

Tech trends and library services in the digital age

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About the Pew Research Center

- Non-partisan “fact tank” in Washington, DC, made up of seven projects
- Does not promote specific technologies or make policy recommendations

Website: www.PewResearch.org

Twitter: @PewResearch

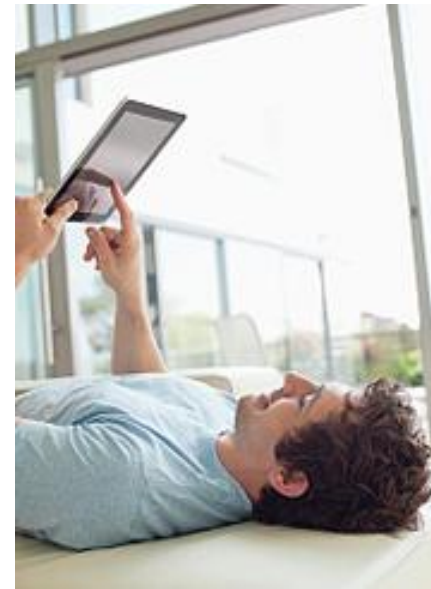
About our libraries research

Three phases:

I. State of reading

II. Library services

III. Typology



Three-year grant from the Bill & Melinda Gates Foundation to study the changing role of public libraries in the digital age

About our libraries research



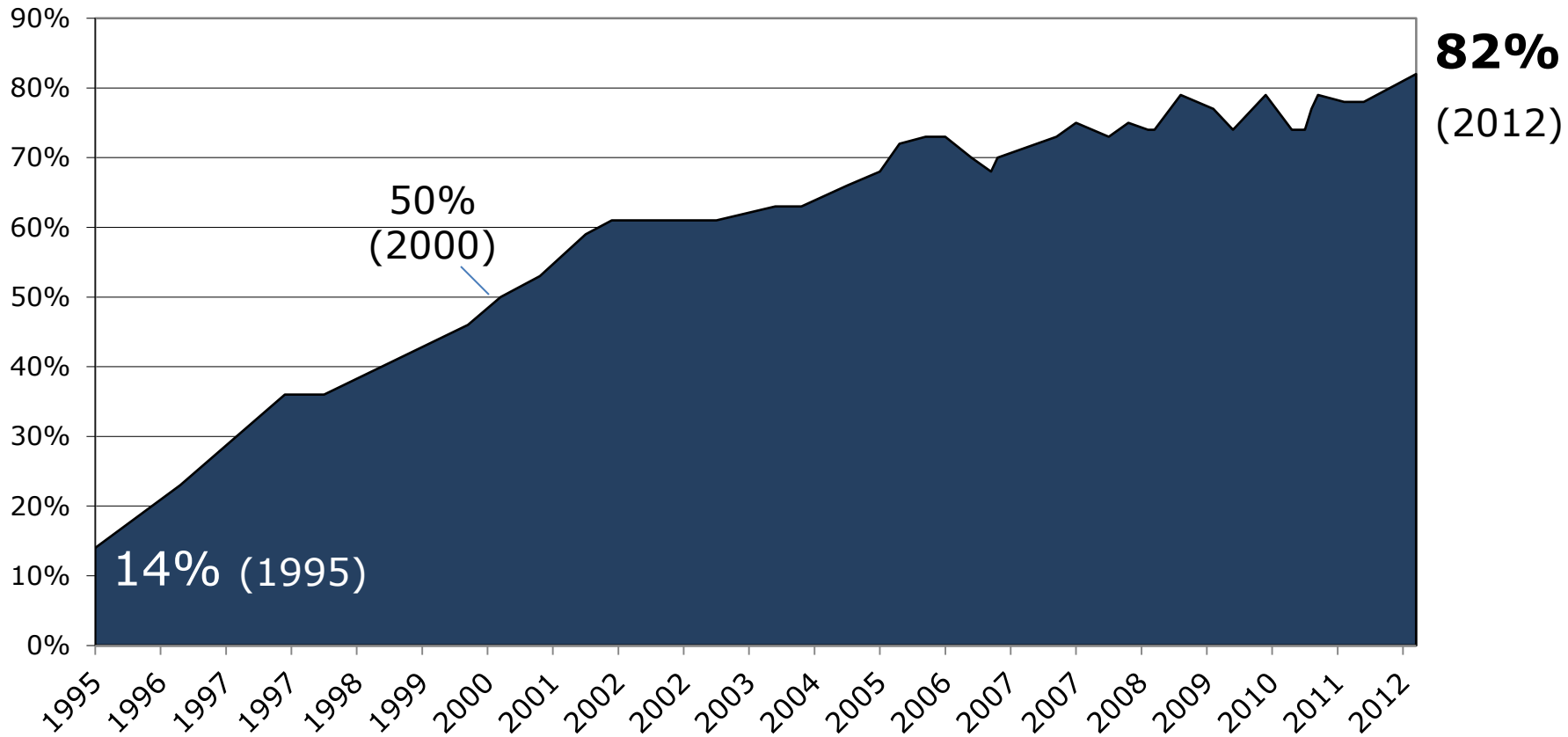
Nationally representative
telephone surveys

