I CAN DO IT
ALL BY MYSELF – part III.

Exploring new roles for libraries and mediating technologies in addressing the DIY mindset of library patrons

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American Library Association Annual Conference, Anaheim, CA. 2012
pinboard.in/u:jasonclark/t:ala2012-diy

pinboard.in tag for links
• What about users that don’t come into the building?
  • Libraries are passive
  • Users are active

• Building engaging tools and online experiences

New Paradigm
Traditional library services are designed to solve information scarcity by mediation.
• In economics, disintermediation is the removal of intermediaries in a supply chain: "cutting out the middleman".
  • en.wikipedia.org/wiki/Disintermediation
DIY – “Do It Yourself”

Ian MacKaye, Punk Rocker and DIY Patron Saint
DIY – “Do It Yourself”
• “…recorded their own music, produced albums and merchandise, distributed their works and often performed basement shows in residential homes rather than at traditional venues to secure freedom in performance.”

• [en.wikipedia.org/wiki/DIY_ethic](en.wikipedia.org/wiki/DIY_ethic)
• DIY as part of Internet Culture
  • Make Magazine
    • makezine.com
  • Skillshare
    • www.skillshare.com

• We work in a medium that facilitates DIY

DIY and the Internet
DIY Libraries
What about apps and tools that create and support DIY behavior?
• WikiAnswers
  • wiki.answers.com
• Direct Me NYC: 1940
  • directme.nypl.org
• What's on the Menu?
  • menus.nypl.org
• Patron Driven Acquisition
  • scholarlykitchen.sspnet.org/2011/05/31/what-patron-driven-acquisition-pda-does-and-doesnt-mean-an-faq
What does this say?

Please type the text of the indicated dish EXACTLY as it appears. Don’t worry about accents.

Price (in Dollars):  See more than one price for this dish?

Trouble reading the text? Type your best guess, then check this box → ☐

Crowdsourcing
Volunteer Meeting and Orientation

Join in the volunteer discussion Google Group here.

We meet monthly to catch up on all the goings on at the Read/Write Library and to acquaint new volunteers with the project. This is the perfect way to get up to speed on what we’re working on in our programming, collection development, community outreach and cataloging. All are welcome!

While we try to work out an easy to remember schedule for meetings, for now the best way to find out when they are is to join the discussion list or email info@readwritelibrary.org.

Crowdsourcing
• The Student Research Pad (draft)
  • www.stephenfrancoeur.com/digitalreference/2012/04/02/the-student-research-pad/

• Surfacing scholarly community activity
  • www.lib.montana.edu/resources/popular.php
  • realtime.easybib.com

• Mendeley, Academia.edu, Zotero, scholr.ly

Research & Citation Management
• University of Michigan Library Bookmarklets
  • [www.lib.umich.edu/mlibrary-labs](http://www.lib.umich.edu/mlibrary-labs)
• LibX toolbar
  • [libx.org](http://libx.org)
• NCSU QuickSearch (metasearch results)
  • [www.lib.ncsu.edu/search/?q=laser](http://www.lib.ncsu.edu/search/?q=laser)
  • [www.lib.ncsu.edu/search/about.html](http://www.lib.ncsu.edu/search/about.html)
Extending Search
Converting traditional services?

What are the new "app" opportunities?
• twitterbots, chatbots, statbots
  • Chatbot - University of Nebraska Library
    • dx.doi.org/10.1108/07378831211211213238
  • Statbot - Florida State University Library
    • journal.code4lib.org/articles/85

(new) Ready Reference
Welcome to Pixel space

Pixel is an experimental chatbot we are testing that can answer questions about the libraries and our resources. This program was developed using AIML (Artificial Intelligence Mark-up Language). You can find more information about AIML at http://www.alicebot.org/aiml.html.

Talk to Pixel like you were talking to a person who is just learning your language. Reply to questions with yes or no, or respond using the prompts Pixel supplies. The first link in a response will appear in a preview window below the response. When you click on any link it will open in a new window. We monitor the logs so when Pixel gives the wrong answer or is unable to answer a question we add information to improve her responses.

