Surviving the Terrible Twos: Web 2.0 and Library 2.0

August 2008
Time 2006 Person of the Year – You!

Yes, you.
You control the Information Age.
Welcome to your world.

http://snipurl.com/35pbb
Just What is Web 2.0? Marketing Buzzword or New Conventional Wisdom?

http://snipurl.com/35e4r
Web 2.0 Sites Landscape

• **Google -- standard bearer of Web 2.0**
  Middle person between user and online experience
  New model based on page rank

• **Amazon -- leader in user engagement**
  reviews, rankings/most popular, comments, etc

• **Wikipedia -- Reference Library par excellence**
  A radical experiment in trusting the user to create content. Online encyclopedia where everybody can add and modify data. Based on open source software movement.

• **Flickr -- social platform to post and share photographs**
Just What Is Web 2.0?

• There is no one definition! Different things to different people.

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<tr>
<th>1. Rich user interfaces</th>
<th>2. Data transformability</th>
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<td>3. Users are the point</td>
<td>4. Continuous improvement</td>
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Web 2.0 Sites Galore

Advertising 2.0
Business 2.0
Congress 2.0
Education 2.0
Enterprise 2.0
Environment 2.0
Finance 2.0
Government 2.0
Health 2.0
Law 2.0
Learning 2.0
Management 2.0
Marketing 2.0
Music 2.0
Office 2.0
Philanthropy 2.0
Porn 2.0
PR 2.0
School 2.0
Training 2.0
Web 2.0

- The Web As Platform
- Harnessing Collective Intelligence
- Data As Valuable As Functionality
- Continuous Improvement Gradient
- Frictionless Programming & Data Models
- Software That Crosses Boundaries
- Immersive, Social, Rich User Experiences

Identity 2.0
Library 2.0
Law 2.0
Media 2.0
Advertising 2.0
Democracy 2.0
Google the Mother of All Gismos!

Search

- Alerts
  Get email updates on the topics of your choice
- Blog Search
  Find blogs on your favorite topics
- Book Search
  Search the full text of books
- Checkout
  Complete online purchases more quickly and securely
- Desktop
  Search and personalize your computer
- Earth
  Explore the world from your computer
- Finance
  Business info, news, and interactive charts
- Google 411
  Find and connect with businesses from your phone, for free
- Google Health
  Organize your medical records online
- iGoogle
  Add news, games and more to the Google homepage
- Images
  Search for images on the web
- Maps
  View maps and directions
- News
  - now with archive search
  Search thousands of news stories
- Notebook
  Clip and collect information as you surf the web
- Patent Search
  Search the full text of US Patents
- Product Search
  Search for stuff to buy

Explore and innovate

- Scholar
  Search scholarly papers
- Special Searches
  Search within specific topics
- Toolbar
  Add a search box to your browser
- Video
  Search for videos on Google Video and YouTube
- Web Search
  Search over billions of web pages
- Web Search Features
  Find movies, music, stocks, books, and more

Code

- Download APIs and open source code

Custom Search

- Create a customized search experience for your community

Labs

- Explore Google's technology playground
More Google Gismos

Communicate, show & share

- **Blogger**
  Share your life online with a blog -- it's fast, easy, and free

- **Calendar**
  Organize your schedule and share events with friends

- **Docs**
  Create and share your online documents, presentations, and spreadsheets

- **Email**
  Fast, searchable email with less spam

- **Groups**
  Create mailing lists and discussion groups

- **Orkut**
  Meet new people and stay in touch with friends

- **Picasa**
  Find, edit and share your photos

- **Reader**
  Get all your blogs and news feeds fast

- **Sites**
  Create websites and secure group wikis

- **SketchUp**
  Build 3D models quickly and easily

- **Talk**
  IM and call your friends through your computer

- **Translate**
  View web pages in other languages

- **YouTube**
  Watch, upload and share videos
Expansion of User-Generated Content

