



Reader's Advisory Basics

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Agenda

- Defining Reader's Advisory
- Articulating a Book's Appeal
- Conducting the Reader's Advisory Interview



Defining Reader's Advisory



What Is Reader's Advisory?

A patron-centered library service for leisure readers.



What Is Reader's Advisory?

Non-judgmental.



[Picture by Moore County Public Library, CC BY-NC-SA](#)



What Is Reader's Advisory?

Driven by the belief that reading has intrinsic value.



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Articulating a Book's Appeal



What Is Appeal?

Appeal refers to how a book “feels,” as opposed to what it’s about.

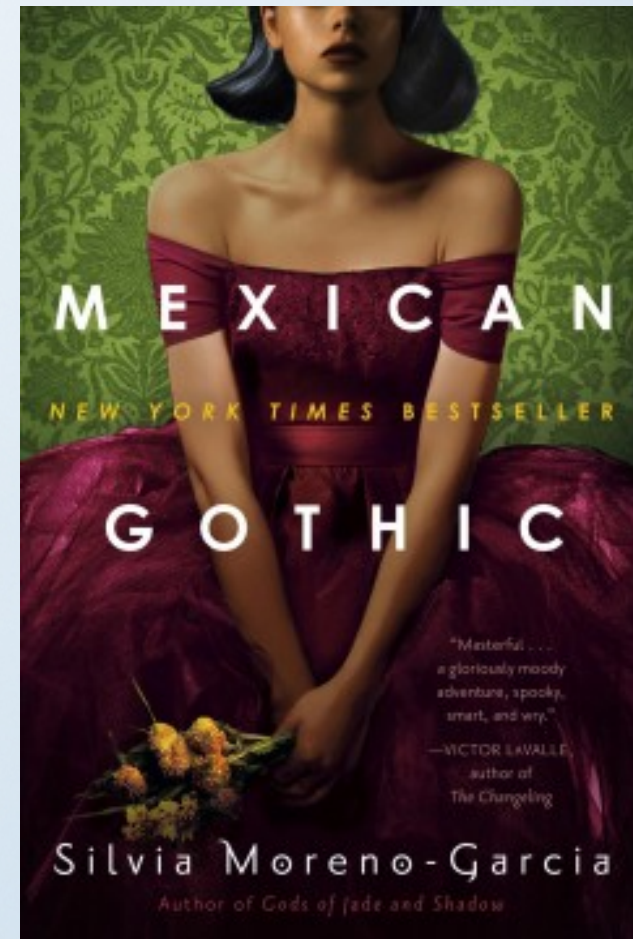


Photo by See-ming Lee CC BY-SA



What Is Appeal?

Let's work through an example.



What Is Appeal?

