http://library2.0

Presented at:
2007 LITA National Forum
Denver, Colorado
6 October 2007

Edward M. Corrado
The College of New Jersey
http://www.tcnj.edu/~corrado
Introduction

• About Me:
  – Systems Librarian @ TCNJ
  – Masters of Library Service, Rutgers University
  – Code4Lib Journal, editorial committee
  – Presented on Social Software and Open Source on multiple occasions
The College of New Jersey

- A highly selective, comprehensive undergraduate college with a strong liberal arts core (Avg. SAT score is 1300)
- Approximately 5,600 full-time students
The College of New Jersey

- Located half-way between Philadelphia and NYC
- Residential Campus (95% of Freshman live on campus)
TCNJ Library

- New Library building opened in Fall 2005
- 135,000 square-feet
- 24 group study rooms
- Café
- Late-night study area
- 105-seat multi-purpose auditorium.
- Over 564,000 monographs
- Lots more great stuff
About this talk

- Millennials and Changing user expectations
- Technology
  - RSS, XML, APIs, Web Services
- Web 2.0/Social Software
- Library 2.0
- How can we take advantage of this?
Millennials

- Born digital
- Accustomed to receiving information quickly and from multiple sources in real time and processing it immediately (Claire Schooley)
- 75 percent of college students have a Facebook account, and most of them check it daily.

http://www.bloomberg.com/apps/news?pid=20601070&refer=home&sid=aJ4wSyFVOGx8
# Teen vs. Adult Online Activities

<table>
<thead>
<tr>
<th>Online Activity</th>
<th>Percentage of teens participating</th>
<th>Percentage of adults participating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Play online games</td>
<td>81%</td>
<td>32%</td>
</tr>
<tr>
<td>Send or receive instant messaging</td>
<td>75</td>
<td>42</td>
</tr>
<tr>
<td>Get information about schools, colleges, universities, or degree programs</td>
<td>57</td>
<td>45</td>
</tr>
<tr>
<td>Send or receive e-mail</td>
<td>89</td>
<td>90</td>
</tr>
<tr>
<td>Get news about current events</td>
<td>76</td>
<td>73</td>
</tr>
<tr>
<td>Look for news or information about politics</td>
<td>55</td>
<td>58</td>
</tr>
<tr>
<td>Look for religious or spiritual information</td>
<td>26</td>
<td>30</td>
</tr>
<tr>
<td>Buy things such as books, clothing, music</td>
<td>43</td>
<td>67</td>
</tr>
<tr>
<td>Look for health or fitness information</td>
<td>31</td>
<td>66</td>
</tr>
<tr>
<td>Look for information about a job</td>
<td>30</td>
<td>44</td>
</tr>
</tbody>
</table>

Note: Margin of error is ±4% for online teens and ±3% for online adults.

Web 2.0: Examples

• Examples:
  – Wikis
  – Blogs
  – Photo Sharing
  – Video Sharing
  – Podcasting
  – Instant Messaging IRC
  – Social Network Sites
Web 2.0/Social Software: Characteristics

• “Software that supports group interaction.”
  – Great user engagement
  – Foster and support “community”

• Leverages “wisdom of the crowds” or “hive mind”
  – Collaborative
  – “People are in fact kind of a killer app”
  Tim O’Reilly (www.pcworld.com/news/article/0,aid,114855,00.asp)
Web 2.0/Social Software: Characteristics

- Low-barrier to use and adoption
- Get the user involved
- “Open” (can be expanded, linked, mashed, etc.)
  - Network as platform
- Fun, social, entertainment, lifestyle ...
Web 2.0/Social Software: Characteristics

- 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](http://www.educause.edu/er/erm05/erm0513.asp)
Library 2.0

• Basically, using Web 2.0 principles in libraries
• Library 2.0 could include:
  – Book reviews from patrons
  – Book ratings
  – RSS Feeds for catalog searches
  – Tagging (Penn Tags is a great example)
  – Wikis for patrons to answer questions from other patrons
  – Community-centric photo sharing
1. User-centricity
2. Technology-savvy environment
3. Reaching of the patrons long tail
4. Content for more than one device
5. Component-based software, not monolithic ILS
6. Constant change
7. Use of Web 2.0 apps and services
8. Open standards

