



GUIDELINES FOR VISION SCIENCE LIBRARIES

Compiled by
The Association of Vision Science Librarians
October 2011 Update

MONOGRAPHS

For the year ending in December, 2011, the preliminary estimate of the U.S. consumer price index is 3.3%.¹ In 2010 the CPI was 1.6%. In recent decades it has been demonstrated that there is little correlation between the consumer price index and the cost of library materials. The general perception that price increases for library materials continue to be exorbitant can certainly be attributed to continuing serials inflation, but monograph prices also continue to contribute to price increases in vision science.

U.S. hardcover book prices have increased 2.7% this year in subjects of interest to vision science libraries. There has been a steady rise, and sometimes a marked increase in the price of North American academic books between 2005 and 2009. The most recent fluctuations in percent change ranged from -10.9 to 14.8%.

Library & Book Trade Almanac is now tracking North American academic textbooks and ebooks. In all subject areas of interest to vision science the North American academic textbook average percent change was 1.7% while the CPI for 2009 was -0.3%. North American academic ebooks dropped by 18.4% for all the subject areas of interest to vision science libraries.

U.S. hardcover book prices

Table 11A, derived from the *Library & Book Trade Almanac*,² shows the 2006 to 2010 average prices. Overall, for subject areas of interest to vision science libraries there was a 2.7% rise in the price of U.S. hardcover between 2009 and 2010. Medicine and technology books remain roughly the same price. Science books dropped 10.0% following another drop of 7.0% 2009. U.S. Hardcover book prices in education increased by 6.0% in 2010. The 2010 increase is close to double the estimated CPI for 2011 and almost 4 times the CPI for 2010.

TABLE 11A: U.S. HARDCOVER BOOK PRICES 2006-2010							
(Index base: 2005=100)							
2010							
SUBJECT	2006	2007	2008	2009	2010 - prelim	% CHANGE FROM 2009	INDEX - prelim
	\$	\$	\$	\$	\$		
EDUCATION	107.76	111.28	111.90	105.56	111.89	+6.0%	117.7
MEDICINE	160.58	153.14	154.91	165.92	166.41	+0.30%	106.3
SCIENCE	201.47	213.59	204.74	190.41	171.33	-10.0%	84.2
TECHNOLOGY	167.50	156.46	158.80	160.83	159.27	- 0.97%	84.8
ALL SUBJECTS	85.10	82.24	84.55	84.84	87.15	+2.7%	108.0

Table 11B demonstrates fluctuations in % change over time in all subject areas over the last 4 years.

TABLE 11B: U.S. HARDCOVER BOOK PRICES PERCENT CHANGE (%) OVER TIME,					
2006-2009					
2010					
SUBJECT	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010
EDUCATION	+7.5%	+3.3%	+ 0.6%	- 5.6%	+6.0%
MEDICINE	+2.6%	-4.6%	+ 1.2%	+7.1%	+0.30%
SCIENCE	- 1.0%	+6.0%	- 4.1%	-7.0%	-10.0%
TECHNOLOGY	-10.8%	-6.6%	+ 1.5%	+1.3%	- 0.97%
ALL SUBJECTS	+5.9%	-3.4%	+ 2.8%	+0.34%	+2.72%

North American Academic Book Prices

Table 12A, also from the *Library & Book Trade Almanac*,³ shows the prices for North American academic books. This includes hardcover, paperback editions of hardcover, trade and paperback as well as annuals. *Library & Book Trade Almanac* indicates that inclusion of paperback editions doesn't affect the pricing in the index.³ In 2009, all North American academic books in the subject areas of interest to vision science libraries decreased on average 1.2% but the % change ranges from -10.9 (psychology) to 14.8% (science). This is down considerably from the average percent change from 2007-2008 of 17.1%, as shown in Table 12B. Overall there has been a fairly steady rise in the price of North American academic books between 2005 and 2009.

Table 12A: NORTH AMERICAN ACADEMIC BOOK PRICES								
(Index base: 1989=100)								
2010								
SUBJECT	1989	2005	2006	2007	2008	2009	% CHANGE FROM 2008	INDEX
	\$	\$	\$	\$	\$	\$		
EDUCATION	29.61	51.30	56.86	62.01	70.83	75.75	+6.9%	255.8
MEDICINE	58.38	83.45	85.21	89.13	109.35	101.97	-6.8%	174.7
PSYCHOLOGY	31.97	50.67	56.85	64.48	71.82	63.97	-10.9%	200.1
SCIENCE	56.10	86.82	84.02	96.12	106.31	122.02	+14.8%	217.5
ALL SUBJECTS	41.69	65.42	67.29	68.51	80.25	79.32	-1.2%	190.2

Table 12B shows fluctuation in percent change over time for all subjects between 2005 and 2009. The inflation in 2008 ranged from 10.6% to 22.7% at a time when the CPI was 3.8%.

