


OCLC Online Computer Library Center

Perceptions and Realities: Confronting the New Library Environment

An Infopeople Webcast

Infopeople 

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and
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August 11, 2006
10am - Noon

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OCLC Reports



Libraries *How they stack up*

This report, *Libraries: How they stack up*, provides a snapshot of the economic impact of libraries. The report contains some interesting comparisons of library economic and activities to other sectors, professions and occupations in the world's economy.

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OCLC Reports



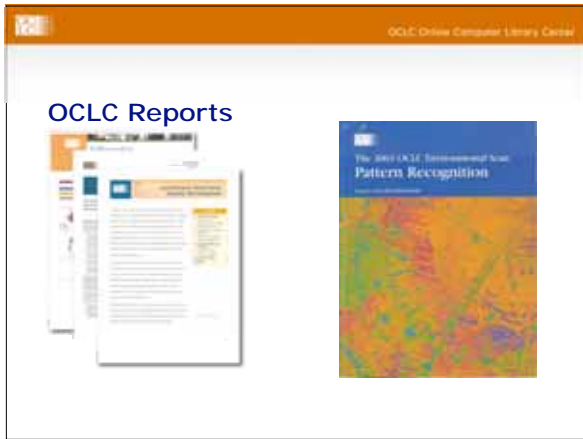

Libraries: How they stack up

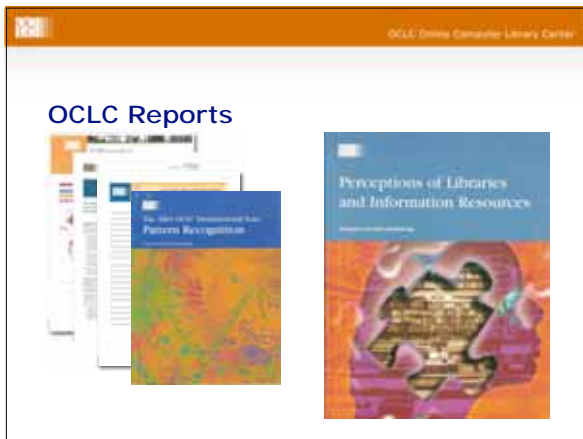
Five-Year Information Format Trends

This report provides a snapshot of information format trends that will shape the information landscape of the future.

Webcast of this material has been made possible by the Infopeople Project [infopeople.org], supported by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.











What did we want to know?

- Use of libraries, including electronic resources
- Preferences in information seeking
- Libraries vs. Search Engines
- The "Library" brand: what does it mean?
- The library's purpose and mission

Listening to Californians

- Prop 14/Bond Act Community Needs Assessments
- Strategic Planning Data
- User Surveys
- Focus Groups
- Interviews



What's Behind the Stereotype?





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T. - Reality

 **Reality:**
Familiarity, usage
and choices

 **Perceptions:**
Ideals and images...
and more choices

 **Brand:**
Beyond books...to
what?

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96%
*of respondents
have visited a public library*

72%
*of respondents
hold a library card*

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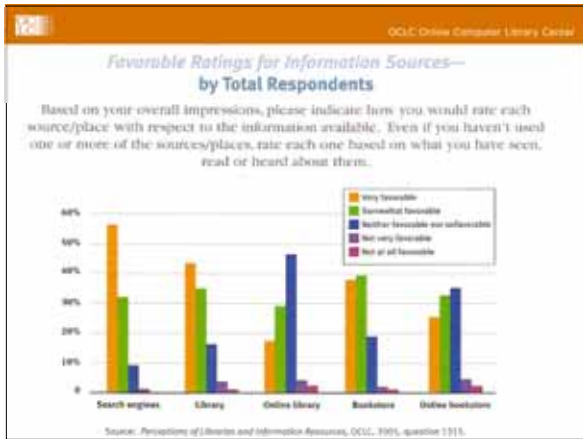
65%
*borrow print books
at least once a year*

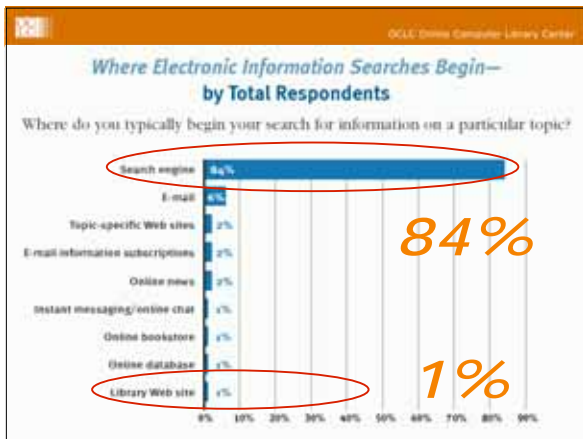
54%
*get assistance
with research
at least once a year*

