

# Virtual AskQC Office Hours

Who's Your Audience?: Ways to Record Audience in Bibliographic Records

OCLC Metadata Quality  
May 2024

# Housekeeping

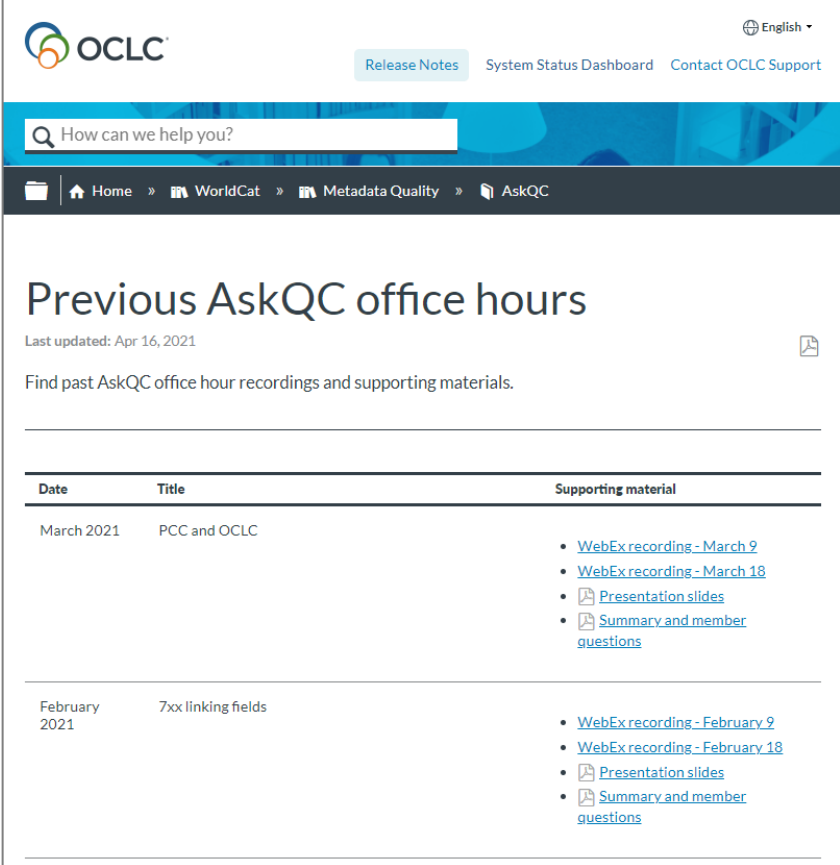
This session is being recorded



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This session is being recorded

All session recordings, slides, and notes are available at [oc.lc/askqc](https://oc.lc/askqc)



The screenshot shows the OCLC website's AskQC page. At the top, there is the OCLC logo, a search bar with the text "How can we help you?", and navigation links for "Release Notes", "System Status Dashboard", and "Contact OCLC Support". Below the search bar is a breadcrumb trail: "Home » WorldCat » Metadata Quality » AskQC". The main heading is "Previous AskQC office hours", with a sub-heading "Last updated: Apr 16, 2021" and a download icon. A paragraph reads "Find past AskQC office hour recordings and supporting materials." Below this is a table with three columns: "Date", "Title", and "Supporting material".

