



# Library Patrons' Preferences for Social Reading of ebooks

Iarigai conference Helsinki, 6<sup>th</sup> Sept 2015  
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## Social dimension of reading

- Reading is connected to different social activities, there is a need to:
  - discuss about the content, make recommendations, share knowledge etc.
- Reading is way to construct and display identity
  - showing your reading preferences is a way to get social acceptance or build a group membership etc.
- Personal library can carry messages about a group membership and values

## Example of reading software

JOSEPH ANTON

to his father, Anis, and to everyone else, they were all his, as they were his father's, bright stories and dark stories, sacred stories and profane, his to alter and renew and discard and pick up again as and when he pleased, his to laugh at and rejoice in and live in and with and by, to give the stories life by loving them and to be  
was the storytelling animal  
told itself stories to understand  
was. The story was his birthright, and nobody could take it away.

**26 other people highlighted this part of the book**

Popular Highlights can be turned off and on in Settings by going to the Info menu in the bottom right corner of the Home screen.

His mother, Negin, had stories for him too. Negin Rushdie had been born Zohra Butt. When she married Anis she changed not just her surname but her given name as

Goodreads | Le Chapeau de Mitterrand by Antoine Laurain - Reviews, Discussion, Bookclubs, Lists

https://www.goodreads.com/book/show/13519557-le-chapeau-de-mitterrand

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**4** Le Chapeau de Mitterrand by Antoine Laurain

★★★★☆ 3.98 · rating details · 251 ratings · 67 reviews

Daniel Mercier dîne seul dans une fameuse brasserie parisienne quand - il n'en croit pas ses yeux - un illustre convive s'installe à la table voisine : François Mitterrand. Son repas achevé, le Président oublie son chapeau, que Daniel décide de s'appropriier en souvenir. Tel un talisman, le feutre noir ne tarde pas à transformer sa vie. Daniel aurait-il percé le mystère du...more

Read **1** My rating: **2** ★★★★★

Paperback, 211 pages  
Published January 11th 2012 by Flammarion  
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rating ★★★★★ Oct 15, 2013  
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Quiz Question

The President's Hat quiz

**Figure 13. Examples of different social reading categories in the Goodreads-service 1) Share what I read now 2) Publish rating 3) Publish review 4) Share history of readings 5) Share recommendations**

# Levels of social reading



- Sharing the reading material
  - Synchronization of the personal libraries
- Sharing the artifacts of our reading including
  - Annotations
  - Bookmarks
  - Clippings
- Sharing the records of our reading
  - Page views, recommendations, etc.

# Research questions

- What are the library patrons' preferences for social reading of ebooks ?
- What are the relevant social functions related to a) "reading for learning" b) "reading for fun" modes?

# Academic/leisure reading

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Comparison	Academic reading	Leisure reading
Nature of reading	Task-oriented; related to course requirement	Interest-oriented; not related to course requirement
Activity	Strategic planning of reading activities	Dynamic connections of thinking and ideas
Cognitive processing	More inferential reasoning and self-regulated reading process for inquiring knowledge	More active, personal reflective thinking in exploring content of interest

# Categories of reading motivation

Motivating factor	Example of social reading tools
1. Intrinsic motivation	Enabling reading anywhere anytime, visualising other readers, recommendation services
2. Extrinsic motivation	Recognising successful reading Reading grades, Competition award, comments
3. Feeling for efficacy	Reading achievements, reading history and statistics
4. Social motivations	Sharing reading history, annotations, social interaction, social recognition



