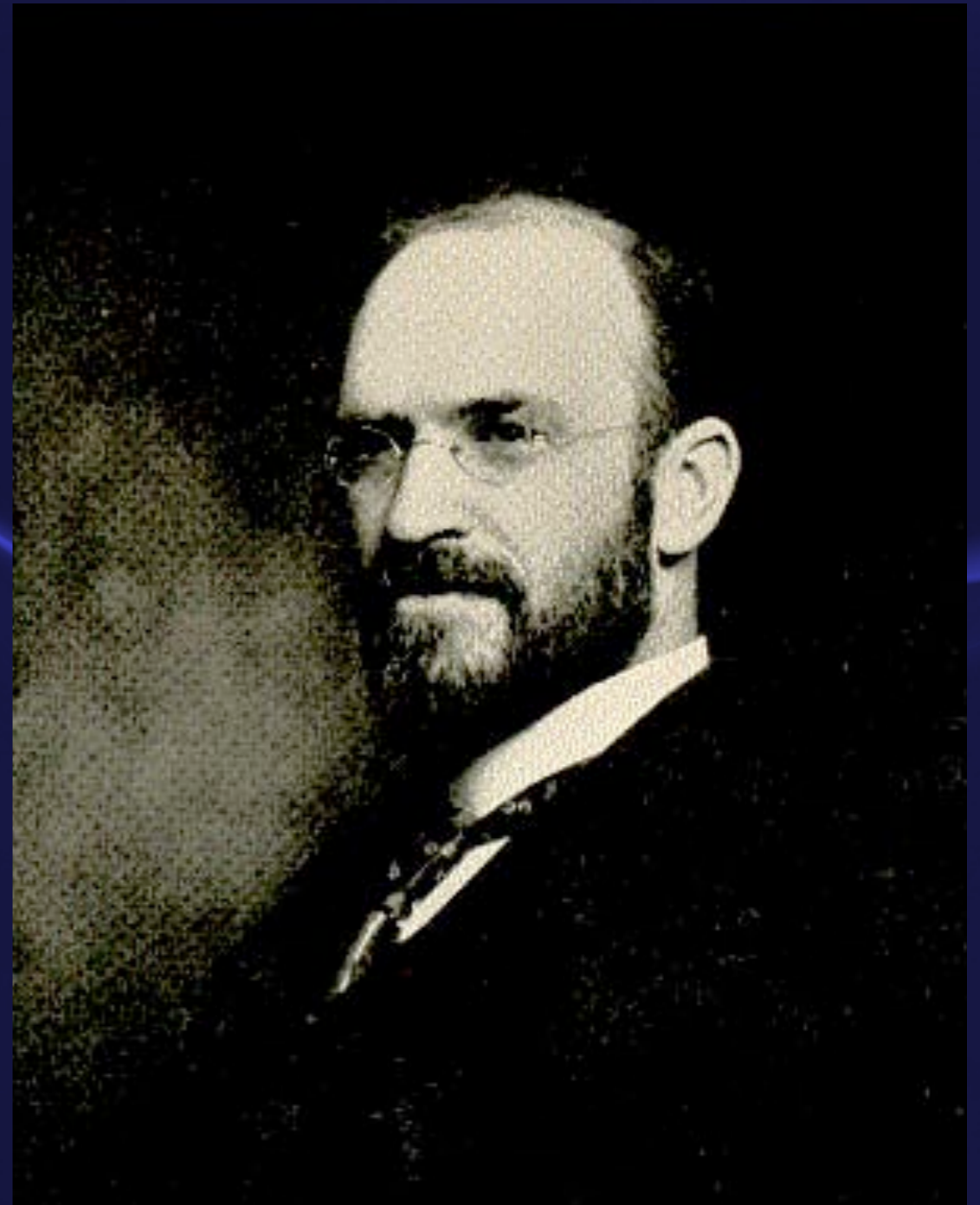
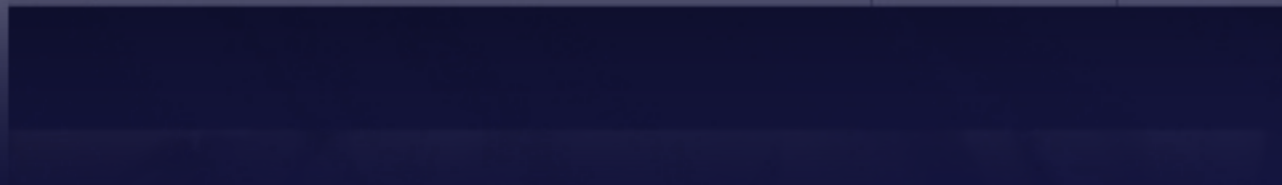
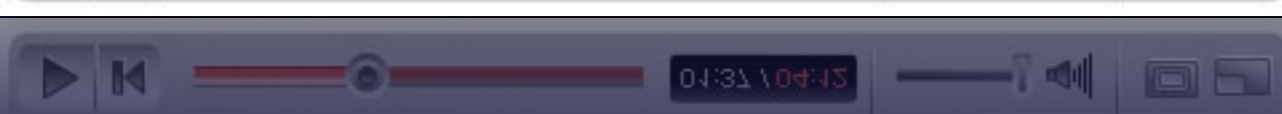


The Dewey-Level Shift

R. David Lankes
OITP Fellow
ptbed.org



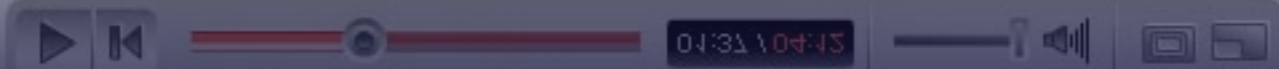
Network- I'm Mad as Hell



Network- I'm Mad as Hell



- 61 percent between 1994 and 2004
- Net Positive Economic Impact
- Overwhelming Positive Impression
- 60% Trust Libraries
- Key Stone Species



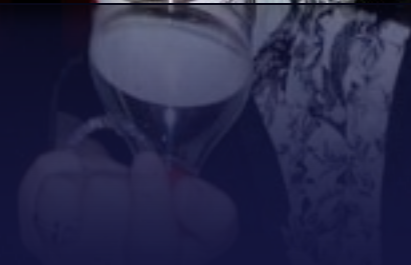
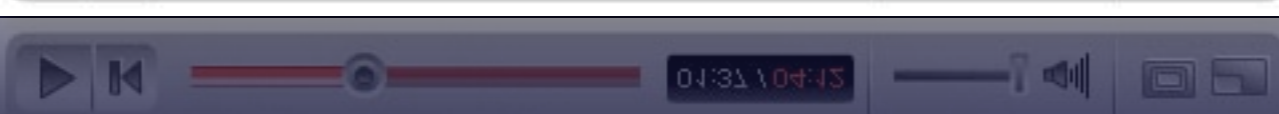
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Equating librarians to books is like equating dentists to drills. In both cases the public associate tools with only a fraction of the profession while benefiting from the wider array of services. In both cases when they do their work well, its effects are invisible

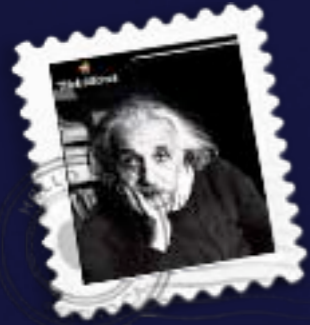
Network- I'm Mad as Hell



**The Mission of the Library is To
Facilitate the Knowledge Creation
of its Community through
Conversation**



The Mission of the Library is To Facilitate the Knowledge Creation of its Community through Conversation



Writing



=Knowledge



The Mission of the Library is To Facilitate the Knowledge Creation of its Community through Conversation



Writing



=Knowledge



Reading



=Knowledge



The Mission of the Library is To Facilitate the Knowledge Creation of its Community through Conversation



Writing



= Knowledge



Reading



= Knowledge



≠ Knowledge



The World is Changing Radically – Just Like it Always Has

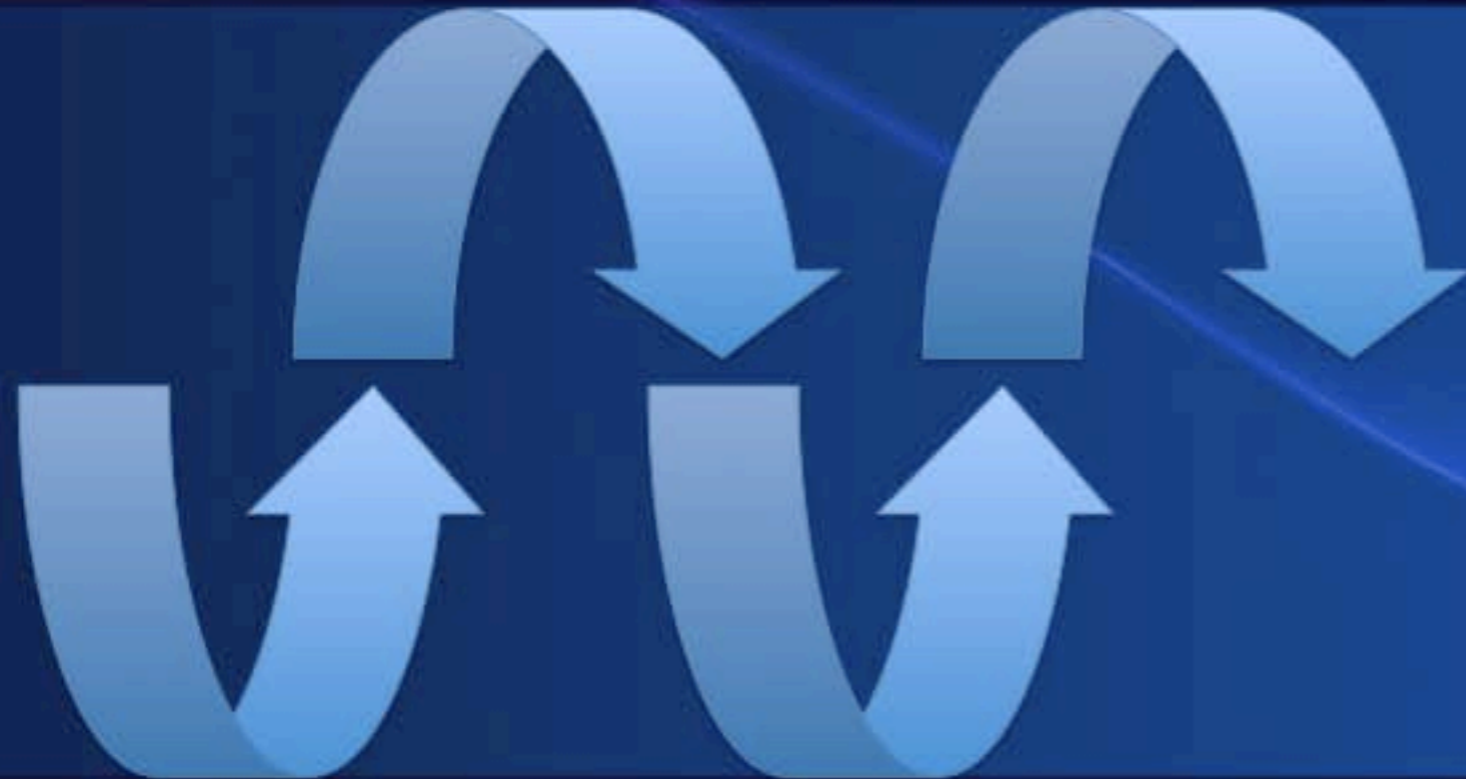
- Pressure for Participation
- Massive Scale Information
- Closer to the Knowledge Creation Process
- All Part of the Library Endeavor Must be Ready for Radical Change



