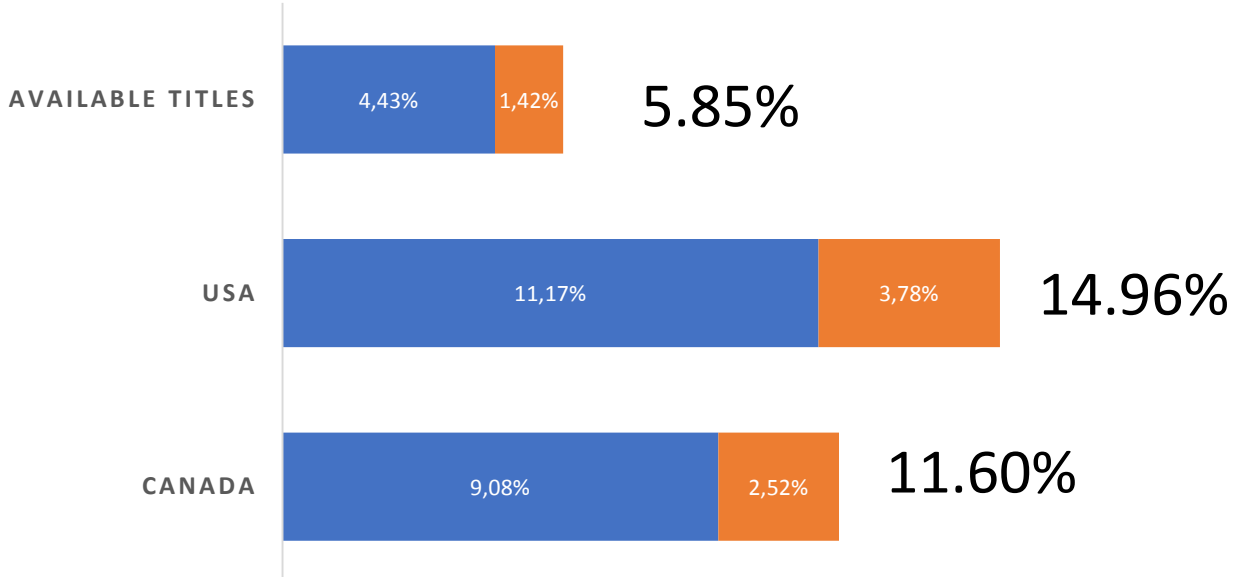
2013-2018 Usage

- Graduate/advanced undergraduate textbook
- Undergraduate textbook

