

INCREASING USAGE OF E-RESOURCES IN COLLEGE LIBRARIES

3rd January 2015

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COVERAGE

e-resources (is it a new term?)

Access Readiness

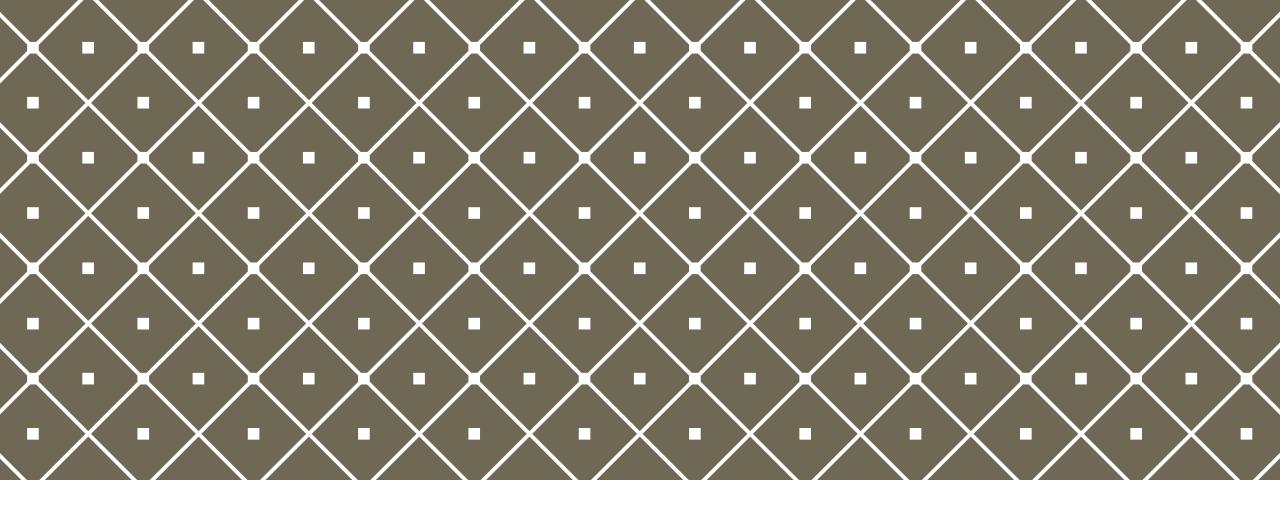
- The vehicle (internet)
- Destinations (e-content)
- Passengers (users)

Authority's (Librarian/Principal)
Job

• Guide Passengers to "their" Destination.

ELECTRONIC RESOURCES:

Electronic resources refer to those materials or services that require a computer for access, manipulation, or reproduction including, but not limited to, numerical, graphical and textual files, electronic journals, bibliographic or fulltext databases and Internet resources.

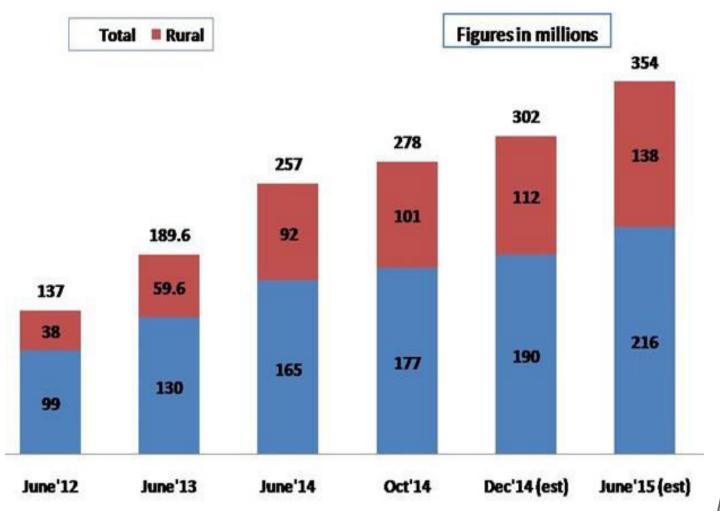


THE VEHICLE (INTERNET)

INTERNET USERS BY COUNTRY (2014)

Rank	Country	Internet Users 🔻	1 Year Growth %	1 Year User Growth	Total Country Population	1 Yr Population Change (%)	Penetration (% of Pop. with Internet)	Country's share of World Population	Country's share of World \$ Internet Users
1	<u>China</u>	641,601,070	4%	24,021,070	1,393,783,836	0.59%	46.03%	19.24%	21.97%
2	<u>United States</u>	279,834,232	7%	17,754,869	322,583,006	0.79%	86.75%	4.45%	9.58%
3	<u>India</u>	243,198,922	14%	29,859,598	1,267,401,849	1.22%	19.19%	17.50%	8.33%
4	<u>Japan</u>	109,252,912	8%	7,668,535	126,999,808	-0.11%	86.03%	1.75%	3.74%
5	<u>Brazil</u>	107,822,831	7%	6,884,333	202,033,670	0.83%	53.37%	2.79%	3.69%
6	Russia	84,437,793	10%	7,494,536	142,467,651	-0.26%	59.27%	1.97%	2.89%
7	Germany	71,727,551	2%	1,525,829	82,652,256	-0.09%	86.78%	1.14%	2.46%
8	<u>Nigeria</u>	67,101,452	16%	9,365,590	178,516,904	2.82%	37.59%	2.46%	2.30%
9	<u>United Kingdom</u>	57,075,826	3%	1,574,653	63,489,234	0.56%	89.90%	0.88%	1.95%
10	<u>France</u>	55,429,382	3%	1,521,369	64,641,279	0.54%	85.75%	0.89%	1.90%

INTERNET USERS (INDIA)



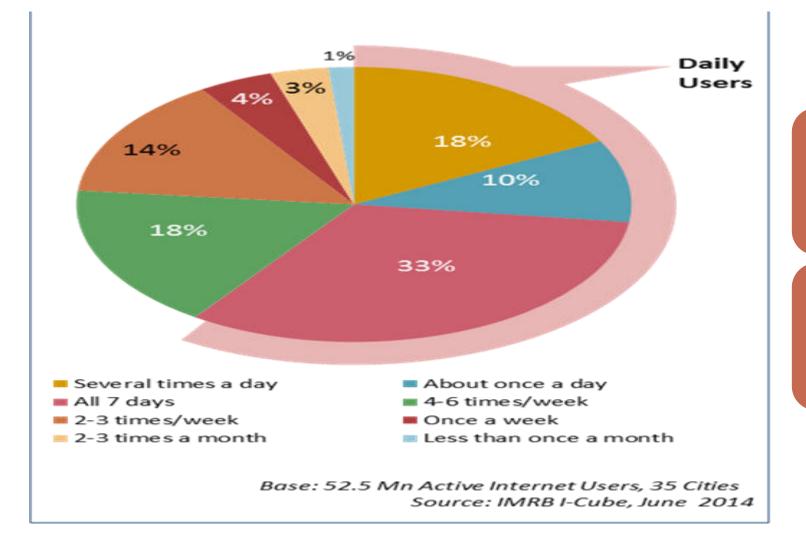
According to the report, 52 million new internet users will be added in first six months of 2015.

Urban and Rural India is expected to added equal number of users (26 million each).

This also means that India will be adding close to 9 million internet users every month!

[Source: IAMAI-IMRB I-cube estimates]

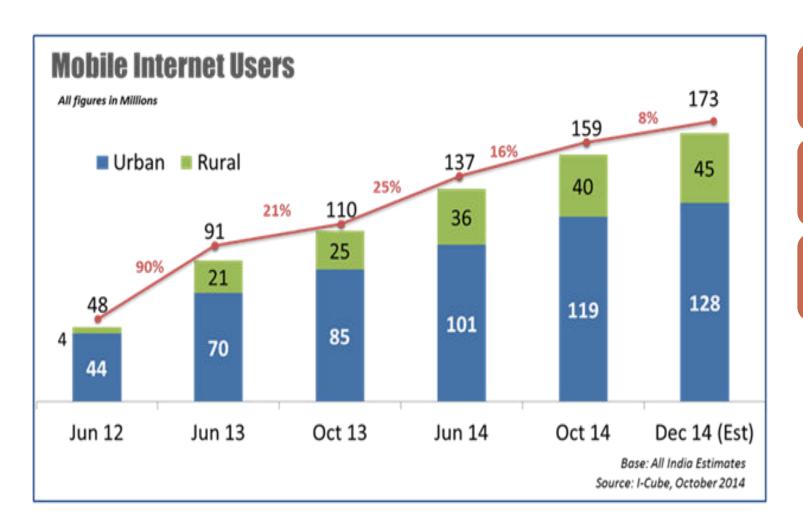
FREQUENCY OF ACCESS



Most of the users access internet for general search, social networking browsing and entertainment.

Interestingly 61 percent access internet for online shopping and 63 percent access to do online transactions.

