

Delivery 2.0: By Any Means Necessary



Tampa Bay Library Consortium
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Lori Bowen Ayre, MLIS
Principal
The Galecia Group

When I was just a little girl.....

- Manual typewriters
- Phone books
- Phones with cords
- Business Hours: 9-5
- Photofinishing
- Tellers



Young Adulthood

- IBM Selectric III -> Word Star -> Word Perfect
- Pong -> PAC Man
- Email and Netscape
- Polaroids
- Fax, Answering and ATM machines
- Motorola 550



Less Young Adulthood

- Amazoogle Flix
- Email
- Digital photos
- Cordless and VoIP phones
- Texting and Twittering
- iPhone



Critical Success Factors for Libraries

1. Learn to operate effectively in the new 2.0 environment
2. Learn to address the needs -- and desires -- of a new generation of users
3. Figure out how to make better use of the bricks and mortar library



Entry Corner: A grand sheltering canopy extends from the main reading room out to form a civic porch. Over the entry a glassy belvedere offers an ocean view.



Operating Effectively in the 2.0 Environment

Web 2.0



Web 2.0 is the network as platform, spanning all connected devices...

Web 2.0 applications are those that make the most of the intrinsic advantages of that platform...

Delivering software as a continually updated service that gets better the more people use it, consuming and remixing data from multiple sources, including individual users, while providing their own data and services in a form that allows remixing by others...

-Tim O'Reilly

The 2.0 Environment



Very High User Expectations



FedEx & UPS



- **Library customer's experience with their services**
 - stick stuff in a box, fill out a form, leave the box at the front door
 - item gets picked up by driver, and arrives within days at its destination
- **How that affects user expectations**
 - its easy for anyone to deliver anything anywhere
 - its quick
 - its not very expensive
 - my item is safe and I can find out where it is at all times (tracking)

Amazon



- **Library customer's experience with their services**
 - easy to find and get what they want
 - can read selections, view covers before committing
 - get suggestions from others, find related books
- **How that affects user expectations**
 - anything and everything ever printed is available one way or another
 - can get it fast
 - read part of it before deciding
 - learn what other people think of this book
 - easily find similar books

Google



- **How library customers use Google**
 - quickly find a *decent* answer
 - poke around for interesting things
 - do everything online: search, chat, create documents, share documents, calendar
- **How that affects user expectations**
 - don't need to be a pro to find something
 - searching is easy
 - good enough answers are easy to find

NetFlix



- **How library customers use NetFlix**
 - create a personalized queue of movies they want to see
 - rate the movies they've watched
 - search and find interesting movies in lots of different ways
- **How NetFlix Affects User Expectations**
 - can get any movie ever made one way or another
 - watch it when I feel like it
 - keep track of what I've seen and whether I liked it
 - get recommendations based on my preferences
 - see what my friends like

What *They* Learned That Libraries Must Learn

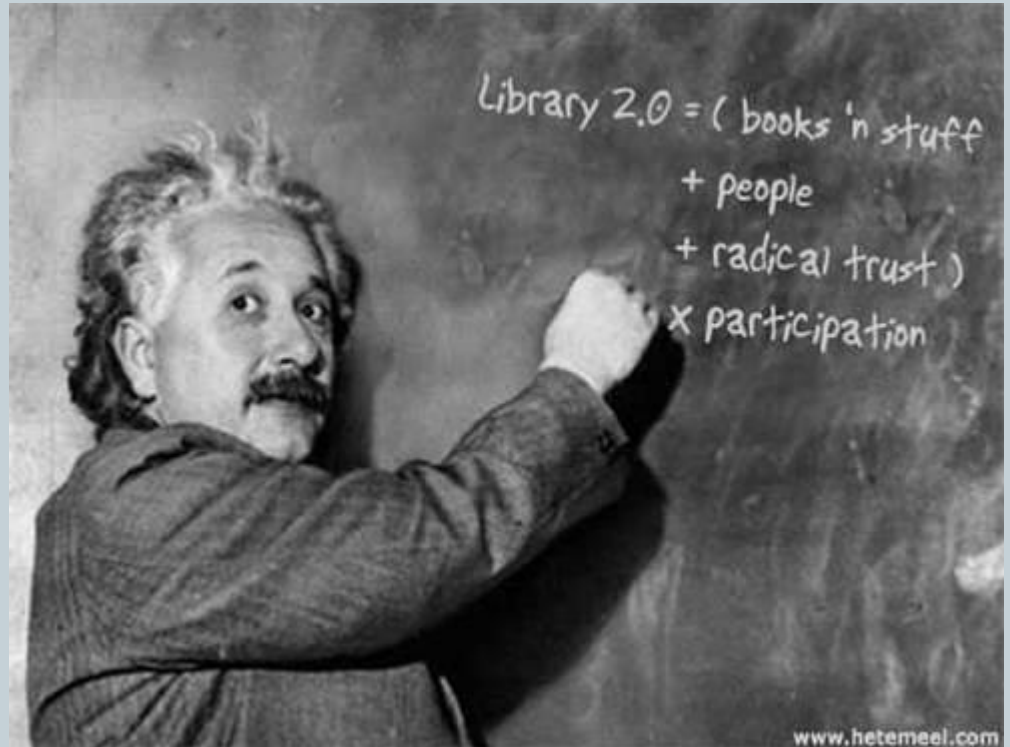


- People prefer to do things for themselves
- If its too complicated, forget it
- People want choices
- People want suggestions
- People want to contribute
- People will pay for convenience
- If its too slow, forget it
- It doesn't have to be perfect – just adequate

