

Is My Library Going Down the You Tube?

Reflections on the Information Landscape

Diane Kresh, APL

March 2, 2011

**3D Libraries: online, inside and on the move
Rhode Island**



ARLINGTON
VIRGINIA

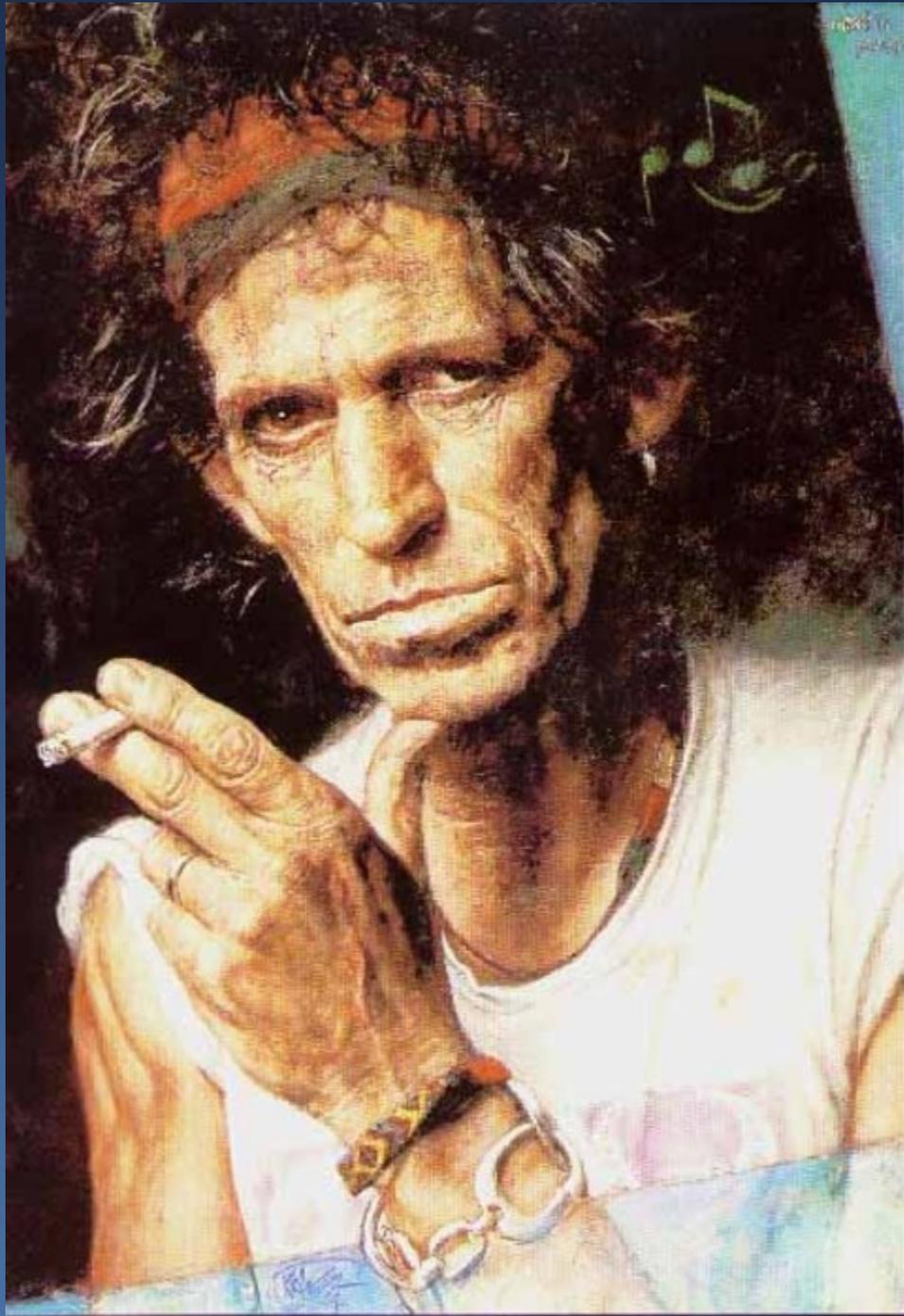


“Good public libraries must be placed within the reach of all of our people. Libraries are not just for the young and the curious about an exciting world. They are not just for our youth preparing for their careers. They are not just for busy people looking for information to do their jobs. Libraries are for everyone and therein lies their real value ...”

**~ President Lyndon Baines Johnson,
1964**

“When you are growing up, there are two institutional places that affect you most powerfully – the church which belongs to God, and the public library, which belongs to you. The public library is the great equalizer.”

~ Musician, Keith Richards



Estimated 122,101 libraries in US alone (ALA Fact Sheet, August 2010)

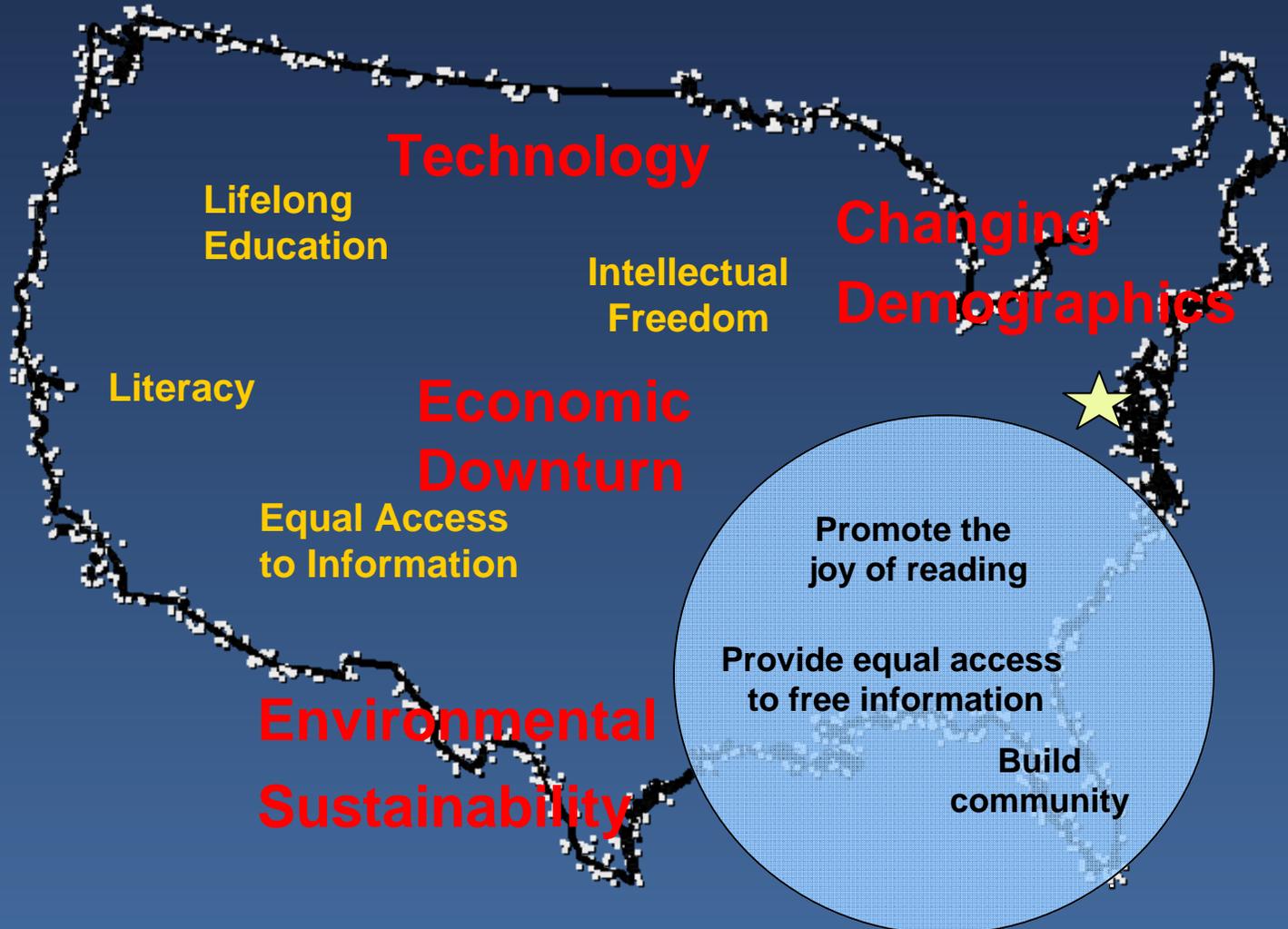


What Do Libraries Do?

