The Library Game-Changer

Summon
the Future

Prof. Mike Eisenberg

Information School
UNIVERSITY *of* WASHINGTON

What's at stake

How can we best help our users – in order for them to be fulfilled and successful in the 21st century?

Agenda

1. Setting the Scene

    –   The information society – game-changers

    –   Students in 2010…and beyond

2. Implications & Recommendation

    –   Rethink…library…sacred cows

    –   Energize with a game-changer
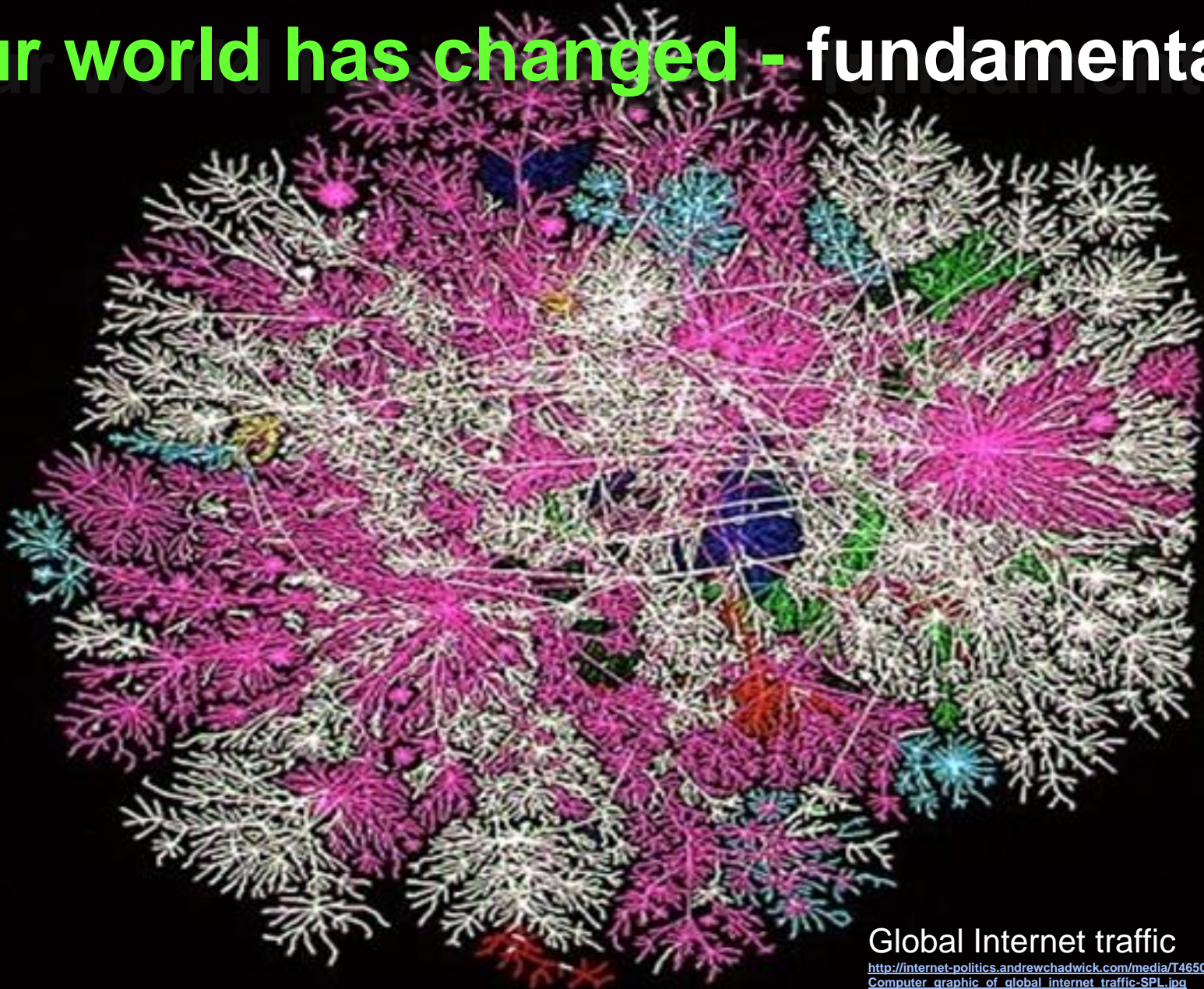
3. Questions & Discussion

Setting the Scene

Our world has changed - fundamentally

Our world has changed - **fundamentally**

Global Internet traffic

especially in relation to

information & technology

IT Game-Changers

- **1981 – the personal computer**

- **1985 – the Internet**

- **1993 – the Web**

- **1999 – Wireless**

- **1999 – Google**

- **2001 – iPod**

- **2004 – Facebook**

- **2005 – YouTube**

- **2006 – Twitter**

- **2010 – iPad**

IT Game-Changers

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In 20 years computers will be one million times more powerful than today!

© Eisenberg 2010

Increasingly, we will live

in

the physical world

and in

IT Game-Changers

- 1981 – the personal computer
- 1985 – the Internet
- 1999 – ...
- ...
- 2004 – ...
- 2005 – YouTube
- 2006 – Twitter
- 2010 – iPad

Summon ??

IT Game-Changers

- 1981 – the personal computer
- 1985 – the Internet
- 1999 – [...]
- [...]
- 2004 – [...]
- 2005 – YouTube
- 2006 – Twitter
- 2010 – iPad

Summon !!!

