

**Library Liaison Advisory Group
Winter Quarter 2009**

**Social Sciences
Thursday 2/12/09, 3-4:30 pm**

Minutes

Attending: Paul Colomy, Chris Hughen, Susan Manning, Barbara Wilcots, Amrik Singh, Jeff Bowen, Christof Demont-Heinrich, Tracy Mott, David Paul.

- Center for Research Libraries (CRL) - Michael
 - Lends to institutions. We are members.
 - Can search records in Prospector or through our website (homepage/other libraries/more)
 - They will buy up to \$2000 of material for every user that requests
 - Non US/Canadian dissertations
 - Primary Source material
 - International periodicals (newspapers)
 - If they own one issue, they will buy \$2000 more on user request
 - Mostly microfilm , some print and digital
 - Put your request for CRL to buy it in our ILL form
 - Will buy large microfilm sets on institution request (vote every year)
- Database use discussion
 - Peggy Keeran
 - Librarians would like to know what databases you are using and how. We have use data, but want to know, for example, if you are using databases in an intensive way or if it's for a special audience (e.g. are non-native speakers using Tellmemore to learn English?). Should we add additional simultaneous users to popular resources like Oxford Art Online or Oxford Dictionary of National Biography? Do you have a preferred interface/database for content available in multiple platforms (e.g. MLA)?
 - Michael Levine-Clark
 - We are not getting the usual increase in our materials budget and will have to tap into other areas of budget to cover inflationary increases for journals and databases this year. We won't be forced to make cuts this year, but will next year if this situation continues. This year, we cannot add any new databases without making cuts.
 - We look at use data but want more focus group information as we start thinking about possible cuts. We don't want to cancel things if one person is using intensively, or if fills a need for a particular segment of audience. We might cancel a database and subscribe to an individual journal if people are only using the database for access to that one journal.
 - Some things are off the table, for example those on database list that show an archive fee, meaning we've paid a lot up front and made a commitment and won't cancel.
 - Chris Hughen, Finance

- Lots of projects involving financial data.
- Movement towards Bloomberg terminal, in DCB.
 - \$1800/month
 - what professional traders use
 - Trade off in 2 screens
 - Download info into Excel time series
 - In class required training because not user friendly
- Movement away from databases generally used by the business community
- New faculty impressed with library databases, but lots of redundancies
 - Factiva and other databases – overlap?
 - Tracy Mott wondered what Standard and Poor’s NetAdvantage covered and said he uses information from the Federal Reserve, etc. for macroeconomics.
 - Students getting ratios off the databases, but what are the real differences, and why do we need those as opposed to two databases that would provide greater value for their cost?
 - Students using Google and Yahoo finance, and they get a vast amount of data for the required projects.
- Would like library to move towards unique, proprietary data that has huge value and used by many that can’t get off web.
 - InvestTextPlus is expensive, but it is unique and not replicated elsewhere.
 - Can integrate into all our classrooms as well.
- Faculty and students may not be using databases because not aware of what content is for each. Would work with Penrose, but needs to know what the differences between databases are.
- Peggy Keeran: Should Esther and Michael meet with business, econ liaisons and go through the databases? We have various business sources which started off in print, but it does sound like there are some questions that need to be answered and going through what each database has to offer and if it’s needed.
- General discussion points:
 - Understand that this is a continuation from print materials, but the way that we are evolving and the other resources that we have are what students are turning towards more.
 - Amrik Singh: Market Research.Com - didn’t find anything that was useful. It was very limited, very specifically focused on a few industries.
 - Esther Gil: MarketResearch.Com is for the marketing classes. In a relatively inexpensive way, it offers market research reports. It shows what a market research report actually looks like and that’s what the purpose of that website is. It doesn’t cover everything, but relatively inexpensive for a market research database.
 - Difficult to get feedback from faculty, especially with short turnaround of this meeting.
 - Could librarians go to publishers and threaten to cancel if price not reduced?
 - MLC: Sometimes that works, and sometimes doesn’t. It is easy to cancel marginal titles, but we may have to cancel

expensive databases with relevant information because we can't pay \$100 per use. Library has done quite a bit of negotiating, and with 7% inflation taken into account have negotiated much lower inflation caps with some of the providers.

