

# How Do We Study Satisfaction With Academic eBook Collections?

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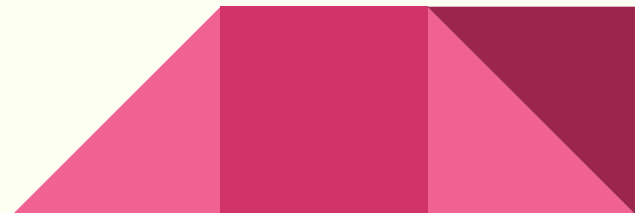
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# The Charlotte Initiative: Principles for Permanent Acquisition of eBooks for Academic Libraries

- Mellon Foundation Scholarly Communications Program
- Two-year research and planning grant



# The Charlotte Initiative: User Experience

- UX Research Team
- Initial charge: review published literature about patron satisfaction
- Experiences at UNC Charlotte



# Your involvement...

We'd like to know what you think!

[padlet.com/elcaruso/UX](https://padlet.com/elcaruso/UX)

No need to register!

Include an email address if you'd like a response.

The link will be in at the top right of each slide.



# Searching the Literature

# Methods

- Databases: LISTA & LISA
- Search terms
  - SU: electronic books AND academic libraries (2416 results)
  - e-books AND academic libraries (1977 results)
- Combed bibliographies of seminal articles
- 373 citations and abstracts



## ... Continued

- 146 coded articles
- Initial coded items:
  - platforms/publishers
  - DRM types addressed
  - user group studied
  - type of study conducted
  - content notes
  - larger conclusions about UX
- Coding difficulties: conclusion and conclusion type



# Findings

- 99 articles with clear assertion of “satisfaction”
- Themes and highlights
- Additional elements to study





# Themes & Highlights

# Variations in precision of study

- Phrasing of survey questions
  - Are they thinking of library eBook collections?
  - Which platform or format are they picturing?
    - May not be able to specify (Corlett-Rivera and Hackman 2014)
- Usability studies, interviews, and focus groups
  - Identify which eBook collections are available (Bierman et al. 2010)



# Variations in how to define satisfaction

- Satisfaction
- Meets expectations
- Usage data
- Preference

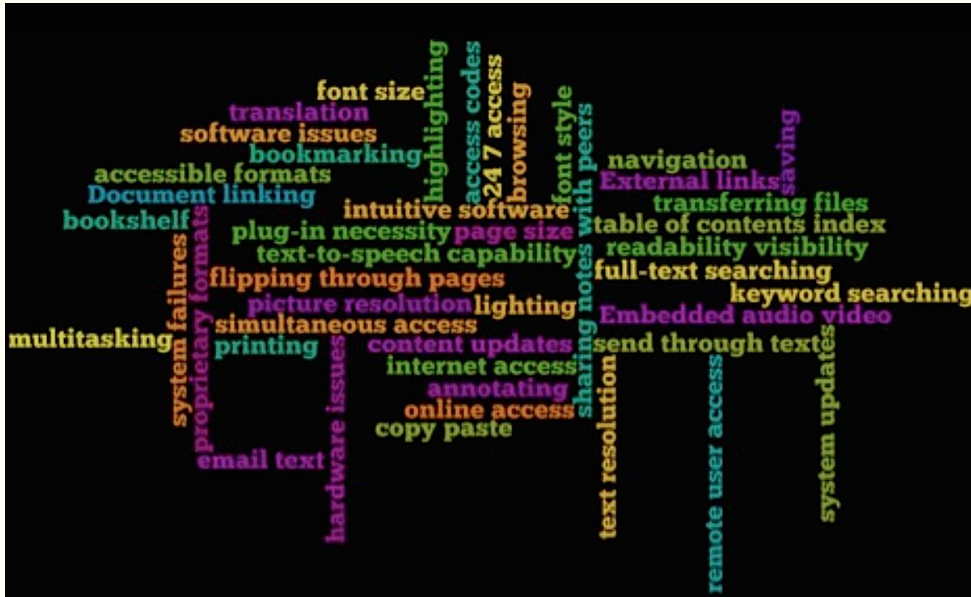


# eBooks and Print Books

- Often directly compared
  - Survey questions
  - Circulation and usage statistics (Christianson & Aucoin 2005)
- Expectations
  - Single-user vs. Multi-user
  - Skeuomorphs (Soules 2009)
    - “It is similar to a molting snake. E-books have not yet cast off their print skins, and this colors many issues.”



