

# Futuregazing: trends & patterns = *El Futuro: una observación en la transición y modificación de patrones de comportamiento*

**Universidad Nacional  
Autónoma de México**

9 Octubre 2006  
Ciudad de México

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**UNAM**



**National Autonomous  
University of Mexico**

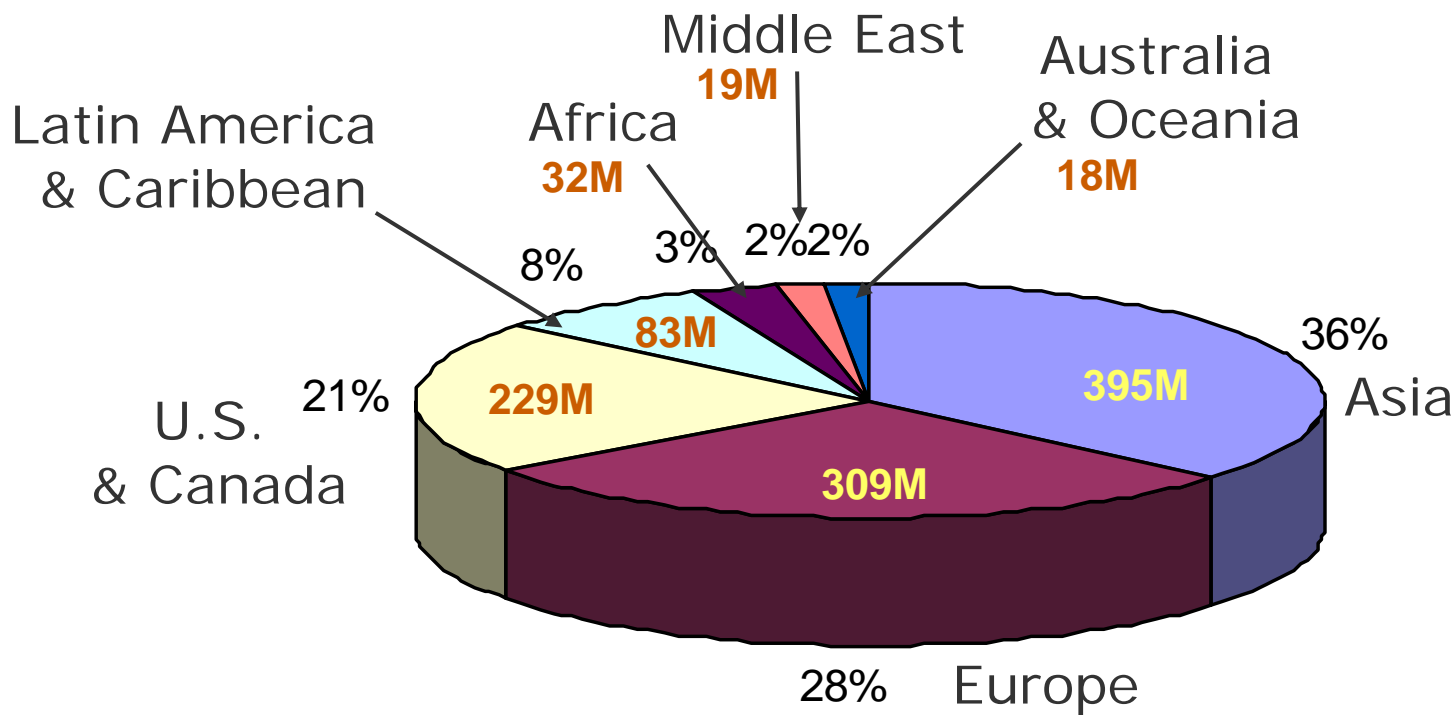
9 October 2006  
Mexico City

**Eric Childress**  
OCLC Research

# Agenda

- **Using The Network**
- Pattern Recognition
- Perceptions of Library Users
- WorldCat's Mexican Landscape

