



U.S. Library Directors

The study ... reveals that other agencies of mass communication reach far larger groups and reach them more frequently and regularly, with a wealth of words and images designed to inform, to persuade, and to entertain. The public library cannot match this quantitative distribution without a drastic revolution in its operations.

The direct question raised by the data is whether the public library can profitably enter into any such competition, or whether it might better develop its own unique strength ...

—From the Foreword to *The Library's Public*, by Bernard Berelson, 1949, based on data from a 27-month Social Science Research Council (SRC) report to the American Library Association, funded by the Carnegie Corporation

Understanding how users interact with library services and librarians provides important information for guiding services and creating value for constituents and the community. But, as the quote above from the 1949 ALA study points out, it is equally important to understand the changing information environment in which libraries operate and compete. That task is hardly a new one.

We are not, however, anthropologists studying an Internet culture foreign to us in an attempt to contrast it to our own. Libraries exist within the same dynamic digital environment as their users, and librarians use many, if not most, of the same Web tools and services as users.

Library directors have been on the Internet longer than the U.S. general public and are using all of the same online resources. How they use these resources, their privacy views and what personal information they are willing to share online differ, sometimes widely, from the actions and preferences of the members of their online communities.

The views of 382 U.S. library directors are presented on the following pages. The views of the U.S. general public respondents are often presented alongside those of the U.S. library directors for comparison.

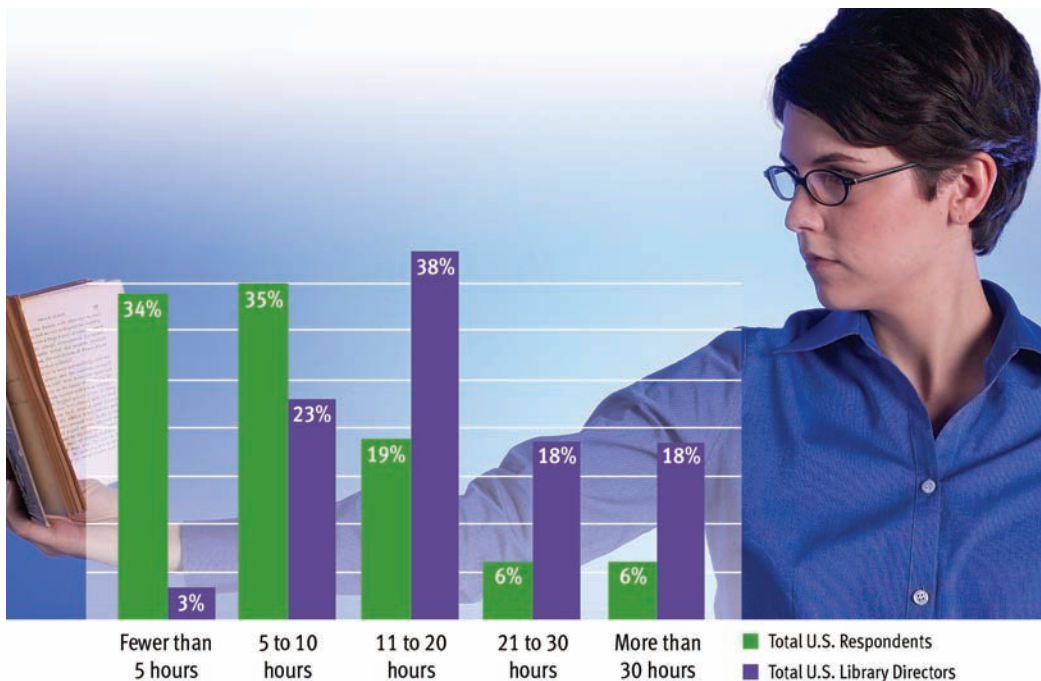
Library Directors' Life on the Internet

While the data indicate that library directors do in fact read more than the U.S. general public, they also are intense Internet users. The digital pioneers of the Internet Age may well be librarians. More than half of the librarians surveyed have been using the Internet for over a decade, nearly two times longer than any U.S. general public age group. Librarians are engaged in the same online activities as the U.S. general public, often outpacing their level of participation.

Librarians read substantially more than the U.S. general public. More than a third of the U.S. general public spend five to ten hours a week reading (including books, magazines, online Web pages, blogs, etc.), and almost another third spend 11 or more hours a week reading. Comparatively, nearly 75% of library directors read 11 or more hours per week, while just 31% of the U.S. general public read at this level.

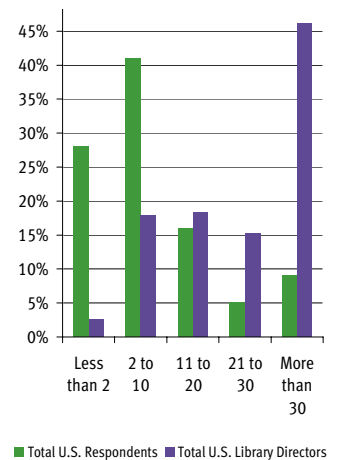
Time Spent Reading Per Week

Overall, how much time do you estimate you spend reading on a weekly basis (including books, magazines, online Web sites, blogs, etc.)?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 515.

Books Read Annually

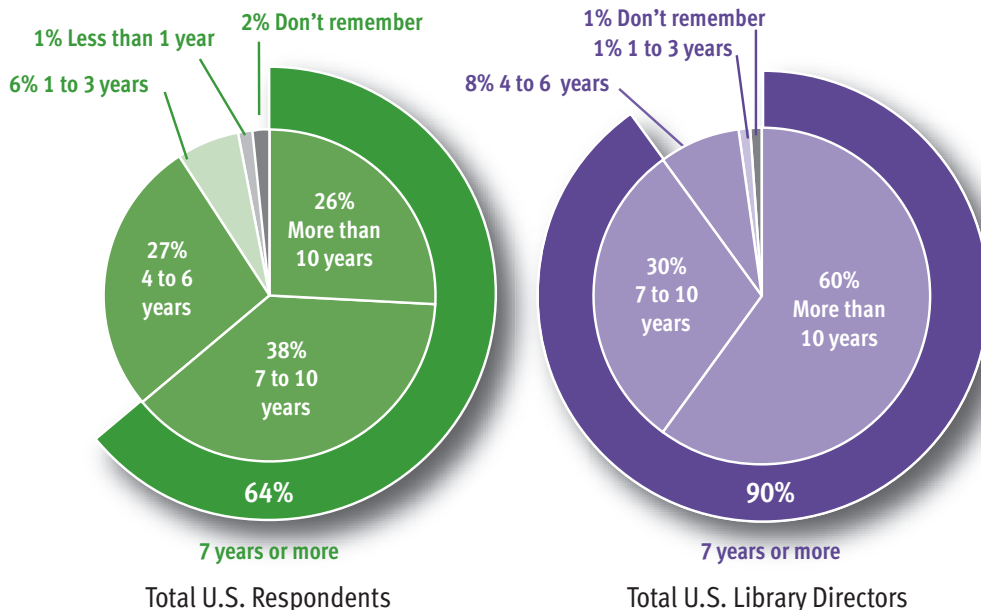


Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 510.

Librarians may well be the digital pioneers of the Internet Age. The Internet has been used longer by librarians than any population or age group surveyed. Ninety percent (90%) of librarians have been online seven years or more, compared to 64% of the U.S. general public. Over half of librarians have used the Internet for more than a decade.

Length of Time Using the Internet

Thinking of your overall usage of the Internet, how many years would you estimate you have been using the Internet?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 525.

60%
of U.S. library directors have
used the Internet for over a decade,
compared to
26%
of the U.S. general public.

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Librarians have participated in a wide range of online activities. On average, library directors are more likely to have participated in many of these activities than the users they serve. Many of these online activities could be categorized as “content-centric” and are similar in nature to the daily professional services and programs that many librarians perform and direct.

Library directors are more likely than the U.S. general public to have:

- Borrowed items or searched for specific items at a library Web site: +67%
- Browsed for or purchased books online: +42%
- Read someone’s blog: +24%
- Created a Web page: +19%
- Browsed for information using a search engine: +11%

Library directors are less likely than the U.S. general public to have:

- Sent or received instant messages: –21%
- Used a social networking site: –15%

Online Activities

What type of online activities have you done or participated in during the last 12 months? Please select all that apply.

	Total U.S. Respondents	Total U.S. Library Directors
Browsing/purchasing activities		
Used search engines	86%	97%
Browsed for or purchased items online	76%	92%
Used an online banking or investment Web site	58%	63%
Browsed for or purchased books online	52%	94%
Used an online question service	45%	50%
Read someone’s blog	44%	68%
Searched for or borrowed items from the library Web site	23%	90%
Read online (electronic) books	17%	32%
Interacting activities		
Sent or received e-mails	96%	99%
Sent or received instant messages	59%	38%
Used a social networking site	37%	22%
Used chat rooms	18%	11%
Used online dating sites	9%	7%
Accessed business-related social networking sites	6%	7%
Creating activities		
Used a social media site	32%	36%
Blogged or wrote an online diary/journal	19%	19%
Created a Web page	18%	37%
Contributed information to others’ Web pages	18%	27%

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 530.

97%

of library directors and

86%

of the U.S. general public have used search engines.

22%

of library directors and

37%

of the U.S. general public have used social networking sites.

There are noteworthy differences in the adoption of certain Internet activities when we compare librarians ages 22–49 and 50+ to the respective U.S. general public age groups. We find librarians have a much broader adoption of many Internet activities, especially among those Internet activities categorized as “creating” or “browsing” (e.g., creating Web pages, using search engines, reading blogs, etc).

Online Activities

What type of online activities have you done or participated in during the last 12 months? Please select all that apply.

57%
of library directors
ages 22–49
have created
Web pages
compared to
20%
of the U.S. general
public ages 22–49.

	Age 22–49	Age 50+
	U.S. Library Directors compared to U.S. Respondents	U.S. Library Directors compared to U.S. Respondents
Browsing/purchasing activities		
Used search engines	+ 10%	+ 9%
Browsed for or purchased items online	+ 17%	+ 11%
Used an online banking or investment Web site	+ 10%	- 9%
Browsed for or purchased books online	+ 36%	+ 45%
Used an online question service	+ 1%	+ 7%
Read someone’s blog	+ 31%	+ 33%
Searched for or borrowed items from the library Web site	+ 67%	+ 72%
Read online (electronic) books	+ 25%	+ 17%
Interacting activities		
Sent or received e-mails	+ 2%	+ 3%
Sent or received instant messages	- 5%	- 16%
Used a social networking site	+ 0%	+ 0%
Used chat rooms	- 6%	- 2%
Used online dating sites	+ 1%	- 3%
Accessed business-related social networking sites	+ 2%	+ 1%
Creating activities		
Used a social media site	+ 23%	+ 13%
Blogged or wrote an online diary/journal	+ 18%	+ 7%
Created a Web page	+ 37%	+ 18%
Contributed information to others’ Web pages	+ 20%	+ 8%

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 530.

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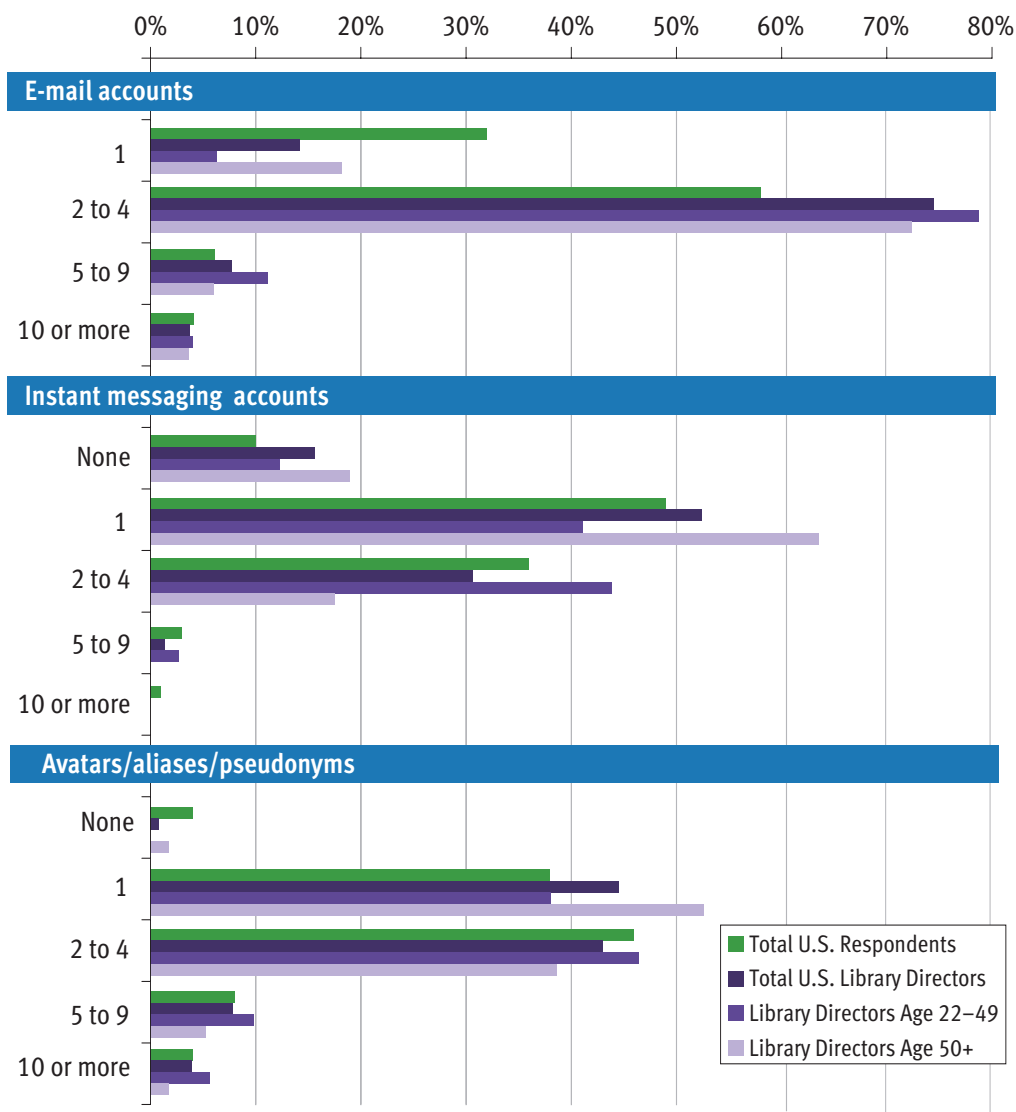
Library directors are more likely than the U.S. general public to have multiple online addresses. Most library directors (74%) have two to four e-mail addresses. Over half of library directors also have at least one instant messaging account. Library directors ages 22–49 also are more likely than both their age 50+ colleagues and the U.S. general public to have multiple e-mail addresses and instant messaging accounts.

