Kathi Inman Berens, Ph.D. and **Rachel Noorda,** Ph.D.

Portland State University

Gen Z and Millennials

How They Use Public Libraries and Identify Through Media Use

Executive Summary

Gen Z and millennials have some surprising attitudes and behaviors regarding media consumption and library use.

Generational categories like Gen Z and millennials (aged 13-40 in 2022)[1] are an important way to understand book engagement and library use because "an individual's age is one of the most common predictors of differences in attitudes and behaviors."[2]

Mobile computing is a key aspect of daily life for Gen Z and millennials. 92% check social media every day; 25% check social media multiple times per hour. The high instance of reading on mobile devices among these groups, particularly of social media and other "walled garden" apps, is a profound shift

from previous generations. This report will explain some implications of that development. It will aid librarians and other stakeholders in examining how libraries currently serve Gen Z and millennials, and how to continue serving them as they age. At times this report considers Gen Z and millennials together; at others, it drills down into generationally-specific behaviors when those behaviors differ sufficiently to warrant attention or explanation.

Based on a nationally representative survey sample conducted by the authors,[3] this report

discusses the following attitudes and behaviors Gen Z and millennials have regarding libraries:

- 54% of Gen Z and millennials visited a physical library within a twelve-month period.

- Libraries attract even Gen Z and millennials who **don't identify as readers**. 23% of Gen Z and millennials had visited a physical library in a twelve-month period AND did not identify as readers.

- Subscription-only and/or mobile-exclusive content provided in apps such as Webtoon (webcomics), Radish (romance e-novels) and Audible (audiobooks) is particularly popular with Gen Z and millennials: 12% of Gen Z & 8% of millennials subscribe to webcomics and 30% of Gen Z & 38% of millennials subscribe to Audible. But subscription content, such Audible-exclusive titles, is mostly unavailable for libraries to license.[4]

- 52% of Gen Z and millennial physical library patrons said they borrowed from library **digital collections**.

- Black (58%) and Latinx (57%) physical library patrons use digital collections more than the general survey population (52%).

- Long wait times for digital books disadvantage Black, Indigenous, and People of Color more than the general population. 47% of Black Gen Z and millennials overall (not just physical library patrons) have used digital collections, compared to 37% of the general population.

- 75% of Gen Z and millennial physical library patrons believe a library wait of one week or less is "long."

54% of Gen Z and millennials visited a physical library within a twelve-month period.

- Teen lounges in libraries are safe, comfortable spaces that support:
  - relaxation
  - mental and social well-being
  - learning untethered from school and educational mandates

- Given a choice, 59% of Gen Z and millennials would choose the graphic/manga version of a story rather than a text-only book.
  - Preference for a graphic/manga version instead of text-only book is higher in Black (69%) and Latinx (73%) communities.

Overall, social media use, crossmedia identities (readers, gamers, makers, fans and more), and subscription engagement characterize Gen Z and millennials in contrast to other generations.

This report is organized into five parts:

1. Gen Z **library use** and **non-use.**
2. How Gen Z and millennials **use media** and **discover books.**
3. Gen Z and millennials' **identity categories** such as readers, gamers, makers, and fans.
4. **Challenges** libraries face in growing Gen Z and millennials' engagement.
5. **Recommendations** for how libraries can connect with Gen Z and millennials.

Introduction

Millennials (age 26–40) and especially Gen Z (age 13–25) have grown up in an increasingly digital environment, which shapes their reading behavior, reading preferences, and modes of book discovery. The survey results show that 92% of Gen Z and millennials check social media daily. 25% report checking mu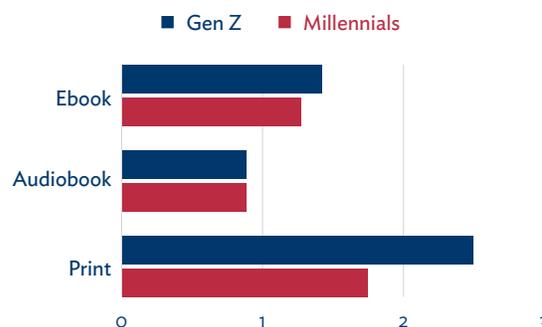ltiple times an hour. According to 2022 Pew data, "fully 35% of teens say they are using at least one [social media platform] 'almost constantly.'"[5] Gen Z is the first generation to have had access to mobile computing since early childhood. If previous generations had to physically move to access media in a particular location (e.g., the "tv room" in a house; a computer lab at school), most of today's teenagers and young adults have microcomputers ("phones") on their person.

92% of Gen Z and millennials check social media daily. 25% report checking multiple times an hour.

The success of artificial intelligence-powered digital marketing helps to explain why 1 in 3 Gen Zers and millennials in the survey buy books based on recommendations from Instagram reviews/ads and 31% buy books because of TikTok reviews/ads. During their lives thus far, these two generations have been surrounded by pervasive media environments that mediate their interactions with friends, other social groups, and information. As a result, some of their behaviors and expectations when it comes to libraries require explanation.

Average Number of Books Read per Month

Average Number of Books Bought per Month

More than people in previous generations, Gen Z lives in an augmented reality moving seamlessly between embodied and virtual space throug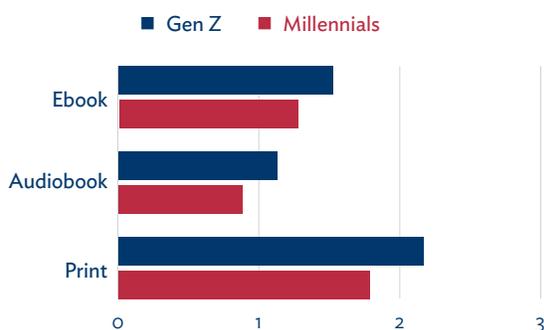h phones. As one Gen Zer commented: "For me, online and offline are one and the same, basically the same thing, integrated."[6] Yet, importantly, this comfort with the blurring of the digital and physical worlds does not translate into a preference for the digital. With more time spent on mobile computing comes increased need for "social media detox" and other efforts to limit or demarcate one's time in mobile apps.[7] Print books are Gen Zers' #1 preferred book format. Young people visit bookstores. Despite all the digital options, browsing library shelves continues to be relevant to their discovery of new books.

Gen Zers buy and read slightly more than millennials in all formats. Print is the preferred format.

Additionally, despite assumptions that young people may read less, both Gen Z and millennials are consuming books: on average they buy 1 ebook, 1 audiobook, and 2 print books per month; and read (including through subscriptions) 1 ebook, 1 audiobook, and 2 print books per month. Gen Zers buy and read more than millennials in all formats. Age negatively correlates with the number of print books bought per month: the younger Gen Zers are, the more print books they buy. The charts illustrate book *reading* and book *buying* across formats.

Physical Library Visits

Do Gen Zers and millennials use libraries? How and to what extent? About half of Americans aged 13–40 visit libraries in person, and this usage rate has been consistent over recent years. In the survey 54% of Gen Z and millennials reported having used physical libraries within a twelve-month period. This percentage is very close to what Pew reported for millennial library use in 2017 (53%),[8] and is higher than Pew's findings a decade ago.[9] 27% of Gen Z and millennials report discovering books by browsing books on shelves at public libraries. Browsing public libraries is Gen Z's #3 preferred place to discover books. Libraries are the #5 preferred place for millennials to discover books. Millennials are more likely to use the digital library collections than Gen Z. More (64%) African American or Black Gen Z and millennials visit the physical library, 10 percentage points higher than the general survey population. For both Latinx and Asian/Asian American Gen Z and millennials, browsing shelves in public libraries was the #3 preferred place of book discovery, after "on my phone in social media

> **Nourishing Gen Zers' use of the library continues to require physical space and print materials because they like print books.**

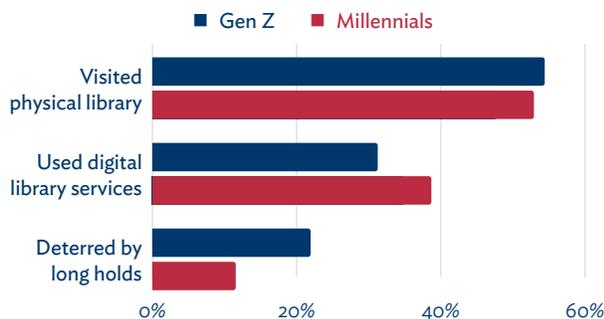feeds" and "streaming TV/movies that are adapted to books."

