### Social software and libraries

book Ofriendster

- Edward Corrado, TCNJ
- Jim Robertson, NJIT

**Endeavor User Group Annual** Conference, Apr 20-22, 2006 (Session 43)

Various 360° GMail Google Ajax attention authority BarCamp blogosphere Blogs feeds folksonomy mashup RSS Ruby on Rails Social Software Tag Cloud Tags Tammy NYP Web2.0

audio blog bookmarking books broadcast calendar chat collaborate communication community design eCommerce email events FileSharing filtering financial games housing job knowledge local map mobile movie music news Office participation philanthropic photo platform podcast programming review RSS search SocialNetwork statistics storage TaskManagement tool travel video vlog voice retronim Cafepi ess Windows Live Live ti Bloglines FOTOLOG youseNoit shutterfly Wordcast FeedBurner Zillow.com. Beta WordPress PRESS PANDORA 43 Things messenger six apart

### Social software and libraries

### Abstract:

What is social software? What implications does it have for libraries? Clay Shirky, who is largely credited with creating the term, defines social software as "software that supports group interaction."

Some examples include instant messaging, RSS, blogs, wikis, folksonomies (tagging), photo sharing, social bookmarking, and more.

The presentation will start with an overview of some of these social software technologies and their applications in libraries. The presenters will discuss current and future implications of social software for librarians, library systems, and library services.

### Social software

- "Software that supports group interaction." -- Clay Shirky (ETech Conference, 2003)
  - » www.shirky.com/writings/group\_enemy.html
- Collaborative
- Leverages "wisdom of the crowds" or "hive mind"
- "People are in fact kind of a killer app" -- Tim O'Reilly » www.pcworld.com/news/article/0,aid,114855,00.asp
- Low-barrier to use and adoption
- "Open" (can be expanded, linked, mashed, etc.)
- Foster and support "community"
- Fun, social, entertainment, lifestyle ...

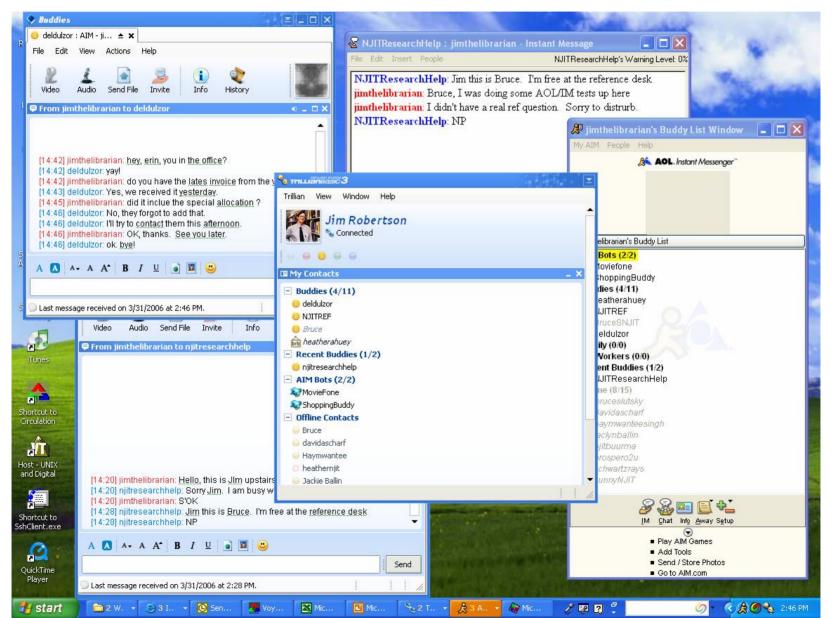
### Social software

- a tool (for augmenting human social and collaborative abilities)
- a medium (for facilitating social connection and information interchange)
- an ecology (for enabling a "system of people, practices, values and technologies in a particular local environment")
  - » http://www.educause.edu/er/erm05/erm0513.asp

### Instant messaging and IRC

- IRC: Internet Relay Chat
- Low-barrier
- Interactive
- Can be instantaneous
- Local (and/or web-based clients)
- Usually relies on outside entities to host service (Yahoo!, AOL, Freenode, etc.)
- Can be logged
- Possible firewall issues (esp. with IRC)

# Instant messaging and IRC



# Instant messaging and IRC

```
[screen 0: tcsh]
                                                                             _ | _ | ×
 Welcome to #LUG/IP. The next meeting is on April 12th @ 7 PM. See http://www.l
14:57 <@ecorrado> so I have no idea what that means
14:57 < bkjones> right.
14:57 < bkjones> me too
14:57 < bkjones> ^^^^
14:57 < bkjones> but the company name thing has a red star by it.
14:57 < bkjones> so presumably it's required.
14:57 < fialar> do I do athens log in or just log in?
14:58 < bkjones> for the record, I tried 'tcnj' as the company name
14:58 < bkjones> ;-)
14:58 <@ecorrado> maybe try "The College of New Jersey"
14:58 < fialar> I can do Athens Log in.. and it goes to another login screen
14:58 < fialar> doesn't work, ecorrado
14:58 <@ecorrado> oh well....
14:59 <@ecorrado> thanks
14:59 < bkjones> yeah, I got to that page, too. No dice. :-/
14:59 <@ecorrado> at least I can know that the prof. who complained about it is
                  not doing something stupid on his end
15:00 < bkjones> either that or you just confirmed that we're all as stupid as
                 you're average faculty ;-)
15:00 <@ecorrado> :-)
15:00 <@ecorrado> bkjones++
 [08:55] [@edc(+i)] [2:#lug/ip(+nt)] [Act: 4]
[#lug/ip]
```

# Instant messaging and IRC – library implications

- Instant Messaging often used for "Virtual Reference"
- IRC can be used for online meetings and planning. For example, the recent Code4lib conference was mostly planned over IRC
- IRC channels can be good place to go to ask for help from colleagues from other institutions (especially useful for lone systems librarians)
- "Under the radar" back-channel communications during conferences

» en.wikipedia.org/wiki/Backchannel

# Instant messaging and IRC – library implications



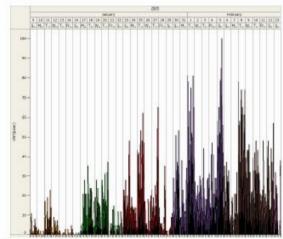


Figure 2. Number of Chat Entries Over First Six Weeks of Spring 2005 Academic Semester



figure 2. Backchannel presentation.

Collaborative Note Taking

- » nvac.pnl.gov/ivitcmd\_chi06/papers/sub22.pdf
- » http://groups.sims.berkeley.edu/classchat/papers/SaritaYardi\_ISLS2006.pdf

# Blogs

- Weblogs = blogs
- Low-barrier
- Time-oriented ("diary")
- Commentable
- Trackback / pingback features (weaves together the "blogosphere")
- Syndicatable
- Subscribe-able
- Discrete and addressable "chunks" and threads of conversations (allows for "distributed conversation")
- Freeware and commercial
- Locally installed and hosted
- Some more popular "commercial" blog host ads

# Blogs – examples

Archive for the 'Libraries & Networked Information' Category

#### IdM Takes Lessons From the Microformats Crowd

Thursday, March 30th, 2006

A tip from Ryan sent me looking at MicroID:

a new Identity layer to the web and Microformats that allows anyone to simply claim verifiable ownership over their own pages and content hosted anywhere.

The idea is to hash a user's email address (or other identifier) with the name of the site it will be published on, [...]

