Evaluating Print Book & E-Book Patron-Driven Acquisitions (PDA)

Suzanne M. Ward  
Head, Collection Management  
Purdue University

Rebecca Richardson  
Electronic Resources Librarian  
Purdue University

November 13, 2013  
#alctsce
Presenters

**Sue Ward**
Head, Collection Management
Purdue University

**Rebecca Richardson**
Electronic Resources Librarian
Purdue University
Outline

• Introduction: PDA in context

• Print book PDA
  • Interlibrary Loan Model
  • Evaluation

• E-book PDA
  • Description
  • Evaluation

• Q & A
Before we start . . .

• Assumption: basic familiarity with concept of patron-driven acquisitions (PDA)
• We’ll provide general context.
• Focus on evaluating PDA.
Librarian as Selector

- Knowledge of user population
- Education, training, experience
Just-in-Case collection development

Hosted by ALCTS, the Association for Library Collections & Technical Services
Use studies

“Some behavioral patterns of library users: The 80/20 rule.”

~ Richard Trueswell, 1969
Low- and no-use books

- Identify
- Acquire
- Catalog
- Shelve
- Shift
- Barcode
- Inventory
- Weed (de-select)
- Move off-site
- Consortial print retention

Hosted by ALCTS, the Association for Library Collections & Technical Services
Ownership vs. Access

Interlibrary Loan (ILL)

Hosted by ALCTS, the Association for Library Collections & Technical Services
Interlibrary Loan: the theory

Traditional view: ILL as a safety net for borrowing obscure items

= "the weird stuff"
Interlibrary Loan: the reality

“The overwhelming preponderance of recently published material was obvious...

Some of this could and should be bought either *instead of*, or in addition to, borrowing.”

~ Michael Roberts and Kenneth J. Cameron, 1984
ILL/Book Purchase:
Early Efforts (1980s)

- Buy selected books after librarian review
- Buy if less than borrowing cost
- Buy if ILL request fails
- Buy if requested multiple times
Late 1990’s

• ILL cost study (Association of Research Libraries)
  – $18.35 (borrower)
  – $ 9.48 (lender)

• Amazon.com
  – Discounted price
  – In-stock information
  – Shipping time
  – Rapid delivery
ILL book loan

**TRADITIONAL:**
- **Borrow** book
- A few weeks’ use
- **Return** book

**NEW IDEA:**
- **Buy** book
- A few weeks’ use
- **Keep** book (add to collection)

Hosted by ALCTS, the Association for Library Collections & Technical Services
ILL/Book Purchase Model

• Planned & comprehensive
• Criteria-driven program
• Budgeted
• Sustained
• Evaluated

Hosted by ALCTS, the Association for Library Collections & Technical Services
Early Implementer: Bucknell University (Iowa)

• Started in 1990
• Bought selected books requested through ILL

• Evaluation: Successful
  – Acceptable turnaround time
  – Reasonable average cost
  – Inter-unit cooperation with acquisitions
  – High subsequent circulation rate

~ Jennifer Perdue and James A. Van Fleet, 1999

Hosted by ALCTS, the Association for Library Collections & Technical Services
ILL Book Purchase Model

• Establish acquisition guidelines
• Purchase book from vendor (online bookseller)
• Lend book to ILL patron
• Catalog returned book for library

**ASSUMPTION**: A book that one patron needs will also be useful to others.
2000: Purdue Implements Books on Demand

Typical criteria for ILL book purchases

- Published in the last 5 years
- Scholarly
- Up to $150
- In English
- Delivery within a week
2002 Assessment: Purdue - 1

• Percent by discipline
  – 84% social science/humanities
  – 16% sci/tech/engr

• Patron status information
  – 9% undergraduates
  – 60% graduates
  – 31% faculty/staff

Hosted by ALCTS, the Association for Library Collections & Technical Services
2002 Assessment: Purdue - 2

