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European integration: conditions and challenges for libraries, 3 au 7 juillet 2007
36^e congrès LIBER

Sharing, Privacy and Trust... and Librarians

LEES, Janet

Community Liaison – OCLC PICA

LEES, Janet. Sharing, Privacy and Trust... and Librarians. In *36th LIBER Annual General Conference, European integration: conditions and challenges for libraries, Varsovie, du 3 au 7 juillet 2007* [en ligne]. Format PDF.

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Sharing, Privacy and Trust ...and Librarians



LIBER

**Annual General
Conference**

Warsaw

3-6th July, 2007

Janet Lees

Community Liaison

OCLC PICA

j.lees@oclc-pica.org

What is the **primary** reason for you to attend this LIBER conference?

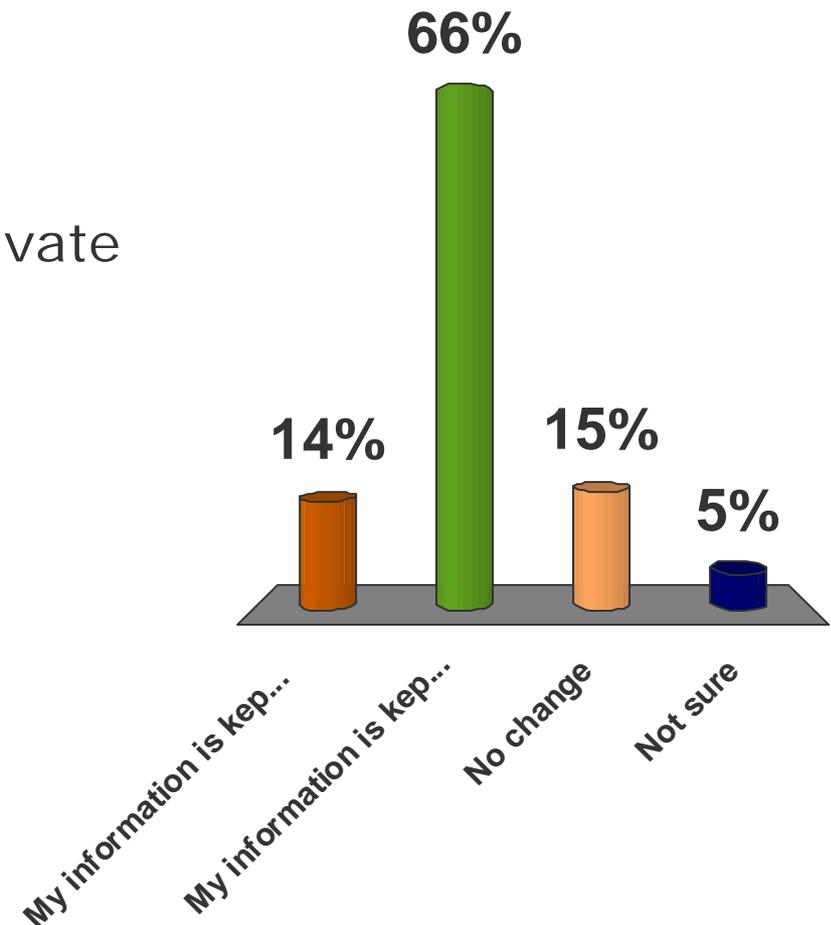
- 1. To listen to the papers
- 2. To network with your peers
- 3. To visit Poland
- 4. Some other reason

Networking with Peers



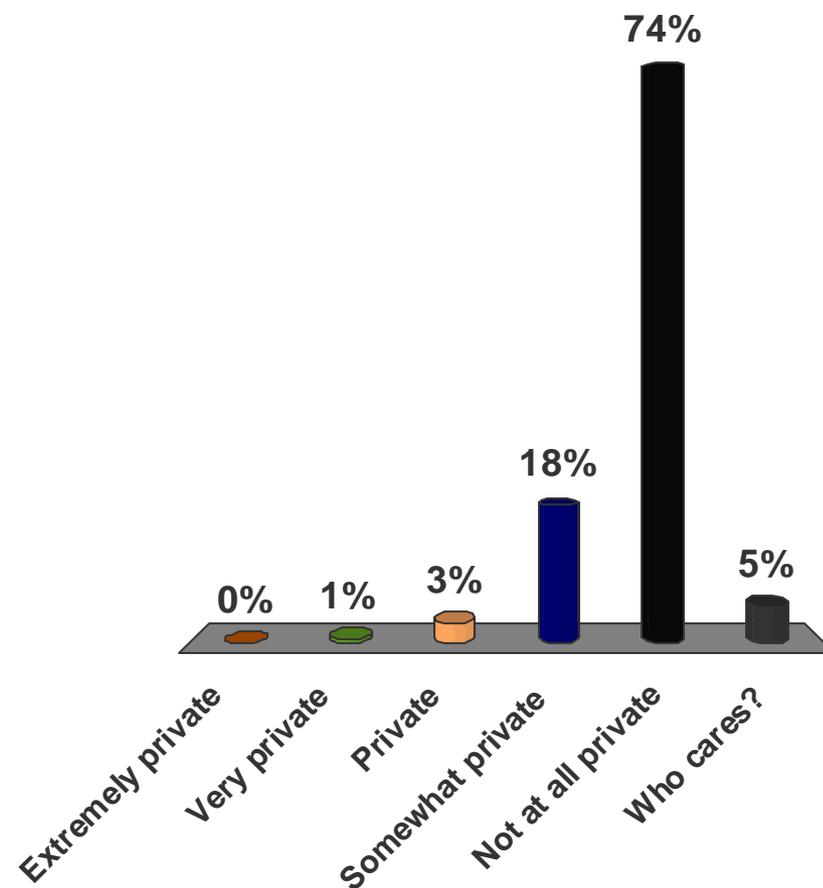
How would you rate the privacy of the Internet compared to two years ago?

1. My information is kept more private than 2 years ago
2. My information is kept less private than 2 years ago
3. No change
4. Not sure



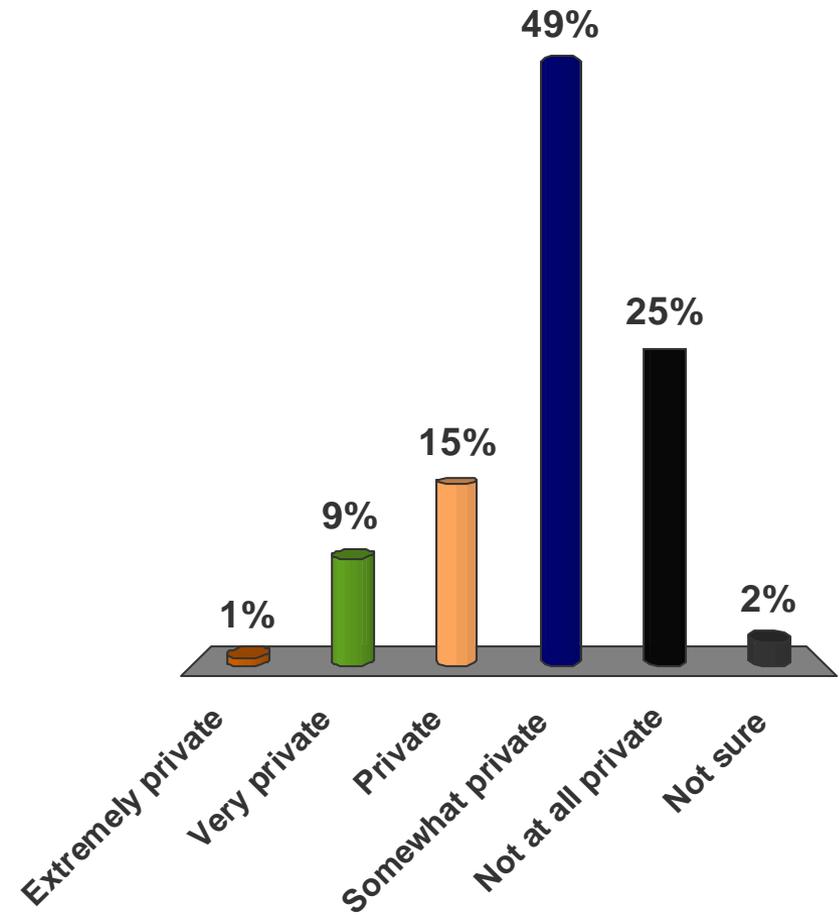
How private do you feel your activity is while using search engines?

1. Extremely private
2. Very private
3. Private
4. Somewhat private
5. Not at all private
6. Who cares?



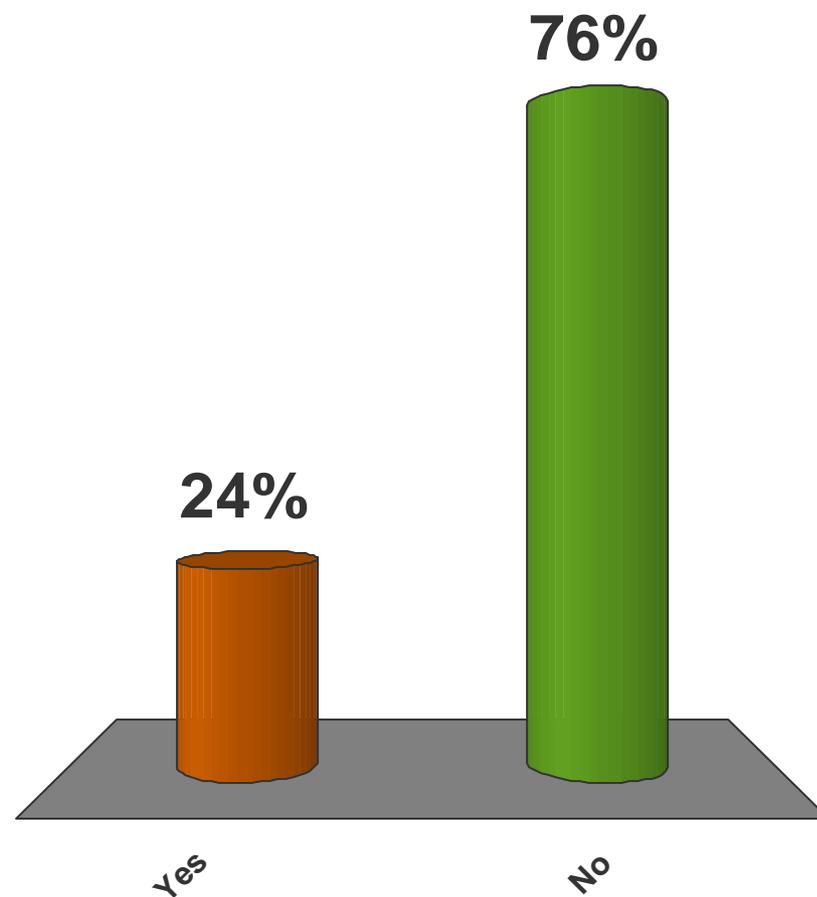
How private do you feel your activity is while using a library Web site?

