



## Project LibDat

# LIBDAT: TOWARDS A MORE ADVANCED LOANING AND READING CULTURE AND ITS INFORMATION SERVICE

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### Consortium partners:

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### Research tasks:

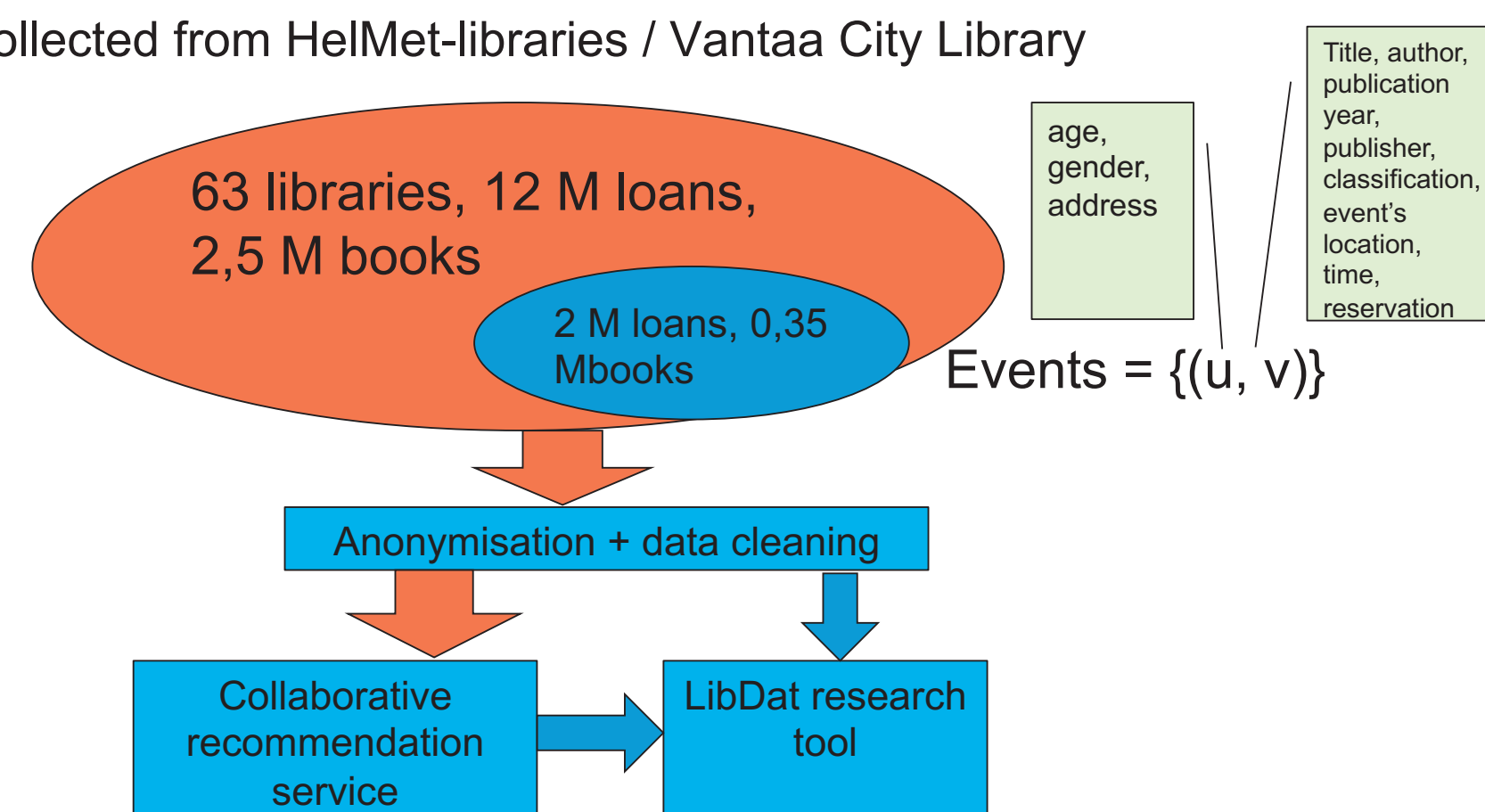
(1) What kind of picture of the current Finnish reading culture does the library loan data mediate?

(2) In what way can information services in Finnish public libraries be developed?

(3) Developing tools and methods of scholarly analysis of the loan data

### Data source: Library Loan Data

- Collected from HelMet-libraries / Vantaa City Library



### Results so far:

(1) Digital data and methods offer a significant, new resource for studying reading culture from a wider perspective: the library loan data is daily, big, and objective, unlike e.g. interviews or queries used before. New data and methods reveal the radical change in reading culture in Finland today. It is currently fragmented, the "classics", i. e. the canonized works of Finnish literature no longer attract library users, 76% of fiction loans are made by women, young people favor Angloamerican YA-fiction, while women favor new Finnish (often entertaining) fiction.

(2) Deeper understanding of borrowing patterns has improved the process of acquisitions and marketing, and thus improved lending significantly, unlike elsewhere in Finland.

(3) The project has enabled usage and implementation of a token-based *collaborative recommendation method* in Helmet-libraries. The method creates privacy-protecting abstractions for users and items by exchanging and collecting randomly generated N-bit values in user-item transactions. By means of *co-occurrence analysis* of the loan data, we have been able to investigate social structures and identify local and global patterns. We have also developed a tool (based on the latent factors generated from the data) that helps readers to explore new books, and detected *transition books* that are likely to affect transition from children's to adult literature.