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Book Selling and Social Media in Wales

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Strategic Insight Programme

Contents

1 Background

"The only conducting media of life are the social media"
Woodrow Wilson 1909

1.1 Purpose of the research

Social networking, when developed as part of a holistic promotional strategy within either an independent business or a larger support organization, can effectively enhance community outreach, raise the profile of newly published books, and develop customer loyalty.

A strong evidence base is needed in order to define a strategy to effectively support this sort of holistic implementation. Independent booksellers and publishers also require more practical detail on the potential role that social networking has to play in their businesses. This project seeks to inform those needs through a survey of publishers and book retailers operating within Wales.

1.2 Social Networking and Social Media

The tem "social network" predates the Internet, but it was the Internet that converted it to an activity: "social networking". For the purposes of this research, social networking will refer to the use of online services to share messages, multimedia and personal updates to facilitate connections between people. A message posted by one person using these services will be visible to everyone in that person's network, and may then be shared onwards with members of other, connected social networks.

A social networking site will typically allow users to create a public or semi-public profile, define a list of other site-members with whom they have a personal or professional connection, and share and receive messages with that group or network.

The power of the services comes from a combination of the opportunity to post a variety of media messages (text, video, photos, songs) with the ability to connect to a wide group of other uses – each of whom is connected to another group who may also receive the message: the classic "small world" effect, also known as "six degrees of separation".

Some services, such as Facebook, focus on the communication network, others on the creation, curation or delivery of social media, as in Wikipedia's articles or Pinterest's pin-boards.

The best known social network services are currently Facebook, Twitter and LinkedIn. GoodReads, now owned by Amazon, offers a social networking for readers, allowing them to discuss books and curate their own libraries. Other book-focused services, including Scribd, inReads, Book Country, Shelfari and Copia, build social networks around the eBook and its potential for sharing comments and annotations. The major e-Reader producers each tie their technology directly into social reading networks. Amazon's use of reader reviews on its site would also include it within the accepted bounds of social networking.

Writers on "social media" often use the term interchangeably with "social network". However, for the purposes of clarity this report will use them as distinct terms. While social networking is a process of creating connections, or social networks, social media refers here predominantly to the services and the products themselves. Although the purpose of a social network service like Facebook may be to develop a network, it might also serve alternative purposes such as advertising a product, creating an artistic or literary piece, or developing a person's sense of identity. Social media are what Woodrow Wilson once called "conducting media", open and accessible to the larger society.

1.3   Social Commerce

The three primary uses for social media in commerce are connecting, listening and marketing.

Businesses use social media for **connecting** directly to their customers and suppliers, but also to connect themselves to the people who are most influential in the industry. Having messages retweeted by major writers or literary critics, or having a major author "friend" a bookstore on Facebook, can boost a publisher's or bookseller's reputation.

Listening to (or lurking on) social networks can also provide valuable information about the industry or the business itself. Businesses use social networks to monitor on-line references to their businesses, track the social connections of their customers or audience, read word-of-mouth reviews of recent books and research the background of an obscure title.

Marketing through social media requires that a business interact actively with the social network. This may take the form of sending out regular messages on Twitter or status updates on Facebook, but it is just as often a matter or responding to customer tweets, updates and reviews. The American bookseller Brian Cassidy described social media's role as one of building trust:

There's still that desire to know who you're dealing with. So what social media becomes is … more a matter of familiarity breeds comfort, of being out there as a personality of some shape or form that people can see, read and get to know to some extent. And that helps foster business relationships.[1]

1.4   The downside of social commerce

Social media requires regular input in order to be effective. A Facebook page that has not been updated in several months can make a business look moribund and dull. Negative reviews submitted on Yelp or tweeted on Twitter which are left unanswered can foster negative publicity. Customers who contact a business via Twitter or Facebook expect a swift response; a recent report by the Social Habit found that 32% of customers expect a social media response within 30 minutes[2]. Where before store owners or publisher needed to keep in touch with customers and suppliers by phone, fax, email and the front desk, they may now also need to respond to tweets, updates and reviews coming from multiple on-line services (some of which they not even be aware of).

The return on this investment in time and training is notoriously difficult to measure, meaning its use often requires a leap of faith on the part of the business. If the retailer works from a physical, bricks-and-mortar location, the connection to the virtual communities of the Internet may seem tenuous at best. Understanding this relationship and perspective is imperative for successful implementation of any program of support and investment into social media for independent booksellers and publishers.

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[1] Ginsberg, M. 2012. *Brian Cassidy, Bookseller interviewed by Michael Ginsberg*, Available at: http://www.abaa.org/bookseller_interview/details/brian-cassidy [Accessed September 19, 2014].

[2] Schaefer, M., 2012. *Social Habit research report*, Edison Research. Available at: http://socialhabit.com/social-habit-pricing-and-products/attachment/social-habit-cover-2/ [Accessed August 22, 2014].

2 The Survey

The purpose of this study has been to investigate the attitudes of book sellers and publishers in Wales toward the use of social media in their business. An initial section established a profile of the business, including size, location and types of books published or sold. This was followed by four sections using Likert scales to profile usage, confidence an attitude.

1. Social media uses: purposes for which social networking was used in the business
2. Social media activities: how often specific tools and methods were used by the respondent
3. Managing the social media: confidence in managing the social commerce, including connecting, listening and marketing
4. Attitudes toward social media in business

Questions in the fourth and largest section of the survey reflect research on the acceptance and use of technology dating back to the 1960s when Everett Rogers' examined how innovation spread through agricultural production. The grandly titled Unified Theory of Acceptance and Use of Technology (UTAUT) models the likelihood of an innovation's use by a business based on four sets of beliefs that a person in the business may have about that technology (see Figure 1)[3]. UTAUT provides a useful tool for developing strategic interventions that will support implementation of new, often disruptive, technologies such as social networking and social media. The four sets of attitudes are:

- Whether facilitating conditions are in place to make it possible to use the innovation
- How much effort is required to use the innovation
- Whether the innovation will improve business or work performance
- Whether other people expect the business to use the innovation

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[3] Venkatesh, V. et al., 2003. User acceptance of information technology: Toward a unified view. *MIS quarterly*, 27(3); Rogers, E.M., 2003. *Diffusion of innovations*, New York: Free Press.
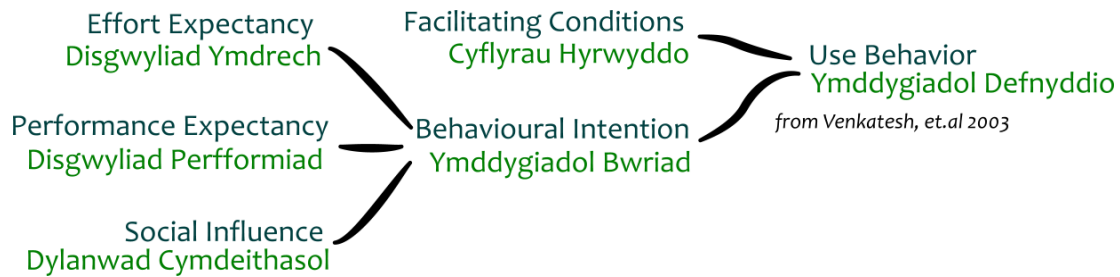
Figure 1 Unified Theory of Acceptance and Use of Technology

