Bibzoom.dk/world
The world's first digital library for immigrant and refugees
Paper presented at The Nordic Library Conference 2011, Copenhagen

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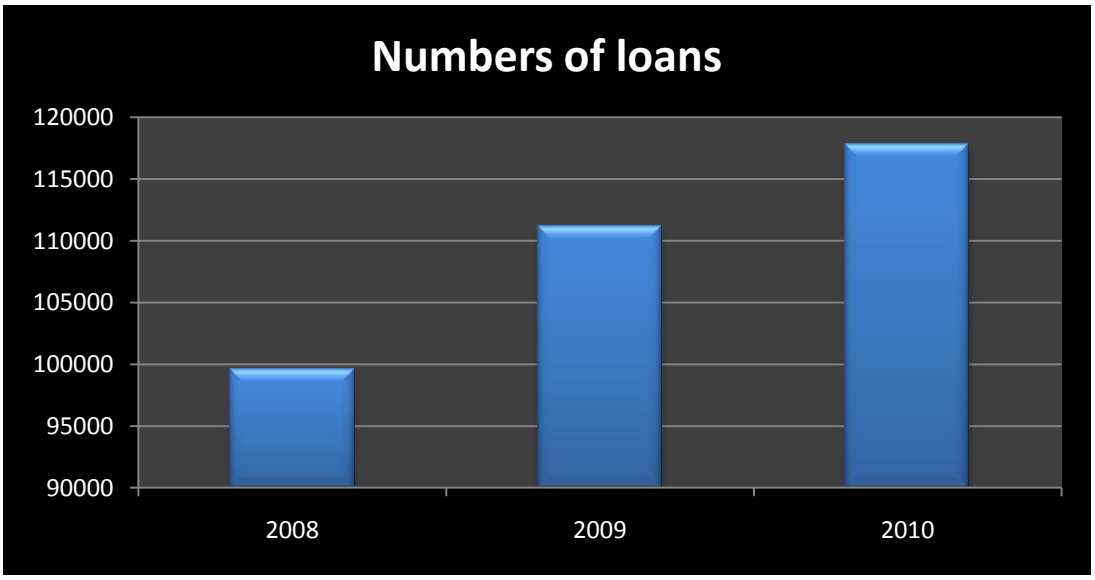
The Danish Library Center for Integration
The Danish Library Centre for Integration is part of the State and University Library's national superstructure of services to the Danish public libraries. The purpose of the library is to support and promote public library services for refugees and immigrants. Along with different partners, the center develops and runs a number of initiatives and projects with the twin goal of strengthening learning and access to information about Danish society. The partners include NGOs, government ministries and municipal service providers.

The Danish Library Centre for Integration purchases books, music, and films in cooperation with consultants who have comprehensive knowledge about the individual languages and cultural traditions of the various countries from which the library buys from. Each year The Danish Library Center for Integration purchases materials in about 10 different languages. The five primary languages are: Arabic, Bosnian/Croatian/Serbian, Persian, Turkish, and Urdu. These languages represents upwards to 75-80 percent of the library's total acquisitions and loans.

The Danish Library Center for Integration also focuses on cross-disciplinary knowledge sharing, and also hosts a range of workshops and conferences on the topic of multilingual library services. The library co-ordinates and manages projects and works with both Danish and international partners in order to further cultural diverse library services.

Loans
The Danish Library Center for Integration's core service is to lend out books, music, and films to the Danish public libraries. The library primarily lends out books on a subscription basis. This method ensures that the public libraries receive an automatic, up to date, and free delivery of materials in the languages requested by the individual library. The materials are delivered and exchanged two to four times a year. In order to support the public libraries' services multilingual marketing materials are sent out along with the subscription, among other things these include post cards and folders. Since 2008 the loans of books, music and films has increased as shown in the figure below.



Bibzoom.dk - the creation of a digital library service
During the last decade our society has become increasingly digitalized. In 2000, 46 percent of the Danish population had access to internet at home. In 2009, the number had almost doubled to 81 percent of the population (Source: Statistics Denmark). The fact is that most Danes today have access to digital services at home. Should they not also have access to their very own online digital library services? In order for the libraries to keep up with the development of modern technology, they need to be able to offer Danish users the possibility to download and stream material at home. By offering library users electronic material, the library service becomes a 24 hours a day service and the user is no longer dependent on the library opening hours.

