

Research and Statistics on Libraries and Librarianship in 2010

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Each year I identify a few research areas that were unusual or prominent. This year I chose e-Books as the topic – both because of the enormous increase in this media format in consumer and library markets and because of the digital rights management issues that hinder its use in libraries. For this review I draw upon research employing quantitative and observational (qualitative) methods in the library, education and business disciplines. The following article also highlights library statistics for the year, including the latest ALA Association of School Librarians (AASL) study, *School Libraries Count*, the Public Library Funding and Technology Access Study, ALA Association of College and Research Libraries (ACRL) value studies, and the Institute of Museum and Library Services (IMLS) Public Library.

Winners of research awards and grants conferred by the American Library Association and its divisions, Beta Phi Mu, the American Society for Information Science and Technology, the Association for Library and Information Science Education, and the Medical Library Association also are highlighted.

Facts and Figures about Libraries

Public Libraries

The Institute of Museum and Library Services includes 10-year trend graphics and narrative in its annual *Public Libraries in the United States* reports. The most recent (fiscal year 2008) did have some reporting issues and, although the data file has been reissued, the full report had not at the time this article was prepared. Notably, public libraries saw a 4.7 percent increase in in-person visits in fiscal year 2008, at 1.50 billion from 1.43 billion in fiscal year 2007¹. Also up were circulations, 2.28 billion in fiscal year 2008 from 2.17 billion the previous year, and increase of about 4.8 percent (IMLS, p.5). For the ten year period 1999-2008, public libraries saw a per capita increase in circulation of about 19.7 percent. Declining print materials acquisition, which became visible in fiscal year 2003 reported data, has been coupled with a steady rise in other formats, such as audio and video materials (IMLS, Figures 6 and 7). The IMLS reported that for the 10-year period fiscal year 1999-2008 video materials per capita increased from 73.5 video materials per 1,000 people to 166.7, a rise of about 126.6 percent (Figure 7). Audio materials also increased during this period, rising from 112.4 materials per 1,000 people in FY1999 to 168.2 in FY2008, about 49.6 percent.

The American Library Association *Libraries Connect Communities: Public Library Funding & Technology Access Study 2009–2010* determined that despite the increased use of libraries,

¹ Institute of Museum and Library Services. *Public Libraries in the United States, Fiscal Year 2008*. Figure 1: Per Capita Visitation in US Public Libraries, FY1999. Last accessed 12-5-2010 http://harvester.census.gov/imls/pubs/pls/pub_detail.asp?id=130#.

funding cuts were more prevalent and services were being reduced. About 15 percent of libraries reported decreased operating hours in 2009-2010, up 4.5 percent from 2008-2009. State libraries in 13 states reported awareness of public library closures due to budget problems as compared with the previous 12 months.² Further, 56.4 percent of public libraries reported flat or decreased FY2010 operating budgets, an increase of about 16 percent in one year, and about 27 percent of libraries anticipated further reductions in the current (FY2010) operating year. More than half (54.6 percent) of urban libraries anticipated reductions compared with 41.6 percent of suburban and 26.5 percent of rural public libraries (ALA, p.11). An issues brief from the 2009-2010 study, *A Perfect Storm Brewing: Budget cuts threaten public library services at time of increased demand*, highlights the significance of the budget reductions.³

Academic Libraries

The ALA Association of College & Research Libraries produced two reports in 2010 *Value of Academic Libraries: A Comprehensive Research Review and Report*,⁴ developed for ACRL by Megan Oakleaf of the iSchool at Syracuse University, and *Futures Thinking for Academic Librarians: Higher Education in 2025*, prepared by Dr. David J. Staley Director of the Harvey Goldberg Center for Excellence in Teaching in the History Department of Ohio State University Kara J. Malenfant ACRL Scholarly Communications and Government Relations Specialist.⁵

The Oakleaf study presents a comprehensive literature review including methodologies and current best practices in academic libraries regarding “library value”. The significance of this review is that it identifies both the research currently in place but also the gaps in research in order to position those practices and measures reasonably correlated to academic library performance.