Table 12B: NORTH AMERICAN ACADEMIC BOOK PRICES PERCENT (%) CHANGE OVER TIME 2005- 2009 2010				
SUBJECT	% CHANGE FROM 2005-2006	% CHANGE FROM 2006 - 2007	% CHANGE FROM 2007 -2008	% CHANGE FROM 2008-2009
EDUCATION	+8.1%	+9.1%	+ 14.2%	+6.9%
MEDICINE	+8.8%	+4.6%	+ 22.7%	-6.8%
PSYCHOLOGY	+12.2%	+13.4%	+ 11.4%	-10.9%
SCIENCE	-10.5%	+14.4%	+ 10.6%	+14.8%
ALL SUBJECTS	+6.4%	+1.8%	+ 17.1%	-1.2%

BRITISH ACADEMIC BOOK PRICES

In *Library & Book Trade Almanac* 2011, a new version of the British academic book prices index ⁴ has been established based on data from Baker and Taylor.⁵ *Library & Book Trade Almanac* note the new table may not be comparable to the previous one, which was based on Blackwell Book Services data.⁵ The subject headings have changed and are now consistent with other *Library & Book Trade Almanac* book price monitoring indexes. Table 13 shows an overall drop of 1.8% between 2009 and 2010 in all subjects of interest to vision science libraries. Education and medicine saw significant inflation of 5.1% and 13.6% respectively, given the CPI was 1.6%, and psychology and science saw significant drops in inflation of 10.7% and 13.8% respectively.

TABLE 13: BRITISH ACADEMIC BOOK PRICES [in pounds sterling] 2009-2010				
SUBJECT	2009	2010	% CHANGE FORM 2009	INDEX
EDUCATION	49.70	51.21	+5.1%	105.1
MEDICINE	48.50	55.12	+13.6%	113.6
PSYCHOLOGY	44.46	39.69	-10.7%	89.3
SCIENCE	42.12	36.32	-13.8%	86.2
ALL SUBJECTS	52.91	51.97	-1.8%	98.2

North American Academic Textbook Average Prices

This is the second year *Library & Book Trade Almanac* have tracked North American academic textbooks prices.⁶ The tracking includes paperback editions. Table 14 indicates in all subject areas of interest to vision science libraries the prices of textbooks rose on average 1.7%. Education and medicine dropped slightly while psychology dropped by 5.2%. With the consumer price index at -0.3% in 2009, science academic textbook increased 1.8%.

TABLE 14: NORTH AMERICAN ACADEMIC TEXTBOOK AVERAGE PRICES					
Index base 2007 =100					
2010					
SUBJECT	2007	2008	2009	% CHANGE FROM 2008	Index
EDUCATION	\$79.58	\$84.55	\$84.49	-0.15%	106.2
MEDICINE	\$126.37	\$133.27	\$131.12	-1.6%	103.8
PSYCHOLOGY	\$100.17	\$107.08	\$101.51	-5.2%	101.3
SCIENCE	\$111.30	\$84.82	86.36	+1.8%	77.6
ALL SUBJECTS	\$102.52	\$105.34	\$107.17	+1.7%	104.5

North American eBooks prices

Tracking ebook prices is also new to the *Library & Book Trade Almanac*. Table 15, taken from the *Library & Book Trade Almanac*,⁷ indicates that overall ebooks in subject areas of interest to vision science libraries were down in price between 2008 and 2009 by 18.4% on average. Ebook prices have dropped from -16.6% to -29.1%. The notation indicates that included in the data are all ebook titles in approval plans covered by YBP Library Services and Coutts Library Services. It does not indicate whether the item costs are for single or multiple users so it may be safe to assume it is single user data.