Gen Z slightly outperforms millennials in visits to physical libraries in the last twelve months. It also corresponds with Gen Z's preference for printed books. Nourishing Gen Zers' use of the library continues to require physical space and print materials because they like print books. Gen Z and millennials who *had not* been to the physical library in a twelve-month period read less than the general population across all formats except text messages and emails. Notably, 17% of the group that didn't physically visit the library did report using library digital services.

Physical library visitors identified these barriers or attitudes to digital borrowing:

- 41% "I didn't know how to access library services during the pandemic."
- 20% "I don't use library services."
- 14% "There's no library close to where I live."
- 12% "I lost my library card."

Gen Z and millennials are not going to the library *only* to borrow print books. Across age demographics, there was a 23 percentage point increase in Americans who attended library programs from 2014 to 2019.[10]

Libraries Are Book Showrooms for Gen Z and Millennials

What role do libraries play in Gen Z and millennial reading habits and book discovery? In the *Immersive Media and Books 2020* research, researchers found that 1 in 3 book engagers bought a book that they first found at the library.[11] Generally, book engagers were *context agnostic,* meaning that they often found a book in one place and bought it or borrowed it in another. Turning attention to Gen Z and millennials specifically in 2022, libraries fit well with the "robust sampling" culture that Gen Zers and millennials are accustomed to. Digital subscription models

Library Use
Gen Z versus Millennials

■ Gen Z ■ Millennials

Visited physical library	
Used digital library services	
Deterred by long holds	

0%   20%   40%   60%

through which Gen Z and millennials consume other media (such as Netflix, Kindle Unlimited, Xbox Game Pass, Spotify, Audible, etc.) allow them to try new media products risk-free. In the traditional, print-centered book publishing ecosystem, libraries are the place for robust sampling.

Libraries allow people to try out books risk-free. This, and the role that libraries play in curating and promoting books, mean that libraries bolster publishers' low marketing budgets—for free.

Penguin Random House disclosed during the Department of Justice antitrust trial on the proposed acquisition of Simon & Schuster that they allocate 2% of their budget for marketing. Extrapolating from this, Guy LeCharles Gonzales calculates that they spend an average of $3,187 per title, for a total of $47.8 million.[12] Visibility in the crowded marketplace is a formidable challenge facing publishers, and they will pay to get optimal book display placement algorithmically with online vendors and also at retail bookstores. They pay a commission of 3–7% on books sold, or a dollar amount around $100, for a display at a bookstore. By contrast, libraries display books for free–no marketing dollars demanded. Some even invite local bookstores to sell books at library-sponsored author events. In the digital environment, attentive digital librarians customize their curated collections to the borrowing and holds requests of local patrons. Digital collections managers can adjust licenses in real time to accommodate demand, if the library can afford to fund staff time to monitor digital collection use.

54% of Gen Z and Millennials Who *Don't* Identify as Readers Visit Libraries—Why?

43% of Gen Z and millennials don't identify as readers. Of that "non-reader" group, 54% have been to their local library in the past twelve months. Why? What is it about libraries that attracts "non-readers"? What is the library's value to non-readers?

The library provides a number of things beyond books: a safe, free place to hang out; important

resources and advice during big life changes such as career transition, parenthood, new language acquisition, or learning to read; Wi-fi enabled work spaces; and creativity resources like maker spaces and media production equipment. Libraries also provide programming relevant to teens (Gen Z) and parents (older Gen Z and millennials), such as coding clubs, storytimes, job application help, and more. This helps to explain why, across age demographics, there was a 23-percentage point increase in Americans who attended library programs from 2014 to 2019.

The youth that researchers met during visits to two public library branches talked about coming to the library just to "vibe" and hang out. One contrasted the public library experience to that of her school library, where she said students had to have "a reason to be there" such as a test or study hall, as activities are tied to the school's curriculum. While her school library required her to be quiet and have a pass to enter, the public library was a place where she and other teens could chat while crafting. Making collaged bookmarks in the teen room, one young person commented, "this is so relaxing," which points towards the role that libraries play in mental/emotional health and socializing. At both library branches we visited, books lined the walls of the teen lounges. Some young people picked up books as they did other things such as crafting, gaming, checking their phones, chatting, and showing their craftwork to the teen librarians and an adult mentor. In these spaces, books were always an option but were not the focus of the experience.

Millennials and Gen Z Also Visit Bookstores

In 2023, independent bookstores are a surprising success story, despite consumers buying more books from online retailers. 2023 has seen a growth of independent bookstores, leading to the highest number of American Bookseller Association members in over two decades.[13] In keeping with this, bookstores are an important part of reading for many Americans in the 13–40 age group. This research found that 58% of Gen Z and millennials bought a book in a bookstore in the prior twelve months. More than one third (35%) of those bought a book because they were browsing at the store and found something they liked. While bookstores don't allow for the same level of robust sampling that libraries do, they do allow readers to examine different books in person and often offer book recommendations and events.

A secondary appeal: indie bookstores tap into people's ethical values to "shop local" as a means of supporting one's community. 13% of Gen Z and millennials said they bought books to support their local bookstore. Browsing shelves in brick-and-mortar libraries is the #3 preferred place for Gen Z

> **A majority of library digital collections' non-users say they don't know how to access digital collections.**

and millennials to discover books (13%), followed by browsing shelves in brick-and-mortar bookstores as #4 (11%). The #5 preferred way is browsing shelves in public libraries (11% of Gen Z and millennials). These data demonstrate that Gen Z and millennials slightly prefer bookstores to libraries for printed book discovery. However, Gen Z and millennials equally prefer recommendations from booksellers and librarians (15%).

The instant availability of popular titles and the shopping experience would seem to be the most important differentiators between bookstores and libraries; however, the most popular print books at the library are less likely to be on the shelves for patrons to browse because they are borrowed out and on hold lists. By contrast, bookstores highlight the most popular titles on tables and face them out on shelves, increasing visibility and availability of in-demand products. Indie bookstores often feature cafés and places to sit where customers can make themselves as they browse. The Public Library Association recommended that libraries add coffee and couches back in 2017, but many libraries continue to lack the ability to have food inside the building, making library cafés a challenge to implement.[14]
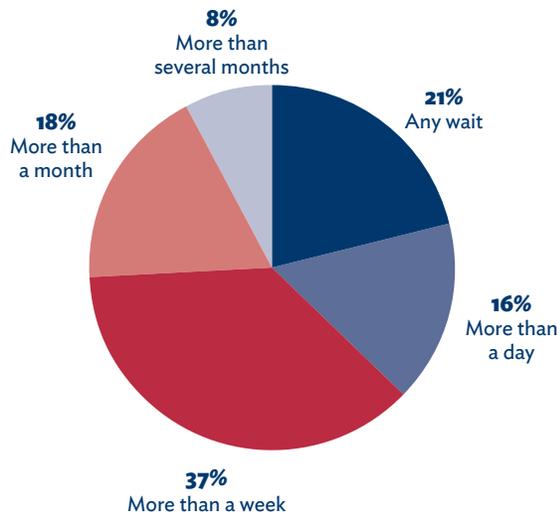

Gen Z and Millennials' Digital Collections Use

It's clear that Gen Z and millennials use libraries for their physical book collections and other resources, but what about their digital books? The survey found that only 37% of Gen Z and millennials borrowed from library digital collections. 80% of those borrow ebooks and audiobooks 2–7+ times per year. A majority of digital collection non-users say they don't understand how to access digital collections, indicating that there is an opportunity to proactively educate younger library users about digital library resources.

