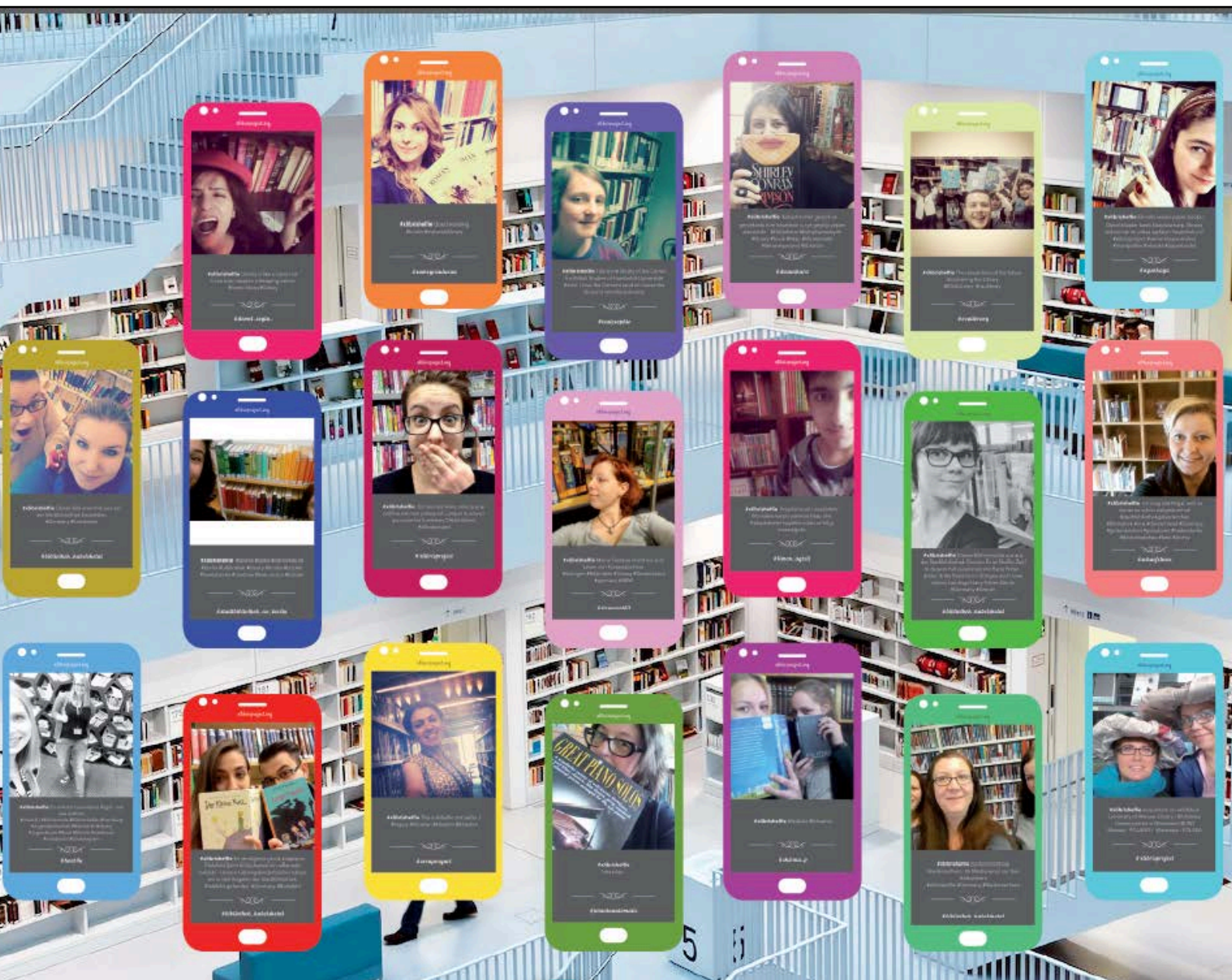


# #xlibrishelfie

AN INSTAGRAM SHELFIE (A SELFIE IN FRONT OF LIBRARY SHELVES ALONG WITH A LINE REFERRING PARTICIPANT'S EMOTIONS AND THOUGHTS ABOUT THE LIBRARY)



*Out of 151 images*

*25 selected and exhibited at  
Paris Descartes University,  
Paris, France at Kadir Has  
University, Istanbul, Turkey*

**X-Libris (2014-1-TR01-KA200-012958)** is a Strategic Partnership for Adult Education within the Cooperation and Innovation for Good Practices Key Action of Erasmus+ Program. It is started on 1 September 2014 and will run for two years.