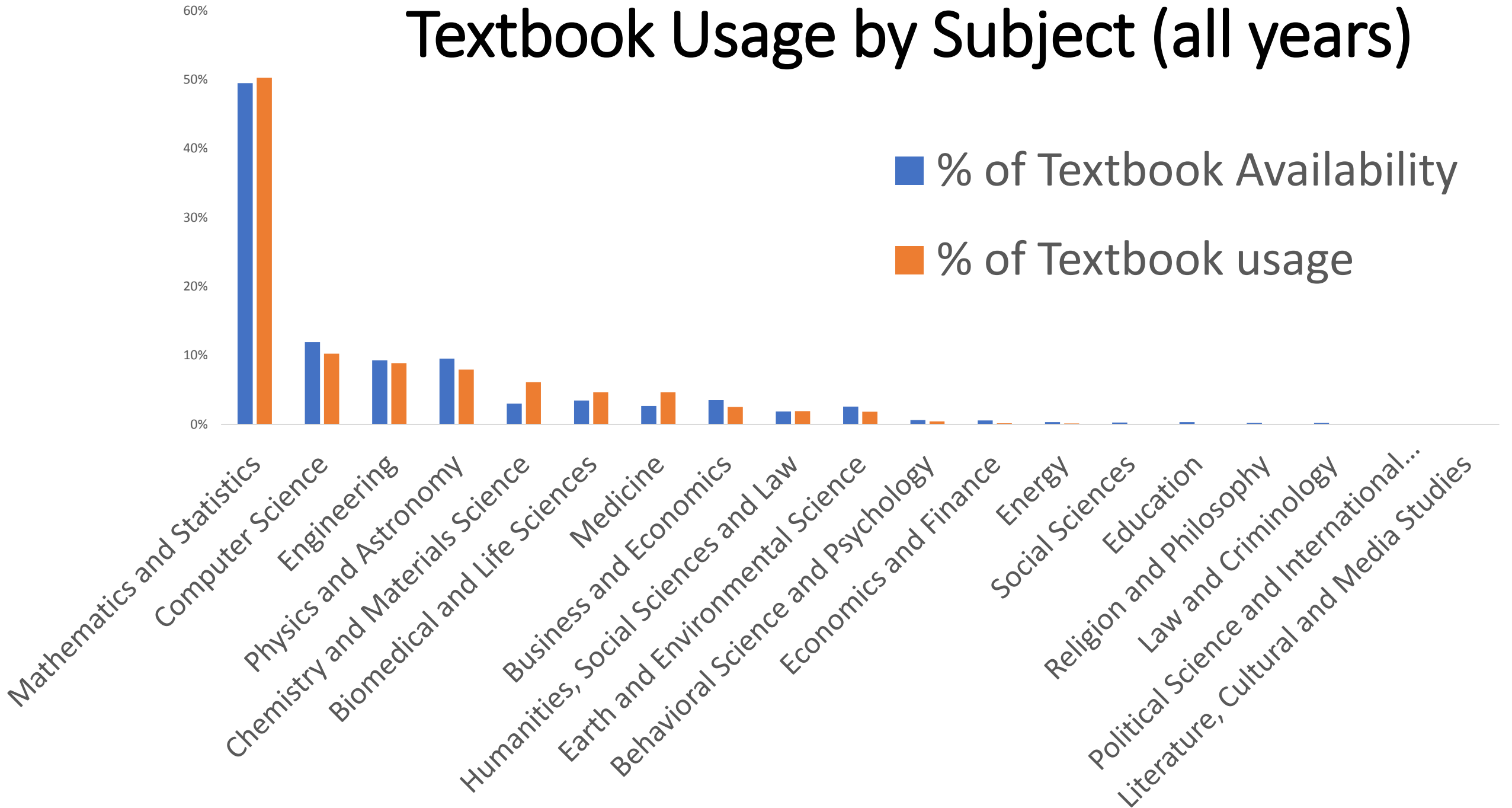


2017 Usage

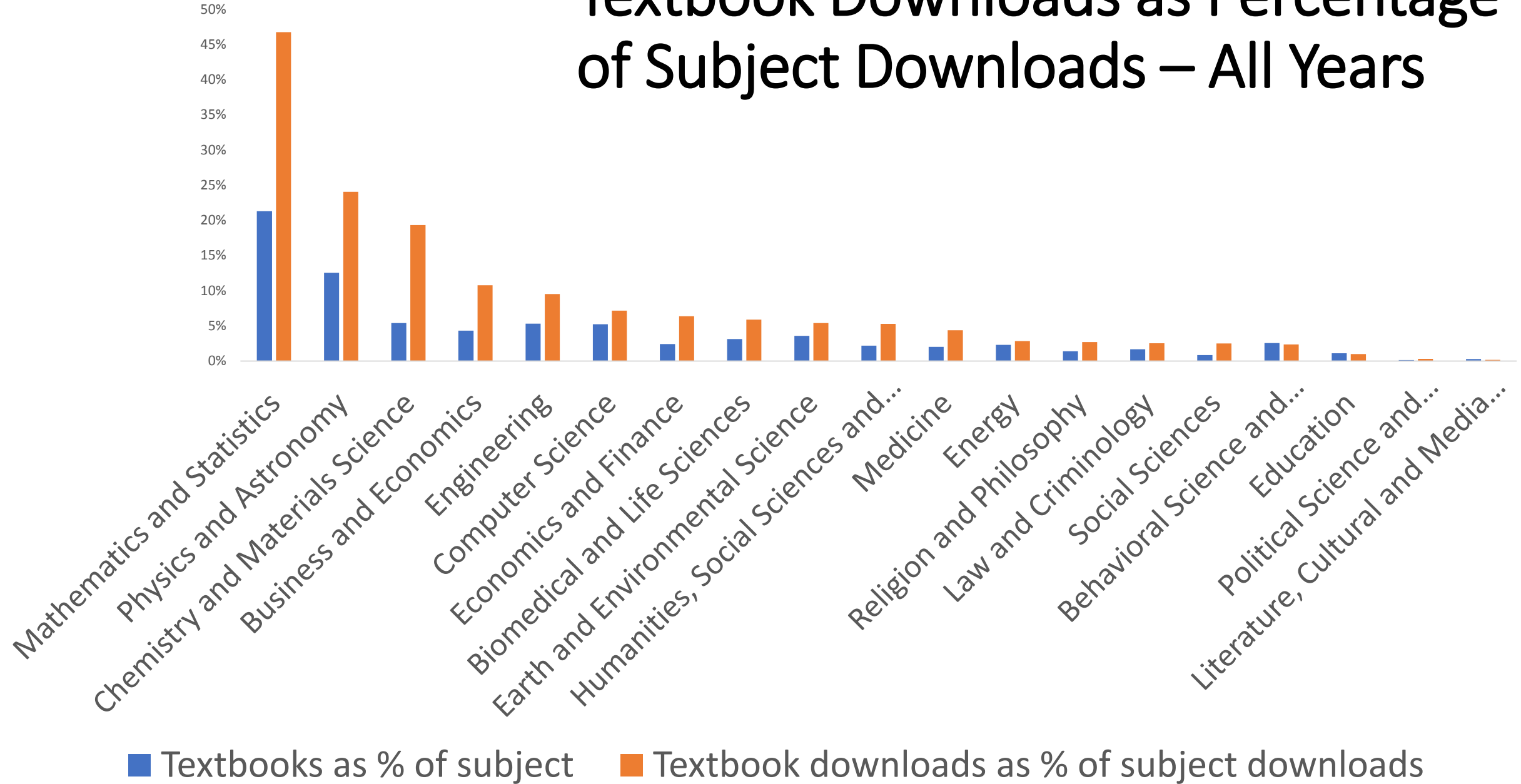
- Graduate/advanced undergraduate textbook
- Undergraduate textbook



