

Scandinavian Library Quarterly



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Theme:

**DIGITIZING THE SCANDINAVIAN
CULTURAL HERITAGE**

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● **Digitizing the Scandinavian cultural heritage**

Digitizing the Scandinavian cultural heritage opens up amazingly new opportunities – for high level academics as well as for genealogists and local historians. But moving into the digital age also means facing some warnings concerning criticism of sources, as Christopher Natzén has experienced in his academic research. The digital age may create threats towards minority languages, pointed out by Finnish/Swedish librarian Leif Storbjörk. This issue presents a number of digitizing projects and strategy developments run by libraries, museums and archives in Scandinavia. Books, newspapers, pictures, films, television, music and radio – as the theme of this number of SLQ indicates, they must all be made accessible to the citizens.



Rickard Carlsson
 Press- and
 Communication Officer
 Communications Division
 National Library of Sweden

Rickard Carlsson
 Editor-in-chief
Rickard.Carlsson@kb.se



Vigdis Moe
Skarstein

The digital library

On 26 April this year, the Norwegian Minister of Culture acted as host to her Nordic colleagues in the Nordic Council of Ministers. The meeting was held in the National Library of Norway, and included a session devoted to the topic of digital libraries. This demonstrates how the development of libraries in our digital age has climbed high on the Nordic political agenda.

All the Nordic countries are developing strategies for digitization and digital communication of cultural heritage. All these countries have a shared awareness of how digital media represent an opportunity to better preserve the cultural heritage and to make it accessible to a wide audience, including researchers, in a more efficient way. Each country has found different ways to fund, organize and prioritize this digitization. Strong competence centres are required, not only with regard to the cultural heritage content, but also in terms of technological skills. In all the Nordic countries, the national libraries act as hubs for these efforts, in cooperation with public as well as research libraries.

Digitization presents great opportunities as well as limitations. For the libraries, the challenge consists in identifying solutions that provide quality, efficiency, increased and diverse access, and preservation of the material. Preventing misuse is a further concern, be it with regard to protecting personal

data or respecting intellectual property rights.

Digitization blurs the boundaries between different types of media, since the end product is no longer a printed book, a newspaper, a photo, analogue broadcasting or film or music on CDs. Everything is increasingly stored in a file format and is ready to be distributed in this form. The concept of a library collection is also challenged when cultural heritage is stored in digital archives in cyberspace or on the Internet, rather than on the libraries' shelves. How to capture what is transient in order to preserve and communicate it, is becoming a new element in the libraries' competence in organizing knowledge for retrieval.

All libraries that are in the process of digitizing cultural heritage encounter the challenges involved in providing access to copyrighted material. Since it is easier to provide access to material that has fallen out of copyright, this is often given priority for digitization. It is important, however, that the libraries can meet the demand for effective access to the most recent publications online or in an electronic format, be it for reading online or for downloading. The Norwegian *Bookshelf* project provides an example of a copyright agreement that ensures access to 50 000 full-text books online. Finding models for lending e-books from libraries

represents a particular challenge. All the Nordic countries are running trials of such models. I am glad to see that finding solutions to questions pertaining to copyright was high on the agenda for the meeting of the ministers of culture.

The ministers of culture also adopted a statement from the Nordic Council of Ministers in which they underscored the importance of making the material accessible to the widest possible audience. They referred to how the internet provides good opportunities for this, and they will reconvene to discuss solutions that may establish digital access to cultural heritage across the Nordic countries.

In the meantime – and as part of the development of the digital library – it is essential that those of us whose responsibility this is continue to exchange practical experience. This issue of the *Scandinavian Library Quarterly* is a contribution to this end.

Undoubtedly this will be the subject of numerous future issues.

Vigdis Moe Skarstein
National Librarian
National Library of Norway
Vigdis.skarstein@nb.no

Translated by Akasie språktjenester AS

All the Nordic countries are developing strategies for digitization
and digital communication of cultural heritage ●

Europeana 1914-1918 Collection Days

The year 2014 marks the centenary of the outbreak of the First World War. Europeana has initiated a couple of projects under the header of Europeana 1914-1918. One of these is the Collection Days. Modelled on the British antique road shows, at a Collection Day people turn up with their 1914-1918 memorabilia and have them digitized and catalogued on the spot. They also get to tell their family story which is the main thing. In this project, the object supports the story rather than vice versa. In the spring of 2012, Denmark held a Collection Day at Sønderborg Castle. It is a democratisation of our cultural heritage and it brings to light new stories and new perspectives on the Great War.

The project and the dress rehearsal

"I heard about the book and then I tracked it down!" 90-year-old Maja Christensen smiles enigmatically. This is all she is ever going to say about how the black book with a German Iron Cross on the cover came into her possession. "Would you like to talk about your book to a pocket camera," our PR person asks. "No, thank you," the old lady replies. "I'm too old and wrinkled for TV."

We are at Sønderborg Castle for the dress rehearsal of the Danish Europeana 1914-1918 Collection Day. It is March 28th. We need material from Denmark digitized in time to add it to the collection shown at an important seminar in Brussels for the European ministers of culture and the EU Commission on May 9th. Material from all over Europe will be added to an eCloud shown on a large digital wall. Also, we need to find out where the logistical challenges of a collection day are before the real event on April 24th.

In the spring of 2011 Europeana 1914-1918 Collection Days started with nine days in different German cities and with great success. In December 2011 the Danish Agency for Culture received a call from the Europeana head office asking us to arrange a collection day in Denmark in a few months. Of course we couldn't say no to that and suddenly we were busy.

The teacher's book

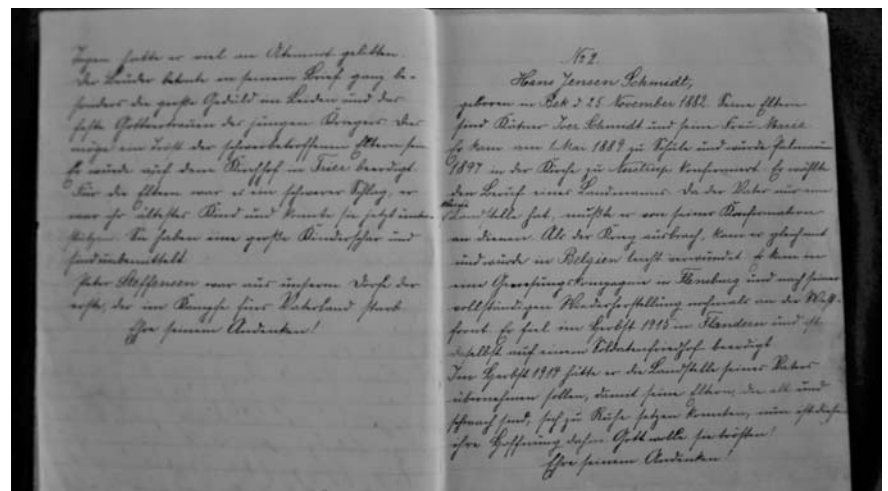
Maja Christensen's book is special. It is written by her great uncle, who was a teacher in the small village of Bæk outside of Vojens in Southern Jutland. The region was German and had been so since the Danish defeat in 1864, but the family was – like most – Danish-minded. The teacher receives his education in Flensburg where he becomes more and more German-minded. When the war breaks out, the older students start getting drafted and he could not be any prouder. 71 are called. 15 of them fall. A lot more get injured and traumatized. The teacher decides their memory must be preserved so he starts a book with their biographies and adorns it with an Iron Cross. The

15 fallen ones get the first pages. The book is in German and written in a very neat hand-writing. On the last page the teacher airs his pride. All his pupils did their duty to the Emperor. None of them deserted. "This does not mean," adds museum inspector at Sønderborg Castle, Inge Adriansen, Ph.D., "that they all went to war happily. In fact, one of them cut his index finger off to avoid it. One shot himself in the foot and one even jumped from a barn, but to no avail."

When Southern Jutland becomes Danish again after the referendum in 1920, the teacher packs up and moves south until he's once again in his beloved Germany.

The plan in Denmark

The choice of Sønderborg was both easy and hard. Denmark was a neutral country during the war and so Southern Jutland was the only place that was actively involved and the only place with outdoors heritage from the war. There was even a Zeppelin base in Tønder that got bombed as the first aerial assault from an aircraft carrier in





Mikkel Christoffersen

Sønderborg Castle March 28th on the Danish *Europeana 1914-1918 Collection Day*

history. On the other hand we will miss out on some material related to the neutral aspect. The solution we come up with is two-fold. First we will have a real collection day at the castle and then in autumn we will open at nine libraries around the country with smaller but similar events. It is a unique construction among the countries that have had collection days, but the backing from the library sector is there. We get lots of emails and phone calls from people who cannot make it to Sønderborg, but still almost 200 people do make it on April 24th and the press is there in surprising numbers as well. We get over 15 minutes of live TV, and the next morning our crew wakes up in Sønderborg to the headlines in the local newspapers. The next weekend the press agency Ritzau runs the international press release from Europeana, and suddenly the papers and even text-TV run the story of how an unknown postcard from Hitler was handed in at a Collection Day in Germany.

The collection day

April 24th is hectic but successful. We have four interview tables running. The interviewer records people's stories and may sometimes add information about the thing in hand. When the interview is over the objects get transferred to the digitization queue. We have a scanner station and two photo stations running non-stop, while people are waiting to get their things back. Later we hear that on their way out most people make

their way through the museum's information office and gift shop just to tell the staff what a great experience they have just had. The work is not over for us when people leave, because there is photographic post-processing to be done, images to be attached to stories and catalogued via online forms with the pervasive challenge of keeping images and stories together. Some people bring one object, while others bring shoeboxes filled with letters and photographs.

Someone has brought his grandfather's unusual cane. It is made of old love letters, bound with piano wire and finished with a coat of varnish. The top is made from a bullet casing with fine engravings. A correspondence between a husband and wife shows her sending him food from home to the front. The food is green when it arrives but it peels off he writes her back. A family's youngest son disappears at the Battle of Arras. Eight years later a British soldier writes the family that he helped bury their son and took his wallet, his ID tag and some pictures. He has been feeling guilty ever since and sends back the tag and the photographs. As we delve into the stories, some are sad, some tragic, some end well, some merely show the unbearable doldrums of war. They all capture something unique about an era I realize I know too little about.

Epilogue in Brussels

On May 9th in Brussels, the Danish minister for culture is making a speech

to his colleagues, the EU Commission and other dignitaries. "It's easy," he says "to get caught up in the sense of crisis and problems at home. Then you come to Brussels and witness a project such as this and you think to yourself: We can do so much as Europeans!" He adds: "The cultural domain is essential, because this is where things are happening and where we can ensure growth."

I sit in the back row contemplating the Danish Agency for Culture and the ministry's department's other Europeana projects at the moment. There is the promotion of Europeana to Danish high-school students, our efforts to expose existing metadata and digitized collections and the bulk transfers of metadata to Europeana. There is legislation of great importance to the cultural sector on its way through the system; for example a new, expanded version of the so-called PSI directive and the preparation of council conclusions following the Commission's recommendation to the member states to step up their digitization efforts. And there, suddenly, from the big digital wall, a 3D-rendered picture of the German-minded teacher from Bæk and pages of his books appears. He stares at us silently for a few seconds before he and his book disappear again.

