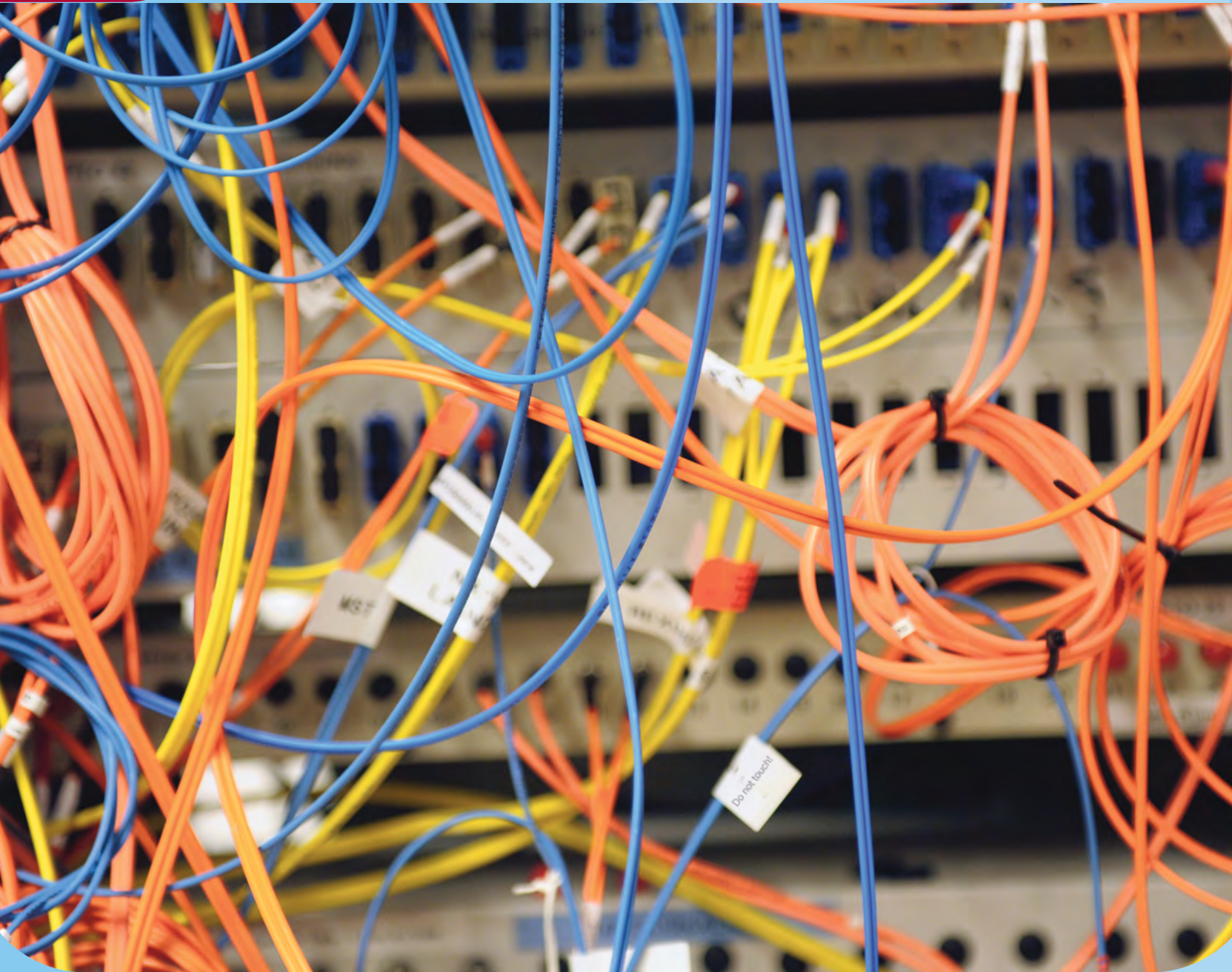


Scandinavian Library Quarterly



No. 3. 2014



This issue
METADATA

UPDATES ON PUBLIC AND RESEARCH LIBRARIES IN SCANDINAVIA

Editorial Moving into the foreground. Tine Vind. 3

- RDA in Norway. Frank Berg Haugen. 5
- RDA in Sweden. Katarina Synnermark. 6
- Adapted to digital development. Annika Hjerpe. 7
- Toward multidimensional descriptions. Marja-Liisa Seppälä. 8
- Linked data as a tool for attractive user services. Siren Steen. 10
- Automated metadata. Annika Hjerpe. 12
- Genre and form. Viktoria Lundborg. 13
- More than just MARC. Leif Andresen. 14
- **VIEWPOINT:** In search of something like ReCaptcha. Tobias Golodnoff. 16
- The peeople's library has sparked off new ideas. Jonna Holmgaard Larsen. 18
- Denmark is reading. Solvej Jul Nielsen. 19
- Two new cultural capitals. Two new libraries. Maija Berndtson and Mats Öström. 20
- What happened to Library 2.0? Maria Kronqvist-Berg. 24
- What do libraries do on Facebook? Susanne Ahlroth. 26
- Scandinavian Shortcuts. Päivi Jokitalo. 27



- It operates behind the scenes and often goes unnoticed by the media users. I am referring to metadata – data about data – something self-referential that tells you something about itself. This definition might make it seem unnecessary, but without it nobody would find anything in a library. Imagine how difficult it would be to find one volume amongst all the books on the bookshelves if there were no metadata to assist your search, or to locate a particular music recording in a vast collection if none of the recordings were tagged with metadata. Impossible.

In this issue of SLQ we offer lots to read about metadata in addition to a lot of other things. I hope you will find it interesting and informative.



Annika Hjerpe
Press and
Communication Officer
Communications Division
National Library of Sweden

Annika Hjerpe
Editor-in-chief
annika.hjerpe@kb.se

Moving into the foreground



Tine Vind

Lots of library offers and services exist without receiving particular attention from the users simply because the end users have absolutely no knowledge of them.

One example is metadata, which for years have played an important part in the bibliographic basic knowledge that libraries use as the basis for registration and management of data and not least for providing accessibility.

As appears from one of the articles featured in this issue of SLQ, both definition and application of metadata have changed meaning over the past few years. Where the concept used to be part of the internal library professional debate, the meaning and application of metadata have changed to also include something more extravert like for example user-generated data, which have become a reality in the slipstream of the extensive digitisation of collections.

Focus on visibility

Now metadata are used much more offensively albeit in different ways in terms of individual areas and sectors such as archives, libraries, the film industry and museums. Metadata facilitate access to content, thereby increasing availability, but are equally important in relation to preservation.

When metadata become a larger part of accessibility, it means more focus on visi-

bility, but it also brings about specific problems for the actors.

Digital availability

Cultural institutions all over the world have recently been working on making the content of their collections available in digital form. Anyone who works with digital content, or uses it, is aware of limitations in terms of access to the actual content. However, metadata can also pose other challenges, if the material is not made available by the institution that has the material in its collection. Metadata cannot necessarily be shared and passed on to others.

User generated metadata constitute a particular challenge, as many users are perhaps not aware of the relevant standards used for handling metadata. On the other hand, user generated data are instrumental in enhancing collections, creating knowledge between cultural

institution and user – so that it does not remain just an internal library matter.

The library user's work "in the background" should be applauded and encouraged – the results will no doubt be gratifying.

“For many years to come, attention will be focused on the various forms of standards within the area, and we should welcome the discussion and not least the involvement of the end user.”

Tine Vind
tin@kulturstyrelsen.dk
Head of Department
Libraries
Danish Agency for Culture.

» NEW INTERNATIONAL RULES IN SCANDINAVIAN LIBRARIES

RDA (Resource Description and Access) is a new standard for cataloguing that will replace the Anglo-American Cataloguing Rules (AACR2). RDA has been developed by the Joint Steering Committee for Development of RDA (JSC) with representatives from library organizations and libraries in the USA, UK, Canada, Australia and Germany. On 31 March 2013 the Library of Congress switched to RDA, and several other libraries around the world have implemented, or are in the process of implementing, this new standard for cataloguing.



With the RDA-standard this will be deported to a library museum as a historic reminder.
Photo: My Lil' Rotten/Flickr CC.

RDA in Norway

New rules for cataloguing are implemented by many libraries around the world. Norway is following the example and will switch to RDA.



Frank Berg
Haugen

In Norway we traditionally follow the Anglo-American cataloguing tradition and rules, and it is reasonable to do the same now. This will, among other things, underpin the exchange and reuse of catalogue data internationally.

The standard for cataloguing currently used in Norway is a translation of AACR2. In the development of RDA, it is strongly emphasized that metadata based on AACR2 should be able to function alongside metadata registered with the new RDA standard.

RDA should make it easier to describe electronic material and material that appears in different physical formats. RDA places greater emphasis than AACR2 on creating search entries in the catalogue and clarifying inter-document relationships. It also allows for improved possibilities to register the roles of people or corporations that are linked to the documents.

Much as before

The standard is based on modern principles of cataloguing and builds on FRBR (Functional Requirements for Bibliographic Records). Most of the rules are the same as before, but some changes may be worth noting:

- The terminology has changed, and much of it is taken from FRBR.
- The three description levels of cataloguing are no longer in operation, but so-called core elements are used.

- A number of sources are permitted as a main information source, which results in less use of square brackets.
- All Latin has been eliminated: for example [S.l.] has been replaced by [Place of publication not identified].
- The so-called 'rule of three' has been removed, i.e. as many names as the user wishes can be registered.
- General material designation, which in AACR2 is a combination of form and content, has been replaced by three new elements: content type, media type and carrier type.

An obvious change is that the physical book of cataloguing rules disappears. RDA will primarily be available on the internet, in the RDA Toolkit. The Norwegian language version of the standard will stand side by side with other language versions, and access will be provided via licences. The licensing model is based on the number of simultaneous users, but consortium models are also possible.

Norwegian translation

The National Library of Norway will translate RDA to Norwegian during 2015. This decision was made following a thorough review by and on the recommendation of the Norwegian Cataloguing Committee (DNK).

