Look Outside of Your Box: Trends to Watch

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wild WISCONSIN
· WINTER WEB CONFERENCE · 2016 ·

Blinders... *because she*

Shies

At New Ideas

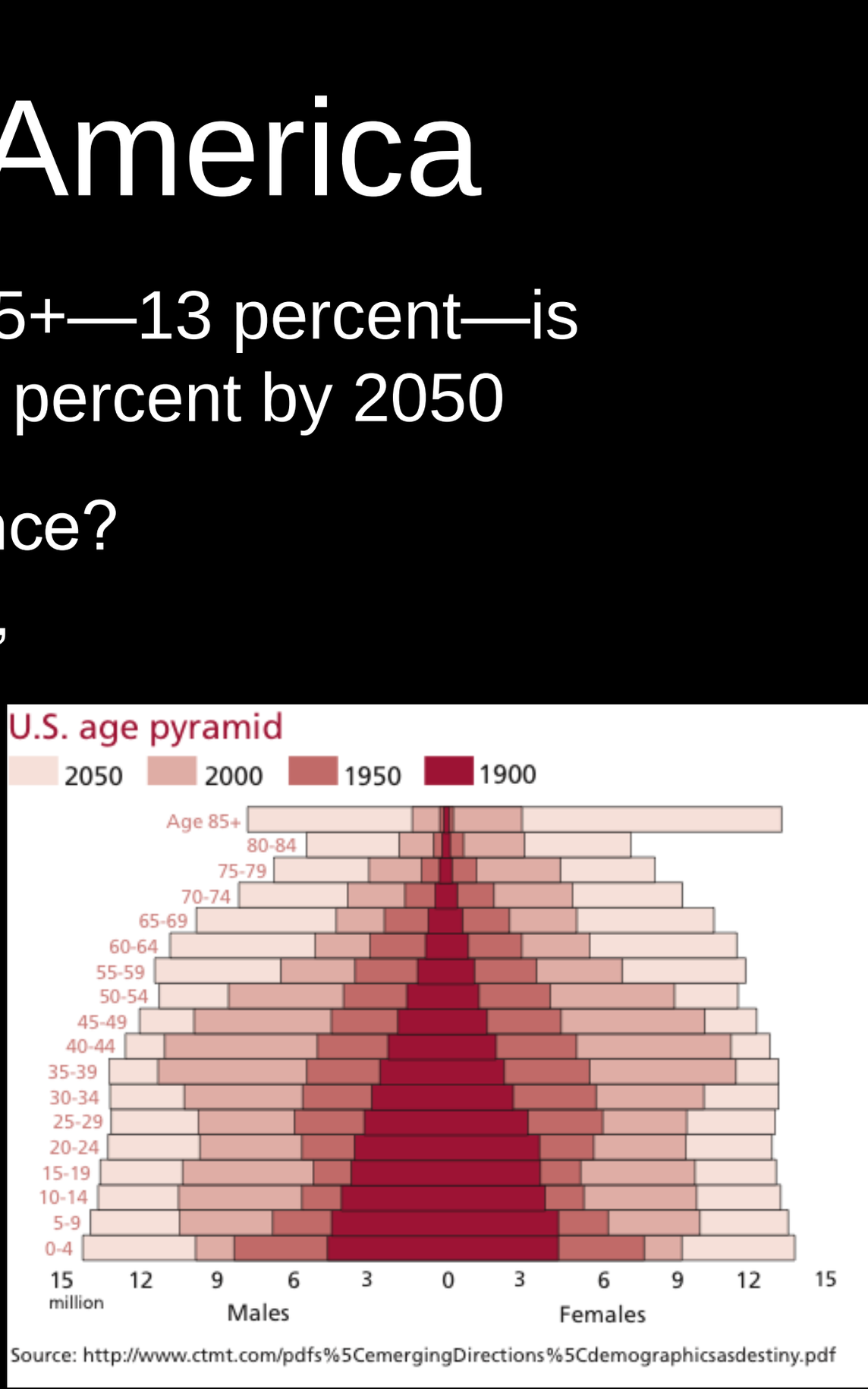
5 Focal Points

1. Population
2. Tech
3. Politics and Culture
4. Data
5. Workplace

POPULATION

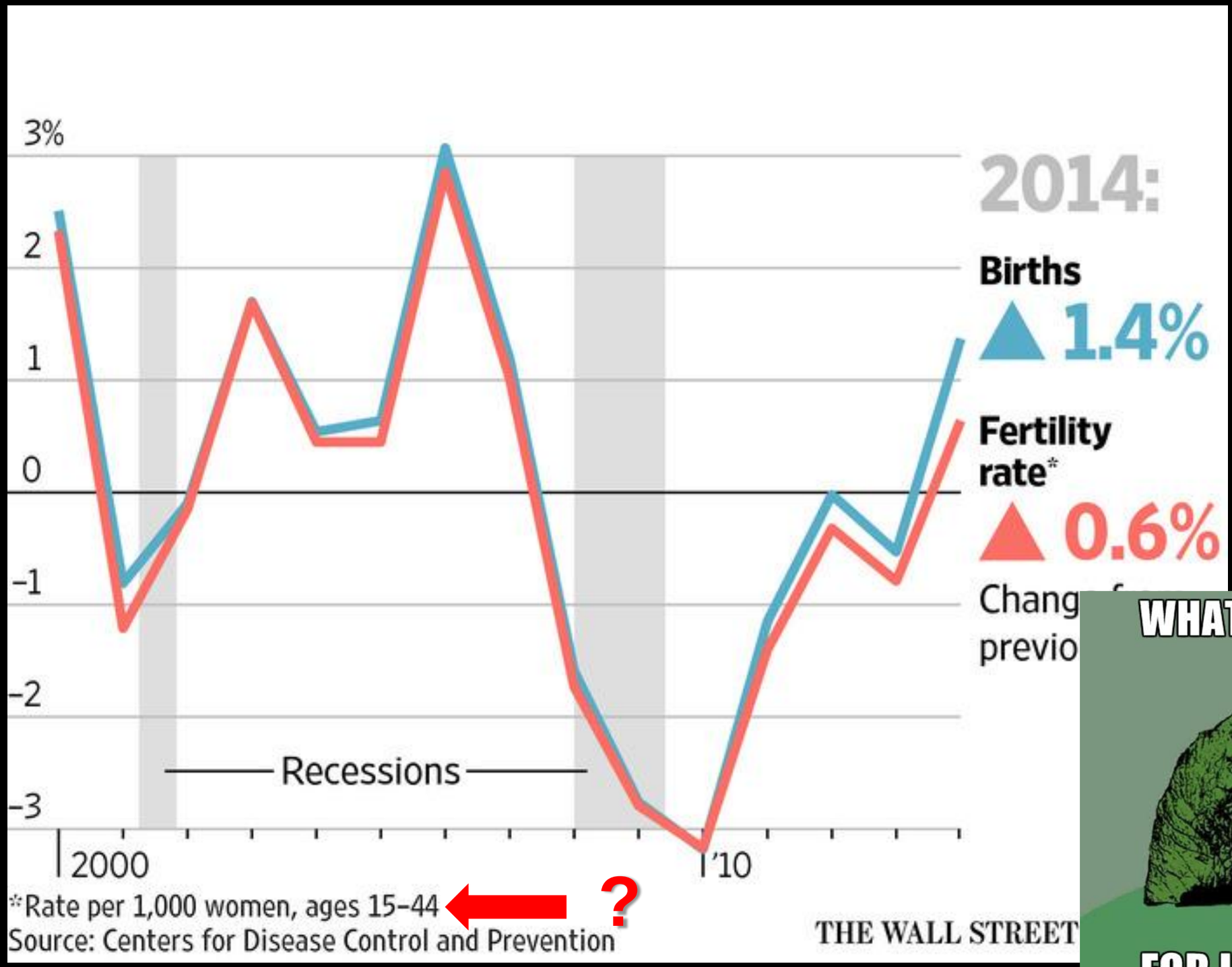
Graying of America

- Percentage of Americans 65+—13 percent—is expected to reach about 20 percent by 2050
- Leads to…declining eminence?
- America “running on empty”
- The Baby Boomlet coming!