- Landlines and cell phones
- English and Spanish
- Americans ages 16 and older

More: libraries.pewinternet.org

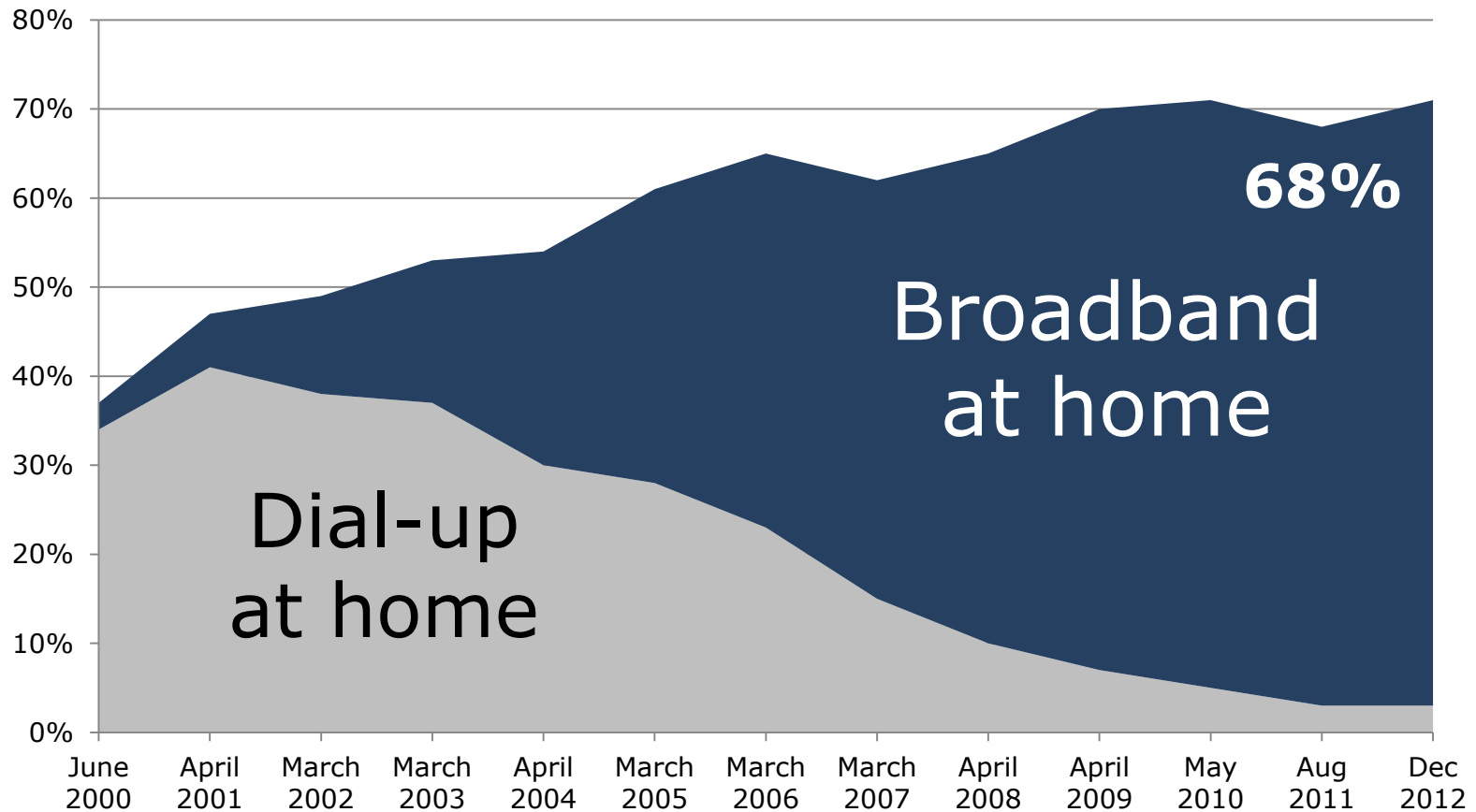
Internet use over time

% of adults ages 18+ who go online



#1

About two-thirds of adults in the United States have home broadband



#2

Over half of **all** adults in the United States use social networking sites

65% of internet users ages 18+ use social networking sites like Facebook

. . . including 87% of those under 30.



#3

Americans are increasingly **mobile**



88% of adults have a cell phone
(95% of adults under 30)

46% of adults have a smartphone
(66% of adults under 30)

17% of cell phone owners say they go online “mostly” with their cell phone.

Gadget ownership (18+)

88% of adults 18+ have a cell phone

61% have a laptop computer

58% have a desktop computer

46% have smartphones

31% have a tablet computer

26% have an e-reader



Teens and technology

95% of teens 12-17 use the internet

93% have a computer (or access to one at home)

78% have a cell phone

37% have smartphones

23% have a tablet computer

More: bit.ly/teenstech2013



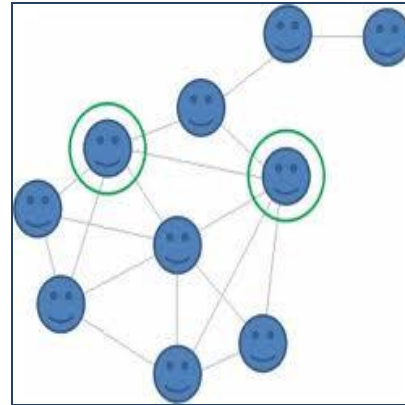
Imagining the “librarian of the future”