- Collect and describe materials
- Preserve materials for future generations
- Provide free and open access to local and global resources
- Support life long education
- Minimize the digital divide

= Serve the Public Good

Emerging Contexts for Libraries



Arlington Public Library

Space not Place

- It's not about the Library! It is about five very specific user spaces, communities:
- Each of which is supported by people, expertise, collections, systems and services

Learning

Research

Entertainment

Neighborhood

Workplace

Lorcan Dempsey, APL Staff Day
12/2006

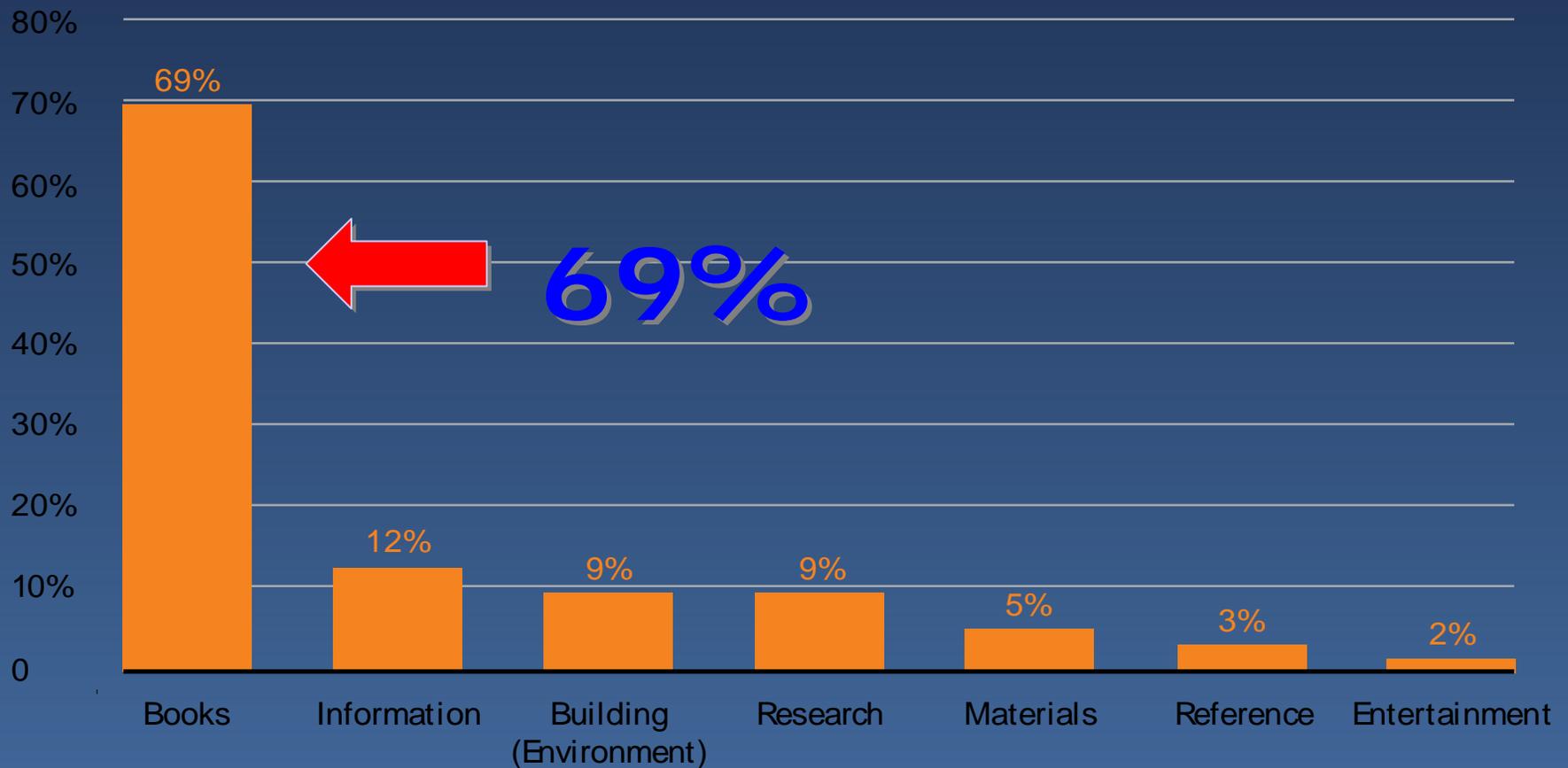
Look Who's in "Our" Space ...

- Search engines
- Database aggregators
- Online bookstores (e.g., Amazon)
- Online catalogers (LibraryThing, tagging)
- Collaborative reference and research tools (Wikipedia, Foursquare, ask expert services)
- Rating services (Yelp, Zagats, Digg)
- Community (Facebook, Ebay, Craigslist)

