

# **#UMreads: An Assessment of Undergraduate Reading Selections**

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# Presentation Overview

- Overview of the Shapiro Undergraduate Library Collections
- Background of Collection Assessment Activities
- Party for Your Mind
- Results and Observations
- Future Evolution of PFYM Activity



# Shapiro Undergraduate Library Collection



## Supports:

- Transition from high school to academic research within large research library
- Curricular/research needs, and recreation/lifelong learning interests

# Collections Parameter

- English language collection
- Introductory and overview materials
- High use/current interest
- Print and electronic resources



# Browsing Collection



- Leisure Reading
- Arrangement with a local bookstore
- Fiction, non-fiction, travel, and graphic novels

# Collection Assessment Activities

- Reviewing the borrowing patterns of undergraduate cohorts over their first two years
- Analysis of circulation and reshelving statistics for specific collections as well as the whole collection
- Research into undergraduate preferences in formats and use of collections
  - Online Polling and Tabling
  - Focus Groups

# Party For Your Mind - Student Activity

- Party for Your Mind - Library's annual welcome week event
- Designed student activity to identify current reading interests for popular materials and to foster discussions among new undergraduates
- Ran activity, each of past two years



# Party For Your Mind - Benefits of the Activity

- Ask them what they want, since we have heard in focus groups that undergrads rarely make formal purchase recommendations
- Confirm if what we are buying matches undergrads' current interests
- Learn what students recommend to each other
- Check on high-use items to see if we need more/new copies





# Last Year's Results

**312 total responses**

245 books

207 unique book titles

13 magazines

13 plays

6 unique plays

11 poetry

15 graphic novels

15 other

15 staff responses

9 seed notes



# Highlights of their Favorite Summer Reads

## Popular Responses

# Spare Parts by Joshua Davis

\$2.00 a Day: Living on Almost Nothing in America by Luke Schaefer and Kathryn J. Edin

# Lord of the Rings by J.R.R. Tolkien

# 1984 by George Orwell

# Harry Potter and the Cursed Child by Jack Thorne and J.K. Rowling

## Other

## Fan fiction

## Twitter, Tumblr, Reddit

Text messages, blogs, websites, podcasts, etc.

# U of M LSA Course Guide



# This Year's Results

196 participants

588 total responses

412 unique titles

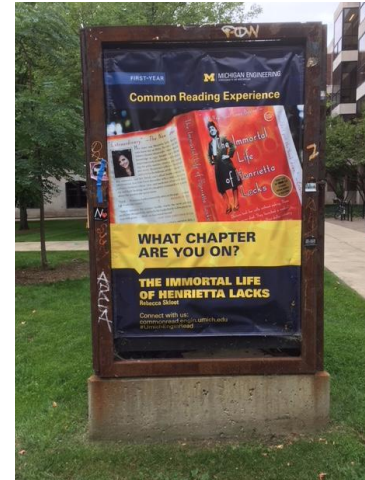
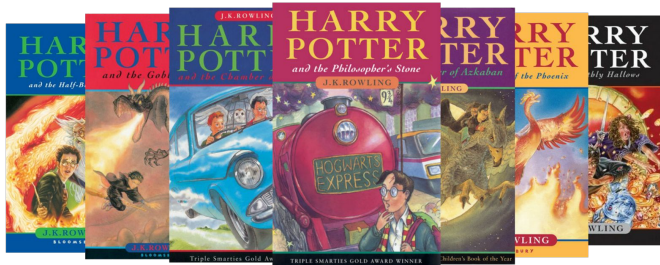
34 distinct titles not owned at UM



# 2017 Current Reads

Tells us what students were reading at the time, but does not necessarily reflect preferences. Assigned readings are very popular - *Henrietta Lacks* was the common read for incoming engineering students.

