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Going Out on a Limb: Pushing the Boundaries of DDA

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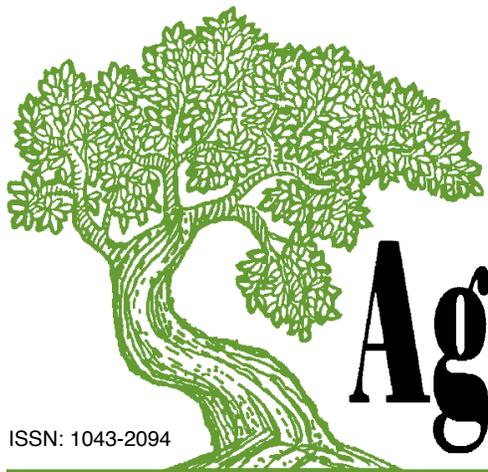


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Against the Grain

“Linking Publishers, Vendors and Librarians”

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Going Out on a Limb: Pushing the Boundaries of DDA

by **Jonathan H. Harwell** (Head of Collections & Systems, Rollins College’s Olin Library) <jharwell@rollins.edu>

Who would’ve thought 20 years ago that librarians would now be building our collections with books we haven’t even paid for? Or that publishers would collectively strike a deal to agree not to charge us for these books unless our patrons used them substantially?

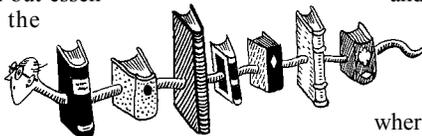
Patron-driven acquisition for print books has been around for a while. For example, the **University of Vermont Library** worked with **YBP** to set up PDA for print books in 2007, based on rush ordering in response to patron requests from the library catalog. But the old model of invoicing upon acquisition still held. The real growth in the patron-driven business model has been enabled by combining two innovations: eBooks and usage-triggered invoicing (a more accurate term than patron-driven acquisition but with a much more awkward acronym). Librarians can now select eBooks for the collection via approval and/or manual selection, obtain access for patrons, and greatly expand the size of the library while only paying for those titles that are triggered by a specific level of usage.

We’re already seeing additional innovations, such as consortial DDA; short-term loan options (which save the library money in the short term but essentially drive up the purchase price of each title); and **ebrary’s** Extended Access model (which allows librarians to specify that when a single-user title is accessed by more than one patron, they will automatically upgrade to multi-user access if available, purchase another copy, or provide a short-term loan).

So, suddenly the definition of a library “collection” has completely changed. We’re already used to the complexity of a journal count, with so many full-text aggregate databases in our collections. Now a book count is just as complex. With DDA, we can provide lots more books with instant and seamless access, and whether or not we’ve paid to lease or purchase them yet, our payments make no difference to the patrons.

I predict more innovations on the way. We’ve yet to see DDA for multimedia and articles (more sustainable than pay-per-view, and much more sustainable than subscriptions); and access points beyond library catalogs, discovery services, and eBook platforms (meeting our patrons where they are).

Against the Grain published a special issue on this topic in June 2011. Now that even more libraries and publishers are using DDA, and many more are planning to use it, our authors are taking account of where we are now. Take a look and learn how it’s going, and what librarians and vendors are thinking. Thanks especially to **Kris Baker** of **YBP** for brainstorming with me about where we’re headed with DDA. We hope you enjoy the notes from our phone conversation. Let’s all keep envisioning the future, especially if it means going out on a limb! That’s the only way change happens.



If Rumors Were Horses

Happy New Year! There has been a lot of activity over the past few months.

Elsevier has acquired the New York city-based **Knovel Corp** which provides a web-based application that integrates technical information with analytical and search tools to drive innovation and deliver answers for engineers. Founded in 2001, **Knovel** has developed a deep knowledge of the engineering community and is a valuable tool for thousands of engineers and students in more than 700 corporations and engineering schools worldwide. Recently named by research firm **Outsell** one of the “10 to Watch” in scientific/technical and medical publishing, **Knovel** has expanded its offerings and customer base as multiple factors have influenced the engineering technical

reference market segment. “This is a great new chapter for **Knovel**,” said **Chris Forbes**, **Knovel** President and CEO. The acquisition is effective immediately and financial terms of the transaction are not being disclosed. My long-time friend and one of my favorite people ever, **Debbie Hodges** who used to work for **ProQuest** now is working for **Knovel**. I will tell you a secret! **Debbie** helped me pick out my mother-of-the-groom dress way back when! And now I need a mother-of-the-bride dress. Where are you when I need you, **Debbie**? www.knovel.com



Saw that the vivacious **Sue Vazakas** (did you know that she is Greek?) posted some detailed blog entries about **Charleston 2012** on the **Johns Hopkins Sheridan Libraries**

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