Short questionnaire distributed with books

- Did book arrive in time? 99% Yes

- Usefulness of book for library collection?
  - Very useful 86%
  - Moderately useful 11%
  - Marginally useful 3%
Patron comments

“The book came so much faster than I ever expected!”
“Super book. Anticipate high demand (another person in our dept borrowed it from me already).”
Percent of on-demand books fitting (subject) collection profile

- English: 80%
- History: 99%
- Foreign Languages: 93%
- Political Science: 94%
- Management: 90%
- Philosophy: 88%

Hosted by ALCTS, the Association for Library Collections & Technical Services
Books per patron (3.25 years)

- 2,718 books & 1,072 patrons
- 1 patron 54 books
- 1 patron 45 books
- 2 patrons 24 books
- 101 patrons 3 books
- 182 patrons 2 books
- 595 patrons 1 book
2010 Assessment: Purdue

A Decade of Books on Demand (2000-2009)

9,572 books (about $350,000)

Average cost: about $38

5-8% of total monographs added/year
Who uses service? GRADS.
Who uses service? **Liberal Arts:** English, History, Foreign Language, Poli Sci researchers.
How do they circulate?
Better than normal.

<table>
<thead>
<tr>
<th>2000-2009</th>
<th>BoD books: total Circulation</th>
<th>CONTROL books</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of books</td>
<td>9,327</td>
<td>141,112</td>
</tr>
<tr>
<td>Number of Circulations</td>
<td>38,389</td>
<td>340,121</td>
</tr>
<tr>
<td>Average Circulation</td>
<td>4.116</td>
<td>2.410</td>
</tr>
</tbody>
</table>

Hosted by ALCTS, the Association for Library Collections & Technical Services
Circulation Comparison: **2000-2009**

- **Shelf Sitters**
  - Librarian-selected
    - 141,112 / 46,996
    - 33.3%
  - Books on Demand
    - 9,327 / 1,722
    - 18.5%

Hosted by ALCTS, the Association for Library Collections & Technical Services
Conclusion: ILL/Print PDA program

- Patrons happy with program
- Student input
- Turnaround time acceptable
- Project adds relevant titles to collection, especially *interdisciplinary titles*
- Not as effective for sci/tech titles
- Subsequent circulation rates justify acquisition
- Just-in-time collection development
Why is understanding print PDA important in an e-book world?

• Print books are still important

• Patrons are good at requesting books that:
  – Are appropriate
  – Fill collection gaps
  – Indicate new areas of interest
  – Are used again

Hosted by ALCTS, the Association for Library Collections & Technical Services
Librarians’ challenge

1. Buy the best mix of print / electronic books

2. Buy the best mix of e-books for the best price

3. Let patron use determine at least some of the purchase choices
E-Books in Libraries

- Single purchases
- Buy e-book packages
- Subscribe to e-book plan
- PDA program

Hosted by ALCTS, the Association for Library Collections & Technical Services
Types of PDA plans

- Direct with e-book aggregator
- Direct with publisher
- Partnering with book vendor

In 2011, Purdue chose to pilot a PDA program with EBL in partnership with YBP, adapting existing profiles we had set up in GOBI.
How does e-book PDA work?

E-book aggregator(s) + Book vendor + Library = PDA plan

Hosted by ALCTS, the Association for Library Collections & Technical Services
How does e-book PDA work?

Librarians . . .

• Create a subject profile (book vendor)
  – De-duplicate
  – Establish limits

• Add records to catalog (aggregator)
  – Initial load
  – Weekly updates
How does e-book PDA work?

Patrons . . .

- Discover e-book records
- Trigger short term loans (STLs = rentals)
- Trigger auto-purchase

Hosted by ALCTS, the Association for Library Collections & Technical Services
Example: auto-purchase after the third short term loan (STL)

- STL = downloading, printing, etc.
- STL cost: 5-20% of list price = ave = ~11%
- Auto-purchase = list price

- True cost of purchased e-book: list price + 3 STLs = 133% of list price (average)
How do we define success?

