

Libraries and learning communities

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Pew Internet
Pew Internet & American Life Project

PewInternet.org

5 questions for librarians as they ponder learning communities

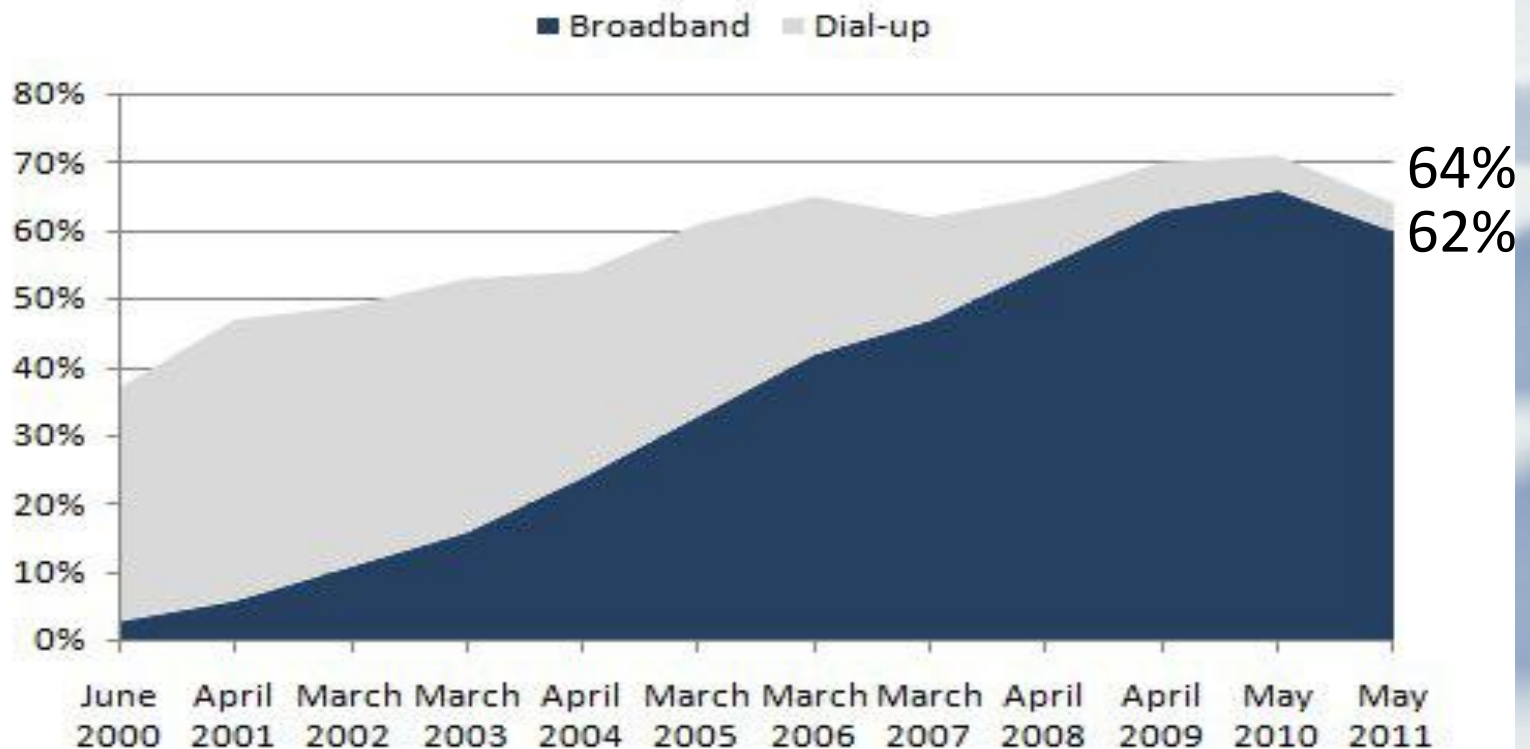
1. What is the future of knowledge?
 - Created? Disseminated?
2. What is the future of reference expertise?
 - Literacy? Search?
3. What is the future of public technology?
 - Knowledge containers? Divides? Access/lending models?
4. What is the future of learning spaces?
 - Collaboration? Alliances? Ownership?
5. What is the future of community anchor institutions?
 - Knowledge economy/ecology?