Not Subject Headings

Socialites

Intrigue

Family estates

Nightmares

Family secrets

Patriarchy

Newlyweds

Young women

Cousins

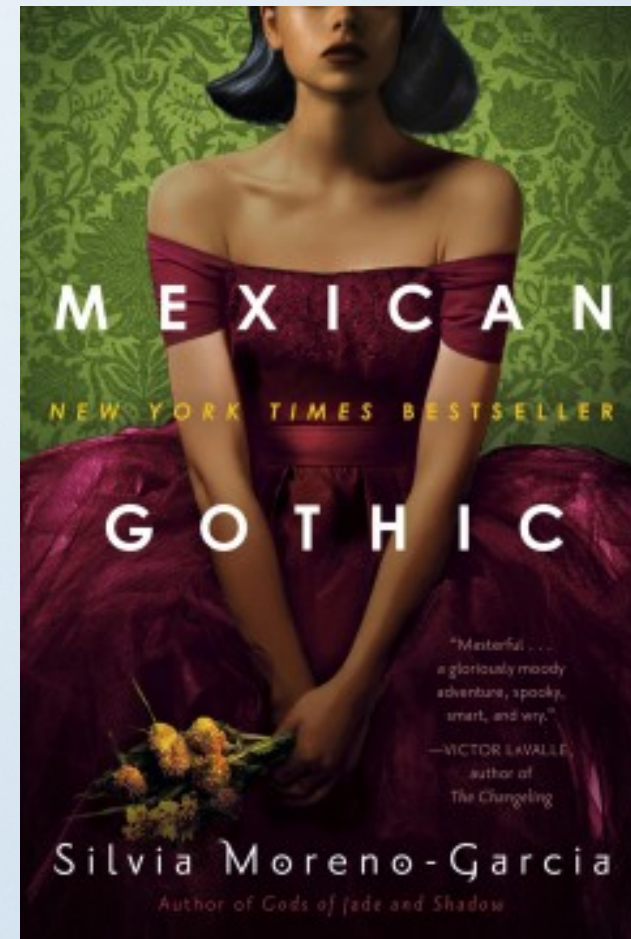
Eugenics

British in Mexico

Fungi

Rural life

Families

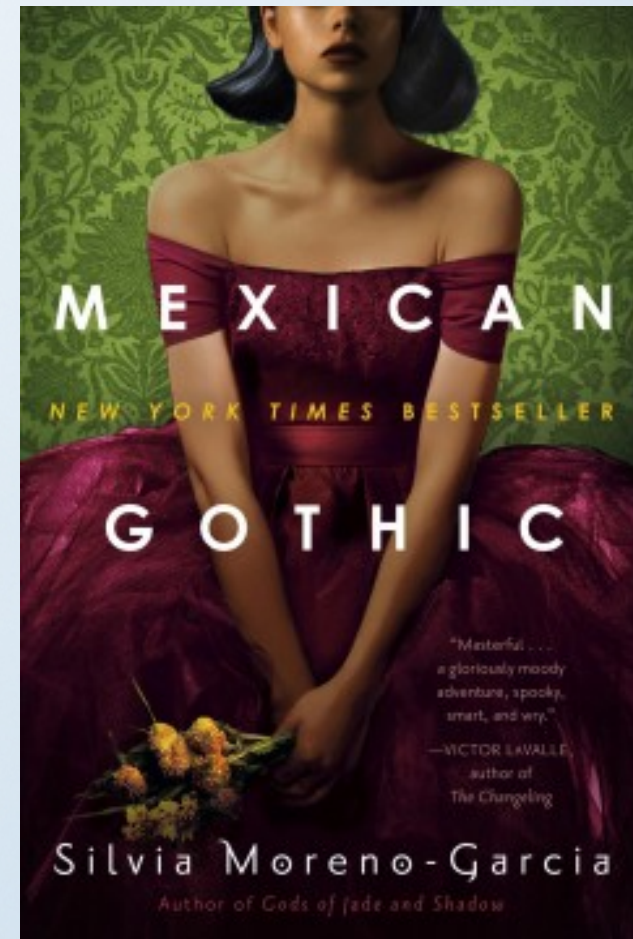


What Is Appeal?

Not Genre

Gothic fiction

Historical fantasy



What Is Appeal?

Appeal consists of specific story elements:

- Pace
- Storyline
- Tone
- Character
- Writing Style



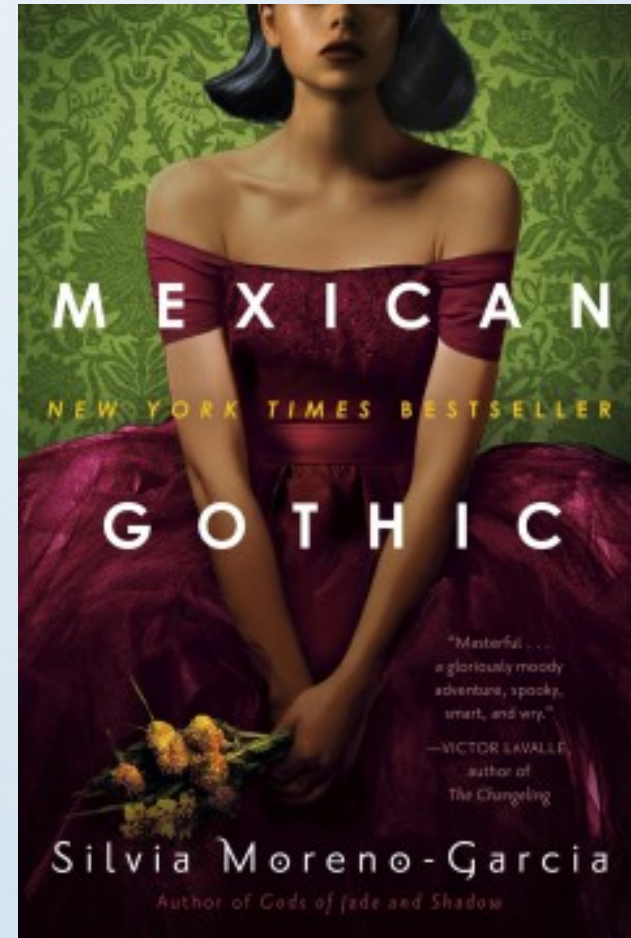
[Photo by Hh1718m CC BY-SA](#)



