



Tech Times in Youth Services

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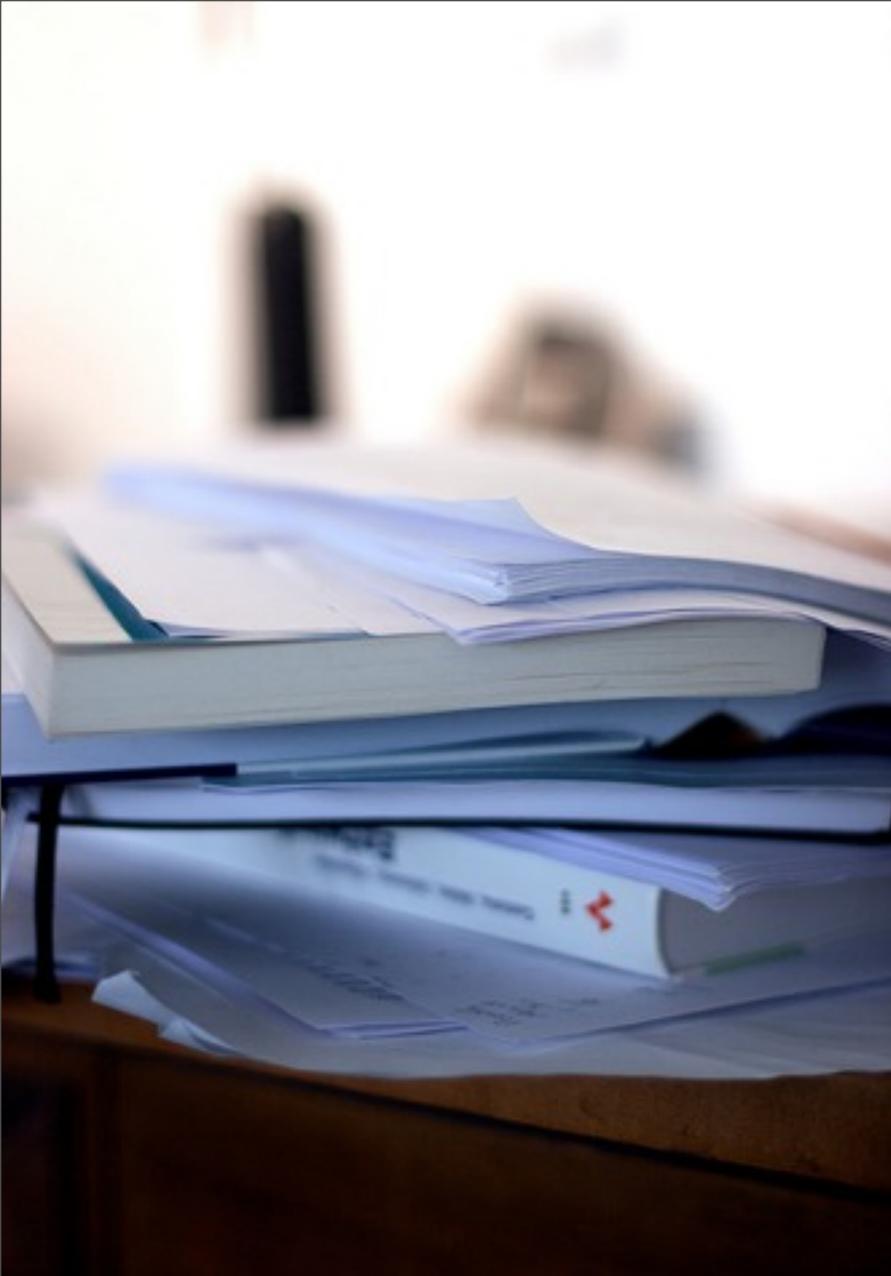
Photo courtesy of [novemberwolf](#) on Flickr.



Agenda

- Research and Trends
- eBooks and iPads
- Integrating Technology in Programming and Outreach

Photo courtesy of [flickingerbrad](#) on Flickr.



Research & Trends

Photo courtesy of [th0mi](#) on Flickr.

Agenda

The apps and resources highlighted are available at:
<http://pinterest.com/libraryjennifer/>

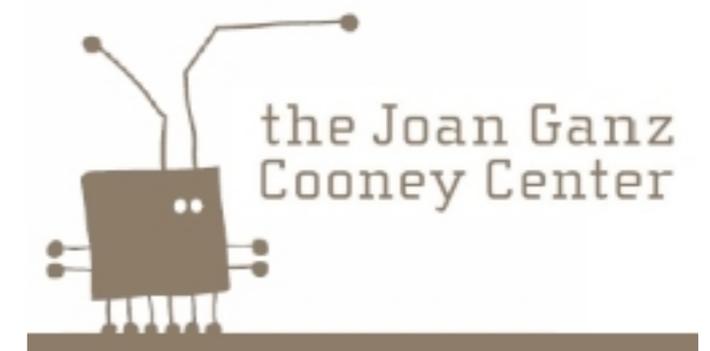
This presentation is available at:
www.slideshare.net/jennifer.gal



Library Services in the Digital Age

Trends in the Literature:

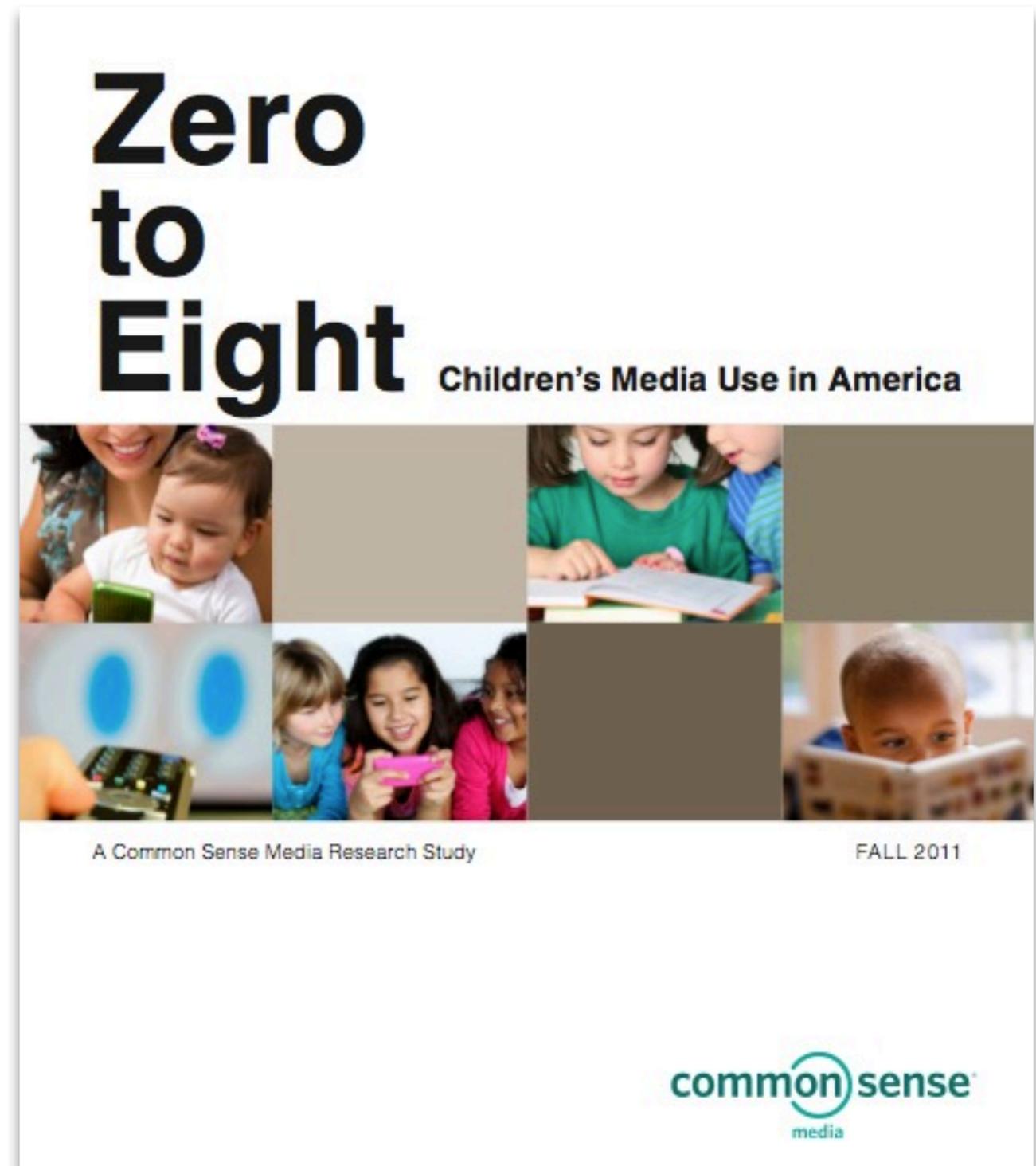
- Pew: Internet & American Life Project
- Scholastic: Kids & Family Reading Report
- Joan Ganz Cooney Center: Pioneering Literacy in the Digital Wild West
- Common Sense Media: Zero to Eight, Children's Media Use in America



