

New Technologies in Libraries
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Definitions adapted from <http://en.wikipedia.org> and <http://www.webopedia.com> For brevity's sake, I am including the most commonly accepted definitions of each technology - not every possible variation of each term - and where available, common library applications and an example of a Best Practice implementation.

Blogs



Short for Web log, a blog is a web page driven by an easy to use content management system (CMS) that automatically time stamps each entry, orders them in reverse chronological order, provides static permalinks to each entry, and auto-archives all entries. Blog content can run from individual diaries to arms of political campaigns. Many weblogs enable visitors to leave public comments, which can lead to a community of information; others are non-interactive. Many blogs include blogrolls, i.e., links to other blogs which the owner reads, and/or have trackback, which allows one blog to link to a related entry in another blog, creating an inter-blog conversation. In their best iterations, blogs engage readers and build a virtual community around a particular topic or interest. Library applications include promoting new resources, events, services, displays, FAQs; interactive book clubs discussions; as well as internal project management and communications, such as reference desk happenings.

Blogging Libraries Wiki <http://www.blogwithoutalibrary.net/links>

Best Practice: The Saint Joseph County Public Library "SJCP L Lifeline blog"
<http://www.libraryforlife.org/blogs/lifeline/index.php>

Best Practice: Madison-Jefferson County Public Library <http://mjcpl.org/>

RSS

Short for Really Simple Syndication, Rich Site Summary or RDF Site Summary, RSS is an XML format for syndicating Web content. Syndicated content may include events listings, news stories, headlines, or project updates. RSS is most often used to provide snippets of information, which contain short descriptions of web content with a link to the full version of the content. This snippet is delivered as an XML file called an RSS feed, RSS stream, or RSS channel. An orange rectangle with the letters XML () or the syndication symbol  are often used on a blog or web site as a link to a site's RSS feed. RSS feeds need to be read in a reader or aggregator, such as the free web-based program such as Bloglines. RSS pushes content to a user's reader, configured with the user's preferences, saves users from having to repeatedly visit favorite websites to check for new content or be notified of updates via email. Library applications include current news on events, displays, services, new resources, books out/overdue, subject guides.

Lists of Library-Related Blogs and Feeds <http://www.libdex.com/weblogs.html>

Examples of RSS in the catalog <http://www.libsuccess.org/index.php?title=RSS>

Best Practice: Marin County Free Library
<http://www.marincountyfreelibrary.blogspot.com>

Wikis

Wiki wiki means “quick” in Hawaiian, and a wiki is a fast and easy way to publish collaborative web content. A wiki is a Web site comprised of the perpetual collective work of many authors. Similar to a blog in structure and logic, most wikis allow anyone to edit, delete or modify content that has been placed on the Web site using a browser interface. In contrast, a blog does not allow visitors to change the original posted material, only add comments to the original content. The term wiki can refer to either the Web site or the software used to create the site.

Library Success: A Best Practices Wiki <http://www.libsuccess.org/>

LibraryWikis <http://librarywikis.pbwiki.com/>

Best Practice: St. Joseph County Public Library's Subject Guides
http://www.libraryforlife.org/subjectguides/index.php/Main_Page

Best Practice: Butler University Libraries' Reference Wiki
http://www.seedwiki.com/wiki/butler_wikiref/

Folksonomy / Tagging

Taxonomy is from "taxis" and "nomos" (from Greek). *Taxis* means classification. *Nomos* (or *nomia*) means management. *Folk* is ordinary people. So folksonomy means ordinary people's classification management. Folksonomy is a term for the practice of collaborative categorization using freely chosen keywords. More colloquially, this refers to a group of people cooperating spontaneously to organize information into categories, noteworthy because it is almost completely unlike traditional formal methods of faceted classification (e.g. Library of Congress). Since the organizers of the information are usually its primary users, folksonomy produces results that more accurately reflect the population's conceptual model of the information. Examples of online folksonomies include social bookmarking sites such as del.icio.us; photo-sharing site Flickr; academic article sharing sites CiteULike and Connotea. Also called "tagging" – applying tags, or keywords, or metadata to any set of information.

One of the most popular uses of tagging, social bookmarking takes the old concept of bookmarks management (stored on a server not a local desktop, allowing for access to your bookmarks from any computer anywhere), and incorporates advanced capabilities to add keywords and metadata, and to share this information with others. Social bookmarking allows users to save and categorize a personal collection of bookmarks. Anyone may see the bookmarks that have been saved by others and add them to their own collection. It allows you to easily add sites you like to your personal collection of links, to categorize those sites with keywords, and to share your collection not only between your own browsers and machines, but also with others. Lists of bookmarks can be added to subject guides, shared via RSS and more.