More library directors ages 22–49 and 50+ have created an alias, avatar or pseudonym than the U.S. general public.

Online Addresses and Avatars

How many e-mail addresses and IM (instant messaging) accounts do you have?
How many aliases, avatars or pseudonyms have you created for the Web?

Base: Respondents who have sent or received an e-mail and/or instant message.



Library directors are more likely to have created an alias than the U.S. general public.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 535, 540 and 830.

Favorites Sites

Library directors show a higher usage of commercial sites compared to the U.S. general public but lag behind in the use of social networking sites. Amazon is their top choice of commercial sites. MySpace is the most used social networking site among U.S. library directors. YouTube tops the list of social media sites.

Commercial Sites

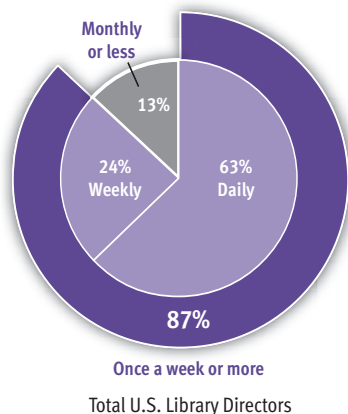
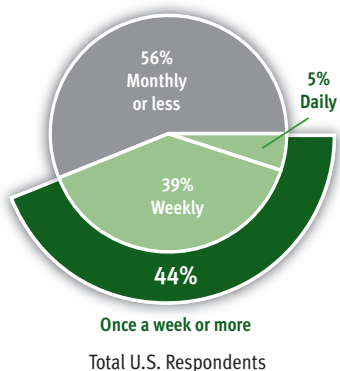
Library directors report strong use of commercial Internet sites. Overall, library directors are also more likely than the U.S. general public to have used commercial banking/investment (+5%) and retail shopping sites (+16%).

Library directors browse and shop for books. While Amazon is the most popular commercial site for both library directors and the U.S. general public, a remarkable 92% of librarians report having shopped at Amazon in the past year, a rate nearly double that of the U.S. general public. More than half of library directors have browsed for or purchased items at Barnesandnoble.com, compared to 25% of the U.S. general public.

Among commercial site users, only 13% of the U.S. general public used a library Web site in the last 12 months to browse for books compared to 77% of library directors

92%
of library directors have used Amazon,
56%
of the U.S. general public have.

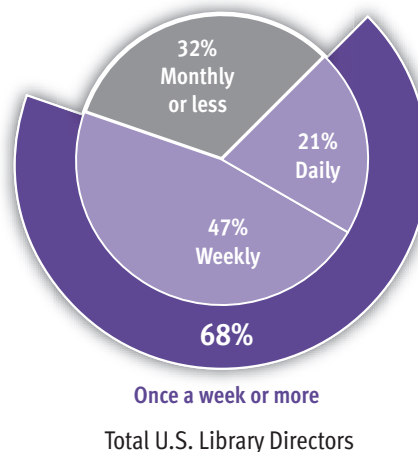
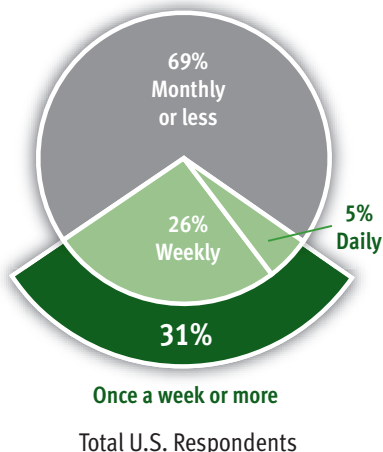
Frequency of Library Web Site Use



Frequency of Amazon Use

Typically, how frequently do you log in to (your preferred commercial site)?

Base: Respondents who have used a commercial and/or library Web site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 790.

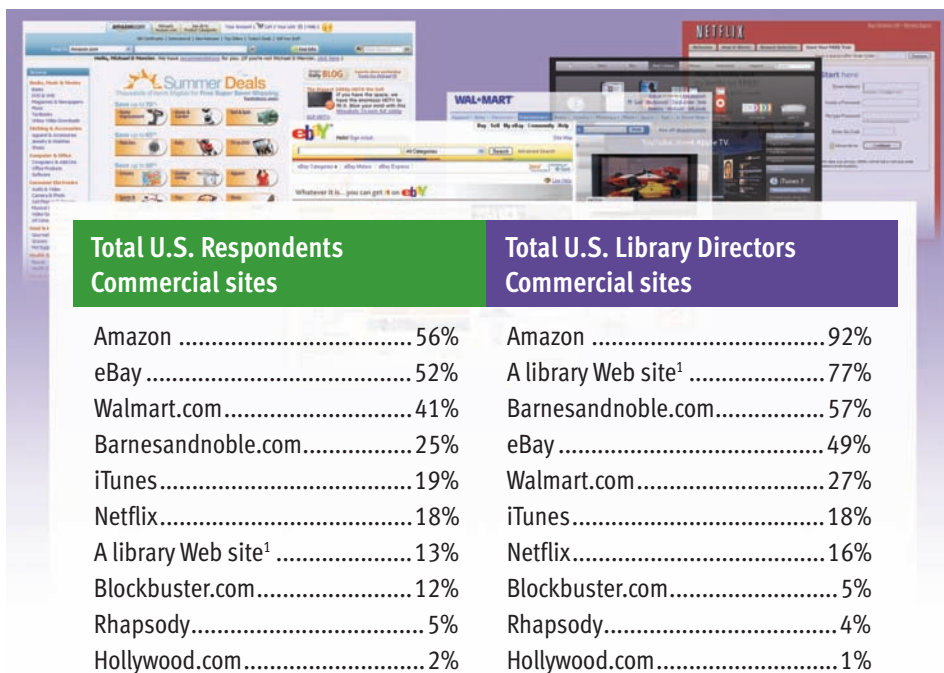
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 790.

Favorite Commercial Sites

Below is a list of Web sites commonly used to browse for and/or purchase music, movies, books and other retail items (e.g., clothing, electronics, etc.).

Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a commercial and/or library Web site.



Note: The chart shows the top 10 sites.

¹Library Web site was grouped with commercial sites to provide a view of relative usage across respondent groups.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 770.

Social Networking Sites

The U.S. general public’s use of social networking sites (37%) is higher than all other regions surveyed; the use of social networking sites among all library directors is notably less than the U.S. general public, at 22%.

Usage across the two librarian age groups varied. While only 13% of library directors age 50+ have used a social networking site, use by library directors ages 22–49 is significantly higher, at 38%. This usage rate is on par with the overall usage rate of the U.S. general public.

Librarians generally use the same social networking sites, but their usage rates indicate some interesting differences. MySpace, Facebook and Classmates.com are among the most used social networking sites for both librarians and the U.S. general public; MySpace is the most used site for both groups.

Classmates.com is the second most used social networking site for both librarians and the U.S. general public. It was equally used by the public and academic library directors.

Not surprisingly, Facebook, which began as a social networking site for college students, was used significantly more by academic library directors (58%) than by public library directors (10%).

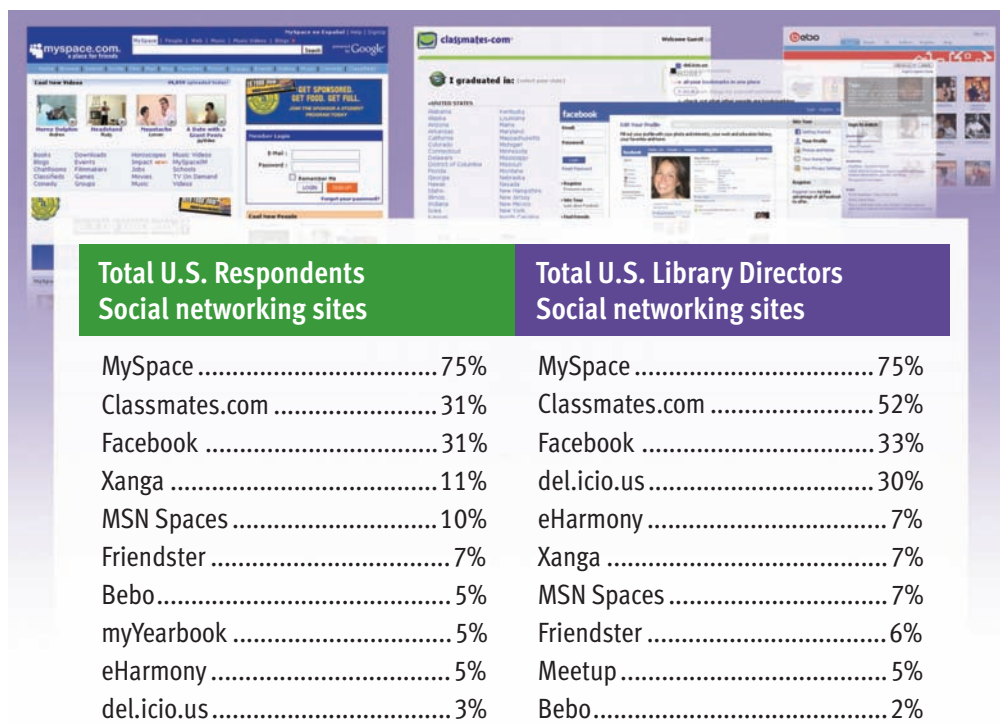
Significantly more academic library directors used del.icio.us than their public library colleagues, 45% compared to 20%. While 30% of total library directors have used del.icio.us in the last year, only 3% of the U.S. general public have used the site. This usage difference may be due to the nature of the del.icio.us service. While the social features of del.icio.us are unmistakably important to its purpose, the general function of the service is to provide reference/search recommendations based on user categorizations, a domain of particular importance and expertise in the library community.

*MySpace
is the
most used
social
networking site
among librarians and
the U.S. general public.*

Favorite Social Networking Sites

Below is a list of social networking Web sites. Please select all the Web sites you have used in the past 12 months.

Base: Respondents who have used a social networking site.



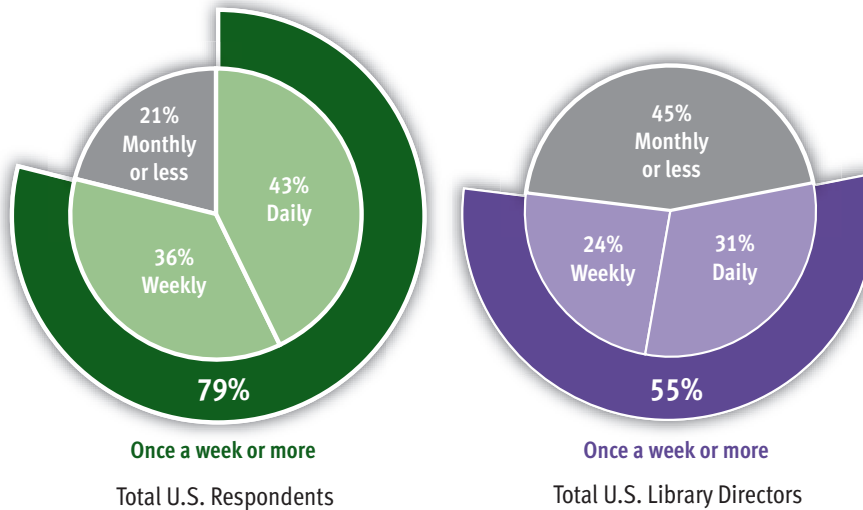
Note: The chart shows the top 10 sites.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 605.

Frequency of MySpace Use

Typically, how frequently do you log in to
(your preferred social networking site)?

Base: Respondents who have used a social networking site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 635.

Social Media Sites

YouTube is the dominant social media service of choice for both library directors and the U.S. general public. It is also the social media service of choice across all geographies surveyed.