The library invites participation
OPAC
- Federated search
- RSS for cataloging records & search results
- Records tagging
- User reviews

THE PHYSICAL LIBRARY
Loud spaces for collaboration & conversation
Mobile devices for users

Th e library is everywhere
Patron 2.0 = from content consumer to content creator

Social computing apps to meet users' need when, where and how they need it

Library
that fits
that suggests
that learns
that gathers
that combines
that organizes

Integration with (e) learning environment

Library is a framework for integrating change into all levels of library operations

STAFF
Creation of an Emerging Technology Committee

The library has no barriers

The library is human

Source: http://flickr.com/photo_zoom.gne?id=113222147&size=o
What would Library 2.0 look like?

- Would it look like LibraryThing?
What Would it look like?
Amazon?
What do LibraryThing & Amazon have in common

- Book reviews
- Ratings
- Tagging
- Comments
- Book Covers
- Recommendations for other books
- Customizations
- Community
Our Fable
(It's Library 2.0 Charlie Brown)
Our Main Characters

Linus: The librarian in charge of Web site

Lucy: The IT director

Sally: The library director
Welcome to the Great Pumpkin Library
Welcome to the Great Pumpkin Library. Our Pumpkin patch is in full bloom and we have a lot of planned events celebrating the arrival of the Great Pumpkin.

Lecture Series
The next lecture will be at 3:20 PM on October 6, 2007. Edward Corrado will be talking about cats escaping from boxes. We will also be having a lecture by our very own Linus Van Pelt about the Great Pumpkin on October 23 at 4:30 PM.

New Books

Our favorite links:
- Black cat attack updates
- Weather reports
- Pumpkin patch town hall
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New Books

Photos

Announcements

Bookmarks
If the site isn't updated, Web-savvy patrons will leave and not come back
The Librarian Hero

WELCOME GREAT PUMPKIN
Linus Goes to See IT
The IT Department Reaction
Think outside the box (off-site)
Sally “The Champion”

GIT-R-DONE

Will Do
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New Books

LibraryThing

Social bookmarking (del.icio.us)

Photo sharing (Flickr)
Your photos

- cbrown_halloween_big-752054
  - Study
  - Uploaded on Sep 27, 2007
  - 0 comments

- GreatPumpkin
  - Uploaded on Sep 27, 2007
  - 0 comments
Flickr Badges (step 1)

Flickr “badge” feeds are available from www.flickr.com/badge_new.gne

Create your own Flickr badge

**Step 1: What sort of badge would you like to use?**

There are two types of badge to choose from: HTML or Flash. You will be able to select to display photos from your own collection, one of your groups, or everyone’s photos. You can also filter any of these options by a tag, if you wish. (The examples below are set to show photos from the "Squared Circles" group.)

- An HTML badge
- A Flash badge

![HTML badge examples](www.flickr.com)

- More photos in squared circle
- [what is this?](www.flickr.com)

Next: Choose Photos

Or, go back to your photos
Create your own Flickr badge

1. You chose an HTML badge (Change)
2. Choose which photos you'd like to display.
3. Set the layout options.
4. Choose colors for your badge.
5. Get the code to copy and paste into your website.

Step 2: Photos
Choose the photos you'd like to display on your badge from your photostream, or everyone's photos.

- Yours
  - All of your public photos
  - Your public photos tagged with:
    [Input field]
    Only your public photos will be included in your badge.

- Everyone's
Flickr (step 3)

Step 3: Layout

- Would you like to include your buddy icon & screen name after your photos?
  - [ ] Yes
  - [x] No

- How many photos would you like to show?
  - [ ] 3

- Which ones?
  - [ ] Most recent
  - [ ] A random selection

- What size?
  - [ ] Square
  - [ ] Thumbnail
  - [ ] Mid-size

- Which orientation would you like?
  - [ ] Vertical
  - [ ] Horizontal
  - [ ] None (Because you want to style it yourself)
Flickr (step 4)

**Step 4: Colors**

Click below to set the background color:

- **Background** #FF0000
- **Border** #000000
- **Links** #333333
- **Text** #666666

☐ No background  ☐ No border

(Restore factory defaults)

(Preview)

(Note: This is only an example. The full preview is on the next page.)