Mind the Gap

Making the Case:

- 27% lower income homes vs. 57% higher income homes have mobile media devices.
- 14% lower income homes vs. 47% higher income homes have downloaded apps.
- 38% of lower income parents don't know what an app is.



Mind the Gap

Making the Case:

- Middle class children hear 33 million words by the time they start school, 23 million more words than poorer children the same age.

(Foundation Years)

- 2300 root words vs. 4700 root words: those with lower vocabularies just never catch up.

(Handbook of Language and Literacy Development, Canadian Language and Literacy Research Network)

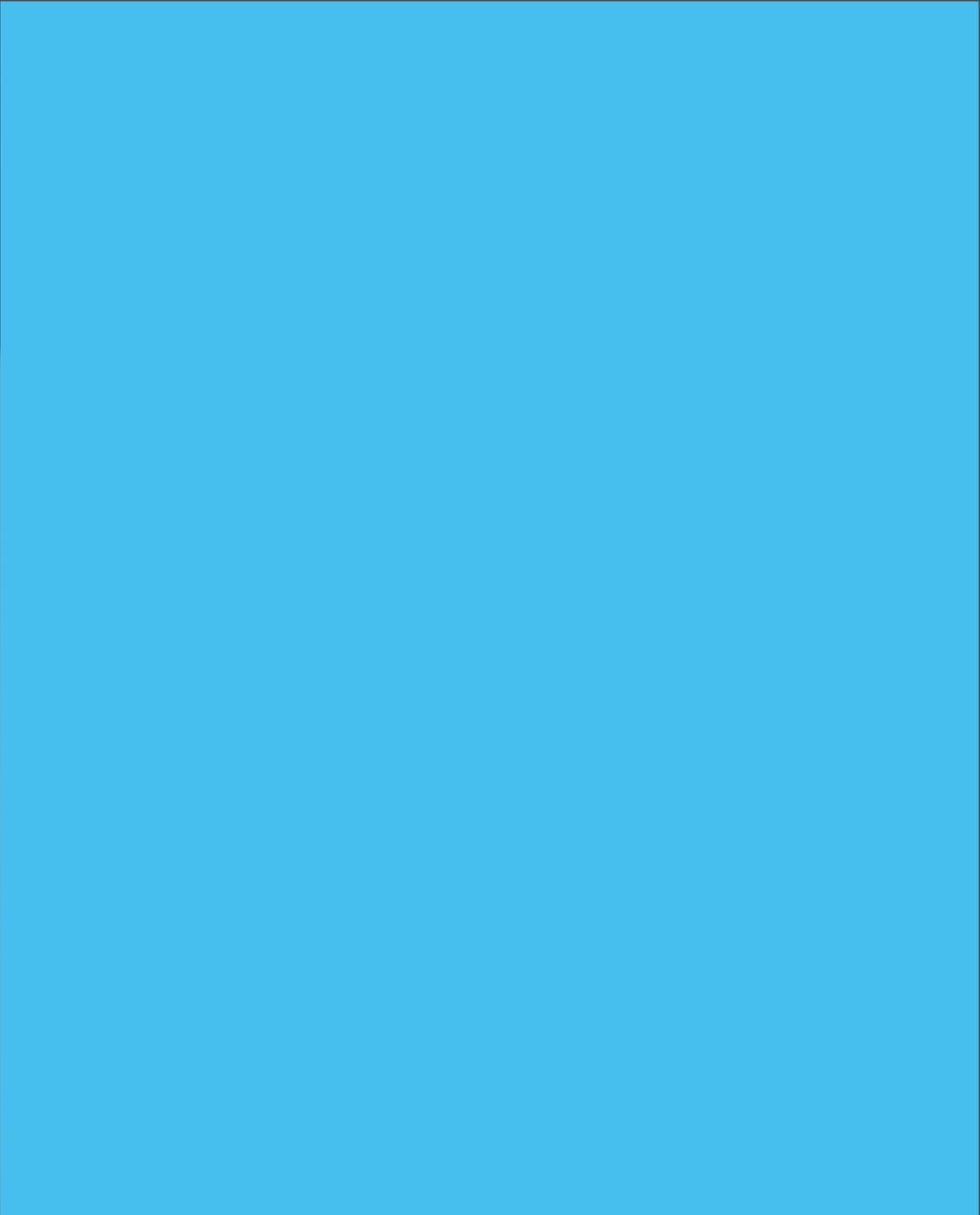
Transliteracy

Making the Case:

“The question is not the narrow one of how to fit technology into literacy education but the broader one of how to transform literacy education to meet today’s changing demands.”

“Technology tools to support reading in the digital age.”

Future of Children Fall 2012



eBooks & iPads

Photo courtesy of [flickingerbrad](#) on Flickr.

eBooks

Trend: A New Demand for Kids' eBooks

- The use of eBooks has continued to increase exponentially.
- Though children's and teen titles have been available in the EPUB and PDF formats, until recently the primary focus and demand has been on adult eBook collections – this is changing.

eBooks

Trend: A New Demand for Kids' eBooks

- “The emergence of eReaders, smart phones, and tablets is helping to fuel the growth in children's book publishing. With their ease of use and ability to store texts, ereaders - and ebooks boasting animation and other appealing features - are one reason why the industry is scoring increased revenue”

“Ereaders, Tablets Spur Growth in Children's Book Publishing Sales.”

SLJ January 24, 2012

eBooks

Kids & Family Reading Report from Scholastic

“The percentage of children who have read an ebook has almost doubled since 2010.”

