

BOOKCROSSING



WHAT IS BOOKCROSSING?

Is the practice of leaving a book in a public place to be picked up by others.

Bookcrossing is a community online that shares a common interest: books and the pleasure for reading; they do this by releasing a book in a public place to be picked up and read by others.

It started in 2001 by Ron Hornbaker, a software programmer, as a way to simply track books in the internet, rapidly the Bookcrossing movement transforms in a worldwide phenomenon, six years later with more than 700.000 members of 130 countries and more than 5 millions of books registered, Bookcrossing still is one of the more active communities in the internet

The mission of Bookcrossing is to connect people through books.

By releasing a book his owner can track it down, by the journals entry of the users who found it, see where the book has been and the reviews given about it.

RESEARCH INSIGHTS

We can attribute the success of this wide community the interest shared which constitutes the main reason for people to join; for the members, this community is useful for their social life and helpful to expand their knowledge in literature

Nearly 50 % of the members get together in their communities to meet up in small groups to exchange books, impressions, and reviews about the books this way people can actually meet another members and make real social connections.

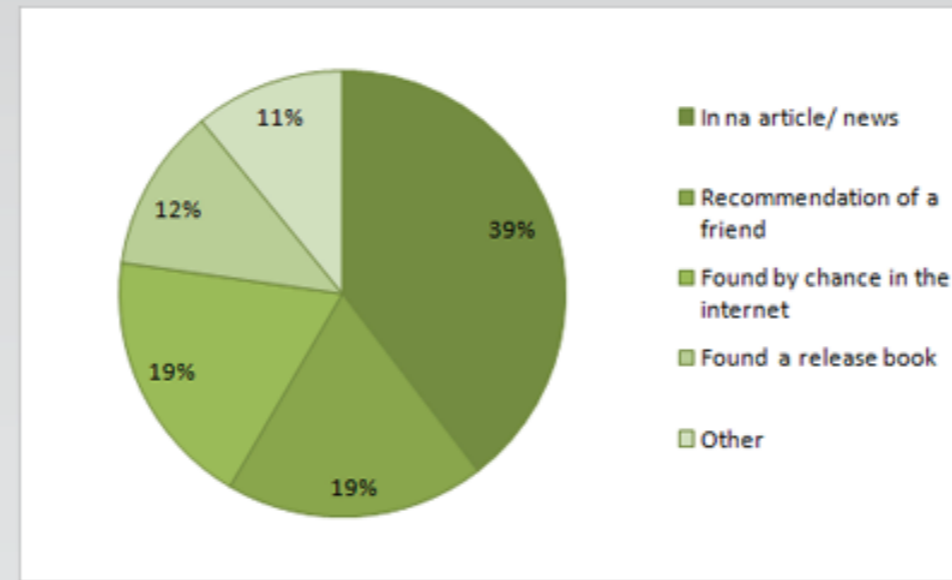
The members are encouraged to exchange books to the society in general this way they developed their sense of social awareness and importance of literature and connect with other persons of distant places.

RESEARCH METHOD

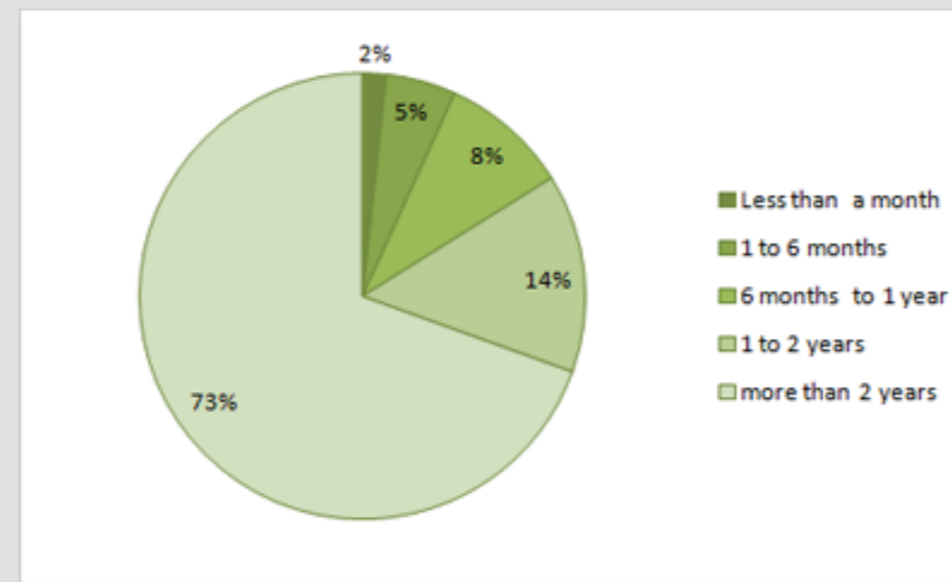
So the focus of my study is to analyze how a person reading choice could be affected for another person that has common interest this way I can observe how social influence can affect the members of the Bookcrossing community.

