

Expert Selection & Monographs Use: A Brief History (and a Brief Future?)



R2 Consulting LLC

Rick Lugg, Partner

R2's Focus

- Library Workflow Analysis
- Organizational Redesign
- Product Analysis & Development for the Academic Library Market
- Accelerated Strategic Planning
- Sustainable Collection Development



R2 Experience

Libraries

- Library of Congress
- Davidson College
- UC-Riverside
- UC-Santa Cruz
- University of Oxford
- University of North Carolina
- University of Minnesota
- University of Illinois-Chicago
- Indiana University
- University of Michigan
- Arizona State University
- MIT Libraries
- University of Utah
- Wesleyan University
- DePaul University
- University of Texas at Dallas
- East Carolina University
- George Washington University

Vendors

- ABC-CLIO
- Blackwell Book Services
- Casalini Libri
- CAVAL Collaborative Solutions
- Common Ground Publishing
- Eastern Book Company
- Ebook Library
- Follett Library Resources
- HARRASSOWITZ
- Innovative Interfaces
- Ingram Digital Group
- OCLC
- RR Bowker
- Sage Reference
- University of California Press
- Xrefer (now Credo Reference)
- YBP Library Services



Why Look at Selection?

- Space
- Costs
- New alternatives



Space: The Final Frontier

“Library after library has sacrificed reader accommodations to the imperatives of shelving. The crowding out of readers by reading material is one of the most common and disturbing ironies in library space planning.” –Scott Bennett, *Libraries Designed for Learning*, Washington, DC: Council on Library and Information Resources, 2003.



Today's Specials

- Expert Selection Then: How Well Did It Work?
- The Evolution of Selection, 1976-2006
- Expert Selection Now: How Well Does It Work?
- Changing Users, Changing Collections
- User-Initiated Selection: Three Models
- Recommendations



EXPERT SELECTION THEN: HOW WELL DID IT WORK?



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The Kent Study

- Kent, Allen. *Use of Library Materials: The University of Pittsburgh Study*. Books in library and information science, v. 26. New York: M. Dekker, 1979.



The Kent Study

- Hillman Library, University of Pittsburgh
- Chapter II: “*Circulation and In-House Use of Books*”: Stephen Bulick, William N. Sabor, and Roger Flynn
- Focused on the 36,892 monographs acquired in Calendar Year 1969
- Followed their circulation history through CY 1975 (6-year period)



Kent Study Findings

- 14,697 (39.8%) had never circulated during the first 6 years
- 22,1772 (60.2%) circulated 1 or more times



Kent Study Findings

- If a book did not circulate within the first 2 years of ownership, its chances of ever being borrowed were reduced to 1 in 4.
- If a book did not circulate within the first 6 years of ownership, its chances of ever being borrowed were reduced to 1 in 50.



Kent Study Findings

- If a minimum of *2 uses* were established as a criterion for a cost-effective acquisitions program:
- 54.2% of the titles purchased in 1969 would not have been ordered.



Kent Study Findings

- If a minimum of 3 *uses* were established as a criterion for a cost-effective acquisitions program:
- 62.5% of the titles purchased in 1969 would not have been ordered.



1975



1969-1975

- Print-based collections
- Approval plans and blanket orders largely undeveloped
- OCLC and union catalogs in their very early stages
- Growth in higher education funding
- Many new academic libraries built
- Library automation in its infancy



Kent Study: Comments

- In 1969-1975, most selection was done title-by-title, by faculty or expert selectors.
- Electronic content barely existed
- Resource sharing was difficult and rare
- Awareness of other libraries' holdings negligible
- Study criticized for not counting in-house use
- Still... a best-case scenario for expert selection



Expert Selection: 1975

- 37.5% effective if 3-use minimum
- 45.8% effective if 2-use minimum



THE EVOLUTION OF EXPERT SELECTION, 1976-2006



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Expert Selection: 1975-1995

- Common goal: increase collection size
 - ARL Rankings
 - Accreditation
- Materials budgets massively expanded
- Resource sharing: OCLC, union catalogs, ILL, library automation systems
- Collection Management emerges as specialty
- Emergence of vendors, approval plans, standing orders, blanket plans

