

# Developing and Implementing a Digital Media Device Lending Program

## Computers in Libraries

April 14, 2010

Stacy Bruss  
Nancy Allmang  
Information Services Division



# Presentation Overview

- Introduction and background
- Why have a digital media device lending program?
- Portable audiobook devices
- E-book reader devices

# Introduction



# National Institute of Standards and Technology (NIST)



- About 3000 science and technology researchers
- NIST promotes U.S. innovation and industrial competitiveness by advancing measurement science, standards and technology
- Information Services Division supports and enhances research activities of the NIST scientific community through a comprehensive program of knowledge management



# Why Have a Digital Media Device Lending Program?



# Here's Why We Did It

- New technology
- Permit customers to multitask while mobile
- Enhance library usage



# Portable Audiobook Devices





# How We Implemented the iPod Lending Program



- Marketed to target audiences
- Made audiobooks searchable in catalog by iPod number or audiobook/video title
- Began with 2 iPods, 5-6 audiobooks on each, and a 4-week checkout period
- Informed customers about available accessories and usage guidelines

# Marketing



**NIST Virtual Library** **NIST**  
National Institute of  
Standards and Technology

[Help Desk](#) [FAQs](#) [Site Map](#) [Submit Requests](#) [Search](#) [NVL Home](#)

## Audiobooks on iPods

### What are audiobooks?

Audiobooks are the new digital equivalents of what in the analog world used to be called "books on tape." The NIST Research Library currently has eight [Apple iPods](#) loaded with 5-6 management or leadership audiobooks each.

In addition, the library recently added several classic science audiobooks (lectures by Stephen Hawking and Richard Feynman, a new biography of Albert Einstein) to another iPod.

### How can I check out business audiobooks at the NIST Research Library?

The audiobooks are listed in the Library online catalog. Just search for the word **iPod**. You can check out an iPod at the NIST Research Library Circulation Desk for a period of three weeks, just like a book. If you find an iPod is already checked out, click on the Place Hold button to be added to the waiting list. We will call you when your iPod is ready.

### I've heard that NIST Colloquia are included with the iPods. Is this true?

The iPods have video capability, and we have loaded 19 selected NIST Colloquia (courtesy of NIST Public and Business Affairs) for you to view on iPods (#8 and 10). These may be checked out for three weeks. The same colloquia are also loaded on iPod #9, which can be viewed in the Reading Room at any time.