1. The Immortal Life of Henrietta Lacks
2. Nothing
3. Harry Potter Series

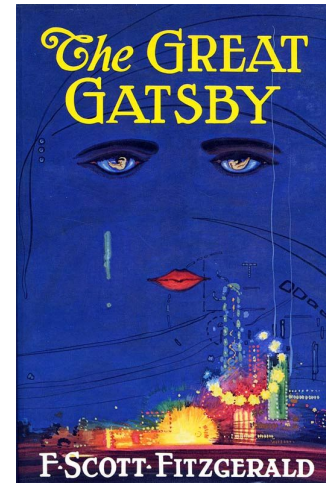
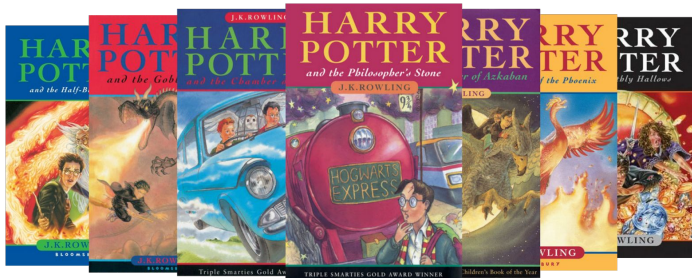




# 2017 Favorite Reads

Helps us determine if we have the right mix of content, especially for our leisure reading collection. Exposes us to authors and series we may not be aware of.

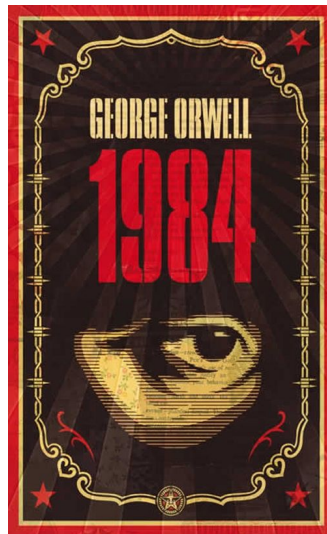
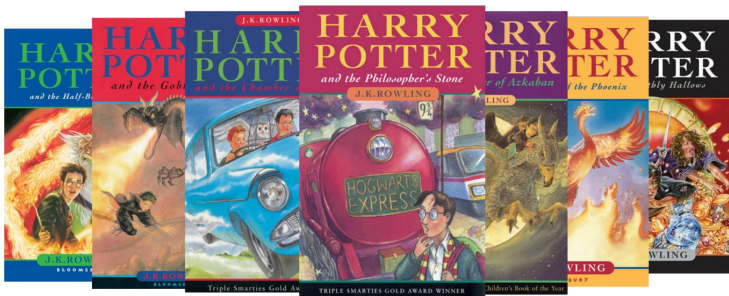
1. Harry Potter Series
2. The Great Gatsby



# 2017 Recommended Reads

Titles help us look at their preferences. Some recommendations can be added to our vending machine, which dispenses book recommendations. What does it mean if a title is a favorite vs. recommended?

1. Harry Potter Series
2. 1984



# Circulation Trends

- Titles that were recommended, current reads, or favorite reads have increased in circulation stats within the last two months
- There was a surge in circulation of the *Immortal Life of Henrietta Lacks* since the start of classes
- The CLC *Children's Literature Collection* had the most recommended and read genre from the results
- *Harry Potter* series had the highest circulated title in the list and has resurged since PFYM



# Student Conversations

Provided space to encourage interaction and discussion

- *I have a ton of books to recommend, can I use more than one suggestion?*
- *Harry Potter is the BEST book ever!*
- *I thought about what I read, I just read*
- *You have to read the Dark Shade series.....really fast read and so good too*
- *Dark Matter as a quick read since it's GRIPPING and makes you think about time and existence*
- *I wish I could bring my whole collection of books.....but it's many....I love everything!*
- *I like reading non-fiction*
- *I love reading graphic novels. I didn't know the library had a collection.*





# Comparing the Different Methods

<b>ANALOG (2016) - Post-It Notes</b>	<b>DIGITAL (2017) - Web Form</b>
Students were asked to share their favorite summer read regardless of format (books, news, plays, graphic novels, poetry, blogs, etc.).	Students were asked three questions - What book are they reading? What is their favorite? What would they recommend?
Visual display on the wall encourages students to read other responses and to engage in conversations. Some students returned throughout the event to see new responses added to the wall.	No visual display of the responses was available for students to have a communal experience. We had to proactively engage with students to encourage discussions.
Students were asked one question but could post responses on multiple post-it notes.	Students were asked three questions, but could only enter one response.
Handwritten responses were sometimes difficult to read and was time consuming to record for analysis.	Online responses were easier to read and it was simple to have tallies updated at the event.

# Future Evolution of PFYM Activity

Other things what we would like to learn about our undergrads' reading habits:

- Favorite Genre
- Favorite Series
- Favorite Authors
- How do you identify new things to read?

What else should we know? What else should we ask?



Thank You!

Contact us with Questions and Comments.

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