



Vice President
Global Marketing

Sharing...with a Billion Patrons

After Search, after Blogs,
after Library Web sites,
after Web 2.0

What's Next?

Sharing...with a Billion Patrons

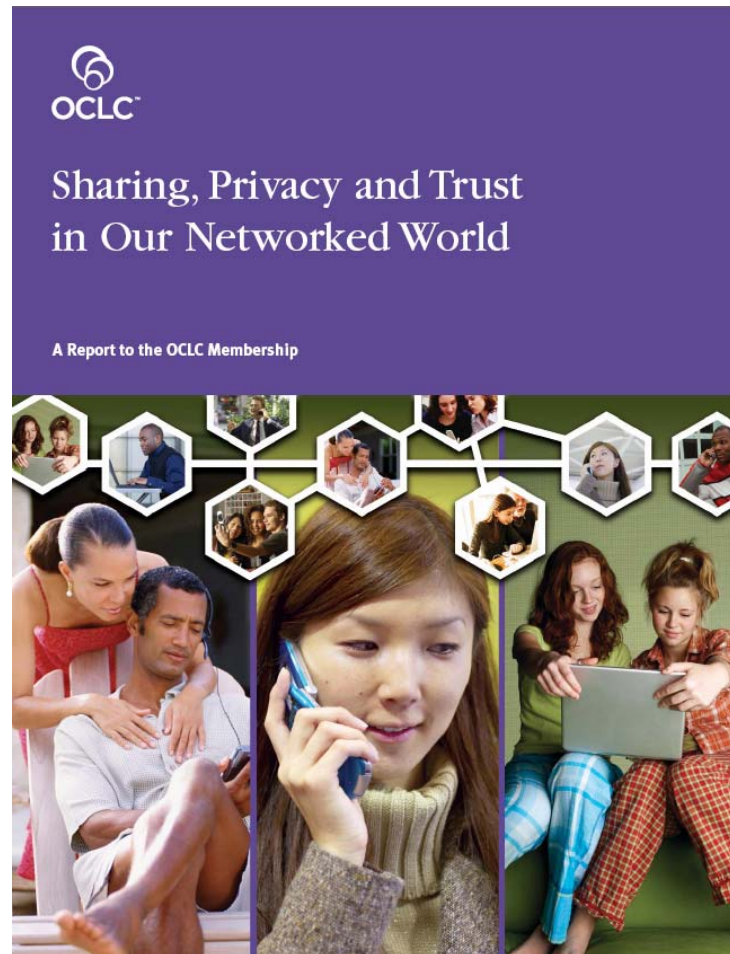
What's Next?

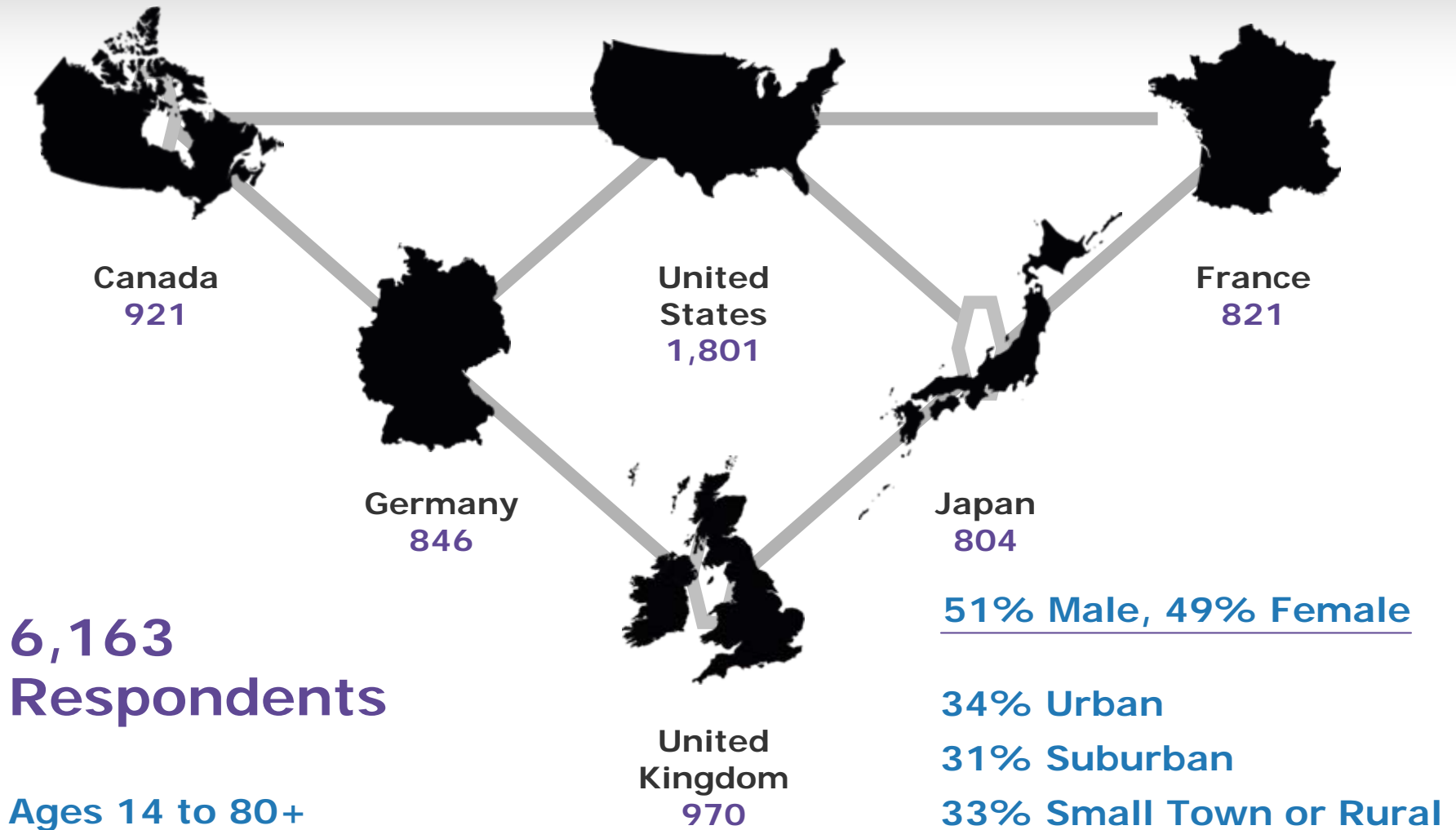
"2015 - the Web continues to evolve from a world ruled by mass media and mass audiences to one ruled by messy media and messy participation."

- Kevin Kelley

Evolution

.....sharing, privacy and trust





What We Learnedabout what's next?

- Tidal Waves
- Motives
- Trust
- Privacy Windows

What We Learnedabout implication for libraries?

- View from the Sidelines
- “Book” Branded
- Messy Rules
- Evolutions

What We Learnedabout what's next?

- **Tidal Waves**
- Motives
- Trust
- Privacy Windows

The Tide - 18 months later



e-mail Use

73%

2005

Search Engine Use

71%

2005

The Tide - 18 months later



e-mail Use

73%

2005

97%

2007

Search Engine Use

71%

2005

90%

2007

The Tide - 18 months later



e-mail Use

73%

2005

99%

97%

2007

Search Engine Use

71%

2005

97%

90%

2007

The Tide - 18 months later



30%

2005

20%

2007

The Tide - 18 months later

Library Web sites

30%

2005

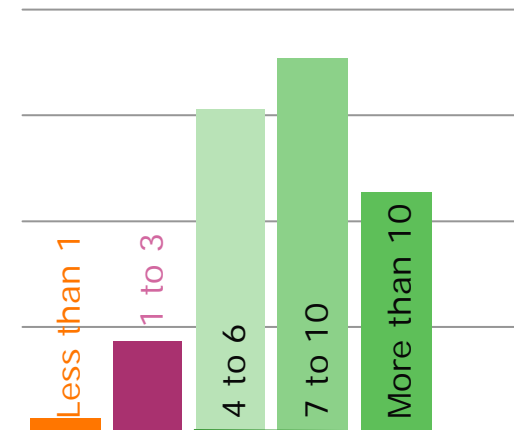
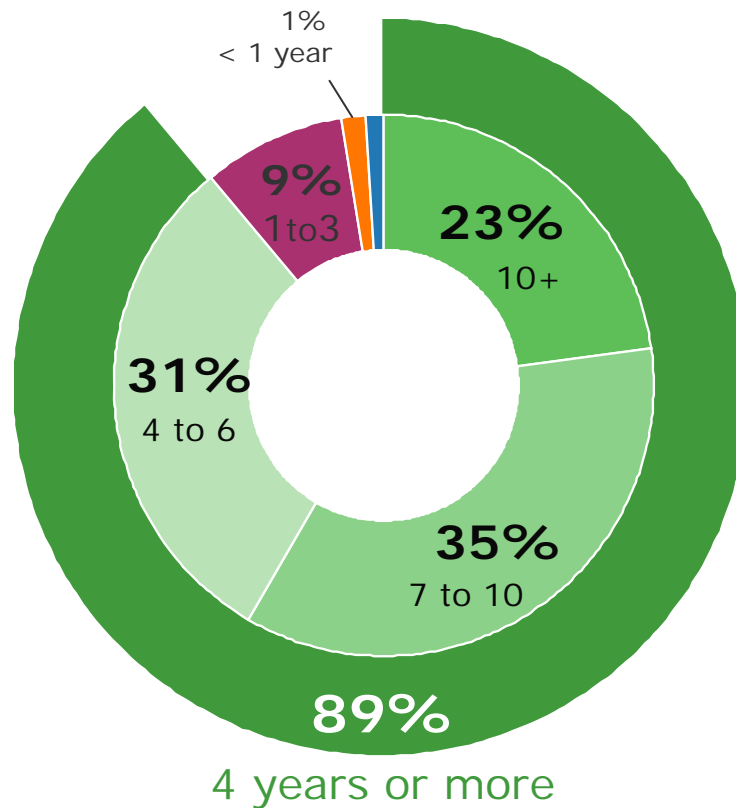
20%