Millennials outpace Gen Zers in using the digital library collections, and they also have a higher tolerance for long wait times—something that library

Long Library Wait Time According to Gen Z and Millennials

8% More than several months

18% More than a month

21% Any wait

16% More than a day

37% More than a week

patrons often encounter with popular digital materials. While 83% of library users ages 13–40 report not being deterred by wait times for digital library resources, Gen Zers are more deterred by long wait lines than millennials (21% compared to 17%). Notably, a combined total of 75% of Gen Zers and millennials say that a wait time of *one week or less* is "long."

What are the barriers to digital borrowing for those who *haven't* visited a physical library in a 12-month period? 40% said "I don't use library services." 28% said "I didn't know how to access library services during the pandemic." 20% said "I don't read audiobooks or ebooks." 12% said "I lost my library card."

Use of library digital collections breaks down differently by race and ethnicity. Black (58%) and Latinx (57%) physical library patrons use digital collections more than the general survey population (52%). 47% of Black Gen Z and millennials overall (not just physical library patrons) have used digital collections (compared to 37%). Black and Latinx GenZ/millennials are also more likely to be deterred by long hold lines at the library. Therefore, fair digital access is a racial equity issue, facilitating Black, Indigenous, and People of Color (BIPOC) access to books.

75% of Gen Zers and millennials say that a wait time of one week or less is "long."

Fair digital access is a racial equity issue, facilitating Black, Indigenous, and People of Color (BIPOC) access to books.

BIPOC Patrons Use Digital Collections More Than the General Population

■ Sample overall   ■ Digital library visitors

60%

40%

20%

0%

All   Latinx   Asian   Black
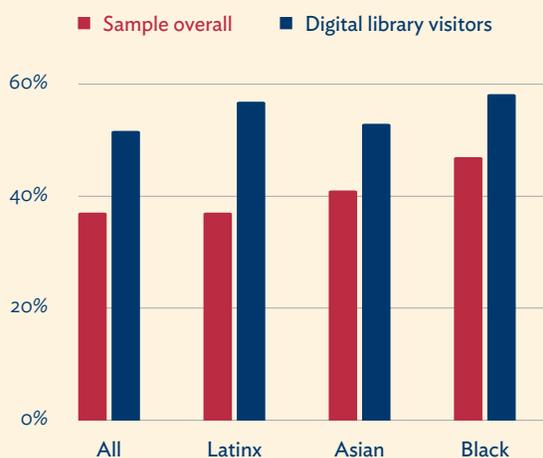
Digital library services

BIPOC patrons
Borrow digital library materials like ebooks and audiobooks

African American or Black
Highest physical and digital library use: 63.9% had visited the local library in the last 12 months.

Asian and Asian American
Browsing shelves in public libraries is the #3 preferred method of book discovery

Latino, Latina, Latinx
Browsing shelves in public libraries is the #3 preferred method of book discovery

Media Use: Who Is Reading What?

This research expands the definition of reading to include a wide range of formats. We found that among Gen Z and millennials the top four most read modes in the last 12 months were digital (text messages, email, social media, websites). Print books came in fifth, with ebooks and audiobooks even further down the list. Some shifts in reading may be due to the amount of time people spend with their mobile devices and the conveniences of being able to read in short bursts—such as during a break from work or school, or while in transit, or while waiting in line. Webtoon and other serial content subscription apps, for example, compete with books for reading time, and their quick-to-read formats (such as single-pane webcomics), gives them an advantage in meeting readers' needs for short bursts of reading. Webtoon, at 85.6 million monthly readers globally, is the fastest-growing reading app.[15] Webtoon's U.S. audience hovers around 20% of its global audience, or 17.1 million monthly readers. Webtoon offers most of its serial content for free; subscribers pay to access content faster than the free release.[16]

Some differences exist between Gen Z and millennials in reading practices. Gen Zers are reading chats in games and webnovels in greater proportions. Millennials, meanwhile, read more emails, ebooks & audiobooks, blogs, and newspapers compared to the younger group.

The How and Where of Book Discovery

The hybrid online/offline environment that Gen Z and millennials are embedded in significantly impacts their book discovery and reading habits. The graphic below illustrates this—showing *how* and *where* people discover books alongside the subscription services most popular among Gen Z and millennials.
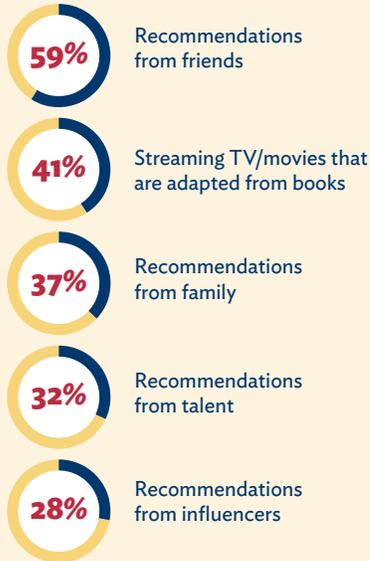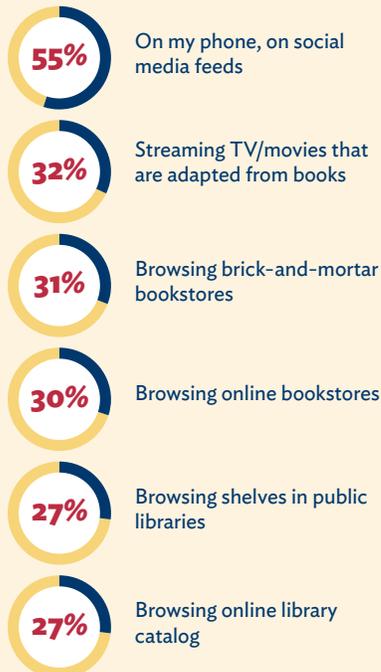
Read in the Last 12 Months
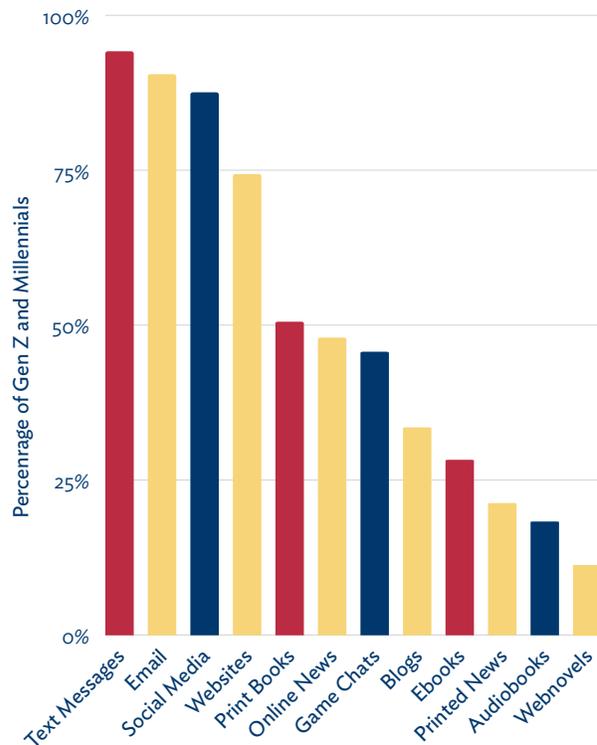
As can be seen in the graphic below, Gen Z and millennials discover books based on recommendations of people they know (friends, family) as well as strangers (talent and influencers). They discover books both in the digital world (social media, streaming/TV movies, online bookstores and library catalogs) and in the physical one (bookstore and library shelves). Many also subscribe to an ecosystem of services that are inaccessible, at least in part, to libraries. Audible, for example, is a mixed bag: some of its audiobooks are available at libraries, and some are not. A portion of "Amazon Originals" and "Amazon Exclusives" are currently only accessible through DPLA's Palace Marketplace.[17] The following content is currently inaccessible to libraries: CrunchyRoll; fanfiction
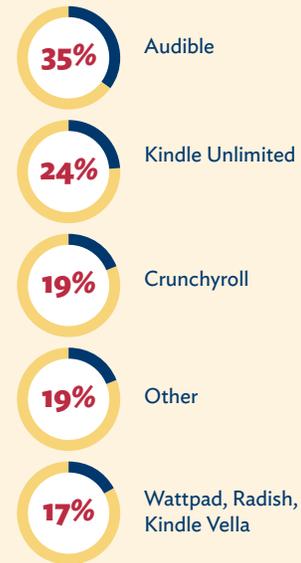
Book Discovery