1. Extremely private
2. Very private
3. Private
4. Somewhat private
5. Not at all private
6. Not sure



Has someone improperly used your personal information online?

1. Yes
2. No





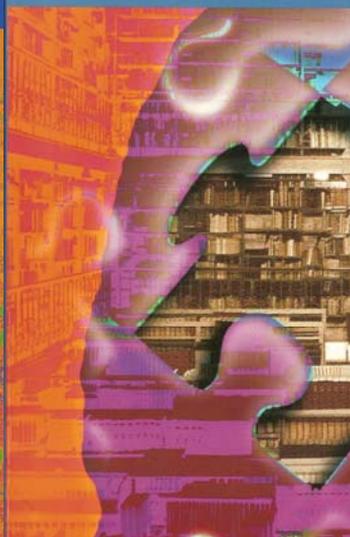
Sharing, Privacy and Trust in Our Networked World

A Report to the OCLC Membership



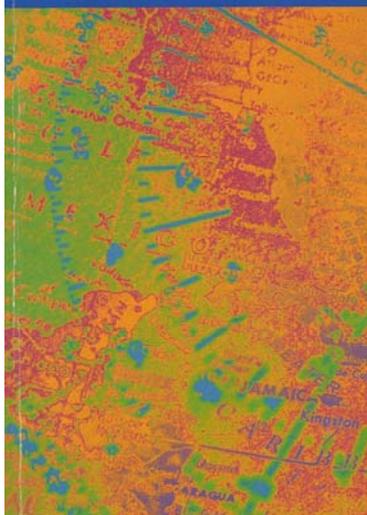
Perceptions of and Informatic

A Report to the OCLC Membership



The 2003 OCLC Environm Pattern Recognit

A report to the OCLC Membership



Sharing, Privacy, Trustand librarians

Social Spaces –

who's sharing;
what's being shared online?

Books –

what's being shared offline?

Privacy –

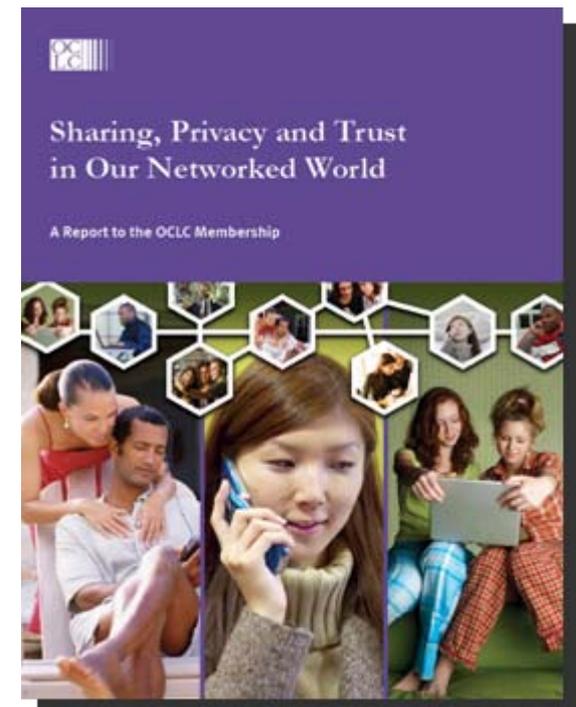
what are we willing to reveal;
what's changing?

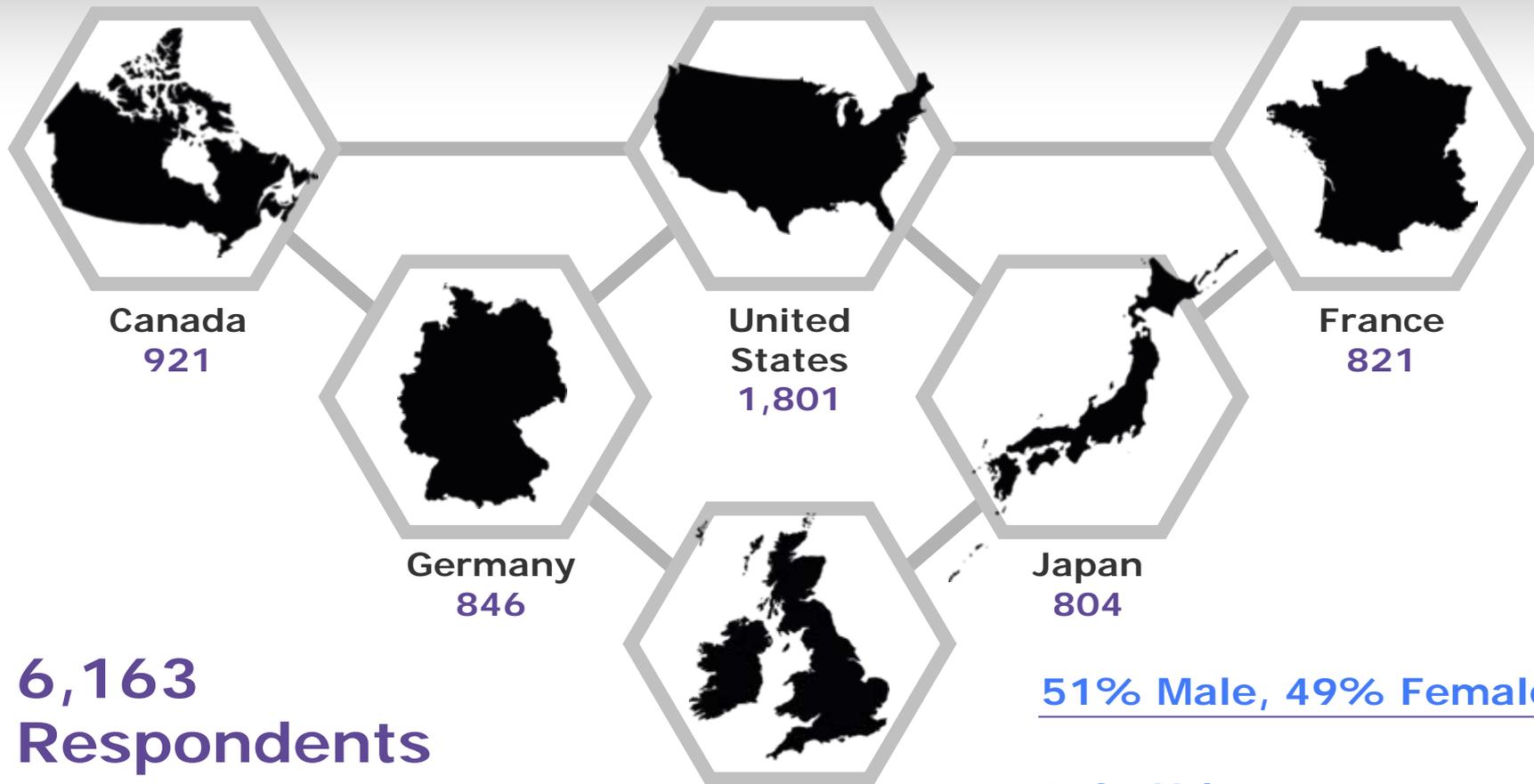
Trust –

how do we determine trust?

