PewResearchCenter

The next library

Lee Rainie

Director, Internet and Technology research

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Military Librarians Division - SLA

@lrainie | @pewinternet | @pewresearch

THE CHRONICLE
of Higher Education

November 17, 2009

"Tweckle (twek'ul) vt. To abuse a speaker to Twitter followers in the audience while he/she is speaking."
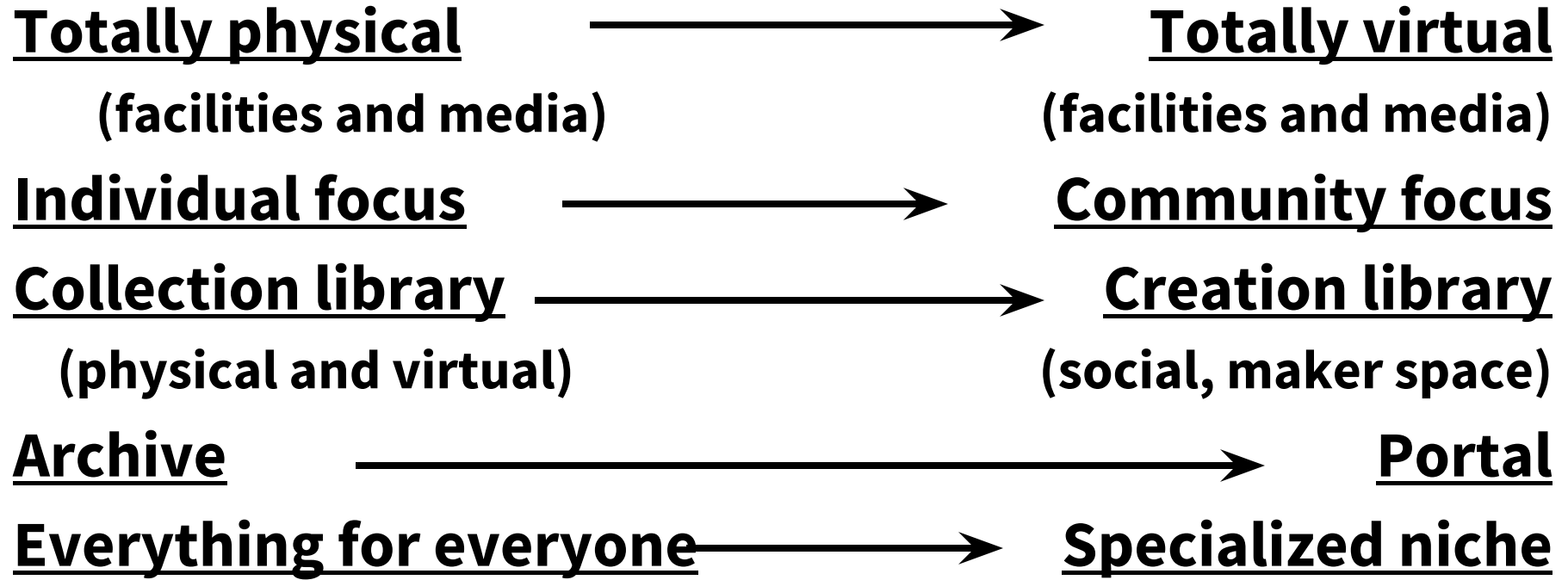
The next library will be built around 5 new insights

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) **(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
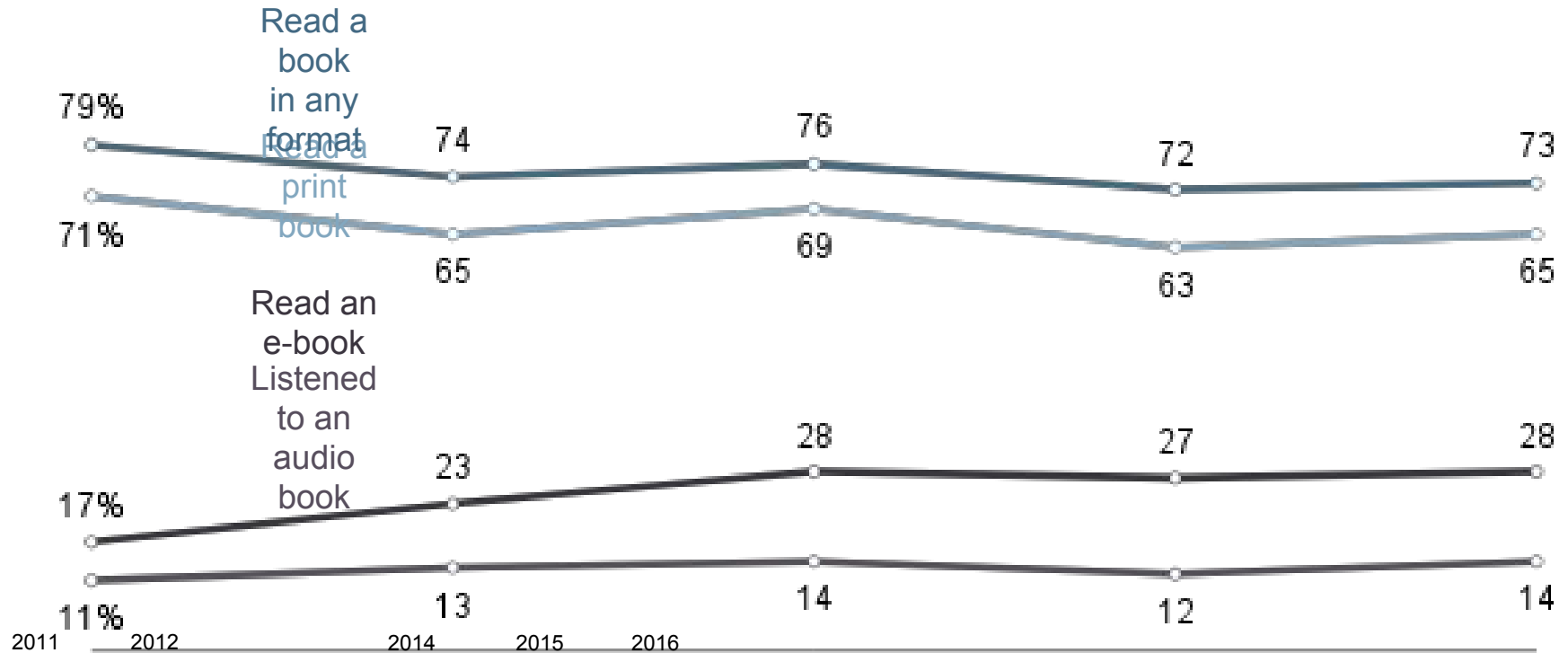
Platform: Community Resource 2.0

