

Why Should I Care? New Technologies for Libraries & Librarians

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Outline

- ★ Libraries today
- ★ Social/Web Technologies
- ★ Mashups
- ★ Other Must Haves
- ★ Q/A throughout



<http://www.flickr.com/photos/libraryman/4030386510/>

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Budgets are changing

- ★ “Library budgets are under intense budgetary pressures regardless of institution size or type. Most report that a flat budget is the best-case scenario, and double-digit cuts are more of the norm.” |
- ★ PA Library budget cut 27%
- ★ NJ Library budget cut 43%

| . <http://www.snaponline.org/public/articles/details.cfm?id=253>

Money & the Library

- ★ How do we still provide superior services with all of these cuts?



<http://www.flickr.com/photos/zieak/3253387294/>

Libraries & Learning

★ “Today, technology is a powerful driver of change in libraries, and it will stay that way for the rest of your career.”



<http://www.streetsigngenerator.com>

<http://www.libraryman.com/blog/101rtk/>

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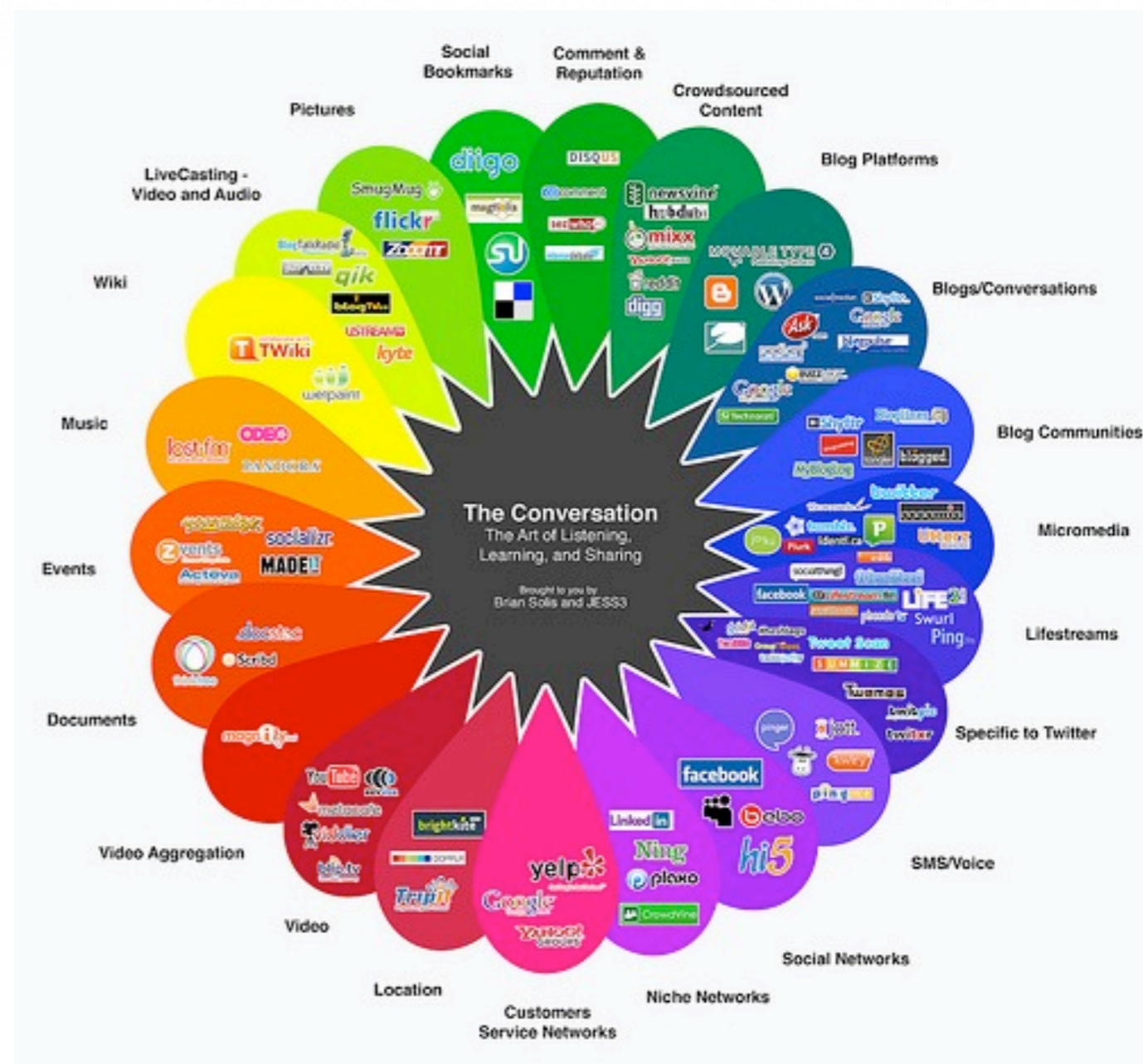
Libraries & Social Media

- ★ Communication
 - ★ Respond to Positive/Negative Feedback
 - ★ Marketing/Advertising
 - ★ Understanding Users Better
- ★ All Libraries! Not just Publics!