WHAT DOES THIS MEAN
FOR LIBRARIES?
memegenerator.net

U.S. birth rates

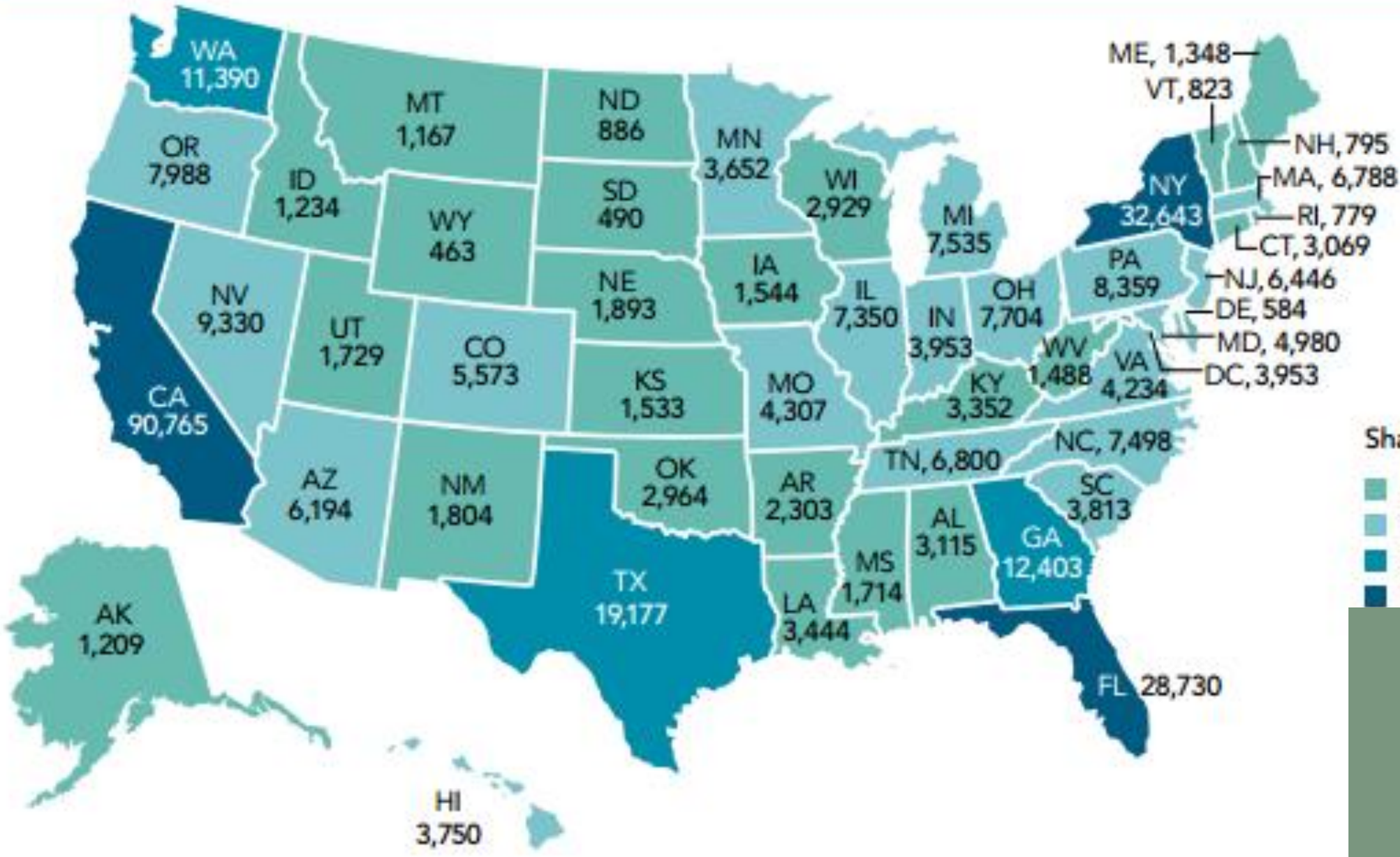


Trends in homelessness

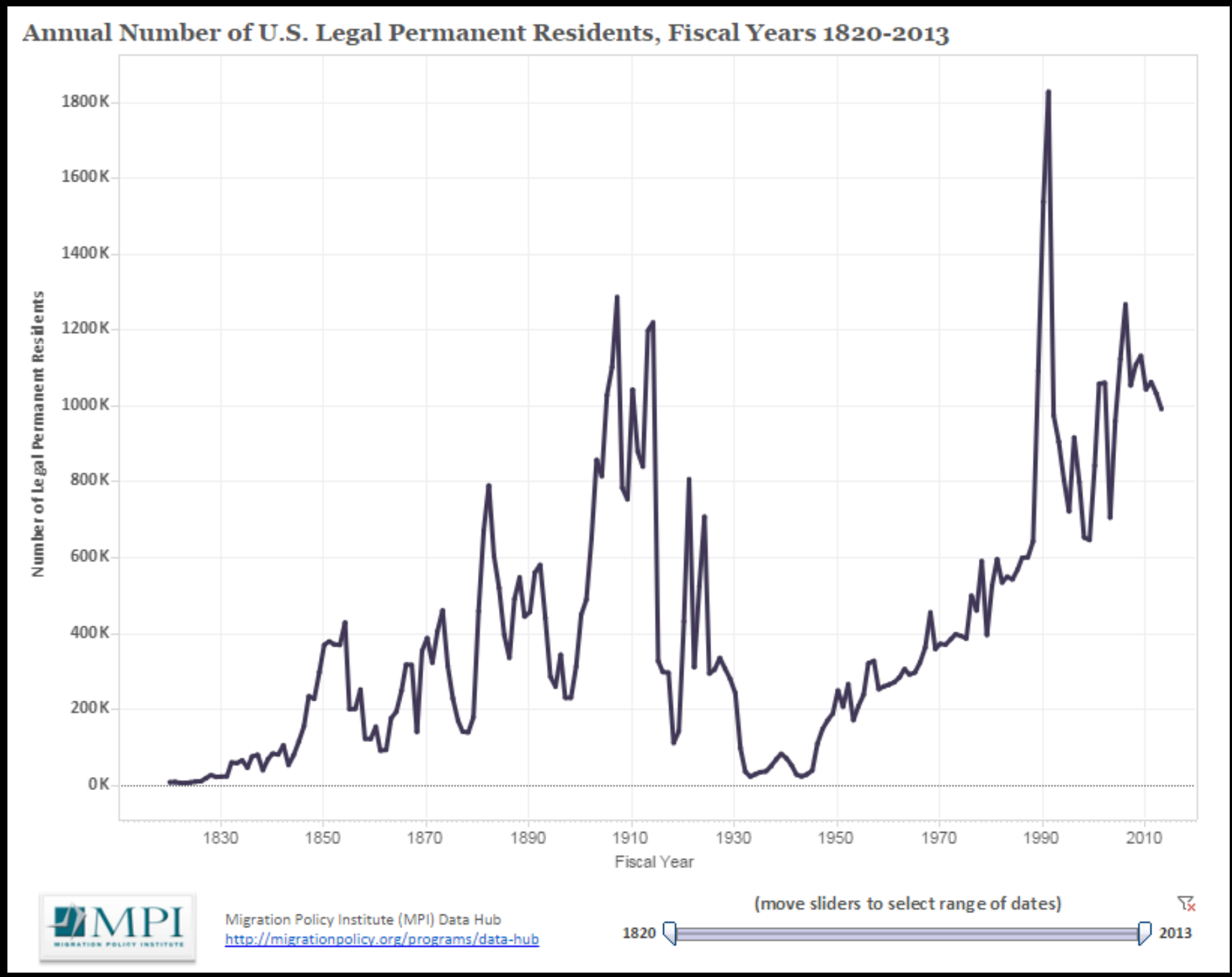
- In January 2014, 578,424 people were homeless on a given night. Most (69 percent) were staying in residential programs for homeless people, and the rest (31 percent) were found in unsheltered locations.
- Nearly one-quarter of all homeless people were children under the age of 18.
- 37% of all homeless people are homeless as families.
- National homelessness declined by 2 percent between 2013 and 2014 and by 11 percent (or 72,718) since 2007.
- 49,933 veterans were homeless on a single night