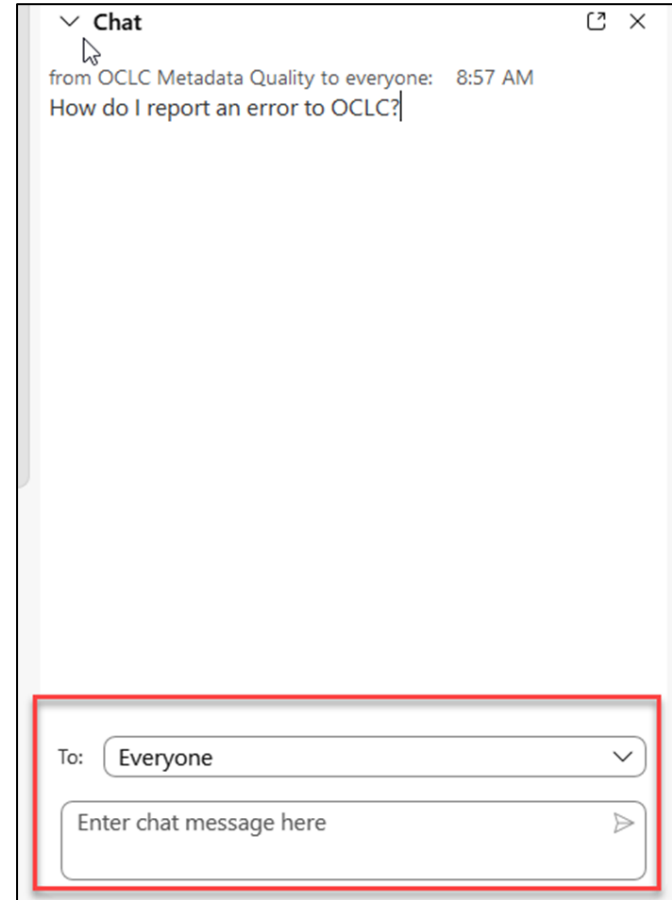
Date	Title	Supporting material
March 2021	PCC and OCLC	<ul style="list-style-type: none"><li><a href="#">WebEx recording - March 9</a></li><li><a href="#">WebEx recording - March 18</a></li><li><a href="#">Presentation slides</a></li><li><a href="#">Summary and member questions</a></li></ul>
February 2021	7xx linking fields	<ul style="list-style-type: none"><li><a href="#">WebEx recording - February 9</a></li><li><a href="#">WebEx recording - February 18</a></li><li><a href="#">Presentation slides</a></li><li><a href="#">Summary and member questions</a></li></ul>

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Enter questions in chat to “Everyone” at any time during the presentation



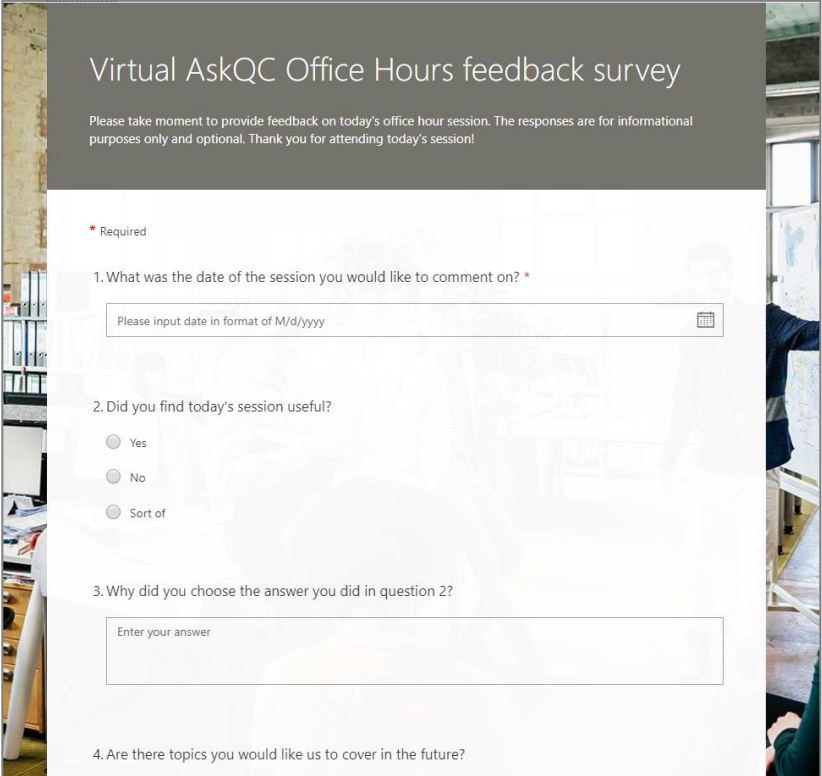
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Enter questions in chat to “Everyone” at any time during the presentation.

After the session, you will be directed to a brief, optional survey



Virtual AskQC Office Hours feedback survey

Please take moment to provide feedback on today's office hour session. The responses are for informational purposes only and optional. Thank you for attending today's session!

\* Required

1. What was the date of the session you would like to comment on? \*

Please input date in format of M/d/yyyy

2. Did you find today's session useful?

Yes

No

Sort of

3. Why did you choose the answer you did in question 2?

Enter your answer

4. Are there topics you would like us to cover in the future?

# On the Call Today



**Mercy Procaccini**  
Senior Program Officer



**Kate James**  
Program Coordinator  
Metadata Engagement



**Bryan Baldus**  
Senior Data Analyst

# Who's Your Audience?

## *Ways to Record Audience in Bibliographic Records*

**Kate James**

Program Coordinator, Metadata Engagement

# Today We Will Cover

- Introduction
  - ALA Positions on Labeling and Ratings Systems
  - LCDGT Manual
  - RDA Elements for Audience
- Fields 385 and 387 (Bibliographic Format)
- Field 521
- Other Ways to Record Audience
  - Fixed Field Values
  - Form Subdivisions in 6XX Fields
- Conclusion



# INTRODUCTION

## Plague Inc. : The board game

game design by James Vaughan.