Preparatory work on the translation has already started. In 2014 DNK will translate the glossary as it is used in RDA, and

in addition the content type/media type/carrier type terms and some appendices of relationship terms. With the technical terminology defined and established, the work will be made easier for the professional translator to translate the text.

During 2014 and 2015 some work will also be carried out on Norwegian guidelines. RDA has a high degree of flexibility built in, and it may be appropriate to provide some guidelines for the use of the standard in Norwegian libraries.

Corresponding guidelines

The National Library of Norway is represented in EURIG (the European RDA Interest Group) – and will naturally examine corresponding guidelines from other European countries when preparing the Norwegian guidelines.

In addition to cooperating with DNK, when RDA is phased in at Norwegian libraries the National Library of Norway will work closely with Biblioteksentralen (the central supplier of books and media to Norwegian libraries), librarianship education and suppliers of library systems. Both good training and good timing will be important in this respect.

Frank Berg Haugen
National Library of Norway
Frank.Haugen@nb.no

This article is based on an article published in "Bibliotekaren" [The Librarian] in June 2014.

RDA in Sweden

In September 2012, Sweden's National Librarian Gunilla Herdenborg made a decision on the Swedish transition to RDA. Since April 1, 2014, a project has been in progress at the National Library, with the task of preparing for the transition.



Katarina
Synnermark

KRS, the Swedish cataloguing rules, are a translation and adaptation of AACR2 (the Anglo-American Cataloguing Rules, 2nd ed). AACR2 has circulated widely around the world, and linking our rules to them has facilitated international collaboration and postal exchange. Now that AACR2 has been replaced by RDS and is no longer being updated, a transition to RDA is necessary.

The project, which was started at the National Library, will be in progress through December 2014. A project group with representatives from several cataloguing units at the National Library has been established, and will set to work after the summer. The transition to RDA will take place gradually. The project will focus

primarily on having new cataloguing in Sweden's national library catalogue, Libris, done according to RDA. This means that Sweden is abandoning KRS.

National practice

One task for the project will be to establish Sweden's national practice. Even if KRS is built on AACR2, Sweden has its own adaptations – and there are several national practices, not just one. For example, Swedish research library practice differs from public library practice.

In those cases where national practice differs from RDA, we need to take a position on what we can and cannot keep. Here, we also need to look at what choices for practice the countries that have al-

ready implemented RDA have made. The goal is to create a common Swedish practice as much as possible, and that it diverges as little as possible from international practice.

Currently, the National Library has no financing for a complete translation of RDA. The project will therefore investigate various scenarios for translation, for example which parts it will be necessary to translate.

At the same time as the RDA project is in progress, the National Library will begin work on a new platform of practices that will replace the collections of practices that exist today. Studying how the platform of practices is to be linked to the RDA Toolkit will be a joint task for these two projects.

New architecture

The intent is for the platform of practices to be integrated with the National Library cataloguing client. The client is a part of the new system architecture – Libris XL – which is under development at the National Library, and which will be ready for testing during the autumn. As the National Library is now abandoning its current cataloguing client, we are also abandoning MARC21 as the storage format for JSON-LD (JavaScript Object Notation for Linked Data).



The project group at the National Library of Sweden. In the back row from the left: Bibliographic Expert Olle Johansson, Librarian Pär Öberg and Bibliographic Authority Expert Eva Abrahamsson. In the front row from the left: Map and Image Expert Solveig von Essen and Project Manager Katarina Synnermark. Photo: Annika Hjerpe

Katarina Synnermark
Project Manager

Information Systems Department
Metadata and Systems Support
National Library of Sweden

Adapted to digital development

When Libris, the Swedish university and research libraries' search service for books, dissertations, periodicals and journals, printed music et cetera, is developing new system architecture and a new cataloguing tool, the National Library in Sweden is developing a format-independent system that uses related information elements instead of posts, and incorporates the basic principles that constitute the web.



Annika Hjerpe

Libris currently uses MARC21 (MACHINE-Readable Cataloguing) as its storage format; the new system architecture, called Libris XL, will use JSON-LD (JavaScript Object Notation for Linked Data) instead.

It is a linked data format that provides a way to collaborate at Web scale. This means that all posts in the catalogue will be represented as generic linked metadata and will be compatible with the context of the whole Semantic Web.



Niklas Lindström is a leading expert on linked data, he is working with the Libris XL project at the National Library of Sweden. Photo: Annika Hjerpe

When all of the MARC metadata has been translated and converted into JSON-LD, and all the data has been re-mapped, the bibliographic data can be described and presented in a completely new way.

Pioneering development

The new Libris XL search service will go live at the beginning of 2015. In many ways, this development is pioneering and its progress is headed up by Sweden and its national library.

Niklas Lindström, a leading expert on linked data, is working with the Libris XL project at the National Library of Sweden.

“The primary motivation for us to use linked data is to enable the means of reducing repetition and duplication. This can be done by describing things succinctly, using widely-known properties and classes whenever possible. Based on that, by linking to related things described similarly, we can avoid repeating their descriptions. This enables us to combine specific vocabularies and external data, which makes our cataloguing work part of a worldwide web endeavour to build common machine-processable descriptions and to interconnect shared, local data,” he says.

Flexible data

The new structure of the catalogue will make it possible to adapt it to the new

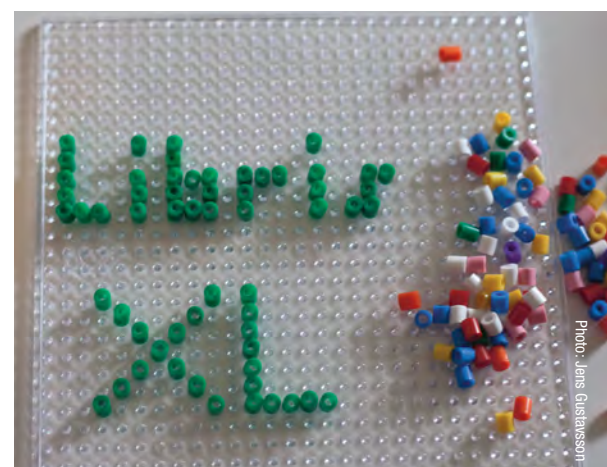


Photo: Jens Gustafsson

RDA (Resource Description and Access) cataloguing practice being introduced in Sweden. RDA describes data elements and the relations between them, and does not use any specific format because its goal is to make the data flexible so that it can be used everywhere and not only within libraries.

Libris XL and RDA will pave the way for a technology shift where the library-specific MARC21 is abandoned in favour of a data structure adapted to digital development.

Annika Hjerpe
Press and
Communication Officer
National Library of Sweden

Toward multidimensional descriptions



Marja-Liisa
Seppälä

With the arrival of new metadata models, vocabularies and tools, cataloguing in libraries will step into a more multidimensional metadata world in the upcoming years. Record-based cataloguing will be replaced with the linking of metadata, which means creating relationships between entities. Through these relationships, the metadata are linked to each other resulting in a metadata network extending across organisational, sector or national borders.

Creating a global metadata network calls for compatible metadata, in other words abandoning old system- and organisation-related policies and practices.

In addition to the Statement of International Cataloguing Principles, cataloguing rules (e.g. Resource Description and Access (RDA), International Standard Bibliographic Description (ISBD)), conceptual models (e.g. Functional Requirements for Bibliographic Record (FRBR), Functional Requirements for Authority Data (FRAD), Functional Requirements for Subject Authority Data (FRSAD)) and various standards, the use of common element sets and value vocabularies makes production of metadata more economic and improves the quality of metadata.

National and international metadata registries containing terms related to description elements (e.g. the language of the material) and the values of the ele-

ments (e.g. English) are essential in creating a metadata network. The international Open Metadata Registry (<http://metadataregistry.org>) defines the elements and their standardised values of the vocabularies, such as ISBD, RDA, Dublin Core (DC) and FRBR, influencing the descriptions for library materials.

Virtual Authority File

In addition to the vocabularies associated with element values, there is the VIAF (Virtual Authority File, <http://viaf.org/>) for names related to corporate bodies and individuals as well as the Finnish general ontology YSO (<http://finto.fi/yso/en/>) for concept and place entities.

It would be worthwhile to integrate these types of vocabularies into a metadata production system to optimise the description process. Moreover, using common description elements facilitates the

construction of information search services (e.g. for the part of faceted classification and narrowing searches). Using common values of elements then again expands search results.

Identifiers bring functionality

Namespaces have been created for each of the central frames of reference that guide the production of metadata (e.g. RDA, ISBD, FRBR, <http://finto.fi/yso/en/>). The namespaces are included in the URI identifiers given to the terms for the vocabularies (Uniform Resource Identifier). For example, The URI identifier for the RDA term *mediatype* is <http://rdvocab.info/termList/RDAMediaType>, while the URI identifier for the ISBD term for *mediatype* is <http://iflastandards.info/ns/isbd/elements/P1003>.

In addition to the frame of reference, the URI identifier is language neutral as regards the description term, which is an important aspect in the global world of linked metadata. For example, the Finnish term *mediatyyppi* can be linked to the URI identifier for the RDA term *mediatype*.

Likewise, proper names in different languages can be collated under a common global URI. See for example <http://viaf.org/viaf/89612684/>. URI identifiers are machine readable, which supports the automatic linking of metadata and more wide-ranging search results.



Making metadata compatible

To make metadata compatible, the terms of different vocabularies must be mapped to each other. Mapping reduces alignment needed in the application profile. The relationships between the different terms can be expressed in the RDF schema (Resource Description Framework).

For example, when harmonizing ISBD and RDA terms, the references to FRBR entities are removed from the RDA terms, because the ISBD terms have not been defined in relation to the FRBR schema. The FRBR-neutral (unconstrained) RDA terms are presented as RDF relationships to the corresponding ISBD terms.

The differences in the global identifier systems for defining the boundaries of entities, such as the ISTC (International Standard Text Code), ISNI (International Standard Name Identifier) and ISSN (International Standard Serial Number) as well as the FR conceptual models (FRBR, FRAD and FRSAD), influence the compatibility of metadata.

