Collection Development in Public Library: A Literature Study

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ABSTRACT

Collection development is one of the most important tasks in librarianship. Collection development in public libraries is a fundamental issue to meet the information needs and information seeking behaviour of users. Collection development is a vital for developing library service and facilities to meet the information needs effectively to diversified society. In this context the investigator studies literature on collection development of public libraries and identifies few issues like needs- and -preference of public libraries services for individuals; The public library should provide access to the heritage of its society and develop diverse cultural resource; Weeding out of older collections would achieve a contrary affect for future generation; Public library collection complement services should not be seen as an end in them, but their primary purpose is the preservation and conservation of resources for future generations; Factor impeding the development of Information Technology in public library; Public Library trends indicate a new era of library and information services making it necessary for librarians to decide whether the public library will be an active or passive institution for public enlightenment and social change. Public librarians are most concerned about improving ways of measuring a library’s effectiveness as a social institution, studying the user and non-user, utilizing manpower, financing library service, and organizing and administrating a library and so on. The investigator recommended the India is a rich cultural heritage country with multilingual socially diversified society and the role of public library is a vital for developing this social capital society.

Keywords: Collection in Public Libraries, Public Library Service, Public Library Facilities, Weeding Out Plan, Collection Library Policy, Collaborative Collection Library, Selection Process.
to the same extent by smaller and larger libraries. Data were collected from 111 public library directors in the state of Ohio (73.5% response rate) through a self-administered mail questionnaire. An overall increase was reported between 1992 and 1995 in the percentage of public libraries complying with individual components of the Ohio Standards. A discernible pattern among specific categories of standards components was found with respect to compliance and usefulness as perceived by the director. Findings indicate that library size, as measured by population served and total income, is a factor in compliance with, and perceived usefulness of, two categories of standards components: Community Input, and Management. Library Size appeared to be unrelated to the Planning, Written Policy, and Output Measures.

10. Collection development- budgeting

Murray Martin (1995) focuses on the interrelationships between collecting and accessing library materials and on the interrelationships of library operations, such as budgeting and accounting. Challenges for budgeting, such as increasing serials prices, are intertwined with collection development challenges as well, presents students and practicing librarians with a very useful guide to the world of library budgets, one with a strong emphasis on collection development and acquisition activities. He successfully mixes issues of concern about the budgeting process and its ultimate outcome with pragmatic approaches to presenting and resolving many of those concerns. He includes sample budgets for both academic and public libraries and uses these budgets, which are in table format, throughout the book to make his points easy to understand.

11. The role of price on the selection of materials

William Robinson (1995) studies public library systems in the 200 largest cities in the United States to learn more about the role of price on the selection of materials. A 34 percent response rate yielded six percent unable responses, when ranked on a scale from 1 to 7 with 7 being least important, least price add a median ranking of 5. While likely community demand has ranked 1. When faced with price increases those collection developers tended to select fewer duplicates, fewer periodical and annual publications and fewer non book items, about 26 percent of those responding had adopted on informal or formal price ceiling for selection, About 66 percent of these librarians were likely be more price conscious when selecting non book items, price ceiling for categories and formats are discussed.

12. Collection Development Process

Zappen (1995) recommends that libraries to educate and involve faculty; refrain from using book money or asking for more money; cancel expensive titles; rely upon journal use
Introduction:

Collection development is one of the most important tasks in librarianship. Collection development in public libraries is a fundamental issue and is performed by one or more librarians who make a variety of selection tools. Computers and information systems are becoming increasingly important tools for selectors because they offer alternatives for assessing user needs, for gathering information about published materials, and for obtaining materials quickly.

Selection is performed in different ways, some organizations centralize tasks in a single department and others decentralize tasks by allocating responsibility for parts of the collection to various departments or individuals. What is consistent about the collection function is that selectors start with a policy, develop workable procedures, rely upon proven tools, and have one or more audiences in mind when making selections, and public libraries are challenged to follow Ranganathan’s goal to have something for every reader. Selection for public libraries has become even more challenging in an era of super bookstores, Internet shopping, and video rentals. Patron shaves rising expectations for variety, speed of acquisition, and availability of both new and older materials. The pressure to get desired items faster has resulted in greater dependence upon wholesale vendors, mainstream selection tools, institutional profiling, and computer-assisted selection and acquisition. Further, there is an ephemeral quality about the materials used for selection that makes them difficult to manage but appropriate for computer applications.

