Innovation with Libraries

Environment, Technology and Strategy

Mike Teets
VP Innovation
OCLC

IFLA
OCLC Innovation Lab

• Generate new services, use existing services in new ways, or explore new ways to accomplish existing services

• OCLC will become more *agile and responsive* to member needs

• Create new opportunities to work with OCLC *data and services* to assist members in their own innovative projects
What is the OCLC Innovation Lab?

Staff

Tip House, Dublin Ohio USA
Rob Koopman, Leiden Netherlands
Willie Neumann, Dublin Ohio USA
Mike Teets, Dublin Ohio

More than 100 years experience in the library and information industry creating and deploying new services
ANALYTICS

SOCIAL

MOBILE
ANALYTICS

SOCIAL

MOBILE
Who are we trying to reach?

65+ yr old, Grad Degree, from School

Demographics from Alexa.com
Who are we trying to reach?

55-64 yr old, Some College and Grad Degree, from Home

Demographics from Alexa.com
Who are we trying to reach?

18-24 yr old, Some College, from Home and School

Demographics from Alexa.com
Why is Mobile so Important to Libraries?

Mobile Demographics (Q2 2009)

Source: The Nielsen Company
Smartphone Adoption is Global

Smartphone Penetration Across Global Markets

<table>
<thead>
<tr>
<th>Country</th>
<th>Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>17%</td>
</tr>
<tr>
<td>Canada</td>
<td>12%</td>
</tr>
<tr>
<td>France</td>
<td>11%</td>
</tr>
<tr>
<td>Germany</td>
<td>12%</td>
</tr>
<tr>
<td>Italy</td>
<td>28%</td>
</tr>
<tr>
<td>Spain</td>
<td>23%</td>
</tr>
<tr>
<td>Sweden</td>
<td>13%</td>
</tr>
<tr>
<td>UK</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: The Nielsen Company
Your Mobile Strategy

• You must have a strategy
• Your strategy must be to embrace change
• Dominance of a single device, model or strategy lasts about 15 minutes
The Library Catalog
OS Mobile Web Consumption Trends (North America)

http://blog.quantcast.com/quantcast/2010/03/mobile-os-share.html
Multi-platform Downloaded App

WorldCat®

Connecting...

powered by Boopsie

WorldCat Libraries Search

Books

Swedenborg and his readers: selected essays
by John Chadwick; John E. Elliott; Stephen. McNeill; Inc. Swedenborg Society
Book: Bibliography; English

Swedenborg and his readers: selected essays
by John Chadwick; Inc. Swedenborg Society; John E.. Elliott; Stephen. McNeilly
Book: Bibliography; English

Sweden
by Sylvia. McNair
Book; English

Summary: Describes the history, geography, economy, culture, religion, language, sports, arts, and people of this northern European country.

Libraries
map all libraries >>

(25 mi) New Castle-henry County Public Library
Local Library Services by Boopsie

Santa Clara County Library

Santa Clara County Library
the heart of Silicon Valley

Library Locator
find a library near you

Reading Lists
recommendations

Ask a Librarian Now
have a question? ask us.

Search the Catalog
search the library’s holdings

My Account
check your account

Library Calendar
events for all ages

Library Blog
news, services, resources

SCCL Library Locator

(2.8 mi) Campbell Library
77 Harrison Ave
Campbell, 95008-1499

(3.5 mi) Saratoga Library
13650 Saratoga Ave
Saratoga, 95070

(6.1 mi) Cupertino Library
10800 Torre Ave
Cupertino, 95014

(9.2 mi) Woodland Library
1975 Grant Rd.
Woodland, 94024

(12 mi) Los Altos Library
13 S. San Antonio Rd
Los Altos, 94022

(13 mi) Milpitas Library
160 N. Main St

Let the Great World Spin: a Novel
Colum McCann

Publishers Weekly (03/09/2009):
McCann's sweeping new novel hinges on Philippe Petit's illicit 1974 high-wire walk between the twin towers. It is the aftermath, in which Petit appears in the courtroom of Judge Solomon Soderberg, that sets events into motion. Solomon, anxious to get to Petit, quickly dispenses with a petty larceny involving
Library Services

- For mobile users, the catalog is not the only service of interest and not even high on the list
- Library hours, reserving a room or computer, checking out materials, paying fines, reading e-resources
Meeting users at the point of need

- We have been working hard to ensure libraries surface in consumer environments.
- Shopping apps are a way for the library to be seen in the flow of popular apps, without the user having to focus first on the institution or library.
More point of need apps

Pic2Shop

CompareEverywhere

Why Moths Hate Thomas Edison

Local libraries

Palo Alto City Library (11 mi)
DOWNTOWN LIBR, 270 FOREST AVE
Palo Alto, CA 94301

Stanford University Libraries (11 mi)

Local libraries with book:

SAN MATEO COUNTY LIBRARY
San Mateo Public Library
Burlingame Public Library
Redwood City Public Library
Menlo College

Book Bazaar
Along came more disruption
Mobile Apps v. Mobile Web

Figure 1: Growth of Mobile Touch Content

Source: http://www.taptu.com/metrics/
App Store v. Cross Platform Mobile Web

- Games and Entertainment dominate App Stores
- Shopping and Social dominate mobile

<table>
<thead>
<tr>
<th>% of total</th>
<th>App Store</th>
<th>Mobile Touch Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Games</td>
<td>18.0</td>
<td>0.8</td>
</tr>
<tr>
<td>Entertainment</td>
<td>14.4</td>
<td>1.8</td>
</tr>
<tr>
<td>Sport</td>
<td>3.7</td>
<td>0.9</td>
</tr>
<tr>
<td>Shopping &amp; services</td>
<td>3.6</td>
<td>19.0</td>
</tr>
<tr>
<td>Music</td>
<td>3.3</td>
<td>0.8</td>
</tr>
<tr>
<td>Social</td>
<td>1.7</td>
<td>12.9</td>
</tr>
</tbody>
</table>

Figure 3: Comparison of App Store and Mobile Touch Web

Sources: *App Store data taken from Mobclix, Jan 17th 2010

*** Data calculated from Business and Finance categories in App Store
OS Share of Mobile Web Consumption

United States

- iOS 56%
- Android 23%
- Other 11%
- RIM OS 10%

[Graph showing trends from April 2009 to July 2010]
Local Mobile Example

http://uwashington.worldcat.org/m
Mobile Web Browser Model

Some searches to try ...