Overall goal of the project is to organize a series of training and in-service training activities in order to develop user-centred new library services based on smart ICT. With this goal, X-Libris organizes series of workshops and based on the experience gained in these workshops will develop Open Education Resources (OER) and Massive Open Online Courses (MOOCs).

<http://xlibrisproject.org>



*This project has been funded with support from the European Commission. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*





**X-LIBRIS PROJECT WANTS TO GIVE A BIG THANK  
YOU TO ALL PEOPLE WHO PARTICIPATED IN THE  
COMPETITION BY SENDING THEIR SHELFIES (NOT  
SELFIES). SOME IMAGES BELONG TO PRIVATE  
CHANNELS SO WE CANNOT SEE THEM. ALL  
VISIBLE IMAGES ARE INCLUDED IN THIS BOOK**

[http://iconosquare.com/  
tag/xlibrishelfie](http://iconosquare.com/tag/xlibrishelfie)

## WHAT IT WAS DONE?

On 5-6 February 2015 at the Hacettepe University, Ankara, Turkey a workshop was held. One of the main goals of this workshop was to find out what librarians (both current and future) need to learn and which skills they need to develop (besides what they already know and the skills they already possess) to be able to create user centered and smart ICT based new services.

How they like to learn as being the subject of training programs was also explored. Second goal was to provide librarians with first hand experience on how to explore users' needs (by the use of innovative methodologies such as Lego Serious Play®, Hero's Journey, Gamification, Business Model YOU®, Storytelling, Crowdfunding and Design Thinking) to enable them to design user-centered services. Last goal was to give them the opportunity to co-design 5 new smart ICT based/related services (with special focus on training and educational services).

These prototypes and the skills and training they need to realize/materialize these services have been analysed by Hacettepe University (Department of Information Management) to design/developed 5 new training services to implement as one of the outcomes of the X-Libris Project (IO2).

One of this new training services is:

### · **Training on Branding for Libraries**

This service is an educational service for librarians and students to teach them branding and marketing tools and strategies. This training can be used for marketing/branding the institution, its collection, its physical space its services, and/or projects.

It includes using some social media tools such as Instagram to start a competition among users/potential users to involve them in the branding/marketing service and increase awareness about the institution/services/project.



**#xlibrishelfie**

Is the first branding activity to gain library engagement

# HOW IT WAS DONE?

Below listed steps were followed:

- a. An account was opened on **smore** (<http://smore.com>) to design an attractive flyer
- b. A video and a text message were prepared (text message is below)
- c. Video and text were put together to create the flyer (<https://www.smore.com/yq7x1>)
- d. Flyer was distributed to through different social media channels promote the competition

## SHELFIE COMPETITION

Within the scope of X-LIBRIS Project, Hacettepe University Department of Information Management in cooperation with the Kadir Has University Library is organizing an International Shelfie Competition.

Selected shelfies, selfies in front of library shelves, will be exhibited at Kadir Has Information Center in Istanbul. The exhibition will open its doors on June 29, 2015. We invite you to take part in this probably the first International shelfie competition. Anybody from around the world can participate.

### How to participate

Make your shelfie in your library in the style you prefer. You are free to use Instagram filters. The most important of all is that, along with your photo send a message associated with your emotions towards your library. Upload it to Instagram by using **#xlibrishelfie** by May 15, 2015. Please also add the library name and the country with other hashtags. Be sure your account is not locked otherwise we can't see your shelfie. You can also send your shelfie via e-mail to: [\*\*xlibrisproject@gmail.com\*\*](mailto:xlibrisproject@gmail.com)

What makes your submission eligible is not only the photo but also the message. Submissions will be evaluated by a team of experts. The number of hearts you get in Instagram for your photo will also be taken into consideration. Selected photos along with the messages will be displayed at the exhibition.

### Your emotion in your mother tongue

Yes that is what we want, your emotions in your language to get the real trueself. Hurry up! Be a part of this unique experience. By the time you read this, people uploaded the first shelfies, don't lose your chance.

## WHAT YOU WIN BY UPLOADING YOUR #XLIBRISHELFIE TO INSTAGRAM?

- a. *You will be a part of a unique experience pioneering a new way of promoting your library*
- b. *Your photo along with your message will be printed in a digital book which you will receive a copy*
- c. *Your creativity will be recognized*
- d. *You will make a new network with new colleagues from libraries around the world*
- e. *Your art work will be exhibited not only in Turkey but also in other project partners' countries such as Germany, Bulgaria, Spain and Lithuania and even maybe yours!*
- f. **And it is free!**

## WHERE THE EXHIBITION TO BE HELD?

*The modern and advanced Kadir Has Information Center in Istanbul*

Go to smore link: <https://www.smore.com/yq7x1> it got 818 visitors from 238 locations.