*Do we want to build our collection, or do we want to provide access? Or both?*

Purdue’s major goal: providing access to thousands of titles and only purchasing what patrons use.

Affects **HOW** to set up PDA program and **HOW** to evaluate it

Hosted by ALCTS, the Association for Library Collections & Technical Services
Purdue’s PDA Pilot: March - December 2011

- EBL as PDA vendor, partnering with YBP

- 11,000 initial title load
  - 2009+
  - $250 price cap/title
  - Eliminate previously purchased titles
  - Eliminate e-book package publishers

- $50,000 deposit

- Our profile adds about 300 new titles per week

- 3 short term loans before auto-purchase
  - STL = 10% of list price (average)
  - Auto-purchase = list price

Hosted by ALCTS, the Association for Library Collections & Technical Services
<table>
<thead>
<tr>
<th>Month</th>
<th>Books purchased/month</th>
<th>STLs</th>
<th>Average List Price/book ($)</th>
<th>Monthly Total Auto Purchase</th>
<th>Monthly STL Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>March-11</td>
<td>1</td>
<td>79</td>
<td>71.80</td>
<td>71.80</td>
<td>709.39</td>
</tr>
<tr>
<td>April-11</td>
<td>6</td>
<td>157</td>
<td>76.82</td>
<td>460.92</td>
<td>1485.46</td>
</tr>
<tr>
<td>May-11</td>
<td>7</td>
<td>106</td>
<td>53.40</td>
<td>373.80</td>
<td>828.18</td>
</tr>
<tr>
<td>June-11</td>
<td>6</td>
<td>98</td>
<td>40.80</td>
<td>244.84</td>
<td>1108.00</td>
</tr>
<tr>
<td>July-11</td>
<td>8</td>
<td>118</td>
<td>75.23</td>
<td>601.84</td>
<td>1160.41</td>
</tr>
<tr>
<td>August-11</td>
<td>8</td>
<td>117</td>
<td>66.34</td>
<td>530.72</td>
<td>1156.85</td>
</tr>
<tr>
<td>September-11</td>
<td>11</td>
<td>182</td>
<td>44.50</td>
<td>489.44</td>
<td>1496.74</td>
</tr>
<tr>
<td>October-11</td>
<td>12</td>
<td>211</td>
<td>66.33</td>
<td>795.92</td>
<td>1782.69</td>
</tr>
<tr>
<td>November-11</td>
<td>12</td>
<td>196</td>
<td>42.37</td>
<td>508.44</td>
<td>1534.54</td>
</tr>
<tr>
<td>December-11</td>
<td>10</td>
<td>132</td>
<td>66.49</td>
<td>664.92</td>
<td>1354.17</td>
</tr>
<tr>
<td>Totals</td>
<td>81 (6%)</td>
<td>1396</td>
<td>60.41</td>
<td>$4,742.64</td>
<td>$12,616.43</td>
</tr>
</tbody>
</table>
### Subject areas purchased on PDA sorted by frequency