Flickr is the second most popular social media site for librarians; almost half of the librarians (49%) have used the service in the last year. Flickr is a feature-rich photo-sharing service, offering the ability to post pictures for direct sharing, storage and use on the site itself, as well as providing its application programming interface (API) for program enhancements by users. This service is similar to the content collection and distribution model used by many U.S. libraries. In contrast, much of the use of Photobucket and Yahoo! Photos is connected to collaboration and communication functions and tied to services of other social networking and portal sites. Photobucket and Yahoo! Photos were used by more U.S. respondents than librarians. [NOTE: After the survey was conducted, Yahoo! closed Yahoo! Photos in September 2007.]

The same social media sites were generally used by academic and public library directors.

Favorite Social Media Sites

Below is a list of social media Web sites. Please select all the Web sites you have used in the past 12 months.

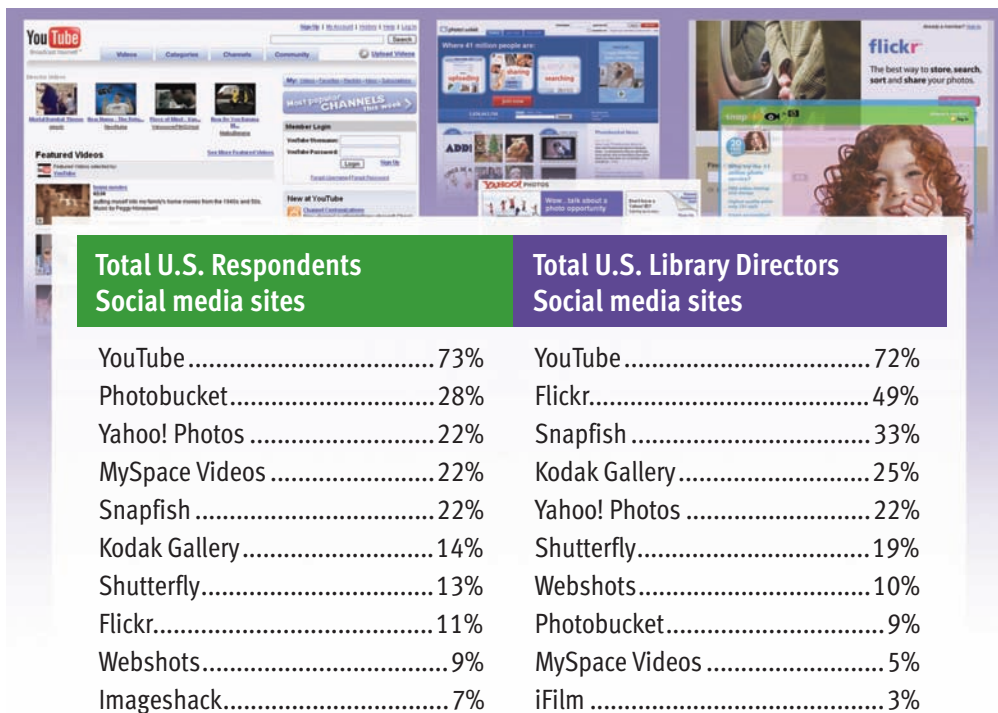
Base: Respondents who have used a social media site.

18%

of library directors and

19%

of the U.S. general public have used iTunes.



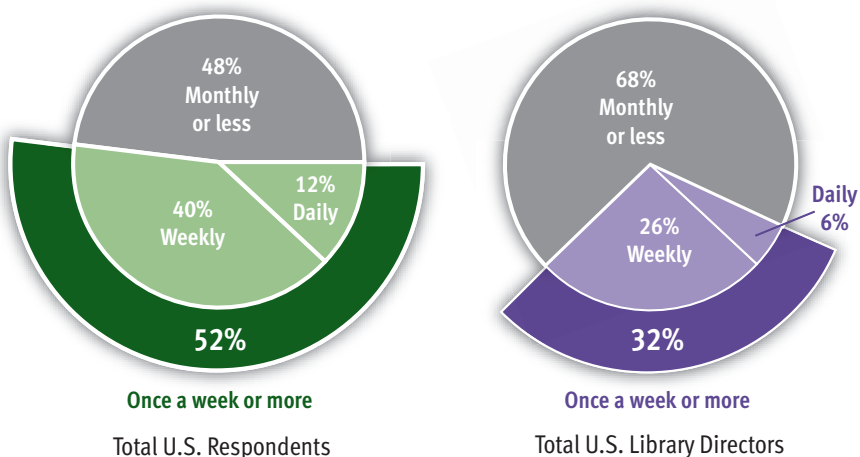
Note: The chart shows the top 10 sites.

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 710.

Frequency of YouTube Use

Typically, how frequently do you log in to (your preferred social media site)?

Base: Respondents who have used a social media site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 740.

When looking at the three types of Internet sites surveyed—social networking, social media and commercial sites—our results indicate library directors are using social media and commercial sites at roughly the same rate or more than the U.S. general public. Overall, librarians age 50+ lag in their use of social networking sites, but librarians ages 22–49 are using them at a rate equal with U.S. general public. Together, U.S. library directors and the U.S. general public ages 22–49 lead the use of social networking sites across the six countries surveyed, at 38%.

Library directors are using the same sites as the U.S. general public, but are they using the sites for the same reasons?

Why Library Directors Use Social Sites

The survey results highlight that library directors and the U.S. general public are using many of the same social Internet sites, but their primary motivations for using these services vary. Library directors are more likely to utilize social sites for browsing services or content creation, rather than for social exchange. A quarter are motivated to use social networks as a part of their business.

Motivations for Using Social Networking Sites

Library directors and the U.S. general public use social networking sites for a variety of reasons. While *my friends use the same site* is the most common reason why both the library directors and the U.S. general public use social networking sites, the degree to which this is the top motivator greatly varies. Seventy percent (70%) of the U.S. general public cite *my friends use the same site* as their main reason for using a social networking site, compared to 37% among library directors.

Library directors reported a balanced set of reasons for using social networking sites, with almost equal emphasis given to *my friends use the same site*, *being part of a group or community*, *the Web site is useful*, *to network or to meet new people* and *I use as part of my business*. In sharp contrast to the U.S. general public at 42%, only 17% of library directors use a social networking site because *the Web site is fun*. Over a quarter of librarians (27%) say that they use the social networking sites *as part of their business* compared to only 4% of the U.S. general public. Nearly half (49%) of the U.S. general public age 50+ cite *being part of a group or community* as the primary motivator for using a social networking site, compared to only 21% of library directors age 50+.

27%

of library directors and

4%

of the U.S. general public use social networking sites for business.

Why Library Directors Use Social Networking Sites

Which of the following describe why you use your preferred social networking Web site(s)? Please select all that apply.

Base: Respondents who have used a social networking site.
Note: The chart represents responses of 25% or more.

Total U.S. Respondents	
My friends use the same site	70%
The Web site is fun	42%
To network or to meet new people	38%
To be a part of a group or community	30%
The Web site is useful	28%
Total U.S. Library Directors	
My friends use the same site	37%
To be a part of a group or community	31%
The Web site is useful	30%
To network or to meet new people	27%
I use it as a part of my business	27%

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 626.

Motivations for Using Social Media Sites

The top motivation for library directors to use a social media site is *the Web site is useful* (35%). While a third of the U.S. general public also report using Web sites for utility, this motivation ranked first for librarians, but third for the U.S. general public. Twenty-three percent (23%) of library directors use a social media site because *it is part of my business*, compared to just 3% of the U.S. general public. As with social networking sites, library directors are less likely to say that they use social media sites because *the Web site is fun* (26%) than the U.S. general public (43%); the community-building components of social media sites are also less utilized by library directors.

23%

of library directors and

3%

of the U.S. general public use social media sites for business.

Why Library Directors Use Social Media Sites

Which of the following describe why you use your preferred social media Web site(s)? Please select all that apply.

Base: Respondents who have used a social media site.
Note: The chart represents responses of 15% or more.

Total U.S. Respondents	
The Web site is fun	43%
My friends use the same site	34%
The Web site is useful	33%
To document and share personal experiences	16%
Total U.S. Library Directors	
The Web site is useful	35%
The Web site is fun	26%
I use it as part of my business	23%
My friends use the same site	19%

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 730.

Sharing Personal Information Online

Library directors and the U.S. general public use many of the same social networking, social media and commercial sites. While the usage rates are similar, the survey results identified several notable differences in the amount of personal information that library directors and the U.S. general public are willing to share.

Librarians are more likely than the general public to provide information on commercial sites and to sign up for alert notifications, but less likely to provide personal information on social sites.

Survey respondents who used social networking, social media and commercial sites were asked to indicate the types of personal information they have supplied on each type of site. The survey respondents were presented with 22 different information types and were asked which they have supplied on these sites in the past 12 months.

The information types were grouped into three general categories: **contact information**, including information such as name, address, e-mail and phone; **individual information**, including marital status, personality attributes, sexual preference, physical attributes and birthday; and **interest information** such as subjects of interest, books read and association affiliations.

Library directors were less likely than the U.S. general public to have supplied **contact, individual** and **interest information** on either social networking or social media sites. The directors were more likely to have supplied **contact information** on commercial sites.

The higher the level of social interaction or community on a site, the more personal information both the library directors and the U.S. general public are willing to provide.

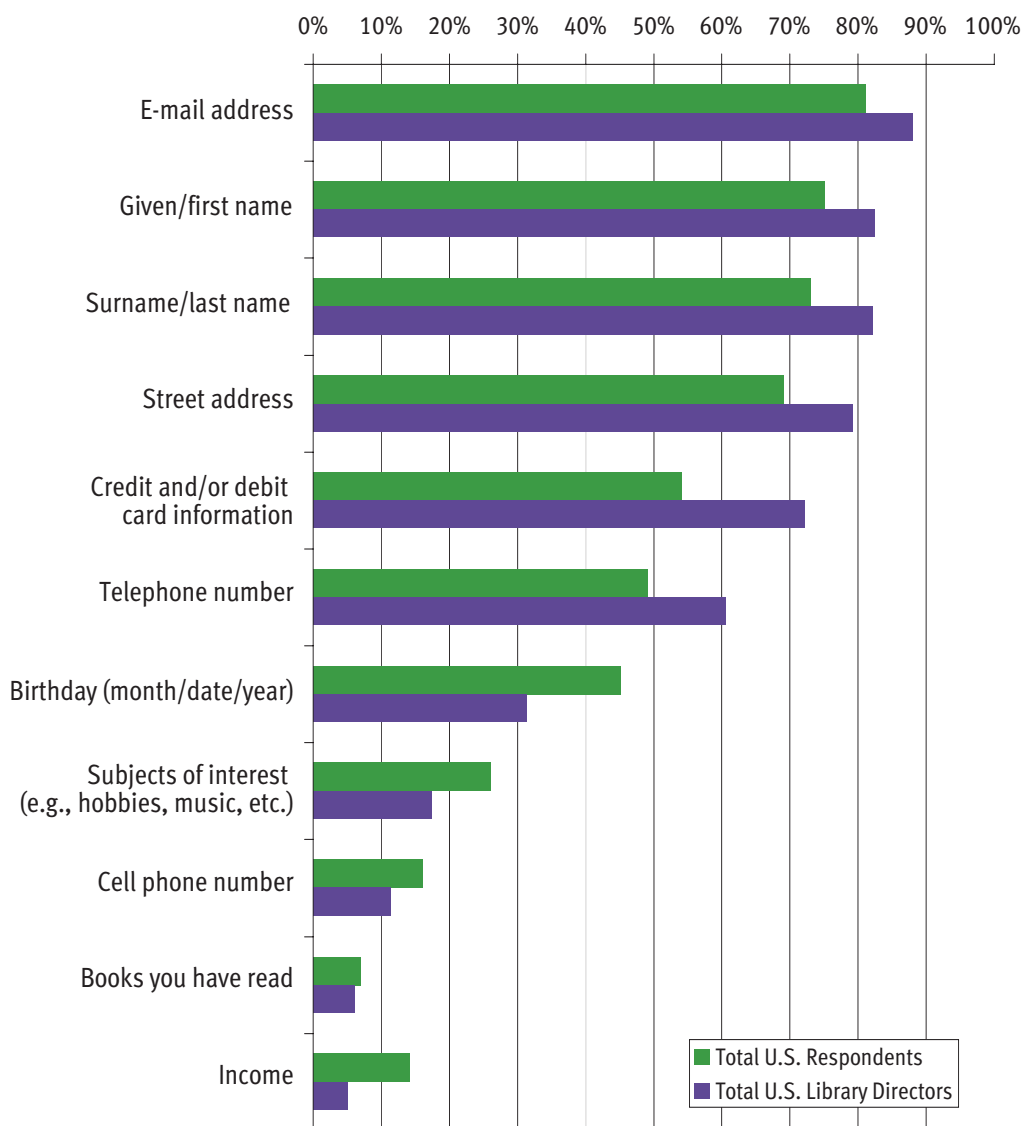
Information Shared on Commercial Sites

Over half of library directors have supplied general **contact information**, including *e-mail address, phone number* and *credit card information* on commercial sites. Library directors are more likely than the U.S. general public to have supplied general **contact information** and *credit card information* on a commercial site, but less likely to have provided *subjects of interest, income* or other individual and interest information.

Information Shared on Commercial Sites

Which of the following types of information have you ever supplied about yourself when you were browsing for and/or purchasing music, movies, books and other retail items? Please select all that apply.