Library 2.0



- Principles
 - books 'n' stuff
 - trust the user
 - participation
- Get users involved
 - they make it better
- Take chances
 - always in beta
- Exploit technology and outside resources
 - get out of our silos



Library 2.0 Spectrum



Library Web Presence



- **Library website is a service outlet**
 - search and “get “have always happened at the same place
- **Library website is a place to**
 - deliver information
 - encourage community-building and social networks
 - provide specific services to online users
 - work and play
- **Library web presence is more than just the library website**
 - Worldcat
 - OpenURL
 - MySpace, Flickr, Facebook, Del.icio.us
 - Second Life



[Visit Shop OCLS Site](#)

Buy it or borrow it: you choose! Shopping is made easy at the Library. It's a great way to support OCLS.

[Sign-In](#)

[Register](#)

[Site Help](#)

Shopping Cart Subtotal: 0 items @ N/A

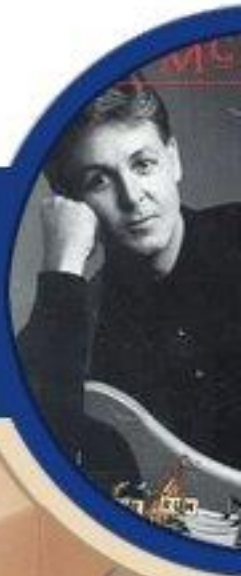
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- **The Navigator**
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Shipping Options

Multiple shipping options to meet your needs.

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Library Culture: Old and New



I'm standing by with the answers.



What can I help you accomplish today?



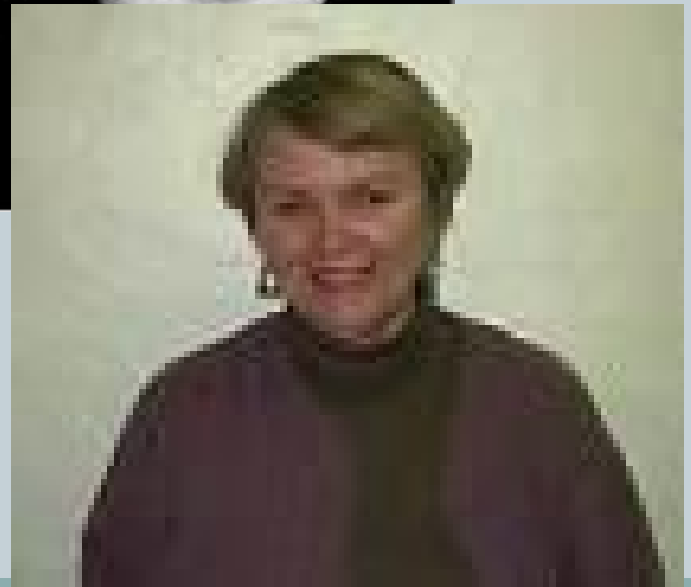


Addressing the Needs and Desires of a New Generation of Users

Principle of Least Effort



- Humans will always attempt to minimize their efforts.
 - ✦ Georg Zipf
- People do not just use information that is easy to find; they even use information that they know to be of poor quality and less quality as long as it is easy to find.
 - ✦ Marcia Bates



Today's Library Users



I want it. And I want it now!

Users 2.0



- Expect instant gratification
- Believe acceptable answers are easy-to-find and easy-to-get
- Assume that electronic delivery is available for most everything
- Expect overnight delivery to be an option
- Don't expect to interact with a human
- Prefer to do it themselves

Everyone Loves the Library



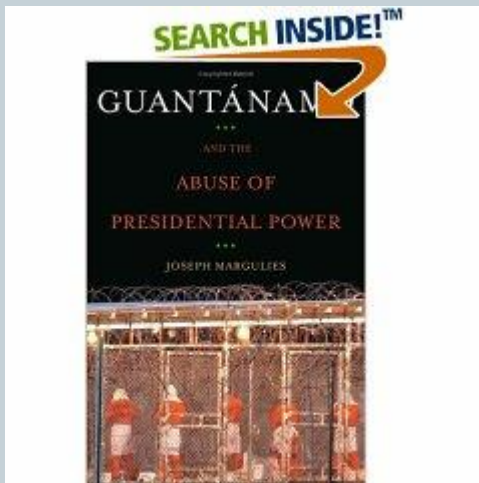
- 63% of Americans have a library card
- 26% of these 63% have not visited the library in the last year



even if they don't actually use it...

Who Uses the Library?

