Public libraries – challenges and opportunities for the future

Anne Morris
Emeritus Professor
Centre for Information Management
a.morris@lboro.ac.uk

Figure: http://www.cilip.org.uk/cilip/blog/future-public-libraries-importance-innovation

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Presentation Outline

- Introduction
- Our story
- Our future
- Our time
- Conclusion

Introduction

Our Story, our Time, our Future

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Our Story

- The Romans
- Development of printing press, moveable type, paper, ink, publishing industry
- Institutional libraries, private libraries, circulating libraries
- Public libraries

http://www.quadrapheme.com/novel-spaces-the-future-of-uk-public-libraries/
http://www.theguardian.com/books/2014/aug/27/evolving-role-libraries-digital-age

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Our Time

USESCO Public Library Manifesto:

- The library, the local gateway to knowledge, provides a basic condition for lifelong learning, independent decision- making and cultural development of the individual and social groups

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Our Time

- Watson (2014) goes further:
- A showroom for culture and learning … a place that celebrates creativity, encourages exploration and discovery, helps people to work productively, and provides community engagement and empowerment

http://www.quadrapheme.com/novel-spaces-the-future-of-uk-public-libraries/.

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Our Time: Major challenges

- Technological advances
- Increased competition
- Demographic and social trends
- Financial constraints

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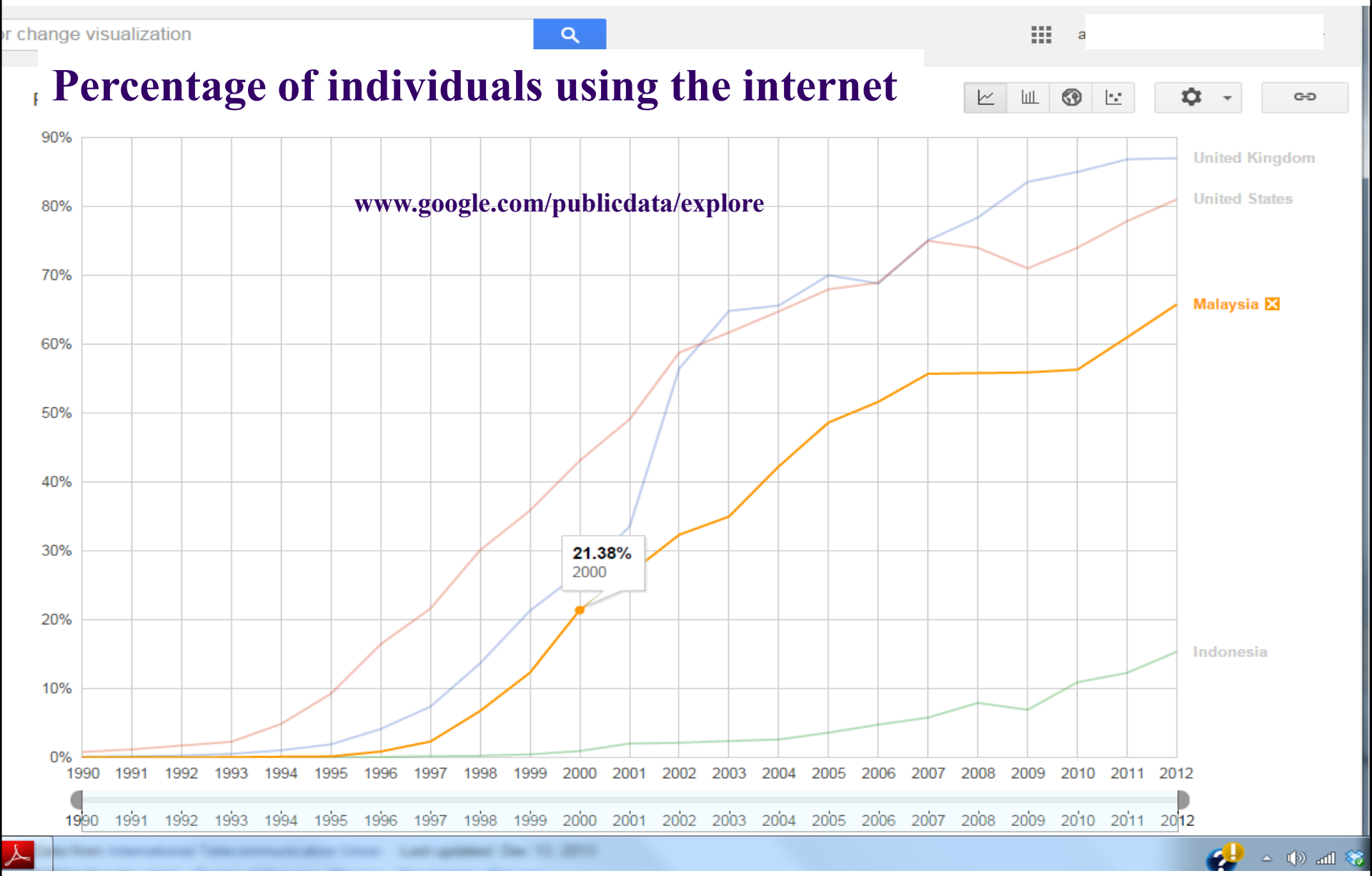
Our Time: Technological advances

- Huge changes in the way we consume, interact and communicate
- Huge quantity, range, and availability of instantaneous information
- Just-in-time – by-passing libraries
- Novel linking – social media

