

Library Trends

The IMLS National Study on the Use of Libraries, Museums, and the Internet (pdf)

<http://interconnectionsreport.org/reports/ConclusionsSummaryFinalB.pdf>

This “conclusions summary” looks at the outcomes from a study on how people use libraries, museums, and the Internet – and where uses of these things intersect. Some interesting findings: Remote access to libraries increased by 73% in 2006, Internet users in general are 50% more likely to visit a library in person than non-Internet users, and “adults report 65 billion situations in which information is needed to make decisions” per year.

Institute of Museum & Library Services
February 2008

10 Reasons Why Librarians Should Use Exalead

http://philbradley.typepad.com/phil_bradleys_weblog/2008/03/10-reasons-why.html

Google? Over-hyped. Yahoo? Tired. Ask? Okay, but not as good as Exalead – at least according to Phil Bradley, blogger, librarian, and search engine critic.

Phil Bradley's weblog
March 10, 2008

First Ever Business Library Branch to Come Soon

<http://www.newsbanner.com/articles/2008/03/10/news/news12.txt>

A Louisiana community devastated by Hurricane Katrina invests in a public business library to help improve the area's economy.

St. Tammany News
Chad Ruiz
March 10, 2008

Why Being a Librarian is like Being an Opium Addict

<http://www.lisnews.org/node/29485>

The thrill of the successful hunt for information, it turns out, triggers a biological reaction involving the “brain's pleasure-enhancing neurotransmitters.”

LISNews
March 14, 2008

Steve Jobs Was Only Half-Right: People Do Read – Even Kids – They Just Do It Online

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

Is society “dumbing down”? This post looks at teenage reading statistics in the newspaper, magazine, and book industries – and finds a marked decline. But does online reading, which shows a marked increase, make up for the drop in offline reading?

Read Write Web
Sarah Perez
March 17, 2008

BookLamp

<http://www.greenlakelibrary.org/blog/archives/018179.html>

BookLamp is a new Web service, currently in beta version, that takes a book title, analyzes the writing style, and recommends similar books. It's like readers' advisory without 90% of the things that make readers' advisory successful. It'll be interesting to see how this works out.

Sites and Soundbytes Blog
March 18, 2008

The Question Business

http://stephenslighthouse.sirsidynix.com/archives/2008/03/the_question_bu.html

U.S. visits to question-and-answer sites increased 118% year-over-year, with Yahoo Answers commanding 74% of all U.S. visits.

Stephen's Lighthouse Blog

March 19, 2008

ARL Statistics 2005-06 Now Online

<http://www.resourceshelf.com/2008/03/20/arl-statistics-2005%e2%80%9306-now-online/>

The Association of Research Libraries, a group comprised largely of college libraries, recently published the findings of an association survey looking at library service trends, cost trends, and resource trends.

ResourceShelf Blog

March 20, 2008

Key Findings from Benchmarking Study of College Information Literacy Efforts

<http://www.resourceshelf.com/2008/03/20/new-key-findings-from-benchmarking-study-of-college-information-literacy-efforts/>

With the flood of information available online comes an increasing need to be able to find relevant information, critique that information, and put it to use – in other words, to be information literate.

This post pulls some key findings from a recent report on formal college information literacy training efforts.

ResourceShelf Blog

March 20, 2008

Hoover's Planning Major Overhaul of Results Pages this May

<http://www.resourceshelf.com/2008/03/25/hoovers-planning-major-overhaul-of-results-pages-this-may/>

Calling itself the “fastest research tool on Earth,” the Hoover’s database announces a new results page called “HOOV lane.” This upcoming redesign basically reorganizes existing Hoover’s company information, but does include some minor additions such as the ability to leave comments on a company and see job openings at a particular location.

ResourceShelf Blog

March 25, 2008

Northern Light Readies New Free Business Search Engine

<http://newsbreaks.infotoday.com/nbReader.asp?ArticleId=41368>

This newly free business research site brings together news articles, authoritative blogs, and white papers – and combines them with industry overview wikis in an attempt to be a one-stop shop for industry and business trends.

Information Today

Paula Hane

March 27, 2008

Business Trends

How Consumer Conversation Will Transform Business

<http://www.pwc.com/extweb/pwcpublishings.nsf/docid/452132E0E4043D6E852573D9005BF037>

This 73-page publication from PricewaterhouseCoopers looks at how consumers are increasingly interacting online and creating dialogues about products and services - without any official company involvement. It also analyzes ways for businesses to take advantage of this conversation.

PricewaterhouseCoopers

January 2008

Facebook vs. LinkedIn: Which is Better for Business?

http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9065398&intsrc=hm_list

This detailed article compares these two social networking sites on six business-related topics: finding a new job, researching a company, finding a contract worker, coordinating a team project,

getting feedback from outside your company, and keeping track of former associates. The two sites pretty much tie.