<table>
<thead>
<tr>
<th>LC</th>
<th>Class</th>
<th>PDA titles purchased</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>HM-HT</td>
<td>Sociology.</td>
<td>7</td>
<td>8.6%</td>
</tr>
<tr>
<td>L-LG</td>
<td>Education.</td>
<td>6</td>
<td>7.4%</td>
</tr>
<tr>
<td>E-F</td>
<td>History. America.</td>
<td>5</td>
<td>6.2%</td>
</tr>
<tr>
<td>P</td>
<td>Philology. Linguistics.</td>
<td>5</td>
<td>6.2%</td>
</tr>
<tr>
<td>PA-PQ, PT</td>
<td>Languages and Literature.</td>
<td>5</td>
<td>6.2%</td>
</tr>
<tr>
<td>B-BD, BH-BJ</td>
<td>Philosophy.</td>
<td>4</td>
<td>4.9%</td>
</tr>
<tr>
<td>BL-BX</td>
<td>Religion.</td>
<td>4</td>
<td>4.9%</td>
</tr>
<tr>
<td>GN-GT</td>
<td>Anthropology.</td>
<td>4</td>
<td>4.9%</td>
</tr>
<tr>
<td>HD, HF-HJ</td>
<td>Economic history, Commerce.</td>
<td>4</td>
<td>4.9%</td>
</tr>
<tr>
<td>HV</td>
<td>Public welfare.</td>
<td>4</td>
<td>4.9%</td>
</tr>
<tr>
<td>QA 75-76</td>
<td>Computer science.</td>
<td>4</td>
<td>4.9%</td>
</tr>
<tr>
<td>R-RJ, RL-RM</td>
<td>Medicine.</td>
<td>4</td>
<td>4.9%</td>
</tr>
<tr>
<td>D,DS-DX</td>
<td>History (general).</td>
<td>3</td>
<td>3.7%</td>
</tr>
<tr>
<td>JA-JZ</td>
<td>Political science.</td>
<td>3</td>
<td>3.7%</td>
</tr>
<tr>
<td>PR-PS</td>
<td>English literature, American literature.</td>
<td>3</td>
<td>3.7%</td>
</tr>
<tr>
<td>BF</td>
<td>Psychology.</td>
<td>2</td>
<td>2.5%</td>
</tr>
<tr>
<td>HB-HC</td>
<td>Economic theory.</td>
<td>2</td>
<td>2.5%</td>
</tr>
<tr>
<td>K</td>
<td>Law.</td>
<td>2</td>
<td>2.5%</td>
</tr>
<tr>
<td>TA-TN</td>
<td>Engineering.</td>
<td>2</td>
<td>2.5%</td>
</tr>
<tr>
<td>G-GF</td>
<td>Geography (general).</td>
<td>1</td>
<td>1.2%</td>
</tr>
<tr>
<td>H</td>
<td>Social science (general)</td>
<td>1</td>
<td>1.2%</td>
</tr>
<tr>
<td>HA</td>
<td>Statistics.</td>
<td>1</td>
<td>1.2%</td>
</tr>
<tr>
<td>Q</td>
<td>Science (general).</td>
<td>1</td>
<td>1.2%</td>
</tr>
<tr>
<td>QA</td>
<td>Mathematics.</td>
<td>1</td>
<td>1.2%</td>
</tr>
<tr>
<td>Q8-QC</td>
<td>Astronomy and physics.</td>
<td>1</td>
<td>1.2%</td>
</tr>
<tr>
<td>TX</td>
<td>Home economics.</td>
<td>1</td>
<td>1.2%</td>
</tr>
<tr>
<td>U-UH</td>
<td>Military science.</td>
<td>1</td>
<td>1.2%</td>
</tr>
</tbody>
</table>

Hosted by ALCTS, the Association for Library Collections & Technical Services
## Use of PDA e-books

<table>
<thead>
<tr>
<th>Titles with...</th>
<th>Number of Titles</th>
<th>Total titles used (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 use</td>
<td>1124</td>
<td>66.23%</td>
</tr>
<tr>
<td>2-5 uses</td>
<td>476</td>
<td>28.05%</td>
</tr>
<tr>
<td>6-10 uses</td>
<td>66</td>
<td>3.89%</td>
</tr>
<tr>
<td>11-20 uses</td>
<td>20</td>
<td>1.18%</td>
</tr>
<tr>
<td>21-30 uses</td>
<td>6</td>
<td>0.35%</td>
</tr>
<tr>
<td>31-49 uses</td>
<td>2</td>
<td>0.12%</td>
</tr>
<tr>
<td>50+ uses</td>
<td>3</td>
<td>0.18%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>1697</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Pilot PDA Analysis: March 2011- December 2011**

Hosted by ALCTS, the Association for Library Collections & Technical Services
# Pilot PDA Analysis: March 2011-December 2011

