This issue
COLLECTIONS IN THE DIGITAL ERA

UPDATES ON PUBLIC AND RESEARCH LIBRARIES IN SCANDINAVIA

Scandinavian Library Quarterly

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The digital era is here, and it has reached our libraries where collections are being digitized as we speak. This issue of SLQ is about collections in the digital era, and this does not only mean e-books – it is so much more – for example: RDF representation that allows for new ways of presenting books and other media, a new method to search through digitized material, detailed digital deposits, innovation, a library app and university course books on tablets. I hope this collection of articles will both attract attention and offer inspiration.

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Cover photo: The *Active shelves project* in Oslo Public Library has worked on new information service and its digital mediation based on the libraries' catalogue data. Photo: Nikolaj Jonas Blegvad

Collections in the digital era:

As of yet, we have only glimpsed the outline of the new opportunities

Roger Jøsevold

In 1989, Norway was one of the first countries in the world to adopt a legal deposit act that included digital documents. These were referred to as "EDP documents", and mainly included whatever content was produced with the aid of word processors, spreadsheets and the first generations of desktop publishing tools. Content was collected and distributed in the form of CD-ROM disks that were physically distributed to readers, who inserted them into a disk drive and read the content on a screen.

In the nineties came the Internet with websites, after the turn of the millennium followed by web publishing and new channels such as blogs and social media in increasing numbers. As a result of this development, digital production platforms have come to dominate the entire creative process up to the publishing stage, and the printed media have gradually been joined by a digital twin in the form of e-books, e-newspapers or at least digital print files.

Internet and availability

In parallel to this trend, many institutions with the National Library of Norway among them, have initiated digitization programmes to ensure that the historical, 'analogue' collections also can be distributed through the Internet and be as accessible as the content that has been created and distributed digitally.

The National Library of Norway has focused on three issues: volume, media diversity and online dissemination through agreements ensuring that even copyrighted material can be made freely and openly available to a large audience.

As a result, altogether 160 000 books published through 2000 have to date been made freely available online through the Bookshelf Agreement with Kopinor (there will be 250 000 by 2017). Agreements with newspapers have made historical newspaper archives available in all libraries, with a total of 12 million newspaper volumes to date.

Moreover, 30 000 historical radio broadcasts dating from 1933 till the present day have been made freely available and searchable online through long-term co-operation and partnership with the Norwegian Broadcasting Corporation (NRK).

Multimedia text search

What we have seen so far, in addition to the fact that the concept of accessibility has assumed a new dimension, is that multimedia free-text searches have made referencing more interesting and efficient, opening opportunities that nobody would have thought of previously.

A foretaste of these new opportunities can also be had from the n-gram search, which is not yet widely known, but the National Library of Norway will be launching a beta version of this service in the early summer (see Jon Aril Olsen's article about this).

New models will adapt

As for all technological upheavals, this process is not without its foibles. The new opportunities created by technology challenge established industries and value chains, with no concern for long-standing business models. Different solutions are required, and these new models are still in search of sustainable platforms.

From many countries, we can hear reports of how the relationship between the publishing industry and the libraries are characterized by this situation, for example in terms of access to and agreements for lending of e-books in libraries. This is also reflected in articles in this issue of SLQ.

This friction will be a passing phenomenon. The new opportunities cannot be halted, and regulatory frameworks and business models will adapt. Or to use a figure of speech: the future belongs to the n-gram search, not to barriers to lending and interlibrary exchange of books.

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Using the iPad might result in students that in the future will be better off than stdents who are mainly print-based.
Photo: David Zuelke/Flickr CC

Doctor's order: a tablet, digital course books and paperless curriculum

Jukka Englund

Every new medical student at the University of Helsinki will be given an iPad when they start their studies. The campus library is heavily involved in the process and we proactively offer a comprehensive package of digital content, services and tools. As a consequence, medical studentship is already highly paperless.

The inclusion of the latest technological innovations in medical education is critical for medical students' ability to function in an evolving and increasingly more sophisticated healthcare environment. The faculty of medicine at the University of Helsinki, Finland has increasingly moved towards paperless teaching and studying during the past 10 years.

Established in 2002, the Terkko Digital Course Library (DiKK) is a database service where teachers can save and share their educational materials (lecture notes, laboratory instructions, etc.). DiKK is open to all students and teachers in the faculty. In the true sense of the word, Digital Course Library is the building block of the paperless curriculum.

Tablet project

The initial ideas pertaining to the iPad project began in 2011 when we at Terkko (medical campus library of the Helsinki University Library) discovered that some medical faculties in the United States (University of California, Irvine and Stanford University) presented new medical students with an iPad tablet. However, the local libraries were not included in these projects. At Terkko, we decided to be proactive and promote the idea to the faculty and campus.

In September 2011, Terkko announced a brand new service product called TerkkoPad. The patrons could borrow an iPad and explore the possibilities that this new revolutionary tool offered. TerkkoPad included several important course books, all of them made for iPads. TerkkoPad was a timely service, because at that time most of our patrons were not yet familiar with tablets and interactive course books.

TerkkoPad was a highly popular first step, but it rapidly became apparent that the patrons wanted books and other content for their own personal devices. For example, they could take advantage of the social reading tools that the interactive course books offered.

However, TerkkoPad was the perfect service to advance the original idea and introduce to the medical faculty. The dean of the faculty became enthusiastic about the project and started a target-oriented search for funding.

A two-year grant from the Jane and Aatos Erkko Foundation was confirmed in January 2013, and the iPad project of the medical faculty was officially launched. The project group included teachers and an IT-specialist from the faculty and an information specialist from the library. Students were also subsequently added to the group.

The new medical students received their iPads during the first days of their studies in August 2013. The first-year teachers received their tablets earlier to allow them to learn how to use the new tool and plan their educational material and teaching methods.

Inkling books

The students are able to download three essential course books for free (anatomy, histology, cell biology: they are included in the project funding). Inkling, the test winner company of highly interactive textbooks for iPad, iPhone, Android, Mac and PC, supplied the books. Inkling recreates popular and well-known course books into a social learning environment with underlining and highlighting tools and the possibility to make private or public notes.

A study group can be created within a book, and the teacher can share additional information with the students and engage in discussion around a specific topic. Every chapter of an Inkling book comes with quizzes and self-assessment tools so when it's exam time, the students know they are ready. In addition, Inkling content is handcrafted with high resolution images, audio and video, which are all an added bonus to the actual content of the book.

Inkling and Terkko offered clinical teachers (starting from the third year) the opportunity to download two textbooks, if they had a personal iPad. Surprisingly, many of them already had the device, which made it possible for them to learn to use these highly interactive course books. In addition, they will be ready for the iPad generation of students attending the clinics in two years' time.

A flexible library platform

Of course, in addition to Inkling books and Digital Course Library materials, the students have at their disposal all the digital content Terkko offers. Terkko Navigator is a library platform that is developed and made at Terkko. Terkko Navigator gathers all of the information content (journals, books, databases, feeds), as well as the patron interface services together. We are building a member community around the patrons and with the help of that, we will greatly enhance loyalty to the library.

The platform technology is anticipatory with, for example, automatic proactive feeds of the latest articles from thousands of journals, blogs and news sites. Terkko Navigator is a mobile platform, which means that it is neat and focused and ready to be used with any device that the patron possesses, e.g. iPad.

Computer-savy doctors

Otto – Student's Library is a specialized micro-library within the Terkko Navigator. There it is easy for students to find all of the digital course books available to them, as well as, of course, all of the digital resources that they will need in their studies. One special example is the use of Twitter: using a certain hashtag they are able to discuss current course books and other topical issues among themselves or with the teacher.

With their iPads, provided by the faculty, the students are able to use the library's digital collection and services, use the course books in an innovative way, and finally move towards the paperless curriculum. In the future, they will be computer-savvy doctors, who will probably be better off than their print-based colleagues.

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According to the law, the digital deposits should be delivered on a physical data carrier, but the National Library of Sweden will also provide delivery channels through data transfer.
Photo: Annika Hjerpe

Detailed **digital** deposits

Annika Hjerpe

In Sweden, an act on deposits of digital material was implemented in July 2012. During an initial trial period, a number of institutions, national agencies and media corporations will be delivering content. The idea is to allow time for the development and implementation of effective delivery and deposit routines by 2015, when the legislation is to come fully into effect.

The new legislation for the deposit of digital material is a complement to the original deposit legislation. Legal deposit legislation has been in place in Sweden since the first law was enacted, in 1661. It stipulated that two copies of all printed material produced in the country should be sent to the crown. Over the years, the law has been revised to also include sound, moving images and, today, digital material.

"The process has taken much longer than we had hoped: very few of the interim legal deposit content deliverers have started carrying out the deposit. This is partly because they haven't set up an organization and they lack technical solutions. It has also been difficult for us here at the National Library because we have several technical systems that need to be synchronized," says Boel Larsson, production manager legal deposits at the National Library of Sweden.

"Fully 98 percent of the interim deliverers want to deliver through networks, and they are probably quite representative of what awaits in 2015. Our aim is that the majority of the interim deliverers will be able to deliver by end of May this year."

Not everything published online is subject to the legal deposit requirements at the Swedish National Library: subject to delivery are materials published solely in digital media – for example, websites, pdf files, radio podcasts and Web TV. The material must also have Swedish relevance.

"What they deliver is not whole Websites or databases; a large quantity of what we get delivered is news and feature articles, blog posts that correspond to articles, pod radio and Web clippings. The common denominator is that the delivered material must be completed and permanent."

Demands for deliverers

There are three groups of deliverers. One is publishers, who already deliver analogue publications. These may be organizations, associations, book publishers and media houses. Another group is those who professionally produce electronic publications, such as e-book publishers or Web magazines.

The third group is government authorities, and for them the rules are a little different. Their delivered material is also required to be completed and permanent, but the material must be proper authority publications – for example, reports, PhD dissertations, working papers, information material, guidelines or instructional films – publications that are typical for authorities.

"One important difference between government authorities and other legal deposit content deliverers is that the authorities must deliver the same material in both digital and analogue formats; others are only obliged to deliver what is unique for the Web."

Early practitioner

The National Library of Sweden started harvesting Swedish websites in 1997. Content is gathered by a program that runs at set intervals. It searches and archives Swe-

Boel Larsson, production manager legal deposits at the National Library of Sweden.
Photo: Annika Hjerpe

dish content published on the Internet. The new legal deposit law differs from this type of media harvesting, as the media producers themselves are required to deliver their content.

