

Thriving with Technology



or, How to Get to Librarian 2.0
and Still Have a Life

Amanda Etches-Johnson
November 9, 2006
OCULA Mini-Conference

Two point what?



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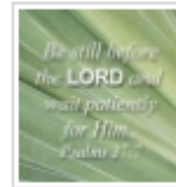
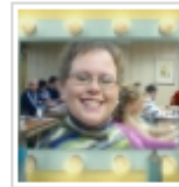
Find, Connect, and Grow Your Church Community

A social network for **your** church

Featured Churches: [Search](#)



Featured Members: [Search](#)



Features for You and Your Church:



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PANDORA™

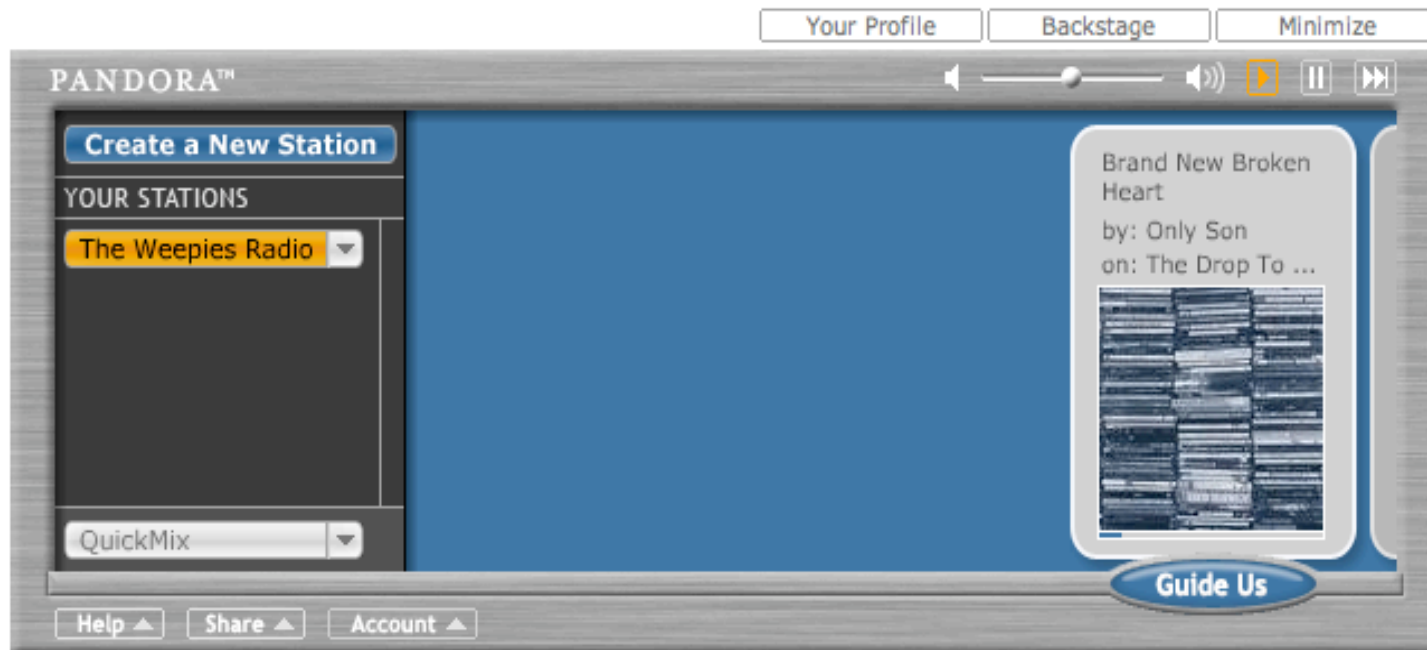
created by the Music Genome Project™

Ever since we started the [Music Genome Project](#), our friends would ask:

Can you help me discover more music that I'll like?

Those questions often evolved into great conversations. Each friend told us their favorite artists and songs, explored the music we suggested, gave us feedback, and we in turn made new suggestions. Everybody started joking that we were now their personal DJs.

We created **Pandora** so that we can have that same kind of conversation with you.

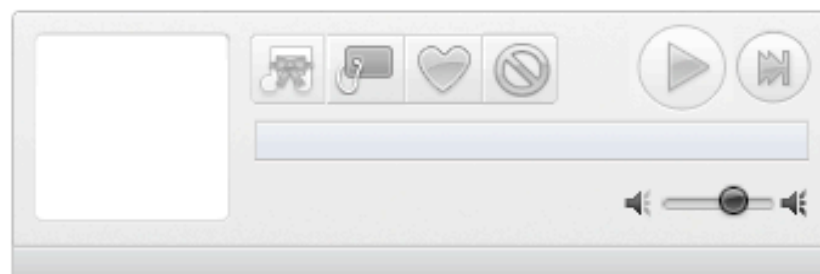


Pandora Tip: Want to share a station with a friend or find a great shared station? [Click here](#) to learn how.