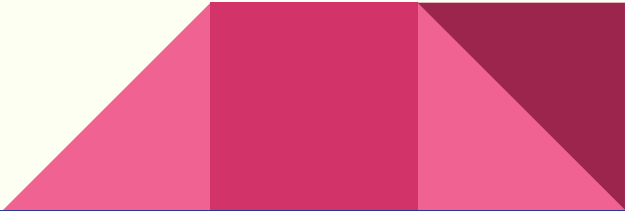
# Formats, Platforms, & Features



- eBook capabilities do not meet user expectations
- Restrictions vs. Features
  - Accessibility
  - Compatibility
  - Interactivity
  - Access
  - Systems
  - Displays

# ...Continued

- Favoring some features over others can hinder a user's experience
  - Page size:
    - tablet
    - desktop computer
  - Annotations: per word vs. per page
- Feature = Restriction, when feature doesn't work
- Constant hurdle: inconsistency
- JISC (2009) study conclusion: "(DRM) systems should either be removed or developed in line with actual user behaviour" (p. 44)




# Accessibility

- “available electronically” does not mean “accessible” (Michaud, 2013, p. 24)
  - requesting tagged PDFs from publishers
  - full-text downloading restrictions
- features do not always work as they should and therefore hinders access
- “If people cannot access the information, it has little [...] value” (Stephen, 2009, p. 77)



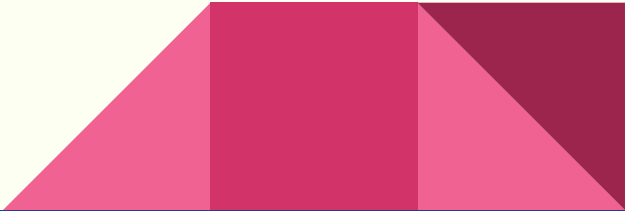
# Enhancing a User's Experience

- Their “user-centered research [was] aimed to understand not only the characteristics of behavior but also why users behave in certain ways” (Muir, Veale, & Nichol, 2009, p. 93).
  - Informed by JISC study -- called for “improved user experience or functionality [that is] explicitly linked to desired outcomes” (p. 105).
  - Recommendation: “adaptive personalisation” (p. 105)
  - Cassidy, Martinez, & Shen (2012): “as many options as possible” (p. 330)
- 



# Accessibility Standards

- Digital Accessible Information SYstem (DAISY) Consortium
  - Information within an eBook is findable, and therefore usable
- World Wide Web Consortium (W3C)
  - Four principles for developing accessible web-based resources:
    - Perceivable
    - Operable
    - Understandable
    - Robust (WCAG 2.0 Guidelines)
- Accessibility is of serious importance in UX



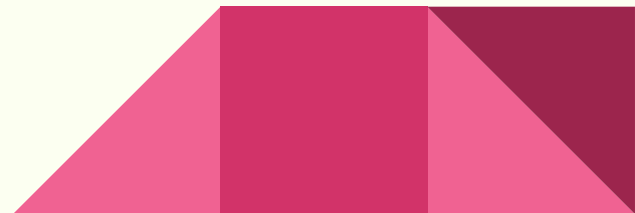
# Next Steps

# Next Steps: From studies to implementation

What effect is published research having on practice?

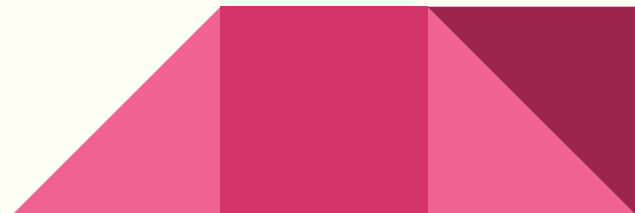
- Actionable recommendations
- Who is doing the research?
- How are these recommendations received?

Let's ask!



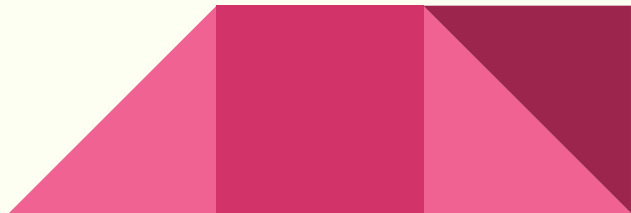
# Next Steps: Finding and starting other discussions

- Using conference proceedings to determine further contacts
- Identify in-house initiatives that may be labeled as *assessment*
  - Generally not published
- Starting conversations of our own



# Recommendations: replicating or designing studies of eBook UX and satisfaction

- Clearly identify the platforms in question
- Identify the current eBook format
- Consider usage and accessibility separately
- Consider observing users' actual behaviors



If you are interested in more information about  
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