Librarians –

how different?
sharing, privacy, trust;
implications and opportunities





6,163
Respondents

Ages 14 to 80+

Statistical margin of error
+/- 1.3% at the 95%
confidence level

51% Male, 49% Female

34% Urban

31% Suburban

33% Small Town or Rural

382 U.S. Library Directors

Sharing, Privacy, Trust in our Networked World

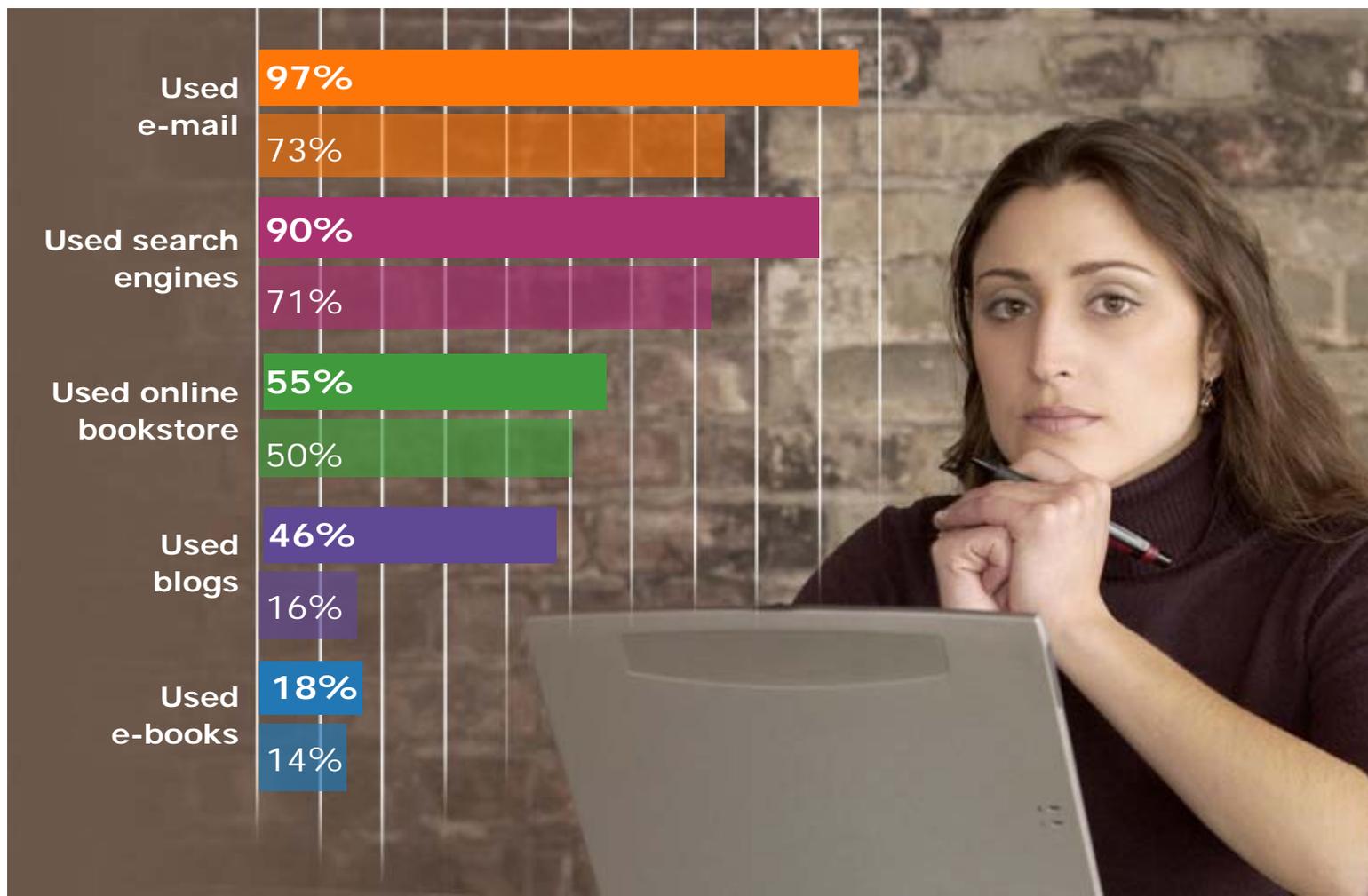
Social Spaces

Books

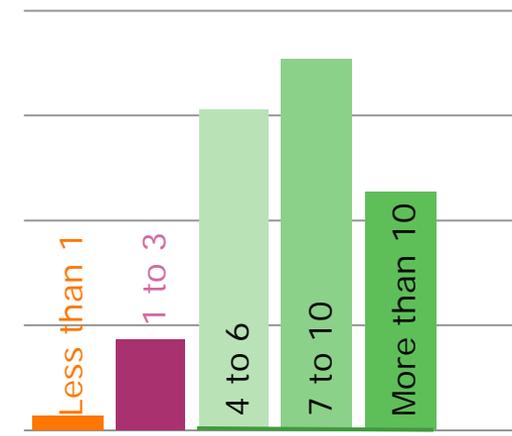
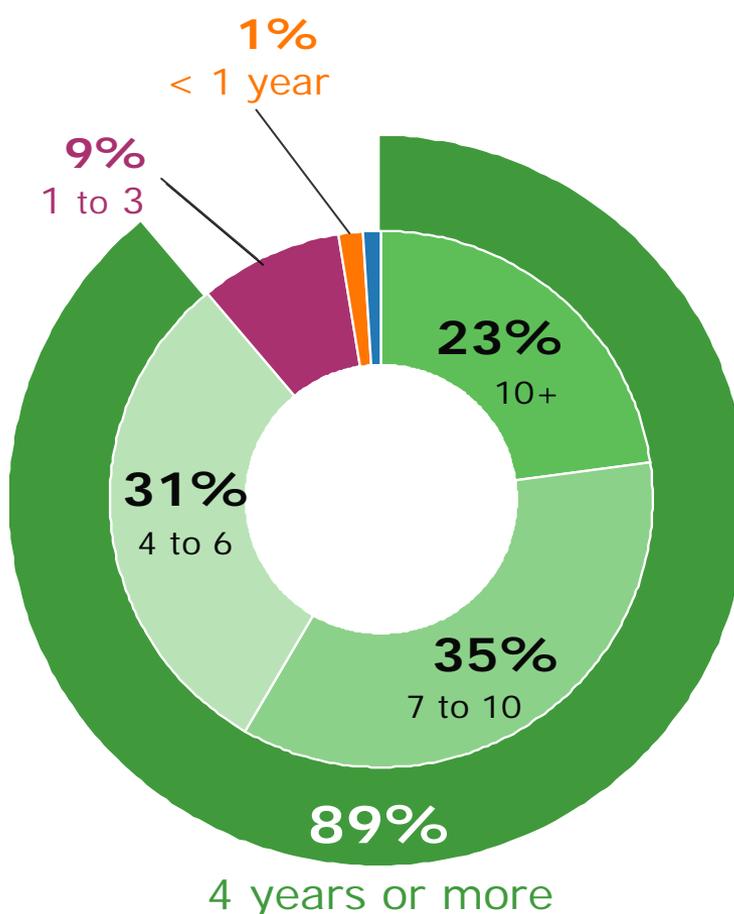
Privacy