In an international perspective, the National Library of Sweden was an early practitioner of this type of Web archiving, but much of today's Web content is not extractable by Web-archiving programs, such as streamed films or websites that require passwords. Therefore, the new law is necessary to render it possible to study the materials in the future.

"Many countries have deposit laws for digital material, but not on such a detailed level where you demand delivery of, for example, particular articles," Boel Larsson says.

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Danish Digital Library with a new app will soon be available on all platforms. Photo: Bjarke Ørsted

More **advanced** digital offers

Maja Vestbirk

97 of Denmark's 98 municipalities have now joined the Danish Digital Library (DDL), whose purpose is to strengthen, streamline and visualise the collective digital public library service. DDL has just launched a homepage solution, which 75 of the country's libraries will use as their new front vis-à-vis the public.

County libraries will arrange courses in the DDL CMS-homepage solution. The courses are aimed at different power users - the primary editor and administrator of the site - with the purpose that they afterwards can teach their own colleagues as needed. Moreover, the new library-app has been developed and will very soon be on offer to all Danish citizens.

The objective of creating joint solutions is that it will become easier for the libraries to develop and re-use each other's good communication solutions and library services.

Better agreements

Right now, the secretariat is negotiating e-books and licenses on behalf of all the libraries. In the long run, the idea is for DDL to manage all negotiations of electronic media for the libraries so as to obtain cheaper and better agreements.

In the field of communication, focus in 2014 will be on qualifying the libraries' work with children and with e-books, parallel with DDL working on creating a good platform for decision-support statistics, in order to render visible and become better at adapting and developing the libraries' digital library services in an expedient way, thereby improving the services to the public even further.

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THE DANISH DIGITAL LIBRARY

The purpose of the Danish Digital Library (DDL) is to strengthen the Danish public libraries' potential for sharing and communicating electronic media, such as e-books and other netbased materials.

DDL is a product of a binding collaboration between Local Government Denmark (LGDK) and The Ministry of Culture.

DDL is responsible for negotiating the purchase of all digital content for the public libraries in Denmark.

DDL negotiates on behalf of the 96 municipalities. In total that covers 88 % of the Danish population.

The objective of the cooperative purchase agreement is to make sure that the libraries constantly offer a broad selection of updated and relevant digital content.

www.danskernesdigitalebibliotek.dk

Digital book collections as a **cultural telescope**

A digital book collection is much more than a collection of digital versions of printed texts. It may, for example, be used as a corpus, a structured body of text that can be the subject of systematic, automatic analysis. The National Library of Norway has taken a first step in this direction by developing a so-called n-gram search based on its digital book collection. This search service application can make important contributions to new knowledge in many different fields of research.

Jon Arild Olsen

Access to large digital book collections online changes the use of both texts and bibliographic data. The National Library of Norway assumes a leading role in this development – both nationally and, somewhat more surprisingly, internationally.

Ten years ago the National Library decided to digitize its entire book collection before the end of 2018. This immense investment in digitization would have had relatively limited significance if it had not been associated with a corresponding investment in making the result available. This has occurred thanks to an innovative use of the institution of extended collective licensing agreements.

First in the world

Under the so-called Bookshelf Agreement entered into with the copyright organization Kopinor, the National Library can make approximately 250.000 books published in Norway up until 2001 available online. Norway is thereby probably the first country in the world to make practically the whole national literary heritage available in digital form.

For legal reasons this availability is limited to Norwegian IP addresses, but can in principle be extended to other countries whose legislation allows the use of extended collective licensing agreements – for example the other Nordic countries.

Reference tools and research resources

Digital book collections provide many advantages for information searches and knowledge development. Firstly, they offer increased availability, but even more important there are radically improved search options for the purposes of documentation and research. Free-text search makes it possible to find information that is difficult or impossible to find in a physical book collection in the absence of information that allows a very precise delimitation of the material to be reviewed.

However, digital book collections are something more than and different from a collection of digital versions of printed texts. They encourage use in a way that deviates so radically from the possibilities of a physical book collection that they become something else – a new element of our cultural ontology. By this I mean that digital book collections can be used as a corpus: a coherent, structured body of data that can be made the subject of systematic, automatic analyses.

Quality in metadata

The quality of the digital texts and the metadata that accompany them partly dictates how advanced and precise these analyses can be. As Google Books has demonstrated, metadata is a deciding factor. In the National Library's digital book collection all documents are accompanied by catalogue data – quality-assured, bibliographic metadata from the national bibliography and authority registry.

In addition there is metadata about the

digitised book pages in the form of annotation data on, for example, word breaks, position information and OCR quality. The texts in the book collection can also be analysed (tagged and parsed) to clarify grammatical features and semantics.

"NB n-gram"

With the launch of the NB n-gram search service application, the National Library has taken a first, but significant step in the further refinement of the digital book collection as a corpus.

What is an n-gram? It is a systematic analysis of linguistic combinations in a corpus. An n-gram consists of n-elements that can be letters, syllables or words. An n-gram comprising one word is generally called a unigram, two words a bigram and three words a trigram. Larger combinations also exist, but increasingly tend to be unique occurrences.

The n-gram service opens up the National Library's digital collection for the users in a new way. Using bibliographic metadata to structure the corpus makes it possible to generate statistics that show the birth, life and possible death of a word (see Fig. 1), to investigate which words occur most often in conjunction with each other (see Fig. 2), and to compare (groups of) texts along different axes – for example time, genre, authorship, single works etc. (see Fig. 3).

The n-gram

The results can then be processed further in different ways. The National Library's n-gram search offers a set of services that
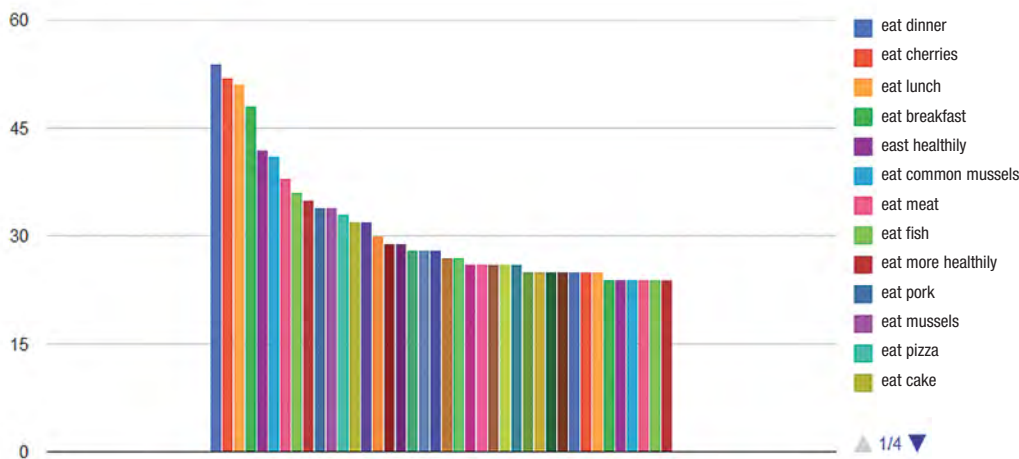
Illustration 1

Relative frequency in %
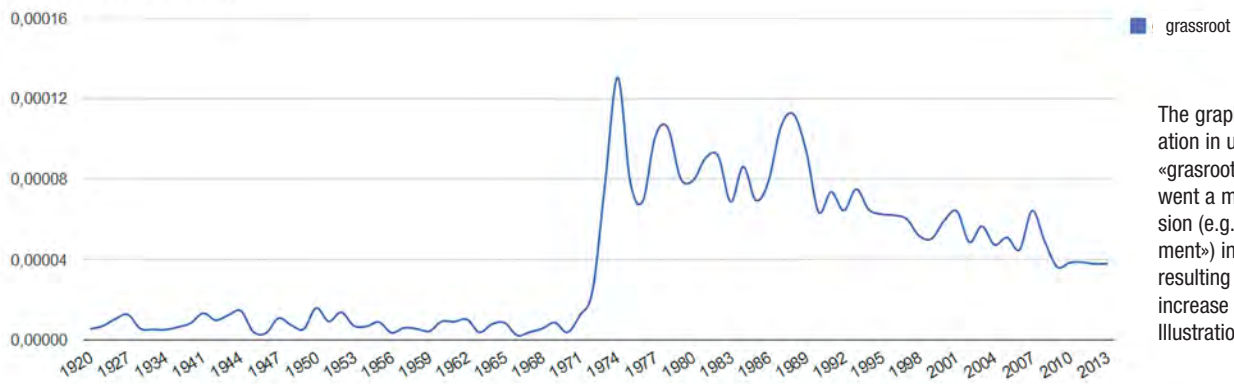
The graph shows the fluctuation in use of the word «grasroot». The word underwent a metaphorical extension (e.g. «grassroots movement») in the early 1970s, resulting in a significant increase in use.
Illustration: Jon Arild Olsen

Illustration 2

This graph shows how the verb "eat" collocates with other words in syntactic relations of the type verb-object in a selection of Norwegian newspapers from the period 1999-2011.
Illustration: Jon Arild Olsen

accomplish this, while at the same time ensuring that all downloading of data observes the copyright restrictions that are binding on the institution.

The n-gram is obviously interesting from the point of view of linguistics, but language usage and changes in vocabulary over time also provide an insight into societal development and historical events that are relevant for many disciplines.

It also allows the pursuit of literary studies in new and creative ways. The n-gram is therefore increasingly used by re-searchers from the humanities and social sciences who work in the rapidly growing field that is termed digital humanities, text mining, culturomics and so forth.

Digital possibilities

Common to all these approaches is that they use quantitative methodologies to analyse material which has hitherto only been analysed in the form of close read-ings of a very limited and more or less ca-nonized selection of texts.