**Web 1.0**
“the mostly read-only Web”
- 250,000 sites
- 45 million global users
- 1996

**Web 2.0**
“the wildly read-write Web”
- 80,000,000 sites
- 1 billion+ global users
- 2006
Key Web 2.0 Manifestations & Characteristics

- Blogs/Vlog
- Wikis
- Social Networking
- Social Tagging
- Social Mapping
- Chat/Instant Messaging (IM)
- Mashups
- Podcasts
- RSS
- Photo/Video Sharing
- APIs/Web services
- Peer-to-Peer

- Read/write Web
- Architecture fosters participation/collaboration
- Collective Intelligence/Wisdom of the Crowds
- Rich user experience/Simplicity
- Built on Radical Trust of the community
- Remixing/customization
- Continuous Improvement -- the more you use it, the better it gets
- Focus on the Long Tail Principle
- Perpetual Beta
Web 2.0 Anatomy 101

An Anatomy of Emerging Networked Software Models at the Beginning of the 21st Century: Web 2.0 and Enterprise 2.0

Networks, Data, and Software

Connected Devices and People

Global micro-markets of Internet and enterprise IT users (1-2 billion people)

Innovation in Assembly

Data as the next "Intel Inside"

Software Above the Level of a Single Device

Lightweight Models

Cost Effective Scalability

Perpetual Beta

Search Links

Authoring Tags Extensions Signals

E-mail blogs wikis E2.0 Apps

Harnessing collective intelligence

Rich User Experiences

network effects

The Long Tail
Did we forget to mention that Web 2.0 is Fun?

• Not just work and information research, but also fun.
AJAX

• Typically uses XML to transfer data asynchronously. Provides a more desktop-like experience over the Web.
• Technology to create rich user interfaces.
• Leverages the Web as a platform.
Reversal of Fortunes!

• RR Bowker owned ISBN registry of published books. Amazon enhanced the data by adding cover images, TOC, index, sample material, annotations and reviews.

• Amazon, not Bowker, is the primary source for bibliographic data for researchers, librarians, students and consumers.
Perpetual Beta – Decline of Software Release Cycle

Microsoft will not be able to beat Google’s momentum because “Microsoft’s business model depends on everyone upgrading their computing environment every two to three years. Google depends on everyone exploring what’s new in their computing environment every day.”

Zdnet Editorial
The Long Tail

Coined by Chris Anderson in an October 2004 Wired Magazine article to describe the niche strategy of businesses, such as Amazon and Netflix. They sell a large number of unique items in relatively small quantities.
Web Trend Map

Is it a Buzzword?

• Tim Berners-Lee describes Web 2.0 as a “piece of jargon. Nobody really knows what it means. If Web 2.0 for you is blogs and wikis, then that is people to people. **But that was what the Web was supposed to be all along.**”

• Is Web 2.0 a marketing term to differentiate what's going on now from the previous boom-and-bust of the late 90s?

• **Catchphrase**, optimistic euphoria, irrational exuberance, Bubble 2.0!
What are the 5 phases of a Hype Cycle?

1. "Technology Trigger"
The first phase of a Hype Cycle is the "technology trigger" or breakthrough, product launch or other event that generates significant press and interest.

2. "Peak of Inflated Expectations"
In the next phase, a frenzy of publicity typically generates over-enthusiasm and unrealistic expectations. There may be some successful applications of a technology, but there are typically more failures.

3. "Trough of Disillusionment"
Technologies enter the "trough of disillusionment" because they fail to meet expectations and quickly become unfashionable. Consequently, the press usually abandons the topic and the technology.

4. "Slope of Enlightenment"
Although the press may have stopped covering the technology, some businesses continue through the "slope of enlightenment" and experiment to understand the benefits and practical application of the technology.