Knowledge is
Created through
Conversation

Artifacts as
Secondary
Objects

Libraries in
Conversation
Business



Reference

Reserves

Free Library



LIS Education



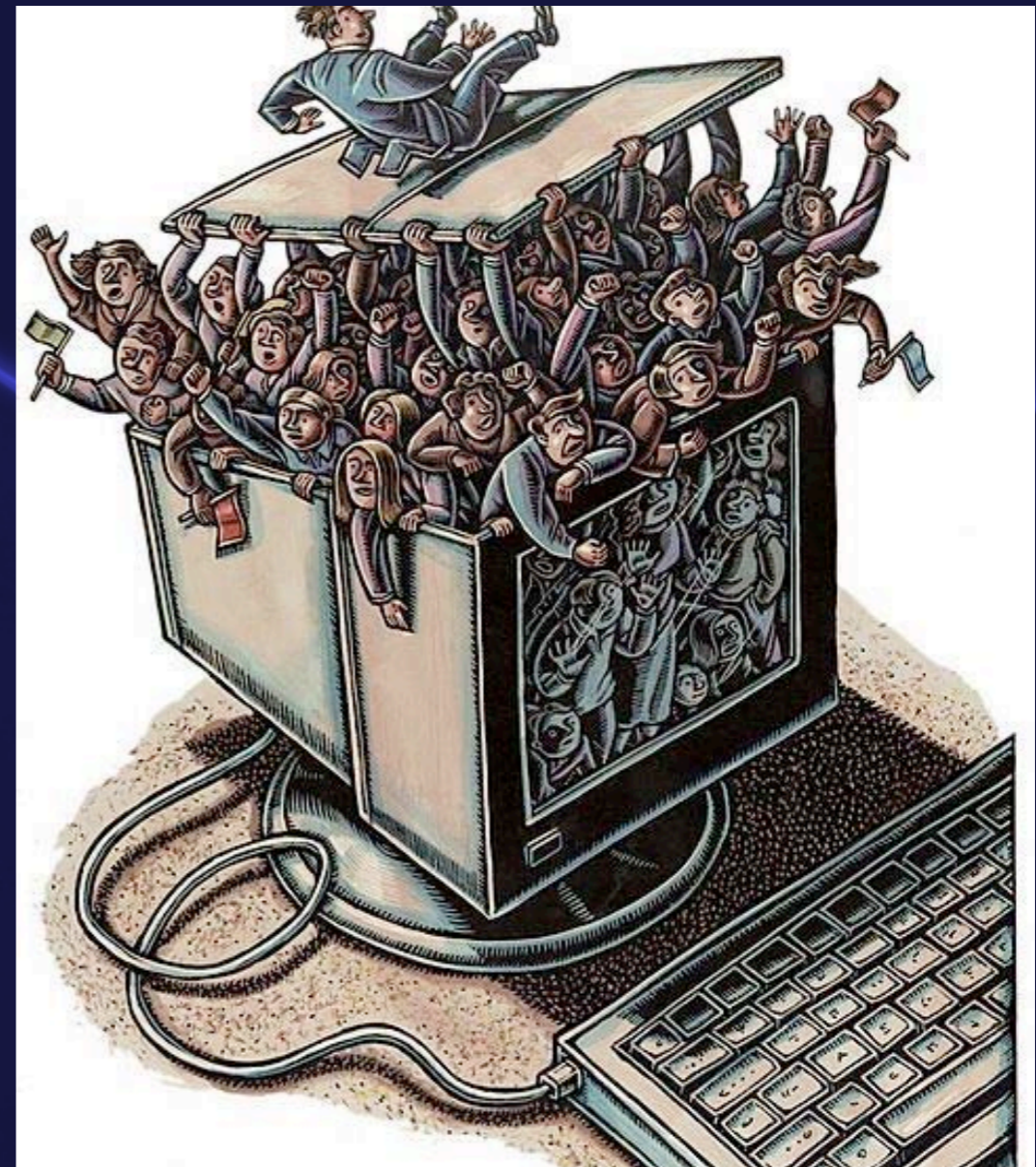
Knowledge is Created Through Conversation

- Conversation Theory
 - Cognizing Agents Forming Agreements
 - Multiple Levels of Language
 - Creation of Entailment Meshes



The Pressure to Participate

- People Need to be Active Constructors of their Knowledge
- They Want Tools that Allow and Facilitate Conversation and Participation



Pressure up the Hierarchy



Pressure up the Hierarchy

Infrastructure Provider



Pressure up the Hierarchy

Application Builder

Infrastructure Provider



Pressure up the Hierarchy

Information Service

Application Builder

Infrastructure Provider



Pressure up the Hierarchy

User

Information Service

Application Builder

Infrastructure Provider



Pressure up the Hierarchy

User

Information Service

Application Builder

Infrastructure Provider

TCP/IP



Pressure up the Hierarchy

User

Information Service

Application Builder

Infrastructure Provider

Open Source

TCP/IP



Pressure up the Hierarchy

User

Information Service

Application Builder

Infrastructure Provider

Web 2.0

Open Source

TCP/IP



Pressure up the Hierarchy

User

Credibility

Information Service

Web 2.0

Application Builder

Open Source

Infrastructure Provider

TCP/IP



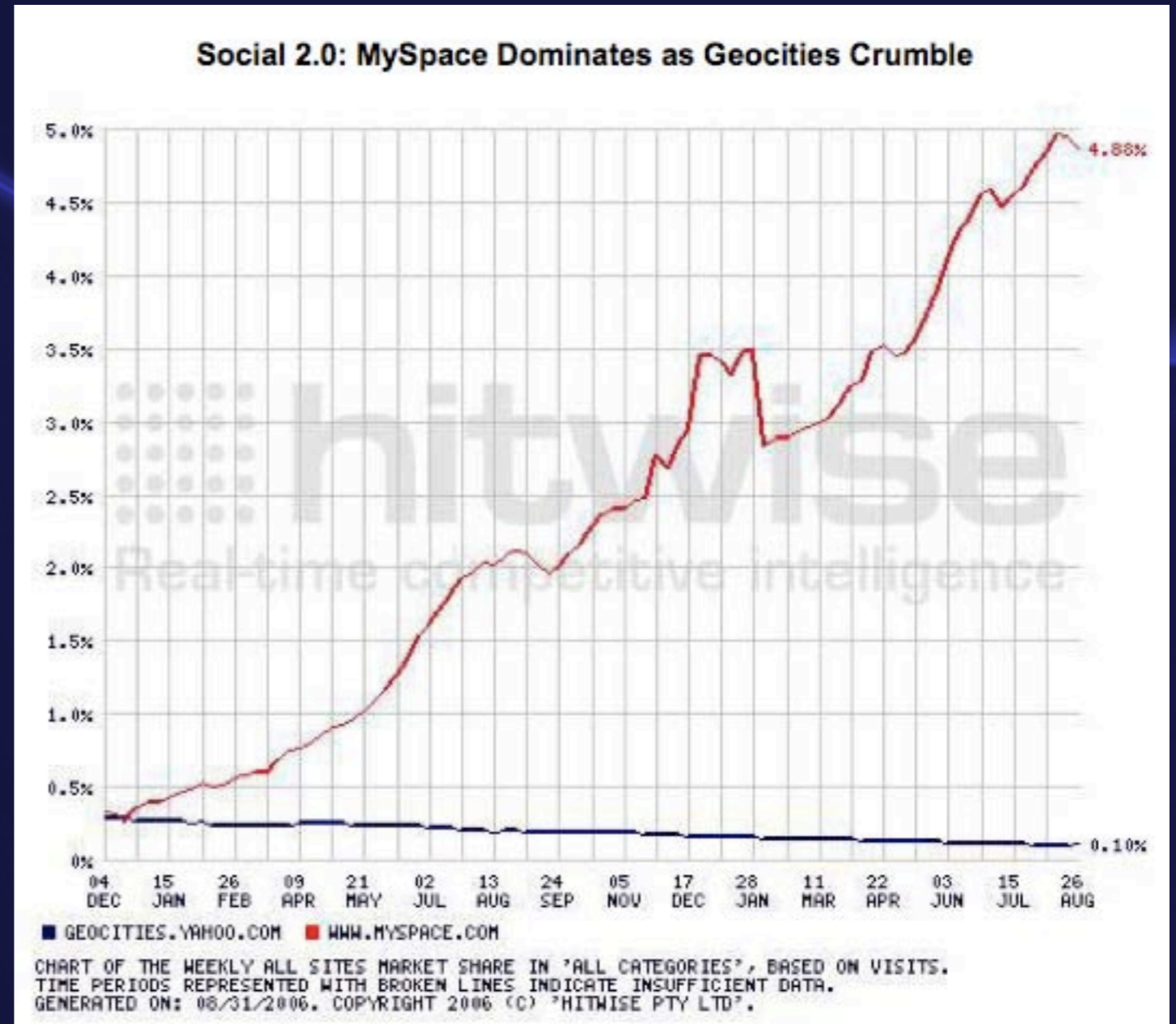
Users go to Participation

- This is DIFFERENT than Users being Attracted to “Good Enough”
- Web 2.0 Tools Allow Participation
- Web 3.0, 4.0, 5.0 Will Even More So



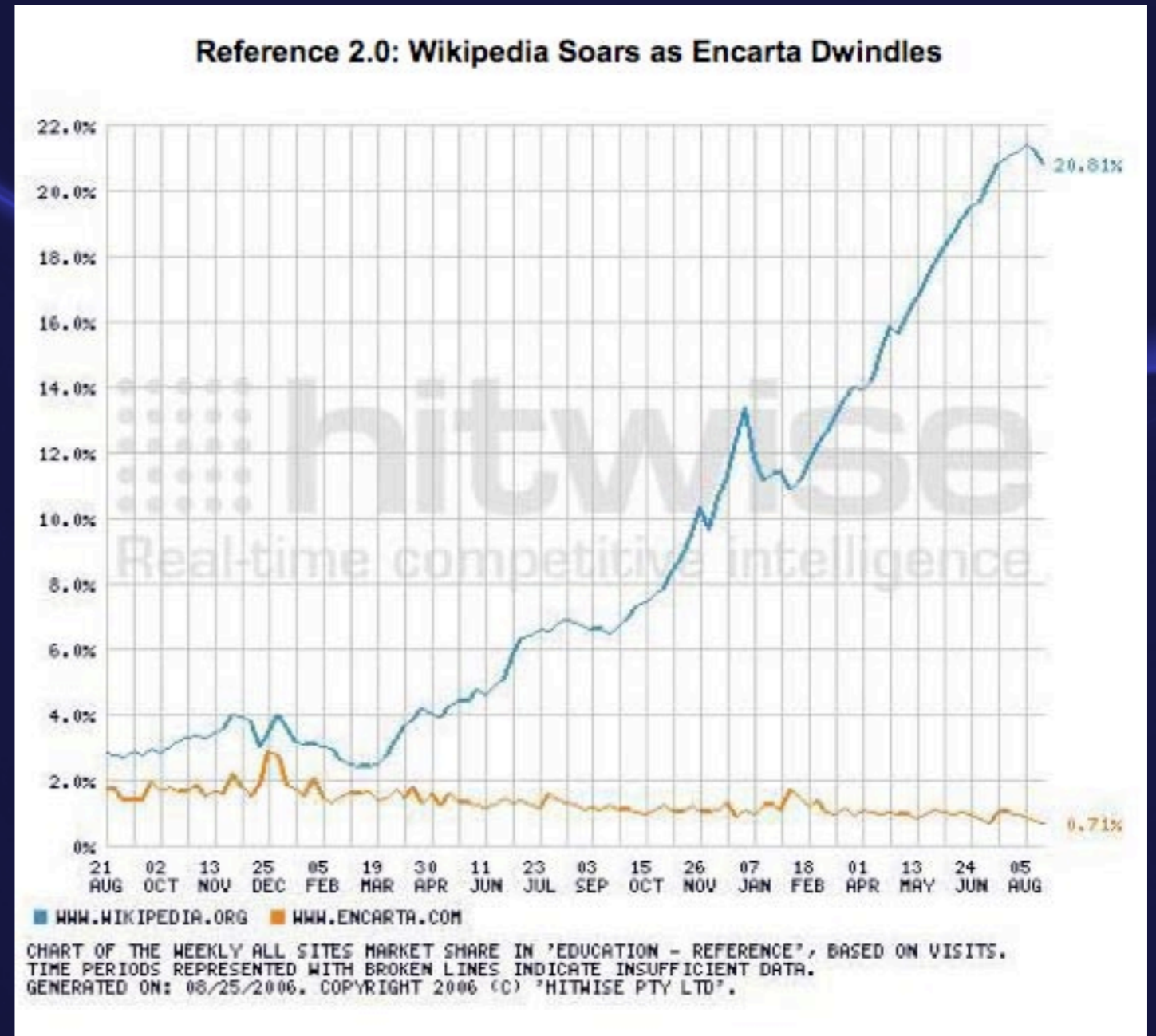
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Participatory Systems



- Special Thanks to: Jeff Penka, Paula Rumbaugh, Susan McGlamery, Tam Dalrymple









Spotlight rich girl

- Show All
- Top Hit: Gwen Stefani - Rich Girl (fea...
- Documents: The Truth Behind Costco Ca...
mygraph.xml
saveResult.xml
- Messages: HURRY!!! Join The Best Gold ...
HURRY!!! Join The Best Gold ...
HURRY!!! Join The Best Gold ...
Re: Hello from a Former Stu...
- Images: 0391 Adobe ID 099ASP9440...
0143 Adobe ID 164ASP9440...
0099 Adobe ID 099ASPea36...
0136 Adobe ID 099ASPea36...
- PDF Documents: RG.pdf — 192823
RG.pdf — 192818
RG.pdf — 192811
- Webpages: Gwen Stefani - Rich Girl (fea...
Dee Bradley Baker
The Internet Movie Database...
- Music: 02 Rich Girl.mp3 — 192823
02 Rich Girl.mp3 — 192818
02 Rich Girl.mp3 — 192811



Rich Girl



Rich Girl



- Artist: Gwen Stefani +
- Artist: Eve +
- Album: Love, Angel, Music, Baby +
- Release Date: 2004 +

Rich Girl



Rich Girl



Album: Love,Angel, Music, Baby +



Love,Angel, Music, Baby



Album: Love, Angel,
Rich Girl

Spotlight

Show All

Friends

- Anna Maria
- Jeff Penka
- Joe Janes
- Donna Dinberg
- Steve Job

Homework Helper

- Math Tutor
- English Tutor
- Social Studies Tutor
- Science Tutor
- History Tutor

Librarians



Check this box to make this session anonymous. [Please click here for explanation.](#)

Name (required)

Email Address

Confirm Email Address

Your Question

Connect  **Exit** 

Hey Jeff, do you know where I can find the lyrics to this song?



