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![Audio Broadcast control panel]

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![Small radio tower icon and Communicate menu]
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**Step 1:** Type the problem in the **dialog box**.

**Step 2:** Click **Send**.
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WebJunction
Community Manager

Zola Maddison
WebJunction
Program Consultant
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**Idaho** Commission for Libraries  
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**Indiana** State Library  
**Kansas** State Library of  
**Maine** State Library  
**Minnesota** State Library Agency & Minitex  
**Mississippi** Library Commission  
**Missouri** State Library  
**Montana** State Library  
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Library Services in the Digital Age

New report from the Pew Internet & American Life Project

Lee Rainie
Larra Clark
Julie Hildebrand

February 13, 2013
Welcome
Objectives

- Provide briefing on new report: “Library Services in the Digital Age”
- Discuss how librarians are using this research to inform their work
- Investigate opportunities to leverage research to educate and advocate
- Invite your feedback and whet you appetite for more!
Resource for librarians
Communicating findings with local decision makers

- A one-pager with messages and supporting facts from the latest Pew Internet report, Library Services in the Digital Age Digital, to effectively communicate with local decision makers

- Localize and customize

- Share your stories and start the conversation—#LibFuture
Speakers

Lee Rainie, Director, Pew Research Center’s Internet & American Life Project
@lrainie

Julie Hildebrand, Director, Independence Public Library (KS)
@juliereads

Larra Clark, Program Director, ALA Office for Information Technology
@OITP

Karen Perry, Senior Program Officer, Bill & Melinda Gates Foundation
@KarenAPerry
About Pew Internet’s 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

- Three Phases: 1) e-content; 2) library services; 3) library user segmentation
Phase 2: Library services

- “Survey Finds Rising Reliance on Libraries as a Gateway to the Web” – New York Times
- “Not dead yet: Libraries still vital, Pew report finds” – Los Angeles Times
- “Libraries remain important to communities, report finds” – Columbus Dispatch
- “Books rule, but library users like innovations, poll says” – St. Louis Post Dispatch
- “Libraries are still vibrant, say Americans” – Christian Science Monitor
- “Are Search Engines Driving Libraries to Extinction?” – Search Engine Land
- “Pew Study Suggests Libraries (And Print) Still Have A Future In An E-Book World” – TechCrunch
- “More than just books: Pew study details how technology has changed libraries” – GeekWire
Mega Takeaway 1.a: 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.b: Libraries stack up well vs. others

How confident? How important?

Library to community

<table>
<thead>
<tr>
<th></th>
<th>% Great deal</th>
<th>% Quite a lot</th>
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</thead>
<tbody>
<tr>
<td>The military</td>
<td>43</td>
<td>32</td>
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<tr>
<td>Small business</td>
<td>30</td>
<td>33</td>
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<tr>
<td>The police</td>
<td>26</td>
<td>30</td>
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<td>The church or organized</td>
<td>25</td>
<td>19</td>
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<tr>
<td>religion</td>
<td>20</td>
<td>21</td>
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<tr>
<td>The medical system</td>
<td>17</td>
<td>20</td>
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<td>The presidency</td>
<td>15</td>
<td>22</td>
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<td>The U.S. Supreme Court</td>
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<td>18</td>
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<td>The public schools</td>
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<td>18</td>
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<tr>
<td>The criminal justice system</td>
<td>11</td>
<td>18</td>
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<td>Newspapers</td>
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<td>15</td>
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<tr>
<td>Television news</td>
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<td>10</td>
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<tr>
<td>Organized labor</td>
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<td>10</td>
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<tr>
<td>Banks</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Big business</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Health maintenance</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>organizations (HMOs)</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

GALLUP
Mega Takeaway 1.c: 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.a: 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 2.b: Tech use at libraries is varied and instrumental

26% of those ages 16 and older had connected to the internet at the library in past year .... Of them ...

- 66% did research for school or work.
- 63% browsed the internet for fun or to pass the time.
- 54% used email.
- 47% got health information.
- 41% visited govt. websites or got info about gov’t services.
- 36% looked for jobs or applied for jobs online.
- 35% visited social networking sites.
- 26% downloaded or watched online video.
- 16% bought a product online.
Mega Takeaway 2.c: The library is virtual

25% of those ages 16 and older used a library website in past year ... Of them ...

