





# Baby Busters, Gen-X and Born Digital Babies Millennials Information Behaviors

Stephen Abram
New York Library Association Conference
Oct. 19, 2007









What future was our promise?

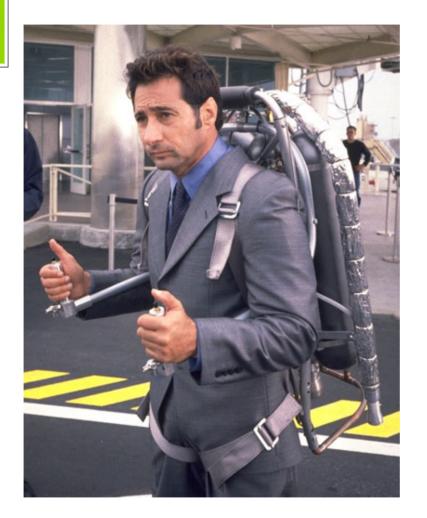
different



different



different











# What future is their promise?

Are we preparing them for the world of their future or *our* past?



# 2000 Light Stopped

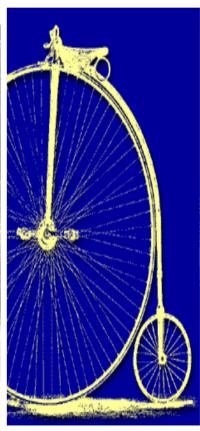






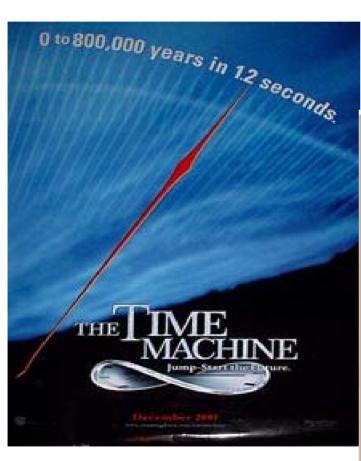
# 2001 Light Slowed to Bicycle Speed

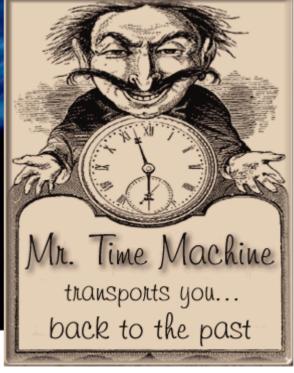






## 2002 Light Sent into Future







# 2003 Light Transported





## 2006 Light Goes Backwards



Boyd's team collected data showing light traveling 'backwards,' seemingly faster than light speed.

Image credit: Univ. of Rochester

Romulan cloaking Devices at Duke U.



#### The Millennials/Gen Y/Echo Boomers

- Who are they?
- What are their values?
- How do they obtain information?
- How do they communicate?
- How do we communicate with them?







# Information Engagement Levels

Stimulate/Live

**Present/Teach** 

**Argue/Defend** 

**Act on/ Discuss** 

Read/View

Dr. Thomas Davenport



# Learning Styles

- Visual/Spatial (Picture Smart)
- Verbal/Linguistic (Word Smart)
- Musical/Rhythmic (Music Smart)
- Logical/Mathematical (Number Smart)
- Bodily/Kinesthetic (Body Smart)
- Interpersonal (People Smart)
- Intrapersonal (Self Smart)
  - Piaget, Bloom, Gardner, etc.



# Information Literacy

- Standard Curriculum Components
  - Mathematics / Arithmetic
  - Science, Biology, Physics & Chemistry
  - English, Languages
  - History, Geography, Politics, Sociology
  - Music, Art, Phys ed.
  - Guidance, Religion



# Information Literacy

Information literacy is integrally tied every aspect the curriculum:

# K-12 Information Literacy Rubrics

- English and

iys ed. dance, etc.

There is an imperative for people to have a lifetong curriculum - a personal learning strategy



## Gen Y demographics

- Born between about 1977 and 1994
- Currently aged 12 29
- 74 million in U.S. (28% of population)
- Ethnically diverse:
  - More than one-third (38%) not Caucasian
  - 15% African American; 14% Hispanic
  - Many who define themselves as multiracial
- Many from one-parent homes
  - By the early 90s nearly one-third of births were to single mothers
  - One-third of US marriages currently end in divorce





Baby	Gen. X	Echo
Boomers		Boomers
1946-1964	1965-1977	1978-1995
74 Million	49 Million	78 Million
Diversity as	Accept	Celebrate
a Cause	Diversity	Diversity
Idealistic	Pragmatic /	Optimistic
	Cynical	/Realistic
Mass	Self Reliant /	Self
Movement	ndividual	Inventive /
		Individual
Conform to	Reject the	Rewrite the
the Rules	Rules	Rules
Killer Job	Killer Life	Killer
		Lifestyle

Insight & Futurist Group 10/2000 www.enterprisingmuseums.com





#### Different values

#### Gen X:

- Disillusioned, rebellious, pessimistic
- Distrusting of authority
- Late to marry and have children

#### Gen Y:

- Optimistic, idealistic, more traditional
- More prevalent family and religious values
- More socially conscious
- Teen alcohol and drug usage, pregnancy, and homicide rates are down from 1980
- Predicted: earlier marriages, more children





#### Different values

#### Gen X:

- Pragmatic/cynical
- Accept diversity
- Reject the rules
- Increasing crime rates
- Latchkey kids
- Talkers
- PC
- Multitask
- Use technology

#### Gen Y:

- Optimistic/realistic
- Celebrate diversity
- Rewrite the rules
- Decreasing crime rates
- Helicopter parents
- Doers
- Internet
- Multitask even faster
- Assume technology





#### Role models

	<u>8-12 yrs</u> .	<u>13-21 yrs</u> .
Mother:	76%	46%
Father:	55%	36%
Grandparent:	31%	16%
Teacher/coach:	21%	16%
Singer/musician:	9%	13%
Athlete:	8%	6%





## Girl power

#### Girls:

- Higher reading scores than boys
- Have caught up to boys in math
- Dominate extracurricular activities
- Dominate college enrollments - 57%
- Study more, make higher grades, graduate in less time

#### Boys:

- Still more likely to take part in sports (63% vs. 49% of girls)
- More likely to be in special ed (73% of all special ed students)
- Four times more likely than girls to commit suicide
- Continue to earn more than girls, but the gap is closing





## Young people and religion

- 51% say religion is extremely/very important; 26% say it's somewhat important
- 68% say their religious views are similar to their parents'
- 51% agree that "I know God really exists and I have no doubts about it"
- 68% approve of having "In God we trust" on coins
- 67% approve of including "One nation, under God" in the Pledge of Allegiance
- 51% approve of displaying a monument to the Ten Commandments in a public school building
- 45% say prayer is OK at a public school ceremony





## Imagine...

- There has always been MTV
- Text has always been hyperlinked (younger Millennials)
- Popcorn has always been microwaved
- The Vietnam War is studied in ancient history
- Razors, Micros, Shavers, Swings and Dinos are ...?
- Michael Jackson has always been strange