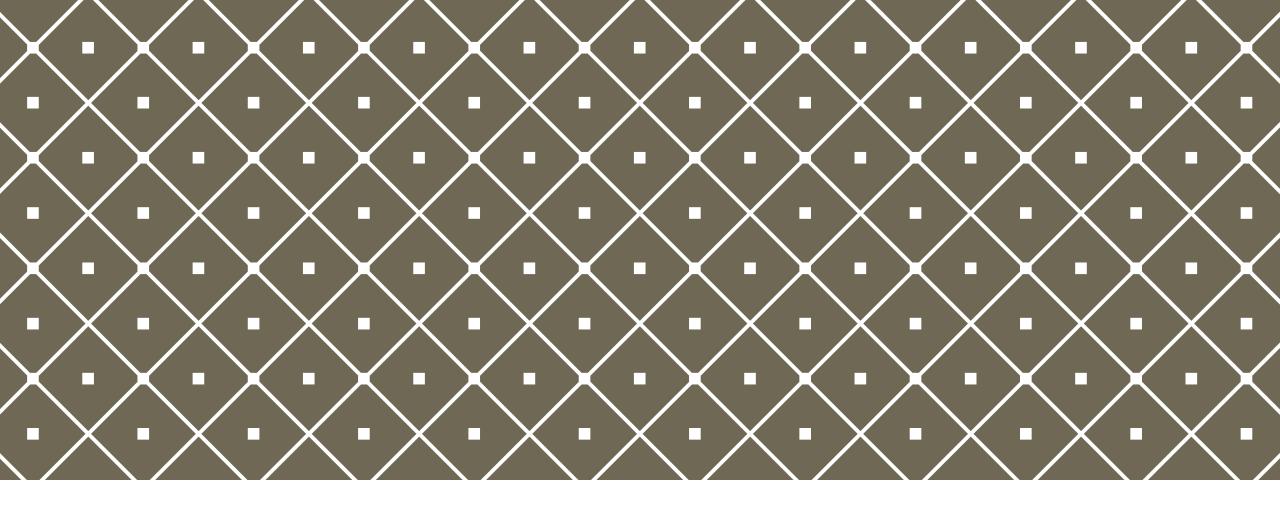
MOBILE INTERNET USERS



According to the report around 173 million or 57 percent of Indian internet users access internet from their mobile phones.

The percent of mobile internet users has grown more rapidly than traditional broadband users.

49 million new mobile internet users have been added between Oct 2013 to Oct 2014.



DESTINATION (E-RESOURCES)

ONLINE RESOURCES

Search Engines

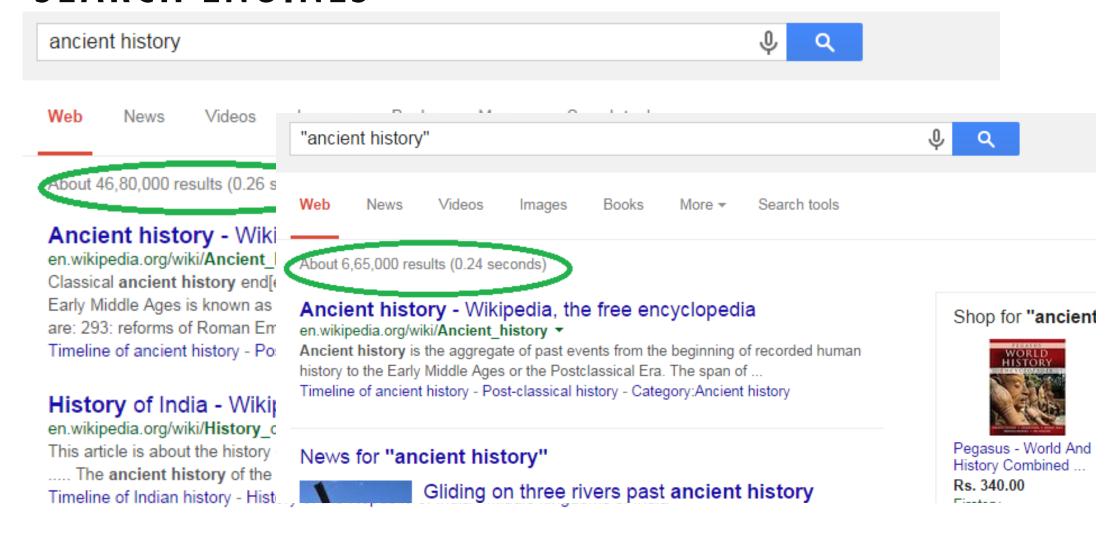
Subject Directories/Gateways

Online Resources and Databases (Subscribed/ Consortia Based)

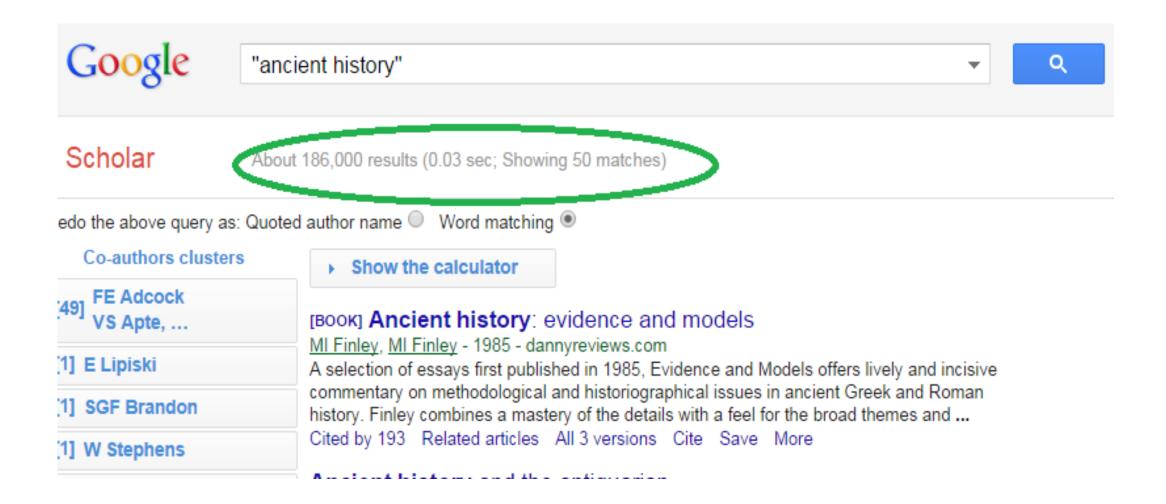
ETDs

Other Open Access Sources.

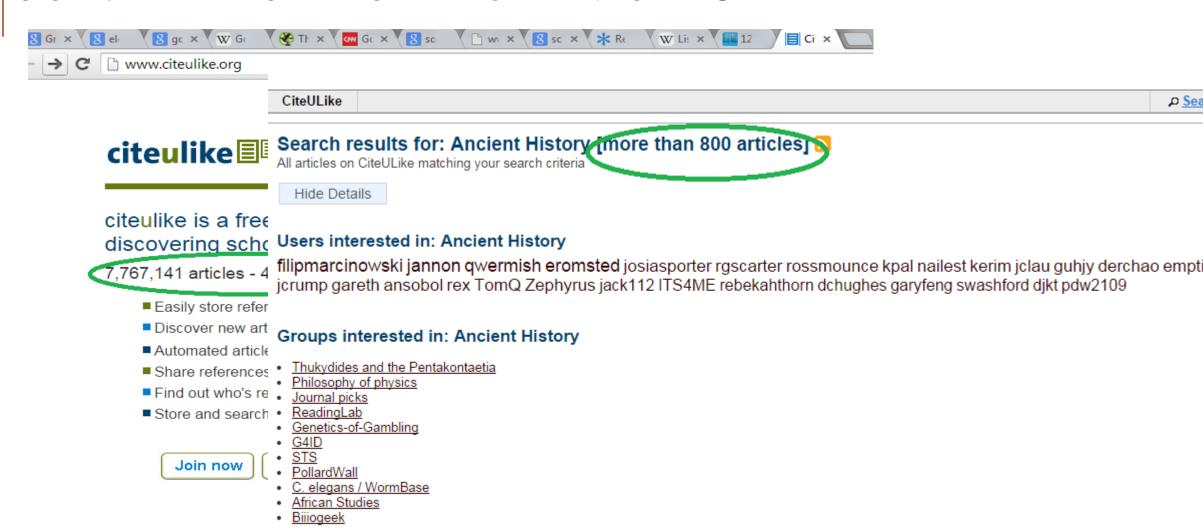
SEARCH ENGINES



SCHOLARLY SEARCH ENGINES: GOOGLE SCHOLAR



SCHOLARLY SEARCH ENGINE: CITEULIKE



Articles discussing: Ancient History

SUBJECT SEARCH ENGINES/GATEWAYS



SUBJECT SPECIFIC:



Your Independent Guide to Sociological Resources on the Internet

Search Directory

amazon.in

Books Jobs in Sociology Newsletter About



Looking for sociology on the Internet? Start here!

Articles and Essays

Marketplace

Publishers

Sociological Associations

American Sociological Association

Sociology Topics

Criminology and Social Deviance, Cultural Studies, Demography, More...

