



COLLECTIONS POLICY

SUBJECT: CONSUMER STUDIES

General Purpose

The general purpose is to collect material in the subject of consumer studies to support undergraduate and graduate teaching and research to the Masters level. Two major fields, consumer policy and affairs, and marketing management, form the core of the program. Marketing management concentrates on general preparation in product and service management as well as clothing and food marketing. Consumer policy and affairs includes many subjects such as personal finance, public relations, housing and real estate, consumer research, consumer education and protection, or business and government relations.

Collection development should be maintained at the level of current collecting intensity objectives by the effective use of funds available each year.

Languages

Primarily English, but publications in other languages may be collected as dictated by research needs.

Geographic Areas

Materials from any part of the world are collected to support teaching and research programs with a concentration on North American materials, subject to the language limitation.

Chronological Limitation

Material with a recent imprint date is preferred.

Types of Material Collected

Monographs, periodicals, government documents, and research reports are emphasized in print or microform format, but other types of materials may be considered (e.g., theses, CD-ROM, or audio visual).

Types of Material Excluded

Normally manuscripts, rare books, patents, and computer software are not acquired.

Access and Related Resources

Many external resources can be identified through the Library's catalogue. A broad spectrum of additional information and collection resources may be made available through cooperative arrangements and be accessed via library servers, the Internet, document delivery, and interlibrary loan.

Subjects and Collecting Levels

Subject Area	Existing Collection Strength	Current Collecting Intensity Objective
Consumer Behaviour (general)	3E	3E
Economics		
Education		
Psychology		
Consumer Research (theory and methodology)	3E	3E
Qualitative and statistical analysis		
Housing and Real Estate	3E	3E
Law, finance, government programs		
Community planning and housing design		
Families	3E	3E
Finance and expenditure patterns		
Product Development	3E	3E
Management		
Food marketing, preparation and planning		
Colour and dyes		
Marketing	3E	3E
Retail business and distribution systems		
Market research		
Advertising		
Consumer Textiles	3E	3E
Properties of fibres and fabrics		
Clothing	3E	3E
Production and design		
Merchandising and consumption		
History and fashion		
Food Quality	3E	3E
Sensory analysis		
Physical and chemical properties		
Consumer acceptance		
Diet		
Administration and Management	3E	3E
Management information systems		
Communication and behaviour		
Government and business relationships		
Decision making and policy development		

For related resources see collections policies for Hotel and Food Administration, Food Science, Family Studies, History, Agricultural Economics and Business, Economics, and Psychology.

The attached Appendix indicates collection levels.

Approval

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11 November 1993

Appendix: Collection Levels

Six numeric codes establish a standard terminology to express assessments of the Existing Collection Strength (ECS) and Current Collecting Intensity Objective (CCI) levels. These codes reflect a broad national or international perspective relative to the universe of publications.

Code	Label	Definition
0	Out of Scope	The Library does not collect in this subject area.
1	Minimal Level	A subject area in which few selections are made beyond very basic works .
2	Basic Information Level	A selective collection of materials that serves to introduce and define a subject and to indicate the varieties of information available elsewhere. It may include dictionaries, encyclopedias, access to appropriate bibliographic databases, selected editions of important works, historical surveys, bibliographies, handbooks, and a few major periodicals.
3	Study or Instructional Support Level	A collection that is adequate to impart and maintain knowledge about a subject in a systematic way but at a level of less than research intensity. The Collection includes a wide range of basic works in appropriate formats, a significant number of classic retrospective materials, complete collections of the works of more important writers, selections from the works of secondary writers, a selection of representative journals, access to appropriate machine-readable data files, and the reference tools and fundamental bibliographical apparatus pertaining to the subject. At the study or instructional support level, a Collection is adequate to support undergraduate study and some graduate instruction in master's degree programs.
4	Research Level	A collection that includes the major published source materials required for dissertation and independent research, including materials containing research reporting, new findings, scientific experimental results, and other information useful to researchers. It is intended to include all important reference works and a wide selection of specialized monographs, as well as a very extensive collection of journals and major indexing and abstracting services in the field. Pertinent foreign language materials are included. Older material is usually retained for historical research when pertinent. A collection at this level fully supports doctoral and other original research by faculty .
5	Comprehensive Level	A collection in which a library endeavours, so far as it is reasonably possible, to include all significant works of recorded knowledge (publications, manuscripts, other forms), in all applicable languages , for a necessarily defined and limited field. This level of collection intensity is one that maintains a "special collection"; the aim, if not the achievement, is exhaustiveness. Older material is retained for historical research with active preservation efforts.

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Eight alphabetic language codes amplify the ECS and CCI levels. As with Collection Levels, language coverage is viewed in the context of the universe of publishing rather than local perceptions of need.

Code	Definition
E	English language material predominates. Little or no material in languages other than English is collected.
P	French language material predominates. Little or no material other than French is collected.
V	English and French materials predominate. Little or no material in languages other than English or French is collected.
S	Selected non-English material included in addition to English material.
T	Selected non-French material included in addition to French material.
X	Selected foreign language material included in addition to English and French material.
W	Wide selection of material in all applicable languages. No programmatic decision is made to restrict materials according to language.
Y	Material is primarily in one foreign language (excluding French or English). The overall focus is on collecting material in the local vernacular.
