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# DATA INFORMED COLLECTION DEVELOPMENT

PRESENTED BY SHANNEON GRANT

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# ANALYSIS OF DATA CAN HELP RATHER THAN HINDER

- **HELP with planning & decision making**
- **HELP focus collection goals**
- **HELP boost confidence in selection & deselection**
- **HELP connect users to materials**
- **HELP tell your library's story**
- **HELP prove value**



Data + knowledge

Helps us fill in the picture

# IT'S A PROCESS



Data Analysis



SINCE 1828

JOIN MWU

GAMES

BROWSE THESAURUS

WORD OF THE DAY

VIDEO

WORDS AT PLAY

data

DICTIONARY

THESAURUS

## Definition of DATA

- 1 : factual information (such as measurements or statistics) used as a basis for reasoning, discussion, or calculation
  - the *data* is plentiful and easily available —H. A. Gleason, Jr.
  - comprehensive *data* on economic growth have been published —N. H. Jacoby
- 2 : information output by a sensing device or organ that includes both useful and irrelevant or redundant information and must be processed to be meaningful
- 3 : information in numerical form that can be digitally transmitted or processed

# COLLECTION ASSESSMENT

Assessment = Comparison or Evaluation

- Goal:
  - to learn something about your collection by comparing parts of it to each other
  
- Will usually both:
  1. confirm hunches AND
  2. provide new insights

# HOW DO I GET THE DATA?

- **Integrated Library System (ILS)**
- **Library Automation**
- **Seek out training for reports**