Aggregator/
Synthesizer



Organizer



Network node

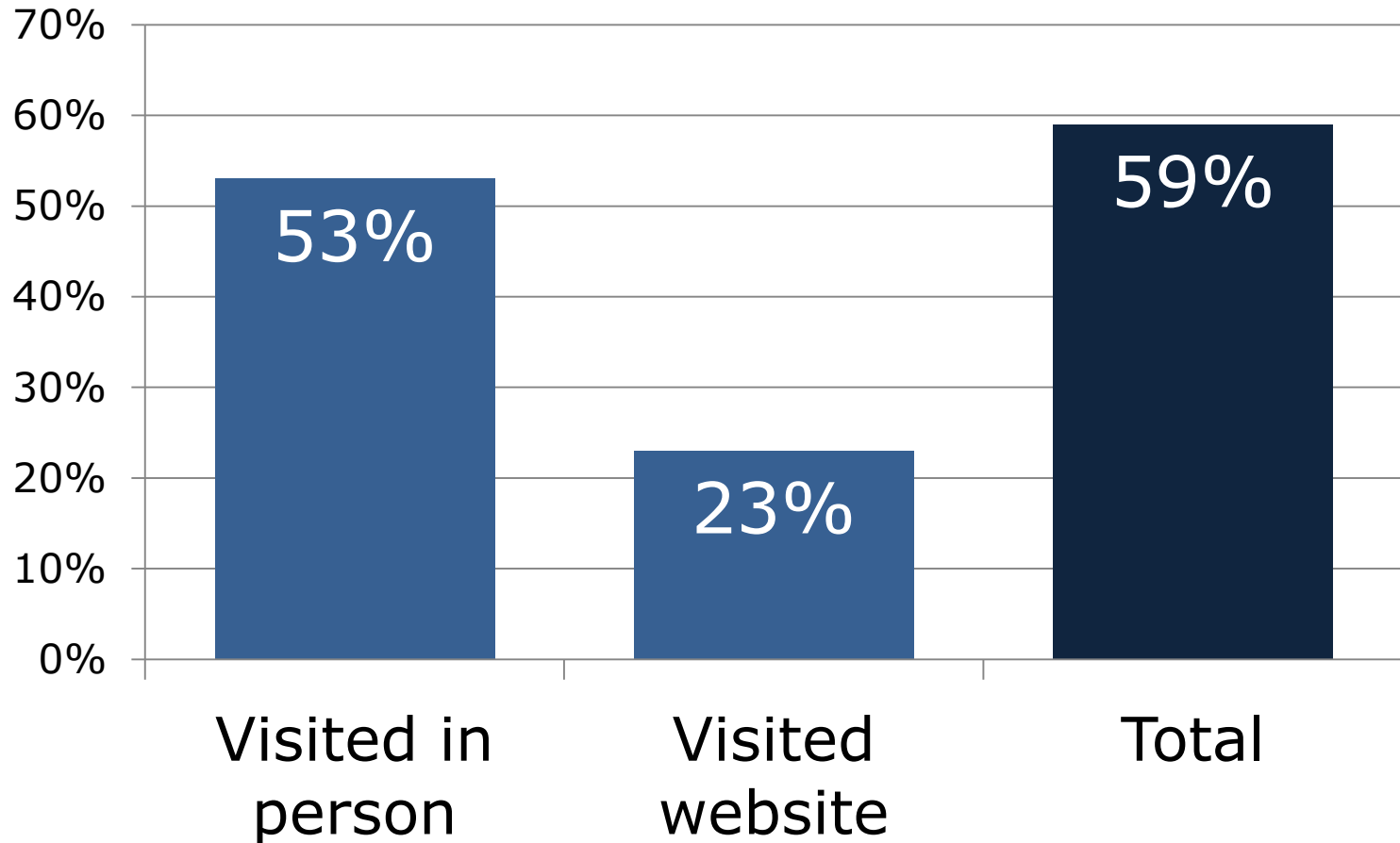


Facilitator



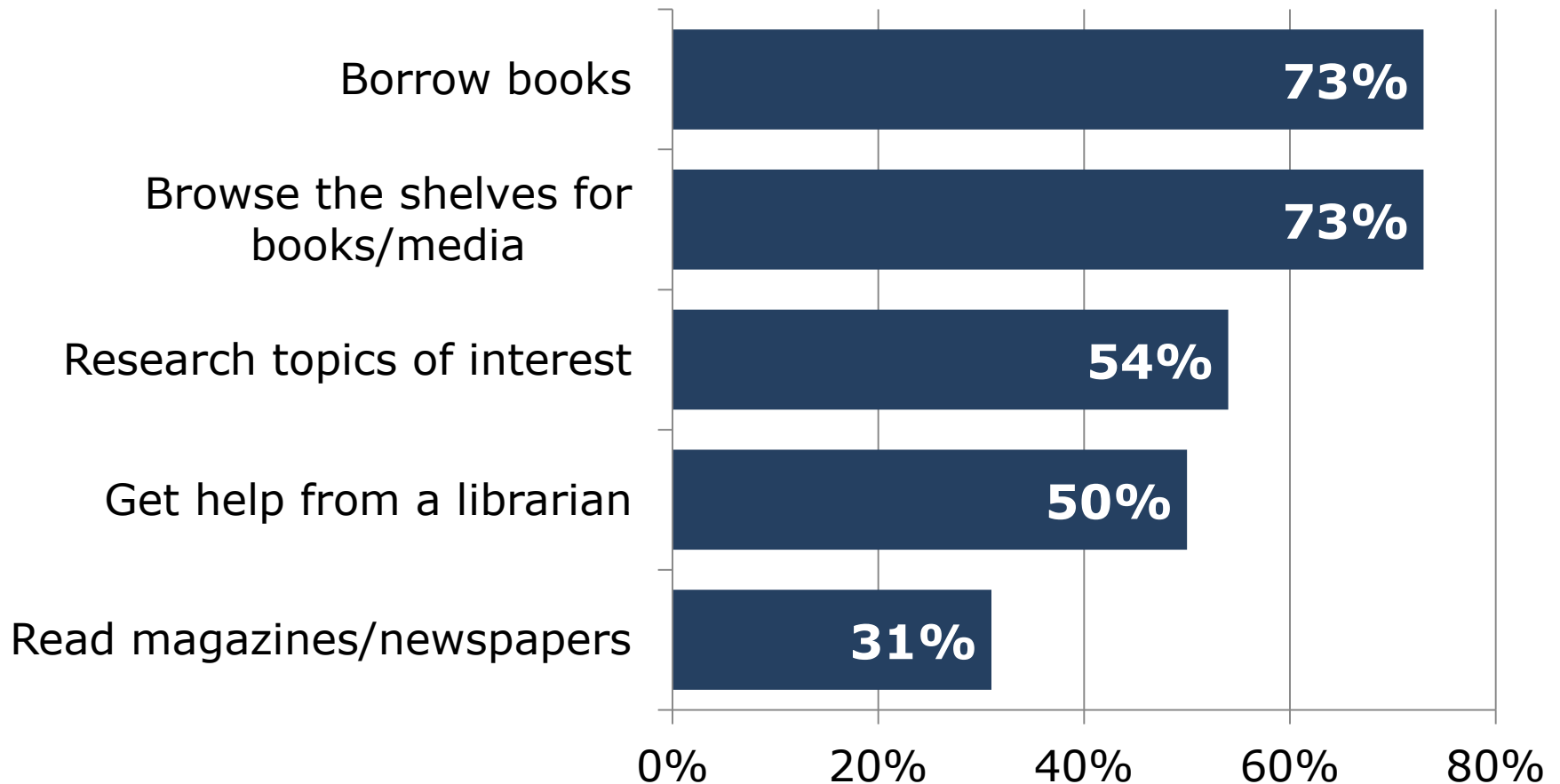
How are
Americans
using public
libraries?

