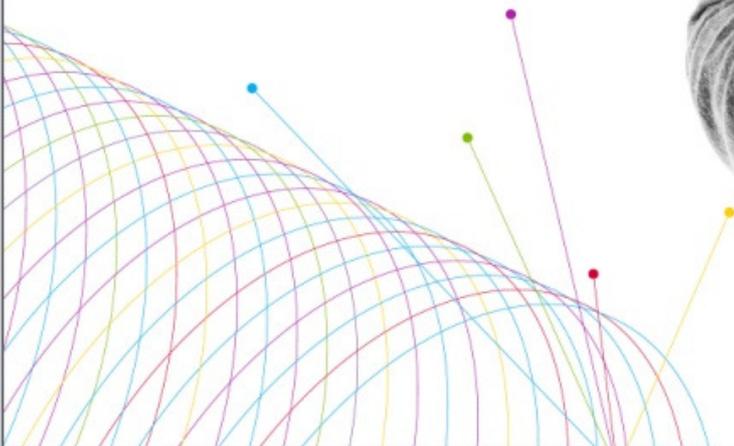
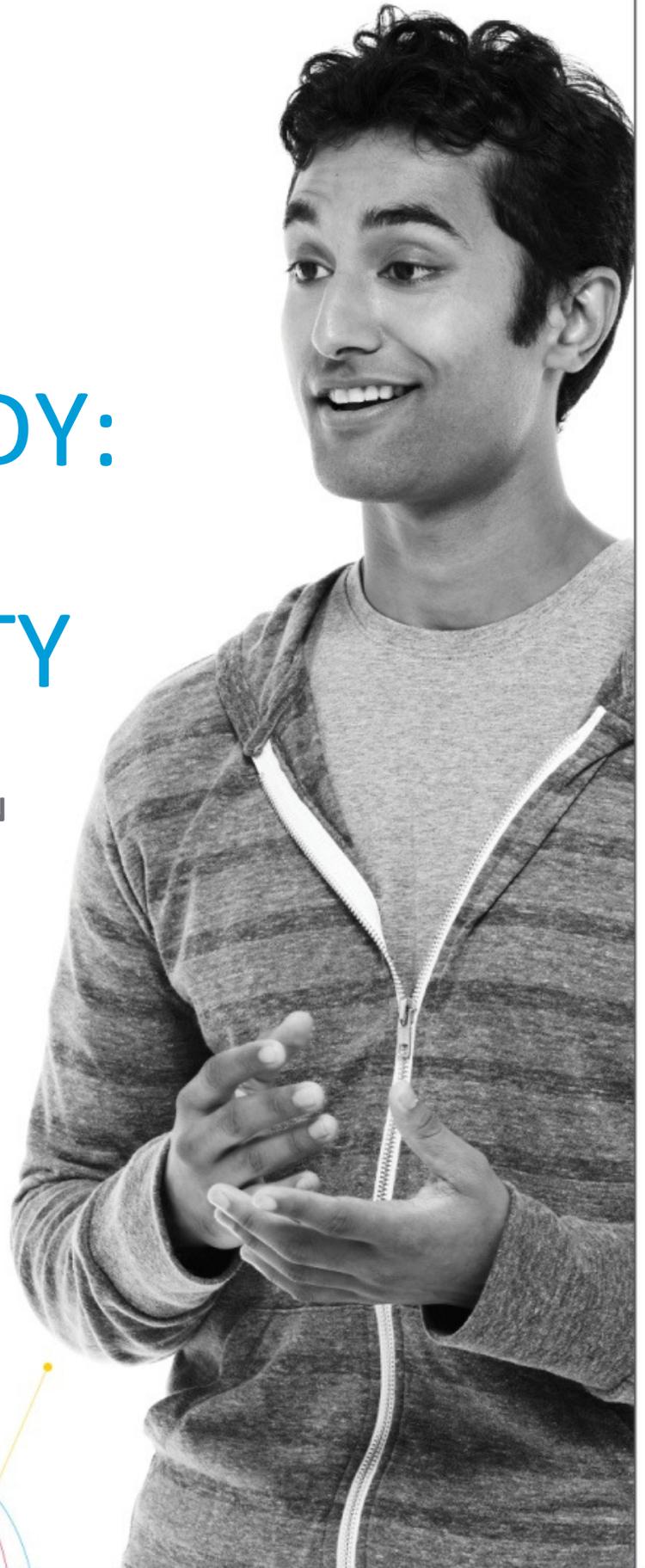


nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™

CASE STUDY: LEIPZIG UNIVERSITY

PATRON DRIVEN ACQUISITION
MODEL FOR PRINT BOOKS



CASE STUDY: LEIPZIG UNIVERSITY

Patron driven acquisition model for print books

Leipzig University is a diverse and dynamic university steeped in tradition. Founded in 1409, it is one of the oldest universities in Germany and describes itself as an interdisciplinary, international comprehensive university.