Percentage of individuals using the internet



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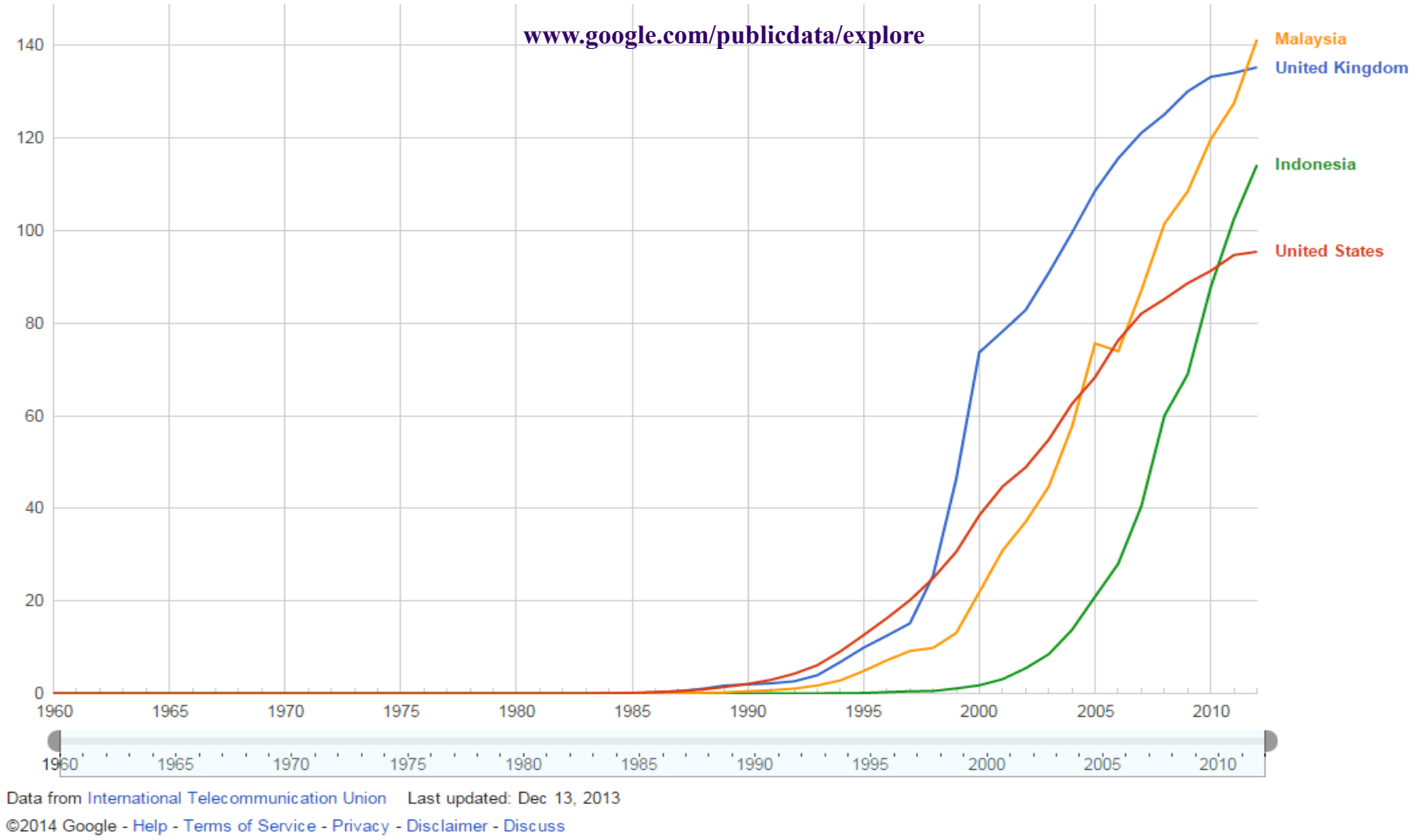
Mobile-cellular subscriptions per 100 inhabitants



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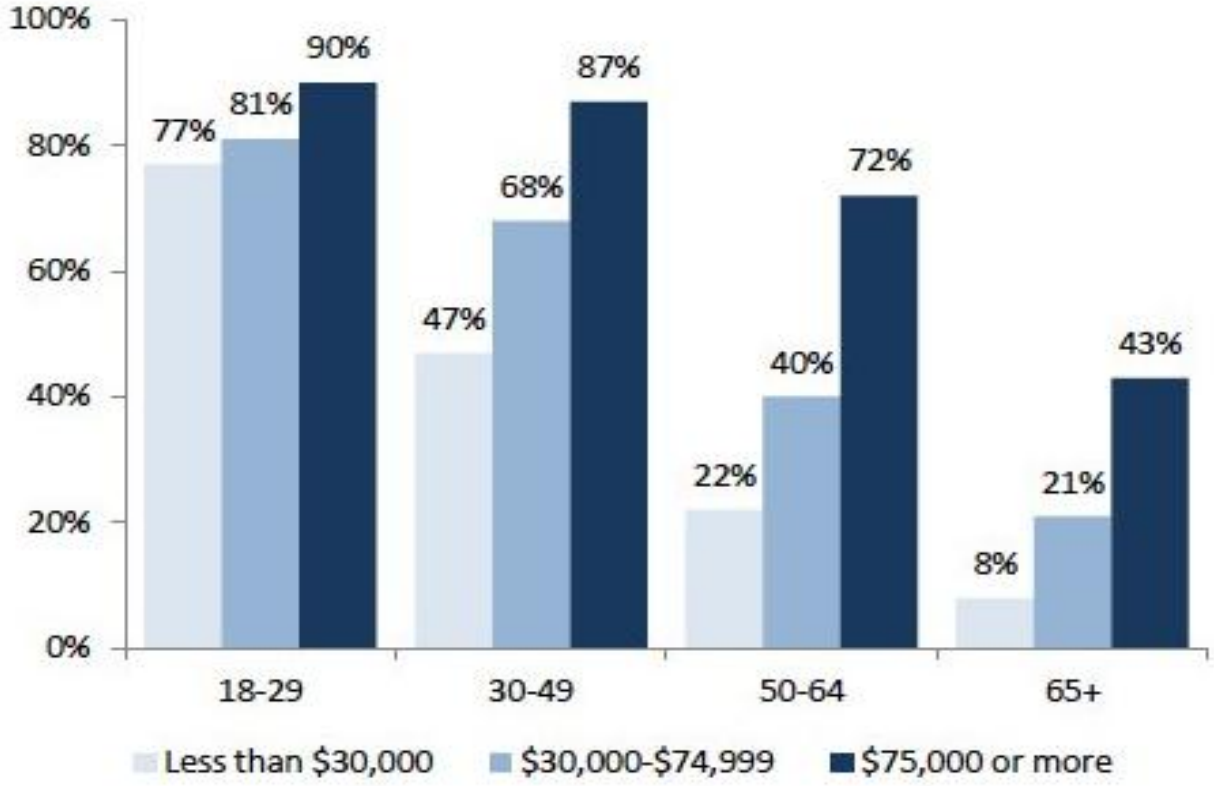
Smartphone ownership by income/age grouping

% within each age/income grouping who own a smartphone (example: 77% of 18-29 year olds with an annual household income of less than $30,000 are smartphone owners)



USA data

Source: Pew Research Center's Internet & American Life Project, April 17-May 19, 2013 Tracking Survey. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/-2.3 percentage points based on all adults (n=2,252).