Mikkel Christoffersen
Consultant
Danish Agency for Culture
mch@kulturstyrelsen.dk

The National Library's digital newspaper service

In 2011, the National Library of Norway launched a new digital newspaper service (www.nb.no/aviser). The service is free of charge, and all Norwegian libraries can access the newspapers with which the National Library has an agreement. Since the autumn of 2006, the National Library has collaborated with a number of Norwegian newspapers on digitization and digital submission. New newspapers are submitted to the National Library in a high quality digital format, while the National Library and the newspapers share the costs involved in digitizing the older issues. Under the collaboration agreement with the newspapers, the National Library will have the opportunity to make all digital copies of the newspapers accessible in Norwegian libraries. Newspapers that are out of copyright can be read by everybody.

The digitization programme

In 2006, The National Library of Norway established a comprehensive programme for digitization of content. Over a period of 20-30 years, The National Library's entire collection will be digitized. This will take place in the form of digitization of the physical objects in the collection, as well as establishment of digital submission of new publications directly from the publishers.

Six years into this period, The National Library now has a digital collection of approximately 350 000 newspaper copies, 235 000 books, 240 000 pages of handwritten manuscripts, 4 000 posters, 740 000 hours of radio broadcasts, 310 000 hours of television programmes, 7 000 videocassettes/films, 7 000 78-rpm records and 8 000 audiotapes. Large parts of the digital collection can be accessed at The National Library's premises.

Digitization of newspapers

The National Library has a near-complete collection of all Norwegian newspapers. Its volume has been estimated at approximately five million copies from a total of nearly 1 200 individual newspapers. In total, this amounts to approximately 70 million pages.

Until 2008, all Norwegian newspaper copies were stored on microfilm. New microfilms have a high quality, and the newspapers can be digitized from the microfilms with an acceptable result. This is the least costly method for digitizing newspapers, and has therefore been chosen when the microfilms provide sufficient quality.

Since 2008, all new newspapers are stored in a digital format. If the copies are not submitted digitally by the publisher, we digitize the submitted paper copy. Digitizing paper copies is more costly than using microfilms, but in return we are able to preserve the colours that are lost when microfilms are used. Our goal is to ensure that four years from now all new Norwegian newspapers will be submitted in a digital format. Then, we can concentrate our resources on digitizing history.

For the digitized newspapers we are using computer software to decipher the texts on the basis of the digital images (OCR technology). The results from this process are indexed to make them searchable. This automatic deciphering of the digital images functions very well for more recent newspapers, whereas the results for older newspapers with poorer print quality are more variable. Other national libraries have established services whereby the users can correct errors they

discover in OCR-deciphered text. In this manner, the content can be rendered increasingly retrievable with the aid of user participation. In the longer term, The National Library of Norway wishes to establish this option.

To date, we have digitized approximately 4.9 million pages from microfilm and approximately 2.8 million pages from paper copies of newspapers. In addition, we have received digitally approximately 890 000 pages in preservation quality.

Currently, The National Library has agreements for collaboration on digitization with the newspapers *Aftenposten*, *Asker og Bærum Budstikke*, *Inderøyningen*, *Jærbladet*, *Stavanger Aftenblad*, *Steinkjeravisa*, *Trønder-Avisa* and *Verran Namdalseid*. In addition, agreements have been signed with *Adresseavisen* and *Avisa Nordland* on digital submission and digital access in Norwegian libraries.

The newspaper service today

All Norwegian libraries can gain access to this service by turning to avistjeneste@nb.no. To date, a total of approximately 250 Norwegian libraries have requested such access. The agreement between the National Library and selected newspapers to provide access in Norwegian libraries currently comprises approximately 80 per cent of the newspaper copies currently included in the service. This includes approximately 30 000 newspaper copies that are out of copyright, and thus are accessible to users outside of the library premises. The other copies included in the service are accessible from terminals on The National Library's premises.



Svein Arne Solbakk

The National Library now has a digital collection of approximately 350 000 newspaper copies, 235 000 books, 240 000 pages of handwritten manuscripts, 4 000 posters, 740 000 hours of radio broadcasts, 310 000 hours of television programmes, 7 000 videocassettes/films, 7 000 78-rpm records and 8 000 audiotapes



Of the approximately 1 200 newspapers that have ever been published in Norway, only about 250 remain active today. It is important to strive to find solutions also for the other parts of Norwegian newspaper history. In addition to expanding the service with more content, the user experience will be further enhanced by adding new methods for locating specific content and new ways to browse the digital repository.

The newspaper service in the digital library

The newspaper service is part of The National Library's digital collection. In the digital library (www.nb.no), visitors can search across several types of materials in the entire collection. Search results can be listed jointly, irrespective of whether the source is a book, a radio broadcast, a newspaper report or a manuscript. The purpose of establishing a specialized newspaper service is that this medium has special characteristics that can be reflected in the functionality of a service which is specially designed for this type of publication.

The National Library wishes to provide opportunities for general searches throughout the collection as well as specialized searchers for particular types of materials. We believe that this will result in a total user experience that will cater to a variety of needs.

Svein Arne Solbakk
Head of Department
ICT and Digitization
National Library of Norway
svein.solbakk@nb.no

Translated by Akasie språktjenester AS

A primary objective of the new service is to phase out the use of microfilms of newspapers in Norwegian libraries. The National Library is no longer producing microfilms, but purchases such production services from an external supplier on the basis of digital newspapers or copies of existing films. Such production is costly, and many libraries would also like to avoid the costs of acquiring and maintaining microfilm viewers.

Naturally, a digital service has a potential that extends far beyond the possibilities provided by a microfilm viewer. The fact that the newspaper content has now become searchable opens completely new opportunities to retrieve information quickly, as opposed to previously, when sometimes several days would have to be devoted to re-viewing numerous rolls of microfilm. In addition, a reader can leaf through the pages, or jump directly to the next or the previous issue. It is also easy to retrieve several different newspapers

issued on the same date, to see how a particular event was reported by different newspapers. The reader can also zoom in on details, and single pages can easily be printed out. We encourage everybody to try out the service to gain an impression of its possibilities. All objects in the digital repository are uniquely and permanently identified. This ID can for example be used to establish a link from other services to a particular newspaper.

The newspaper service has not yet been widely marketed, but we are nevertheless seeing a strong increase in its use.

Further measures

The key measure to increase the utility of this service even further will be to establish agreements with more Norwegian newspaper publishers to widen the scope of options available to the libraries. We are in dialogue with several publishers, and we hope to enter into further agreements in pace with the establishment of digital submission of the various newspapers.

Mediestream – online access to cultural heritage collections

The State and University Library holds cultural heritage collections of significant value to researchers and students of higher education as well as to the Danish population in general. The library offers three ways of accessing the collections, and the article describes one of these, Mediestream, which is the one aimed at students and researchers in particular.

Digital cultural heritage and research

Why is cultural heritage of interest to researchers and students of higher education? A question any national institution with curatorial responsibilities for national collections may ask itself. The reasons are obvious: Collections are 'raw material' illustrating our history. They have not been subjected to any filters of selection or arbiters of taste – it is untouched material. When collections are made available in unison, they supplement each other and increase our understanding of the past. General information and knowledge of writers and their works can be supplemented by newspaper articles and the programmes from radio and TV. Thus, things are put into perspective and there's an increased understanding of the time period in which a specific novel was written.

Collections of cultural heritage will reveal changes in society and when research is done across collections it is possible to investigate exactly how these changes manifested themselves. Further, digital collections make re-

search easier and faster. The digital format provides immediate access to the contents – there is no waiting for analogue copies to arrive at your doorstep, and navigation in the collection is vastly improved. This means that tendencies within a specific collection and across collections are often easier to follow than when dealing with traditional analogue versions of the same collections. Further, the possibility of data mining generates new research methods which are of significant importance for the development of the 'digital humanities'.

A legal deposit library

The State and University Library is one of two national libraries in Denmark – the other being The Royal Library. Both libraries serve as legal deposit institutions and in that role are the curators of national collections of cultural heritage. The State and University Library focuses on collecting and preserving audiovisual materials and newspapers whereas The Royal Library has similar responsibilities for books and periodicals.

As a result, the State and University Library holds multiple analogue and digital collections of value to the Danish population in general and researchers and students in particular. Among the biggest collections are the State Media Archive with more than a million radio and TV programmes and the National Sound Collection with recordings covering the Danish audio history of the 20th Century. Other major holdings

are the National Newspaper Collection with all Danish newspapers published since 1850, the Netarchive (the Danish web archive), and Danish Cinema and TV Commercials 1955-2005. However, the library also holds collections which are less comprehensive but still of significant value. That includes The Ruben Collection (the oldest sound recordings in Denmark 1889-1897), Danish Dialects and other unique collections such as literary readings and voices of famous men and women of the past. Some of the collections are available in digital format, others are awaiting digitization.

Different target groups – different channels

The State and University Library serves as national library as well as university library for Aarhus University and Centre for Shared Services for Public Libraries. This means that the library in addition to the previously mentioned cultural heritage collections also holds collections of non-Danish materials, including electronic journals. As a result of this, our services target different target groups with different needs. In order to handle the vast amounts of information and at the same time offer smooth access to the collections, the State and University Library has established an extensive and solid infrastructure which serves as the basis for the services we offer. We speak of 'channels' which support the three main tasks. Bibzoom, for example, is the main channel which we use for serving patrons of the public libraries.

Facts: Newspaper digitization project

The State and University Library has been granted DKK 16.5 million to digitize a significant portion of the Danish National Newspaper Collection. An additional sum of DKK 6 million has been granted and earmarked for dissemination of the digital newspapers. The digitized newspapers will be available through an online service in 2013. Follow the project at Avisdigitalisering.dk.

- Our goal is to create a basic online portal where our online users will be able to search across our digital cultural heritage collections



Karen Williams

At Bibzoom.dk the patrons can borrow music files and stream selected samples from our cultural heritage collections, for example commercials and historical sound recordings.

Mediestream

The main channel for making our cultural heritage collections accessible bears the name *Mediestream*. Our goal is to create a basic online portal where our online users will be able to search across our digital cultural heritage collections. The search result will contain hits – each displaying metadata and a link to the object itself. The link will take you to the digital object. If the material is free of copyright restrictions, you will be able to read, view or listen to the actual contents. If the material is covered by copyright restrictions, you will need to login in order to access the contents. That is unless you show up at the physical location of the library – then you will have complete access to the full collections.

Our main target group for Mediestream consists of researchers and students of higher education. It is our experience – and hope – that we will be able to open up collections which usually have high copyright restrictions to this specific target group. The target group is fairly small and their use of the collections will be for research purposes.

