

# Is the 21th- century school library a fiction or a tangible reality?

Marianna Pataki, Budapest, Hungary

# HUNGARIAN „rhapsody”

## Core curriculum

- library instruction,
- reading promotion
- **1-10 graders** to a library instruction unit each school year – **theoretically works**

## BUT

- outdated collections
- **MOTIVATION**
- **Can we attract GEN Z with 50 years old books?**

# USING LIBRARY?

- Highly competitive  
info-environment
  - UX
- Authority?
  - Given?
    - Earned?

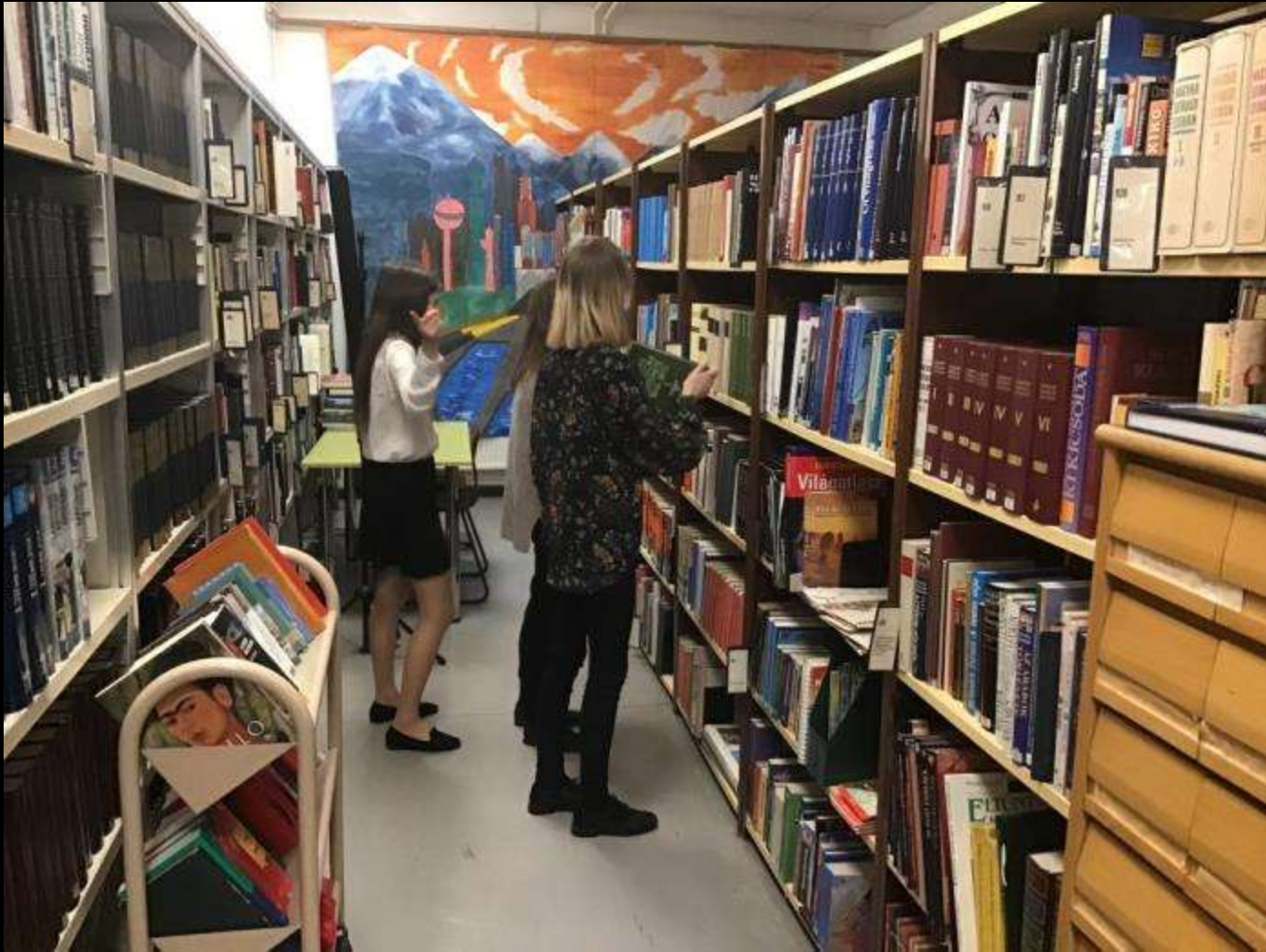
# Digimodern ERA

- **value of knowledge decreases**
- **creativity is appreciated**
- **combine the traditional info seeking methods with creative solutions**
- **not necessarily involve the most advanced IT technology and devices**
- **low-tech activities that copy the means of social media**

# Social media patterns

- **self-presentation** - selfies
- **to have their say** – like, dislike