Base: Respondents who have used a commercial site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 765.

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Notification services, often used as a way to stay abreast of news and information from a company or service, were used by more library directors than the U.S. respondents.

Almost half of the library directors (46%) have registered to receive e-mail alerts compared to 39% of the U.S. general public.

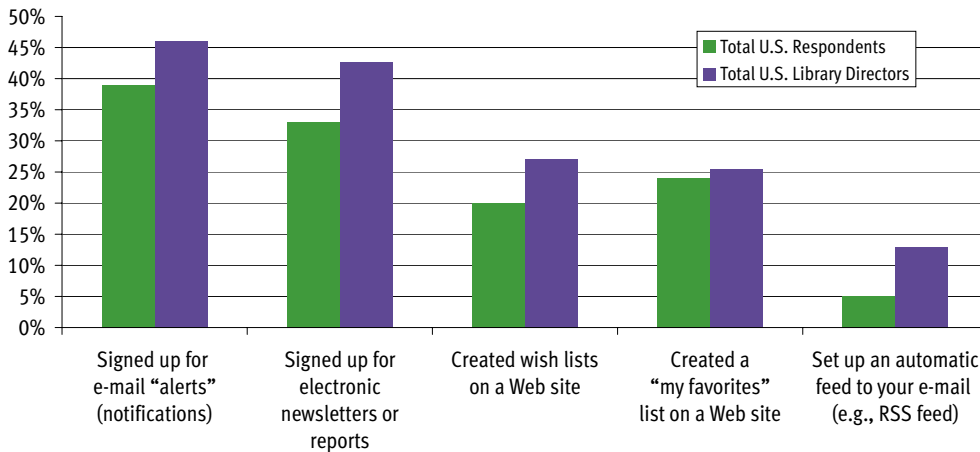
Library directors were also more likely than the U.S. general public to have signed up for electronic newsletters, created wish lists or “favorites” or to have set up RSS feeds on commercial sites.

A larger percentage of library directors have used notification and alert services on commercial sites compared to the U.S. general public.

Use of Commercial Electronic Notification Services

Which of the following types of activities have you done during the last 12 months while browsing for and/or purchasing music, movies, books and other retail items? Please select all that apply.

Base: Respondents who have used a commercial site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 760.

Information Shared on Social Networking Sites

Library directors were less likely to have shared personal information on social networking sites than the U.S. general public, with some differences including *marital status, birthday, physical attributes* and *sexual preference*.

In only three instances did library directors provide information in proportion to the U.S. general public: *books they had read, associations they belong to* and *self-published information*. In all instances, librarians ages 22–49 were more likely than their age 50+ colleagues to have shared personal information on social networking sites. Approximately 30% of library directors age 50+ indicated they have not shared any of the information evaluated, making it likely that they are using social networking sites only as readers and not as active participants.

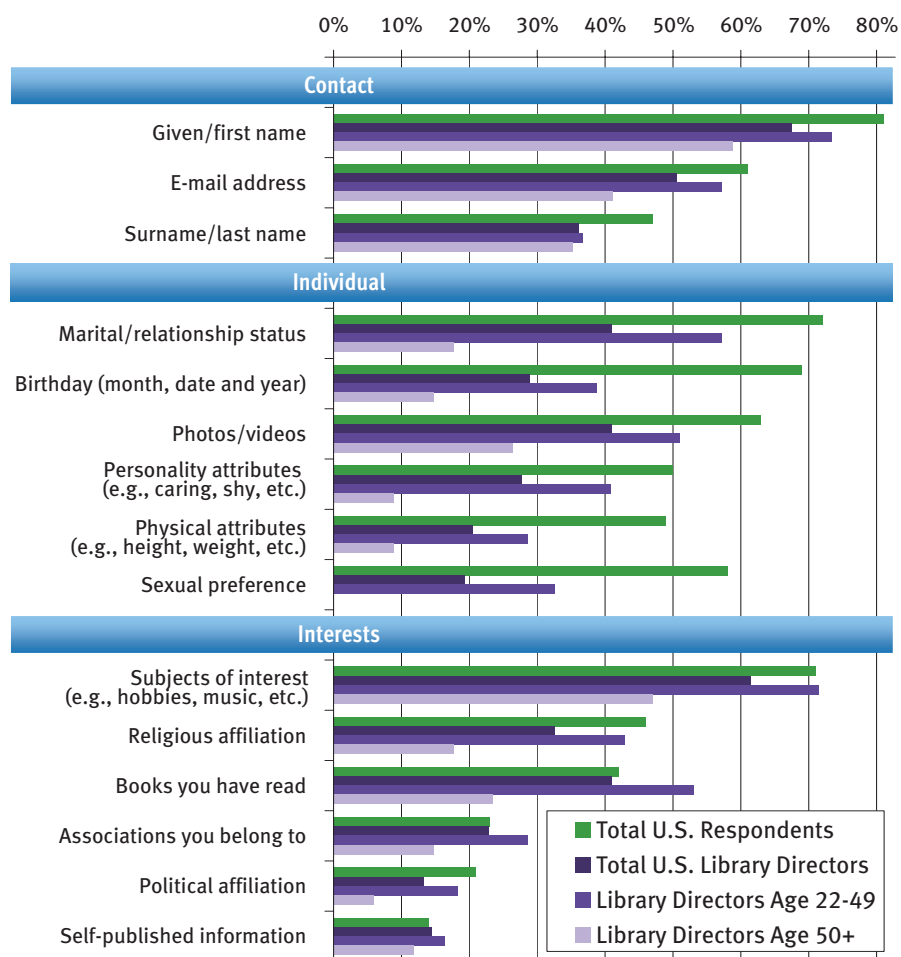
50%
of U.S. respondents and
28%
of U.S. library directors have shared personality attributes on social networking sites.

Information Shared on Social Networking Sites

Which of the following types of information have you ever supplied about yourself on social networking Web sites? Please select all that apply.

Base: Respondents who have used a social networking site.

Note: No library directors age 50+ have supplied information related to sexual preference.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 625.

Information Shared on Social Media Sites

Library directors are less likely to have shared personal information on social media sites than the U.S. general public. Over 50% of library directors indicated that they have not provided any personal information on social media sites.

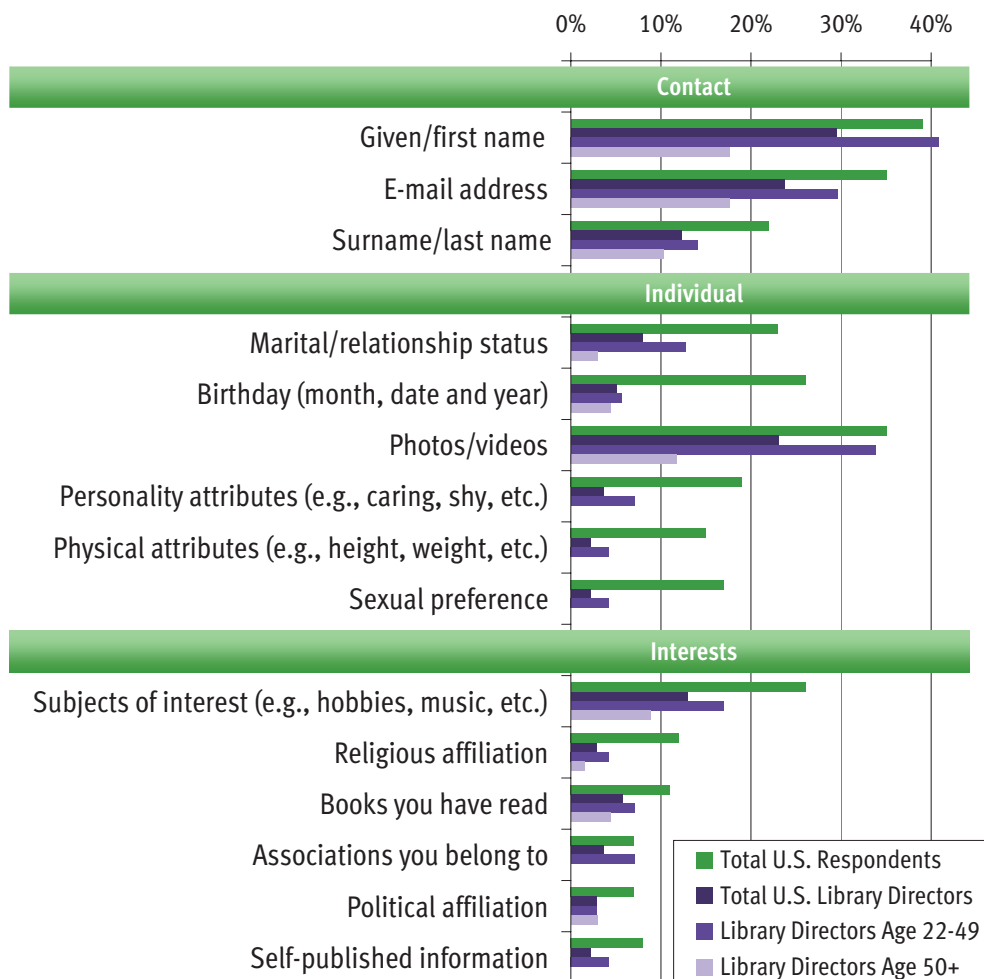
The data indicate similar information-sharing behavior on both social media and social networking sites. As with social networking sites, library directors are less likely to have provided information on social media sites than the U.S. general public. Again, library directors ages 22–49 were more likely to have shared information than their age 50+ colleagues.

Information Shared on Social Media Sites

Which of the following types of information have you ever supplied about yourself on social media Web sites? Please select all that apply.

Base: Respondents who have used a social media site.

Note: No library directors age 50+ indicated they have shared the following attributes: personality and physical attributes, sexual preference, associations and self-published information.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 725.

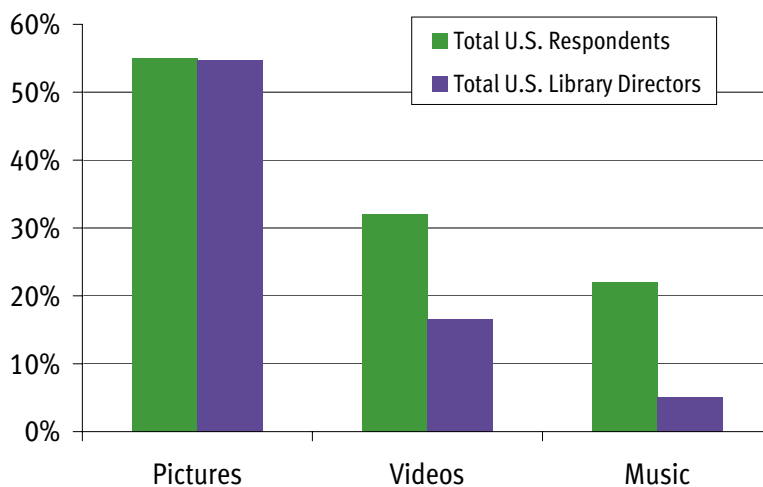
Sharing *pictures* is the top social media activity for both library directors and the U.S. general public. At rates equal to the U.S. general public, over half of the library directors have uploaded or linked to *photos* on social media sites.

Library directors are less likely to have uploaded or linked to *videos* or *music* on a social media site.

Uploading or Linking on Social Media Sites

Which of the following have you uploaded or linked to on a social media Web site(s) during the last 12 months? Please select all that apply.

Base: Respondents who have used a social media site.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 705.

Views on Privacy and Security

Overall, library directors see a trend toward less Internet privacy and less Internet security, while the U.S. general public feels privacy and security on the Internet is stable.

It can be difficult to separate the concepts of privacy and security on the Internet. In the physical environment, people can interact with a person or organization with relatively little thought to personal privacy or information security. But on the Internet, where most communication is remote and requires the transmission of personal information to interact at any level with an organization or individual, new issues around privacy and security begin to shape relationships.

To understand how the perceptions of privacy and security among librarians compare to the U.S. general public, we asked a series of questions about both general and specific attitudes concerning Internet privacy and security over the past two years.

Internet Privacy

About a quarter of the U.S. general public and library directors feel there was *no change* in the privacy of their personal information online over the last two years, at 22% and 23%, respectively. Slightly more of the U.S. general public feel their personal information on the Internet is *kept less private* (33%) today than feel it is *more private* (26%) when compared to two years ago. Comparatively, 42% of the library directors feel that their personal information is *kept less private* today than it was two years ago, while only 15% feel it is *kept more private*.

Library directors were also asked to predict how the public feels their personal information has been kept on the Internet. Their estimations are labeled as “Total U.S. Library Directors: Estimation of Users’ Views” when presented in the charts.

Library directors’ estimate of the public’s view of Internet privacy were close to their own views. Fifty-one percent (51%) of library directors estimated the public feels their personal information is *kept less private* on the Internet than it was two years ago; 33% of the U.S. general public actually reported feeling this way, whereas 42% of the library directors feel their own personal information is *kept less private* on the Internet.

Ten percent (10%) of library directors estimated that the public feels their personal information on the Internet is *kept more private*. Twenty-six percent (26%) of the U.S. general public hold this view. Again, directors estimated that users’ views closely reflected their own privacy views; 15% of library directors feel their own personal information is *kept more private* on the Internet.

