

What is a Trend?

“Clearly observable changes happening today and expected to continue into the future.”

Below are the responses from the 2010 CLA/CSLA conference attendees regarding trends in Society, Technology, Economy, Ecology, and Politics (STEEP) that could/will affect libraries.

Society	Technology	Economy	Ecology	Politics
<ul style="list-style-type: none"> • Digital divide of technology access and education • Blurring cultural lines • Need for quietude • Facebook • Latchkey – older children providing after school care for young siblings • Info “feeds” • Need for digital competency • Digital citizenship • Young people reading less (more) • People have less time and patience for research – we want the answer Now! • Elimination of the 	<ul style="list-style-type: none"> • Wireless • More technology – ebooks! • Distance learning • Getting rid of print textbooks – yah! • Apps • Augmented reality and location-aware applications • Instead of making libraries obsolete, librarians will be needed more than ever • More computers in libraries • It’s obsolete as soon as you buy it • Libraries will pave the way for technology in 	<ul style="list-style-type: none"> • Doing more with less • Emphasis on libraries being the resource for info regarding living a full, enjoyable and rich life using less and less resources • Decreased resources • Need to prioritize • Increase in tech/info driven careers • The economy will affect library hours • Busier libraries less money for books • Busier libraries! • Fees being charged where there were none before, and old ones being raised • Decreased funding will 	<ul style="list-style-type: none"> • Libraries will adapt! • Green roofs! • Practice what you preach! • Mining and ecology • Chickens and bees • Raising backyard chickens • No water • More emphasis on green stuff • No oil • Recycling • Need to get outdoors and reconnect • Bring back horses • California’s water shortage – need more conservation • Urban goats • Libraries take a greater 	<ul style="list-style-type: none"> • Overtesting results in fewer days of service/being open for library • Limit spending and time devoted to campaign • Less less less money for libraries! • Gridlock • School library advocacy increasing (parents, teachers, etc.) • Term limits are a disaster for libraries – can this be changed? • Shoes without shoelaces • Budget cuts • Corruption • Library fund cuts toward computers • Cuts – need to justify

