



12 May 2016

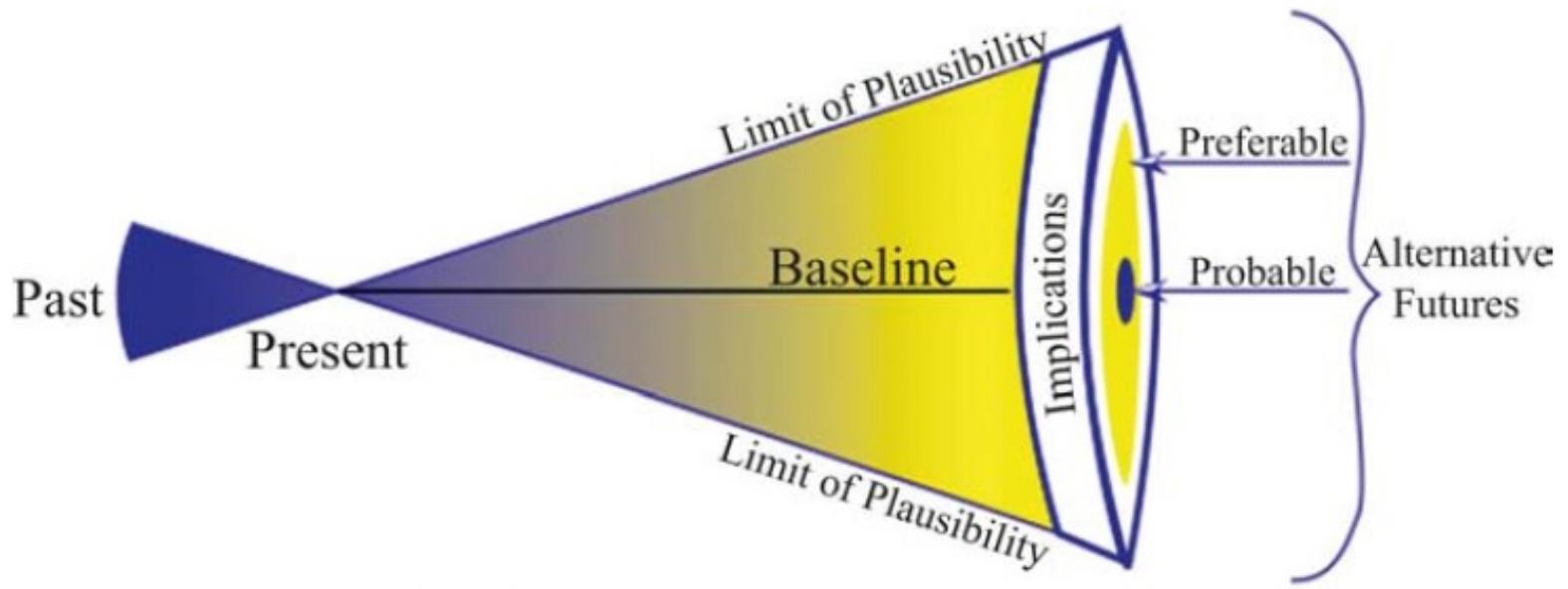
*Signals for the Library of the Future Learning with ALA's Center for the Future of Libraries*

SPEAKER: Miguel Figueroa, Director, American Library Association Center for the Future of Libraries



# Signals for the Library of the Future Learning with ALA's Center for the Future of Libraries

Miguel Figueroa  
Transportation Librarians  
Roundtable  
May 12, 2016




The future is many, not one

Source: Bishop (2007)



# Four Steps From Jane McGonigal

1. Collect signals from the future
2. Combine signals into forecasts
3. Create personal foresight
4. Play with the future



“We are ‘consumer in’ instead of ‘silos out.’ Being fanatically focused on the changing consumer behaviors across all sectors, not just [libraries] – whether because of digital tools or globalization or other generational factors – rather than what silos are doing talking among themselves, and how that affects [libraries] and [their] future.

The future of [libraries] will be defined by leaders who understand the larger context in which [libraries] operate, not by navel gazing.”





# **The Center for the Future of Libraries works to:**

Identify emerging trends relevant to libraries and the communities they serve

Promote futuring and innovation techniques to help librarians and library professionals shape their future

Build connections with experts and innovative thinkers to help libraries address emerging issues

AGING  
ADVANCES

ANONYMITY

BADGING

COLLECTIVE  
IMPACT

CONNECTED  
LEARNING

DATA  
EVERYWHERE

DIGITAL  
NATIVES

DRONES

EMERGING  
ADULTHOOD

FANDOM

FAST  
CASUAL

FLIPPED  
LEARNING

GAMIFICATION

HAPTIC  
TECHNOLOGY

INCOME  
INEQUALITY

INTERNET  
OF THINGS

MAKER  
MOVEMENT

PRIVACY  
SHIFTING


RESILIENCE

ROBOTS

SHARING  
ECONOMY

UNPLUGGED

URBANIZATION



Fandom refers to a community of people who are passionate about something, whether it's a film, a band, a television show, a book, or a sports team. [1] The growing availability of media and social networks have provided individuals more opportunities to discover content and then more easily find groups of like-minded people with whom they can share and exchange proof of their fandom (discussions, writing, art, etc.).

### **How It's Developing**

For many, the idea of fandom may be most readily associated with the television series Star Trek and the Trekkies who led letter-writing campaigns to extend the series and attended conventions where they met the actors and creators of the series. Fandom, however, might find even earlier origins in the Lisztomania frenzy over the pianist Franz Liszt, the fans of the Sherlock Holmes detective stories, die-hard sports fans, or even the music fandoms of Sinatra, Elvis, or the Beatles.