Giants of Sociology

Online Directories

Sociological Theories

Surveys and Statistics

Learning Sociology

Online Journals and Blogs

Sociology in Action

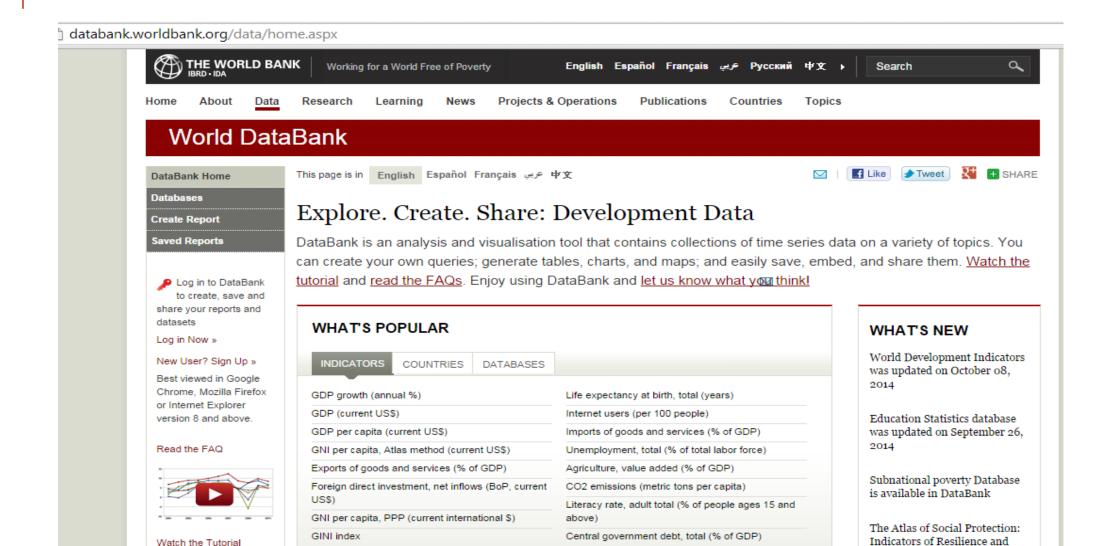
University Departments

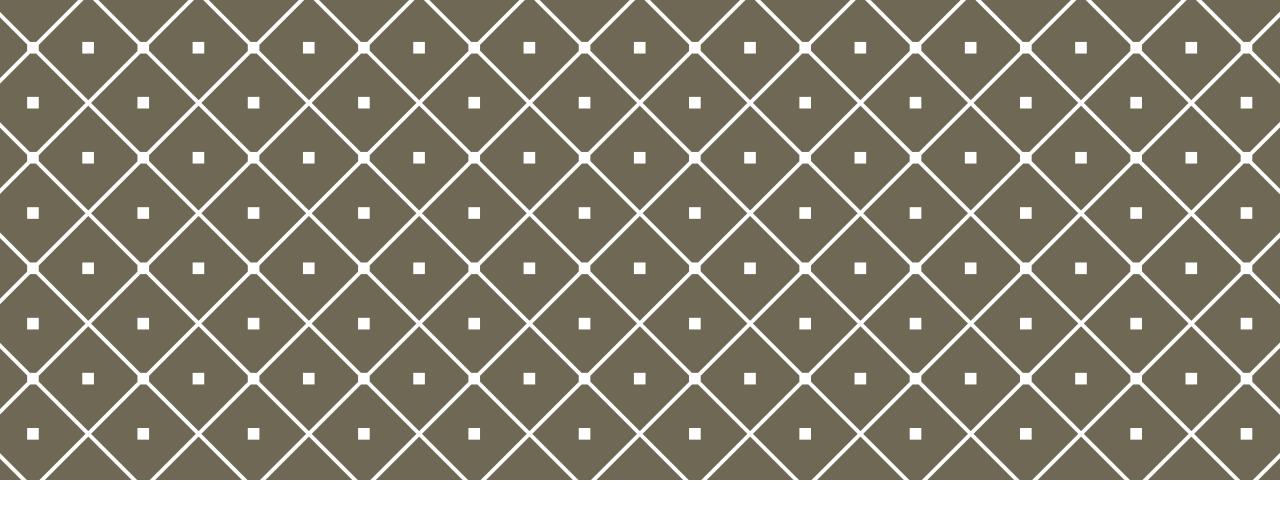
Argentina, Australia, Austria, More...

OPEN ACCESS RESEARCH DATA: INDIA



OPEN ACCESS DATA: WORLDBANK





CONSORTIA BASED AND SUBSCRIBED E-RESOURCES



Electronic Journals Subscribed under NLIST Programme

SI No.	E-resources	No. of Journals	Back files
1	American Institute of Physics	18	Ten yrs.
2	American Physical Society	10	Ten yrs.
3	Annual Reviews	33	Ten yrs.
4	Cambridge University Press	224	Ten yrs.
5	Economic and Political Weekly (EPW)	1	1966+
6	Indian Journals	186	2007+
7	Institute of Physics	46	Vol. 1+
8	JSTOR	2500	Vol. 1+
9	Oxford University Press	206	1996+
10	Royal Society of Chemistry	29	Ten yrs.
11	EBSCoHost-Wilson Omnifile	3075	1982+
	Total	6328	

Electronic Books

SI. No	E-book Collection	Total No. of Books Available	No. of Books Purchased	No. of books Accessible
1	E-brary	83024	83024	83024
2	Cambridge Books Online	13,966	1800	6000+
3	EBSCoHost-Net Library	4436	936	4436
4	Hindustan Book Agency	65	65	65
	Institute of South East Asian Studies			
5	(ISEAS)	382	382	382
6	Oxford Scholarship Online	6,577	1402	902
7	Springer eBooks	50,208	2,300	18,000+
8	Taylor Francis eBooks	40,000+	1,800	4,500+
9	My-i-library - McGraw Hill	2,50,000	1,124	1,124
10	Sage Publication eBook	2,700	1,000	1,000
	Open Access (Net Library)		3500	
	Total	4,51,358	97,333	1,19,433

Current Status



4200+ colleges have registered themselves under the N-LIST programme



3900 eligible colleges that are already getting access to eresources



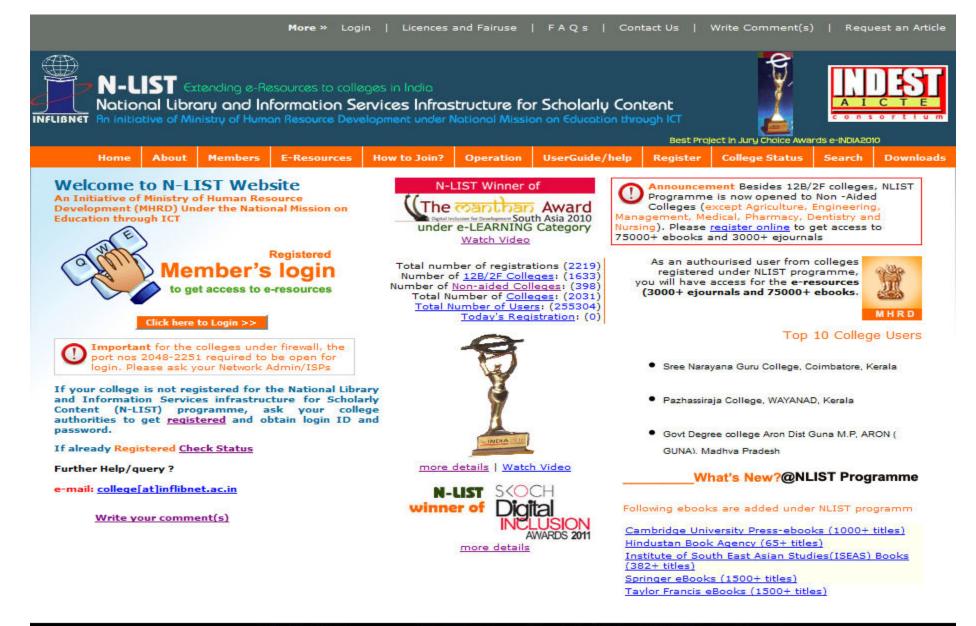
More than 6,47,680 faculty members and students in 3,610 registered colleges have been given User ID and Password to access e-resources



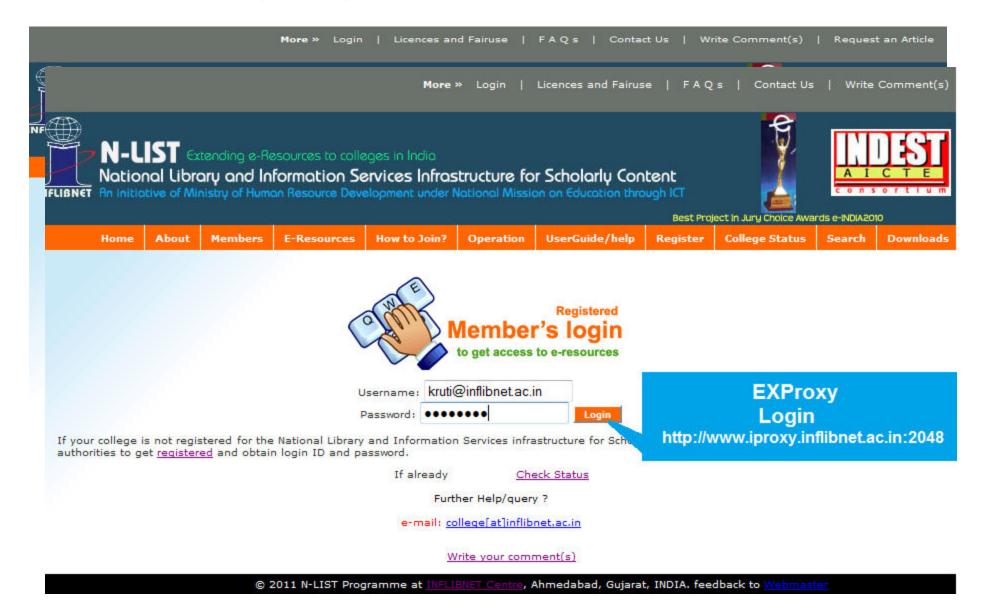
Group login ID and passwords have been given to colleges that have not given names of their actual users

How to Access E-resources Available Under the N-LIST Programme

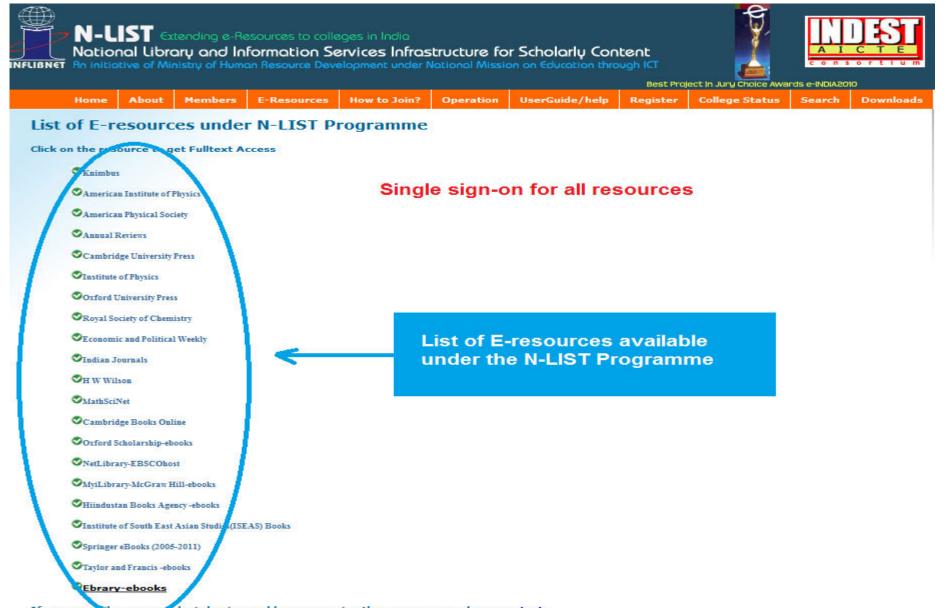
Log on to N-LIST Website: http://nlist.inflibnet.ac.in