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Social Media Landscape

SOME RIGHTS RESERVED

FredCavazza.net

http://www.cleancutmedia.com/internet/growth-of-social-media-statistics-video-socialnomics

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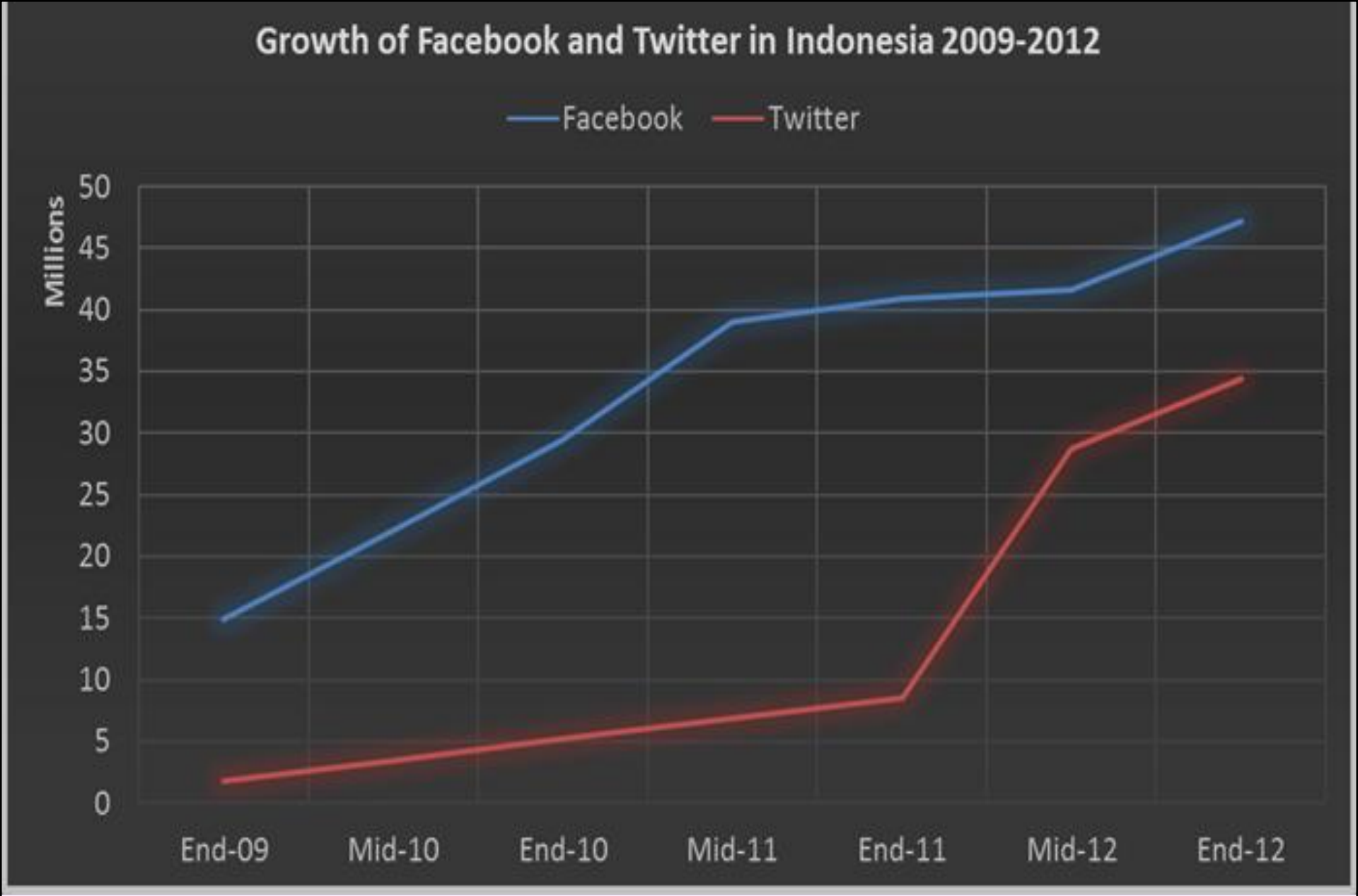

http://redwing-asia.com/market-data/social-media-2/

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Our Time: Technological advances

- New technologies
- New devices
- New personalised functionality
- Storage faster, smaller in size, cheaper, greater capacity
- Communication faster
- Ubiquitous systems

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Our Time: Increase competition

- In many areas such as e-books, paper books, magazines, audio books, and multi-media
- Over 3 million e-books available from Amazon
- Over 12 million hard copy books on Amazon
- Selection advice, reviews

Our Time: Increase competition

Google Books Library Project:

- To make it easier for people to find relevant books…. Goal is to work with publishers and libraries to create a comprehensive, searchable, virtual card catalog of all books in all languages that helps user discover new books

Our Time: Increase competition

http://www.ala.org/offices/sites/ala.org.offices/files/content/oitp/publications/policybriefs/confronting_the_futu.pdf

- Audio books
- Audible.co.uk and digitalaudiobooks.co.uk each have 100,000 titles
- Netflix – millions of TV programmes and films
- Rhapsody and iTunes – digital music

Tablet ownership over time

% of American adults ages 18+ who own a tablet

Source: Pew Research Center surveys, May 2010-January 2014. Interviews were conducted on landlines and cell phones, in English and Spanish.

