

# Library 2.0: Opportunities and Challenges



IWR Information Professional of the Year

## About This Talk

The 'Library 2.0' concept has generated much interest and excitement. But what difficulties might be expected in using such approaches, what are the risks and how should organisations seek to best exploit the potential which Library 2.0 can provide?

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Resources bookmarked using the 'ndap-2008' tag




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# About The Speaker

Brian Kelly:

- UK Web Focus: a national Web advisory post
- Works at UKOLN – a national centre of expertise in digital information management, located at the University of Bath, UK
- Funded by JISC and MLA to support UK's higher and further education & cultural heritage sectors
- Involved in the Web since January 1993
- Currently active in promoting best practices for Web 2.0
- Awarded prize for Information World Review's Information professional of the year in Dec 2007

# About This Talk

## Context:

- You've heard about Web 2.0
- You've seen examples of how Web 2.0
- You might want to exploit Library 2.0

## But:

- You've some concerns
- Your colleagues may be sceptical
- You're unsure as to how to deploy Library 2.0

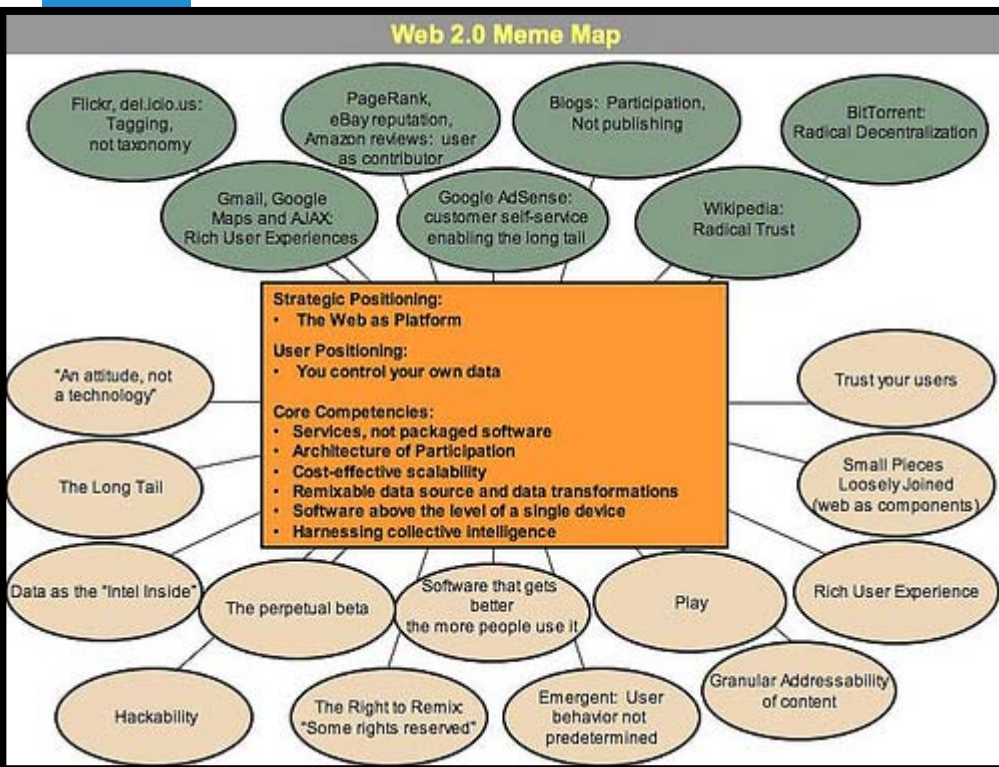
## This talk:

- Acknowledges that there are legitimate concerns
- Describes deployment strategies based on:
  - Advocacy, listening & refinement
  - Risk assessment & risk management
  - Engagement with your users & your peers

# Web 2.0

## What Is Web 2.0?

Marketing term (derived from observing 'patterns') rather than technical standards - “an attitude not a technology”



Web2MemeMap, Tim O'Reilly, 2005 →

## Characteristics Of Web 2.0

- Network as platform
- Always beta
- Clean URIs
- Remix and mash-ups
  - Syndication (RSS)
- Architecture of participation
  - Blogs & Wikis
  - Social networking
  - Social tagging (folksonomies)
- Trust and openness

# About Library 2.0

## What Is Library 2.0?

“.. a loosely defined model for a modernized form of library service that reflects a transition [in] the library world in the way that services are delivered to users.  
.. key principles of Library 2.0 are .. innovation, about people, and about community building, enabled through the participation that social computing brings.

## The Library 2.0 Debate

Library 2.0 has been a source of debate ...

The concept of *Radical Trust* appears to be at the heart of the issue. While librarians are learning about Web 2.0 tools to facilitate discussion so that their internal business can evolve to enterprise 2.0, involving external users appears to face some opposition.”

Wikipedia entry on ‘Library 2.0’ 



# Web 2.0 – The User's View

How might users perceive Library 2.0:

- YouTube: training videos e.g. RSS Made Simple), promotional videos, ..
- Del.icio.us: bookmarking resources
- Blogs such as Wordpress.com: blogs about the library, book clubs, ...
- Wikis: Collaborative document creation e.g. WetPaint (Plymouth Library)
- Librarything →
- ...