New types of data models

When developing identifier systems, together with the publishing sector, for example, the perspective is broader than that of bibliographic metadata. The boundaries and identities of the entities should indeed be defined more clearly and universally so that the linking, which is reliant on the identifiers, may produce sen-

sible descriptive element sets as search results.

The structural alteration of metadata calls for a new type of data model for descriptions. Descriptions that steer away from the current formats will rely on the functional conceptual model (FRBR) and the defined elements of the chosen vocabularies for descriptions.

The ontological structures of vocabularies and functional conceptual model explicitly determine the relationships between the entities. The hierarchy of the entities helps to maximise the use of common elements for several entities. The hierarchic structure is also related to descent, whereby the lower levels in the hierarchy are descendant to the relationships created higher in the hierarchy.

Data model for metadata

The FRBR conceptual model as type of frame of reference for description helps the producer of metadata to approach the material to be described from the perspective of the global metadata network. The FRBR model assists in producing structured metadata which is free from the current record structure.

In addition to a conceptual model, a data model for metadata, which would be appropriate for, e.g. a linked data environment, is needed. Compatibility with RDF is essential because RDF as a semantic web “grammar” and global metadata platform

makes it possible to open the metadata on-line in a format which can be utilised by different applications. This metadata, mainly found in libraries, can be obtained through web search services.

Bound to record structure

Although creating a new data model for metadata is based on the objectives for content description and the entity-relationship model, consideration must also be given to the possibilities to convert the current form of metadata (e.g. data in MARC21 format) and its’ compatibility with the new data model.

Unfortunately the fields in the MARC format do not always represent independent description elements; rather, they are bound to the record structure. Configuring the MARC metadata into a more structural, easier linked format is a challenge that the international metadata network of experts willingly takes on to ensure the existence of libraries in the digital data environment.

Marja-Liisa Seppälä
Development Manager
The National Library of Finland

Linked data as a tool for **attractive** user services

Report on a complex, ongoing project

In connection with the 250th anniversary of the Bergen Philharmonic Orchestra (BFO) in 2015, the Bergen Public Library has entered into a collaboration with the orchestra on scanning and cataloguing their concert programme from 1765 until the present day, for the purposes of historical documentation.

Since the 1990s, the library has scanned and made available the legacy left in Edvard Grieg's will of music manuscripts, letters, concert programmes et cetera. We wish to find good ways of linking much of this material together, so that the general public and researchers can easily find the material they need, at their level and in a user-friendly manner.

In 2012, Bergen Public Library received project funding from the National Library of Norway to test Linked Open Data in their work to disseminate the material from BFO. The purpose of the project is to make the library's metadata for special collections freely available as a dataset and to disseminate the described content in an optimal manner.

Open formats

The project will explore the possibility of presenting the library's own material and that of others in new ways that show the association between the digital object and other documents in the library's and in other collections. The project will further develop rich metadata by linking together web sources with catalogue data and make these available in open formats which others can use and continue to build on.

A great deal of work has been done on prototyping the search interface as well as on developing the presentation and communication interface in collaboration with external specialists. This work is still ongoing, and it appears difficult to find a satisfactory interface.

Many practical aspects of Linked Open Data remain unresolved, and issues such as different use of vocabulary present problems when data is to be synchronized, for example in a web application.

Work methods

The project has been an internal collaboration between personnel from the library's IT and music departments. Work on the computer model has required composite skills with knowledge of modelling and web technology on the one hand, and knowledge of music and cataloguing of music on the other.

A large amount of cataloguing has been carried out to test the data models. The data are converted using Google Refine. We have found the greatest challenge to be the absence of a good cataloguing client, and a considerable amount of time has therefore been spent on structuring and modelling the metadata.

A demo has been developed for the project in order to ascertain specific challenges with regard to use of data from different sources. The solution has been developed in collaboration with Fludo, a small start-up company which specializes in visualization on mobile surfaces.

Parts of the application have been developed in cooperation with the project *Linked data – a network!* in which Bergen Public Library took part in 2012/13, together with Bergen University Library and the university library of the Norwegian University of Science and Technology/NTNU.

User-friendly interface

In the past few years, the focus on open library data has been mainly on infrastructure, modelling and data conversion. This has been necessary to make the data available, but little attention has been paid to how to create attractive services and interfaces for users, based on this data.

We have developed a demo to investigate the possibilities and limitations in terms of user experience and publication of data in special collections. It is possible in the demo to delve into the resources in a single-page interface with images, maps



Siren Steen



Edvard Grieg and the Concertgebouw Orchestra.
Source: www.edvardgrieg.no

and timelines, adapted for display on different surfaces such as mobile phones, tablet computers and screens.

The solution also contains a tool to col- late various data and a search function with the possibility to filter the results.

Flexible RDF

The experiences from our work with the interface confirm some of the assump- tions about the flexibility provided by RDF and the triple structure, and allow a new approach to cataloguing, linking and publishing information.

The experiences have also given us an insight into the various challenges with regard to building services on open data, particularly how data from different sources can be explored in one and the same interface.

Some functions

The demo includes the following func- tions:

- Search, with filtering based on type and tag
- Display of external data from other sources
- Triple-based CMS for creation and display of collections

- Link for editing resources
- Copyright information on the resources
- Drilldown into the data set and external data sets
- Possibility of highlighting particularly interesting content
- Photos, timelines and map display.

Most of the BFO's concert programmes from the 1860s have been scanned, and to make these available while we work on cat- aloguing and publishing the associated metadata, we have published them on Issuu (<http://issuu.com/bergenbibliotek>).

New issues

In the work to release and link our own data we are coming across issues that a changing librarianship must actively ad- dress. Competence in new technologies, a shift to new working methods and mind- sets, questions regarding licences and ownership, and new forms of cooperation are what we learn from.

It is a matter of national importance that the libraries establish competence on these issues, and we want others to be able to build further on our results and experi- ences.

Find optimal solutions

As we see it, the great paradigm shift in the library world is associated with change in metadata, and its proliferation. In Nor- way we need many experiments related to the different disciplines in order to find optimal solutions for this, and in various contexts we come across the need for more knowledge about Linked Data.

Publication platforms for special collec- tions are something with which the ABM (archive, library and museum) sector has worked extensively, and we hope that by the end of the project in the spring of 2015, we can offer a contribution in this field.

Siren Steen
Bergen Public Library
siren@bergenbibliotek.no

Automated metadata

Using standardised metadata delivered continuously from broadcasting companies, media files can be connected to searchable metadata through an automated process. To manually input the metadata that TV and radio broadcasters provide in their programme listings, the Swedish Media Database (SMDB) would need almost 300 full-time employees. Fortunately, however, the metadata can be automatically collected.

SMDB is a search service that has been covering Swedish broadcasts and publications since 1979, and includes some older material as well. It contains TV broadcasts, radio transmissions, videos, films, music and multimedia material such as computer games. All in all, it contains almost 8 million hours of recorded material. It is only available in Swedish and researchers, authors and journalists have access to the audio-visual collections.

SMDB's system is built to automatically import files and metadata. When this is done the files are ready to be played through the interface.



From print to metadata
Photo: Jens Gustavsson

“The SMDB system automatically connects media files and associated metadata through structured file-naming conventions. This allows metadata to be entered before or after the actual media files are delivered. When the metadata is in place, the media can be discovered through the SMDB web interface. Once the media files are on the SMDB servers, the media can be played directly by the researcher on the premises,” says Olle Johansson, Bibliographic Expert at the National Library of Sweden.

Metadata in different forms

For phonograms, films, videos and multimedia the metadata must be entered manually, but radio and TV has automated input. The metadata is delivered from the broadcasters or purchased from a news agency.

“Using standardised formats such as XMLTV for the exchange, the metadata is easy to process systematically. Sveriges radio and SVT deliver the metadata in their programme listings, which is the basis for the TV and radio guides in newspapers. The good thing is that these companies deliver their legal deposits through a system that automatically connects the file with the metadata in the programme listing”, Olle Johansson says and adds, that the automated metadata needs to be monitored, but that it works really well.

Asking for files

“We could never catalogue all this information manually; we would need nearly 300 full-time employees to catalogue all these broadcasts on a national biblio-



Annika Hjerpe



Olle Johansson, Bibliographic Expert at the National Library of Sweden. Photo: Annika Hjerpe

graphic level, which is almost as many people as work at the National Library.”

The automatic connection between the file and the metadata is only made when the legal deposits are delivered by file.

“The majority of the TV and radio companies deliver their broadcasts on files via FTP but a small number still use physical data carriers, mostly CD-Rs and DVD-Rs. In those cases we have to describe the carrier and connect that description manually to the metadata already delivered. According to the law, we cannot demand delivery by files, but we always ask for it, and I am certain that file delivery will be standard procedure in a near future”, Olle Johansson says.

Annika Hjerpe
Press and
Communication Officer
National Library of Sweden



Genre and form

An exciting collection of Nordic noir or a rich literary critical review of the genre's international advance by storm over the last decade? Never, perhaps, has the difference between these two expressions been as distinct as under the first week of vacation in the hammock.



**Viktoria
Lundborg**

Being able to clearly express and distinguish the subject of a work – what it is *about* – from its genre and form – what it is – is an important part of the information in a catalogue item.

Previously, genre and form made up part of the subject description and was expressed in subject headings, but after a review of Swedish subject headings in 2012, it was decided that Sweden would follow international tendencies and express genre and form with its own vocabulary separate from subject headings; compare the Library of Congress Genre/Form Terms for Library and Archival Materials (LCGFT), which is its own thesaurus for genre and form terms.

Different types of material

No distinction is made between genre and form, where several of the terms describe expressions for both concepts – for

example, the term 'Horror movies'. The Swedish list of genre and form terms is called SAOGF (Svenska ämnesord genre och form) and is designed and maintained by the Swedish Subject Heading Editorial Staff at the National Library.

