

Metadata for files in "BtB\_Merged\_Data" folder.  
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**Filenames**

bttbquantitativedata.\*

**Title**

Beyond the Book project quantitative data and collateral documents

**Description/Abstract**

Quantitative data and collateral documents 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 21<sup>st</sup>-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 merged data collected from a series of 9 online surveys of readers in Bristol, Birmingham, Liverpool, Chicago, Huntsville (Ala), Seattle, Vancouver, and across Canada and the UK. Convenience sampling was employed. The surveys were 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.

NB. The data from a pilot study conducted in Kitchener-Waterloo-Cambridge (Canada) in September-October 2004 (funded by the British Academy) does not form part of the deposited dataset but this material does inform the published results of the 'Beyond the Book' project.

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

**Keywords**

The Big Read,  
Birmingham Book Festival,  
Bristol's Great Reading Adventure,

Canada Reads,  
Liverpool Reads,  
National Endowment for the Arts ,  
One Book, One Community,  
One Book One Chicago,  
One Book, One Huntsville,  
One Book, One Vancouver,  
Richard and Judy's Book Club,  
Small Island Read,  
Seattle Reads

**Subject(s)**

**LoC keywords:**

Books and reading--Canada,  
Books and reading--England,  
Books and reading—Research,  
Books and reading--Sociological aspects,  
Books and reading --Great Britain,  
Books and reading--United States,  
Book clubs (Discussion groups) --United States,  
Book clubs (Discussion groups) --Canada,  
Book clubs (Discussion groups) --Great Britain,  
Library outreach programs--United States,  
Library outreach programs--Canada,  
Library outreach programs--Great Britain,  
Literature and society--United States,  
Literature and society--Canada,  
Literature and society--Great Britain,  
Reading groups,  
Reading interests,  
Reading programs--Great Britain,  
Reading programs (Literacy),  
Reading promotion,  
Reading promotion—Canada,  
Reading promotion--European Union countries--Congresses,  
Reading promotion--United States,  
Reading public,  
Reading public (Library users)

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**Date of creation or publication**

Content was created between ca. 2005-10-01 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](http://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](http://www.beyondthebookproject.org)) while the book programming was taking place in the city and region. The survey was live for approximately six weeks: 2 April - 12 May, 2007.

## **Languages**

English, French and Spanish

**Individual data sets and collateral material** for each collection site and the related documents can be accessed:

btbBirminghamquantitativedata.rtf (Birmingham Readers Festival)

btbBristolquantitativedata.rtf (Bristol's The Great Reading Adventure)

btbCanadaReadsquantitativedata.rtf (Canada Reads)

btbChicagoquantitativedata.rtf (One Book, One Chicago)

btbHuntsvillequantitativedata.rtf (One Book, One Huntsville- NEA sponsored event)

btbLiverpoolquantitativedata.rtf (Liverpool Reads)

btbRichardandJudyquantitativedata.rtf (Richard & Judy's Book Club)

btbSeattlequantitativedata.rtf (Seattle Reads)

btbVancouverquantitativedata.rtf (One Book, One Vancouver)

## **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.

Fuller, D. and D. R. Sedo (2006). "A reading spectacle for the nation: The CBC and "Canada Reads"." Journal of Canadian Studies **40**(1): 5-36.

Rehberg Sedo, D. (2008). "'Richard & Judy's Book Club' and 'Canada Reads': Readers, Books and Cultural Programming in a Digital Era." Information, Communication and Society **11**(2): 188 - 206