# Method 1: focus group discussion

## Implementation

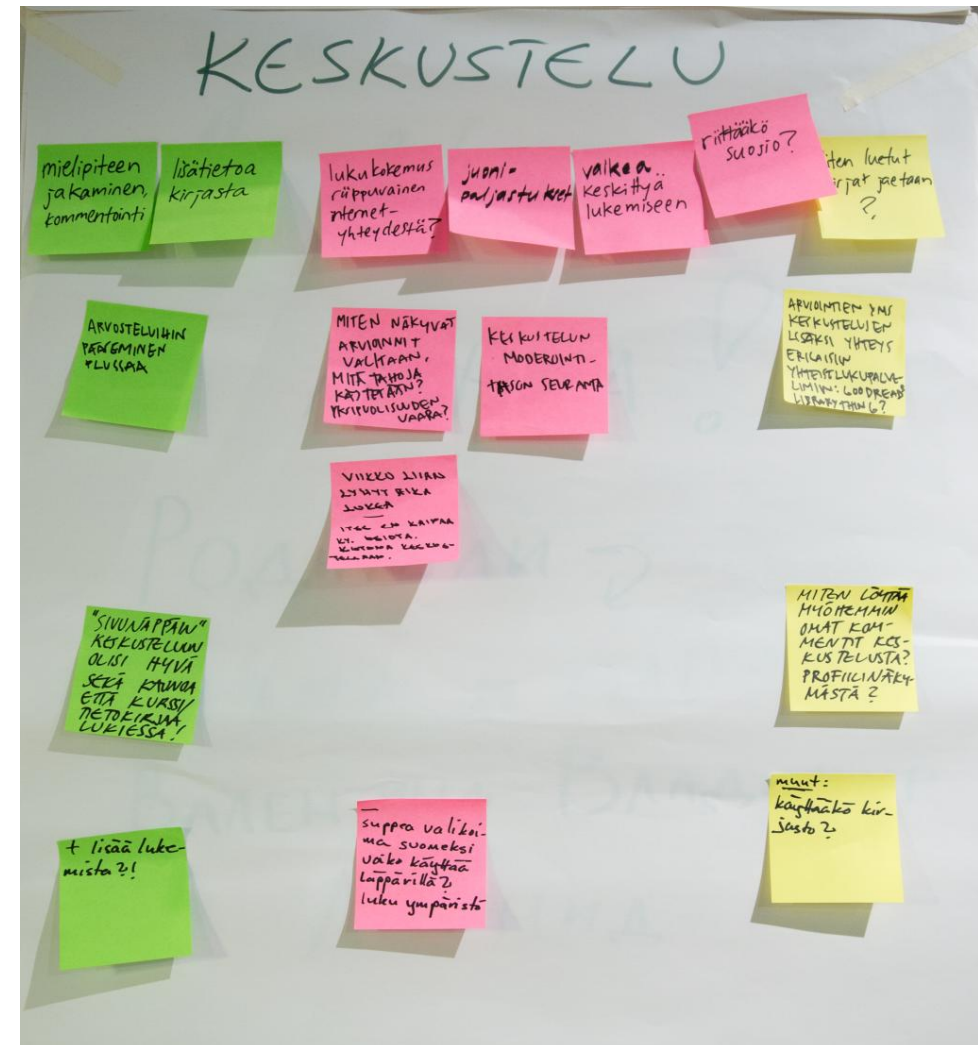
- 2 discussions
- 10 persons

## Topics covered

- Social interaction
- Ratings and recommendations
- Annotations and notes
- Networking with others