Librarians

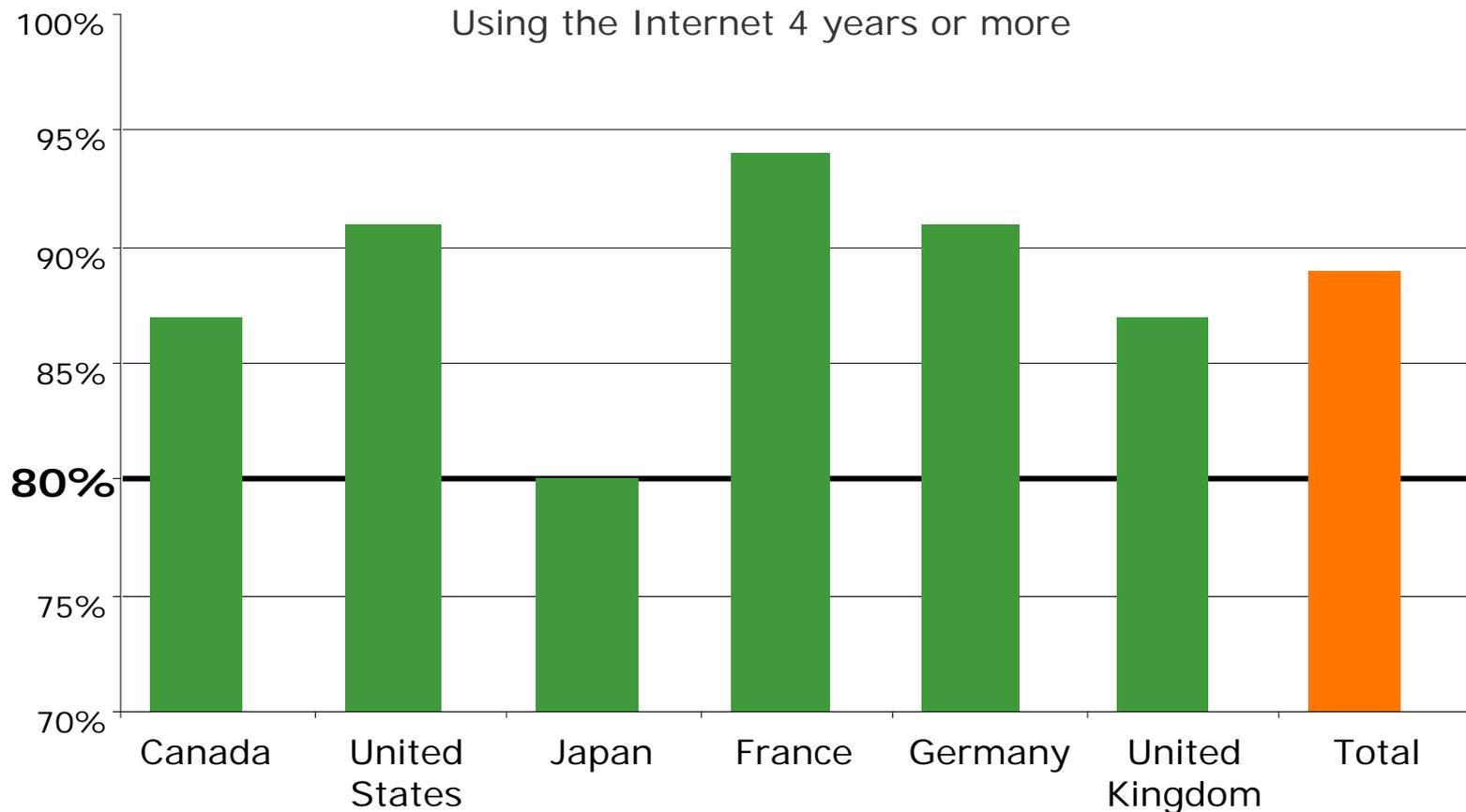
Perceptions to Sharing 18 Months Later



No More Digital Immigrants? Years using the Internet



No More Digital Immigrants? Years using the Internet



Sharing, Privacy, Trust in our Networked World

Social Spaces

Books

Privacy

Librarians



Top Social Networking and Social Media Web Sites



#1 Social Media Site in all countries surveyed

#1 Social Networking Site in Japan



VIDEO

Broadcast yourself™

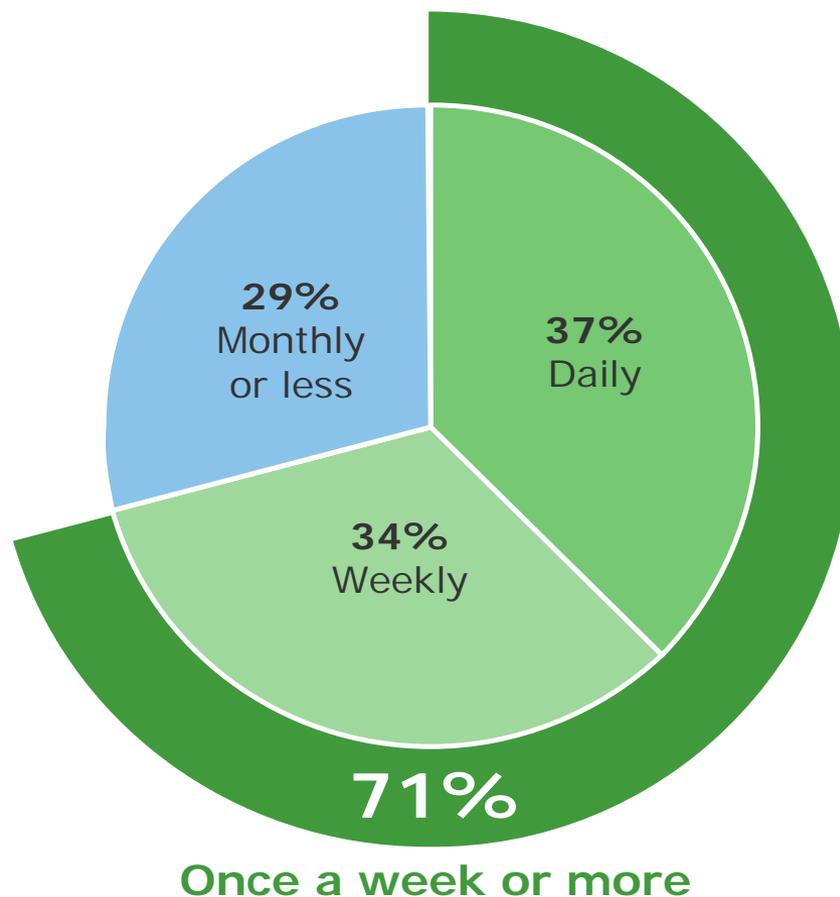
#1 Social Networking Site in Canada, the U.S., France, Germany and the U.K.



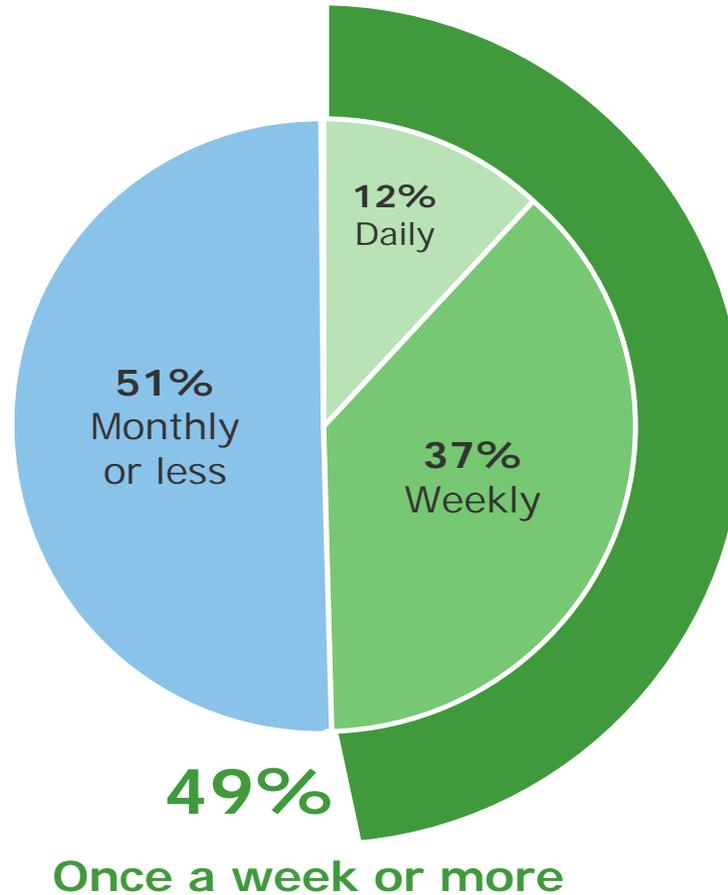
formerly MSN spaces

28% use social networking sites
28% use social media sites

Frequency of Visits to Social Networking Sites



Frequency of Visits to Social Media Sites



Social Networking Spaces: Why We Go There

Ages 14-21

My friends use the same site	80%
The web site is fun	56%
To network or meet new people	39%

Ages 22-49

My friends use the same site	63%
The web site is fun	40%
To network or meet new people	39%

Ages 50+

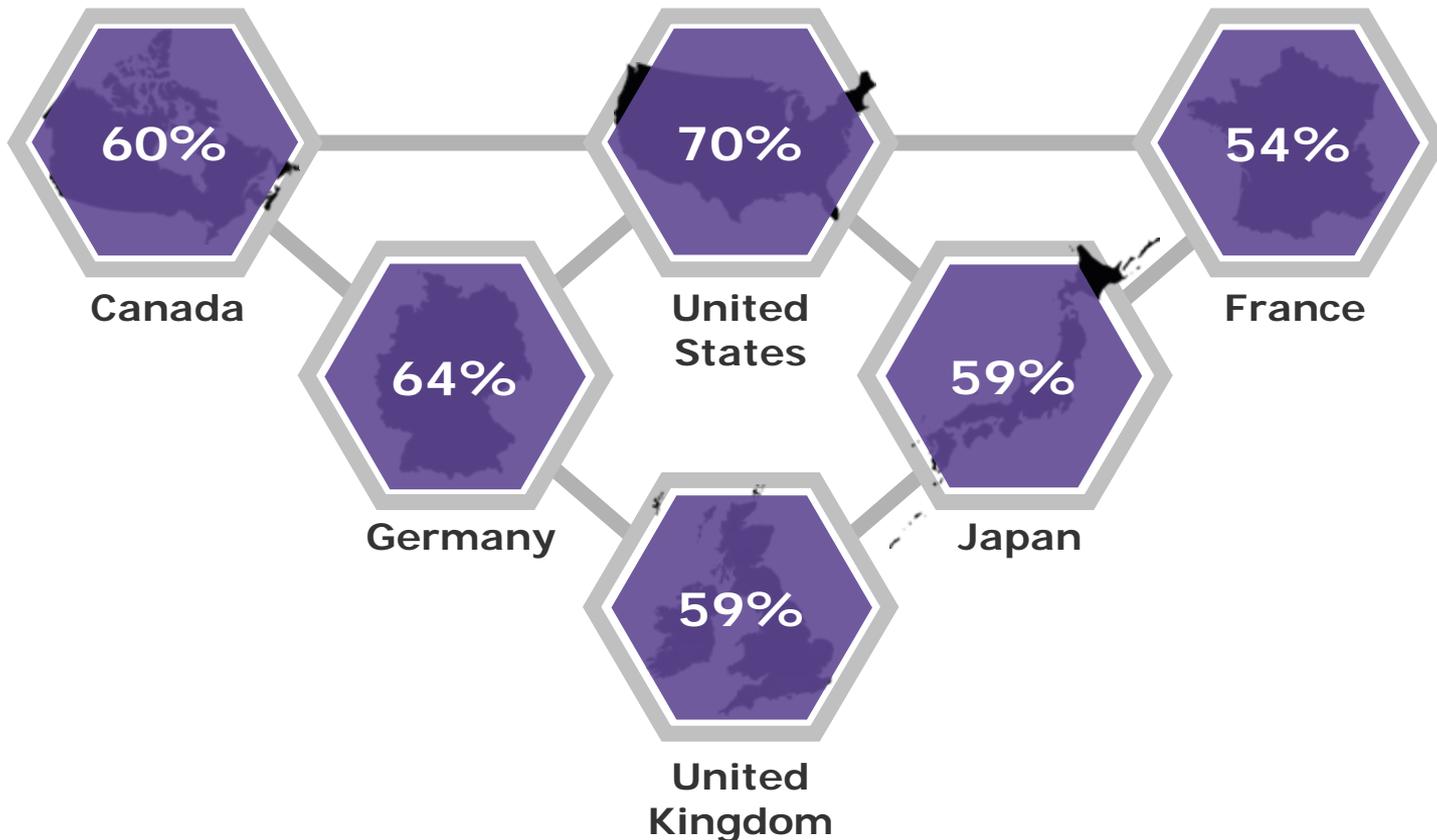
My friends use the same site	40%
To be part of a group or community	38%
The web site is useful	33%