Pacing

The rate at which the story unfolds

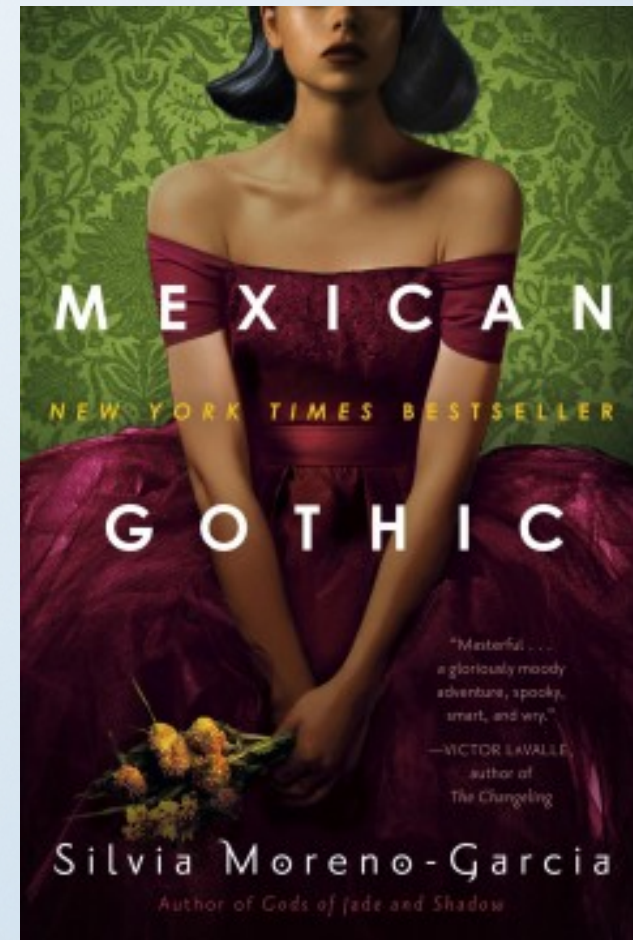
- *MG* begins slowly and increases pace toward the climax.



Storyline

The book's focus and structure

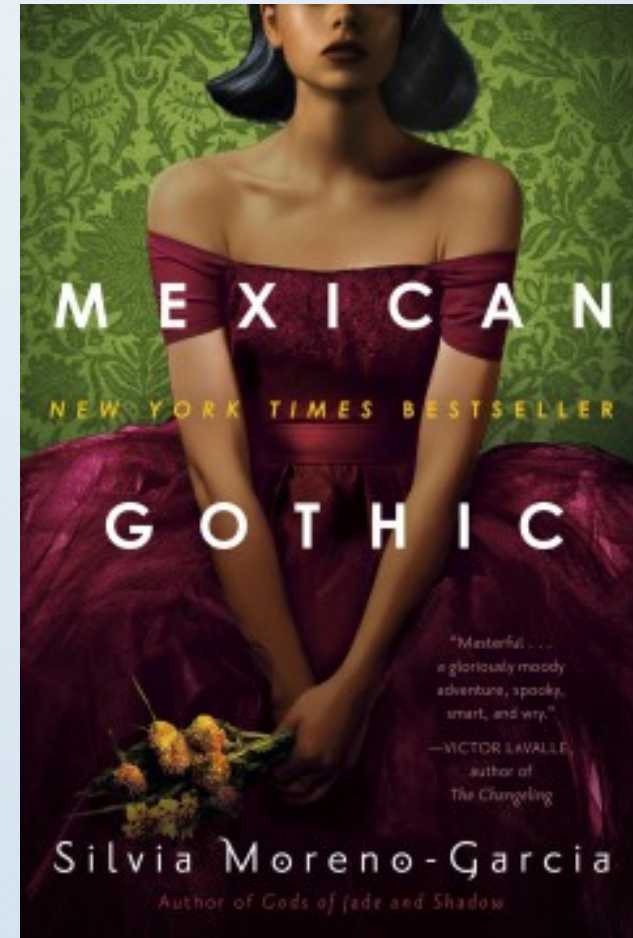
- Own voices: Silvia Moreno-Garcia is Mexican-Canadian. MC Noemi is Mexican.
- Intricately plotted



