

SERIALS BY THE NUMBER

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**13TH NORTH CAROLINA SERIALS CONFERENCES
OPENING PANDORA'S BOX:
MANAGING THE CHAOS OF SERIALS RESOURCES**

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FIVE IMPORTANT QUESTIONS

- What do print and electronic journals actually cost?
- What use are library use metrics?
- Why did library subscription prices increase so much?
- Are “big deals” good deals?
- Will Open Access by author payment pay?

WHAT DO
PRINT & ELECTRONIC
COLLECTIONS ACTUALLY COST?

Five Collection Access Services

- Electronic Collection
- Current Periodicals
- Bound Backfile Collection
- Interlibrary Loans (ILL)
- Interlibrary Borrowing (ILB)

Costs Include All Resources Used.

- Collection Purchases
- Staff
- Facilities
- Equipment & Systems
- Photocopies, Binding, etc.

Four Groups of Activities

- Collection-related
- Backfile-related
- User-related
- Use-related

Cost Per Title

- Electronic collection - \$190 per title
- Print collection - \$325 per title
 - Current collection - \$105 per title
 - Backfile collection - \$220 per title

WHAT USE ARE USE METRICS?

A Sound Basis for Decisions

- Cost of Use-related Activities
- Provide a Basis for Decision-Making
- Compare the Unit Cost of Services
 - Electronic - \$2.50 per reading
 - Current Periodicals - \$13.70 per reading
 - Bound Backfiles - \$15.70 per reading
 - ILL - \$8.40 per item
 - ILB - \$11.00 per item

To Understand User Behavior/Patterns

- Where Library Use Fits In
- Trends in Reading

INFORMATION SEEKING & READING PATTERNS

- How much do they read?
- Where readers obtain articles that are read?
- What format do readers use?
- How do readers learn about articles?

HOW MUCH DO THEY READ?

- Depends on the reader's field
- University faculty read more than others

WHERE DO READERS OBTAIN ARTICLES?

- Personal subscriptions
- Library collections
- From another person
- Author Websites
- Preprint and other databases
- Age of articles is important

TRENDS IN SCIENTISTS' READING PATTERNS

- They appear to be reading more
- They rely on libraries more
- Reasons for increased library use