### *Publication Information:*

Bristol, UK : Ndemic Creations, 2016

### *Physical Description:*

1 game (1 world board, 64 plague tokens, 4 DNA counters, 4 evolution slides, 1 card mat, 1 death dice, 62 trait cards, 49 country cards, 28 event cards, 1 end game card) : cardboard, plastic, color ; in container 30 x 22 x 4 cm + 1 rule booklet (8 pages : color illustrations ; 30 cm).

### *General Note:*

For 1 - 4 players.

Duration of play: 60 minutes.

"Warning! Not suitable for children under 3 years. Contains small parts that could be swallowed or inhaled"--Container.

*Screenshot from Soldotna Public Library catalog for game Plague Inc.*



*Screenshot from ALA website*

# Caveats about Presentation

- Does not discuss MARC Authority Format or authority records
- Does not cover field 386 (Creator/Contributor Characteristics)
- There are valid reasons to record and not to record the intended audience of a resource
- Examples ...
  - Do not show all fields in bibliographic records
  - Show one valid cataloging approach, but there may be others
  - Some involve resources that may contain offensive terms in transcribed data or offensive content

# Questions for Consideration

- Would providing the audience term discourage any users from reading, viewing, or listening to the resource?
- Is the audience term used accurate and unlikely to cause offense?
- Does recording an element for audience provide more access to the resource?
- Is the audience for the resource identified by the resource or another source?

# ALA Position on Labeling Systems

- From *Labeling Systems: An Interpretation of the Library Bill of Rights*:
  - “Cataloging decisions, labels, or ratings applied in an attempt to restrict or discourage access to materials or to suggest moral or doctrinal endorsement is a violation of the First Amendment and *Library Bill of Rights*.”
  - ALA opposes “prejudicial labels” that “warn, discourage, or prohibit” access for certain groups of users
- Statement does not explain whether labels are both physical and virtual
- ALA considers including a note in a bibliographic record that a graphic novel “contains mild violence” violates the Library Bill of Rights because this “assumes all members of a community have the same values” (see question 7, [Labeling and Ratings Systems Q&A](#))

# ALA Position on Ratings Systems

- From *Ratings Systems: An Interpretation of the Library Bill of Rights*:
  - “The inclusion of ratings in bibliographic records within library catalogs or discovery systems may be interpreted as an endorsement ... without attribution, inclusion of such ratings is a violation of the *Library Bill of Rights*.”
  - Libraries should “cite the source of the rating and indicate that the library does not endorse external rating systems”
- This may include ratings for movies, video games, and reading scale scores

# LCDGT Manual

- Library of Congress Demographic Group Terms (LCDGT) Manual
- L 480, *Assignment of Terms: Audience Characteristics* says to assign terms
  - “based on information in the title, introduction, etc., that specifically indicates the intended audience of the resource”
  - “that come readily to mind from a superficial review of the resource”
- L 480 also say to “Liberally assign inferred audiences for both fiction and nonfiction juvenile resources, particularly when they discuss social issues in an age-appropriate way.”

# Examples: Ratings/Labeling for Age or Reading

245 1 2 A computer called Katherine : #b how Katherine Johnson helped put America on the moon