5. "Plateau of Productivity"
A technology reaches the "plateau of productivity" as the benefits of it become widely demonstrated and accepted. The technology becomes increasingly stable and evolves in second and third generations. The final height of the plateau varies according to whether the technology is broadly applicable or benefits only a niche market.
Library 2.0

• No architectural barriers/brick walls. **Library is everywhere** – key is breaking down barriers between users and librarians.

• **Bring the library to the user.**

• Interactive, participatory, cross-referential, easy, encourages sharing and engagement.
So What is Library 2.0?

Library 2.0 is...

- “a state of mind”
- “a new name for ideas librarians have been discussing for quite some time”
- “gives us new tools to carry out the best practices libraries have had for many years”
- “anything that challenges the traditional approach to conducting library business”
- “just a faddish catchphrase”

A new library ecosystem which is vibrant, open and decentralized.
Library 1.0 vs Library 2.0

<table>
<thead>
<tr>
<th>Library 1.0</th>
<th>Library 2.0</th>
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<tr>
<td>Closed stacks</td>
<td>Open stacks</td>
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<tr>
<td>Collection development</td>
<td>Library suggestion box</td>
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<tr>
<td>Preorganized ILS</td>
<td>User tagging</td>
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<tr>
<td>Walk-in services</td>
<td>Globally available services</td>
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<tr>
<td>&quot;Read-only&quot; catalog</td>
<td>Amazon-style comments</td>
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<tr>
<td>Print newsletter mailed out</td>
<td>Team-built blog</td>
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<tr>
<td>Easy = dumb users</td>
<td>Easy = smart systems</td>
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<tr>
<td>Limited service options</td>
<td>Broad range of options</td>
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<tr>
<td>Information as commodity</td>
<td>Information as conversation</td>
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<tr>
<td>Monolithic applications</td>
<td>Flexible, adaptive modules</td>
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<tr>
<td>Mission focus is output</td>
<td>Mission focus is outcome</td>
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<tr>
<td>Focus on bringing 'em in</td>
<td>Focus on finding the user</td>
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<tr>
<td>ILS is core operation</td>
<td>User services are core</td>
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http://tinyurl.com/hair20
Library 2.0 OPAC Key Features

- User comments
- Book reviews
- Similar/more like items
- Popular
- User ratings
- User tagging
- Modify
- Augment
- Usage statistics
- “Did you mean” spelling suggestions
- Relevancy ranking
- Faceted browsing
- Suggestions/recommendations (personal and automated)
- Group communities of interest
- User personalization

- APIs/web services to expose data
- RSS feeds (new books, searches, etc)
- Embed external sites (eg Wikipedia, LibraryThing, etc)
- Embed OPAC in external sites (eg portals)
- Enriched content (book covers, table of contents, author notes, summaries, chapters and excerpts, etc)
- Enhance serendipity
- Visual/graphic/cluster-based searching
Innovative SOPACs

- North Carolina State University (Endeca Profind)
- Free Library of Philadelphia (Aquabrowser)
- Villanova University (Vufind)
- Vanderbilt University Library (Primo)
- LibraryThing (PHP et al)
- Ann Arbor District Library (Innovative Millennium and Drupal)
- Plymouth State University (Scriblio)
WorldCat

• **What can I do with my WorldCat account?**

• **Create public and private lists** of library materials:
  — Keep track of items you plan to borrow next
  — Note your favorite books and movies for a specific subject or genre
  — Organize resources for a research project
  — View and export bibliographic citations for list items

• **Create a public profile**:
  — Share your interests with other WorldCat users
  — Link to your WorldCat lists and personal Web site
Blogs

- Web + log
- A blog is a personal home page in a dairy format with a chronology in reverse order (last first and first last). It allows for users’ feedback.
- Blogosphere is an innovative equivalent the early Usenet and Bulletin Board technology of Web 1.0.
- Uninteresting if self-referential. Echo chamber/amplifier.
- Blogosphere harnesses collective intelligence (wisdom of the crowds). Collective attention is a indicator of worth and value in the blogosphere just like page rank in search results.
- Everybody participates in the democratic process of adding content/value. An inclusive process.
- To blog: used as a verb – to maintain or add content to a blog.
- Video blogging/vlog: media where the subject expresses opinions using video.
- Micro-blogging: a type of blogging consisting of short blogs. It can be submitted by email.

