

HOW LIBRARIES CAN SURVIVE IN THE NEW MEDIA ECOSYSTEM

They can be “friends” in people’s social
networks

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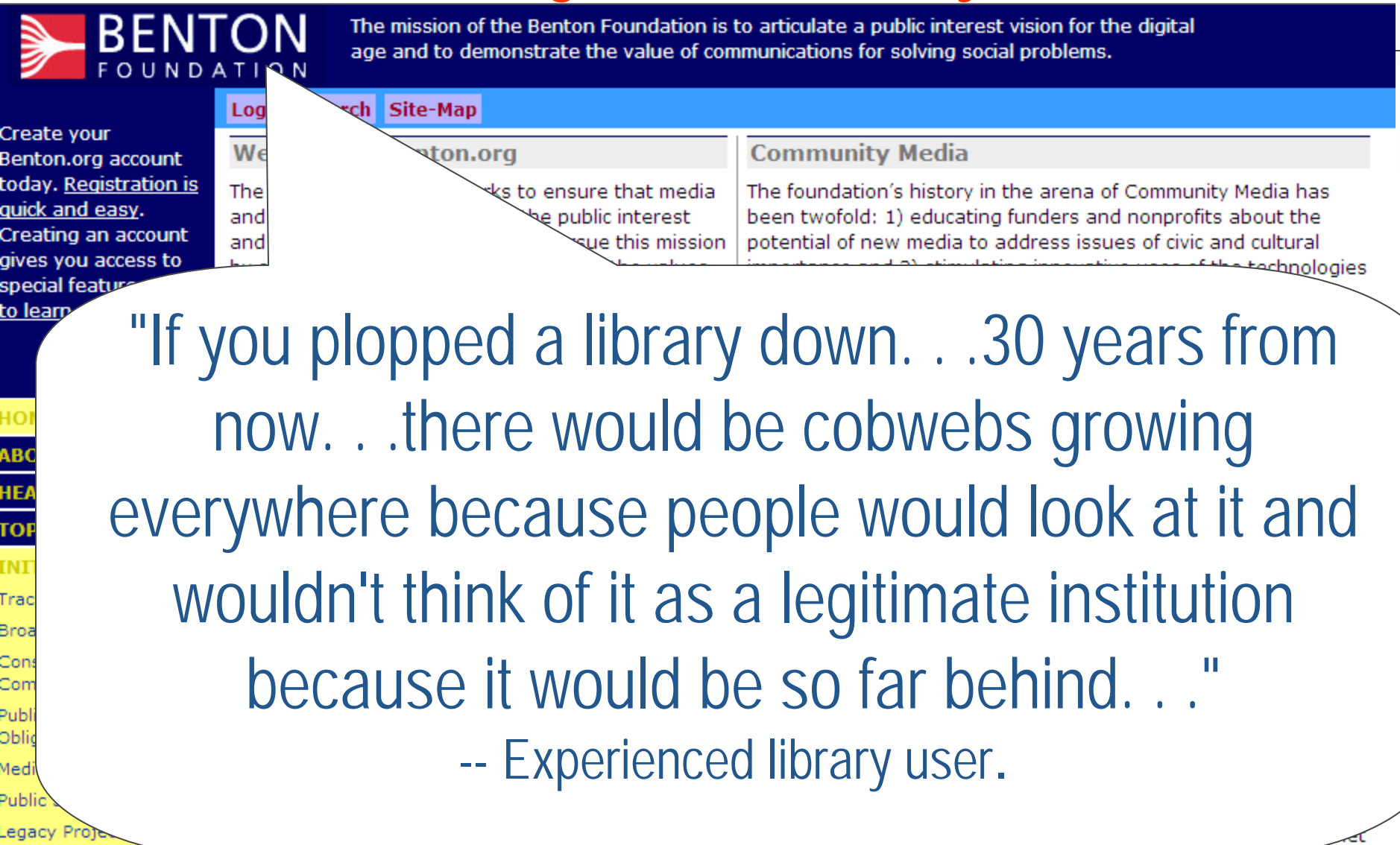
Apology



Confession / Atonement



1996 Benton Foundation report: "Buildings, books, and bytes"



"If you plopped a library down. . .30 years from now. . .there would be cobwebs growing everywhere because people would look at it and wouldn't think of it as a legitimate institution because it would be so far behind. . ."

-- Experienced library user.

New information ecosystem: **Then** and **Now**

Industrial Age

Info was:

Scarce

Expensive

Institutionally
oriented

Packaged for
consumption

Information Age

Info is:

Abundant

Cheap

Personally
oriented

Designed for
participation

The internet is the change agent

Then and now in U.S.A.