## Spending power

- Gen Y earned \$233 billion in 2005
- A gender gap still exists
  - Boys: \$128 billion
  - Girls: \$105 billion
- Online behavior a major driver of offline purchases
  - \$42 billion in purchases first seen/researched online (\$729 per capita)
  - Nearly \$22 billion more than last year (\$380 increase per capita)
- 56% of 18 to 21-year-olds are saving for college
- 45% of 18 to 21-year-olds have credit cards





#### Internet penetration

- More than 90% have a home computer
- More than 90% have Internet access
- % having their OWN computer at home:

**- 10-12: 33%** 

**– 13-15: 46%** 

**– 16-17: 63%** 

**- 18-21: 87%** 

Over 55% have broadband access





#### Internet usage

- 85% of 13 21-year-olds say they spent more than an hour on the Internet "yesterday"
- 50% of 18 21-year-olds read the news online in the "past week"
- % of 13 21-year-olds who sent more than mail "in the past month:"

Links to sites: 50%

- Photos/pictures: 43%

Email advertising: 42%

Chain letters: 34%

Documents: 32%





## Weekly media consumption

Ages	TV hours	Internet hours
9	1 4 110013	millorifol flours

$$21 - 24$$
 13.7 15.5



# What they do online

Send or receive e-mail	56%
Chat with people	53%
Help on homework	51%
Just surf the net	45%
Play online games	42%
Sample/listen to music	35%
Download music/audio	35%
Get info for purchases	34%
IM-ing/buddy lists	29%
Get info on hobbies	25%

RoperASW Youth Report 2004





## Media/technology/entertainment options

- Web surfing
- Cell phones and text messaging
- DVD players and burners
- MP3s, JPEGs, digital cameras
- Videogames
- Online gaming
- Streaming video
- Podcasting
- TiVo

...and more





#### Media saturation

- Millennials like choice they gain a sense of empowerment from having options
- Total media consumption time has remained fixed ∴ the Internet has gained at the expense of other media
- Media selection is based on efficiency in meeting needs
- Internet is preferred for informational needs
- "For today's kids, media must be instant, electronic, and portable."
  - Louis Feola, former President, Universal Worldwide Home Entertainment





#### New behaviors

- Multi-tasking
- Split screens and crawls
- IM-ing and blogging
- Ad avoidance





## Multi-tasking

"We live in a state of continuous partial attention."

- Multi-tasking while watching TV:
  - 75% of kids with TV in room
  - 65% of kids without TV in room
- Girls 9-11 are the most prolific media multitaskers, combining TV and Internet, TV and radio, and other vehicles more often than boys or younger girls

2003 Knowledge Networks/SRI interviews with 245 children ages 8 to 17





## Multi-tasking when online

When you are online, what else do you typically do at the same time?

Eat: 58%

Listen to CDs/MP3s: 53%

Talk on the phone: 40%

Watch TV: 39%

Listen to the radio: 33%

Do homework 24%

Read: 15%

Nothing: 5%





## Visual fragmentation

- Split screens, crawls, Flash, etc. are expected in videos, TV, Web sites, movies, and video games – it's "normal"
- In magazines Millennials prefer one-spread layouts, concise copy blocks, "information chunks"
- Print integration with Web sitelets is efficient and expected





## Interactivity

- Pervasiveness of IM'ing and blogging
  - Medium hot vs. medium cool
  - 75% of teens with online access IM
  - Dealing with difficult subjects
- Increasing use of blogs, chats, and podcasting by colleges and other youth marketers
- FuseTV: competing with MTV with split screens plus interactivity and mobile messaging





## Gen Y: How do they decide?



- Word-of-mouth
- Peer support
- Ignore "The Man"
- Movies,TV, and print for trends
- Internet for information
- Delay





## 2020 Prediction from Peter Kaufman

- Over the next 13 years an iPod size device will hold:
- 1 year's worth of <u>video</u> (8,760 hours) by **2012** (5 years from now)
- ALL the commercial <u>music</u> ever created by 2015 (8 years), and
- ALL the <u>content</u> ever created (in all media) by **2020** (13 years).
- This will drive a new global phase of large informational hubs on the web and massive aggregations of content and services.
- What does this Internet and personal device hybrid world look like?











