Library 2.0
Library Services & Web 2.0

Donna Bourne-Tyson
University Librarian

October 16, 2007

Overview

- **Web 2.0 and Library 2.0**
- **The demographics**
- **Library 2.0 tools**
- **Next**

Thanks & attributions to OCLC, Stephen Abram, Marshall Keys, Terri Manning, Bobbie Everett, Cheryl Roberts & Denyse Rodrigues

Web 2.0 & Library 2.0

"Back in the 1980's," there were:

- No cell phones, no "texting"
- No answering machines
- No MP3s, no file sharing software
- No JPEGs, no digital cameras
- No World Wide Web

"My so-called Blog", Emily Nussbaum, *NYT Magazine* Jan 11, 2004

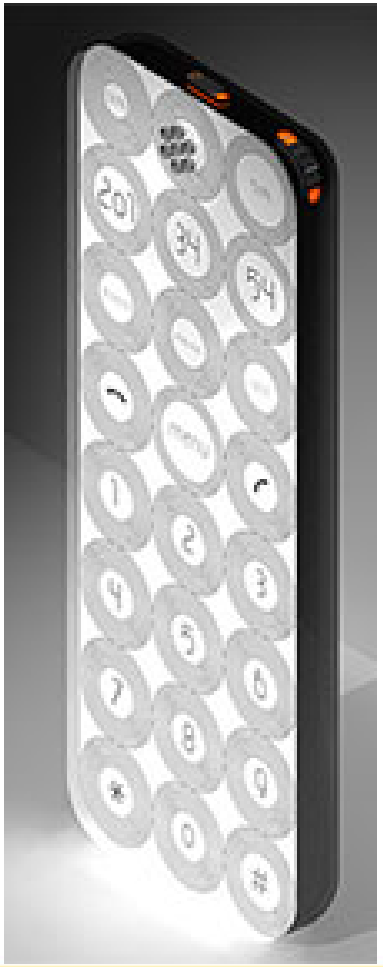
Web 2.0

- Old media losing to new media:
  - Broadcast radio vs Satellite & Internet radio
  - Newspapers vs Google News, Craigslist, etc.
- Individual-driven content rising:
  - Personal web pages
  - Blogs (a new one each second!)
  - Digital images/video (flickr, Picasa, YouTube)
  - Bookmarks, etc. (e.g., del.icio.us, furl, digg, technorati)
- Infotainment increasingly social & peer-to-peer:
  - Community authorship, open content (Wikipedia)
  - Myspace, Facebook, etc. personal presence services

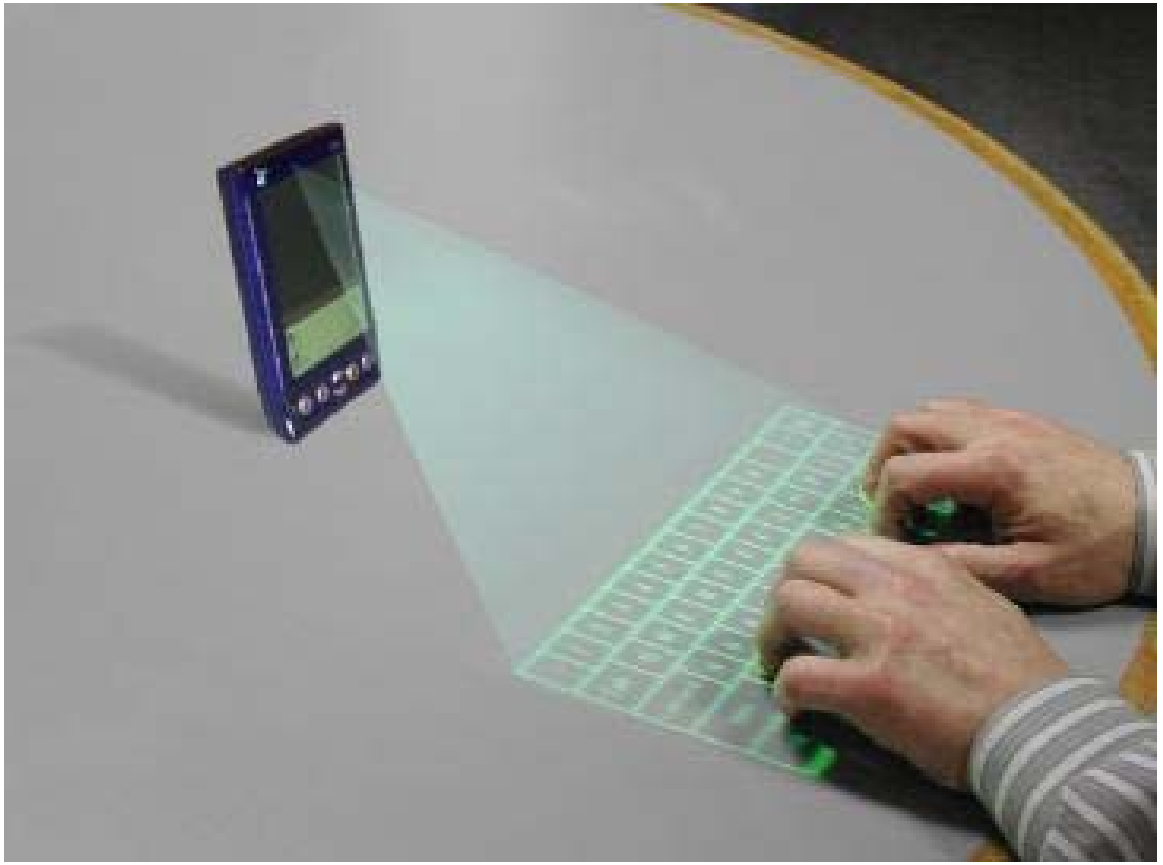
Born Digital or Getting There

- Google Print Library project
- Open Content Alliance / Million Books project
- Project Gutenberg (over 17,000 digital books)
- others.. (archives, museums, university press backfiles, institutional repositories, etc.)

Nano Phone, Cardphones ...



Personal Phones



http://www.snopes.com/photos/advertisements/pcpen.asp

Human RFID Tagging Illegal

- California Senate Bill 362, which would prohibit any person from forcing any other person to undergo an implant in their body of a radio frequency identification (RFID) device, passed the Senate Floor on a 28-9 vote Thursday.

http://www.govtech.com/gt/articles/139441?utm_source=newsletter&utm_medium=email&utm_campaign=GTSN_2007_9_11

Final Chapter in the Life of the Book

- "Bill Gates expects in the very near future that Microsoft will be able to give all undergraduates a $400 hand-held device that will contain all the text books they need for their course."

- "We are, it seems, about to lose physical contact with books, the primary experience and foundation of civilization for the last 500 years."

Bryan Appleyard. *Sunday Times (UK)*, January 21, 2007 http://www.timesonline.co.uk/article/0,,2092-2557653,00.html

JAEGER
CHANGED PRIORITIES AHEAD
RED ROUTE
No stopping at any time

The Networked Book

- It is the new agora/plaza/forum where authors, publishers, and readers congregate to ponder, discuss, joke, enjoy, and refer.

- With the advent of blogging; the advent of Google, Amazon, and soon Microsoft book searches; and an audience of Web 2.0 collaborators, the book is becoming searchable, linkable, multimedia-able, comment-able, annotate-able, preview-able, aggregate-able, correlate-able, syndicate-able, feed-able, e-mail-able, Flickr-able, deli.cio.us-able, digg-able — in fact, divisible and mutable.

Paula Bernstein, "The Book as Place: The "Networked Book" Becomes the New "In" Destination", *Information Technology Today,* Vol. 14 No. 10 — Nov./Dec. 2006

Google

Library 2.0

- *"Library 2.0 simply means making your library's space (virtual and physical) more interactive, collaborative, and driven by community needs. Examples of where to start include blogs, gaming nights for teens, and collaborative photo sites. . . . make the library a destination and not an afterthought."* . . . Sarah Houghton

11 reasons why Library 2.0 exists and matters

http://www.blyberg.net/2006/01/09/11-reasons-why-library-20-exists-and-matters/

The Demographics

The Millennials

- The Millennials are almost as large as the baby boom (approximately 81M).
- The Millennials are the children born between 1982 and 2002 (peaked in 1990).

