

Library Trends

Latinos and Public Library Perceptions

http://www.webjunction.org/c/document_library/get_file?folderId=10860985&name=DLFE-2520003.pdf

This study looks at the use of public libraries by Latinos and Spanish-speaking populations. In addition to providing demographic break-downs of library use, the study explores the top reasons for visiting libraries and primary perceptions of them, and offers practical suggestions for providing more effective library service to this group of users.

Tomas Rivera Policy Institute / WebJunction
September 2008

Talking the Talk: Communicating with IT

<http://www.infotoday.com/cilmag/sep08/Ennis.shtml>

Sometimes communication between librarians and IT folks can be frustrating. This article provides some guidelines to help smooth that process and includes ten tips for better technology communication. And yes, Mischa, Peter, and Mike, "reboot your computer before sending an incensed email" is one of those tips.

Computers in Libraries
Lisa Ennis
September 2008

On SOPAC, Change, and Mr. John Blyberg

<http://tametheweb.com/2008/09/02/on-sopac-change-and-mr-john-blyberg/>

This news may signal the first big step in alleviating frustrations in online library catalog use. John Blyberg of Darien County Library in Connecticut has built an open source piece of technology that can sit over any catalog software and make the catalog cleaner-looking, more intuitive to use, and generally more engaging and 2.0-aligned. This piece of technology, dubbed SOPAC, is free and comes with detailed installation and operation documentation at www.thesocialopac.net/.

Tame the Web Blog
September 2, 2008

Public Libraries Report Double-Digit Growth in Internet Services in One Year

<http://staging.ala.org/ala/newspresscenter/news/pressreleases2008/September2008/LibrariesConnectCommunities.cfm>

Library services are fluid. As ALA President Jim Rettig says, "As people change the ways they meet their educational, entrepreneurial and entertainment needs, libraries also change." Find out how libraries are currently changing with this report, called *Libraries Connect Communities*, which tracks services provided by public libraries across the U.S.

ALA Press Release
September 2, 2008

Google Digitization Initiative to Expand Google News Archive

<http://newsbreaks.infotoday.com/nbReader.asp?ArticleId=50719>

The Google News Archive recently announced that it will digitize, at no charge, any old newspapers that want their content online. ProQuest has expressed interest and is seeking permission from the hundreds (thousands?) of newspaper titles in its microfilm vault.

Information Today NewsBreaks
Barbara Quint
September 15, 2008

hakia Issues Open Call to Librarians and Information Professionals: Help Us Guide Web Searchers to Credible Web Sites

<http://liswire.com/node/188>

hakia is a search engine that attempts to rank credible sites above popular ones. To do this, they provide "credibility-stamped results" among regular search engine results that have been reviewed and approved by subject specialists. This press release is a call to action for librarians to get involved in the approval process.

hakia Press Release via LISWire
September 22, 2008

Libraries and Social Media

http://stephenslighthouse.sirsidynix.com/archives/2008/09/libraries_and_s.html

This post discusses the implications for libraries of a recent study that finds that "93 percent of Americans believe a company should have a presence in social media." Do library users really not want the library in their social space, as is often argued?

Stephen's Lighthouse
September 26, 2008

Business Trends

Word of Mouth, Insights, Customer Loyalty Biggest Benefits of Online Communities

<http://snrcr.org/2008/07/15/word-of-mouth-insights-customer-loyalty-biggest-benefits-of-online-communities-says-new-study-by-beeline-labs-deloitte-society-for-new-communications-research/>

What is the benefit to businesses of building an online community? And what are the biggest challenges to success in this endeavor? This study from Deloitte, the Society for New Communications Research, and Beeline Labs provides answers to these questions.

SNCR Press Release
July 16, 2008

Businesses Can't Hide from 2.0

http://www.readwriteweb.com/archives/businesses_cant_hide_from_20.php

This excellent entry on the Read Write Web blog functions as an introduction and index to every time they've discussed technology's effect on business. Use it to learn more about trends in business tech, new tools changing the landscape, and how technology affects specific industries. As the author says, "if you're not staying current with Web 2.0 technologies' impact on business, then you're just not staying current. Period."

