Tech Times in Youth Services

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Photo courtesy of novemberwolf on Flickr.
Agenda

- Research and Trends
- eBooks and iPads
- Integrating Technology in Programming and Outreach

Photo courtesy of flickingerbrad on Flickr.
The apps and resources highlighted are available at: http://pinterest.com/libraryjennifer/

This presentation is available at: www.slideshare.net/jennifer.gal
Library Services in the Digital Age

Trends in the Literature:

• Pew: Internet & American Life Project
• Scholastic: Kids & Family Reading Report
• Joan Ganz Cooney Center: Pioneering Literacy in the Digital Wild West
• Common Sense Media: Zero to Eight, Children’s Media Use in America
Mind the Gap

Making the Case:

• 27% lower income homes vs. 57% higher income homes have mobile media devices.

• 14% lower income homes vs. 47% higher income homes have downloaded apps.

• 38% of lower income parents don’t know what an app is.
Mind the Gap

Making the Case:

• Middle class children hear 33 million words by the time they start school, 23 million more words than poorer children the same age.  
  (Foundation Years)

• 2300 root words vs. 4700 root words: those with lower vocabularies just never catch up. 
  (Handbook of Language and Literacy Development, Canadian Language and Literacy Research Network)
Transliteracy

Making the Case:

“The question is not the narrow one of how to fit technology into literacy education but the broader one of how to transform literacy education to meet today’s changing demands.”

“Technology tools to support reading in the digital age.”

*Future of Children* Fall 2012
eBooks & iPads

Photo courtesy of flickingerbrad on Flickr.
Trend: A New Demand for Kids’ eBooks

• The use of eBooks has continued to increase exponentially.

• Though children’s and teen titles have been available in the EPUB and PDF formats, until recently the primary focus and demand has been on adult eBook collections – this is changing.
Trend: A New Demand for Kids’ eBooks

• “The emergence of eReaders, smart phones, and tablets is helping to fuel the growth in children's book publishing. With their ease of use and ability to store texts, ereaders - and ebooks boasting animation and other appealing features - are one reason why the industry is scoring increased revenue”

“Ereaders, Tablets Spur Growth in Children's Book Publishing Sales.”
SLJ January 24, 2012
eBooks

Kids & Family Reading Report from Scholastic

“The percentage of children who have read an ebook has almost doubled since 2010.”

http://mediaroom.scholastic.com/kfrr
eBooks

Kids & Family Reading Report from Scholastic

% of Children Who Have Read an eBook

<table>
<thead>
<tr>
<th>Age Range</th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 6-8</td>
<td>28%</td>
<td>45%</td>
</tr>
<tr>
<td>Age 9-11</td>
<td>22%</td>
<td>47%</td>
</tr>
<tr>
<td>Age 12-14</td>
<td>27%</td>
<td>48%</td>
</tr>
<tr>
<td>Age 15-17</td>
<td>25%</td>
<td>43%</td>
</tr>
</tbody>
</table>

46% (Up from 25% in 2010)

Boys: 23% in 2010, 44% in 2012
Girls: 28% in 2010, 47% in 2012

QK6a: Please answer yes or no for each statement, “I have read a book on...”

http://mediaroom.scholastic.com/kfrr
Trend: The “Pass Back” Effect

• Though eReaders, tablets and smartphones aren’t designed with the preschool crowd in mind, they often make their way into little hands through a parent or adult.

• A study by the Joan Ganz Cooney Center identified this phenomenon as the “pass back effect”.

“iLearn: A Content Analysis of the iTunes App Store’s Education Section”
Carly Shuler  Joan Gantz Cooney Center  March 25, 2010
Trend: The “Pass Back” Effect

• "Somehow the market has extrapolated that if kids don't own Kindles and Nooks there's no point in selling books to them. The real shift in eBooks is when kids will begin rallying behind these devices and read digitally, and that will foretell a fundamental shift in publishing certainly through the end of 2011 and the beginning of 2012.” Jacob Lewis, cofounder and CEO of Figment

“Tech Trends: Talking Apps and Ebooks at TOC Bologna.”
Lauren Barack  SLJ April 12, 2011
eReaders vs. Tablets

Trend: Shift from eReaders to Tablets

nothing come of it. She told me to pray every day, and whatever I asked for I would get it. But it warn’t so. I tried it. Once I got a fish-line, but no hooks. By and by, one day, I asked Miss Watson to try for me, but she said I was a fool. She never told me why, and I couldn’t make it out no way.

I set down one time back in the woods, and had a long think about it. I says to myself, if a body can get anything they pray for, why don’t Deacon Winn get back the money he lost on pork? Why can’t the widow get back her silver snuffbox that was stole? Why
Trend: Shift from eReaders to Tablets

• As demand moves from dedicated eReaders to touch screen tablets, there are exciting implications for picture books.

• While the small, black and white screens of the first generation eReaders were not suited to picture books, the iPad and other tablets are ideal - offering vibrant, full colour displays with powerful interactivity.
Trend: Shift from eReaders to Tablets

• “Sixty percent of publishing executives believe that tablets have become ‘the ideal reading platform,’ and 45 percent believe that dedicated e-readers will soon be irrelevant ...”

