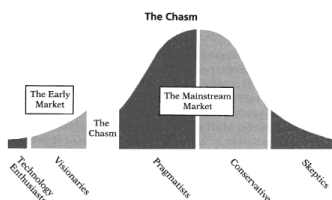


## Crossing the Chasm: from Cutting Edge to Practical Application

Stephanie Willen Brown  
University of Connecticut /  
Simmons GSLIS  
April 24, 2006



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## Today's Program: Content

- Trends & buzzwords
- Blogging
- RSS
- Wikis
- Keeping current

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## Today's Program: Form

- Introduce topic. Audience ...
  - > Familiarity
  - > Examples
- Cover topic
- "Coda" for each topic
  - > What you'll remember
  - > What you'll try to implement

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**Trends & Buzzwords**

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- “2.0”
- Podcasts
- Tags & folksonomies
- OPAC search & results
- Metasearch
- Mash-ups

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Trends

**Web 2.0**

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- **Internet** as we knew it for ~10 years:
  - > Hyperlinking
  - > Email, ftp
  - > Answer any question (almost)

+

- **Interactivity** between content creators & audience
  - > Blogs, wikis
  - > Communication

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Trends

**Library 2.0**

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- Current library technology (maybe)
  - > Blogs, wikis, chat reference
- New ideas?
  - > Open access to OPAC
  - > Provide access to resources via PDAs
  - > Library mash-ups
  - > Visual display of search results
  - > Enable peer-to-peer promotion

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Trends

## Stephen Abram's 2.0 Questions

1. How static is our web presence?
2. How much "interactivity" do we have with our users and the community at large?
3. How much non-text do we have in our web presence?
4. Any 2.0 tools we should play, experiment, or pilot with?
5. What's our real role in the greater social context?

Stephen's Lighthouse (blog), Feb. 2006

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Trends

## Social Networking

- Teens, college students congregate at
  - MySpace
  - Facebook
- Why?
- Libraries @ MySpace to "meet" patrons
  - <http://www.myspace.com/undergradlibrary>
  - <http://www.myspace.com/lansingpubliclibrary>

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Trends

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Trends

## Podcasts

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- **iPod + broadcast = podcast**
  - Distribution of audio or video files over the Internet
  - Listen to what you want, when you want
- **Content**
  - Pre-existing radio shows
  - Independent audio programs
  - Education
- **Technology**
  - Receive new "episodes"
  - Using RSS technology via iTunes, etc.

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Trends

## Sample Podcasts

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- **Pre-existing radio**
  - NPR, BBC
  - PBS, *New York Times*, *Scientific American*
- **Independent**
  - The Word Nerds
  - Barak Obama
- **Education**
  - ESL, foreign language learning
  - Berkeley: lectures from Spring 2006 classes
  - Tours of art museums

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Trends

## How to Find Podcasts?



The screenshot shows the iTunes application window. At the top, there are banners for 'CHAMPIONSHIP CENTRAL 2006 PODCAST', 'Petcasting PURINA Your Pet, Our Passion', and 'Nick PODCASTS'. Below these are sections for 'New & Notable' and 'Today's Top Podcasts'. The 'Today's Top Podcasts' list includes: 1. Jack Black's Nacho Libre, 2. The Onion Radio News, 3. Strong Bad Emails & HomeStar/Runner.com, 4. Happy Tree Friends, 5. Real Time with Bill M., 6. VH1 Best Week Ever, 7. French Maid TV, 8. Ask A Ninja - iPod, 9. Tiki Bar TV (video), and 10. Doctor Tiki. The iTunes logo is visible in the bottom right corner of the screenshot.