## WHAT WORKED WHAT DID NOT

The main difference between marketing and branding is your clients make your branding based on the quality, innovation and other factors involved in the services you deliver. To engage the final user in re-designing the library services is at the core of the X-libris project.

With that in mind out of the workshops we started to think in activities that may engage the users as a way to involve them in more ambitious goals. Shelfie, Bookface, Green Hero, istopmotion and gamification are some of them.

However, always there is a however, the lesson learned is that, with Instagram one can only reach to those users who have Instagram accounts and who knows how to use Instagram. Secondly, some accounts can be private and cannot be accessed. Believing almost everybody had an Instagram account and those accounts were open to public were false expectations. One should be aware of this while starting similar initiatives.

A very interesting article talks about the psychology of Selfies

## HOW MANY PHOTOS OF YOU ARE ON YOUR PHONE RIGHT NOW?

To put that into context, that's more photos every few minutes than in the entire 19th century. And lots of these photos are selfies—self-portraits, usually taken with a smartphone. As of this writing, nearly 300 million Instagram photos had been tagged with the selfie label.

***Humans take almost 1 trillion photos a year.***

We love getting into the “whys” of social media psychology, so in this post I set out to discover why we love taking photos of ourselves—and why we love viewing selfies.

What does “selfie culture” say about the world we’re living in now, and how can viewing photos of others help us make better decisions and even understand one another better?

“People who had access to self-representations were keen to make use of them. In this way people could control the image projected, and of course the fact that the image was on display marked the importance and status of the person represented.”

*"The more pictures you post of yourself promoting a certain identity—buff, sexy, adventurous, studious, funny, daring, etc.—the more likely it is that others will endorse this identity of you."*

*"Most of us pay more attention to faces than we do to anything else," says Churches. "We know experimentally that people respond differently to faces than they do to other object categories."*



In Sydney's 1888 Hotel, selfies aren't just welcome—they're very encouraged. The hotel's website is covered in Instagram photos, and the hotel itself offers a photo-op-filled tour around the hotel and nearby harbor.

<http://www.1888hotel.com.au/#!our-story/c1udm>

Imagine if you launch a competition on **"YOU in your library"** your users **publishing images of your library of the places they like most.**

**Read complete article on the Psychology of the Selfie**

<http://www.business2community.com/brandviews/buffer/the-psychology-of-selfies-why-we-love-taking-and-viewing-photos-of-faces-01253224>

SELFIES combined with another data can disclose relevant information.

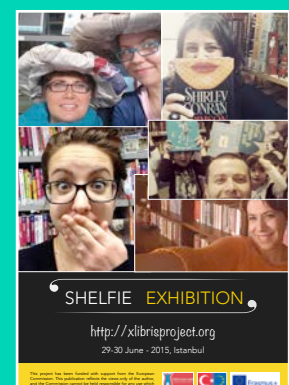
Thanks to the development of new technology and social media, more photographs are created, viewed, and shared today than ever before.

The exhibition held at New York Public Library "On Broadway" representing digital traces of life in a twenty-first century city, "On Broadway" compiles images (selfies included) and other data collected along the thirteen miles of Broadway that span Manhattan. See it at <http://on-broadway.nyc>

#xlibrishelfie wanted more than the "pic" wanted to have the emotion connected to the library. Two main exhibitions has been held till now, in Paris and Istanbul.