This a view of Library 2.0 as services out there which can be brought into the library



# Web 2.0 – The Developers' View

From a library developer or manager Library 2.0 might be regarded as:

- Open source software
- Ajax development
- Rapid lightweight development
- Installing Wordpress software locally
- Open source software development e.g. Scriblio (WPopac) →

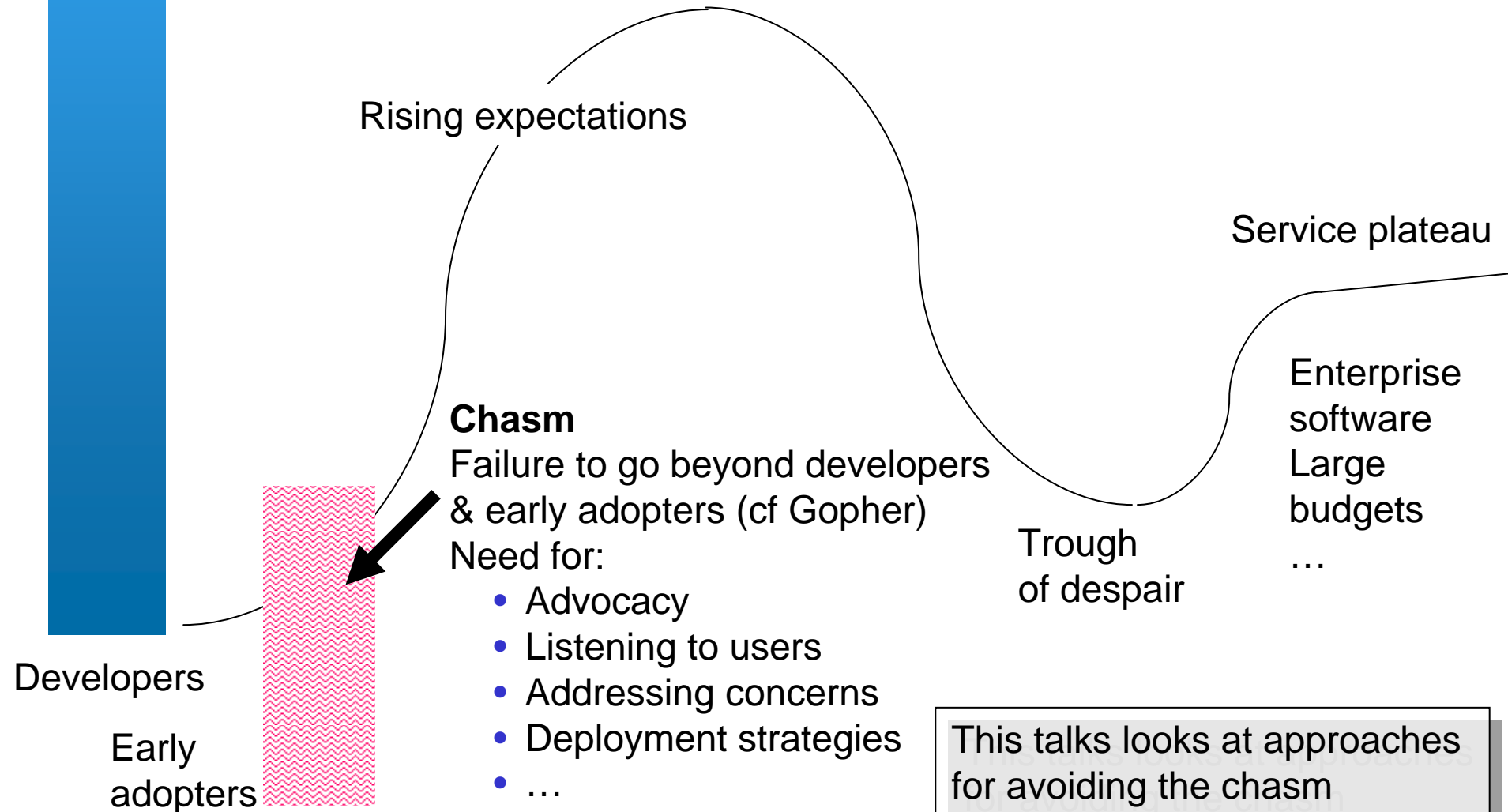
This a view of Library 2.0 as technologies and attitudes being deployed within the library environment





# Takeup Of New Technologies

## The Gartner curve





# Web 2.0 Backlash

When significant new things appear:

- Enthusiasts / early adopters predict a transformation of society
- Sceptics outline the limitations & deficiencies

There's a need to:

- Promote the benefits to the wider community (esp. those willing to try if convinced of benefits)
- Be realistic and recognise limitations
- Address inappropriate criticisms

**Web 2.0: It's a silly name. It's just a marketing term. There are lots of poor Web 2.0 services. There wasn't a Web 1.0. What follows it?**

It does have a marketing aspect – and that's OK. It isn't formally defined – it describes a pattern of related usage. There will be poor (and good) Web 2.0 services – just like anything else. Any usage will arrive at a follow-up term.

