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# ATG Special Report -- Expanding Your Book Holdings Without Buying Anything New: Analytical Cataloging

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# ATG Special Report — Expanding Your Book Holdings Without Buying Anything New: Analytical Cataloging

by **Annie Wu (Anping)** (Cataloging Supervisor Librarian, William Madison Randall Library, University of North Carolina at Wilmington, Wilmington, NC 28403; Phone: 910-962-4252; Fax: 910-962-3078) <wua@uncw.edu>

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**William Madison Randall Library (University of North Carolina at Wilmington)** just added 500 books we didn't even know we had! After examining several requests for collection development in selected areas, we have decided to catalog special issues of several serials as separate books into our online catalog to increase access to key literature. This analytical cataloging technique may be applicable to other libraries, whether academic or public. Even if they do not take the specific serials that we have identified as a target project, they may have other serial titles or other special categories that would benefit by cataloging them separately into their book collection.

We have identified a growing propensity of journal publishers to publish "theme" issues that are in many ways really books. In this article we are describing our motivations, strategies, selection criteria, cataloging issues, work flow process and estimated costs for this ongoing project. We hope that other libraries will benefit from this article.

Publishers of many traditional serials have increasingly decided to publish a "theme serial issue" either occasionally or even as a normal practice. They do this to serve several purposes. One is to invite guest editors to bring a unifying perspective to a collection of individual sub-articles, and contribute to the discipline differently than the traditional mixed subject articles in a serial issue. They create such special issues in order to sell the title independently as an individual monograph volume. Their primary motive is to increase sales and promote the work done by their authors into new markets with this technique.

The individual library that buys only the theme issue title of a serial may find it as a unique title within bibliographic utilities such as **OCLC WorldCat**. The **OCLC WorldCat** records of such special issues usually identify the serials titles in series fields. The library just catalogs the single issue as a book. This is a common practice for many others and us. However, if the library subscribes to the serial, the normal practice would be to catalog the serial itself and to depend on commercial periodical indexes as the primary points to index the individual issues and articles within each issue. If the serial title is widely indexed then the access points may come from several indexes/databases. However, if the serial is not indexed anywhere or is indexed in only one less common index, the separate articles suffer the risk of low accessibility, which is common to many serials.

Increasingly the difference between a book and a journal theme issue is becoming difficult

to distinguish. More and more of our monograph titles are not single author titles, but compilations of articles edited by one or more editors. The book was never issued as a serial issue, but it looks and feels like a serial issue. This is particularly true in the subject area of sciences, social sciences and medicine. However, the arts and humanities increasingly have gone to this type of format as well. Also, the proceedings as books have been around for many years and many of us catalog individual proceedings as books if we do not take the subscription.

The process we have developed to add to our online catalog follows. The initial project added more than 500 serial issues additionally as book titles. We anticipate that by standardizing this process, we will add analytical cataloging for about fifty to one hundred new "books" per year for the foreseeable future.

The project was initiated when a student group asked us to purchase a greater number of books in a specific subject area. The gay and lesbian student group felt there was little good coverage in monographs. We, as a normal practice, are grateful for feedback from any group or individual about perceived holes in the collection or areas that would help if we expand.

We love positive suggestions because they most often lead to increased usage and educational opportunities. On analysis we found the request reasonable and proceeded to look for current titles within a broad range covering many areas of this topic. The students even suggested some titles from specific publishers. We noticed one particular publisher, **Haworth Press**, had a very impressive list of current and broad ranging titles within the subject. We knew the press was authoritative, reasonably priced, and it has solid reputation. We found every single title was issued originally as part of the *Journal of Homosexuality*. We knew that we subscribed to this journal and had holdings for many years!

This one incident raised the question: is this theme issue as full book a growing trend and how many others do we have? We found **Haworth Press** has adopted this as a very common business practice. We found a few other serials publishers have used this practice as well. In total we identified 27 titles of such journals in our library, of which **Haworth Press** published 23. We continue to analyze our collection and find titles to determine whether they do have enough special book issues to add them to the project.