Users/Students 2010

The Google Generation

- Those born 20 years ago have never known a world without the World Wide Web!

  - 1989 – Tim Berners-Lee invents the Web

  - 1993 – CERN puts Web in the public domain

  - 1992 – Mosaic browser

  - 1995 – Netscape browser

  - 1999 – Google

http://news.bbc.co.uk/2/hi/technology/7375703.stm

The Google Generation

- **Experiences**

- **Expectations**

- **Pace**

Experiences

Xbox, Wii, Playstation

Facebook

Computer

Wifi

playlists

@

WWW

mobile

100s of channels

txt

Google

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Expectations

On demand

Anywhere

Now!

Entertaining

24/7

Practical

Pace

Multitasking

Speed of light

Get in, get out

Procrastination

Multiprocessing

Last minute

What is it like to be a student in the digital age?

How Today's College Students Find & Use Information

Project Information Literacy

Alison J. Head, Ph.D. , Research Scientist
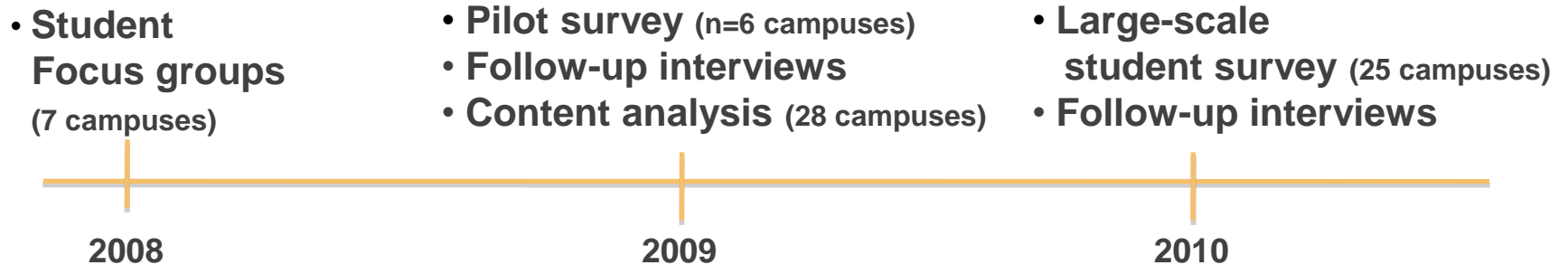**Mike Eisenberg, Dean Emeritus and Professor**

The Information School
University of Washington

Project Information Literacy

How college students define and operationalize research tasks:

- **Student Focus groups** (7 campuses)

- **Pilot survey** (n=6 campuses)
- **Follow-up interviews**
- **Content analysis** (28 campuses)

- **Large-scale student survey** (25 campuses)
- **Follow-up interviews**

2008　　　　　**2009**　　　　　**2010**

- **Ongoing, cross-campus study in U.S.: Course Related + Everyday Life Research**
- **Social science methods**
- **Based in UW's iSchool**
- **Funding: MacArthur Foundation; ProQuest**
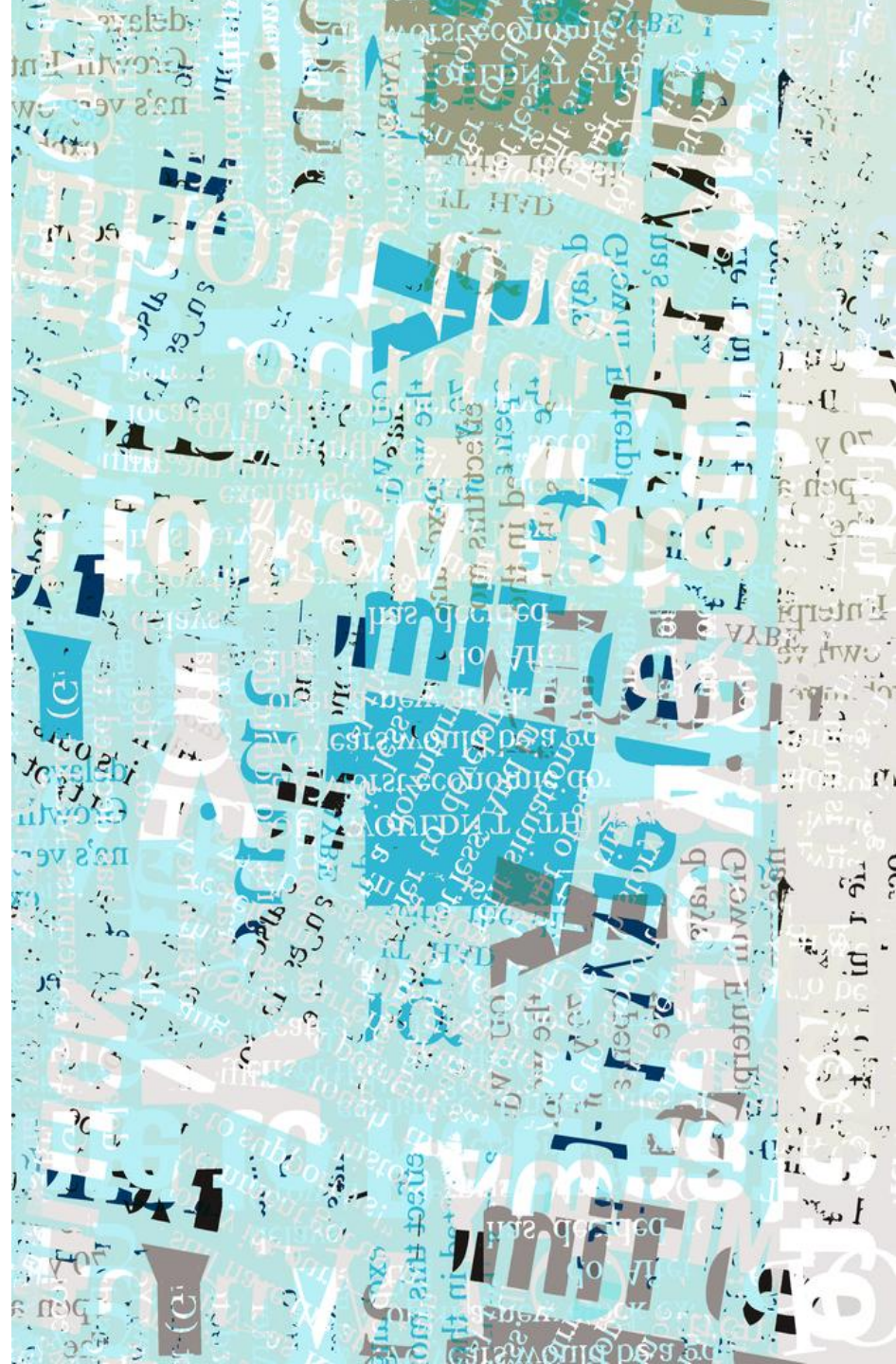
Meet **Jessica**

