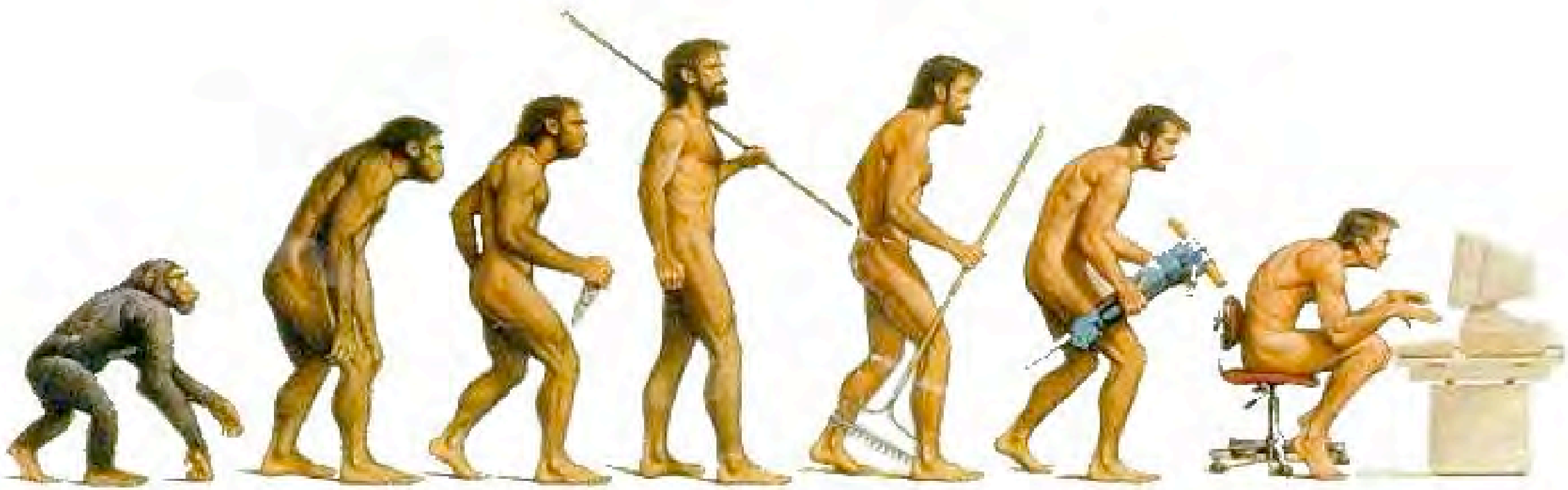

If They Build It They Will Come

R. David Lankes
ALA OITP Fellow, Syracuse University School of Information Studies
SLIDES: http://www.DavidLankes.org

Evolution

Evolution

System View to User View

Evolution

System View to User View

Documents to Conversations

Evolution

Evolution

System View to User View

System View

System View

User-Based Design

System View

User-Based Design

User Systems

System View

User-Based Design

User Systems

System View

User-Based Design

User Systems

Expert Driven

System View	User-Based Design	User Systems
Expert Driven		User Derived

System View	User-Based Design	User Systems
Expert Driven	User Derived	User Built

System View	User-Based Design	User Systems
Expert Driven	User Derived	User Built
Loaded with Deep Functionality		

System View	User-Based Design	User Systems
Expert Driven	User Derived	User Built
Loaded with Deep Functionality	Loaded with Deep Functionality	

System View	User-Based Design	User Systems
Expert Driven	User Derived	User Built
Loaded with Deep Functionality	Loaded with Deep Functionality	Loaded with Shallow Functionality

System View	User-Based Design	User Systems
Expert Driven	User Derived	User Built
Loaded with Deep Functionality	Loaded with Deep Functionality	Loaded with Shallow Functionality
Modal		

System View	User-Based Design	User Systems
Expert Driven	User Derived	User Built
Loaded with Deep Functionality	Loaded with Deep Functionality	Loaded with Shallow Functionality
Modal	Non-Modal	

System View	User-Based Design	User Systems
Expert Driven	User Derived	User Built
Loaded with Deep Functionality	Loaded with Deep Functionality	Loaded with Shallow Functionality
Modal	Non-Modal	Highly Customizable

System View	User-Based Design	User Systems
Expert Driven	User Derived	User Built
Loaded with Deep Functionality	Loaded with Deep Functionality	Loaded with Shallow Functionality
Modal	Non-Modal	Highly Customizable
Targeted User		

System View	User-Based Design	User Systems
Expert Driven	User Derived	User Built
Loaded with Deep Functionality	Loaded with Deep Functionality	Loaded with Shallow Functionality
Modal	Non-Modal	Highly Customizable
Targeted User	Collaborative	

System View	User-Based Design	User Systems
Expert Driven	User Derived	User Built
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System View	User-Based Design	User Systems
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Targeted User	Collaborative	Social
ILS		

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Expert Driven	User Derived	User Built
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ILS	Operating Systems	