So far Mediestream holds the collection of radio and TV-programmes but within the next year it will be enriched with at least two other collections: Danish Cinema and Movie Commercials (complete) and the Danish Newspaper Collection (continuously added).

The screenshot shows the Mediestream search interface. At the top, there is a search bar with the keyword 'rejse' and a 'SØG' button. Below the search bar, there are filters for 'SORTÉR' (Most relevant, Newest) and 'Periode'. The results are divided into 'TV (3630)' and 'RADIO (690)'. Under TV, there are four search results for 'Rejse gennem det 20. århundredes Europa' (15. april 2011), 'Forunderlige verden – Indiens dædbringende slanger' (15. april 2011), 'Indiana Jones og det sidste korstog' (15. april 2011), and another 'Rejse gennem det 20. århundredes Europa' (15. april 2011). Under RADIO, there are two search results for 'Dengang, Jorden var flad' (14. marts 2011 and 12. marts 2011).

In the long run all our digital collections will be made available at Mediestream.dk. We just need to find the money to cover the digitization expense. Mediestream will be made available to researchers and students of higher education during 2012.

Search results in Mediestream on keyword "travel" showing different links to the subject

Karen Williams,
Project Manager, State and Media Archive,
State and University Library, Denmark
kw@statsbiblioteket.dk



Photo: Ulla Kenitta-Kohtala

The Finnish Library Museum fosters library and cultural heritage

“The library is the mediator of educational and cultural material in both traditional and digital formats – a local and regional cultural and informational center.”

Library Strategy 2010

Vaasa was an excellent choice for the library museum because Finland’s first ‘reading’ library, *Läse-Bibliotheket i Wasa*, opened in Vaasa in 1794. The reading library was Finland’s first lending library that was intended for public use. The library was situated on the same premises as the Court of Appeal in Old Vaasa. Today, the building is used as a church for the Mustasaari parish. The library’s first librarian, Justice, Court of Appeal Olof Langenstein, explained how the reading society began in his letter to Stockholm’s Court Chancellor Zibet from whom permission to establish the institution had to be requested.

“On the 2nd day of August 1794, certain people established a Society, in

other words a so-called reading library, in the City of Waasa for fun and to pass time...” Members of the Vaasa Court of Appeal and a few other gentlemen established the library, but “to be able to expand the Collection at one time, the Society has permitted other Residents in the City to participate in reading for a small fee.”

The reading library was the child of the Enlightenment. The library’s abundant collections, which were almost completely in Swedish (some works were in German and French, but nearly none in Finnish), contained everything from Polynesian maps to the works of Montesquieu. The collections contained many novels and plays, the most widely read material at the time. Printed cumulative catalogues of the collections were published 1813 and 1828 (catalogues of new works were also printed in the early years).

The library also has portraits and copper drawings that were almost never

loaned; however a type of art-lending library was in the making. The reading library functioned until the year 1845. The regulations concerning censorship during Russia’s rule of Finland were one reason for the decline in the library’s activities.

Digitizing old, delicate collection rarities for researchers and others interested

Preserving and mediating library and cultural heritage for future generations is an essential part of the functions of the Finnish Library Museum. The purpose of digitizing material is to facilitate availability and use now and in the future. The library museum began digitizing library-related photographs in 2010.

The photos by Kalevi Keski-Korhonen, who has worked as a photographer for the library journal for decades, are on display in the permanent exhibition at the library museum. Keski-Korhonen has photographed library employees,



Anneli Ketonen

- Preserving and mediating library and cultural heritage for future generations is an essential part of the functions of the Finnish Library Museum

patrons, premises, equipment, etc. in libraries all around Finland. His photos depict how libraries have been used and how work has been done there. They also depict the libraries' end product: the encounters between patrons and the contents of the collections, invigoration and learning.

Vaasa City Library and the Finnish Library Museum have received subsidies from the Ministry of Education and Culture to digitize the collections of the reading library and other unique collections. The work has been carried out at the digitization center in the National Library of Finland in Mikkeli. The museum uses the WebMusketti

museum database, which has been designed to manage collections in museums. The application enables museums to save information about different types of objects and pictures in a standardized way.

In recent years, developments in digitization have progressed at an extremely fast pace. The development of technology has offered opportunities to do things in a new way. Finland's National Board of Antiquities takes part in European projects and follows field-related developments in other museums, libraries and archives.

In Finland, the National Digital Library Project has indicated that the current situation in the museum sector is problematic with regard to content descriptions and cataloging. The semantic commensurability and efficient data transfer between systems would require common cataloguing practices and systems to support them.

Kirjasampo

Kirjasampo, (www.kirjasampo.fi), was published in 2011. It contains information about 73 000 novels, short stories and collections of poetry as well as information about 24 900 authors and contemporaries' evaluations of 15 500 works. Kirjasampo also contains cover pictures and links to other online services for fiction. The data in Kirjasampo increase constantly because descriptions of older fiction and new releases from BTJ Oy are saved in the database. Descriptions of author presentations and works are also transferred into Kirjasampo.

There are also some digitized works from the reading library in Kirjasampo:

Ringen eller den tredubbla qvinnolisten, see for example:

www.kirjasampo.fi/fi/kulsa/saha3%253Aubdc5160e-d0a5-409b-9bb2-a25948ae9b90

and *Werthers nöjen, som yngling. Werthers lidande och nöjen, som man*, see www.kirjasampo.fi/fi/kulsa/saha3%253Auab39a428-a141-4c4f-a49e-b7db6f7f9f9d

Anneli Ketonen
The Association of
the Finnish Library Museum
anneli.ketonen@ely-keskus.fi



Photo: Kalevi Keski-Korhonen

Additional information

www.suomenkirjastomuseo.fi
<http://walibra.vaasa.fi/digi/>
www.kdk.fi
www.kirjasampo.fi



No more Nokia library

Nokia, a corporative giant once known as Finland's national treasure, is sinking. It turned from a titan into a Titanic in just a few years.

The electronic giant made monstrous mistakes before and during its free fall: there were wrong people in the wrong places who made wrong decisions after wrong interpretations of the astrological signs of the markets.

Nokia back to the roots – the boots

As a matter of fact, if the free fall continues, Nokia could soon be doing better if it withdrew back to where it started, the rubberboot business, instead of trying to imitate what Apple is doing so much better. Imagine the brave new boots with the label Microsoft – Intel inside!

Back then, Nokia was the rainmaker of Finland – a country that was recovering from one of the deepest repressions in the western world since World War two, and, at the same time, searching for its newly discovered western identity after the collapse of the Soviet Union. Nokia was the answer.

Blinded by success

After the first – and huge – success on the mobile markets, both Nokia and Finland got haunted by the joys of the technology. The Finnish school system was trimmed to mass produce skilled engineers. Emphasis was put on the maths and physics from the daycare onwards. More technology, better technology. Various public organisations were eagerly financing anything related to production of devices. You know, small objects that would knock when dropped to the kitchen table.

Nokia was “connecting people”, as the company slogan suggested (and disconnecting families, as the overloaded employees would add), but at the same time no one was quite figuring out what these newly connected people should be sharing with one another, by means of the new wireless technology with seemingly limitless possibilities.

The technology blocks of the suburban Helsinki were widely celebrated as fore-runners of the modern world, and they were repeatedly compared to Silicon valley of California. Manuel Castells, perhaps the leading social theoretician of the age of the networks, chose Helsinki as his model of the socially sustainable information society number one.

Signs of warning

Yet at the same time, no one was really paying attention to the contents of these newly manufactured devices. At Nokia it was thought, that the company would be one step ahead of its competitors and would stay so, as long as there were even more engineers, and even less paid Chinese workers with tinier and tinier fingers to put these small Finnish-designed wonders together.

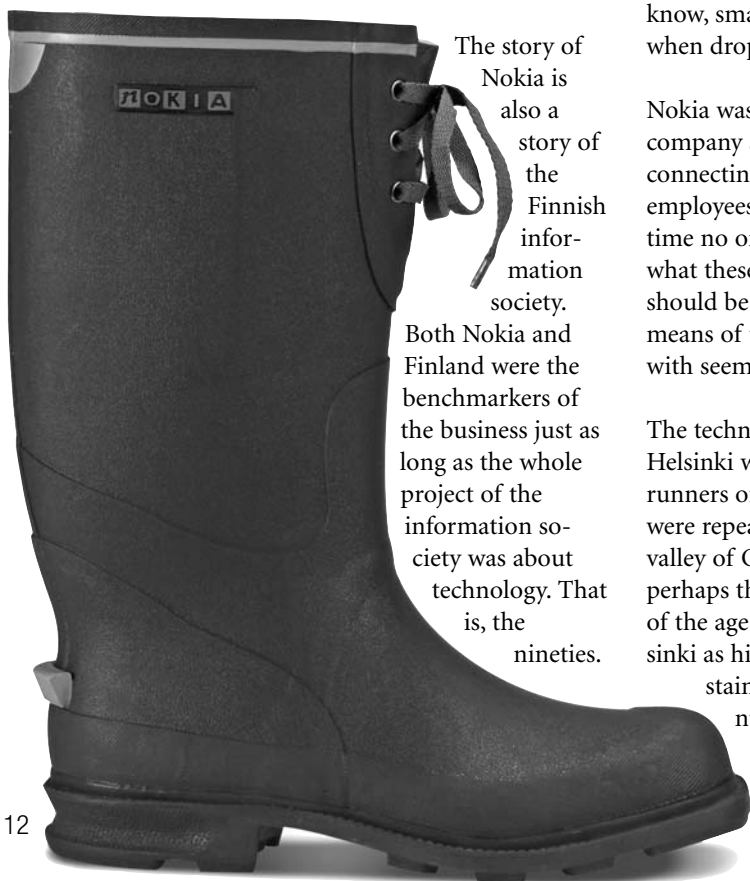
This is where it all went wrong. During the second mobile decade, other phone companies started trembling, and then falling. Motorola crashed, and Ericson was in ruins. In Finland we still thought, that this was a result of the superiority of our own Nokia. And that's what they thought at Nokia as well.

