

Incubating Ourselves

OPLA

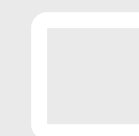
THE QUEST FOR BETTER LIBRARIES

Jason Griffey

Fellow

Berkman Center for Internet & Society

Harvard University

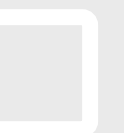


@griffey

#olasc16



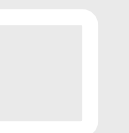
NEXT HOUR



Innovation

OPLA

PROCESS NOT PRODUCT



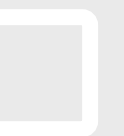
Why Is Innovation A Good?

ASPEN



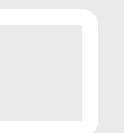
Without Change, Stagnation

ASPEN



Feature, Not A Bug

ASPEN



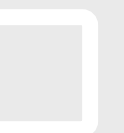
Aspen Report

ASPEN

NOT LINEAR

Libraries in the Exponential Age

http://www.libraryvision.org/libraries_in_the_exponential_age

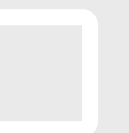


Transformation

ASPEN

“Library innovation will transform the individual and collective institutions, but more importantly, it also will transform communities.”

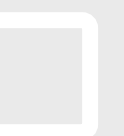
—Libraries in the Exponential Age



Human Capital

ASPEN

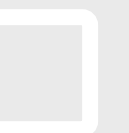
“Technology must become a core competency for libraries, not simply a service offered to patrons...technology must be joined by new thinking on the development of human capital in the community and in the library.”



Edges

ASPEN

“The organizational culture of libraries (as is true for most companies and movements) enables true innovation to occur only on the edge of the organization where staffs are less encumbered by expectations of maintaining prescribed pathways. The challenge for libraries is to shatter the organizational paradigm...”



