eResources: Collection Development, Management, Analysis, and Marketing

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Author of LibrarianInBlack.net

This presentation will be available at LibrarianInBlack.net
Session Agenda

• Thinking about eResources Today
• Collection Development
• Management
• Training
• Promotion
• Analysis
Thinking About eResources Today
What are eResources?
Library eResources

• Databases
  – periodical collections + all that “other stuff”
• eBooks
  – text or audio
  – downloadable or online-readable
• eMusic, eVideo, eGames
• Digitized special collections
• Librarian-created content
  – research guides or training materials
• Online “help” services (more of a service)
Who uses our eResources?

Students

Business people

Worker Bees

Magazine & Newspaper Buffs

People with Health Problems

Genealogists
Who *could* use our eResources?
Discussion
What are some underserved groups who could benefit from our eResources?
What is changing in Libraries?
The Librarian
The Users

Is this how you think of your digital customers?
Or maybe this?

Or maybe this?
Users and potential users are changing

Where do we go for stuff?
Online and brick-and-mortar stores. Not the library.

What kind of stuff do we want?
Instant, high-quality stuff. Not the slow and old junky stuff the library has.

How do we find information?
Online, through friends, or media. Not at the library.

Do we think we need help finding this stuff?
No—we're smart. And sure as heck not from a librarian.
Library Users Today

- brick and mortar library users
- POWER USERS
- digital library users

This group is growing slowly.

This group is growing dramatically.
Library Users Tomorrow

brick and mortar library users

POWER USERS

digital library users say RAWR!

Angry Robot courtesy of www.bohdate.com/angryrobot
## Digital User Activity
(annual per capita statistics)

<table>
<thead>
<tr>
<th></th>
<th>Marin County Free Library (150,000)</th>
<th>San Mateo County Library (350,000)</th>
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<td>Website visits</td>
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<td>Virtual Reference usage</td>
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</tbody>
</table>
Where are we losing them once they come to our websites?
Discussion
Discuss some possible reasons that people do not use our eResources.
Why do we offer eResources in the Library?
There is a user demand for eResources

- eResources are available 24/7
- Time savings – no checking out or reshelving
- Space savings – no shelves or storage
- Cost savings – often cheaper than print, no need to pay for staff time or space
- Reach new people in the community
- Increase support for the library
the democratization of information

Remember this throughout this session...
What makes a good library website?

• Content-rich
• Content easy to get to
• Customizable by the user
• Interactive and feedback-seeking
• Free of library hubris and lingo
• Offers features the user wants
• Focused on what the user wants—not the librarian, the administrator, or the webmaster
Conduct a Gap Analysis

• Survey users and potential users about their information needs
• Assess your current collection of online resources
• Identify gaps
• Identify resources that could fill the gaps and compare
Know Your eBook Formats

• Text eBooks
  – Adobe PDF
  – HTML page
  – Plain text
  – Mobipocket
  – Flash

• Audio eBooks & eMusic
  – Windows Media
  – MP3
  – part of Flash files
Know Your Database Content Formats

• How are the articles presented?
  – Adobe PDF
  – HTML page
  – Plain text
Know Your Access Options

• Ownership: The library purchases the content and owns it in perpetuity. Each year, the library’s funds go toward paying for additional content. Possible payment of “platform rent.”

• Subscription: The library subscribes to the content and pays an annual fee to provide access to it. Possible vendor guarantee to add new content annually.
Know Your Sources

• Create a centralized vendors list
  – Use the Library Partnership Trust
• Ask for demos
• Ask for (lengthy) free trials
• Negotiating
  – Use the Library Partnership Trust
Text eBook Vendors Pt. 1

- Apabi Chinese-language eBooks
- BWI/Follett eBooks
- Books 24X7
- Ebooks Corporation
- Ebrary
- EBSCO BookSource Nonfiction
- FictionWise/LibWise
- Follett
- Gale Virtual Reference Library
Text eBook Vendors Pt. 2

- Greenwood Digital Collection
- Knovel Library
- MyiLibrary (Ingram Digital)
- NetLibrary
- Overdrive
- Ovid
- Proquest Safari
- Springer
Audio eBook Vendors