**385 #m Educational level group: #n edu #a School children #2 lcdgt**

**521 1 Age 4-8**

**521 8 760L #b Lexile**

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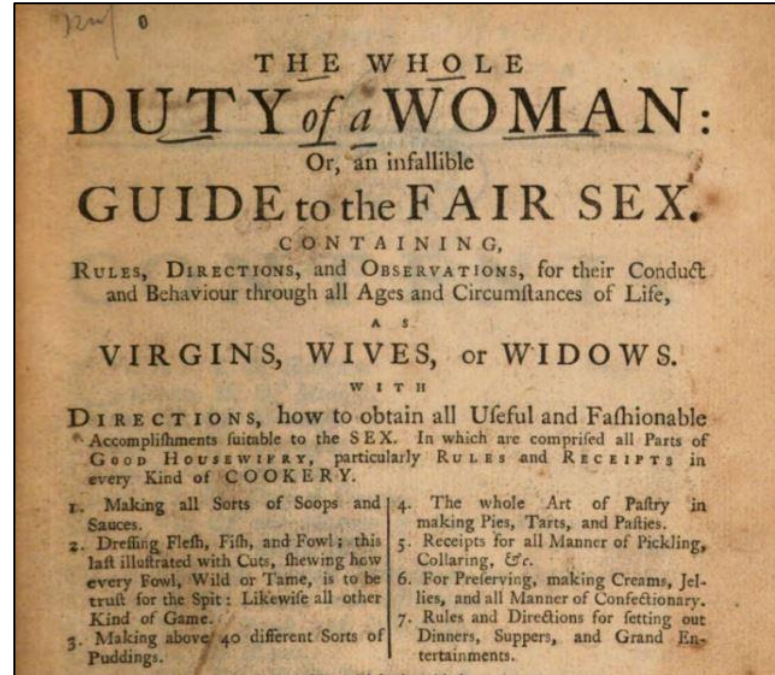
245 1 0 Game of thrones. #n The complete second season

380 Television programs #2 lcgft

**521 8 Rating: TV-MA (for mature audiences) ; #a Canadian Home Video rating: 18A**

# Example: Audience and Access

- 245 0 4 The whole duty of a woman, or, An infallible guide to the fair sex : #b containing rules, directions, and observations, for their conduct and behaviour through all ages and circumstances of life, as virgins, wives, or widows ...
- 260 London : #b Printed for T. Read ..., #c MDCCXXXVII [1737]
- 650 0 Cooking #v Early works to 1800
- 650 0 Women #v Conduct of life #v Early works to 1800



Partial title page from The whole duty of a woman



# Examples: Offensive Term/Idea and Audience

245 1 0 This is why you're fat (and how to get thin forever) : #b eat more, cheat more, lose more and keep the weight off / #c Jackie Warner

650 0 Weight loss

650 0 Reducing exercises

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245 1 0 Leaving homosexuality / #c Alan Chambers

520 "Young or old, male or female—if you're ready for change in your life, Leaving Homosexuality will help you establish your own walk of faith. A new life of freedom beyond homosexuality is available to you"—Back cover

650 0 Homosexuality #x Religious aspects #x Christianity

# Original RDA Element Intended Audience

- 7.7 Intended Audience
- “A category of user for which the content of a work is intended”
- LC-PCC PS says that this is required for LC catalogers for resources intended for children
- OLAC best practice is to record this information for resources intended for children
- Examples:
  - MPAA rating: PG-13
  - For ages 14 and up
  - English as a second language students

# Official RDA Elements

- Expression: intended audience of expression
  - “A category of user for which an expression is intended, or for whom an expression is considered suitable.”
- Work: intended audience of representative expression
  - “A category of user for whom a representative expression of a work is intended, or for whom a representative expression of a work is considered suitable.”
- Examples:
  - MPAA rating: PG-13
  - For ages 14 and up
  - English as a second language students
- Other elements:
  - Manifestation: intended audience of manifestation
  - Nomen: intended audience of nomen

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# FIELDS 385 AND 387

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*Field 385 (Audience Characteristics)*

*Field 387 (Representative Expression Characteristics), subfield #g  
(Intended Audience of Representative Expression)*

# Field 385 Audience Characteristics (R)

- **BFAS definition:** “A category of persons for which a resource is intended or a category of persons representing the intellectual level for which the content of a resource is considered appropriate.”
- Both indicators are undefined
- This field is valid in both bibliographic and authority formats
- Indexed in WorldCat as “Entity Attributes” (en:) along with other fields like 382 (Medium of Performance) and 386 (Creator/Contributor Characteristics)

# Field 385 Subfields

**#a Audience term (R)**

**#b Audience code (R)**

**#m Demographic group term (NR)**

**#n Demographic group code (NR)**

#0 Authority record control number or standard number (R)

#1 Real World Object URI (R)

**#2 Source (NR)**

#3 Materials specified (NR)

#6 Linkage (NR)

#7 Date provenance (R)

#8 Field link and sequence number (R)

# Audience Term (≠a) and Code (≠b)

- Refers to the intended audience of the work being described
- Use subfield ≠2 for the source of the term or code used
- Sources for vocabulary terms include
  - Art & Architecture Thesaurus (AAT)
  - **International Labour Organization (ILO) Thesaurus**
  - **Library of Congress Demographic Group Terms (LCDGT)**
  - Library of Congress Subject Headings (LCSH)
  - **Thesaurus of ERIC Descriptors (ERIC)**

