

Readers' Advisory as a Transformative Act

Duncan Smith, Vice President NoveList/EBSCO Publishing

RA in a Day · Ontario Library Association · Toronto · October 21, 2011

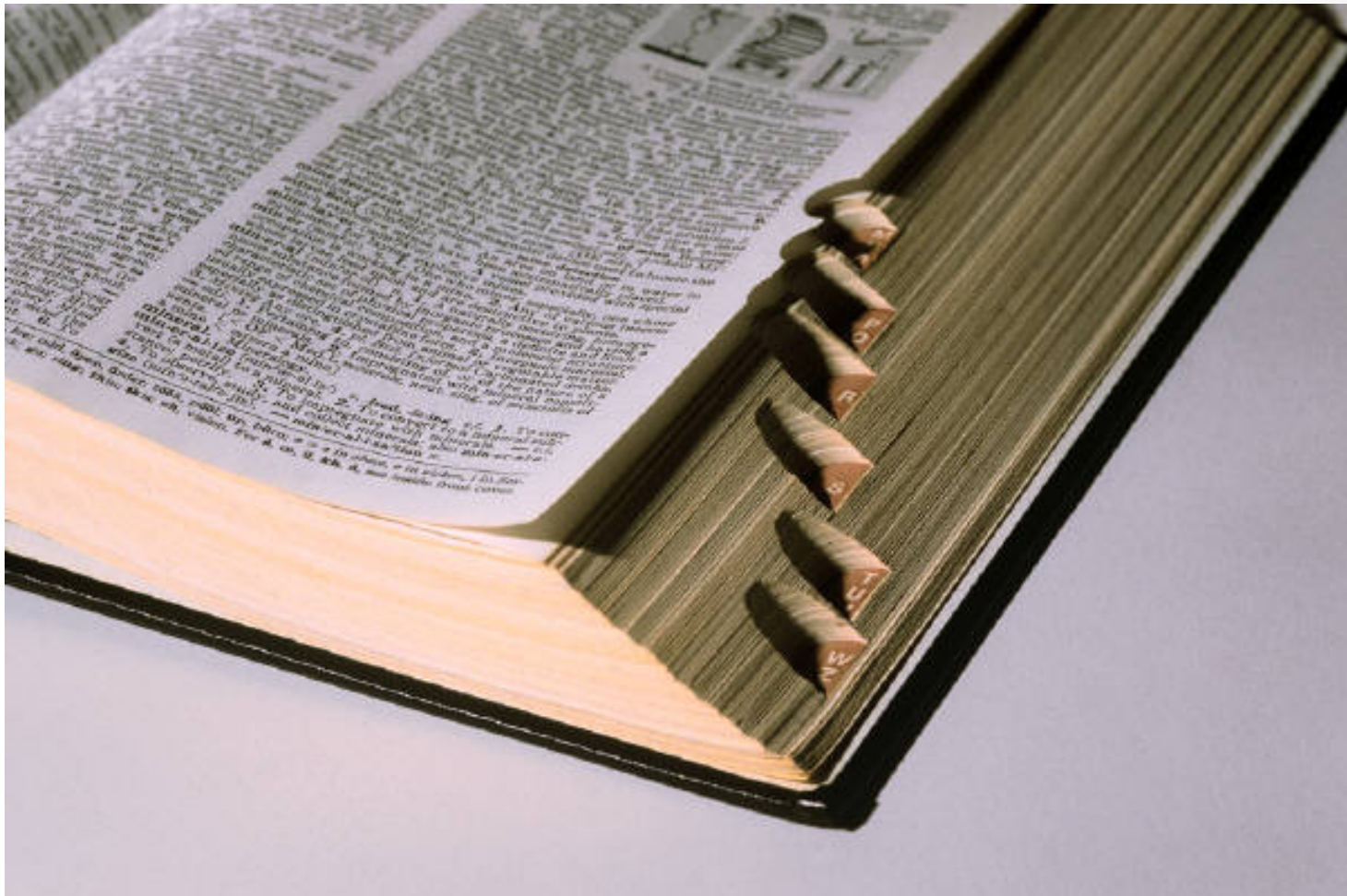
Outline

- Define: What is Readers' Advisory?
- Discuss: Where Are Readers?
- Create: A Framework for Social RA Strategy
- Identify: Libraries' Unique Position

read · ers' ad · vi · so · ry

[ree-derz ad-vahy-zuh-ree]

1. A service that helps you tackle life with a book in hand



Why Reader's Advisory?

- University
- Gap year
- Career change
- Divorce
- Bereavement
- Illness
- Meaning of life
- Relationships
- Life



**Better understood
with the solace,
wisdom and
insight of a novel**

Role of a Readers' Advisor



- Reading history
- Likes & dislikes
- Passions & peeves
- What makes you tick?
- Dramas
- What's on your mind?

- Reflection
- Resolution
- Relaxation

Source?

Ella Berthoud

Bibliotherapy



What

Close +

Bibliotherapy is a service that helps you to tackle life's ups and downs with a book in hand.

Whether you are about to go to University, on a Gap year, or are considering a change of career; going through a divorce, experiencing bereavement, or coping with a sick relative; wondering what life is for, looking for Mr Right, or learning to live on your own, all of what life throws at you will be better understood and grappled with the solace, wisdom and insight of a novel.

