

# New Roles and Global Agents in Information Organization in Spanish Libraries

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**ABSTRACT:** In a new globalized scenario, the traditional activities of information organization agents in libraries have tended to converge with those from the book industry, under the presumption that most traditional library practices are not adequate for the new globalized situation. This article analyzes the nature and consequences for libraries of the links between agents from the book industry and the organizations in charge of the main library information organization systems, both at an international level and in Spain. Some of the agents whose discourses were analyzed include OCLC, the UDC Consortium, BISG, BIC, EDItEUR, DILVE, Google and Amazon. We conclude that there is evidence of an incursion of book industry practices into the information organization practices of OCLC and that collaboration between both sectors will result in an increase in universality and homogenization in library information organization practices without consideration for the nature and specific characteristics of the library and how it differs from the bookstore.

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## 1.0 Introduction

With the advent of the Internet and the incorporation of new information technologies in libraries, there has also been a change in the roles of agents involved in the book supply chain. The limits between the commercial sector and the library sector have tended to blur as both sectors have blended with each other in order to keep or to expand their market niche. An example of this situation can be found in the adoption in libraries of information organization systems coming from commercial environments, commercial organization systems which promote specific practices designed for a commercial environment in which the fundamental differences between public libraries and commercial entities have not been taken into consideration. Similarly, some libraries see book industry standards, which they may perceive as being more open and flexible than the closed practices of the Online Computer Library Center (OCLC), as a potentially viable alternative to the traditional library practices. Global interaction between the differing agents of commercial and library environments, as well as the convergence of some common interest of these dominant agents, has brought a new global scenario in which the new roles of global book supply agents and their future consequences for libraries will have a profound effect on library organization practices.

## 2.0 Background

In 1876, American librarian Melvil Dewey published the first edition of the *Dewey Decimal Classification* (*DDC*), a system that quickly gained great popularity among public libraries in the US and abroad due to the international and language independent numerical decimal notation and the systematization of all branches of human knowledge. While the first six editions of the *DDC* were published and edited by Dewey himself, by the end of the 19<sup>th</sup> century, this universality also gained the attention of the Belgian lawyers Paul Otlet and Henri La Fontaine, who asked permission of Melvil Dewey to translate and to adapt his system for their project of a Universal Bibliographic Repertoire. Between 1905 and 1907, the first edition of the Universal Decimal Classification (*UDC*), based on the fifth edition of the *DDC*, was born as the *Manuel du Répertoire Bibliographique Universel*. In the beginning, the *UDC* was seen by American librarians as the European translation of the Decimal Classification, and it was not until its second edition in 1927-1933 when it was renamed Classifica-

tion Décimale Universelle that it gradually began to gain a name for itself as an independent system which could compete with the *DDC* for its own market niche in public libraries around the world. Currently, taking the two systems into account, the *DDC* and similar systems have been adopted in a majority of public libraries around the world. This aspect, along with the mutual exclusivity in the adoption of these systems in libraries, has not generated a good relationship between the organizations in charge of the systems, OCLC in the case of the *DDC*, and the UDC Consortium in the case of the *UDC*, both of which have seen in the other system a competitor for their market niche.

The *DDC* is presented by OCLC as "the world's most widely used library classification system" (OCLC 2011a), available in print and electronic formats, used in more than 138 countries and translated into over thirty languages. On the other hand, the *UDC* is presented on the UDC Consortium website as "the world's foremost multilingual classification scheme for all fields of knowledge" (UDC Consortium 2010a), and, according to the latest translation and use surveys (Slavic 2004; Slavic 2008; UDC Consortium 2010b), it is used in around 130 countries world-wide and in 39 languages (currently, the multilingual online *UDC* summary is translated into 45 languages).

In Spain, with some exceptions, the use of the *UDC* is almost universal. The *UDC* was made mandatory in Spanish public libraries by the Order of 29 July 1939. This Order was abolished by the Decree of 19 May 1989, in which the *Reglamento de Bibliotecas Públicas del Estado y el Sistema Español de Bibliotecas* (Regulations of the State Public Libraries and the Spanish Library System) was passed. Despite the abolition of the Order, very few Spanish public libraries have adopted any library classification system other than the *UDC*, despite the fact that, as San Segundo pointed out, there is a legal gap concerning the library classification to be adopted in Spanish public libraries that allows the adoption of systems other than the *UDC* (San Segundo 1999).