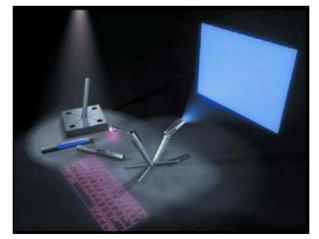










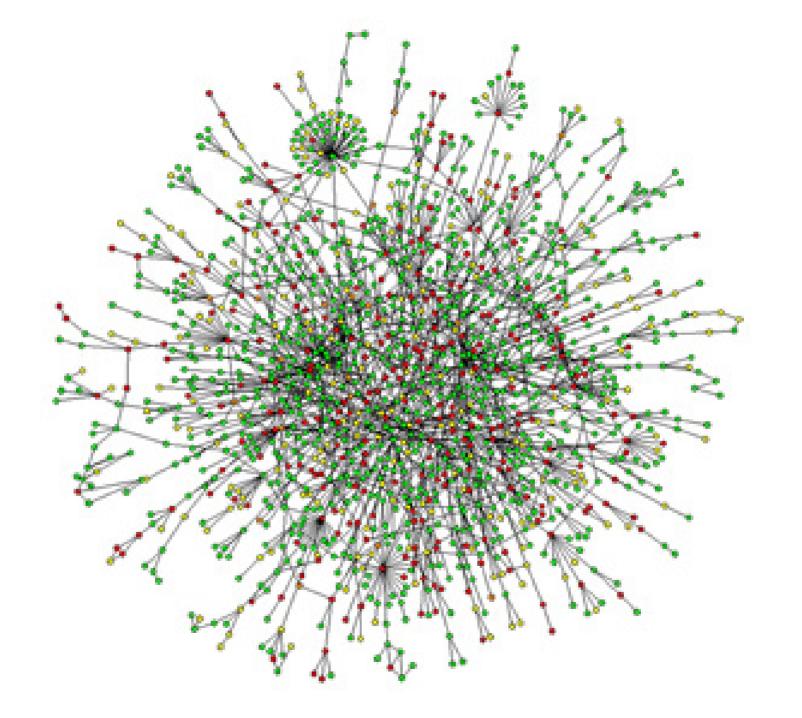


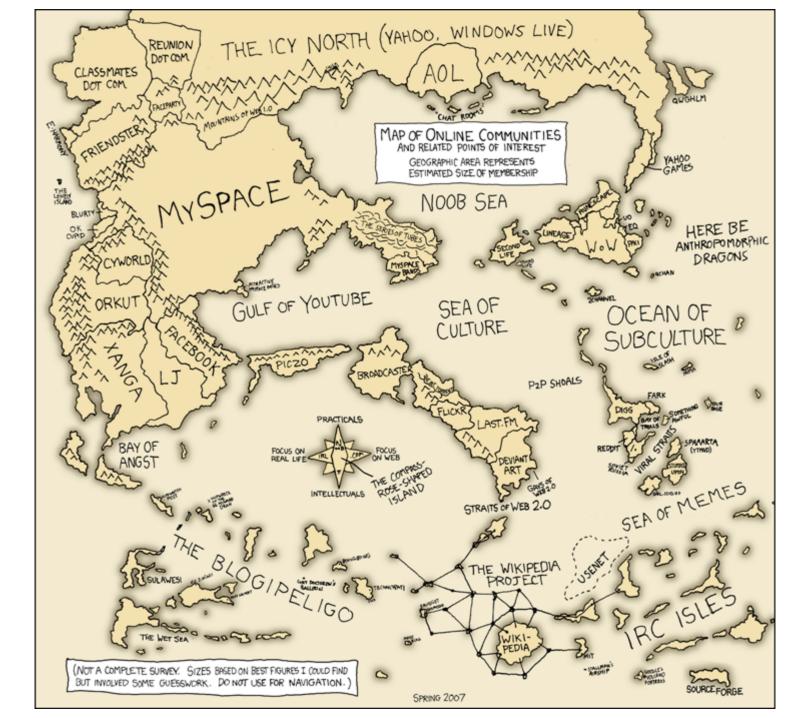








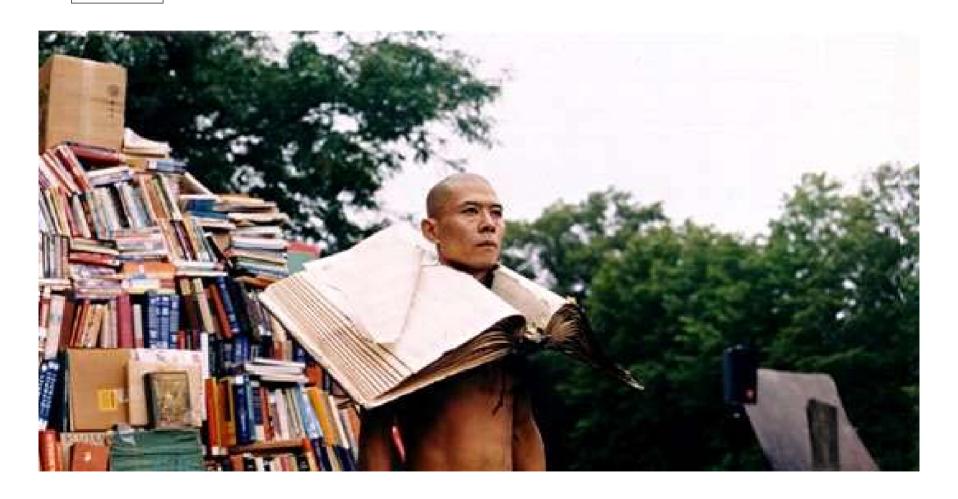














## Reading declines with age

In the past month have you...

- Read a book, not for school
  - 71% of 8-12 year olds
  - 57% of 13-21 year olds
- Played computer games
  - 86% of 8-12 year olds
  - 68% of 13-21 year olds





Context is King, not Content.



## Simple Collaboration



#### Messenger









**Meebo and Trillian** 

90%+ of people from ages 15-25 have at least one IM account vs. only 5% of over 30's

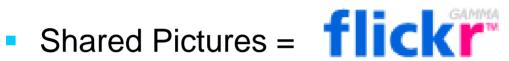


## IM: Instant Messaging

- Thomas Ford Memorial Library 50%!
- Pennsylvania State University IM pilots now 28 site campus-wide
- SirsiDynix Docutek VRLPlus K-12 experience in New Zealand



"Web 2.0 generally refers to a second generally of services available on the WWW that lets people collaborate and share information online." Wikipedia



Shared Knowledge = WIKIPEDIA



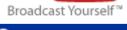
Shared Bookmarks =



Shared News =



Shared Videos =



Shared Everything =







































**ELF** - keeping tabs on your library material













## LIBRARY 2.0 MATRIX

#### Resource Environment Library 2.0 user

Library catalogue - MARC compliant Web 2.0 platform 24/7

- adaptable user interface

#### Information services

- Online, Virtual Learning spaces

**Blended digital Web Collections** 

Blended digital repository

#### Digital access for personal organisation

- E-reserve
- Borrower loan access

#### Digital access for licensed collections

- e-books, videos & multimedia, images, learning objects, etc.
- specialist online databases

#### Federated searching

- Z39.50

Taxonomy - supported by global metadata standards

#### Web 2.0 as Platform Library 2.0 user

#### E-learning 2.0 environment

- LMS, ELGG, LAMS etc.

#### Social Networks

- MySpace/Facebook
- Blogs & Wikis
- Read/Write web functionality
- Social Bookmarking
- Images & multimedia sharing
- Podcasting & vodcasting

#### Folksonomy

Tagging for personalisation

#### Searching

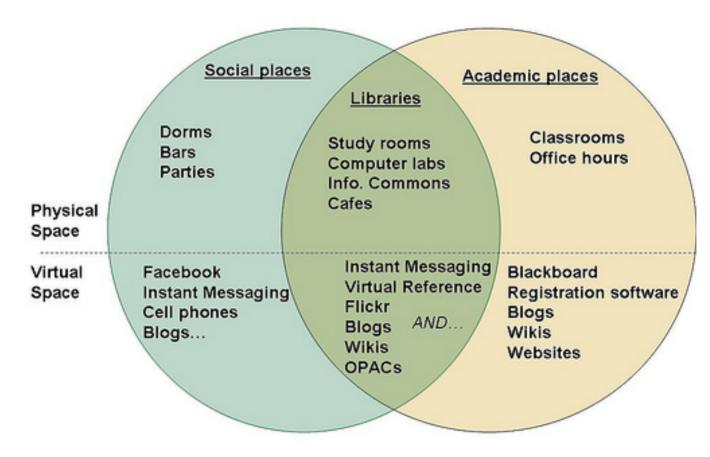
- Browser and desktop API
- Blogs & social networks
- Visual & metasearch engines

