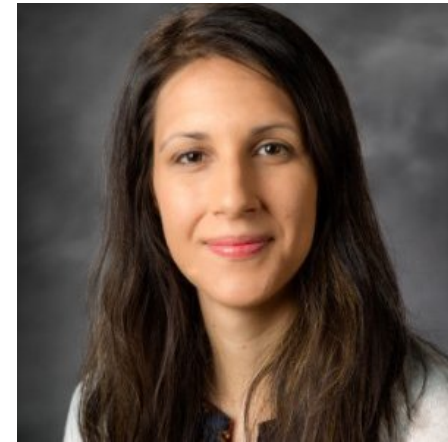


# Engaging the Skill Set of the Millennials: Librarians, Content and Technology in the Mobile Age



Jill Hawthorne,  
Associate Director,  
International Development

**WILEY**



Kate Hill  
Electronic Resources & Distance  
Education Librarian





Hawthorne JL. ***Engaging the Skill Set of the Millennials: Librarians, Content and Technology in the Mobile Age***, QScience Proceedings 2015, The SLA-AGC 21st Annual Conference 2015:3  
<http://dx.doi.org/10.5339/qproc.2015.gsla.3>



## Baby Boomers

Born 1941-  
1960



## Generation X

Born 1961-  
1980



## Millennials

Born 1981-  
2000





## Baby Boomers

Born 1941-  
1960



## Generation X

Born 1961-  
1980



## Millennials

Born 1981-  
2000

Howe, N. and Strauss, W. *Millennials rising: the next great generation* (2000) New York: Vintage Books.



Baby  
Boomers  
Born 1941-  
1960



Generation X  
Born 1961-  
1980



**Millennials**  
Born 1981-  
2000

Millennials



confident

optimistic

live with parents longer

greater disposable income

discerning consumers

collaborative

principled

adaptive

direct

value education

value work-life balance

achievement oriented

anywhere, anytime access

“digital natives”

tech-savvy

quick assimilators

multi-tasking

networked

nomadic information seeking

graphics over text

random hyperlinking, non-linear content

“good enough” will do

self servicing

corner cutting

“empower me please”



## Millennial Requirements and the Changing Role of the Librarian

- ✓ Customer centred educators
  - ✓ Information literacy tuition
- ✓ Creating and maintaining electronic resources
  - ✓ Metadata development
  - ✓ Licensing digital material
- ✓ Collecting and digitizing archival material
  - ✓ Delivering quality learning spaces

- ✓ Reference support
- ✓ Specialist subject input



Penn State University

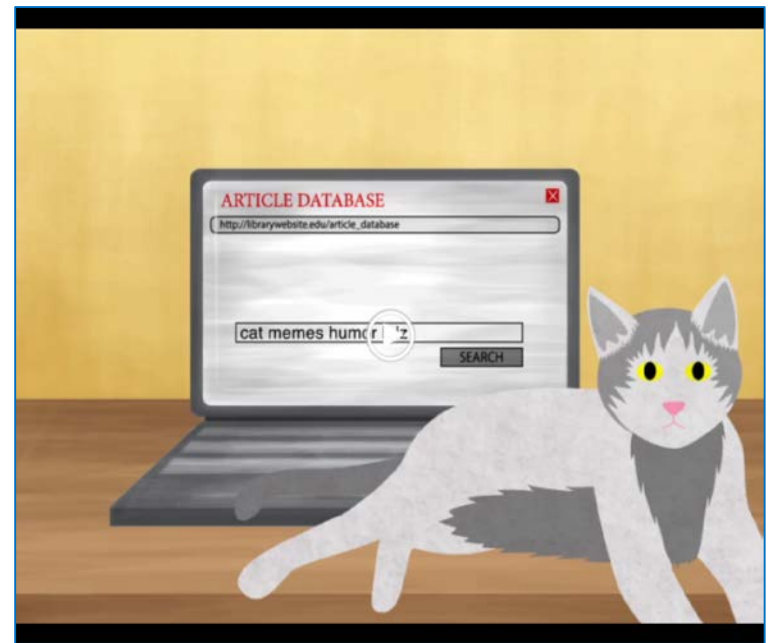
Evaluating Information



[https://www.libraries.psu.edu/psul/tutorials/eval\\_info.html](https://www.libraries.psu.edu/psul/tutorials/eval_info.html)

North Carolina State University

One Perfect Source?



