

Research and Statistics on Libraries and Librarianship in 2011

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As in 2010, the predominant issues facing libraries was funding stability and e-content acquisition, specifically eBooks. Although limited national library data were available at the time this article was prepared, news appearing throughout 2011 in Library Journal, American Libraries and the ALA annual report -*The State of America's Libraries 2011*¹ - indicate the economic climate did not improve in 2011. Not only have libraries continued to struggle with flat or decreasing operating revenue due to the ongoing national (and international) economic slump, libraries also struggled with meeting the rapidly increasing consumer demand for eBook content. Publishers and distributors responded in interesting ways, demonstrating their uncertainty with the eBook market for everything from K-12 and higher education text books to popular, mass market titles, and how best to support library patron access. This article will highlight available library statistics for 2011, including the National Center for Education Statistics (NCES) *Academic Libraries: 2010, First Look*, the latest ALA Association of School Librarians (AASL) study, *School Libraries Count!*, the Public Library Funding and Technology Access Study, and SPEC Kits released by the Association of Research Libraries (ARL).

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

Findings of the Public Library Association, Public Library Data Service 2011 Statistical Report² provides results from FY2010 public library data collected from a self-selected response pool representing very small to very large libraries in North America, and all results are actual and un-weighted. The results are influenced by a higher response from smaller libraries than the previous year. For instance, circulation declined 23.7 percent from the prior fiscal year, yet circulation per capita increased overall. Despite this influence, there are some interesting findings, such as average library revenue (income) falling below average expenditures for libraries serving 500,000 or more residents (Varvel, p.31), meaning the largest libraries were

¹ American Library Association. The State of America's Libraries 2011. Digital Supplement of American Libraries, April 2011. Last accessed 12-03-11. Available at http://www.ala.org/ala/newspresscenter/mediapresscenter/americaslibraries2011/state_of_americas_libraries_report_2011.pdf

² Public Library Association, a division of the American Library Association. Public Library Data Service 2011 Statistics Report. Available at <http://www.ala.org/pla/publications/plds>. A summary article is available. Virgil E. Varvel, Jr., The Public Library Data Service 2011 Statistical Report, Characteristics and Trends. Public Libraries 50(5):26-22. September/October 2011.

using savings to operate. It will be interesting to see the FY2010 public library data to be released in spring 2012 by the Institute of Museum and Library Services (IMLS) to see if the national weighted data align with the PLDS sample data.

The American Library Association (ALA) conducts an annual household survey to follow public library use. Harris Interactive conducted the 2010 and 2011 telephone surveys and the 2011 results identified some modest changes – the number of in person visits adjusted down with 2 percent fewer reporting monthly or more visits, yet visits by telephone increased.³ In fact, for individuals reporting increased use of the library use by telephone increased 12 percent in 2011 from 2010 for a net increase of 3 percent of all reporting increased use. Satisfaction remained largely unchanged from 2010, and more American’s reported as somewhat to very important the following services - help in starting a business (up 9 percent), access to computers, training and support (up 7 percent), providing accurate and up-to-date financial information (up 6 percent), and providing information for school and work (up 5 percent).

These household survey findings were echoed in a new study series launched by Library Journal (LJ), Patron Profiles.⁴ Conducted quarterly on a variety of topics, the first in the series analyzed results from 2,421 participants on a range of baseline information (e.g., demographics, library use patterns, etc.) and drilled specifically into patron eBook use. The results identify characteristics of “power patrons” and occasional users to present a fairly comprehensive picture of public library use and media consumption overall. The LJ Patron Profile results provide greater detail on the types of library use. For instance, the ALA-Harris Interactive study indicates 71 percent of respondents access the library by computer, and the Patron Profile study gives detail on “databases accessed at home from a library website” to average 7.4 times during a six-month period, but 16.4 times by “power patrons”.⁵ Together, these studies provide a wealth of information on public library use. More on the Patron Profiles study appears in the e-Book section of this article.

The American Library Association *Libraries Connect Communities: Public Library Funding & Technology Access Study 2010-2011*⁶ highlighted some trends that are closely aligned with the continued national and regional economic slump. Decreased open hours were reported by 15.9 percent of libraries, nearly a four-fold increase from 2008-2009, with some states reporting more significant reductions – Ohio 49.9 percent, California 44.5 percent, and Georgia 31.5 percent.⁷ Delayed replacement or purchase of public access computers was reported by 47 percent of libraries, and about 60 percent reported flat or decreased operating budgets. Some

³ Harris Interactive. ALA January 2011 Harris Poll Quorum Results. Last accessed 12-2-2011. Available at <http://www.ala.org/ala/research/librystats/2011harrispoll.pdf>

⁴ Library Journal. Library Patrons and Ebook Usage. Patron Profiles. 1(1) October 2011. Available for purchase at <http://www.patronprofiles.com>

⁵ _____. Figure 9 (p.12).

