



# Patron Driven Acquisitions: Review of Collection Development Models for eBooks & Print

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# What is PDA, PIA, DDA: Different or Same?

- P stands for Patron
- D is for Driven
- I is for Initiated
- A is for acquisitions
- DD means demand driven
- the same concept but has different meanings per format (eBooks or print)
- For consistency, adopting DDA as has become industry standard
- A new way of thinking about library collections



# Disclaimer

- I am an academic librarian and less familiar with public library environments and practices.
- DDA is most common in academic libraries, but increasingly being tested in public libraries

# Current Publishing Outputs

- 64,000 new titles – in 2012 issued in English
  - 46,000 in Humanities / Social Sciences
  - 18,000 in STM
- 52,000 (80%) new titles are Trade, Professional & Association books
- 12,000 are from University Presses
  - 2300 from Oxford University Press
  - 1200 from Cambridge University Press

# Background of DDA

- Not so new – has been around for a decade now
  - eBooks were launched in 1999
- Perception is that most books do not circulate – the 20/80 rule – same 20% get borrowed often; 80% remain on the shelf – become dust collectors
- Change in selection philosophy – of anticipating need for books & being ready to responding to need – just in case vs just in time
- Economic considerations – buy at time of demonstrated use
- With origins in eBook acquisitions, can be applied to print as well
- Some free viewing period – 5-10 min – no printing / downloads

# Who are the players & stakeholders?

- Libraries – collection development, acquisitions, cataloging/processing/bibliographic control, systems personnel
  - eResource staff – planning program, implementation, evaluation/assessment
- Publishers – may not choose to make all books DDA available; or they may become that way in future
- Book Vendors – they represent published output from the source which is usually publisher – Ingram, Yankee Book Peddler, Coutts, etc
- Aggregators or providers – 3<sup>rd</sup> party providers who host the eBook platforms – like eBrary, EBL, EbscoBooks
- Customer Service/Sales representatives

# Major suppliers

- EBL - <http://www.ebilib.com/?p=index>
- Ebrary - <http://www.ebrary.com/corp/index.jsp>
- Ebsco eBooks - <http://www.ebscohost.com/ebooks/patron-driven-acquisition>
- Content from these suppliers also available from a variety of book vendors such as YBP, Coutts, Midwest, etc and reflect different content from a range of publishing sources

# What is achieved by DDA?

- Follows business trend of being responsive to consumers/users needs – still anticipates need/usage
- Responding to library challenges – 20/80 rule; space constraints for shelving low use collection; warehousing vs active study space in libraries
- eFormats are increasingly prevalent – aggressively building digital collections
- Pay as sources are needed; offers ultimate deferred payment plan – cost containment



# Goals of DDA

- Expands collection –
  - More titles
  - More represented publishers
  - More subjects included
- More flexible loan policies
  - Short term loans (STL)
  - Purchase on demand
  - Pay at point of need
  - Everything that is listed is immediately available – no lag, waits
- Stretches budget over academic or fiscal year
  - Built-in control points
- Explores access vs ownership
-

# Current DDA Strategies

- Adoption for print as well as eBooks
- Rate of adoption hovers at <6% of added titles
- Economic incentives remain high
- Resource sharing & InterLibrary Loan (ILL) are challenged – restricted to those titles acquired or purchased
- Some consortia catalogs (OCLC, etc) lack PDA records (unless all users can access)
- Different practices may be consolidated by eBook aggregation

# How does DDA work?

- Specific titles are identified as being available via DDA
  - Realize that not all publishers choose to offer PDA options or for entire output or list
- Determine whether DDA at your library is a pilot plan or on-going collection development strategy
- Libraries determine they want to participate in a DDA plan – can be for all books or a portion of acquisitions
  - Can define by publisher, subject coverage, imprint dates, etc
- Individual titles vs aggregated subject packages – by individual publisher or reflecting multiple publishers
- Bibliographic records are added to catalog
  - Can not lend or borrow PDA titles until they are purchased