<http://andyburkhardt.com/2009/08/25/four-reasons-libraries-should-be-on-social-media/>

Times are Changing

- ★ Free tools for the library
- ★ Social networking
- ★ Crowdsourcing
- ★ Microblogging
- ★ Content management
- ★ File sharing



<http://www.flickr.com/photos/pipeapple/3280609082/>

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What does that mean to me?

- ★ Lots of free tools to help you do your job
- ★ Lots of free tools to promote your services
- ★ Lots of free tools to help with networking
- ★ Lots of free tools for content creation
- ★ **Lots of free tools!!**

Web 2.0 Terms



RSS Feeds

- ★ Real Simple Syndication: A way to deliver and consume information



Blogs (provide RSS feeds)

- ★ Another way to deliver and consume information



Wikis (provide RSS feeds)

- ★ Yet another way to deliver and consume information

Libraries & Open Source

Libraries and Open Source Both...


- ★ Believe that information should be freely accessible to everyone
- ★ Give away stuff
- ★ Benefit from the generosity of others
- ★ Are about communities
- ★ Make the world a better place

-- Horton, G. <http://tinyurl.com/3jvumn>

What is Open Source?

★ "If you have an apple and I have an apple and we exchange apples, then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas."

▶ Attributed to Bernard Shaw

 Open source software is software that users have the ability to run, distribute, study and modify for any purpose. It's developed collaboratively in the open.

What does that mean to me?

- ★ Freedom to innovate and participate
- ★ Freedom from the culture of 'learned helplessness'
- ★ Freedom to choose & customize
- ★ Free (of cost) and/or affordable software
- ★ **A whole new level of freedom!!**

Free Social/ Web Tools for your library

Blogging

- ★ Share library news
- ★ Share opinions & events
- ★ Promote communities!
- ★ WordPress.com offers free blogging options
- ★ WordPress.org is open source & hosted on your servers
- ★ Why? Promotion!

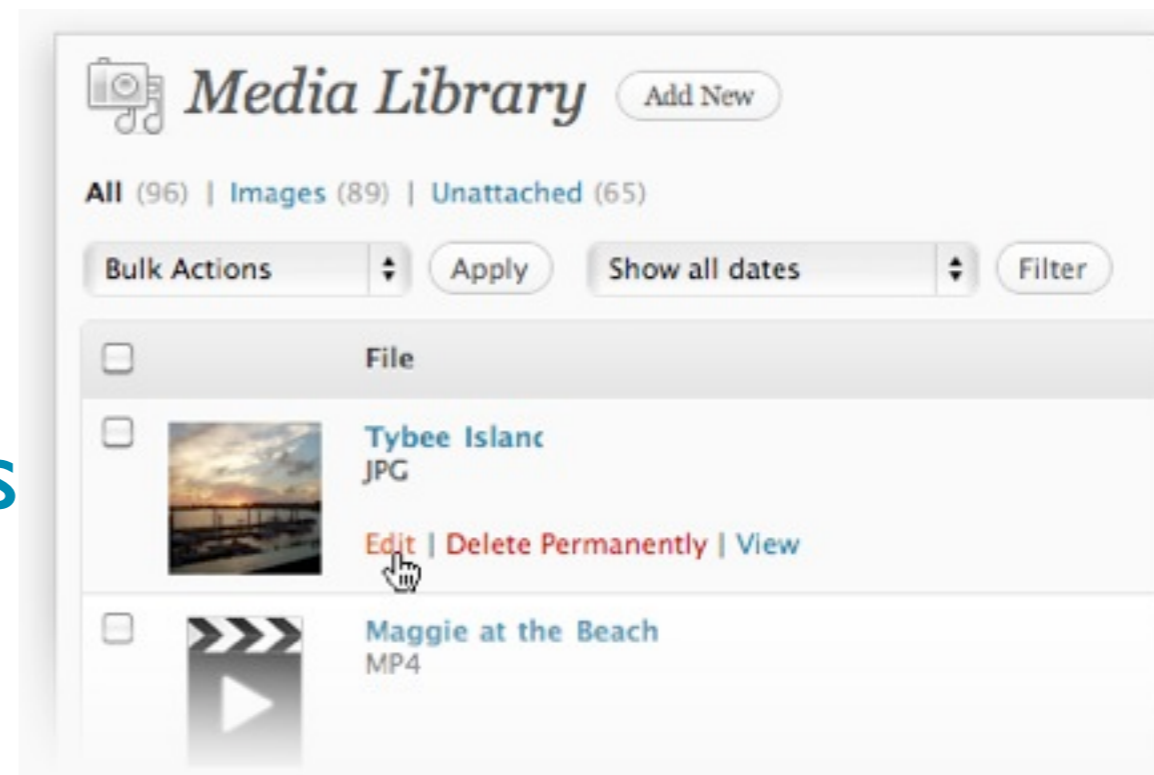


Image: <http://cuarts.wordpress.com/2009/09/28/we-might-call-this-meta-blogging/bloggin/>

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Content Management

- ★ Empower staff to alter web content
- ★ Share library news
- ★ Share opinions & events
- ★ Promote library events
- ★ Two popular open source tools
 - ★ WordPress.org
 - ★ Drupal.org
- ★ Why? Empower!