A majority of Americans (ages 16+) used a public library in the past year

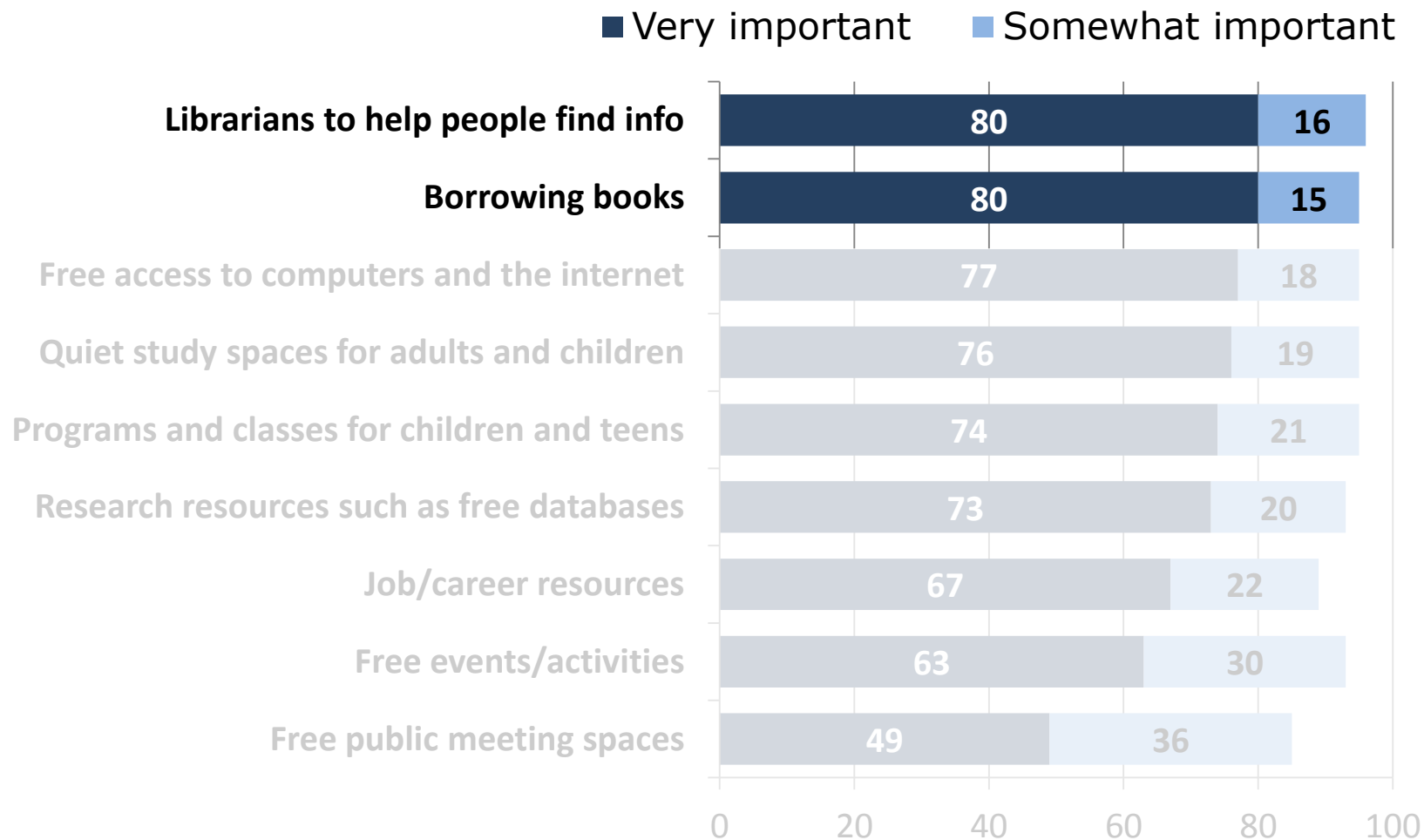


Books & browsing still central

Among those who visited a library in-person in the past year, the % who did the following activities

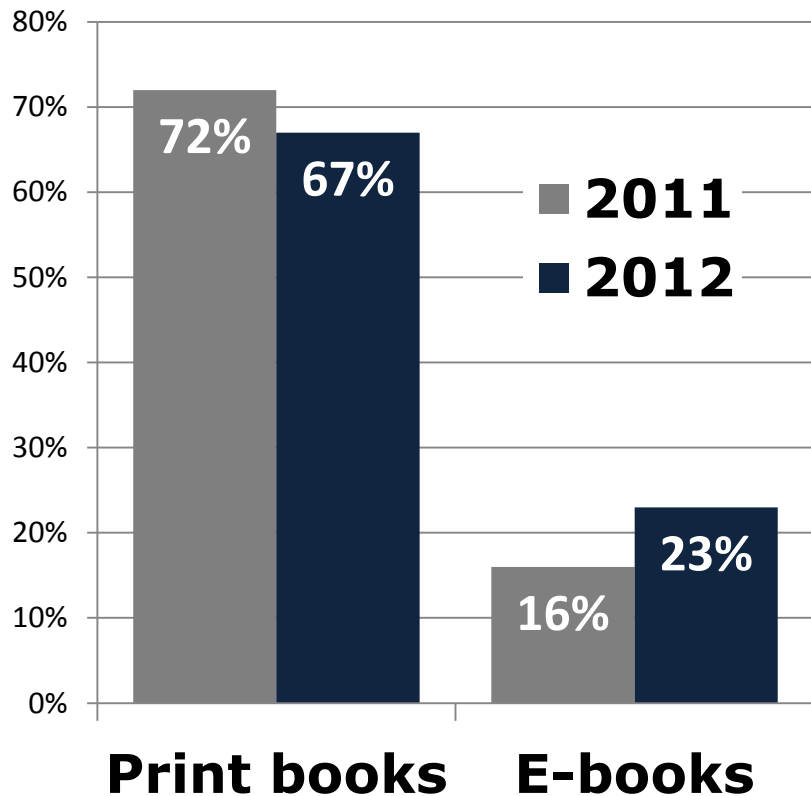


What Americans say it is important for libraries to offer



E-reading is on the rise


*% who read a book in each format
in the past year*



As of 2012...