The SAOGF list contains terms that describe several different types of material – everything from general terms to terms for fiction, periodicals, film, music, and computer games.

List without hierarchies

So far, the SAOGF list is a 'flat' list – it has no hierarchies or relations between the terms on it – but the ambition is to transform the list into a thesaurus through following the development of LCGFT and the applicable standard for thesauri (ISO 25964).

In the autumn of 2014, several LCGFT subprojects will be published – general

terms, fiction terms, terms for music and religion – and Svenska ämnesord will then have the chance to adapt the SAOGF list according to these.

A user's day

The National Library is arranging a users' day for genre/form on November 13. Here everyone who is interested in the work on genre/form will have the opportunity to take part in the continued development of the SAOGF list.

For more information on genre/form terms, see the Svenska ämnesord pages at www.kb.se or contact the Svenska ämnesord editorial staff at amnesord@kb.se

Viktoria Lundborg
Librarian
Information Systems Department
Metadata and Systems Support
National Library of Sweden

More than just MARC

Metadata are usually defined as data on data. Although ‘data on data’ is a rather narrow definition, it is nevertheless *the* definition in an IT context. Generally speaking, metadata are data on data and objects (incl. analogue books and pictures). In a broader context, metadata have over the past few years come to be a familiar concept in connection with intelligence service organisations such as USA’s NSA collection of data on individual persons’ use of digital services.



Leif Andresen

Until the mid-1990s metadata meant to libraries the bibliographic metadata, which were – and are – the content of the libraries’ catalogues of materials. This no longer applies, and that is the subject of this article.

With the arrival of the internet and particularly the world-wide-web, the situation has changed completely. To begin with, the explosively increasing volume of accessible resources on the net meant that the idea of traditional registration was obviously unrealistic.

In itself, the net offered opportunities of quite a different interoperability between domains than had been possible until then. This occasioned many different initiatives in terms of new formats for metadata. It quickly became apparent that Dublin Core had the greatest impact internationally.

Dublin Core

The point of departure was a vision that all documents should have embedded metadata, and the simple Dublin Core format with 15 elements was developed with the intention of being cross-sectorial. The vision of embedded metadata did not

catch on, probably because, following a brief flirtation with metadata, the search engines ignored them for a number of years.

On the other hand, Dublin Core was successful in a number of sectors in connection with projects where registration of data on the net was the primary task. Within a large number of domains, Dublin Core has become the basis for the individual domain’s metadata specifications.

In a broader context

Metadata is now a concept used in many different contexts. A quick googling gives information about metadata used in the field of geographical information, public information, and management of building and construction work.

The libraries of course continue to use the bibliographic metadata, but expanding digitisation of the resources offered by the libraries has necessitated using metadata in a broader context. Even before the digital age, the research libraries handled registration at different levels: from no registration other than location to very meticulous registration of manuscripts.

The libraries’ administration of digital

resources is wide ranging: own collections, external databases and in terms of national libraries, harvesting of the national parts of the internet. Each of these tasks place their own demands on the internet.

Descriptive metadata

Descriptive metadata are used for locating and identification and to describe the intellectual content, the intellectual originator as well as details concerning the individual object. The various MARC formats are used for the traditional media, while for other types of resources Dublin Core is used in both the simple original form and the more expanded one like dcterms.

For a slightly more expanded registration, MODS is used in a number of cases, MODS being a simplified version of MARC21 with for example ‘Title’ as element designation instead of ‘245’.

For more specific special descriptions, the following are for example being used: PBCore (Public Broadcast Core) for radio and television programmes and VRA core (Visual Resources Association) for visual objects.

An example of supplementing of meta-



In search for music and user recommendations at Odense Library. Photo Mette Krull

data are the user-created data in *Denmark seen from the air* – before Google, which now contains about ¼ million digitised aerial photos. Here the users are able to supplement with e.g. information about the name of the farm, the owners etc. It is important to collect this kind of data, and in practice they cannot be obtained in any other way.

User-created metadata are expected to become a source for the description of some of the libraries' resources, not least the digitised cultural heritage. Another kind of supplement is to integrate metadata from external databases in the library's user interface.

Administrative and technical metadata

The administrative metadata represent administration information, such as data for when the object was digitised or altered, technical metadata and information about rights and license. Access to data is governed by metadata on which user categories have access to which material.

Preservation metadata are a kind of administrative metadata, which are necessary for long-term preservation of data.

Metadata about i.a. the origin and changes of an object, which are used to determine the authenticity of data as well as document that a digital object is intact. Also metadata about systems and programs that are necessary to be able to read and reproduce the data correctly. PREMIS (Preservation Metadata: Implementation Strategies) is the most important standard within the field.

Structural metadata are used for showing and navigating in an object, for example photos and text that are associated with a subset of an object, or the order of files that make up the pages in a digitised book.

Conclusion

The handling of metadata is alpha and omega in order to ensure an effective and economic dissemination of information.

Qualified metadata don't just drop out of the sky. They must either be created automatically with registration of facts (time, file size, titles from data fields et cetera.) or with the help of a librarian. However, not all metadata need to have the same quality. User-created data will be a useful supplement.

The research libraries' use of metadata has grown over the past 20 years. From bibliographic description of own collection to many types of metadata and not only in relation to own collections, but also articles etc. with access via license, administration of metadata about researchers and research results. And the development continues with new types of metadata in order to interact with Linked Open Data generally, and new challenges posed by the expected successor to MARC: BIBFRAME.

For further information about non-bibliographic metadata, see:
<http://digitalbevaring.dk/metadata/>

Leif Andresen
leif@kb.dk

Adviser to the Director,
The Royal Library (Copenhagen)
Standards Committee Chair,
Dublin Core Metadata Initiative (DCMI).
Chair Danish Standards S24,
Information and Documentation
Member Bibliographic Council (Denmark)

plating how we would be able to create value with the soon-to-be digital 400-500,000 hours of content. The ideas were numerous, but when we started analysing the collections we often found a lot of inconsistent metadata.

The best and the worst

Our first concept BONANZA was launched in 2008. BONANZA was about activating 1,000 programs and shows and engaging the users. The concept was a joint project between DR's Interactive Production Department and The Cultural Heritage Project. We created an online gallery and invited the users to vote for 10 favourites within 10 different categories.

The winners were digitised and made available in a high quality streaming version. The users loved seeing and engaging with our shared digital heritage.

Bonanza taught us that we had to use a lot of resources in order to secure a proper product. Both contextualization and the editorial task were huge. It became obvious that we had to experiment with other concepts where fewer resources were needed and preferably more metadata were created. In order to do this we took part in several research consortiums.

Creating a platform

Our vision is that the archive has to be used! In order to do this we activated our most complete part of the archive – the DAT collection. The DAT collection holds all aired radio from 1989-2005 (360,000 hours).

In 2010 the LARM consortium received a grant to establish an infrastructure and a number of different research areas. A part of the project was to create a front-end where students and researchers could access more than 800,000 hours of radio, re-

corded or digitised by The State and University Library and DR.

One of the most interesting results was the creation of CHAOS (Cultural Heritage Archive Open System). CHAOS was an Open Source platform, which could handle a massive amount of objects and related metadata. CHAOS was built to support technology development and reuse.

The platform helped us create www.larm.fm where the users could search and listen to the entire collections.

Users are engaged with the content through a number of tools or services.

One of these was that researchers and students could annotate in all programs.

The annotations were linked to the program's timeline and through this, the users created a relation between their knowledge and the content. Their work could be shared in their research community while enriching our shared metadata set.

New technology and user input

We are currently exploring many of our insights and developed methods in a new research consortium: CoSound. In CoSound we are combining some of the newest technology and user input to create new metadata, insights and products. Our objective is to create knowledge on how we can create an engaging experience using different game mechanics.

In CoSound we are working with the Technical University of Denmark (DTU). DTU has developed a set of services which are able to analyze sound. We are currently working on gameplays that will make it interesting for the users to use and engage with our archive.

We have tested some of our ideas and gameplays through a WC football game

where the users competed on their knowledge about old WC football matches. They had to guess a game from the radio host's excited commentary when a team scored.

Sound fingerprint

Our actual focus is on a set of services, which work around the idea of a 'sound fingerprint'. The technology is sophisticated and is able to create a 'sound fingerprint' from a human voice. The voice fingerprint should be able to tell us that person A is speaking here and here. But the service will not know who speaker A is.

The goal is to let users create metadata by interacting with content. In the game the users will be able to compete on their ability to identify the voices with a certain name of a host, a guest or participants in DR's radio archive.

Whatever the result may be, I am truly looking forward to the forthcoming 12 months and to explore whether we can achieve some of the same benefits for our users and AV collections as ReCAPTCHA helped create for its users and scanned books.

Tobias Golodnoff
Head of DR's Cultural Heritage
Project & Commissioning Editor
of dansk.kulturarv.dk
togo@dr.dk

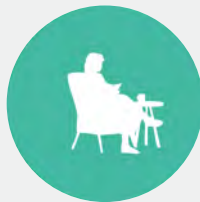
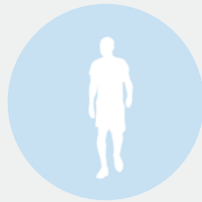
FACTS

OCR is an abbreviation of Optical Character Recognition, which is the mechanical or electronic conversion of scanned or photographed images of typewritten or printed text into machine-encoded and computer-readable text.

Learn more about ReCAPTCHA at <http://en.wikipedia.org/wiki/ReCAPTCHA>

Learn more about www.larm.fm and LARM and the consortium partners in the project at <http://larm.blogs.ku.dk/about-larm/>

Follow our project about 'sound fingerprints' and learn more about CoSound and the consortium partners at www.cosound.dk



Jonna Holmgaard
Larsen

The people's library has sparked off new ideas

When you come to think of it – what precisely is a public library? What should it be capable of right now and also in the future? Who are the users, and how do they use and perceive the library and its services? And what about the so-called non-users – what are their thoughts on the public library? These are some of the questions that *The people's library* has been trying to find the answers to.