Technology, Libraries & Networked Information | Comments (0)

### Home Search

#### Today & apos; s Most Popular Small Video Cameras

(1378)Simple Bookmarklet Demo

Information Is Sexy (292) Space Shuttle Tracking

#### Library Database Software Scan all your media onto realistic digital shelves using your webcam! delicious-monster.com

#### Library **Fundraisers** Set Up Your Library Fundraiser the Right Way with

Our Trusted

#### Involvement, Inclusion, Collaboration

Monday, March 27th, 2006

Peter Caputa dropped a comment on Jeff Nolan's post a about how online event/calendar aggregators did busines rather thinly distributed. Part of the problem is answer contribute content — post their events — to a site that has

Technology, Libraries & Netwo

#### Door of Mystery

Saturday, March 25th, 2006

#### Lorcan Dempsey's weblog On libraries, services and networks.

OCLC Research Publications

Presentations

#### Featured posts and columns

- · Libraries, logistics and the long
- Search, share and subscribe
- Pick up a portal
- Three stages of search
- The integrated library system
- The user interface that isn't
- Intermediate consumers
- · Recombinance all the way down, remixing all the way up
- · All that is solid melts into flows (metadata)
- Stitching services into user
- environments intrastructure
- Making data work harder In the flow
- · Just how simple?
- · Systems in the network world
- Library logistics again
- . The library and the network
- Libraries, maps and platforms Metasearch, Google and the
- Metasearch: a boundary case
- · Discover, locate, ... vertical and horizontal integration

October 09, 2005

#### The reader and OpenWorldCat

Books, movies and reading ..., Metadata, OCLC, Social networking

Well, it has arrived! Functionality has gone live in OpenWorldCat which allows us to incorporate user views of materials. Check out the details and reviews tab here, for example.

We do not know how this will develop; we think it is really important to provide a central presence on the web where libraries and readers can engage in a conversation about books and other materials. We hope that this engages readers and libraries, and that we can collaboratively create something that it would be impossible for parties to create individually. Try it!

On a side-note, I especially like this initiative because it is another example of a collaboration between my research and production colleagues.

[Note: I originally used the Wiki-word in the title of this post, because the underlying technology is Wiki-based - supporting Wikilike functionality over structured data - and we use Wiki-like markup. However, we use it here to support a different type of application. In my excited rush to talk about it. I should have remembered this! Thanks to commenters.]

Update: here is a direct link to a review:

http://www.worldcatlibraries.org/wcpa/isbn/1594200637&tab=reviews

#### 12 comments so far

Posted by Gerard on October 9, 2005

Maybe it's me, but I don't see it. Wiki functionality is where?

Too me it looks more like the things you can do on Amazon.com, and Ive never heard them calling it a wiki.

Btw, having to fill out a registrationform with 10+ fields on it doesn't make it really appealing to join in...

#### Categories

- Books, movies and reading ...
- Digital asset management · ebooks and other e-resources

Search

- · General distributed environments
- · General systems and
- technologies
- GLAM
- · Identity management, IPR and e-
- Knowledge organization and representation
- · Learning and research distributed environments
- Learning and research -
- systems and technologies Libraries - distributed
- environments · Libraries - organization and
- services · Libraries - systems and
- technologies Marketing
- Metadata
- Miscellaneous
- OCLC
- Research, learning and scholarly communication
- Search
- Social networking
- Standards User experience
- Monthly archive
- March 2006
- February 2006

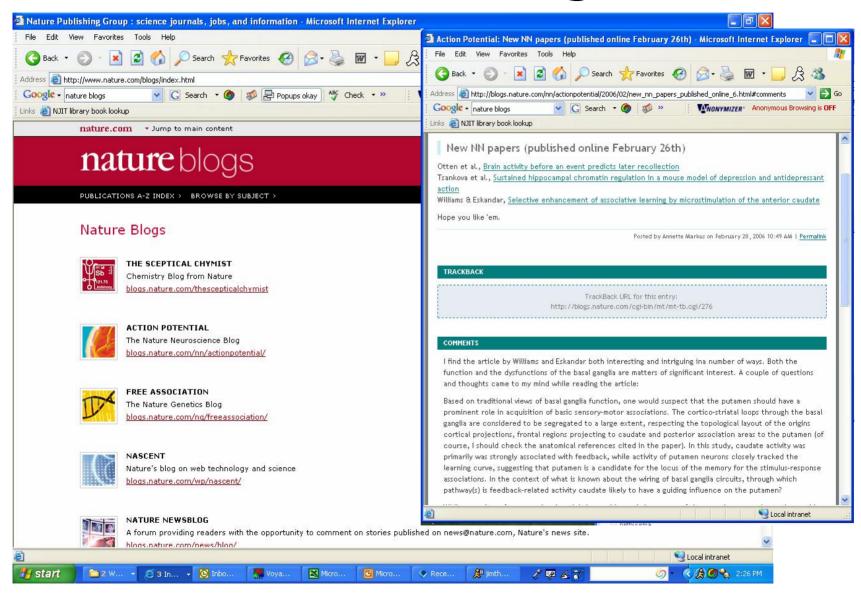
# Blogs - examples



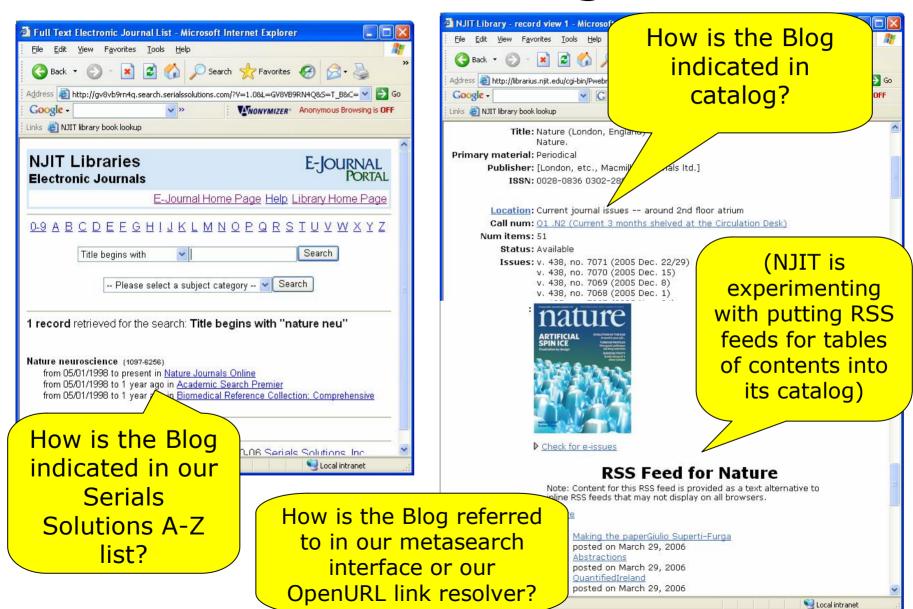
# Blogs – library implications

- Librarian to librarian communication
- News / "newletters"
- Feedback
- Community of your users
- Virtual book clubs ("blog this book")
- Conference interaction
- Collection development implications
- Preservation implications

# Nature blogs



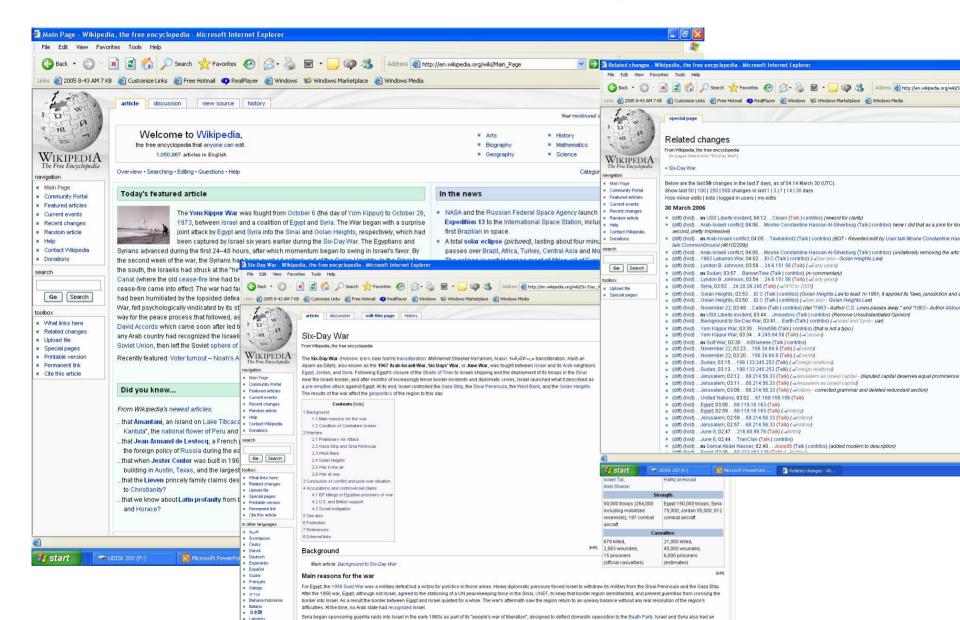
## Nature blogs



### Wikis

- Wiki: Hawaiian for quick
- Low-barrier
- Commentable
- Editable
- Versioning capabilities
- Collaborative
- Syndicatable / subscribe-able
- Backlinks shows which web pages refer to the page you are viewing
- Community "policed"
- Con: the John Seigenthaler case (USA Today, Nov 29, 2005)
- Wikipedia vs. Britannica
  - » www.nature.com/nature/journal/v438/n7070/full/438900a.html