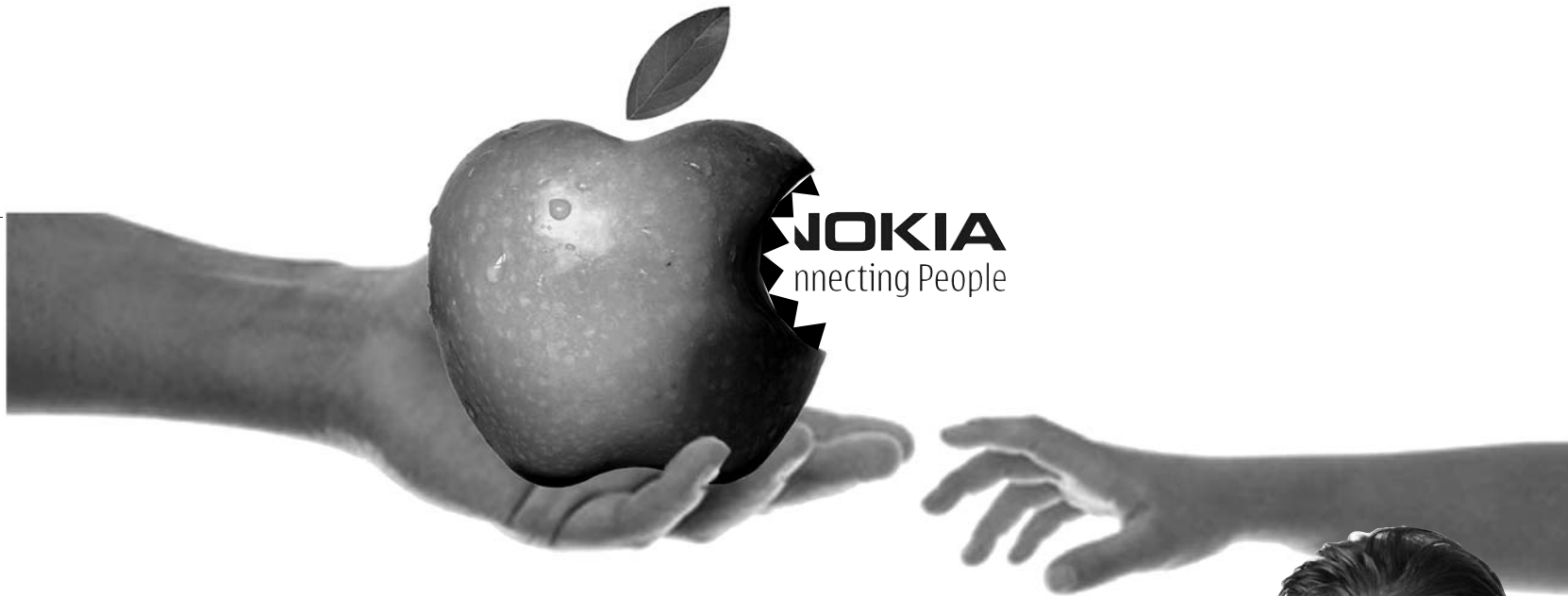
Maybe it was. Nokia had beaten its mobile phone producing siblings. To everybody's great surprise, the company's executors came from an entirely other direction: Google, traditionally known from its search engine with no production of devices whatsoever, and Apple, a fancy computer company focusing on usability of the equipment instead of providing another business solution for its highly advanced users, mastering the Finnish cells in all their complexity.

Apple, just a Californian fruit company

On the corridors of the Nokia headquarters, the Apple was dismissed as a Californian fruit company, with a not-to-be-taken-seriously-sticker on it. That was just three years ago, well after the publication of the first iPhone. The alarm bells should have been ringing a decade earlier, ever since the publication of the first iPod in 2001.

The story of Nokia is also a story of the Finnish information society. Both Nokia and Finland were the benchmarkers of the business just as long as the whole project of the information society was about technology. That is, the nineties.





To learn a lesson from the rise and fall of Nokia, we have to pay attention to the strengths of the winners instead of the weaknesses of the loser.

Android based phones are gaining success by combining smart technology with low price. The strategy works particularly well in China.

A bigger problem for Nokia is the Californian fruit company, who stole the benchmarker position that Nokia held for more than a decade. Now everybody is waiting for Apple to make a move, then the others follow. And the crucial thing is not the technology. Apple is a highly developed ecosystem, which can be accessed via iProducts, whatever they are. The world of applications, personal collections of music, games, pictures, ebooks and other forms of entertainment cannot be smuggled from the iWorld into the Microsoft or Android platforms. The longer you use Apple, the more you are stuck with it.

Apple's ecosystem is the core, and the devices are the means through which one can get there. Nokia has no answer to that, and, consequently, there is no commitment or dedication on behalf of Nokia's customers. Quite the con-

trary: the Nokia designers are thinking that they must have a hard object in their hands, and that's it.

Lessons for libraries

And what does this development have to do with libraries? Everything, I would say.

Libraries can be developed according to two different models. The Nokia solution would be to focus on the equipment, devices, forms, shapes and such: to celebrate the new technology, that is undeniably enabling new paths to follow, but are not defining where they take us.

The successful course of action, on the other hand, would be to focus on the core of the information business: the whole thing is about organizing people around the contents, to enable them to express themselves, to receive new ideas and to share them with friends and strangers.

That sounds like a modern library to me.

Jukka Relander,
Writer, educator, politician,
broadcast media specialist,
President of the Finnish Library Association



E-poetry

A poem by e-mail every week

The e-poem provides a weekly poem by e-mail free of charge to all who wish to receive it – one poem for children and one for adults. The Buskerud, Østfold and Vestfold county libraries launched this scheme, and it is currently administrated by the two latter. The project has received development funding from Arts Council Norway and the National Library of Norway.

With the e-poem, modern technology has assumed a key role in the dissemination of poetry. In Norway, anthologies of poems are printed in 1 500 copies on average. E-poetry reaches 12 000 subscribers weekly, and the number of final users is significantly higher. Recently, e-poetry was awarded the distinction of the best national library project of the year.

Why provide poetry by e-mail?

The novel has a prominent role as a literary genre in Norway. Writers of crime stories in particular feature widely in the media, and can achieve astounding sales figures domestically as well as abroad. In comparison, poetry sells rather poorly, and most collections of poems are left untouched on the library shelves. Compared to novels, poetry has few readers. We wished to reverse this trend, and started working on the basis of the following assumption: Poetry is being under-utilised.

Why is poetry so little read? Poetry is little marketed or given visibility in today's media. People are unaware of the collections that are being published. In addition, poetry is widely held to be a narrow and slightly odd genre, in which the language and the topic are either solemn, rigid and old-fashioned, or modern, but difficult and inaccessible. This notwithstanding,

librarians regularly encounter requests for poems that can be used for life's great events, such as births, baptisms, confirmations, weddings or funerals. We take this to mean that poetry is perceived as a genre that has an important message, and that will make a difference in the context of a great event, be it joyful or grievous.

We wished to demonstrate that poetry may also speak to the readers in everyday situations. Poems can be casual and colloquial. Poetry shows us the details that we fail to notice, and may turn a triviality into a joy. As a genre, poetry is eminently suitable for the busy people of our times, who have little time to read. Poems are short and can be read in a few moments, and at the same time give the reader an intense experience and some new ideas. The small volumes of poetry being borrowed and purchased may be because people are unable to locate poetry that appeals to them. Many have failed to discover the genre!

Potential readers of poetry are found among regular library users as well as among those who do not visit the library on a regular basis. Our assumption was that many readers would want poetry if the poems are perceived as meaningful and understandable, if necessary hand-picked by a librarian, and distributed into their daily life in a simple manner. Such intersecting needs are as made for modern technology. The idea of distributing poetry by e-mail was thus conceived. By using e-mail as our tool, we can reach readers all over the country, abroad, in their workplace, at home or while travelling, and we can reach those who are never physically present in their local library.



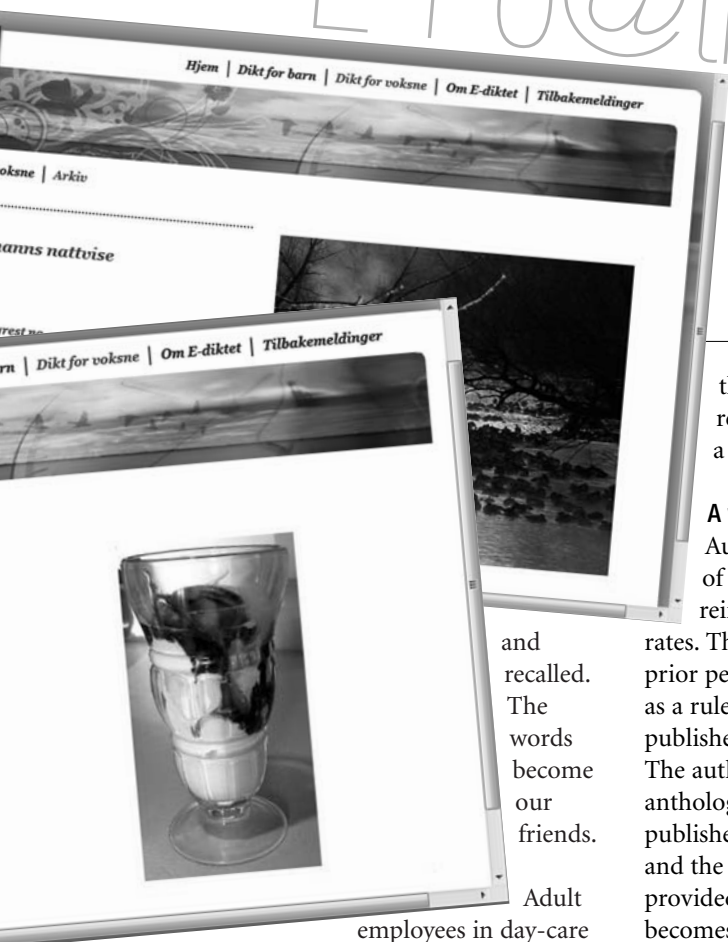
Poetry for children

The scheme was initially started in 2008 for children, with the intention of stimulating authors to produce new poetry for children. This intention was based on the following observations:

- While a large number of diverse books for children are published in Norway, good collections of poetry come out far less frequently.
- In the face of poor reading skills among Norwegian children, efforts to develop language skills and promote reading must be taken extremely seriously. In its form, poetry is a type of condensed literature, where rhyme and rhythm, playfulness and fun establish awareness of and sensitivity to language, and help establish a good basis for literacy.
- Poetry provides a new and different impression than other literary genres. Poems can easily be learned by heart



Mona Ekelund



and recalled. The words become our friends.

Adult employees in day-care centres and schools act as subscribers to the poetry scheme for children, and these disseminate the poems to groups or classes of children aged 3-8. At the moment, we have 2 300 subscribers to e-poems for children. If we assume that each group comprises 15-20 children, this means that the number of final users per week could be in the range of 30 000 - 40 000!

E-poems for adults

The e-poetry scheme for adults was initiated in 2010, and currently has close to 5 000 subscribers, as well as 5 000 friends and users on Facebook. The purpose of the scheme for adults is to kindle their interest in poetry by providing a meaningful respite in between everyday activities. People often report that they enjoy reading, but cannot easily find the time to do so. A novel may have hundreds of pages, and many may need days or weeks to read. Reading a poem only takes a moment. A poem, however, may encompass questions and truths of the same scope as a novel and stay with

the reader long after, and the reader can easily return to it for a re-read.

A win-win situation

Authors who endorse publication of their poetry as e-poetry are reimbursed according to specified rates. The copyright holder must give prior permission for the use of a poem; as a rule this will be the author, the publisher or the author's descendants. The author's name, the title of the anthology in which it was first published, the name of the publisher and the year of publication are provided below each poem. This becomes a win-win situation for all involved. The authors reach out to a new and far wider audience, their poetry is brought to life, and the publishers as well as the libraries enjoy the benefits of PR for the printed poetry collections. Moreover, the libraries reach out to new and other users, who otherwise do not use the public libraries. Best of all, however, is that thousands of users each week can have a new literary experience.