Fig 2 - Average Articles Read per Scientist

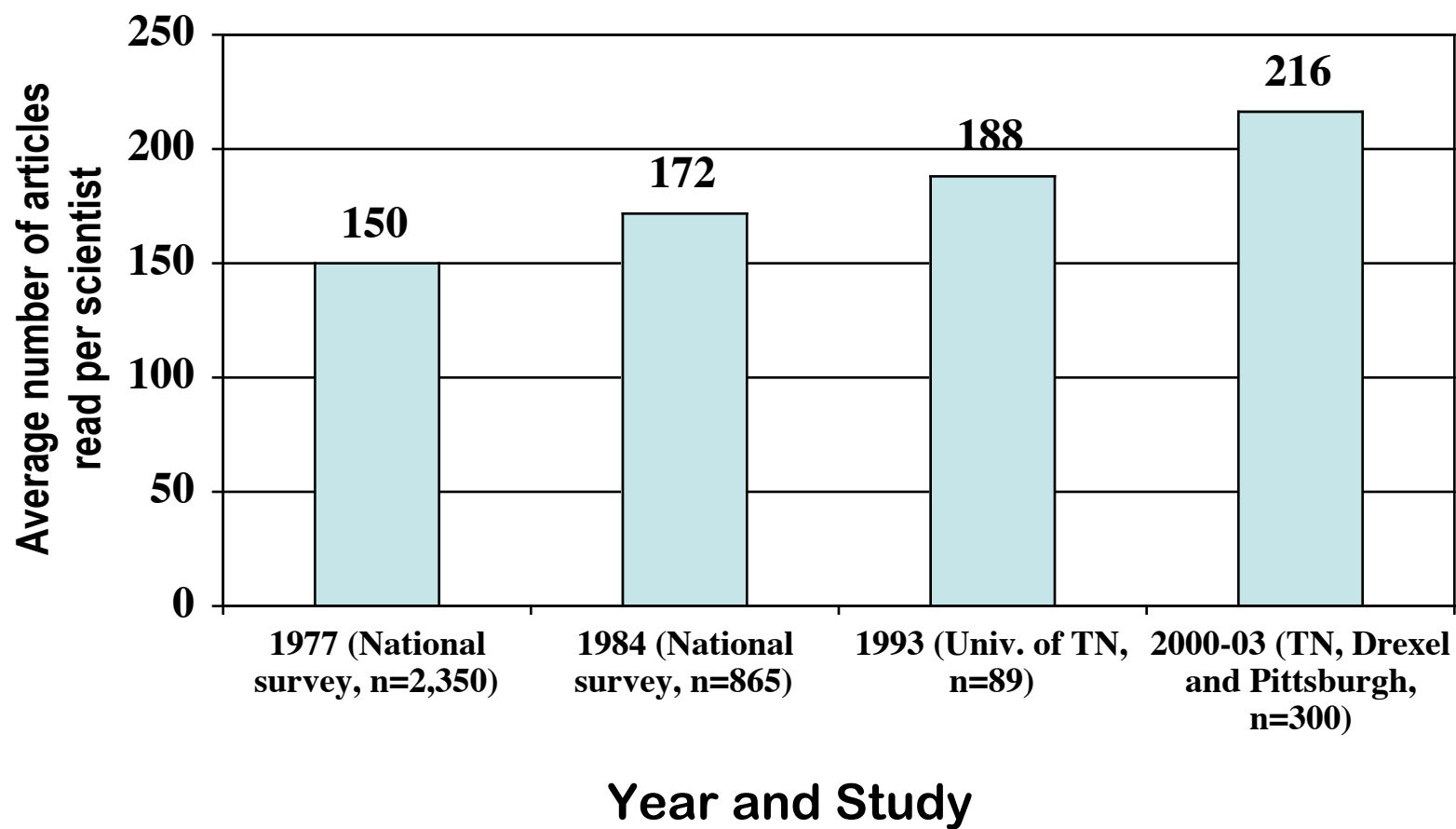
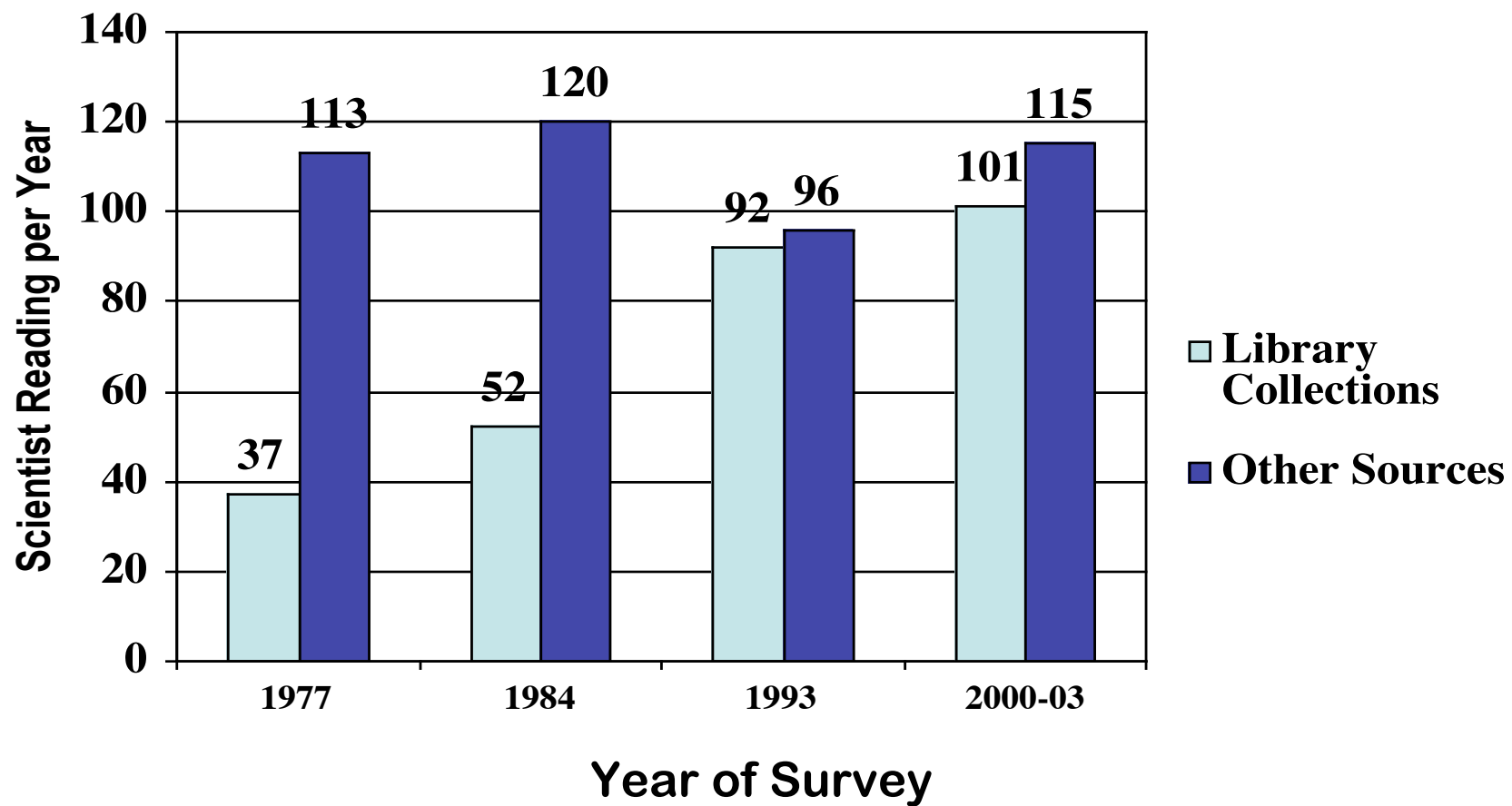


