





**question 10**

What are the reasons why you are generally dissatisfied with the results of your search at the local library?

January 2008 Survey		March 2008 Survey	
Reasons for dissatisfaction	Responses	Reasons for dissatisfaction	Percentage
There were not enough resources available to me to conduct my research.	73%	There were not enough resources available to me to conduct my research.	75%
The librarian or member of the library staff I spoke with was not very helpful.	32.6%	The hours set for the services I need do not fit within my needs.	24.3%
Other	27%	There was not enough staff to address the needs of all patrons with questions.	18.8%
There was not enough staff to address the needs of all patrons with questions.	23.7%	The librarian or member of the library staff I spoke with was not very helpful.	17.4%
The hours set for the services I need do not fit within my needs.	0	Other	10.4%
Not sure	0	Not sure	7.6%

*note: only 2 responses were received for this question.*

**Key Observations:**

•Available resources appears to be the most dominant reason that participants in the survey were dissatisfied.

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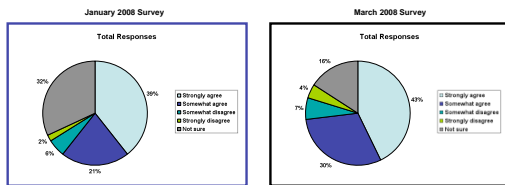
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**question 16**

I would like to see my local library expand their online services to allow the public to be able to access them over the Internet.



**Key Observations:**

•There tends to be a good amount of support from both surveys that demonstrates people would like more online services.  
 •Looking at the raw data, across all demographics survey participants responded STRONGLY AGREE most frequently.

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**question 17**

What types of library services would you like to be able to access through the Internet from home?

Types of Library Services	Percentage
Access to full-text articles and newspapers	71.9%
Access to self-help manuals – such as car repair guides	51.9%
Downloadable audiobooks	49.2%
Downloadable e-books	48.8%
Access to online preparation tests (for example SAT or GRE preparation)	40.7%
One-on-one information assistance	39.4%
Instant messaging	15.4%
Other	8.0%
Not sure	7.6%

The January survey only asked participants if they wanted more online services available from the library via the Internet. They were not asked what kinds of services they wanted.

In an attempt to understand the kinds of online services people wanted, we added a list of options to see what kinds of services people would want to the March Survey.

As you can see from the chart, access to articles and newspapers and self-help manuals came out at the top.

“Other” responses included: genealogy, access to professional journals & research publications, access to more online databases, music downloads, access to music history/scores/etc., access to English-foreign language learning resources, financial resources, and other subject specific types of resources.

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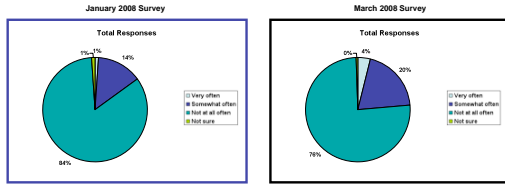
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**question 21**

How often do you use AskNow?



- Key Observations:**
- Those who are familiar with it are not using AskNow.
  - It has not become a regularly used resource for either of the two sample groups across all demographics.

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**key observations**

The two Zogby surveys provide good information for libraries to consider as we continue to shape our services to meet the needs of our users. This sample reinforces some of the questions libraries have already been thinking about.

