IS PDA APPROPRIATE IN THE ACADEMIC LIBRARY?: A year of patron-driven acquisition at the UMD Library.

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SUMMARY

The UMD Library utilized a patron-driven acquisition (PDA) ebook program for a 12+ month period. 178 titles were purchased by patrons and the usage of the patron selected titles was evaluated, including comparing the usage against traditionally selected material (professionals and faculty) usage. The comparison was made between as similar materials as possible. After the evaluation, it appears that patron selected materials have a higher loans per book rate than traditionally selected books.

BACKGROUND

In May 2012, the UMD Library began a year-long paid trial of patron driven acquisitions (PDA; also known as demand-driven acquisitions (DDA)) for ebooks. UMD Library chose Proquest's ebrary as the ebook platform and YBP as the acquisitions manager for records (both bibliographic and order) and billing, etc.

UMD Library worked with YBP to create a custom profile to specify ebook criteria for inclusion in our program. UMD Library limited based on:

- Subject/classification (excluded programs outside UMD curriculum)
- Cost (under $125)
- Publisher (excluded some)
- Date published (2011 or newer)

An initial load into our catalog of discovery records (~3,000) that met our criteria was done in May 2012 by our counterparts at the University of Minnesota Libraries. Each week new discovery records were added that matched our profile. 20,000+ discovery records were loaded by May 2013.

Discovery records are found by patrons at a point of need. The UMD Library purposely chose to limit discovery to the catalog and opted NOT to advertise the program with students, faculty or staff. Particular patron behaviors while viewing an ebook in ebrary triggered the purchase of the ebook. These triggers included:

- 10+ pages viewed (only in middle 90% of book)
- 10+ minutes viewed (only in middle 90% of book)
- Text copied
- Text printed
- Text downloaded

EVALUATION METHODS

PDA selected materials were evaluated if they were published 2011 or later and purchased between May 2012 and Apr 2013. Each title was categorized by College (Colleges of Education & Human Services Professions, Liberal Arts, Business & Economics, Science & Engineering and Fine Arts) based on subject. N=170

Traditionally selected materials were evaluated if they were published 2011 and later and purchased between Jan. 2010 and April 2013. Only books purchased from academic department funds (e.g. not Bestseller, Gen, etc.) were included. Titles were also categorized by College. One title was omitted that was paid by two colleges. N=2,569

RESULTS (MAY '12 – APRIL '13)

- ~20,000 discovery records loaded
- 178 titles triggered and purchased (perpetual rights)
- 12,702 pages viewed
- $11,510 expended
- $64.66 per ebook
- 73 views per ebook
- 4 sessions per book

Loans or Uses	Number of Traditionally Selected Books	%	Number of Patron Selected Books	%
0	1765	69%	0	0%
1+	804	31%	170	100%
5+	89	3%	43	25%
10+	16	1%	11	6%