Digital Revolution 1

Internet (78%) and Broadband at home (62%)

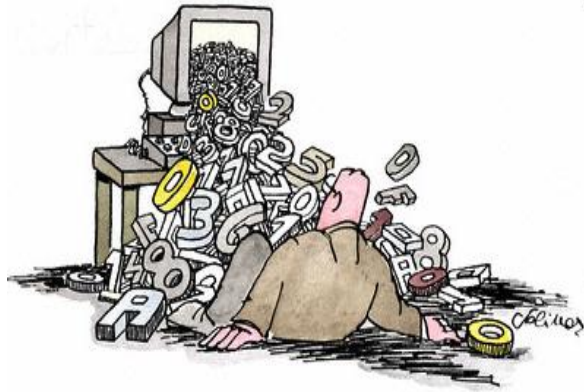
Broadband and Dial-up Adoption, 2000-2011

% of American adults (age 18+) who access the internet at home via dial-up or broadband, over time.



Source: Pew Internet & American Life Project Surveys, March 2000-May 2011.

Consequences for learning ecosystem



Volume



Velocity



Valence /
Relevance

Networked creators among internet users

- 65% are social networking site users
- 55% share photos
- 37% contribute rankings and ratings
- 33% create content tags
- 30% share personal creations
- 26% post comments on sites and blogs
- 15% have personal website
- 15% are content remixers
- 14% are bloggers
- 13% use Twitter
- 6% location services – 9% allow location awareness from social media – 23% maps etc.