# Engagement Strategy

## Barriers:

- Institutional inertia
- Vested interests, power struggles, ...
- Sustainability, reliability, interoperability
- Privacy, copyright, ...

## Addressing the barriers:

- Encouraging the enthusiasts
- Removing barriers
- Demonstrating benefits

These approaches have already been taken and are continuing (e.g. NDAP 2008 conference!)



# Use of Blogs



Heriot Watt University Library launched their blog in Dec 2006

Note:

- Link on the Library home page
- It's hosted on Wordpress.com
- It uses a similar look-and-feel to the main HW library pages

See "Web 2.0: Supporting Library Users" for Library 2.0 examples 

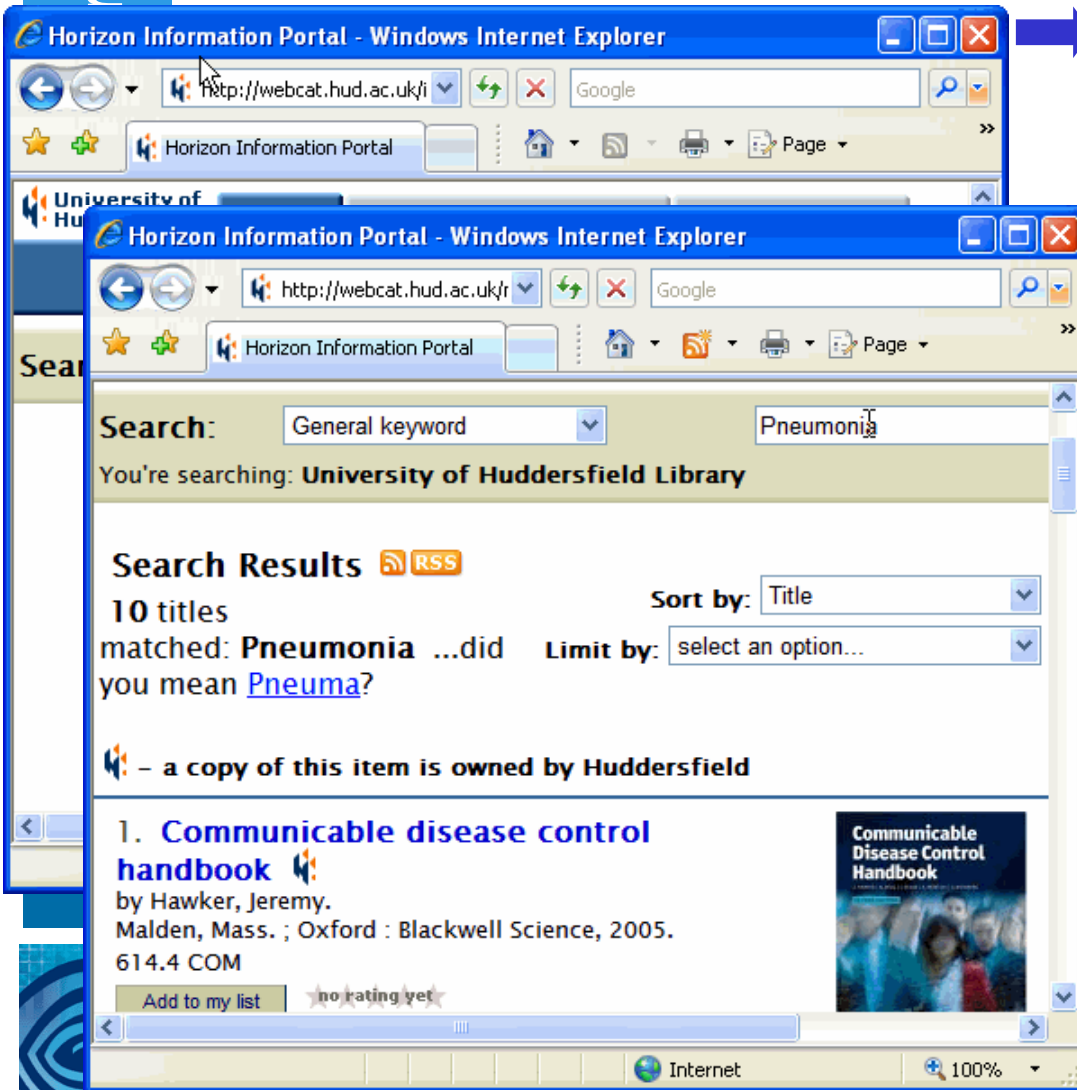
# Use of Wikis



Portsmouth City Library (UK) use wikis to engage with their readers:

- **The Book Case:** a wiki for book lovers & readers, .. inviting them to share experiences through reviews & recommendations.
- **The Teen Wiki:** a wiki for teens that read across the world, initiated to support the two teen reading groups in Portsmouth

# OPAC 2.0 (1)



Huddersfield University Library have implemented features based on services such as Google) e.g. automated alternatives to spelling mistakes in keywords

Note how the search results seems similar in look-and-feel and functionality to Amazon

# OPAC 2.0 (2)

The image shows two overlapping browser windows. The top window displays a 'wall of books' on the website <http://www.superpatron.com/wall-of-books/aadl/aadl-fiction-20060322.ht...>. It features a horizontal row of book cover images, including titles like 'Polish Undertaking', 'From Slave to Soldier', and 'dog sense'. A blue arrow points from this row to the text on the right.