Internet Privacy

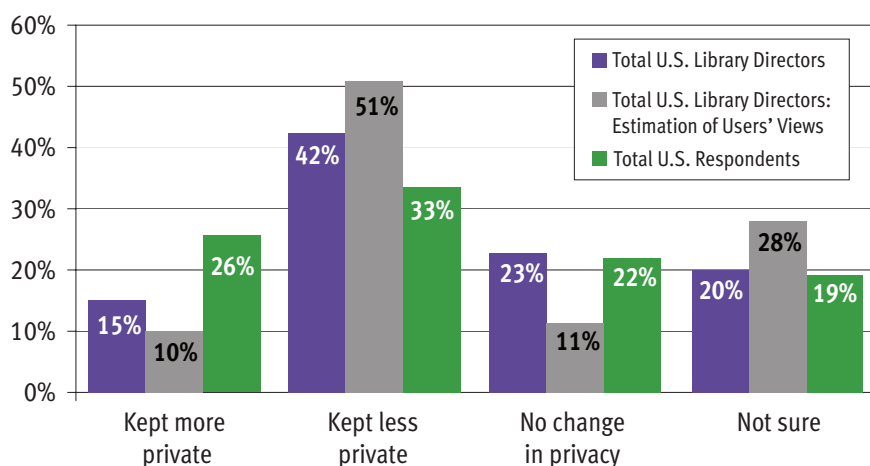
Generally, do you think that your personal information on the Internet is kept more private than, less private than, or the same as it was two years ago?

Generally, do you believe the public feels their personal information on the Internet is kept more private than, less private than, or the same as it was two years ago?

I have no concerns

46-year-old from Germany

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 905, "Overall, what types of concerns do you have about keeping your personal information private?"



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 930 and 1195.

I worry that maybe my bank information will be stolen, but I've used online banking for more than 6 years at 2 different banks and never had a problem, so i feel fairly safe.

30-year-old librarian from the United States

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 905, "Overall, what types of concerns do you have about keeping your personal information private?"

Top Privacy Concerns

Overall, what types of concerns do you have about keeping your personal information private?

U.S. Library Directors

Ads/spam **Credit/financial theft**
Data sharing/leaks Finding me Fraud Government abuse Government ID
Hackers **Identity theft** Library privacy Limit information provided
No concerns No guarantee No trust Privacy policy Privacy rights Safety issues
Security issues Selling my information Spying Stalkers Tracing me
Trust particular companies/Web sites Use of information Who has access to my information?

U.S. General Public

Abuse **Ads/spam** Confidentiality Credit/financial theft Data security Data sharing/leaks
E-mail/Web site security Financial security Finding me/my address Fraud General concern
Government ID Government abuse Hackers **Identity theft** Library privacy
Limit information provided **No concerns** No guarantee No one's business No trust
Privacy policy **Privacy rights** Profiling **Protect personal information**
Safety issues Security issues Selling my information Spying Stalkers Telephone calls/number
Tracking of Information Trust particular companies/Web sites Use of information Who has access to my information?

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 905.

Over 700 comments by U.S. library directors and nearly 3,000 comments from the U.S. general public about their privacy concerns have been categorized and presented as the tag clouds above.

The most pressing privacy concern for both U.S. library directors and the U.S. general public is *identity theft*. Librarians were slightly more concerned about *ads/spam* than were respondents from the U.S. general public, but unwanted solicitations were a top concern for both.

Librarians were more concerned about *privacy rights* in general than the U.S. general public. Library privacy was mentioned as a top concern by less than 1% of each group.

Internet Security

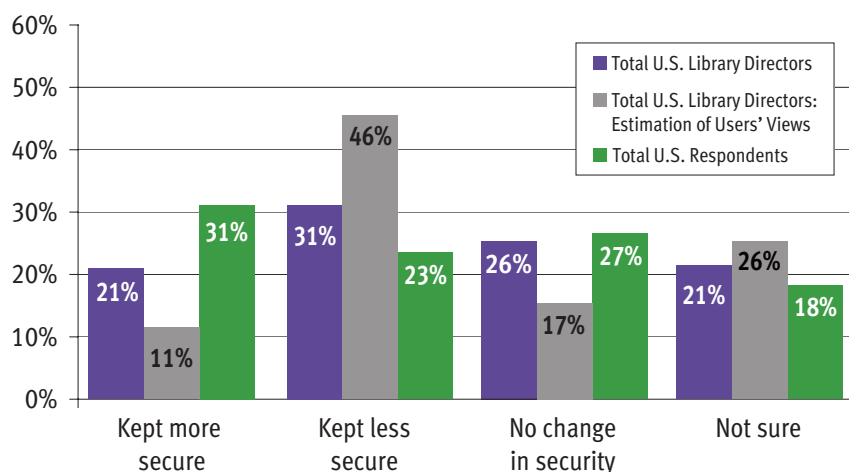
In general, library directors hold similar views of Internet security trends as they do of Internet privacy. More library directors feel the Internet is less secure than it was two years ago.

Twenty-one percent (21%) of library directors feel their personal information on the Internet is *kept more secure* (slightly more than those who indicated the Internet was *kept more private* at 15%) compared to over 30% of the U.S. general public.

Library directors estimated the public would have more negative views on Internet security than what they estimated with Internet privacy. Nearly half of the library directors (46%) estimated the public would feel their personal information has been *kept less secure* than it was two years ago, which is double the rate of what the U.S. general public actually reported (23%). Eleven percent (11%) of library directors predicted the public feels their personal information has been *kept more secure* in the last two years compared to 31% of the U.S. general public who actually rated the Internet as *more secure*.

Internet Security

Generally, do you think that your personal information on the Internet is kept more secure than, less secure than, or the same as it was two years ago?



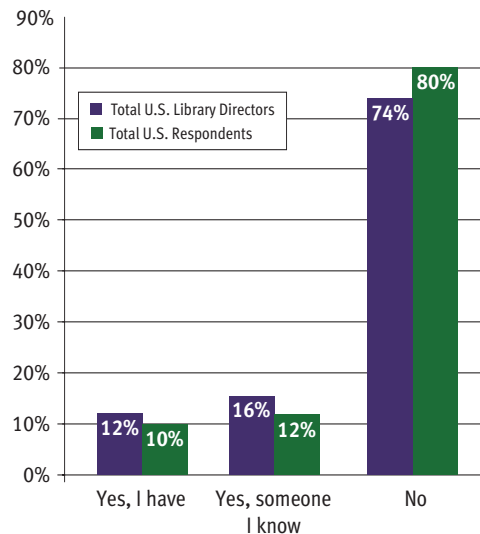
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 935 and 1200.

U.S. Library Directors

While library directors are more likely than the U.S. general public to feel their personal information is *kept less secure* on the Internet, their experiences with unauthorized use of personal information on the Internet is very similar to the U.S. general public's experiences. Twelve percent (12%) of library directors and 10% of the U.S. general public have experienced improper use of personal information.

Improper Use of Personal Information Online

Have you or has anyone you know ever had personal information used online without consent? Please select all that apply.

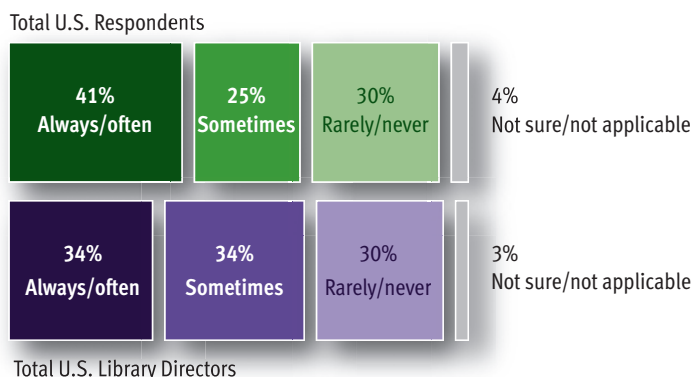


Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1135.

Library directors feel the Internet is less secure than it was two years ago, and they are less likely than the U.S. general public to use the same password at multiple sites as a security measure. A third of library directors *always* or *often* use the same password when registering at Web sites compared to 41% of the U.S. general public.

Use of the Same Password

In general, when registering at any Web site, how often do you use the same password as you do with other sites?



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 836.

Privacy and Everyday Activities

Overall, the U.S. general public feel that many of their everyday activities are more private than do library directors. The only areas in which library directors ranked the privacy of activities as more private than the U.S. general public are the library’s print collection, and a library Web site.

The majority of library directors feel their online banking/investment service activity is *extremely or very private* (60%). This activity is considered to be substantially more private than any other activity evaluated by both librarians and the U.S. general public. E-mail at home is seen as the second most private activity by the U.S. general public, at 43%; library directors rate e-mail third at 25%.

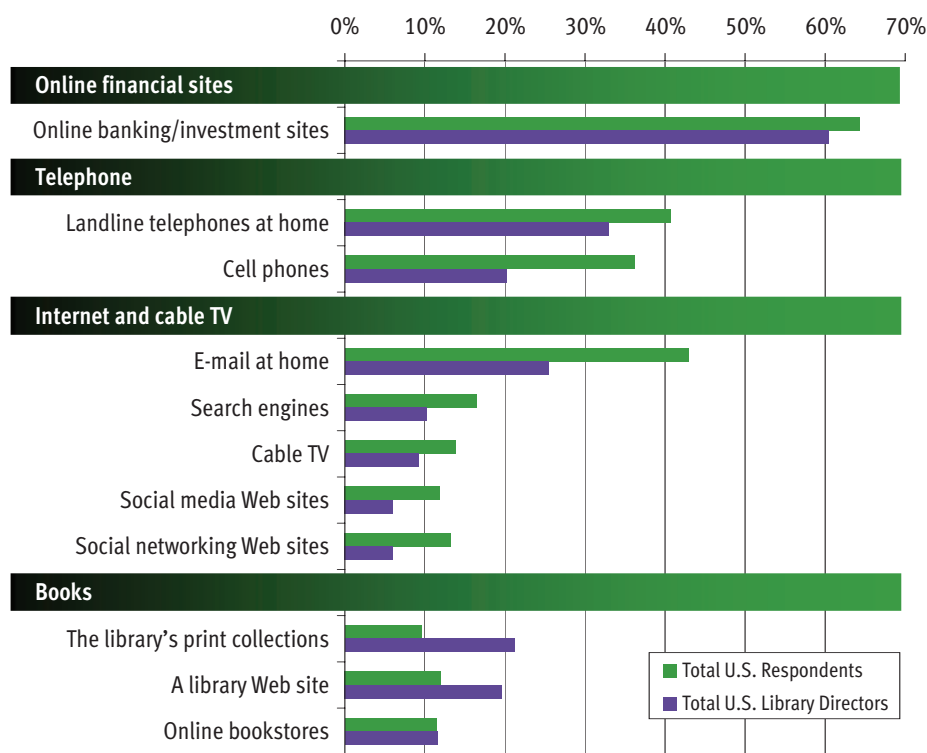
Both librarians and the U.S. general public rated social networking and social media activities similar to search engines, online bookstores and cable television. A third or more of library directors and the U.S. general public feel their activity while using landline phones at home is *extremely or very private*, at 33% and 41%, respectively. Over a third (36%) of the U.S. general public feel their use of cell phones is *extremely or very private*, nearly two times more than library directors, at 20%.

43%
of the U.S. general public feel e-mail at home is extremely or very private, compared to **25%** of library directors.

Privacy and Everyday Activities

For each of the following, please rate how private, if at all, your activity is while using it.

Note: The chart shows the *extremely private* and *very private* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 926.

Sharing Personalities Online

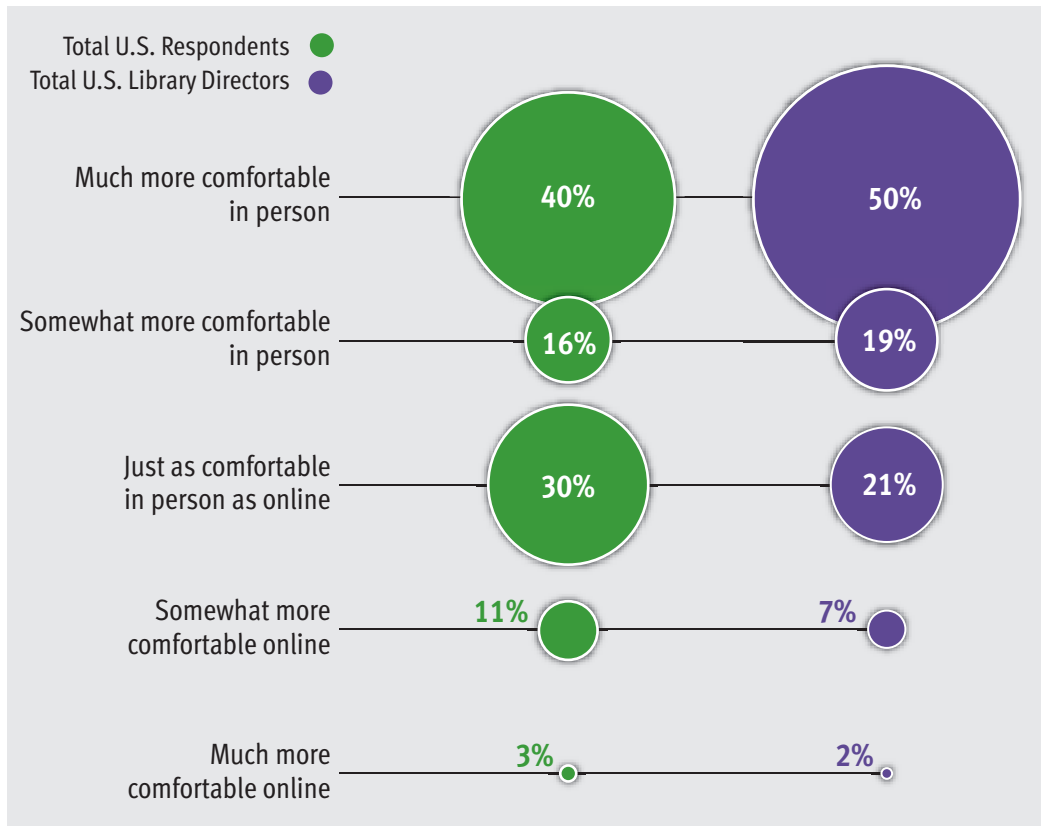
Most respondents, both library directors and the U.S. general public, indicated they were more comfortable sharing their true personalities in person than online. While most comfortable in person, both groups indicated that they have the same personalities online as they do in person. Library directors are more likely than the U.S. general public to prefer to remain anonymous on social and commercial sites.

