Trends Shaping the Internet in 2015

Matt Lee

This must have been one HECK of a presentation. Mary Meeker of Kleiner Perkins Caufield & Byers (KPCB), a large venture capital firm, presented 196 slides at the 2015 Code Conference detailing cutting edge trends that will shape the Internet in 2015. A solid majority of the slides in her “Internet Trends 2015” are fascinating and surprising. Even if they’re not directly applicable to your day-to-day work, they will help you visualize and contextualize the Internet of the near future.

Take these examples:

- Additional online access points translate into additional time spent online. The hours per day that Americans spend on desktops/laptops hasn’t changed since 2008 (about 2.3 hours per day), despite a huge growth in hours per day on mobile devices (from .3 hours in 2008 to 2.8 hours in 2015YTD). [Slide 14]
- Look out for more mobile advertising. Internet and mobile usage is equal, but ad spending on the Internet is 3x that spent on mobile. As the report states, there is a $25B+ opportunity for mobile...
advertising in the U.S. [Slide 16]

- Messaging apps are the top global apps in terms of both usage and sessions. [Slide 47] The top messaging apps are building out their platforms to offer services beyond IM. They may evolve into central communication hubs, perhaps replacing email. [Slide 53]
- 12-24 year olds continue to set trends in the marketplace. And “visual stuff,” like Instagram [Slide 68] and smartphone cameras [Slide 70] are a huge interest with that group.

There's more in the presentation (on drones, cyber attacks, America's evolving workplace, millennials in the workforce, online commerce, and China and India as the largest growth Internet markets, to name a few) but getting through is a bit of a marathon. Bring an energy bar. I can't imagine how Meeker survived presenting it. She probably had assistants splashing her with little paper cups of Gatorade or something.

The point of collating all of these trends, from Meeker's perspective, is to help her venture capital firm decide which companies to invest in. As such, one might be suspicious about some of the specific services and companies she cites as transformative. Are they a part of the KPCB “family?” Even if they are, the capital investment made implies a certain level of confidence that those companies will indeed play a role in creating the near-future Internet.

What do the trends covered here mean for what library users will expect out of online service in 2015 and beyond?

**Back to June 2015**

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### 6 Best Practices for Launching an Infographic Online

*Jennifer Hootman*

Infographics can be a popular, powerful, strategic communication tool online. And many of us in the library profession are either becoming more accustomed to reading and gleaning information from infographics and/or developing a skillset to create our own. For those in the latter category, Nonprofit Tech for Good recently published the [six best practices to successfully launch infographics online](http://referencenotes.minitex.umn.edu/category/june-2015/). We're encouraged to consider our infographic’s compatibility with social media and mobile devices just as much as we would the infographic’s design and content. Here are those six best practices.
• Upload your infographic in full-size as an image (not PDF) to your website or blog. This will allow your supporters or followers to share, pin, or tumble your infographic.
• Crop and size sections of your infographic for promoting. Use of these cropped sections will maximize promotion on social networks.
• Ensure that your infographic is shareable. Make sure your infographic's landing page is outfitted with “Share” buttons.
• Ensure your landing page is responsive to mobile devices. Doing this will provide mobile compatibility and extend the life of your infographic.
• Feature calls-to-action on your infographic. Including calls-to-action on your landing page will encourage infographic readers to take a desired action such as subscribing to a newsletter or following your posts.
• When promoting your infographic through email, send viewers to your infographic's landing page (via image link) on your website or blog. Promoting your infographic as an attached PDF will only ensure that it will be ignored.

For more detail on these six best practices for launching an infographic online, be sure to visit the article at Nonprofit Tech for Good, “How to Successfully Launch Nonprofit Infographics Online.”

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Relationships @ Work – A LinkedIn Study

Beth Staats

Do you have a best friend at work? Do you have friends at work? Do you share personal information with people at work? According to LinkedIn, if you do, you may be happier at work. This study reveals that “67% of millennials are likely to share personal details including salary, relationships and family issues with co-workers, compared to only about one third of baby boomers”. To read more about it, go to http://blog.linkedin.com/2014/07/08/work-bffs/.
June Guest Webinar: Duluth Seed Library

Minitex is hosting a guest webinar June 18th at 11 AM with Duluth Public Library’s Carla Powers and Jocelyn Baker. They will speak about the creation of the Duluth Seed Library. Register by clicking on the title.

