

# copyright

## Is Social Media a fad or the biggest shift since the industrial revolution?

*We do not have a choice about whether we do social media; the question is how well we do it.*

### Some facts:

- Over 50% of the world's population is under 30 years old.
- 96% of them have joined a social network.
- Facebook tops Google for weekly traffic in the US. 60 million status updates happen on Facebook daily.
- If Facebook were a country, it would be the world's 3rd largest, ahead of the United States and only behind China and India.
- 50% of the mobile internet traffic in the UK is for Facebook: people update anywhere, anytime. Imagine what that means for bad customer experiences.
- To see the revenge of the mistreated customer, look at United Breaks Guitars (it has had almost 9 million views). <http://www.youtube.com/watch?v=5YGc4zOqozo>
- 78% of consumers trust peer recommendations, only 14% trust advertisements.
- The second largest search engine in the world is YouTube.
- Social Media has overtaken pornography as the largest activity on the web.
- Wikipedia has over 15 million articles and studies show it's more accurate than Encyclopedia Britannica. If you were paid a \$1 every time an article was posted on Wikipedia you would earn \$1712.32 per hour.



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- 24 of the 25 largest newspapers are experiencing record declines in circulation.
- 80% of companies use social media for recruitment.
- There are over 200 000 000 Blogs.
- 1 out of 8 couples married in the U.S. last year met via social media.
- A 2009 US Department of Education study revealed that on average, online students out performed those receiving face-to-face instruction.

### The number of years it took to reach 50 million users:

- Radio (38 Years)
- TV (13 Years)
- Internet (4 Years)
- iPod (3 Years)
- Facebook added over 200 million users in less than a year

Social Media is not a fad; it is a fundamental shift in the way we communicate. Want to find out more about Social Media? You can look at Social Media Revolution 2 on YouTube at <http://socialnomics.net/2010/05/05/social-media-revolution-2-refresh/>

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## ALIA reviews Inter-Library Loan Voucher Scheme

ALIA's Inter-Library Loan Voucher Scheme has been in operation for approximately 30 years. The scheme is provided as a service to institutional and voucher-only members of ALIA and operates within Australia. ALIA administers the voucher scheme, managing the purchasing and redemption of vouchers.

Over the past decade, the use of ALIA vouchers has declined markedly, due in part to an increase in fee-free reciprocal borrowing networks, altered library internal accounting requirements, and alternative automated options for payment.

In 2010, ALIA's auditors have required the Association to accurately state its voucher liability. ALIA has determined that a detailed review of the voucher scheme will be necessary to meet audit requirements.

The review of the voucher scheme will comprise an extensive consultation process with voucher users and other key stakeholders across all library sectors. The ALIA Interlibrary Lending Advisory Committee (ILAC), chaired by Sharon Howells of the University of Newcastle, will be closely involved during the consultation phase. The consultation process will commence in August and conclude in late September 2010.

In addition to fulfilling audit obligations, ALIA will use feedback provided through the consultation process to prepare an options paper on the future of the voucher system for consideration by the ALIA Board at its December 2010 meeting.

Details of the consultation process will be communicated in coming weeks via ALIA and other e-lists, and the Association's website: [www.alia.org.au](http://www.alia.org.au)

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