

U.S. Public Libraries and Web 2.0

Zeth Lietzau

Associate Director, Library Research Service

lietzau_z@cde.state.co.us

Why Study “Library 2.0”



How do we study “Library 2.0”

Survey

- Less Time
- Variable Response Rate
- Response Inconsistency
- Survey Fatigue

Observational

- More Time
- 100% Response Rate
- Response Consistency
- No Survey Fatigue

Limitations

- Missing Technologies
- Snapshot
- “My Library Card”
- Intranet uses of Library 2.0

Survey Design – Stratified Sample

- Populations 500,000 and over (83/83)
- 100,000 – 499,999 (100/429)
- 25,000 – 99,999 (100/1492)
- 10,000 – 24,999 (100/1762)
- Under 10,000 (100/5432)

- All Colorado Libraries (115/115)

What is “Library 2.0”

“Library 2.0 is a **loosely defined** model for a modernized form of library service that reflects a transition within the library world in the way that services are delivered to users. The focus is on user-centered change and participation in the creation of content and community... This includes online services such as the use of OPAC systems and an increased flow of information from the user back to the library.”

- Wikipedia (accessed September 29, 2008)

Survey Design - Process

- Brainstorm Question/Areas
- Wiki/Survey Tool
- Ask In-House Experts
- Ask External Experts
- Test run

Survey Design - Process

Library 2.0

Page 1 [Edit Page](#) [Comment on Page](#) (created by Zeth on Dec 3, 2007 -- updated by Zeth on Dec 3, 2007) [Delete Page](#)

Catalogs and blogs [Add Question](#) [Add Section](#)

Check for the presence of a website. If the FSCS data contains a NULL (-3) for website, or the website listed is incorrect, search the web for a website to this library.

***1. Does this library have a web presence?** Created by Zeth on Jan 17, 2008 -- updated by Zeth on Feb 11, 2008 [Edit](#) [Move](#)

Comment [Delete Question](#)

Yes
 No

[Add Question](#) [Add Section](#) [Add Page Break](#)

Hide comments for this question

Question Comments

Do we want to ask "does this library have a web presence" instead? As we discussed, some libraries are online through a city or county page and don't have their "own" website.
myantha - Feb 7, 2008

Good point. Updated.
Zeth - Feb 11, 2008

Respond

Enriched Catalogs (Created by Zeth on Dec 3, 2007) [Edit Section](#) [Comment on Section](#) [Delete Section](#)

[Add Question](#)

2. Does the library provide access to an online catalog? Created by Zeth on Feb 5, 2008 [Edit](#) [Move](#) [Comment](#) [Delete Question](#)

Yes
 No

[Add Question](#) [Add Section](#) [Add Page Break](#)

See comments for this section

To answer question 2:
User comments/reviews are text reviews of specific items in the catalog.
User ratings are numeric/star ratings of specific items in the catalog.
Recommendations are system-created recommendations based on the user's catalog search.

3. Does the online catalog offer the following? Created by Zeth on Dec 3, 2007 -- updated by Zeth on Feb 11, 2008 [Edit](#) [Move](#)

Comment [Delete Question](#)

	Yes	No	Can't tell
User comments/reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
User ratings of items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommendations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Add Question](#) [Add Section](#) [Add Page Break](#)

Hide comments for this question

Question Comments

One of the catalogues said, "sign-in for more features." I was wonder if the catalogue had any of these features if I was a patron (with a card, obviously). Perhaps a "can't tell" option on this question.
Nicolle - Feb 4, 2008

Respond

I think there should be the option "no online catalogue."
Nicolle - Jan 28, 2008

Respond

Under recommendations, are any libraries doing Amazon/Netflix style recommendations based on materials checked-out?
Nicolle - Dec 11, 2007

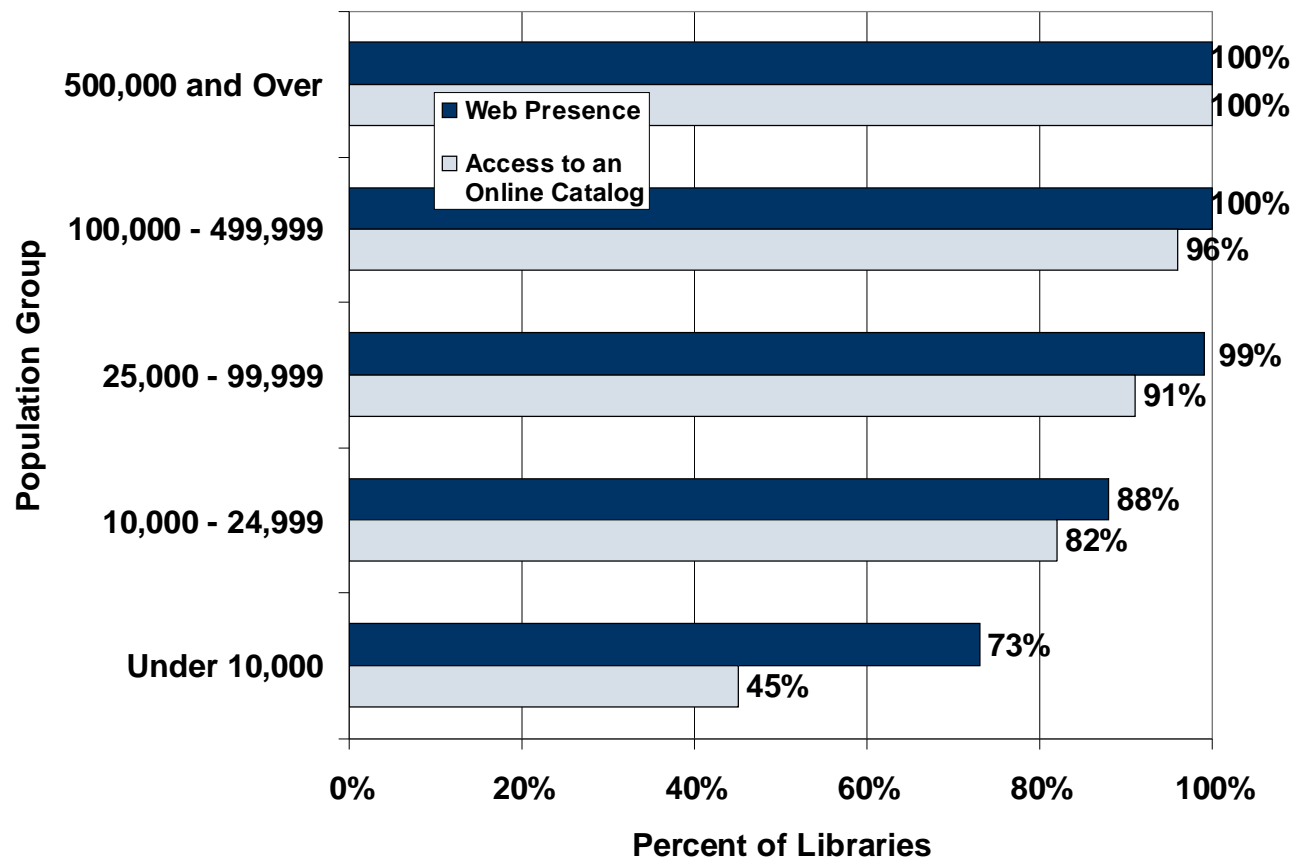
I've seen it for catalog searches, not sure if any are doing it based on what materials are checked out