Library directors are more comfortable sharing their true personality in person than online. More than two-thirds of librarians (69%) indicated they are at least *somewhat more comfortable* sharing their true personalities in person than online compared to 56% of the U.S. general public.

Nearly a third of the U.S. general public are equally comfortable sharing their personalities online as in person, compared with just over 20% of library directors. Only a very small percentage of both the U.S. general public and library directors are more comfortable sharing their true personalities online than in person.

Sharing Your True Personality

Please indicate where you are more comfortable sharing your true personality (e.g., feelings, attitudes, interests, etc.).



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 940.

While most respondents are at least *somewhat more comfortable* sharing their true personalities in person, the majority of both librarians and U.S. respondents (over 60%) *agree* (*strongly agree* or *somewhat agree*) that they have the same personality while using social networking and commercial sites as they do in person; approximately half of both groups *agree* they have the same personality while using social media sites. Seventy percent (70%) of librarians *agree* to having the same personalities on commercial sites as they do in person.

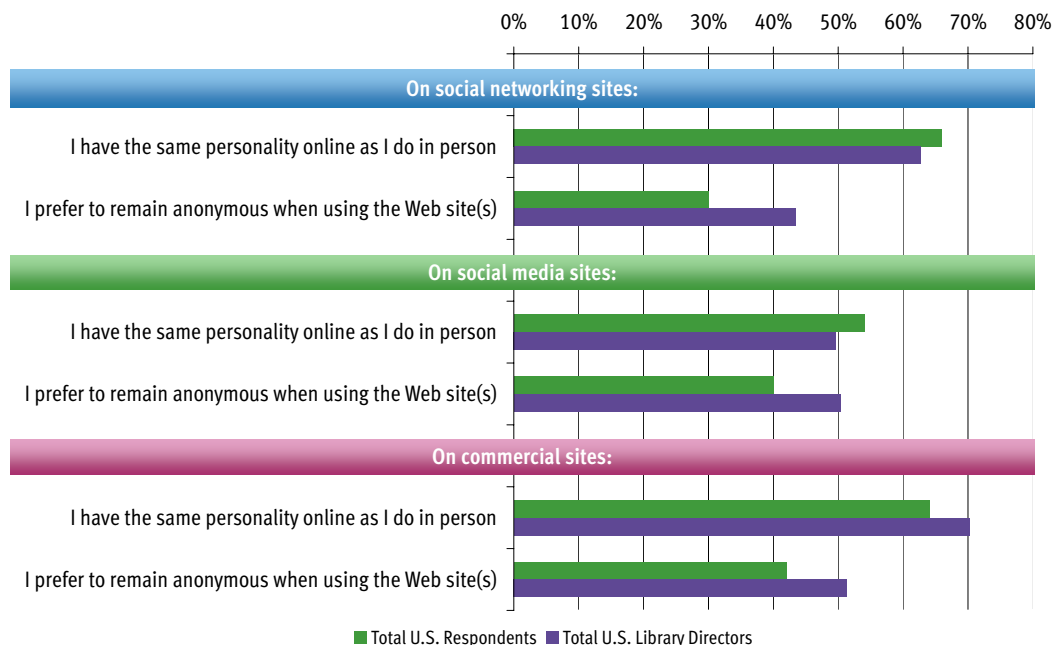
Half of library directors *agree* they prefer to remain anonymous when using commercial and social media sites. Just over 40% also prefer anonymity on social networking sites.

Personality and Anonymity Online

Thinking about the [social networking, social media, and/or commercial Web sites you use], how strongly do you agree or disagree with each of the following statements?

Base: Respondents who have used a social networking, social media and/or commercial site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011 and 1046.

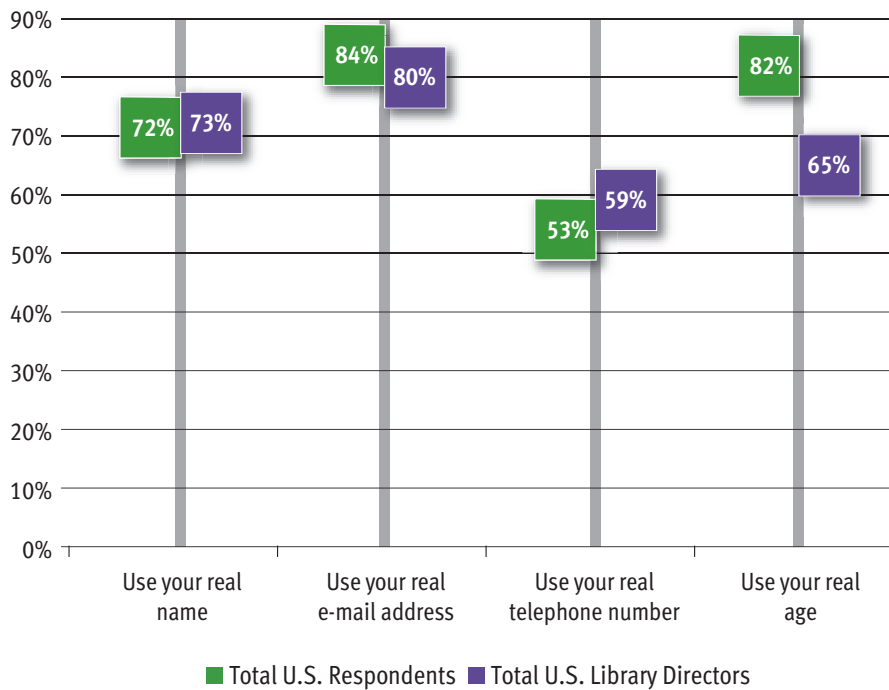
U.S. Library Directors

While many librarians indicate they prefer to remain anonymous when using social networking, social media and commercial sites, over 70% are willing to *always* or *often* use their real names when registering on a Web site and the majority (80%) *always* or *often* use their real e-mail addresses. More than half of both librarians and the U.S. general public *always* or *often* use their real phone numbers and real ages.

Information Provided While Registering

In general, when registering at any Web site, how often do you ...?

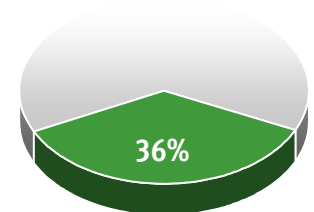
Note: The chart shows the *always* and *often* responses.



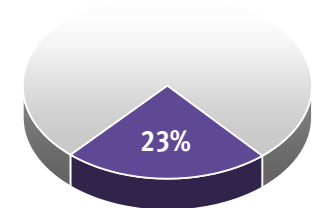
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 836.

Frequency of Completing the Entire Web Registration Form

Note: The chart shows the *always* and *often* responses.



Total U.S. Respondents



Total U.S. Library Directors

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 836. "In general, when registering at Web sites, how often do you fill out the complete form, not just the required information?"

Privacy Rules

Most librarians and U.S. respondents look for symbols of privacy and security. Most do not review privacy policies, and less than 10% use privacy policies as a determination on whether or not to make a purchase on a commercial site.

Both librarians and U.S. respondents share similar attitudes on the importance of setting controls and remaining informed on how their personal information will be used on the Internet. Three-quarters of librarians and U.S. respondents say that establishing guidelines on how their personal information will be used or viewed is *extremely* or *very important* to them. The ability to have controls on their personal information is more important than the ability to remain anonymous on the Web for both librarians and U.S. respondents.

Importance of Controlling Personal Information on the Internet

How important is each of the following with respect to providing your personal information on the Internet?

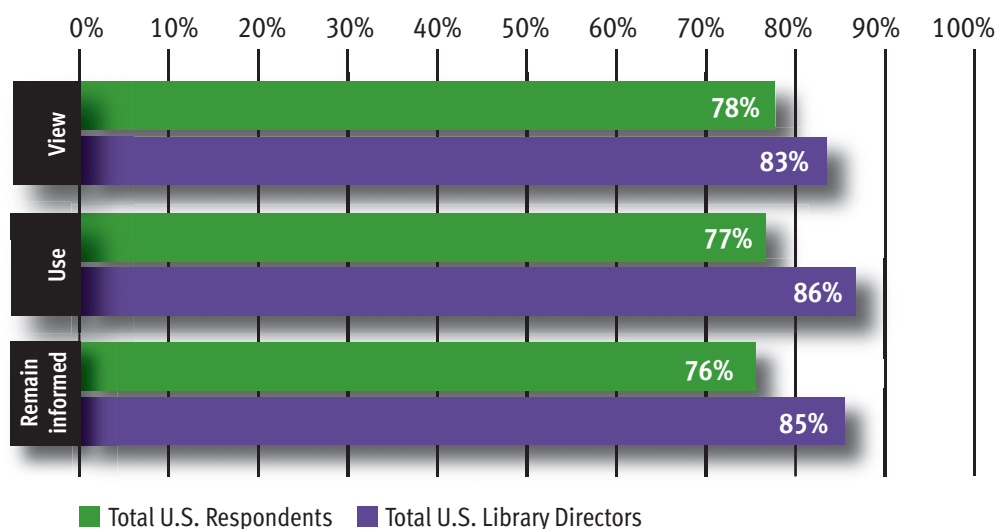
Ability to specify who can view it

Ability to specify who can use it

Ability to remain informed about how it will be used

Note: The chart shows the *extremely important* and *very important* responses.

Controlling the use of personal information is more important than remaining anonymous on the Web for both library directors and the U.S. general public.



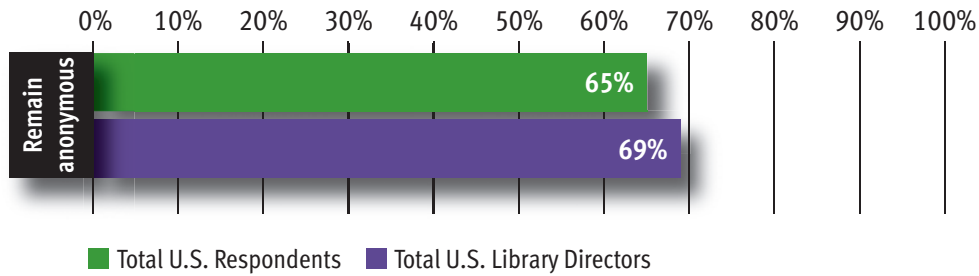
Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1131.

Importance of Remaining Anonymous on the Internet

How important is each of the following with respect to providing your personal information on the Internet?

Ability to remain anonymous

Note: The chart shows the *extremely important* and *very important* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1131.

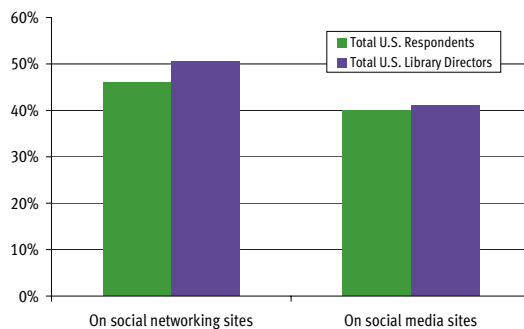
Attitudes and behavior are not always congruent. While over 70% of librarians and U.S. respondents indicated it is important to be able to specify who may view their personal information, a smaller percentage actually specify who could view their personal information on social networking and social media sites. Half or less of librarians and the U.S. general public who use social networking and social media sites *always* or *often* specify who is able to view their personal information on these sites.

Specifying Who Can View Personal Information

In general when using [social networking and/or social media sites], how frequently do you specify who is able to view your personal information?

Base: Respondents who have used a social networking and/or a social media site.

Note: The chart shows the *always* or *often* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 966 and 1006.

While 70% of librarians and U.S. respondents rated the ability to establish controls on how personal information is viewed as *extremely* or *very important*, a relatively smaller number of respondents indicated that they *always* or *often* reviewed a Web site's privacy policy before registering.

Forty-one percent (41%) of library directors review privacy policies on social networking sites before registering. Library directors are only slightly more likely to *always* or *often* review privacy policies on social networking, social media and commercial sites than the U.S. general public.