The bottom window shows the 'AADL Web Catalog' interface. The search bar contains the text 'http://www.aadl.org/cat/seek/'. Below the search bar, there are navigation links: 'Start Over', 'Request this Title', 'MARC Display', and 'Search Other Libraries Summaries'. A search result is displayed for record number 'b1260639', showing the title 'For your paws only / written by Heather Frederick ; illustrated by Sally Wern Co'.

Ann Arbor District Library have created an online 'wall of books' using book jacket images

Each image in the 'wall' links back to an item record in the Library OPAC

A novel approach to presenting & promoting library services, using an attractive 'virtual' library display to entice people into the OPAC for further information



# The Challenges

Areas of concern:

**Institutional inertia, vested interests, power struggles, ...**

- Applicable for any significant change

**Sustainability, reliability, interoperability**

- The technical challenges

**Privacy, copyright, ...**

- The ethical challenges

**Finding time, finding resources, expertise, ...**

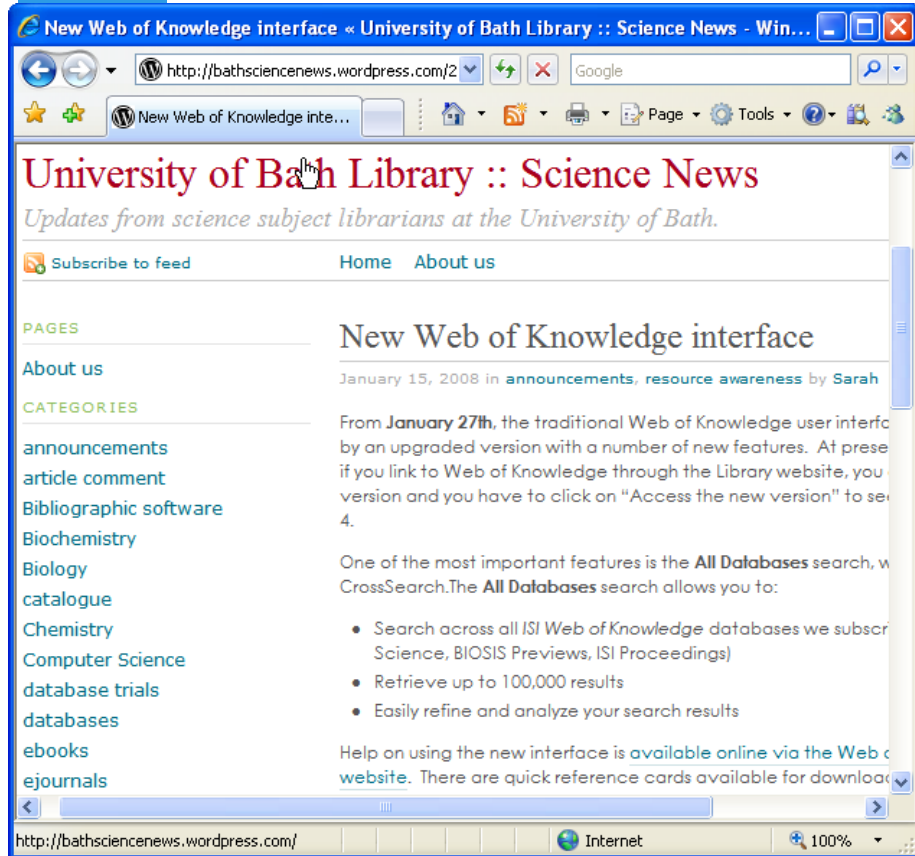
- The deployment challenges

See “*Web 2.0: Addressing the Barriers to Implementation in a Library Context*” for Library 2.0 examples





# “Just Do It!”



## University of Bath Library Science News blog:

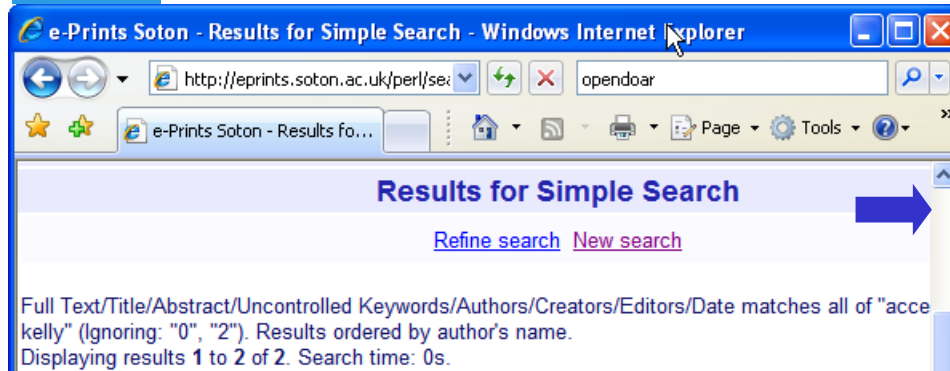
- Set up in Nov 2005
- “Skunkwork” – not officially approved!