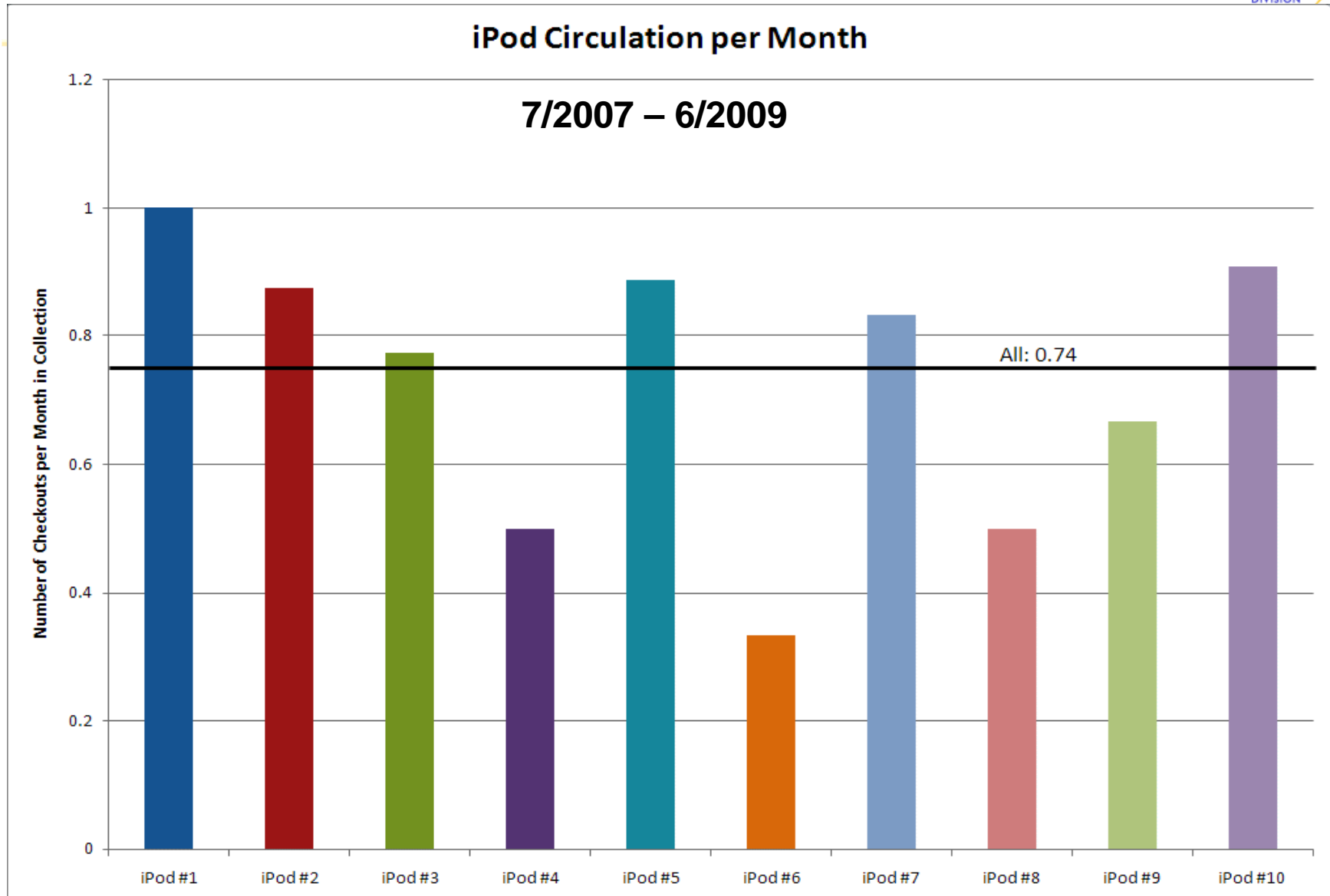
In addition, several iPods hold audio podcasts of Bose-Einstein seminars from the NIST Physics Lab.

### Tell us what you think

Please contact the Information Desk with comments or any questions about our new program at [library@nist.gov](mailto:library@nist.gov), x3052, or call Nancy Allmang at [nancy.allmang@nist.gov](mailto:nancy.allmang@nist.gov) or x4189.



