

Library 2.0

... But how did we get to this stage? Why do we have professional librarians who refuse to keep up with the professional and technological requirements? How did we reach a point where the patrons' needs were less important than the traditional way of doing things?
 —Tyler Rousseau¹

This chapter will look at resources related to what has become known as Library 2.0 practices and services: focused on technology, collaboration, social networking tools, data manipulation, personalization, and 3D information visualization, among others. Although related to reinventing the library OPAC, these resources look well beyond a database towards a new overall mindset and a profound change in the way that libraries reach users. Resources related to folksonomies and Google's mass digitization project are also included here.

Library 2.0 Resources

"Library 2.0: Service for the Next-Generation Library"

Michael E. Casey and Laura C. Savastinuk, *Library Journal*, Sept. 1, 2006

www.libraryjournal.com/article/CA6365200.html

This article from a year ago brought the concepts of Web 2.0 into the library arena, dubbing them Library 2.0. Explains "long tail," collaboration, social networking, tools, and services for today's users.

"Library 2.0 Theory: Web 2.0 and Its Implications for Libraries"

Jack M. Maness, *Webology* 3, no. 2 (June 2006)

www.webology.ir/2006/v3n2/a25.html

This insightful article brings together why libraries are on the fringes of the information marketplace and what they need to do to engage in Web 2.0 technologies such as tagging, blogs, mashups, streaming media, and wikis. The article discusses the four essential characteristics of Library 2.0: it is user-centered, multimedia, socially rich, and communally innovative.

"Library as Conversation: Facing the Challenge"

R. David Lankes, presentation, Informare a Distanza 2.0: Condividere e cooperare nel reference oggi, Florence, Italy, April 12, 2007

<http://quartz.syr.edu/rdlankes/Presentations/2007/Florence.pdf>

This presentation examines how reference services can and should be part of a participatory library. Includes slides on why the library catalog needs to be integrated with other services and tools, and illustrates some structural ideas for moving in that direction.

"Participatory Networks: The Library as Conversation"

R. David Lankes, Joanne Silverstein, and Scott Nicholson, produced for the ALA's Office for Information Technology Policy, Jan. 2007

<http://iis.syr.edu/projects/PNOpen>

This report, part of a project initiated by the Syracuse University School of Information Studies, explains core concepts for moving towards Library 2.0. It includes an excellent graphic on page 27 of what a participatory library system looks like. The Web site explores the creation of a participatory library testbed. Clicking on the link "Technology Brief" will provide access to both the full report and the executive summary.

*The Information Institute of Syracuse:
Weapons of Mass Instruction*

<http://iis.syr.edu>

“Ambient Findability: Libraries, Librarians, and the Internet of Things”

Peter Morville, presentation, ALCTS President’s Program, June 2007

<http://semanticstudios.com/alcts.pdf>

Given as part of the ALCTS 50th anniversary President’s program, this presentation is full of excellent graphics, slides, and comments on where libraries need to go in the future. The slide “The Elements of User Experience” by Jesse James Garrett is particularly insightful. Visually stimulating and focused on moving our information towards findability.

“A Typology of Information and Communication Technology Users”

John B. Horrigan, Pew Internet & American Life Project, May 7, 2007

www.pewinternet.org/pdfs/PIP_ICT_Typology.pdf

The report offers some interesting statistics related to Americans and their use of current technology. The summary of findings at the beginning of the report describes ten types of users, grouped into three categories: Elite Tech Users (31 percent of American adults), including Omnivores, Connectors, Lackluster Veterans, and Productivity Enablers; Middle-of-the-Road Tech Users (20 percent), including Mobile Centrics and Connected But Hassled; and Few Tech Assets (49 percent), including Inexperienced Experimenters, Light But Satisfied, Indifferents, and Off the Network. Useful information for libraries wanting to know and understand the technology backgrounds of most of the American public.

