

COPYRIGHT DATA REUSED TO MANAGE LIBRARY JOURNAL SUBSCRIPTIONS

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As libraries borrow materials, they are required by the U. S.

Copyright Act of 1976 to record data in order to pay copyright fees. The data that forms a copyright report has the dual purpose of assisting the librarians responsible for managing journal subscriptions and preparing collection development budgets. An outcome of journal subscription selection can be the decision not to subscribe to a journal and instead to rely on just-in-time article delivery and/or table-of-contents alert services. Thereafter, the copyright report can be used to monitor the balance between journal subscriptions and article delivery services.

BACKGROUND

The number of interlibrary borrowing transactions skyrocketed from 1986 to 1996, showing a 116% increase for borrowing by Association of Research Libraries. In the past decade, interlibrary borrowing has remained constant at one-half photocopies of journal articles and one-half books. (1) The dramatic increase in interlibrary borrowing is partially the result of libraries shifting from buying print and electronic materials for their collections in favor of just-in-time delivery. "As local libraries cut back their scientific subscriptions, the collections grow more homogeneous," according to Duane Webster, Executive Director, Association of Research Libraries. (2) Consequently, more borrowing occurs for the unique items that library customers request.

The cost of borrowing a journal article varies. In 1998, Mary E. Jackson studied high-performing interlibrary loan-document delivery operations in research libraries. She concluded that "[t]he average borrowing unit cost for the 25 high-performing research libraries is \$11.94, 35 percent less than the \$18.35 average borrowing unit cost for all 97 research libraries." (3) She shares her expertise on contemporary interlibrary services in workshops throughout the U.S., including one sponsored by the Indiana Cooperative Library Services Authority (INCOLSA) on April 28, 1999.

As libraries borrow materials, they are required by the U. S. Copyright Act of 1976 to record data in order to pay copyright fees. (4)

These fees may be paid through the Copyright Clearance Center (CCC), a not-for-profit clearinghouse for photocopy authorizations for over 1.7 million titles. (5) The CCC Titles and Fees lists the charges due and explains how to pay the fees. Also, the Commission on New Technological Uses of Copyrighted Works (CONTU) Guidelines were developed to assist librarians. CONTU guidelines stipulate that the borrowing library must retain records of all the journal requests for three complete calendar years. The Rule of Five from the CONTU guidelines is that libraries should pay a fee to the CCC once a library's borrowing has reached five articles from the last five years of a given title in a given calendar year. (6) For more information, see <http://www.iupui.edu/~copyinfo/uscopy.html>.

DATA GATHERING ON JOURNAL BORROWING

As interlibrary borrowing is recorded for the purpose of paying the copyright fees, this same data identifies the journal titles that library customers find relevant, but not available, in the library's print or electronic journal collections. Borrowing reports are useful for a library of any size. Borrowing data in electronic format is available from the web for libraries that use OCLC, a major vendor of interlibrary services. Several companies have developed interlibrary service management software, such as Clio from Perkins & Associates, and most are compatible with Microsoft Access database management software.

Expertise in database management is becoming essential to develop and manage raw borrowing data to form useful, customized reports. Typical raw borrowing data which can be downloaded electronically includes the basic data elements of International Standard Serial Number (ISSN), journal title, number of interlibrary borrowing requests for a year, the date of publication of the journal article, and whether or not the journal title must be reported to the CCC. The usefulness of the reports depends on the sophistication of the software and the skill of the operator who is designing and implementing the software search queries. Soft-

ware such as Microsoft Access has the capability to combine multiple data elements into a formula and respond to search queries with instantaneous results.

DUAL PURPOSE OF DATA

The copyright report data has the dual purpose of assisting the librarians who are responsible for selecting journal subscriptions by identifying journals to consider for purchase. To improve the analysis process for determining new subscriptions, the file of copyright data can be enhanced by adding two data elements, the annual subscription cost of the journal and the copyright fee to be paid to the CCC.

There is extra effort needed to add these data elements to the existing copyright data file. Once the fee is determined for copyright reporting purposes, it requires minimal effort to input the fee into an additional column of the copyright data file for use in journal selection. The second additional column of data, annual journal subscription cost, usually can be downloaded from the library's subscription vendor(s). With these data elements, experienced searchers of database management software can perform the calculations needed in journal selection decisions. A small amount of data can be analyzed without the aid of a computer.