<p>middle class</p> <ul style="list-style-type: none"> • Libraries will become expanded community centers • Aging population • Growing divide between “haves” and “have-nots” • Need city support for a customizable homepage that allows customers to create their own content and link to social networks • The role of media • AR & L exile level reading requirements – teaching kids to hate reading • People so wrapped up in virtual friends that they can’t cope with real people • Stereotypes of librarians persist and impede our growth and support • People now depend on being always connected – and when they’re not, they’re helpless • Ebooks 	<p>the classroom</p> <ul style="list-style-type: none"> • Have bookmobile reading program for seniors, veterans, incarcerated • Too expensive to keep it running! • Texting – libraries should consider how a huge segment of society texts – incorporate that into its technology and presence • Learning networks increase • Pay history forward – actively partner libraries with historical societies and tech groups to record and preserve photos, documents and general public’s saved “history” • Get some working PCs so the kids at least have a chance to learn about technology • Wii • Books are not going to go away – ebooks 	<p>result in greater need for partnerships</p> <ul style="list-style-type: none"> • More self-sufficiency, live with less • No new staff, yet continued expansion • Self service • Give people the tools to lessen the dependence cycle=access to information=self-sufficiency • Libraries being used for job search • No budget • School book funds being taken over to pay media tech’s library salary • Patron donations • Slowly recovering, but surely • More services needed with less money is a challenge – versatility, imagination • No money • Demographic changes • Closing doors/libraries • More job help needed • Greater accessibility • DIY programming • Massive unemployment 	<p>role in educating/being a part of cultural shift towards a greener society</p> <ul style="list-style-type: none"> • Solar for bookmobiles • Paperless • Underground Chicago/pod cars • H₂O over minnows • Poisons and pollution of waters • Downloadable books are green – no paper used • Loss of interest in ecology – who cares? • Community garden • Paperless library • More mindful use of materials – not so oblivious to the impact of a throwaway society • Green libraries! • More billing to parent email addresses – Go Green @ The Library • Water bottles off campuses • I propose having more for-profit business sharing their time volunteering to 	<p>funding!</p> <ul style="list-style-type: none"> • People are complaining more than ever – entitlement • Public ignorance and political greed becoming harder to overcome • Library school funding cut and TL needed! • Joint use • Politicians using libraries to increase their popularity • Immigration • School library funding • More school libraries K-6 • More funding for libraries – stop closing school libraries to save money! • Veering to the right • Right-wing propaganda • Shared library space with more than one library in the same location • Obama is the best! • Opposition to the suppressions of open political discourse • Money
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<ul style="list-style-type: none"> • Early literacy – our kids 0-5 are valuable! • As our population ages, more people will experience print disabilities and need special services • People getting fed up with reality TV • Passionate outreach! • Too much video! Not enough BOOKS! • Instant meals – pick up at store and eat • Gluten free • Totally reversal on tech – go tech free, unplugged • More electronic books • Obesity • Volunteerism • Social networking is not just a trend, nor just technology • Creating more civic discourse in the library • Diversity of librarians • Communities of people (social networks) assuming ownership of public resources – taking out of hand of government 	<p>will not take the place of books</p> <ul style="list-style-type: none"> • Mobile technology • Increase use of student technology use – including ebooks • Saving info to phone • Need to teach cyber safety and digital literacy to all ages • Downloadable book – immediately available • More interesting new forums • Downloadable content • Better communication channel availability statewide • What is library’s best way to stay involved in social media? • The gap gets wider and wider • Libraries can and will transition people into the age of technology without losing their relevance • iPads and other mobile devices used in education • The technology we 	<p>– jobseeker help at libraries</p> <ul style="list-style-type: none"> • Dollars going for now and not for future • People using our electricity! And WiFi, not to mention our bathrooms – homelessness on the rise • Increased circulation from people borrowing instead of buying • Retire! Goodbye tension, hello pension • Open up entry level; hire for cheaper • Less money for books • Downturn in economy means busier libraries and more need for specific services 	<p>promote environmental stuff</p> <ul style="list-style-type: none"> • More libraries for kids to learn • Create more demonstration gardens around libraries • Compostable library cards with no waste (extra pieces) • Toilets that splash you with every flush • Greener libraries • Window gardens • Grey water systems • Hopefully “green” will mean reuse so people will check out more materials rather than buying so much now • Less free internet • Green ebooks 	<ul style="list-style-type: none"> • Privatizing public libraries • Anti-tax political groups • Keep Infopeople going! • More lawsuits by credit card cause for debt and foreclosure makes law libraries easy • Anti-tax sentiment • Cell phones
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<p>and taking responsibility for schools, parks, libraries</p>	<p>grew up with is rapidly changing – faster than our parents and grandparents – my grandson who is 4 will not recognize some of the stuff we thought was the coolest – his learning style will be really different</p> <ul style="list-style-type: none">• More and more students rely on library for computer use• Question the permanence of the infrastructure – what’s next?• Increasing focus on social networking and move away from email• Need to turn off• Public wants to learn how to access and use ebooks• Ebooks not being standard• Audiobook addiction• Smaller computers that do more• Greater accessibility			
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	<ul style="list-style-type: none">• Web 2.0 and beyond – 21st Century technology• New technology – iPad, ebooks• Figuring out what format will be enduring for audiobooks for younger children• Greener computers• Moving away from ownership to licensing• Need more help with purchasing online databases• Ebooks• Digital textbooks• More social applications• Library in bits and pieces everywhere – on your desktop, phone, at farmer’s markets, etc.• Info – it will move beyond computers to include mobile devices• Personalized digital content• Green libraries• 2.0 tools/social			
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	<p>networking in school libraries</p> <ul style="list-style-type: none">• Changing rules of communication• Lots of apps that we can use• More mobile apps• Technology will change the way we teach – we need to keep up with the kids			
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