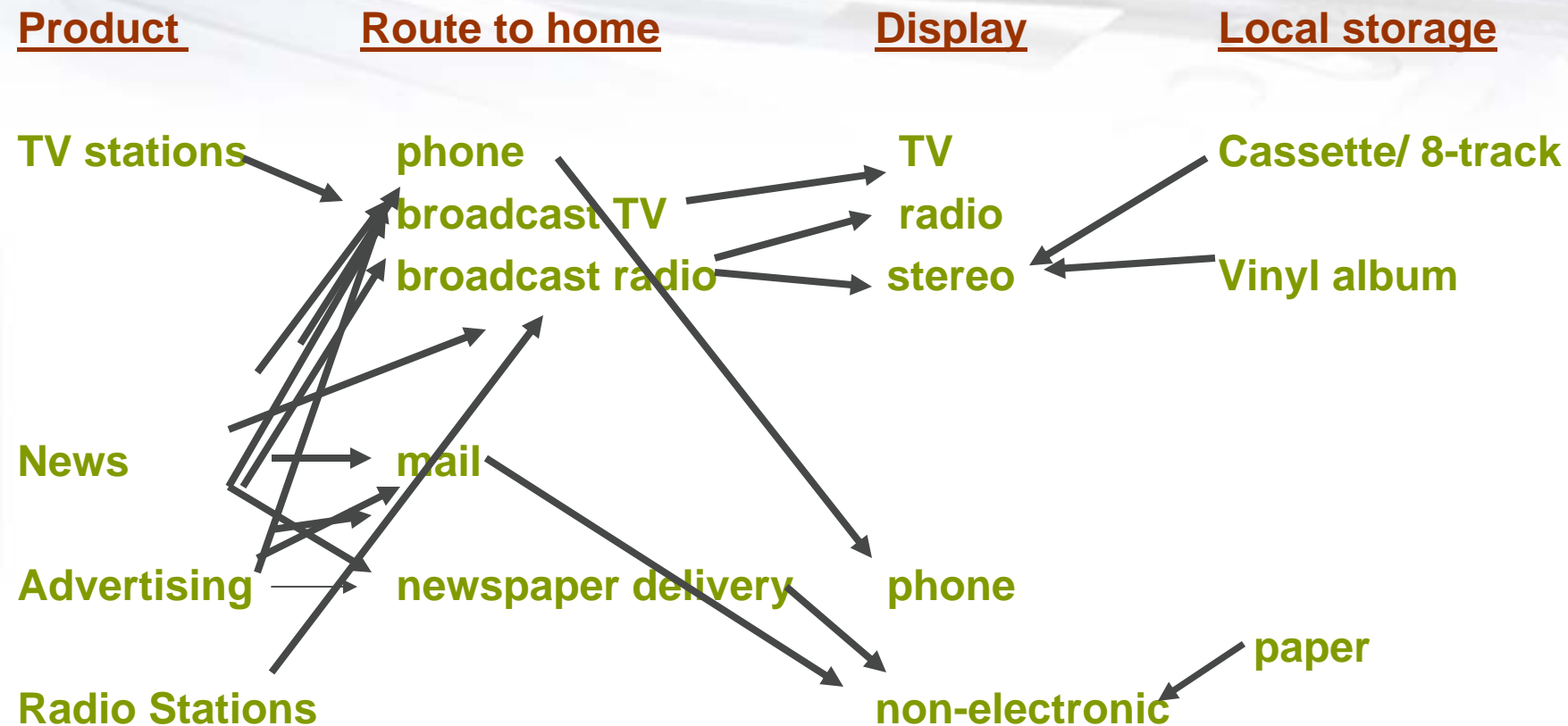
2000

46% of adults use internet
5% with broadband at home
50% own a cell phone
0% connect to internet wirelessly
<10% use “cloud”
= slow, stationary connections built around my computer