## WHAT KIND OF DATA?

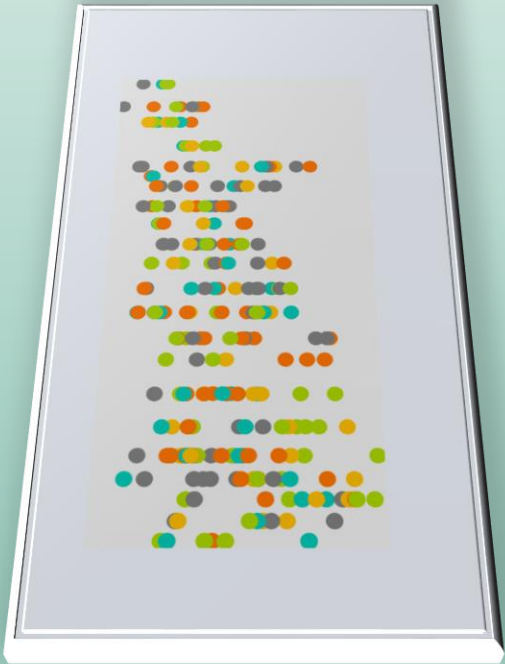
Quantitative Data = NUMBERS

Qualitative Data = Opinions



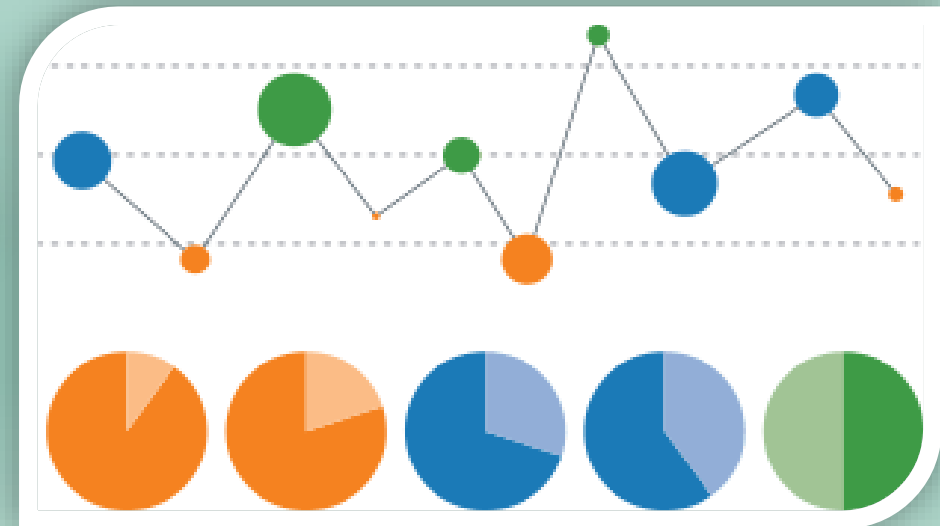


## WHAT ARE WE MEASURING?



- From weeding reports
- From annual reports
- From bibliographic records

Examples may include: # of checkouts, circulation or use, age or publication date, format type, collection or call number, last checkout, date added, etc.



## THINGS “FANCY” TOOLS ASSESS THAT YOU CAN “DIY”

- **Top Titles**
- **Low Circulation Weeding**
- **High Circulation Weeding**
- **Age of Collection**
- **Item Trends**
- **Title Trends**



Week	DDPI Start	DDPI End	Avg DDPI	Theoretical Defects	Limited Defects	Effective Test Time	Accumulated Test Time	Accumulated Defects	Percent Defects Found	MTTD	Remaining Defects	Effective Lab Hours
1	100	8.27	8.77	10.0	10.0	10.0	10.0	10.0	40.0	14	14	40.0

# The DREADED Spreadsheet

# SIFTING VS. SORTING & STACKING



# UNSORTED VIEW

Location	Call No.	Author	Title	260   c	C
spcf	#NAME?	Dixon, Franklin V	Tic-tac-terror / Fra	New York : Wan	
spaf	SF	Ellison, Harlan.	Shatterday / Harla	Boston : Hought	
spanf	796 G44g	Gipe, George	The great American	Garden City, N.Y	
spaf	LINI NO 1979	Linington, Elizabe	No villian need be	Garden City, N.Y	
spcf	J FIC WARN #3	Warner, Gertrud	The yellow house r	Chicago : Albert	
spcf	J FIC WARN #9	Warner, Gertrud	Mountain top myst	Chicago : A. Whi	
spanf	828.912 H711c	Holden, Edith, 18	The country diary c	New York : Holt,	
spcp	J PIC GOBL Girl C	Goble, Paul	The girl who loved	Scarsdale, N.Y. :	
spaf	INNE AMPE 1978	Innes, Michael, 1	The Ampersand	New York : Dode	
spanf	940.54 W155i	Wallace, Robert,	The Italian	Alexandria, Va. :	
spaf	AUE VAL 1982	Auel, Jean M.	The valley of	New York : Crow	
spanf	940.5421 K243s	Keegan, John, 19	Six armies in	New York : Vikin	
spcf	#NAME?	Keene, Carolyn	The secret of	New York : Gros	
spcp	#NAME?	Lester, Helen.	A porcupine	Boston : Hought	
spaf	EBE Fable 1	Lobel, Arnold	Fables / writ	New York : Harp	
spaf	#NAME?	Keene, Carolyn	Mystery of th	New York : Wan	
spch	J FIC BROW Arth	Brown, Marc Tol	Arthur's vale	Boston ; Toront	
spch	#NAME?	Moore, Clement	The night be	New York : Holic	
spaf	REND COPP 1991	Rendell, Ruth, 19	The copper peacoc	New York : Myst	


