The Future of Web 2.0 in Libraries and Information Centers: Open Discussion

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Future directions and open discussion
Web 2.0 in Library 2.0

- Diffusion
- Concentration

Lorcan Dempsey’s blog: http://orweblog.oclc.org/archives/001556.html
Diffusion

• Much of the library discussion of Web 2.0 is about 'diffusion', about a set of techniques for richer interaction;
• Diffusion covers a range of tools and techniques which create richer connectivity between people, applications and data;
• provide richer presentation environments.
• blogs and wikis; RSS; social networking; crowdsourcing of content; websites made programmable through web services and simple APIs; simple service composition environments; Ajax, flex, silverlight; and so on.

Source: http://orweblog.oclc.org/archives/001556.html
Concentration

- Involves major gravitational hubs (Google, Amazon, Flickr, Facebook, propertyfinder.com).
- Concentrates data, users (as providers and consumers), and communications and computational capacity.
- The value grows with the reinforcing property of network effects: the more people who participate, the more valuable they become. And opening up these platforms through web services creates more network effects.

Source: http://orweblog.oclc.org/archives/001556.html
Library management environment

- Places where data needs to be concentrated to create value: aggregating user data (e.g. counter data), or aggregating user created data (tags, reviews), or aggregating transactions (e.g. circulations, resolver clickthroughs) across sites.
- Motivations here are to drive business intelligence which allows services to be refined (e.g. how does my database usage compare to that of my peer group), to develop targeted services (people who like this, also liked that), to improve local services (e.g. add tags or reviews).
- These are examples where scale matters, where data may need to be concentrated above the individual library level.

Source: http://orweblog.oclc.org/archives/001556.html
Applicable Web 2.0 technologies

• Diffusion
  – RSS
  – Wikis
  – Blogs
  – Podcasts
  – IM
  – Twitter
  – Social networking (Folksonomies)
  – Simple APIs
  – Mashups/Remixes

• Concentration
  – Google
  – Amazon
  – Flickr
  – Facebook
  – …

• Library Mgmt Environment
  – User data
  – Tags
  – Reviews
  – Circulations
  – Clicks
  – …

Source: http://orweblog.oclc.org/archives/001556.html
Growing up digital: the rise of the net generation

by Tapscott, Don, 1947-

Authors: Tapscott, Don

Subjects: Computers and civilization
Computer networks
Technology and youth


Notes: Includes bibliographical references (p. 319-323) and index.

ISBN: 0070532814 (alk. paper)

Internet access: An electronic book accessible through the World Wide Web, click to view

User rating: with no comments (add your rating or your comments)

Tags: business, computers, culture, digital, education, generations, information age, internet, management, media, net generation, sociology, technology, web 2.0, youth
No comments or ratings, yet.

4. **Growing up digital the rise of the net generation**
   by Tapsott, Don, 1947- , ebrary, Inc.

5. **Paradigm shift : the new promise of information technology**
   by Tapsott, Don , Caston, Art.

6. **Selected prose and prose-poems**
   by Mistrai, Gabriela, 1889-1957 , Tapscott, Stephen, 1948 , ebrary, Inc.
   Austin : University of Texas Press, c2002.

7. **Wikinomics : how mass collaboration changes everything**
   by Tapscott, Don, 1947- , Williams, Anthony D.
Study: Twitter is 40 percent 'pointless babble'

by Caroline McCarthy

Surprise! A full 40.5 percent of posts on Twitter—or, as they're called—can be classified as "pointless babble," according to a new study from Peer Analytics. Coming in second was "conversational," which the company says makes up 37.55 of all tweets.

Pear Analytics published its investigation, which was conducted through a series of random samplings from the Twitter public timeline, into the different species of tweets on Wednesday. That means that only public tweets were indexed; the numbers could be different if friends-only accounts were taken into consideration as well. (Obviously, that would be much tougher to analyze.)

There's some interesting stuff in there. Despite some Twitter critics' insistence that the microblogging service is loaded with self-promoters, Peer Analytics only classified 5.85 percent of tweets as "self promotion."

The other categories were "news" (3.5 percent), "spam" (also lower than I'd expect, at 3.75 percent), and "pass-along value" (3.7 percent). Granted, sometimes there's plenty of gray area (is linking to a blog post you wrote "pass-along value" or "self-promotion"? shouldn't tweeting about breakfast too often be considered spam?) but it's pretty cool regardless.
Library 2.0: Service for the next-generation library

- “more efficient ways of delivering services to achieve greater returns on financial investments.”
- Library 2.0 is important for librarians as it may radically change the customer service and interaction.[1]

Source: Library 2.0: Service for the next-generation library LJ, Sep 2006
### Social Media Use

#### Business Areas for Which Professionals Worldwide Use Social Media*, August 2009 (% of respondents)

<table>
<thead>
<tr>
<th>Area</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>57%</td>
</tr>
<tr>
<td>Internal collaboration and learning</td>
<td>39%</td>
</tr>
<tr>
<td>Customer service and support</td>
<td>29%</td>
</tr>
<tr>
<td>Sales</td>
<td>25%</td>
</tr>
<tr>
<td>Human resources</td>
<td>21%</td>
</tr>
<tr>
<td>Strategy</td>
<td>16%</td>
</tr>
<tr>
<td>Product development</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>31%</td>
</tr>
</tbody>
</table>

*Note: *includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.