23% of those 18+ read an e-book, up from 16% in 2011

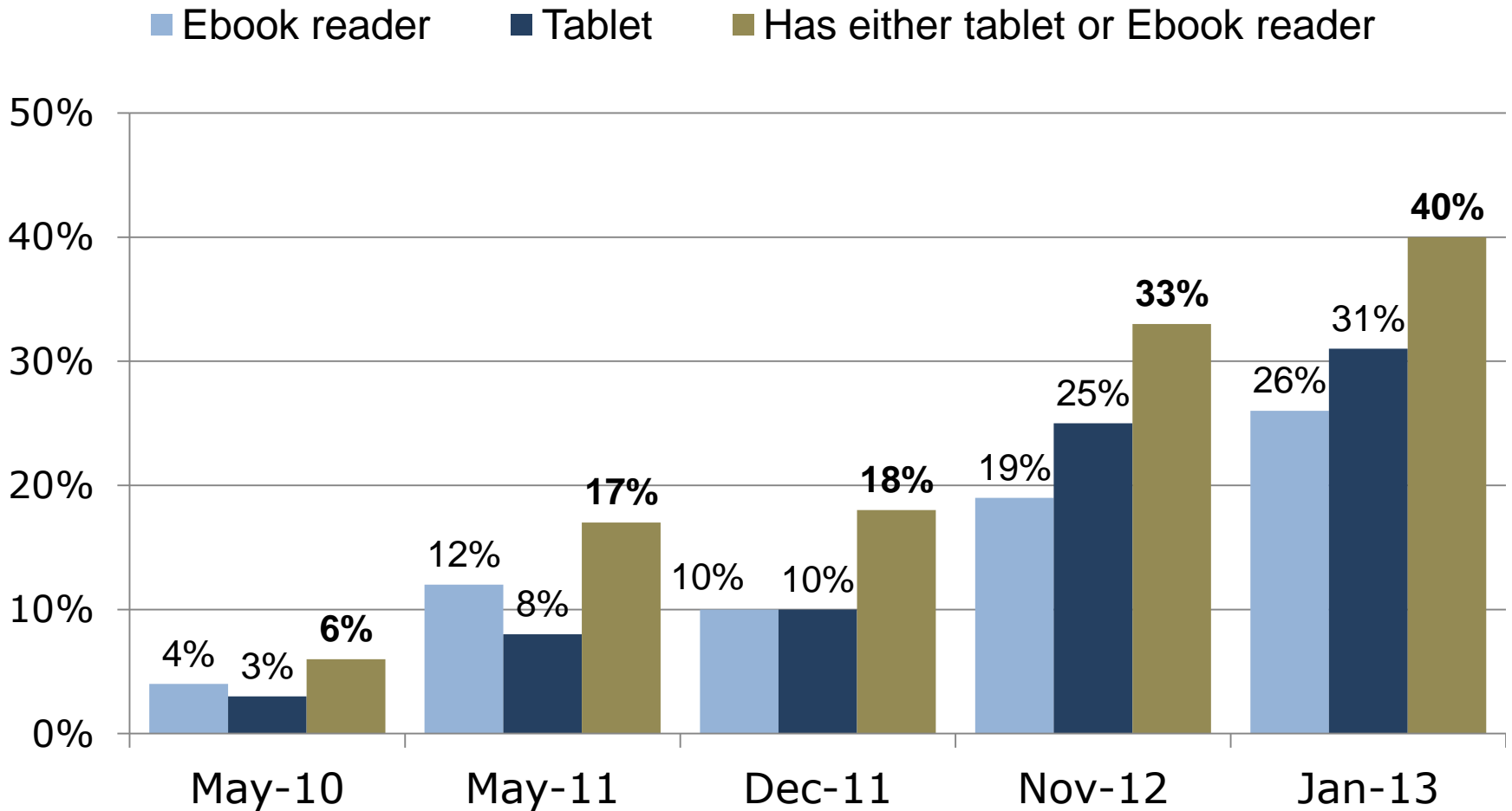
5% of those 16+ have borrowed an e-book from library in the last year



62% of Americans say they **do not know** if their library lends out e-books.

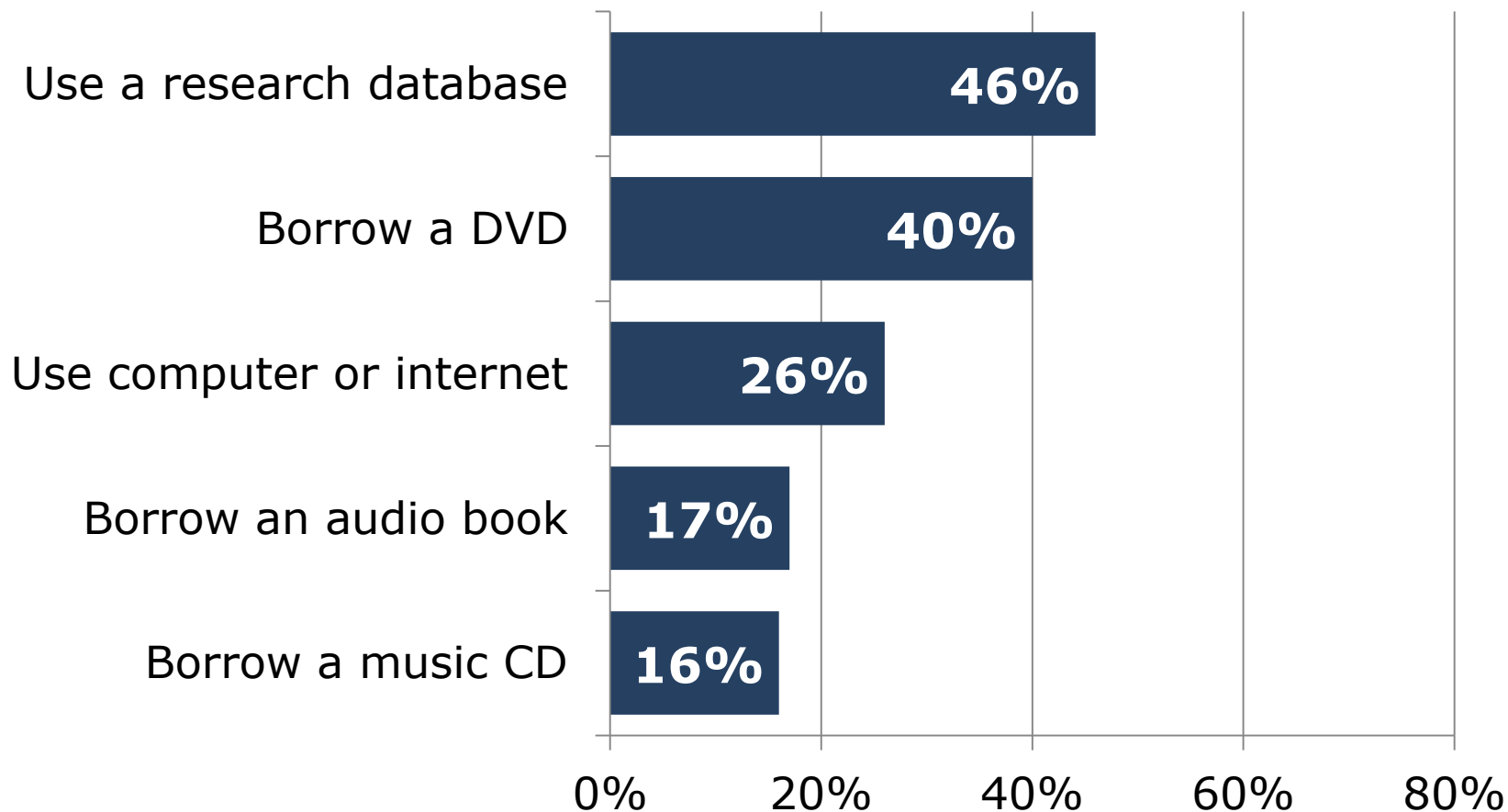
This includes 58% of library card holders.