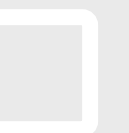
Leadership

ASPEN



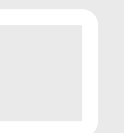
Librarians

ASPEN



Recent Innovation

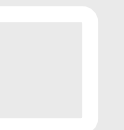
OPLA



Makerspaces

OPLA

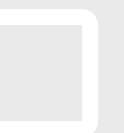
OPENING IMAGINATIONS



2 Stories

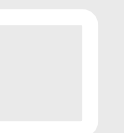
GRIFFEY

ALL ABOUT ME

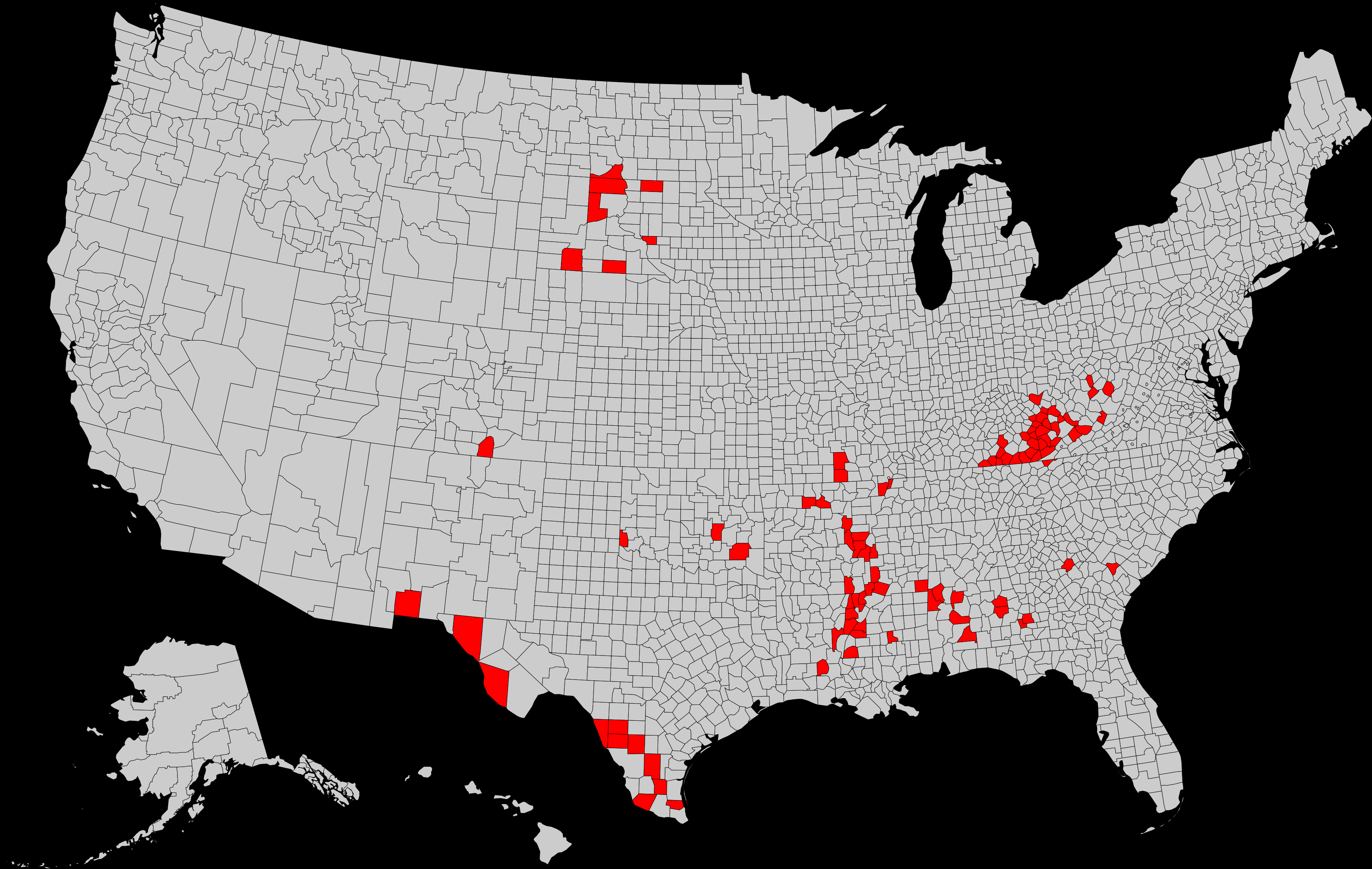


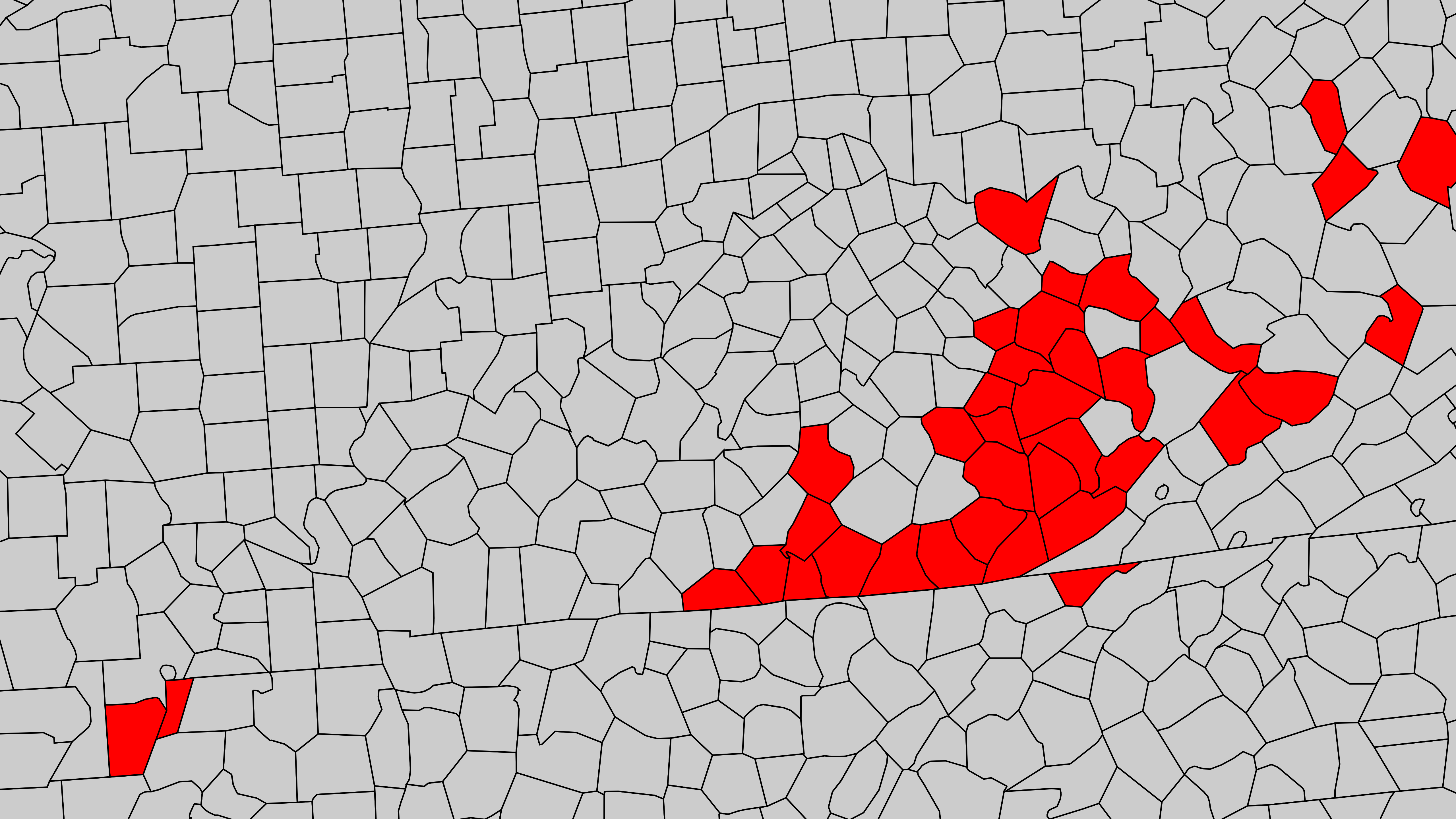
Why They Matter: Patron Edition