PEW RESEARCH CENTER

E-reader ownership over time

% of American adults ages 18+ who own an e-reader

Source: Pew Research Center surveys, May 2010-January 2014. Interviews were conducted on landlines and cell phones, in English and Spanish.

PEW RESEARCH CENTER

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Our Time: Increase competition

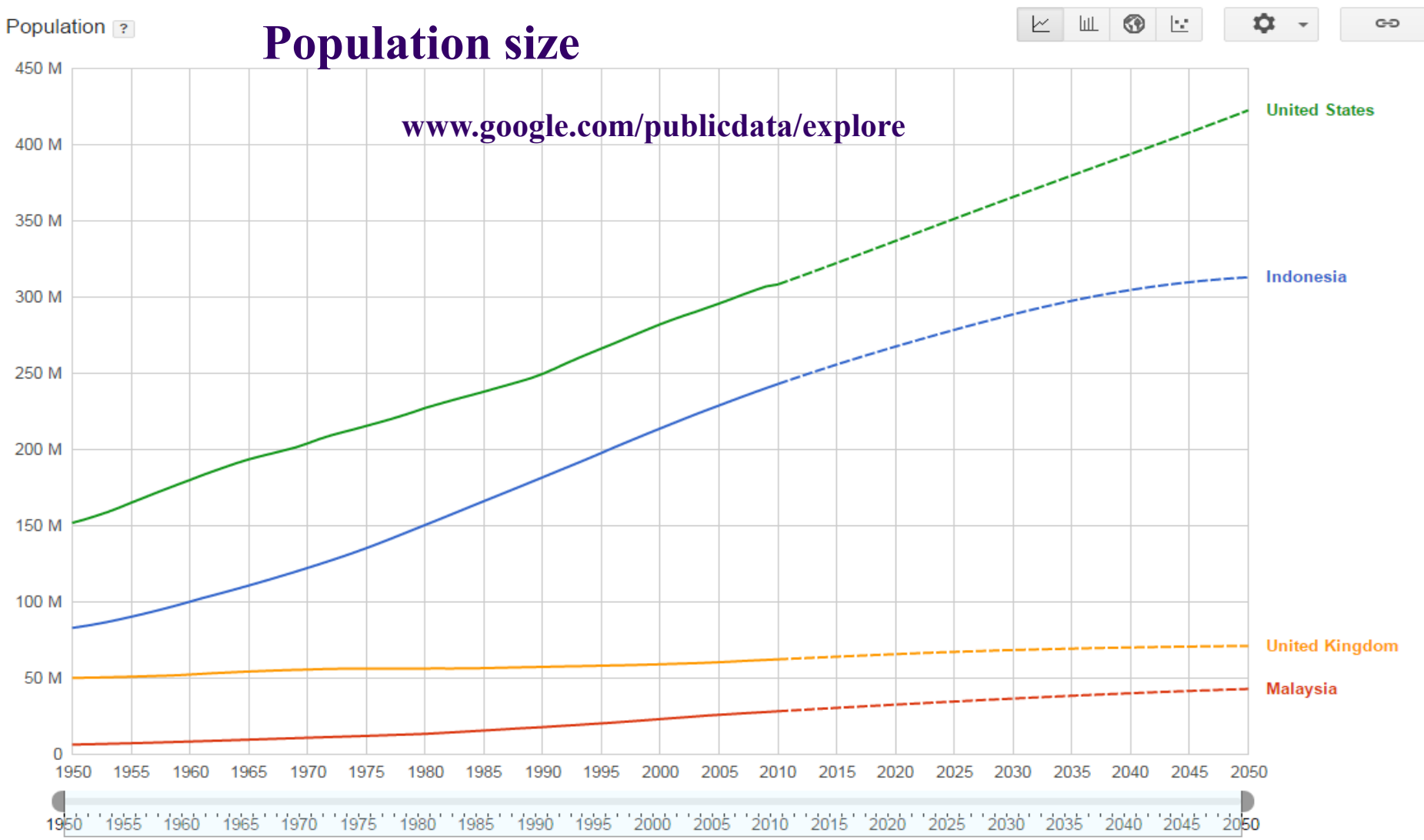
- Advantage of public libraries:
  - Provide personal unbiased advice, help and support
  - Loans and services are largely free
  - Collections are specifically selected for local communities
  - Books can be sampled without being purchased
  - Immediately available unless on loan
  - Own e-books collections

Our Time: Demographic and social trends

- Population growth
- Populations more racially and ethnically diverse
- Populations are aging
- Differences in the way people live – much greater reliance on technology