90% of library users taking out books have incomes between \$15K and \$35K



Rate Movies

RATE MORE MOVIES IN ALL GENRES!

Keep rating movies to get recommendations. You can rate movies you've seen in the Theater as well as movies you've added from Netflix. Click the star that matches your opinion.

More Recommendations

Star Window
★ ★ ★ ★ ★
 Not Interested
As his broken leg heals, wheelchair-bound L.B. Jeffries (James Stewart) becomes absorbed with the parade of life across the courtyard: A dancer, a lonely woman, a composer and a bedridden woman, and ... [Read More](#)

Being There
★ ★ ★ ★ ★
 Not Interested
In director Hal Ashby's Oscar-winning satire, illiterate gardener Chance (Peter Sellers) is run over by wealthy Eve (Shirley MacLaine) and suddenly becomes Chauncey Gardner, thanks to Eve's ... [Read More](#)

Witness for the Prosecution
★ ★ ★ ★ ★
 Not Interested
Based on an Agatha Christie play, the Oscar-nominated mystery directed and co-written by Billy Wilder concerns an

Browse

Favorite Genres (Edit)

All Genres

- Foreign
- Comedy
- Independent
- Misc & Unkown
- Sci-Fi & Fantasy
- Romance

Other Genres:

- All Genres
- Action & Adventure
- Biography
- Classics
- Film & Spirituality
- Gay & Lesbian
- HD DVD
- Special Interest
- Sports & Fitness

Ratings Legend

- ★ ★ ★ ★ ★ Loved It
- ★ ★ ★ ★ ★ Really Loved It
- ★ ★ ★ ★ ★ Loved It
- ★ ★ ★ ★ ★ Loved It
- ★ ★ ★ ★ ★ Didn't Like It

Source: http://www.ala.org/ala/ors/reports/KRC_Detailed_Slides.pdf

If you are in the prime earning years of your life, you are more likely to access the library online....

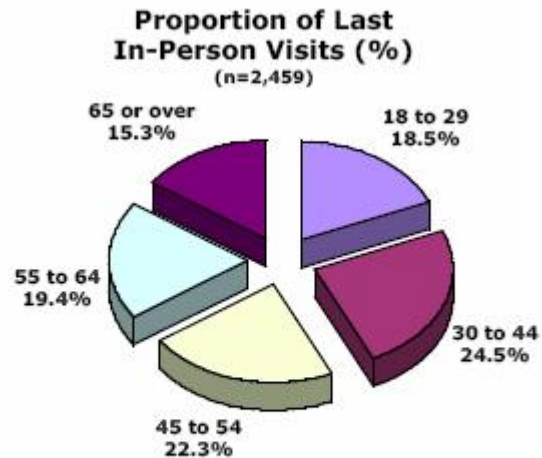


Figure 10: Age of Last In-Person Visitor

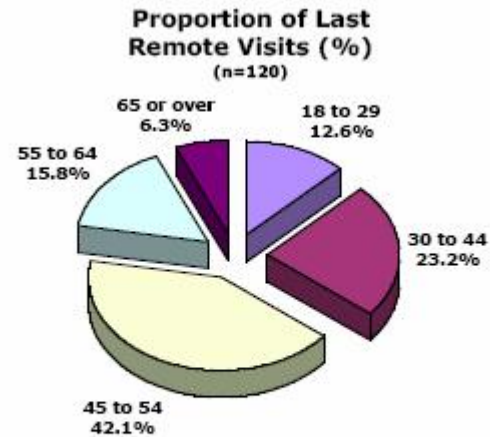


Figure 11: Age of Last Remote Visitor

Taxpayer Return-on-Investment (ROI) in Pennsylvania Public Libraries, September 2006.

If you have more money, you are more likely to access the library online

Proportion of Last In-Person Visits (%)
(n=2,459)

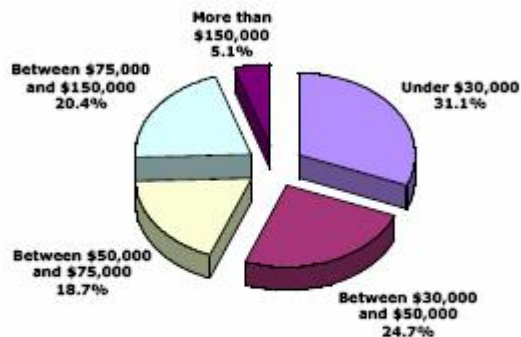


Figure 14: Household Income of Last In-Person Visitor

Proportion of Last Remote Visits (%)
(n=120)

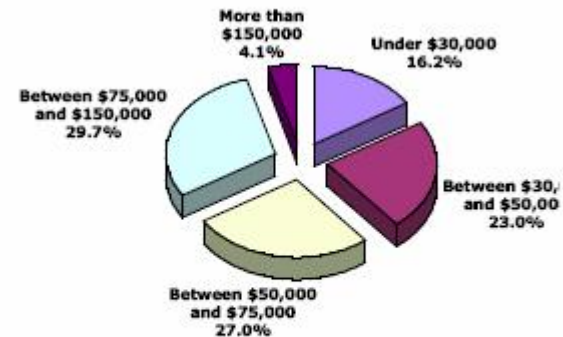


Figure 15: Household Income of Last Remote Visitor

Taxpayer Return-on-Investment (ROI) in Pennsylvania Public Libraries, September 2006.