The website Bibzoom.dk has developed out of a former library service by the name The Libraries' Online Music (Bibliotekernes Netmusik). The site started as a two-year test project in September 2004. Bibliotekernes Netmusik offered 35,000 music tracks available for downloans and half of the Danish public libraries subscribed to the service. The name of the service was changed to netmusik.dk in 2009, and the number of tracks increased significantly to 2.5 million tracks. All Danish libraries subscribed to this service and there was a big growth in the number of users of the services. In the summer of 2010, netmusic.dk changed its name to its current name; Bibzoom.dk and added another million tracks to the service, as well as the possibility of online streaming.

Cultural heritage on BibZoom.dk
As something new BibZoom.dk also offers digitalized expressions of cultural heritage. On the site you can explore the Danish history of marketing by looking at more than 50.000 retro commercials. On top of this you can find a selection of historical sound recordings with politicians and kings, as well as listen to recordings of the different Danish dialects.

At the same time, a beta version of Bibzoom.dk/world was introduced as a new sub site on the site. In January 2011 Bibzoom.dk/world went officially online and today the site contains a broad selection of CD's and movies in the five primary languages. From March 2011, e-books where also added to the service. Today almost all public libraries in Denmark have a Bibzoom.dk subscription, and the service currently offers as many as 7.5 million music tracks and on Bibzoom.dk/world an increasing number of films and e-books in the five primary languages.

Bibzoom.dk/World – the world's first digital library for immigrants and refugees
As our society becomes more culturally diverse, it is only natural that the libraries take this into account when promoting new services. The Danish libraries have a tradition of embracing culture in all its shapes and of being the meeting place for all citizens despite their differences. Bibzoom.dk/world is an expression of this tradition of cultural openness and innovation. Bibzoom.dk/world offers immigrants, refugees and multilingual and other interested library users online access to music, films and e-books from all over the world. The online material can, as all material on Bibzoom.dk, be downloaded or streamed 24 hours a day. As mentioned earlier the primary languages in focus are Arabic,

Bosnian/Croatian/Serbian, Persian, Turkish, and Urdu. World offers more materials in Arabic than in any other language. This is due to the fact that Arabic has the highest number of loans at The Danish Library Centre for Integration.

Buying material abroad

Buying books, music and films for the Danish Library Centre for Integration's foreign languages collection is not something that can be easily done with a click on the computer mouse. The Danish Library Centre for Integration has to travel to book markets around the world, to find materials in the wanted languages to offer the Danish library users. On huge book markets in cities like Cairo and Tehran new book-, music- and movie titles are selected, then bought and shipped back to Denmark. The book market in for example Tehran is a gigantic event that attracts more than 5 million visitors each year. The size of the market makes it a confusing place to shop, but it also ensures a broad selection of material and titles to pick/choose between. Still some products cannot be found at the marked as a result of the strict government censure in Iran. This goes among others for music CDs by female artists. The Danish Library Centre for Integration therefore has to buy such CDs in other countries in the region. Through the years where The Danish Library Centre for Integration has been making excursions to buy materials in other languages, it has gained important knowledge about which foreign suppliers are the most reliable in regard to price, quality and delivery time. This is very important as experience shows that receiving the right material at the right time is not a matter of course when buying from providers in foreign countries.

Distribution of music and film in other languages

When the Danish Library Centre for Integration buys foreign films and music CDs it does so in accordance with the criteria stated in the Danish "Buy- and Loans Strategy" (Indkøbs- og udlånsstrategien). The materials are bought in many different countries and the Danish Library Centre for Integration always makes sure to get the countries' permission to upload the materials digitally. Getting this permission is usually quite easy. Yet there are a few exceptions, the biggest being the Turkish (states) movie law, which does not permit digitalization of any Turkish movies. Therefore Bibzoom.dk/world so far has not been able to offer any Turkish movies.

When the Danish Library Centre for Integration receives the physical materials, bought on the different book markets around the world, next step is to pick out and categorize the films and music CDs for uploading on Bibzoom.dk/world. The name of the author, titles and other relevant information are written in Danish and in the original language.

The selection of E-books

Through Bibzoom.dk/world the Danish Library Centre for Integration also offers e-books in the five primary languages. Acquiring, registering and uploading e-books is a much more complicated process than with music CDs and movies. One of the reasons for this is that most of the countries where the books are bought do not offer their books in an e-book version, which makes the selection available very limited.

In order to acquire the material needed on world, the sites primary supplier of infrastructure has been commissioned to develop new deals with foreign publishers.