While *DDC* and *UDC* are widely used to this day, there are more modern and more advanced systems which have failed to be adopted on such a broad scale. Hjørland, while talking about the current case of the *DDC*, has pointed out some of these possible causes (Hjørland 2007, 8):

It is somewhat ironic that the most used tool for classification in libraries today is the *DDC* first

published 1876. More than hundred years of research and the development of other kinds of knowledge organizing systems has not resulted in making *DDC* obsolete. For example, the BC2 is generally considered theoretically more advanced, but has difficulties being used in practice. The main reason may be that most of the English-language books bought by a given library are pre-classified with the *DDC* by the Library of Congress. Another reason may be that they are not considered user-friendly because users have to learn certain principles. It is, however, thought provoking that classification systems developed later and generally thought more advanced are not able to compete efficiently.

On the other hand, the problem of lack of user-friendliness as pointed out by Hjørland does not seem to be one of the main justifications used by libraries which have adopted bookstore classifications or, in the case of older examples, reader-interest classifications developed in house. Reader-interest classifications, commonly recognized to be more simple and theoretically no more advanced than the *DDC* or the UDC, have been adopted by public libraries in several countries over time. These reader-interest classifications have their origin in 1936 in the Detroit Public Library (Rutzen 1952) and became popular mainly in the United Kingdom during the 1970s during the peak of the user-centered movement in libraries. Some of the most relevant cases of reader-interest classification cases during this time period were reported by Patricia Ainley and Barry Totterdell in the United Kingdom (Ainley and Totterdell 1982). More recently, several public libraries in the United States have adopted BISAC, the classification system developed by the Book Industry Study Group (BISG), that arguably might be considered another case of a reader-interest classification. Some of the pioneer libraries that have adopted (and/or adapted) BISAC in the US include: Maricopa County (Ariz.) Library District, Phoenix Public Library and Rangeview Library District, CO. Some of the problems that made this kind of experiment fail in the past include the lack of standardization between systems (in both originals and adaptations), and update and interoperability issues concerning shared catalogs and records, mainly when automation and cooperation in library catalogs gained popularity, thus highlighting the need for standardized practices within branches in a library system. These problems might have been avoided significantly if there had been a strong organization in charge of

those systems, supervising an updated and standardized (globalized) application of the systems and guaranteeing interoperability. In this vein, one of the main problems of reader-interest classifications in the past was that there was not an organization watching over the reader-interest classification interests, like in the current cases of OCLC, with the *DDC*, and the UDC Consortium, with the UDC. However, in the case of BISAC, there is a strong organization watching over its interests, the BISG in the United States. OCLC is also a member of the BISG with the apparent intent of creating a global infrastructure of universal standards for both libraries and the commercial environments of the book industry. The nature and consequences of these new roles and global agents for the information organization in libraries will be studied below.

### 3.0 Methodology

For this study, a text-based approach that could be described as either a Foucauldian genealogical discourse analysis or investigative reporting has been used. Analyzing the discourses in both the literature and the official published documents, websites and statements, we have tried to identify the intentions and links between the different agents of the book supply chain and the new globalized situation that the new information technologies have brought. The discourses of some of the traditional agents related to the information organization systems have been analyzed, both from a librarian point of view such as the UDC Consortium and OCLC, and from the books industry such as the Book Industry Study Group, EDItEUR, the Book Industry Communication and DILVE in Spain. In addition, a third group of agents halfway between the librarian and commercial environments—for example, Google Books—have been analyzed. This third group represents the new convergent situation of the commercial e-book and the free availability of cultural works on the Internet, in which the limits between the librarian and commercial environments are more and more blurred.

### 4.0 Organizations in charge

The UDC Consortium (UDCC) is a self-funded, non-commercial organization. It was established in 1991 by FID and the publishers of the Dutch, English, French, Japanese, and Spanish editions. The Consortium assumed ownership of the UDC on 1 January 1992. The objective of the organization, according to the UDC Consortium website, is to di-

rect the development and dissemination of the Universal Decimal Classification in the best interests of its publishers and users (UDC Consortium 2011). The content of the UDC is restricted under copyright of the UDC Consortium. Formal permission (a license) is needed for a total or partial reproduction of the UDC, including adaptations and translations to languages other than English. This formal permission is automatically granted to the Executive Members of the UDC Consortium, which have the right to publish any edition of the UDC in their native language as well as free license to translate or distribute any Consortium publications. Currently, Executive Members of the UDC Consortium include the BSI in the United Kingdom, CEFAL in Belgium, The National Library of the Czech Republic, VINITI in Russia, and AENOR in Spain.