⁶ Hoffman, Judy, John Carlo Bertot, Denise M. Davis, and Larra Clark. *Libraries Connect Communities: Public Library Funding & Technology Access Study 2010-2011*. Digital supplement of American Libraries magazine, June 2011. Last accessed 12-04-11. Available at <http://viewer.zmags.com/publication/857ea9fd>.

⁷ _____. Executive Summary. Last accessed 12-04-11. Available at http://www.ala.org/ala/research/initiatives/plftas/2010_2011/plftas11-execsummary.pdf

positive findings include Wi-Fi installation reported by 86 percent of public libraries, and eBook availability reported by 67.2 percent.

Finally, Return on Investment (ROI) research continues and a concise article was published by Joseph R. Matthews in *Library Leadership & Management*⁸ outlining the benefits of ROI analysis and providing a useful summary of large and small-scale ROI studies that have been completed.

Academic Libraries

The National Center for Education Statistics (NCES) released its *Academic Libraries: 2010, First Look*⁹ biennial report, describing key metrics including staffing, collections, circulation, expenditures and services. Most significant changes occurred with circulation, collections and expenditures. Total circulation (general collections and reserve) continues to show decline (about 2 percent from 2008), while interlibrary lending remained about the same from 2008. Collections grew in all areas except microform, audio-visual, current serial subscriptions where modest declines were reported. A substantial decline was reported for electronic reference sources and aggregation services, down about 51 percent from 2008. High double-digit growth was reported for e-books, up about 54 percent from 2008.

Reported staffing also is down from 2008, but the number of institutions reporting decreased from 3,911 to 3,689 which may account for the variation. Overall expenditures increased fractionally from 2008 (about \$8 million), but declined in specific institutional characteristic areas. Overall reductions of more than \$1 billion (about -30 percent) were reported by public institutions. Expenditures for salaries and wages increased about 16.7 percent from 2008, rising from about 42.7 percent of total expenditures to 49.8 percent. Other operating expenditures also increased slightly from 2008, up about 4 percent.

An updated 10-year trend report of NCES academic library data was released by the ALA in 2011, *Academic Library Trends, 1998-2008* and is available through the ALA Office for Research and Statistics at <http://www.ala.org/ala/research/librystats/academic/ALS%209808%20comparison.pdf>.

The ALA Association of College and Research Libraries revised its *Standards for Libraries in Higher Education* (SLHE), available at <http://www.ala.org/ala/mgrps/divs/acrl/standards/standardslibraries.cfm>. Also worth reviewing is an article by Gregory Crawford and Glenn McGuigan, "An Exploratory Quantitative Analysis of Academic Library Services" in *Library Leadership & Management* (25(3), August

⁸ Matthews, Joseph R. What's the Return on ROI? The Benefits and Challenges of Calculating your Library's Return on Investment. *Library Leadership & Management*. (25)1:1-14. February 1, 2011.

⁹ Phan, Tai, etal. *Academic Libraries: 2010 First Look*. U.S. Department of Education. Ies National Center for Education Statistics. (NCES 2012-365, December 2011). Last accessed 12-18-11. Available at <http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2012365>.

2011) comparing various national academic library data sets, 1996-2008, to develop a total service indexes (TSI) to establish actual library use. The study identified three variables to be most significant – cost per service, cost per enrollment and totals service per enrollment.

The Association of Research Libraries (ARL) released new SPEC Kits in 2011, among them *Digital Preservation* (SPEC Kit 325), *Collecting Global Resources* (SPEC Kit 324,) *Socializing New Hires* (SPEC Kit 323), and *Library User Experience* (SPEC Kit 322). The tables of contents and executive summaries are available from the ARL website, and each report may be purchased (<http://www.arl.org/resources/pubs/index.shtml>).