Start Listening with Last.fm

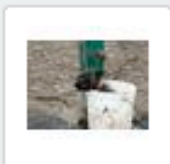
Listen to something new. Last.fm radio learns what you like and gets better.



Sign Up and Create a Profile

Share Your Music Taste

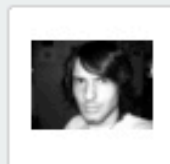
Scrobbling happens automatically as you listen to music. Click on a profile and see how it works:



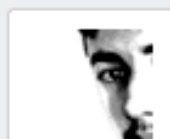
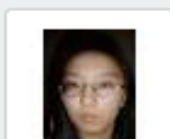
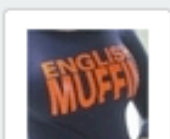
[diebke](#)



[____nah](#)



[CuBiCLe89](#)



Discover New Music

Discover new artists, find out when their gigs are and invite friends. We've got free tracks, too.

Download the Software

Get the most out of Last.fm with [our software](#). It scrobbles and plays radio from your desktop.

Labels & Artists

It's free to get your music on Last.fm. [Learn how.](#)

New Features

LONDON, 31 October - Last.HQ introduces flash radio, concert listings, free downloads, and more. [See what's new...](#)



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Last Updated: Tuesday, 24 October 2006, 06:43 GMT 07:43 UK

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Introducing humans version 2.0

By James van der Pool
BBC Horizon

The half-human, half-robot cyborg has long been a vision nurtured by science fiction writers and futurologists. But how close are we to humans version 2.0, computer-enhanced people?

Ray Kurzweil, a renowned American inventor and futurist, supplements his daily diet with a cocktail of 250 pills. Now in his mid-fifties, Kurzweil is attempting to extend his life until 2029.

This is when he believes science will have made two huge breakthroughs; understanding how the human mind works and the creation of computers that are equal to its power.



How long before robot counterparts are human and machine? AFP

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BUSINESS 2.0

THE 50 WHO MATTER NOW

THE MOST INFLUENTIAL PLAYERS—
AND WHAT YOU CAN LEARN FROM THEM.



#21 **BILL GATES**
Why his power is waning.



#2 **LARRY PAGE
& SERGEY BRIN**
Why they're still
gaining.



#5 **STEVE JOBS**
Why he's simply
maintaining.



Create cool merchandise for the hit movie Snakes on a Plane!

Creating a unique program in the true 'citizen' spirit of Snakes on a Plane, New Line and CafePress have partnered to permit fans of the movie to become official licensees of Snakes on a Plane merchandise. This interactive promotion allows our network of over 2.5 million members to unleash their creativity to transform Snakes on a Plane artwork and ideas into unique gifts and share in the revenue stream. This completely unique approach to fan licensing, has never previously been embraced by any motion picture studio.

Check out the designs already available below, or if you think you can do better, join CafePress and create your own design to submit to the gallery (tag your image "Snakes on a Plane").

[Promotion Rules](#)

[Visit the official SNAKES ON A PLANE website](#)

cafe**press**[®]
.com

Where is all this coming from?

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

Web 2.0 → Library 2.0 → Librarian 2.0

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

- ✓ who is librarian 2.0?
- ✓ what does he/she need to know?

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.](#)

What does it all mean for Librarian 2.0?



- ✓ Who is librarian 2.0?
- ✓ What does librarian 2.0 need to succeed?

Who is Librarian 2.0?



Librarian 2.0 does NOT have to be:

- ✓ young
- ✓ a recent grad

Who is Librarian 2.0?



Librarian 2.0 DOES have to:

- ✓ care about the user
- ✓ be unafraid of technology
- ✓ be willing to “play” with 2.0 tools
- ✓ be willing to experiment & make mistakes!

Strategies for getting to 2.0



- ✓ Institutional strategies
- ✓ Individual strategies

Institutional Strategies



- ✓ Training/learning initiatives to encourage staff to explore & play:
 - ✓ check out Learning 2.0
 - ✓ <http://plcmcl2-about.blogspot.com/>



Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0

About the Learning 2.0 Project:

[Staff Prizes](#)

[Frequently Asked Questions](#)

[Info & Contact](#)

This blog has been set-up as part of [PLCMC](#)'s Learning 2.0 project to encourage staff to experiment and learn about the new and emerging technologies that are reshaping the context of information on the Internet today. The objectives of this program are to:

- encourage exploration of Web 2.0 and new technologies by PLCMC staff.
- provide staff with new tools (that are freely available on the Internet) to better support PLCMC's mission: *Expanding minds, Empowering individuals and Enriching our community.*
- reward staff for taking the initiative to complete 23 self-discovery exercises.