## *The 1888 Hotel: A selfie-encouraging space*





# Exhibitions

## DESCARTES UNIVERSITY PARIS



## KADIR HAS INFORMATION CENTER -ISTANBUL

xlibrisproject.org

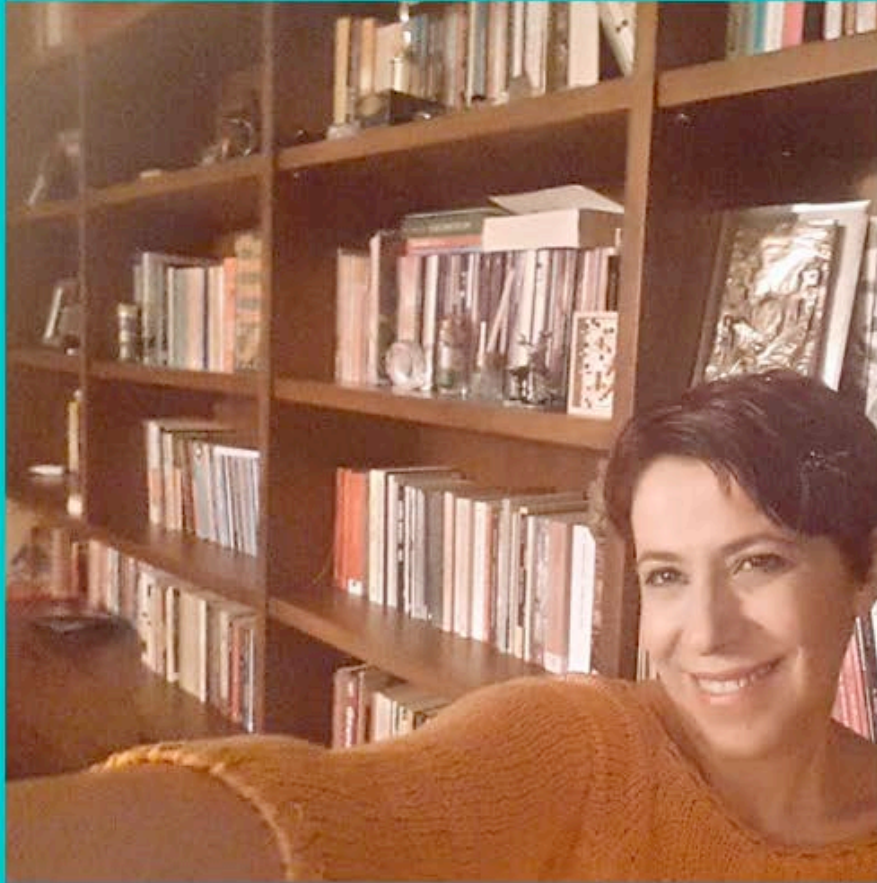


**#xlibrishelfie** De tous les livres, celui que je préfère est mon passeport, unique in octavo qui ouvre les frontières."(Alain Borer)  
#xlibrisproject

—  —  
**#xlibrisproject**



*xlibrisproject.org*



**#xlibrishelfie** Here are my faithful travelling companions: my imagination, my truth, my sea, my shelter, my ship, my wings and my universe... Voyage to differing dimensions and perceptions are so exciting (From home to the universe)...

—  —  
**#nurambarengi**

xlibrisproject.org



**#xlibrishelfie** Library is like a silent riot.  
It can even awaken a sleeping nation.  
#home library#Turkey

—  —  
**#demet\_soylu\_**



xlibrisproject.org



**#xlibrishelfie** Good morning  
#books #mylovelylibrary

—  —  
**#sumeyraulucan**

xlibrisproject.org



**#xlibrshelfie** This is the library of the Centre for British Studies of Humboldt-Universität Berlin. I love the Centre's (and of course the library's) interdisciplinarity.



**#tealesophie**

xlibrisproject.org



#xlibrishelfie 'kütüphaneler gerçek ve gerçeküstü tüm hayatların iç içe geçtiği yaşam alanınızdır' #kütüphane #kütüphanedeyim  
#library #book #kitap #librarymade  
#librarianproject #librarian

— — — — —  
#dusunkara



[xlibrisproject.org](http://xlibrisproject.org)