Why Choose Library? Convenient and Easy to Use

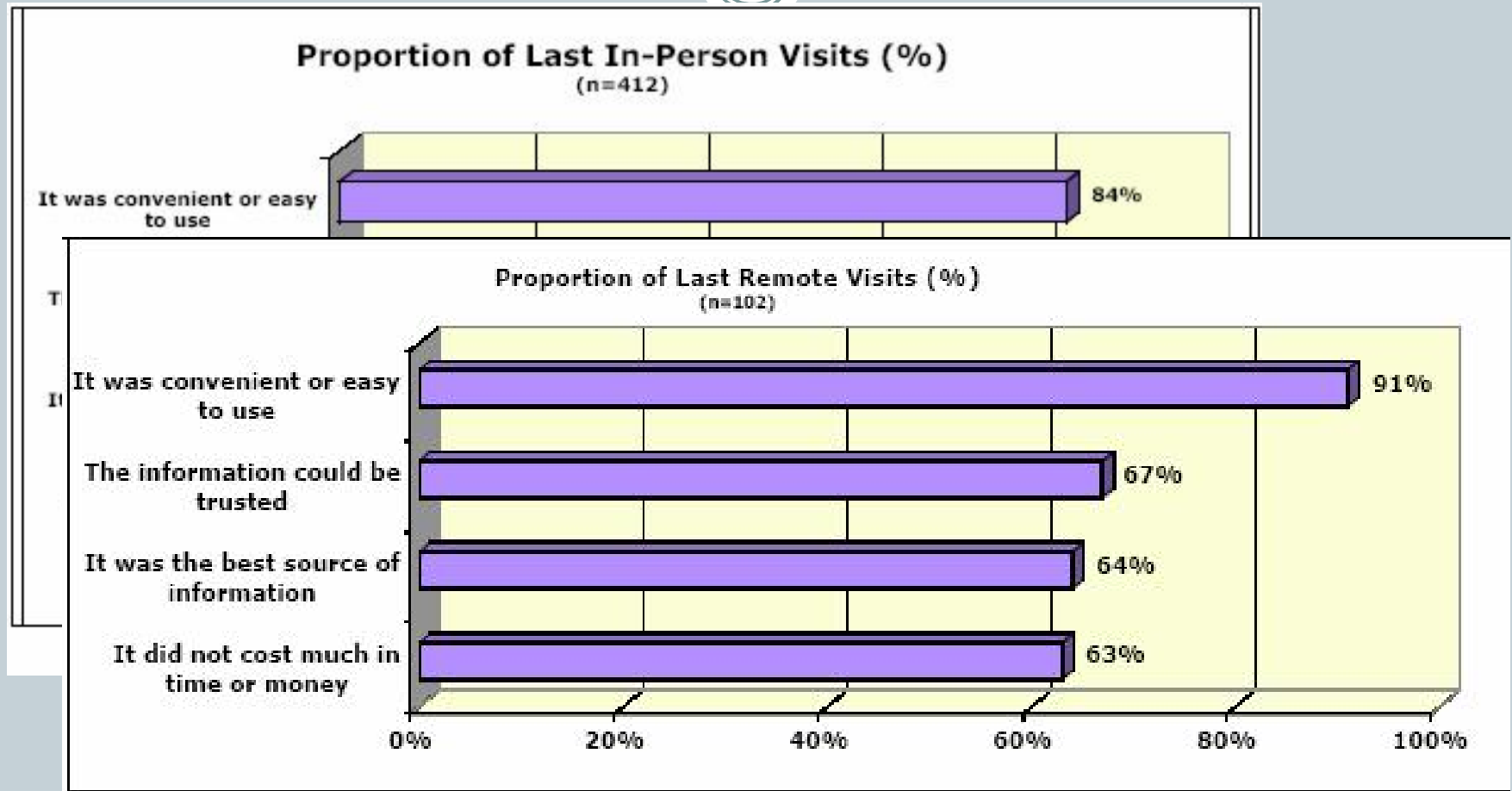


Figure 24: Reasons Public Libraries Are Used for Remote Visit

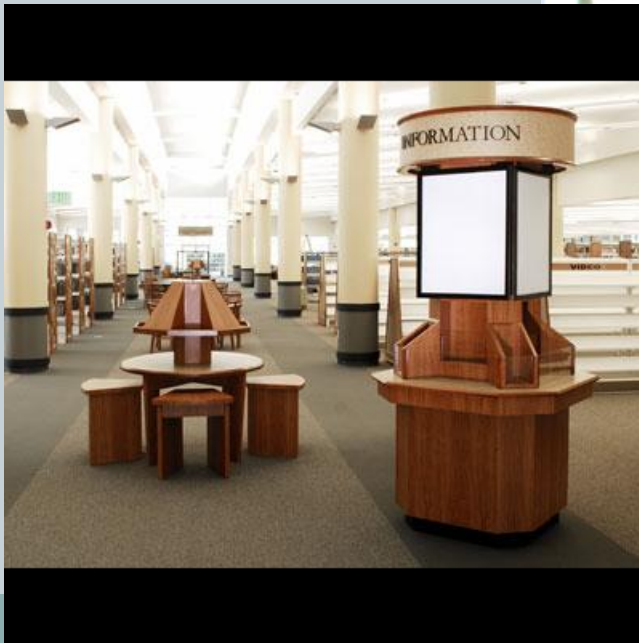


Optimizing Our Bricks and Mortar Spaces

Library as the Third Place



- Creative
- Inviting
- Versatile



Make Better Use of Space



- **Create spaces for people (customers and staff)**
 - fun places for kids
 - computer labs and cafes
 - click-free zones
 - appropriately designed/sized work spaces
- **Make shelves more user friendly**
 - signage
 - merchandising
 - lighting
- **Store infrequently used items remotely**

Compact Shelving with ARS

- Items are stored in metal boxes
- Boxes stacked very snugly