Pieces of Library 2.0

- Online Catalog
- Personalized Library Account
- Blogs/RSS
- Virtual Reference
- Wikis
- Social Networking
- Podcasting

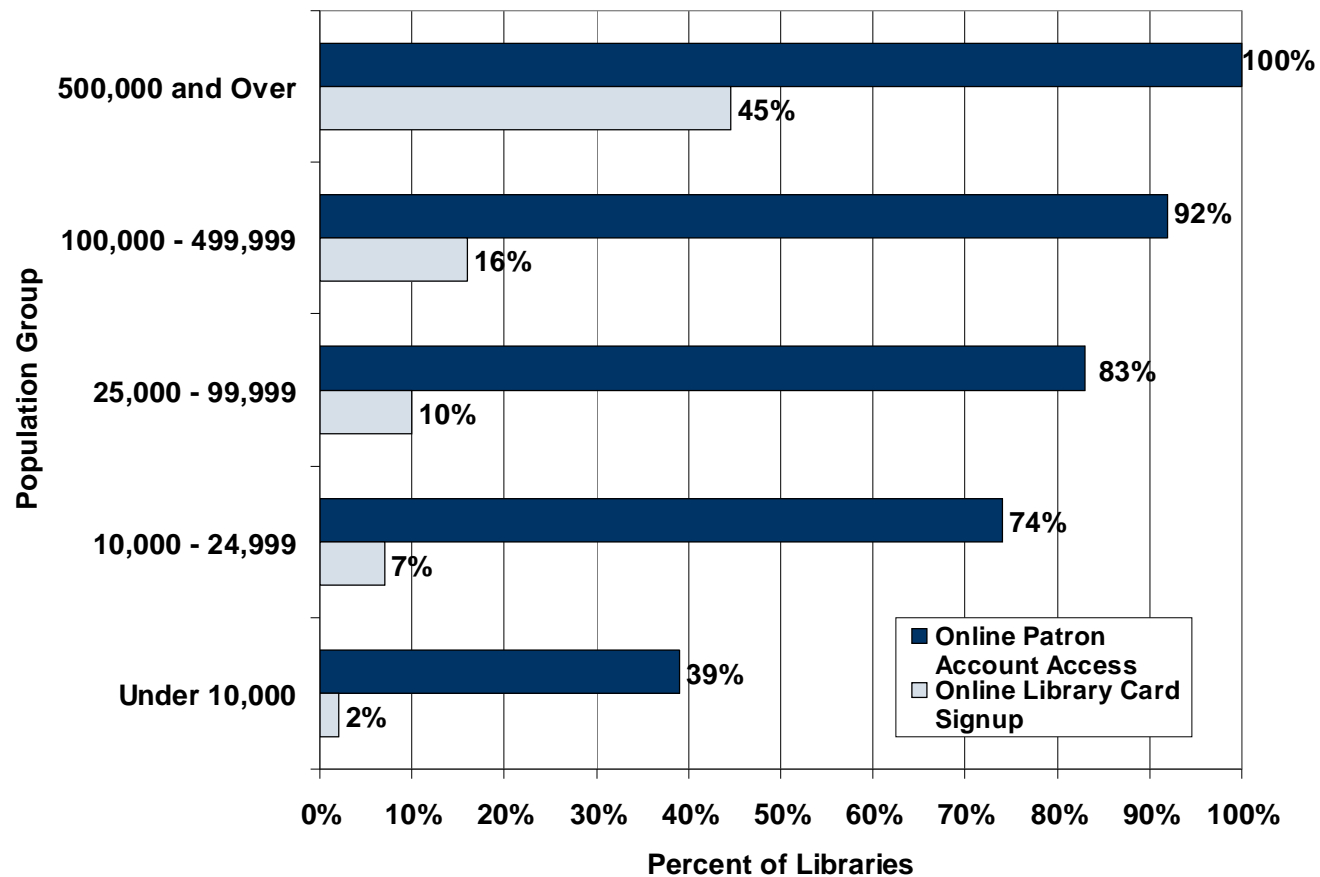
Results – Web/Catalog Presence

Percentage of Libraries with a Web Presence and Online Catalog by Population Group