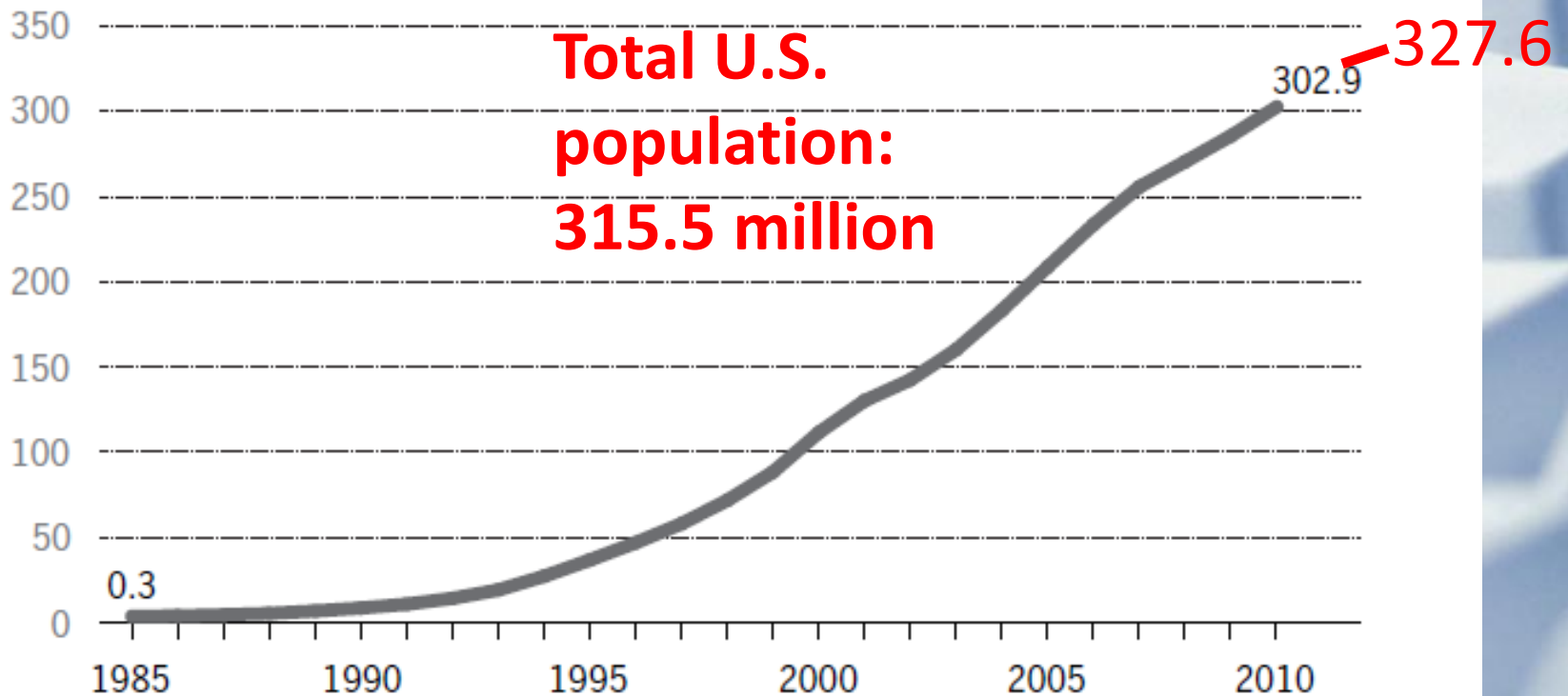


Digital Revolution 2

Mobile – 84%

Mobile Subscriber Connections in America

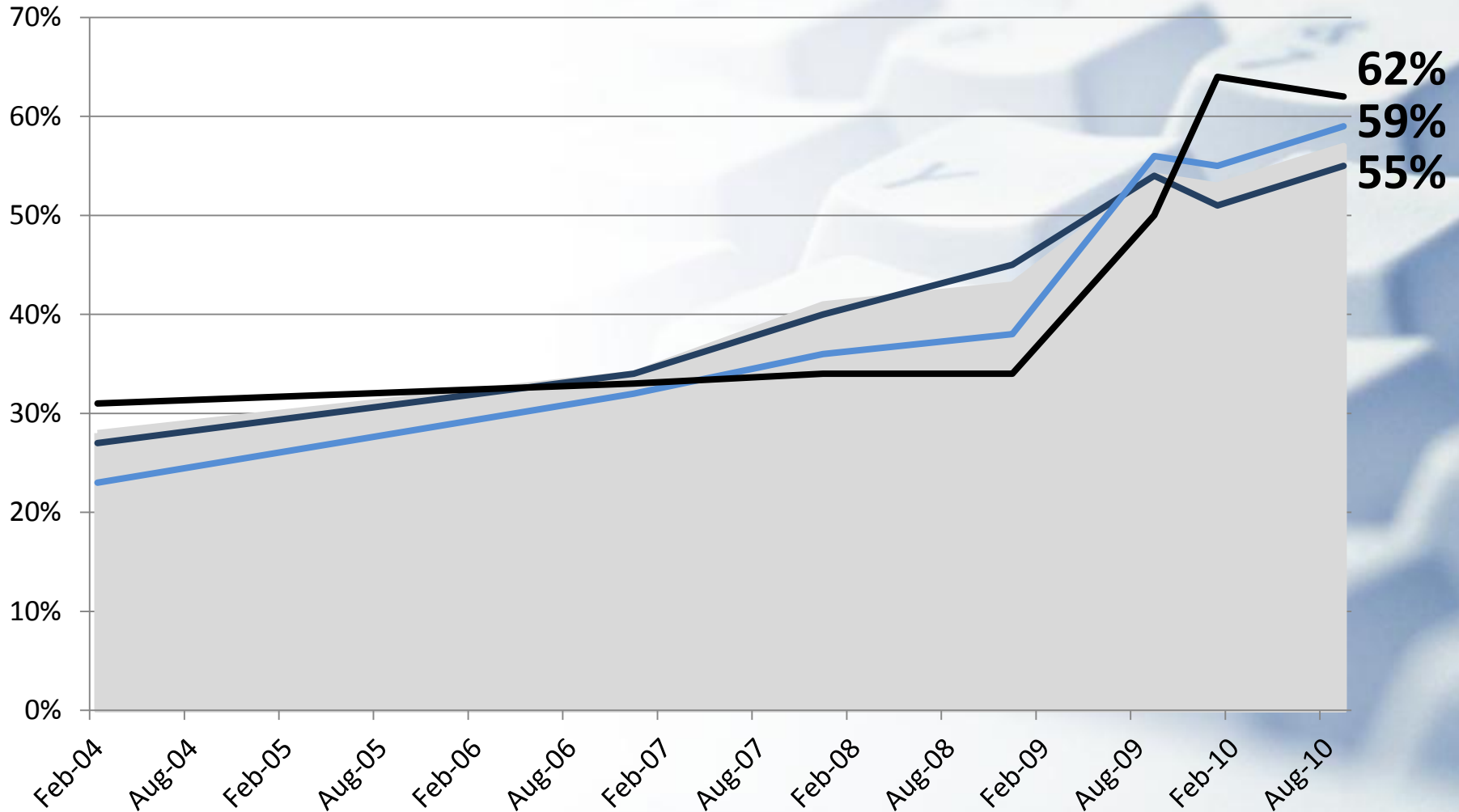
ESTIMATED NUMBER OF MOBILE SUBSCRIBERS (MILLIONS)



