

Libraries and Their Communities in the Age of Amazoogole

Digital Immigrants and Digital Natives

**IATUL, May 31, 2005
Quebec City, Quebec**

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Always On
Always Connected

Anytime
Anywhere

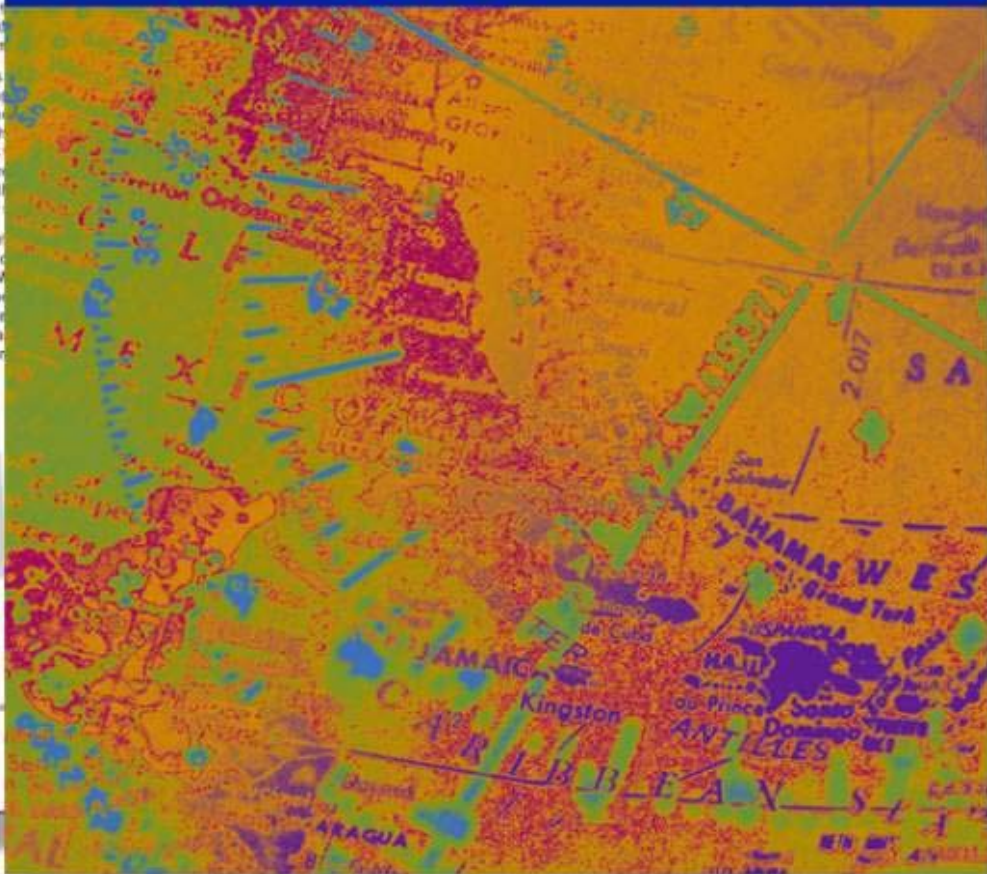


The Eco



The 2003 OCLC Environmental Scan: Pattern Recognition

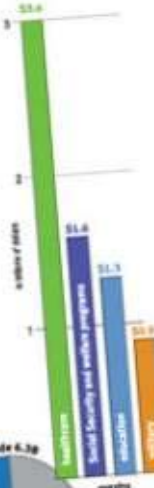
A report to the OCLC Membership



(GDP)
Country

- Blue: > \$100 billion
- Light Blue: \$70 - \$100 billion
- Green: \$50 - \$70 billion
- Purple: \$30 - \$50 billion
- Orange: \$10 - \$30 billion
- Yellow: < \$10 billion

GDP Billion	Country	World Rank	GDP Billion
\$452	China	65	\$ 23
\$414	Slovenia	67	\$ 21
\$411	Sri Lanka	75	\$ 16
\$189	Turkmenistan	90	\$ 9
\$186	Tajikistan	105	\$ 8
\$104			
\$ 95			
\$ 87			
\$ 82			
\$ 71			
\$ 66			
\$ 64			



In these early years, services of security are threatened to the full cost of the mix and no longer...

The trends in all the programs, from goods. Wh... sharpens police, fire and small Police or...

In countries not one of them were a M... would be wealthier that scale...