Franco Moretti, professor of literature at Stanford University and the originator of the term 'distant reading', describes the possibilities offered by digital book colle-ctions as follows: "It's like the invention of the telescope. All of a sudden, an enor-mous amount of matter becomes visible." Try the service yourself at www.nb.no/ngram/bokhylla

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Illustration 3
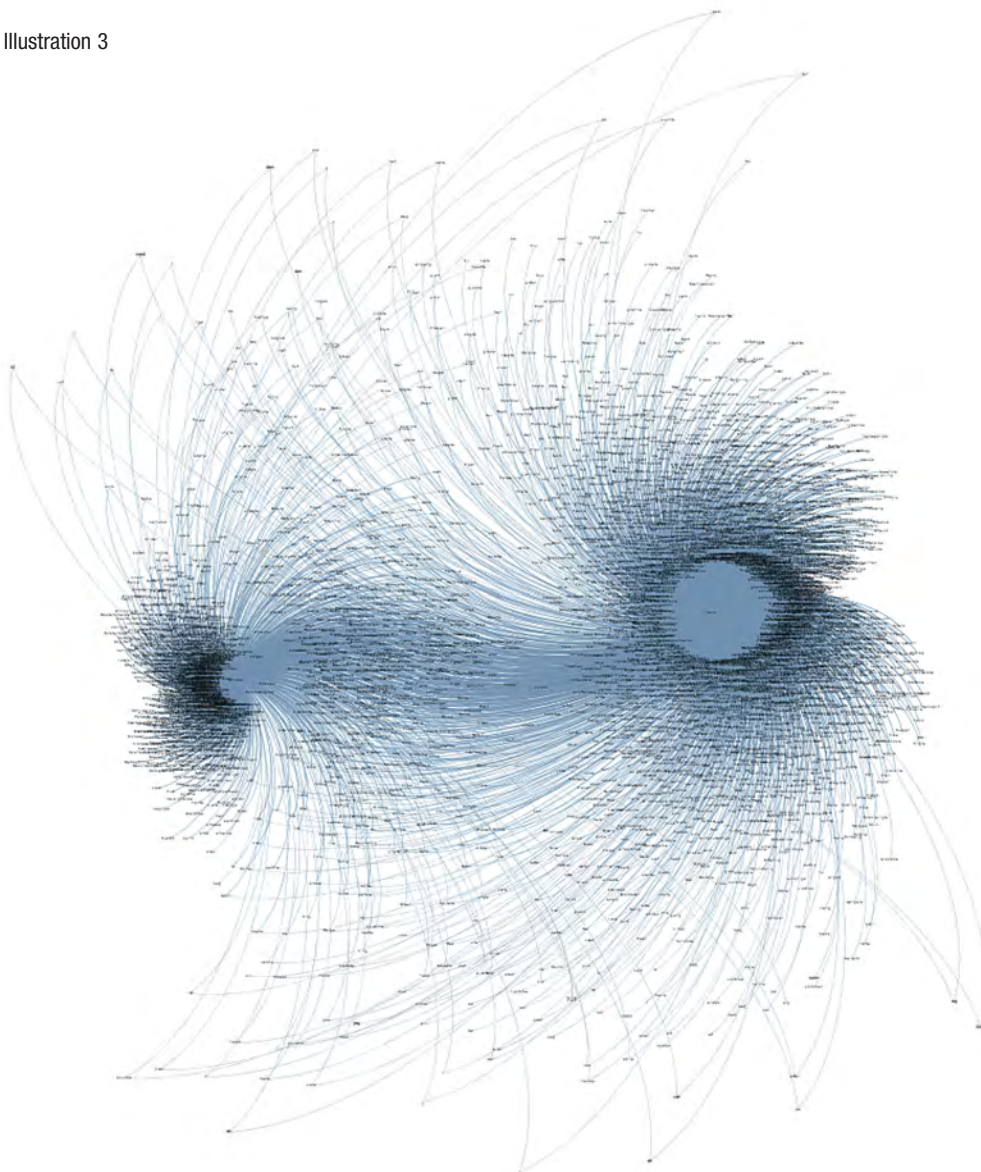
Words following «his» (right) and «her» (left) in a corpus of Norwegian 19th century literature. The tight circles consist of words that are related to one of the possessive pronouns, while in the middle are words that occur with both. The further from the cloud a word is situated, the less frequently it occurs with the two pronouns.
Illustration: Jon Arild Olsen

The public library's collection in a **digital** age

Media development and the expansion of the Internet pose a challenge to the public libraries' traditional approach to their core service, i.e. the collection, and the digital age produces a veritable media glut. Is it, therefore, relevant for the public library to offer the public access to just part of the media? Or should the library in fact ensure access to all media for all citizens? The question is whether focusing on the collection and the media is the right point of departure for the public library's future development?

Jakob Heide Petersen

When the Internet began to be used in earnest as a distribution platform for information and media, the development from collection to connections (from collection to servers) was being discussed in library circles, as well as the risk of library bypass, when the citizen no longer needed to visit the library to gain access to the media.

The digitisation of books has not made tremendous progress in the Nordic countries, but in terms of music CDs and film DVDs most public libraries are aware of the impact that services like Spotify and Netflix have on the loan of physical media.

Compete with Spotify?

Such services may have considerable consequences for library usage, because a fall in loans of for example DVDs also means decrease in visiting figures (collecting and returning) and digital usage (search and order).

The Danish public libraries are therefore debating whether the libraries should have music and film services that compete with

Spotify and Netflix – possibly with a special library profile.

The digital age

However, the public libraries cannot necessarily respond to the challenges from the digital development by supplementing the physical collection with a digital collection. The digital development produces some basic changes in the users' relationship with the library.

According to an article in the Internet magazine *Quartz*, Netflix has with its latest strategy recognized that not only does the service compete with other TV channels and video services, but it also vies for the user's interest in all other forms of leisure activities. According to this diagnosis, the challenge is not access to collections, but catching the user's attention.

There is not yet free access to e-books, and the question remains whether e-books will become a standard commodity with easy advertising-financed access for all citizens, as we know it from Spotify.

Should that turn out to be the case, the risk of library bypass is a real one. The question then is, whether it is a problem that private actors take on the library's task?

There are two approaches to answering that question. The collection-oriented approach that argues in favour of continued non-equal access to media, and that the library's collection and the dissemination of it has a special public service quality.

For the citizens

Looking at it from this angle, choice of materials and the librarian's mediatory expertise have a unique quality, which the public are keen to exploit, and collection building, as well as literature dissemination, are the public library's most important tasks. This perspective is not to any great extent based on data or documentation of the users' needs, exactly because focus is on the collection and its composition. Library bypass is a problem here, as the citizens do not get sufficient diversity and quality in their media consumption.

The other approach is based on the premise that the public library exists for the sake of the citizens and not the books. The Danish library act states that the objective of the public library is to further enlightenment, education and cultural activity. The collection is a means, albeit perhaps a little outdated, to attain this objective. It is important that the citizens read literature, but not necessarily from the library's collection.

Here the library is trying to reach the objective – not by focusing on the collection – but on the citizens' needs. Library bypass is a problem seen in this perspective, because an abundance of media does not in itself further enlightenment, education and cultural activity. Instead of focusing on the media development, the attention is directed at the fact that many citizens are poor readers, with a minimum of IT skills and find it difficult to live up to society's increasing demands. The two approaches are illustrated in the figure below.

The assumption regarding the "collection-oriented library" is that the library's collection is central to the citizen and most of the library's resources and activities are therefore targeted the collection.

The other approach has here got the designation "the citizen-oriented library". The basic idea is that the library is battling for the citizen's attention, and cannot expect the citizen to seek out the library.

The right question

In Denmark, the e-books challenge both perspectives, especially because they put the public libraries' economy under pressure and prompt a tougher prioritization in relation to the collection and a rationing of the borrower's access. It is a welcome opportunity to base discussions on the collection and the development of the public libraries largely on data about the citizens and their use of the library.
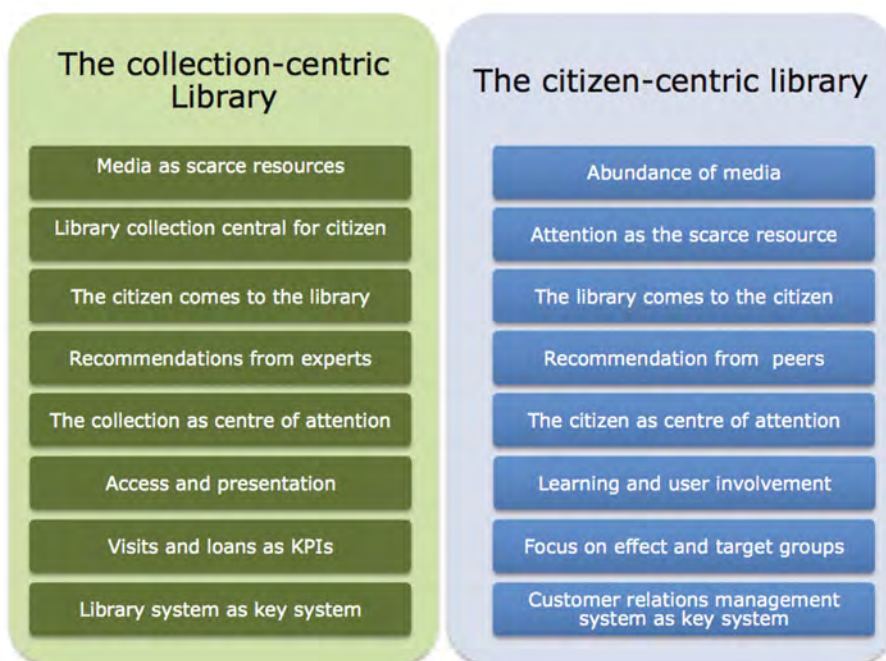
The important question is for example not: How to build a collection of e-books? But: Is a historical growth in the volume of and access to information accompanied by a corresponding development in the degree of enlightenment and education? Are all citizens as enlightened, well-educated and culturally active as one might wish? If that is not the case, what can the public library do in order to encourage such a development?

Maybe the risk is not so much a library bypass, where the citizens desert the library, but rather a citizen bypass, where the libraries desert the citizens and perhaps particularly those citizens that need the library most.

> " However, it is even more essential to move the perspective in the discussion about the future public library from focus on media and e-books onto the citizens

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The collection-centric Library
- Media as scarce resources
- Library collection central for citizen
- The citizen comes to the library
- Recommendations from experts
- The collection as centre of attention
- Access and presentation
- Visits and loans as KPIs
- Library system as key system

The citizen-centric library
- Abundance of media
- Attention as the scarce resource
- The library comes to the citizen
- Recommendation from peers
- The citizen as centre of attention
- Learning and user involvement
- Focus on effect and target groups
- Customer relations management system as key system

Facts
The article about Netflix, published in *Quartz* can be found at: http://qz.com/124899/in-a-year-netflixs-competition-shifted-from-hulu-to-hbo-to-everything. Illustration: Jakob Heide Petersen

The 'Active Shelf' is currently presented on a 22-inch touchscreen located in the library

The library catalogue
of the future

Anne-Lena Westrum

In the last five years the Oslo Public Library has worked on its information service and its digital mediation based on the libraries' catalogue data. The current MARC format has proven to be rather unsuited for the library catalogue of the future. In contrast, faith in the RDF format has been strengthened.