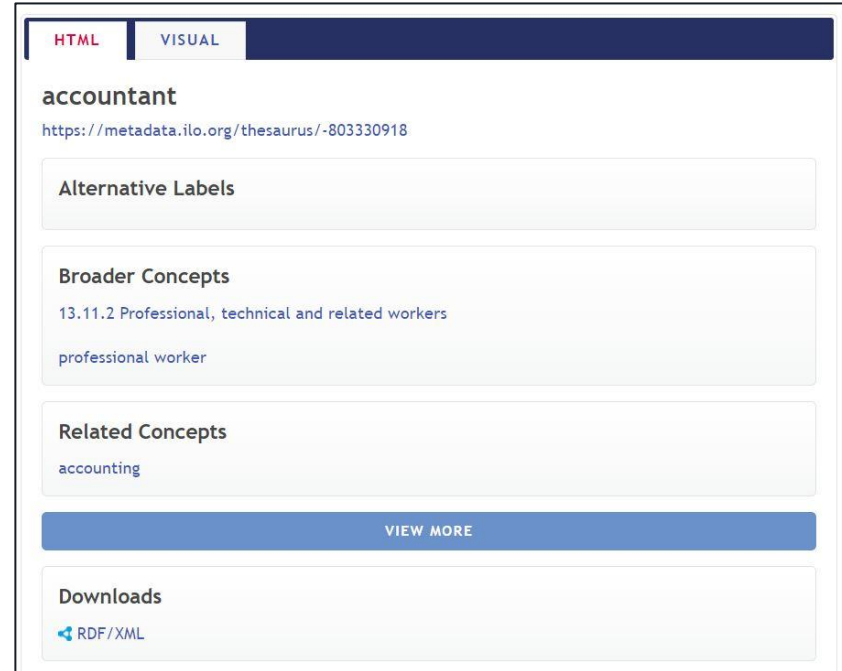
# ILO Thesaurus

- International Labour Organization (ILO), a specialized agency of the United Nations
- Available in English, French, and Spanish
- Thesaurus includes many terms related to labor, including occupation terms in section 13 LABOUR AND EMPLOYMENT
- **MARC source code:** ilot (English); tbit (French); toit (Spanish)



# Example: ILO Thesaurus

- 245 1 0 Artificial intelligence in accounting :  
#b practical applications
- 385 accountant #2 ilot**
- 505 0 What accountants need to know --  
Applications of AI in accounting --  
Robotic process automation (RPA)  
and AI -- Text mining -- Contemporary  
case studies -- Challenges and ethical  
considerations of AI -- Future outlook
- 650 0 Accounting #x Technological  
innovations
- 650 0 Artificial intelligence



The screenshot shows the ILO Thesaurus entry for the term 'accountant'. At the top, there are tabs for 'HTML' and 'VISUAL'. Below the tabs, the term 'accountant' is displayed, followed by its URL: <https://metadata.ilo.org/thesaurus/-803330918>. The entry is organized into several sections: 'Alternative Labels', 'Broader Concepts' (listing '13.11.2 Professional, technical and related workers' and 'professional worker'), 'Related Concepts' (listing 'accounting'), and 'Downloads' (listing 'RDF/XML'). A 'VIEW MORE' button is located below the 'Related Concepts' section.

Screenshot of ILO term accountant

# ERIC Thesaurus

- Education Resources Information Center (ERIC)
- Founded in 1964
- Terms related to the field of education from the United States Department of Education
  - Terms are based on United States educational system
  - Includes terms for students and age groups
- Authorized terms are called “descriptors”
- **MARC source code:** ericd

# Example: ERIC Thesaurus

245 1 0 Bar exam MPT preparation & experiential learning for law students


**385** **Law Students #2 ericd**

650 0 Bar examinations #z United States #v Study guides

## Law Students

Scope Note: Students enrolled in law schools and pursuing a professional education for preparation as attorneys

Category: [Students](#), [Teachers](#), [School Personnel](#)

 [Search collection using this descriptor](#)

### Broader Terms

[Graduate Students](#)

### Narrower Terms

N/A

### Related Terms

[Law Schools](#)

[Lawyers](#)

[Legal Education \(Professions\)](#)

[Professional Education](#)

Added to ERIC: 3/5/1980

Screenshot of ERIC descriptor Law Students

# LCDGT

- Library of Congress Demographic Group Terms (LCDGT)
- LCDGT has terms available for free at [id.loc.gov](https://id.loc.gov) and via subscription from ClassWeb Plus
- There are category names and codes available for use with LCDGT terms at <https://www.loc.gov/standards/valuelist/lcdgt.html>
- **MARC source code:** lcdgt