The Staley and Malenfant study presents 26 long-term scenarios (thru 2025) resulting from an “implications assessment of current trends. The scenarios presented through a visualization tool, and include assessments from ACRL members regarding probability of each scenario occurring. The study also includes an editable “suggested activity” document, customizable to individual library conditions, and a discussion (audio clip) with the authors about the value of the scenarios.

School Libraries

² American Library Association. Libraries Connect Communities: Public Library Funding & Technology Access Study 2009–2010. Executive Summary, p9. Last accessed 12-5-2010 http://www.ala.org/ala/research/initiatives/plftas/2009_2010/index.cfm.

³ American Library Association. *A Perfect Storm Brewing: Budget cuts threaten public library services at time of increased demand*. Published January 14, 2010; Revised March 4, 2010. Last accessed 12-5-2010 http://www.ala.org/ala/research/initiatives/plftas/issuesbriefs/issuebrief_perfectstorm.pdf.

⁴ American Library Association. Association of College & Research Libraries. Prepared by Megan Oakleaf. 2010. (Chicago: ACRL). Last accessed 12-5-2010 <http://www.acrl.ala.org/value/>.

⁵ Staley, David J. and Kara J. Malenfant. *Futures Thinking for Academic Librarians: Higher Education in 2025*. (2010). (Chicago:ACRL). Last accessed 12-5-2010 <http://www.ala.org/ala/mgrps/divs/acrl/issues/value/futures2025.pdf>.

School Libraries Count!, an annual longitudinal study from the ALA Association of School Librarians (AASL) is in its fourth year and now includes customizable results reports.”⁶ The AASL research is a voluntary survey of public and private K-12 schools, the national estimates published annually are compiled from a stratified random sample of all responding libraries. The 2010 report presents data from 5,191 responses and summarizes findings, as well as presents responses as percentiles. This study included supplemental questions regarding digital content and related resources.

The average number of hours worked by school library staffs declined about 2.4 hours from 2009 to 2010, however the number of hours worked by librarians (which excludes other library staff) increased 0.8 hours as did time spent providing instruction by about 0.5 hours from 2009. The decline in hours worked was most evident in the Northeast and Midwest sections of the US.

Variation in collections is evident in the 2010 study - books declined about -2.6 percent, periodicals about -11 percent, and video materials about -5 percent (ALA-AASL, p.80). Expenditures on information resources also declined to an average of \$12,260 in 2010 compared with \$13,525 in 2009 (a decline of about 9.4 percent overall). Greater declines were noted in high poverty areas where average expenditures dropped by \$3,557 (about 25 percent) to \$10,378 in 2010 from \$13,935 last year (ALA-AASL, p.12).

The supplemental questions related to digital content. School libraries reported slow movement in print-to-digital replacement, with about 72 percent indicating less than 5 percent increases and only about 4 percent reporting 25 percent or greater increases to digital from print.⁷ The largest schools (enrollment over 2,000) were least likely to report the smaller percentage shifts from print to digital – 45 percent of the largest schools compared with 79 percent of the smallest (enrollment under 300). Nearly half (49 percent) of all schools reported having more than 5 database subscriptions for their students in addition to retaining print collections. Adding digital content directly impacts the quality of the technology infrastructure - about 61 percent of schools reported there was an important impact and about 15 percent reported digital content had no impact on access needs.

E-Books

One of the more demanding issues facing libraries is the integration of e-Books. Academic libraries have struggled with book format issues for a longer period than public or school libraries, addressing challenges of scholarly publishing of books, monographic series, and “born digital” content. Public libraries have been challenged with mass-market content more so than academic and school libraries. The consumer model sales paradigm embraced by publisher’s

⁶ ALA. American Association of School Librarians. *School Libraries Count!* 2010. (Chicago: AASL). Last accessed 12.5.2010 <http://www.ala.org/ala/mgrps/divs/aasl/researchandstatistics/slcsurvey/2010/slc2010.pdf>.