## Method

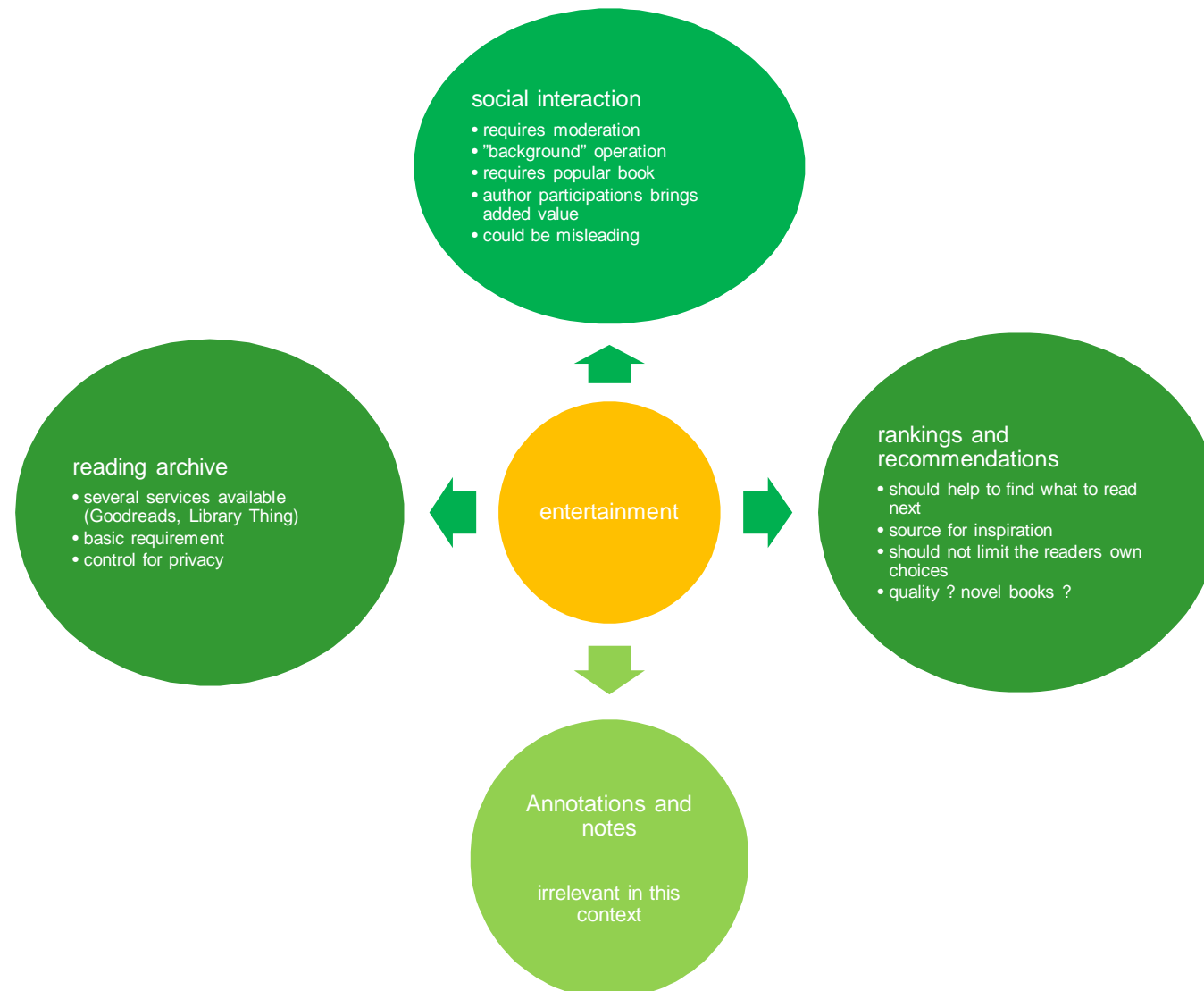
- good/weak side
- recording discussions
- categorising comments