# Example: LCDGT

245	1 4	The illustrated practical guide to gardening for seniors
<b>385</b>		<b>Gardeners #a Older people #2 lcdgt</b>
505	0	Your garden environment -- Making decisions about your garden -- Staying safe and sound -- Equipment and techniques -- Types of garden -- Plant directory
650	0	Gardening for older people



*Screenshot of LCDGT term Older people from ClassWeb Plus*

# Demographic Group Term (#m) and Code (#n)

- Refers to the demographic group to which the terms and codes in #a or #b belong
- Subfield #2 is not repeatable so it cannot be used to specify difference sources when #a and #b and #m and #n are recorded in the same field
- Demographics (noun): “the statistical characteristics of human populations used especially to identify markets”—Merriam Webster Dictionary
- “A demographic group may be defined as a subset of the general population, and refers to the group’s age, occupation, nationality, ethnic background, medical condition, etc.”—Introduction to LCDGT

# Audience vs. Demographic Group

- “A demographic group may be defined as a subset of the general population, and refers to the group’s age, occupation, nationality, ethnic background, medical condition, etc.”—  
Introduction to LCDGT
  - Do equate “demographic group” in LCDGT to the MARC subfield ≠m or ≠n label!
- The **audience term (≠a)** or **code (≠b)** may be for a specific demographic group
- The **demographic group term (≠m)** or **code (≠n)** provides a category to which the audience term or code belongs

## Value Lists for Codes and Controlled Vocabularies

LIBRARY OF CONGRESS, NETWORK DEVELOPMENT & MARC STANDARDS OFFICE

Home » Library of Congress Demographic Group Term and Code List

### Library of Congress Demographic Group Categories Term and Code List

List Identifier: lcdgt

#### Term and Code List

The purpose of this list of demographic categories and associated codes is to allow terms that are authorized in Library of Congress Demographic Group Terms (LCDGT) to be collocated at a broad level.

The demographic group category codes are three-character lowercase alphabetic strings. They are derived from the first letter of the demographic group category and two additional letters from the word(s) making up the demographic group category name.

##### Age [age]

Use for the chronological age of the group members (e.g., Adults, Children, Infants).

##### Educational level [edu]

Use for the educational level of the group members (e.g., First grade students, Graduate students, High school students).

##### Ethnic/cultural [eth]

Use for the ethnic or cultural identification of the group members (e.g., Asian Americans, Maratha (Indic people), Muscogee (North American people). For ethnic and cultural groups that are also demonyms associated with a supra-national region, a country or a sub-national region or jurisdiction, prefer Nation/regional category.

##### Language [lng]

Use for the language associated with the group members (e.g., Arabic speakers, English speakers, Zulu speakers).

##### Medical, psychological, and disability [mpd]

Use for the medical or psychological condition, or the physical or mental disability, of the group members (e.g., Breast cancer patients; Mentally ill; Deaf).

##### National/regional [nat]

Use for the demonym related to a supra-national region, a country, or a sub-national region or jurisdiction that is associated with the group members (e.g., Angolans, Bavarians, Easterners (United States)). For ethnic and cultural groups that are not also demonyms, prefer Ethnic/cultural category.

##### Occupation/field of activity [occ]

Use for the activity or avocation associated with the group members (e.g., Hunters, Mathematicians, Textile artists).

##### Religion [rel]

Use for the religion or denomination, sect, etc., of the group members (e.g., Buddhists, Presbyterians, Shiites).

##### Social [soc]

Use for identifiable social groups that cannot be included in the other categories (e.g., Children of divorced parents, Nursing students, Socialists).



# 385 Example: Occupational Group



*Image courtesy of [Wikimedia Commons](#)*

245 0 4 The first book of Broadway solos. #p Soprano  
300 1 score (96 pages) ; #c 31 cm  
382 0 1 soprano voice #n 1 #a piano #n 1 #s 2 #2  
lcmpt  
**385 #n occ #a Sopranos (Singers) #2 lcdgt**  
500 For voice and piano with chord symbols

# Field 387 Representative Expression Characteristics (R)

- **BFAS definition:** “A characteristic of an expression that is considered a canonical source of data for identifying a work.”
- Letter subfields specify which characteristic is recorded, e.g.,
  - ≠c Content type of representative expression (R)
  - ≠g Intended audience of representative expression (R)
- Subfield ≠2 (NR) specifies source of term
  - Need to repeat field when different sources are used
- Both indicators are undefined
- Field 387 is not currently indexed in WorldCat