- Overdrive
- Recorded Books
Animated Storybook Vendors

• Tumbleweed Press
Database Vendors Pt. 1

• Alexander Street Press
• ALLDATA
• Books in Print
• Britannica
• Dun & Bradstreet
• EBSCO
• FirstSearch
• Gale
• Grolier
Database Vendors Pt. 2

• Grove
• InfoUSA
• LearningExpress
• LexisNexis
• Mango Languages
• Mergent
• Morningstar
• Oxford
• Proquest
Database Vendors Pt. 3

- Qikan
- RAND
- ValueLine
- Wilson
- World Book

...and on and on and on...
Online Reference Vendors

- Tutor.com (inc. Live Homework Help)
- Brainfuse
- QuestionPoint
- libraryh3lp
- Docutek
Free eBook Content

- Project Gutenberg
- AudioBooksForFree
- Escholarship
- Google Books
- ManyBooks
- Memoware
- Online Books Page
- Oxford Text Archive

...and on and on and on and on...
Free Database Content

• ArticlesBase.com
• FindArticles.com
• + free readers advisory sites
• + free language learning sites
• + free test sites
• + free auto repair sites

Why not add this stuff to your website, or even your catalog?
Discussion
What types of eResources do your libraries subscribe to now? Is there anything jumping out at you that you want to try?
Comparing Products

- Do as lengthy a trial as they will let you
- Open up trials to your users too
- Remember your user demand
- Talk to current subscribers, not those the company points you to
How to Evaluate an eResource

• Think about the resource. Who is its audience? What kind of information do you expect to find in this database?

• Think of three sample searches to run or tasks to perform using the resource. Use things that users might commonly look for in this type of resource.

• Run those searches or perform those tasks and keep notes as you go. Act like a patron (use common language keywords). Act like a librarian (go ahead and use Boolean, Advanced Search, phrases, etc.).
How to Evaluate an eResource

• Contents
  – number of hits (Are you getting enough results to meet your needs? Too many?)
  – relevance (Are the results you’re getting actually relevant?)
  – format (Is that what you want?)
  – dates of coverage (Are you getting current results or historical results?)
  – inclusion of appropriate sources. (Is the material from respected resources?)
How to Evaluate an eResource

• User Interface
  – results pages (Do the results pages give you the kind of information you want about each result? Is it easy to scroll through the results?)
  – e-mail/print options (Can you e-mail or print things easily?)
  – help instructions (Are there helpful instructions?)
  – intuitiveness (Do you get lost or confused as you move about your searching?)
  – clarity of interface (Are the pages for searching clear and concise? Easy to find your way?)
How to Evaluate an eResource

• Search Capabilities
  – Boolean (Can you use Boolean? What rules?)
  – features (Truncation? Internal wildcards?)
  – simple/advanced modes (Are there both? Does the Advanced Search have the right features?)
  – limit by date & format (Can you limit by these?)
  – subject headings (Are there hyperlinked subject headings for the entries? Are they hyperlinked?)
How to Evaluate an eResource

• Technical Delivery
  – adequacy of your connection speed (Are pages slow to load?)
  – trouble connecting (Do you get broken images, files not found, or other errors?)

• Additional Comments
  – Any other comments? (A final recommendation on the database(s), anything else you’d like to say)
Access Considerations

• Online access vs. downloading (both)
• Can the resource be linked to from the library catalog (a fee attached?)
• Are there rules about promotion on the website?
• How is authentication provided?
And Ohhhhh Yeahhhhh...
Digital Rights Management

• DRM: umbrella term for several legal arrangements which allow electronic format content vendors to control the material and restrict its use
• Access management and restriction
• Driven by content owners' contracts

Content that is not theoretically accessible to all has no place in the library.
Journals that Cover eResources