Marketing

Before the launch of e-poetry, a professional communications agency provided advice on design and promotion. Posters, roll-ups and bookmarks were produced. The bookmarks were sent to libraries across the country. Moreover, e-poetry has featured in newspapers, on television and radio. In Norway, the libraries' shared list of e-mail addresses has constituted a key channel for announcing the scheme, and has been widely used. Hundreds of librarians, teachers and pre-school teachers out there are printing out the e-poem of the week and posting it in the library,

on notice boards, in elevators, in canteens and tea-rooms, in teachers' staff rooms and locker rooms.

Website

Of course, e-poetry has its own website, www.e-diktet.no, where visitors can read the poem of the week, as well as find an archive of previously distributed poems. The website also has a 'forward to a friend' function, as well as feedback from the readers.

E-poetry by app

We foresee that e-poetry will attract a growing number of subscribers. Their number is growing every week, and we believe that this is only the beginning. To develop this concept further, we are currently establishing e-poetry as an application for mobile telephones. We produce two versions, one for Android and one for iPhone. We foresee the inclusion of a push-function. The e-poetry app will be launched this summer.

Summary

- Poetry needs active dissemination
- E-poetry represents a good utilisation of digital tools
- Poetry is a condensed literary form which is well suited for busy people
- E-poetry is good PR for the libraries, the authors and the publishers.

For the Østfold and Vestfold county libraries
Mona Ekelund, Senior Librarian
Østfold County Library
moneke@ostfoldfk.no

Translated by Akasie språktjenester AS

Digitizing materials of libraries, museums and archives

The rise of the internet as the key information seeking, learning, and experience-building environment has thrust online services and digital content that is provided by libraries, museums, and archives into the spotlight of both culture, science and information society policies.

Towards the National Digital Library of Finland

The National Digital Library (NDL) is the most extensive cooperation project to date between libraries, archives and museums in Finland. It is the Finnish Ministry of Education and Culture's way of creating a unifying structure for contents and services with the purpose of promoting the availability of digital information resources of archives, libraries and museums and developing the long-term preservation of digital cultural heritage materials.

The essential foundation of the NDL is high-quality content. A part of its establishment has been a rapid and high-quality digitization of a large number of materials from libraries, archives and museums.

At the end of 2008, Finnish libraries, museums and archives had 3.9 million digital objects in total. In 2011, the number of objects had increased to 20 million. The most extensive digitization projects were those administered by the National Archives, the National Library and the Finnish Museum of Natural History.

The total funding of the Ministry of Education and Culture allocated to projects that contribute to the digitization efforts amounted to EUR 16

million between 2008 and 2011. The total employment effect of the projects in the public, private and third sectors was 400 person-years.

A large majority of the 16 million objects digitized between 2002 and 2011 – including historical photographs and maps, old newspapers, church records, war diaries, works of art, artists' sketch books, museum artefacts and herbarium specimens – will be available to all through the public interface.

The public interface will be introduced in phases, beginning in 2012. It is maintained and developed centrally at the National Library of Finland in cooperation with participating organisations. The body responsible for maintaining the technical environment is CSC – IT Center for Science.

Challenges of digitization

The key purpose of the digitization of library, museum and archive materials is to make them more easily usable and accessible. Utilisation of digitized materials brings significant benefits to the community: it strengthens the general cultural foundation, facilitates the evolution of culture and research, and promotes innovation.

Libraries, museums, and archives often concentrate digitization activities on focus areas based on a combination of content and use criteria, such as the representativeness, significance, uses, and demand of the materials. A typical example includes digitizing homogeneous, culturally or scientifically significant collections with characteristics that make physical handling difficult.

Questions related to the use of digital content go all the way back to the origins of the materials. It is, therefore, important to interact with various user groups when selecting materials to be digitised.

The challenges of digitization are manifold, covering large volumes of materials, increased complexity of materials, management of internal interrelationships between collection items, and future, unforeseen technological advances. The technology used and metadata created in the process of digitizing materials should meet all the use and long-term preservation demands in order to prevent the need for re-digitizing the material later. Preserving the stored information for a long time without compromising accuracy and integrity can only be achieved if sufficient administrative metadata are attached to digital objects. Correcting deficiencies later is expensive, and sometimes even impossible, as the necessary data may no longer be available.

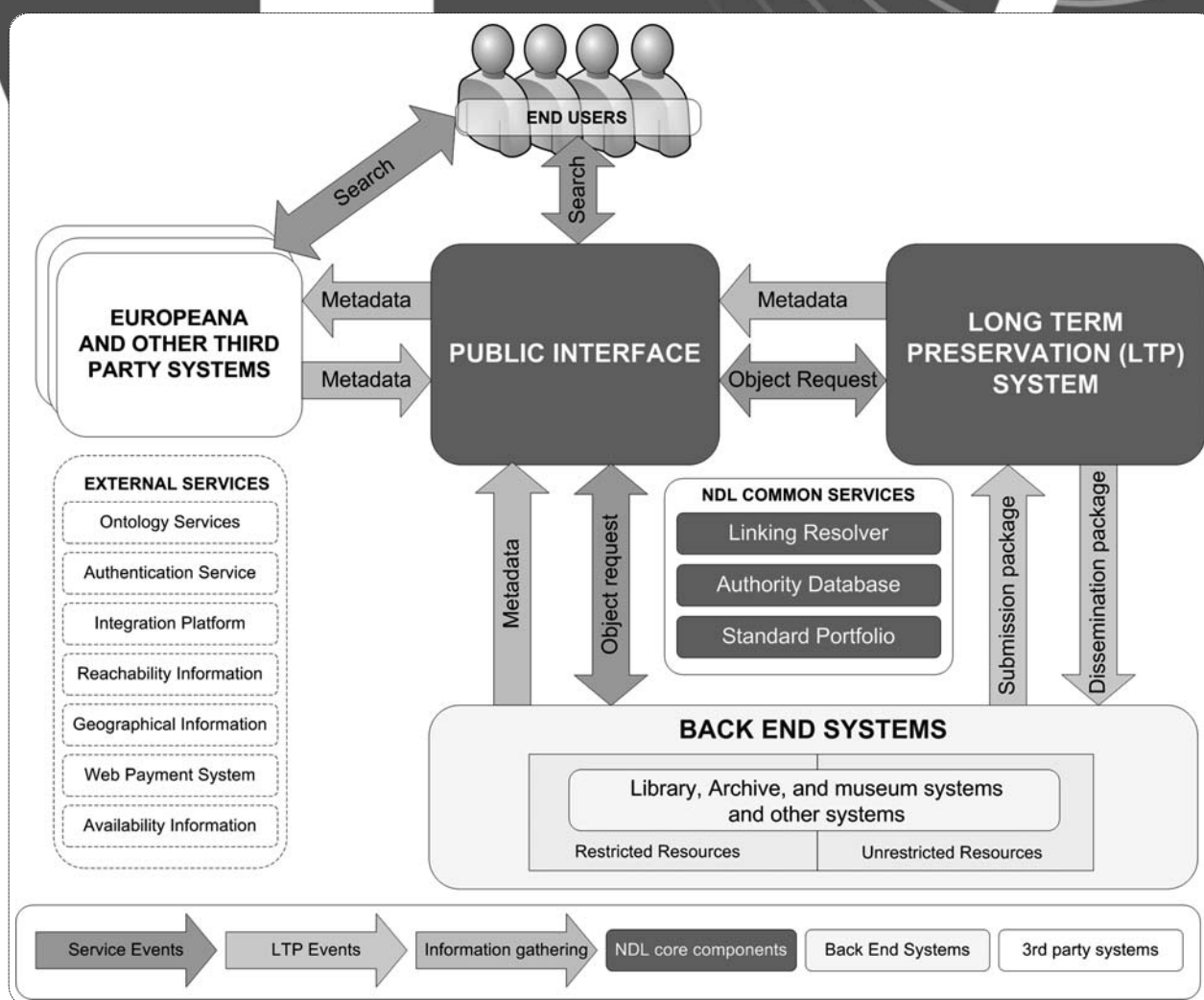
Collaborating and interoperating

The best way to prepare for the challenges posed by digitizing materials and the management, distribution, and preservation of digital content is to ensure that collection policies and digitizing strategies are up to date and to share information and experiences between libraries, museums, archives – and users. By interoperating and collaborating these holders, distributors, and preservers of core society information can secure their place at the centre of the digital society.

For more information: www.kdk.fi
(Finnish, Swedish and English)



Minna Karvonen



Minna Karvonen
Counsellor for Cultural Affairs
Ministry of Education and Culture
Finland

Not the technical issues, but thinking differently

The digitization of the Swedish cultural heritage

The challenge in digitizing and providing access to our heritage lies not in the technical issues, but rather in being able to think differently, according to Rolf Källman, the project leader who heads Digisam, the digitization coordinating group. His group, or secretariat, has been assigned the task of coordinating the digitization of the cultural heritage of Sweden.

This is no small task Rolf Källman has been given, a task whose scope is none too clear either. But he is happy about this.

- It's good to have a broad commission, says Rolf Källman, because that gives us the possibility of interpreting what is most important.

This commission stems from the desire of the Swedish government to fulfil its commitment to the EU's digital agenda and to participate in Europeana, the wide-ranging cooperative project for the access to and use of our common European heritage.

Forming strategy and collaboration

The chief responsibility of the secretariat is to work toward the realisation of the strategy adopted by the Swedish government regarding the digitization of the Swedish heritage. In order to do this they make use of such tools as knowledge building, issuing guidelines on technical issues, standards and selection criteria. Rolf Källman emphasizes that the goal of digitization is for Swedish heritage to be widely used and reused, thereby adding value in both expected and unexpected ways. In order to achieve this, the task is to work together and begin collaboration with the 20 or more state authorities

and institutions which collect, preserve and provide access to information about Swedish heritage – chiefly libraries, archives and museums. In 2014 the secretariat is to submit a report which will form the basis for decisions regarding how work on the coordination of the digitization of Swedish heritage should continue.

- We also collaborate with non-state organisations such as genealogical research organisations, regional and municipal museums, the local cultural heritage movement know as 'hembygdsrörelsen' and private individuals. The idea is that the fruits of our labour will be of use to the whole cultural heritage community, says Rolf Källman.

The secretariat has still only been in existence for less than a year and comprises, in addition to Rolf, only two people, one researcher and one project coordinator. So it is a big job for a small team.

The digitization issue seems to have begun to mature

At the moment we are spending much of our time wearing out our shoes going round meeting participating authorities and listening to what they want, what their priorities are and how we might cooperate together. There is a lot of network building, says Rolf Källman, who has a long history within digitization, including work with the National Heritage Board. Despite the breadth of the task and the complexity of the issues involved he believes the reception from the participating authorities has been very positive.

