



# A Demand-driven Collection Development Strategy for Foreign Language Periodicals in University Library

——based on analysis of requests for foreign language periodicals initiated by patrons in Fudan University

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# Introduction of the Study

## ❖ Patron demand – a key factor for collection development

DDA (Demand-driven Acquisitions) a.k.a. PDA (Patron Driven Acquisition)

## ❖ Patron demand - studying the document delivery data

Michael Ireland, Beverly Brown, Using document delivery data for selecting medical titles in a large STM library: the experience of CISTI[J]. Interlending & Document Supply.2006,34(1):29-35



# Introduction of the Study

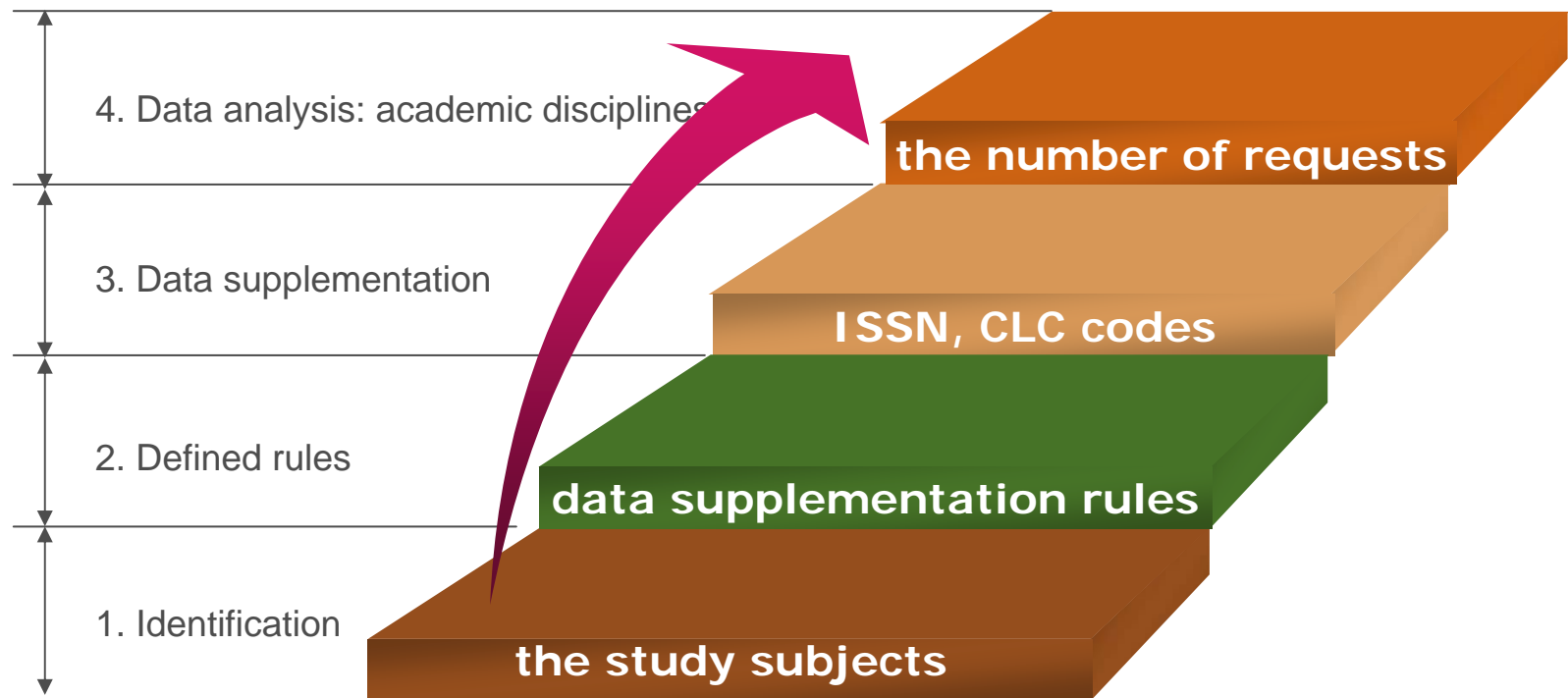
## ❖ Document delivery platforms in china

CALIS (China Academic Library & Information System) and CASHL (China Academic Humanities and Social Sciences Library) etc.