2.1 Data collection

The anonymous survey was distributed on-line to 286 bookstores and publishers operating within Wales. The original list of respondents was collected from the Welsh Books Council's Welsh Book Trade Information site. A bilingual email link with brief background to the survey was sent to all respondents. Although no identifying details were collected in the survey, respondents had the opportunity to register separately to say whether they wished to be contacted for further interviews. 22 respondents provided details separate from their survey response.
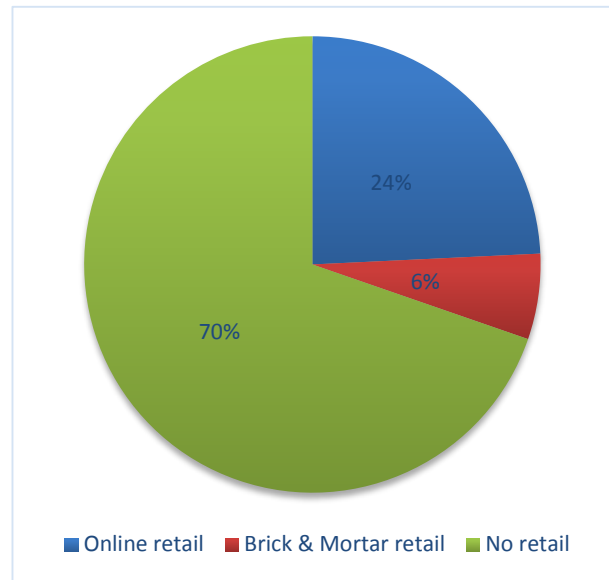
Figure 2 Publisher respondents

The respondents divided into three, over-lapping industry sectors:

- Publishers (see Figure 2)
    - 33 publishers responded to the survey.
    - Of these, 8 also ran on-line stores and 2 operated brick and mortar stores.
    - 55% of the publishers that responded currently publish eBooks.
- Online stores
    - Of the retailers that responded, 19 ran on-line stores.

- o Of these 19, 11 also ran bricks and mortar stores.
- o 74% of these sold new books and over 50% sold used or collectable books
- Brick & mortar stores
  - o 34 retailers responded that they operate brick and mortar stores.
  - o Of these, 11 also sold books on-line.
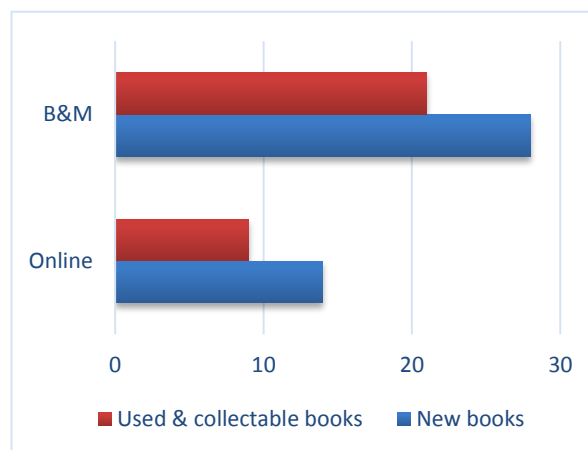 - o 82% of them sold new books and 61% sold used or collectable books.

Figure 3 Retailer respondents

Respondents were required to start the survey in either Welsh or English. 52 selected the English language survey and 30 chose the Welsh version. Figure 4 shows the breakdown of each sector by language choice.

Two respondents corresponded by email to say they would not complete the survey. One felt that there was a political bias to the study. The other felt there was a bias in the survey toward the benefits of social networking.
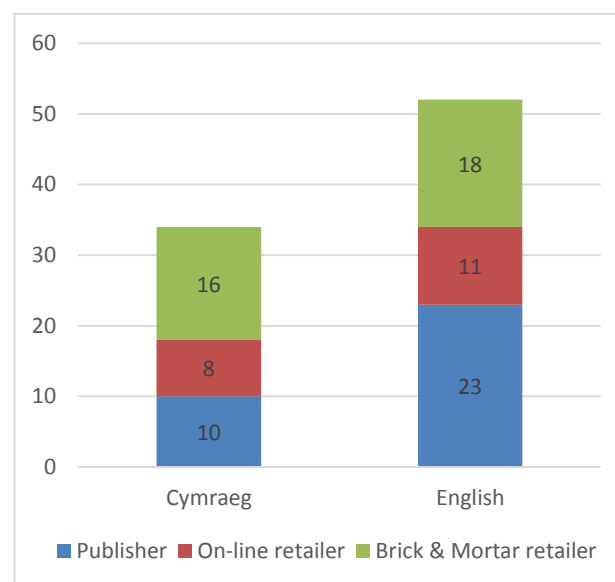
Figure 4 Sector respondents by language choice

The complete survey is available as an appendix to this report.

3 Analysis

3.1 Social Media Uses

The first set of questions asked how frequently social media were used to conduct typical small business tasks and tasks specific to the book industry, such as reading book reviews. Respondents indicated how often they used social media for each tasks by selecting a frequency that ranged from daily to never. The list of tasks come from the researcher's own experience in the trade and from previous conversations and interviews with members of the book trade.

3.1.1 Brick & Mortar Retailers

Figure 5: How brick & mortar stores use Social Media

1. There appears to be a core group of slightly more than 20% that make frequent use of social media for several purposes, though not for selling books directly. Another core of slightly less than 30% never use it for business purposes.

2. Brick and mortar retailers rarely use social media for selling books, but it does happen.

3. After selling books directly, the least frequent uses are reading reviews, engaging with the trade, and monitoring the business on the web.