Table 1: General usage of traditionally selected books and PDA selected books. Of the titles evaluated, traditionally selected titles were used at a much lower rate. 69% of recently purchased print titles were never loaned after up to 3 years on the shelf.
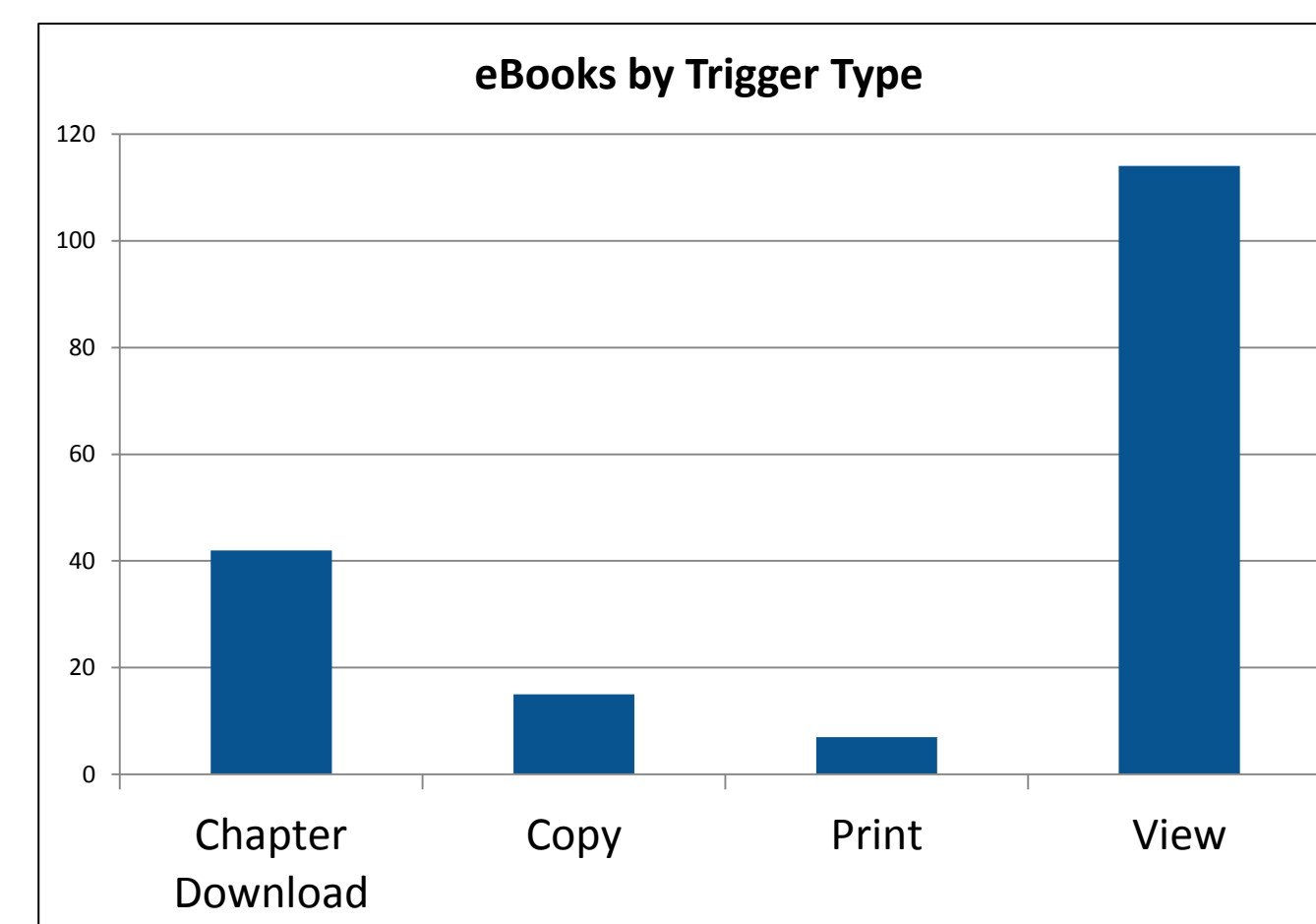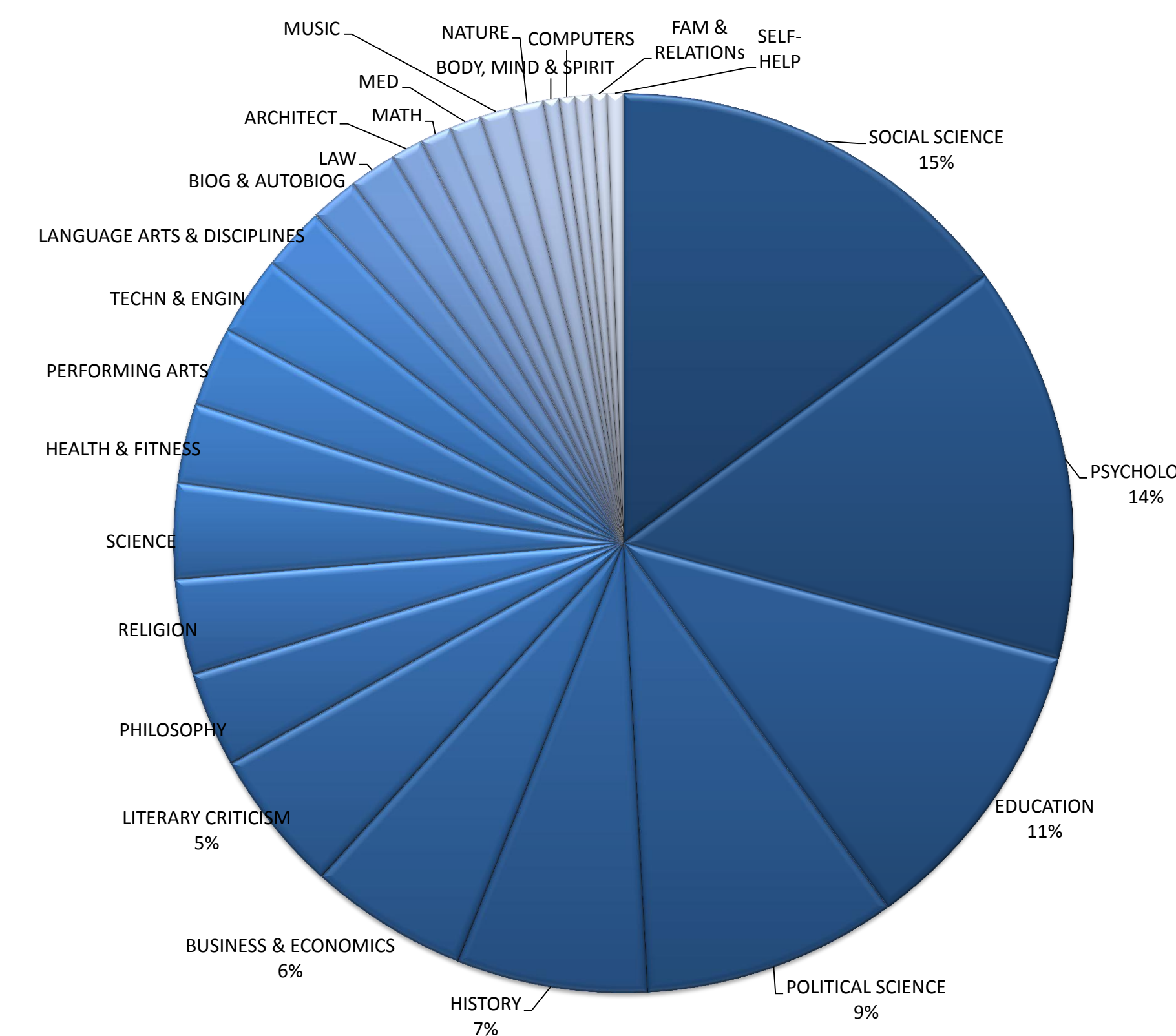

