Technology and Innovations in Libraries and their Impact on Learning, Research, and Users

Joe Murphy
libraryfuture@gmail.com
05.06.12 | 09:00 – 09:50

Second Keynote
05.06.12 | 09:00 – 09:50

2nd Keynote Session: Theme B

Technology & innovations in libraries and their impact on learning, research and users (K211*)

Joe Murphy (http://joemurphylibraryfuture.com) is a Librarian and technology trend spotter. Formerly from Yale University Libraries, Joe now works as a consultant helping libraries and more prepare for upcoming technology trends. Joe is an author and editor, an international keynote speaker, and a conference organizer.

* Tweet to #k211
Singapore

Joe Murphy

IATUL (International Association of Scientific and Technological University Libraries)

Technology & innovations in libraries and their impact on learning, research & users.
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Would it make a difference if I did NOT tell you there is an end point in sight?

There is no schedule for a time when we do not have to focus on the next tech changes.

Would it matter if I said that point was 10 years out vs 1 year?

Let’s instead learn to live in the moment of constant change & stop looking towards an end of the discomfort from the pressures of technology change.
Finding Our Edge

Yoga speaks of finding our physical edge, a point at which we exert our maximum in a way that doesn’t push us past growth and into pain.

In regards to innovation, libraries should not push so hard for change that we end up in positions that pull muscles. Rather, we should push as far as possible, so every part of our collective body feels the strain, and can grow stronger from it without injury.

Getting to that edge is hard; pushing our limits can be uncomfortable. We mistake growth and stretching for pain.

We grow with it by breathing through it. Don’t get distracted by the chatter and complaints that tell us to slow down
Change is the defining characteristic of our environment.
We should also always push forward enough to stay on the crest and out of the trough of the wave, and to not get stuck between the backwards pull of tradition and the forwards pull of change.
Aware Pressure

to accomplish goals of change
Focus on Tech Trends

Technological evolutions lead to revolutions with info engagement: means and expectations.
Internet Trends 2012
by Mary Meeker & Liang Wu of KPCB

2.3B Global Internet Users in 2011* – 8% Growth*, Driven by Emerging Markets

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2008-2011 Internet User Adds (MMs)</th>
<th>2011 Internet Users (MMs)</th>
<th>Y/Y Growth</th>
<th>Population Penetration</th>
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<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>215</td>
<td>513</td>
<td>12%</td>
<td>38%</td>
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<tr>
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<td>India</td>
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<tr>
<td>5</td>
<td>Nigeria</td>
<td>21</td>
<td>45</td>
<td>--*</td>
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<td>6</td>
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<td>444</td>
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<td></td>
<td>World</td>
<td>663</td>
<td>2,250</td>
<td>8%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Note: *Nigeria / Iran data as of 12/10; Other 8 countries' data as of 12/11; 2.3B global internet users and 8% Y/Y growth rate based on the latest available data (most as of 12/11, some as of 12/10). Source: United Nations / International Telecommunications Union, internetworldstats.com.

Year over year internet growth is up around the world.


INTERNET TRENDS D10 CONFERENCE
5/30/2012
1 Billion People using Social Media

Report from International Telecommunication Union


With 900+ Million users, Facebook represents 9/10ths of social networkers

http://techcrunch.com/2012/05/14/itu-there-are-now-over-1-billion-users-of-social-media-worldwide-most-on-mobile/

mobile is quickly becoming the main means for accessing social networks
1/4 Young Adults use Twitter

“One quarter (26%) of internet users ages 18-29 use Twitter, nearly double the rate for those ages 30-49. Among the youngest internet users (those ages 18-24), fully 31% are Twitter users.”

http://pewinternet.org/Reports/2012/Twitter-Use-2012/Findings.aspx
There will 2X more smart phones than PCs

SURRENDER TO SMARTPHONES

1 BILLION smartphones will be sold in 2014

THAT'S TWICE THE NUMBER OF PCS that are predicted to be sold that year.

TODAY, 2/3 OF AMERICAN ADULTS connect to the web via a smartphone, tablet, or laptop computer.

BY 2016...