# 387 Example: Intended Audience Age Level

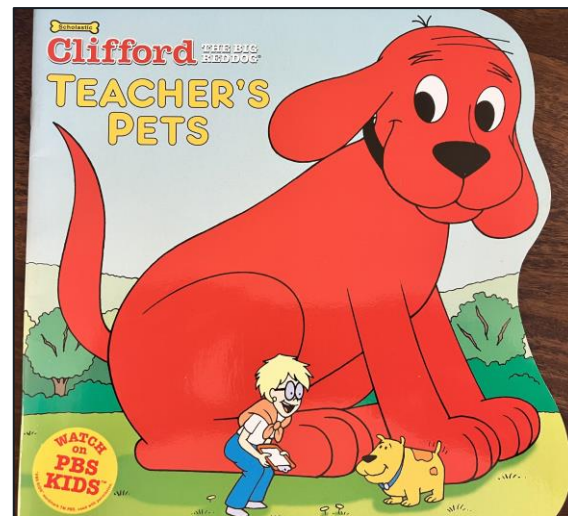
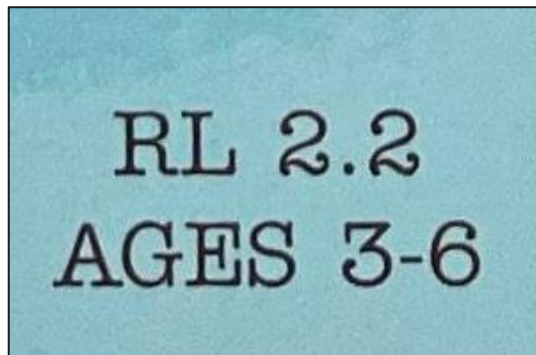
245 1 0 Teacher's pets / #c adapted by Liz Mills ; illustrated by Jim Durk

**387** #g Young Children #2 ericd

521 0 2.2 #b Scholastic

521 1 3-6 #b Scholastic

650 0 Dogs #x Training #v Juvenile fiction



*Photos of Teacher's pets courtesy of  
Liz Mills*

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# FIELD 521

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# Field 521 Target Audience Note (R)

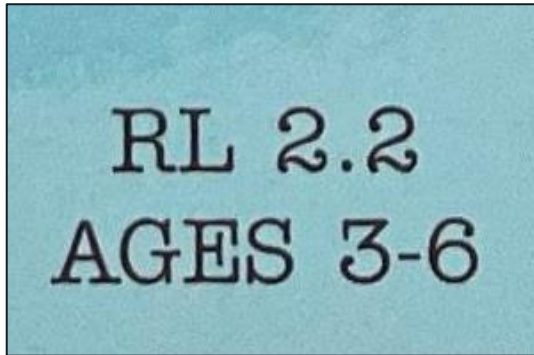
- **BFAS definition:** A note about the target audience for the described material. Use primarily when the contents of an item are considered appropriate for a specific audience or intellectual level (e.g., elementary school students). Use to record interest and motivation levels and special learner characteristics.
- Subfields:
  - #a Target audience note (R)
  - #b Source (NR)
  - #3 Materials specified (NR)
  - #6 Linkage (NR)
  - #8 Field and sequence number (R)
- Subfield #a is indexed in Notes (nt:) and Keyword (kw:)

# Field 521 Indicators

1st Indicator		Second Indicator
[Blank]	Audience	Undefined
0	Reading grade level	
1	Interest age level	
2	Interest grade level	
3	Special audience characteristics	
4	Motivation/interest level	
8	No display constant generated	

# 521 Example: Reading Grade and Interest Age Levels

- 245 1 0 Teacher's pets / #c adapted by Liz Mills ; illustrated by Jim Durk  
387 #g Young Children #2 ericd  
**521 0 2.2 #b Scholastic**  
**521 1 3-6 #b Scholastic**  
650 0 Dogs #x Training #v Juvenile fiction



*Photo of back cover of  
Teacher's pets courtesy of Liz  
Mills*



# 521 Example: Video Game Rating

245 0 4 The Witcher. #n 3, #p Wild hunt

**380 Video games #2 lcs#**

**521 8 ESRB Content Rating: M, Mature, 17+ (Blood and gore, intense violence, nudity, strong language, strong sexual content, use of alcohol).**