GRIFFEY

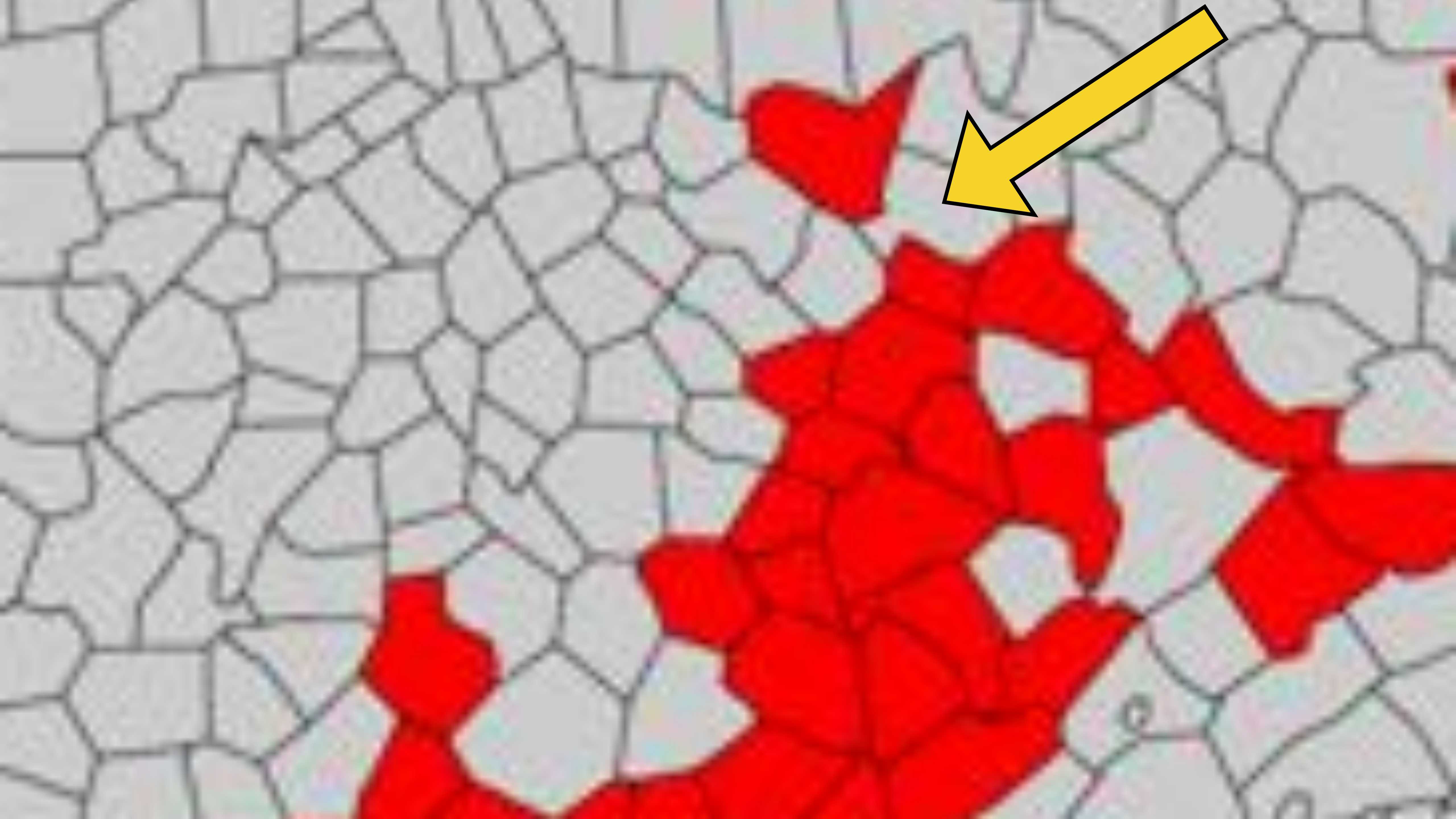














john fink

@adr

23 Feb

@casburn_lib @griffey For that job description I'd cut them some slack if it was \$15/hr. But \$7.25???



Steve Casburn

@scasburn_life

 Follow

@adr @griffey There might not be a single place in Canada poorer than that part of Kentucky.

9:54 PM - 23 Feb 2015







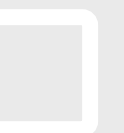
Photo by Lunchbox Photography - <http://flic.kr/p/8qMv9V>



