

Print versus digital: changes in user needs and in the acquisition policies of US academic libraries

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Summary

Introduction

The changing nature of user needs and its impact on collection policies in U.S. academic libraries:

- Increasing need for international information due to the globalization of higher education and research
- Increasing need for new types of academic content due to the changing nature of the scholarship

The changing nature of collection building in U.S. academic libraries:

- Focus on special, unique and distinctive collections
- Difficulty in maintaining existing collection levels
- Increasing collaboration and growing interdependence of library collections
- Decreasing importance of local physical collections

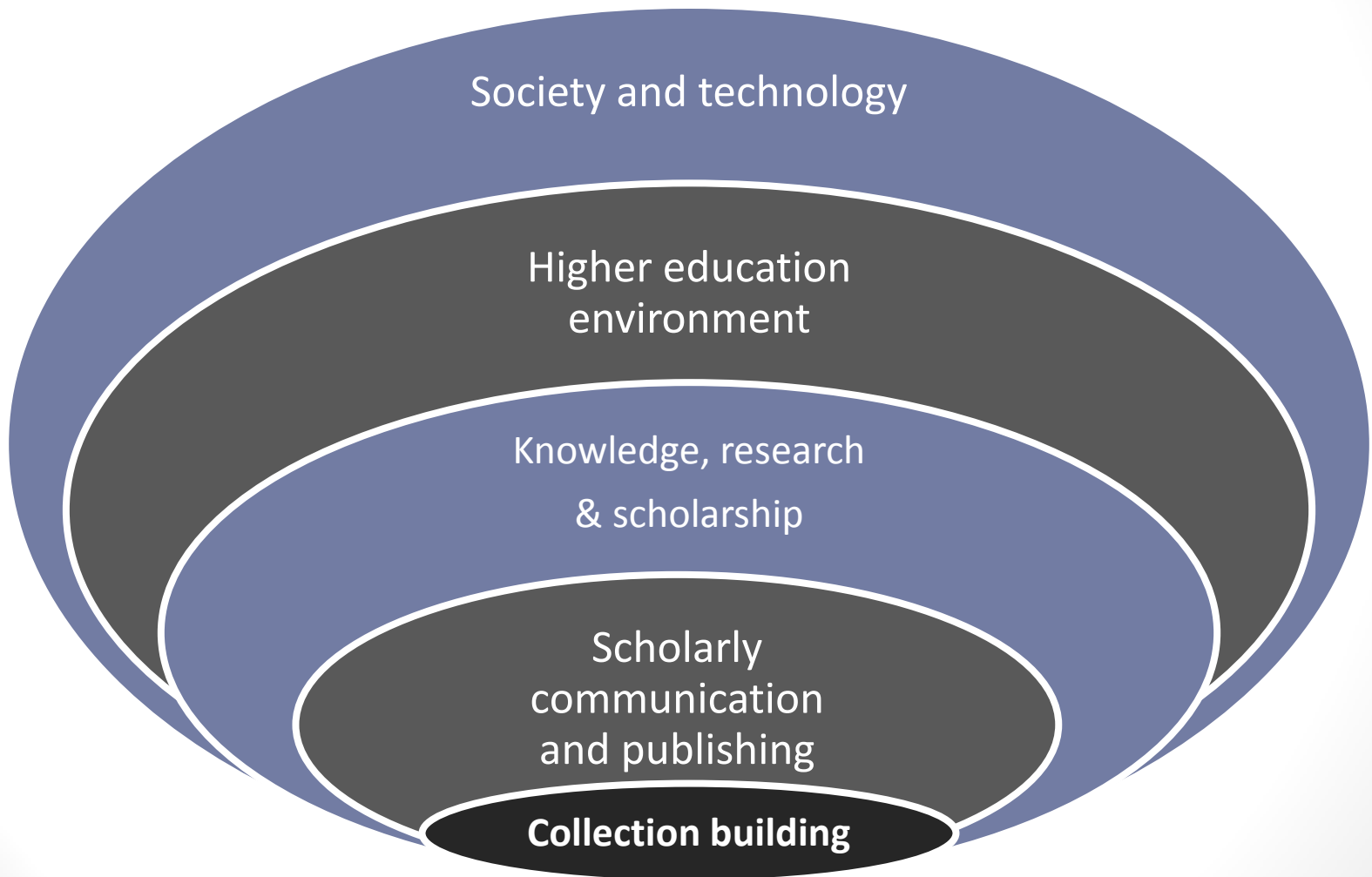
Changes in acquisition policies in U.S. academic libraries:

- Collection development policies shifting from “*just in case*” to “*just in time*”
- Harvard collection development policies : currently and in the future

Conclusion

Introduction

The changing environment affecting academic libraries resulting in important changes in collection development and public services



The changing nature of user needs and its impact on collection policies in U.S. academic libraries

Increasing need for international information in U.S.
—due to the globalization of higher education and research—
and its impact on collection policies

More and more international students, more and more branch campuses around the world.

“The number of international branch campuses (IBC) has expanded over forty percent in the last five years, to more than one hundred sixty in 2013”. *Lucinda Covert-Vail, Director, Public Services, New York University Libraries*

Research universities foster “internationalization” in both the curriculum and in research, and develop “global competencies”

- foreign language materials and research output being a critical component

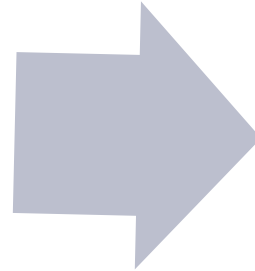
Increased inter-institutional collaboration in research, growing interdisciplinary and comparative methods of inquiry, mobility and changing student and faculty demographics, and even the campus itself are creating a growing demand for global library collections and services.

Increasing need to collect new multidisciplinary and interdisciplinary research and academic content produced abroad (print and digital born) for different user populations than before (larger in scope with different expectations)

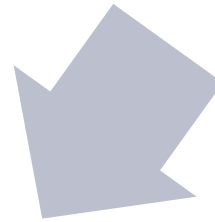
Impact on
collection
policies

Increasing need for new types of academic content
—due to the changing nature of the scholarship—
and its impact on the collection building in U.S. libraries

Globalization offers
“new acquisition
opportunities”:
focus on data, non-print
media and qualitative
information.



North American
teaching trends:
incorporating media and
visual materials in the
curriculum, focus on primary
sources



