Public Libraries: Current Trends and Future Perspectives

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Overview

• Changes in information and data
• Changes in technologies
• Changes in social interaction
• Changes in service context
• Changes in library services and resources
• Implications for public libraries and the MLS
Changes in Information and Data
Changes in Information

- **Quantity and Availability**
  - An LoC of indexing everyday
  - 24 hours of video loaded on YouTube every minute
  - Average of **144 million tweets per day**
    - 50 million tweets per day one year ago

- **Speed of information**
  - Within minutes, your tweet is indexed and searchable in Google
  - What used to require effort is at your fingertips
    - Not reinventing the search - large scale FAQ
    - Crowdsourcing reference
  - Connection is instantaneous
Speed

Google Public Data Explorer [http://www.google.com/publicdata/explore]
Changes in Information

- Interacting in New Ways


- Data.gov datasets (and state and local versions) enable apps, new ways of engaging information for a range of purposes
Changes in Technology
Smartphones Devices

- 35% own a smartphone overall...
- ...and growing

<table>
<thead>
<tr>
<th>Activity</th>
<th>18-29 (n=177)</th>
<th>30-49 (n=256)</th>
<th>50+ (n=240)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone ownership</td>
<td>52%</td>
<td>45%</td>
<td>19%</td>
</tr>
<tr>
<td>% of smartphone owners who use their phone to:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Send or receive text messages</td>
<td>99</td>
<td>95</td>
<td>78</td>
</tr>
<tr>
<td>Take a picture</td>
<td>98</td>
<td>93</td>
<td>83</td>
</tr>
<tr>
<td>Access the internet</td>
<td>94</td>
<td>87</td>
<td>66</td>
</tr>
<tr>
<td>Send a photo or video to someone</td>
<td>89</td>
<td>83</td>
<td>64</td>
</tr>
<tr>
<td>Send or receive email</td>
<td>82</td>
<td>78</td>
<td>62</td>
</tr>
<tr>
<td>Download an app</td>
<td>82</td>
<td>69</td>
<td>51</td>
</tr>
<tr>
<td>Play a game</td>
<td>76</td>
<td>67</td>
<td>41</td>
</tr>
<tr>
<td>Play music</td>
<td>83</td>
<td>63</td>
<td>39</td>
</tr>
<tr>
<td>Record a video</td>
<td>73</td>
<td>62</td>
<td>37</td>
</tr>
<tr>
<td>Access a social networking site</td>
<td>76</td>
<td>61</td>
<td>32</td>
</tr>
<tr>
<td>Watch a video</td>
<td>72</td>
<td>58</td>
<td>25</td>
</tr>
<tr>
<td>Post a photo or video online</td>
<td>58</td>
<td>47</td>
<td>24</td>
</tr>
<tr>
<td>Check bank balance or do online banking</td>
<td>46</td>
<td>38</td>
<td>24</td>
</tr>
<tr>
<td>Participate in a video call or video chat</td>
<td>25</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Mean (out of 14)</td>
<td>10.5</td>
<td>9.1</td>
<td>6.3</td>
</tr>
</tbody>
</table>

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adults ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. “Smartphone owners” include those who say their phone is a smartphone, or who describe their phone as running on the Android, Blackberry, iPhone, Palm or Windows platforms. Due to sample size limitations, Twitter use is not included in this analysis.
Tablet & E-reader Ownership

Growth in e-reader and tablet ownership among U.S. adults

Tablets and E-readers

Demographics of Tablet and eReader Owners are Changing

Age Distribution of Connected Device Owners

Source: Nielsen
Social Media

Social Media

Social Media

![Diagram showing the percentage of companies using various social media platforms and blogs for marketing over the years 2007 to 2012. The platforms include Facebook, Twitter, Blogger, YouTube, Message Boards, and MySpace. The percentage usage for each year is as follows:

- 2007: 16%
- 2008: 25%
- 2009: 29%
- 2010: 34%
- 2011: 39%
- 2012: 43%

The diagram highlights the growing trend in the use of social media and blogs for marketing activities.]
Siri – Ready Reference at Your Fingertips

“I’m in the mood for Italian food in North Beach”