⁷ _____. Supplemental Report on Digital Content and Resources. Last accessed 12.5.2010 <http://www.ala.org/ala/mgrps/divs/aasl/researchandstatistics/slcsurvey/2010/slc2010extra.cfm>

impacts access and license agreements for all types of libraries, most notably those with public libraries. This chasm between library need and content distributor behavior is at a tipping point, and an unpleasant one for large distributors such as Overdrive. Based on expenditure data reported by IMLS (2008 public libraries) and the National Center for Education Statistics (NCES) (2008 academic and 2006-2007 school), public, academic and school libraries spend an estimated combined \$6.08 billion for collections each year. Regarding e-Books, public libraries reported owning nearly 14 million items (IMLS FY2008, Table 14) and spent about \$155.6 million on electronic materials (IMLS FY2008, Table 22, which includes e-Books and databases)⁸; academic libraries owned about 102.5 million e-Books and added over 20 million in 2008 (NCES, Tables 5 and 6)⁹.

A 2010 study conducted for the Chief Officers of State Library Agencies (COSLA) by consultants at PinPointLogic, *COSLA: eBook Feasibility Study for Public Libraries*, raised serious questions about file format limitations, device-dependency, user demographics and consumer behavior.¹⁰ A particular factoid mentioned in the COSLA study came from the 2009 North American Technographics Media and Marketing survey conducted by Forrester Research - "nearly 70% of adults say they won't buy an eBook reader that is more than \$100, which may indicate people place low value on single-purpose devices." (COSLA, p.9) However, a 2009 study conducted by Citi Investment Research found that Kindle units sold in 2008 totaled an estimated 500,000 and sales rose to about 3.5 million in 2010, an increase of nearly 86 percent. The Kindle unit price dropped from about \$350 in 2008 to \$253 in 2010, but also accounted for an estimated 4.4 percent of Amazon's total sales in 2010 (\$27.5 million).¹¹ Consider if the price were to drop to \$100 - the barrier point reported in 2009. What might the Kindle price point be in 2011, having already dropped nearly 28 percent in two years?

A September 2010 Harris Poll found that only 8 percent (about one in ten) Americans use eReaders.¹² Although proportionally low, those with eReaders reported reading more than those reading only print. "Overall, two in five Americans (40%) read 11 or more books a year with one in five reading 21 or more books in a year (19%). But among those who have an eReader, over one-third read 11-20 books a year (36%) and over one-quarter read 21 or more books in an average year (26%)." The Harris Poll also found that about one in ten Americans would purchase an eReader in the next 6 months.

⁸ IMLS. Public Libraries Survey Fiscal Year 2008. Calculation for e-Books estimated by taking the percentage of collection expenditures for electronic materials reported in Table 23 (11.8%, or \$155,646,650)

⁹ National Center for Education Statistics. Academic Libraries 2008. First Look. (2009) NCES 2010-348. Last accessed 12.5.2010. <http://nces.ed.gov/pubs2010/2010348.pdf>.

¹⁰ Chief Officers of State Library Agencies. COSLA: eBook Feasibility Study for Public Libraries. 2010. Last accessed 12-5-2010 http://www.cosla.org/documents/COSLA2270_Report_Final1.pdf.

¹¹ Schonfeld, Eric. Is the Kindle Outpacing early iPod Sales? Tech Crunch February 3, 2009. Last accessed 12-8-2010. <http://techcrunch.com/2009/02/03/is-the-kindle-outpacing-early-ipod-sales/>

¹² Harris Poll. Regina Corso, Director. *The Harris Poll* #108, (September 22, 2010). Survey question was "Do you use an electronic reader device, such as a Kindle, an iPad or a Nook, to read books?" Last accessed 12-08-2010. <http://www.harrisinteractive.com/NewsRoom/HarrisPolls/tabid/447/ctl/ReadCustom%20Default/mid/1508/ArticleId/568/Default.aspx>

In a small 2008 study of fifth graders' acclimation to eReaders, Lotta C. Larson (Kansas State University) found that the utilities in the reader software appealed most to the students, drawing them into the text in ways not possible in print.¹³ In another study, conducted by Vanessa Ratten (Duquesne University) of 18 to 29 year old university students in the Brisbane, Australia metropolitan area tested the research question "what influences a person's intention to adopt an e-book device?"¹⁴ Of 5 hypotheses developed and tested in the study, only two were determined to be statistically significant – "The more exposure a person has to e-book devices, the greater their intention to use an e-book"; and "The greater a person's entrepreneurial orientation, the greater their intention to use an e-book device." (Ratten, p.8-9) The other three hypotheses tested were found to be statistically insignificant – modeling of others, outcome expectancy and learning orientation (Ratten, p.12).