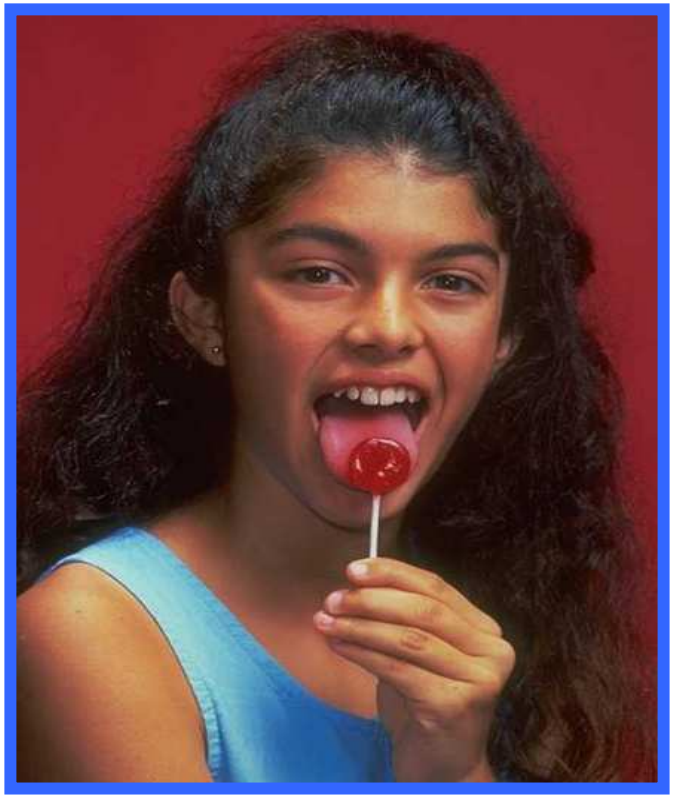
Terri Manning, Bobbie Everett, Cheryl Roberts The Millennial Generation: The Next Generation in College Enrollment, CPCC 2006, http//www.cpcc.edu/planning

The Millennial Profile

"The Millennials are spoiled rotten brats whose parents have given them everything."

"This generation is extremely talented and will bring technology and teamwork skills to the workforce."

Terri Manning, Bobbie Everett, Cheryl Roberts The Millennial Generation: The Next Generation in College Enrollment, CPCC 2006, http//www.cpcc.edu/planning



Major Influencing Factors

1. Their parents
2. The self-esteem movement
3. The customer service movement
4. Gaming and technology
5. Casual communication

Millennial Expectations

- Expect access (24/7)
- Expect things to work like they are supposed to; if they don't "that is your problem"
- They want what they have paid for
- Everything comes with a toll-free number or web address

Terri Manning, Bobbie Everett, Cheryl Roberts The Millennial Generation: The Next Generation in College Enrollment, CPCC 2006, http//www.cpcc.edu/planning

The Impact of Gaming. . .

In role playing games, the game endings changed based on the decisions children made impacting locus of control.

- Complex set of decision-making skills.
- Teaches them to take multiple pieces of data and make decisions quickly.
- Their learning style closely resembles Nintendo, a trial and error approach to solving problems.

Terri Manning, Bobbie Everett, Cheryl Roberts The Millennial Generation: The Next Generation in College Enrollment, CPCC 2006, http//www.cpcc.edu/planning

By the end of high school

- It is estimated that the average child will have:
  - Spent 10,000 hours playing video games
  - Sent 200,000 emails
  - Spent 20,000 hours watching TV
  - Spent 10,000 hours on their cell phone
  - *Spent under 5,000 hours reading*

Mark Prensky, Use their Tools, Speak their Language! 2004
http://www.marcprensky.com/writing/Prensky-Use_Their_Tools_Speak_Their_Language.pdf
accessed 07/09/2007

Will We Still Read?

- *"Literacy experts and educators say they are stunned by the results of a recent adult literacy assessment, which shows that the reading proficiency of college graduates has declined in the past decade, with no obvious explanation."*

- *"'It's appalling -- it's really astounding,' said Michael Gorman, president of the American Library Association and a librarian at California State University at Fresno. 'Only 31 percent of college graduates can read a complex book and extrapolate from it. That's not saying much for the remainder.'"*

--The Washington Post, December 25, 2005

IT Literacy Also at Risk

- Preliminary findings from Educational Testing Service (the SAT people) on “Information and Communication Technology” literacy assessment, based on tests of over 6,000 college students

- Measure students’ “ability to use digital technology, communication tools, and networks appropriately to solve information problems in order to function in an information society.”

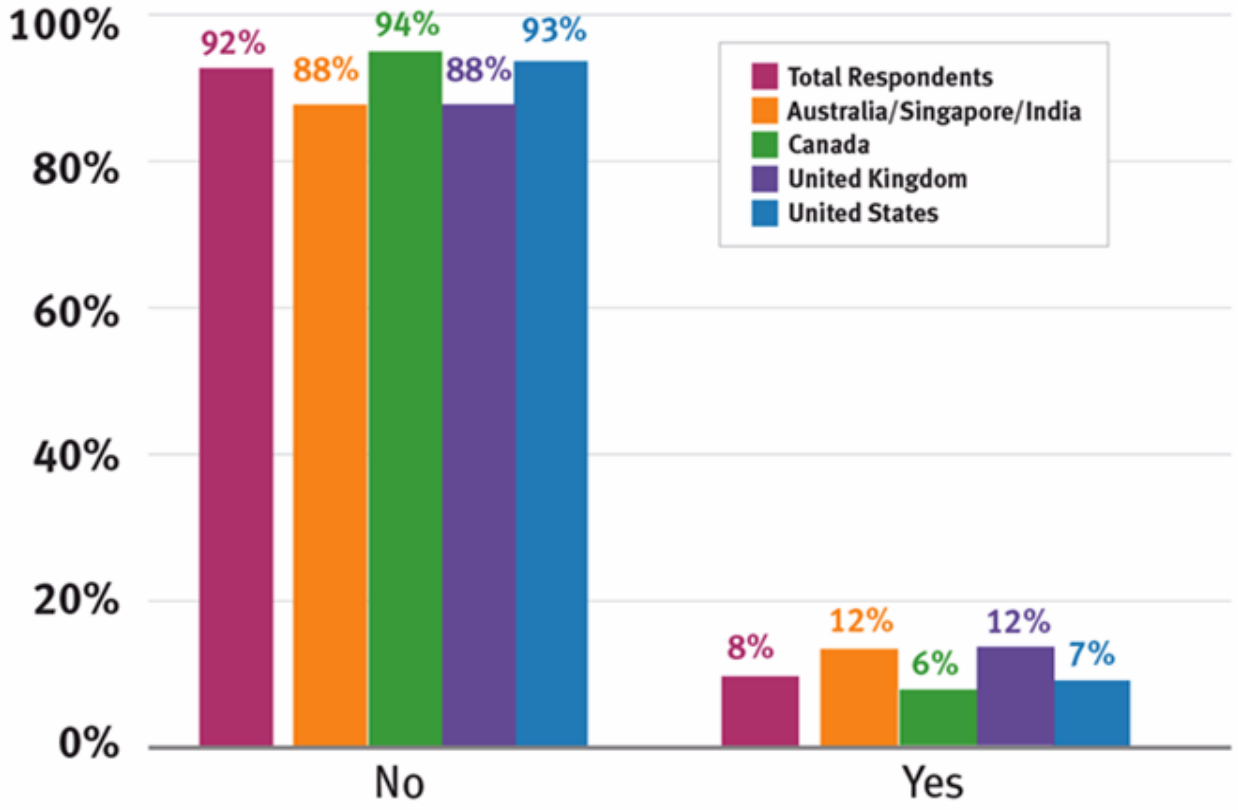
IT Skills Survey Results

- Students were asked to evaluate faux websites based on objectivity, authority, and timeliness (only 49% could pick the one site that met all those criteria)

- Asked to narrow an overly broad search (which only 35% could do), and select a research statement for a class assignment (only 44% picked the one that captured the demands of the assignment).