EXHIBIT 2.4: **Estimates of Homeless Individuals**

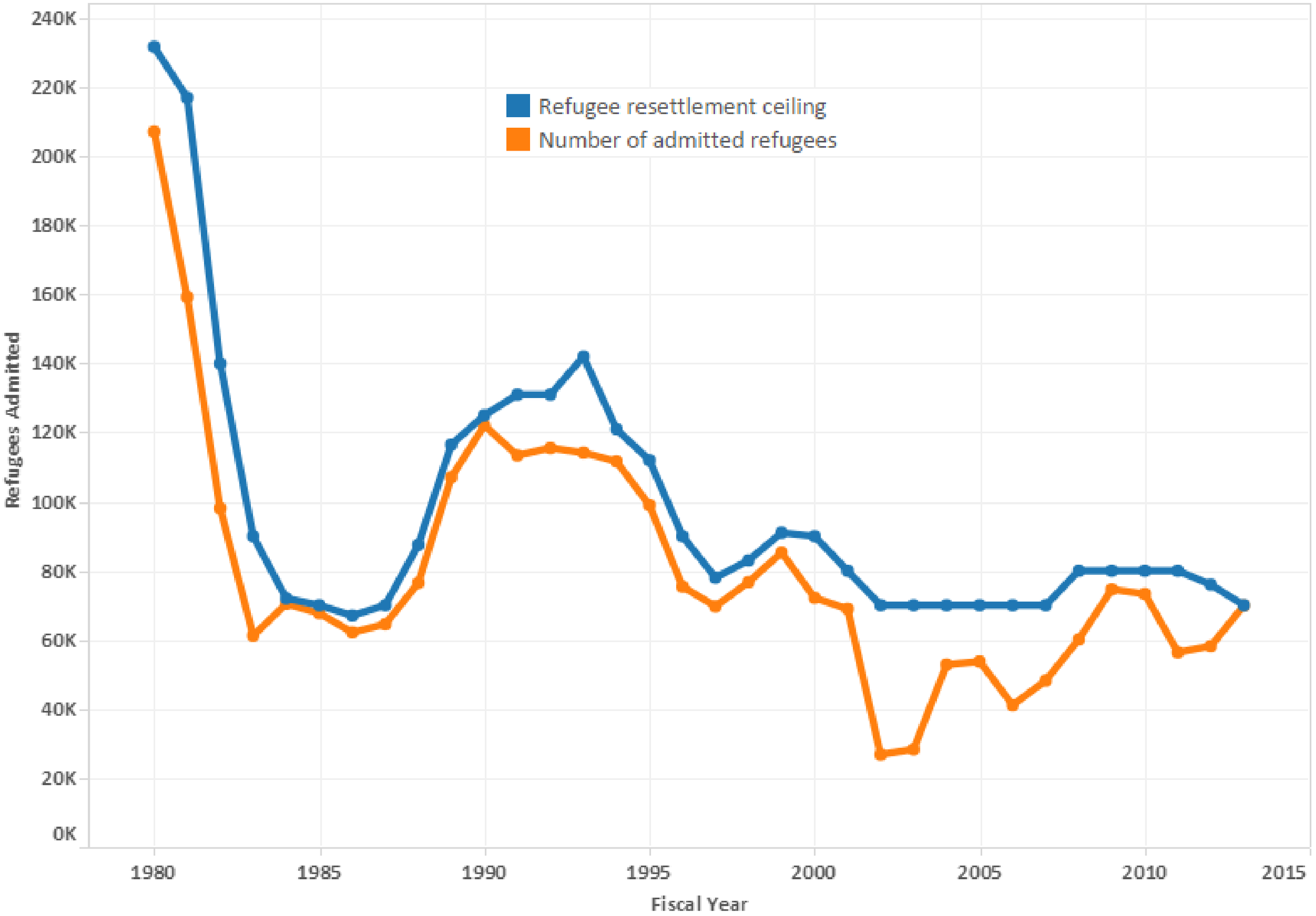
By State, 2014



U.S. Immigration Changes

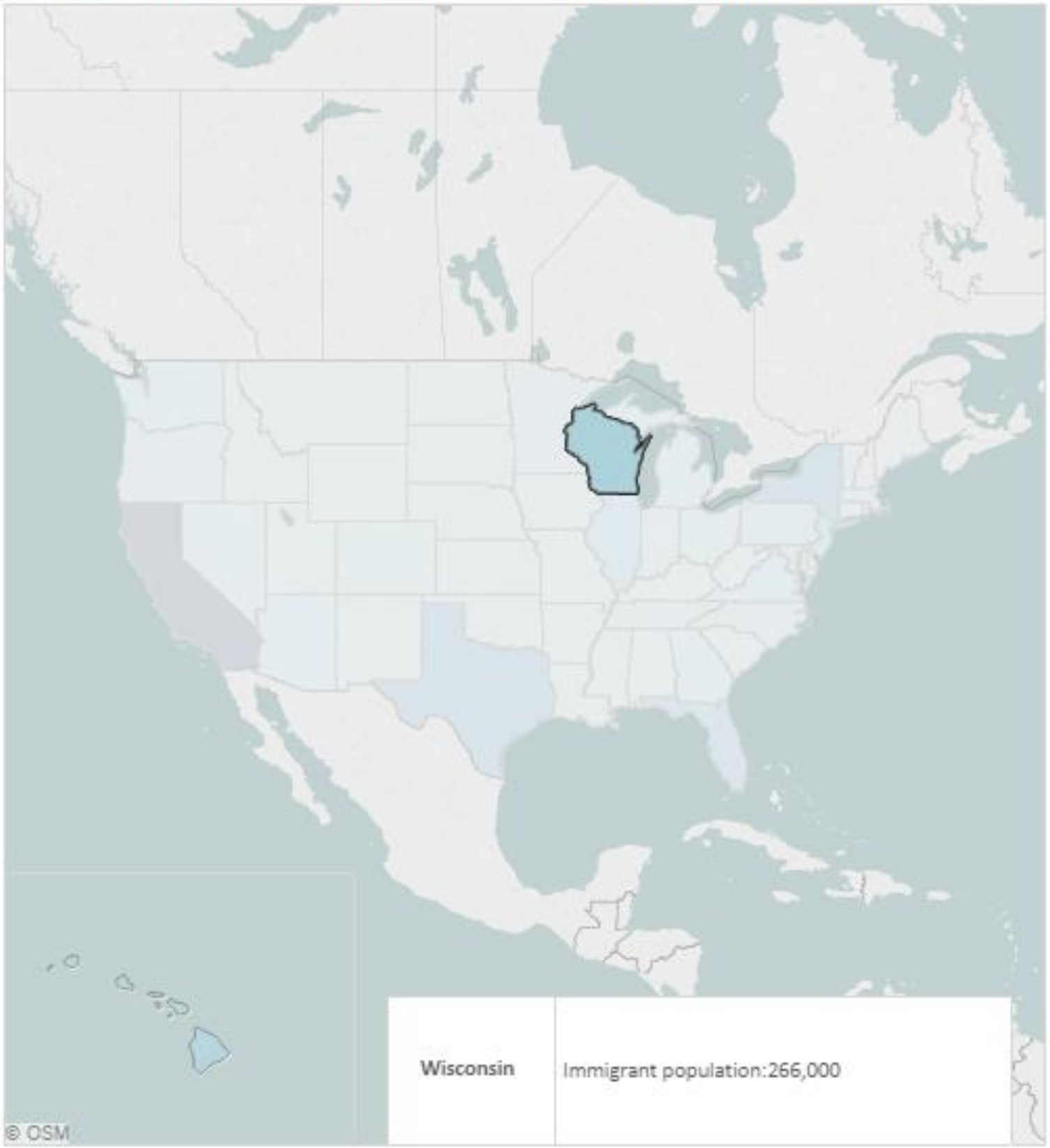


U.S. Refugee Admissions and Refugee Resettlement Ceilings, Fiscal Years 1980-2013



Migration Policy Institute (MPI) Data Hub
http://migrationpolicy.org/programs/data-hub

U.S. Immigrant Population by State and County, 2009-2013*



Total Immigrant Population in the United States:

40,342,000

Top counties

Milwaukee County	Wisconsin	83,100
Dane County	Wisconsin	39,500
Waukesha County	Wisconsin	18,200
Brown County	Wisconsin	12,900
Kenosha County	Wisconsin	10,500
Racine County	Wisconsin	9,700
Rock County	Wisconsin	7,100
Outagamie County	Wisconsin	6,900
Walworth County	Wisconsin	6,300
Sheboygan County	Wisconsin	6,000
Winnebago County	Wisconsin	5,400
Marathon County	Wisconsin	5,300

