



# Comparing Oranges and Oranges: Two Demand-Driven Acquisitions E-book Services

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## Introduction

Since 2005, SIAST has used demand-driven acquisitions (DDA) for e-books. As more players enter the field, there is a need to assess and reassess vendors used for DDA. During the 2011-2012 academic year, SIAST Libraries ran two, concurrent DDA projects. This allowed for real-life analysis of the comparative strengths and weaknesses of the traditional provider (Vendor 1) and the alternative provider considered (Vendor 2).

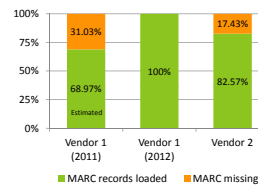
## Methods

- Observational research
- Ran both nearly simultaneously (November 2011-June 2012)
- Vendor 2 given approximately 35% of the amount for Vendor 1
- Same process: funds deposited, payments deducted from one pool
- Purchase parameters: published within 5 years, priced \$150 or less
  - Access levels varied: Vendor 1 any access, Vendor 2 only multiple simultaneous users
- Used deduping feature with Vendor 2 (not available with Vendor 1)
- Also had subscription (Vendor 1), selector-purchased individual titles
- During period Vendor 1 changed systems, so additional layer of comparison occurred
- Sample size for Vendor 2 approximately 1/5 that for Vendor 1

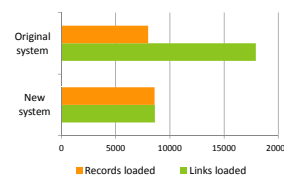
## Results

| Criterion             | Vendor 1 (2011)   | Vendor 1 (2012)                                | Vendor 2   |
|-----------------------|---|--|--|
| Content applicability | Many academic titles, juvenile, fiction                       | Many academic titles, juvenile, fiction        | Many academic titles, juvenile, fiction                  |
| Purchase triggers     | One click = purchase  | >10 pgs, >10 min., copy, print, download       | View 10 pages, use 10 min., copy, print                  |
| Number of users       | 1 title = 1 user  | 1, 3, unlimited users                          | 1, multiple users (3)                                    |
| Set up                | Submit Word profile, request fund deposit                     | Create profile online, add funds online        | Profiles online, request fund deposit                    |
| Downloading           | You set length, >1 time period, 0 returns                     | You set length, 1 time period, 0 returns       | Publisher sets (up to 14 days), early returns            |
| MARC records/metadata | 3rd party, customized (extra links stripped), missing records | 3rd party, customized (extra links stripped)   | Vendor with all access methods included                  |
| Duplicates            | No auto deduping, return bought dups                          | No auto deduping, manual removal after release | Subscription deduped, tool cannot process our # of ISBNs |
| Return policy         | Within 1 month  | No returns                                     | None but duplicates with subscription                    |

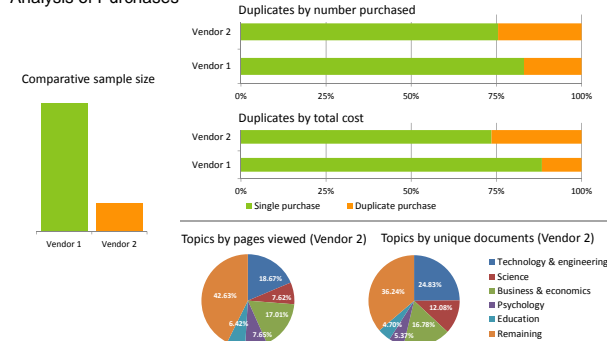
MARC Records Loaded and Missing



Extra Links in Records (Vendor 1)



## Analysis of Purchases



| Criterion            | Vendor 1 (2011)  | Vendor 1 (2012)   | Vendor 2   |
|----------------------|--|---|--|
| Administrative tools | Tools discontinued July 2011. Control separate collections | Two tools: DDA/purchasing, reporting. No collections    | Title management, deduping, reports. Divide profiles/funds |
| Reports              | 0 reports after July 2011. Holdings not accurate (returns) | Manual reports, COUNTER, no DDA report (now available)  | Manual/auto reports, COUNTER, DDA report emailed weekly    |
| Turnaways            | Manual report, contact to purchase                         | Manual report, contact to purchase (now online upgrade) | No report (now auto report), contact for upgrade           |
| Accessibility        | Requires JAWS and Firefox                                  | Requires JAWS and Firefox                               | Text-to-speech tool, user can get text for screen readers  |

## Conclusions

- Best practice to separate vendors for DDA and subscription e-books
- Simplify deduping, automate when able, or accept duplicated purchases
- Ability to create many profiles an advantage, especially for analysis
- Monitor and develop a plan for turnaways
- eISBNs not a good system to dedupe (alternatives: OCN, ISTC)
- Examine cost-benefit ratio of procedures, e.g. deduping

## Summary

After analyzing two concurrent e-book DDA projects, neither service was outstanding based on its own merits. Each had its own advantages and disadvantages. Some features, when tested in real-world situations, did not perform as promised. Libraries must decide which criteria are vital to their operations, and which imperfections are acceptable.

## References

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