To observe the effect of the other ones opinions I'm going to conduct an online survey that is going to be available for two and a half weeks in three different forums in the Bookcrossing website: the general forum, the English forum and the Spanish forum; this way will be possible to collect more data in the limited time available.

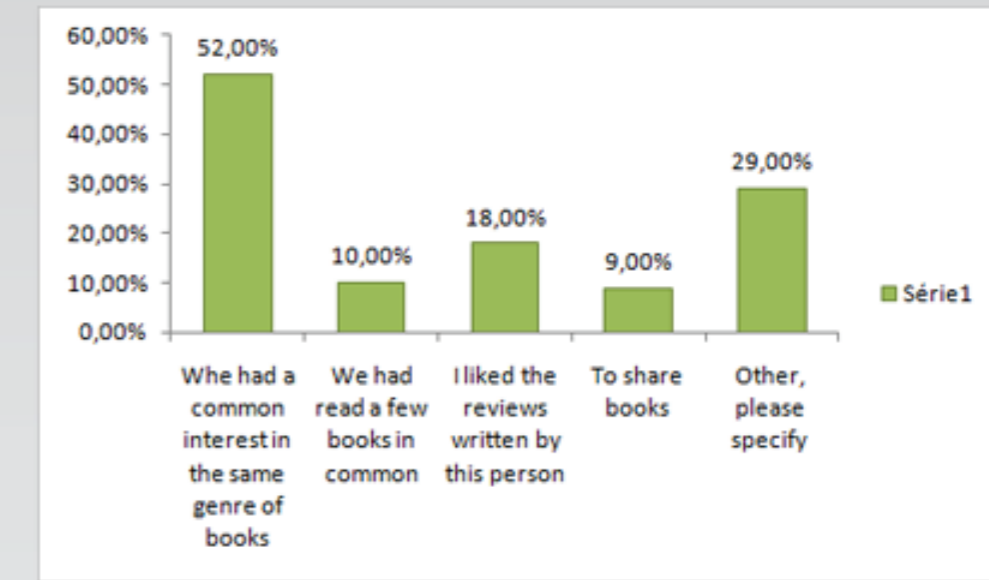
RESULTS



How did you take knowledge of Bookcrossing?



How long have you been a Bookcrossing member?



What is your motivation to contact other members in Bookcrossing?

CONCLUSIONS

So with this study we can conclude that the most active members of bookcrossing are the ones with more than two years in the community; by the answers that I had this also could mean that this is a good community that keeps members interested but have difficulty motivating people to join.

I also found interesting that only 12% said that they joined to BC to track the books released; this is a contradiction considering that in the beginning the primary objective of this community was to release books and to track them; it seems that the books release know are mostly a "control release" where the members know where is the book and they are getting it back.

Considering the small amount of members that came to know BC by founding a book we can conclude that it is a small amount of people that join after founding a release book or that, like I said previously, now are more "control releases" and the member decides the person who they're going to send the book.

By the answers that I got I couldn't measure how a member could affect the choices of books made by other but I can conclude that bookcrossing provides an opportunity to their members to read books that otherwise would never read; opening this way a window to new genres, authors, themes and others people reviews.

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