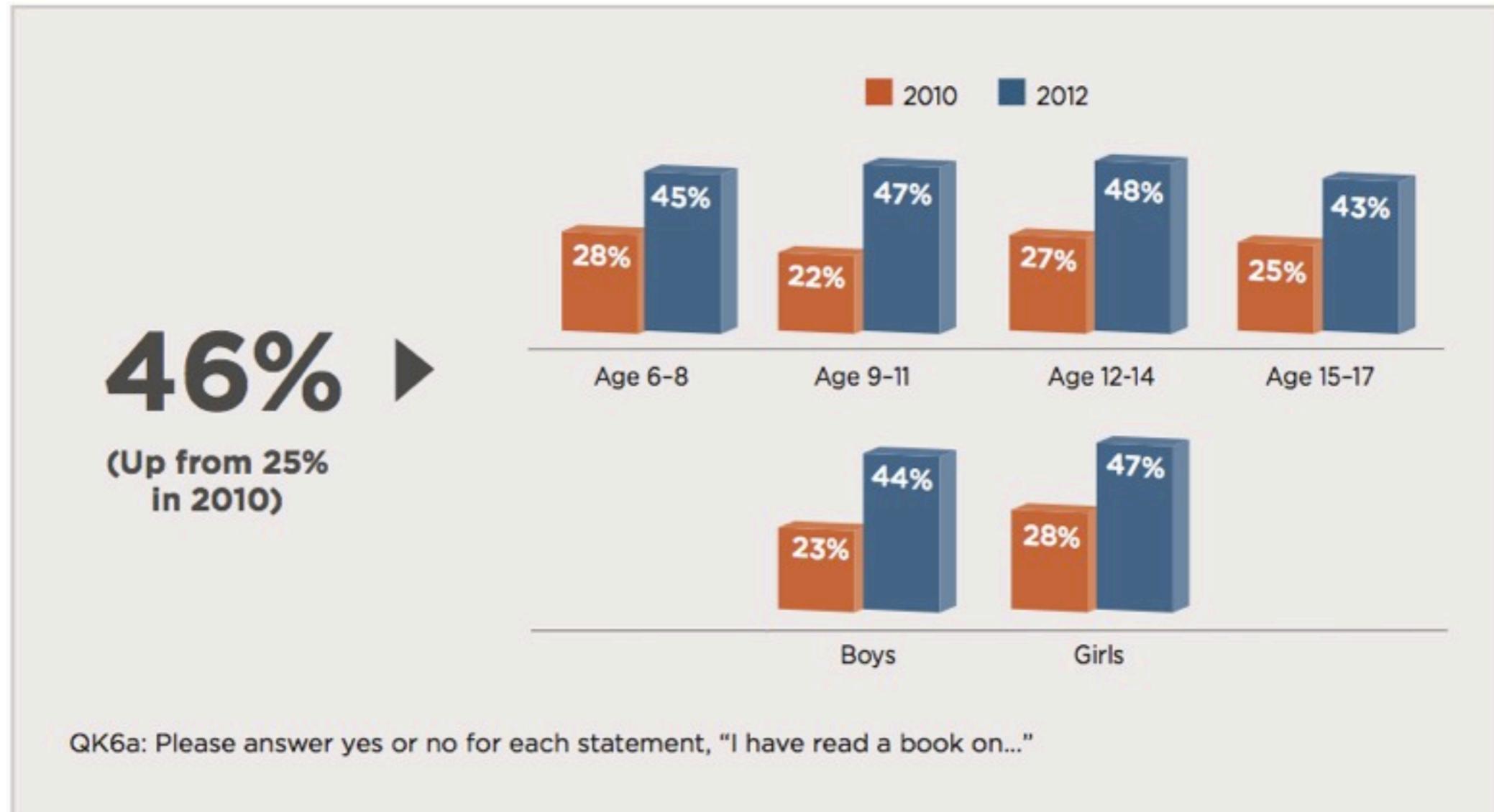


<http://mediaroom.scholastic.com/kfrr>

eBooks

Kids & Family Reading Report from Scholastic

% of Children Who Have Read an eBook



<http://mediaroom.scholastic.com/kfrr>

eBooks

Trend: The “Pass Back” Effect

- Though eReaders, tablets and smartphones aren't designed with the preschool crowd in mind, they often make their way into little hands through a parent or adult.
- A study by the Joan Ganz Cooney Center identified this phenomenon as the “pass back effect”.

“iLearn: A Content Analysis of the iTunes App Store’s Education Section”

Carly Shuler Joan Ganz Cooney Center March 25, 2010

eBooks

Trend: The “Pass Back” Effect

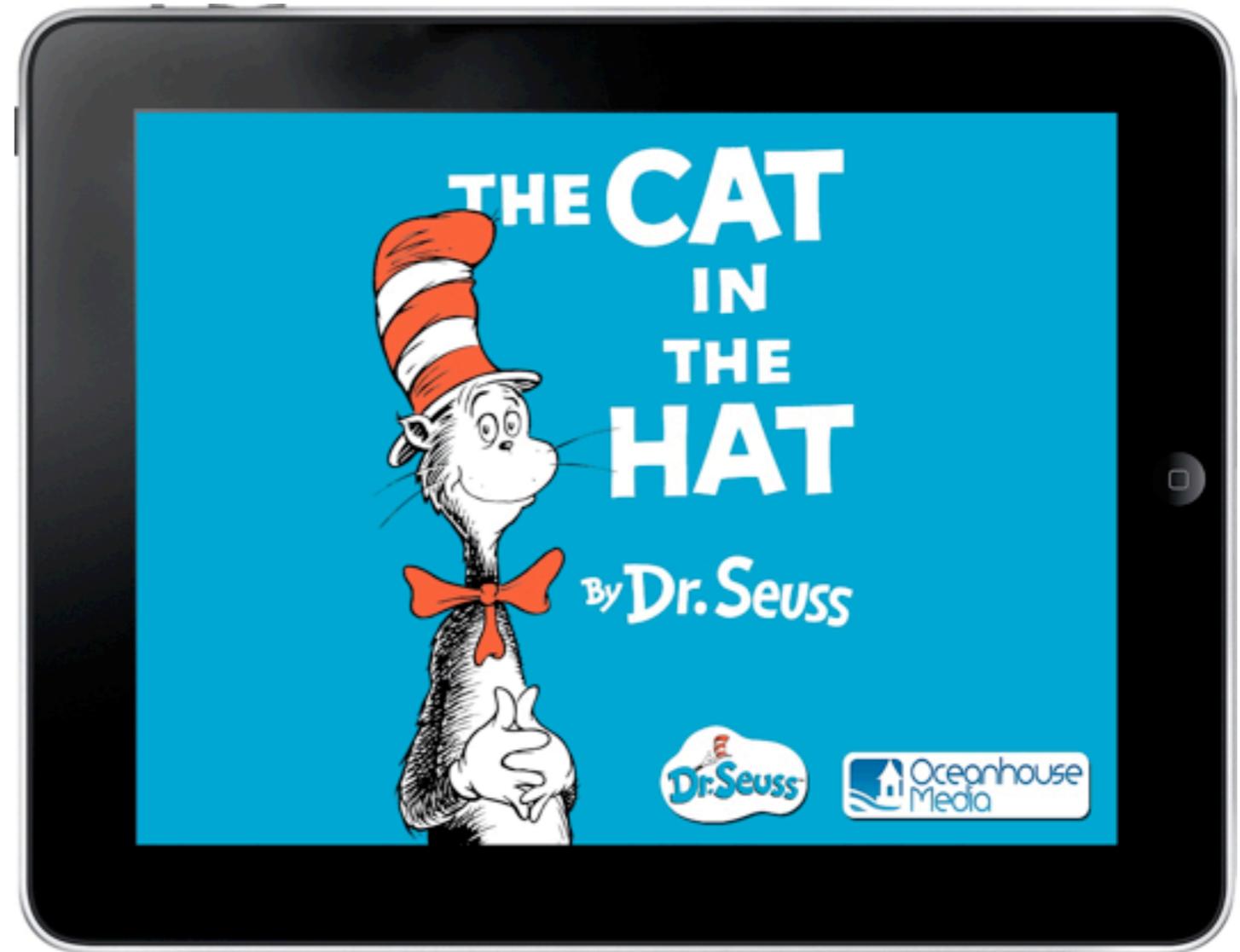
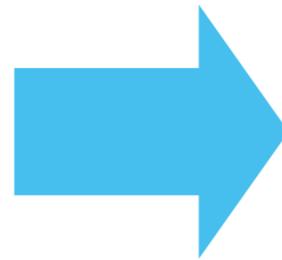
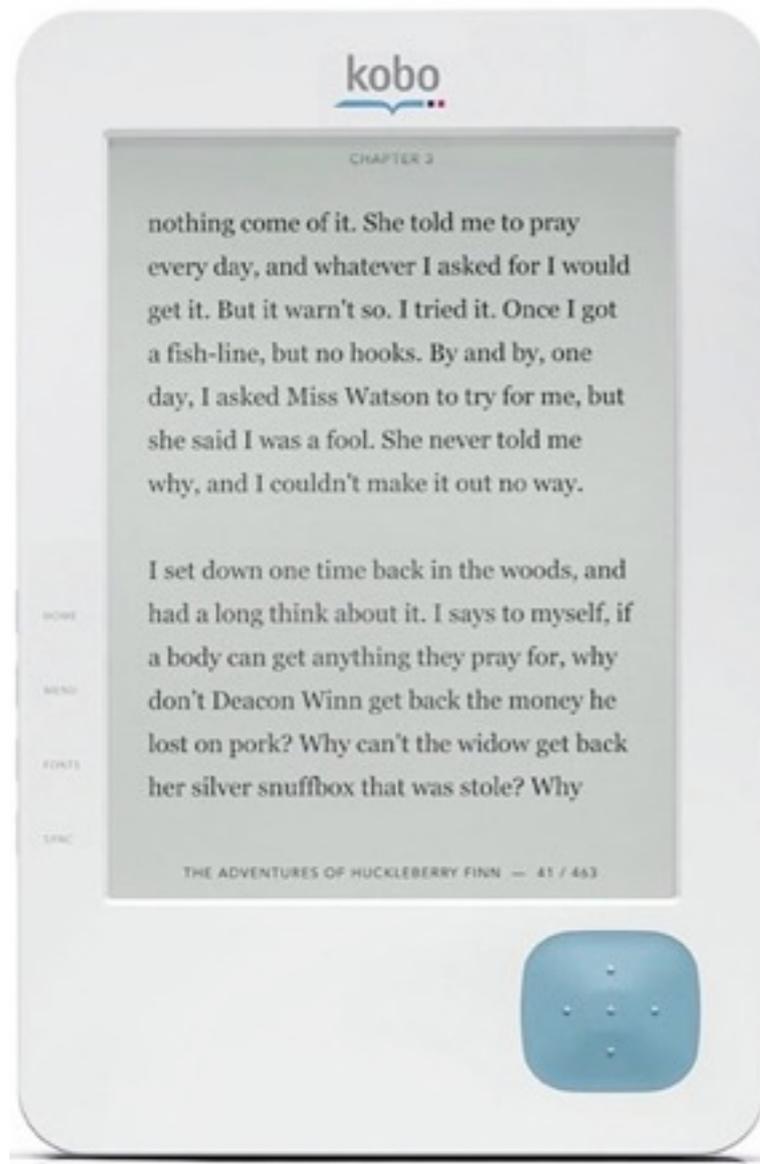
- "Somehow the market has extrapolated that if kids don't own Kindles and Nooks there's no point in selling books to them. The real shift in eBooks is when kids will begin rallying behind these devices and read digitally, and that will foretell a fundamental shift in publishing certainly through the end of 2011 and the beginning of 2012." *Jacob Lewis, cofounder and CEO of Figment*