## ❖ Member of CALIS-Fudan University Library

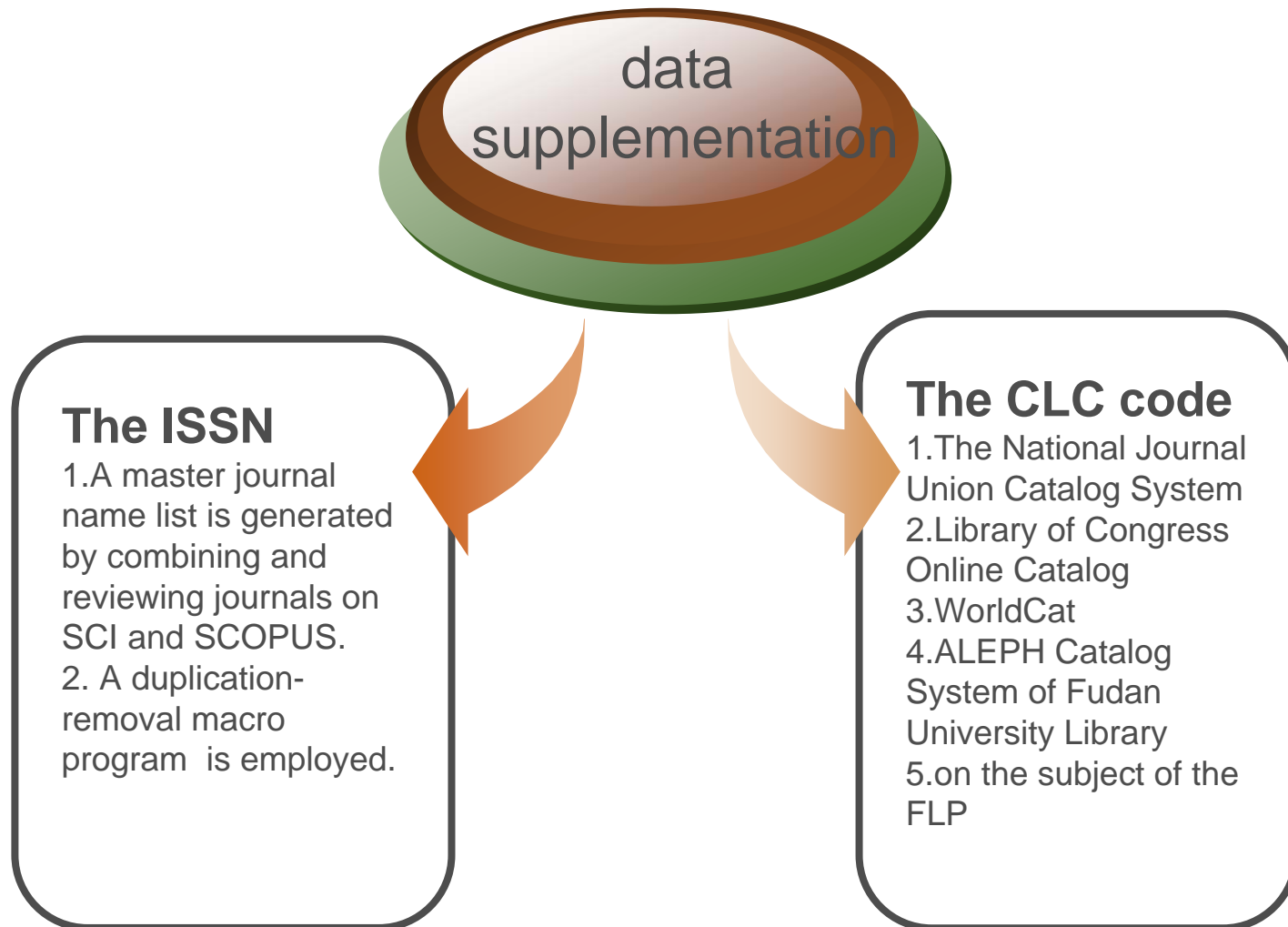
This article analyzes 27,700-plus document delivery requests initiated by Fudan users during 2003-2012.

# Statistics Methodology





# Statistics Methodology





# Statistical Analysis

1

Top 30 FLPs requested  
by Fudan patrons

2

Distribution of FLPs  
request numbers by  
Fudan patrons during  
2003-2012

3

The academic  
discipline distribution of  
document delivery  
requests submitted by  
Fudan patrons during  
2003-2012.

