GUYS 101:
GETTING MEN TO PARTICIPATE IN
SUMMER PROGRAMMING & BEYOND
Why are guys harder to get into the library?

- Generally speaking, more individualistic
- More objective driven
- Need direct targeting
Library services...FOR MEN.

- Men respond to products/services that are labeled "for men"

- In many public settings, from retail to libraries, services for women are the default

- Guys often need to be told it's ok for them to buy/participate
Gender Differences in the Use of a Public Library

- Less library visits, use of resources overall
- Interests in specific areas: business, technology, hands-on activities, non-fiction in general
- Much less interests in children's area

(Applegate, R. Gender Differences in the Use of a Public Library, Public Library Quarterly, Volume 27, Issue 1, 2008)
How do we get more men to participate in programs?

- **Step 1:** Accept men and women require different programming styles
- **Step 2:** Use circulation as research
- **Step 3:** Market things blatantly
- **Step 4:** Be patient & adjust expectations
Step 1: Differences

- Two types of male patrons to target: dads and hobbyists
- History, non-fiction, hands on
- Active participation (non-crafts)
  - can utilize this to bring in men for family program
- Guys are sensitive about their image
Step 2: Circulation / Collection

- Look at what non-fiction books are requested in your area for programming ideas
Step 3: Market Things Blatantly

- Remember: phrasing, look, and feel are important
- Gives guys social permission
Step 4: Expectations

- In library programming, there's very little "reinventing the wheel" - humans change much slower than technology.

- Be patient: a successful program for men looks different than those for women or mixed audience.
Ideas and Resources

- Hobby programs
- Outdoor recreation
- Pop culture/family events
- How-To Festivals
Resources

- Art of Manliness
- Dudepins
- ManMade
- Menprovement
- Mantelligence