The Oslo Public Library aims to present its media collection digitally and in new ways. In the *Active shelves* project we have developed an interactive station for books, with an RDF representation of the library catalogue as a basis for our service. This RDF representation allows for new ways of presenting books and other media.

Active shelves help users and staff to find various books by the same author, as well as books that resemble any they have read previously. The service works by the user placing a book on a shelf where the book's RFID tag is read. Information about the book, a list of other titles by the same author and a list of similar books appear on the screen. All the titles are presented with cover illustrations, recommendations and rankings.

The user can scroll through different recommendations and set out on a journey of discovery from the list Related titles. With just one click the user may end up going home from the library with more books than would otherwise have been the case.

The *Active shelves* service is part of an effort to strengthen the library's information service. The main Oslo Public Library is currently located in an old building from 1933, in which 70 percent of the collection is placed in stacks and is unavailable for users to browse. We are therefore dependent on being able to make our collections available digitally.

From MARC to Active shelves

The *Active shelves* project is the first attempt to create an end-user service based on an RDF representation of the catalogue. The RDF format enables us to utilize the information that lies hidden in the MARC records. We can combine subject headings, genre and literary form to generate similar titles, and we can use ISBN numbers to retrieve content from other sources to enrich our own data. Examples of this type of external content are cover illustrations, rankings and presentations by the publisher.

The RDF representation of the catalogue is a converted, processed version of the MARC records. Among the main elements we are adding to the data are unique identifiers for works, which means that we can identify different editions of the same work.

We have used the FRBR model that has existed in theory since IFLA produced its study *Functional Requirements for Bibliographic Records* in 1995. This possibility to group different editions of a title is crucial for the digital dissemination of the library's collection, and forms the basis for the titles we add to the list of other books by the same author. This list is distinct from the traditional search result lists that users obtain from the library catalogue/OPAC, because the list only contains one representation of a title, i.e. the work, rather than a long list with all the editions we have of a title in different languages and formats.

Testing and user participation

The Pode project, the forerunner to *Active shelves*, provided us with much valuable experience. From using MARC data,

Easy to use touch screen with instructions
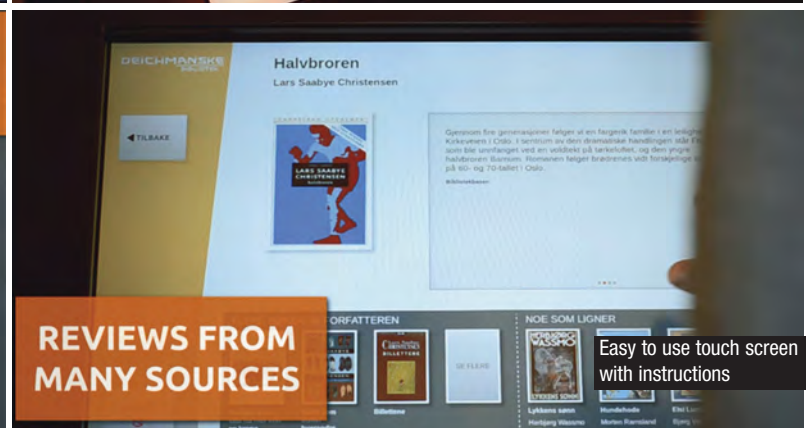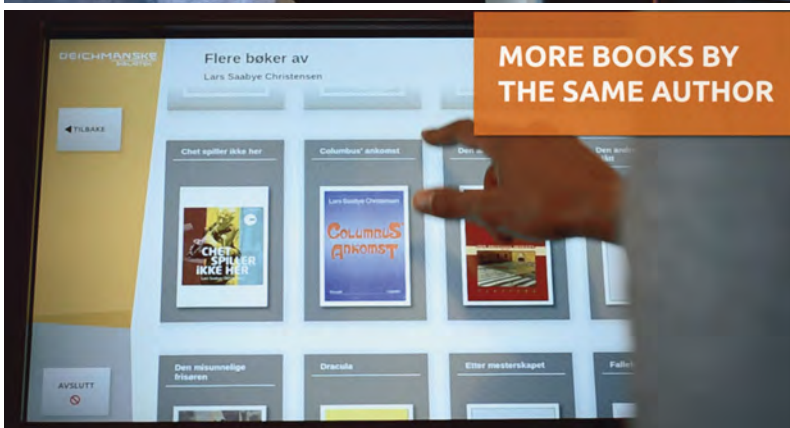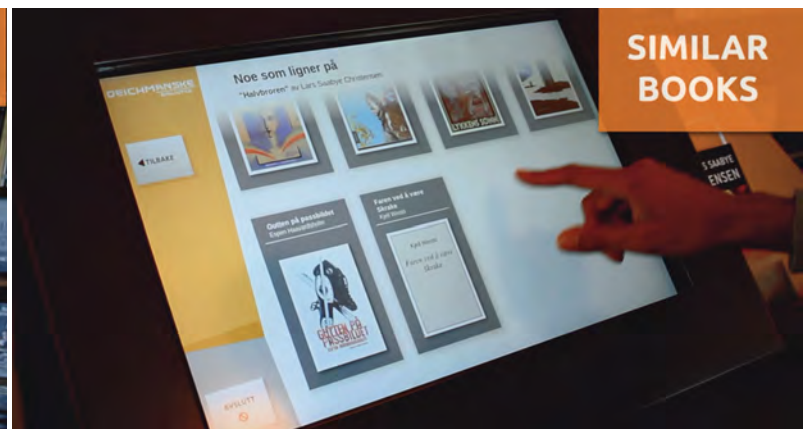
New digital services as the Active Shelf will be integrated in the new main Oslo Public Library building 2017

z39.50 and SRU as a basis for developing the information service – which was very time-consuming and not suitable for the purpose – we have worked towards achieving a better solution. We have put a great deal of work into converting the data to RDF, and to improving and enriching the records.

The *Active Shelf* is currently presented on a 22-inch touchscreen located in the library. Work on usability and user experience has formed an important component of the project. A key task has been to carry out user testing in order to adjust and adapt the content and presentation later in order to meet the users' needs more successfully.

Culture of openness and sharing

Dissemination of literature and information is the primary task of the public library. The library is intended to give guidance and to promote and disseminate books and other media in encounters with users – both in the library and online.

Active shelves gives added value to users when they visit the library, and they must also experience this added value when they visit the library online. We therefore see *Active shelves* as the basis for the OPAC of the future, also when it comes to traditional searches and presentations of search result lists.

It is important that the libraries offer good digital services to their users. Reciprocal use of data is absolutely necessary if the libraries are to be in a position to improve the information service. A prerequisite for this is that they share good metadata in open interfaces. We need national registries of works and authorities as well as national databases with rich metadata. These types of tools are fundamental to the libraries' ability to communicate both physical and digital content digitally.

In 2017 the main Oslo Public Library will move into a new, modern building where digital services and digital mediation will form an important part of the information service. Our experience of RDF, and of how data that is openly available makes it possible to create good tools and services for users and employees, is one of the main reasons we have recently chosen to change the library system. We are moving from a closed, proprietary solution to open systems where we have access to our data and can decide for ourselves how we will use them.

Software free to use

The libraries must dare to be untraditional and innovative. We must try out new services, test them on the users and correct them according to feedback. This is what we have done with Active shelves and this is what we will continue to do in the further development of the library information service.

The program software for *Active shelves* and the conversion program MARC2RDF have been wholly developed by the Oslo Public Library. Anyone who wishes may download the program software from GitHub, install it and set up an *Active shelves* in their own library.

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Photos: Nikolaj Jonas Blegvad

Faster than real time

The National Library of Sweden has 148,000 gramophone records in its collections and wishes to make them accessible. A method based on optical image scanning and transfer of the information from the record faster than real time could be the solution.

Annika Hjerpe

There are three types of analogue gramophone records: 78 rpm or 'shellac' records, acetate records, and vinyl records.

The National Library of Sweden has only Swedish records in its collections. The total playing time of the records would be five years – that is, if they were played consecutively, non-stop. Thus, digitizing the records using conventional methods – by playing them – would take more than 20 years.

Too time-consuming

Stig-Lennart Molneryd, A/V technical expert at the Swedish National Library, was contacted by a company that conducts image analysis and had experimented with contactless playback of a 78 rpm record. He thought their method might provide a solution to the problem of digitizing the vast record collection, which if conventional methods were used would be unacceptably time-consuming.

"Using pre-commercial procurement (PCP) for the 'Development of contactless playback of analogue records to digital sound files,' we are now trying to find someone who could produce an innovation method that would work faster than real-time playing of the records and that would have a sound quality corresponding to normal playing. The procurement has not yet been announced, but it will be announced in May this year," Stig-Lennart Molneryd says.

Towards a prototype

Simply put, the method involves scanning a picture of the sound tracks from the record discs. The digital picture must be so detailed and precise that it can be converted into digital sound files.

The procurement is divided into phases, phase one being a theoretical phase in which the interested parties describe how they plan to construct their innovation and how they expect it to function. The innovation projects that seem most interesting and viable will receive funding from the National Library of Sweden and from Vinnova, the Swedish Governmental Agency for Innovation Systems, to refine their innovation.

Develop automated robot

In phase two, the most promising innovations will be given more funding to develop a functioning prototype. Stig-Lennart Molneryd says that the plan is to have a functioning prototype by the end of August next year.

"With the prototype as starting point, the next step will then be to develop an automated robot for the digitizing process," he says.

Text and photo:
Annika Hjerpe
Press and
Communication Officer
National Library of Sweden

Digitizing all of the records in the National Library of Sweden's collection with conventional methods, by playing them, would take more than 20 years, Stig-Lennart Molneryd is trying to find a way to do it faster through pre-commercial procurement.

National cooperation in Finland

The concept of consortium refers to the loose, voluntary union of organizations. Since the end of February, the public libraries in Finland have had the opportunity to join a consortium agreement. At that time, libraries around Finland were informed about the agreement. Approximately 60 municipalities have joined the consortium since the agreement was introduced.

Aino Ketonen

The first task to tackle is the acquisition of e-material for all of the libraries. E-books and other e-material have been available to libraries for a long time now. As mobile devices and the contents for Internet have become more common, the pressure on libraries to offer e-material has increased. Libraries must be active in the development of new services.