- Storage room is temperature and humidity controlled
- Automated Retrieval system keeps track of where everything is and pulls appropriate box from shelving
- Humans place books in box and take items out of boxes



Compact Shelving with ARS is Cheaper

- University of Utah evaluated building costs and determined it would cost \$20/item to shelve in public areas...
- But only \$4/item to store in compact storage with automated retrieval system



Compact Shelving with ARS is Faster

Retrieval time: five minutes



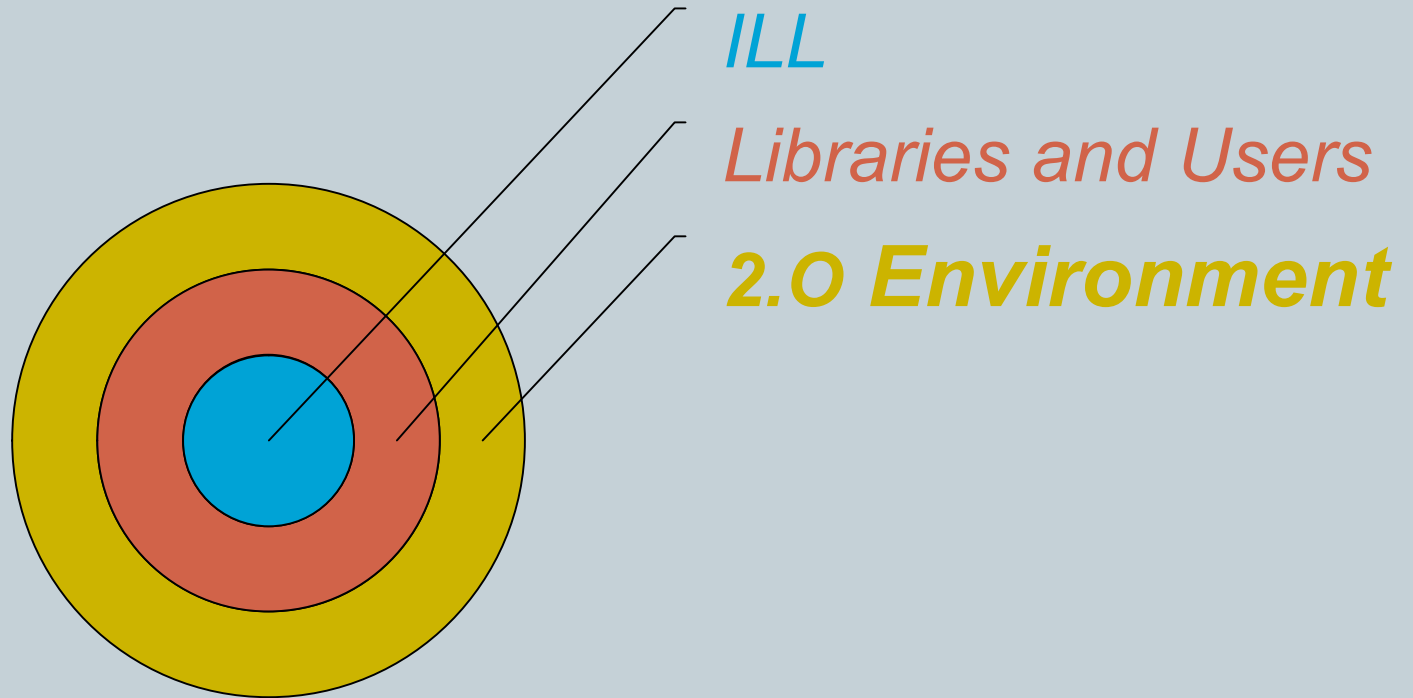
More Library Outlets



- Mobile library buses with public computers
- Get librarians out into the community
- Information kiosks
- Book dispensers
- More book drops