Source: CTIA

Mobile internet connectors – 59% adults

■ All adults — Whites — Blacks — Hispanics



Cell phones as connecting tools

% of cell owners

- 64% send photo or video
 - Post video 25%
- 55% access social net. site
- 30% watch a video
- 11% have purchased a product
- 11% charitable donation by text
- 60% (of Twitter users) access Twitter





56% of adults own **laptops** –
up from 30% in 2006



52% of adults own **DVRs** –
up from 3% in 2002



44% of adults own **MP3 players** –
up from 11% in 2005



42% of adults own **game consoles**



12% of adults own **e-book readers** - Kindle



9% of adults own **tablet computer** - iPad

Consequences for learning ecosystem



Anywhere



Any device

Real time
Hyper-
coordinate



Any time

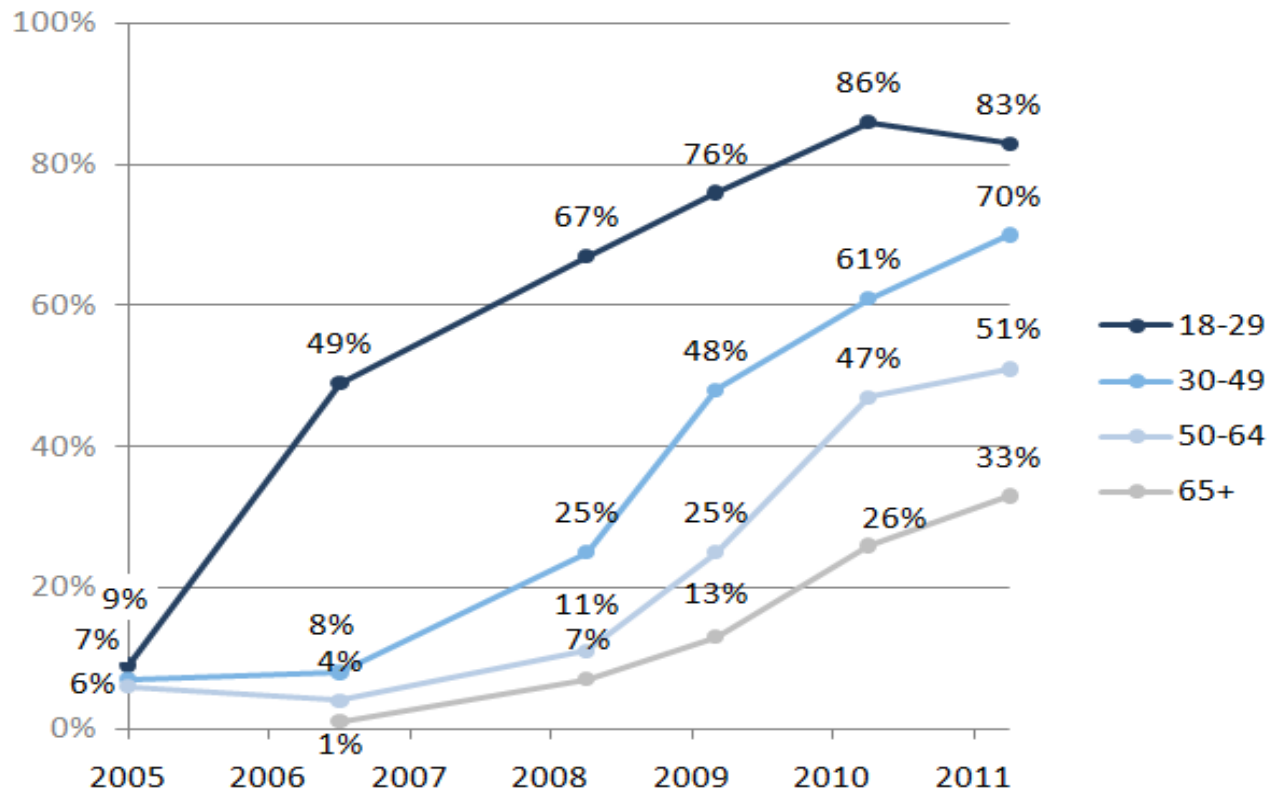
Alone
together

Digital Revolution 3

Social networking – 50% of all adults

Social networking site use by age group, 2005-2011

The percentage of adult internet users in each age group who use social networking sites



Note: Total n for internet users age 65+ in 2005 was < 100, and so results for that group are not included.

Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.

Consequences for learning ecosystem

Social networks and social
media become more
important in people's
learning strategies

What does this mean?

- 1) Social networks are more influential and are differently segmented and layered

Sentries



What does this mean?

- 1) Social networks are more influential and are differently segmented and layered

Evaluators



What does this mean?

- 1) Social networks are more influential and are differently segmented and layered

Audience = New
media are the
new
neighborhood



Back to those 5 questions:
How librarians can be even
more valuable to learning
communities

1) What is the future of knowledge?

-- Shana Ratner (1997) *"Emerging Issues in Learning Communities"*

Old:

New:

Learning as transaction

Learning as a process

Knowledge is
objective and
certain

Knowledge is
subjective and
provisional

1) What is the future of knowledge?

-- Shana Ratner (1997) *"Emerging Issues in Learning Communities"*

Old:

Learning as transaction

Learners receive
knowledge

New:

Learning as a process

Learners create
knowledge

1) What is the future of knowledge?

-- Shana Ratner (1997) *“Emerging Issues in Learning Communities”*

Old:

New:

Learning as transaction

Learning as a process

Knowledge is organized
