

## L 435 - When to Propose a New Demographic Group Term

**1. General rule.** Propose a demographic group term for:

- explicit or implicit intended audiences of resources (see L 480 - Audience Characteristics),
- a discrete and identifiable group with which one or more creators or contributors self-identifies (see L 485 - Creator Characteristics),
- an entity attribute that is recorded in an authority record for a person (see L 490 - Entity Attributes for Persons).

Propose the demographic group when the need is first encountered during the cataloging of a resource, or in the process of creating or updating an authority record for a person.

**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 - Authority Research and Citations for Demographic Group Term Proposals. 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 ("used for") 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 (see L 465 - Changing a Term or Deleting a Demographic Group Authority Record), or to create a new term and link the new term and the existing term with History notes (see L 425 - History Notes).