School Libraries

The American Association of School Librarians (AASL), a division of ALA, released *2011 School Libraries Count!*, the fifth in a series on longitudinal analysis of U.S. public and private K-12 school libraries. Conducted by KRC Research, the 2011 study provides 5-year comparisons of core metrics with 4,887 libraries responding and includes supplemental questions investigating digital citizenship.¹⁰ Most notable findings in 2011 were reduced hours worked by other staff (e.g., non-librarian) especially in libraries in the 95th percentile (40 hours in 2011 compared with 45 in 2010 and 56 in 2009), fewer individual visits per typical week (an average of 315.1 visits compared with 304 in 2010) and fewer group visits per typical week (an average of 32.3 in 2011 from 31 in 2010). School library budget data revealed some possible skewing for average estimates due to figures reported by all high schools (budgets up 29 percent in 2011 from 2010), and sizeable reductions reported by all middle schools (budgets down 23.2 percent in 2011 from 2010). The Supplemental Report on Digital Citizenship¹¹ found that 71 percent of schools incorporate digital citizenship in school or district curriculum, while 35 percent do not; and, nearly all schools (95 percent) include intellectual property (plagiarism, copyright, etc.). The results indicate that issues such as “e-commerce, physical safety, social networking, and hardware and data protection” have not yet been incorporated into the curriculum (AASL, p.14). Further, school librarians reported that barriers to teaching digital citizenship include a lack of collaborative curriculum (42 percent), lack of community/parent involvement (19 percent), and technology challenges (filtering, lack of access to technology by students and in schools, 39 percent). Equal access to technology must be overcome (29 percent report it is the “biggest hurdle”) to educate youth about digital citizenship (AASL, p.15).

Another study released in 2011 is the *AASL Urban Schools Task Force Survey Report*,¹² the results of two national surveys conducted in October-November 2010 to gather information

¹⁰ American Library Association. American Association of School Librarians. 2011 School Libraries Count! Last accessed 12.5.2011. Available at <http://www.ala.org/aasl/slcsurvey>.

¹¹ _____. Supplemental Report on Digital Citizenship. Last accessed 12-04-11. Available at <http://www.ala.org/aasl/researchandstatistics/slcsurvey/2011/slc2011extra>

¹² AASL. Urban Schools Task Force. AASL Urban Schools Task Force Survey Report. January 8, 2011. Last accessed 12-05-11. Available at http://www.ala.org/aasl/sites/ala.org.aasl/files/content/researchandstatistics/AASL%20Urban%20Schools%20Taskforce%20Report_v2.pdf

from urban school librarians and library administrators about current work environment and needs. Data were collected from school districts with student enrollment of 40,000 or more and building-level data for schools in such districts. The report presents detailed findings from 798 respondents regarding grade levels served, school lunch program eligibility, hours of library operation, staffing, race/ethnicity of students, books and materials (counts and budgets), time spent doing various tasks, etc. This is a very useful data set for researchers interested in understanding more about urban libraries, data that are not available from National Center for Education Statistics surveys about primary and secondary school library media centers.

E-Books

The e-Book challenges continued, perhaps even increased, in 2011. As libraries were dealing with rapidly changing devices available to consumers, and the “lease or own” conundrum, Harper-Collins announced it would set library per-copy use on new titles added to OverDrive and other vendors selling eBooks to libraries. The cap was set at 26 circulations, at which time the library-purchased copy “expires” and a new copy purchase would be required. It is unclear what research was done to determine the average number of circulations per title (turn-rate) in order to arrive at this number, although in a February 25, 2011 Library Journal article Josh Marwell, President of Sales for Harper Collins, indicated Harper-Collins determined this figure based on “the average lifespan of a print book, and wear and tear on circulating copies.”¹³ The curiosity is what data were used, as they do not exist in any national public library data set. State-level total “turn rate” data are estimated, but do not distinguish format. At the time of preparing this summary no resolution had been achieved and the 26 circulation limit was still in place with Harper Collins titles included in OverDrive.

In a July 2011 household survey conducted by theharrispoll® (Harris Interactive)¹⁴ one in six Americans (about 15 percent) reported using an eReader – nearly twice that reported in 2010 – and eReader users are more likely to read books than those who do not yet own or have access to an eReader (36 percent and 16 percent, respectively). Further, about one in ten (20 percent) report they will likely purchase an eReader in the next six months. The survey also found that eReader owners are also more likely to purchase books than non-eReader owners. The study also details genre preferences by age and geographic region. Compare this with a September 2010 Harris Poll that found 8 percent Americans (about one in ten) use eReaders.¹⁵ 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

¹³ Hadro, Josh. HarperCollins Puts 26 Loan Cap on Ebook Circulation. Library Journal. February 25, 2011. Last accessed 11-26-11. Available at http://www.libraryjournal.com/lj/home/889452-264/harpercollins_puts_26_loan_cap.html.csp .