Living on the Internet

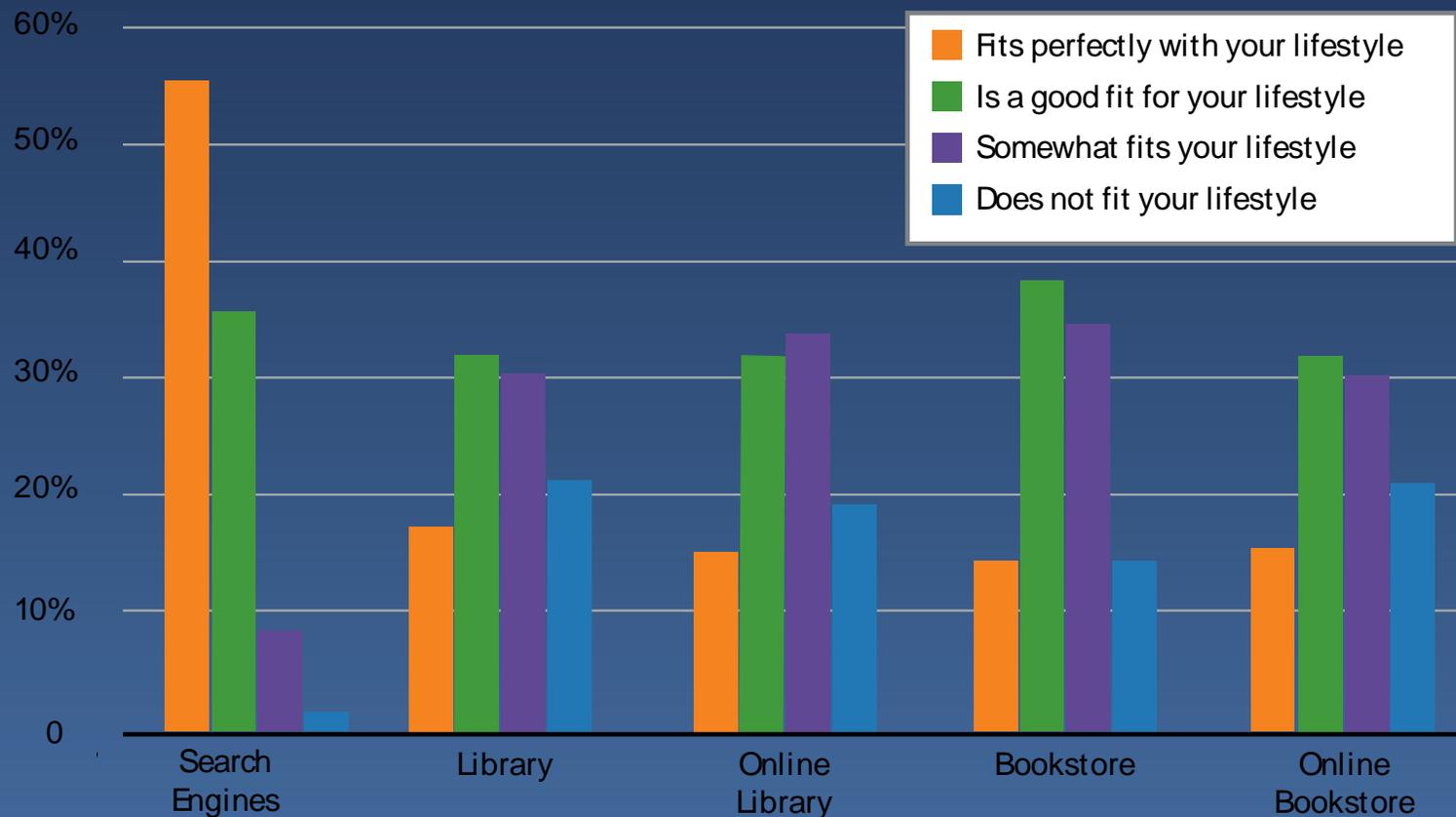
- 79% of all American adults go online (% steady since 2006)
- Email
- Search engine use
- Health information
- News (has surpassed papers and tv)
- Buying stuff/making reservations
- Banking/philanthropy
- Recreation and education (music, video, podcasts)

What is the first thing you think of when you think of the library?



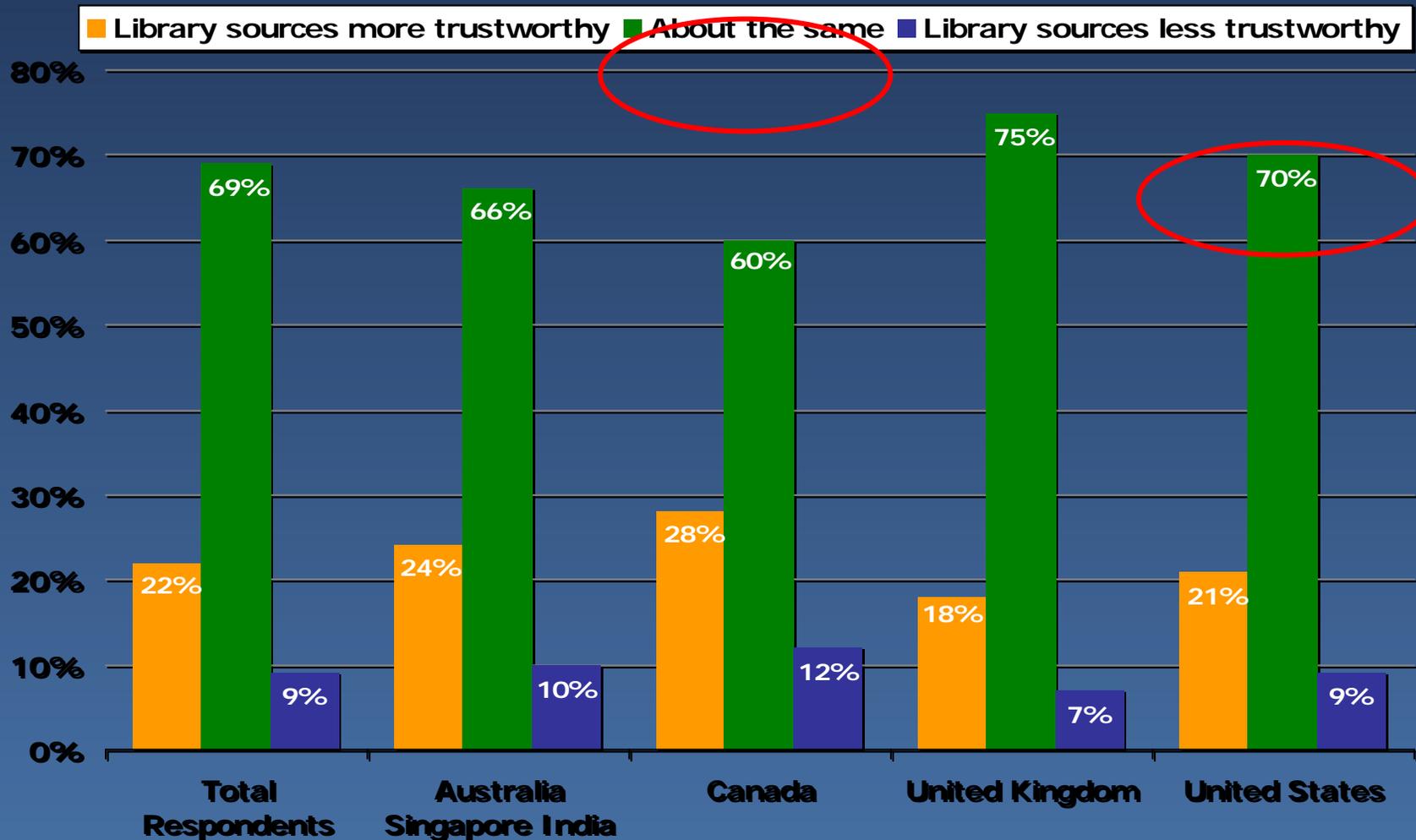
Lorcan Dempsey, APL staff day
12/2006

“Lifestyle fit” of information sources among total respondents



Lorcan Dempsey, APL staff day,
12/2006

...is the information you get from library sources more or less trustworthy than information you get from search engines?