Objectives:

The objectives of this paper are to:

- To trace the public library service for diversified societies
- Collection development selection process
- Collection development for specific group
- Weeding out practice of collections
- Factors impeding the development of IT in public libraries
- Electronic resources librarians or electronic information Co-ordinator
- Changing concept of library profession and application of IT on collection development

Methods:

- The investigator collects literature from EMERALD, EBSCO, LISA, ISA and Conferences/Proceedings related to collection development in public libraries with synonymous

- 24 literatures were chose for the present study published during the year of 1967 to 2011.

**Theoretical Framework:**

The study examines the service of public libraries their collection development process and policy by reviewing/studying the literatures published during 1967 to 2011.

This work is based on theories that would emphasis the public library users to use library service in the information explosion world and diversified society.

**Review of Literature:**

1. **Collection Development for Multi-lingual, and Diversified Societies**

1. **The public service for diversified society**

   Atlestatam (2011) studies needs and preferences of public library services for individuals, who have another mother tongue than the majority population, in this case Swedish, have become more and more evident. In order to reflect on prevailing practices, the Gothenburg City Library initiated a study using 14 focus group discussions (Brunnström, 2006). The analysis of the opinions of 154 participating individuals with varied non-Swedish backgrounds, combined with the analysis of borrowing figures, has made it possible to continue to develop services in the multicultural, multilingual society that Gothenburg is today with 21 percent of the population born outside Sweden (2009 data). The Swedish study ‘More for useful purposes than pleasure’ shows that the most important factors behind the demand for reading materials are: 1) why a person has moved to Sweden; 2) for how long she/he has lived in Sweden; and, 3) what future plans the individual has. These factors result in different needs of fiction, non-fiction and digital access. Individuals new in the country are eager to learn the Swedish language and more about the society. They also demand books on how to manage their day-to-day lives, both in Swedish and their mother tongue. Individuals who have been in Sweden for many years search for reading material with which they can maintain their contact with their original culture and language. In this paper we share what we have learned about this complex matter; how we can best plan our media purchases and stock our libraries in order to meet the needs of our increasingly diversified societies.
2. Public Library service for diverse communities

Al-Qallaf (2009) states that public libraries tout that they serve diverse communities, even having collection development policies, programs, and service that recognize their dissimilar neighbour hoods. The authors of this article, having noted the influx of Arab-speaking populations from Iraq and other Middle East countries to the United States, sought to find out the extent to which this population was receiving library service. The investigators discovered that four Michigan counties comprise a significant Arab-speaking population; in fact, that population base is surpassed only by that of the Middle East countries and Paris, France. The researchers constructed a survey, based on a successful model used with libraries serving Spanish-speaking populations and applied it to the Michigan libraries in the counties with a significant Arab-speaking population. The results reveal that the Arab-speaking neighbour hoods, at least at the time of the survey, were not very well served (except in a few instances) by their public libraries.

II. Large Collection are not synonymous with good collection

Henry Kinya (2011) says that the public library should provide equality of access to a range of resources that meets the needs of its users for education, information, leisure and personal development. The library should provide access to the heritage of its society and develop diverse cultural resources and experiences. Constant interaction and consultation with the local community will help to ensure this objective. Collections complement services and should not be seen as an end in them, but their primary purpose is the preservation and conservation of resources for future generations. Large collections are not synonymous with good collections, particularly in the new digital world. The relevance of the collection to the needs of the local community is more important than the size of the collection. In this paper collection development in public libraries in Kenya mainly on acquisition during 2005-2009 and average books per KNLS library has been discussed.

III. The library builds trust across primary belongings, that is, bridging social capital

Ragnar Audunson., Sophie Essmata. Svanhildab. (2011) explores the role of public libraries in the lives of users. The library offers bridges to the culture of the new country and to the culture of origin. The library encourages moving from passive observation to active participation. The role of the library appears to develop throughout the careers of these women. The library builds trust across primary belongings, that is, bridging social capital.

IV. Computers and Information Technology adopted in Public Library for Collection Development
1. Computers and Information for Public Library

Deborah Barreau. (2006) discusses collection development in public libraries is performed by one or more librarians who make use of a variety of selection tools. Computers and information systems are becoming increasingly important tools for selectors because they offer alternatives for assessing user needs, for gathering information about published materials, and for obtaining materials quickly. This paper describes a case-study of twelve public library systems, the tasks they perform, and the sources they use in collection development. The selectors reported satisfaction with their jobs, increasing reliance upon information systems and electronic resources, and the need for system improvements to support selection for local collections in a publishing climate responsive to popular taste.