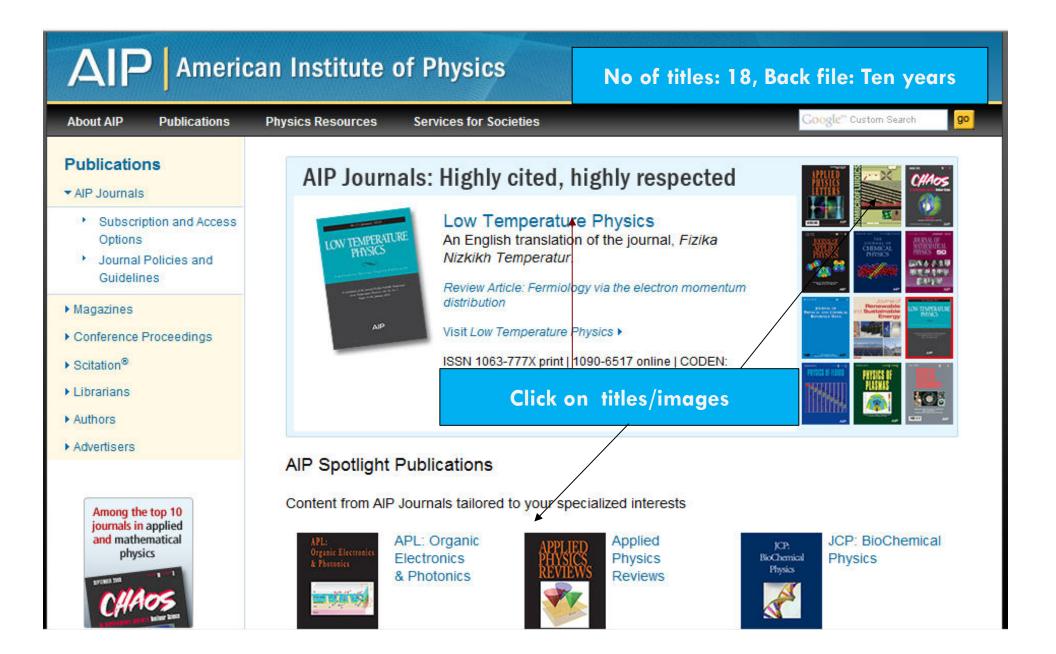
Login in Ezproxy

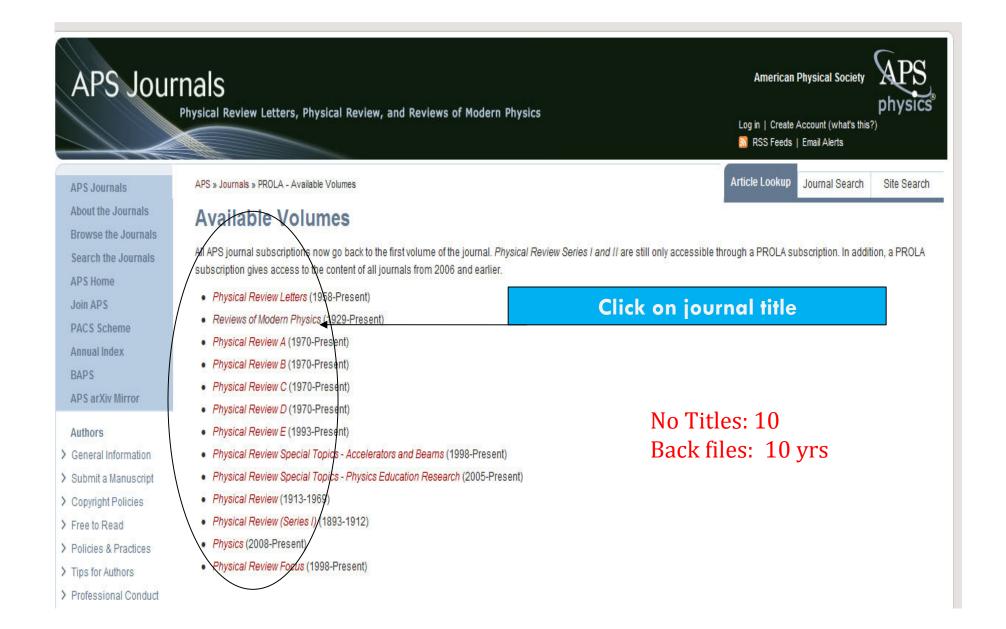


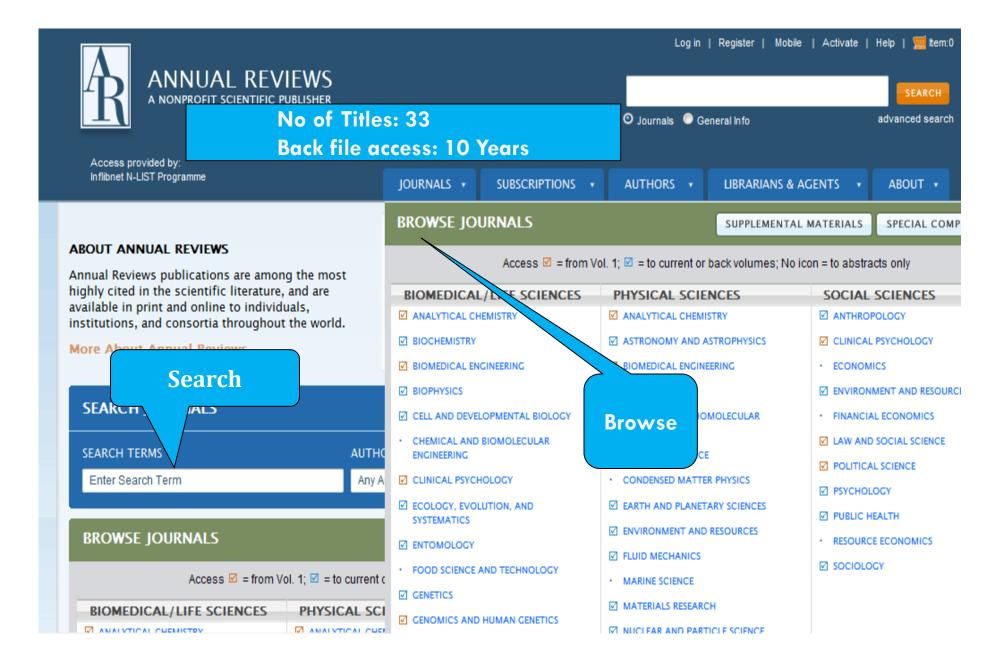
After Ezproxy Login

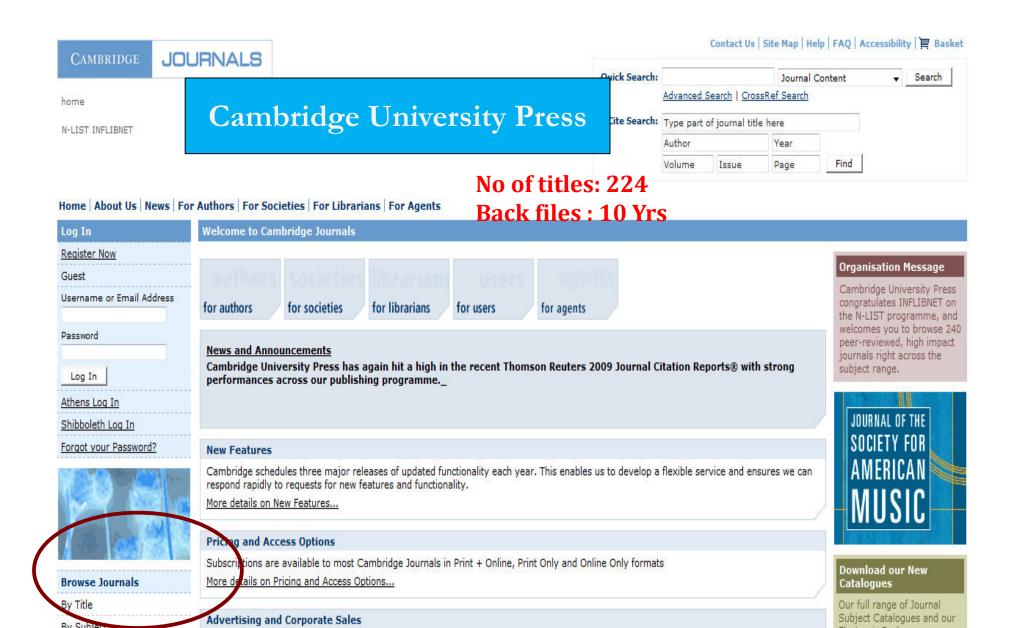


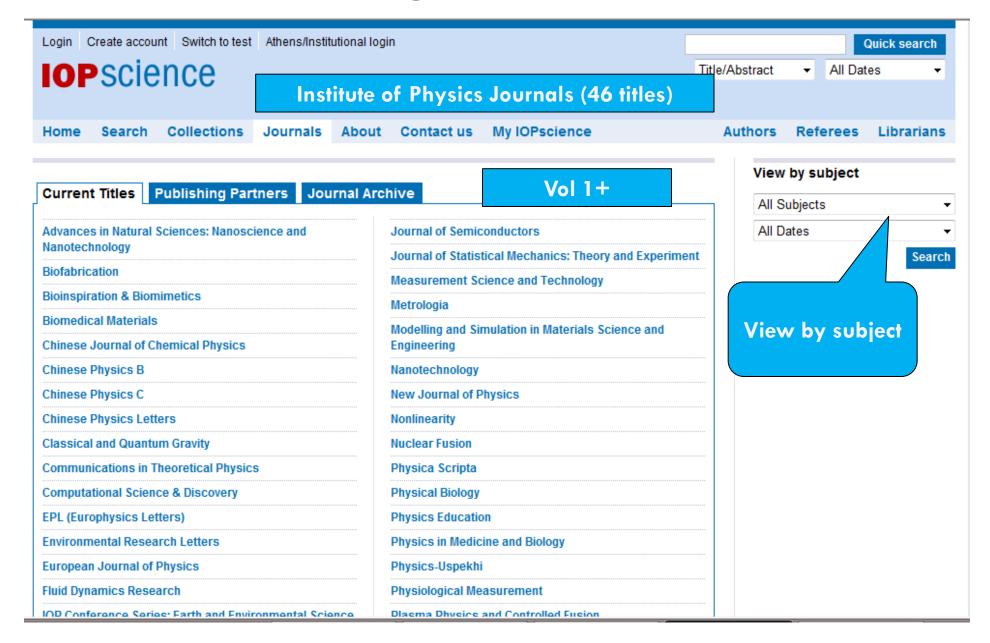
If you are a ibrary use who is having problems accessing these resources, please contact.

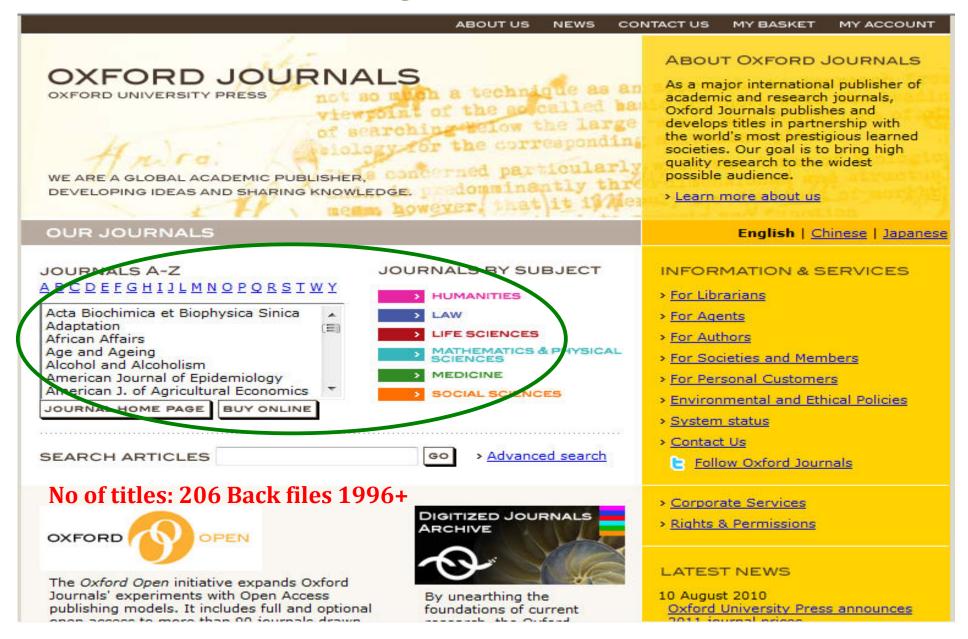


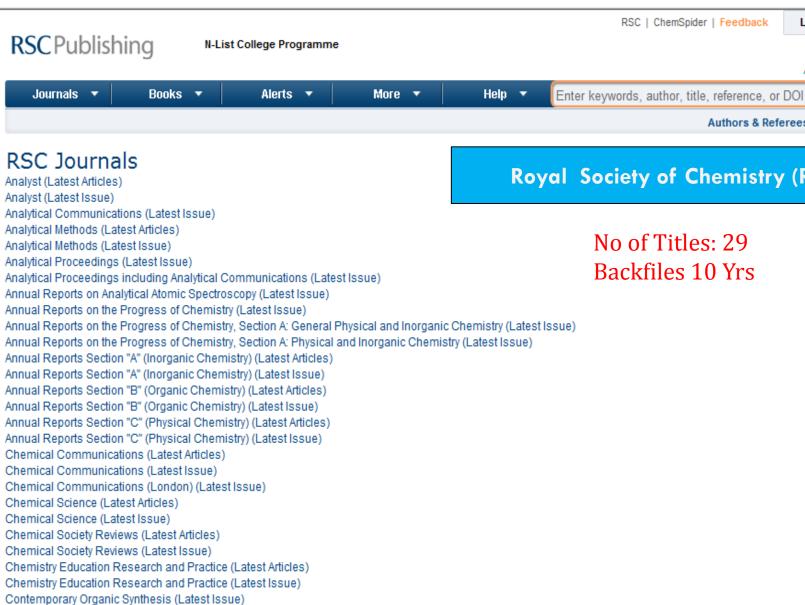












CrystEngComm (Latest Articles)

Royal Society of Chemistry (RSC)