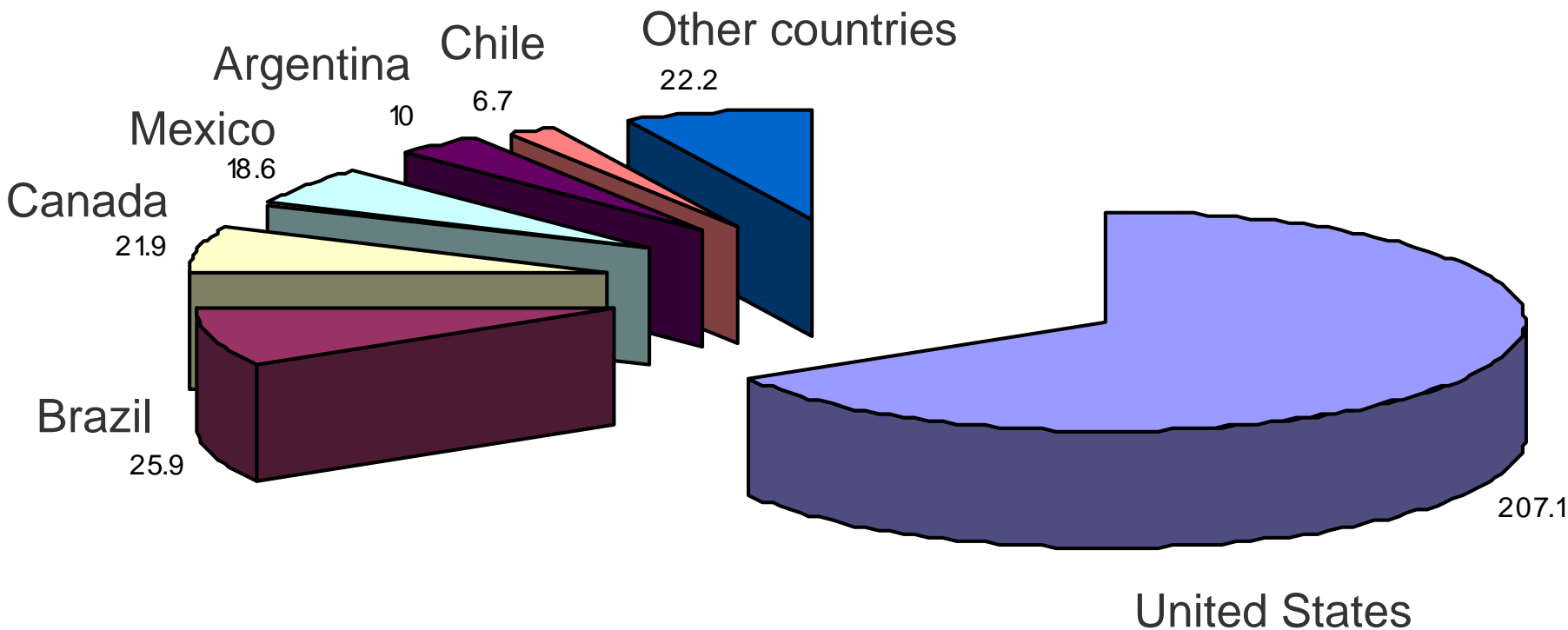
# Internet Users by Region - Worldwide



Total population = 6.5B

Total Internet User population = 1B

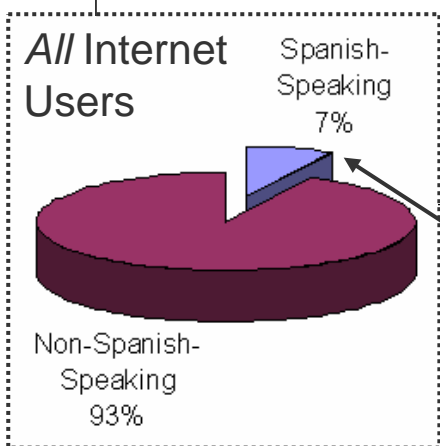
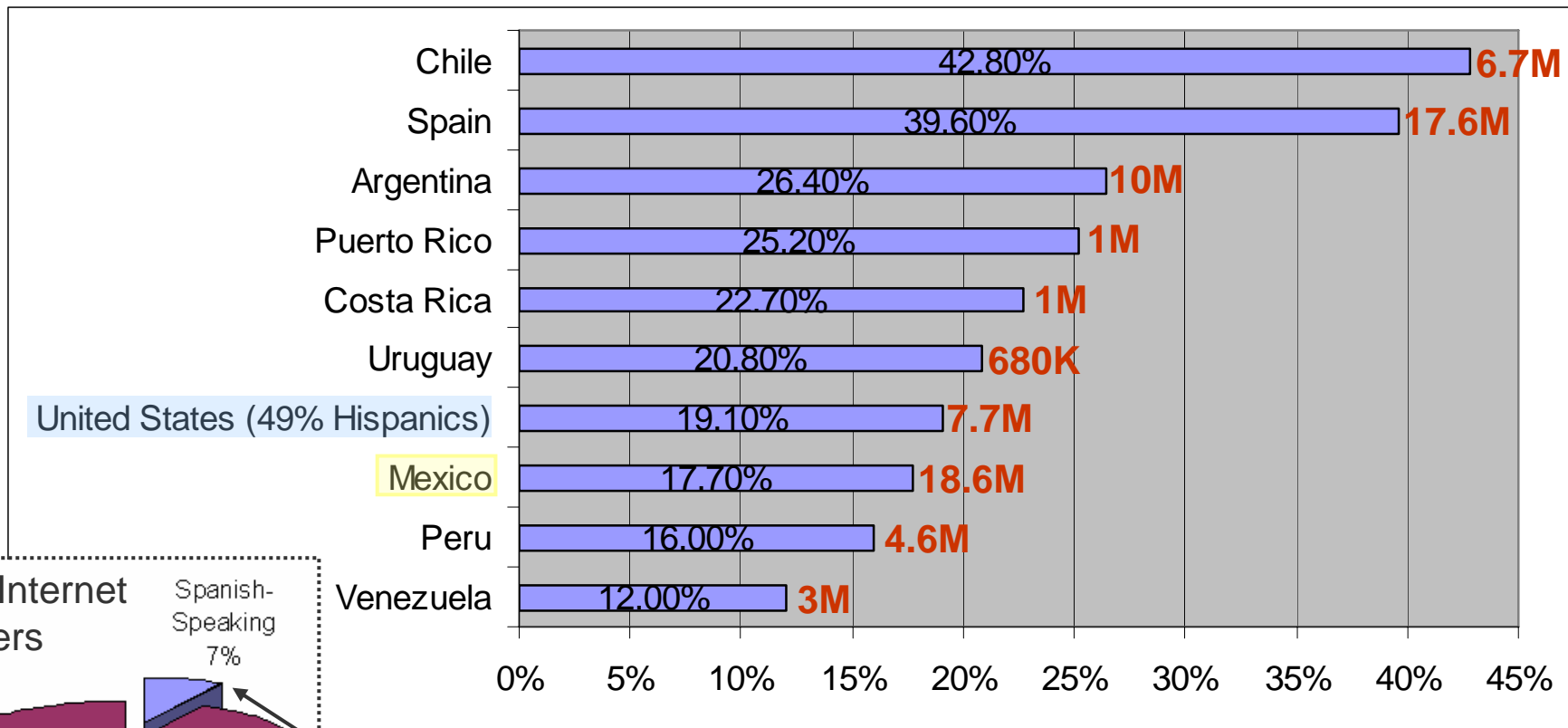
# Internet Users – Americas & Caribbean



Total population = 885M

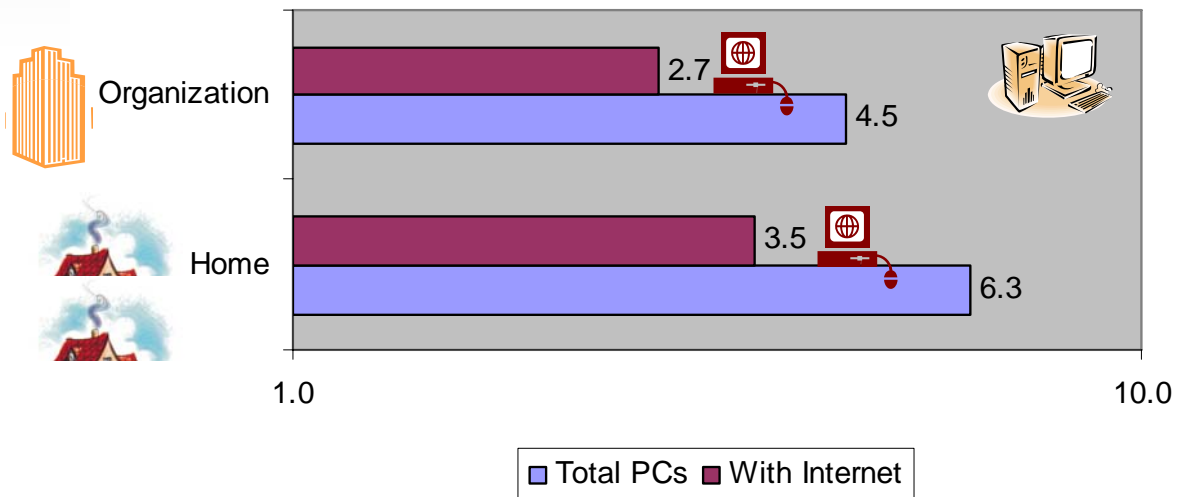
Total Internet User population = 312M

# Top 10 Spanish-Speaking Countries by Percentage (%) of Population using the Internet



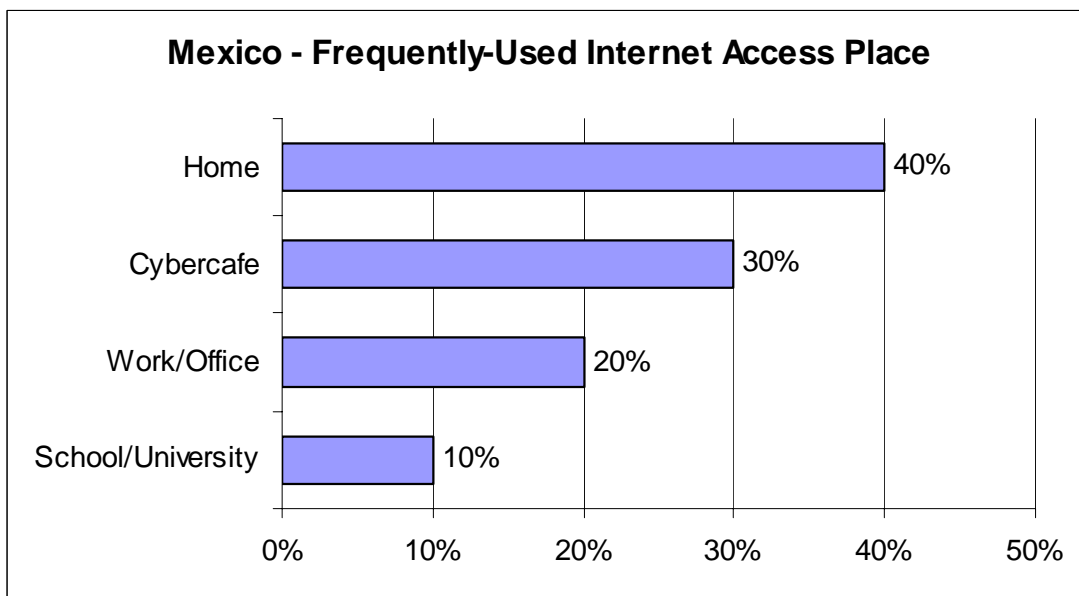
All Spanish-speaking Internet users = **80M**