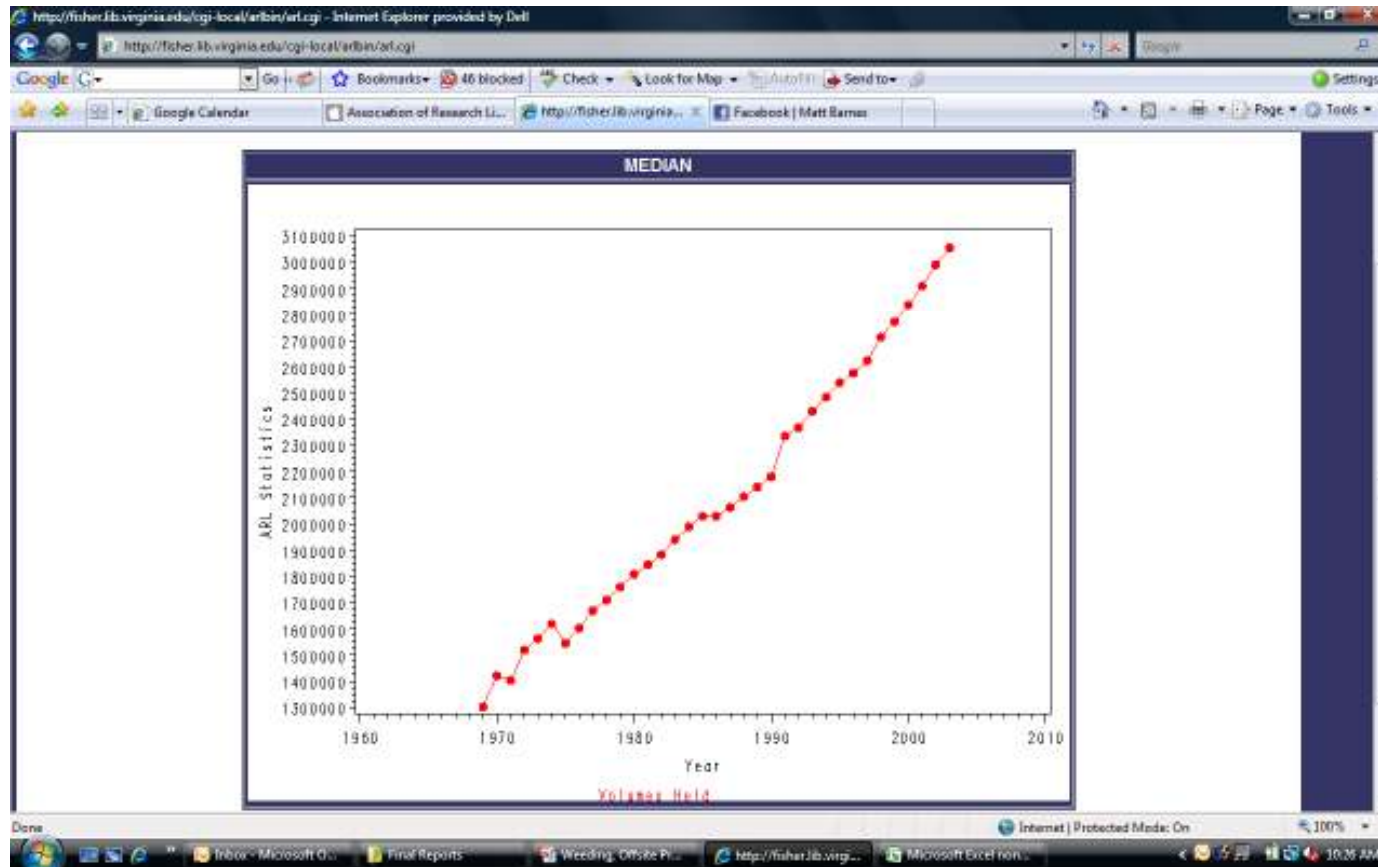


Expert Selection: 1996-2006

- Steady increases in shelf-ready services (non-returnability)
- Rise of vendor systems & electronic selection workflows
- Better information on consortial holdings
- Collection analysis software
- Shifting responsibilities; diminishing importance of print



ARL Volumes Held, 1969-2006



Collection Developments

- An “expansive” view of collections
- Collection Analysis tools
 - OCLC: 26 million items held by 10+ libraries
 - UC: 93% redundancy in Gov Docs
- Coordinated selection of eBooks/pBooks
- Increases in A-V, media collections
- “Hidden” Special Collections and Archives
- Digital Libraries/Institutional Repositories
- Print Journal Cancellations
- Mass digitization of historical print (Google, OCA)