RSC | ChemSpider | Feedback

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Advanced Search

Authors & Referees

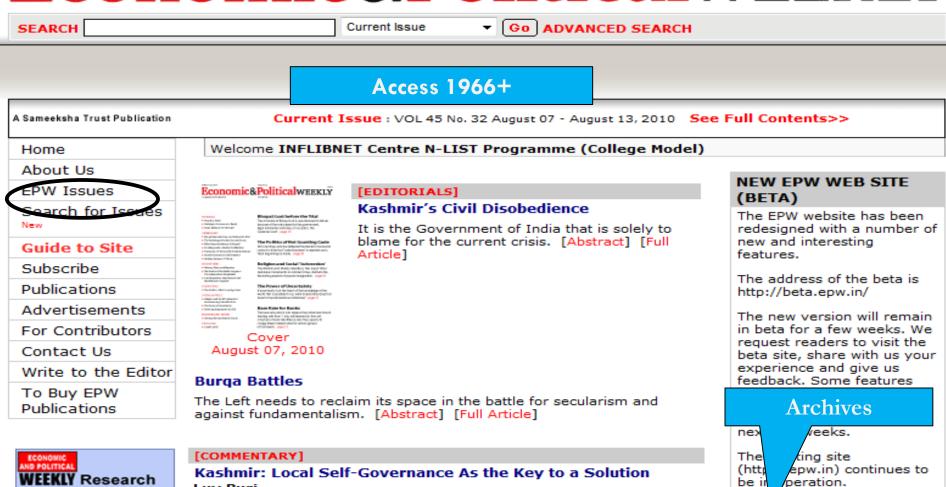
Search

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Foundation

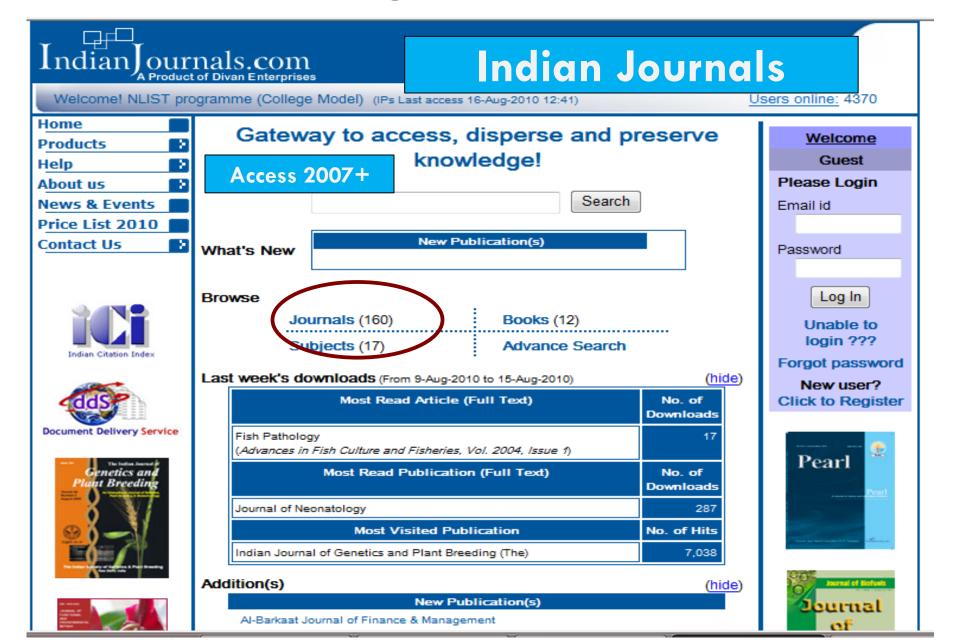
Economic&PoliticalWEEKLY

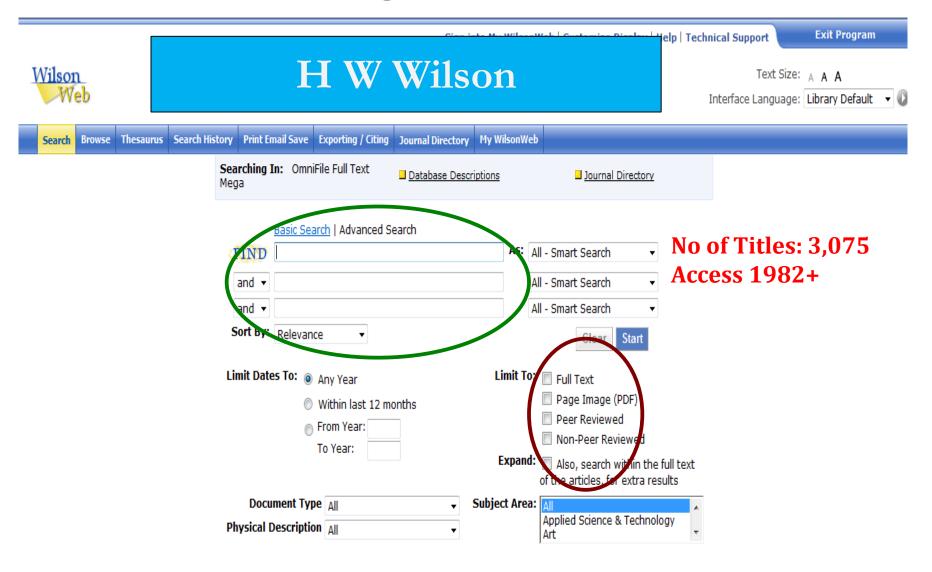


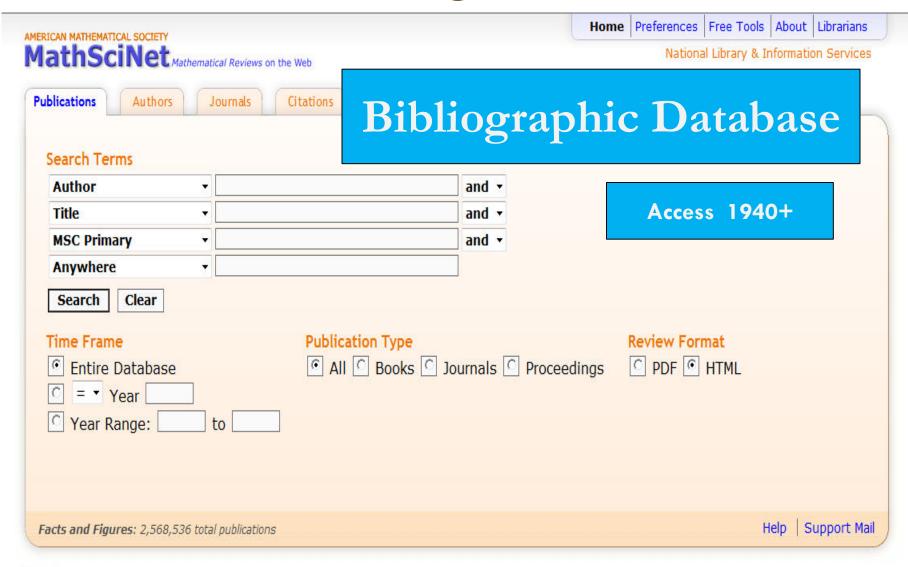
The massive public protests in Kashmir in recent weeks are a fallout of a

deep-seated frustration of the people with the political system

Archives (1966-1998)



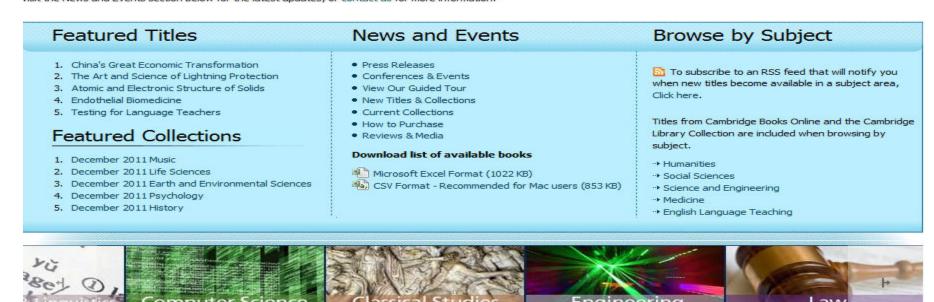






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- Open a document Click on the title name or jacket.

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- Fine Arts
- History
- · Language & Literature
- Law
- · Life Sciences
- Medicine
- · Physical Sciences
- Psychology

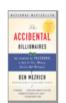
Publishers

- Association of Supervision and Curriculum Development (ASCD)
- Continuum
- AMACOM
- Amsterdam University Press
- . BIOS Scientific Publishers
- . Brill Academic Publishers
- · Brookings Institution