License to Till: Duluth Seed Library

Thursday, June 18, 2015

11:00 AM – 12:00 PM
Just like books, seeds are a public resource and shared legacy that must be managed in a manner that benefits the public good. The Duluth Seed Library, one of the first public seed libraries in the state, opened at the Duluth Public Library on February 22, 2014. The idea came from a member of the community, was moved forward with help from several partner organizations, and has generated a high level of enthusiasm in the Duluth area and beyond. The mission of the seed library is to empower people to grow their own food and to encourage seed saving as a way to developed a locally adapted, shared seed stock. Already the seed library is having a positive ripple effect by engaging groups that don’t always interact with the public library. The library has also worked with the Minnesota Department of Agriculture to be compliant with state law regarding the distribution of seeds.

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From Seed Libraries to Bird Libraries

Carla Pfahl

This month we will be featuring Duluth Public Library’s Seed Library in a guest webinar presentation by Carla Powers and Jocelyn Baker. They will talk about setting up the library, becoming state compliant, and engaging and drawing in a new group of citizens. Seed libraries have been springing up all over the country so it was inevitable bird libraries would soon follow.
BookRiot.com has an article about a couple, Rebecca Flowers and Kevin Cwalina, from the Belmont neighborhood of Charlottesville, Virginia, who designed a library (feeder) for birds! They had a grand opening ceremony complete with library card registration for the birds on May 2nd. The couple has a camera set up to take pictures and videos whenever birds come to visit the library. Check out BookRiot.com's article for even more adorable pictures and videos.

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Wikipedia Edit-a-Thon

Beth Staats
Have you ever heard of a Wikipedia Edit-a-Thon? Did you even know that such a thing existed? If you’re interested, or even just curious, about participating or hosting one at your library then you need to watch this recorded webinar: “Hosting a Wikipedia Edit-a-Thon at Your Library.” Minitex was pleased to host this informative webinar last week, presented by two experienced Wikipedia editors, Janos McGhie, of St. Paul Public Library, and Margit Wilson, of the Walker Art Center Library. The webinar can be viewed at your convenience at http://minitex.umn.edu/Training/Details.aspx?SessionID=589.

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**LearningExpress Library – Did You Know?**

*Jennifer Hootman*

You may know about the test prep material in *LearningExpress Library* or even the job and career information and assistance. But did you know about the learning material available in the Adult Learning Center of *LearningExpress Library*? Each section listed below has subsections on learning and reviewing your skills, practicing your skills, and a collection of eBooks.

- **Build Your Math Skills**
- **Become a Better Reader**
- **Improve Your Writing, Speaking, & Grammar**

Additionally, there is a section called Become a U.S. Citizen. This section contains subsections with citizenship practice tests and eBooks. There is also information on obtaining a green card. These
subsections are available in English and Spanish.

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Science Reference Center Adds 250,000 Images

Reprinted from an EBSCO News Release

EBSCO is pleased to announce that Science Reference Center now features an additional 250,000 high-quality images, including stunning pictures of landscapes, plants, animals, rock formations, fungi, and more from Nature Picture Library. Based in the U.K., Nature Picture Library provides photographs from more than 300 of the world's best nature and wildlife photographers.

These images have been selected for inclusion in Science Image Collection, a database that accompanies Science Reference Center. The addition of Nature Picture Library brings the total number of images in Science Image Collection to more than 280,000. The collection also includes images from National Geographic, UPI, Getty, and NASA as well as hundreds of proprietary illustrations, charts and graphs.

Check out Science Reference Center at http://www.elm4you.org/databases/topics/sciencemath.

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AskMN Chat Widget Usage and Point of Need

Carla Pfahl

In February of this year, we unveiled the redesigned AskMN website. The new website is responsively designed for any device allowing users a seamless entry point to the AskMN statewide virtual reference service. With the redesign came a change from using the static chat form to the responsive chat widget, or Qwidget, as QuestionPoint has named it.

Minitex first began using the Qwidget on the ELM statewide portal, elm4you.org, in July 2011. It was a year later that the Qwidget was added to certain databases via the ELM portal. In October 2012, 68% of our chats sessions were coming in via the chat form and 32% of patrons were using the Qwidget to ask their question. By the same time the following year, October 2013, the numbers had completely reversed: 32% of patrons were using the chat form to ask a question and 68% of patrons were using the Qwidget to ask their questions. The Qwidget was clearly the preferred choice of access to the AskMN service for patrons.

