

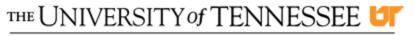
Indicators of Value

Carol Tenopir

University of Tennessee ctenopir@utk.edu

ALA MidWinter ARL PreConference January 2012





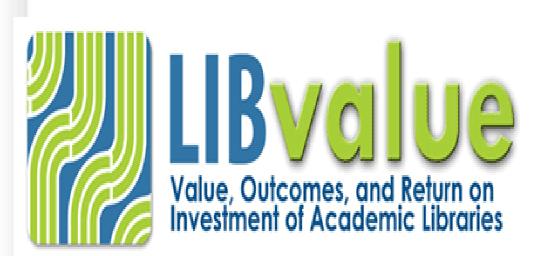
3 indicators of value of scholarly collections

- 1. Exchange value
- 2. Use value & outcomes
- 3. Supporting success



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Lib-Value: *Multiple* academic institutions using *multiple* methods to measure *multiple* values of *multiple* services for *multiple* stakeholders





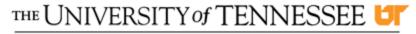










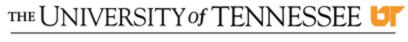


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In the information context economist Machlup described 2 types of value:

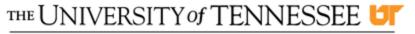
 purchase or exchange value: what one is willing to pay for information in money and/or time, and

2. use value: the favorable consequences derived from reading and using the information.

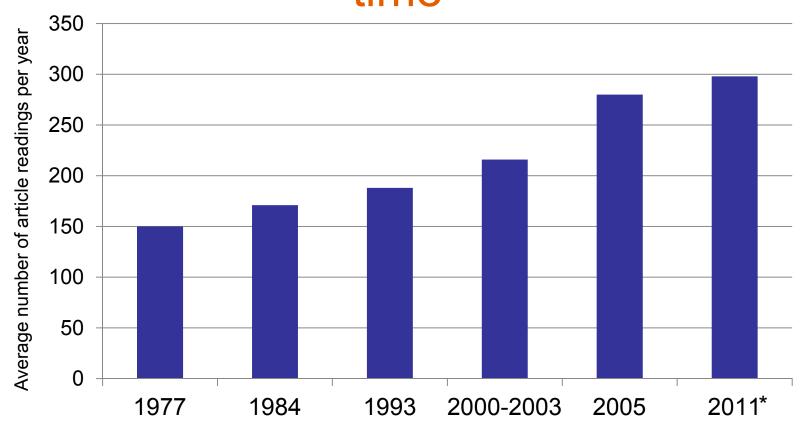




1. Exchange value



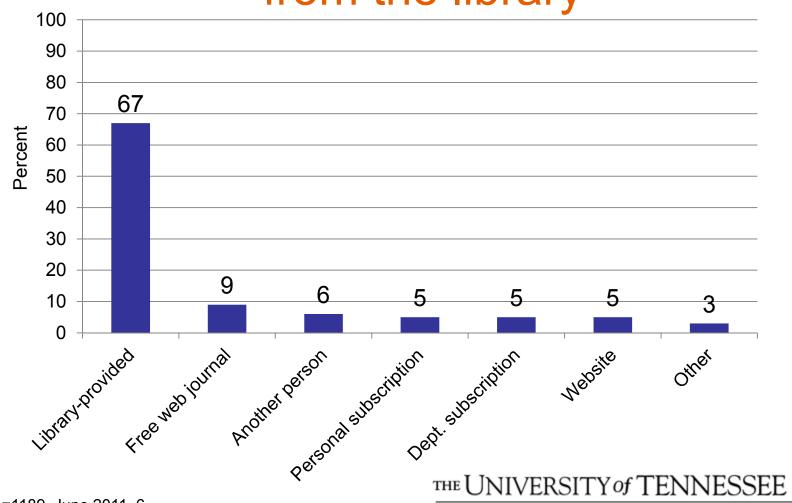
Surveys measure article readings over time



