

U.S. Public Libraries and the Use of Web Technologies

Round 2

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Sample Libraries

Population:

500,000+: **all 84**

100,000 – 499,999: **125**

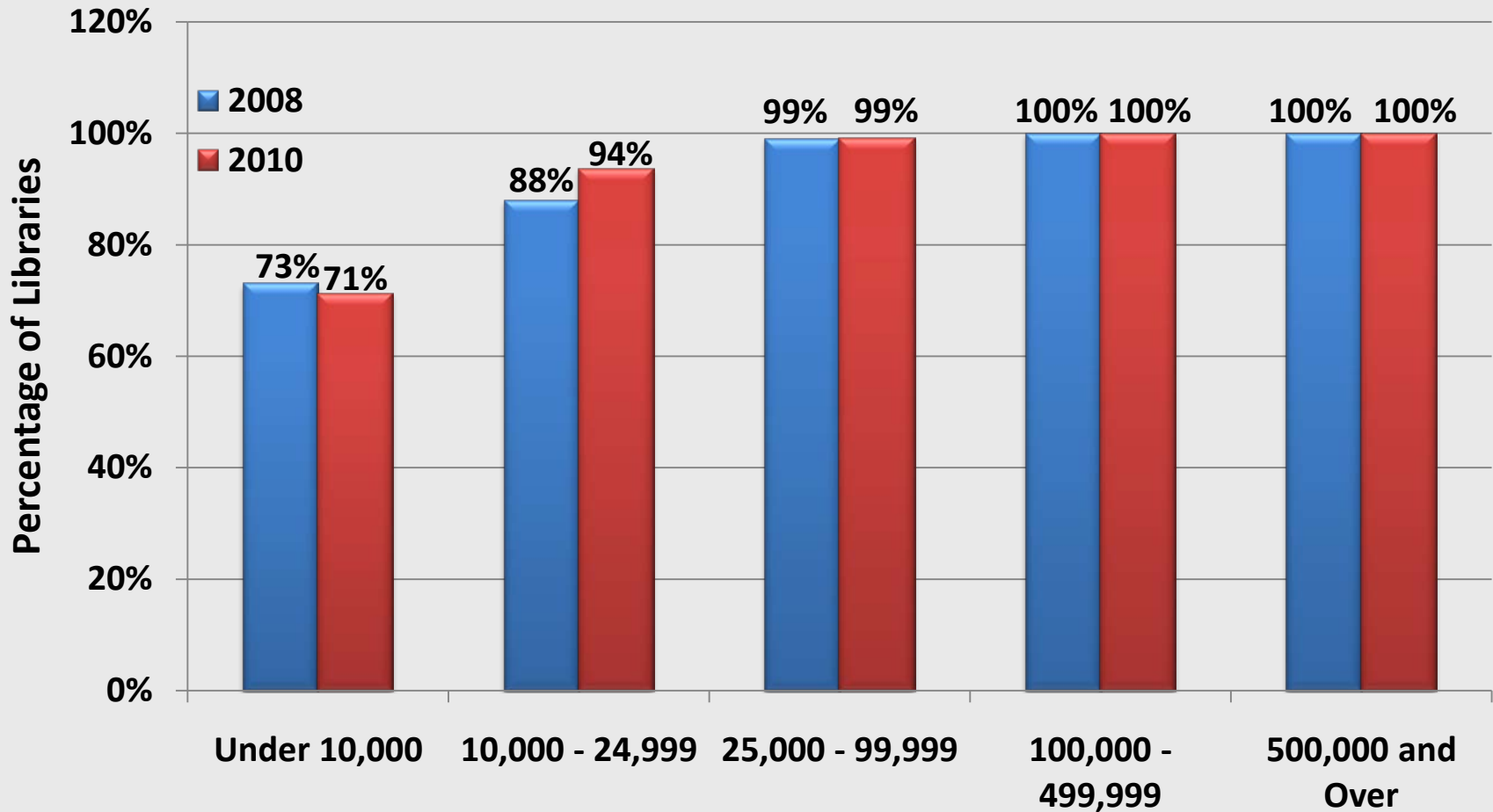
25,000 – 99,999: **125**

10,000 – 24,999: **125**

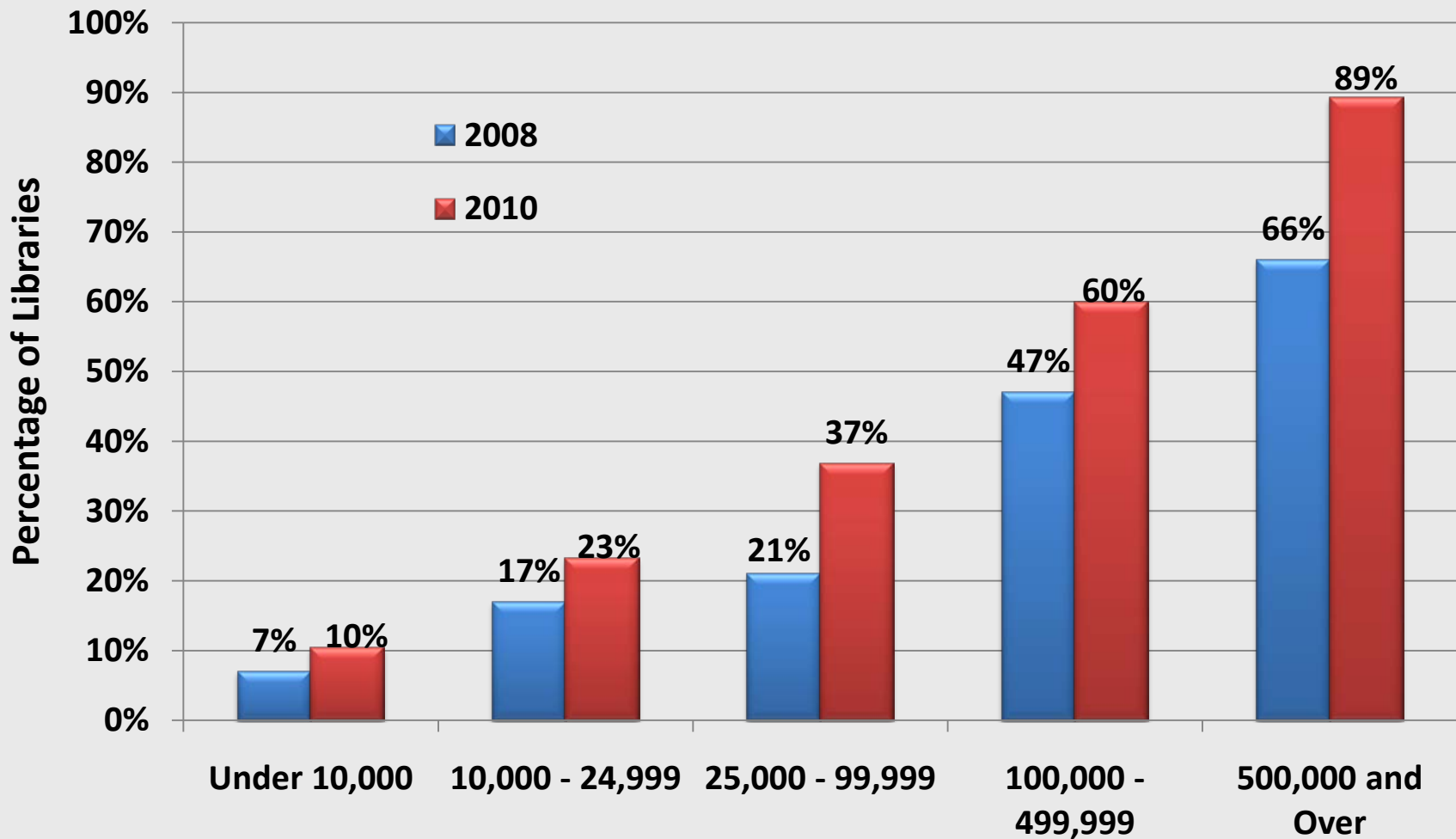
Under 10,000: **125**

