

**Your Name and Title:** Jávorka, Brigitta - student

**Library, School, or Organization Name:** University of Pécs

**Co-Presenter Name(s):** -

**Area of the World from Which You Will Present:** Pécs, Hungary

**Language in Which You Will Present:** English

**Target Audience(s):** Anyone who are interested in the area of book websites with web2.0

**Short Session Description (one line):**

The presentation will demonstrate, who and how are using the new hungarian book-changing website, Rukkola.

**Full Session Description (as long as you would like):**

This summer a new hungarian website launched that helps you change your home library for almost free. If you have a book that you don't need, you can show it to the users of Rukkola, and if somebody marks that they would like to get your book, it's your task to send it to them. In exchange for your sent book, you get points, that provide you with the opportunity of claiming new books from other users. So with this website you can renew your home library with paying only the postage of the books sent by you.

I did a research among the users of Rukkola, and in my presentation I would like to answer the following key questions:

1. Who are the users of this website?
2. What kind of books do they usually claim, and besides Rukkola, what other sources they get books from?
3. Have their book-buying and library-visiting habit changed since they are using Rukkola?

I will compare the answers of these questions with the data of the users of the biggest hungarian social website for booklovers, named Moly.hu.