Rich Girl

Album: Love, Angel, Music, Baby +



Love, Angel, Music, Baby

Input field for chat messages with a smiley face icon on the right.

Hey Jeff, do you know where I can find the lyrics to this song?



Hold on...



Rich Girl

Album: Love, Angel, Music, Baby +



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Hold on...

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Rich Girl

Album: Love, Angel, Music, Baby +

Messages

Spotlight rich girl lyrics

Show All

Top Hit Gwen Stefani - Rich Girl (fea...)

Documents

- RichMan Example
- mygraph.xml
- QP001-050.doc — 190433
- QP001-050.doc — 190426
- June URLs.xls — 190278
- June URLs.xls — 188265

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- DMECReport.pdf

Webpages

- Love, angel, music, baby [W...
- Gwen Stefani - Rich Girl (fea...
- Here Comes Another Bubble...
- Fiddler on the Roof - Wikiped...
- Gwen Stefani - Rich Girl (fea...
- writer credit gwen stefani ric...

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Rich Girl



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Album: Love,Angel, Music, Baby +



Love,Angel, Music, Baby

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Hold on...



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Rich Girl



Album: Lov

Na, na, na, na, na, na, na, na, na, na, na, na, na, na
 Na, na, na, na, na, na, na, na, na, na, na, na, na, na
 [2x]

If I was a rich girl (na, na....)
 See, I'd have all the money in the world, if I was a wealthy girl
 No man could test me, impress me, my cash flow would never ever end
 Cause I'd have all the money in the world, if I was a wealthy girl

Think what that money could bring
 I'd buy everything
 Clean out Vivienne Westwood
 In my Galliano gown
 No, wouldn't just have one hood
 A Hollywood mansion if I could
 Please book me first-class to my fancy house in London town

All the riches baby, won't mean anything
 All the riches baby, won't bring what your love can bring
 All the riches baby, won't mean anything
 Don't need no other baby
 Your lovin' is better than gold, and I know

If I was rich girl (na, na...)
 See, I'd have all the money in the world, if I was a wealthy girl
 No man could test me, impress me, my cash flow would never ever end
 Cause I'd have all the money in the world, if I was a wealthy girl

I'd get me four Harajuku girls to (uh huh)
 Inspire me and they'd come to my rescue
 I'd dress them wicked, I'd give them names (yeah)
 Love, Angel, Music, Baby
 Hurry up and come and save me

All the riches baby, won't mean anything
 All the riches baby, won't bring what your love can bring
 All the riches baby, won't mean anything
 Don't need no other baby
 Your lovin' is better than gold, and I know

[Eve]
 Come together all over the world
 From the hoods of Japan, Harajuku girls
 What, it's all love
 What, give it up
 What (shouldn't matter 4x) what

Hey Jeff, do you know where I can find the lyrics to this song?



Hold on...



Here's a Scape someone did on the lyrics, I'll bring it in.



Rich Girl



Album: Love, Angel, Music, Baby +



Love, Angel, Music, Baby

"In my Galliano gown" +

"I'd get me four Harajuku girls to (uh huh)" +

"Clean out Vivienne Westwood" +

"See Stefani and her L.A.M.B., I rock the Fetish" +

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Album: Love, Angel, Music, Baby +



Love, Angel, Music, Baby



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Stefani Back up Dancers +



http://en.wikipedia.org/wiki/Harajuku_Girls

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Hold on...



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Cool, but I know I've heard something like this before.



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Love, Angel, Music, Baby



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Spotlight

Show All

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- Anna Maria
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- Joe Janes
- Donna Dinberg
- Steve Job

Homework Helper

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Love, Angel, Music, Baby



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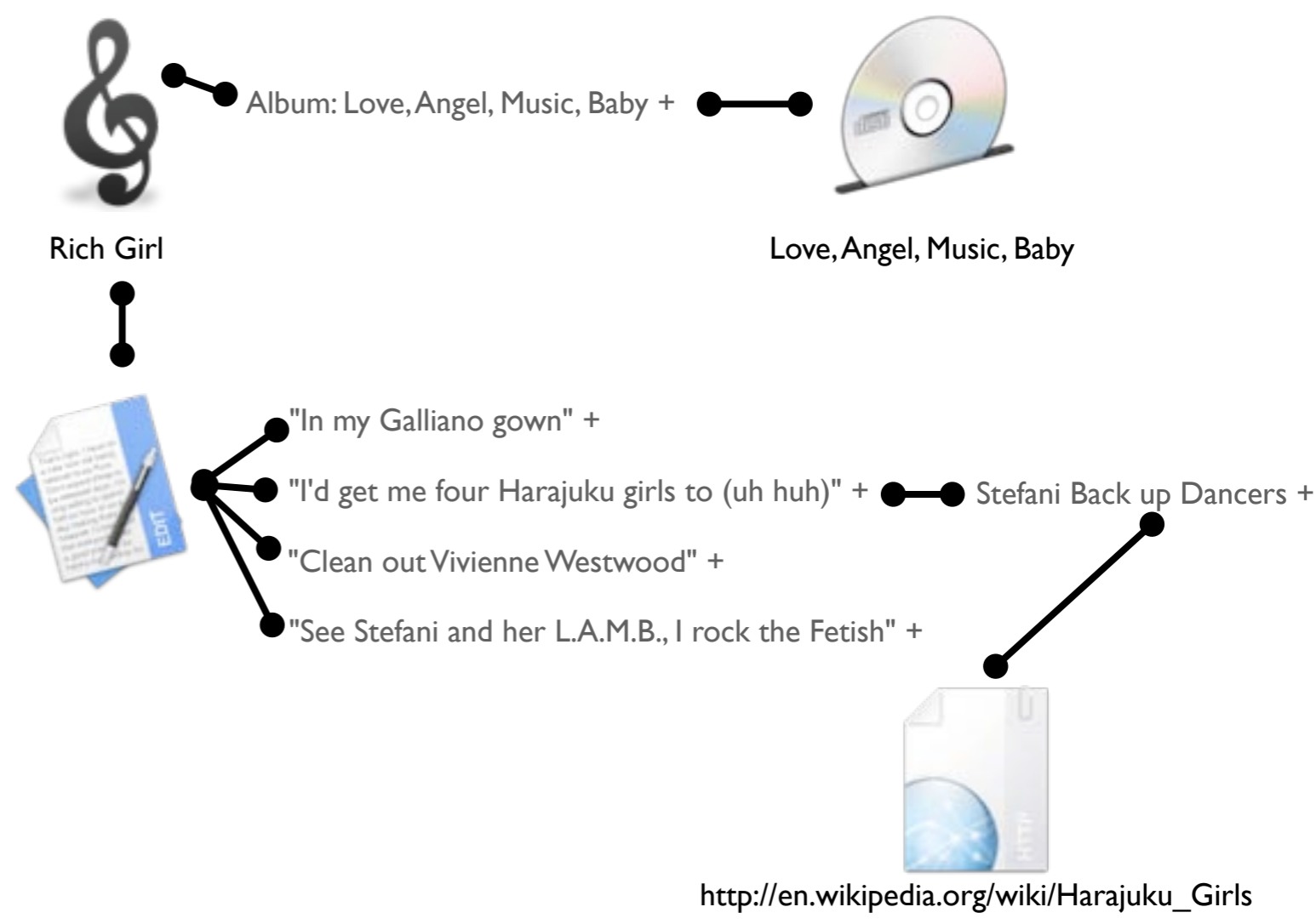
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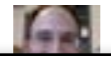


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Cool, but I know I've heard some



Hi...do y

Actually from



I'll g



ADD NODE

Text:

Normal 3 Times New Roman

B *I* U [List Icons]

[List Icons]

[Text Area]

Select a Node to Add

- Add From Catalog
- Add From Amazon
- Add From LibraryThing
- Add From Database
- Add GoogleMap
- Add Google Search
- Add URL
- Upload Item
- Add Conversation
- Add Person Add Question

aby

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[Input field]

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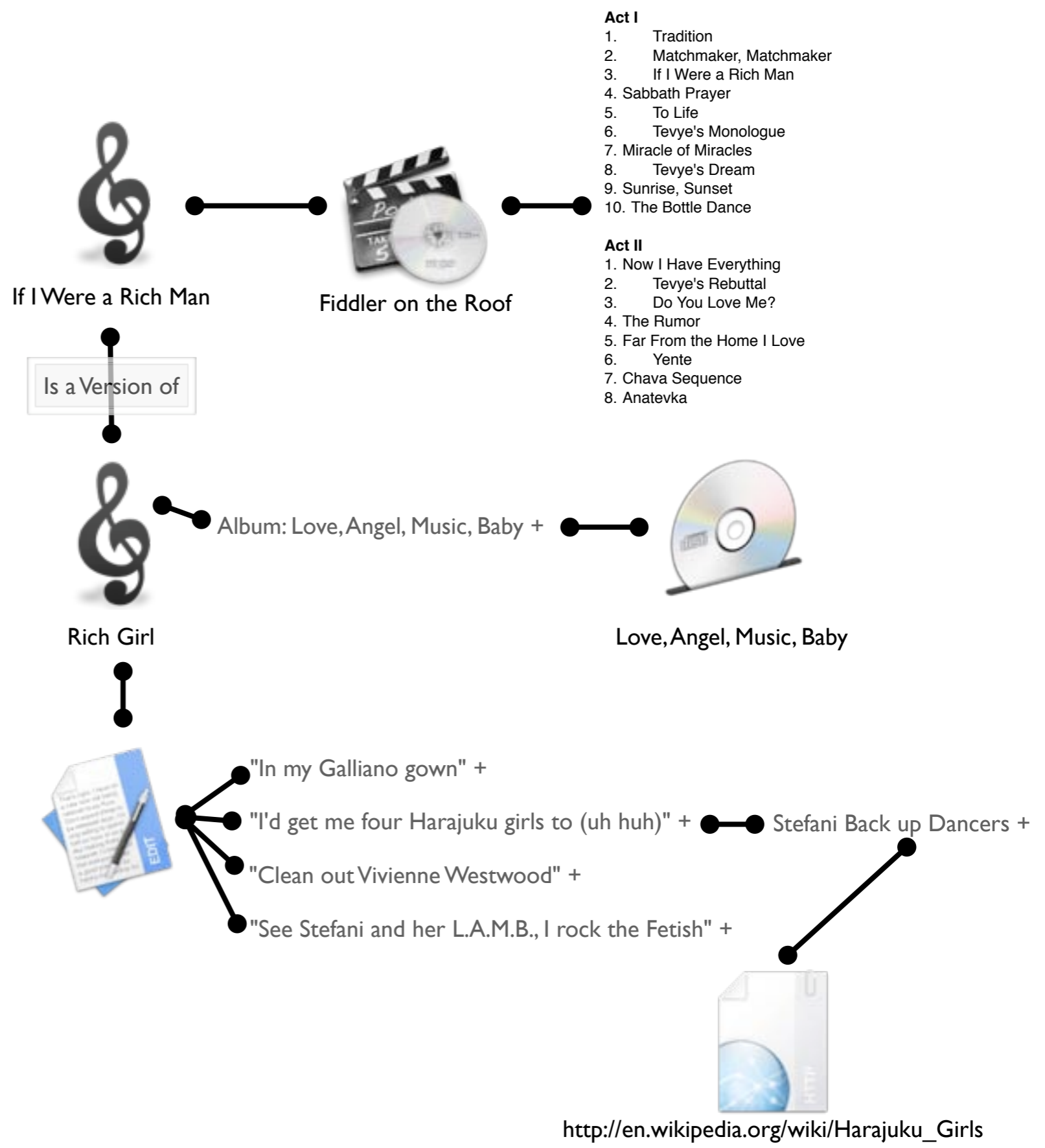