Expert Selection: 2006-

- Bibliographer model has nearly vanished
- Selection competes for priority with instruction, liaison work and other duties
- More selection time & money devoted to e-resources, media, and non-print sources
- Space issues drive increased collection analysis, remote storage, de-selection
- Consortial-aware selection...and de-selection
- Last-copy responsibilities



Consortial-Aware Selection

The screenshot shows the Blackwell Collection Manager interface. At the top, the Blackwell logo is on the left, and navigation links for 'Help | Contact Us | Sign Out' and 'COLLECTION MANAGER' are on the right. Below this is a main navigation bar with tabs for 'Home', 'Collection Development', 'Acquisitions', 'Series', 'Resources', and 'Help Center'. A search bar contains the text 'educational psychology' and a dropdown menu is set to 'All'. A 'Search' button is to the right of the search bar.

On the left side, there is a 'Refine' panel with 'Your Current Refinements' showing 'educational psychology' and 'Graduate/Research'. Below this is a 'Refine Your Search' section with a 'Go' button and a list of filters including 'App Treatment', 'Blackwell Subject', 'Content Level', 'Format', 'Geog Characteristic', 'Language', 'LC Class', 'List Price GBP', 'List Price USD', 'Nature of Work', 'NLM Class', 'Original Language', 'Printing History', 'Publication Status', 'Publication Year', and 'Publisher'.

The main content area is titled 'Search Results' and shows '278 works'. It includes a 'Display' dropdown set to 'all editions', a 'view' dropdown set to 'brief view', and a 'sorted by' dropdown set to 'Title'. The first result is 'A will to learn : being a student in the age of uncertainty' by Barnett, Ronald, published by Open University Press in 2007. The price is listed as USD 68.95. To the right of this result is an 'Activity' box, which is circled in red. The activity for this book shows: 1 Order, 1 Book, 1 Request, 3 Forms, and 5 Exports. Below the main result is a 'Matching Editions' table with four rows of different formats and prices.

Format	Price	Availability	IP
2007 Paperback	USD 68.95	In stock	IP
2007 Paperback	GBP 25.99	In stock	IP
2007 Hardback	GBP 65.00	In stock	IP
2007 Hardback	USD 147.95	In stock	IP

The second result is 'Academic competitions for gifted students : a resource book for teachers and parents' by Tallent-Runnels, Mary K., published by SAGE Publications Ltd. in 1995. Its activity box shows: 1 Order, 1 Book, and 1 Request.

The Evolution of the Collection...



Remote, compact



Automated...



Serendipitous...



EXPERT SELECTION NOW: HOW WELL DOES IT WORK?



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R2's Informal Circulation Survey

For circulating monographs in your collection with an imprint date of 2006 or earlier:

- what percentage has never circulated?
- what percentage has circulated once?



Never Circulated

	High	Low	Average	Samples
ARL	64%	53%	56%	6
Non-ARL	48%	20%	33%	6
Four Year	73%	40%	53%	6



Circulated Once

	High	Low	Average	Samples
ARL	17%	13%	15%	6
Non-ARL	20%	12%	16%	6
Four Year	20%	11%	18%	6



Expert Selection: 2006

- If a minimum of *2 uses* were established as the criterion for cost-effective acquisition, 71% of these titles would never have been bought.
- Expert Selection: 29% effective



How else could we do this?

- The universal collection?
- Improved discovery?
- Just-in-time delivery?
- Let users choose?



CHANGING USERS, CHANGING COLLECTIONS



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Studying Students

The Undergraduate Research Project at the University of Rochester



edited by
Nancy Fried Foster and Susan Gibbons

Discovery is Changing

- WorldCat
- Google Book Search
- Amazon
- Wikipedia
- Blackboard
- Link resolvers



Availability is Changing

- Google Book Search: 10 million full-text monographs
- Hathi Trust: 5.6 million full-text monographs in a trusted repository
- Europeana: 2 million full-text monographs
- Internet Archive: 1.2 million full-text monographs
- eBook aggregators: US, UK, China, Japan...



Delivery of Content is Changing

- Couriers, resource sharing
- Article scanning and digitization
- Full-text databases and journals
- Web culture of self-service
- Print on demand



USER-INITIATED SELECTION: THREE APPROACHES



Ranganathan's First Law

“Books are for use.”