3. Consultation-based collection development policies using community needs analysis techniques

Osborne (2006) contends how selected New Zealand public libraries engage in public consultation as part of collection development policy formulation by investigating the consultative methods used by a sample of library managers during the formulation and application of their collection development policies. Five public libraries in the North Island of New Zealand participated in the investigation. Data were collected through in-depth interviews with each of the study participants. The collection development policy documents from each library provided additional sources of data. The data were analysed according to a set of coding themes developed for the project. The results indicate that New Zealand public libraries practising responsive collection management demonstrate the following characteristics: (1) the collection development policy has been formulated as a result of research into client needs and wants; (2) this research uses a variety of community consultation and data analysis techniques; and (3) research into community and customer needs is ongoing. The investigation also shows that managers employ a limited range of consultation techniques, which needs to be broadened in order to collect more robust data about client and community needs. Furthermore, public library collection development policies, where they actually exist, are dated, outmoded and little used. The study suggests that public library managers should make greater use of library surveys and focus groups as a means of collecting consultative data from their clients. It also suggests that managers can create more robust, consultation-based collection development policies using community needs analysis techniques as an integral part of the process.

4. ICT plays a vital role in public library service

Nafiz Zaman Shuvaa (2005) briefs information and communication technology (ICT) plays a vital role in bringing about changes in our society. As technology is getting more
sophisticated and more affordable every day, the range of services that are provided also increases accordingly. In this age of ICT the role of the public library has changed radically in developed countries. They are providing more sophisticated and user friendly services to their users. But, public libraries in developing countries are using these facilities very slowly due to shortage of funds, skilled manpower and other logistical support. As a result the users of public libraries in developing countries are not fully satisfied. This paper deals with the development of public libraries in Bangladesh, their present situation, and some recommendations for improving their services and implementing ICT.

5. Factor impeding the development of Information technology

Charlene L. Al-Qallaf, Howaya M. Al-Azmi (2002) examines the availability and use of information technology in public libraries in Kuwait. Specific areas addressed are (1) hardware/software, (2) patterns of connectivity such as LANs, Internet, etc., (3) training and development activities in support of information technology, and (4) future projections regarding the use of information technology. The study provides policy-makers and information professionals with previously unavailable baseline data concerning the use of computers and access to telecommunications networks in public libraries in Kuwait. A questionnaire sent to all public libraries (N=25) yielded a 92% response. Interviews with libraries' administrators and authorities were also undertaken to gather additional data. The results of the study reveal that many information technology inequalities exist among the libraries. Only eight libraries make use of computers and 15 are without any type of IT-related technology. The study shows that few libraries have connectivity, limited use of applications, and the implementation of an automated library system are slow moving. Factors impeding the development of information technology are planning, funding, human resources, and building structure. Recommendations are made with the intention to encourage the public library sector and information professionals in Kuwait to take a proactive position in overcoming the forces that hinder the development of IT.

6. Electronic Resources Librarian" or "Electronic

John Webb (2001) describes collection development and the management of access to electronic resources in large academic libraries increasingly requires close co-operation between collection development librarians, public service librarians, and systems librarians and staff. Many libraries, both public and academic, have created new positions or converted existing ones with titles such as "electronic resources librarian" or "electronic information coordinator." Two years ago, the Washington State University (WSU) Libraries decided to take a different approach to managing these two vital library functions by creating the new position of Assistant Director for Collections and Systems. This paper explores the convergence of collection
development and systems in a research library. It sets forth the philosophical underpinnings of that convergence, and it discusses issues encountered in the integration of the two services in the WSU Libraries. Finally, it explores strategic issues for future collection development and management from the perspective of this new organizational paradigm.

7. Changing concepts of library profession and application of information technology development on collection development

Kemparaju (1993) opines that the efficiency of library services is governed largely by the strength, value and utility of the library collection. He points out that the changing concepts of library profession and application of information technology development on collection development call for new knowledge and skills. He identifies the knowledge and skill requirements of library and information science professionals for collection development in the context of recession (a difficult for the economy of a country) management and its impact.

V. Collection Development in Public Libraries

1. Collaborative Collection Development

Nous (2009) explores collaborative collection development in public libraries for print monographs. It will present an argument for collaborative collection development (CCD) programs, and describe successful existing CCD programs. It will also explain how these programs can be used as a model for a CCD project involving public libraries in the Capital District of upstate New York utilizing the existing services provided by the Capital District Library Council (CDLC).

2. Collection development and selection process

Kutuphanelerinde (2006) explains the task of collection development of public libraries requires the fulfilment of a selection process. In this context, main characteristics of the collection of public libraries, assessment of the user’s information needs, the selection process and its policy of implementation, and the related responsibilities of the professional librarians were examined. Finally, the selection process undertaken by public libraries in Turkey was examined, and certain suggestions were forwarded.