# And...

- Pricing is established by how many uses book gets – determine that book is bought after a certain number of uses
  - The higher the threshold of use, the more expensive the book is; the fewer uses when the book is bought the cheaper the cost
  - Pricing is usually higher at unit cost but you may not pay for book until it is used – thus, “deferred payment plan”
- De-selection works like traditional weeding efforts
- User can access book either on a timed meter or access generated by downloads or prints
- Reading unit is usually by chapter; sometimes by time elapsed

# Format Differences

## eBooks

- Purchase or subscription option
- Ability to migrate between platforms as platforms evolve & change
- Potential for multiple concurrent readers
- Searchable at chapter level

## print

- Requires shelving – staff or labor intensive
- Binding contributes to wear/tear & condition of book
- When book is in circulation, unavailable for other users
- Images at higher resolution

# Why do it?

- Following business trends – more user or consumer oriented
- Only considering content from primary providers and publishers
- Transparent to users – not aware of the behind the scenes situation – reading experience is no different
- Buy at time of need; still in control of selection
- New reading opportunities, reducing cost differentials between print & digital
- Pay for resources as used
- Offers duplication control across formats

# Participating in DDA – pros & cons

- May not have book at time of need – increasingly reliant on ILL; now adding more titles for just-in-case scenario without risk of needing to buy first
- Responding only to whether there is a defined need by user community
- Offers budget control – can end participation at any time
- Pay as content is used
- Always transparent to user
- Must carefully track usage; can spend money fast
- Multiple platforms can be confusing
- Staff usage counts like any other user!

# Economic Incentives

- DDA can cost more per title depending on setup (# of uses that trigger purchase)
- DDA can be at the title or package level
- Encourages ownership over subscription model
- Cost is determined by how many uses triggers ownership – and each library selects that – the higher the number of uses, ultimately the more the book costs
- Licensing activities that drive decisions:
  - DRM – Digital Rights Management



# eBook Business Models

- Subscription or purchase to own options
- Accompanying annual access fees
- Amount of negotiation expected
- Digital Rights Management –
- Embargos on content
- Images in content
- Short term loans – basic rental agreements for short periods - if you can not afford it, may be good option

# How to Pay for DDA

- Remember, not all books are created equal!
  - Exceptions are textbooks,, Reference Works
- Coming from collections budget?
- Separate funding – for a special or pilot project?
- How are you budgeting for DDA?
- What happens if it is quickly spent out?
- What happens if it is not spent in a given time period?

# Game changing

- Not all titles included in DDA
- Not all publishers participating
  - Not all titles included
- Textbooks and reference titles not always available
- Discovery methods of content vary
- Some titles added at different stages
- Cost can exceed price of initial acquisition – DDA often costs more than buying the book
- De-selection & weeding can be important – how long will records remain in holdings

# Implementation

- Planning is essential – there are many varieties of DDA
- Budget carefully – consider book prices – different than print
- Ensuring discovery
- Adding records with links
- Confidence in supplier
- Expanding collection parameters – won't be buying everything, thus include greater scope
- Establish rules for reviewing content that is not used
  - Can remove titles for different reasons – economic consideration & financial risk, quality, temporary, permanent

# Per Approval Plan

- Complexities can be ironed out – don't be intimidated – make it win/win for library, users/readers & suppliers
- All formats are listed with pricing; staged for e-Preferred within 8 weeks of first publication. This is a publisher driven approval plan
- Notification – slip or automatic options
- Rapid fulfillment
- Integrate with current workflow
- Current environment is full of major competitive inefficiencies that require refinement
- Detail oriented

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Supplier	Purchase Option	Library DDA	List Price	Status	Lib
+ EBL	<a href="#">Non-Linear Lending™</a>	Yes	306.00 USD	Available	Yes
+ EBL	<a href="#">Unlimited</a>		459.00 USD	Available	Yes
+ ebrary	<a href="#">Single User Option (SUPO)</a>		306.00 USD	Available	No
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+ EBSCOhost	<a href="#">3 User</a>		459.00 USD	Available	No
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# eBook Value Statements

- Many libraries have adopted such statements (Duke, NCSU, Texas A&M)
- University of California (UC) eBook Value Statement – 5 broad areas  
(<http://blogs.lib.ucdavis.edu/pse/2013/03/21/uc-libraries-e-book-value-statement>)
  - Content supporting research & instruction
  - Fair Use & Scholarly Communication
  - Positive User Experience
  - Product Platforms
  - Sustainable & fair business models

# Local value practices

- Follows & promotes eBook Value Statements –
- “work with publishers, aggregators and others within the academic community to develop appropriate standards & best practices that implement these principles”
- “...develop the marketplace in ways that support our core values & the University’s mission.”
- “Help shape the scholarly publishing landscape...”
- “...responsive to the needs of our primary users”
- “...to be effective stewards of our libraries’ collections...”