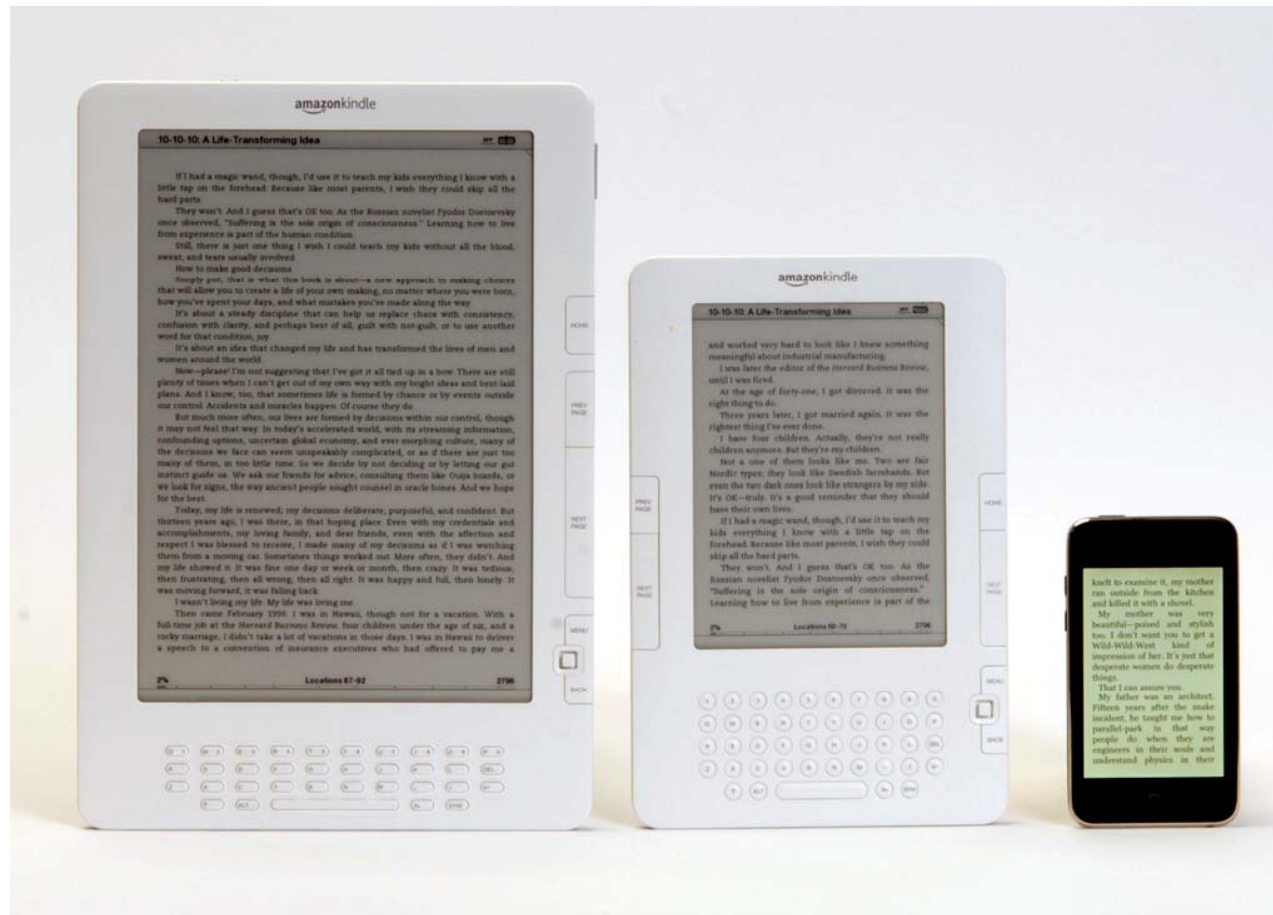
# Use of iPods over 24 months



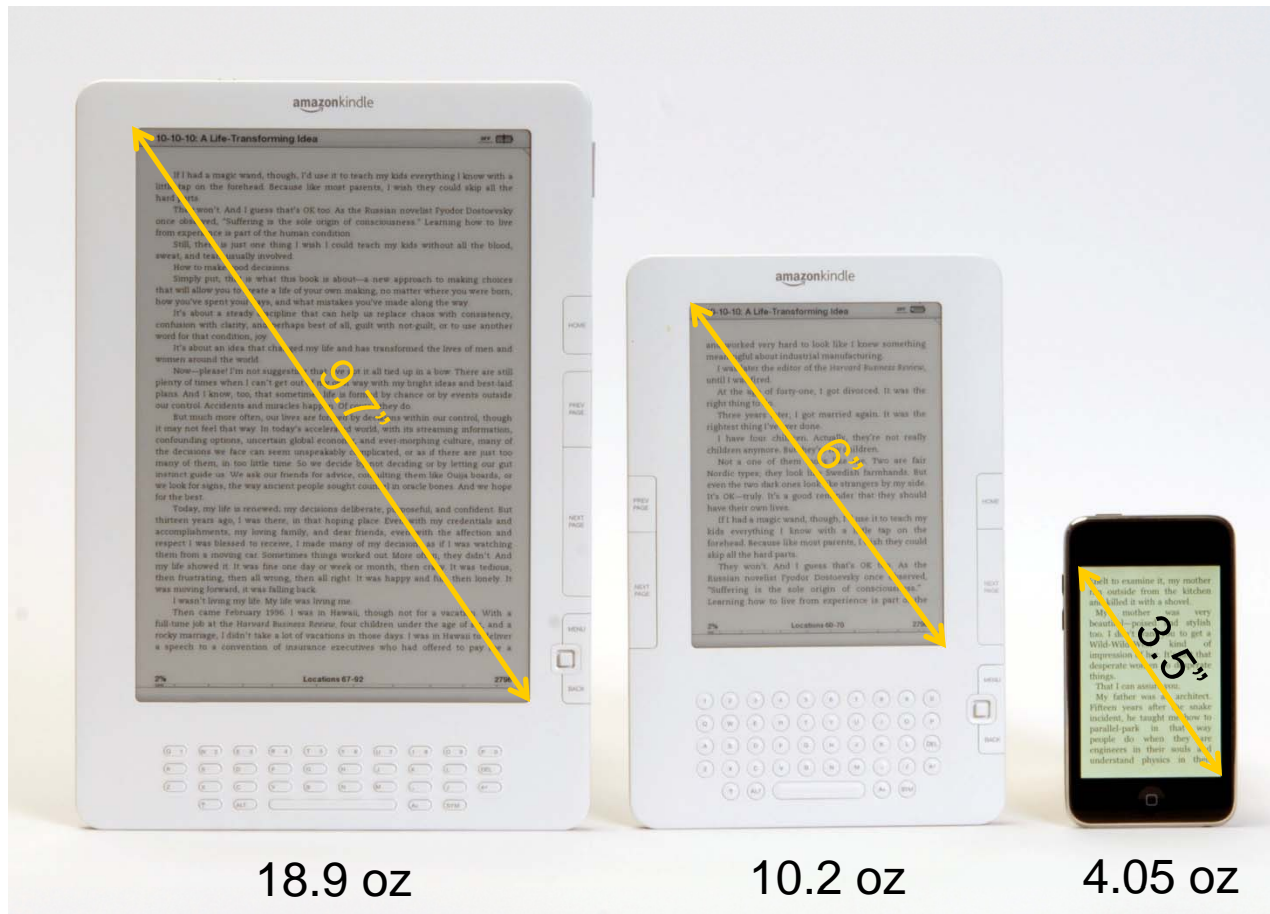


# E-Book Reader Devices

# Devices Considered



# Device Comparison



# Device Feature Comparison

Device	Capacity (GB)	Screen type	Native PDF capability	Touch-screen	Note-taking	Battery life
Kindle 2	2	E Ink	Yes	No	Yes	Weeks
Kindle DX	4	E Ink	Yes	No	Yes	Weeks
iPod Touch/ iPhone with Kindle book app	16-32	Backlit LCD	No	Yes	No	Hours