Focusing in on ILL



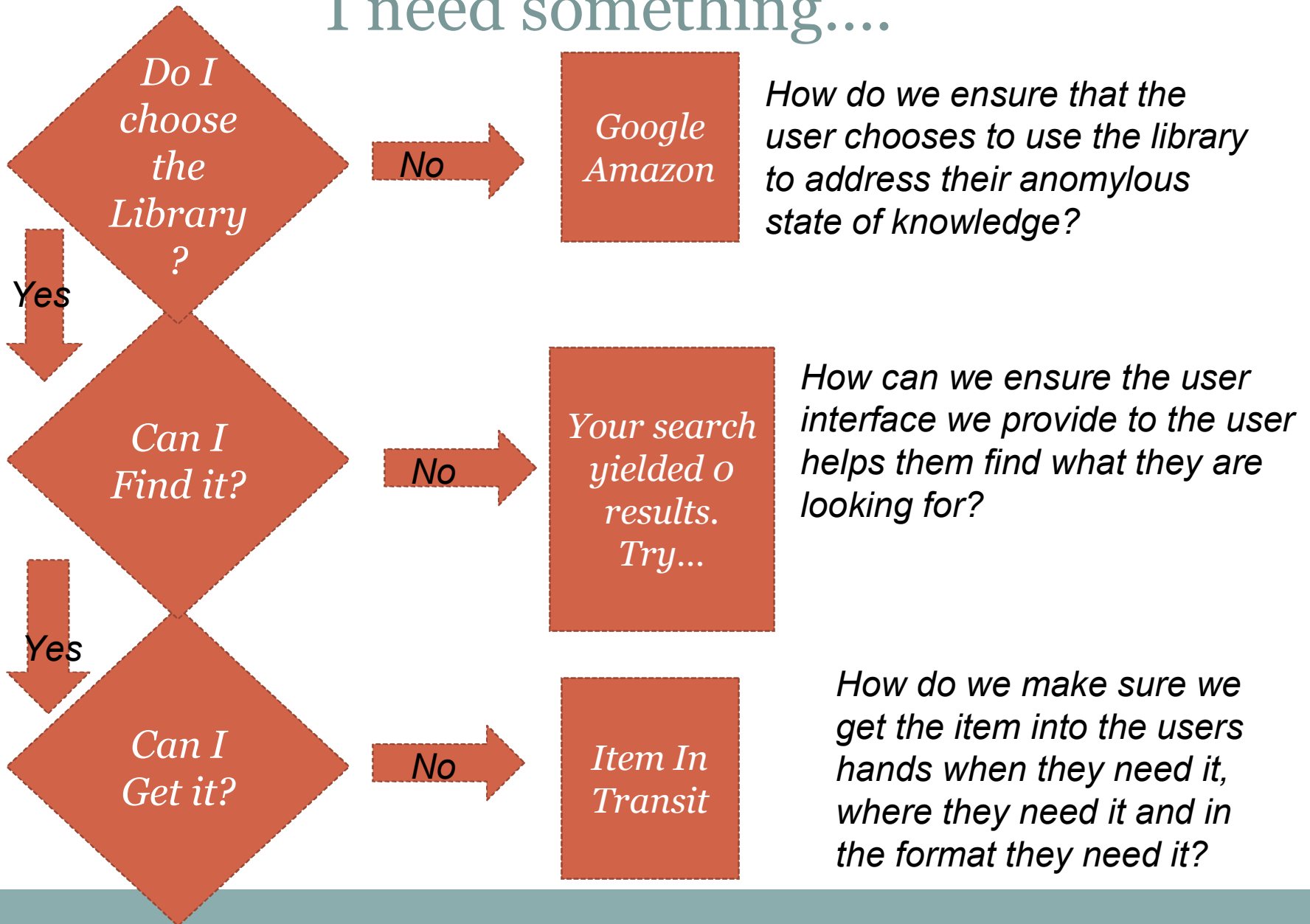
Our service model is springing leaks...



- We make our users work too hard to find stuff
- We make our users wait too long to get stuff
- We don't offer as many choices as user's expect and want
- We don't bother with the non-users

Our users are leaking out.....

“I need something....”



Challenge One: Choose the Library



**HOW DO WE GET THE USER TO CHOOSE THE
LIBRARY INSTEAD OF ONE OF OUR
COMPETITORS?**

1. Go to the User



- Social Networking Site: MySpace, Facebook, LinkedIn, Flickr, Delicious
- Blogs – address unique needs of groups of users, give librarians a voice, allow communication between library and users, searchable
- Online reference – IM via chat and text, no overhead required for Meebo (anonymous)
- Information kiosks
- Book dispensers

2. Expose Library Resources



- **Expose library holdings to the searchable Internet**
 - Worldcat
 - RSS Feeds
 - Catalogs as blogs – each bib record is a unique URL
- **Subscription Databases**
 - The public library is the only way for a user to get access to expensive resources
 - Make individual articles easily findable beyond the “databases” link on your website
 - Use library card to “authenticate”
- **Buy discarded library books through Amazon and other online booksellers**