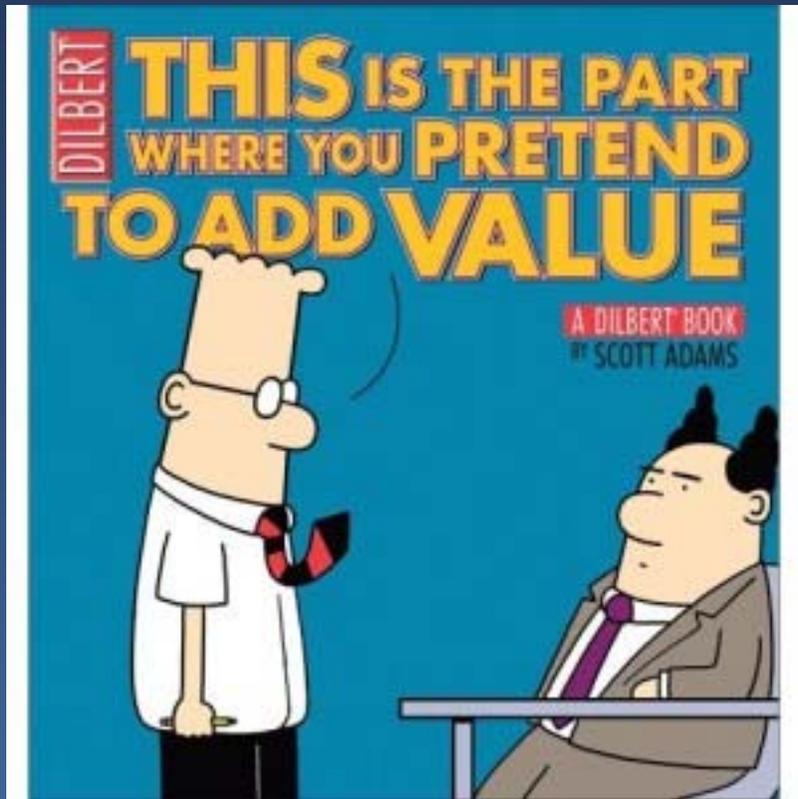


Library Services: Then and Now

- Resources scarce, attention abundant
- Figure out what you want/precise search
- Visible mediation --- May I help you???
- Expertise, place, services vertically organized around collections
- Attention scarce, resources abundant
- Broad and refine
- Invisible mediation --- self-service, self-help
- Expertise, place, services, collections are loosely connected and reconfigured
- Work together powerfully but may also be presented individually

Shift Happens

- Space defined by Owner
- Brand in control
- One way / Delivering a message
- Repeating the message
- Focused on the brand
- Entertaining
- Company created content
- Space defined by Consumer
- Consumer in control
- Two way / Being a part of a conversation
- Adapting the message/ beta
- Focused on the consumer / Adding value
- Influencing, involving
- User created content / Co-creation



“Technological progress has merely provided us with more efficient means for going backwards.”

~ Aldous Huxley, author *Brave New World*

What is Library Technology ???

- ... Concerned with improvements in a variety of human and organizational problem-solving endeavors through the design, development, and use of technologically based systems and processes that enhance the efficiency and effectiveness of information in a variety of strategic, tactical, and operational situations.
- accomplished through critical attention to the information needs of humans in problem-solving tasks
- (Source: McGraw-Hill Science & Technology Encyclopedia: **Information technology 5th edition**)

In order to ...

- Advance the library strategically
- Improve effectiveness
- Maximize information use
- Minimize information costs
- Increase productivity
- Avoid duplication of effort
- Make a difference

Focus on the Big Three

- Content
- Context
- Community

To Get to the Big One

CONNECTION

Content







Do the Math ...

- 1,966,514,816 Internet Users worldwide
- 118,996,944 + active domains
- 8% of online Americans use Twitter (Pew)
- Wireless Penetration is 93% of total U.S. population (CITA)
- Wireless Subscriber Connections = 292.8M (CITA)
- 1.81 Trillion SMS messages/year (CITA)
- Average number of apps on smart phones is 27 (Nielsen)

“Americans spend a third their online time (36%) communicating and networking across social networks, blogs, personal email and instant messaging.”

(http://blog.nielsen.com/nielsenwire/online_mobile/what-americans-do-online-social-media-and-games-dominate-activity/#)

... and Then Do Some More ...

- 31 % of all US mobile subscribers now have smart phones (Nielsen)
- 18-24 year olds send 1,630 texts per month - roughly three texts per hour (Nielsen 2010)
- GOOGLE has 149,975,487 million unique users per month
- Gartner Group reports over 60% of workplaces have enabled IM for business use
- 2008- Americans consumed 3.6 zettabytes of information (books, newspapers, computer games, online video and satellite radio)

“You can’t have everything. Where would you put it?”

~ Stephen Wright

Context

Alive and kicking... Public Library Use

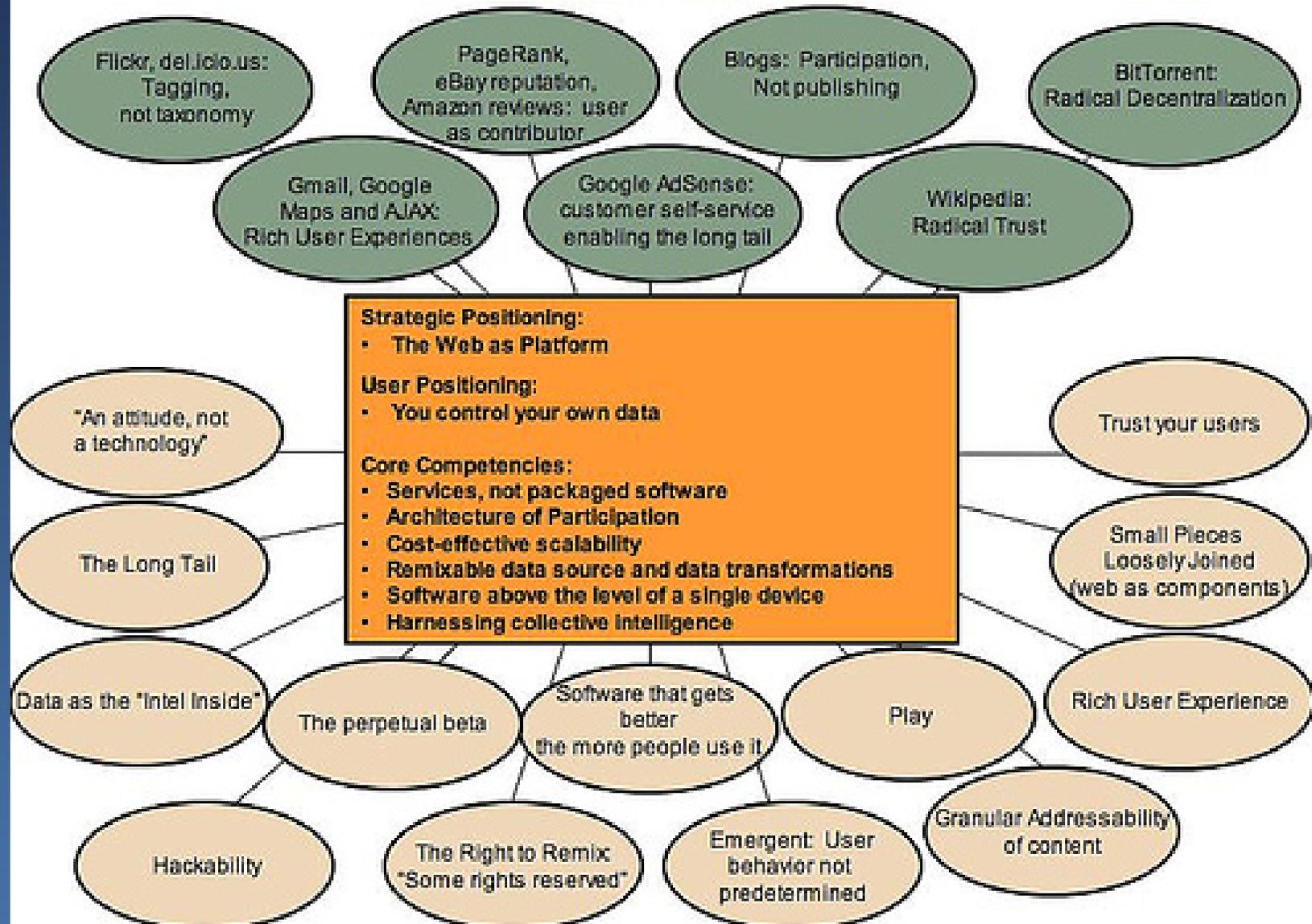
- 70% of Americans *extremely* or *very* satisfied with their public libraries; Borrowing materials & using computers top services
- Almost 100% of academic, public, and school libraries in the U.S. are connected to the Internet
- Recession drove people to library but funding lags behind
- 92% of survey respondents believe libraries are still needed in Internet Age
- 33%+ place benefits of libraries at the top of the public services list over roads, parks, schools

