



Infopeople

Infopeople Webcast Series:

***Technology Tuesdays—Tips,  
Trends, and Tools of the Trade***

# Technology Trendspotting

Tuesday, February 10, 2004  
12:00 noon to 1:00 p.m

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# Technical Housekeeping

- Use Chat window to ask questions or post to group
- Click IM button to send a private message
- For technical problems, send IM to **HorizonHelp**
- Evaluation pops up during Q&A; please fill it out
- Webcast is being archived; will be available on Infopeople's website tomorrow

# Library Technology Trendspotting is Easier than You Think

- Libraries lag “real world” trends
- Library trend cycle = 18 months
- Other providers are training our users
- Sampling is just as effective as trying to keep up on a continuing basis



# The Art of Trendspotting



# Trendspotting Publications

- *Business Week*
- *USA Today*
- *Technology Review*
- *Progressive Grocer*
- *Library Futures Quarterly*



# Trendspotting Web Resources

- *Cites & Insights*

<http://cites.boisestate.edu/>

- *Current Cites*

<http://sunsite.berkeley.edu/CurrentCites/>

- *Government Technology*

<http://www.govtech.net/>

- *Top Technology Trends*

<http://www.ala.org/ala/lita/litaresources/toptechtrends/>

# Trendspotting Organizations

- Library and Information Technology Association (an ALA division)
  - Emerging Technologies Interest Group
- Computer Professionals for Social Responsibility
- Educause
- Trendsetter libraries

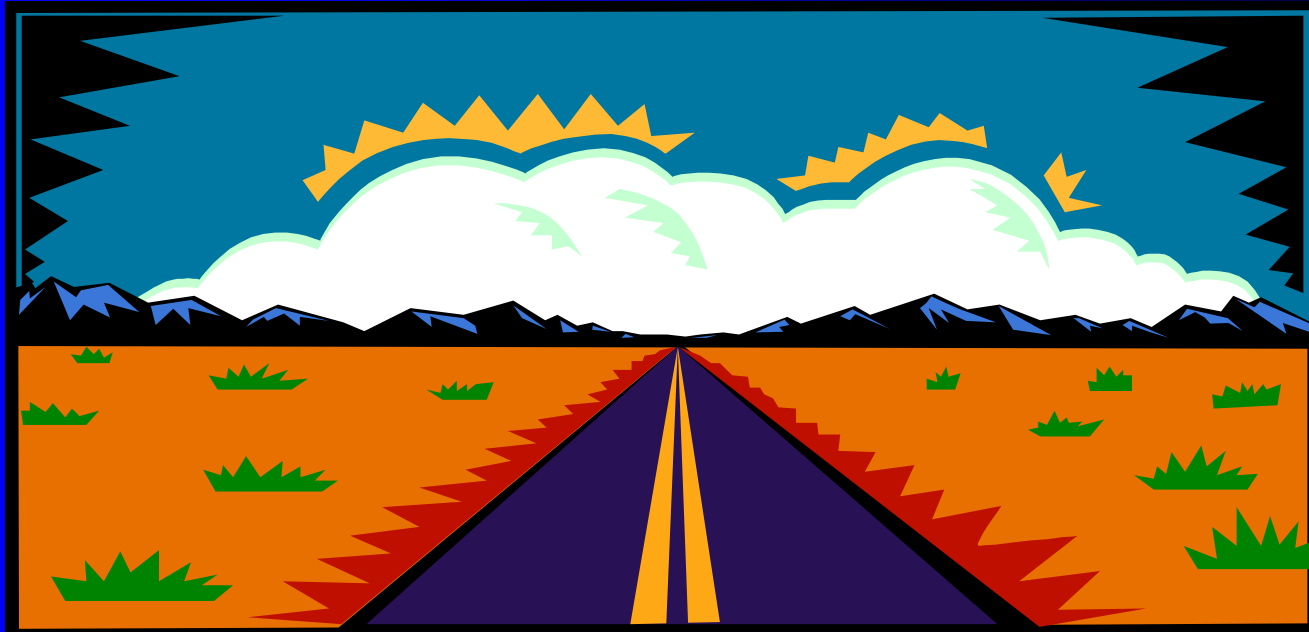


# Trendspotting Individuals

- Consultants
- Vendors
- Trainers
- System managers
- “Power users”
- Library bloggers