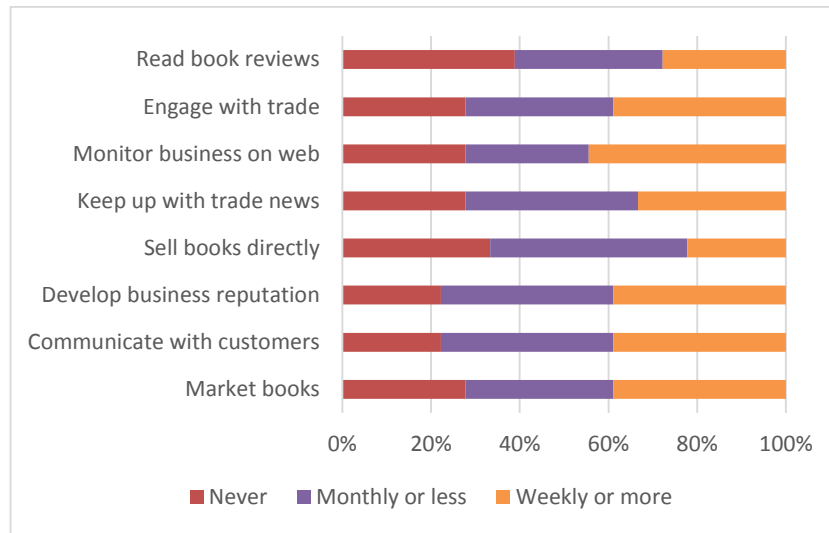3.1.2   Online retailers

Figure 6: How online stores use Social Media

1. For retailers working on-line, the percentage of non-users drops considerably, though reading book reviews remains largely negative.

2. Selling books directly is more common for on-line retailers. While 61% of brick and mortar stores reported that they never sell books directly and only 4% (one retailer) recorded frequent direct sales, only 33% of on-line stores responded never and 44% responded frequently.

3. Frequency of all activity increases for all but book reviews. The most common activities are developing the business reputation and communicating with customers. The most frequent use on a daily or weekly basis is to monitor the business on the web.

3.1.3   Publishers
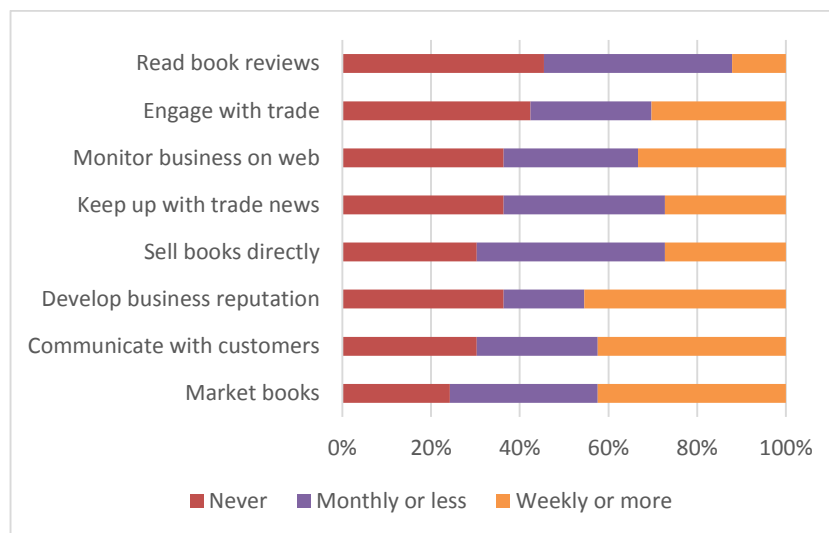
Figure 7: How publishers use Social Media

1. The percentage of publishers that never use social media is very high. Marketing books is the most common task, yet 39% of publishers claim they never use social media for this purpose. Reading book reviews and engaging with the trade are the two least frequent tasks, with the highest percentage of respondents stating never. Reading reviews has the lowest percentage of respondents selecting weekly or daily.

2. The most common tasks for which social media is used are selling books, marketing books and communicating with customers.

3.1.4   General

1. Brick and mortar retailers are substantially behind their on-line counterparts in making use of social media for selling directly to customers, but none of the three sectors makes substantial use of on-line selling. Only 22% of on-line stores and 27% of publishers make frequent use of social media for this purpose.
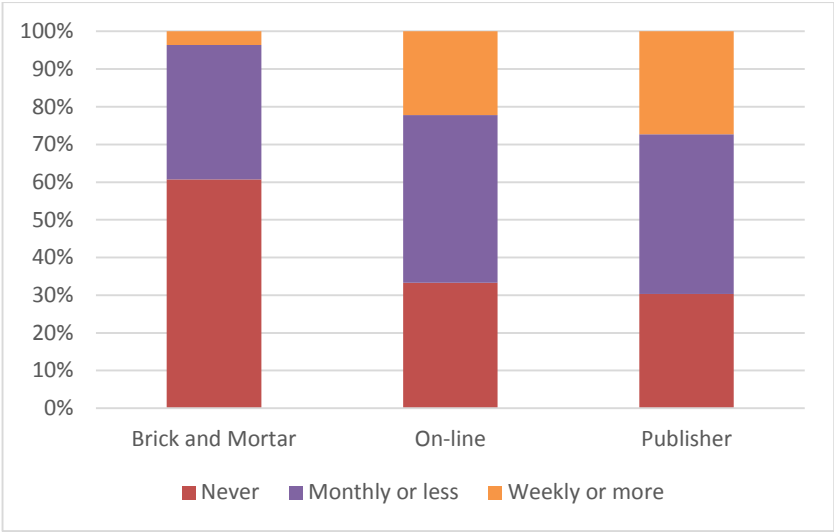
Figure 8 Selling books directly with Social Media

2. A core group is using it frequently in all three sectors, though each sector has its own popular areas of activity that reflect the needs of those sectors. Brick and mortar stores have the smallest core group of regular users.

3. Retailers selling used or collectible books rarely make use of social media for book reviews. Used-book sellers were perhaps understandably uninterested in on-line reviews. When looking at only used-book sellers, 80% of brick and mortar stores and 55% of on-line retailers replied never. Although 70% of all retailers selling new books did make some use of social media for reviews, frequent use remained low, with only 26% and 30% indicating frequent usage.
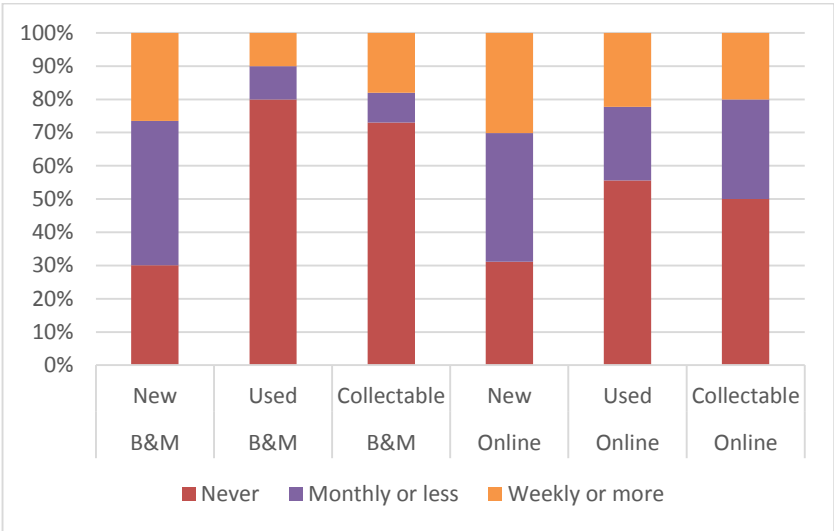
Figure 9 Use of social media for book reviews

3.2   Common tasks

In this section of the survey respondents were asked how frequently they performed general social media activities. There was no direct connection made between the type of activity and any specific business activity.