Since the launch of the redesigned website, there is another interesting trend coming to light. For the three months following the redesign, more users have accessed the service via Qwidgets within the ELM portal databases than the askmn.org or elm4you.org websites combined. In March, 58% of users came into the AskMN service via an ELM database Qwidget whereas only 42% came in via a webpage. In April, 67% of users came in via an ELM database with only 33% accessing the service via a webpage. This data highlights the importance of meeting users at their point of need.

Searching for information within a database is a place of great need for many users. Having a chat widget in those databases can help users with whatever issue they may be facing. However, there are many other places users can run into stumbling blocks and questions within the resources of a library's online presence. A chat widget is easy enough to add to any webpage, online catalog, and most databases. A good way to know where to place a widget would be to look at your web traffic and match the widget with your most visited webpages. Another way would be to review the types of questions your users are asking. That may indicate if there is a need for more visible help options on certain webpages or within resources. Having a link to a help service on your website can increase usage. However, the visibility of a chat widget has shown to be a more effective tool.

Interested in placing a chat widget within your databases? Contact me at pfahl001@umn.edu to get started.
Task Force to Clarify IPEDS Survey Definitions

Matt Lee

The Integrated Postsecondary Education Data System (IPEDS) is a system of annual surveys completed by every college, university, and technical or vocational institution across the country that uses federal student aid. Results from the survey are made publicly available to students and parents through several government websites, such as the College Navigator and the IPEDS Data Center.

A joint task force has recently been formed by ACRL and the Association of Research Libraries (ARL) to “suggest changes to the current definitions and instructions accompanying” the Academic Libraries Component of the IPEDS survey. Background, task force members, and more are available via this ACRL Insider article: “ARL, ACRL, ALA Form Joint Advisory Task Force to Clarify Academic Library Definitions in IPEDS Survey.”

One-Second Poll: More Fictitious Librarians

In last month’s poll, we asked who was the best fictitious librarian. The results of that poll are way down below. One of the options presented during that voting was for “Other,” and we heard a number of great suggestions for fictitious librarians we hadn’t thought of.

So, for this month’s poll, can you identify these “other” excellent fictitious librarians?
Match the pictures above to the fictitious librarians listed in this chart, or just peek at the answer key below.
One-Second Poll: More Fictitious Librarians

Match the pictures above to the fictitious librarians listed here.

<table>
<thead>
<tr>
<th>Picture</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Betty Lou, The Gun in Betty Lou’s Handbag</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<td>✗</td>
</tr>
<tr>
<td>Emily, The Station Agent</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<td>✗</td>
</tr>
<tr>
<td>Evelyn, The Mummy</td>
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<td>✗</td>
<td>✗</td>
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<td>✗</td>
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</tr>
<tr>
<td>Flynn, The Librarians</td>
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<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<td>✗</td>
</tr>
<tr>
<td>Foul-mouthed Librarian (???), David Letterman Show</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Marian, The Music Man</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Mary, It’s a Wonderful Life</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Mr. Bookman, Seinfeld</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<td>✗</td>
</tr>
<tr>
<td>Vox, The Time Machine</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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</tr>
</tbody>
</table>

(Answer key at bottom.)

And here are the best fictitious librarians from last month’s poll, as selected by you:
Which fictitious librarian is the best?

<table>
<thead>
<tr>
<th>Character</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bunny, Desk Set</td>
<td>27%</td>
</tr>
<tr>
<td>Rupert, Buffy the Vampire Slayer</td>
<td>17%</td>
</tr>
<tr>
<td>Ghost, Ghost-busters</td>
<td>13%</td>
</tr>
<tr>
<td>Mary, Party Girl</td>
<td>11%</td>
</tr>
<tr>
<td>Batgirl</td>
<td>10%</td>
</tr>
<tr>
<td>Lucien, Sandman</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
</tr>
</tbody>
</table>

83 responses

Answer key for “More Fictitious Librarians” grid:

A. Every, The Humpty
B. You, The Time Machine
C. Fyrom, The Librarian
D. Betty Lou, The Gun in Betty Lou’s Handbag
E. Emily, The Station Agent
F. Mahan, The Music Man
G. Mary, It's a Wonderful Life
H. Four-Monthed Librarian (?)
I. Mitt Boorman, Senator

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