

Special Library 2.0



the highs, the lows, and
everything in between

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How did we get here?



Web 2.0

- ✓ Tim O'Reilly
- ✓ web as platform
- ✓ read/write
- ✓ perpetual beta



Library 2.0

- ✓ librarycrunch.com
- ✓ user participation
- ✓ user-centred services
- ✓ radical trust

Web 2.0



Web 1.0

Web 2.0

email	→	IM
Ofoto	→	Flickr
Akamai	→	BitTorrent
Britannica Online	→	Wikipedia
static websites	→	blogs
evite	→	upcoming.org
screen scraping	→	web services/syndication
publishing	→	participation
content management systems	→	wikis
directories	→	tagging & folksonomies

Library 2.0



“The heart of Library 2.0 is user-centered change. It is a model for library service that encourages constant and purposeful change, inviting user participation in the creation of both the physical and the virtual services they want, supported by consistently evaluating services”

- Michael Casey & Laura C. Savastinuk,
[Library Journal, September 2006.](#)

Library 2.0



“The beauty of Web 2.0 and Library 2.0 is the level of integration and interoperability that is designed into the interface through your portal or intranet. That’s where the real power to enhance the user experience is.”

- Stephen Abram,

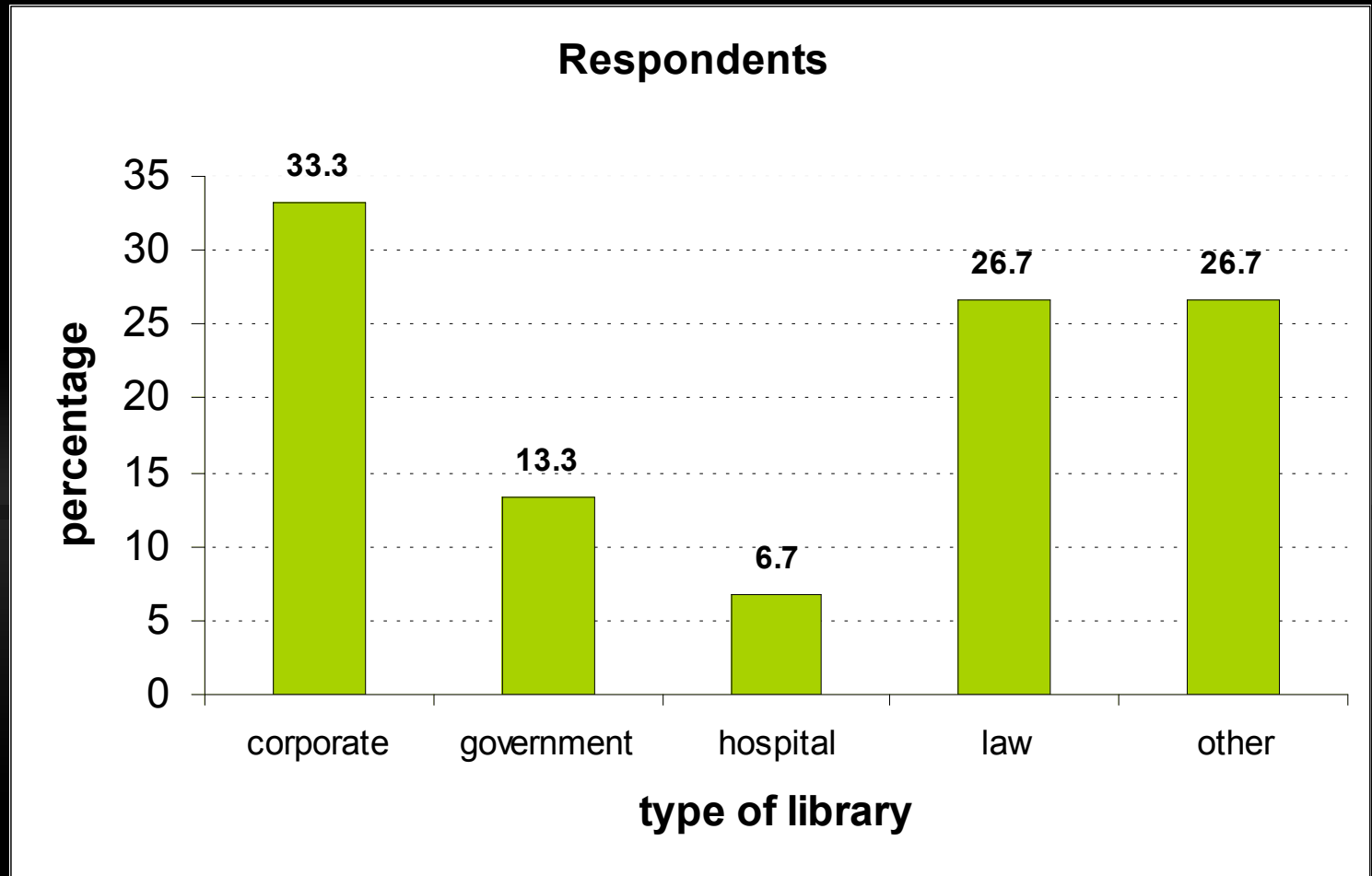
[SirsiDynix OneSource, January 2006.](#)