Flexible collaboration

The *Consortium of Public Libraries* project is funded by the Ministry of Education and Culture and coordinated by the Helsinki City Library – Central Library for public libraries. The preparations for the collaboration agreement between the public libraries, i.e. the consortium agreement, began in 2013 at which time the preparation team delineated the main principles of the agreement.

Special attention was given to ensuring the activities do not overlap with existing actors in the field. Moreover, the compilers of the agreement wanted to make sure that the agreement would provide a solid foundation for collaboration among libraries in the future as well.

Once the funding from the Ministry of Education and Culture ends, the idea is to fund the activities of the consortium with membership fees. The membership fees will be based on the population of the member municipalities, and therefore the fees to be paid by the members will be foreseeable. The members are able to influence the consortium's economic activities and performance, as well as develop interlibrary collaboration, in the steering group.

The hearing of new members began in the preparation phase when a questionnaire concerning what issues should be addressed first was sent to libraries. Nearly 90 percent of the respondents felt that the most important task of the consortium is to centralize joint acquisitions of e-material. No sooner said than done, and in the fall of 2013 the first joint acquisition pilot project began together with KL-Kuntahankinnat. The first agreements are expected to be made in 2014.

Cost savings

The consortium collaborates with KL-Kuntahankinnat to acquire material. According to the *Act on Public Contracts*, KL-Kuntahankinnat is a joint procurement company that organizes competition by putting framework agreements out to tender. Signed framework agreements facilitate decision-making in libraries pertaining to e-material acquisitions, because the competitive bidding has already been done for them. KL-Kuntahankinnat is responsible for managing the agreements and solving possible disputes.

The Helsinki City Library has developed e-material services for a long time now, and therefore the expertise of the employees was utilized in the joint acquisition pilot project. Collaboration generates cost savings and it is easy for small municipalities to take advantage of the negotiated agreements, developed e-services and to get assistance for training, communication and marketing.

Libraries take active role

In Finland, libraries have been forerunners in regional collaboration for a long time and therefore expanding collaboration throughout the entire country is a natural step forward.

The use and acquisition of e-material in public libraries is new. Likewise, the offered services are often new, and therefore libraries should strive to influence them. It requires libraries to take a more active role than previously.
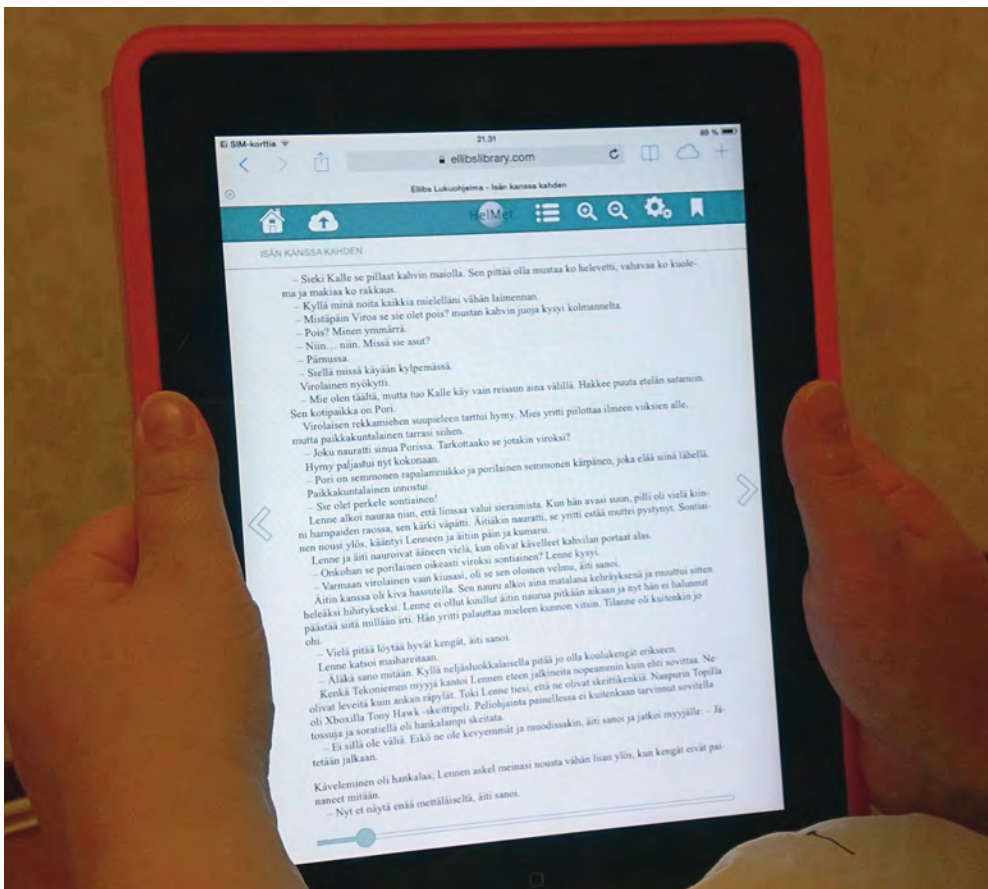
More than half of the people in Finland use a smart phone and one third uses a tablet. The expectations towards e-materials offered by libraries are increasing. Photo: Aino Ketonen

With the help of the consortium, libraries can keep up to date on new services, share information about them and disclose the needs of the patrons to service providers. Taking an active role involves disclosing library activities to partners. Being open and telling partners about their activities reduces the possibility for misconceptions on both sides.

Nationwide test groups

During the spring, expertise in e-material has been developed further by gathering together nationwide test groups to try out new services. Special attention in choosing and testing services has been given to the usability and contents of them. Participation in the testing has been voluntary for the libraries and the summary of the test results was distributed to those responsible for e-materials in the districts and the consortium's steering committee.

The activities of the nationwide test groups increase awareness of the services and offer the libraries and personnel participating in the assessment an opportunity to develop in their work.

The participation of the Helsinki City Library – Central Library for public libraries – in the *NextMedia* project, which involved the entire book industry and, for example, e-book distribution in libraries was developed, is indication of the more active role libraries are taking.

The outcome of the joint project was the development of new, appropriate licenses for libraries to utilize, the participation of more publishers in library distribution and being among the first in the world to introduce browser reading. A report concerning the project has been published and it is available online at e-books for public libraries.

The work carried out in the *NextMedia* project benefits the entire library field, and the new licensing models and collections have been made available to other libraries outside the greater Helsinki area during the spring.

Future plans

The Consortium of Public Libraries is an all-new mode of collaboration that constantly develops its activities. With regard to the members of the consortium, it is important that they obtain tools through the organization to improve their services cost-effectively. This year, the consortium's preparation committee supervises the consortium's activities. The members of the committee include Virva Nousiainen-Hiiri (chairperson), Erkki Lounasvuori, Aino Ketonen of the Helsinki City Library, Inkeri Näätsaari and Aija Laine of the Turku City Library and Rebekka Pilppula of the Joensuu Regional Library.

The libraries that responded to the questionnaire made last year also expect the consortium to develop metadata processes in libraries, in addition to offering joint acquisition services for e-materials. Connections between information networks and systems make it possible to utilize metadata more easily not only among libraries but with other actors in the book industry as well. The purpose of collaboration is to reduce costs and workload in refining metadata, but at the same time to maintain patron satisfaction.

Aino Ketonen
Information specialist, Planner
Public libraries consortium-project
Helsinki City Library -
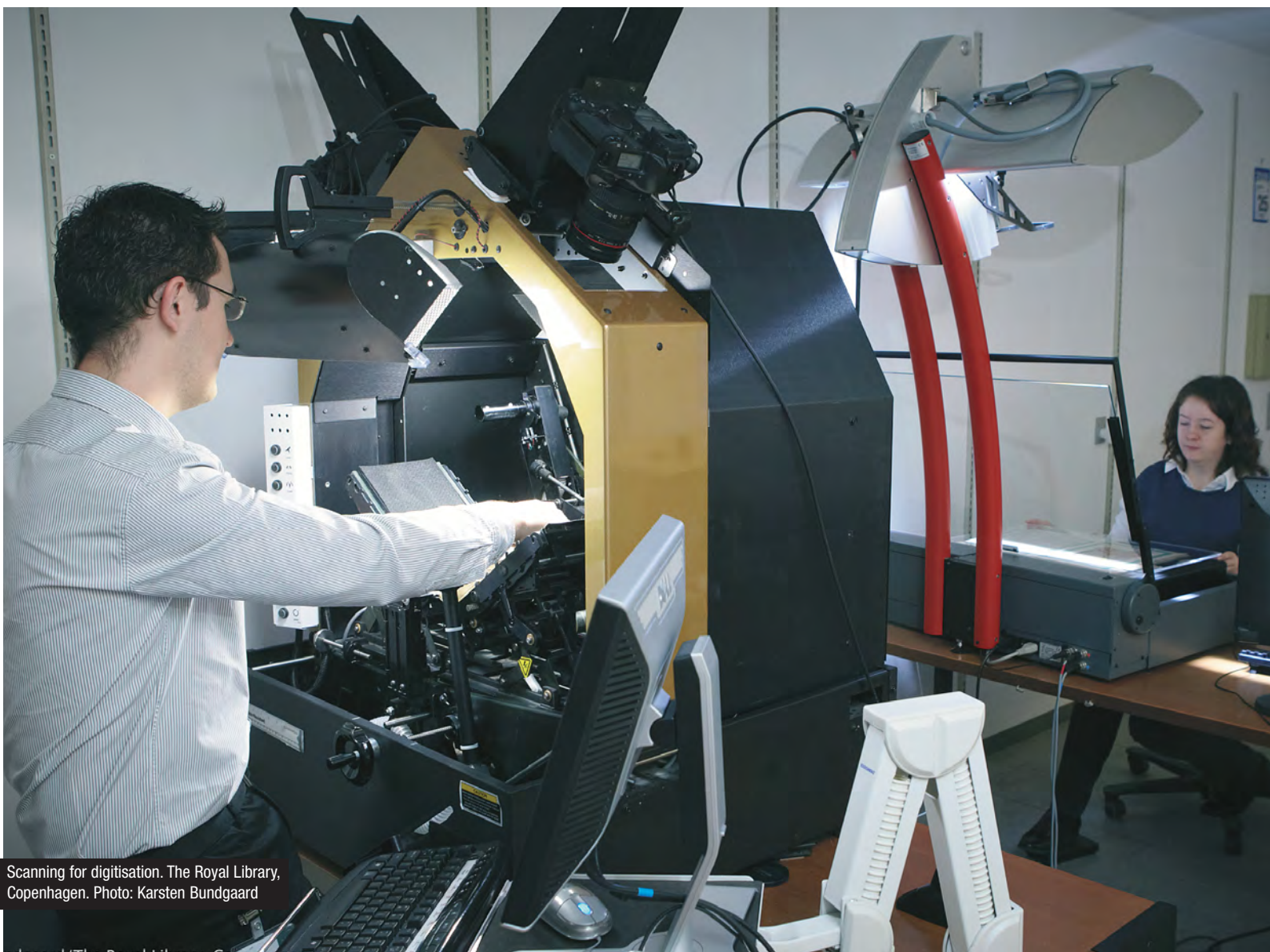Central Library for Public Libraries

Where to start?