Based on the adoption rates reported by Citi Investment Research and Harris Poll, will American's continue to adapt to e-Readers at the reported rate? Will e-Reader owners only purchase titles, or will there be a rising expectation to borrow them from their local library? And, what does this mean for libraries and their migration away from print collections to more digital content? Access barriers for libraries due to licensing agreements were presented in the COSLA study:

"Despite the rising demand for eBooks, all agreed that getting eBooks from libraries is not convenient or easy to do. We heard just as many concerns about this as assurances that eBooks will bring patrons to libraries. "One copy, one user" eBook licensing is hard to explain: the title is listed, digital, but not "checked out." Plus, users must navigate through multiple layers and interfaces to find eBooks on a library site. To get one, they must load proprietary software on a personal computer, download the title there, then transfer it onto a reading device. Improving the eBook browsing and downloading experience for library patrons is critical for competing more effectively with commercial alternatives. When someone values convenience, as you might expect from eBook lovers, ease of use matters greatly." (COSLA 2010, p.9)

Evidence shows that not only are e-Book devices growing in popularity, but also an individual's age is insignificant in determining adoption. The Harris Poll (2010) study found no significant difference in adoption rates based on age. In fact, the poll found greater adoption at ages 34-45 (Gen X, 15%) and ages 46-64 (Baby Boomers, 14%), followed by ages 18-33 (Echo Boomers, 11 percent). Public library use in these age ranges is quite strong. A 2010 study by Harris Interactive for the American Library Association found that 80 percent of those age 18-24, 70 percent of those 25-34, and 73 percent of those 35-44 had used their library in the past year.¹⁵ Good news for libraries only if the format and use challenges are mitigated.

Awards and Grants that Honor and Support Excellent Research

¹³ Larson, Lotta C. Digital Literacies. e-Reading and e-Responding: New tools for the Next Generation of Readers. *Journal of Adolescent & Adult Literacy*.53(3): 255-258 (November 2008).

¹⁴ Ratten, Vanessa. Social Cognitive Theory and the Adoption of E-book Devices. *International Journal of e-Business Management*. 4(2): 3-16 (2010).

¹⁵ Harris Interactive. January 2010 Harris Poll Quorum. P.1. Last accessed 12-8-2010.

<http://www.ala.org/ala/research/librarystats/2010HarrisPoll.pdf>

The professional library associations offer many awards and grants to recognize and encourage research. The 2009 awards and grants here are listed under the name of the sponsoring association, and in the case of ALA by the awarding division, in alphabetical order. More-detailed information about the prizes and prizewinners can be found at the association Web sites.

American Association of School Librarians (AASL)

<http://www.ala.org/aasl>

AASL/Highsmith Research Grant

Winner: No Winner (Award Discontinued)

American Library Association

<http://www.ala.org>

Carroll Preston Baber Research Grant

2010 Winner: Betsy Simpson, University of Florida for "Shifting Patterns: Examining the Impact of Hiring Non-MLS Librarians."

Jesse H. Shera Award for Excellence in Published Research

2010 Winners: Dr. Jane Greenberg, for "Theoretical Considerations of Lifecycle Modeling: An Analysis of the Dryad Repository Demonstrating Automatic Metadata Propagation, Inheritance, and Value System Adoption," published in *Cataloging & Classification Quarterly* 47 (3-4): 380-402.

Jesse H. Shera Award for Support of Dissertation Research

2010 Winner: Hea Lim Rhee, University of Pittsburg School of Information Sciences, for "The Relationship between Archival Appraisal Practice and the User Study in U.S. State Archives and Records Management Programs: An Exploratory Study."

