TITLE: Collecting Conversations in a Massive Scale World
AUTHOR(s): R. David Lankes
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DATE: 2007
VENUE: ALCTS 50th Anniversary Conference, Washington, DC.
ABSTRACT: Using conversations and participatory concepts to organize huge volumes of information.
KEYWORDS: Participatory Librarianship, Massive Scale
Collecting Conversations in a Massive Scale World

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Director, Information Institute of Syracuse &
Associate Professor
School of Information Studies
Syracuse University
Gigabyte per Mile
Gigabyte per Mile

- Soon Every Mile of Road will Generate a Gigabyte of data a day
- Road Sensors, Real-Time Traffic Data, Weather Information, Toll Data, Car Black Boxes
Soon Every Mile of Road will Generate a Gigabyte of data a day

- Road Sensors, Real-Time Traffic Data, Weather Information, Toll Data, Car Black Boxes

- It is assumed that this will become a gigabyte an hour. As there are 3.5 million miles of highways in the U.S. that would be 3.3 petabytes of data per hour, or 28 exabytes per year.
Exabyte?!
| Byte | 1 byte: a single character; |

http://www2.sims.berkeley.edu/research/projects/how-much-info/datapowers.html
# Exabyte?!

<table>
<thead>
<tr>
<th>Byte</th>
<th>1 byte: a single character;</th>
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<tbody>
<tr>
<td>Kilobyte</td>
<td>2 Kilobytes: A typewritten page;</td>
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## Exabyte?!  

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<td>Kilobyte</td>
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<td>2 Terabytes: An academic research library</td>
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Exabyte?!

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<td>2 Petabytes: All US academic research libraries;</td>
</tr>
<tr>
<td>Byte</td>
<td>Description</td>
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<tr>
<td>Exabyte</td>
<td>5 Exabytes: All words ever spoken by humans.</td>
</tr>
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</table>
### Exabyte?!:

<table>
<thead>
<tr>
<th>Byte</th>
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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 in Half

-Gladwell Tipping Point
Paper Experiment

- Imagine I give you a large piece of paper (.01” thick)
- You fold it in half
- And fold it again...50 times

-Gladwell Tipping Point
• Imagine I Give you a Large Piece of Paper (.01” thick)
• You Fold It in Half
• And Fold It Again...50 Times
• How Tall Would It Be?

-Gladwell Tipping Point
Imagine I give you a large piece of paper (.01” thick).

You fold it in half.

And fold it again...50 times.

How tall would it be?

Approximately the distance between the Earth and the Sun.

-Gladwell Tipping Point
Predictable Change

• Unlike the Web, Massive Scale Computing is “Foreseeable”

• Moore’s LAW

• Storage is Exceeding Moore’s Law
Present Fact, Not Science Fiction

- Ask.com operations VP Dayne Sampson estimates that the five leading search companies together have some 2 million servers, each shedding 300 watts of heat annually, a total of 600 megawatts. These are linked to hard drives that dissipate perhaps another gigawatt. Fifty percent again as much power is required to cool this searing heat, for a total of 2.4 gigawatts. With a third of the incoming power already lost to the grid's inefficiencies, and half of what's left lost to power supplies, transformers, and converters, the total of electricity consumed by major search engines in 2006 approaches 5 gigawatts...almost enough to power the Las Vegas metropolitan area – with all its hotels, casinos, restaurants, and convention centers – on the hottest day of the year.
Options?
Options?

- Ignore It
- Commercialization of Data Stewardship
- Dissolution of the Library as Institution?
- Continued Reduction to a Niche Player
Options?

• Ignore It

• Commercialization of Data Stewardship

• Dissolution of the Library as Institution? Continued Reduction to a Niche Player

• Limit the Library

• Selection versus Intellectual Freedom
Options?

- Ignore It
- Commercialization of Data Stewardship
- Dissolution of the Library as Institution?
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- Limit the Library
- Selection versus Intellectual Freedom

- Catalog it All
- Tried It
Options?

• Ignore It
• Commercialization of Data Stewardship
• Dissolution of the Library as Institution? Continued Reduction to a Niche Player
• Limit the Library
• Selection versus Intellectual Freedom

• Catalog it All
• Tried It
• Embrace It
• The Ethical Responsibility of LIS Education
Why “Catalog It All” Won’t Work

- Amount of Digital Information is Growing Exponentially
  - Doubles Every 18 months
  - ...and Most of This is Digital
  - ...and Less and Less of This is Text
Defying Cataloging

• Living Documents, Wiki’s
• Gigapixel Images

• “It would take a video wall of 10,000 television screens or 600 prints from a professional digital SLR camera to capture as much information as that contained in a single Gigapixil exposure.”

