



Library Trends

Working from Afar: A New Trend for Librarianship

<http://www.acrl.org/ala/acrl/acrlpubs/crlnews/backissues2008/april08/workingfromafar.cfm>

Librarianship, being as closely tied to physical collections and in-person interactions as it is, has seemed off-limits to the work-from-home trend. But perhaps that is changing. This article relays the day-to-day issues faced by one librarian who worked for her Utah library from her Washington D.C. home.

C&RL News
Jennifer Duncan
April 2008

OCLC Tightens Links to Google Book Search

<http://newsbreaks.infotoday.com/nbReader.asp?ArticleId=49260>

An agreement between OCLC and Google will result in the inclusion of a link in Worldcat.org to the text of books available in Google Book Search. These links will only show up for books from Google's library partners, not publisher partners, and currently represent over 1 million titles.

Information Today News Breaks
Barbara Quint
May 22, 2008

Report Highlights: Research Library International Benchmarks

<http://www.resourceshelf.com/2008/05/28/report-highlights-research-library-international-benchmarks/>

These highlights from a recent study of 45 major world-wide research libraries shed light on some industry averages and trends. The average reference book discount is 11.9%, mean spending on all content is \$4.25 million, and for a significant portion of libraries surveyed, salaries and benefits have decreased, as have the number of librarians with subject specialties.

ResourceShelf
May 28, 2008

First in the Country Library Machine Unveiled Thursday

<http://www.nbc11.com/news/16423685/detail.html?rss=bay&psp=news>

The Contra Costa library system recently unveiled a series of "Library-a-Go-Go" machines, which are ATM-like stand-alones that contain several hundred popular titles available for immediate check-out.

NBC11.com
May 29, 2008

Safari Books Online Survey Shows Frequent Use of Inaccurate Information

<http://www.econtentmag.com/Articles/ArticleReader.aspx?ArticleID=49371>

45% of technology workers surveyed in this report said "the information they found while researching online and later used for projects was inaccurate."

EContent Magazine
May 30, 2008

Business Trends

New Study Indicates Consumers Use Social Media to Share Customer Care Experiences...

<http://sncr.org/?cat=30>

This survey of 300 active Internet users looks at how “customer care influences brand reputation given the widespread adoption of social media.” 60% of respondents use social media to “vent” about customer service, 72% research a company’s customer service history online, and 74% use these histories to make a decision. While probably not statistically scalable to the Internet as a whole, these results still ought not be completely ignored.

Society for New Communications Research Press Release
April 22, 2008

Social Technology Marketers Bullish in Face of Recession

<http://blogs.forrester.com/charleneli/2008/04/social-technolo.html>

Almost 75% of social marketers surveyed in a recent Forrester report plan to increase or maintain current social media marketing spending. This report summary details the types of social media being invested in.

Forrester Groundswell Blog
Josh Bernoff
April 30, 2008

Education and Tech Entrepreneurship (pdf)

http://www.kauffman.org/pdf/Education_Tech_Ent_042908.pdf

This research report looks at educational characteristics of tech entrepreneurs, including attainment level, age, years out of school before starting business, and university attended.

Kauffman Foundation
Vivek Wadhwa, Richard Freeman, Ben Rissing
May 2008

Turner to Offer Marketers Way to Link Ads to Content

<http://www.nytimes.com/2008/05/15/business/media/15turner.html?ex=1368504000&en=daef9327058a59c2&ei=5124&partner=permalink&exprod=permalink>

“TV in Context” is a new advertising system that links television commercials to the content of television programming. This is more than just airing Mountain Dew ads during extreme sports shows – the system actually looks scene by scene and identifies complementary advertisements.

New York Times Online
Stuart Elliot
May 15, 2008

Why Gen Y Is Going to Change the Web

http://www.readwriteweb.com/archives/why_gen_y_is_going_to_change_the_web.php

Generation Y will cause big shifts in not only the Web, but the workplace. This post, brimming with links to background reports, looks at how Gen Y differs from previous generations and how those differences will be manifested in the workplace and online.

Read Write Web
Sarah Perez
May 15, 2008

Beyond Blogs

http://www.businessweek.com/magazine/content/08_22/b4086044617865.htm

This BusinessWeek article updates a 2005 piece on blogging for business, and finds that not only is blogging still important for business, but that social media in general is “changing the dynamics of companies around the world.” Social media has officially entered the business mainstream.

BusinessWeek
Stephen Baker and Heather Green
May 22, 2008

Technology Trends

Nielsen Launches TotalWeb

<http://www.centernetworks.com/nielsen-totalweb>

Nielsen's new Web tracking tool TotalWeb looks at Internet traffic segmented by platform. The first report from this tool shows how mobile Internet traffic boosts overall visits to several types of sites, without simply breaking up the current desktop traffic share. Businesses in the industries cited might think seriously about the mobile Web as a way to increase visibility and sales.

CenterNetworks Blog

Allen Stern

May 1, 2008

Want that Post to Go Popular? Here's the Best and Worst Times to Post It

http://www.readwriteweb.com/archives/new_study_shows_best_and_worst.php

A measurement of blog posts to social media sites finds that just after lunch and just after work – and on Thursdays – are the best times to post. During these times, postings tend to get higher traffic on social media sites.

Read Write Web

Marshall Kirkpatrick

May 2, 2008

Leaving Las Yahoo: Microsoft's \$5 Billion Mistake?

<http://searchengineland.com/080504-104940.php>

This post picks Microsoft apart in the wake of its failed takeover attempt of Yahoo, which apparently came down to a \$5 billion difference. Without any search market share or brand recognition (how often do you use Live Search?), with the looming threat of free apps to document products, and with an old-school-seeming operating system, Microsoft is in definite need of revitalization.

Search Engine Land

Danny Sullivan

May 4, 2008

How Little Do Users Read?

<http://www.useit.com/alertbox/percent-text-read.html>

The idea that most folks scan text online is kind of a given. But this study quantifies that assumption and finds that “on the average Web page, users have *at most* time to read 28% of the words during an average visit; 20% is more likely.”

Jakob Nielsen's Alertbox

May 6, 2008

Quantcast Launches Demographic Search

http://www.readwriteweb.com/archives/quantcast_demographic_search.php

A new beta search tool from Quantcast lets users build a list of Web sites with visitors who match certain demographic characteristics.

Read Write Web

Marshall Kirkpatrick

May 8, 2008

Google Factory Tour: Google Health Launched

<http://blogoscoped.com/archive/2008-05-19-n87.html>

During a Google open house/press event, the new Google Health site was opened to the public. The tool allows online tracking of personal health information and has some in the industry expressing concerns over privacy issues.

Google Blogoscoped

Philipp Lenssen

May 19, 2008

What's Killing Twitter: Twitter Gets Help Digging its Grave

http://www.readwriteweb.com/archives/whats_killing_twitter.php

The blogosphere is rampant with predictions of Twitter's imminent demise, at least attention-wise. Recent repeated down times and little communication from the company are causing users to flee the site like rats from a sinking ship.

Read Write Web

Corvida

May 24, 2008

Academic Live and Live Books Axed

<http://www.rba.co.uk/wordpress/2008/05/25/academic-live-and-live-books-axed/>

In a move reminiscent of Ask's recent backing down from Google, Live Search (from Microsoft) recently announced the discontinuation of its academic Web search and its full-text book search. Like Ask, Live Search will now focus on "verticals with high commercial interest."

Karen Blakeman's Blog

May 25, 2008