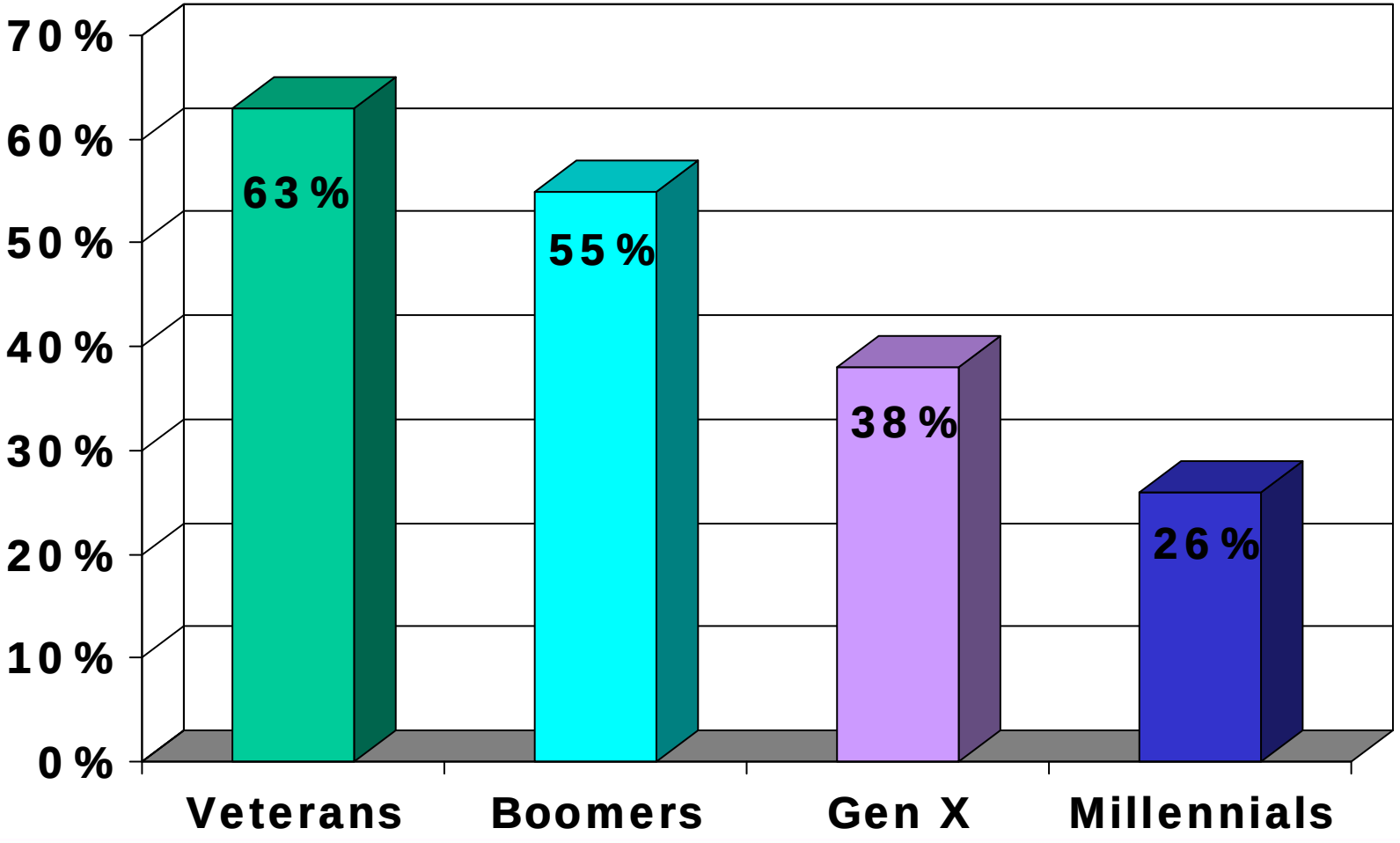
Free vs. Fee

Would you trust an electronic information source more if you have to pay for the information compared to a free source?



Q755

Satisfaction with Online Courses



Moving to an Oral Culture?

- Futurist William Crossman says that by 2020 “reading, writing and text will be replaced by listening, speaking and graphics”.

The Arrival of Talking Computers and the End of Literacy—A 20-year Forecast. TNTY Futures. http://www.tnty.com/newsletter/futures/archive/v01-05lifestyle.html

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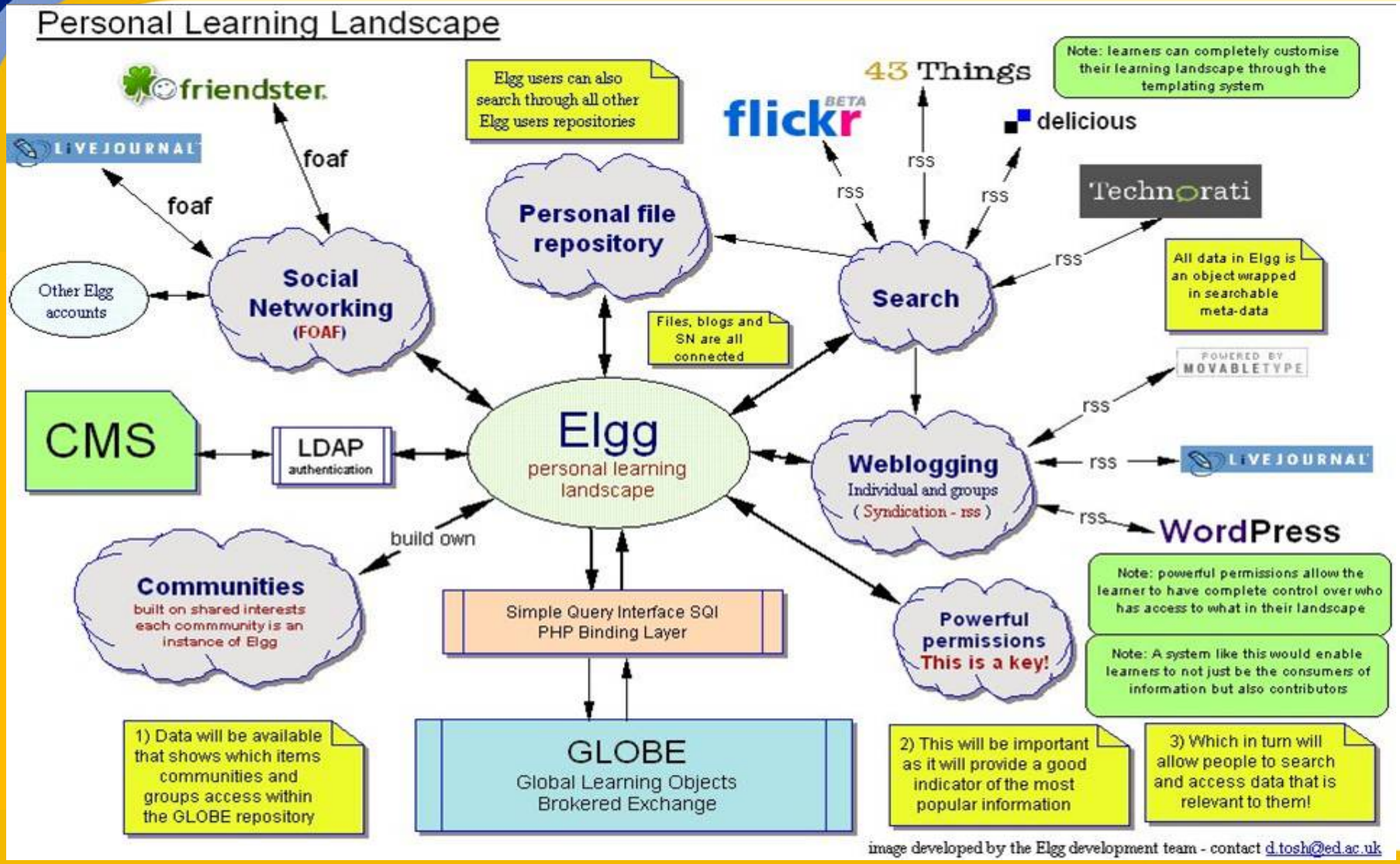
The Silver Surfers