2007

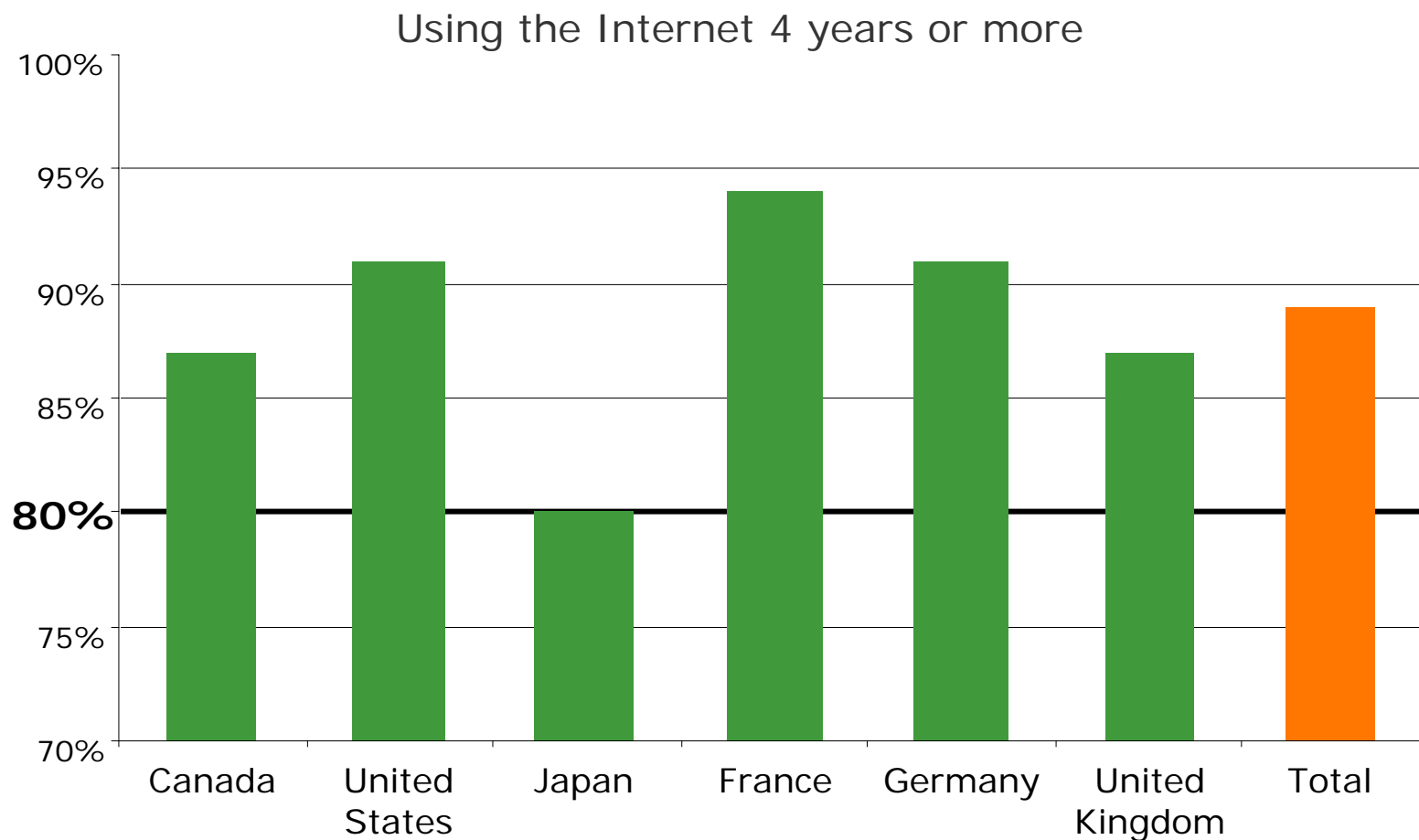


The Tide – Raising All Boats

Years using the Internet



The Tide – Raising All Boats Years using the Internet



The Wave – Social Spaces



Social Networking



Social Media



The Wave – Social Spaces



Social Networking



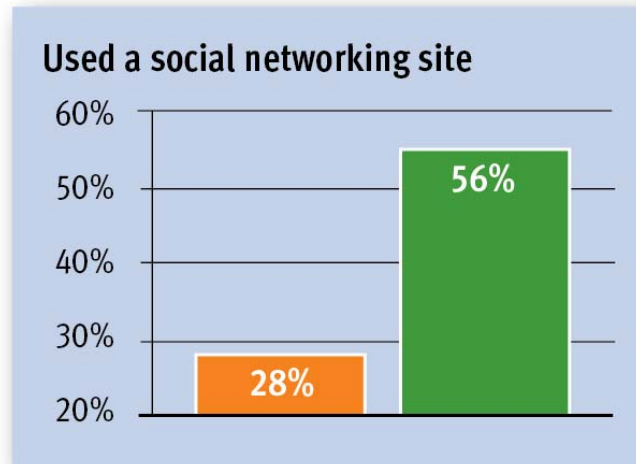
28%

Social Media

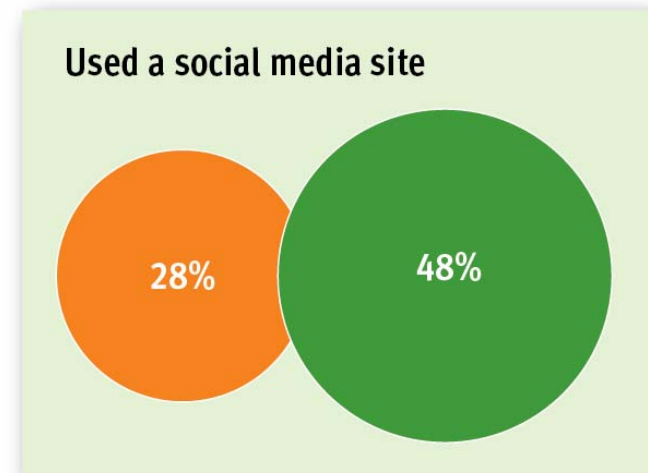


28%

The Wave – Social Spaces



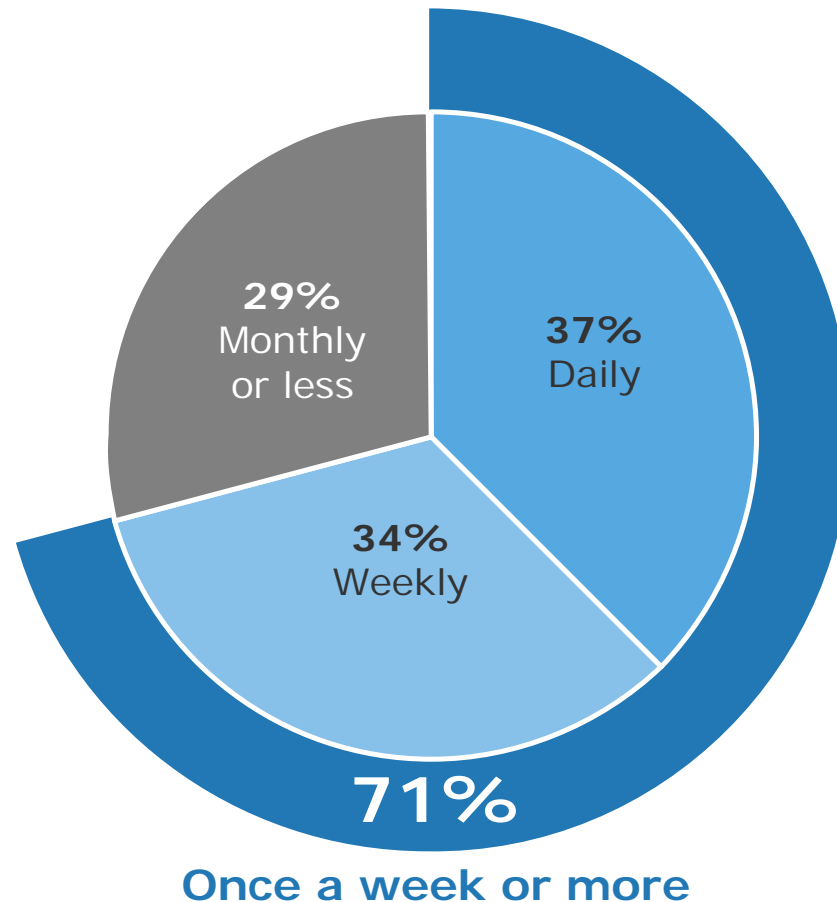
**Social
Networking**



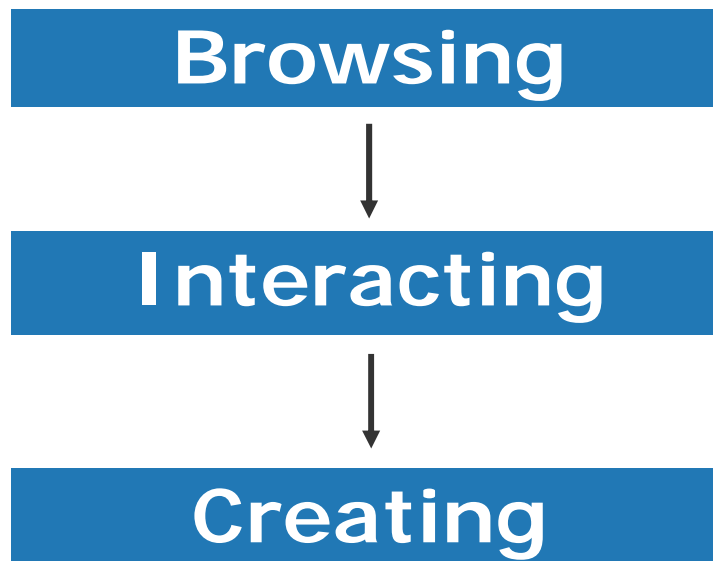
**Social
Media**

The Wave – Social Spaces

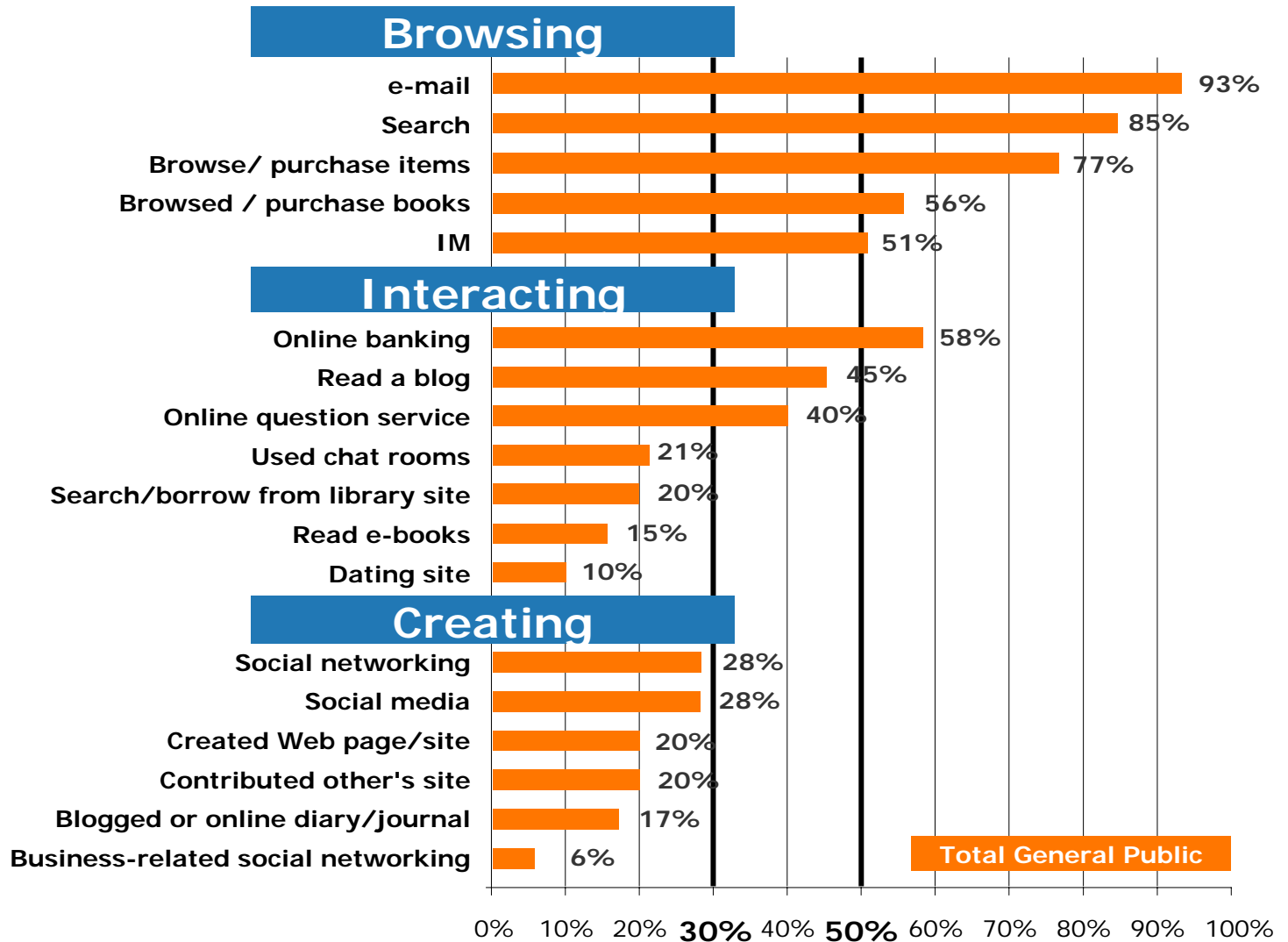
Visits to Social Networking Sites



What We Do Online



What We Do Online



The “Universal” Wave



Broadcast Yourself™

Canada	73%
U.S.	73%
Japan	83%
France	76%
Germany	83%
U.K.	83%

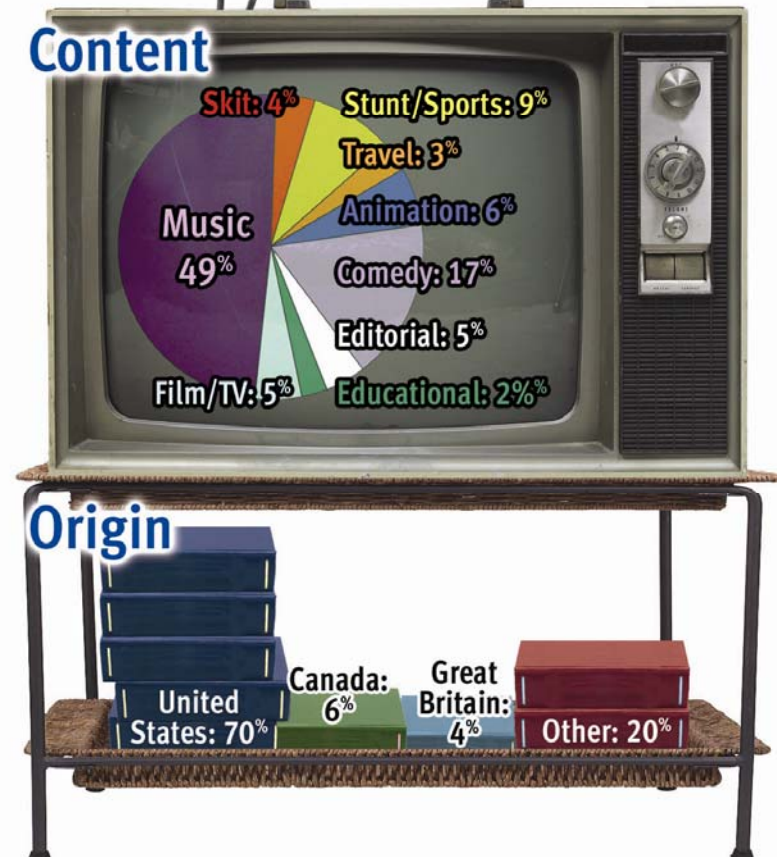
Top 100

Professional: 63%

Amateur: 37%

Creator

Content



Origin

What We Learnedabout what's next?

- Tidal Waves
- **Motives**
- Trust
- Privacy Windows

Social Spaces Motives



The Public Library Inquiry (1947-50)

“Where would you go to get information on nutrition?”

56% would consult a professional source

18% would look it up in a book

9% would ask a family member or friend

8% would consult a magazine

1% would consult the library

Social Networking Spaces: Why We Go There

Ages 14-21

My friends use the same site	80%
The web site is fun	56%
To network or meet new people	39%

Ages 22-49

My friends use the same site	63%
The web site is fun	40%
To network or meet new people	39%