Screencasts/Videos

- ★ Answer reference questions in videos
- ★ Create video tutorials and post to your blog or website
- ★ Use Camstudio, Jing or Webinaria
- ★ Share on blip.tv, YouTube, and/or Vimeo
- ★ Why? Promotion!

The image shows a screenshot of a blip.tv channel page for 'bywatersolutions's Channel'. The page features a navigation bar with 'blip.tv', 'Browse', 'Dashboard', and 'Upload' options. Below the navigation is an 'Episodes Archive' section with four video thumbnails: 'Koha 3.2 OPAC Demo', 'A Quick Koha 3.2 Demo', and two others. A video player is overlaid on the page, displaying a Koha library interface. The video player shows a play button and a progress bar at 0:00 / 0:24. The Koha interface includes a search bar, a 'Messages For You' notification, and a table of checked-out items.

Title	Call No.	Due	Renew	Place
Printing statistics online: Business, Facts	AK33.2 .B47 198	07/11/2010	Renew	at 11:00 am on 07/11/2010
Stats Printer and the chamber of secrets	PR1057 .L47 107 2002	07/08/2010	Renew	at 11:00 am on 07/08/2010

<http://www.web2learning.net/archives/3938>

File Sharing

- ★ Share large files online
- ★ Get links to email to patrons instead of sending large files
- ★ Access work files from home
- ★ Options include (but are not limited to)
 - ★ Senduit and Dropbox
- ★ Why? Collaboration!



Instant Messaging

★ Sign up for accounts for free at popular sites

★ AOL

★ Microsoft

★ Yahoo!

★ Google

★ Download free IM Clients

★ Pidgin, Meebo, Digsby, etc.

★ Why? Communication!



Twitter

- ★ Social networking in 140 characters or less
- ★ Users type messages (from their computers and/or mobile devices) or 'tweets' to share information
- ★ www.twitter.com
- ★ wiki.sla.org/display/SLAINNO/Twitter+Directory
- ★ Why? Communication & Promotion!

twitter



What is Twitter?

“Most people who see Twitter.com don’t get it. It seems invasive or time consuming or even dumb

The converts, though, understand the true power of Twitter. Twitter is deceptively simple: it’s a Web protocol that makes it easy to instant-message people with short notes like “going to the gym.” In fact, the limit is 140 characters, about half the length of this paragraph.

The difference between an instant message and twits, though, is that your instant message goes to one person and a twit goes to anyone who has chosen to follow you.”

Godin, S. (2008). Tribes. London: Piatkus. (p34)

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Free Marketing!

Despite the nonbelievers, Gary Vaynerchuk knew a marketing juggernaut when he saw one. An early Twitter adopter, he now has 530,000 followers hanging on his every 140-character thought.

One of his tweets alone -- a free shipping offer -- pulled in 1,800 new customers. Compare that with a direct-mail campaign that cost \$7,500, but brought in a scant 200 customers.

Or a billboard ad that cost another \$7,500, winning just 300 customers.

http://www.nj.com/business/index.ssf/2009/06/companies_take_time_to_twitter.html

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Facebook

- ★ Promote your library where your patrons are
- ★ Easily automate the process of keeping your page up to date with RSS Feeds
- ★ Bring people into the library who might not visit the library website
- ★ www.facebook.com
- ★ Why? Communication & Promotion!

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

LinkedIn

- ★ Promote yourself and your knowledge
 - ★ Answer questions on LinkedIn
- ★ Professional social networking
 - ★ keep up with colleagues and find experts to help you from time to time
- ★ www.linkedin.com
- ★ Why? Networking & Promotion!



Office Tools



- ★ These tools are freely available online and were made possible by new web technologies

<http://www.flickr.com/photos/mindonfire/3956865159/>

File Conversion

- ★ Zamzar lets you convert almost any file type in to any other file time
- ★ They offer this service for free for files up to 100 MB
- ★ Affordable packages for other options
- ★ Why? Productivity!



ZAMZAR[™] **BETA**
Free online file conversion

<http://www.zamzar.com/>

Google Office

- ★ Create documents, spreadsheets, presentations and more online with your colleagues
- ★ Free with a google account (which is also free)
- ★ Why? Productivity & Collaboration!

Google docs

<http://docs.google.com/>

Zoho Office

- ★ Extensive suite of office tools including (but not limited to)
 - ★ Documents
 - ★ Spreadsheets
 - ★ Presentations
- ★ Why? Productivity & Collaboration!