Stanley J. Slote, Modified

“[Selectors] are torn between [selecting]...
the books people want and the ‘good’
books”



Limitations of Listening to Users

- Users have a limited frame of reference
- Users focus on past and current experience
- Users tend to offer incremental, rather than bold, suggestions
- Users are less familiar with potential of future possibilities
- Innovation is the responsibility of staff



Is Use the Only Criterion?

- “Research libraries are the ‘in case’ in “just in case” collecting
- If use is not the criterion, then what is?
- Can patrons do a better job?



Patron-Initiated Selection

- At least one use guaranteed!
- Users may not be better than experts at selection, but the bar is not high.
- E-Book models make this more possible, but it can work for print
- Give users a fund of their own?
- Shift staff costs away from selection and toward...



Model A: InterLibrary Loan

- Convergence of ILL, Acquisitions and Collection Development
- 1996: ARL ILL transaction cost study:
 - \$27.83 total
 - \$18.35 for the borrowing library
 - \$ 9.48 for the lending library
- Idea: purchase ILL borrowing requests that meet specified criteria



ILL Study: Univ of Wisconsin (FY 2002)

- 56,000 borrowing requests; 45,934 filled from off-campus sources.
- \$3,000 allocated for pilot ILL/Acq project
- 135 items bought (representing 0.3% of “returnables”)
- 73% of these circulated 2 or more times
- 6% of purchased items circulated 2 or more times



ILL Study: Purdue University

- 50,912 borrowing requests; 29,503 filled from off-campus
- \$15,000 allocated for pilot project
- 1,943 items bought (12% of returnables)
 - 57% circulated at least once after initial loan
 - 31% of HSSE titles circulated once (no initial loan)
 - On-demand books circulated .9 times/book
 - Selected books circulated .4 times/book



Comparisons

- **Average cost per book:**
 - Wisconsin: \$36.86 (including shipping)
 - Purdue: \$37.50 (including shipping)
 - ILL: \$27.83
- **Average fulfillment time**
 - Purchase: 8 days
 - ILL: 10 days

Source: Suzanne M. Ward, Tanner Wray and Karl E. Debus-Lopez, "Collection Development Based on Patron Requests: Collaboration between Interlibrary Loan & Acquisitions", *Library Collections, Acquisitions and Technical Services* 27 (2003): 203-213



Caveats...but *still!*

- Samples are relatively small
- Selection criteria for on-demand vs. “normal” books are not identical
 - On demand: immediate short-term needs
 - Regularly purchased titles: for posterity
- Bibliographers concurred that 80-99% were appropriate for the library collection
- “a customer-centered, cost-effective, easy, and high-impact way to complement normal collection development.”



Model B: Order on Demand (Print)

- University of Vermont: Peter Spitzform, Collection Development Librarian
 - Oxford University Press
 - Wiley
 - MacMillan
- Purchase and load MARC records for all new titles in 2008; purchase no books until requested by patrons; deliver within 3 days.
- Result: \$150K-\$200K savings



University of Vermont Order on Demand Program: Get This Book!

WebVoyage Titles - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://voyager.uvm.edu/cgi-bin/Pwebrecon.cgi?SAB1=oxford&BOOL1=all+of+these&FLD1=Publication+Facts+(PUBL)&GRP1=ANI

Google Calendar WebVoyage Titles Google

University of Vermont Libraries Catalog

UVM Libraries | Dana Library | Interlibrary Loan | LRA Request | Ask a Librarian

Other Catalogs Search Patron Info Login Bookbag Hold/Recall History Help Exit

Database Name: University of Vermont Libraries
Search Request: Guided Keyword = (oxford)[in Publication Facts] AND (2008)[in Publication Facts]
Search Results: Displaying 1 through 50 of 1401 entries.

1 51 101 151 201 251 ... 1401 Next

Sort by: PostLimit

#	Author	Title Long	Dates of Publication
[1]	Malik, Salahuddin.	1857 war of independence or clash of civilizations? : British public reactions / Salahuddin Malik.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[2]		1972 World Heritage Convention : a commentary / edited by Francesco Francioni with the assistance of Federico Lenzerini.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[3]	Weston, Anthony, 1954-	21st century ethical toolbox / Anthony Weston.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[4]	Hodges, Andrew, 1962-	A-Z of plastic surgery / Andrew Hodges.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[5]	Ray, Robert B. (Robert Beverley), 1943-	ABCs of classic Hollywood / Robert B. Ray.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[6]	Choo, Andrew L.-T.	Abuse of process and judicial stays of criminal proceedings / Andrew L.-T. Choo.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[7]		Academic motivation and the culture of school in childhood and adolescence / [edited by] Cynthia Hudley, Adele Eskeles Gottfried.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		
[8]		Adjectives and adverbs : syntax, semantics, and discourse / edited by Louise McNally and Christopher Kennedy.	2008
	Library Location: Order On Demand Call Number: Status: No item data available		

Done

University of Vermont Order on Demand Program: Get This Book!