<http://www.lib.ncsu.edu/tutorials/perfect-source/>



## **Harris Poll & Pearson 2014**

Survey of 1,228 US college students aged between 18 and 30 on equipment used regularly for study

- ✓ 83% use smartphones
- ✓ 86% use laptops
- ✓ 45% use tablets

## **University of Leeds 2014 Report**

- ✓ 300% increase in unique users of wireless devices since 2009

The digital library was designed for the desktop PC.....



Adapt for the smaller screen, overhaul for the mobile keyboard

Which content is essential, which is suitable for mobile?

Native app or website customised for mobile?

# US Association of Research Libraries Mobile Services Offered by 58 Libraries in 2010

Information or Service	Number of Libraries Offering Service on Mobile
Library Opening Hours	26
Ask a Librarian/Chat	27
Search	25
News	20
Locations	18
Databases	18

University of Exeter



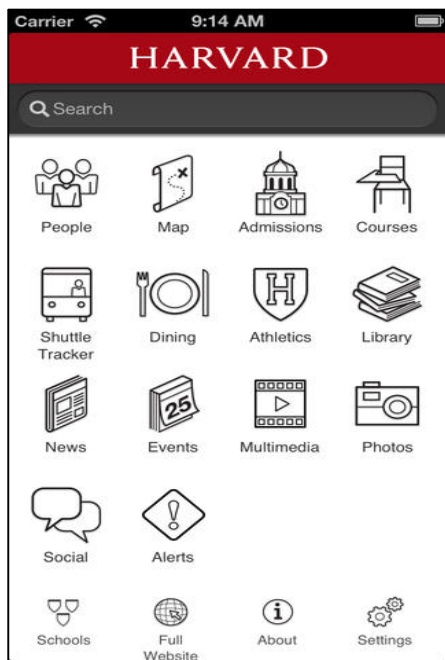
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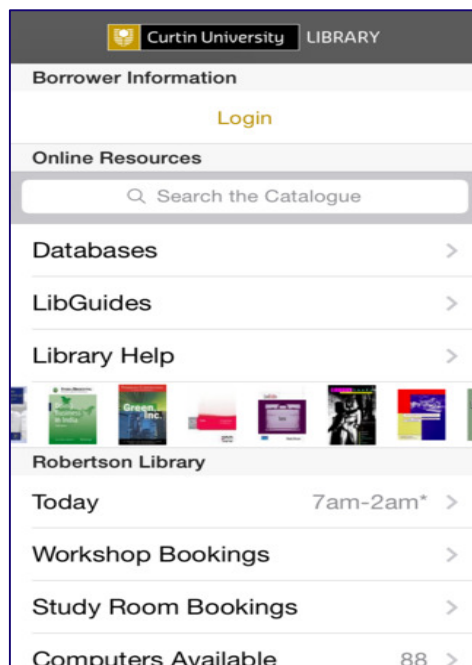
University of Leicester



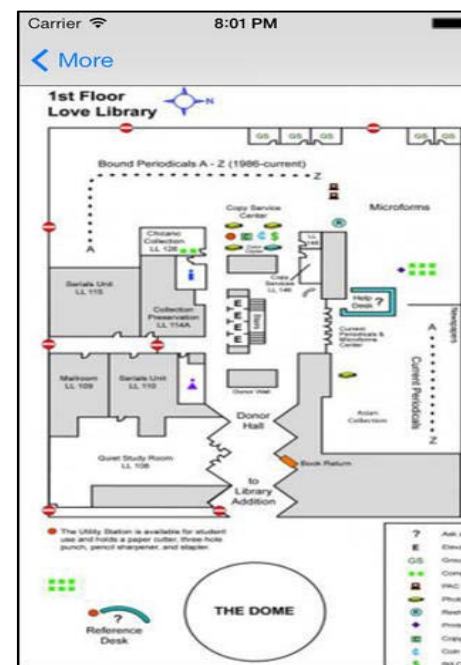
# Harvard University



# Curtin University



# San Diego State University



# The Generational Perspective

The roll-out of mobile-optimized and other technology solutions, and the shift in the librarian's role itself, show a profession responding to very generational expectations for anywhere anytime connectivity, engagement, interaction and service.

