CHAPTER- IV

COLLECTION DEVELOPMENT
4.1 Introduction

Knowledge is power and libraries are the reservoirs of the power manifested in books and other reading materials. Libraries are the temples of learning, the doors of which are open to each and everybody. The main tasks of a library are to collect, store and disseminate the knowledge/information taking a view of users’ requirements. Out of these three main functions, the collecting or acquiring of knowledge occupies the most important place. If the book collection of library is efficient, ideal and could satisfy the needs of the readers, then it would enhance the image of the library. The efficiency of the library service is governed largely by the quantity and quality of its collection. Library collections are measured not in terms of numbers, but also in terms of their value and utility to the clientele. The quantitative and qualitative growth in published literature, the nature and functions of the parent institutions, the varied requirements of the readers, and financial stringency force us to follow the principle of pick and choose. As a result, book selection and collection become major activities of the libraries and its staff.

The developments that emerged during the present century have provided many opportunities and challenges for the libraries. Interdisciplinary nature of research, information explosion, production and availability of sources of information in multimedia, automation of library systems, physical deterioration of documentary sources, the changing concept from ownership to access, networks, financial constraints, etc. are some of the issues affecting library services. Perhaps the most important issues or realities are electronic publishing and networking of libraries, changing concept from ownership to access, and commercial availability of databases, etc. These realities have a
direct impact on libraries. Hence, libraries must cope up with these realities to varying degrees.

4.2 Selection of Documents

The selection of document or book is the prime importance of all types of libraries because the selection controls increase in collection number. Selection of materials for a library requires sagacity, adroitness and attention to people’s needs for everything from books and periodicals to films and recordings. The type of library is a major factor that influences selection. The financial resources, the readers, their reading needs and tastes vary from library to library. Public libraries are known for their diversity as each one of them is to serve its own community. Selection priorities, therefore, do differ from library to library. Nevertheless a public library should cater to such material as provides information on social and cultural matters and on the daily needs of life.

Academic libraries have an advantage over public libraries. Their clientele is homogeneous. They exist to support and promote the educational programmes of the institution with which each one of them is attached. The selection should cater to the curricular, co curricular, and research needs of the respective institutions.

Special libraries are for specialised users, having collections of specialised material to support the research programmes of their parent organisations. They usually build up a collection of current literature comprising periodicals, government publications, reports, standards, patents, reviews, advances, handbooks, manuals, data books etc. Therefore different
selection principles have been enunciated by librarians and information professionals. Some of these are discussed below:

4. 2.1 Drury’s Principle

The basic principle, which still governs the selection of reading material for a library, was enunciated by Drury in 1930. It states: “To provide the right book to the right reader at the right time”. (IGNOU; 1999; 21)

4.2.2 Dewey’s Principle

Melvil Dewey’s principle states: “The best reading for the largest number at the least cost”. (IGNOU; 1999; 22) According to this principle a library should select, within the financial resources available, the best documents which may satisfy the information needs of the maximum number of readers.

4.2.3 Mc Colvin’s Principle

L. R. McColvin advanced his Demand and Supply Theory of Book selection in 1925. He states, “Books in themselves are nothing. They have no more meaning than the white paper upon which they are printed, until they are made serviceable by demand. The more closely book selection is related to demand, the greater is the resultant and possible service”. (IGNOU; 1999; 23) This theory advocates the selection of only those documents which are demanded by the users for their informational needs.
4.3 Acquisition of Document

Books and other documents can be acquired by any one or more of the following methods:

- Gifts/ Donations
- Exchanges
- Purchase
- Institutional membership
- Deposit system

4.3.1 Acquisition through Gifts/ Donations

Gifts and donations constitute an important source of acquisition of reading materials in a library. Many a library has benefited enormously by accepting gifts and donations. Perhaps, it is a good practice to solicit gifts and donations. However, one must be careful in accepting them as it may cause administrative problems involving the procedure of acceptance, technical processing, placement, and maintenance. In addition, cost of maintenance should be considered before accepting gifts.