The O'Reilly Factors Web 1.to 2.0

- Double click
- Ofoto
- Locally built
- Britannica
- Evite
- Personal websites
- Content Mgmt. Systems
- Publishing
- Proprietary
- Closed destination
- Google Adsense
- Flickr
- Shared (BitTorrent)
- Wikipedia
- EVDB
- Blogging
- Wikis
- Participation
- Open
- Recombinant container

The O'Reilly Factor

Web 2.0 Meme Map



What's Hot

- Blogs
- RSS
- Podcasts
- Gaming
- SMS, IM
- Group work spaces
- Widgets
- Tagging (folksonomy)
- QR Codes
- Open source ILS
- Creative Commons
- Smart phones
- Social networks
- User comments and rating
- Mashups
- Wikis
- YouTube
- iPhones
- Citizen journalism
- Crowd sourcing

It's All About the User

- They help determine what technologies are relevant
- ...determine how and whether we grow new services
- How do we find out what they want?? --- surveys, focus groups, in-person
- Analyze traffic patterns on web servers/weblogs
- Research: Educause, Pew
- Peer discussions and sharing stories at professional conferences
- ASK

And In How We Communicate

- **LINEAR**

- Scheduled
- Appointment
- Sit back
- Messages
- Content we think you'd like
- We control the way it is delivered

- **NETWORKED**

- On demand
- Whenever, wherever
- Participative
- Experiences
- Content we know you like (because you've told us)
- We allow you to play with it, pass it on

Change Drivers

- Ubiquity of communication tools
- Blurred distinction between production and consumption of information
- Population diversity
- Increased national security
- Changes in other media industries (“Newspaper Next: Blueprint for Transformation”)
- Proprietary network (PCs) to the cloud
- Strained civic engagement

Evolving Work Force

- Telework/teleplace; work is what you do not where you are
- Connectivity means we're always on
- Accountability pushed downward
- Changing HR compensation programs: defined benefits v. defined compensation
- Evolving organizational structure ... stovepipe v. flat and integrated; vertical v. horizontal
- Outsourcing/in-sourcing
- More diversity in the workforce – work styles, ages, backgrounds needs

“The real change is a cultural one and its deep. Users are telling us it’s all about access, and libraries are all about ownership, and this is a problem. Users are telling us that the place doesn’t matter.”

~ Daniel Greenstein, CDL

2003 OCLC Environmental Scan

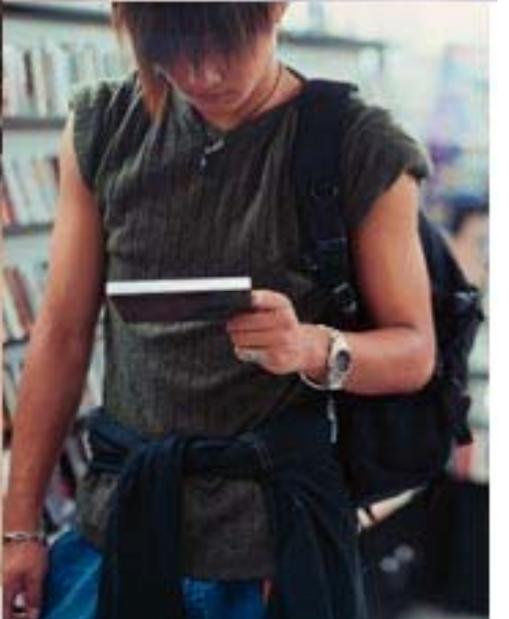
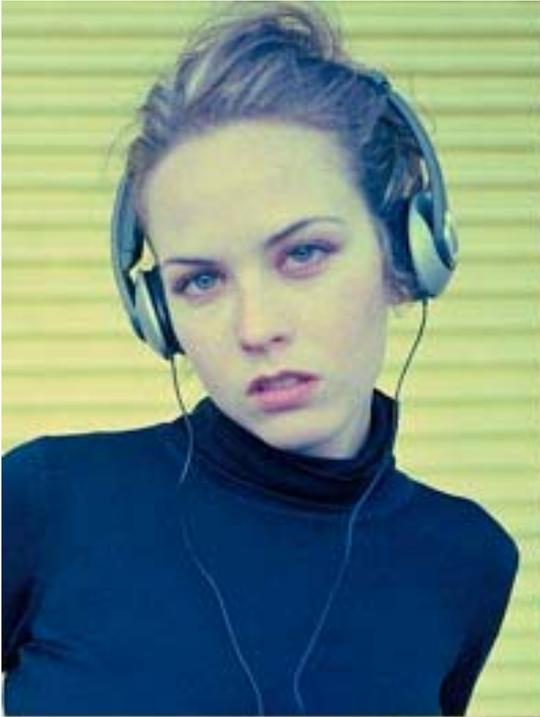
- Dis-aggregation
- Collaboration and context
- Self-service

OCLC 2005 Study: Conclusions

- Results confirmed 2003 *Patterns* trends
- Users turn to search engines because of the quantity of information available
- Trust equally search engines and libraries
- Books, books and more books
- Become lifestyle-centric
- “Pimp” the library brand

“Survey Said ...”

- Customers want it *Now*
- Customers are willing to settle for less
- Customers like self-service
- *Find it, Get it, Get out*
- So who needs libraries?



They're Here ... Millennials Rising

- Format agnostic
- Nomadic
- Multi-tasking
- Experiential
- Collaborative
- Principled
- Adaptive
- Expect Instant Gratification

“I love doing research. I’m on Wikipedia all the time.”

~ Nathaniel Kresh, (age 14 at the time)

Google Gets It ...