Population size

www.google.com/publicdata/explore



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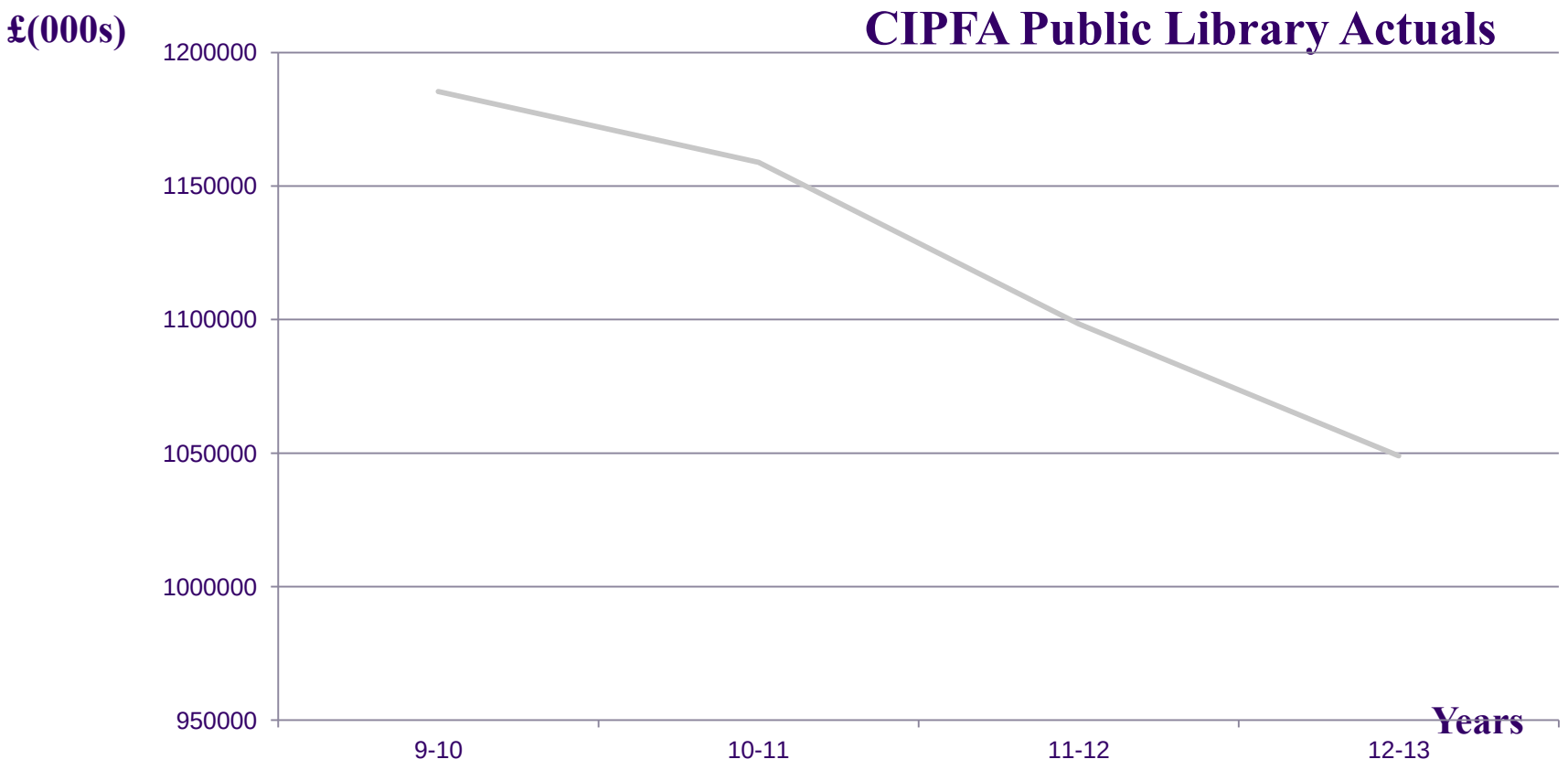
Our Time: Financial constraints

- Public debt, low economic growth, market uncertainty
- Public spending cuts
- Library budgets cut, closures, opening times reduced, greater reliance on volunteers

Public Library Expenditure in UK



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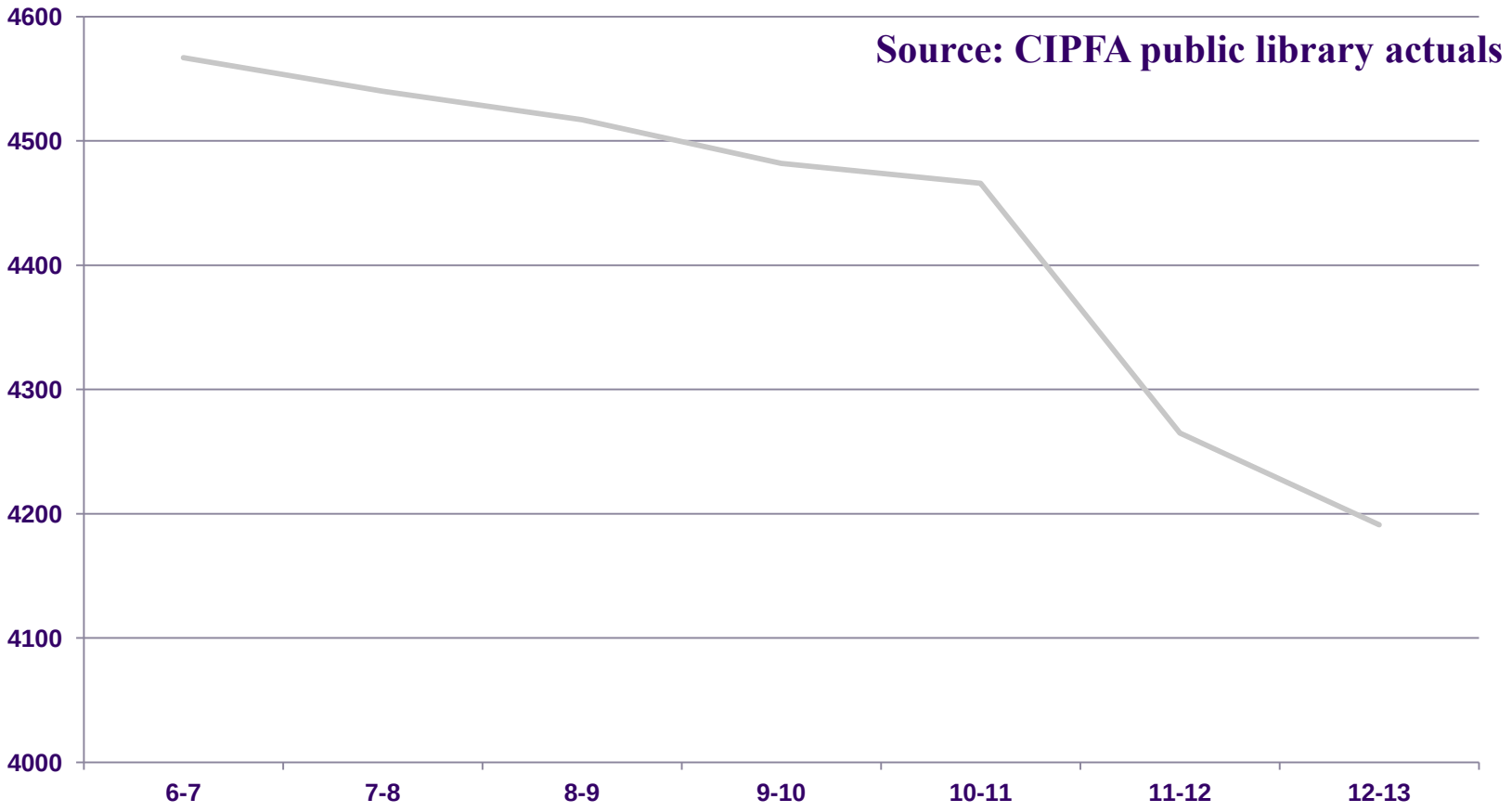
Number of Public libraries in UK