OUT OF ORDER

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OUT OF ORDER

Location	Call No.	Author	Title
spaab	CD (10) 362.88 KRAK 2015	Krakauer, Jon.	Missoula [sound recording] : [rape and the justice sy
spaab	CD (10) 364.177 WOLT 2015	Wolters, Cleary.	Out of orange [sound recording] : my real life / Clea
spaab	CD (10) CLIN ARMA 2015	Cline, Ernest.	Armada [sound recording] : a novel / Ernest Cline.
spaab	CD (10) DENN HERE 2016	Dennis-Benn, Nicole.	Here comes the sun [sound recording] : a novel / Ni
spaab	CD (10) GARD FIND 2016	Gardner, Lisa.	Find her [sound recording] : a novel / Lisa Gardner.
spaab	CD (10) GROS SABO 2017	Gross, Andrew, 1952-	The saboteur [sound recording] : a novel / Andrew C
spaab	CD (10) ROBE BLOO 2014	Roberts, Nora.	Blood magick [sound recording] / Nora Roberts.
spaab	CD (10) ROBE SHAD 2014	Roberts, Nora.	Shadow spell [sound recording] / Nora Roberts.
spaab	CD (10) WARD BOUR 2015	Ward, J. R., 1969-	The bourbon kings [sound recording] / J.R. Ward.
spaab	CD (10) WOOD CALA 2015	Woods, Sherryl.	The Calamity Janes. Cassie & Karen [sound recordin
spaab	CD (11) 921 STRA 2012	Strayed, Cheryl, 1968-	Wild [sound recording] : from lost to found on the F
spaab	CD (11) 940.54 HILL 2010	Hillenbrand, Laura	Unbroken [sound recording] : [a World War II story
spaab	CD (11) BACK BEAR 2017	Backman, Fredrik, 1981-	Beartown [sound recording] : a novel / Fredrik Backr
spaab	CD (11) BALD LAST 2016	Baldacci, David.	The last mile [sound recording] / David Baldacci.
spaab	CD (11) BALD MEMO 2015	Baldacci, David.	Memory man [sound recording] / by David Baldacci.
spaab	CD (11) BRAD CAVE 2015	Bradford, Barbara Taylo	The Cavendon women [sound recording] : a novel /
spaab	CD (11) FLYN DARK 2009	Flynn, Gillian, 1971-	Dark places [sound recording] / Gillian Flynn.
spaab	CD (11) GRAF X 2015	Grafton, Sue.	X [sound recording] / Sue Grafton.
spaab	CD (11) GROF FATE 2015	Groff, Lauren.	Fates and furies [sound recording] : a novel / Lauren

