

Teresa Lee
Arthur Perret

International Agency for Research on Cancer
École Nationale Supérieure des Sciences de l'Information et des Bibliothèques

Introduction

- What conditions and preferences typically drive academic readers towards print and electronic formats?
- Current literature tells us the following:

“Use rather than read” (1): academic users typically search e-books for discrete bits of information.

Format shapes the type of reading: “most readers report using e-books like reference books”. (2)



Objectives

- To gather data directly from the audience of the *WHO Classification of Tumours* series in order to make decisions about e-book formats, functionalities, and business models
- To contextualize and test recent findings about readers' preferences and habits when it comes to print vs. e-books

Methods

- Online survey with 24 questions and branching based on responses
- 7 weeks runtime, late Sep to mid-Nov 2015
- Subjects: book formats and functionalities, reading, access and purchase preferences and habits

Results

- 579 complete responses from 55 countries
- 69% of respondents were pathologists
- 38% from N. America; 37% from Europe
- See Figures 1-6 for detailed results

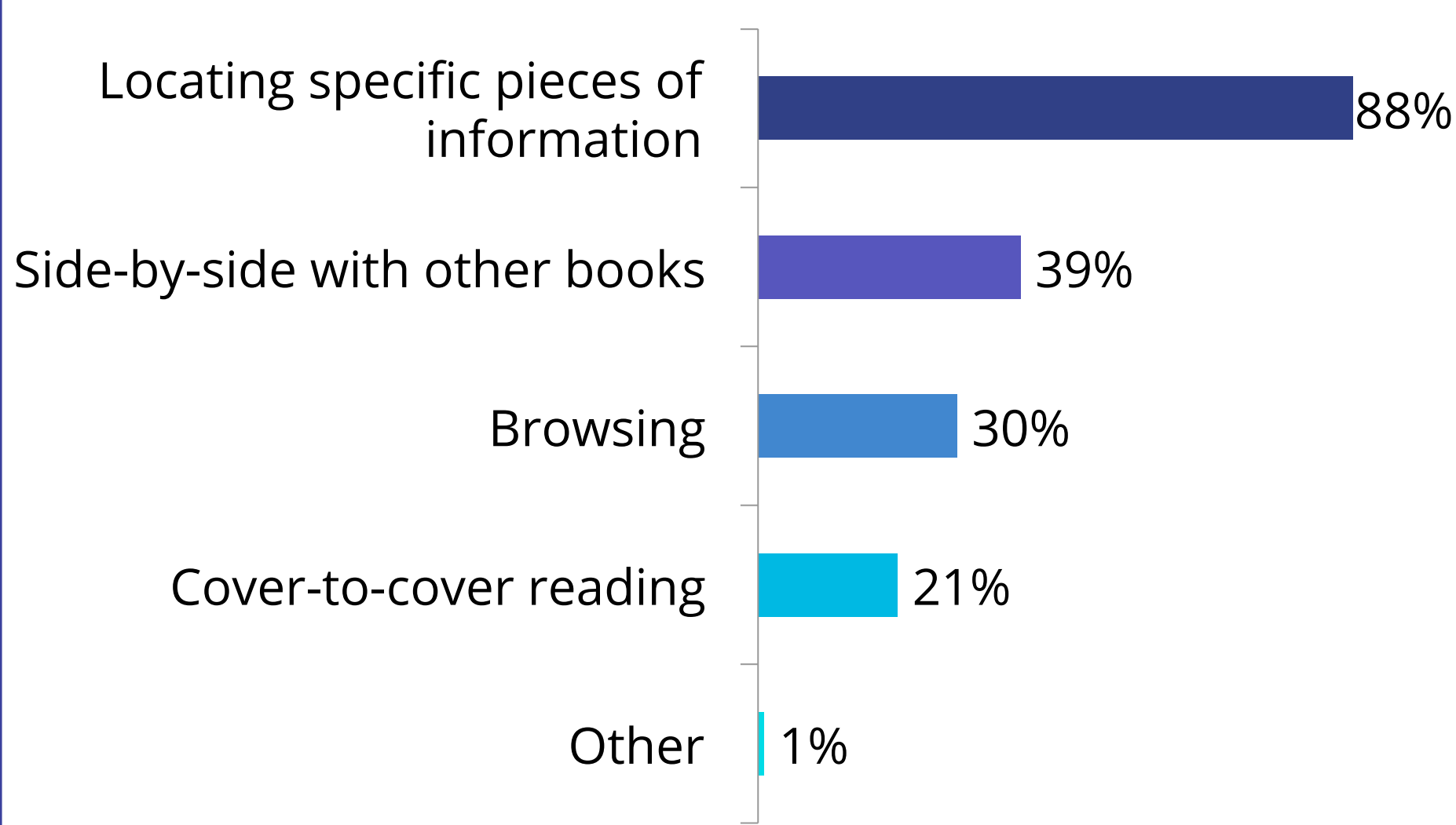
Conclusions

- Print and electronic *Blue Books* will coexist for the foreseeable future.
- Readers are flexible around format choice, and already read across a range of devices.
- Quality and number of images and faster updates are the most significant indicators for developing a database model of content.
- Libraries are used to obtain books but can better position themselves as discovery channels.