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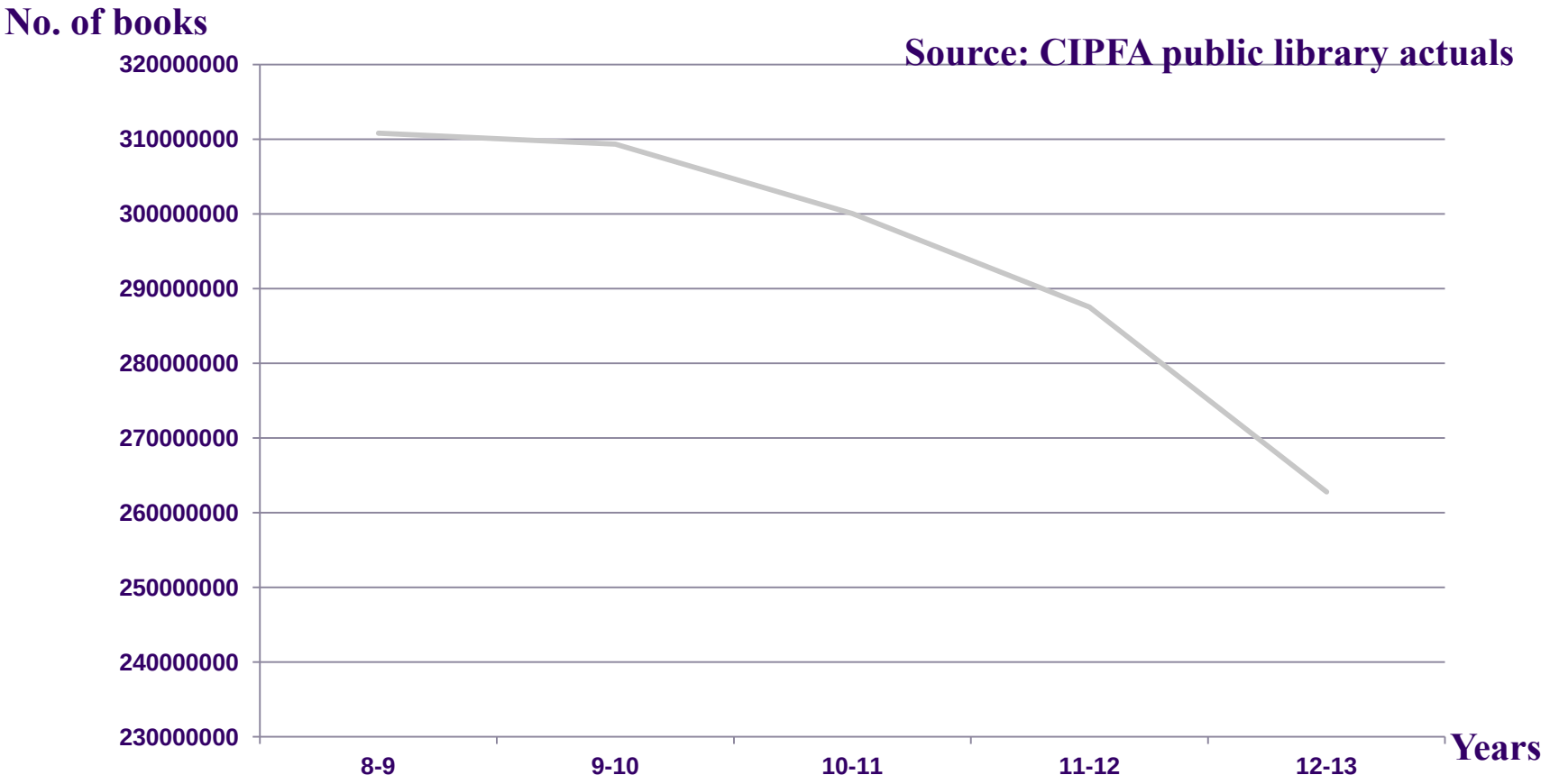
Number of book issues in UK



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Our future: Addressing challenges

- Arts Council England
- Agreed relevance of core purpose –
  - the provision of access to reading, information, and resources which support learning and knowledge for all
- The way that this is achieved will be different in the future