### Wikis -- examples



### Wikis -- examples

This article is being considered for deletion in accordance with Wikipedia's deletion policy.

Please share your thoughts on the matter at this article's entry on the Articles for deletion page.

You are welcome to edit this article, but please do not blank this article or remove this notice while the discussion is in progress. For more information, particularly on merging or moving the article during the discussion, read the Guide to deletion.

How to list a

As with Robin Hunicke above, this is a "vanity page created by a friend." Ph.D. student who does research in social networking, but no more notable than any successful Ph.D. student out there, "premiere researcher" or no. NTK 04:43, 8 April 2006 (UTC)

- Delete as nn. Feezo (Talk) 07:23, 8 April 2006 (UTC)
- Delete Non-notable biography, WP:BIO refers. (aeropagitica) (talk) 08:16, 8 April 2006 (UTC)
- Keep We already convened a panel of Wikipedians to discuss the relevancy on Talk: Danah\_boyd three weeks ago. And her page survived that. Since then, Boyd appeared on the O'Reilly factor, on Fox News, to talk about the internet. So she's increasingly visible! Again, for the second time this Spring, keep. --JustinHall 20:11, 10 April 2006 (UTC)

Justin, there wasn't so much a "convened panel of Wikipedians", as just two or three people talking about the article since March 22 [1] &, which is a very different thing than the formal (and much more serious) Deletion Review process that's going on right now. Please, can you provide any proof about the Fox News appearance, like a link to her name on the Fox News site, or any other major press (CNN, MSNBC, BBC)? At the moment, I'm on the fence about her bio, but leaning towards "Delete", since the way that the bio is currently written, \*Keep reeks of a vanity article (please read the policies at WP:VANITY). The article has been trying to claim that Danah is amazingly famous, but it famous, how come there's nothing in the article about her being mentioned in major news sites? So far, the way things look, is that this article is just by of her friends trying to claim that she's wellknown, but trust me, that does not go over well among seasoned Wikipedia editors. Also, the obvious so eatpuppet votes (see WP:SOCK) that are piling up below are not helping matters, since it's obvious to anyone who understands Wikipedia, that the whie users, and as such near meaningless. Unless some serious credible evidence can be provided that Danah is genuinely well-known. I am vote "delete myself. Please please read Wikipedia: Notability (people) and provide some solid credible proof about danah's fame. Other go away until there is enough credible media attention to make it stick. -- Elonka 18:14, 11 April 2006 (UTC)

Here is a link to a video of her Fox news appearance: http://youtube.com/watch?v=0Nfyw2KYHWw & and here are some screencap-case YouTube gets sued out of existence): http://www.zephoria.org/thoughts/archives/2006/03/30/tonite\_on\_oreil.html & -- Joebeone (Talk, April 2006 (UTC)

- Keep danah is all over, so this seems silly to delete here at wikipedia. She is a leading authority about all sorts of social and internet topics, and there
  people who want to look up here accomplishments and information about her. -- Mary Hodder 14:39, 11 April 2006 ((First and only comment ever posted by
  User:128.111.166.190, 15:40, April 10, 2006)
- Keep This can hardly count as a vanity page, boyd is a committed, articulate, insightful and prolific scholar and public intellectual on the topic of netwo
  social communities. It's hardly relevant whether a friend created a page or not. --Julian Bleecker 14:47, 10 April 2006 (Posted by User, Ubleecker, 15:48, 10 April
- Keep As the talk page shows, we went some rounds on this and figured that this is an interesting border case in terms of notability. I did some addition relevant cites that I believe makes the case for her being notable and she definitely passes WP:PROFTEST (which is a proposed policy). Of course, I think danah would agree when I say Wikipedia would not be much of a different place without this article... but I could have sworn that the standard was to err on the side of inclusion for borderline notable cases. Joebeone (Talk) 22:16, 11 April 2006 (UTC)

Later: I should be clear: I would hate to see that the fact that someone like myself, a friend and colleague, edited her article would lead to it being deleted. I can commit to not editing it, if that would help. I did some more poking around on Lexis and found at least one other news article from a major paper that is a profile

Discussion on the "to delete or not to delete" decision

[Show]

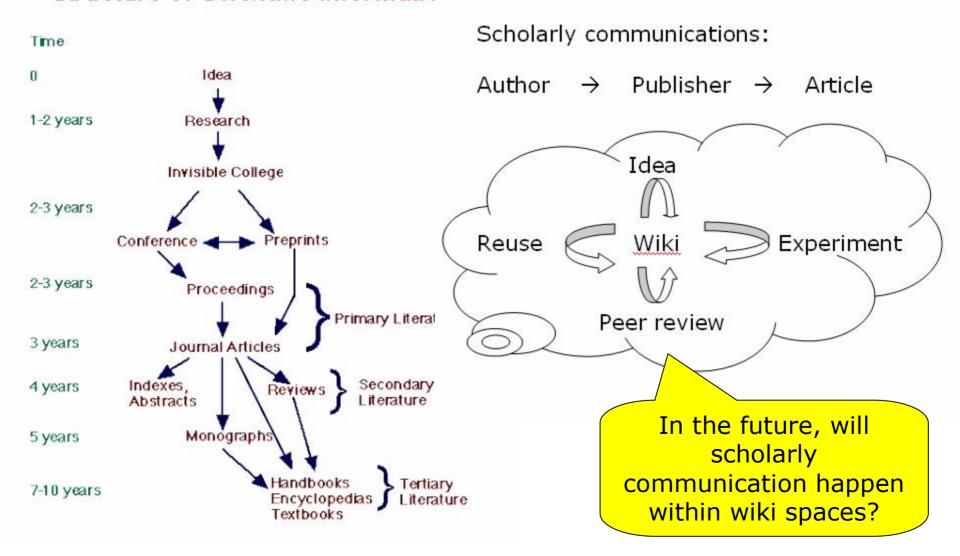
### Wikis vs. The Blog

- A wiki can be a blog, but a blog does not have to be a wiki (indeed, very few blogs are wikis)
- Wikis promote content over form
- Blogs promote form over content (form is chronological)

They share a lot, however: trackback, syndication, etc.

# Wikis – library implications

### Structure of Scientific Information



# Wikis – library implications

- Faculty teaching
- Group projects
- Ongoing research

Where is the librarian? Where are the library resources?

 Uses inside the library include: documentation, procedures, answers to repeated reference questions, and more!