- **create, recreate, remake**
- **to promote**
- **to advocate**
- **sense of togetherness**

# Start from the collection?



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Focus?



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# **SELFIE**

# **narrative**

“Selfies and Digital Culture”

Mary Chayko

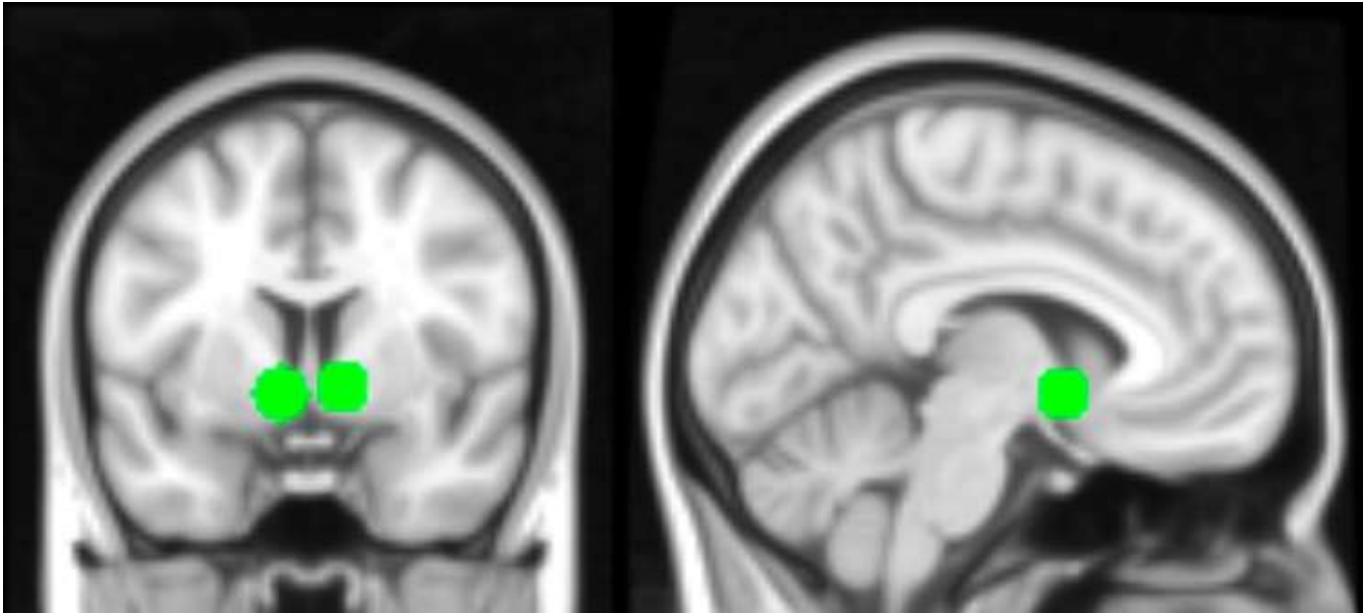
**...discover...**

***„Today selfies are  
unquestionable  
milestones in the  
digital narrative of  
one’s life.”***

**...express...**

**“No matter how  
shallow or vain  
older generations  
think we are:  
selfies are way for  
people to express  
themselves”**

**LIKE**  
**or**  
**DISLIKE**



„A hub of the brain's **reward circuitry**, highlighted in green. This region was **more active when teenagers saw that their own photographs**, and those of others, had been “liked” by more peers. Past research suggests that this region is particularly sensitive in adolescence.

