

## **CSL In Session: Engaging Customer Curiosity – inspired by R-Squared: Risk and Reward Conference**

**October 17, 2012**

### **Compilation of ideas shared in chat**

#### **What are some things you've been curious about? What sparked your interest?**

- fire, how it works
- sweden
- bee keeping
- woodworking - how to do fine mortise joints
- Parallel Universes, do they exist? Inspired by the Discovery Channel and all their interesting special shows on that topic
- 197 a plans. NYC Community Development plans. Work and how it could benefit other members of the community.
- about what's going on in my 15 year old son's head
- creating apps for the new windows8
- homebuying - I don't want to rent an apartment anymore
- How does my camera work?
- butterflies
- village life -- it's so beautiful and sloooooooooooooooooow
- Physics, inspired by watching The Big Bang Theory
- computers
- I was very curious about Frida Kahlo and decided to research her life. Her art and love affair sparked my interest
- Little Free Libraries- just read an article
- Driving to Telluride for the R2 - my husband's comment about why in the world bicyclists want to ride on the narrow mountain highways where they can either get run off a cliff or at the least, sniff exhaust the whole way
- I didn't have my glasses on, and saw a bright green among more muted tones. I approached slowly, thinking it was an insect. I turned out to be a leaf, but I couldn't recognize it and it was out of place
- movies, how they are made
- like Crystal I often think of questions in the car. less often do I remember them later to look for an answer... :P
- How genetics works-based on personal experience

- physics blows my mind and I always get curious
- i'm a nerd, so i get curious about "how things work."
- Why doesn't anyone on the block of my new apt have a recycle can?
- curious about what motivates people, what makes them passionate about things, how those passions come about and how they follow them
- We had a child born with genetic defects
- landscaping more specific rain gardens.
- How writers come up with the ideas for their novels.
- Shade Gardening.
- Best way to compost in Denver
- Because I have minimal sun in my back yard
- past relatives...why they came to US
- I get curious about how people encounter one another in our digital age and still fall back on letters etc
- curious about Atlantis, documentaries and books on the topic

### **What did you do to pursue your curiosity?**

- Lots of reading! Did find out what I needed.
- read books, talk to people, observe
- Mars - I'm following the Curiosity Rover on Twitter
- read books, watch dvd's, research via internet
- travel and spend time there, talk to people, walk everywhere
- internet research
- Asked a young woman who was on the Ft Lewis College (Durango, CO) mountain bike team
- Face to Face research and book research. WTH gardening. -- Putting it in the ground and seeing what happens.
- Googled - first time homebuying, searched for books, searched for online legal resources, spoke with a banker....can't say I'm satisfied yet - we are going to a seminar
- pursue via Youtube, books, tv show specials

- Found the IMDB database that gives actors' biographies and makes connections between roles
- began genealogical research
- Google search, then I looked for blogs, then I looked for books, then I headed to the library
- Started with the internet
- posed my question to AskColorado
- How my camera works -- pictures sometime didn't come out the way I thought they would -- started trying new settings and still didn't understand. Now I need to find a book and take classes
- I think when I am curious I become consumed with the topic. I will research the topic on the internet. If I can't find what I want I will try to find a book or talk to other people/experts
- Joined a garden club and our city's stormwater committee.
- definitely become near-obsessed
- face to face research.

## **Asking the Right Questions**

### **Question 1: What do you like to read and why?**

- YA lit - gr8 storytelling
- mindless reads
- i like to read non-fiction mostly
- Mysteries...like to see if I can figure it out
- Non fiction and Tech websites.
- Non-Fiction
- Literary fiction.
- non-fiction and YA fiction
- Non fiction travel books
- practically everything
- mystery and historical fiction
- historical fiction

- cookbooks
- mystery
- Stories about sailors and spacemen...
- 50 shades
- Historical mysteries because they keep me guessing
- I love literature and books about leadership
- Comic books, graphic novels, non-fiction
- nonfiction and historical fiction
- blogs, periodicals, YA/CH books, science & some history nonfiction
- Romance and Biographies
- Something light and funny
- from lit fiction through sci-fi and non fiction
- YA lit, chick lit
- travel
- I like to read fiction and nonfiction. I like biographies, suspense, yummyful fiction that is well-written and vivid
- science non-fiction
- Humor - non-fiction and fiction....because I often need a humorous escape
- Historical fiction, especially mysteries
- YA novels to connect with the teens and tweens in the library
- Mystery
- something different...my undergrad was literature, I want to read something new.
- depends on my mood....I read a variety of genre.
- Latin American Fiction
- Mystery and non-fiction because they are very much the same!
- Historical fiction
- sci-fi (post-apocalyptic epics) and YA (hee hee)
- Good fiction - allows my mind to imagine