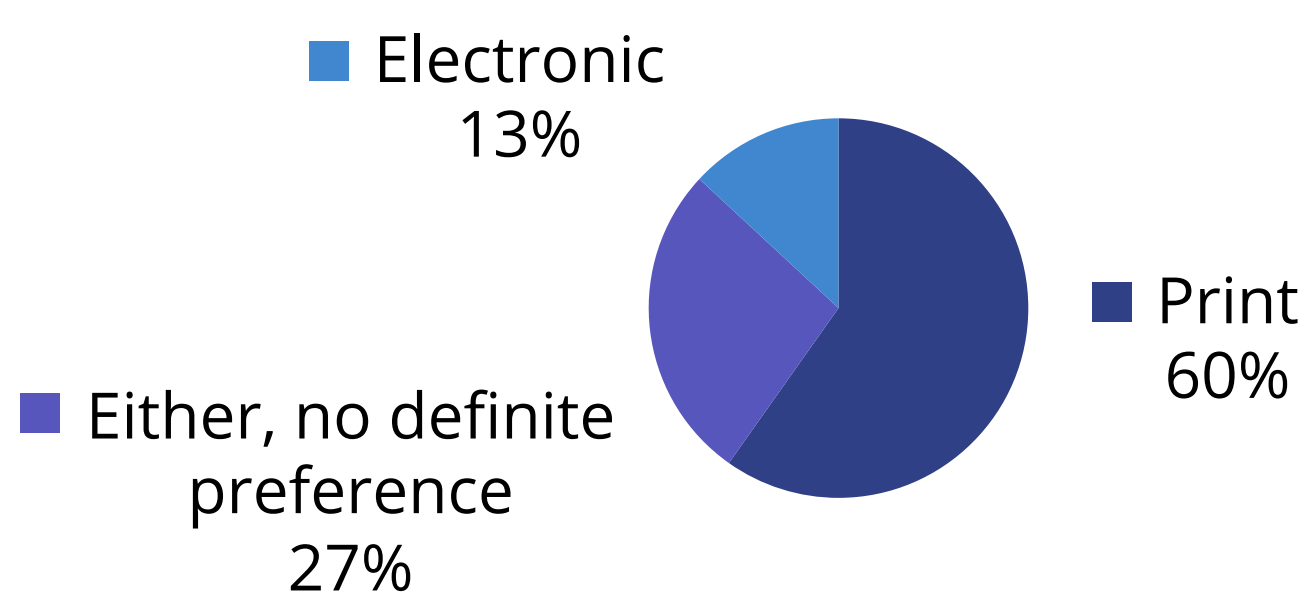
References

- Staiger J. How E-books Are Used. *Ref User Serv Q.* 2012 Jun 1;51(4):355–65.
- Folb BL, Wessel CB, Czechowski LJ. Clinical and academic use of electronic and print books: the Health Sciences Library System e-book study at the University of Pittsburgh. *J Med Libr Assoc JMLA.* 2011 Jul;99(3):218–28.

