Down and loaded: The right information at the right time

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Today’s session

• Overview of today’s information society and its users
• Look at how we get information and how we use it
• Some nice uses of IT to deliver information
“It’s better to be looked over than overlooked”

Mae West (1892-1980)
1930’s movie star
# Information Users

<table>
<thead>
<tr>
<th></th>
<th>Trad</th>
<th>Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Slogan</strong></td>
<td>“Keepers of the Grail”</td>
<td>“Thank God, its Monday”</td>
<td>“Work to Live”</td>
<td>“Upcoming Optimists”</td>
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<tr>
<td><strong>Tech</strong></td>
<td>Unsure and resistant</td>
<td>Willing to learn</td>
<td>Techno Savvy</td>
<td>Technologically Superior – Expect “E-everything”</td>
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<tr>
<td>Feeling toward supervisors</td>
<td>Respectful of authority</td>
<td>Non-authoritarian</td>
<td>Dislike close supervision</td>
<td>Respectful of Traditionalists</td>
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<tr>
<td>Provide</td>
<td>Stable environment</td>
<td>Personal challenges</td>
<td>Feedback</td>
<td>Structure</td>
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More Information Users...

- Switched on Cybers – spend a lot of time on new products and services

- Digital Absorbers – keen to keep up but may need help

- Tech Pragmatics – will eventually adopt digital products and services

- Digi-Nots – indifferent to technology
They are ambitious, focused and are prepared to put in the hard yards.

Top “in” things for Gen W consumers over the next 12 months were: being drug-free and eating healthily.

They are technology-tuned.

It’s not about technology, but how they can use technology to improve their lives & their lifestyle.

Mobiles and the Internet are an integral part of their world—a necessity, not a luxury.
10 Attributes ➔ Information-age mindset

1. Computers aren’t technology
2. The Internet is better than TV
3. Reality is no longer real
4. Doing is more important than knowing
5. Learning more closely resembles Nintendo than logic
6. Multitasking is a way of life
7. Typing is preferred to handwriting
8. Staying connected is essential
9. There is zero tolerance for delays
10. Consumer and creator are blurring

The Impact on Libraries

• Librarians cannot change user behavior and so need to meet the user needs

• Libraries should reallocate positions to newer kinds of jobs – lot more IT support, web writing, database creation, marketing, fund raising

• Paper content is being moved off-site to make room for things like cafes and information commons, but what stays and what goes? And who pays?
U.S., Japan, U.K., Australia, Italy and France represent nearly 75% of the total estimated 2000 worldwide library spending

$29 billion
Internet search & answer

Google is 5 years old, answers 200 million questions a day in 88 languages – it has upgraded the Web!
Do you suffer from Infobesity?

- The "Supersize" Mentality Shifted to Information Infobesity is a by-product of Googletization
- A Junk-Food Information Diet
- You Ingest Mass Quantities of Low-Quality Information
- Resulting in Low Quality Research and Assignments
Cure – Infodieting!
aka ..Quality Information
• Databases – some with full text journals
• Dictionaries and encyclopaedias
• Quality Internet Sites
• Virtual Reference Collection
• Guides on how to evaluate web information
• Guides on how to cite information correctly
Hope your teachers don’t say this to you!

“We have lots of information technology. We just don’t have any information.”
Different ways libraries are using IT

- Singapore is using SMS for library notices
- Telephone renewals/Self loan machines
- UQ is using PDA’s to provide its rural medical students with up-to-date information
- Newspapers in your palm
- Hot spots in fast food outlets
My.eCitizen

personalised services for you

For this pilot phase, you can choose to use some of e-services such as:

- Renewal of road tax
- Medical examinations for domestic workers
- Passport renewal notifications
- Library book reminders
- Season parking reminders
- Parliament notices and alerts

AND you can select pre-defined profiles that suit your needs.

To use these e-services, you need to have SingPass.

- To reset your SingPass, you can do so at any Community Development Council (CDC), selected Community Club/Centre or any CPF office.
- If you don't have one, you can get your SingPass now.
Making Learning Mobile

One of the key ICT strategies of the UQ Cybrary is enabling our clients to access information resources anywhere and anytime. ie. At their point of need.

Eg. Students and staff can connect their own notebook computers to the network in branch libraries in a variety of ways.
Some e-collections @UQ

• 19,000 e-journals, over 125,000 e-books
• E-(past) exam papers
• Databases
• E-newspapers & E-reference
• E-thesis

• E-prints of UQ research
• E-forms
• Digitized TV shows
• Digitized photographs
• Gateways to e-resources eg AVEL
A useful mobile tool

• Lightweight
• Extremely portable
• Comes in a variety of colours
• Relatively inexpensive
• Models to suit all ages
• Can use it almost everywhere
  - On the bus
  - In the loo
  - In the bedroom
  - At school
• Any ideas?
Some questions?

- Is SMS a fad? Should it be incorporated into how we work?
- Will linear content meet the needs of today’s learners who have a preference for games and interactivity?
- How should we redesign learning spaces to suit the needs of the milleniums?
- How do you find and use your information?
Cool Guys Use Libraries