The Smart City as Library: Why Libraries Matter to the Future of Cities

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Smart Cities
Growth, but why?

• 68 percent of global population in cities by 2050
• 135 billion in smart cities spending by 2021
• Energy, transportation, security
Sounds good but...

• That privacy thing
• That governance thing
• That who is better staged to profit/benefit from reams and reams of data for decades thing…
What characterizes current gen.?

- Small batch of big companies (Google, Cisco, IBM, ZTE)
- Only beginning to ask people what they want
- Big emphasis on sensors, IoT
And there’s that pesky data problem

- Collection, sharing, combining, storing, preserving, securing
Collect

share

share

share

insights

Cough cough cough mrmaarmmm
Libraries
Libraries: Do they fit?

- Should libraries keep city data? (Poon, 2019)
- Libraries as key nodes of smart city (Kaner, 2018)
- Library as partner (King 2018)
- “Smart” Library (Freyberg 2019)
Library as a model: Reject smart city
What do we owe smart citizens?

- Sensing
- Profiting
- Extracting
- Efficiency-ing

- Service vs Convenience
- Information as a public resource
- Knowledge to knowledge
- Well being over efficiency
Big problem remains

- Force multiplier for tech companies should at least equal force multiplier for citizens
What can we do?

• Data Science in libraries
• Define smart libraries
• Libraries as partners in planning, not sites for housing data
• The inspiration of the Oregon Trail
Thank you

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USING LIBRARIES TRANSFORM FOR AWARENESS AND ADVOCACY.
Lindsey Simon
Campaign Specialist for the American Library Association’s Communications and Marketing Office
• Libraries transform lives every day
• Libraries themselves are also transforming, adapting to communities’ changing needs
Why Public Awareness?

- Connecting community members with library resources
- Convincing the world to invest in libraries
Communications Challenges

- Many libraries are severely under-resourced
- Lack of budget, training, and time to invest in communications
Libraries Transform

- ALA’s public awareness campaign
- A clear, cohesive voice for library supporters
- Provides free communications tools and resources
- 12,000+ library advocates have signed up
Anyone Can Join

- All library types participate
- No need to be an ALA member
- It’s 100% free for everyone!
Overview

- Dozens of Because statements with graphics for print and social media
- Key messages and supporting data for each statement
- Ideas and resources for marketing and media relations
BECAUSE INFORMATION CAN HELP PREVENT CHRONIC DISEASES.

BECAUSE THE INTERNET SHOULDN'T HAVE A SLOW LANE.

BECAUSE TODAY'S GAMER COULD BE TOMORROW'S INVENTOR.
Goal Examples

- Raising awareness of your library’s value
- Promoting library programs and resources
- Advocating for funding and policy
- Recruiting Friends and volunteers
- Fundraising
Audience Examples

• Local officials and boards
• Voters
• Donors and funders
• The public
Distribution Examples

- Social media
- Email and print newsletters
- Posters and displays
- Table tents
- Postcards in the mail
- Giveaways/incentives
- Billboards and bus shelters
Resources for Customization

- Downloadable templates you can edit
- Step-by-step guide for crafting a statement
BECAUSE ONE IN SIX HOOSIERS LIVES IN AN AREA WITHOUT ACCESS TO BROADBAND.

BECAUSE THE BIBLE ISN'T THE ONLY GOOD BOOK IN A CATHOLIC LIBRARY.

BECAUSE COOKBOOKS TURN APPETIZERS INTO CANAPÉS.

BECAUSE THOSE PRIMARY SOURCES AREN'T GOING TO CITE THEMSELVES.

BECAUSE YOU CAN BORROW MORE THAN YOU CAN BUY.
Sign up today!
librariestransform.org
Thank you

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AMERICAN LIBRARY ASSOCIATION