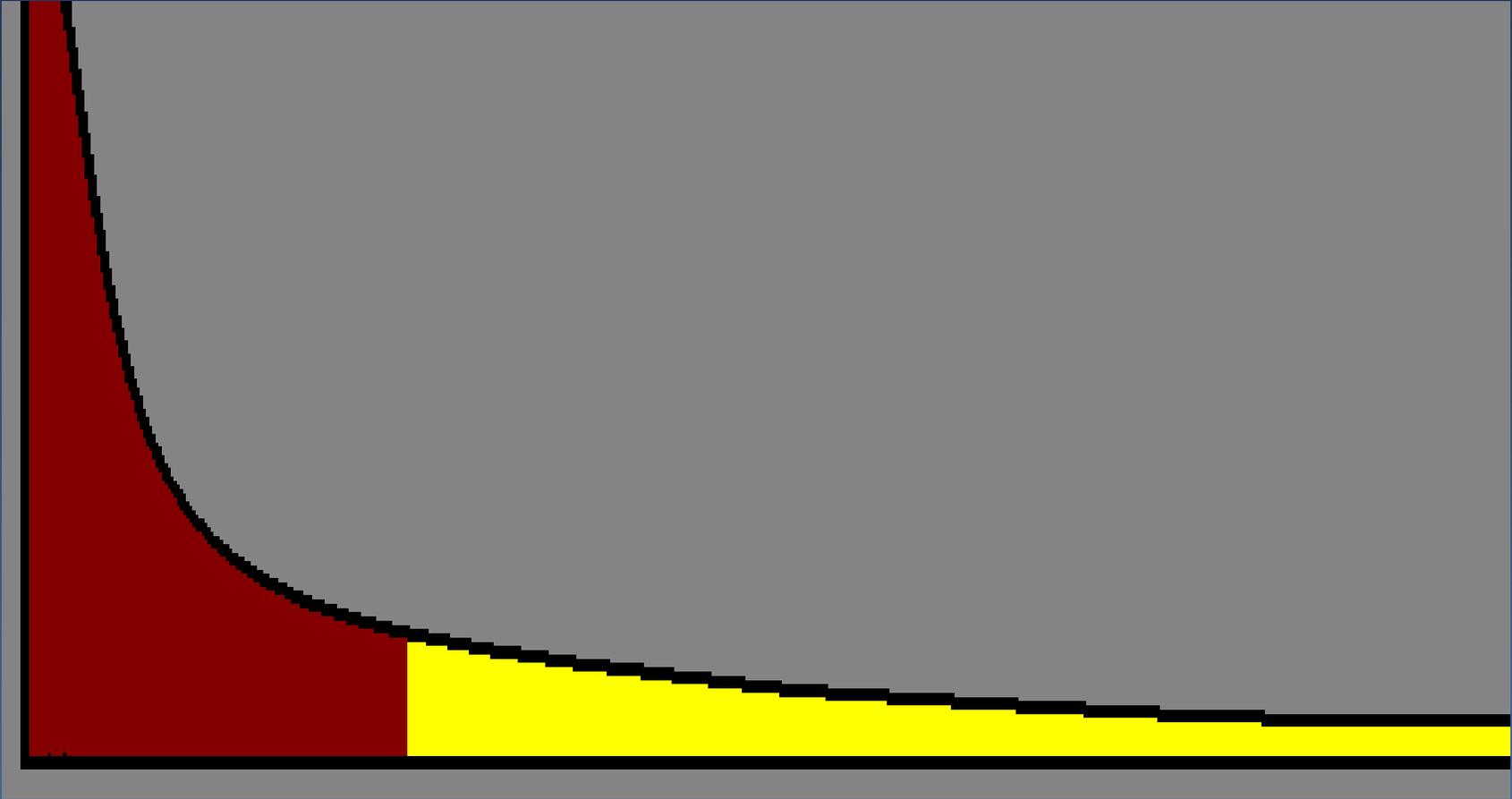
- Searches (and search histories)
- Ranks
- Answers
- Digitizes
- Directs to content (Video, maps, images, scholarly articles)
- Provides business/commercial solutions
- Personalizes

And Most Importantly ...

- Feeds information addiction
- Sets the standards for using, packaging and delivering information
- Gets all the media attention

GOOGLE's Top 10 (Re-affirmed 9/09)

- Focus on the user and all else will follow
- It's best to do one thing really, really well
- Fast is better than slow
- Democracy on the web works
- You don't need to be at your desk to need an answer
- You can make money without doing evil
- There's always more information out there
- The need for information crosses all borders
- You can be serious without a suit
- Great just isn't good enough



Wagging the Long Tail

- Pareto Principle: Markets with high freedom of choice create inequality by favoring the upper 20% of the items ("hits" or "head") against the other 80% ("non-hits" or "long tail") aka the 80–20 rule
- Long tail: Products in low demand can make up a market share that rivals or exceeds the relatively few current bestsellers and blockbusters, if the store or distribution channel is large enough.
- Celebrates discreet charms of the nouveau niche
- Libraries buy lots of obscure things that others don't have
- Centralize inventory (Amazon, Netflix), control costs, cut the price in half, then lower it
- Buy it once ... use it many

“I put a dollar in one of those change machines. Nothing changed.”

~ George Carlin

Change the Paradigm

- Scan the horizon; lose the insularity
- Keep what works; chuck what doesn't
- Convince librarians of the value of change
- Convince the public of the value of libraries
- Own the problems and the solutions
- Control our destiny

OCCLC's Perceptions of Libraries, 2010: Context and Community

- Rise of technology has set new expectations for library users.
- Libraries are responding by offering new services and by joining the online social networks used by their information consumers.
- 11% of larger U.S. public libraries have a Facebook site (ALA, April 2010).
- A search conducted in January 2011 identified more than 15,700 Facebook URLs that include the word "library."
- Libraries also have a growing presence on social media sites.

OCLC: Key Stats

- More than 77% of Americans are online Over 90% of Boomers use email and search engines
- 68% of information consumers have a library card; 81% of economically affected Americans
- Google is still God: 2/3rds of searches are through GOOGLE
- 93% of Americans own a cell phone; 23% own a Smartphone
- Texting favored by teens (Pew, April 2010)
- Mobile adoption outpacing prior internet based technologies

OCLC: 20101 Findings

- 55% libraries offer e-books
- 44% academic and 34% public libraries offer mobile connections to website and catalog (APL)
- More than 82% offer wireless access
- 67% libraries report they are the only source of free computer/internet access for their communities
- Economics brings them in the door; once there; they open new ones

OCLC: Cautionary Tales

- Email and search engines strong but social sites closing in
- Consumers start info search with a search engine; not on a library website
- Only about 16% use online databases
- Use of ask an expert sites soar (Stack Exchange Network, Quora); ask a librarian, not so much
- Wikipedia is a staple; Skype Twitter on the rise
- Most popular library activity still revolves around reading
- Brand is still books
- Favorable ratings declined for search engines, physical libraries, online bookstores and physical bookstores (remember Borders)

Community

“The desire to be part of a group that shares, cooperates, or acts in concert is a basic human instinct.”

~ Clay Shirky, Internet Talking Head

Your Library





[Web](#) [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

central library, arlington, va

Search Maps

Search the map

Find businesses

Get directions

[Saved Locations](#) | [Sign in](#) | [Help](#)

Maps

[Print](#) [Email](#) [Link to this page](#)