http://twitter.com/
The Blogosphere World

- Around 25% blog anonymously
- The World Live Web/citizen media
- Bloggers link to and comment on other blogs, creating an immediate connection one would have in a conversation.
- Technorati search and organize blogs and other forms of independent, user-generated content (photos, videos, voting, etc.). Referred to as “citizen media”.
- The Library of Congress Blog
- The Shifted Librarian by Jenny Levine. Aims to make libraries more portable to better serve the user.
- Library Stuff Blog

[Bloglines] [Google] [Technorati]
How Blogs Can Help with Library Services

• Promote library events to turn each visitor into a repeat customer.
• Engage the community (book reviews, discussions, comments)
• Support information needs of the community.
• Build new ties (minorities, special audiences, local groups, etc).
Blogs on the Rise

175,000 new weblogs created worldwide every day. Bloggers update their blogs regularly to the tune of over 1.6 million posts per day, or over 18 updates a second.
• Developed in 1997.
• Really Simple Syndication (David Winer)
• Rich Site Summary (Netscape)
• RSS is a family of web feed formats which allows users to subscribe to a page and be notified when the content is updated.
• Some call it “incremental web” or “live web.”
• The benefit of RSS is the aggregation of content from multiple sources.
RSS Examples

• **Bloglines**: Web-based RSS aggregator
• **MyYahoo**: RSS Widgets
• The [Library of Congress](http://www.loc.gov) offers several RSS feeds for use in an RSS reader or RSS-enabled Web browser. Library feeds consist of headlines, news, events or brief summaries,
• **Marines RSS Feeds**
• **Marine Parents**
RSS Aggregator
Social Networking

• Communities of common interest and users creating profiles, joining groups, discovering and sharing social content.
• There are about as many social networking sites as there are interests.
• MySpace: members create profiles, networks, and share opinions, photos, and audio-visual content.
• **Library 2.0 at Ning**
• **Library of Congress Flickr Pilot Project**
Social BookMarking

- A system to store, organize, search and manage bookmarks of web pages on the Internet.
- Usually, bookmarks are public but they can be private or shared with a designated group.
- Some social bookmarking services draw inferences from the relationship of tags to create clusters of tags or bookmarks.
Tagging and Folksonomies – I say soda, you say pop! He says soft drink, she says coke!

- Folk + taxonomy = Folksonomy
- Known also as collaborative tagging, social tagging, social classification or social indexing.
- Coined to define the practice of collaboratively creating and managing tags to categorize and index web content.
- Instead of taxonomies/controlled vocabularies/thesauri generated by subject experts, taxonomies are created by content consumers.
- Taxonomies are ad-hoc, freely-chosen keywords.
- **Hivemind tagging relies on groups.** Users add tags to their own photos, URLs, and books, thus allowing sites to generate valuable metadata about public documents and resources.

- Vanderbilt University Library
Tag Cloud

• A visual representation or cluster of a folksonomy
Looking at the Cloud from Both Sides