The company has currently signed an agreement with an Indian publisher, who has both a wide range of materials available but is also capable of producing e-books. The cooperation with the Indian publisher allows world to select titles in Arabic, Persian and Urdu. And then those will be made into e-books. The selection of e-books is still rather small but the selection will continue to grow

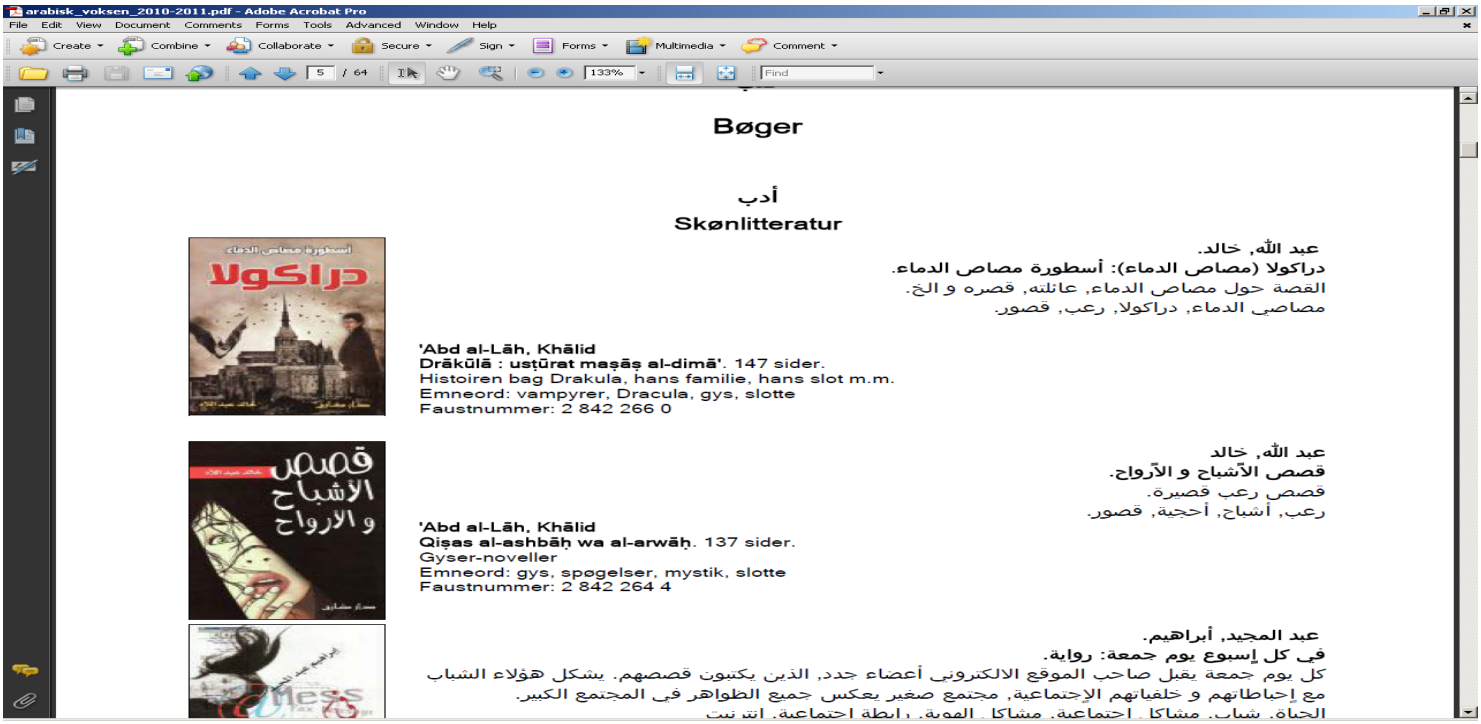
Online reviews and recommendations

Bibzoom.dk/world is not only a page where library users can download and stream music, films and e-books. It is also a dynamic site where reviews, news and recommendations about music-, film- and book events are frequently posted. The recommendations are written by the Bibzoom.dk/world editorial team and language consultants connected to Bibzoom.dk/world. The recommendations inform the library users about books that have made a special impression on the reviewer, of upcoming concerts or book readings. Bibzomm.dk/world cooperates with a range of Danish cultural providers such as culture cafes, culture magazines and music venues, from where news can be freely retrieved.
To make Bibzoom.dk/World a more interactive homepage, the plan is to connect a group of volunteer reviewers with different cultural backgrounds to the site. These reviewers are to post their individual recommendation on the site and give a qualified evaluation of the material available. This initiative is part of Bibzoom.dk/world's marketing strategy aimed at creating more public awareness of the service, and place the voice of the target group in center.

Other services on Bibzoom.dk/world

Besides movies, music and e-books Bibzoom.dk/world also offers the library users an explanation of general library services in the five primary languages. Immigrants new to Denmark are often not familiar with the services of a public library or the possibility to loan material in their native language. Therefore Bibzoom.dk/world has uploaded a guide on the site, which specifies what a library is, what services it offers and how to lend material in the communal library or online. The guide is available in the five primary languages.