[“Tech Trends: Talking Apps and Ebooks at TOC Bologna.”](#)

Lauren Barack *SLJ* April 12, 2011

eReaders vs. Tablets

Trend: Shift from eReaders to Tablets



eReaders vs. Tablets

Trend: Shift from eReaders to Tablets

- As demand moves from dedicated eReaders to touch screen tablets, there are exciting implications for picture books.
- While the small, black and white screens of the first generation eReaders were not suited to picture books, the iPad and other tablets are ideal - offering vibrant, full colour displays with powerful interactivity.

eReaders vs. Tablets

Trend: Shift from eReaders to Tablets

- “Sixty percent of publishing executives believe that tablets have become ‘the ideal reading platform,’ and 45 percent believe that dedicated e-readers will soon be irrelevant ...”
- Karen Lotz, CEO of Candlewick Press, explained that they were initially “hesitant to enter into [the digital] market when it was simply taking a beautiful physical object, scanning it, and then presenting it in a very inadequate way ... We decided ‘we’re going to ... wait until these devices could do justice to these materials.’ In a way, our story is just beginning because of tablets.”

[“As Tablets Supplant Ereaders, New Challenges Arise for Publishers”](#)

Matt Enis *The Digital Shift* January 17, 2013

eReaders vs. Tablets

Challenge: eBooks vs. Apps

- The most exciting developments in children's literature are happening in the area of apps rather than eBooks.
- There is a huge range of children's apps available for the iPad through the App Store, ranging in price from 99 cents up to \$9.99.
- While some can be static and relatively 'low tech', there are an increasing number of high quality apps available with an incredible level of interactivity.
- The future of pop-up and lift the flap books is digital.

Picture Book Apps



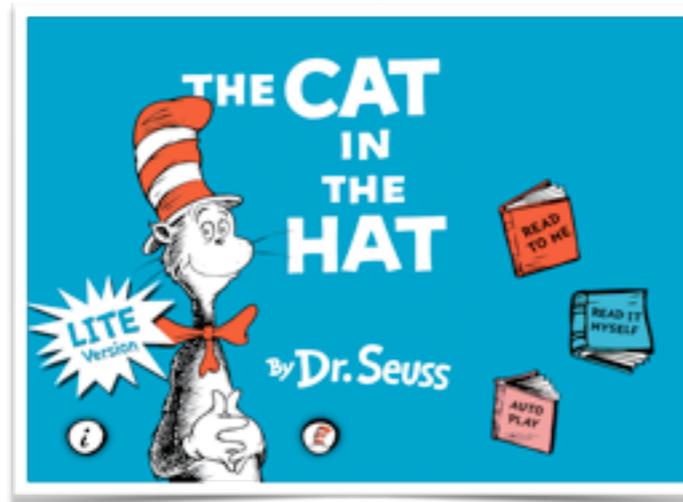
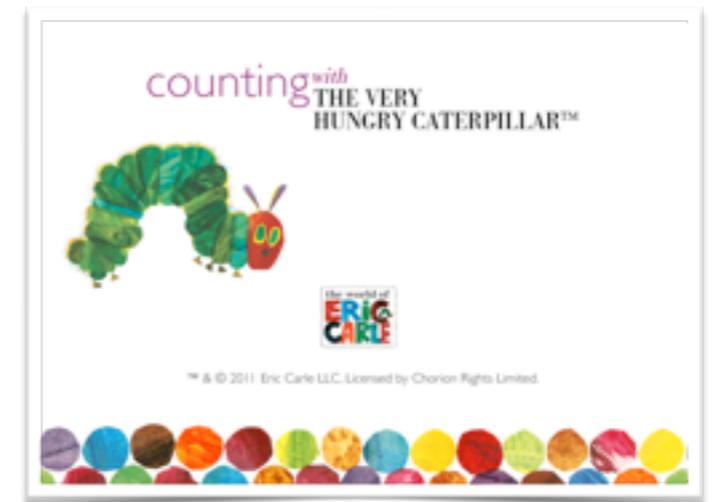
[PopOut! The Tale of Peter Rabbit](#) for iPad

Picture Book Apps

Challenge: eBooks vs. Apps

- Unfortunately, the level of interactivity available in children's book apps is not currently being offered by eBook vendors such as Overdrive.
- The real challenge for libraries is to remain relevant as more and more users access children's literature in the form of apps rather than print or eBooks.
- One solution is to embrace this trend through children's programming.

