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Re-Kindling InterLibrary Loan

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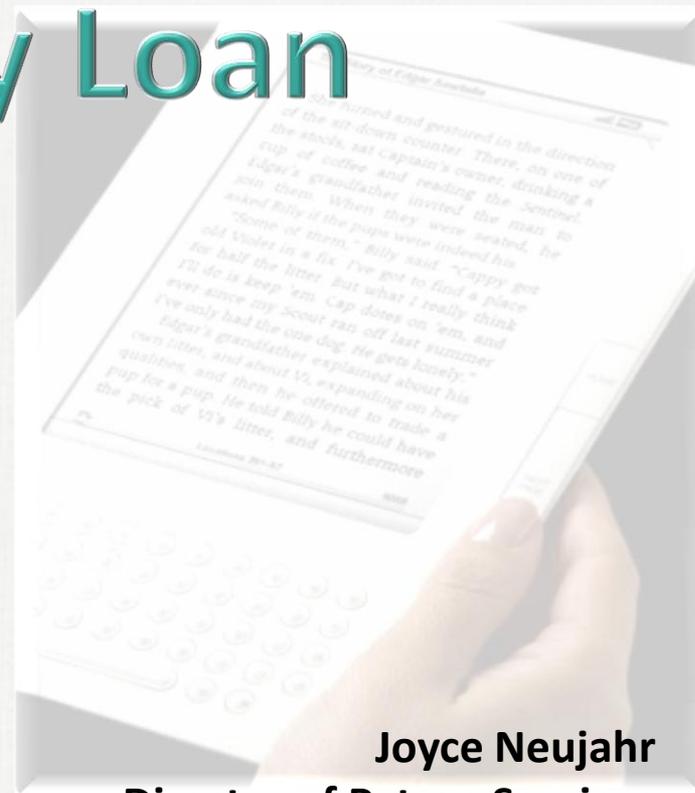
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Re-Kindling InterLibrary Loan



**Amazon Kindle Wireless Reading Device:
Is it the Future of Interlibrary Loan?**



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**LIBRARY
TECHNOLOGY**
Conference
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Macalester College
St. Paul, MN

Kindle 1

- Portable book reader using electronic ink – no backlight
- Wireless connectivity
- 4 shades of gray
- 10 ounces
- Low power consumption
- Holds 200 books, SD card increases capacity
- Text size easy to adjust
- Kindle (AZW), TXT, MP3, Audible
- .PDF, .HTML, .DOC, .JPG, .GIF, .BMP, .PNG, through conversion

Kindle 2

- 1/3 of an inch
- 16 shades of gray
- 20% faster page turns
- 25% longer battery life
- Better page turning buttons
- Joystick
- Easier to turn off and on
- Over 1500 books, no SD card
- Over 245,000 books available
- Read-to-Me feature
- Can be read on iPhone and iPod touch



Attributes important to libraries

- Always connected to Amazon by Sprint's 3G wireless cell phone technology
 - Advantage: can order book for patron any time, anywhere
 - Disadvantage: must disable instant ordering each time a loan is made
- Multiple titles stay on the device
 - Reader gets a whole new browsing experience
 - All books assigned to a given Kindle can be re-downloaded in case of device failure

Attributes important to libraries

- Can exchange files on up to 6 Kindles bought with same account number
 - Advantage: virtually no worries that content will be shared in ways that violate copyright
 - Amazon grants you the non-exclusive right to keep a permanent copy of the applicable Digital Content to view, use, and display an unlimited number of times...solely for your personal, non-commercial use
 - you may not sell, rent, lease, distribute, broadcast, sublicense or otherwise assign any rights to the Digital Content or any portion of it to any third party
- Average book cost \$9.99
 - We have paid as little as \$6 and as much as \$135

3 loan programs

- Interlibrary loan replacement
 - Get your book in 3 minutes
 - Triggered by ILL request
 - Users offered option of Kindle vs. Conventional
 - 2 week loan
- Best sellers
 - More new releases available than conventional ILL
 - Triggered by user request for Kindle loan
 - Interesting implications for loan policies
- Kick the tires
 - User just wants to try the technology
 - Could be accomplished with shorter loan period

Marketing

ILL availability alone did not cause a wildfire of demand

- In some cases, titles were simply not on the list of available titles via Amazon
- In other cases, user preferred paper or didn't want to quickly learn new technology
- Some concerns about how to cite for research (page # ?)
- Best seller loans created more demand, and were not subject to the above concerns

Marketing display was effective when prominently placed



Kindle Circulation Stats

- 3/25/08 Kindles 1 – 5 began circulating total checkouts 119
 - 7/17/08 Kindles 6 – 8 began circulating total checkouts 48
 - 3/12/09 First Kindle 2 total checkout 1
-
- Total Circulation as of 3/16/09 168
 - Average annual estimate = 21 checkouts per unit
-
- Total Books Purchased: 104 for \$ 1,125.46
 - Average cost per book = \$10.82

Issues, some settled...

- Loan rules , Loan rule determiner table
 - Length of loan, holds, location, patron type, item type
 - Special forms to fill out
 - Configure circulation module of ILS
- Kindle bags
- Acquisitions policies
 - Who makes collection development decisions?
 - Recording the purchase, then moving to...
- Cataloging
 - Had to be searchable
 - Dealing with retained titles
 - Basic author/title entered at circulation desk

Future plans

- Obsolescence guaranteed
- New versions and competitors
- Audio books and other content may be important
- And, yes, we'd do it again