Special Library 2.0 Survey

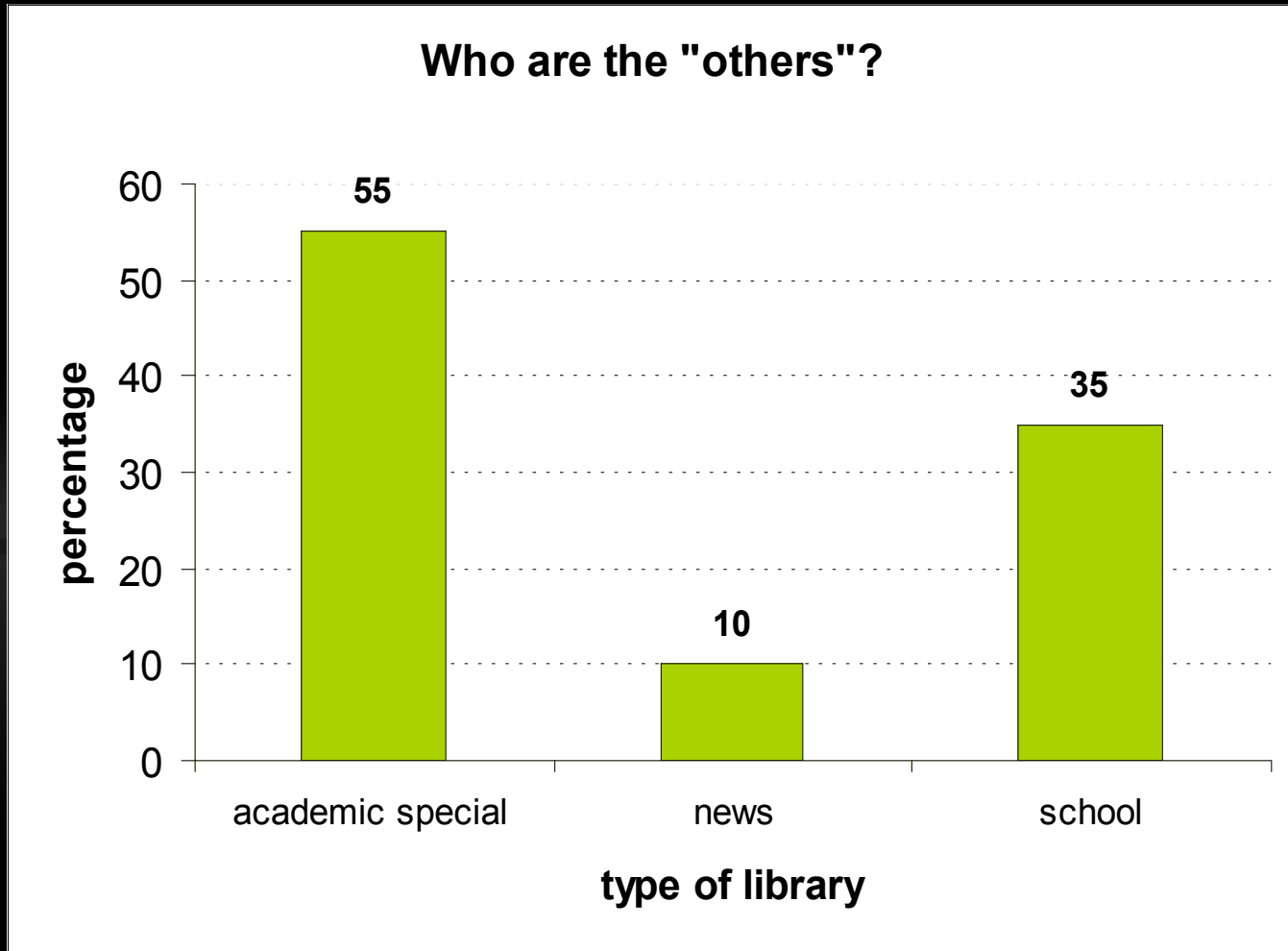


- ✓ What 2.0 tools are special libraries using?
- ✓ How are they using those tools?
- ✓ What barriers/issues have they faced in implementing those tools?

