

When to Establish a New Demographic Group Term L 420

1. General rule. Establish a demographic term for a discrete and identifiable group with which one or more creators or contributors self-identifies, and for explicit or implicit intended audiences of resources (see L 480). Establish the demographic group when it is first encountered during the cataloging of a resource, rather than after several resources have been published and cataloged.

2. Newly emerging demographic groups. Terms are usually established to reflect current American usage for a demographic group, but sometimes no consensus has yet developed as to the accepted terminology for the group. When establishing a new demographic term in such a situation, conduct authority research according to the guidelines in L 440 and then make an intuitive judgment based on available evidence (in some cases only the work being cataloged) by selecting terminology that will allow the term to express what is intended and at the same time serve as a retrieval term.

Provide UF references from any significantly different terminology that has been found for the same demographic group. If terminology for the group later becomes well established in another form, it may be necessary to change the authorized term to a more appropriate form.