The public and public goods'

1. Please see "Source" on pp. 147-148 for the complete list.

The Landscapes of the Environmental Scan

- **Social**
- **Economic**
- **Technology**
- **Research and Learning**
- **Libraries**

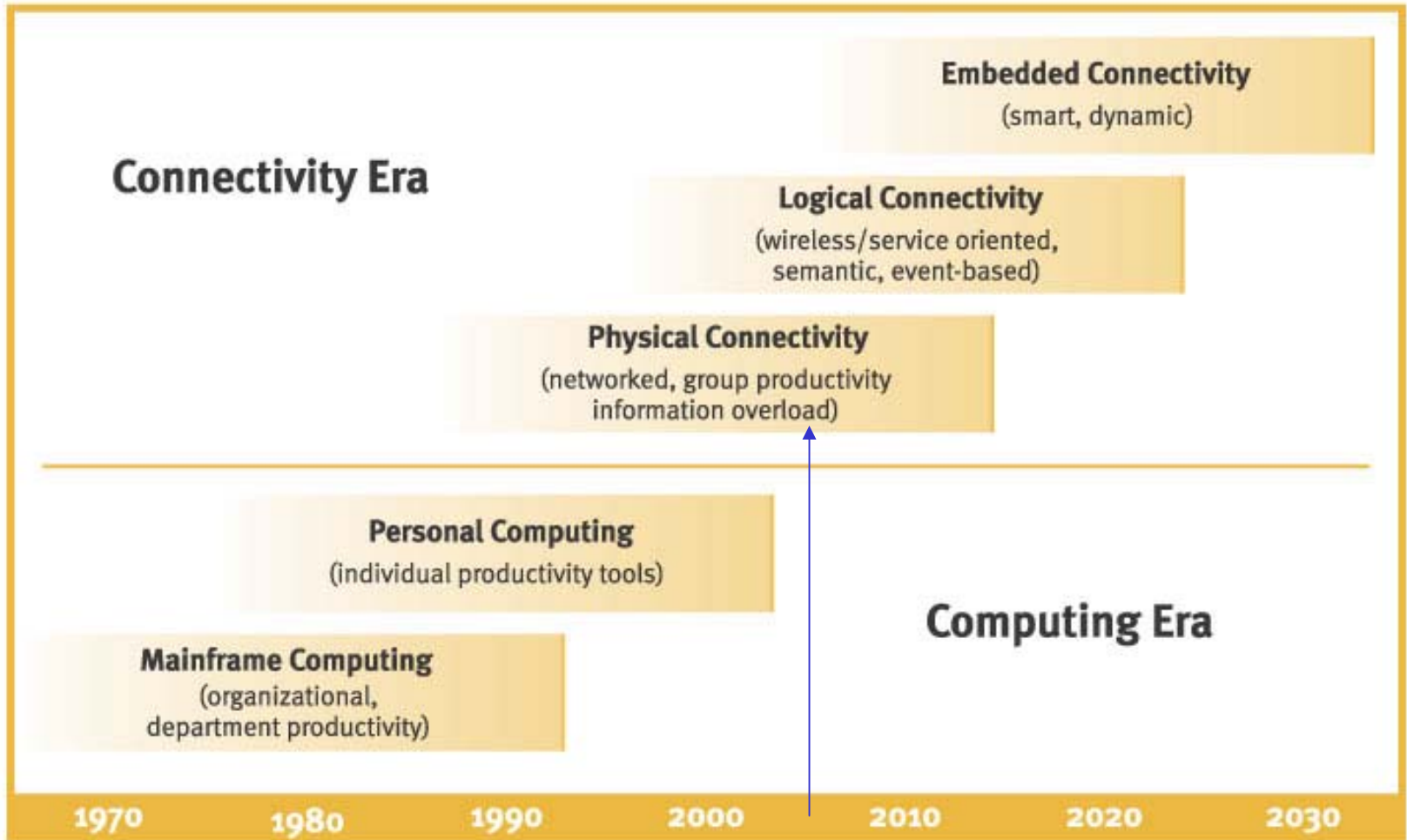
Social Trends

- Self-sufficiency
- Satisfaction
- Seamlessness

Recommended reading: "The Toll of the New Machine," by Charles Fishman (Fast Company, May 2004)

<http://www.fastcompany.com/magazine/82/kinetics.html>

A new era – staying connected



Anatomy of a Digital Native

- Born Digital
- 88 million strong
- Instant Messaging
- Online Gaming
 - Competing
 - Collaborating
 - Creating

Permanently Plugged In

Kids today are inundated with technology. Gaming and messaging have fundamentally changed behavior—and maybe brains, too.

Gaming

Electronic games have grown up along with today's youth. A full-fledged entertainment medium, games are now more popular with many teenagers than movies or TV.