The Learning 2.0 program was designed by Helene Blowers, PLCMC Technology Director, with the support and assistance of several staff and is loosely based upon Stephen Abram's article, [43 Things I \(or You\) might want to do this year](#) (Information Outlook - Feb 2006) and the website [43Things](#).

The design of this online program was completely built on Web 2.0 technologies that are freely available on the Internet. These sites include: [Blogger](#), [Flickr](#), [Odeo](#), [YouTube](#), [PBWiki](#) & [Bloglines](#).

Home

The 23 Things

The Participants



RSS Feed

This blog has been setup to support PLCMC's Learning 2.0 program for staff. Questions or comments about this project should be directed to [Helene Blowers](#), Public Services Technology Director for the Public Library of Charlotte & Mecklenburg County ([PLCMC](#)).

Staff Prizes & Incentives: [\(back to top\)](#)

23 Things - Every staff member who completes all 23 things will receive a USB MP3 player* capable of holding at least 256mb worth of data, music and/or audio files. The device can not only be used as a regular USB/Flash drive to store work files, but it can also be used to download and play [NetLibrary](#) audio books, music and more.



Staff have until Oct 31st to complete all 23 items in order to receive the USB/MP3 Player.

Staff Day Incentives - Staff that complete the program by October 6th will receive their MP3 players early and will also be entered into a prize drawing for pda (personal data assistant). The drawing will take place during All Staff Day, Monday October 9th. In order to qualify for this drawing, staff must have all "23 Things" completed and entered into the tracking log on PLCMC Central (staff intranet) by Friday, October 6th.

Final Prize Drawing - All staff who complete 23 things by Oct 31st, will receive an MP3 player and will be eligible for the final prize drawing - a new laptop.



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23 Learning 2.0 Things*

(Note: Details about each task will be activated every week with posts related to each item)

Week 1: Introduction (official start of week August 7th)

1. Read [this blog & find out about the program](#).
2. Discover a few [pointers from lifelong learners](#) and learn how to nurture your own learning process.

Week 2: Blogging

3. [Set up your own blog](#) & add your first post.
4. [Register your blog](#) on PLCMC Central and begin your Learning 2.0 journey.

Week 3: Photos & Images

5. [Explore Flickr](#) and learn about this popular image hosting site.
6. Have some Flickr fun and discover some [Flickr mashups & 3rd party sites](#).
7. Create a [blog post about anything technology related](#) that interests you this week.

Week 4: RSS & Newsreaders

8. Learn about [RSS feeds and setup your own Bloglines newsreader account](#).
9. Locate a [few useful library related blogs and/or news feeds](#).

Week 5: Play Week

10. Play around with an [online image generator](#).
11. Take a look at [LibraryThing and catalog some of your favorite books](#).
12. [Roll your own search tool](#) with Rollyo.

Week 6: Tagging, Folksonomies & Technorati

13. Learn about [tagging and discover a Del.icio.us](#) (a social bookmarking site)
14. Explore [Technorati and learn how tags](#) work with blog posts.

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[Helene Blowers](#), Public Services Technology Director for the Public Library of Charlotte & Mecklenburg County ([PLCMC](#)).



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Individual Strategies



- ✓ Follow-along at home!
 - ✓ Learning 2.0 @ PLCMC
 - ✓ <http://plcmclearning.blogspot.com/>
 - ✓ Five weeks to a Social Library
 - ✓ <http://www.sociallibraries.com/course/prelimprogram>

Individual Strategies



✓ Dip your toes in!

- ✓ check out neobinaries.com
- ✓ save your bookmarks in del.icio.us
- ✓ upload your pictures to flickr.com
- ✓ start a blog on blogger.com or wordpress.com

Individual Strategies



- ✓ Immerse yourself in **RSS!**
- ✓ You need:
 - ✓ an aggregator (try bloglines.com)
 - ✓ feed URLs
- ✓ Finding feed URLs is a cinch with Firefox & IE7!

File Edit View History Bookmarks Tools Help


http://www.blogwithoutalibrary.net/

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blogwithoutalibrary.net
[libraries, technology, & everything in-between]



filed under: [conferences](#) October 31, 2006

il 2006: Using Ethnographic Methods to Know your Users. Judi Briden, Katie Clark, Isabel Kaplan

I missed the first five minutes of this session so I didn't get the background details, but from what I understood, the presenters were involved in a study to explore the way undergraduates complete their assignments, from the time they receive the assignment to the moment they hand it in. This was one of the best sessions I attended at the conference, probably because I haven't read about any other research studies that follow the complete "life cycle" of an assignment from a library perspective and in the library literature (there's probably all sorts of interesting stuff on the topic in the higher ed research literature, I just don't get out from under the library literature enough).