The UDC in Spain is part of the body of standards of AENOR (Asociación Española de Normalización y Certificación – Spanish Standards and Certification Association) falling within the works coordinated by the Technical Standards Committee for Documentation (AEN/CTN 50), and more specifically by the working group 7 “UDC,” a secretariat which has been coordinated since 2000 by FESABID (Federación Española de Sociedades de Archivística, Bibliotecología, Documentación y Museística – Spanish Federation of Archival Science, Librarianship, Documentation and Museum Science). The current version of the UDC in Spain is the standard UNE 50001:2000 CDU published in 2000, corrected in 2002 by the standard UNE 50001:2002 ERRATUM CDU, and updated in 2004 by the First Modification of the standard UNE 50001/1M:2004 CDU. Because of the time needed for the physical preparation, the adaptation of the UDC to the standard UNE 50001:2000 was taken from the Master Reference File distributed in 1998 (version 9812), and thus does not include some of the changes in the UDC between 1999 and 2000. The standard UNE 50001:2002 ERRATUM CDU, dated 25 January 2002, corrected some of the minor mistakes detected in the 2000 edition (not including the modifications) and was included in the subsequent re-prints of the standard. The standard UNE 50001/1M:2004 CDU, dated 29 October 2004, and published separately from the 2000 standard, included some of the main changes of the *Extensions & Corrections to the UDC* between 1999 and 2000, and fixed some of the problems of working with an older version of the Master Reference File. The unavoidable lag between the publication of proposals of changes and agreed cancellations in the *Extensions & Corrections to*

*the UDC* and the UDC Consortium website, and the annual update and distribution of the Master Reference File is an addition burden for the printed editions of the UDC in languages other than English, the official language of the Master Reference File. However, this problem might disappear with the multilingual online Master Reference File, which now offers a free summary of the UDC in 45 languages through the UDC Consortium website.

The role of OCLC as the editor of the *DDC* goes back to 1988, when Forest Press, editor of the *DDC* from the seventh edition, became a division of OCLC and assumed responsibility for the system. OCLC presents itself on its website as “a nonprofit cooperative, funded by the membership whose public purposes are to further access to the world's information and reduce library costs” (OCLC 2011b). The international scope of OCLC is also reflected in the structure of the organization, composed of Regional Councils—OCLC Europe, the Middle East and Africa (EMEA); OCLC Asia Pacific; and OCLC the Americas—whose Member Delegates participate on the Global Council. The responsibility of OCLC over the *DDC* not only includes its promotion in libraries around the world, through translations and global online services such as WebDewey, but also the protection of OCLC's trademark rights, in the name of OCLC's membership. Examples of disputes to protect their monopoly over the system in the last 10 years include a lawsuit with The Library Hotel, a library themed hotel in New York which was using *DDC* numbers for their rooms (Albanese 2003; Eberhart 2003), and the termination of an academic project at the University of Alberta, Canada, mapping the *DDC* to feminist thesauri and local revisions (Kublik et al. 2003). These actions have incited a growing movement in the library community questioning the role of OCLC as the organization in charge of the *DDC* (Ardito 2003; Kniffel 2003; Intner 2004). In this vein, one might wonder first if the *DDC* should be in the public domain, since it was first published in 1876. OCLC justifies its continuing proprietary interest in the *DDC* using trademark law: “Since the Dewey Decimal Classification (*DDC*) system was created more than 135 years ago, it's easy to assume that the Dewey name is in the public domain. However, it never has been, and since 1988, OCLC Online Computer Library Center has held the trademark on the Dewey name” (OCLC 2011c). Second, as Ardito pointed out, one might also wonder about the legitimacy of maintaining a proprietary system with tax dollars destined for the *DDC* division of the Library of Congress. These questions and others indicate increas-

ing discontent among the librarian community and the feeling that OCLC might not be the most desirable organization to be in charge of this classification system, something that has also been suggested by libraries which have adopted BISAC instead of *DDC*.