I Was Lucky

NIBH

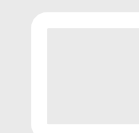
VEHICULA CURSUS LOREM



But I Still Missed It

NIBH

VEHICULA CURSUS LOREM



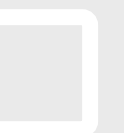
That's Why We Need This

JASON

MAKERTECH

ENGINEERING

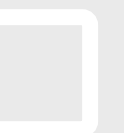
IMAGINATION



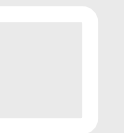
Story Number Two

OPLA

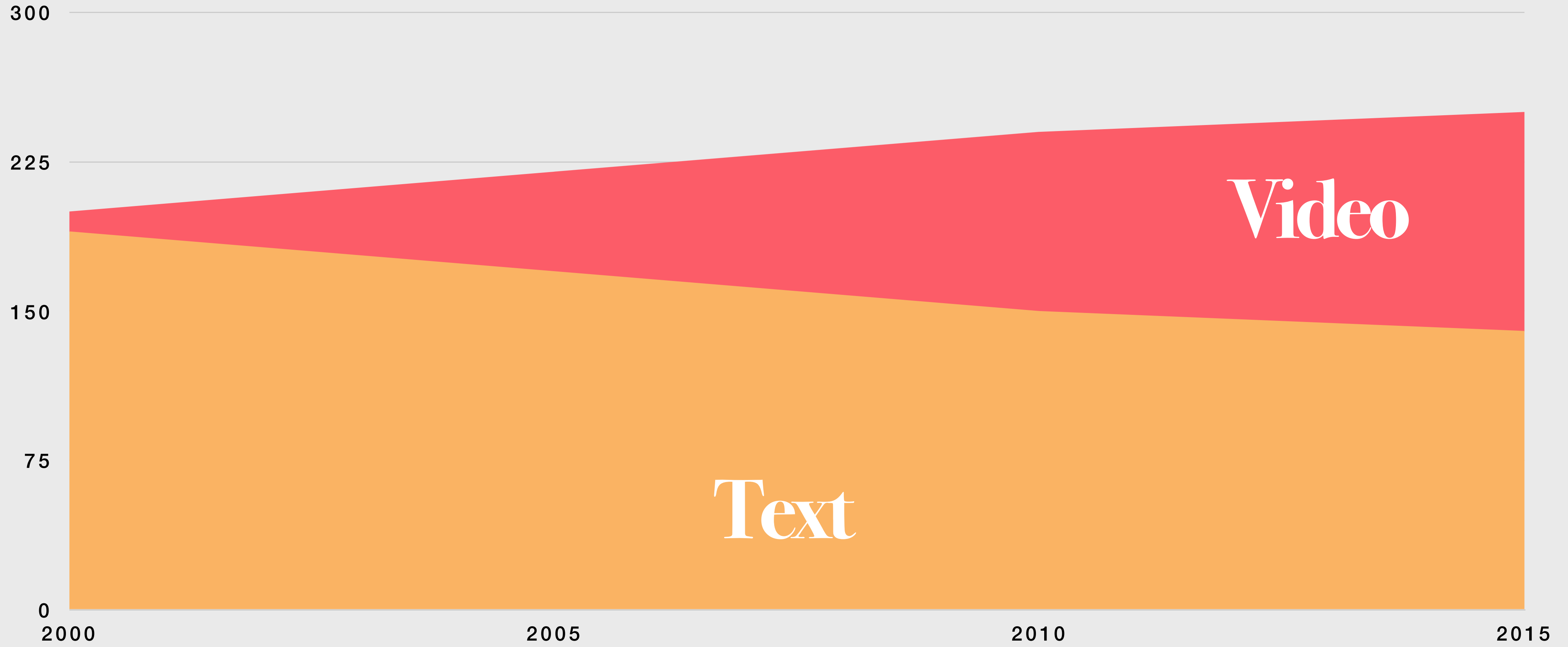
MEASURE THE FUTURE



NUMBERS

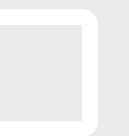


NUMBERS

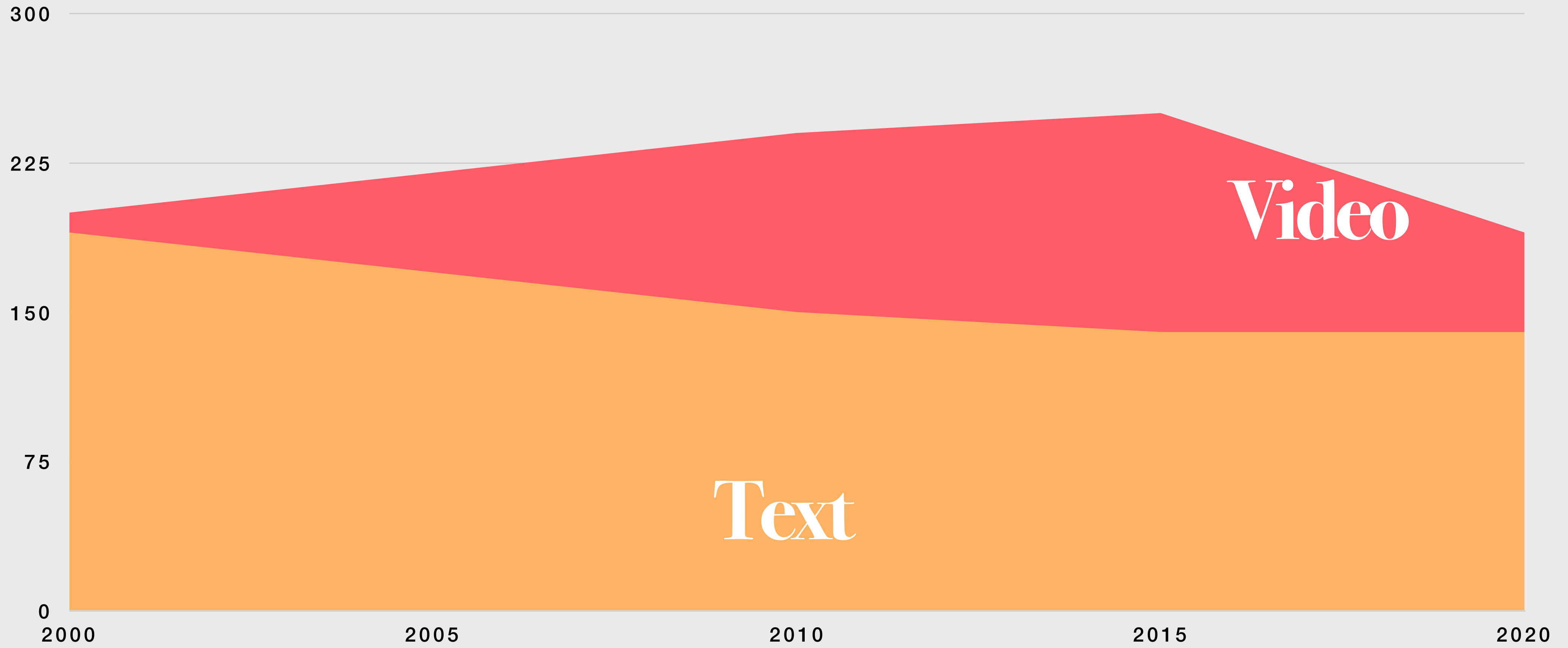


Video

Text

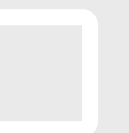


NUMBERS