2010

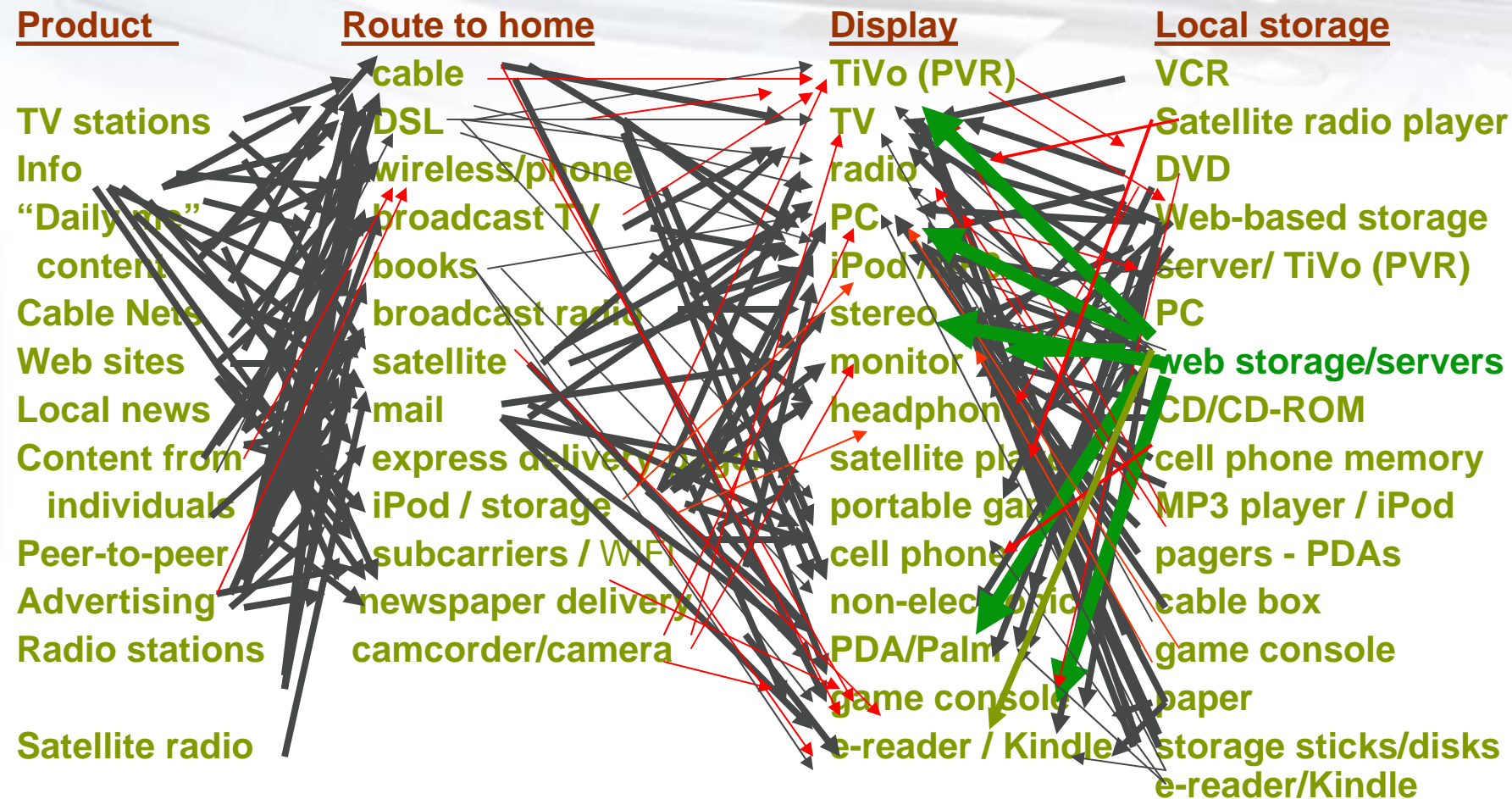
75% of adults use internet
62% with broadband at home
80% own a cell phone
53% connect to internet wirelessly
>two-thirds use “cloud”
= fast, mobile connections built around outside servers and storage

Media ecology – then (industrial age)