in stable, hierarchical
structures that can
be treated
independently of one
another

Knowledge is organized
“ecologically”-
disciplines are
integrative and
interactive

1) What is the future of knowledge?

-- Shana Ratner (1997) *"Emerging Issues in Learning Communities"*

Old:

New:

Learning as transaction

Learning as a process

We learn best
passively, by
listening and
watching

We learn best
actively doing
and managing
our own learning

1) What is the future of knowledge?

-- Shana Ratner (1997) *"Emerging Issues in Learning Communities"*

Old:

Learning as transaction

Our "intelligence"
is based on our
individual
abilities

New:

Learning as a process

Our "intelligence"
is based on our
learning
communities

2) What is the future of reference expertise?

“Embedded librarian” in learning communities

- Librarian as scout for relevant material
- Reviewer and synthesizer
- Organizer and taxonomy creator
- “On call” for just-in-time information
- Organizational “steward” of bonding capital
- Organizational “steward” of bridging capital (especially to outside experts)

2) What is the future of reference expertise?

“Knowledge concierge/valet” in learning communities

- Librarian as teacher of social media
- Librarian as fact checker, transparency assessor, relevance arbiter
- Librarian as aggregator and curator – follow Jeff Jarvis rule: “Do what you do best, and link to the rest”
- Librarian as “node” in networks attuned to perpetual learning

3) What is the future of public technology?



Are hot new gadgets evident now?

The hot gadgets and applications that will capture the imagination of users in 2020 are pretty evident today and will not take many of today's savviest innovators by surprise.

16% experts

17% full sample

Hot gadgets and apps that will capture the imagination of users in 2020 will often come “out of the blue” and not have been anticipated by many of today's savviest innovators.

81% experts

80% full sample

Themes

- **iPhone, iPhone, iPhone**
- **Innovation ecosystem will change: bandwidth / processing**
- **Still, there are basic trends evident now and some groundwork that has been in place for years that will yield innovation.**
 - **The internet of things - sensors proliferate**
 - **Mobile connectivity and location-based services grow**
 - **Bigger/thinner screens -- 3D displays**
 - **“Consolidated,” all-purpose gadgets and apps**

4) What is the future of learning spaces?