The respondents



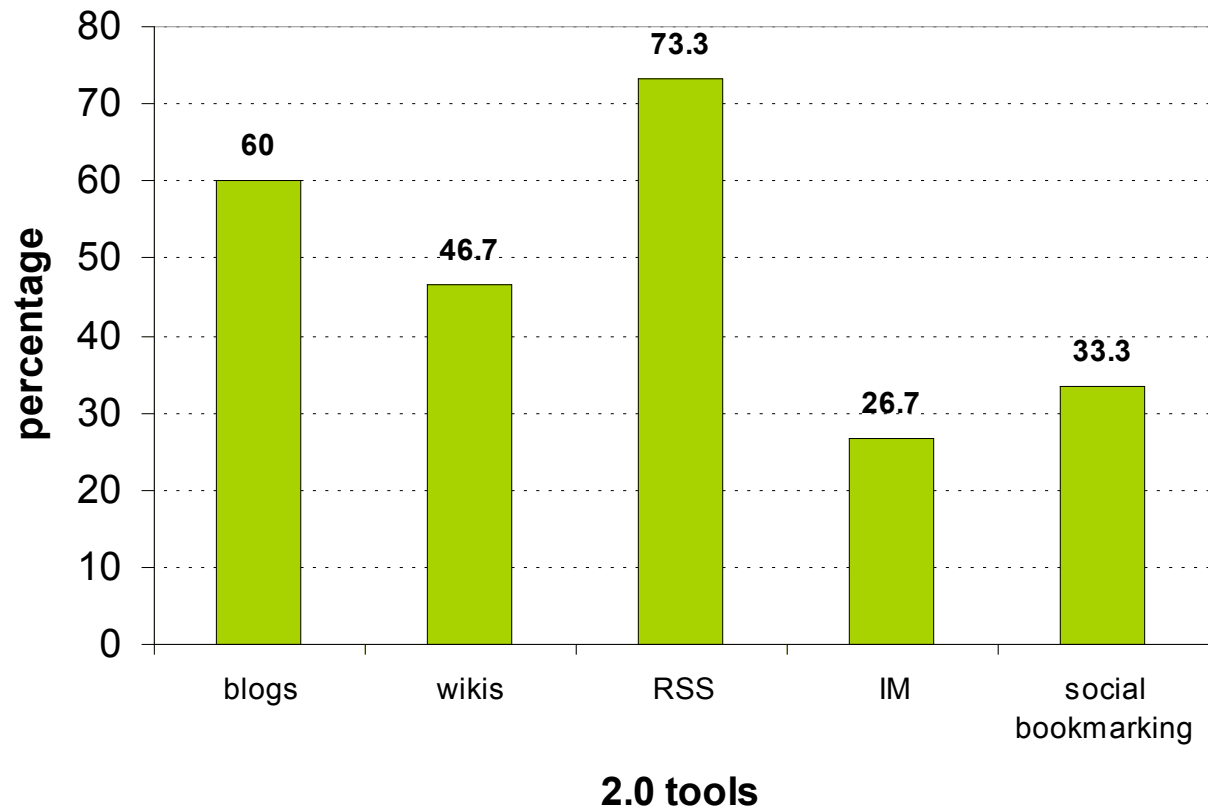
“Other”



The tools



**What 2.0 tools do you use
in your library?**



How are you using these tools in your library?

