TRENDS
Societal/Cultural, Industry, Technology

Trend information shared from Canton Public Library (research conducted 2012) as well as additional research specifically for Belleville District Library

SOCIAL/CULTURAL TRENDS

Interactive Engagement

In today's online world people have become more engaged with others and day-to-day life activities. The virtual world is impacting the real world, and vice versa. From travel to finance to education, everyday experiences are becoming more interactive and engaging through technology. This new level of engagement is changing the way people communicate - in visual, meaningful ways.
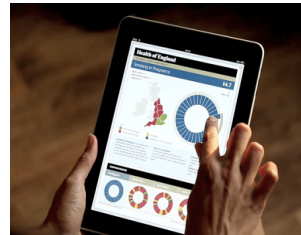
***DRIVERS*:**

- Social Networking
- Ubiquitous Technology
- Visual Communication

Rise of the Entrepreneur

With extreme economic pressures, ultra competition, and people asked to do more with less, innovation is in demand to find new ways to do things better, faster, and cheaper. Small companies with targeted ideas and savvy marketing are turning out to be the next 'big' thing." Using technology and online resources, entrepreneurs can facilitate everything from innovation, creation, promotion and in-house operations allowing them 100% control over their business and creativity.

***DRIVERS*:**

- Micro-Innovation
- Job Creation
- Social Networking

The Power of WE

Schools, businesses and organizations are leveraging the power of crowds to gain support, make decisions and maximize the effectiveness of their cause. Embracing the power of community helps people maximize their resources, ideas and belongings. The web has created opportunities for people to come together to be a part of something bigger than any individual could achieve on their own. Contributors require effortless ways to get involved and to stay abreast of activities.

***DRIVERS*:**

- Social Networking
- Crowdsourcing
- Innovation Culture

What's the $Deal$?

For consumers, securing the best deals is fast becoming a way of life, if not a source of pride and status. While many people may have less money to spend right now, consumers are looking to experience more. Consumers are being alerted to, using, reusing and sharing offers and deals via new technologies. An even bigger "deal ecosystem" is being established with more personalization, loyalty schemes and new opportunities to find the "best of the best".

***DRIVERS*:**

- Social Networking
- Economic Downturn
- Research Culture

BADL Strategic Research Project 2013

INDUSTRY TRENDS

Redefining the Collection

This trend continues to grow as libraries explore the evolution of their collections. Non-traditional collections actually give patrons the tools to use the information they find in the library - guitars, seeds, video games, ereader, etc. Through grants and partnerships libraries are redefining what their traditional collections are. Whether it's to experience/try while at the library or to actually borrow/check out items, libraries are reconsidering what constitutes their collections.
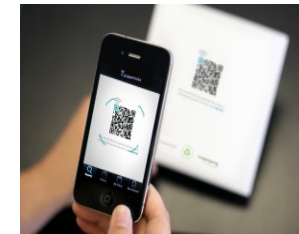

DRIVERS:

- Rapid New Tech
- Simplification
- Economic Downturn

User Experience

Libraries are focusing on the overarching experience a person has as a result of their interactions with a particular product or service, its delivery, and related artifacts. The user experience involves interaction with digital/electronic devices – and beyond. The library environment plays a huge role in user experience. Architecture, lighting, furniture, materials, navigation and more are all important considerations. Libraries around the world are creating unique and engaging environments that create a positive and enriching experience for their patrons.

DRIVERS:

- Time Management
- Customized Experience
- Digital Tech vs. Analog

Mobile Library

As patrons embrace mobile devices, libraries need to provide new services. A new wave of mobile-savvy users demand new ways to access information. They are developing mobile websites and applications, augmented reality tours and self service features via QR codes. Libraries are exploring mobile research guides, databases, e-resources and mobile web platforms. More libraries are becoming involved in the mobile mix and pushing the boundaries of mobile innovation.
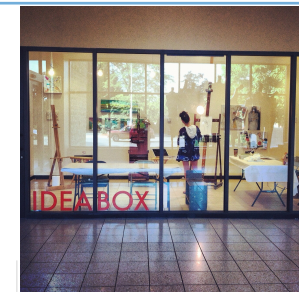

DRIVERS:

- Social Networking
- App Culture
- Technology Adaption

Library as Place

With an increase in tech advancements, libraries probably won't disappear to digitization, but their shape will likely change over time. The transition does not equate to smaller facilities, rather repurposed space that meets the demands of the community providing flexible, collaborative, meeting spaces with more comfortable amenities. Libraries also fill another critical need in communities, by providing a communal connection, offering a healthy exchange of ideas and providing a public venue for civil debate and community engagement.

DRIVERS:

- Tech advancement
- Lifelong Learning
- Community

Trend Research
TECHNOLOGY TRENDS

Curation is the New Search

Information curating is about continually finding, grouping, organizing and sharing the best and most relevant publications about a specific topic online. Libraries have the opportunity to leverage digital curating as a way to create new relationships with their patrons. Curating can give librarians a more hands-on approach to helping the community by using their expertise vs. just giving them what they ask for.

DRIVERS:

- Information Overload
- Time Management
- Expert Advice/Support

Convenience as Enabler

Libraries are levering technology as a way to provide patrons with a more useful and valuable experience. Technology will impact communication techniques, services offered and new product offerings, giving patrons a more personalized, advantageous relationship with the library. Technology enables libraries to increase their effectiveness of services (kiosks), communication (text messaging) and expand their collections (digital news/reference).
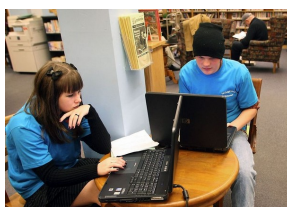

DRIVERS:

- Time Management
- Personalization/ Customization
- Digital Technology

Teen Tech-ies

Not only are libraries developing programs and services to connect teens and technology, they are integrating support from teens as integral parts of library strategy. Because this generation is collaborative, smart, and tech savvy, libraries are partnering with them to create and provide useful tech services and products, providing technology advice and vision into the future.

DRIVERS:

- 21st Century Skillsets
- The iGeneration
- Volunteerism

Next Gen Kids (2.0)

Technology and interactive media can expand children's access to new content and new skills. Effective use of technology can enable active, hands-on, engaging and empowering learning. When truly integrated, uses of media and technology become routine and transparent – the child is focused on the activity/exploration itself and not on the technology. Technology can create opportunities for learning/development that better help meet the needs of individual children (e.g., assistive technologies that improve children's ability to learn, move, communicate and create).

DRIVERS:

- Tech Advancement
- App Culture
- Multi-modal engagement