THERE WILL BE 10 BILLION mobile Internet devices used globally. Smartphone traffic will grow 50 TIMES THE SIZE IT IS TODAY.

http://www.engineyard.com/blog/2012/platform-as-a-service/
Mobile subscriptions far surpass land lines

First Generation of Re-Imagination - After 125 Years, Landlines Were Surpassed by Mobiles in 2002

Global Fixed Telephone Lines vs. Mobile Subscriptions, 1994 - 2009

- Fixed Telephone Lines
- Mobile Subscriptions

2002: Inflection Point
Mobiles > Landlines

2006: Landlines Peaked at 1.3B
2009: 4.7B Mobile Subscribers

Source: International Telecommunications Union.
Mobile accounts for 10% of Global Internet Traffic

Global Mobile Traffic Growing Rapidly to 10% of Internet Traffic

Source: StatCounter Global Stats.

Nearly Half of Americans own Smartphones

Source: Pew Research Center’s Internet & American Life Project April 26-May 22, 2011 and

pewinternet.org/Reports/2012/Smartphone-Update-2012/Findings.aspx
104 million smart phones in America

Mobile Market Share Report From comScore
- “234 million Americans age 13 and older used mobile devices” in the last three months
- 14% rise in US smartphones in last 5 months

• Google’s Android operating system now boats 50% of the platform share
• Apple claims just under 30%
• Apple iOS is 3rd in mobile subscribers
• Mobile content usage is up cross the board.

Here are the percentage rates of total mobile users who did the following activities on their devices.
• Sent Text Messages – 74.8%
• Downloaded and Used apps – 49.5%
• Mobile browser – 49.2%
• Social networking – 36.1%
• Mobile gaming – 32.3%
• Music - 24.8%

The Growth of Smartphones crosses demographics

“Nearly every major demographic group—men and women, younger and middle-aged adults, urban and rural residents, the wealthy and the less well-off—experienced a notable uptick in smartphone penetration over the last year”

pewinternet.org/Reports/2012/Smartphone-Update-2012/Findings.aspx
Time spent on mobile apps outpaces desktop web

http://www.engineyard.com/blog/2012/platform-as-a-service/
86% of smart phone owners use their device to access timely info

“The rapid adoption of cell phones and, especially, the spread of internet-connected smartphones are changing people’s communications with others and their relationships with information. Users’ ability to access data immediately through apps and web browsers and through contact with their social networks is creating a new culture of real-time information seekers and problem solvers. “

70% of ALL cell phone users have recently used their device to: Coordinate a meeting, solve a problem, decide to visit a business, find info to settle an argument, look up a sports score, traffic info, get help in an emergency

The continued proliferation of iPhones means more people have access to more advanced mobile features.

http://m.apnews.com/ap/db_268789/contentdetail.htm?contentguid=VaGNefL4
Apple is far in the lead in the mobile PC market thanks to iPad.

The iPad accounts for 4/5 of Apple’s mobile PC sales.

And the iPad completely dominates the tablet market.
Apple, world’s most valuable company, beats estimate again.

Sold in Apple’s most recent quarter:
• 35 million iPhones
• 12 million iPads
• iPad sales up 150% year over year
• international sales account for 2/3 of revenue

Infographic made by Statista posted on http://mashable.com/2012/04/25/apple-earnings/
50% of smartphone owners have scanned QR codes.

Infographic created by https://www.hightable.com/
http://mashable.com/2012/05/19/mobile-marketing-infographic-smartphones/

PIGEONS ARE AVAILABLE FOR CHECK OUT FRIDAY THROUGH SUNDAY | 2–5PM

FOLLOW THE PIGEONS
mcapigeons.tumblr.com
QR Codes for Face-to-Face content distribution

http://theinspblog.blogspot.sg/2012/05/street-papers-announce-digital.html

Crowd funded through Kickstarter
Mind interface headset

Picture this: You put on a headset and relax your mind. Soon you begin controlling an object with your thoughts.

This mind-power trick may seem far-fetched, like something from a late-night science fiction movie or the back of an old comic book. But several companies are bringing this technology to life with affordable headsets that determine a person's state of mind.

The gadgets translate brain waves into digital information and beam it wirelessly to computers or other devices.

So far the headsets are confined to mostly digital interfaces—videogames and movies whose plots can be altered with the mind—although in some cases real-world objects have been used, like a pair of catlike ears that move depending on a person's mood. The technology, still in its infancy, has the potential to not only entertain but to possibly improve education and strengthen mental health, some doctors say.

http://online.wsj.com/article/SB10001424052702304707604577426251091339254.html
Controlling your computer with hand gestures, using an affordable ($70) motion sensor USB accessory.
Tool for creating digital student portfolios with a Smartphone

Quickly and easily digitize student work and build the resource for authentic assessment in your classroom.

Unleash the power and the flexibility of digital tools, without sacrificing the important work your students do in non-digital formats.