USMC MCCS Libraries Tag Cloud

1984 A Child Called It A MESSAGE TO GARCIA ACCOUNTING ALGEBRA ANIME ARABIC ART ART OF WAR ASVAB BABY NAMES BEOWULF BIBLE BICOLGY BUSINESS CATS CIVIL WAR CLEP COOKING CRIMINAL JUSTICE DAN BROWN DANTES DAVE RAMSEY DEAN KOONTZ DOG TRAINING DOGS DRAGONS DRAWING DVD ECONOMICS ELDEST ENDERS GAME ENDERS GAME ERAGON ERIC JEROME DICKEY EVANOVICH FANTASY FIGHT CLUB FIRST TO FIGHT FITNESS FLAGS OF OUR FATHERS GATES OF FIRE GOOSEBUMPS GREEK MYTHOLOGY GUITAR HALO HARRY POTTER HISTORY HORROR HORSES I AM LEGEND INTO THE WILD INVESTING JAMES PATTERSON JAPAN JAPANESE JOHN GRISHAM KITE RUNNER LEADERSHIP LEFT BEHIND LONE SURVIVOR LORD OF THE FLIES LOVE MAGIC MANGA MARRIAGE MARTIAL ARTS MATH MESSAGE TO GARCIA MUSIC MYSTERY MYTHOLOGY NANCY DREW NEW MOON NICHOLAS SPARKS NORA Roberts OKINAWA ON KILLING GREGSON SCOTT CARD PARENTING PHILOSOPHY PHOTOGRAPHY PHYSICS PIRATES POETRY POKEMON PREGNANCY PRIDE AND PREJUDICE PSYCHOLOGY REAL ESTATE RELIGION RESUME RICH DAD POOR DAD RIFLEMAN DODD ROMANCE ROSETTA STONE SAT SEWING SEX SPANISH SPARKS SPIDERWICK STAR WARS STARSHIP TROOPERS STEPHEN KING TERRY GOODICK THE ART OF WAR THE KITE RUNNER THE SECRET THE UGLY AMERICAN THE VILLAGE TO KILL A MOCKINGBIRD TWILIGHT VAMPIRE VAMPIRES VIETNAM WICCA WICKED YOGA ZANE

http://library.usmc-mccs.org/resources/2008_training/cloud.html
Wikis

- Fast or quick in Hawaiian. “What I Know Is.”
- A collaborative information system designed to enable users to access, contribute and modify content.
- Wikis are used in business to develop internal knowledge management systems.
- Cheap and simple database system.
- Institutions can build documentation and knowledge base systems with relatively little investment.
- Wikipedia demonstrated that the collective knowledge of millions of users can produce reference works that are more comprehensive than traditional reference sources produced by a small group of experts.
Wiki Sites

- Wiki on a Stick

Google Sites
Simple, secure group websites
Share information with a few people, a whole organization, or the entire world.

Create
rich web pages easily

Collect
all your info in one place

Control
who can view and edit
Mashups

- Web applications combining data from more than one source into a new integrated tool, thereby creating a novel and distinct web service.
- Mashups are based on hackability and remixability.
- Novelty and Innovation in assembly.
- Housingmaps.com (Google Maps with Craigslist apartment rental and home purchase)
- www.zillow.com Property analysis blending information from commonly available databases such as Microsoft Virtual Earth.
- www.programmableweb.com: mashups and APIs directory.
Podcasting

A technique which allows individuals to distribute their own radio-style shows. It is very popular in education (record classes or book discussions).
Instant Messaging

• Instant messaging (IM) or chatting is a technology which enables **real-time communication** between two or more individuals over the Internet.
• IM allows efficient communication due to its immediate, live nature.
• IM can be enhanced by using webcams, thus allowing for video-conferencing features.
• Windows Messenger
• Libraries using IM reference
Meebo: a Web-based, Multi-client IM Tool

http://www.meebo.com
6 degree of Separation

• “With records of 30 billion electronic conversations among 180 million people from around the world, researchers have concluded that any two people on average are distanced by just 6.6 degrees of separation, meaning that they could be linked by a string of seven or fewer acquaintances.”

Instant-Messagers Really Are About Six Degrees from Kevin Bacon
Big Microsoft Study Supports Small World Theory
Washington Post (Saturday, August 2, 2008)
Personal Pages/Portals

- Yahoo! 360° BETA
- freewebs
- My Yahoo!
- netvibes (re)mix the web
- PROTOPAGE
- Office Live Small Business
- Pageflakes
- iGoogle
USMC MCCS Catalog Widget

Sites

StumbleUpon
Discover your web

Discover web sites based on interests. It learns what you like, and brings you more.