- Library Journal
- Public Libraries
- American Libraries
- School Libraries
- Online
- Computers in Libraries
<table>
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<th>Database</th>
<th>Score</th>
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<tr>
<td>PsycInfo on SilverPlatter</td>
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A Comparative Review of Library Literature and Information Science, Library and Information Science Abstracts...
A Comparative Review of the ERIC Database
A Conversation with Kathy Green, Head, Research and Information Services, NCSU Libraries
A Librarian's Concerns about CrossRef
A Reader's Reflection about Scopus: Letter from Bernd-Christoph Kaemper
ABI/INFORM Global Full Text on New FirstSearch, ProQuest, and SilverPlatter (WebSpins)
Academic Press - IDEAL: Another Response
AccessScience Revisited: 2.0, the Next Generation
AccuNet/AP Multimedia Archive
ACM Computing Reviews
Acquiring Electronic Content: The Best Practice Option
AgeSource Worldwide
AGRICOLA
Refine results for ebsco 2.0:

Individual Blogs  Special Libraries  Academic Libraries  School Libraries

Allan's Library: EBSCO in a 2.0 World
EBSCO has really moved into the 2.0 world: simple, clean, and Googleized. But perhaps that's the way that information services need to go. ...
allanslibrary.blogspot.com/2008/07/ebsco-in-2-0-world.html

LibrarianInBlack: EBSCO 2.0
EBSCO 2.0, the new interface and feature-rich interface to EBSCO products, launched last week. Having seen some demos myself, I must admit to being very ...
librarianinblack.typepad.com/librarianinblack/2008/07/ebsco-2-0.html

EBSCO 2.0 | Infotoday Blog
Speaking of EBSCO (I was, wasn't I?), look for its new 2.0 interface in July. They're previewing it at the booth and it's really pretty slick. They did a.
www.infotodayblog.com/2008/06/17/ebsco-2-0/

ebsco's more usable interface - walking paper
I haven't actually used it yet, but EBSCOhost® 2.0 seems to have ... more usable interface
Kathleen McEvoy of ebsco commented on my social database mockup ...
www.walkingpaper.org/578

Allan's Library: Talis on Web 2.0, Semantic Web, and Web 3.0
The Science and Evolution of Web 2.0 and the Semantic Web in the Postmodern. 07/13 - 07/20 (2). Kevin Kelly on Web 3.0 - EBSCO in a 2.0 World ...
allanslibrary.blogspot.com/2008/06/talis-on-web-2-0-semantic-web-and-web-30.html

NFAIS: social database mockup - walking paper
Mar 3, 2008 ... Kathleen McEvoy of EBSCO commented on my social database mockup with a ... page about EBSCO's redesign/next product called EBSCOhost® 2.0. ...
Decision-Making Mechanism

- Database manager?
- Administration?
- Database Committee?
- Collection Development?

When dropping a database, think twice. Explain it to users on the website and give staff talking points too.
Discussion
When your library evaluates a database, how is that done? How do you want it to be done?
Management
Staffing

You must dedicate appropriate staff to your eResources for them to be successful.

- This does not mean
  - a 5 hour/week add-on to someone's job
  - someone who is not getting paid for their unique skills
  - someone who has no experience or expertise

- This does mean
  - someone with time to manage, promote, and train
  - Someone with the necessary skills
Managing the launch

• Setting up the database on your website
  – Where will you link to it?
  – What will you call it?
  – What URL do you use?
  – What authentication needs to be in place?
• Making sure staff are trained
• Give staff talking points
• Updating documentation
• Getting promotional materials ready
Ongoing Management

• Keeping up to date with resource changes and updates
• Offering tech support when something goes wrong – for users and staff
• Link-checking
• Offering training
• Ongoing promotion
• Ongoing trials
Discussion
What is the staffing like for eResources in your library? Who does negotiating, training, promotion?
How many of you can think of a time when an eResource was launched and staff fumbled because of a lack of training?
BAD FOR THE CUSTOMER
BAD FOR THE STAFF PERSON
Making Sure Staff Are Ready

- Don't start your official subscription until staff are trained

- Vendor trainings
  - Invite the vendor to do training (in contract) and/or use training materials the vendor offers
  - Can be too scripted, sales pitch, person is new/unfamiliar to unscripted questions

- Internal trainings
  - Customized and a friendly face, no sales pitches :), but more time consuming
  - Find materials created by other libraries
Training Tips

• Offer ongoing staff training
• Small group, one-on-one, or large group?
• Hands-on, let people have play time
• Have more than one trainer present
• Let people use personal examples
• Content, Interface, Technical Process
• Leave class members with cheat sheets
Specific Tips

- **Ebook Training**: what are you showing (showing download of special software, item, transferring, etc.--time is a factor)
- **Database Training**: let users search for topics they choose for themselves, following along or not following along
- **Online Help Training**: do a real, live demo with a real, live “helper” to see what it's really like – no screenshots
Ah yes, what about user training?
Promotion
Bookmarks are blah

Flyers are fading.

