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Demand-Driven E-books + Usage Data = Informed Collection Development

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Demand-Driven E-books + Usage Data = Informed Collection Development

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Abstract
San José State University’s (SJSU) Dr. Martin Luther King, Jr. Library implemented a patron-driven acquisition program on March 2, 2011 to make electronically available a wide collection of items without compromising the library’s financial stability. User demands for timely access, cost containment, and responsiveness underpinned the collection development program. The project was approved to begin on March 1, 2011. Before campus community and disciplines.

Usage statistics can also indicate how e-books are being used across the specific which subjects may be complemented by the e-book format.

Evaluating vendor-provided statistics allows librarians to identify user behaviors to innovatively meet users’ needs in the area of collection.

Implementation Parameters
The pilot was launched with the following parameters:

- 9,000 “discovery” records were loaded into the catalog, based on SJSU’s e-book aggregator > EBL in conjunction with YBP

Launched by Library of Congress (LC) Class, March - May 2011

First Steps
To facilitate the pilot launch, decisions had to be made:

- When to officially start the DDA program

- Limiting the use of Discovery records to 9,000

- A $200 price ceiling per title

- 9,000 “discovery” records were loaded into the catalog, based on SJSU’s e-book aggregator > EBL in conjunction with YBP

Evaluation
The DDA plan allowed library staff to

- Identify the subjects that are well-represented in the e-book format

- Consider the various items for which users have an interest

- Identify the works and publishers that are heavily used by e-book users

- Identify major publishers in the e-book market

- Generate reports on-the-fly about current activity

DDA Plan Improvements

- Publishers

- Increase the overall allocation to the program

- Ongoing updates to discovery record pool, keeping only titles published in the last 3 years

- No short-term loans (STLs), (i.e., a purchase would be made after the trigger conditions have been met)

- Purchases triggered included:
  - use of e-book content beyond a 5-minute free browse
  - downloading the e-book to a device
  - printing a portion of the e-book

DDA Plan Statistics

- EBL DDA Statistics Inform Collection Development

- The DDA plan allowed library staff to

- Identify major publishers in the e-book market

- Generate reports on-the-fly about current activity

Future Areas of Research

- DSU’s Martin Luther King, Jr. Library has successfully implemented a year-long DDA plan. Library employees have begun to interrogate long-held assumptions about which disciplines would benefit from the e-book format.

- In the future, the library will continue to review the DDA plan and evaluate the frequency of e-book access. Correlations between e-books purchased, books purchased through a general education approval plan, and subject selectors’ choices may be possibly made with further examination.