Players by age

Players by gender

Best sellers

Game time: Minutes per day spent playing, 9- to 10-year-olds	1999	2001	2002
Israel	65 min.		43
Denmark	57		36
Finland	46		34
Italy	45		34
Britain	44		28
		Sweden	43
		Spain	36
		Germany	34
		Switzerland	34
		Netherlands	28

Players at the first World of Warcraft world championship in France

The New Media

Baby boomers were raised on radio and TV, but today's kids eschew old-school media in favor of the V.

Time spent per week by teens	Hours
On the Internet	16.7
Watching television	13.6
Listening to radio	12.0
Talking on the phone	7.0
Reading newspapers and magazines	6.0

Messaging

Besides games, kids' other high-tech passion is keeping in touch through e-mail, instant messaging and over-the-top complex cell phones. Are parents right to worry about the dangers of so much easy access combined with so little adult supervision?

30% of teenage girls polled said they had been sexually harassed in an online chat room.

93% of those who were harassed did not tell a parent about it because they were worried they would be banned from going online.

86% said that they could easily chat online without their parents' knowing.

57% of teens polled could read their parents' e-mail.

54% could have a cyberrelationship without their parents' knowing about it.

SOURCES: OCLC, IRL 2002 RESEARCH CENTER, EDUFINN (FINLAND), AND ARIANET RESEARCH. TEXT AND RESEARCH BY JAMES SPYER, EDITOR IN CHIEF OF OCLC AND AUTHOR OF "RESEARCH"

FROM LEFT: ALBERTO BISO/GETTY IMAGES/REUTERS; ALANIS/REUTERS; AND SHUTTERSTOCK/SHUTTERSTOCK

Digital Natives vs Digital Immigrants

- "twitch" speed
- Parallel processing
- Random access
- Audio-pictorial
- Payoff
- Fantasy
- Technology as friend

- Conventional speed
- Linear processing
- Linear thinking
- Text
- Process
- Reality
- Technology as uneasy partner



***“Planet of the Rotting
Minds?”***

Got Game: How the Gamer Generation is Reshaping Business Forever

John Beck, Mitchell Wade, 2004

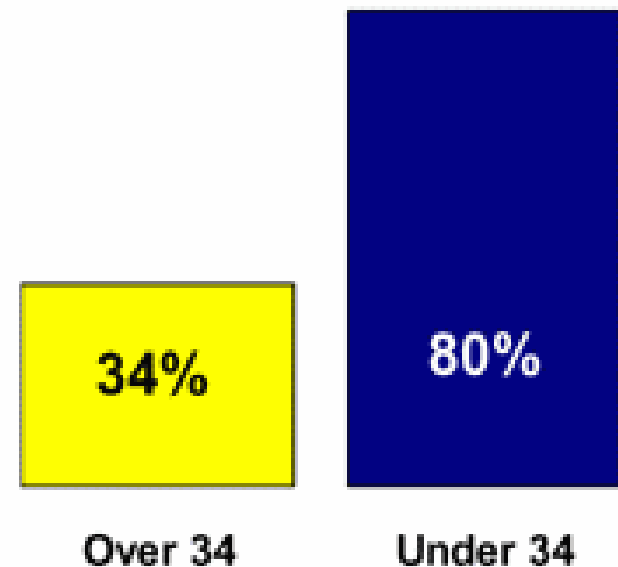




Almost anyone born after 1970 in your organization is a Gamer; almost anyone born before 1970 doesn't understand them.

- By 2008 there will be 126 million Gamers in the US alone.
- The Gamers are a bigger slice of the US population than the Boomers.
- But it is not just a US phenomenon.
- Boomers parents basically knew what their kids were doing; Gamers' parents have a "gap" in their understanding.