63%
*research reference
books
at least once a year*

38%
*use the
computer/Internet
at least once a year*





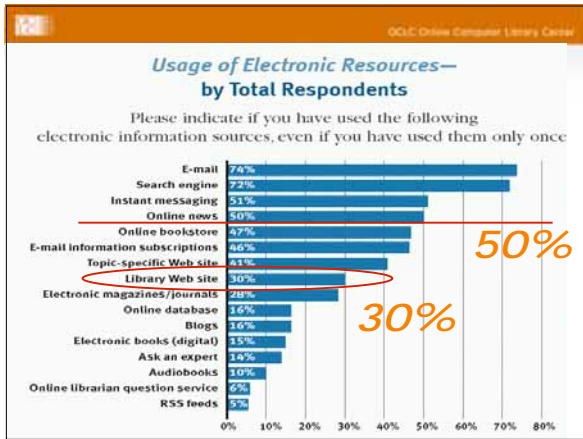


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Learning about electronic information sources

	Total Respondents
Friend	61%
Links from electronic information sources or Web sites	59%
News media	52%
Promotions/advertising	39%
Online news	38%
Relative	37%
Coworker/professional colleague	35%
Instant messaging/online chat	22%
Reference from a library Web site	15%
Teacher	11%
Blogs	9%
Librarian	8%





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Destination Libraries



- Comfort
- Variety
- Experience-based
- “Being” spaces

Simplified Wayfinding

- Reduced clutter
- Consolidated desks
- “Situational” directions
- Natural language catalog
- Prepackaged tips, shortcuts, FAQs



Roving Support Staff + Wireless



All staff capable of assisting with basic navigation and end-user tools

Pop-Up Spaces

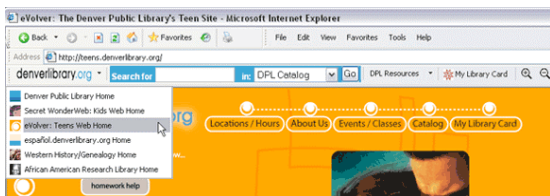


More Crawl-able Library Resources



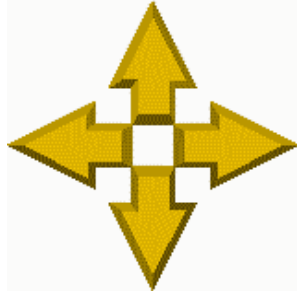
- Catalogs
- Databases
- Web sites
- Programs

Library Toolbar






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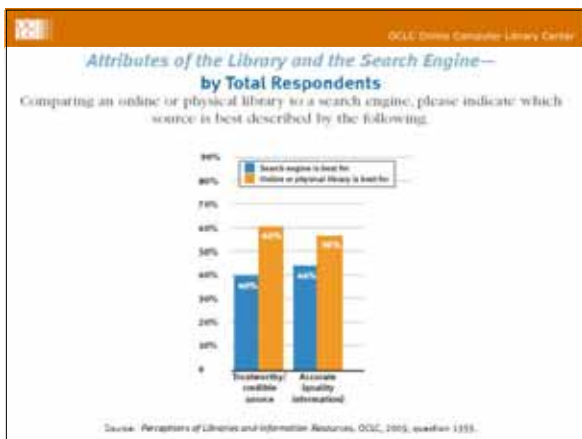
Continuous Partial Attention

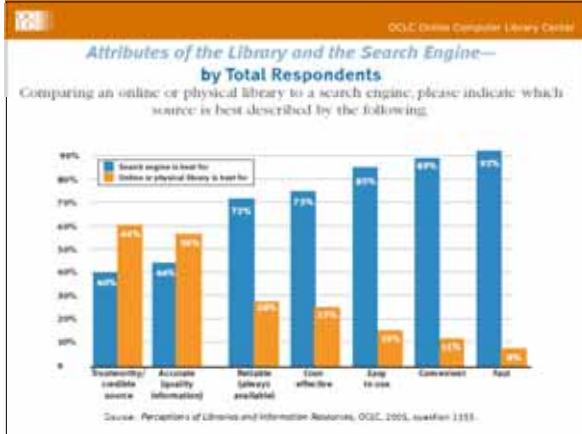


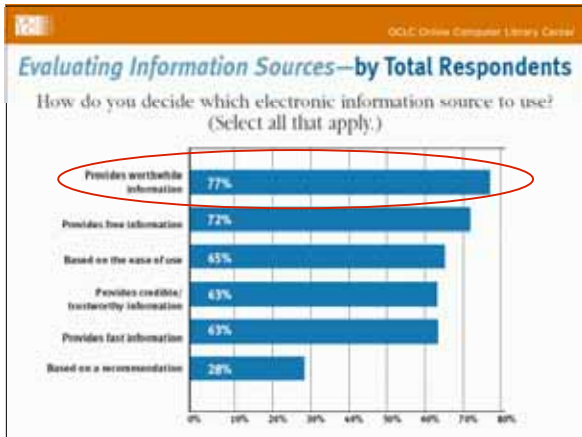
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II. - Perceptions

-  **Reality:** Familiarity, usage and choices
-  **Perceptions:** Ideas and images...and more choices
-  **Brand:** Beyond books...to what?