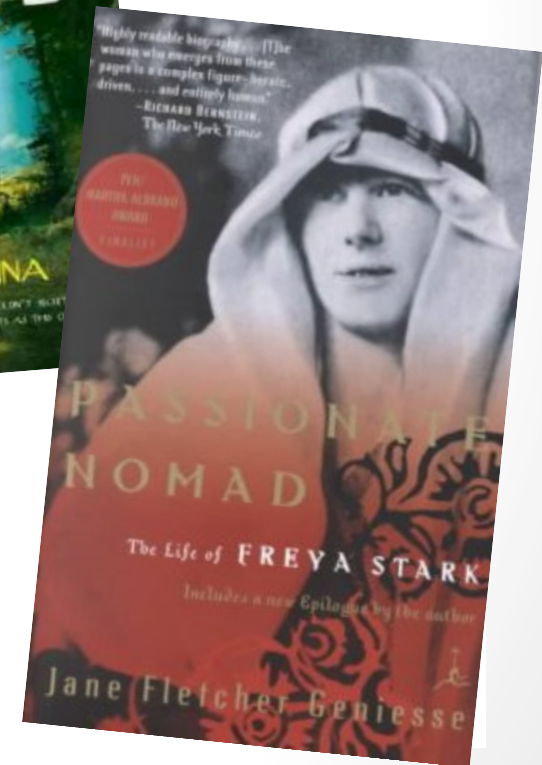
As a bibliotherapist, I find out about your reading history, likes and dislikes, passions and pet hates. I also discover what is making you tick at the moment, if there are any major dramas happening in your life, and if there are things on your mind. I then suggest the perfect collection of books that will be ideal for you to read over the next few months, in order to help you reflect on your life, and overcome its problems.

If you want to find out more or book a consultation contact me by email, by phone or through the School of Life.

ella@ellaberthoud.com

07801 160820 

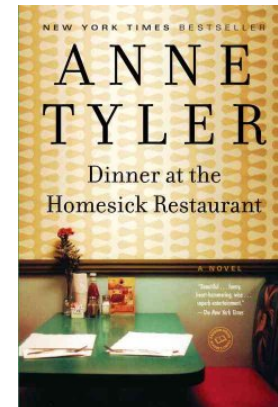
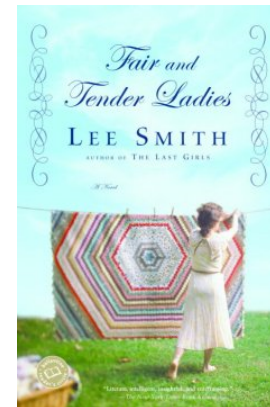
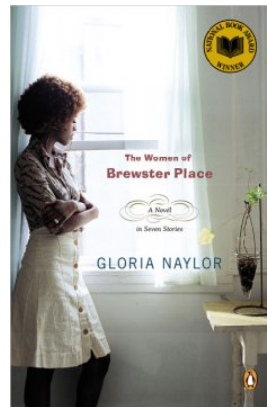
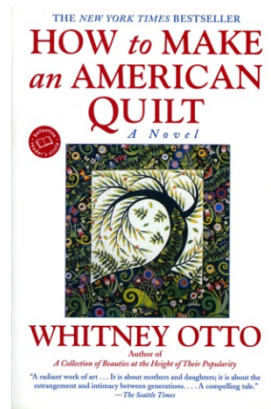
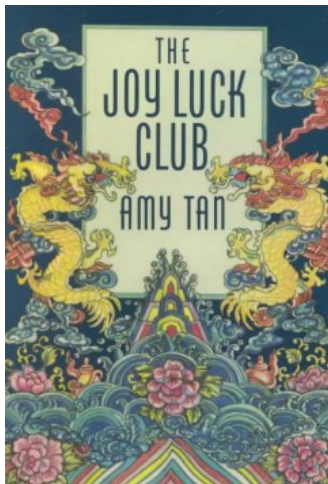
The Back Story...



RA: Nature of *THE WORK*

1. Help readers understand what they like.
2. Assist them in finding more of what they like.
3. Deepen their appreciation of their reading.
4. Support them in sharing their reading with others.