Employees with video game experience as teens

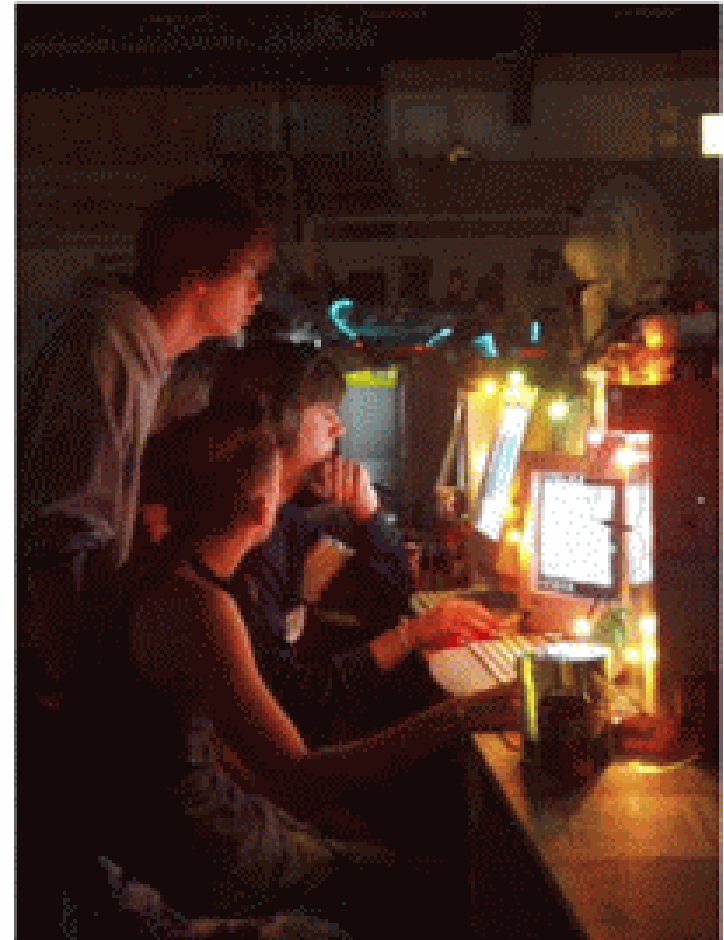


Source: North Star Leadership Group



Growing up “on games” creates a new way of thinking about the world.

- Games are a *valid* way to *experience and learn* about the world.
- Gamers are entirely *comfortable* within a game-style environment.
- Games change how they respond to *incentives & risk* and how they *absorb new concepts*.
- Games provide an important outlet for *creativity* and drive down new *problem solving methods*.
- Games command their **ATTENTION** better than most other types of interfaces.





Gamers can be led (and led well) if you understand some simple rules.

- ***Gamers have a natural instinct for heroism.*** Gamers believe their performance matters to others. Frame the tasks they undertake in those terms. Encourage them to be experts.
- ***The world is a logical, human-friendly place.*** Games are basically fair. Events may be random but not inexplicable, and there is not much mystery.
- ***It is natural to move quickly move between tasks.*** Crazy as multitasking looks, it may actually be difficult for the game generation to work hard any other way.
- ***Leaders are not to be trusted.*** To them, leaders are irrelevant and often evil. The Level Boss is always a bad guy.
- ***Life should be fun.*** If you want to get your Gamer (and even your Boomer) employees immersed in your business, make sure it is fun.



... but the Gamer market is not well understood.

- **They think differently**
- **They learn differently**
- **They believe differently**
- **They are different**
- **But, old(er) immigrants can learn new skills...**

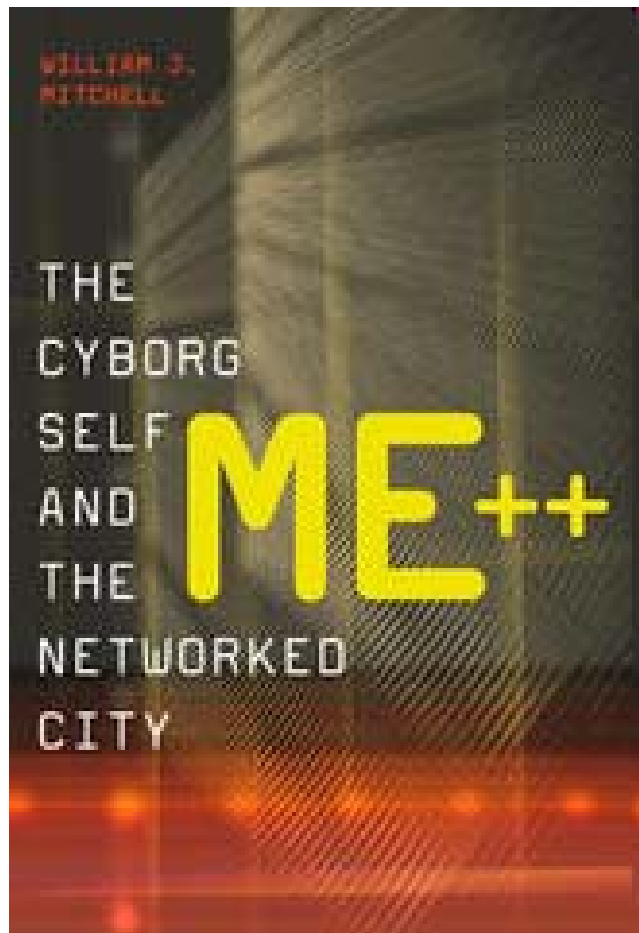


Dr. James Rosser Jr – 50, surgeon, gamer

Beth Israel Medical Center

- **“I use the same hand-eye coordination to play video games as I use for surgery.”**
- **Rosser’s study: surgeons who played video games for 3+ hours/week were 27% faster and made 37% fewer mistakes than non-gaming surgeons.**