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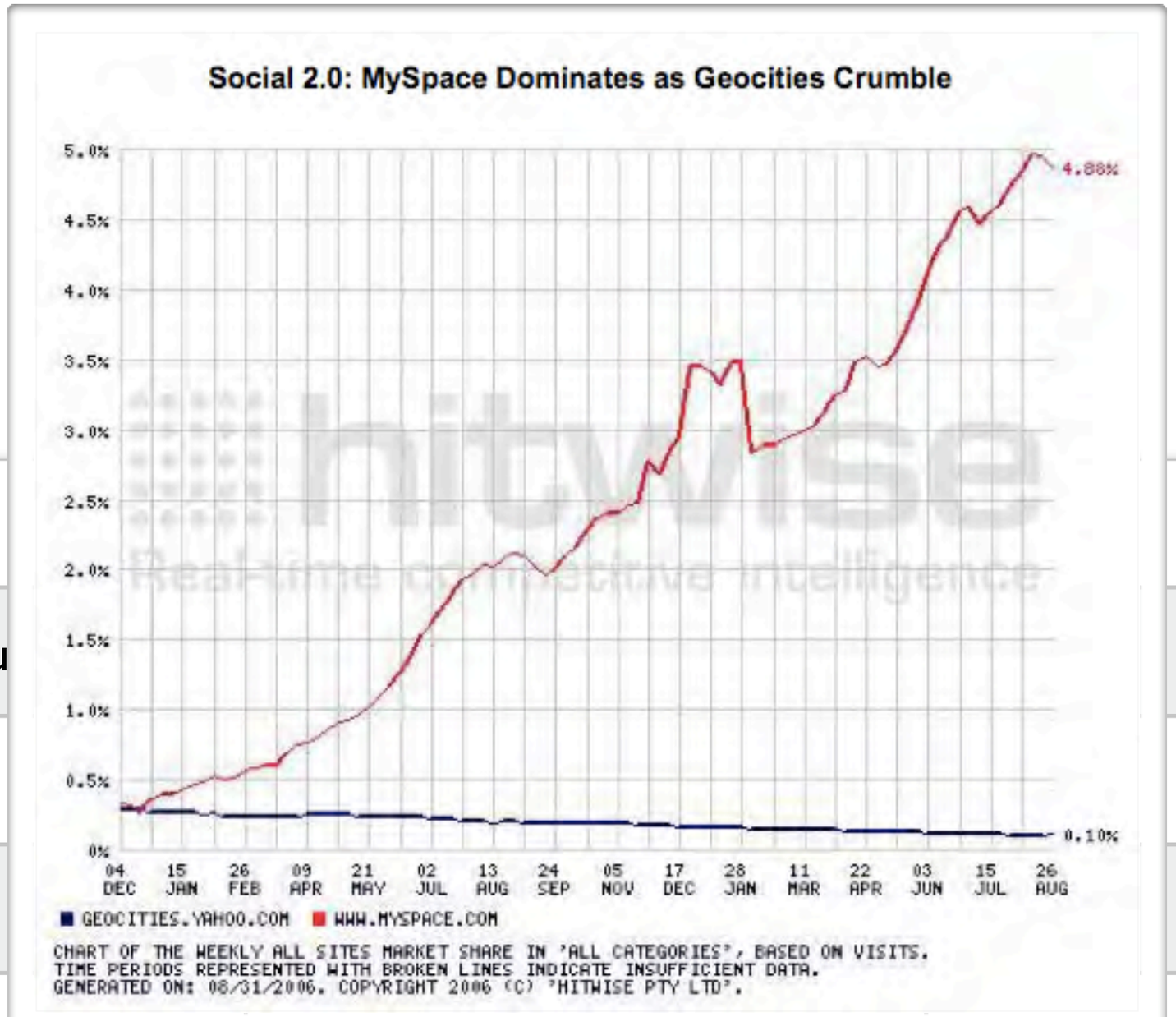
Targeted User	Collaborative	Social
ILS	Operating Systems	Web 2.0