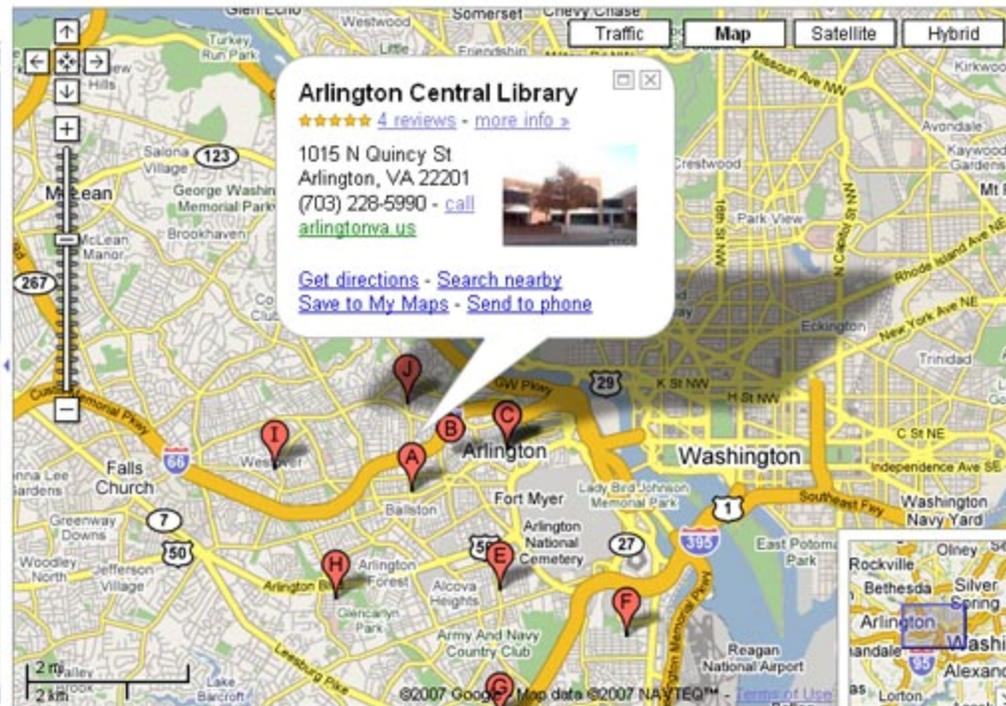
Search Results

My Maps *New!*

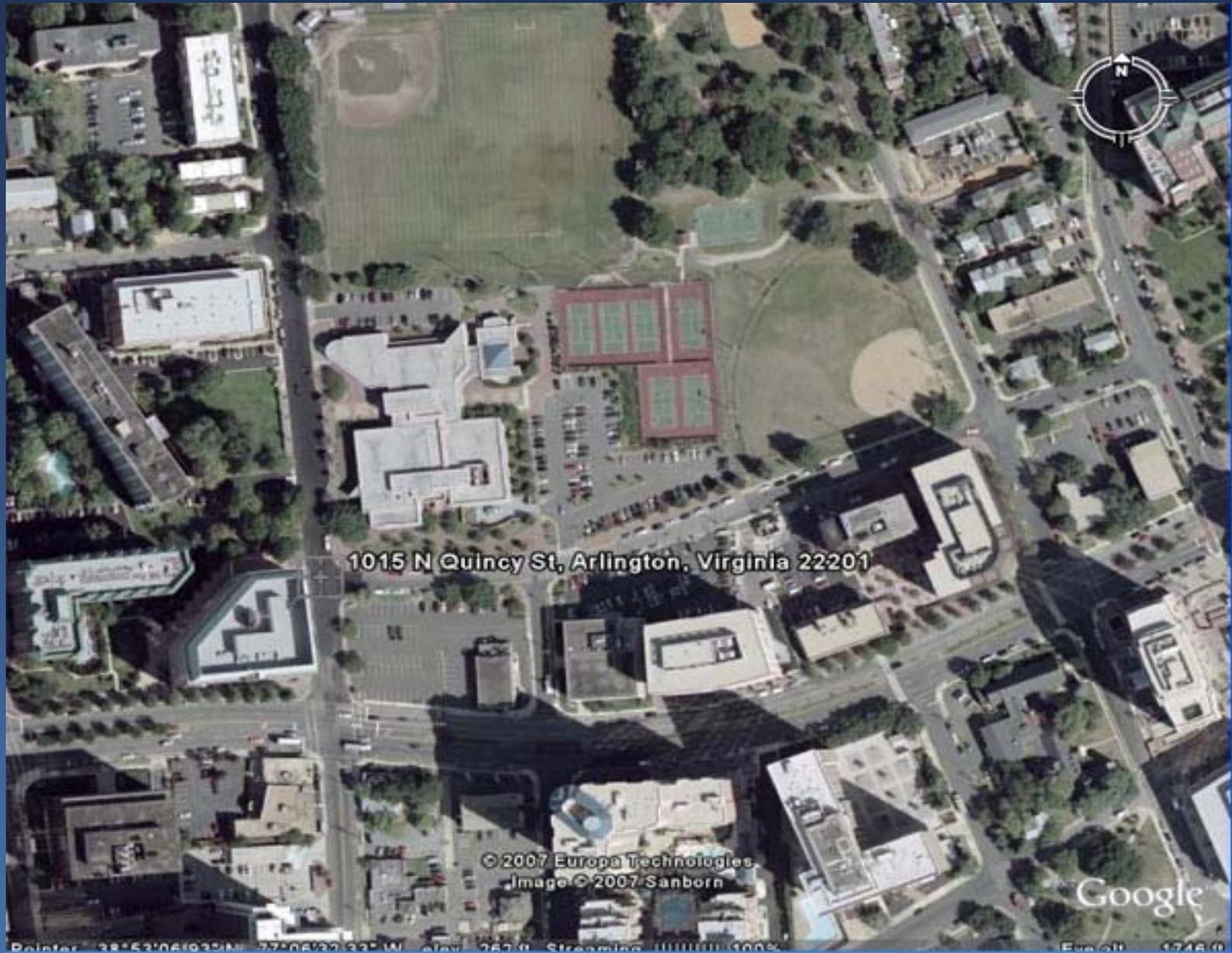
Results 1-10 of about 20,304 for central library near **Arlington, VA** - [Modify search](#)

Categories: [Government Offices County](#), [Libraries Public](#)

- A** [Arlington Central Library](#) - [more info »](#)
1015 N Quincy St, Arlington, VA
(703) 228-5990 - [call](#) - [4 reviews](#)
- B** [Arlington County Library Central](#) - [more info »](#)
Arlington, VA
(703) 228-6320 - [call](#)
- C** [Government Reference Library](#) - [more info »](#)
2100 Clarendon Blvd, Arlington, VA
(703) 228-3352 - [call](#) - [1 review](#)
- D** [Arlington Public Library](#) - [more info »](#)
2100 Clarendon Blvd, Arlington, VA
(703) 228-3346 - [call](#)
- E** [Arlington County Library Central Columbia Pike](#) - [more info »](#)
816 S Walter Reed Dr, Arlington, VA
(703) 228-5710 - [call](#)



Central Library



What is Arlington???

- 26 square miles
- Estimated population of 210,800
- 23% of residents born outside U.S.
- School children speak 95 languages from 128 countries
- More than 33% of residents speak language other than English in the home
- Residents among most highly educated in nation
- Strong civic life

Arlington Public Library

- Founded 75 years ago by community activists
- FY 2011 budget: \$11.4 million; 1.3 percent of GF
- 8 libraries
- 650,000 items (print to *E*)
- Annual circulation of 3.3 million
- 125 FTEs and ca. 125 volunteers logging 1,200+ hours per month ... to exceed 30,000/year
- Some services/collections accessible 24/7/365
- Special local history collection –Virginia Room

APL Measures of Success

- Consistently ranked in upper quartile for key metrics of collection turnover, visits per capita, and check-outs per capita (Source: *Public Library Data Service*).
- 26,500 new cards issued each year.
- 331,944 computer sessions logged.
- Patron feedback sought through informal surveys, suggestion boxes, blogs and focus group.
- 2008 *Resident Satisfaction Survey*: those surveyed said that were “very satisfied” with library services. (Source: *ETC Institute*;
<http://www.arlingtonva.us/departments/CountyManager/page64762.aspx>)

Your Vision



And Find Out What You're Not Doing

- Stalk the non-consumer
- Surveys and focus groups
- Local media reports
- Encourage “participatory librarianship”
- Test, try, transform
- Do what THEY can't or won't do
- Find the “white space” and fill it

Your Customers



“85% of kids under age 25 have an IM account, usually more than one. They're having *conversations* on the web. When they get into the workforce, they are not going to want to get letters from their librarians.”

~ Stephen Abram

“Good insight helps you know what your customers need before they know themselves.”

~ Matthew Milan, [Critical Mass.com](http://CriticalMass.com)

Library as “Third Place”

- Ray Oldenburg, “The Great Good Place” (1999)
- Defined as: “where people can gather, put aside the concerns of work and home, and hang out simply for the pleasures of good company and lively conversation - are the heart of a community's social vitality and the grassroots of democracy.”

Library as Destination

- Amenities
- Support local business/become the hub
- Improve accessibility
- Change with the calendar
- Build community and “place making”
- Co-location, co-location, co-location
- Be a catalyst for creativity

... and to unlikely places



Your Brand



Arlington Reads on YouTube



- Market
- Promote the brand
- Raise the visibility
- Build new audiences
- Go where the users are
- Have fun

Your Staff



Why 2.0?