The generational lens is just one of several prisms through which we can interpret today's students.

It is a useful prism, nonetheless, for putting recent developments in university library services in perspective.



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# Pushing Back (or are Millennials really Snake People)?



Kate Hill

Electronic Resources and Distance Education Librarian,  
University of North Carolina at Greensboro

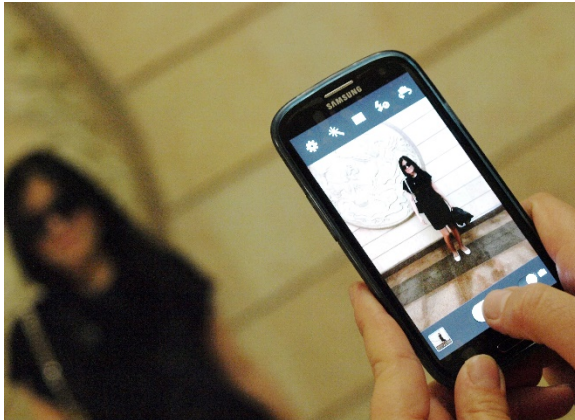
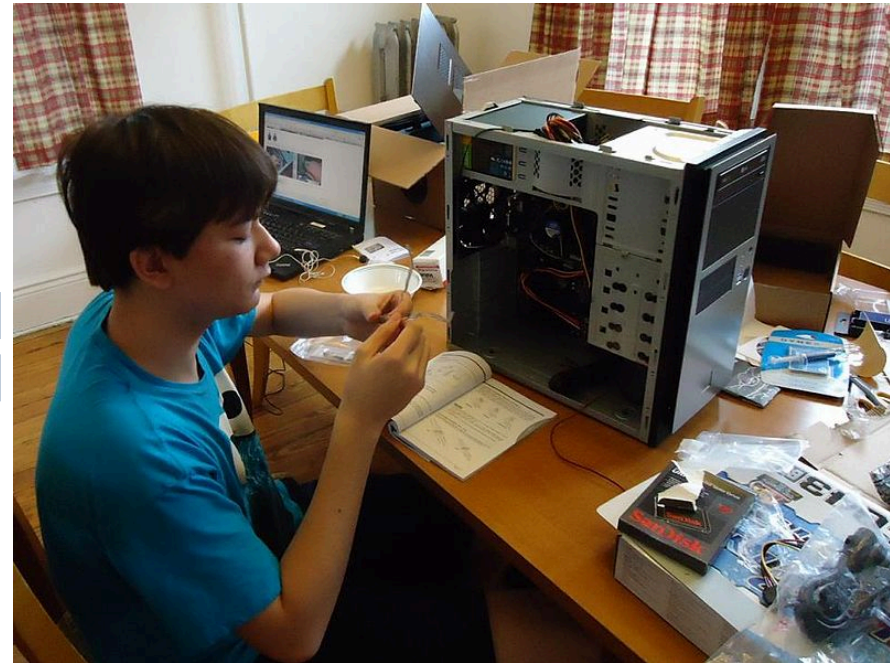
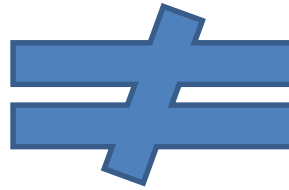
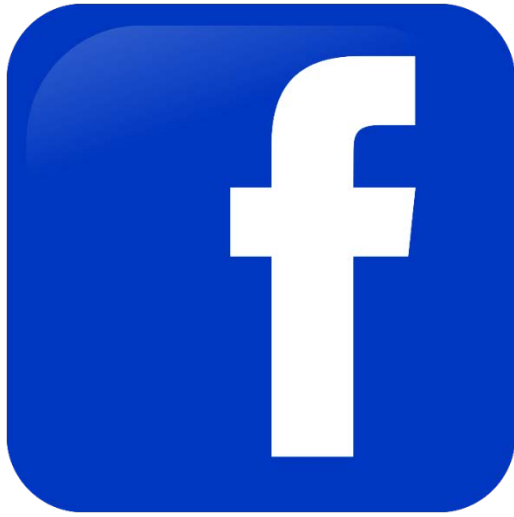