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
Read a print book
Read an e-book
Listened to an audio book

79%   74   76   72   73
71%   65   69   63   65
17%   23   28   27   28
11%   13   14   12   14

2011   2012   2014   2015   2016

The typical (median) American adult read 4 books in the past 12 months

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The average (mean) read 12 books

Women, Young Adults, Those With Higher Education and Income More Likely to Have Read a Book

Among % of adults who say they read at least one book in whole or in part in the previous 12 months

|	Books in any format	Printed books	E-books
Total	72%	63%	27%
Men	67	57	25
Women	77	68	29
White, Non-Hispanic	76	66	29
Black, Non-Hispanic	66	55	20
Hispanic	59	49	20
18-29	80	69	34
30-49	71	63	33
50-64	68	59	23
65+	69	61	15
Less than high school	34	28	4
High school grad	61	51	16
Some college	81	69	31
College+	90	81	43
Below $30,000	60	50	15
$30,000-$49,999	77	67	26
$50,000-$74,999	79	71	33
$75,000+	86	76	46
Urban	70	61	29
Suburban	76	66	27
Rural	66	56	23

Library usage

Went to library / bookmobile in past 12 months
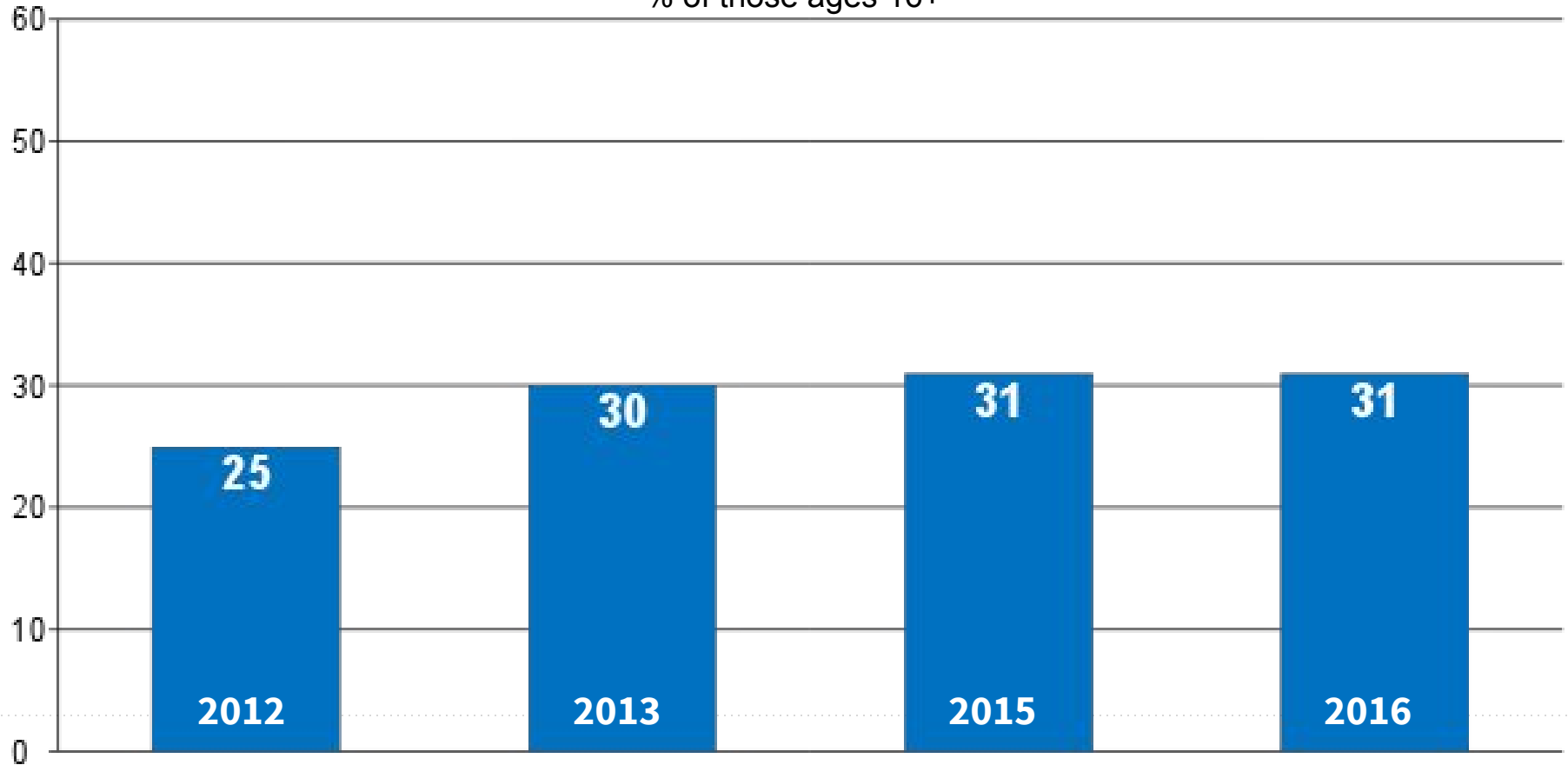## % of those ages 16+