Help readers understand what they like



STORIES ABOUT WOMEN

Assist readers in finding more of what they like

Oxford County Library

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Branches & HQ

Databases & Links

kids.ocl.net

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Genealogy

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through
CanadaHelps.org

Oxford County
growing stronger...together

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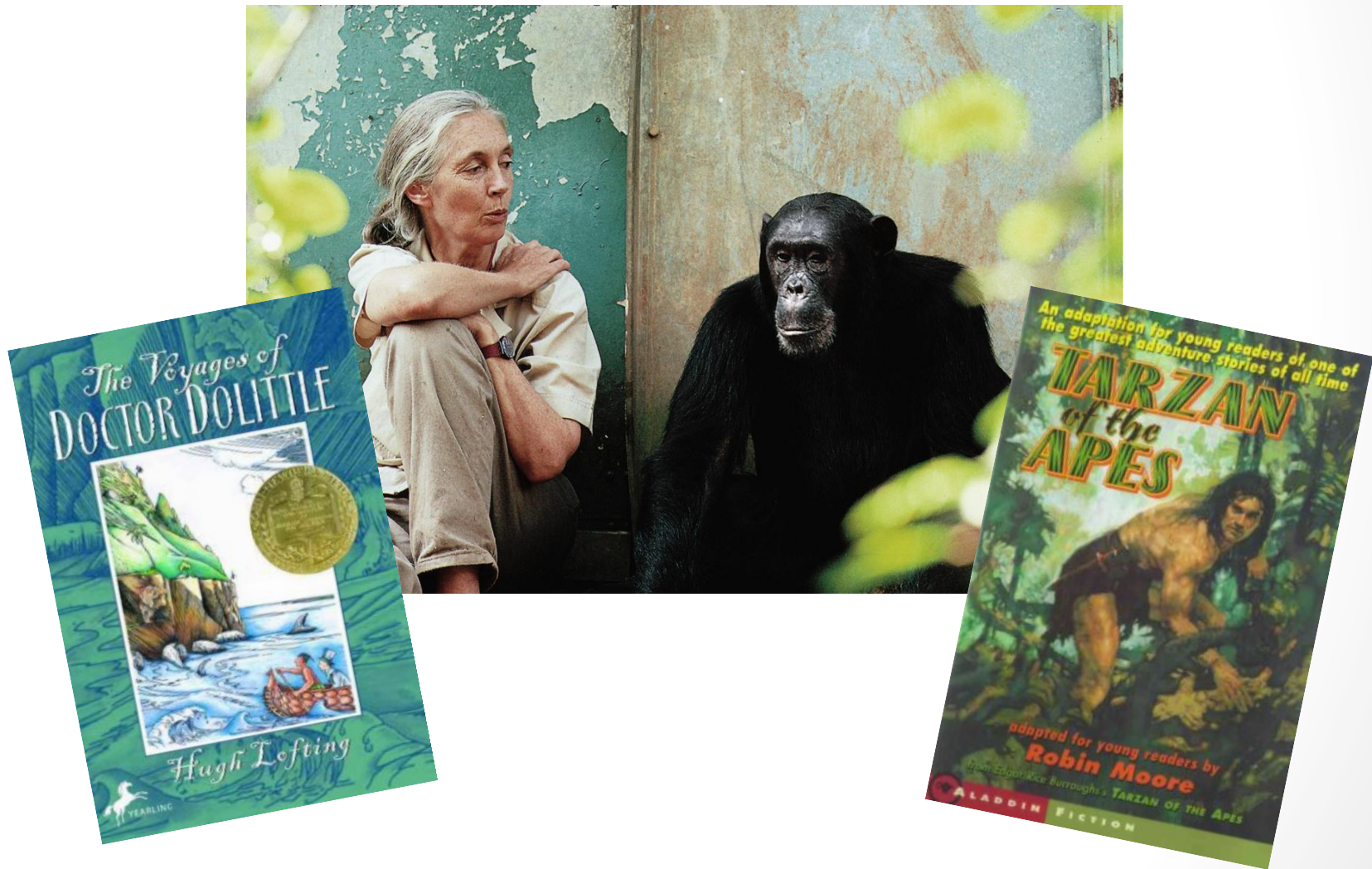
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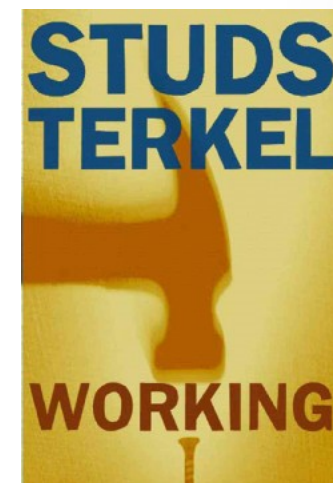
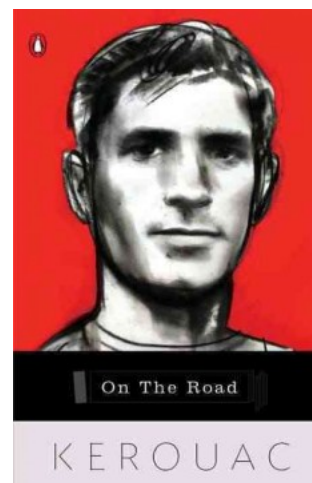
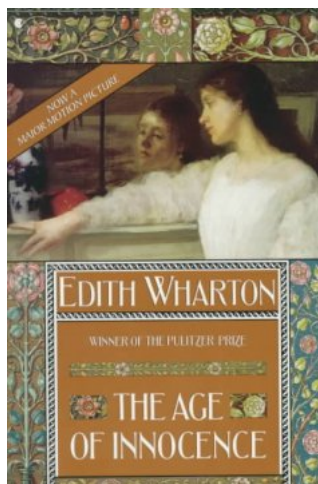
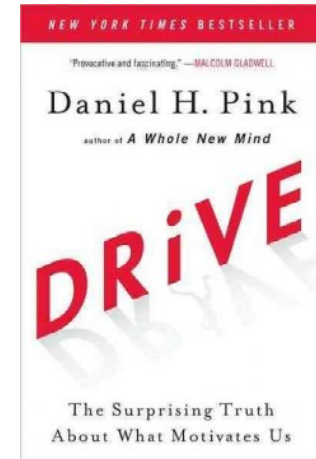
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Deepen readers' appreciation of reading



Deepen readers' appreciation of reading



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BLOGGING FOR A GOOD BOOK

A suggestion a day from the Williamsburg Regional Library

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« [Human.4](#), by Mike A. Lancaster [The Goddess Test](#), by Aimée Carter »

Hourglass, by Myra McEntire
September 29, 2011 by [Jennifer D.](#)




Emerson can see dead people. Or, to be more precise, she can see people from the past. Sometimes they are easy to identify—the Scarlett O'Hara wannabe in the hoop skirt was easy to peg—but others look just like the living. It's not until she brushes against them, or tries to interact with them, that she realizes they aren't really there. It has become especially problematic now that more and more of the past is bleeding into her present. Where she would once see only individuals, now objects and entire scenes from the past are visible. Emerson's visions began just before the tragic death of her parents, and now her brother and legal guardian Thomas is determined to find Emerson some help. She's tried shamans,



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The Cat's Table

Ondaatje, Michael (Book - 2011)

Find it at OPL


Total Copies: 59




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atje's best books. Entertaining in the way he can
ll as go back and forth within a lifetime. I did not want it