System View	User-Based Design	User Systems
		
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ILS		Web 2.0

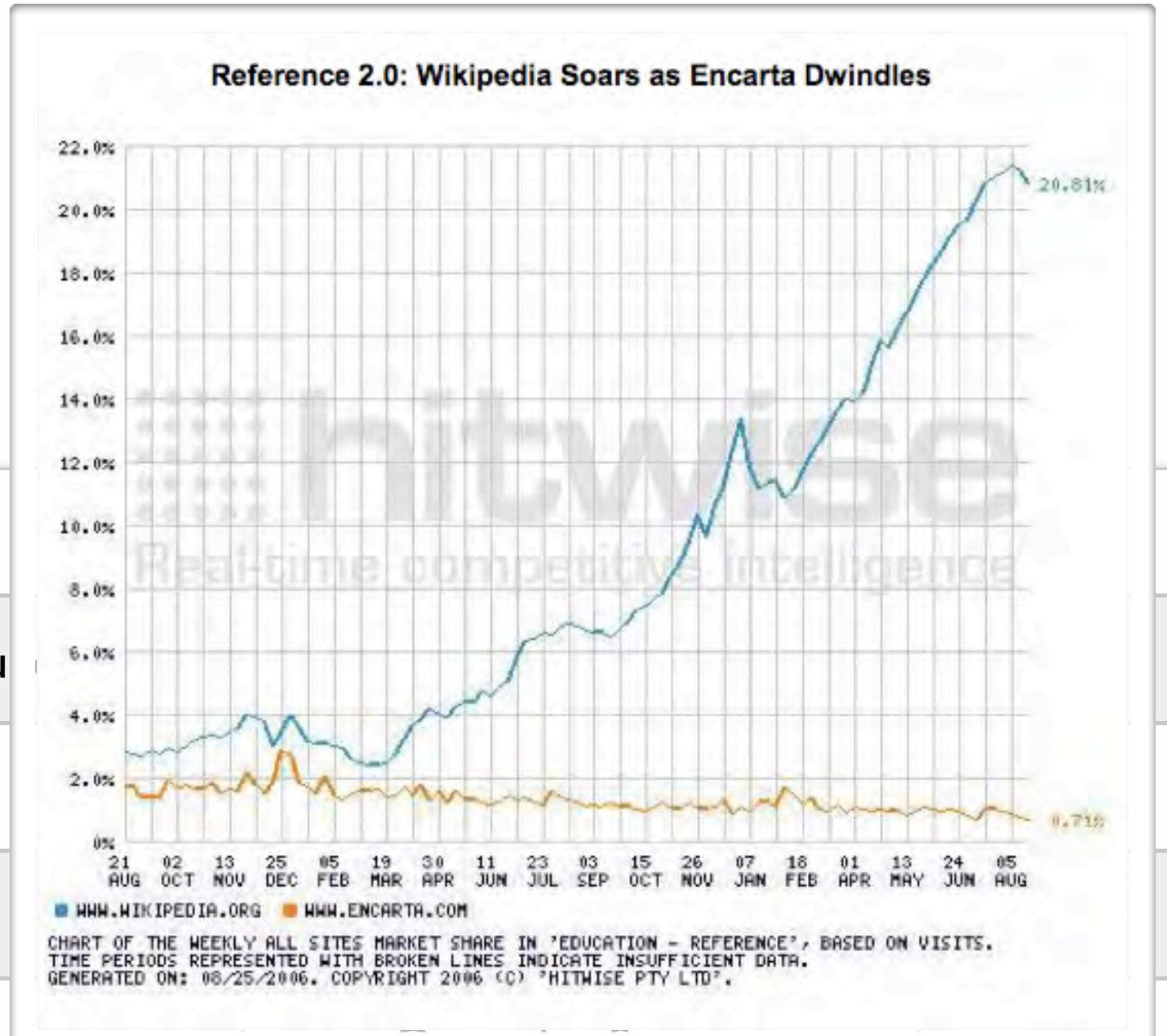
Real-time competitive intelligence

Operating Systems

System View

User-Based Design

User Systems



Expert Driven	User Built
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Question to Remember: Why Do User Migrate to "Social" Systems?

Evolution

System View to User View

Documents to Conversations

Documents to Conversations

Documents to Conversations

Documents to Conversations

Documents to Conversations

Traditional Terminology becomes Metaphoric

Documents to Conversations

Traditional Terminology becomes Metaphoric

“Document,” “Collection”

Documents to Conversations

Traditional Terminology becomes Metaphoric

"Document," "Collection"

Append Prefixes

Documents to Conversations

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"e-Journal," "e-Book"

Documents to Conversations

Traditional Terminology becomes Metaphoric

"Document," "Collection"

Append Prefixes

"e-Journal," "e-Book"

Document Approaches Fail

Documents to Conversations

CORC

NSDL

CORC

(1,000,000,000,000 pages*1 minute)/65,000 ALA Members=15,384,615.38 minutes or (~29 years)

NSDL

CORC

(1,000,000,000,000 pages*1 minute)/65,000 ALA Members=15,384,615.38 minutes or (~29 years)

