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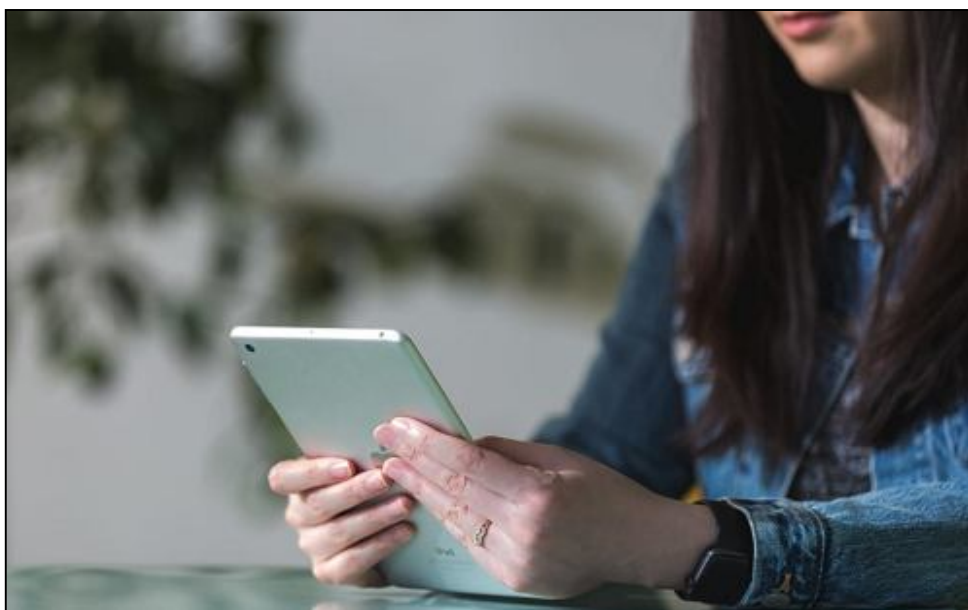
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DIGITAL SUBSCRIPTION'S USE AND PRODUCTIVITY IN ACADEMIC ENVIRONMENT



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ABSTRACT:

The University Library conducted a one-year survey of the frequency, cost and per-article-use (CPU) of its e-journals. The archived data allows comparing journal bundles and individual subscriptions. The results show that CPUs are in the acceptable range for big deals; However due to their high cost they limit the flexibility of the library to provide user oriented resources.

KEY WORDS: *frequency, cost, flexibility, oriented resources.*

INTRODUCTION

As libraries have moved away from printing in electronic form, many commercial and non-profit publishers have offered new licensing models that allow access to multiple journal titles for a fixed price. The term "Big Deals" is used for the rolled access to magazines sold as a unit for a price. These 2 to 2-3-year contracts increase the annual cost by about 8%. Among the journals that have previously been unsubscribed,

the library has incurred costs for previous subscribers, admission fees, and lower fees. Kenneth Frazier predicts that the terms of the Big Deal are also attractive to independent university libraries; Libraries, on the other hand, will not be able to sustain such an annual growth system. Generally, "Big Deal" journal subscription packages are costly, but they consume a large portion of the library's budget and limit the flexibility to purchase other resources. In addition, "collection titles" are excluded from the storage system if the contract is terminated.

For the past approximately 15 years, the University of Bern's library has been linked to journal packages that limit flexibility in the selection of titles. Agreements often force the library to maintain a subscription, even if the design of the packages does not meet the actual requirements. The decision to enter the wrapped system is usually made after a thorough cost / benefit analysis of whether the system justifies the cost. The decision to renew an existing license should be taken with equal care. The aim of the two-month project is to verify the relevance of e-journals in terms of the cost of science, technology and medical (STM) segments. The evaluation increased transparency and regained control over the structure of our e-journals collection. This allowed us to build the economy for future access security in e-journals in line with the research and educational needs of the university. Further, the annual growth of such an arrangement exceeds the normal growth of the media budget and forces the library to find ways to stabilize its costs. Branches of STM are most affected by rising prices which limit their ability to purchase additional resources. Funds released through the current subscription valuation can then be used to purchase e.g. Necessary textbooks for students are missing. For the first time, subject librarians in the STM area received an overview of the contents of the wrapped system. The survey forms the basis for further decisions and supports the exchange of topics with professors. Another goal we set was to renew publisher subscription prices and terms.