40% of American adults (18+) own either a tablet or an e-reader

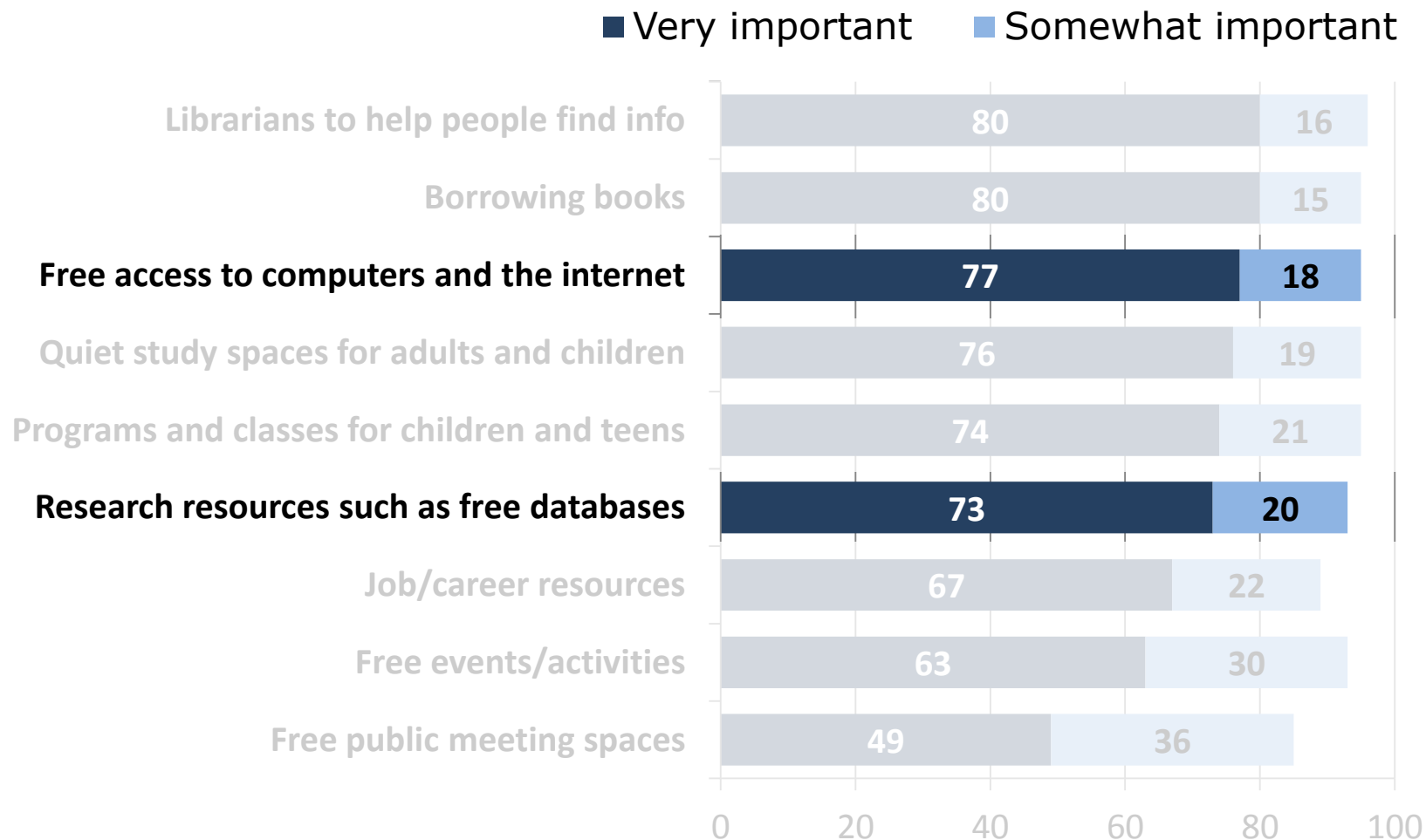


Technology & media use at the library

Among those who visited a library in-person in the past year, the % who did the following activities

