The next library

Lee Rainie
Director, Internet and Technology research
December 5, 2017
Military Librarians Division - SLA
@lrainie | @pewinternet | @pewresearch
“Tweuckle (twek’ul) vt. To abuse a speaker to Twitter followers in the audience while he/she is speaking.”
we need a tshirt, "I survived the keynote disaster of 09"

it's awesome in the "I don't want to turn away from the accident because I might see a severed head" way

too bad they took my utensils away w/ my plate. I could have jammed the butter knife into my temple.
The next library will be built around 5 new insights
1. People seek personal enrichment and entertainment in new ways
2. People seek knowledge and reference expertise in new ways
3. Some groups especially need and want access to technology through trusted institutions
4. Learning is a social process
5: Where they fit on these continuums
ALA’s “Confronting the Future”

Totally physical  ____________________________  Totally virtual
(facilities and media)

Individual focus  ____________________________  Community focus

Collection library  ____________________________  Creation library
(physical and virtual)  (social, maker space)

Archive  ____________________________  Portal

Everything for everyone  ____________________________  Specialized niche
People: Serve and Model

Pathfinders for trusted information
Curators and arbiters of trusted information
Tech AND data experts
Master teachers in age of lifelong learning
Visionaries for the knowledge economy and the jobs it produces
Place: Reconfigure and repurpose

Embrace the Internet of Things

Become the “first place” to meet

Fill in “market holes” or niches (ESL, pre-school learning, small biz space, veterans programs)

Innovation test beds
Platform: Community Resource 2.0

- Trusted, top-of-mind institution for learning
- Advocates for free and open
- Advocates for closing digital divides
- Privacy and algorithms watchdog
What we’ve learned as we did our research
http://www.pewinternet.org/topics/libraries/
• People think libraries are important, especially for communities
• People like and trust librarians
• People think libraries level of the playing field for those without vast resources
• People believe libraries have rebranded themselves as tech hubs
• People still read books
Latest book reading stats

- **Read a book in any format:**
  - 2011: 79%
  - 2012: 71%
  - 2014: 74%
  - 2015: 76%
  - 2016: 72%

- **Read an e-book:**
  - 2011: 17%
  - 2012: 23%
  - 2014: 28%
  - 2015: 28%
  - 2016: 27%

- **Listened to an audio book:**
  - 2011: 11%
  - 2012: 13%
  - 2014: 14%
  - 2015: 12%
  - 2016: 14%
The typical (median) American adult read 4 books in the past 12 months

The average (mean) read 12 books

<table>
<thead>
<tr>
<th></th>
<th>Books in any format</th>
<th>Printed books</th>
<th>E-books</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong></td>
<td>72%</td>
<td>63%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>67%</td>
<td>57%</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>77%</td>
<td>68%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>White, Non-Hispanic</strong></td>
<td>76%</td>
<td>66%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>Black, Non-Hispanic</strong></td>
<td>66%</td>
<td>55%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
<td>59%</td>
<td>49%</td>
<td>20%</td>
</tr>
<tr>
<td>18-29</td>
<td>80%</td>
<td>69%</td>
<td>34%</td>
</tr>
<tr>
<td>30-49</td>
<td>71%</td>
<td>63%</td>
<td>33%</td>
</tr>
<tr>
<td>50-64</td>
<td>68%</td>
<td>59%</td>
<td>33%</td>
</tr>
<tr>
<td>65+</td>
<td>69%</td>
<td>61%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Less than high school</strong></td>
<td>34%</td>
<td>28%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>High school grad</strong></td>
<td>61%</td>
<td>51%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Some college</strong></td>
<td>81%</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>College+</strong></td>
<td>90%</td>
<td>81%</td>
<td>43%</td>
</tr>
<tr>
<td><strong>Below $30,000</strong></td>
<td>60%</td>
<td>50%</td>
<td>15%</td>
</tr>
<tr>
<td><strong>$30,000-$49,999</strong></td>
<td>77%</td>
<td>67%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>$50,000-$74,999</strong></td>
<td>79%</td>
<td>71%</td>
<td>33%</td>
</tr>
<tr>
<td><strong>$75,000+</strong></td>
<td>86%</td>
<td>76%</td>
<td>46%</td>
</tr>
<tr>
<td><strong>Urban</strong></td>
<td>70%</td>
<td>61%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>Suburban</strong></td>
<td>76%</td>
<td>66%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Rural</strong></td>
<td>66%</td>
<td>56%</td>
<td>23%</td>
</tr>
</tbody>
</table>
Library usage
Went to library / bookmobile in past 12 months
% of those ages 16+

Heavier users include parents of minors, women, those under 60, those with college degrees +

- 2012: 53%
- 2013: 48%
- 2015: 44%
- 2016: 48%
Used library website in past 12 months

% of those ages 16+

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25%</td>
<td>30%</td>
<td>31%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Library activities

Traditional activities – borrowing books or reading – dominate library use, but people are also attending classes or other programs

% of U.S. library users ages 16 and older who say they did the following at libraries in the past 12 months

- Borrow print books: 66% (2015) vs. 64% (2016)
- Just sit and read, study, or watch or listen to video: 53% (2015) vs. 49% (2016)
- Get help from librarians: 42% (2015) vs. 35% (2016)
- Attend classes, programs, or lectures: 17% (2015) vs. 27% (2016)
- Attend meetings of a group you belong to: 16% (2015) vs. 18% (2016)
- Search online or apply for jobs online: 15% (2015) vs. 14% (2016)
- Use 3-D printers or other high-tech devices: 9% (2015) vs. 13% (2016)
Assessments of libraries
Do you think the library helps you?

- Find info that is trustworthy: 78% Yes, 21% No
- Learn new things: 76% Yes, 23% No
- Grow as a person: 65% Yes, 34% No
- Get info that helps you with decisions: 56% Yes, 43% No
Do you think the library helps you

- Focus on things that matter in your life: 49% Yes, 50% No
- Cope with a busy world: 43% Yes, 56% No
- Cope with a world where it is hard to get ahead: 38% Yes, 60% No
- Protect your personal data from online thieves: 27% Yes, 68% No
Do you think your local public library provides you with the resources you need, or not?

Especially true for those under age 50 and doubly true for Millennials.
If your local public library CLOSED, would that have a MAJOR impact, MINOR impact or NO IMPACT on …

- **My community**
  - Major Impact: 66
  - Minor impact: 25
  - No impact: 6

- **Me / my family**
  - Major Impact: 33
  - Minor impact: 33
  - No impact: 33
People think education matters more and they want to be more attuned to learning.
Learning as identity (% of those ages 18+)

- something that I am not familiar with: 61%
- son: 57%
- 73%
The motives of personal learners

% of those ages 18+

- more interesting: 80%
- low me to help others: 64%
- extra income: 60%
- my children's or other kids school work: 33%
How are libraries performing in this new environment?
How well, if at all, do your local public libraries serve the learning and educational needs of your local community – not just children at schools, but all those of any age who want to learn?

% of those ages 18+
How well, if at all, do your local public libraries serve the learning and educational needs of you and your family? (% of those ages 18+)

- Very well: 34
- Pretty well: 36
- Not too well: 9
- Not well at all: 12
- Don't know: 8
Fear not