• Karen Lotz, CEO of Candlewick Press, explained that they were initially “hesitant to enter into [the digital] market when it was simply taking a beautiful physical object, scanning it, and then presenting it in a very inadequate way ... We decided ‘we’re going to ... wait until these devices could do justice to these materials.’ In a way, our story is just beginning because of tablets.”

“As Tablets Supplant Ereaders, New Challenges Arise for Publishers”
Matt Enis  The Digital Shift January 17, 2013
eReaders vs. Tablets

Challenge: eBooks vs. Apps

- The most exciting developments in children's literature are happening in the area of apps rather than eBooks.
- There is a huge range of children's apps available for the iPad through the App Store, ranging in price from 99 cents up to $9.99.
- While some can be static and relatively ‘low tech’, there are an increasing number of high quality apps available with an incredible level of interactivity.
- The future of pop-up and lift the flap books is digital.
PopOut! The Tale of Peter Rabbit for iPad
Challenge: eBooks vs. Apps

• Unfortunately, the level of interactivity available in children’s book apps is not currently being offered by eBook vendors such as Overdrive.

• The real challenge for libraries is to remain relevant as more and more users access children’s literature in the form of apps rather than print or eBooks.

• One solution is to embrace this trend through children’s programming.
Digital Story Time

Logistics:

• iPad 2 or iPad 3
• VGA cable and VGA adaptor
• projector
Early Adopters

Darien Public Library

• Circulating Early Literacy iPad Kits
Early Adopters

Darien Public Library

- iPad kiosks in the children’s department

www.lilitab.com

Photo courtesy of gcaserotti on Flickr.
Early Adopters

Darien Public Library

• Staff curated app recommendation lists
Early Adopters

Stow Monroe Falls Public Library

- iPad programming for all ages

Baby iPad Class
... Join Miss Lydia Monday, November 12 at 10:30 a.m. for an iPad program just for babies! Families can use the iPad and also learn about apps just right for children newborn through age ...

Events - amyt - 08/06/2012 - 1:38pm - 0 attachments

Free One-on-One Help with Kindles, Nooks or Other eReaders
... Are you hoping to give (or receive) a Nook, Kindle, Kobo, iPad or iPad mini this holiday season? If you (or your gift-ee) doesn’t know how to ...

Page - mmcdonald - 12/06/2012 - 4:26pm - 0 attachments

Meet the iPad
... Evaluation Text (Basic Classes, iPad) ...


iPad for Kids ages 8-12
Date: 04/05/2011 - 4:00pm Date: 04/12/2011 - 4:00pm ...
Kirkus Reviews

Best Book Apps of 2012

Vicky Smith, Editor

Not quite three years after the launch of the first iPad, the iPad book app market is still going strong, offering up ever-more-inventive ways to redefine “book.” Kirkus is still in the thick of things, reviewing both the good and the not-so-good. This year we broadened our coverage to include book apps for an adult audience, adding some dazzling titles for those who don’t want to share their iPads with their children. We’ve sifted through them all, including best-selling print titles that have stepped into the digital realm, classics made new with mind-bending interactions and tales created just for the tablet, building narrative and interactions seamlessly from the ground up.

We here proudly offer our selection of the best book apps of 2012, including titles that should appeal to toddlers all the way up to their grandparents and beyond. Reading and tapping has never been so good.

- Mr. Sandman by Manon Aidan
- The House That Went on Strike by Rania Ajami
- Over in the Ocean by Marianne Berkes
- The Wrong Book by Nick Bland
- Even Monsters Get Sick by Michael Bruna
A (LONG) List of Recommended Apps

By Daryl Grabarek on January 10, 2013  3 Comments

For all the latest SLJ Reviews, check out BookVerdict

Since 2011, School Library Journal has been choosing its "Top 10 Apps" of the year. Anyone who has ever tried to create a "Best of" list knows what an impossible task it is. But, on the road, speaking to groups about the quality apps available for children preschool through grade 12, we share a much longer, yet still selective, list. We'd like to make that list available to you. Look for periodic updates and a link on SLJ's Facebook page. Feel free to link to this article from your website or Facebook page. For additional recommendations, commentary, and interviews with people in the field, visit Touch and Go under blogs and columns at slj.com, and be sure to add us to your RSS feed.

Picture Book Apps

*Emma Loves Pink* (by Piret Raud/WingedChariot)

*Go Away, Big Green Monster!* (by Ed Emberly/Night & Day Studios)

*Ladybug Girl* (by David Soman and Jacky Davis/Trilogy Touch)

*Hildegard Sings* (by Thomas Wharton/One Hundred Robots)
This week in children's apps features I Need My Monster, a story about a boy who wants his bedroom monster back. Also this week is interactive songbook Cat Doorman's Little Red Wagon and the newest Dr. Seuss app, The 500 Hats of Bartholomew Cubbins. There's also a new Little Critter app, Just Going to the Dentist, and Five Little Monkeys Play Hide and Seek.