### Locations of PCs installed in Mexico (millions)



Broadband (vs. dedicated line or dial-up) in Mexico	2004	2005
	28.5%	48.4%

### Mexico - Frequently-Used Internet Access Place



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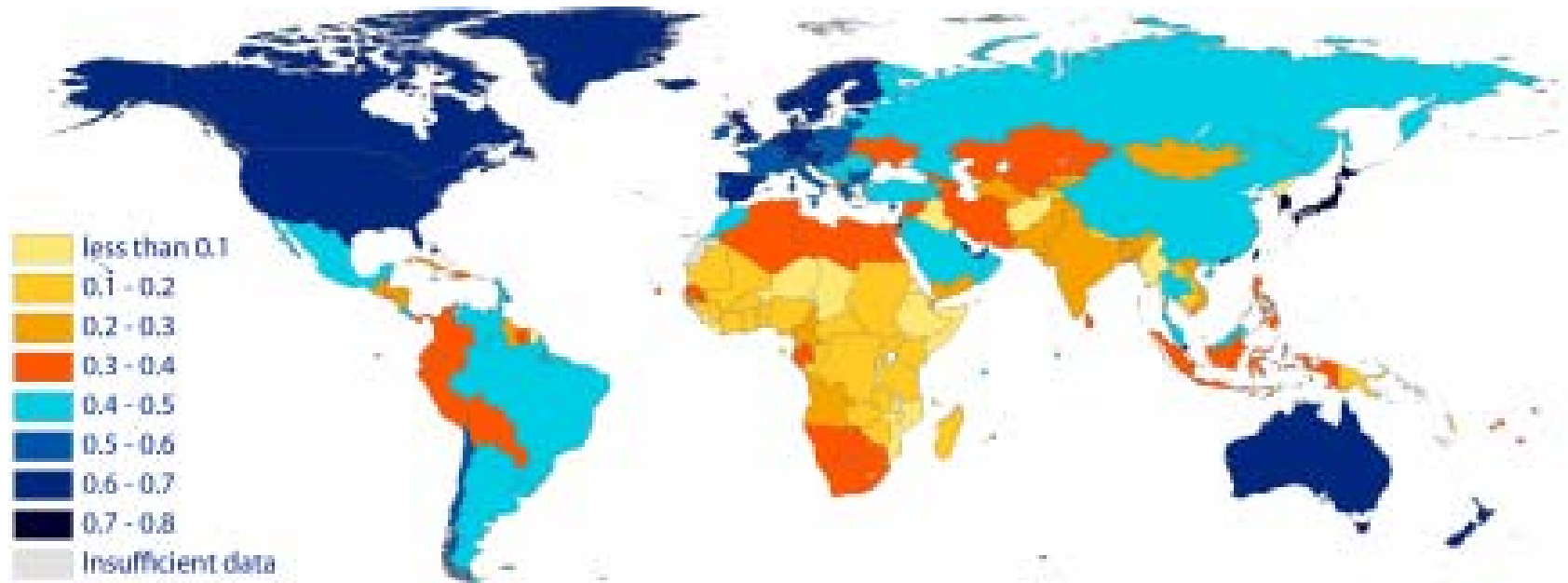
# OCLC Reports



<http://www.oclc.org/reports>



# ITU Digital Opportunity Index (DOI)



(2005) source: <http://www.itu.int/osg/spu/statistics/DOI/index.phtml>

# Pattern recognition

- **Swimming in a digital sea**
  - Instant communication (email, phone, IM...)
  - Massive amounts of content on the network
- **Connecting the global economy**
  - The “Attention economy”
  - Global brands (Google, Wal-Mart)
- **Portable devices, self-service, micro-consumption**
  - Mobile phones, PDAs, iPods...
  - The “convenience” society – 24x7 stores, ATMs
  - Disaggregation – consuming single news stories, songs

[Web](#) [Images](#) [Video](#) <sup>New!</sup> [News](#) [Maps](#) [more »](#) 

## More Google products

### Search

[Alerts](#)

Get email updates on the topics of your choice

[Blog Search](#)

Find blogs on your favorite topics

[Book Search](#)

Search the full text of books

[Catalogs](#)

Search and browse mail-order catalogs

[Checkout](#)

Complete online purchases more quickly and securely

[Desktop](#)

Search and personalize your computer

[Directory](#)

Browse the web by topic

[Earth](#)

Explore the world from your PC

[Finance](#)

Business info, news, and interactive charts

[Froogle](#)

Shop for items to buy online and at local stores

[Images](#)

Search for images on the web

[Local](#)

### Explore and innovate

[Code](#)

Download APIs and open source code

[Co-op](#)

Contribute your expertise to help improve Google search

[Labs](#)

Explore Google's technology playground

### Communicate, show & share

[Blogger](#)

Share your life online with a blog -- it's fast, easy, and free

[Calendar](#)

Organize your schedule and share events with friends

[Gmail](#)

Fast, searchable email with less spam

[Groups](#)

Create mailing lists and discussion groups

[Picasa](#)

Find, edit and share your photos

[SketchUp](#)

Create 3D models for Google Earth

[Talk](#)

IM and call your friends through your computer

[Translate](#)

View web pages in other languages



[La Web](#) [Imágenes](#) [Grupos](#)<sup>¡Nuevo!</sup> [Directorio](#) [Noticias](#) [más »](#)

## Más y más

[Página principal de Google](#)

[Acerca de Google](#)

[Centro de asistencia](#)

### Servicios de Google



[Académico](#)

Busque documentos académicos



[Alertas](#)

Reciba noticias y resultados de búsquedas por correo electrónico



[Búsqueda de blogs](#)

Busque blogs sobre sus temas favoritos



[Búsqueda de libros](#)

Busque en el contenido de los libros



[Búsqueda en la web](#)

Realice búsquedas en más de 8 mil millones de páginas web



[Directorio](#)

Realice búsquedas temáticas en la web



[Funcionalidades de búsqueda web](#)

Saque el máximo partido a sus búsquedas



[Grupos](#)

Cree listas de distribución y grupos de debate



[Imágenes](#)

Busque imágenes en la web



[Noticias](#)

Busque miles de noticias

### Herramientas de Google



[Barra Google](#)

Añada un cuadro de búsqueda a su navegador



[Blogger](#)

Expresa sus opiniones en línea



[Desktop](#)

Realice búsquedas en su propio equipo



[Pack](#)

Una colección gratuita de software indispensable




[Traducir](#)









Visualice páginas web en otros idiomas


# Me, mine, ours

- **Individual-driven content rising:**
  - Personal web pages/Blogs (a new one each second!)
  - Digital images/video ([flickr](#), [Picasa](#), [YouTube](#))
  - Bookmarks, etc. (e.g., [del.icio.us](#), [furl](#), [digg](#), [technorati](#))
- **The Network as community**
  - Online gaming, virtual communities ([Second Life](#))
  - Community authorship - open content ([Wikipedia](#)), open source software
  - The “social” net: [Myspace](#), [Facebook](#)
- **Users want to leverage content**
  - Reuse, repurpose images, music, etc. freely






- 
- Search
- My Profile edit
- My Friends
- My Photos
- My Notes
- My Groups
- My Events
- My Messages (1)
- My Account
- My Privacy

### News Feed

-  Michael Porter and Deana Komissarova are now friends. 10:22pm
-  **Updated:** Michael Stephens and Michael Porter are now friends with Kris Bell. 6:15pm
-  Michael Porter joined the group American Library Association. 2:07am
-  Michael Porter is at the library. 3:52pm
-  Michael Stephens and Christopher Erickson are now friends. 8:46am
-  Michael Stephens and Rebecca Richardson are now friends. 3:37am
-  **Michael Stephens posted on Michael Porter's wall.** 2:20am
  - “ Oh Libraryman! So glad to see you here in Facebook! ”
  - [See Wall-to-Wall.](#)
-  **Michael Porter added new photos.** 2:00am
 



**Libraryman**  
3 photos  
by Michael Porter


-  Michael Porter activated Facebook Mobile. 1:40am
-  Michael Stephens and Michael Porter are now friends. 11:06pm
-  Michael Stephens and Michael Pate are now friends. 2:48pm
-  Michael Stephens and Maire K are now friends. 11:57am