# Changes in selection practices

- Licensing terms may vary
- PDA can be serviced via approval plans
- Book vendors may remain part of the service model
- Platform options can be selected
- Receipt of new titles when published
- Reduce notification & duplication from sources
- Processes can be refined & revised

# Critical data points

- Usage data – downloads, time on frame/chapter
- Reduces overhead, one central invoice
- MARC records added to all catalogs – centralized cataloging
- Access distributed among multiple campuses – negotiate multiplier

# Methods of discovery

- Individual records for discovery
- Include call # & subject heading - supports browsing
- Should be able to sort by format – online
- Customization / personalization for specific library is useful
- Point of purchase records
- Keeping users & readers happy – with easy to find, few clicks to content
- Removing titles can be disruptive

# eBook functionality

- For science content – formula searching
- Image searching
- Dataset searching
- Author linking/mapping
- Citation linking/mapping
- Recommend option – value from other sources – Amazon-like; online shopping effort
- Curriculum support
- Print on demand
- Altmetrics – citation counts, tweets, blog entries, etc

-

# And...

- Incorporation in online teaching
- Relationship to textbooks
- Sensitivity to pricing
- Ease in remote use

# 3 examples of DDA records

1. From different vendors – one is publisher based – we have 3 academic presses per our approval plan profiled for inclusion – wait for 8 weeks for eBook before sending print edition – 4 uses trigger purchase
2. From our approval plan – with one platform provider – EBL – requires specific pdf reader for optimal reading experience – 4 uses trigger purchase
3. DDA pilot from a single publisher – load everything; committed to spending a certain minimum but can supplement at year-end; records are loaded; select content; consortia model

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<b>Author</b>	Miller, Michael B. (Michael Barry), 1945-
<b>Title</b>	<b>Europe and the maritime world [electronic resource] : a twentieth century history / Michael B. Miller</b>
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Shipping -- Economic aspects -- Europe -- History -- 20th century  
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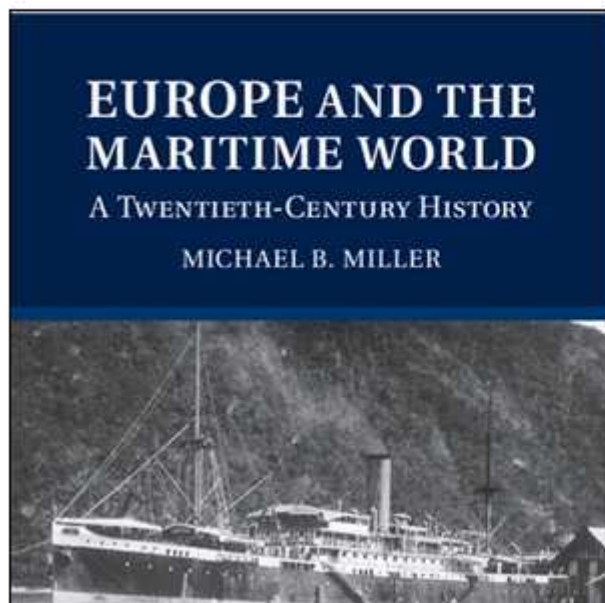
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### Europe and the Maritime World

Written By: Miller, Michael B.