**A few things to consider:**

1. Searching for information begins with a broad casting of the net with search engines like Google.
  - How can libraries make their resources a part of a search that is broad vs. making users figure out which pond (database or specific resource) to fish in?
2. When users do choose to use library resources, they expect for us to have **specialized info to supplement information to what is found on the internet or Do-it-yourself information.**
  - Reinforces our need to be very aware of community interests in collection development.
  - By the time most users are asking libraries for help, they have already been searching. Staff must be experts in all of the "dark" or non-Google'd searched information spaces.
  - Participants cited do-it-yourself information as an important resource, but it also seems to relate to the idea that they would also like to be able to do/find information themselves. How easy do we make this process?
3. Generally people are satisfied with what they find at their local library when they are searching for information. When they are dissatisfied, it is because there were not enough resources available.
  - Are people not finding resources because they are not there or because it is not clear what is available? How can libraries make their resources/services more explicit?
4. There is support for the library to **offer more online services to the public to access them over the Internet.** More access to resources (full-text articles, self-help guides, downloadable audio and ebooks, test prep) is highly supported. There seemed to be less interest in immediate assistance from a person online. AskNow, California's current online reference service, is not part of most people's information seeking behavior.
  - How can we connect people to the librarians and other information experts in a way that delights people and becomes viral (spreads rapidly as a service by word or mouth)?

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**Stage 2: Think Tank Prep**




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### Stage 3: Think Tank

THINK TANK  
I WANT TO PLAY  
APPLICATION

1. Describe a project or activity that you have worked on that was outside your comfort zone.
2. If you were going to design a new house, what are the key elements that you would consider? Why?
3. What concerns about the future of libraries keep you up at night? Why?
4. What is the one 21st century tool that you cannot live without? Why?

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### Think Tank: What's their job?



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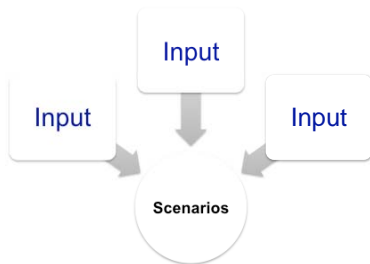
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### Stage 4: Statewide Input



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## Stage 5: Build it!!!



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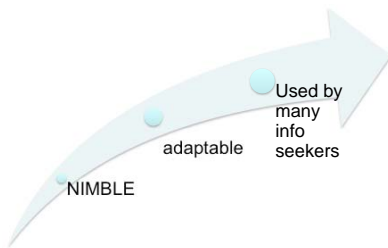
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## Success will be ...



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## ③ Interesting Things

from the World Future Society  
Conference 2008

Stacey Aldrich

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ALAN ROSENBLATT  
Associate Director of Online Advocacy for the Center for American Progress &  
Center for American Progress Action Fund  
<http://www.drudgereport.com>

### Rise of Citizen 2.0

- Old model: Bring to you
- New model: go to them
- Websites: CitizenSpeak.org
- Blogs: Drudge Report, Perezhilton.com
- Sunlight Foundation

Photo Source: [http://photos2.meetupstatic.com/photos/member/f/4/a/B/member\\_772904.jpg](http://photos2.meetupstatic.com/photos/member/f/4/a/B/member_772904.jpg)

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BEN GOETZ  
CEO/CSO Novamente Intelligent Virtual Agents  
<http://www.novamente.net>

### Artificial Intelligence

#### GENERAL AI

- like human
- complex goals in complex environments using limited resources
- can find problems



#### NARROW AI

- focused
- specific goals
- doesn't learn



Photo Source: <http://www.novamente.net/management/>

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Terry Grim  
Futurist and Strategist, Social Technologies  
<http://www.socialtechnologies.com>

### Assessing Foresight Capabilities

How the model works

Be without disciplines to address foresight

<b>Identifying</b> How relevant are the future trends that are likely to occur in the next 10-20 years?	<b>Forecasting</b> How likely are the trends to occur in the next 10-20 years?
<b>Planning</b> How likely are the trends to occur in the next 10-20 years?	<b>Monitoring</b> How likely are the trends to occur in the next 10-20 years?
<b>Acting</b> How likely are the trends to occur in the next 10-20 years?	<b>Reviewing</b> How likely are the trends to occur in the next 10-20 years?

DOWNLOAD FORESIGHT MATURITY MODEL  
<http://www.socialtechnologies.com/Content.aspx?PageID=77>

Photo Source: <http://www.socialtechnologies.com/StaffProfile.aspx?staffid=27>

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