#### Mobile computing

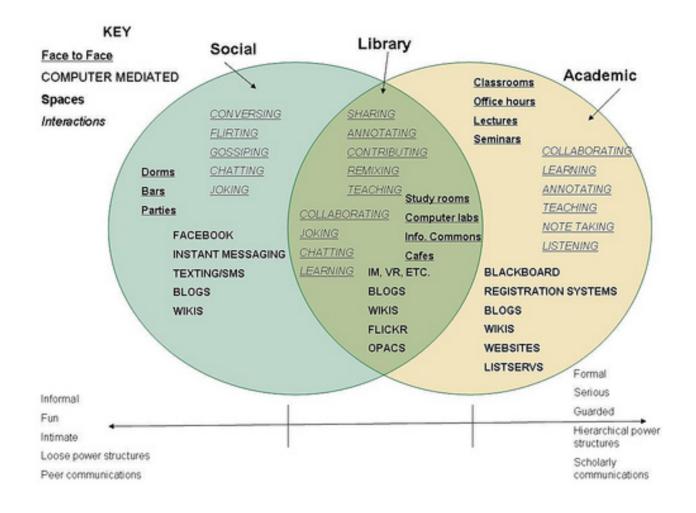
RSS feeds and Mashups

http://heyjude.wordpress.com/2006/09/01/music-inspires-library-20-matrix/





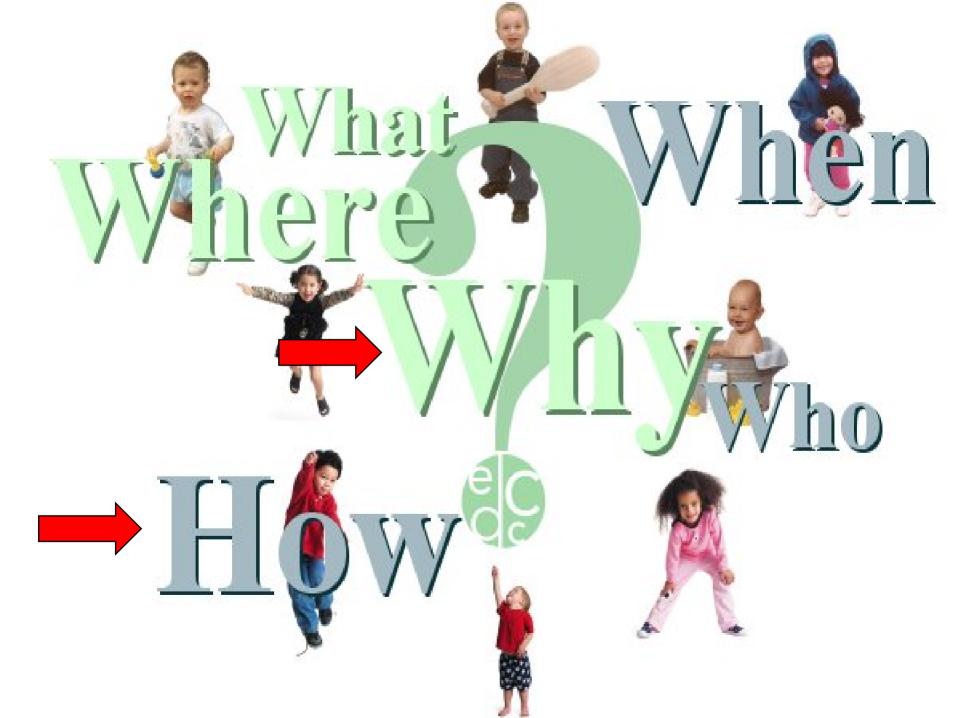






## Top 13 2.0 Apps for Librarians





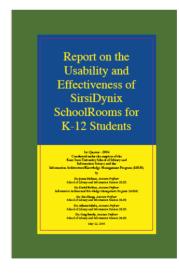
# Play!

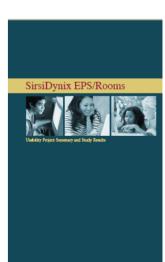


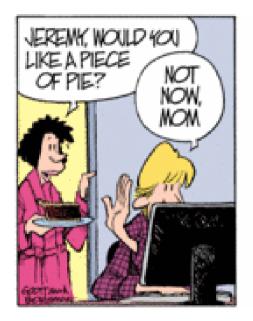


## Research and Insights

- Kent State U study of K-12 learners
- Huntsville Madison usability study
- Personas work
- Normative Data Project
- Visualization and Facets
- UCD User-centered Design
- Etc.