“Library Terms Evaluated in Usability Tests and Other Studies”

John Kupersmith, updated June 2, 2006

www.jkup.net/terms-studies.html

“Library Terms That Users Understand”

John Kupersmith, 2007

www.jkup.net/terms.html

and

“Terms Found on Usability-Tested Library Home Pages”

John Kupersmith, updated Oct. 22, 2006

www.jkup.net/terms-on-tested-pages.html

Related to Library 2.0 services, this Web site and related presentations provide access to numerous usability studies on how library users interact with library terms and nomenclature. When designing Web sites or services, library staff should consult these studies for guidance in making decisions related to user services.

“The Hybrid Library: From the Users’ Perspective”

Report for the DEFF [Denmark’s Electronic Research Library] Project “The Loaners’ Expectations and Demands for the Hybrid Library,” Feb. 2006; English translation, Sept. 2006

www.statsbiblioteket.dk/publ/fieldstudies.pdf

This study classified users into three groups: the drive-in user, the worker bee, and the library enthusiast. Each of these users and their behaviors are examined, and there is quite a bit of discussion of the library catalog of the future. Some possible enhancements include integrated abstracts and tables of contents, the ability see what others have borrowed, reviews on bibliographic records, and cataloged theses.

“The Hype vs. Reality vs. What People Value: Emerging Collaborative News Models and the Future of News”

Hsing Wei, master’s project, John F. Kennedy School of Government, Harvard University, Spring 2006

<http://citmedia.org/learn/surveys/collaborativenews.htm>

This study examines how collaborative news Web sites have emerged and how users interact with and use them. Some fascinating results include:

- Users find these services valuable.
- Users are ready for fuzzy credibility.
- There is a new definition of “expert.”
- Diversity is valued but also destabilizes the news.
- Users want involvement and engagement with news.

“Digital Libraries à la Carte: New Choices for the Future”

Conference sponsored by DEFF, Aug. 21–25, 2006

www.ticer.nl/06carte/program/index.htm

This Web site presents the program for the conference, which was divided into four topics, one for each full day, with a list of esteemed presenters and lecturers. All topics were related to Web 2.0 and Library 2.0 developments. See especially:

- “What Difference Does Your Library Make to Teaching and Learning? Approaches and Techniques for Measuring Impact” (Fri., Aug. 25, 16:00 hrs)
- “How Old Is Your Brain” related to 3D and gaming technologies, under “Libraries and Gaming” (Fri., Aug. 25, 14:00 hrs)
- “Social Software: Building Networks of Learners” (Fri., Aug. 25, 11:00 hrs)
- “Partner or Pariah?: Future Roles for Libraries in Learning and Teaching” (Fri., Aug. 25, 9:00 hrs)

- “Library 2.0: For the People, by the People?” (Wed., Aug. 23, 18:15 hrs)

The program page includes short descriptions and links to abstracts and PDF files.

“The Library as Search Engine”

Moderated by Scott Carlson, *Chronicle of Higher Education*, Jan. 5, 2007

<http://chronicle.com/weekly/v53/i18/18b02401.htm>

Interviews and discussion with Daniel Greenstein, Adam Smith, and Danielle Tiedt concerning the future of libraries.

“Does Print Still Matter? Brian Kenney on the Future of Content in a 2.0 World”

Michael Stephens, ALA TechSource blog, April 30, 2007

www.techsource.ala.org/blog/2007/04/does-print-still-matter-brian-kenney-on-the-future-of-content-in-a-20-world.html

This blog post describes the April 19, 2007, Lazerow Lecture at Dominican University by Brian Kenney, editor in chief of *Library Journal*. The lecture offered comments on libraries and their future. An interesting statement from the lecture quoted in the blog post:

Books are a problem because they're so heavy, they told him. You can't carry many of them around. You can't integrate the information among them. They don't link to each other, and worst of all, you can't integrate them into the rest of your work.

“Web 2.0: Where Will the Next Generation Web Take Libraries?”