## Top ten used PDA Titles, LC classification and Publisher

<table>
<thead>
<tr>
<th>Title</th>
<th>User sessions - 9 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructional-Design Theories and Models III: Building a Common Knowledge Base (LB) T&amp;F</td>
<td>77</td>
</tr>
<tr>
<td>Contending with Globalization in World Englishes (PE) Multilingual Matters</td>
<td>64</td>
</tr>
<tr>
<td>Evolution of Modern States: Sweden, Japan, and the United States (JC) Cambridge UP</td>
<td>38</td>
</tr>
<tr>
<td>Alone Together: Why We Expect More from Technology and Less from Each Other (HM) Basic Books</td>
<td>28</td>
</tr>
<tr>
<td>Critical Multiculturalism: Theory and Praxis (LC) T&amp;F</td>
<td>22</td>
</tr>
<tr>
<td>South Korea Since 1980 (DS) Cambridge UP</td>
<td>22</td>
</tr>
<tr>
<td>Why We Hate the Oil Companies: Straight Talk from an Energy Insider (HD) Palgrave Macmillan</td>
<td>22</td>
</tr>
<tr>
<td>Confederacy: The Slaveholders' Failed Venture (E) Praeger</td>
<td>21</td>
</tr>
<tr>
<td>Rulebook for Arguments (BC) Hackett</td>
<td>20</td>
</tr>
<tr>
<td>Schooling Citizens: The Struggle for African American Education in Antebellum America (LC) U. of Chicago Press</td>
<td>20</td>
</tr>
</tbody>
</table>

Hosted by ALCTS, the Association for Library Collections & Technical Services
Pilot Review Summary

• Surprise at low number of auto-purchases
• However, # STLs indicated patron use
• Titles used and purchased were in line with Purdue’s research and study
  – Subject profile correct
• Cost avoidance
• ILL savings
• Recommendations: continue program; $300 cap/title
How will you evaluate?

- Cost summary
- Usage – COUNTER reports, other use stats provided by vendor
- Subsequent use
- Cost per use (CPU)
- Cost avoidance – potential savings
- Time spent on program
- Patron satisfaction
- Selector review
- Subjects/Publishers
- Compare to other models of acquisition
- other?
Typical vendor data

- Invoice Report
- COUNTER reports
- Other use reports
  - Browse, page views, etc
- Book vendor catalog
- Book jobber reports
<table>
<thead>
<tr>
<th><strong>Purdue PDA Snapshot:</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>March 2011-October 2012 (20 months)</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Valuation</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Total # titles</td>
<td>30,346</td>
</tr>
<tr>
<td>User sessions</td>
<td>10,240</td>
</tr>
<tr>
<td>Unique titles touched</td>
<td>5418</td>
</tr>
<tr>
<td>% overall touched</td>
<td>18%</td>
</tr>
<tr>
<td>Cost per session</td>
<td>$9.06</td>
</tr>
<tr>
<td>Library paid</td>
<td>$92,803</td>
</tr>
<tr>
<td>Browse only (no STL/AP)</td>
<td>2,000/no cost</td>
</tr>
<tr>
<td>STLs</td>
<td>5,556</td>
</tr>
<tr>
<td>STLs cost</td>
<td>$52,713</td>
</tr>
<tr>
<td>STL average cost</td>
<td>$9.49</td>
</tr>
<tr>
<td>Auto-purchases</td>
<td>424</td>
</tr>
<tr>
<td>Auto-purchases cost</td>
<td>$40,090</td>
</tr>
<tr>
<td>Auto-purchases average cost</td>
<td>$94.33</td>
</tr>
</tbody>
</table>
PDA Cost Summary

FY11 (March-June 2011):
STLs = 440 = $4153
Auto-purchases = 20 = $1244
Total FY11 Expend = $5397

FY12:
STLs = 2101 = $19,116
Auto-purchases = 152 = $11,827
Total FY12 Expend = $30,943

FY13:
STLs = 2668 = $25,723
Auto-purchases = 223 = $24,011
Total FY13 Expend = $49,734