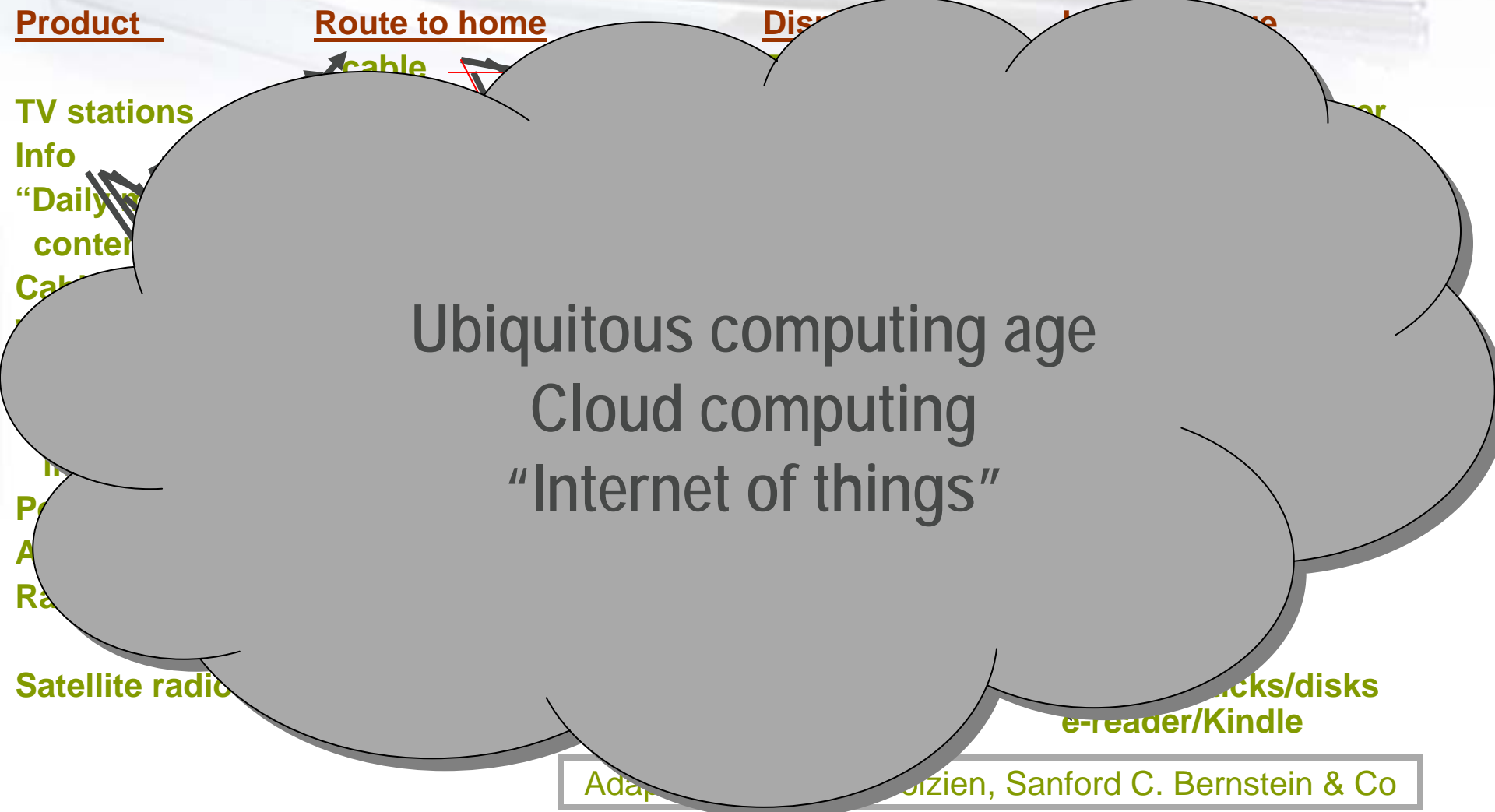
Tom Wolzien, Sanford C. Bernstein & Co

Media ecology – now (information age)



Adapted from Tom Wolzien, Sanford C. Bernstein & Co

Media ecology – now (information age)



Media ecology – now (information age)

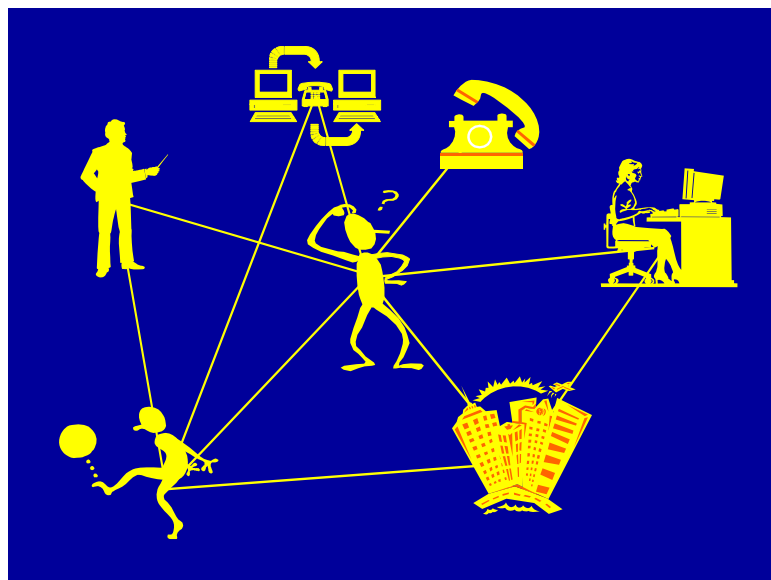
... and this all affects social networks