WebVoyage Record View 1 - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://voyager.uvm.edu/cgi-bin/Pwebrecon.cgi?v1=49&ti=1,49&SAB1=oxford&BOOL1=all of these&FLD1=Publication Facts (PUBL) ☆ Google

Google Calendar WebVoyage Record View 1 Google

University of Vermont Libraries Catalog

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Other Catalogs Search Titles Patron Info Login Bookbag Hold/Recall History Help Exit

Database Name: University of Vermont Libraries
Search Request: Guided Keyword = (oxford)[in Publication Facts]AND(2008)[in Publication Facts]
Search Results: Displaying 49 of 1401 entries

◀ Previous Next ▶

Long View MARC View

The anti-intellectual presidency : the decline of presidential rhetoric...


Main Author(s): [Lim, Elvin T., 1976-](#)

Title: The anti-intellectual presidency : the decline of presidential rhetoric from George Washington to George W. Bush / Elvin T. Lim.


Published: Oxford : New York : Oxford University Press, 2008.

Description: xviii, 178 p. : ill. ; 24 cm.


Subject(s): [Presidents --United States --History.](#)
[Presidents --United States --Language --History.](#)
[Presidents --United States --Intellectual life --History.](#)
[Rhetoric --Political aspects --United States --History.](#)
[Communication in politics --United States --History.](#)
[Political oratory --United States --History.](#)
[United States --Politics and government.](#)
[United States --Intellectual life.](#)

Internet: 

Persistent Link to Record: <http://voyager.uvm.edu/cgi-bin/Pwebrecon.cgi?db=LOCAL&BBID=1635782>

Google Book Search:  [More Information About This Book](#)

Collection: Order On Demand

Number of Items:  [Text it!](#)

Done

Extended Metadata from Google Book Search

The anti-intellectual presidency ... - Google Book Search - Mozilla Firefox

File Edit View History Bookmarks Tools Help

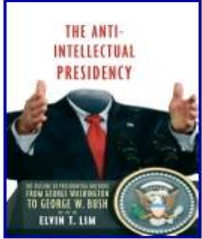
http://books.google.com/books?id=2ZTBVCsTAB4C&source=gbs_ViewAPI

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About this book Preview this book **The anti-intellectual presidency** By Elvin T. Lim



[Preview this book](#)

Why has it been so long since an American president has effectively and consistently presented well-crafted, intellectually substantive arguments to the American public? Why have presidential utterances fallen from the rousing speeches of Lincoln, Teddy Roosevelt, Wilson, and FDR to a series of robotic repetitions of talking points and sixty-second soundbites, largely designed to obfuscate rather than illuminate?

In *The Anti-Intellectual Presidency*, Elvin Lim draws on interviews with more than 40 presidential speechwriters to investigate this relentless qualitative decline, over the course of 200 years, in our presidents' ability to communicate with the public. Lim argues that the ever-increasing pressure for presidents to manage public opinion and perception has created a "pathology of vacuous rhetoric and imagery" where gesture and appearance matter more than accomplishment and fact. Lim tracks the campaign to simplify presidential discourse through presidential and speechwriting decisions made from the Truman to the present administration, explaining how and why presidents have embraced anti-intellectualism and vague platitudes as a public relations strategy. Lim sees this anti-intellectual stance as a deliberate choice rather than a reflection of presidents' intellectual limitations. Only the smart, he suggests, know how to dumb down. The result, he shows, is a dangerous debasement of our political discourse and a quality of rhetoric which has been described, charitably, as "a linguistic struggle" and, perhaps more accurately, as "dogs barking idiotically through endless nights."

Sharply written and incisively argued, *The Anti-Intellectual Presidency* sheds new light on the murky depths of presidential oratory, illuminating both the causes and consequences of this substantive impoverishment.