- “Facebook with wrinkles” . . .Eons, Rezoom, Multiply, Maya's Mom, Boomj and Boomertown
- “78 million boomers - roughly three times more than there are teenagers and 20-somethings - and most of them are Internet users who learned computer skills in the workplace. Indeed, the number of Internet users who are older than 55 is roughly the same as those who are aged 18 to 34, according to Nielsen/NetRatings”

Matt Richtel ***International Herald Tribune*** **September 6, 2007 accessed: 20/09/2007**


Personal Learning Landscape
friendster
LIVEJOURNAL
foaf
foaf
foaf
Other Elgg accounts
Social Networking
(FOAF)
Elgg users can also search through all other Elgg users repositories
Personal file repository
Files, blogs and SN are all connected
43 Things
flickr BETA
delicious
rss
rss
rss
Technorati
rss
Search
Note: learners can completely customise their learning landscape through the templating system
All data in Elgg is an object wrapped in searchable meta-data
POWERED BY MOVABLETYPE
rss
rss
LIVEJOURNAL
rss
WordPress
Weblogging
Individual and groups
(Syndication - rss)
CMS
LDAP
authentication
Elgg
personal learning landscape
build own
Communities
built on shared interests each commmunity is an instance of Elgg
Simple Query Interface SQI
PHP Binding Layer
Powerful permissions
This is a key!
Note: powerful permissions allow the learner to have complete control over who has access to what in their landscape
Note: A system like this would enable learners to not just be the consumers of information but also contributors
1) Data will be available that shows which items communities and groups access within the GLOBE repository
GLOBE
Global Learning Objects
Brokered Exchange
2) This will be important as it will provide a good indicator of the most popular information
3) Which in turn will allow people to search and access data that is relevant to them!
image developed by the Elgg development team - contact d.tosh@ed.ac.uk

Library 2.0 Tools

A Librarian's 2.0 Manifesto

- Always in beta
- Ready, fire, aim
- Go where the users are
- Create open systems

Library 2.0 : An Academic's Perspective. Posted by Laura Cohen on November 8, 2006 01:01 PM
http://liblogs.albany.edu/library20/2006/11/a_librarians_20_manifesto.html

Changing the Focus

- Not afraid to try something and fail
- *"taming the culture of perfect can be done with a different mindset, one that involves play and experience."*

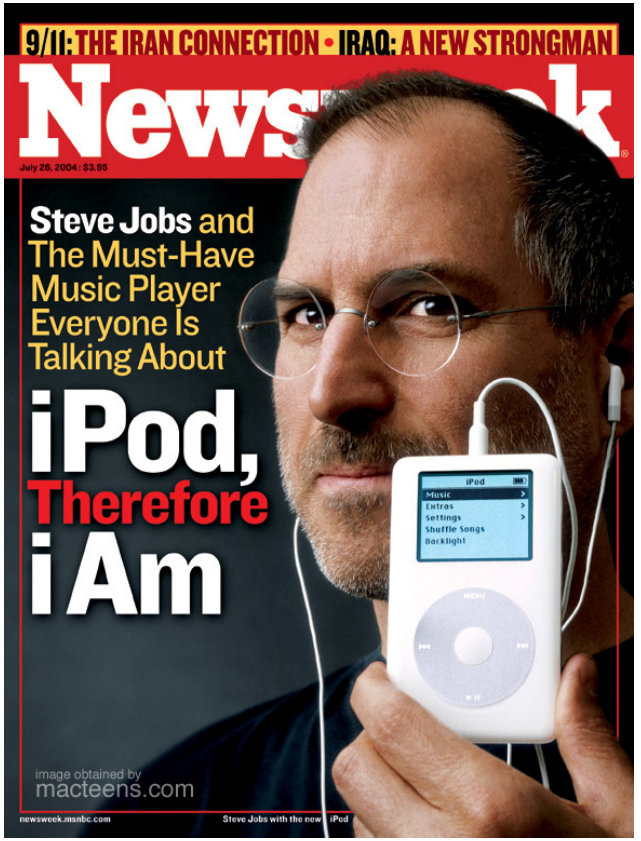
"Turning "No" into "Yes", Michael Casey & Michael Stephens. *Library Journal*, 5/1/2007 http://www.libraryjournal.com/article/CA6435552.html

Some Library 2.0 Tools

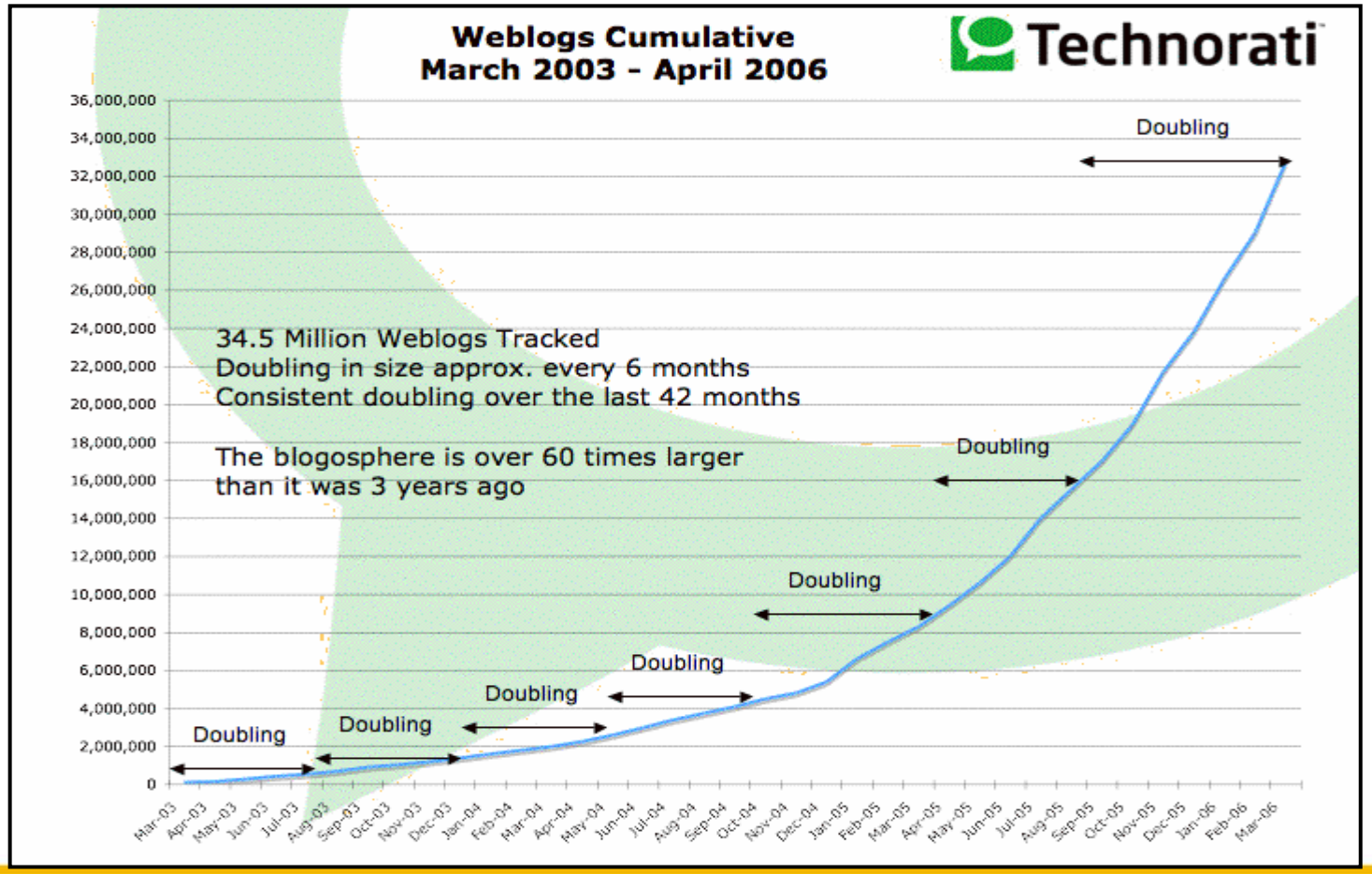
- Wikis
- Blogs
- Podcasts
- Social networking sites