NSDL

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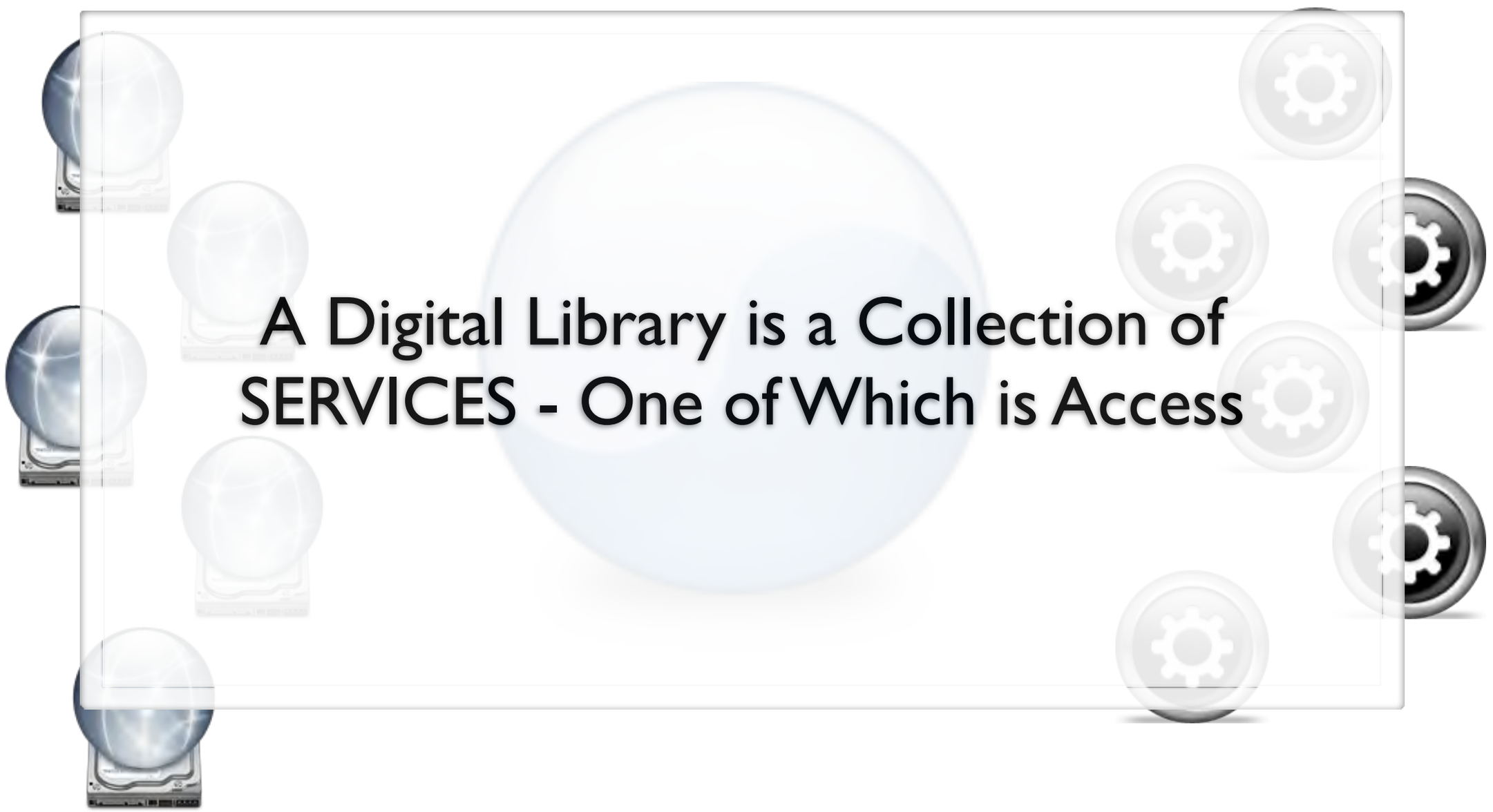

Documents to Conversations

- What's a MARC Record Look Like for a Facebook Page? A Google Search? A Chat Session?

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Question to Remember: If Not Documents, Then What?

Documents to Conversations

OCLC Open WorldCat

OCLC Open WorldCat

OCPL

OCLC Open WorldCat

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National Library of Australia

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National Library of Australia

Library of Congress

Identity and Branding

Sales Information

OCLC Open WorldCat

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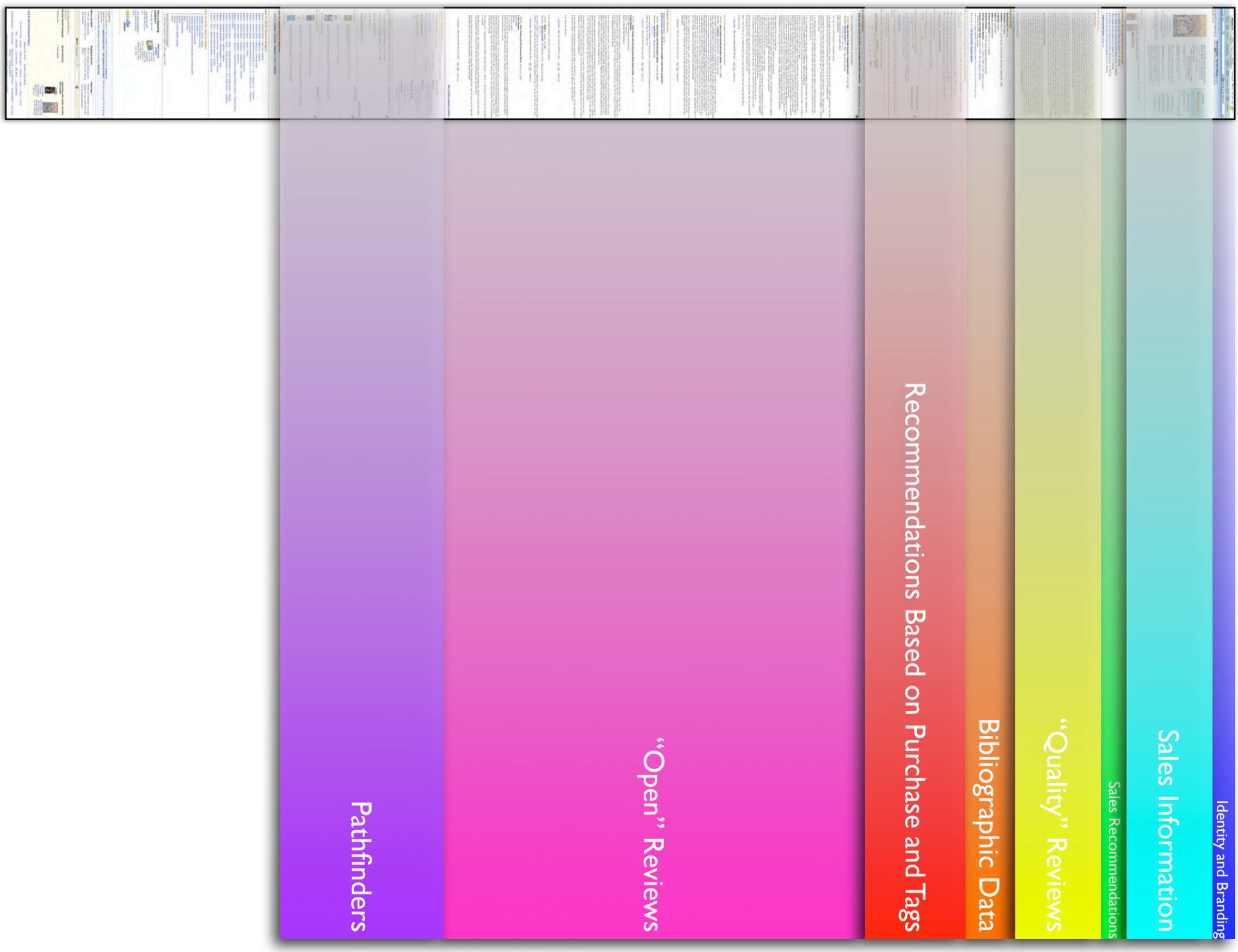

