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# PUBLIC LIBRARIES ONLINE WEEKLY


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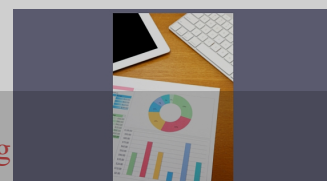
## Trending..The Latest From PLOnline

- In the near future, a man who has an overdue book will walk into a library. A librarian behind a desk will get an alert on her mobile phone, tablet, or computer screen. After waiting a moment for him to approach the counter or place the book in a drop, she follows him to the stacks when he doesn't. "Excuse me, Mr. Smith?" she says. "Our system shows you have a book overdue. Did you happen to bring it with you today?" Is this possible through some kind of sophisticated body scan, or something that detects and reads the library card in his pocket? No. A simple computer program simply scans the faces of everyone who comes through the door and matches them with the library's own database. How far away is this future? Really, it's right around the corner. Read more in "[Facing Privacy Issues: Your Face as Big Data.](#)"



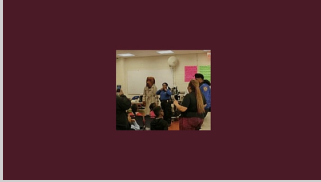
-  Use of public resources is based on the premise of *sharing*. Like public parks and pools, public libraries have rules to ensure equal access. When a patron checks out a book, they must return it within a specified amount of time so other members of the public can access it. When a patron doesn't return their book on time, or at all, not only is it not available for other patrons to enjoy, but the library also loses revenue replacing materials. Read "[It's Not Fine To Not Pay Your Fines.](#)"

- Library staff are constantly looking for ways to better reach and serve their local communities. From post-event surveys to embedded librarianship to collecting circulation statistics, libraries have different strategies for gathering information and measuring service success. [Market segmentation](#) and [big data](#), two terms popular in the corporate world, can also help libraries make informed decisions about collections and services. [CIVICTechnologies](#), a company that provides location-based web-



**Relevance and Resilience**” investigates the habits of core customers across ten library systems in the United States. The goal of the study is to help libraries retain core customers and reach and recruit new audiences. Read the entire article, "[Using Big Data to Address Local Needs.](#)"

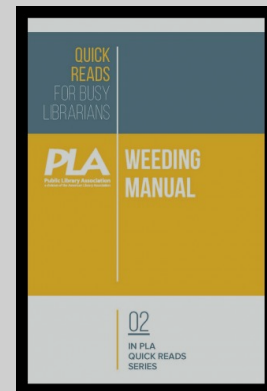
- The digital divide gets a lot of attention. But in addition to serving the growing digital needs of the community, libraries also serve our children by bridging what I like to term the parental divide. By parental divide, I mean that although some parents stay at home or have babysitters or tutors to look after their kids, many don't! Some kids are on their own until their parents come home from work. And sometimes things are just rough at home. So where can these kids go? The library! In this way, the library staff becomes a kind of a substitute parent. We make sure the kids are doing their homework, we look at their report cards, we feed them and give them Band-Aids when they get hurt, we make sure they are occupied in a positive way, we teach them courtesies like saying “hello” and “thank you” and the right ways of behaving in a public space. Read the entire article, "[The Parental Divide.](#)"



## New! Weeding Manual

### Quick Reads for Busy Librarians Series

Weeding is an important step in collection management, and one that must be handled sensibly. Under-weeded collections can quickly look messy, old, and unappealing. Overweeded collections become irrelevant, lacking materials that patrons want and need. There is a fine balance in weeding, and it all begins with knowing your community and what they expect from their public library. Weeding also has implications for public relations. This manual will help library workers weed smartly. [Learn more about this digital download.](#)



### Ask Us Anything

If you have questions about PLOnline, *Public Libraries*, PLA or anything else, send them in. Just hit reply and send your question on its way! We'll get back to you as soon as possible. Thanks for reading!

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