Ages 50+

My friends use the same site	40%
To be part of a group or community	38%
The web site is useful	33%

MySpace.com - Jack The Old Fart - 73 - Male - Ottawa, Ontario - www.myspace.com/bestuglyspace - Mozilla Firefox

File Edit View History delicious Bookmarks Tools Help

http://www.myspace.com/bestuglyspace

awful myspace pa

awful myspace pages

Jack The Old Fart is in your extended network

Jack The Old Fart's Latest Blog Entry [Subscribe to this Blog]

[View All Blog Entries]

Jack The Old Fart's Blurbs

About me:
"return false"

Who I'd like to meet:

Jack The Old Fart

"Urhhhh"

Male
73 years old
Ottawa, Ontario
Canada

Last Login:
11/10/2006

View My Pics | Videos

Contacting Jack The Old Fart




Send Message	Forward to Friend
Add to Friends	Add to Favorites
Instant Message	Block User
Add to Group	Hide User

MySpace URL:
http://www.myspace.com/bestuglyspace

11 We Oldest Man On Myspace by Lemur

Jack The Old Fart's Interests

General

Reasons for Creating Web Pages

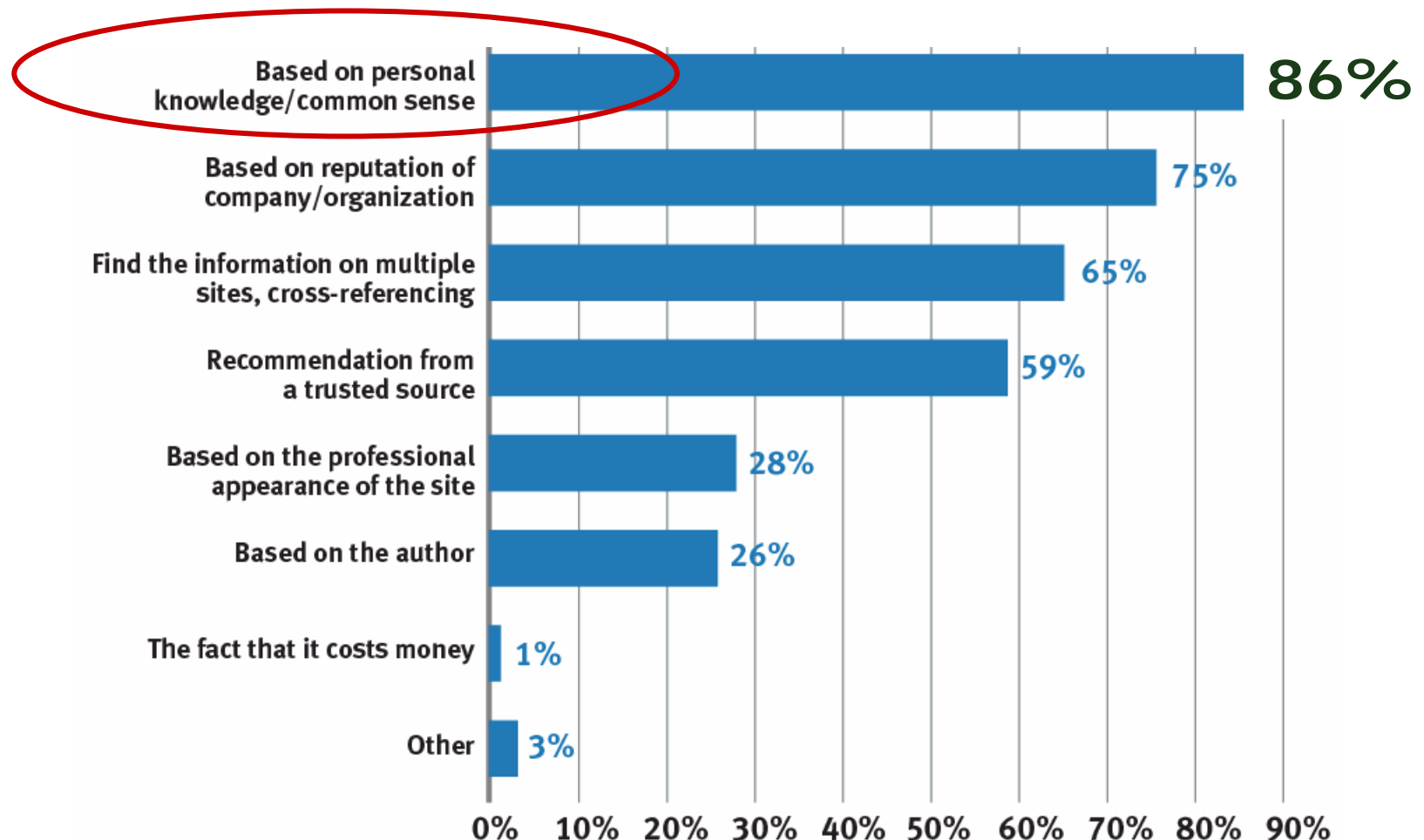
	Total General Public
To communicate with friends and family	37%
To write a blog and/or diary/journal	28%
To share photos	27%
To promote and sell products	21%
To publish my own writing or music	19%
To share information about homework	7%
To share information about an online game I play	7%
To share videos	6%

What We Learnedabout what's next?

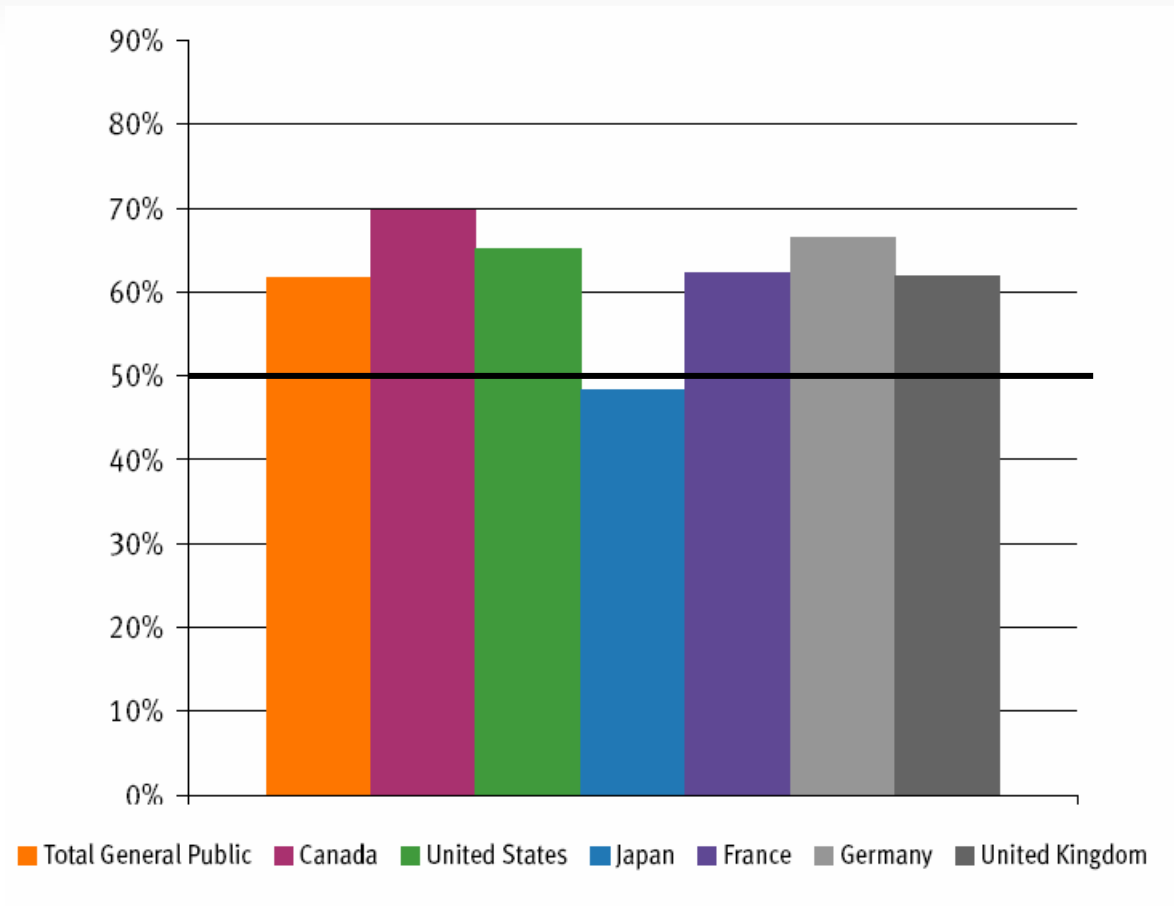
- Tidal Waves
- Motives
- **Trust**
- Privacy Windows

How do you judge if electronic information is trustworthy?