- The digitization issue seems to have begun to mature, he says. When we talked to various authorities a few years back, many felt dubious about the idea of common solutions, often because they felt their work was specialised, requiring a specific approach. But that is no longer the case. Most are very positive about the collaboration; they seem to have understood the importance of avoiding duplication of work and of dividing up roles and responsibilities in order to keep costs down and so forth.

Looking at the secretariat's mission it can appear somewhat abstract. To build knowledge and issue guidelines are laudable objectives but what, in purely concrete terms, do they want to achieve?

To provide infrastructure and access

- Two things to begin with, says Rolf Källman. To start with, to put in place an infrastructure, for example access to stable and rapid broadband connection for the whole of the heritage community so that the information has a high-way to travel on. And, within the framework of this well-developed infrastructure, solutions for things such as preservation and provision of access. Secondly to suggest and agree on roles and division of responsibility of common issues. Where possible we need to work together on cost-effective, shared solutions and to stop all chasing after the same ball.

There are currently a number of digitization projects being run by various Swedish authorities. For example the National Archives are digitizing a large number of maps. The National Library is running a development project, in



Rolf Källman

conjunction with the National Archives, called Digidaily, to digitise daily newspapers en masse. The Swedish Film Institute is digitizing old Swedish feature films and the National Heritage Board is digitizing photographs and information about remains, buildings and such of relevance to Swedish art and culture.

- What we have noticed meeting the participating authorities is that many digitizing projects are not the product of any strategic thinking or long-term objectives, says Rolf Källman. Digitization projects are often the result of various local enthusiasts who have put energy into ensuring that their particular material should be digitised. It might also happen that some money is donated out of the blue for the digitization of certain specific collections.

- The twenty or more participating authorities have all been instructed by the government to come up with plans for their digitization. Digisam will run and support work to make these plans and strategies consistent. The aim is also to clearly formulate a number of strategic issues which we can focus on and run collectively, explains Rolf Källman.

Institution perspective or user perspective

One interesting question is from what general perspective digitization should be conducted. In many projects we consider things from a national and international perspective. The user's perspective, on the other hand, is often local or regional. They want to know more about local history, or the history of their own family which can be at cross purposes with the institutions

Big housing areas as in Botkyrka, Stockholm, are also part of the cultural heritage. Photo: Riksantikvarieämbete

who have an internal view of their collections. Also, the whole digitization issue is just so new that it has been difficult to predict which groups would want to make use of the digitized material. The focus has hitherto often been on high-end research. The general public is a more diffuse group and hard to define. The question also arises as to what they will want to use the material for.

- My dream is that pupils in primary and secondary schools can benefit from having access to our digital heritage. Children and teenagers often like to use material and create stuff themselves, don't they?, says Rolf Källman. He hopes that educators and creators of learning materials will be open to digitized cultural heritage in the future and will create the opportunity for school children to use and interact with the material themselves.

We need to know more about what the users want and we need to involve them in our work. Of course it's difficult for users to request information when they don't know what's there. But

we have noticed that pictures and audio-visual material are very popular and are used a lot when they become available. And here again there are big possibilities for school children to get to understand why our society is like it is today, for example, why big housing areas were built as part of the 'Million Project' in the sixties and seventies, and so on. But this means we have to consciously endeavour to make as much information as we can about our modern history available and usable.

So Digisam faces many challenges. Institutions often find it difficult to interpret the copyright laws and to navigate among all the reports, regulations and models they need in digitization work.

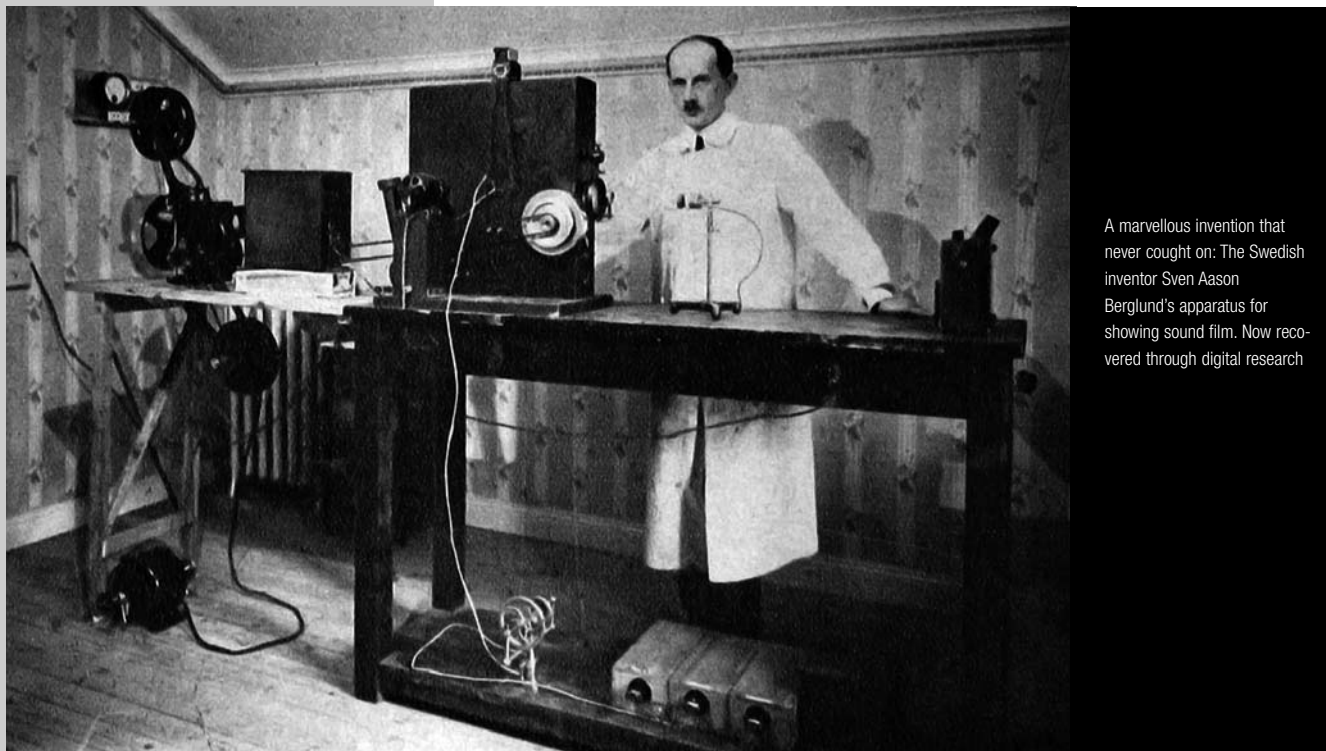
- This is where we have an important role as facilitators and guides. Another thing is this, the technology around digitization is a complex issue, especially as it is developing so fast. But that is still one of the minor problems, says Rolf Källman.

The challenge in digitizing and providing access to our heritage doesn't really lie in the technical issues, says Rolf Källman but rather in daring to let go of our digital material and thinking differently.

Rickard Carlsson
Press- and Communication Officer
Communications Division
National Library of Sweden
rickard.carlsson@kb.se

ABOUT DIGISAM

The Digisam secretariat is run by a steering group with representatives from the National Archives, the National Library, the National Heritage Board and the Central Museums. The work of the secretariat is to be evaluated in the first half of 2014. Based on this the National Archives will present a report with a recommendation on the future work of the secretariat after 2015. The report will be prepared in collaboration with other participating authorities and institutions.



A marvellous invention that never caught on: The Swedish inventor Sven Aason Berglund's apparatus for showing sound film. Now recovered through digital research

Research possibilities in the digital archive

As digital archives become more accessible it opens new opportunities for researchers, but also new pitfalls. The digital simplicity may cause jumping to conclusions – as was the case with the Swedish invention of sound film in 1921.

Through digitizing projects more and more material from within the walls of archives and libraries becomes available to the researcher and accessible at any convenient time. James P. Purdy lists the availability aspect as a key gift to researchers as digital archives “eliminate many temporal and spatial obstacles to archival research”. Access is immediate with a click on a link in a web browser and the boundaries and limitations set by an archive’s or library’s physical space is eliminated. As a democratising project digital archives take the collections from a specific space and move them into the homes of anyone interested. You don’t need to make a journey to a specific location, often far away, to access the collections.

Metadata – not enough or too much

However, Purdy also stresses that easy and fast access to material somewhat changes the way research is conducted. The simplicity of access encourages the feeling that “everything is there” through the window of the browser.

Digital archives seem to discourage intensive and time-consuming research for the benefit of showing fast results. The researcher therefore runs the risk of only finding what is in the database - nothing more - and misses out on material that in the first instance might look redundant but still gives a more complete picture of an unfolding event. Yet, old truths regarding how to critically approach material are still valid within a digital archive, truths that the best metadata can’t address. Metadata (or the lack of metadata) are often the subject of debate. Discussions tend to concern the amount and detail of information given about a specific object in which the sender tries to position him/ herself as an intended

user and what kind of information he/she needs. Supplementary questions from a user perspective often move between the extremes of too little or too much metadata, too rudimentary or too detailed metadata, etcetera.

Regardless of what a researcher thinks or feels about the existing metadata, objects in a digital archive (like the documents in its parent archive) present phenomena directly or indirectly, enriching the understanding of a given event. With the rapidity and ease of access through a digital interface this enrichment and the demands for accuracy seem to be if not forgotten, then at least given less significance.

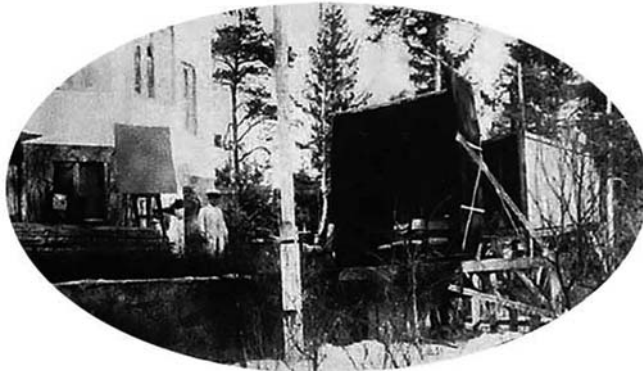
A marvellous invention that never caught on

An example of an event that may be wrongly interpreted if only the most easily accessible sources are consulted is the exhibition in 1921 of the Swedish inventor Sven Aason Berglund’s apparatus for showing sound film. Accor-

... if only the most easy accessible sources are consulted important events may be wrongly interpreted or forgotten ...



Christopher Natzen



ding to the newspaper reports the public screening on 17 February 1921 was held in front of several prominent personalities, which might explain the impact the screening had. It is even rumoured that Gustav V was present although no records can support this claim.

The screen for the evening was placed in the garden of Berglund's house in Brevik, Lidingö outside Stockholm, with the apparatus positioned in the basement of the house while the speaker was placed underneath the screen in the open air. The audience stood at the windows and on the terrace, looking down, or as the Filmfotofon company's CEO Victor Frestadius said – in "a large lounge with a high ceiling". During the evening, and under the warmth of the interior lights the guests drank punch and seemed overall to enjoy a good evening out. After the screening the attending visitors competed with each other in overwhelming exclamations about the benefits of Berglund's innovation.