Impact on collection policies

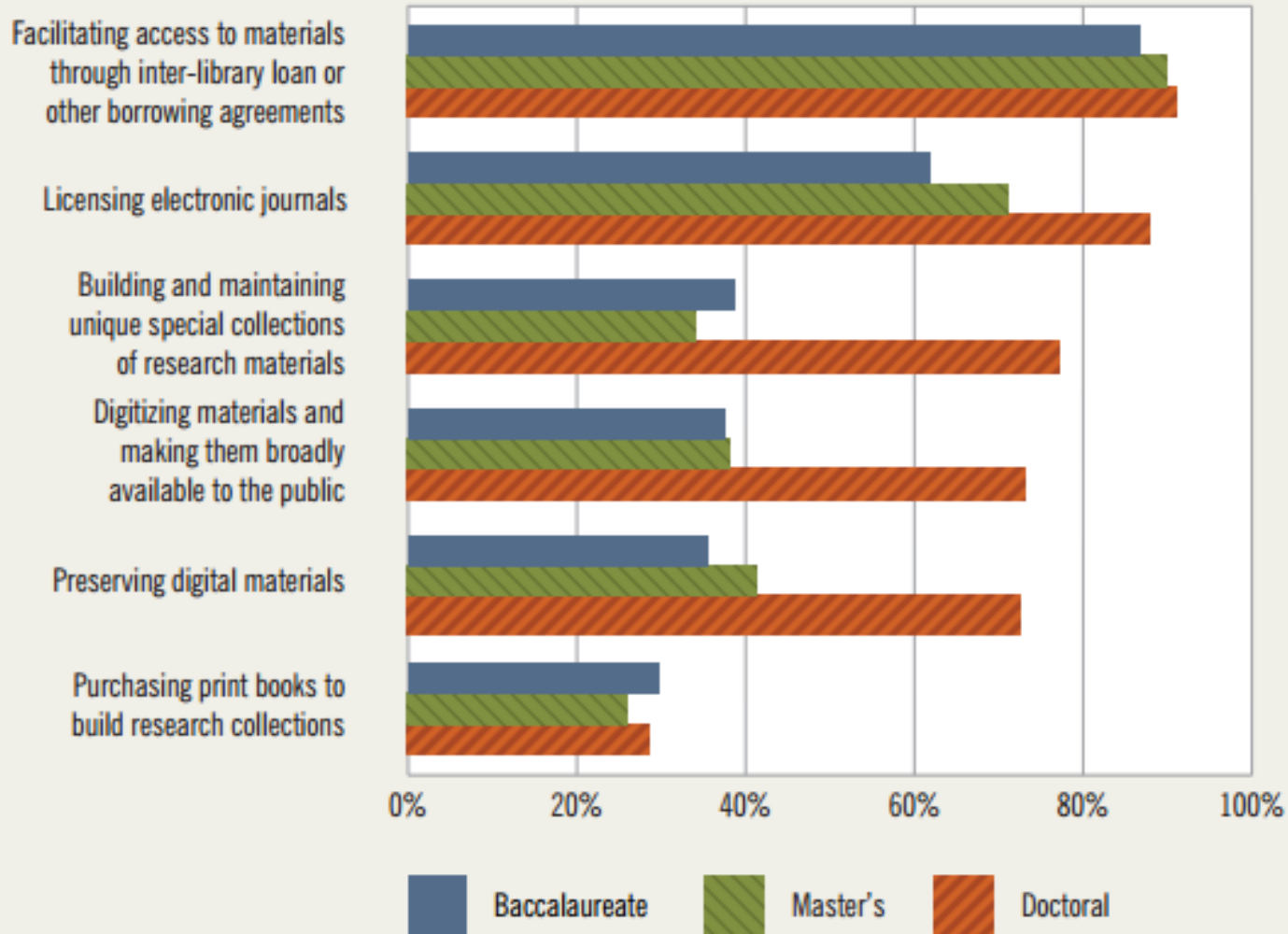
New collection building landscape:
**Focus on special, unique and distinctive collection, digitization, and
digital preservation.**

*Acquiring print, canonical literature and mainstream publishing output
is becoming less important*

The changing nature of
collection building in U.S.
academic libraries

Focus on special, unique and distinctive collections

"How much of a priority is each of the following functions in your library?" Percentage of respondents rating each a high priority, by institution type.



About three quarters of respondents from doctoral institutions rated “building and maintaining unique special collections of research materials,” “digitizing materials and making them broadly available to the public,” and “preserving digital materials” each as very important.

Focus on special, unique and distinctive collections

Origin and authorship:

Produced by a wide range of special interest groups of varying legal status in their particular national setting, including, but not limited to the following: political parties, dissident political groups, human rights groups, refugee groups, women and feminist groups, environmental groups, urban groups, trade unions, labor and worker groups and movements, youth groups, university clubs and societies, ecumenical groups, etc.

Format:

Materials encompassing books and non-book publications in the form of pamphlets, handbills, leaflets, broadsides, position papers, minutes of meetings, information sheets, bulletins, newsletters, flyers, posters, badges, magazines, newspapers, billboards, catalogues and other materials from various political and community organizations.

Publishing venues, distribution channels and library processes:

Materials that are produced by non-commercial and non-mainstream publishing bodies and which are not routinely distributed and captured via the usual acquisition pipelines (i.e. vendor approval plans, standing orders, firm orders from national bibliographies and various bibliographical sources, etc.). As a result, these materials are very often very difficult to acquire by the library.

