

Teens take information habits with them as they mature

Teens continue their online information habits as they age. In 2005, teens (ages 14–17) led across all age groups in usage rates of many online resources, such as instant messaging (IM), e-journals and blogs. Teens no longer lead. That role was taken over by young adults ages 18–24—the 2005 teens. Young adults have taken their information-seeking habits with them as they aged, using these familiar tools at even greater rates.

For example, in 2005, 75% of teens and 69% of young adults used IM. Today that lead has reversed. Just 64% of teens use IM vs. 80% of young adults. Likewise, library Web site use has dropped slightly for teens from 2005 to 2010 but is up significantly, over 20%, for young adults. The same use trends hold for blogs and e-journals. Today’s young adults are the heaviest users of most online resources, including search engines and e-mail. Young adults also are adopting resources that did not exist in 2005, such as social networking and Skype, at high rates.

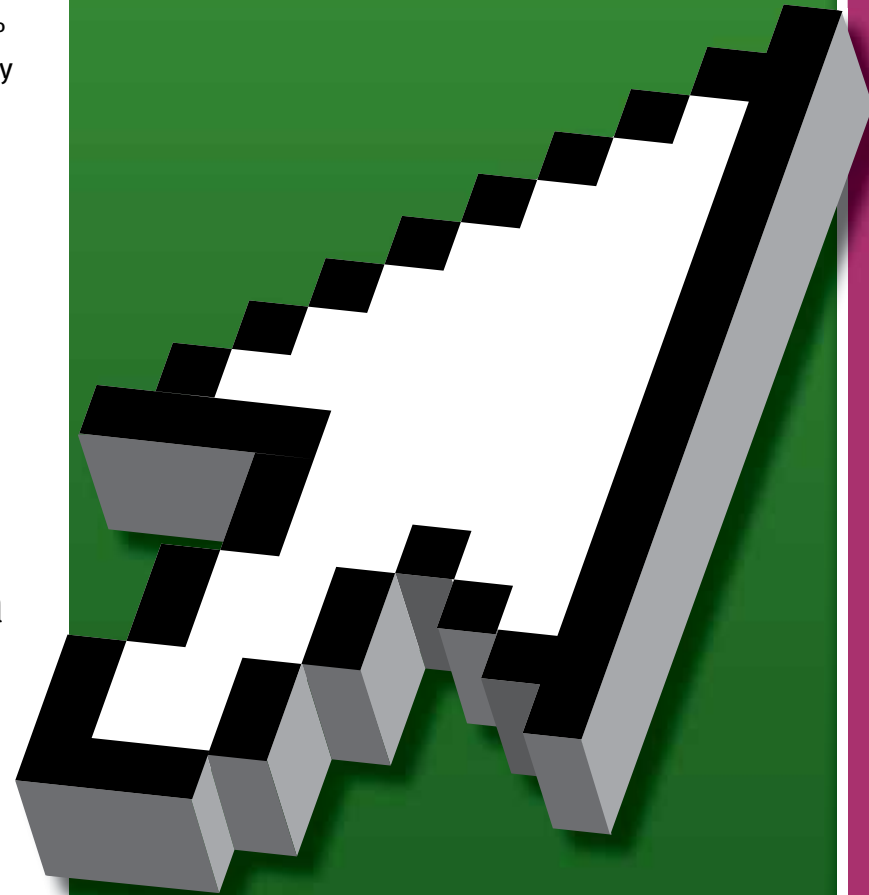
What’s next—what are teens using in 2010?

If the 2005 teens are now leading in 2010, what information resources are 2010 teens using? Social networking, mobile technologies, Wikipedia and ask-an-expert services. Teens lead all age groups in the use of ask-an-expert sites (62%) and Wikipedia (88%). They are the heaviest texters of any age group, a substitute for IM, which declined significantly from 2005.

What services are used most by young adults? The short answer is everything. Young adults showed increases in nearly all online services measured. And like teens, young adults are adopting social

Our 2005 youth are today’s young adults

Young adults’ Internet behaviors show they continue to use technology they were using in their youth.