TABLE 15: NORTH AMERICAN ACADEMIC EBOOKS AVERAGE PRICES					
Index base 2007 =100					
2010					
SUBJECT	2007	2008	2009	%CHANGE FROM 2008	Index
EDUCATION	\$107.62	\$118.84	\$84.24	-29.1%	78.3

MEDICINE	\$123.59	\$142.04	\$118.45	-16.6	95.8
PSYCHOLOGY	\$83.51	\$96.46	\$77.42	-19.7	92.7
SCIENCE	\$117.19	\$135.07	\$107.75	-20.2	91.9
ALL SUBJECTS	\$110.82	\$125.33	\$102.21	-18.4%	92.2

Possible explanations for the drop in ebook prices could include the economic situation between 2006 and 2008. The AVSL statistics indicate there was a marked decrease in monograph budgets in 2006 and it was relatively the same in 2008. In addition, selector's caution about purchasing ebooks, given user access issues and perpetual access availability, may have played a part. It could also be due to technical improvements in hosting, delivery and access for ebooks that led to cost savings for the vendor.

Doody's Core Titles

This is the fourth year in which *Doody's Core Titles in the Health Sciences* has been used in the Guidelines as a source of price trends for monographs in science and medicine. *Doody's* breaks its content into specialties, which makes it much easier to focus on the economics of vision-related titles and to track them from year to year. In the long run, this will afford a better summary of key economic factors facing vision librarians. Unfortunately, *Doody's* does not cover a very large number of vision titles, and this small sample size may not be an accurate picture of true vision monograph costs.

While *Doody's* does make the distinction between "ophthalmology" core titles and "optometry" core titles, it seems likely that any vision library will collect materials from both specialties. Not surprisingly, some titles appear in both lists. Any meaningful attempt to monitor costs for vision-related monographs should consider both specialties.

Under the specialty titled optometry, *Doody's* lists 25 core titles, and under the specialty titled ophthalmology it lists 51 in 2011.⁸ In 2010 there were 15 optometry core titles and 50 ophthalmology core titles.⁸ The average cost per title appears in Table 15A.

Titles come and go based on availability and reviewer ratings, so each year there are some new editions added, some new books added and while others are taken off the new list. In 2011, 16 new titles were added to the optometry core titles (2 new editions, 14 new books), while 4 titles from 2010 did not appear on the 2011 list. In the 2011 ophthalmology core titles list 19 new titles were added (7 new editions, 12 new books), while 11 books were dropped from the 2010 list. Therefore it is difficult to analyze changes in book prices within and between the two core lists and between years. It can, however, give us a general sense of pricing.

Within *Doody's Core Titles*, optometry sits within the associated health professions (AHP) category. The average cost of an AHP book in 2010 was \$111.60, and rose in 2011 to \$118.37.⁹ Optometry books on average cost \$109.08 in 2011, down less than a dollar from 2010. Table 16A, derived from *Doody's*,⁹ shows that optometry prices remain in line with the average price of AHP books. The average cost of health science books in 2010 was \$151.59, and dropped to \$133.17 in 2011.⁹ Optometry books are well below the average cost of health science books. However, optometry training relies heavily on ophthalmology and other health science books (e.g. pharmacology, anatomy, pathophysiology), so optometry collection development budgets need to reflect the fact that other health science and clinical science books are of significantly higher cost.

It must be noted that the average cost is calculated for the unique books on each list contained in any category. Titles shared by both collections would not be included in the average cost calculations. Therefore the higher priced ophthalmology or health science books shared between the two lists would be eliminated from the calculation of average cost of both lists.

Ophthalmology is within the clinical medicine category. The average cost of a clinical medicine book in 2010 was \$198.85, and dropped slightly to 197.30 in 2011.⁹ The average cost of an ophthalmology book in 2011 was \$274.49. Table 17A shows that the average price of an ophthalmology title in 2011 is significantly more than the average clinical medicine text. This too should be noted in the development of collection budgets. It also shows the total cost per specialty.¹⁰

Table 16A: COMPARISON OF NUMBER OF TITLES AND AVERAGE COST OF OPTOMETRY AND OPHTHALMOLOGY BOOKS 2009-2011						
2011						
	OPTOMETRY			OPHTHALMOLOGY		
YEAR	2009	2010	2011	2009	2010	2011
NUMBER OF TITLES	24	15	25	58	50	51
AVERAGE COST	\$119.10	\$109.92	\$109.08	\$257.62	\$263.54	\$274.49
TOTAL COST	\$2,858.50	\$1,644.30	\$2,727.05	\$14,941.75	\$13,177.05	\$13,999.09

Table 16B, derived from *Doody's*,⁹ indicates a steady increase in the cost of ophthalmology books in the last five years. The percent change over time, as noted in Table 16C, has been positive; however, the amount of percent change has declined from 14.0% to 2.3% between 2006 and 2010. In 2010 the percent change rose again to 4.1%. The average cost of

optometry books rose from 2006 to 2008 and has dropped since then to below the 2006 average cost per title. This year the percent change was less than 1%.