- 1) their composition
- 2) the way people use them
- 3) their importance
- 4) the way organizations – *especially libraries* – can play a part in them

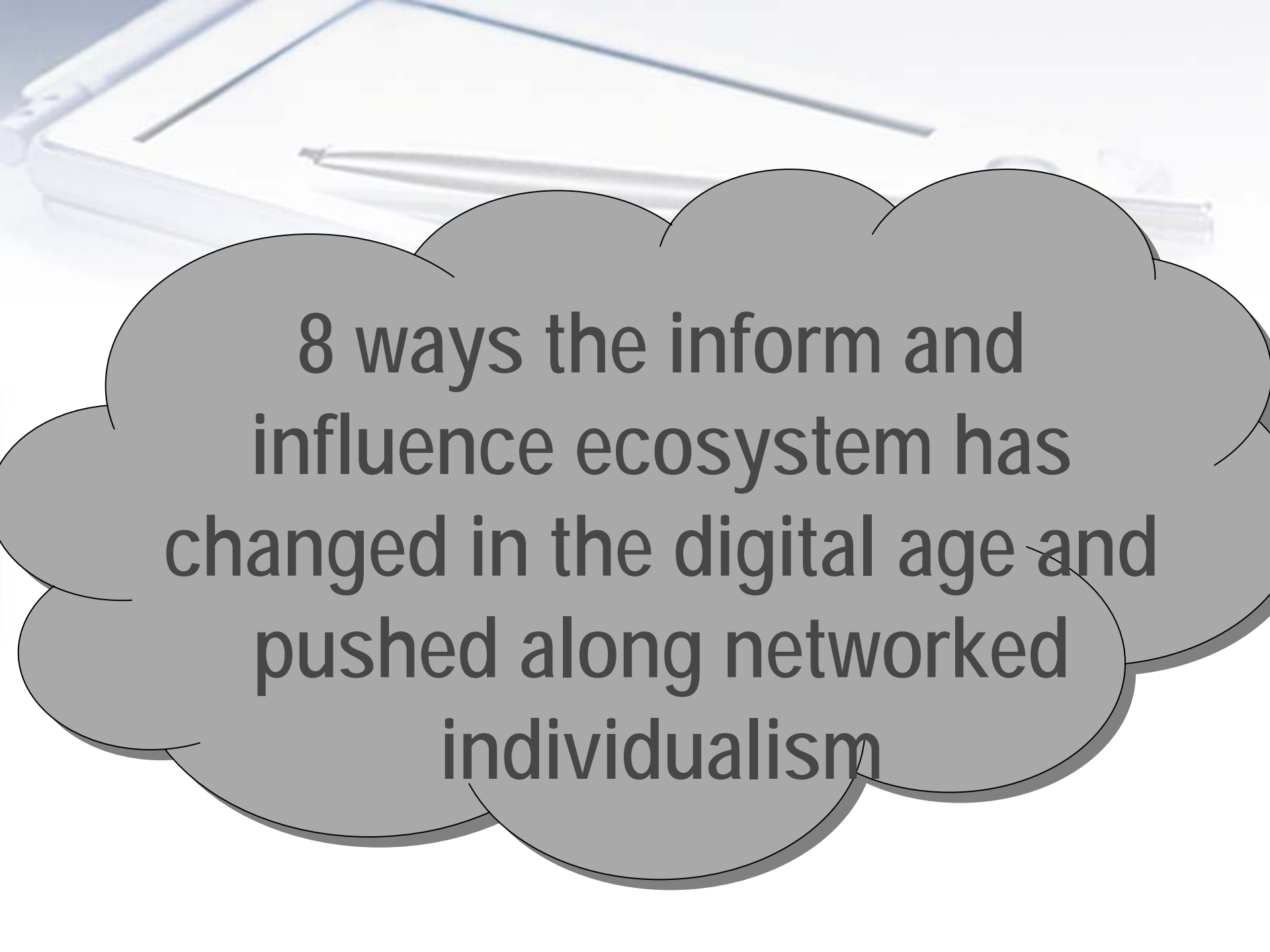
Adapted from Wolzien, Sanford C. Bernstein & Co