Share multi-media

YouTube
Broadcast Yourself™

flickr™
Picasa™

slideshow

jumcut™

Mapping

Google

Live Search Maps

Google Maps

Convert files without downloading any software.
More Sites!

Music
- PANDORA
- Last.fm

Office Tools
- LogMeIn
- Writeboard
- Esnips

Wufoo: Form Builder

Create forms easily

OpenaCircle

Create professional-looking flowcharts, diagrams, floor plans, technical drawings, etc.

Collaborative platform which provides a private meeting room for up to 12 members.

FixYa

Technical Support, Instructions & Repair Service

Yahoo Answers

PTFS

Digital Archiving Solutions
Getting into the Flow

• Then: Resources were scarce, attention abundant. Users built workflows around the library.
• Now: Resources are abundant, attention is scarce. Library must build its services around user workflow.

Demanding User Participation

“We want to do new things with information!”

AT the library!

WITH the library

THROUGH the library

And FOR the library!

Kathryn Greenhill http://librariansmaster.com
Know Your Users

University of Illinois Survey (2006)

- "College Students' Internet Uses"
  - 1,300 respondents
  - 91% get information for school work online
  - 83% access the Internet several times a day
  - 78% use Facebook and 51% use MySpace
  - 38% use Wikipedia
  - 33% create content for blogs / web journals
  - 1.7% don’t know what a search engine is
  - 0.2% don’t know what instant messaging is

http://results.webuse.org/uic06/
Where are they Going?

Please indicate if you have used the following electronic information sources, even if you have used them only once.

- E-mail: 74%
- Search engine: 72%
- Instant messaging: 51%
- Online news: 50%
- Online bookstore: 47%
- E-mail information subscriptions: 46%
- Topic-specific Web site: 41%
- Library Web site: 30%
- Electronic magazines/journals: 28%
- Online database: 16%
- Blogs: 16%
- Electronic books (digital): 15%
- Ask an expert: 14%
- Audiobooks: 10%
- Online librarian question service: 6%
- RSS feeds: 5%

Library vs Search Engine

Satisfaction with the Librarian and the Search Engine—by Total Respondents

Based on the most recent search you conducted through [search engine used most recently], how satisfied were you in each of the following areas?
Base: Respondents who have used a search engine.

Based on your most recent experience seeking assistance from a librarian for help with a search or locating information, how satisfied were you in each of the following areas?
Base: Respondents who have used a librarian.

New Role for the user

- Focus on the user not technology
- Strategy based on user-created content
- Trust user to add value to content and harness collective intelligence.
- Librarian is no longer a gatekeeper (mediator, interpreter, guide)
- User is active participant in read/write web. User is co-creator/collaborator.
- Users expect a positive experience (e.g. Netflix, Amazon ...) and anticipate the same in a library environment.
- Involve users both implicitly and explicitly in adding value to your application/content
- Increased flow of information and ideas from the user back to the library.
- New, non-traditional service model where service is bi-directional.
Crowdsourcing -- Putting the Wisdom of the Crowds to Work

• **Crowdsourcing: Why the Power of the Crowd Is Driving The Future of Business** by Jeff Howe

• **Amazon Mechanical Turk**: enables computer programs to coordinate the use of human intelligence to perform tasks (Human Intelligence Tasks -- HITs) which computers are unable to do.

On September 7, 2007, Google Inc. helped the search for [Steve Fossett] through its connections to contractors that provide satellite imagery for its Google Earth software. Richard Branson, Fossett's British billionaire friend, said he and others were coordinating efforts with Google to see if any of the high-resolution pictures might include Fossett's aircraft.