Oscar Montheius (archaeologist and member of the Swedish Academy), for example, considered that Swedish science had experienced a wonderful

day that would go down in Swedish cultural history. Also foreign correspondents who witnessed the screening reacted with amazement. They used Berglund's invention as a backdrop when reporting on domestic inventions of a similar kind, as in the case of *The Times'* article about Mr. H. Grindell-Matthews. In short – it had been a great evening that once and for all had shown that it was possible to synchronize speech with moving images, and this had all been done by an ingenious Swedish inventor. Or was it an evening to remember apart from the punch that was served? That the invention never caught on after the screening might indicate the latter suggestion to be a more appropriate conclusion.

Newspapers reporting what is out of the ordinary

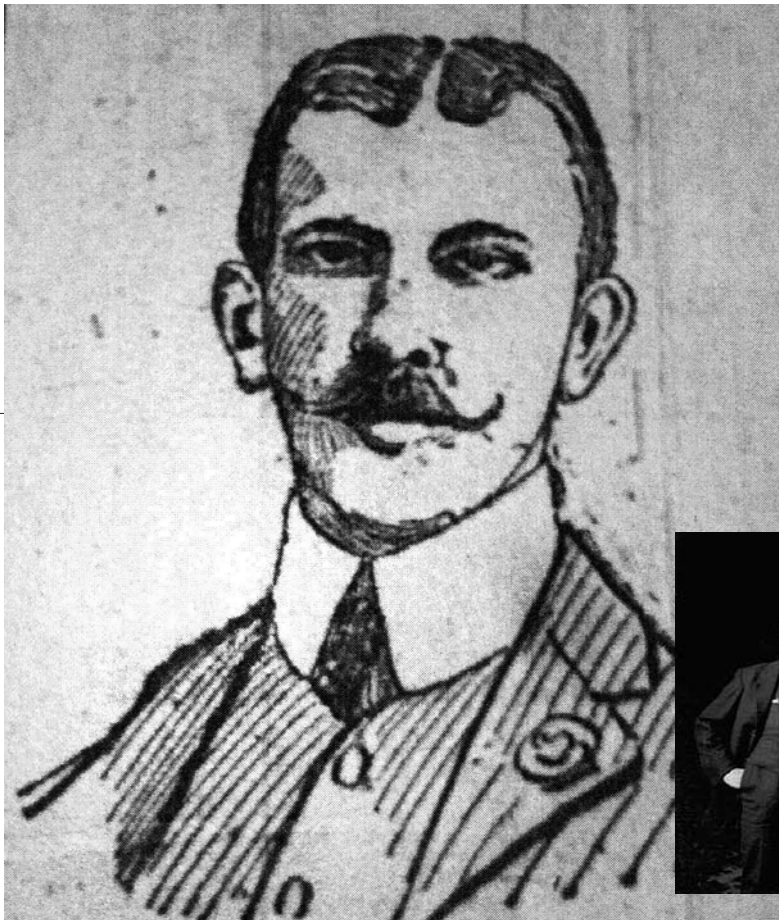
Empirically written material of minutes, and other documents such as pamphlets, publicity material, newspaper articles and catalogues that have digitally been made available is an essential source of information for the researcher. They speak of an incident that has happened, and the placement and size of a given text about an event within a daily paper give, for example, a hint about how newsworthy that

incident was. In Berglund's case the screening appeared on many a newspaper's front page. Yet, all this material say rather little about the wider context of things and give only a partial image of what actually happened. Although press material is an indispensable source of information of what was going on, writings of this kind need, as Donald Crafton has argued, to be approached carefully as they consist of filtered information depending on whom the publication was representing. What is learned from these sources is mainly what according to the writer differs from the normal and out of the ordinary and therefore worth commenting on.

A jump to conclusions

Contemporary writings may therefore create problems when researchers try to evaluate the impact that a particular event has had. For, generally speaking, using editorials, articles and reviews from contemporary periodicals and newspapers is problematic, as these "voices" tend to stand for an incident's general reception, when we actually know very little about the actual audience at the time and their reactions towards a specific event. That is, one needs to be careful not to mix a social context with writings about an incident by people who might have other vested interests than a strictly critical one.

With the easily accessible objects in the digital archive that speak of an event like Berglund's screening the necessary 'de-filtration' might also come in second hand, if at all. The understanding that everything exists in the 'immense' collection of the digital archive - albeit it is the physical archive that is truly immense - together with an emphasis



Berglund is an icon among specialist circles in the history of inventing film. He is exhibited among other things at Deutsche Filmmuseum. Digital research may bring Berglund and his invention into a broader public



to present findings too rapidly might cause the researcher to draw too rapid conclusions on an inadequate amount of material.

A pioneer in sound film

Looking beyond the screening of 17 February 1921 and the digital archive an image emerges of an inventor that since 1906 had been struggling to find funding - first teaming up with inventors in Germany and later with Victor Frestadius. The latter worked in Great Britain with peat alcohol but had, after Swedish authorities turned down his application to sell real alcohol, dismantled his company in favour of pursuing a career within sound film. The development of Berglund's invention had despite economic problems been constant, and already in 1919 a machine had been exhibited in Stockholm and rumours had started to circulate of a public screening. This rumour emerged from time to time building up towards the event in 1921. The feeling of simultaneously being able to hear and see a person was apparently overwhelming during the day of

Berglund's screening, as technical problems were not noted by the press. But the light sensitive cell used in Berglund's apparatus, consisting of selenium, did create problems. The cell was the most important part of the invention, but at the same time its Achilles heel. At high frequencies selenium heats up and thereby exercises a resistance against the transmission of the 'picture of the sound,' making the 'image' blurry. The result was bad sound quality as well as bad synchronisation.

This technical obstacle was not overcome until the photocell became available during the mid-1920s. On the evening of 17 February 1921 the Swedish climate could actually have saved Berglund's day, since the temperature probably cooled the apparatus enough (the average temperature for February 1921 was 1.6 degrees Celsius below zero). This might explain why subsequent screenings failed.

Real research will remain hard work

The digital archive offers the researcher a narrow perspective. Nevertheless it is

worth using as a point of departure. Its ease of access and the simplicity by which a researcher can find material that in the physical archive is hard to get by both speeds up the process and enables the researcher to get an overview of a specific topic - however, the time-consuming journey to the physical archive or library and the time spent there is still needed if we are to avoid simplistic interpretations of events caused by not consulting all the relevant sources.

Christopher Natzén,
PhD in cinema studies and researcher
at the Research Department,
National Library of Sweden (Kungliga biblioteket)

Digital exclusion

Finland-Swedish libraries' nightmare

Municipal library service in Swedish in Finland has always been a given fact, but times have changed. In the digital era which is now beginning, it is not nearly as self-evident that comprehensive library service can be provided in Swedish at public municipal libraries. The challenge is only exacerbated by the fact that the Finland-Swedish libraries, as a rule, should provide comprehensive library services also in Finnish. It is natural, it goes with the territory and it is done without any real additional funding.

By acquiring and using an appropriate combination of Swedish and Finnish books, both language groups have been able to experience and appreciate that there are books in their own language. A number of patrons also read both languages. In a similar way, the library has been able to combine the acquisition of recorded music and motion pictures.

Digital threat to language equality

Up until now, it was a question of obtaining individual pieces of information-bearing media for the collections and for borrowing – a book, a disc or other physical item. Copyright laws have been clear and made allowance for libraries' borrowing service. As we now are moving into the digital age, everything is changing. Nonfiction and, in particular, reference books, are

not being printed like before. Newspapers and periodicals are leaving physical publication behind and, in many cases, are only available on the internet. Music and film are being used more often over the internet. Even literature has begun to shift over to electronic format. What does this all mean for the library in general and for the Finland-Swedish libraries in particular? And how are library-users affected? Can we still say that we are following the stipulations of library legislation for language equality?

Those of us at Finland-Swedish libraries must see that access to e-books in Swedish in Finland is guaranteed and that we also have access to the most important e-resources which are being used at standard Swedish libraries. Of course we will cooperate to make sure that the corresponding services are also accessible in Finland in Finnish.

What do we do in practice? What joint effort can we make? Can it be done on a national level? Can something eventually be done jointly within all of Scandinavia? Could it be that comprehensive studies and national e-strategies have a tendency to seek out solutions that are too large-scale, which risk being excluded from practical application specifically because they aim to be all-encompassing in theory?

Buying e-books from Sweden

Some Finland-Swedish libraries in

Ostrobothnia did like this: the city library in Jakobstad introduced the use of a standard Swedish e-book service in Finland in 2006. In 2009 all Fredrika Libraries in Ostrobothnia followed suit. Directory entries are purchased directly from a supplier in Sweden. Thanks to good cooperation with the supplier of our library system, it was no problem to initiate the service, but everything had to be done on our own initiative, because there were no established channels available. Before our next investment in e-material, an investment which will surely be much more demanding, we would really like to see that there are established structures we can use.

Lacking a Scandinavian strategy

What strategies are being used to bring libraries into the digital age? We note that things have begun changing in Finland now. A work group taken from the Council for Public Libraries is actively working here on these issues. Even other Scandinavian countries are very active, with major studies and visible debates.

For this reason, when considering national e-strategies we hope that each Scandinavian country will choose solutions which cross national borders into account and take a serious look at how the needs for library services of different language minorities can be satisfied in the best possible way. In this way, no language group will suffer digital exclusion as a result of their language. Let the library be a window to the world, for everyone.

Leif Storbjörk

Library Director at Jakobstad (Pietarsaari) City Library,
a Fredrika Library in Ostrobothnia,
Finland



DENMARK

Crowdfunding and libraries

In Herning, the public libraries are tapping into the creativity of the community. The idea is familiar from crowdfunding: a person with an idea for a service, product or event can search financing and support from like-minded people through a virtual platform. Herning Library is experimenting with a similar model in activating library users into co-design of arrangements. The goal is to support user initiatives, engage the users and develop new economic models for financing library events. The project is a collaboration with Hjørring, Aalborg and Aarhus public libraries who together with Herning aim at 30 user-organised events with 300 participants.

Bibliotek og Viden 2012:1
http://issuu.com/bibliotekogmedier/docs/bv2012_1

Who will lead the libraries of the future?

All library directors in Danish public libraries will be able to send one prospective leader to a two-day training: an inspirational conference and a seminar on leadership skills for 150 librarians. The training will take up the new requirements for library leaders: creativity, the ability to formulate a vision and to build partnerships. The reason for the national undertaking is the lack of candidates for middle management positions: a post draws on average three applications. 40 per cent of library staff currently in middle management positions only applied after some direct and personal encouragement from the director. The Danish Union of Librarians and the Local Government Denmark will provide the library directors with information to help them recognize and motivate

future leaders. A similar initiative would be welcome in Finland where the experiences of library directors resemble those in Denmark.