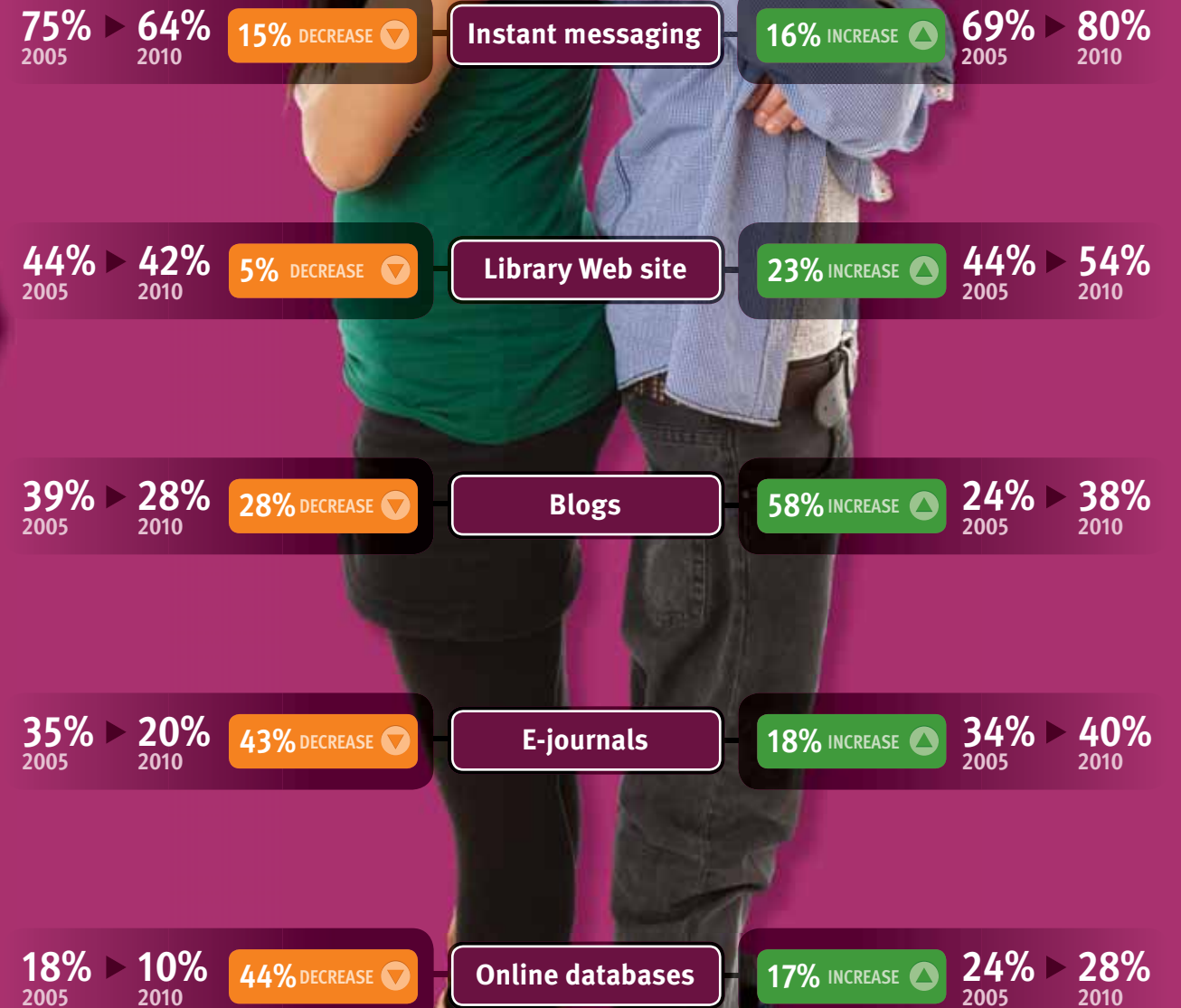


Teens
AGE 14–17

Use of electronic information sources decreases.

Young Adults
AGE 18–24

Use of electronic information sources increases.



sites, Wikipedia and mobile Internet use. They are quickly adopting Skype, and they text though not as much as teens.

Young Americans hold library cards: 75% of teens and 68% of young adults. Two-thirds of young Americans consider themselves readers. Their top piece of advice for libraries: add or update the content.

Social

Both teens and young adults have quickly adopted social sites. Five years ago, social networking was in its infancy, and social media was just emerging. These sites are now among the most popular and frequently used online sources for teens and young adults. Three-quarters of teens (72%) and 88% of young adults use social networking sites, while 85% of teens and 88% of young adults use social media.