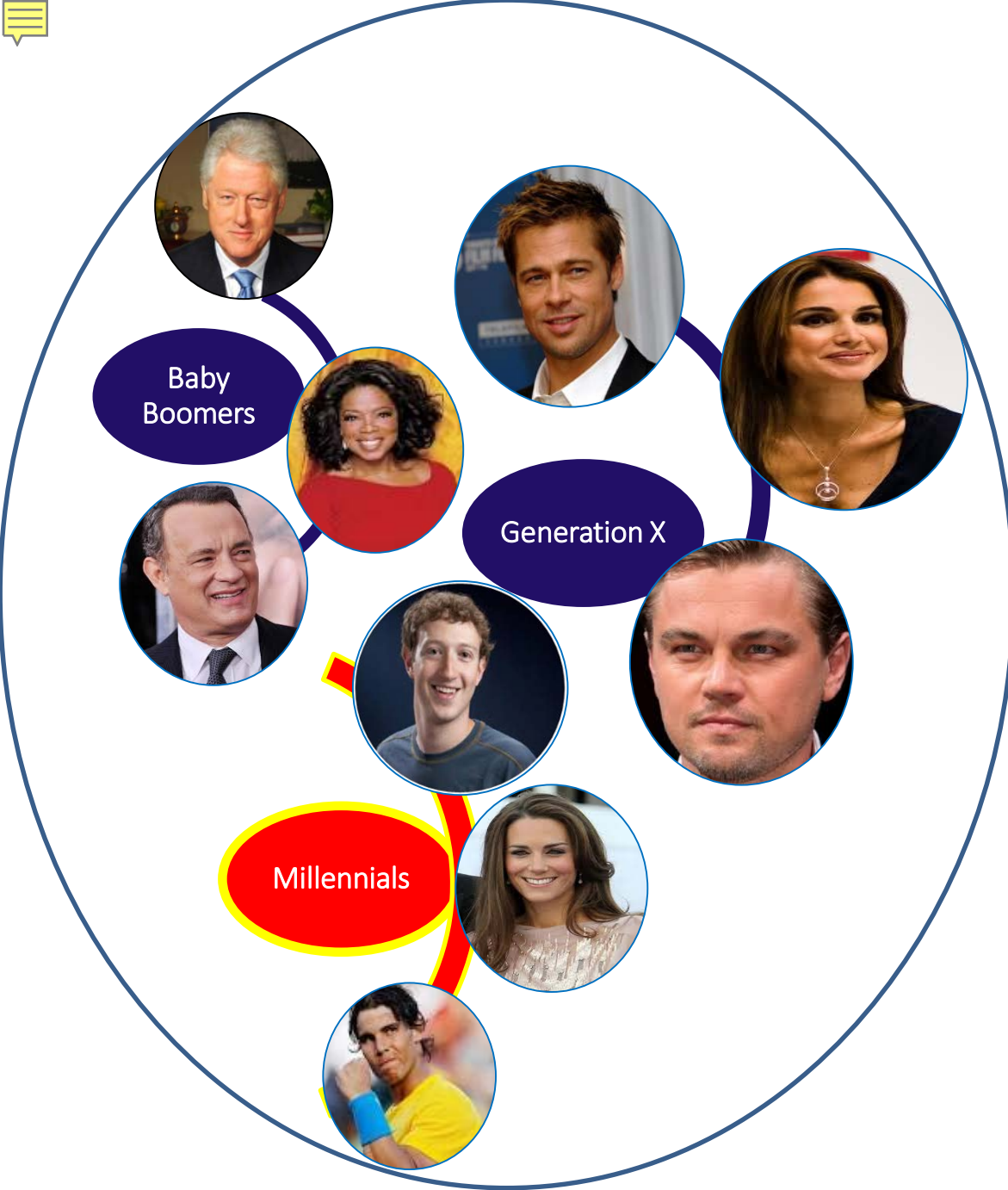
**Charleston  
Conference**

# Outline

- Questioning generational differences:
  - Technology (Digital Natives)
  - Consumerism
- How two libraries have adjusted.
  - University of North Carolina at Greensboro
  - North Carolina State University.