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Input field with a smiley face icon



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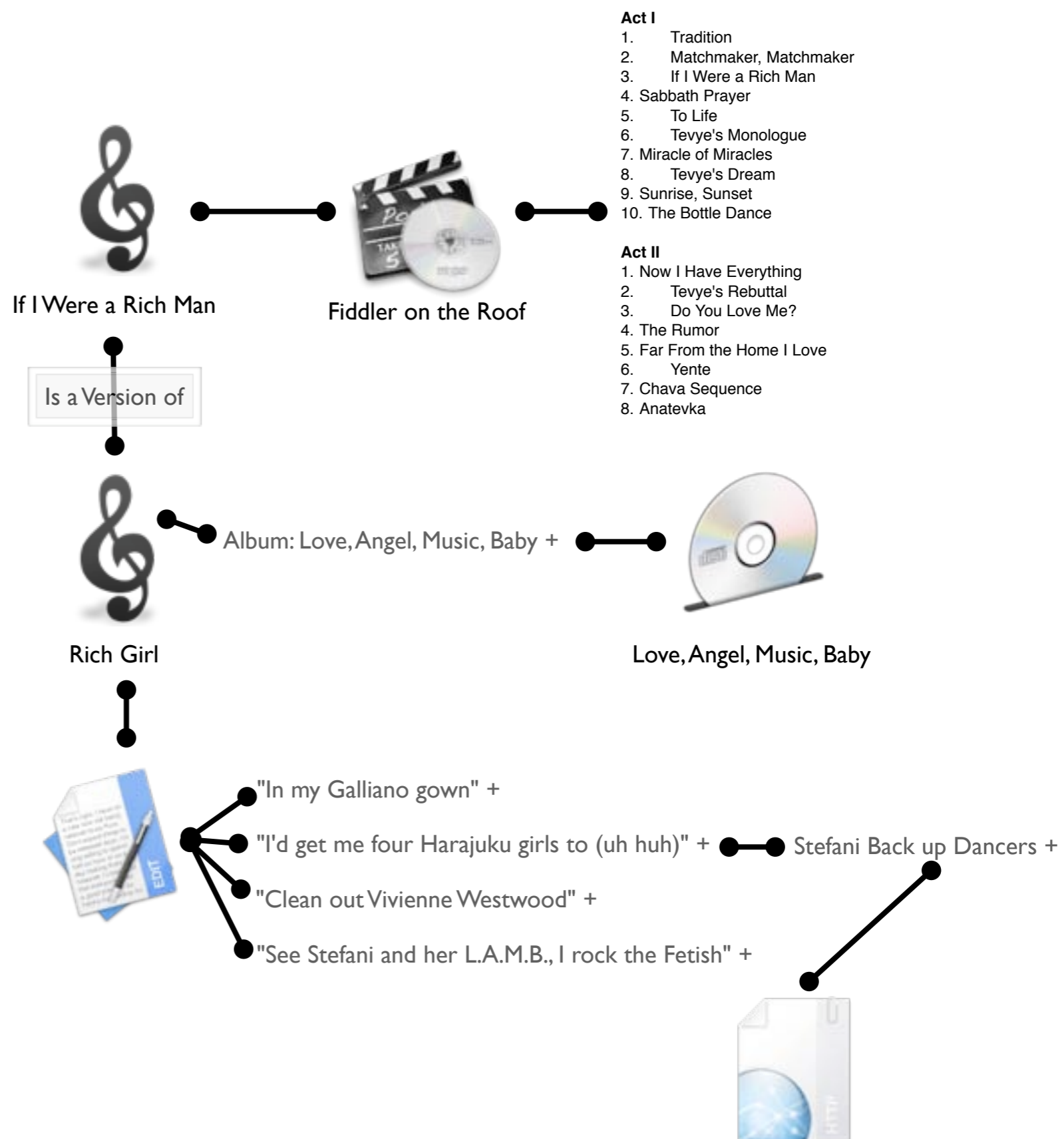
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Librarian signed off
Penka signed off



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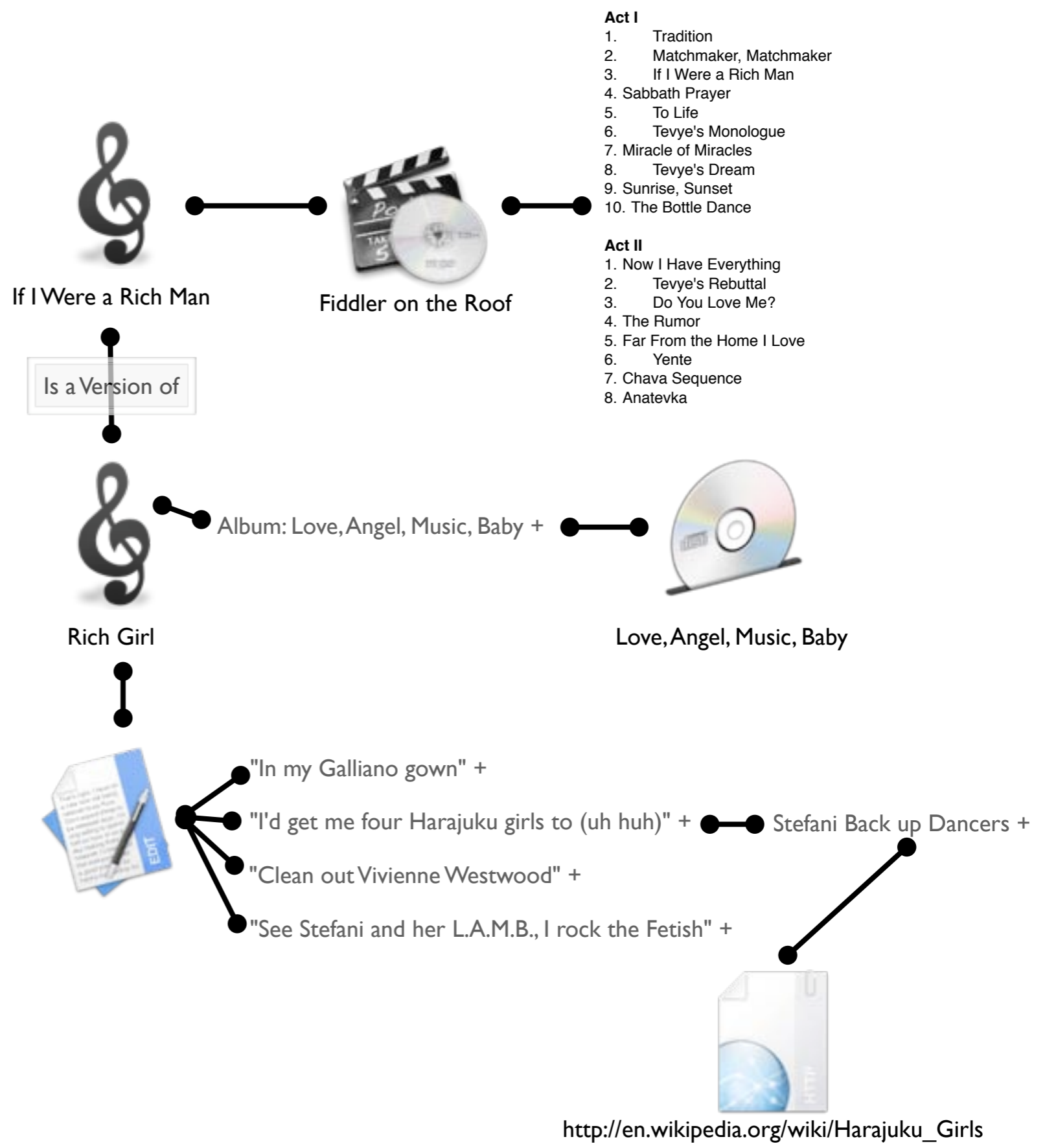


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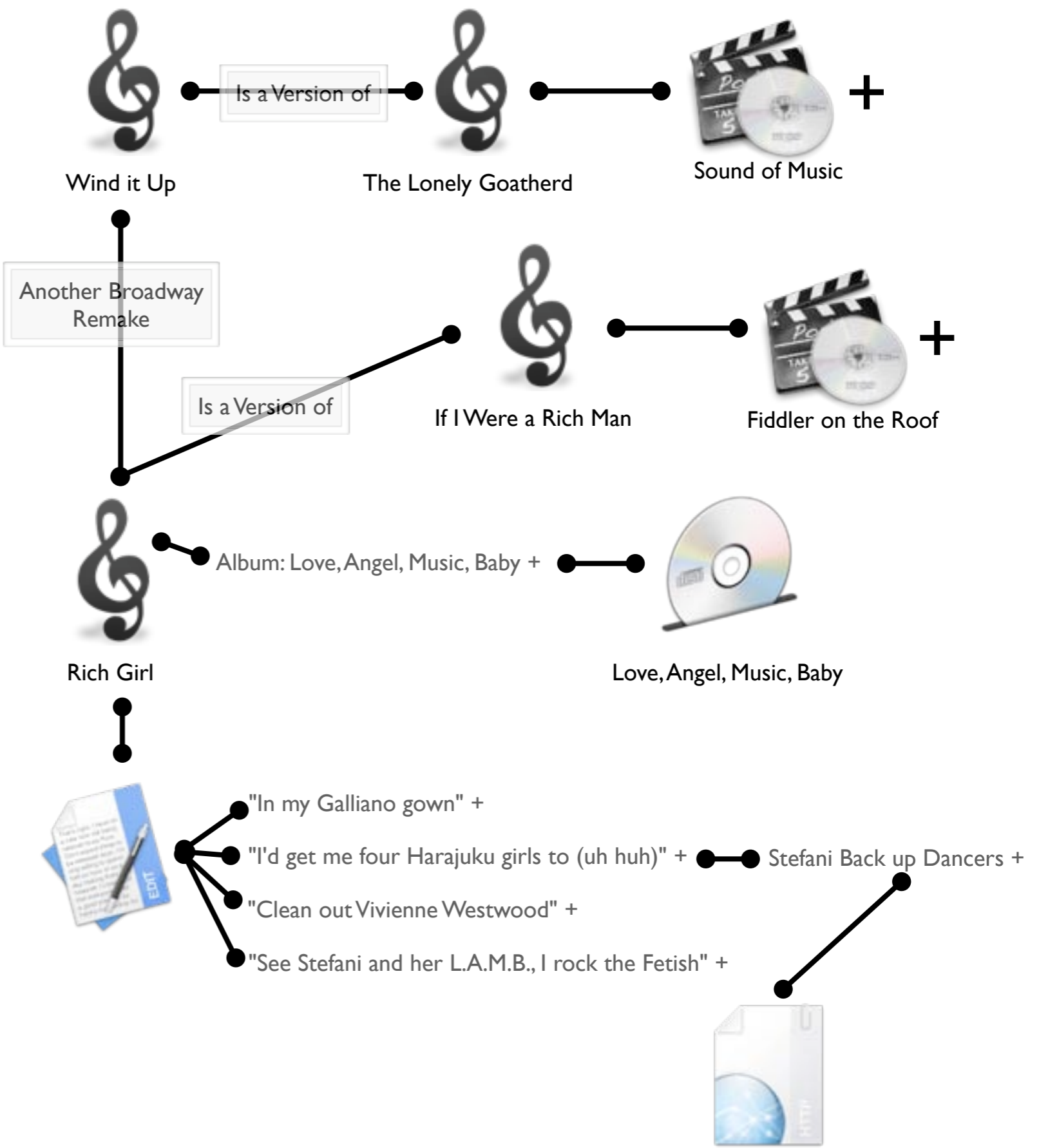
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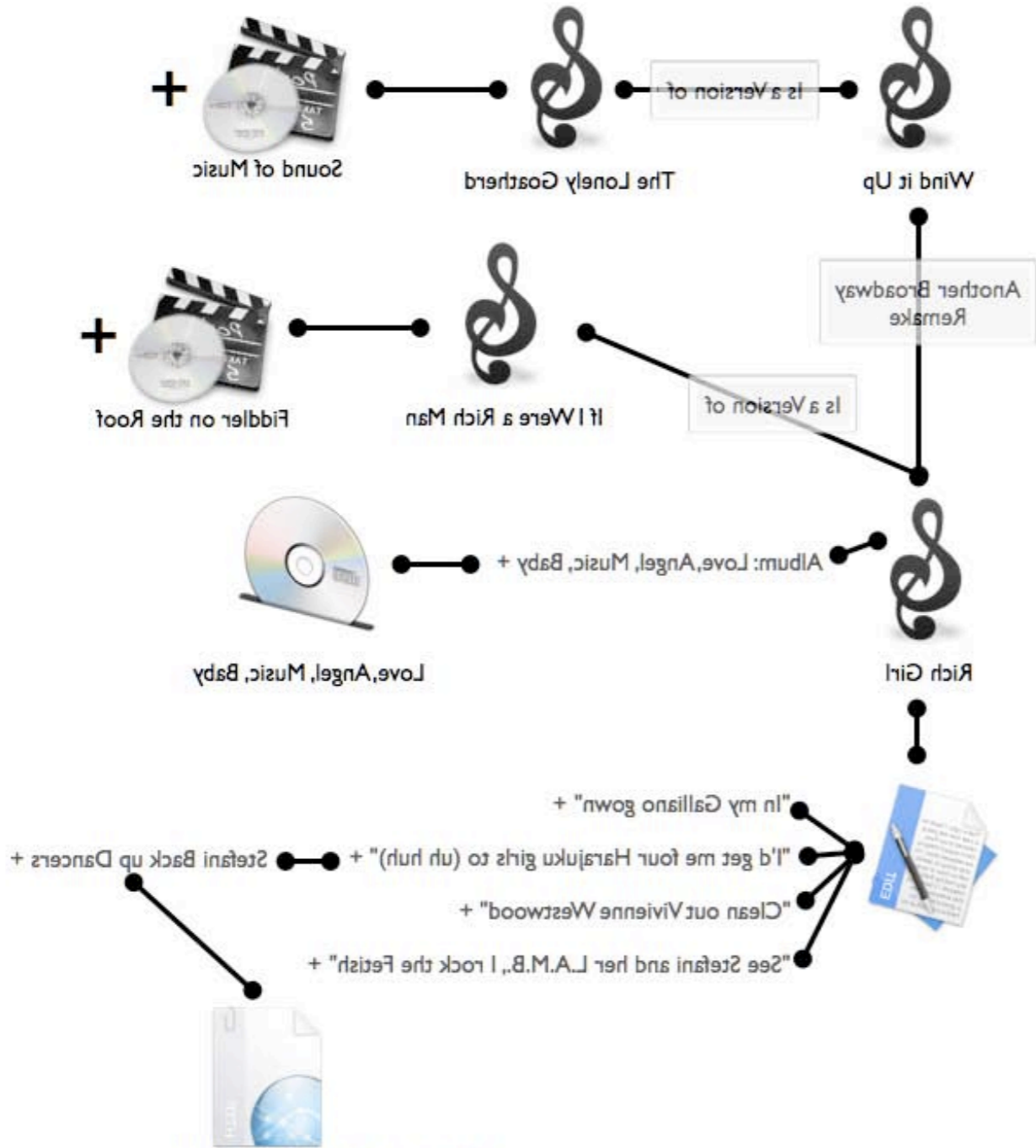
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Input field for chat messages.