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More details

The anti-intellectual presidency: the decline of presidential rhetoric from George Washington to George W. Bush
By Elvin T. Lim
Edition: illustrated
Published by Oxford University Press US, 2008
ISBN 019534264X, 9780195342642
178 pages


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- [Institutionalizing the Antintellectual Presidency](#) 77
ghostwriters , White House , Ted Sorensen
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demagoguery , democratic , free-riding

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[more »](#)

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Get This Book! is a service available to UVM students, faculty, and staff.

Bailey/Howe Library does not currently own this book, but we want to purchase it for your use and the library's permanent collection. If you need the book immediately, we will do everything we can to have the book in your hands within 3 working days.

Author: Lim, Elvin T.,

Title: *The anti-intellectual presidency : the decline of presidential rhetoric from George Washington to George W. Bush / Elvin T. Lim.*

Published: Oxford : New York : Oxford University Press, 2008.

Netid: Password:

Please logon to continue.

Done

Model C: Order on Demand (eBook)

- Pioneered by EBL
- Same benefits as Model B, but liberated from physical item
- Eliminates need for rush shipping
- Fulfillment in hours rather than days
- Short-term rental; convert to purchase after x uses



Swinburne University of Technology -2006 Pilot

- In July 2006 there were 34,000 ebooks available in EBL. We made all of them available for unmediated loans user using the EBL non-linear lending model.
- 34,000 EBL MARC records loaded into the library catalogue followed by monthly updates. At the end of 2008 we had 86,000 EBL records in the catalogue.
- We initially set up EBL to automatically purchase an ebook after the second loan, changed in October 2006 to purchase after the third loan.



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Source: Tony Davies, "What If the Users Decide?" The EBL user-driven model at Swinburne; CEIRC Datasets Meeting, 19 January 2009

Swinburne University of Technology

Usage of newly added ebooks vs print books

New books added in semester 2, 2006	EBL ebooks *	Print books
Not used after purchase	25%	48%
Used once after purchase	20%	13%
Used 2-5 times after purchase	25%	22%
Used 6+ times after purchase	30%	17%

•Purchased EBL ebooks have already been used 4 times

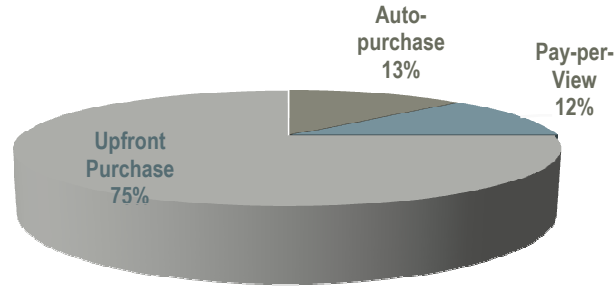
Source: Tony Davies, "What If the Users Decide?" The EBL user-driven model at Swinburne; CEIRC Datasets Meeting, 19 January 2009



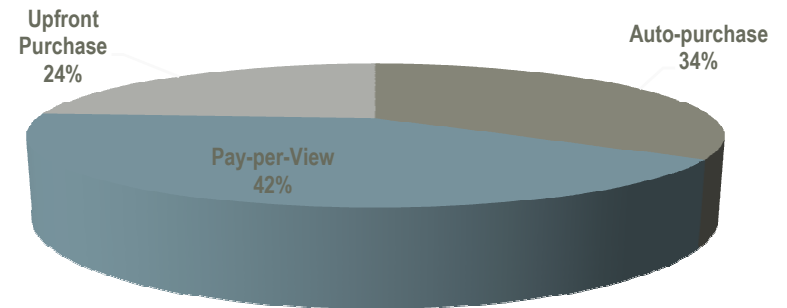
EBL Data: Acquisition Trends

Source: EBL User Group: *Patron-Driven Purchasing in Ebooks*, ALIA Information Online
Sydney, NSW, January 19, 2009

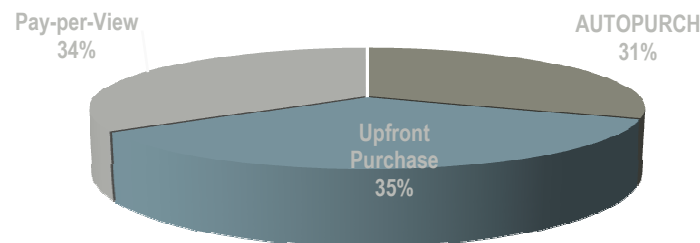
2006/07 = 25% demand-driven / 75% upfront purchase



2007/08 = 75% demand-driven / 25% upfront purchase



2008/09 (ytd) = 65% demand-driven / 35% upfront purchase



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RECOMMENDATIONS



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Given that...