This Danish project has entailed a completely new way of dealing with library development, which has given us new insights and learning. The method used was to obtain a design-anthropological view of the library as a space as well as a place, and of the meetings and relations that occur between the library, the users, non-users and employees.

The project is a joint project between the Danish Agency of Culture, Danish School of Media and Journalism and the Think Tank Libraries of the Future.

The project manager was an anthropologist and one more anthropologist and a designer joined the team.

Many wanted to participate

All Danish public libraries were given the opportunity to apply for participation. Half of the libraries wanted to do so and eight of them were selected.

In collaboration with the eight participating libraries and through constantly involving users, non-users and library staff, the project team has examined the libraries and developed and tested ideas for meeting some of the challenges facing the libraries today.

Insights and learning

The anthropologists made the following observations:

- That both users and non-users have a rather limited knowledge of all the library's services and possibilities
- That the library is not particularly visible outside its own four walls and is still mostly associated with "a place to borrow books"
- That the library staff think the young are hard to understand and somehow a bit 'tricky'
- That the employees may find it difficult to have a dialogue with the users
- That the library is a cornerstone in many people's lives
- That the library is perceived as the final public bastion to meet you with a trusting attitude.

The project has questioned the way the Danish library sector in various target group analyses has been operating with a sharp distinction between users and non-users. There are for example users, who in some areas are non-users, but are potential users of some of the library's services.

Idea generation

Based on the findings of the project and the challenges that have been singled out, the participants from the libraries and students from the Danish School of Media and Journalism have been working on the development of new ideas for new library services to the public and for the development of the staff.

The result was 11 new ideas, four of which were chosen for development and tests at the participating libraries in collaboration with the staff.

Project results and tools for the methods of the project are available to other libraries at the Danish Agency of Culture's homepage: www.kulturstyrelsen.dk/institutioner/biblioteker/fokusomraader/folketsbibliotek/

The material is only available in Danish.

Jonna Holmgaard Larsen
Chief Adviser
Danish Agency for Culture

Illustrations of library segments:
Moos-Bjerre Analyse and
Danish Think Tank on future libraries:
Libraries of the future – a segment analysis

FOUR SELECTED PROJECTS

These projects were tested and developed by users and members of staff at the participating libraries in 2014:

- *Vi kan godt selv* (We can manage by ourselves) – an influential and active corps with and for young people
- *Bladet, som ikke skulle afleveres tilbage* (The magazine not to be returned) – The library's answer to *Ud & Se* (free magazine on trains in Denmark)
- *Om lidt ringer bibliotekaren på* (Soon the librarian will ring the doorbell) – Borrow a librarian or an arrangement
- *Det ved jeg ikke, men ska' vi ikke tjekke det på Idéteket?* (I don't know, but why don't we check it at the Idéteket?) – an easy and active portal to internal knowledge sharing.



Photo: Danish Agency for Culture

Denmark is reading

On 3. September professionals from all over the country met for an inspiration day devoted to reading. The campaign *Denmark is reading* had invited all the municipalities in Denmark to a networking seminar in order to share experiences and to encourage the love of reading. Three keynote speakers from Great Britain introduced new research and cases about the particular qualities of reading, its formative and social potential.

Professor Philip Davis presented research on the unique value of reading in terms of culture and mental health.

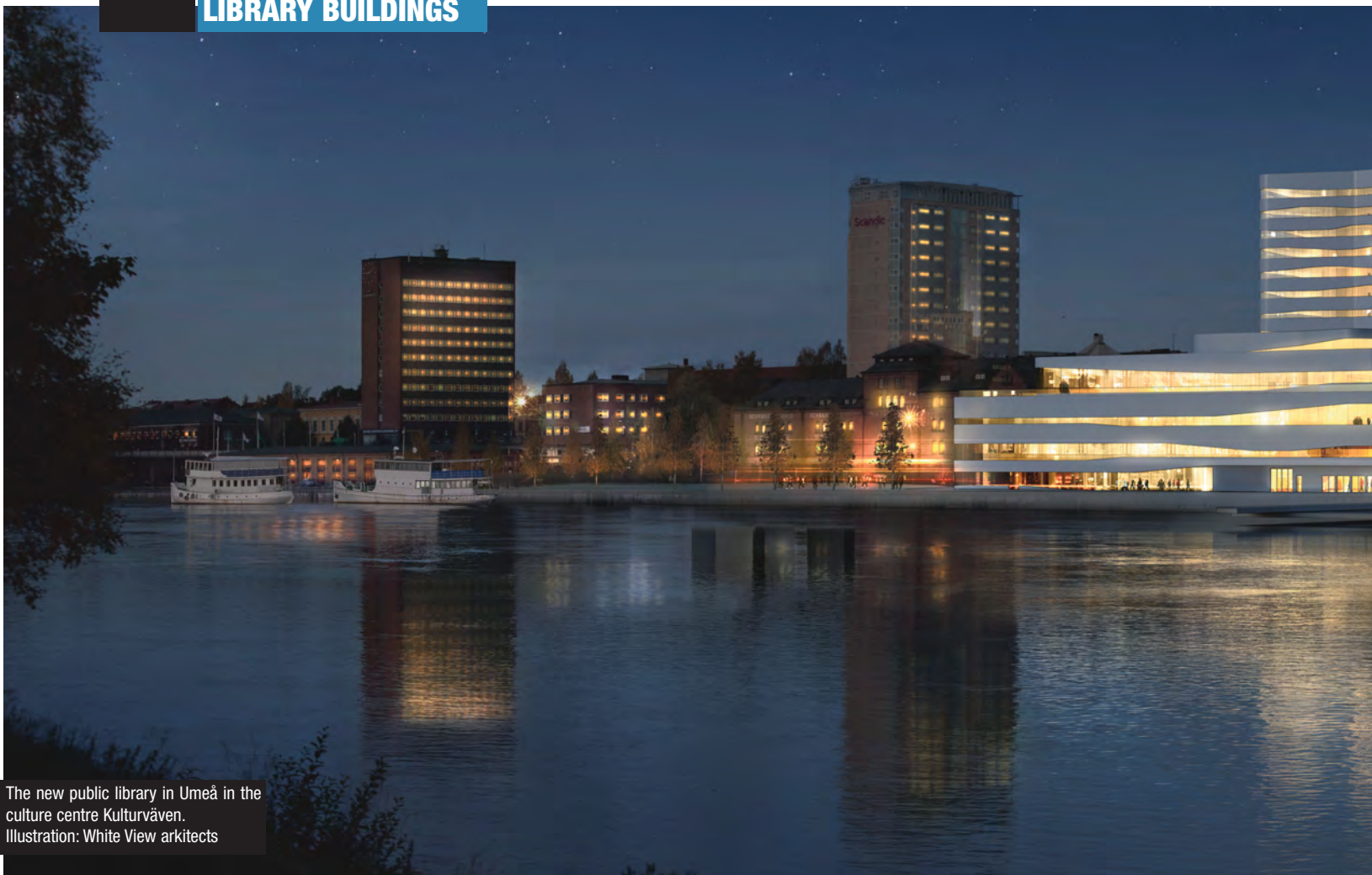
Jane Davis, director of The Reader Organization, talked about the concept of 'shared reading', which emphasizes reading aloud to somebody as being particularly rewarding. 'Shared reading' is an important element of the campaign City of

Readers, the purpose of which is to make Liverpool the leading town of reading in Great Britain and create a new generation of readers.

Clare McGread, head of programmes in National Literacy Trust, told about the programme Premier League Reading Stars, which is targeted children between 8 and 13, and is particularly successful in motivating boys to read by using football players as role models.

Solvej Jul Nielsen

www.danmarklaeser.dk/
Inspiration article by Philip Davis:
www.literaryreview.co.uk/davis_07_08.html
[www.literacytrust.org.uk/premier_league_](http://www.literacytrust.org.uk/premier_league_reading_stars)
[reading_stars](http://cityofreaders.org/)
<http://cityofreaders.org/>



The new public library in Umeå in the culture centre Kulturväven.
Illustration: White View arkitekts

Two new cultural capitals

Two new libraries



Maija Berndtson



Mats Öström

The European capitals of culture for 2014 are Riga and Umeå. For both cities, the investments in libraries are likely the most important element – the one that will above all remain and long be associated with the EU's award.



Since 1985, the European Union has annually designated one or more cities in Europe as responsible for the title *European Capital of Culture*. This year, the Latvian capital of Riga will be carrying out a number of functions as part of its hosting duties.

The motto is “Force majeure”. Umeå’s theme for the year is “Northern space” (Det nordliga rummet) – quite naturally, as the city lies 600 kilometers north of Stockholm, in the Västerbotten region. Sami culture plays an important role. The most important efforts in both cities, however, concern libraries.

Spectacular libraries

Umeå Municipality is opening a new city library this fall. In Riga, a new national library will be inaugurated. Naturally, these investments have long been planned and the work has been in progress for a number of years, but both of these spectacular libraries are related to the year as a capital of culture both in the application for the title and in activities for 2014. There is no

doubt that the two new libraries are exceptional, and will play an important role for the future.

Previous capitals of culture in the Nordic and Baltic regions were Copenhagen in 1996; Stockholm in 1998; Helsinki, Bergen, and Reykjavik in 2000; Stavanger in 2008; Vilnius in 2009; and Åbo and Tallinn in 2011. Aarhus will take over the title in 2017. This city also has a new library as an obvious asset in the application, and an important attraction during its year as capital. The award originally came to be on the initiative of the Greek minister of culture Melina Mercouri.

Stimulating efforts

For the library, and its instigators and employees, it is of course very exhilarating that major investments in these institutions in particular were given such a significant role in the efforts towards being the capital of culture.

“The nomination is very positive for the public libraries in Riga as well. Prior to this year we equipped 25 of our branch li-

UMEÅ AND THE NEW CITY LIBRARY

- Number of residents: 120,000
- Name: Väven/The Web
- Area: 5,000 m²
(entire building: 24.000 m²)
- Cost: 80 million €
- Architect: Snøhetta, Oslo and White, Architects

braries, and only four remain,” says Dzidra Smita, library director for Riga Central Library, the public library of the city. “The main library is also expanding its area and is developing its media collection. But these efforts are being carried out within the regular budget. No extra money will be paid out during the year.”