## Later:

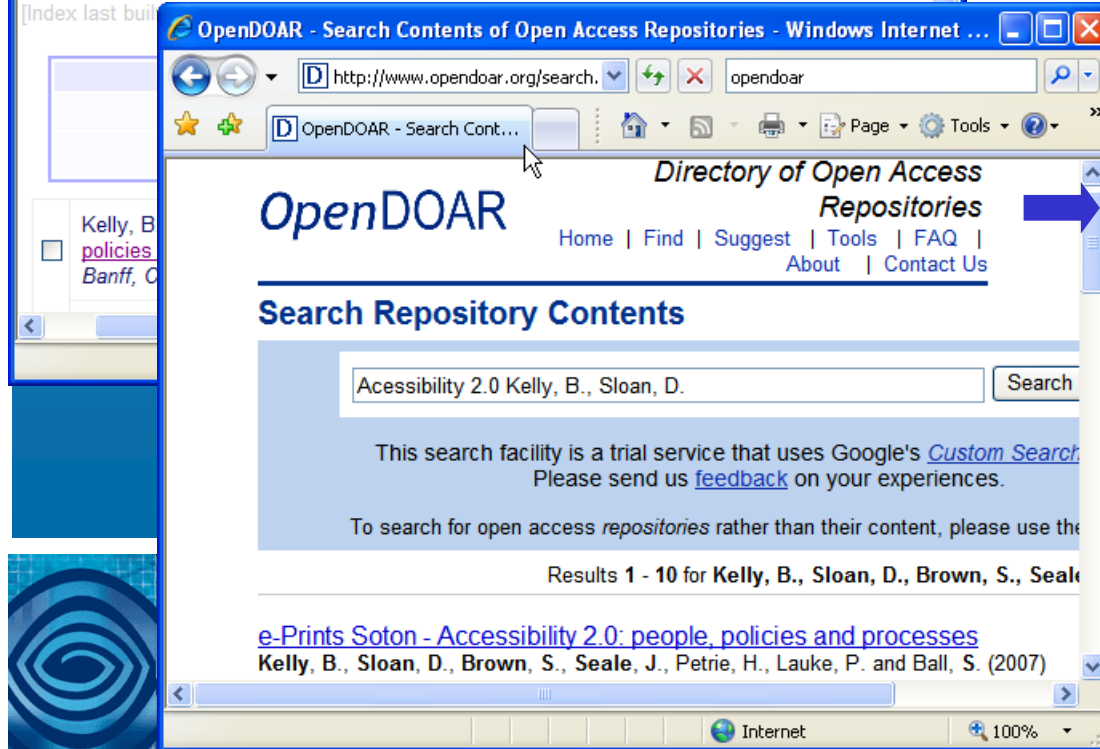
- Users liked it – “why don’t you do this for all department
- Service migrated to Wordpress.com
- Senior managers praised for engaging with Web 2.0 tools 😊

Change can happen through bottom-up approaches

# Institutional Repositories (IRs)



IRs manage & provide access to research publications, etc. With centralised software and formal metadata schemas, IRs are Web 1.0-ish



But if the IRs are accessible to Google (e.g. 'cool URIs') Web 2.0 search interfaces can be layered on top

Argument need not be Web 2.0 or Web 2.0 but Web 1.0 and Web 2.0



# Reliability & Sustainability

I use Slideshare to (a) maximise exposure to my ideas (b) solicit feedback (c) allow content to be easily embedded elsewhere and (d) measure impact

<http://www.ukoln.ac.uk/web-focus/events/meetings/bath-facebook-2007-08/>

## Introduction To Facebook: Opportunities and Challenges For The Institution

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### Aims of this talk

This talk aims to provide an introduction to Facebook by looking at what it is and how it is being used. The potential of Facebook to support various activities within the institution will be explored, together with potential problem areas. The talk will lead into general discussion.

Resources bookmarked using 'bath-facebook-2007-08' tag



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00:00 / 19:50

## Introduction To Facebook: Opportunities and Challenges For The Institution

From [lisbk](#), 6 months ago Edit

Slides used in a talk on "Introduction To Facebook: Opportunities and Challenges For The Institution" given at the University of Bath on 29 August 2007.

See <http://www.ukoln.ac.uk/web-focus/events/meetings/bath-facebook-2007-08/> [less](#)  
 3331 views | 2 comments | 25 favorites | 278 downloads | 13 embeds ([Stats](#))

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### Tags

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[web2](#) [ucisa](#) [transliteracy](#)  
[slidecast](#) [2.0](#) [social](#)  
[computing](#) [introduction](#)

### Groups/Events

[enterprise 2.0](#)  
[Enterprise 2.0](#)

Note URI for master copy on managed Web site is provided on slide & in the metadata

# Slideshare Example (2)

"An error has occurred whilst accessing this site."

What beautifully sweet irony - Niall Scater has just posted [Downside of the small pieces model](#) about SlideShare being down, and comments:

*Of course institutional sites go down too - but it's our business to keep them working and at least if services are hosted in-house we can pull out all the stops to ensure they're fully functional.*

So I thought I'd log in to the intranet and build a quick scraper to alert me from a status page that I think exists on there somewhere about any OU server outages...