- Could the library focus first on what data we can get for free or somewhere else? Identify the overlap of journals in databases?
 - There is overlap, but databases also provide unique content, and that is what we pay for. We can't pay for just the part of the database we need, unfortunately.
- [Chris gave Esther a list of databases that the Finance Department feels are valuable.]
- What is available in the library subscription to WSJ not available in a personal subscription?
 - Text versions of old articles, so historic value.
 - Not every student has a membership to WSJ.
- Can subscriptions be suspended?
 - Penrose has found that, every so often, a subscription will lapse and no one notices for 6 months. What does that mean? Could mean only used in spring quarter, and therefore takes a few months to notice. There are some databases that go down and we get complaints within an hour.
 - Prefer Penrose to ID possible cancellations instead of waiting to see if cancellation noticed, or maybe combo of two approaches.
 - One person may use a database once a year intensively, and if cancelled without discussion may not have had opportunity for input.
 - People in Economics may use Value Line online, but maybe not as often as other departments.
 - Finance doesn't use Value Line because they have Bloomberg.
 - Other business faculty can use Bloomberg, but not whole classes at a time because it is primarily for Finance. Perhaps a few students at a time.
 - Value Line doesn't provide industry ratios. Ratios are available in RMA's eStatement Studies and D&B Key Business Ratios. ValueLine has historical betas

- RMA covers more ratios and D&B Key Business Ratios covers more industries.
- Does Bloomberg cover historic betas?
 - Historical would be tough, but students should compute these themselves. They can do that.
 - Would print be used if we cancel the online Value Line?
- Penrose had thought of pop-up boxes that notify users when a title has been identified for cancellation, but the problem is that if the source is not accessed through Peak or D&A, then the box won't pop up. Faculty and students often have their own ways to access our resources, which isn't always through the library portals.
- It was recommended again that Penrose will get a better response if a list of titles was submitted to the LLAG for their colleagues to consider.
 - If cancel something that shouldn't have been canceled, we can add back. That is not impossible to do.
 - Social work has many 2-year programs that have a variety of content and research projects that will have different focuses. List of potential cancellations in that context more useful.
 - Penrose had hoped the list would start people thinking and wondering about what different databases are, and begin exploring. Through this exercise, we did find out that the eMad program is using science databases and Geography is using ReferenceUSA, a business database, so there is unexpected interdisciplinary use.
- List of potential cancellations will be sent out the LLAG, with more titles than we want to cut. Not everyone will be happy with the list.
- Any further discussion?
 - Can the library subscribe to *Journal of the American Academy of Child and Adolescent Psychiatry*?
 - Subscription started in January and is online.
 - Compustat, (WRDS) would be an important database to add, which allows downloads of 20 to 30 years of financial data. Singh goes to 50 different business sites to get the historic data,

or has to ask colleagues at other institutions to download data for him. Singh surveyed business faculty to find out if they supported getting Compustat.

- 25 faculty in business support getting Compustat. 10-15 faculty said they would use it in their research. [It seems the research culture in the business school is shifting, and the online tools required are shifting as a result.]
- Economics could use that type of data, especially if download is formatted easily.
- The scaled-down version from Standard & Poor's, Research Insight on the Web might be acceptable since it is cheaper, but one can't download as many data points at a time as Compustat (WRDS).
- Penrose has electronic access to the Economist.
- Cambridge and Oxford online journals: have complete journal packages.
- Penrose does have NBER and working papers are available through our subscription.
- How to publicize databases?
 - Direct emails to interested faculty.
 - Promote Penrose favorites?
 - Promote on flat screens in Driscoll and around campus.
 - A list of databases without abstracts – just a list. Make list collapsible so can have abstracts or not?
 - An interdisciplinary list?
 - Esther's Marketing 2800 Research Guides, specialized for bakeries, toys, bags, etc., a mix of print and electronic business reference sources.
- 360 Search allows interdisciplinary research across multiple databases at once. Can search to find databases with most relevant information.
- Incorporating databases into the curriculum.
 - Students are from a Google generation.
 - GoogleScholar – have links back to Penrose resources incorporated into GoogleScholar via DU IP ranges.
 - A bit of a downside - students think getting for free, but library actually paying for it. Don't realize that Google isn't the source of the full text.
 - Putting databases and Research Guides into Blackboard one idea.
 - Research Guides –who uses them? Research Guides by category.
 - Marketing 2800.
 - Economics has two.
 - Website redesign. Working on the website to personalize the sources listed, so that when a student or faculty logs in, those databases most relevant to that person's department, major, or classes enrolled will display.
 - Library research instruction tied to a specific course, major, or graduate program.
 - How to educate undergraduate majors which databases they should know within their disciplines of study?

- EconLit is available to members of the AEA, but if the library doesn't get, then everyone would have to be a member of the association to gain access.
- Create short movie about database, so click on link to get description?
 - Not everyone's style of learning, but doesn't mean it wouldn't work.
- Send emails describing new databases and trials to be forwarded via LLAG.
 - Colleagues may or may not read. They receive so much email that colleagues would just delete these messages.
- Identify potential databases and share costs with departments? To get something like WRDS Compustat?
 - Have done in the past.
 - If had access to Standard & Poor's Research Insight on the Web, could integrate into the curriculum.
- If don't have to cancel databases to meet the reduced budget, could we cancel to get new databases?
 - Yes, but if the current economy goes on for the next 4 years, we'll be slashing heavily used databases as well as marginal.

We really appreciate you all coming to this because we're not really sure on how to approach all of this.