Behold the idea of networked individualism

Barry Wellman – University of Toronto



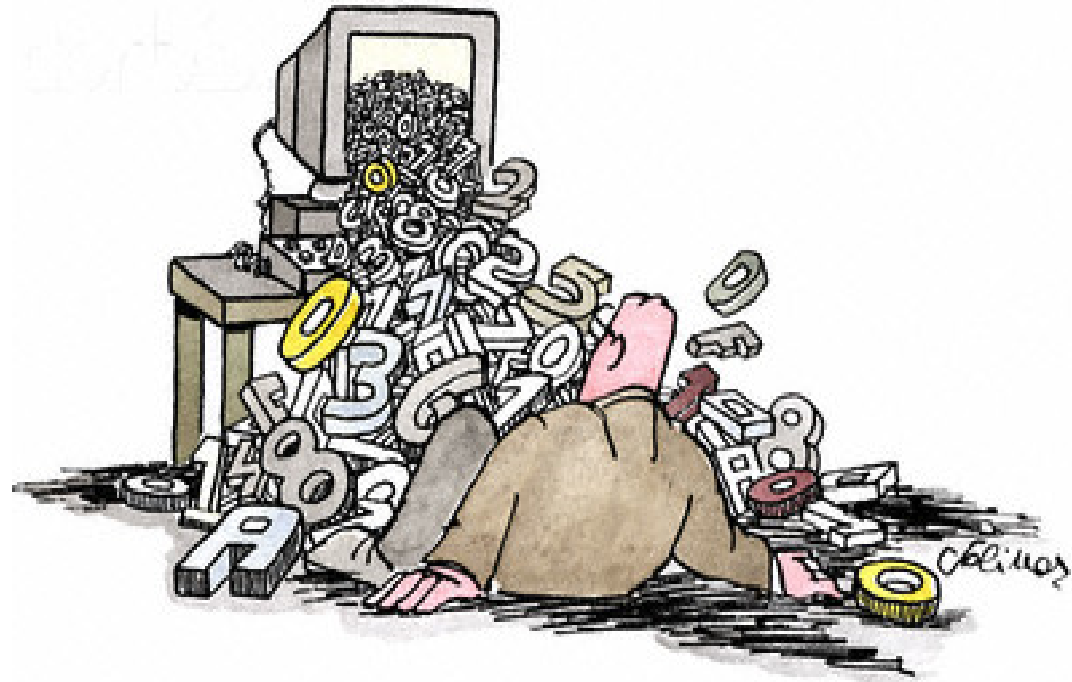
The turn from
groups to social
networks = a
new social
operating
system

A background image showing a laptop, a pen, and some papers, suggesting a workspace or study environment.

8 ways the inform and
influence ecosystem has
changed in the digital age and
pushed along networked
individualism

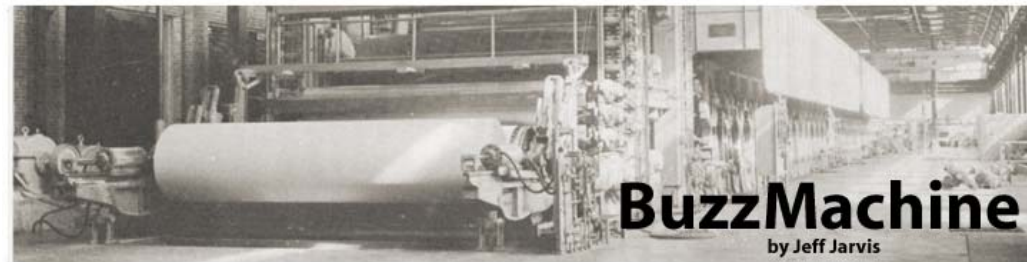
Information ecosystem change – 1

Volume of information grows



Information ecosystem change – 2

The variety of info sources increases and democratizes and the visibility of new creators is enhanced in the age of social media.



Broadband nation

December 7th, 2008

I've been offline in a UK castle with wi-fi only in the basement (but I suppose that's a miracle) and then in a Holiday Inn (what a fall) with gawdawful and gawdawfully expensive so-called broadband so I'll take this opportunity while sitting in the Apple store (bless it) to just join in the chorus of celebration that Barack Obama pledged to fix our gawdawful broadband status in America. Now let's speculate about just how ambitious we can be.

At the conference I just attended (a few posts on that later, when I can be online for more than two minutes) there was talk of trying to tax broadband providers here to subsidize (or some would say compensate) content creators. I think that's bassackwards.



