

Cook Memorial Library - results of online materials survey, 9/14-9/22/2020

- 44 responses were submitted: 43 online, 1 on paper
- 37 respondents were Tamworth residents, 7 were from other towns
- 28 responded for themselves only, 13 for themselves and adult family members, 2 for themselves and children and teen family members, 1 for themselves and visiting family members

Number of respondents who have used the following types of online materials from any source (not just library):

Ebooks: 24

Digital audiobooks: 21

Digital magazines: 18

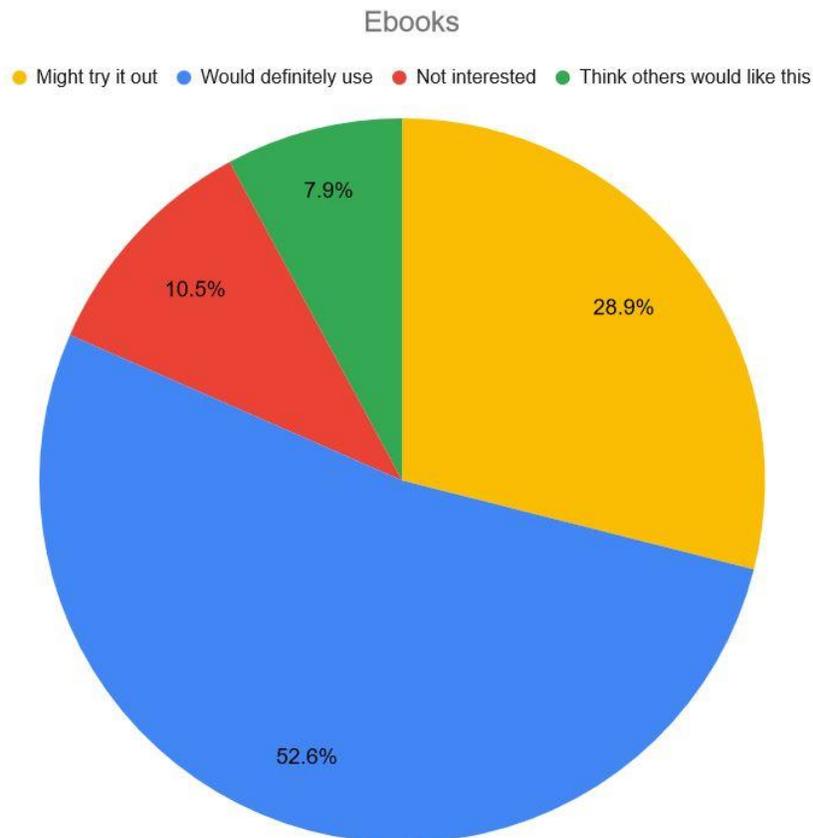
Digital newspapers: 25

Streaming video: 19

Online classes: 9

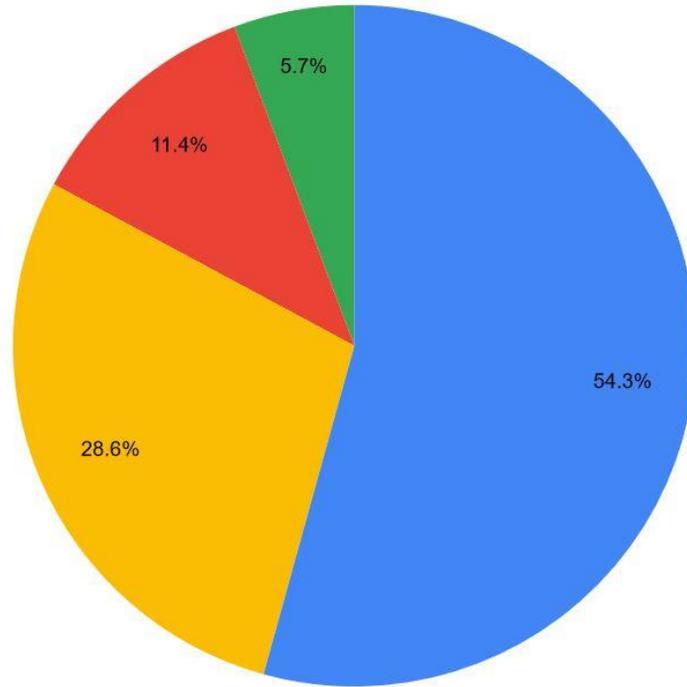
Research databases: 12

If available from the library, respondents' interest in specific types of online materials:



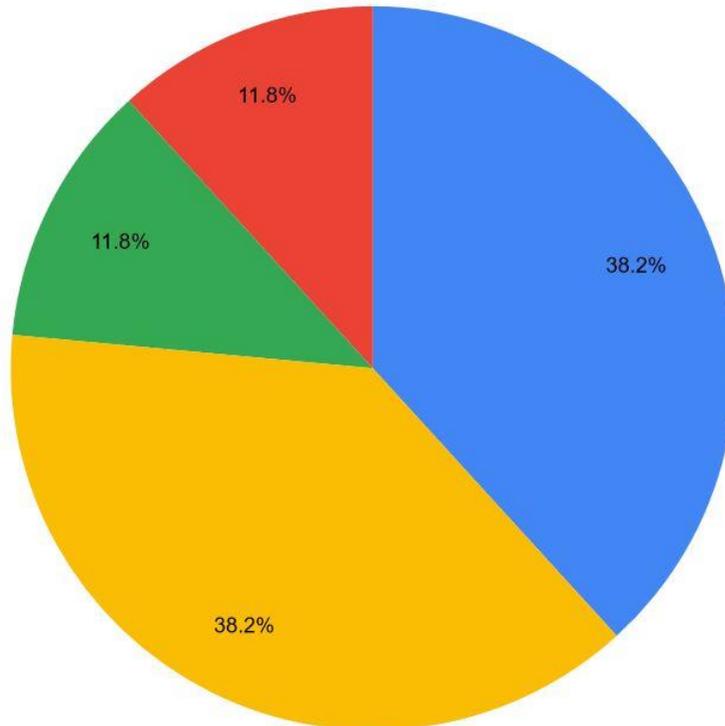
Digital audiobooks

● Would definitely use ● Might try it out ● Not interested ● Think others would like this



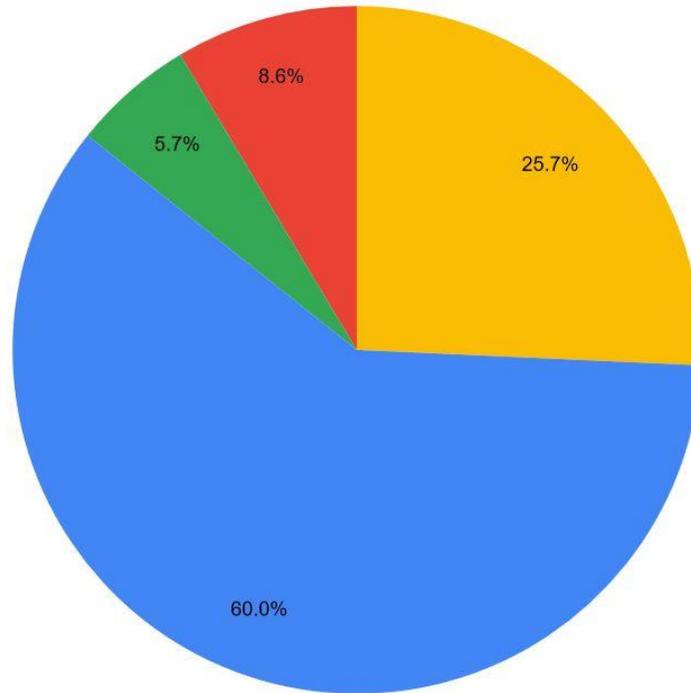
Digital magazines

● Would definitely use ● Might try it out ● Think others would like this ● Not interested



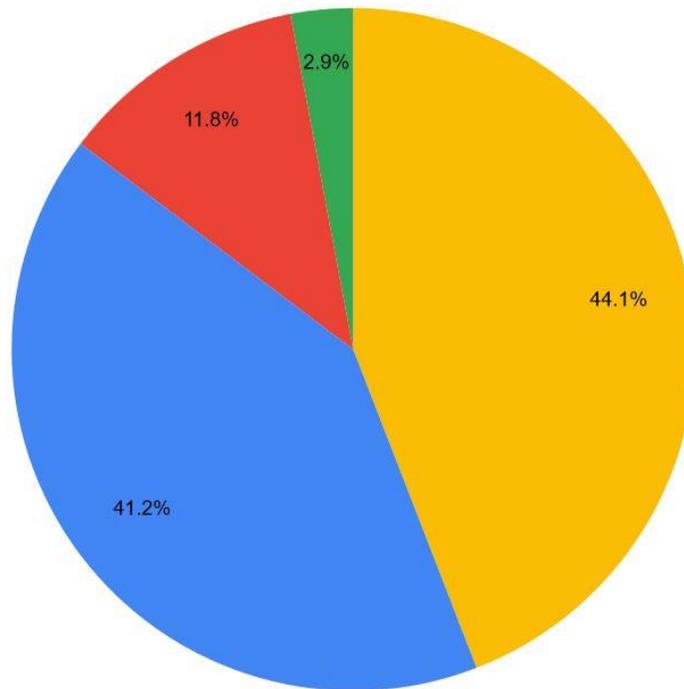
Digital newspapers

● Might try it out ● Would definitely use ● Think others would like this ● Not interested