Rescue student work from the bottom of backpacks, trashcans, and filing cabinets and have it at your fingertips. Easy, flexible, authentic—a simply wonderful tool for teaching and learning.

And best of all? It's **free for teachers**

http://www.threering.com/


The mobile as creation and curation tool
Tumblr reflects growth of mobile self micro-publishing and social curating

‘Tumblr’ overtaking ‘blog’ in Google searches

Tumblr boasts:
64 million posts/day.
57.5 million blogs.
Serves content creators and curators.

Curates topic or creator specific content daily.

Welcome to Storyboard

http://mashable.com/2012/06/03/the-beginners-guide-to-tumblr/
http://storyboard.tumblr.com/about
Square Register

Beyond mobile payments:
• Track inventory.
• Leverage loyalty programs.
• Analytics.

Evolution past mobile payments to free staff from register and into mobile as platform for service management.
Mobile payments as growing trend

The future of money: Smartphone swiping in the mobile age

Tech experts believe that by 2020 many consumers will have embraced

bit.ly Redesign & Mobile App

Provides more curation features for custom URLs and shortening on the go.
AT&T CEO Randall Stephenson  - "I'll be surprised if, in the next 24 months, we don't see people in the market place with data-only plans," Stephenson said at a Sanford Bernstein investor conference in New York. "I just think that's inevitable."

Learn & Share

When you share your search you just might be helping others discover what they are looking for. It is a beautiful circle isn’t it.

TRY IT

Share Your Search
Discover New Interests
Start a Video Party
See how it works

http://www.so.cl/
Facebook is now the 3rd most populous country with 901 Million monthly active users

Facebook Sent 160 Million Visitors to Mobile Apps in March

Up from 60 million in February

These represent over 1 billion visits

“Seven of the top ten grossing iOS apps and six of the top ten grossing Android apps are integrated with Facebook.” -
https://developers.facebook.com/blog/post/2012/05/01/growth-and-mobile-apps/
Trending Videos

NBA Basketball: TBA at Miami Heat

IntoNow
Best way to understand photo synching with iCloud

Pictures taken by iPhone thief continue to be uploaded via iCloud

http://www.facebook.com/media/set/?set=a.4102695045342.2181863.1221948597&type=3

http://www.huffingtonpost.com/2012/05/23/disney-cruise-iphone-thief-uploads-photos-to-photo-stream-facebook_n_1539353.html#s219615&title=Markedly_Bad_Disguise
Google Drive – Cloud Storage

https://drive.google.com
Staying fresh by staying current

- Apple my update iCloud to include social sharing of files (pictures, videos and more) and not just storage.
- Twitter announced on its blog, “Discover better stories,” a bit of Twitter news of obvious interest to info pros. The new Discovery Tab prioritizes social connections in a more personalized display.
Self publishing app mashes up with Google Drive

Collaborate on a piece of work in Google Drive and publish with Lulu

What Is Google Drive?

Google Drive is a cloud storage and collaboration service from Google that allows people to create, edit, and share files with one another. Drive also allows people to store their files online and access them from any device: in desktop folders on Mac or PC computers, in mobile apps on Android or iOS devices, or from any web browser by visiting drive.google.com. It’s a simple way for people to open files from Drive, make changes or edits in the application, and then save the updated file in Drive.

“Lulu is also working on expanding its content creation and distribution options for the app, with plans to add the ability to create print books directly from Google Drive, as well as sell titles created on Google Drive through other outlets such as Amazon.com, iBookstore, and the Nook Bookstore.” - http://mashable.com/2012/04/24/lulu-google-drive/
Announced: Oprah's Book Club 2.0. A new digital version of her book club

- Leverages eReader features.
- Author chats via Twitter.

It's the true story so fantastic Oprah launched a brand new, interactive book club to share the experience with readers everywhere! Watch to find out why Oprah says Cheryl Strayed's *Wild* is truly a wild ride, and learn more about how to participate in Oprah's Book Club 2.0 on your favorite e-reader.

“Social Emerging as Starting Distribution Point for Content”

Post consumption sharing is no longer the only social role for content.
Social, crowd publishing

Write, read and share!
The social network to find books, publish your own, create shelves and spread ideas.

Collaborate
Write to other authors, send your suggestions and be part of the history of books around the world.

Publish
Start writing online on Widbook and publish the chapters as you go, even if the book is not yet finished.