- 82% searched the library catalog for books, CDs, CVDs.
- 72% got basic library information (hours/location).
- 62% reserved books, CDs, and DVDs.
- 51% renewed a book, DVD, or CD.
- 51% used an online database.
- 48% looked for info about library programs or events.
- 44% got research or homework help.
- 30% read book reviews or got book recommendations.
- 30% checked/paid fines.
- 27% signed up for library programs and events.
- 22% borrowed or downloaded an e-book.
- 6% reserved a meeting room.
Mega Takeaway 3: The public wants everything equally, so library leadership will matter in setting priorities

- An online research service ("ask a librarian")
  - Very likely: 37%
  - Somewhat likely: 36%
  - Not too likely or not at all likely: 26%

- Cell app to use/view library services
  - Very likely: 35%
  - Somewhat likely: 28%
  - Not too likely or not at all likely: 35%

- Program to try out new tech devices/apps
  - Very likely: 35%
  - Somewhat likely: 34%
  - Not too likely or not at all likely: 29%

- Cell GPS app that helps locate material inside library
  - Very likely: 34%
  - Somewhat likely: 28%
  - Not too likely or not at all likely: 36%

- Library kiosks in community to check out books, movies
  - Very likely: 33%
  - Somewhat likely: 30%
  - Not too likely or not at all likely: 35%

- Personalized accounts that give book recommendations
  - Very likely: 29%
  - Somewhat likely: 35%
  - Not too likely or not at all likely: 34%

- Classes on how to download library e-books
  - Very likely: 28%
  - Somewhat likely: 29%
  - Not too likely or not at all likely: 41%

- E-book readers loaded books you want to read
  - Very likely: 26%
  - Somewhat likely: 32%
  - Not too likely or not at all likely: 39%

- Digital media lab to create/upload new content like movies or e-books
  - Very likely: 26%
  - Somewhat likely: 32%
  - Not too likely or not at all likely: 40%

- Instruction on how to use e-book reading devices
  - Very likely: 23%
  - Somewhat likely: 28%
  - Not too likely or not at all likely: 48%

February 13, 2013
Mega takeaway 4: Libraries are valued as community meeting places

- 74% say “very important” to have children’s/teens’ programs
- 63% say “very important” for library to host free programs
- 49% say “very important” for library to have free meeting places
- 41% say they visit to attend or bring a younger person to a class, program, or event designed for children or teens.
- 23% say they visit to attend a meeting of a group to which they belong.
- 21% say they visit to attend a class, program, or lecture for adults.
- Cited as very important in our focus groups, which emphasized the library’s role as a community meeting space, especially in smaller communities that lacked other areas for groups to meet.
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: There is churn in library use that restocks the user base

### Reasons library use INCREASED (26%)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enjoy taking their children, grandchildren</td>
<td>26%</td>
</tr>
<tr>
<td>Do research and use reference materials</td>
<td>14%</td>
</tr>
<tr>
<td>Borrow books more</td>
<td>12%</td>
</tr>
<tr>
<td>Student</td>
<td>10%</td>
</tr>
<tr>
<td>Use library computers and internet</td>
<td>8%</td>
</tr>
<tr>
<td>Have more time to read now, retired</td>
<td>6%</td>
</tr>
<tr>
<td>To save money</td>
<td>6%</td>
</tr>
<tr>
<td>Good selection and variety</td>
<td>5%</td>
</tr>
<tr>
<td>E-books, audio books, media are available</td>
<td>5%</td>
</tr>
<tr>
<td>Convenient</td>
<td>5%</td>
</tr>
<tr>
<td>Reading more now</td>
<td>5%</td>
</tr>
<tr>
<td>Library events and activities</td>
<td>4%</td>
</tr>
<tr>
<td>Good library and helpful staff</td>
<td>3%</td>
</tr>
<tr>
<td>Quiet, relaxing time, social locale</td>
<td>2%</td>
</tr>
<tr>
<td>Use for my job</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Reasons library use DECREASED (22%)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can get books, do research online and the internet is more convenient</td>
<td>40%</td>
</tr>
<tr>
<td>Library is not as useful because my children have grown, I'm retired, I'm no longer a student</td>
<td>16%</td>
</tr>
<tr>
<td>Too busy, no time</td>
<td>12%</td>
</tr>
<tr>
<td>Can't get to library, moved, don't know where library is</td>
<td>9%</td>
</tr>
<tr>
<td>Prefer e-books</td>
<td>6%</td>
</tr>
<tr>
<td>Prefer to buy books or get books from friends</td>
<td>5%</td>
</tr>
<tr>
<td>Not interested</td>
<td>4%</td>
</tr>
<tr>
<td>Health issues</td>
<td>3%</td>
</tr>
<tr>
<td>Don't read much these days</td>
<td>3%</td>
</tr>
<tr>
<td>Don't like local library or staff</td>
<td>3%</td>
</tr>
<tr>
<td>Children are too young</td>
<td>2%</td>
</tr>
</tbody>
</table>
How you can help us?