World also posts yearly catalogues on the website. The catalogues feature descriptions of all the newest books, movies and music in the 5 primary languages. All materials are presented in the catalogues with a cover picture and with a short description of the content in both the foreign language and in Danish.



Bøger

أدب

Skønlitteratur

عبد الله, خالد.
دراكولا (مصاص الدماء): أسطورة مصاص الدماء.
القصة حول مصاص الدماء, عائلته, قصره و الخ.
مصاصي الدماء, دراكولا, رعب, قصور.

'Abd al-Lāh, Khālid
Drākūlā : usṭūrat maṣāṣ al-dimā'. 147 sider.
Histoiren bag Drakula, hans familie, hans slot m.m.
Emneord: vampyrer, Dracula, gys, slotte
Faustnummer: 2 842 266 0

عبد الله, خالد
قصص الأشباح و الأرواح.
قصص رعب قصيرة.
رعب, أشباح, أحجية, قصور.

'Abd al-Lāh, Khālid
Qiṣas al-ashbāḥ wa al-arwāḥ. 137 sider.
Gyser-noveller
Emneord: gys, spøgelser, mystik, slotte
Faustnummer: 2 842 264 4

عبد المجيد, أبراهيم.
في كل إسبوع يوم جمعة: رواية.
كل يوم جمعة يقبل صاحب الموقع الالكتروني أعضاء جدد, الذين يكتبون قصصهم. يشكل هؤلاء الشباب مع إحباطاتهم و خلفياتهم الإجتماعية, مجتمع صغير يعكس جميع الظواهر في المجتمع الكبير.
الحياة, شباب, مشاكل, اجتماعية, مشاكل, الهوية, رابطة اجتماعية, انترنت

*Screen-print from 2011 catalogue, Arabic books.

Bibzoom.dk/world also links to DR´s (the Danish Public Broadcasting Corporation) daily news updates in the four languages; English, Somali, Arabic and Turkish. For the last two years, the news has been translated by translators hired by The Danish Library Centre for Integration.

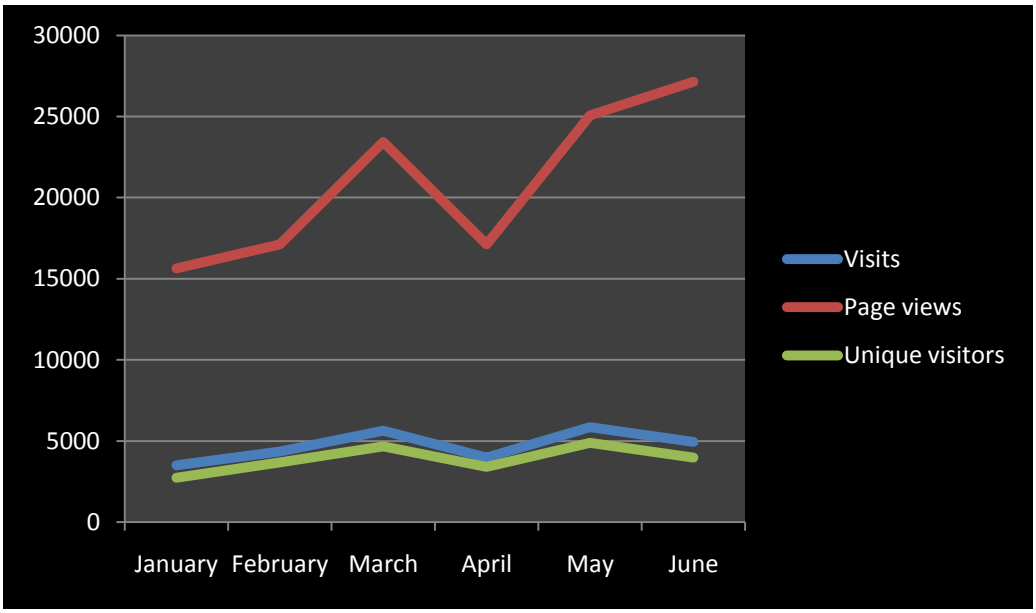
The success so far

As previously described, the new digital services have been well received by the Danish library users. The number of users is however still relative low. This might be due to the fact that the site is rather new and that the focus has been on running and adding materials to the site rather than publicity, which is the next step.

There are 190 movies available for streaming on world. During the first six months 494 films were streamed. This means that each movie available on World have been watched almost 2.6 times.