- crossover fiction and literary fiction
- romance is light, humorous, happy ending
- I like learning a lot so non-fiction is most compelling to me
- fantasy, for escape, creative solutions & atmosphere; Historical fiction, history and human perspective
- non-fiction!
- non-fiction, history
- non-fiction, culinary
- too many books to choose
- Mysteries especially Forensic types like Kathy Reichs

**Question 2: If you could only keep one book with you for the rest of your life, what would it be?**

- Beloved by Toni Morrison
- Sirens of Titan
- Looking For Alaska - John Green
- my signed copy of Start Where You Are by Pema Chodron
- Little women
- Collected Works of Philosophers
- For the Time Being by Annie Dillard
- gone with the wind
- little women
- To kill a mockingbird
- Can't I keep everything?
- Mark Twain maybe?
- My Harry Potter books, at least I'd reread them a lot
- Little House on the Prairie (ok - any of that series! I can never pick one)
- to kill a mockingbird
- Clive Barker - Great and Secret Show (signed copy)

- cutting for stone
- Angle of Repose
- Rene has two last names- rene colato lainez
- Charlotte's Web
- too hard to choose just one!
- 1984
- My Robert Frost books
- cloud atlas
- Fahrenheit 451
- A Tree Grows in Brooklyn
- Complete Harry Potter series
- Siddartha
- If You Reach Me
- Tibetan Book of Living and Dying
- The Mighty Thor omnibus by Walt Simonson
- African American Encyclopedia
- Silver wings Santiago Blue
- Dr. Seuss - all of them
- TS Eliot
- the intellectual's devotional
- Would not be able to keep just one book.
- 100 years of solitude
- pride and prejudice, mists of avalon, dune

**Question 3. What is the #1 bestselling novel right now?**

- Fifty Shades of Grey
- Unbroken - L Hillenbrand

- Fifty Shades of Grey?
- Gone Girl
- 50 Shades of Grey
- not a clue.
- Fifty Shades of Gray
- 50 shades of grey
- Fifty Shades of Grey
- No clue!
- No idea
- Wild!
- 50 shades
- <http://www.nytimes.com/best-sellers-books/overview.html>
- No idea
- It depends on which list you pay attention to
- god help us, probably something James Patterson.
- probably shades darker
- Casual Vacancy
- The Twelve - yeah!
- Is it still 50 Shades?
- shades of gray
- 50 shades of grey
- Latest Kathy Reichs
- 50 shades of grey
- Expats
- casual vacancy
- oops I thought this was what we were reading now...brain fart
- 50 shades of grey

- New book by Jo Nesbo
- No clue.
- I'm sure it's one of James Patterson's
- I try to stay away from the authors who are prolific.
- Quiet: Intoversion

**Question 4. What book should be featured on the library website next month?**

- A staff choice or three
- Books about presidents
- Salmun Rushdie's new memoir
- The last time I saw Paris by Sheene
- A great new literary novel
- Same as Robin--books about presidents
- Barb: Patricia Cornwell - Bone Bed
- nypd red
- New York Times Bestsellers
- Patricia Cornwell
- cookbooks to prepare for holidays
- npr recommended reading
- a book from the "keep one book forever" box
- Justin Cronin - The Twelve
- something not on the bestseller list - give people a new title
- Paris: A Love Story
- Something that does not involve vampires that are in love with young women for no good reason
- Plainsong by Haruf
- books written by youth, i find that inspiring



- Neil Young's Biography was great
- something by a local author or tied to an upcoming program
- New York Times Best Seller List
- Plainsong -- also
- books that are relevant to what's happening in the library ;)
- America Again Re-Becoming the Greatness We Never Weren't by Stephen Colbert
- the twelve
- Whatever is the newest book we received that day
- Craig Child's new book - Apocalyptic Planet
- We also have book displays throughout the library.
- unbroken
- Tall Grass

### **Asking the Right Question**

*After answering the four questions, participants were polled. The poll revealed that they **liked** answering questions 1 and 2 the most. They then shared why.*

- Well sure...folk like to talk about themselves.
- it was about my likes
- It was personal.
- passionate about answer
- I had to think really hard about it
- It got to the heart of my reading preferences
- It was challenging - and we didn't answer it!
- Had to really think on that and all these books are running through your head.
- it was my opinion of the best book for me
- Need to remind my self that it is ok to clean off my book shelf periodically!
- it really got to something personal for me