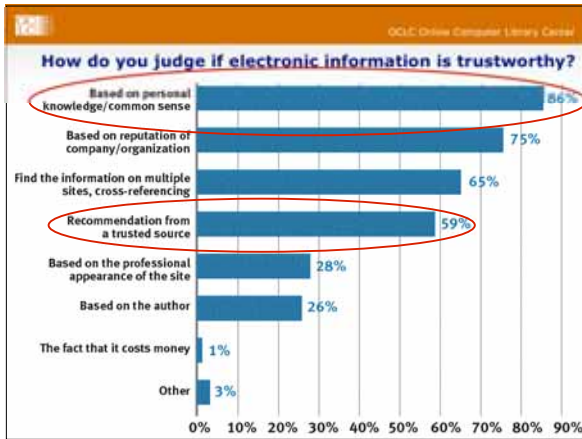


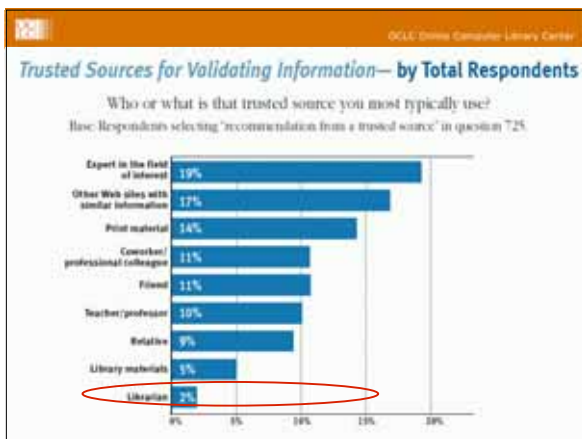




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- ### Who has worthwhile information?
- Google --- 93%
 - Yahoo --- 85%
 - MSN --- 81%
 - Ask Jeeves --- 78%
 - Library web sites --- 78%







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Personalizable Library Offerings



Recommender Systems/ Collaborative Filtering

- “Other people who found this useful also recommend...”
- <http://movielens.umn.edu>



Opportunities to Participate

- User-managed profiles
- User reviews
- User-suggested catalog headings
- Self-directed service



Online Donations



Outreach to Other People's Blogs, Vlogs, Wikis



Integration with "Free Range" Information

- Provenance tagging
- Import/export APIs
- Digitization
- Mash-ups
- User-supplied interfaces



The Future of Traditional Reference






- Denial
- Anger
- Bargaining
- Depression
- Acceptance

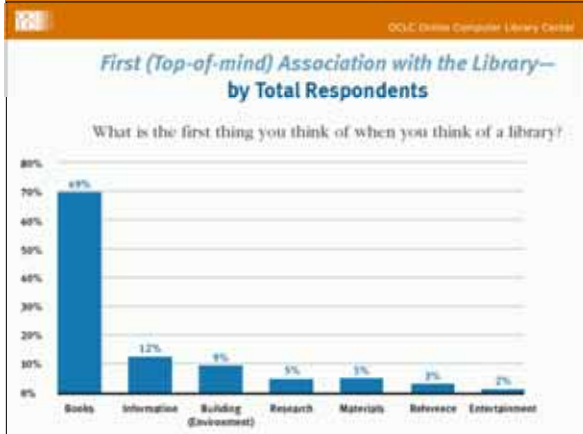
Reference Alternatives

- Proactive reference
- Social network reference
- Extreme Googling
- Reference appointments
- Librarians on call



III. Brand

-  **Reality:**
Familiarity, usage
and choices
-  **Perceptions:**
Ideals and images...
and more choices
-  **Brand:**
Beyond books...to
what?