**Lauren Sherman/UCLA**

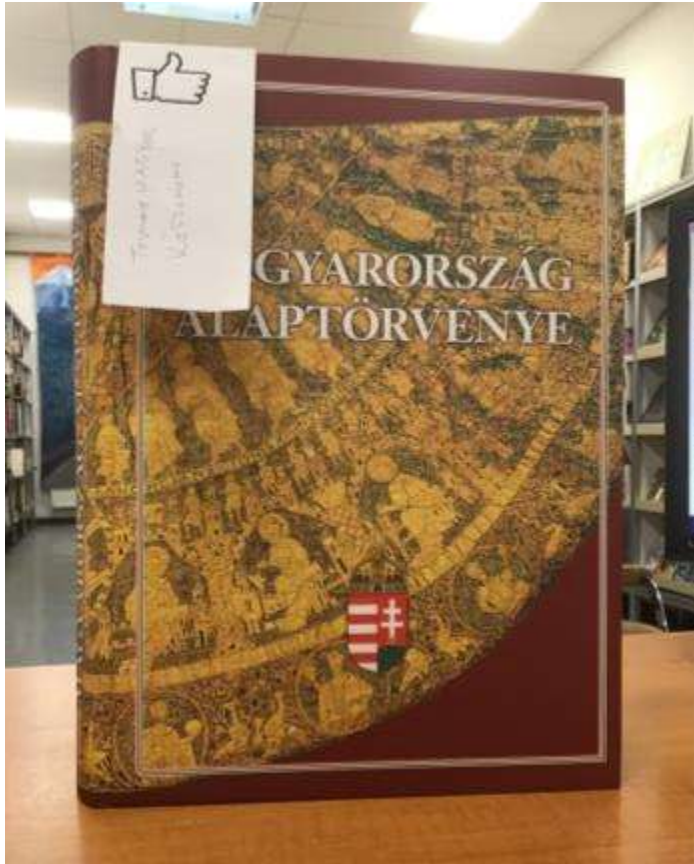
**LIKE**

**like chocolate  
& lottery**

"Social Media 'Likes' Impact Teens'  
Brains and Behavior"