Generally, individuals bequeath their personal collections. While some may not put conditions, others do. For example, they may insist that all documents (irrespective of whether they are useful or not) should be accepted and also that they should be placed as a special collection. This may not be acceptable to the library concerned due to:
1. Irrelevance of some documents to the subjects of interest of the institution.

2. Difficulty in maintaining as a separate collection as merging with the general collection is more helpful.

3. Space considerations.

4. Financial considerations, like cost of maintenance, etc.

Some libraries are designated as Deposit Centre and receive free copies of publications brought out by Governmental and Non-Governmental organisations. Under provisions of the Copyright Act or the delivery of Books and Newspapers (Public Libraries) Act, 1956, some national and state level libraries receive free copies of all publications originating in India.

4.3.2 Acquisition through Exchange

Acquisition through exchange is another mechanism by which Collection Development can take place. Of course, it goes without saying that the library should have material (like duplicates or publications of its own or of the parent body) that can be exchanged. Certain materials can not be purchased but may have to be acquired either on exchange or through gift. In case of Russian publications for example, the methods of exchange or gift work very well as it may be more difficult to purchase materials from there. In such a case, it is necessary to work out an exchange agreement.
4.3.3 Acquisition through Purchase

Most of the documents are acquired through purchase. A document should be purchased only if it cannot be acquired by exchange or gift or membership. Since the library cannot build its collection purely on the basis of gifts and exchanges, acquisition by purchase becomes inevitable. But no library can purchase all relevant documents owing to limitation of financial resources. Therefore, it becomes necessary to make a judicious selection of all documents considered relevant to the library before purchasing them.

4.3.4 Acquisition through Institutional Membership

Institutional membership is another potential resource in collecting documents. The library may enlist itself as member of learned societies and institutions who publish useful materials. Often the membership subscription may cover the right to receive their publications either free of cost or at concessional prices.

4.3.5 Deposit System

The deposit system entitles some specially designated libraries to receive free copies of the publications brought out by governments, national and international organisations, etc. There are many university libraries and state central libraries enjoying these benefits. There are also the national and state legal libraries designated to receive free copies of all publications originated in India, either under the provisions of the Copyright Act or the Delivery of Books and Newspapers (Public Libraries) Act, 1956. In all these
cases the recipient library should be continuously on the alert about the new titles and their timely receipt.

4.4 Selection of Periodicals and Serials

The selection of periodicals should be conditioned by the kind of library and its clientele. For example, in a small public library, if advanced magazines are got, it is certain that these will not be even touched by any reader and it will be a sheer wastage of money. Moreover, the selection of periodicals should not be left in one or two hands but like books, there must be a committee for this purpose so that judicious selection may be made possible. This is specially important in big libraries e.g University and special libraries. The Association of Special Libraries and Information Bureaux have recommended the following criteria for selecting the periodicals and serials:

1. Recommendations by specialists.
2. Recommendations by members of the library staff.
3. Opinions of librarians of other institutions.
4. Announcements and reviews.
5. Consultations of lists of most cited serials.
6. “Reference Counting” is another method to ascertain the usefulness of a particular serial in specific fields of knowledge. The serials or periodicals which are cited very often by the specialists in their books and research articles can be safely subscribed to in spite of some disagreements amongst specialists of limited sub-fields of knowledge (which are natural
because these specialists are biased towards their special fields of study only) because when people often quote and refer certain serials and periodicals, it can safely be inferred that these publications contain useful matter for the use of research scholars and specialists.

Similarly, the journals and serials which are mostly abstracted and indexed in standard indexing and abstracting journals can be safely subscribed to, because only those articles of those journals are abstracted which are fairly standard ones and provide nascent thought to the readers and have got learned and experienced boards of editors.

The general principles of periodical selection do not vary essentially from those governing the selection of books. The factors governing selection depend on

1. the financial resources of the library,
2. periodicals already taken,
3. the scope of the library,
4. demands of readers,
5. whether the title is easily available elsewhere.