eBooks by Trigger Type

Table 2: Trigger type of purchased PDA titles. Most of our titles were triggered by views (either 10+ pages or 10+ minutes) in the middle 90% of the book. The entire download of a book was never a trigger and actually rarely performed by patrons at any point.

Graph 1: ebrary ebooks purchased from May '12 – Apr. '13, broken down by subject area (BISAC). High representation of the education, psychology and liberal arts fields. Noticeable lack of science, technology, engineering and mathematics (STEM) may be due to low price limit for our ebrary profile (only includes books less than $125)

Top 5 Used PDA Titles
1. Costs and Benefits of Animal Experiments (Palgrave Macmillan Animal Ethics Series) -- 31 uses
2. American Diplomacy -- 25 uses
3. Autodesk 3Ds Max Essentials -- 24 uses
4. How Media Inform Democracy : A Comparative Approach (Routledge New Developments in Communication and Society Research) -- 21 uses
5. College Drinking and Drug Use (Duke Series in Child Development and Public Policy) -- 20 uses

Top 5 Used PDA Titles: One fear with PDA is the acquisition of resources outside normal selection criteria. The majority of PDA titles acquired were academic in nature (our profile excludes most popular titles) and appropriate for our collection.

College	No. Books Traditionally Selected	No. Loans of Traditionally Selected Books	Loans per Book since purchase (1-35 mos.)	No. Books DDA Selected	No. Uses of DDA Selected Books	Est. Uses per Year per Book (1-12 mos.)
CEHSP	339	234	0.690	59	204	3.458
CLA	905	546	0.603	75	328	4.373
LSBE	695	654	0.941	11	41	3.727
SCSE	382	255	0.668	15	60	4.000
SFA	248	165	0.665	10	36	3.600
TOTAL	2569	1854	0.722	170	669	3.935

Table 3: Loans/Uses per purchased book, traditionally selected vs. PDA selected. Books evaluated demonstrated that newly purchased and published print books only averaged <1 loan per book. PDA selected items were used nearly 4 times per book, on average. The College of Liberal Arts (CLA) in particular was striking in loan/usage behavior. Although more print books were purchased to support CLA it had the lowest loan rate. In terms of the PDA program, more books in the areas of liberal arts were purchased and those books had the highest rate of use.

DISCUSSION/CONCLUSION

It appears from the data evaluated that *ebooks selected by patrons have a higher use per item than traditionally selected print books (Table 3)*. Additionally, by its nature, patron-driven acquisition ensures that each book is used at least one time. Over the course of the last 36 months nearly 70% of our recently purchased and newly published, traditionally selected print books have not circulated (Table 1).

The comparison of the two selection methods is not without hazard. 'Loans' of physical print books are maintained by the ILS system. A loan does not indicate a use and a renewal (counted as a loan) may be a better indicator of laziness than actual need. A patron using a print book for a month only gathers one use. On the other hand, ebook 'uses' also does not indicate use, although one could argue that the trigger event (e.g. active viewing of the book for more than 10 minutes) is a better indication of a use than a loan. Additionally, a patron using a purchased e-book can generate several uses over the course of a month.

It was difficult to get a good grasp on the usage of the print books because they may have been on the shelf for 1 mo. or 36 mos. By allowing up to 3-years of data for the print books we are in a sense giving them the benefit of the doubt. Even with that benefit, their usage is still much lower which makes a stronger argument that ebooks have a higher usage.

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