The changing world of libraries

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“Tweckle (twek’ul) vt. To abuse a speaker to Twitter followers in the audience while he/she is speaking.”
we need a tshirt, "I survived the keynote disaster of 09"

it's awesome in the "I don't want to turn away from the accident because I might see a severed head" way

too bad they took my utensils away w/ my plate. I could have jammed the butter knife into my temple.
Digital Revolution 1: Broadband Internet (85%) and Broadband at home (66%)

**Broadband and dial-up adoption, 2000-2012**

% of American adults who access the internet at home via dial-up or broadband, over time. As of April 2012, 66% of American adults age 18+ have a high-speed broadband connection at home.
Networked creators and curators (among internet users)

- 69% are social networking site users
- 59% share photos and videos
  - 46% creators; 41% curators
- 37% contribute rankings and ratings
- 33% create content tags
- 30% share personal creations
- 26% post comments on sites and blogs
- 16% use Twitter
- 14% are bloggers
- 18% (of smartphone owners) share their locations; 74% get location info and do location sharing
Revolution 2: Mobile – 89% of adults
46% smartphones / 25% tablets

Mobile Subscriber Connections in America
ESTIMATED NUMBER OF MOBILE SUBSCRIBERS (MILLIONS)

Total U.S. population: 315.5 million

Source: CTIA
Apps > 50% of adults

% of cell owners who have downloaded apps

- Sept 2009: 22%
- May 2010: 29%
- August 2011: 38%
- April 2012: 43%
Digital Revolution 3
Social networking – 59% of all adults

% of internet users

- 18-29
- 30-49
- 50-64
- 65+

Year:
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012

Age Group:
- 18-29
- 30-49
- 50-64
- 65+

Social networking:
- 59% of all adults

Graph showing the percentage of internet users across different age groups from 2005 to 2012.
Rise of e-reading devices

- Ebook reader
- Tablet
- Has either tablet or Ebook reader

May-10: 4% Ebook, 3% Tablet, 6%
May-11: 12% Ebook, 8% Tablet, 17%
Dec-11: 10% Ebook, 10% Tablet, 18%
Nov-12: 19% Ebook, 25% Tablet, 33%
Jan-13: 26% Ebook, 31% Tablet, 40%
Big Change 1: It has networked people

- Moved the basic social unit from tight, close-in groups to far-flung, loose networks
- New social operating system of “networked individualism
- Enlarged and diversified people’s networks
- Segmented them and added layers to them
- Prompted a shift in trust from institutions to networks:
  - Sentries
  - Evaluators
  - Audience
- NOT MADE PEOPLE LONELY!!!!!!!
Big Change 2: It has networked information

- Pervasively generated
- Pervasively consumed
- Personal
- Participatory / social
- Linked
- Continually edited
- Multi-platformed

- Real-time / just-in-time
- Timeless / searchable
- Given meaning through social networks and “algorithmic authority”
Big Change 3: It has changed the civic, media ecosystem

- More niches
- More topics of discussion (and different “news” agendas”)
- More alliances (“peer progressivism”)
- More arguments
- More disclosure / less anonymity (privacy)
- More fracturing of people’s time use and attention
- Brought the “wisdom of crowds” and the filtering capacity of algorithms into people’s decision making
- More evidence of everything humans do:
  - Love
  - Hate
  - Altruism
  - Stupidity
Big Change 4: It has changed library fundamentals

- Collections
- Place
- Expertise
About our libraries research

• Goal: To study the changing role of public libraries and library users in the digital age

• Funded by a three-year grant from the Bill & Melinda Gates Foundation

libraries.pewinternet.org
Mega Takeaway 1: People love their libraries even more for what they say about their communities than for how libraries meet personal needs

- 91% say libraries are important to their communities
- 76% say libraries are important to them and their families

Robert Dawson photography - Library Road Trip
http://www.robertdawson.com/pages/1/Public%20Library%3a%20An%20American%20Commons/Public%20Library%3a%20An%20American%20Commons
Mega Takeaway 1 (corollary): People appreciate their librarians

- 98% of “ever” library visitors say interactions are “very positive”
- 81% of library visitors say librarians are “very helpful”
- 50% of “last year” visitors got help from a librarian
Mega Takeaway 2: Libraries have rebranded themselves as tech hubs

- 80% of Americans say borrowing books is a “very important” service libraries provide
- 80% say reference librarians are a “very important” service
- 77% say free access to computers and the internet is a “very important” service
Mega Takeaway 3: The public wants everything equally, so library leadership will matter in setting priorities