It is fast becoming a top-level European university and internationally recognised seat of research and learning for young scholars. The University draws on an extensive range of subject areas. Crossing boundaries of traditional academic disciplines, international collaboration and networking with non-university research institutes and business, these are not just traditions of the University but are also the basis of its academic excellence.

User-driven acquisitions for print books at the Leipzig University Library

The Leipzig University Library provides its users the opportunity to order print books for the library that are not already in the collection. To facilitate this there was a requirement for metadata for around 120,000 books to be recorded in the catalogue. Nielsen was able to provide this data.

How does user-driven acquisition for print books work?

When carrying out research users will access the library catalogue to search and discover titles. All the titles within the catalogue are colour coded to identify which of them are kept within the library's collection. If the user finds information for a title not held within the library's collection they will receive a notification stating that the title may be purchased at their request. With the use of an online form, the user can easily initiate a procurement order providing a reason for their request for that title to be purchased. This provides the Subject Librarian with useful information about what is needed for research and for study. After a quick examination and formal check by the library staff the user will receive a message within 48 hours to confirm the title has been ordered. Once the title arrives in the library, the user is again informed and the book is incorporated into the library collection. In general, the user can loan and read the book about 2-3 weeks after they have submitted their procurement order.



Which records are displayed in the catalogue?

Before Nielsen data is added to a client's catalogue a selection process is necessary. The Nielsen BookData Record Supply Service requires a new customer to go through a series of precise criteria selections to ensure they receive the data they need. The criteria for Leipzig University Library is based around content and only includes titles that meet the following characteristics:

- From the UK or US markets
- With enhanced data content
- Records must have an Identifier, Title, Publisher, Imprint, Publication Date and BIC Subject & Product Form details
- They must be available (in-print and in-stock)
- Target audience are Undergraduates, Postgraduates, Research and Scholarly
- Ominous publishers are excluded by publisher code.

The subject librarians were also able to use BIC Subject Codes to exclude contextual level topics which were not relevant to the university. Using these selection options the database could be tailored to meet the special needs of Leipzig University Library.

Why user-driven acquisition?

In addition to the project described above the Leipzig University Library also offers user-driven-acquisition for e-books. The motivation for focusing on user-driven acquisition can be described using three key words:

Effectiveness. By using user-driven acquisition, library funds are used precisely for the required literature, in particular research and specialised literature. Shelf Sitters are reduced, because the library purchases the exact books that are required by the students and researchers.

Service improvement. With this project, users are able to obtain the literature they require easily and quickly - irrespective of their status and institutional connection.

Participation. Users can contribute their expertise in the development of the library collection. They can use it to shape the collection to suit their needs and through user-driven acquisition stock gaps can be filled and trends identified.



Conclusion

Jens Lazarus, University Library Leipzig writes of the Nielsen service: *“The set-up of our data profile for the Nielsen BookData Record Supply Service was organised according to various parameters needed to facilitate the service at the very start of the process and was very easy to set up with Nielsen. Any changes required to the parameters were quickly made by the Nielsen team.*

The Nielsen BookData Record Supply Service runs very smoothly and without any problems. The communication with Nielsen is quick and uncomplicated, in short, we are very pleased with the service and the data provided by Nielsen and its staff.”

Since June 2012, the project has been running successfully at Leipzig University Library. Every day, they receive about five procurement orders that they then try to purchase. The feedback they get from their users shows that they appreciate this service very much.

For more information about the Nielsen BookData Record Supply Service email: libraries.book@nielsen.com / www.nielsenbook.co.uk

To contact Missing Link - Nielsen’s Book exclusive agent in Germany, Austria & Switzerland: klaus@missing-link.de / www.missing-link.de

For more information about Leipzig University:
www.zv.uni-leipzig.de/en/university/profile-and-management.html

Contributors: Dr. Henriette Rösch, Leipzig University; Klaus Tapken, Missing Link - International Booksellers and Stephanie Enderby White, Nielsen.

UNIVERSITÄT LEIPZIG

UNIVERSITÄTS
BIBLIOTHEK *ubl* LEIPZIG