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

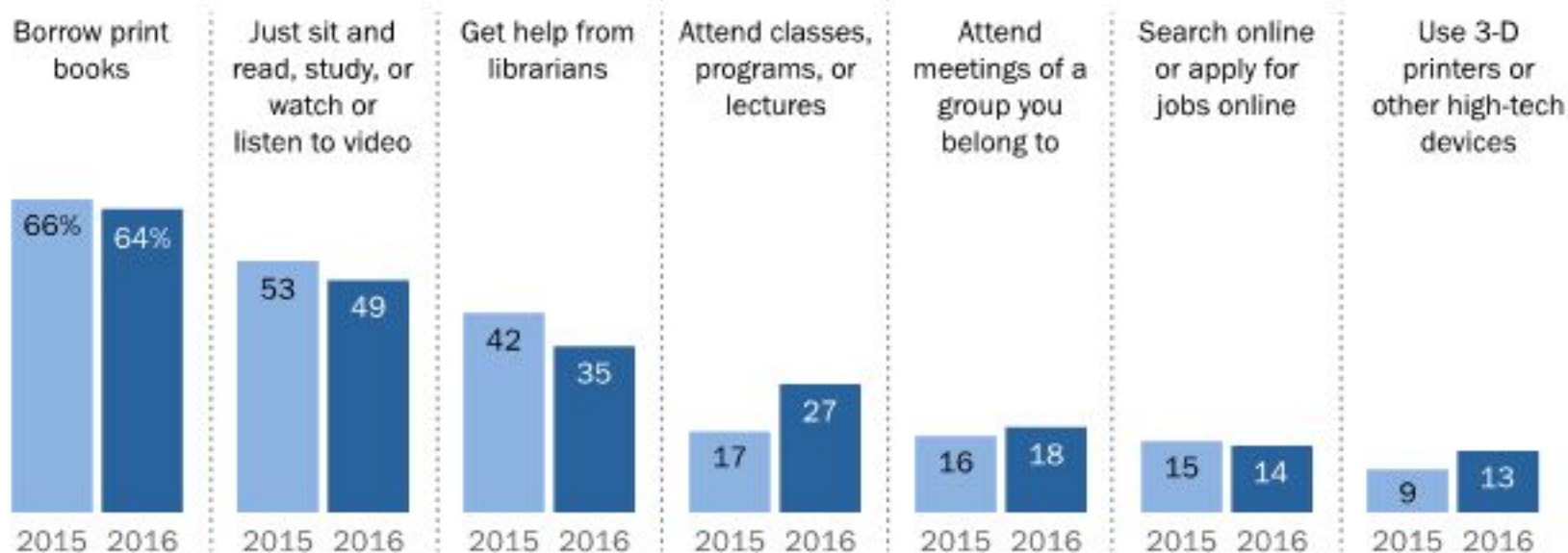| Year	Value
2012	53
2013	48
2015	44
2016	48
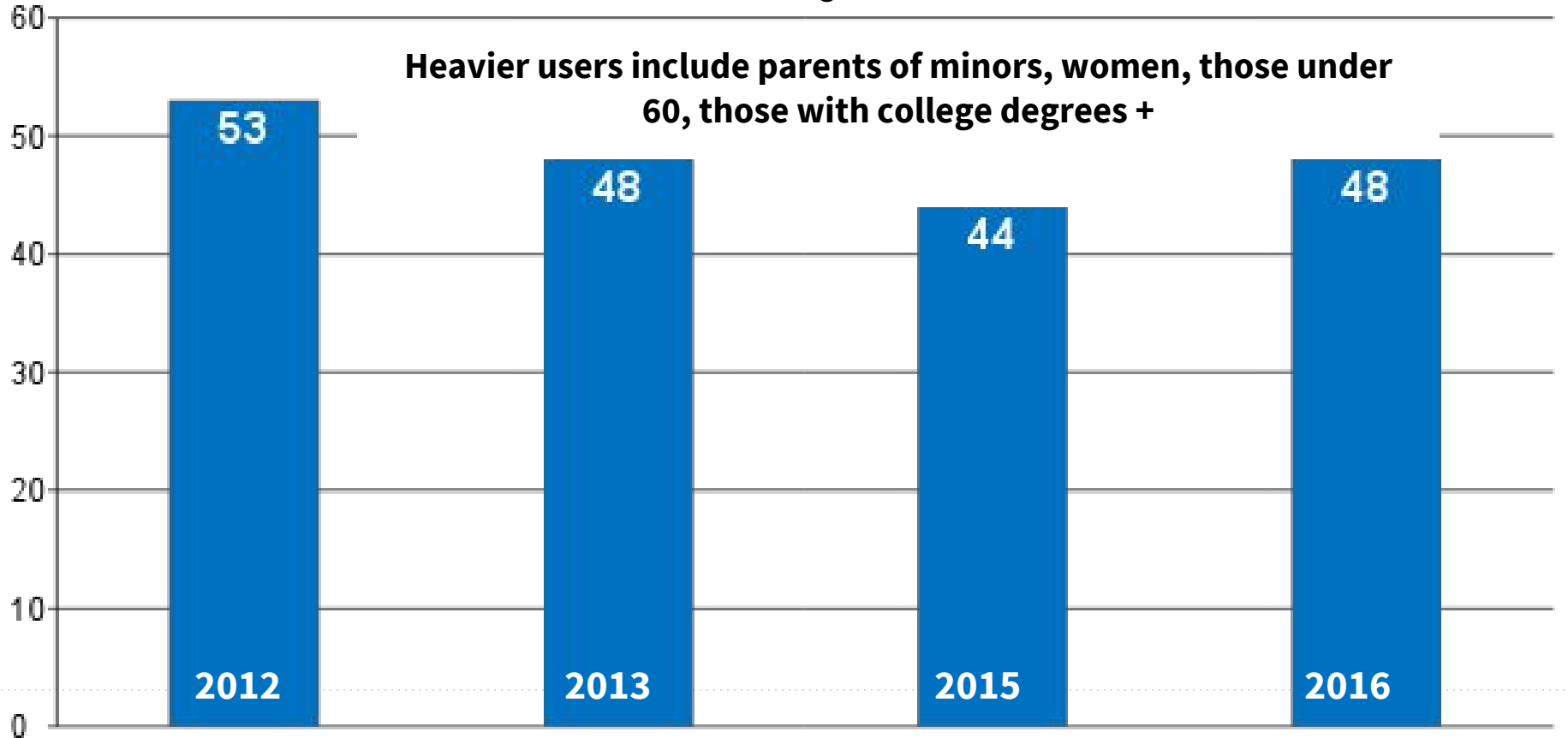
Used library website in past 12 months
% of those ages 16+