Fig 3 - Source of Readings



Average Number of Personal Subscriptions per Scientist

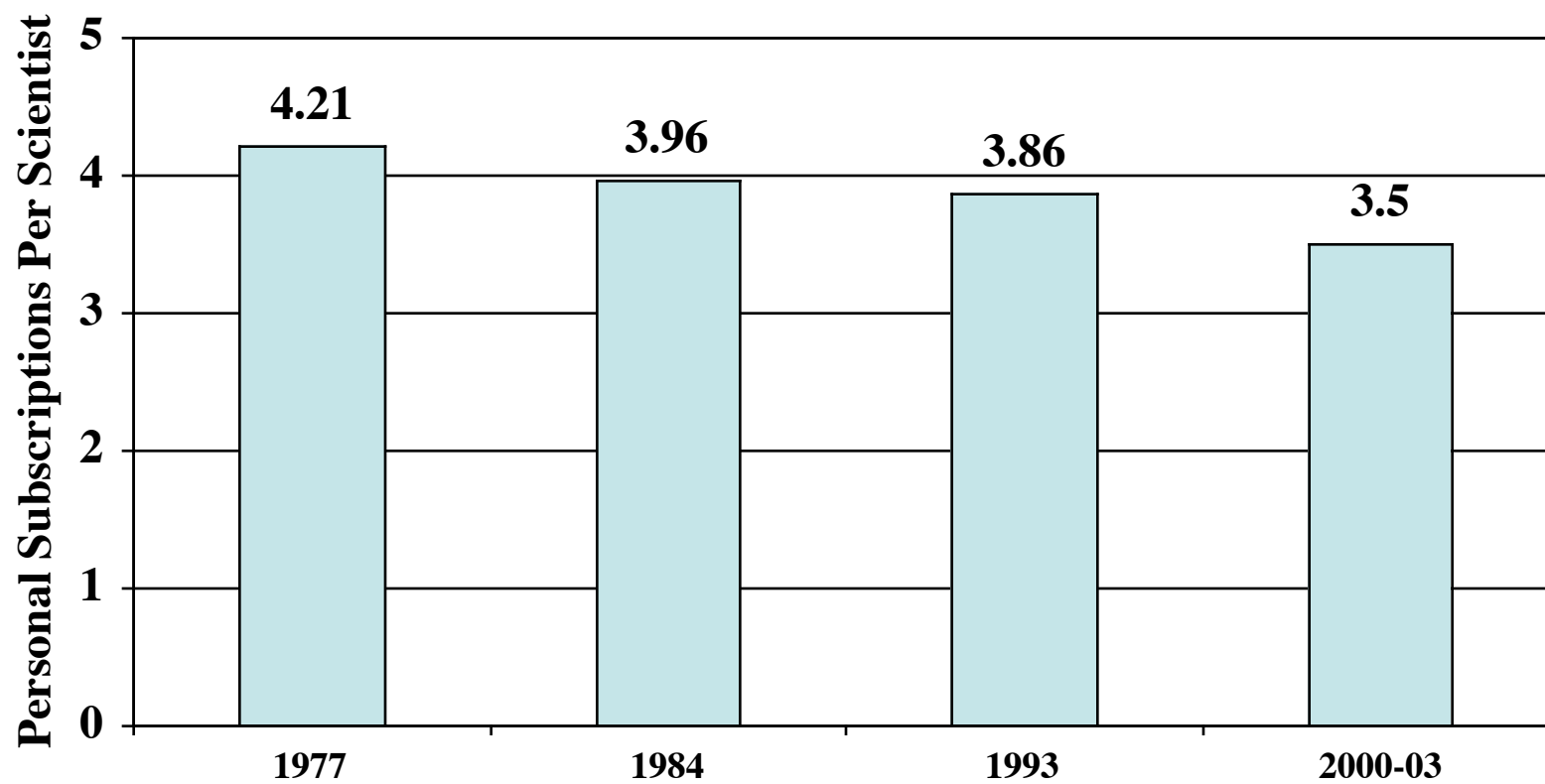


Fig 4 - Average Number of Articles Identified by Automated Searches Per Scientist