### Messages

 1 new message

### Pokes

 You were poked by Michael Stephens.  
[poke back](#) | [hide poke](#)


### My Status edit



Eric is at work.  
Updated just a moment ago

### The Next Step see all

32 Shows, 32 Front Rows. Visit the Dave Matthews Group and [enter to win!](#)

 To find people you know who are already using Facebook, [click here.](#)



WIKIPEDIA  
La enciclopedia libre

navegación

- Portada
- Portal de la comunidad
- Actualidad
- Cambios recientes
- Página aleatoria
- Ayuda
- Donativos

buscar




herramientas

- Lo que enlaza aquí
- Cambios en enlazadas
- Subir archivo
- Páginas especiales
- Versión para imprimir
- Enlace permanente
- Citar este artículo

otros idiomas

- Afrikaans
- Alemannisch
- Aragonés
- العربية
- Asturianu
- Aymar
- Български

- artículo | discusión | ver código fuente | historial

Los resultados de la votación para el Consejo de Administración de la Fundación Wikimedia ya [están disponibles](#).

## ¡Bienvenido a Wikipedia, la enciclopedia libre!

Edición en español de Wikipedia, iniciada en el 2001.

[Quarto](#) - [Libro de visitas](#) - [Acceso WAP](#) - [Contacto](#)

### Explora Wikipedia



#### Exploración

[Búsqueda](#) · [Índice alfabético](#) · [Índice de categorías](#) · [Portales temáticos](#) · [Todos los artículos](#) · [Acceso WAP](#)



#### Sistemas de clasificación

[Decimal Universal](#) · [Unesco](#) (4 dígitos · 6 dígitos) · [Listas \(Acronimos\)](#) · [Biografías](#) · [Países](#)



En la columna de la izquierda de cada artículo hay una caja de búsqueda equivalente a esta. Es necesario poner los acentos y mayúsculas correctamente.

### Categorías



#### Ciencias naturales y formales

[Astronomía y Astrofísica](#) · [Biología](#) · [Ciencias de la Tierra](#) · [Física](#) · [Geología](#) · [Lógica](#) · [Matemática](#) · [Química](#)



#### Ciencias sociales

[Antropología](#) · [Comunicación](#) · [Derecho](#) · [Economía](#) · [Educación](#) · [Geografía](#) · [Historia](#) · [Lingüística](#) · [Política](#) · [Psicología](#) · [Religión](#) · [Sociología](#)



#### Ciencias aplicadas

[Explotación de los recursos naturales](#) · [Ciencias de la salud](#) · [Informática](#) · [Ingeniería](#) · [Telecomunicaciones](#) · [Transporte](#)



#### Cultura

[Arte](#) · [Artesanía](#) · [Deporte](#) · [Espectáculos](#) · [Folclore](#) · [Fiestas](#) · [Filosofía](#) · [Gastronomía](#) · [Humor](#) · [Literatura](#) · [Música](#) · [Turismo](#) · [Ocio](#)

### Participa en Wikipedia

Actualmente, Wikipedia en español tiene

**156.438**

artículos.

### Artículo destacado



**Bantustán** es el término que designa cada uno de los veinte [territorios](#) que operaron como reservas [tribales](#) de habitantes no [blancos](#) en [Sudáfrica](#) y [África del Sudoeste](#) (actual [Namibia](#)), en el marco de las políticas

[segregacionistas](#) impuestas durante la [época del apartheid](#). Tanto en la República Sudafricana como en el territorio aledaño de África del Sudoeste (por entonces, bajo su [ocupación](#) y [administración](#)), se establecieron diez reservas de esta clase, destinadas a alojar y concentrar en su interior poblaciones [étnicamente](#) homogéneas.

Desde los inicios, en 1959, de la implementación [legal](#) del concepto, hasta su desmantelamiento final en 1994, algunos bantustanes recibieron [independencia](#) nominal ([Transkei](#), [Venda](#), [Bophuthatswana](#) y [Ciskei](#), en Sudáfrica; [Ovamboland](#), [Kavangoland](#) y [Caprivi del Este](#), en África del Sudoeste)...

[Leer más...](#)

Anteriores: [Crisis de la Edad Media en España](#), [Vuelo LAPA 3142](#), [Getafe](#)

### Más artículos destacados

### ¿Sabías que...

- ...la [Torre Colpatria](#), en Bogotá, edificio de 50 pisos y



# Publishing is changing

- **Content is originated electronically**
  - Increasingly content is published in both hard copy & electronic form or *just* electronically
  - On-demand publishing and distribution of music, video, books is gaining momentum
- **Traditional media outlets (radio, television, newspapers, magazines) are having trouble adapting**
  - Reader/listener/viewer-ship is down
  - Advertisers are spending with alternatives like Google
  - Consumer-to-consumer commerce is done less and less by classified advertisements in newspapers



CD BABY: [home](#) [about](#) [contact](#) [help](#) **SEARCH** **BROWSE** [cart](#) [account](#)

 Search

# CD Baby



## SEARCH

find the CDs you want  
quick and easy

## FLAVOR ★!

CDs to match your  
mood, occasion, or...

## Top Sellers Now

see which CDs are  
popular this week

## New Arrivals

see the newest CDs  
- updated daily!

## BROWSE

discover new CDs in  
all genres and styles

## \$5 Special Sale

CDs for only \$5! Get  
as many as you can.

## Top Sellers Ever

biggest selling albums  
we've ever had

## SELL YOUR CD

if you released a CD  
we'll help you sell it

## Choose

a **STYLE:**

[Blues](#)  
[Classical](#)  
[Country](#)  
[Easy Listening](#)  
[Electronic](#)  
[Folk](#)  
[Gospel](#)  
[Hip Hop/Rap](#)  
[Jazz](#)  
[Kids/Family](#)  
[Latin](#)  
[Metal](#)  
[New Age](#)  
[Pop](#)  
[Rock](#)  
[Spoken Word](#)  
[Urban/R&B](#)  
[World](#)

CD Baby: a little CD store with the best new independent music



### Laura Allen: Standing

Crafting effective Christian pop music can wind up being a slippery slope. Some artists sacrifice genuine feeling for clichéd lyrics that end up sounding sing-songy when applied to modern genres of music. Luckily, that is not the case here. Casting a wistful voice over extremely well produced backing tracks, Allen takes a much more thoughtful approach to lyricism, basking in love and hope with out coming across as a cookie-cutter replica of any other faith based pop singer. Relying mostly on acoustic guitar and piano, the songs aren't necessarily musically complex, but they don't need to be. The tracks are diverse enough to stand alone and apart from each other, utilizing time and tempo changes to keep it from going stale. From a young lady who's just in her teens, this is a solid group of songs that provides a unique perspective into faith and growth.

