

Housekeeping

- Today's webcast:
 - Presentation: 110 minutes
 - Q&A: final 10 minutes
- Submit your question via "Chat" *during the webcast so presenter gets them in time*
- Fill out evaluation during Q&A

Webcast Archives:
infopeople.org/training/webcasts/list/archived

Don't wait for Q&A to submit questions!

Using Chat

- Chat Box is located at the bottom lower left corner (below the video of the presenter)
- To send a message select ALL from the dropdown
- Type message in the box to the right of ALL and press Enter

Use Chat to send questions to the presenter and to get help with technical difficulties

Send messages to ALL

**Your Hosts...
How We See Ourselves**



**And How You May See Us by
the End of this Webcast...**



“Legacy Librarianship”

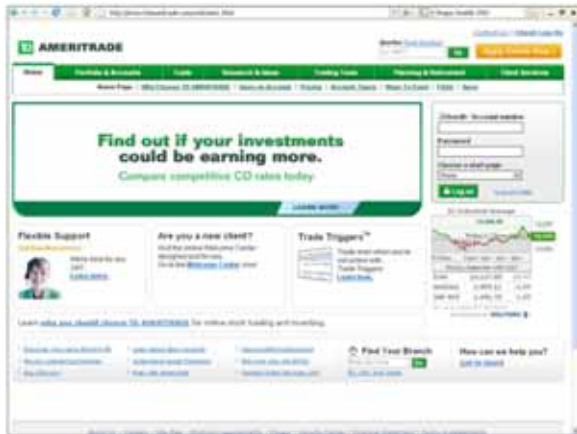


**Assumption:
“Patrons” Aren’t Capable
of Finding the Good Stuff
on Their Own**















How Does the Library Add Value to Self-Service Information Seeking?

Enhanced Discoverability

- Engines, not OPACs
- Text/IM/microformats
- Snip/snag tools
- RSS
- Institutional and civilian-defined tags

Emphasis on Abundance

- Demand-based resource allocation
- Fast, convenient delivery
- Minimal rationing
- Appeal factor



Assumption: One-on-One Assistance Is Our Most Valuable Offering

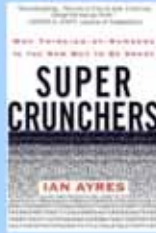
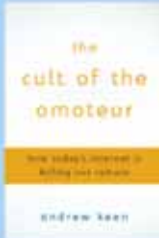


Comparing Librarians to Search Engines

Assistance from librarian was...	
Much better	20%
Better	24%
NO DIFFERENCE	43%
Worse	9%
Much worse	3%

Adapted from *Perceptions of Libraries and Information Resources* (OCLC, 2005)

The Decline and Fall of the Expert



How Can We Highlight and Reinforce Librarians' Status as Professionals?



Dispatched Service

- Centrally located desk(s)
- Staffed by non-librarian dispatcher
- Dispatcher matches question to the best person to handle it
- Librarians work on call
- Tech staff work on call
- Work to completion with each person



Upselling



Reanimating Reference

- Research
- "Check Your Work"
- Learning specialists
- Community specialists
- Outreach



**Assumption:
Detailed Rules, Procedures,
and Standards Ensure
Excellent Service**



What Advice Would You Give the Library?

- “Be more pleasant to people”
- “Make the atmosphere... not so clinical”
- “Relax a bit on the restrictions”
- “Lighten up!”
- “Stop making it feel so much like church!”



How Can We Empower Staff to Apply Judgment, Not Just Rules?



Think More About Building Relationships and Less About Winning Arguments



Success Insurance

- Minimal gate-keeping
- Fewer, simpler rules
- Presumption of innocence
- Appreciative inquiry
- No victims



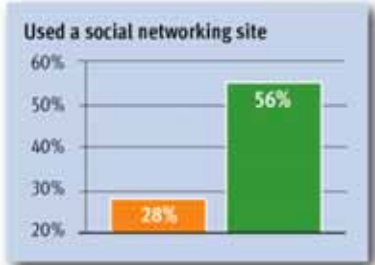
Assumption: The Internet Is Just One More Information Resource



Sharing, Privacy and Trust in Our Networked World

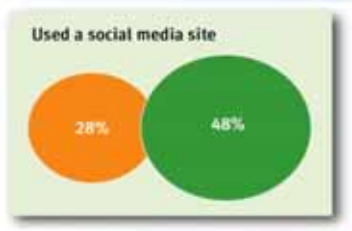


Rise of Social Networking



Adapted from *Sharing, Privacy and Trust in Our Networked World*(OCLC, 2007)

And of Social Media...