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Trends

## Tags & Folksonomies

- Tagging = cataloging for the masses
- Folksonomy = taxonomy for the masses
- See something interesting and “tag” for later retrieval
  - > by you
  - > by your friends
  - > by strangers with similar interests

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Trends

## del.icio.us

WFUV.ORG and 90.7 FM, Public Radio from Fordham University in New York City edit / delete  
to wfuv VinSclesa radio NYC ... saved by 40 other people ... just posted

All things iPod, iTunes and beyond | iLounge edit / delete  
to itunes ipod music ... saved by 130 other people ... 2 min ago

The Official Site of the New York Giants - Giants.com edit / delete  
to football giants NFL ... saved by 22 other people ... 2 min ago

Grey Matter edit / delete  
to greysanatomy television blogs tv ... saved by 92 other people ... 3 min ago

Television Without Pity edit / delete  
to tv reviews ... saved by 130 other people ... on oct 5, 2005

CogSci Librarian edit / delete  
to cogsci blog library ... on oct 5, 2005

ResearchBuzz edit / delete  
to library blog ... saved by 13 other people ... oct 5, 2005

University of Connecticut Librarian edit / delete  
to library uconn ... saved by 3 other people ... oct 5, 2005

**del.icio.us / cogscilibrarian /**  
your bookmarks | inbox | links for you | post

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Trends

## Tag Clouds

**common tags** cloud | list

blog blogs book books brain cognition creativity  
culture daily geek hack hacks health interesting  
learning lifehacks mind mindhacks neuroscience news  
philosophy productivity psychology research  
science

**Mind Hacks**  
<http://www.mindhacks.com/>  
this url has been saved by 1015 people.

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Trends
3-freakin-NATHAN




**Shiyali Ramamrita Ranganathan**

five laws of library science

1. Books are for use.
2. Every reader his or her book.
3. Every book its reader.
4. Save the time of the reader.
5. The Library is a growing organism.

### Photo Tags

— jessamyn's photostream



This photo also belongs to:

- Librarian Trading Cards (Photo)

Tags

- ranganathan
- tradingcard
- librarian trading card
- ranganathan
- five laws of library science
- librarian trading cards

Additional Information

© 2006 jessamyn's photostream

Uploaded: November 25, 2005

- Set different sizes
- 3 people set this photo as favorite
- Viewed 819 times

**flickr** BETA

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Trends

## Tags: Cons + Library Issues

- Cons
  - > Work to maintain
  - > No controlled vocabulary
- Library Issues
  - > People like doing it
  - > OPAC implications?

**The Top Five Tags**

- 1. [tradingcard](#)
- 2. [fdsflickrtoys](#)
- 3. [librariantradingcards](#)
- 4. [librarian](#)
- 5. [librariantradingcard](#)

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Trends
PennTags / tag / ENGL96

## Penn Tags

**Herstory [microform]** copy  
 Herstory (microform). Berkeley, Calif. : Women's History Research Center, 1971. Call#: Microfilm cont. 319 Covers newsletters, journals, and newspapers published by women's liberation groups between 1956 and 1971. International in scope.  
 tagged microfilm women's\_liberation ENGL96 women history primary\_sources by jenson ...on 30-JAN-06

**Underground newspaper collection [microform]** copy  
 Underground newspaper collection (microform). Wooster, Ohio, Micro Photo Division, Bell and Howell and the Underground Press Syndicate. Call#: Microfilm news 270. Listing of contents available in Van Pelt Reference Stacks at AEX.USA  
 tagged ENGL96 primary\_sources microfilm newspapers by jenson ...on 30-JAN-06

**Columbia documentary history of American women since 1941 / edited by Harriet Sigerman.** copy  
 Call#: Van Pelt Library HQ1420 .C65 2003  
 tagged america history documentary\_history women ENGL96 primary\_sources by jenson ...on 25-JAN-06

**Modern American women : a documentary history / [compiled by] Susan Ware.** copy  
 Call#: Van Pelt Library HQ1410 .M63 2002  
 tagged primary\_sources ENGL96 documentary\_history women american by jenson ...on 25-JAN-06

**Woman and the national experience : primary sources in American history / [edited by] Ellen Skinner.** copy  
 Call#: Van Pelt Library HQ1410 .W644 2003  
 tagged american documentary\_history ENGL96 women history primary\_sources by jenson ...on 25-JAN-06

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Trends

## Metasearch

“Federated searching consists of transforming a **query** and broadcasting it to a group of **disparate databases** with the appropriate syntax, **merging the results** collected from the databases, **presenting them in a succinct** and unified format with **minimal duplication**, and allowing the library patron to sort the merged result set by various criteria.”