(www.flickr.com)

NEXT: PREVIEW & GET CODE

Or, go back and change your photo selection...
Flickr (step 5)

This is the code you need:

All you need to do is copy and paste this chunk of code into your website where you'd like your badge to appear.

```html
<!-- Start of Flickr Badge -->
<style type="text/css"/>
#flickr_badge_source_td { padding: 11px; font: 11px Arial, Helvetica, Sans-serif; color:#888888; }
#flickr_badge_icon { display:block !important; margin:0 !important; border:1px solid rgb(0, 0, 0) !important; }
#flickr_icon_td { padding:0 0 0 0 !important; }
.flickr_badge_image { text-align:center !important; }
.flickr_badge_image img { border:1px solid black !important; }
#flickr_web { display:block; padding:0 10px 0 10px !important; font:11px Arial, Helvetica, Sans-serif !important; color:#393939 !important; }
#flickr_badge_uber_wrapper a:hover, #flickr_badge_uber_wrapper a:link, #flickr_badge_uber_wrapper a:active, #flickr_badge_uber_wrapper a:visited { text-decoration:none !important; background:inherit !important; color:#393939 !important; }
#flickr_badge_wrapper { background-color:#FFFFF; border: thin solid #000000 !important; }
<!-- End of Flickr Badge -->
```
All you need to do is copy and paste this chunk of code into your website where you'd like your badge to appear.

```html
<!-- Start of Flickr Badge -->
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    #flickr_icon_td {padding:0 5px 0 0 !important;}
    .flickr_badge_image {text-align:center !important;}
    .flickr_badge_image img {border: 1px solid black !important;}
    #flickr_www {display:block; padding:0 10px 0 10px !important; font:11px Arial, Helvetica, Sans serif !important; color:#393f3f !important;}
    #flickr_badge_uber_wrapper a:hover, #flickr_badge_uber_wrapper a:link, #flickr_badge_uber_wrapper a:active, #flickr_badge_uber_wrapper a:visited {text-decoration:none !important; background:inherit !important; color:#393f3f !important;}
    #flickr_badge_wrapper {background-color:#FF9000;border: solid 1px #000000}
</style>
</!--></flickr-badge>
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New Books

![Big Pumpkin](image1.png)

![Black Cats](image2.png)
Integration with Flickr

Our favorite links:
- Black cat attack updates
- Weather reports
- Pumpkin patch town hall

GreatPumpkin

Uploaded on September 27, 2007
by pumpkin.great

pumpkin.great's photostream

View as slideshow (46)

Your photos

study

GreatPumpkin

Linus the Librarian
TCNJ Library IMLS National Leadership Grant :: The College of New Jersey  edit / delete
The College of New Jersey Library is pleased to announce that it has been awarded a $24,417 competitive planning grant from the Institute of Museum and Library Services' National Leadership Grants for Libraries program. The College of New Jersey will coll
to imls corrado code4lib ... just posted

Peanuts - Great Pumpkin  edit / delete
Includes video clips from the Great Pumpkin
to greatpumpkin ... saved by 1 other person ... 2 mins ago

ABC.com - It's the Great Pumpkin Charlie Brown  edit / delete
Info about the upcoming shoeing of the Great Pumpkin on ABC
to greatpumpkin abc ... 4 mins ago

The Great Pumpkin - Wikipedia, the free encyclopedia  edit / delete
Great Pumpkin entry on Wikipedia
to greatpumpkin ... 5 mins ago

Pumpkins and More  edit / delete
A web site about pumpkins
to pumpkins food gardening ... saved by 7 other people ... 5 mins ago

» showing 10, 25, 50, 100 items per page
Del.icio.us (step 2)

Tagrolls
» Tagrolls are a way for you to display your del.icio.us tags as part of your website.

Display Options

Preview

Our favorite links:

- Food
- Gardening
- great
- howto
- ins
- music
- pumpkin
- pumpkins
- smashingpumpkins
- squash

I am pumpkin.great on del.icio.us

Copy and paste this code into your hypertext:

```html
<script type="text/javascript"
  src="http://del.icio.us/feeds/js/tags/pumpkins.js"
</script>

» Use TypePad? add this tagroll to your TypePad blog

del.icio.us | about | blog | terms of service | privacy policy | copyright policy | support
Del.icio.us Copy and Paste