DATA COLLECTION:

Detailed recording of the data was done in the second step of the first CPU level data. Metric CPU is common in libraries for evaluating Big Deals, however this method is rarely used in Europe. Assessments were made at the level of licensing methods and single journals. Archived data includes price, usage, data saving, CPU, licensing method, publisher, long-term protection, appointment of independent subjects, ISSN, URL and journal name. A professional tool or method for collecting and analysing efficient quantitative and qualitative data is still missing. Electronic Resource Management (ERM) contains metadata and some additional information. However, many other sources were eventually consulted to compile data on different Excel sheets that matched others. COUNTER reports are standard for measurement of usage. Successful full-text article request was taken from the COUNTER Journal report. Data for use is often missing, as small providers do not survey usage values. To make the evaluation comparable, the corresponding uses were calculated considering the number of disciplinary or licensed model journals. Either the price was taken from the ERM or the subscribers of the libraries of the independent institutions were asked for their payment.

RESULT:

We divided the various licensing models into smaller packages, 3 Big Deals (Elsevier, Springer and Wiley-Blackwell) and individual subscribed journals. The coiled system with 84% has the highest share in the journal title; So 3 bigger deals than single-title members. However, Big Deal recorded only 36% of all uses. Short-wrapped sales journals of non-profit publishers are frequently used and often reflect the high quality of journals assigned to a particular branch.

STM area journals were classified into 20 branches which we defined ourselves. The analysis considers individual e-journal subscriptions and the "core titles" of the 3 big deals. We have seen that the number of subscribed journal titles corresponds to the number of academics and students in the discipline, with most journals in the medical field and fewer journals in the field of botany and veterinary medicine. Some of the most popular degrees, such as Nature, Science, and PNAS, are used by ordinary science journals at about 0% relative. Precisely science has a low relative usage frequency and we saw a high CPU between 25-45 Swiss francs.

EVALUATION OF THE BIG DEALS FOR ALL DISCIPLINES:

About 85% of journals are "collection titles". Publisher-selected "collection titles" are often swapped out to others. Therefore, only 15% of the library has permanent access to self-selected titles. Studies have shown that there are big differences in individual subjects. 45% of e-journals are assigned to Medicine and Life Sciences. Journal of Medicine, Economics, Psychology and Education has a high frequency of use, while journals in Extract Science have high cost and low utilization. The low usage number is mainly due to the "collection title" with an average frequency of 35% usage. Even for the "main title" there is no match between cost and usage. Despite the high usage compared to the "collection title", the usage does not do justice to the price.

CONCLUSION:

Evaluation increases cost transparency, frequency of use, and long-term protection options. In addition, the evaluation reflects the need to optimize product management and regular evaluation of usage data for subscribed e-journals. Only 18% of headlines in the STM field have more than 1500 successful full-text article requests per year, and journals in specific sciences have higher CPUs. This suggests that there are many expensive journals for specific research topics in a small user community. Smaller non-profit publisher packages show five times the frequency of large deals and are used 3 times more often than individual members. These results are therefore important indicators of journal relevance for research groups and students at the University of Bern. This facilitates any decision regarding the agreement with the publisher. The Big Deal has the largest share of e-journals in the STM sector. However, these bundles contain primarily misused "collection titles." Only "core titles" selected by the University of Bern are frequently used. The University of Southern Illinois Carbondale (SIUC) and the University of Oregon Library canceled agreements on three big deals and negotiated new licenses in the 2004's and 2011's. However, alternative routes are required to gain access to the articles required to cancel the contract with the Big Deal, and a detailed quantitative and qualitative assessment of all the titles in the Big Deal is required. Therefore, the evaluation in the next step will take several years and the values of quality and usefulness will be determined and evaluated. According to the findings, the 21st year assessment of the STM sector enables more accurate statements about frequency, e-journal archive access and related costs.

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