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*

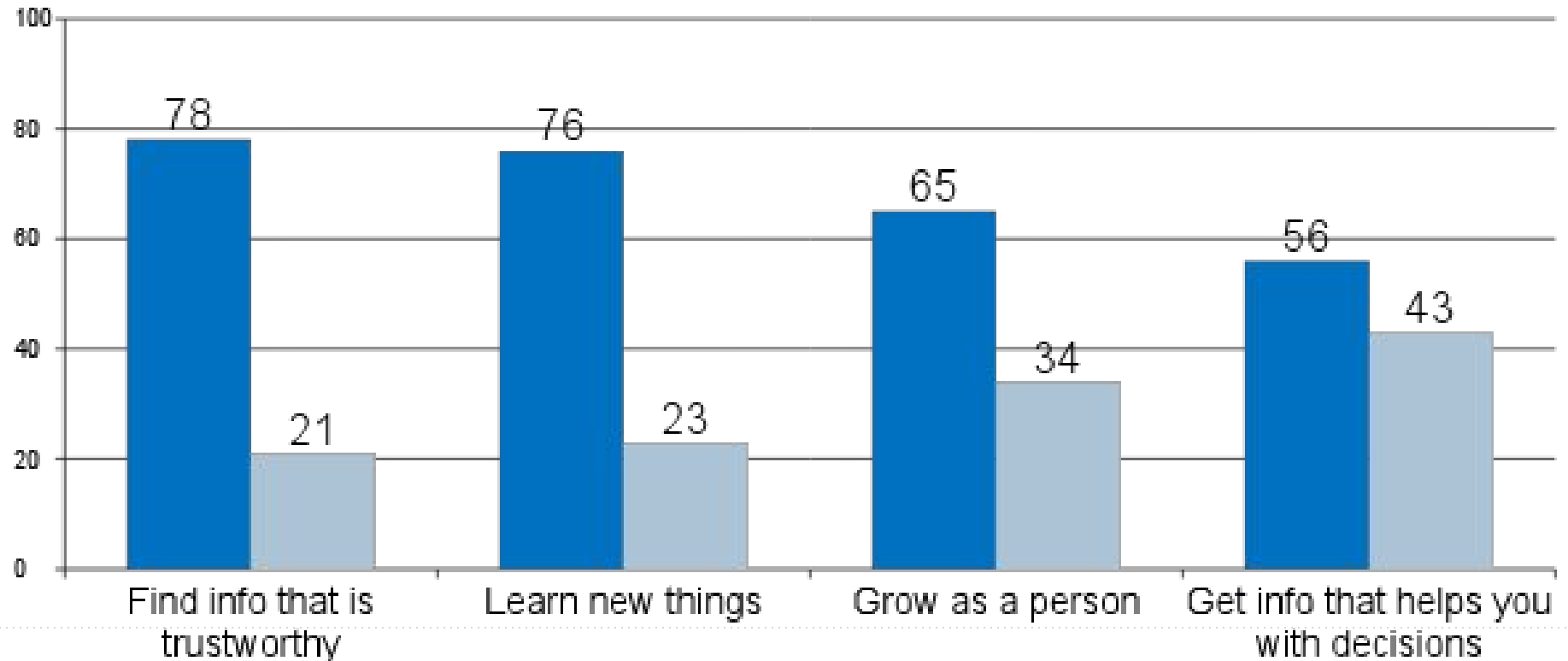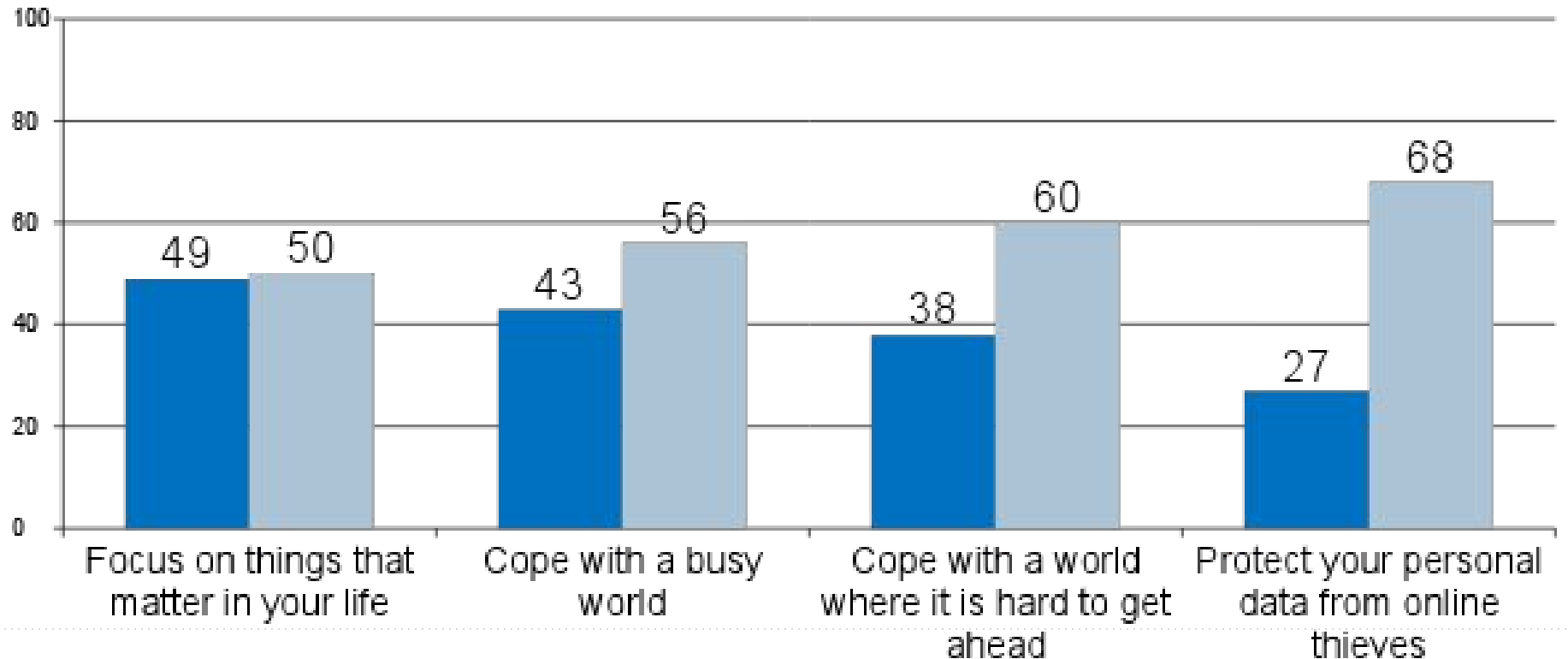| Borrow print books	Just sit and read, study, or watch or listen to video	Get help from librarians	Attend classes, programs, or lectures	Attend meetings of a group you belong to	Search online or apply for jobs online	Use 3-D printers or other high-tech devices
66% / 64%	53 / 49	42 / 35	17 / 27	16 / 18	15 / 14	9 / 13
2015 2016	2015 2016	2015 2016	2015 2016	2015 2016	2015 2016	2015 2016

Assessments of libraries

Do you think the library helps you

Yes No

Do you think the library helps you

Yes ■ No

	Focus on things that matter in your life	Cope with a busy world	Cope with a world where it is hard to get ahead	Protect your personal data from online thieves
Yes	49	43	38	27
No	50	56	60	68

Do you think your local public library provides you with the resources you need, or not?