1. How are the Blue Books used?



2. Preferred format for scholarly or professional books:



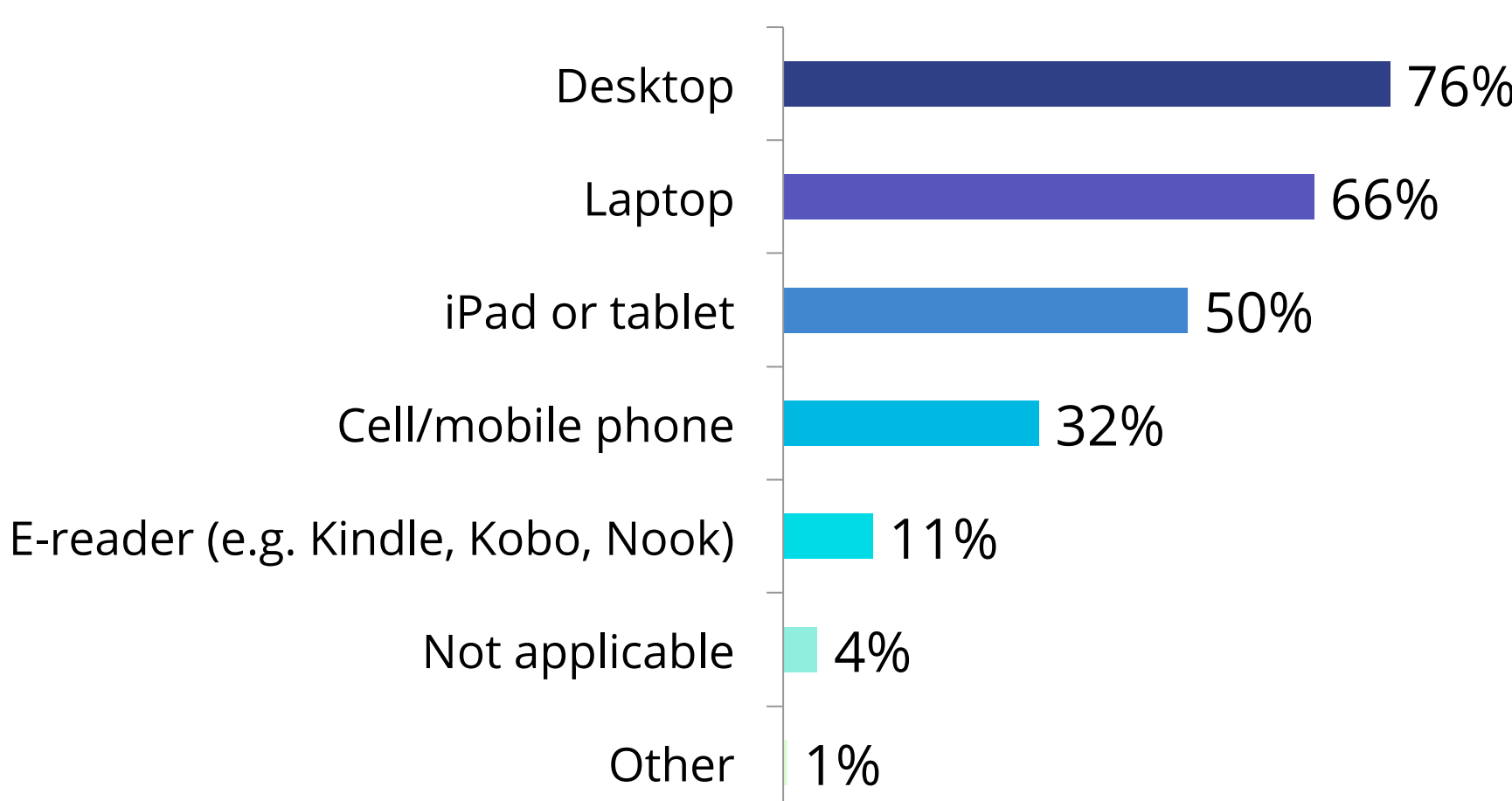
In terms of electronic format, PDF (64%) was preferred over EPUB or HTML.

3. Preferred format for other well-known pathology books and resources:

	Do not use	Print	Electronic	Both
Carter: Sternberg's Diagnostic Surgical Pathology	67,20%	23,60%	2,80%	6,50%
Fletcher: Diagnostic Histopathology of Tumors	60,70%	26,80%	5,20%	7,40%
Gattuso: Differential Diagnosis in Surgical Pathology	91,10%	3,90%	2,60%	2,40%
Rosai: Rosai and Ackerman's Surgical Pathology	45,00%	41,00%	1,70%	12,40%
AFIP Atlas of Tumor Pathology series	45,60%	48,00%	3,00%	3,50%
Journal articles	4,60%	7,70%	43,50%	44,10%
Clinical guidelines or protocols	14,40%	5,50%	50,00%	30,10%

For journal articles, guidelines and protocols, reading in electronic format predominates.