CD Price: ~~\$12.97~~ **HEAR IT!**

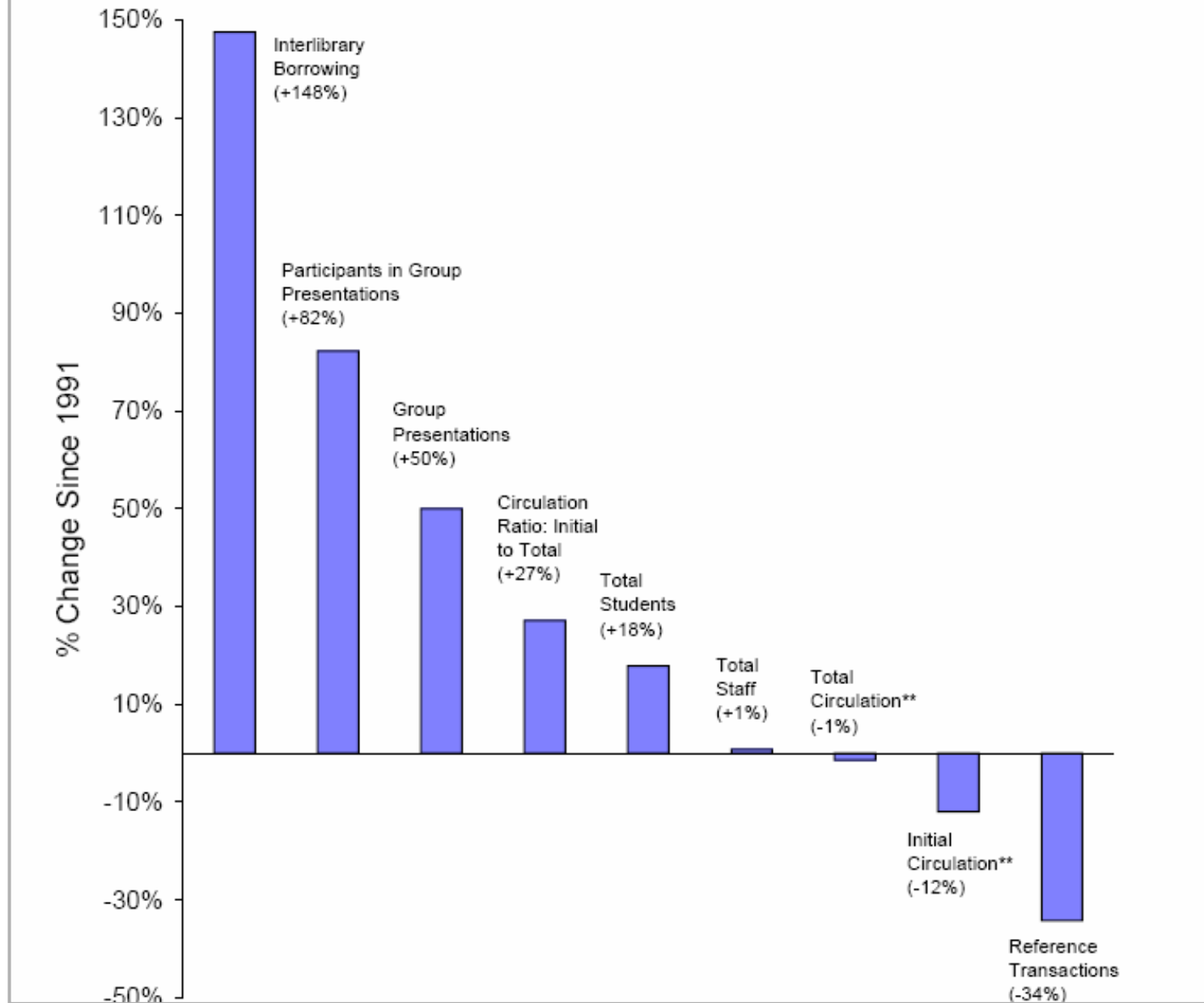


### Liv Warfield: Embrace Me

# How Are Libraries Changing?

- **Managing both electronic and physical collections**
  - Digitizing content
  - Storing lesser-used books offsite
- **Providing services over the Internet**
  - Library catalog & databases
  - Electronic books, journals, audiobooks
  - Virtual reference
- **Changing the library's physical space**
  - Supporting wireless access
  - Comfortable seating, more meeting space, coffee shops
- **Rethinking what services to offer**

## Service Trends in ARL Libraries, 1991-2004

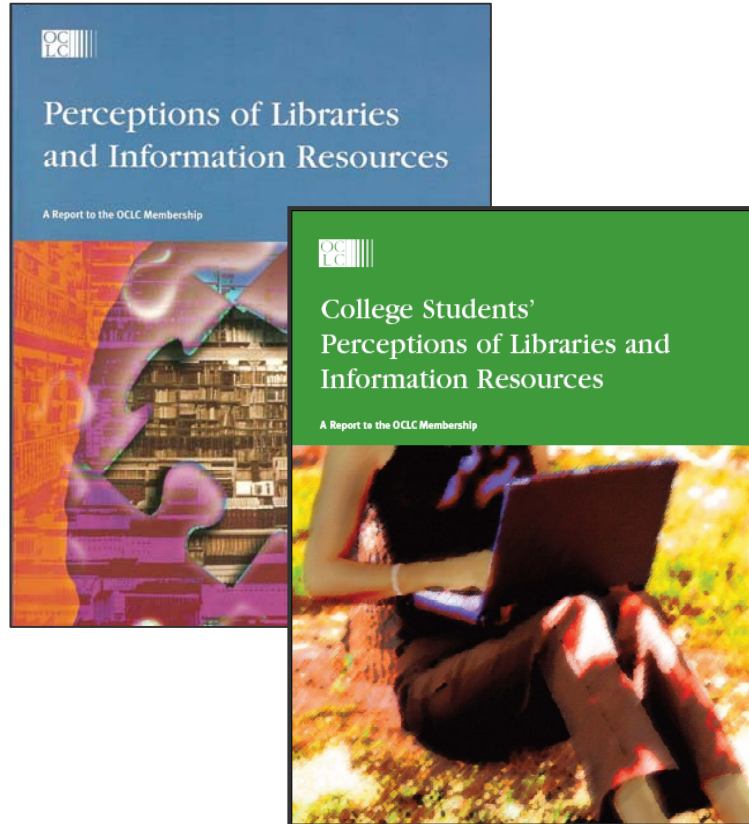


source: [ARL Statistics 2003-04](#)

# Agenda

- Using The Network
- Pattern Recognition
- **Perceptions of Library Users**
- WorldCat's Mexican Landscape

# Perceptions of Users



<http://www.oclc.org/reports>

# OCLC Perceptions Report

- **OCLC commissioned Harris Interactive, Inc.:**
  - Survey conducted May-June, 2005, online in English
  - Australia, Canada, India, Singapore, U.K., U.S.
  - 3,348 respondents (396 college students, 621 14-17 year olds)
- **Findings chiefly confirm phenomena explored in the 2003 OCLC Environmental Scan:**
  - Users are comfortable using the Web for information
  - Libraries' "brand" = books
  - Students know most about library offerings

# What are students doing less, to make time for the Internet?

*Listening to the radio*



19%



24%

*Reading newspapers*

*Using library services*



39%



40%

*Watching television*

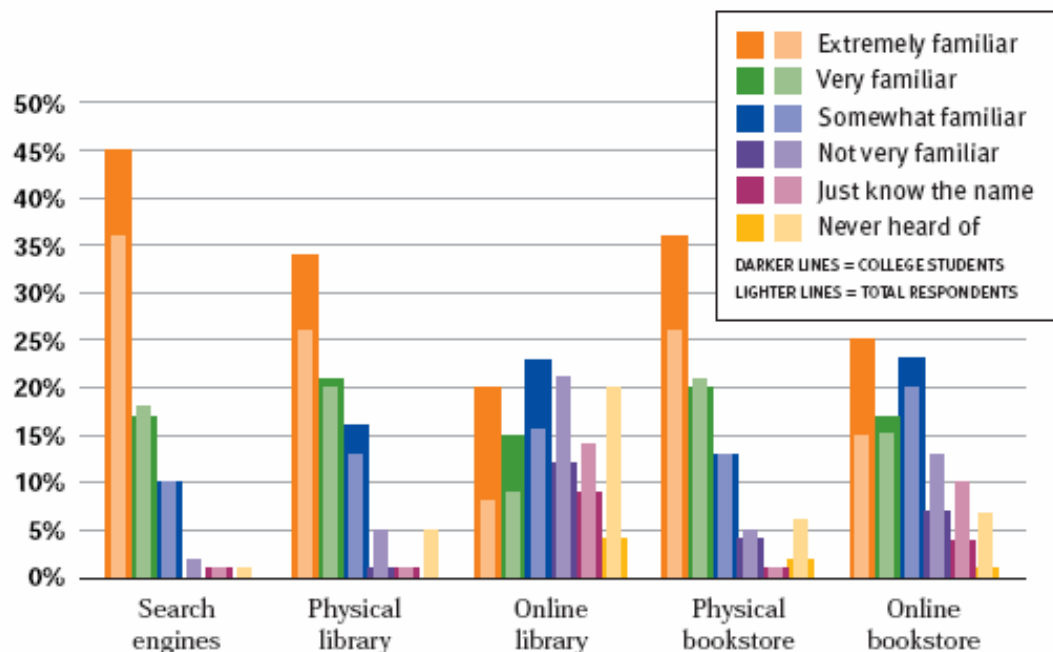


14%

*Spending time with friends and family*

## Familiarity Ratings for Information Sources— by College Students and Total Respondents

Please rate how familiar you are with the following sources/places where you can obtain information.