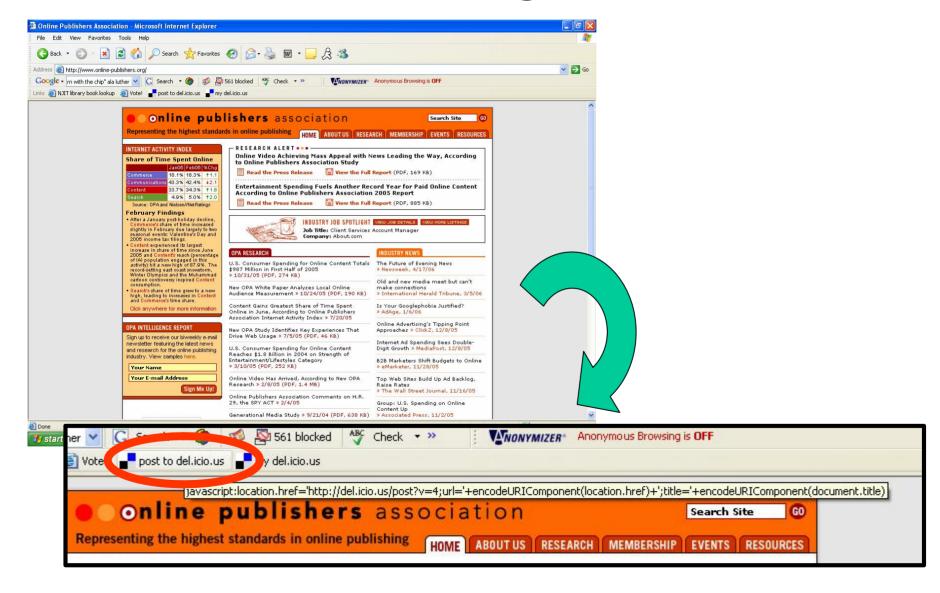
# Folksonomies (tagging)

- User-supplied "cataloging" and "collection building"
- Folk taxonomy = Folksonomy
- Collection sharing
- Ground-up, not top-down
- More responsive to current trends, terms, jargon, etc.
- Aggregates many individual decisions so that useful patterns emerge
- Tagging applied to:
  - Bookmarks
  - Photos
  - Book collections
  - etc

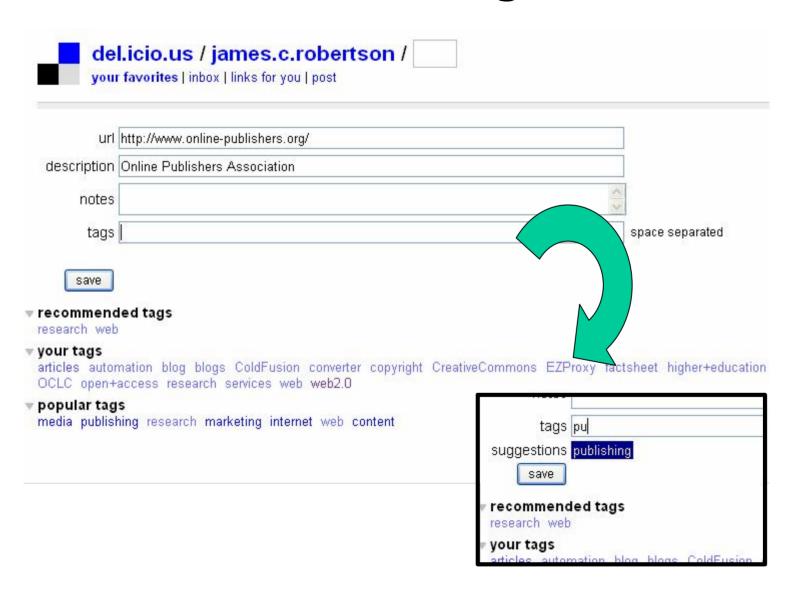
### Social bookmarking

- Shared internet bookmarks
- Often accessible to anyone (although some bookmarks can be password protected)
- Social bookmarks are often assigned informal userdefined keywords or tags (e.g. folksonomies)
- Bookmarker can sometimes comment or provide an abstract of bookmarked site
- "Cloud tags" show popularity of tag terms; "the marketplace" decides which are "adopted" in practice
- Examples: Unalog, del.icio.us, Technorati

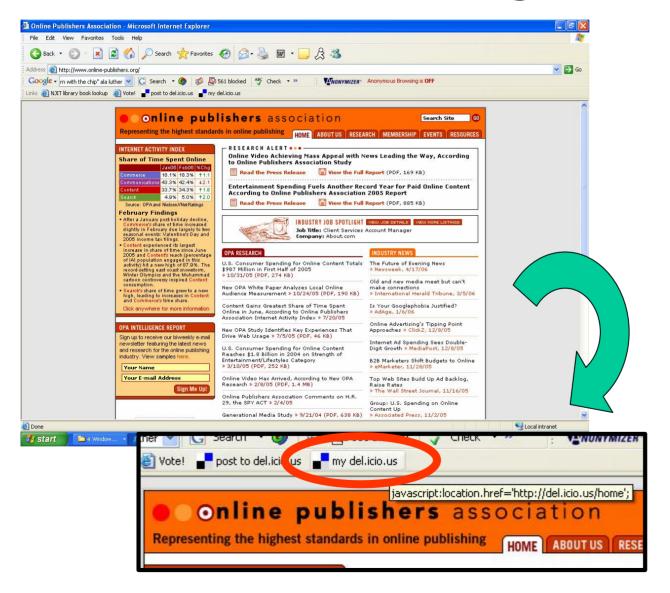
### Social bookmarking - del.icio.us



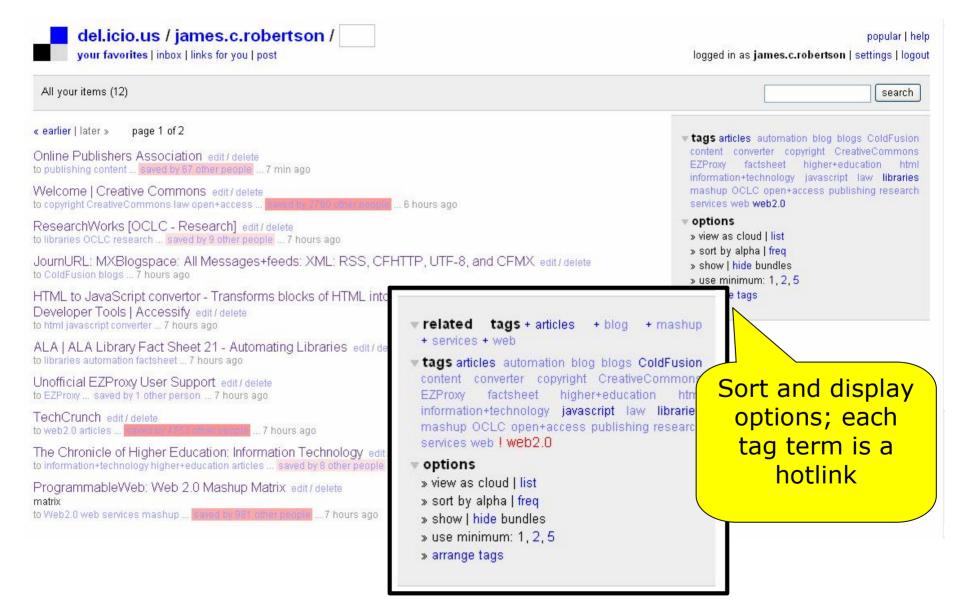
### Social bookmarking - del.icio.us



### Social bookmarking - del.icio.us



### Social bookmarking – del.icio.us



### Social bookmarking - CiteULike.org



#### 

#### Navigation

- Home
- Log in
- Register
- News and Status
- Discussion list

#### Tournals

 Browse current issues

#### Groups

View group

#### Experimental Features

 Import from BibTeX

### All about CiteULike

Read all about it

CiteULike is a free service to help academics to share, store, and organise the academic papers they are reading. When you see a paper on the web that interests you, you can click one button and have it added to your personal library. CiteULike automatically extracts the citation details, so there's no need to type them in yourself. It all works from within your web browser. There's no need to install any special software.

Because your library is stored on the server, you can access it from any computer. You can share your library with others, and find out who is reading the same papers as you. In turn, this can help you discover literature which is relevant to your field but you may not have known about.

