



# **Changes, Trends, and Values: Telling Stories About the Library of the Future**

Miguel Figueroa

American Library Association

Center for the Future of Libraries

# 4 Steps From Jane

# McGonigal



**Collect  
signals  
from the  
future**

**Combine  
signals into  
forecasts**

**Create  
personal  
foresight**

**Play with  
the Future**

# HOW DO WE THINK ABOUT THE FUTURE?

**“Foresight is thinking ahead to how trends, issues, and developments that can be observed in the present are likely to shape alternative futures**

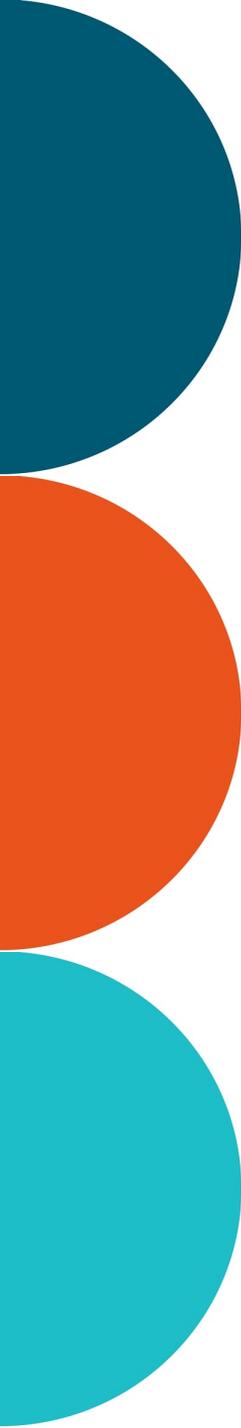
- What are the key forces that are shaping the future?**
- What might be their possible outcomes?**
- What implications could they have for the learning and actions that must happen in the present?”**

*Marsha Lynne Rhea. Anticipate the World You Want: Learning for Alternative Futures. Scarecrow Education: Lanham, Maryland. 2005.*

**Organizational Context**

**Environmental Context**

**Global Context**



**“The future will be defined by leaders who understand the larger context in which they operate... Not by navel gazing.”**

Rafat Ali. *Skift Manifesto on the Future of Travel in 2020*. July 30, 2015.