Textbook Usage by Subject (all years)



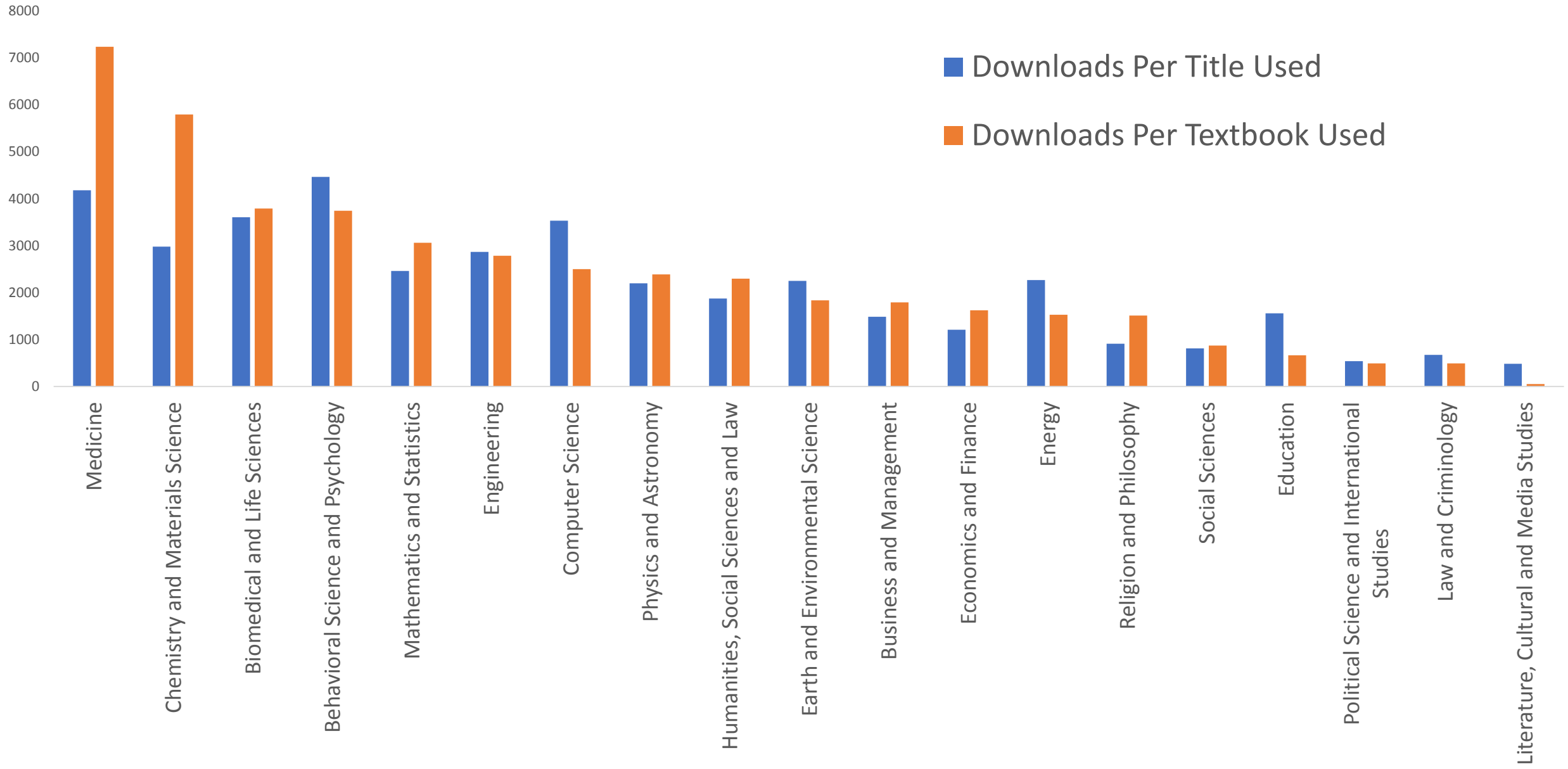
Textbook Downloads as Percentage of Subject Downloads – All Years