Behavior

- **Curious and engaged—in the beginning.**

- **Looking for that "perfect source."**

- **Self-taught and independent.**

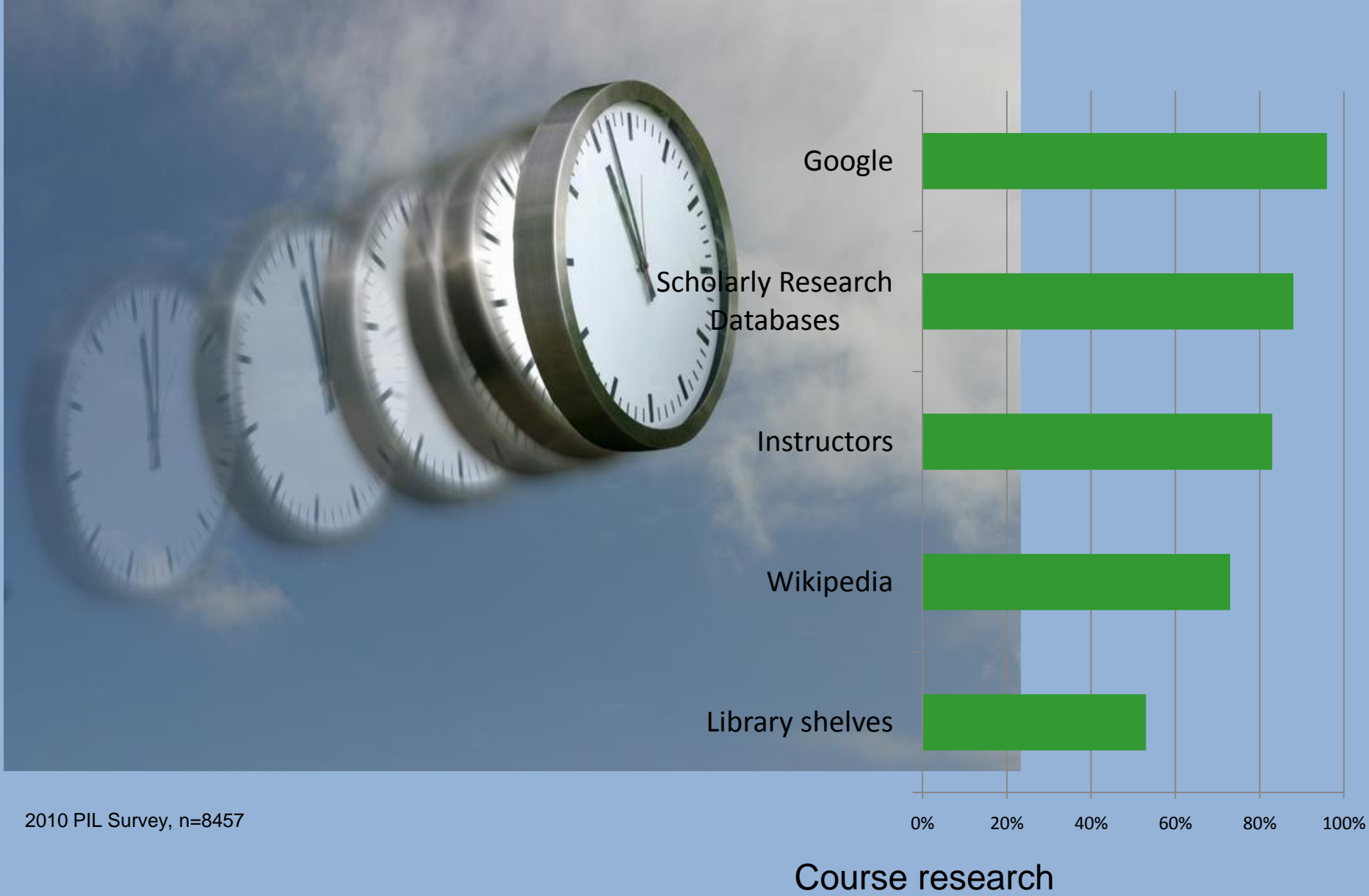- **Waits until the last minute.**

Expectations

- **Exists somewhere.
Just have to find it.**

- **Best approach?
Just Google it.**

- **On first page of results?
Awesome.**

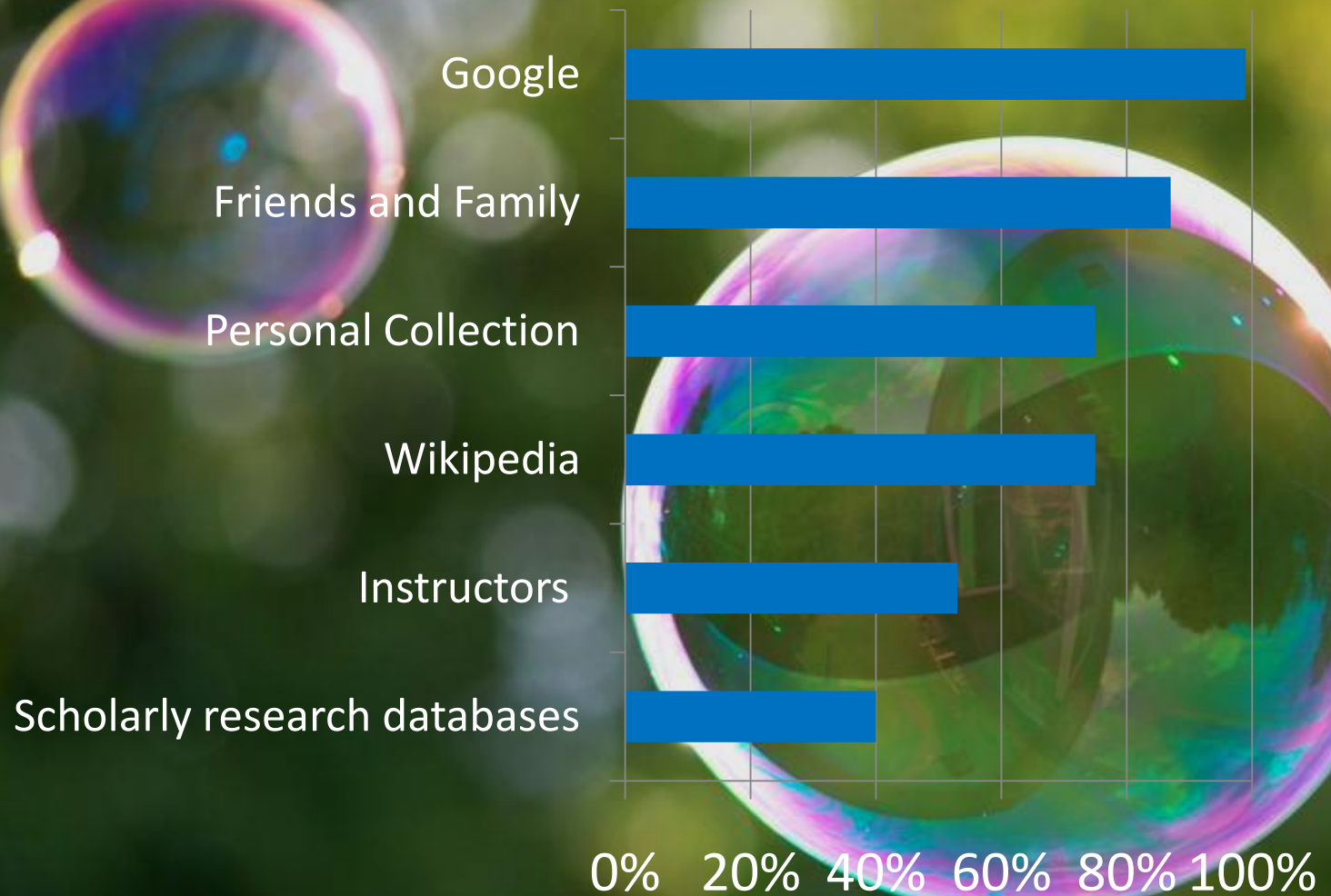- **Up-to-date and current?
Essential.**

- **But make it brief, please.**

"Want it just in time,
find it just in the right place."

Good Source = Findable + Full-text + Free

Good Source = Findable + Full-text + Free

Google

Scholarly Research
Databases

Instructors

Wikipedia

Library shelves

2010 PIL Survey, n=8457

0%   20%   40%   60%   80%   100%

Course research

Google

Friends and Family

Personal Collection

Wikipedia

Instructors

Scholarly research databases

0%   20% 40% 60% 80% 100%

2010 PIL Survey, n=8457

Everyday life research

Wikipedia

- Wikipedia - www.youtube.com/user/ProjInfoLit#p/u/2/9nOe26xY1zM

Seven out of 10 college students interviewed went to Wikipedia first for course-related research.