# Trendspotting by Environment



# Expert Environment



- Value determined by peers
- Focus on improving mastery
- Pitfall = insularity
- Challenge = learning in new areas

# Expert-Friendly Trends

- Linking and resource sharing
- Collaborative learning
- Authoring
- Benchmarking/comparative analysis
- Skills assessment
- Knowledge management
- Curriculum planning/course development
- Remote training delivery

# Accounting Environment

- Value determined by auditors
- Focus on cutting costs, improving efficiency
- Pitfall = bureaucracy
- Challenge = staff deployment



# Accounting-Friendly Trends

- Self-service
- Materials handling
- Inventory management
- Workflow analysis
- Personal time management
- Facilities management
- Retraining and cross-training
- Outsourcing

# Enterprise Environment

- Value determined by customers
- Focus on adding value
- Pitfall = fads
- Challenge = differentiating the library from other providers



# Enterprise-Friendly Trends

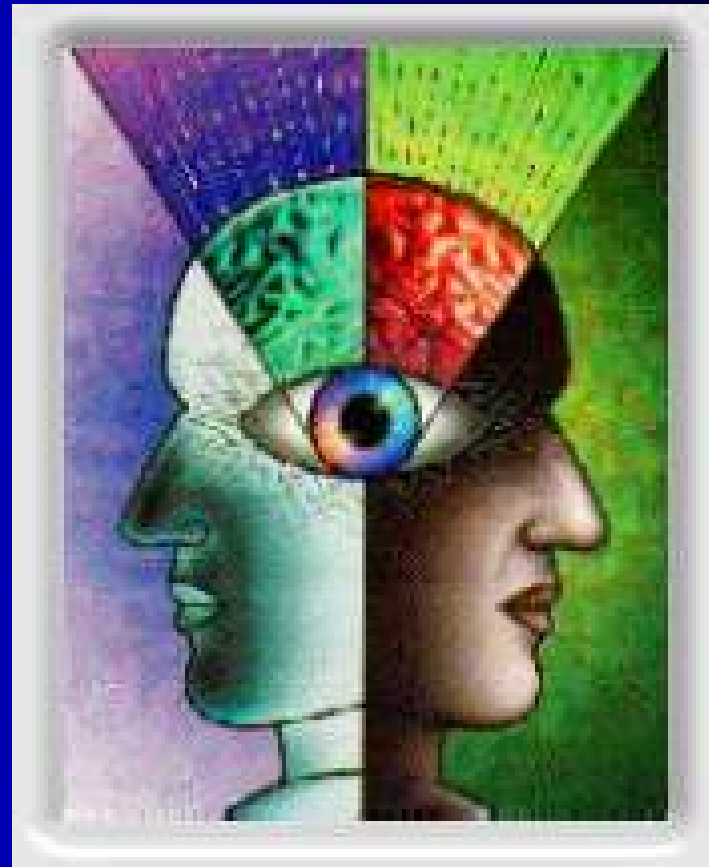
- Time shifting, 24/7 service
- Remote/distributed service
- Mobile/wireless service
- Simple (non-expert) navigational aids
- Customer relationship management
- Market research
- “Electronic outreach”



# Applying Trend Information Once You've Spotted It

Look for:

- Shared audiences
- Analogous situations



# Choosing Among Trends – Good Signs

- It solves a known problem
- Users are asking for it
- Your kids already know how to use it
- Your Mom already knows how to use it
- Your boss already knows how to use it
- It looks like fun

# Nobody's Right All the Time!



Thanks for participating!  
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