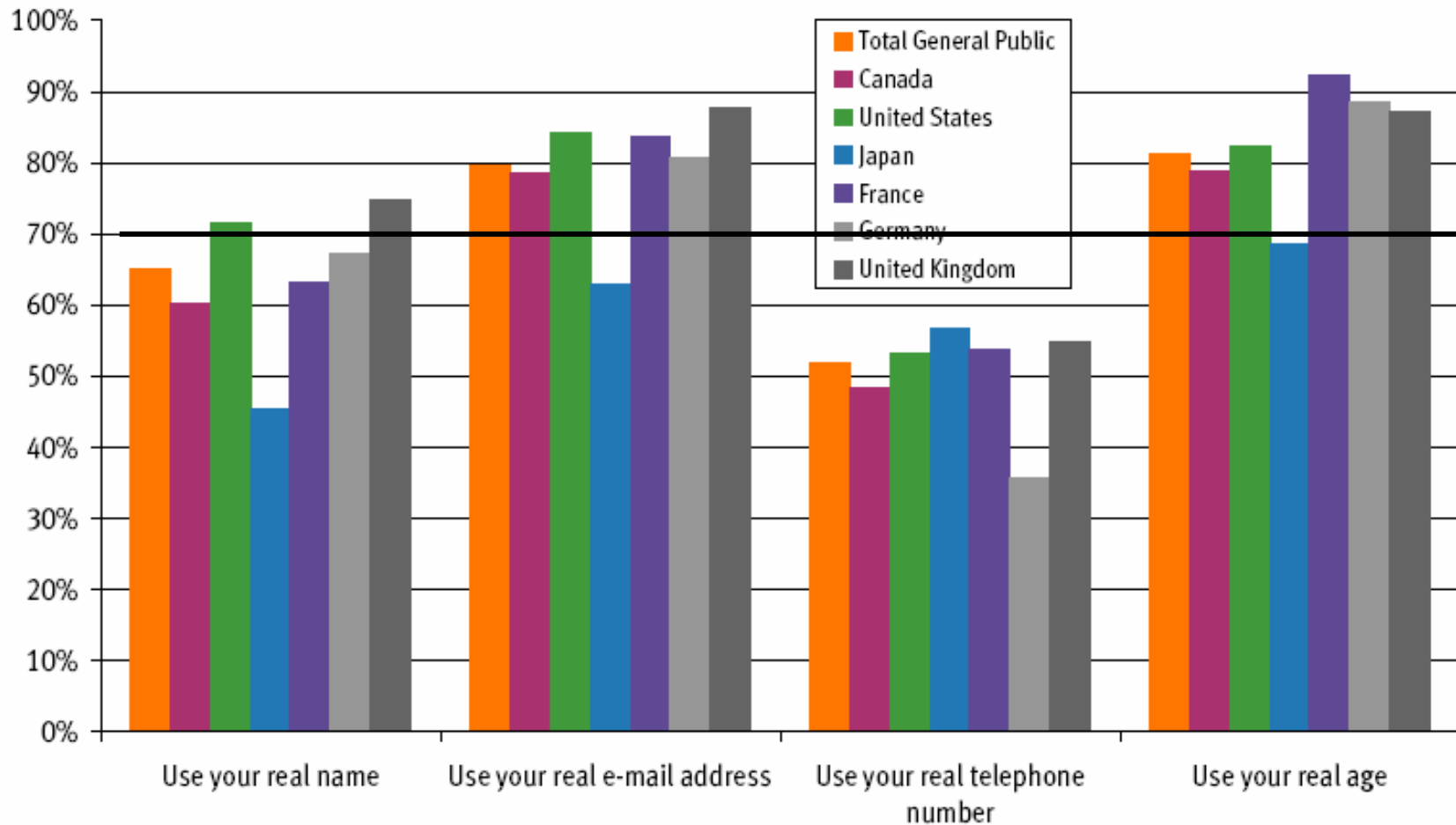
How do you judge if electronic information is trustworthy?