- Even the best institutions get it right about 50% of the time...
- Is the cost of title-by-title expert selection warranted?
- How can libraries more effectively involve users in selection?



Recommendations

- Allocate 50% of the monographs budget to user-initiated selection
- Substantially reduce effort on title-by-title selection (and de-selection)
- Use collections expertise for curation & to shape the discovery experience



Project Collections Expertise into Discovery

Feminist Film Theory - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.library.rochester.edu/index.cfm?page=11&searchtype=rcl&TheClass=20388

University of Rochester > River Campus Libraries >

RIVER CAMPUS LIBRARIES

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Feminist Film Theory

[MY.ROCHESTER.EDU](#)

Course Information

Professor: Sharon Willis

Email: swls@mail.rochester.edu

Class Time: M, W 2:00 PM

Course Code(s): AH 355 , AH 555 , CLT 211 , CLT 411 , ENG 261 , ENG 461 , FMS 355 , FMS 555 , FR 287 , WST 204 , WST 404

Semester: Spring 2009

Library Resources selected by Stephanie Frontz

- [Article Databases](#)
- [Images](#)
- [Journal Articles](#)
- [Useful Library Links](#)
- [Books](#)
- [Citation Guides & Tools](#)
- [Getting started](#)

Stephanie Frontz
Art History Librarian
Phone: 585-275-4476
Email: sfrontz@library.rochester.edu

[Art and Music Library](#)

Article Databases

Art Full Text ⓘ
via WilsonWeb - Dates: 1984 - current
Identifies articles on the visual arts and architecture. Some with links to full text.

Art Full Text ⓘ
via WilsonWeb - Dates: 1984 - current
Identifies articles on the visual arts and architecture. Some with links to full text.

Art Retrospective ⓘ
via WilsonWeb - Dates: 1929 - 1984
Identifies older articles on the visual arts and architecture.

Done

Association of Re... Feminist Film Th... Inbox - Microsoft... Desktop R2 Lethbridge Wo... Microsoft PowerP... 3:38 PM

Recommendations

- Undertake substantial, rules-based weeding and storage programs
- Push print collecting/curation to the consortial level – last copy programs
- Consider consortial on-demand eBooks and print-on-demand programs



Potential Benefits

- Reduce overall cost of selection
- Redirect selection efforts: integration with discovery, consortial level, curation, kinetic content
- Increase circulation and usage (ROI) per title
- Directly support patron preferences
- Reduce collection overlap while retaining maximum number of unique titles
- Free substantial space for users



Long Future = Change Now!

- “Purposeful Abandonment”: Strategy means saying no to some tasks
- “The necessary outcome of strategic planning is not analytical insight but resolve.”

--David Maister, in *“Strategy and the Fat Smoker: Doing What’s Obvious But Not Easy”*, Boston: The Spangle Press, 2008.



THE EFFECT ON PUBLISHERS & VENDORS



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Potential Drawbacks

- Reduced frontlist sales
- Reduced number of copies per title sold
- Less predictable sales – disruption of established approval plan/new title streams
- Institutional market is critical to scholarly monographs
- Will reduced/delayed sales per title render more titles non-viable?



Print Monograph Vendors

- **New Value and Service proposition:**
 - Provide infrastructure for on-demand purchasing
 - » MARC Records prior to purchase
 - » Rush order and delivery
 - » Enhanced metadata
- **Lost revenue and margin must be recouped**
 - Current model is built on margin from unit sales
 - New model: charge for discovery & delivery support
- **Possible role in print-on-demand**
- **Delivery options: print, POD, eBook**



Publishing Costs

- Editorial and marketing costs are amortized over the number of units sold
- Physical production costs are a surprisingly low % of the cost of a book
- Fewer sales per unit = higher prices



Changing the Publishing Model?

- Still smaller print runs?
- Increasing delivery in electronic format?
- Increasing opportunities for print on demand?
- Are micro-payments a viable alternative?



Potential Benefits?

- Broader exposure for more titles
- Long tail: backlist sales persist longer
- Use-based transactions provide income in cases where a sale may not have occurred
- ILL-related purchase may provide incremental sales



Thank You

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