<http://www.zoho.com/>

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Mashups for your Library

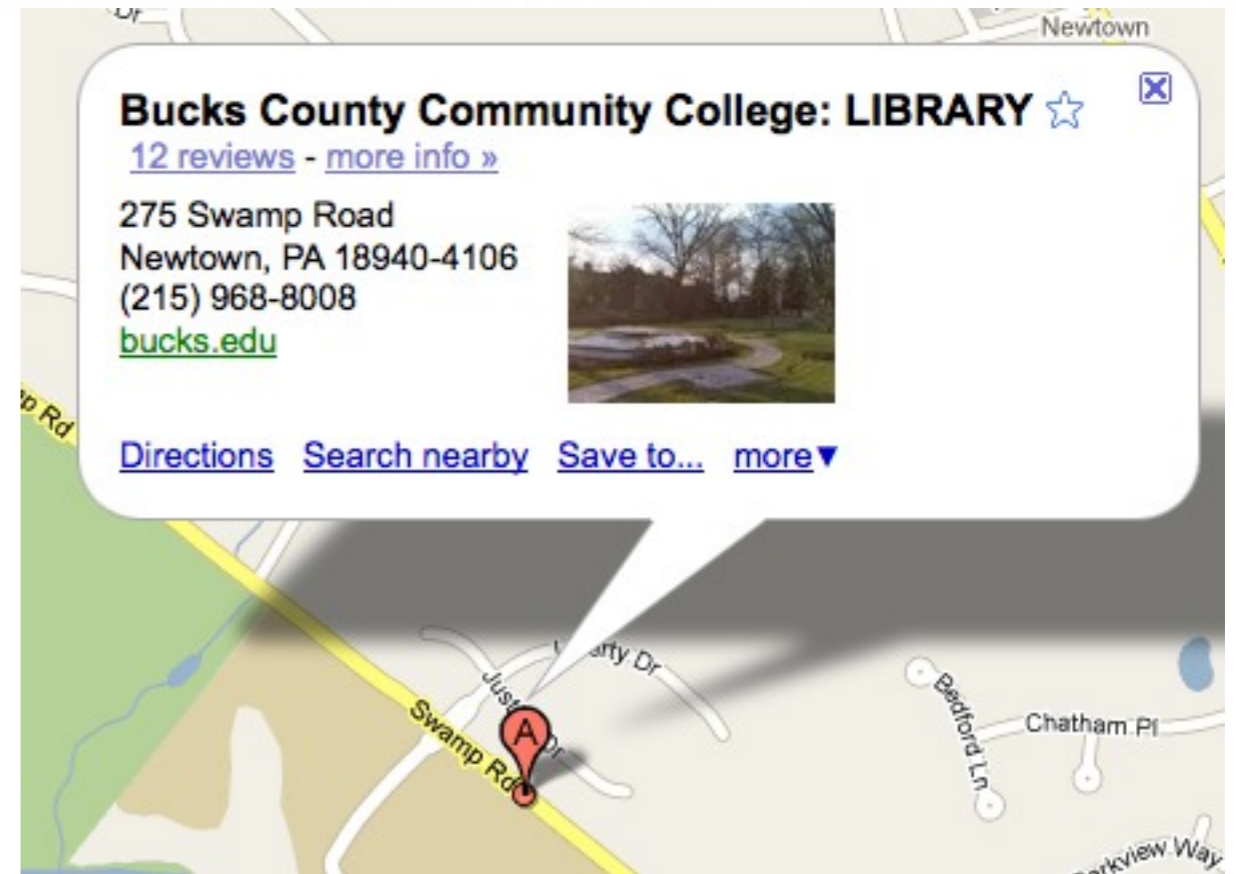
What are Mashups?

- ★ A web application that combines data from more than one source into a single integrated tool
- ★ an example is the use of data from Google Maps to add location information to real-estate data, thereby creating a new and distinct web service that was not originally provided by either source

Map Your Library

★ Basic Map

- ★ Go to maps.google.com
- ★ Search for your library
- ★ Click the 'link' button (top right)
- ★ Copy the HTML to embed the map into your site
- ★ Can also use the Map Wizard: <http://www.google.com/uds/solutions/wizards/mapsearch.html>
- ★ Why? Good Customer Service!



Delicious

★ Share resource with colleagues & patrons

★ delicious.com

★ diigo.com

★ Create subject guides

★ www.chelmsfordlibrary.org/reference/consumer.html

★ www.chelmsfordlibrary.org/reference/consumers.html (w/out)

★ Why? Efficiency!



Linkrolls from Delicious

- ★ Go to www.delicious.com
- ★ Log in to your account (or create an account)
- ★ Click Settings
- ★ Create a LinkRoll
- ★ Learn more:
 - ★ Herzog, Brian. "Information in Context." In Library mashups : Exploring new ways to deliver library data. Information Today, Inc. mashups.web2learning.net/toc/chapter-5.