Adapted from *Sharing, Privacy and Trust in Our Networked World*(OCLC, 2007)

Social Networking Spaces: Why We Go There

Ages 14-21

My friends use the same site	80%
The web site is fun	56%
To network or meet new people	39%

Ages 22-49

My friends use the same site	63%
The web site is fun	40%
To network or meet new people	39%

Ages 50+

My friends use the same site	40%
To be part of a group or community	38%
The website is useful	33%

Adapted from *Sharing, Privacy and Trust in Our Networked World*(OCLC, 2007)

We're Early Adopters

How many years would you estimate you've been using the Internet?	Library Directors	General Public	U.S. Total
Number of Respondents	382	6,163	1,801
Less than one year	0%	1%	1%
1 to 3 years	1%	9%	6%
4 to 6 years	8%	31%	27%
7 to 10 years	30%	35%	38%
More than 10 years	60%	23%	26%
I don't remember	1%	2%	1%

Adapted from *Sharing, Privacy and Trust in Our Networked World*(OCLC, 2007).

We're Pretty Much Geeks

Which online activities have you participated in?	Library Directors	General Public	U.S. Total
Respondents	382	6,163	1,801
Accessed business-related social networking sites (e.g., LinkedIn)	7%	6%	6%
Blogged or wrote an online journal	19%	17%	19%
Contributed to other's web page	27%	20%	18%
Created web page/site	37%	20%	18%
Read online (electronic) books	32%	15%	17%
Read someone's blog	68%	45%	44%
Sent/received instant messages	38%	51%	59%
Used social media site (e.g., Flickr)	36%	28%	32%

Adapted from *Sharing, Privacy and Trust in Our Networked World*(OCLC, 2007).

We're Pretty Much Geeks: Sometimes

Which online activities have you participated in?	Library Directors	General Public	U.S. Total
Respondents	382	6,163	1,801
Sent or received instant messages	38%	51%	59%
Used a social networking site (e.g., MySpace, Friendster, Facebook)	22%	28%	37%
Used chat rooms	11%	21%	18%

Adapted from *Sharing, Privacy and Trust in Our Networked World*(OCLC, 2007).

How Can the Library Use the Internet to Build Community?



Adopting New Technology as a Tactic



vs.



Exploiting New Technology as a Strategy

Nobody Knows (or Cares) That It's 2.0



**Assumption:
Civilians Recognize and Value
Library Confidentiality**



**Privacy:
Civilians Versus Librarians 1**

Please rate how private, if at all, the following information is to you.	Total General Public	Total Library Directors	U.S. Total
Number of respondents	6,163	382	1,801
Banking/investment web sites	63%	60%	64%
E-mail at home	46%	25%	43%
Land line telephones at home	43%	33%	41%
Cell phones	41%	20%	36%
Search engines	15%	10%	16%
Social networking web sites	15%	6%	13%
Social media web sites	12%	6%	12%
Cable TV	12%	9%	14%

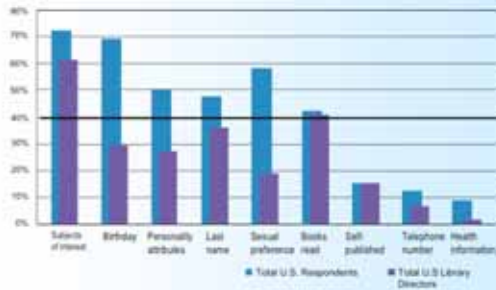
Adapted from Sharing, Privacy and Trust in Our Networked World(OCLC, 2007)

**Privacy:
Civilians Versus Librarians 2**

Please rate how private, if at all, the following information is to you.	Total General Public	Total Library Directors	U.S. Total
Number of respondents	6,163	382	1,801
Books you've read	16%	48%	16%
Library items checked out online	18%	53%	19%
Library items checked out in person	19%	55%	19%
Subjects searched using library web site	19%	49%	21%
Subjects searched in person at the library	20%	48%	22%
Subjects searched on the Internet	28%	46%	31%
Library card number	43%	62%	46%

Adapted from Sharing, Privacy and Trust in Our Networked World(OCLC, 2007)

Sharing on Social Networking Sites



How Can We Use the Data We Already Collect?



Real-Time Activities Buzz

- Live circulation activity, e.g. Yorba Linda PL “book feed”
- Today’s hot topics
- Live program excerpts
- New titles just in
- Wireless strength
- Parking cam

Just checked-in...

Book Feed

Most recently checked-in items updated every hour

Elvis 2nd to none [sound recording] / by Elvis Presley.
checked in Nov 28 13:58

[Click here for the complete list.](#)

Evidence-Based Planning and Marketing



- Design for most common situations
- Community segments/profiles
- Reports framed to match stakeholder (civilian) agendas
- Collaboration based on audiences shared with non-library partners

Assumption: To Use the Library Is to Love The Library



OCLC's Newest Report on Advocacy and Funding



There Is No Correlation Between Library Use and Library Support



How users feel about your product or service



How Can We Strengthen People's Support for the Library?



Who Are Your People?



**Grassroots
Constituency/Coalition
Building**



**Assumption:
We Need to Educate
These People**





Thank You for Joining Us!

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