There are 30 e-books on World. Since they were made accessible in March 2011, 389 e-books have been streamed. It means that every e-book on world has been borrowed about 13 times. That's a very good turn around. Even more so considering the technical difficulties with e-books and the difficulty with finding and purchasing e-books. There are no corresponding numbers for the libraries physical loans. But they are a great deal smaller.

In regard to visitors on the site, 28,236 users visited Bibzoom.dk/world during the first six months of the site’s existence corresponding to 125,522 page views. The average visitor has visited 4.44 pages and used 3.23 minutes on the site.



Understanding the preferences of the target group
One thing is creating and maintaining a selection of digital material in other languages. Another thing is to communicate the service to the target group. The main target group for Bibzoom.dk/world is multilingual and multicultural library users, which make up an increasing amount of the total Danish library user base. Even though Danish libraries for many years have been offering material, primarily books, in many foreign languages, only little research has been made on the preferences and lending behavior of the target group.

Yet one report from 2001 shed some light on ethnic minorities' use of Danish libraries. The report was conducted by the Danish State and University Library in corporation with Odense Central Library and Aarhus Municipality Library. The aim of the report is to offer the Danish libraries a more thorough understanding of ethnic minorities' user habits in order for them to optimize their services to this user group.

Some of the findings are interesting in terms of understanding Bibzoom.dk/world's target group's preferences and behaving patterns in regard to their library use.

Firstly the report shows that it is primarily adult users who borrow material in their native language, and that they are generally more interested in music and film in their native language than in books. This gives a clue about the age of the target group and indicates that bibzoom.dk/world's focus on offering electronic music and film in other languages is in line with the target group's preferences.

Secondly the report finds that ethnic minorities are more frequent users of the libraries' computers than ethnic Danes. This indicates that the target group is familiar with using computers, which makes them potentially interested in using online library services like Bibzoom.dk/world.

A brand new report from the government called Citizenship in Denmark reveals that more immigrants have been to the library then ethnic Danes during the last year. 72 % of immigrants compared to 65% of the ethnic Danes.

Reaching out to the target group

Next step in the development of Bibzoom.dk/world is to strengthen the publicity effort. The aim is to reach out to the target group and ensure that more people become aware of the service.

So far Bibzoom.dk/world has primarily promoted its services through posters, postcards and bookmarks placed in different sections of the public libraries. Bibzoom.dk/world has also been in contact with several librarians to make them spread the word of the service to the users that/whom they daily come in contact with/are in daily contact with.

Bibzoom.dk/world have also had flyers hand delivered to private homes in certain areas of Denmark. More specifically in the vest of Aarhus where there is a high density of potential World users.

The latest marketing plan is simply to contact the many ethnic associations in Denmark by email, phone and personal contact and inform them about the service. The hope is herby to create a “word of mouth” effect where the knowledge of Bibzoom.dk/world is spread, also to those who are less familiar with the Danish library services. Another plan in the pipeline is to contact the different independent immigrant TV and radio stations and convince them to advertise/promote (for) the site.

As part of the effort to reach out to the target group, members of the Bibzoom.dk/world editorial team will be going on a mini tour around Denmark, taking part in different cultural events. This will typically be events in residential areas where many persons with ethnic minority background lives or public events focusing on promoting diversity and integration of ethnic groups into (the) Danish society.

Future potential

We believe that this sort of online library has a lot of potential. It's hard to say at this point exactly what the costs will be when it comes to formalizing the entire process of digitalizing materials. - Especially when the development varies from country to country.

The online library works with just one copy. We only need to find that one movie, that one cd and then we can, through our library World, make it available to everyone who wants it.

As mentioned earlier this sort of library eliminates the dependency on official opening hours. It also eliminates any form of waiting period. This means that no matter how small the potential audience group is we can still supply what they want. We can cater to the

narrow taste while still supplying the lager groups of users. And those very popular materials like movies are ready to be seen by everyone who wants to, the minute they are online.

It's about quality and it's about quantity and they work hand in hand at the online library.

We also see a huge potential when it comes to international cooperation. World is available for library users in Denmark only. You can't log on outside the country. But the articles and recommendations can easily be shared with other immigrant online libraries.

Partners are important and having a Nordic or international exchange program regarding articles would make World easier to maintain and it would be a huge help to countries who wants to start a similar site. We have the content and we would be happy to share it.

The complicated process of buying and digitalizing materials could perhaps also be shared through a mutual Nordic buying strategy and an exchange of knowledge and experiences. The materials on World are certainly relevant for library users in Sweden and Norway as would be the case the other way around. And a shared Nordic buying strategy could very well make it a lot cheaper.

This is a whole new field. Pioneer work really and it would be interesting to see what would happen if we could do it together.