You're It! A blog on tagging <http://tagsonomy.com/>

Excellent comparison of features of major players
<http://www.irox.de/stat-pdf/socialbookmarks.pdf>

Furl <http://www.furl.net/index.jsp> (search library and go from there...)

Delicious <http://del.icio.us> (search library and go from there...)

Next Generation OPACs (Library Catalog 2.0)

The Online Public Access Catalog – the record of all the items a library owns or provides access to – has not changed dramatically since it was created out of the old paper card catalog. Integrated Library System vendors such as Innovative Interfaces as well as independent developers such as Scriblio and LibraryThing have been working to enhance the catalog or completely re-design it so that it takes advantage of the kind of online experience today's users expect, such as relevancy ranking, spell check, and faceted search, and to make it easier to connect patrons with high quality information. Catalog enhancements might be as simple as adding book covers, table of contents and reviews, via a product such as Syndetics, or may be more complex, such as adding popularity rankings, search for similar items, and the ability for patrons to tag records (add their own subject headings) or make comments in the catalog, such as LibraryThing provides.

LibraryThing <http://www.librarything.com/>

Best Practice: Danbury CT Catalog <http://cat.danburylibrary.org/>

Best Practice: The Governor's Academy Pesky Library (high school)
<http://www.librarything.com/catalog.php?view=PeskyLibrary>

Multimedia: Images, Audio, Video

Flickr (Images)

Flickr is an online photo management and sharing application. The website has over 2 billion images upload by the public. Users can upload pictures, organize them into groups (sets, or streams), and tag them with appropriate keywords. Individual photos or sets can be shared with specific groups of users or made public. Pictures can be searched, using the tags (keywords), including using geo-data to locate photos from a specific place. Each picture can have a caption, and can have a place for comments from viewers. Flickr photo sets can be viewed within the flickr web site, or embedded into other web pages. Flickr was one of the earliest website to implement tag clouds, which provide access to images tagged with the most popular keywords.

31 Flavors - Things to Do With Flickr in Libraries
<http://www.webjunction.org/do/DisplayContent?id=17624>

Ways to embed Flickr on your site: <http://lib20.pbwiki.com/flickr-slide-shows>

Best Practice: Clemens & Alcuin Libraries' photos - book displays, this day in history, tour
<http://www.flickr.com/photos/csbsjlibrary>

Best Practice: Get Caught Reading
<http://www.flickr.com/photos/washoecountylibrary/sets/72157602475055845/>

Podcasting (Audio)

Podcasting is similar in nature to RSS, in that it allows users to subscribe to a set of audio feeds from syndicated Web site content, that get pushed to the user. Comes from iPod and broadcast. Audio feeds are intended to be listened to on demand using an iPod or other mp3 player, but can also just be listened to on your regular computer. The format used for podcasting is RSS 2.0 with enclosures. The podcasting enclosures refer to all binary (non-text) downloads. Library applications include lectures, tours, how-to guides, book and movie reviews. People often call any downloadable audio content a “podcast” although in the true definition, it really applies to syndicated, regularly updated content.

Creating a Library Podcast With a Unique Voice, Chris Kretz, Dowling College

<http://www.higheredblogcon.com/index.php/learning-to-speak-creating-a-library-podcast-with-a-unique-voice/>

Evaluating a Podcast Form:

<http://school.discoveryeducation.com/schrockguide/pdf/evalpodcast.pdf>

Best Practice: Lansing Public Library Podcast

<http://www.lansing.lib.il.us/podcasts.html#14>

Best Practice: Cheshire Public Library Podcast

<http://www.cheshirelib.org/teens/cplpodcast.htm>

You-Tube (Video)

YouTube, part of the Google family, is a free video sharing Web site which lets users upload, view, and share video clips. Content can be uploaded in several common-file formats (such as .mpeg and .avi). YouTube automatically converts them to Flash Video and makes them available for online viewing. FlashPlayer has video with very small file sizes and short download time. Flash doesn't require that users have a separate video player, like Windows Media Player or Realplayer. Patrons can watch decent video right within a web page, practically instantly. YouTube's official policy prohibits submission of copyrighted material, and limits most content to 10-minutes. Each video is accompanied by the full HTML markup for linking to it and/or embedding it easily within another page. These simple cut-and-paste options are popular particularly with users of social/networking sites. The wide variety of site content includes movie and TV clips, music videos, and amateur content such as videoblogging. Libraries are posting videos to YouTube for marketing, instruction, entertainment and more.