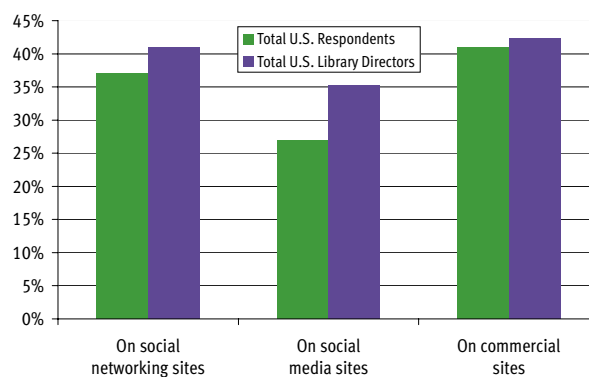
Few librarians and U.S. respondents have *always* or *often* decided not to purchase an item online after reviewing a company's privacy policy, 9% and 14% respectively.

Frequency of Reviewing Privacy Policies

In general when using [social networking, social media and/or commercial sites], how frequently do you review the Web sites' privacy policies before registering?

Base: Respondents who have used a social networking, social media and/or commercial site.

Note: The chart shows the *always* and *often* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 966, 1006 and 1051.

U.S. Library Directors

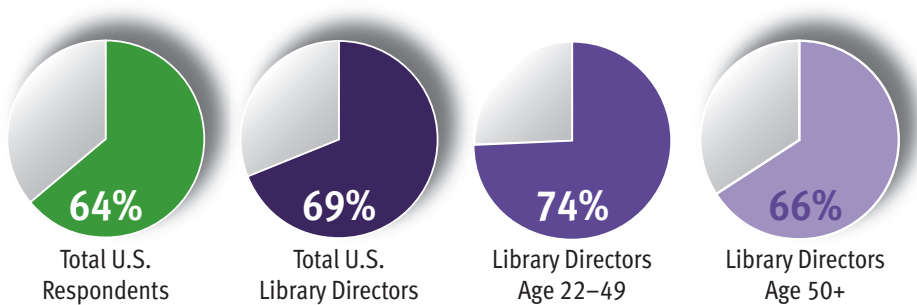
More librarians and U.S. respondents report they look for security icons than review privacy policies on commercial sites. Two-thirds of librarians and the U.S. general public *always* or *often* look for security icons on commercial Web sites (69% and 64%, respectively). Librarians ages 22–49 are even more likely than their age 50+ colleagues to look for security icons; 74% compared to 66%.

Frequency of Looking for Security Icons

In general, when you browse/purchase on Web sites, how often do you look for security icons on the Web site (e.g., VeriSign)?

Base: Respondents who have used a commercial site.

Note: The chart shows the *always* and *often* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1051.

Trust

Library directors are slightly more likely to trust commercial sites than U.S. respondents. U.S. respondents trust social sites more.

Both librarians and the U.S. respondents place a high level of importance on the ability to control how their personal information will be used online and to some extent take steps to use controls on Web sites. Having the ability to control how their personal information will be used, knowing there are privacy policies in place and identifying known security icons on Web sites can contribute to establishing trust.

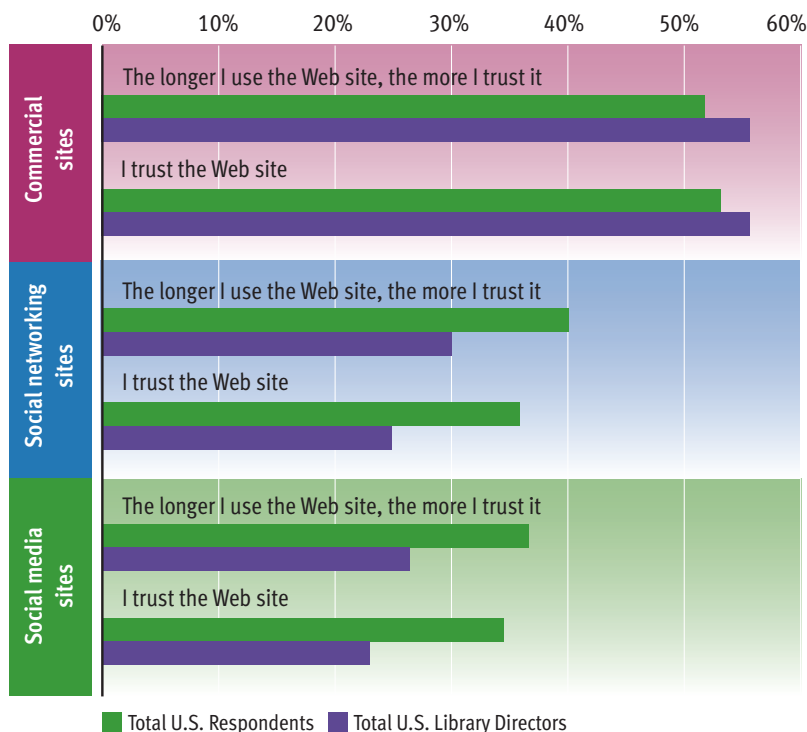
Use and familiarity also can contribute to a sense of trust. Librarians and the U.S. general public both trust commercial sites notably more than they trust social networking or social media sites. The U.S. general public are more likely than librarians to trust social networking and social media sites, but librarians were slightly more likely to trust commercial Web sites. While over half of library directors feel that the longer they use commercial sites, the more they trust the sites, they did not feel as strongly that use translated into greater trust for social networking and media sites.

36%
of U.S. respondents trust social networking sites, compared to **25%** of library directors.

Trusting Online Sites

Thinking about the [social networking, social media and commercial sites you use], how strongly do you agree or disagree with each of the following statements?

Base: Respondents who have used a social networking, social media and/or commercial site.
Note: The chart shows the *strongly agree* and *somewhat agree* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011 and 1046.

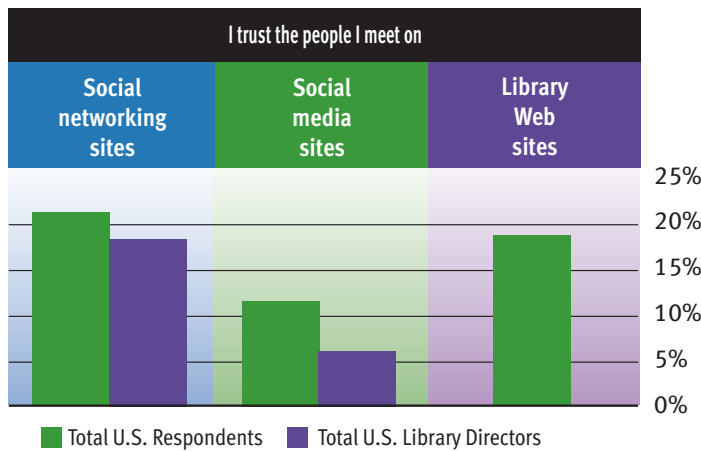
Just 21% of the U.S. general public and 18% of librarians *agree* (*strongly agree* or *somewhat agree*) they trust the people they meet on social networking sites.

Trust Who We Meet Online

In general, when using [social networking, social media and/or library Web sites], how frequently do you trust the people you meet?

Base: Respondents who have used a social networking site, social media site and/or the library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses. Librarians were not asked about library sites for this question.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 971, 1011 and 1086.

Both librarians and the U.S. general public *agree* that commercial sites keep their information secure. Two-thirds or more of both librarians (74%) and the U.S. general public (66%) *agree (strongly agree or somewhat agree)* that commercial sites keep their personal information secure. More than half of the U.S. general public (52%) also *agree* that library Web sites keep their personal information secure.

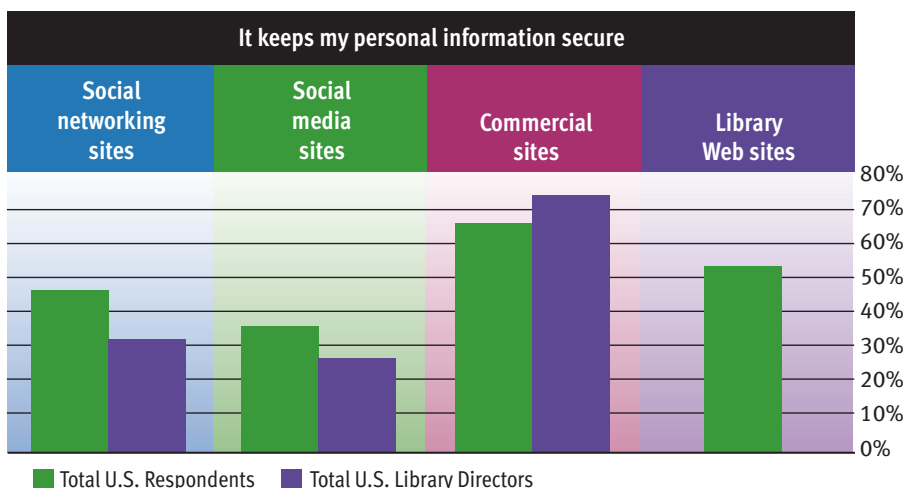
The U.S. general public are more likely than librarians to *agree* that social networking and social media sites keep their personal information secure. Librarians are more likely to indicate they are *not sure* if these sites keep their personal information secure.

Agree Sites Keep My Personal Information Secure

In general, when using [social networking, social media, commercial and library Web sites], how strongly do you agree that it keeps your personal information secure?

Base: Respondents who have used a social networking, social media, commercial and/or a library Web site.

Note: The chart shows the *strongly agree* and *somewhat agree* responses. Librarians were not asked about library sites for this question.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 956, 1001, 1041 and 1066.

Information Privacy

Library directors rate the privacy of library services high and the survey results indicate that directors feel that their users also share similarly high views of privacy regarding library information and library access.

Library directors overestimated the privacy views of their users.

Not only did we ask the U.S. general public and the library directors questions about how private they felt specific searching/browsing information is to them, such as books they have read, subjects they have searched on the Internet, or items checked out from the library, we also asked the library directors to predict how private this information is to their users. Their estimations are labeled as “Total U.S. Library Directors: Estimation of Users’ Views” when presented in the charts.

Library directors overestimated the privacy views of their users regarding searching/browsing activities ranging from books read to subjects searched on the Internet to items checked out online from the library. In no instance did library directors underestimate their users’ views on the importance of privacy.

The largest spread between actual and perceived user views of online privacy related to library activities. For example, over 50% of library directors estimated their users would view items checked out online from the library to be *extremely* or *very private*; just 19% of U.S. respondents actually rated this information as *extremely* or *very private*. Nearly half of the library directors (48%) felt their users would rate books read as *extremely* or *very private*; actual response among U.S. respondents was 16%.

It is interesting to note that library directors rated their own privacy levels of these activities lower than the levels they predicted their users would report on every activity.

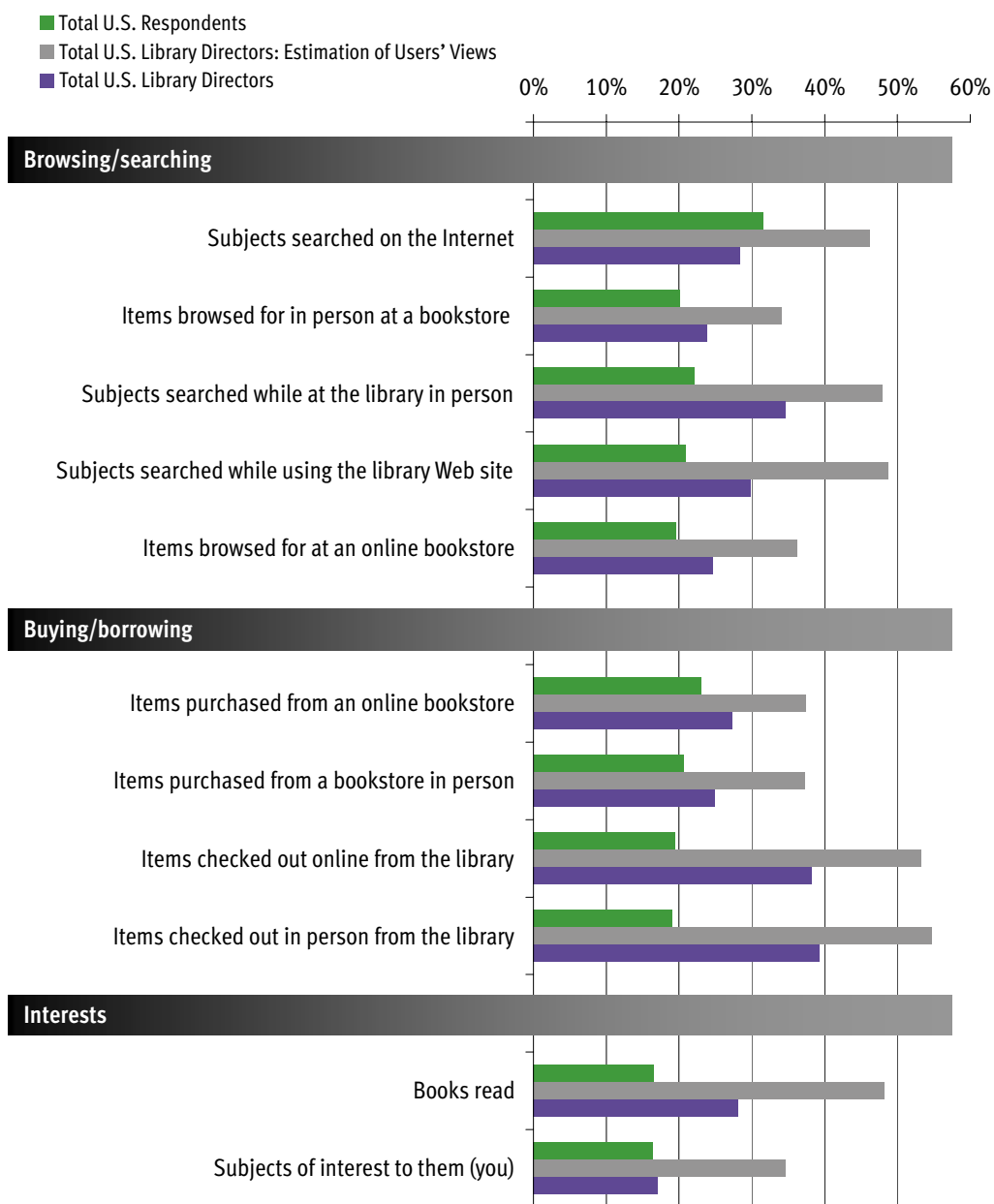
Librarians overestimated privacy views of their users in every instance.