Respondents were also asked to identify their usage of four of the major social media platforms. Three of these were the most commonly used microblogging platforms (Facebook, Twitter and Google+). The fourth was the most commonly used media curation platform, Pinterest.
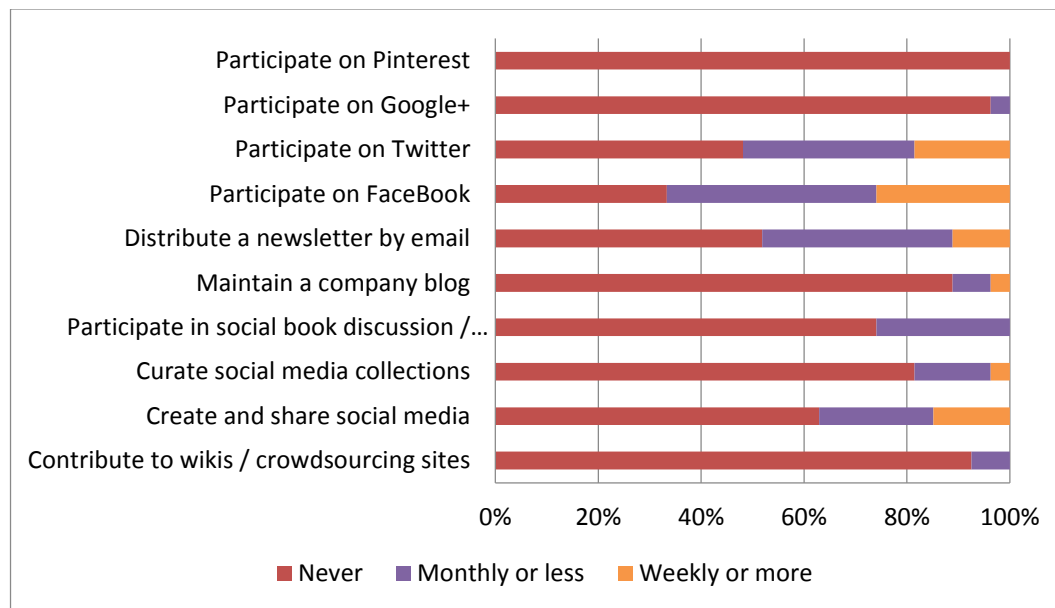
3.2.1   B&M

Figure 10 Brick & Mortar Retailer Social Media Activity

1. Facebook and Twitter dominate the usage among brick and mortar stores. Google+ and Pinterest are rarely or never used.
2. Confirming the response from the previous section, book discussion sites are seldom used. Wikis and crowdsourcing are also rarely or never used.
3. Creating and sharing social media is the most frequent activity. This may reflect the emphasis on Facebook and Twitter as platforms.
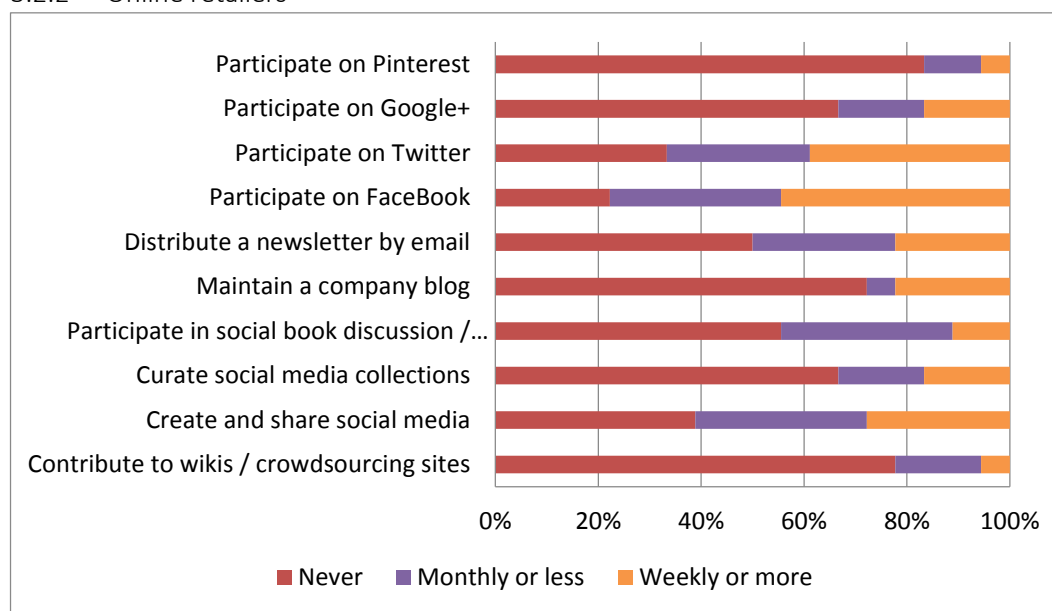
3.2.2   Online retailers

Figure 11 On-line retailer Social Media Activity

1. On-line retailers are making wider use of services than their brick and mortar counterparts, including substantial use of Google+ and some use of Pinterest. They are also making substantially more use of the two major platforms, Facebook and Twitter.

3. Wikis are still the least used, though 22% are making some use.

4. Book discussion sites are used at least occasionally by over 40% of new book sellers and at least weekly by 17%. In contrast, bricks and mortar retailers included no respondents who use book discussion sites more than occasionally.