Students ignored faculty's warnings about using Wikipedia all together
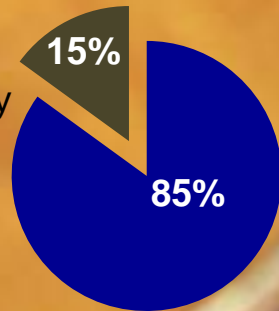
...and just did not cite Wikipedia as a source in their papers.

Wikipedia

- To obtain a summary (82%)
- To help to get started (76%)
- Interface is easy to use (69%)
- To find meaning of terms (67%)
- Comprehensible explanations (64%)

85% of students use *Wikipedia* for background material
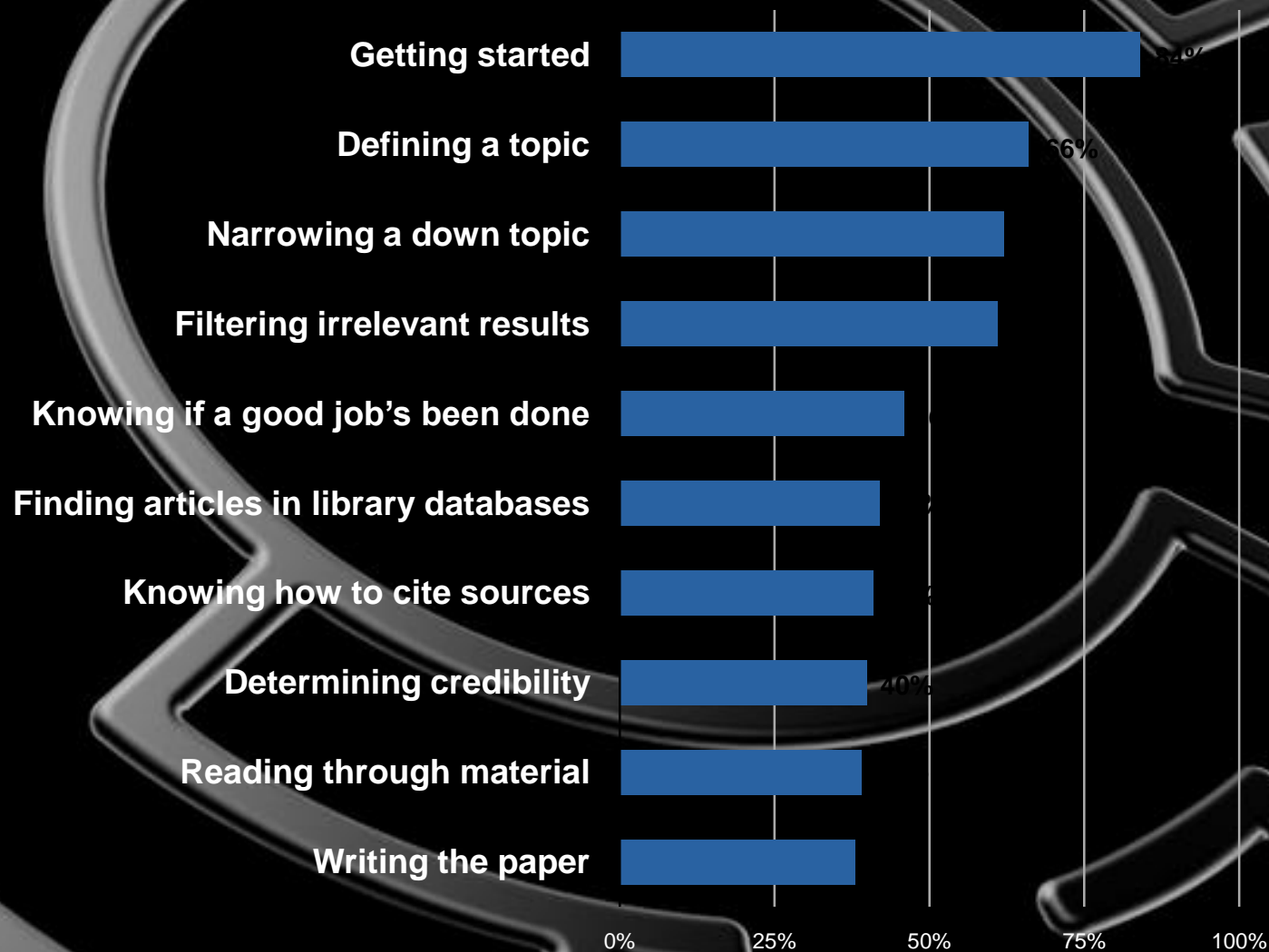
- 2009 Survey

15%

85%

RESEARCH:

- Is a competency learned by rote.

- Use the same small set of common sources.

- Employs a model of efficiency.

- Finding facts vs. conducting research.

- Dialing down aperture of all that's available.

Research is not without its frustrations…

Course research difficulties

- **Getting started** — 84%
- **Defining a topic** — 66%
- **Narrowing a down topic**
- **Filtering irrelevant results**
- **Knowing if a good job's been done**
- **Finding articles in library databases**
- **Knowing how to cite sources**
- **Determining credibility** — 40%
- **Reading through material**
- **Writing the paper**

0%   25%   50%   75%   100%

"The longest part of research

is getting to the question to ask."

Procrastination

take-aways

aka

findings that keep us up at night

Students 2010

- Immersed technologically: Facebook, txt messaging, mobile devices.