How

59% Recommendations from friends

41% Streaming TV/movies that are adapted from books

37% Recommendations from family

32% Recommendations from talent

28% Recommendations from influencers

Where

55% On my phone, on social media feeds

32% Streaming TV/movies that are adapted from books

31% Browsing brick-and-mortar bookstores

30% Browsing online bookstores

27% Browsing shelves in public libraries

27% Browsing online library catalog

Services

35% Audible

24% Kindle Unlimited

19% Crunchyroll

19% Other

17% Wattpad, Radish, Kindle Vella

---

and serialized fiction apps like Wattpad, Radish, and Kindle Vella; and subscription services in the "Other" category which includes Webtoon, Substack, Patreon, and others. Of the Gen Zers and millennials who read webnovels, 60% pay for faster access to content; for people who use Substack, 79% pay for faster access to content.[18] "Original" content usually means it can be accessed exclusively on that platform. Readers tender an unseen payment in the "attention economy" as they read on these apps: the pattern of their time on site, how often they check the site, how quickly one opens a new installment, and far more granular information than that.[19]
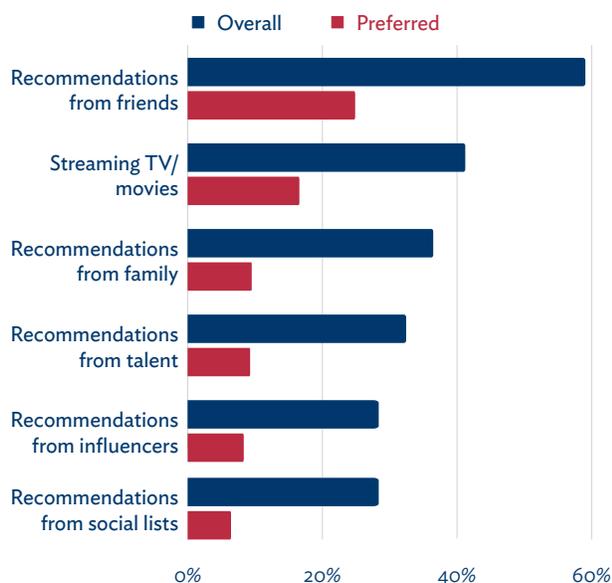
Modes of book discovery differ somewhat between Gen Z and millennials. Gen Z invests more trust in celebrities, influencers, and social lists, though both groups accept them as trusted resources. More than one third (34%) of Gen Z people discover books based on recommendations from influencers (TikTokers, Instagrammers, bloggers, Discord streamers, and so forth.) Millennials are somewhat less influenced than Gen Z by influencers (23% for millennials compared to 34%

of Gen Z). By contrast, millennials read significantly more online news services (57% compared to Gen Z's 36%) and printed newspapers (27% compared to Gen Z's 14%). Reviews are more effective in driving millennials' book discovery. Millennials' media habits are a middle ground between Gen Z and older generations. Perhaps unsurprisingly, Gen Z is less influenced by legacy media reviews: more (20%) said they were influenced by recommendations from online reviewers (Goodreads, Amazon, Audible, and Barnes and Noble) than by bestseller lists (15%) such as *New York Times, USA Today, Publishers Weekly,* Amazon.

Preferred Ways to Find Books

Streaming TV and movies is the #2 preferred way Gen Z and millennials discover books. For Black Gen Z and millennials, streaming is the #1 preferred way to discover books, a 10 percentage point increase over the general population. Gen Z and millennials

Top 6 Methods of Book Discovery
for Gen Z and Millennials

■ Overall ■ Preferred

Recommendations from friends

Streaming TV/ movies

Recommendations from family

Recommendations from talent

Recommendations from influencers

Recommendations from social lists

0%   20%   40%   60%

are media omnivores who discover new content across media, finding a story they like in one format and following that story through its representations in other formats ("crossmedia"). These generations also move nimbly from virtual to embodied space. Latinx Gen Z and millennials reported strong engagement with fanfiction, 48% (10 percentage points more than the general population) and 27% subscribe to mobile serial fiction apps such as Wattpad, Radish and Kindle Vella (10 percentage points more than the general population).

For Black Gen Z and millennials, streaming TV/movies is the #1 preferred way to discover books.

Digging deeper, we asked survey respondents to check *all* of the ways they discover books (the **blue** bars in the chart above) and their *preferred* way of discovering books (the **red** bars in the chart above). Recommendation from friends (25%) is the most-preferred way to find books, closely followed by recommendations from talent[20] (8%),

influencers (7%), and social lists (6%).[21] These two categories together (friends and social media/influencers) far outpace recommendations from family (9%) as the most-preferred way to find books.
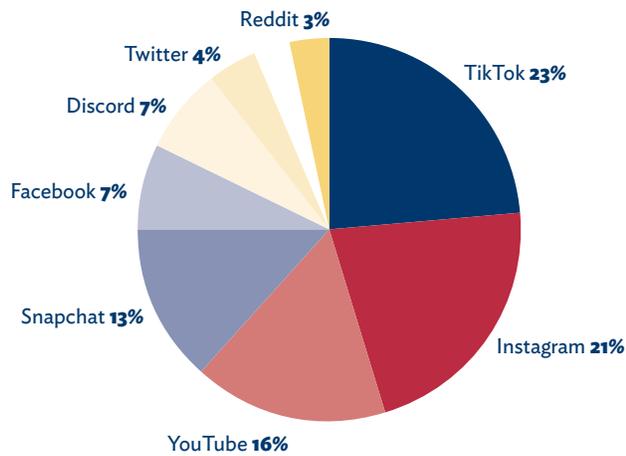
Preferred Social Media Platforms