In the case of BISAC, the organization in charge of the system is the BISG, presented on its website as “the leading U.S. book trade association for standardized best practices, research and education.” More specifically: “For over 35 years, BISG has been working on behalf of its diverse membership of publishers, retailers, manufacturers, distributors, wholesalers, librarians and others involved in both print and digital publishing to forward its mission of *creating a more informed, empowered and efficient book industry supply chain for both physical and digital products*” (BISG 2011a). The BISG publishes the BISAC classification scheme, which is available free online for book-by-book look up on the website and can be obtained in Excel, PDF and Word formats through an End User License agreement. The free availability online of the system, as well as the support given by the book industry, has increased its adoption by bookstores and in libraries looking for alternatives to traditional library standards such as Dewey. On the other hand, the use of BISAC by Google, also a BISG member, to classify the documents of the Google Books projects, has helped to increase awareness of BISAC as a possible standard in the future of information organization in digital environments, and criticism for poor quality implementation in assignment of terms to books (Nunberg 2009a; Nunberg 2009b; Nunberg 2009c). Jon Orwant, the head of metadata for Google Books, responded to Nunberg’s critiques, point by point, through a comment on Nunberg’s original blog post (Orwant 2009), and the topic was discussed on some of the most popular websites on Technology such as Slashdot (Dawson 2009). In this vein, Nunberg wondered whether Google’s decision to use BISAC “might have to do with their own ambitions to compete with Amazon,” also a BISG member, and which also uses categories based on BISAC.

ONIX for Books (ONline Information eXchange) is the XML-based international standard for metadata exchange used by Google, Amazon.com, Baker & Taylor, Barnes & Noble, Bowker, and the Library of Congress. ONIX is recommended on the BISG website as the best way to use BISAC (BISG 2011b). The standard is maintained by EDItEUR, “the international group coordinating development of the standards infrastructure for electronic commerce in the book and serials sectors” (EDItEUR 2009a). Some of

the main agents involved in the development of ONIX include the main organizations of the English speaking books industry: the BISG in the United States and the Book Industry Communication (BIC) in the United Kingdom. The international organization of EDItEUR follows a similar division to the OCLC Regional Councils, including 80 members of 18 countries between Asia Pacific, Americas, EMEA (Europe Middle East and Africa), and International (EDItEUR 2009b). Other EDItEUR members, besides the book industry groups BISG and BIC, include Baker and Taylor, Barnes & Noble Distribution, Ingram Book Company, R R Bowker and OCLC in the United States, the British Library in the United Kingdom, and the Federación de Gremios de Editores de España (Federation of Publishers' Guilds of Spain) in Spain, although not any representative of the Spanish librarian sector.

Although the possibility of ONIX replacing MARC has been discussed by some authors in the library field (Hopkinson 2004), from the OCLC perspective, this does not seem to be very likely to happen. For example, in 2009 Renee Register, the Global Product Manager at OCLC Cataloging & Metadata Services, suggested a greater convergence of MARC with ONIX, a closer collaboration between the librarian and book supply communities, and the enrichment of ONIX records with library metadata such as *LCSH* or *DDC* numbers (Register 2009). The enrichment of MARC records with BISAC metadata is something that has been considered by OCLC since May 2008 (OCLC 2008). Finally, concerning the relation of ONIX to the organizations in charge of the book industry standards, although the organization in charge of ONIX at an international level is EDItEUR, according to the EDItEUR Newsletter of April 2010, the responsibility for US input to the standard and for its promotion in the American market passed to the BISG, through its BISAC Metadata Committee, and in the UK to the BIC (EDItEUR 2010). This means that, in the United States, there will be a greater convergence of OCLC’s interests with BISG’s interests concerning ONIX, that will also bring greater need for collaboration between both entities. Concerning the United Kingdom, the relation of the BIC to the *DDC* (represented by OCLC) will be subordinated to the relationship between the BISG and the BIC, the two main book industry organizations in the English speaking world.

The BIC (Book Industry Communication) is presented on their website as “the book industry’s independent supply chain organization, committed to im-

proving the efficiency of the trade and library supply chains, reducing cost and automating processes" (BIC [n.d.]). Concerning the supply chain, the interest of the BIC in libraries is also highlighted: "BIC is committed to creating an efficient supply chain for both physical and digital products in the trade and library sectors." BIC's subject classifications products are BIC Standard Subject Categories; E4Libraries Subject Category Headings; and Children's Books Marketing Classifications. The latest edition of BIC Standard Subject Categories is BIC Standard Subject Categories - Version 2.1 (November 2010) or just BIC2, and it is available through the website. The main aims of the previous BIC2 Version 2, revision 01 (July 2006) included removal of UK bias and convergence with BISAC for "the unification of these two schemes into a single classification system for the English language book market" (Willows 2006). This convergence was also officially announced on December 2009 at the BISG webcast sponsored by OCLC, accompanying the BISAC 2009 release (Bole et al. 2009). As a result of the aim, on 4 November 2010, BISAC 2010 was officially announced including for the first time a mapping of BISAC 2010 to the BIC Version 2 revision 01 (BISG 2010).