MPI
MIGRATION POLICY INSTITUTE

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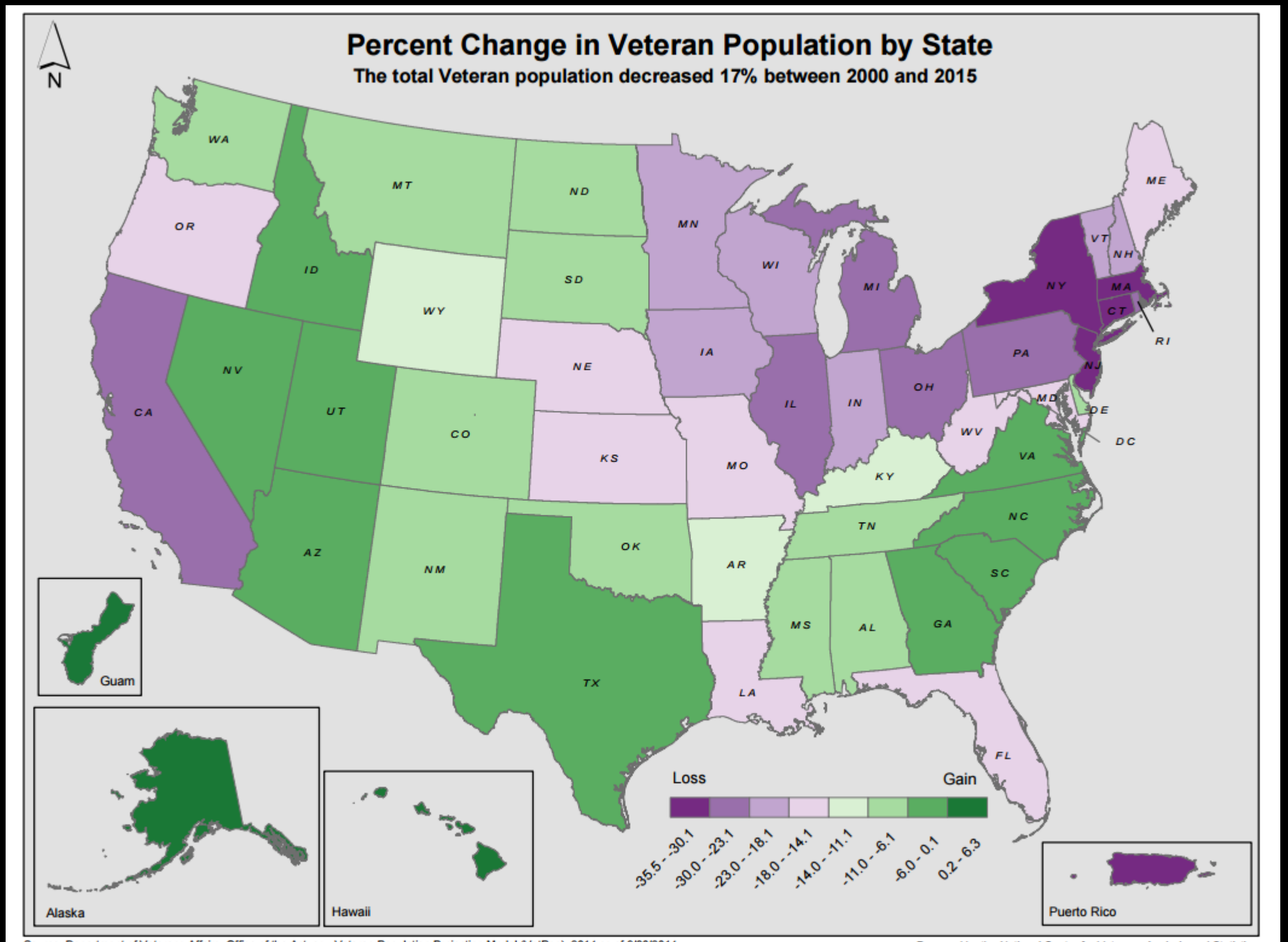
http://migrationpolicy.org/programs/data-hub

Number of Immigrants

19,000 — 10,176,000

Select Co
(Total)

Vetarans


Percent Change in Veteran Population by State
The total Veteran population decreased 17% between 2000 and 2015
N
WA
OR
CA
ID
NV
MT
WY
UT
AZ
CO
NM
ND
SD
NE
KS
OK
TX
MN
IA
MO
AR
LA
WI
IL
MI
IN
KY
TN
MS
AL
OH
WV
GA
FL
SC
NC
VA
PA
NY
MD
DE
NJ
CT
RI
MA
VT
NH
ME
DC
Guam
Alaska
Hawaii
Puerto Rico
Loss
Gain
-35.5 - -30.1
-30.0 - -23.1
-23.0 - -18.1
-18.0 - -14.1
-14.0 - -11.1
-11.0 - -6.1
-6.0 - 0.1
0.2 - 6.3
Source: Department of Veterans Affairs, Office of the Actuary, Veteran Population Projection Model (VetPop), 2014 as of 9/30/2014
Prepared by the National Center for Veterans Analysis and Statistics

Veteran Population by County: Fiscal Year 2015

N

Guam

Alaska

Hawaii

Median = 2,103

0 - 550
551 - 1,050
1,051 - 1,650
1,651 - 2,750
2,751 - 4,850
4,851 - 11,850
11,851 - 314,667

Source: Department of Veterans Affairs, Office of the Actuary, Veteran Population Projection Model (VetPop), 2014 as of 9/30/2014

