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P r e s e n t a t i o n

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TITLE: The Social Internet: A New Community Role for Libraries?

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ABSTRACT: Discussion of Social Networking and the ALA/IIS project on Participatory Networking.

KEYWORDS: Participatory Librarianship

The Social Internet

A New Community
Role for Libraries?

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ALA OITP/IIS

- Technology Brief on Participatory Networking
 - Emphasis on the Longer Scale
 - Geared at Library Decision Makers
- Current: Public Draft for Comment
- Final: LITA Forum



Overview

- Libraries as Conversations
 - The Technology of Participatory Networks
 - Technology to Facilitate Conversation
 - Selection of Conversations
- Massive Scale Librarianship

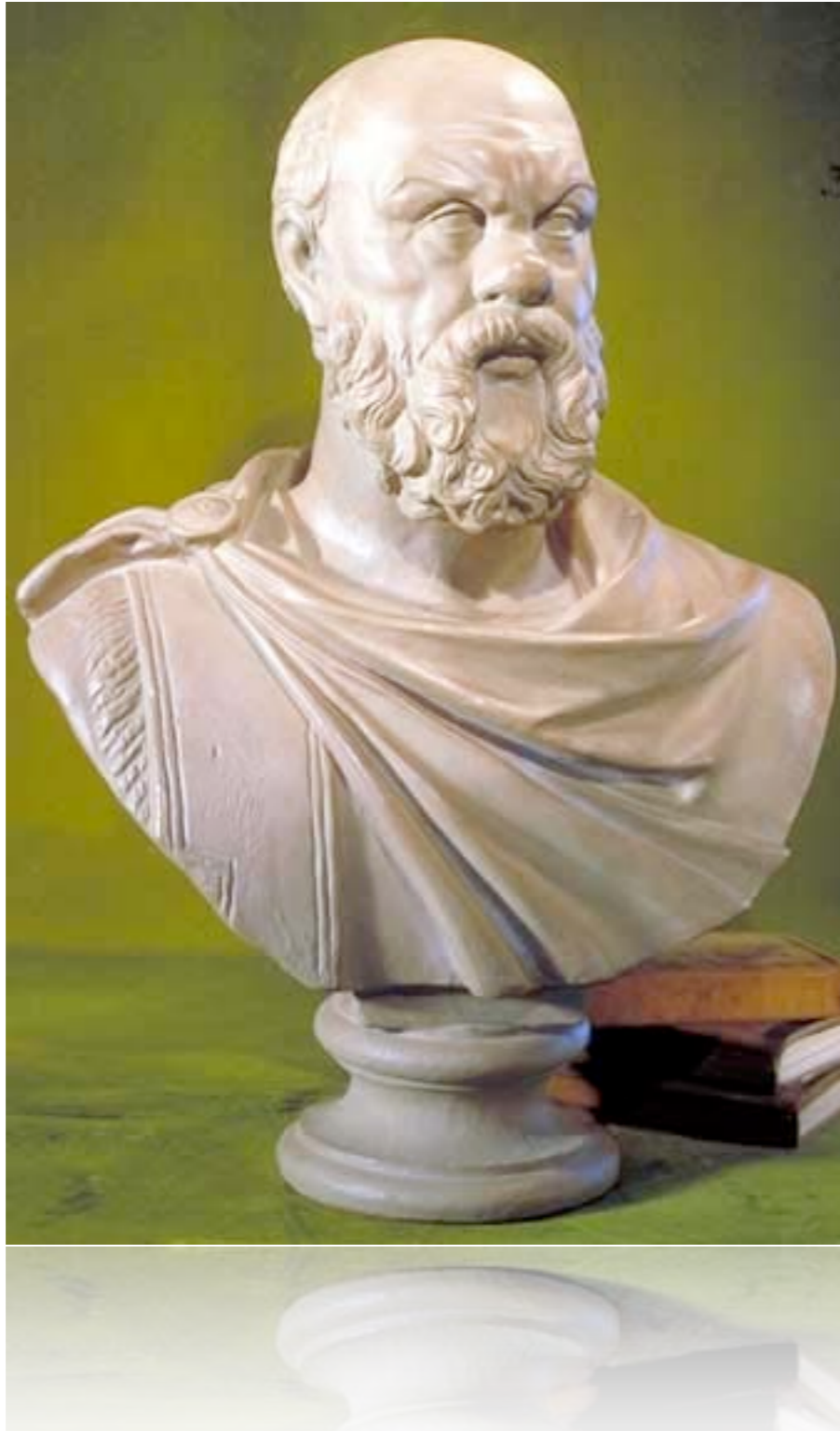


Knowledge is Created Through Conversation

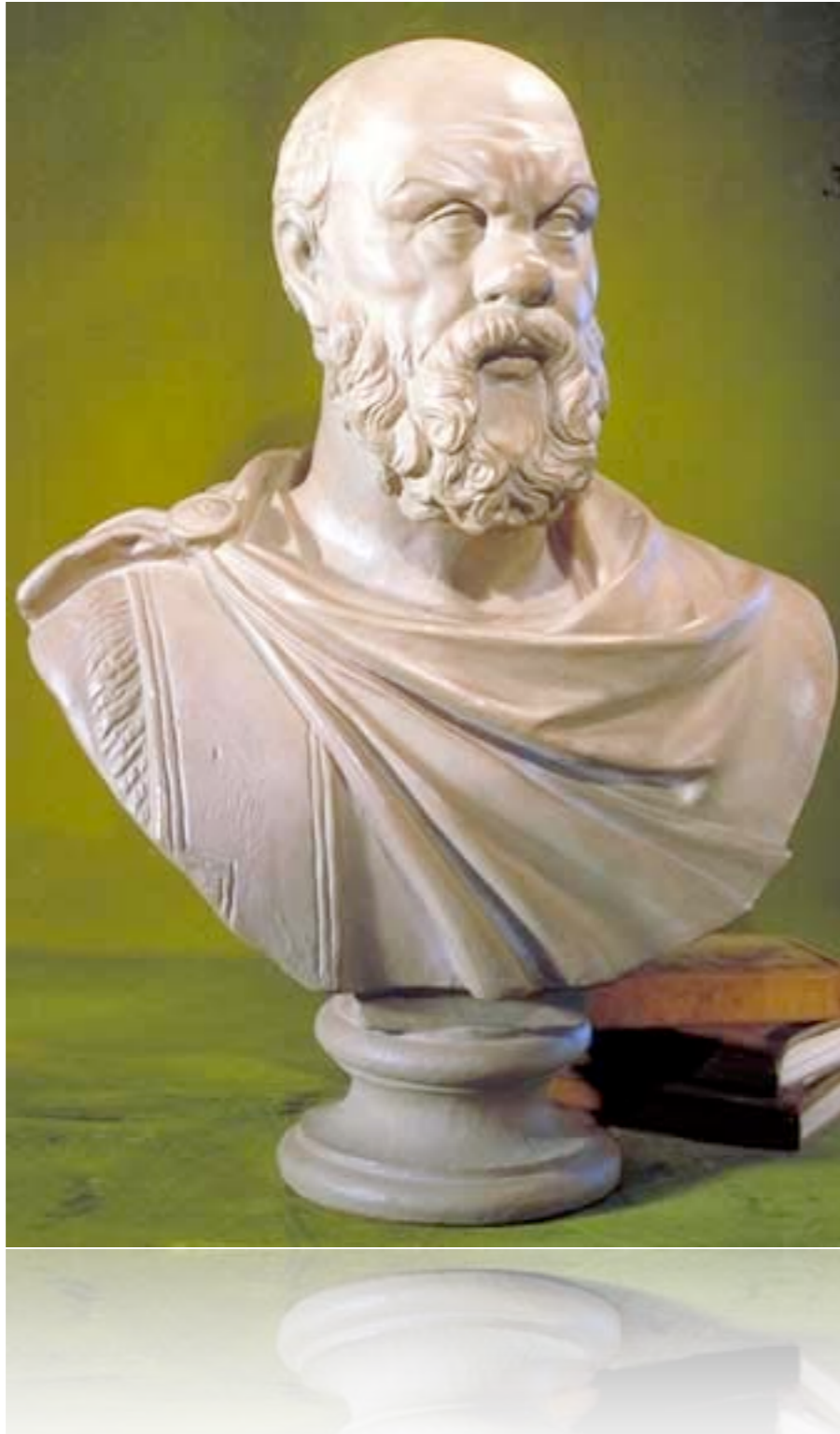


- Conversation Theory
 - Gordon Pask
- Scalable
 - Intra-individual
 - Inter-personal
 - Organizational