The fact that OCLC sponsored the new BISAC release surprised some people, since some libraries which have dropped the *DDC* had adopted BISAC as an intellectual and institutional rejection of the *DDC* and OCLC. However, the relations between OCLC and the BISG are indeed very good. First, OCLC is a BISG member. Second, the collaboration of OCLC with BISG seems to be bigger than many might expect for two organizations competing for the library classification market monopoly (in contrast for instance to the poor or non-existent collaboration between OCLC and the UDC Consortium). Here might be included not only the aforementioned convergences of MARC with ONIX and *DDC* with BISAC, but also OCLC's decision to temporarily suspend the mapping of new Library of Congress Subject Headings to suggested *DDC* numbers in favor of a mapping between BISAC and *DDC* (OCLC 2011d). Joan S. Mitchell, editor in chief of the *DDC* in OCLC, presented this mapping while suggesting the underlying objective of introducing *DDC* numbers in the early stages of the supply-chain "We have a mapping under way between BISAC and Dewey to support the association of Dewey numbers with metadata early in the publication stream" (Fister 2009). This mapping of the *DDC* to BISAC, would enable a crosswalk between the *DDC* and BIC Version 2 revi-

sion 01 too, through the equivalence of BISAC and BIC2 published with the BISAC 2010 release. In other words, OCLC would ensure their participation in the creation of metadata along with the main global agents of the book industry in the English-speaking countries around the world. In this new scenario, the argument of adopting book industry standards such as BISAC or BIC2 under the presumption that they are open or cheaper than the traditional library standards, or as a rejection of the OCLC's policies might be less attractive.

## 5.0 The situation in Spain

On 11th February 2011, Amazon and La Federación de Gremios de Editores de España (FGEE), the only Spanish EDItEUR member, agreed to use DILVE metadata in Amazon systems through ONIX 2.1, something that, according to the DILVE website, would be done by Amazon and would not require any additional operation to the publisher, "which can lead to a notable increase in sales" (DILVE 2011a).

On 13th April 2011, during the London Book Fair, FGEE and Bowker agreed to import DILVE metadata to Bowker as part of a program of catalog enrichment (DILVE 2011b). According to the announcement, those libraries subscribing to the Spanish units of the Bowker's Syndetic Solutions service would be able to use the updated DILVE metadata into their systems. Syndetic Solutions is a service intended for libraries worldwide, according to the Bowker website: "the premier provider of specialized, quality bibliographic data to enhance library online catalogs, and is the only company dedicated exclusively to that end. We offer a wealth of descriptive information and cover images relating to all types of books, from juvenile chapter books to conference proceedings" (Bowker 2011a). Bowker is also considered the leading provider of global book information and decision-support solutions through services that promote an efficient supply chain to publishers, book sellers, and libraries (Bowker 2011b). Bowker is in charge, among other things, of the US ISBN agency, the DOI (Digital Object Identifier) and LibraryThing for Libraries.

In Spain, according to Ian Pattenden, Regional Sales Manager at Bowker, the enrichment of library catalog services is intended to be used mainly in university libraries (Pattenden 2011):

Currently, there are about 40 libraries in Spain which subscribe to Syndetic Solutions in order to enrich their online catalogs. As most of these

subscribers are academic libraries, the service will keep its usual focus on English language materials until the agreement with DILVE comes into effect. Once this occurs, Syndetic Solutions will not only add value to existing customers, but it will also increase its appeal to public libraries and other libraries which have the majority of their collections in Spanish. Syndetic Solutions is the world leader in catalog enrichment services and has material which is relevant to 15 million book titles. It is compatible with many ILS [Integrated Library System], including Innovative Interfaces, Baratz, Ex Libris, SirsiDynix, and open source solutions and discovery services such as Summon. As material is completely hosted on servers run by Bowker, subscribed libraries do not have to manage anything once the links system, based on automatic ISBN recognition, is activated .... The agreement recently signed with FGEE regarding the use of DILVE is very important for the development of our products and their relevance for Spanish libraries ... [this agreement] strengthens the role of DILVE as a metadata centralizer in ONIX, and as an international provider of rich and standardized book content published in Spain.

Some of the key points of this discourse are the will to expand this model to the Spanish public libraries, and the fact that subscribing libraries do not have to manage anything.