The starting point of the research project was this question: what do undergrads really do when they write research papers? (not just when they're in the library but during every step of the research process)

The team used a number of methods, including "**retrospective interviews**" where they asked students about papers they have recently completed and had the students "chart"

about

Hi, my name is Amanda and I'm an academic librarian, blogger, and all-around tech geek. [\[read more\]](#)

a few other things

[my del.icio.us links](#)

[in my aggregator](#)

categories

[blogs \(80\)](#)

[conferences \(43\)](#)

[gadgets \(1\)](#)

TechCrunch - Windows Internet Explorer

http://feeds.feedburner.com/TechCrunch

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 - Google Blog Search: "Marshall Kirkpatrick"
 - Microsoft at Home
 - Microsoft at Work
 - TechCrunch
- Techmeme
- Blog Maverick
- TalkCrunch
- Marshall Kirkpatrick

techcrunch.com

on →

the deal was [confirmed](#). In their largest date, Google has acquired YouTube for an all stock transaction. Both companies the deal, which should officially close in later. YouTube's 65 employees will remain any at YouTube's San Bruno

the bidding war until very close to the end.

ast to discuss the deal. My notes are can also hear a replay of the call via at 888-203-1112 domestically and 719-457-0820 internationally. Confirmation code for the replay is 2260624.

This went from [rumor](#) to reality incredibly fast.

My Notes from the call:

Displaying 15 / 15

All 15

Sort by:

- Date
- Title
- Author

[View feed properties...](#)

Individual Strategies: RSS

- ✓ plumb the “biblioblogosphere”
 - ✓ conversation
 - ✓ timely
 - ✓ sure beats waiting for a journal to publish this stuff!
 - ✓ check out the librarian blogs on LISWiki.com
 - ✓ search LIS blogs at LISZen.com

Individual Strategies: RSS

✓ Feed your aggregator!

- ✓ librarian blogs

- ✓ feeds for searches

 - ✓ search engines, FindArticles.com, PubMed, Scopus, EBSCO, Web of Science, OVID, etc.

- ✓ tables of contents feeds

 - ✓ Emerald, IngentaConnect, IEEE, etc.

Individual Strategies: **personal portals**

- ✓ netvibes.com
- ✓ protopage.com
- ✓ feeds, email, news, weather, photographs, fun – all in ONE place!

+ Add content

amanda@blogwithoutalibrary.net | Collapse all | Expand all | Settings | Sign Out

netvibes du jour

General (4) feeds New Tab

Toronto, Canada

Tuesday	Wednesday	Thursday	Friday
6°/11°	7°/14°	1°/12°	3°/11°

by: The Weather Channel

f paris - Everyone's Tagged Photos

Writely Documents

Writely No documents

Web Search - Netvibes

Search Netvibes

Google Yahoo! Live Snap

- Netvibes
- Netvibes.com Blog
- Netvibes welcome anise, the new netvibes update - Netvibes.com Blog
- Netvibes ecosystem - Customize and share your netvibes experience
- Modules - Netvibes ecosystem - Customize and share your netvibes ...
- Techcrunch » Blog Archive » Netvibes - Personal homepage
- Techcrunch

next

PopMail : mail (4)

Total unread:

heather w - [etc.] Comment: "more mozilla"

Lolita Martens - Re: new 968

Library Elf - Elf - Hold ready 1

Victoria Matos - Pounds down, mood up

Webnote

Don't forget to save presentation file as PDF & upload to site!

The “how to still have a life” part



- ✓ 15-20 minutes a day to scan headlines
- ✓ save/clip/bookmark what you want to return to
- ✓ resist the urge to subscribe to EVERYTHING!
- ✓ put all new feeds on probation!

The “how to still have a life” part

- ✓ one in/one out policy
- ✓ use an application that works for you!
 - ✓ you can read your email & RSS feeds in the same application (Outlook 2007, soon)
 - ✓ try a portal or [Thunderbird](http://www.mozilla.com/en-US/thunderbird/) (<http://www.mozilla.com/en-US/thunderbird/>)
- ✓ check out what’s available in LIS podcasts

Questions?



Thanks for listening!

This presentation lives at:

<http://blogwithoutalibrary.net/talk/ocula06/thriving.pdf>

MSN/email: amanda@blogwithoutalibrary.net

AIM/Skype: torontolibrarian

Web: <http://blogwithoutalibrary.net>