There is an assumption that underlies these reports. One assumption is that all the citations of a journal title were identified. Preferably, compilation and matching are done by ISSN numbers, rather than strictly by using the words in the journal title. The words in titles in the database may be abbreviated or not, be abbreviated differently, differ in the inclusion of articles and minor words (a, an, the, of, for), or be spelled or coded differently, all of which may jeopardize a thorough compiling of activity per journal title. The software sort capability may be sensitive to upper- and lower-case, numerals, symbols, hyphens, and spacing. Publishers change the titles of journals with some regularity. The safest way to find all the variations of a journal title is to match by ISSN.

COPYRIGHT DATA FOR JOURNAL SUBSCRIPTION SELECTION

A basic report from the enhanced copyright file shows the collection development librarian the journal title name, the number of articles borrowed, the copyright fee, and the annual subscription cost for the journal. In this report, there is one additional column of information that is generated by the result of the search query. The search query equation is composed of the number of articles borrowed times the copyright fee. This figure is then divided into the subscription cost. The resulting quotients are meaningless numbers until the numbers in the new column are sorted from smallest to greatest. The sort transforms the new data into a list of journal titles of high borrowing costs in

relation to their subscription costs.

The results of the sort of this new column is a powerful identification tool for finding journal titles to be considered for purchase by the library. For several examples, see the first three entries in Table 1. Results from the enhanced copyright data file can be effective in persuading administrators, advisory boards, and library staff of the need to subscribe to a journal and to explain to library patrons why some journal titles are added to the collection while others are not.

A point worth emphasizing is the simplicity of data needed to create a cost relativity between borrowing and subscribing. Examples of the sorted data are presented in Table 1.

LOW BORROWING COST IN RELATION TO SUBSCRIPTION COST

Also of immense value is the opposite end of the sort that points to journal titles with low borrowing costs in relation to their subscription costs. For an example, see the bottom entry for *Journal of Pharmaceutical and Biomedical Analysis* in Table 1. Based on cost only, the report points to journal titles for which it is best to rely on just-in-time article delivery.

For those journals identified as having a low borrowing costs in relation to their subscription cost, the librarian may want to make library patrons aware of table of contents (TOC) electronic mail alert services. TOC services can usually be purchased from publishers or professional organizations. TOCs can be sent by email to those who sign up to receive a journal's table of contents. Many free TOC alert services are available. For a list and discussion of table-of-contents services, see the Ruth Lilly Medical Library web page developed by Colleen Method and the author at URL: <http://www.medlib.iupui.edu/ref/toc.html> .

SELECTION PROCESS FOR NEW SUBSCRIPTION:

The journal titles tagged for possible subscription should undergo the normal decision-making process for new subscriptions to the library. Criteria for selecting journals include curriculum support, indexing, whether similar information is already available, local availability of the journal title, and cost. (7) For selection criteria on electronic resources, see Polin Lei's web page on "University of Arizona Library Policy for Selecting and Acquiring Electronic Products - June 30, 1996." <http://dizzy.library.arizona.edu/library/teams/iat/elecpub.htm> .

CONCLUSIONS

Copyright data from interlibrary borrowing has a second purpose, which is to identify journals for the library to consider for subscription in print and/or electronic formats. When the copyright borrowing data file is augmented with copyright fee and subscription

cost information, the query results show borrowing costs in relation to subscription costs. Results can be effective in informing administrators, advisory boards, library staff, and library patrons concerning the decision to subscribe to a journal or to offer article delivery and/or table-of-content services. A point worth emphasizing is the simplicity of data needed to create a cost relativity between borrowing journal articles and subscribing to journals.

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Table I: Cost Relativity Between Borrowing and Subscription Purchase

Journal Title	# of Articles Borrowed	Copyright Fee	# of Articles Borrowed Times Copyright Fee	Subscription Annual Cost	Relation of Borrowing Cost to Subscribing
Seminars in Urologic Oncology	9	\$5	45	\$142	3.1
International Journal of Gynaecology and Obstetrics	23	\$15	345	\$1,161	3.4
International Journal of Eating Disorders	19	\$14	266	\$940	3.5
Neuropsychologia	26	\$15	390	\$1,919	4.9
Journal of Molecular Evolution	16	\$8	128	\$1,125	8.8
Journal of Pharmaceutical and Biomedical Analysis	11	\$15	165	\$1,805	10.9