- Overloaded and busy; do things at the last minute.

- Focus on immediate goals, not sustained learning.

- Say they learn critical skills mostly on their own.

- Rely on Google and Wikipedia.

- Use library databases partially because faculty say, "use library databases"

- Few course handouts give specifics (e.g., tool, vendor, database name) about library databases.

- Don't turn to librarians.

implications

change

library

re-think

Reference

Sacred Cow ➡ **Finding** ➡ **Change**

| The Reference Desk | ➡ | Last minute syndrome; Don't turn to librarians | ➡ | Digital Reference |

Wikipedia

Sacred Cow ➡ **Finding** ➡ **Change**

The New York Times

Art & Design

Search All NYTimes.com [   ] Go

WORLD   U.S.   N.Y. / REGION   BUSINESS   TECHNOLOGY   SCIENCE   HEALTH   SPORTS   OPINION   ARTS   STYLE   TRAVEL   JOBS   REAL ESTATE

ART & DESIGN   BOOKS   DANCE   MOVIES   MUSIC   TELEVISION   THEATER

Venerable British Museum Enlists in the Wikipedia Revolution

By NOAM COHEN
Published: June 4, 2010

The British Museum has begun an unusual collaboration with Wikipedia, the online, volunteer-written encyclopedia, to help ensure that the expertise and notable...

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... Liam ... will spend five weeks in the museum's offices to build a relationship between the two organizations, one founded in 1753, the other in 2001.

"I looked at how many Rosetta Stone page views there were at Wikipedia," said Matthew Cock, who is in charge of the museum's Web site and is supervising the collaboration with Wikipedia. "That is perhaps our iconic object, and five times as many people go to the Wikipedia article as to ours."

All of this means that in today's Wikipedia there is renewed value in old-fashioned expertise, whether to provide obscure details to articles that have already been carefully edited or to find worthy topics that haven't been written about yet. Mr. Cock, for example, estimated that there were thousands of British Museum objects (among the eight million total) that would be worth their own Wikipedia articles but don't have them. ... of the most important articles have been edited thousands of times over a number of years.

Plagiarism

Sacred Cow → **Finding** → **Change**

| Instruct on APA, MLA | → | For summary; to get started | → | Create a "culture of citing" |

Access Tools

Sacred Cow ➡ **Finding** ➡ **Change**

options options options options
options options options options
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➡ **Google Rules!** ➡ **Less is best**

Collections

Sacred Cow ➡ **Finding** ➡ **Change**

| library research databases | ➡ | Few specifics; Use tried and true; Prefer Google and Wikipedia | ➡ | A Google-like LIBRARY tool: simple, unified, powerful, and credible |