The Basics

Web Presence, 2008 and 2010

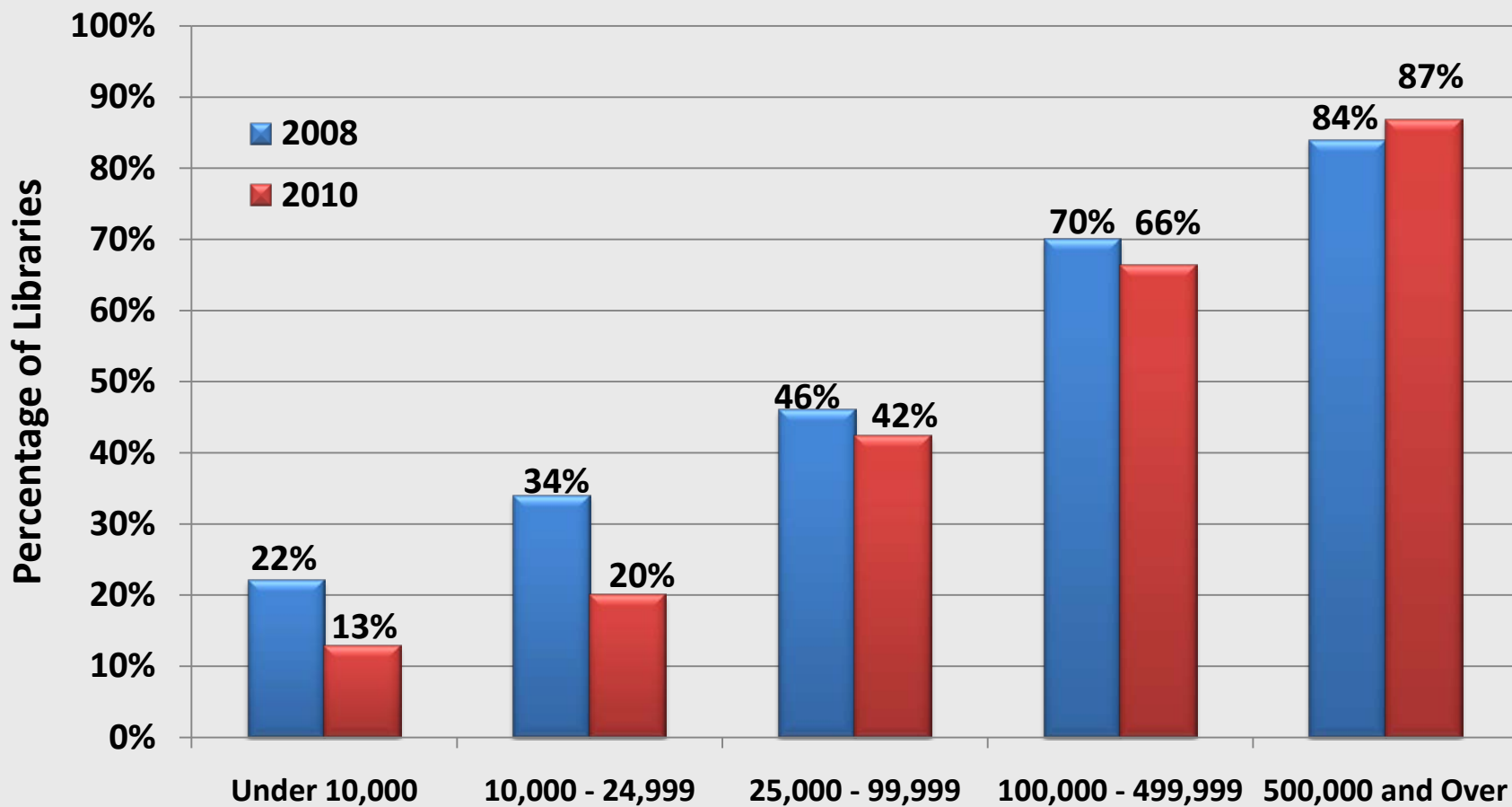


RSS Feeds

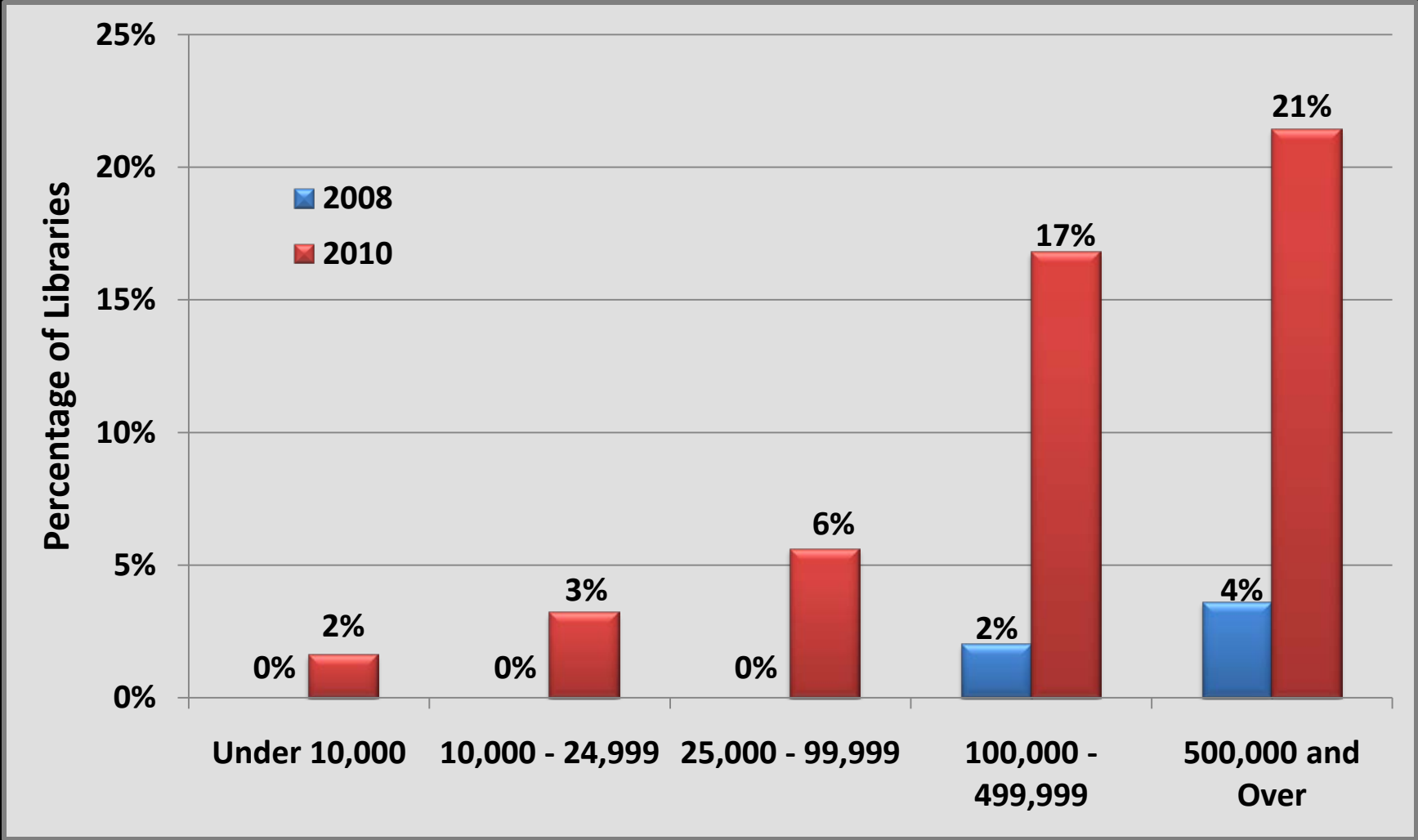


Virtual Reference

Email Reference, 2008 and 2010