3.2.3   Publishers
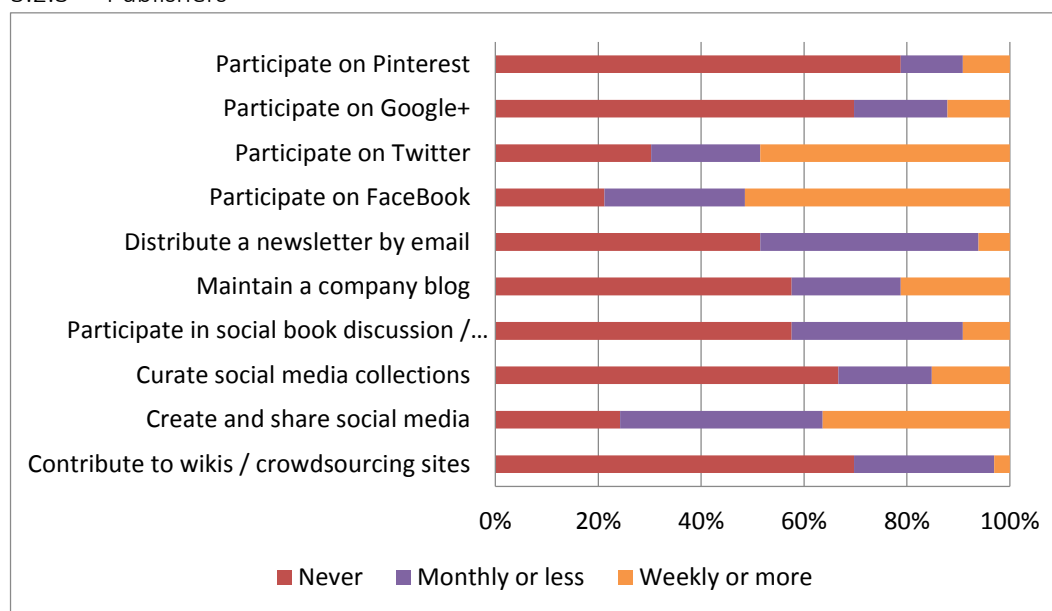
Figure 12 Publisher Social Media Activity

1. The range of platforms in use is similar to that of online stores.

2. Publishers are creating and sharing media more often than retailers. 39% of on-line retailers describe themselves as never doing so, while only 24% of publishers responded never.

3. Publishers also made wider use of wikis and crowdsourcing sites, though it remains a minority pursuit. No publishers described themselves as using them daily, though 30% do use them at least occasionally.

4. Approximately 50% of all three sectors distributed newsletters by email on an occasional or regular basis.

3.2.4   General

1.   While contributing to collaborative platforms remains at best a minor activity for all three sectors, about a third of on-line retailers and publishers describe themselves as curating social media collections. This suggests they are taking a proactive stance toward a social media profile and actively marketing the publications.

2.   Publishers and on-line retailers have very similar profiles of usage, though publishers are more likely to create and share media. All three sectors, however, have substantial numbers who describe themselves as never using the platforms.

Figure 13 Use of Pinterest among all respondents

3.   Use of Facebook and Twitter and the sharing of content appear to be a base of usage. A company that can do that has a social media presence, albeit a simple one.

4.   A minority (13%) have begun to use Pinterest, a popular curation platform suited to displaying book covers and other visual material.
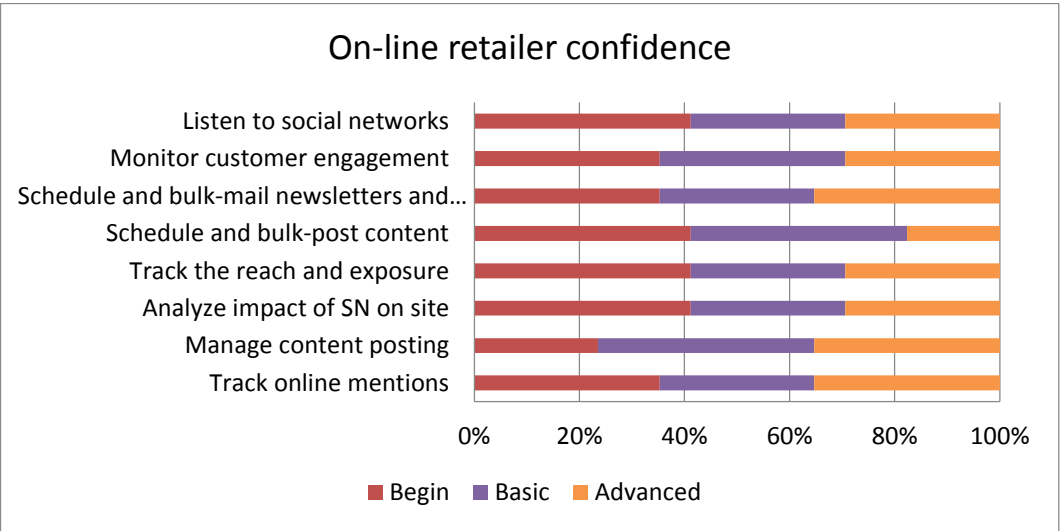
3.3   Confidence in tasks

Respondents were asked to rate their confidence on a five point scale: beginner, advanced beginner, competent, proficient, and expert. As in the previous two sections, these responses were grouped as beginner, basic (advanced beginner or competent) and advanced (proficient or expert). All the tasks in this group were aspects of social media management, including monitoring a company's on-line profile, managing contact with customers, and marketing the business through social media.

3.3.1   B&M
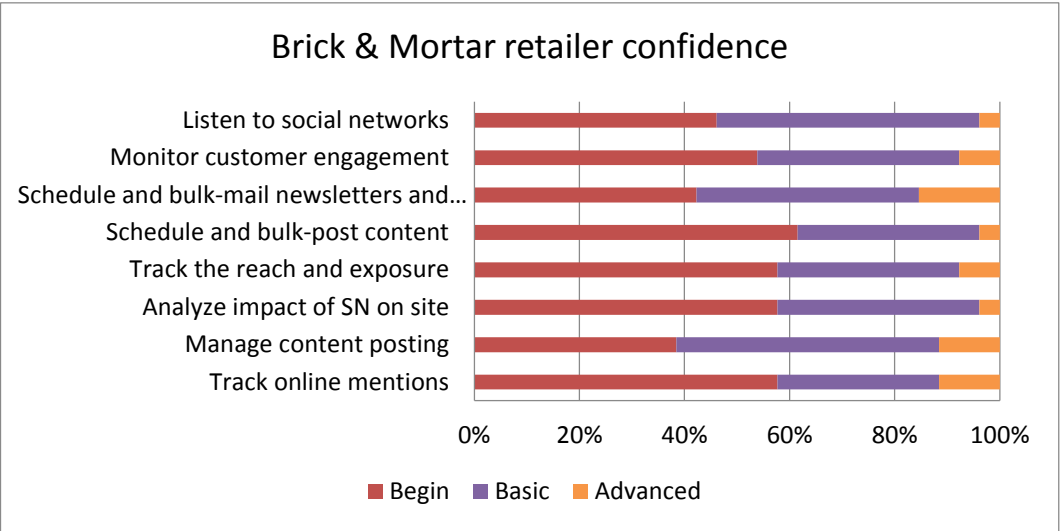
1. Brick and mortar retailers describe a significant lack of confidence or expertise in all areas of social media management, with more than 50% describing themselves as beginners in all categories except scheduling bulk mailings and management of content posting.

2. Respondents were most confident at managing the posting of content, which may be seen as a basic task, and the bulk-mailing of emails and newsletters, a more established technology.

3. Least confident was expressed in scheduling content. Since this is a common method for managing the time required to manage social media, lack of expertise here may effect overall interest in social media.