Tom Storey, *NextSpace*, no. 2 (2006)

www.oclc.org/nextspace/002/1.htm

Not only a must-read article, but an innovative presentation of the media and content as well. The article includes the thoughts and opinions of five leading librarians, focused on five major areas: moving into Web 2.0, skills in Web 2.0, Web 2.0 technologies, metadata, and library as place.

Folksonomies/Tagging

“Tagging”

Jenn Riley, TechEssence.Info Web site, July 8, 2006

<http://techessence.info/tagging>

This blog post offers a concise yet detailed description of tagging, also known as folksonomy, social metadata, social bookmarking, and ethnoclassification.

“Plenty of Interesting Reading: Papers from the International Conference on Weblogs and Social Media”

ResourceShelf blog, March 26, 2007

www.resourceshelf.com/2007/03/26/plenty-of-interesting-reading-papers-from-the-international-conference-on-weblogs-and-social-media

A listing of papers from the 2007 International Conference on Weblogs and Social Media, with links to many. Papers are categorized under tutorials, technical program, tagging, and selected posters. The papers on tagging are of interest.

“The Social Web”

John Riedl, presentation, CIC Libraries conference, University of Minnesota, March 19–20, 2007

www.cic.uiuc.edu/programs/CenterForLibraryInitiatives/Archive/ConferencePresentation/Library-IntheFlow_Conf2007/riedl-social-web-2007v2.pdf

Another excellent (and huge!) presentation with many graphics related to social networking, tagging, and other collaborative tools that libraries should be connecting and sharing with their patrons.

“On Assumptions about Language Use in Tagging”

Off the Mark blog, August 15, 2007

<http://marklindner.info/blog/2007/08/15/on-assumptions-about-language-use-in-tagging>

An extensive blog posting commenting on a post on the blog What I Learned Today titled “Weinberger and Cataloging.” Discusses aspects and issues and opinions related to the tagging phenomenon.

Library Camp: Weinberger and Cataloging

<http://www.web2learning.net/archives/1160>

“Structure and Form of Folksonomy Tags: The Road to the Public Library Catalogue”

Louise Spiteri

and

Editorial: “Folksonomies: Why Do We Need Controlled Vocabulary?”

Alireza Noruzi

Webology 4, no. 2 (June 2007)

www.webology.ir/2007/v4n2/toc.html

From an issue of *Webology* devoted to folksonomies. The editorial and the article provide an opinion and some very useful information related to social tagging use in library catalogs.

"@toread and Cool: Tagging for Time, Task and Emotion"

Margaret E. I. Kipp, Proceedings of the 8th Information Architecture Summit, Las Vegas, NV, March 22–26, 2007

<http://dlist.sir.arizona.edu/1947/01/mkipp-iasummit2007.pdf>

Examines the use of non-subject-related tags in three social bookmarking tools: del.icio.us, Connotea, and Citeulike.

del.icio.us

<http://del.icio.us>

Connotea

www.connotea.org

CiteULike

www.citeulike.org

"28% of Online Americans Have Used the Internet to Tag Content"

Lee Rainie, Pew Internet & American Life Project, Jan. 31, 2007

www.pewinternet.org/pdfs/PIP_Tagging.pdf

Report on a December 2006 study of tagging, plus an interview with David Weinberger. The study found that "28% of internet users have tagged or categorized content online such as photos, news stories or blog posts. On a typical day online, 7% of internet users say they tag or categorize online content."

Pew Internet Project Data Memo: Social Networking Websites and Teens: An Overview

Amanda Lenhart and Mary Madden, Jan. 3, 2007

www.pewinternet.org/pdfs/PIP_SNS_Data_Memo_Jan_2007.pdf

This study found:

- 55 percent of teens who are online use social networks.
- 55 percent have created online profiles.
- Older teens between the ages of 15 and 17 predominate.

"Librarything, Shelfari, and Gurulib: Social Cataloging Sites Compared"

Librarytwopointzero blog, Oct. 21, 2006

<http://librarytwopointzero.blogspot.com/2006/10/librarything-shelfari-and-gurulib.html>

Comparison of three Web sites that allow social cataloging and tagging.