Linkrolls from Diigo

- ★ Go to www.diigo.com
- ★ Log in to your account (or create an account)
- ★ Click Tools
- ★ Go to Enhanced Linkrolls
- ★ Same general concept as Delicious, just a different tool

Mashing Updates

- ★ Mashup feeds from multiple journals and news sources to deliver information to patrons

- ★ pipes.yahoo.com

- ★ Learn More:



- ★ Engard, Nicole C. “Piping out Library Data.” In Library mashups : Exploring new ways to deliver library data. Information Today, Inc. mashups.web2learning.net/toc/chapter-7.

- ★ Fagan, Jody Condit. “Mashing up Multiple Web Feeds Using yahoo! pipes..” Computers in Libraries 27, no. 10 (November 2007): 10-17.

- ★ Why? Customer Service & Efficiency!





Other Must Haves

Firefox

- ★ Open Source web browser
- ★ If you're not already using it you should be
- ★ More secure than other options
- ★ Customizable with plugins/add-ons
- ★ <http://firefox.com>
- ★ Why? Security & Efficiency!



Must Have Firefox Plugins

- ★ Adblock Plus 
 - ★ addons.mozilla.org/en-US/firefox/addon/1865
- ★ NoScript 
 - ★ addons.mozilla.org/en-US/firefox/addon/722
- ★ DownThemAll 
 - ★ addons.mozilla.org/en-US/firefox/addon/201
- ★ Flashblock 
 - ★ addons.mozilla.org/en-US/firefox/addon/433

Scribus

- ★ Affordable desktop publishing
 - ★ free of cost and open source
- ★ Create flyers, newsletters, research guides
- ★ Comparable to Quark or Publisher
- ★ scribus.net
- ★ Why? Affordability & Professionalism!



Skype

- ★ Make long distance calls on your computer at affordable rates
- ★ Make free VOIP calls to toll free numbers and other Skype members
- ★ Use Skype as a text chat tool
- ★ skype.com
- ★ Why? Affordable Communication



What we learned?

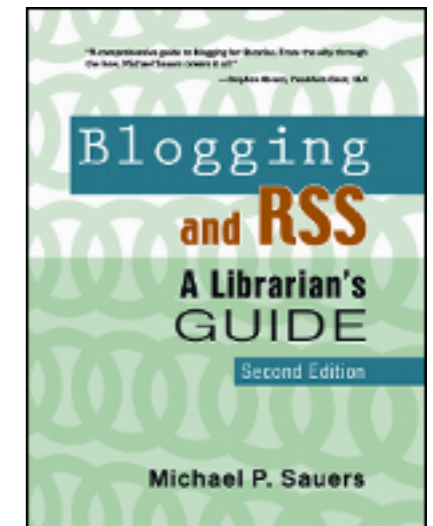
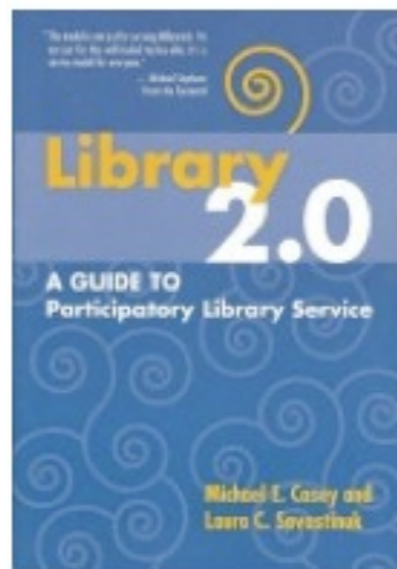
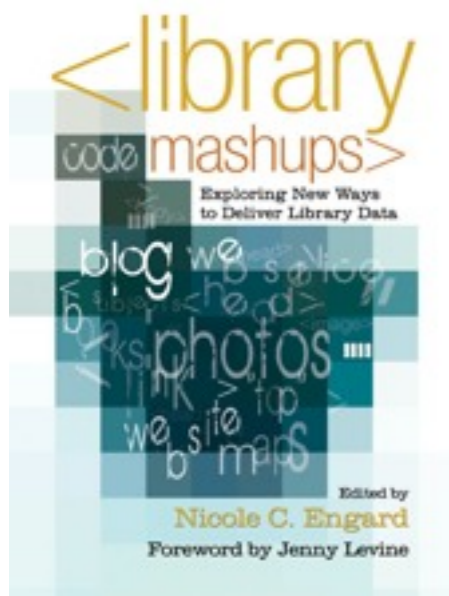
- ★ We can publicize our library for free or cheap!
- ★ We can learn to use these tools on our own!
- ★ Our patrons are already using some of these tools and can help us!