Tone

The feeling the book evokes

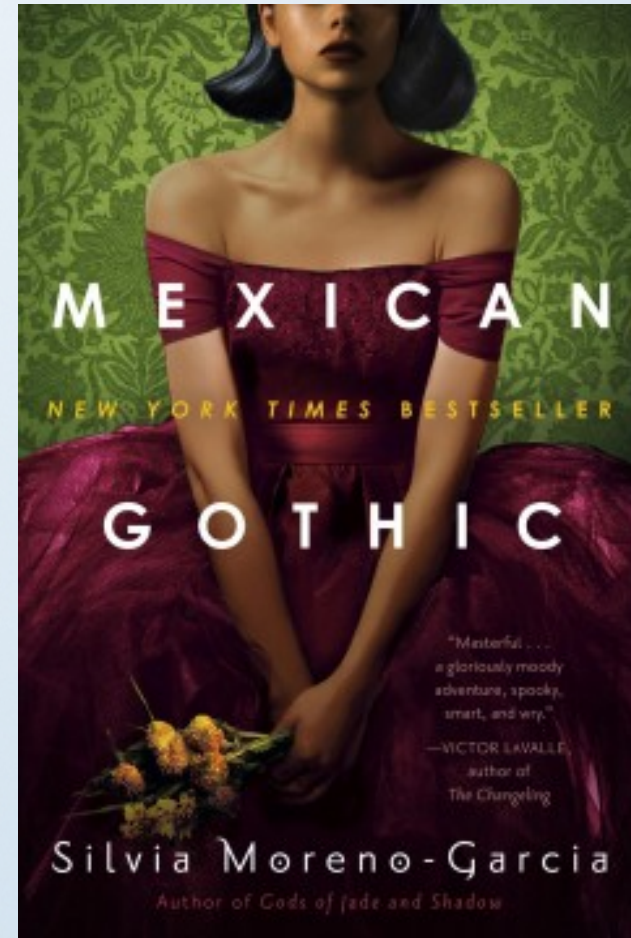
- Creepy
- Menacing
- Atmospheric



Character

For readers who like certain types of characters

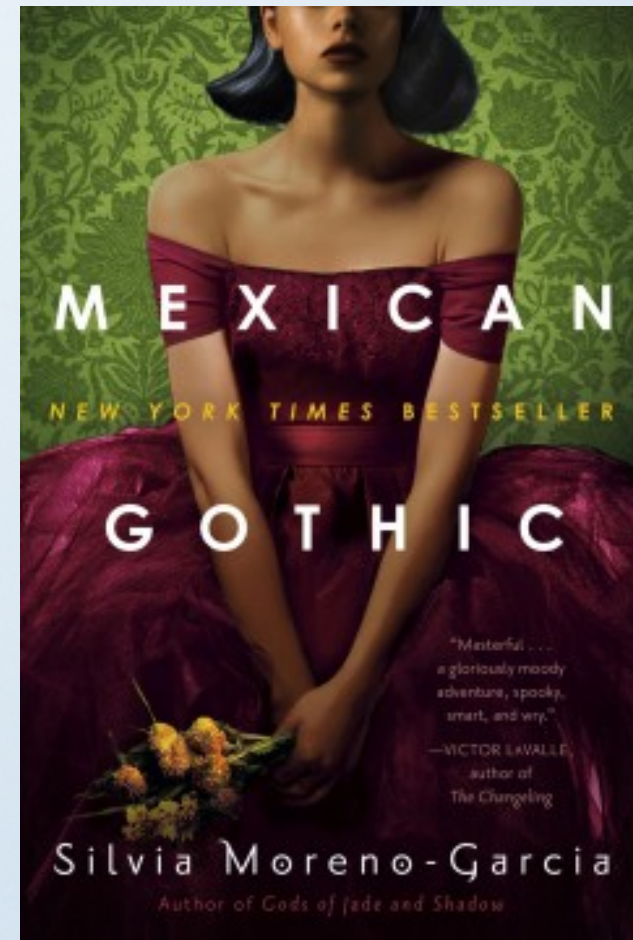
- Culturally diverse
- Strong female



Writing Style

Complexity of
language and
level of detail

- Compelling



Other Considerations

- Time
- Place
- Theme
- Similar Titles
- Genre/Subgenre



Help!

The best resource to help you explore story elements related to appeal is NoveList's guide, *The Secret Language of Books*.



Practice!

Think about a book you enjoyed and try identifying some of its appeal factors, other books like it, and how it fits into its genre.



Conducting the Reader's Advisory Interview



Start with This Question:

Can you tell me
about a book
you've read
and enjoyed?



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Then Listen...

What story elements does the patron mention?



[Photo by Francesco Launaro, CC BY-SA](#)



Suggest

Try to suggest
at least 3
books the
patron might
like.



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Ask for Feedback

“Let me know how it goes!”



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Help!

Use NoveListPlus to search by story elements and find similar books.



Practice!

- Ask someone to tell you about a book they enjoyed.
- Listen for appeal factors.
- Try to find 3 books to suggest to them.



Review

- RA is a patron-driven service in which library professionals help patrons find leisure reading materials.



Review

- A book's appeal can be articulated via certain story elements.



Review

- Library professionals can use their knowledge of appeal and reader's advisory tools like NoveList Plus to suggest reading materials.