Focus on special, unique and distinctive collections

They provide unique testimony of the social, cultural, economic and political events frequently under-represented in mainstream book format.

Important because of their fleeting or fugitive nature, because they are produced outside of official or normal commercial channels, and relate to a wide variety of currently topical political, social, economic, ideological, and cultural issues.

The significance of this diverse mass of materials rests in their capacity to reflect contemporary socio-political movements and developments in a given area despite their frequently insubstantial quality of physical appearance or content.

Difficulty in maintaining the existing collection levels at U.S. academic libraries

User want access to the information at comprehensive level



Universities are spending less and less on libraries



Even if library budgets have been growing steadily during the last decade they have shrunk compared to university budgets by 30% between 1992 and 2012



Libraries have smaller budgets but they are spending more and more on their collections in English as the cost of the electronic resources is growing

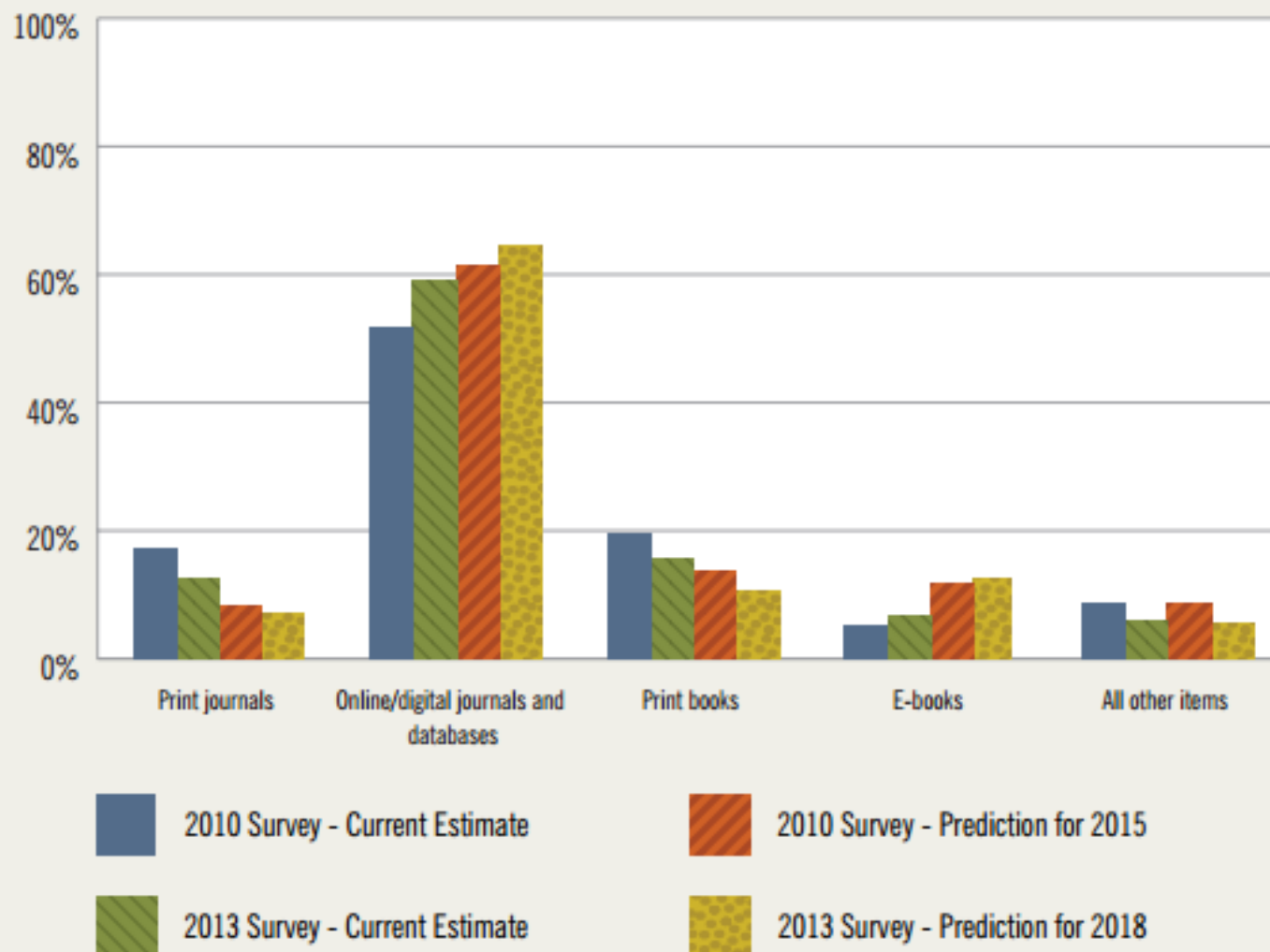


Publishing output is constantly growing



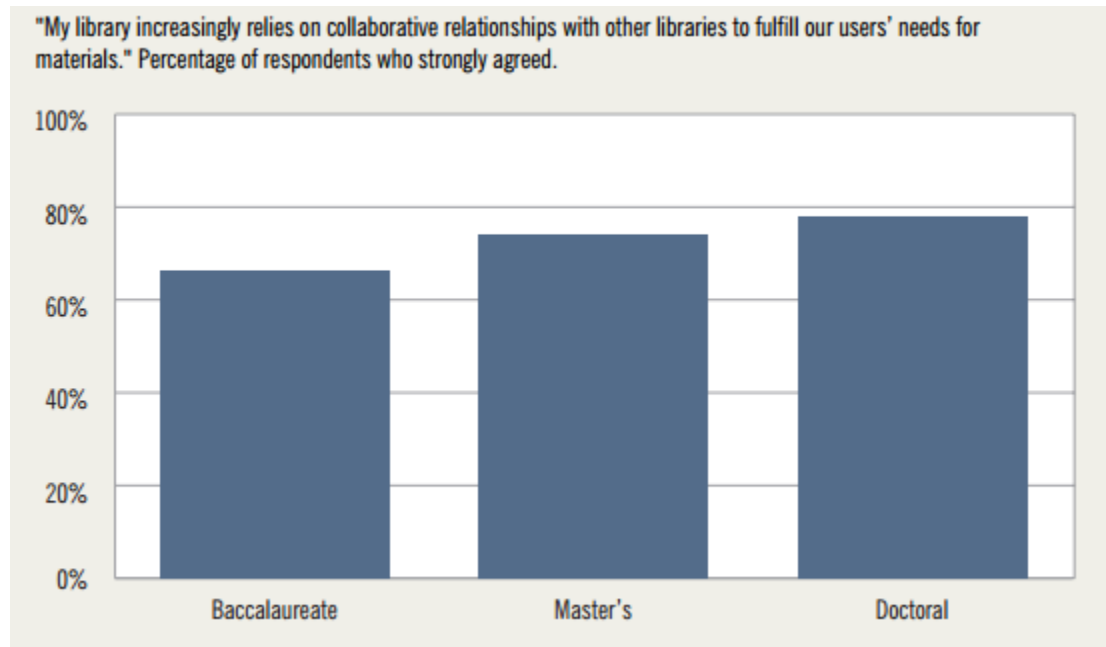
Collaboration

Averages of budget estimates and predictions. (2010 estimate and 2015 prediction data are from the 2010 survey, while 2013 estimate and 2018 prediction data are from the 2013 survey.)*



*These are the averages of responses to the questions: "What percentage of your library's materials budget is spent on the following items?" and "In five years, what percentage of your library's materials budget do you estimate will be spent on the following items?"

The increasing collaboration among libraries leads to growing interdependence of library collections.