3. Make the Library a Place Everyone Chooses



- Make the library a place people want to be and start choosing as a ‘place”
- Create enjoyable spaces that different types of people enjoy
- Provide easy to use resources (BIOGRAHPIES instead of 850.11)
- Post few signs – and make them inviting, not prohibitive
- Get rid of some books and make more room for people and programs

Challenge Two: Make Finding Easier



**HOW DO WE MAKE IT EASIER TO USE
LIBRARY RESOURCES TO FIND
EVERYTHING?**

1. Extend “Find” Beyond Library Holdings



- If it’s a book, the bib record has to be findable whether the library has it or not
 - Amazon, Worldcat, OpenLibrary.org
- If it’s a piece of text, the whole thing should be gettable from the library interface
 - <http://www.carnegielibrary.org/subject/books/booksonline.html>
- Move beyond Z39.50
 - OAI, OpenSearch, SRW/U, Zing , ZeeRex, CQL, XQuery

Use Search Tools That Make Sense to Users



- **Aquabrowser**
 - Queens Library (<http://aqua.queenslibrary.org/>)
- **Facets**
 - NCSU and Endeca (<http://www.lib.ncsu.edu/catalog/>)
 - Plymouth State University and Scriblio (<http://www.plymouth.edu/library/>)
- **Tags, reviews, user contributions**
 - Danbury Library uses LibraryThing data (<http://cat.danburylibrary.org/>)
 - Ann Arbor catalog built on Drupal (<http://www.aadl.org/catalog>)
- **Cover Flow – check out the iPhone**

Challenge Three: Make Getting it Quick and Easy to Get it



**HOW DO WE GET ITEMS QUICKLY INTO THE
USERS'S HANDS OR INBOX?**

Delivery 1.0



- The act of conveying or distributing something
- Voluntary transfer of something from one party to another

The traditional definition of delivery assumes a physical object is being moved from one place to another. Today, the item may be born digital or can be converted to expand delivery options.

Delivery 2.0



- **To make information available**
 - where it is needed
 - when it is needed
 - in a format that can be used
- **Includes**
 - providing access
 - providing a copy
 - transferring an electronic version
 - creating an opportunity to get something from someone else or some other service
 - creating another version
 - converting from one format to another

Delivery 1.0 / Delivery 2.0



Delivery 1.0: Come and get it!



Delivery 2.0:

- It's about accommodating the user, making it convenient and easy, providing choices, competing with other services.
- Sometimes it means getting something that is “good enough”
- Sometimes it means charging for the service

Instant Getification



- Learn from Ask.com
- Don't force users to understand your process
- Get it one way or another
- Pull it off the stacks, from the back room, from a nearby library, from a faraway library
- Buy it from Amazon, buy it from the local book store
- Digitize it yourself
- Print it yourself
 - Books on Demand (NYPL)
 - Full text online repositories: OpenLibrary.org, Project Gutenberg, Google Books, etc