recommendation

Summon

the

Library

Game-Changer

Something to capture users' imagination

Something to directly meet user needs in a new way

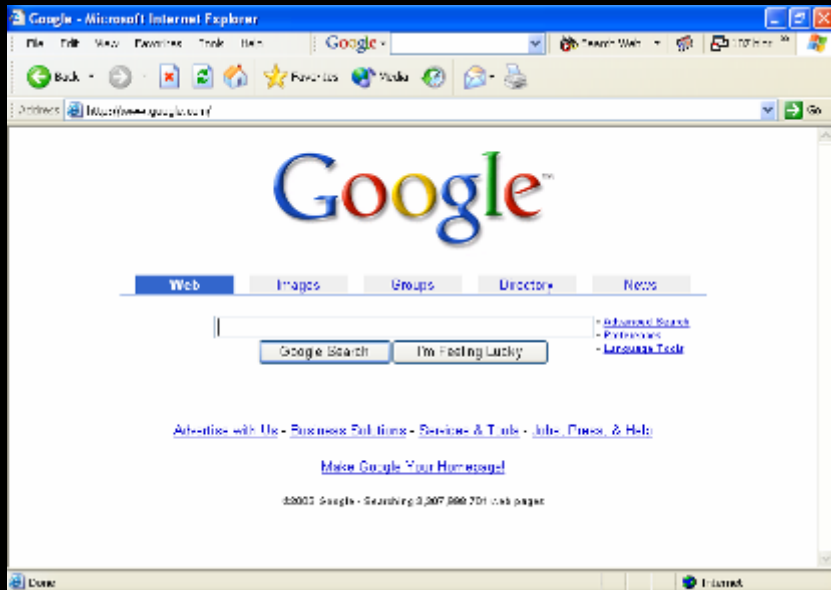**Something super-cool**

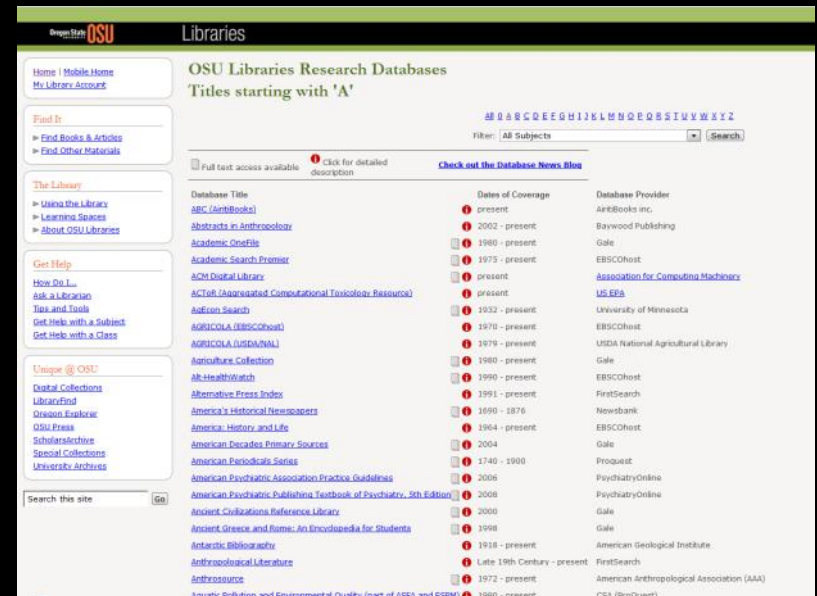**Something like other game-changers**

Something like Google

Something like

Summon™

previously….

vs.

Google

Advanced Search
Language Tools

Google Search   I'm Feeling Lucky

Advertising Programs   Business Solutions   About Google

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databases

M

Mango Languages
Language learning lessons with reading/writing/listening components.

Morningstar Investment Research Center
Investing data and reports on 23000+ mutual funds and 7000

MSP, HSPE
Online tutor   7 days a week

Music On
Streamin
World, g

ask us!
email | chat | phone | text

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UNIVERSITY

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an
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Subject Areas

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Faith & Philosophy Page
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The Sports & Recreation Page
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olution | English Literature and Writing
Literatures | History | Music |

echnology Management |
ew all

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The find engine
Stop Searching
Start Finding

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Tips and Tools
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OSU Press
ScholarsArchive
Special Collections
University Archives

Search this site   Go

OSU Libraries Research Databases
Titles starting with 'A'

All 0 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Filter: All Subjects   Search

Full text access available   Click for detailed description

Check out the Database News Blog

Database Title	Dates of Coverage	Database Provider
ABC (AiritiBooks)	present	AiritiBooks inc.
Abstracts in Anthropology	2002 - present	Baywood Publishing
Academic OneFile	1980 - present	Gale
Academic Search Premier	1975 - present	EBSCOhost
ACM Digital Library	present	Association for Computing Machinery
ACToR (Aggregated Computational Toxicology Resource)	present	US EPA
AgEcon Search	1932 - present	University of Minnesota
AGRICOLA (EBSCOhost)	1970 - present	EBSCOhost
AGRICOLA (USDA/NAL)	1979 - present	USDA National Agricultural Library
Agriculture Collection	1980 - present	Gale
Alt-HealthWatch	1990 - present	EBSCOhost
Alternative Press Index	1991 - present	EBSCOhost
America's Historical Newspapers	1690 - 1876	FirstSearch
America: History and Life	1964 - present	Newsbank
American Decades Primary Sources	2004	EBSCOhost
American Periodicals Series	1740 - 1900	Gale
American Psychiatric Association Practice Guidelines	2006	Proquest
American Psychiatric Publishing Textbook of Psychiatry, 5th Edition	2008	PsychiatryOnline
Ancient Civilizations Reference Library	2000	PsychiatryOnline
Ancient Greece and Rome: An Encyclopedia for Students	1998	Gale
Antarctic Bibliography	1918 - present	Gale
Anthropological Literature	Late 19th Century - present	American Geological Institute
Anthrosource	1972 - present	FirstSearch
Aquatic Pollution and Environmental Quality (part of ASFA and ESPM)	1990 - present	American Anthropological Association (AAA)
		CSA (ProQuest)

F
Fisheries
Forest Resources
French

G
Gay & Lesbian Studies
Geography
Germanics
Government Publications
Grants & Non-Profits

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Health Sciences
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L
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Dentistry
Drama
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peer-reviewed titles covering

http://osulibrary.oregonstate.edu/

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information | service | innovation

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Oregon Explorer
OSU Press
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Special Collections
University Archives

Quicklinks

OSU Libraries Catalog
Databases
E-journals
Course Reserves

Hours This Week

Today: 7:30 am – 9:00 pm
Wed: 7:30 am – 9:00 pm
Thurs: 7:30 am – 9:00 pm
Fri: 7:30 am – 6:00 pm
Sat: 1:00 pm – 6:00 pm
Sun: 1:00 pm – 9:00 pm
Mon: 7:30 am – 9:00 pm

Additional Hours

Staff Picks

Books by OSU Faculty
Random books from my library

Fort Hoskins Illustrated: An Archaeologist Reflects by David Ray Brauner

powered by LibraryThing

View archive of Staff Picks

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You can see which computers are available in The Commons RIGHT NOW!

Featured

Check out a Kindle e-book reader for some summer reading fun.

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Claremont University Consortium

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"My own very deep hope is that ... we might have a group of institutions divided into small colleges — somewhat on the Oxford type — around a library and other utilities which they would use in common."
—James Blaisdell, 1923

東 **Asian Studies**
△ **Government Publications**
🐾 **Special Collections**

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Find Books & More
Find Primary Sources
Find Statistics & Data
Find Facts Fast
Research Off Campus
View Account/Renew Your Books

Sherlock
Search for books, videos, journal articles & more

Blais/Library Catalog
Search for books, videos & more

keyword ▼

[   ] Search

Advanced search   Renew books

CCDL (Claremont Colleges Digital Library)
Access collections created by The Colleges

Databases
Search for articles & more

Most used databases ▼

Electronic Journals
Browse selected journals by title

GIS (Geographical Information Systems)
Use maps to visualize spatial data

Interlibrary Loan & LINK+
Request materials not at the Libraries

Research Guides
Quick guides to research your topic

Reserves
Find course reserves in print and online

Hours for Today, 6/22/2010

Honnold/Mudd   8:30 a.m. to 7 p.m.
Denison   9 a.m. to 5 p.m.
Records Center   9 a.m. to 4:30 p.m.
More hours

News   🄴 🔊

We're tweeting!
Follow us on Twitter @honnoldlibrary and find out what's going on in 140 characters or less....