**#xlibrshelfie** The researchers of the future,  
discovering the Library  
@OzULibrary #ozulibrary

—  —  
**#ozulibrary**



xlibrisproject.org

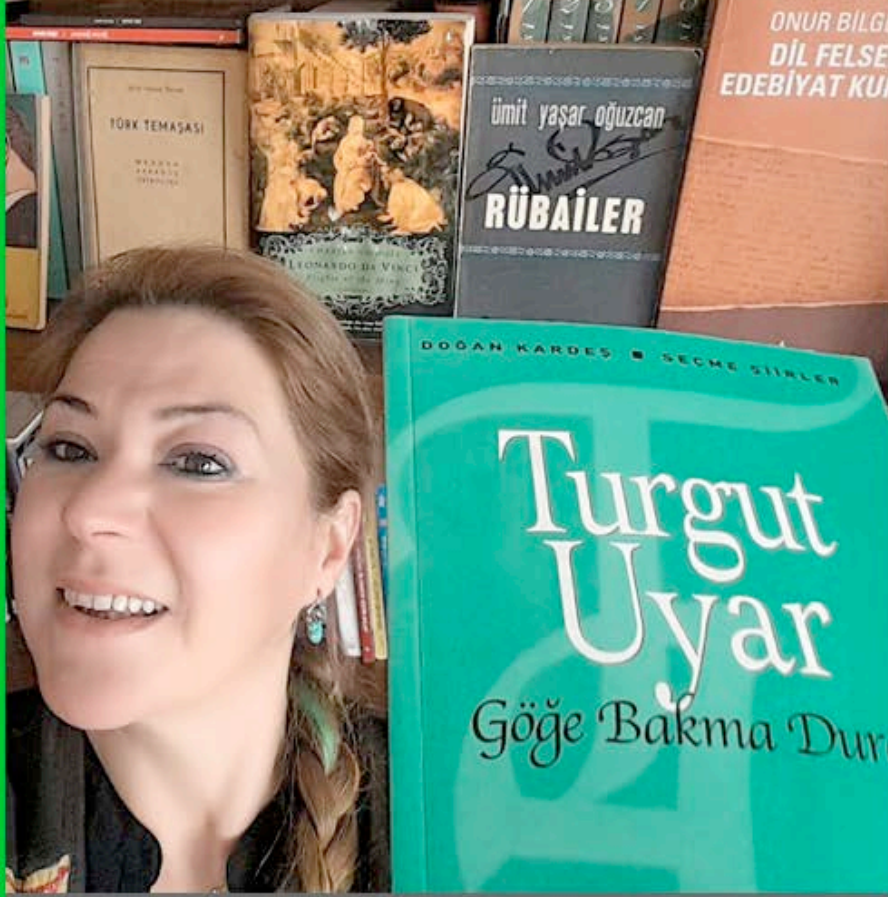


**#xlibrishelfie** Ebooks versus paper books /  
Dijital kitaplar basılı kitaplara karşı. Ekranı  
dokunmak mı yoksa sayfaları hissetmek mi?  
#xlibrisproject #universitepaulvalery  
#montpellier #ebooks #paperbooks



**#aysnkaya**

xlibrisproject.org



#xlibrishelfie durmadan göğü bakalım...

#neslihan yazıcılar



*xlibrisproject.org*



**#xlibrishelfie** Dieses Bild erreichte uns aus  
der Stadtbibliothek Emsdetten.  
#Germany #Emsdetten

—  —  
**#bibliothek\_kabelsketal**

xlibrisproject.org



**#xlibrishelfie** #shelfie #selfie #berlinistbunt  
#berlin #bibliothek #library #books #bücher  
#lovelybooks #rainbow #lostunicorn #bibster

—  —  
**#stadtbibliothek\_cw\_berlin**



xlibrisproject.org



**#xlibrishelfie** Meine Fantasie reicht nur zum  
Lesen von Fantasybüchern  
#Solingen #Bibliothek #library #Deutschland  
#germany #NRW



**#struwwel83**

xlibrisproject.org



**#xlibrishelfie** İnsanların sizi unutabilme ihtimaline karşın yanınıza kitap alın. Kütüphaneler hayaller odası ve bilgi mezarlığıdır.

— — — — —  
#limon\_agizli

*xlibrisproject.org*



**#xlibrishelfie** Dieses Bild erreichte uns aus der Stadtbibliothek Greven: Es ist Shelfie-Zeit! In diesem Fall zusammen mit Harry Potter - dieser dritte Band ist im Übrigen auch einer meiner Lieblings-Harry-Potter-Bände.  
#Germany #Greven

—  —  
**#bibliothek\_kabelsketal**



xlibrisproject.org



**#xlibrishelfie** Ich mag das Regal, weil es  
immer so schön aufgeräumt ist!  
**#stadtbibliothekgelsenkirchen**  
**#Bibliothek #nrw #deutschland #Germany**  
**#gelsenkirchen #geautoren #bielendorfer**  
**#Bibliotheksfrau #fami #Archiv**

—  —  
**#schaefchenc**



*xlibrisproject.org*



**#xlibrishelfie** Gelsenkirchen ich mag  
#Germany #Stadtbibliothek #Gelsenkirchen  
#NRW #Krimis



**#paulaprint**

xlibrisproject.org



**#xlibrishelfie** Ein wirklich besonderes Regal - mal was anderes

#Hoeb4U #Bücherhalle #Bücherhallen #Hamburg

#Jugendbibliothek #Bibliothek #library

#Jugendbuch #Buch #Bücher #instabook

#instabooks #bookstagram



**#hoeb4u**

xlibrisproject.org



**#xlibrishelfie** En sevdiğimiz çocuk kitaplarını  
Bielefeld Şehir Kütüphanesi'nin raflarında  
bulduk! - Unsere Lieblingskinderbücher haben  
wir in den Regalen der Stadtbibliothek  
Bielefeld gefunden. #Germany #Bielefeld