## Sample of Our Journal Titles for Which We Regularly Provide Analytics

Journal Title	Publisher	Total Issues Cataloged
Journal of homosexuality	Haworth Press	37
Marriage and family review	Haworth Press	37
Reference librarian	Haworth Press	47
Social work with groups	Haworth Press	25
Agricultural History	University of California Press	8
Canadian journal of philosophy	Canadian Association for Publishing in Philosophy	44

As the project progressed we made several policy decisions to insure that, in the future, analytical cataloging for special theme issues would be a routine activity within the Cataloging Department. First, we had to decide what titles qualify? We decided to seek serial titles that regularly use this technique of blending book type in their theme issues. These serial titles are made priority in our analytical cataloging project. If a title only very occasionally created a special issue, then we depended on an individual librarian or patron to alert us to this special issue. We decided these issues would be

judged case by case using criteria such as usefulness of the information, currency of the information, and likelihood (subjective judgment) of usage by our customers. If a special issue title is recommended for full cataloging, the Cataloging Supervisor Librarian reviews the full title to see how frequently the publisher issues such "books." In most instances the publisher such as Haworth Press publishes special issue titles as separate books. However, in a few instances the serial publisher does not publish special theme issues under separate titles. An

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example of such a title is *Ethnohistory* by **American Society of Ethnohistory**. Many of their issues have unique subtitles for a collection of theme-driven articles brought together by an editor. For example, the Winter 2003 issue subtitled *Beyond the Hacienda: Agrarian Relations and Socioeconomic Change in Rural Mesoamerica* is a collection of articles on hacienda. In this instance, the subtitled issue was so book-like that we decided to catalog it separately and added the title as an additional book in our catalog. Obviously, in these cases, most of the cataloging is original. This same professional publisher also publishes extensive monograph series with very similar type titles; however, they seem to be unique books, not republished specific journal issues.

The cataloging supervisor librarian looked backwards into our collection to see if we have significant runs of journal titles qualifying for this enhancement service. She found there are some titles that we no longer subscribe to but have holdings for earlier years. For these titles our main criteria for inclusion are currency and usefulness. An example is *Proceedings of the Academy of Political Science*. We have a large run of this serial. However, upon review, we felt the currency of this title for the time period in question is now dated, and we will not go back and catalog the "theme issues." There are other titles to which **Randall Library** doesn't subscribe, but which we think other libraries might consider for this type of added value service. A particular example is *Aperture*, one of the leading fine art photography journals. Few libraries catalog the individual issues separately; however, almost every issue is offered as a separate book to the book trade. In fact, most issues are either theme-driven or pertain to the work of one photographer. The library that subscribes to *Aperture* may have a much better "book collection" in photography if each issue has its own record in the library's catalog. This is particularly true for public libraries. Patrons seeking books on specific photographers may find them well covered as a "book-like" product in *Aperture*. Patrons usually search the online catalog for a full-length title to find books instead of being directed to the journal index for such titles.

After we had identified the target list of serial titles, we had our student assistants list the titles, volume and issue numbers of individual theme issues for each title. Then they pulled

the serial volume that has special issues off the shelf and passed them to our monograph cataloger. The cataloger searched **OCLC WorldCat** to ascertain availability of a bibliographic record for each issue. If a matching record was found, the cataloger simply added the record to our catalog with some special local editing. Article content information were added if the contents notes were absent or not full enough. Content notes for article titles were tagged as titles and author keywords so that the issue can be retrieved even at the article level by searching title, or author level by searching each author's name as keyword. In addition, we added the article author name headings in Alternative Author Fields so that each author can be accessed with a normal author search.

When there is no record for the special issues in **OCLC WorldCat**, we create original records for these issues. Of the first 500 records, we estimate that about 200 were original records. After the monograph cataloger finished creating the record, the serial was returned to its normal location in the periodical stacks.

Location presents an interesting challenge. How to help patrons find the "book" which is really a "journal" issue housed normally in the periodical section is a very local decision. We decided to link the item record of the theme issue from the serial record to the new separate record for the specific issue. The volume number and year for the special issue are placed in the Call Number field with location and status displayable in the **OPAC** record for this issue. However, this was not enough for patrons to locate this specific issue without a specific serial title. To solve this problem, we attached a checkin record to the bibliographic record of each specific issue. In the Library Has field of the checkin record we added a note that gives the full journal title with volume, issue and year information (e.g. bound with *Journal of Homosexuality*, v.30, nos 1 / 2, 1996). The checkin record also displays the location to direct a patron to the periodical section. (See figure 1)