4. Devices used to read scholarly and professional books:



5. Rating of features for preferred format:

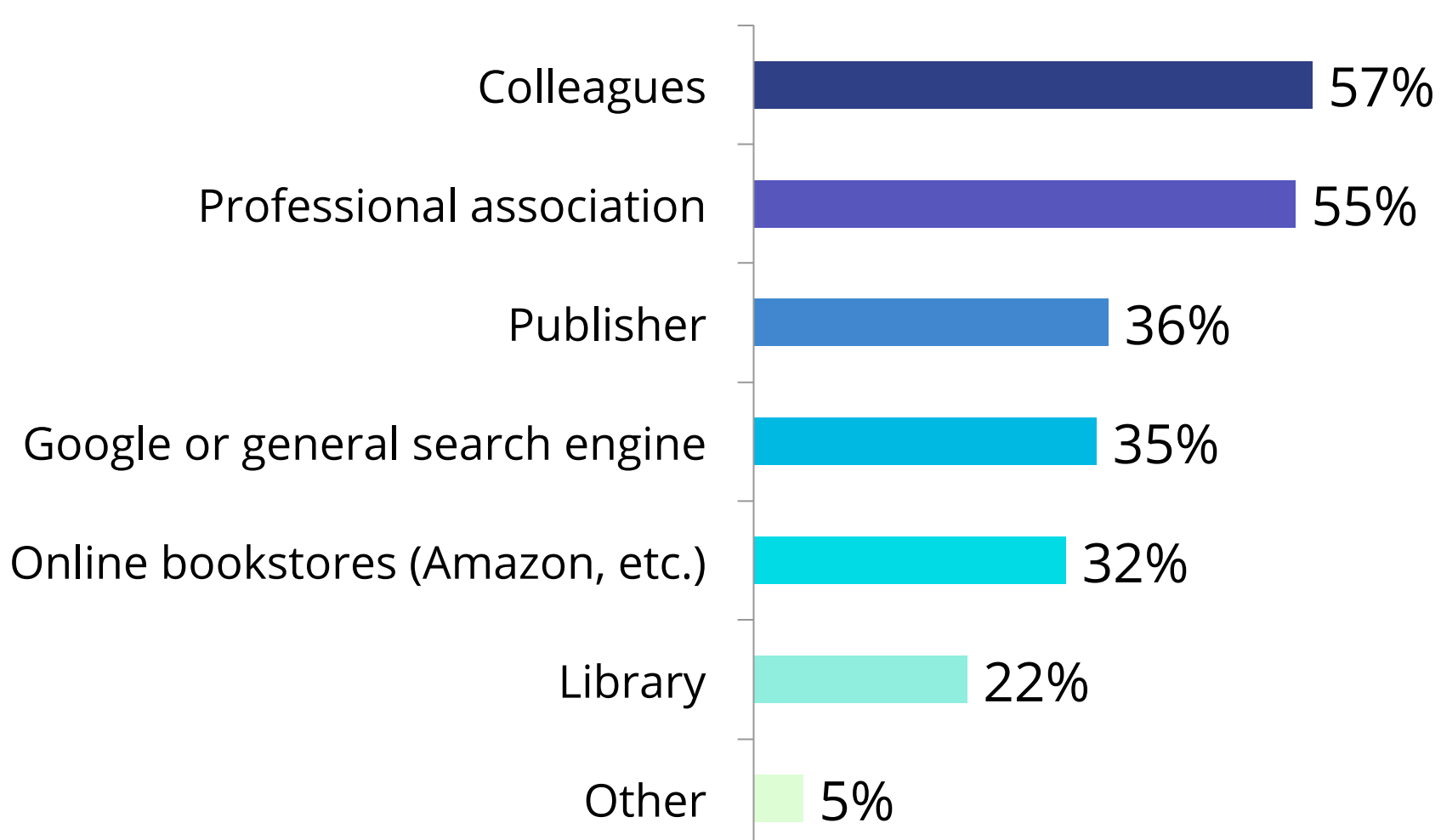
	Neutral		Agree		Strongly Agree	
Print preference (P) vs. No preference (NP)	P	NP	P	NP	P	NP
Better for cover-to-cover reading	15,00%	29,90%	42,50%	45,20%	36,40%	19,10%
Better for browsing	16,20%	31,20%	41,60%	38,20%	36,10%	12,10%
Easier to have other hardcopy books open at the same time	16,20%	29,30%	47,70%	40,10%	30,90%	15,90%
No need to interact with technology or devices	24,00%	34,40%	35,00%	23,60%	22,00%	13,40%
Convenient for lending and/or borrowing	25,40%	31,80%	43,90%	37,60%	19,90%	12,70%
Electronic preference (E) vs. No preference (NP)	E	NP	E	NP	E	NP
Better for searching for and locating specific information	10,50%	15,90%	42,10%	46,50%	46,10%	36,30%
Enhanced content/multimedia content	17,10%	13,40%	39,50%	52,90%	39,50%	31,20%
Lighter/more portable	6,60%	11,50%	32,90%	40,10%	57,90%	45,20%
No need for physical storage	9,20%	10,20%	35,50%	42,70%	52,60%	43,30%
Ability to copy and paste	13,20%	12,10%	46,10%	42,70%	39,50%	43,90%
Ability to take electronic notes/annotate	26,30%	24,80%	38,20%	39,50%	30,30%	26,10%
Ability to print specific sections of content	18,40%	21,00%	42,10%	42,00%	34,20%	31,20%
Environmentally friendly	17,10%	21,70%	42,10%	35,00%	38,20%	38,20%

Most appealing print features are ease of cover-to-cover reading and browsing. Most appealing electronic features are portability and storage.

Respondents without a definite preference rated both formats and found electronic more appealing overall.

- Libraries are the second most popular way of obtaining books (28%) after individual purchase (54%).
- However, they are rated much lower as a source for finding out about new titles:

6. Discovering new books:



- 73% of respondents thought pricing for e-books should be significantly lower (85% or less) than the print price.
- However, regularly updated content was rated higher than cost as a factor determining purchase.