Text

Video







MEASURE
the
FUTURE

Nex-Gen Use Metrics for Libraries

<http://measurethefuture.net>

News Challenge for Libraries Grant Recipient

GOOGLE ANALYTICS FOR YOUR BUILDING





**HARDWARE &
SOFTWARE**

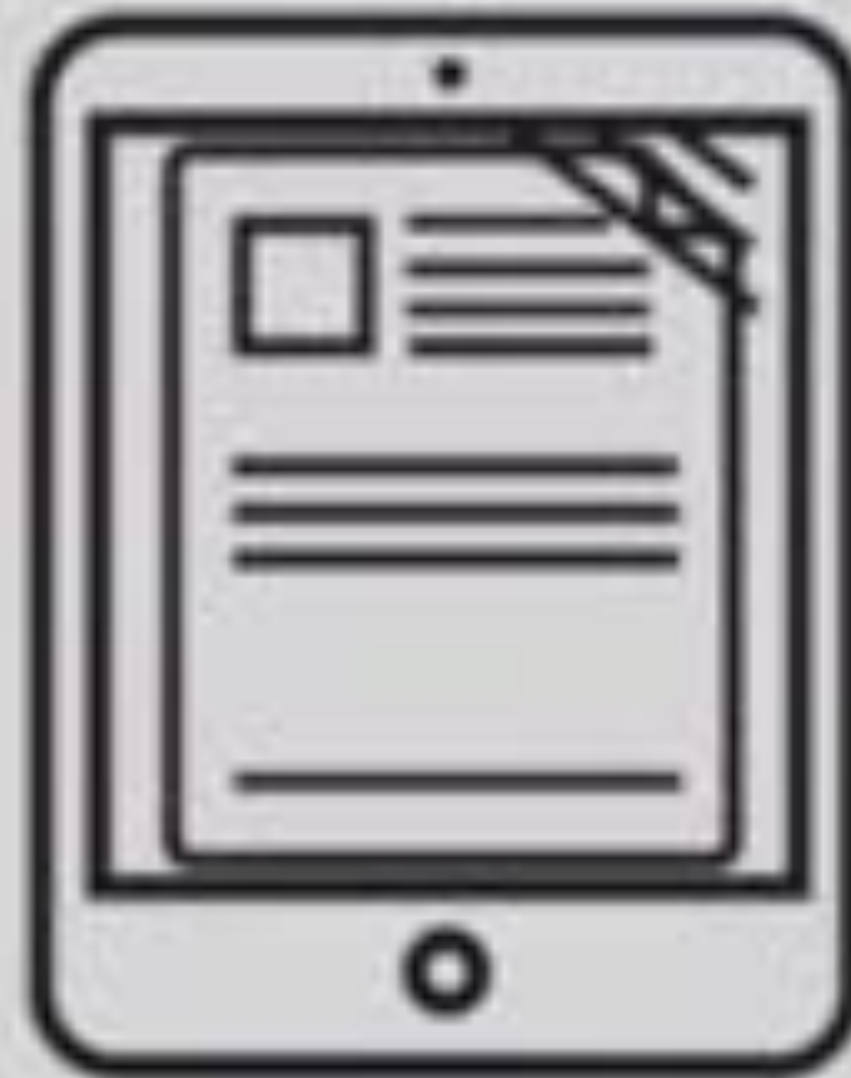
OPEN





LIBRARY

BOX





10/2012





10/2013



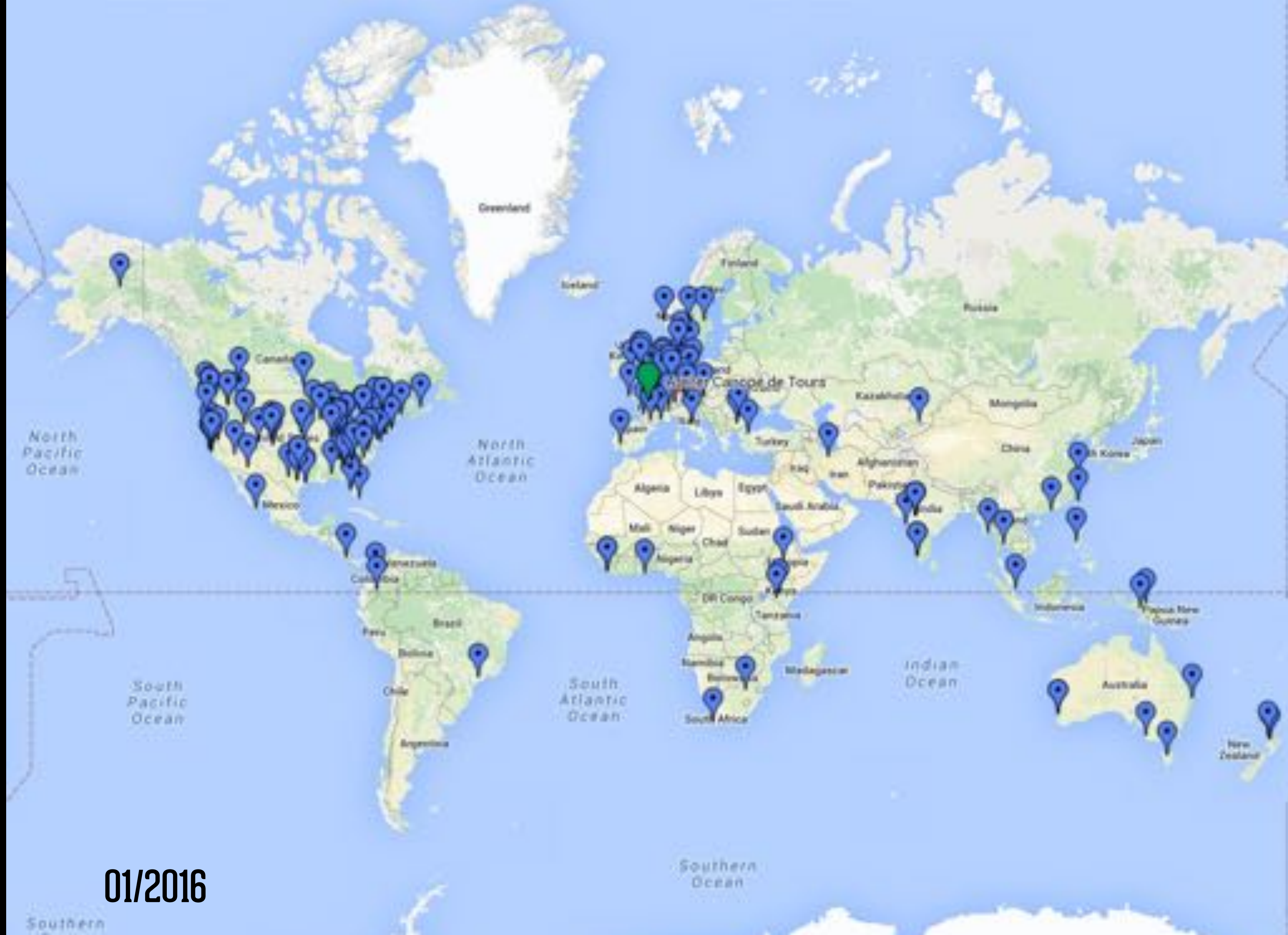
03/2014



11/2014



08/2015



01/2016

39 US States

38 Countries

7 Continents

HOW TO MEASURE THE FUTURE

SCOUT







MEASURE
the FUTURE

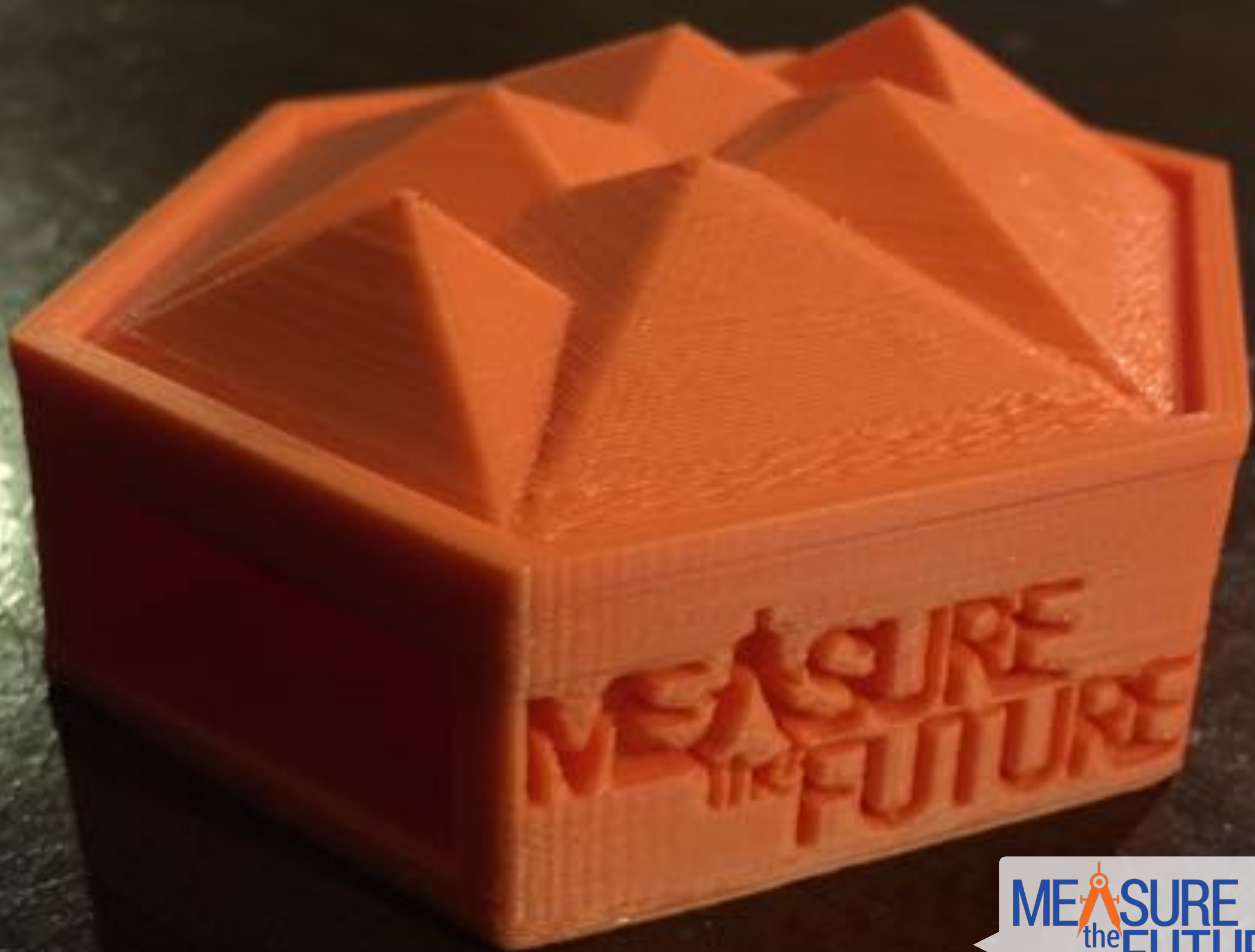


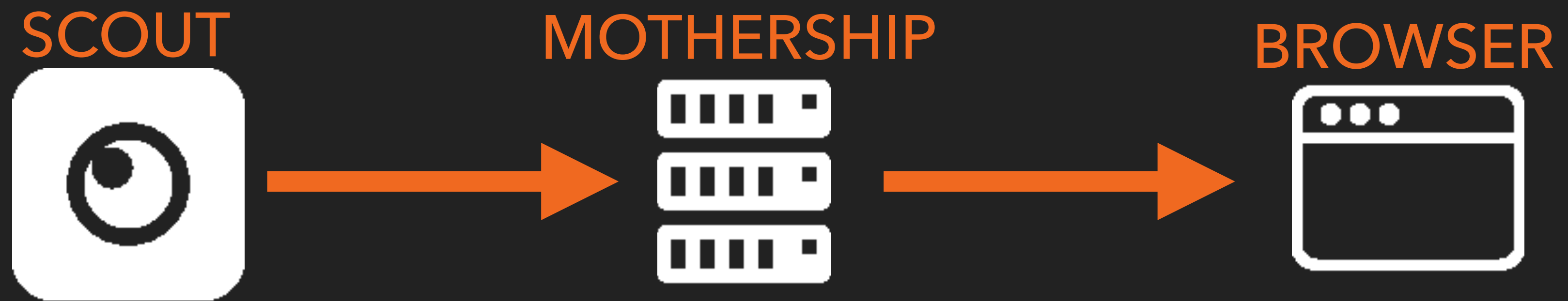
MEASURE