Social Networking Spaces: Why We Go There

Total General Public

My friends use the same site

66%



Sharing, Privacy, Trust in our Networked World

Social Spaces

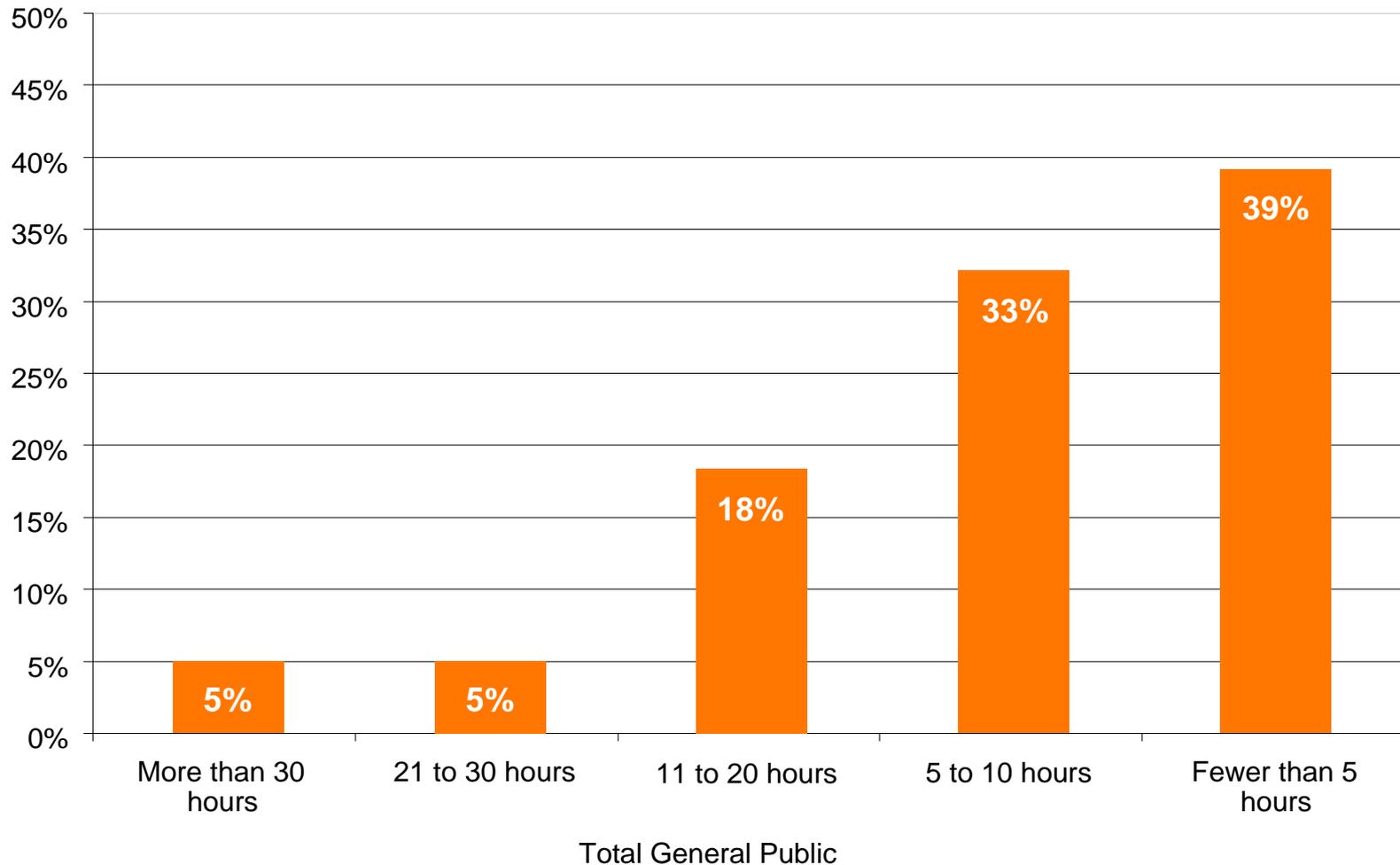
Books

Privacy

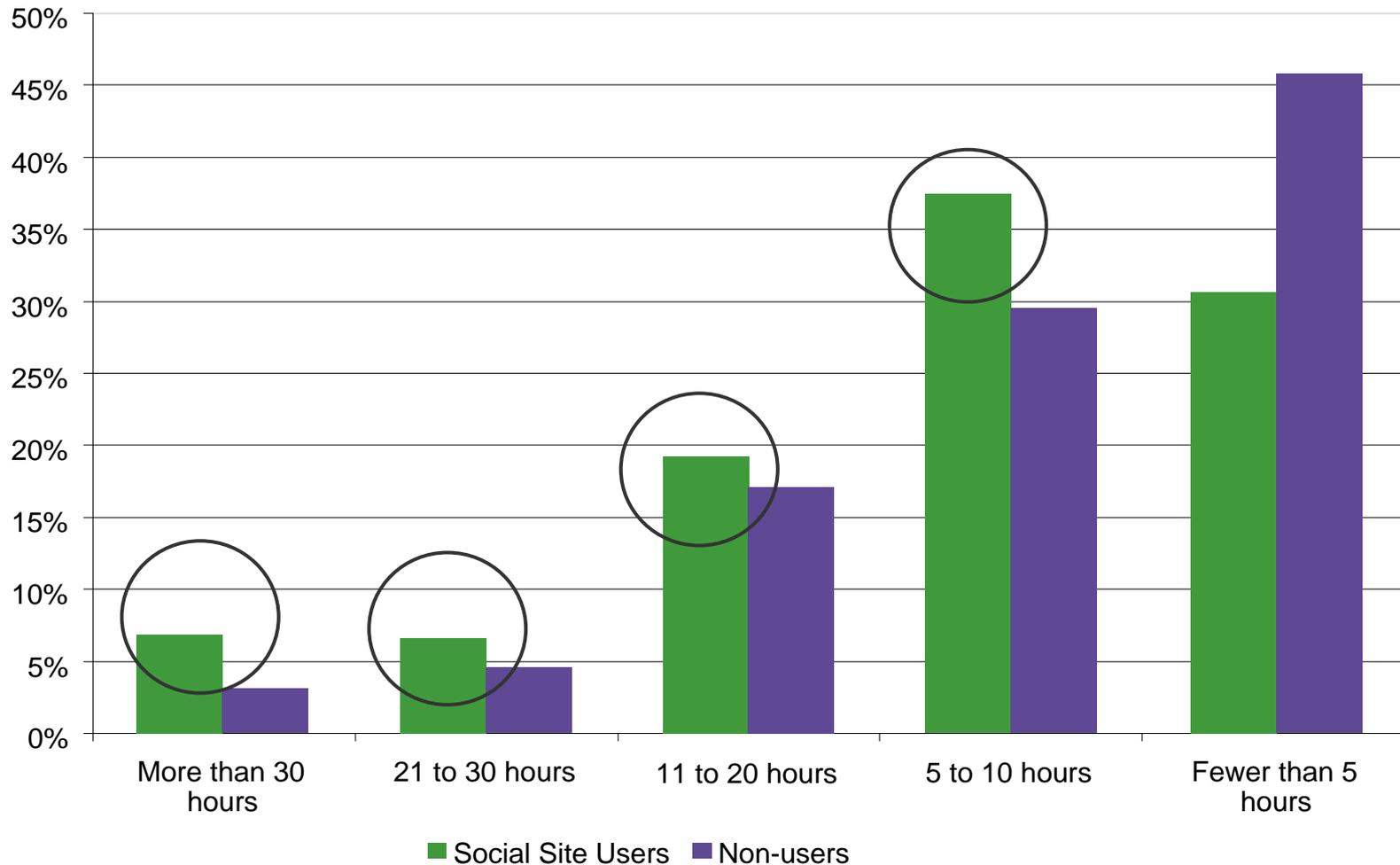
Librarians



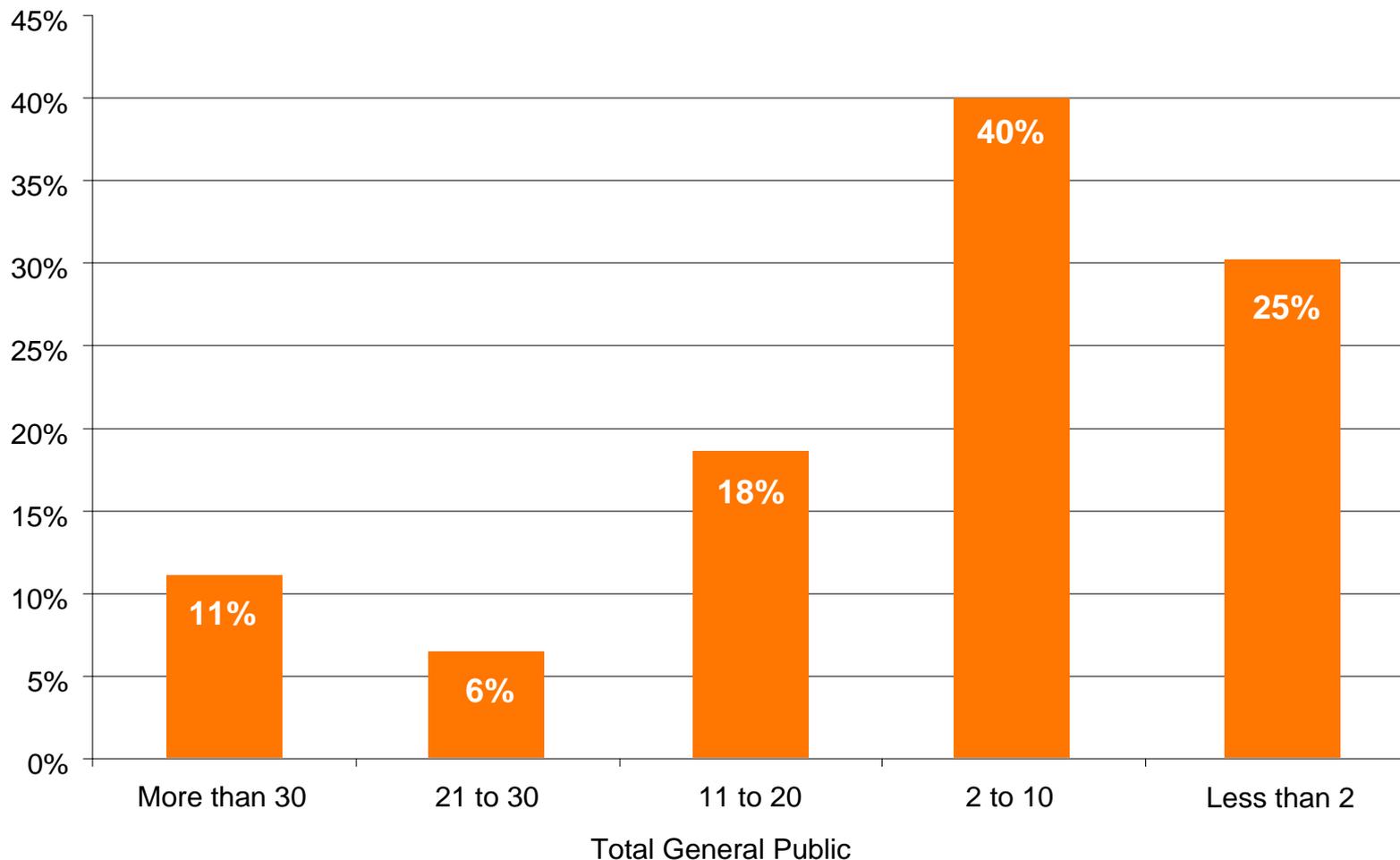
Hours per Week Reading



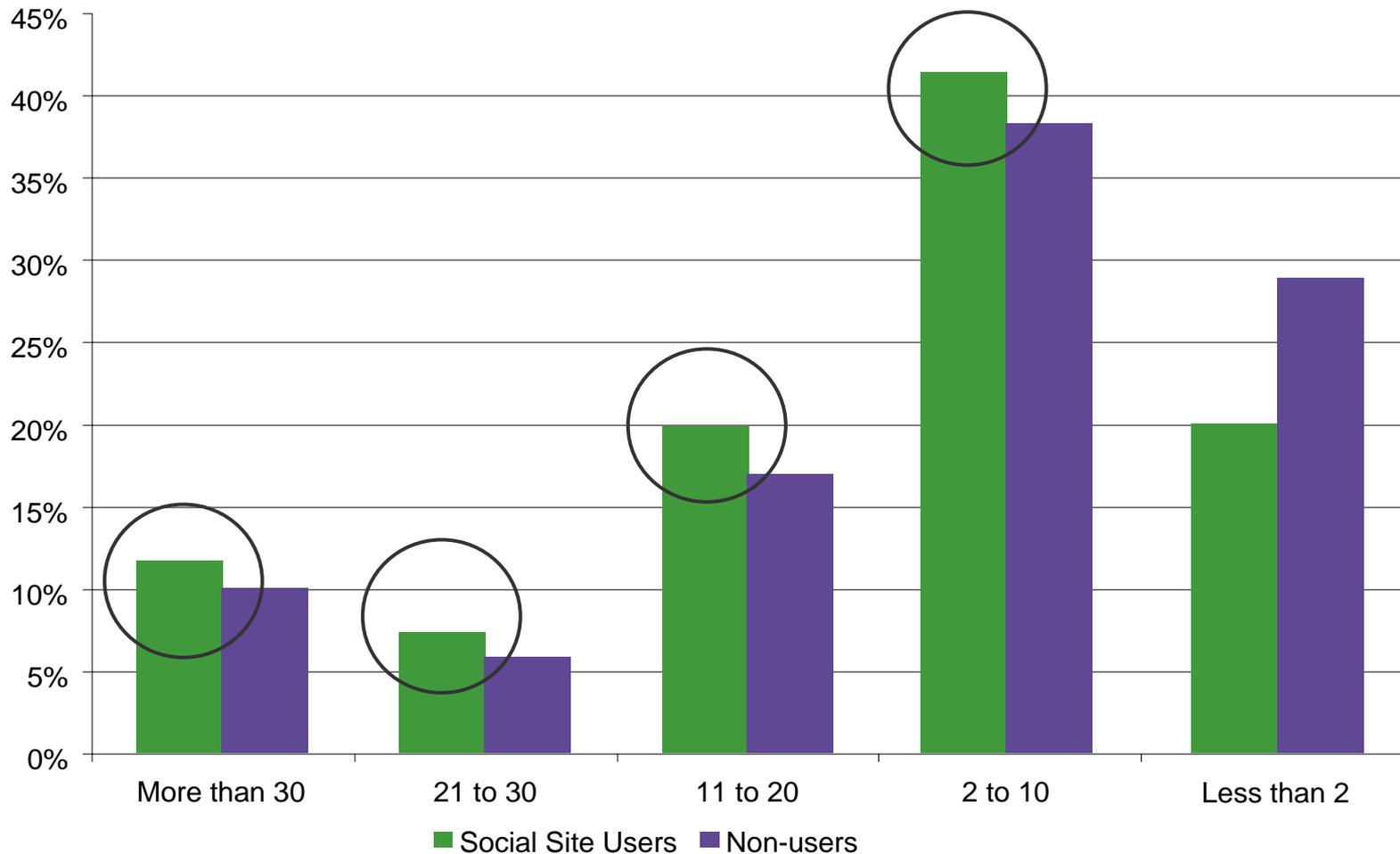
Hours per Week Reading



Books Read in the Last 12 Months



Books Read in the Last 12 Months



Sharing, Privacy, Trust in our Networked World

Social Spaces

“der grund, motiv, ursache”

- Female, 57, Germany, uses social networking

Books

“par respect”

- Female, 33, France, uses social networking

Privacy

“Comme tout ce que je consulte sur internet il n ya rien de confidentiel.”

- Male, 28, France, uses social networking

Librarians

“個人的に知りたいものを検索しているから”

- Female, 29, Japan, uses social networking

“It's my business. Just like what kind of underwear people wear. It's their business, no one elses.”

- Female, 19, United States, high school student

A long history of privacy

Comparative Timeline: Technology History & U.S. Library Privacy

1903 Mary W. Plummer presents first code of ethics for librarians.

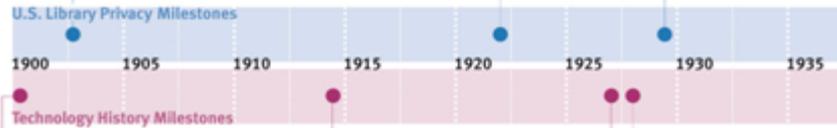


1922 Charles Knox Bolton paper, "The Ethics of Librarianship: A Proposal for a Revised Code", promoting Mary Plummer's concept.



1929 ALA Code of Ethics first attempts to define relationship between library and public.⁴

1938 ALA Code of Ethics for Librarians details obligation to keep patron information confidential.^{5,6}