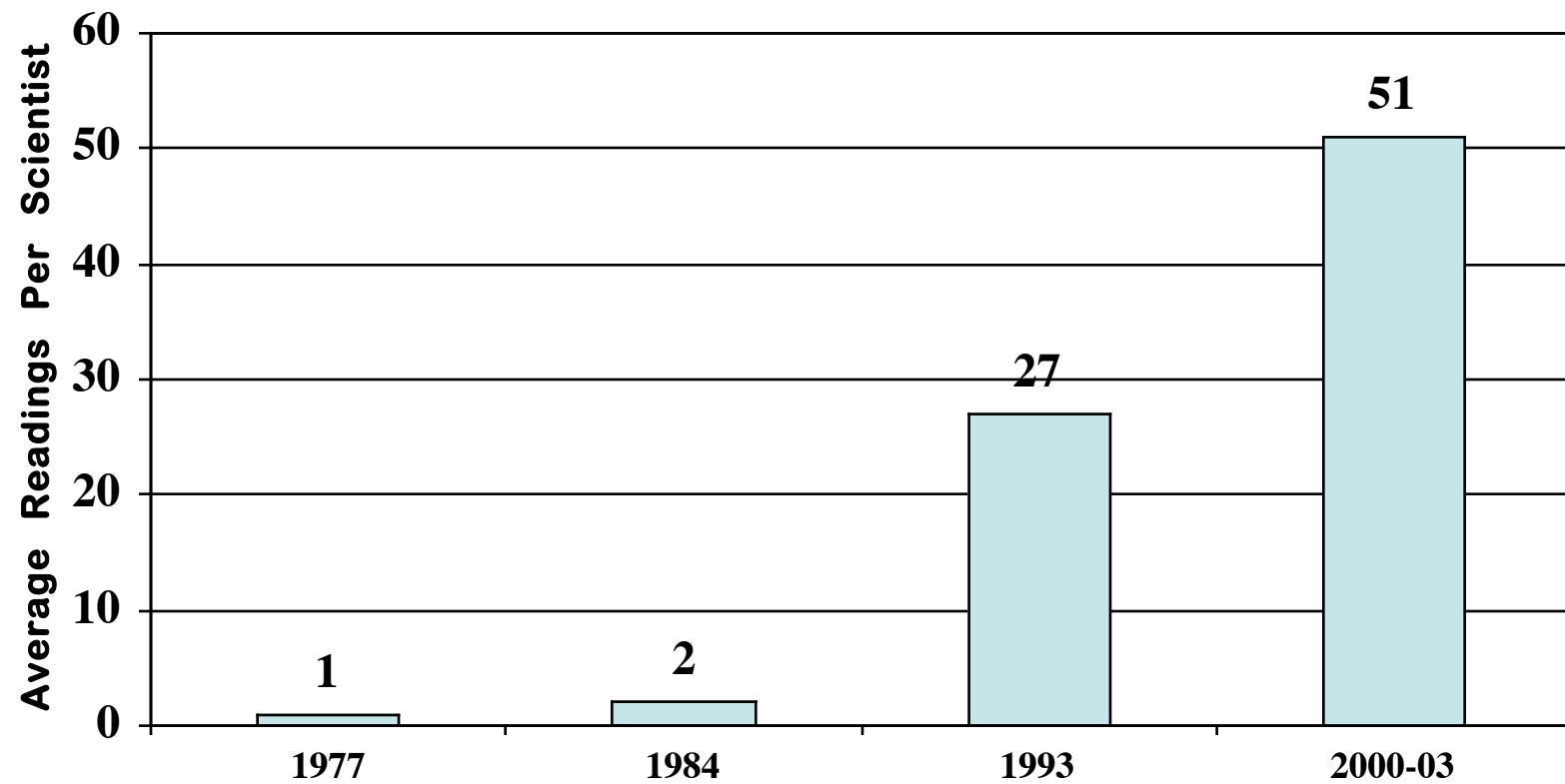
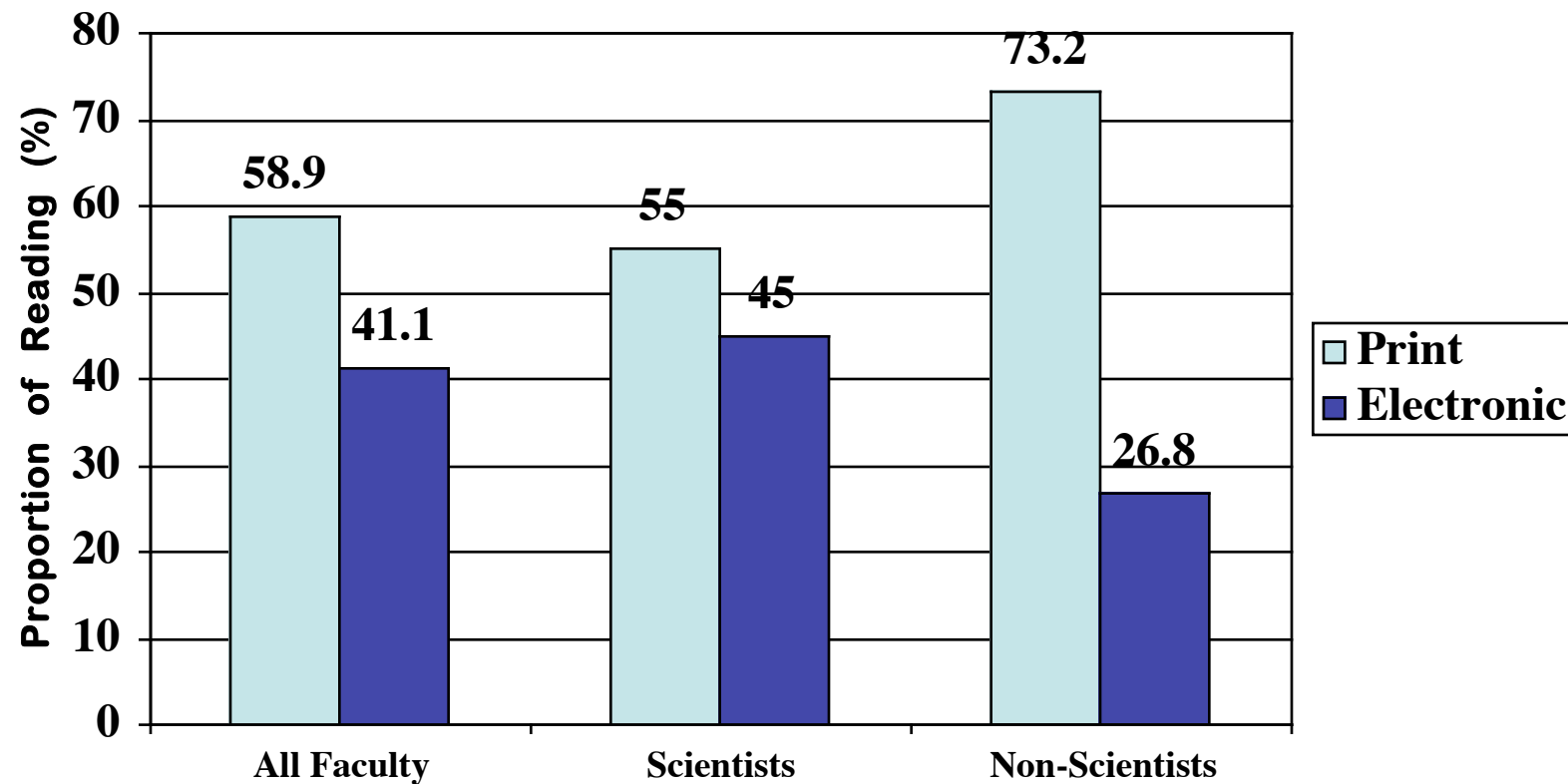