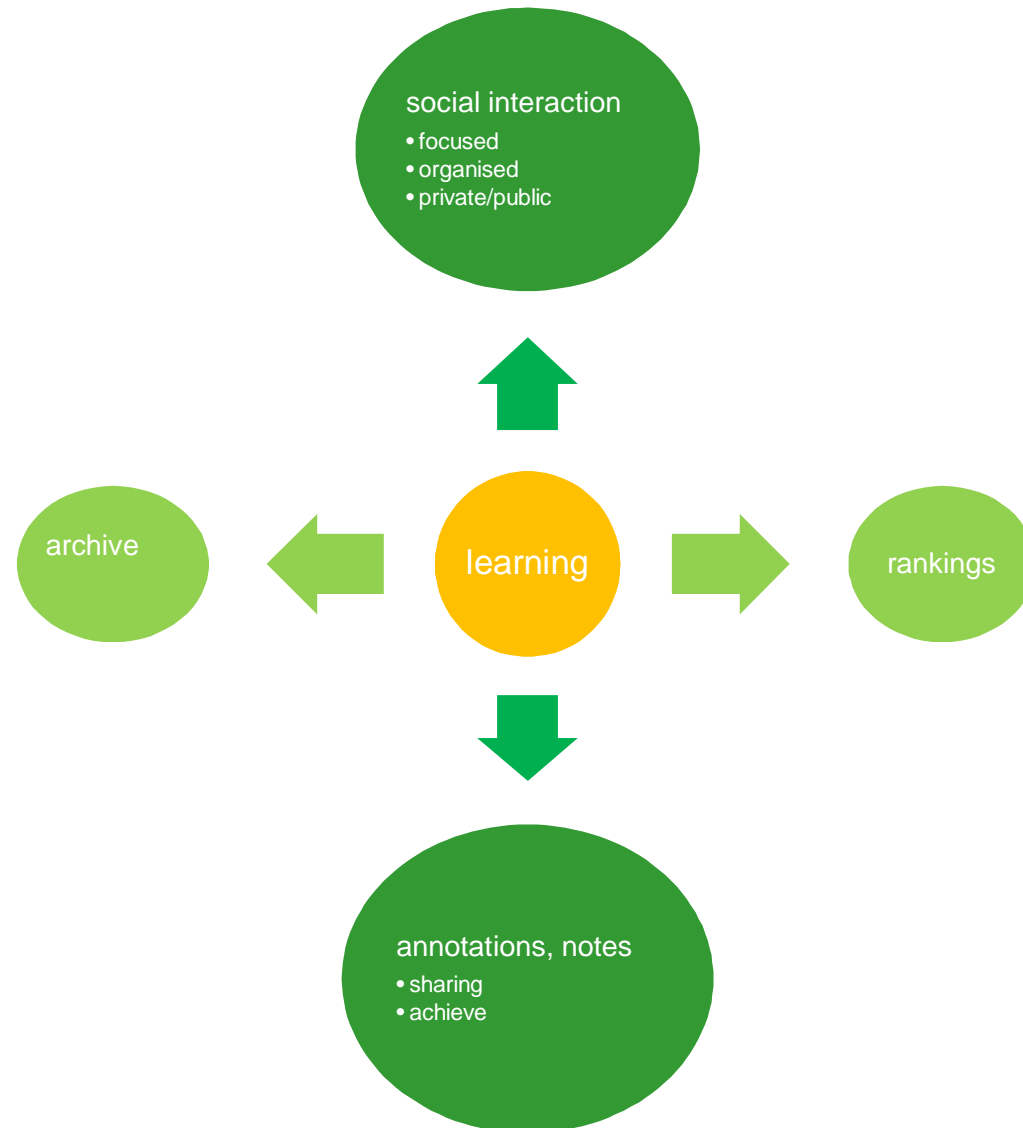
## Method 2: Web questionnaire

- Autumn 2013
- Within digital library ebook service
- The library patrons were asked to rank different social reading functionalities (scale 1-5)
- 210 answers