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Chat with AOLYellowPages

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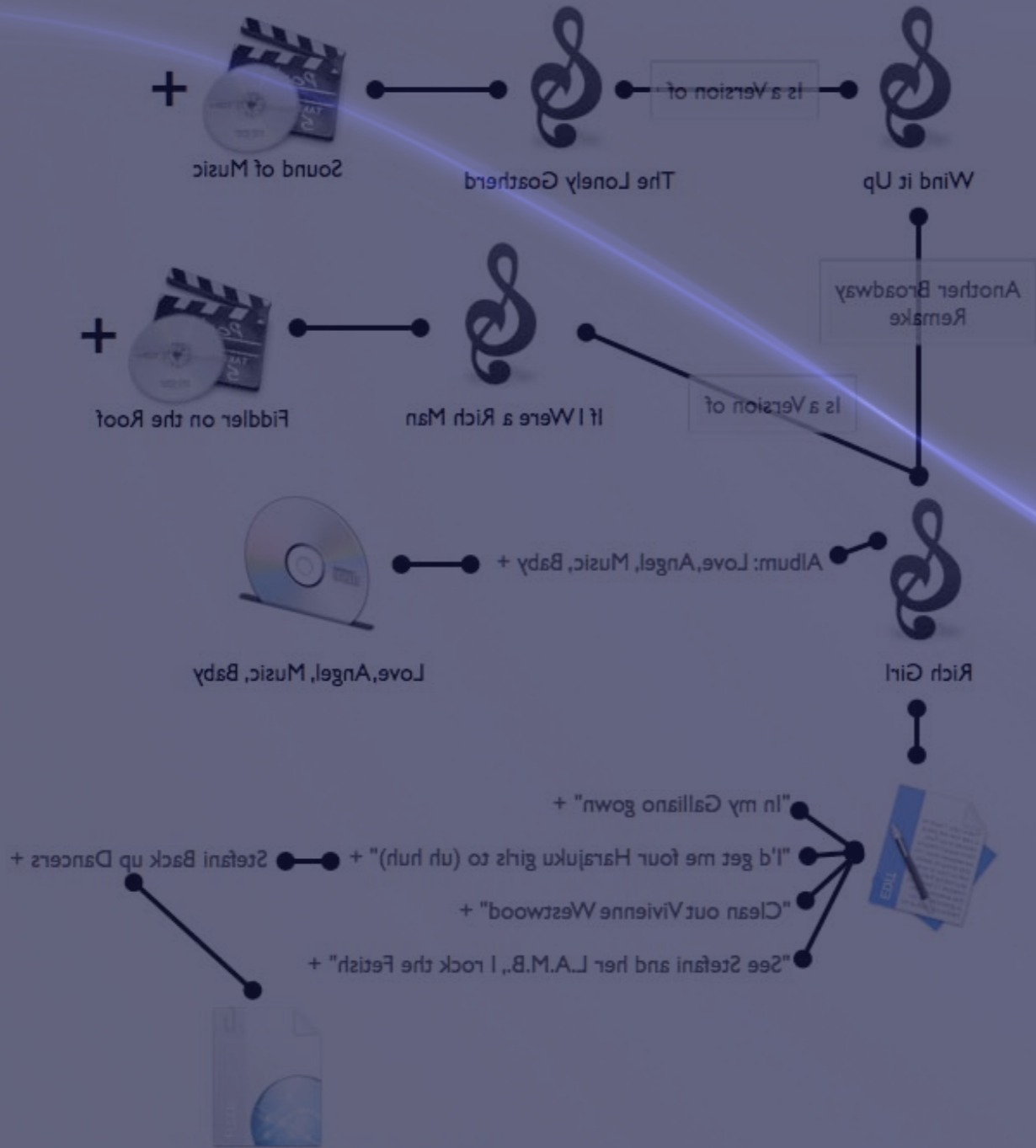
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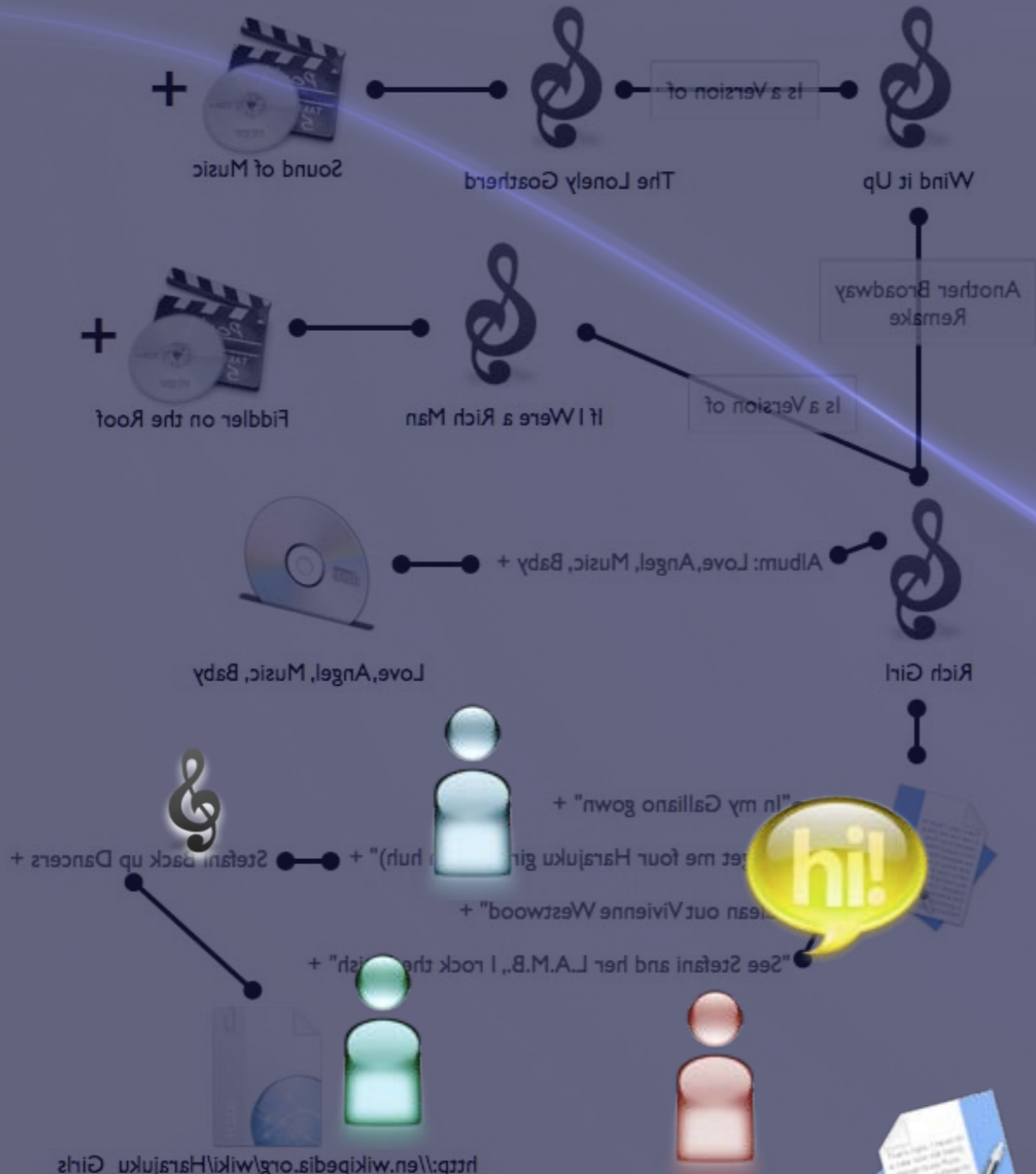
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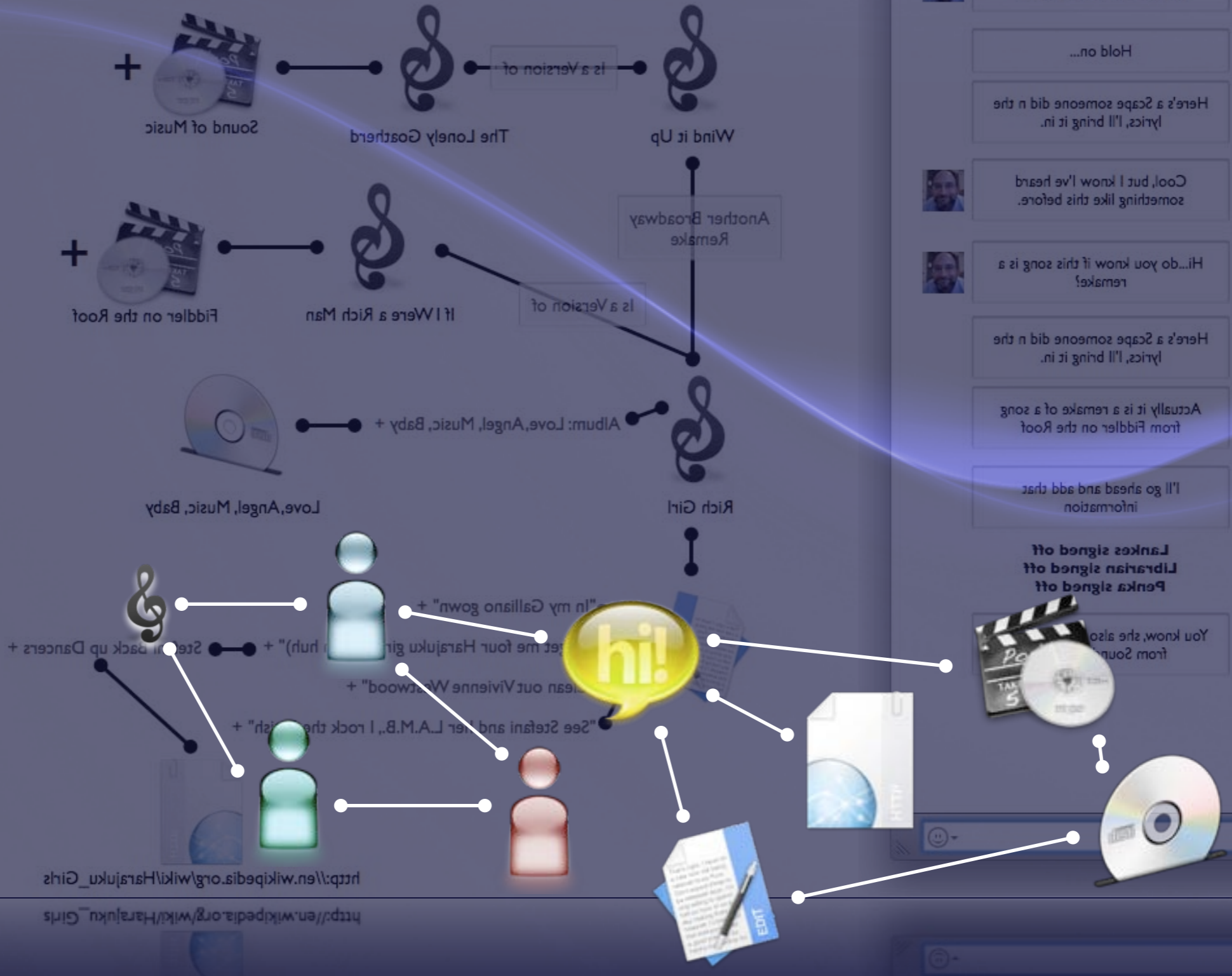
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CD icon, clapperboard icon, and document icon