There are both similarities and differences between the social media platforms that Gen Z and millennials preference. Both groups prefer Instagram (21%) and YouTube (Gen Z—16%; millennials—17%) at similar rates, but beyond that there is a divergence. Gen Z indicates a relative preference for TikTok (23%) and Snapchat (13%), while millennials prefer Facebook (33%) much more than Gen Z (7%). These findings are consistent with Pew's 2022 research into teen use of social media platforms, which found that "TikTok has established itself as one of the top online platforms for U.S. teens, while the share of teens who use Facebook has fallen sharply."[22]
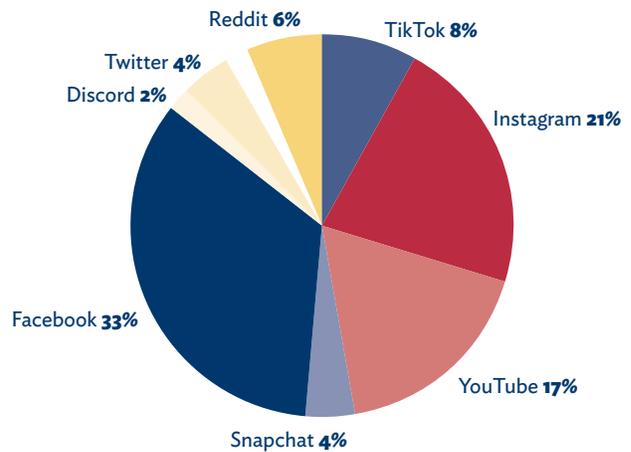
The differences between Gen Z and millennial social media platform preferences become significant when it comes to book discovery and purchase. While 21% of both Gen Z and millennials bought a book recommended or advertised on YouTube, millennials were more likely to buy a book recommended or advertised on Instagram (35% of millennials, 29% of Gen Z) and Gen Zers were more likely than millennials to buy a book recommended or advertised on TikTok (34% of Gen Z, 28% of millennials). Of the 46% of respondents who bought a book from a bookstore, Instagram was their #1 preferred platform. These data raise the question: how can librarians participate in social media marketing if they lack the time to immerse themselves in platform-specific conversations and vernacular? Does content pushed across traditional marketing channels even reach Gen Z and millennials?[23]

Social media on mobile phones is effective because it allows marketers to achieve "six touchpoints"[24] that build product awareness faster than is possible in newspapers, magazines and television. Talent and influencers typically post new content daily, and engage in conversation with fans. Such

Gen Z Preferred
Social Media Platform

Reddit **3%**
Twitter **4%**
Discord **7%**
Facebook **7%**
Snapchat **13%**
TikTok **23%**
Instagram **21%**
YouTube **16%**

Millennial Preferred
Social Media Platform

Reddit **6%**
Twitter **4%**
Discord **2%**
Facebook **33%**
TikTok **8%**
Instagram **21%**
YouTube **17%**
Snapchat **4%**

interaction builds trust and establishes credibility. That's why talent and influencers are also sites of conversation among fans. Identification as a "fan" is high with Gen Z and millennials (52%) and fans have many channels, online and offline, to engage with creators and hang out longer in the storyworlds they love.

When fans are also creators, printed books make good props in visual media like TikTok short videos and Instagram Reels. There are no TikTok videos of ebooks! Printed books can be imaginatively used as conversation pieces or expressive objects. An early BookToker, Ayman Chaudrhary, famously videoed herself throwing *Song of Achilles* across the room because it broke her heart. Many #booktoks focus on the materiality of the printed book, including closeups of bookmarks and other types of deco-ration, or stacks of books filmed in stop-motion animation. For celebrities and influencers, books are a quick way to generate ideas for fan engagement. Emma Roberts, an actress who started a book club on Instagram during pandemic lockdowns, said: talking about books "is one of my favorite ways to engage with my followers. ... [It] just adds so much more substance to your online interactions."[25] Finally, the automation and customization of digital technology helps to make social media marketing effective. Artificial intelligence "can create 100

different variations" of a particular author news-letter or collate disparate datasets into a remarkably personal and customized pitch.[26]

Trends like these are top-of-mind for the most avid readers and media consumers; librarians should keep them in mind when strategizing how to "meet" Gen Z and millennials where they "live."

Consumers and Creators

In addition to consuming media, Gen Z and millennials also create it. They hold multiple identities, as readers, gamers, writers, fans, livestreamers, podcasters, and more. More Gen Zers identify as gamers, and fewer identify as readers. Millennials have higher percentages of identification as readers, fans, livestreamers, and podcasters. Identity is a perception of self, and identities are social, multiple, and fluid. In choosing to report self-identification, such as being a fan, the Gen Z and millennials in this study were able to interpret the terms of identity in their own ways. A fan could be an enthusiast of anything, not just book- or media-related things. The survey allowed respondents to define themselves as they saw fit, without required benchmarks to establish who "qualified" as a fan.

So why do these media identities matter, particularly to libraries? Leung et al. found that the more relevant a product is to a person's identity, the more the physical version of that product will appeal to the consumer.[27] Gen Z and millennials tend to buy more books per month if they identify as readers.

Identities are social, and the community aspect of media consumption is a motivating factor for Gen Z and millennials. Being part of a fan community and connecting with others like them is the most important element of Gen Z media consumption. Nearly one-third (32%) of Gen Zers who identify as gamers report that they play videogames as a way to talk with friends, compared to 26% of gamers in the general survey population. Two of the top 3 reasons why Gen Z people report identifying as fans are 1) to be part of a fan community (27%) and 2) to meet others

like them (26%). Gaming and fandoms provide the community and connection that Gen Zers value. By contrast, reading reflected more solitary pleasures. Reading for Gen Z was primarily motivated by "me time" and the desire for escapism. Given this orientation, libraries are in a unique position to demonstrate to Gen Z the *social* dimension of books by providing them spaces for community to meet and talk, especially inside branch libraries.

One of the most important findings of the *Immersive Media and Books 2020* research was that avid media consumers are avid across categories: it's not a zero-sum game. People who avidly game and avidly watch TV/movies are also often avid readers and book buyers. In the 2020 study, we defined "avid" engagement as 4+ books per month, which was 53% of the survey population.[28] For these "avid" engagers,

Media Identities
Gen Z and Millennials

57%	**53%**	**52%**
Readers	Gamers	Fans
25%	**13%**	**10%**
Writers	Livestreamers	Podcasters

there is an amplifying effect as an individual moves between media modes and platforms.

For Gen Z and millennials, 57% identify as readers, 53% as gamers, and 52% as fans. Those who discover books through 5+ different modes have higher rates of identification across the identity categories. They eagerly explore content across different media and identify as both **consumers**: readers (74%), fans (62%) and gamers (56%); and **makers**: writers (33%), livestreamers (17%), and podcasters (14%). Avid engagers fluidly move between consuming and making media. Perhaps this is why social media is such a popular way for Gen Z and millennials to discover books: it taps into both the consumption and production aspects of their identity, as they watch talent and influencers, then join the conversation by posting their own content in response.

> **Gen Zers we met at our library branch visits were well aware of the creator economy, for example, and talked about ways to participate in it.**

These complex consumer/producer identities were reflected in our ethnographic research. Gen Zers researchers met at library branch visits were well aware of the creator economy, for example, and talked about ways to participate in it. One entrepreneurial young woman had three different ideas for making and selling products in the creator economy.

For instance, she was interested in building a lip gloss business using vegan products because those products are in-demand with other Gen Zers and because vegan products are more sustainable for the environment. One young man regularly wrote and recorded his own rap music in the recording studio inside his local library.

In another library site visit, researchers observed teens alternating between playing video games together and pausing to go back and join the larger group craft activity. Some of the specific media they identified consuming included rap and country music, *Batman* and 2K video games, and TV such as anime, *iZombie, Umbrella Academy, Love/Dance/ Robots,* and *Grey's Anatomy.*

They talked about reading manga, the *Geronimo* series, and other books. Occasionally the young people would break away from the craft activity to quietly peruse the shelves of books lining the teen lounge walls. In other words, the teens moved fluidly between creating, consuming, socializing, talking about their media, and browsing shelves, which illustrates their hybrid identities and engagement with both physical and digital media.

Libraries (and publishers) face three main challenges when it comes to Gen Z and millennial media habits and preferences.

