

Book Installation for E-generation: Linking Young Readers and Books through Modern Technologies



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Background

Book installation for e-generation is a project based on a completely innovative practice of using information communication technologies in the Public Library "Vladislav Petković Dis". Short videos (trailers) that preview and recommend carefully selected books are placed in a virtual space. Trailers are accessed by scanning QR codes located on a "book installation" - illuminated cabinets of modern design, in which the recommended book is displayed. Suggested books are of vital educational and social significance for young people, and are not explored through compulsory school lectures.

Problem Statement

The young readers, especially teenagers, are the most thought-provoking clientele to librarians. Generally, the use of electronic and digital equipment negatively affects the book reading. The technology seems to be a significant obstacle when establishing a reading routine of teenagers. On the other hand, it could be used as a leverage. Almost 90% of young people in Serbia are digitally literate. The mobile phone represents the most used "screen". These data indicate that libraries need to develop and implement services that utilize Internet- the environment where young people spend the most of their time. Also, the enormous potential of information communication tools (primarily smartphones and tablets) should be exploited.

The History of Book Trailers

Book trailer represents an innovative form used to recommend a book in an intriguing way. This approach is used by publishers, authors, educators, students, librarians, and individuals.

- 1986 –The first trailer for the book "Wildwood" (John Fariss)
- 2006 – Kirkus Reviews magazine established the Teen Book Video Awards, which promoted books for teenagers
- 2011 –Penguin Random House, organized competition for high school students and teachers in making trailers for one of the 16 titles offered
- 2014 –Dan Rosen and CV Herst made BookReels- a website where publishers and authors can post book trailers.

The popularity of book trailers in Serbia expanded recently, primarily through YouTube. Laguna, the Literary Youth of Serbia and Leo Komerc are pioneering book publishers that actively implement this new advertisement technique. These trailers are 15-20 seconds long and display book illustrations and quotes, accompanied with brief description.

- Novi Sad City Library- the creator of the first book trailer in Serbia
- The teenage book trailers- "Hunger Games" (Suzanne Collins) and "One Bed for Me" (Mary J. Heidel)
- Aleksandar Gubas and the Youth Network B.O.O.K. - acknowledged book trailers as a valuable method to engage young readers.



Meeting of Club members

Creative Club "Teen Spirit"

The project team involved many young volunteers. The creative club "Teen Spirit", as a vital fragment of the project, held meetings on the Library's premises. Members of the Club read the recommended books and helped librarians with the selection. They also participated in discussion, scripting, recording and promotion of the project.

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Methodology

The project "Book Installation for E-generation" started in August 2016. It is accomplished through the following major steps:

- Planning:
 - ✓ Assembling the project team and defining roles and responsibilities
 - ✓ Book selection according to the predetermined criteria
 - ✓ Choosing attractive public locations, hot spots for young passers-by
- Preparation:
 - ✓ Procurement, adaptation and branding of showcases
 - ✓ Writing scripts for book trailers
 - ✓ Trailer recording and editing
 - ✓ Publication of trailers to YouTube and project website
 - ✓ Promotional campaign (media, flyers, social networks)
- Installation of bookshelves:
 - ✓ Active promotion of the project and the library
 - ✓ Guiding interested bystanders on how to access trailers
- Evaluation



From shooting a trailer for the book "Tracking My Dogs Daily Walks"



Passers-by scanning QR code located on a "book installation"

Results

Information communication technologies were applied to modernize library services by placing them on-line. The primary project goal was achieved- establishing bond between young people and a book. Evaluation of results confirmed additional benefits:

- Increased number of young users who developed media literacy skills
- The Creative Club "Teen Spirit" was founded at the Library
- Teenagers were stimulated to conduct research and apply creative thinking
- The younger population was more interested in the book
- Partnerships between the Library and numerous institutions are established.

Conclusion

"Intelligently use technology to improve services." (M. Gorman)

- The focus of libraries developing services for young people should be in the digital world.
- This way, libraries build better reputation and attract young users.
- The project stimulates additional research about linking young readers and books through modern technologies.