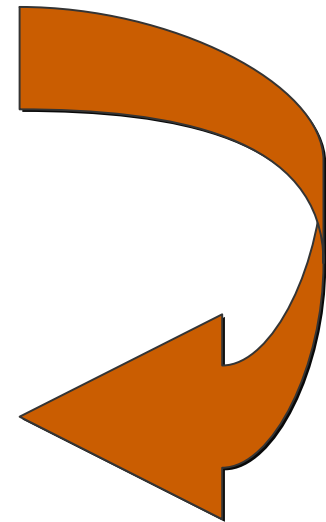
Ambient and embedded



- Those who just want a simpler life may choose to unplug, and to live off the grid in Idaho. But for this particular early 21st Century nodular subject, disconnection would be amputation. I am part of the networks and the networks are part of me. ... I am visible to Google.
- **I link therefore I am.**

Access to information anytime anywhere

- Networks
 - Devices
 - Software
- = Ubiquity



Worldwide Unit Sales, 2004

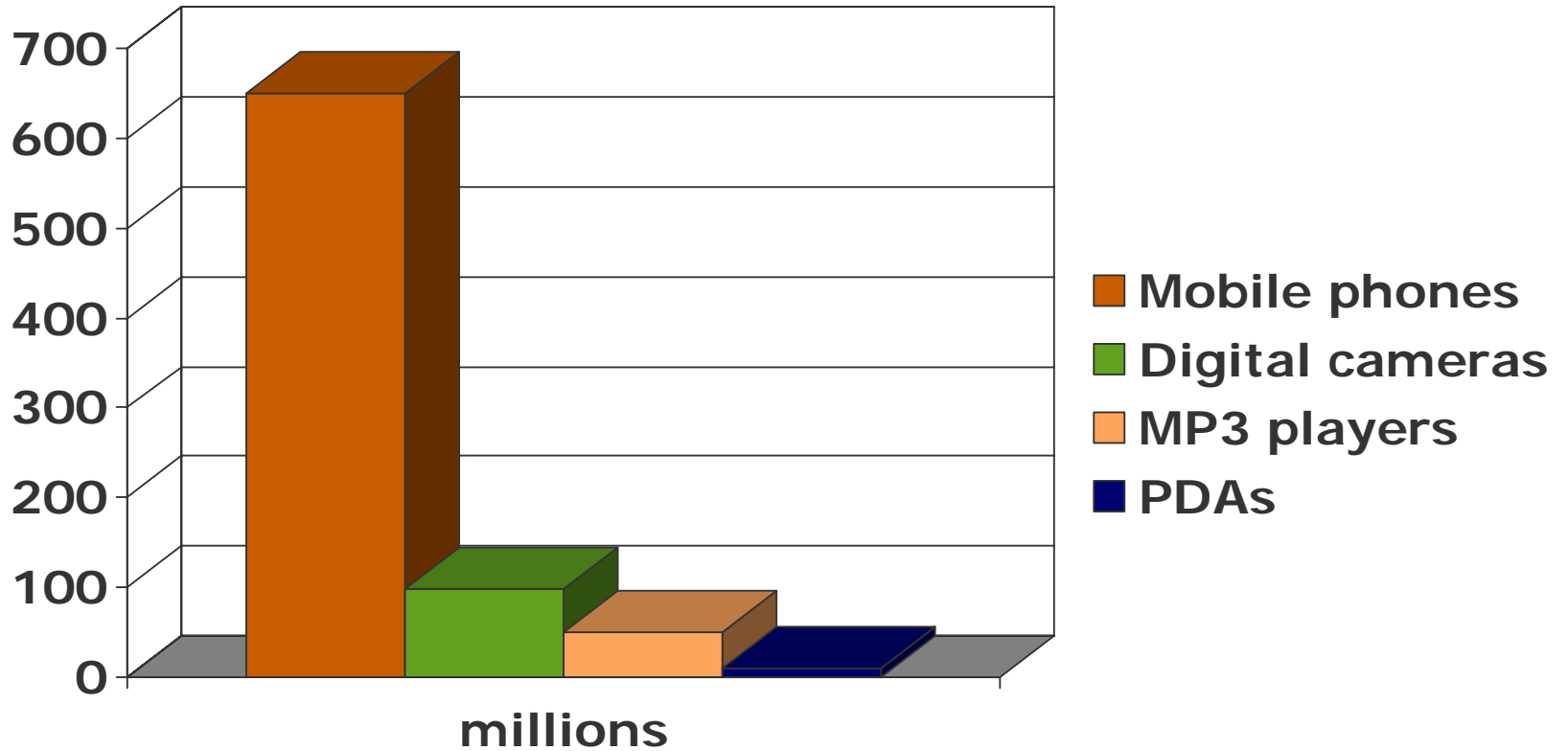
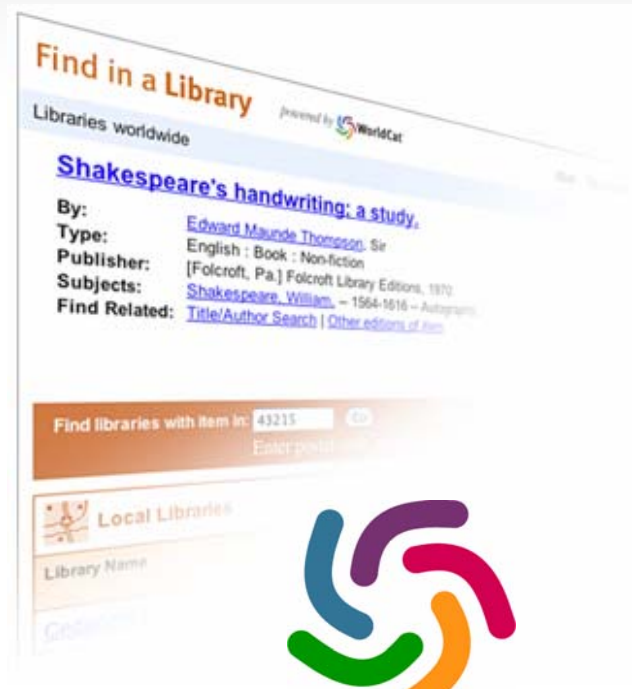
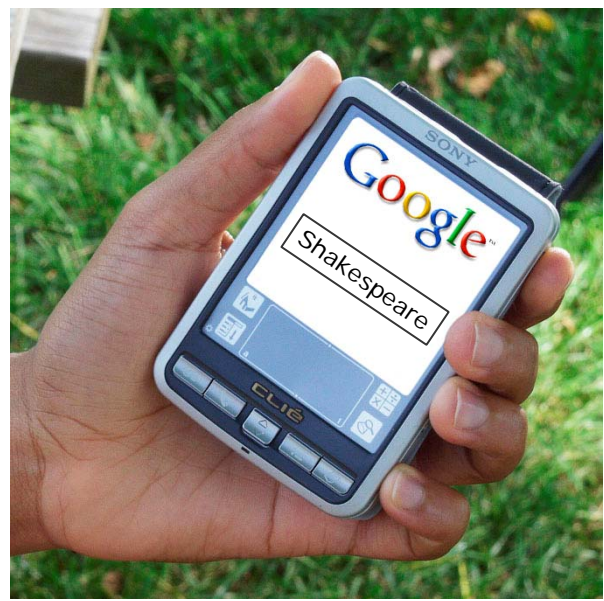