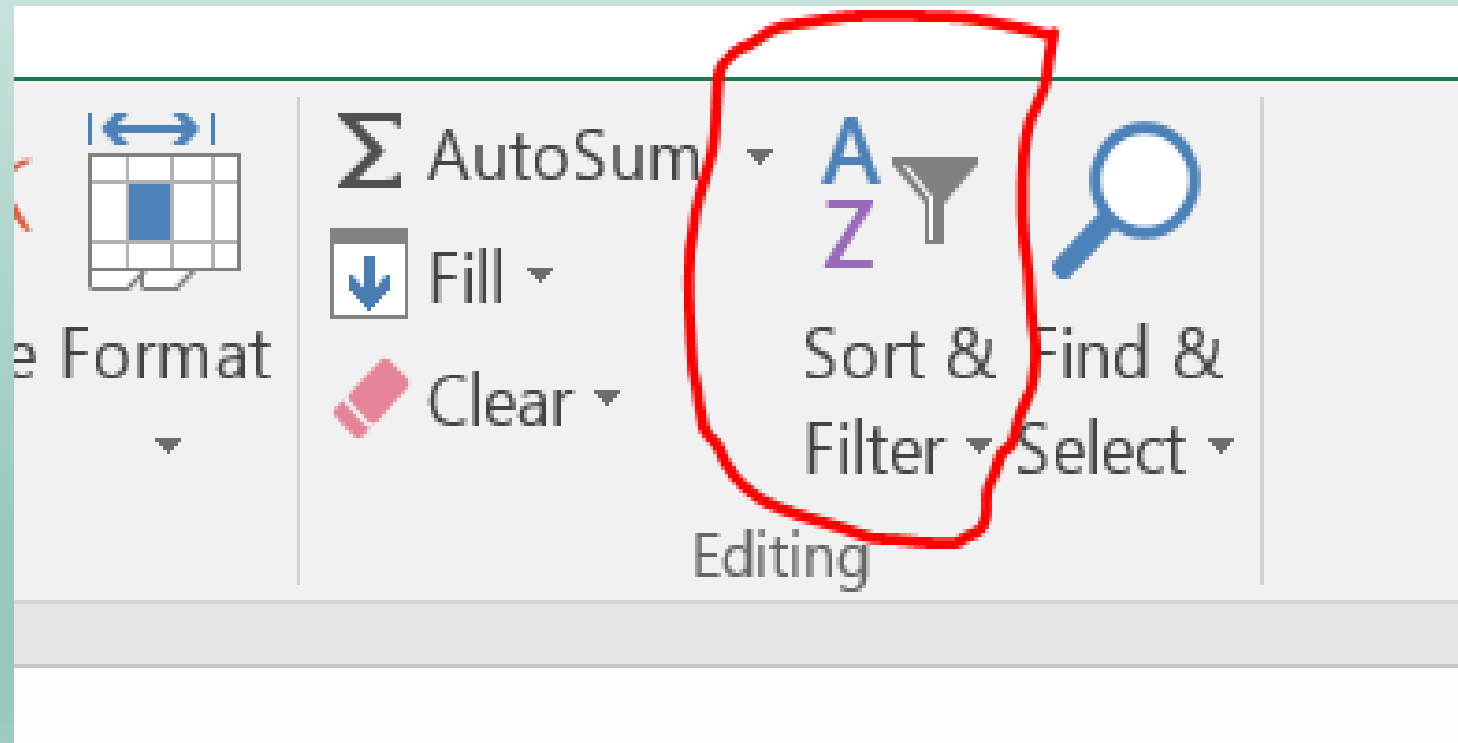
# I. FIND ARROW AND CLICK TO SELECT ALL



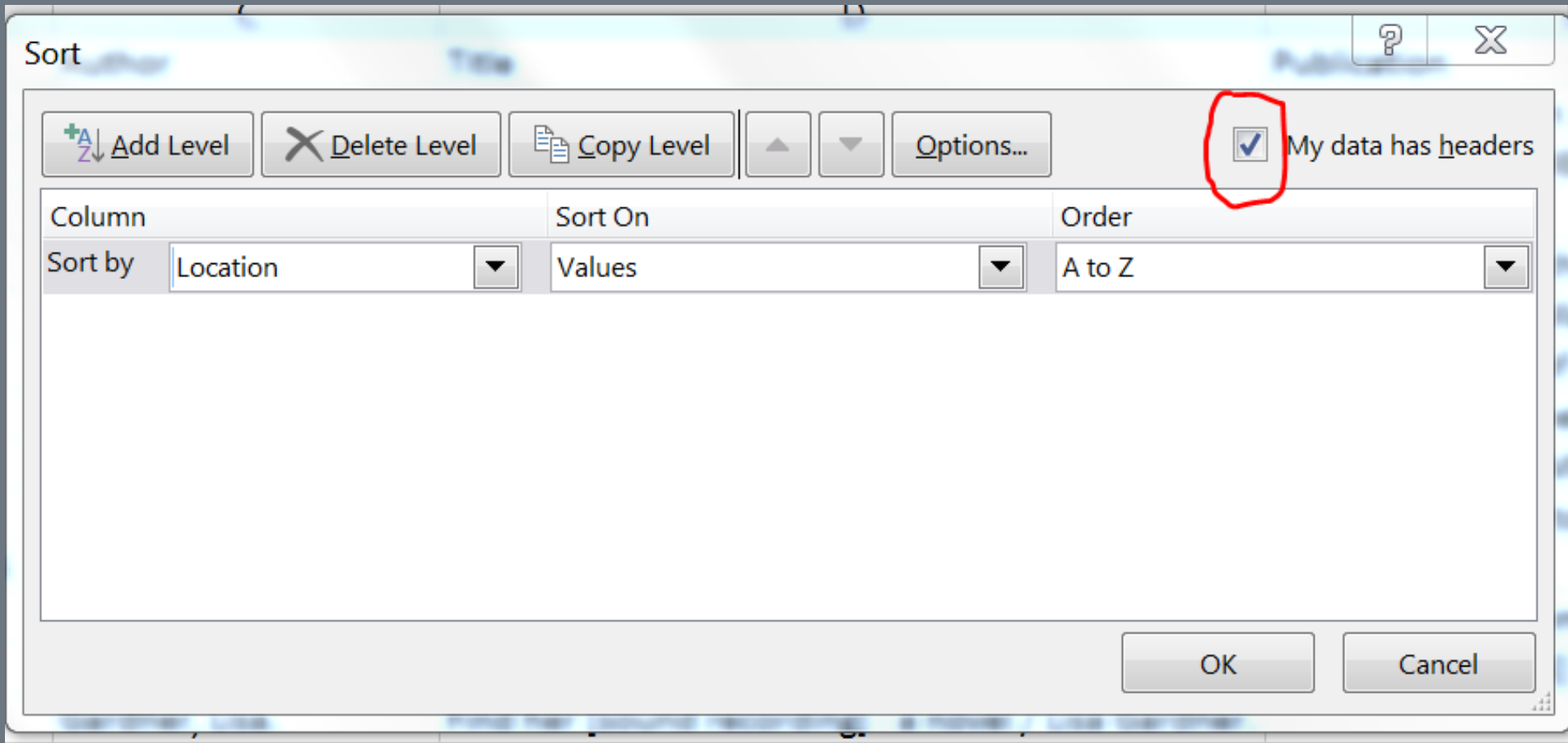
	A	B	C	D
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10	spaf	INNE AMPE 1978	Innes, Michael, 1	The Amper
11	spanf	940.54 W155i	Wallace, Robert,	The Italian
12	spaf	AUE VAL 1982	Auel, Jean M.	The valley



