IFLA Public Libraries Satellite

IFLA Public Libraries Satellite: Public library futures in a global digital world

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Onsite versus online settings: two ways of reaching the users in the library of Barcelona

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Online or onsite settings, two ways of reaching the users of Barcelona Libraries

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• Barcelona has **1,614,090** inhabitants
• The public library network has **40** libraries
• **905,060** library holders
• Libraries have dedicated a lot of effort to planning, managing and maintaining our **digital identity**

• Libraries play an important role in the fight against **digital exclusion**

• The **physical space** of the library is still important and continues to be a meeting point for the community
• Barcelona is developing services adapted to **mobile** devices
• Users demand services from **any place and at any time**
• Barcelona is the **World Mobile Capital**
# Barcelona Libraries in figures

<table>
<thead>
<tr>
<th>BARCELONA INHABITANTS</th>
<th>LOANS</th>
<th>CULTURAL AND READING PROMOTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total inhabitants</td>
<td>1,614,090</td>
<td>Total materials loaned</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NUMBER OF LIBRARIES</th>
<th>PROGRAMS</th>
<th>WEBSITE</th>
<th>EXPENDITURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total libraries</td>
<td>39</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>LIBRARY CARD HOLDERS</th>
<th>VISITS</th>
<th>COLLECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total card holders</td>
<td>905,060</td>
<td>Total items</td>
</tr>
<tr>
<td>New cards</td>
<td>52,0630</td>
<td></td>
</tr>
<tr>
<td>% population /cards</td>
<td>53.5</td>
<td></td>
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</tbody>
</table>

| Total visits          | 3,343,803 | Visits per inhabitant | 3.93 |

| % population /cards   | 53.5   | Investments | € 4,457,308 |

| Current expenses      | € 24,721,207 | Average current expenses per inhabitant | € 15.3 |

| Total expenditure     | € 29,178,514 |  |

**2013 Statistics**
The Barcelona Libraries brand and the configuration of our digital identity

• Barcelona Libraries have a good reputation. We are the municipal service which is most highly rated by the citizens for the last 8 years.

• That also obliges us to maintain this reputation in the digital setting.

• As an organisation we need to be present in the social networks, creating our digital identity, communicating our values and interacting with the users.
Digital maturity and the experience of the users

- **Digital maturity** is determined by the amount of services and products online that we are able to offer our **users**
- Their experience of us begins **before** coming, through our website or our digital channels,
- continues **while** they are in the library
- and finishes **after** they leave and continue talking about us on the social networks
Information about Barcelona Libraries

• Before going to the library:
  – Website: opening times, services, activities programme
  – **BibliosBCN App**: nearest libraries, opening times, how to get there, activities programme
Information about Barcelona Libraries

• In the library
  – Information leaflets, signposting elements and library staff...
  – Contactless points: QR codes and Near Field Communication (NFC) to access basic information about libraries adapted to mobile devices: nearest libraries, opening times, videos, activities...
Information about Barcelona Libraries

- After going to the library
  - Share information from website and app
  - Share information from the social networks: Facebook, Twitter, Instagram and YouTube
  - Share opinions with users and know the opinion that non-users get from other users
Access to the collection

• Before going to the library
  – **Online catalogue**
  – **Website**: subject specialisation and special collections
  – **Audio books**
    – *Trendadís*: repository of digitised collections

• In the library
  – **Virtual loans based on QR codes**

• After going to the library
  – Users can evaluate and comment on the material on the online catalogue
Recommendations for books, music and films

- **Before going to the library**
  - **Bibarnabloc**: blog which serves as a space for library professionals and users to recommend books, CDs, DVDs, etc. that can be found in the libraries
  - **Digital reading guides** and newsletters with the latest items acquired
  - **Spotify**: musical selections of local groups, soundtracks, city festivals
Recommendations for books, music and films

• In the library
  – Recommendations of library staff
  – Projection of booktrailers
  – Display of new items and recommended books
  – Reading guides and new items in paper format

• After going to the library
  – Users share the recommendations or images on the social networks, make comments on the blog and see and comment on booktrailers on YouTube
**Loans service**

- **Before going to the library**
  - *Reserve, check availability*, renew items and receive notifications of deadlines by email
  - At the moment we don’t have a platform for digital books
Loans service

• In the library
  – Loan service procedures at the information desk
  – Self-service loans system based on RFID technology

• After going to the library
  – Share images, information about items loaned on social networks
Cultural Activities

• Before going to the library
  – **Website**: information about activities taking place in the libraries
  – **BibliosBCN App**: events being held in libraries geolocated
Cultural Activities

• In the library
  - **Contactless points:** QR codes and NFC. Access from mobile devices to the activities within a radius of 2 km
  - **Leaflets** and posters
  - **Virtual reading club:** streaming between two reading clubs that interact from Barcelona and Medellín
Cultural Activities

• After going to the library
  – **Newsletter** *MesBiblioteques*: obtain information about the activities on offer according to the interests chosen
  – **Social networks**: users can share information and opinions about the activities attended
Booking computers, IT advice, assessment and training, and IT skills acquisition

• Before going to the library
  – Website and app BiblosBCN: information about training courses and access to book a computer
  – **Virtual IT User Service**: a platform for answering users' IT queries
Booking computers, IT advice, assessment and training, and IT skills acquisition

- In the library
  - IT advice and assessment service
  - IT courses and workshops
- After going to the library
  - Digital support classroom: tests knowledge acquired in the training courses
Future challenges

- We are working on the requirements of a **digital loans platform** on a national, Catalan level with different levels of autonomous region and local administrations.
- Making progress in extending a **Self-Service Loans System** based on RFID.
- We are renewing the equipment and improving the network connection with fibre optic.
Future challenges

- We are beginning to incorporate smartphones, tablets and laptops in the training classrooms
Thank you for your attention

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