DILVE, Distribución de Información del Libro Español en Venta (Spanish Books in print Information Distributor), is “the technological platform for the management and distribution of the bibliographical and marketing information of Spanish books in print” (DILVE [n.d.]a). Although not mandatory, DILVE uses and recommends ONIX, actually data is converted to ONIX according to the Spanish characteristics even if users are not using it: “It uses the ONIX international standard of bibliographical information, but doesn't make its use mandatory. It also acts as a data transformer for loading and obtaining contents in different formats (including ONIX) .... The publisher can load its data using simpler text-based formats and DILVE will transform them into ONIX. FGEE, as a member of the ONIX Steering Committee, has collaborated in adapting it to the characteristics of the book sector in Spain.” Finally, it is also said that DILVE is designed for librarians, something that might affect the way those characteristics are conceived: “[DILVE is]

for all the professionals of the book chain publishers, booksellers, distributors, librarians, online stores, book and reading web sites, the media ....”

According to the Spanish version of the DILVE website (DILVE [n.d.]b) one of its advantages for libraries is: “using the DILVE record as a pre-cataloging record,” something that would facilitate and homogenize the library classification and cataloging processes from their very early stages. Indeed, this aspect would fit some of the claimed advantages for publishers: “distributing information to as many agents as they wish, with a single load operation; transforming data to different formats (including ONIX); homogenizing dispersed data, normalizing and integrating them into management systems; requesting the registration of new titles with the Spanish ISBN Agency; creating products for information and promotion; for feeding and updating web services.” Similarly, and assuming that this would be a positive scenario for libraries, some other expressed advantages of DILVE for libraries include: “receiving periodic information regarding latest publications; obtaining contents that may be integrated into initiatives for promoting reading (reading guides, list of recommended books, online reading clubs, monographic web sites...); feeding and updating professional systems for book selection and purchase”; and, in the Spanish version, “to check and extract up-to-date information on the book market in a centralized catalog [of DILVE]. To enrich the library catalog with cover images, summaries, excerpts... To extract DILVE contents in order to create products which promote reading.” On the other hand, another example of the globalized and universal aim of DILVE can be found in the claim: “for users in Spain and all over the world,” something that also fits Bowker's claims on its role as an international provider, using an international XML exchange metadata standard such as ONIX, and a British (bookstore) classification scheme such as the BIC.

The decision to use BIC as the “official” DILVE classification scheme (and not any other library classification such as the *DDC*, *UDC* or *LCC*) dates to 8 September 2010, when, according to its announcement “representatives of the *entire* book supply chain -publishers, distributors and booksellers- met at La Federación de Gremios de Editores de España to agree upon the classification system for the Spanish book sector” (emphasis added; the omission of libraries or librarian representatives in what is called the entire book supply chain should be noted here) (DILVE [n.d.]c). Parties attending to this meeting include

FGEE, FANDE, CEGAL, Grupo Planeta, Grupo SM, Grupo Santillana, Casa del Libro, El Corte Inglés, FNAC, Librerías Bertrand, Librería Diógenes, TroaLibrerías, and Libranda, all of them bookstores, distributors, and publishers, but none of them representing libraries or librarians, since, as pointed out before, the *entire* book supply chain was only considered to include publishers, distributors, and booksellers. On the other hand, during this meeting, a Spanish translation of the BIC Standard Subject Categories version 2 revision 01 was also presented (Filipetto & Nigro 2010), so it is reasonable to think that the decision to select the agreed-upon classification system was taken before the meeting, and therefore any library options (see below) were never discussed. BIC version 2 revision 01 was not only the latest edition of BIC at the time of the meeting (released on July 2006), but also the only edition of BIC mapped to BISAC (2010 edition). BIC version 2 revision 1 was released in November 2010, two months after the meeting. However, on May 2011, the DILVE agreement website was updated, removing every reference to the BIC version 2 rev 01 and replacing them with BIC version 1 rev 1. In this new version of the website, the BIC Sistema de clasificación de materias Versión 1.0 en español (mayo 2011) (BIC in Spanish Version 1.0), based on English v. 2.1 (FGEE 2011) was also presented.