The Ithaka S+R Library Survey 2013

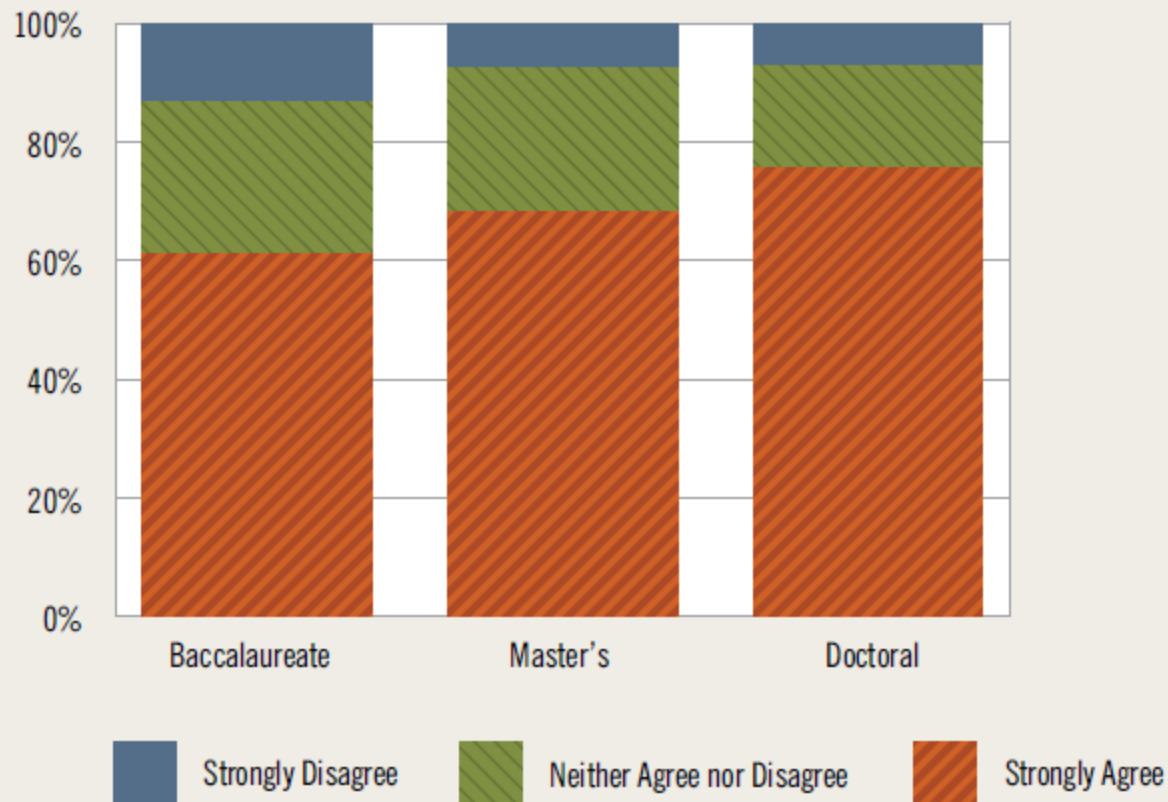
Nearly 80% of respondents from doctoral institutions agreed that they increasingly rely on collaborative agreements to fulfill users' needs for materials.

Smaller shares of respondents from other types of institutions also agreed with this statement.

On a separate question about collaboration, 70% of respondents said that they are engaged in "shared borrowing agreements other than ILL."

Decreasing importance of local physical collections

"Building our local print collections is much less important than it was 5 years ago." Percentage of respondents who strongly agreed.



Library directors' opinions about print collections: a large majority of respondents agreed with the idea that building local physical collections is less important than it used to be. Idem for library users.