Follow
Read all available books and approach authors by sending comments and following the writing process page by page.

http://www.widbook.com
Crowd sourcing mobile behavior to predict consumer behavior

Tech behavior an indicator of larger impacts
From tagging songs to app access to service provision

Shazam and freecreditscore.com Team Up to Provide People Instant Access to Their Credit Scores

New campaign helps people be savvier about their credit score

New York, NY – November 17, 2011 - Shazam®, the world’s leading mobile discovery company, today announced that it has teamed up with freecreditscore.com™, part of the Experian® family of brands, to make freecreditscore.com television ads Shazamable. This campaign allows viewers who tag songs from freecreditscore.com commercials to instantly track their credit score.

Running through the end of 2011, people can download the freecreditscore.com App after being prompted to “Shazam for More.” Once viewers have used Shazam to tag the freecreditscore.com commercial, they will be prompted to a convenient link where they can download the freecreditscore.com App. They will also have access to exclusive ringtones and wallpaper of The freecreditscore.com Band. After downloading the freecreditscore.com App and registering, people can easily track their credit score, wherever they are.
eBook readers read and buy more books

http://www.freelancewritinggigs.com/2012/05/look-ereading-trends/
Crowd funded and sourced books

Users have input into what books are selected for publication
FlipBoard

A social magazine-like app which aggregates web content from including from social media and online content sources, with a visual touch-interactive magazine display.

Flipboard’s Nature is to harness to human interest in visual engagement, social discovery, and self curation.
Flipboard Expands w/ Audio partnerships

What’s That Sound? Flipboard Launches SoundCloud, NPR, PRI and New Accessibility Features

Posted on May 16, 2012 by inside.flipboard

‘Hear a Different Voice’ on Flipboard with PRI

Posted on May 16, 2012 by inside.flipboard

(Coming soon to Android devices)

No longer just for text, ... and image, ... and video content.
“Publishers, distributors and libraries must accept that new models of lending will not look like the old print model”
(Robert C. Maier, director of the Massachusetts Board of Library Commissioners)
http://www.ala.org/news/pr?id=10543

“We are not just trying to solve a library lending problem” (Carrie Russell, director of the ALA Program on Public Access to Information)

Amazon Claims 54.4% of the Android Tablet Market:

“Kindle Fire taking over Android side of tablet market, report says.” Amazon may be winning because the focus on the tablet for content consumption.

“10" Tablets Have 39 Percent Higher Content Consumption Rate than 7" Tablets”

Comscore press release

Nook & Kindle Likely to get Lit Screens

By Nivedita Bhattacharjee

(Reuters) - Amazon.com Inc will launch new versions of its Kindle e-reader and tablet, including a monochrome e-reader with front lighting, a source who has seen the prototype told Reuters.

http://www.huffingtonpost.com/2012/05/14/new-amazon-kindle_n_1515650.html?ref=technology

Nook Simple Touch adds **GlowLight** to read in the dark

Catching up with the iPad in freeing readers from reliance on the light

http://www.barnesandnoble.com/
Spotify App for iPad Arrives, and It’s Beautiful:

New visual layout that maximizes the tablet screen and includes improved searching and much more. [http://itunes.apple.com/app/spotify/id324684580?mt=8](http://itunes.apple.com/app/spotify/id324684580?mt=8) This is a great example of pay for more access model: premium subscribers alone have access to mobile versions of the streaming service.
Location-Aware Services and QR Codes for Libraries

By Joe Murphy

THE TECH SET® 2012

Series Edited by Ellyssa Kroski

Practical guide to today’s hot technologies written to help you enhance the library-user connection

www.neal-schuman.com/qr
"the next dimension of Google Maps"

3D? (most likely) Enhanced indoor tours?

Of interest because tech changes impact service approaches. Changes to Google Maps means revisions to how we are visible and discoverable to localized users.

[From invite to Google event]

http://thenextweb.com/google/2012/06/01/google-to-head-apple-off-at-the-pass-by-holding-3d-maps-event-june-6th-just-before-wwdc/
Apple likely to announce dropping Google Maps for its devices in favor of an improved Apple made map feature.

Will likely impact local data about your library: possibly changing how it is displayed as well as location sensitive discovery opportunities.
App Uses Foursquare Data and Voice Technology to Assist Blind People

Pulls relevant information from Foursquare for your location. It reads aloud street names, directions, what is ear by, street crossings, etc. Draws a virtual map with sound.

Importance:
Makes use of crowd sourced location based data from Foursquare.