On September 8, 2007, the first of a series of new high resolution imagery from DigitalGlobe was made available via the Amazon Mechanical Turk beta website so that users could flag potential areas of interest for searching, in what is known as crowdsourcing. By 11 September 2007, up to 50,000 people had joined the effort scrutinizing more than 300,000 squares of the high resolution imagery. The volunteers inspected each 278-foot-square area and flagged any that they believe contained something worthy of follow up. Squares flagged by several people were given greater scrutiny. Peter Cohen of Amazon believed that the entire search area had been covered at least once by 11 September 2007. Amazon's search effort was shut down the week of 29 October 2007 without any concrete success leaving many participants with mixed feelings. [Wikipedia]
Library 2.0 Challenges

• Embrace change
• Be more flexible
• Take risks
• Opportunity for library staff to experiment and learn.
• Give users opportunities to participate and contribute
• Go to where our users are, rather than expect them to come to the library.
No Library is an Island!

• ‘No library can afford to be an information island in the modern world. Resource sharing can extend beyond the exchange of books to the exchange of software. Just as sharing books enables many people to benefit from the same knowledge, sharing services enables many libraries to gain capabilities that otherwise would be out of reach. By consuming services and perhaps even developing your own, ideally all within the context of a larger library service–oriented architecture, libraries will be able collectively to provide their patrons with the rich web experiences they have come to expect.’
  Richard Ackerman in American Libraries.

• We should liberate the data and functionality of a library system so that it is easily consumed by non-library systems.

• Users are responsible for giving a service value. If a service is not useful, it is not Library 2.0, it is a product/ technology that under-utilized or irrelevant.
Changing the System

• ‘The old World Wide Web was based on the “Web 1.0” paradigm of Web sites, email, search engines, and surfing. Web 2.0 is about the more human aspects of interactivity. It’s about conversations, interpersonal networking, personalization, and individualism.’

• ‘Web 2.0 is probably the series title of the most important conversation of our age and one whose impacts will likely be truly transformational on a global scale.’

• ‘It is essential that we start preparing to become librarian 2.0 now. The Web 2.0 movement is laying the groundwork for exponential business growth and another major shift in the way our users live, work and play. We have the ability, insight, and knowledge to influence the creation of this new dynamic—and guarantee the future of our profession.’

Stephen Abram, SirsiDynix Innovation Vice President
The Next Library Expresso Machine!

University of South Florida students hang out at a campus library that serves Starbucks coffee.
Dance or Pay a Fee

• Shifted Librarian
Web Evolution

Web 1.0
Producer → Document → Consumer

Web 2.0
C/P ↔ C/P
C/P = Consumer/Producer

The Semantic Web
C/P ↔ C/P
C/P ↔ C/P
C/P ↔ C/P
C/P ↔ C/P
What? Web 3.0?

‘Web 1.0 is like buying a can of Campbell's
Web 2.0 is like making homemade soup and inviting your soup-loving friends over
The semantic web is like having a dinner party, knowing that Tom is allergic to gluten, Sally is away till next Thursday and Bob is vegetarian.’

• Coined to refer to “Semantic Web”
• More intelligent web. It can reason and make new conclusions.
• Machine to Machine.
• Organize world’s information
• Twine
• Adaptiveblue
Library 2.0 Manifesto