You're currently looking at a list of the last few papers submitted by all the CiteULike users. Why not <u>register</u> for a free account today and start organising your collection and see just the articles you're interested in? All we need is your email address, a username, and a password. It should take less than fifteen seconds.

Alternatively, you can read more about CiteULike.

### **Everyone's library**

Some recent papers posted to CiteULike - all mixed together,

■ Teaching Mathematics for Understanding: Case Studies of Four Fifth-Grade Teachers The Elementary School Journal, Vol. 93, No. 2. (1992), pp. 145-152. by Prawat RS, Remillard J, Putnam RT, Heaton RM posted to nolib retartm by reta as ★★ and 1 other ... on 2006-04-12 20:19:59

#### Everyone's Tags

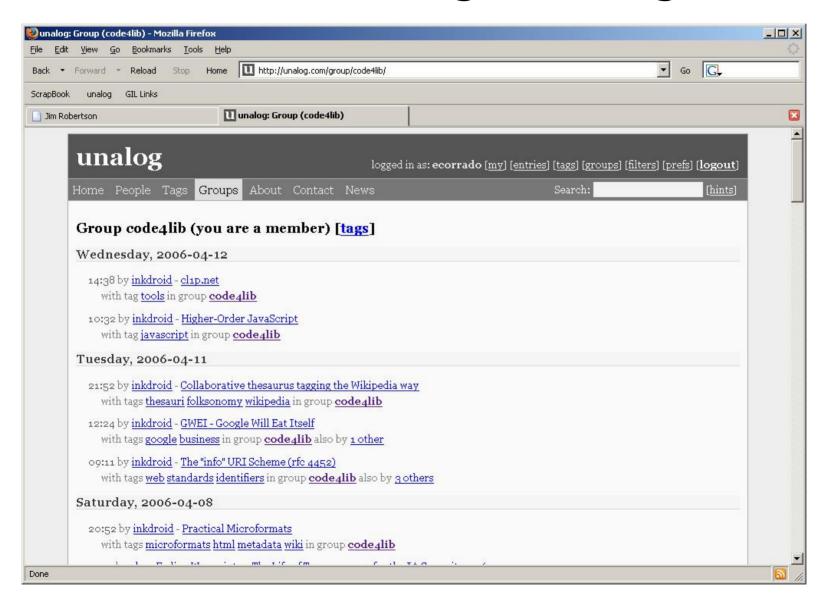
Most active tags on CiteULike

Filter;

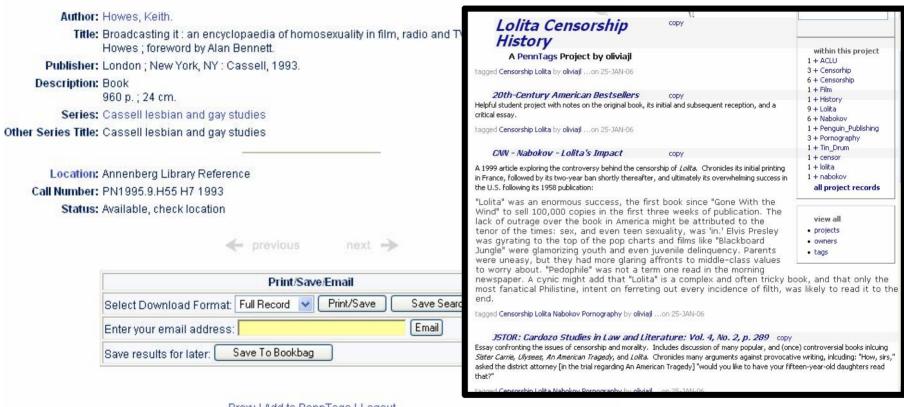
adaptation ai algorithm algorithms analysis anthropology architecture attention bacteria bavesian bioinformatics biology book cancer classification clustering cognition collaboration communication communities COMMUNITY complexity computing cscw culture data database design detection development dna docking economics education ethnography evaluation evolution expression folksonomy genetics genome graph haskell hci history human information interaction internet knowledge language

learning linguistics

### Social bookmarking - unalog.com



# Social bookmarking – PennTags in Voyager!



Proxy | Add to PennTags | Logout

PennTags

jarson tagged this as encyclopedias, film, homosexuality, radio, television on

### Social bookmarking - Nature's Connotea

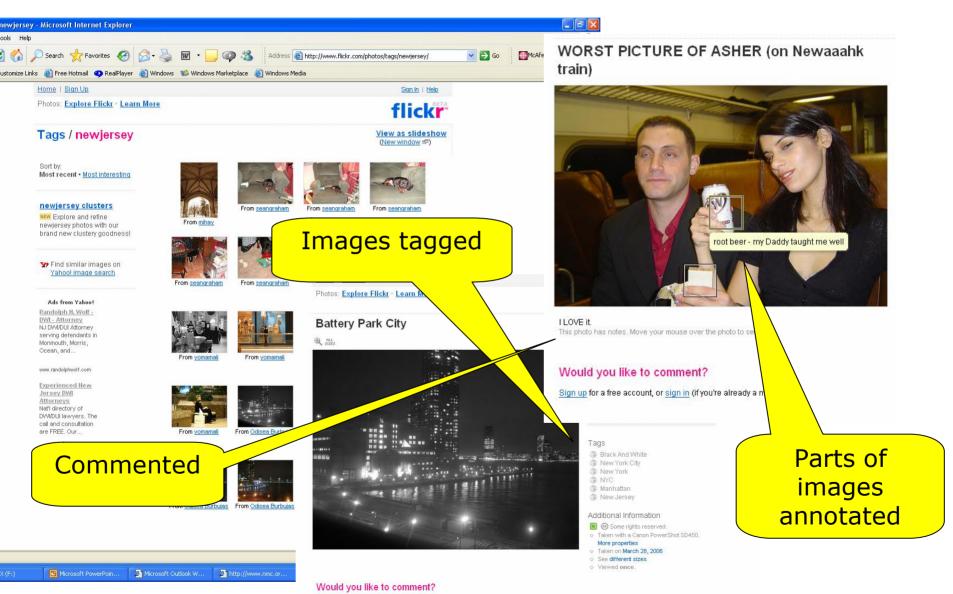


Cataloging vs. tagging Searching vs. discovery

### Photo sharing

- Community tagging of image collections for rapidly building metadata
- Community tagging of image collections using community-driven terms
- Local history and archives community identification of people, places, events, etc.
- Local history and archives building a community that evolves into action, funding, participation, critical mass, etc.
- PictureAustrilia National Library of Australia, Flickr, and others

### Flickr.com



Sign up for a free account, or sign in (if you're already a member)

# Fotolog.com



#### Create your own free Fotolog photo-blog

#### Fotolog™ Stats 2,981,194 Fotolog Members 99,029,276 Photos 215,915 Photos Today Create Your Own Free Fotolog photoand join the greatest worldwide online photo sharing community! Click here. Fotolog Members Log In Here Username: Password: Login Forgot your password? Features Fotolog Groups Upload from Phonecam Random Fotolog The Fotolog Store FAO



Name Country U.S. State

Oold Camera Datrons

**Newest Fotologs** 



Some of the Most Viewed All Time



Gold Camera Members of the Hour



### Photo sharing – library implications

- Collection development
- Archiving / preservation

### RSS

- XML-format <u>protocol</u> (not software or website)
- RSS, Atom, etc. means to syndicate content
- Computer to computer exchange
- Makes subscriptions (and auto-updates) possible
- Sharing of content
- Microcontent
- Portal ("channel") into another info-space
- User-customizable (control)
- Allows the weaving together of the blogosphere, as well as "mashups" of many of these social software applications
- "Result Set Syndication" Walter Lewis @ code4lib
   2006

#### RSS







#### C Results: 8,682 🔁 print | 🕞 export | 🔄 e-mail | 🗹 add to list | Select: 🔲 All 🗌 Page

Document (sort by relevance) ▼ Date

1 Medical nutrition therapy for hypertension and albumingria

#### LIBRARIANS' INTERNET INDEX

Featured Site

New This Week

Subscribe by mail or RSS

April 6, 2006

Lll 2006 User Survey Results

Summary report for the 2006 user

survey of Librarians' Internet Index.

view LII item »

Featured Collection Search LII Paws, Claws, Scales, & Tales Advanced Search Help More Search Tools more »

Arts & Humanities

History, Literature and Books, Music,

Business

more

Finance, Industries, Jobs, more

Computers

Internet, Technology, Web Design and Management, more

Government

Health

Military, Politics, Taxes, more

Magazines, News, Newspapers, more

People

Families, Gay and Lesbian, Notable People, more

Recreation

Crafts, Hobbies, Sports, Travel, more

Reference

Dictionaries, Holidays, more

Regional

California Wachington The World

CNN RSS

Subscribe to CNN's RSS (Really Simple Syndication) feeds to get news delivered directly to your desktop!