Foursquare celebrates '4sqDay' with 20 million users, two billion check-ins since launch

By Ross Miller on April 16, 2012 12:35 pm

Mathematically-speaking, four squared is 16, so 4/16 — as in, April 16th, which is today — has been Foursquare’s official “4sqDay” for the past few years. This year, CEO Dennis Crowley and his team decided to do a video in honor of the occasion, which provided a platform for boasting about a few nicely rounded numbers: 36 million profiles, two billion check-ins.

http://www.theverge.com/2012/4/16/2952298/Foursquare-4sqday-2-billion-checkins
Foursquare refocuses on discovery.

App updates coming

Item promotions for purchase by business.

This may change the game for non-profit service centers.

“We’ll essentially be offering promoted placement of specials within our redesigned app, targeted using the same technology that powers Explore, and some other premium features,” Foursquare spokesperson in interview with Mashable.
Re-Imagination of Scrapbooking / Aspiration…

THEN…
Paper / Scissors / Glue

NOW…
(Pinterest)
One-Click to Pin / Share / Follow / Always Accessible

Pinterest Drives More Referral Traffic Than Google Plus, YouTube and LinkedIn Combined

by Janet Aronica at 8am, January 31st, 2012

http://blog.shareaholic.com/2012/01/pinterest-referral-traffic/

Aggregated data from more than 200,000 publishers that reach more than 200 million unique monthly visitors each month. Pinterest drives more referral traffic than Google Plus, LinkedIn and YouTube combined.

January 2012 Referral Traffic Report

<table>
<thead>
<tr>
<th>Referral Source</th>
<th>Percentage of Total Referral Traffic From December</th>
<th>Percentage of Total Referral Traffic From January</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>25.6%</td>
<td>26.4%</td>
</tr>
<tr>
<td>StumbleUpon</td>
<td>6.5%</td>
<td>5.07%</td>
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<tr>
<td>Google</td>
<td>3.69%</td>
<td>3.62%</td>
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<td>Twitter</td>
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<td>3.61%</td>
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<td>2.5%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Youtube</td>
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<tr>
<td>MySpace</td>
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<td>0.01%</td>
</tr>
</tbody>
</table>

Presented by: Shareaholic
Why Pinterest

• Pinterest reflects the major trends of
  – self curation of online content
  – image
    engagement/sharing/visual and social search and discovery

• Pinterest’s growth impacts online sharing

• Good for targeting specific users with specific content
Pinterest for Academic Libraries

• The three main areas of utilizing Pinterest in academic libraries are:
  – Facilitate collaboration
  – Assist self curation
  – Create visual resource guides

http://pinterest.com/pin/186758715767974119/
Ethics of Pinterest

- How does Copyright come into play with Pinterest?
- What can libraries Pin
- How to protect intellectual property on Pinterest

http://www.flickr.com/photos/mikeblogs/3020135683/
Pin From your Social Media Content

Photos by joemurphy_libraryfuture on Instagram

Roots, fingers clasping
Hi, Joe!

Last Week...
15 new people started following you!
See all of your followers on your profile page.

Here at Pinterest...
The best video we watched this week - and definitely the most epic proposal we've ever seen - has to be Isaac's "Live Lip-Dub" for his girlfriend Amy.

Popular Boards

architecture / interior design Selection

ANIM ...

Places

the layer

Jane Wang

Lucy Merrill
Pinterest Analytics Dashboard

Track Pin performance and schedule Pins

http://mashable.com/2012/04/04/pinerly-pinterest-analytics-dashboard/#5706713-Coming-Soon

http://pandodaily.com/2012/05/28/meet-pinerly-the-buddy-media-of-pinterest/
Easy to Pin Videos from YouTube & Vimeo
Flickr add Share to Pinterest feature

To protect proper attribution, not just for convenience.

Also helps flickr stay relevant

This could be a good way to streamline your Flickr and Pinterest projects
Pinterest for targeting an audience
Inviting to collaborative Pinboards
Bucks County Public Libraries Chooses Sunesys for Managed WAN

Sunesys announces construction to connect 11 libraries in the Bucks County Public Libraries system with a managed wide area network (WAN). Sunesys recently began construction to connect 11 libraries in the Bucks County Public Libraries system with a one...

Religion Update
Spring 2012: Libraries Offer Publishers a Fertile Field for Sales

Religion publishers are finding a deep and ready market thanks to public libraries that stock their shelves with everything from inspirational fiction to Judaica, numerology to Christian living. The Library Bill of Rights states "books...