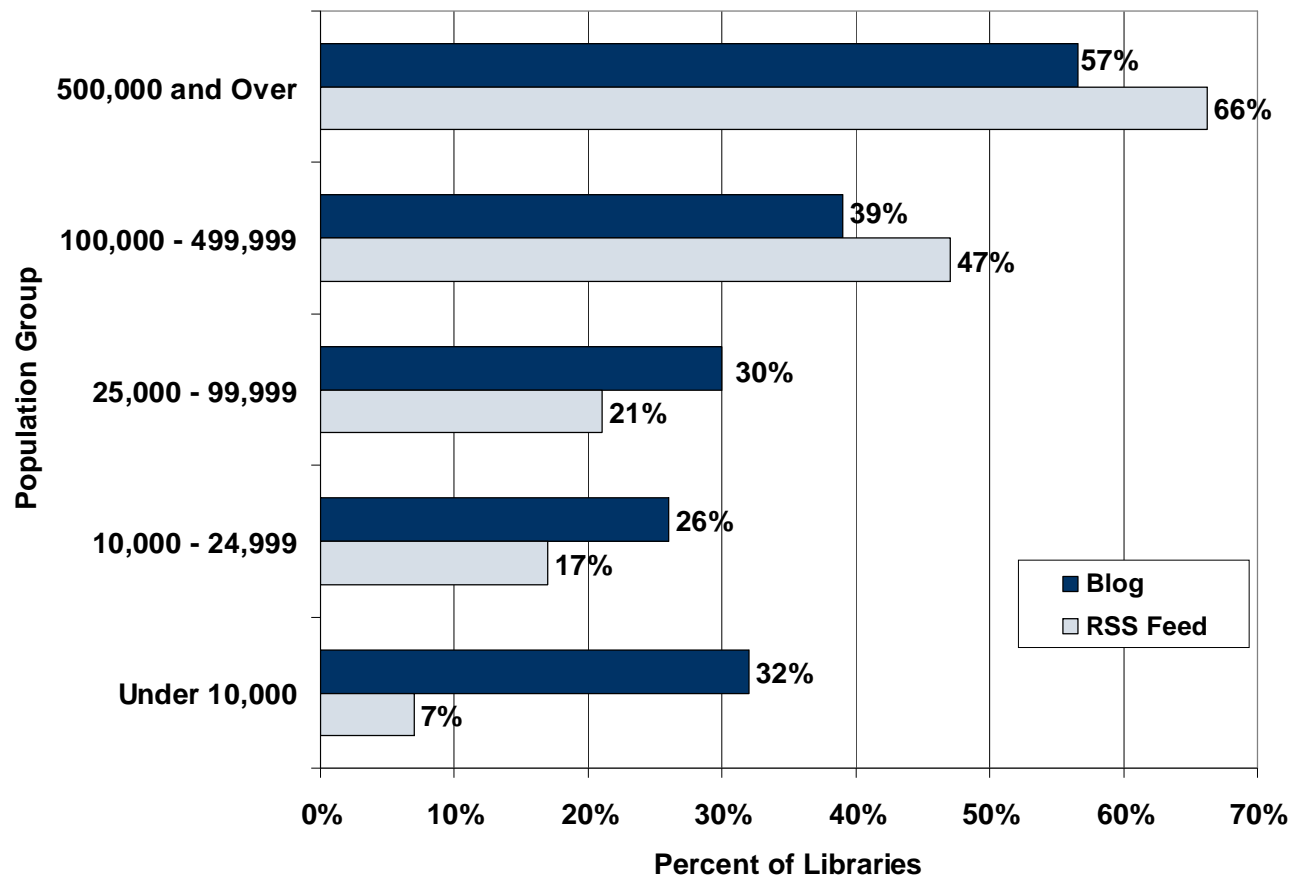
Results – Online Library Card

Percentage of Libraries with Online Patron Account Access or Library Card Signup, by Population Group