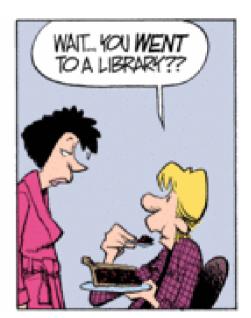


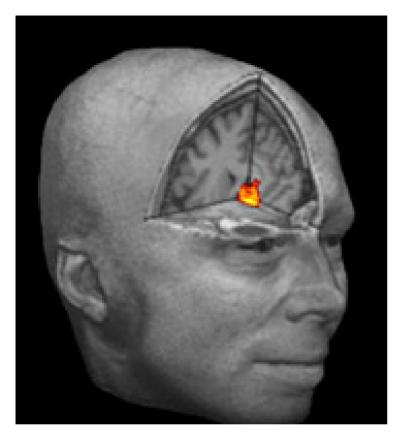




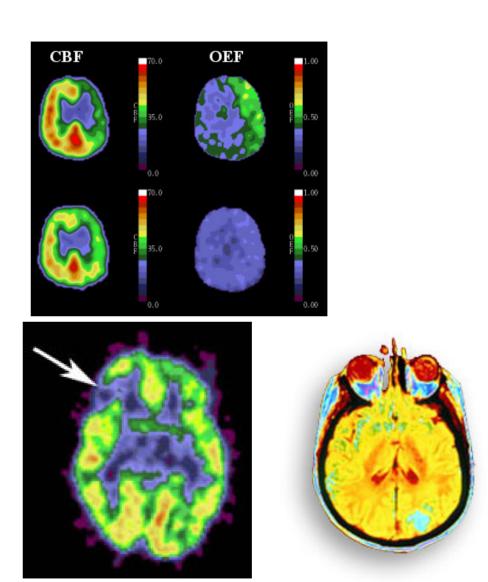


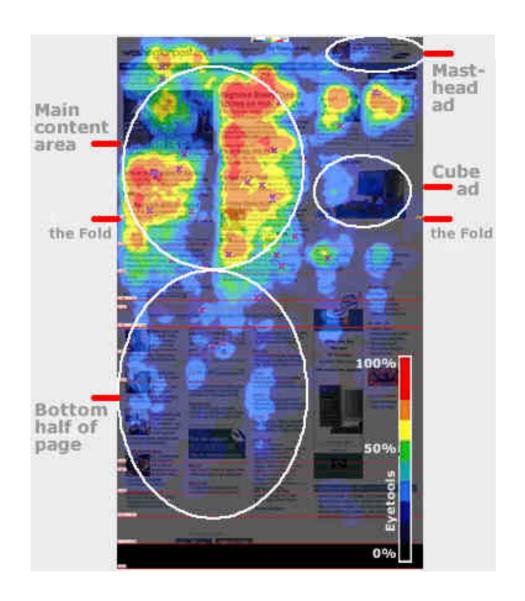






The Scary rewiring of the Millennials and post-Millennials

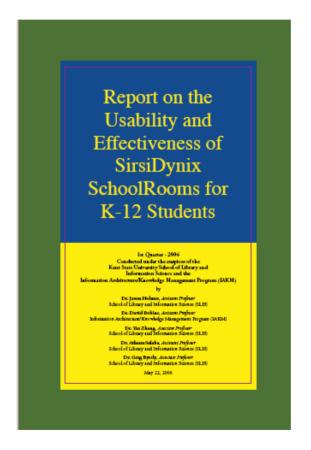






# **Eye Tracking Studies**

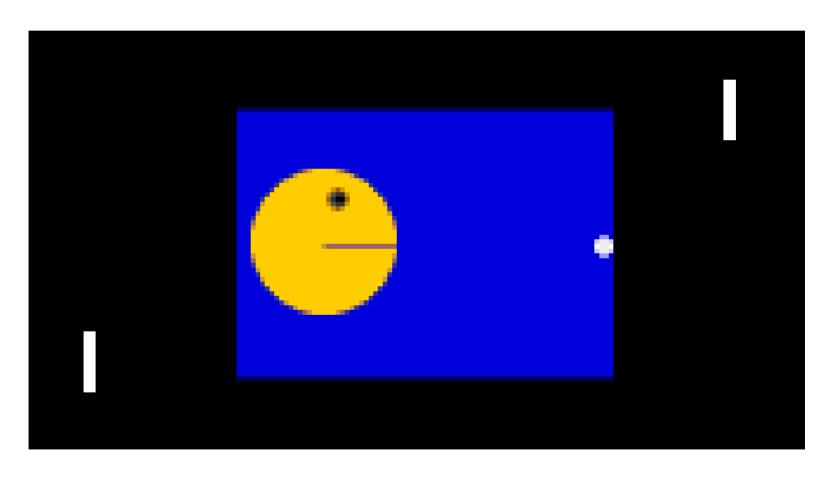








# Our Gaming Foundations





# EverQuest / WoW – Their Gaming





## Millennial Characteristics

Principled / Values	More Friends	More Diverse	Respect Intelligence
Optimistic / Positive	Internet Natives	More Choices	Format Agnostic
Balanced Lives	Adaptive / Flexible	Civic Minded	High Expectations
Collaborative	Nomadic	Gamers	Experiential
Independent	Confident	Direct	More Liberal & Conservative!
Multi-taskers	Inclusive	Patriotic	Entrepreneurial
Healthy Lifestyle	Family Oriented	Graphical	Achievement Oriented

Credit: Richard Sweeney, NJIT

E-Mail:

Password:





Premium Unlimited

Unlimited local & long-distance throughout Canada & the U.S.

Member Login

Remember my E-mail

rgot your password?

SIGN UP!

VoIP 9-1-1 service has certain limitations versus traditional 9-1-1. See vonage ca for details.

LOGIN

Home | Browse | Search | Invite | Rank | Mail | Blog | Favorites | Forum | Groups | Events | Games | Music | Classifieds

#### **Cool New People**









Blogs Browse Chat Rooms

Classifieds Filmmakers Forums

**Reminder:** 

200,00-350,000

A DAY!

#### **MySpace Music**



Two Gallants Indie San Francisco, CA

Two Gallants bring us an infusion storytelling epics and tear-in-your surprisingly original sound out of their timeworn influences.

ody-knuckted punk energy to er honky-tonk. They've crafted a

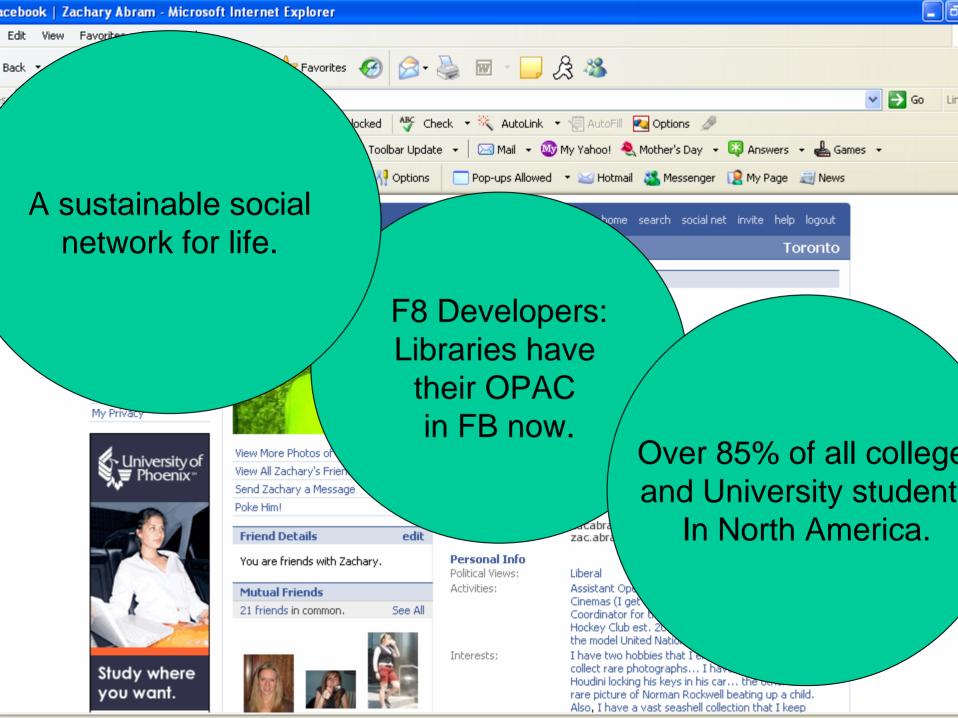
» Listen Now

# ▼ advertisement

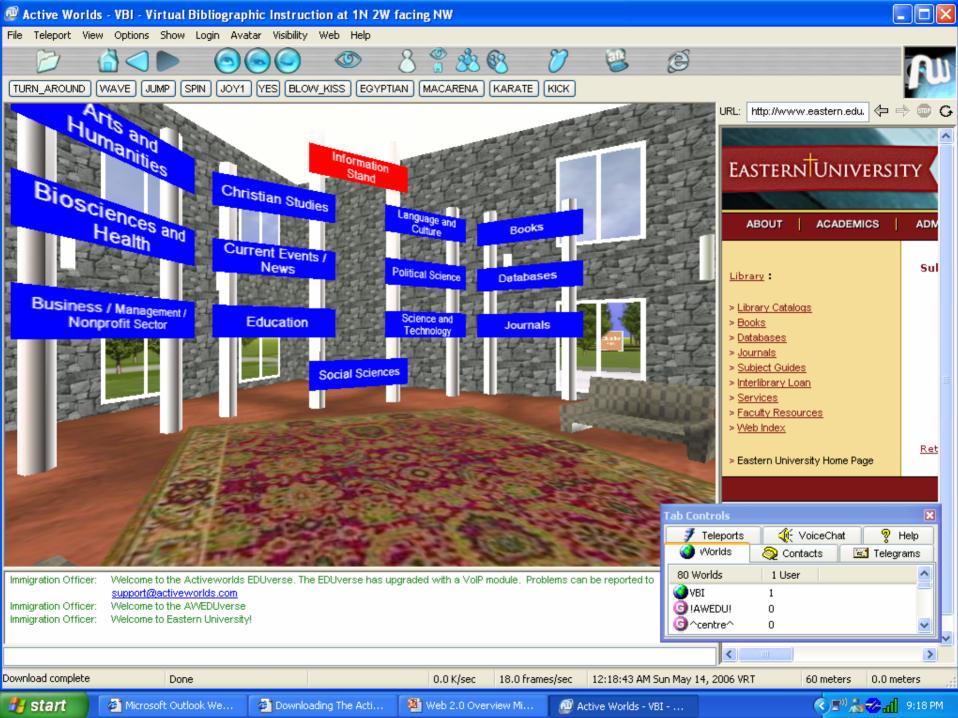
Open an ING DIRECT **Investment Savings** Account.