1. Amazon Frames Gen Z and Millennial Book Expectations

Gen Z and millennials' high use of Amazon's audiobook and ebook paid subscription services poses a challenge for libraries particularly because of "Amazon-exclusive" licensing, which prohibits some authors from distributing their work outside the Amazon ecosystem. The same is true for "Amazon Originals," which is exclusively available to Amazon subscribers. In June 2022, DPLA partnered with Lyrasis and Knight Foundation to launch The Palace Project, a not-for-profit e-reader app, platform, and marketplace that allows libraries to serve e-content from all their vendors to patrons via a single app, available for iOS or Android. DPLA also runs Palace Marketplace, with an emphasis on providing libraries with flexible licensing models. Palace Marketplace includes more than 1.2 million ebook and audiobook titles from all of the Big 5 publishers, Amazon Publishing, Audible, hundreds of mid-size and independent publishers, and independent authors. So far, Palace Marketplace is the only platform that has negotiated access to titles from Amazon Publishing and Audible. If there are Amazon-exclusive books that are not accessible through the public library, this limits the library's ability to serve its patrons and offer them the books that they need and want, in the formats that they need and want. And, of course, libraries and publishers are not the only organizations whose operations have been disrupted by Amazon. Borders closed in 2011 and Barnes and Noble has retrenched from 726 stores in 2007 to 600 stores in May 2023.[29]

Additionally, the convenience of direct-to-door delivery of books from retailers like Amazon builds expectation in Gen Z and millennials regarding their access to print books. Amazon's advantage is convenience. Many libraries offer some delivery services to homebound individuals; and several libraries around the country pivoted during the COVID-19 pandemic to offer book delivery services to their patrons when physical library doors were closed to the public. As the world transitions into another stage of COVID-19 where pandemic becomes endemic, print book delivery should remain in the conversation for libraries to increase print circulation and reach print-hungry Gen Zers.

2. Pirating Books versus Library's Legitimate Digital Book Access

One third (32%) of Gen Z and millennials download or read books for free from unlicensed sources. The ease of downloading and sharing ebooks and audiobooks has been staunched by digital-rights-management software installed in digital books by publishers. But publishers remain wary that ebooks and audiobooks cut into print sales.

One third (32%) of Gen Z and millennials download or read books for free from unlicensed sources.

John Sargent, the former Macmillan CEO who led an 8-week embargo against granting libraries access to new digital book releases, defended his decision by saying he didn't want "frictionless" ebook access to train customers to get new releases for free.[30] More recently, the Association of American Publishers successfully sued to prevent state legislatures from mandating "reasonable terms" for libraries' digital book licensing.[31] Publishers prevailed in the first

case decided in a federal district court, winning the right to charge licensing prices without additional regulatory oversight beyond existing laws. This win is welcome news for publishers, but it doesn't affect ebook reading beyond the scope of library licensing. Publishers might benefit in the long run by encouraging Gen Z and millennials to borrow more ebooks from libraries, because doing so might train them to seek out licensed ebooks and audiobooks rather than pirated, often substandard, versions.

The 32% of Gen Z and millennials who pirate books is a large potential audience whose needs are not currently met by long wait times. Would more people borrow from libraries if wait times for ebooks and audiobooks were shorter? Can people who are in the habit of illegally downloading books be retrained to borrow licensed digital books from libraries?

These questions are important because the habits young people develop in accessing digital books may persist into adulthood, when they will have more control over their disposable income as book buyers and will also be able to vote for or against library tax levies.

Libraries give people a legitimate, morally unimpeachable way to access free books. Library borrowing also leads to book buying and discovery. The *Immersive Media and Books 2020* study found that 33% of the people who discovered a book at

the library went on to purchase it.[32] Publishers need discovery tools in a very crowded media marketplace. "Pirates" are also some of the most passionate book readers. *Immersive Media and Books 2020* shows that "pirates" are super-consumers, active across all media both as consumers and producers.[33] They are people who sometimes purchase books they've already downloaded/read, and they actively participate in online, book-centered communities.

Publishers, librarians, and authors should consider aligning in one mission to keep people reading digital books through legitimate access. Libraries are a time-proven and convenient way to do this.

> **Publishers, librarians, and authors should consider aligning in one mission to keep people reading digital books through legitimate access. Libraries are a time-proven and convenient way to do this.**

3. Lack of Equitable Access to Digital Collections Harms BIPOC

Publishers are for-profit companies and public libraries are freely accessible mission-driven public organizations. This structural difference can lead to tension between libraries and publishers regarding digital lending terms. This report substantiates through data that BIPOC patrons use digital collections more than the general population. In her analysis of public library mission statements, Melissa Fraser-Arnott identified six components of modern public library identity: 1) community building, 2) culture and recreation, 3) equitable access, 4) information, 5) positive impact, and 6) stewardship.[34] Crawford Barniskis notes that lifelong learning and knowledge acquisition are core to public library mission statements.[35] As libraries, publishers and authors collaborate to make reading legitimately-accessed digital books easier, the guiding principles Fraser-Arnott identifies should be kept in mind.

Based on this report about Gen Z and millennials, we researchers have two top-level recommendations supported by several specific ways libraries might increase their relevance with Gen Z and millennials.

1. Get in Gen Z and Millennials' Consideration Set

Many Gen Z and millennials report that shelves at public libraries are some of their favorite places to browse for books. But their attention is corralled multiple times per day (if not per hour!) by ad-supported social media environments. How to get their attention? A simple external link from digital borrowing apps, such as Libby, to the branch library's website could make a big difference in keeping local branch libraries squarely in Gen Z and millennials' consideration set.

2. Communicate Libraries' Unique Qualities

More than previous generations, Gen Z responds to values-based marketing.[36] The same people who buy books at their local bookstore are people who might champion libraries, if they knew their advocacy would matter. Here are some of the value propositions libraries offer Gen Z and millennials and why supporting libraries contributes to the greater social good:

Libraries are free to visit and borrow from.
There may be confusion about why one would visit a library, particularly for people whose only prior experience of libraries is shaped by school libraries which might have strict rules around noise and use. Don't assume all people know that public libraries loan a wide range of materials, including ebooks and audiobooks.

Libraries are fun. The library is more than books and borrowing: library programming, innovative resources, and safe spaces to chill out are all great uses of branch libraries. Our observational work at Cuyahoga County Public Library branches showed us that Gen Zers are coming to the library to hang out with people and socialize after school.

Libraries protect privacy. Are patrons aware that libraries protect patron privacy and intentionally do not collect their data? Gen Z and millennials are habituated to exchanging their privacy for access to content and services, such as providing an email address or allowing their online behavior to be tracked. The core library value of not storing readers' borrowing histories may not necessarily resonate as valuable to younger people. It's time to make Gen Z and millennials aware of why privacy is core to libraries' commitment to intellectual freedom.

Libraries are green. Libraries are the ultimate green organizations in the book industry, reusing and sharing books. Socially conscious and activist-driven Gen Z and millennials align with companies and organizations that are eco-friendly and reduce carbon footprints. Want to reduce waste? Use your local library. ■

METHODOLOGY

This report on Gen Z and millennial library behaviors is informed by two primary datasets, one quantitative and the other qualitative.

The quantitative data comes from a survey of 2075 Gen Z and millennials (aged 13–40) in March 2022. The survey was conducted through Qualtrics, an industry-standard survey software that gathers respondents according to parameters set by the survey designers. The survey was designed to be completed in 15 minutes or less; research shows that completion rates drop after 15 minutes.

Quotas were implemented for race, gender, and region to ensure sample representativeness of this age group in the U.S. population. Gen Z represents 44.3% of the overall sample (919 respondents) and millennials 55.7% of the overall survey sample (1156 respondents).

The report also covers a diverse range of income levels. Of the 68.2% who had a job in the twelve months prior to March 2022, 38.1% reported earning less than $30,000; 28.4% earned $30,000-$49,999; 19.8% earned $50,000–74,999; 13.6% earned $75,000+.