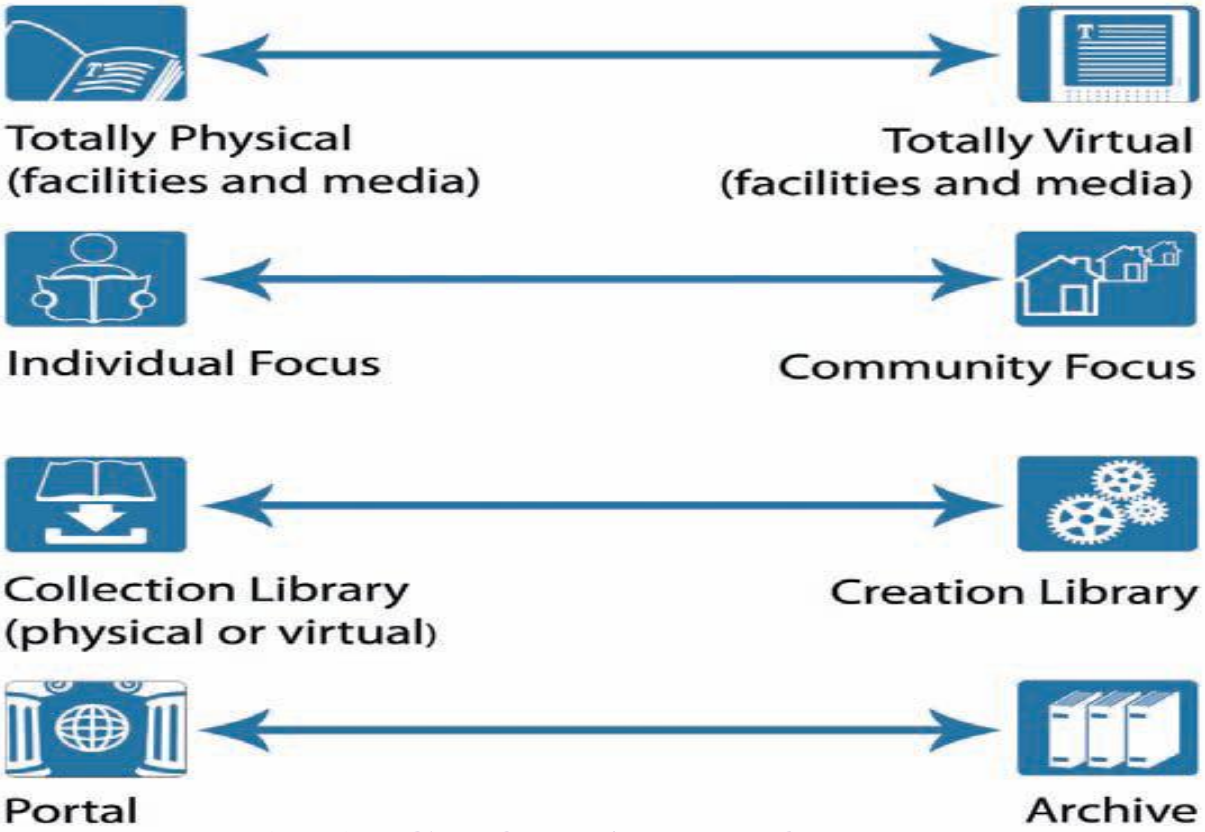
Our future: Addressing challenges

- Librarians will need to:
  - Be more proactive, reaching out to engage communities and individuals
  - Provide face-to-face and 24/7 virtual support for self-learning, self-learning and information literacy development
  - Promote the use, access, sharing and the creation of online information
  - Be more innovative and creative

Our future: Addressing challenges

- Arts Council England – 4 priorities for a 21st century public library service
  - Placing the library as the hub of the community
  - Making the most of digital technology and creative media
  - Ensuring that libraries are resilient and sustainable
  - Delivering the right skills for those who work for libraries

Our future: Addressing challenges



ALA: Confronting the future

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Illustration by Jennifer Bishop, source ALA Confronting the Future

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Our future: Innovative examples

- Flagship libraries: Canada Water Library, the Library of Birmingham, Delf Concept |Library (DOK)
- Digital Bazaar: Lambeth Libraries
- Fab Labs: Creative use of equipment
- Reading Gloves: interactive story telling
- Interactive exhibitions, digitisation projects, bibliotherapy groups, online book groups, self-publishing groups, interactive games

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Library Concept Center

Seattle Public Library, Main Branch. Courtesy of Bobak Ha'Eri via Creative Commons license.

New Library of Birmingham

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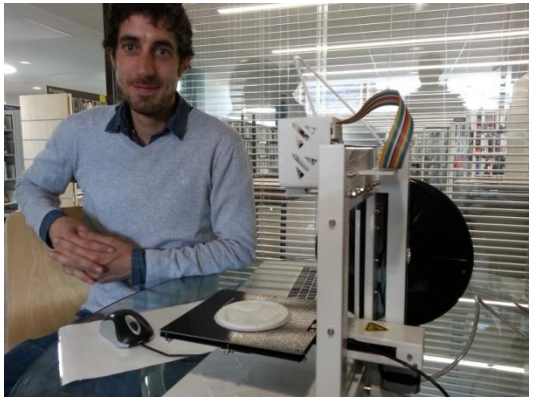
Fab labs



Exeter Public Library
A low-cost digital workshop:

- **laser-cutters,**
- **3D printers and scanners**
- **computer controlled routers**
- **3D milling machines**
- **programming and design tools**

Make almost anything

Innovative ideas

- Reading Gloves
- Interactive exhibitions

Sign up for a card

Log in to My Account

- Renew Titles
- Request Items
- E-mail Notices
- Book a Meeting Room
- My Class Calendar

Mobile-Friendly Resources

Library Catalog
Virtual Library
Online Databases
Virtual Galleries
Resources by Interest
Government Services
eGuides
Homework Help
Ask A Question
OCLS Videos
Blogs
InfoPaths
Orlando Memory
NetLinks
Fast Facts
Classes & Programs
Downloadable Media
Databases
Kids, Tweens & Teens
Press Room
Get Your Card
Locations
About Us

Connect with us:

» Virtual Library

Share:

http://www.ocls.info/Virtual/default.asp

Online Databases
Find your family history, check your stocks, read articles, learn a language, and so much more.

Virtual Galleries
Virtual Galleries are collections of library resources, Web sites, programs and events, and other information topped with interactive fun.

Ask A Question
For any question, including information on reserving or renewing an item, verifying your new library card, getting location information or to ask a reference question chat, or send us an e-mail via Ask A Question.

The Right Service at the Right Time
If you have a need RIGHT now, the Library can help you find the RIGHT SERVICE. The Orange County Library System presents the RIGHT SERVICE at the RIGHT TIME for residents looking for assistance. Visit this website to discover resources available to you.

EPOCH
Family and friends of the deceased can submit detailed obituaries as a tribute to their loved ones, and in doing so help build a meaningful history of the residents of the community for future generations of researchers and genealogists.