¹⁴ Harris Interactive. One in Six Americans Now Use E-Reader with One in Six Likely to Purchase in Next Six Months. Last accessed 12-18-11. Available at <http://www.harrisinteractive.com/NewsRoom/HarrisPolls/tabid/447/mid/1508/articleId/864/ctl/ReadCustom%20Default/Default.aspx> .

¹⁵ 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>

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. The 2011 results aligned closely with this projection, with about 15 percent more American reporting they owned an eReader in 2011 from 2010.

A 2011 Pew Research Center study¹⁶ found the greatest increase in eBook reader ownership among adults, doubling between August 2010 and April 2011 – the largest increase since Pew began collecting this information in 2006. In another article from this study, Kristen Purcell, Associate Director of Research, Pew Internet Project, provides demographic detail of 2010 and 2011 survey respondents¹⁷. Increased ownership was demonstrated in all but one demographic category (educational attainment, some high school). Ownership grew 8 percent among those self-reporting as Hispanic, 6 percent among those with some college and 5 percent among those completing college, and 8 percent among those earning \$75,000 or more (p.7).

The first Library Journal Patron Profiles study, *Library Patrons and Ebook Usage*, provide extensive detail on public library patron behavior in library use and media consumption both inside and outside the library. The study describes “power patrons” – use the library more, borrow more when they visit (all formats), consider the library an excellent value, and “are more likely to read their books on multiple devices” (p.10). The study found that eBook patrons resemble power patrons more so than patrons overall, although there were some exceptions. Generally, patrons borrowing eBooks tend to be male, (49 percent, versus 45 percent of overall respondents), younger (age 41.5 versus age 47 overall), and more highly educated (p. 20-21). Of particular interest was that about 84 percent of those with eReaders reported reading in multiple formats – print, audio and digital print – compared with about 34 percent of the overall sample. Patron awareness of library eBook holdings is called out in the study (about 22 percent of all respondents versus about 40 percent of eReader owners), but as eReader adoption increases one would expect that gap to close (p.23).

As eReader adoption rates continue to climb, and as eBook circulation skyrockets in public libraries, one must ask what this trend means for libraries and their migration away from print collections to more digital content. A September 2011 Publishers Weekly article¹⁸ highlights findings from the July, 2011 Harris Poll and an industry study conducted by Aptara where eBook publishing figures were outlined. Aptara reported that 76 percent of publishers currently produce eBooks and of those about 42 percent report between 76%-100% of their books will be distributed as eBooks in 2011. The profit margin for eBooks is increasing, with about 20 percent

¹⁶ “Gadget Ownership Over Time.” The Pew research Center’s Internet & American Life Project, April 26-May 27, 2011 tracking survey. Trend Data. Last accessed 12-1-11. Available at <http://www.pewinternet.org/Static-Pages/Trend-Data/Device-Ownership.aspx>.

¹⁷ Purcell, Kristen. E-reader Ownership Doubles in Six Months. Adoption rate of e-readers surges ahead of table computers. June 27, 2011. “Who owns e-readers”. P.5. Last accessed 11-27-11. Available at <http://pewinternet.org/Reports/2011/E-readers-and-tablets.aspx>.

¹⁸ “ More readers, sales of e-books: two new surveys chart rise of digital publishing.” Publishers Weekly 26 Sept. 2011:4. *Information Science & Library Issues Collections*. Web. 5 Nov. 2011.

of publishers reporting more than 10 percent of revenue from eBook sales. Publishers also anticipate continuing dual format distribution, with 87 percent reporting they will continue producing both print and digital content; only 10 percent indicated they would replace digital for print. Michael Kelley reported in an August 9, 2011 article for *Library Journal*¹⁹, with data from the BookStats study sponsored by the Association of American Publishers (AAP) and Book Industry Study Group (BISG), that eBook sales comprised about 6.4 percent of the trade market in 2010 compared with only 0.6 percent in 2008, an increase of about 1,274 percent.

The results of Bowker's PubTrack Consumer survey for 2011²⁰, second quarter, found that shifts in format sales from 2010 were growing. Specifically, print/paperback sales declined -7.3 percent, print/hardback declined -4.7 percent, non-print audio increased +0.4 percent, non-print E-book increased +10.5 percent, and all remaining bindings sales increased +1.1 percent.