# Statistical Results

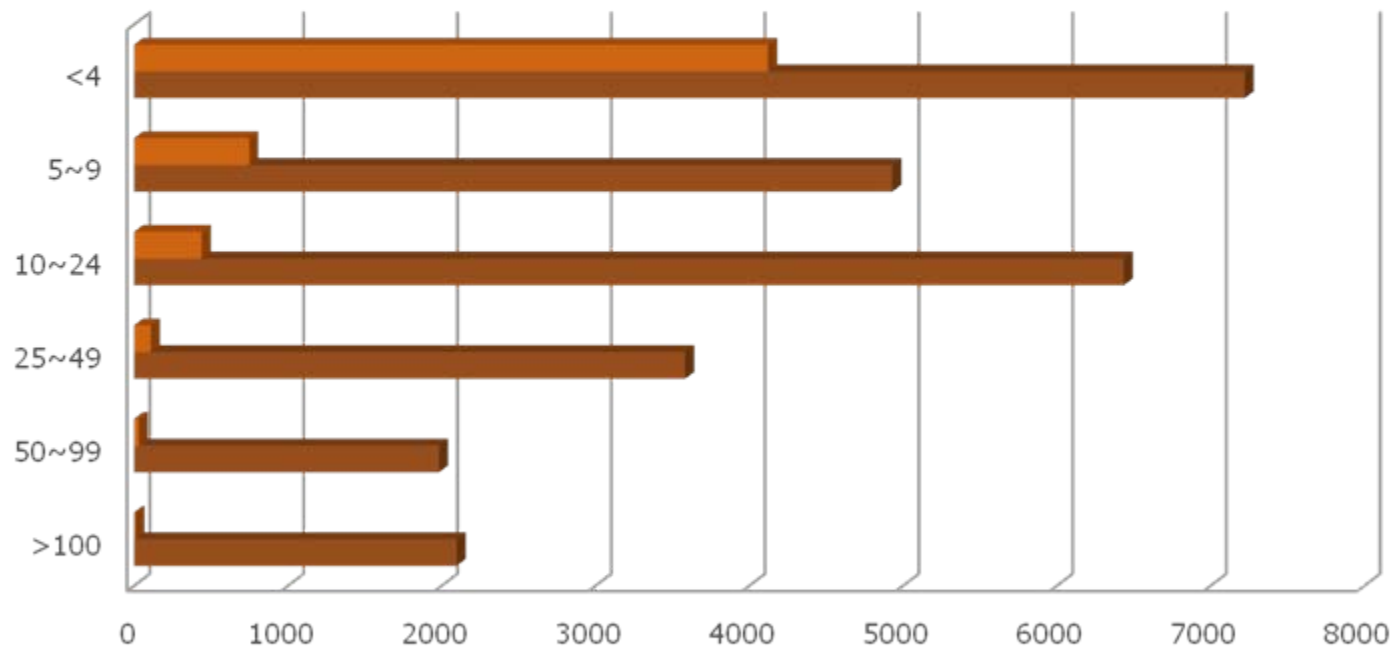
**Table 1 Top 30 FLPs requested by Fudan patrons during 2003-2012**

S. No.	Name of Periodical	ISSN	CLC code	No. of requests
1	Mitochondrial DNA	0036-8075	N	914
2	Methods in Enzymology	0076-6879	Q	253
3	Nature	0028-0836	N	157
4	int j rad oncol biol phys	0360-3016	R	139
5	Oncogene	0950-9232	R	136
6	The Journal of Biological Chemistry	0021-9258	Q	132
7	e j gynaecological oncology	0392-2936	R	132
8	Ophthalmology	0161-6420	R	126
9	Ninth International Conference on Solid State Lighting Meneghini	0277-786X	T	109
10	Oncology Reports	1021-335X	R	91
11	Engl J Med(The new England journal of medicine)	0028-4793	R	85
12	Anticancer Res	0250-7005	R	84
13	Lancet	0140-6736	R	80
14	Invest Ophthal Vis Sci	0146-0404	R	78
15	J Clin Oncol.	0732-183X	R	78
16	J Uro(The Journal of urology)	0022-5347	R	77
17	Int J Oncol	1019-6439	R	73
18	Cochrane database of systematic reviews	1469-493X	R	72
19	J Nanosci Nanotechnol	1533-4880	T	72
20	Babel	0521-9744	H	67
21	the journal of the American medical association	0098-7484	R	67
22	Transplantation	0041-1337	Q	65
23	water science and technology	0273-1223	X	64
24	Sci Signal	1937-9145	Q	62
25	Gastroenterology	0016-5085	R	60
26	Tesol Journal	1056-7941	I	59
27	ChemPhysChem	1439-4235	O	58
28	J Neurosci	0270-6474	Q	58
29	J Appl Polym Sci	0021-8995	TQ	58
30	Ann Thorac Surg	0003-4975	R	55