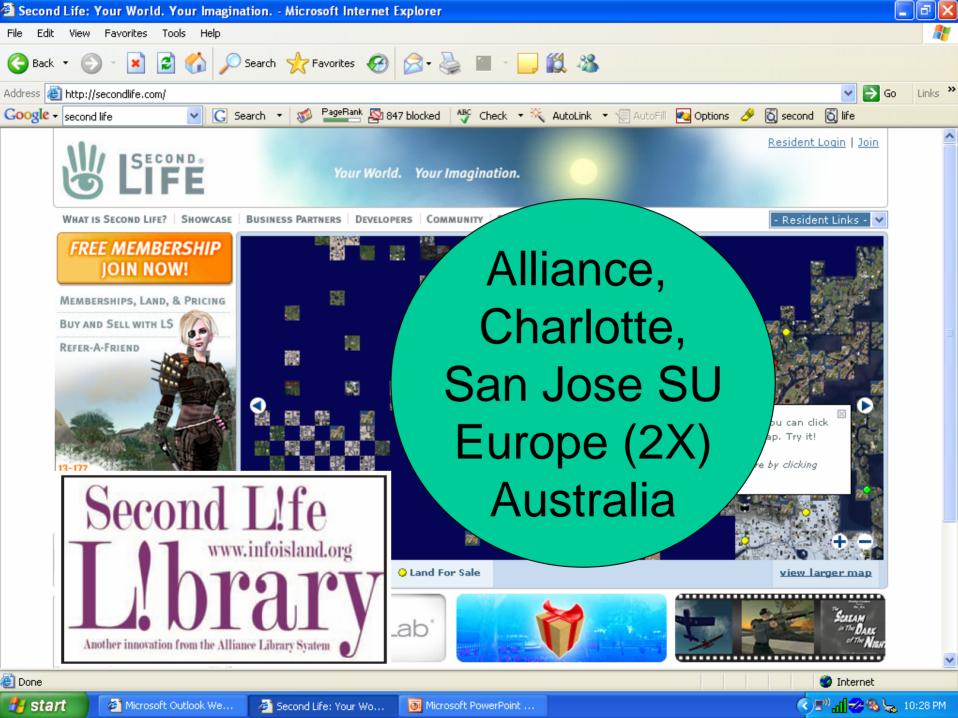
MySpace Specials

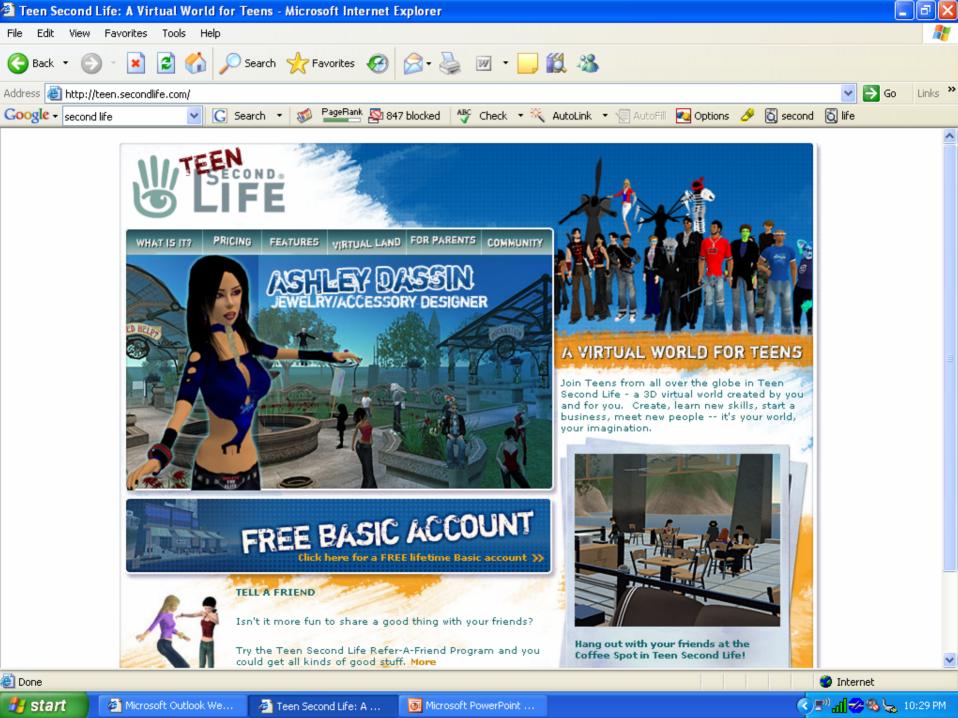
START SAVING











different

## Teen SL Library services meeting, 5/7/06





## Second Life Library eBooks





ZACK MORTAL HOSTED A class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.

## Reading is virtually fundamental in SL

By KATT KONGO Staff writer

While most Second Life residents are aware of the variety of ways in which SL is used, from educational classrooms to treatment of mental illnesses, most would be surprised to learn that SL is now being used by an institution most think of as conventional — a library.

To be more exact, the Alliance Library System (ALS) is currently providing select services to the residents of SL. Initial services have, so far, consisted of book discussions and programs, such as one held Friday on the topic of "Getting Along with IT staff for Librarians and Educators."

ALS, which is based in East Peoria, Ill., will team up with Online Programming for All Libraries (OPAL) and utilize the programs, and libraries, within SL. The two entities eventually hope to offer a plethora of library services.

In a telephone interview, Kitty Pope, executive director for the ALS. said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about People are volunteering and doing a the ALS, Pope said the organization

provides services to 286 libraries and is partially funded by the state of

She added that ALS is one of the most innovative organizations, technologically speaking, and their philosophy is to mine new technologies to spread the gospel of library usage. "Innovation equals risk, innovation equals growth," she stated.

Lori Bell, the ASL's director of innovation, read about SL in the blog of a librarian who was already a resident. She created an account, logged on with her avatar, Lorelei Junot, and saw a population of almost 200,000.

She found that SL had a few libraries, such as Wandering Yaffle's blacklibrary, but thought that library services could be expanded. "Since there is web programming through OPAL, why not offer that in SL?" she said

Librarians from all over the councurrently offered online to librarians try are gathering in SL to assist in setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

Bell concurred, saving, "The response has been enthusiastic.

See BOOK, Page 20



Attachments

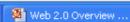
Comments

Pages

















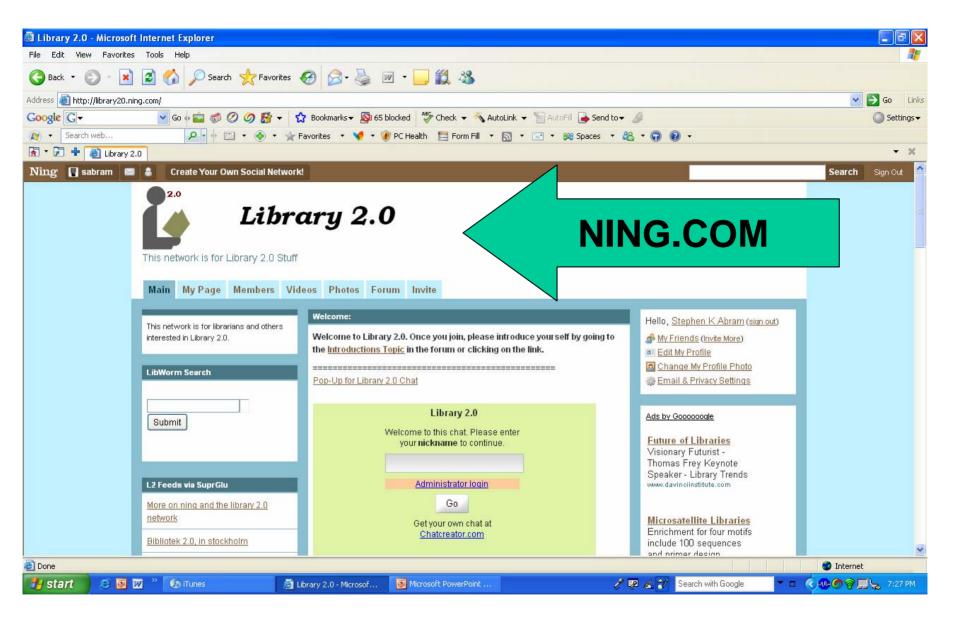






1 of 21

Active Worlds - VBI ...