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laatje's novels do not rank among my favourites; I found
atic, "Anil's Ghost" tedious and "In The Skin of a Lion"
when a Canadian literary icon releases a new and

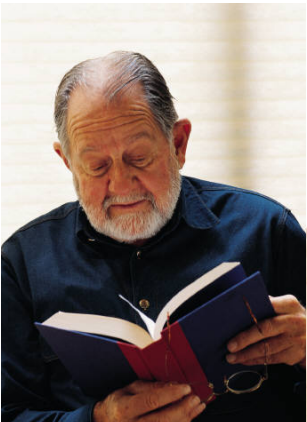
▼ [More reviews](#) Sep 20, 2011  [Insert Link](#)

Ondaatje's *The Cat's Table* tells of a journey both physical and temporal, one that follows the rhythm of a trip controlled by others, a child's trip. Such adventures, in my own experience too, began with great anticipation followed by the inevitable and humdrum reality that was trapped in the time and space of those who drove the car and chose its destinations. Such is the fate of eleven year old Michael on a sea voyage from his native Ceylon to England. As a child travelling alone on an ocean liner in the early 1950's, he is forced to create his own sense of power from within, find his own outlets for creativity and movement in the lives of those around him. That would have made for interesting reading, and that alone keeps things chugging along until finally (when the ominous word "memoir" was starting to become distracting) a very skillful author begins weaving the lives of those humble passengers assigned to dine at the 7th seating, a cat's table of rejects and misfits, into a compelling drama that leaps beyond the voyage into the adult Michael's quest for synergy and closure. To say more would spoil too much. This is a book to savour. Reader, be patient. The simple will become complex. The mundane will become thrilling. The ordinary will stimulate the taste buds of the brain. The magic of fiction.

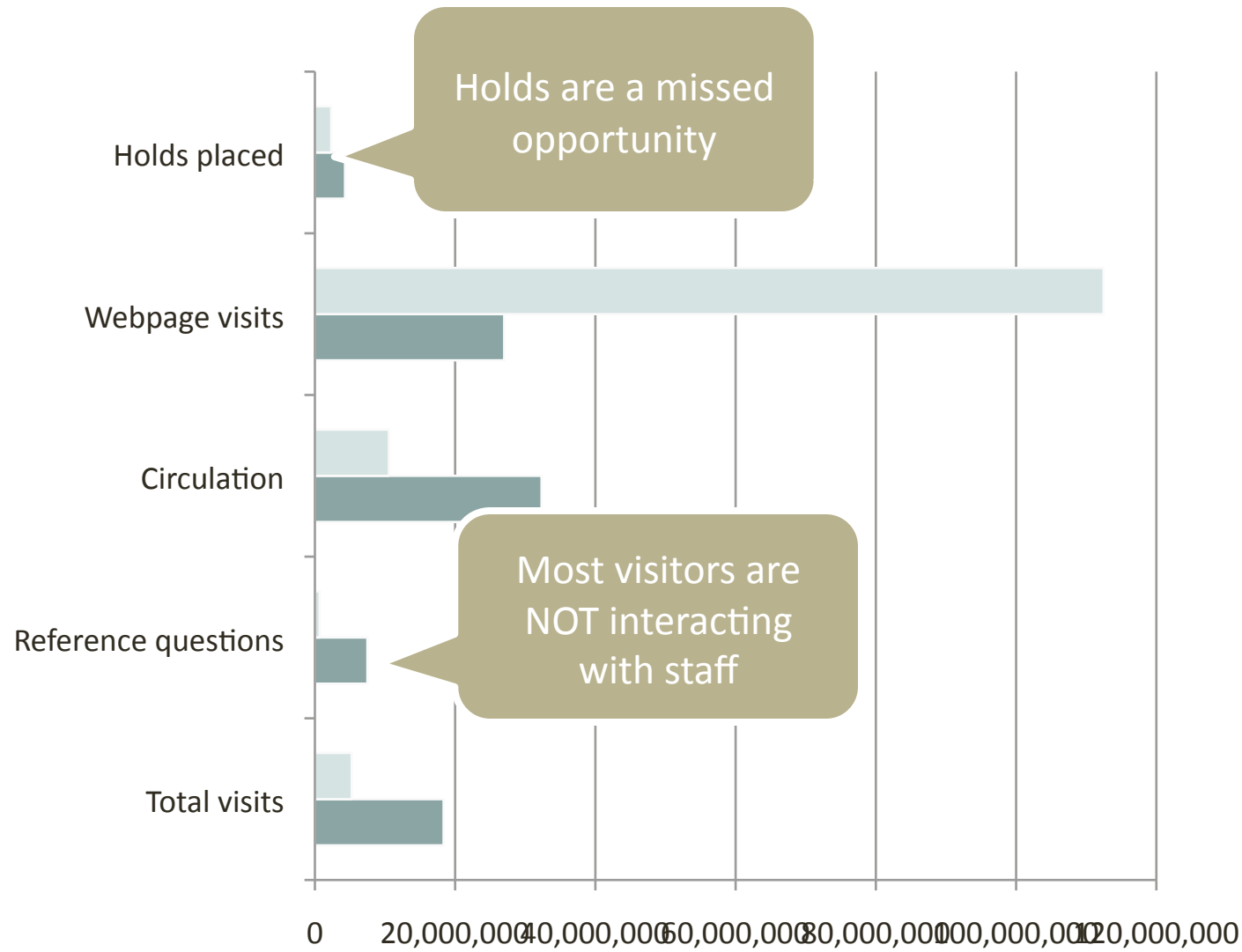
RA Product: Relationships

- Between books
- Between readers and books
- Between readers
- Between readers, books and us

One Essential: Readers



Where are your readers?