Returning CGU and KGI students -- renew your books online
Library accounts for all CGU and KGI students registered for classes next Fall are now good through 8/31/10. Renew your...

Free Coffee/Tea (5/6-12) & Pizzas/Sodas (5/8-10) in the Honnold Cafe
Free coffee & tea: Thurs., May 6 -- Wed., May 12, 9-11 PM. Free pizza & sodas: Sat., May 8...

More news

The Claremont Colleges Library
About the Library • Honnold/Mudd • Denison • CUC Records Center
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Services & Policies
Borrowing privileges • The Copy Center
More services & policies

Affiliated Institutions
CST Library • RSABG Library • Stone Library

CLAREMONT COLLEGES LIBRARY
Claremont University Consortium

Sherlock Search: [   ] Search

Search for books, videos, journal articles and more.   Search Help

More Search Options

See Also

Course Reserves   RSS Feeds of New Books

Electronic Journals   Search LINK+

Interlibrary Loan and Document Delivery   Other Library Catalogs

Suggestions?

POMONA COLLEGE   Claremont GRADUATE UNIVERSITY   SCRIPPS THE WOMEN'S COLLEGE CLAREMONT   CLAREMONT MCKENNA COLLEGE   PITZER COLLEGE   KECK GRADUATE INSTITUTE of Applied Life Sciences

Claremont University Consortium   The Libraries of The Claremont Colleges are a unit of the Claremont University Consortium which serves The Claremont Colleges.

The Game Changer

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Sherlock Search: [   ] [Search]

Search for books, videos, journal articles and more.   Search Help

More Search Options

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See Also

Course Reserves   RSS Feeds of New Books
Electronic Journals   Search LINK+
Interlibrary Loan and Document Delivery Other Library Catalogs
Suggestions?

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Type here to chat. Press ENTER to send.

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unavailable   End now   Vacation Settings

Gmail by Google

[Search Mail] [Search the Web]   Show search options / Create a filter

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[Imap]/Drafts
[Imap]/Sent
[Imap]/Trash
GSL
iTouch
Orders
16 more▼

Contacts
Tasks

[Archive] [Report spam] [Delete] [Move to ▼] [Labels ▼] [More actions ▼] Refresh   1 - 5 of 5

Select: All, None, Read, Unread, Starred, Unstarred

	Joanne R. Dawson	›	mike_eisenberg@big6.com	CMS Big6 - Hi Mike and Sue, I am forwarding the results of our Big6 Survey that was sent to all media ...	📎 12:52 pm
	Bob, Mike, Amy (3)	»	mike_eisenberg@big6.com	FW: [WFLSLS] Job Opening: Library Media Specialist - Hi Mike, Thank you so much for sending these job postings to me! I actually just found out that I ...	7:30 am
	Sue, Sam, Mike, Gita (15)	»	mike_eisenberg@big6.com	Big6 Training in Korea - Hi Mike, I forwarded your last email to our Principal and now it is up to him to approve or not ...	3:08 am
	Sue Wurster	»	mike_eisenberg@big6.com	Thoughts -- GoToWebinar - Hi Mike, We may want to consider an option available through GoToWebinar. The Corporate version ...	Jun 3
	Facebook	»	mike_eisenberg@big6.com	Carol Simpson commented on your post... - Carol Simpson commented on your post: "Take a look at the photo of Paul McCartney in my ...	May 19

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[Archive] [Report spam] [Delete] [Move to ▼] [Labels ▼] [More actions ▼] Refresh   1 - 5 of 5

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You are currently using 789 MB (10%) of your 7468 MB.

Last account activity: 1 minute ago at this IP (173.64.134.212). Details
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Chat
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● Mike Eisenberg
Set status here ▼

● Cady Stanton
📹 Dennis Wurster
● malikhm
● Peyina Lin Roberts
● Alison J. Head
Options▼   Add contact

+ Quick Links

- Invite a friend
Give Gmail to:
[Send Invite] 100 left
Preview Invite

For Summon & Libraries

a little Eisenberg advice…

K.I.S.S.

"What would Google do?"

K.I.S.S.

- **Embrace the game-changer!**

- **Simple screen, simple interface.**

- **Simple message:**
  - **Summon** the source
  - **Summon** for credibility
  - Beyond Google – **Summon**.

- **Be bold**
  - embrace and promote
  - about across campus/communities
  - Focus on little else for 6 months!

Brand

Summon	Serial Solutions
Sherlock	Claremont Colleges
Library One Search	Arizona State University
Q	Eisenberg (dream)
Boogle	"Better than Google" Claremont submission

In Conclusion

We must change

Summon™

is a

game-changer

and it's just the beginning

- "…but that's another story."