LibraryThing

www.librarything.com

Shelfari

www.shelfari.com

Gurulib

www.gurulib.com

"When Tags Work and When They Don't: Amazon and LibraryThing"

Thing-ology Blog, Feb, 20, 2007.

www.librarything.com/thingology/2007/02/when-tags-works-and-when-they-dont.php

A blog post citing major differences between two Web sites that allow tagging, their approaches, and why one is more successful than the other (surprise! LibraryThing works better than Amazon). Lots of interesting numbers and graphs.

"Order Is in the Eye of the Tagger"

David Weinberger, *Wired*, May 23, 2007

www.wired.com/science/planetearth/news/2007/05/miscellaneous_excerpt

Comments by the author of *Everything Is Miscellaneous*, including an excerpt from this controversial yet intriguing book about the new information landscape and universe that libraries must navigate. Includes discussion about classification, social tagging, and the connecting with users and their terminologies.

"Tagging vs. Cataloging: What It's All About"

Chiara Fox, Adaptive Path blog, Nov. 30, 2006.

www.adaptivepath.com/ideas/essays/archives/000695.php

The differences between cataloging and tagging are examined.

Steve: The Art Museum Social Tagging Project

<http://steve.museum>

A collaborative research project exploring the potential for user-generated descriptions of the subjects of works of art to improve access to museum collections and to encourage engagement with cultural content.

"Social Tagging @ Harvard: A Del.icio.us Alternative or Passing Flickr?"

Forum hosted by Harvard University Libraries, March 2007

<http://blogs.law.harvard.edu/mediaberkman/2007/03/30/social-tagging-harvard-part-i>

<http://blogs.law.harvard.edu/mediaberkman/2007/03/30/social-tagging-harvard-part-ii>

Forum at Harvard University on tagging. Includes general presentations on tagging and discussion of social bookmarking sites, citation management services, and some specific Harvard projects.

WorldCat Identities (beta version)

<http://orlabs.oclc.org/Identities>

A fantastic project related to name authorities and library catalogs at OCLC. Using the power of tagging, one can search through the OCLC Name Authorities file and pull up information on authors and their works. For instance, when I input my name (Brad Eden), I get the official LC authorities record (Eden, Bradford Lee), as well as a list of everything contained in WorldCat under my name, using FRBR tools and software to concisely show all my works, as well as book covers and a publication timeline of my works. Kewl beans!!

DCMI Social Tagging Community

<http://dublincore.org/groups/social-tagging>

A new Dublin Core Metadata Initiative (DCMI) group that examines how social tagging can contribute to the goals of the DCMI.

"The Form and Structure of Folksonomy Tags: The Road to the Public Library Catalog"

Louise Spiteri, *Information Technology and Libraries* 26, no. 3 (2007).

This article discusses the linguistic structure of folksonomy tags over a thirty-day period in del.icio.us, Furl, and Technorati. The tags were then evaluated using the NISO guidelines for the construction of controlled vocabulary. The conclusion examines whether libraries should incorporate social metadata into their OPACs.

"Tagmash: Book Tagging Grows Up"

Thing-ology blog, July 24, 2007

www.librarything.com/thingology/2007/07/tagmash-book-tagging-grows-up.php

This blog post describes a new tool on LibraryThing that allows users to combine tags in searching, thus closing the gap between tagging and professional subject classifications.

"Librarians Blogging and the Birth of Library 2.0"

Rohit Bhargava, Influential Marketing Blog, July 16, 2007

<http://rohitbhargava.typepad.com/weblog/2007/07/i-believe-in-th.html>

An interesting blog post on social media technology and tools. Also discusses the librarian of the future.

"What Is Needed to Educate Future Digital Librarians: A Study of Current Practice and Staffing Patterns in Academic and Research Libraries"

Youngok Choi and Edie Rasmussen, *D-Lib Magazine* 12, no. 9 (Sept. 2006).

www.dlib.org/dlib/september06/choi/09choi.html

Information on what is currently happening and what is needed to support and train digital librarians in libraries. The summary and conclusions state what is likely to produce the best results.