Too erotic to stock: Libraries in some states won't offer best-selling 'Fifty Shades of Grey'

Kennedy, Library Officials Announce State Grants for Buffalo and Erie County Libraries

Buffalo (WKBW release) -- State Senator Timothy M. Kennedy, a member of the Senate Committee on Libraries, announced a
PostWire combines elements of Flipboard, Pinterest, & cloud sharing

“collect and share videos, photos, web links and documents on a private page you create for each client”

To “connect with their clients in a more visual, interactive way”

Libraries might use to create multifaceted landing pages for user-specific resources
Instagram

- 50 Million+ users
- Hash tags to pull together images around a topic
- Share story of your library through the pictures uploaded at your location
- API to pull together pictures taken around campus
Facebook’s Camera App
Mobile photo sharing comes to Facebook in a big way after Instagram acquisition.
Facebook’s mobile strategy

Evolution of Facebook and mobile photo sharing – note past experiments and timing.

The implications for libraries include a streamlined photo interaction and sharing experience and greater exposure of this kind of mobile interaction model.
Notice the pattern

• Messaging apps take off, Facebook acquires major player and releases own app

• Mobile photo sharing explodes, Facebook buys biggest tool in that arena, releases stand alone app
The True Meaning of Mobile Photo Sharing

Community contributions to the visual narrative of a place/topic/social grouping
Other Photo Sharing Apps

Hi joemurphy,

picplz Shutting Down Permanently

On July 3, 2012, picplz will shut down permanently and all photos and data will be deleted.

Until then, you can log in and download your photos by clicking on the download link next to each photo in your photo feed.

Now more of a mobile life-streaming app
Google may buy Meebo

Meebo, a popular online messaging aggregator in the heyday of IM, has exhibited some interesting pivots since then to reposition for relevancy.

More interesting to us is the newest Meebo product, a social tool that helps with current awareness and information filtering.
Have Libraries Also Kept Pace with These Changes?

Facebook Messenger app

- Bought Beluga
- Incorporated groups
- Location
- Image sharing

Apple’s iMessage:
- Cloud conversations
- Image sharing
- Data, not just sms
- Groups
More Impacts and Applications of SMS

Texting Studies

Take a look at the many ways text messages have been used to improve lives:

Social therapy

Social therapy

Why: Doctor Adrian Aguilera, a social welfare professor, sent his patients, who struggled with depression, text messages to remind them to track their moods, and help them practice what they learned in therapy.

Results: Patients felt more connected and cared for when they received text messages. About 75% of the patients asked if they could continue receiving the texted reminders once the study was over.

Sunscreen adherence

Sunscreen adherence

Why: The Center for Connected Health wanted to see if people would be more likely to apply sunscreen if they were texted reminders.

Results: By the end of the six weeks, adherence rates almost doubled: 56% compared to those who did not receive reminder texts, 30%. 69% wanted to continue the service, and 89% would recommend it to others.

http://www.onlinecollegecourses.com/2012/05/21/benefits-of-texting/
Back to the next wave of mobile communication

Big Trend in mobile communication:
• Group messaging
• Fusion of images, talking, text
• Location integration

http://voxer.com/
The Future of Gamification - Pew Study

Gamification: Experts expect ‘game layers’ to expand in the future, with positive and negative results

Tech stakeholders and analysts generally believe the use of game mechanics, feedback loops, and rewards will become more embedded in daily life by 2020, but they are split about how widely the trend will extend. Some say the move to implement more game elements in networked communications will be mostly positive, aiding education, health, business, and training. Some warn it can take the form of invisible, insidious behavioral manipulation.

Janna Quitney Anderson, Elon University
Lee Rainie, Pew Research Center’s Internet & American Life Project
May 18, 2012

One respondent says - “The development of ‘serious games’ applied productively to a wide scope of human activities will accelerate simply because playing is more fun than working.” – Mike Liebhold, senior researcher and distinguished fellow at The Institute for the Future
Gamification is about taking the essence of games – fun, play and passion – and applying it to real-world, non-game situations. In a business setting, that means designing solutions using gaming principles in everything from back-office tasks and training to sales management and career counseling. Gamification can help get stakeholders passionately and deliberately involved with your organization. Organizations that embrace gamification have the opportunity to gain loyal customers and find a competitive edge in recruiting, retention, talent development and business performance.

Understanding technological impacts on behaviors

My recommendation: stop focus on studying it and start living it.
Live in the moment of transformation

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Technology & innovations in libraries and their impact on learning, research and users

Joe Murphy

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