The qualitative data comes from ethnographic research at two branches of Cuyahoga County (OH) Public Library: Garfield and South Euclid. We did extra training and received certification from Portland State's Institutional Review Board to include minors in this study.

We conducted listening sessions with staff at Cuyahoga County Public named in the Acknowledgments. We also talked informally with librarians before and after our 2022 ALA panel[37], and in correspondence with librarians who reached out after our talk.

ACKNOWLEDGMENTS

BIBLIOGRAPHY

Albanese, Andrew. "ALA Midwinter 2020: Macmillan CEO John Sargent, Librarians Spar Over E-book Embargo." *Publishers Weekly*. 26 January 2020. publishersweekly.com/pw/by -topic/industry-news/libraries/article/82261-ala-midwinter -2020-macmillan-ceo-john-sargent-librarians-spar-over -e-book-embargo.html.

Albanese, Andrew. "In Final Order, Court Declares Maryland's Library Ebook Law Unconstitutional." *Publishers Weekly*. June 14, 2022. publishersweekly.com/pw/by-topic/industry-news/ libraries/article/89598-in-final-order-court-declares -maryland-s-library-e-book-law-unconstitutional.html.

Alter, Alexander and Elizabeth Harris, "Some Surprising Good News: Bookstores Are Booming," *New York Times,* July 10, 2022.

Bailey, E.R., Matz, S.C., Youyou, W. et al. "Authentic self-expression on social media is associated with greater subjective well-being." *Nature Communication* 11, 4889 (2020). doi.org/10.1038/s41467-020-18539-w.

Berens, Kathi Inman. "Can Amazon's Kindle Vella Break Through with Younger Readers?" *Publishers Weekly*. 4 March 2022. publishersweekly.com/pw/by-topic/industry-news/libraries/ article/88686-pla-pacific-northwest-spotlight-can-amazon -s-kindle-vella-break-through-with-younger-readers.html.

Broomfield, Benjamin. "How to Bring AI Into Your Digital Marketing Strategy." 16 September 2022. clickz.com/how-to -bring-ai-into-your-digital-marketing-strategy/267393.

Crawford Barniskis, Shannon. "Deconstructing the mission: A critical content analysis of public library mission statements." *The Library Quarterly* 86, no. 2 (2016): 135–152.

Dimock, Michael. "Defining Generations: Where Millennials End and Gen Z Begins", Pew Research Center, Jan 17, 2019.

Dwyer, Kate. "Kaia, Kendall and EmRata Are Taking a Page From Oprah." *New York Times*. 9 March 2021. nytimes. com/2021/03/09/style/kaia-gerber-book-club-kendall -jenner-emily-ratajkowski-belletrist.html.

Fraser-Arnott, Melissa. "Exploring public library identity through mission statements." *Public Library Quarterly* 41, no. 3 (2022): 236–256.

Geiger, A.W. "Millennials are the most likely generation of Americans to use public libraries." 21 June 2017. pewresearch.org/ fact-tank/2017/06/21/millennials-are-the-most-likely -generation-of-americans-to-use-public-libraries.

Hessekiel, David. "Values & Value: The Gen Z Paradox." forbes.com/sites/davidhessekiel/2022/10/24/values--value -the-gen-z-paradox/?sh=35c18a1c273b.

JungleScout. *Amazon Advertising Report 2022*. junglescout.com/ wp-content/uploads/2022/05/Amazon-Advertising-Report -2022-Jungle-Scout.pdf.

Katz, Roberta, Sarah Ogilvie, Jane Shaw and Linda Woodhead. *Gen Z, Explained*. Chicago: University of Chicago Press 2021.

Lambert, Troy. "Retail Co-Location: Coffee at the Library." 12 June 2017. publiclibrariesonline.org/2017/06/retail-co-location -coffee-at-the-library.

LeCharles Gonzalez, Guy. "Marketing Math: Penguin Random House's 2 Percent Gambit", Quoted in Friedman, *The Hot Sheet* 14 September 2022.

Leung, Eugina, Maria Cristina Cito, Gabriele Paolacci, and Stefano Puntoni. "Preference for Material Products in Identity-Based Consumption." Journal of Consumer Psychology 32, no. 4 (2022): 672–679.

Liao, Mengqi and S. Shyam Sundar, "#facebookdown: Time to panic or detox? Understanding users' reactions to social media outage." *CHI EA '22: Extended Abstracts of the 2022 CHI Conference on Human Factors in Computing Systems*. April 2022. dl.acm.org/doi/10.1145/3491101.3519674.

Melore, Chris. "Libraries are more popular than ever—even as people borrow fewer books." 5 April 2022. studyfinds.org/ libraries-more-popular.

Noorda, Rachel. "The Discourse and Value of Being an Independent Publisher." *Mémoires du livre/Studies in Book Culture* 10, no. 2 (2019).

Noorda, Rachel and Kathi Inman Berens. *Immersive Media and Books 2020*. panoramaproject.org/immersive-media -reading-2020.

Pew Research Center, "The Whys and Hows of Generational Research," September 3, 2015, pewresearch.org/ politics/2015/09/03/the-whys-and-hows-of-generations -research.

Potash, Steve. "Macmillan Publishes a Work of Fiction" [blog post] 1 August 2019. overdrivesteve.com/macmillan -publishes-a-work-of-fiction.

Raphael, Rina. "Netflix CEO Reed Hastings: Sleep Is Our Competition" Fast Company. 6 November 2017. fastcompany.com/40491939/netflix-ceo-reed-hastings -sleep-is-our-competition.

Rea, Amy. "Reading Through the Ages." *Library Journal* 144, no. 12 (December 15, 2019): 16–20. libraryjournal.com/story/ Reading-Through-the-Ages-Generational-Reading-Survey.

Rich, Hallie. "Stakeholder Interviews About Ebook Data." [Report for ALA.] Draft. 2022.

Squires, Claire. "The Passion and Pragmatism of the Small Publisher." In *The Contemporary Small Press*, pp. 199–218. Palgrave Macmillan, Cham, 2020.

Tyson, Alec, Brian Kennedy, and Cary Funk. "Gen Z, Millennials Stand Out for Climate Change Activism, Social Media Engagement With Issue." 26 May 2021. pewresearch.org/ science/2021/05/26/gen-z-millennials-stand-out-for-climate- change-activism-social-media-engagement-with-issue.

Vogels, Emily A., Risa Gelles-Watnick, and Navid Massarat. "Teens, Social Media and Technology 2022." Pew Research Center. 10 August 2022. pewresearch.org/

internet/2022/08/10/teens-social-media-and
-technology-2022.

WordsRated, "State of US Public Libraries—More Popular &
Digital Than Ever." 17 Feb 2022. wordsrated.com/state-of-us
-public-libraries.

Zickhur, Kathryn and Lee Rainie. "Younger Americans' Relation-
ships with Public Libraries." 10 September 2014. pewresearch

.org/internet/2014/09/10/younger-americans-relationships
-with-public-libraries

Zuboff, Shoshana. *The Age of Surveillance Capitalism: The Fight
for a Human Future at the New Frontier of Power.* Public
Affairs, 2019.

ENDNOTES

1. Dimock, Michael, "Defining Generations: Where Millennials End and Gen Z Begins", Pew Research Center, January 17, 2019, pewresearch.org/fact-tank/2019/01/17/where -millennials-end-and-generation-z-begins

2. Pew Research Center, "The Whys and Hows of Generational Research," September 3, 2015, pewresearch.org/ politics/2015/09/03/the-whys-and-hows-of-generations -research.