**Title:** I Need My Monster

**Publisher:** Y.P.L. Yedioth Publishing

**Release date:** December 16, 2012

**Price:** $3.99

**Background:** One night, when Ethan checks under the bed for his monster, he finds a note instead: “Gone fishing. Back in a week. -Gabe” What will Ethan do? He needs a monster under his bed. How is he...
Animal SnApp Farm app review

DECEMBER 13, 2012 BY KATIE BIRCHER  LEAVE A COMMENT


Six alliteratively named barnyard denizens are introduced in a puzzle which asks users to swipe their screen and align the animals' top and bottom halves. Correctly matching the pieces and completing an animal initiates a short story in rhymed couplets starring that character.
App Resources

Common Sense Media
www.commonsensemedia.org/guide/best-first-kids-apps/ipad

The iPad has turned into one of the most promising learning tools of the digital age. Maximize that potential with apps that take advantage of the iPad's ability to lead kids into a new world of discovery. Our iPad app picks create the ideal "starter kit" for your 2- to 6-year-old, offering the best of every category, from art, to learning, to social development.

- **Elmo Loves ABCs for iPad**
  - **Age Group:** Age 2-6
  - A collection of mini-episodes from *Sesame Street* plus a variety of engaging interactive activities make this alphabet app perfect for preschoolers. Kids practice tracing, letter recognition, object association, and singing the alphabet song.

- **Nick Jr Draw & Play**
  - **Age Group:** Age 3
  - Available on the App Store
Little eLit: Early Literacy in the Digital Age
http://littleelit.com

iPod App: Robot Lab by Toca Boca by Anne Hicks

Toca Boca’s Robot Lab is an app that allows kids to build a robot. I held the iPad facing the kids and asked them to help...
App Resources

More Resources:

• Boing Boing: Apps for Kids Podcast  
  http://boingboing.net/tag/appsforkids

• Best Apps for Kids  
  www.bestappsforkids.org/

• Digital Storytime  
  http://digital-storytime.com/

• iPhone Mom  
  www.theiphonemom.com/

Apps for Kids 010: Windosill and Feed the Head
Mark Frauenfelder at 7:00 am

Apps for Kids is Boing Boing's podcast about cool smartphone apps for kids and parents. My co-host is my 8-year-old daughter, Jane Frauenfelder.

In this week's episode In Jane and I talk about two games. One is called Windosill and the other one is called Feed the Head. Both are made by Vectorpark, and are available both as desktop games and on the iPad. Feed the Head is available in an iPhone version as well.
App Resources

The apps and resources highlighted are available at:
http://pinterest.com/libraryjennifer/
Integrating Technology in Programming & Outreach

Photo courtesy of Mike Licht, NotionsCapital.com Flickr.
Integrating Technology

Trends:

• Offering services and programming across all platforms
• Customer driven
• Staff supported
Integrated Online SRC

• Libraries are beginning to offer online summer reading programs more closely integrated with in-branch programs.

• Hamilton PL now uses our website as a tool for kids to register and track their progress in the club.
Summer Reading Online

Integrated Online SRC

• For libraries using BiblioCommons for their public catalogue, BiblioCommons Summer Sites offers seamless integration between the catalogue interface and summer reading programs.
Integrated Online SRC

- There are also a wide range of free tools available to make an online summer reading program possible:
  - Wufoo: online forms to submit books reviews
  - Poll Daddy: online polls
  - Shout Mix: shout boxes to allows users to post comments instantly

Step-by-step instructions on how to use these tools to create an online summer program is available at: www.slideshare.net/jengalbells/summer-reading-2-0
Outreach and Class Visits

Trends:

• All library services all the time
• Books come alive with interactive SmartBoard book talks and YouTube book trailers
• Communicate visually across distances or across the aisle with Skitch
• Share a whiteboard with SyncSpace
Virtual Visits with Skype™
Virtual Author Visits

Photo of Skype visit with Sara Zarr courtesy of The Unquiet Library on Flickr
Virtual Author Visits

Why?

• The software is free to download and calls from ‘Skype to Skype’ are free.
• Through Skype libraries have access to authors that would otherwise be prohibited by geography.
• Many authors are even willing to do short ‘meet and greet’ sessions for free.
Virtual Author Visits

What You Will Need:

• Skype
• A webcam and microphone (already included on most laptops) or an iPad 2 or iPad 3
• A projector
• An author:
  • Skype an Author Network
  • Authors’ Booking Service
Virtual Class Visits

The Future of Class Visits?

• Skype presents a viable alternative to traditional class visits, enabling library staff to conduct school visits with little interruption to the school or library schedule.

• Skype also offers the benefit of screen sharing, allowing for demonstrations of online resources, book trailers, etc.
Remote Book Clubs

Trends:

• Skype book clubs
• Twitter book clubs - #canadareads, @penguinusa
YouTube Programming

The evolution of the film program

• No license necessary
• Appropriate playlists are created in advance, but there is room for input from your audience
• Result is fun and organic – never the same twice!
• Opens up partner programming options, like making your own reviews, book trailers etc.
Questions?

The apps and resources highlighted are available at:  
http://pinterest.com/libraryjennifer/

This presentation is available at:  
www.slideshare.net/jennifer.gal