1901 The Library of Congress produces printed catalog cards. Shared cataloging begins.



1903 First trans-Atlantic radio signal.

1914 First transcontinental telephone call

1927 First motion pictures with sound.

1928 The transistor is patented.

1939 Television debuts.

1957 First supercomputers built.



1958 Modem is developed by Bell Telephone.

1965 First transcontinental computer connection via telephone between two computers.

1967 AACR (Anglo American Cataloging Rules) published, outlining rules for describing and accessing all library materials.

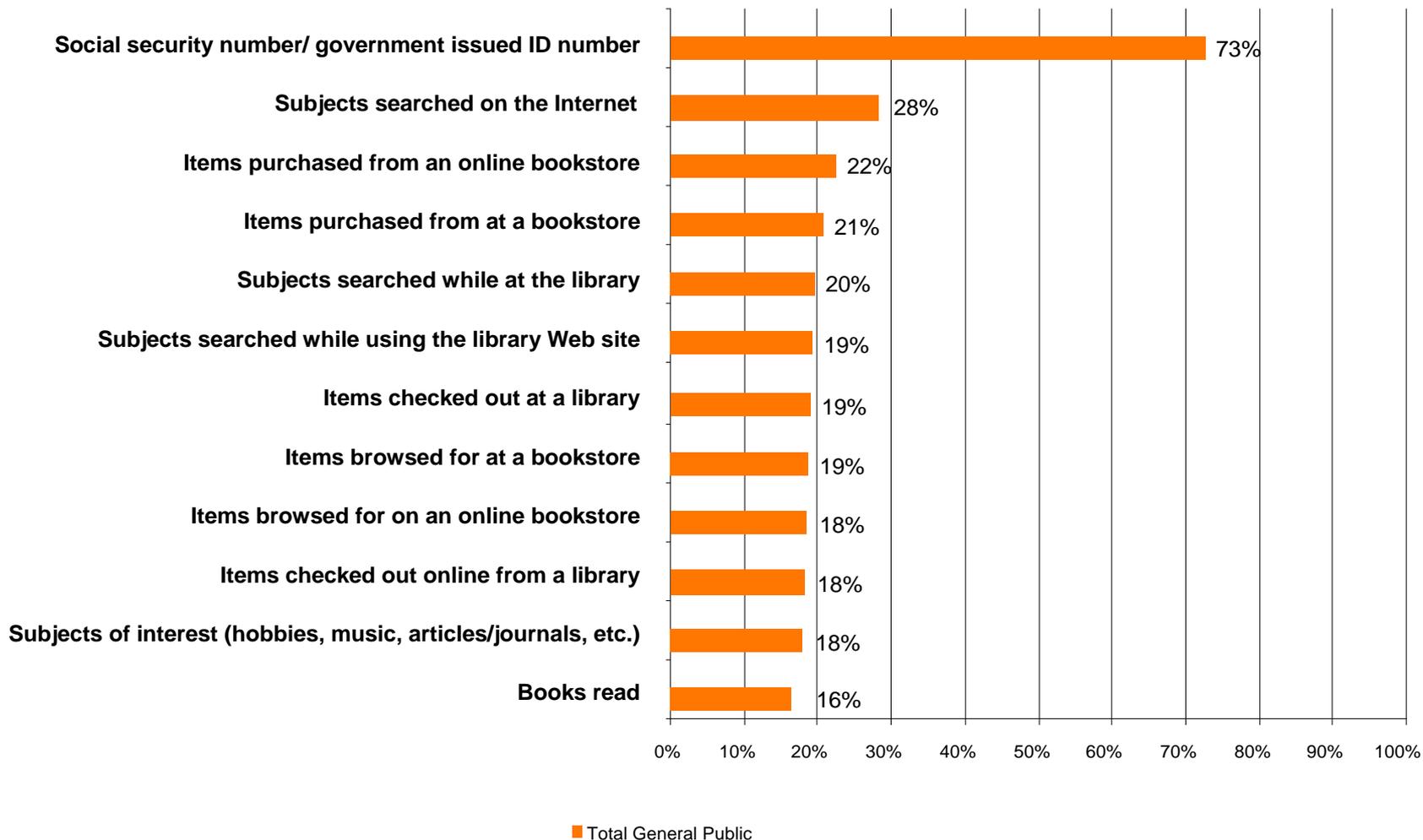
Current issues related to this report (1)

- Search engine privacy practices and data protection laws
 - Google and Article 29 Data Protection Working Party.
 - May 2007 letter indicating that whilst Google's move to anonymizing server logs after 18-24 months is a valuable step it is not sufficient to meet the requirements of European legal data protection framework

Current issues related to this report (2)

- Internet Anonymity
 - Anonymity is important for intellectual freedom
 - technical ability for personally identifiable addresses to be used by 3rd parties or governments
 - Requirement that individuals be notified whenever data is provided
 - Electronic Privacy Information Center (EPIC) www.epic.org

What we consider private



Sharing, Privacy, Trust in our Networked World

Social Spaces

Books

Privacy

Librarians

“Maintenance of privacy encourages people to research or borrow anything they would find useful.”