...only I can't get in...

Hi,

Found your post in my RSS for SlideShare. Sorry about today's outage. The service is back up though uploads are still having problems from time to time.

We are paying attention to this issue. So drop us an email if you have any problems when you login next.

Thanks for using SlideShare!

rashmi  
(SlideShare cofounder)

Posted by: [rashmi](#) at November 11, 2007 08:19 AM

What happens if  
Slideshare goes down –  
and it has happened!

Does this demonstrate  
that you can't trust  
externally-hosted  
services?

But local services also go  
down – as this example  
from the Open University  
shows

And note prompt  
response from  
Slideshare

# Use of Social Networks

facebook Profile edit Friends ▾ Networks ▾ Inbox (8) ▾ home account privacy logout

Library 2.0 Interest Group

Information

Group Info  
Name: Library 2.0 Interest Group  
Type: Internet & Technology - Websites  
Description: A place to connect with librarians, MLS students, LIS

Profile edit Friends ▾ Networks ▾ Inbox (8) ▾ home account privacy logout

Librarians and Facebook Global

Information

Group Info  
Name: Librarians and Facebook  
Type: Organizations - Academic Organizations  
Description: Discussion of how librarians are using Facebook to communicate with students, censorship issues, privacy issues, ect.

Photos  
Displaying 2 photos. Add Photos | See All

Videos  
Displaying 1 video. Add Videos | See All

The Librarians  
by Frances O'Brien  
0:56 Uploaded about 4 months ago.  
View Video | 12 comments

Posted Items

View Discussion Board  
Invite People to Join  
Leave Group

Share +

Officers

Laurie Charnigo (Birmingham, AL)  
Curious observer

Paula Barnett-Ellis (Jacksonville State)  
Moderator

Related Groups

Library 2.0 Interest Group  
Internet & Technology - Websites

FacebookAppsForLibraries  
Internet & Technology - Software

Applications edit

Page Manager  
Photos  
Groups  
Events  
Marketplace  
SplashCast  
Slide Shows

more

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Social networks such as Facebook are used to discuss Library 2.0 issues

But:

- Aren't they for social, not work, purposes
- What about the ownership issues and the dangers of mandating use of SN?



# User-Generated Content

Search this wiki

Navigation

- Home
- What are we reading this month?
- Previously, on Portsmouth's Teen Reading Group...
- Books, Books and more Books
- Non-book related discussion
- So you think that you could

Discussion Forum

To-Dos & Activity Reports

Top Contributors

View all contributors  
How do I get featured here?

Archaon6044

Profile Friends Compliments (0) Contributions (532)

Role: Moderator ([what's this?](#))  
Member since: Mar 28 2007, 4:18 PM EDT  
Friends: 3  
Compliments: None

Add as Friend  
Send Message  
Send Compliment

**Hi there, my name is Alec, and i was among the newest member to the Portsmouth Teen Reading Group. You're obviously reading this becuae you want to know more about me (or because your bored and have nothing better to do) either way, here's what i'm willing to divulge. Always remeber: Knowledge is power, Hide it well**

**So yeah, my hobbies include reading (Robert Jordan's Wheel of time series specifically), playing computer games (Eldar Scrolls IV: Oblivion and Supreme Commander etc). I also used to play Warhammer 40K, but had to give it up due to encroching GSCEs. i also enjoy being condescending to others. I'm a Brown belt at my local Goju-Ru karate class (that's 1 down from black, but i have to get another grade before i can get the black belt), and i enjoy a good sparring match. I also recently joined a stage fighting group, so i know how to wave a sword around and bash other people with it, that's fun I enjoy many varieties of music, mostly the stuff i listen to is Comedy, Rock, Alternative Rock, and Heavy Metal. My favorite bands include Kamelot, Trivium, DragonForce and the Artie Monkeys.**

**That's about it, you've probably had enough of my ramblings, and if you don't read this, it's probably due to having found something more intersting to do!**



Portsmouth Library Teen wiki encourage user content

But what if the content is:

- Inappropriate
- Difficult to read
- Has spelling mistakes

Will such concerns conflict with organisational policies related to the quality of its Web sites and editorial processes?

# Addressing The Concerns

Some approaches to addressing these concerns:

- Risk assessment
- Data migration
- Being user-focussed
- Working collaboratively





# Risk Assessment (1)

<b>Risk</b>	<b>Assessment</b>	<b>Management</b>
Loss of service (e.g. company bankrupt, closed down, ...)	Implications of sudden or gradual loss of service	Use for non-critical services; have alternatives available ...
Data loss	Likelihood of data loss. lack of export capabilities	Non-critical use; testing of export, ....
Performance problems or unreliable service	Automated monitoring	...
Lack of interoperability	User education	User education



See “*Risk Assessment For Use Of Third Party Web 2.0 Services*”  
QA Focus briefing document





**Web 2.0 Initiative**

- [Web 2.0 Initiative Home Page](#)
- [Collaborative Tools and Web 2.0 Report](#)
- [Consultation report](#)
- [Central Wiki Service](#)
- [Guidelines for using external services](#)
- [Next Steps](#)

## Guidelines for using external services

There are many companies on the Internet offering attractive services based on the "Web 2.0" paradigm, including blogs, bookmarking etc and of course there are virtual worlds such as Second Life which transcend the definition of Web 2.0. These are increasingly being used by users within the University, for administrative, teaching, learning and research purposes.

