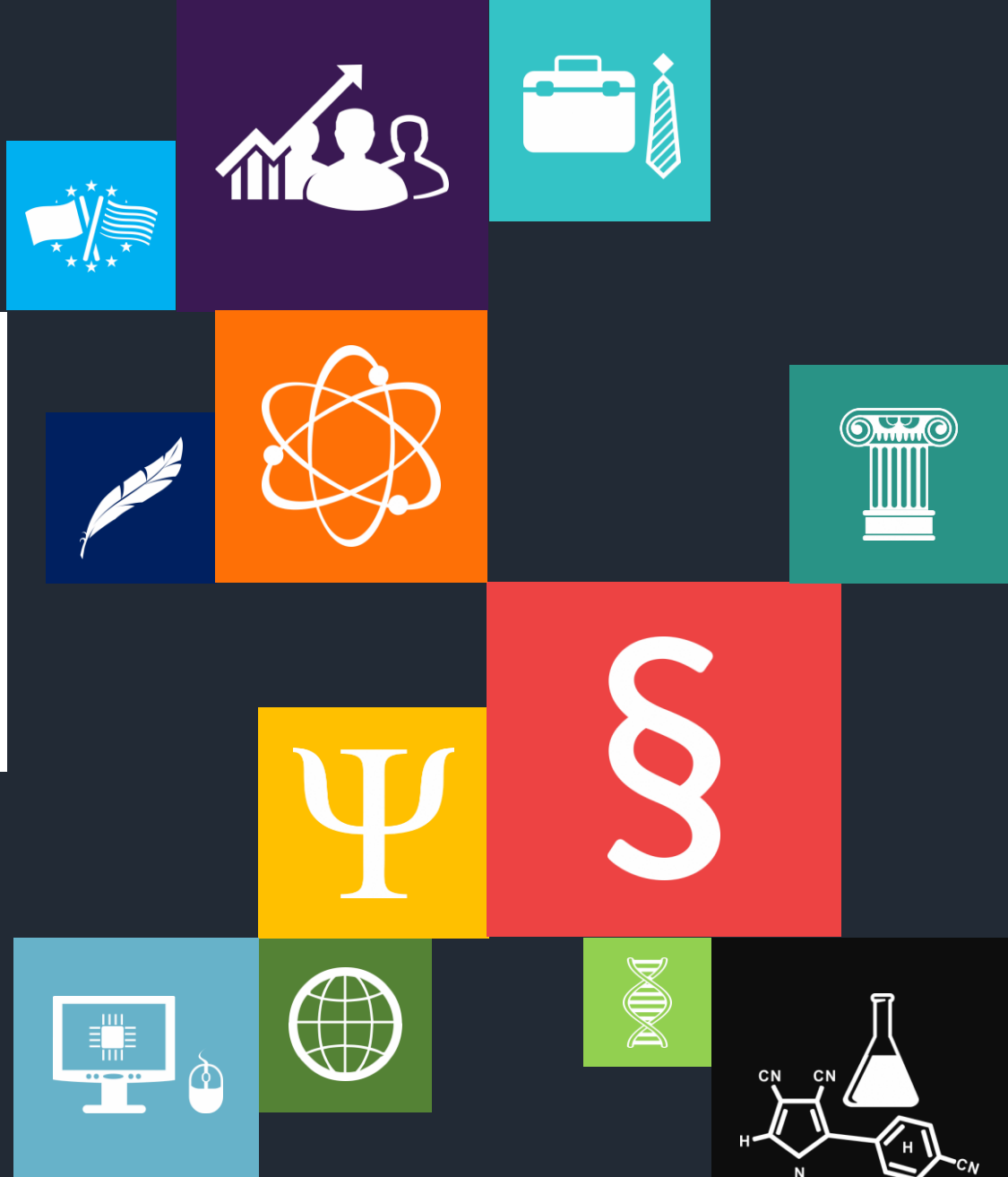# NEW MEDIA IN THE LIBRARY FOR CHILDREN

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Outline

- History of media
- Media in children's world
- New media in the library
- Educational projects
- Media education for children
- Media education for the librarian
- New media as a part of library promotion
- Mediateks
- Best practices

Preface

For 21st century children and youth interaction with media is very much obvious, spending time by the TV set, computers and smartphones.

Naturally, if library wants to be still attractive for its users, has to be more inventive and fill the needs of the readers by using all kinds of new media.

The research undertaken for the librarianship purposes needs to question basic issues:

- new media have influence on changes in librarianship
- new media improve / worsen the situation of the libraries

History of media

First computers – 40'

First PC's – 70'

Now…

First mobile phones
- late 70's

First iPhone – 2007

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Media in children's world

Common Sense Media
Zero to Eight: Children's Media Use in America – 2011, 2013

- The percent of children 0-8 years old who used mobile media doubled, from 38% to 72%.

- The percent of children 0-8 years old with smartphones in the home grew from 41% to 63%

- The percent of children 0-8 years old with a tablet in the home (iPad, Android, other) grew from 8% to 40%

- In fact, almost as many children now have their own tablets (7%) as parents did two years ago (8%).

- The percent of children who use mobile devices on a daily basis – at least once a day or more – has also more than doubled from 8% to 17%.