Read Write Web
Sarah Perez
September 6, 2008

Report: Nearly 70% of Businesses Allow Social Media Usage

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

This is a perplexing report. In addition to not making it clear whether this social media use is in support of the business or on a personal level, the report (put out by a social media firm) states that 63% of *employers* are using social media to support their brands and that 75% of *employees* use social media personally. Does that seem high to anyone else? Consider this "Argument A," to our next story's "Argument B"...

Read Write Web
Richard MacManus
September 15, 2008

Survey: Most Workplace Internet Use Remains Rudimentary

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

“Argument B”: This intriguing blog post expounds on a Pew Internet & American Life Project report on how people use the Internet at work. For the most part, Internet use by American workers is limited to Web browsers and email. The fact that only 62% of workers use the Internet or email, and only 11% of those look at blogs or use social media, is good to keep in mind for anyone in the B2B business. And the fact that the Pew doesn’t have a vested interest in boosting online statistics, unlike the source for “Argument A,” makes me think “Argument B” is the clear winner.

Read Write Web
Marshall Kirkpatrick
September 24, 2008

Outsell Inc. Issues Forecast for Information Industry

<http://www.econtentmag.com/Articles/ArticleReader.aspx?ArticleID=50903>

According to this forecast, the information market will hold in a pattern of steady growth over the next few years despite economic turmoil. Five segments lead the way with above or near double-digit growth: Search, HR Information, Market Research, Telecom Research, and Financial Information.

EContent Magazine
September 26, 2008

Small Firms Push for Better Bailout Bill

http://voices.washingtonpost.com/small-business/2008/09/small_firms_react_to_wall_stre.html

This post looks at small business reaction to the failed \$700 billion bailout package, with insights from the heads of the SBA, the NFIB, the International Franchise Association, the Small Business and Entrepreneurship Council, the National Association for the Self-Employed, and more.

WashingtonPost.com
Sharon McLoone
September 30, 2008

The Great Credit Crisis Swindle: How Entrepreneurs Can Avoid It

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

While Read Write Web usually clues us into technology trends in the business world, this post offers some surprising and relevant business *strategy* advice for entrepreneurs trying to weather the current economic storm. Every single one of the blogger’s ten tips makes an awful lot of sense.

Read Write Web
Bernard Lunn
September 30, 2008

Technology Trends

State of the Blogosphere

<http://www.technorati.com/blogging/state-of-the-blogosphere/>

This report on blogging looks at the total number of blogs along with demographic characteristics of bloggers. It also provides some anecdotal remarks on the future of blogging from industry insiders and proceeds in detail to discuss five large aspects of the industry.

Technorati
September 2008

Google Chrome Browser

http://philbradley.typepad.com/phil_bradleys_weblog/2008/09/google-chrome-browser.html

Google released its new Internet browser, called Chrome, this month and reignited the browser wars. In the first couple of weeks, Google Chrome gained up to a 2% market share – which is huge in the browser industry. This post looks at the features of the new Chrome.

Phil Bradley’s weblog
September 2, 2008

Cloud Computing Gains in Currency

<http://pewresearch.org/pubs/948/cloud-computing-gains-in-currency>

The term 'cloud computing' refers to any sort of technology program "whose functionality is located on the web." This includes web-based email tools, online photo sharing sites, and Internet word processing programs, for example. 69% of online Americans are part of this cloud, according to a new Pew Research report.

Pew Internet & American Life Project
September 12, 2008

Google's G1 Takes on iPhone and Mobile Web

<http://www.mediapost.com/publications/?fa=Articles.san&s=91274&Nid=47601&p=968832>

Will Google's new GPhone be an iPhone killer? It's hard to say, but folks can begin to give the iPhone's first competitor a look when it goes on sale at the end of October. This article discusses similarities and differences between these two mobile computer/phones.

MediaPost's Online Media Daily
Mark Walsh
September 24, 2008