- U.S. Library Director, 56

382 U.S. Library Directors

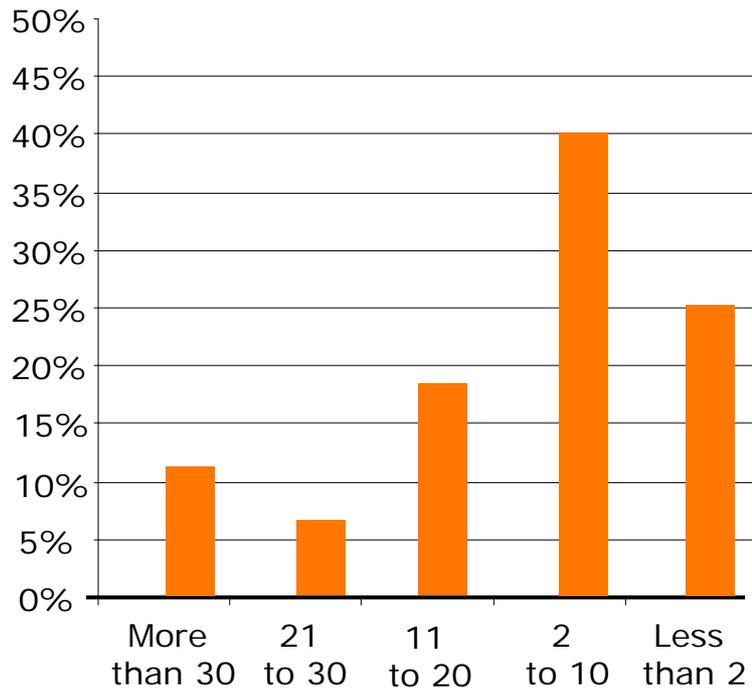
- 55% in Public Libraries
- 42% in Academic Libraries
- 3% in Other Libraries
- 34% Age 49 or Younger
- 66% Age 50 or Older
- 76% Female
- 24% Male
- 36% Used a Social Media Site 28%
- 22% Used a Social Networking Site 28%

Top 10 Social Networking and Social Media Sites

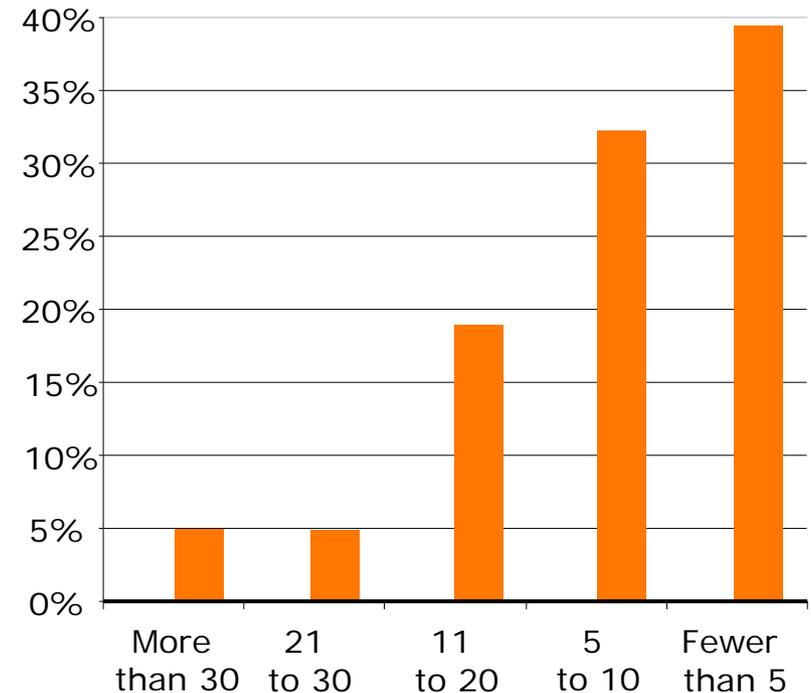
- 1 MySpace
- 2 Facebook
- 3 Classmates
- 4 Del.icio.us
- 5 Flickr
- 6 Snapfish
- 7 Kodak EasyShare Gallery
- 8 YouTube
- 9 Yahoo Pictures
- 10 Photobucket