Title	Gays, lesbians, and consumers behavior : theory, practice, and research issues in marketing / Daniel L. Wardlow, guest editor		
Publisher	New York : Harvorth Press, 1996		
Location	UNCW Bound Periodical		
LIB HAS	Bound with Journal of homosexuality, v.31, nos. 1/2 (1996)		
	LOCATION	CALL #	STATUS
	UNCW Bound Periodical	v.31 1996	AVAILABLE
Description	xxvi, 261 p. : ill. ; 22 cm		
Series	Journal of homosexuality, 0091-8369 : v. 31 nos. 1/2 (1996)		
Bibliography	Includes bibliographical references and index		
Contents	Foreword / Janice Arnold Costa -- Introduction / Daniel L. Wardlow -- We're here, we're queer, and we're going shopping / Lisa Pafalona -- Gift-giving among gay men / Margaret Rucker, Anthony Frakes, Oscar Huidor -- Mainstream legitimization of homosexual men through Valentine's Day gift-giving and consumption rituals / Peter J. Newman, Michelle R. Nelson -- Desire and deviant symbols : performing inversion(s) as a lesbian consumer / Sidney Matrix -- Communities, commodities, cultural space, and style / Anthony Prahas, Susan Kaiser, Tania Hamrick -- Appearance and self-presentation research in gay consumer cultures / Nancy A. Rudd -- "Excuse me, sir? May I help you and your boyfriend?" : interspersions' differential treatment of homosexual		

(Figure 1. An example of special issue record in *Journal of Homosexuality*)

Twice a year we take our project list and review issues received to decide what to add to our library catalog. Since most serials are published quarterly, this means the information is added in a reasonable timely manner. This has not put unusual demands on our cataloging staff, except for the catch-up period in which we decided to add many titles retrospectively.

We started this project to meet several needs, and we perceive our added value analytical cataloging has been worth our effort. Our book collection is stronger with the added titles. Some very popular areas covered particularly by **Haworth Press** social science titles are now accessible to our researchers through the catalog as well as through periodical indexes. We have not altered our volume count of books or double counted these titles within the inventory, but we think our book

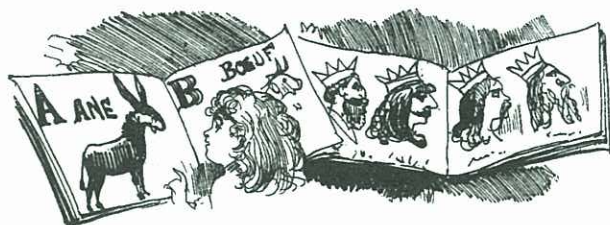
catalog is better.

We decided to concentrate on analytical cataloging for ongoing subscriptions in print. We are open to cataloging specific electronic journal issues that meet our criteria. These fulltext electronic issues are no different than the electronic books in **NetLibrary**. **Randall Library** provides **NetLibrary** eBooks and we have full cataloging records for each title in **NetLibrary**.

There is a cost associated with this project. Normal cataloging time is an expense. This is both a direct cost and a lost opportunity cost, since cataloging staff would spend their time on some other cataloging exercise. There is also the added cost associated with **OCLC** charges: money already has been spent to catalog the serial title, cataloging specific issues incurs additional. However we believe the expense is worthwhile.

A side benefit we did not anticipate is related to gift titles. We review thousands of gift

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# From the Reference Desk

by **Tom Gilson** (Head, Reference Services, Robert Scott Small Library, College of Charleston, Charleston, SC 29424; Phone: 843-953-8014; Fax: 843-953-8019) <gilson@cofc.edu>

The *Oxford Encyclopedia of Food and Drink in America* (2004, 0195154371, \$250) is one of those sets that readers love to browse. But that is not the only attraction. This encyclopedia is full of information about a topic most everyone finds fascinating and is presented with authority and skill by experts in culinary art and history. Some 770 articles along with 350 illustrations are packed in these two volumes portraying food and drink as both an influence, and a reflection, of American culture and history.

Topic coverage is diverse ranging from candy bars to celebrity chefs, frontier cooking to fast food, Karo syrup to kitchen gardening and Tupperware to tailgate picnics. The richness of American cuisine is exemplified by articles on ethnic and cultural food from Cajun and Creole to Caribbean and Native American influences, as well as entries on specific cuisines like Mexican, Chinese, Polish, Italian and African American. Historical context is important in this set and is provided in a series of ar-

ticles under the broad heading Historical Overview. These articles break down chronologically from the Colonial period and the Revolution, through the Civil War and the Victorian era, and from the early 1900's through World War II up to the present. In addition, there are numerous entries on food staples, drinks and beverages, food preparation, meal and eating customs, cookbooks and food writing, regional foods, health concerns and of course, biographies of important figures.