To view one of the CNN feeds in your RSS Aggregator (About RSS Aggregators):

- 1. Copy the URL/shortcut that corresponds to the topic that interests you.
- 2. Paste the URL into your reader.

My Yahoo! users:

- 1. Click on the "Add to My Yahoo!" button.
- 2. Follow the instructions for adding the feed to your My Yahoo! page.

NEW: CNN.com now offers podcasting feeds. anos

Please note that by accessing CNN RSS feeds, you agree to our terms of use.

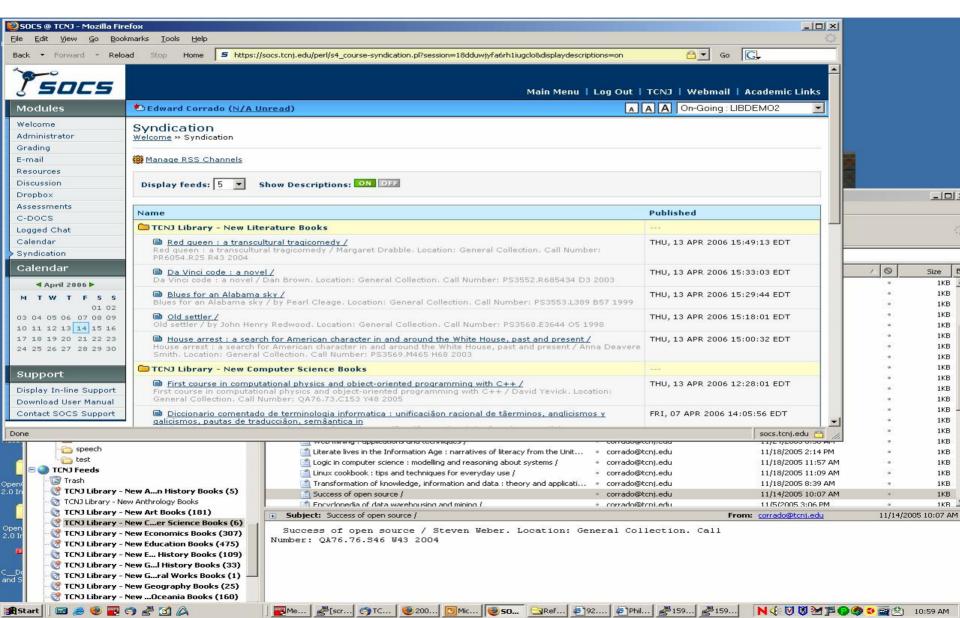
What is RSS? | How do I access RSS?

ndat	Title	Copy URLs to RSS Reader		
	Top Stories	http://rss.cnn.com/rss/cnn_topstories.rss	XML	MY YAHOO!
	World	http://rss.cnn.com/rss/cnn_world.rss	XML	MY YAHOO!
	U.S.	http://rss.cnn.com/rss/cnn_us.rss	XML	MY YAHOO!
	Politics	http://rss.cnn.com/rss/cnn_allpolitics.rss	XML	MY YAHOO!
	Law	http://rss.cnn.com/rss/cnn_law.rss	XML	MY YAHOO!
	Technology	http://rss.cnn.com/rss/cnn_tech.rss	XML	MY YAHOO!
	Science & Space	http://rss.cnn.com/rss/cnn_space.rss	XML	MY YAHOO!
	Health	http://rss.cnn.com/rss/cnn_health.rss	XML	MY YAHOO!
	Entertainment	http://rss.cnn.com/rss/cnn_showbiz.rss	XML	MY YAHOO!
	Travel	http://rss.cnn.com/rss/cnn_travel.rss	XML	MY YAHOO!

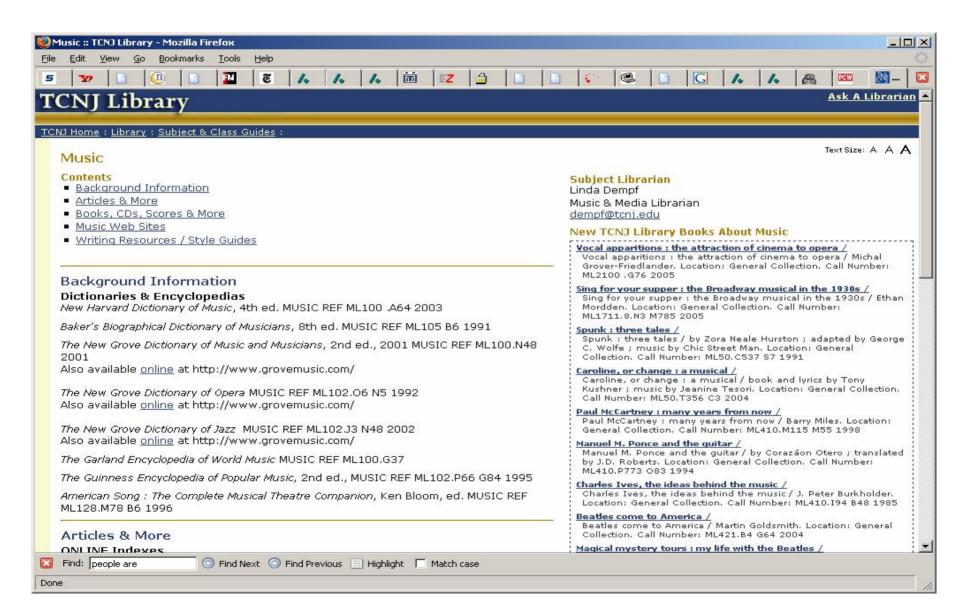
#### RSS – uses in libraries

- Push content to users
- Re-purpose content within library/patron learning environments
- Current examples:
  - New books RSS feed
  - Journals tables-of-contents feeds
  - Events and programs
  - Library news
  - Current awareness ("SDI")
- Collection development implications

### RSS – new books @ TCNJ



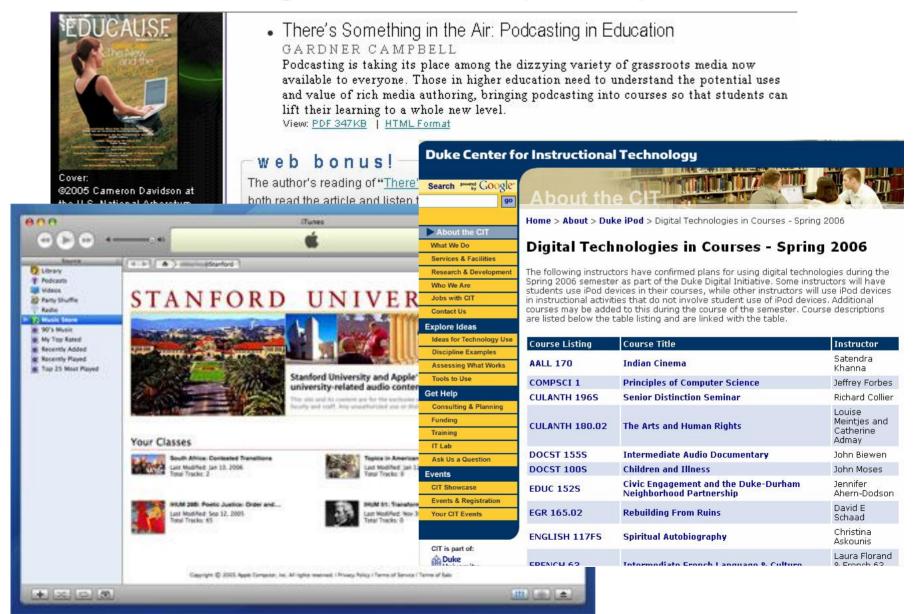
#### RSS - new books @ TCNJ



#### Podcasting

- RSS + MP3's = podcasting
- Audiofiles (mostly MP3s)
  - Napster, iTunes, Rhapsody, etc.
- Some videofiles
  - iTunes, Desperate Housewives \$1.99/episode
- "Information space" to fine, located, download, buy, subscribe to updates
- XML metadata files
- Ground-up
- Low-barrier
- Less collaborative than other social software
- One-to-many, not many-to-many

