Crossing the Chasm: from Cutting Edge to Practical Application
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Today’s Program: Content
• Trends & buzzwords
• Blogging
• RSS
• Wikis
• Keeping current

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
Trends & Buzzwords

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

Web 2.0

• Internet as we knew it for ~10 years:
  ➢ Hyperlinking
  ➢ Email, ftp
  ➢ Answer any question (almost)
  ➢ Interactivity between content creators & audience
  ➢ Blogs, wikis
  ➢ Communication

Library 2.0

• 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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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

Social Networking

• Teens, college students congregate at
  ➢ MySpace
  ➢ Facebook

• Why?
  • Libraries @ MySpace to “meet” patrons

Podcasts

- 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.

Sample Podcasts

- 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

How to Find Podcasts?

iTunes
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

Trends

del.icio.us

Tag Clouds
Photo Tags

Trends

Tags: Cons + Library Issues

- Cons
  - Work to maintain
  - No controlled vocabulary

- Library Issues
  - People like doing it
  - OPAC implications?

Penn Tags

Trends
OPAC Results

- Software as front end to OPAC
- Showcase library "tags"
  - LCSH
  - Genre
  - Format
  - Language
- Visual display
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

Happy: Psychology + Philosophy

Happy Results

Results from PsycINFO + Philo. Index
Future of Metasearch?

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

Mash-ups

- 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

Mash-ups – Housing Maps
Trends & Buzzwords Coda

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

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?!
What is Blogging?

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

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)

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
McMaster Library News & Events

Daily Nightly

Grey’s Anatomy Writers
Presentation Zen

How Do You Find Blogs?
- Google Blog Search
- Yahoo! News results
- Technorati
- PubSub
- Chaining — links from blogs you like

How to Blog?!
- Content
- Software
- Update, update, update
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

Software

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

Blogging Coda

• Questions?
• What will you remember?
• What will you try to implement?
Break

RSS

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

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
Aggregator (Safari)

Why Bother with RSS?

Examples of RSS

• New books in Queens library; on your topic
  ➢ http://aqua.queenslibrary.org/rssfeeds.asp?q=mountain+bike

• Recent Supreme Court decisions
  ➢ feed://www4.law.cornell.edu/supct/rss/0.91/supct_recent.rss

• New Databases at the NYPL
  ➢ feed://www.nypl.org/rss/databases.xml

• Teen Events at Hennepin County Public Library
  ➢ feed://www.hclib.org/pub/events/XML/GetXML4Events.cfm?Agency=&keyword=&Type=T
Which RSS Reader?

- 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

RSS Coda

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

Wikis

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

- **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

Most Famous Wiki

UConn Libraries Staff Wiki
"Imagine a world in which every single person on the planet is given **free access to the sum of all human knowledge**. That's what we're doing."

Jimmy Wales, founder of Wikipedia and Chair of the Wikimedia Foundation
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

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


- 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 …
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

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

PBWiki
Albany (wiki) Playground

http://albanyparkground.pbwiki.com/

Edit Albany (wiki) Playground

Wikis Coda

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

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

Blogs!

• Personal
  ➢ Librarian in Black
  ➢ What I Learned Today

• Professional
  ➢ LJ Tech Blog
Journals & Web Sites

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

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

Keeping Current

Crossing the Chasm Coda

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

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

Contact Me!

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