XML

General

- » [Home](#)
- » [About Me / Disclosures](#)
- » [Email Me](#)
- » [Tag Cloud](#)
- » [Rules of Engagement](#)

Social networking



57% of online adults use social network sites

73% of online teens use them

Picture sharing

flickr®



~50% of online adults post pictures online
~70% of online teens do that

Posting comments on websites/blogs



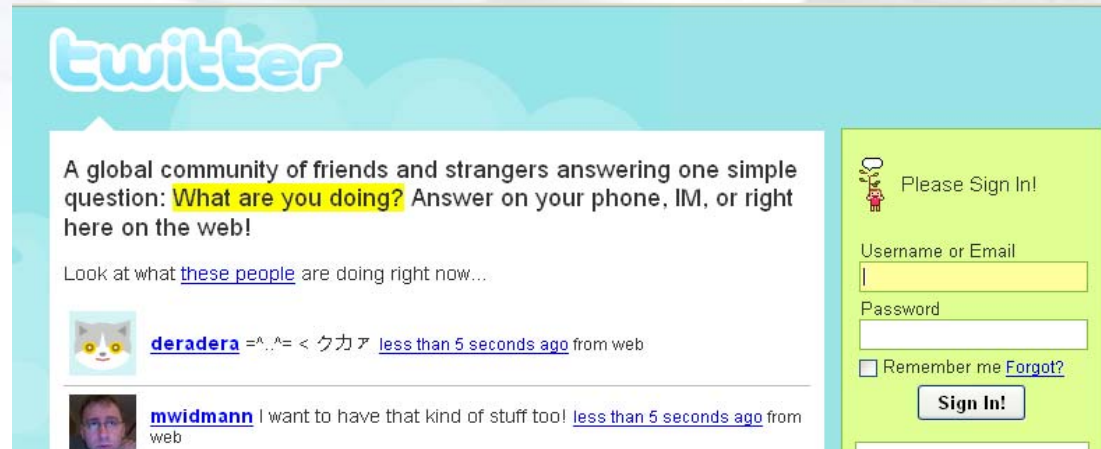
The screenshot shows the Washington Post website interface. At the top, the logo "The Washington Post" is displayed alongside "TODAY'S NEWSPAPER" and "Subscribe | PostPoints". Below this is an advertisement for life insurance featuring a man sticking his tongue out and the headline "I Just Saved A Fortune On My Life Insurance! Did You?". To the right of the ad is a table titled "Take advantage" with the following details:

10-Yr Level Term Life Insurance	\$9
\$500,000 Policy (monthly premiums)	4C
	4E
	5C
	5E

Below the ad is a navigation menu with categories: NEWS, POLITICS, OPINIONS, BUSINESS, LOCAL, SPORTS, ARTS & LIVING, GOING OUT GUIDE. A search bar is present with a "go" button and "Search Archives" text. The breadcrumb trail reads "washingtonpost.com > Nation > National Security News". The main article headline is "U.S. was more focused on al-Qaeda's plans abroad than for homeland, report on airline bomb plot finds". The sub-headline reads: "By concentrating on the strategic threat posed by the al-Qaeda affiliate in Yemen and its plans for attacking U.S. targets there, U.S. intelligence agencies failed to focus on the group's preparations for a direct strike in this country, a White House review of the Dec. 25 attempted airline bombing... - By Karen DeYoung and Michael A. Fletcher". Below the article is a "Comments" section. A comment by "jeffvbear" is visible, starting with "Some fannies should of been handed thier walking papers, to excuse anyone along all levels of the chains is as close to the action that happened as the action itself. To allow those that should of been in control to remain in control is insane at the very least. President you are totally off base here, as the buck needs to stop at every person at every level working for the federal government. When it only stops with you then all we have is chaos". The comment is timestamped "12/20/10 9:48:00 PM" and includes a "Recommend (0)" button and a "Report Abuse Discussion Policy" link. An orange oval highlights the comment section.

26% of adults post comments on sites

Twitter



19% of adults use Twitter or other status update methods
8% of teens use them

Blogs

LiveJournal.com

[Home](#) [News](#) [Create Journal](#) [Modify Journal](#) [Download](#) [Directory](#) [Support](#)

What is LiveJournal.com?

LiveJournal.com is a **free service** here on the Internet that allows you to create and customize your very own "live journal" ... an up-to-the-minute log of whatever you're doing, when you're doing it. It's free, it's fun, it's easy to use!



How do I use my LiveJournal?

11% of online adults keep blogs
14% of online teens keep them
>40% of internet users read blogs

Information ecosystem change – 3

People's **vigilance**
for information
changes in two
directions:

- 1) attention is
truncated (Linda
Stone)
- 2) attention is
elongated (Andrew
Keen; Terry Fisher)



ANDREW KEEN

The Cult of the Amateur

How the democratization of the
digital world is assaulting our
economy, our culture, and our values

"A thought-provoking and
refreshing book...truly interesting
insight and research."
Larry Sanger, Co-founder of
Wikipedia and founder of
CitizenScience



Information ecosystem change – 4

Velocity of
information
increases and
smart mobs
emerge

YAHOO! GROUPS



Best of Yahoo! Groups



★ [Best of all Yahoo! Groups](#)

Featured Group



Ask Liz Ryan

An online community based on the workplace, work/life and networking advice of author, commentator and advisor Liz Ryan. Use this group to get advice from Liz and from group members on careers, business, networking and work/life issues. Supporting working people at the intersection of work and life.