## 2. WITH INFO SELECTED, LOOK FOR “SORT & FILTER”



### 3. CHOOSE “CUSTOM SORT”



Sort ? X

My data has headers

Column	Sort On	Order
Sort by Location	Values	A to Z
Then by Call No.	Values	A to Z
Then by Title	Values	A to Z

Title	Barcode
n VTic-ta	3431600
. Shatt	3431600
The g	3431600
abe No v	3431600
ud The y	3431600
ud Mou	3431600
18The c	3431600
The g	3431600
l, 1The A	3431600
rt, The l	3431600
The valley of horse New York . Crow	3431600
19 Six armies in Norm New York : Vikin	3431600

## “DATA STACKING” TO FIND ERRORS AND SIMILARITIES

A	B	C	D
Location	Call No.	Author	Title
sp	YA SHAN ZOM-B 2014	Shan, Darren.	Zom-B gladiator / Darren Shan.
sp		Eagles (Musical group)	Eagles live [sound recording].
sp		IRENE NEMIROVSKY	SUITE FRANCAISE
spaab	155.9 OLPI 2014	Olpin, Michael.	Unwind! [sound recording] : 7 principles for a stre
spaab	355.009 OREI 2014	O'Reilly, Bill.	Killing Patton [sound recording] : the strange death
spaab	791.43 ELWE 2014	Elwes, Cary, 1962-	As you wish [sound recording] : inconceivable tale
spaab	954.9 YOUS 2014	Yousafzai, Malala, 1997-	I am Malala [sound recording] : the girl who stood
spaab	AC FIC BRO	Brown, Rita Mae	The tail of the tip-off [sound recording] / by Rita M
spaab	CD (10) 362.88 KRAK 2015	Krakauer, Jon.	Missoula [sound recording] : [rape and the justice
spaab	CD (10) 364.177 WOLT 2015	Wolters, Cleary.	Out of orange [sound recording] : my real life / Cle
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spaab	CD (10) ROBE BLOO 2014	Roberts, Nora.	Blood magick [sound recording] / Nora Roberts.