*2011 (UK), n=1013; 2005,n=932; 2000-03, n=397; 1993, n=70; 1984, n=865; 1977, n=2350



A majority of article readings come from the library



n=1189, June 2011, 6 UK Universities

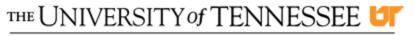
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Academics read a lot each month

22 articles

7 books

10 other publications



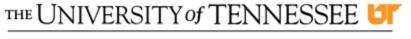


Academics spend a lot of time per reading

49 minutes for articles

1 hour and 46 minutes for books

42 minutes for other publications



Time spent (exchange value) reading from all sources and library

Article

•49 min/article X 22 read per month X 12 months = **216 hours** X 67% from library= 144 hours a year per academic staff member from the library

Book

•106 min/book X 7 per month X 12 months= **148 hours** X 27% from library= 40 **hours a year per academic staff member**

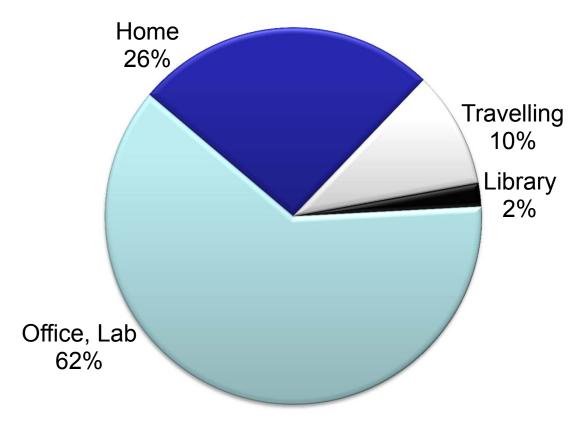
Other Publication

•42 min/publication X 10 per month X 12 months= **84 hours** X 15% from library= 13 **hours a year per academic staff member**

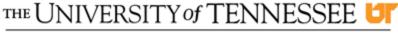
A faculty member will spend **24.6** days reading from the library.



Where did you read this last article? (Articles from library only)