■ Ottawa
■ Toronto Public

Types of Relationships

“

Can you tell me if Guy Kay has a new book coming out?

”

REACTIVE ☐ Check resources & provide the answer

INVITATIONAL ☐ Ask about other books he has read and enjoyed

SUGGESTIVE ☐ Suggest some other titles he might like

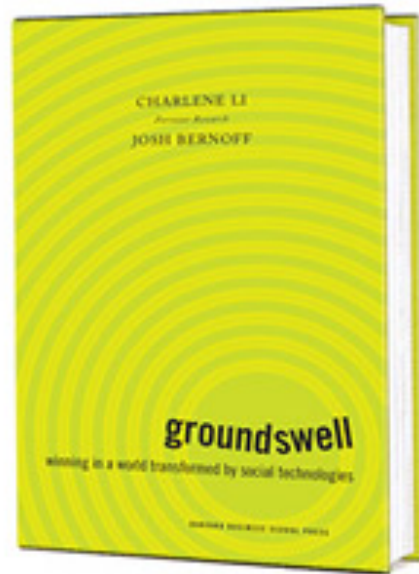
ENLIGHTENING ☐ Show the resources you used (or other resources)

ANTICIPATORY ☐ Suggest he sign up for your fantasy e-newsletter

CONTRIBUTORY ☐ Encourage him to rate or review in the catalog

PARTICIPATORY ☐ Ask if he is interested in a fantasy book club

Relationships, not technology



A Virtual Shift

- Participation
- Relationships
- Location, location, location
- Technology

Social Ladder

Creators 24%
Conversationalists 33%
Critics 37%
Collectors 20%
Joiners 59%
Spectators 70%
Inactives 17%



Source: Forrester Research, Inc.

4 Places to Build Social Capital

1. In your catalog
2. On your websites
3. Through the blogosphere
4. Through social networks

Similar Titles from NoveList



Shutter Island, Dennis Lehane,
Illusion and mental illness

feature prominently in both of these suspenseful, creepy, and disturbing novels. -- Victoria Caplinger



The Dark Room, Minette Walters,
As the amnesia patient

The Dark Room Before I Go To struggle to regain their memory, to discover, with the help of a doctor, their lives are no more dangerous than disturbing than appear. -- Rebecca Sigmon

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Similar Authors from NoveList

Lackberg, Camilla, 1974-

Readers who enjoy Psychological suspense stories books for adults about Women authors may also enjoy books by this author.

Leigh, Danny, 1972-

These two authors write books of Psychological suspense stories for adults in which Women authors are the main topic.

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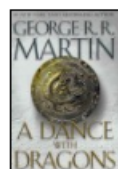
New York Times Hardcover Fiction Bestsellers August 7, 2011

1. *A Dance with Dragons* - by George R. R. Martin

Publisher: Bantam Books
Pub Date: 07/12/2011
ISBN-13: 9780553801477
ISBN-10: 0553801473

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After a colossal battle, the Seven Kingdoms face new threats; Book 5 of A Song of Ice and Fire.

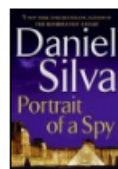
[First Chapter](#)

2. *Portrait of a Spy* - by Daniel Silva

Publisher: Harper
Pub Date: 07/19/2011
ISBN-13: 9780062072184
ISBN-10: 0062072188

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To stop a network of death, an international operative must reach into his violent past.

3. *Happy Birthday: A Novel* - by Danielle Steel

Publisher: Delacorte Press
Pub Date: 07/19/2011
ISBN-13: 9780385340304
ISBN-10: 0385340303

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A woman, her daughter, and a former football player arrive at their own crucial turning points on the same day.

Social Ladder

Creators 24%

Conversationalists 33%

Critics 37%

Collectors 20%

Joiners 59%

Spectators 70%

Inactives 17%



Source: Forrester Research, Inc.

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Publisher: Toronto : - HarperCollins

Pages: 360

Edition: 1st Canadian ed

ISBN: 9781443404068, 9780062060556

Language: English

Statement of Responsibility: S.J. Watson

Physical Description: 360 p. ; 23 cm.

MARC Display»

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- › Life Change Events — Fiction.
- › Memory Disorders — Fiction.
- › Women Authors — Fiction.
- › Psychological Fiction.

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Tags

- › amnesia
- › british mystery
- › dark
- › fear
- › fiction

More»

he/she were amnesic as well, but I felt like over 100 pages contained the exact same information and descriptions. I don't know why this book is getting such great reviews.

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Source: Forrester Research, Inc.

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Voice & Influences
Oct 15 | Dawn

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Who's Reading What: Hooded Fang

September 29, 2011 | [Book Buzz](#) | [Comments \(0\)](#)

On October 1 at 2 pm, Toronto band Hooded Fang will be performing at Sanderson Library as part of our **Make Some Noise** concert series. Each member of the band was kind enough to compile a list of their favourite books for us. In fact they offered so many great suggestions that it won't all fit into one blog post. Part two of the Hooded Fang Reading List will be posted tomorrow.

Daniel Lee recommends:

- [Please Kill Me: the Uncensored Oral History of Punk](#) by Legs McNeil and Gillian McCain
- [Junky](#) by William S. Burroughs
- [Subway Art](#) by Martha Cooper and Henry Chalfant



Nicholas Hune-Brown recommends:


- [Moneyball: the Art of Winning an Unfair Game](#) by Michael Lewis
- [The Orchid Thief](#) by Susan Orlean
- [The White Album](#) by Joan Didion
- [Lost City of Z: a Tale of Deadly Obsession in the Amazon](#) by David Grann
 - [Large Print](#)
 - [Audiobook](#)
 - [eAudiobook](#)
 - [eBook](#)
 - [Talking Book](#) (restricted to Print Disabled patrons)

Dane Halley recommends:

- [The Watchmen](#) by Alan Moore
- [The Last of the Mohicans](#) by James Fenimore Cooper
 - [Large Print](#)

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Welcome to The Buzz...About Books -- the official blog of Book Buzz, Toronto Public Library's online book club.

