The Danish Think Tank: Libraries of the Future

We generate knowledge, studies and debate about the role of libraries today and tomorrow. Through our work, we contribute to rethinking the library as an important democratic and cultural welfare institution in the digital world.

The Think Tank is supported by and collaborates with more than 30 public libraries, private companies and library organisations, which all participate in and contribute to our activities: studies, workshops, debates, networks and conferences. We are founded and hosted by The Danish Library Association in Copenhagen.

Public libraries from the following municipalities work with and support the Think Tank:
Ballerup Municipality · Billund Municipality · Esbjerg Municipality · Municipality of Frederiksberg · Frederikssund Municipality · Municipality of Ikast-Brande · Municipality of Glostrup Municipality of Hjørring · Holbæk Municipality · Horsens Municipality · Høje-Taastrup Municipality · Kolding Municipality · The Municipality of Køge Nyborg Municipality · Næstved Municipality · Odense Municipality · Roskilde Municipality Silkeborg Municipality · Slagelse Municipality · Sorø Municipality · Svendborg Municipality Danish County Library of Southern Schleswig · Taarnby Municipality · Varde Municipality Vejle Municipality · Viborg Municipality Aabenraa Municipality · Aalborg Municipality · The Municipality of Aarhus

Private companies: Axiell · Moos-Bjerre

Library organisations (and members of the steering committee): Association of Danish Public Library Managers · The Danish Library Association (founder) · The Royal School of Library and Information Science · Association of Research Libraries · Danish Union of Librarians

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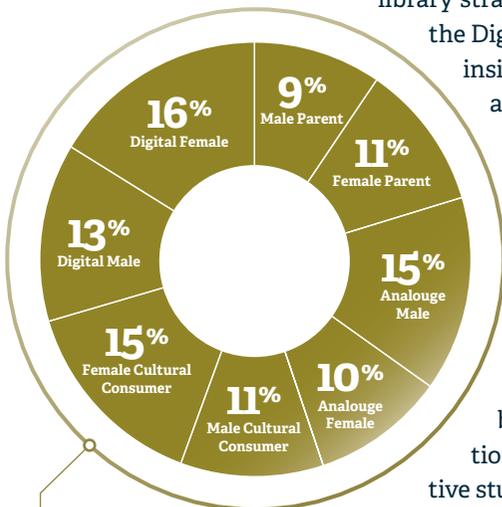# Digital Library Behavior
6 Selected Findings

Digital Library Behavior in Denmark

The Danish Think Tank has produced the most profound study on digital library behavior, barriers and drivers for digital library use. The aim of the study is to give deep insight into digital behavior in Denmark and a tool to define a new digital direction for public libraries.

The study generated 6 important findings for the future development of both physical and digital library

The Digital Library – a Strategic Appendix

Denmark is ranked the most digital country in Europe and all the digital development and possibilities have fundamentally changed people's digital behavior. The digital library today consists of a wide range of services from ebooks and movies, to databases and magazines, e.g. 50% of all new books are available as ebooks. Despite this favourable situation, digital library strategies at a local level often appear as an appendix to the physical library strategy or do not exist at all. The findings of the Digital Library Strategies study provide deep insight into digital behaviour of both users and non-users.

16% Digital Female
9% Male Parent
11% Female Parent
15% Analouge Male
13% Digital Male
15% Female Cultural Consumer
11% Male Cultural Consumer
10% Analouge Female

Eight Segments

Mixed Methods

The study Digital Library Strategies is a mix of two data sets:

A qualitative study based on 10 anthropological interviews, which offers new insight into user and non-user behavior, barriers and preferences; and which functioned as a pilot study prior to the quantitative study.

A quantitative study based on 6500 respondents from the age of 15 and up. The quantitative study consists of two parts: 1) A segmentation in 8 digital sections of the population and 2) Transverse findings giving general insight into digital behavioral correlations.

Approximation
Physical and digital library use are approaching each other
Digital library use **46%** **56%** Physical library use
FINDING #1

Digital and physical approximation
- Digital library use today is almost as important as physical use: 46% versus 56%
- Over the past three years, the percentage of frequent digital users has doubled: 14% in 2014 and 29% in 2017

Female Majority
Significant gender differences in the use of the digital library
Female digital user **53%** **37%** Male digital user
FINDING #2

Significant differences in digital library use
- Significant differences in frequent digital use: Analogue male (6%) versus male cultural consumer (42%)
- A digital female majority: Female digital users (53%) versus male digital users (37%)

Digital Behavior
Digital behavior imitates our physical library behavior
FINDING #3

Digital behavior imitates our physical library behavior
Digital users borrow books, re-borrow books and get inspiration about books.

Impact
The greatest factor for using the digital library, is visiting the physical library
FINDING #4

The most significant factor for using the digital library is visiting the physical library
If we want to generate digital users, the easiest way is to make them physical users first. What matters on a scale from −1 to +1: Physical use (+0.6), gender (+0.03), education (+0.03), age (−0.06)

Digital Opportunities
Neutralizing Socio-Economic Inequality
FINDING #5

Neutralizing socio-economic inequality
The digital library neutralizes the positive correlation between education and library use and indicates important perspectives for people not using the library today

The Future: One Library
90% prioritize the existence of the physical library even if they are digital library users
FINDING #6

One library in the future
Physical and digital libraries are closely linked and must therefore be developed as one library. Even though Danes' library behavior is increasingly digital, 90% prioritize the existence of a physical library