the **FUTURE**

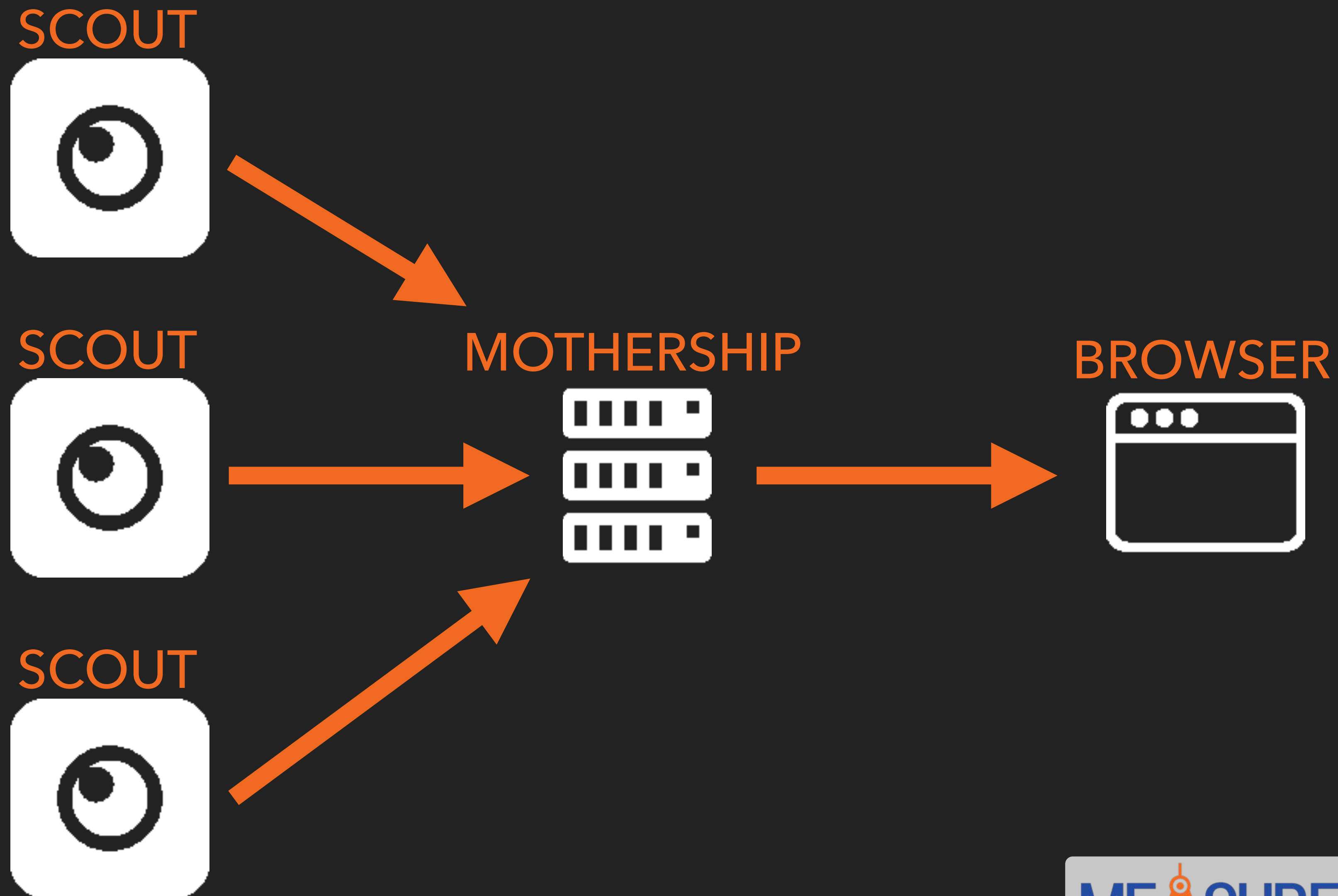
<http://measurethefuture.net>



MOTHERSHIP









Contour Backdoor Fingerprinting Tracking



- 0 to 82
- 83 to 164
- 165 to 247
- 248 to 329
- 330 to 412

Stats: Last 30 days

Change time range ▾



Total number of people: 1034

VERSION 1 FEATURES

- ▶ Attention measurement
- ▶ People count
- ▶ Activity Clock
- ▶ Raw data available via CSV
- ▶ Significant privacy protection

PRIVACY

- ▶ No photo or video of patrons is saved
- ▶ All communication is secure
- ▶ Collapsing single-stat areas
- ▶ 15 Minute reporting blocks