Bar chart showing: Yes 77, No 11, Don't know 12

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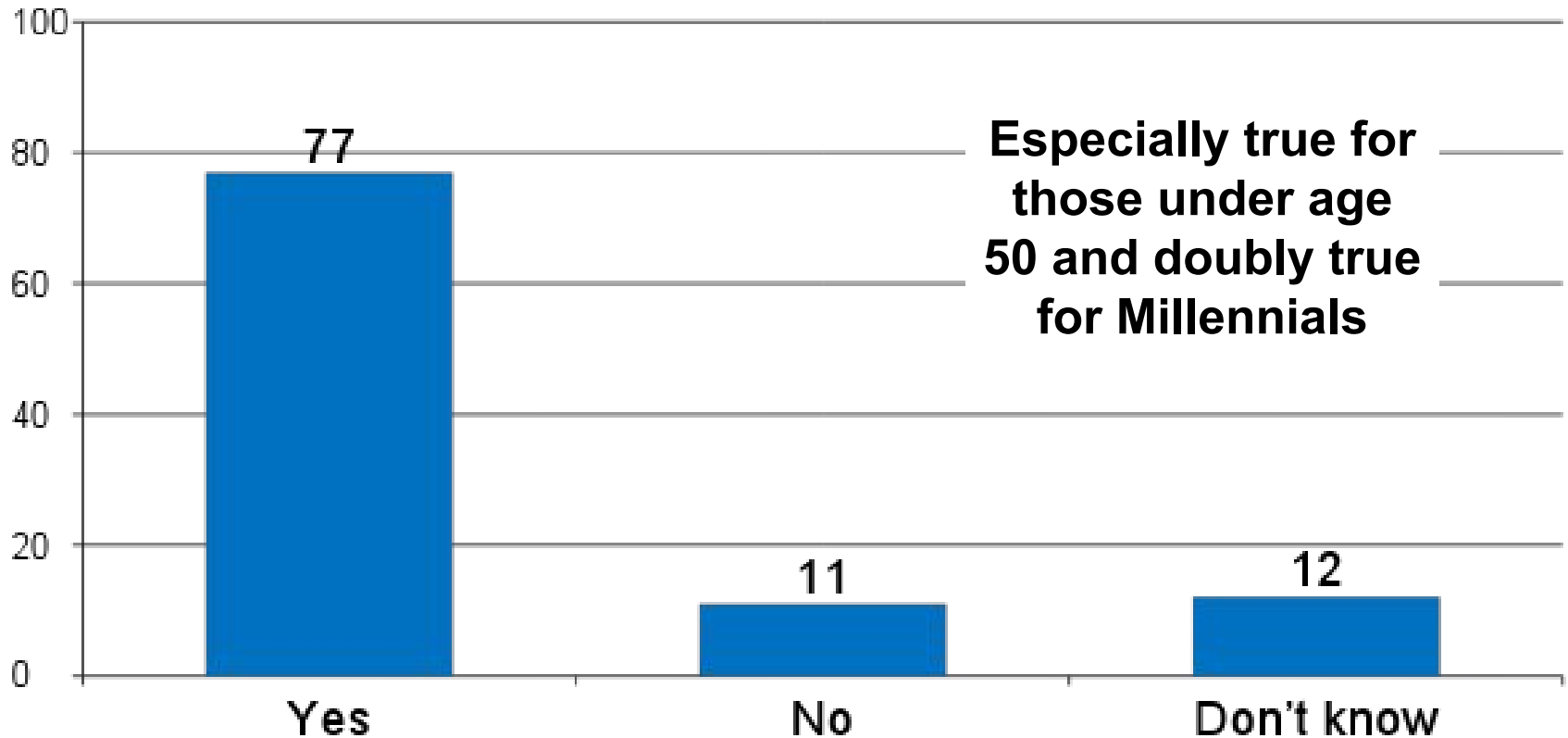
If your local public library CLOSED, would that have a MAJOR impact, MINOR impact or NO IMPACT on …

Legend: ■ Major Impact ■ Minor impact ■ No impact

	Major Impact	Minor impact	No impact
My community	66	25	6
Me / my family	33	33	33
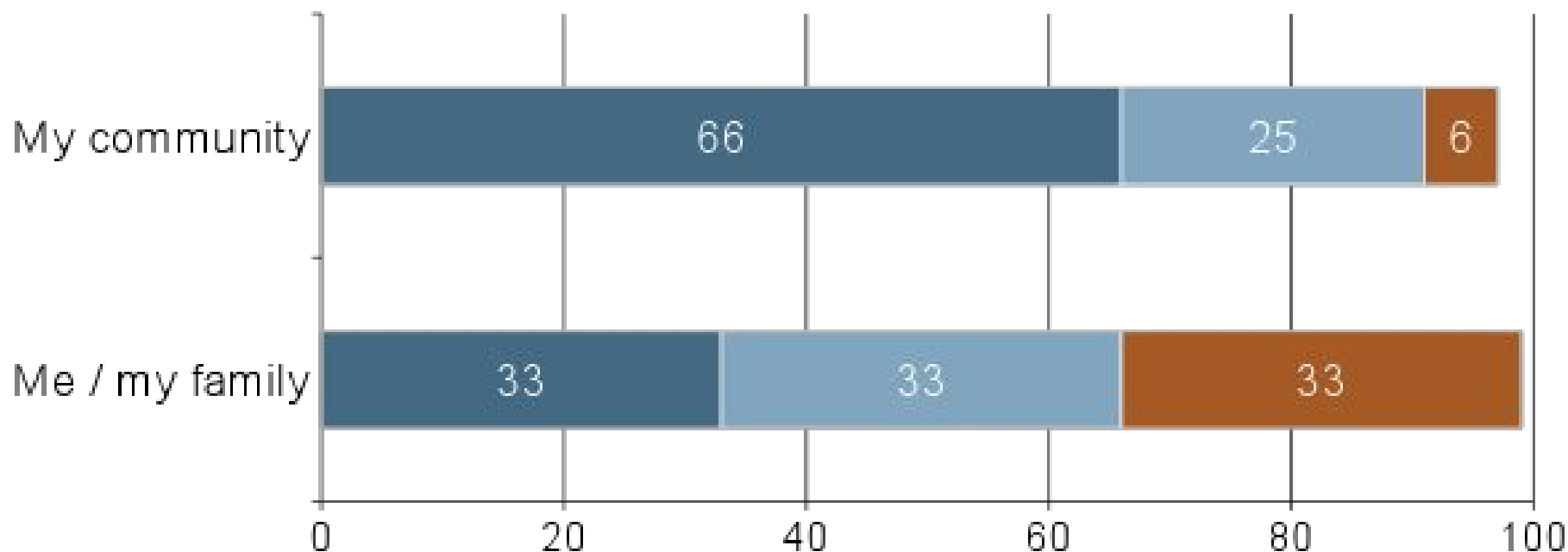
People think education matters more and they want to be more attuned to learning

