

# HOOPLA'S JUNK CONTENT PROBLEM: WHAT YOU CAN DO



In September 2024, Library Futures spoke with staff from more than 60 libraries around the United States to hear their concerns about Hoopla, and the answer came back loud and clear.

Hoopla has a content problem that bypasses library collection development policies, dominates search results when included in library catalogs, requires hundreds of hours of staff time to clean up, is resource and fund-intensive and—in some cases—threatens public trust in their public libraries.

## Participants shared multiple concerns about Hoopla's content

- **Lack of transparency** in how Hoopla selects material for its collection and how its search algorithms work
- **Low-quality content**, including summaries of books (many seemingly AI-generated) and large quantities of self-published books **unvetted by libraries or reviewers**
- **Inability to control** what content ends up in public Hoopla catalogs, including in catalogs and ILSs
- The sheer volume of publishers and titles makes it impossible for library staff to review material offered through Hoopla
- Having to **rewrite library collection development policies** to account for Hoopla's junk content
- Hoopla **algorithms that seem to push content** with a particular viewpoint to the top of search results on some subjects
- Book quality seems to go down at lower pricing levels
- Children's nonfiction books with links that led to pornography present at one point in Hoopla's collection
- Other children's nonfiction books with **links to unrelated spam content**

**Concerned about Hoopla?  
REACH OUT!**

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# LET'S HOLD HOOPLA ACCOUNTABLE

## What we are asking for

The majority of participants in these group conversations about Hoopla wanted better transparency from the company about Hoopla's selection criteria and search algorithm, more control over content in catalogs, better accessibility options, and less extractive pricing models.

We are not trying to shut Hoopla down: instead, we want Hoopla to live up to its promise. We hope you will join us.

## Are you concerned with Hoopla's content problem?

### Share these concerns with

- Your Hoopla rep
- Your library administration and board
- Your consortium
- Your state library association

## We will continue to

- Get the word out about Hoopla among librarians, to advocacy groups, and in the media
- Be a resource for you as you share concerns
- Support you in bringing these concerns to Hoopla and library leaders (reach out!)

