How millennials reshape and reinvent the school libraries

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Philippine Association of School Librarians, Inc
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1. The BIG Idea
2. Profiles of millennials: Global & PH
3. Millennials and their Information Needs
4. Implications to LIS services
   - Best Practices
5. Workshop!
“What are the information needs of millennials and how do school librarians address these needs?”
PROFILE: Millennials

The M-I-L-L-E-N-N-I-A-L Song
PROFILE: Millennials

The Millennials were born at 1976-1990 and 1978-1998

-The New York Times

The first Millennials were born in 1978.

- Iconoclast, a consumer research firm

The Millennial generation was born between 1977 and 1994

- Newsweek

The Millennials [were born] at 1980-2000

- Time Magazine
PROFILE: Millennials
Generation, By Birth Year

GREATEST GENERATION
UNTIL 1946
(TOM BROKAW)

BABY BOOMERS
1946 – 1964
(CENSUS BUREAU)

GENERATION X
1965 – 1984
(HARVARD CENTER)

GENERATION Y
1982 – 2004
(STRAUSS AND HOWE)

MILLENNIALS
1982 – 2004
(STRAUSS AND HOWE)

TBD

Harvard Research Center, 2001
PROFILE: Millennials

Millennials Rising ascribes seven "core traits" to the Millennial cohort, which are: special, sheltered, confident, team-oriented, conventional, pressured, and achieving. (Strauss & Howe, 2000)
PROFILE: Millennials

• Prefer to talk via chat, text or messaging thru social media
• Text more than call
• Asynchronous communication
• Prefer receiving information quickly & simultaneously from multiple multimedia & other sources
• Prefer processing/interacting with pictures, graphics, sounds & video before text

Zur & Zur, 2011; Rosen, 2010; Prensky, 2001
IN ONE WORD, HOW WOULD YOU DESCRIBE MILLENNIALS IN TERMS OF ATTITUDE?*

*BY NUMBER OF RESPONSES
SOURCE: RAPPLER ONLINE SURVEY ON MILLENNIALS 2016
PROFILE: Millennials.PH

PASSION, EXPERIENCE, ADVENTURE, AND MEANING. THESE ARE JUST SOME OF THE WORDS THAT DEFINE TODAY'S MILLENNIAL.

AFTER ALL, YOLO.

Rappler, 2016
Millennials & Information Needs
in social interactions

- 28% Twitter
- 67% Facebook
- 15% Instagram

percentage of students who use each network

in antisocial interactions

- 38% know someone who has been cyberbullied
- 22% have been cyberbullied
- 9% have bullied

CYBERBULLIED

a minority sexual orientation was associated with higher frequencies of being cyberbullied

“We don’t have a choice on whether we do social and mobile; the choice is in how well we do it.”
Erik Qualman

in the palms of their hands

- 78% have regular access to a mobile device (smartphone or tablet)
- 88% use mobile devices to browse the Web
- 43% browse the Web exclusively on a mobile device

73% are interested in downloading institution-specific apps

in seeking information

- 75% of high school seniors in AP classes have used Wikipedia for research
- 17% of high school seniors in AP classes have used a database such as EBSCO for research
“Statistically significant findings suggest that millennial generation Web searchers proceed erratically through an information search process, make only a limited attempt to evaluate the quality or validity of information gathered, and may perform some level of 'backfilling' or adding sources to a research project before final submission of the work.”

FINDINGS

Information literacy problem based on perception

Filtering vs. Focus

Key skill: evaluation of information

Fake news and alternative facts

Affirmed by what appears to be another account of Raden Alfaro Payas, created only last September 21, information about victims of Martial Law is twisted and reaffirmed by another troll or fake account.

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I like your piece. It's very good to enlighten the young generation of today. I was a teenager when Martial Law was declared in 1972. I haven't encountered any atrocities because Hindi ako pasaway. Only those who are involved in the underground movement had suffered but not all the people who are law abiding citizens. Malaya kami, wala kaming naranasan na policemen or soldiers' abuse. Maganda Ang martial law sa aming MGA kabataan, may discipline during that time!

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Amen.... I was in highschool during Martial Law and I never heard someone in our barangay who was killed/tortured.... Yong mga activists, kasalanan nila kung bakit sila sinaktan... activists noon , activists pa rin hanggang ngayon.. nothing's changed..
MILLENNIALS

COLLECTION DEVELOPMENT

REFERENCE & READERS’ SERVICES

MEDIA & INFORMATION LITERACY

Young Adult Library Services Association (YALSA), 2010
Collection Development

– How do we now develop the digital collection that would support their needs?
– Because of exposure to diversity i.e. media at the palm of their hands, how do we now make them appreciate multi-culturalism?
– How often do you review your collection development program?
“an environment with physical and virtual services supporting professional activities of the users at their workplace from the discovery of information to the manipulation and analysis of the delivered resources.”  -- Garrod, Penny (1997) *Electronic Library Program* (eLib) projects.
HYBRID LIBRARY

IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO COLLECTION DEVELOPMENT
DON’T JUDGE A BOOK BY ITS COVER
The Human Library™ is designed to build a positive framework for conversations that can challenge stereotypes and prejudices through dialogue.
The Human Library is a place where real people are on loan to readers.

IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO COLLECTION DEVELOPMENT
IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO

• **Reference Services**
  – How do we librarians address the ever-changing information seeking behaviors of millennials?
  – Given the “want it now” and “want it all” attitude of millennials, what types of programs can we offer this type of users?
Information Commons are popular with millennial (also called net generation) students, who often work in groups, use technology avidly, and combine their academic and social lives.

- **Locating and sourcing**: I know where to locate
- **Inquiry-based research and referencing**: I know where to locate, I know my process and skills
- **I belong to a community of learners**

**IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO REFERENCE & READERS’ SERVICES**

<table>
<thead>
<tr>
<th>Learning commons</th>
<th>GenX will take the steps in a tiered fashion</th>
<th>Millennials will take the steps interchangeably</th>
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Digital citizenship is the norms of appropriate, responsible technology use.

- Protect private information for themselves and others
- Respect themselves and others
- Stay safe online
- Stand up to Cyberbullying when they see it happening
- Respect copyright and intellectual property
- Balance the time they spend online and using media
- Carefully manage their Digital Footprint

IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO REFERENCE & READERS’ SERVICES
IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO

• Readers’ Services
  – Do you speak the language of your users?
  – Do you and your library have social media accounts?
  – Do you have existing ILL and networks?
IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO REFERENCE & READERS’ SERVICES
What does it meme?: ADMU’s Rizal Library’s MEME as CAS

Karryl Sagun, IFLA 2013

Readers Advisory Service
This meme was used to promote

WiFi Registration
This meme was used to promote

Opening of the 5/F Study Hall
This meme announced the

Lib Life Contest
Memes weren't just used for

SO YOU'RE TELLING ME

I CAN SPEND TIME IN THE RIZAL LIB AND GET PAID AT THE SAME TIME

Student Assistant Office
This meme was used to

Document Delivery Service
Again, another underutilized

Dress Code
The Ateneo de Manila University

Term Break Schedule
This meme is one of the crowd

IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO REFERENCE & READERS’ SERVICES
A makerspace is a physical location where people gather to share resources and knowledge, work on projects, network, and build. Makerspaces provide tools and space in a community environment—a library, community center, private organization, or campus.
IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO

- Media & Information Literacy
  - How do we develop critical thinkers?
  - How do we ensure lifelong learning?
**Critical Thinking** is reasonable, reflective thinking that focuses on deciding what to do and always poses the question ‘Why?’. It has the end goal of developing steps into problem-solving.

**Creative thinking** involves generation of new ideas bringing a new perspective to innovation, problem-solving and management of change.
IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO MEDIA & INFORMATION LITERACY
IMPLICATIONS OF MILLENNIALS’ INFORMATION NEEDS TO MEDIA & INFORMATION LITERACY

IFLA School Library Guidelines, June 2015, MIL

1. knowledge and understanding of media and information for democratic and social participation

2. Evaluation of media texts and information sources (focusing on who created it, for whom was it created, what is the message); and

3. Production and use of media and information
REIMAGINED LIBRARY SERVICES FOR AND WITH TEENS

- Amplify the voices of all teens, including historically marginalized youth
- Model reflective risk-taking and continuous learning
- Position teens as experts other teens and adults turn to

- Leverage the breadth and depth of library resources to highlight multiple literacies
- Promote a critical stance
- Affirm multiple forms of knowledge
- Promote literature that reflects and honors the lives of all teens
- Facilitate Youth Participatory Action Research (YPAR)

- Make learning a year-round focus
- Promote social emotional learning
- Identify and build on teen interests
- Provide opportunities for teens to gain job skills and explore career pathways

- Build strong partnerships for collective impact
- Embrace the library’s diverse user base to create opportunities for cross-cultural and inter-generational interaction
- Connect teens with mentors
- Go into the community to serve teens where they are

- Give teens opportunities to create and share authentic, meaningful content
- Facilitate self-expression in a variety of forms
- Support innovative, collaborative problem-solving

http://wwwala.org/yalsa/teens-first

Created by Casey Rawson, UNC Chapel Hill
## RTD: How are we engaging with Millennials?

| Collection Development Program | Does the school library’s collection reflect the curricular offering of the school?  
|                               | Does the school library collection show diversity and multiculturalism?  
|                               | Does the school library collection support lifelong learning?  
| Readers and Reference Services | What services and programs in reading, research and references support the acquisition of life skills and the development of critical-creative thinking?  
|                               | What library customer services are in place to engage millennials in developing a learning culture?  
| MIL Instructional Program      | Does your school library have a MIL Program that is integrated in the different subject areas, if not, a stand alone MIL Program taught by teachers/school librarian?  