- Learn new tools
- Save staff resources
- Connect with new users
- Especially teens

Staff Development

- Re-tool your training program
- Encourage risks and play (e.g., Tech Boot camp)
- Find growth in failure
- Expect more not less
- Empower individuals/push accountability downward



- Staff training concept modeled on Charlotte-Mecklenburg Public Library
- Voluntary participation
- Goal to learn by doing
- Approximately 70 staff participated; 50 completed all four exercises
- Prizes awarded to staff who finished
 - Nano MP3 player



- Content was introductory
- Covered four basic subject areas or “Camp Activities” – wiki, IM, Flickr, social site
- 1 Hour or less to complete each subject
- Senior counselors led activities/provided support
 - Each subject had Notes/FAQ’s
 - Activity to complete

“Computers in libraries are like the icing on the cake – they add to the whole experience but just make a sticky mess on their own.”

~ Could B. Anyone

Your Collaborators

diigo



ebay

Craigslist
<http://www.craigslist.org/>



facebook

del.icio.us

twitter

flickr

Better Together

- TMI – no library can do or have it all
- Build on strengths/avoid duplication
- Catalyze collective wisdom/tell your story . . . often
- Meet users where *they* are and make it personal
- Is **IT** working for you???
- ROI: cost reductions, time saved, risks avoided
- She who hesitates . . .

Finding the Right Fit for Purpose

- Locate “non-consumers” who face a constraint on consumption
- Focus on important “jobs” that consumers can’t get done today
- Get the “gives” and “gets” right; be adequate where you can be and better where you need to be
- Think expansively about the business model
- Invest a little, earn a little, learn a lot
- Pursue lines of business competitors are motivated to flee or ignore
- Organize/structure strategically

● chat live now

- Began Instant Messaging reference service in 2006
- Virtual Reference Task Force created
 - Majority of members already had Yahoo! accounts so it became de facto standard for APL staff

● chat live now

- Trillian 3.0 was selected as platform
- Brought multiple IM services into single access point
- Created accounts in all major IM services
 - AOL; GoogleTalk; MSN; Yahoo
 - Patrons add APL to buddy/contact lists

● chat live now

- “Chat Live Now” link installed on APL web pages
 - Fall 2008 – Plugoo web-based application widget
 - Spring 2010 – Upgraded to Library H3lp
 - More reliable and stable
 - allows multiple ref staff at different locations to handle IM transactions
- Patrons able to connect instantly without needing IM service

● chat live now

- One computer at Reference Desk was designated “IM” machine
 - Incoming chats handled by desk like walk up and telephone customers
 - Created and trained on procedures
 - Trillian programmed to sound “Big Ben” for incoming messages

● chat live now

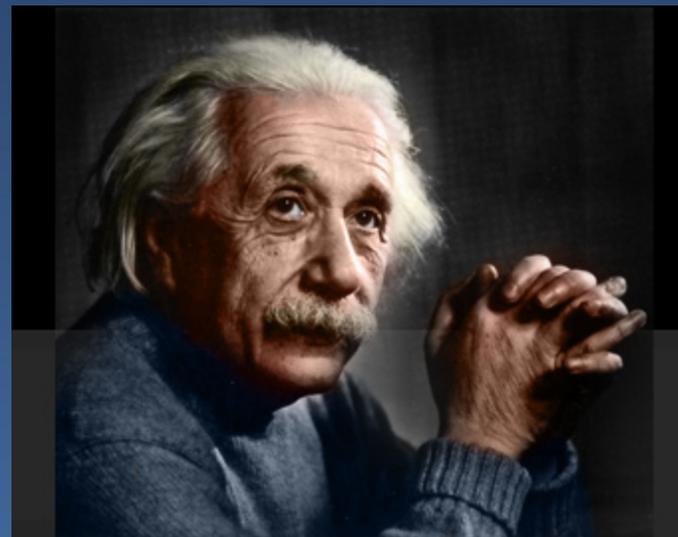
- All Reference Staff installed Trillian on their personal work station
- On Reference Desk computers configured so that “hot key” would send message to “On Call” account
- Staff designated “On Call” must remain at their workstation for the hour but can be doing off desk work

● chat live now

- If Reference Desk becomes very busy, “On Call” hot key is hit
- “On Call” staff emerges from work room and assists at Reference Desk as needed
- Use of Trillian and “On Call” hot key allows less staff at Reference Desk – but ability to quickly summon additional help

**“It has become appallingly obvious
that our technology has exceeded
our humanity.”**

~Albert Einstein



Your Purpose



Think about best how to . . .

- Market and communicate community value – “*did you know that [insert your library here] . . . provides ??...*”
- Be opportunistic – *how can we deliver (more) better/faster and who can help?*
- Meet patrons where they are (e.g., social media, web presence, other (e.g., Metro kiosks, lockers) and understand their needs
- Balance “high tech” and “high touch”
- Keep up – all print + 24/7 electronic
- Address needs of aging and evolving workforce

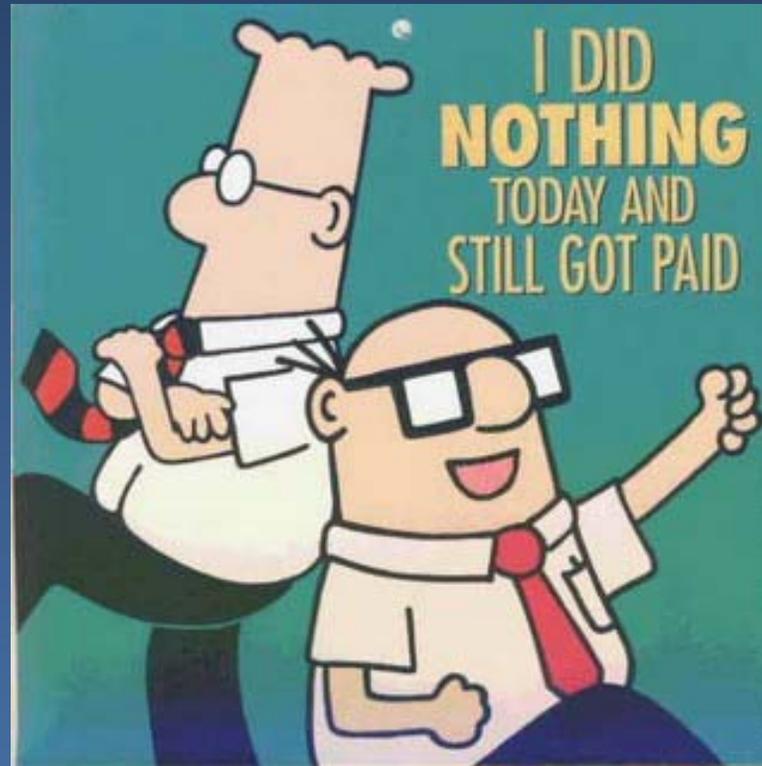
Thoughts to Leave Here With

- Don't implement a technology for technology's sake
- Library 2.0 is more about the concepts than the technology – two-way engagement, community personalization, reaching more – sweating less
- Embrace perceptual beta --- use it or lose it
- Where's Waldo? Technology (like freedom) is just another word for reaching people
- All technologies evolve and die --- AND THAT'S OKAY
- Library service is an attitude not a technology
- Harness collective intelligence/expertise

*Final final
thoughts ...*

“Change is good. You go first.”

~ *Dilbert*



“Do or do not. There is no try.”