Privacy of Searching/Browsing Information

Please rate how private, if at all, the following information is to you.
Please rate how private, if at all, you feel the following information is to your users.

Note: The chart shows the *extremely private* and *very private* responses.

54%
of library directors
estimate that
users view
items checked
out from the
library as
extremely or
very private;
19%
of the U.S.
general public agrees.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 911 and 1161.

U.S. Library Directors

Library directors more closely estimated their users' views on the importance of keeping library information private, but still overestimated these views.

Over three-quarters (78%) of the U.S. respondents indicated that it was *extremely* or *very important* for the library to keep personal information private, while 87% of librarians perceived their users would feel this way.

Approximately half of the U.S. respondents feel it is *extremely* or *very important* that all other library activities are kept private, compared with approximately 70% of library directors' perceptions.

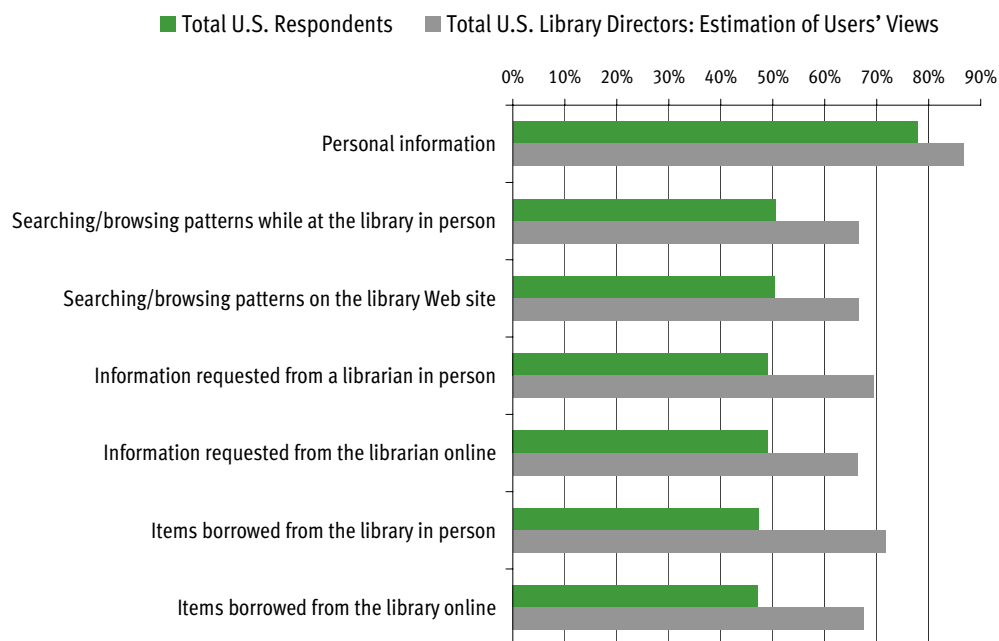
Importance of Keeping Library Information Private

In thinking about privacy, how important, if at all, is it to you that the library you primarily use would keep ... [private]?

In thinking about privacy, how important, if at all, is it to your users that your library keeps ... [private]?

Base: For the U.S. respondents, those who have used a library in person or online.

Note: The chart shows the *extremely important* and *very important* responses.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 1076 and 1166.

66%

of the U.S. general public feel that a policy on privacy on a library Web site is extremely or very important.

Many libraries do not have a specific privacy policy posted on their Web sites.

Librarians' Responsibility to Keep Users' Information Private

As a librarian, what is your responsibility, if any, for keeping users' library usage information private?

Important **Law** Library technology—safeguard information **Library/ALA policy** None
Not sure Privacy Act **Professional responsibility**
Release information for safety reasons only **State law** **Usage information—internal use**
Usage information—not retained **User confidentiality** User trust Users don't care Users' rights

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1175.

Over 400 comments from librarians were categorized and are presented in the tag cloud above.

Most librarians indicated that their reason for keeping library usage information private was one of *professional responsibility*. Responses related to library policy and law were also important to respondents.

Professional responsibility, as a term, often refers to specific codes written into the by-laws or ethical canons of professional groups. The American Library Association (ALA) Code of Ethics provides important guidelines to members. Article 3 of the ALA Code of Ethics relates to privacy as a professional value:

We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.

A small number of library directors (0.5%) specifically noted users' rights. A few librarians indicated that they were not sure about their responsibility for keeping users' library information private (0.5%).

All states in the U.S. have statutes or opinions concerning the confidentiality of library information.

*All interactions in the library
are expected to be confidential.*

55-year-old librarian from
the United States

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, question 1162,
"Why do you think that subjects your patrons have searched on the Internet are (private, very private or extremely private)?"

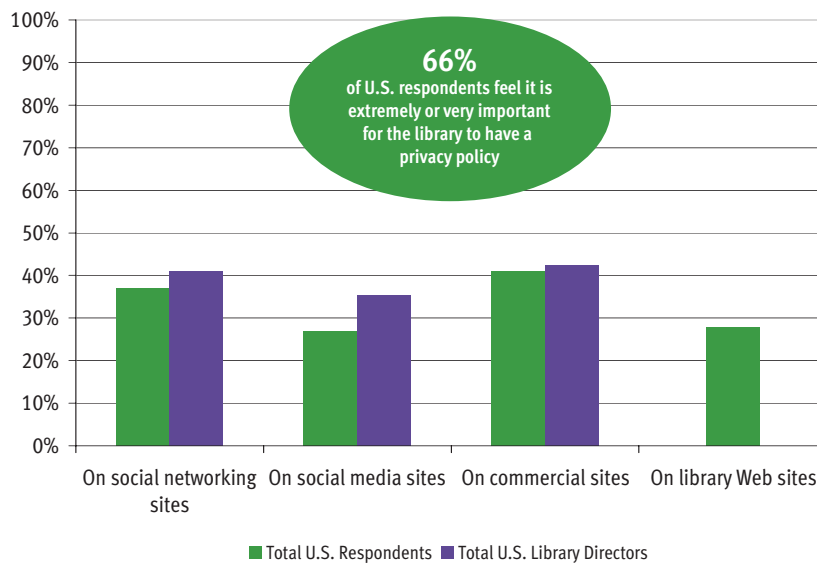
Two-thirds (66%) of U.S. respondents feel that having a privacy policy on a library Web site is *extremely* or *very important*. Yet, when U.S. respondents register on social networking, social media, commercial and/or library Web sites, approximately 40% or less *always* or *often* review these policies; just 28% check the privacy policy on library Web sites.

Frequency of Reviewing Privacy Policies

In general, when using [social networking, social media, commercial and/or library Web sites], how frequently do you review the Web site's privacy policy before registering?

Base: Respondents who have used a social networking, social media, commercial and/or library Web site.

Note: The chart shows the *always* and *often* responses. Librarians were not asked about library sites for this question.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 966, 1006, 1051 and 1081.

28%

of U.S. respondents always or often review privacy policies before registering on a library's Web site.

Privacy Trade-Offs

While the majority of library users do not rate the privacy of their library activities as *extremely* or *very important*, when asked directly about sharing library information, their views were more strict.

Less than 20% of U.S. respondents indicate that they would be willing to share their library activities of searching/browsing patterns, questions asked of a librarian online, or the items they borrowed from the library. Library directors fairly closely estimated user views on sharing their library activities.

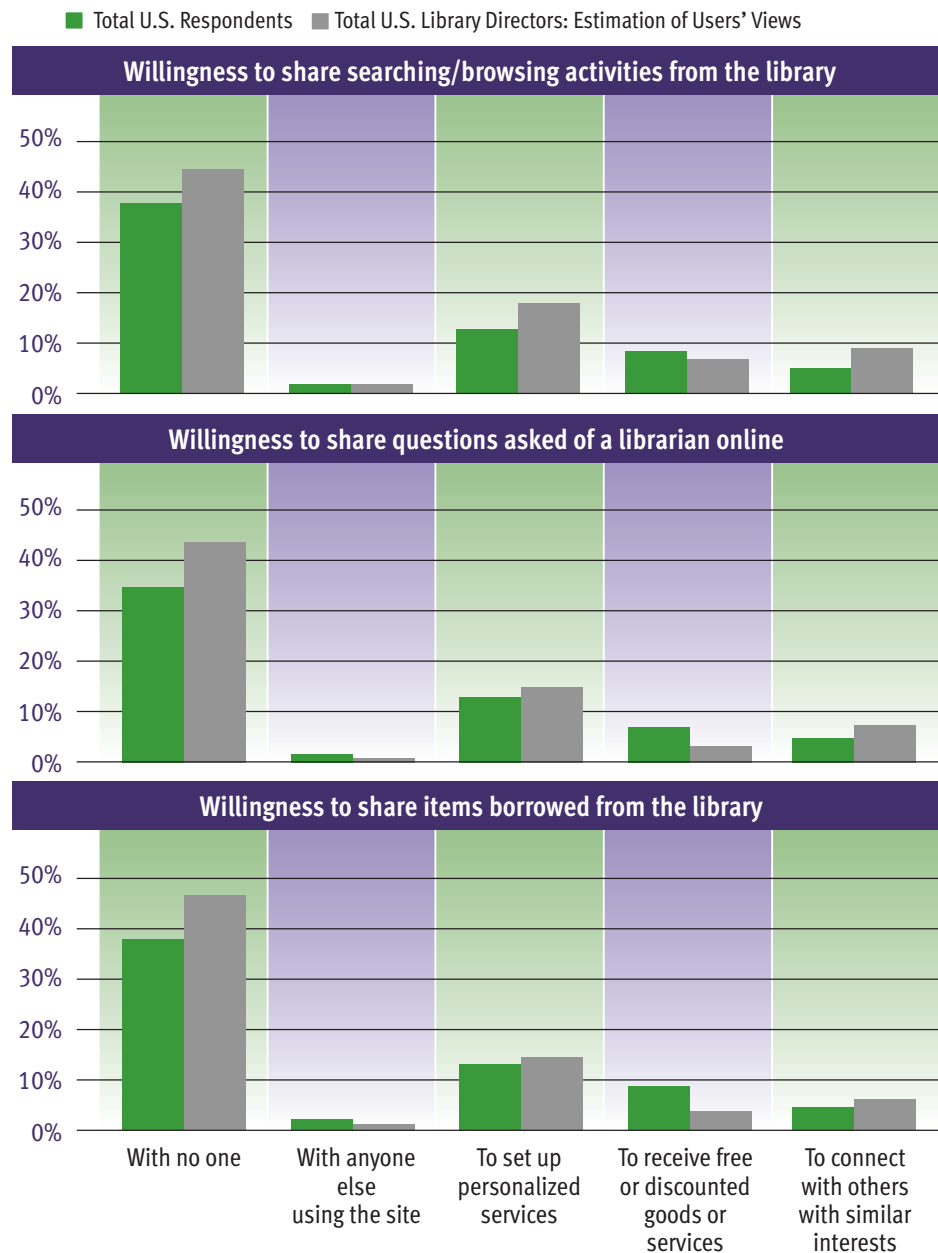
Library Information Trade-Off

For each of the following types of information you may have provided at the library, please indicate if you would be willing to share your contact information.

For each of the following types of information that can be provided at the library, please indicate which of the following you think your users would be willing to share for their contact information.

Activities: Searching/browsing activities from the library Web site or resources, questions asked of a librarian online, and items borrowed from the library.

Base: For the U.S. respondents, those who have used a library in person or online.



Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, questions 1091 and 1171.

Summary

In many ways, the online activities and preferences of U.S. library directors parallel those of the users they serve. Library directors are using most Internet services at levels equal to or greater than their users. U.S. library directors are more tenured and, in many areas such as Web searching and e-commerce, are more active than their users. They are as much a part of the Web culture as the users they serve.

Yet, several distinctions are worth noting. Overall, librarians have notably greater concerns about Internet privacy and Internet security. They feel that the Web is less safe, less private and less trustworthy than the general public. And library directors are more likely to use online social spaces for work than for relationship building or fun.

While users want libraries to keep their information private, the majority do not rate most library services as very private. About a quarter of U.S. respondents are unsure if libraries have rules about how their personal information will be used. The majority do not read library privacy policies. Library directors have a strong sense of professional responsibility to keep their users' information private.

These attitudinal differences may explain the hesitancy of many librarians to enter into social networking when compared to other Internet activities that they embraced and often pioneered. As a group, librarians are using social spaces measurably less than their communities.