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SEBASTIAN DAWID KOTUŁA
Institute of Information and Library Studies
Maria Curie-Skłodowska University in Lublin
e-mail: sdkotula@poczta.umcs.lublin.pl

RESEARCH FIELDS OF BOOK STUDIES AND INFORMATION STUDIES – SELECTED ISSUES

ABSTRACT: **Thesis / Objective** – The aim of the article is to present selected issues concerning the definition of the research fields of book studies and information studies. **Research methods** – The article is based on the analysis of available scholarly publications in Polish which attempt to identify topics researched by book studies and information studies. **Most important results and conclusions** – Topics researched by book studies and information studies are analyzed occasionally. Available publications are focused on explaining issues researched by selected branches of information studies. Comprehensive analyses are missing, for instance the analyses of research fields presented in all scholarly publications in English or Polish available in scholarly journals and monographs published in a given period of time. One can notice a considerable proliferation of research fields in afore-mentioned branches of science which further complicates the precise definition of their research topics.

JUSTYNA JASIEWICZ
Faculty of Journalism, Information and Book Studies
University of Warsaw
e-mail: justyna.jasiewicz@uw.edu.pl

ETHNOGRAPHIC METHODS
IN LIBRARY STUDIES

ABSTRACT: **Thesis/Objective** – The aim of the article was to analyze the presence and use of ethnographic research methods in the field of library studies. The author studied the use of observation, field work and diary panels in the projects concerning the library employees, users and services. **Method** – In order to reach the conclusions the author used her own research on the use of afore-mentioned methods in the literature of the field. The analysis was based on the collection of 4832 abstracts from 13 field journals (11 foreign and 2 Polish ones) published in the years 2010 to 2015. The article contains the results of the research on the use of ethnographic methods. Quantitative analyses have been enhanced with the review of selected ways of applying those methods in the scholarly literature. **Results** – The results of the research show that the ethnographic methods are used in library studies to a limited extent. In foreign literature they are used quite rarely and in Polish literature – very occasionally. **Conclusions** – The application of the discussed methods in researching the issues where the declarative methods appear to be insufficient suggests that the use of ethnographic nethods in library studies has a significant potential.

ARTUR ZNAJOMSKI
Institute of Information and Library Studies
Maria Curie-Skłodowska University in Lublin
e-mail: aznajomski@o2.pl

LOCAL BIBLIOGRAPHIES IN THE OPINION OF CRITICS

ABSTRACT: **Thesis/Objective** – The aim of this article is to present issues discussed in the reviews of local bibliographies. **Research methods** – The author used the analysis and critique of reviews of Polish local bibliographies of general nature. **Results and conclusions** – The reviews discuss a number of important issues such as the selection of the documents, description, arrangement, retrieval and auxiliary tools and typographical order of the bibliographies. The research shows that the prevailing number of the analyzed bibliographies includes various shortcomings as regards method and editing. In order to avoid such mistakes the bibliographies should be evaluated more often by the professionals while being prepared for the publication.

MAGDALENA WÓJCIK
Institute of Information and Library Studies
Jagiellonian University
e-mail: magda.wojcik@uj.edu.pl

LIBRARY USER EXPERIENCE – HOW TO BUILD THE EXPERIENCE OF LIBRARY USERS?

ABSTRACT: **Thesis/Objective** – The author discusses a concept of *Library User Experience* (LUX), intending to define a potential of concepts based on the development of library users' experience and build a template of LUX application in the design of innovative library services. **Method** – The method of literature analysis and critique was used. The author defined the current state of research on LUX phenomenon based on the search results obtained via Google Scholar search engine (selected due to the broad scope of the databases available). The material analyzed included only works in Polish or English published between 2010 and 2017. **Results** – The author described LUX concept, compared LUX principles and features with those of UXD (*User Experience Design*) design concept, experience economy and design concepts such as *service design* and *design thinking* and, last but not least, she prepared a template of LUX application in the design of innovative library services, primarily information services. **Conclusions** – The analysis delivered by the author shows a high usefulness of LUX-based approach in the development of innovative library services.

GRZEGORZ OSIŃSKI
Institute of Computer Science
College of Social and Media Culture in Torun
e-mail: grzegorz.osinski@wsksim.edu.pl

VESLAVA OSIŃSKA
Institute of Information and Book Studies
Nicolaus Copernicus University in Torun
e-mail: wieo@umk.pl

JULITA NIEDŹWIECKA-AMBROZIAK
Institute of Information and Book Studies
Nicolaus Copernicus University in Torun
e-mail: julitaniedzwiecka@gmail.com

PRZEMYSŁAW KRYSIŃSKI
Institute of Information and Book Studies
Nicolaus Copernicus University in Torun
e-mail: krys@umk.pl

ADAM SZALACH
Institute of Information and Book Studies
Nicolaus Copernicus University in Torun
e-mail: aszalach@doktorant.umk.pl

VISUAL ANALYSIS OF BOOK COVER LAYOUTS BY MEANS OF EYE-TRACKING

ABSTRACT: **Thesis/Objective** – Book covers are unambiguous visual identifiers of publications. Several book covers placed in a limited presentation area become a graphic composition that may be treated as one picture. The aim of this study is to specify the visual preferences of the observers, i.e. the potential readers, watching such compositions. **Research methods** – The authors used a synthetic methodology, treating a concept of neuroesthetics provided by Ramachandran as an indicator of observers' visual preferences. The experimental method of eye-tracking was used for that purpose and graphics were treated the same way as artistic paintings. The analyzed pictures were composed of several sets of book covers. **Results** – The results confirmed the usefulness of employing well-tested, universal composition codes that proved to be efficient in marketing specific books within the research community. The authors prepared a qualitative and quantitative analysis of perception strategies applied to different compositions of book covers. They also defined an impact of predefined graphic style on observers' visual perception. **Conclusions** – The construction of graphic compositions made of book covers should be based primarily on the color composition. The most important factors were proven to be covers of various shades of red color, contrast coefficients and book cover graphics including the shape of human face.