- CABI Publishing
- Cambridge University Press
- Columbia University Press
- Cornall University Dress

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We have recently added over 1,100 multidisciplinary titles from National Academies Press, New Age International, World Trade Press, University of Chicago Press, and other leading publishers.

Below is a sample listing of newly added titles. To open a document, click on the jacket.



Accidental Billionaires: The Founding of Facebook: A Tale of Sex, Money, Genius and Betrayal, by Ben Mezrich (Anchor, 2010)

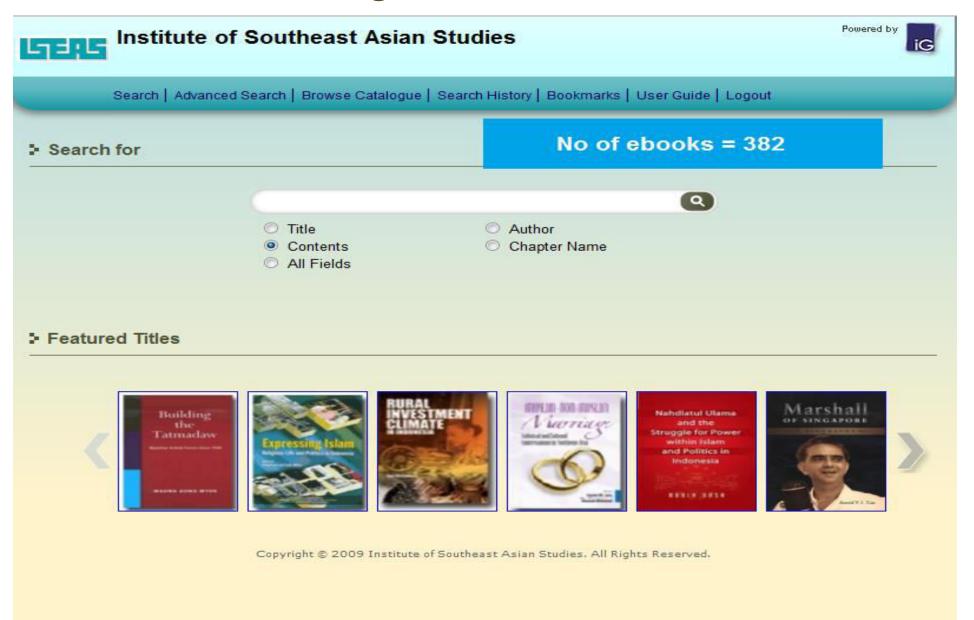
VIEW THIS TITLE



Brain Sense: The Science of the Senses and How We Process the World Around Us, by Faith Hickman Brynie (AMACOM, 2009)

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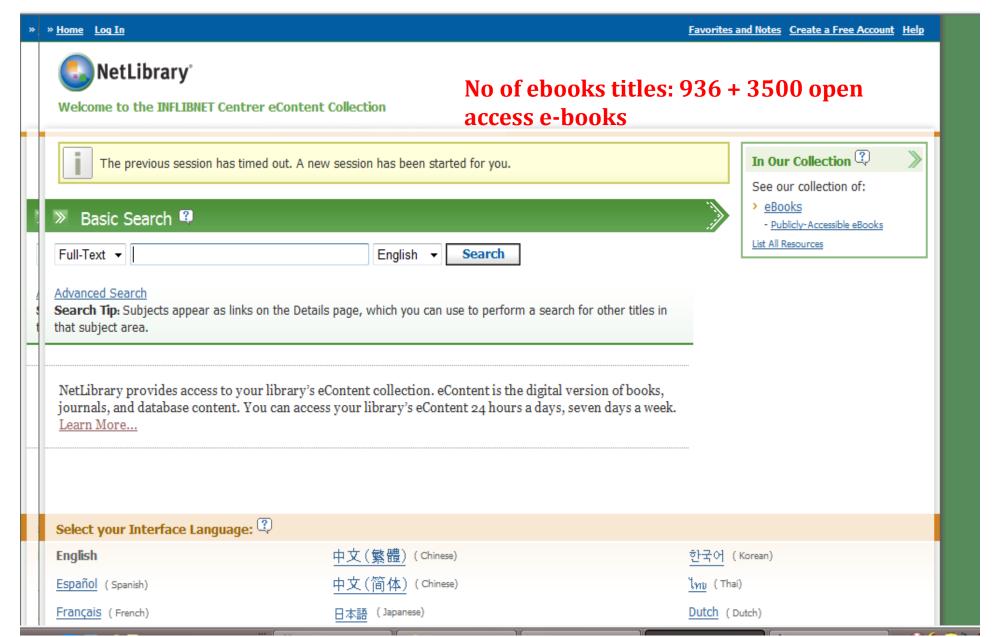
Home

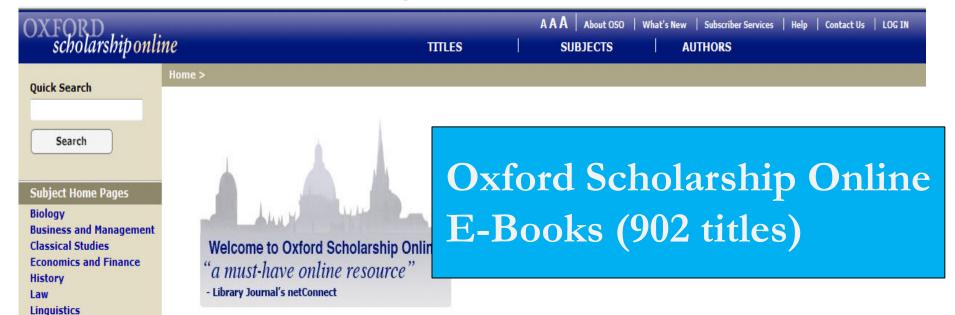
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Specially-commissioned abstracts and keywords are available at book and chapter level (free to non-subscribed users), and at least 500 new and recently-published books are added each year.