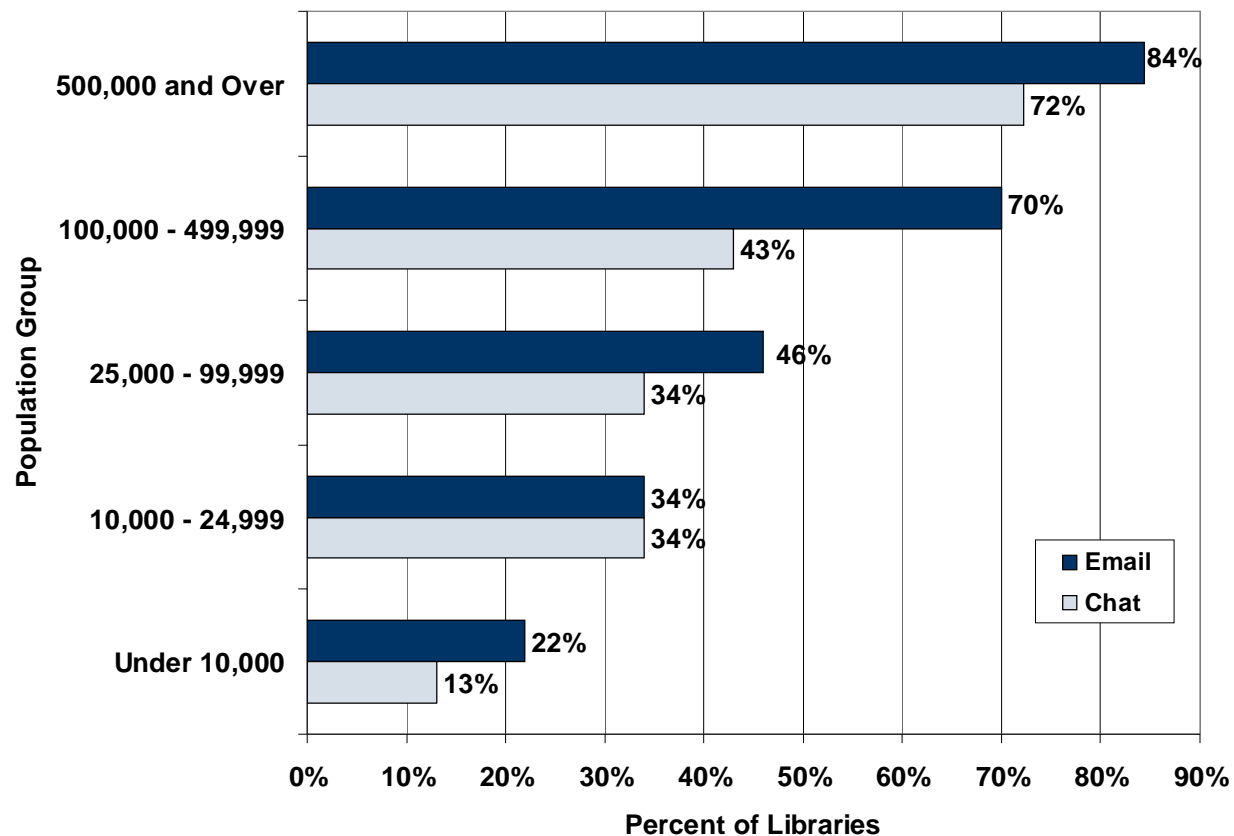
Results – Blogs and RSS

Percentage of Libraries with Blogs and RSS Feeds,
by Population Group



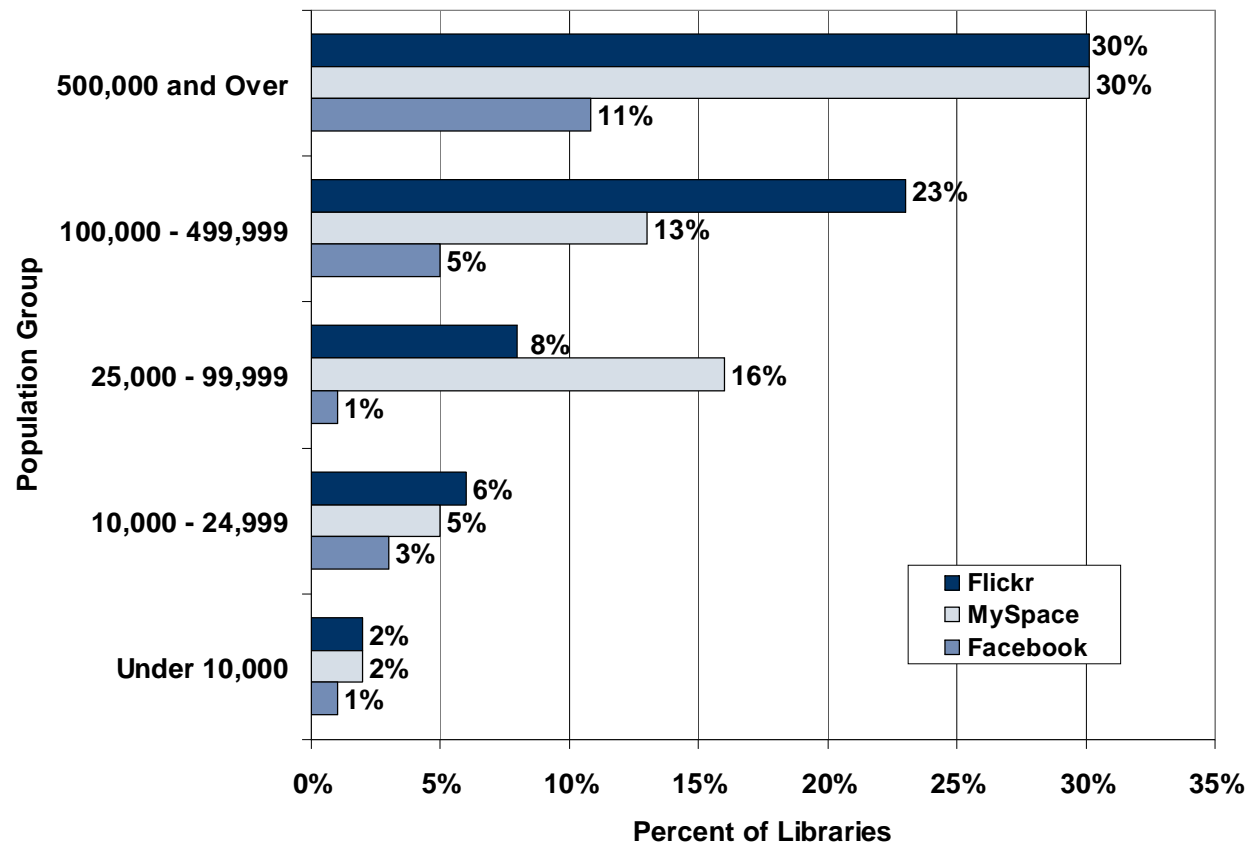
Results – Email and Chat Reference