3.3.2   Online retailers

1. Managing the posting of content was, perhaps understandably, the task most respondents showed confidence in, with 73% describing basic or advanced ability. 35% of respondents also declared advanced abilities in tracking on-line mentions and managing email postings, though both of these tasks also had a the same number describing their skills as basic.

2. Confidence in scheduling and bulk-posting content is again very low, with 41% describing themselves as beginners and only 18% describing themselves as advanced users. This is in sharp contrast to confidence in managing the same tasks with email, a better-established technology.

3.3.3   Publishers
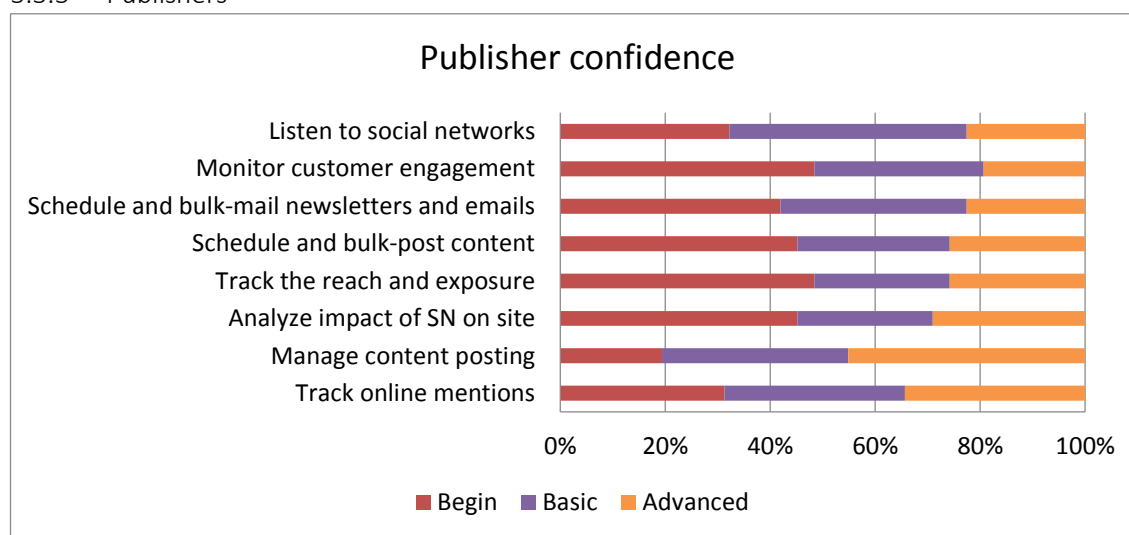
1. 40% - 50% of all respondents self-identified themselves as beginners in all categories except tracking mentions, listening on-line and managing postings. This is higher than the on-line retailers, and the percentage of advanced users was also lower than the retailers.

2. Respondents were least confident in managing email scheduling, showing more confidence in the equivalent social media task.

3. Publishers described least confidence in tracking and monitoring customer engagement and in listening social network.

3.3.4   General

1. In all three sectors there is a significant lack of confidence in ability to analyse or track the impact of the social media activity or monitor customer engagement. This suggests that they do not have the ability to monitor the effectiveness of social media for their business.

3.4   Acceptance and Use

The final section of the survey asked respondents to describe their attitudes toward social media as a technology for business use. As outlined in section 2 of this report, the survey is based on the Unified Model of Acceptance and Use of Technology (UTAUT). Respondents were presented with a list of xx statements regarding the benefits of social media to their business, the amount of effort its use required, whether its use was expected in their industry, if there were support for its use, and finally whether they expected to make use of social media for their businesses.

Respondents were offered a range of responses, from Strongly Disagree to Strongly Agree. The responses are aggregated below for each of the four factors effecting intention, as well as the stated intention itself.

3.4.1   B&M
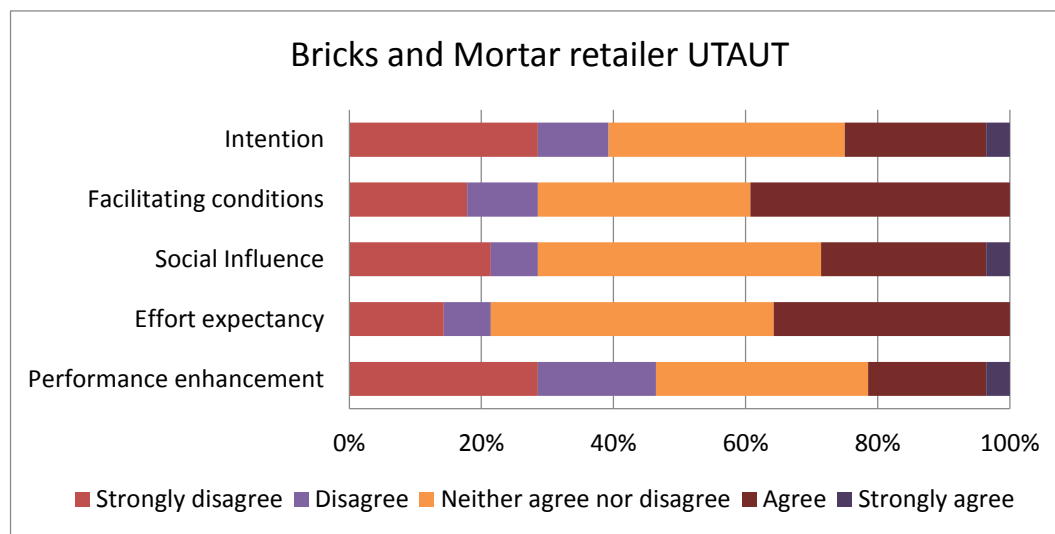
Nearly one-half (49%) did not intend to use social media. Only half that number agreed that they do intend to make use of it. Overall, respondents did not feel strongly that either there was a strong social imperative to be using social media in their business, nor that its use would improve their business performance. Although nearly 80% did not believe it would be difficult to use social media, they do not appear to see a value in it.