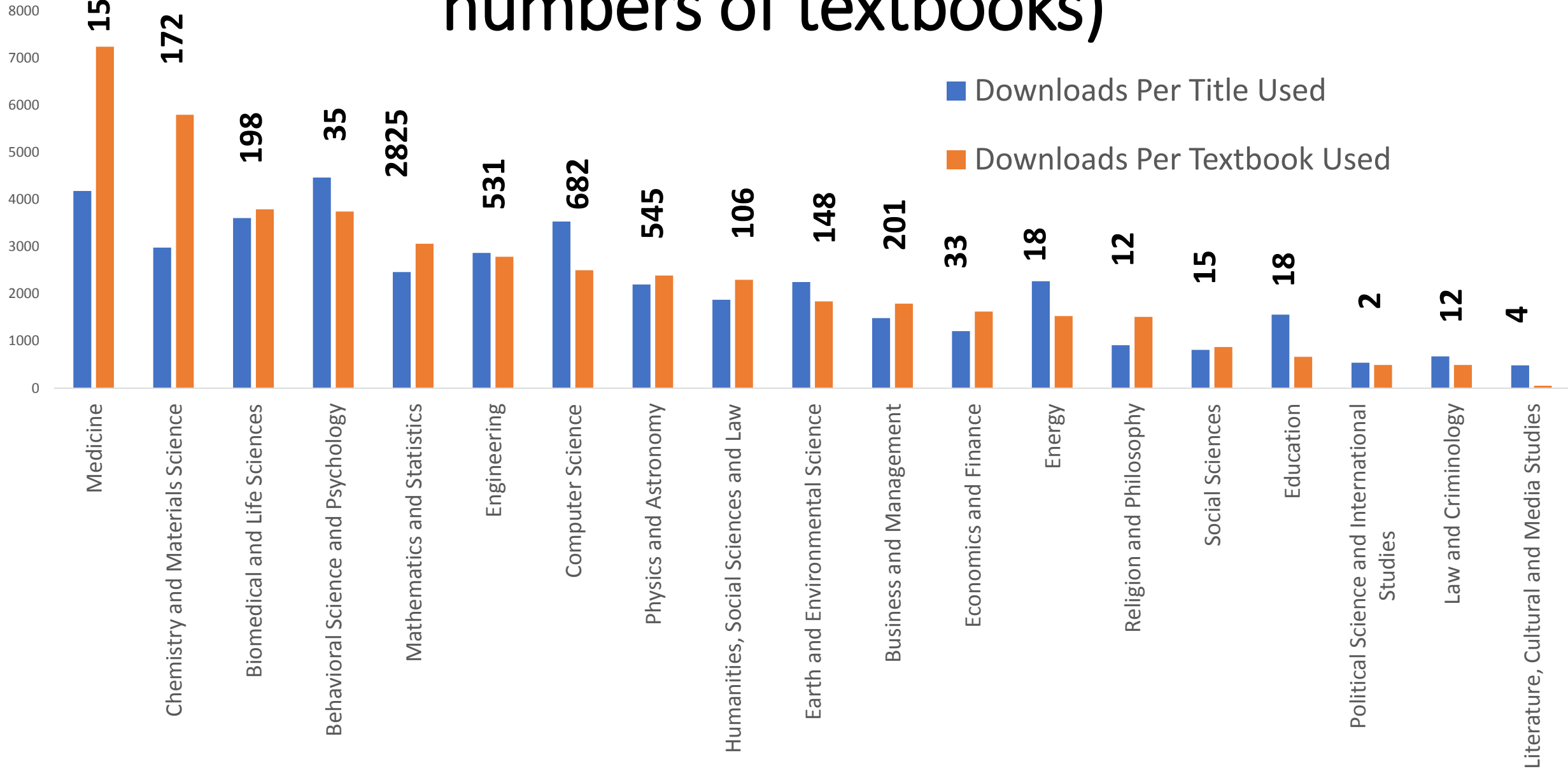
■ Textbooks as % of subject ■ Textbook downloads as % of subject downloads