- Question 2 made me think hard about who I am and what I really, really love
- no one ever asks what YOU like to read
- I had to think about who I really am.
- I had to think about all the books I have read, but narrow it down to a kind of book
- I had a chance to say what I think is important
- personal, but was more thought provoking than #1
- #2 was the hardest to answer and it was fun briefly revisiting past fave books
- It is about what affected me most when I was a teenage forming my own value system.
- Felt like I didn't have time to really THINK through it!
- in some situations it is easier to answer personal questions in an anon space.
- Important for my children and future grandchildren
- Question #2 was hard-made me think!
- It made me really think about what I like. I had to evaluate my priorities
- share something of myself
- allows for more options
- personal, but, not as personal as the other
- have answered before.
- Love to talk to book readers and love to share-and maybe I'll find some one new to share with!
- Enjoy sharing the books I like to read.
- I think it is easy to identify a type rather than a specific book
- allows for broad category answers
- personal with a reason makes it more personal
- Easy to join the conversation
- We know our general habits unlike #2 where we probably haven't given that much thought prior
- personal - you might make a connection with someone who enjoys the same types of things

Those that **didn't like** answering shared why

- I couldn't narrow it down!
- Needed to be more thoughtful
- I did not want to commit
- didn't like it because of being judged
- Narrowing it down WAS really hard
- answer to #2 might be different with more time to reflect on it
- too abstract
- It felt TOO personal

*Participants shared what they **didn't like** about questions 3 and 4.*

- didn't know answer off top of head.
- it's a test, no one likes tests
- simple look up
- because i'm clueless
- Didn't know.
- I don't like being told what to read!
- dont want to be wrong
- My tastes are not mainstream and I don't keep track of bestsellers
- didn't want to give any more publicity to 50 shades of grey... :)
- simple and easy to look up
- or I don't care
- Unsure
- different bestseller lists have different novels
- there's only one right answer, who cares
- it makes it a little tricky
- not one right answer... <http://www.nytimes.com/best-sellers-books/overview.html>
- had a specific answer.. no room for opinion

- Got the question wrong!
- Used all the time. Wanted something different.
- it's fleeting info--will be different very soon
- easy to look up
- bestseller doesn't mean a good book either
- being part of pop culture
- No context...
- needed more info to answer
- not up on all the new titles coming out soon
- only care about being tested if there's a reward... :)

*Those who **liked** answering questions 3 and 4 shared why.*

- I liked it because it let me think about what my community would enjoy
- i won't be reading any of those (likely)
- Stressed me out...I haven't starting featuring books on website yet--thanks for the reminder!
- Didn't know whose website you were talking about. Ours locally or statewide?
- I need more info to find something pertinent...I want a marketing plan to go by
- you don't just throw out merchandising randomly
- If you work in a large library system, what books appeal in one community may not appeal in another!
- I need a context in which to choose what book will be featured
- Hard to feature only one book because of different interests.
- want to know purpose of featuring a book - is it to drive circ?
- different age levels, books on Ch page, teen page, adult page, multiple answers
- Or Jim, to highlight the existence of resources on a particular topic?

## **Social Objects - What are some objects in your library?**

- 3D printers in maker space
- reserve shelf
- display case
- Book Bags
- Recycle bins
- Elevators
- chess set
- book cart
- shelving
- walls
- display, tech petting zoo,
- Library Cards
- sculpture, art
- Copy Machines
- OPAC
- discarded books
- Benches outside the entrance
- circ desk
- Vending Machines
- staff
- End Panel displays
- reference desk
- reference desk
- The quilt above the fireplace
- walls
- magazine area

- tables abound!
- front door
- Art from a local kids program
- quiet rooms
- art work
- entryways
- meeting rooms
- coffe machine
- Grand Staircase
- statues
- AWE computer
- furniture
- Play areas in kids sections - literacy based
- fireplace
- empty rotunda entry
- desk tops
- reference desk
- Digital music sharing station
- windows
- fax library payment center
- Return area
- play kitchen
- circulation desk
- displays
- plants
- periodicals
- windows

- learning toys
- wayfinder kiosk
- artwork
- reader garden
- AMH equipment
- information desk
- drive thru book drop
- sandbox
- City cafe in the library
- art work, furniture
- Play table for Legos
- reserve shelf
- sculpture
- books
- brochure table
- Our suspended staircase
- outdoor space
- toys in children area.
- trees
- children's art
- gardens
- Historical features of the facade
- fountain
- legos in adult area
- reserves shelf
- decorations
- moveable furniture

