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Drawing Comparisons: Analyzing Art & Architecture Print and E-book Usage

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Analyzing Art & Architecture Print and E-book Usage

Methodology
To develop our data-set, we exported and merged holdings with usage data (2010-2015) from each institution with the following parameters:

Art & Architecture Print Books
- LC Call Number
- Copyright Year
- Publisher
- Publication Year

Art & Architecture E-books
- Usage, 1 use = 1 section request
- LC Call Number
- Vendor
- DRM vs non-DRM
- Publisher
- Publication Year

Results

Print vs. E-usage in the Arts & Architecture by LC Class

Average Use of Titles Used

Top 10 Print Titles Used

Top 10 E Titles Used

Most Used Print Publishers

Most Used E Publishers

Conclusions
Comparing print and e-usage is akin to comparing oranges and dragonfruit raisins.

Despite this, we were able to identify a few patterns:

Usage “learnings” by LC Class

In our combined data set, we identified 252 titles with overlapping holdings in both print and e, with the vast majority in the Visual Arts LC class (N). Most used print books tend to be on more general topics, while most used e-books trend towards more specific research topics.

Further Questions
What might we learn by further analyzing the ratio between print use (circ) and e-use (section requests)?

How are the findings from our collaborative project transferrable to our institutions? What can we learn by comparing institutional usage data with aggregate data?

What might we learn about format preference (or “learnings”) by analyzing the usage for titles owned both in print and e?

What might account for the lack of overlap between the most-used print and e-publisher lists?

What can we learn from looking at these results alongside turn-over data for the collections?

Research Questions
In the Art & Architecture call number range (J-NX and TR), what is the relationship between print and e-book usage?

How do the following variables affect usage?
- LC class / subclass within the arts
- Publisher

Can we generalize trends in e-book usage based on our aggregate data, or is there too much variability between institutions?

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Institutional Demographics & Collections
4 Southern California institutions who are all members of the Statewide California Electronic Library Consortium (SCELC).

Student and Faculty Demographics

Institution Name: Institution size - print books
- USC (669,849)
- Pepperdine (340,355)
- LMU (200,000)
- Claremont Colleges (120,981)

Print Collections

E-book Collections

Top 10 Print Titles Used

Top 10 E Titles Used

Most Used Print Publishers

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Print-learning vs E-learning

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