In Riga, there are hopes for strengthened collaboration around literature and reading. A literature festival for authors, publishers, and librarians could be an important joint project for eight Baltic and Nordic countries.

Ms Smita, library director in Riga, and Janis Oga, director of the Latvian Litera-

ture Centre and a publisher as well, would very much like to discuss this proposal further with interested colleagues in the countries concerned.

“It is, and should be, a clear responsibility for librarians to strengthen their expert roles in the issue of literature,” Ms Smita sums up.

Nor has Umeå City Library been assigned extra activity money for the year as capital of culture. The regular budget applies. On the other hand, Umeå’s literature festival has received extra resources; during the year it conducted a series of programmes that attracted much attention.

RIGA AND THE NEW NATIONAL LIBRARY

- Number of residents: 700,000
- Name: The Castle of Light
- Area: 40,000 m²
- Cost: 163 million €
- Architect: Gunnar Birkerts

New cultural arena

Ingegerd Frankki is new library director in Umeå. She is greatly pleased with the municipality’s library investments.

“The public library, in its new context in an all-round community centre called Väven, has great opportunities to develop further and to reach new groups. Väven means a great lift for Umeå,” she emphasizes.

Close neighbours include such things as film, music, a digital workshop, images and form, a stage for spontaneous events, an art hall, a café, a museum of women’s history, and hotels and restaurants. Väven will be an entirely new cultural arena that crosses borders; its name signifies that here, culture and experiences will weave together people and ideas.

“The establishment of a Folkets Bio in Väven has aroused great enthusiasm among many. The women’s history museum has every prospect of attracting attention from all around; it is unique in the

country,” states Mr Frankki, and continues, “hotels and restaurants have already opened and we note immediately that this means a lot for the community centre, and for the entire complex.

In addition, we have the pleasure of instituting seven new services in our new library. The public library will be the largest municipal operation in Väven in terms of area, divided into three floors. We’re looking forward to the opening in November, when we can present a new library concept,” Mr. Frankki sums up.

Landmarks on the river

As a building, the National Library in Riga can be considered controversial. Undoubtedly, no resident or visitor to the city can miss the towering, pyramid-shaped building on the river Daugava. The interior, which still can be experienced only by a small number of visitors, has been rated by many judges as both impressive and fascinating through its generous, high and



The new National Library of Latvia in Riga, called the Castle of Light
Photo: Bernt Rostad/Flickr CC

brightly lit central rooms. Even the view of the Daugava and the Old Town have earned praise.

“Not a day without an event or programme” is the motto for Andris Vilks, director of the National Library. During the spring, for example, he was able to arrange the prize ceremony for an international children’s book competition: Best Illustration.

The City of Birches

The university town of Umeå is also investing in a landmark building. The view over the Ume River and the city centre is magnificent. The black-and-white colours of the facade naturally calls Umeå, the City of Birches, to mind. The main library is moving several hundred metres from one ideal central location to another ideal central location.

There is still some discussion about the exact placement, likely to be a quickly passing local phenomenon limited in time. A new city library in collaboration with a

range of cultural activities, on the other hand, has met with a more unequivocal positive opinion. The residents of Umeå have great hopes for Väven, the new complex.

Rented out to the EU

In Latvia and Riga, all major investments are naturally discussed. The country’s economy has been subjected to significant trials, but as a nation Latvia wants to mark its independence and its connection to Western Europe as well. In 2004, Latvia became a member of the EU and NATO; in 2014 it changed its currency from the Lats to the Euro.

The Lats epoch (1992-2013) is otherwise honoured in the choice of colours for the national library. Important cultural-historical buildings in the capital are being fitted out, and this multi-million-Euro investment in the national library also constitutes a reminder of Latvia as a nation with its own traditions and pride.

The new national library, to be inaugurated on August 29, will be rented out for a number of months in 2015 to the EU, when Latvia is the chairmanship country.

This, perhaps, is why it is extra important now that this parade building be of the highest quality. Next year, the European heads of state and government, and a succession of ministers and experts will meet here. For the library, this means an extra boost in its launch and its status.

In Umeå, the inauguration of Väven will take place on November 21 – a day that ushers in the eighth season the Sami call “autumnwinter”. Sami culture plays an important role in the annual programme of Umeå, the capital of culture.

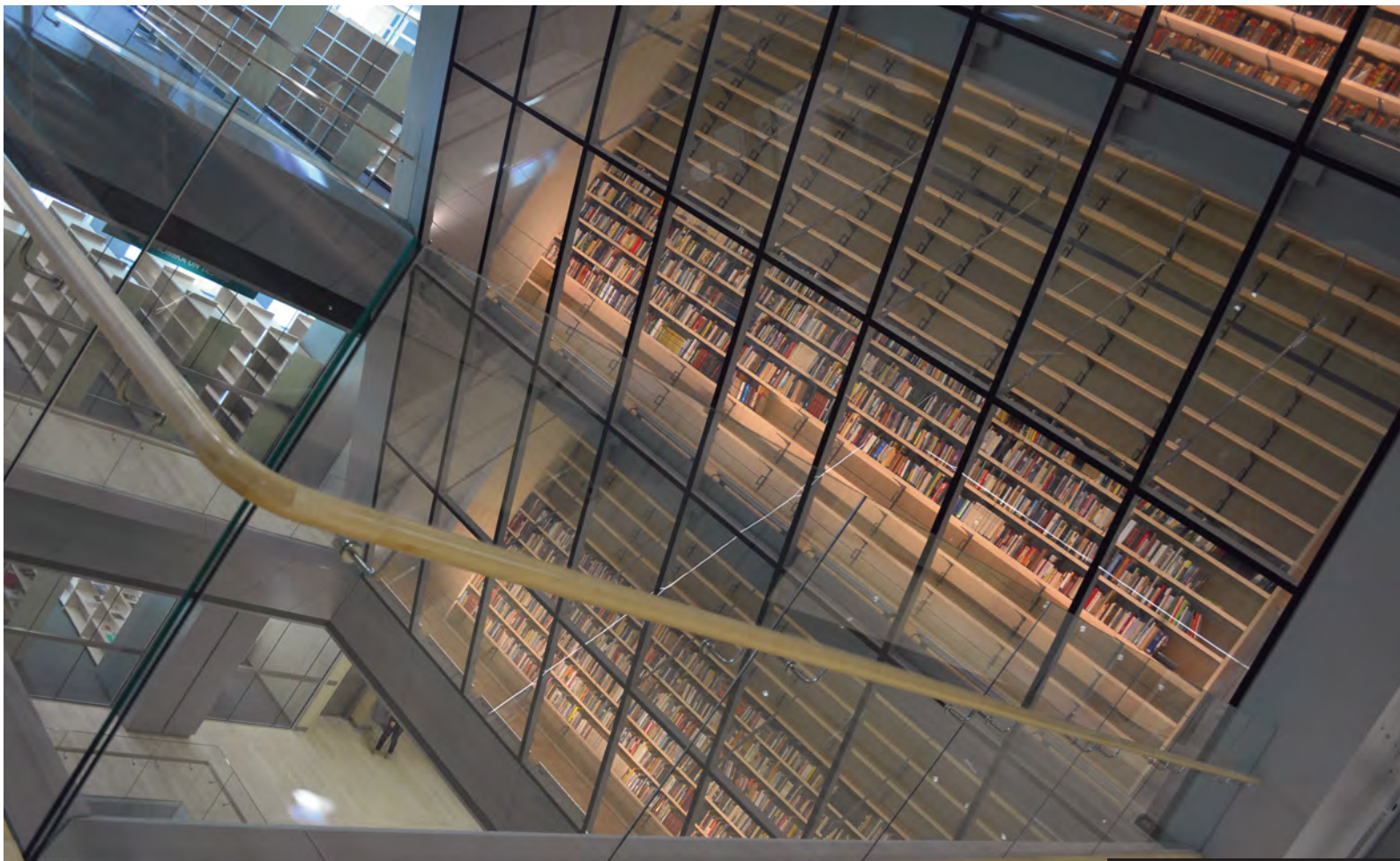
Maija Berndtson,

Library Director in Helsinki, 1987-2013

Mats Öström,

Cultural Director in Sandviken and Gävle,

1986-2011



Inside the Latvia National Library
Photo: Elena Giglia,
National Library Riga/Flickr CC

What happened to Library 2.0?

When my research project into social media and public libraries began, there were no iPads, no Android phones and no Instagram, Myspace had more members than Facebook and Google's Gmail was still in beta. This was six years ago, and the social media services are continuously changing along with the way we are utilizing them.



Maria
Kronqvist-Berg

During the years 2007–2008, Library 2.0 was a popular theme in most blog posts, discussion boards, conferences and journal articles related to the library field. Today the concept is seldom used among library professionals. Still, the essential building blocks remain and the joint social media and public library context provides an interesting research area with new insights.

This was one of the key ideas behind my doctoral dissertation *Social Media and Public Libraries: Exploring information activities of library professionals and users*, which I defended at Åbo Akademi University earlier this year.

Social media provide opportunity

Libraries quickly adopted social media services and extended their meaning by creating Library 2.0. It even turned into a hype before its popularity faded. Library 2.0 did not become the revolution many advocates spoke of and, in most cases, it did not lead to a large increase of user interactivity.

The increase of interactivity among li-

brary professionals is, however, another story. Social media services alone do not save libraries from becoming obsolete, but they do still provide opportunities for libraries to develop.

Outline of the study

My motivation for researching such a varying topic is that social media and public libraries share a number of principal ideas. Both social media and libraries are about openness, accessibility, creating user experiences, reaching out to diverse populations, and being social spaces. In my study, I also found information to be one of the key elements of libraries as well as social media: they are both important for the flow of information in our society and they influence how we deal with information.

