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Sharing, Privacy and Trust in Our Networked World

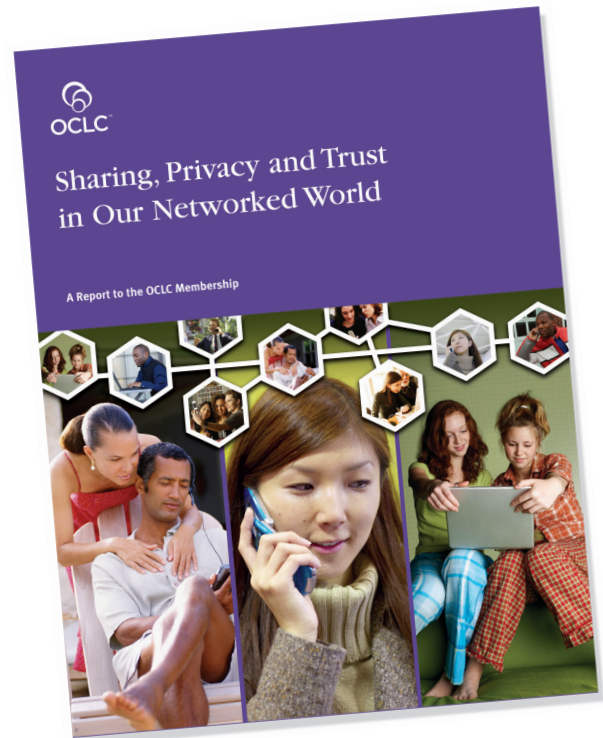
Sharing, Privacy and Trust in Our Networked World, OCLC's newest report, summarizes the findings from an international study on social networking issues and how thoughts and behaviors related to privacy and trust affect what we do online and with whom.

OCLC Market Research staff developed a project and commissioned Harris Interactive Inc. to survey over 6,100 information consumers ages 14 to 84 from Canada, France, Germany, Japan, the United Kingdom and the United States. 382 U.S. library directors were also surveyed.

The *Sharing* report summarizes four primary areas:

- 1) User practices and preferences on their favorite social spaces
- 2) User attitudes about sharing and receiving information on social spaces, commercial sites and library sites
- 3) Information privacy; what matters and what doesn't
- 4) Librarian social networking practices and preferences; their views on privacy, policy and the potential of social networks for libraries

Our findings suggest that the social Web is a very different place, one being built and shared by millions of users. As such, the library's role must be different, too.



*Without social networking ...
it would kill me,
because I'd feel that all of those connections
I spent this time making would be lost.*

Source: *Sharing, Privacy and Trust in Our Networked World*, OCLC, 2007, discussion group.

Download a free PDF file of the 276-page report or purchase a printed version of it for US\$ 19.00 from the OCLC Web site:

www.oclc.org/reports/



Membership reports: *Sharing, Privacy and Trust in Our Networked World*