- felt board
- market cart
- community bulletin board
- signage
- display cases
- wall art and display areas for kids
- puppet theater in kids section
- CIRCLE DRIVE
- fireplace
- flagpole
- librarians
- screen savers
- book sale area
- mural and other artwork
- benches
- opacs
- elevator
- coffee shop
- used book art
- performance stand/bos
- summer reading promos
- large art light
- empty shelf in stacks
- stuffed animals toys
- a talking computer
- water fountain
- bulletin boards



- workspaces
- atlas stand
- window
- puppet theatre
- we have little finger puppets in our kids' books area
- Accessibility items (keyboards, computer mouse, etc)
- new books
- grab a toy game machine!
- bathrooms!
- classic books for all ages
- Have lots of windows Can we use the light for shadow plays.

### **Brainstorm - ways those objects could be made social**

- Book drop shows a visual count of how many items have been dropped in
- obstacle courses to enter the library
- in a historical setting, add historical marker map/wall thing
- book drop catapults items...;)
- Oops staircase that moves when people jump on it.
- sculpture that kids can play on, spin, move, etc
- benches inside the library in different areas like a rotating bench
- post signage
- colors
- make it interactive
- table areas --- Table book displays to spark conversation.
- constantly changing signage
- artwork that could be physically changed by patrons
- new books: staff reads and handwrites what they think to post with new book

- end panels - make it move
- 3D printer: group projects
- blackboard paint on a wall
- Librarians leaving their offices.
- new book display case - rotating slowly
- town history items- photographs of people and places patrons will recognize
- interactive walls in empty rotunda entryway, higher up for adults, lower down for kids
- allow ratings for art work
- screen savers - use them as touch points to ask questions, pose challenges (talk to a neighbor ala R2 risk cards)
- Tell people it is OK to play with what you give them.
- display altered used books activities
- OPAC - have a virtual guide with sound, urging a patron to use it.
- Historical facade- display historical books
- a book drop that talks and suggests titles to customers
- frog races in fountain
- Greeters at the door.
- make a dancing water fountain that is also a drinking fountain
- Make the library an "I spy" place where customers can say I came to the library and I found...
- Aquarium thing in the non-fiction area
- Paper airplanes from the fourth floor.
- outdoor space - include gardens, play areas, places for people to create music/perform
- puppet theater - have a chalk board at entrance of CH room where kids can put on an impromptu show, "4pm show! little mermaid" etc.
- we purchased a toy mail box and are putting out writing prompts for our kiddos then posting their letters for others to read
- make the book drop in question have a weather vain
- Recycle bins--create display to connect college efforts with community efforts to become waste free. Highlight waste within the library and direct patrons to recycle bins. Highlight what can be saved by recycling.

- entry way - include disco ball to encourage more dancing in the library
- touch screen activities and surveys in wall, spins on central post to alternate sides
- What if we had a twitter page for each branch where customers can follow us
- In-floor keyboards in public spaces to invite play -- remember "Big"?
- Decorate the circulation desk and display books and facts about the decorations.
- How do you make focus groups truly interactive?
- start a story and let people add to the story. Publish
- multiple entrances into kid areas, one being an obstacle course that requires at least 2 people with teamwork to enter...say by turning or rotating a wall, etc
- We change our kids area every season or so to change the puppets/puzzles/etc to give them more to do and change
- dress up the library for holidays
- I would paint the book drop like a monster (friendly) or an orgre and say "feed me"...
- build it up to add other features plus an area for people interaction and watching
- teen space- have teens paint the windows
- I dig the idea of a disco ball in the entry way!
- hunt for the different objects in display cases
- paint murals on library walls
- we have a staff picks display and ask the patrons for their suggestions - saw it in Barnes and Noble
- Giant "human" aquarium - where a craftsperson is sitting and doing something interesting--drawing in crowds
- library scavenger hunt
- Disco balls make everything better
- decorations - display books that go along with the decorations (fall, spring, holidays)
- nice, human aquariums!
- white board where patrons can make their own comments
- programs happening out front, not back in private rooms
- outdoor space - add a pool, with a slide

- live map showing most popular books being checked out - real time
- Book drop could be turned into a bank like drawer so the patrons can pickup and drop off books.
- An upcycled drop-by craft table next to the recycle bins
- invite ice cream man to join in, and others to create an whole outdoor experience
- turn book drop into a public art project where artists paint/decorate the book drop
- I love the idea of using social objects specially bringing together items from other countries, cultures and also very local social objects as well!
- jigsaw puzzle on table in lobby
- colored footsteps to a specific area
- Wow, I can imagine the eerie glowing light when snow covers the ground in the winter.
- @Dustin that played music when you step
- colored footsteps, yellow brick road, that'll help me tons!