- 58% children watches TV at least once a day (in 2013)

Research carried out recently in Norway, Denmark, Sweden and Finland indicate similar results:

- widening of the 9-18 group that uses Internet, among them increasing percentage of so-called heavy users

- the conviction of parents with sufficient knowledge about the safety in the use of the media

- as well as increasing children's access to the latest devices like smartphones and tablets

Sources: U. Dalquist, Kids & media 2012-2013: unfinished business; S. Lindbøl, Children and Youth – Experienced Users at Risk? (My Media Playground: 2nd biannual seminar on media education in childhood, 14-15 February 2013, Tampere). [online], [24.09.2013]: http://en.mediakasvatus.fi/ajankohtaista/uutiset/mmp2013-information-presentations-and-pictures-my-media-playground-seminar; S. Pääjärvi, H. Happo & L. Pekkala, Lapsiperheiden mediakysely 2012: 0-12 – vuotiaiden lasten mediankäyttö ja kotien mediakasvatus huoltajien kuvaamina, Helsinki 2013. [online], [24.09.2013]: http://www.meku.fi/images/meku123.pdf.

Young people digital literacy in Poland

The latest research on „Digital literacy of young people in Poland"
has been carried out by Orange Foundation in 2013:

- 71% people aged 14-18 admits they can't imagine life without the Internet
- 60% of young people treat the Internet as a main source of information for learning and homework
- only 3% of parents give children advice on how to use a computer and the Internet
- 21% of young people do not verify the information gathered on the web

Digital natives

The term has been used for the first time by Marc Prensky in his work *Digital Natives, Digital Immigrants* („On the Horizon" 2001 vol. 9 issue 5 pp. 1-6).

[A magazine is an iPad that does not work](#)

New media in a library

Public Library
in Amsterdam

Law Library in Munich

Common media in a library

- computers with the Internet access
- tablets (iPads) & smartfones
- computer games
- other – touchscreens, computer sets
- e-books
- audiobooks

Computers

- physical problems with virtual data

- Wi-Fi

- censorship

- there are libraries with computers without access to the Internet

- in 2 years the touchscreen devices will replace „old-fashioned" non-touchable computers?

Tablets & smartphones

Problems:

- variety of operational systems
- devices for lending / stationery
- special mobile version convenient for the smartphone and tablet users

Ideas:

- reader cards scanned from the smartphone's screen
- QR Codes
- Augmented Reality Apps – AR Codes, AR Literary Book Tour, connection with Shelfari & LibraryThing, SmartLibrary

Computer games

- equipment
- space
- users' behavior

Other:
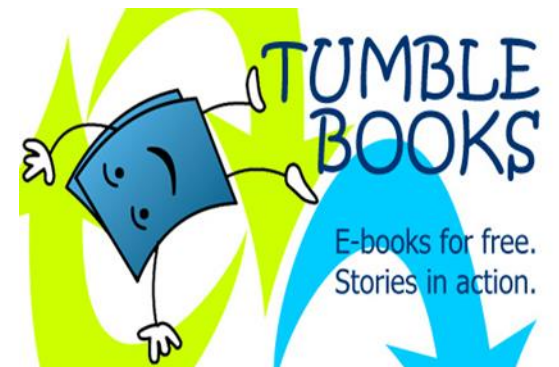## touchscreen tables, computer sets for children

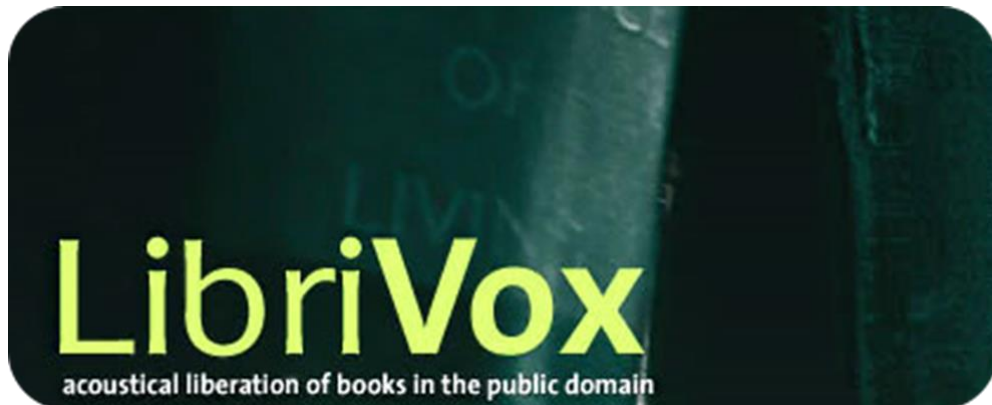Kidsmart

Promethean Interactive Table

E-books

- balance between „old" and „new" books

- e-reading devices – different policies in countries about lending, different cooperation with e-readers' vendors

- e-book sources - clouds

Audiobooks

Media education for children

Tampere City
Main Library
The Media Trip of the Library Cat Kirjatti

Media education for the librarian

- New Library Media Specialist

- Emerging Technologies Librarian

- Library Science & Media Education Programme
  – University Wisconsin-Eau Claire, USA

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New media as part of library promotion
Social media

Facebook
Google+
Twitter
MySpace
Youtube
Pinterest
Flickr
Snapchat
Instagram
Weblogs
Wikis
Podcasts

Apps

Early Literacy IPAD
Darien Library, USA

MeeGenius -
Read Along Library of Children's Books

HomeworkNYC

Mediateks – special kind of a library for children dedicated to new technologies and media

Mediateka - Wrocław, Poland

The Planet 11 – Olsztyn, Poland

Which way should the libraries go?

The best way…

The library extends and complements the collection using the regular research concentrating on the local community's needs, which is also supported by continuous training of the librarians.

Too much digital media?

All-digital, bookless Bexar County BiblioTech, San Antonio (Texas, USA)

Thank you for attention!

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