OCLC Open WorldCat

OCPL

National Library of Australia

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Identity and Branding

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“Quality” Reviews

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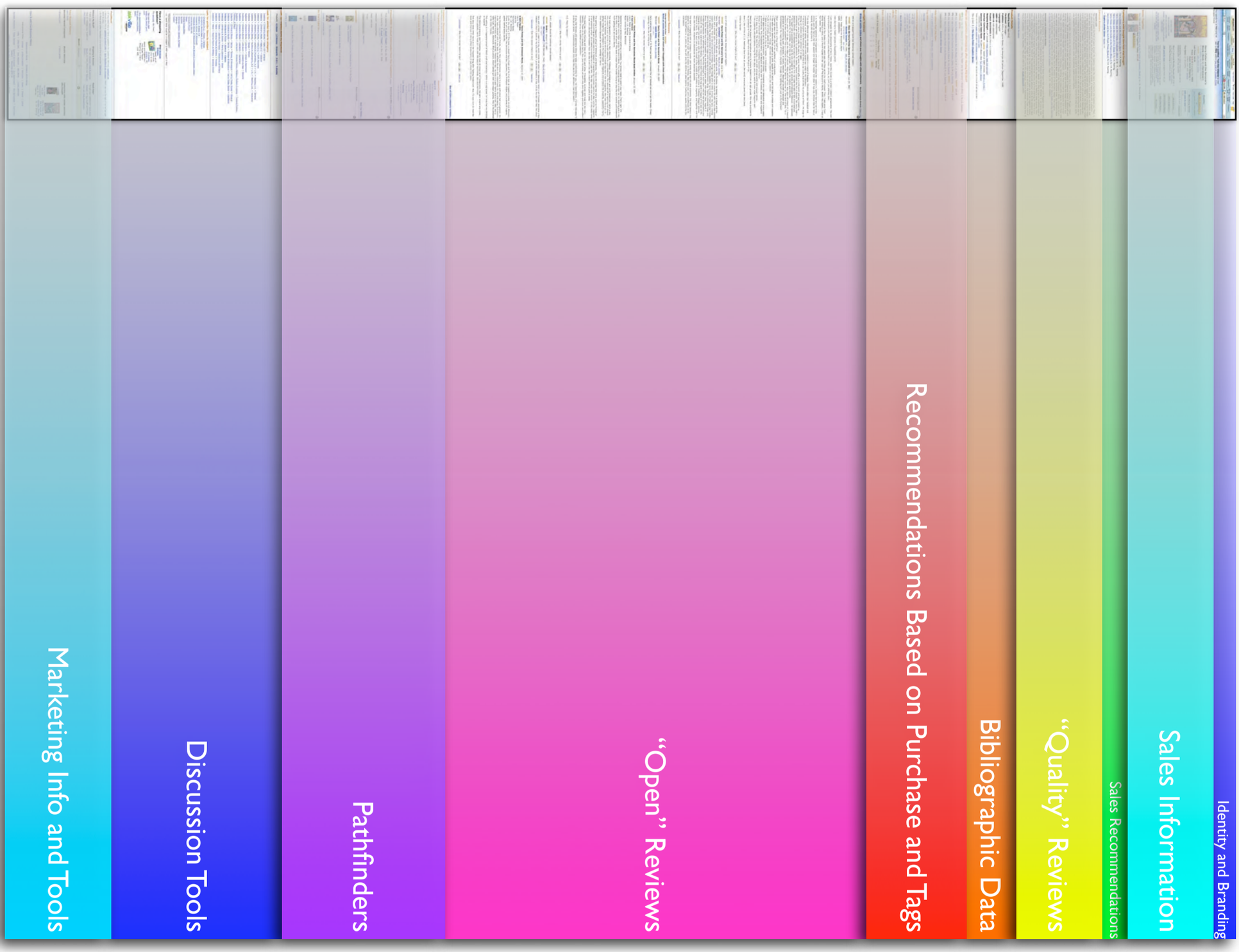

Identity and Branding

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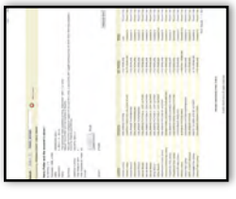
ngress

ustralia



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Participatory Librarianship

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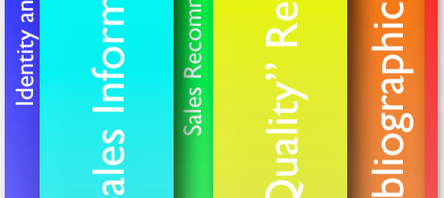