Continued Learning

- ★ To find out about new tools:
 - ★ you need to always keep your eyes open
 - ★ you need to keep up with your colleagues
 - ★ you need to listen to your patrons

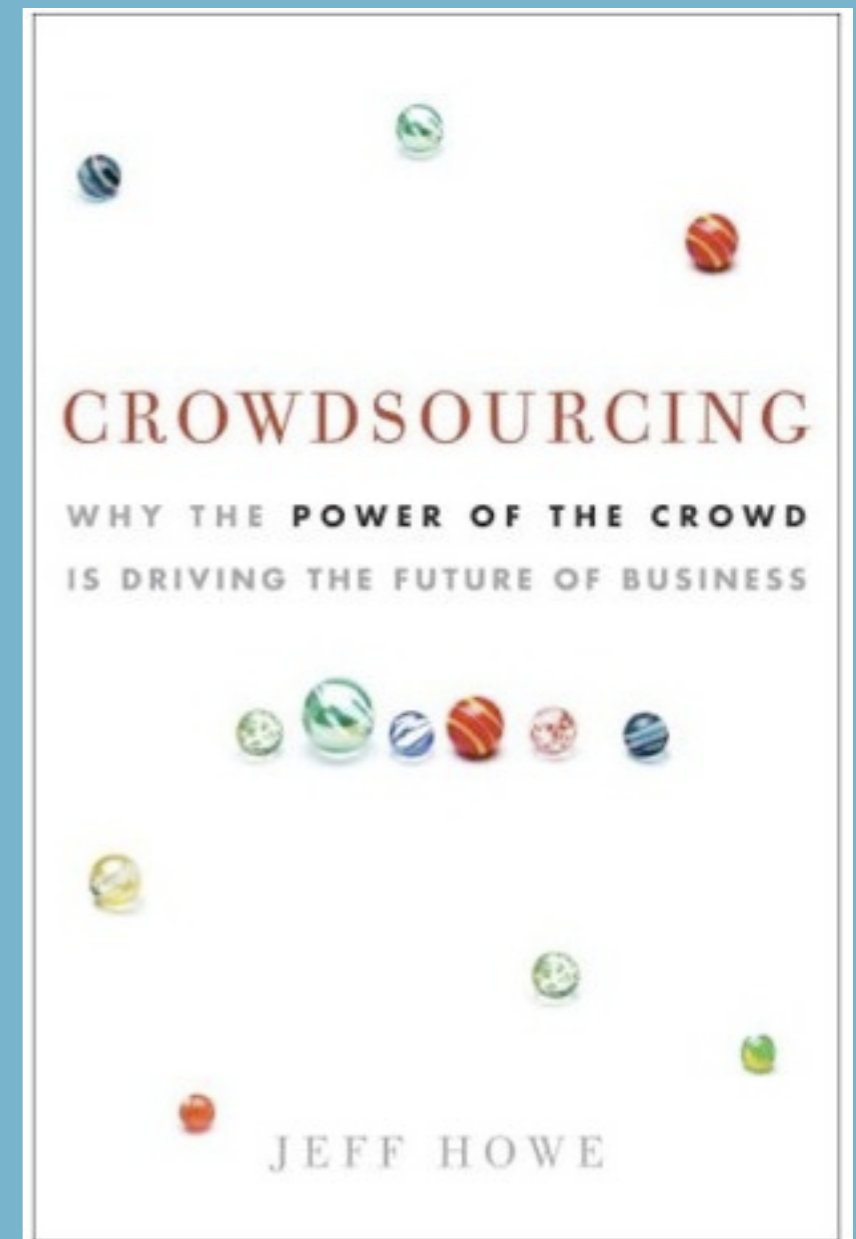
More Learning/ Reading

Library 2.0 Titles



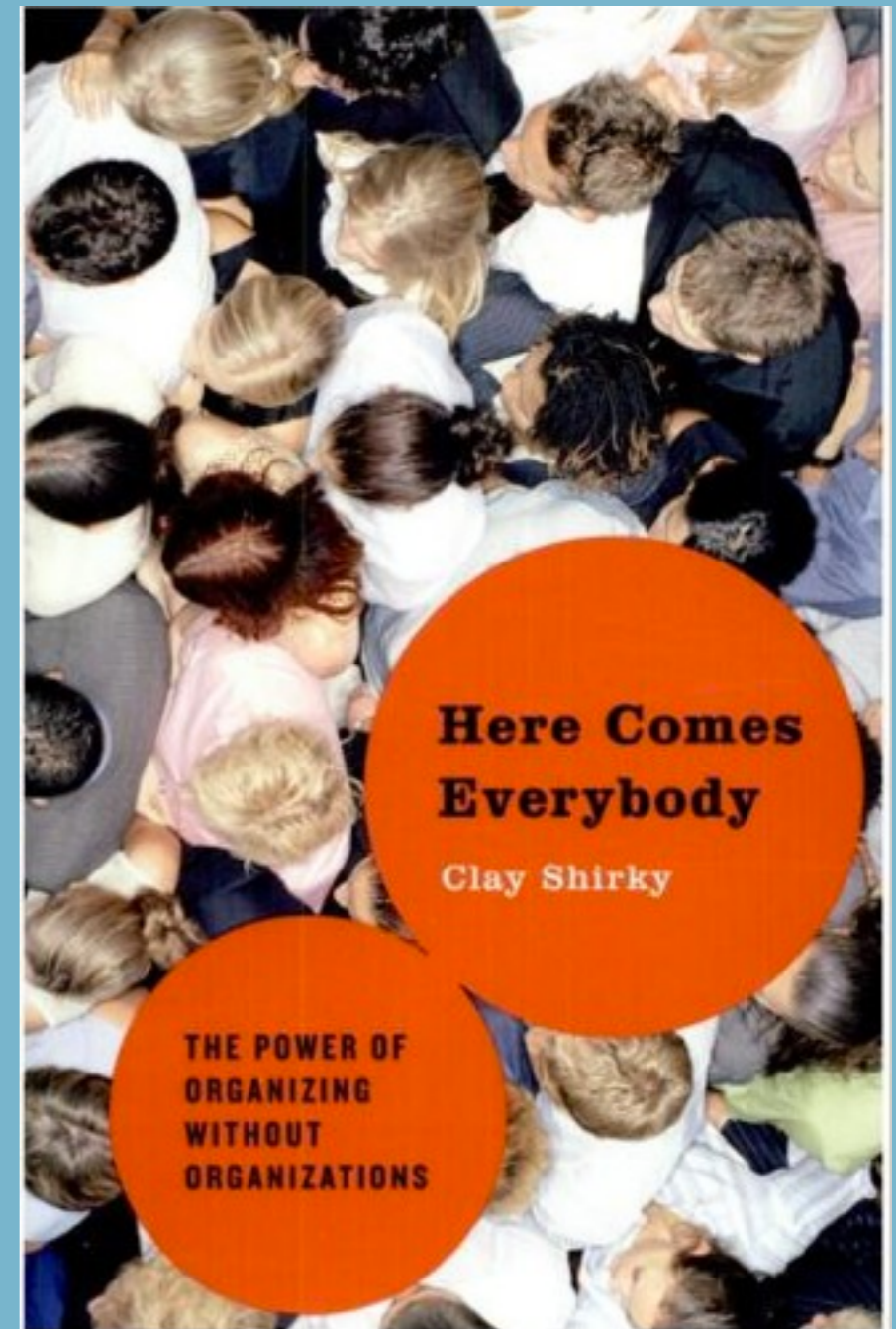