### 4.5 Acquisitions of Periodicals

The periodicals and magazines can be acquired by any one or more of the following methods:

- Gift /Donations
Exchange

Institutional membership

Deposits

Purchase

4.5.1 Acquisition through gifts

Gifts constitute an important source for the acquisition of periodicals in the library. For example, many societies send their periodicals/publications to the library free of cost for the sake of publicity. Some publishers also supply some of their periodicals for some time to make the libraries subscribe to them at a later date. However, the indiscriminate acceptance of gifts may create administrative problems pertaining to storage, processing, maintenance, cost, etc. Hence they should be accepted with much care and scrutiny after ascertaining their usefulness to the users of the library concerned.

4.5.2 Acquisition through Exchange

Acquisition of periodicals through exchange is another mechanism by which Collection Development can take place. The two commonest forms of exchange are on a price-for-price basis or on a value-for-value basis. While in the former method a publication has to be sent in exchange for another publication irrespective of its cost, in the latter the exchange is based on the costs of the publications covered by the exchange relationship. The former has the advantage of not requiring much accounting provided that a reasonable and suitable item is sent or received in exchange. If the value of
the item received is uncertain it may be advisable to insist on a closer degree of equality in respect of the materials sent.

4.5.2 Acquisition through Institutional membership

Institutional membership is another potential resource of building up a periodical/serial collection. Some periodicals are received by a library in lieu of payment made either by the library or its parent body to various learned societies and organisations as membership fee. These societies generally publish one or more regular publications for keeping their members and the concerned professionals in touch with their activities, programmes and achievements. These publications are generally received by the library without paying any extra amount.

4.5.4 Acquisition through Purchase

Two different methods are available for ordering of periodicals. They are the direct subscription method and the agency method. In the former case, the library places orders directly with the publishers of each periodical. In the latter case, the order is placed with an agent who acts as the intermediary between the library and the publishers. Each of these has its own merits and demerits.

4.6 Selection Procedure

Selection procedure, we mean in library context the series of action done to accomplish something i.e. selection of library materials. Book selection procedures differ from library to library due to the peculiar circumstances of each library. The financial resources, the readers, their
reading needs and tastes vary from library to library. Smaller libraries will be contented by simply drawing up a list of books for purchase once a year whereas in bigger libraries, this is a continuous job. Materials acquired by a special library should have some relevance with the parent organization and to the potential needs of its users.

Before purchasing the documents in the library, the librarian should take the suggestions for purchase of books in the following ways:

1. Suggestions of the Heads of departments (in case of Academic and Special Libraries)
2. Suggestions of the members of the Library committee (in case of public Libraries)
3. Suggestions of the library staff
4. Suggestions of the readers.

Acknowledgement letters are written to the persons who have made certain suggestions. All these suggestions are collected together under various subject headings and proper consolidated lists or book selection cards are prepared. All the necessary bibliographical details are filled in by consulting the book selection tools. The librarian should also check the holdings of the library. For the selection materials, budget allocation should be taken into account.

The emphasis should also be given for the selection of documents on the following points:
1. Nature/ scope of Library
2. Size of the Library
3. Type of the users
4. Nature of the service rendered /offered
5. Budget allocation.

In some libraries, the book selection work is done in the end of the financial year which is a wrong procedure. If it cannot be made a daily feature, it must be considered as a weekly job so that the readers are supplied with the latest publications just after their release and thus their reading interests is retained.

These lists or cards are first arranged alphabetically by author under various subjects and are checked with the public catalogue (or official catalogue, if any). Those items which are found in the catalogue are deleted from the list or the cards are crossed. The remaining cards are then checked with other sequences such as gifts sequence i.e., the cards showing the details of books which have been either received as gift or for which orders have already been placed. Those items found from these sources are deleted. If duplicate copies are required, it is noted down on the lists or cards and a proper check is made to ensure that only as many copies are retained in the list or cards as have been recommended or are required otherwise.