Photo by KTH Biblioteket - <http://flic.kr/p/7Pesb4>

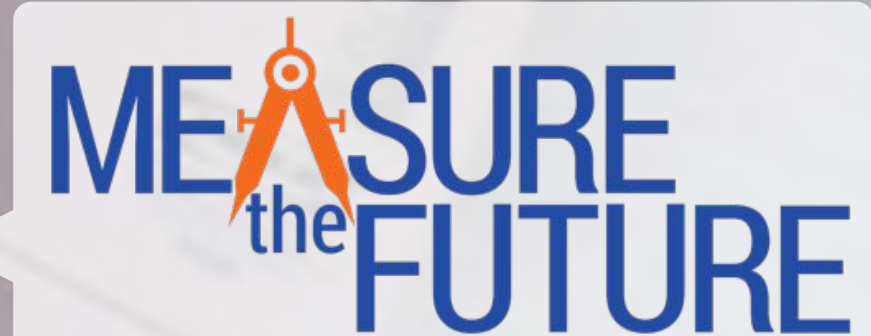
SMART BUILDING



<http://measurethefuture.net>

Photo by DaveBleasdale - <http://flic.kr/p/nNZRV>

A/B TEST SPACES



<http://measurethefuture.net>

Photo by ocegep - <http://flic.kr/p/crdH8s>

EVALUATE YOUR STACKS

**MEASURE**
the **FUTURE**

<http://measurethefuture.net>

PLAN YOUR STAFFING

ROADMAP FOR VERSION 2

- ▶ Additional sensor support
 - ▶ Hyperlocal location measurement
 - ▶ Humidity/temperature
- ▶ Additional data views
- ▶ Data integration into other products
- ▶ Secure and privacy-focused cloud portal for your data

MEASURE the FUTURE



Nex-Gen Use Metrics for Libraries

<http://measurethefuture.net>

@measure_future

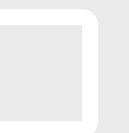
COMING
SUMMMER 2016



Innovation

OPLA

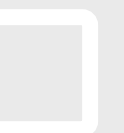
PROCESS NOT PRODUCT



Disruption

OPLA

DESTROY OR BE DESTROYED



The Digital Disruption Has Already Happened

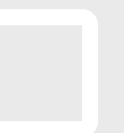
- World's largest taxi company owns no taxis (Uber)
- Largest accommodation provider owns no real estate (Airbnb)
- Largest phone companies own no telco infra (Skype, WeChat)
- World's most valuable retailer has no inventory (Alibaba)
- Most popular media owner creates no content (Facebook)
- Fastest growing banks have no actual money (SocietyOne)
- World's largest movie house owns no cinemas (Netflix)
- Largest software vendors don't write the apps (Apple & Google)

SOFTWARE

IT EATS THE WORLD

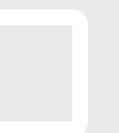
Radical Changes Are Coming

- Machine Learning (AI)
- Big Data
- Decentralization (Blockchain)
- New types of input
(Voice, Gesture, Thought)
- New types of output (VR, AR)
- Robots
- Biotech