Wikipedia definition by Péter Jacsó, 2004

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Trends

## Happy: Psychology + Philosophy

The screenshot shows the MetaLib search interface. At the top, there's a navigation bar with 'QuickSearch', 'Find Database', 'Find e-Journal', 'MetaSearch', and 'My Space'. Below that, the search term 'happiness' is entered in the search box. There are radio buttons for different search options: 'cog\_sci preprints', 'Temporary set', 'Shared Catalog', 'Combined Catalog', 'last-minute', and 'psych-phil' (which is selected). The 'psych-phil' option is highlighted with a red box.

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Trends

## Happy Results

The screenshot shows the search results page for 'happiness' in the 'psych-phil' database, with 5939 results found. The results are displayed in a table with columns for Rank, Author, Title, Year, Database, and Action. A callout box points to the first four results, indicating they are from 'PsychINFO + Philo. Index'.

| No. | Rank | Author            | Title  | Year | Database                 | Action |
|-----|------|-------------------|--|------|--------------------------|--------|
| 1   |      | Schwartzman, Lisa | Choice, Degree of Part<br>Happiness Indices with<br>with Intellectual Disability | 2004 | PsycINFO (EBSCO)         | MCLink |
| 2   |      |                   |  | 2002 | Philosopher's Index (SP) | MCLink |
| 3   |      |                   |  | 2003 | Philosopher's Index (SP) | MCLink |
| 4   |      |                   |  | 2004 | PsycINFO (EBSCO)         | MCLink |
| 5   |      | Gundelach, Peter  | Happiness and Life Satisfaction in<br>Advanced European Countries                | 2004 | PsycINFO (EBSCO)         | MCLink |

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Trends

### Future of Metasearch?

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- Patrons (may) want
  - > Should they?
- Not ready for prime time
  - > Vendors
  - > Technology
- Keep an eye on ...
  - > AquaBrowser
  - > MetaLib
  - > EBSCO

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Trends

### Mash-ups

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- Web site that integrates content from two or more disparate sources
- Most common: Map data +
  - > Home rental / sales data @ HousingMaps.com
  - > Crime @ "ChicagoCrime.org"
  - > Local music bands @ podbop.org
  - > Branch libraries @ Denver

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Trends

### Mash-ups – Housing Maps

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Trends

## Trends & Buzzwords Coda

- Questions?
- What will you remember?
- What will you try to implement?

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## Blogging

- What is it and who's using it?
- Examples of library blogs for public, school, academic, and special libraries
  - > Professional blogs (librarians as audience)
  - > Public blogs (patrons as audience)
- How do you make a blog?!

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Blogging

## Anatomy of a Blog

The screenshot shows a blog page titled "Stephen's Lighthouse" by Stephen Abram. The main content area features a post from March 31, 2006, about "Podcasting". The sidebar includes a calendar for April 2006, a search bar, and a "CATEGORIES" section with links to "Articles", "Assorted Other", "Information Outlook", "Library Journal", "Multimedia & Internet@Schools", and "Stephen's Challenge".