The list is sent to the Library Committee by the Librarian for approval. The Library Committee meetings are held periodically, generally monthly. The librarian presents these lists with his remarks as to the availability of funds etc. and the formal sanction of the Committee are secured. In case of
academic libraries, the original recommendations are generally considered to be the final sanction for purchase and order lists are prepared after duplication checking.

4.7 Collection development: Concept

The term ‘collection development’ is used synonymously with the term ‘selection and acquisition’. But collection development is a more encompassing term since it involves more than just selection and acquisition. Building a collection may occasionally involve selection and acquisition of recorded knowledge. But exact meaning of the term collection development is planned systematic development of an existing collection. Collection development therefore is somewhat more than the mere act of selection and acquisition and is however synonymous with ‘collection building’ which presupposes a nucleus collection to develop over. The building up and developing of quality collection is the most important and most difficult of the professional librarian’s responsibility.

Collection development is an operation that involves regular addition to the collection of information sources in print and in other modern forms, and weeding out on regular basis, of such materials from the collection that turn obsolete or deteriorate physically over time. This plus-minus operation involves a host of intricacies and is regarded as an operation of paramount importance in offering efficiency, responsive patrons’ services in a library, information storage and retrieval system, or other bibliographic databases with similar objectives. No wonder, there has been a general belief that there is a positive correlation between the collection size of a library and its performance in terms of patrons’ satisfaction. Thus collection development is
a continuous process in all types of libraries worldwide. If library ceased
adding fresh materials to collection, it would soon relegate into a dead
collection affecting adversely the performance of a library.

4.7.1 Changing Concept of Collection Development

Collection Development is no longer just about creating physical
collection and the concept is also changing at a rapid pace. Continuing
economic constraints, together with factors like lack of space, curriculum
changes, research selectivity, the expansion of higher education, the
‘information explosion’ and the growth of new information media, lead to
higher priority being accorded to planned and coordinated collection
management and also stock revision in a library. There has been a move from
an emphasis on building local collections providing a range of services to
users, to including access to remote sources of information. Users too expect
instant access to a variety of resources- Bibliographies, Online Journals with
full text articles. Besides the procurement of books, journals and non-book
materials, the Collection development in recent times is to incorporate site-
licensing, copyright issues, service and platform providers, complex
electronic resource fee schedules and how access will be provided to various
electronic resources.

The definition of a Library Collection has expanded over the last 125
years to comprise at least five levels mentioned below:

- The physical documents owned by a library;
- The physical documents owned by other libraries but available through
  Inter-Library Loan;
The Electronic Documents purchased or subscribed by a Library;

The Electronic Documents available through Consortia;

The Free Electronic Documents available on Internet.

The economic crisis that affected the libraries and librarians since the last three to four decades are:

1. The rise and demand for electronic resources and services that began in mid 1980’s and erupted in early 1990’s;

2. The rapid growth of scholarly journals-particularly in scientific, medical and technical disciplines and in the steep annual increase in their prices;

3. Television and Internet, both leading to a decline in reading as a preferred leisure activity.

4. A librarian should stop thinking about his library in terms of numbers and size of collections and start thinking more in terms of print-on-demand of his library collection and should liberate the special collections for greater use.

Hybrid libraries with mixes of print and digital resources has changed the perspective of library wherein the library which earlier was measured with ratio between monographs and serials-both in holdings and budget- in the present scenario will be measured in the ratio of print to electronic.
4.8 Conclusion

Collection development is an important process in any library. The goals of collection development are unaltered in any environment - whether digital or in print media. Traditional selection policies and procedures cannot keep pace with the change in the technology. The concepts of ownership need to be replaced with sharing the resources for mutual benefit. The collection development in the electronic age must focus on the existing automated system, electronic communications, expertise in accessing and testing the electronic products and skills in understanding and negotiating license agreements etc. The electronic era is more conducive to the resource sharing and also use of financial resources effectively. It saves lots of time for user and staff. Finally, it helps to provide right information to right user at right time.
References