Copy and paste this code into your hypertext:

```html
<script type="text/javascript"
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New Books
Integration with Del.icio.us
<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Date</th>
<th>Tags</th>
<th>Rating</th>
<th>Shared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Pumpkin</td>
<td>Erica Silverman</td>
<td>1995</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black Cats 2000 Square Wall Calendar</td>
<td>BrownTrot</td>
<td>2007</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Big Pumpkin (Care Bears)</td>
<td>Scholastic</td>
<td>2007</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It's The Great Pumpkin Charlie Brown (Peanuts (Running Press))</td>
<td>Charles M. Schulz</td>
<td>2004</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Sources 2.0: The Continuing Evolution</td>
<td>Chris DiBona</td>
<td>2005</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Pumpkin Patch (Picture Puffins)</td>
<td>Elizabeth King</td>
<td>1995</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pumpkin Soup</td>
<td>Helen Cooper</td>
<td>2005</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
LibraryThing

It's the Great Pumpkin, Charlie Brown
by Charles M. Schulz

You have the following copy of this work:
It's The Great Pumpkin Charlie Brown (Peanuts (Running Press)) by Charles M. Schulz (ISBN 0762420932)

Tags | recommendations | reviews (0) | member ratings | members (64) | elsewhere | search this book

Tags to use to describe the book:
Don't eat the book: this is a childhood Children's children's fiction children's storybook childrens picture book Classics Comic Strip Books comic strips comics dave fiction halloween holidays humor humour illustrated kids K/3rd kid's library Little Yellow Bird Moon nighttime october own paperback Peanuts pic picture book project Pumpkins Puppy Schulz shelf 3 Sleeping Dog Snoopy Stars Yellow Bird

From LibraryThing's recommendations machine (see all recommendations):
1. "He's Your Dog, Charlie Brown!" by Charles M. Schulz
2. Charlie Brown's All-Stars by Charles M. Schulz
3. The Vanishing Pumpkin by Tony Johnston
4. It's Pumpkin Time by Zoe Hall
5. The Night Before Christmas by Clement Clarke Moore
6. Dr. Seuss's ABC by Dr. Seuss
7. How the Grinch Stole Christmas by Dr. Seuss
8. Chitty Chitty Bang Bang: the Magical Car by Ian Fleming
9. Clifford, the Big Red Dog by Norman Bridwell
10. The Little Island by Margaret Wise Brown
11. The Pumpkin Book by Gail Gibbons
12. Amazing Bats by Seymour Simon
13. Big Pumpkin by Erica Silverman
14. My Big Animal Book (Fridgyl Stienk Mill Big Ideas for Little People) by Roger Priddy
15. The Paper Doorway - Funny Verse and Nothing Worse by Dean Koontz
LibraryThing: My Copy

It's the Great Pumpkin, Charlie Brown

by Charles M. Schulz

Rating: 5 stars

Title: It's the Great Pumpkin Charlie Brown (Peanuts (Running Press))

Author: Schulz, Charles M.

Other authors: (Last, First)

Date: 2004

ISBN: 0762420332 / 9780762420339


LibraryThing

Things You Can Do

1. Put LibraryThing on your blog
   Put a widget on your blog and show your visitors what you're reading now, random books from your collection, your tag cloud, etc.
   Make a standard blog widget shows books, authors or tags
   Make a search widget lets your users search your library right on your blog
   News: We're beta-testing LiveJournal- and MovableType-compatible widgets

2. Get LibraryThing on your cell phone
   Check whether you've got it when you're standing in the books. If not, LibraryThing Mobile gives you the power of LibraryThing and the phone you've got.
   Install your phone's browser to http://www.librarything.com/m/ (Non-mobile).
   Send invites
   Invite friends to LibraryThing

4. Show off things
   Put one of these small images (a 'shielet') on your blog, linking to your profile.
   Click a shielet to create a link to your profile.

5. Create a signature line for email and other forums.

6. Explore LibraryThing APIs and easy linking
   LibraryThing offers a number of APIs, and easy ways to link to works.
   More about APIs and easy linking.

7. Add the Amazon Bookmarklet
   Browse Amazon, and when you find something you have or like, click on the bookmarklet and it will add it to your library.

Stuff to Buy

Cheap barcode scanner
Buy a CueCat scanner from LibraryThing. They're only $15. They plug into your USB port and read bar codes, including those pesky borders product ids.

Account Options

Change your user name or password
Lost password?
Upgrade to a paid account

Import/Export

Libraries

Preset widgets
Choose style: Recent books
Customize it
Show what: Recent books
Show entries: 4
Book covers: Small covers
Book text: Title and author (no link)
Show: No Header
Style it: Don't style it (I'll style it with CSS)

The HTML code

Pasting this into your HTML:

```html
<script language="javascript" type="text/javascript" src="http://www.librarything.com/librarything.js"></script>
```

What it looks like

- Peanuts: It's the Great Pumpkin, Charlie Brown (Peanuts Board Book) by Charles M. Schulz
- Great Big Pumpkin (Care Bears) by Charles M. Schulz
- Black Cats 2008 Square Wall

Advanced options

* for Amazon Associates. Leave blank and Tim will get around 5% of the verifiable revenue of each book widget that you generate for Amazon. (Note: Cover images link to Amazon, a requirement if their covers are displayed. Text links go to LibraryThing.)

Widgets on LiveJournal: LiveJournal does not allow Javascript on their pages, so this widget will not work there. We're working on a LJ-compatible widget.
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- **Peanuts: It's the Great Pumpkin, Charlie Brown (Peanuts Board Book)** by Charles M. Schulz
- **Great Big Pumpkin (Care Bears)** by Scholastic
- **It's The Great Pumpkin Charlie Brown (Peanuts (Running Press))** by Charles M. Schulz
- **Black Cats 2008 Square Wall Calendar** by BrownTrout Publishers
Integration with LibraryThing

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Great Pumpkin Documentary
September 27th, 2007 by greatpumpkin

We will be simulcasting the "It's the Great Pumpkin Charlie Brown" documentary that will be shown on ABC TV on Friday, October 27 at 8/7c. Please join us to learn more about the Great Pumpkin. Refreshments will be served.

Posted in Uncategorized | Edit | No Comments »

Lecture: Letting the Cat out of the Box
September 27th, 2007 by greatpumpkin

The next lecture by our own Edward Corrado will be at 3:20 PM on October 6, 2007. He will be talking about letting cats out of boxes. Why he put them in a box to begin with, we don't know. Anyway, we are glad he is letting them out.

Posted in Uncategorized | Edit | No Comments »

Great Pumpkin Library closed on Halloween
September 27th, 2007 by greatpumpkin

In order for our Librarians to get free candy by Trick or Treating, the Great Pumpkin Library will be closed on October 31.

Posted in Uncategorized | Edit | 1 Comment »
RSS Feed

http://greatpumpkin.wordpress.com/feed/

Lecture: Letting the Cat out of the Box
September 27th, 2007 by greatpumpkin

The next lecture by our own Dr. Sam will be at 3:20 PM on October 1st. We'll be talking about letting cats out of the box to begin with. Anyway, we are glad he is letting them out.

Great Pumpkin Library closed on Halloween
September 27th, 2007 by greatpumpkin

In order for our Librarians to go out Trick or Treating, the Great Pumpkin Library will be closed on October 31st.
RSS Code

Greatpumpkin's Weblog

Just another WordPress.com weblog

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Integration with WordPress
And everyone was happy
Other approaches to a Library 2.0 Web site

Drupal

Scriblio (formally WPopac)
Customer relations

- Constantly updating content, makes people come back to the Web site
- Users can access the data how they want
  - From library Web site
  - Native applications
  - RSS aggregators
- You can reuse the data in other systems
  - Portals
  - Course Management Systems
Special thanks

- A Christmas version of the Great Pumpkin Library storyline is available from Jim Robertson (http://web.njit.edu/~robertso/presentations)
Additional credits (Copyright of images 1)

- The Great Pumpkin Library logo is based on a photo by Greg Dunham (Wildcat Dunnny on Flickr). Original image available under a Creative Commons license from: http://flickr.com/photos/wildcat_dunny/269082099
Additional credits (Copyright of images 2)

- Two Pumpkins photo by The_Smiths (Alvin Smith on Flickr). Original image available under a Creative Commons license from http://www.flickr.com/photos/heather_joy/275694997/
Additional credits
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