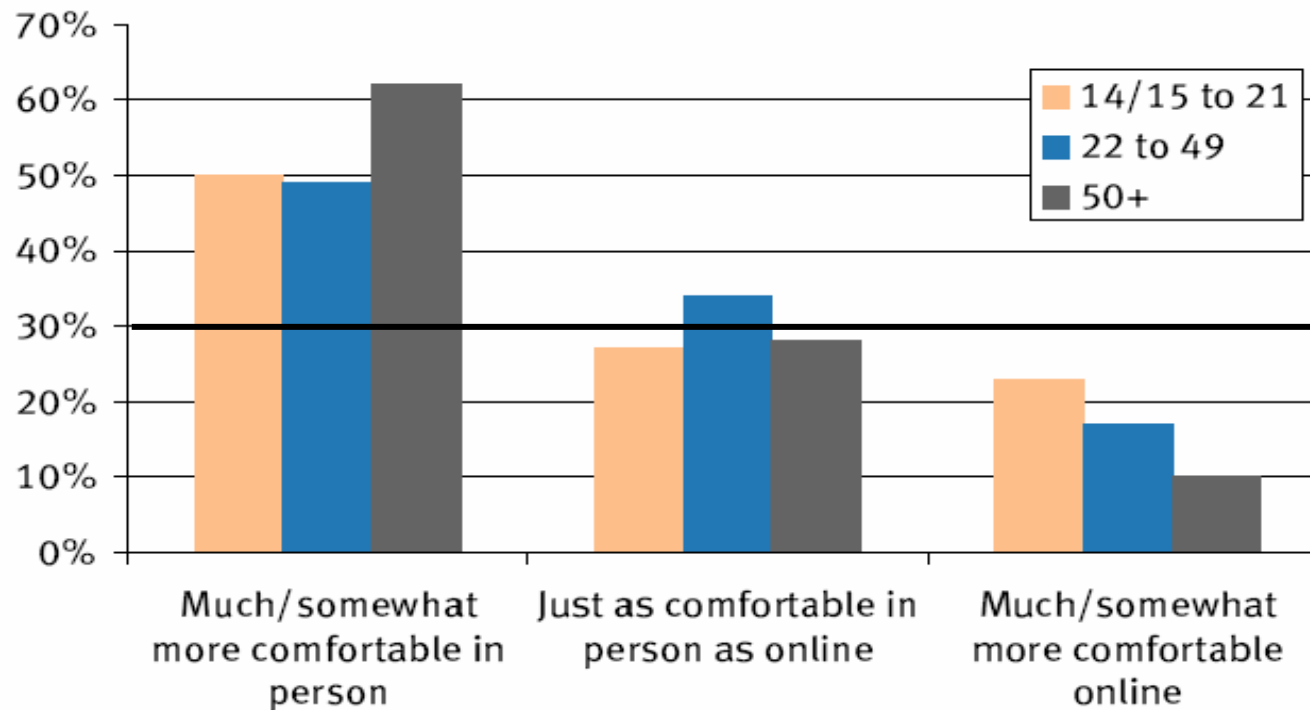
Feeling Anonymous



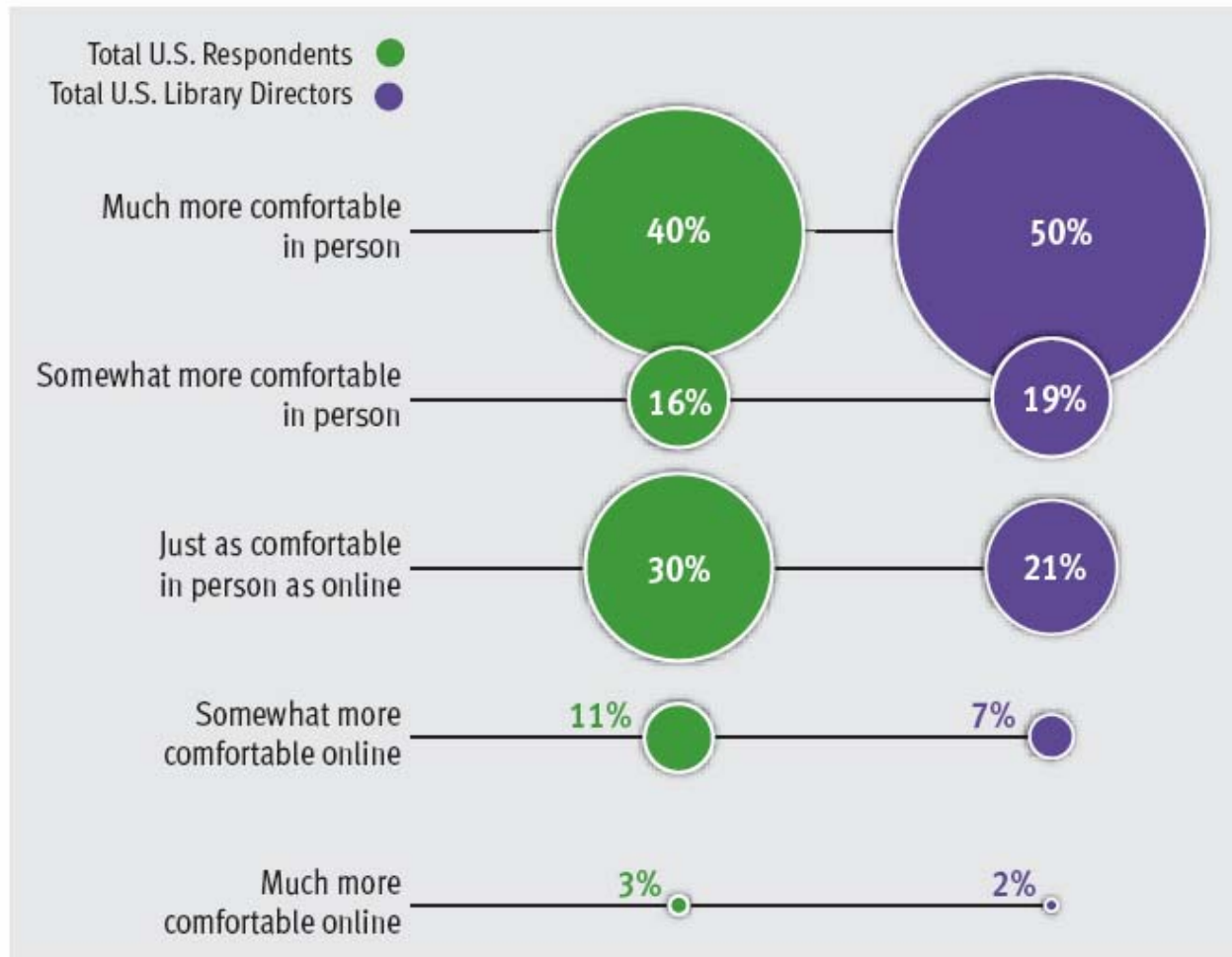
Staying Anonymous



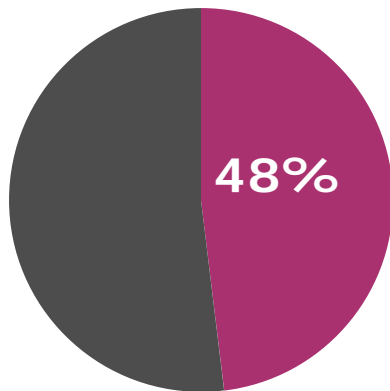
Sharing “True” Personality



Sharing “True” Personality



Trusting Web Sites

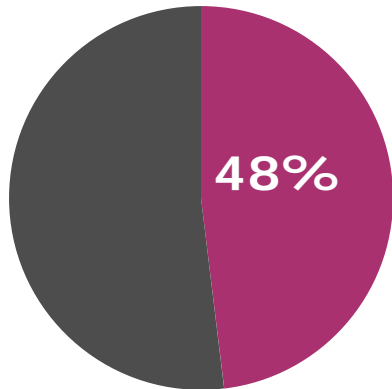


Trust Browsing/
Purchasing Sites

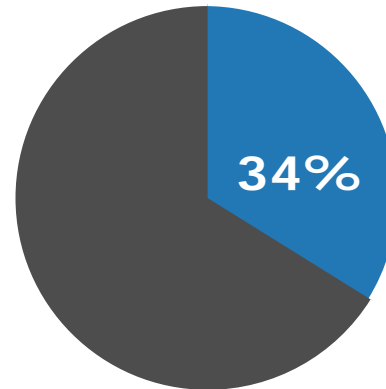
Total Respondents

Strongly or somewhat agree

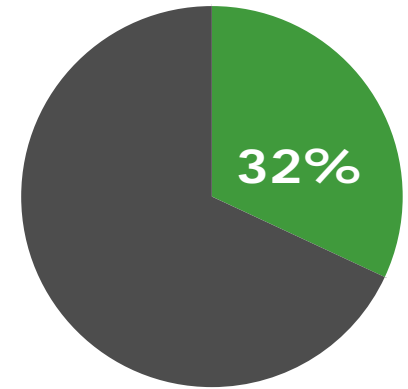
Trusting Web Sites



Trust Browsing/
Purchasing Sites



Trust Social
Networking Sites



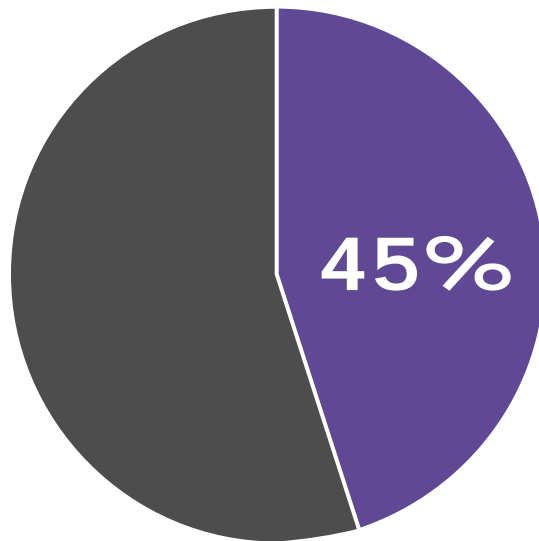
Trust Social
Media Sites

Total Respondents

Strongly or somewhat agree

Who We Trust

I trust the people I meet
in the library

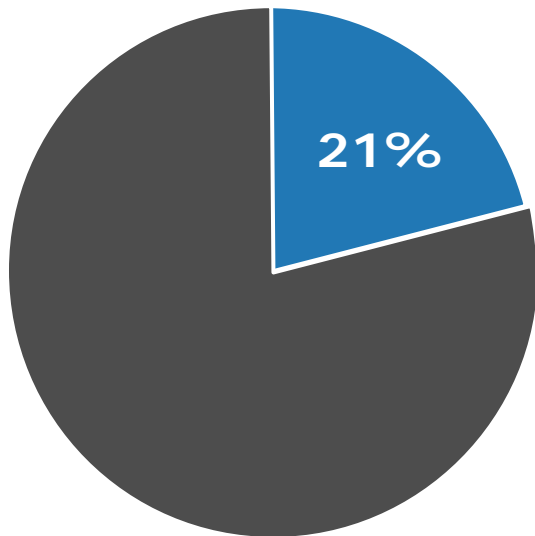


Total U.S. Respondents

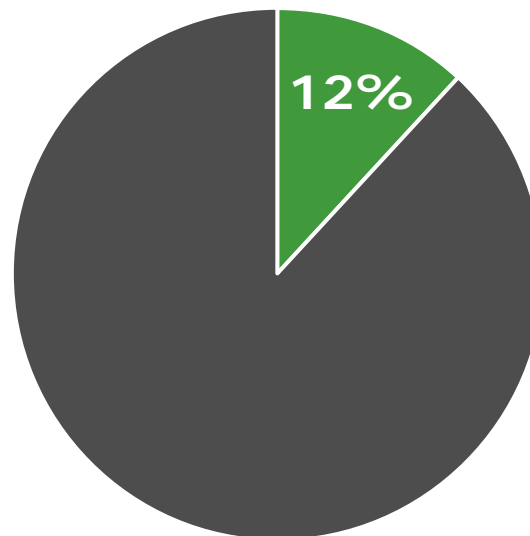
Strongly or somewhat agree

Who We Trust

I trust the people I meet
on social **networking** sites



I trust the people I meet
on social **media** sites

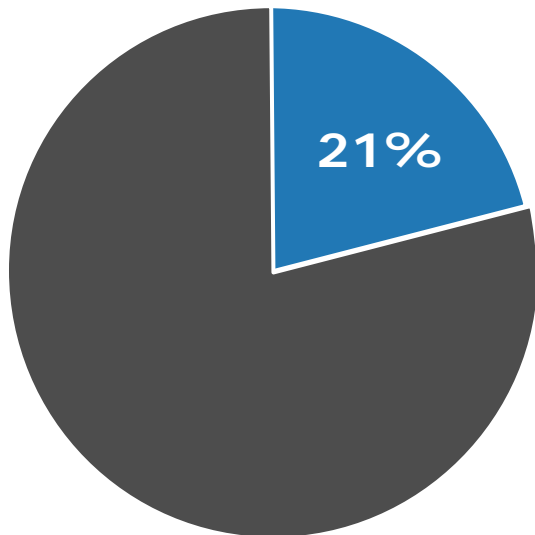


Total U.S. Respondents

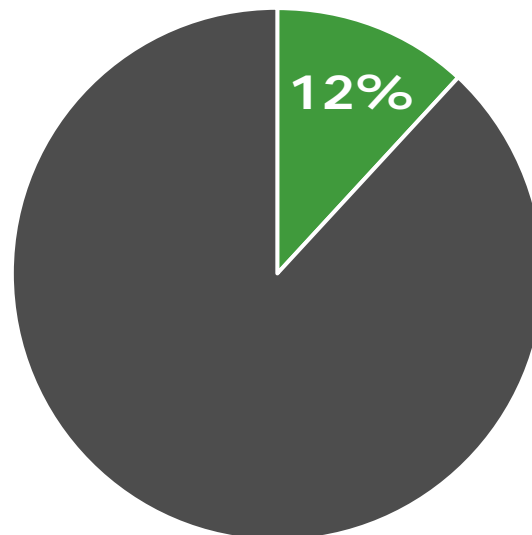
Strongly or somewhat agree

Who We Trust

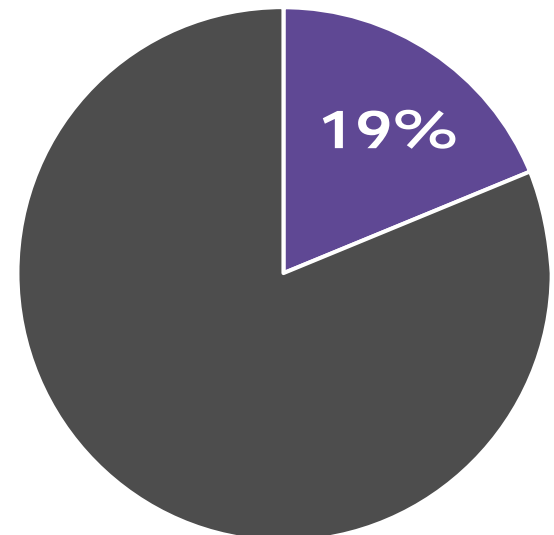
I trust the people I meet
on social **networking** sites