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1305.

## Usage

Extremely familiar:

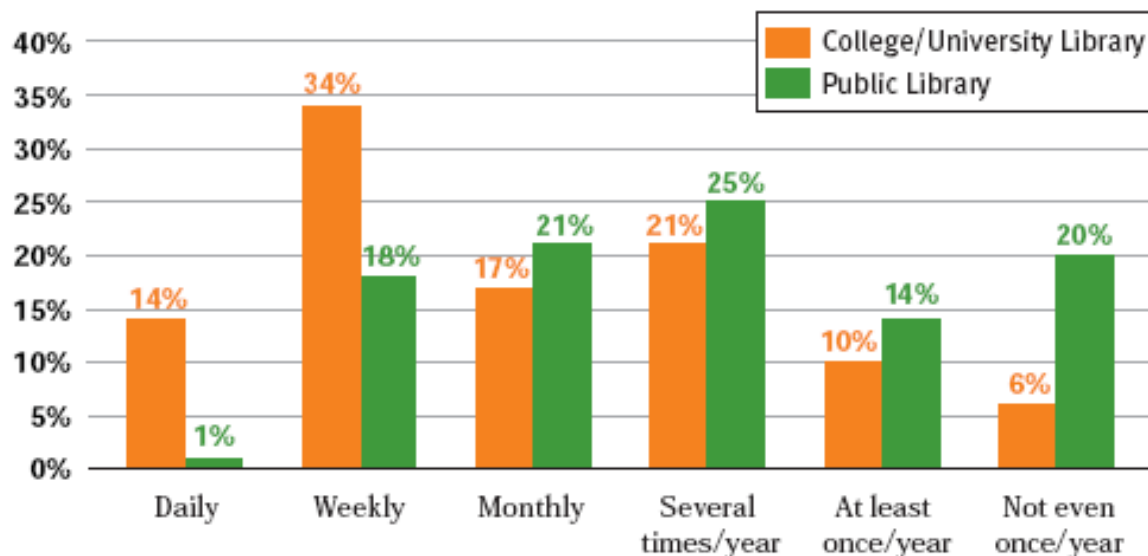
1. Search engines
2. Physical bookstore
3. *Physical library*
4. Online bookstore
5. *Online library*



Frequency

## Frequency of Library Use—by College Students

How frequently do you go to each of the following libraries?  
(Only college/university library and public library included below.)



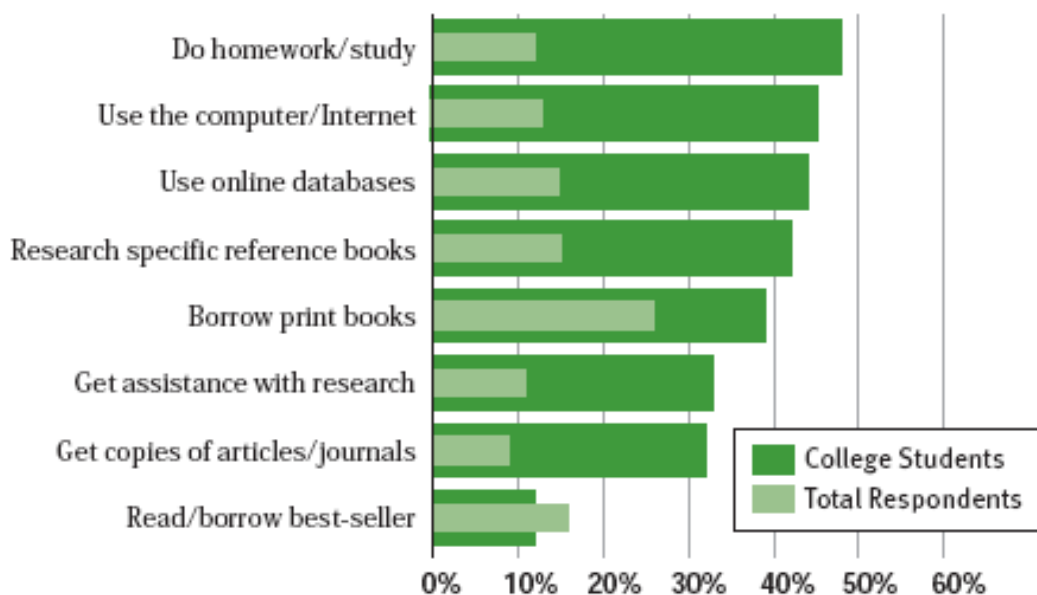
Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 820.

College students also use public libraries!

## Activities at the Library: Monthly Usage— by College Students and Total Respondents

How frequently do you use your library for the following reasons?

Note: At least monthly is a rollup of daily, weekly and monthly.



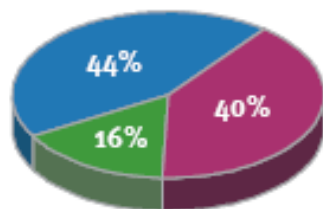
Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 840.

- Colleges students use the library more intensely
- Library appears to serve as a “Third place” for students

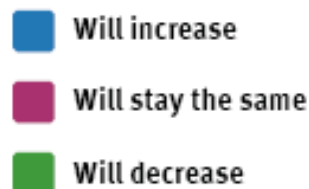
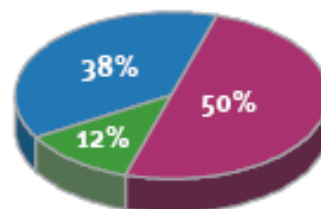
## Past and Anticipated Library Use— *by College Students*

How much has your personal library use changed over the last three to five years?  
How do you anticipate your personal usage of the library to change over the next three to five years?

**Past Library Use**

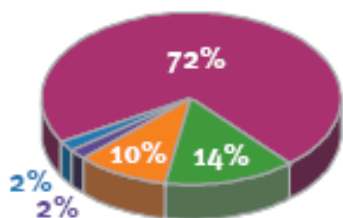


**Anticipated Library Use**



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, questions 1220 and 1225.

## First Choice for Information Source— by College Students

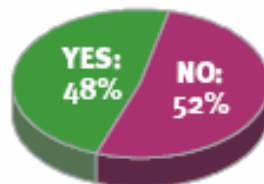


- Search engines
- Library (physical)
- Online library
- Bookstore (physical)
- Online bookstore

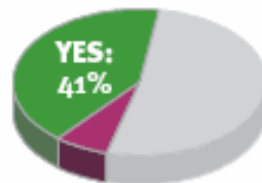
Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 1335.

## Accessing the Library from the Web— by College Students

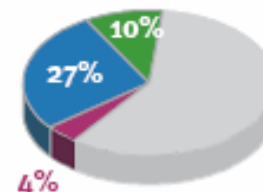
Have you ever started your search for information using a search engine and ended up at a library Web site?



If yes... did you use the library Web site?



If yes, did the library Web site fulfill your information needs?



