Patron Driven Acquisition: A Study Among The Medical Library Professionals

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ABSTRACT The main aim of the any library is to develop its collection and provide the services on the basis of users requirement. Library users participating in the selection of resources for the library has been around from a long time but in recent years, the budget constraints, the rise of e-book availability and the technological environment has made the librarians to seek and demand more options in purchasing models. New opportunities for patron based selection like PDA/DDA have emerged. This paper is an attempt to study the awareness and professional concerns on PDA among the medical college librarians in coastal Karnataka. PDA/DDA is an attractive model for the librarians to develop a library collection thus fulfilling Dr.S.R.Ranganathans laws of library science. It allows the library users to access the content what they need. But it can work well in combination with traditional methods of acquisition.

Introduction:

The success of a library depends largely on the nature of resources it holds, either the traditional resources or modern information resources like e-books, e-journals, internet and communication gadgets. Reduced budgets and rising costs pose a major challenge for most academic libraries. The main task of a library is to select maintain and provide access to relevant information resources that is collection Development. Over the past decade is the growth of Patron Driven Acquisition(PDA) which is one of the more interesting trend in collection development. we had informal patron driven acquisition in libraries that consult patron request when making collection development but with the rise of e-books PDA is in the forefront in the library literature. Though the concept of users participation in the selection of library materials is been practiced, The electronic format has introduced new opportunities for acquiring articles.

Patron Driven Acquisition:

Patron–driven acquisition is a collection development tool that allows a patron to decide what the library buys. PDA marks a shift from just-in-case purchasing model to a just-in-time model. "Patron-driven acquisitions (PDA) refers to a formal plan or program where librarians develop criteria for selecting books that will be bought based on patrons' requests or use"(Ward 2012). Patron Driven Acquisitions (also known as Demand Driven Acquisitions, or DDA) is a relatively new collection development methodology that provides users with access to a much larger pool of titles than any library could ever hope to purchase outright.

Adopting PDA in Libraries

With the increasing availability of resources in different formats and budget constraints librarians are finding it very difficult to purchase all books and journals recommended by the faculty. PDA helps the users to select and order the resources for the library depending on the usage. While implementing PDA program, the libraries need to take in to consideration how to tailor its PDA plan to best meet its individual needs. Most of the libraries will remain content to use informal patron suggestion method or a interlibrary loan requests, but some feel that the library needs

are best met by partnering with PDA vendors, which is similar to creating approval plans. By adopting a PDA program librarians can focus on purchasing titles more likely to be used by the users. As discussed by Fulton (2014) some of the advantages can be that the titles most likely to be used can be purchased instead of just adding any title which is not used at all. The pay-per view e-journal program saves money on less used journals, as the library pays only a small fee per article instead of subscribing to complete volume to the journal. There are also challenges faced in PDA system as it meets the immediate demands of the users, but does not consider the future needs of the potential users.

Review of Literature:

Carrico, Shelton and Ziegler(2013) opined that publishers may refuse to participate in shared e-book plans or may have restriction on simultaneous use. It is important that libraries are aware of these rules and restrictions in order to chose the most appropriate vendor or plan.

Mc-Grath (2011) opined that PDA ensures that everything purchased is read at least once, and research indicates that something read once is more likely to be read again than in a book chosen at random.PDA can be used as substitute for interlibrary loan as this is cheaper and available for reading again whereas in ILL we have request once more if that book is required by someone again.

H. Austin Booth and Kathleen O'Brien (2011) in his paper represents an analysis of three demand-driven cooperative collection development programs in USA, describing the opportunities and challenges posed by such a combination and future directions in demand-driven collaborative programs. He opined that in facing the declining budgets, cooperative collection development has become vital to survival of organization.

Pitcher(2010) is of the opinion that Patron driven acquisition will create workflows in the department which involves tedious, time consuming and cost effective tasks for searching and ordering materials for Users.

Objectives

1. To know the Awareness of PDA among the medical library professionals.

2. To study the perception of library professionals towards automated program of PDA in collection development.

3. To assess their attitude towards the professional concern in PDA model.

Scope and methodology

The scope of the study is confined to medical college librarians in coastal Karnataka. An online questionnaire was distributed to the 7 medical college librarians and interviewed personally over the telephone. Consequently, the analysis was conducted using the data gathered from the respondents. Microsoft excel was used to analyze the data.