AGING  
ADVANCES

ANONYMITY

BADGING

BASIC  
INCOME

BLOCKCHAIN

COLLECTIVE  
IMPACT

CONNECTED  
LEARNING

CONNECTED  
TOYS

CREATIVE  
PLACEMAKING

DATA  
EVERYWHERE

DIGITAL  
NATIVES

DRONES

EMERGING  
ADULTHOOD

FANDOM

FAST  
CASUAL

FLIPPED  
LEARNING

GAMIFICATION

HAPTIC  
TECHNOLOGY

INCOME  
INEQUALITY

INTERNET  
OF THINGS

MAKER  
MOVEMENT

PRIVACY  
SHIFTING

RESILIENCE

ROBOTS

SHARING  
ECONOMY

SHORT  
READING

UNPLUGGED

URBANIZATION

VIRTUAL  
REALITY

VOICE  
CONTROL

# **Stories for** **the Future**

**organizational**

**environmental**

**global**

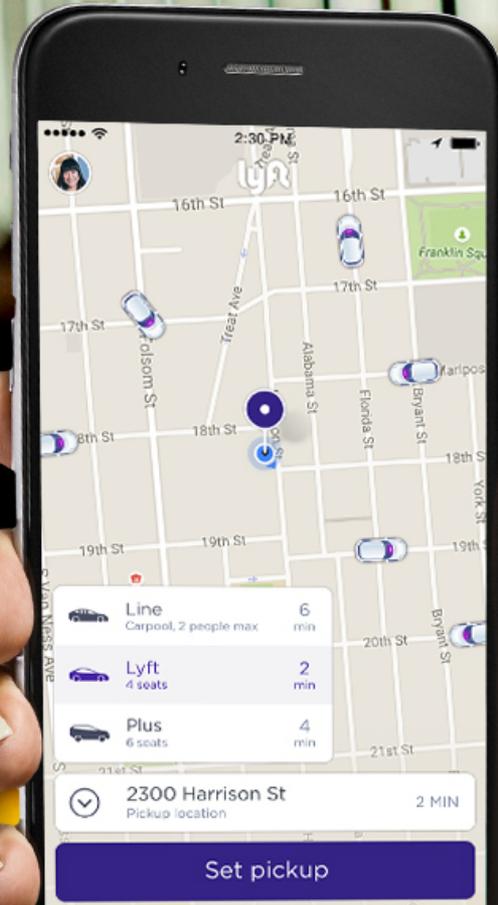


### Paris with a View

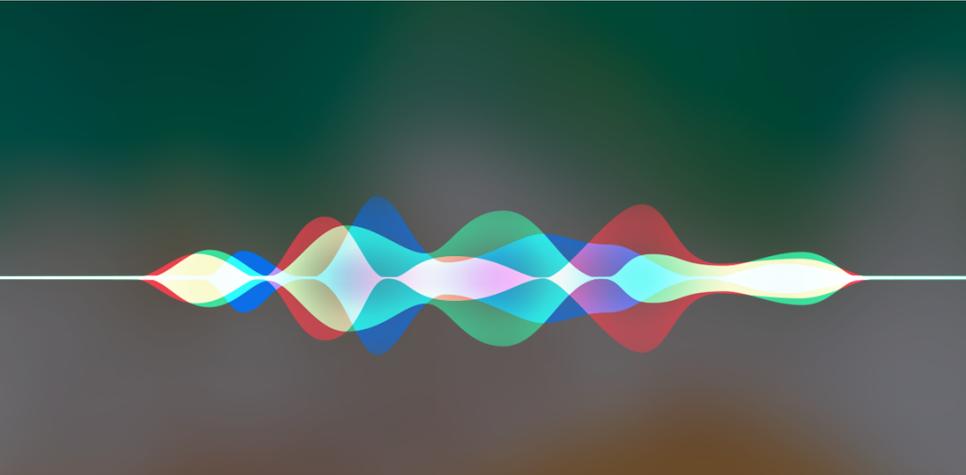
★★★★★ Hosted by Alexandre

[Book Now](#)

Live there. Even if it's just for a night.



# Sharing Economy



# Voice Control

# Stories for the Future

Trends help us formulate questions...

Why is it \_\_\_\_\_,

but \_\_\_\_\_?



**SPACES**



## CO-WORKING CO-LIVING

- **bringing people together**
- **a social culture**

- **an entrepreneurial mindset**
- **flexible amenities**



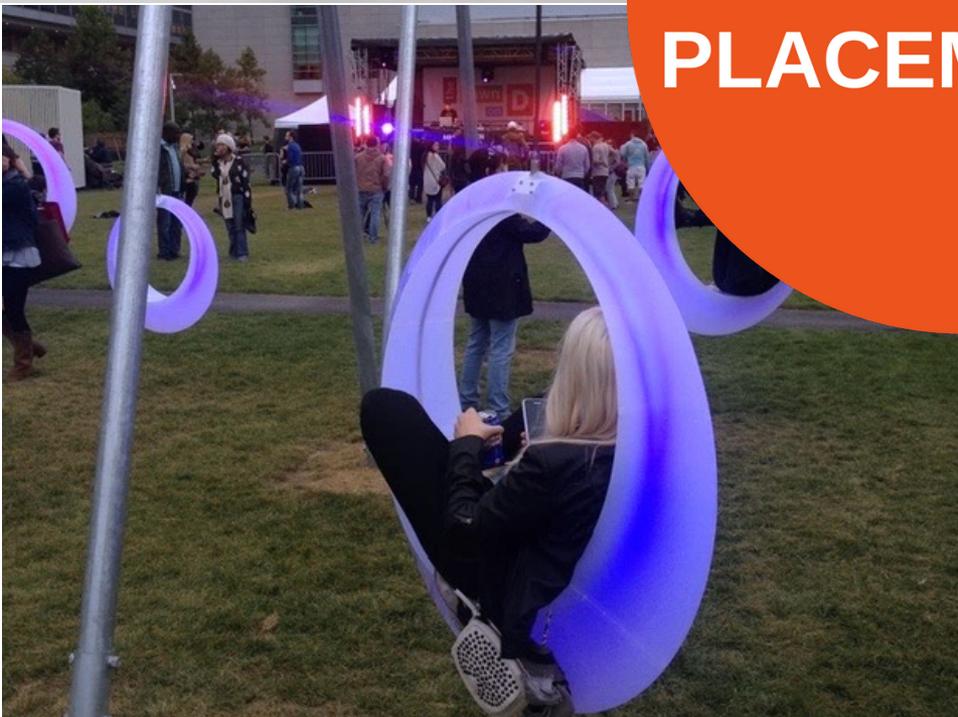
## EXPERIENTIAL RETAIL

- **physical/digital to “phygital”**
- **small format**
- **trading on third place**
- **over-programmed**