Podcasting

One in five people owns an MP3 player (June 2006)



Blog Trends



Source: David Sifry

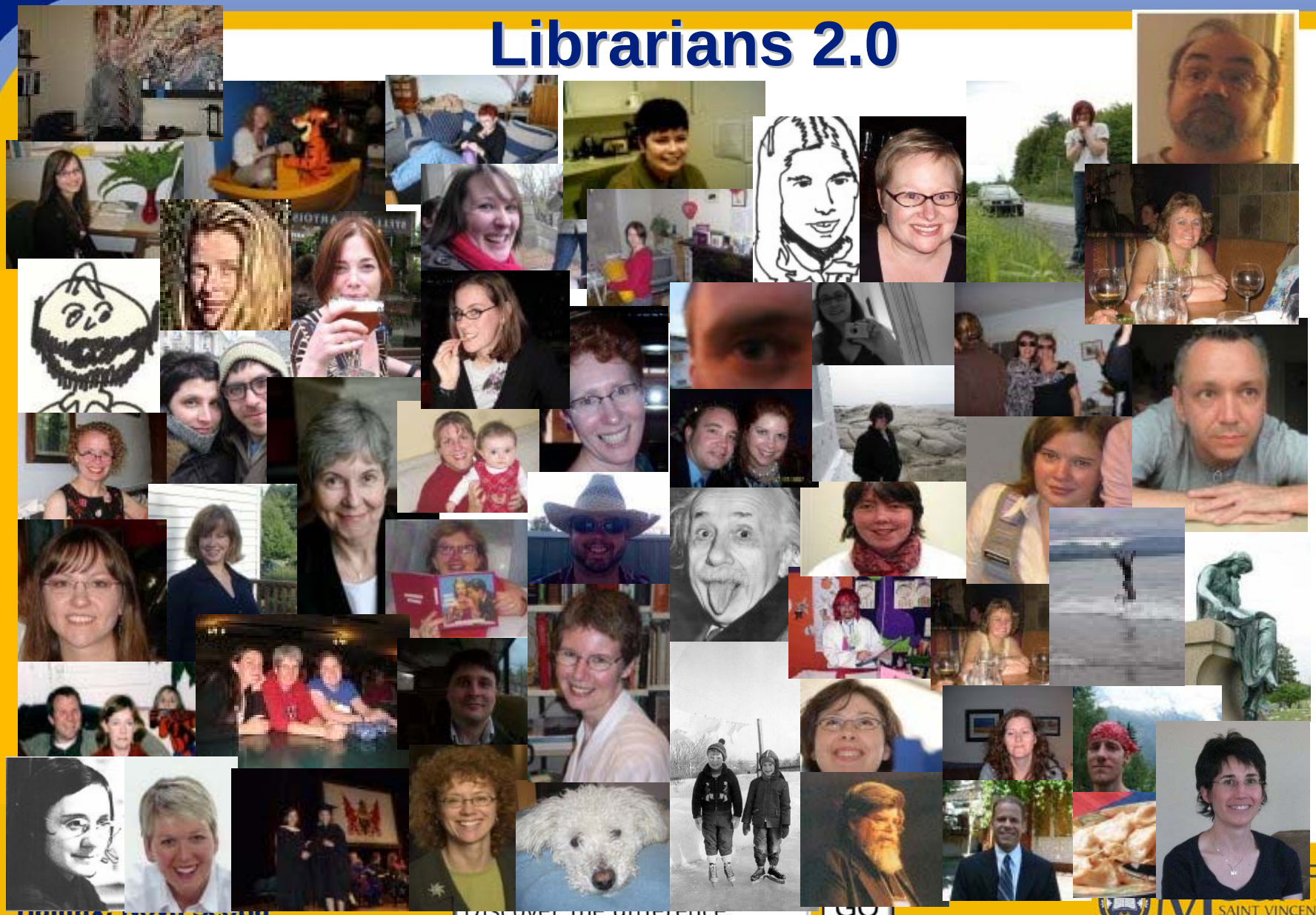
Discover the difference.
GO

And then there's . . .

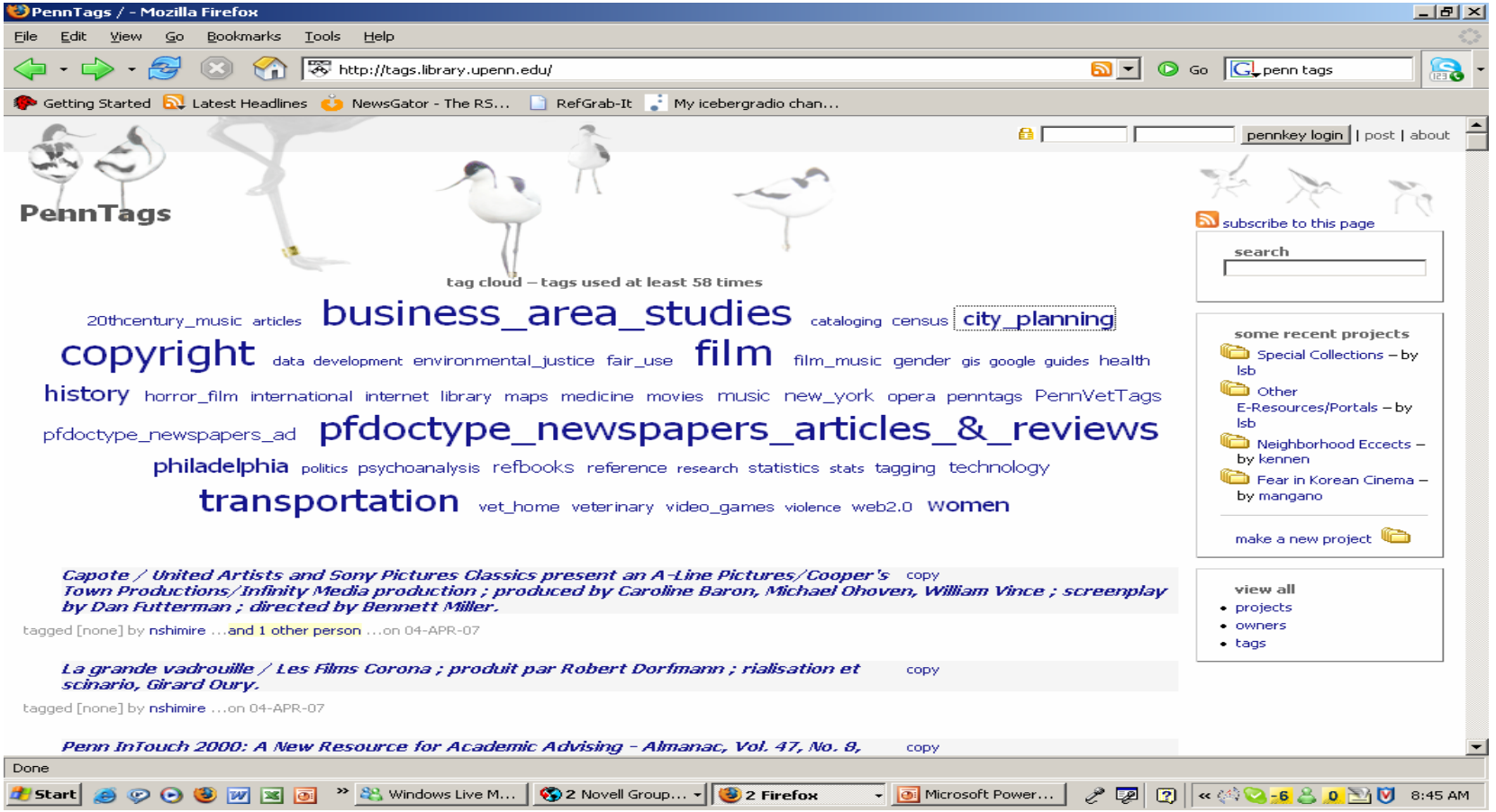
- Wikipedia, Citizendium (created by Wikipedia founder Larry Sanger) and Scholarpedia (peer-reviewed and focusing on neuroscience and computational intelligence)

- Google Docs (online collaborative word processing), Yahoo's new Mash, Linked-In, Quechup, Twitter, Amazon's Kindle, fanfic / slash sites, and, and, and . . . .