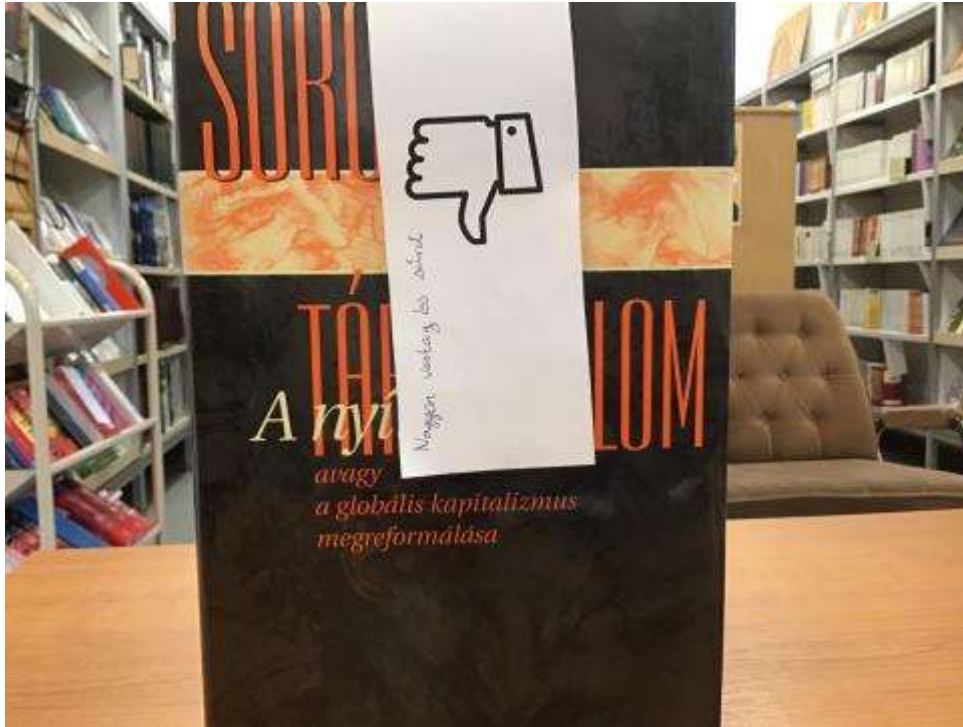
L. E. Sherman

# The Constitution



**„Dear Fellow Citizens!  
Hereby you can find our  
precious Constitution,  
where everything is stated  
that is allowed and that is  
not allowed to you, in 250  
pages of concise Hungarian  
reality. Our government is  
"allowed" to do everything  
though.”**