Chart Source: The Economist, March 12th-18th, 2005, p.16. Data Source: IDC



WorldCat®

Why Change? We're Busy Aren't We?

“We haven't told the library's story; worse, many of us haven't even realized we **HAVE to tell our story. Too many librarians still seem to believe they have done their jobs if they have simply served their traditional users well.”**

Marylaine Block, *Ex Libris* (a weekly e-zine)



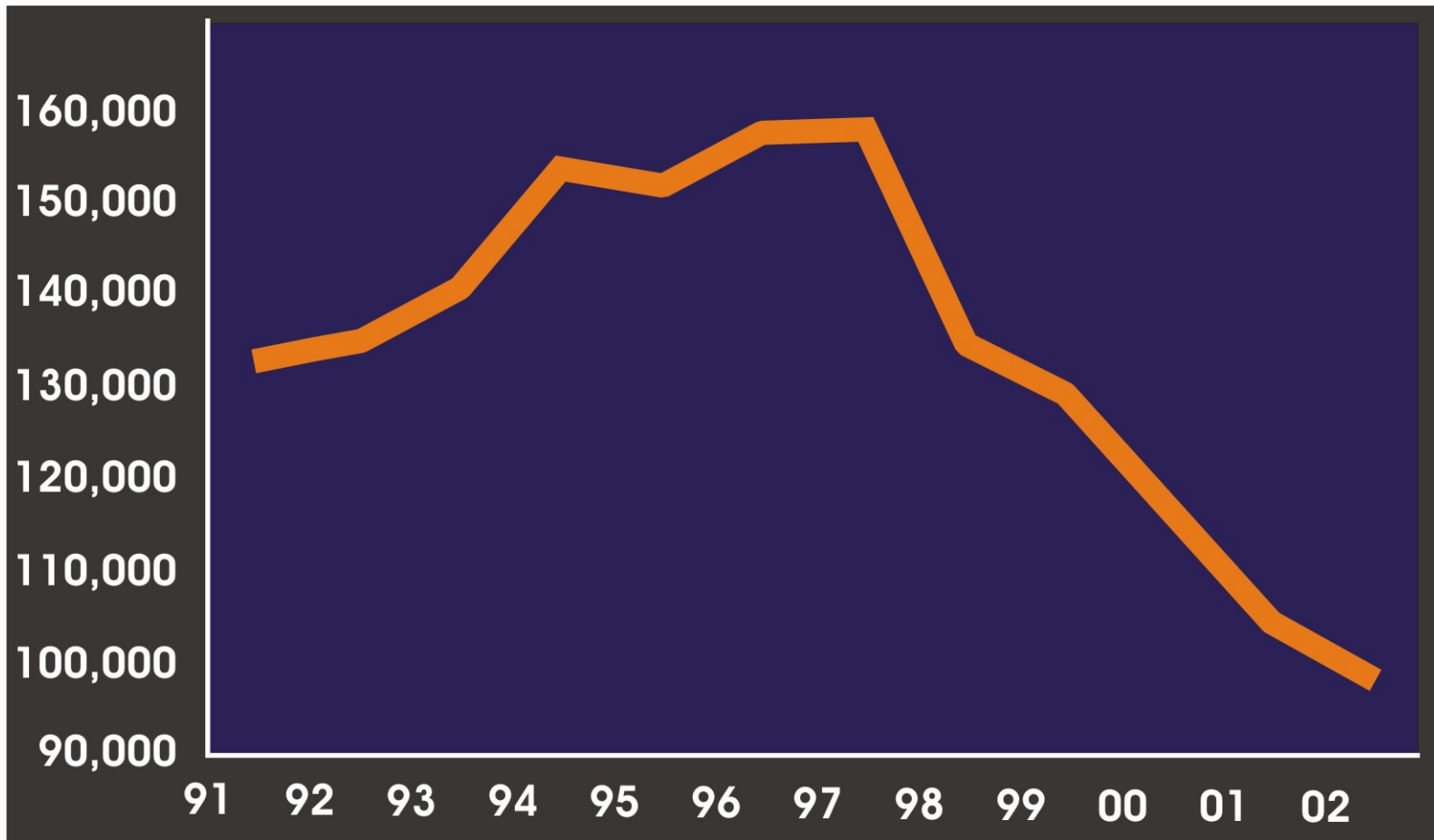
content

has left the

container

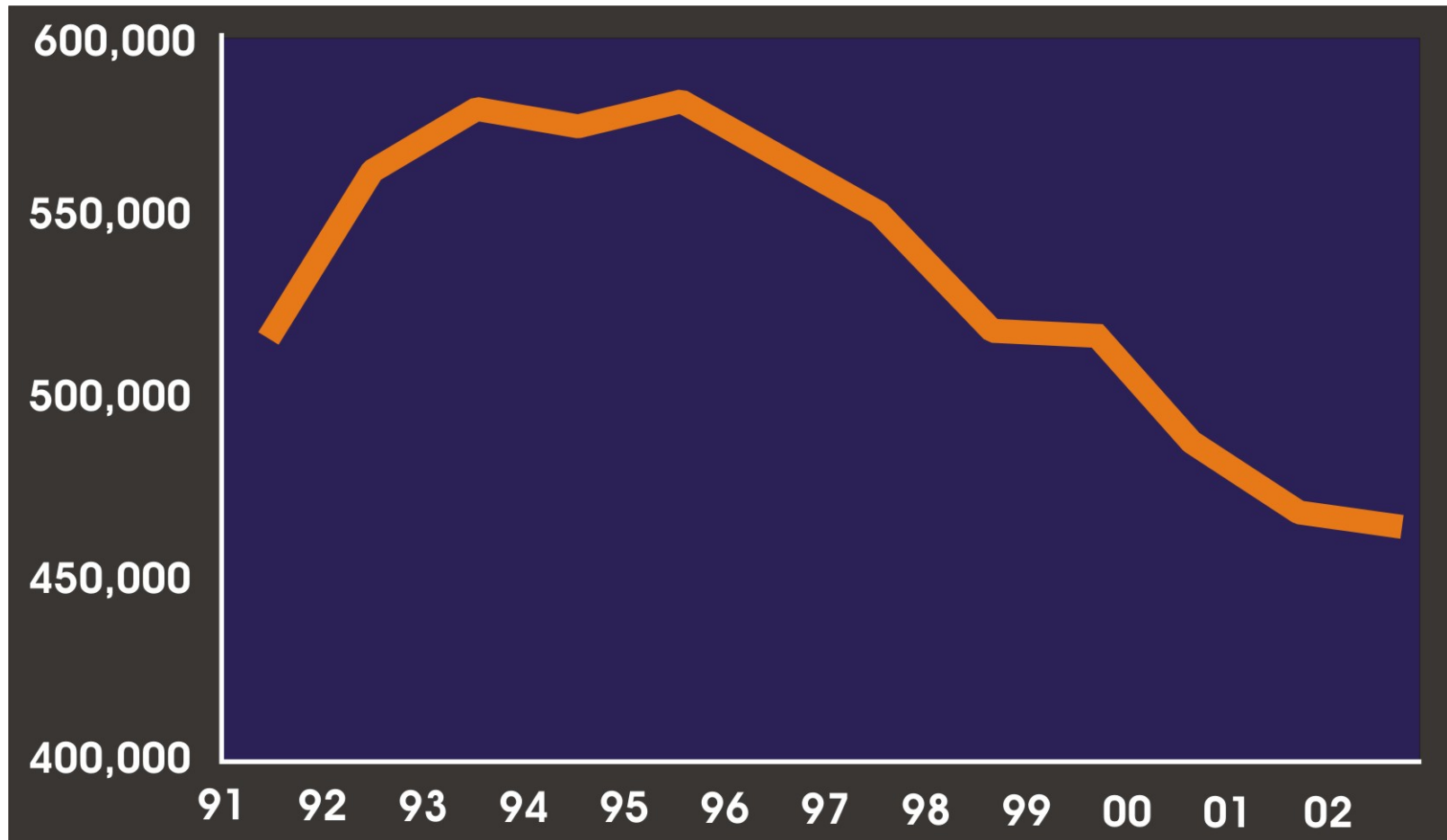


Total Reference Transactions



M. Kyrillidou and M. Young. (2002).
ARL Statistics 2000-01. Washington, DC: ARL, p.7.

Total Circulation Transactions



M. Kyrillidou and M. Young. (2002).
 ARL Statistics 2000-01. Washington, DC: ARL, p.7.

Goal of an Information Provider

“Wherever the information exists, we want to get it to the user.”

Jonathon Rosenberg, VP Product Management
Google

January, 2005

The Amazoogle user environment

- For many, the first and last resort of research
- Available at the point of need
- Comprehensive?
- Where are library services and content?

- **“The current generation of scientists is much more familiar with PubMed and Google than the contents of their library shelves.”**

Susan R. Owens, “Revolution or Evolution?” *EMBO Reports* 4, no.8 (2003): 741-3.

Convenience Trumps Quality

■ Scientists:

- Google
- Yahoo
- PubMed

“In a survey for this lecture, librarians and scientists were asked to name the top scientific and medical search resources that they use or are aware of. The difference is startling.”

■ Librarians:

- Science Direct
- ISI Web of Science
- MedLine

Source: John Regazzi,

“The Battle for Mindshare: A battle beyond access and retrieval”
http://www.nfais.org/publications/mc_lecture_2004.htm

Assumptions and questions