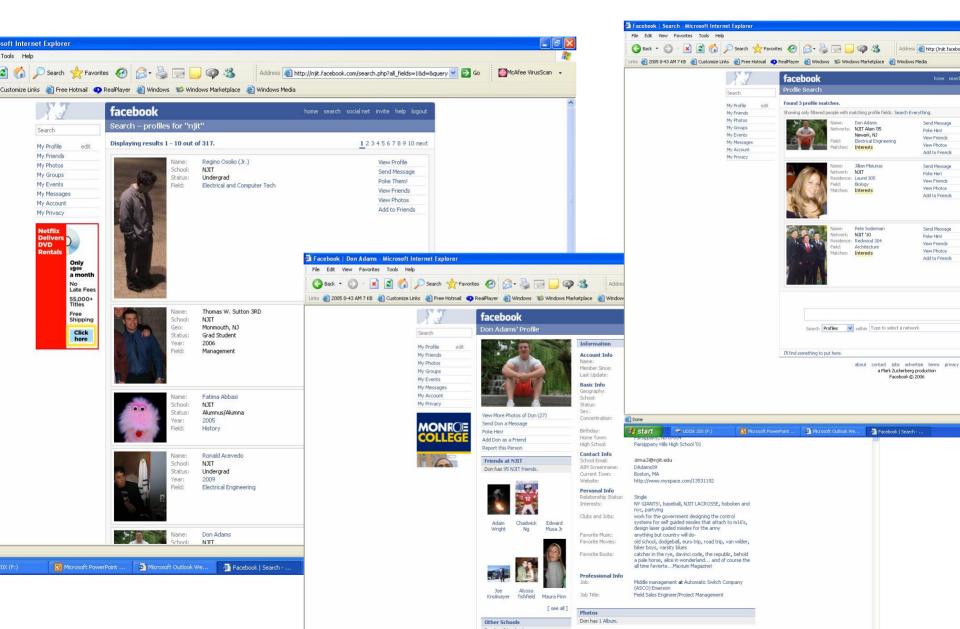
### Podcasting – library implications



#### Podcasting – library implications

- Library tours
- Tutorials
- Implications for collection development
  - How to provide student access to faculty lectures?
  - How to point students toward quality podcast information?
- Uses in the classroom (physical and virtual)
- Distance Learning / e-Learning
- Audio reserves
- "Software Above the Level of a Single Device" vertical interrogation -- Web 2.0 design patterns -- Tim O'Reilly
  - iTunes web site with huge database
  - Desktop MP3 file and metadata manager
  - Portable handheld player

#### Facebook.com



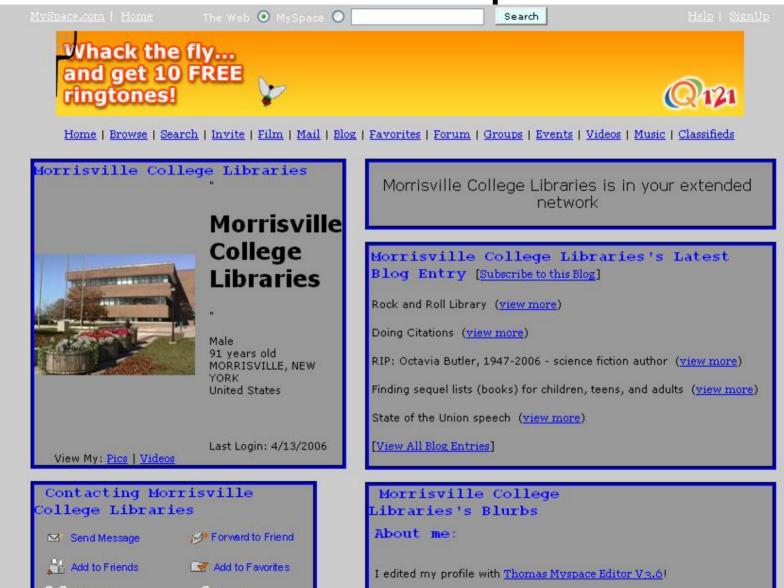
## MySpace.com



#### Other social spaces



#### Other social spaces



The Donald G. Butcher Library is centrally located on the Morrisville

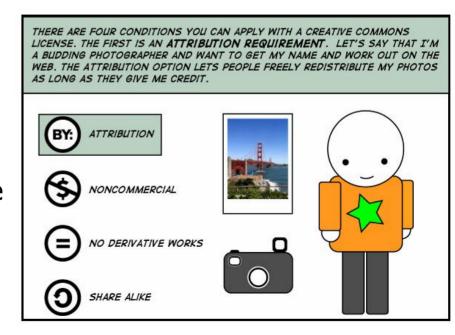
28 Block User

Instant Message

#### Creative Commons

- Not social software per say, but does allow for sharing of content
  - Articles
  - Presentations
  - Art (including photos)
- Different Creative Commons Licenses exist, some limit what people can do with content
  - No corporate use
  - Share and share alike

License + XML script for announcing the license and for remote "findability" + CC database of CC-registered content



#### Life caching

- Cell phones
- Blogs
- Digital cameras and photo sharing
- GPS indicators
- Friend networks
- Chat and text message
- "Screenagers"
- Pew survey shows "mounting evidence that teens are not passive consumers of media content ... they take content from media providers and transform it, reinterpret it, republish it, take ownership of it in ways that at least hold the potential for subverting it."

» Pew Internet and American Life Project, Nov 2005

# What do all these have in common?

- Easy of use "If I can't figure it out in two minutes, it's not worth my time."
- Flexibility, re-usability
- Community
- "Less than a decade ago ... people described the act of going online as venturing into some foreign realm called cyberspace. But that metaphor no longer applies. MySpace, Flickr and all the other newcomers aren't places to go, but things to do, ways to express yourself, means to connect with others and extend your own horizons. Cyberspace was somewhere else. The Web is where we live."