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Social Ladder

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Source: Forrester Research, Inc.

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READ IT

Illegal: A Novel of Suspense
By: *Paul Levine*

Edgar-nominated author Paul Levine, acclaimed for his crackling courtroom scenes, delivers an adrenaline-laced, no-holds-barred thriller--as a disgraced lawyer travels the twisted border between justice and revenge.



Dave, Main Library

RESERVE IT


MORE GREAT READS

GREAT READS NEWSLETTERS

Issue 4

Election Day Is Nov. 2 and Early Voting Starts Sept. 28

Oct. 16, 2011 | [location](#)

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Columbus Metropolitan Library has a local levy on the ballot this fall because our current levy expires. A new levy on the ballot the library will lose more than half its budget. At the same time, library use state funding has been cut dramatically.

Blog

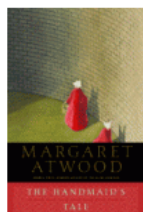
Great Reads

More Library Blogs

October 07, 2011



[When She Woke](#) by Hillary Jordan. In a frightening alternate America, Hannah Payne is chromed (her skin turned bright red) as punishment for an illegal abortion. When she's released back into society, she faces public hatred and abuse. Slowly her back story is revealed and we learn how this rebellious daughter of an evangelical family got pregnant and chose to protect both her lover and the abortionist. Hannah discovers she can trust no one. How will she survive in a totally hostile society?



Raising questions about the separation of church and state, [When She Woke](#) is a fast-paced dystopian thriller and survival tale. A decidedly feminist viewpoint brings to mind Margaret Atwood's [The Handmaid's Tale](#) and P. D. James' [Children of Men](#). The details of a country that has politicized faith, the sympathetic main character, and the riveting suspense are the key appeal factors in a story that would definitely spark discussion.

I agree with Melinda Power of the Capitola Book Cafe who wrote, "thought-provoking, heart-wrenching, compelling and unsettling . . ."

Posted by Kathy on Fri, 10/07/2011 - 09:29

from: [Great Reads](#)

[Kathy's blog](#)




Tags: [abortion](#) [dystopian](#) [Hillary Jordan](#) [When She Woke](#)



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worked at Columbus
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pent the last 10 years...



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or 23 years. I'm a...



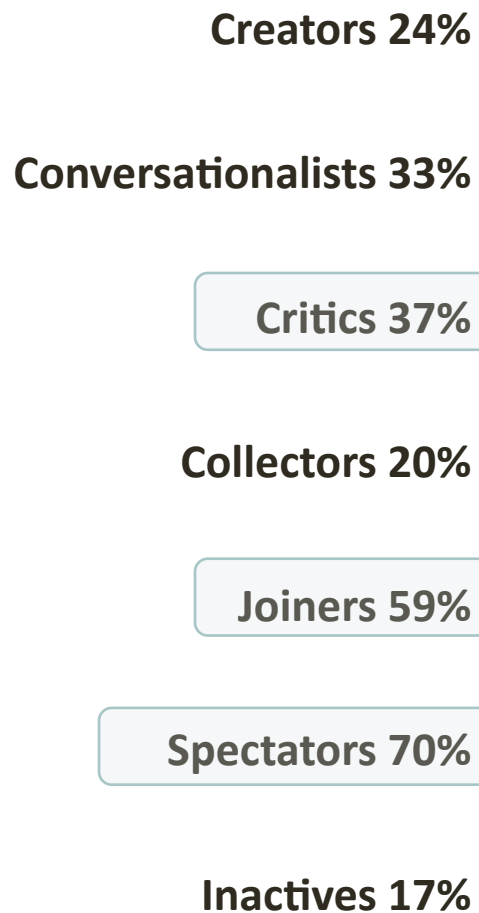
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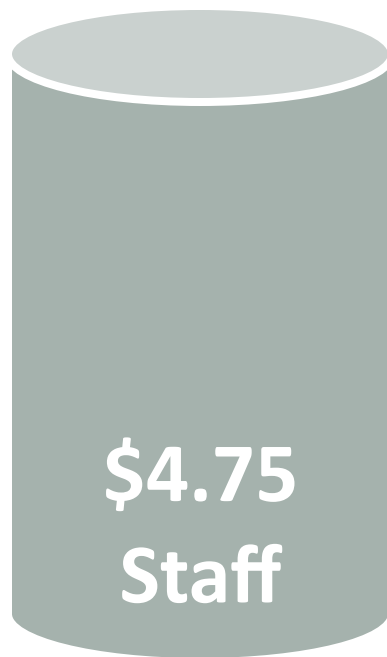


Social Ladder



Source: Forrester Research, Inc.

Importance of Staff



Social Networks

- Library as a social network
- Outreach to social networks



Reading Recommendations in Goodreads

Author/title	Appeal terms	Title suggested	Authors suggested
Swan Song/ Robert McCammon	111	14	3
Moonstone/ Wilkie Collins	142	5	5
The Name of the Rose/ Umberto Eco	158	14	12
Stardust/ Neil Gaiman	162	10	16
Camp Hell/ Jordan Castillo Price	89	7	4

Goodreads Users Like Libraries

Message 39: by [Scurry](#)

[Sep 12, 2011 02:28pm](#)

No for 5 reasons. 1 - there's a beautiful library near my house, 2 - I cannot yet afford an eReader, 3- I don't want to pay more if it takes me a while to read a book, 4 - I like reading, not Netflix (yes, it was just an example but I don't really like the comparison, 5 - I like to own my book so I can share them.