# Statistical Results

Chat1. Distribution of FLPs request numbers by Fudan patrons during 2003-2012



	>100	50~99	25~49	10~24	5~9	<4
No. of FLPs	9	31	109	440	749	4123
No. of requests	2098	1984	3584	6437	4931	7223

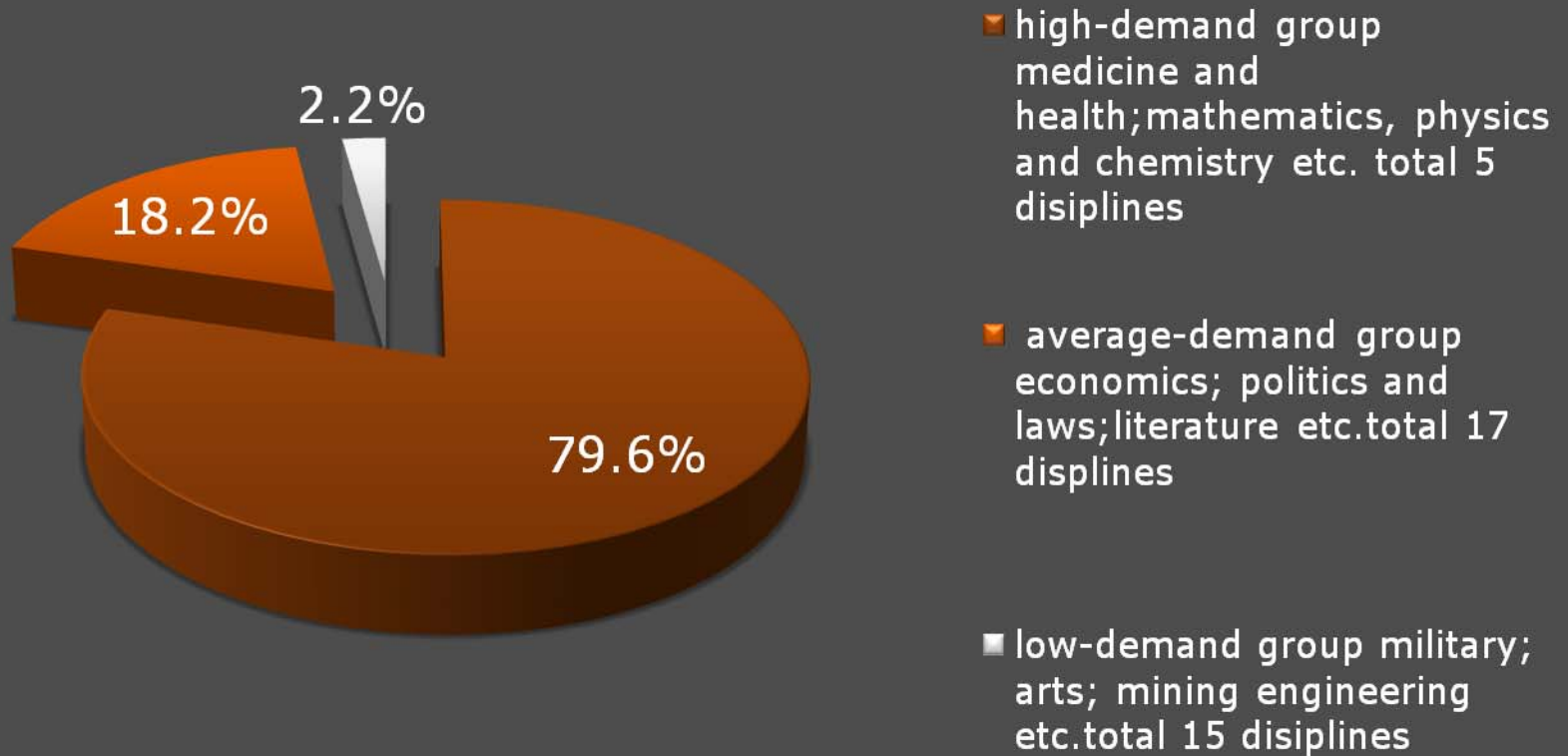
# Statistical Results

**Table 2 Distribution of academic disciplines of document delivery requests submitted by Fudan patrons during 2003-2012**

CLC code	No. of FLPs	No. of requests	%	CLC code	No. of FLPs	No. of requests	%
B Philosophy, Religions	101	247	0.9	TE Oil and Gas industry	4	10	0.0
C Social Sciences	104	259	1.0	TF Metallurgical Industry	7	24	0.1
D Politics and Laws	115	213	0.8	TG Metallkunde and Smithcraft	14	42	0.2
E Military	8	16	0.1	TH Mechanics, Instrument Industries	36	119	0.5
F Economics	179	379	1.4	TK Energy and Power engineering	6	13	0.0
G Culture, Sciences, Education and Physical Education	135	362	1.4	TL Atomic Technologies	13	50	0.2
H Languages	94	548	2.1	TM Electrician Technology	7	11	0.0
I Literature	39	170	0.6	TN Radio-electronics, Telecommunication	48	158	0.6
J Arts	23	59	0.2	TP Automation Technology, Computer Technology	49	90	0.3
K History, Geography	113	235	0.9	TQ Chemical Industry	136	579	2.2
N General Theories of Natural Sciences	72	1352	5.1	TS Light and Handicraft Industries	31	68	0.3
O Mathematics, Physics and Chemistry	745	3506	13.4	TU Construction Sciences	31	90	0.3
P Astronomy, Earth	65	192	0.7	TV Hydraulic Engineering	4	10	0.0
Q Biology	654	3380	12.9	U Transportation	9	18	0.1
R Medicine, Health	2266	12663	48.2	V Aeronautics and Astronautics	12	34	0.1
S Agricultural Sciences	77	207	0.8	X Environmental Science and Safety Science	46	200	0.8
T Industrial Technologies	90	409	1.6	Z General Books	30	145	0.6
TB General Industrial Technologies	78	352	1.3				
TD Mining Engineering	20	47	0.2	Total	5461	26257	100