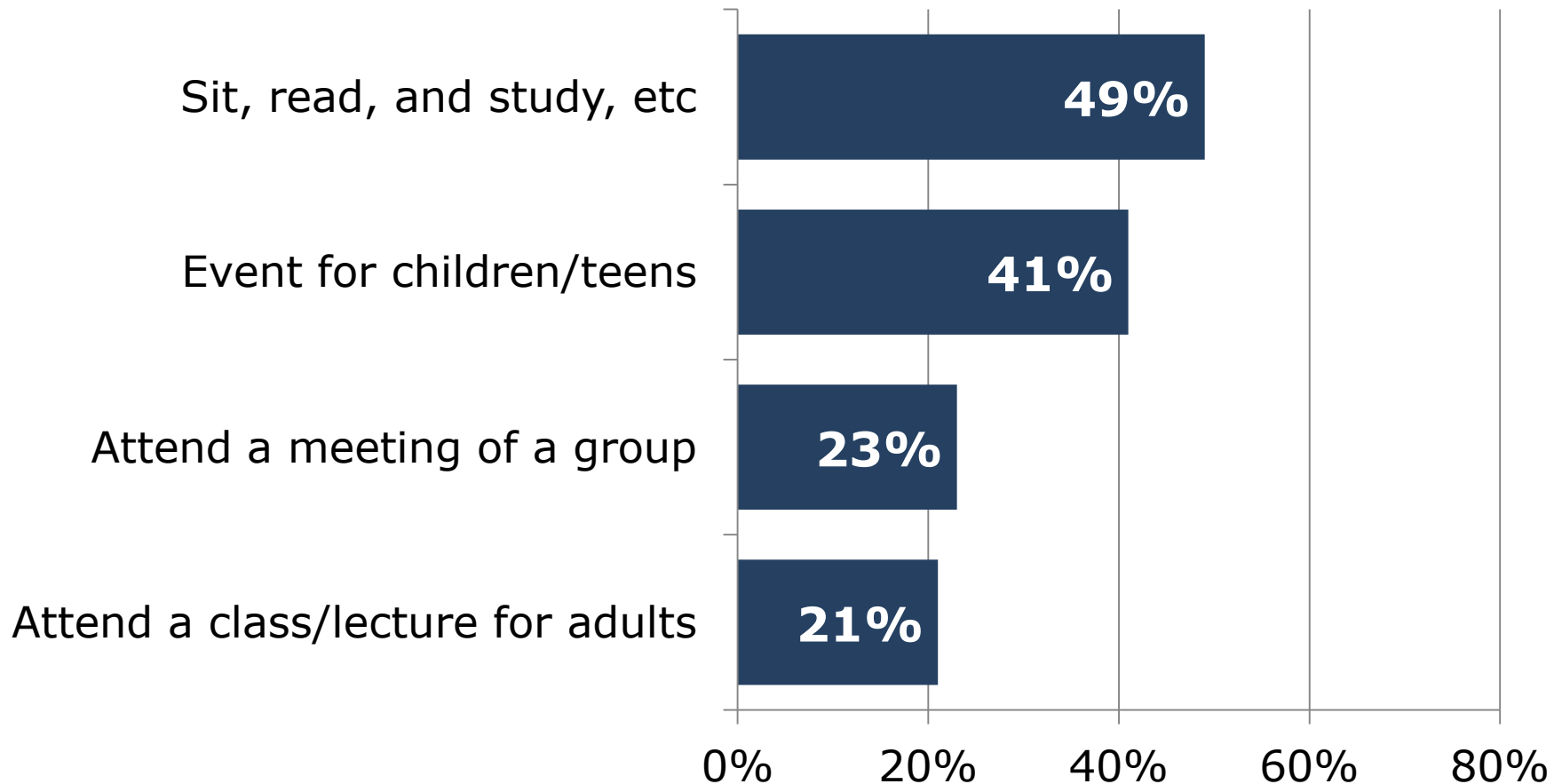


What Americans say it is important for libraries to offer

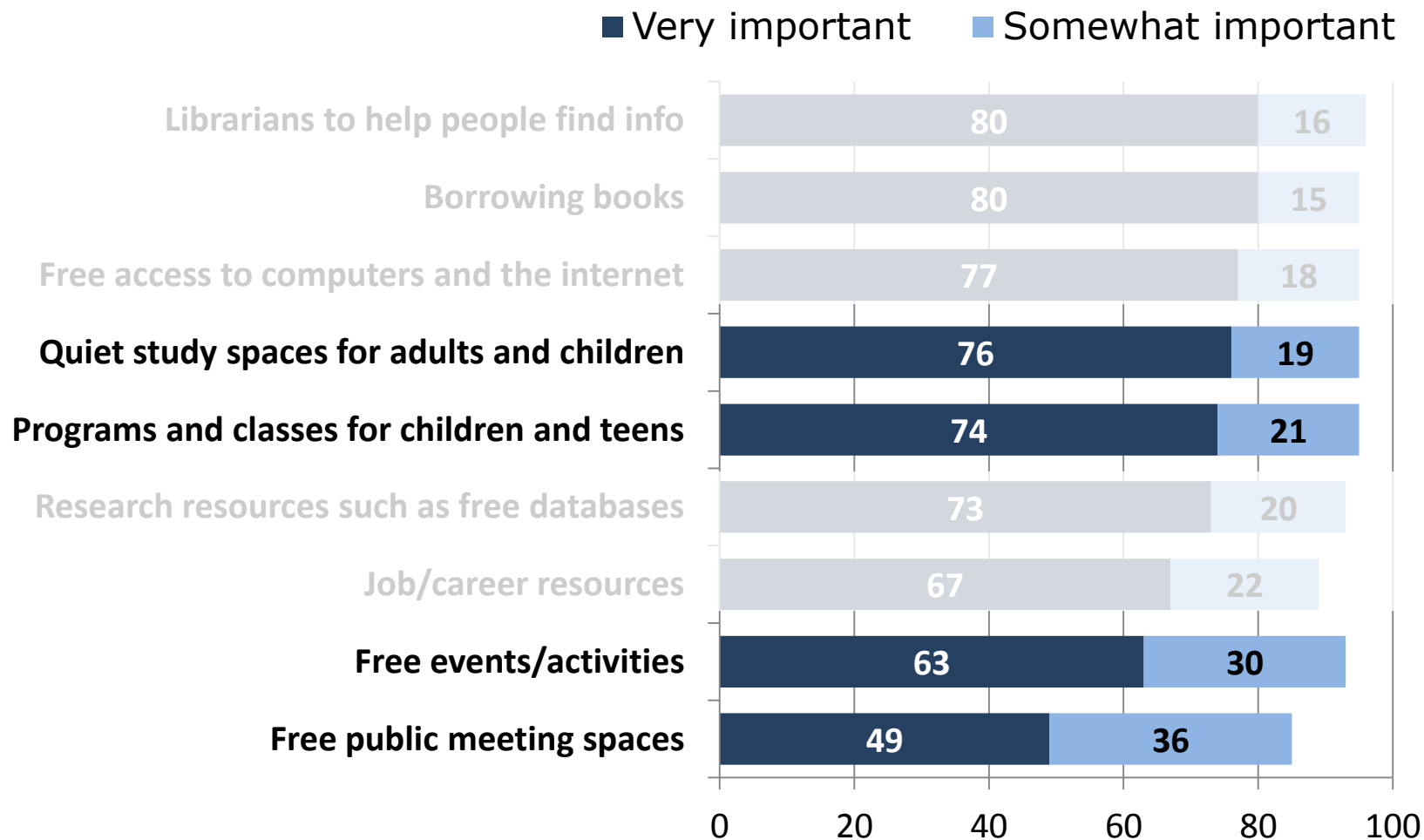


Libraries as community spaces

Among those who visited a library in-person in the past year, the % who did the following activities