## SORT, COMPUTE & COMPARE

- SORT: into categories, sections, formats, etc.
- COMPUTE: total columns, calculate %, averages
- COMPARE: by subject, by Dewey range, by format, by collection, by audience, by genre

# SAMPLE DATA GATHERING FORM (I)

SEGMENT	SUBJECT	# OF ITEMS	% OF TOTAL	MEAN AGE	last yr circ	this yr circ	NOTES FROM SHELF-SCANNING	FINDINGS/ACTIONS
000-010	Computers	41	0.012	1995	25	18	old and worn, embarrassing	use web for software, stop purchasing?
100-149.9	Philosophy	15	0.006	1998	7	4	what should we have? core titles? new editions?	withdraw redundant works
150-159.9	Psychology/Self help	435	3.21	1985	157	298	need multiple copies of best sellers while popular	goal mean age 10 years not
200-299	Religion	456	3.46	1997	66	73	too old, shabby, too many gifts, not balanced	weed, reduce #,
370-379.9	Education	254	1.56	2001	84	97	old college guides	

## SAMPLE DATA GATHERING FORM (2)

Collection Name	Number of Titles	Number of Items	Checkouts Last 365 Days	Renewals Last 365 Days	Total Circs Last 365 Days	Turnover	Recommendation
AudioBooks	882	884	2905	1248	4153	4.7	
Book-Adult	12776	13309	17604	4953	22557	1.69	Weed
Book-Child	12094	12247	36677	11127	47804	3.9	
Book-Teen	1937	1959	3372	1007	4379	2.24	
DVD	1692	1729	17413	5485	22898	13.24	Expand
Music CD	508	517	1308	325	1633	3.16	
Serials	109	1221	1429	315	1744	1.43	Weed
TV Seasons	328	336	2921	745	3666	10.91	Expand

# COMPARING APPLES TO APPLES

- Same format (print to print, AV to AV)
- Same intended audience (adult, youth)
- Sections of the same collection
  - Nonfiction: 100s to 200s to 300s
  - Fiction: Mysteries to Romance to Sci Fi





# COMPARING APPLES TO ORANGES



- Nonfiction to Fiction
- Adult collections to Youth collections
- Your library's collections to other library's collections
- Your library's collections to state standards

# COMPARING EVERYTHING





Demographics

# ASK WHY?

User  
perceptions

USE WHAT YOU KNOW, SEE & OBSERVE TO HELP ANSWER THAT QUESTION



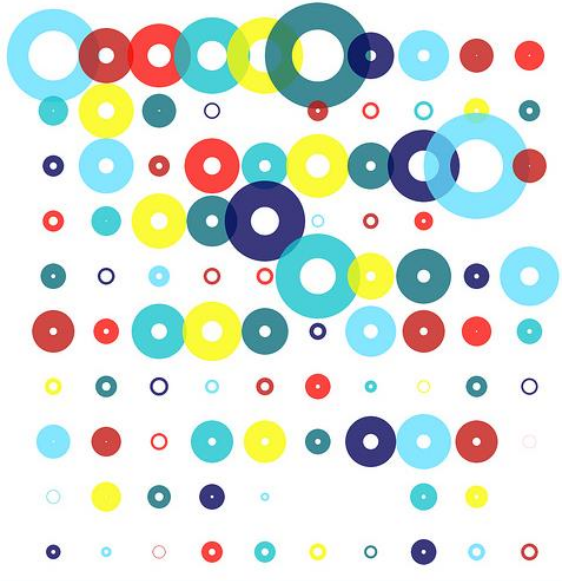
Ask others

# BEWARE OF PITFALLS



- Loan periods
- Collections that recently moved location
- Re-classification or re-labeling projects
- Errors in bibliographic information
- Weeded sections vs. non-weeded sections
- Materials that were unavailable or inconvenient
- Data that is way out of line with your hunches
- How old are my standards?
- Variables beyond your control

# LET'S REVIEW



- Analysis of data can help rather than hinder
- Includes BOTH useful and irrelevant
- Must be processed
- Sort, Compute, & Compare!
- Ask Why? Add your knowledge
- Beware of Pitfalls

GO FORTH AND ANALYZE -- AMAZE YOURSELF!  
THANK YOU