Prepared by th

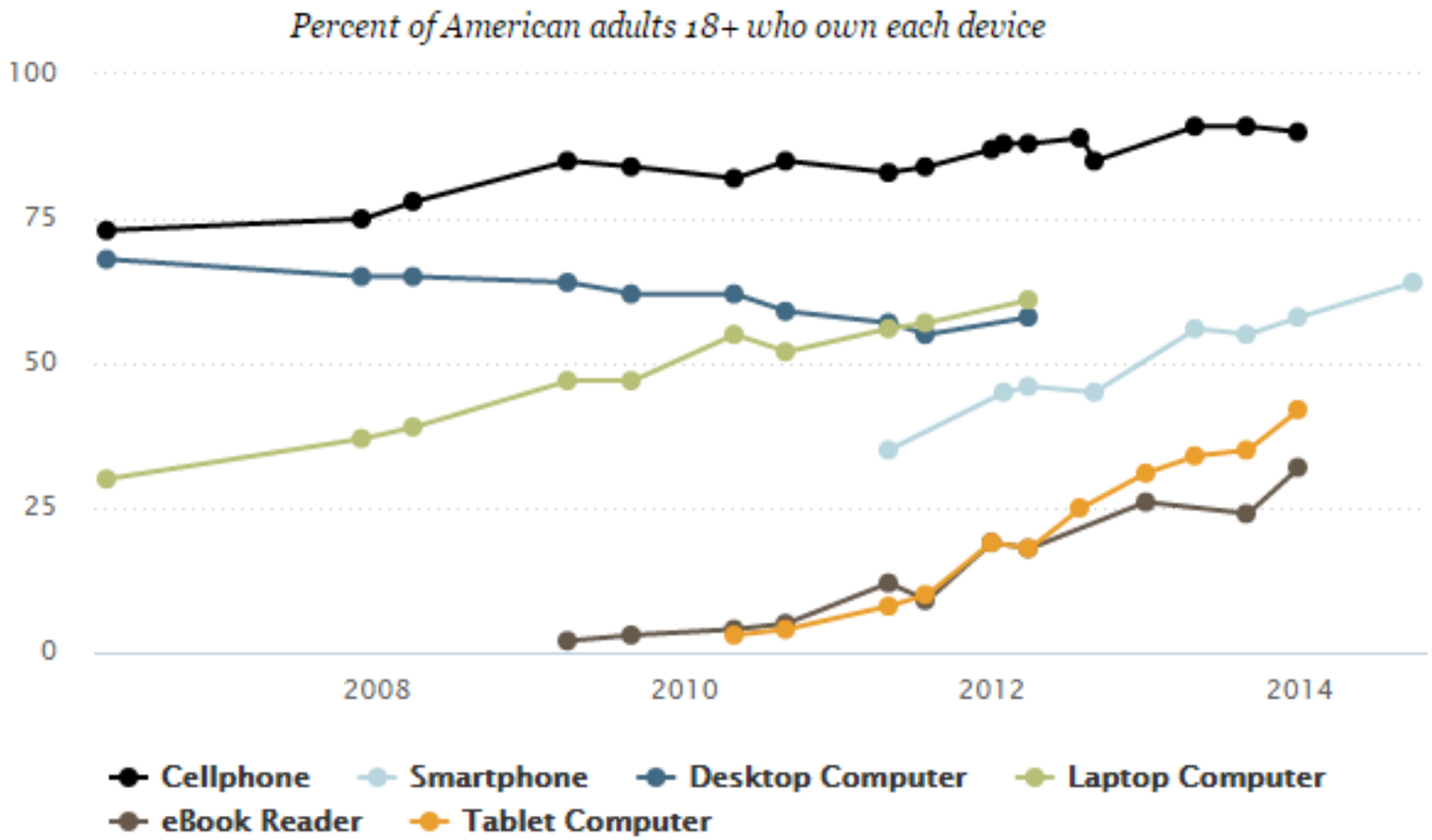
TECH

Devices and connectivity

Device Ownership

CHART | DATA

CLICK AND DRAG IN THE PLOT AREA TO ZOOM IN

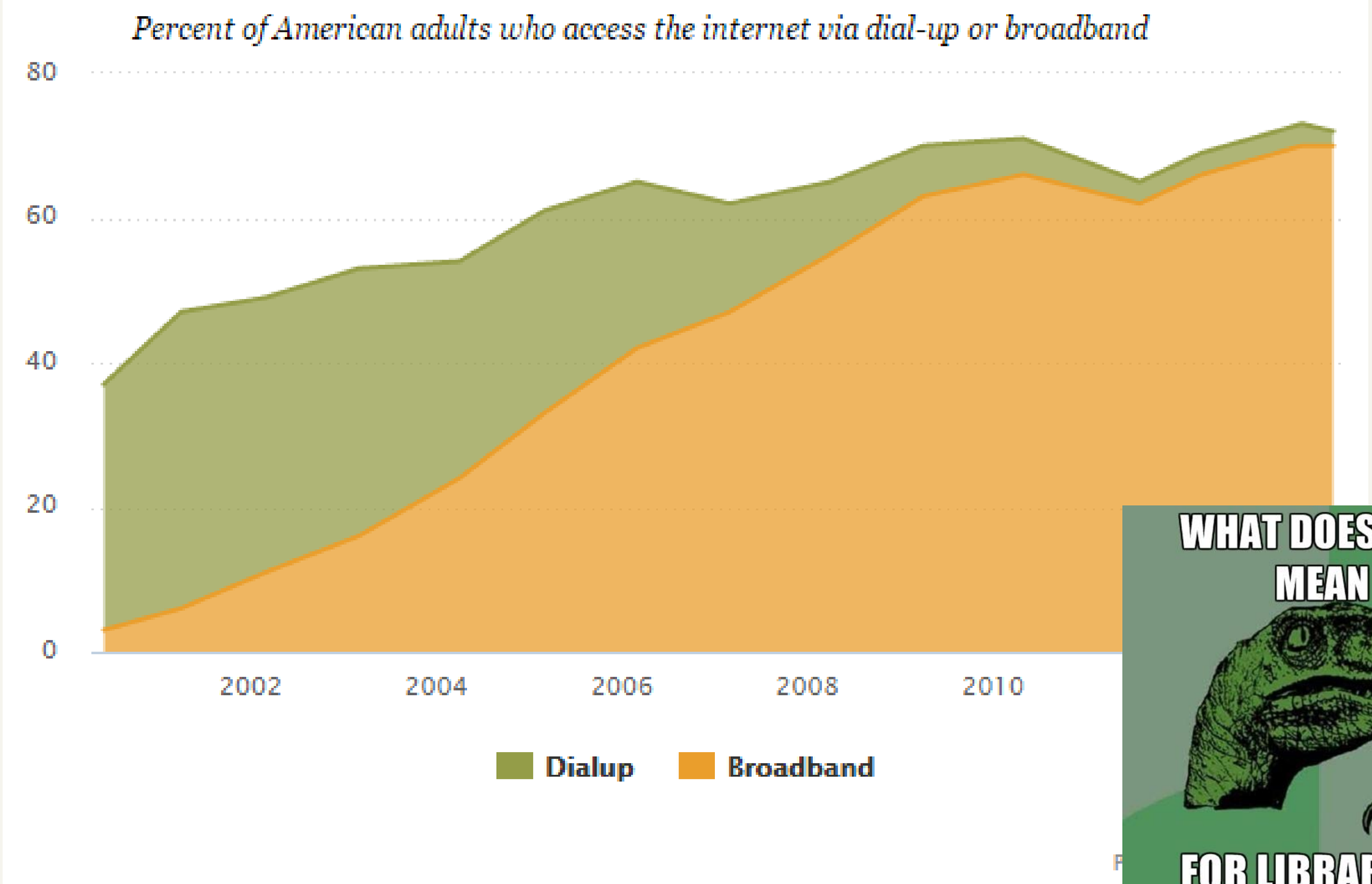


PEW RESEARCH CENTER

Home Internet Access

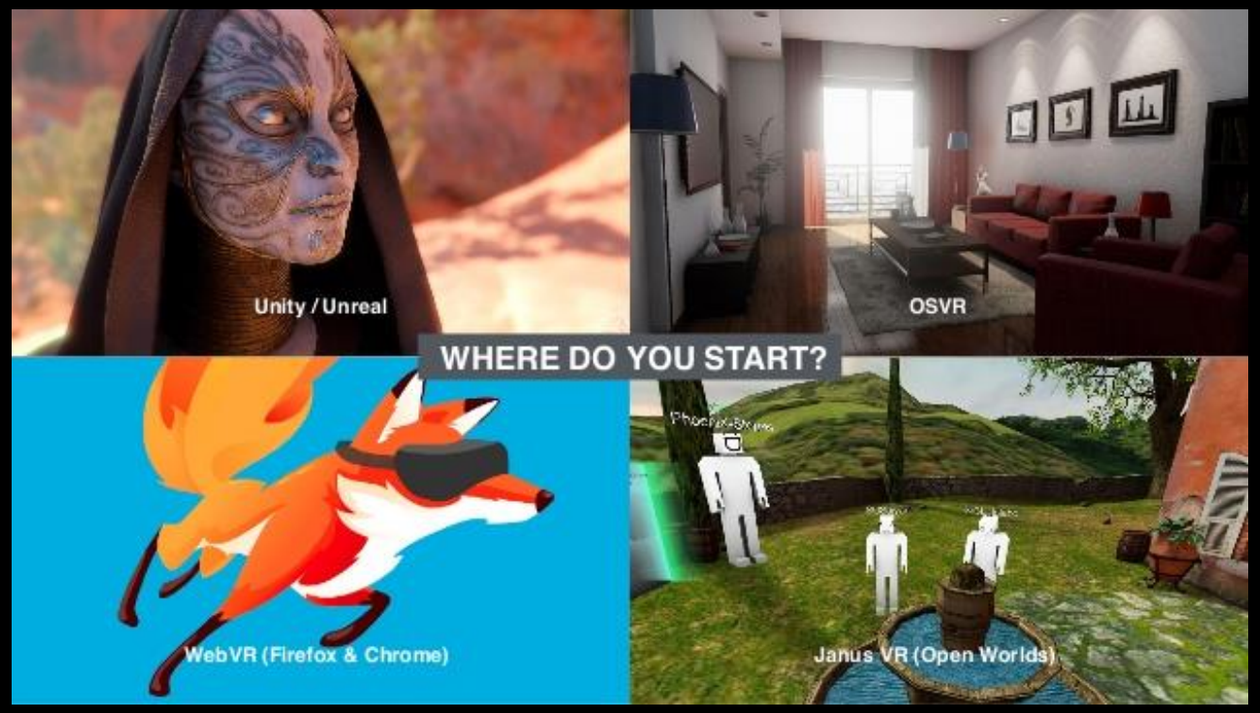
CHART DATA

CLICK AND DRAG IN THE PLOT AREA TO ZOOM IN



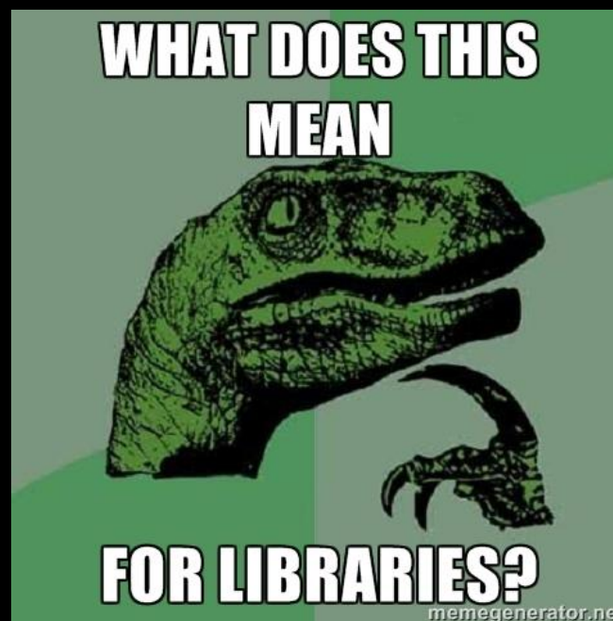
Rebirth of Virtual Reality

- Hardware and software improvements
- Training, gyms, rehab, therapy, virtual art



