Library in a new information landscape

May 2, 2013
My three loves in librarianship

1. Cataloging
2. Systems
3. Interlibrary Loan
The world's libraries. Connected.
The future today
1968
The world's libraries. Connected.
E revolution

OCLC  The world’s libraries. Connected.
bank, luxury shops, and post office branch symbolized State Street’s twentieth-century identity as a fashionable shopping destination. That market was challenged in the 1960s by shopping malls, the lifting of UM’s ban on cars for undergraduates, and changing tastes of the Vietnam War era. By the end of the century, chain stores, coffeehouses, restaurants, and sportswear shops replaced many older businesses. Books and music remained staples; Tom and Louis Borders opened their first bookstore here in 1971.
A decade of change and new assumptions

1999: Google
2003: LinkedIn
2004: Facebook
2006: Twitter
2009: 500,000 apps in Apple’s App Store
2011: iCloud

Discovery | Community | Collaboration
Shift on content seeking behavior

**Social communication**
- E-mail
- Instant messaging
- Blogs
- Social networking sites
- Social media sites
- Skype
- Twitter

**Finding content**
- Search engines
- Wikipedia
- Online bookstores
- Online news
- Library Web site*
- Electronic magazines/journals*
- Online databases*

OCLC - The world’s libraries. Connected.
### Where college students begin their information search

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Search engine</td>
<td>83%</td>
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<tr>
<td>Wikipedia</td>
<td>7%</td>
</tr>
<tr>
<td>Social networking site</td>
<td>2%</td>
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<tr>
<td>E-mail</td>
<td>1%</td>
</tr>
<tr>
<td>E-mail subscription/alert</td>
<td>1%</td>
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<tr>
<td>Online database</td>
<td>1%</td>
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<td>Ask-an-expert site</td>
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<tr>
<td>Library Web site</td>
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And the public library?

**Annual borrowing is up**
- Borrow print books: 2005 - 53%, 2010 - 59%, 11% increase
- Borrow DVDs/videos: 2005 - 31%, 2010 - 36%, 16% increase
- Read/borrow best-seller: 2005 - 39%, 2010 - 43%, 10% increase
- Leisure reading: 2005 - 44%, 2010 - 45%, 2% increase

**But research is down**
- Research-specific reference books: 2005 - 48%, 2010 - 38%, 21% decrease
- Get assistance with research: 2005 - 39%, 2010 - 28%, 28% decrease

So what do our users want?
So my three loves
Systems
A new generation of library management systems

Alma, Intota and OCLC WorldShare are registered trademarks of Ex Libris, Serials Solutions and OCLC respectively.
Cataloging
What you saw in the video was based on mining the data in WorldCat and in some cases tying it to other data like Google maps – but the Web is demanding more.
Library data doesn’t really talk to this
The entrance of Linked Data

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http://www.youtube.com/watch?v=fWfEYcnk8Z8
The entrance of Linked Data
The world's libraries. Connected.
• **People:** Authors, reviewers, consumers

• **Items:** Physical, electronic, digital

• **Places:** Geographic locations and political names

• **Events:** Public and consumption

• **Organizations:** Corporate names, publishers, political parties, and associations

• **Concepts:** Dewey Decimal Classification and Library of Congress Class
Interlibrary Loan
Leader’s in cooperation: Cataloging
I trust you, really
ALA Interlibrary Loan Request Form 2002

Request date ______________________
Need before ______________________
Request number____________________
Client information ____________________________

Borrowing library name and address

Citation Information
Book author ____________________________________________________________
Book title _______________________________________________________________
Publisher __________________ Place ______________ Date_________
Series __________________________________________________________________
This edition only __________________________ ISBN _________________________
Serial title __________________________________________________________________
Volume / issue ______________ Date _________ Pages ______________
Author of article _________________________________________________________
Title of article __________________________________________________________
ISSN ________________________________

Type of request:
[ ] Loan
[ ] Photocopy
[ ] Estimate
[ ] Locations

Charge information
Account number________________________
Maximum willing to pay __________________
Have reciprocal agreement _________________
Payment provided __________________________

Lending library report
Date of response________________________
Date shipped __________________________
Shipped via ___________________________
Insured for ____________________________
Return Insured [ ]
Packing Requirements ___________________
Charge ________________________________
Date due __________________________________

Use restrictions
[ ] Library Use Only
[ ] Copying not permitted
[ ] No Renewals
[ ] _________________________________
Not sent because
[ ] At bindery
For Libraries, MOOCs Bring Uncertainty and Opportunity
March 25, 2013, 2:28 pm
By Jennifer Howard

Philadelphia — A lot of the discussion about massive open online courses has revolved around students and professors. What role can academic librarians play in the phenomenon, and what extra responsibilities do MOOCs create for them?
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Public libraries and MOOCs

1. Student enrolls in a MOOC

2. Student asks institution’s library to lend them materials

3. Library has no method to do this

4. Will student then turn to public library to borrow?
Questions to ask ourselves
1. Are our systems serving us, or are we serving them?

2. Is our cataloging serving today’s information consumer?

3. How/Will the role of resource sharing change?
Discussion