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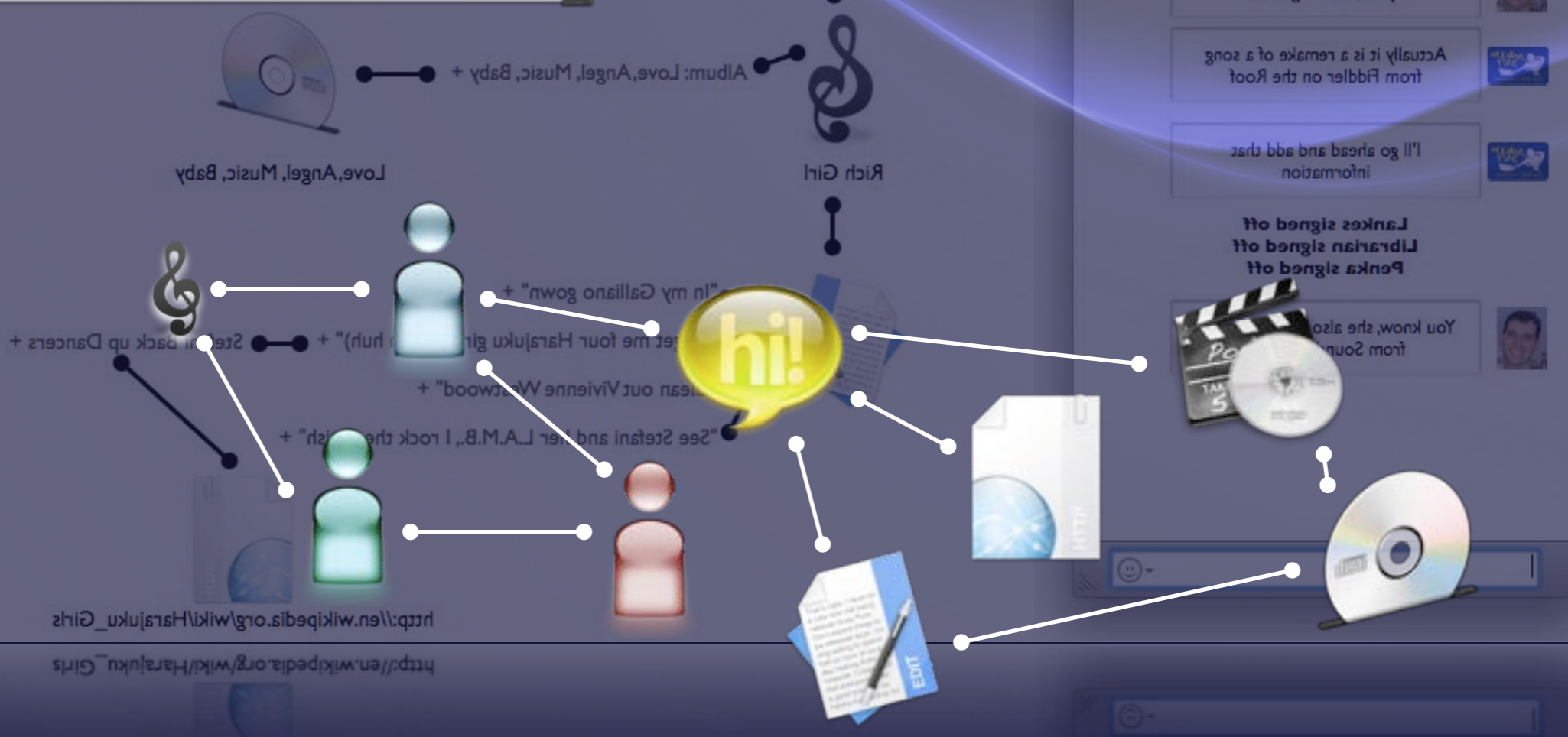
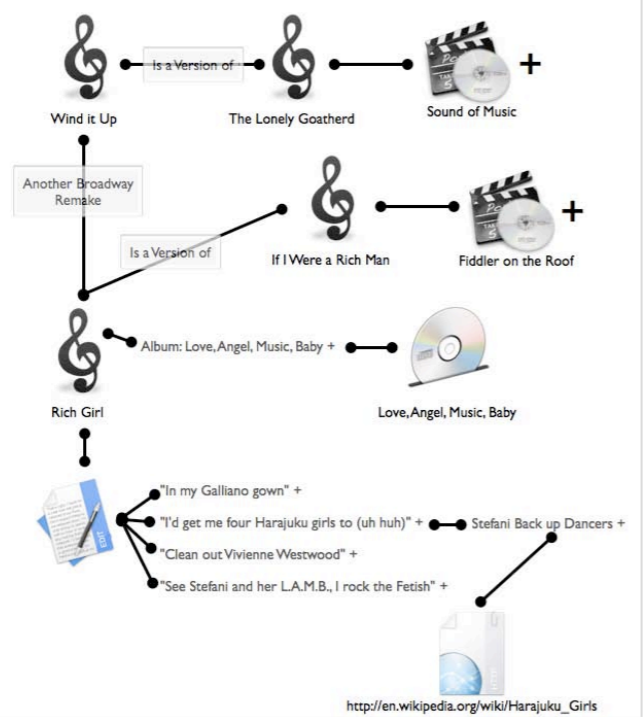
Here's a Scape someone did n the lyrics, I'll bring it in.

Actually it is a remake of a song from Fiddler on the Roof

I'll go ahead and add that information

Lankes signed off
Librarian signed off
Penka signed off

You know, she also remade a song from Sound of Music



Chat with AOLYellowPages

How where I can find the lyrics to this song?

...n

Someone did n the lyrics, I'll bring it in.

W I've heard something like this before.

Hi...do you know if this song is a remake?

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Hold on...

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You know, she also remade a song from Sound of Music

http://en.wikipedia.org/wiki/Harajuku_Girls

Bet Stephens on 2006-02-28 ...

AIM IM with Bet Stephens <vrdsmom> 2/28/06 2:16 PM

Howdy! Do I have OX 10 or higher?

Yup.

Go to the Apple Menu and select 'About This Mac'

Right. Thanks. I need to download Macromedia Flash Player so I can view a video.

No problems.

Chat with AOLYellowPages

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Hi...do you know if this song is a remake?

Here's a Scape someone did n the lyrics, I'll bring it in.

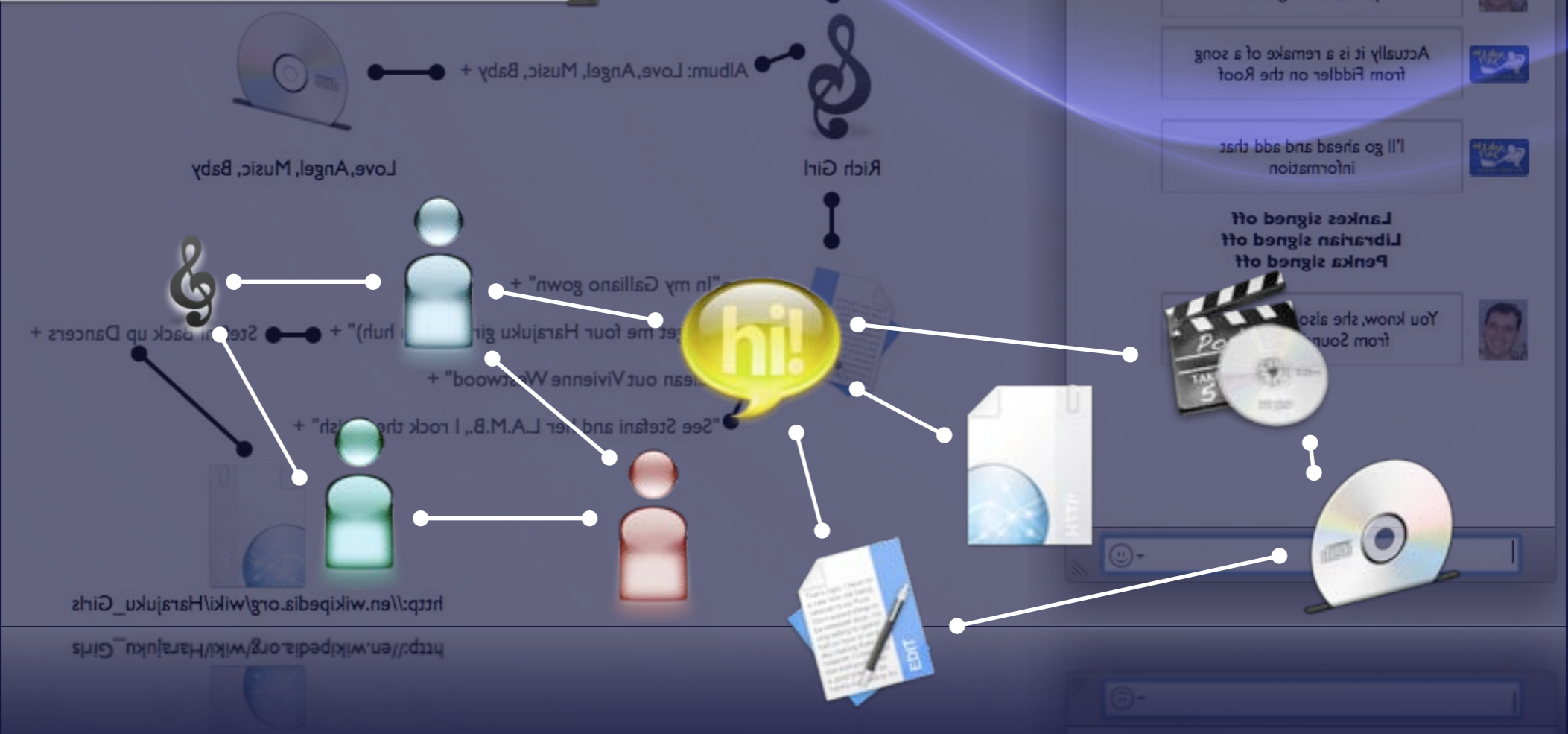
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Education = future



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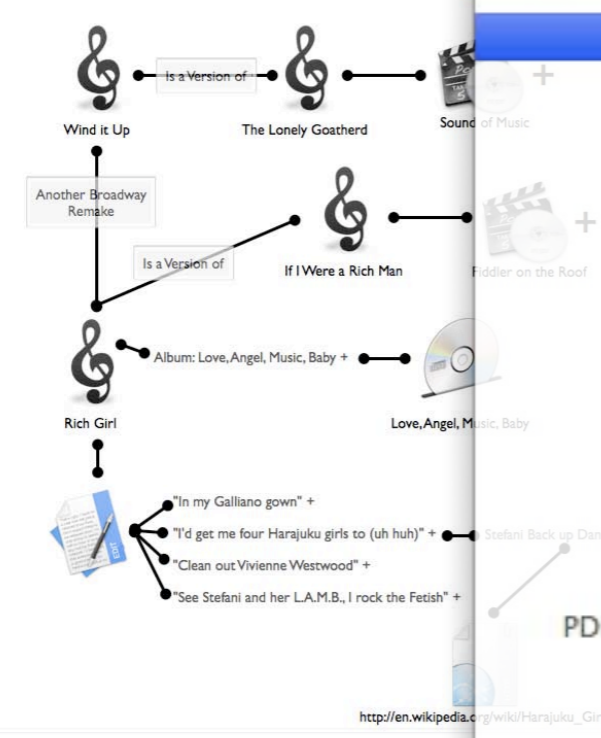
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- RichMan Example
- mygraph.xml
- QP001-050.doc — 190433
- QP001-050.doc — 190426
- June URLs.xls — 190278
- June URLs.xls — 188265

Messages

- Re: Hello from a Former Stu...
- Re: Hello from a Former Stu...
- Re: Hello from a Former Stu...