Not Really New



Not Really New



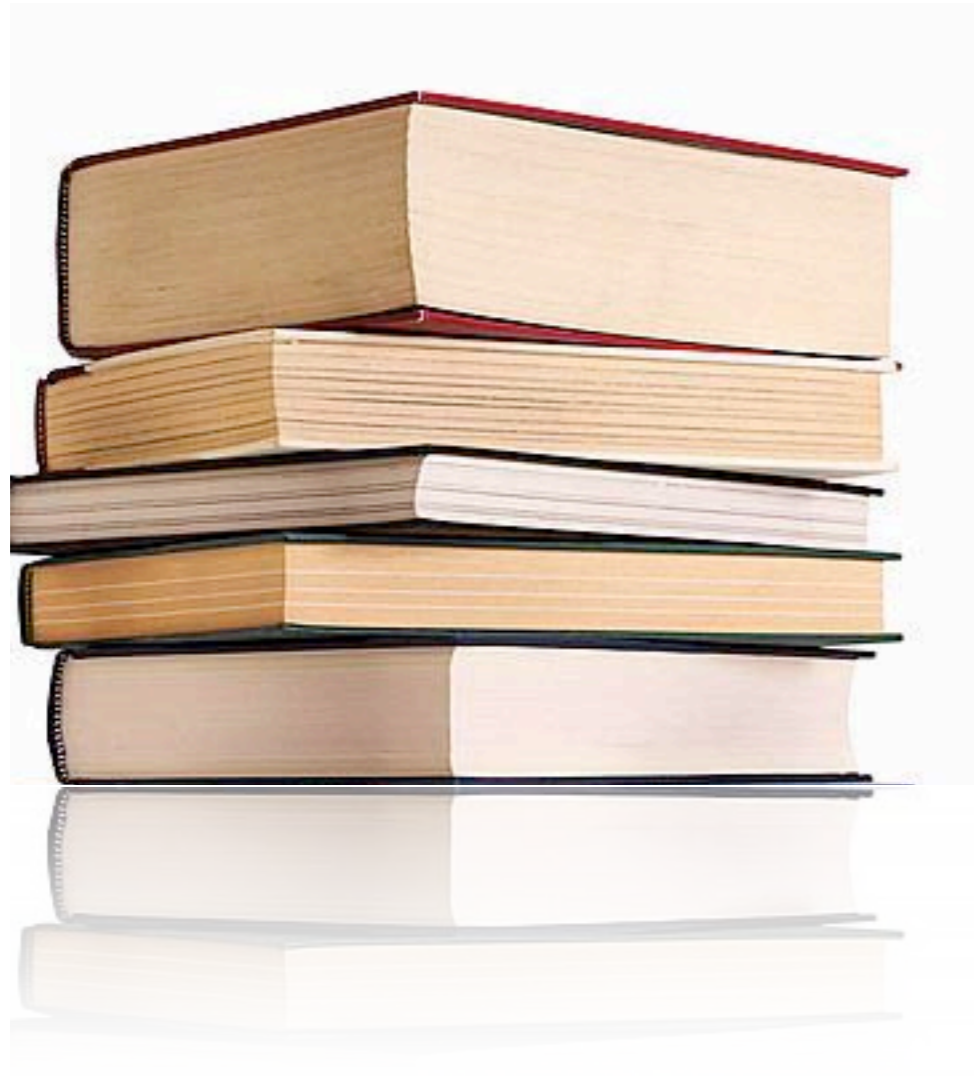
- Socratic Method

Not Really New



- Socratic Method
- Book Groups
- Programs
 - Speaker Series
 - Story Time
- Reference

Yet, an Item Focus



- Bibliofundamentalism
- LIS Theory Development (McGrath)
- Difficulty Incorporating Reference with Other Library Functions