YouTube <http://www.youtube.com>

Listing of Library Offerings on YouTube

<http://www.austincc.edu/tashley/YouTubeLibraries.htm>

Best Practice: Georgia Tech Library Orientation by Brian Mathews

<http://www.youtube.com/watch?v=bsuGtgoKhpM>

Best Practice: St. Joseph County Public Library Staff Day

http://www.youtube.com/watch?v=vrtYdFV_Eak

Social Networking Sites: MySpace, Facebook

Social networking sites promote communication, connections and communities online. They are generally considered to be "bottom-up" community development, in which membership is voluntary, reputations are earned by winning the trust of other members, and the community's mission and governance are defined by the community's members themselves. Social network services allow people to come together online around shared interests or causes. For example, some sites provide dating services where users will post their personal profiles, location, age, gender, etc, and are able to search for a partner. Most popular examples are Facebook, friendster, ning and MySpace. Libraries are using these spaces to connect with patrons, since this is where patrons go online. This can range from providing Ask A Librarian services to creating a plug in application to let patrons search the library catalog right from their Facebook page, instead of having to come out to the library web page.

Connecting and Communicating With Students on Facebook by Miller and Jensen

http://www.redorbit.com/news/technology/1059331/connecting_and_communicating_with_students_on_facebook/index.html?source=r_technology

MySpace http://www.myspace.com/denver_evolver

Facebook <http://www.facebook.com/pages/Iowa-City-IA/Iowa-City-Public-Library/6184503578?ref=s>

Virtual Worlds: Second Life

Second Life (SL), created by Linden Lab, is a subscription-based 3-D virtual world. While it has grown out of online gaming technologies, SL is more of an alternate universe than a game. Users – called “residents” of the SL “world” – download the SL software program to their computer. Residents create one or more avatars – virtual representation of themselves - which can be human and look like the real person it represents, or be any other age, gender, ethnicity, or even be an animal, cartoon character or science fiction creation. Residents use their keyboard to move their avatar around the world, through walking, flying or even teleporting to distant locations. Different islands focus on difference content specialties. Interactions with other residents can be through viewing their profile, private instant messaging, text chat, voice chat, animated gestures and more. Creating a fancier avatar (e.g. wings, cartoon character), getting specialized accessories for your avatar, building a house, or creating any other object requires technical expertise, or that you buy it from someone else in Second Life using the local currency, Linden Dollars (L\$). The largest library initiative is the Illinois Regional Library Alliance’s *Second Life Library* on Info Island. Book discussions, training sessions, and other programs are offered to the virtual residents. You can search google, get assistance from a librarian, and browse a reference collection.

Second Life (SL) <http://secondlife.com>

Best Practice: InfoIsland: Second Life Library 2.0 Blog <http://infoisland.org>

Best Practice: A group to work on and discuss library services in Second Life
<http://groups.google.com/group/alliancessecondlife>

Web 2.0 / Library 2.0

Web 2.0 puts the “we” into “web.” Web 2.0 generally refers to a second generation of services available on the web that let people collaborate and share information online. In contrast to the first generation, static web, 2.0 is interactive. Web 2.0 is a philosophy, encompassing a number of ideas; it is not a specific technology. Similarly, Library 2.0 is a model for service that reflects a transition within the library world in the way that services are delivered to library users. Library 2.0 attempts to harness the library user in the design and implementation of library services by encouraging feedback and participation. Web 2.0 and Library 2.0 are an attempt to improve service through taking advantage of the collective intelligence. Many of the concepts above are part of Web 2.0/Library 2.0 (blogs, wikis, podcasts, folksonomies, tagging, etc).

Learning 2.0 and the 23 Things <http://plcmclearning.blogspot.com>

Learning 2.1 <http://explorediscoverplay.blogspot.com>

Five Weeks to a Social Library <http://www.sociallibraries.com/course>

What Is Web 2.0: Design Patterns and Business Models for the Next Generation of Software by Tim O'Reilly <http://www.oreillynet.com/lpt/a/6228>

Stephen Abram "Web 2.0 – Huh?! Library 2.0, Librarian 2.0" Information Outlook Online December 2005 http://www.sirsi.com/Pdfs/Company/Abram/InfoTech_Dec2005.pdf

Best Practice: Hennepin Public Library (blogs, myspace, rss, podcasts and much more)
<http://www.hclib.org/>