American Society for Information Science and Technology

<http://www.asis.org/>

ASIS&T Best Information Science Book Award

2010 Winner: [***Piracy, The Intellectual Property Wars from Gutenberg to Gates***](#), by **Adrian Johns**

John Wiley Best JASIST Paper Award

2010 Winner: ["Evaluating advanced search interfaces using established information-seeking models"](#), by **Max L. Wilson, M.C. Schraefel, Ryen W. White**

ProQuest Doctoral Dissertation Award

2010 Winner: ["Structure and Evolution of Scientific Collaboration Networks in Modern Research Collaboratory"](#) by **Alberto Pepe**

Research in Information Science Award (formerly ASIS&T Research Award)

2010 Winner: [Susan Leigh Star](#) - Susan Leigh Star's contributions to research in information science over a 15-year period are exemplified in two key monographs and a number of other highly-cited publications. The monographs include (1) *Sorting Things Out: Classification and Its Consequences* (1999) and (2) *Standards and Their Stories: How Quantifying, Classifying, and Formalizing Practices Shape Everyday Life* (2009).

Thomson ISI Citation Analysis Research Grant (formerly ISI/ASIS&T Citation Analysis Research Grant)

2010 Winner: No Winner

Thomson ISI Doctoral Dissertation Proposal Scholarship (formerly ASIS&T/ISI Doctoral Dissertation Proposal Scholarship)

Winner: [Jaime Snyder](#), "Image-Enabled Discourse: An Investigation of the Creation of Visual Information as Communicative Practice"

Association of College and Research Libraries (ACRL)

<http://www.ala.org/acrl>

Coutts Nijhoff International West European Specialist Study Grant

2010 Winner: Timothy Robert Shipe, University of Iowa, for his proposal, "The Franco-Romanian Literary Avant-garde in Bucharest Libraries"

Doctoral Dissertation Fellowship

2010 Winner: Christine Madsen, "Library Futures: Building a New Knowledge Architecture in Academic Libraries"

Ilene F. Rockman Instruction Publication of the Year Award (formerly the IS Publication Award)

2010 Winner: Heidi L.M. Jacobs, University of Windsor, for her article, "Information Literacy and Reflective Pedagogical Praxis."

Samuel Lazerow Fellowship for Research in Collections and Technical Services in Academic and Research Libraries

2010 Winner: No Winner (award on hold)

Association for Library and Information Science Education

<http://www.alise.org>

ALISE/The Eugene Garfield Doctoral Dissertation Competition (formerly Eugene Garfield/ALISE Doctoral Dissertation Award)

2010 Winner: **Charles Kamau Maina** (University of Western Ontario): for "The Traditional Knowledge Protection Debate: Identifying and Listening to the Voices of Traditional Knowledge Holders."

2010 Honorable Mention: Tiffany Veinot (University of Western Ontario): "Social Capital and HIV/AIDS Information Help Exchange Networks in Rural Canada."

ALISE Research Grant Competition (formerly Research Grant Award)

2010 Winner: Kyungwon Koh, Sung Jae Park and Kathleen Burnett (Florida State University): "Online Collaborative Learning in the Web 2.0 Era"

Beta Phi Mu

<http://www.beta-phi-mu.org>

Mary Jo Lynch Distinguished Lecture Award

2010 Winner: Award Discontinued

Library and Information Technology Association/OCLC

<http://www.lita.org>

Frederick G. Kilgour Award for Research in Library and Information Technology

2010 Winner: Dr. John Willinsky, Khosla Family Professor of Education at Stanford University and founder of the Public Knowledge Project (PKP).

Medical Library Association (MLA)

<http://www.mlanet.org>

Donald A. B. Lindberg Research Fellowship

2010 Winner: Joanne Gard Marshall, FMLA, School of Information and Library Science, University of North Carolina-Chapel Hill

Ida and George Eliot Prize

2010 Winners: Ana D. Cleveland and Donald Cleveland, College of Information, University of North Texas-Denton, for "Health Informatics for Medical Librarians"

Janet Doe Lectureship for 2010

Winner: T. Scott Plutchak, AHIP, Lister Hill Library of the Health Sciences, University of Alabama-Birmingham

MLA President's Award

2010 Winner: No Winner