These trends do not predict the death of print books, but the data certainly demonstrate a growing strain on libraries' already stretched resources. If the *Library Journal* Patron Profiles report is any indication, libraries will need to maintain deep collections in multiple formats – expensive formats - as consumers adopt the various devices. Also, the lack of growth in format-agnostic devices will only exacerbate the challenges facing libraries. Following trends in eContent over the next year will continue to prove interesting, possibly in the Chinese sense of the word.

Awards and Grants that Honor and Support Excellent Research

The professional library associations offer many awards and grants to recognize and encourage research. The 2011 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 Library Association

<http://www.ala.org>

Carroll Preston Baber Research Grant

2011 Winner: Mary Wilkins Jordan, Simmons College for "Public Library Stressors: Identification and Elimination."

Jesse H. Shera Award for Excellence in Published Research

¹⁹ Kelley, Michael. "New Statistics Model for Book Industry Shows Trade Ebook Sales Grew Over 1000 Percent." *Library Journal*. 9 Aug. 2011. Last accessed 11-30-11. Available at http://www.libraryjournal.com/lj/home/891561-264/new_statistics_model_for_book.html.csp.

²⁰ Milliot, Jim. "E-tailers, e-books move ahead: both grabbed more market share in second quarter." *Publishers Weekly* 17 Oct. 2011:4. Information Science & Library Issues Collection. Web. 5 Nov. 2011.

2011 Winner: **M. Christina Patuelli**, for "Modeling Domain Ontology for Cultural Heritage," published in the Journal of the American Society for Information Science and Technology 62(2): 314-342, February 2011.

Jesse H. Shera Award for Support of Dissertation Research

2011 Winner: **Amy VanScoy**, for "Exploring the Meaning of Reference Work for Librarians in Academic Research Libraries."

American Society for Information Science and Technology

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

ASIS&T Best Information Science Book Award

2011 Winner: ***Atlas of Science***, by Katy Börner

History Fund Research Grant Award

2011 Winner: **Trudi Bellardo Hahn and Diane Barlow**, "The Fortuitous Confluence of Helen Brownson, the National Science Foundation, and Information Science"

John Wiley Best JASIST Paper Award

2011 Winner: **Jim Jansen and Soo-Young Rieh**, "The Seventeen Theoretical Constructs of Information Searching and Information Retrieval"

ProQuest Doctoral Dissertation Award

2011 Winner: **Shelagh K. Genuis**, "Making Sense of Evolving Health Information: Navigating Uncertainty in Everyday Life"

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

2011 Winner: **Christine Borgman**

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

2011 Winner: No Winner

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

2011 Winner: **Amber Cushing**, "Possession and Self Extension in Digital Environments: Implications for Maintaining Personal Information"

Association of College and Research Libraries (ACRL)

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

Coutts Nijhoff International West European Specialist Study Grant

2011 Winner: Mara Degnan Rojeski, Dickinson College, for her project to construct a bibliography of the pamphlets of the Deutscher Fichte Bund, a propaganda organization active in Hamburg, Germany from 1914-1941.

Doctoral Dissertation Fellowship

2011 Winner: No Winner (award on hold)

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

2011 Winner: Megan Jane Oakleaf, Assistant Professor at the iSchool at Syracuse University, for her article "Information Literacy Instruction Assessment Cycle: A Guide for Increasing Student Learning and Improving Librarian Instructional Skills."

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)

2011 Winners: "Mentoring, Collaboration, and Interdisciplinary: An Evaluation of the Scholarly Development of Information and Library Science Doctoral Students" by **Cassidy Sugimoto**, Indiana University – Bloomington

"Teen Space: Designed for Whom?" by **Shari Ann Lee**, St. John's University

ALISE Research Grant Competition (formerly Research Grant Award)

2011 Winner: "The Impact of National Board Certification of Library Media Specialists on Student Academic Achievement | A National Study (Impact NBC)," by **Gail Dickinson and Shana Pribesh**, Old Dominion University

Library and Information Technology Association/OCLC

<http://www.lita.org>

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

2011 Winner: Dr. Daniel J. Cohen, Associate Professor of History and Art History at George Mason University and the Director of the Center for History and New Media

Medical Library Association (MLA)

<http://www.mlanet.org>

Donald A. B. Lindberg Research Fellowship

2011 Winner: Thane Chambers, Faculty of Nursing Library, University of Alberta-Edmonton, Canada

Ida and George Eliot Prize

2011 Winner: No winner

Janet Doe Lectureship for 2012

2011 Winner: Mark E. Funk, AHIP, FMLA, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY

MLA President's Award

2011 Winner: Susan S. Starr, retired, Biomedical Library, University of California-San Diego, La Jolla, CA