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

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Mexico City

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Agenda

- Using The Network
- Pattern Recognition
- Perceptions of Library Users
- WorldCat’s Mexican Landscape
Internet Users by Region - Worldwide

- Asia: 36% (395M)
- Europe: 28% (309M)
- U.S. & Canada: 21% (229M)
- Latin America & Caribbean: 8% (83M)
- Africa: 3% (32M)
- Middle East & Oceania: 2% (19M)

Total population = 6.5B
Total Internet User population = 1B

Internet Users – Americas & Caribbean

- United States: 207.1
- Canada: 21.9
- Mexico: 18.6
- Brazil: 25.9
- Argentina: 10
- Chile: 6.7
- Other countries: 22.2

Total population = 885M
Total Internet User population = 312M

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

- Chile: 42.80% (6.7M users)
- Spain: 39.60% (17.6M users)
- Argentina: 26.40% (10M users)
- Puerto Rico: 25.20% (1M users)
- Costa Rica: 22.70% (1M users)
- Uruguay: 20.80% (680K users)
- United States (49% Hispanics): 19.10% (7.7M users)
- Mexico: 17.70% (18.6M users)
- Peru: 16.00% (4.6M users)
- Venezuela: 12.00% (3M users)

All Spanish-speaking Internet users = 80M

Source: http://www.internetworldstats10.com/
### Locations of PCs installed in Mexico (millions)

- **Organization**: Total 2.7 million, with Internet 4.5 million
- **Home**: Total 3.5 million, with Internet 6.3 million

### Broadband (vs. dedicated line or dial-up) in Mexico

- **2004**: 28.5%
- **2005**: 48.4%

### Mexico - Frequently-Used Internet Access Place

- **Home**: 40%
- **Cybercafe**: 30%
- **Work/Office**: 20%
- **School/University**: 10%

Source: Hábitos de los Usuarios de Internet en México 2005
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ITU Digital Opportunity Index (DOI)

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
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
¡Bienvenido a Wikipedia, la enciclopedia libre!

Querido - Libro de visitas - Acceso WAP - Contacto

Explora Wikipedia

- Exploración
  - Búsqueda
  - Índice alfabético
  - Índice de categorías
  - Portales temáticos
- Sistemas de clasificación
  - Decimal Universal
  - UNSCO (4 dígitos)
  - 6 dígitos

- Buscuntítulo exacto
- Buscar en el texto

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
  - Transports

- Cultura
  - Artes
  - Artesanía
  - Deporte
  - Espectáculos
  - Folclore
  - Fiesta
  - Filosofía
  - Gastronomía
  - Humor
  - Literatura
  - Música
  - Turismo
  - Otras

Participa en Wikipedia

- Artículos destacados
  - Bantú
    - Bantú es el término que designa cada uno de los veinte territorios que operan como reservas tribales de habitantes no blancos en Sudáfrica y África del Sudeste (actual Namibia), en el marco de las políticas segregacionistas impuestas durante la época del apartheid. Tanto en la República Sudáfrica como en el territorio aledaño de África del Sudeste (por entonces, bajo su ocupación y administración), se establecieron diez reservas de esta clase, destinadas a alojar y concentrar en su inferior poblaciones étnicamente homogéneas.

Desde los inicios, en 1936, de la implementación legal del concepto, hasta su desmantelamiento final en 1994, algunos bantúes recibieron independencia nominal (Tsonga, Venda, Bophuthatswana y Ciskei, en Sudáfrica; Ovamboland, Kavango y Caprivi del Este, en África del Sudeste).

Leer más...

Anteriores: Crisis de la Edad Media en España, Vesto

Más artículos destacados

- ¿Sabías que...
  - La Torre Colón, en Flórida
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
Laura Allen: Standing

Crafting effective Christian pop music can wind up being a slippery slope. Some artists sacrifice genuine feeling for cliched 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

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

- Interlibrary Borrowing (+148%)
- Participants in Group Presentations (+82%)
- Group Presentations (+50%)
- Circulation Ratio: Initial to Total (+27%)
- Total Students (+18%)
- Total Staff (+1%)
- Total Circulation** (-1%)
- Initial Circulation** (-12%)
- Reference Transactions (-34%)

source: ARL Statistics 2003-04
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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%
- **Reading newspapers**: 24%
- **Watching television**: 40%
- **Using library services**: 39%
- **Spending time with friends and family**: 14%
Perceptions of Users

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.

Usage

Extremely familiar:

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

Perceptions of Users

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.)

- **College/University Library**
- **Public Library**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>College/University Library</th>
<th>Public Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>14%</td>
<td>1%</td>
</tr>
<tr>
<td>Weekly</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>Monthly</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Several times/year</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>At least once/year</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Not even once/year</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>20%</td>
</tr>
</tbody>
</table>


College students also use public libraries!
Perceptions of Users

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.

- Do homework/study
- Use the computer/Internet
- Use online databases
- Research specific reference books
- Borrow print books
- Get assistance with research
- Get copies of articles/journals
- Read/borrow best-seller


- 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
- 44% Increased
- 40% About the same
- 16% Decreased

Anticipated Library Use
- 50% Will increase
- 38% Will stay the same
- 12% Will decrease

### Perceptions of Users

#### First Choice for Information Source—by College Students

- Search engines: 72%
- Library (physical): 10%
- Online library: 14%
- Bookstore (physical): 2%
- Online bookstore: 2%


#### 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?
  - Yes: 48%
  - No: 52%

#### If yes, did the library Web site fulfill your information needs?
- Yes: 27%
- No: 7%
- Other: 10%

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

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.

Quality sources:
1. Google
2. Library web site
3. Yahoo
4. MSN Search
5. Ask

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?

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

- **Products and Offerings**
  - Positive: 3,143
  - Negative: 1,660
  - Positive: 60%
  - Negative: 35%

- **Customer/User Service**
  - Positive: 238
  - Negative: 1,106
  - Positive: 23%
  - Negative: 5%

- **Staff**
  - Positive: 539
  - Negative: 214
  - Positive: 10%
  - Negative: 4%

- **Facility/Environment**
  - Positive: 529
  - Negative: 1,242
  - Positive: 10%
  - Negative: 26%

Further reading

- **OCLC Reports**
  - [http://www.oclc.org/reports](http://www.oclc.org/reports)

- **OCLC Research**
  - [http://www.oclc.org/research](http://www.oclc.org/research)

- **OCLC-related blogs:**
  - Lorcan Dempsey [http://orweblog.oclc.org](http://orweblog.oclc.org)
  - Thom Hickey [http://outgoing.typepad.com/outgoing](http://outgoing.typepad.com/outgoing)
  - Stu Weibel [http://weibel-lines.typepad.com](http://weibel-lines.typepad.com)
  - It’s All Good [http://scanblog.blogspot.com](http://scanblog.blogspot.com)