Digital Story Time



Digital Story Time

Logistics:

- iPad 2 or iPad 3
- VGA cable and VGA adaptor
- projector



Early Adopters

Darien Public Library

- Circulating Early Literacy iPad Kits

catalog: everything

[My Account](#) [Catalog](#) [Events](#) [Services](#) [Research](#) [Kids](#) [Teens](#) [Community](#)

Home » Early Literacy iPad

Darien Library

- Home
- Search this site
- Log in

Early Literacy iPad



by Apple Inc

Please log in to request this item

There are no copies available. 8 requests on 6 copies.

Where To Find It

Call number:

► Show All Copies (6)

Additional Details

This kit includes an iPad 2 pre-loaded with librarian-selected apps and eBooks designed to stimulate early literacy skills in preschool age children. Also included, is information for parents on using technology with young children, screentime, evaluating apps for children, and a list of the selected apps. The kit may be borrowed for one week by a parent or caregiver of children ages 2 to 5 who are Darien residents, employed full-time in Darien, or non-resident contributors to the Darien Library Annual Campaign at the \$300 level.

Ages 2-5

★★★★★ (1 vote - Login to add yours)

[Tweet](#) 0 [Like](#) 1 [Send](#) [Pin it](#) 6



Equipment

Early Adopters

Darien Public Library

- iPad kiosks in the children's department



www.lilitab.com

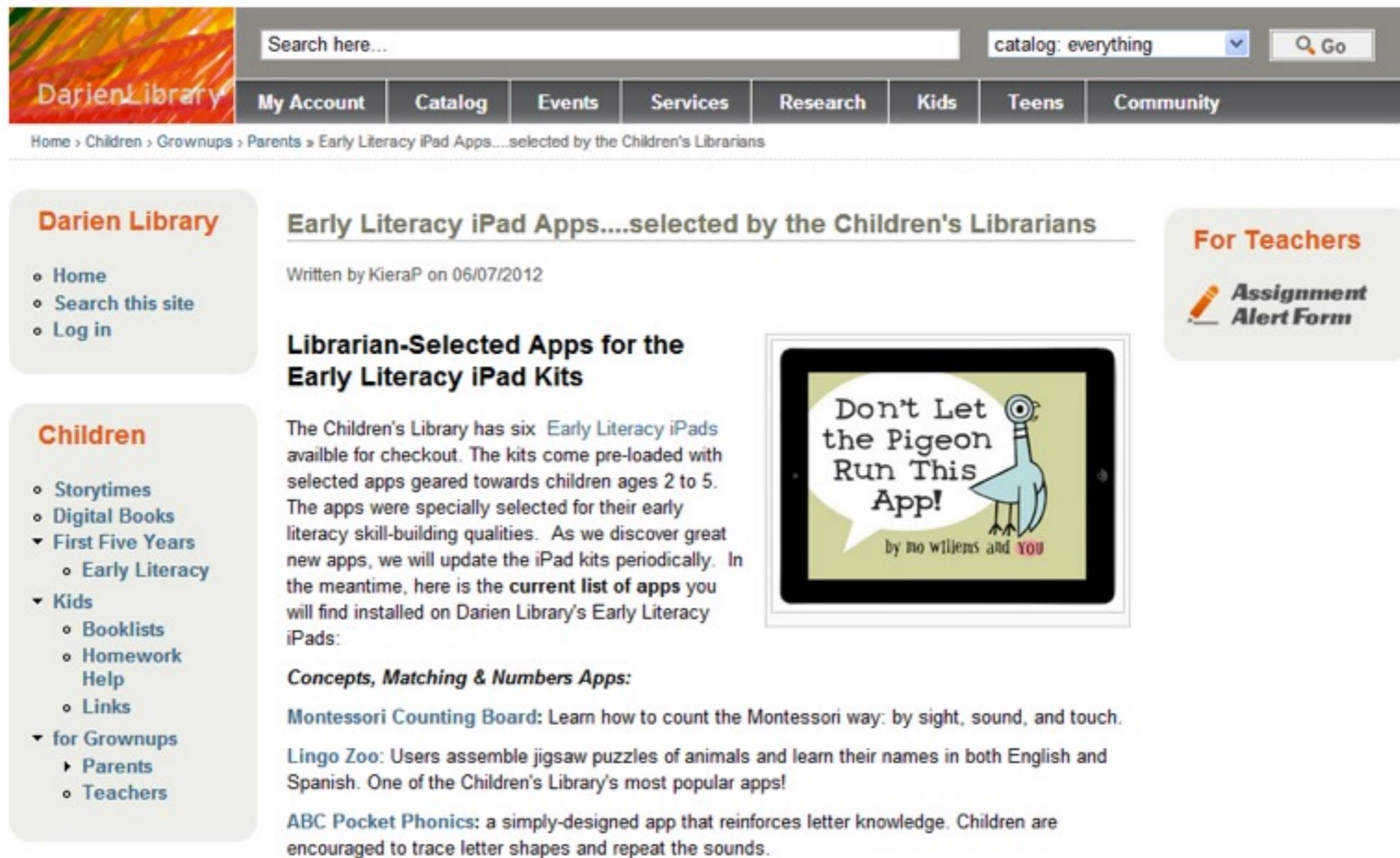


Photo courtesy of [gcaserotti](#) on Flickr.

Early Adopters

Darien Public Library

- Staff curated app recommendation lists



The screenshot shows the Darien Public Library website. At the top, there is a search bar with the text "Search here..." and a dropdown menu set to "catalog: everything" with a "Go" button. Below the search bar is a navigation menu with links for "My Account", "Catalog", "Events", "Services", "Research", "Kids", "Teens", and "Community". The breadcrumb trail reads "Home > Children > Grownups > Parents > Early Literacy iPad Apps....selected by the Children's Librarians".

The main content area features a sidebar on the left with "Darien Library" and "Children" sections. The "Darien Library" section includes links for Home, Search this site, and Log in. The "Children" section includes links for Storytimes, Digital Books, First Five Years (with a sub-link for Early Literacy), Kids (with sub-links for Booklists, Homework Help, and Links), and for Grownups (with sub-links for Parents and Teachers).

The main content area has a heading "Early Literacy iPad Apps....selected by the Children's Librarians" and is dated "Written by KieraP on 06/07/2012". The article title is "Librarian-Selected Apps for the Early Literacy iPad Kits". The text describes six Early Literacy iPads available for checkout, pre-loaded with apps for children ages 2 to 5. It mentions that the apps are specially selected for early literacy skill-building and that the library will update the kits periodically. It provides a "current list of apps" and lists three specific apps:

- Concepts, Matching & Numbers Apps:**
- Montessori Counting Board:** Learn how to count the Montessori way: by sight, sound, and touch.
- Lingo Zoo:** Users assemble jigsaw puzzles of animals and learn their names in both English and Spanish. One of the Children's Library's most popular apps!
- ABC Pocket Phonics:** a simply-designed app that reinforces letter knowledge. Children are encouraged to trace letter shapes and repeat the sounds.

An image of an iPad screen is shown, displaying the app "Don't Let the Pigeon Run This App!" by Mo Willems and YOU. The screen also shows a cartoon pigeon character.

On the right side of the page, there is a "For Teachers" section with a link to an "Assignment Alert Form".