- I will recognize that the universe of information culture is changing fast and that libraries need to respond positively to these changes to provide resources and services that users need and want.
- I will educate myself about the information culture of my users and look for ways to incorporate what I learn into library services.
- I will not be defensive about my library, but will look clearly at its situation and make an honest assessment about what can be accomplished.
- I will become an active participant in moving my library forward.
- I will recognize that libraries change slowly, and will work with my colleagues to expedite our responsiveness to change.
- I will be courageous about proposing new services and new ways of providing services, even though some of my colleagues will be resistant.
- I will enjoy the excitement and fun of positive change and will convey this to colleagues and users.
- I will let go of previous practices if there is a better way to do things now, even if these practices once seemed so great.
- I will take an experimental approach to change and be willing to make mistakes.
- I will not wait until something is perfect before I release it, and I'll modify it based on user feedback.
- I will not fear Google or related services, but rather will take advantage of these services to benefit users while also providing excellent library services that users need.
- I will avoid requiring users to see things in librarians' terms but rather will shape services to reflect users' preferences and expectations.
- I will be willing to go where users are, both online and in physical spaces, to practice my profession.
- I will create open websites that allow users to join with librarians to contribute content in order to enhance their learning experience and provide assistance to their peers.
- I will lobby for an open catalog that provides personalized, interactive features that users expect in online information environments.
- I will encourage my library's administration to blog.
- I will validate, through my actions, librarians' vital and relevant professional role in any type of information culture that evolves.
A Librarian’s 2.0 Manifesto

- I will recognize that the universe of information culture is changing fast and that libraries need to respond positively to these changes to provide resources and services that users need and want.
- I will educate myself about the information culture of my users and look for ways to incorporate what I learn into library services.
- I will not be defensive about my library, but will look clearly at its situation and make an honest assessment about what can be accomplished.
- I will become an active participant in moving my library forward.
- I will recognize that libraries change slowly, and will work with my colleagues to expedite our responsiveness to change.
- I will be courageous about proposing new services and new ways of providing services; even though some of my colleagues will be resistant.
- I will enjoy the excitement and fun of positive change and will convey this to colleagues and users.
- I will let go of previous practices if there is a better way to do things now, even if these practices once seemed to work.
- I will take an experimental approach to change and be willing to make mistakes.
- I will not wait until something is perfect before I release it, and I’ll modify it based on user feedback.
- I will not fear Google or related services, but rather will take advantage of these services to benefit users while also providing excellent library services that users need.
- I will avoid requiring users to see things in librarians’ terms but rather will shape services to reflect users’ preferences and expectations.
- I will be willing to go where users are, both online and in physical spaces, to practice my profession.
- I will create open websites that allow users to join with librarians to contribute content in order to enhance their learning experience and provide assistance to their peers.
- I will lobby for an open catalog that provides personalized, interactive features that users expect in online information environments.
- I will encourage my library’s administration to blog.
- I will validate, through my actions, librarians’ vital and relevant professional role in any type of information culture that evolves.

Laura B Cohen. American Libraries; Aug 2007; 38, 7
Infotopia

• The Internet will not bring us a universal library, much less an encyclopedic record of human experience.

• The supposed universal library, then, will be not a seamless mass of books, easily linked and studied together, but a patchwork of interfaces and databases… The real challenge now is how to chart the tectonic plates of information that are crashing into one another and then to learn to navigate the new landscapes they are creating. … Neither Google nor anyone else will fuse the proprietary databases of early books and the local systems created by individual archives into one accessible store of information. Though the distant past will be more available, in a technical sense, than ever before, once it is captured and preserved as a vast, disjointed mosaic it may recede ever more rapidly from our collective attention.

Anthony Grafton, Princeton History Professor
Where do we go from here?

- What are we doing to connect with and reach our users?
- How are they finding information?
- How can we tap into their collective intelligence and get them to participate and share their knowledge?
- Does the OPAC/website serve the library or the end-users or both? Whose life is easier?
- Does the website promote the physical library as much as the library promotes the site?
- What shall we attempt to highlight our services/collections?
- Are standards an ultimate means to an end or just a process?
- Should we continue running our libraries the same way as before or re-examine our current practices?
- Are we targeting users with devices such as PDAs, iPODs, smart phones, etc?
- What are we doing to stay aware of emerging technologies and opportunities? Can we afford to ignore this new technology?
What Can I do?

- Public Library of Charlotte and Mecklenburg County’s Public Learning 2.0 Project

- 43 Things I might want to do this year
  
  Information Outlook, Feb 2006, by Steve Abram