30% get most of their books at the library


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goodreads

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category Organizations -> Libraries

tags book-discussion-group, bookclubs, books-and-literature, and library

location Topeka, KS

website <http://www.tscpl.org>

group type This is a public group. Anyone can join and invite others to join. This group meets in real life.


rules We want to hear from you! That's wha...[more](#)

search discussion posts


search

Moderators


tools & guidelines




Topeka & Shawnee Co.
0 books



Kelli
384 books




Megan
442 books

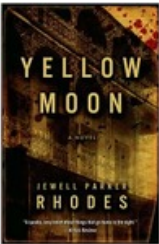


Charity
1 book

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The Wings of the Dove
by Henry James, Amy Bloom
(Introduction)
Start date
September 12, 2011
Finish date
October 10, 2011
Discussion
Literature with Lunch
Discussion leader
Lissa
Why we're reading this
This classic dramatizes the conflict between 19th century values and 20th century passions. We'll



Yellow Moon: A Novel
by Jewell Parker Rhodes
Start date
September 21, 2011
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October 19, 2011
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Goodreads in the Library Catalog

ISBN 9780385671712



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NoveList Results


Reader Ratings and Reviews

Goodreads is the largest social network for readers. Members provide ratings and reviews of books to express their personal opinions and to help others determine if they would enjoy a book. Goodreads respects the right of individuals to express themselves, but does not tolerate abusive behavior.


Reader Rating: ★★★★★ (1616 reviews)

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Similar Titles from NoveList



Nights at the circus,
Carter, Angela
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Although The Night Circus is darker in tone than Nights at the Circus, both novels feature unconventional stories, a cast of eccentric characters, and romance, all taking place in a circus at the turn of the century. -- Victoria Caplinger



Jonathan Strange & Mr. Norrell,
Clarke, Susanna
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Magical rivalries are at the heart of these unconventional Fantasy novels, which play out over decades and against elaborate, atmospheric 19th-century backdrops. Their initially relaxed pacing gains momentum as the various narrative threads dramatically converge. -- Gillian Space



Something wicked this way comes,
Bradbury, Ray
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Lovers of dark fantasy who can't resist a good circus may enjoy these novels. Creepy, old-fashioned carnivals set the stage for what becomes a larger-than-life battle of good vs. evil. -- Victoria Caplinger

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The night circus : a novel / Erin Morgenstern

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The night circus [compact disc] : a novel / by Erin ...

The night circus : a novel / Erin Morgenstern.

3 Ways Librarians Add Value

1. Professional stance
2. Focus on the reader
3. Reflective practice

Professional Stance

Reading this book was an exercise in will power. I don't think I would have continued had I not picked up and abandoned about 10 books in the past two months. I think I had to prove to myself that I have not completely lost my attention span. I've never been able to get through The Ambassadors but thoroughly enjoyed Portrait of a Lady. Wings is somewhere between the two. The same clunky prose of Ambassadors, but a more developed plot like Portrait. This is not a book I will ever revisit.

Raising questions about the separation of church and state, When She Woke is a **fast-paced dystopian thriller** and survival tale. A decidedly feminist viewpoint brings to mind Margaret Atwood's The Handmaids Tale and P. D. James' Children of Men. The details of a country that has politicized faith, the **sympathetic main character**, and the **riveting suspense** are the key appeal factors in a story that would definitely spark discussion.

Focus on the reader



Books are our
brand...but not
our business

Reflective practice

- Examine relationships between books, readers, and libraries
- Develop language to connect
 - Example: Appeal

What Does Appeal Add?



Subjects

Ocean travel
Eleven-year-old boys
Passenger ships
Boys—Friendship
Childhood
Growing up
The Fifties (20th century)