- http://www.gigapxl.org/
A Call for Help

- Expand and Enhance Current Library Practice
- Go Beyond a focus on Artifacts and Items
- See Richness and Structure Beyond Metadata
- At the Core of the Library
Participatory Librarianship

- Artifacts (Books, Video, Web Pages) are Simply By-Products
- Item Focus Must be Replaced by Conversation Focus
- Conversations Should be Two-Way

http://iis.syr.edu/Projects/PNOpen
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Help Topics

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View your library account information.

How to Place a Hold
Place holds on items and have them sent to your local library for pickup.

How to Renew Items
Renew borrowed items for an additional loan period.

How to Suggest Materials for the Collection
To suggest items that you would like to see added to the OCPL collection, please send title, author and any additional information you can provide to: collection_development@onlib.org

Interlibrary Loan
If the item you want is not available in the OCPL catalog, you can request it through Interlibrary Loan.
Welcome to the Onondaga County Public Library catalog visual search tool.

Search
- Enter your search terms in the text box above and press Enter (or click 'Search')
- Click on a result for a full view with holding information.
- The default keyword search searches all words in a record.
- You can specify an author search by putting author: before an author name.
- You can specify a title search by putting title: before the title in the search box.

Discover
- The pane on the left shows you related terms, spelling variations and translations.
- Click on words in the pane to explore the contents of the catalog.
- Your results list will grow with each click as clicking adds records with one or more of the new terms to your previous list.
- The records with more of the terms will be at the top of the relevancy-sorted results list.

Refine
- Refine shows you terms from records in your results list.
- Click on any term to focus and narrow your results.
Results 1 - 10 of 211 for harry potter, sorted by: relevance

The magic of Harry Potter
(video recording)
Eaton Entertainment
... Discover what makes the Harry Potter books special. Hear what's in store for the Harry Potter series.

Year: 2000
Found: Harry (6) ; Potter (6)
Subject: authors, english, children's stories, ...

Lego creator
(electronic resource)
J.K. Rowling, Lego gruppe (Denmark)
... Rowling LEGO Creator lets you re-create Harry Potter's secret world. Build and play in Diagon Alley construct tracks to carry the Hogwarts Express to the ...

Call number: 793
Year: 2002
Found: Harry (5) ; Potter (5)
Series: Scholastic software
Subject: potter, harry (fictional character), lego toys, ...

Harry Potter and the Order of the Phoenix
J.K. Rowling, Mary GrandPre
Year: 2003
Found: Harry (3) ; Potter (3)
Series: Harry Potter: Year five at Hogwarts;Year five at Hogwarts;Rowling, J. K

Select Location
Showing results from:
All locations

Refine
Format
Book (100)
Movie (33)
Sound recording (33)
Computer file (8)
Music (8)
Sheet music (2)

Author
Rowling, J. K (82)
Colbert, David (4)
Fraser, Harry (3)
41 more...

Subject
Magic (96)
Potter, Harry (Fictitious character) (93)
Wizards (89)
Schools (82)
Hogwarts School of Witchcraft and Wizardry (Imaginary place) (65)
Results 11 - 20 of 211 for harry potter, sorted by: relevance

Harry Potter and the chamber of secrets
[sound recording]
J.K. Rowling, Jim Dale
... Witchcraft and Wizardry second-year student Harry Potter finds himself in danger from a dark power that has once more been released on the school.
Year: 1999
Found: Harry (4); Potter (4)
Subject: wizards, magic, ...

The hidden myths of Harry Potter
spellbinding map and Book of secrets
David Colbert, Virginia Allyn, David Colbert
Hidden in the Harry Potter stories are references to mythical creatures legendary characters real history and J.K. Rowling's own life. This magnificent poster- ...
Year: 2005
Found: Harry (3); Potter (3)
Subject: potter, harry (fictional character), children's stories, english, ...

Harry Potter and the sorcerer's stone
J.K. Rowling, Mary GrandPre
Rescued from the outrageous neglect of his aunt and uncle a young boy with a great destiny proves his worth while attending Hogwarts School for Wizards and Witches. ...
Year: 1999

Select Location
Showing results from:
All locations

Refine
Format
› Book (100)
› Movie (33)
› Sound recording (33)
› Computer file (8)
› Music (8)
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Author
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› Fraser, Harry (3)
› 41 more...