Librarians 2.0



The Open Library



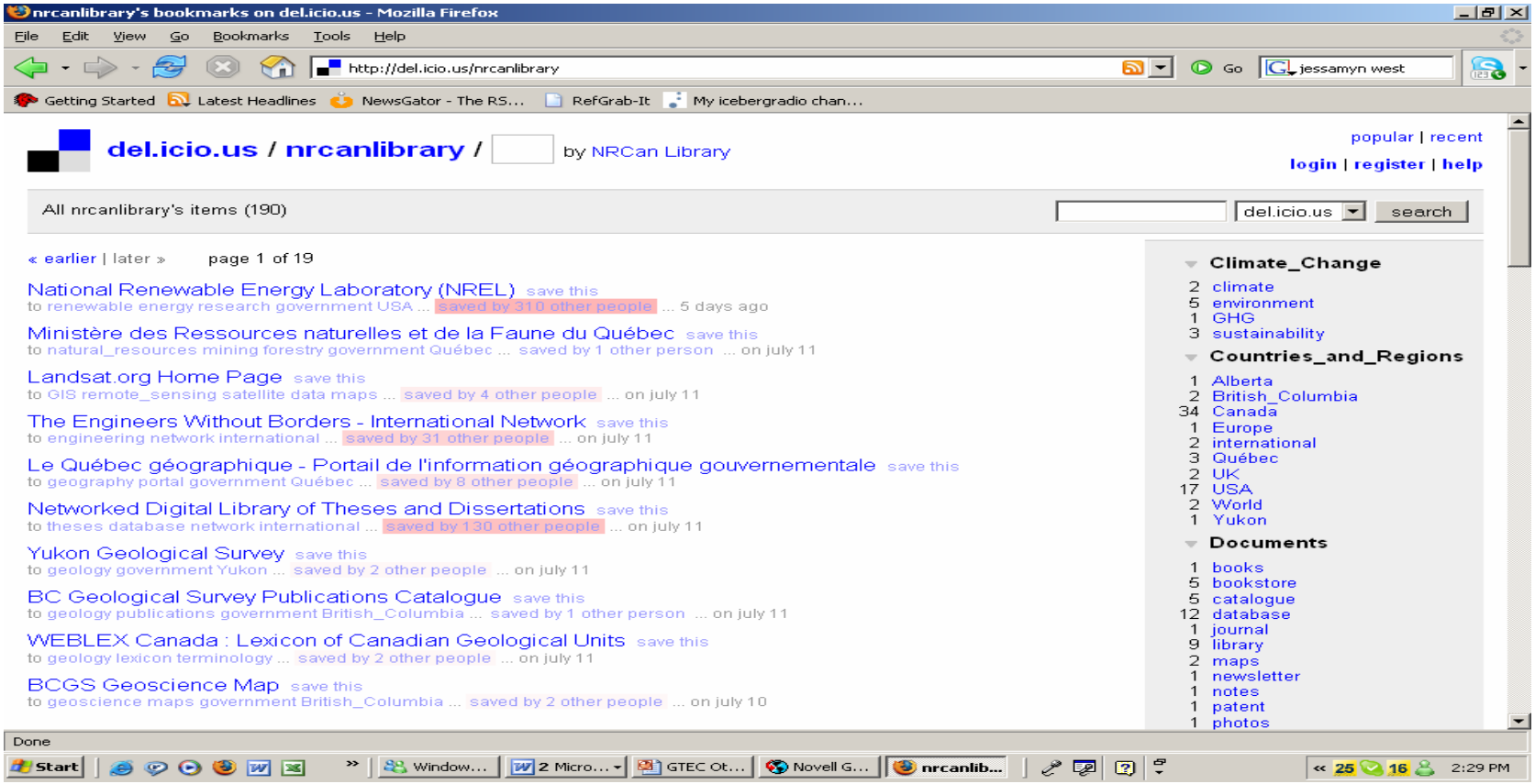
Tagging & the Tried & True

- Despite the popularity of folksonomies, "the state of the art in tagging seems firmly wedged in 2003:"

- *“Tagging in 2007 seems to have advanced no further than a means by which one or more users of a site (or application) can group content around a loose framework of concepts. If you are lucky those concepts may express relationships but often they do not.”*