Genres

Coming-of-age stories
Literary fiction
Canadian fiction

Storyline

character-driven
intricately plotted

Pace

relaxed pace

Tone

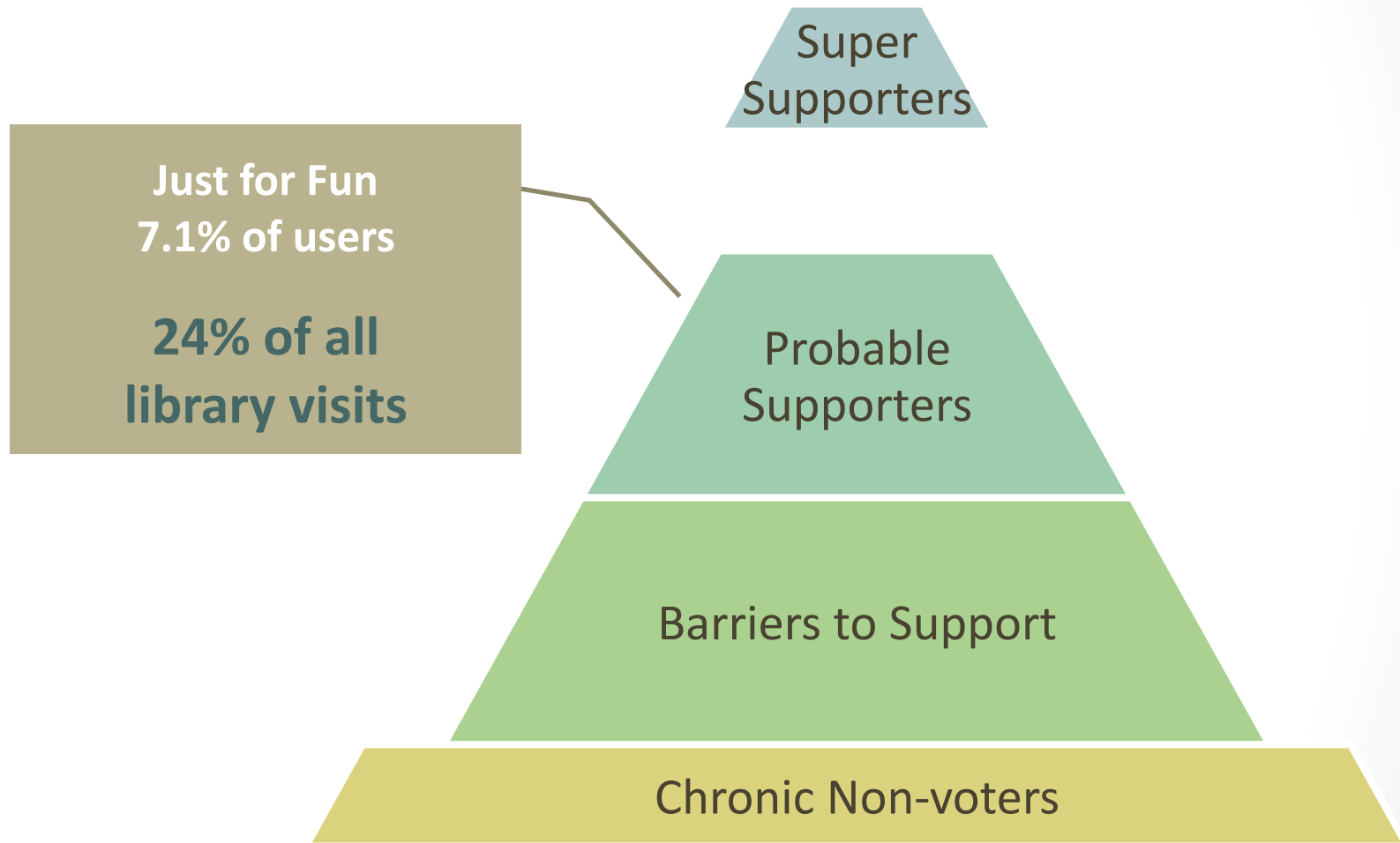
reflective
moving
Nostalgic

Writing Style

lyrical
descriptive
stylistically complex

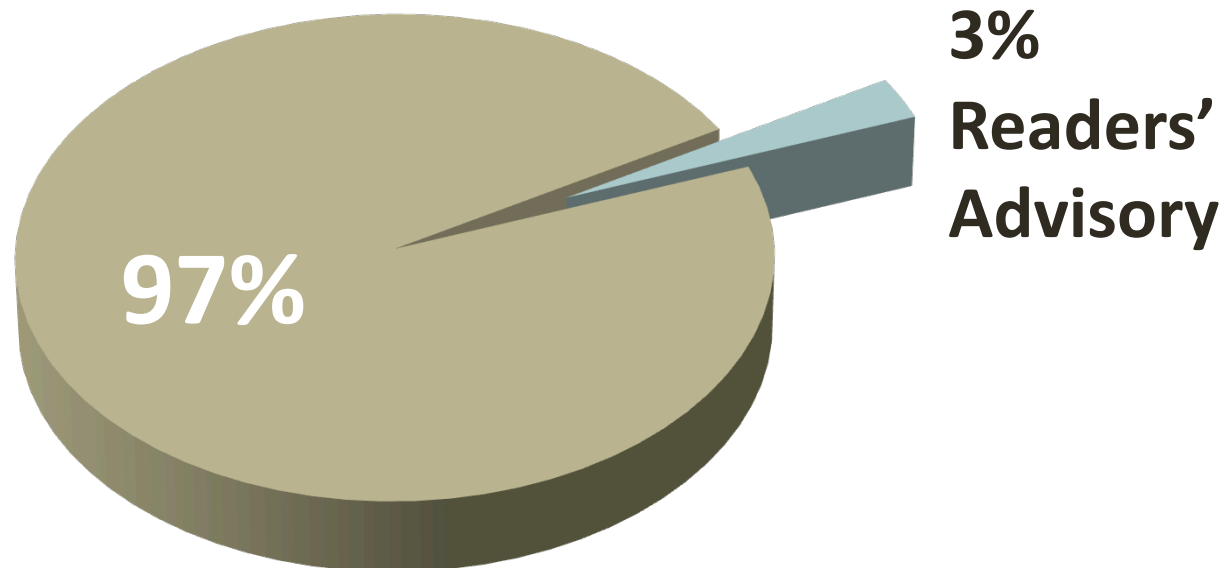


Library Supporters



Tracking Readers' Advisory

Downers Grove Public Library



Tracking Readers' Advisory

	Tags	Comments	Ratings
Halifax Public Library	6	0	0
Edmonton Public Library	3	10	32

Demand for Readers' Advisory

Williamsburg Regional Library (VA) Roving Reference Service



7-8% of
questions are
from the
stacks – most
are readers'
advisory

Demand for Readers' Advisory

Thank You, Thank
You, Thank You!!!
What a
MARVELOUS
SERVICE!

I want to read all
eight of the books
you suggested for me
- it almost feels a
little uncanny how
accurately you
gauged my reading
tastes!

I am so impressed with
the service of you
librarians at the Seattle
Public Libraries! I
support the Library
Foundation and also
any levies that come
up. Please know how
much we appreciate
you!



One Reader's Story