Perspektiv 2012:1
<http://issuu.com/bibliotekspresen/docs/perspektiv26041>

The Mobile project bar

Instead of drinks, the Mobile Project Bar will provide students with information on current research and development projects at the three university colleges of VIA (with 8 campuses in seven localities), Nordjylland and Lillebælt. The browser-based application will be smartphone and tablet compatible and is meant to connect the physical and virtual spaces as Project Bars will also be established on campus. The students will be engaged throughout the innovation process.

The Mobile Project Bar, project description
<http://projekter.bibliotekogmedier.dk/projekt/den-mobile-projekt-bar>

FINLAND

Music coach guiding library users to the right track

Library10 is getting (back) to the core of library service: helping users to find the material they need, suggesting titles, guiding them in the use of the collection. The good old customer service given by professional music librarians is now being offered under the name of music coaching and available for all library users in Helsinki. These personal trainers in the field of music will help you get acquainted with the music genre of your choice, be it cool jazz, bel canto opera or the history of black metal. All music-related questions you never dared to pose before will be answered after an initial interview. The librarian will then draw up a personal listening plan according to your wishes. Service productization clearly works: the newly packaged service has attracted a lot of media attention and users are flooding in.

Library 10 website
www.lib.hel.fi/fi-FI/kirjasto10





Päivi Jokitalo

Librarians (working) behind bars

Social and outreach library work is experiencing something of a boom at the moment with libraries actively seeking local partners and working with the long-term unemployed, users in mental health rehabilitation – and prison inmates. Goodnight stories home is a collaboration between Vaasa City Library and Vaasa Prison helping imprisoned parents to keep in touch with their children at home through storytelling. A group of dads learn about the importance of reading for a child's development, familiarize themselves with children's literature and services of the local library. They are also encouraged to read themselves. During the last study group meeting they read and record a bedtime story for their children. The collaboration is based on a model developed in Malmö, Sweden, where the service was started in 2009.

In Aura, the local library has been working with an open prison in teaching IT and information retrieval skills for the soon to be released prisoners. The inmates also took part in a workshop where the singer and lead guitarist from a Finnish metal band instructed them in writing poetry.

A film clip on Goodnight stories (in Finnish)
/ Finnish Broadcasting Company
<http://areena.yle.fi/video/1322218186601>

A piece of news on the Aura library and prison collaboration (in Finnish) / Finnish Broadcasting Company
http://yle.fi/uutiset/kotiteollisuuden_hynynen_yllyttaa_vankeja_kirjoittamaan/5072894

Pondus links together Finland-Swedish e-resources

Pondus is a project which brings together a broad spectrum of Finland-Swedish organisations and their web services under one open user interface (API). The Finland-Swedish language minority makes up around 5% of the population and the web resources are many but scattered. The goal is to link both the open access and the licenced resources together with the help of metadata using a modified version of Dublin Core. Pondus will also develop tools and applications such as simple widgets for embedding and linking the data into any website.

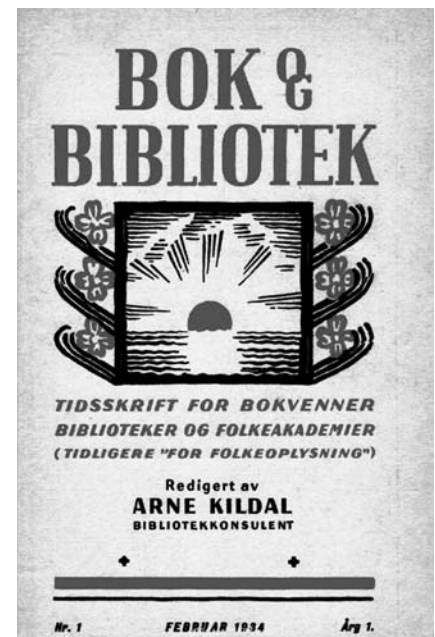
Most of the contents are freely accessible: news, information on cultural events, library services and resources for teaching and learning. The partners include newspapers, the Finnish Broadcasting Company, Schildts & Söderströms, the biggest publisher of Swedish-language literature in Finland and Libraries.fi, the national public library web services as well as the national Linked Data Finland project. Pondus is coordinated by the 100-year-old Brages Press Archive which collects, documents and disseminates articles from Swedish-language newspapers, periodicals and other publications.

Project Pondus (in Swedish)
www.pondus.info/start

NORWAY

Crowdsourcing Norwegian library history

The Norwegian Library Association celebrates its 100-year anniversary in 2013. Libraries and librarians are invited to send in their reminiscences, anecdotes, press clippings, photos and references to any interesting bits of library history. The jubilee wiki already includes over 10 000 pages and thousands of articles. The documents contain biographies, presentations of libraries and visualizations of events.



Book & Library no. 1 1st edition 1934

Bibliotekhistorisk wiki (in Norwegian)
<http://bibliotekhistorie.no/index.php>



User-friendly design on show

While many of the library staff will remember their first encounter with a Mac, a computer from Apple dating back to 1983 may be ancient history for the students of the University of Oslo. The Informatics Library hosts an exhibition on the theme of user-friendly design during 2012 with computers, films and paraphernalia.

www.ub.uio.no/om/aktuelt/arrangementer/utstillinger/2012/brukervennlighet.html

Norwegian National Library opens its data

The National Library in Norway is following the policy of other public sectors in the country in making its raw data available. The search API based on open standards and protocols provides search possibilities in meta-data and content for client applications. The same goes for the national Library Search and the digital collections of the National Library.

Access to data from the National Library, a blog post

www.nb.no/nbdigital/nblogg/tilgang-til-data-fra-nasjonalbiblioteket

SWEDEN

Library for all the colours in the rainbow

Hallonbergen Library in Sundbyberg near Stockholm is going to be the first ever LBGT-certified library in Sweden. It is probably one of its kind worldwide as well as the fact that not many countries have introduced a certification system for LBGT-friendly workplaces. RFSL, the Swedish Federation for Lesbian, Gay, Bisexual and Transgender Rights has already granted a certification for a number of schools and health care centres for being nondiscriminating working environments seen from a LBGT perspective. The staff at Hallonbergen Library will undergo education in LBGT issues which the library sees as a natural follow-up of their work on equality issues. The goal is to guarantee that the library will work strategically towards an open, inclusive and respectful work atmosphere. The library has received a grant from the Swedish Library Association for the development work.

Biblioteksbladet 4/2012, page 26

Employee driven company to run libraries in Nacka

After a lengthy tendering process, three of the six libraries in the Swedish town of Nacka will continue in municipal management while the public libraries of Älta and Saltsjöbaden will be outsourced to the staff-driven company already running the Diesilverkstad library. The decision was not unanimous but Diesilverkstadens biblioteks Ltd. sees positive opportunities in the new situation: the three libraries now share both staff and collections and are able to offer new services and a more versatile collection for e.g. schools and housebound users. The four-year contract has a two-year renewal option.

*Newspaper article on the outcome of the tendering process/Nacka Värmdö Posten
www.nvp.se/Nacka/Nacka/Biblioteken-kan-smalta-samman/*



Demonstration against closing libraries in Nacka. Two libraries were outsourced to staff-driven company



Welcome to the world of words!

The University Library of Stockholm and Plattan Library in Kulturhuset, a cultural center in Stockholm, are collaborating on a study of the users' reading and borrowing habits. The two libraries will look into the role of libraries as arenas for democracy, as places of inclusion. The goal is to develop the library as a stage, a scene of action. With financing from the National Library, the project has signed on Malin Isaksson, an author and writing pedagogue, who conducts deep interviews with library visitors on how they use the library and books. During 2012, the project will test pilot programs where the users from the specific target groups will be closely engaged in the process. The project has also set up a reference group of inspiring professionals with different perspectives on dissemination in public spaces. The group includes a photographer who will document the use of library space during the project.

Välkommen till orden blog

<http://valkommmentillorden.wordpress.com>

Libraries helping students with writing assignments

Several Swedish university libraries have produced useful resources for students on how to avoid plagiarism and learning to cite sources correctly. A number of the guides, both web and video tutorials, have been published in

English. One of these is Refero, the anti-plagiarism tutorial of the Linnaeus University Library. The tutorial takes about half an hour to go through. The University of Gothenburg Library has chosen to make a six-minute video giving advice on citing and making references while the Jönköping University has put together a resource called *The Interactive Anti-Plagiarism Guide*. The forces behind the guide came from the University Library, the Resource Centre for Flexible Learning, the student union, the School of Education and Communication and the Jönköping International Business School. It is clear that the library plays a central role in instructing the students in IL skills in all of these universities.

Refero - an Anti-Plagiarism Tutorial / the Linnaeus University Library

http://www.bi.hik.se/Refero_eng/1intro.php

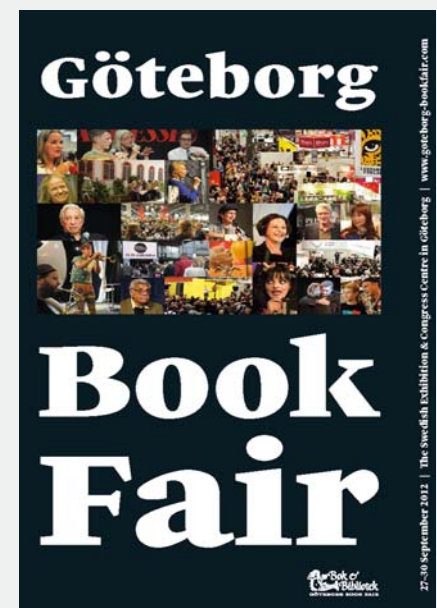
Nordic literature at Göteborg Book Fair 2012

2012 Göteborg Book Fair will be a true Nordic cultural manifestation! In cooperation with the Nordic Council and the Nordic Council of Ministers, as well as different organisations and publishers from the Nordic region, the Book Fair will focus on Nordic literature in 2012.

- Interest in Nordic literature is growing and growing. And so is interest in the Nordic way of life. We

have many things to share and much to discuss with others. The internationally renowned Göteborg Book Fair is a wonderful venue for this during 2012, a year of many different anniversaries. In 2012 the Nordic Council celebrates its 60th anniversary and the 50th anniversary of the awarding of the first Nordic Council literature prize, while 40 plus one years have gone since the Nordic countries agreed to cooperate at a ministerial level, and founded the Nordic Council of Ministers. Göteborg Book Fair 2012 takes place the 27th-30th September.

<http://www.bokmassan.se/en/news1>



Keep up with developments in the Nordic libraries in Scandinavian Library Quarterly. www.slq.nu

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Rickard Carlsson
rickard.carlsson@kb.se
National Library of Sweden

Co-editors in Denmark,
Finland and Norway:

Jonna Holmgaard Larsen
jhl@kulturstyrelsen.dk
Danish Agency for Culture

Barbro Wigell-Ryynänen
barbro.wigell-ryynanen@minedu.fi
Ministry of Education and Culture

Kristina Linnovaara
kristina.linnovaara@helsinki.fi
National Library of Finland

Tertit Knudsen
tertit.knudsen@nb.no
National Library of Norway

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