

Marketing Sharing Mania:

What libraries can learn from the collaborative consumption craze

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ABSTRACT

This research examines key success factors of the sharing economy's models and postulates how their application to advocate and market libraries services and resources, addressing the gap of applying non-traditional business models to libraries.



RESEARCH QUESTION

How can libraries utilize the current trend and popularity of shared economies to market library services and resources?



METHODOLOGY

A systematic review process and literature review of business concepts in librarianship, collaborative consumption, and current library marketing practices.



BUSINESS & LIBRARIES

MARKETING MODELS IN LIBRARIES.

To communicate their value, much discourse has surrounded librarianship's adoption of marketing business models to guide them in this advocacy of their resources and services.

What are the arguments for & criticisms against the application of business models in libraries?

ARGUMENTS FOR	CRITICISMS
Achieves Success in Competition	Misalignment of Values
Customer Focus	Information Commodification
Stakeholder Theory	Information Ethics

GAP: All of the arguments for and against business applications in librarianship draw from traditional practices, and there is little work on libraries and any contemporary or disruptive models.

COLLABORATIVE CONSUMPTION

WHAT IS IT?

"Economic system in which assets or services are shared between private individuals, either for free or for a fee, typically by means of the Internet" (Oxford Dictionary)

WHY NOW?

Technology Advancements
Environmental concerns
Access > Ownership
Market failure

WHAT WHY WHO HOW

WHO IS PARTICIPATING?

Motivations Vary
Households with incomes ≥ \$100,000
College graduates
Urban residents
18 to 44 years old
(US Department of Labor, 2016)

HOW IS IT SUCCESSFUL?

Critical mass
Idling capacity
Belief in the commons
Trust between strangers
(Botsman & Rogers, 2010)

WHAT LIBRARIES CAN USE

Libraries should be aggressive in defining themselves as a significant part of collaborative consumption by emphasizing the following:

- Ease of use
- Experience
- Internal Shared Access

CONCERNS

- Privacy
- Neoliberalism

AREAS OF FUTURE STUDY

Technology

Consortia

Assessment

What can the sharing economy learn from libraries?

CONTACT ME

If you have questions or comments about this work, I'd love to hear from you.