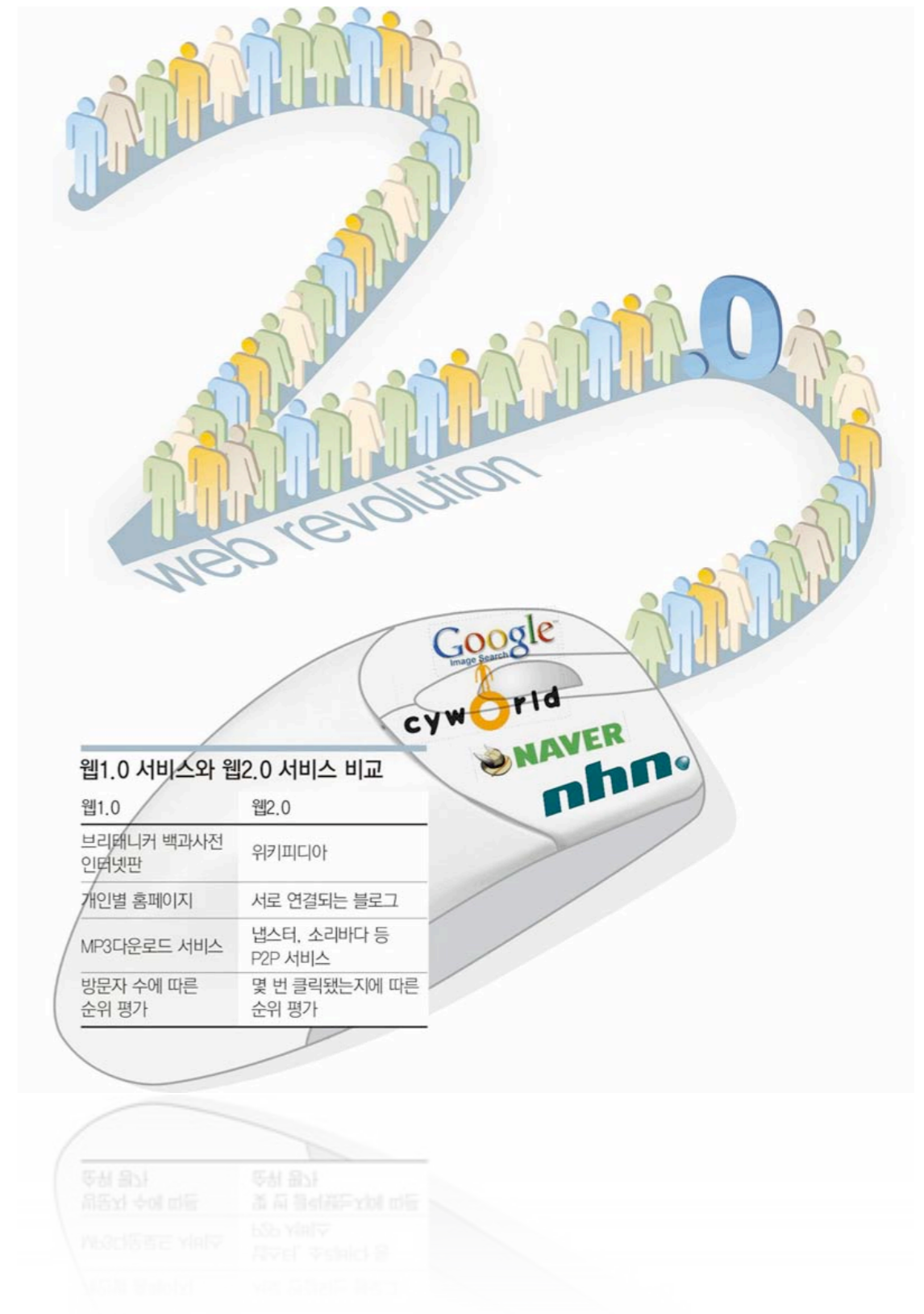
Conversational Model



- Reference
- Cataloging
- Archiving and Preservation
- Circulation
- Collection Development
- Retrieval

Web 2.0

- Conversations are King
- Characteristics:
 - Social Networks
 - Wisdom of Crowds
 - Loosely Coupled API's
 - Mash Ups
 - [\[Chicago, Goggles\]](#)
 - Permanent Betas
 - [\[Google Video\]](#)
 - Software that Gets Better the More People Use It
 - Folksonomies
 - [\[FLICKR\]](#)



Two Key Technologies

- AJAX
 - Asynchronous JavaScript and XML
- Web Services
 - XML RPC
 - SOAP

Map **Satellite** **Hybrid**

dartmaps

what is this?

I'm showing the real-time locations of all running **DARTs** (suburban train service) in the city of Dublin, Ireland.

Click on a train to zoom and follow.

Ads by Goooooogle

European Train Routes
Rail Europe Official Site.
Complete choice of rail passes and tickets
www.raileurope.com

Advertise on this site

news

how does it work?

live data

POWERED BY Google

Map data ©2006 TeleAtlas - [Terms of Use](#)

Library 2.0

- Library 2.0 and “Library 2.0”
 - Walt Crawford Library 2.0 and “Library 2.0”
[http://
cites.boisestate.edu/
v6i2a.htm](http://cites.boisestate.edu/v6i2a.htm)
- Diffuse



Pratt Libraries 2.0

Pratt Libraries 2.0

Participatory Networks

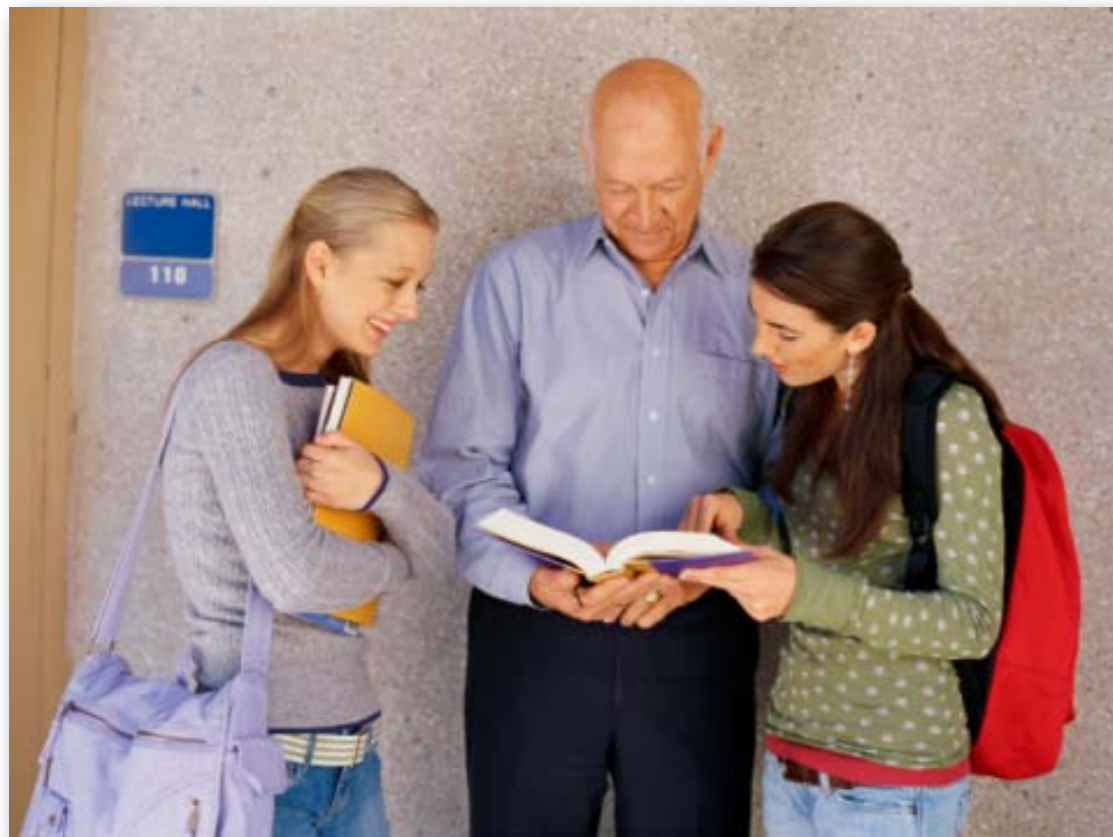
- Why Not “Social Networking”
 - Deleting Online Predators Act
 - Not all Social Networking is, well, Social
- Focus on Knowledge through Conversation
 - Conversations are Active