Early Adopters

Stow Monroe Falls Public Library

- iPad programming for all ages

Baby iPad Class

... Join Miss Lydia Monday, November 12 at 10:30 a.m. for an **iPad** program just for babies! Families can use the **iPad** and also learn about apps just right for children newborn through age ...

Events - amyt - 08/06/2012 - 1:38pm - 0 attachments

Free One-on-One Help with Kindles, Nooks or Other eReaders

... Are you hoping to give (or receive) a Nook, Kindle, Kobo, **iPad** or **iPad** mini this holiday season? If you (or your gift-ee) doesn't know how to ...

Page - mmcDonald - 12/06/2012 - 4:26pm - 0 attachments

Meet the iPad

... Evaluation Text (Basic Classes, **iPad**) ...

Computer Class Page - diana.parker - 04/27/2011 - 4:29pm - 0 attachments

iPad for Kids ages 8-12

Date: 04/05/2011 - 4:00pm Date: 04/12/2011 - 4:00pm ...

App Resources

Kirkus Reviews

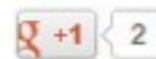
www.kirkusreviews.com/lists/best-book-apps-of-2012/

Apps Lists

- [Best Book Apps of 2012](#)
- [For Middle-Grade Readers](#)
- [For Teens and Adults](#)
- [For Younger Readers](#)
- [Traditional Tales and Classics](#)

Apps Features

- [Ink Robin: Making Apps Organically](#)
- [Re-Animating Frankenstein](#)
- [Children's-Book Apps: A 2012 Update](#)

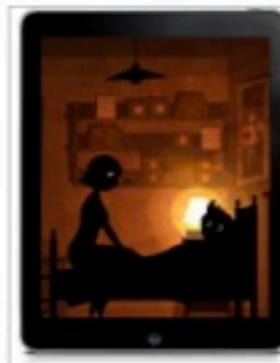


Best Book Apps of 2012

Vicky Smith, Editor

Not quite three years after the launch of the first iPad, the iPad book app market is still going strong, offering up ever-more-inventive ways to redefine "book." Kirkus is still in the thick of things, reviewing both the good and the not-so-good. This year we broadened our coverage to include book apps for an adult audience, adding some dazzling titles for those who don't want to share their iPads with their children. We've sifted through them all, including best-selling print titles that have stepped into the digital realm, classics made new with mind-bending interactions and tales created just for the tablet, building narrative and interactions seamlessly from the ground up.

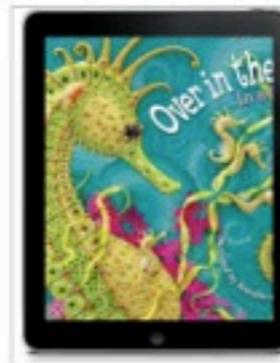
We here proudly offer our selection of the best book apps of 2012, including titles that should appeal to toddlers all the way up to their grandparents and beyond. Reading and tapping has never been so good.



★ **MR. SANDMAN**
by Manon Aidan



THE HOUSE THAT WENT ON STRIKE
by Rania Ajami



OVER IN THE OCEAN
by Marianne Berkes



THE WRONG BOOK
by Nick Bland



EVEN MONSTERS GET SICK
by Michael Bruza

App Resources

School Library Journal

www.slj.com/category/books-media/reviews/apps/

A (LONG) List of Recommended Apps

By Daryl Grabarek on  January 10, 2013  3 Comments

For all the latest *SLJ* Reviews, check out

Book **Verdict**

Since 2011, *School Library Journal* has been choosing its “Top 10 Apps” of the year. Anyone who has ever tried to create a “Best of” list knows what an impossible task it is. But, on the road, speaking to groups about the quality apps available for children preschool through grade 12, we share a much longer, yet still selective, list. We’d like to make that list available to you. Look for periodic updates and a link on [SLJ's Facebook page](#). Feel free to link to this article from your website or Facebook page. For additional recommendations, commentary, and interviews with people in the field, visit [Touch and Go](#) under blogs and columns at slj.com, and be sure to add us to your [RSS feed](#).

Picture Book Apps



[Emma Loves Pink](#) (by Piret Raud/WingedChariot)

[Go Away, Big Green Monster!](#) (by Ed Emberly/Night & Day Studios)

[Ladybug Girl](#) (by David Soman and Jacky Davis/Trilogy Touch)

[Hildegard Sings](#) (by Thomas Wharton/One Hundred Robots)

App Resources

Publisher's Weekly

www.publishersweekly.com/pw/by-topic/digital/Apps/index.html

The screenshot shows the Publisher's Weekly website interface. At the top left is the PW logo. To its right is a navigation menu with 'GO TO:' followed by 'LIBRARIES', 'SELF-PUBLISHING', and 'JOBZONE'. Further right are links for 'SUBSCRIBE: PRINT + DIGITAL', 'LOGIN', and 'E-NEWSLETTERS'. Below these is a search bar with the text 'Search Publishers Weekly' and a magnifying glass icon, followed by social media icons for Google+, Facebook, Twitter, and RSS. A dark navigation bar contains links for 'NEWS', 'REVIEWS', 'BESTSELLERS', 'CHILDREN'S', 'AUTHORS', 'ANNOUNCEMENTS', 'DIGITAL', 'INTERNATIONAL', and 'OPINION'. Below this is a secondary navigation bar with links for 'Devices', 'Copyright', 'Retailing', 'Conferences', 'Content / e-books', and 'Apps'. The breadcrumb trail reads 'Home > Digital > Apps'. The main article title is 'This Week in Children's Apps: January 24, 2013', dated 'Jan 24, 2013'. To the right of the title are social sharing buttons for 'Like' (2), 'Tweet' (9), and 'Comments (0)', along with a 'SUBSCRIBE by the Month' button. The article text describes the featured apps: 'I Need My Monster', 'Cat Doorman's Little Red Wagon', 'The 500 Hats of Bartholomew Cubbins', 'Little Critter', 'Just Going to the Dentist', and 'Five Little Monkeys Play Hide and Seek'. A sidebar on the left includes 'RELATED STORIES:' with links to 'More in Children's -> Industry News' and 'More in Digital -> Apps', and a 'FREE E-NEWSLETTERS' section. The article details for 'I Need My Monster' include: Publisher: Y.P.L. Yedioth Publishing, Release date: December 16, 2012, Price: \$3.99, and a background story snippet. An image of the red monster character is shown in a yellow rounded square frame.

Title: I Need My Monster

RELATED STORIES:

- More in [Children's -> Industry News](#)
- More in [Digital -> Apps](#)

FREE E-NEWSLETTERS

Publisher: Y.P.L. Yedioth Publishing

Release date: December 16, 2012

Price: \$3.99

Background: One night, when Ethan checks under the bed for his monster, he finds a note instead: "Gone fishing. Back in a week. -Gabe" What will Ethan do? He needs a monster under his bed. How is he