Computer World
Preston Gralla and Jake Widman
March 4, 2008

Goodbye, Enterprise – Hello, Socialprise

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

A new word, “socialprise,” ushers in “one of the biggest shifts in business today”: CRM systems augmented by social networking Web sites. This post discusses several tools that automatically populate CRM software with data on people from the Internet.

Read Write Web
Sarah Perez
March 18, 2008

Economist: Copyright is Dead

<http://www.contentagenda.com/blog/1500000150/post/630023663.html>

According to one academic economist, any business model based on copyright is doomed. Digital technologies “will always thwart content owners seeking to leverage the monopoly granted to them by copyright law.”

Content Agenda
Paul Sweeting
March 20, 2008

What's the Persona of Your Company? Examining the LinkedIn Company Directory

<http://www.web-strategist.com/blog/2008/03/21/whats-the-persona-of-your-company-linkedin-company-directory/>

The LinkedIn company directory is a new tool slated to go live toward the end of March. It profiles individuals and their roles within specific organizations – allowing insight into company retention rates, ages of employees, and education levels.

Web Strategy by Jeremiah
March 21, 2008

Technology Trends

blinkx Survey of TV and Online Video Habits Reveals Surprising User Behavior

<http://www.blinkx.com/article/blinkx-survey-tv-online-video-habits-reveals-surprising-605>

This study looks at the intersection between television and the Internet. The most interesting findings center on the 78% of people who surf the Internet while watching TV. 25% of this group have gone online for more information specific to what they're watching – including advertisements.

blinkx Press Release
February 28, 2008

Mobile Access to Data and Information (pdf)

http://www.pewinternet.org/pdfs/PIP_Mobile.Data.Access.pdf

62% of Americans have mobile access to digital data and tools. Whether via cell phone, PDA, or wireless laptop, the way we get at online information is becoming increasingly portable.

Pew Internet & American Life Press Release
March 2008

Ask.com Remains Committed to Search

<http://searchenginewatch.com/showPage.html?page=3628647>

Search engine Ask.com has been through a bumpy ride this month. Early reports of the company's downsizing included the strange claim that Ask would abandon search in favor of providing hobby and health advice to Southern and Midwestern women. This turns out to not exactly be the case.

SearchEngineWatch.com
Kevin Newcomb
March 6, 2008

Revenge of the Experts

<http://www.newsweek.com/id/119091>

Numerous Web 2.0 sites are built on the input of everyday users. But this article finds a trend back toward online information created and maintained by content experts. "Choice fatigue and fear of bad advice are creating a 'perfect storm of demand for expert information,'" says one expert.

Newsweek
Tony Dokoupil
March 6, 2008

When It Comes to Time Spent Online, Content Trumps Community

<http://www.freepress.net/news/31263>

Despite all the attention given to social networking sites like MySpace and Facebook, Internet users only spend about 7% of their online time with these types of sites. Almost 43% of online time is spent on sites with fuller content, according to the Internet Activity Index from the Online Publishers Association.

Advertising Age – via Free Press
Abbey Klaasen
March 10, 2008

SXSW: The Year the Audience Keynoted

<http://blog.wired.com/underwire/2008/03/sxsw-2008-the-y.html>

The prevalence of people using social media tools at the SWSW technology conference led to some overt and covert interactions – and one spectacular audience revolt.

Wired
Lewis Wallace
March 11, 2008

The Internet Will End in 30 Years!

http://www.readwriteweb.com/archives/the_internet_will_end_in_30_years.php

At 3:14am on January 19, 2038 the Internet will stop working. That's the theory, anyway, behind a doomsday scenario based on a timing code in all Unix-based operating systems. Learn more about the scenario and find tips for patching that code.

Read Write Web
Sarah Perez
March 13, 2008

Web Changing Journalism, But Not As Expected

<http://www.iht.com/articles/ap/2008/03/17/america/State-of-Journalism.php>

The Internet, from the outset, was sure to change the face of journalism. But who could have suspected that the Web would *narrow* the news agenda? Currently, the bulk of news Web sites are involved solely in packaging news stories, which come from an increasingly centralized place.

International Herald Tribune
Associated Press
March 17, 2008

comScore "Digital World: State of the Internet" Report Highlights Growth in Emerging Internet Markets

<http://www.comscore.com/press/release.asp?press=2115>

This press release announces the comScore Digital World report, which "covers a broad array of topics illustrating the key global trends that underlie how the Internet is used around the world today." Key findings can be found at this site, and largely reflect high growth in international markets, with slower growth in the U.S.

comScore Press Release
March 18, 2008