

**** JOINT EVENT: BAYNET AND SLA—BAY REGION CHAPTER ****

What: An Evening with Mary Madden, Senior Research Specialist, Pew Internet and American Life Project

When: Wednesday, February 6, 2008, from 6:00-9:00 p.m.

Where: The Solarium at 55 Second Street, San Francisco

As libraries consider expanding their presence online and connecting with patrons on their own terms, they often need data to make tough decisions about how to spend limited budgets and human resources on developing new library services. Research conducted by The Pew Internet & American Life Project examines the growing role of technology in our lives, our changing expectations about how to find and use information, and the impact younger generations will have on libraries and other institutions in the future. Her talk will also touch on Web 2.0, privacy, and the changing demographics of library patrons.

Mary Ellen Bates said, "one of my favorite sources of information about Internet usage is the [Pew Internet & American Life Project](#). Their latest report is '[Digital Footprints: online identity management and search in the age of transparency](#).' ... it's a good study, looking at how aware people are about their personal information on the web."
Dec. 18, 2007 <http://www.librarianoffortune.com/>

Mary Madden is a Senior Research Specialist with the Pew Internet & American Life Project in Washington, D.C. She has worked with Pew since the spring of 2002, and has authored a wide range of reports covering changing trends in technology and media use. Her recent reports have examined the burgeoning field of online identity management, the adoption of online video, and the arc of teen content creation fueled by social media. She has been interviewed by, The New York Times, the Washington Post, and the Wall Street Journal, among others, regarding her research. She holds an M.A. in Communication, Culture and Technology from Georgetown University and a B.A. in English from The University of Florida.

To get you in the mood, take the Pew Internet Typology Test: <http://pewinternet.org/quiz/quiz.asp>

Menu: Generous hors d'oeuvres, wine, and an assortment of sparkling waters will be served.

Agenda:

6:00-6:45 p.m.	Appetizer buffet, wine, an assortment of sparkling water
6:45-7:30 p.m.	Business meeting, announcements
7:30-8:30 p.m.	Program, with Q&A following

**** Special Thanks to our Program Sponsors ****

**** Taylor & Associates: <http://www.taylorlib.com> ****

**** Advanced Information Management (AIM): <http://www.aimusa.com> ****

Directions / Parking: The Solarium is located in the central atrium of the KPMG Building, 55 Second Street, San Francisco. It is a short walk from the Montgomery Street BART station, and downtown parking is also available.

**** DEADLINE: Please register online or mail your check by February 1, 2008. ****

Cost:

- Member: \$25.00
- Guest / Non-member: \$35.00
- Student / Retired / Unemployed: \$15.00
- Program only (begins at 6:45 p.m.): \$5.00

Online registration: <http://units.sla.org/chapter/csfo/calendar/regform.html>. (Note: You do **not** need a PayPal account to register through this PayPal-administered site.)

-----*Register by mail by sending this portion with your check to*-----

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