3. Collection development for specific group

Michelle Boule. (2006) studies that libraries and other public agencies have redesigned their practices to better serve the needs of these new segments of the population. The urban area chosen for this study has experienced one of the fastest growing Spanish speaking populations in the country in the last 10 years. In this study, a needs assessment was created for the Spanish speaking population served by a branch library in a large, urban area. The
needs assessment was created with the use of demographic data and an analysis of current library literature. Using the assessment, the current Spanish nonfiction collection of the library was evaluated for both size and content and then compared to the size and content of the English nonfiction collection. This assessment technique is useful to libraries wishing to conduct a need analysis on a specific group in their population served.

4. Public Library resources for all

Parvathamma, Shanker Reddy (2010) studies to evaluate effectiveness of public libraries from users' point of view. The findings include that majority of the users are men and between 11 - 30 years of age. Students, Job holders in private/public undertakings were the regular visitors to the library, who visited the library daily or at least once in two days, mainly to read newspapers and magazines. Users from lower and middle income group use public library services very frequently (either daily or once in two days). Most of them have completed 12 years of school or undergraduate degree. Newspapers and Magazine, and Reading Room Service are the most frequently used information resources and services respectively. Majority of the users are fairly satisfied with information resources. Only two women (0.77%) and 04 men above 60 years of age (1.54%) visited library during study period. Majority of the respondents are either neutral or not satisfied with Book Lending and Reference Service. The results clearly indicate the need for public libraries to strengthen their document collection and create a better ambience to attract more users from all age groups and gender. More trained personnel are necessary to manage the document collection efficiently and offer innovative library services.

5. New collection resource and formats

Hoy (2009) contends that public library service has always been user expectation and reliance on the provision of new collection resources and formats in addition to traditional services. Today this translates to an emphasis on internet services and online provision of information and collections. The focus of this paper is on spoken word material and audio download services, giving an overview of available audio formats and device features. It covers general issues to consider when making decisions on audio collections and the strengths and weaknesses of the formats under consideration. Examined are the evolution of audio books, emerging technology, and playback devices; service and collection issues; format strengths and weaknesses.

6. Leisure reading service for readers

Esser (2008) that describes library literature, the collection of romance novels has produced a fairly vociferous debate that has not surrounded other genres. However, there is
relatively little in the literature that examines current practices. The authors conducted a national
survey, asking libraries how they acquired romance novels for their libraries, what their
proportional expenditures were for romance, and the extent of their romance collections.
Responses suggested that libraries in general have sizeable romance collections. Some libraries
do indeed have smaller collections and spend little or no money on the romance genre. Little
is known about public libraries’ collection development practices for any genre, and these
results help fill that gap in the library literature. Results also suggest that library and information
science education, beyond supporting leisure reading, ought to emphasize the roles that leisure
reading serves for readers.

7. Public Library collection should be user perceptions

Jaap Botera, and Michel Wedelb (2005) studies how public libraries organize the
collection by placing titles on shelves by genre, by adding classification codes in their online
catalogues, and by pictograms on book covers. However, users may have different perceptions
of how titles are to be grouped in genres or categories. Public library collections will be more
accessible when the way their collection is organized matches these users’ perceptions. The
authors show how user perceptions can be derived from library loan transaction data. To
overcome the particular methodological issues in using such data, a method of ultra metric
trees and latent class analysis is developed to determine segments of users and how they
categorize the collection. Results show clear user categorizations that in particular respects
differ from conventional public library categorizations.

8. Collection development selection activity

William Edgar (2003) presents that corporate library selection activity performed to
support four global corporations. The firms examined are involved in providing communication,
knowledge in its different forms, and computing. Using these results, this paper synthesizes
literature on selection and collection development to present an approach to developing an
eventual theory of collection development. Using this approach, such a theory would predict
the performance of selection activity; the operation of its attributes, such as its cost,
centralization, and formalization; and the operation of other collection development activities.
Concurrently, it would explain these predictions using dynamics such as the need to include
specified ideas within selected content, the need to cope with selector’s abilities to choose
vast amounts of content, the need to contain selection cost, and the need to gather material
together so as to support browsing and its resulting impromptu development of ideas.

9. Public library standards

standards, intended to be applied to all libraries regardless of size, will be complied with
studies; create small focused lists; reward effort and cooperation; promote resource sharing; and foster communications as means to effectively handle the rising cost of journals and shrinking of budget. The new incarnation of journals in electronic form has given some advantages and problems as for as collection development process is concerned. Some documents are more useful in electronic form due to enhanced search ability and manipulability.