The *Encyclopedia* has a number of value added touches that readers have come to expect from quality sources including a topical outline of entries, bibliographies, "see also" references, a list of contributors with their credentials and a comprehensive index. The set also includes a list of food Websites, major library collections, and food related museums and organizations. All of this is guided with scholarly care by editor, **Andrew F. Smith** who teaches at the **New School University** in New York and is author of a number of food-related titles.

With its emphasis on American cuisine the *Oxford Encyclopedia of Food and Drink in America* compliments rather than competes with **Scribner's** much praised *Encyclopedia of Food and Culture* (2004, 0684805685, \$420).

It is an obvious choice for most academic and larger public libraries.

**Fitzroy Dearborn** has published a reference work that in many ways breaks new ground. Focusing on the entire continent, the *Encyclopedia of African History* (2005, 1579582451, \$495) is a work of scholarship that incorporates contemporary perspectives and confirms the significance and complexity of this rich

history. This is an African history not filtered through the European experience. There are almost 1100 articles written by 330 international scholars (40% of which are Africans) within these 3 volumes. Typical entry lengths are in the neighborhood of 1000 words but there are a number of articles that run 3000-5000 words that offer regional discussions and treat wider topics of interest.

Naturally, there are articles discussing each of the modern nation states in Africa, many of which are thorough, multi-part entries. There are also articles on Pan African topics ranging from art and architecture to political systems, and from the history of religions to community in African society. Added to this are entries on regional history, significant individuals, various aspects of imperialism and colonialism, articles on Stone Age and Iron Age cultures, as well as those on 19th and 20th century developments.

Editor, **Kevin Shillington** and his contributors are to be commended. They have covered an impressive range of topics with scholarly and fact rich articles that will be appreciated by both scholars and students. Their encyclopedia is intended for a far more academic audience than **Facts on File's** *Encyclopedia of African History and Culture* (2005, 0816051992, \$425). **Shillington's** work also has its full emphasis on African history unlike **Oxford's** well received *Africana: the Encyclopedia of the African and African American Experience*. Given these factors, this *Encyclopedia of African History* is unique, and is a definite purchase for college and university libraries supporting courses in African history.

(P.S. The 2nd edition of *Africana: the Encyclopedia of the African and African American Experience* is due in April 2005 and lists at \$500 with a prepublication offer at \$425. The ISBN is 0195170555.)

Public relations is not often thought of as an academic discipline. Compounding this lack of recognition, there is still debate within the field as to definition and scope. **Robert L Heath**, editor of **Sage Publications' Encyclopedia of Public Relations** (2005, 0761927336, \$295) hopes to help change that. In fact, "one of the goals of this book is to make the practice of public relations more adequately understood by an array of readers."

This is not easy given some of the negative connotations associated with public relations. However, **Heath** and his contributors are up to the task.

There are nearly 450 entries in this two volume set that shed light on a variety of topics. A fair number of articles help lay a historical framework discussing the role of public relations in seminal events like the **Colorado Coal Strike** in 1913 and the **Exxon - Valdez** crisis, as well as offering biographical sketches of fig-

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books for possible inclusion into our collections each year. Before our analytical cataloging project, we might have added many "books" in our catalog even though we had them already as journal issues in the past. We probably will still let a few slips through, but we have not added a second copy for these "books" which have analytical cataloging records in the library catalog. We are more tuned to looking at a gift title and wondering if it is really a jointly issued book.

Finally, within the book world of libraries, there is growing sense that fulltext databases with fulltext serial articles are becoming the first and only choice for information for researchers. While books may have excellent material,

researchers look to the fulltext serials as more convenient, better indexed, and more current than our book collection. We wonder if a growing quality difference between book cataloging and journal indexing (a fuller form of cataloging) is contributing to the reduced use of the book collection. Perhaps our small effort to add value back to the "book" catalog will increase the book collection's usefulness to potential users. There is always a tradeoff between better cataloging of what you already own and the needed cataloging for new materials, new formats, serials in fulltext, Websites, and even digital libraries. Perhaps we need to keep looking for ways to enhance the quantity and quality of book cataloging if we want to increase the access to books and promote the intellectual content in books in which we have so heavily invested. 🐾