I found a number of Italian restaurants in North Beach:

- Columbus Avenue
  - The Stinking Rose
    - 4 stars
    - 1430 reviews

- Kearny Street
  - Tommaso Ristorante Italiano
    - 4 stars
    - 851 reviews

- Green Street
  - Sotto Mare
Resources and Locators

- Direct to Resource Apps
  - ScienceDirect app
  - Worldcat.org/m
  - Gale – AccessMyLibrary
  - SirsiDynix BookMyne
  - LibraryThing

- QR Codes, MS Tags
Self Publishing

- Espresso Book Machine
  - [http://www.ondemandbooks.com/](http://www.ondemandbooks.com/)
Summary

- More information, more directly to users
  - Bypassing libraries
- User created information/content is growing rapidly
- Our ability to access, use, and interact with information is changing
- Information is increasingly enhanced and linked in a range of ways
- The social nature of information enables stronger and more integrated ties between people, communities, information sources, information providers
Summary

- New technologies
  - Device types are evolving, numerous, connected, and mobile
  - Allow for different experience with information
  - Create new insights and understandings
  - Information to users directly and instantly
  - Offer “ready reference”
  - User as creator and publisher
Changes in Social Interaction
Information is Social

- More is out there
- More is connected
  - Through social media
- More is shared
- Crowdsourcing enables more uses, sharing, problem solving through concentrated bursts of information sharing
Interactive Involvement

- Citizen science
  - FrogWatch USA (http://www.aza.org/frogwatch/)
  - Birds in Your Backyard (http://www.birdsource.org/g bbc)
  - Encyclopedia of Life (http://eol.org/)

- Civic engagement/open government
  - ACTionAlexandria (http://www.actionalexandria.org/)
  - Ideascale (http://ssaideas.ideascale.com/) 

- Socialization
  - Foursquare (https://foursquare.com/)
Changes in Service Context
Declining Budgets

State and Local Workforce Cutbacks

High rates of public sector job losses

Local governments in the U.S. cut jobs in 10 out of 12 months in 2010. They did the same in 2011. Never before have local government workers been laid off at such a high rate.

- 586,000 fewer jobs than in 2008 at state and local government levels

Source: U.S. Bureau of Labor Statistics
Changing Communities

- More diverse population
  - Aging
  - Minority growth, particularly Hispanic

- Mixed literacy
  - Traditional literacy
  - Technology literacy
  - Information literacy
  - Data literacy

- Mixed access to broadband and computing technologies

The Changing Demographic Profile of the United States. CRS, 2011
- [www.fas.org/sgp/csrs/misc/RL32701.pdf](http://www.fas.org/sgp/sgp/csrs/misc/RL32701.pdf)
Public Libraries


INCREASED PUBLIC USE: 36%
Technology classes: 58%
Electronic Resources: 60%
Computers: 74%
Wi-Fi: 57%

Flat or decreased funding:

Percentage represents number of libraries reporting

2012 Public Library Funding & Technology Access Survey
American Library Association and Information Policy & Access Center
Changes in Services and Use
Print Collections Decreasing

Figure 14. Public Library Collections: Print Materials Per 1000 People, FY2000-2009

Source: Public Library Survey, FY2000-2009, Institute of Museum and Library Services/National Center for Education Statistics
Non-Print Collections Increasing

Figure 15. Public Library Collections: Non-print Materials Per 1,000 People, FY2000-2009

Source: Public Library Survey, FY2000-2009, Institute of Museum and Library Services/National Center for Education Statistics
Reference Generally Down

Figure 7. US Public Library - Reference Transactions Per Capita, FY2000-2009

Source: Public Library Survey, FY2000-2009, Institute of Museum and Library Services/National Center for Education Statistics
99% of public libraries now offer free, public internet to the communities they serve. However, the increase of demand for this service and the decrease in funding is creating a problem for Americans.

**WHY IS LIBRARY FUNDING CRITICAL?**

- **1 in 3** (17 million) Americans use public libraries for free internet access.
- **1 in 2** people who visit the library use the internet.
- **2 in 5** low-income Americans rely on library internet access.