Retro-digitisation of Danish cultural heritage

Pernille Drost

The Royal Library is Denmark's national library and university library for the University of Copenhagen and its task is to work for education, research and enlightenment now and in the future.

Scanning for digitisation. The Royal Library, Copenhagen. Photo: Karsten Bundgaard

As a national library, The Royal Library handles national cultural heritage of both Danish and foreign origin in the form of published works (books, journals, newspapers, booklets), manuscripts, archives, maps, pictures, photos and music in analogue or digital form. The institution is to provide the best possible access to the collections on modern terms, while at the same time ensuring that the collections are preserved, secured and handed down for posterity.

As a museum and cultural institution, the national library communicates knowledge and experiences based on its tasks and collections, and it contributes to retro-digitisation of cultural heritage. Premises about preservation, access and communication on modern terms set out the framework for the library's strategies for retro-digitisation.

Availlable collections

The national library has physical materials that need to be substitution digitised so that the physical materials can be preserved and protected in the best possible way, ensuring that they will continue to exist in the future, if not in any other way, then at least digitally.

The library has old materials, the use of which is only permitted in monitored reading rooms due to their age and/or value, to which we would like to offer easy access. There are subjects and periods of historical or topical interest to the public to which the library would like to provide easy, i.e. digital access.

For a national library, digitisation makes it possible to make cultural heritage and knowledge available to the entire society, and not primarily to researchers or users who visit the library physically. Through retro-digitisation, the Royal Library can realise in earnest the objective about being a library for all citizens.

Strategies

Strategically, the library works with retro-digitisation based on a desire to digitise a large volume of materials in the form of mass digitisation, user-controlled digitisation and subject digitisation. In relation to mass digitisation, the current focus is on retro-digitisation of journals that are to form part of a national, digital journal portal.

Another method is the project *Danske bøger on Demand* (DOD – Danish Books on Demand), where users can order a digital copy of a given work from the period 1700-1901 instead of having to order the material for reading in the library's reading room. The digital copy is delivered within 3-5 weekdays.

The project has proved a great success, growing increasingly since its launch in 2012, and it is expected that 5,000 titles will be digitised in 2014. At the same time, it is clearly a trend that the easy access to the materials causes greater usage and demand. The DOD project has given important experience in the development of stable and fast workflows and a continual development of scanning capacity and software.

It is also an interesting method, as user requirements control part of the retro-digitisation. Concurrently, the library is working on subject and thematic digitisation, focusing on a particular period or subject in close connection with the library's research and communication.

One example of subject digitisation is the commemoration of the 100th anniversary of World War I, in which the Royal Library as a participant in the Europeana Collections 1914-1918 has digitised the books that were published about the war at the time, and which were gathered at the library during that period, a total of 142,000 pages.

In addition to this, 7,000 photos and maps have been digitised. Naturally, these materials are accessible digitally, but they are also communicated in connection with talks and seminars that take their starting point in the materials, and in connection with concerts that are based on the subjects of war and peace. This means that the materials are communicated in different contexts and from different angles.

Outcome in relation to impact

There is no doubt that it is essential for the Royal Library to make clear strategic choices in relation to retro-digitisation and the balance between digitising large collections and thematised digitisation. Apart from the actual cost of the concrete digitisation process, there are financial and strategic choices to be made in relation to communication and relevance for the end users.

The financial considerations include the actual digitisation cost, digital conservation and property right fees. However, in a financial context, it is also important to discuss the relation between outcome, i.e. volume, in relation to impact, i.e. the effect for the end users. In a reality where there are millions of titles and pages, what is of greatest value to society, and where should we start?

Pernille Drost,
Deputy Director General at
The Royal Library, Denmark

The publication economy

"In today's knowledge society, researchers who create new knowledge are becoming important production factors just as did the workers of the Industrial Age. Extending this analogy, universities can be seen as the industries of the knowledge society," says Ulf Kronman, coordinator at the National Library of Sweden.

Annika Hjerpe

In the ten years Ulf Kronman has worked with bibliometrics and publication issues, he has seen how they have become increasingly important for universities. He thinks that universities are creating "Current Research Information Systems (CRIS)," a database for the storage and management of data about research conducted at particular institutions, according to the same model by which company managements used to create business intelligence systems.

Research generates knowledge

Lund University in southern Sweden is procuring a CRIS and Chalmers University of Technology in Gothenburg is planning to do so, as are Stockholm University and, probably, the Royal Institute of Technology in Stockholm. The government has commissioned the Swedish Research Council (Vetenskapsrådet) to create a national CRIS, to be called SweCRIS: http://swecris.se/converis/pub licweb/ start page? lang=1

"I have been thinking about what it is that generates these trends. For us in Western countries that used to be leading economies, it is very important to be able to compete with knowledge because we can no longer compete with cheap labour. Therefore, all countries, but especially Western countries, are investing in research, since it generates knowledge."

In the knowledge society, research has become the new industry. We are now competing on basic research and governments are investing heavily in it. But what does all this research generate and how can we measure it? A company like Ericsson or Volvo can count switchboards or cars and calculate its ROI. This has led companies to construct business intelligence systems to retrieve the statistics on their ROI.

"New Public Management is a current trend. Government authorities and the public sector are picking up tools from industry to run our type of operations using metrics commonly used in industry."

Articles and citations

The knowledge society invests large sums of taxpayers' money in research funding, and politicians and university managements want to know what they are getting in return. Ulf Kronman observes that the New Public Management trend has also reached the research sector.

"Some research is measurable – for example – in applied patents or companies based on products produced through research, such as pharmaceuticals. The problem is how to measure basic research. If basic research produced refrigerators, we would be able to measure it. But how do you measure the use of the discovery of the Higgs particle? It is very difficult. When it comes to basic research, the researchers' articles documenting their findings and citations from those articles are the most measurable products," he says.

Publications important assets

As one of the two measurable results of basic research, publications are becoming an important asset for both organizations and individual researchers. Ulf Kronman thinks that publication records have become so important to universities and researchers that we can now speak of a 'publication economy'.

For example, the Swedish government distributes funds to higher-education institutions based on numbers of citations in the Thomson Reuters Web of Science, which covers about 12,000 scientific journals. Governments in many other countries use similar parameters.

"In this emerging economy of publications, we are seeing the activities of university libraries gradually shift from the traditional task of bringing in scientific information to their mother organization to a new duty of managing their assets in terms of publication output. We
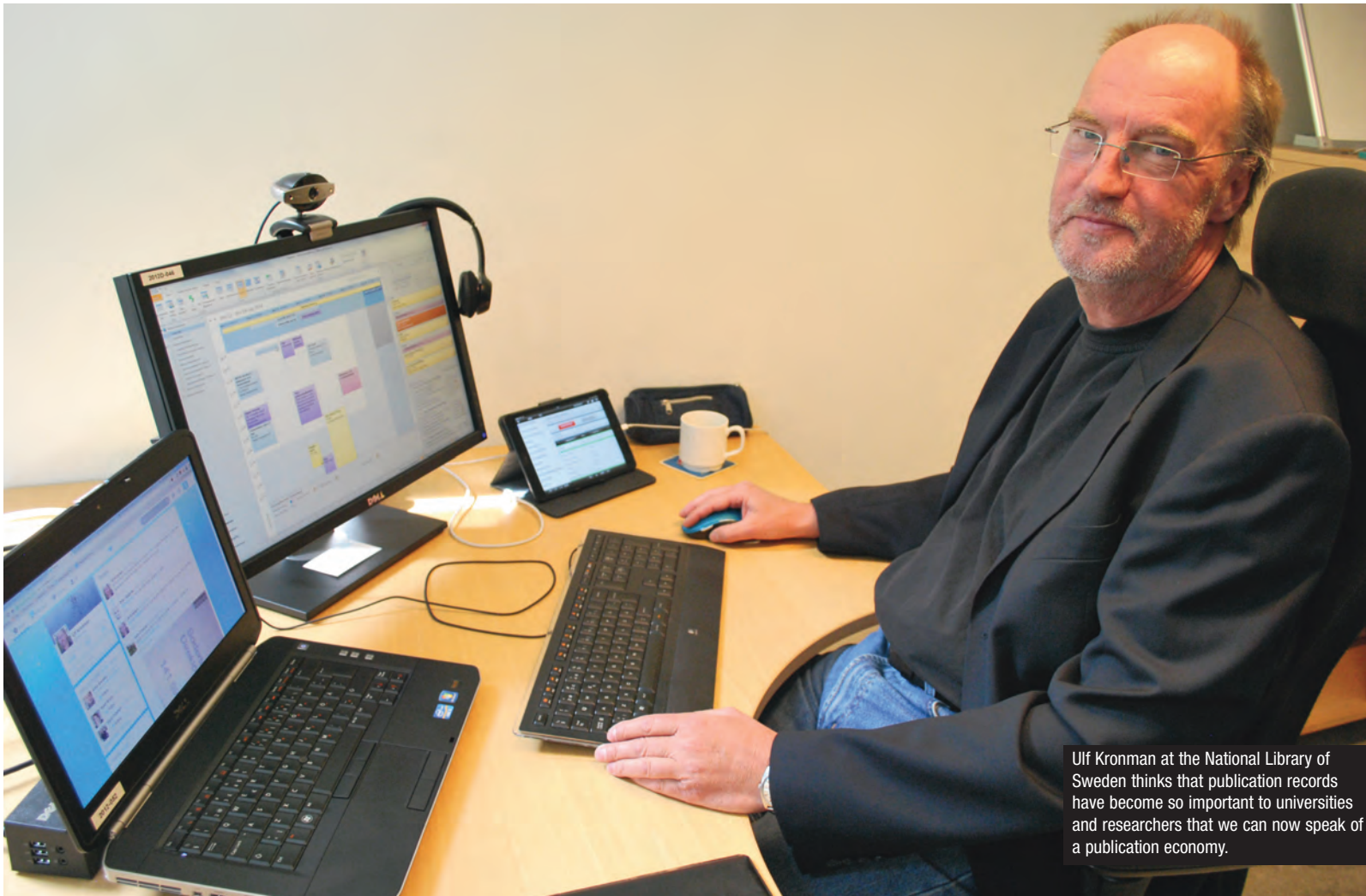
Ulf Kronman at the National Library of Sweden thinks that publication records have become so important to universities and researchers that we can now speak of a publication economy.

are seeing university libraries building and managing institutional repositories for publications, working with issues regarding open access to publications and producing publication statistics in the form of bibliometrics."