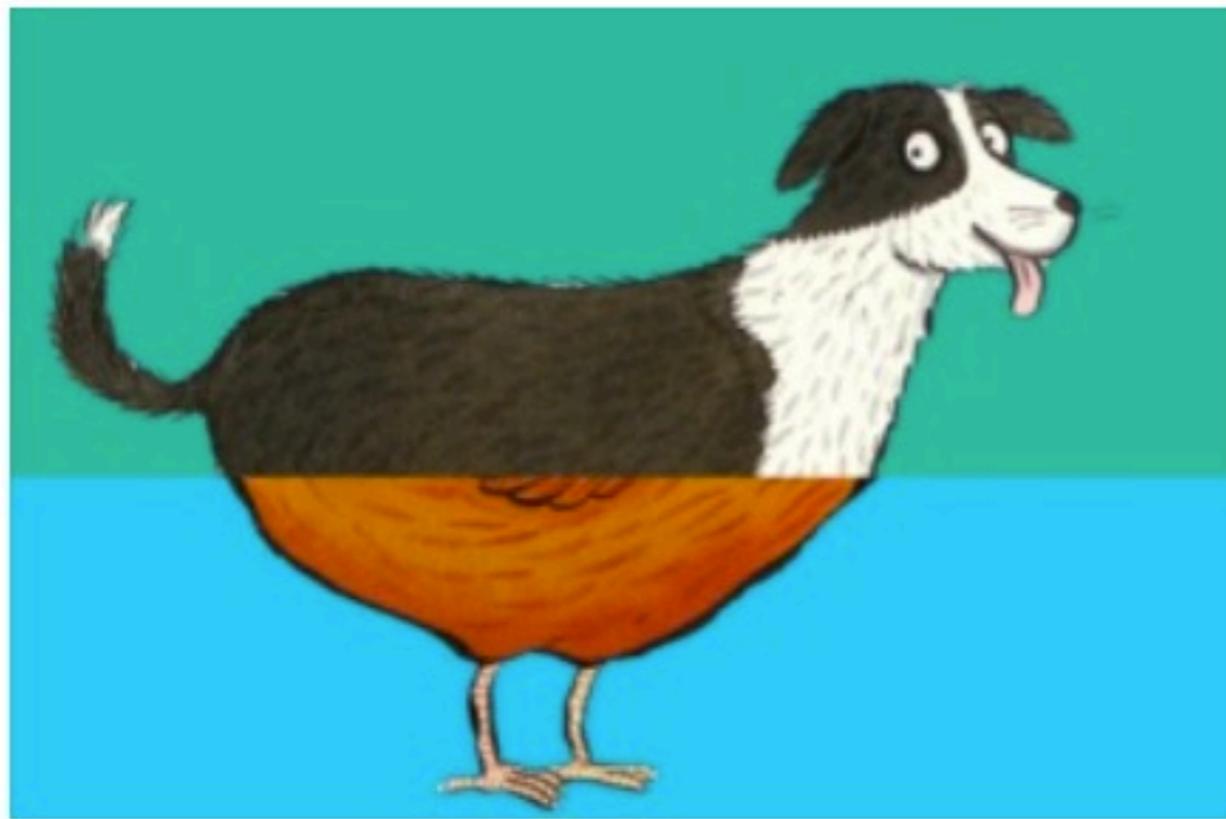
App Resources

The Horn Book

www.hbook.com/category/choosing-books/app-review-of-the-week/

Animal SnApp Farm app review

DECEMBER 13, 2012 BY KATIE BIRCHER [LEAVE A COMMENT](#)



Animal SnApp, developer Nosy Crow's latest series of preschooler apps, kicks off with ***Animal SnApp: Farm*** (October 2012) illustrated by Axel Scheffler.

Six alliteratively named barnyard denizens are introduced in a puzzle which asks users to swipe their screen and align the animals' top and bottom halves. Correctly matching the pieces and completing an animal initiates a

short story in rhymed couplets starring that character.

App Resources

Common Sense Media

www.commonsensemedia.org/guide/best-first-kids-apps/ipad



iPad®

 Download iPad Guide

The iPad has turned into one of the most promising learning tools of the digital age. Maximize that potential with apps that take advantage of the iPad's ability to lead kids into a new world of discovery. Our iPad app picks create the ideal "starter kit" for your 2- to 6-year-old, offering the best of every category, from art, to learning, to social development.

Age Group
Age 2-6
Age 7-12
Age 13-17



Elmo Loves ABCs for iPad

 AGE 3

A collection of mini-episodes from *Sesame Street* plus a variety of engaging interactive activities make this alphabet app perfect for preschoolers. Kids practice tracing, letter recognition, object association, and singing the alphabet song.

Available on the App Store



Nick Jr Draw & Play

 AGE 4

App Resources

Little eLit: Early Literacy in the Digital Age

<http://littleelit.com>



The screenshot shows the Little eLit website interface. At the top, the logo "Little eLit" is displayed with the tagline "Early literacy in the digital age". Below the logo is a navigation menu with links: HOME, ABOUT US, CALDECOTTS, DIGITAL STORYTELLING TOOLKIT, ECE/LIBRARY COLLABORATIONS, GET INVOLVED!, KIDS APPS ON PINTEREST, RESOURCES, and TRAINING AND CONSULTING. The main content area features a breadcrumb trail: "← iPad Storytime at the Oakville Public Library" and "Videos or Photos of Apps in Storytime? →". The featured article is titled "iPad App: Robot Lab by Toca Boca by Anne Hicks", posted on "JAN 26" by "cen". A partial description of the app is visible: "Toca Boca's Robot Lab is an app that allows kids to build a robot. I held the iPad facing the kids and asked them to help". To the right of the article is a search bar with the text "SEARCH LITTLE ELIT" and a "GO" button. Below the search bar is a graphic for "Blossom Book Babies" with a purple heart icon.

App Resources

More Resources:

- Boing Boing: Apps for Kids Podcast
<http://boingboing.net/tag/appsforkids>

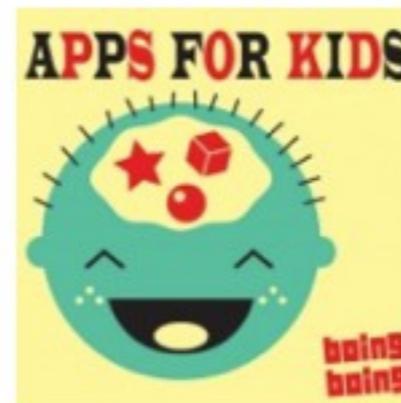
- Best Apps for Kids
www.bestappsforkids.org/

- Digital Storytime
<http://digital-storytime.com/>

- iPhone Mom
www.theiphonemom.com/

Apps for Kids 010: Windosill and Feed the Head

Mark Frauenfelder at 7:00 am •  • [SHARE](#)



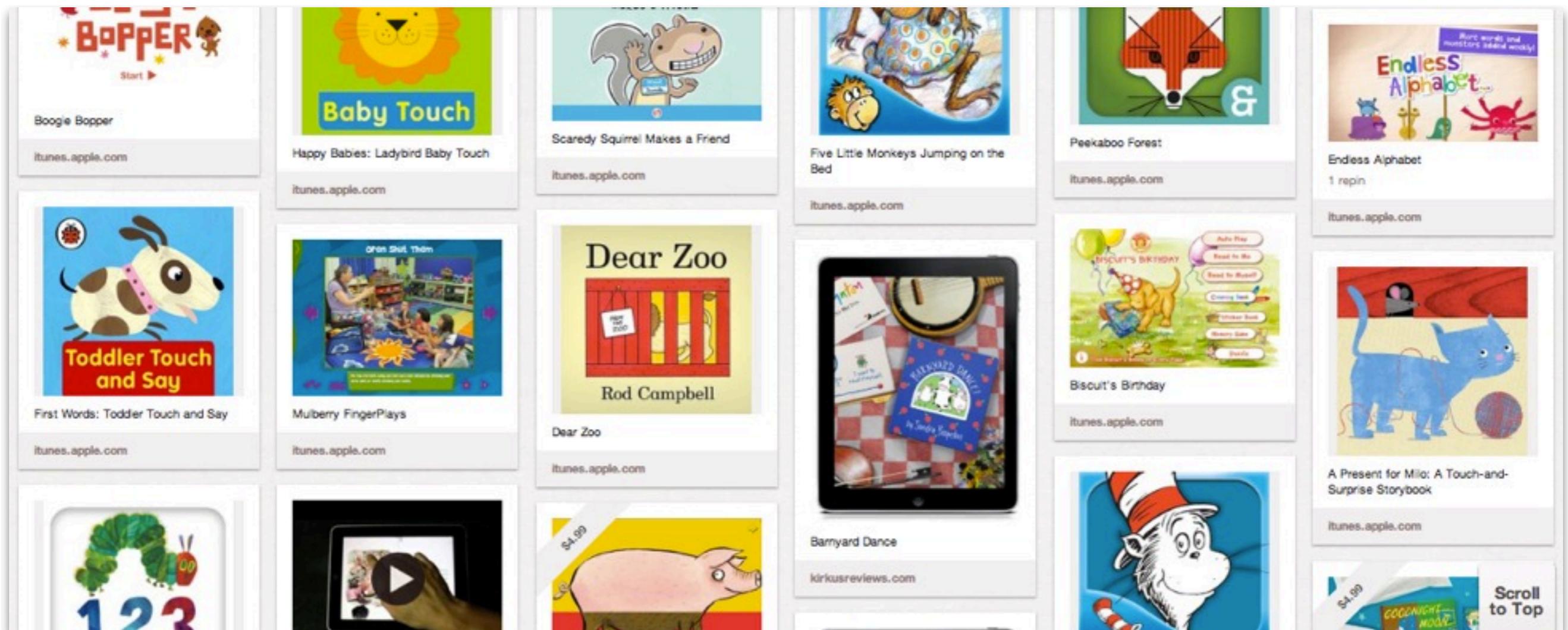
Apps for Kids is Boing Boing's podcast about cool smartphone apps for kids and parents. My co-host is my 8-year-old daughter, Jane Frauenfelder.