538 0 Ultra HD Blu-ray disc compatible with Playstation 5 console ; HDTV 720p/1080i/1080p/4K/8K ; in game surround sound ; 65 GB storage required ; Vibration function & trigger effect supported

ESRB is Entertainment Software Ratings Board



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# OTHER WAYS TO RECORD AUDIENCE

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# 6XX Form Subdivisions

- Library of Congress Subject Headings (LCSH) has some form subdivisions (subfield ≠v) that indicate audience
- Juvenile ... subdivisions
- Conversation and phrase books ... subdivisions
- Textbooks for ... speakers
- Textbooks for foreign speakers

# Examples: Form Subdivisions

245	1	0	Un buon affare : #b Italian for business
650		0	Italian language #v <b>Conversation and phrase books (for businesspeople)</b>
650		0	Italian language #v Conversation and phrase books #x English
650		0	Italian language #x Business Italian
245	1	0	Complete Esperanto : #b learn to read, write, speak and understand Esperanto
650		0	Esperanto #v <b>Textbooks for English speakers</b>
650		0	Esperanto #v Self-instruction

# OCCLC Fixed Field Audn: Target Audience

- BFAS definition: “The intellectual level of the audience for which the item is intended”
- MARC 008/22
- Valid for bibliographic formats Books, Computer Files, Sound Recordings, Scores, and Visual Materials
- The choices for element values is limited, and if/how this information is conveyed to users is system-specific

# Audn Example: Adolescent

Type	a		<b>Audn</b>		<b>d</b>	[adolescent]
BLvl	m					
245	1	4	The deep blue between / #c Ayesha Harruna Attah			
521			Ages 12-18 #b Carolrhoda Lab			
521			Grades 7-9 #b Carolrhoda Lab			
650		0	Sisters #v Juvenile fiction			
650		7	Sisters #v Juvenile fiction #2 sears			
650		7	Blacks #v Juvenile fiction #2 sears			

**BFAS: Adolescent.** The item is intended for young people, approximate ages 14-17 years.

# Audn Example: Specialized

Type	a	Audn	f	[specialized]
BLvl	m			
245	0	4		The medium machine gun. #n Part III, #p Fire control
385				Soldiers #2 lcdgt
610	1	0		Great Britain. #b Army #x Machine gun drill and tactics #v Handbooks, manuals, etc.
650		0		Machine gun drill and tactics #v Handbooks, manuals, etc.

**BFAS: Specialized.** The item is aimed at a particular audience and the nature of the presentation makes the item of little interest to another audience

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# CONCLUSION

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# Cataloger Judgment

- When your cataloging community or library does not have policies, it's up to you
- Consider
  - Your library's users
  - Your own biases
  - Information in the resource
  - How audience information appears in public catalogs



Photo by [charlesdeluvio](#) on [Unsplash](#)



# For More Information

- ALA Resources:
  - [Labeling and Rating Systems Q&A](#)
  - [Labeling Systems: An Interpretation of the Library Bill of Rights](#)
  - [Rating Systems: An Interpretation of the Library Bill of Rights](#)
- [Entertainment Software Rating Board](#)
- ERIC Resources
  - Information about the thesaurus: <https://eric.ed.gov/?multimedia-thesaurus>
  - Thesaurus available at <https://eric.ed.gov/> (click on “Thesaurus” tab or [Browse Thesaurus](#))
- [ILO Thesaurus](#) (see 13.11 for occupation terms)
- [Lexile Framework for Reading](#)

# Cataloging Resources

- LCDGT free PDF files:
  - <https://www.loc.gov/aba/publications/FreeLCDGT/freelcdgt.html>
  - Manual and July 2023 version of terms is available
- OCLC's [Bibliographic Formats and Standards \(BFAS\)](#)
- [OLAC Best Practices for Cataloging DVD-Video and Blu-ray Discs, Objects, Streaming Media, and Video Games Using the Original RDA Toolkit and MARC 21](#)

# On the Call Today



**Mercy Procaccini**  
Senior Program Officer



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Program Coordinator  
Metadata Engagement



**Bryan Baldus**  
Senior Data Analyst

# Thank You!

## June Virtual AskQC Office Hours

Customizing MARC record delivery with Collection Manager

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Tuesday, 11 June at 10 AM Eastern

Thursday, 20 June at 4 PM Eastern

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Registration and session links available at [oc.lc/askqc](https://oc.lc/askqc)

Send cataloging policy questions at any time to [askqc@oclc.org](mailto:askqc@oclc.org)