Changes
in acquisition policies
in U.S. academic libraries

Collection development policies in U.S. academic libraries: shifting from “just in case” to “just in time”

Acquisition policies

- Move to digital whenever possible
- Reduce print/ data driven acquisition
- Focus on the user and current needs not the collection and future needs
- Collaborations

Purchasing models for e-resources

- Title by title subscription
- Package Purchasing Model-
Subject or Complete Packages
- Patron Driven Acquisitions
Model

Current Harvard collection development policies: *"Just in case"* based on print model

Monographs acquisition:

- Recent-year monographs – based on decidedly print model.
- Print collected more or less comprehensively due to the faculty pressure.
- Decisions regarding purchases of e-books is based on:
 - Content : its complementarity to the print collection and coverage of gaps.
 - Improvement of the access and discoverability capabilities and/or other features of the digital platform.
 - The current needs of our faculty and students.

Serials acquisition:

- E-preferred model for serials that are available without a moving coverage wall, through major serial agents, archived in LOKSS, Portico, or European Trusted Digital Repository certified by the European Framework for Audit and Certification of Digital Repositories.

Future Harvard collection development policies: *“Just in case”* based on digital model

Shift from print to digital will definitively happen in the future

The digital is a priority for Harvard Library leadership:

*“The pressure internally is for print monographs,
but should we give people what they want,
or what they don’t know they need until they
have it and can’t live without it? ”*

Sarah Thomas

*Vice President for the Harvard Library
and Roy E. Larsen Librarian of the Faculty of Arts and Sciences*

Future Harvard collection development policies: *“Just in case”* based on digital model

Shift from print to digital will definitively happen in the future

The shift to the digital is an important priority
in Harvard’s Directional Strategy:

“Address more systematically and broadly across disciplines the widespread and mounting expectations of access to digital collections and content through trusted electronic resources, open access and external partnerships. Access to digital materials is imperative”.

Towards a Collections and Content Development Strategic Plan.

Harvard Library. 2013.

Future Harvard collection development policies: *“Just in case”* based on digital model

Shift from print to digital will definitively happen in the future

Practical reasons

Collection storage is becoming too expensive,
even for Harvard !

*“We are running out of storage space
—Harvard Depository cost is currently \$7 million annually—
Building another storage module is a significant investment.”*

Sarah Thomas
Vice President for the Harvard Library
and Roy E. Larsen Librarian of the Faculty of Arts and Sciences

Future Harvard collection development policies:
“Just in case” based on digital model

Shift from print to digital will definitively happen in the future

Shift in user expectations will happen

The faculty pressure for print monographs will diminish as a new generation of faculty members become more important.

The generation of digital born users will grow.

Future Harvard collection development policies:
“Just in case” based on digital model

Shift from print to digital will definitively happen in the future

Harvard Library is preparing the shift from print to digital -
Case studies of users practices:

Project Muse for E-Books (more that 18,000 e-books)

Brill E-Books Pilot Project (more that 1,000 e-books)

E-Books in Classical Studies, European History and Culture Now Available

A pilot project makes more than 1,000 e-books accessible to Harvard community.



March 18, 2014—Harvard Library users now have access to Brill's entire collection of e-books in [Classical Studies](#) (236 titles) and in [European History and Culture](#) (994 titles). This access is part of a six-month pilot project aimed at better assessing user needs and the role that e-books can play in meeting those needs.

The Library remains strongly committed to collecting print materials while meeting demand for digital content. The e-book pilot supplements the Library's print collections by providing access to the same content in a trustworthy digital format. This dual approach is designed to ensure that the Library community has access to cohesive, wide-ranging resources closely aligned with the needs of Harvard's researchers and effectively responds to changing modes of scholarship and learning.

The Brill pilot project will compare the use of e-books with the use of print and assess their impact on one another. Some of the questions the project is exploring include:

- Does full-text searching and browsing on Brill's website help in content discovery, and consequently lead to an increase in circulation?
- Do patrons use e-books and print books for different materials, and for different purposes?
- Why do patrons choose one format over the other?

The project coordinators are:

Conclusion

U.S. academic Libraries
—and particularly Harvard—
want to work with publishers and vendors
in transforming the publishing output
into digital products more rapidly
by collaborating with them.

Thank you!

Questions?

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