2017 Textbook Usage

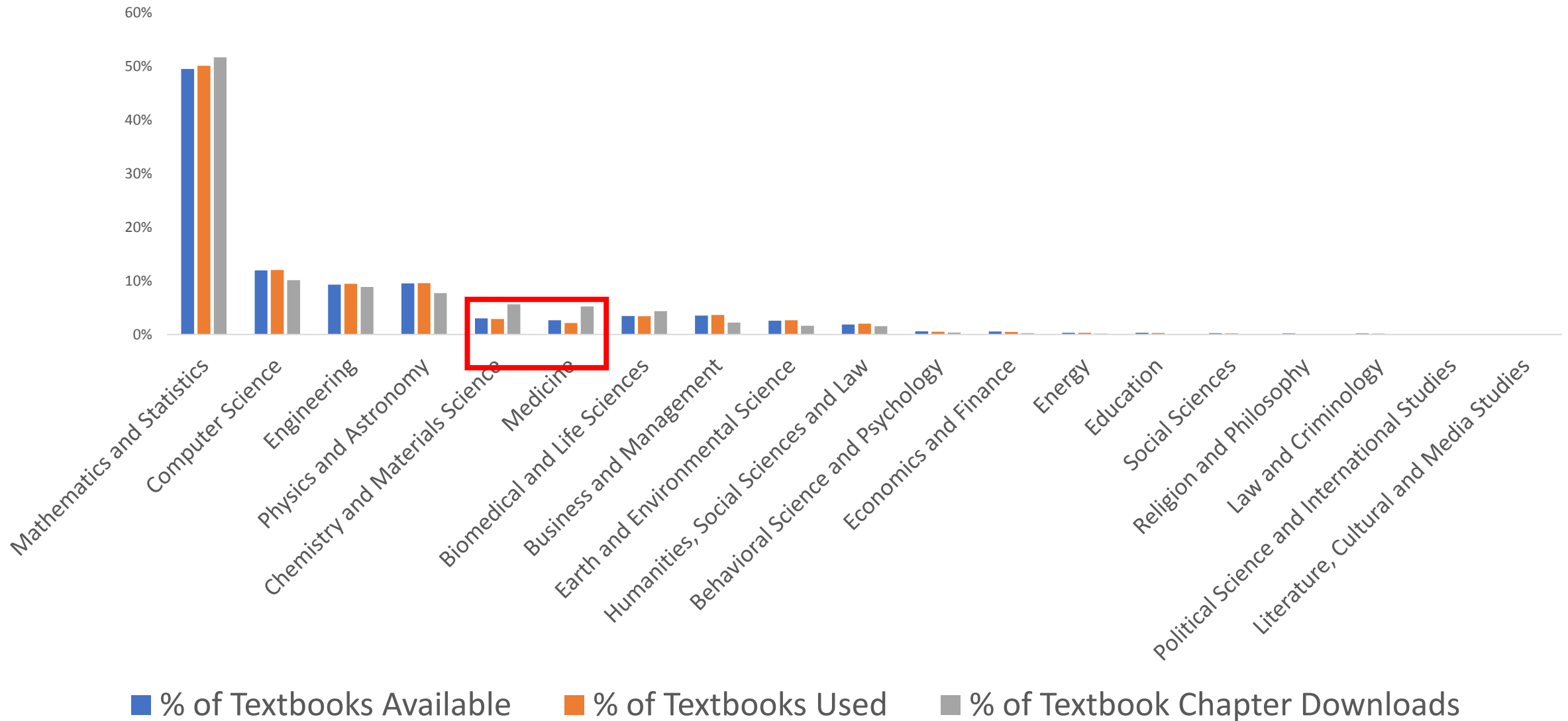
Downloads Per Title Used 2017



Downloads Per Title Used 2017 (with numbers of textbooks)