In **this week's episode** In Jane and I talk about two games. One is called **Windosill** and the other one is called **Feed the Head**. Both are made by **Vectorpark**, and are available both as desktop games and on the iPad. Feed the Head is available in an **iPhone version** as well.

App Resources

The apps and resources highlighted are available at:

<http://pinterest.com/libraryjennifer/>





Integrating Technology in Programming & Outreach

Photo courtesy of [Mike Licht, NotionsCapital.com](#) Flickr.

Integrating Technology

Trends:

- Offering services and programming across all platforms
- Customer driven
- Staff supported

Summer Reading Online

Integrated Online SRC

- Libraries are beginning to offer online summer reading programs more closely integrated with in-branch programs.
- Hamilton PL now uses our website as a tool for kids to register and track their progress in the club.

Summer Reading Club Registration



Welcome to the TD Summer Reading Club! Sign up for a summer full of fun at Hamilton Public Library. Bring your library card and pick up your badge at any branch, then register here!

Badge Number: *

HPL Library Card Number: *

your library card number

First Name: *

your first name

Last Name: *

your last name

Age: *

your age

Summer Reading Online

Integrated Online SRC

- For libraries using BiblioCommons for their public catalogue, BiblioCommons Summer Sites offers seamless integration between the catalogue interface and summer reading programs.

The screenshot displays the BiblioCommons Summer Reading 2012 website. At the top, there is a search bar with the text "Search Catalog" and a "Search" button, along with a "Log In" link. Below this is a prominent red banner with the text "Summer Reading 2012" in white and yellow. A navigation menu includes links for "Teen Summer Reading 2012", "My Shelf", "My Lists", "Badges", "Summer Book List", and "Staying Safe Online". A large blue "JOIN" button is visible on the right. The main content area features a row of book covers, including "P.S. I Loathe You" by Lisi Harrison. A callout box for "P.S. I Loathe You" shows a quote from user "destiny775" who gave the book a 5-star rating and wrote: "seriously, i love this book b/c it is keeps getting better and better. and i love reading the clique series.and also ... Read More." To the right, there are sections for "Recent Lists" and "Recent Tags". The "Recent Lists" section includes links for "best sci-fi books", "best fantasy books", "best movies ever", "summer reading list", and "best movies ever". The "Recent Tags" section lists various tags such as "rock", "teens", "fresh", "moody", "sorrowful", "canadian", "style", "cool", "music", and "sadness".

Summer Reading Online

Integrated Online SRC

- There are also a wide range of free tools available to make an online summer reading program possible:
 - Wufoo: online forms to submit books reviews
 - Poll Daddy: online polls
 - Shout Mix: shout boxes to allows users to post comments instantly

Step-by-step instructions on how to use these tools to create an online summer program is available at:

www.slideshare.net/jengalbells/summer-reading-2-0

Outreach and Class Visits

Trends:

- All library services all the time
- Books come alive with interactive SmartBoard book talks and you tube book trailers
- Communicate visually across distances or across the aisle with Skitch
- Share a whiteboard with SyncSpace

The logo for Annick, featuring the word "annick" in a bold, lowercase, sans-serif font. Above the letter 'i', there is a small black silhouette of a person jumping or falling.A promotional graphic for "Book Talks" on interactive boards. It features a central black speech bubble with the words "Book Talks" in white. Surrounding the bubble are various illustrations: a blue parrot, a camel with a saddle, a person in a purple robe, a dog, and an open book. The background is a green and yellow sunburst pattern.

Free Book Talks
for **SMART, Promethean, and Mimio Boards!**

Engage students instantly with interactive, ready-made Book Talks designed for the big board

Virtual Visits with



Virtual Author Visits



Photo of **Skype visit with Sara Zarr** courtesy of [The Unquiet Library on Flickr](#)

Virtual Author Visits

Why?

- The software is free to download and calls from 'Skype to Skype' are free.
- Through Skype libraries have access to authors that would otherwise be prohibited by geography.
- Many authors are even willing to do short 'meet and greet' sessions for free.

Virtual Author Visits

What You Will Need:

- Skype
- A webcam and microphone (already included on most laptops) *or* an iPad 2 or iPad 3
- A projector
- An author:
 - Skype an Author Network
 - Authors' Booking Service

Virtual Class Visits

The Future of Class Visits?

- Skype presents a viable alternative to traditional class visits, enabling library staff to conduct school visits with little interruption to the school or library schedule.
- Skype also offers the benefit of screen sharing, allowing for demonstrations of online resources, book trailers, etc.



Remote Book Clubs

Trends:

- Skype book clubs
- Twitter book clubs - #canadareads, @penguinusa

Birds of a Feather **Read** Together!



Welcome to the @Penguinusa Twitter Book Club.

THIS MONTH'S PICK IS:

Bloodlines by Richelle Mead [buy it now](#)

Every month we'll be inviting our @PenguinUSA Twitter followers to join us in reading and discussing a book selected by the staff here at Penguin. We'll be checking in on Twitter periodically throughout the month, letting followers know where we are in the book, and opening the forum for discussion (but please, no spoilers!). We invite users to ask questions about the book as they read, and to look out for tweets about when we'll be dedicating time for "mini book club meetings" during the course of the month.

PENGUIN BOOK CLUB
#readpenguin



penguinusa Our final #readpenguin chat with @RichelleMead is tomorrow at 8pm EST, all about #BLOODLINES for a full hour! Details: bit.ly/VrAMlm
11 hours ago · reply · retweet · favorite



penguinusa We'll do our best to get the chat up for everyone to read as soon as we can! Thanks for all of the great questions. #readpenguin
6 days ago · reply · retweet · favorite

YouTube Programming

The evolution of the film program

- No license necessary
- Appropriate playlists are created in advance, but there is room for input from your audience
- Result is fun and organic – never the same twice!
- Opens up partner programming options, like making your own reviews, book trailers etc.



Questions?

The apps and resources highlighted are available at:
<http://pinterest.com/libraryjennifer/>

This presentation is available at:
www.slideshare.net/jennifer.gal