Signs are silly.
Digital Users and Non-Users

• Digital users
  – They know what we have and use it

• Digital non-users are potential users
  – They don’t know what we have
  OR
  – They know, but don’t want to use it

How do we market to these groups?
Successful eResource Promotion

• Focus on what the resources contain—not the fact that they’re databases, eBooks, etc. (online magazines and newspapers, Consumer Reports, online test help, homework help, printable legal forms, downloadable travel guides, FREE, FREE, FREE)

• Consider subject guides instead (w/ DBs, eBooks, canned catalog searches, websites, classes, specialized ask-a-librarian, news headlines)

*Your subscription databases are your eBranch’s bread and butter!*
Business & Investments

Sub-Topics
- Corporations & Executives
- Directories
- E-Commerce
- Financing
- Industry Information
- International Business
- Investments
- Marketing
- News
- Personal Finance
- Small Business
- Statistics

Top Databases
- ReferenceUSA
  Directory of 14 million U.S. businesses. Also includes U.S. white page listings plus median income and median home values. Details
- Value Line
  Comprehensive source of information and advice on 1,700 stocks, more than 90 industries, the stock market, and the economy. Details
- Morningstar.com Library Edition
  Financial data on more than 30,000 stocks, mutual funds, and ETFs, and buy/sell guidance on more than 1,900 stocks and 2,100 mutual funds. Details

Top Websites
- Minnesota Department of Employment and Economic Development
  Statistical analyses and reports on Minnesota's economy. "Facts and Figure" and "Publications" links access qu...more
- Business.gov
  The federal link for businesses to forms, assistance, laws and regulations for businesses.
- Strategis: Canadian Company Directories
  Detailed, searchable listings of Canadian businesses and associations.
- Bureau of Labor Statistics
  Economic data and analysis on employment and unemployment, wages, prices, productivity, and other topics.

Library Blog
Is your Bank Deposit FDIC insured? Check if your bank deposits are fully insured by the FDIC at the FDIC sponsored online tool...

Catalog Searches
- Business
- Investments

Ebooks
- View eBooks

News Headlines
- New York Times
- Yahoo

Counseling Service
- SCORE

More Information
- Databases vs. Websites
- Citing Electronic Resources
- About Subject Guides
- Connecting to Databases

New Subject
Books on iPod:

The Library's popular collection of digital audio books continues to grow! If you have a South Huntington Public Library card, you can select an audiobook that you would like to listen to and take it home with you for three weeks on one of the Library's iPod Shuffles. If you have your own iPod you can bring your iPod to the Reference Desk and our staff will download one of the available audio books onto your iPod.

If you would like to take out a book on iPod or if you would like additional information on how this service works come into the Library or just call 631-549-4411.

Sort/Filtar display by  GO

"Devil Bones"
Reichs, Kathy
The inspiration for the Fox TV series Bones featuring Temperance Brennan.
Collection : Adult
Subject : Fiction
Date Added : 9/17/2008

"Hot, Flat & Crowded"
Friedman, Thomas
Friedman's bestseller "The World Is Flat" has helped millions of readers to see globalization in a new way. Now the author brings a fresh outlook to the crises of destabilizing climate change and rising competition for energy.
Collection : Adult
Subject : Non-Fiction
Date Added : 9/17/2008
Other Promotional Ideas

• Business Cards or Moo Cards
  – Target a specific user group and list eResources, then leave these where they tend to congregate

• Create specialized materials
  – one size does *not* fit all

• Feature specific resources on your public use computers desktop images

• Put an ad in your catalog (!)
Other, Other Promotional Ideas

• Advertise on your homepage
  – your “featured news” section
  – blog headlines

• Put the links all over your website, not just on the eResources page
  – in the catalog
  – on the kids, teen, and subject-specific pages
  – in the sidebar as a rotating promotion
Exercise
Think about your library's website. Where can you insert links to your online resources?
What do we call these things?