How All Textbooks Stack Up, By Subject - 2017



Case Studies

Case #1: Promotion of Textbooks

Successful Promotion of Textbooks

- Bates College
 - Undergraduate liberal arts school in Maine
 - 2,000 students
- Science Librarian
 - Works with faculty to identify content for courses
 - Promotes textbooks from licensed ebook collections
- Ten most downloaded ebooks 2013-2018 are textbooks
 - 19,721 chapter downloads (25.2% of all downloads)
- Used in upper-level courses

	Textbook	Chapter downloads Jan 2013- Sept 2018	Chapters in book	Whole book download equivalent	Retail softcover price of book	Student savings 2013-2018
<i>Total for all titles Jan 2013-Sept 2018</i>		<i>78381</i>				
An Introduction to Statistical Learning	Yes	6413	10	641.30	\$ 79.99	\$ 51,297.59
Understanding Analysis	Yes	4425	8	553.13	\$ 59.99	\$ 33,181.97
Plate Tectonics	Yes	1727	13	132.85	\$ 74.99	\$ 9,962.13
Botany Illustrated	Yes	1288	130	9.91	\$ 59.99	\$ 594.36
Python Programming Fundamentals	Yes	1267	16	79.19	\$ 49.99	\$ 3,958.58
An Introduction to Mathematical Cryptography	Yes	1191	8	148.88	\$ 89.99	\$ 13,397.26
Explorations in Monte Carlo Methods	Yes	1156	5	231.20	\$ 59.95	\$ 13,860.44
Electronic Properties of Materials	Yes	1059	22	48.14	\$ 84.99	\$ 4,091.11
Handbook of Life-Course Criminology	Yes	604	18	33.56	\$ 84.99	\$ 2,851.89
Introduction to Partial Differential Equations	Yes	591	12	49.25	\$ 69.99	\$ 3,447.01

Where were these titles used?

- *An Introduction to Statistical Learning with R* was used in **DCEC 368: Big Data and Economics** –Winter terms 2016, 2017, 2018
- *Understanding Analysis* was used in **Math 301: Real Analysis** taught in 2016, 2017, and 2018,
- *Plate Tectonics* was used in **GEO 391 Seminar in Appalachian Geology** in 2016 and again to be used in 2019
- *Handbook of Life-Course Criminology* was used in 2017 **SOC 395: Crime and Justice over the Life-Course**

Case #2: Popular Text Across Multiple Schools

A Popular Textbook at Many Large Schools

Transmission Electron Microscopy: A Textbook for Materials Science by David Williams and Barry Carter (40 chapters)

- Part of the 2009 Chemistry & Materials Science Package
- Used Navstem data to identify course adoptions
- One year (Oct 2017-Sept 2018) of usage and denials at 10 institutions that adopted this title and 3 that did not
- ~115K chapter downloads across US and Canada in 2018

Ten Schools With Licensed Access

Some caveats

- We do not know if professors were aware of ebook availability
- We do not know if this usage occurred because it was an assigned text
- 12.1% of usage for this title

<i>School</i>	<i>chapter downloads</i>
Columbia	562
MIT	1048
WPI	82
WVU	43
Victoria	401
Nwestern	2027
Delaware	572
U Florida	2419
Stanford	700
U California	6046

Three Schools Without Licensed Access

School	Courses	Chapter Denials
Large State University (50K FTE)	6 (52 students)	32
State University (17K FTE)	5	3
University (9K FTE)	2	5

- Courses taught 2015-2018
- Relatively low turnaways, but students may not be looking for etextbooks if they do not expect to encounter them

Case #3: Usage at a Large University

New York University

- Over 1.7 million chapter downloads October 2017-September 2018
- Of the 50 books with most chapters downloaded, 18 were textbooks
- 12.5% of all chapters downloaded at NYU were textbooks
 - 58,702 (3.4%) undergraduate textbook chapters
 - 156,078 (9.1%) graduate/advanced undergrad chapters
- 50,324 ebooks used
 - 1,425 (2.8%) were undergraduate textbooks
 - 2,944 (5.6%) were graduate/advanced undergraduate textbooks

Thank You

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