Professional Experience: The below table 1 shows the professional Experience of the librarians in the medical colleges under the study. Majority of the respondents(71.42%) have an experience more than 10years and 28.57% are of 5-10years category.

Professional Experience	Below 2years	2-5 years	5-10 years	Above 10 years
	0	0	2	5

Table 1.

Figure 1

Awareness of PDA:

One of the more interesting trends in collection development over the past decade is the growth of Patron Driven Acquisitions. PDA has become a topic of discussion. Against this background information was collected to know whether the medical library professionals were aware of PDA/DDA. It was observed that all the respondents are aware of the PDA program in collection development.

Practice of PDA in collection development:

	Yes(%)	No(%)
PDA for Print Books	7(100%)	0(0%)
PDA for E-resources(trial access to the users)	5(71.42%)	2(28.57%)
Pay Per View(PPV) model for procuring e-journal article	0(0%)	7(100%)

Table 2

It is evident from data presented in Table 2. that almost all the librarians(100%) adopt PDA program for acquiring print resources. For acquiring e-resources (71.42%) of the respondents opined that they adopt PDA by giving trial access to the e-resources and based on the users feedback acquisition is finalized. 28.57% opined that they do not practice PDA in acquiring e-resources. It was observed that the recent automated program of PDA is not practiced in any of the medical college libraries in coastal Karnataka.

Planning for PDA tool for Collection Development:

It is obvious that PDA will continue to increase in near future. The librarians opinion of planning to PDA tool in collection development was collected. The below Table 3 shows the librarians opinion in planning for PDA program in the future.

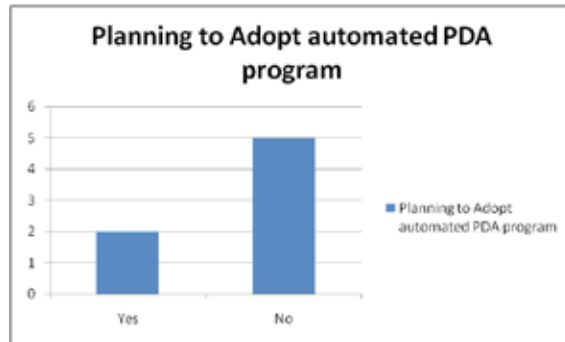| Planning to adopt automated PDA program	Yes	No
	2(28.57%)	5(71.42%)

Table 3

Figure 2

View point regarding the factors in PDA:

The data was collected to determine the librarians view point regarding the factors to be considered while going for PDA. Almost all the respondents (100%) agreed that quality of content, Digital Right Management and Price are the important factors in PDA.

Professional concerns and expectation about PDA:

The information was collected to know the professional concerns and expectation of PDA. All the respondents were of the opinion that PDA mode of collection development will produce unbalanced collection. Regarding Digital Right management 71.42% of the respondents opined that it is a serious problem and 28.57% did not agree to this.

Findings:

The study gave rise to the following findings.

1. All the medical college librarians were familiar with the PDA program in collection development.

2. All the medical Librarians have PDA program for print resources and majority of them for online resources like interlibrary loan from DELNET, providing trial access to e-books and e-journals, and on the basis of the feedback the procurement is finalized. The recent automated PDA program like PPV(Pay Per View) model is not adopted in any of the libraries.

3. Factors like quality of content, DRM and price are the

important factors to be considered.

4. Unbalanced collection and also the digital rights are serious problem in PDA practice.

Suggestions:
Libraries should carefully plan the PDA program they develop. PDA can be a useful way for collection development, but it can also be a waste of money and result in an unbalanced collection. PDA program can be started in a small scale complementing regular collection development activities. Learning about the challenges and success from other institutions who already have a PDA program is always a good way before moving to PDA.

Conclusion:
PDA has a place in overall collection development. This model is attractive model for librarians to develop a collection that truly meets the needs of its users thus fulfilling Dr.S.R.Ranganathans second and third law of Library science which states "Every reader his / her book" and "Every book its reader". PDA as a collection development methodology can work well in combination with traditional methods. Even though PDA will satisfy the main goal of a library by satisfying the users and to keep the collection up to date, PDA cannot be taken as the only acquisition model.

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