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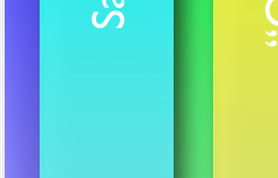

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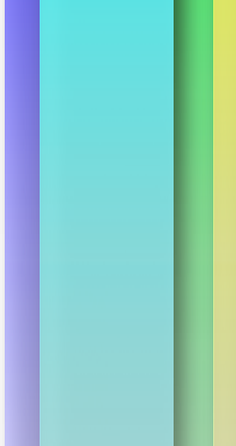

CPL

ldCat

hi!
hi!
hi!
hi!
hi!
hi!
hi!
Participatory Librarianship

Participatory Librarianship

- Knowledge is Created Through Conversation

Participatory Librarianship

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- Libraries are in the Knowledge Business

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If Not Documents, Then What?

Conversations

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Did it Rain June 18th in Yellowstone?

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Conversations

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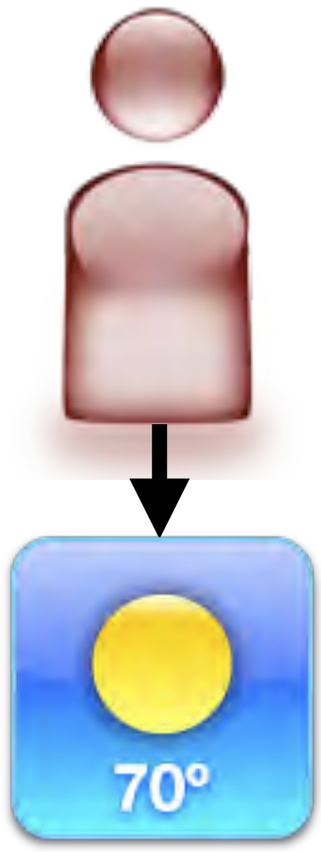

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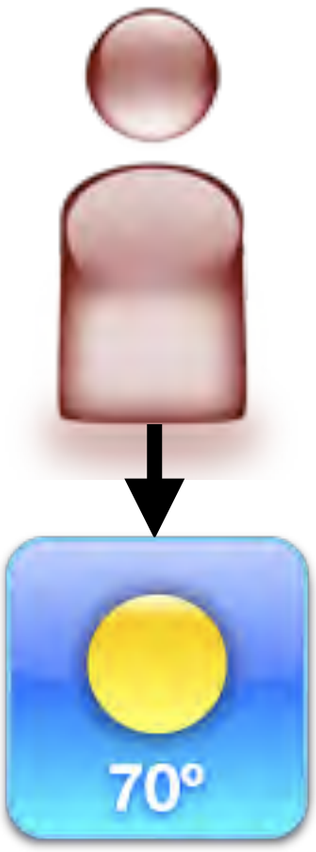

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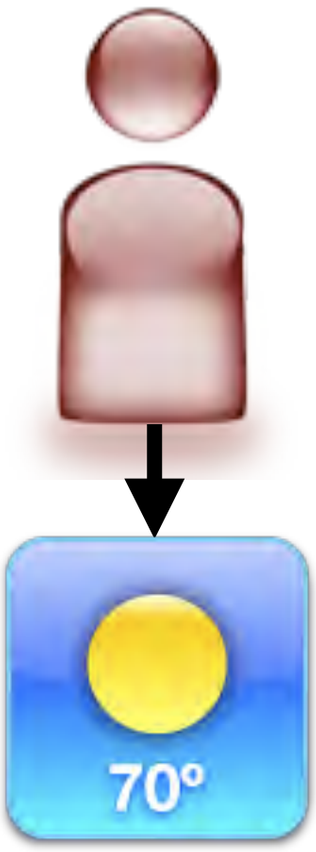

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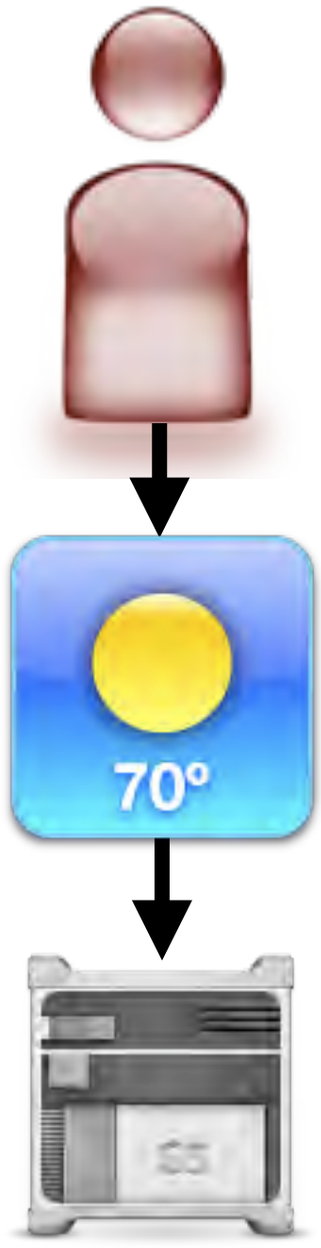