Learning as identity (% of those ages 18+)

	73
s something that I am not familiar with	61
son	57
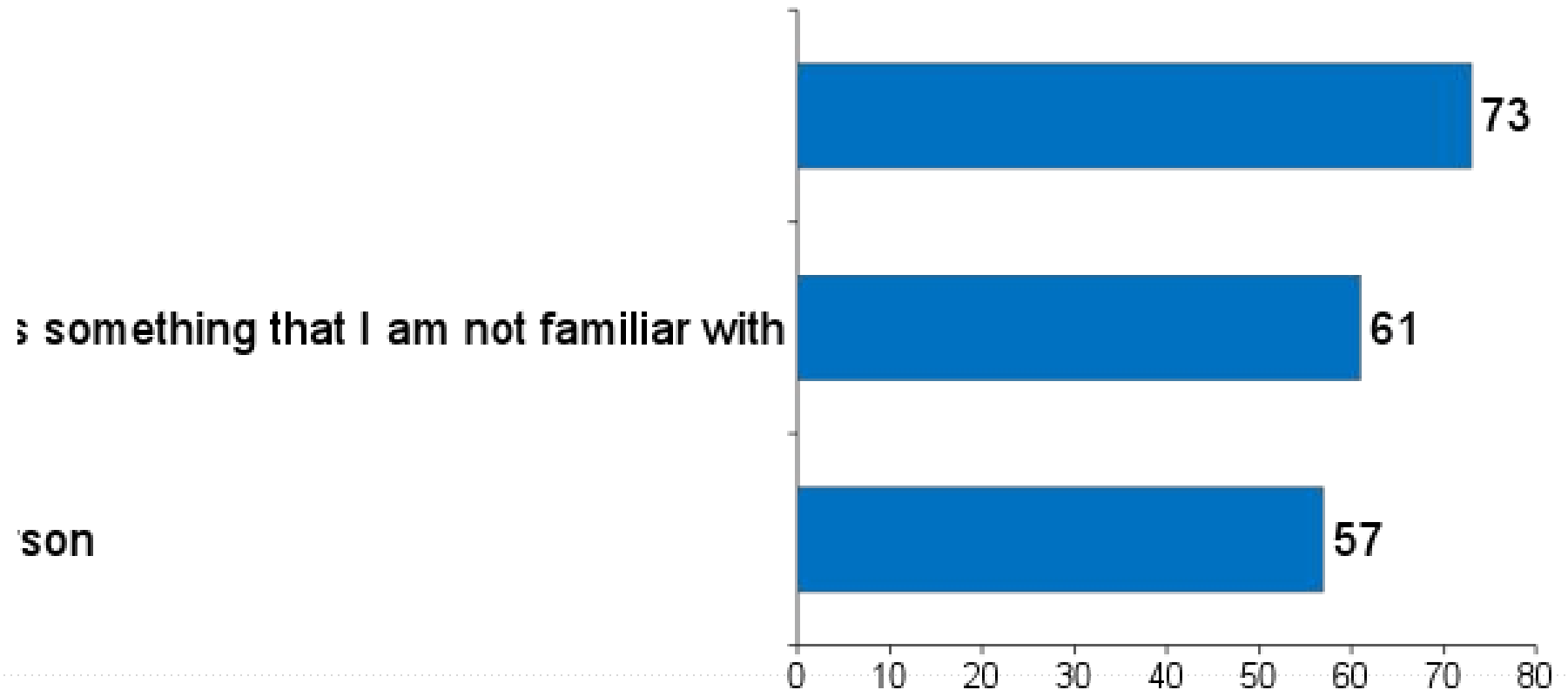
The motives of personal learners
% of those ages 18+