382 U.S. Librarians All Read

Books per Year



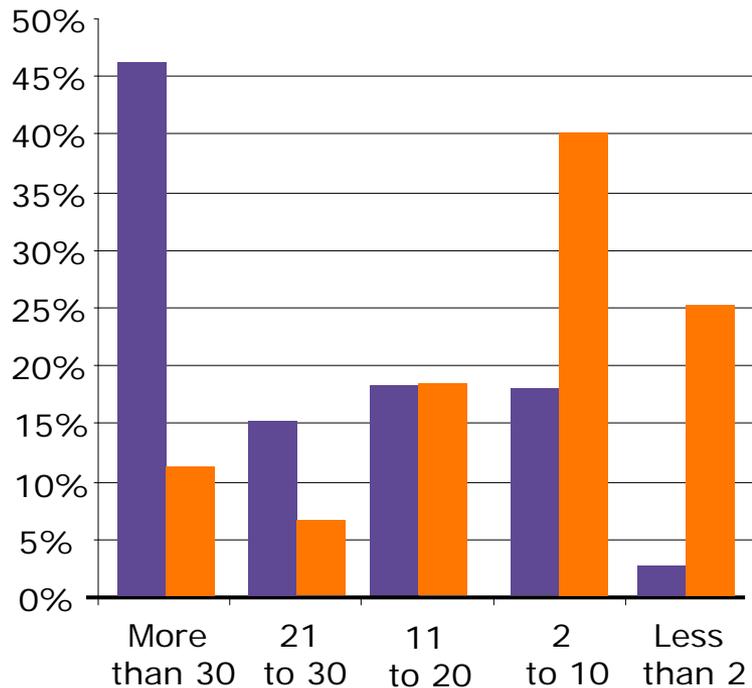
Hours per Week



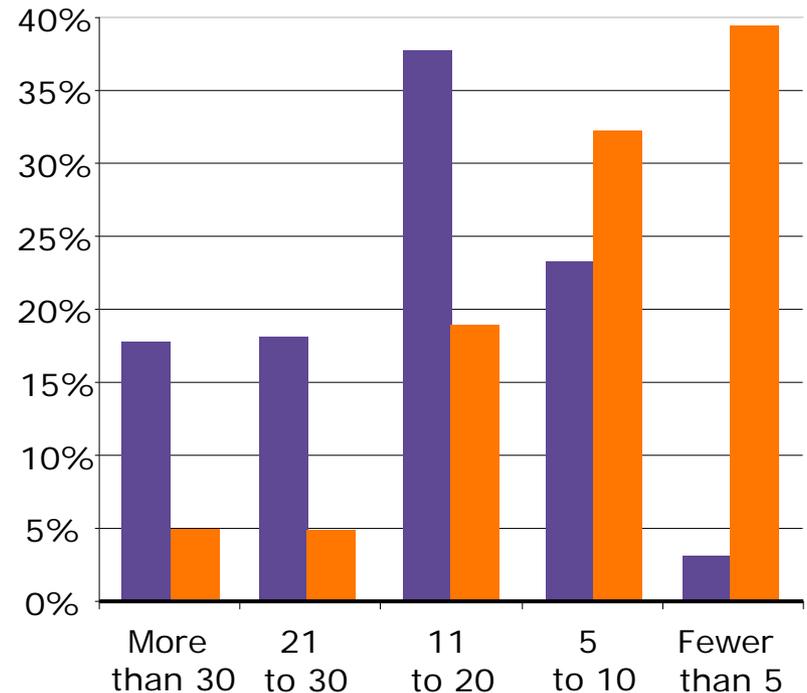
■ Librarians ■ Total General Public

382 U.S. Librarians All Read

Books per Year

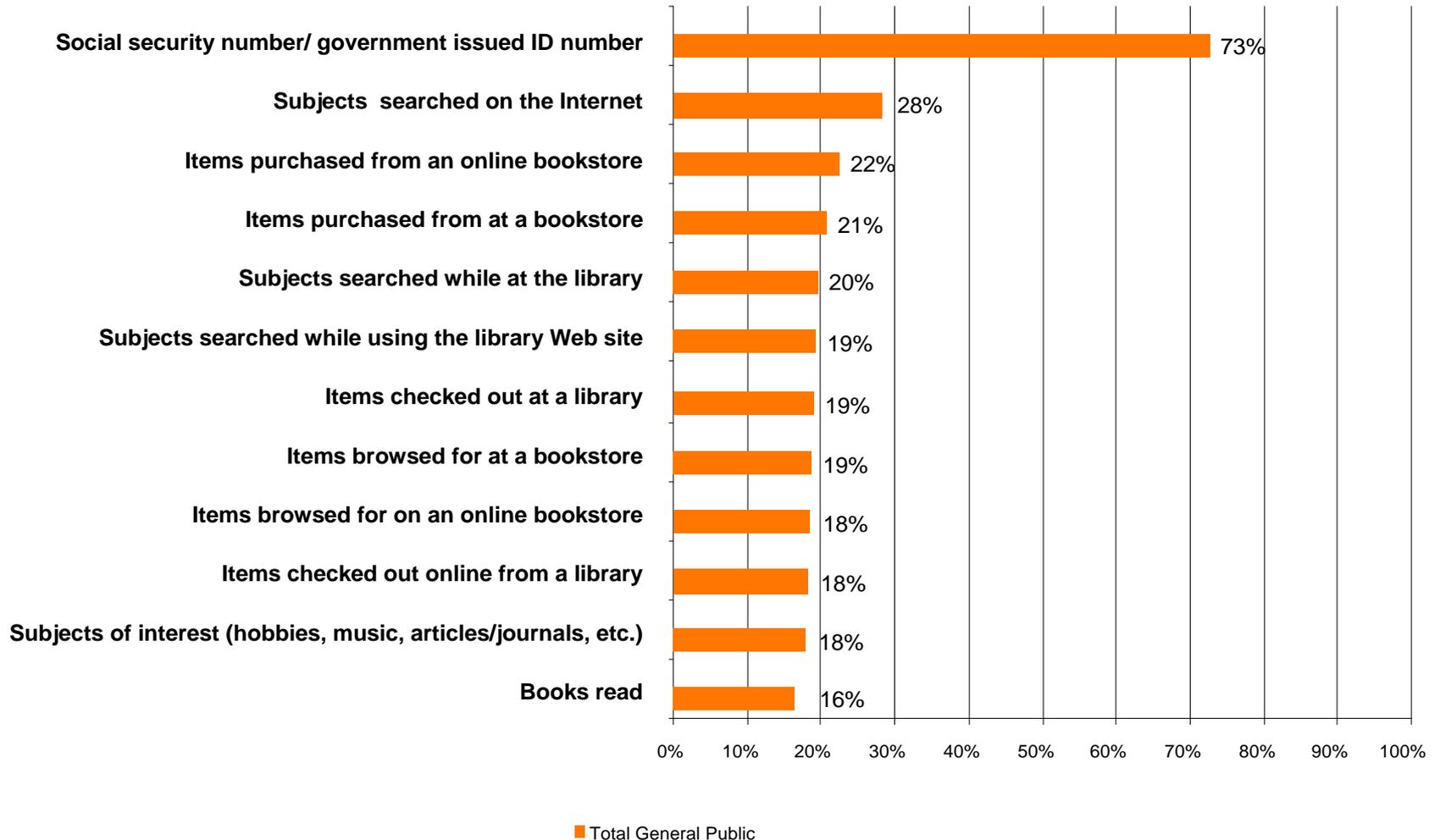


Hours per Week

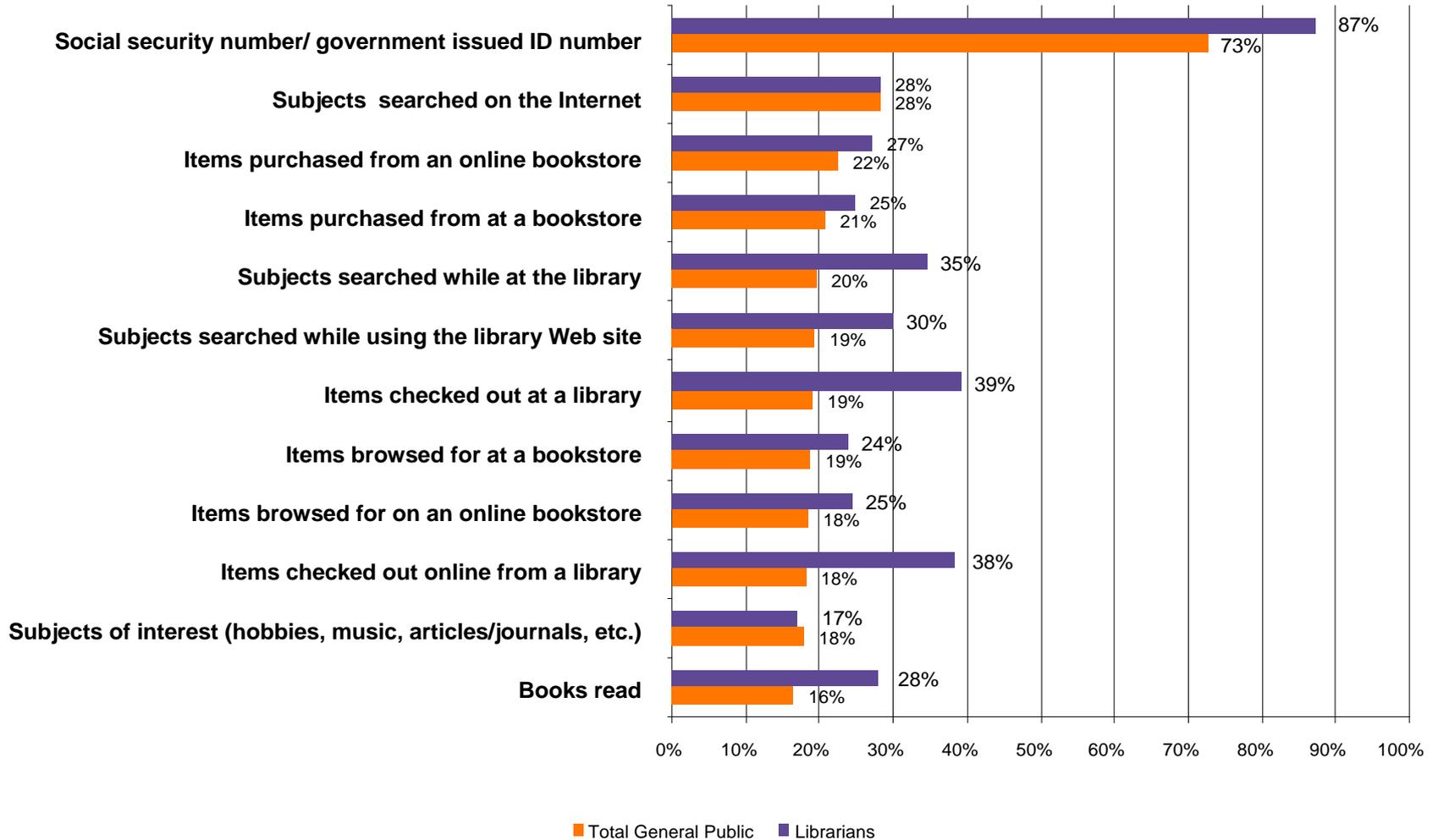


■ Librarians ■ Total General Public

What we consider private



What we consider private

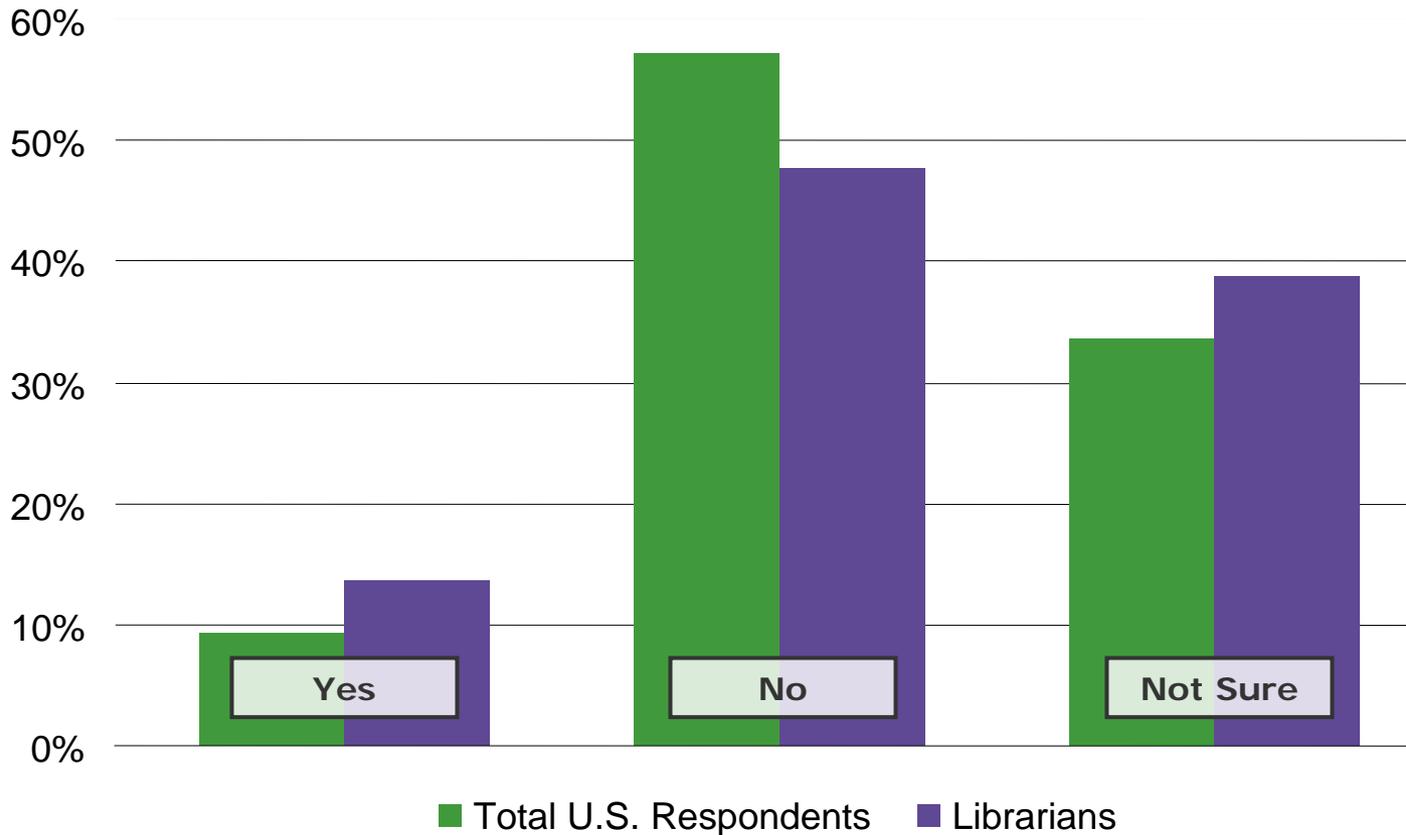


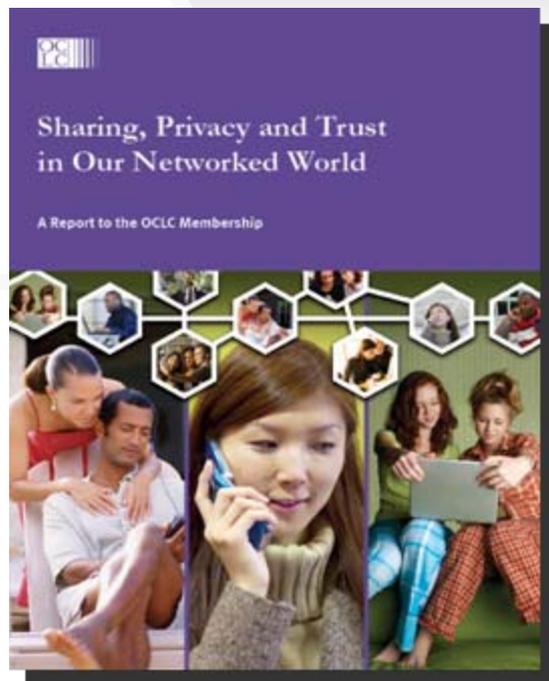
Sharing, Privacy, Trust in our Networked World



Is it the library's role to build a social networking site?

Base: Use the library





Available soon:
www.oclc.org/reports/privacyandtrust.htm