Explore 📕

– 📒 Learn

#### Discover More...

What is SchoolRooms

What's in SchoolRooms

Who Uses SchoolRooms

Why Students Like SchoolRooms

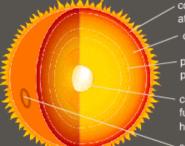
How Does SchoolRooms Work

Press & Events

Home



#### Earth Science Room: The Amazing Sun



A NEW LEARNING PORTAL FOR THE K-12 COMMUNITY

corona - the sun's atmosphere chromosphere

 photosphere – the lightproducing layer

core – where the nuclear fusion of helium and hydrogen takes place

sunspot – dark patch that makes cooler gases

#### Explore a new learning portal for the K12 community



© Images by Helicon. Used with permission.

SchoolRooms™ by SirsiDynix is a **new online portal** that encourages K-12 students to

explore, discover, and learn anywhere, anytime.

**Designed** to meet **students**' needs and to be a tool **for parents** who play an integral role in helping their children continue learning outside the classroom.

Using SchoolRooms, students can search (all at once!):



#### Best of Web™

Results from highquality, certified Web sites hand-picked by teachers and

librarians. Search databases at the same time and find related articles. Learn more about BOW.



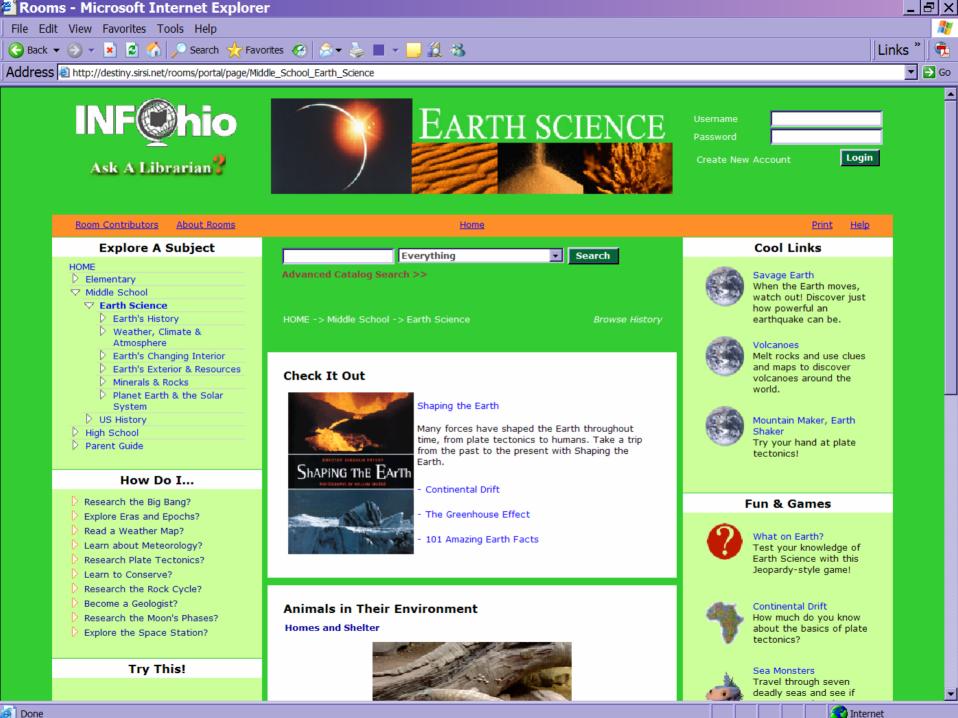
#### News & Events

Catch up on the news

about SchoolRooms. Check out the next place you can see SchoolRooms in action and find out more about how SchoolRooms can provide your students with an unparalleled learning experience.

Boston Public Case Study:





differen





## Multi-tasking when online

When you are online, what else do you typically do at the same time?

Eat: 58%

Listen to CDs/MP3s: 53%

Talk on the phone: 40%

Watch TV: 39%

Listen to the radio: 33%

Do homework 24%

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Nothing: 5%

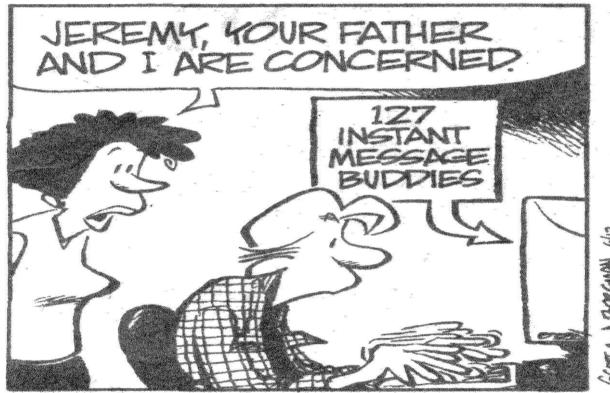
Harris Interactive YouthPulse 2005



## Visual fragmentation

- Split screens, crawls, Flash, etc. are expected in videos, TV, Web sites, movies, and video games – it's "normal"
- In magazines Millennials prefer one-spread layouts, concise copy blocks, "information chunks"
- Print integration with Web sitelets is efficient and expected

## Zits by Jerry Scott & Jim



## Borgman







different





#### Web tools to consider

- e-zines and e-newsletters
- Discussion boards
- Online chats
- "My librarian" (e-mail and IM)
- Quizzes, games, and contests
- e-postcards
- Wallpaper and screen savers
- News and events updated daily









Questions and discussion

BUCK & PULLEYN



# Thank you

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Chief Strategist, SirsiDynix Institute

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stephen.abram@sirsidynix.com

http://www.sirsidynix.com

Stephen's Lighthouse Blog

http://stephenslighthouse.sirsidynix.com



Enter Info\*Nation

#### 1NF0\*NAT10N

#### choose a career in libraries

Welcome

At the Core

Skills for Success

Benefits

Take a Tour

Library Blogs

Job Descriptions

**Get Started!** 

#### Welcome!

Libraries have changed since your grandmother was a kid. Sure, we still have books, but we have so much more... Take a peek around Info\*Nation and discover what a career in libraries might look like - we know you'll find more than you think.

Every day I have the limits of my imagination redrawn, simply by coming to work.

- Jeff Papineau, Library Technician, Bruce Peel Special Collections Library, University of Alberta



About Promotion Fun Stuff FAQ Contact & Comments Join

#### INFO\*NATION

#### choose a career in libraries

Welcome

At the Core

**Skills for Success** 

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Job Descriptions

Get Started!