**LIBRARY USERS SPAN EVERY DEMOGRAPHIC.**

(AGE, RACE, INCOME DIVIDES AND MORE)

**WHAT DO PEOPLE DO ON THE INTERNET?**

- **42%** (32 million) use library internet for education and training help.
- **40%** (22 million) use library internet to assist with careers and employment.
- **37%** (28.5 million) use library internet to research health and wellness.

Library patrons also use the internet for accessing government and legal services, participating in community life, managing household finances, and entrepreneurship.

Bill & Melinda Gates Foundation, University of Washington, Information Policy & Access Center
Social Media in Libraries

Social Media Technologies Used by Public Libraries

2012 Public Library Funding & Technology Access Survey
Technology Training

- 44.3% of public libraries offer formal technology training
- 34.8% offer one-on-one training by appointment
- 82.7% offer informal point-of-use training
The Evolving Public Library…

…Is less about the number of resources and services and more about

- Just in time, as opposed to just in case
- Delivery of services, resources, and materials that are at fingertips, any time, any where
- Engaging users through social technologies
- Knowledge management, rather than collection management
- Digital and other literacies for diverse populations
- Building digitally inclusive communities
- Libraries and librarians changing their communities through innovative services
Innovation During Challenging Times

• Innovative solutions – seeing the bigger picture of needs (not mutually exclusive)
  • Access to food
  • Wealth management/building
  • Access to health information and creating healthy communities
  • Literacy/digital literacy
  • Early learning
  • Employment assistance
  • Education – GED, other
  • E-government
  • Language
  • Seniors
Innovative Services

- Challenge:
  - Helping immigrant populations become part of our communities and attain citizenship

- Solutions:
  - Hartford Public Library’s The American Place
  - Partnerships with USCIS, NGOs, public schools,
  - End-to-end services
    - Citizenship classes, ESL, early learning, story time, passports, and more
Innovative Services

- Challenge:
  - Employment

- Solution:
  - Partnerships between state library agencies, public libraries, and One-Stop Career centers
    - New Jersey
    - New York
    - North Carolina
    - Maryland
Innovative Services

- **Challenge:**
  - Social services (child welfare)

- **Solution:**
  - Alachua County Library District in Florida/
    The Library Partnership
    - Part library, part social service center staffed by
      over 30 NGOs and state agencies focused on
      families and child welfare
Innovative Services

• Challenge:
  ◦ Life-long learning, creativity, entrepreneurship

• Solution:
  ◦ Sacramento Public Library’s I Street Press
    • Community Writing & Publishing Center
      • [http://www.saclibrary.org/?pagId=1599](http://www.saclibrary.org/?pagId=1599)
    • Learn to write – creative writing, how to publish
    • Publish own work – Espresso Book Machine
    • Print on demand – database of 3 million + titles
Innovative Services

- **Challenge:**
  - Digital literacy

- **Solution:**
  - Chicago Public Library (MacArthur Foundation)
    - YouMedia
      - [http://youmediachicago.org/](http://youmediachicago.org/)
  - Connect young adults, books, media, mentors, and institutions
  - Promote critical thinking, creativity, and skill-building
  - Learn how to use a variety of technology to create digital artifacts
Changing Educational Needs

- Librarians who are
  - Entrepreneurial and innovative
  - Able to serve diverse populations
  - Focused on digital inclusion/literacy
  - Able to seek and form partnerships
  - Able to help users create and manage content
  - Understand data (big, community, library)
  - Flexible

- UMD MLS Program
  - Information and Diverse Populations
  - E-government
  - Digital curation
iPAC Projects

- **Scholarship**
  - Digital government librarians (IMLS)
  - Information and Diverse Populations (IMLS)

- **Research**
  - E-government partnerships (IMLS)
    - [http://ipac.umd.edu/our-work/egovernment-partnerships](http://ipac.umd.edu/our-work/egovernment-partnerships)
  - Public Access Technology Benchmarking (B&MGF)
Conclusions

- It is how we innovate
  - Knowledge
  - Services
  - Partnerships
  - Space
  - Technology

- To address community challenges, needs, changing demographics, digital and information skills that will create our future value
Thank You

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