Matt Mower http://matt.blogs.it/entries/00002618.html accessed 23/08/2007 15:21

National Resources Canada on del.icio.us

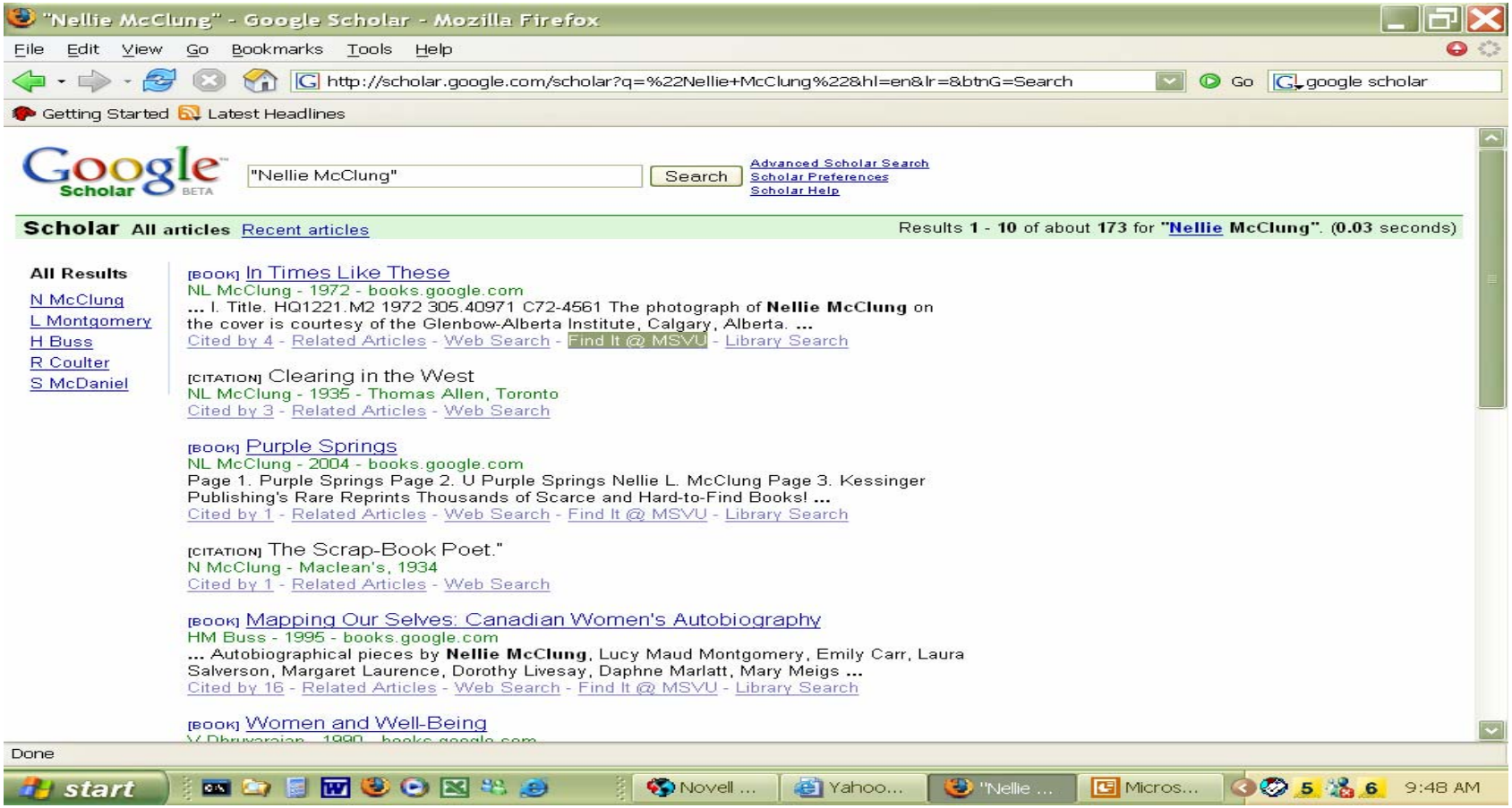


Organization of Information

- Before: Library of Congress subject headings, a controlled vocabulary thesaurus and print materials that were immutable.

- Now: user-generated metadata or tags, tag clouds, folksonomies and data that always changes. Room for both!

Find It @ MSVU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All Results
N McClung
L Montgomery
H Buss
R Coulter
S McDaniel
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NL McClung - 1972 - books.google.com
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HM Buss - 1995 - books.google.com
... Autobiographical pieces by Nellie McClung, Lucy Maud Montgomery, Emily Carr, Laura Salverson, Margaret Laurence, Dorothy Livesay, Daphne Marlatt, Mary Meigs ...
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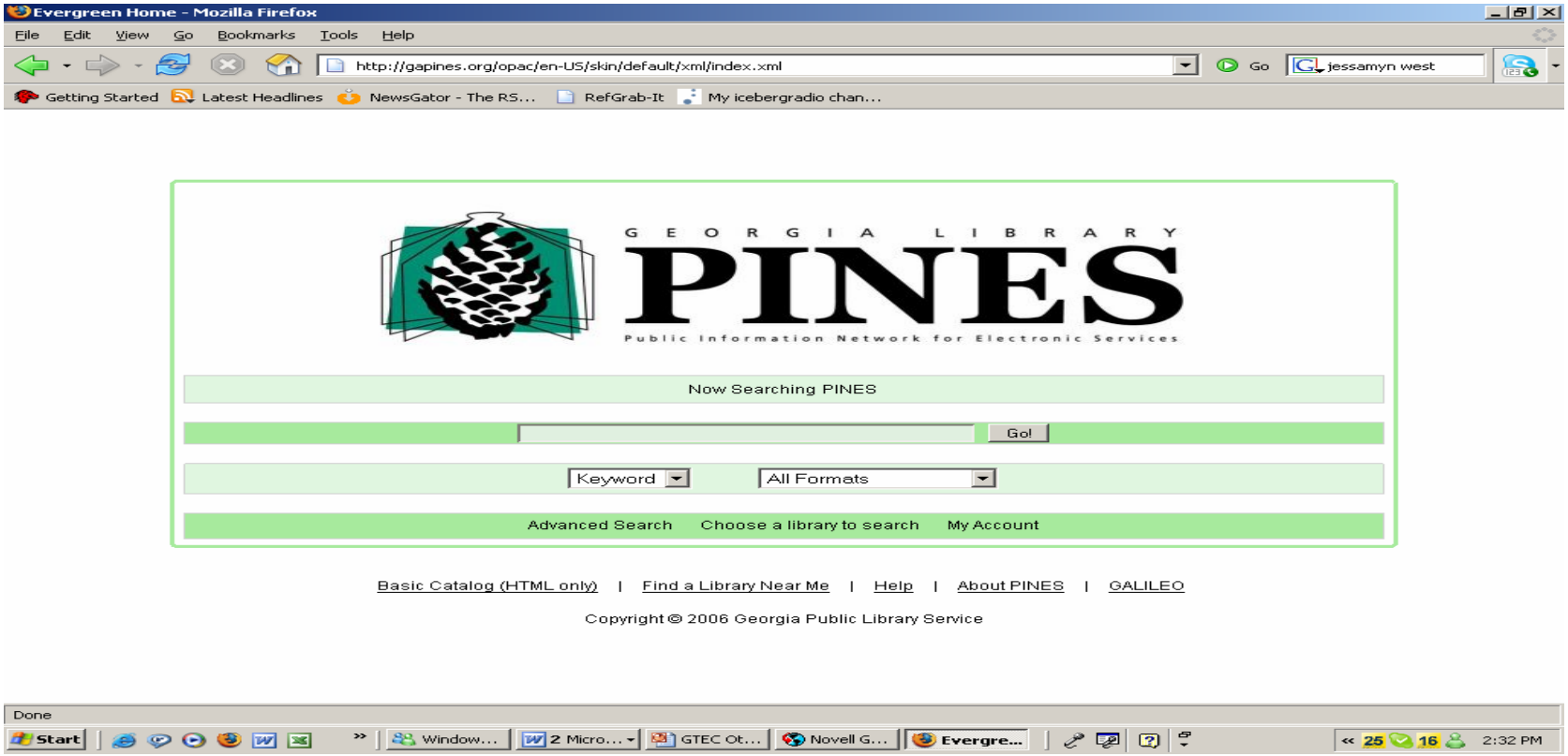
Open Source ILS



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Google myspace Search PageRank 847 blocked Check AutoLink AutoFill Options myspace

Help | SignUp

myspace.com
a place for friends

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Check Out What's Playing Now

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- Top Videos

» Browse Videos

MYSPACE MUSIC VIDEOS

MySpace Music [more music]

Assassins
Rock / Electro
Chicago, IL

Chicago's Assassins kill it on the dance floor with their delicious male-female vox laid over Joy Division-style beats, trip hop sounds and indie rock guitars. Press play and you'll be dancing, too.
» Listen Now

MySpace Specials

MYSPACE FILM Screenings | Forums | Top Filmmakers

Member Login

E-Mail:
Password:
Remember Me
LOGIN SIGN UP!
Forgot your password?

Cool New People

Jesse Tommy Johanna

Videos [more videos]

Microsoft PowerPoint - [ASIDIC]
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Not the BoozeMail App

Facebook | MSVU Library - Mozilla Firefox

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http://msvu.facebook.com/group.php?gid=4779943148

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Facebook | MSVU Library | Writing, Research & Presentations | Premier Stelmach first to showcase cutting-...

facebook

Profile edit Friends Networks Inbox (1) home account privacy logout

Search

Applications edit

- Photos
- Events
- Marketplace
- Groups
- Mobile
- Video

more

MSVU Library

Global

Information

Group Info

Name: MSVU Library
Type: Student Groups - Academic Groups
Description: A group for the Mount Library friends. You can ask your questions, find out about upcoming events and share your thoughts.

Contact Info

Email: library@msvu.ca
Website: www.msvu.ca/library
Street: 166 Bedford Hwy
City: Halifax, Nova Scotia

View Discussion Board
Invite People to Join
Leave Group

Share +

Photos

Displaying 4 of 22 photos. Add Photos | See All

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

- Stanislav Orlov (creator)

Videos

No one has uploaded any videos. Add Videos.