FY14 (July – August 31, 2013):
STLs = 347 = $3721
Auto-purchases = 30 = $3008
Total FY14 Expend as of August 31: $6,729

Total Expend for DDA (FY11 - FY14 – Aug. 31, 2013) = $92,803

Hosted by ALCTS, the Association for Library Collections & Technical Services
Analysis of auto-purchased

Total number of EBL titles auto-purchased as of Aug. 2013: 424 = $40,090/ $51,958 includes STL cost

Further use after purchase:
• 0 use = 35 titles = 8.3%
• 1-3 uses = 149 titles = 35.1%
• 4-6 uses = 112 titles = 26.4%
• 7-9 uses = 37 titles = 8.7%
• 10+ uses = 91 titles = 21.5%

Further Analysis:
• Subject/publisher analysis
• Feedback from selectors

56.6% had significant use after purchase

Hosted by ALCTS, the Association for Library Collections & Technical Services
Compare to librarian-selected

Librarian-selected EBL titles purchased between – Feb. 2010 – Dec. 2012:

Total number of EBL titles: 682 titles = $70,270

Use as of August 2013 (at least 8 months use):

• 0 use = 344 titles = 50.4%
• 1 use = 128 titles = 18.7%
• 2 uses = 54 titles = 7.9%
• 3 uses = 32 titles = 4.7%
• 4+ = 124 titles = 18.3%

Had these been added as PDA titles, total cost (as of Aug. 31, 2013) would have been: $30,467

Potential Savings = $41,803
More librarian-selected

Manually-added PDA titles as of Feb. 2013:

- Total number of titles manually-added to DDA: 115
- Title List Price Total = $15,855
- # tiles with STLs = 20
- # titles auto-purchased = 2
- Amount Spent = $1115

Use as of August 2013 (6 months):
- 0 use = 76 = 66.1%
- 1 use = 19 = 16.5%
- 2 uses = 9 = 7.8%
- 3 uses = 5 = 4.4%
- 4+ uses = 6 = 5.2%

Further analysis:
- Subject, publisher
- List price – limit?

Cost Avoidance = $14,745

Hosted by ALCTS, the Association for Library Collections & Technical Services
Given the low usage of individually purchased librarian-selected e-books, should the Libraries consider a preference for moving e-book titles into the PDA plan to await patron use rather than buying so many titles outright?
Example #1: Brigham Young University

Compared PDA auto-purchased titles vs traditionally acquired ebooks

Analyzed 8 months of data:
• Cost
• Use (COUNTER stats)
• Cost/use

Conclusion: PDA more successful
Example #2: Colorado State U

Attached survey to PDA discovery records

Reported survey findings:
• By user categories
• By college/dept
• Experience with ebooks
• Preference: p or e

Also conducted subject analysis

Conclusion:
• certain subjects still needed to be acquired based on print approval plans;
• set base line for future local assessment – PDA primary method of ebook acquisition?
Example #3: Grand Valley State University

PDA purpose:
1. reallocate liaison librarian time from collection development to instruction and scholarly communication
2. provide “just in time” access
3. increase access to large number of titles

12 months descriptive statistics used to determine success:
• Use: use summary, loan analysis
• Cost: cost summary, cost/use, cost savings

GVSU also did an analysis of STLs and potential cost savings and determined that increasing the number of STLs would provide greater savings.

Outcome: PDA can provide significant financial savings; tweaked program settings
Summary

• Have a clear goal in mind: access, growth, both
• PDA set up based on goal
• Numerous ways to evaluate
• Evaluations may evolve over time
Conclusion

Patron-driven acquisitions is an important part of a library’s overall collection development strategy.
Suggested reading


Suggested reading


*Scholarly Kitchen* blog

*No Shelf Required*: blog and books, Sue Polanka, Wright State University
Contact information

Sue Ward
Head, Collection Management
Purdue University Libraries
ward@purdue.edu

Rebecca Richardson
Electronic Resources Librarian
Purdue University Libraries
rarichar@purdue.edu
Questions?