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A Publication of the Public Library Association

PUBLIC LIBRARIES ONLINE WEEKLY

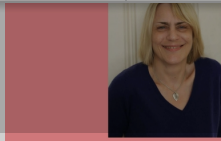
Friday, September 23, 2016

Issue #70

Trending..The Latest From PLOnline

- As we enter election season, I am reminded daily of issues of politics. As public servants, librarians must be apolitical in their work life in terms of candidates and parties. But at the same time, librarianship in many ways is a highly politicized occupation. In fact, regardless of location, the librarian can wield a great deal of social power and influence. Like it or not, intended or not, the librarian can bring about and effect social change. Read "[Libraries and Social Activism](#)."
- One of America's top business leaders, Jeff Bezos developed the concept of predictive analytics and has centered Amazon around the customer. When offering insights to today's business leaders, Bezos says the Kindle and the Amazon Elastic Compute Cloud were invented because of his obsession to give his customers what they want. And one thing customers want is to feel like at least some of the profits from their purchases go to good causes, and Amazon is making some clear efforts to find its feet as a prominent corporate benefactor. On August 24th, 2016 they announced the Kindle Reading Fund, *The Seattle Times* reported that the program will initially donate thousands of devices to developing countries through the non-profit Worldreader. Read [Amazon's Kindle Reading Fund Donates Device](#).
- Many librarians were savvy enough to get in on the Pokémon GO craze early. After figuring out the difference between a lure and a razz berry, they determined if their library was a PokéStop or gym. They may have hung signs that said what team was in control and maybe had the gamers post a picture of their favorite Pokémon and where they got it. But then what? If this augmented reality technology is here to stay—and with reports of an [upcoming Harry Potter Go game](#), it just might be—then where do we go from here? Libraries all across the country are brainstorming ways to use Pikachu and friends beyond books. Read [Using Pokémon GO to Connect With Your Library Community](#).
- Kate Saunders' *The Secrets of Wishtide* introduces readers to Laetitia Rodd, a private detective in 1850s England. Droll and pragmatic, Rodd works undercover





Rodd goes undercover as a governess on his estate to uncover the truth. Yet Rodd quickly learns that each family member has something to hide when a murder takes place on the estate. Equal parts cunning mystery

and dissection of Victorian society, *The Secrets of Wishtide* marks the debut of an intriguing new series. Brendan Dowling spoke to Kate Saunders via e-mail on July 11th. Read [A Mind Like a Steel Trap: A Conversation With Kate Saunders](#).

- Bill Bishop's *The Big Sort* (2008) describes how we have been collectively sorting ourselves since the 1950s, moving and living among like-minded people, politics, economies, cultures, religions. We've all but left behind the melting pot where we can exchange ideas and conversations about real differences and needs. This melting pot can be the key to belonging and coming together to solve the largest of problems. The literature detailing our nation's divisiveness is expansive, suggesting that we are in deep trouble as a nation and need libraries to help. Read [Libraries' Role in the Big Sort](#).

Midweek Media MashUp

A Choice Selection of Links for Your Perusal

- [Facebook Plans To Fight Online Hate Speech](#)
- [How Schools Can Support Students' Mental Health](#)
- [Timing Your Workout Right Could Make You Smarter](#)
- [Rethinking What Poverty Means](#)
- [NASA's List of the Best Air-Filtering House Plants](#)

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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