- **cross-sector**
- **focused on change**

- **pop-up**
- **participatory**

**CREATIVE  
PLACEMAKING**



- **data-driven**
- **citizen interest and aspiration**

- **big technology**
- **privacy and policing**

**SMART  
CITIES**



**ACCESS**

**CIVIC  
COMMONS**

**CREATION  
&  
EXPRESSION**

**DEMOCRACY**

**DISCOVERY**

**DIVERSITY**

**EDUCATION**

**INTELLECTUAL  
FREEDOM**

**LITERACY**

**PLACE**

**PRESERVATION**

**PRIVACY**

**PUBLIC  
DISCOURSE**

**SERVICE**

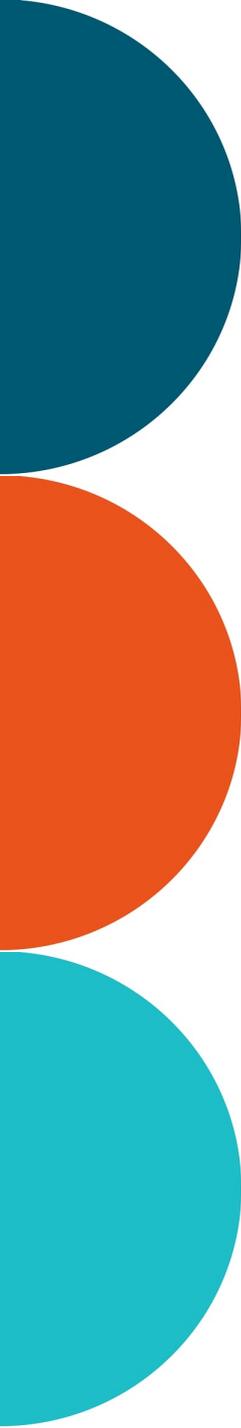
**TRUST**

# **Stories for the Future**

**Values help us prioritize where we focus our attention and how we evaluate the usefulness (or threat) of changes in our world.**



**The signals for the future arrive as inbound change (change that happens to us), but we build our future through outbound change (change that we create ourselves).**



**“If we shape our vision around only what seems possible today, we surrender our opportunity to structure a really great life for ourselves. Big changes and compelling visions require some leaps of faith.”**

Ryan Gravel. *Where We Want to Live: Reclaiming Infrastructure for a New Generation of Cities*. St. Martin's Press: New York, New York. 2016.

# **Stories for the Future**

**Playing with the future is our opportunity to tell a positive, productive vision for the future and how we fit into it. We might also tell challenging stories that prepare us for alternative paths.**

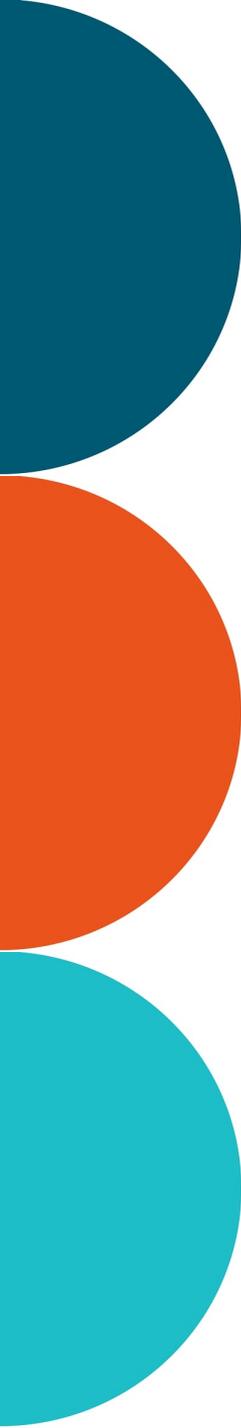


**There are many  
futures, not just one.**



**“The 21<sup>st</sup> Century is a terrible time to be a control freak.”**

Alec Ross. “Global Rebellion.” PopTech. October 23, 2014.



# Thank You!!

Visit our website

[www.ala.org/libraryofthefuture](http://www.ala.org/libraryofthefuture)

Join our newsletter

<http://tinyletter.com/libraryofthefuture>

Share your thoughts

[mfigueroa@ala.org](mailto:mfigueroa@ala.org)