Orlando Memory
Orlando Memory is a community based digital archive. This is your opportunity to share your personal history of Orlando with the community.

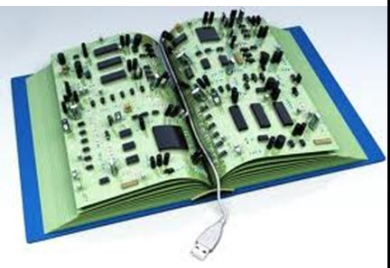
eGuides
Find out how to get started, what databases to use and how to utilize our extensive collection and records in a variety of topics including business, financial, health, and more!

Homework Help
The Homework Help content is organized by school subjects that bring library resources together in simple, easy to find lists. It includes library materials, streaming videos, and online resources for students looking for curriculum resources, tutoring, or help with tests.

Conclusions

- Libraries of the future are likely to be focussed on:
  - Being more community based
  - Connecting communities and individuals
  - Better out-reach services to disadvantaged groups
  - Creating more flexible physical and virtual 24/7 functionalities

Conclusions



- Libraries of the future are likely to be focussed on:
  - Offering more digital resources
  - Having more seamless integration of new technologies
  - Being more innovative in terms of income generation
  - Having more highly trained staff

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Conclusions

- Particularly important will be the aspirations of libraries:
  - Serving individuals or communities
  - Providing physical or virtual services
  - Providing collections or advocating creation of information
  - Owning or providing access to materials held elsewhere

Conclusions

Public Libraries:

- This is our story, our time and our future

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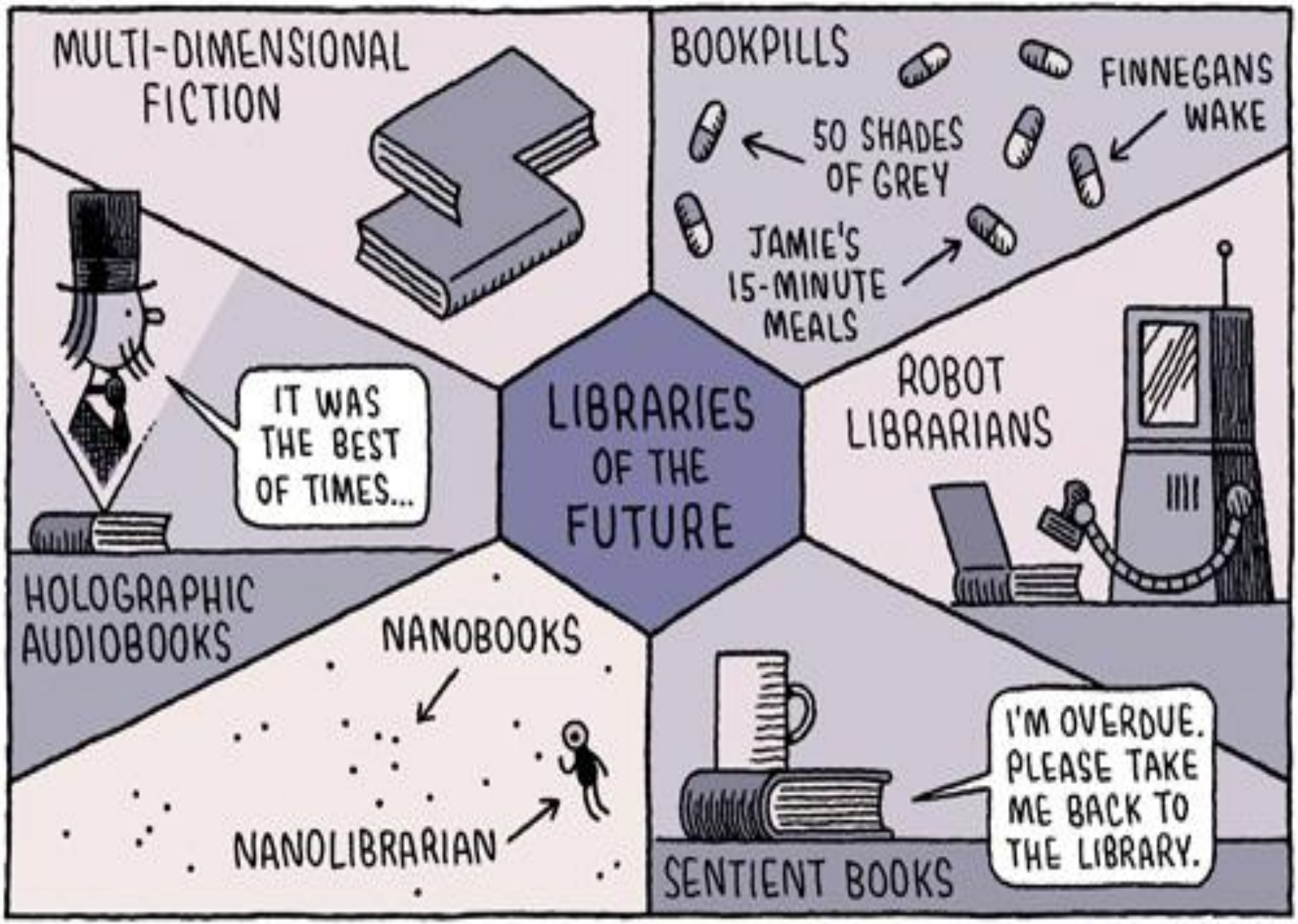
MULTI-DIMENSIONAL FICTION
BOOKPILLS
50 SHADES OF GREY
FINNEGANS WAKE
JAMIE'S 15-MINUTE MEALS
IT WAS THE BEST OF TIMES...
LIBRARIES OF THE FUTURE
ROBOT LIBRARIANS
HOLOGRAPHIC AUDIOBOOKS
NANOBOOKS
NANOLIBRARIAN
I'M OVERDUE. PLEASE TAKE ME BACK TO THE LIBRARY.
SENTIENT BOOKS
TOM GAULD