**27%: YES**  
but I also had to use other resources

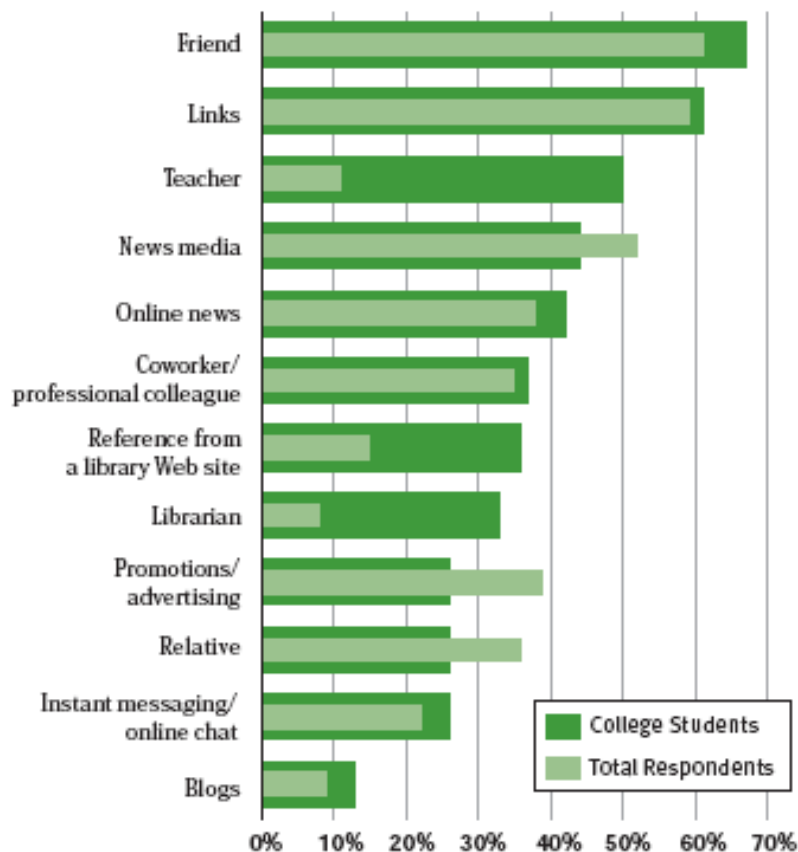
**10%: YES**  
the only resource I needed to use

**4%: NO**  
not enough information available

Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, questions 1005, 1010, 1015.

## Learning about Electronic Information Sources— by College Students and Total Respondents

Other than search engines, how do you learn about electronic information sources? (Select all that apply.)



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 605.

## Authority

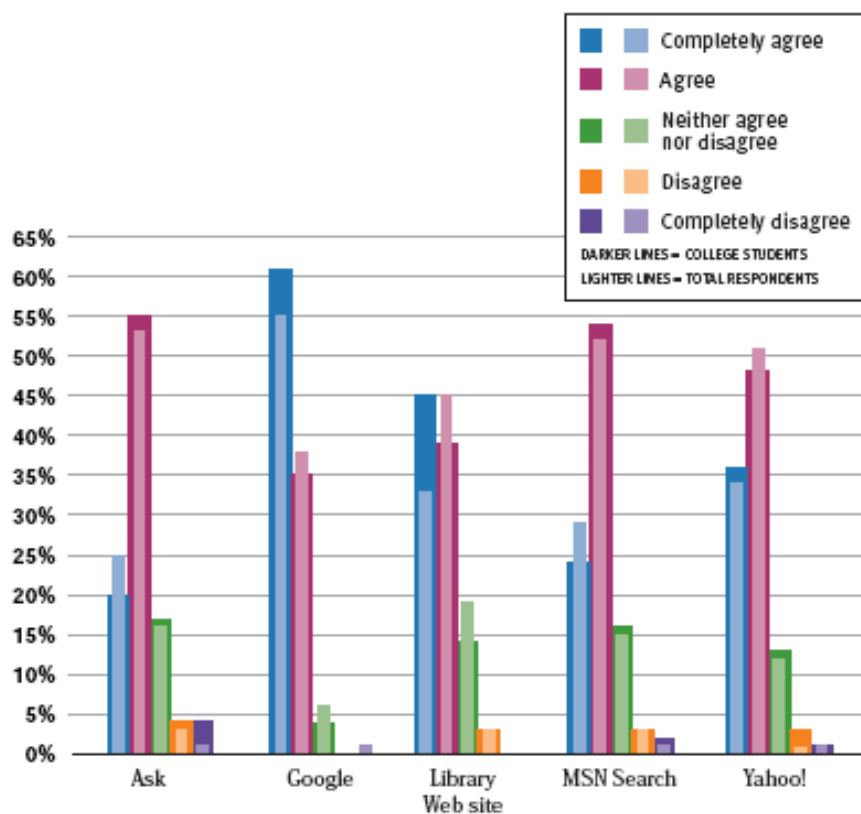
Help finding sources:

1. Friend
2. Links
3. *Teacher*
4. News media
5. Colleague
6. *Library Web site*
7. *Librarian*

## Five Highest-Rated Information Brands with Worthwhile Information—by College Students and Total Respondents

Please rate the degree to which you agree or disagree that each electronic information source provides worthwhile information.

Base: Respondents who indicated usage of any of the list of 21 information brands.



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 670.

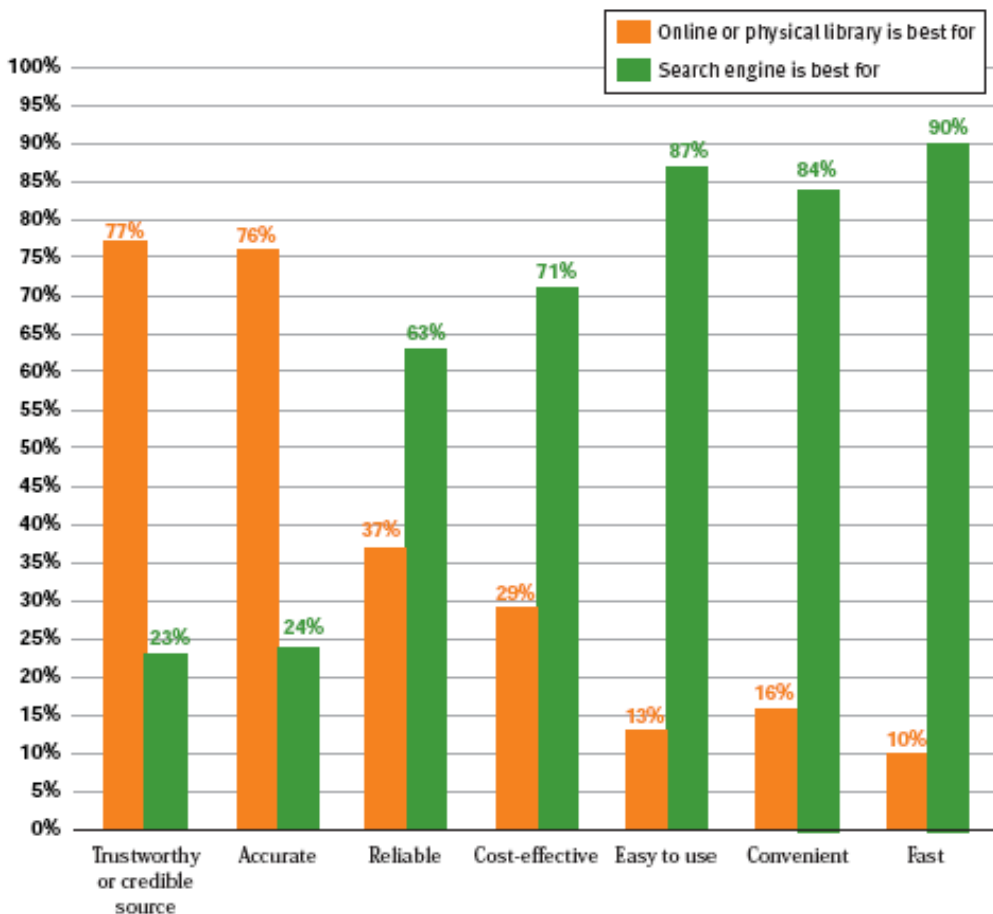
Information?