Artistic photography
Biography
Children's books
Cooking
Graphic novels
Health
Hobbies
Landscape gardening
Military history
Movie reviews
Music history and criticism
General info
eBook Readers

- All ebook reader units sold have less distribution than a single New York Times best seller (May 2008... is this still true?)
- No real ability to integrate into library workflows
- User experience remains rough
- The divergence in devices creates opportunities
- No single device will dominate in the short term
iPad, Slates, Tablets and Netbooks

• The iPad has sold 3,000,000 Units, tops total US ebook readers (June 22)
• It is just a big iPod Touch... and it isn’t
  • Always On or Instant On
  • Always Connected... at least when there is wireless
  • Screen size and quality exceptional
  • Battery Life supports multiple days of normal use
• What else is coming?
  • Lots of rumors, few delivered
  • Netbook sales have fallen dramatically
Enough about end users, what about you

Could this be your library management system?

Not Today
Within two years?
Three?
It will be possible!
How will it be possible?

• Increased capability of mobile devices

Combined with

• Cloud services will mean you don’t need ANY locally run hardware and software

• Greater acquisitions of electronic content

• Improved industrialization of the supply chain for physical items

But Mostly

• The ability of the industry to accept change
What you should do now

• Develop a strategy for your user...  
  not for what you have

• Expand your service...  
  and be critical of current services

• Develop with the user...  
  don’t expect them to learn existing offerings

• Start with the end in mind...  
  but commit incrementally and check results
The biggest barrier to library success?

- Authorization and Authentication
- Existing solutions degrade in mobile
- Doggedly pursuing old models
- But Geo-Location gives us an opportunity to redefine...
Social Strategy

- Everyone started by painting social on existing web sites (reviews, lists, etc.)
- Benefit to contributors is just not clear
- The social experience must be immediately compelling to the end user
- Machines must be respectful of the human experience in social networks
Ask4Stuff
Early Results

- 800 Tweets the first day, announced only on a blog post
- Sustained 5-15 posts a day

Stats for the last 7 days

Top Contributors
1. @Ask4Stuff - 23
2. @jaleh_f - 1
3. @larrypotter - 1
4. @WUSTLLibraries - 1
5. @LACNow - 1
6. @rice0617 - 1
7. @cmairen - 1
8. @dkatz56 - 1
9. @teamteets - 1
10. @soriggot - 1

33 tweets, 11 contributors, 4.7 tweets per day. More stats

- Some users wonder if it is a human responding!
But... Still not reaching 18-25 yr. olds

Audience Demographics for Twitter.com

Relative to the general internet population how popular is twitter.com with each audience below?

Age
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Gender
- Male
- Female

Has Children
- Yes
- No

Education
- No College
- Some College
- College
- Graduate School

Browsing Location
- home
- school
- work

Advanced Demographics for twitter.com

Audience breakdown by income, ethnicity, age, education, gender, children and browsing location.
Back to our target... humanlike interaction

• Understand conversational questions
• Understand significant topics
• Compose a starting point for research rather than a search result
• Encourage collaboration around a web place
**Assignment:**

The Mayflower
Conduct research on the Mayflower journey and life in New England. Then imagine that you have recently arrived and settled in New England. Write journal entries on the following topics: the Mayflower voyage, life in New England, and the significance of the first Thanksgiving.

**Subjects**

<table>
<thead>
<tr>
<th>English fiction</th>
<th>United States</th>
<th>Northeastern United States</th>
<th>American miscellaneous writings</th>
<th>Genealogy, names &amp; insignia</th>
<th>Texts of sermons</th>
</tr>
</thead>
<tbody>
<tr>
<td>823</td>
<td>973</td>
<td>974</td>
<td>818</td>
<td>929</td>
<td>252</td>
</tr>
</tbody>
</table>

**Mayflower voyage** - 121 results, 2532848 max relevance
- kate, waters: on the mayflower voyage of the ships apprentice & a passenger
- peter, arenstam: mayflower 1620 a new look at a pilgrim voyage
- nathaniel, philbrick: mayflower a voyage to war
- allison, lassieur: voyage of the mayflower

**Mayflower** - 2494 results, 10560000 max relevance
- nathaniel, philbrick: mayflower and the pilgrims new world
- nathaniel, philbrick: mayflower a story of courage community and war
- judith lloyd, yero: mayflower compact
- kate, caffrey: mayflower

**Mayflower Conduct** - 5 results, 6400 max relevance
- wilma pitchford, hays: christmas on the mayflower
- hezekiah, butterworth: pilot of the mayflower a tale of the children of the pilgrim fathers
- robert, clarke: mayflower ii a sermon
- butterworth, hezekiah: 1839 1905 d appleton and company: the pilot of the mayflower

**First Thanksgiving** - 1438 results, 65440048 max relevance
- jean craighead, george: first thanksgiving
- jean craighead, george: first thanksgiving
ANALYTICS

SOCIAL

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What’s next...

- Applying our agent in various social environments
- Return to analytics

Use vast data resources and demand side measurement to advise on everything from collection composition, service construction, and institution collaboration.
Contact

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