#### Take a Tour

Pascal

Aurea

Stuart

Peggy

Mike Erica

Sophia

Todd

Jeff

Karen

Stacey

Liisa & Christina

#### **Tour the Library Community**

Find out why these individuals chose a career in libraries and what they love about their jobs.\*



<sup>\*</sup>These are real people (trust us, you can't make this stuff up).

At the Core

Skills for Success

Benefits

Take a Tour

Library Blogs

**Job Descriptions** 

Get Started!



# I first became interested in librarianship due to my desire for world domination.

Pascal Lupien, Librarian, University of Guelph

#### Why I love my job

What I enjoy most about being an academic librarian is the variety. A typical day's work may involve teaching an undergraduate class or workshop, meeting a graduate research assistant for a one-on-one consultation, developing promotional materials, creating an interactive tutorial for the website, selecting resources for a new graduate program and investigating how the latest technologies can help to improve students' educational experience. Another very cool thing about working in academic libraries is the ability to shape one's own work and career path. The research and scholarly activities component of most academic librarian positions offers us the possibility to pursue just about anything that is of interest.

#### Why I chose a career in libraries

I first became interested in librarianship due to my desire for world domination. Information is the ultimate power and librarians, as the masters of information, are clearly poised to rule the planet with a shushing hand! Just kidding (about the shushing part, I've never shushed anyone). Seriously, though, I did become interested in a career in libraries because of my love of information. I have always enjoyed searching for, finding, organizing, sharing and making sense of information. A career as a librarian allows us not only to develop skills in all of these areas, but to apply these skills to making people's lives easier. Librarians I know do everything from working with intellectually challenged youth to providing

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We work as a team and try to impress our users with a magical reference service.

Liisa Tella & Christina Tribe, Harper Grey LLP



#### Why we love our job

We are a two person library in one of the largest litigation law firms in BC. Our library users are the firm's lawyers, articling students, paralegals, and secretaries. We help them with their research questions, order articles, assemble case law for legal briefs. We train them to use commercial electronic resources and in-house databases that we build and maintain. In a law library, speed and accuracy of service are essential: we work as a team and try to impress our users with a "magical" reference service.

We continually update our skills with on-line courses, seminars and conferences, by participating in library associations and by reading library literature and blogs.

For our efforts we are rewarded with generous salaries and vacation time, great benefits, bonuses, fun perks and the appreciation of very grateful lawyers. Overall, our work is satisfying and fulfilling and we recommend it to organized and energetic people who love working in a team for a variety of people, with a variety of needs.

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Literacy & Education

Serving the Public

Intellectual Freedom

Access to Information

Mediation

Preservation

Professionalism

[view all]

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#### At the Core

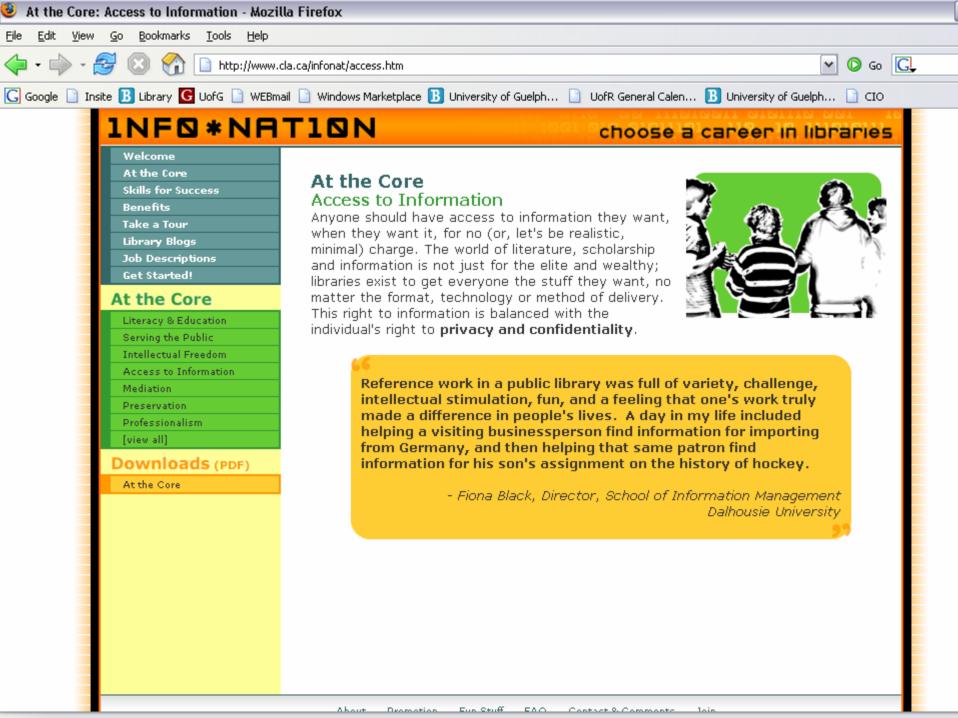
Back in the days of sensible shoes, buns and shushing (and YES, those days are past) the library world held the same basic values it does today. If any of the concepts below inspire you with noble aspirations, you may have found your calling – in libraries. Grab a chair and find out what we're all about.



- Literacy & Education
- Serving the Public
- Intellectual Freedom
- Access to Information
- Mediation
- Preservation
- Professionalism

The current climate for librarians in Canada is one that promotes the importance of civic responsibility, community outreach, information policy design and professional advocacy work.

- Nicole Godin, Librarian, Bell Canada



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#### Job Info

List of Sample Jobs

Web Development Librarian

Cataloguing Technician

Assistant Archivist

Children's Librarian

Technical Analyst

Information Resource Specialist

Junior Reference Librarian

Technology Operations Manager

Chief Librarian

Bibliographic Services
Technician

Salary Survey

Job sites

### Classified

#### **Employment**

MSP mountain spring public

Mountain Spring Public Library Requires Experienced <u>Cataloguing</u> Technician

Web Development
Librarian needed at the
University of
Drummondville

Langley University Hiring <u>Assistant Archivist</u> for Manuscript Collections



Arctic Cultural Centre requires <u>Technology</u> Operations Manager

#### Employment

Churchill Library searching for a <u>Children's</u> Librarian



Manitoba Library Society looking for a <u>Technical</u> Analyst

Federal Workplace Safety Board Needs An <u>Information Resource</u> Specialist



Federal Government Library hiring a <u>Junior</u> <u>Reference Librarian</u>

#### **Employment**

Prairie Regional Public Library Hiring <u>Database</u> and <u>Bibliographic</u> Services Technician

Maritime Public Library Looking for a Chief Librarian (C.E.O.)



Maritime Public Library

University of Toronto Faculty of Information Sciences Annual Library and Information Science Salary Survey

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#### Web Development Librarian

University of Drummondville Drummondville, Quebec

#### Duties

- Selects and implements appropriate Web technologies to ensure that the Library's Web site and Web presences are innovative, technologically progressive, easy to use, secure, and easy to maintain
- · Responsible for the management of the Library's Web presences

#### Qualifications

- An ALA-accredited M.L.S. degree
- · Five years of experience, preferably in an academic library setting
- Strong oral and written communications skills, creative thinking and problem-solving abilities, leadership and interpersonal skills
- Significant project management experience
- · Experience in the application of information technologies in libraries

#### Salary

· Salary starts at a minimum of \$50,249 annually depending on qualifications and

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