## Quality sources:

1. Google
2. *Library web site*
3. Yahoo
4. MSN Search
5. Ask

## Attributes of the Library and Search Engine— by College Students

Comparing an online or physical library to a search engine, please indicate which source is best described by the following:



Source: *Perceptions of Libraries and Information Resources*. OCLC, 2005. question 1355.

## Brand

**Libraries are perceived as high quality, low convenience options**

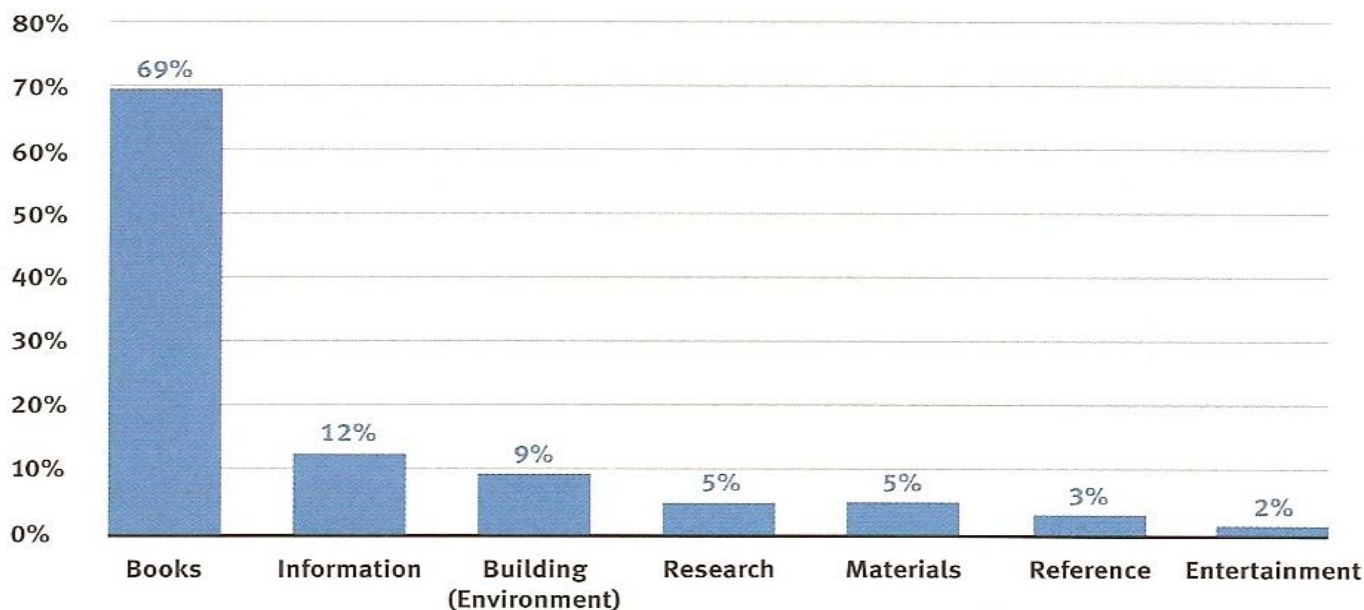
*“In this world, convenience will always trump quality. It is our job to make quality convenient.”*

– Bruce Newell (Montana Library Network)

# The “Library” Brand

## *First (Top-of-mind) Association with the Library— by Total Respondents*

What is the first thing you think of when you think of a library?

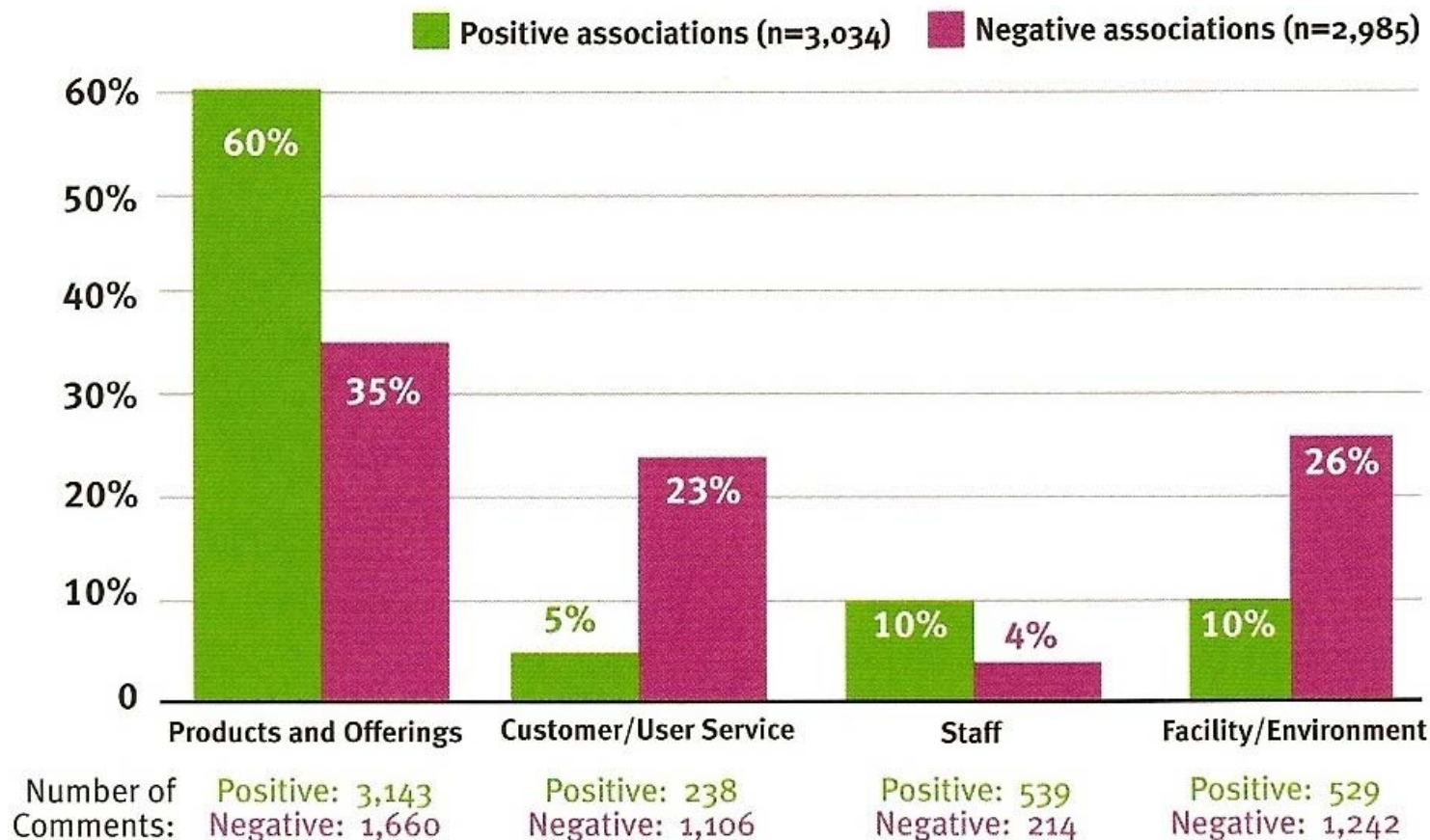


Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 807.

Note: The percentage is based on the number of comments received divided by the number of respondents. Some respondents chose to provide more than one response, and all responses were included.



# Positive and Negative Associations



Source: *Perceptions of Libraries and Information Resources*, OCLC, 2005, question 812.

## Further reading

- **OCLC Reports**
  - <http://www.oclc.org/reports>
- **OCLC Research**
  - <http://www.oclc.org/research>
- **OCLC-related blogs:**
  - Lorcan Dempsey <http://orweblog.oclc.org>
  - Thom Hickey <http://outgoing.typepad.com/outgoing>
  - Stu Weibel <http://weibel-lines.typepad.com>
  - It's All Good <http://scanblog.blogspot.com>