Google Mass Digitization

"LPP Special Issue: Libraries and Google"

Special issue of *Library Philosophy and Practice*, June 2007

<http://libr.unl.edu:2000/LPP/lppgoogle.htm>

This special issue is chock full of great articles and information. It includes an editorial and twelve articles on various aspects of incorporating Google and Google tools into libraries, in the areas of cataloging, reference, Web site content and design, resource sharing, incorporating tables of contents, and many more.

"Google Books: What's Not to Like?"

Robert B. Townsend, AHA Today blog, American Historical Association Web site, April 30, 2007

<http://blog.historians.org/articles/204/google-books-whats-not-to-like>

An analysis of the pros and cons related to the Google mass digitization project. A historian cites poor scan quality, faulty metadata, truncated public domain, and other issues and concerns with the project.

"Google's Scan of UM Library Progresses . . . Quietly"

Eric Morath, *Detroit News*, DetNews.com, April 13, 2007

www.detnews.com/apps/pbcs.dll/article?AID=/20070413/BIZ04/704130354/1001/BIZ

This article from the technology section of the *Detroit News* indicates that Google may finish scanning the University of Michigan's seven million volumes in five years. Includes an interesting graphic describing the scanning process.

"Books Are Technology Too"

Lorcan Dempsey's Weblog, April 16, 2007

<http://orweblog.oclc.org/archives/001324.html>

A discussion of the Google mass digitization project and its effect on copyright, technology, and the material book itself.

"Functional Requirements for a Global Digital Library?"

Hangingtogether blog, Feb. 7, 2007

<http://hangingtogether.org/?p=178>

A thoughtful examination of the problems with Google's mass digitization project in the area of rights management.

"The Positives of Massive Book Digitization"

Jill Hurst-Wahl, Digitization 101 blog, Jan. 11, 2007

http://hurstassociates.blogspot.com/2007_01_01_archive.html (scroll down to article).

<http://hurstassociates.blogspot.com/search/label/Google> (collection of post with label "Google")

In her blog Digitization 101, Jill Hurst-Wahl often discusses the Google mass digitization project, its challenges, concerns, and power. Insightful postings, as well as great links and comments.

"Mass Digitization"

Lorcan Dempsey's Weblog, Dec. 17, 2006

<http://orweblog.oclc.org/archives/001226.html>

A summary and compilation of comments from various books and articles on the Google mass digitization project.

"Inheritance and Loss: A Brief Survey of Google Books"

Paul Duguid, *First Monday* 12, no. 8 (Aug. 2007)

www.firstmonday.org/issues/issue12_8/duguid/index.html

and

"Can Google Inherit Quality?"

Kevin Smith, Scholarly Communications @ Duke blog, Aug. 14, 2007

<http://library.duke.edu/blogs/scholcomm/2007/08/14/duguid>

Duguid's article relates the challenges and concerns that Google's mass digitization projects bring to historians and researchers, including the quality of scans and other issues, and then experiments with finding and searching for various objects currently available. The blog posting provides a concise summary of the article.

"An Exploratory Study of Google Scholar"

Philipp Mayr and Anne-Kathrin Walter, April 2007

<http://aps.arxiv.org/ftp/arxiv/papers/0707/0707.3575.pdf>

The study compares search results from Google Scholar with five journal lists. The authors indicate that Google Scholar has great results with citation analysis and free materials, but "cannot be seen as a substitute for the use of special abstracting and indexing databases and library catalogues" because of weaknesses in areas such as coverage, up-to-dateness, and transparency.

Note

1. Tyler Rousseau, "Librarian 2.0—The New Professional or the Responsible One?" Library Garden blog, July 12, 2007, http://librarygarden.blogspot.com/2007_07_01_archive.html (accessed Sept. 5, 2007).