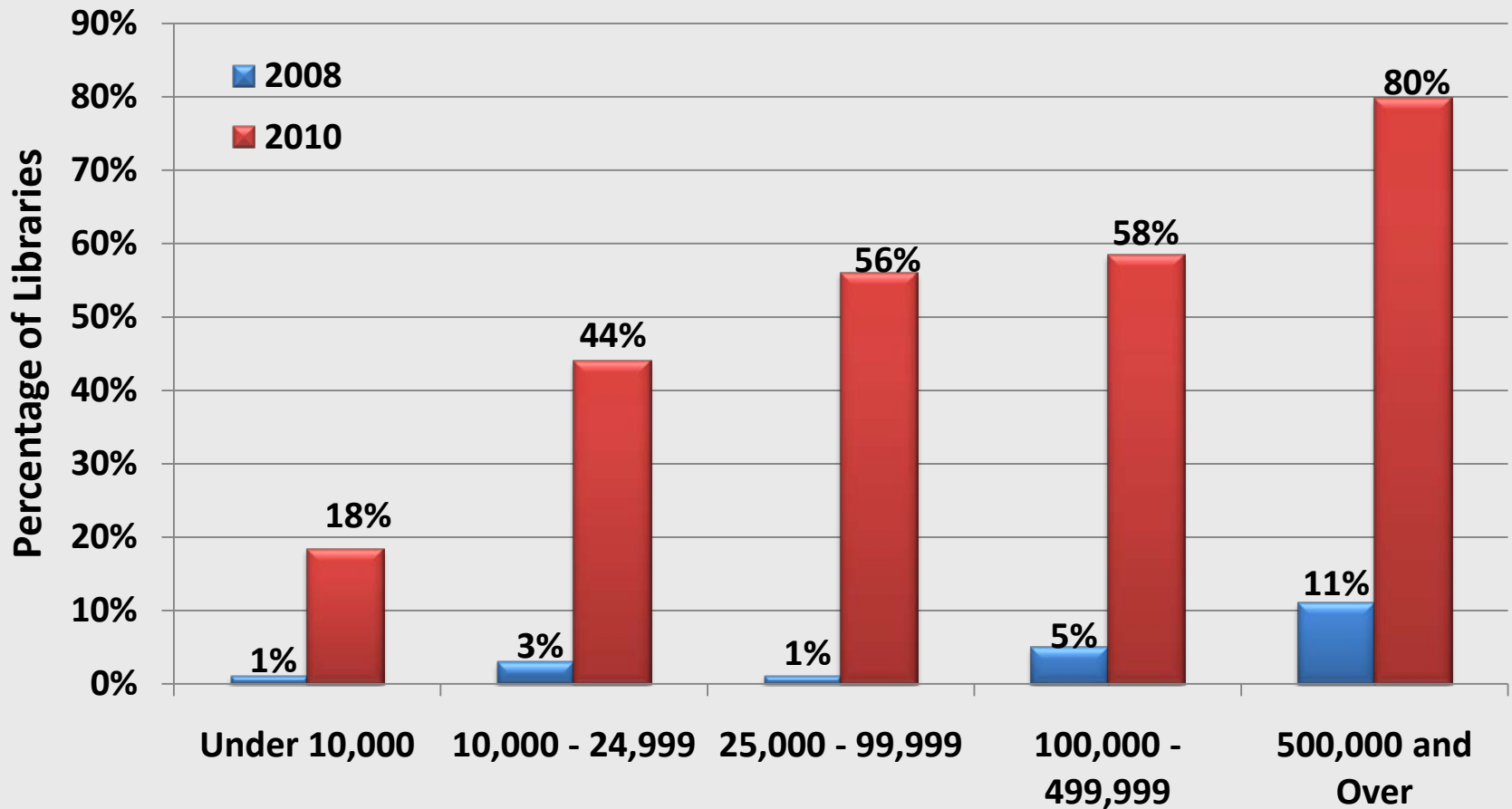


Video Files

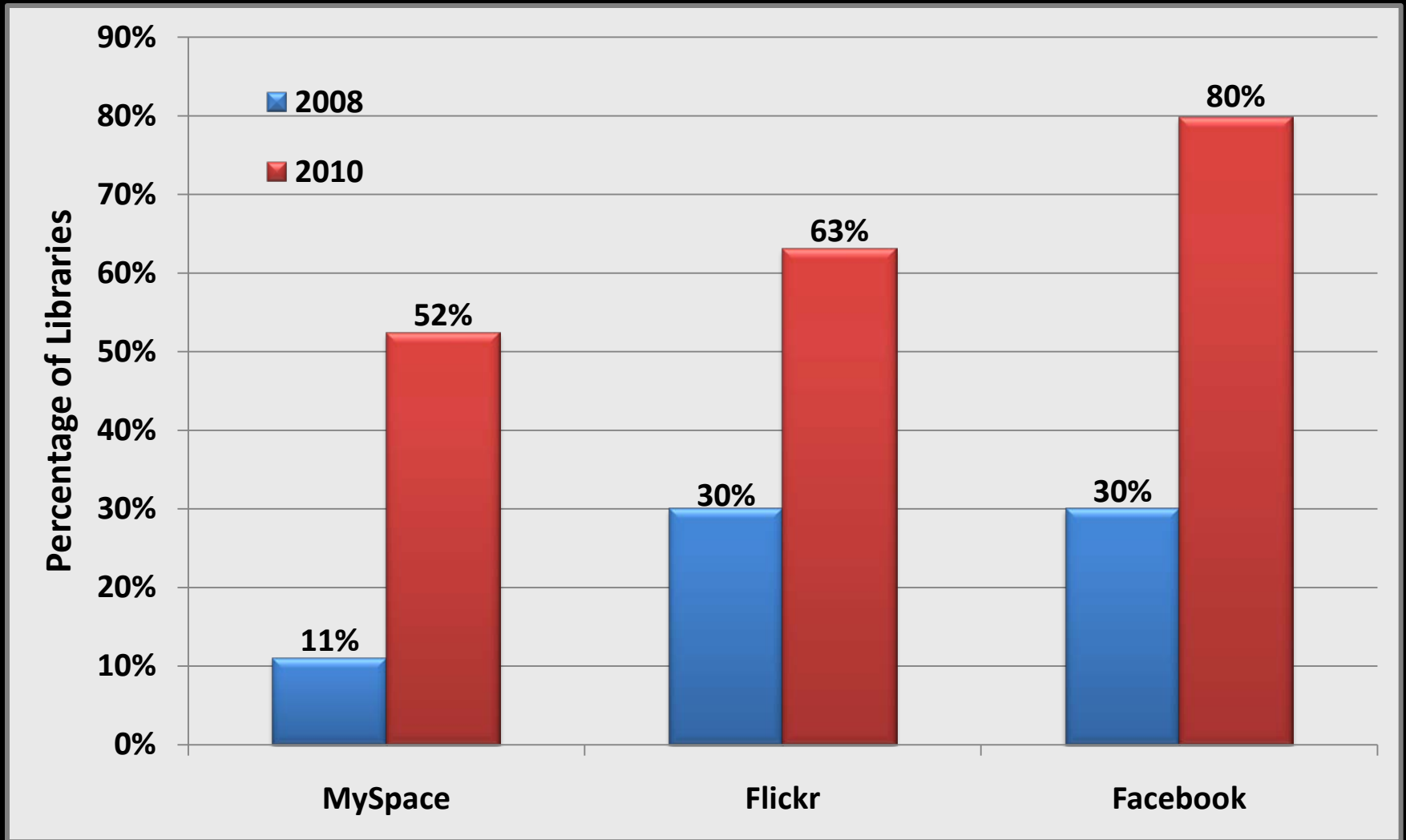


Social Media

Facebook Presence, 2008 and 2010