TABLE 16B: AVERAGE COST PER TITLE OVER TIME 2006-2010						
	2007	2008	2009	2010	2011	% CHANGE FROM 2010
OPHTHALMOLOGY	\$233.97	\$249.09	\$257.62	\$263.54	\$274.49	+4.1%
OPTOMETRY	\$159.46	\$162.49	\$119.10	\$109.92	\$109.08	-0.76%

Table 16C: PERCENT CHANGE OVER TIME 2006-2011					
	% CHANGE FROM 2006	% CHANGE FROM 2007	% CHANGE FROM 2008	% CHANGE FROM 2009	%CHANGE FROM 2010
OPHTHALMOLOGY	+14.0%	+6.5%	+3.40%	+2.3%	+4.1%
OPTOMETRY	+32.0%	+1.9%	-26.70%	-7.7%	-0.76%

Table 17A, derived from *Doody's*,¹¹ reports pricing trends based on major classifications, most of which are relevant to vision libraries. The following table illustrates these changes in a category entitled health sciences (excludes Nursing) from 2006 to 2011. Inflation has increased in associated health professions and other disciplines categories by 5.72% and 11.11% respectively. There was a decrease in inflation for the basic sciences and the clinical medicine category by 2.19% and 0.79 % respectively.

TABLE 17A: AVERAGE COST COMPARISON BY GENERAL CATEGORY IN HEALTH SCIENCES 2006-2011							
CATEGORY	2006	2007	2008	2009	2010	2011	% CHANGE FROM 2010
ASSOCIATED HEALTH PROFESSIONS (Chiropractic, Dentistry, Occupational Therapy, Optometry, Pharmacy, Podiatry, Speech & Hearing,	\$85.60	\$101.56	\$104.92	\$108.87	\$111.60	\$118.37	+5.72%

Veterinary Medicine, etc.)							
BASIC SCIENCES (Anatomy, Biochemistry, Epidemiology, Microbiology, Neuroscience, Pharmacology, Physiology, etc.)	\$110.29	\$126.90	\$129.49	\$161.04	\$136.55	\$133.62	-2.19%
CLINICAL MEDICINE (Allergy/Clinical Immunology, Anesthesiology, Cardiology, Dermatology, Family Practice, Nutrition, Ophthalmology, Psychiatry, Urology, etc.)	\$161.47	\$170.62	\$185.49	\$190.58	\$198.85	\$197.39	-0.79%
OTHER DISCIPLINES (Health Information Management, History of Medicine, Library & Information Science, Managed Care, Medical Ethics, Medicolegal Issues, etc.)	\$62.12	\$71.14	\$81.44	\$77.92	\$74.11	\$83.37	+11.11%

TABLE 17B: PERCENT CHANGE OVER TIME BY HEALTH SCIENCE CATEGORY 2005-2010					
	% CHANGE FROM 2006	% CHANGE FROM 2007	% CHANGE FROM 2008	%CHANGE FROM 2009	%CHANGE FROM 2010
ASSOCIATED HEALTH PROFESSIONS (Chiropractic, Dentistry, Occupational Therapy, Optometry, Pharmacy, Podiatry, Speech & Hearing, Veterinary Medicine, etc.)	+18.6%	+3.3%	+3.6%	+2.5%	+5.72%

CHEMISTRY & PHYSICS	\$2,045.12	\$2,189.67	\$2,333.37	\$2,482.16	\$2,622.14	+ 5.6%	1,145.50
MEDICINE	\$1,034.83	\$1,113.97	\$1,224.41	\$1,317.81	\$1,427.56	+ 8.3%	1136.9
PSYCHOLOGY	\$539.07	\$579.93	\$631.79	\$686.52	\$726.87	+ 5.9%	1,042.30
ENGINEERING	\$592.99	\$634.85	\$688.98	\$734.14	\$786.72	+ 7.2%	999.6
All SUBJECTS	\$484.18	\$518.55	\$559.96	\$603.85	\$642.62	+ 6.4%	886.8

Table 18B indicates all U.S. periodicals have had positive percent changes over the last five years. There has not been less than a 5.6% increase in the percent change of any subject area. Over time, the percent change in chemistry periodicals has come down gradually but the cost per journal remains markedly higher than other periodicals of interest. Medicine periodicals percent change in price have fluctuated but always climbed over 7% per year over the last 5 years. Psychology periodicals have experienced fluctuations in percent change over the last few years and dropped almost 3% in 2009-10. Engineering percent changes have also fluctuated over the past few years, while remaining above 6.6% over the last five years.