As an example he mentions the bibliometric system of the Swedish medical university Karolinska Institutet: https://bibliometrics.ki.se/

Open access important

Ulf Kronman thinks that this shift of focus in university libraries, from information input to publication output, is further accentuated by open access publishing, which is increasingly freeing scientific information on the Internet.

"A completely new activity is developing in libraries. Based on how to handle output, this is an activity that isn't based on information provision. Many library managements feel lost in this: they feel their role is to provide information and they question whether this new activity is really something they should be involved in. Research funding providers have reached the conclusion that we get more out of research if its results are free and accessible to everyone, which is why Open Access is becoming increasingly important."

For example, the EU Commission has decided that all research within the huge research program *Horizon 2020*, worth EUR 80 billion, has to be freely accessible. In Sweden most research funding providers require that the research be published in Open Access.

He thinks that in the future we may see university libraries become knowledge clearinghouses that deal primarily with the management of their mother organizations' research output – such as publications and research data. He also thinks that physical library buildings may very well morph into creative knowledge centers and coffeehouses, where students can mix and study rather than use collections of books and journals.

"I think this is really good, and that everyone will have to adapt to this development, but the people who visit the library buildings now are students coming to have a coffee and study. Researchers never come, because the libraries' collections are all on the Internet," Ulf Kronman says.

> " Many librarians have based their professional identity around the collections – they are 'collection huggers' waiting for people to come to their building and use the collections

Text and photo:
Annika Hjerpe
Press and
Communication Officer
National Library of Sweden

International recognition for
23 mobile things

As the first Dane ever, Jan Holmquist, a librarian in Guldborg-sund municipality in Denmark, has by the internationally re-nowned periodical *Library Journal* been awarded the prize of "Mover & shaker". The prize has been awarded since 2002. It is given to library people who shape the future of the library through local library work and provide the foundation for work in libraries all over the world.

Gitte Smed

During spring 2013 Jan Holmquist was principal organizer and driving force in a local project about mobile technologies. Over the past few years, the project *23 mobile things* has attracted global recognition.

At this moment *23 mobile things* is educating library people in Singapore and the Philippines in mobile technology, and *23 mobile things* is now, apart from the Danish, Norwegian and English version also available in German, Russian and soon also in French.

His work and initiatives are about transforming global ideas into immediate enjoyment for visitors to the local library,

wherever you might be in the world. The challenges for libraries in the world-wide economic crisis may be the same, but the solutions to these challenges vary. This is something you learn from each other when shaping the libraries of the future together.

On the global map

Apart from the 23 mobile things project, Jan Holmquist is at the moment working on the two projects *Nudging*: the affectionate, qualified push towards pro-active communication in the open libraries and *Gamification*.

Jan Holmquist is also given the prize in

recognition of his work with Global Librarianship and of one of his spare-time projects on crowd-funding of means to building a library in India.

The prize places both Jan Holmquist and the Danish libraries on the libraries' global map in a very impressive way.

See the nomination of Jan Holmquist: http://lj.libraryjournal.com/2014/03/people/movers-shakers-2014/jan-holmquist-movers-shakers-2014-tech-leaders/#_
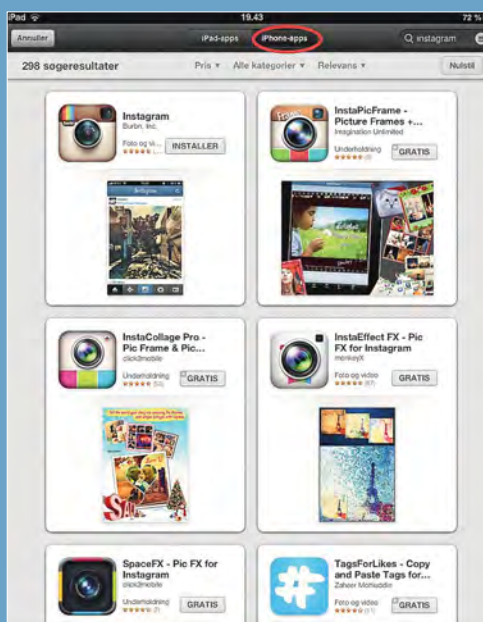
Gitte Smed
The Danish Agency for Culture
gsm@kulturstyrelsen.dk

"It is a great motivating force for me that my ideas have turned out to be something users of the library can enjoy in their everyday lives. That it also turns into a world news item is, of course, an added bonus, says Jan Holmquist

Screendump from http://23mobilethings.net/wpress/remix-2/

23 mobile thing is a learning process on the iPad mini for Guldborgsund libraries' staff. The aim is to upgrade the tablet area - the libraries get many questions about new technology. Another purpose is to inspire curiosity - and ultimately develop new mobile ways of being in the library via download of instructive apps. So far working on eight languages.

Illustration from the Denmark is reading campaign: A busdriver taking a break - with a book. Photo: Bjarke Ørsted

Denmark is **reading**

In 2013, a national reading campaign was initiated by the Danish Minister for Culture, Marianne Jelved. DKK 20 million has been allocated to the initiative over the next four years.

Rikke Lind Andersson

A central element of the campaign is a competition between the 98 municipalities to become Denmark's best reading municipality. 46 municipalities entered the competition by submitting their applications describing the creative ideas to leverage fiction reading amongst non-readers.

The national reading campaign is called *Denmark is Reading*. Recently 12 Danish municipalities were awarded the title 'reading municipalities' by an independent jury, based on their creative and innovative reading activities.

The 12 pro-jects represent a variety of different methods and target groups. A group of scientists from University of Aarhus will investigate the effectiveness of the methods used.

One municipality will turn a popular local ice hockey team into a reading club making the professional players role models for the others players, their parents and the municipality in general. Another city will focus on healthcare professionals. By making 10 writers follow in the footsteps of 10 healthcare assistants they will each write a fictional novel based on their experiences.

The joy of reading

The idea is to make literature recognizable and approachable for a group of people who are generally not big fiction readers. No two projects are alike.

Across the country employees in factories, cemeteries, slaughterhouses, farmers, taxi drivers, veterans, groups of young

mothers and whole cities will be invited into the different reading projects, and some of them will hopefully experience the joy reading a good book can bring.

In May 2015 the jury will choose the winner of the competition and the most effective methods and best practices will be shared and implemented on a larger scale.

For more information please visit the Danish campaign site: www.danmarklæser.dk and follow us on www.facebook.com/danmarklaeser

Rikke Lind Andersson
Campaign manager, Denmark is reading
The Danish Agency for Culture
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IT Support to **small** businesses

7,000 businesses and associations have enjoyed digitisation assistance from Danish libraries

Jonna Holmgaard Larsen

During the autumn 2013, the public libraries in nearly all municipalities in Denmark have been helping 7,000 small businesses and associations to get started with digital self-service. Many have learned how to get a digital signature and a digital letterbox. Others have needed guidance in terms of reporting VAT and sickness and maternity pay.

One of those having received help is entrepreneur Michael Søkilde Christensen:

"I didn't realize that such an offer existed, and, moreover, without having to pay for it. I really don't know what I should have done without the library", he says.

Digital strategy

In collaboration with regions and municipalities, the Danish government has been operating with an e-government strategy 2011-2015, with the objective that nearly all communication between citizens, businesses and public authorities must happen digitally. According to the strategy, all businesses and associations have been obliged – before the 1. November 2013, to establish a digital mailbox to enable them

to receive mail from the public authorities.

Many smaller businesses have not been familiar with the use of Internet and digital reporting. A prerequisite for implementing the legislation was, therefore, that personal help should be available for those who find it hard to manage the change from paper to Internet. The Danish Business Authority has therefore joined forces with the Danish Agency for Culture in a project that guarantees library assistance for smaller IT-ready businesses.

Training for employees

Prior to the campaign, The Danish Business Authority has in the autumn provided training for the library employees, who have accepted the role as IT supervisors for the businesses. The Authority, together with the Danish Agency for Culture, has been in charge of national marketing of the service and created networks with stakeholders in the corporate world. The Agency for Culture has provided a modest subsidy for the participating libraries.

The experiences from the main endeavours in autumn 2013, where the digital

mailbox became obligatory, can be summed up briefly as follows:

- Generally speaking, the project has lived up to expectations. The Danish Business Authority as well as the libraries consider it a success
- The library's IT supervisors have been busy. They have been faced with several challenges: For example, some IT solutions are not particularly user-friendly, and many businesses postponed the transition for as long as possible, which resulted in great pressure on the library during the weeks leading up to 1. November
- The libraries have provided professional help. 85% have been satisfied with the help
- Employees in the libraries have acquired new skills
- The libraries have met a new user group. Most of those seeking help had not been using the library previously.

With this campaign, the libraries have solved a social task and thereby gained considerable respect in the state sector as well as the municipal sector. They have acquired new ambassadors – not least among those business owners and associations that have obtained help from the library.

The project continues concurrently with new IT solutions becoming obligatory and new businesses seeing the light of day. The libraries are keen to develop the competences within this field continually.

Jonna Holmgaard Larsen
Chief Consultant
Danish Agency for Culture, libraries
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IT supervisor Christian Cremonesi-Knudsen, Roskilde libraries is available to help companies and associations. Photo: The Danish Business Authority

DENMARK

BY TEENS FOR TEENS

How to promote the library as a place for mediating and communicating literature, art and music in a way that is relevant for teenage users? Danish libraries have been collaborating with Hygge Factory (Fun Factory), a non-profit organisation, to let the young users develop their own creative art projects with the help of library professionals and dedicated volunteers. During the two-year collaboration, libraries have acted as platforms for developing the imagination, creativity and innovative compentencies of the teenagers who have produced contents, performances and products for other teenagers.