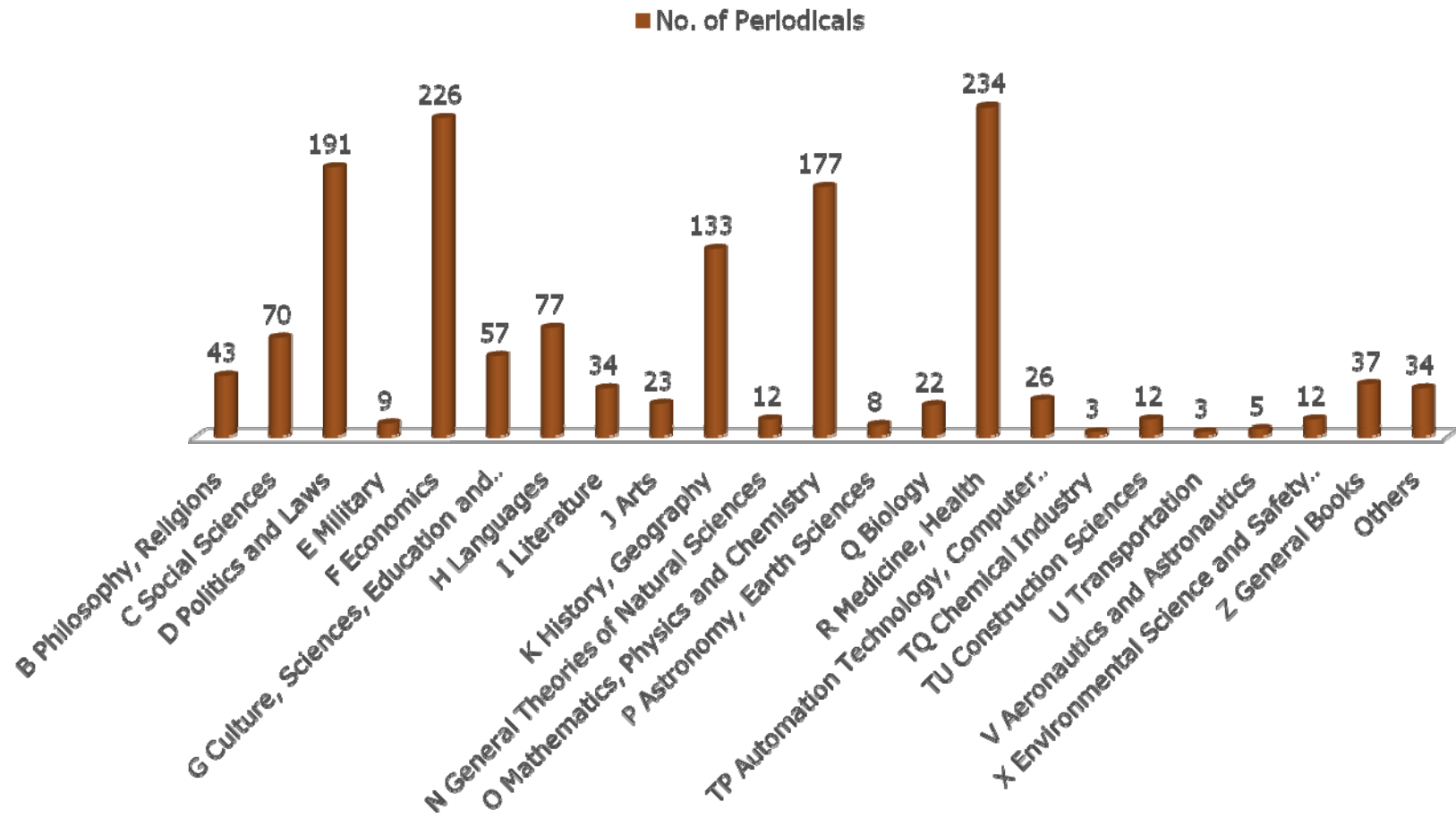
# Statistical Results

Chat2 FUL patron's FLPs demand groups during 2003-2012

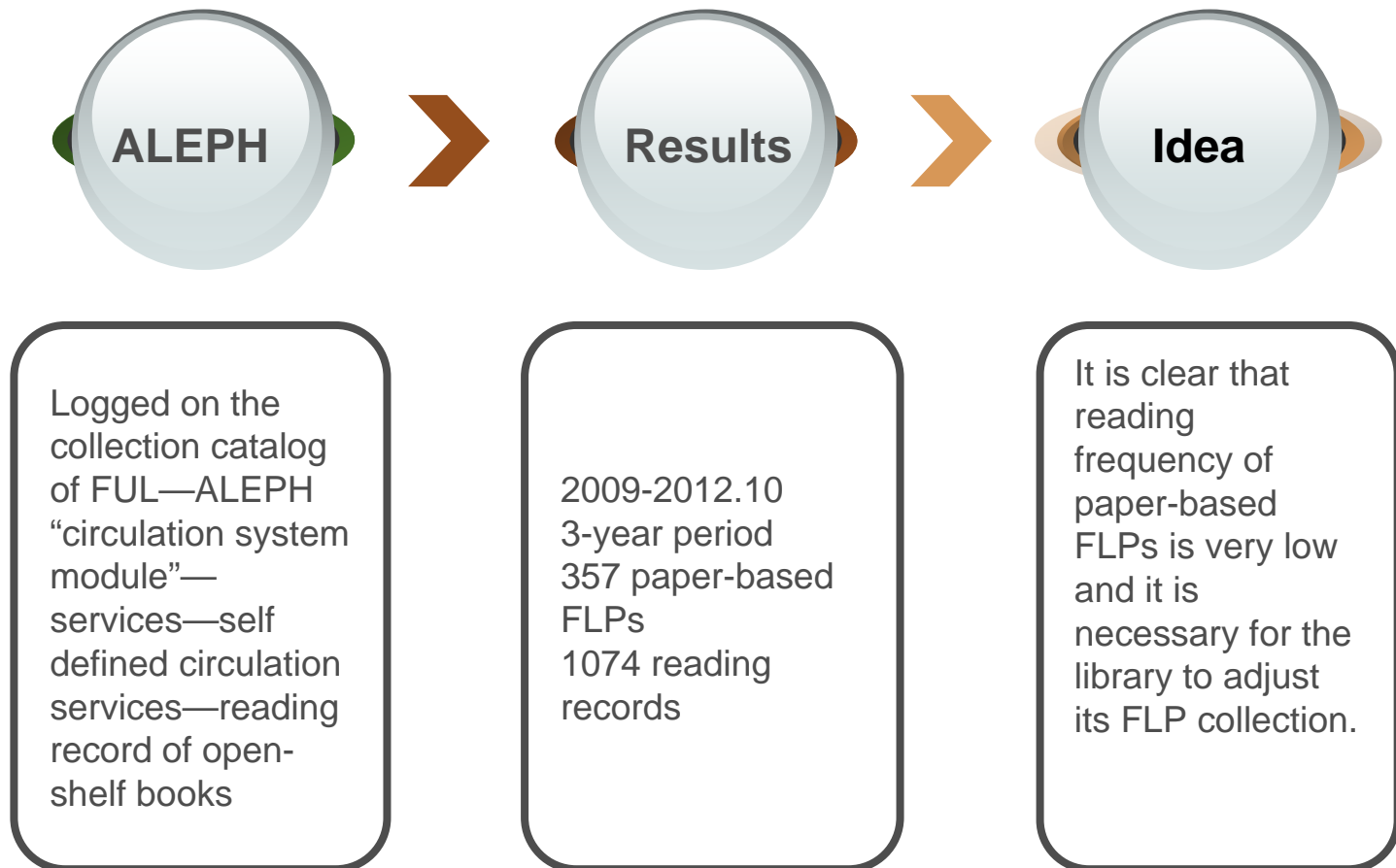


# Status Quo

Chat 3 Distribution of academic disciplines of FUL's paper-based FLPs in 2012



# Low Reading frequency





# Strategy

1.

A demand-driven acquisition strategy

2.

A demand-driven discipline development strategy

3.

A sustainable, demand-driven FLP development strategy



# Strategy one

## ❖ **A demand-driven acquisition strategy should be adopted.**

Tables 1 and Chart 1 demonstrate the top 30 FLPs in terms of request number and the 149 FLPs with more than 25 requests during the study period. The library may well consider order these FLPs.



# Strategy two

- ❖ **A demand-driven discipline development strategy should be adopted.**
- ❖ Although the two disciplines of “**medicine and health**” and “**mathematics, physics and chemistry**” already have a significant share in the current collection mix, there is still need to continue to take these two disciplines seriously in future collection development. Also, **biology and natural sciences** should be further strengthened in terms of FLP collections.
- ❖ Although “**economics**”, “**politics and laws**” and “**history and geography**” are also major disciplines in FUL’s FLP collections, they belong to the average-demand group. Analysis demonstrates that FUL still falls short of totally satisfying patrons’ demand for FLPs of disciplines in this group and thus more FLPs from this group can be added as appropriate.





# Strategy two

- ❖ In particular, the three disciplines of “**chemical industry**”; “**industrial technology**” and “**environmental and safety sciences**” must be strengthened because, there are 17 paper-based FLPs in FUL (as shown in chat 3) while patron demands were for 1188 items in 272 FLPs.
- ❖ Low-demand group includes disciplines such as **military; arts; mining engineering etc.** Despite the small share of these **15 disciplines** in the current FLP collection, patron demands are basically met. It is suggested to maintain the status quo or even consider reducing FLPs belonging to this low-demand group in the existing portfolio. Thus FLPs of disciplines belonging to this group can be excluded from the purchase list for the time being.



# Strategy Three

- ❖ **A sustainable, demand-driven FLP development strategy should be adopted.**
- ❖ The ultimate goal for university library collection development is to satisfy patron demands which **keep evolving—driven** by changes in majors offered by universities, shifts of study areas of the patrons, the emergence of inter-disciplines and adjustment of university discipline configurations etc.
- ❖ University libraries should study patron document request data **on a regular basis** to keep abreast of particular FLP demands of patrons, design relevant and sensible strategies for the development of FLP collections and better serve teaching and research activities.



# Thank You !

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