Here's this week's PLOnline Newsletter - the latest from the Public Library Association's online magazine - recent articles and more! Check it out!

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PUBLIC LIBRARIES
ONLINE WEEKLY

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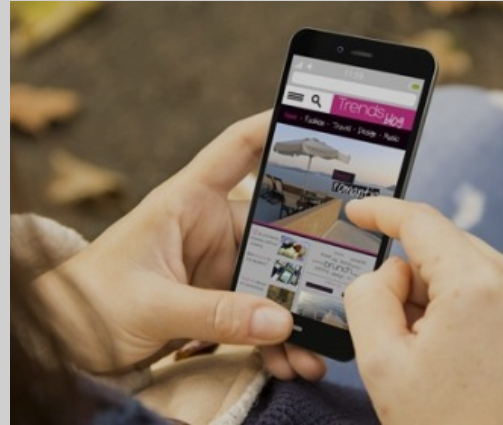
Trending...

New on PLOnline This Week

- In theory, we are all professionals and whether we like a particular area of the collection or not, we should be able to do our job of adding new materials and withdrawing those that are no longer of use. However, we're all human. Some things we like better than others. What are some ways to give your section the respect it deserves if you didn't love it immediately to begin with? Phone a friend…Do you have a friend, either a professional colleague or someone you know socially, who really likes the genre of books for which you are now responsible? That person will probably be thrilled that you asked. Finding professional colleagues willing to share their subject expertise is always so helpful. We are indebted to professional and social friends who have helped us at different times during our careers when we have needed to champion and grow sections we didn't't know about and love. Get more tips for curating collections in "Love or Respect - The Collection Development Dilemma."

- When Madison (WI) Public Library began renovating their central library in 2013, a vision of an interactive library space came forward—The Bubbler. The makerspace has evolved to become a major program initiative, bringing learning experiences through programs to nine libraries and other community venues–including a juvenile detention facility. Attendance at the Central Library's 2012 "Bookless" event became a clear indication of community interest in non-traditional library programs. Bookless was a way for the community to say

goodbye to the old library building prior to a major renovation. Over 100 local artists gathered in the gutted library space to share art, community, and fun. Attendance was surprising. In the words of library program coordinator Trent Miller, "At our first big event 5,000 people showed up, and we realized we should be doing this type of stuff." The desire to do "something different at the library" became a good fit between a grant opportunity and Miller's arts background. Programming was initially funded through a National Endowment for the Arts grant. Read more about this exciting initiative in "The Bubbler: If You Build It, They Will Come.

- The 2015 Q2 Mobile Overview Report (MOVR), published by ScientiaMobile, dropped over the summer. It's a quarterly data-dump of worldwide mobile device usage — specifically excluding desktops, laptops, smartTVs, gameconsoles, apps, and robots—which breaks down trends and provides perspective about the ever-shifting mobile web.For libraries already involved or looking to move into web or application development, or for those vendor-shopping third parties who provide this sort of thing, these and other reports play increasingly important roles informing the kinds of content and collection decisions we make. Using an open-source device detection repository called WURFL (uh, "were full"), ScientiaMobile logged 12 billion requests over three months from all sorts of devices connected to the Internet. For mobile overview reports they exclude everything but hits from smart phones, tablets, and feature phones. Is your library's website mobile-friendly? Find out more in "Three Numbers About Mobile Usage That Impact Libraries.

- Anyone who has seen High Fidelity remembers how rude and snobby the clerks of John Cusack's record store were. So what do they have to teach libraries about customer service? Fostering a culture of discovery through passionate and knowledgeable customer service and creative reader's advisory are things libraries could learn from record stores. During one memorable scene in the film, the store is crowded with people browsing for items. One clerk, Jack Black, animatedly piles records on a customer, inspired to choose "better" albums than the one for which the customer asked. Another clerk describes all the albums that influenced a particular band, even playing one of the albums for the impressed customer. A third puts on a song and comments to his coworker, "I will now sell five copies of…[this] EP," and moments later someone shouts across the store to ask what band is playing. Read "What Libraries Can Learn from Record Stores" to find out more.

Midweek Media Mash-Up

A Choice Selection of Links for Your Perusal

PLA Video Contest - Win a Trip to PLA 2016

- Twenty Literary Twitter Feeds (The Faux-Edgar Allen Poe feed is very enjoyable!)
- It's October So Here's 31 Literary Monsters
- Who Will Win the Nobel Prize for Literature? Announcement to Come Tomorrow
- What Global English Means for World Literature
- How a Prison Debate Team Beat Harvard
- Watch! Are Work Habits Ruining Your Productivity? (00:30)

Snapshot

Last week we asked: Does your library host a Banned Books Week event or recognize Banned Books Week in some way? 71.4% responded Yes and 28.6 responded No. Thanks to all who responded! You can learn more about Banned Books Week here. We'll be back next week with another question!

From the Print Issue

Column -- From the July/August 2015 Issue
The Wired Library -- Tech Trends and Tensions
by R. Toby Greenwalt

The pendulum, it swings. Eight years ago, my charge as a technology librarian was to herd the cats — to introduce new technology and ways of serving the digital patron to an organization that was largely skeptical of change. Cut to now, and I'm … still herding cats. Only, this time, it's the folks at all levels of the organization who want to incorporate tech into every service they can think of. Sunrise, sunset.

Does that mean we've had a complete polar shift in the way technology operates in libraries? Yes, but also no. Maybe we'll even throw a "maybe" in there for good measure. The pendulum will keep swinging, meaning we've got to be ready for shifts in

provide quality service and access to all, it's no wonder we feel pulled in all directions at once.

So here's the thing: it's our users who are jumping from one side of the spectrum to the other. And they often make that leap without even realizing it. A recent study of retail shopping trends by marketing firm Deloitte Digital [1] shows a dramatic fluidity between the way customers interact with a store's virtual and physical spaces. Without any clear distinction between online and offline shopers, stores must focus on creating customer experiences that can successfully cross over. If we apply this to libraries, its' a question of making our place-based services as welcoming as possible, while extending the ongoing conversation to the corners of the virtual realm we deem appropriate. Read the entire article here.

Ask Us Anything

We want this newsletter to be a dialogue. If you have questions about PLOnline, *Public Libraries*, PLA or anything else, send them in! Just hit reply and ask us anything. We'll try to answer every email and maybe even share our conversation in future newsletters.

PLA Public Library Association

A division of the American Library Association
50 E Huron
Chicago, IL 60611
Contact:
Kathleen Hughes,
khughes@ala.org

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Publiclibrariesonline.org is the companion website to the bi-monthly print publication "Public Libraries," the official magazine of the Public Library Association.

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