

Goodreads 101:

Building Book Clubs in the Age of the Internet

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Prologue: About Me

- Involved in the Young Adult book review for the past decade.
- Book Review sites: blogs, Wordpress, Livejournal.
- Joined Goodreads in 2007.
- Started using the website heavily about 2009.

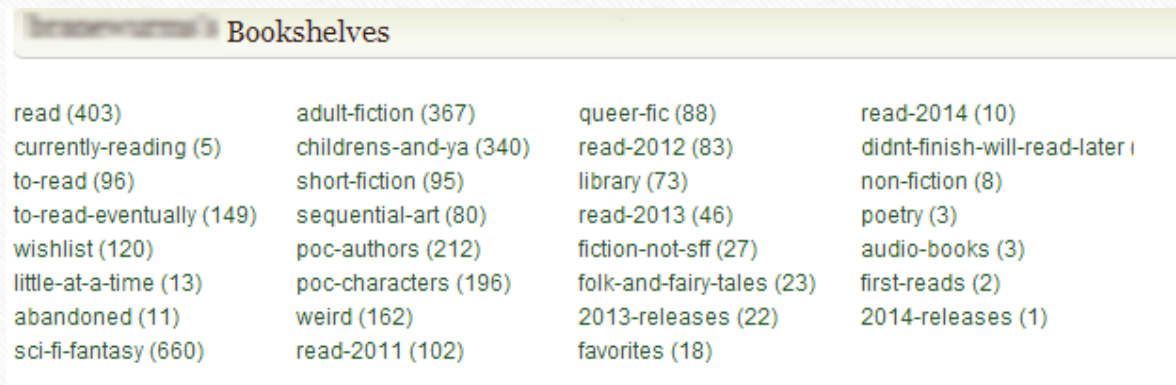
Chapter 1: Goodreads 101: When Facebook Meets the Library

- Founded in January 2007, Goodreads is currently the world's "world's largest site for readers and book recommendations" (Goodreads.com)
- "We want to own book discovery – we've built the best way to discover books online and we've got 11 million registered members that agree" – Otis Chandler, Goodreads CEO, 2012
- Focus on the social: links to other social media, allows importing of contacts when signing up

	<u>Goodreads</u>	<u>LibraryThing</u>	<u>Shelfari</u>
Founded	January 2007	2005, incorporated May 2006	October 2006
Tagline	“The right book in the right hands at the right time can change the world.”	“What’s on your bookshelf?”	“read.share.explore.”
User Statistics	30 million members 900 million books 34 million reviews	1.8 million members 900 million books 2.2 million reviews	Statistics Unavailable.
Homepage	“Meet your next favourite book” “What are your friends reading?”	“A home for your books.” “A community of 1,800,000 book lovers.”	“A community-powered encyclopedia for book lovers.”
Notable Features	Book recommendations: uses machine algorithm to suggest books to reader.	High quality cataloguing: Imports data from libraries through Z39.50 connections	Virtual bookshelf: allows direct importing of books purchased from Amazon.

Chapter 2: Goodreads Features: Bookshelves, and Lists and Stats, Oh My

- Flexible bookshelf system; allows users to create personalized shelves and to search each other's bookshelves



Bookshelves			
read (403)	adult-fiction (367)	queer-fic (88)	read-2014 (10)
currently-reading (5)	childrens-and-ya (340)	read-2012 (83)	didnt-finish-will-read-later (1)
to-read (96)	short-fiction (95)	library (73)	non-fiction (8)
to-read-eventually (149)	sequential-art (80)	read-2013 (46)	poetry (3)
wishlist (120)	poc-authors (212)	fiction-not-sff (27)	audio-books (3)
little-at-a-time (13)	poc-characters (196)	folk-and-fairy-tales (23)	first-reads (2)
abandoned (11)	weird (162)	2013-releases (22)	2014-releases (1)
sci-fi-fantasy (660)	read-2011 (102)	favorites (18)	

- Lists: public, people can add books and vote for their favourites

Chapter 2: Goodreads Features: User Extras to Look Out For

- [Newsletters](#)
- Personalized recommendations
- [Detailed book statistics](#): good way to get an idea of book popularity over time
- Export/import options: you can transfer all your books onto an Excel sheet
- Bonus for cataloguers: Become a Goodreads Librarian! [Sample record](#)

Chapter 3: Controversy! Reviews and Reader- Author Relations

- The public nature of Goodreads can lead to a more direct relationship between authors and reviewers

Pros

- ❖ Bonus content for readers! Interviews, Q & A, books give-aways
- ❖ Authors get to promote themselves; readers exposed to new books
- ❖ Especially useful for self-published books which lack the marketing power of big publishers

Cons

- ❖ Reviews are for readers; reviewers may feel uncomfortable if author presence noticeable
- ❖ Authors responding to negative reviews

Chapter 3: Controversy! A Short Timeline of Author-Reviewer Incidents

- **December 2011:** Early prominent incident of author harassment: Melissa Douthit's comments on [The Holy Terror's review of 'The Raie'Chaelia](#)
- **July 2012:** Anti-negative review website 'Stop the Goodreads Bullies' founded
- **July 2012:** Huffington Post publishes [article by STGRB author](#)
- **July 2012:** Foz Meadows writes [response condemning STGRB](#)
- **? 2012:** [Readers Have Rights](#) website created
- **September 2013:** Goodreads responds; updates [review guidelines](#) with new 'anti-bullying policy'



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Lesson: Remember that Goodreads is a large and very public forum. It's a good idea to figure out what level of public interaction you're comfortable with and set up your account accordingly.

Chapter 4: What Do I Read Next?: Readers Advisory through Goodreads

- User generated shelves: especially useful for niche topics
- Lists: public, people can add books and vote for their favourites
- Recommendations tab: personalized recommendations based on an algorithm that analyzes your previous ratings
- Readers Also Enjoyed: available on each book's page
- Friend recommendations



Chapter 5: Bringing the Social to Social Networks: Goodreads' Virtual Book Clubs

- Goodreads allows all users to create groups. The most popular use of these groups are to act as online book clubs but there are also plenty of fan groups for roleplaying or special author event groups.



Chapter 5: Bringing the Social to Social Networks: Goodreads in Public Libraries

- In 2012 Goodreads partnered with OCLC to raise the visibility of public libraries through special Library Group pages:



The Moral of the Story: Final Points to Remember

Why should libraries use Goodreads?

1. The community: Goodreads is currently the largest website for readers worldwide and patrons, especially heavy readers, are likely to know of it.
2. Readers advisory: Goodreads offers a variety of tools for suggesting books.
3. The social network: Goodreads offers a great platform for virtual book clubs and reader events.

Epilogue: Questions?

Questions? Comments? Strong
opinions?

Contact me anytime!



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