In the course of the collaboration workshops were organised in several libraries. One of the results of the 6-month-project Wordquake was the book 'It looks black - but it's not!' which is about the grief at the loss of a parent. The book and an installation based on it then travelled round in 13 libraries in Denmark and the Faroe Islands. At each library a school class took part in a workshop where they made book trailers and met with an author. In another sub-project the end-product was a vinyl record, 'Flag without wind'.

Hygge Factory and the libraries have produced an informative brochure which is available online at http://hyggefactory.org/wordpress/ wpcontent/uploads/ 2014/03/ Ung-til-ung_Formidling.pdf (in Danish)

https://fkb.dk/node/1445slq.nu/?page_id =1229

Illustration: Capital of children

Capital of Children
www.capitalofchildren.com

SILICON VALLEY FOR CHILDREN (LIBRARY INCL.)

Billund municipality is being developed into a dream city for children through a public-private collaboration with the world-famous LEGO Foundation. The Children's Capital will comprise a Lego Museum in the old city hall, new kinds of apartments and new forms of collaboration with the local schools and the public library. The partners plan to create an interactive library environment inspiring children to use their fantasy in learning.

Billund Library is working on their first vision catalogue, which will provide a more concrete insight into the future plans for a multifunctional, stimulating library space, which will also act as a learning environment encouraging experimenting and creativity.

Danmarks biblioteker 1/2014
www.db.dk/files/dbf.dk/DB0114.pdf

Illustration: www.pallesgavebod.dk

ASK PALLE'S MATES!

"When did people start writing books?",
"How come only some animals are mammals?" and "Why is the word ambulance
written weirdly on the front of the vehicle?" are some of the questions children
have asked on the Ask Palle's Mates reference service.

   While Denmark, Finland, Sweden and
several other countries offer national online reference services for adults, a service specifically designed for a younger
audience is relatively new. Questions can
be sent by SMS or email 24/7 with an
immediate response on all weekdays. A
chat option is also available. Palle and his
librarian friends have received positive
feedback from the users and new libraries
are still joining the forces.

http://www.pallesgavebod.dk/
Danmarks biblioteker 1/2014
www.db.dk/files/dbf.dk/DB0114.pdf

FINLAND

E-BOOKS SUPPLY INCREASING

The Finnish eLibrary offers a selection of
e-books and online talking books for all
users. As the service links to open access
content as well, there is something for
everyone even when the local library has
not purchased any licences.

   The eLibrary is being piloted and the
supply will ex-pand during 2014: several
Finnish publishing houses will make
their new ebook titles available for libraries (which hasn't been the case so far), a
selection of both talking books and
books in sign language will be added as
well as contents from the Finnish Broadcasting Company.

   Acquisition and licensing will be made
easier with the new public library consortium founded at the beginning of the
year.

ekirjasto.kirjastot.fi
Libraries.fi
http://www.kirjastot.fi/fi-fi/ammattikalenteri/ilmoitus.aspx?ID=11d33f71-0467-481c-8360-55cee7b26644

LIBRARY SOUNDSCAPE

"Open up your ears, stop and really listen
to the different sounds you actually hear
in the library." This is how the conductor
of the library soundscape pilot study set
about his task.

   A survey sent to the libraries in the
metropolitan region and a few others
elsewhere in the country revealed that
libraries want their sound landscape to be
calm but not completely silent. In reality,
many libraries are struggling with providing the kind of soundscape their users
wish for: acoustic problems abound and
the space is noisy and restless. Possible
solutions include using sound zones or
specific silent - or near-silent - times in
the library.

   Lately, some Finnish libraries have
started providing acoustic earmuffs for
sound protection for users who might

prefer some silent browsing instead of
any background noise of machines
beeping and people discussing.)

   The main research questions after the
preliminary study concern the acoustic
problems and their solutions as well as
user expectations and creating a concept
for a new kind of peaceful library space.

Libraries.fi blogs
http://blogit.kirjastot.fi/kuulokulmia-kirjastoon/#.U05_QihS_uJ

FINNA HELPS BUILD
MEDIA SKILLS

The national Finna information search
interface and its European sister service
Europeana see school pupils and teachers
as important user groups. Several theses
have been completed on the use of Finna,
one of them also providing model
learning assignments for comprehensive
schools on different, especially cross-curricular topics.

   The National Library of Finland,
bearing the main responsibility for developing and maintaining the service,
took part in the national media skills
week by offering learning material for the
participating organisations. The site
instructing in reuse and collage making
of digital cultural materials is available at:
http://kdk.fi/europeana/.

   Other campaigns to market Finna and
Europeana include the free cultural vacation in Europe in Facebook
(https://www.facebook.com/kulttuuria-matkassa) and the Europeana character
competition where participants are
invited to share their ideas on what e.g.
Vincent van Gogh would like to say to us
today.

http://europeanahahmo.tumblr.com
The National Library newsletter:
http://www.kansalliskirjasto.fi/kirjastoala/
uutiskirje/1_2014/europeana.html

SAYING IT WITH STICKY NOTES IN SATAKUNTA

Satakunta University of Applied Sciences Library is one of many who have been using post-it notes in gathering feedback and ideas from the users. In Finland, the first library to use sticky notes for user engagement and ideation was probably Turku City Library and others followed suit.

In Satakunta the library wanted to know what works, what is missing, what the users would like to change and what could be discarded.

Satakunta University of Applied Sciences Library blog:
http://samkkirjastouutisia.blogspot.fi/2014 /03/tuunaa-kirjastosi-ala-laputtaa.html

Illustration: Rinux/Flickr CC.

Photo: Buskerud Fylkesbibliotek

KNOWLEDGE FOR LUNCH

Lunch-time arrangements are not a new concept in libraries but the series which started out in Drammen and since then spread to Kongsberg is still worth mentioning. When Eirik Gramstad, a particle physicist gave his presentation on anti-materia over 80 participants had found their way to the library to eat their packed lunches and listen to the talk. An audience from school children to pensioners and everyone in between enjoyed the lunch-break lectures which were also streamed live online and stored on the library's YouTube channel for later use.

http://buskerud.fylkesbibl.no/2014/01/29/ braksuksess-for-kunnskap-til-lunsj- pa-kongsberg/

ACCESS TO THE KING'S SPEECH AND OTHER HISTORICAL RADIO PROGRAMMES

A speech by King Haakon on Christmas Eve 1943 is one of the 2700 radio programmes and 25 000 news broadcasts accessible through the National Library website in Norway. The plan is to add more content based on a contract between the Norwegian Broadcasting Company and the National Library. The programmes stem from the period 1933-1945 while the news extend to the present day.

http://www.nb.no/nbsok/advanced_ search - choose 'Radio'

HOW TO BECOME A SCHOOL LIBRARIAN

From autumn 2014, the University of Agder will offer 90 study points worth of studies in school librarianship. The online studies can be completed on a part-time basis. Leadership, administration and management of school libraries, information skills, reading development and children's and youth literature form the contents of the study programme.

University of Agder
http://www.uia.no/opptak
Association of School Librarians
http://www.skolebibliotekarforeningen.no/?
artID=453&navB=1

www.bladet.no

HAVE LIBRARY, WILL TRAVEL

Going abroad? Or looking for information on the neighbouring town and its attractions? The Norwegian Biblioteksentralen has created Travel Library, a free-of-charge app which provides an overview of novels, films, travel stories and travel guides the world over. The app makes it possible to search for a particular town or country and offers tips on books and other materials on the chosen location. It also points the user to their nearest library where the materials can be picked up and borrowed.

www.bladet.no/Innenriks/
article7295127.ece

Photo: Anne Wirsching

PICTURE YOUR LIBRARY

The *Bok og Bibliotek* magazine received over 30 entries for its photo competition, Library Photo of the Year 2013. The pictures were taken both by library professionals and library users. While some of the motives were more traditional depicting people reading, library staff working and children visiting the library, second place went to a photo of a couple cuddling in the library - clearly illustrating the library as a meeting place thought the judges, a photographer, a journalist from a home decoration magazine and a journalist from Bok og Bibliotek.
Winnerphoto by Anne Wirsching: Blikk for bok (Eye for books).

Bok og bibliotek 1/2014
http://www.bokogbibliotek.no/images/
stories/pdf_2014/Bob-1-2014_web.pdf

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SWEDEN

Karlstad Facebook.com

BEST LIBRARY FACEBOOK PAGE IN THE WORLD?

According to both Swedish and Finnish theses, a dialogue between library users and library professionals is still largely missing on Facebook. The library Facebook profiles mostly consist of one-way information and marketing. Karlstad library seems to be the exception to the rule, though. The Facebook profile of Karlstad City Library was ranked as number one in interacitivity in the library category by Meltwater Likeanalyzer. The library scored 94 points out of 100 and came 130th in the overall evaluation.

Other Swedish libraries are following in the footsteps of Karlstad, according to Likeanalyzer's worldwide Like-rank list: Linköping City Library ranks 16th on the list of libraries with its 80 points while Västerås City Library came in at 34, Stockholm at 50 and Växjö at place 54, all scoring over 70 points.

Biblioteksladet 4.11.2014
http://biblioteksbladet.se/2014/04/11/
karlstad-bast-i-varlden/

LIBRARIES AGAINST PREJUDICE AND ISOLATION IN PRISONS

Library services are being modernised in Swedish prisons as part of a more comprehensive overhaul of the criminal sanctions agency. The potential of libraries and library staff in e.g. breaking the customers' isolation is being considered. The importance of language and words for building up self-esteem and self-confidence and combatting prejudice are among the motivations for developing prison libraries. The aim is to guarantee access to a librarian and library services for all, based on a national standard.

Biblioteksbladet 3.4.2014
http://biblioteksbladet.se/2014/04/03/
ett-bibliotekslyft-for-kriminalvarden/

QUALITY IN REFERENCE WORK

Service quality is an elusive concept and it is even more difficult to define quality in reference interviews. Changes in reference work both in the digital environment and in a library setting are being discussed in Sweden – it has also been the topic of several seminars in Finland during the past year.

The regional central library of Stockholm and the National Library of Sweden are collaborating on a two-year project where the quality of the reference interview is being discussed and a quality model developed. So far, library professi-

onals have suggested several markers of high-quality reference interviews: e.g. credibility, reliability and responsiveness. These can be further characterized by opening up the whole search process, by being objective and choosing several sources and by showing genuine interest.

http://refsamtalet.wordpress.com/
Regional Library of Stockholm website
http://regionbiblioteket.se/2014/03/10/sam
tal-pagar-om-kvalitet-i-referenssamtalet/

The National Library of Sweden. Photo: Ulf Lundin

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