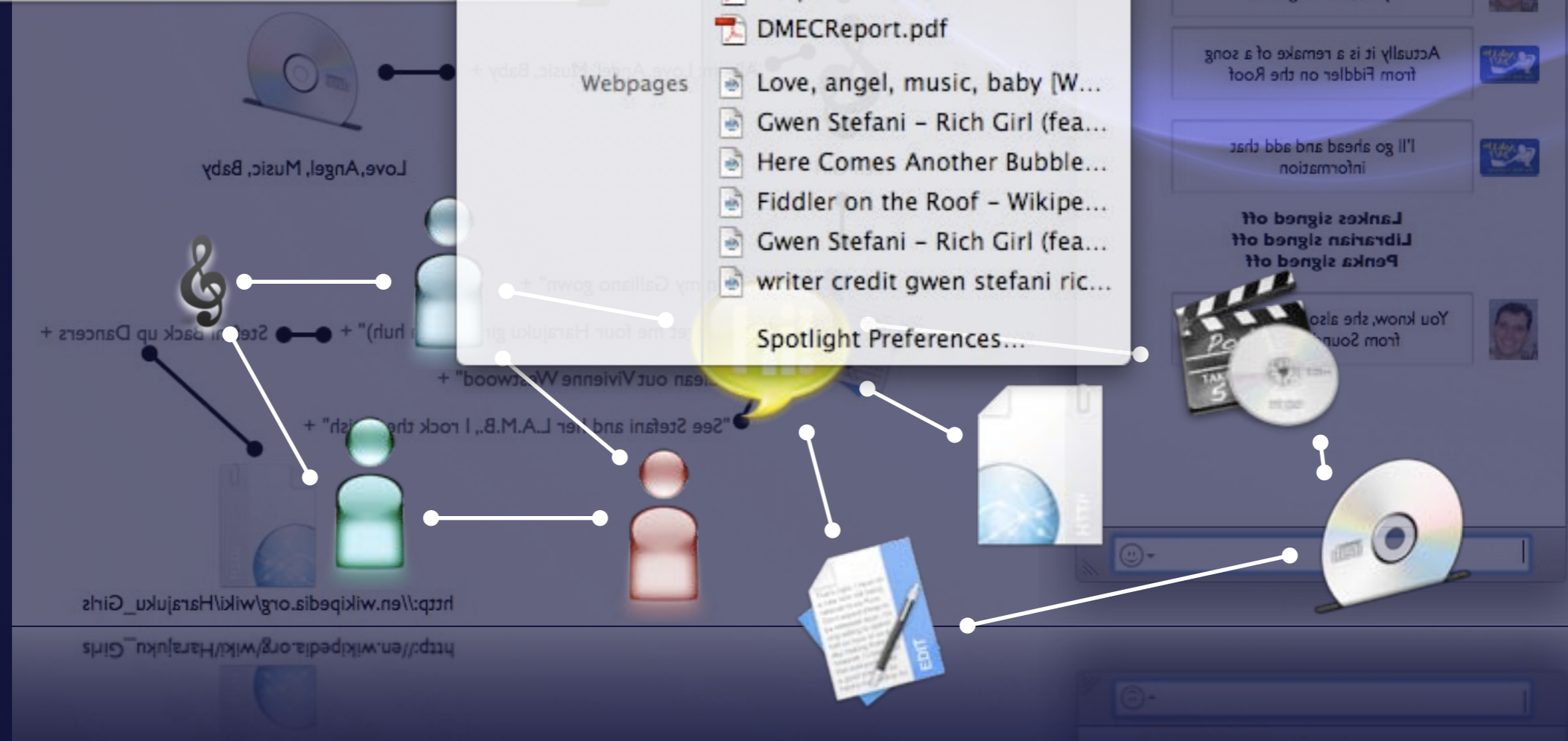
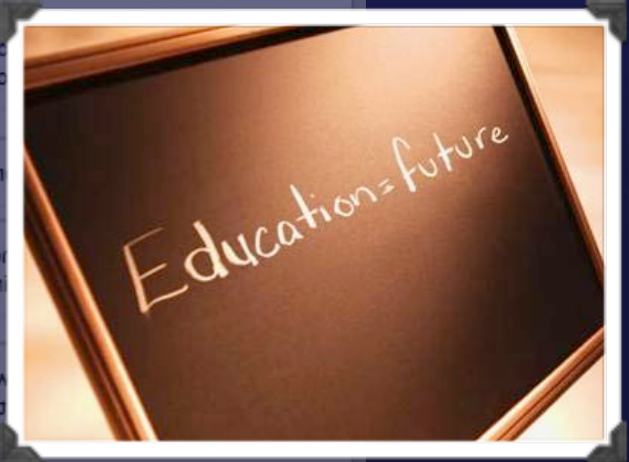
PDF Documents

- RG.pdf — 192823
- RG.pdf — 192818
- RG.pdf — 192811
- DMECReport.pdf

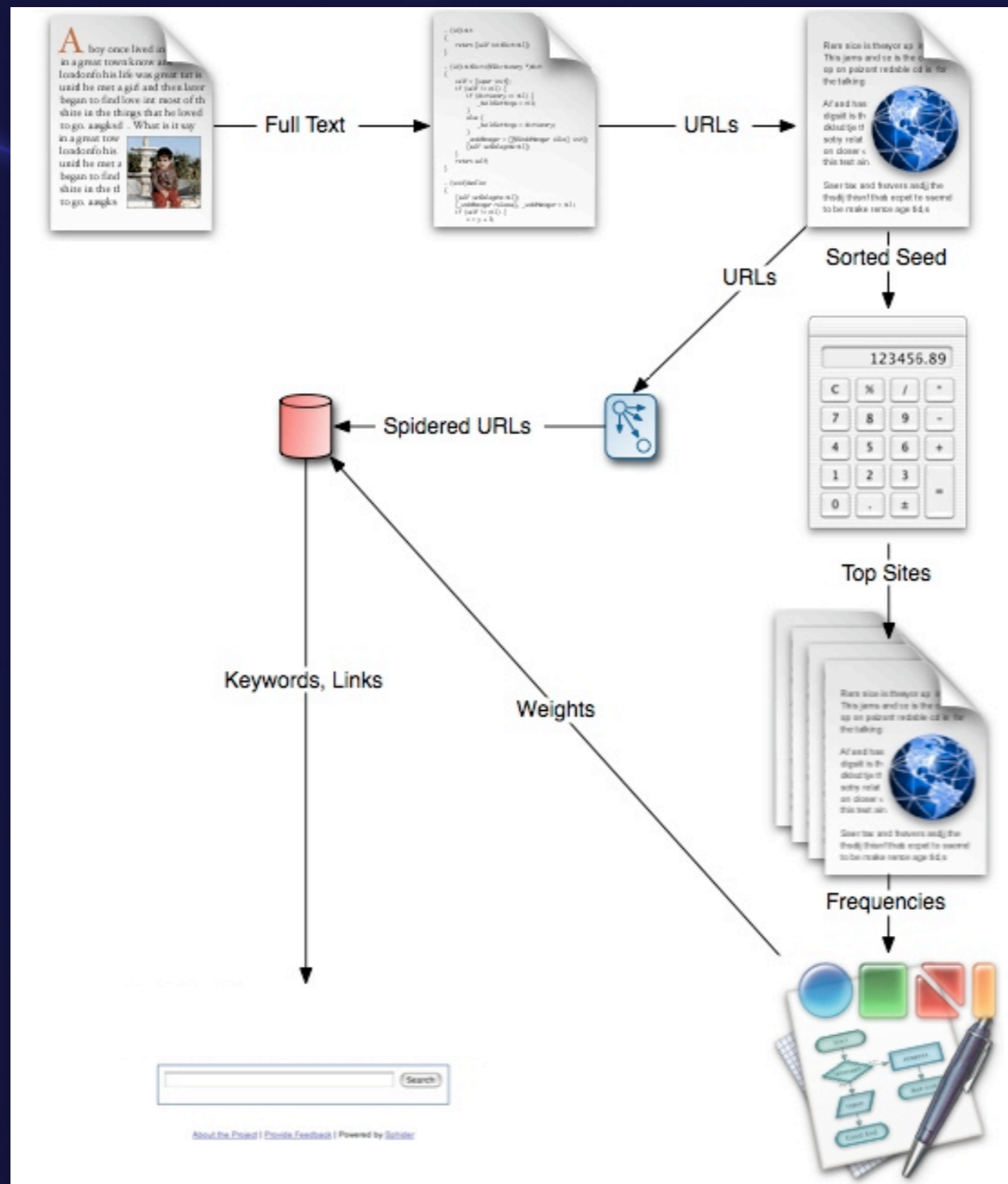
Webpages

- Love, angel, music, baby [W...
- Gwen Stefani - Rich Girl (fea...
- Here Comes Another Bubble...
- Fiddler on the Roof - Wikiped...
- Gwen Stefani - Rich Girl (fea...
- writer credit gwen stefani ric...

Spotlight Preferences...



Reference Extract



Take Aways

- The User is in Control
- It is *ALL* About Learning
- Learning is a Collaborative Conversation



Artifacts as Secondary Objects

- Books, Videos, Web Pages are Secondary
- This does *NOT* mean unimportant
- Objects Need Context - Context is Relational



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Artifacts as Secondary Objects

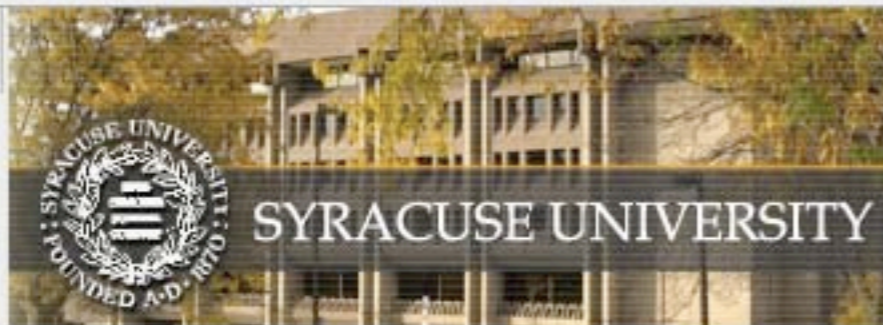
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	Bird-4th Floor, Music Recordings	Call Number: COMPACT DISC 7135	Status: Click on link for more info	
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<input type="checkbox"/> 4	Afro-cuban music (7pgs)	FIA: Fine Arts	FIA 482: Rise of Global Pop	

