

# AT YOUR LEISURE:

## ESTABLISHING A POPULAR READING COLLECTION AT UBC LIBRARY



### PURPOSE

Implementing leisure reading collections is an emerging trend in academic libraries (Dewan, 2010). The scope of this study is to investigate the possible need for a leisure reading collection at the UBC Library as well as develop a picture of what type of collection will best suit the needs of the UBC community.

#### DEFINITION:

Leisure reading is reading fiction or non-fiction books for the sake of reading, on one's own accord for pleasure or one's own enrichment, and not for work or a class.

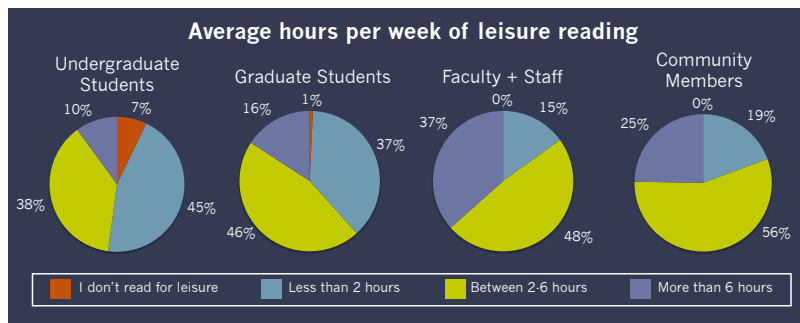
### METHODOLOGY

This study consisted of an online questionnaire distributed to UBC undergraduate students, graduate students, faculty and community members. In October 2010, after passing ethical review, the questionnaire ran for two weeks. An email with a link to the online questionnaire was sent to a random sample of the user groups, and additionally was advertised for open participation.

1,500 survey invitations sent  
244 invited responses received  
229 open responses received  
467 total valid responses

### FINDINGS

Our study showed overwhelming support for a leisure reading collection at UBC Library and also indicated strong leisure reading habits across all user groups.

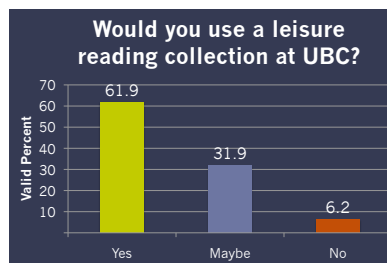


#### HIGHLIGHTS:

- 29% of all respondents do not have a public library card. 41% of respondents that live on campus do not have a public library card.
- 6% get most of their leisure reading material from UBC Library.
- UBC's **online catalog** and **browsing the shelves** were the preferred methods for finding materials.
- Printed** materials were overwhelmingly the format of choice.

#### RESPONDENT CONCERNS:

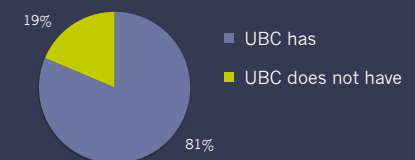
- Not enough **funds**.
- Not in the library's **mission**.
- Patrons simply do not have **time** for leisure reading.
- Could not be **comprehensive**.



### CONCLUSION

The results of this study have prompted UBC Library to pilot a leisure reading collection. Since respondents indicated strong interest in titles and genres that are already well represented in UBC Library, a separate browseable space with materials UBC already owns could fulfill many patrons' leisure reading desires.

#### Specific authors and titles requested by respondents



### ACKNOWLEDGEMENTS

We would like to thank Rick Kopak, Jo Anne Newyear-Ramirez, and UBC librarians and Library staff for their assistance, input and support.

### REFERENCES

- Dewan, P. (2010). Why Your Academic Library Needs a Popular Reading Collection Now More Than Ever. *College & Undergraduate Libraries*, 17 (1), 44-46.
- Gallick, J.D. (1999). Do they read for pleasure? Recreational reading habits of college students. *Journal of Adolescent & Adult Literacy*, 42 (6), 480-488.