A substantial number of respondents, however, have not made up their minds on the topic, with 30% to 45% neither agreeing nor disagreeing with the statements.
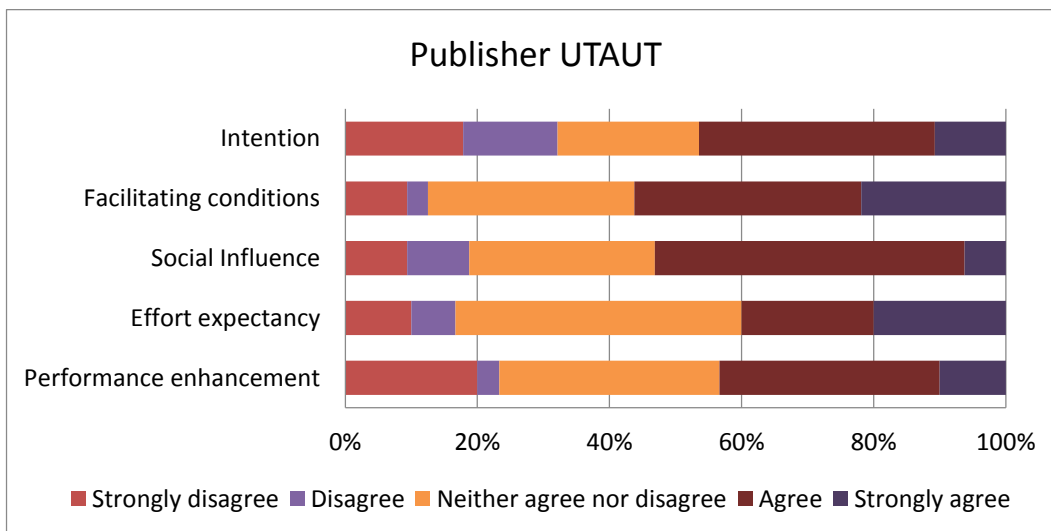
3.4.2   Online retailers

On-line retailer UTAUT
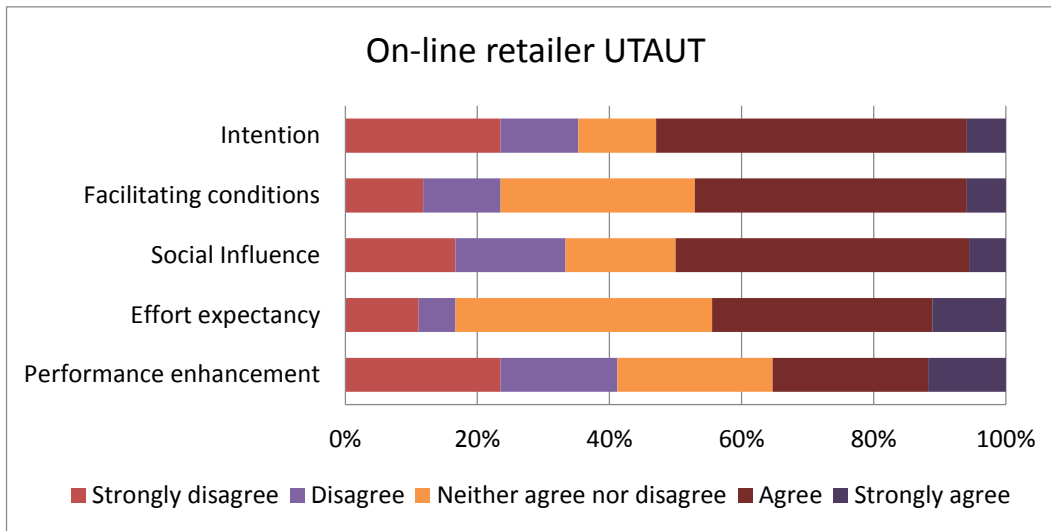
1. The online retailers contrasted sharply with their brick and mortar counterparts. Nearly half (45%-50%) responded positively to three out of the four contributing factors, and 55% intended to make use of social media. were positive about all aspects apart from the performance enhancement.

2. Despite this positive intention, 41% disagreed that it would enhance their business activity. Social influence was the strongest force impacting on their intention, suggesting that, although they see no practical benefit, they feel they are expected to make use of social media.

3.4.3   Publishers

Publisher UTAUT

1. Fewer than half of publishers (45%) intend to make use of social media while xx% think it will enhance their job performance. This is clearly different from the on-line retailers and presents an

interesting paradox: while fewer publishers intend to use social media, more of them believe it will enhance their performance. Assumptions about facilitating conditions remain high with both groups, though higher among publishers. Publishers however appear slightly less confidence about the effort that social media requires as well as whether the industry expects it of them. Only 18% disagreed that it was expected, while nearly twice that percentage of on-line retailers felt the same way.

3.4.4   General

1. Many respondents, often 30% to 40%, neither agreed nor disagreed with the statements, suggesting that they have not yet formed an opinion. However, all three sectors included large blocks of respondents who strongly disagreed that they intend to use social media, including 29% of brick and mortar stores, 23% of online retailers, and 18% of publishers..

2. The number of respondents in each group that strongly agreed with the intention to use social media was also very narrow; only one (4%) of the brick and mortar stores showed a strong intention. Publishers had the largest group in this category, however that group was only 10%. Overall, this suggests a strongly negative attitude toward social media's use.

3. On-line retailers and publishers both have over 50% positives regarding social influence, suggesting they feel under pressure to make use of the technology. This result may have been reflected in the email from a respondent noted above which complained the survey reflected an overall impression that booksellers should use social media.

6. Effort expectancy, the assumption that the use of social media would not be unduly difficult, was low across all three sectors and especially low among brick and mortar stores, none of which strongly agreed with the statements.

4   Appendix A: Survey

Rhwydweithio Cymdeithasol a Gwerthu Llyfrau
Social Networking and Bookselling

This is a survey of the attitudes of Welsh publishers and booksellers toward social networking. It is being conducted by Dr. Eben Muse of Bangor University in partnership with the Welsh Books Council. Funding has been provided by the Welsh Assembly Government's Strategic Insight Programme.

Results of the survey will be published and made available through the Welsh Books Council.

The survey has three parts. An initial page asks about the type of business you run. This is followed by three sets of questions about your company's use of social networking and your confidence with some of the tools and services that are available.

The final part of the survey is a set of 18 questions about your attitudes toward the use of social networks within the book trade. Some of these questions may sound repetitive, but please answer them all carefully.

The survey should take no more than *ten minutes* to complete.

All answers are confidential and anonymous.

We will be following-up this survey with one-to-one interviews with booksellers and publishers. If you are willing to be considered for one of these interviews, please provide an email address in the final page of the survey.

Arolwg yw hwn o agweddau cyhoeddwyr a llyfrwerthwyr yng Nghymru tuag at rwydweithio cymdeithasol. Mae'n cael ei gyflawni gan Dr. Eben Muse o Brifysgol Bangor mewn partneriaeth â Chyngor Llyfrau Cymru. Daeth yr arian i gynnal yr arolwg gan Raglen Cyd-ddealltwriaeth Strategol Llywodraeth Cymru.

Bydd canlyniadau'r arolwg yn cael eu cyhoeddi ac ar gael drwy Gyngor Llyfrau Cymru.

Mae tair rhan i'r arolwg. Mae'r dudalen gyntaf yn gofyn sut fath o fusnes yr ydych yn ei redeg. Yna ceir tair cyfres o gwestiynau'n holi am ddefnydd eich cwmni o rwydweithio cymdeithasol a pha mor hyderus ydych yn defnyddio'r offer a'r gwasanaethau sydd ar gael.