Published By: [Cambridge University Press](#)

Published In: 2012

MIL EAN/ISBN: 9781283574815

Pub e-EAN/ISBN: 9781139527545

Hardcover EAN/ISBN: 9781107024557

Paper EAN/ISBN:

BIC:

Dewey:

Related Subjects: [Social Sciences](#) >> [Transportation and communications](#) >> [Water transportation](#) >> [Shipping](#) >> [Merchant marine](#). [Ocean shipping](#). [Coastwise shipping](#)

Readership: world history, business history, economic history, globalisation, maritime history

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Europe and the Maritime World: A Twentieth-Century History for understanding globalisation over the past century. Europe's ports, shipping and trading companies whose networks made possible a European maritime infrastructure and consumer societies possible. He argues that the connections and close ties to home ports controlled the outcome of both world wars. He chronicles the culture, identities and port city space, all of which shaped the maritime world by the end of the century.



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<b>Author</b>	Hallevy, Gabriel
<b>Title</b>	<b>When Robots Kill [electronic resource] : Military Radiology on the Western Front During the Great War</b>
<b>Published</b>	Lebanon : Northeastern University Press, 2013

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Hallevy, Gabriel

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# 1

The emergence of *machina Sapiens Criminalis*

## 1.1. The endless Quest for *Machina sapiens*

### 1.1.1. history and prehistory of artificial intelligence

Since the dawn of humanity, we have sought tools to make life easier. In the Stone Age, tools were made of stone. As humans discovered the uses of metals, metal replaced stone. With the expansion of knowledge, tools proliferated and played increasing roles in daily human life. As tasks were continually challenged by increasingly complicated tasks, they failed, more sophisticated tools were invented; if these succeeded, they were used. This process of technological evolution has continued throughout human history, from the invention of the wheel to the development of artificial intelligence.



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<b>Published</b>	Boca Raton, FL : CRC Press ; Taylor & Francis, c2013

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 Advances in Ergonomics in Manufacturing  
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was: the research model should be adjusted to the particular areas o  
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was: the research model should be adjusted to the particular areas o processes of an enterprise (marketing, R&D, production etc.)

**Keywords:** Organizational innovation, knowledge based organizational structure

## 1 INTRODUCTION

This paper is a part of a larger research project called "Adju enterprises' management systems to knowledge-based economy". Th undertaken at the Faculty of Engineering Management at Poznan Un Technology, started in 2009 with the aim to define:

1. Model solutions (best practices) in regard to changes in enterprises strategy and organizational structure, human capital, innovations, IC relationships with institutional-legal environment, which enable them to knowledge-based organization model.
2. Mechanisms of enterprises' behavior, ignoring or blocking the ir changes occurring in the environment, which result in maintaining the or inadequate to occurring opportunities and efficient competing.
3. Barriers existing outside and inside the enterprises, which neutrali: negative the relationship between changes in the environment, refl knowledge-based economy and changes in enterprises describing the k

# Consortia efforts with DDA

- University of California is exploring a University Press plan for DDA purchases to be shared across campuses
- Recognizes that disciplines respond to different formats – Humanities & Social Sciences more inclined towards print
- Concern about coordination – developing new policies that are fair, reflect institution size & capital resources

# Examples of Spanish Language eBooks

- Digitalia Spanish eBooks - provides ebooks and ejournals in Spanish language for libraries worldwide. More than 6,000 ebooks from Latin America and Spain are available in our platform that allows users to access and search full text high quality books. More than 10 e-collections of Art, Business, Literature, History, Social Science, Cinema, Linguistics, Law, Philosophy, Religion, etc – see <http://www.digitaliapublishing.com/>
  - No DDA option as of now
- Inquire at the Guadalajara Book Fair

# Conclusions

- Factors to consider in eBook acquisitions & awareness about library contract:
  1. Use models – one user/one book at a time or more
  2. Purchase to own; perpetual archiving fees
  3. Subscription
  4. Short term loans
  5. DDA
  6. Comparative costs to print
  7. Invoicing practices
  8. ILL
  9. DRM

# And...

- 10. Classroom use
- 11. Course reserves
- 12. Pay for view
- 13. Collection packages
- 14. Consortial purchasing
- 15. Approval plans
- 16. Options for a trial

See: Roncivic, Mirela, "Ebook Business Models,"  
*American Libraries*, June 2013: 23.

# Future goals

- How libraries can influence publishers about DDA potential
- How libraries can better manage their eResources
- How users can get the most dependable access to eBooks  
[www.123rf.com](http://www.123rf.com)



# Questions / Comments



Thank you for your attention.

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