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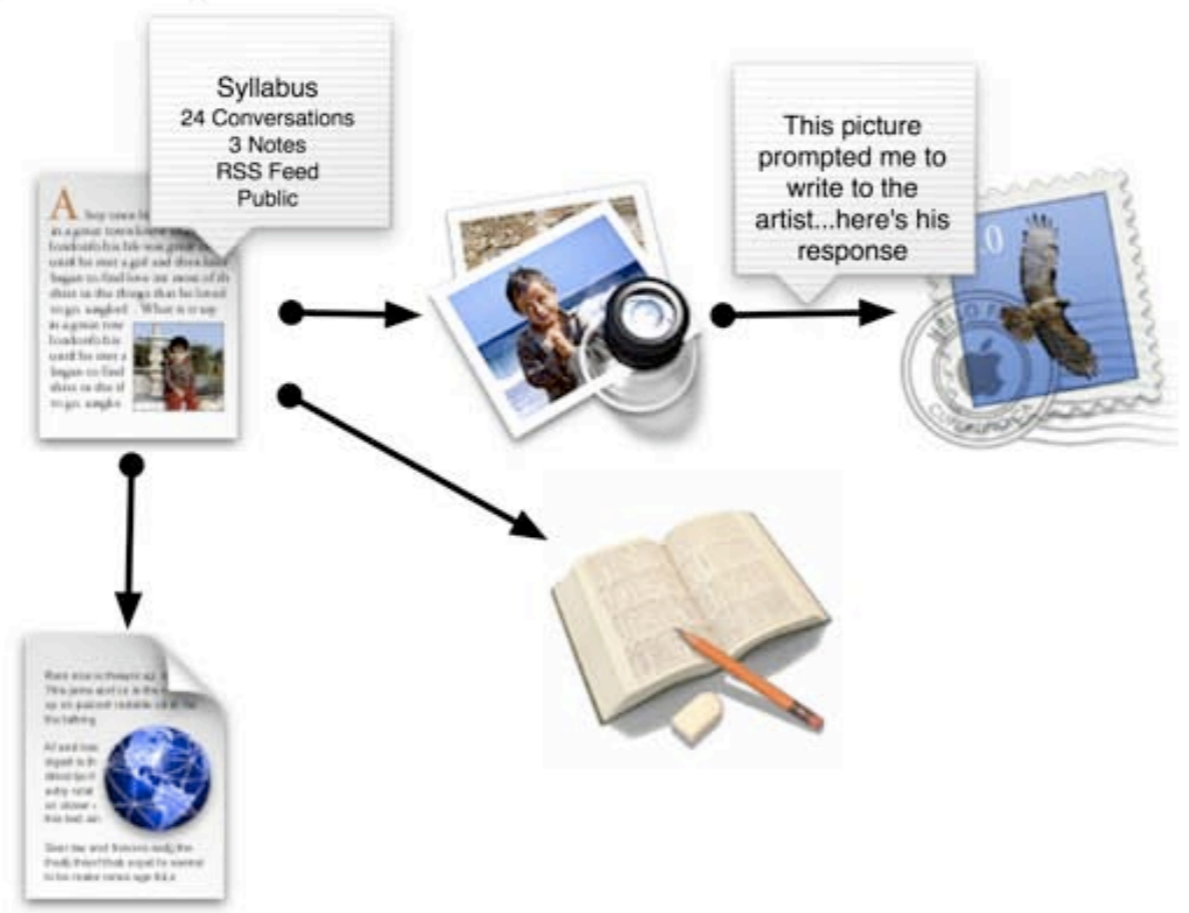
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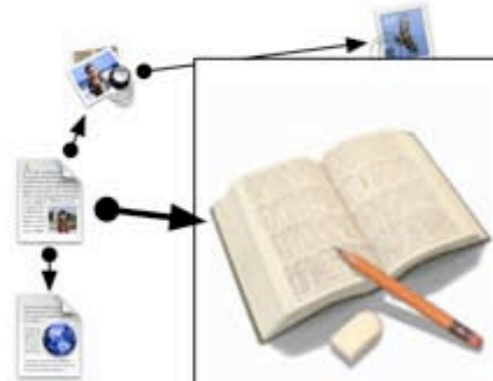


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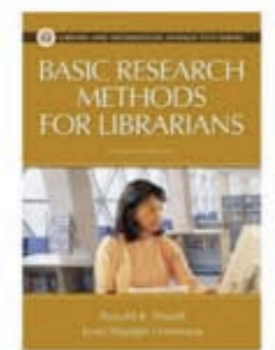
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
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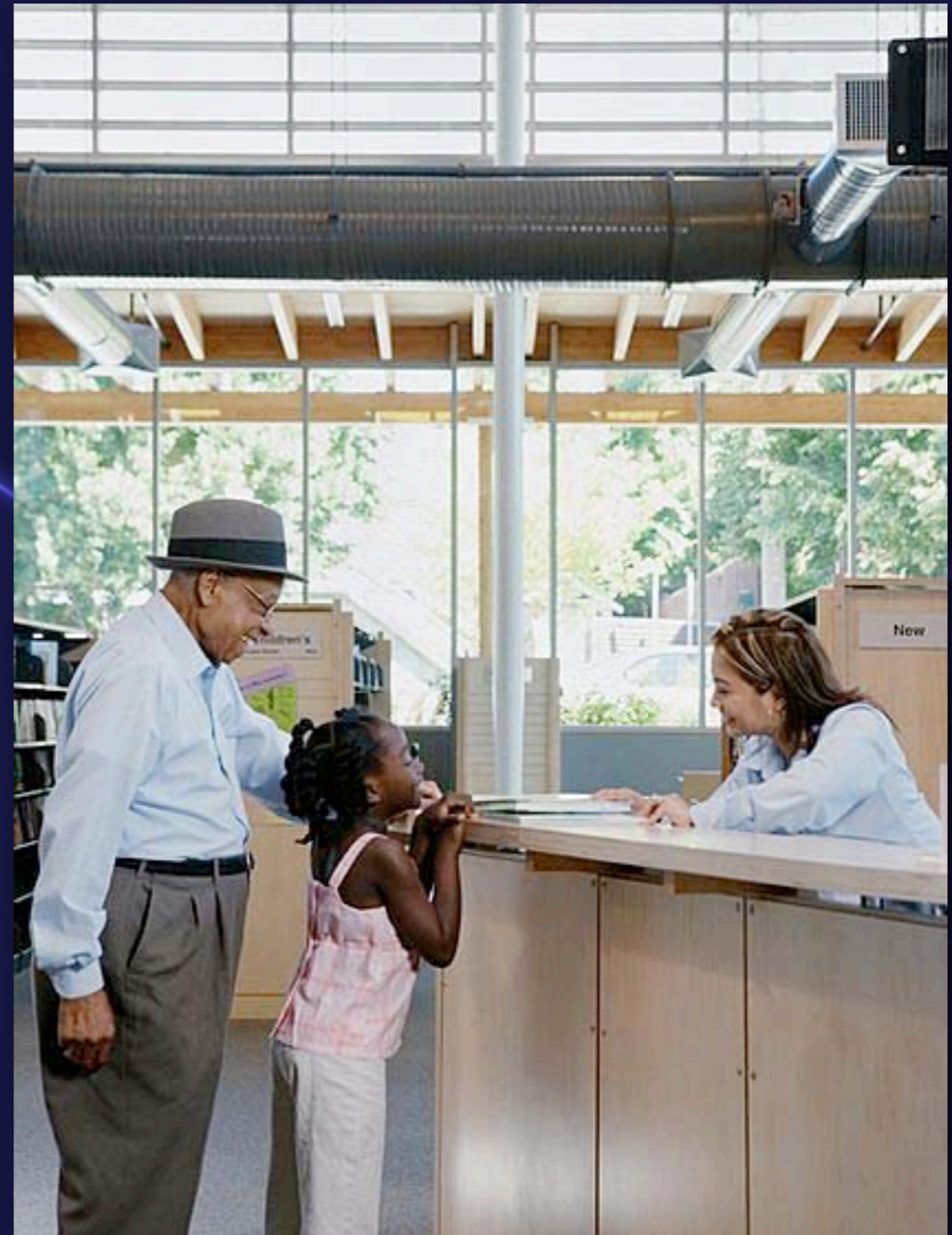
Take Aways

- Invest in Tools for Creation Over the Collection of Artifacts
- Capture Information Between Objects



Libraries in Conversation Business

- Mission: To Facilitate the Knowledge Creation of its Community through Conversation



Free Library of Philadelphia

- Community Driven Centers
 - Entrepreneurium
 - Writing Center
 - Music Center
- Publisher of the Community
- Hybrid Services



Think Bigger, Not Hype

- Not 2.0
 - Not a Product of New Features, but in Recognition of New Societal Needs and Capabilities
- Preparing for a “Dewey-Level” Shift in Libraries: From Artifacts and Items to Knowledge and Relationships
 - Facilitation: Access, Knowledge, Environment, Motivation
 - Digitally Enabled Conversations



Take Aways

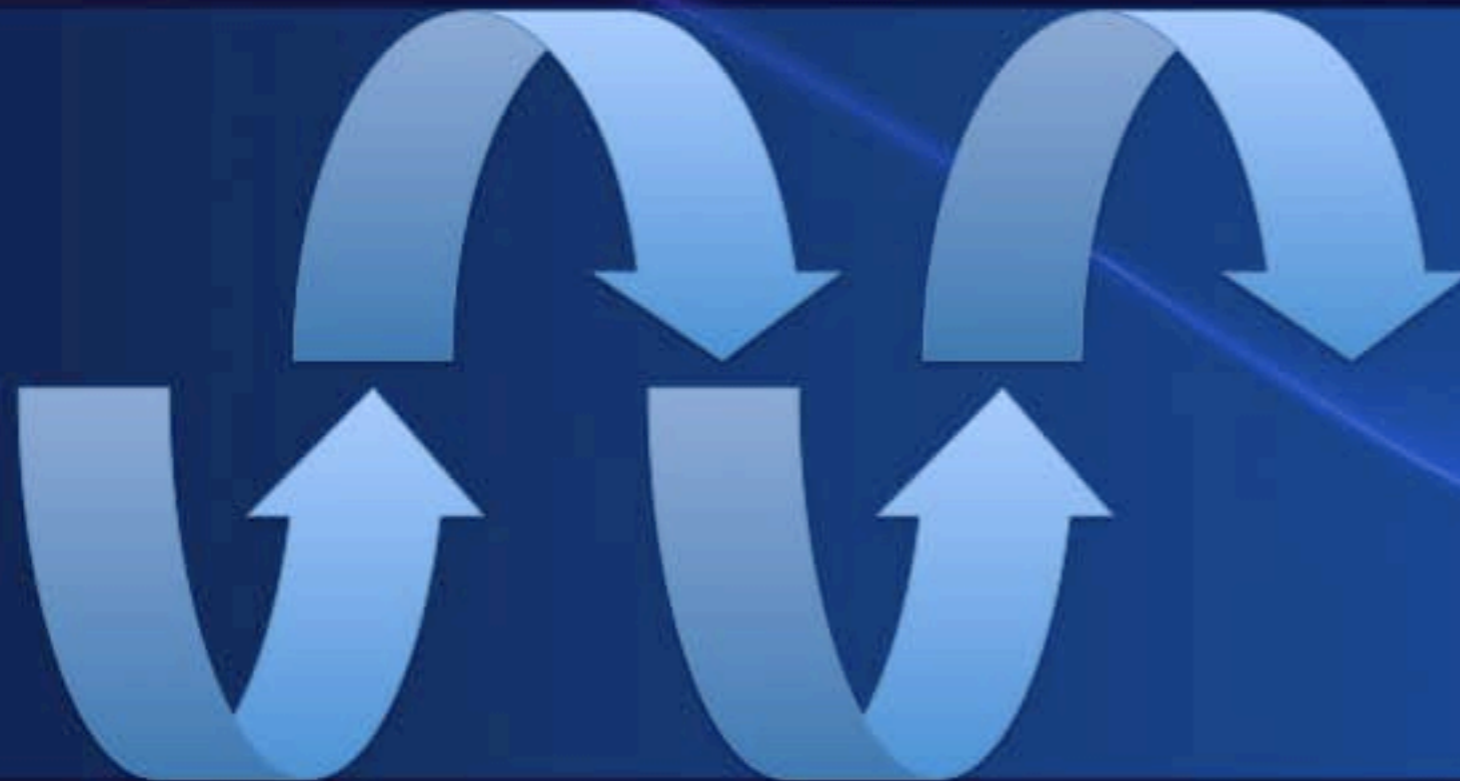
- The Library Serves as Facilitators of Conversation
- True Facilitation with the Community Means Shared Ownership



Knowledge is
Created through
Conversation

Artifacts as
Secondary
Objects

Libraries in
Conversation
Business



Reference

Reserves

Free Library



LIS Education



Teach Change Management not Leadership

- Facing the Dysfunctional Innovation by New Hire Process
- Provide Real World Opportunities to Implement Change Throughout the Educational Process



Drink the Kool-Aid and Eat Your Own Dog Food

- Recognize the Shift in Innovation from Concentrated in the Academy to Distributed throughout Practice and Other Industries
- Model Co-Learning in the Classroom
- Recognize and Enhance the Participatory Network that is a School
- Transition from a School to a School of Thought
 - Intellectual Signatures not Motto's



Libraries are PERFECTLY Situated

- We Function as Authorities NOT Authoritarians
 - We are Honest Brokers, Facilitators of Community Conversations
- We are Tool Builders
 - Need to Stop Riding the Waves, and Become Wave Machines
- We Provide the Connective Tissue to our Organizations



We Must be Prepared

- Must be Radical Change Agents
- Fix Our Innovation Cycle
 - Repeat after me...new hires are not the solution
- Fix Our Innovation Economy
 - Library Vendors as Market Places Not Full Solutions
 - Innovations come from company, vendors, anyone
 - focus on API, not Interface



The Obligation of Leadership

- Innovate from Core Principles
- Accept a Mission: To Facilitate the Knowledge Creation of our Communities
 - Facilitation is NOT Unbiased, NOT Invisible
- ***YOU* are the Future of Libraries!**



Questions, Corrections, Arguments

<http://ptbed.org>

rdlankes@iis.syr.edu