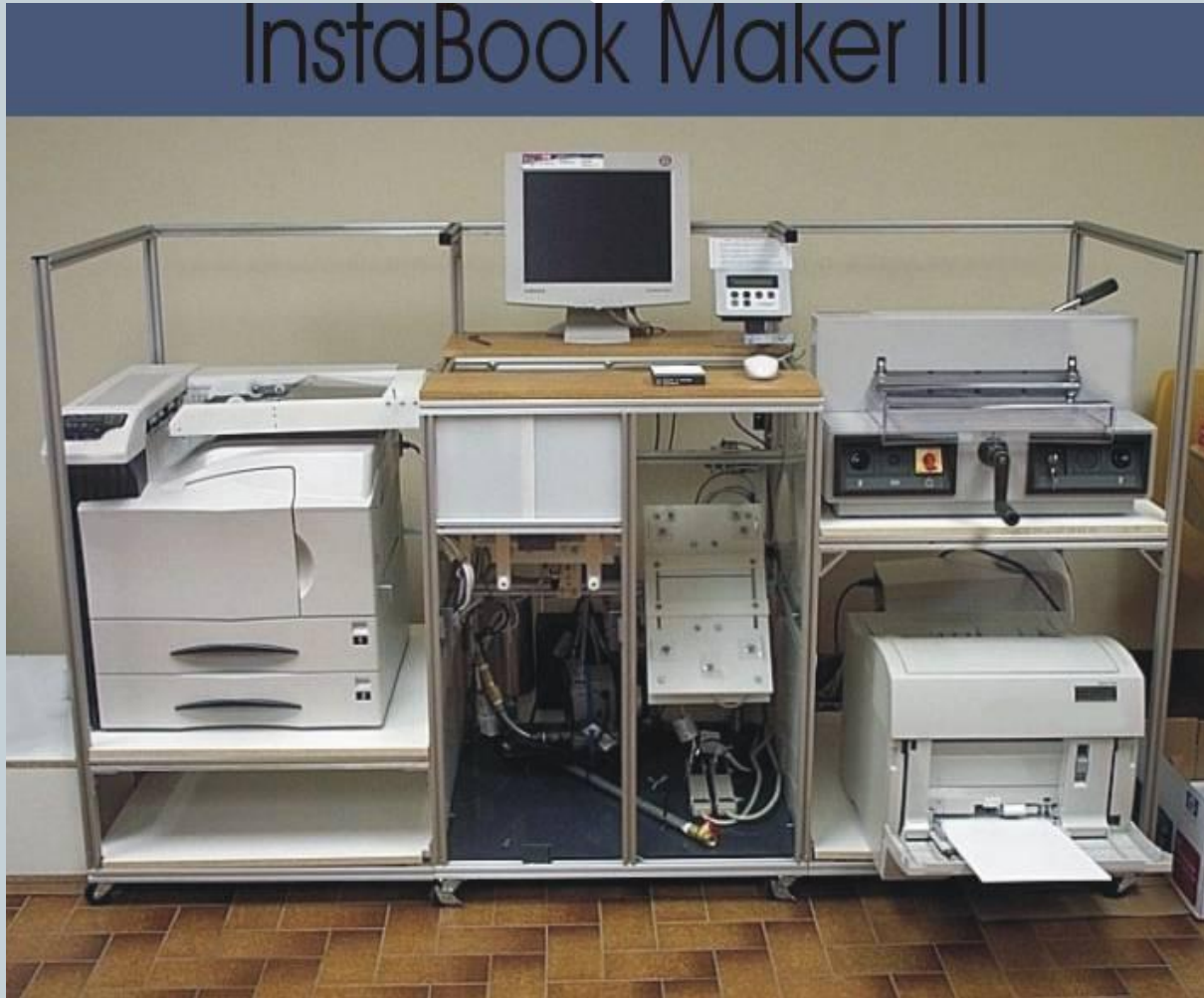
Espresso Book Machine



InstaBook Maker III



InstaBook Maker III



Availability as Fulfillment



- If an item is available, delivery isn't an issue
- Increasing availability of each item enhances fulfillment possibilities
 - Automated sorters to reduce the time spent on a shelving carts and courier bins
 - Reduce transit times: optimized delivery routes, guaranteed levels of service.
 - Closed stacks with automated retrieval systems
 - Floating collections

Window of Usability



1. High need/desire

- Heard about the author on NPR and REALLY want to read it
- Need it for a school assignment due in two weeks/one week

2. Window closed / medium desire

- Oh right I remember that NPR interview
- Whatever, I'll look at it as long as it is available

3. No longer usable

- What title?

Delivery is Key to “Fulfillment”



- Changes the transaction from a *library* transaction to a *user* transaction
 - When do you need it?
 - What format do you need it in?
 - How should we get it to you?
- Addresses the things people value most
 - Ease
 - Convenience
 - Personalized

Deliver Stuff



Future Trends



- Adapt to users – don't make them adapt to you – sshhh is dead.
- If users are 'always connected,' make sure they are connected to the library too.
- Focus on the result – not the means and don't be afraid to try new *stuff*.
- Get out to where the users are.
- Prepare for international sharing.
- Get ready for a new kind of library catalog.

Adding a Delivery Service Layer



- **Dempsey:**
 - multiple discovery experiences connect to multiple fulfillment service via a service router
 - Catalog represents one target (to be discovered.) In coming years we will see a new accommodation between the ILS, metasearch, resolution, electronic resource management, repositories
- **Calhoun:**
 - Rely on statewide, national and global aggregations of catalog data for discovery
 - Use the library ILS as a middle switching layer to enable delivery

Dempsey, L. (2006, July). The library catalogue in the new discovery environment: Some thoughts, *Ariadne*, 48. Available from <http://www.ariadne.ac.uk/issue48/dempsey/>

Open Source Library Systems



- **Koha**

- Crawford County, PA
- Nelsonville Public, OH
- Stow-Munrow Falls Public, OH
- Antioch University, CA
- Guggenheim Museum, NY and more...

- **Evergreen**

- Georgia PINES
- University of Windsor
- British Columbia PINES
- More development efforts underway...

Rethinking Resource Sharing Manifesto



- Restrictions shall only be imposed as necessary by individual institutions with the goal that the lowest possible barriers to fulfillment are presented to the user.
- Library users shall be given appropriate options for delivery format, method of delivery, and fulfillment type, including loan, copy, digital copy, and purchase.
- ...no material that is findable should be totally unattainable.
- Libraries should offer service at a fair price rather than refuse...

Summary



- *Expectations* are high.
- Technology and the Internet have *changed everything*...including users. Including you.
- Experiment with new ways of *connecting* to your users.
- Exploit the available resources and tools. There are *more and more* of both each day.
- They are *counting on you* to be the expert finder and getter.

This is only the beginning....



Lori Bowen Ayre, MLIS
The Galecia Group (<http://galecia.com>)
Blog: Mentat (<http://galecia.com/weblog>)
707/763-6869 AIM: bowenayre