



Announcement: Hoopla Responds to Library Community Concerns

From Rebekkah Smith Aldrich <rsmith@midhudson.org>

Date Tue 2/18/2025 4:23 PM

To mhls-notice@googlegroups.com <mhls-notice@googlegroups.com>

Good afternoon,

We have heard from a few directors that they, as Hoopla clients, have received the following which aligns nicely with the questions MHLS posed to their leadership team on behalf of the DA.

Rebekkah

----- Forwarded message -----

From: **hoopla Digital** <newsletters@ehoopladigital.com>

Date: Fri, Feb 14, 2025 at 11:01 AM

Subject: Update on Hoopla Instant Catalog



We have recently undertaken a comprehensive review of our current collection development policy and have made several updates to address the concerns raised by you, our valued digital partners. As we continue to grow and adapt to the ever-evolving digital media landscape, our goal remains to collaborate with you in delivering a best-in-class digital service that you can trust and feel confident in offering to your community.

As part of these efforts, we have implemented the following actions:

1. Updated Collection Development Policy:

We are rolling out a revised collection development policy to ensure we adhere to and evolve with industry best practices. This policy reflects our commitment to providing high-quality curated content and mitigating the

presence of poorly AI-generated content, summaries, and misinformation while offering a contemporary and relevant collection in various formats that meets the informational, educational, and recreational needs of our diverse communities.

2. Summary Titles Update:

We have removed and parked summary titles from all vendors, with some exceptions, such as HMH Books (CliffsNotes). This action aims to reduce the total number of AI-generated summaries while offering a better patron experience and a more thoughtfully curated collection of summaries for libraries that continue to make them available. The evaluation of content in this summary category will be ongoing, and the processes will adapt as needed.

It is important to note that libraries may still choose to opt out of all summaries by contacting their sales representative.

3. Poor-Quality and/or Poor-Quality Artificial Intelligence (AI) Titles Update:

We have also removed and parked some aggregated publishers and authors identified as providing poor-quality and/or poor-quality AI-generated content. We have utilized industry metadata standards to identify AI-generated content, when provided by publishers and authors. This has enabled us to flag and remove some existing Hoopla content, as well as flag and park some incoming content for further review. Currently, we are in ongoing discussions with our content providers to advocate for additional transparency in the metadata they provide around AI-generated content. However, please note that at this time, there is a lack of industry standardization in AI-generated content, specifically in the eBook publishing space.

It is important to note that libraries may still choose to opt out of all publisher-tagged AI-generated content by contacting their sales

representative.

4. Tailored Management for Libraries:

We acknowledge that each library may have its own collection development policies. To support this, we are committed to continually developing better ways to manage the Hoopla catalog. We encourage you to reach out to our sales and support team at 800.875.2785 for assistance with any additional changes you may need to make to the Hoopla catalog to ensure alignment with your library's collection development policy.

It is our hope that you are already noticing the positive impact of these actions. For over 30 years, Midwest Tape has been a trusted partner for public libraries, providing innovative solutions for workflows and collections. As the digital landscape evolves and the demand for digital content rises, we are here to support libraries in meeting these new challenges. As such, we remain committed to collaborating with you in this rapidly evolving digital landscape, and look forward to providing further updates on enhancements as we progress.

Please be sure to join us at ALA in Philadelphia as we host a session continuing this conversation.

Thank you for your continued partnership and support.

Ann Ford

VP of Sales & Customer Support



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