

Metadata for files in "BtB_Seattle_Data and Docs for Deposit" folder.
February 2009

Filenames

btbSeattlequantitativedata.*

Title

Beyond the Book project quantitative data and collateral documents for Seattle Reads

Description/Abstract

Quantitative data and collateral documents for the Seattle portion of the AHRC-funded project 'Beyond the Book: Mass Reading Events and Contemporary Cultures of Reading in the UK, USA and Canada', (2005-2008, grant number: 112166), a three-year interdisciplinary project. The study researched a selection of 21st-century reading events which employ mass media (TV and radio) and city-wide reading projects which employ the 'One Book, One Community' model.

The primary aims of the transnational study were to investigate how mass reading events configure contemporary practices of reading and the cultural meanings of reading at local, national and international levels; to explain the uses and complexities of reading communities in different locations; to identify and analyse trans-national trends and differences in contemporary reading cultures and reading practices; and, to critique the popular function of literary fiction.

The file contains the data collected from as online surveys of readers in Seattle. Convenience sampling was employed. The survey was advertised through adverts in newspapers, on-line advertisements; flyers and bookmarks distributed through public library systems and cultural centres; via email through the research team's formal and informal social and professional networks. The data includes reading choice, habits and practices; participation in broadcast and community book programming; and, basic demographic information (anonymised). The statistical data is deposited in .sav, csv and .por formats.

Collateral material includes: Codebook; Data Notes; Meta Data Information Sheet and the Survey.

Keywords

One Book, One Community,
Seattle Reads

Subject(s)

LoC keywords:

Books and reading—Research,
Books and reading--Sociological aspects,
Books and reading--United States,
Book clubs (Discussion groups) --United States,

Library outreach programs--United States,
Literature and society--United States,
Reading groups,
Reading interests,
Reading programs (Literacy),
Reading promotion,
Reading promotion--United States,
Reading public,
Reading public (Library users)

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Date of creation or publication

Content was created between ca. 2007-05-12 and 2008-08-25. Content was saved 2008-10-31.

Format

Data: .sav, .csv and .por

Collateral material: .rtf and .pdf

Location of Master file

Master is with Project Director, Danielle Fuller, University of Birmingham

Publisher

University of Birmingham

Copyright Status

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University of Birmingham

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Organisational structure

University of Birmingham – School of Historical Studies – American and Canadian Studies

Funders

Arts and Humanities Research Council

Project

AHRC grant number: 112166

Relation

Data was collected online via the Beyond the Book project website (www.beyondthebookproject.org). Selected text from the project website is deposited at <http://epapers.bham.ac.uk/49/>

Time period

The survey was hosted on the project website (www.beyondthebookproject.org) while the book programming was taking place in the city and region. The survey was live for approximately six weeks: 12 May – 23 June, 2007.

Languages

English, French and Spanish

Bibliographic information

Published work based on the project is available at

Fuller, D. (2008). "Reading as Social Practice: The Beyond the Book research project." *Journal of Popular Narrative Media* **1**(2): 211-217.

Fuller, D. (2007). "Listening to the Readers of "Canada Reads."" *Canadian Literature* **193**(Summer): 11-34.

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