I trust the people I meet
on social **media** sites



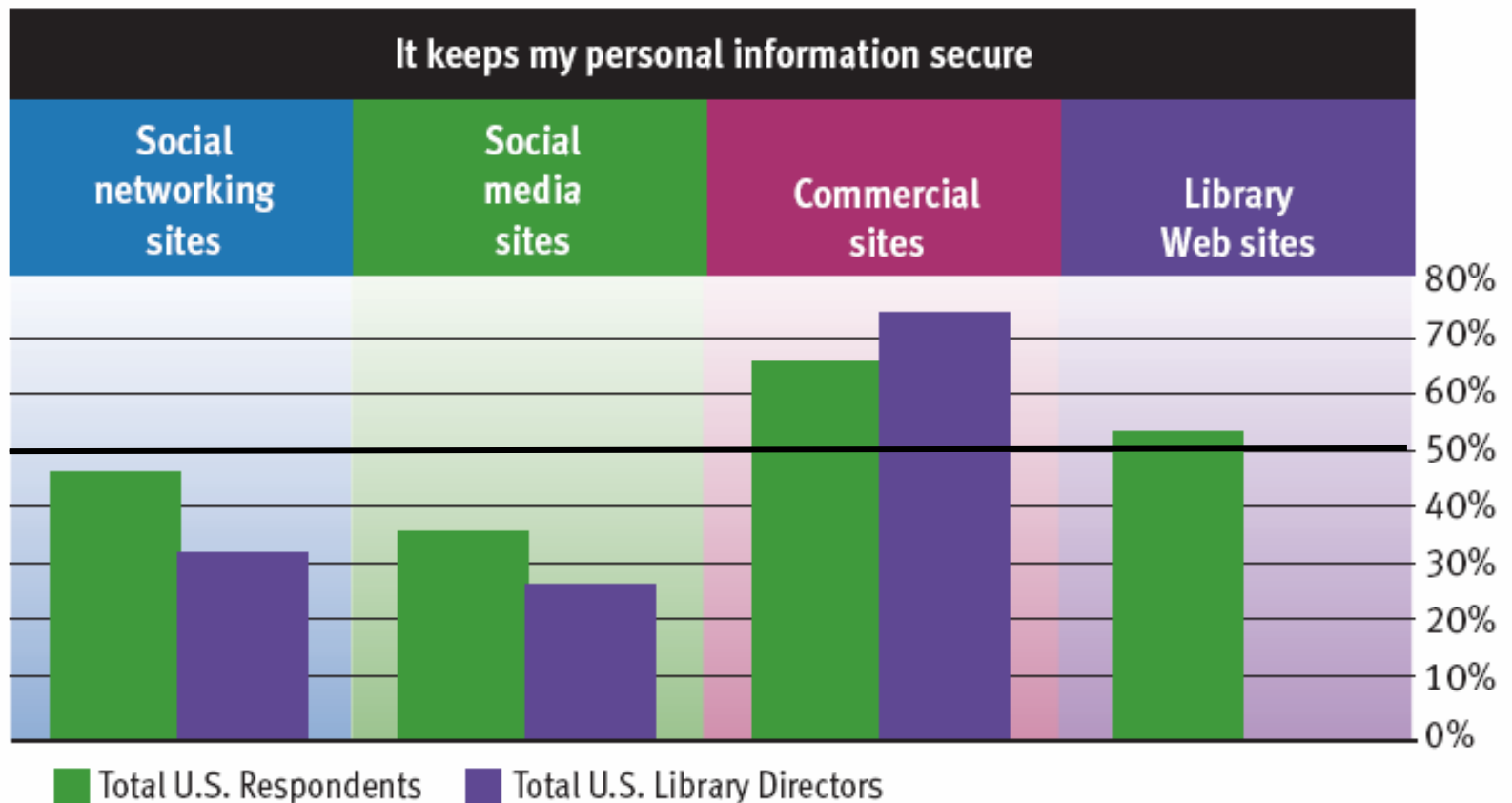
I trust the people I meet
through the online library



Total U.S. Respondents

Strongly or somewhat agree

Keeps Information Secure



What We Learnedabout what's next?

- Tidal Waves
- Motives
- Trust
- **Privacy Windows**

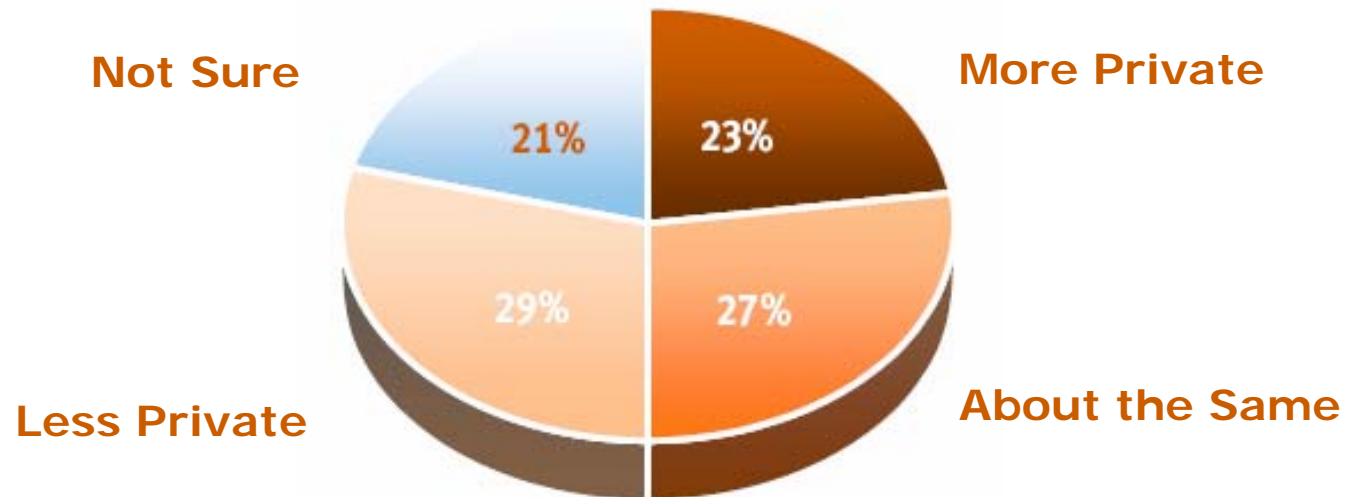
Privacy Windows



Privacy Windows

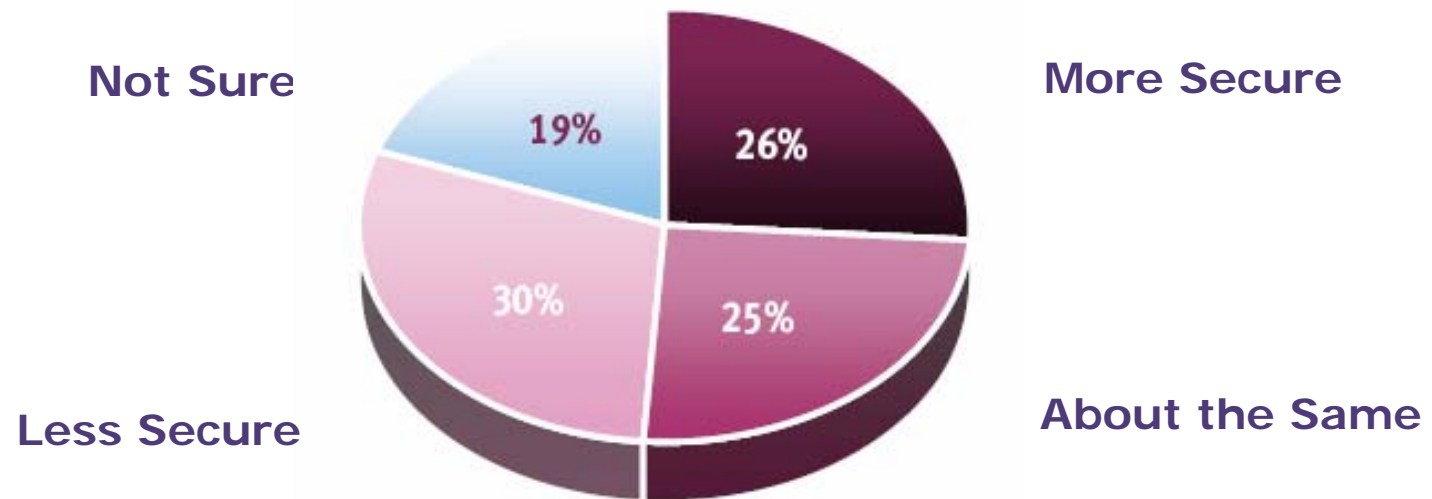


Internet Privacy



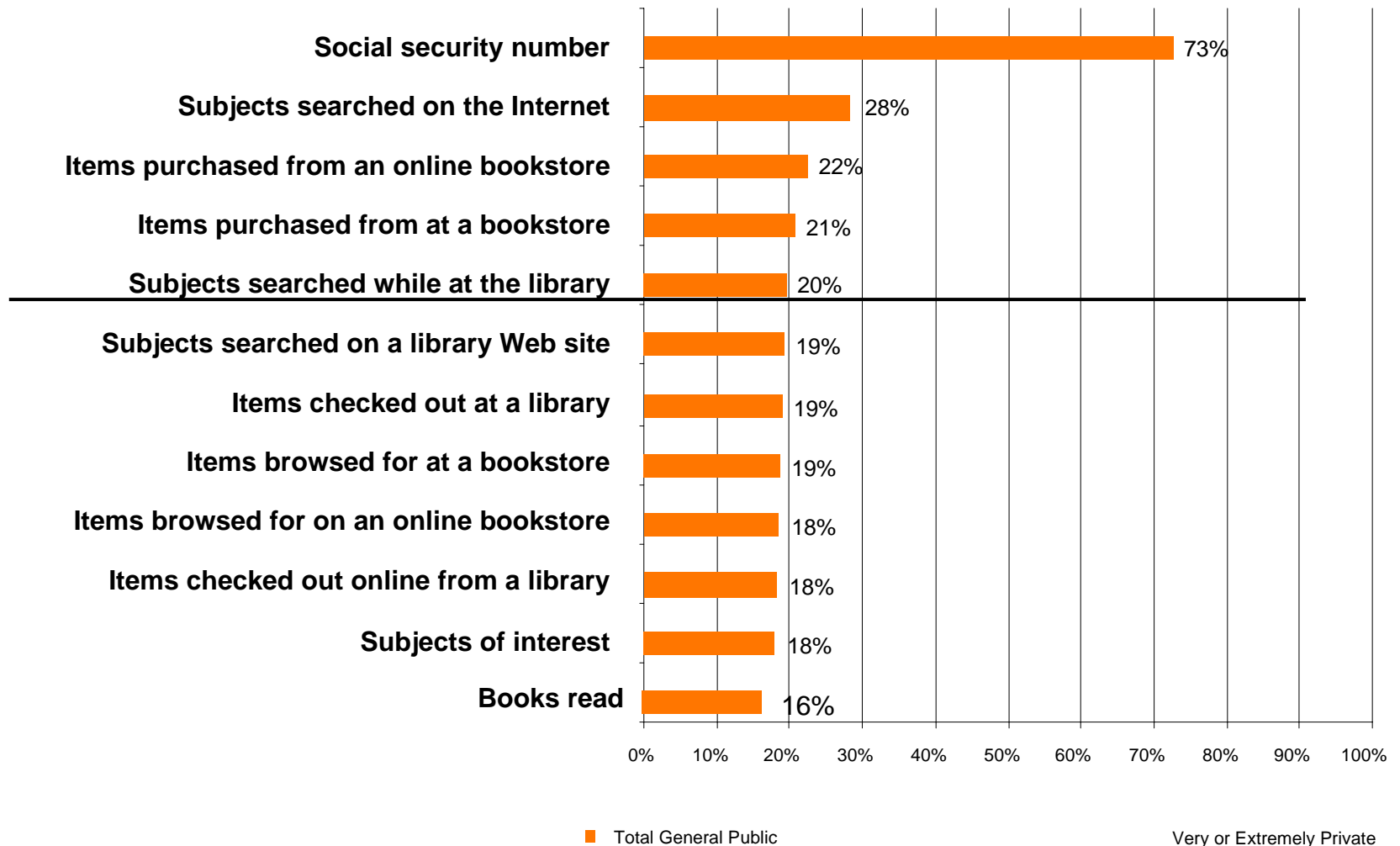
Privacy Windows

Internet Security



What is Private?

What is Private?



Privacy Windows

Top Privacy Concerns — General Public

Abuse **Ads/Spam** Confidentiality Credit/Financial security **Credit/Financial Theft**
Data security **Data sharing/leaks** Email/website security Financial security
Finding me/my address **Fraud** General concern Government abuse Hackers **Identity theft**
Library/reading privacy Limit information provided **No concerns** No guarantee No one's business
No trust Personal security/safety issues Privacy policy **Privacy rights** Profiling
Protect Personal Information Security issues Selling my information
Social Security Number/Government ID Spying Stalkers **Telephone calls/number** Tracing me
Trust particular companies/websites Use of information Who has access to my information?