Fig 5 - Format of Reading (%) by University Faculty by Scientists and Non-scientists: 2000-2003



**Source: University of Tennessee (n=96), Drexel University (n=92),
University of Pittsburgh (n=209)**

ELECTRONIC COLLECTION CONTRIBUTION

- Personal subscriptions - 90% print
- Library collections - 80% electronic
 - 80% electronic
 - Broadens journal availability
 - Saves readers about 20 hours per year
- Breadth of reading has increased
 - Read from about 13 journals in 1977
 - Over twice that amount now
- Age of article is a factor

**Table 1 - Age of Articles Read by University Faculty by
Format: 2000-2003**

Age of Article	All Faculty (%)
1 st Year	64.7
2-5 Years	22.0
6-10 Years	6.2
11-15 Years	3.2
Over 15 Years	4.0

**Source: University of Tennessee (n = 96), Drexel University (n = 92),
University of Pittsburgh (n = 209)**

**Table 2 - Proportion of Readings (%) by University Faculty and Staff
by Source Used and by Age of Article Read : 2000-2003**

Source of Article	1st Year	2-5 Years	Over 5 Years
Library	33.5	53.2	73.3
Personal	56.3	28.8	9.2
Separate	10.3	18.1	17.5
Total	100.1	100.1	100.0

Sample Size: Total = 397, Scientists = 300, Non-Scientists = 97
**Source: University of Tennessee (2000), Drexel University (2002),
University of Pittsburgh (2003)**

HOW DO READERS LEARN ABOUT ARTICLES?

- Browse
 - Personal subscriptions
 - Library
 - Databases
- Online Search
- Citations in publications
- Someone told reader
- Readers' time is important

LIBRARY CONTRIBUTION TO USEFULNESS & VALUE

- Purpose of use
- Importance in achieving principal purposes
- Ways article affected the principal purpose
- How much do readers “pay” for the article?
- Achievers read more from library collections
- Readers are more productive than non-readers
- Helps achieve parent organization goals

WHY DID LIBRARY PRICES INCREASE SO MUCH?

- Inflation
- Increase in Size of Journals
- Decrease in Personal Subscriptions
- Decline of Author Fees
- Size of Publisher Portfolios
- Market Power

ARE “BIG DEALS” GOOD DEALS?

Subsidies in Publishing

- Some Articles in Journals Subsidize Others
- Some Journals Subsidize Others
- Mega Journals - “Small Deals”
- “Big Deals”

