

The advent of Book 2.0

The book is undergoing a transformation, but I'm not talking about a morphing from printed book to e-book; this transformation concerns the book's huge social splash.

Book reading has largely been a lone, isolated experience, not counting book clubs of course; although the act of reading, particularly getting lost in a novel, means blocking out the outside world.

With the onset of the digital world and web 2.0 in particular, the focus is on communities online. Young and new generations are growing up in a reality marked by social connection, chiefly on the internet, but studies show they demand this in the real world too, largely eschewing lone activities for ones with friends.

With this move towards increased social interconnectivity, the book has entered a new realm too. It hasn't, as some have propositioned, been relegated to an increasingly populated dusty shelf waiting for the widespread take-up of the digital e-book.

Not only are book groups in high demand, but booklovers are populating websites like LibraryThing, Good Reads, Shelfari, and iRead on Facebook to share their favourite reads, reviews, and chat to other readers. Sites like MeetUp.com are allowing booklovers to find each other and organise real-world meet ups to talk about books.

Social connection is even demanding book reading. What teenage girl would say no to reading the *Twilight* series, if it meant feeling left out when everyone is talking about it. It's reading peer pressure!

The idea of Book 2.0 is that the book isn't being shunned in favour of social connection — it is being integrated.

The library is in an interesting position in the wake of Book 2.0. With library premises serving as community hubs, it can provide, and indeed is providing, this book-inspired social connection at the library, but it is also able to promote interaction online. Indeed, the library is able to make reading an engaging experience, not just between a person and a book, but among people.

YPRL's Yarra Plenty Reads is an ongoing program that promotes and encourages reading through displays, author visits, and literary events that follow the YPRL 12 month calendar of themes for each year. The program came as a result of research and community consultation for the YPRL Reader Development Strategic Framework where it was highlighted that YPRL needed to have an overall approach to promote the love of reading. One of the premises of the program is to create opportunities for community to connect with each other and provide speakers and programs that encourage connection.

Under the banner of Yarra Plenty Reads there are four programs designed to encourage reading and connection: *bedside reads*, *live reads*, *community reads*, and *screen reads*.

bedside reads – *bedside reads* is an ongoing, informal bookchat program for adults designed to encourage a love of reading and create opportunities for people to share reading experiences. A *bedside reads* program consists of adult readers coming together to share reading experiences. The program is usually hosted once a month and lasts for about 1 hour with a guest reader.

live reads – Reading events where authors, illustrators, poets, playwrights, and publishers reveal the stories behind their published works, *live reads* is designed to create opportunities for our communities to connect with literary artists.

screen reads – the community can join in programs that focus on books that have been made into movies. *screen reads* is designed to provide opportunities for the community to engage in current literature and film. A screening of *Twilight* at Lalor Library recently brought a crowd of teenagers to the library to cheer for Team Edward or Team Jacob.



community reads – Community members are invited to join vibrant groups that share writing and reading experiences with others. *community reads* incorporates book and writing groups, and any other literary group that connects community members with other people with similar interests.

The library is encouraging online social interaction about books too. YPRL is actively engaging with users with Facebook, Twitter, blogs, and sites like LibraryThing and Chilifresh. But later this year a YPRL website redesign will bring web 2.0 social interaction to the library's central online presence. The new website will encourage library members to interact with each other and staff online through the website, and will be integrated with the library's catalogue. It's Book 2.0 in action.

Suzanne Male

**Marketing and Media Coordinator, Yarra Plenty Regional Library
smale@yprrl.vic.gov.au**

Currently reading *The Pregnant Widow* by Martin Amis

Libraries Alive!

Library and information consultants.

Reviews, strategic advice, value assessment, performance improvement, indexing and editing, staff training and development.

Experienced, effective, refreshing – adding value for libraries and information services.

Details: Sherrey Quinn or Ian McCallum 02 6257 9177
www.librariesalive.com.au

Libraries Alive!