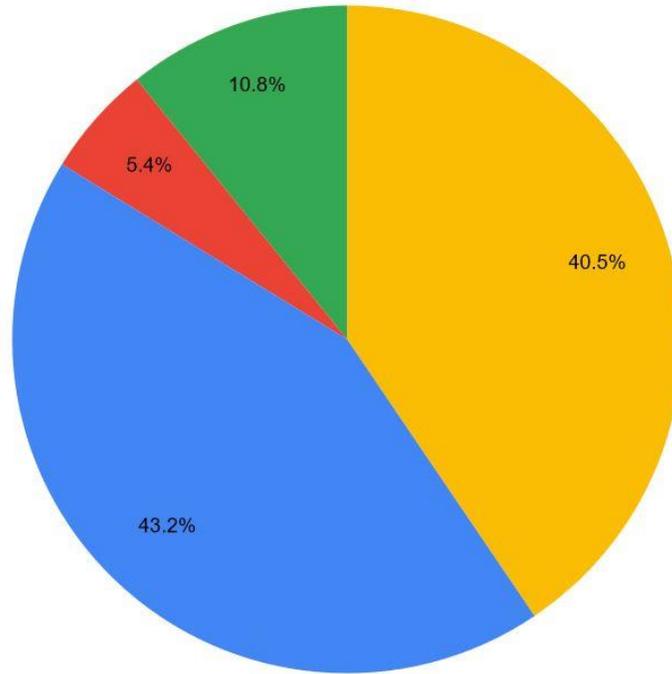
Streaming video

● Might try it out ● Would definitely use ● Not interested ● Think others would like this



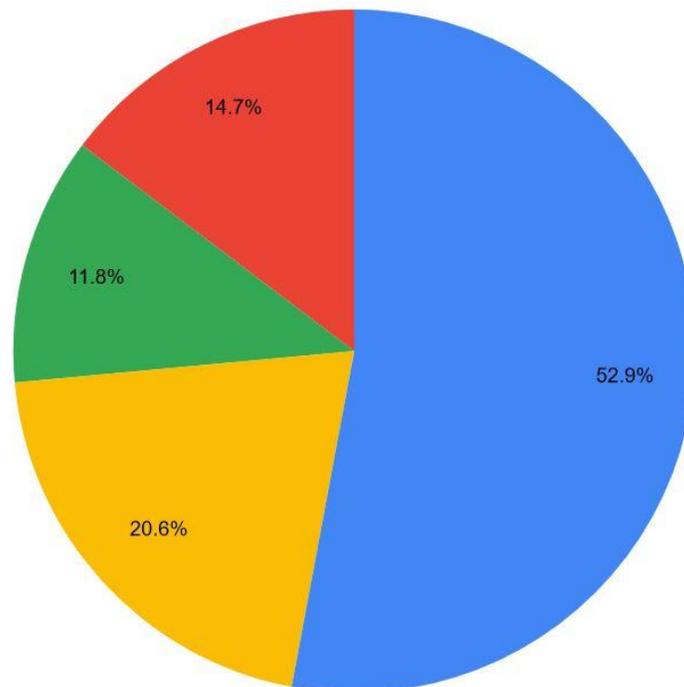
Online classes

● Might try it out ● Would definitely use ● Not interested ● Think others would like this



Research databases

● Would definitely use ● Might try it out ● Think others would like this ● Not interested



Analysis:

Cook Memorial Library already offers, through its membership in NH Downloadable Books consortium, access for library card holders to ebooks, digital audiobooks, and digital magazines. The results here support continuing membership and also support voting for increasing the budget in the consortium's annual budgeting process. It remains important to continue to educate users about the consortium's selection process as well as how cost and licensing restrictions affect what digital titles are available.

Cook Memorial Library already offers access to research databases that are provided by the NH State Library through Ebsco. Educating users on how to access and search for articles is a continuing need. Requests for academic journal articles not available in Ebsco can be sent directly to the librarian to request through librarian networks.

The Cook Memorial Library does not currently offer access to digital newspapers. About three years ago, the price quoted for digital access to New York Times was over \$1,000 a year. Since digital newspapers had the strongest interest, this is the first priority when adding new digital content to the library's offerings.

Streaming video is not currently offered by the Cook Memorial Library. Several area libraries offer access to video streaming with Kanopy, a company that offers "a thoughtfully curated collection of over 23,000 films, including Criterion Collection, A24, PBS, Weston Woods, The Great Courses, etc." Kanopy offers a pay-per-view model that allows the library to limit how many each cardholder can view per month in order to control costs. Other libraries report paying between \$27 and \$200 per month on Kanopy. Broadband connections in a good part of Tamworth don't support streaming video, making this not universally accessible. This is second in priority of online materials to consider adding to the library's offerings.

Online classes are offered by other area libraries. More user surveys are needed in order to determine what kinds of classes may be of interest, whether it is technology or career education, how-to, language learning, or something else. It may be possible for library staff to curate lists of free offerings. This is third in priority of online materials to consider adding to the library's offerings.

Privacy policies for online vendors should be reviewed before deciding to offer them as a library service. Patron education on online privacy policies and setting personal preferences should be part of introducing any new online library service.

Mary Cronin, Director
Cook Memorial Library
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