—  —  
**#bibliothek\_kabelsketal**



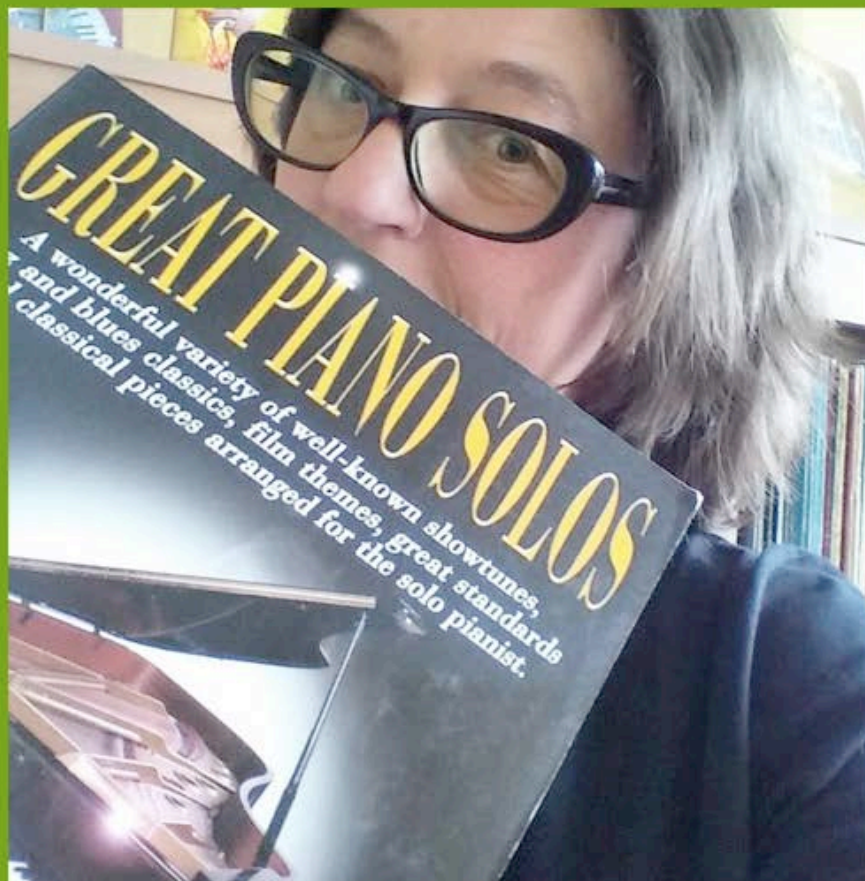
xlibrisproject.org



**#xlibrishelfie** This is #shelfie not selfie :)  
#happy #librarian #khasbm @khasbm

—  —  
**#serapozyurt**

xlibrisproject.org



**#xlibrishelfie**

Lets play...

—  —  
**#jolantaautomatic**

*xlibrisproject.org*



**#xlibrishelfie** #lizdeika #lithuania



**#skirma\_p**



*xlibrisproject.org*



**#xlibrishelfie** Büchereizentrale  
Niedersachsen: Im Medienpool vor den  
Hörbüchern  
**#xlibrishelfie #Germany #Niedersachsen**



***#bibliothek\_kabelsketal***

[xlibrisproject.org](http://xlibrisproject.org)



**#xlibrishelfie** Acquisition on exhibition  
University of Warsaw Library / Biblioteka  
Uniwersytecka w Warszawie (BUW)  
Warsaw - POLAND / Warszawa - POLSKA

—  —  
**#xlibrisproject**

xlibrisproject.org



**#xlibrishelfie** Who is looking for a princess?  
Search Library catalog #özyeğin #özü #library  
#university @OzULibrary #selfie

#ozulibrary



xlibrisproject.org



**#xlibrishelfie** I am going to help you as soon  
as I take a shelfie

**#belgradacitylibrary**

**#bibliotekagrada beograda #serbia**



**#nada\_arbutina**

xlibrisproject



2 0

xlibrisproject



3 0

demet\_soylu\_



22 4

stadtbibliothek\_do...



28 2

annalena.mainka



4 1

bibliothek\_kabelsk...



7 0

theencyclopedia



9 0

limon\_agizli



124 0

dusunkara



23 1

dusunkara



9 0

dusunkara



21 0

dusunkara



9 0

dusunkara



11 0

nuranbarengi



51 7

mervecavusoglu\_



80 1

bibliothek\_kabelsk...



4 0

bibliothek\_kabelsk...



3 0

skirma\_p



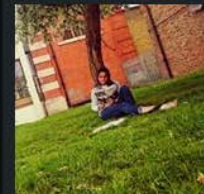
1 0

skirma\_p



2 0

xrisinkaa



14 0

bibliothek\_kabelsk...



4 0

jolantaautomatic



6 2

orcunmadran



16 2

orcunmadran



24 0

bibliothek\_kabelsk...



2 0

ssluckiene



7 1

xlibrisproject



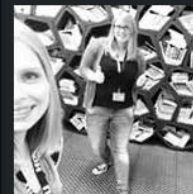
0 1

bibliothek\_kabelsk...