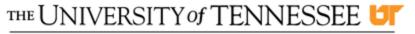


n=764, June 2011, 6 UK universities

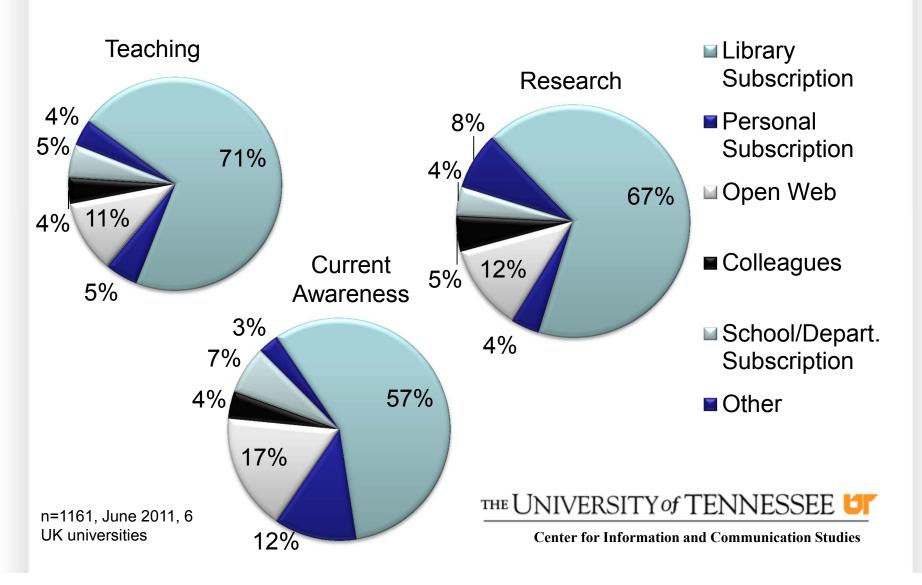




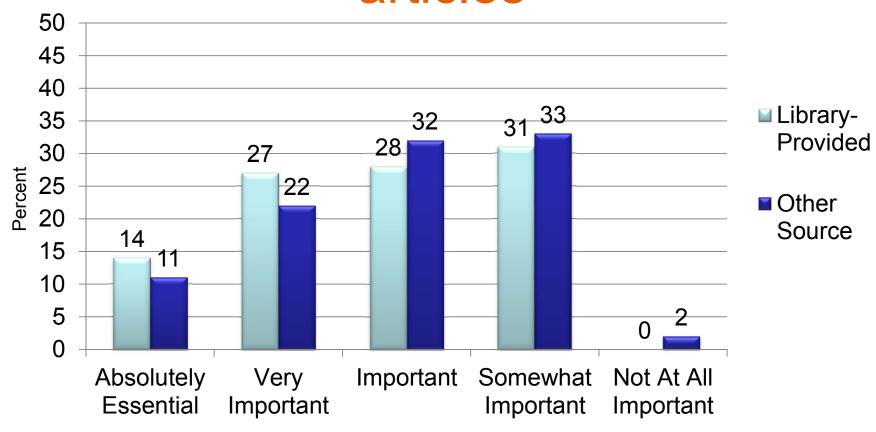
2. Use value & outcomes

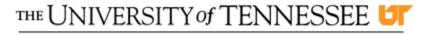


Source of article by purpose of reading



Importance of library-provided articles





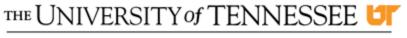
Rank list of outcomes of article readings

| | Library- provided | Other source |
|--|----------------------|--------------|
| 1st Inspired new thinking | 56% | 52% |
| 2 nd Improved the result | 41% | 35% |
| 3 rd Narrowed/broadened/changed focus | 29% | 28% |
| 4 th Resolved technical problems | 11% | 9% |
| 5 th Saved time or other resource | 11% | 8% |
| 6 th Resulted in faster completion | 5% | 5% |
| 7 th Resulted in collaboration/joint research | 5% | 4% |

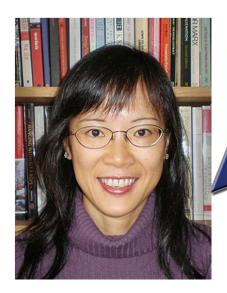




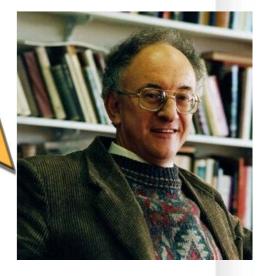
3. Supporting success



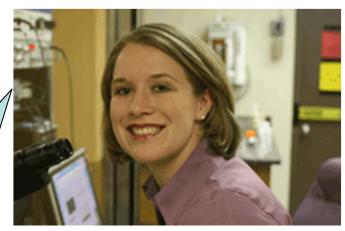
Longer-term outcomes...



"E-access is essential for scientific writing" "I could not do the kind of research or teaching I do without these resources."



