Connecting with Today’s Users
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Coalition for Networked Information

NISO Forum: Discovery to Delivery
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Coalition for Networked Information (CNI)
- Founded in 1990 by ARL and EDUCAUSE
- Mission: accelerate progress in digital information related to research and education
- 200+ member institutions
- Executive Director Clifford Lynch
- www.cni.org
- Subscribe to cni-announce

Today’s students: Who are they and what do they want?
Net Gen Students
- Born 1982-1991
- Grew up with computers and other media at home and in school from earliest ages
- Digital natives, GenY, Millennials, Next Gen

Are Net Gen students really different?
- Pew reports 79% today believe that there is a major difference in points of view between younger and older generations, compared with 60% in 1979 and 74% in 1969
- http://pewresearch.org/databank/
dailynumber/?NumberID=811
- Palfrey and Gasser call them a “population,” not a “generation”
  Born Digital, 2009

They work in a mobile environment
- 93.9% of freshmen own a laptop
- 66% of college students own an Internet-capable cell phone
- 71% of teens 12-17 owned a cell phone in 2008 compared to 45% in 2004

ECAR Study of Undergrad Students and IT, 2009
Internet, “Teens and Mobile Phones,” 2009
Kids “consider their mobile phone to be their best friend.”

- If you had to give up all but one device - desktop computer, laptop, MP3, tv, game console, mobile phone - which would you keep?
- US & UK kids chose mobile phone

US & UK kids chose mobile phone

Today’s students: knowledge seekers and creators

- They share all kinds of information
  - Via Facebook
  - Blogs
  - Wikis
  - Flickr
  - YouTube
  - Texting
  - Course management systems
  - Library Thing

While technology skills vary...

- 67% of students in grades 9-12 maintain a personal website
- When asked what they do regularly with technology for schoolwork, 27% of K-12 students said they create slideshows, videos, and/or webpages
- K-12 students want to use their own devices in learning

Electronic devices are part of the every-day world for children

- From NYT columnist: “My 2-year-old daughter surprised me recently with two words: ‘Daddy’s book.’ She was holding my Kindle electronic reader.” Brad Stone, NYT, 1/9/10

Did you know...

- 45.1% of undergraduate students believe they are “very skilled at using the Internet to effectively and efficiently search for information; 34.9% believe they are “expert” in this regard
- Less than half say the are “very skilled” or “expert” in understanding ethical/legal issues related to access and use of information

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What do they actually do?

“Whether they were conducting research for a college course or for personal reasons, nearly all of the students in our sample had developed an information-seeking strategy reliant on a small set of common information resources - close at hand, tried and true.”


The MIT Photo Diary study identified these areas for action

- Discovery and search need to be easier
- Embed trusted resources in finding tools, e.g. links, relevancy, recommender aspects
- Put links to MIT libraries from “where the users are”


What does this mean for libraries and developers?

- Understanding your user community
- Developing a cohesive information environment(s) for users

Discovery to Delivery

FROM
- Scope: library owned or licensed
- Presentation: plain, unadulterated text
- Discovery: catalogs, indexes
- Delivery: just the facts

TO
- Library and web-based collections
- Lively, interactive displays
- Displays, exhibits, visualizations
- Information, external links, and social engagement

What is the library’s role in providing (seamless) access to:

- Resources made available by non-library entities?
- Digitized special collections of other libraries?

What is the library’s role in providing access across collections?

- Trove: National Library of Australia
- Smithsonian Collections Search Center
(Relatively) new modes of discovery

David Rumsey Map Collection Ticker

iSpecies.org (R. Page, U. Glasgow)

NYPL catalog - Refine by tag

Search refined by tag

Community tagging

Enhancing information and community
New ways of looking at information interfaces: Google’s Library Guide

New modes of connecting to devices

Linking new types of services: Western Illinois U. Libraries

- Text Me service
- In the online catalog, users can click on “text me this call no.,” input a cell phone no., and the call no. is sent to the user’s phone
- Promoted through video on YouTube

Geo-linked information: NC State U. Wolfwalk


And we will see new services emerge...

- QR codes can link locations, books, etc. to web pages with additional information, links to social networking sites, or phone nos.

http://www.flickr.com/photos/cocreatr/2211459023/

http://opus.bath.ac.uk/12782/

http://www.youtube.com/watch?v=2yjlz1zZ1cU
New ways of looking at information interfaces

- Providing a cohesive environment
- Engaging the user
- Guiding the user
- Providing feedback
- Linking to or from external resources
- Assisting with seamless movement from discovery to content creation

Questions developers can ask library staff

- Have you studied your user community?
- Have you looked at existing studies of similar groups?
- Have you used quantitative and qualitative methods?
- Two studies published by ACRL and available for free download

Working in silos will not lead to a cohesive environment for users

What do you know about your users?

- Have you studied your user community?
- Have you looked at existing studies of similar groups?
- Have you used quantitative and qualitative methods?
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How do we conceive search and discovery?

- What range of resources will be searched?
- What surrounds the search (e.g. context, Web 2.0)?
- How is information represented on the screen and for what devices?

What will we seek when adding staff?

- Ad for Director of Online Environment at UVa seeks someone to create “solutions that provide faculty and students a cohesive, innovative environment for accessing information...”
Now is the time...

- To study user needs and patterns
- To institute pilot projects
- To ask students to develop library apps
- To promote awareness of innovative services to your user community
- To disseminate information about your successes and problems
- To rethink “discovery to delivery”

Our users want information environments that are:

- Personal
- Social
- Simple
- Practical
- Useful
- Mobile
- Fun

Can libraries deliver them?

http://www.flickr.com/photos/partsnpieces/445581635/

“What’s in my bag?” http://www.flickr.com/photos/luchilu/378429678/

Thank You!

Contact: joan@cni.org

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