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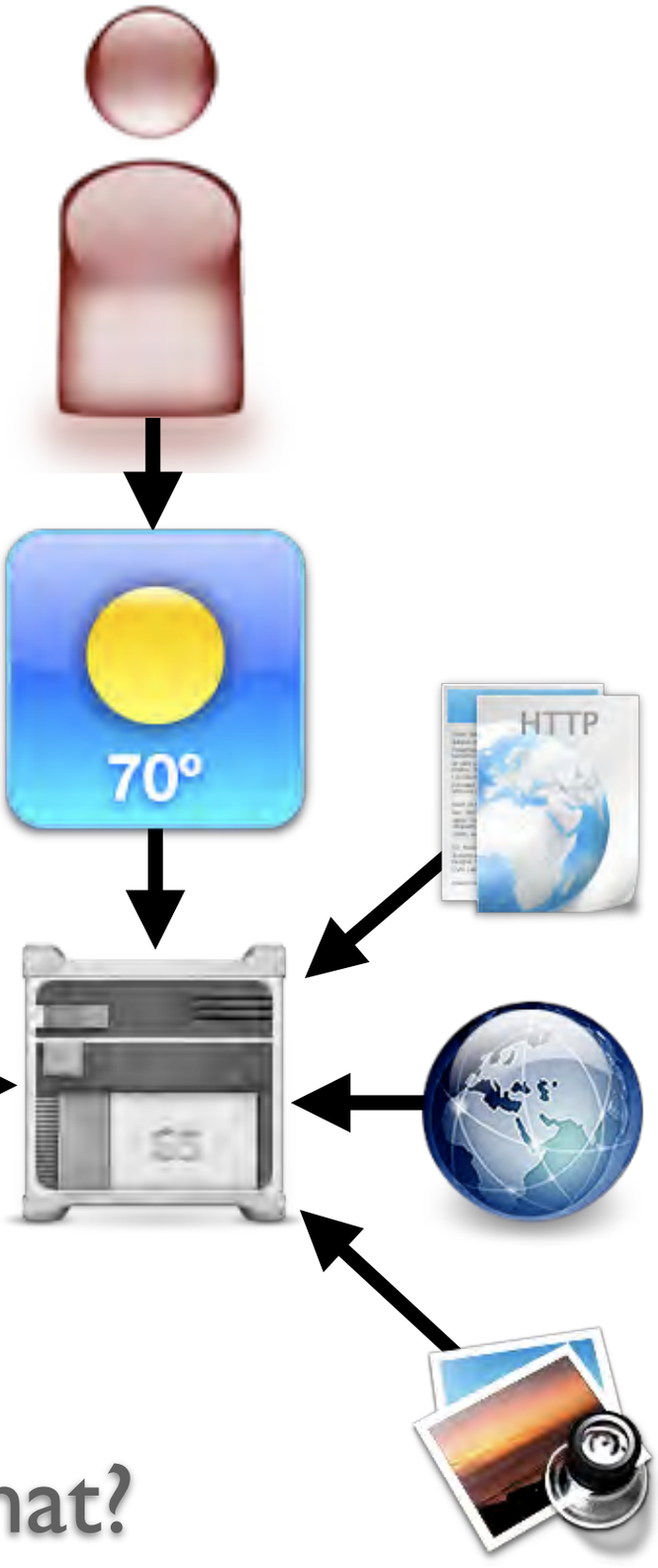

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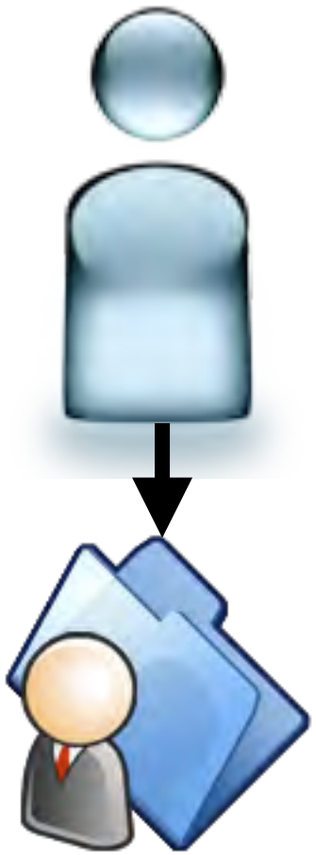

