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Going Out on a Limb: Pushing the Boundaries of DDA

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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.

The Grain’s adaptation of Jermaine Kirkman’s definition of DDA: Patron-driven acquisition for print books referred to as “PDA” became patron-driven acquisition for eBooks referred to as “DDA.”

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 longtime 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

I 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 website. (Head of Collections & Systems, Rollins College’s Olin Library) <jharwell@rollins.edu>