★ Covers the history of crowdsourcing and how to use it in your business/library

★ crowdsourcing.typepad.com



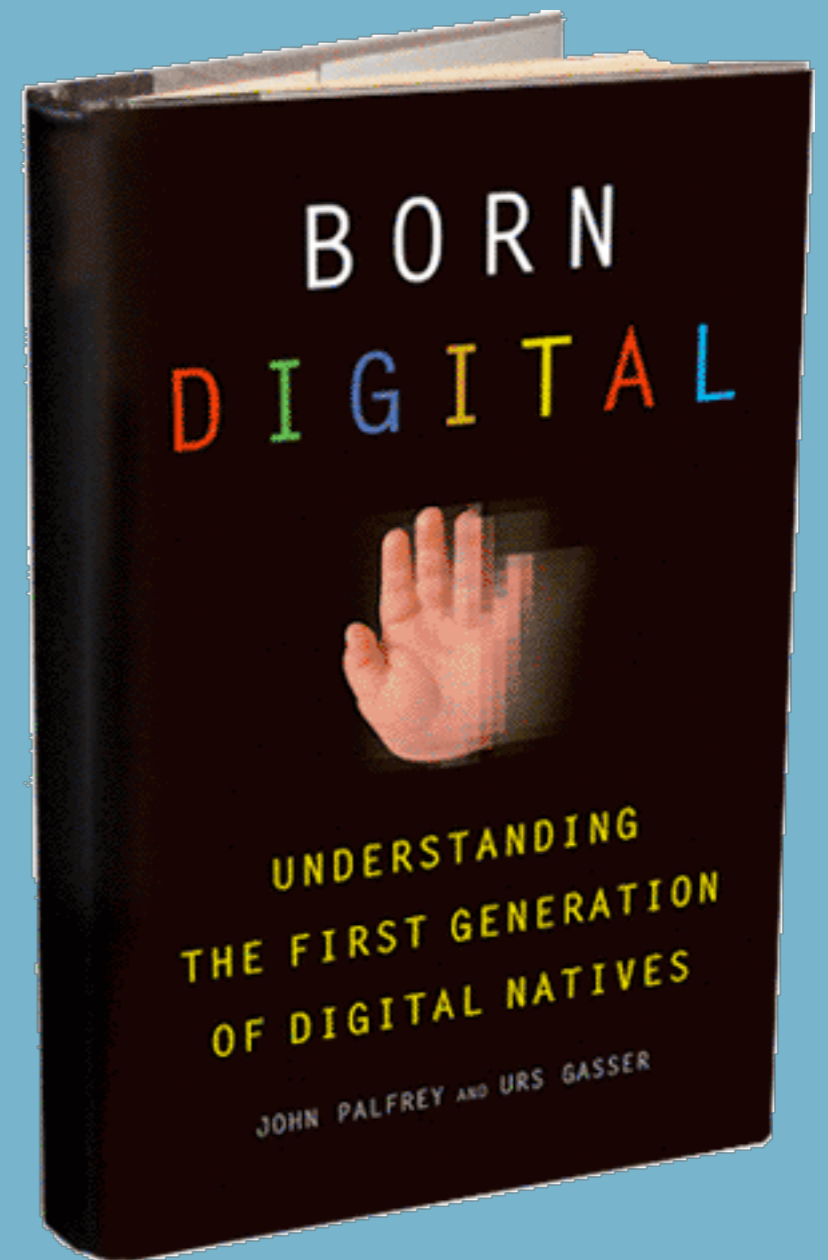
★ Talks about how products and companies are being organized by the power of the people instead of the traditional hierarchy

