In January 2012, Kent State University (KSU) library implemented a pilot initiative for a Patron Driven Acquisitions (PDA) e-book purchasing model. PDA refers to the automated purchasing of e-books based on patron use. Through this model, the library provides access to a predetermined set of e-books to authorized KSU Library (KSLU) users by making these books’ catalog records available in the library catalog, KentLINK. Patrons discover e-books via the library catalog. Once cumulative patron usage of an e-book exceeds a certain threshold level, the library automatically purchases it.

The discovery pool of PDA e-books in a library catalog is a key element in this new acquisition model for e-books to be discovered, used, and purchased. So far, few empirical studies have examined how users interact with the library catalog before they reach the e-books.

The study seeks to examine two aspects of catalog use:
- as a discovery tool for the e-books purchased after the triggering action by a user, and
- as a way to assess the overall use of the pool of PDA e-books (purchased or not) via the catalog.

**Methodology**

- Analysis of catalog transaction logs of 20,062 e-book discovery records for specific user interactions with the catalog.
- 518 patron-triggered e-books purchased through PDA during the pilot period
- Ebrary Title Report was the source for tracking uses of e-books

For the 20,062 PDA discovery records, there were 3,254 “full-orthodox” clicks from the catalog’s full description record to the ebrary content.

These 3,254 clicks represent 2,369 different unique searches - searches performed for each different Record ID, with a different IP, within a time-out period of 30 minutes and with a different search query.

Performed from a KSU IP were 1,822 searches, and 547 from a non-KSU IP that does not grant access to ebrary content.

**Results**

### 1. Search Types

Types of searches performed before a click to the e-book from a full bibliographic record.

<table>
<thead>
<tr>
<th>Type of search</th>
<th>Sample PDA set (n=28)</th>
<th>Sample PDA set (n=5)</th>
<th>Sample PDA set (n=2)</th>
<th>Triggered on PDA set (n=1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>39</td>
<td>24.8%</td>
<td>42</td>
<td>3.1%</td>
</tr>
<tr>
<td>Record ID</td>
<td>89</td>
<td>3.7%</td>
<td>79</td>
<td>0.0%</td>
</tr>
<tr>
<td>Title</td>
<td>50</td>
<td>3.9%</td>
<td>47</td>
<td>0.0%</td>
</tr>
<tr>
<td>Subject</td>
<td>90</td>
<td>8.0%</td>
<td>90</td>
<td>8.0%</td>
</tr>
<tr>
<td>ISBN</td>
<td>26</td>
<td>2.6%</td>
<td>26</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other searched numbers</td>
<td>84</td>
<td>0.6%</td>
<td>14</td>
<td>0.8%</td>
</tr>
<tr>
<td>Title</td>
<td>16</td>
<td>8.6%</td>
<td>15</td>
<td>0.8%</td>
</tr>
<tr>
<td>Subject</td>
<td>15</td>
<td>8.3%</td>
<td>15</td>
<td>8.3%</td>
</tr>
<tr>
<td>ISSN</td>
<td>1</td>
<td>0.6%</td>
<td>1</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

### 2. Triggering and use of e-books in catalog logs

Books used at least once and presence in catalog logs from KSU IP

<table>
<thead>
<tr>
<th>Sample size</th>
<th>Total # of titles</th>
<th>Average # of titles per user</th>
<th>Average # of page views per title</th>
<th>Average # of page views per user</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample pool</td>
<td>2062</td>
<td>1,531</td>
<td>113</td>
<td>22.15%</td>
</tr>
<tr>
<td>Triggered e-books</td>
<td>518</td>
<td>530</td>
<td>100.0%</td>
<td>114</td>
</tr>
</tbody>
</table>

### 3. E-book use by clicks from catalog up to triggering

Average number of clicks from catalog full bibliographic records before triggering.

### 4. E-book use by type of searches at triggering

Average use by type of search for titles retrieved by only one search type at the trigger date.

### Highlights

- The only way to put e-books in the context of the library collection for Patron Driven Acquisitions (PDA) is the local catalog.
- PDA cataloging workflow is complex and requires intense work from technical services in bulk record uploading and maintenance.
- This effort is worth it if users do not bypass the catalog and use the full bibliographic record information as the main path to trigger the acquisition.
- Full catalog interaction matters in PDA with more than 70% of the e-books being purchased after a trigger action linked with a catalog search and a full bibliographic record display.
- This study also shows e-book usage is higher when catalog search and full bibliographic record display occurs before purchase triggering.

### Challenges

- This study shows 28% of users triggering a PDA purchase bypassed the catalog or the full bibliographic record information. There is no benchmark to assess if the bypass of full catalog searches is a fair share of PDA purchases.
- PDA purchasing of two or more books by the same user in a short period of time and without the catalog context is a real challenge that needs further study.
- OPAC interface configuration and usability appears as a key issue: whether PDA e-books can be accessed or not from a brief intermediate results display matters to drive the user to a more conscious choice.
- The number of searches filtered by document type “e-resource/e-book” is very low (4.64% for the triggered set).
- Unclear about user reading behavior after they locate an e-book in the catalog. The e-book platforms like ebrary do not have a check-out system of lending to reserve the book.

### Conclusion and Future Research

- This case study shows that e-book use linked to full catalog searches tends to be both more intense and less accidental.
- This study illustrates that the full catalog referrer matters in PDA acquisition performance, because it is the only way to give users the context of library collection.
- There is no strong evidence to support the assumption that triggered books after a catalog search return better usage. Future research with a large sample would help to clarify the connection.
- There is an important share of almost 30% of PDA purchased books triggered without full catalog involvement. This result challenges the rationale and ideal performance of the PDA model.
- A PDA e-book triggered directly in a publisher or aggregator portal, without prior interaction with the local catalog, may not necessarily be a justified purchase when there are other similar books in the catalog that could fit the user needs better or just as well.

### Acknowledgments

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