### **Bringing it all together - Asking the Right Questions and Social Objects to the library: banned books**

- when a banned book is picked up, alarm sounds
- books in little barred cages...preferably set to motion in them
- Two similar books: One Banned One Not. Guess which is the banned book. Answers Inside the books.
- would you ban this book?
- have a police officer "arrest" the customer
- Put books in plain brown bags with an image related to each book on the bags
- "Which book would you save?"
- Ask what is your favorite banned book?
- Construct a jail cell in the lobby, with easy chair & lamp, and require readers to read the first chapter in the cage
- when you check out a banned book, you get a shirt that says, "I read banned books"
- books on milk cartons
- Make people trigger something to "spring" the books
- mug shot photo booth

- one of my faves from R2 was - ban wireless. show people what it might be like
- I set my display with police tape around it.
- HAVE MUG SHOTS POSTED AROUND LIBRARY\
- Dress the book up in an orange jumpsuit and a mohawk
- Allow customers to campaign to ban books, show on an interactive voting screen what books are getting more votes to be banned - move books that get a high number of votes into a display where they cannot be accessed, but it can be seen that they are banned
- seriously, books need awesome costumes :-)
- Why a mohawk?
- Books with a sign "Are you a rebel?"
- because the mohawk would engage the conversation
- Make interactive website like the Titanic or Jamestown that followed a particular person. For banned books, it could be following particular authors and what they experienced after they wrote the controversial book
- denotes rebellion
- Every 5th book checked out goes in a brown bag; every 10th book checked out is NOT checked out but put in the banned book box
- Temporary tattoos of banned books
- Or a display of banned books where the books suddenly are pulled away when a patron tries to take one.
- Warning! This library contains banned books....
- Poster with a mug shot that says Rebels read banned books...
- use self check to tell people NO - you cannot check out this banned book!
- I was running with Dustin's comment re: books needing little orange jail jumpsuits. I.e: if a book was banned during the Great Depression, they should be in stripes
- Ask people - what book would u ban (or burn, if u want to get really controversial) - then have a public digital display that shows in real time the full list of books people are banning. Might stimulate dialogue and dare-i-say - arguments?
- cover up challenged books with wrapping paper and place on a display "Don't judge a book by its cover"
- Mock courtroom with role playing as judge, defendant, plaintiff
- Or if they are unloved due to other random reasons, they should have little noserings

- Create a banned book section like the non-fiction
- Like the thought of asking someone what book they would ban-maybe in a teen discussion group...
- maybe a siren could go off when you take the book off the shelf
- screen off that section
- siren and red flashing light when a banned book gets picked up
- ban other things people love - story time, computer use, printing
- locked glass case
- Love the relationship between banned books and "unacceptable" personal styles.
- Little book ball-and-chains
- Or a banned book end panel display with yellow police tape
- ...to attach them to the shelves
- why do we ban books?
- What book would u ban?
- Do you think any book should be banned?
- What words threaten you?
- what's da pass-woid?
- why should you care about banned books...
- My police tape says "Sheriff's line-Do Not Cross' The kids stop to ask if they can cross the line/
- enactments, acts, dialogues of issues around reasons for both banning and not banning, debates for both sides...
- When is it okay to burn a book?
- "Why would you ban this book?"
- Why is a book banned in the first place?
- Who wants to ban books?
- "do you think someone else might benefit from this book?"
- Who do you think banned this book?
- who decides which books should be banned
- Why did someone think the book should have been banned? How would you have defended the book?

- Who should decide what you read?
- Would you like someone to ban your favorite book?
- have an author panel of authors whose books were banned
- We had a patron go through an entire novel and white out every offensive word in the book.
- Before they take the books out of the library/
- If you were a banned book, what chapter of your life would have been banned?
- Would you read a book if it meant your life?
- display Constitution and Library Bill of Rights
- Banned book sale!
- if your favorite book was banned, would you fight for it?
- What ever happen to the banned books? Where do they really go?
- how could you defend against someone trying to ban your favorite book?
- Love your idea, Diane - about asking people
- Reduce fines for the most checked out banned books