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**"They say 'books'
but what they really
mean is knowledge and
information."**

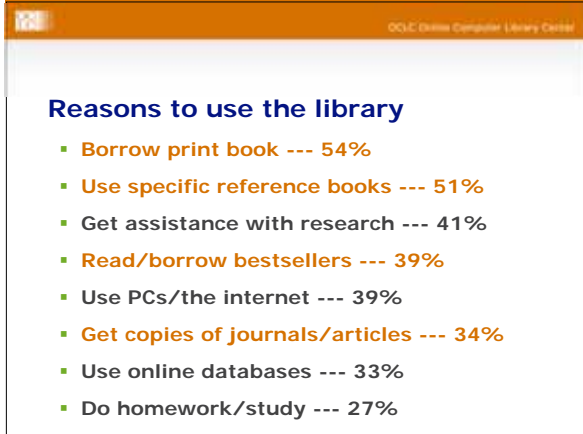
- Library Director

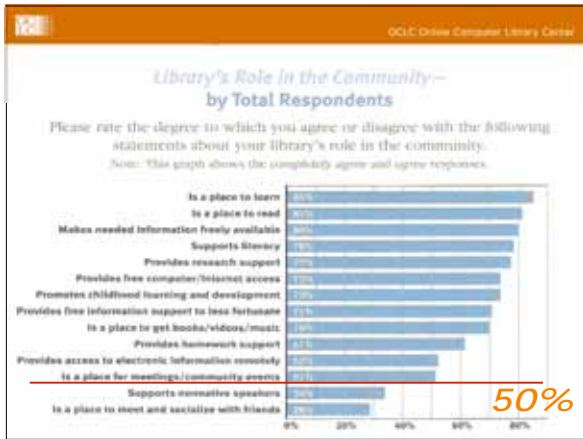
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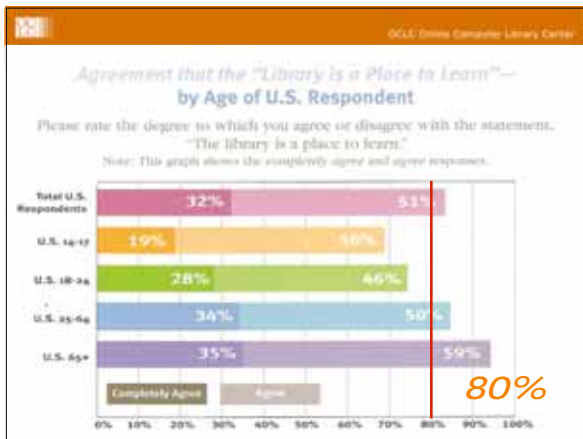
Books

**"Books, books, books,
rows and rows of books,
stacks of books,
tables filled with books,
people holding books,
people checking out books.
Libraries are all about books.
That is what I think and that
is what I will always think.**

41-year-old from Canada







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Positive Associations

- Products and offerings...60%
- Facility...10%
- Staff...10%
- Customer/user service...5%

N = 3,034 comments

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Negative Associations

- Products and offerings...35%
- Facility...26%
- Customer/user service...23%
- Staff...5%

N = 2,985 comments

Pass-Fail Negatives



- Inhospitable surroundings
- Lack of parking
- Dirt, wear, shabbiness
- Hard-to-use systems
- Inconvenient hours
- Inflexible policies

Reinvented Customer Service

- Anticipate!
- Assess
- Match to service
- Negotiate
- Offer escort
- Optional: Coach, assist



Netflix-Style Circulation



Education, Not Just Information

- Stronger partnership with schools
- Focus on educational outcomes
- “Check your work” service
- Textbooks



Free Choice Learning



Leverage the Books Brand

- All things reading
- Pleasure of books
- Reading lifestyle
- Ties to/from other media
- “Books Plus”




In their own words...



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“Stop making it feel like church!”



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Another survey

“Where would you go to get information on nutrition?”

- Professional source...56%
- Look up in a book...18%
- Ask a friend/family member...9%
- Consult a magazine...8%
- Consult a library...1%

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The Public Library Inquiry, 1947-50



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1947 Requests: We Listened!

Table 27.
New Library Users Who Might Be Gained Through New Services

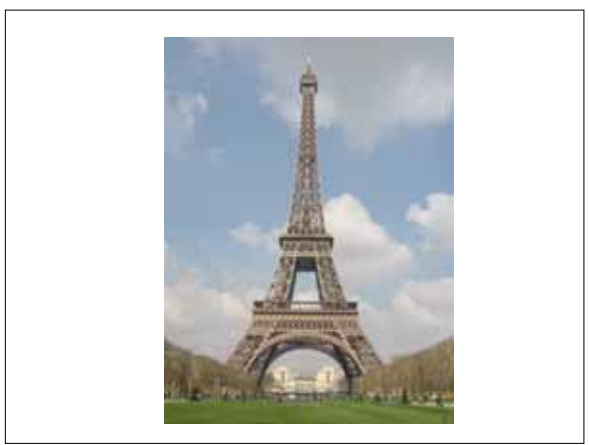
Percent who say they would use new service

Service:	Percent who say they would use new service	
	Of those who never have used the library	Of those who have used the library but not in last year
Movies	22	47
Rental films	8	27
Phonograph records	10	21
Study groups	8	19
Club rooms	3	4

Redefine Professional Excellence

- Data driven
- Customer-focused
- Mainstream compatible
- Serves entire community
- Judged on results, not transactions





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Thanks!

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