Latest News: August, 2010

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Latest content into Oxford Scholarship Online - 203 titles were added to Oxford Scholarship Online as part of the May 2010 update. An Additional Content Enhancement has also been

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Music

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Political Science

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Printer Friendly

Philosophy

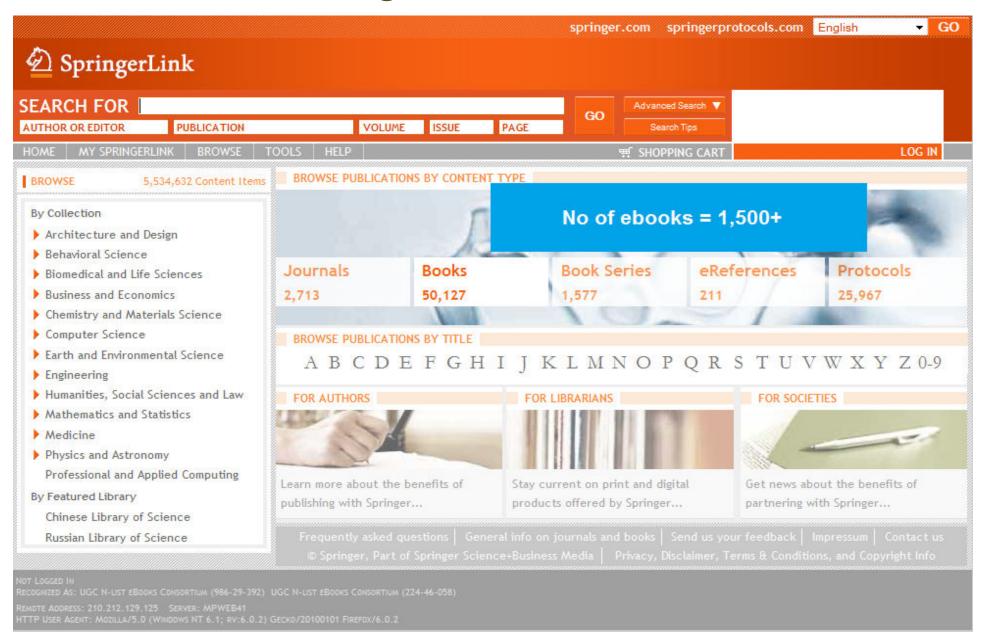
Psychology

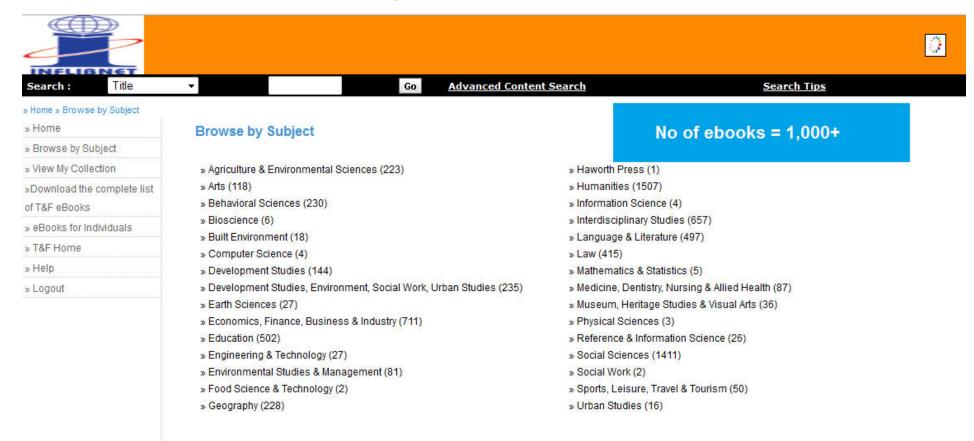
Religion

Social Work

Physics

Not logged in









Best Project in Jury Choice Awards e-INDIA2010

Home About Members E-Resources How to Join? Operation UserGuide/help Register College Status Search Downloads

N-LIST e-Journal/e-book Search

Total match for search-> Physics (331)

• <u>E-journal(79)</u>

<u>E-Book</u>(252)

Back

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N-LIST e-Book Search

Search Results Total Match: (252)

Averro?es` physics a turning point in pydieval natural philosophy / Ruth Glasner.
 Subject: Averro?es, Physics Aristotle Philosophy, Medieval. Science, Medieval.

INFLIBRET An initiative of Ministry of Human Resource Development under National Mission on Education through ICT

Author Glasner, Ruth.

Publisher: Oxford: Oxford University Press,

Year: c2009.

Platform: Oxford Scholarship Online

Dictionary of physics, chemistry, biology, mathematics Karen Scott.

Subject: Science Electronic books.

Author: Scott, Karen.

Publisher: Chandni Chowk, Delhi : Global Media,

Year: 2007.

Platform: NetLibrary

Fundamentals of neutrino physics and astrophysics Carlo Giunti, Chung W. Kim.

Subject: Neutrinos. Electronic books. Neutrino astrophysics.

Author: Giunti, Carlo.

Publisher: Oxford: Oxford University Press,

Year: 2007.

Platform: NetLibrary

Hegelian metaphysics Robert Stern.

Subject: Hegel, Georg Wilhelm Friedrich, Metaphysics

Author: Stern, Robert,

Publisher: Oxford: Oxford University Press,

Year: 2009.

Platform: Oxford Scholarship Online

· Information, physics, and computation Marc M?ezard, Andrea Montanari.

Subject: Statistical physics. Coding theory. Computer science.

Author: Mezard, Marc.

Publisher: Oxford: Oxford University Press,

Year: 2009.

Platform: Oxford Scholarship Online

· Information, physics, and computation Marc M?ezard, Andrea Montanari.

Subject: Statistical physics, Electronic books, Coding theory, Computer science,

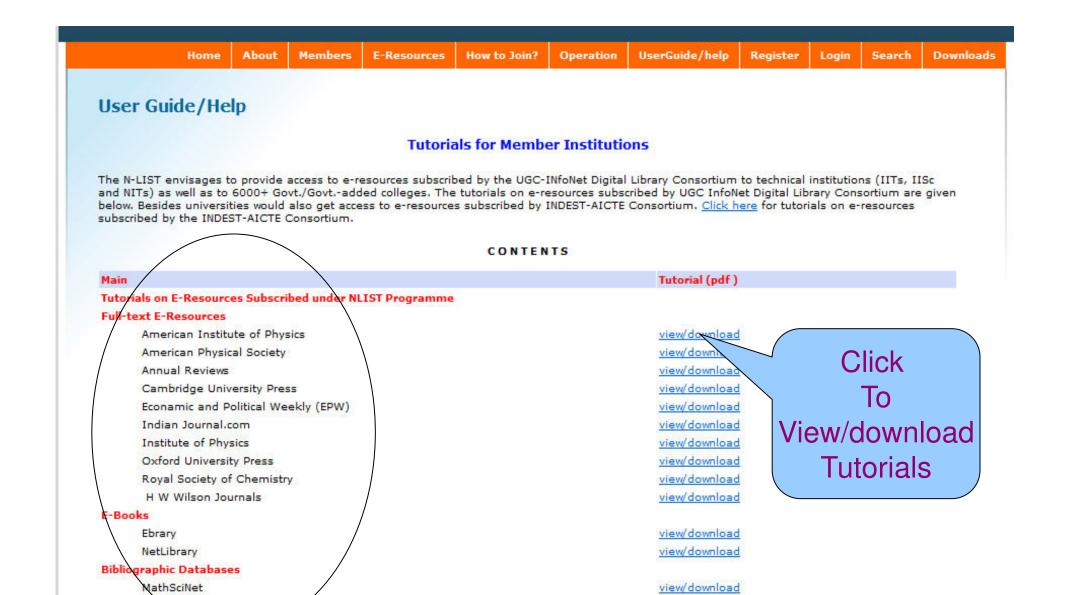
Author: Mezard, Marc.

Publisher: Oxford: Oxford University Press,

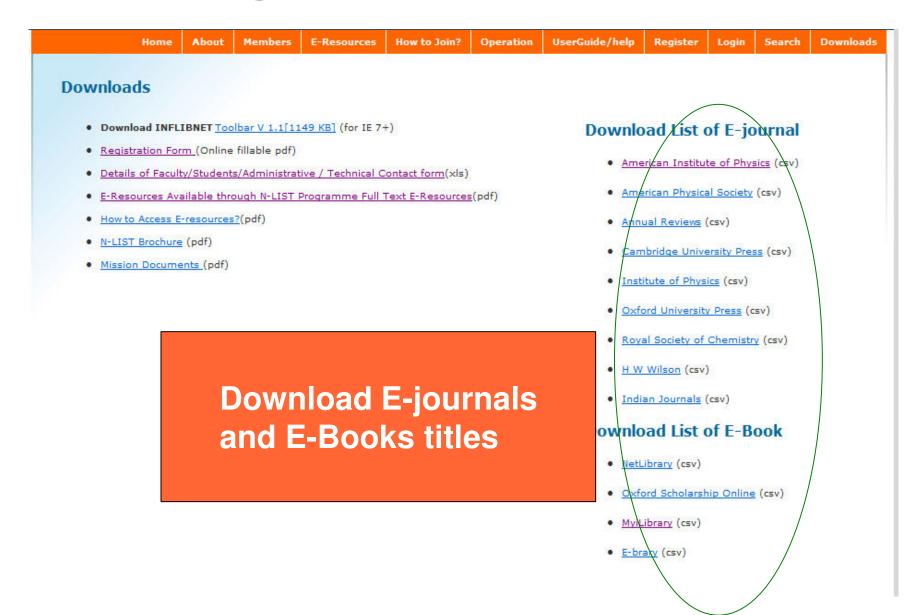
Year: 2009.