The aim of my study was to investigate the interface between public libraries, social media and users, putting the main focus on information activities. I started out with a questionnaire for library users and library professionals in the South-West region of Finland. The questionnaires

were followed up by a content analysis of 25 library Facebook pages.

Interactivity does not occur automatically

I found that the use of social media in Finnish libraries is not something that permeates every aspect of daily library work. Instead, social media is treated as an addition to existing services often managed by a specific staff member or team.

The library professionals' interest and skills are high enough to manage the more technical aspects of social media services, but they report lack of time as the greatest barrier. I found that the professionals are ambivalent towards engaging more interactively with the library users, for example by being active in and leading discussions pertaining to social media.

At the same time, the results clearly show that interactivity does not occur automatically; it requires a conscious effort and the users need encouragement and inspiration to interact with the library on the Web.

Social media services in libraries interested most of the surveyed library users, a



Illustration: Maria Kronqvist-Berg

majority of which were seen social media users in general. However, few knew that these types of services existed and the library users were uncertain as to whether they could actually improve library services.

The library users maintain their traditional perceptions of the library and its services, also in a social media context. They basically want the look and feel of the physical library online as well as offline. Here lies the challenge for the library's social media presence: to remain true to their trusted principles while still developing and allowing library users to discover new aspects of the library.

The role of information activities

Interactivity is shaped by activities, and in my study I was able to recognize and map seven information activities present in the social media and public library context. Four of these activities can be categorized as more traditional: read, seek, inform, and mediate.

The other three are often emphasized in the social media context: communicate,

create, and contribute. The users are more prone to engage in reading, seeking, communicating and contributing. The library professionals are, on the other hand, more engaged in informing, mediating and creating.

This categorization of information activities can aid libraries in (re-)evaluating their presence in different social media services. We can ask ourselves whether we are merely informing in our blog, Twitter feed, Facebook page.

More than likes matter

Is this our purpose when utilizing social media services? What kinds of activities are our users engaging in as a response to our activities? Are there any activities we would like to engage in more or increase the library users' engagement in?

Recognizing your library's information activities brings more value to your work in managing social media services. Success in social media is often measured in numbers: numbers of likes, comments, views, and times shared. It was, however, evident in my content analysis of library

Facebook pages that every post, every activity shapes the libraries' identities – even the ones that did not receive any likes.

Conclusions

Our libraries are continuously changing. Library 2.0 is still present in every little information activity in the social media and library context, but we no longer need this particular concept to put its meaning into action.

Social media is an opportunity for libraries to market themselves, to develop and to interact with users. Each library is still challenged to shape their own strategies, find the right level of priority for social media among all the other provided services, and reach out to their own library users.

Maria Kronqvist-Berg
 PhD, Information Studies
 at Åbo Akademi University
 Library manager, Malax municipality library
 maria.kberg@gmail.com

What do libraries do on Facebook?



Susanne Ahlroth



Photo: Annika Andersson

Library: Mariehamn city library
Respondent: Lise-Lott Ehrnsten
Mariehamn has 11 200 inhabitants and is located on the Åland Islands west of Finland.

Since when has the library had a Facebook profile?

Lise-Lott: "Since 3 February 2009."
Heli: "24 November 2009."

How many people like/follow the page?

Lise-Lott: "1,020."
Heli: "695."

What do you know about them?

Lise-Lott: "Women: 71%; men: 27%. 423 from Åland, 770 from Finland, 186 from Sweden; others from Europe, the US and Indonesia, most are aged between 35 and 54."

Heli: "73 % of the likes have been from women and 25 % from men; we don't know about the rest. The most likes have come from people aged 35-44 and the least from those aged 55 and over as well as those aged 18-24. There are 600 followers who speak the Finnish language. Most of the followers are library patrons, but there are also other people and parties (communities). Our library is also on Instagram and there we clearly have more followers who are younger."



Photo: Jari Mäkinen

Library: Nurmijärvi Library
Respondent: Heli Koivukangas
Nurmijärvi has 41 000 inhabitants and is located in the southern parts of Finland.

How often do you update the page?

Lise-Lott: "Sometimes daily; otherwise weekly."
Heli: "We update our profile at least twice a week, but sometimes daily."

What type of issues do you usually write about on your Facebook profile?

Lise-Lott: "We give advance notice of all activities and anything else that is happening at the library, short anecdotes (e.g. about our oystercatchers that live on the roof), current exhibitions, book tips and other literature-related posts, e.g. about prizes for literature."
Heli: "About the everyday life in the library, collections, exhibitions, events, and from time to time basic announcements and links of interest."

Heli: "About the everyday life in the library, collections, exhibitions, events, and from time to time basic announcements and links of interest."

What distinction do you make between what you write on Facebook and the library's other information and marketing?

Lise-Lott: "We provide more spontaneous information about events and write direct posts when we know what will take place in the library, e.g. about lectures, changes

in opening hours or programme items. We reach our followers more directly."

Heli: "Writing in Facebook is more informal and patrons can comment on updates in the social media in a different way than with other types of communication."

What response do you get to updates?

Lise-Lott: "Very rarely comments; mostly people "like" our posts."

Heli: "Most of the time people react to updates by liking them. We usually get some answers to questions. There is some interaction."

Has Facebook changed library work or customer service?

Lise-Lott: "It is a different way of reaching the people who visit the library, and others. Some get in touch via Facebook, a definite improvement in customer service in terms of information about activities at the library."

Heli: "I think library work has become more interactive. At least I find myself thinking that library work can and certainly should to a greater extent acknowledge patrons in other ways (other than distributing information and material from top to bottom). Patrons should also be asked things to obtain information about what they want and to be able to develop services where possible. Today's library work seems diverse. It's nice that the Facebook visitors have made the library part of their everyday life in the social media as well."

Susanne Ahlroth
Senior Adviser

Regional State Administrative Agencies in Finland

DENMARK



Literature comes to the people. Photo: John Jessen Hansen

LITERATURE COMES TO THE PEOPLE

The Hillerød Library has developed a number of services to promote reading, e.g. workplace libraries, books on bikes and book circles for people with dyslexia. The motto is: if people won't come to literature, literature must come to the people. The projects are part of the national programme *Denmark reads*. The 22 library professionals involved in the various activities aim at personally meeting at least one fifth of all the inhabitants.

Source: Danmarks biblioteker 3/2014

STUDENTS HELPING SCHOOL CHILDREN WITH HOMEWORK ONLINE

Are you interested in – and perhaps already have some experience of – managing volunteers, doing digital homework help at secondary school level or marketing and communication? This is what is expected of the university students working for Homework Online in Aalborg, a service managed by the University Library. The student workers will recruit, instruct and motivate the volunteers helping pupils with their homework in Danish, English, maths, chemistry and physics. They will also work at the call centre themselves, helping out the pupils.

Source: Lektier Online Aalborg website

ALL DANISH RESEARCHERS INTO ORCID

ORCID is an open, non-profit and community-driven international effort to make research, researchers and their activities easier to manage and find. This will also make the work of library professionals easier when datasets, articles, et cetera will be searchable. The Danish Technical University coordinates a project where all Danish universities and university colleges will be registered in the database. The libraries can do most of the work, but a project is underway to develop tools and marketing material to ensure that researchers will take their time to log in and make sure they are registered.

Source: Perspektiv 6 /2014

FINLAND



©Illustration: Moomin characters™

GARDEN PARTY IN HONOUR OF TOVE JANSSON

The beloved Finnish author best known for her Moomin characters, Tove Jansson, has been celebrated with a brand new two euro coin, postage stamps and several new editions of some of her books. Also the Finnish Institute for Children's Literature and Tampere City Library threw a party in her honour. In her book, *The Exploits of Moominpappa*, a playful despot turns 100 and throws a party where all the inhabitants are invited. The festivities include imaginative surprises, a royal raffle and a carousel. Tove's 100-year anniversary party in Tampere was organized in the same spirit with the addition of book talks and book lending, music and crafts.

Sources: Finnish Institute for Children's Literature website & Libraries.fi

IDEA NUGGETS ENCOURAGE NEW SERVICE FORMS IN HELSINKI

Helsinki City Library organised a competition where suggestions from both library staff and users were welcomed. Out of the 82 entries received ten ideas were shortlisted and 10 000 euros has been reserved for the three winning ideas to share. The first prize went to Taitopiiri, the Skills club, combining peer and life-

long learning with the contents the library has to offer. The *Sharing the Stories* roadshow aims at strengthening a positive local identity through the gathering and recording of stories from different neighbourhoods. The BioHackLab targets a new audience interested in the natural sciences by introducing and providing a biology hacklab, a 'science kitchen' for the users.

Source: Central Library website

ACADEMIC LIBRARY IN SUPPORT OF THE ELDERLY

The elderly are not a usual target group in a university of applied sciences setting. The Karelia University of Applied Sciences library is an exception. As knowledge and skills in caring for the elderly is one of the focus points in the strategy of the organisation, the library wants to be an active partner in reaching the goal. The students of social and health services

have organised themed events in the library premises for senior citizens in the nearby neighbourhoods, in cooperation with local associations and other partners.

The welfare corner brings students, service providers and senior citizens together while making the services and collections of the library visible at the same time. Apart from dancing and remembrances, the public could e.g. have their blood pressure or cholesterol levels checked or learn how to use the health-care online services. The library has put together book displays on dementia, human relations, health care services and quality of life, and of course, coffee has been served. Walking and balance tests, exercise and relaxation sessions and beauty treatments was also on offer.

Even though the welfare corner was a temporary fixture in the library, it showed how academic libraries can offer a learning environment for mature users, all the while supporting the overall strategy of the organisation.

Source: Web journal Kreodi

LIBRARY PREMISES IN TRANSITION

While shopping mall libraries are on the increase, the more traditional library buildings are also being renovated and opening hours multiplied by opening the premises for self-service. Libraries in multipurpose centres housing e.g. schools and sports facilities are becoming more common.

Two of these trends have recently been manifested in Oulu where the Kastelli library serves both as a neighbourhood and a school library. The latest self-service library was opened during the summer.