7 1

hoeb4u



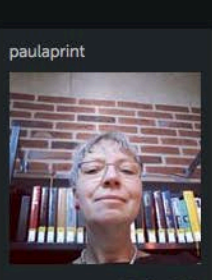
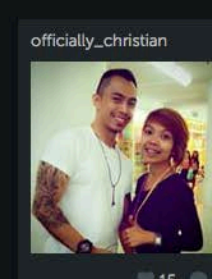
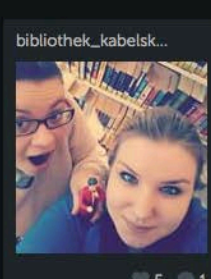
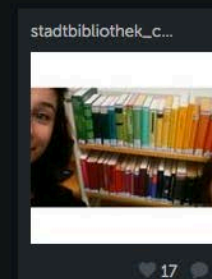
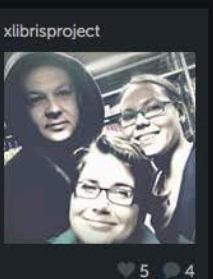
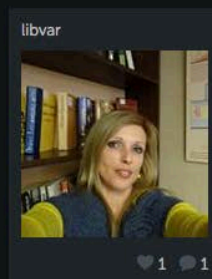
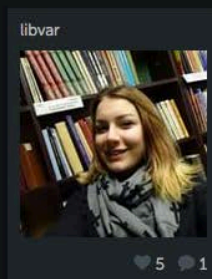
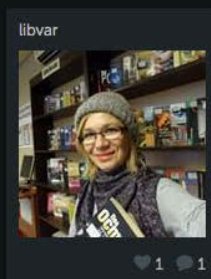
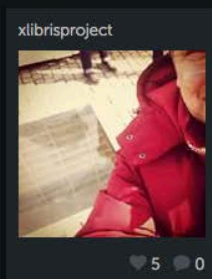
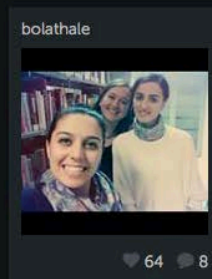
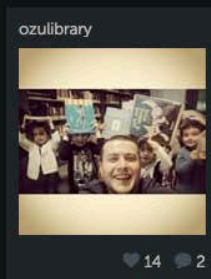
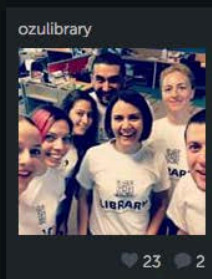
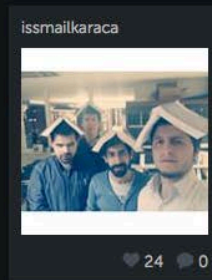
10 2

bibliothek\_kabelsk...



5 0







xlibrisprojectturkey



♥ 1 💬 0

xlibrisprojectturkey



♥ 1 💬 0

xlibrisprojectturkey



♥ 1 💬 0

bibliothek\_kabelsk...



♥ 0 💬 0

bibliothek\_kabelsk...



♥ 0 💬 0

bibliothek\_kabelsk...



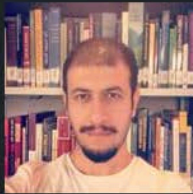
♥ 0 💬 0

vedaa



♥ 41 💬 0

themamdeli



♥ 31 💬 2

albogaihsan



♥ 11 💬 2

albogaihsan



♥ 14 💬 0

albogaihsan



♥ 11 💬 0

sumeyraulucan



♥ 17 💬 0

xlibrisproject



♥ 4 💬 0

xlibrisproject



♥ 1 💬 0

ozulibrary



♥ 18 💬 1

bibliothek\_kabelsk...



♥ 5 💬 0

bibliothek\_kabelsk...



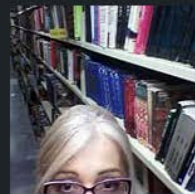
♥ 5 💬 1

bibliothek\_kabelsk...



♥ 8 💬 0

nar2229



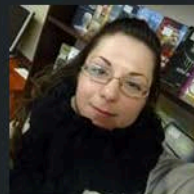
♥ 13 💬 1

xlibrisproject



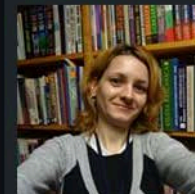
♥ 4 💬 2

libvar



♥ 4 💬 3

libvar



♥ 4 💬 1

libvar



♥ 5 💬 1

xlibrisproject



♥ 12 💬 1

nuranbarengi



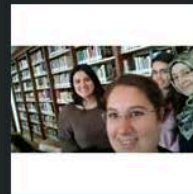
♥ 50 💬 6

yasaruniv



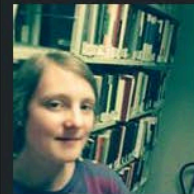
♥ 147 💬 2

ozgnozdmr



♥ 18 💬 3

tealesophie



♥ 5 💬 0

bibliothek\_kabelsk...