### **Notes and Resources**

[1] "The Geek Grandpa: Leonard Nimoy's Pivotal Role in the Rise of Fandom." Lynn Zubernis. Raw Story. March 5, 2015. Available from

<http://www.rawstory.com/2015/03/the-geek-grandpa-leonard-nimoys-pivotal-...>

[2] "A Beginner's Guide to Fandom." Aja Romano. The Daily Dot. August 7, 2012 (Updated July 2, 2015). Available from <http://www.dailydot.com/culture/beginners-guide-fandom-fanworks/>

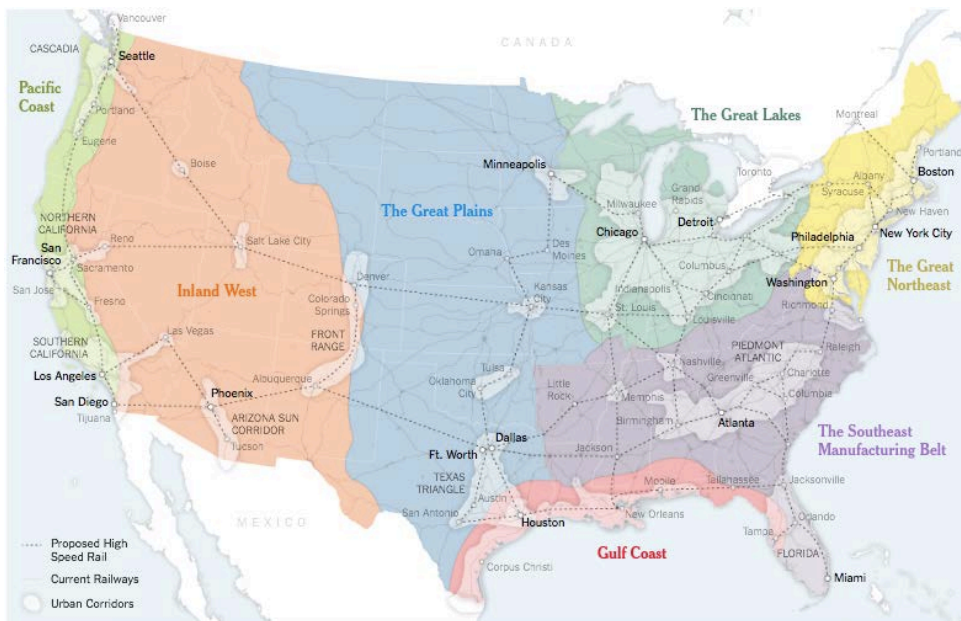
### **Why It Matters**

As cultural institutions that preserve and provide access to books, video, music, and an increasing array of media, fandoms may be obvious partners in promoting literacy, engagement with culture, and media creation.

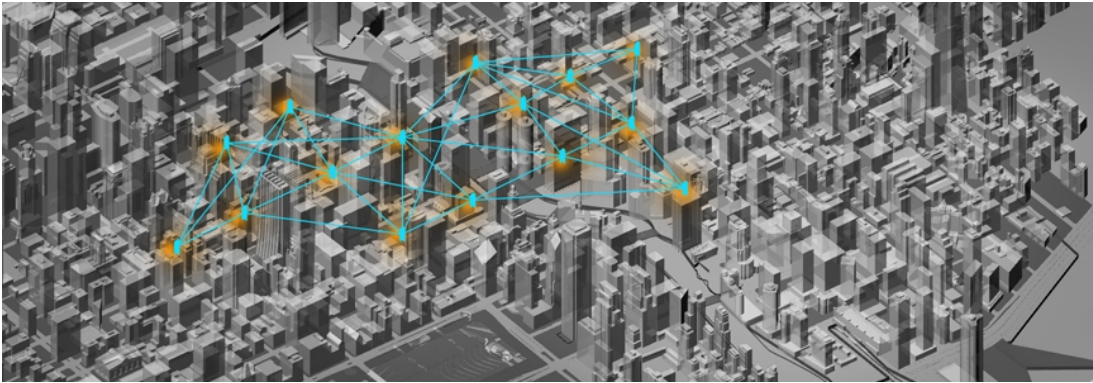
Fandom increasingly assumes active creation – writing, recording, drawing, remixing, role-playing – rather than just passive consumption of media. [13] This could make it an important space for libraries to design programming and ...



# URBANIZATION



Globally, more people live in urban areas - 54% in 2014 and a projected 66% in 2050



Advanced information and communication technology will allow cities to manage assets more efficiently

**SMART  
CITIES**

Bolster support for  
preparedness and response

Enable better anticipation of  
disasters and their  
consequences

Enhance the ability to recover  
more quickly and strongly

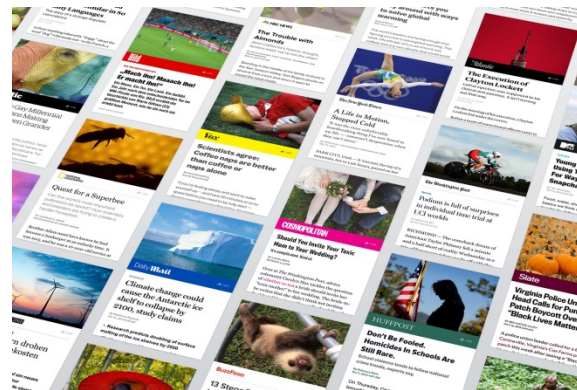


**RESILIENCE**





VIRTUAL  
REALITY



HOMELESS  
MEDIA

# Looking for Leads?



# Read for Later

by ALA Center for the Future of Libraries


A weekly wrap-up of news and articles to help libraries think about the future of our collections, spaces, services, partners, and roles in the community

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