One of the most popular libraries in Helsinki, Töölö public library, closed its

doors for extensive and much-needed renovation, and will open again in April 2016. The air conditioning, lighting and number of power inlets will be improved and increased and the old outside terraces will be opened for the public again. The residents in the area will not be completely without library services, though. A temporary mini library will serve them at the nearby Korjaamo Culture Factory where also a mobile library will stop each week.

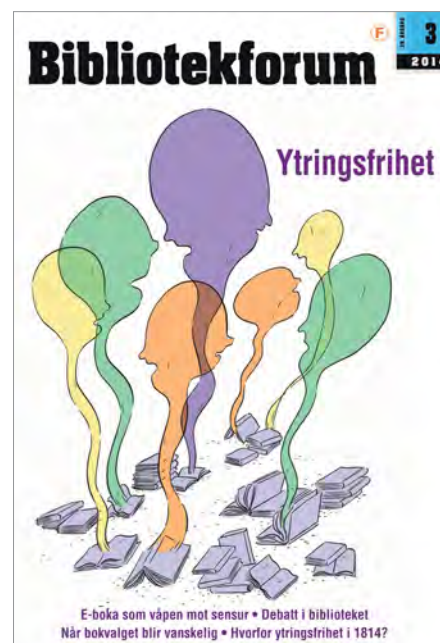
The first shopping centre library opened in Tampere in May, and in addition to the shopping opportunities the centre houses social and health services. The library premises are accessible for people with reduced mobility, and the big windows let in a lot of light. The library will focus especially on families, children and young people but will also cater for the elderly. The users have access to rooms for music and games, a piano and quiet working facilities.

Source: Libraries.fi, HelMet Libraries website, Tampere City Library website



Photo: Justin Ott/Flickr CC

NORWAY



OVER TO YOU, LIBRARY USERS!

Almost every library in the country subscribes to the Norwegian library journal, *Bibliotekforum*. The theme for the last issue of 2014 will be children and youth libraries. Now this membership journal of the Library Association with a circulation of 3 500 invites the target group, school children, to design the cover of the themed issue which "is about how we can create the best possible library for you". I can't wait to see the end result at the end of the year!

Source: Norsk bibliotekforening website

BIO THURSDAYS

On the last Thursday of the month, researchers in the field of biology at the University of Oslo will talk about their own research and the latest developments in their field at the Science Library of the University.

This autumn the audience will hear about how sparrows adapt to city life, how Darwin's theory of evolution is

challenged by contemporary genomics and what regulates the fading in plants, amongst other topics, diverse and popular. The level of the talks is adjusted for teachers in science and biology but the talks are open for all.

Source: *University of Oslo Library website*

LIBRARIES OPEN FOR DEBATE

Sande Library is one of many developing libraries into debating arenas in Norway.

The discussions will take 1 to 1.5 hours with a positive perspective on themes and titles such as Global thinking - local action (on climate change), Life perspectives, Conversations with the Mayor or Everyday philosophy.

The conversations will, of course, be moderated and conducted in a respectful atmosphere.

Source: *The National Library*

SWEDEN

READING DOGS, THE PATIENT LISTENERS

The ever so popular reading dogs will soon help and encourage children to read also in Sweden. The first certified Reading Education Assistance Dog, Cocos, is already hard at work in Ulricehamn and Falköping. The reasoning behind reading dogs in libraries is, of course, the same everywhere: dogs do not care how you look, they are not judgemental and they reinforce the little readers' self-esteem and make reading fun.

Source: *Framsida*

READING SUPPORT AND COFFEE BREAK IN ONE

Students with disabilities are entitled to borrow adapted course literature in Sweden. Any student needing reading support is well taken care of at universities. E.g. Gothenburg University Library invites their students to meet the library staff and get tips about talking books or downloading apps. The drop-ins are organised at the beginning of term so that new students will be informed in time. Plus, you get a cup of coffee while hearing about the services.

Source: *Gothenburg University Library*

BOOKS, CROSSWORDS AND YOUR DAILY BREAD

While more and more branches are being shut down, Lidhult public library moved in with the local supermarket, ICA, and multiplied their weekly opening hours from 12 to 66 in the process. Thanks to a unique partnership between the municipality and the food store, lending figures have also increased and the library serving the 900 inhabitants of Lidhult has become a popular meeting place.

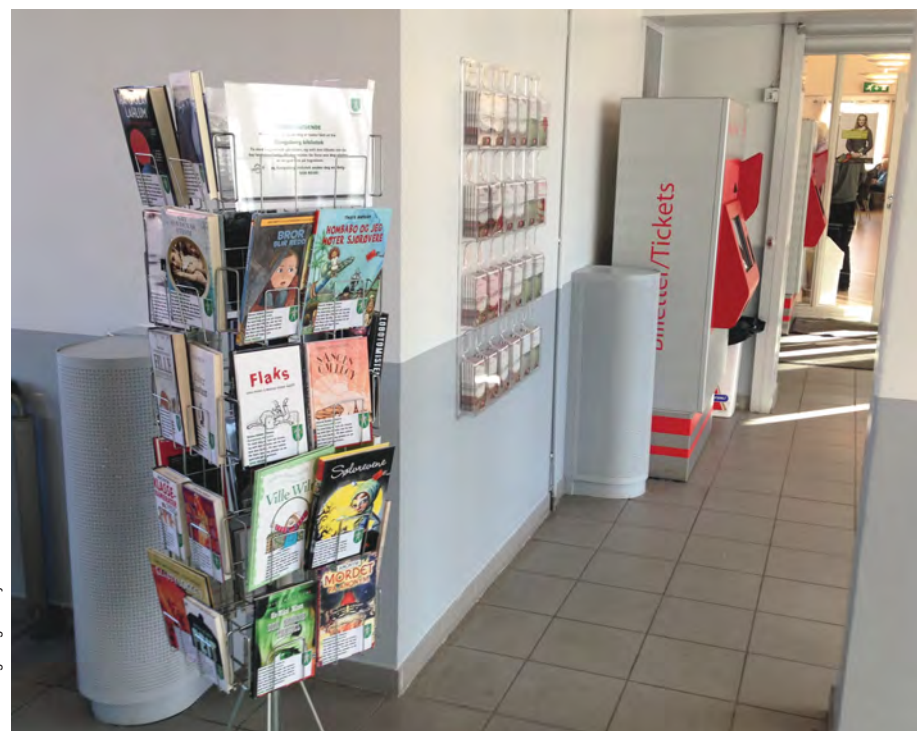


Photo: Kongsberg Library

HAVE BOOK, (BOOK) WILL TRAVEL

The Kongsberg Library has placed a book shelf at the local railway station. This in itself is not unheard of; there are book-crossing collections at stations and airports with material you can take with you without having to worry about returning

them. The Kongsberg books are clearly marked with the library's name but the loans are not registered in any way. The idea is that other libraries along the railway would follow suit and the books could circulate from station to station.

Source: *Bibliotekforum 3/2014*



Päivi Jokitalo
Freelance Library Specialist
pjokitalo@gmail.com

It is the inhabitants who made it clear they wanted to have a library close-by, not at the school building further away. The users have also chosen the newspapers and magazines subscribed and had their say on the interior and furnishings. With a bunch of new registered library users and an increase in sales for the store, everybody is happy. The library organises a monthly crossword and knitting café and a group meet every Saturday morning to solve the popular music crossword puzzle *Melodikryset* from Swedish Radio.

Source: *Biblioteksbladet* 5/2014



Photo: Henrik Löwenham, Leanderfotoграф

LIBRARY USER: YOU'VE GOT THE POWER!

The Swedish Almedalen Week was organized for the 46th time this year. It is a national event where anyone interested in social issues is welcome. The parliamentary parties are the main organisers while the municipality of Gotland hosts the week. The Swedish Library Association was one of the co-organisers staging panel discussions on information literacy and democracy, presenting publications,

putting libraries on the agenda at the local library.

As this is the year of a general election in Sweden, the Association has also put together a guide on the parties' views on libraries. "The library is yours. But it is the Parliament who decides whether the libraries are able to guarantee free access to information and culture also in the future. That is why the library is also a political issue."

Source: *Svensk biblioteksörening*



Photo: Hyllebiblioteken

KEEP UP WITH DEVELOPMENTS IN THE NORDIC LIBRARIES IN SCANDINAVIAN LIBRARY QUARTERLY. WWW.SLQ.NU

Scandinavian Library Quarterly
Volume 47, no. 3, 2014
SLQ
National Library of Sweden
PO Box 24124
SE-104 51 Stockholm
Sweden

Scandinavian Library Quarterly
(SLQ) is published by the
Nordic Library Authorities

Legally responsible publisher:
Gunilla Herdenberg
National Librarian of Sweden

Editor-in-chief
Annika Hjerpe
annika.hjerpe@kb.se
National Library of Sweden

Co-editors in Denmark,
Finland and Norway:

Gitte Smed
gsm@kulturstyrelsen.dk
Danish Agency for Culture

Leena Jansson
leena.jansson@helsinki.fi
National Library of Finland

Susanne Ahlroth
susanne.ahlroth@avi.fi
Regional State
Administration Agencies
Finland

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

Layout: Staehr Grafisk
Staehr@staehrgrafisk.dk
Print: C.S.Grafisk A/S

ISSN 2001-2268
Electronic ISSN: 1604-4843

SLQ has readers in more than 50 countries!

**SLQ is read by public and research library staff
and a broad number of library connections in public
and private management**

**www.slq.nu has approximately 2,000 unique
visitors every month**

SLQ is published by the Nordic Library Authorities

GET CONNECTED!

**Go to www.slq.nu and get your free subscription on
print or subscribe to our electronic newsletter**

**SLQ has a Facebook page where you can like us
and comment our articles:**

<https://www.facebook.com/ScandinavianLibraryQuarterly>

**Keep up with developments in Scandinavian Public
and Research libraries at Scandinavian Library Quarterly**

Scandinavian Library Quarterly
www.slq.nu