Social Media in Largest Libraries



Mobile



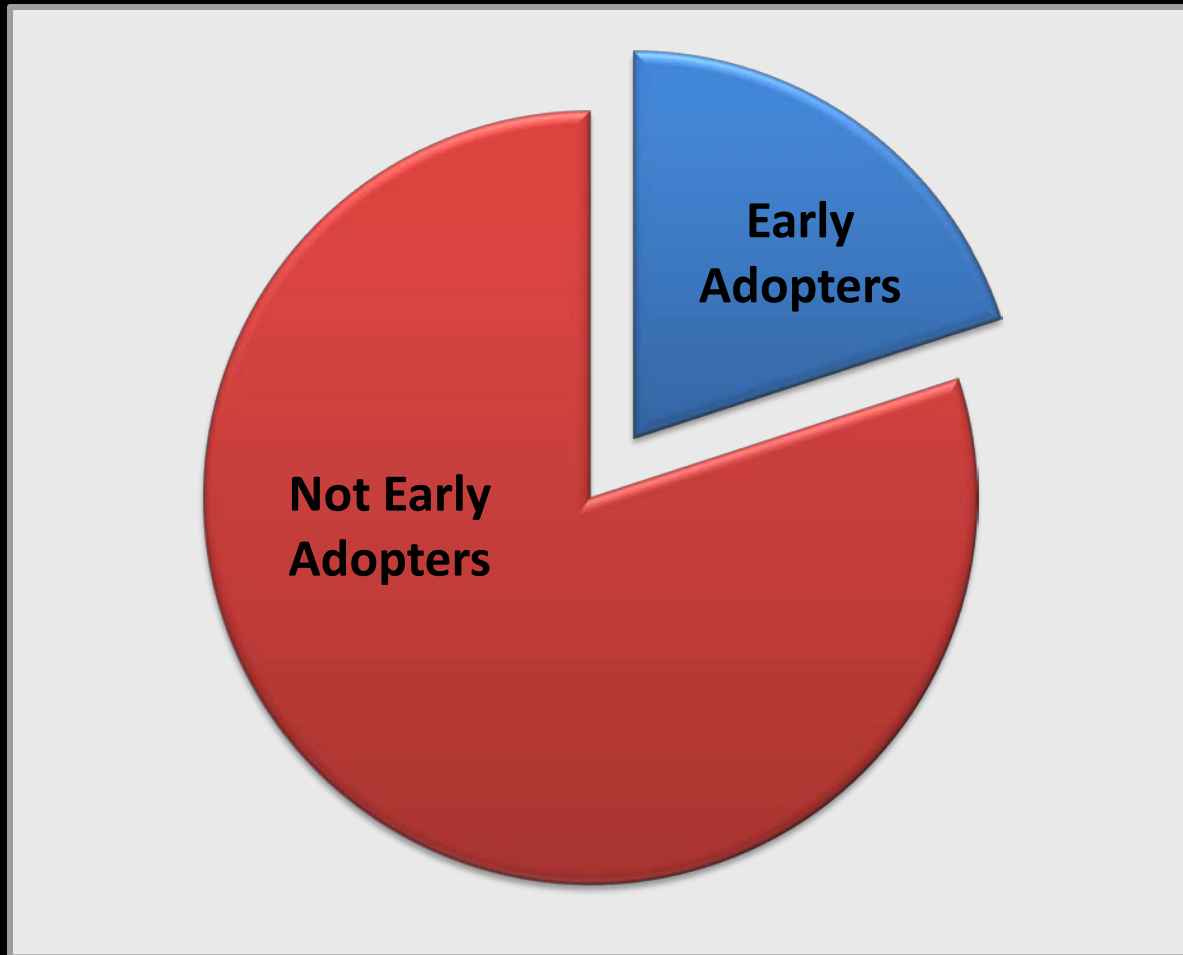
Early Adopters



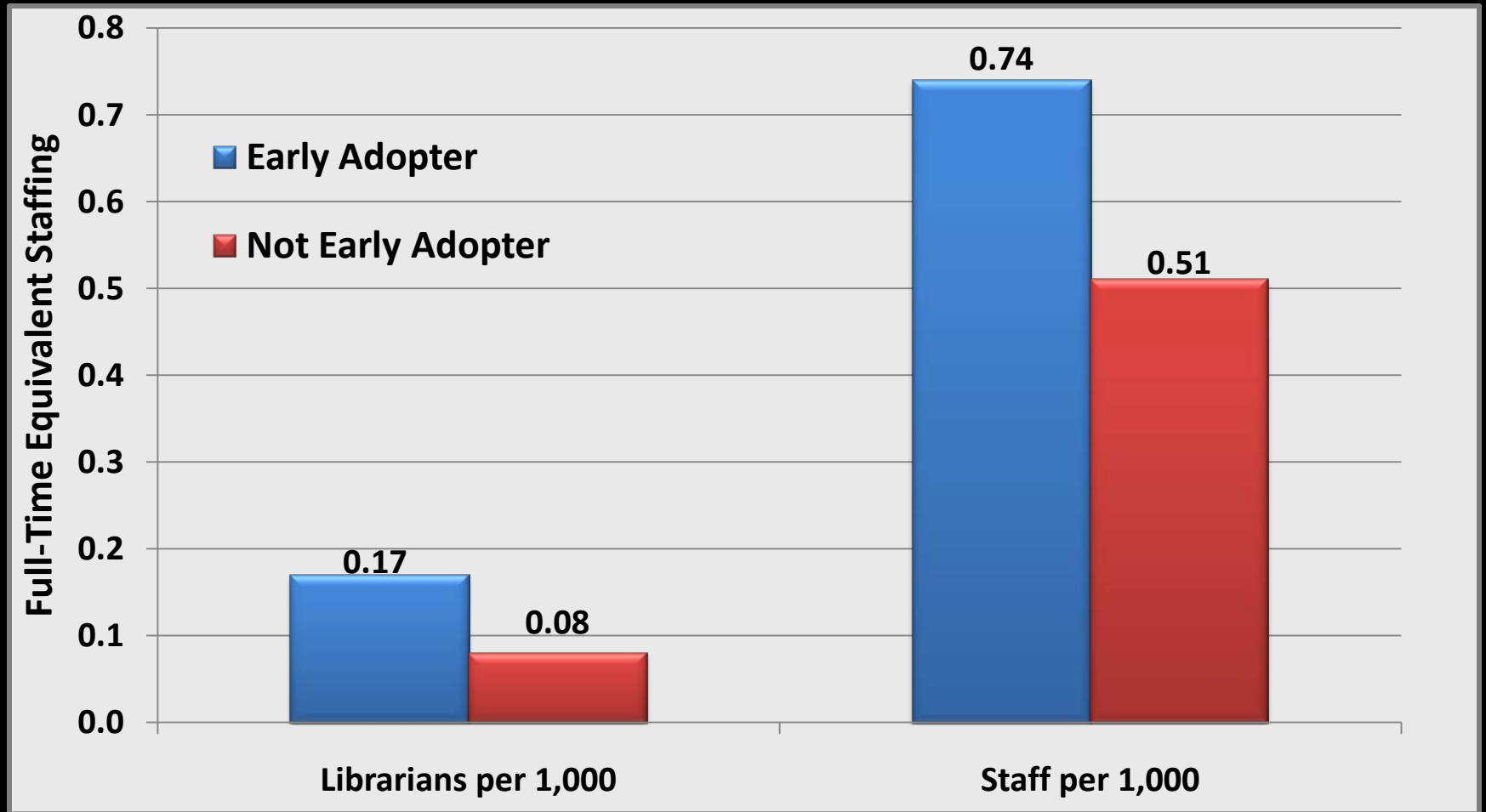
The Scale

- Basic Website / Catalog (3)