Platform: NetLibrary

User Guide: Tutorials on E-resources for colleges



Downloads@N-LIST



Average Cost of E-Resources

Average Cost of E-Books Per College: Rs. 1.24

Average Cost of E-Journals Per College: Rs. 5.97

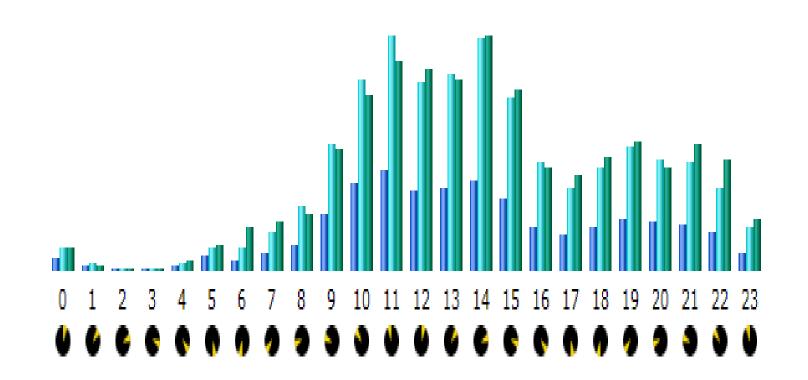
Monthly Usage Statistics all Resources in 2012

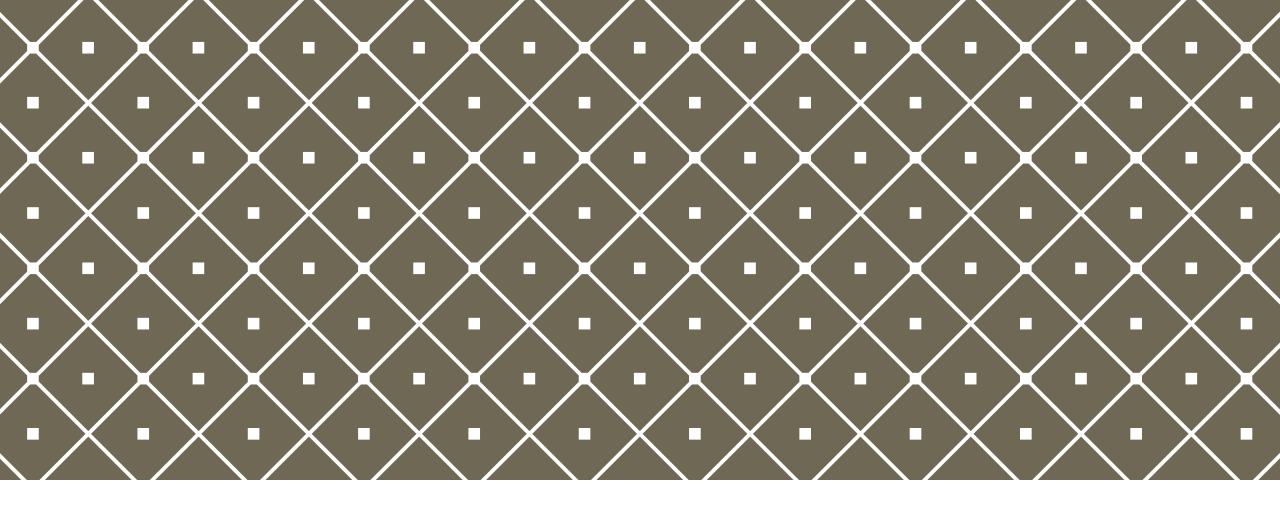


Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2012	7,573	10,295	424,454	1,294,292	22.58 GB
Feb 2012	7,254	9,968	402,776	1,103,350	21.63 GB
Mar 2012	7,297	10,110	421,225	1,123,679	23.14 GB
Apr 2012	5,732	7,611	307,008	839,123	19.17 GB
May 2012	4,883	6,703	292,985	777,151	16.25 GB
Jun 2012	5,691	8,087	399,352	961,538	21.41 GB
Jul 2012	7,812	12,145	553,024	1,325,569	27.76 GB
Aug 2012	8,115	11,088	424,754	1,085,402	25.96 GB
Sep 2012	9,513	13,620	627,165	1,411,129	35.11 GB
Oct 2012	9,321	13,124	573,221	1,357,471	38.73 GB
Nov 2012	6,608	9,296	382,575	896,894	23.47 GB
Dec 2012	6,997	9,788	419,688	979,626	28.03 GB
Total	86,796	121,835	5,228,227	13,155,224	303.24 GB

Hour wise Usage of all Resources in 2012

24 hours use





HOW TO SEND MORE AND MORE PASSENGERS (USERS) TO THEIR DESTINATIONS (E-RESOURCES)

BLEND WITH ACADEMIC CURRICULUM.

Remembered "Vanche Gujarat"?

Mostly non academic reading. Users asked to choose their book.

Why can't we have similar system for curricula?

- Policy intervention required
- Can librarian play a role ????

SUGGESTIONS TO INCREASE USAGE: TRAINING

Run Regular Training Sessions:

Prepare a training package in order to cover all e resources. These programs be run on regular intervals.

Library Induction Programme to be done at start of academics for all admitted students. (Case study: Gujarat University)

Encourage staff to experiment with online resources, it is perfectly right to search online resources during their leisure time.

Involve maximum staff/faculties

SUGGESTION TO INCREASE USAGE: KNOW YOUR USERS (DIVIDE AND CONQUER)

First phase, target the heavy user and second phase, convert non user to active user.

- In the first phase, heavy users are the ones to whom the promotion activities can be started.
- In the second phase, we can identify the non users and convert them into active users.

Several studies have identified the heavy users of e-resources in our libraries.

- Physicists, for example, are high users of e-print services and read more articles per year than engineers, but fewer than chemists.
- Medical faculty with PhD degrees on average, prefer electronic sources more often than medical faculty with MD degrees.
- Scientists who work in academia generally read more than those in corporations or government
- Laboratories that research scholars in Science disciplines would give more preference to electronic resources than the printed resources as against the scholars of Humanities and Social Sciences who prefer the printed resources

SUGGESTION TO INCREASE USAGE: SHOW THE AVAILABILITY

Access e-books through library OPAC. Some library automation packages do allow the integration of e-books metadata with library OPAC provided the metadata is in the standard format. Integration allows a single point of search both for print and e-books

Subject guides compiled by the library staff comprising of evaluated printed and e-resources.

These subject guides can be put on the library website.

Subject specific training programs: These will be welcomed by the departments. Similarly, presentations might be offered to various Subject Associations

SUGGESTION TO INCREASE USAGE: TRADITIONAL MARKETING

Banners, posters, brochures, bookmarks etc:

Use of printed brochures, flyers, posters, bookmarks etc should not be underestimated. Such flyers, brochures, bookmarks etc be made freely available in various service points in the library.

Posters be pinned in library, hostels, faculty meeting places etc.

Library newsletters (printed or electronic) can be used for providing general messages about Various in- house publications are brought outby student bodies, academic associations etc.

Write ups on subject specific online resources will attract the students and researchers.

SUGGESTION TO INCREASE USAGE: NEW AGE MARKETING

E-mails – global. Emails to all library users indicating new subscriptions, launch events, training programs will promote awareness.

Emails are very proactive. Emails have to be short, specific news items, which could be read quickly.

Users are overwhelmed with information and therefore, they are likely to ignore long emails. The periodicity could be preferably weekly or bi-weekly. More frequent ones are likely to be ignored by the user.

Emails be sent only to the subscribers and there has to be facility for cancelling the subscription.

Targeted emails. This is preferable. The message has to be tailor made. Examples include contents of new ebooks added with a link to the book's website by which the user

SUGGESTION TO INCREASE USAGE: NEW AGE MARKETING

Online Information Tutorials:

• Online information tutorials on how to search information, evaluating and organizing information, citation, ethical and legal issues relating to electronic information tools etc will be useful.

RSS Feeds:

- Using RSS Feeds, one can get e-alerts from the favourite e-journals.
- Applications may include: Current awareness services to keep oneself up to date, RSS Feeds of new article references, news alerts

SUGGESTION TO INCREASE USAGE: NEW AGE MARKETING (SOCIAL MEDIA)

Facebook is a free access social networking site. Users can join the network to interact with other people.

A WhatsApp group on specific subject can Increase academic interaction too...

INCREASING USAGE: IN NUTSHELL

Communicate often and everywhere. Promote your e-resources in newsletters, blogs, formal trainings, and the library's home page.

Take advantage of daily reference interactions. Designate one person to keep the rest of your staff informed of the newest e-resources.

Use creative repetition. Include a reference tip in each issue of your newsletter.

Get outside the library box. Consider tapping into already established newsletters or bulletins that interest your users.

What's in it for them? Show users how they will benefit from using the e-resources.

Link e-resources to users' interests. Time promotions to take advantage of events such as a Supreme Court nomination or when students write seminar papers.

Thanks

Sources:

- 1. Increasing the Discovery and use of e-resources in University Libraries, M Ishwara Bhat, 7th International Caliber 2009
- 2. Promote your electronic resources (http://www.aallnet.org/mm/Publications/spectrum/Archives/Vol-11/pub_sp0704/pub-sp0704-prodev.pdf)