# Digital Native?






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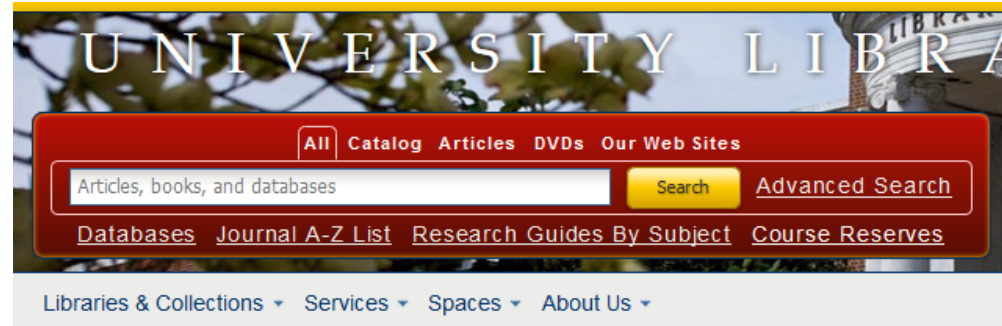
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By: HERIOT, GAIL. Harvard Journal of Law & Public Policy. Summer2015, Vol. 38 Issue 3, p781-787. 7p.

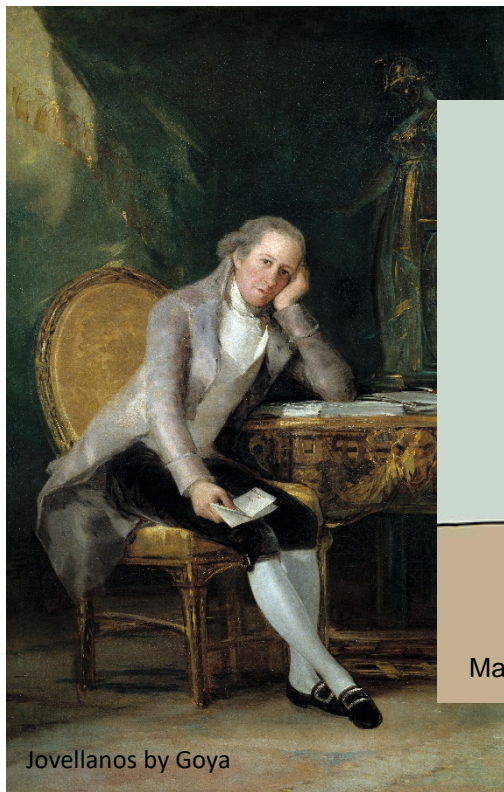
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Daniel, D. (2013). Millennial Generation Students Search the Web Erratically, with Minimal Evaluation of Information Quality. *Evidence Based Library and Information Practice*, 8(1)





Baby Boomers



Generation X



Millennials



# What can we do?





**DIGITAL MEDIA COMMONS**

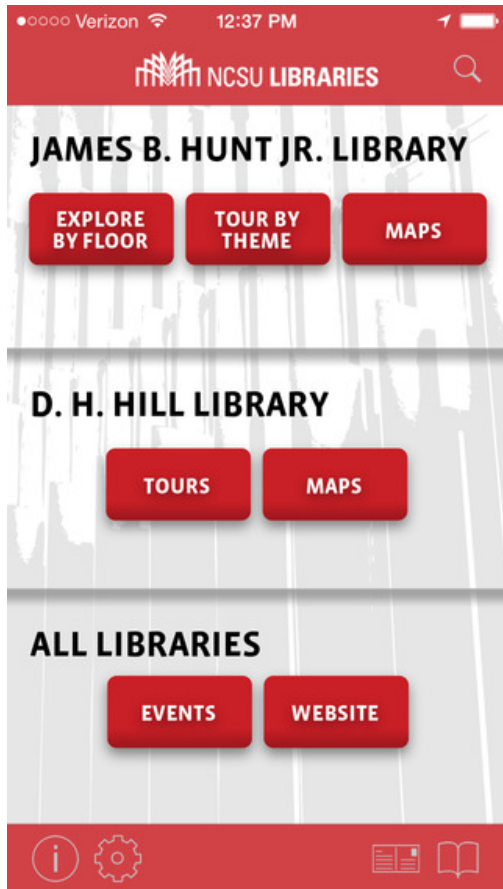




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