Privacy Windows

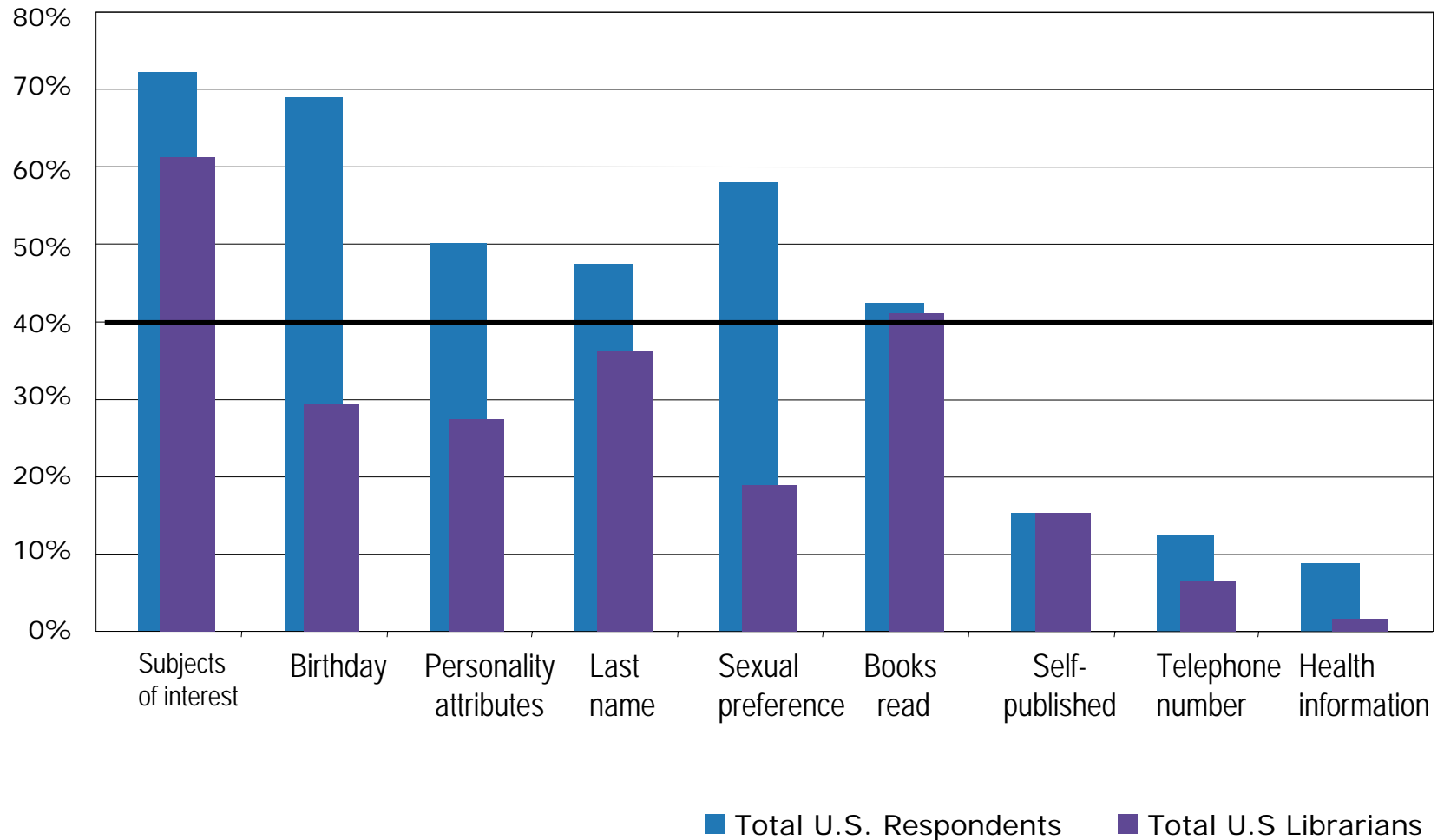
Top Privacy Concerns — U.S. Librarians



Privacy Windows



Sharing on Social Networking Sites



Privacy Windows

Review the Web
site privacy
policy?

32%



Privacy Windows

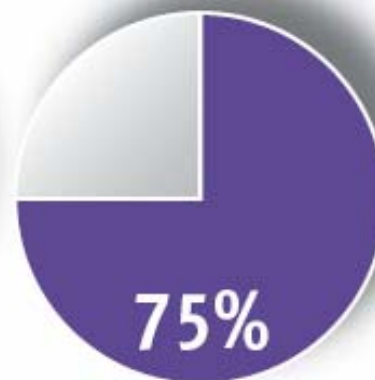
Look for a Security Icon



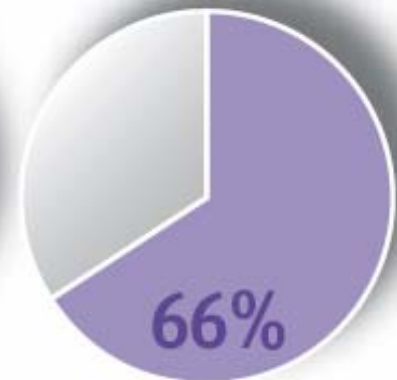
Total U.S.
Respondents



Total U.S.
Library Directors



Library Directors
Age 22-49



Library Directors
Age 50+

What We Learnedabout implication for libraries?

- View from the Sidelines
- “Book” Branded
- Messy Rules
- Evolutions

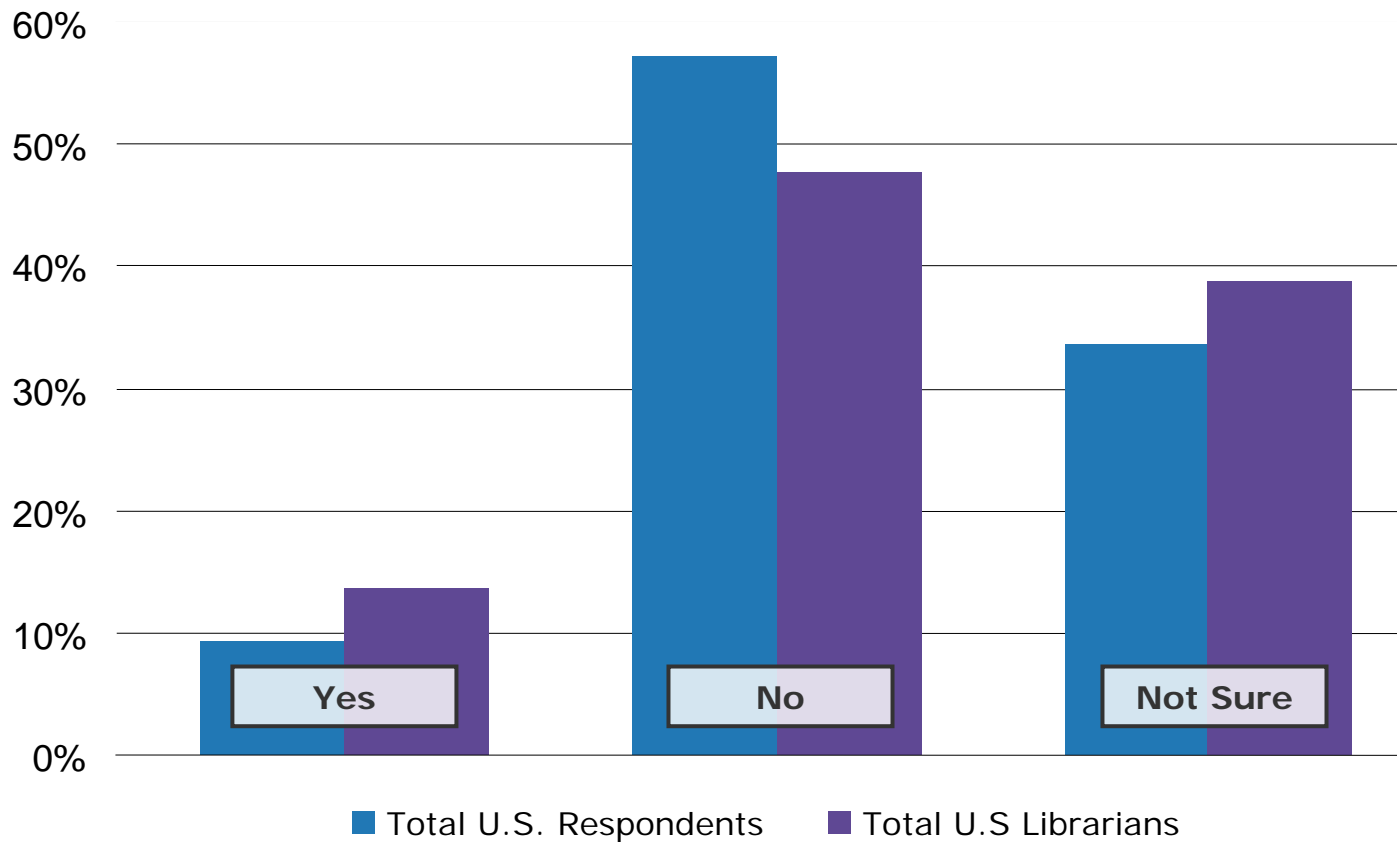
What We Learnedabout implication for libraries?

“I believe libraries should provide informational not social interaction services.”

“I think that building social sites is a valid role for a public library, but not a university library.”

Is it the library's role to build a social networking site?

Base: Use the library



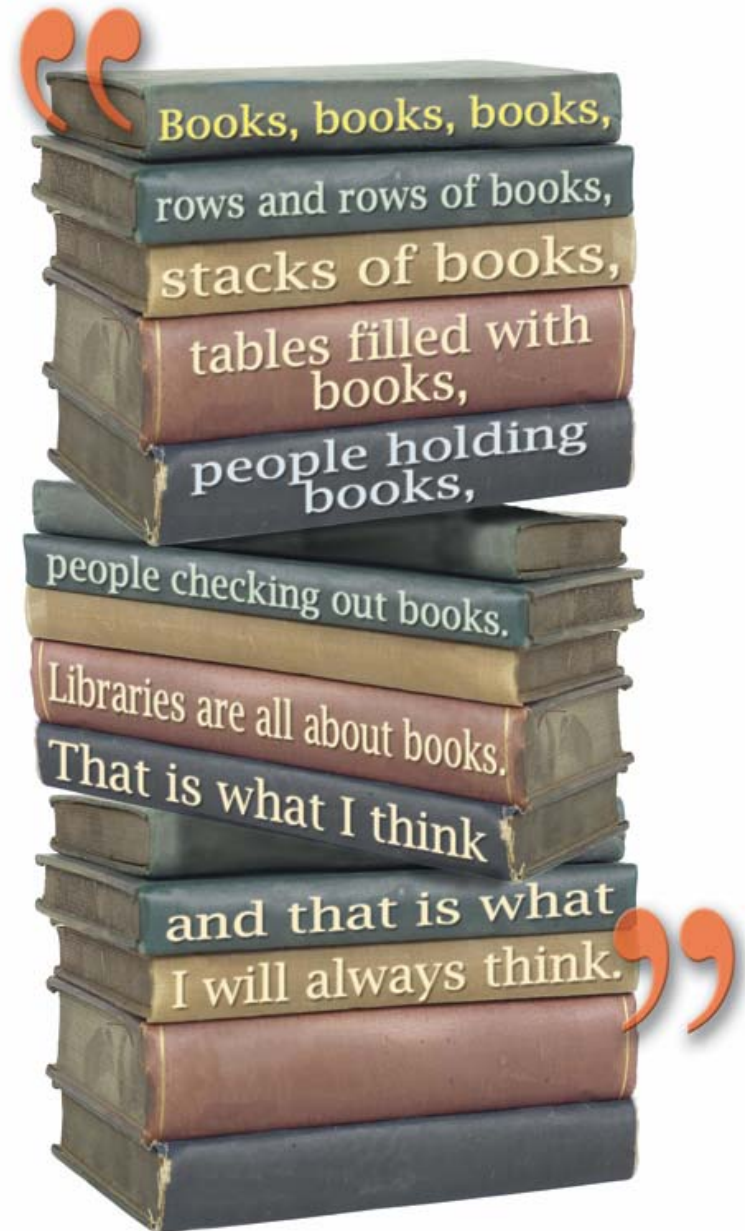
Why social networking is not the library's role: general public

abuse of information don't care/no opinion enough social networking sites exist already
 interaction should happen in person libraries do enough already library does not have the equipment/skills
 library does not know its community library is a physical place **library is for learning/information**
 library is not for socializing library not used limited/no funding n/a no connection between libraries and social networking
 no need/interest no time/resources **not the role of the library** other organizations should, but library could
 other organizations should do it other priorities for tax dollars personal/individual matter potential legal issues
 privacy concerns security issues should be city hall/community obligation valid for public but not academic libraries
 would add more burden to the library would be nice but not the library's role would be too controlled