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

- Write us: What Pew Internet should study next
Participant Questions
Presentation from Julie Hildebrand

Planning and Strategy
How people want to use our library

- **Borrowing Books**
  - **All Formats**
    - In print, eBooks, Audio books, CDs
      - PlayAways are not circulating, but PlayAway Views are
      - eBooks easily accessible
      - Online access to catalog/readers’ advisory

- **Movies**
  - DVDs, online resources

- **Music**
  - Online resources
What is important to our community?

- Reference
  - Help with finding/applying for employment
  - Help with finding health related information
  - Help with online tax forms
  - Help with academic research
  - Online access/resources

- Reference materials
  - Reduced
  - Moved to circulating collection
Level access to technology

- Free Internet
  - More public computers
  - Fast Internet
  - Reliable WiFi
  - Comfortable outdoor seating for WiFi access

- eReaders/Tablets/Laptops
  - To use in the library
  - To checkout

- Training
  - Resources to keep up with new technologies
  - Resources to learn in-depth technologies
  - 21st Century Skills
Facility redesign

- **Browse Friendly Collection**
  - Book Store Model
  - Nonfiction, fiction, DVDs

- **Comfortable Seating/Atmosphere**
  - New seating area in old Carnegie library
  - New Flooring/Coffee

- **Interactive Learning Opportunities**
  - Makerspace/Maker Tables
  - The Science of Origami
  - Kits – Solar/Wind/Physics/Electronics
Rethink online resources

- Redesign Website
- **Responsive Website Design**
- Offer as many of our services online as possible
  - Early Literacy
  - Lifelong Learning
  - Research
  - Books/Movies/Music
  - Sign up for programs
  - Attend/Participate in programs
  - Tutorials
  - Live Help

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Revise & reduce

- Programming
  - Redesign strategy
  - Community is copying our example
    - Community overload-programs & marketing
    - Direct Marketing vs. Mass Marketing
- Focus on pertinent community need each year
  - STEAM
  - Families
  - History
  - Health
  - Economics
- Coordinating closely with schools

#LibFuture
Presentation from Larra Clark

Advocacy & Talking with Local Decision Makers
Strategic asset

- Pew brand
- Nationally representative data of library users AND non-users
- Timely, broad-ranging, rich
Leveraging the asset

- Who is your target audience?
- What is your key message to this audience?
- What are the most impactful communications channels?
Leveraging the asset

- **Library (and librarian) brand:** consistent theme

- **Connection to community priorities:** tailored message
  - Education/research
  - Digital divide
  - Health
  - Government Services
  - Jobs

- **Show & Tell: Make It Local**
Local impact

Books rule, but library users like innovations, poll says

January 31, 2013 11:00 pm  By Jane Henderson jhenderson@post...

Jacket Copy

Books, Authors and All Things Bookish

Not dead yet: Libraries still vital, Pew report finds

February 13, 2013

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Additional related resources

www.ala.org/ebooktoolkit

www.ala.org/wo

www.ala.org/plinternetfunding

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#LibFuture
Larra Clark

ALA Office for Information Technology Policy
lclark@alawash.org

www.ala.org/oitp
americanlibrariesmagazine.org/e-content
www.districtdispatch.org
Participant Questions
Next steps

- Read the “Library Services in the Digital Age” and check out the other reports in the Pew library research series!
- Review brief on “Communicating with Local Decision Makers”
- Combine this research with your work to advance local discussions with your board, friends, staff, mayor, council, schools, government officials…
- Tweet #LibFuture
- Join us again for another WebJunction webinar to dig into more national research
Thank You