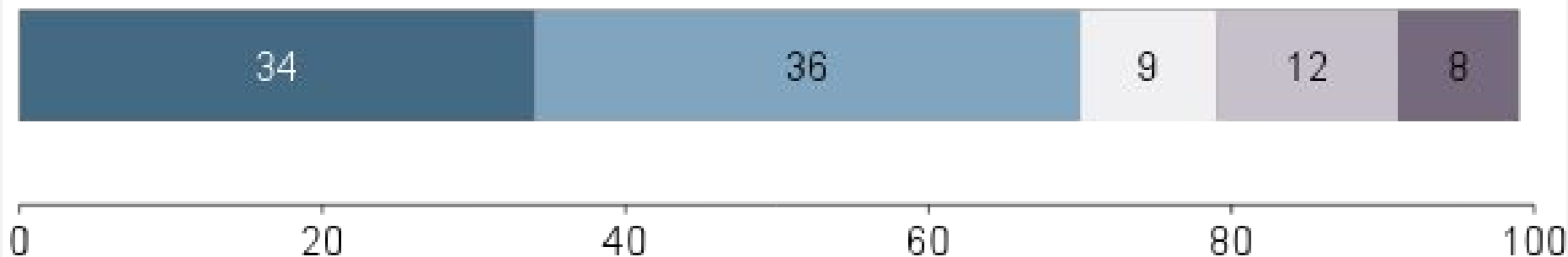|	
more interesting	80
low me to help others	64
	60
tra income	36
ny children's or other kids school work	33
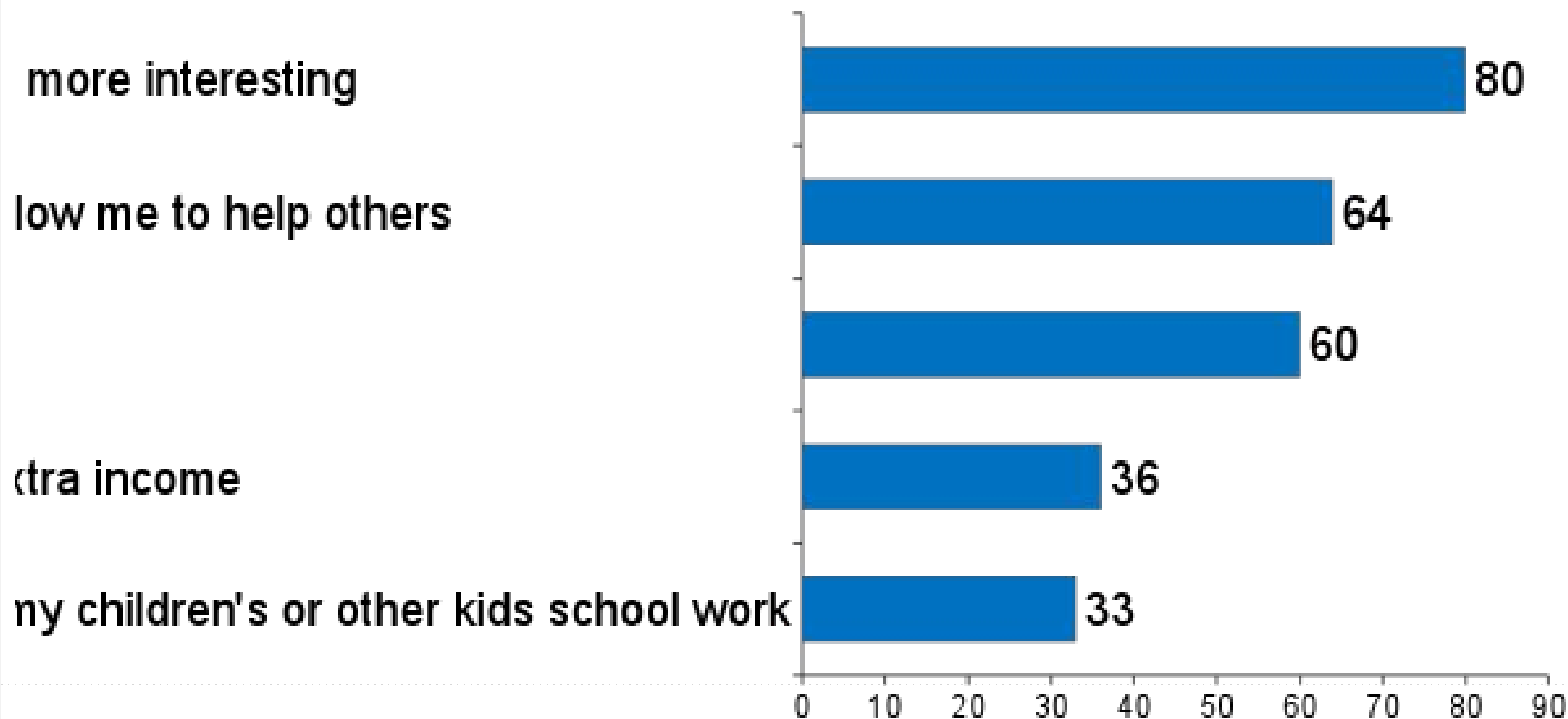
How are libraries performing in this new environment?

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+

■Very well ■Pretty well □Not too well ■Not well at all ■Don't know
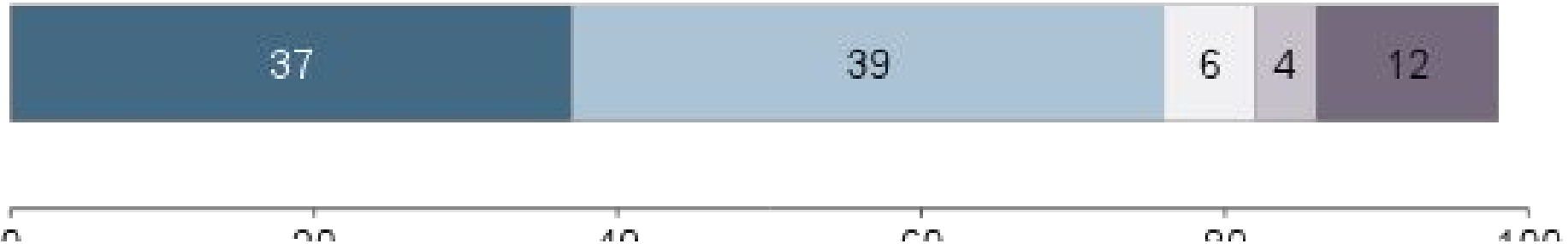
37	39	6	4	12

0   20   40   60   80   100

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+)

Legend: ■Very well ■Pretty well ▫Not too well ■Not well at all ■Don't know

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