For the development of the BIC Sistema de clasificación de materias Versión 1.0 en español, a BIC Subjects Committee in Spain (Comité de materias BIC en España) was created. According to the Committee website (DILVE [2011]d), the number of organizations belonging to the book sector in Spain that participated in the election of the classification system were FGEE, Grupo Santillana, CEGAL, Grupo SM, FANDE, Libranda, ISBN, Librería Diógenes, Casa del Libro, Librerías Bertrand, Editorial Médica Panamericana, Logista, El Corte Inglés, Marcial Pons, Elsevier, Troa Librerías, FNAC, Wolters Kluwer, Grupo Planeta, and DILVE (technical coordination), a considerable higher number of organizations than the organizations attending to the meeting. Additionally, it is said that the revision and adaptation process of the BIC to Spanish was done by a working group, distributing the tasks as follows: Fiction: Santillana y Libranda; Non-fiction: Casa del Libro; Children, languages and education: SM; Scientific-technical committee: Editorial Médica Panamericana y Elsevier; Legal committee: Wolters Kluwer y Marcial Pons; Technical coordination: DILVE. It should be noticed again that libraries and librarians, supposedly represented

groups in DILVE, were totally excluded from both the Committee and the revision and adaptation process. On September 23rd, 2011, this Committee, in collaboration with Jorge Candás, released a proposal of BIC-UDC equivalence through the DILVE website (Candás 2011). The same day, it was announced on the DILVE website (DILVE 2011c) that the Spanish ISBN agency will make mandatory the use of BIC subjects for the registration of new titles from January 2012.

Going back to the meeting held on September 8th, 2010, where the selection of the main classification system was claimed to be decided, some of the aspects discussed by the attendees included: desirable characteristics of the system, analysis of some international practices and options, and advantages and disadvantages of the main options (DILVE & Neturity 2010). Concerning the desirable characteristics of the system, it was said that it should be: agreed and maintained by the entire book sector (although as pointed out before, libraries were excluded from the decision-making process); coded and hierarchical; transnational, used or able of to be used in several countries (showing the clearly globalized pretensions of the project); pertinent and unequivocal; limited, finite (thus excluding any possibility of social tagging); supervised, recommending control devices to supervise possible expansions, modifications and adaptations of the system, and, if the system is managed by a non Spanish organization, there should be some local device to facilitate communication between the Spanish parties and the aforesaid organization (here there is clearly a need for a central organization to oversee the system, such as the British Book Industry Communication); and simple, "easy to use in commercial environments." Concerning the international practices, the situations of France, United Kingdom, Germany, Italy, and United States were discussed under the assumption of the desirability of international convergence. In this analysis (see table 1) library practices were considered, although this sector, theoretically represented in DILVE, was totally absent during the meeting. Concerning the possible choices, the study included two systems from the commercial sector: BIC (used in the United Kingdom, Australia and New Zealand) and BISAC (used in the United States and Canada); and two general systems: UDC (library/academic environments, mainly in Europe) and Dewey (library/academic environments in America and Europe).

Some aspects of the classification systems that were presented in the study include: the organization

|                              | France                                | United Kingdom                | Germany  | Italy   | USA  |
|------------------------------|---------------------------------------|-------------------------------|--|---|--|
| Thèmes CLIL                  | CLIL-DILICOM                          | -                             | -  | -   | -  |
| CSR                          | Bookstores                            | -                             | -  | -   | -  |
| Dewey                        | Electre, libraries and public centers | British Library and libraries | German National Library, Swiss National Library and other libraries. Online stores too | -   | Library, academic and commercial environments (as an alternative or complement to BISAC) |
| RAMEAU                       | French National Library and libraries | -                             | -  | -   | -  |
| BIC Subject Headings         | -                                     | Book commercial sector        | -  | Italian ISBN agency                                   | -  |
| E4libraries Subject Headings | -                                     | Libraries                     | -  | -   | -  |
| Waregruppen-Systematik neu   | -                                     | -                             | Book commercial chain  | -   | -  |
| UDC                          | -                                     | -                             | -  | Italian National Library and commercial organizations | -  |
| BISAC                        | -                                     | -                             | -  | -   | Commercial sector  |

Table 1. Uses of organization systems by country according to DILVE

in charge of the system, the structure, and the scope. Additionally, the alleged advantages and disadvantages for every system were also listed. Concerning the UDC, the disadvantages include being more oriented to knowledge organization than the categorization of the publishers' supply, and not being used outside the library environment—this point makes sense from the publishers' point of view, where libraries are not being represented, since the fact that a given system is not being used outside the publishing environment, such as BIC or BISAC, was never pointed out as a disadvantage. Concerning Dewey, the disadvantages include not being specifically designed for commercial environments, and the need to be adapted to the Spanish situation (it should be noticed however that, in this case, although pointing out the language problem, critics were softer than in the UDC case). Concerning BISAC, the advantages include being adapted to the commercial environment, and being used in the American market, while the disadvantage is being focused on and very dependent on the needs and characteristics of the American publishing market; concerning BIC, the

advantage is being adapted to the commercial environment, while the disadvantage is the need for adaptations to the Spanish situation in specific subjects, and “possible future changes (joint work with BISAC on the way)”—this latter and ambiguous possible “disadvantage” effectively came true two months later, when the mapping of BISAC (2010 edition) and BIC 2.01, the originally agreed system, was released.