Percentage of Libraries with Email and Chat Reference, by Population Group



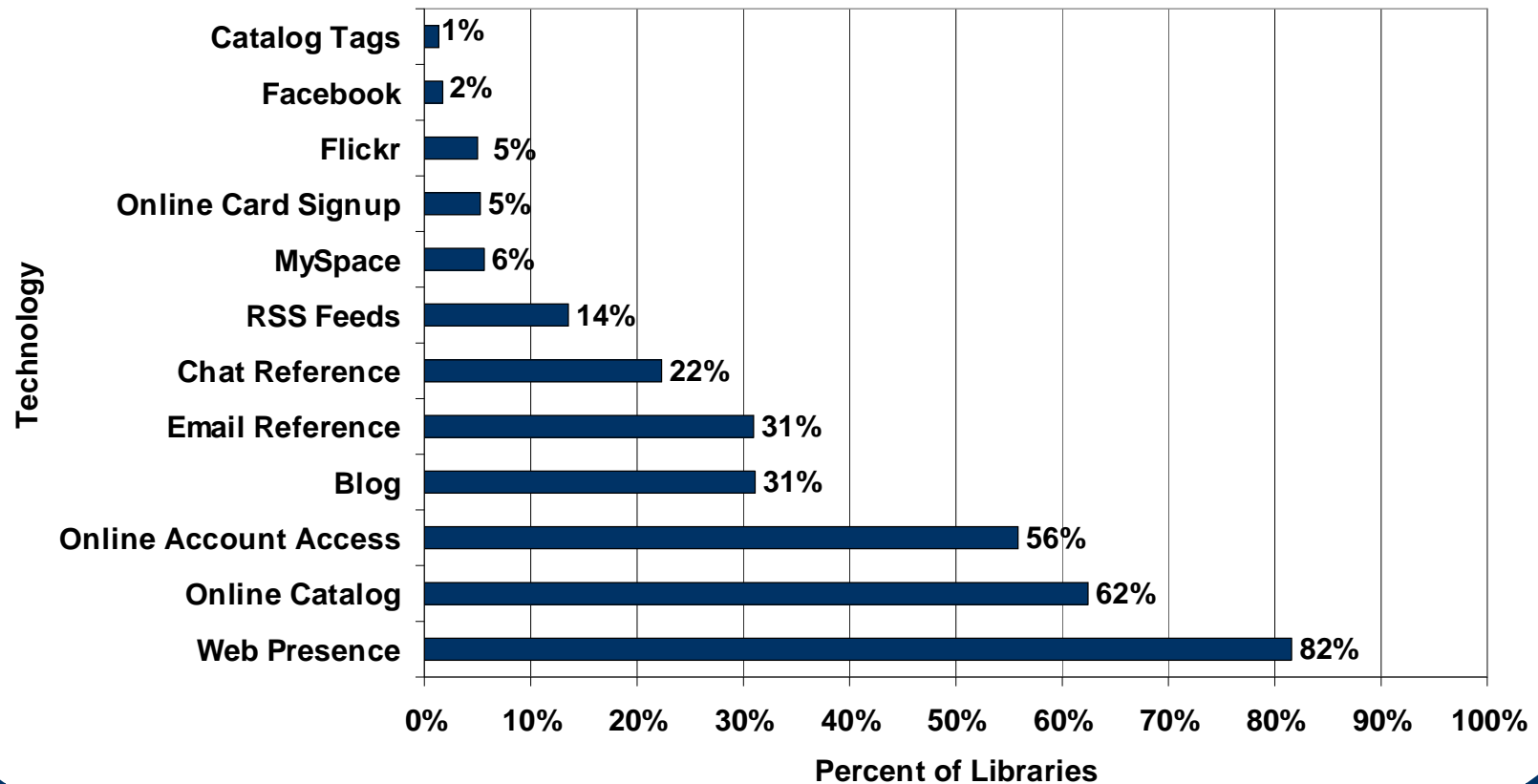
Results – Social Networking

Percentage of Libraries with a Presence on Selected Social Networking Sites, by Population Group