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Very likely</th>
<th>Somewhat likely</th>
<th>Not too likely or not at all likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>An online research service (&quot;ask a librarian&quot;)</td>
<td>37</td>
<td>36</td>
<td>26</td>
</tr>
<tr>
<td>Cell app to use/view library services</td>
<td>35</td>
<td>28</td>
<td>35</td>
</tr>
<tr>
<td>Program to try out new tech devices/apps</td>
<td>35</td>
<td>34</td>
<td>29</td>
</tr>
<tr>
<td>Cell GPS app that helps locate material inside library</td>
<td>34</td>
<td>28</td>
<td>36</td>
</tr>
<tr>
<td>Library kiosks in community to check out books, movies</td>
<td>33</td>
<td>30</td>
<td>35</td>
</tr>
<tr>
<td>Personalized accounts that give book recommendations</td>
<td>29</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>Classes on how to download library e-books</td>
<td>28</td>
<td>29</td>
<td>41</td>
</tr>
<tr>
<td>E-book readers loaded books you want to read</td>
<td>26</td>
<td>32</td>
<td>39</td>
</tr>
<tr>
<td>Digital media lab to create/upload new content like movies or e-books</td>
<td>26</td>
<td>32</td>
<td>40</td>
</tr>
<tr>
<td>Instruction on how to use e-book reading devices</td>
<td>23</td>
<td>28</td>
<td>48</td>
</tr>
</tbody>
</table>
Mega Takeaway 4: The public invites you to be more engaged in knotty problems

- Coordinate more with local schools
- Free literacy programs
- Separate spaces for different services
- Have more comfortable spaces
- Offer more e-books
- Offer more interactive learning experiences
- Help users digitize material
- Move most library services online
- Make most services automated
- Move some books/stacks out of public locations

<table>
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<tr>
<th>Should definitely do</th>
<th>Should maybe do</th>
<th>Should definitely not do</th>
</tr>
</thead>
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<td>85</td>
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<td>Move some books/stacks out of public locations</td>
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Mega Takeaway 5: Libraries have a PR problem / opportunity

• 22% say that they know all or most of the services their libraries offer
• 46% say they know some of what their libraries offer
• 31% said they know not much or nothing at all of what their libraries offer
Mega Takeaway 6: Target audiences for engagement/outreach are not hard to ID

- Used library last 12 months: 53%
- Read a book in past 12 months: 75%
- Library is important to me/family: 76%
- Ever visited library: 84%
- Library is important to community: 91%
Mega Takeaway 6 (corollary): There is churn in library use that restocks the user base

<table>
<thead>
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<th>Reasons library use INCREASED (26%)</th>
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<tbody>
<tr>
<td>Enjoy taking their children, grandchildren</td>
</tr>
<tr>
<td>Do research and use reference materials</td>
</tr>
<tr>
<td>Borrow books more</td>
</tr>
<tr>
<td>Student</td>
</tr>
<tr>
<td>Use library computers and internet</td>
</tr>
<tr>
<td>Have more time to read now, retired</td>
</tr>
<tr>
<td>To save money</td>
</tr>
<tr>
<td>Good selection and variety</td>
</tr>
<tr>
<td>E-books, audio books, media are available</td>
</tr>
<tr>
<td>Convenient</td>
</tr>
<tr>
<td>Reading more now</td>
</tr>
<tr>
<td>Library events and activities</td>
</tr>
<tr>
<td>Good library and helpful staff</td>
</tr>
<tr>
<td>Quiet, relaxing time, social locale</td>
</tr>
<tr>
<td>Use for my job</td>
</tr>
</tbody>
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<table>
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<th>Reasons library use DECREASED (22%)</th>
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<tr>
<td>Can get books, do research online and the internet is more convenient</td>
</tr>
<tr>
<td>Library is not as useful because my children have grown, I'm retired, I'm no longer a student</td>
</tr>
<tr>
<td>Too busy, no time</td>
</tr>
<tr>
<td>Can't get to library, moved, don't know where library is</td>
</tr>
<tr>
<td>Prefer e-books</td>
</tr>
<tr>
<td>Prefer to buy books or get books from friends</td>
</tr>
<tr>
<td>Not interested</td>
</tr>
<tr>
<td>Health issues</td>
</tr>
<tr>
<td>Don't read much these days</td>
</tr>
<tr>
<td>Don't like local library or staff</td>
</tr>
<tr>
<td>Children are too young</td>
</tr>
</tbody>
</table>
Mega Takeaway 7: There is a truly detached population out there that matters to you

- 20% never saw a family member use a library when they were growing up
- 16% have never visited a library
- 23% didn’t read a book last 12 months
How you can help us

• Sign up to participate in our research (and encourage your friends!):
  http://libraries.pewinternet.org/participate/

• Write us: What Pew Internet should study next