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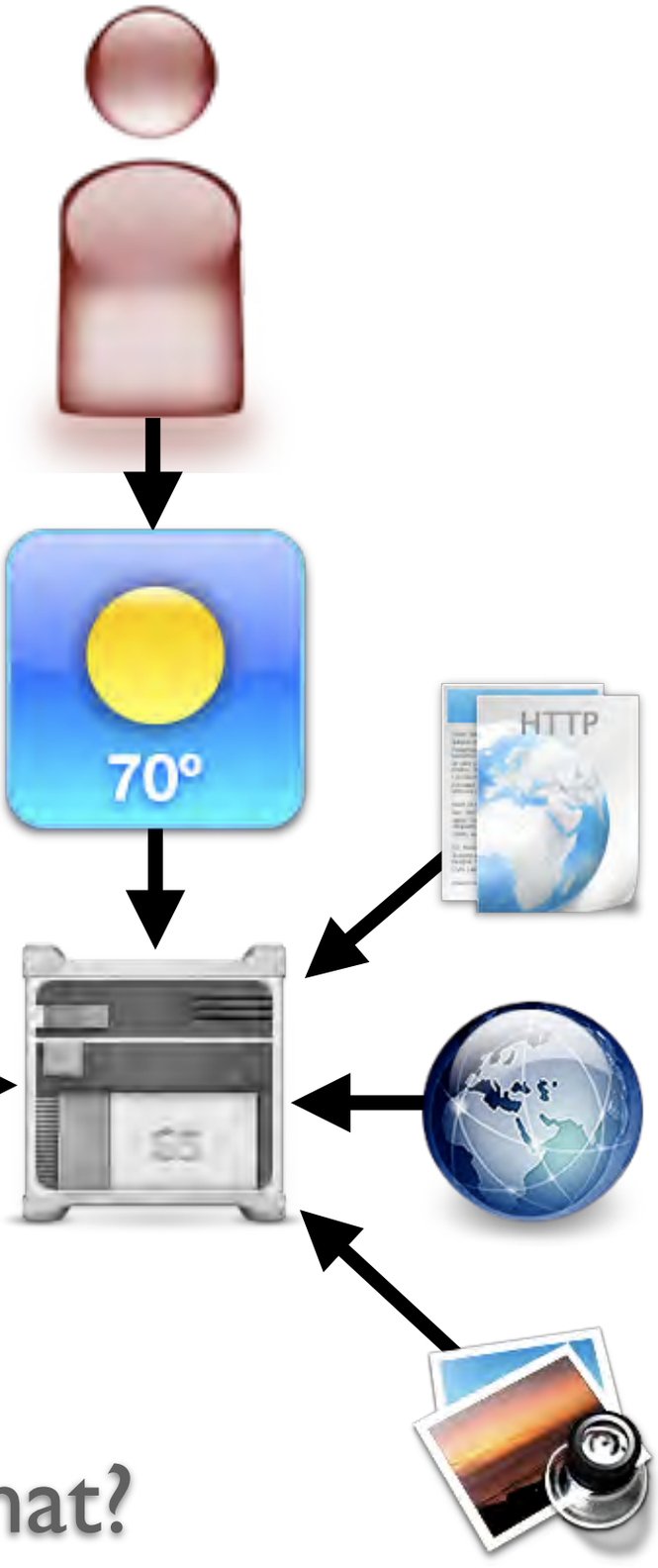

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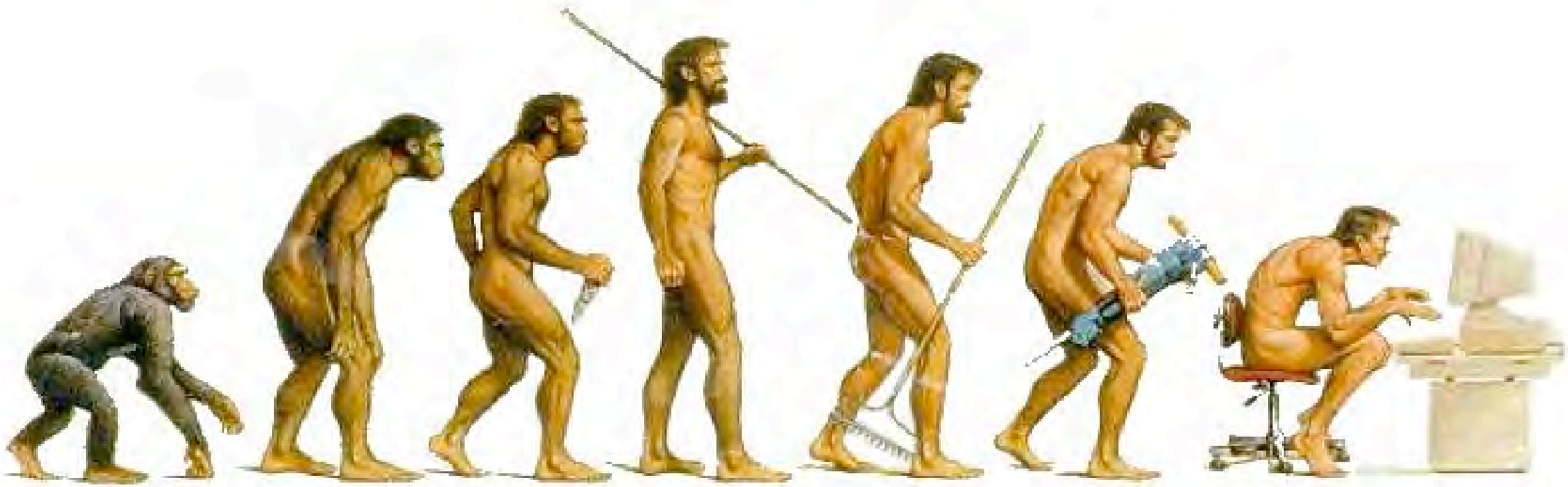
Conversations

Did it Rain June 18th in Yellowstone?

- The User is in Control
- It is ***ALL*** About Learning
- Learning is a Collaborative Conversation
- The Library Serves as Facilitators of Conversation
- True Facilitation with the Community Means Shared Ownership
- Invest in Tools for Creation Over the Collection of Artifacts

Conversations



We Must EVOLVE!

For More on Participatory Librarianship and the Need to Evolve Libraries (and This Presentation):

http://PTBed.org