- Extended Catalog (5)
- Extended Website (9)
- Blogs / RSS (9)
- Virtual Reference (9)
- Social Networking (9)

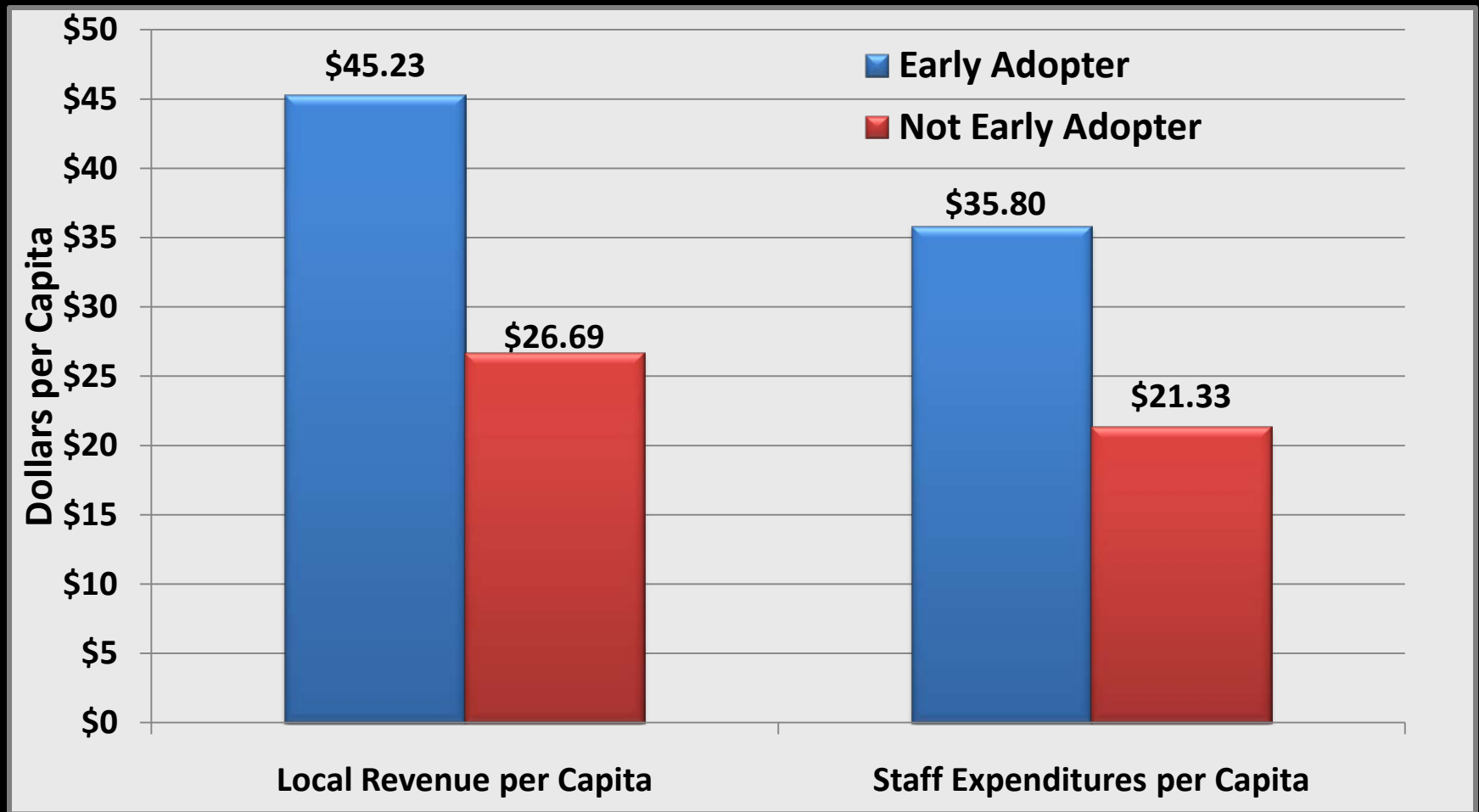
Who are the Early Adopters?