★ shirky.com/herecomeseverybody/



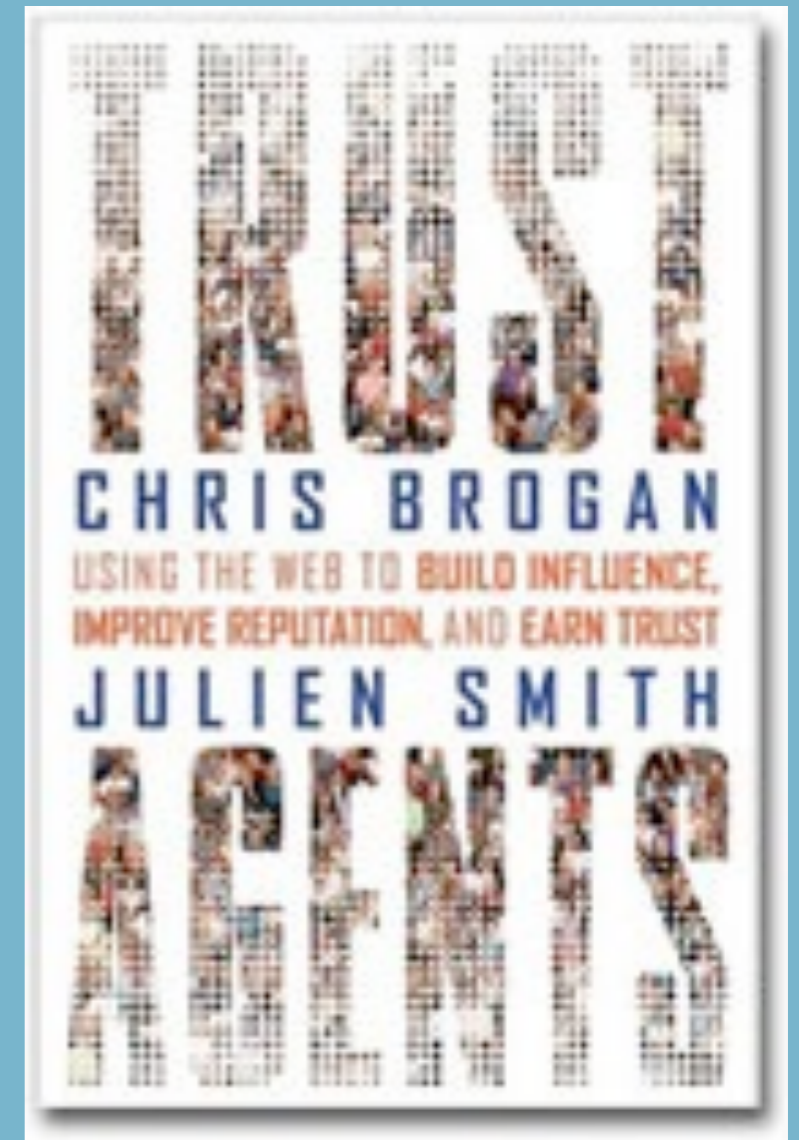
★ Learn more about the digital natives and how they use technology

★ borndigitalbook.com



★ Learn how to use technologies to become a trusted source among your patrons/the public

★ www.trustagent.com



Social Network Policies

★ Many libraries want to write up policies once they start using these tools - check out these links for more info:

★ <http://www.web2learning.net/archives/1250>

★ <http://www.web2learning.net/archives/2967>

★ <http://www.schoollibraryjournal.com/article/CA6699104.html>

More Links

- ★ Keep track of social network usage
 - ★ <http://andyburkhardt.com/2009/09/28/how-to-track-your-librarys-social-media-stats/>
- ★ Many of the sites in this talk I learned about from another talk
 - ★ <http://www.libraryjournal.com/webcastsDetail/2140330112.html?industryid=48747&industry=Webcasts>

Keep Learning

- ★ What I Learned Today... (web2learning.net)
- ★ Practical Open Source for Libraries (opensource.web2learning.net)
- ★ Library mashups (mashups.web2learning.net)
- ★ Mashable (mashable.com)
- ★ ReadWriteWeb (www.readwriteweb.com)
- ★ TechSoup (techsoupforlibraries.org)

Thank You &
Always keep
learning!

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Slides:
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Presentations