Attuned to networked individuals/learners

- More self directed, less top-down
- Better arrayed to capture new information inputs
- More reliant on feedback and response
- More inclined to collaboration
- More open to cross discipline insights and creating their own “tagged” taxonomies
- More oriented towards people being their own individual nodes of production

5) What is the future of community anchor institutions?

ALA
Confronting the
Future

Strategic Visions for
the 21st Century
Public Library

http://www.ala.org/ala/aboutala/offices/oitp/publications/policybriefs/confronting_the_future.pdf

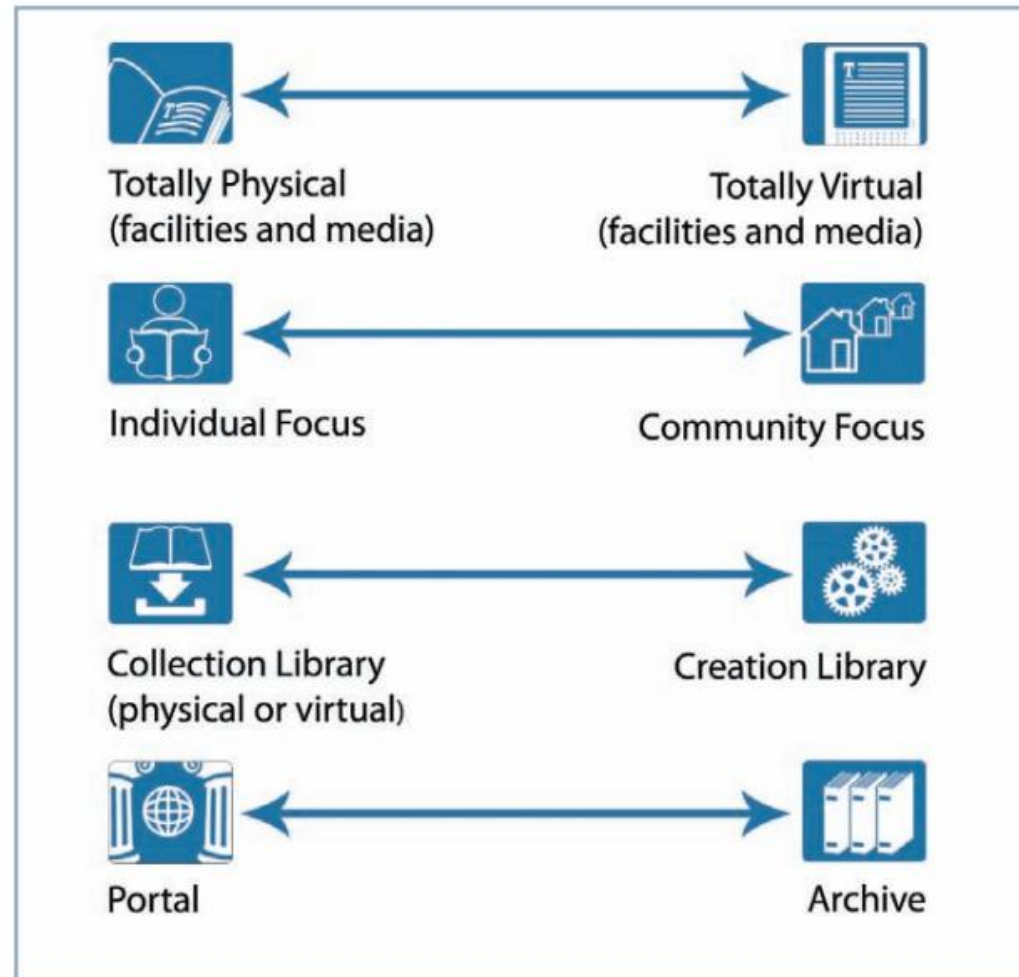


Figure 1. The visions for public libraries of the future will consist of strategic choices along four distinct dimensions, each encompassing a continuum of possibilities lying between two extremes. Illustration by Jennifer Bishop.

5) What is the future of community anchor institutions?

- Pew Internet studies in next 3 years – thanks to Bill and Melinda Gates Foundation
- What we'll be exploring:
 - E-books
 - New services vs. old services from a community perspective and amongst librarians
 - A 360-degree look at library users and non-users