3. See Methodology section below.

4. Approximately 400 U.S. public libraries can provide access to 1000 Audible "original" titles through the Palace app from the Digital Public Library of America [DPLA] Exchange, as of May 2023, according to Michael Blackwell, Director of the St. Mary's County [Maryland] library. 20,000+ Audible titles should be available through Palace by the end of 2024. However, Blackwell notes, "none of these titles are avail-able through OverDrive (which has about 90% of the library market), so it could be argued that in effect many [public] libraries will not have access" to Amazon's subscription-only content. There are no known licensing arrangements between public libraries and Naver's Webtoon or Radish.

5. Vogels, Emily A., Risa Gelles-Watnick, and Navid Massarat. "Teens, Social Media and Technology 2022." Pew Research Center. 10 August 2022. pewresearch.org/internet/2022/08/10/ teens-social-media-and-technology-2022.

6. Gen Z person (Jordan) quoted in Katz et al., *Gen Z, Explained,* p.11. The book summarizes the findings of a multiyear, multidisciplinary, interview-based study conducted primarily on three college campuses. It was sponsored by the Knight Foundation and housed at Stanford University's Center for Advanced Study in the Behavioral Sciences.

7. See: Bailey, Erica R. et al. "Authentic self-expression on social media is associated with greater subjective well-being" 6 Oct. 2020 in *Nature Communication* 11, 4889 (2020). nature .com/articles/s41467-020-18539-w. And: Liao, Mengqi and S. Shyam Sundar, "#facebookdown: Time to panic or detox? Understanding users' reactions to social media outage." *CHI EA '22: Extended Abstracts of the 2022 CHI Conference on Human Factors in Computing Systems.* April 2022. dl.acm.org/ doi/10.1145/3491101.3519674.

8. Geiger, "Millennials are the most likely generation of Americans to use public libraries," June 21, 2017, pew research.org/fact-tank/2017/06/21/millennials-are-the-

most-likely-generation-of-americans-to-use-public -libraries.

9. "Among those ages 16–29, the percentage who visited a public library in person in the previous [twelve months] dropped from 58% in November 2012 to 50% in September 2013, with the largest drop occurring among 18–24 year-olds." See Zickuhr and Rainie (2014), the section "Relationships with public libraries."

10. "State of US Public Libraries—More Popular & Digital Than Ever." WordsRated. February 17, 2022. wordsrated.com/state -of-us-public-libraries.

11. Noorda and Berens (2020). Note that the survey population in that study screened for people 1) were 18 years or older and 2) who had engaged with at least one book, in any format and in any context, during the previous twelve months.

12. Guy LeCharles Gonzalez, "Marketing Math: Penguin Random House's 2 Percent Gambit", Quoted in Friedman, *The Hot Sheet* September 14, 2022.

13. Italie, Hillel, "'Nothing else felt guaranteed anymore so why not just try to be happy?' The indie bookstore revivalists reveal how they made a big comeback", *Fortune*, May 22, 2023, fortune.com/2023/05/22/independent-bookstores -surge-pandemic-community-entrepreneurs.

14. publiclibrariesonline.org/2017/06/retail-co-location-coffee -at-the-library.

15. Statista. "Global number of users of South Korean online service Naver Webtoon from 2019 to June 2022." statista.com/ statistics/1291529/naver-webtoon-global-user-number.

16. For a fascinating look into how Kindle Vella is faring two years after launch, see this Reddit thread: "Is Kindle Vella Dead as a Strategy" [for self-publishing authors]: reddit.com/r/ selfpublish/comments/10kgr3m/is_kindle_vella_dead _as_a_strategy.

17. See also in this report section 4.1 "Amazon Frames Gen Z and Millennial Book Expectations."

18. Serial reading platforms have different modes of incentivizing payment. For example, Webtoon offers a single-read "fast pass" and "coins" to permanently unlock the content. On the fiction app Radish, new updates make older episodes eligible to be read for free. Readers must "wait until the episode you want to read has the hourglass symbol next to it, rather than the lock" to read. There's a gamified element to reading in these contexts.

19. There are many books and other resources about the attention economy. See, for example, Shoshana Zuboff's *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power* (2019).

20. "Talent" refers to creators across media, such as authors, livestreamers, comics artists, professional gamers, podcasters, and comedians.

21. Social lists are recommendation lists on online social platforms such as Instagram, Reddit, and Discord.

22. Vogels et al., 2022.

23. Kristen McLean, NPD analyst, discussed the role of TikTok in driving the "70 percent of overall gains" in Q1 of 2022 book sales. Quoted in Friedman, *The Hot Sheet* 27 April 2022. mailchi.mp/hotsheetpub/nft-issue?e=6cd1ad34c1.

24. A touchpoint is any time a customer comes into contact with a product, before, during or after sale.

25. Dwyer, Kate. "Kaia, Kendall and EmRata Are Taking a Page From Oprah." *New York Times.* 9 March 2021. nytimes.com/2021/03/09/style/kaia-gerber-book-club-kendall-jenner-emily-ratajkowski-belletrist.html.

26. David C. Edelman, Harvard Business School professor of AI and marketing, quoted in "How to Bring AI Into Your Digital Marketing Strategy." clickz.com/how-to-bring-ai-into-your-digital-marketing-strategy/267393.

27. Leung, Eugina, Maria Cristina Cito, Gabriele Paolacci, and Stefano Puntoni. "Preference for Material Products in Identity-Based Consumption." *Journal of Consumer Psychology* 32, no. 4 (2022): 672–679.

28. Noorda and Berens (2020). Note that the survey population in that study screened for people 1) were 18 years or older and 2) who had engaged with at least one book, in any format and in any context, during the previous twelve months.

29. Statista. statista.com/statistics/199012/number-of-barnes-noble-stores-by-type-and-year-since-2005.

30. Albanese, Andrew. "ALA Midwinter 2020: Macmillan CEO John Sargent, Librarians Spar Over E-book Embargo." Publishers Weekly. 26 January 2020. publishersweekly.com/pw/by-topic/industry-news/libraries/article/82261-ala-midwinter-2020-macmillan-ceo-john-sargent-librarians-spar-over-e-book-embargo.html.

31. Andrew Albanese reported: "In a June 13 [2022] opinion and order, Judge Deborah L. Boardman declared Maryland's library ebook law [mandating "reasonable terms"] 'unconstitutional and unenforceable'" because it violated the Copyright Act. See Albanese, "Maryland Library Ebook Law," publisher-sweekly.com/pw/by-topic/industry-news/libraries/article/89598-in-final-order-court-declares-maryland-s-library-e-book-law-unconstitutional.html.

32. Noorda and Berens (2020).

33. Ibid.

34. Fraser-Arnott, Melissa. "Exploring public library identity through mission statements." *Public Library Quarterly* 41, no. 3 (2022): 236–256.

35. Crawford Barniskis, Shannon. "Deconstructing the mission: A critical content analysis of public library mission statements." *The Library Quarterly* 86, no. 2 (2016): 135–152.

36. Hessekiel, David. "Values & Value: The Gen Z Paradox." forbes.com/sites/davidhessekiel/2022/10/24/values--value-the-gen-z-paradox/?sh=35c18a1c273b.

37. Berens and Noorda, "News You Can Use: Why Is Amazon a "Library" for GenZ and Millennials? And What Should Librarians Do About It?" American Library Association Conference 2022, July 26, 2022.

ALAAmericanLibraryAssociation

The American Library Association ("ALA") is the foremost national organization providing resources to inspire library and information professionals to transform their communities through essential programs and services. For more than 140 years, the ALA has been the trusted voice for academic, public, school, government and special libraries, advocating for the profession and the library's role in enhancing learning and ensuring access to information for all. For more information, visit ala.org.

For further information about this publication, contact:

Dr. Kathi Inman Berens, Portland State University, kberens@pdx.edu
Dr. Rachel Noorda, Portland State University, rnoorda@pdx.edu
Alan Inouye, American Library Association, ainouye@alawash.org