Radical Changes Are Coming

- Robots



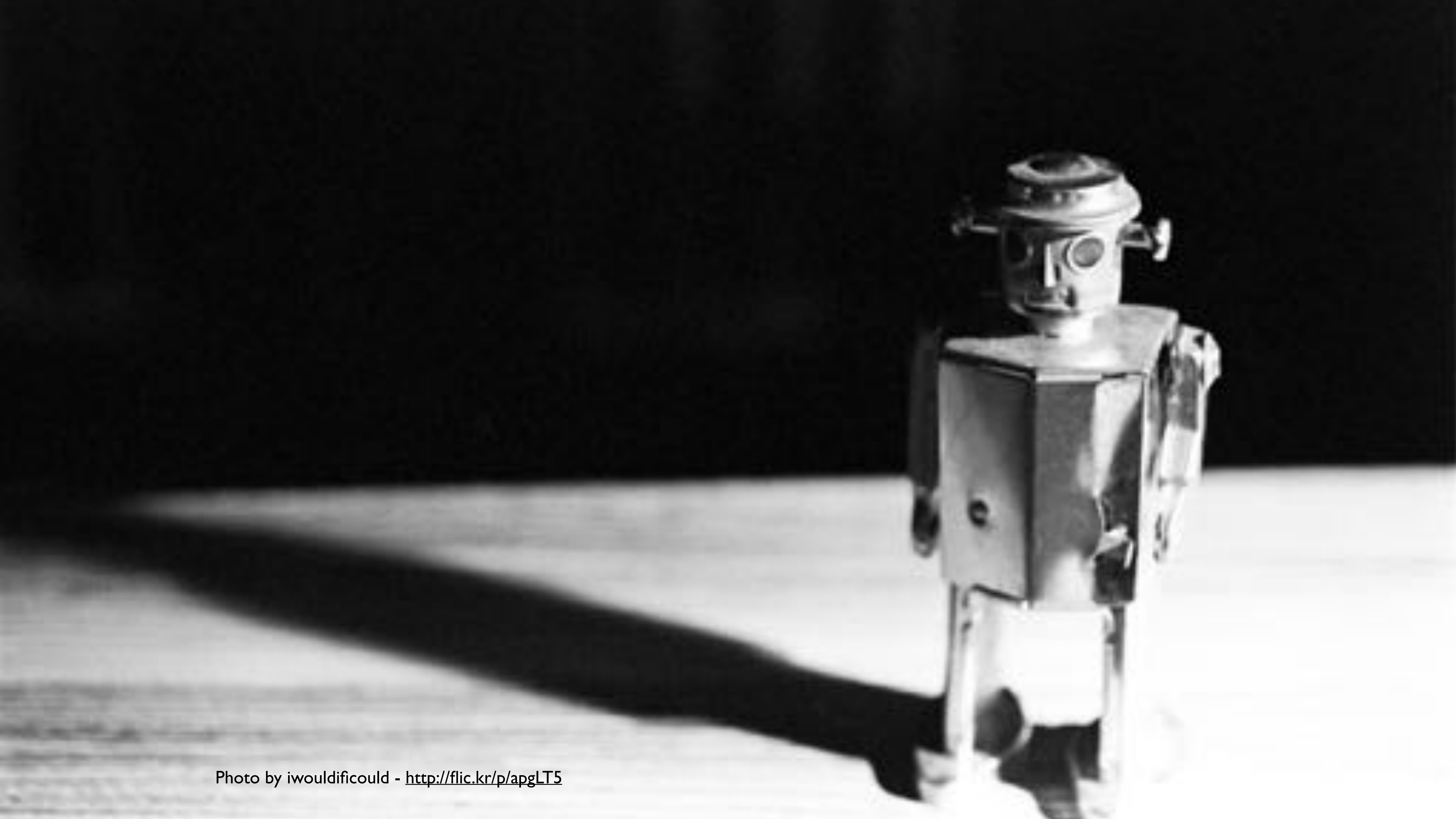


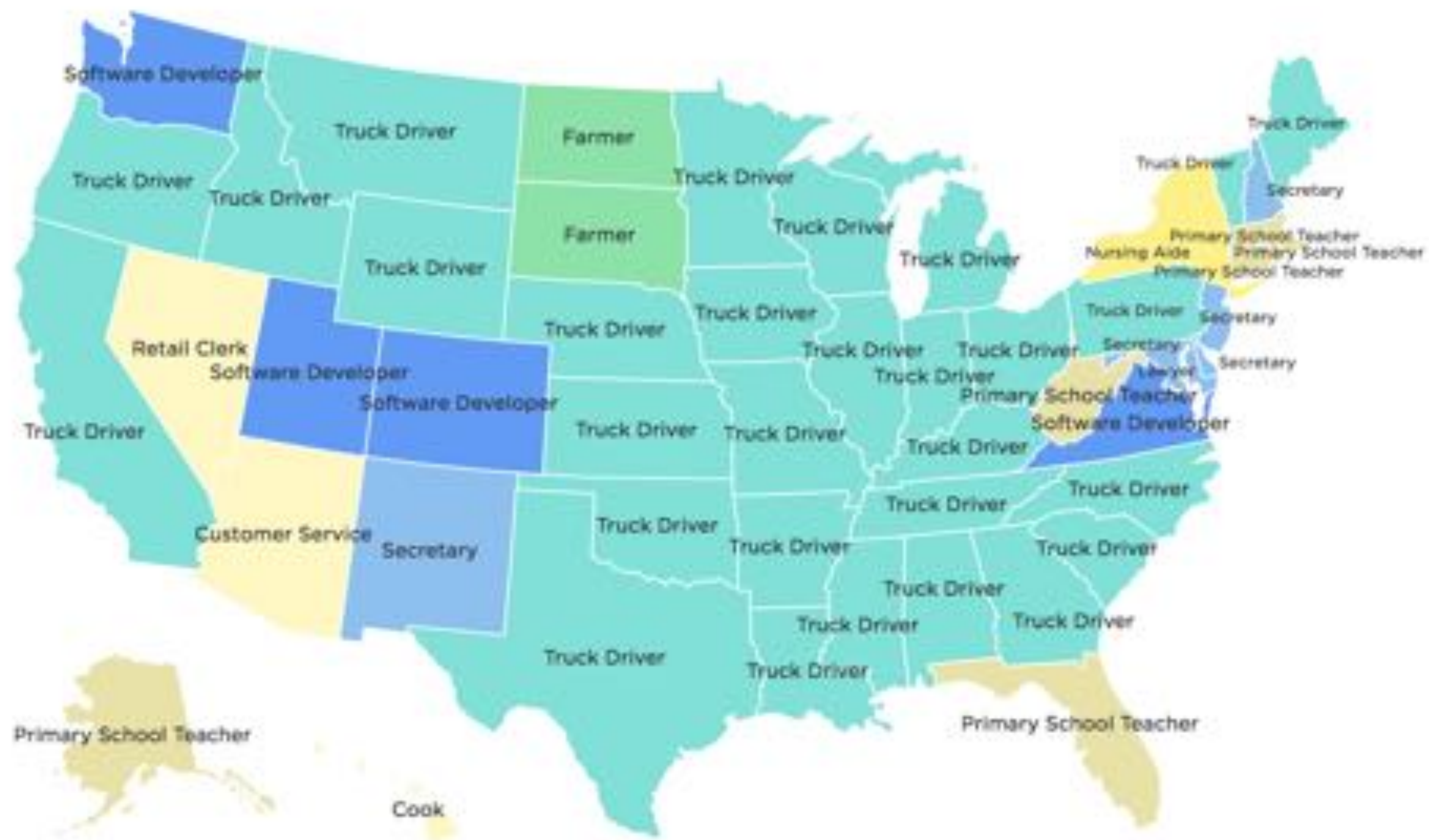
Photo by iwouldifcould - <http://flic.kr/p/apgLT5>

We Imagine Safer Driving

Dodge
Integrated Safety







2014



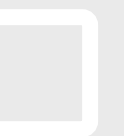
Table 3

The 20 most common occupations among men aged 15 years and over and the proportion of men in the total workforce, May 2011

| Occupations minor group among men | Number | Percentage distribution | Proportion of men among all (15 years and over) |
|--|------------------|-------------------------|---|
| All occupations | 8,634,310 | 100.0 | 52.0 |
| All of the 20 most common occupations | 2,601,425 | 30.1 | 67.5 |
| Retail salespersons | 285,050 | 3.3 | 43.4 |
| Transport truck drivers | 253,385 | 2.9 | 96.8 |
| Retail and wholesale trade managers | 211,685 | 2.5 | 58.3 |
| Carpenters | 146,550 | 1.7 | 98.1 |
| Janitors, caretakers and building superintendents | 145,510 | 1.7 | 74.4 |
| Material handlers | 138,435 | 1.6 | 87.6 |
| Automotive service technicians, truck and bus mechanics and mechanical repairers | 135,350 | 1.6 | 98.4 |

Tools For Change

OPLA



Libraries & Librarians

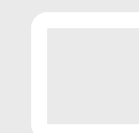
OPLA



Thank You

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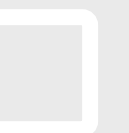
JASON GRIFFEY



Questions?

OPLA

JASON GRIFFEY



JASON GRIFFEY

FELLOW

BERKMAN CENTER FOR INTERNET & SOCIETY
HARVARD UNIVERSITY

[HTTP://JASONGRIFFEY.NET](http://jasongriffey.net)

FOUNDER/PRINCIPAL CONSULTANT
EVENLY DISTRIBUTED LLC

[HTTP://EVENLYDISTRIBUTED.NET](http://evenlydistributed.net)

THE LIBRARYBOX PROJECT

[HTTP://LIBRARYBOX.US](http://librarybox.us)

MEASURE THE FUTURE

[HTTP://MEASURETHEFUTURE.NET](http://measurethefuture.net)

PHOTO CREDIT: CINDI BLYBERG