TABLE 18B: U.S. PERIODICAL PRICES PERCENT CHANGE (%) OVER TIME, 2005-2009 2010					
SUBJECT	% CHANGE FROM 2005-2006	% CHANGE FROM 2006-2007	% CHANGE FROM 2007-2008	% CHANGE FROM 2008-2009	%CHANGE FROM 2009-2010
CHEMISTRY & PHYSICS	+8.8	+7.1%	+6.6%	+6.4%	+5.6%
MEDICINE	+7.5	+7.6 %	+9.9%	+7.1%	+8.3%
PSYCHOLOGY	+8.5	+7.6 %	+8.9%	+8.7%	+5.9%
ENGINEERING	+7.4	+7.1 %	+8.5%	+6.6%	+7.2%
All SUBJECTS	+7.7	+7.1%	+8.0%	+7.8%	+6.4%

REFERENCES

1. Consumer Price Index Estimate 1913- . Federal Reserve Bank of Minneapolis Website.
http://www.minneapolisfed.org/community_education/teacher/calc/hist1913.cfm. Updated April 2011. Accessed Sept 11, 2011.
2. Tarfui, N. Prices of U.S. and Foreign Published Materials. In: Bogart D, ed. Library and Book Trade Almanac (formerly Bowker Annual). 56th ed. Medford (NJ): Information Today: 2011: 466-467
3. Tarfui, N. Prices of U.S. and Foreign Published Materials. In: Bogart D, ed. Library and Book Trade Almanac (formerly Bowker Annual). 56th ed. Medford (NJ): Information Today: 2011: 468-469
4. Tarfui, N. Prices of U.S. and Foreign Published Materials. In: Bogart D, ed. Library and Book Trade Almanac (formerly Bowker Annual). 56th ed. Medford (NJ): Information Today: 2011: 487
5. Tarfui, N. Prices of U.S. and Foreign Published Materials. In: Bogart D, ed. Library and Book Trade Almanac (formerly Bowker Annual). 56th ed. Medford (NJ): Information Today: 2011: 489
6. Tarfui, N. Prices of U.S. and Foreign Published Materials. In: Bogart D, ed. Library and Book Trade Almanac (formerly Bowker Annual). 56th ed. Medford (NJ): Information Today: 2011: 471
7. Tarfui, N. Prices of U.S. and Foreign Published Materials. In: Bogart D, ed. Library and Book Trade Almanac (formerly Bowker Annual). 56th ed. Medford (NJ): Information Today: 2011: 470
8. Breakdown of Titles by Specialty. Doody's Core Titles in Health Sciences 2011. Doody's Core Titles.
<http://www.doody.com/dct/content/ListOverview.asp?SID={183107DD-67CB-4F43-BB6C-ES9E83C3FA99}#k>. Updated May 15, 2011. Accessed Nov 14, 2011.
9. Average Cost of Core Titles by Specialty. Doody's Core Titles in Health Sciences 2011. Doody's Core Titles.
<http://www.doody.com/dct/content/ListOverview.asp?SID={183107DD-67CB-4F43-BB6C-ES9E83C3FA99}#k>. Updated May 15, 2011. Accessed Oct 5, 2011.
10. Total Cost of Core Titles by Specialty. Doody's Core Titles in Health Sciences 2011. Doody's Core Titles.
<http://www.doody.com/dct/content/ListOverview.asp?SID={183107DD-67CB-4F43-BB6C-ES9E83C3FA99}#k>. Updated May 15, 2011. Accessed Oct 5, 2011.
11. Year on Year Cost Comparison Average Cost Comparison. Doody's Core Titles in Health Sciences 2011. Doody's Core Titles.
<http://www.doody.com/dct/content/ListOverview.asp?SID={183107DD-67CB-4F43-BB6C-ES9E83C3FA99}#k>. Updated May 15, 2011. Accessed Oct 5, 2011.

12. Tarfui, N. Prices of U.S. and Foreign Published Materials. In: Bogart D, ed. Library and Book Trade Almanac (formerly Bowker Annual). 56th ed. Medford (NJ): Information Today: 2011: 463