Preparing for digital collapse

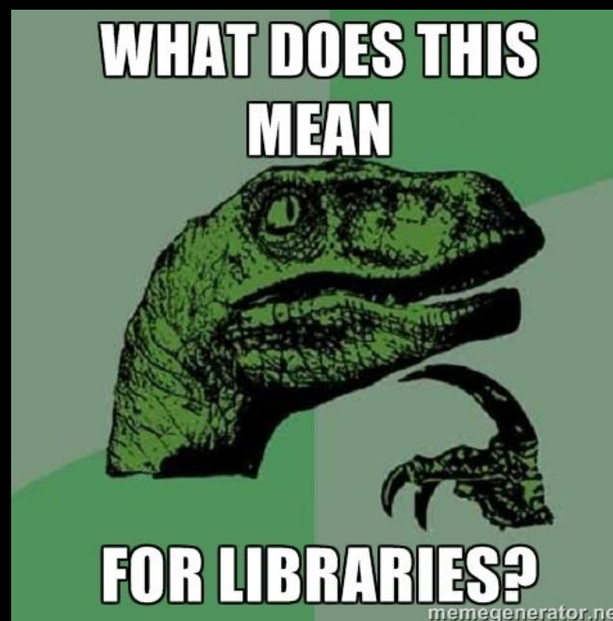
- Long Now Foundation’s Rosetta Project
- Fits in the palm of your hand
- Contains over 13,000 pages in over 1,500 human languages



POLITICS AND CULTURE

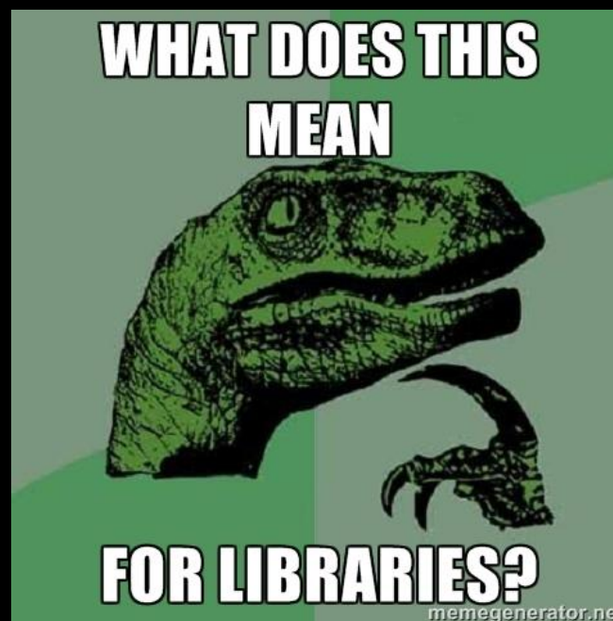
U.S. Economy

- U.S. economic resurgence in next 6 years
- Dependent on domestic oil and gas, tech, and global rising demand
- Consumer spending increases
- Wages stagnate



Income Inequality

- In 2010, the richest 1% of the population had 34% of the accumulated wealth
- Education factors – achievement gap
- Tech sector growth is having the opposite impact of what was expected
- Software and hardware replaces some human jobs
- Racial factors
- Inequality gap is larger in urban areas



Climate change

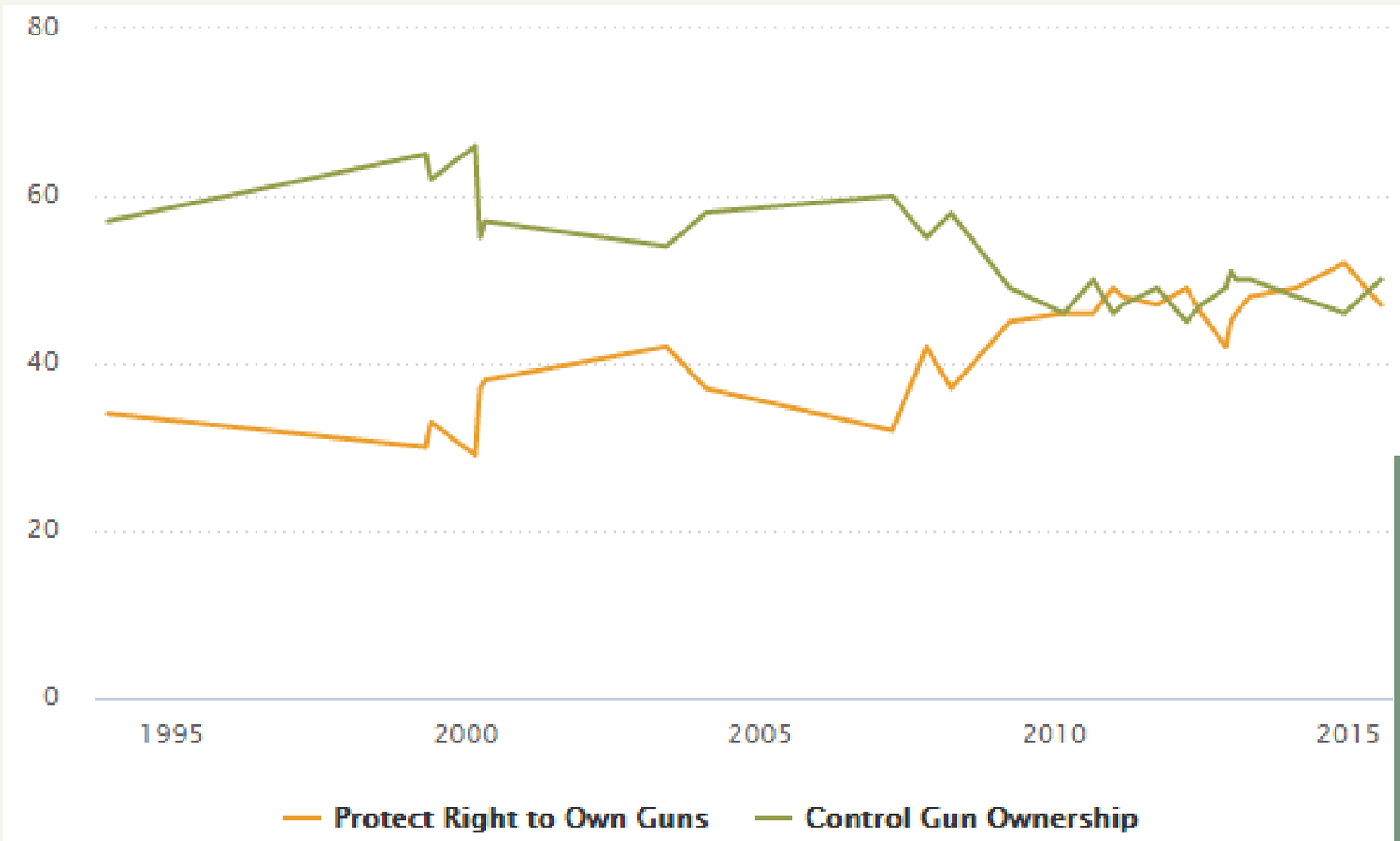
- Increased number of extreme weather events
- Sea level rise = loss of coastal land + new shipping lanes
- Economic costs
- Green energy investment and inte

Gun regulations in the U.S.

Gun Control

CHART | DATA

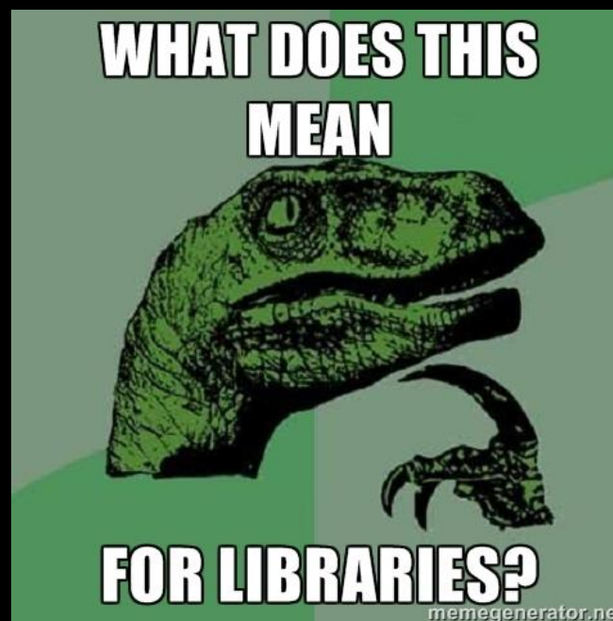
CLICK AND DRAG IN THE PLOT AREA TO ZOOM IN