One thing that can be drawn from this analysis is the fact that a system not having been adapted for the commercial sector was not considered a decisive condition for the election, since this was the only alleged disadvantage of Dewey (without counting the language problem that will be discussed later), yet it was not elected. The importance of the commercial sector is also made explicit in the DILVE website, when BIC is presented as a “subject system created explicitly to answer the needs of the commercial sector of the book market” (version February 2011). This discourse was changed in the May 2011 version of the website to “an international subject classification system which is standardized and commercial oriented,” implicitly

recognizing the inadequacy that the chosen system might have for a sector, also supposedly represented in DILVE, as libraries. Finally, and concerning the language problem, the need for adaptations of the system to the Spanish situation (the other alleged problem with Dewey) did not seem to be a decisive factor either, since this problem was present in both Dewey and the BIC, and the latter was the agreed-upon system to use in DILVE.

In the case of Google Books Spain (Google Libros), the classification system that was adopted for the organization of the books, BISAC (the same scheme as in Google Books), also came from the book industry and not from the library field. In this vein, Luis Collado, head of Google Books Spain (Google Libros), when asked about the use of BISAC in Google Books Spain, he stated, "Indeed, we are beginning to use BISAC categories to define the subjects covered in each book. BISAC is starting to become internationally accepted and employed by a large number of professionals and users." Later, when he was asked about traditional library classifications such as the UDC or Dewey, his answer was: "I do not have enough information to provide an opinion. As previously mentioned, the reason why we are focusing on BISAC is because Google Books has agreed to use it" (Benítez 2009). So, while in the case of DILVE, the decision of adopting a standard coming from the book industry was taken after studying several alternatives (supposedly from the bookstore and library environments), in the case of Google Libros, the decision seemed to be imposed by a global policy from the Google head office. The main reasons for this decision were to follow an agreed-upon system within the company (without caring about the local needs or adaptations of the given community), the internationalism of the system (universality), and the overall number of users aimed by the system (globally). More specifically, the interests of Google Libros followed the global US based policies of the company, influenced by the US industry and markets, and not the European or British book markets as in the case of DILVE.

## 6.0 Conclusions

The incursion of agents of the commercial book environment into libraries has corresponded with a reciprocal incursion of some agents of the library environment in the global processes of the commercial book supply-chain. As the limits between the commercial and library environments become less and less clear, information organization schemes and practices in

both fields have tended to converge and to influence each other. In this new scenario, some traditional agents from the library environment, such as OCLC, the organization in charge of the *DDC*, have taken the opportunity to collaborate actively with agents from the book industry, such as the BISG, in order to not only consolidate their traditional market, but also to expand their market into those new commercial environments in a globalized way. Thus, what seemed in the beginning to be an incursion of the book industry schemes into libraries, partially caused by a rejection of the traditional agents and organization schemes such as OCLC and the *DDC* (as suggested by some of the public libraries in the US dropping the *DDC* and adopting BISAC for the organization of their collection), ended up being seen as a new opportunity for OCLC to expand to new commercial territories. On the other hand, the globalization and universality of these new schemes regarding the electronic book environments has been increased by a homogenized vision in which the two main English speaking book industries, the BISG in the United States and the BIC in the United Kingdom, agreed to converge technically and culturally with the mapping of their main classification systems BISAC 2010 and BIC version 2 revision 01 on November 2010. In this new global situation, the convergence of both book industry schemes, and their common metadata exchange standard ONIX, and the different mappings to library standards managed by OCLC such as the *DDC*, *LCSH* and *MARC*, threaten to impose in libraries around the world those schemes designed and biased for the English speaker in a commercial environment. This new global situation would not only penalize those library systems whose agents did not converge with the commercial environments (such as the UDC except for the Spanish version), but also local adaptations to specific cultural contexts used in libraries around the world.

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