# The effect of propaganda:



George Soros: Open  
society

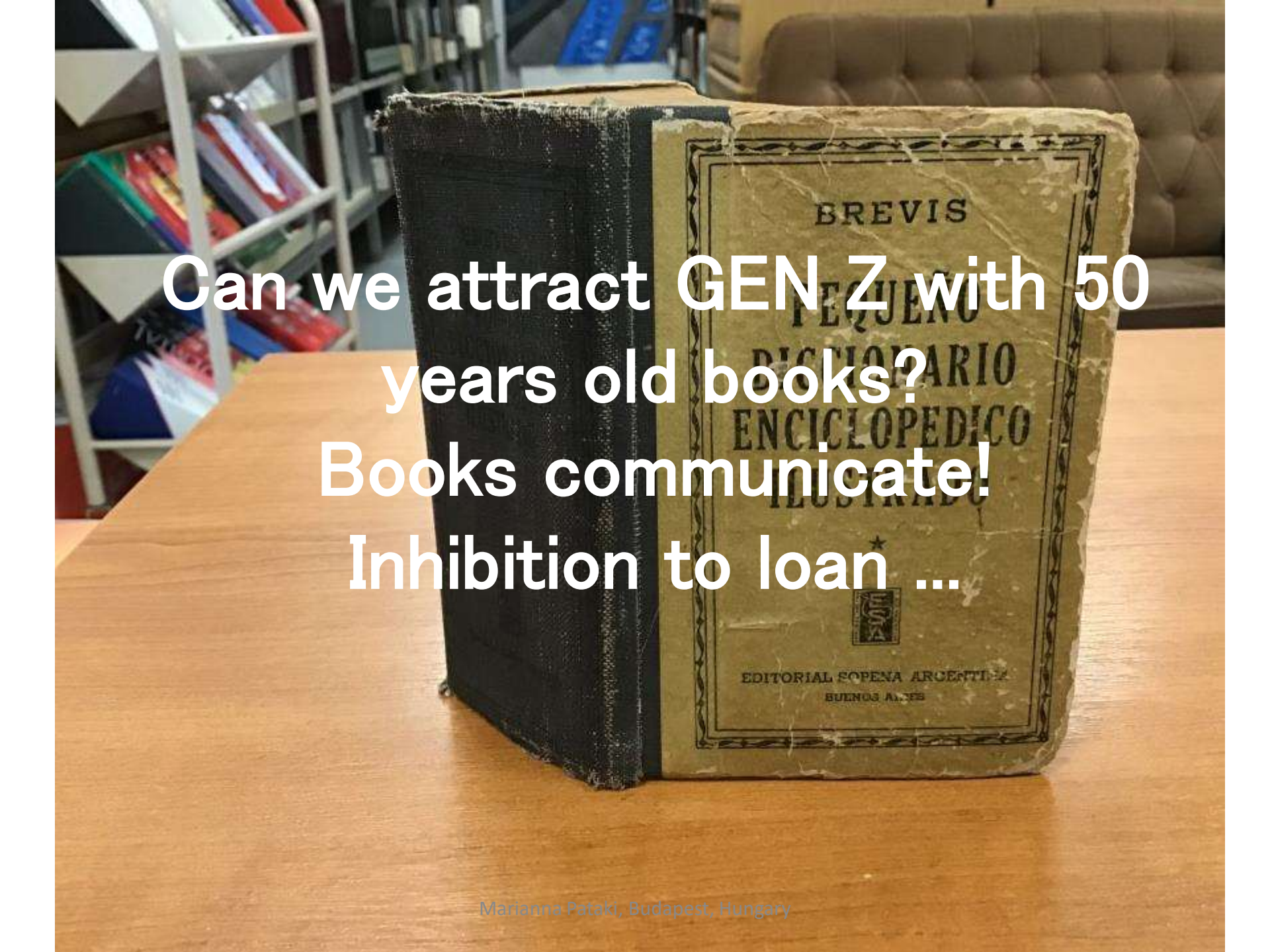
DISLIKE

"Too many  
words and too  
small  
letters..."

# Spanish dictionary from 1951



**"This is the most authentic Spanish Dictionary one can have! Thanks to its antiquity one can find words which are known only for Spanish speakers with a level of proficiency."**



Can we attract GEN Z with 50  
years old books?  
Books communicate!  
Inhibition to loan ...

**„If my  
favourite book  
were here...”**

„Marek Toman Czech writer in the  
library”

Ha a  könyvtárban

könyvem a  
meglenne

ITT 

találnád meg

JOHN  
GREEN  
LOOKING FOR ALASKA

young american  
author for  
young adult

STRANGE STORY  
ABOUT FRIENDSHIP  
TEENAGE BOY AND  
EXTRAORDINARY GIRL  
NAME ALASKA.

BOOK ABOUT  
HARD TEENAGE  
LIFE, STRONG  
OR FRIENDSHIP AND  
LOVE

I would like  
book, because  
and story is  
strong.

recomend the  
it is strong,

I hope that the  
translate to  
Hungary soon

book was  
gaye.

... de jó is lenne :)



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# Virtual collection of booktrailers

„The impact of Hollywood”

# booktrailers

- Promote reading!
- Reimagine the story in the school or in the library ++
  - Do not spoil!
  - Ask questions!

# Dashner James: The Maze Runner

# take away

- creative students enjoyed it
- favorite book has emotional impact
  - teamwork
- involved friends outside school community

# Promote your library

„IFLA WLIC 2017 – Isabel Mendinhos:  
*Advocacy through videos: Short  
movies on school libraries*”

# promote our library

- Have a message!
  - Inspire!
  - ADVOCATE!
- Set your scenes in the library!
  - Think out of the BOX!

# Break in a library!

# take away

IN THE LIBRARY YOU CAN BE  
YOURSELF!

Good team work

Library became a studio

Broadened horizons!

# think outside of the box

# NEXT

„FLEXIBLE ENVIRONMENT“

**Rosan Bosch TED Talks**

focus on the various ways of human activity — with a lot of differentiated learning space

# Take away – Rosan Bosch

- Maybe we can start to reimagine the school library just by drawing a floorplan of the school library and find the focal points where one-way communication, individual learning, teamwork, and hands-on experience, and spontaneous meetings and knowledge transfer can be performed almost simultaneously.

# NEXT - UX

The overall experience a user has when interacting with a product or service in a given environment.

**DELIGHTFUL - FRUSTRATING**

5 touchpoints: website informs the users of the library before visiting it;

Website; service desk; signage; wayfinding systems; the layout and the equipment (Pshock, 2017)

# Simple ideas with high impact

Michael Bierut designer (NY, USA)

**L!BRARY**

**Simple ideas** with high **impact?**

Did you get inspired?

Is there any practise you  
might try?


**Which one?**

**Selfies?**

**Likes?**

**Book-trailers?**

**School library  
videos?**

A decorative background featuring a watercolor-style wash of colors including shades of pink, purple, and orange. In the center, there is a white square with a thin brown border. The text "Thank You!" is centered within this square.

Thank  
You!

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