# Content Selection

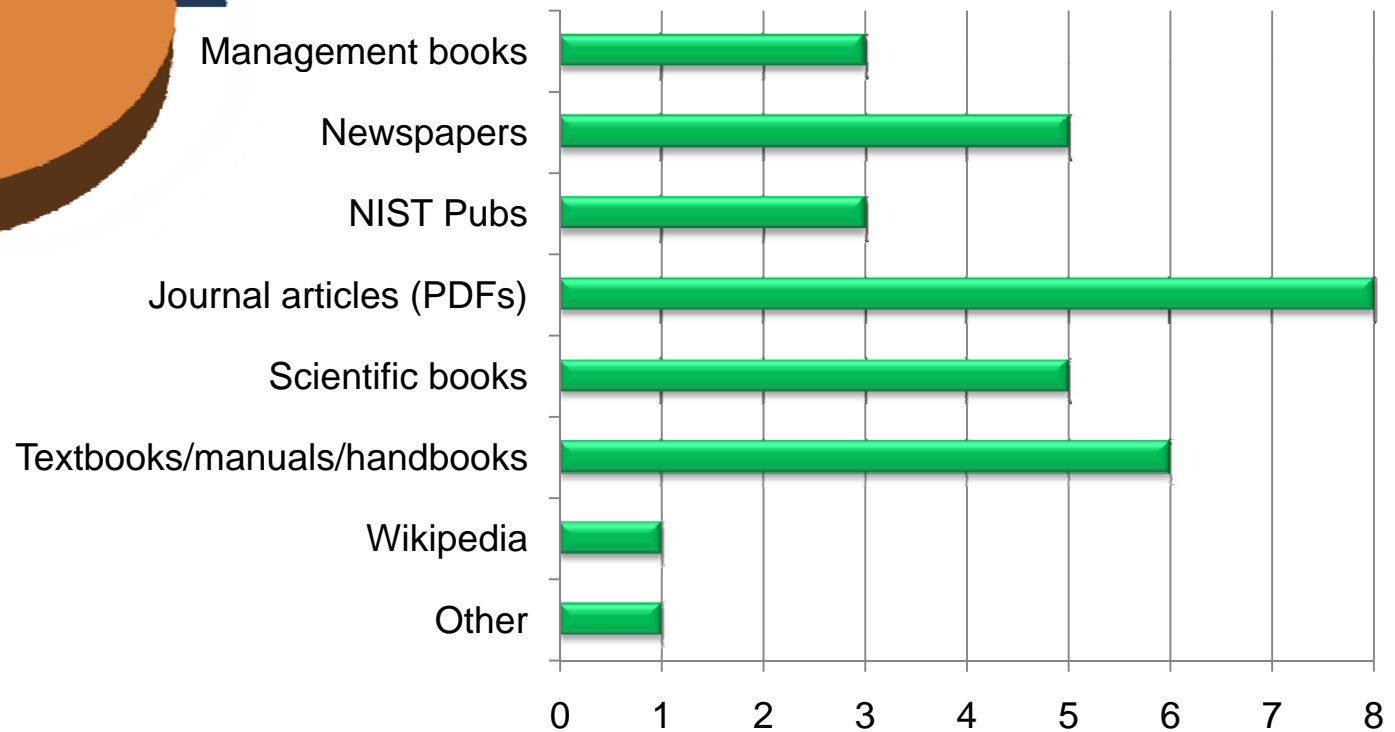
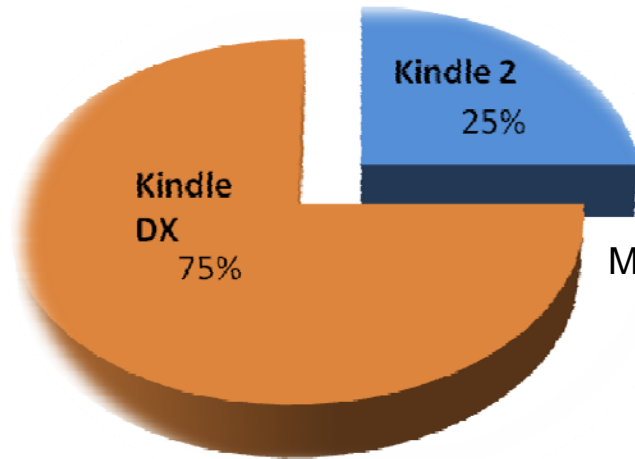
- Leadership and management books
- Scientific books
- Textbooks/handbooks/manuals
- NIST publications
- Journal articles (PDFs)
- Newspapers
- Wikipedia



# Focus Groups

- Volunteers from throughout NIST
- Commuters and early technology innovators
- 3 groups of 3-5 participants per group
- Encouraged participants to experience each type of content
  - PDFs only on Kindle DX

# Focus Group Preferences



# Focus Group Responses

## All

Pros: changeable text size

Cons: page locations instead of numbers, hard to read in the sun or text fades in the sun

## Kindles

Pros: integrated dictionary

Cons: PDF metadata not understandable and PDFs cannot be annotated

## iPod

Pros: fits in pocket, fast page turning, intuitive interface

Cons: can't read native PDFs with Kindle Book app, must plug in after only hours of use

# Implementation Considerations



- Purchasing content
- Legal issues
- Cases
- Uploading material
  - Personal content
  - Current journal articles
  - PDF metadata

# The Future

- There is no “perfect” e-book reader
- Users may look beyond Kindle to other devices that display PDFs differently
- Use focus groups for evaluating other new technologies

## References

What customers want from Kindle books,  
N. A. Allmang, and S. M. Bruss, *Online* **34**,  
36 - 39 (2010).

Audiobooks on iPods, N.A. Allmang, *C&RL  
News* **70**, 173-176 (2009).

# Questions?



**Stacy Bruss**  
**[stacy.bruss@nist.gov](mailto:stacy.bruss@nist.gov)**

**Nancy Allmang**  
**[nancy.allmang@nist.gov](mailto:nancy.allmang@nist.gov)**

**Note: The identification of any commercial product or trade name does not imply endorsement or recommendation by the National Institute of Standards and Technology.**