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Blogging

## What is Blogging?

- Web + log = weblog
- Software
  - > Free, \$\$
  - > Remote- or locally-hosted
- Content
  - > Opinion
  - > News
  - > Links
  - > Diary

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Blogging

## More Blog Details

- “The unedited voice of a person”
  - > Compare with edited
- Periodic posts
- Optional
  - > Archives
  - > Comments (not edits)
  - > Categories
  - > “Syndication” (notification of new posts)

Berkman Center for Internet & Society  
@ Harvard Law School

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Blogging

## History of Blogging

- Free blog sites in 1999
  - > Blogger
  - > LiveJournal
- Definitions in media ~ 2000
- Tools made it easier to publish, 2000-2005
  - > Don't need to know HTML or FTP
  - > Add or edit content anywhere, anytime
  - > Other features
- Now: millions worldwide

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Bloggging

## Presentation Zen



March 22, 2006

**"Dimensionalizing the paradigm" and other marketing speak**

When I was with Apple, I worked in search (Marketing Communications). This is where I first learned to speak like a real marketing genius. For example, I learned to use the term "best practice" instead of the more common phrase "effective." "Efficient" or "good" for the old days would say something like "Let's identify what works and what doesn't." Or perhaps "What sucks and what kicks butt." But then I attended my first meeting to "Identify best practices." I'm still not sure what it means, but I've been able to survive for the past few years in business without ever having to use the phrase again. And I hope that neither you or I ever have to see the phrase in a PowerPoint slide.

And speaking of marketing hubris (I mean genius), did you ever see this great video by Aquari. Before the Microsoft parody of marketing communications and presentation?

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Bloggging

## How Do You Find Blogs?

- Google Blog Search
- Yahoo! News results
- Technorati
- PubSub
  
- Chaining — links from blogs you like

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Bloggging

## How to Blog?!

- Content
- Software
  
- Update, update, update

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Blogging

## Content

- “First, have something to say” — Walt Crawford
- “You write for your future boss” — Jakob Nielsen
- Things to think about ...
  - > Audience(s)
  - > URLs
  - > Appearance
  - > Usability
  - > Comments
- Promotion

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Blogging

## Software

- Where?
  - > Local
  - > Remote
- Cost
  - > Free or fee?
  - > Reliable software, host
  - > Yahoo! lists
- Learning curve tolerance?
- Good, fast, cheap — pick any two

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Blogging

## Blogging Coda

- Questions?
- What will you remember?
- What will you try to implement?

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## Break



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## RSS

- What is RSS and why should I care?
- See examples of how to RSS
- Consider which RSS option would be best for you

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RSS

## What is RSS?

- A type of XML that converts encoded web pages into **text-based format**
- **Summarizes web content** and provides
  - > Links to original site
  - > Metadata
- Track updates to the content using an “aggregator”

Really Simple Syndication

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RSS

### Which RSS Reader?

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- Mac = Safari browser
- Portable = Bloglines
  - > <http://www.bloglines.com>
- Emailed to you = RSSfwd
  - > <http://www.rssfwd.com/>
- PC
  - > NewsGator
  - > Active Web Reader
  - > SharpReader
  - > RSS Bandit

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RSS

### RSS Coda

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- Questions?
- What will you remember?
- What will you try to implement?

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### Wikis

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- What is a wiki and why should I care?
- Look at some wikis
- Is Wikipedia any good?
- How to make your own wiki

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Wikis

## What is a Wiki?

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- Software
  - Ward Cunningham created WikiWikiWeb 1994-95
    - Goal: create a **simple** programming tool
    - End result: Very simple html
- Content
  - Social web sites which permit interactive writing and editing

Wiki Wiki loosely means quick or fast in Hawaiian

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Wikis

## Most Famous Wiki

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The screenshot shows the Wikipedia homepage with the title 'Wiki' and the subtitle 'From Wikipedia, the free encyclopedia'. It includes a navigation menu on the left, a search box, and a main content area with text explaining what a wiki is and how it works. A globe logo is visible on the right side of the page.