What Americans say it is important for libraries to offer



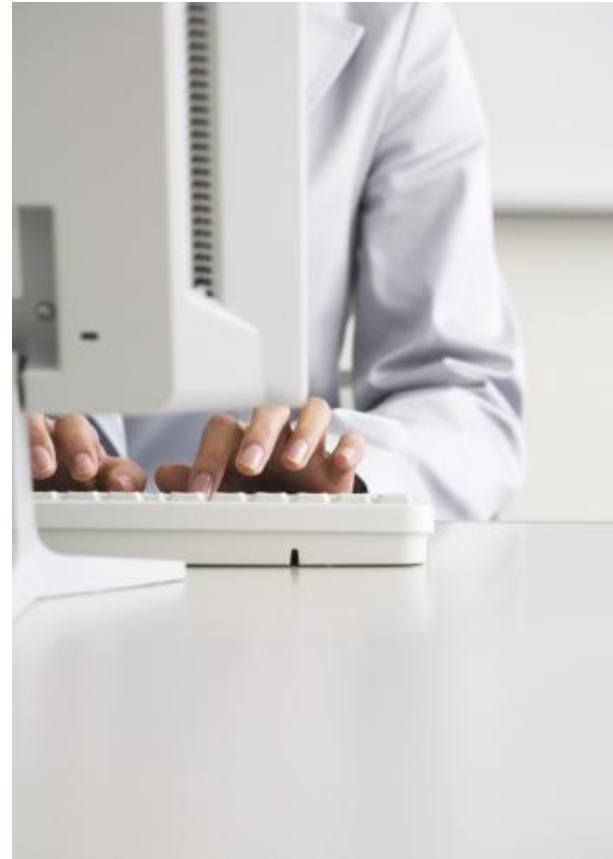
What does
this mean for
libraries?



Libraries' evolving roles

Providing access to information – and guidance:

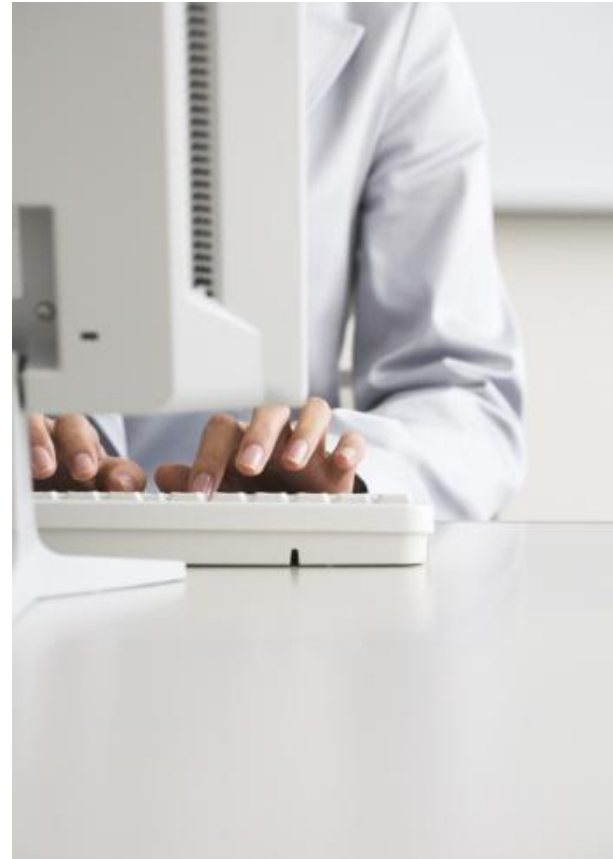
- Access to tools (computers, internet)
- Access to information resources (books, media, databases)
- How to use tools
- How to find & verify information



Libraries' evolving roles

Providing access to information – and guidance:

- **Access to tools (computers, internet)**
- Access to information resources (books, media, databases)
- How to use tools
- How to find & verify information





71% of teens with home computer access say the laptop or desktop they use most often is one they **share** with other family members.

Libraries' evolving roles

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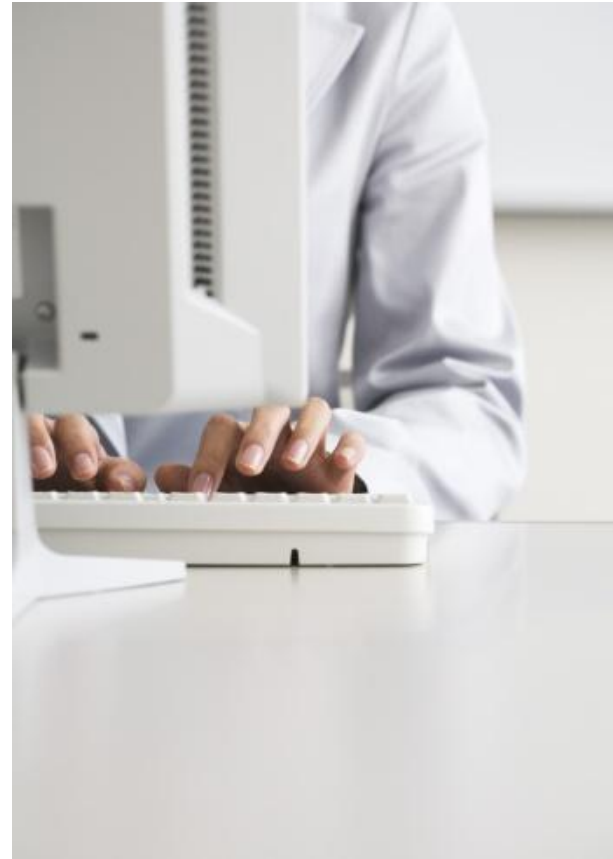
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Libraries' evolving roles

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Sources students are “very likely” to use in a typical research assignment, according to teachers*:

- **Google / search engine (94%)**
- **Wikipedia (75%)**
- **YouTube / social media (52%)**
- Their peers (42%)
- Spark Notes, Cliff Notes (41%)
- News sites of major news organizations (25%)
- Print or electronic textbooks (18%)
- **Online databases such as EBSCO or JSTOR (17%)**
- **A research librarian at school or public library (16%)**
- Printed books other than textbooks (12%)
- Student-oriented search engines like Sweet Search (10%)



* According to middle and high school AP & NWP teachers

Libraries' evolving roles

Providing access to information – and guidance:

- Access to tools (computers, internet)
- Access to information resources (books, media, databases)
- How to use tools
- **How to find & verify information**

- More complicated research queries
- Databases / “beyond search engines”
- New literacies
- All types of information

Libraries' evolving roles

“[Our strength is] connecting the community with technology and knowledge.”

“A warm, welcoming and friendly space is hard to find these days”

More: bit.ly/libthoughts



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