Subject
› Magic (96)
› Potter, Harry (Fictional character) (93)
› Wizards (89)
› Schools (82)
› Hogwarts School of Witchcraft and Wizardry (Imaginary place) (65)
Harry Potter and the sorcerer’s stone

by Rowling, J. K.


ISBN: 059035342X (pbk.)

Description: vi, 309 p. : ill. ; 20 cm.

Notes: “First Scholastic trade paperback printing, September 1999”—t.p. verso. Sequel: Harry Potter and the Chamber of Secrets.

Summary: Rescued from the outrageous neglect of his aunt and uncle, a young boy with a great destiny proves his worth while attending Hogwarts School for Wizards and Witches.

Additional Authors: GrandPre, Mary, ill.

Total Holds on Item: 0

Total Available for Holds: 20

Format: Book

Dynix #: 873380

Request Item
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<th>Status</th>
<th>Action</th>
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<td>J FIC ROWLING</td>
<td>Lost</td>
<td>Request Copy</td>
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<td>J FIC ROWLING</td>
<td>checked Out</td>
<td>Request Copy</td>
</tr>
</tbody>
</table>
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<td>J.K. Rowling and Mary GrandPré</td>
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<td>J.K. Rowling</td>
<td>Hardcover</td>
<td>Jun 21, 2003</td>
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Virtual Reference
Institutional Repository
Digital Collections
External Feeds and Sites
Databases
Bibliographic Catalogs
Recommendations
Use Data
Hosted Services
(Wikis, blogs, etc)
Knowledge Base
Digital Repository
Federated Search
Recommender System
Community Repository
Enhanced Catalog
Examples of Conversations

- Citations and Scholarly Communication
- Law and Precedents
- Bibliometrics, Web of Science, Special Collections, Collection Development
- It’s There, Just Needs to be Exposed
Did it Rain June 18th in Yellowstone?
Did it Rain June 18th in Yellowstone?

Yes
Did it Rain June 18th in Yellowstone?

Yes

How Sure Are You?
Did it Rain June 18th in Yellowstone?

Yes

How Sure Are You?
Did it Rain June 18th in Yellowstone?
Yes
How Sure Are You?
Did it Rain June 18th in Yellowstone?
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How Sure Are You?
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How Sure Are You?
Did it Rain June 18th in Yellowstone?

Yes

How Sure Are You?
Did it Rain June 18th in Yellowstone?
Yes
How Sure Are You?
Must Think in Threads
Course Reserve

SUMMIT Catalog includes Barclay Law Library, MLK, SUNY ESF and Syracuse University Library

Basic Search  Advanced Search  Course Reserves  New Titles

Instructor: Any
Department: Any
Course: Any
Section: Any

50 records per page

Search  Clear

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Search Request: Course Reserve = Instructor=Babiracki, Carol
Search Results: Displaying 1 through 44 of 44 entries.

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<th>Section</th>
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</thead>
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<td><strong>FIA: Fine Arts</strong></td>
<td><strong>FIA 482: Rise of Global Pop</strong></td>
<td>0001</td>
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<td>2</td>
<td><strong>Adventures in Afroeapa 2 [sound recording] : the best of Djur Djura : voice of silence.</strong></td>
<td><strong>FIA: Fine Arts</strong></td>
<td><strong>FIA 482: Rise of Global Pop</strong></td>
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<td><strong>Afro-Brazilian traditions (17pgs)</strong></td>
<td><strong>FIA: Fine Arts</strong></td>
<td><strong>FIA 482: Rise of Global Pop</strong></td>
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<td>4</td>
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<td><strong>FIA: Fine Arts</strong></td>
<td><strong>FIA 482: Rise of Global Pop</strong></td>
<td></td>
</tr>
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</table>
Migration from Artifacts to Conversations
Migration from Artifacts to Conversations
Recommendations: General

• Libraries must be active participants in participatory networking
• This must be done at the core of the library, not on the periphery
• Anything less simply adds stress and stretches scarce resources even further
Engage!

• To Ignore the Implications of Massive Scale Computing is Dangerous.

• It Abdicates Serious Decisions and Consequences to Others

• Participatory Librarianship is an Opportunity to Not Only Enhance the Mission of the Library, but Proactively Position Librarians at the Forefront of the Information Field...Where they Belong