Bot: You want to borrow from us?
You: yes
Bot: Do you have a Ncard or a Community User card?
You: ncard
Bot: You can use your Ncard to check-out items from the UNL Libraries. Locate the item, check the status to verify that it is available, retrieve it, and take it to the circulation desk in the library where you found the title. If you want me to search for you say Lookup followed by the title. You will see the location under the description of the title with the call number. If you need additional help finding the book, click on the "call number locator" button (to see a map).

(new) Ready Reference
• Gimme (Scottsdale Public Library)
  • gimme.scottsdalelibrary.org
• BookMeUp
  • www.lib.montana.edu/beta/bookme

(new) Reader’s Advisory
(new) Reader’s Advisory
• Data mining social media
  • andyburkhardt.com/2010/02/12/ambient-awareness-in-twitter-for-reference
  • andyburkhardt.com/2012/04/25/puppies-in-the-library-and-social-media

(new) Outreach
I think @champlib should rent out puppies to students to help you study and deal with stress. Everyones GPA would increase #campchamp #btv

It all started with a tweet. At the start of the month a student made an off-hand comment on Twitter about renting puppies to deal with stress. Last week several of us were chatting at an event about finals coming up and I mentioned the idea of pet therapy for helping with stress. Gloria, one of our awesome circulation assistants is also a dog-sitter/walker, and she was thrilled with the idea. She knew the perfect fun and relaxed dogs to bring (Thea and Pippin).
• Range Science Information System (RSIS)
  • rangescience.info

• Experts creating a digital "bookshelf"

(new) Digital Collections
(new) Digital Collections
• Patron Driven Acquisition
(new) Collection Development
• Sorting databases based on popularity (clickthrough analytics)
  • www.lib.montana.edu/resources/popular.php
(new) Content Selection
• Real-time Instruction
  • bit.ly/zA9DCf
  • americanlibrariesmagazine.org/columns/practice/guide-side
• "Guide on the Side", a tutorial created for JSTOR by University of Arizona librarians
(new) Instruction
• New job duties, New staffing models
• Realignment of personnel
• Look for public service + tech service collaborations
• This is a great opportunity!

• We all have some role to play; it just might be a new role.

Takeaways & Next Steps
THE TEAM

Core Team
Ben Vershbow (Manager, NYPL Labs) – @subsublibrary
David Riordan (Product Manager) – @riordan
Mauricio Giraldo Arteaga (Interaction Designer/Developer) – @mgiraldo
Zeeshan Lakhani (Applications Developer) – @zeeshanlakhani
Trevor Thornton (Senior Applications Developer, Archives) – @trevorthornton

Curatorial Partners
Liz Denlinger (Carl H. Pforzheimer Collection of Shelley and His Circle)
Sylviane Diouf (Schomburg Center for Research in Black Culture)
Rebecca Federman (Electronic Resources/Culinary Collections)
Michael Inman (Rare Book Division)
Matt Knutzen (Map Division)
Maira Liriano (Milstein Division of U.S. History, Local History & Genealogy)
Stephen Pinson (Print and Photography Collection)
Doug Reside (Library for the Performing Arts)
William Stingone (Manuscripts and Archives)

Steering Group
Ann Thornton (Acting Andrew W. Mellon Director of The New York Public Library)
Victoria Steele (Brooke Russell Astor Director of Collections Strategy)
Micah May (Director of Strategy, Office of Strategic Planning))
Jane Abovoun (Chief Technology Officer, NYPL Information Technology Group)
Michael Lascarides (Senior Manager of Web Initiatives)
James Murdock (Director of Multimedia Content, NYPL Department of Communications)

Takeaways & Next Steps
• Bookmarklets
  • www.lib.montana.edu/~jason/files/bookmarklets
• AskREF
  • www.lib.montana.edu/~jason/files/question-point
• BookMeUp
  • www.lib.montana.edu/~jason/files.php

Code Samples
Twitter Hashtag

#diy

Questions?