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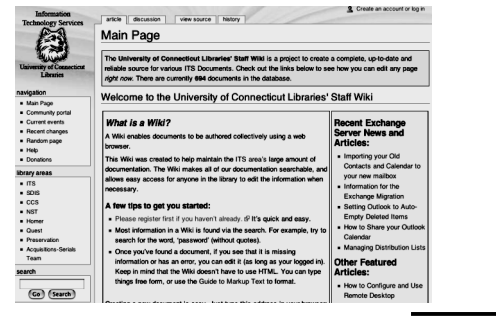
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Wikis

## UConn Libraries Staff Wiki

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The screenshot shows the 'Main Page' of the UConn Libraries Staff Wiki. It features a navigation menu on the left, a search box, and a main content area with a 'Welcome' message and sections for 'What is a Wiki?', 'Recent Exchange Server News and Articles', and 'Other Featured Articles'. A globe logo is also present.

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Wikis

## Wikipedia by the Numbers

- Wikipedia “English”
  - > Started 2001
  - > 1 million articles
  - > 20 million internal links
  - > 65,000 edits
  - > 1,700 new articles daily
  - > Entirely written by volunteers
- Other Wikipedias
  - > 125 languages
  - > >3.3 million articles

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Wikis

## Wikipedia Coverage, Authority

- Sample articles
  - > Felix Frankfurter biography
  - > 1980 eruption of Mount St. Helens
  - > History of saffron
  - > Celtic Tiger
- Authority?
  - > Anyone can write or edit. ANYONE.
  - > Must have an account

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Wikis

## *Nature*: Wikipedia vs. Britannica

- *Nature* compared several science articles in Wikipedia to Britannica
  - > “Wikipedia comes close to Britannica in terms of the accuracy of its science entries”
  - > Wikipedia = 162 errors
  - > Britannica = 123 errors
- BUT: Britannica not happy with *Nature*’s review method
- Applying scientific principles to reference evaluation ...

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Wikis

## Wikipedia: Bottom Line

- For many topics, Wikipedia is “good enough”
  - > Technology
  - > Brief overview of a topic
- BUT: reader, beware
- Analogous to ...
  - > Google vs. Academic Search Premier

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Wikis

## How Can I Get a Wiki?

- Low-tech
  - > Online
  - > PBWiki
  - > Little tech knowledge required
- Tech-intensive
  - > MediaWiki
  - > Requires server space, tech-savvy
  - > Open source
  - > More stable, controlled

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Wikis

## PBWiki



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Wikis

## Albany (wiki) Playground

<http://albanyplayground.pbwiki.com/>

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Wikis

## Edit Albany (wiki) Playground

Save Preview Cancel

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Wikis

## Wikis Coda

- Questions?
- What will you remember?
- What will you try to implement?

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## Overwhelmed?



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## Keeping Current

- How do you keep current now?
- Blogs for librarians and other areas of interest
- Handy journals and web sites to monitor
- Social networking for information

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Keeping Current

## Blogs!

- Personal
  - > Librarian in Black
  - > What I Learned Today
- Professional
  - > LJ Tech Blog

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Keeping Current

## Journals & Web Sites

- Journals
  - > *Computers in Libraries*
  - > *Multimedia & Internet@Schools*
  - > *Wired*
- Web Sites
  - > ResearchBuzz
  - > ResourceShelf
  - > Library Success: A Best Practices Wiki

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Keeping Current

## Other?

- Podcasts & webinars
  - > APM's Future Tense (podcast)
  - > SirsiDynix Institutes (webinars)
- Social networking for librarians
  - > Keep in touch with each other
  - > Talk about what you saw, heard @ conferences
  - > Email, fax, mail articles to your colleagues & ask them to do the same

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## Crossing the Chasm Coda

- Questions?
- What will you remember?
- What will you try to implement?

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## Handouts

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- Wiki has everything ...
- <http://crossingchasm.pbwiki.com/>
  - > Online through (at least) June 30, 2006
  - > PowerPoint online through June 30
  - > Reading List online, too

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## Contact Me!

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Stephanie Willen Brown  
[stephanie.brown@uconn.edu](mailto:stephanie.brown@uconn.edu)  
IM: CogSciLibrarian

<http://cogscilibrarian.blogspot.com>  
<http://crossingchasm.pbwiki.com/>

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