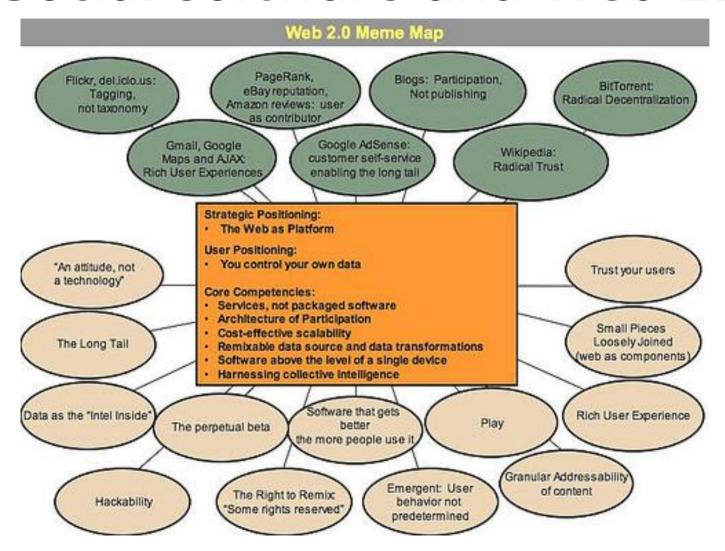
» www.msnbc.msn.com/id/12015774/site/newsweek/page/5/

#### Social software and Web 2.0

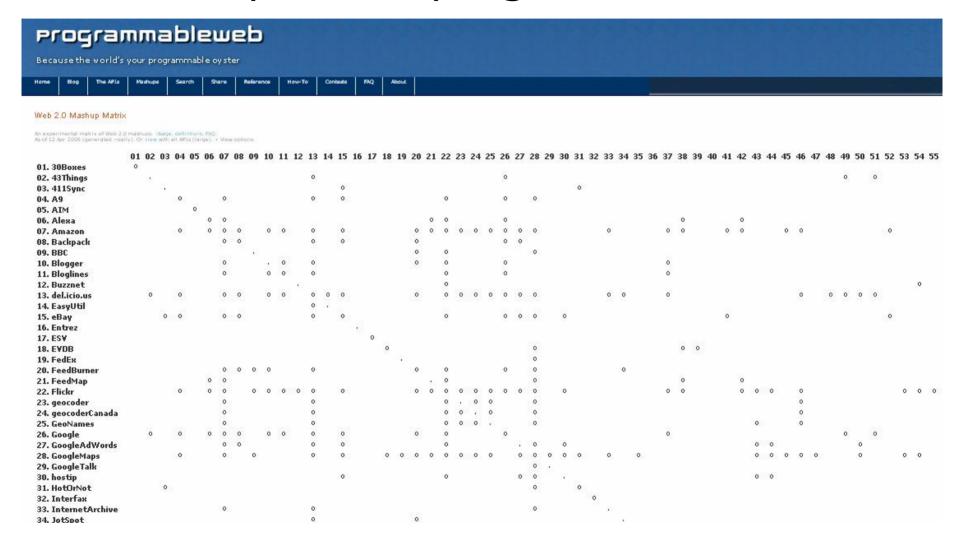
- **Participative:** Web 2.0 is participative ... Web 2.0 applications have been quick to spot the value of user-generated content.
- **Modular:** Web 2.0 applications are modular, with developers and users able to pick and choose from a set of interoperating components in order to build something that meets their needs.
- **Sharing:** Web 2.0 is about sharing ... content and ideas.
- **Communication:** Web 2.0 is about communication and facilitating community.
- **Smart:** Web 2.0 is smart; applications will use knowledge of us ... to deliver services that meet our needs.
- **Trust:** Web 2.0 is built upon trust ... placed in individuals ... or in the users and reuses of data.

» www.dlib.org/dlib/december05/kirriemuir/12kirriemuir.html

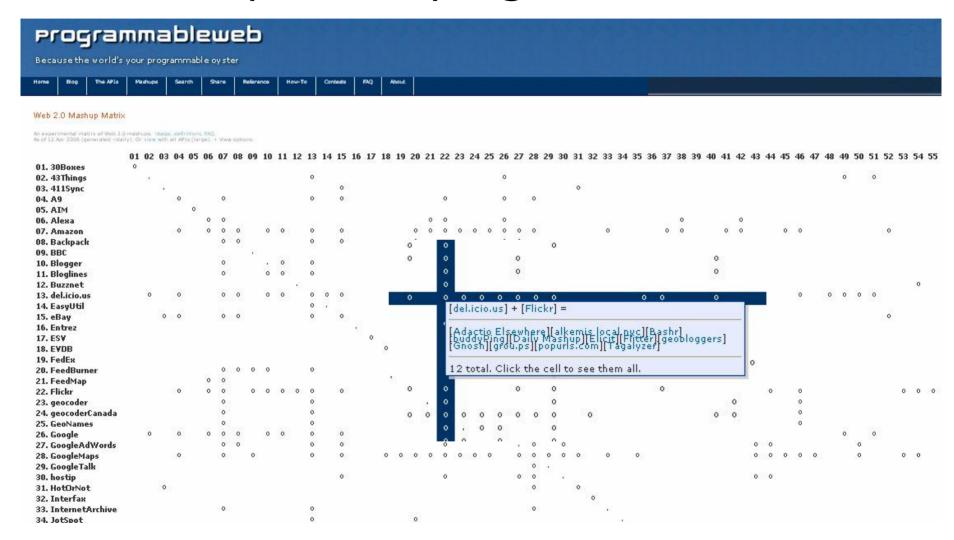
#### Social software and Web 2.0



#### Mashups: the programmable web



#### Mashups: the programmable web





#### Horizon Report 2006

- "Already in common usage outside of the educational arena, social computing practices are cropping up on campuses with increasing frequency." p. 8
- "Collaboration is increasingly seen as critical across the range of educational activities, including intra- and inter-institutional activities of any size or scope ... knowledge is becoming a community property, and the construction of knowledge is becoming a community activity ..." p. 4

» www.nmc.org/pdf/2006\_Horizon\_Report.pdf

## Educating the Net Generation (2005 EDUCAUSE)

"Net Geners use technology extensively to network and socialize. In their personal lives, buddy lists, virtual communities, and social networks such as Flickr or Orkut are heavily used. "Then we poll users about what they actually do with their computers, some form of social interaction always tops the list -- conversation, collaboration, playing games, and so on. The practice of software design is shot through with computers-asbox assumptions, while our actual behavior is closer to computer-as-door, treating the device as an entrance to a social space." p. 2.12

» Educating the Net Generation, 2005 EDUCAUSE

#### Millennials (these are our users!)

#### Millennials (or NextGens) are:

- Format agnostic
- Nomadic
- Multitasking
- Experiential
- Collaborative
- Integrated
- Principled
- Adaptive
- Direct



» Abram, Stephen, and Judy Luther. Born with the chip. Library journal, May 1, 2004. pp. 34-37.

It doesn't matter whether we "accept" folksonomies, because we're not going to be given that choice. The mass amateruization of publishing means the mass amateurization of cataloging is a forced move.

[we will not] get to choose *whether* folksonomies spread, but ... we might be able to affect *how* they spread, by identifying ways of improving them as we go.

... we are not driving a car, with gas, brakes, reverse and a lot of choice as to route. We are steering a kayak, pushed rapidly and monotonically down a route determined by the environment. We have a (very small) degree of control over our course in this particular stretch of river, and that control does not extend to being able to reverse, stop, or even significantly alter the direction we're moving in.

» many.corante.com/archives/2005/01/22/
folksonomies\_are\_a\_forced\_move\_a\_response\_to\_liz.php

... we can consider the functional areas of linking, reference management, and weblogging to be service points on a single continuum of information gathering, study, and creation.

» www.ariadne.ac.uk/issue40/chudnov/

And sharing!

This is scholarship.

"They're turning our old ideas of privacy on their head. The users of MySpace think nothing of putting pictures of themselves on the Internet, keeping a public journal of their days and nights, making their friends known to the world. Our old ideas about privacy no longer apply to a lot of Internet users. That's just a fact."

» www.msnbc.msn.com/id/12013797/site/newsweek/

"A new vision: everybody is a librarian.

What's my job? Help people build their own libraries.

What does a library do?

- Make our library work
- Help make their libraries work
- Make it all work together"

Dan Chudnov, Yale

» onebiglibrary.net/files/20060411-cwml-social-computing.pdf

#### What to we need from our vendors?

#### A new vision:

- Platforms, not software
- Capabilities, not features
- Openness and flexibility
- Expect the unexpected
- API's, web services, loosely coupled systems
- Leverage the immediate user-base for innovation
- Appropriate from the larger user-base for innovation

#### Social software and libraries

- Edward Corrado, TCNJ
- Jim Robertson, NJIT

Endeavor User Group Annual Conference, Apr 20-22, 2006 (Session 43)

## Thanks!

» www.library.njit.edu/staff-folders/robertson/presentations/