Participatory Networks

- Why Not “Social Networking”
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Libraries as Participatory Conversations



- Every Document and Access Point Becomes a Point of Conversation
- Supporting Conversation Means Supporting Collaborative Infrastructures
 - Community Blogs, Wiki's
- Being More Complex in Our View of Privacy
 - Some Conversations Require Anonymity, Some Require Strong Identification







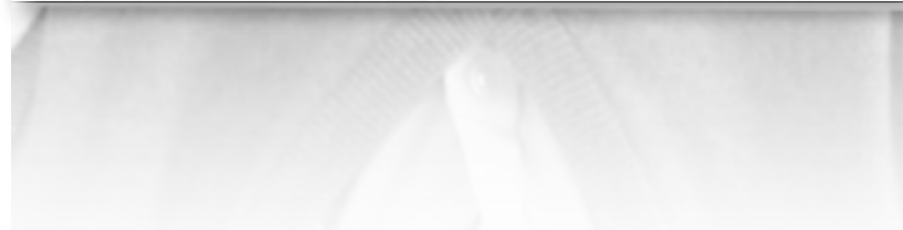
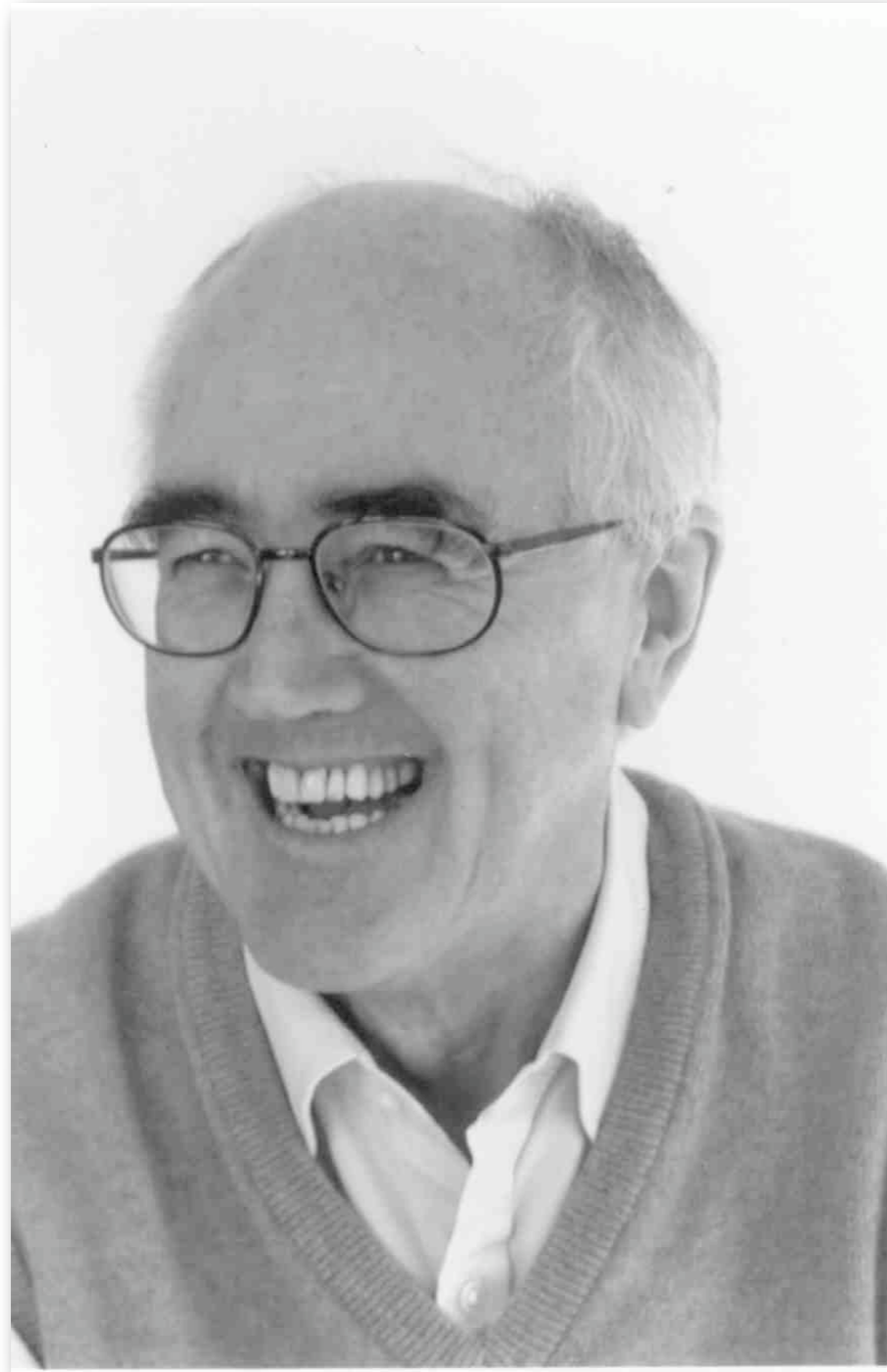