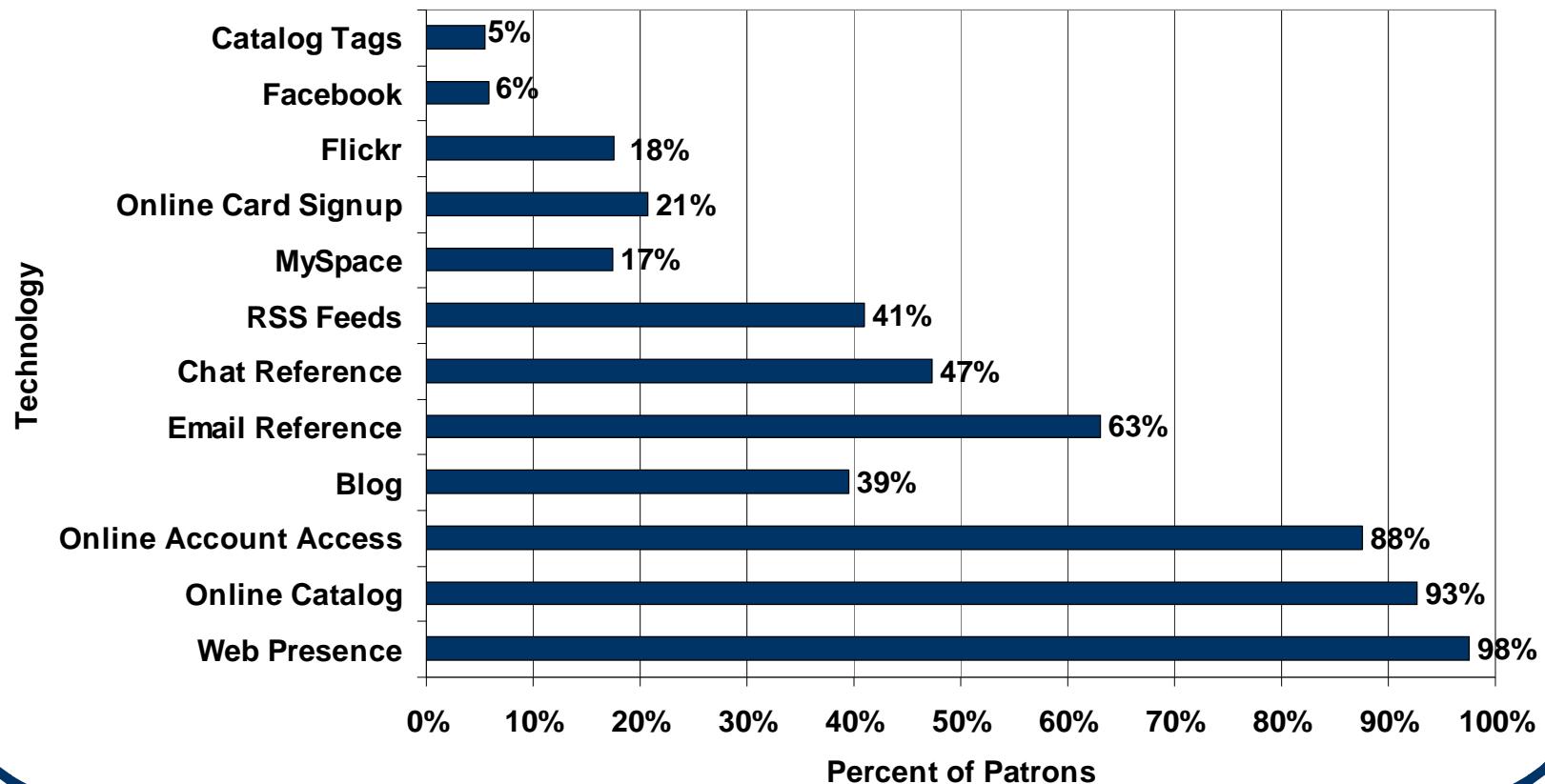
Results – U.S. Library Estimates

Estimated Percentage of U.S. Libraries
Using Various Web 2.0 Technologies



Results – U.S. Library Estimates

Estimated Percentage of U.S. Library Patrons Served by Various Web 2.0 Technologies



Results – Early Adopters Scale

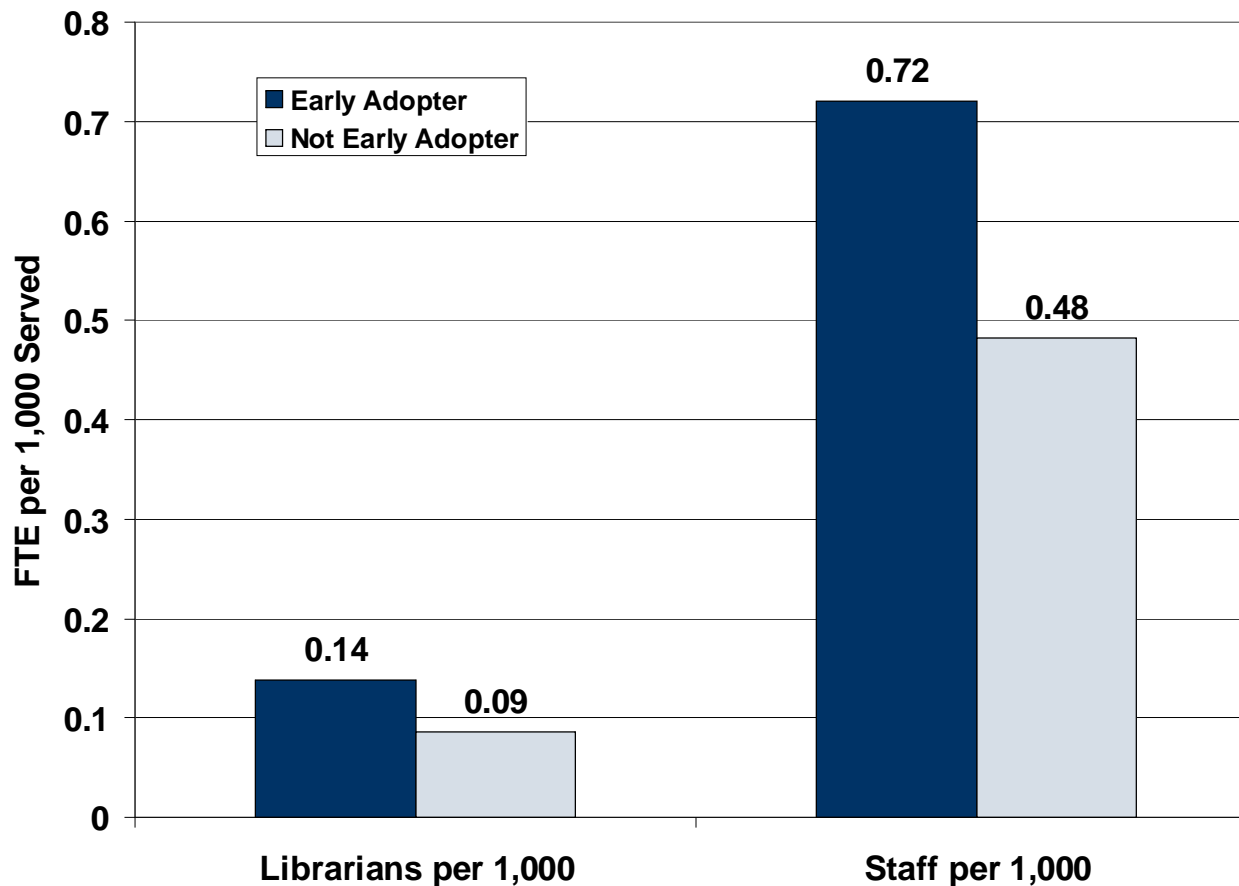
- Catalog
- Blog/RSS
- Virtual Reference
- Social Networking

Results – Early Adopters Cutoff

- Over 500,000 – 10+
 - HCPL (hclib.org)
- 100,000-499,999 – 6+
 - Lincoln City Libraries (lincolnlibraries.org)
- 25,000-99,999 – 5+
 - Benicia Public Library (benicialibrary.org)
- 10,000-24,999 – 4+
 - Rocky River Public Library (www.rrpl.org)
- Under 10,000 – 2+
 - Lena Public Library (www.nfls.lib.wi.us/len)

