Cataloging that Works: How to Make E-books Findable

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Cataloging & Classification Research Interest Group
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Outline

- Background
- Literature Review
- Results
- Methodology
- Discussion
• Given: If you want people to use your e-books, you need to make them findable.
Why?

**Used 6 times, 77 pages viewed**

*New frontiers in ethnography*
Edited by Sam Hillyard
Publication Info: Bingley: Emerald, 2010
Series: Studies in qualitative methodology; v. 11

**Used 0 times, 0 pages viewed**

*Initiating ethnographic research: a mixed methods approach*
Stephen L. Schensul, Jean J. Schensul, and Margaret D. LeCompte
Publication Info: Lanham, Md: AltaMira Press, ©2013
Series: Ethnographer's toolkit; 2
Problem Statement

If the catalog record includes a table of contents note and/or a summary note,
--- is the e-book more likely to be used?
--- will it be used a greater number of times?
Circulation analysis studies concerning catalog enhancements

• Four experimental studies
• Five retrospective cohort studies
• In eight of nine studies, researchers found that enhanced catalog records were associated with usage.
Gaps we hope to fill

• What is it about some items that makes them more likely to be used than others?

• Does this also apply to e-books?
What We Expected to Find

• Usage affected by catalog enhancements.
• Usage also affected by publication year.
• But, usage still affected by catalog enhancements, controlling for publication year.
Methods
Design: Retrospective Cohort
In Public Health

Population

Exposed

Diseased

Not Diseased

Not Exposed

Diseased

Not Diseased

Not Diseased
Design: Retrospective Cohort
In Library Science

E-books

With Catalog Enhancements
- Used
- Not Used

Without Catalog Enhancements
- Used
- Not Used
Period of Time

2012  2013
2 Platforms & 3 Collections

EBSCO eBooks

NetLibrary

ebrary
Dependent Variables

• What we were most interested in
• Outcomes

Usage

Used 1+
Used
Not Used
Uses
Counts

14
What mean you, “Usage”?  

- Count of Uses (Usage)  
  - COUNTER BR1: # Sessions  
  - COUNTER BR2: # Downloads  
- Number of titles used at least once (Title Used)
Independent Variables

Catalog Enhancements

- Table of Contents (MARC 505)

505 0 Foreword -- 1 Philosophical problems -- 2 Information data structures -- 3 Empirical Clustering and classic hierarchies -- 4 Algebra of trees -- 5 Generalized Classifications -- 6 Topology of generalized classifications -- 7 Meta-classification -- 8 For an axiomatic theory of classifications -- 9 Alternative theories and higher infinite -- 10 Postscript -- Bibliography.

- Summary (MARC 520)

520 This book is an essay on the epistemology of classifications. Its main purpose is not to provide an exposition of an actual mathematical theory of classifications, that is, a general theory which would be available to any kind of them: hierarchical or non-hierarchical, ordinary or fuzzy, overlapping or non-overlapping, finite or infinite, and so on, establishing a basis for all possible divisions of the real world. For the moment, such a theory remains nothing but a dream. Instead, the author essentially put forward a number of key questions. Their aim is rather to reveal the "state of art" of this dynamic field and the philosophy one may eventually adopt to go further. To this end they present some advances made in the course of the last century, discuss a few tricky problems that remain to be solved, and show the avenues open to those who no longer wish to stay on the wrong track. Researchers and professionals interested in the epistemology and philosophy of science, library science, logic and set theory, order theory or cluster analysis will find this book a comprehensive, original and progressive introduction to the main questions in this field.

Publication Year

1975
Comparisons

By Catalog Enhancement

• Has Neither
• Has TOC Only
• Has TOC or Both
• Has Summary Only
• Has Summary or Both
• Has Either
• Has Both

By Publication Year Group

• Quartiles
• Before 1998
• Between 1998 & 2001
• Between 2002 & 2007
• In or After 2008
### Results: Mean Uses by CE

- **Mean Usage differs by catalog enhancement**

<table>
<thead>
<tr>
<th>Category</th>
<th>Mean Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>5.7</td>
</tr>
<tr>
<td>Has <strong>TOC Only</strong> (26%)</td>
<td>11.3</td>
</tr>
<tr>
<td>No TOC or Has Both</td>
<td>3.8</td>
</tr>
<tr>
<td>Has <strong>Summary Only</strong> (2%)</td>
<td>7.9</td>
</tr>
<tr>
<td>No Summary or Has Both</td>
<td>5.7</td>
</tr>
<tr>
<td>Has <strong>Either or Both</strong> (34%)</td>
<td>13.5</td>
</tr>
<tr>
<td>Has Neither</td>
<td>1.7</td>
</tr>
<tr>
<td>Has <strong>Both</strong> (6%)</td>
<td>26.3</td>
</tr>
<tr>
<td>Has Either or Neither</td>
<td>4.5</td>
</tr>
</tbody>
</table>
Results: Total Uses by CE

• Overall usage differs by catalog enhancement
## Results: Titles Used

<table>
<thead>
<tr>
<th></th>
<th>Used</th>
<th>Not Used</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Has Summary</strong></td>
<td>32%</td>
<td>68%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>No Summary</strong></td>
<td>18%</td>
<td>82%</td>
<td>92%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>19%</td>
<td>81%</td>
<td>N=76,467</td>
</tr>
</tbody>
</table>

**OR:** 2.34, 95% CI: 2.25-2.43

<table>
<thead>
<tr>
<th></th>
<th>Used</th>
<th>Not Used</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Has TOC</strong></td>
<td>28%</td>
<td>72%</td>
<td>32%</td>
</tr>
<tr>
<td><strong>No TOC</strong></td>
<td>14%</td>
<td>86%</td>
<td>69%</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>19%</td>
<td>81%</td>
<td>76,467</td>
</tr>
</tbody>
</table>

**OR:** 2.19, 95% CI: 2.07-2.32
Results: Uses by Pub Year Group

- 0% Titles and 0% Uses before 1998
- 10% Titles and 10% Uses from 1998-2001
- 20% Titles and 20% Uses from 2002-2007
- 30% Titles and 30% Uses from >=2008

Note: The graph shows an increasing trend in both titles and uses from 1998 to >=2008.
Results: Titles by Publication Year and Catalog Enhancement

• Distribution of titles in each CE varies by publication year
Results: Titles used stratified for publication year

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Has Summary Only</td>
<td>1.1</td>
<td>2.3</td>
<td>0.9</td>
<td>1.2</td>
<td>1.4</td>
</tr>
<tr>
<td>Has TOC Only</td>
<td>1.9</td>
<td>1.7</td>
<td>1.3</td>
<td>1.2</td>
<td>0.9</td>
</tr>
<tr>
<td>Has either or both</td>
<td>2.3</td>
<td>1.9</td>
<td>1.2</td>
<td>1.1</td>
<td>1.6</td>
</tr>
<tr>
<td>Has both</td>
<td>2.7</td>
<td>1.1</td>
<td>0.6</td>
<td>0.6</td>
<td>1.8</td>
</tr>
</tbody>
</table>

Odds Ratios. Unshaded values are significant at 95% CI.
Summary

• Publication year directly associated with usage
  – More recent titles used more.

• Catalog enhancements associated with usage
  – Either is better than neither.
  – Both is better than neither or either.

• Still somewhat true controlling for publication year
  – Oldest and newest titles with CE used more
Limitations

• Only 2 e-book platforms
• Only 2 years for measuring usage
• Confluence of COUNTER (BR1) titles used with BR2 (sections used) measures
Bibliography

https://tinyurl.com/mkuseh9

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