- **The future of libraries depends on their ability to meet the needs of users—and staff.**
- **Who are and who will be those users and staff?**
- **What are their needs?**
- **How will these needs differ from baby boomers' needs?**
- **How can libraries respond to them?**

What do libraries change to manage a world in which...

- **Users expect information to be delivered to them?**
- **Users expect technology and interfaces to be highly personalized?**
- **Users care more about convenience and community than privacy?**
- **And...**

Planning for the "rare event"



- Keep this up and we'll be rare!



How to connect with Gamers: You can try a “When In Rome” strategy...

- ***Play a game or two...*** or truly watch, really pay attention to what children are playing.
- ***Talk about games*** with a Gamer who really knows something about them.
- ***Buy a GameBoy for yourself, then give them to your Board.*** You need to *feel* the addictive power and the practical problem-solving challenges that lurk behind the surface of games.

Remember to look past the superficial parts of games and focus on the life lessons they impart.





... or build some of the lessons from games into the ways you deal with the Gamer Generation.

- Give them a space
 - Specialized areas in the library
 - “Space” they can access and make their own
- Support multitasking
- Change randomly to maximize attention
- Encourage and expect loyalty
- Open up the world
- Be a “strategy guide” not a “level boss”



Some To-dos

- **Involve digital natives in planning**
- **More (and better) self-service and personalisation**
- **Take library content & services where people are**
- **Sometimes good enough really is good enough**
- **Go permanently beta**
- **Focus on the user and all else will follow**

Where Do We Go From Here?