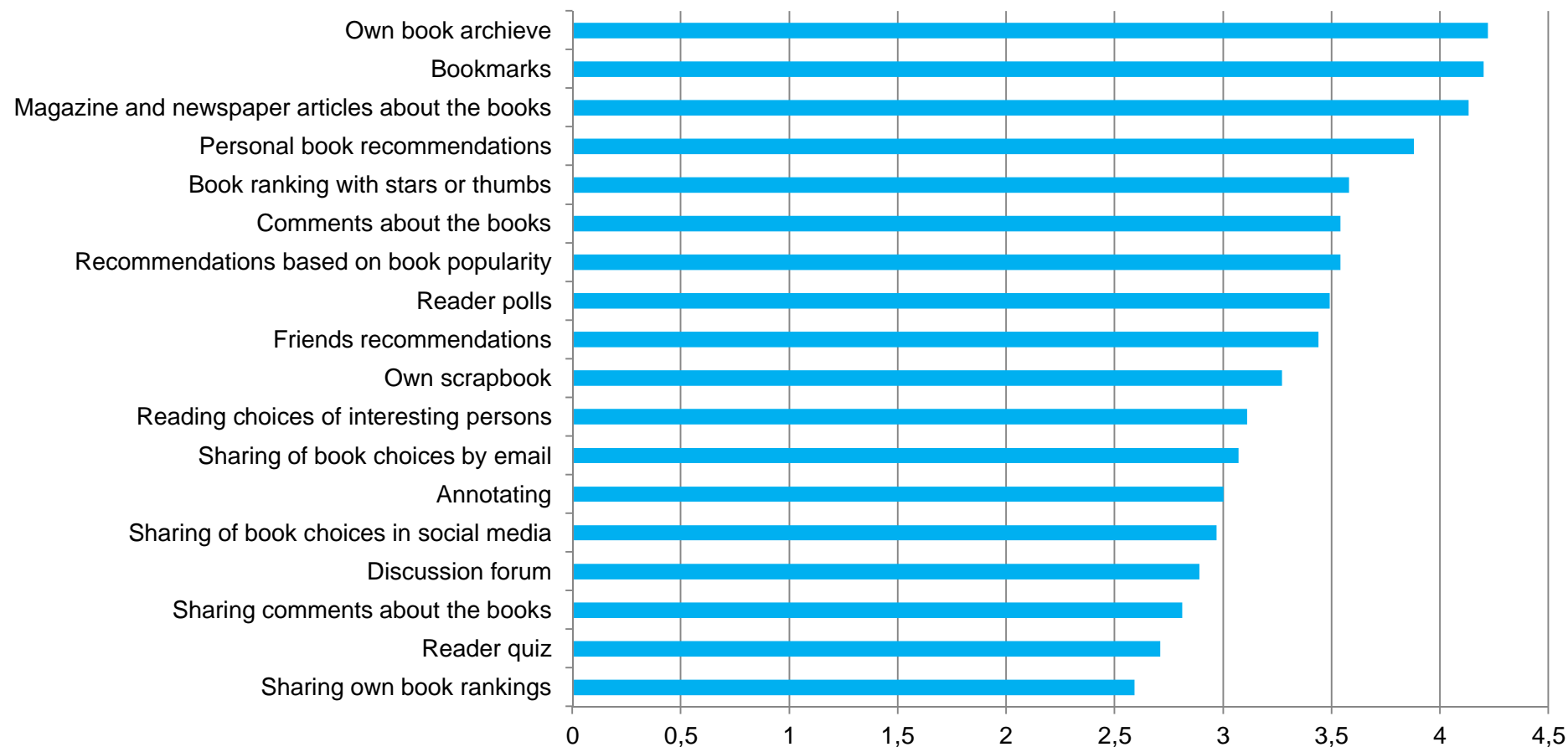
# Leisure time reading



# Academic reading



# Result of web survey



# Conclusions

- Different types of literature and reading modes prefer different features
  
- Goal oriented reading
  - shared underlining, quotations and discussions
  - cf. modern learning environments
  
- Leisure reading
  - sharing ratings
  - receiving recommendations

# Conclusions

- Equilibrium between reading styles (connected/not-connected, active-passive, non-linear/linear), co-existence of both UX: without too much of contradiction between
- Majority of social reading features should reside "behind the page" which is accessible via tab which opens sliding panel
- The ecosystem for networked reading should be large enough

# Conclusions

	Web sites	Reading clubs
Time	Asynchronous	Synchronous
Space	Remote	Collocated
Interactivity	Semi-active	Active

- Social reading address best for target groups that have difficulties meeting face-to-face, such as people who are **geographically removed**, people who have **limited or irregular time to communicate**, or people with **specific book interests**



## Development after study

- The library has formed social reading club that discusses about the ebooks and reading experiences in the public libraries. Anyone interested can participate into these sessions. The social reading club has also private and public Facebook groups.
- The digital learning environments and learning materials have evolved after 2013. Many of the social reading functions are integrated into these services. It seems that the role of the libraries in the digital learning environments will be minor.



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