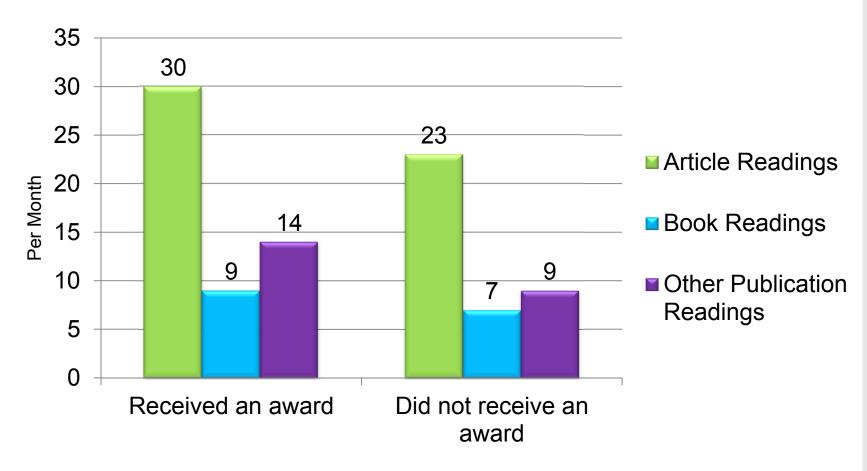
"The library services of providing access to journal articles and books through electronic media and inter-library loans are invaluable to my research."



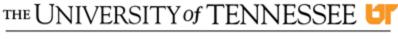
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Award-winning academics read more

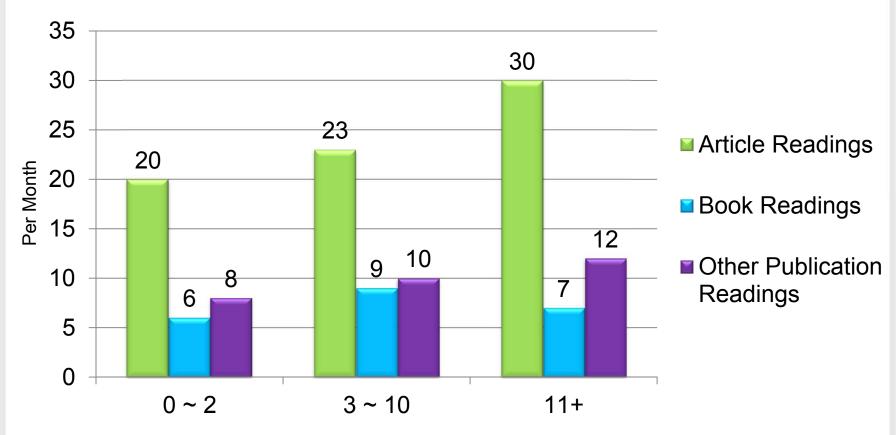


n=2117, June 2011, 6 UK universities

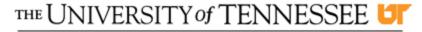


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Prolific academics read more

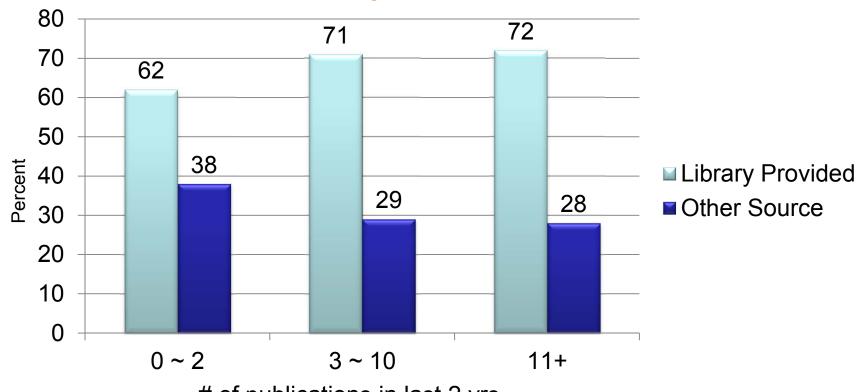


of publications in last 2 yrs.



KNOXVILLE

Academics who publish more use library articles more



of publications in last 2 yrs.





An award-winning, prolific staff member is someone who...



- •Reads more of every type of material.
- •Spends more time per book and other publication readings.
- Uses the library for articles
- •More often buys books and obtains other publications from the Internet.
- •Occasionally participates and creates social media content.





For further information: http://libvalue.cci.utk.edu



ctenopir@utk.edu

