Developing and Implementing a Digital Media Device Lending Program

Computers in Libraries
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Stacy Bruss
Nancy Allmang
Information Services Division
Presentation Overview

- Introduction and background
- Why have a digital media device lending program?
- Portable audiobook devices
- E-book reader devices
Introduction
National Institute of Standards and Technology (NIST)

- About 3000 science and technology researchers
- NIST promotes U.S. innovation and industrial competitiveness by advancing measurement science, standards and technology
- Information Services Division supports and enhances research activities of the NIST scientific community through a comprehensive program of knowledge management
Why Have a Digital Media Device Lending Program?
Here’s Why We Did It

- New technology
- Permit customers to multitask while mobile
- Enhance library usage
Portable Audiobook Devices
How We Implemented the iPod Lending Program

• Marketed to target audiences
• Made audiobooks searchable in catalog by iPod number or audiobook/video title
• Began with 2 iPods, 5-6 audiobooks on each, and a 4-week checkout period
• Informed customers about available accessories and usage guidelines
Audiobooks on iPods

What are audiobooks?

Audiobooks are the new digital equivalents of what in the analog world used to be called "books on tape." The NIST Research Library currently has eight Apple iPods loaded with 5-6 management or leadership audiobooks each.

In addition, the library recently added several classic science audiobooks (lectures by Stephen Hawking and Richard Feynman, a new biography of Albert Einstein) to another iPod.

How can I check out business audiobooks at the NIST Research Library?

The audiobooks are listed in the Library online catalog. Just search for the word iPod. You can check out an iPod at the NIST Research Library Circulation Desk for a period of three weeks, just like a book. If you find an iPod is already checked out, click on the Place Hold button to be added to the waiting list. We will call you when your iPod is ready.

I've heard that NIST Colloquia are included with the iPods. Is this true?

The iPods have video capability, and we have loaded 19 selected NIST Colloquia (courtesy of NIST Public and Business Affairs) for you to view on iPods (#9 and 10). These may be checked out for three weeks. The same colloquia are also loaded on iPod #9, which can be viewed in the Reading Room at any time.

In addition, several iPods hold audio podcasts of Bose-Einstein seminars from the NIST Physics Lab.

Tell us what you think

Please contact the Information Desk with comments or any questions about our new program at library@nist.gov, x3052, or call Nancy Allmang at nancy.allmang@nist.gov or x4189.
Use of iPods over 24 months

iPod Circulation per Month


Number of Checkouts per Month in Collection

iPod #1, iPod #2, iPod #3, iPod #4, iPod #5, iPod #6, iPod #7, iPod #8, iPod #9, iPod #10

All: 0.74
E-Book Reader Devices
Devices Considered
Device Comparison

18.9 oz

10.2 oz

4.05 oz
## Device Feature Comparison

<table>
<thead>
<tr>
<th>Device</th>
<th>Capacity (GB)</th>
<th>Screen type</th>
<th>Native PDF capability</th>
<th>Touch-screen</th>
<th>Note-taking</th>
<th>Battery life</th>
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<tbody>
<tr>
<td>Kindle 2</td>
<td>2</td>
<td>E Ink</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Weeks</td>
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<tr>
<td>Kindle DX</td>
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<td>E Ink</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Weeks</td>
</tr>
<tr>
<td>iPod Touch/ iPhone with Kindle book app</td>
<td>16-32</td>
<td>Backlit LCD</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
<td>Hours</td>
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</table>
Content Selection

- Leadership and management books
- Scientific books
- Textbooks/handbooks/manuals
- NIST publications
- Journal articles (PDFs)
- Newspapers
- Wikipedia
Focus Groups

• Volunteers from throughout NIST
• Commuters and early technology innovators
• 3 groups of 3-5 participants per group
• Encouraged participants to experience each type of content
  - PDFs only on Kindle DX
Focus Group Preferences

Kindle DX (75%)
Kindle 2 (25%)

- Management books
- Newspapers
- NIST Pubs
- Journal articles (PDFs)
- Scientific books
- Textbooks/manuals/handbooks
- Wikipedia
- Other

National Institute of Standards and Technology • U.S. Department of Commerce
Focus Group Responses

All
Pros: changeable text size
Cons: page locations instead of numbers, hard to read in the sun or text fades in the sun

Kindles
Pros: integrated dictionary
Cons: PDF metadata not understandable and PDFs cannot be annotated

iPod
Pros: fits in pocket, fast page turning, intuitive interface
Cons: can’t read native PDFs with Kindle Book app, must plug in after only hours of use
Implementation Considerations

- Purchasing content
- Legal issues
- Cases
- Uploading material
  - Personal content
  - Current journal articles
  - PDF metadata
The Future

• There is no “perfect” e-book reader

• Users may look beyond Kindle to other devices that display PDFs differently

• Use focus groups for evaluating other new technologies
References

What customers want from Kindle books, N. A. Allmang, and S. M. Bruss, Online 34, 36 - 39 (2010).

Questions?

Stacy Bruss
stacy.bruss@nist.gov

Nancy Allmang
nancy.allmang@nist.gov

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