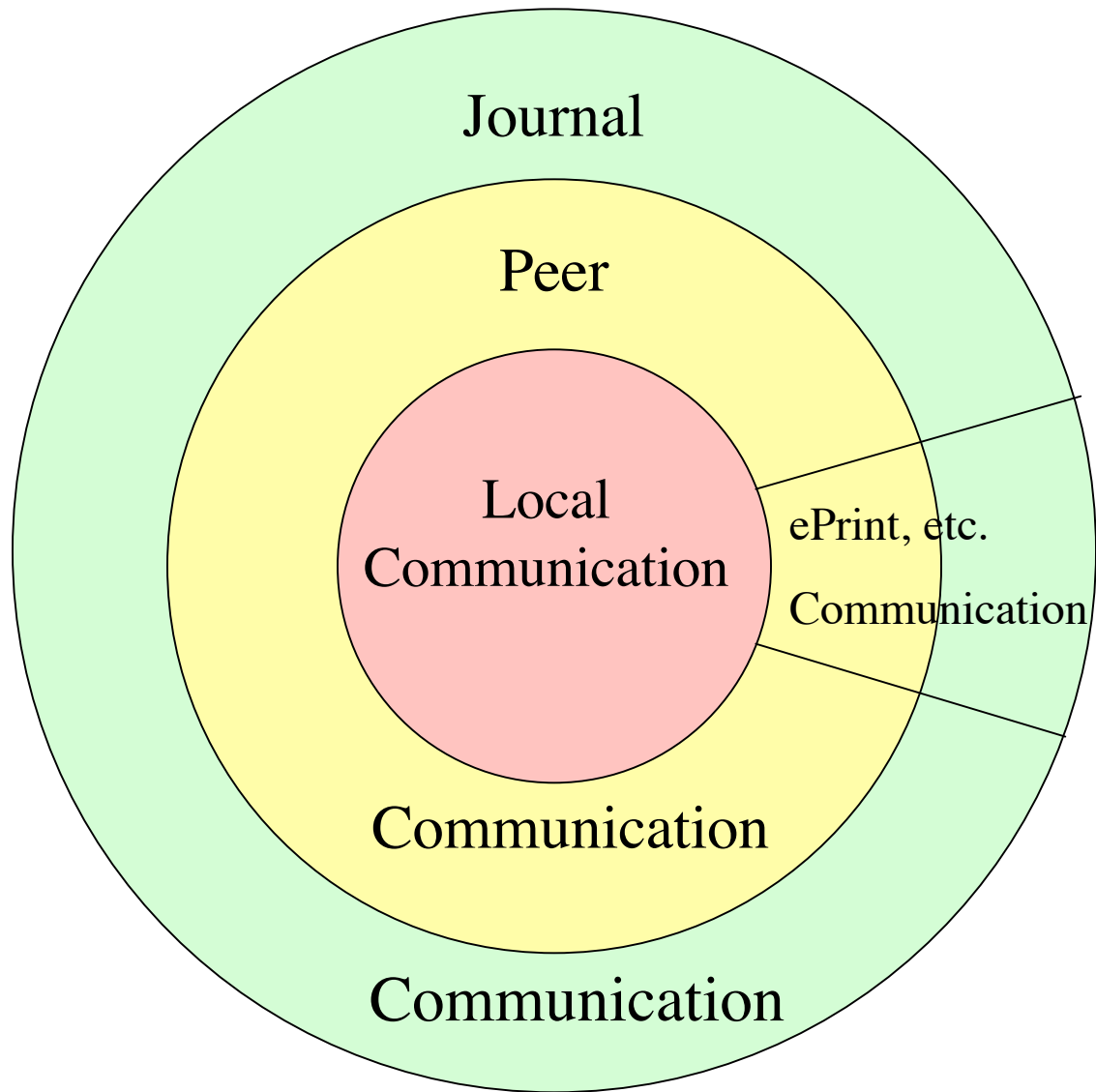
Price Demand

- Library Decisions to Purchase or Borrow
- Larger Journals Still Likely to Be Purchased
- Expands Use
- Helps Planning

WILL OA BY AUTHOR
PAYMENT PAY?

Barriers Affect Some More Than Others

COMMUNICATION



COMMUNITIES

Advantages of Author Payment

- Finesses High Prices
- Perhaps Focus on Large and/or Low Circulation Journals
- Some Subscription Journals Advantageous
- Small Cost Compared with System Costs
- Small Cost Compared with Research & Documentation
- Cost to Universities Comparable to Purchase and Operational Cost

Disadvantages of Author Payment

- Support from Research Funders Limited
- Universities Would Subsidize Reading Done Elsewhere
- Author Payment Has Failed Previously
- Difficulty for Subscription & Author Payment to Co-Exist

Large Investment Is Required For:

- Start-up Costs
- Operational Cost
- Capital Investment
- R&D to Keep Up With Advanced Features

Investment Sources

- Publication Organizations
- Loans
- Foundations
- Stocks & Bonds

Implication of Investment

- Organization Subsidation Denies Other Uses of Funds
- Interest on Loans Is “Profit” to Lending Institution
- Gross Profit Used to Payback Loans, Capital, R&D, Dispersement to Investors
- 50% of Net Profit Goes to Taxes
- 18% of Investor Capital Gains is Taxed

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