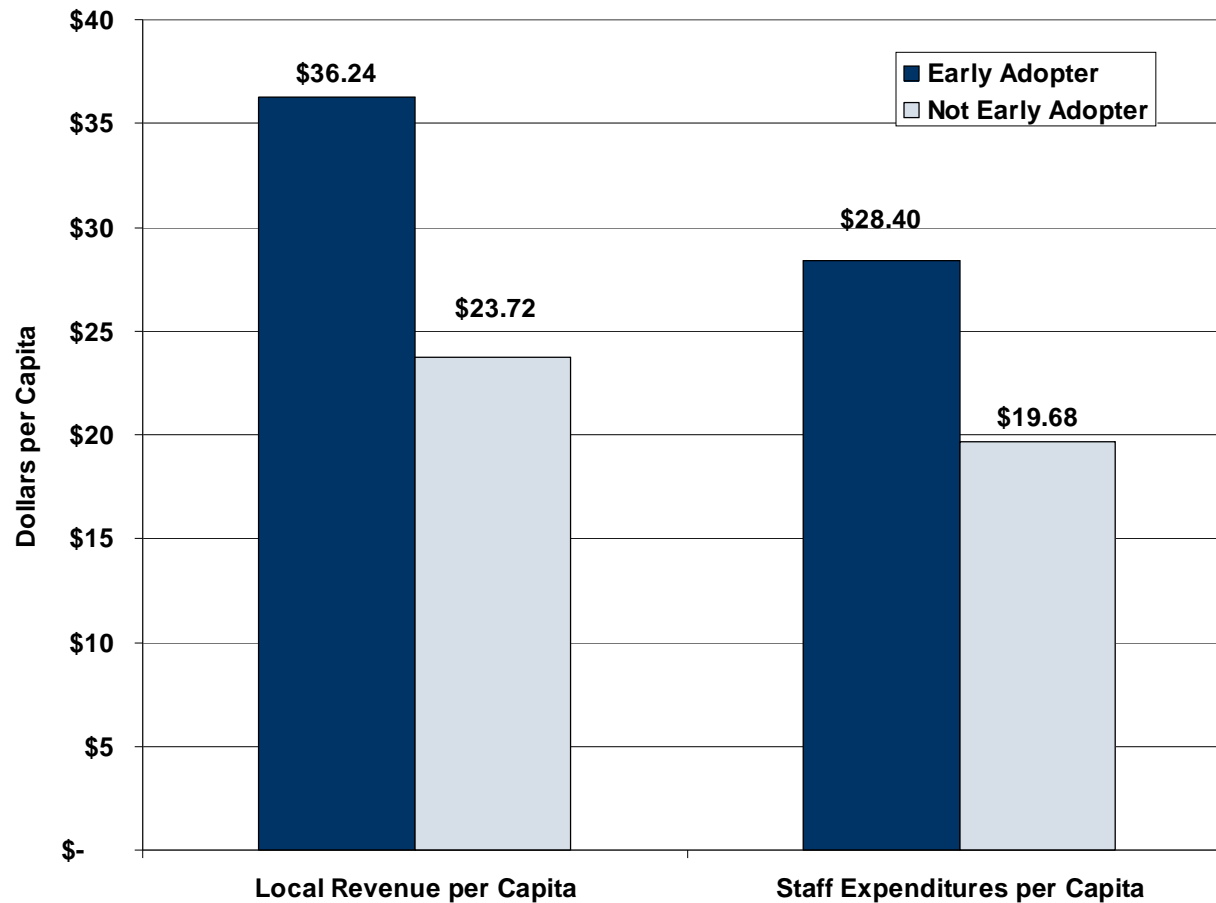
Results – Early Adopters

Library Staffing Levels by Web 2.0 Adoption Status



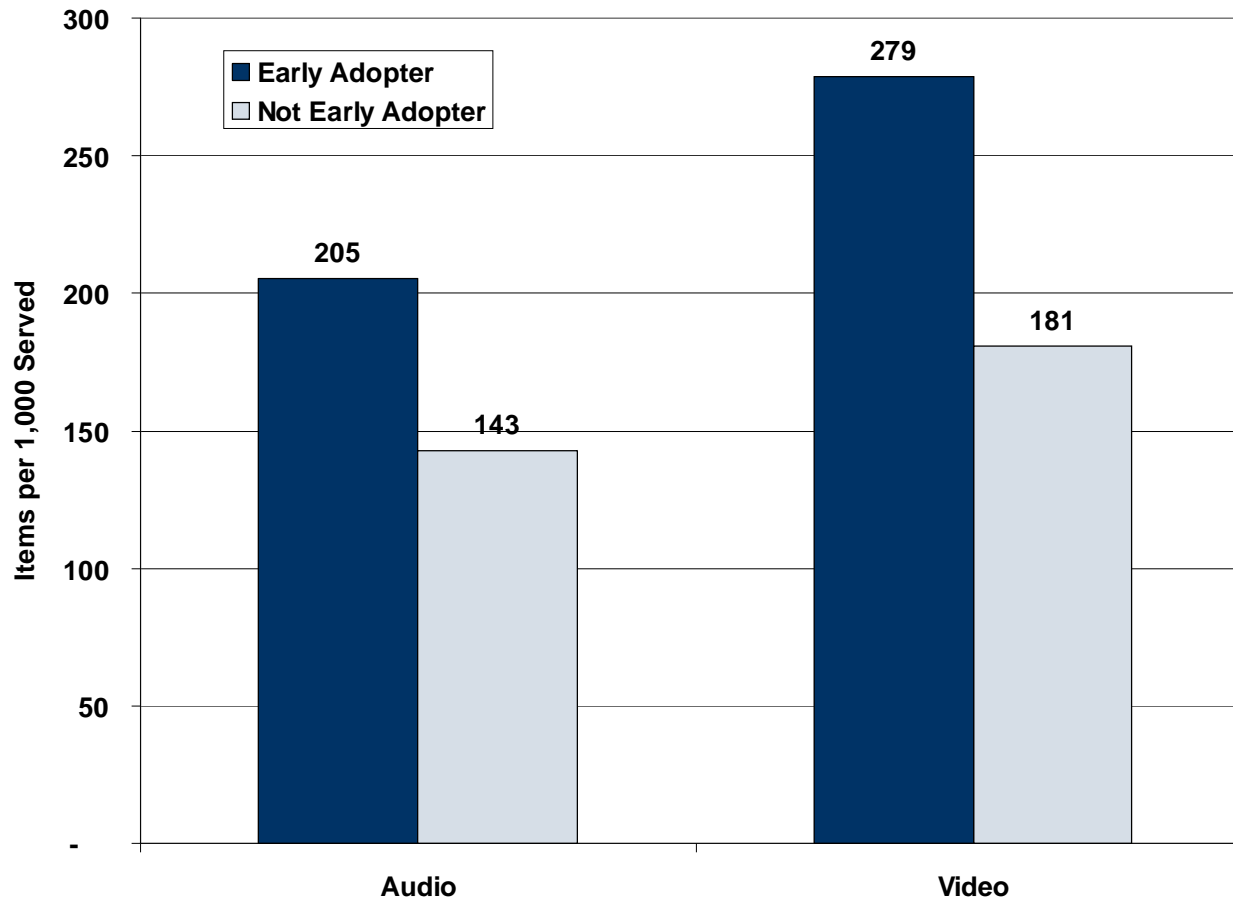
Results – Early Adopters

Library Local Revenue and Staff Expenditures,
by Web 2.0 Adoption Status



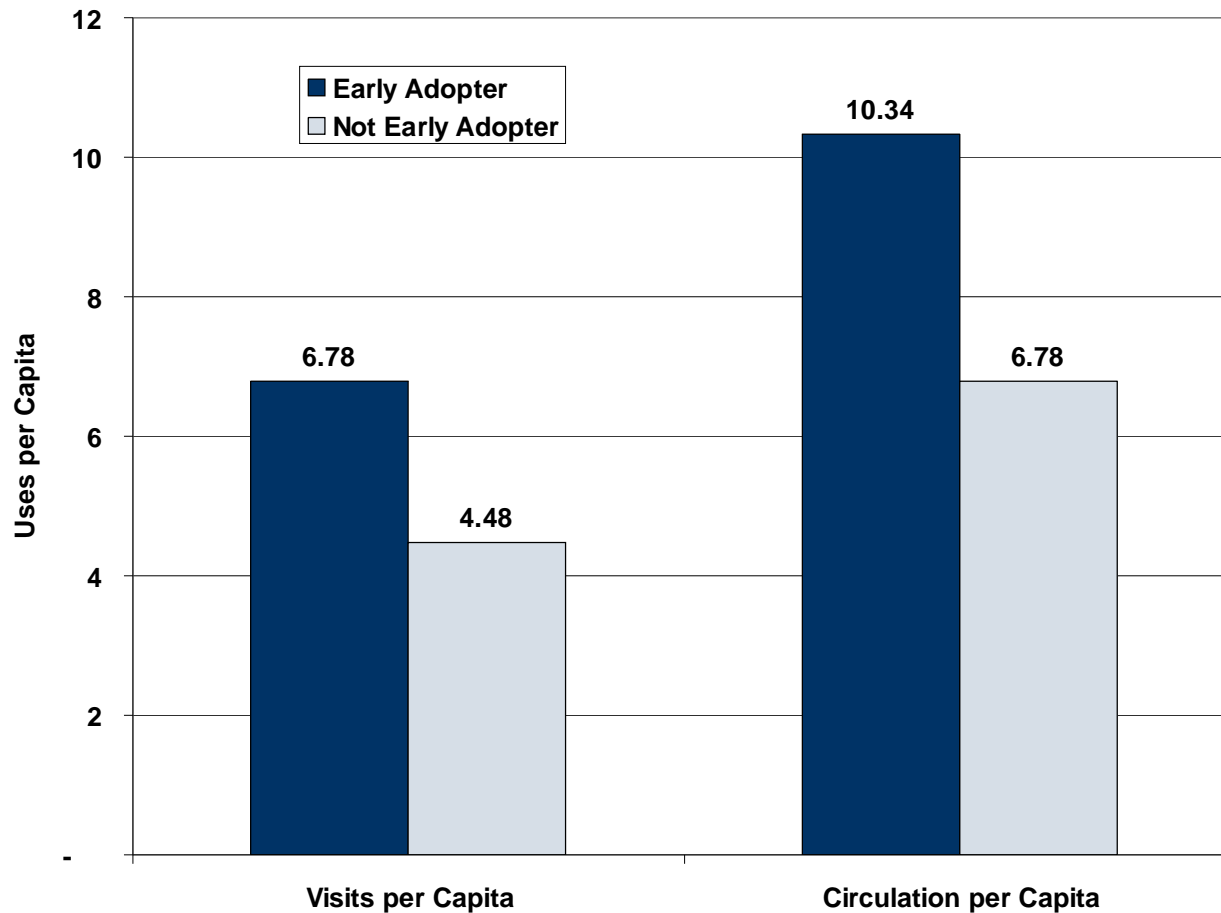
Results – Early Adopters

Library Audio/Visual Collections,
by Web 2.0 Adoption Status

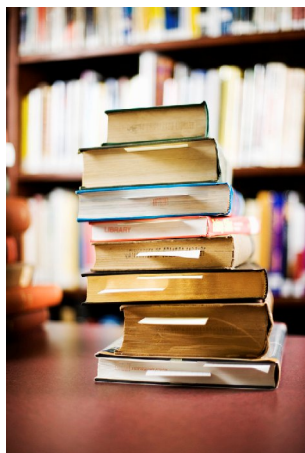


Results – Early Adopters

Visits and Circulation by Web 2.0 Adoption Status



Where aren't they better?



Results – Average Inputs

Statistic	Early Adopter	Not Early Adopter	Percent Higher
Print Volumes per Capita	4.35	4.08	7%
Computers per 1,000 Served	1.46	1.00	46%
Collection Expenditures per Capita	\$5.95	\$3.80	57%
Electronic Expenditures per Capita	\$0.57	\$0.29	97%
Subscriptions per 1,000 Served	10.77	7.67	40%

Results – Average Outputs

Statistic	Early Adopter	Not Early Adopter	Percent Higher
Reference Questions per Capita	1.24	0.88	41%
Program Attendance per 1,000 Served	410	274	50%
Children's Program Attendance per 1,000 Served	282	213	32%
Children's Circulation per Capita	3.73	2.30	62%
Electronic Users per Capita	1.79	1.10	63%

What's Next?

- Colorado
- Further study with more current data
- Biannual repeat of study
- Other Sectors

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