Search for a group:

Search

84% of online adults are in a group with online presence
~50% belong to listservs or regular group emails
~40% get email- or text-alerts

Information ecosystem change – 5

Venues of
intersecting with
information *and*
people multiply and
the **availability** of
information expands
to all hours of the
day and all places
people are



Information ecosystem change – 6

The vibrance and immersive qualities of media environments makes them more compelling places to hang out and interact

-- Metaverse Roadmap Project

2) Mirror Worlds



Information ecosystem change – 7

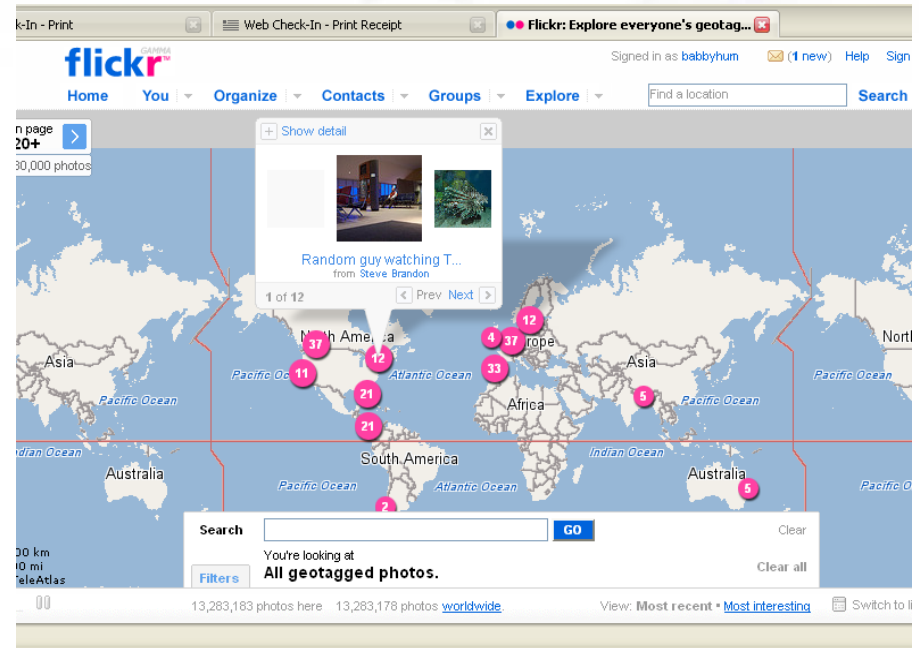
Valence (relevance) of information improves – search and customization get better as we create the “Daily Me” and “Daily Us”



~40% of online adults get RSS feeds
~35% customize web pages for info they want

Information ecosystem change – 8

Voting on and **ventilating** about information proliferates as tagging, rating, and commenting occurs and collective intelligence asserts itself



31% of online adults rated person, product, service

What technology has done to social networks and the role libraries can play in them

- Made it possible for organizations **like libraries** to become “nodes” in people’s networks that can help them solve problems and make decisions
- Allowed for immediate, spontaneous creation of networks **that can include libraries**
- Given people a sense that there are more “friends” their networks **like librarians** that they can access when they have needs

New ecosystem has changed the role that librarians can play in social networks

The four-step flow of information

- attention
- acquisition
- assessment
- action

How do you....

- get his/her attention?
 - use your traditional services (they still matter!)
 - offer alerts, updates, feeds
 - be available in “new” places
 - find pathways to people through their social networks

How do you....

- help him/her acquire information?
 - make sure to offer services and media in many places
 - find new ways to distribute your collections
 - point people to good material through links
 - participate in conversations about your work with your patrons

How do you....

- help him/her assess information?
 - exploit your skills in knowing the highest quality material
 - aggregate the best related work




How do you....

- assist him/her act on information?
 - offer opportunities for feedback
 - offer opportunities to learn how to use social media
 - offer opportunities for community building



Why good social networks (and social networking) matter

- Healthier
- Wealthier
- Happier
- More civically engaged = better communities



It's not about cobwebs.... It's
about social webs And
libraries are at the center of
them!



Thank you!

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