VI. Weeding Practice – Public Libraries

1. Weeding plan would achieve a contrary

Andras (2009) criticise in an interview archive published in a Hungarian daily on 6 February 2009 which has raised extensive professional debate. He rejects the weeding policy proposed in the interview which would, referring to the practice of Australian public libraries, leave books younger than two years in the holdings of public libraries only, and would withdraw all older ones. He argues that this weeding plan would achieve a contrary affect. It would not increase the use of libraries; on the contrary, it would impede the development of Hungarian public libraries. He criticises the theses of marketing-oriented library policy as suggested by the interview, and points out that in a modern and efficient library culture together with the satisfaction of demand it is necessary to present the wealth of materials through managing holdings and taking demand into consideration. The feasible practical solutions do not lie (exclusively) in a radical weeding of holdings and in digitisation, but in a dialectic interaction of collection management and user needs. The artificially reduced offer accompanying weeding leads to reduced interest in culture, but this is true also vice versa: the wider and better-quality the cultural offer in a public collection, the deeper and stronger the reader’s interest. All this requires new and up-to-date library spaces, increased state support to libraries, as well as the development of the culture of library use. It is not enough to sustain a library system, but user education too should be given a major impetus. In the global information age, too, it is important to apply - in addition to conveying information culture - innovation of cultural education, among others as an efficient method for enhancing libraries holding un-used books. Innovation is necessary not only in the field of information technology but also in the field of culture to achieve a real exploitation of the values of the Hungarian library system.

2. Weeding practice in public libraries

Juris Dilevko and Lisa Gottlieb (2003) comments on weeding or deselection of materials has become an integral part of library management. Based on a nineteen-question survey about weeding practices in public libraries, this article discusses the personal perspectives of public librarians on weeding as well as the weeding practices of their institutions. The three most common criteria for weeding are circulation, physical condition, and accuracy of information.
Librarians overwhelmingly believe that weeding increases use of books and patron satisfaction. In addition, the public library was framed as a venue that offers safe, clean, and fresh “product lines” with various natural life cycles and expiry dates. This discursive formation raises questions about the extent to which public libraries and their collections are becoming commodified, homogenized, and ephemeral, and whether such ephemeralness and homogenization serve the interests of all community members.

A Report Prepared for the National Advisory Commission on Libraries. (1967) objectives of this study were to assess public libraries history, current status, trends, and problems, and to suggest approaches to improvement. Trends indicate a new era of library and information services making it necessary for librarians to decide whether the public library will be an active or passive institution for public enlightenment and social change. Public librarians are most concerned about improving ways of measuring a library’s effectiveness as a social institution, studying the user and non-user, utilizing manpower, financing library service, and organizing and administrating a library. The long range issue is seen as determining and providing the kind of library service needed. The major recommendation is the creation of a national commission to guide research and development for improved library services and to devise a comprehensive national plan for library service. More immediate recommendations involve the areas of federal appropriations for public libraries, metropolitan libraries, regional reference centres, library of congress, federal standards for libraries, service to the disadvantaged, an advisory commission for state libraries, and matching funds. Appended are a chapter on the development of the public.

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Observations:

- It can be observed from literatures that Atlestam (2011) says that public library should have needs and preference of library services for individuals

- Henry Kinya (2011) states that public library should provide equality of access to a range of resources that meets to needs of users.

- Andras (2009) rejects the weeding policy referring to the practice of Australian public libraries. He argues that this weeding plan would achieve a contrary affect. It would not increase the use of libraries; on the contrary, it would impede the development of Public libraries.

- Mikyeong Cha (1998) explores whether voluntary state public library standards, intended to be applied to all libraries. He came out with good judgement that some specific categories of standards components was found to be obeyeing and useful by authority people.

Recommendation:

- The country like India has majority of diverse cultural and multi lingual population. It is recommended that public library service should be the needs and preference for these diversified individuals.

- As India is well known for heritage of its society and diverse cultural resources and also India is build by large number of villages. It can be suggested that collection compliment service should be provided and reached that meets the needs of each users for education, information, leisure and personal development. It should not be seen as an end in them.

- India is well known for its cultural heritage, for its literature and it has wealth of Vedas. In this context it is feasible practice of weeding of older collections in public libraries. The heritage collection in public library are to be maintained for conveying information on art, culture, literature, for innovation among youngsters of today's.

- It is known rural libraries in India or handicapped from well infrastructure, professional librarians and from quality resources and services. In this aspect, I would like to recommend that there should be library standards applied to the all libraries regardless of its size but a good judgement for usefulness of resources, infrastructure, well skilled profession and quality service. This will indicate library size has measured by population served and perceived usefulness of resources by users.
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