Posted Items

Displaying 1 posted item. See All

Done

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LibGuides - Dalhousie University - Windows Internet Explorer

http://libguides.library.dal.ca/

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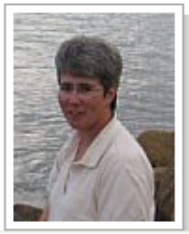

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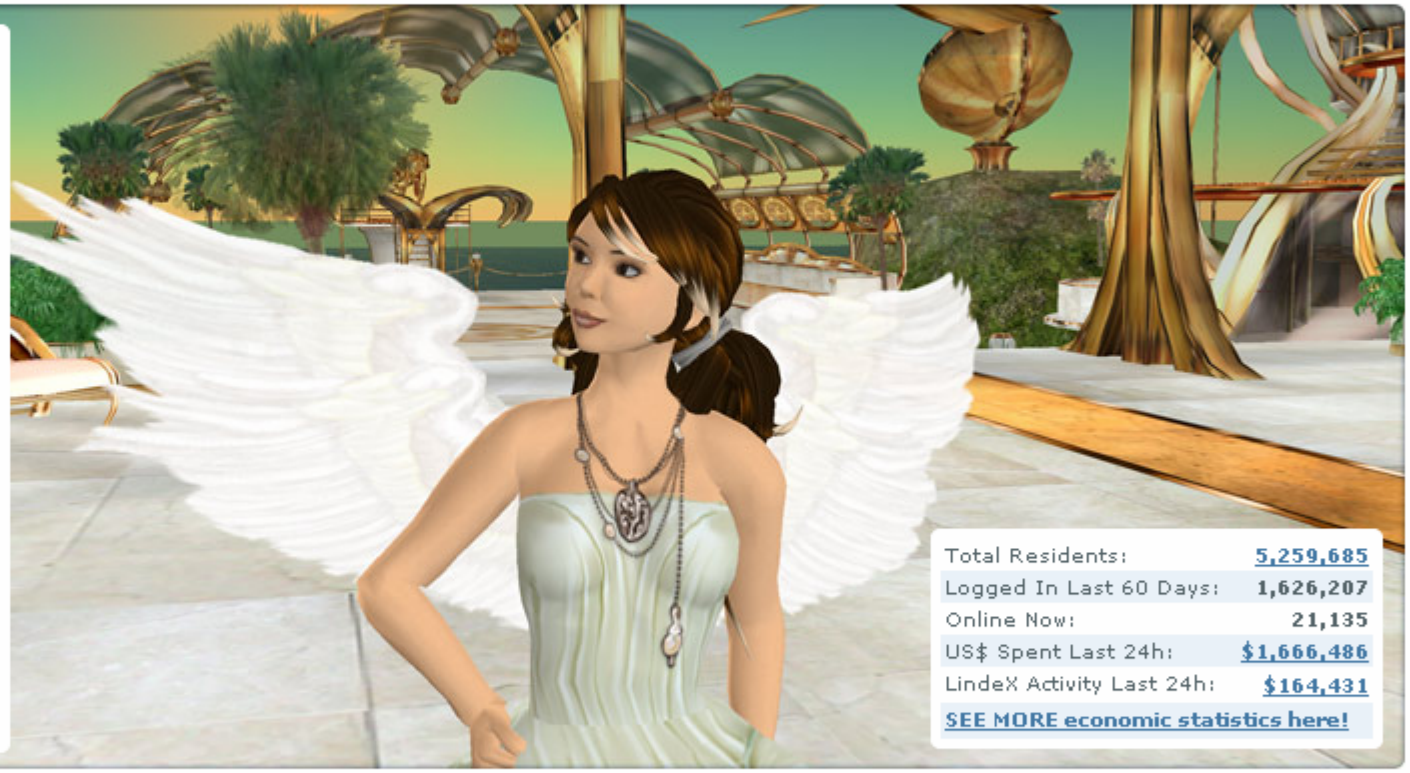
- OWN VIRTUAL LAND
- REFER FRIENDS

VIEW INTERACTIVE MAP

UNDER 18? CHECK OUT TEEN SECOND LIFE



Total Residents:	5,259,685
Logged In Last 60 Days:	1,626,207
Online Now:	21,135
US$ Spent Last 24h:	$1,666,486
LindeX Activity Last 24h:	$164,431

SEE MORE economic statistics here!

Headlines read more news...

USA Today
Faithful build a Second Life for religion ...

Washington Post
French Politics in 3D on Fantasy Web Site

Work at Linden Lab

Where else can you help create a

Second Life Videos

Check out resident-created Second

//secondlife.com/join/

A Learning Space

MSVU Library in SL

Second Life as a Lab

- Sherry Turkle, MIT professor of the social studies of science and technology recommends that therapists use SL as a tool for understanding their clients' innermost thoughts and desires.

- Eric Lofgren, an epidemiology grad student at UNC, Chapel Hill is unleashing a virtual epidemic in SL to better understand how disease spreads in real life.

Andrea L. Foster *The Wired Campus, Chronicle of Higher Education*, September 10, 2007

Next

Participatory Media

- Content more fulsome if structured and yet enriched by end-users
- Jessamyn West. . . what do we have to lose when social networking tools are free?
  http://otherlibrarian.wordpress.com/2007/01/19/my-top-ten-library-20-no-brainers-for-public-libraries/
- It's true that some of your Facebook friends are more like acquaintances

"Forget the Lipstick, This Pig Needs a Complete Makeover"

- McMaster University Library recently gave their OPAC (er, Pig) a complete makeover with the implementation of the Endeca Information Access Platform.

Speaker: Amanda Etches-Johnson **(User Experience Librarian, McMaster University)**

Library Catalogue - McMaster University - Windows Internet Explorer

http://libcat.mcmaster.ca/index.jsp?Ntx1=mode+matchallpartial&Ntt1=evidence+based+research&sid=1153998C9750&Ns

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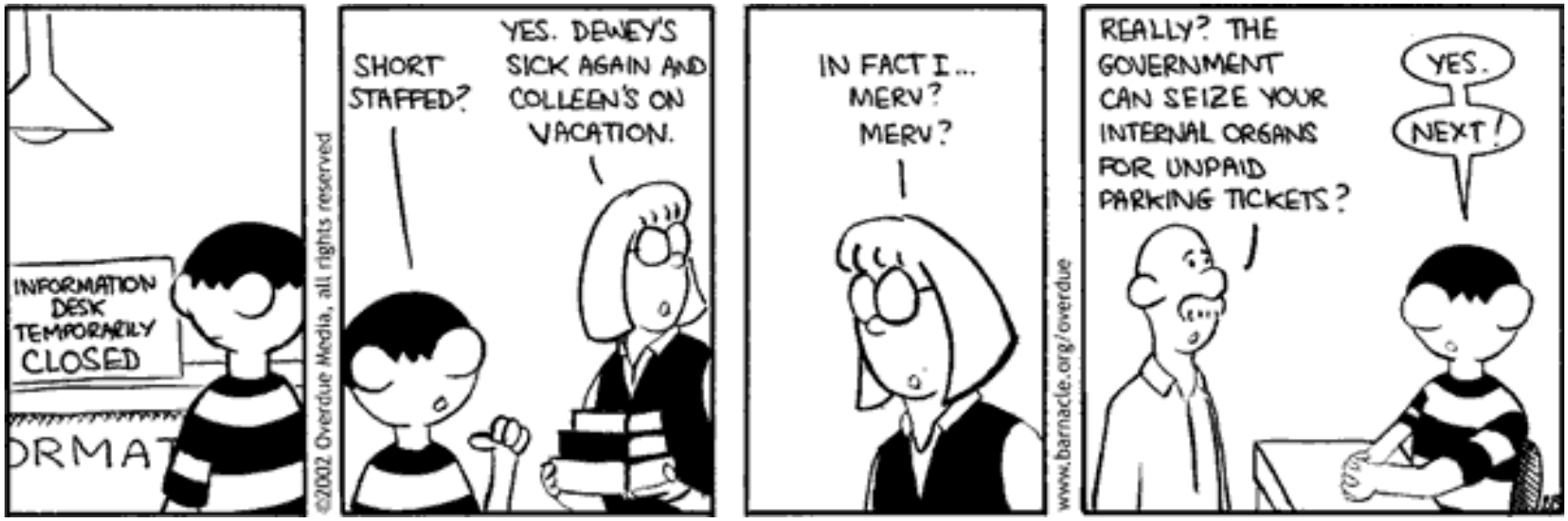
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