

Connecting with Today's Users

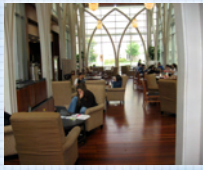
Joan K. Lippincott
Coalition for Networked Information

NISO Forum: Discovery to Delivery
March 23, 2010

Coalition for Networked Information (CNI)

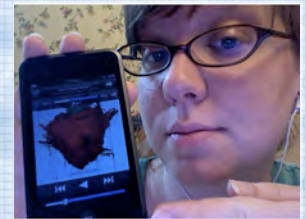
- ▶ Founded in 1990 by ARL and EDUCAUSE
- ▶ Mission: accelerate progress in digital information related to research and education
- ▶ 200+ member institutions
- ▶ Executive Director Clifford Lynch
- ▶ www.cni.org
- ▶ Subscribe to [cni-announce](#)

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



<http://www.flickr.com/photos/valeriereeneel/2783147354/>

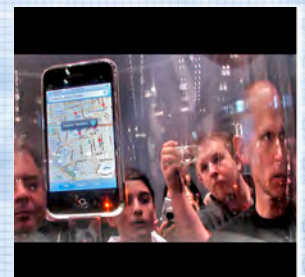
Are Net Gen students really different?

- ▶ 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



<http://www.flickr.com/photos/shapeshift/707543617/>

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



<http://www.flickr.com/photos/studentsforhumanity/3522628341/>

Mobile Life Report 2008 www.mobilelife2008.co.uk

Today's students: knowledge seekers and creators



Student Video Projects at Dartmouth

Gallery of Projects
If you experience technical difficulties when trying to view the projects, go to the [Site Technical Support Page](#) for troubleshooting, download QuickTime.

Arabic & First Year Courses in Arabic
Instructor: Prof. Diana Abouali and Lorie Kabani (two sections)
Assignment:

Art History ESP in Florence
Instructor: Prof. Adrian Randolph
Assignment:

English/Native American Studies: Native Cultural Production (Re)Mapping Race, Gender, and Nation

<http://www.dartmouth.edu/~videoprojects/gallery.html>

They share all kinds of information

- Via Facebook
- Blogs
- Wikis
- Flickr
- YouTube
- Texting
- Course management systems
- Library Thing



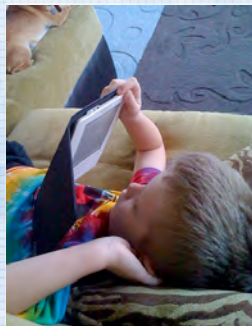
While technology skills vary...

- 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

Project Tomorrow <http://www.tomorrow.org/speakup>

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



<http://www.flickr.com/photos/encrice/3351068801/>

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 they are "very skilled" or "expert" in understanding ethical/legal issues related to access and use of information

➤ ECAR Study of Undergrad Students and IT, 2009

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.”

Alison J. Head and Michael B. Eisenberg, "Lessons Learned: How College Students Seek Information in the Digital Age." Dec. 1, 2009. <http://projectinfoit.org/publications/>

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”

▶ Gabridge, Gaskell, Stout C&RL 69 (6) Nov. 2008, pp. 510-22

What does this mean for libraries and developers?

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



<http://www.flickr.com/photos/ubclibrary/2966940261/>

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

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



<http://www.youtube.com/watch?v=Zyjiz1zZ1cU>

Geo-linked information: NC State U. Wolfwalk



U. Washington and Wikipedia

D-Lib Magazine

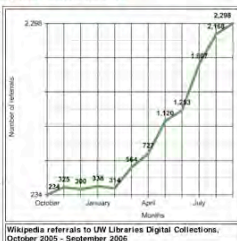
Use Wikipedia to extend access to digital collections

In May 2006, the University of Washington Libraries began integrating their digital collections into the online encyclopedia Wikipedia.

Why? Students often start their research outside of the library's Web site, so it made sense to put links in one of the top Web reference resources to lead students back to resources available to them in the library.

Results? Analysis of server statistics indicates that Wikipedia is indeed driving more traffic to the UW site. There was a steady increase in Wikipedia referrals to UW Libraries' digital collections between October 2005 and September 2006 and a sharp upward spike between April and September 2006.

View article



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.
- ▶ Ramsden, A., Jordan, L., 2009. Are students ready for QR codes? Findings from a student survey at the University of Bath. Working Paper. University of Bath. <http://opus.bath.ac.uk/12782/>



<http://www.flickr.com/photos/coocreatr/2211459923/>

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



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?
- ▶ Two studies published by ACRL and available for free download



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..."



<http://www.flickr.com/photos/hanuman/2693256981/>

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"

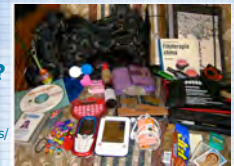
Our users want information environments that are:

- ▶ 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

Note: All photos used from flickr have Creative Commons licenses