Champagne Wishes, Caviar Dreams: Incorporating eReaders into Leisure Reading While on a Beer Budget

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Elisabeth Leonard, SAGE Publications
Katy Ginanni, Western Carolina University

Images: meayfanatics.com and funnywebpark.blogspot.com
• End of year
  – Despite budget cuts, had a small amount left in operations budget
• Dean’s interest in all types of reading
• Interest in innovating
Problem of scope

• How to evaluate e-readers when you aren’t sure what you want to use them for?
• Unsure of demand/interest
• Unsure of sustainability
• Limited budget and time
Original cast of characters

• Head of Circulation
• Circulation/media collection
• Metadata cataloger (also head of leisure reading committee)
• University Library Technician, Cataloging Unit
• Head of Reference
• Assistant Head of Reference
• Web designer
• Associate Dean/Acting Head of Access Services
What we knew

- Leisure reading was popular, but collection not always as current as we’d like
- Some titles were always checked out
- Some newspapers came a day late
- Purpose would be for reading
- We needed to spend the money
Time to buy

• Kindle chosen (easy to use, e-paper, easy for us for purchasing books/already used Amazon)
• Focused on the regular Kindles, DX left for future
• Selection
  – Titles should be shared across all the Kindles
  – Chose high circulating titles from current collection
  – Recommendations from leisure reading selectors
  – Prize winners
  – Oprah selections
  – Fiction and nonfiction from North Carolina
  – Mix of current titles across genres
Acquisitions

• Who?
  – Library Administration business manager
  – Acquisitions assistant

• How?
  – 1 book, then 1 book, then 1 book ...
  – P-card
    • taxes
Cataloging

What?

- Kindles
- Accessories
- E-books

Image: Flickr user dotnetguy
**Kindle MARC record**

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Cataloging

• Who?
  – Department-wide effort

• How?
  – Copy, derived, and original records
Lending

• Set up new loan rules and item types
• Create lending workflow
• Document processes
  – For Access Services staff
  – For patrons
• Address requests and issues
### Kindle wireless reading device (6 in.)

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**NOTE**: Circulating ebook reader for checkout.
Linchpin [electronic resource] : are you indispensable? / Seth Godin ; illustrations by Jessica Hagy
Linchpin [electronic resource] : are you indispensable?
Godin, Seth
Kindle ed
New York : Portfolio, 2010
x, 244 p. : ill. ; 24 cm

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Click here to view additional copies/volumes of this title
Kindle book full record

Author: Godin, Seth
Title: Linchpin [electronic resource] : are you indispensable? / Seth Godin ; Illustrations by Jessica Hagy and Hugh MacLeod
Edition: Kindle ed
Publisher: New York : Portfolio, 2010

LOCATION	CALL #
WCU KINDLE BOOK	KINDLE eREADER 1	DUE 10-06-11 +2 RECALLED
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WCU KINDLE BOOK	KINDLE eREADER 6	DUE 11-03-11 +1 HOLD

Description: x, 244 p. : ill. ; 24 cm
Bibliography: Includes bibliographical references (p. [238]-244)
NOTE: ASIN: B00354Y9ZU
Kindle eBook
Summary: The bestselling author of "Tribes" and "The Dip" returns with his most powerful book yet in which he explores why some people make a difference in their fields--and others don't
Reproduction: Electronic reproduction. Seattle, Wa. : Amazon, 2010. Access may be limited to Kindle users
System Details: Requires Kindle eBook reader
Subject: Employee motivation
Employees -- Attitudes
Creative thinking
Value added
Work -- Psychological aspects
Contents: The new world of work -- Thinking about your choice -- Indoctrination: how we got here -- Becoming the linchpin -- Is it possible to do hard work in a cubicle? -- The resistance -- The powerful culture of gifts -- There is no map -- Making the choice -- The culture of connection -- The seven abilities of the linchpin -- When it doesn't work
Other Author: Amazon.com (firm)
OCLC #: 635960467
Assessment

• Who are the users?
• Are users already familiar with these devices?
• What problems do they encounter?
• What materials do they want?
  – Specific items
  – Popular genres
• Other feedback?

Images: CNET
First time users

Is this the first time that you have used a Kindle?
Ease of use

Did you find the Kindle easy to use?
Problems

What problems did you encounter while using the Kindle?

• Design not intuitive
• Annotations
• Archived items
• Moving between sections
• Backlight

Image: vowelmovers.wordpress.com
Variety of titles

Did you find an acceptable variety of titles?

- Yes
- No
- Yes and No
Suggested title additions

Do you have any suggested books for the Library to buy?

- Authors (Asimov, Grafton, Heinlein)
- Titles (*Harry Potter*)
- Genres (fantasy, science fiction, children’s books)
- Course-related materials
- Other

Image: Flickr user jackiiieee
Genre popularity

What are your favorite types of materials to read?
Other feedback

Is there any other feedback you would like to share about your experience using a Hunter Library Kindle?

• Positive
• Negative
• Suggestions
• Other
Addressing requested changes

• New titles
• Improved cases
• Shorter lending period on Kindle DX
Experiment → Maintenance

- Kindle Task Force
- Leisure Reading Group
- Lingering issues
  - Cataloging
  - Circulation
  - Collection Development Policy
Any questions?