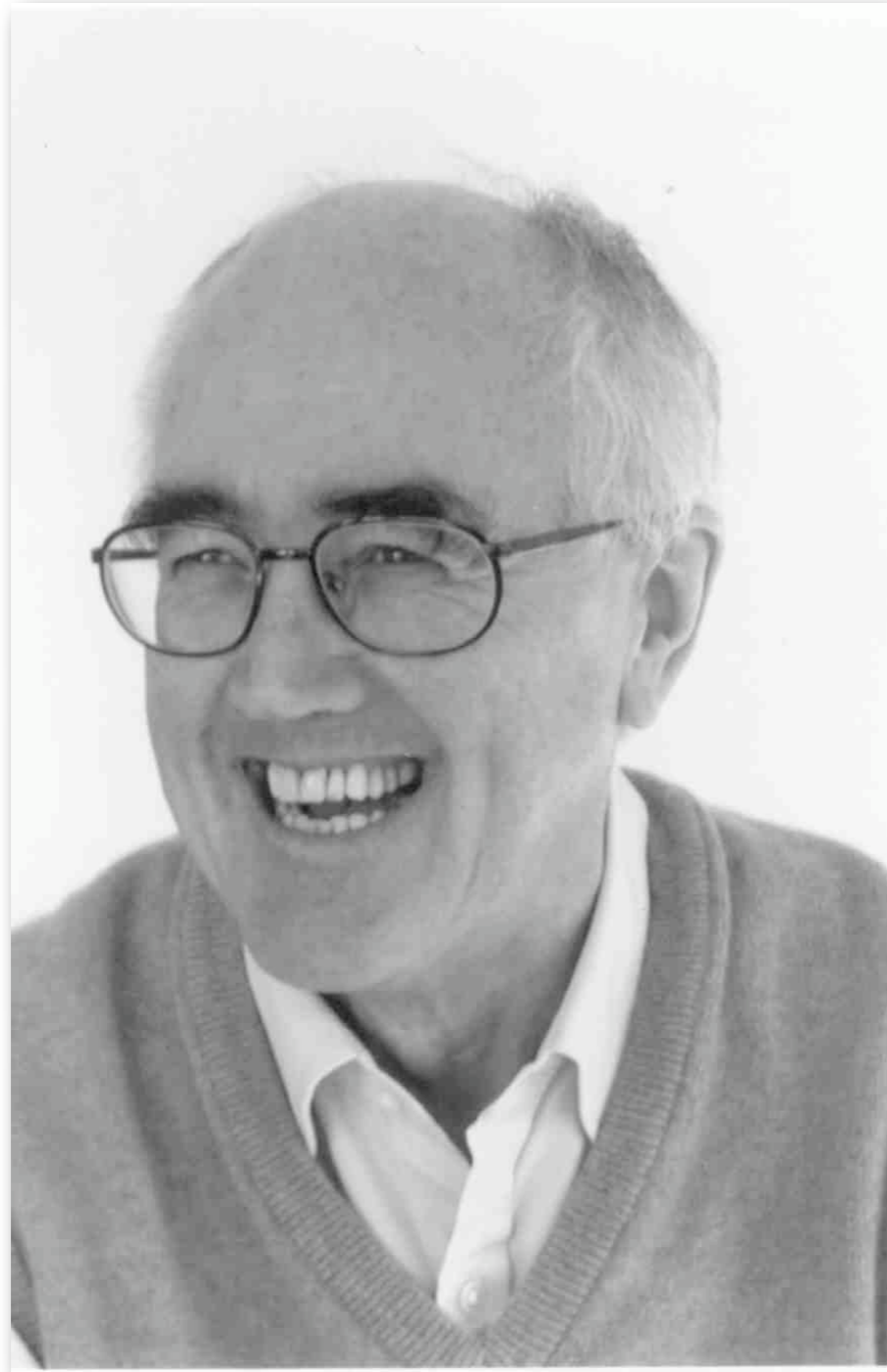




Example: History

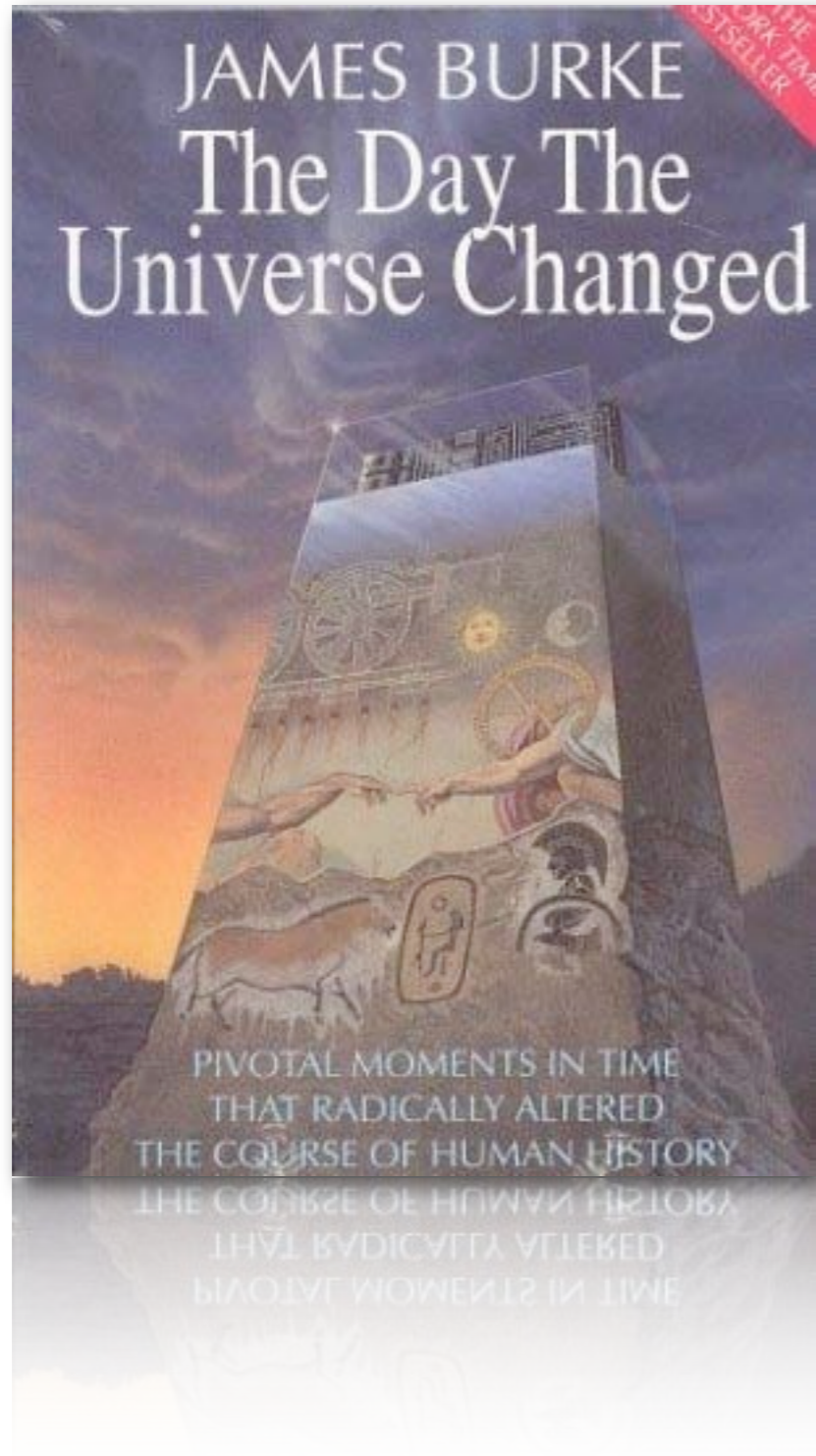


Example: History



- James Burke

Example: History



- James Burke
- How the North Winning the Civil War Lead to the Modern Computer

Conversational Retrieval System?



For Video and More Information See:

<http://www.k-web.org/>

Interesting Implication

- Massive Scale Librarianship
 - What if We could Keep all the Conversations
 - We Can...Obvious Coming Change
 - Ethical Responsibility of LIS Education



Paper Experiment



-Gladwell Tipping Point

Paper Experiment

- Imagine I Give you a Large Piece of Paper (.01" thick)



-Gladwell Tipping Point

Paper Experiment

- Imagine I Give you a Large Piece of Paper (.01" thick)
- You Fold It



-Gladwell Tipping Point

Paper Experiment

- Imagine I Give you a Large Piece of Paper (.01" thick)
- You Fold It
- And Fold It Again...50 Times



-Gladwell Tipping Point

Paper Experiment

- Imagine I Give you a Large Piece of Paper (.01" thick)
- You Fold It
- And Fold It Again...50 Times
- How Tall Would It Be?