Yn y rhan olaf, ceir cyfres o ddeunaw o gwestiynau'n holi am eich agweddau tuag at ddefnyddio rhwydweithiau cymdeithasol yn y fasnach lyfrau. Gallai rhai o'r cwestiynau hyn swnio'n ailadroddus, ond dylid ateb pob un yn ofalus.

Ni ddylai'r arolwg gymryd ddim mwy na deg munud.

Mae'r atebion i gyd yn gyfrinachol a dienw.

Byddwn yn dilyn yr arolwg gyda chyfweliadau un-i-un gyda llyfrwerthwyr a chyhoeddwyr. Os ydych yn barod i gael eich ystyried am gyfweliad, cofiwch gynnwys cyfeiriad e-bost ar dudalen olaf yr arolwg.

There are 17 questions in this survey

About your business

Please provide some general details about your store or publishing company. All responses will be kept confidential and used for statistical analysis only. Use the current situation of your business as the basis of your answers.

Please indicate what type of book business you run *

Please choose all that apply:

- Bricks and mortar bookstore
- Online bookstore
- Publisher
- Other:

*Enter the number of years your company has been running. ***

Only numbers may be entered in this field. You should round-up to the nearest year, so if your company started a year and three months ago, you would enter 2 years.

Please write your answer here:

How many fulltime staff (including yourself) work in your company at the moment? *

Only numbers may be entered in this field.

Please write your answer here:

Does your business have a web site? *

Please choose all that apply:

- e-Commerce site for selling books
- Information-only site about the company
- Other:

How many part-time staff work in your company at the moment? *

Only numbers may be entered in this field.

Please write your answer here:

Would you describe your business location as being in the city, a town or in the countryside? *
If you choose 'Other' please also specify your choice in the accompanying text field.

Please choose only one of the following:

- City
- Town
- Countryside
- Other

Only answer the following questions if you answered 'Bricks and mortar bookstore' *or* 'Online bookstore' at question '1.

What types of books do you sell in your store or online?
Please choose all that apply:

- New
- Used
- Collectable
- Other:

Approximately how many books do you currently have for sale in your store?
Only numbers may be entered in this field.

Please write your answer here:

Approximately how many books do you currently have for sale online
Please write your answer here:

Only answer the following questions if you answered 'Publisher' at question '1.

Do you currently publish eBooks?
Please choose only one of the following:

- Yes
- No

Approximately how many new titles do you publish each year?
Please write your answer here:

Approximately how many titles do you have in your backlist?

Only answer this question if the following conditions are met:

Answer was 'Publisher' at question '1 [bgType]' (Please indicate what type of book business you run)

Please write your answer here:

Social Networking Use

How often does your book business use social networking for the following purposes? Please choose the appropriate response for each item:

	Never	occasionally	Monthly	Weekly	Daily
Marketing books and other products	O	O	O	O	O
Communicating with your customers	O	O	O	O	O
Developing the business' reputation	O	O	O	O	O
Selling books or other products directly	O	O	O	O	O
Keeping up with book trade news and trends	O	O	O	O	O
Monitoring references to your business that appear on social networks	O	O	O	O	O
Engaging with the book trade community	O	O	O	O	O
Reading book reviews	O	O	O	O	O
Communicating with your suppliers	O	O	O	O	O

Social networking activity

How often do you or your staff engage in the following social networking activities for work purposes? Please choose the appropriate response for each item:

	Never	Occasionally	Monthly	Weekly	Daily
Contribute to wikis or other crowdsourcing sites	O	O	O	O	O
Create and share social media	O	O	O	O	O
Curate social media collections	O	O	O	O	O
Participate in social book discussion or review sites	O	O	O	O	O
Participate on Facebook	O	O	O	O	O
Participate on Twitter	O	O	O	O	O
Participate on Google+	O	O	O	O	O
Participate on Pinterest	O	O	O	O	O
Maintain a company blog	O	O	O	O	O
Distribute a newsletter by email	O	O	O	O	O

Managing the social network

How confident do you feel at the following tasks related to managing your social network activity? Please choose the appropriate response for each item:

	Beginner	Advanced beginner	Competent	Proficient	Expert
Keep track of when your company is mentioned on social networks or the web	○	○	○	○	○
Manage the creation and posting of content, including posts, images, and tweets	○	○	○	○	○
Analyse the impact of social networks on your web site traffic	○	○	○	○	○
Track the reach and exposure of your posts on social networks and the web	○	○	○	○	○
Schedule and bulk-post social media and content	○	○	○	○	○
Schedule and bulk-mail newsletters and emails	○	○	○	○	○
Monitor how your customers engage or interact with your social network activity	○	○	○	○	○
Listen for topics of interest across social networks	○	○	○	○	○

Acceptance and Use of Social Networks

This is a checklist to find out more about your attitudes toward the use of social networking in your business. Read each sentence and indicate whether you strongly disagree, disagree, are neutral, agree, or strongly agree with the statement. There are no right or wrong answers and all answers will be kept anonymous. Remember to mark one box for each sentence.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
I find social networks useful in my daily business life.	○	○	○	○	○
Using social networks increases my chances of achieving things that are important to me.	○	○	○	○	○
Using social networks helps me accomplish things more quickly.	○	○	○	○	○
Using social networks increases my productivity.	○	○	○	○	○
Learning how to use social networks is easy for me.	○	○	○	○	○
Social networking sites are clear and understandable.	○	○	○	○	○

I find social networks easy to use.	○	○	○	○	○
It is easy for me to become skilful at using social networks.	○	○	○	○	○
People who are important to me think that I should use social networks.	○	○	○	○	○
My customers think that I should use social networks.	○	○	○	○	○
Booksellers whose opinions I value think that I should use social networks.	○	○	○	○	○
I have the resources necessary to use social networks.	○	○	○	○	○
I have the knowledge necessary to use social networks.	○	○	○	○	○
Social networks are compatible with other technologies I use.	○	○	○	○	○
I can get help from others when I have difficulties using social networks.	○	○	○	○	○
I intend to continue using social networks in the future.	○	○	○	○	○
I will always try to use social networks in my daily business.	○	○	○	○	○
I expect to continue to use social networks frequently.	○	○	○	○	○

Request for Interview

During the summer Dr Eben Muse will be visiting publishers and bookstores around Wales to conduct interviews with owners and staff members. The interviews will last approximately 45 minutes and can be conducted in your place of business or, if you prefer, over the phone or the Internet. The interviews will allow you the opportunity to discuss what role you see for social networking in the book trade, potential obstacles to making use of it, and the issues that arise when it is used.

Thank you for your help with this survey.

For more information about this research project, or to contact Dr. Eben Muse, please follow this link to the project web page.