**Source:** Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009

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### Methods of Deploying Social Media at Their Business According to Professionals Worldwide, August 2009 (% of respondents)

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated within Website or other sites</td>
<td>61%</td>
</tr>
<tr>
<td>As standalone community site(s)</td>
<td>40%</td>
</tr>
<tr>
<td>As social widgets from third-party sites (Facebook, etc.)</td>
<td>39%</td>
</tr>
<tr>
<td>Intranet</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

*Note: Includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.

*Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009*
Measuring ROI

Professionals Worldwide Who Measure the ROI of Their Social Media* Programs, August 2009 (% of respondents)

Measure ROI 16%

Do not measure ROI 84%

Note: *includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.

www.emarketer.com

ACADEMIC DIGITAL LIBRARIES OF THE FUTURE:
AN ENVIRONMENT SCAN

DEREK LAW
Centre for Digital Library Research, University of Strathclyde, Glasgow, Scotland

Libraries are attempting to face a future in which almost every fixed point has disappeared. Users are changing; content is changing; research is taking new forms. Indeed the very need for libraries is being questioned in some quarters. This paper explores the nature of the changes and challenges facing higher education libraries and suggests key areas of strength and core activities which should be exploited to secure their future.
## Future of libraries – a pessimist view

### TABLE 1 The pessimist’s view of libraries and their future

<table>
<thead>
<tr>
<th>Traditional Library Activity</th>
<th>Web 2.0 World</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cataloguing</td>
<td>Automated metadata, del.icio.us</td>
</tr>
<tr>
<td>Classification</td>
<td>Folksonomies and the semantic web</td>
</tr>
<tr>
<td>Acquisitions</td>
<td>e-bay, Paypal, Amazon and Abebooks</td>
</tr>
<tr>
<td>Reference</td>
<td>Yahoo Answers and Wikipedia</td>
</tr>
<tr>
<td>Preservation</td>
<td>Digital Archives and repositories</td>
</tr>
<tr>
<td>User instruction</td>
<td>Chatrooms</td>
</tr>
<tr>
<td>Working space</td>
<td>Bedroom and Starbucks with a laptop</td>
</tr>
<tr>
<td>Collections</td>
<td>Youtube, Flickr, Institutional Repositories, Open Access</td>
</tr>
<tr>
<td>Professional judgement</td>
<td>The wisdom of crowds</td>
</tr>
</tbody>
</table>
### Future of libraries – an optimist view

<table>
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<tr>
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<th>Library 2.0 World</th>
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<tbody>
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<td>Automated metadata, del.icio.us</td>
<td>Metadata</td>
</tr>
<tr>
<td>Classification</td>
<td>Folksonomies and the semantic web</td>
<td>Locally provided and relevant folksonomy</td>
</tr>
<tr>
<td>Acquisitions</td>
<td>eBay, Paypal, Amazon and Abebooks</td>
<td>E-archives, e-data trust metrics and quality assurance</td>
</tr>
<tr>
<td>Reference</td>
<td>Yahoo Answers and Wikipedia</td>
<td>Branded links to trusted resources</td>
</tr>
<tr>
<td>Preservation</td>
<td>Digital Archives and repositories</td>
<td>Institutional repository</td>
</tr>
<tr>
<td>User instruction</td>
<td>Chatrooms</td>
<td>Moderated chatroom</td>
</tr>
<tr>
<td>Working space</td>
<td>Bedroom and Starbucks with a laptop</td>
<td>Wired campus and 24-hour workspace</td>
</tr>
<tr>
<td>Collections</td>
<td>Youtube, Flickr, Institutional Repositories, Open Access</td>
<td>Aggregation of unique content with other libraries</td>
</tr>
<tr>
<td>Professional judgement</td>
<td>The wisdom of crowds</td>
<td>Teaching retrieval skills</td>
</tr>
</tbody>
</table>
Issues

• Level of take up
• The “cool factor” (Dr. Dom Davies, Dstl UK),
• Will it be indispensable in the near future?
• Return on Investment (ROI)
• Digital branch (9am to 5pm vs. 5pm to 9am syndrome
• Integrating social networking concepts to the library infrastructure
• Integrating e-learning, e-business, e… concepts to the library infrastructure
• Social issues (security, trust, etc.)