

Library Trends

From Awareness to Funding: A Study of Library Support in America

<http://www.oclc.org/reports/funding/>

This OCLC report looks at the American voting public's attitudes regarding public libraries and public library funding. The report provides a "deeper understanding of attitudes and perceptions of potential library supporters."

OCLC
July 2008

Libraries Adapted to Digital Age

http://www.usatoday.com/news/education/2008-07-28-library-evolution_N.htm

This brief USA Today piece sheds some positive light on the state of libraries today, focusing largely on the library profession's attempts to close the digital divide. It pulls data from a 2007 Pew report, along with several more recent studies.

USA Today
Ledyard King and Robert Benincasa
July 28, 2008

Business Trends

63% of IT Depts Say Web 2.0 Will Impact Their Business

http://www.readwriteweb.com/archives/63_of_it_depts_say_web_20_will_impact_business.php

According to a Forrester report, 2.0 technologies are already having big effects on business operations. The survey, summarized in this blog post, looks at how IT professionals see new technologies affecting tech departments.

Read Write Web
Sarah Perez
July 11, 2008

Why Most Online Communities Fail

<http://blogs.wsj.com/biztech/2008/07/16/why-most-online-communities-fail/>

There's no question that online communities like MySpace and Facebook are popular with consumers. But that doesn't mean your business should build one. This post looks at Deloitte numbers regarding business-created networking sites, and how often they fail.

Wall Street Journal
Ben Worthen
July 16, 2008

To Save Gas, Shoppers Stay Home and Click

<http://www.nytimes.com/2008/07/19/business/19shop.html?ex=1374206400&en=ef628588199efbe7&ei=5124&partner=permalink&exprod=permalink>

This article looks at retail sales in-store and online, and finds a marked decrease in bricks-and-mortar shopping and a large growth in online sales.

New York Times
Stephanie Rosenbloom
July 19, 2008

New York Times, LinkedIn Enter Content Partnership

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

The new partnership will display industry-specific articles within LinkedIn profiles and encourage readers to share those articles with colleagues.

Read Write Web
Marshall Kirkpatrick
July 21, 2008

IORG Discusses Solutions for Info Overload

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

In our last newsletter, we told you about a group of tech companies, called IORG, that are getting together to find solutions to information overload in the workplace. Their recent inaugural conference began with a look at info overload statistics, and provided such startling revelations as "Intel employees spend 20 hours per week managing email." They also highlighted some potential solutions, including one piece of software that monitors and compares employee computer usage.

Read Write Web
Sarah Perez
July 23, 2008

Telecommuting Trends

<http://webworkerdaily.com/2008/07/29/telecommuting-trends/>

The technology necessary to facilitate telecommuting has been in place for several years now. But this article describes some additional factors currently ramping up that may push telecommuting more into the mainstream.

Web Worker Daily
Imran Ali
July 29, 2008

Forrester Acquires JupiterResearch for \$23 Million

http://news.cnet.com/8301-1001_3-10003076-92.html

The market research industry gets slightly more consolidated this month, with the acquisition of one leading firm by another.

CNet
Holly Jackson
July 31, 2008

Technology Trends

Lively: Google Launches Virtual World

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

Lively is a product similar to SecondLife in that users create avatars and rooms for those avatars to live in. Currently, there's no way to communicate "between rooms," so the site seems best used by publishers to create a room and have their readers visit it.

Read Write Web
Frederic Lardinois
July 8, 2008

iPhone: The New Personal Computer

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

The folks at Read Write Web are the foremost authority on technology. So when they say that the iPhone will replace the personal computer, it's not so much ridiculous as inevitable. This article discusses the iPhone's strengths in meeting personal technology needs, and looks at implications for business computing.

Read Write Web
Alex Iskold
July 14, 2008

Tracking of Users Across Web Sites Could Face Strict Rules

<http://www.smartmoney.com/news/ON/index.cfm?story=ON-20080714-000541-1454>

Ad companies are increasingly partnering with telecommunications providers in an attempt to monitor Internet users' activities across the Web. This article discusses the issue, and notes that a Legislative committee is set to meet on the matter.

Dow Jones Newswires via Smart Money

Fawn Johnson

Jul 14, 2008

Knol Launches onto the World

http://philbradley.typepad.com/phil_bradleys_weblog/2008/07/knol-launches-onto-the-world.html

Knol is Google's answer to Wikipedia. It works in pretty much the same way, but gives more ownership to the original author of an entry.

Phil Bradley's weblog

July 24, 2008