PEW RESEARCH CENTER

Legal focus on bribery and corruption

- Sunshine laws
- Gifting policies
- Quid pro quo from vendors
- Ethics training



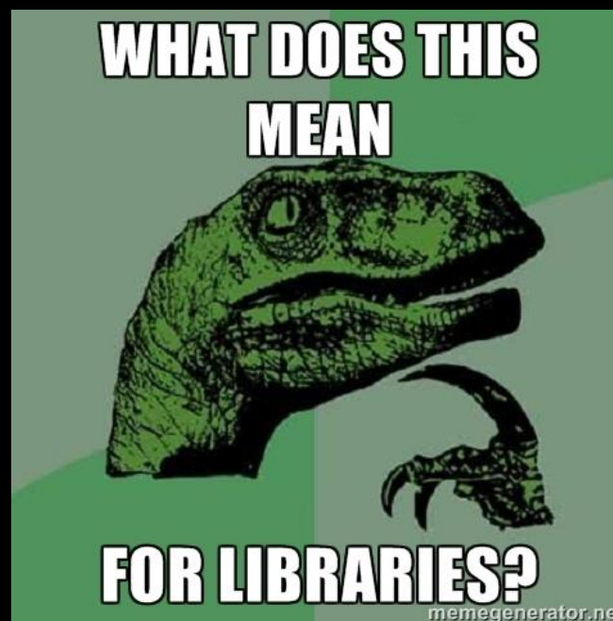
Diversity Mindfulness

- Focus on diversity in literature and art (especially children's)
- Diversity means many things to many people
- Workplace diversity
- Reflective diversity

DIY/maker/grower culture

Geekery and Fandom

- Geeks vs. Nerds
- Fandom = passion
- Con-culture
- Gender issues



DATA

CRM tools

- Customer Relationship Management software is getting all fancy
- Nurturing leads
- Tracking lead sources, customer service interactions, staff performance
- Bridging gap between marketing and sales

amsix
amsterdam internet exchange

survey

INTERNET OF THINGS

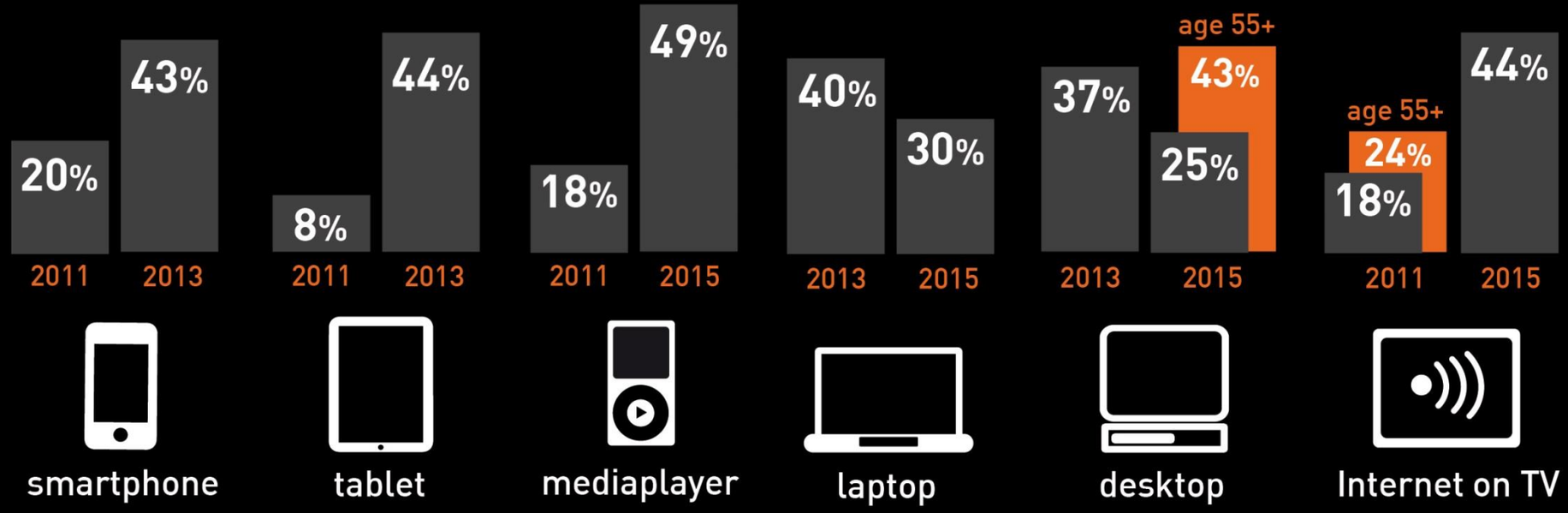
& Quantified Self

Upcoming technologies

in 2015 **56%** connects lighting to the Internet

in 2015 **59%** connects thermostat to the Internet

Use of devices that are connected to the Internet

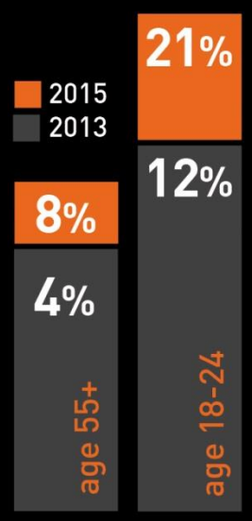


Positive attitude towards Internet of Things

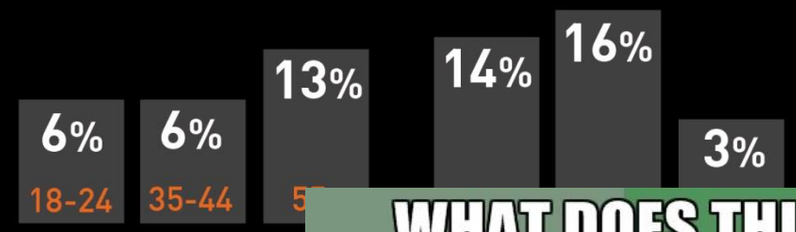
The Internet has changed life concerning:

The Internet and health

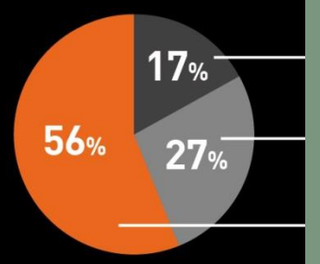
Use of apps for measuring health/sports



Sort of apps people will use in 2015

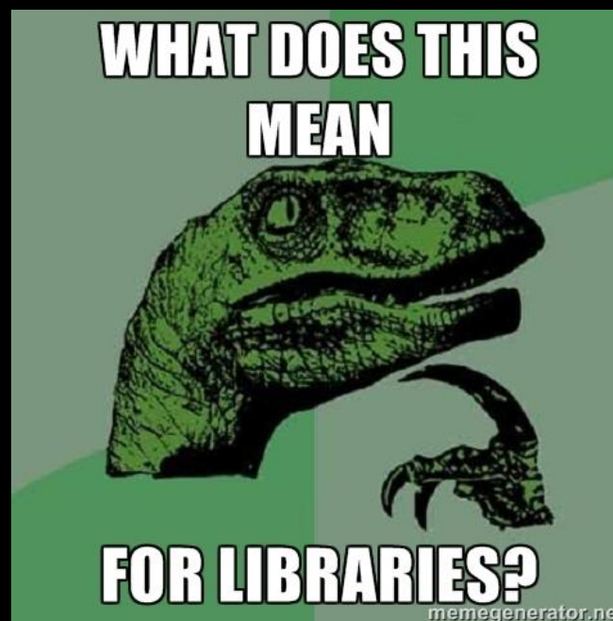


Online monitorin



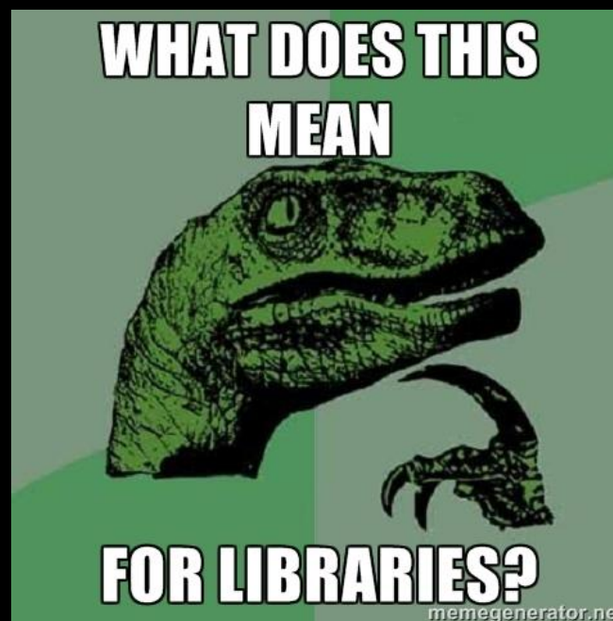
Big data

- BIG DATA IS JUST DATA!
- Data collection on users
- Aggregation and analysis of user data