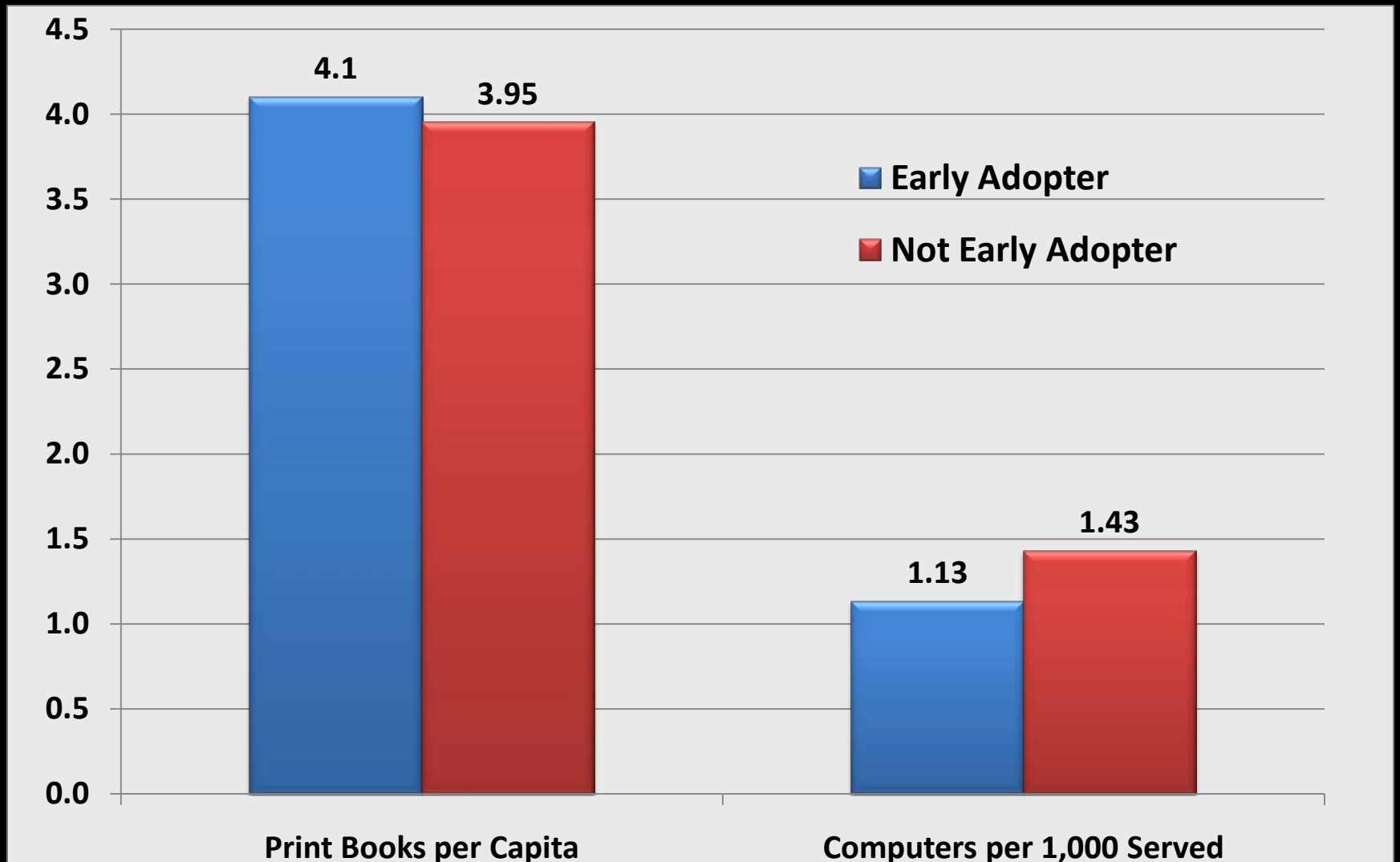
More Staff



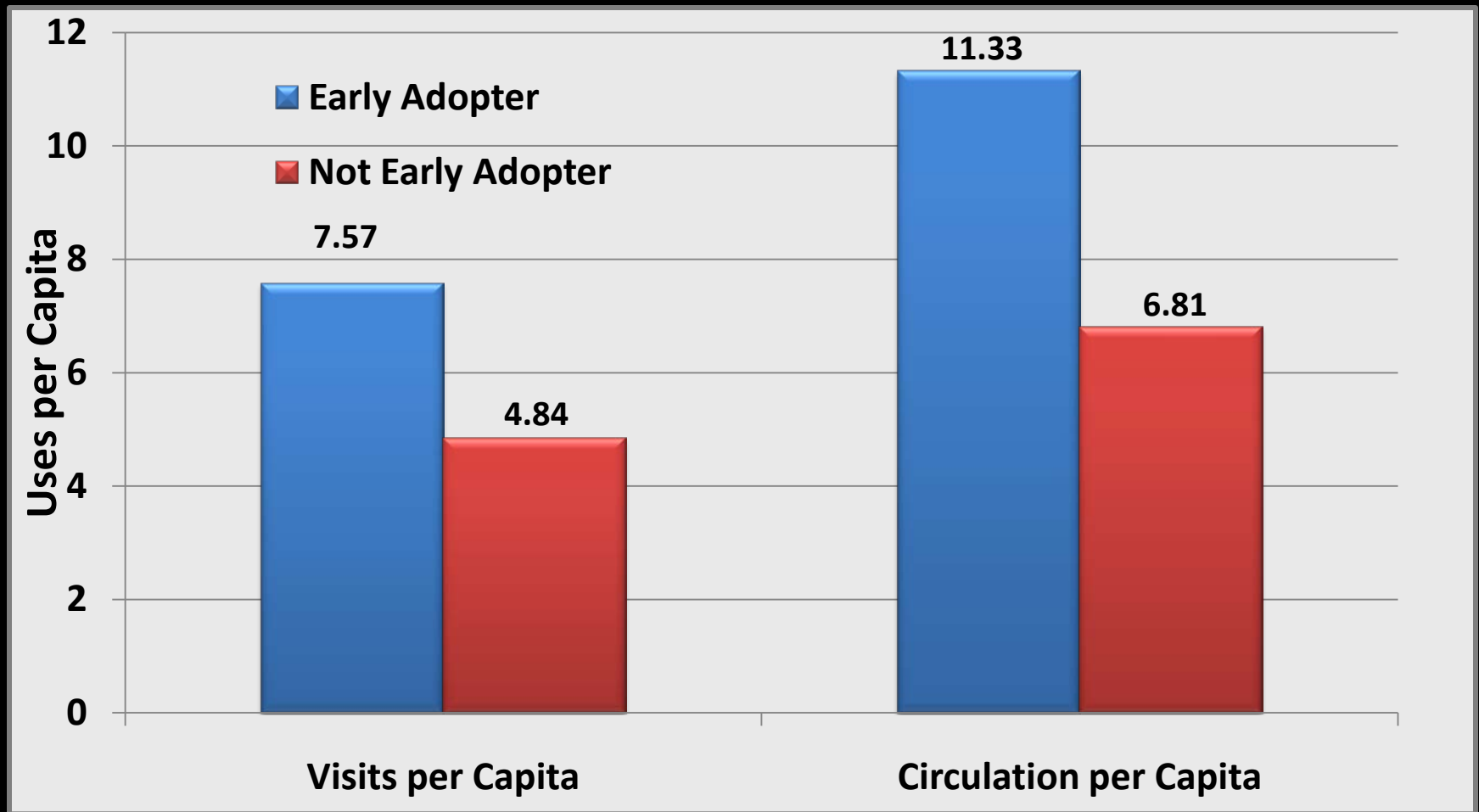
More Money



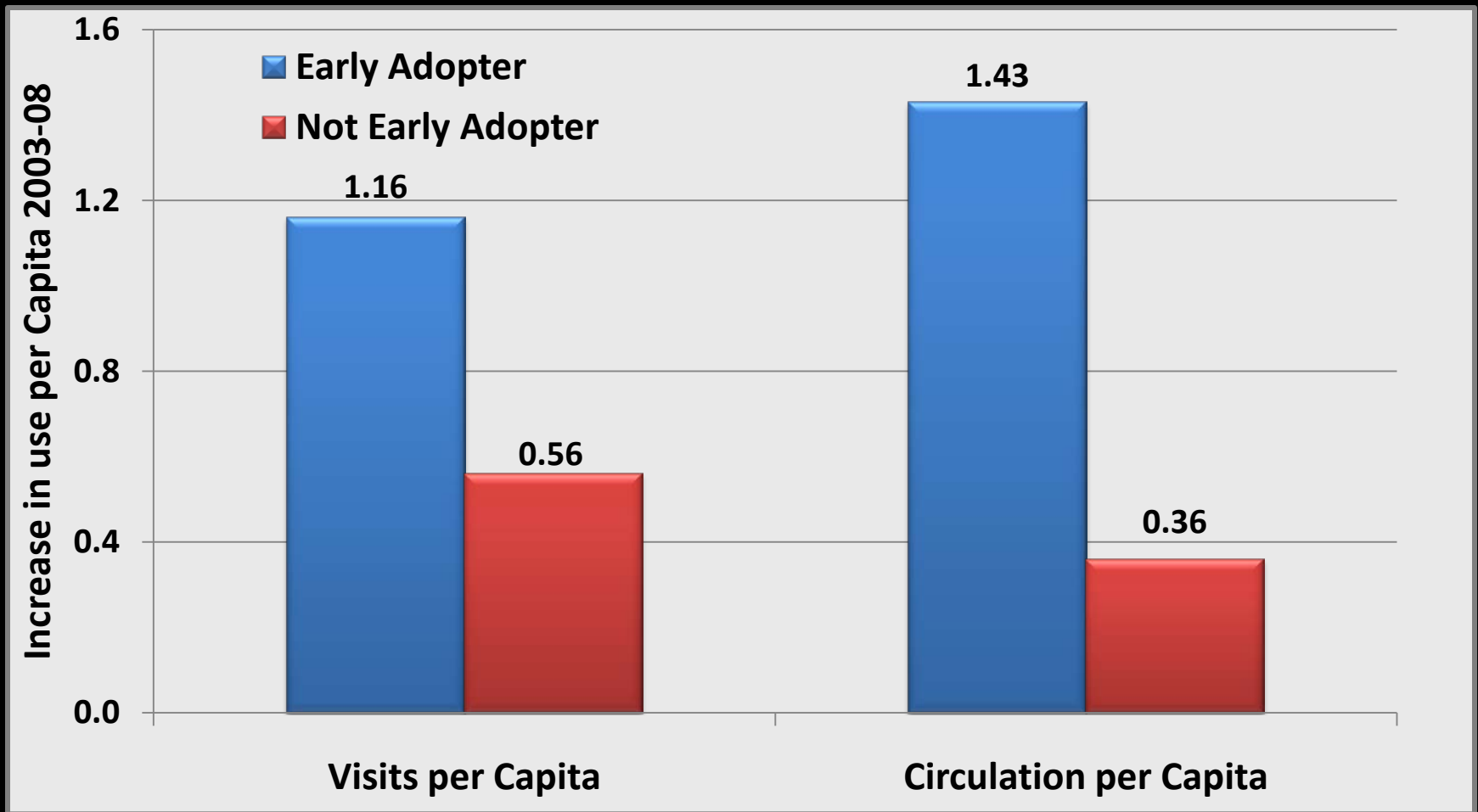
Not More



More Visits / Circ



Bigger Change





Questions?

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