While e-mail remains a relevant communication tool, daily use has declined. Conversely, daily use of social networking sites increased in the last three years, as teens and young adults expanded their resources beyond e-mail and IM.

2010 results reveal new tools like Skype and Twitter as resources teens and young adults show a propensity for adopting. Skype is most popular among young adults (42%); they are twice as likely to have used Skype compared to other age groups. Twitter has been used by a quarter of those ages 14–24.

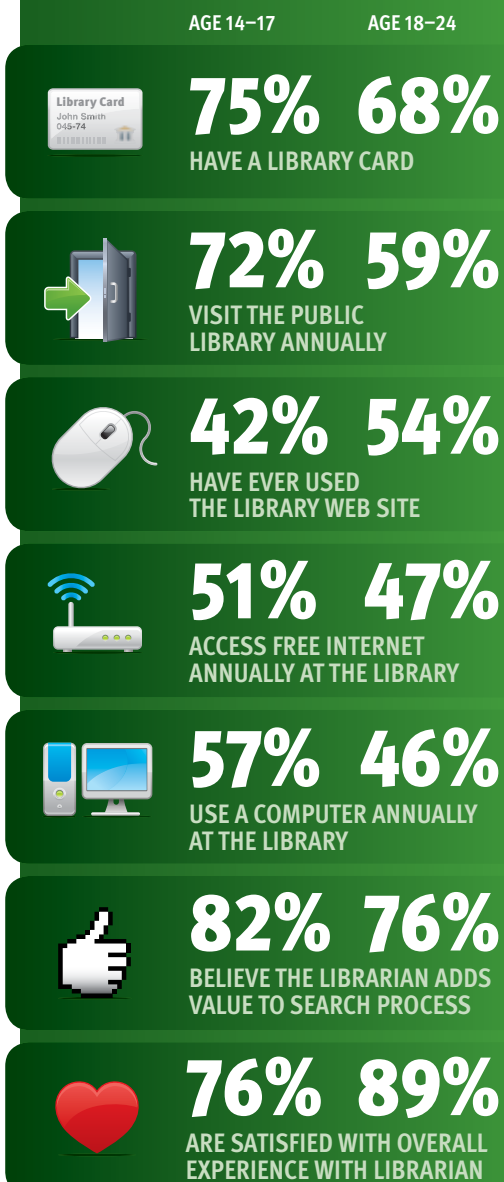
Personal phones

Cell phones have become an integral part of daily life—75% of teens ages 12–17 own a cell phone (Pew). Texting among teens has shown astonishing growth in five years. The percent who text has grown from 33% to 88% of teen cell phone users (Pew, April 2010). The amount of texting by teens (ages 13–17) is astounding—an average of 3,339 texts per month or over 100 per day (Nielsen, October 2010). Teens and young adults are also migrating Internet searching to mobile devices. Web access via mobile devices has doubled in the last five years.

Profile Teens and Young Adults



At the library



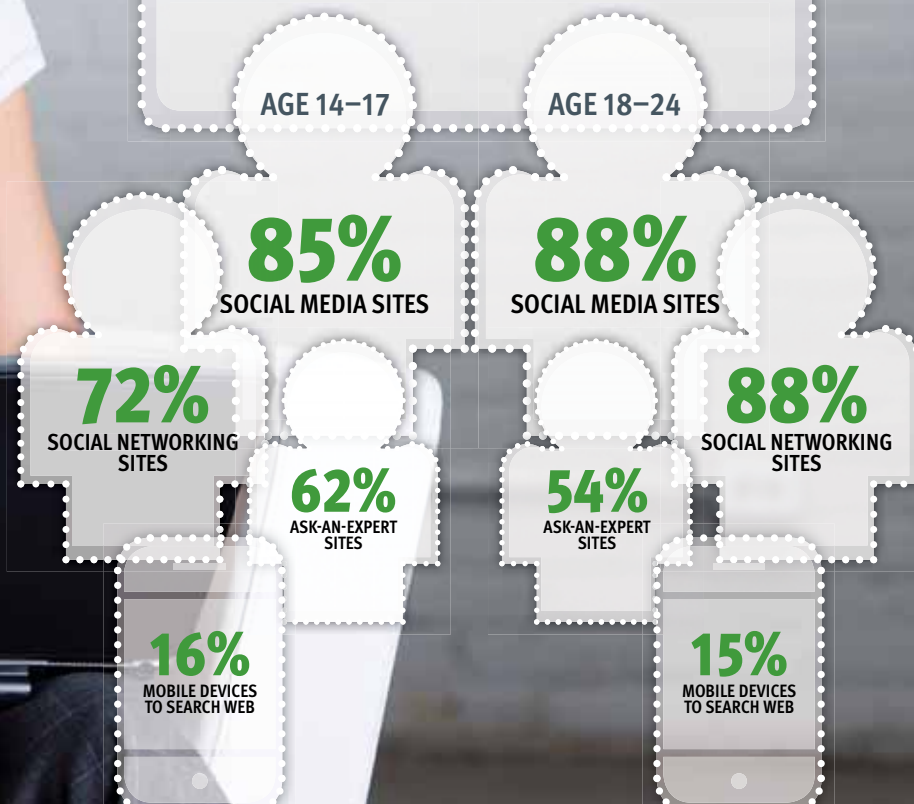
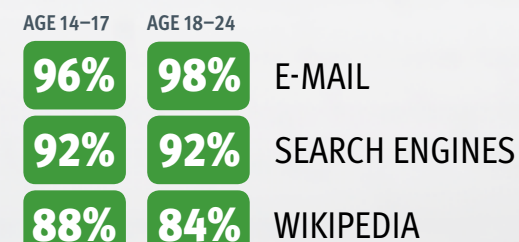
Teens: 14- to 17-year-olds