Anonymity and Privacy

- Default setting has changed from private to public
- Facebook, Google, Twitter, Amazon vs. anonymity promoted as a feature (Reddit, Whisper, Secret)
- Anonymous newsworthy content by insiders
- Anonymity can lead to racist, sexist, and other offensive comments running rampant
- Privacy vs. services and convenience



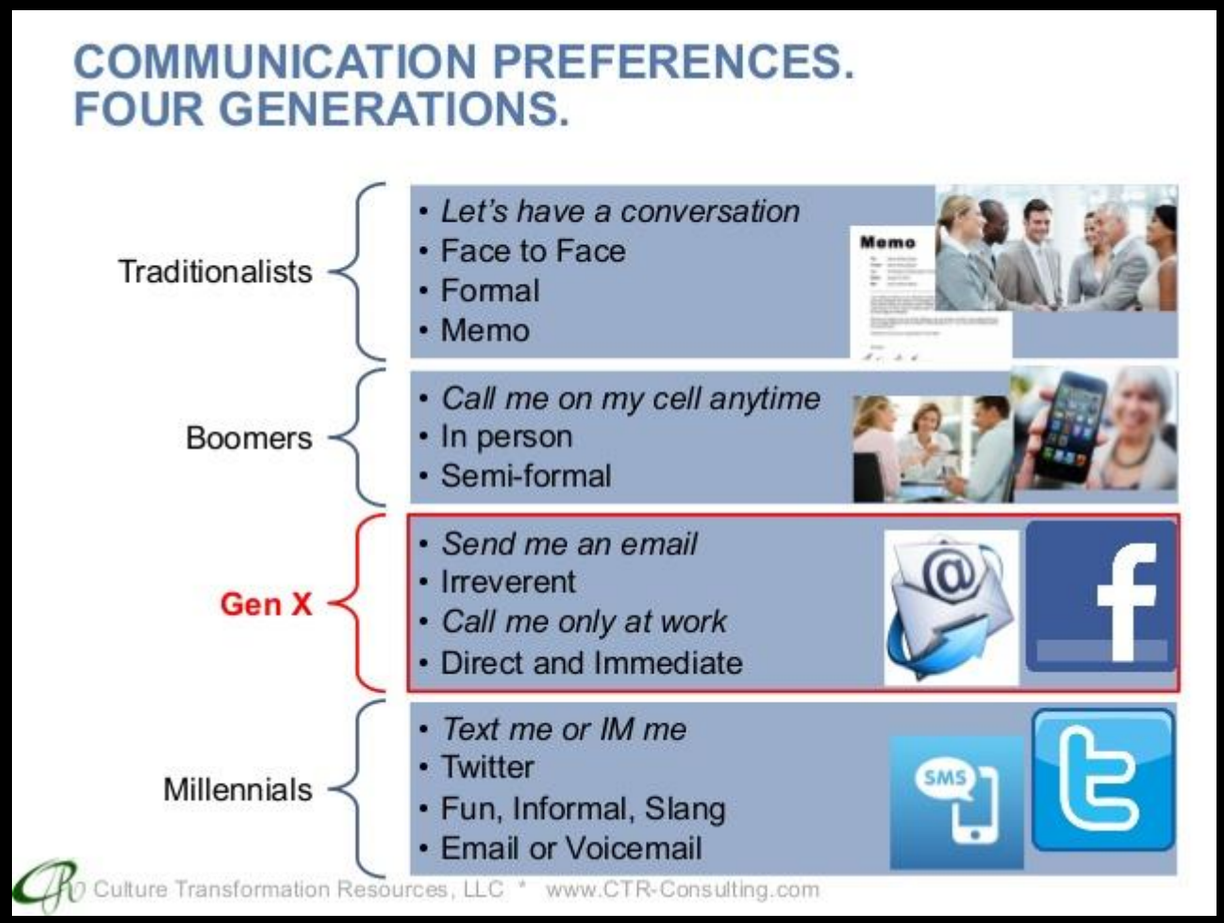
Online security

- Corporate focus on foreign threats
- Overseas hacking (varying degrees of maliciousness)
- The Library Digital Privacy Pledge for Libraries
  - We will make every effort to ensure that web services and information resources under direct control of our library will use HTTPS by default within 12 months. [dated____]
  - Starting in 2016, our library will assure that any new or renewed contracts for web services or information resources will require support for HTTPS by the end of 2016.

WORKPLACE

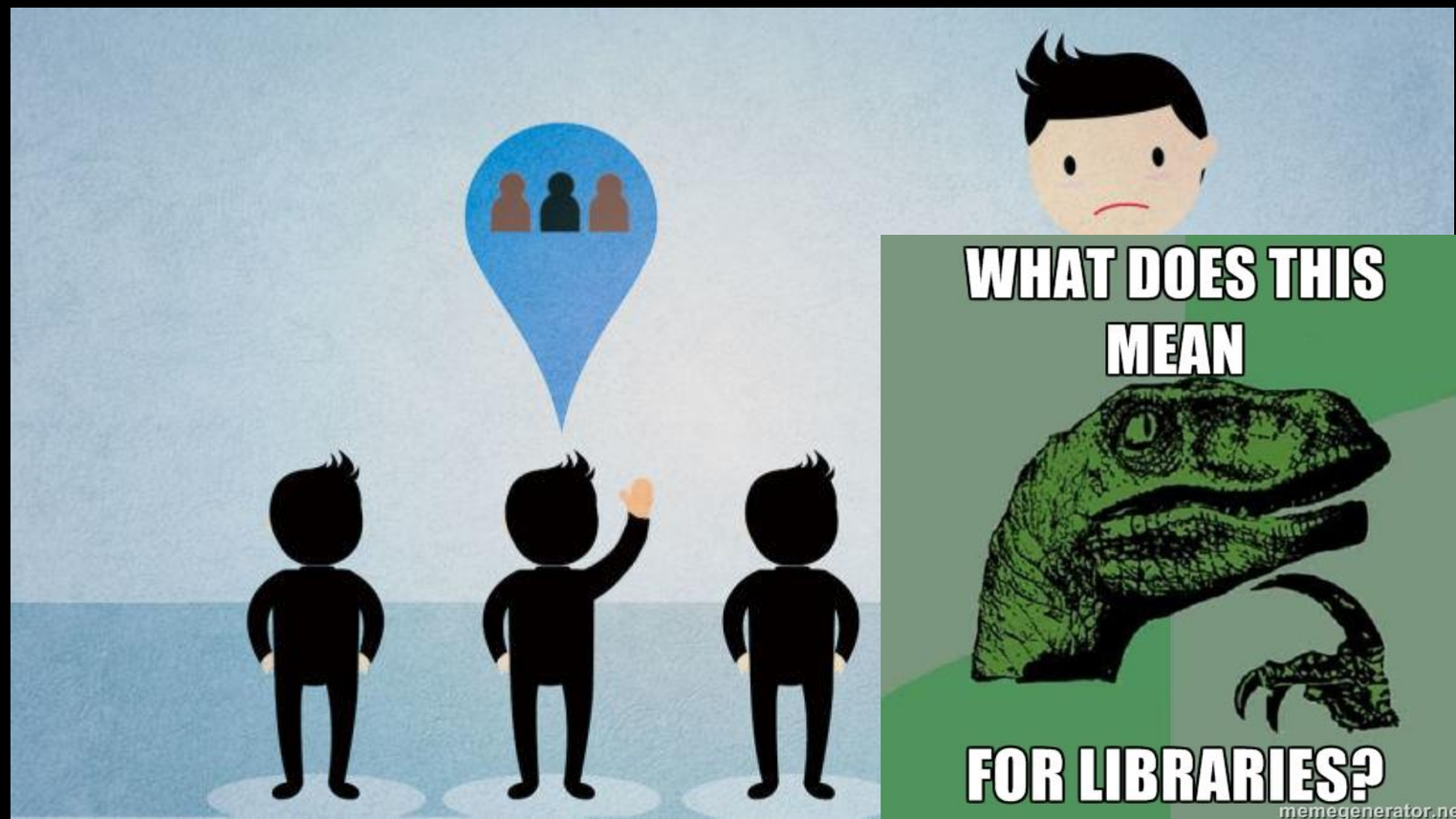
Communication preferences

- Synchronous vs. Asynchronous
- Generational differences



Workplace loyalty

- 76% of full-time workers, while not actively looking for a new job, would leave their for the right opportunity
- Generational differences



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