-Gladwell Tipping Point

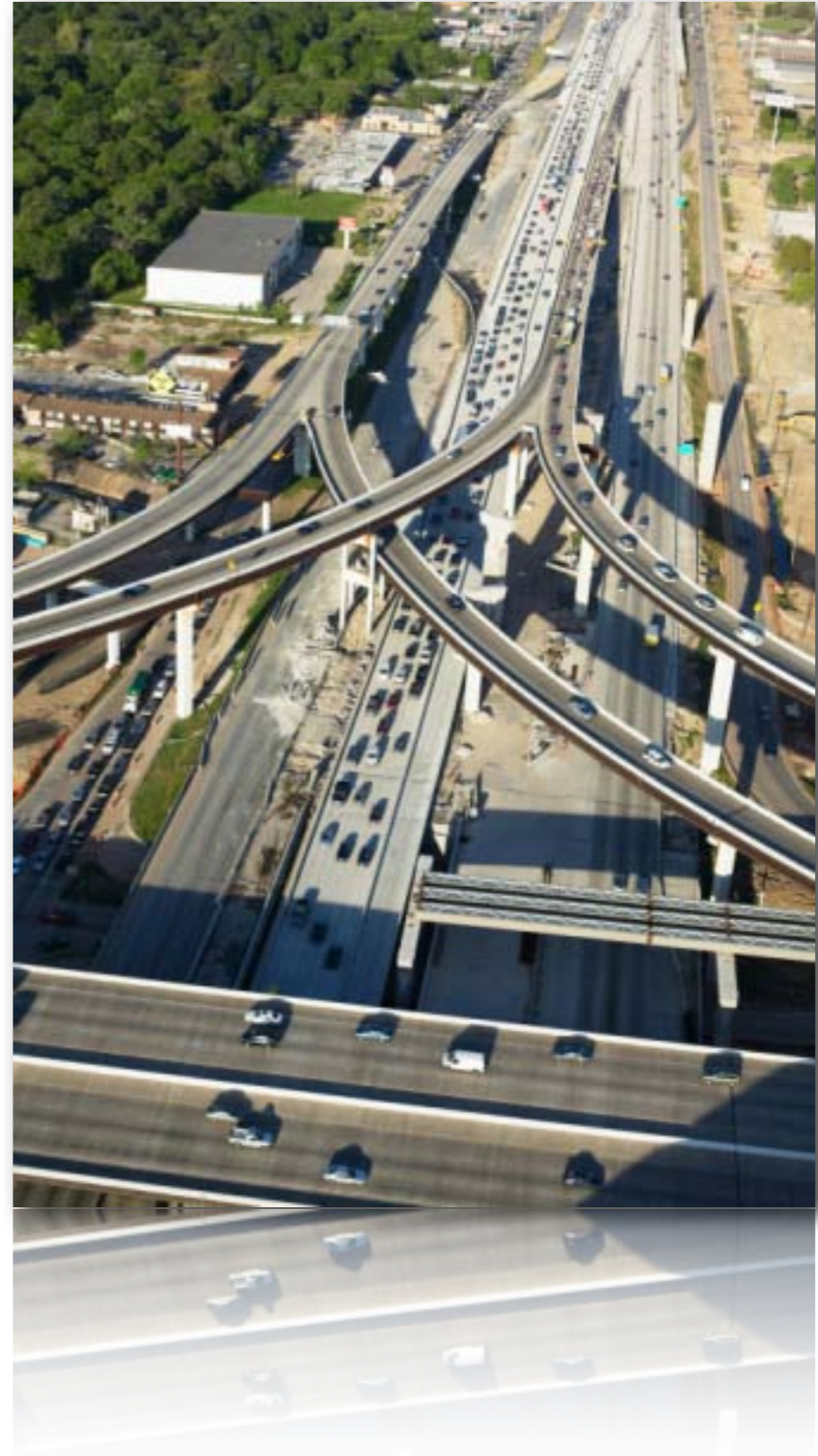
Paper Experiment

- Imagine I Give you a Large Piece of Paper (.01" thick)
- You Fold It
- And Fold It Again...50 Times
- How Tall Would It Be?
- Approximately the Distance Between the Earth and the Sun



-Gladwell Tipping Point

Gigabyte per Mile



Gigabyte per Mile

- It is assumed that this will become a gigabyte an hour, and then terabytes per mile per hour. As there are 160,000 miles of highways alone that would be 16 petabytes of data per hour, or 140 exabytes per year. According to a report out of Berkeley, “ 2 Exabytes: Total volume of information generated worldwide annually...5 Exabytes: All words ever spoken by human beings”



The Role of Selection

- But, If we Could Keep all the Conversations... Would We? Should We?
- How do We Reconcile Freedom on Information with Selectivity?
- Has Selectivity in an Environment of Scarcity Become a Strategic Advantage?



Conclusions (?)



- Library is a Facilitator of Conversations
- Libraries have a Vital Role in Participatory Networks...A Chance to Lead
- Libraries Should Support Conversational Infrastructure Online (like they do off line)
- However, The Bigger Questions are Yet to Come...Massive Scale Librarianship

Questions, Corrections, Arguments