- ✓ An internal blog where we try to share some of the research gems we find
- ✓ A what's-new-in-the-library blog
- ✓ Experimenting with the idea of embedding federal government RSS feeds into resource guides for our executive departments using feed2js

How are you using these tools in your library?

- ✓ Social bookmarking for internal reference stuff
- ✓ Use IM constantly for collaboration internally and externally ...It is business critical.
- ✓ A wiki/blog as another means to communicate news and information internally in our library.
- ✓ RSS is used but little understood

How are you using these tools in your library?

- ✓ Encourage doctors to use RSS feeds to stay up to date with their favorite journals. I help them create searches on PubMed that are saved as RSS feeds
- ✓ We use a wiki for reference service
- ✓ Wikis for compiling results of large group research projects

How are you using these tools in your library?

- ✓ Personalized RSS feeds for users, based on their interests.
- ✓ A social bookmarking tool integrated in with the library system
- ✓ Our Intranet is made up solely of 2.0 tools - blogs for communication and wikis for collaboration

How are you using these tools in your library?

- ✓ A blog that only the librarians see, where we post kudos to each other, announcements and links to interesting Web sites
- ✓ I was asked for my bookmarks so many times that I turned it into a del.icio.us catalogue

What barriers/issues have you encountered in implementing 2.0 tools?

- ✓ Staff buy-in
- ✓ Firewall issues
- ✓ I.T. issues
- ✓ Corporate issues

What barriers/issues have you encountered in implementing 2.0 tools?

- ✓ For some I have to do more **hand holding** than others to set up RSS feeds
- ✓ Hard to get our group to post to the blog **or even to read it!**
- ✓ **Admin didn't see the use** of blogs/RSS until I signed up my supervisor to Bloglines and made Bloglines her browser home page.

What barriers/issues have you encountered in implementing 2.0 tools?

- ✓ Staff buy-in has been the hardest. They **don't see the need** for the blog.
- ✓ library staff who I am hoping will blog **don't "get it"**. They want to know why they would want to keep a journal, and don't realize this is actually a good tool for current awareness.
- ✓ It's hard to get people to write for the blog on the public site. Our intranet, however, is **thriving with new additions** all the time.

What barriers/issues have you encountered in implementing 2.0 tools?

- ✓ Our blog and the RSS feeds from our portal are **inside the firewall**, so you can't use a reader like Bloglines which is easier to explain and promote than some of the desktop readers.
- ✓ **Firewall issues** are huge!

What barriers/issues have you encountered in implementing 2.0 tools?

- ✓ Our IT staff is very open so we did not have firewall issues.
- ✓ I want to incorporate blogging inside the firewall but tech people don't know how to set it up
- ✓ IT don't want to cooperate

What barriers/issues have you encountered in implementing 2.0 tools?

- ✓ our parent institution **blocks IM**
- ✓ Enterprise-wide web page "**look and feel**" **requirements** make it difficult to use off-the-shelf web-based wiki and blogging tools
- ✓ **Dysfunctional, backwards-focused** centralized IT group ... enforce so many **restrictions** that it is pretty much impossible to truly move into a Web 2.0 delivery model.

What barriers/issues have you encountered in implementing 2.0 tools?

- ✓ IT department stifles any sort of new technologies.
- ✓ Requires a CMS for the intranet pages. CMS does not allow for wikis or blogs.
- ✓ IT department has really put the hammer down on any multimedia things such as instant messaging or view podcasts.
- ✓ IT's reluctance to adopt new technologies out of fear as to what it will do to their system is our biggest problem.

How do we deal with this and move
forward?

That's what we're
here to talk about!

Stay tuned...

Thanks for listening!



This presentation lives at:

<http://blogwithoutalibrary.net/talk/SLATor06/2point0.pdf>