This document offers guidance to staff within the University on how to use such services. It is intended to be helpful for all staff, including research support staff.

The University's use of Web 2.0 services is developing quickly and the guidelines themselves are changing and expanding even more rapidly. The information herein will be far from a complete or comprehensive guide and you should therefore seek other relevant advice and use your own judgement, not relying on this document, which is a DRAFT.

This document will be published and maintained on a Wiki, and you are encouraged to contribute to it. The version accessible here is therefore not final and will become an evolving and interactive resource.

[Draft Guidelines for Using External Web 2.0 Services \(v1.0\)](#)

## Guidelines for Using External Web 2.0 Services

Draft of 23 August 2007  
 Feedback on this draft document should go to [C.J.Adie@ed.ac.uk](mailto:C.J.Adie@ed.ac.uk)

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# Checklist for assessing third-party IT services

## **Availability and reliability**

What guarantees are provided about support or level of service? Are they adequate for the intended use? For example, if the service is unavailable for an extended period of time, how seriously would this affect the Unit's activities?

## **Continuity of service**

Is there any agreement concerning continuity of the service? How serious is the risk that the service might change its policies, or prices, or go out of business? For example, does the Unit care if a free service becomes a paying one, or one subsidized by advertising? Does the Unit have an alternative or exit strategy in such an eventuality?

## **Support issues**

What level of support activity will be needed? Is the service widely used by comparable units outside Oxford? What is its public perception? Is there a strong community of existing users who can provide peer support, or will the Unit need to seek or provide specialist training? Does the service provide (e.g.) a hotline for academic or technical support issues beyond the run of the mill? Is it likely that existing IT support networks (e.g. OUCS Help desk) would be able to provide firstline support?

## **Migration issues**

If the proposed service overlaps wholly or in part with a service already used by the Unit, what will the support costs be in moving existing users? Is migration without loss of information simple, technically feasible, or impossible? Does the proposed new service have all the functionality of the existing one (for example, does it provide the same or enhanced levels of security, backup, etc.)?

## **Domino effects**

Will introduction of the new service affect other existing services, for example by reducing or increasing their importance or requiring changes in them? Is there a risk that the service would increase for example network traffic or spam beyond currently acceptable thresholds?

## **Duplication effects**

Is the service (or something analogous) already being used by some other Unit? If so, is there scope for co-operation e.g. in licensing or in pooling of support activities? Alternatively, is there a risk of confusion or lack of data integrity if the same service is provided under different brandings within the University?

## **Strategic and legal considerations**

How well does the new service conform to established University strategic priorities or practice? For example, can it take advantage of current university-wide authentication and identification systems? Is it equally usable in all hardware and software environments of importance to the Unit? Does the new service open the Unit to possible additional risk with respect to its legal obligations, e.g. privacy legislation, or contracts, e.g. Janet regulations? Is the service provided under terms specified by an enforceable contract between the service provider and the University?

## **Rights issues**

Are the terms and conditions appropriate for the intended use? For example, if the service will store or manage material in which the Unit has rights, do the T & C adequately protect those rights?

## **Privacy and confidentiality**

Are the terms and conditions adequate for the intended use? For example, who may access the Unit's data and in what circumstances? Is usage of the service auditable by the Unit (for example to track any alleged abuse)?

## **Cost implications**

What are the cost-benefit implications of using the new service? What is the total cost (or saving), taking into account all the above considerations, of using this service as opposed to expanding (or continuing with) an existing internal service -- or doing without? How will that cost be met?