Library Terms
That Users Understand
© 2002-2008 John Kupersmith -- All rights reserved
Comments welcome! from UCB staff all others

SUMMARY

This site is intended to help library web developers decide how to label key resources and services in such a way that most users can understand them well enough to make productive choices. It serves as a clearinghouse of usability test data evaluating terminology on library websites, and suggests test methods and best practices for reducing cognitive barriers caused by terminology.

Key findings from the 47 usability studies examined so far:

- The average user success rate for finding journal articles or article databases is 53% (in 19 tests at 13 libraries reporting this information). Narrative descriptions suggest that terminology is a major factor.

- Terms most often cited as being misunderstood or not understood by users:
  Acronyms & brand names  Periodical or Serial
  Database  Reference
  Library Catalog  Resource
  E-journals  Subject categories
  Index  such as Humanities
  Interlibrary Loan  or Social Sciences

http://www.jkup.net/terms.html
• Terms most often cited as being understood well enough to foster correct choices by users:

*Find books, Find articles, and other combinations using natural language "target words"

Terms accompanied by additional words or mouseovers that expand on their meaning.
Exercise/Discussion
Take 5 minutes to think of some alternate names for “databases.” Then discuss.
Promotional Ideas from 'Online Marketing'

• #6: Link Love
  – Ask partners to link to your eResource service pages or even directly, based on their clientele

• #11: Social Review Websites
  – Mention eResource services when replying to a comment

• #12: Social Networking Sites
  – Blog and send out alerts about them
  – Purchase flyers/banners to promote them
  – Embed your eResources into the s.n. sites
More Promotional Ideas from 'Online Marketing'

• #15: Instant Messaging
  – Embed Meebo wherever you can think to put it

• #16: Participate on Expert Sites
  – Mention your eResources when giving your byline as the most awesome answerer

• #17: Email and RSS Subscriptions
  – Send out occasional updates on subject-targeted eResources

• #19: Microblogging
  – Send out occasional updates on eResources
EBSCO, Gale, & OCLC/WorldCat integration of results into Google

Whaddya think?
Exercise
Jot down some of the ways that you want to market your eResources.
Analysis
Best Practices for Analysis

- Track statistics monthly
- Offer quarterly reports
- What to track?
  - Searches? Document accesses? Hits?
  - Downloads? Views?
  - Track something comparable!
- Measure items on cost per use
- Create a click-through-page on website so you can compare how many people clicked on the eResource link vs. actual use
Comparative Usage By Database

# of searches except for NetLibrary & Safari (# of times e-books accessed), Digital Books (# of times e-books downloaded) & LearnATest (# of site visits)

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<tr>
<th>Database</th>
<th>Usage (Counts)</th>
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<tr>
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<tr>
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<td>Digital Books</td>
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<td>World Book</td>
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eBooks Use (8,925 total)

- NetLibrary text eBooks: 564
- NetLibrary audio eBooks: 210
- Overdrive text eBooks: 144
- Overdrive audio eBooks: 286
- Safari Tech Books: 6,785
- Tumblebooks: 784
- Virtual Reference Library: 152
# Quarterly Cost Per Search for Databases and Cost Per Access/Download for e-books
(based on July-September statistics)

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<th>Database</th>
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<td>126</td>
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<tr>
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<td>Opposing Viewpoints</td>
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<td>Proquest Newsstand</td>
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<td>7</td>
<td>RAND</td>
<td>$99</td>
<td>1,061</td>
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<td>World Book Encyclopedia</td>
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<td>383</td>
<td>$2.94</td>
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Virtual Reference Use (310 total)

- Live Homework Help: 215
- AskNow-answered: 48
- AskNow-asked: 3
- e-mail Reference: 44
Discussion

How are eResources analyzed now? Do you want anything done differently?
Constant Reevaluation

• Constantly re-evaluate user needs
• Conduct a new gap analysis
• Constantly reassess the market
• Survey users about their satisfaction
• Talk with staff about anecdotal evidence of use or disuse
Discussion
What are some successes and failures your own library has had with eResources?
Questions?

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