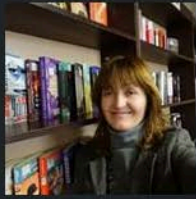
♥ 5 💬 1

libvar



♥ 1 💬 1

libvar



♥ 5 💬 2

libvar



♥ 4 💬 1

libvar



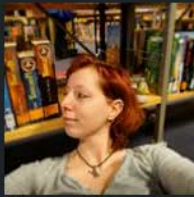
♥ 5 💬 2

libvar



♥ 4 💬 1

struwwel83



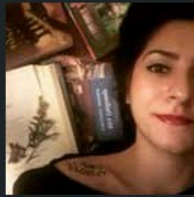
♥ 6 💬 3

xlibrisproject



♥ 1 💬 0

demet\_soylu\_



♥ 26 💬 0

davut\_coskun



♥ 32 💬 0

xlibrisproject



♥ 3 💬 1

xlibrisproject



♥ 2 💬 1

xlibrisproject



♥ 0 💬 1

xlibrisproject



♥ 5 💬 1

serapozyurt



♥ 35 💬 1

bibliothek\_kabelsk...



♥ 3 💬 0

# Our contribution towards all libraries is:

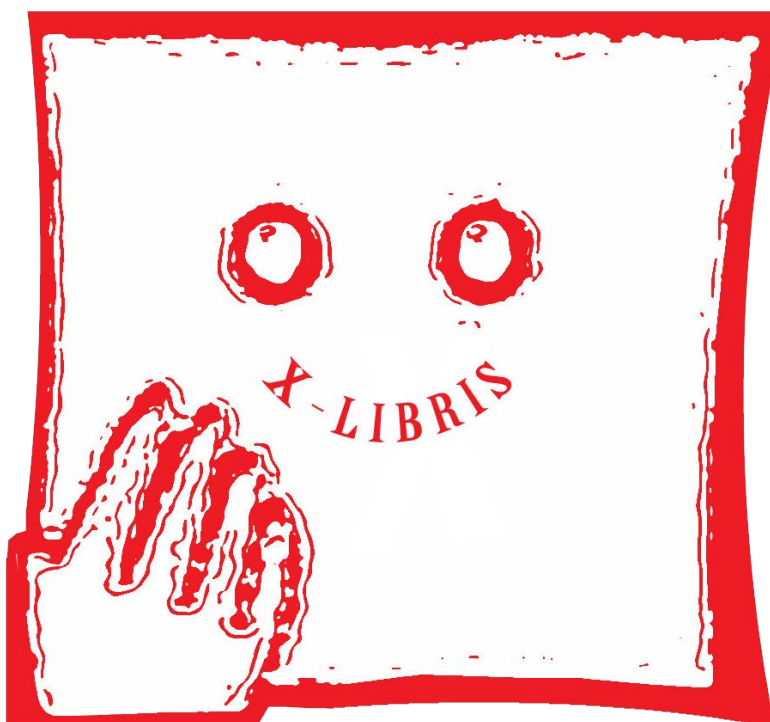
## **OUR CONTRIBUTION TO LIBRARIES:**

- 1. YOU CAN DOWNLOAD THE BANNER IN THE COVER, EDIT IT AND USE IT AS YOU LIKE**
- 2. IF YOU NEED HELP IN OPENING YOUR OWN EXHIBITION WE ARE HERE TO SUPPORT YOU**
- 3. IF YOU WANT THIS EXHIBITION TO BE DISPLAYED IN YOUR LIBRARY JUST DOWNLOAD THE MATERIAL**
- 4. IF YOU WANT YOUR OWN VIDEO CUSTOMIZED FOR YOUR EXHIBITION WE DO IT FOR FREE**

Link to download materials:

[http://magicbox.brickme.org/index.php?  
d=ix05885h3kxjfe514i3dl51710ms63g](http://magicbox.brickme.org/index.php?d=ix05885h3kxjfe514i3dl51710ms63g)





**CONTACT INFORMATION:**

Mail: [xlibrisproject@gmail.com](mailto:xlibrisproject@gmail.com)

Facebook: <http://facebook.com/xlibris>

Website: [xlibrisproject.org](http://xlibrisproject.org)

Pinterest: <http://pinterest.com/xlibrisproject>