What does web 2.0 mean for libraries?

Abstract: “Web 2.0” actively encourages and enables user participation and online collaboration adding a new dimension to what people can expect from the web. As user expectations change, are libraries evolving into a "Library 2.0" model? More importantly, do we need to?

:: Offline 2007 ::

Jason A. Clark
Digital Initiatives Librarian
Montana State University
jaclark@montana.edu
What are we going to talk about?

- Define web 2.0
- Look at some examples
- Place web 2.0 in library context
- Consider Library 2.0 applications
- Play with some actual applications
- Open floor for questions
A picture on Flickr is worth...

http://www.flickr.com/photos/travelinlibrarian/277578603/in/set-72157594339651025/
Web 2.0 - What is it?

- Does it exist?
- What does it look like?
- A shift in the medium
Web 2.0 - What is it?

What Is Web 2.0?

Design Patterns and Business Models for the Next Generation of Software

by Tim O'Reilly 09/30/2005


- Identified 7 principles
- Set in motion O’Reilly Web 2.0 Conference
Web 2.0 Meme Map

- Flickr, del.icio.us: Tagging, not taxonomy
- PageRank, eBay reputation, Amazon reviews: user as contributor
- Blogs: Participation, not publishing
- BitTorrent: Radical Decentralization
- Gmail, Google Maps and AJAX: Rich User Experiences
- Google AdSense: customer self-service enabling the long tail
- Wikipedia: Radical Trust

**Strategic Positioning:**
- The Web as Platform

**User Positioning:**
- You control your own data

**Core Competencies:**
- Services, not packaged software
- Architecture of Participation
- Cost-effective scalability
- Remixable data source and data transformations
- Software above the level of a single device
- Harnessing collective intelligence

**Play**

**Trust your users**

**Small Pieces Loosely Joined (web as components)**

**Rich User Experience**

**Granular Addressability of content**

**The perpetual beta**
- Software that gets better the more people use it

**Hackability**

**The Right to Remix: “Some rights reserved”**

**Emergent: User behavior not predetermined**

**Data as the “Intel Inside”**

http://www.flickr.com/photos/36521959321@N01/44349798
Web 2.0 - Defined?

- The web site as application
- User participation
- Open data and services
Web 2.0 – Site as Application

- Web sites acting like desktops
- Examples:
  - Google Docs ([http://docs.google.com/](http://docs.google.com/))
  - SlideShare ([http://www.slideshare.net/](http://www.slideshare.net/))
Web 2.0 – User Participation

- “Wisdom of Crowds” and “Hackability”
- Tagging: act of assigning descriptive metadata to items; allowing users to add and share their descriptive metadata
- Examples:
  o del.icio.us (http://del.icio.us/)
  o Flickr (http://www.flickr.com/)
Web 2.0 – Open Data and Services

• Get your data outta’ the site
• Standard, structured data – RSS and XML
• Examples:
  o YouTube API
    (http://www.youtube.com/dev)
  o Chicago Crime
    (http://www.chicagocrime.org/)
Web 2.0 = Library 2.0?

• Sometimes...
• Can the library do this stuff?
• Standard data, community building
Web 2.0 - Library Use Cases

- Extending navigation
- Pushing data into new places
- Allowing for social networking
- Creating portal-like web environments
Web 2.0 - Library Use Cases

- **Navigation** - creating new access points
- Examples:
  - Electronic Theses and Dissertations (ETDs) @ MSU ([http://www.montana.edu/etd/](http://www.montana.edu/etd/))
Web 2.0 - Library Use Cases

- **Pushing Data** – new audiences
  - Examples:
    - PictureAustralia – National Public Library
      (http://www.flickr.com/groups/pictureaustralia_ppe/)
    - Williams College Libraries – the L Team
      (http://www.youtube.com/watch?v=YwCUtpbUWgk)
http://www.flickr.com/groups/pictureaustralia_ppe/
Web 2.0 - Library Use Cases

- **Social Networking** – new connections
- Examples:
  - Ann Arbor District Library – SOPAC (http://www.aadl.org/catalog/)
  - Ann Arbor District Library – PatREST (http://www.monkey.org/~emv/superpatron/aadlnewnonfiction.html)
Web 2.0 - Library Use Cases

- New types of home pages, portals
- Examples:
  - Harvey Cushing/John Hay Whitney Medical Library – Yale University
    (http://elibrary.med.yale.edu:16080/ajax/)
Web 2.0/Library 2.0

- Not a technology – series of characteristics
  - Radical trust
  - Open systems
  - Sharing data
  - Value generated from user contribution
  - Web sites acting like desktops
Questions?

Jason A. Clark is currently the Digital Initiatives Librarian at Montana State University.

site:  www.jasonclark.info
blog:  feeds.feedburner.com/diginit

Email him at jaclark@montana.edu.