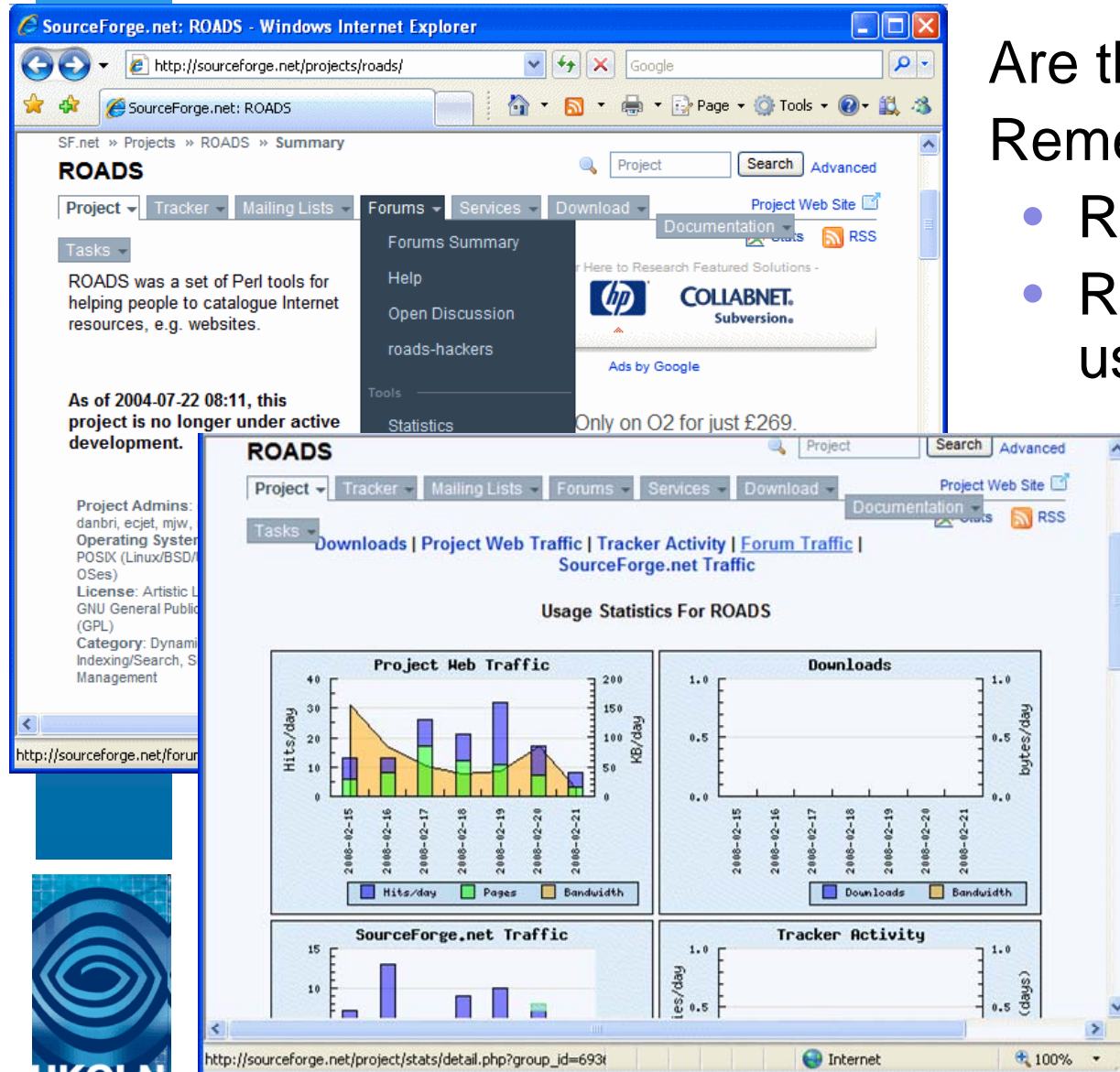


# Risks Revisited

Are these risks scary?

Remember to include:

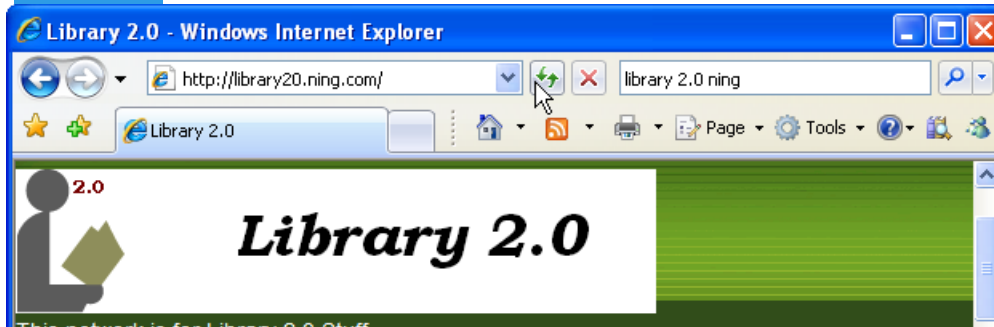
- Risks of doing nothing
- Risks associated with using existing services



## Case Study

Open Source Software can also fail to be sustainable. The ROADS software was developed in UK to support academic subject gateways – but is now no longer supported.

# The Opportunities



Social networks, such as Ning, can be used to support Communities of Practice →

**QA Focus Briefing Papers**

- **An Introduction To Web 2.0**, (briefing 92)  
[\[About\]](#)  
[\[MS Word format\]](#) - [\[MS Word format\]](#) (A5 format for printing with double-sided printer)  
[\[XHTML format\]](#)
- **An Introduction To RSS And News Feeds**, (briefing 77)  
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- **An Introduction To Wikis**, (briefing 78)  
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[\[XHTML format\]](#)
- **An Introduction To Web Services**, (briefing 79)  
[\[About\]](#)  
[\[MS Word format\]](#) - [\[MS Word format\]](#) (A5 format for printing with double-sided printer)  
[\[XHTML format\]](#)

And many training materials, videos, podcasts, etc. about use of Web 2.0 are available – often with Creative Commons licences

The QA Focus project, UKOLN, has produced 100+ briefing documents →

# Conclusions

To conclude:

- Library 2.0 and Web 2.0 are here and won't go away
- Institutions need to engage with Web 2.0
- There are many issues which need to be addressed
- Solutions are available
- Probably the most important is collaborative working with ones peers

