

Dewey Decimal Classification (DDC) Print Study 2014

Objectives

OCLC conducted a Web-based survey to explore use and perceptions of Dewey Services in an effort to explore alternative ways to offer the Dewey Decimal Classification (DDC) besides the current Web version and the multi-volume, print edition.

Methodology

OCLC conducted a Web-based study among libraries that have purchased Dewey Print. An invitation was e-mailed on September 10, 2014 to the heads of technical services/cataloging at 822 libraries. There were 253 respondents who participated in the survey between September 10 and September 19, 2014, resulting in a response rate of 31%.

Usage of Dewey Services

Usage of Dewey Print

The vast majority of respondents use DDC 23 print edition of the DDC (89%); 5% or less use DDC 22 or an earlier version (5%), Abridged Edition 15 (3%) and Abridged Edition 14 or an earlier version (1%).

Usage of WebDewey

Just over a third of respondents use WebDewey (36%); 63% indicated they do not use WebDewey and 1% are not sure.

Reasons for Not Using WebDewey

Respondents who indicated they do not use WebDewey were asked “Why not?” More than a third (38%) of those who do not use WebDewey and provided a comment said that *cost* is the reason for not using WebDewey; more than a quarter of those respondents (28%) said they *prefer books*.

Future Print Dewey Publication

Important Information to Include in Future Print Dewey Publications

Respondents were provided with a list six (6) types of information and were asked how important each would be in future print Dewey publications.

More than three-quarters of the respondents say it is **important** (*extremely important* or *important*) to include *Area Tables* (88%), *Tables* (87%) and the *Relative Index* (83%) in future print Dewey publications; approximately a tenth feel it would be **somewhat important** to include this information (7% , 9% and

11%, respectively). Less than tenth feel this same information would **not be important (not too important or not at all important)** to include (5%, 4%, and 6%, respectively).

Nearly two-thirds or more of respondents indicate it would be **important** to include the *Manual* (72%), *DDC Summaries* (67%) and the *Introduction* (64%) in future print Dewey publications; about a fifth feel it would be **somewhat important** (17%, 21%, and 18%, respectively). Less than a fifth of respondents feel it would **not be important** to include this information (11%, 12% and 18%, respectively).

Important Formats for Future Print Dewey Publications

Respondents were provided with a list four (4) formats and were asked how important it would be to have future print versions of the DDC available each.

More than two-fifths of respondents say it is **important** to have future print versions of the DDC available in *Print on Demand from OCLC* (42%) and *PDF* (42%); a fifth feel these formats would be **somewhat important** (21% and 20%, respectively) and more than a third feel these formats would **not be important** (37% and 38%, respectively).

Roughly a fifth of respondents (18%) say it is **important** to have future print versions of the DDC available in *CD or DVD* format; a fifth (20%) feel *CD or DVD* format would be **somewhat important** and more than a half of respondents (62%) say it would **not be important**.

An *Excel file* format garnered the least amount of interest, with just 9% of respondents who say it is an **important** to have future print versions of the DDC available in this format; 15% say it is **somewhat important** and the majority (76%) say it would **not be important**.

Likelihood to Purchase Future Versions of the DDC

Respondents were asked how likely they would be to purchase a future version of the DDC provided it contains the information and is in the format they felt are important and they find the price appropriate.

Three-quarters of respondents (74%) would be **likely (very likely (56%) or likely (18%))**; 13% would be **somewhat likely** and 7% would **not be likely (not too likely (3%) or not at all likely (4%))**; 6% are **not sure**.

Very Likely or Likely to Purchase Future DDC Based On INFORMATION of Importance

When just looking at those who say it is **important (extremely important or important)** to include *Area Tables*, 79% of those respondents said they would be **likely (very likely or likely)** to purchase a future version of the DDC. The same trend holds true for all the other information types – approximately three-quarters of those who feel a particular type of information is **important** said they would be **likely** to purchase a future version of the DDC.

Very Likely or Likely to Purchase Future DDC Based On FORMAT of Importance

When just looking at those who say it is **important (extremely important or important)** for the DDC to be available via *Print on Demand from OCLC*, 86% of those respondents said they would be **likely (very**

likely or *likely*) to purchase a future version of the DDC. Results are similar for the *PDF* format. More than two-thirds of those who feel the *CD or DVD* (76%)* or *Excel* (69%)* formats are **important** said they would be *likely* to purchase a future version of the DDC.

Pricing of the Future Version of the DDC

Respondents were asked in an open-ended question what price they feel it would be a **real bargain** and what price would be **too expensive** for a future version of the DDC (including the information they feel is important and is in their preferred format). The following chart details the average price based on those who provided a quantifiable price. The actual verbatim responses to what respondents feel would be considered a real bargain and too expensive begin on page 31.

Among the total respondents who provided a cost that was quantifiable, \$192 would be the average price considered to be a **real bargain** (n=122) and \$414 would be considered **too expensive** (n=117).

The average real bargain and too expensive costs among those who would be **very likely** or **likely** to purchase a future version of the DDC were slightly higher – \$206 for a **real bargain** (n=94) and \$437 for it to be considered **too expensive** (n=91).

Pricing of the Future Version of the DDC by Information of Importance

The following two charts detail the average cost that would be considered a real bargain and too expensive for a future version of the DDC (including the information they feel is important and is in their preferred format) by respondents who say it would be **important** (**very important** or **important**) to include the specific type of information.

For example, among the respondents who said it would be **important** to include the *Manual* and who provided a quantifiable “real bargain” (n=84) or “too expensive” (n=81) price, \$204 is the average price that these respondents would consider to be a “real bargain” and \$432 is the average price considered to be “too expensive” for the future version of the DDC.

Pricing of the Future Version of the DDC by Format of Importance

The following two charts detail the average cost that would be considered a real bargain and too expensive for a future version of the DDC (including the information they feel is important and is in their preferred format) by respondents who say it would be **important** (**very important** or **important**) to have this version available in a specific format.

For example, among the respondents who said it would be **important** to have the future version of the DDC available via *Print on Demand* and who provided a quantifiable “real bargain” (n=62) or “too expensive” (n=58) price, \$189 is the average price that these respondents would consider to be a “real bargain” and \$412 is the average price considered to be “too expensive” for the future version of the DDC.

Frequency of Receiving Updates of the DDC

Respondents were asked how often they would want to receive updates of the future version of the DDC (including the information they feel is important and is in their preferred format).

Two-fifths of respondents (43%) would like to receive future updates of this version of the DDC **annually**; 16% would to receive these updates every **2 years**; 13% said every **3 years**; 15% said every **4 to 5 years**; and 13% said **other**.

Comments for Sprinkles... ???

Future Print Versions

"I often use the Index. Please do not eliminate it"

"I use the summaries and Relative Index the most often."

"I'm actually not sure that we will continue to purchase the DDC in print. It sits on a shelf unused most of the time. We are quite happy with WebDewey."