- Are heaviest users of ask-an-expert sites (62%)
- Are most likely to have a library card (75%) and visit the library annually (72%)
- Are heaviest texters averaging 3,339 texts per month (Nielsen, 13–17-year-olds)

Young Adults: 18- to 24-year-olds

- Are heaviest users of the library Web site (54%)
- Report the highest growth in ask-an-expert site use (350%)
- Are most likely to use Skype (42%)

Teens and young adults are using...



Teens: 14- to 17-year-olds advise libraries

Teens want libraries to update their collections.

29% Add or update services.

- 21% Add/update collection
- 5% Add/update computers
- 2% Make services available online
- 1% Add programs/classes

“ Have more computers and don't let full classes use them.”

16-YEAR-OLD ECONOMICALLY IMPACTED

“ Get more copies of popular books.”

14-YEAR-OLD ECONOMICALLY IMPACTED

“ get more cool DVDs.”

17-YEAR-OLD ECONOMICALLY IMPACTED

14% Increase customer service.

- 7% Extend hours
- 3% Re-examine rules
- 3% Add staff/more knowledgeable helpful staff
- 1% Promote the library/advertise more

“ Stay open later on weekdays. It helps students out considerably.”

16-YEAR-OLD

“ Advertise more to the youthful generation because they are your future.”

17-YEAR-OLD

11% Improve the facility and environment.

- 8% Renovate/expand facility
- 2% Make finding books easier
- 1% Study areas/meeting rooms/seating/café

“ Make the library a more visually appealing place.”

16-YEAR-OLD

“ More teen-friendly & fun.”

14-YEAR-OLD

6% I'm satisfied with my library.

“ It's nice.”

16-YEAR-OLD

“ You're doing great.”

17-YEAR-OLD



Young Adults: 18- to 24-year-olds advise libraries

Young adults want libraries to update their collections and their buildings.

28% Add or update services.

- 17% Add/update collection
- 7% Add/update computers
- 2% Add programs/classes
- 2% Make services available online

“I would like to see them offer some interesting classes for free to the public.”
23-YEAR-OLD

“Carry more books that could benefit research.”
18-YEAR-OLD

18% Increase customer service.

- 8% Extend hours
- 4% Re-examine rules
- 3% Promote the library/advertise more
- 3% Add staff/more knowledgeable helpful staff

“Do not close on holidays and early in the evening when working people are off.”
21-YEAR-OLD ECONOMICALLY IMPACTED

“have more staff on hand.”
19-YEAR-OLD

17% Improve the facility and environment.

- 10% Renovate/expand facility
- 4% Study areas/meeting rooms/seating/café
- 3% Make finding books easier

“Some more rooms where you can talk with small groups of people.”
18-YEAR-OLD COLLEGE UNDERGRADUATE

“Have a pamphlet detailing how books are organized in the library.”
19-YEAR-OLD COLLEGE UNDERGRADUATE

6% I'm satisfied with my library.

“Good Job guys.”
23-YEAR-OLD

“...amazing work.”
21-YEAR-OLD