Why social networking is not the library's role: Library Directors

abuse of information against library's policies enough social networking sites exist already
library is for learning/information library provides means to access existing sites library sponsors bookclubs
limited/no funding no need/interest no time/resources **not the role of the library**
other organizations should do this other priorities for tax dollars personal/individual matter potential legal issues
privacy concerns tried and didn't work valid for public but not academic libraries valid for public or larger academic libraries

Perceptions
drive
realities....



Library social network services - Users...

book clubs

book reviews/recommendations

book swap/sale

book/article lists

circulation

community events

discussion groups

education services

hobbies

homework help

internet sites

library collection

library information

library services

local information

meeting people

physical library suggestions

research

searching

sharing interests

sharing

music/videos/photos

support groups

topic information

writing

youth activities

Library social network services - Library Directors...

blog/wiki

book clubs

book recommendations

book reviews

community events

discussion groups

education services

hobbies

library services

local information

reading lists/tags

research

sharing interests

support groups

writing

youth activities

Messy Rules

**“Maintenance of privacy
encourages people to
research or borrow
anything they would find
useful.”**

- U.S. Library Director, 56

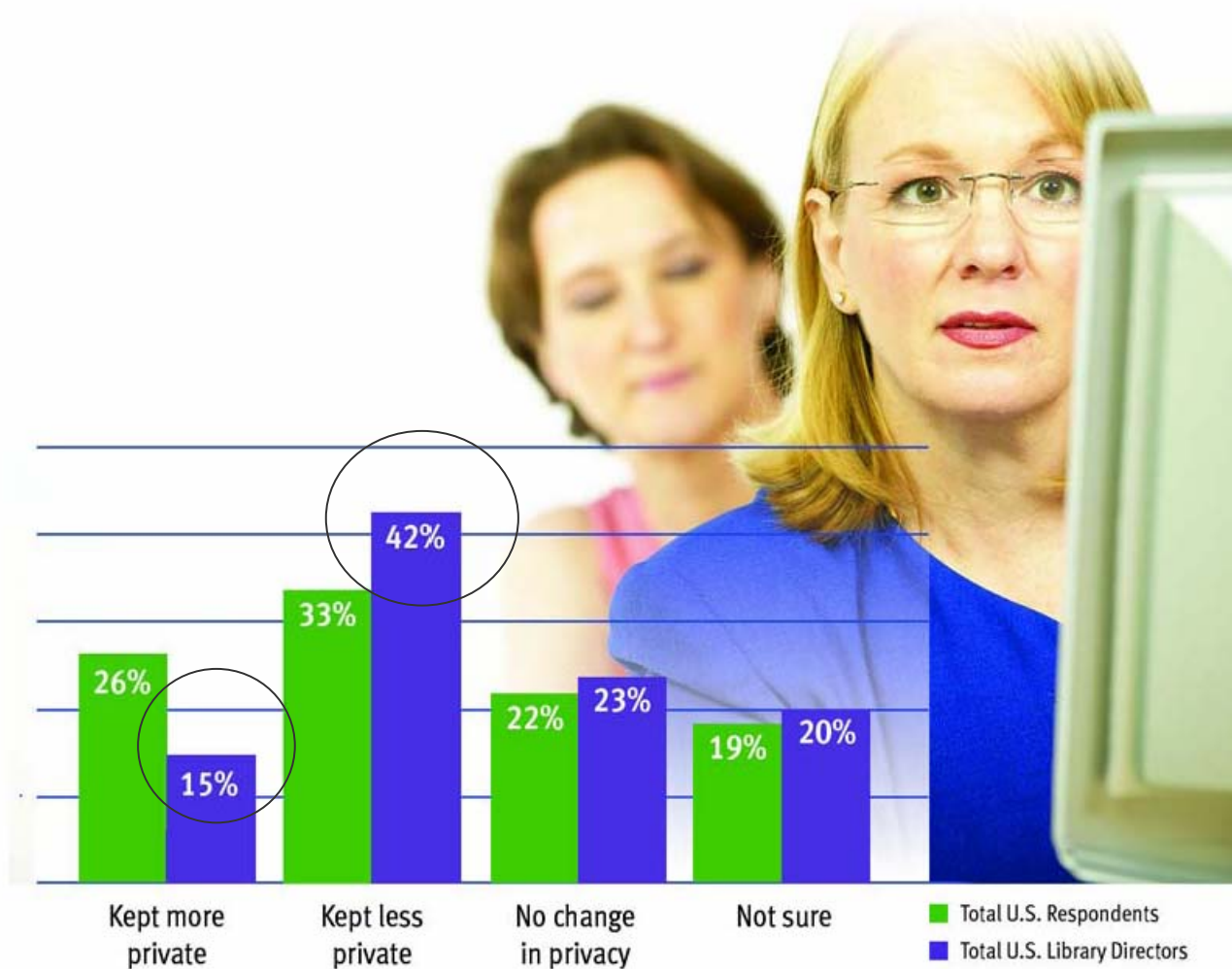
1903

Mary Wright Plummer
Director, Pratt Institute Library School
and the Pratt Library
presents first code of ethics for librarians

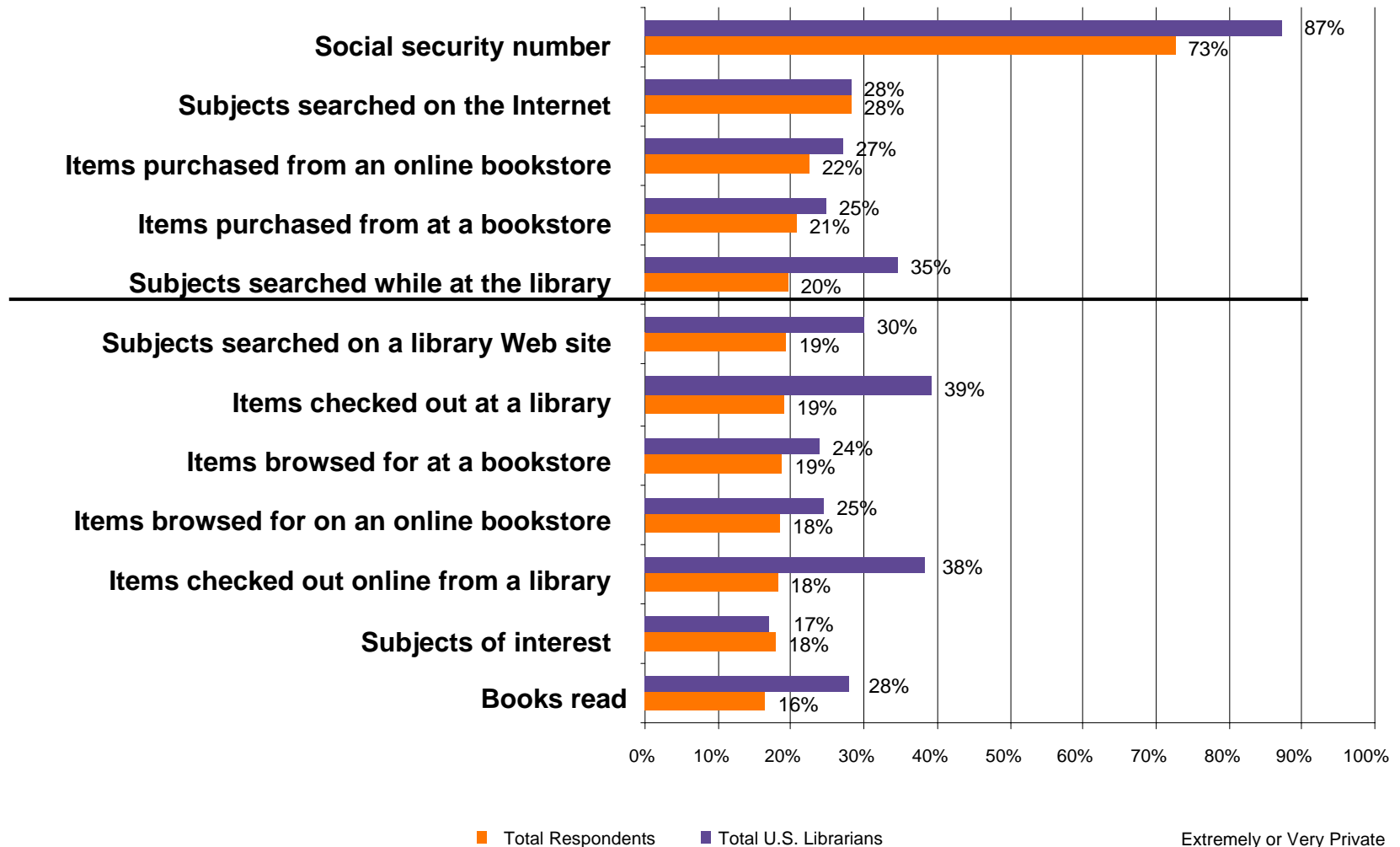
A long history of privacy



Internet Privacy



What we consider private



Messy Rules

In a way...the librarian is still kind of the gatekeeper. We have our online catalog. We have all our stuff on our server... our Web page and we point to a bunch of difference resources that we pay for. And we kind of maintain this little empire within our own network environment...

- Henry Bankhead
Los Gatos Public Library

Sharing...with a Billion Patrons

Origins, Evolution and Development

“Before long, I don’t think people will use the term “social network” it will just become ubiquitous. People will expect it wherever they go online.”

- Brian Mathews

Georgia Institute of Technology

Future Waves – Social Spaces



e-mail Users

543 million



Social Networking Users

484 million



97%

2007

Socializing e-Mail

YahooSpaceBook

*"the world's largest dormant
social network"*

- "Friend Finder"

- creating personal profile pages

- Birthdays

- e-mail (share) large files

Open the Doors

“It will be messy.”

Sharing, Privacy and Trust in our Networked World

Discussion

