

# If They Build It They Will Come

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System View to User View











Documents to Conversations

















# User-Based Design







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#### User-Based Design





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#### User-Based Design







Expert Driven	User Derived	User Built
Loaded with Deep Functionality	Loaded with Deep Functionality	Loaded with Shallow Functionality

#### User-Based Design

# User Systems







Expert Driven	User Derived	User Built
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Modal

#### User-Based Design







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# User Systems







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Targeted User

#### User-Based Design

# User Systems



Targeted User





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Collaborative

#### User-Based Design







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# User-Based Design

# User Systems



ILS





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# User Systems



ILS





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**Operating Systems** 

#### User-Based Design







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ILS	Operating Systems	Web 2.0

#### User-Based Design

#### User Systems



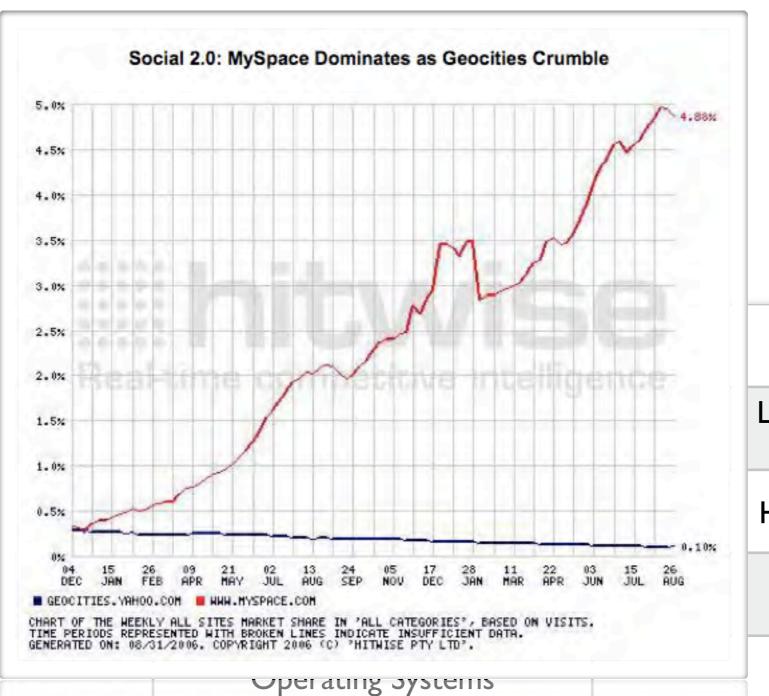


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Targeted User

**ILS** 



User Built

Loaded with Shallow Functionality

Highly Customizable

Social

Web 2.0

#### User-Based Design

#### User Systems



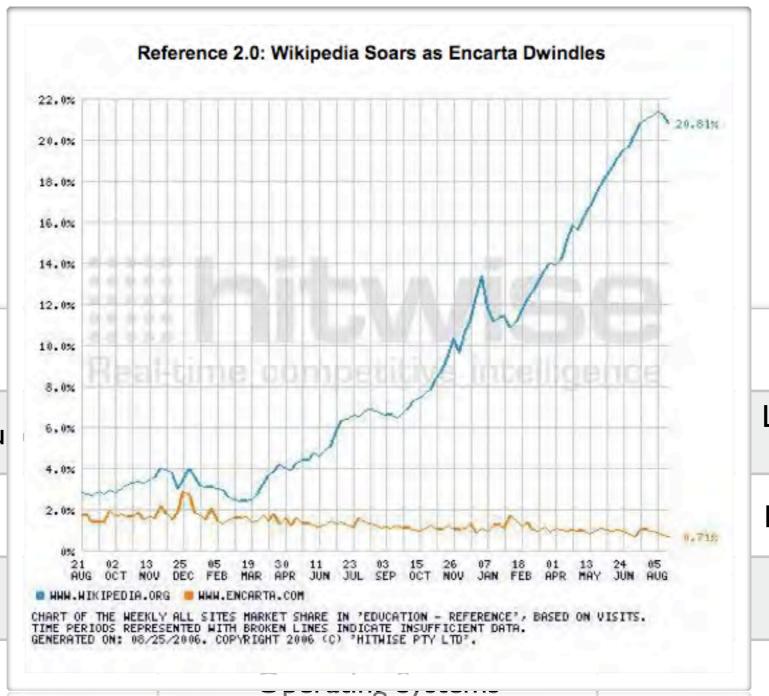


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Modal

Targeted User

**ILS** 





User Built

Loaded with Shallow Functionality

Highly Customizable

Social

Web 2.0

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#### User-Based Design



















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



"Document," "Collection"











Documents to Conversations



"Document," "Collection"

**Append Prefixes** 











Documents to Conversations



"Document," "Collection"

**Append Prefixes** 

"e-Journal," "e-Book"











Documents to Conversations



"Document," "Collection"

**Append Prefixes** 

"e-Journal," "e-Book"

Document Approaches Fail











Documents to Conversations

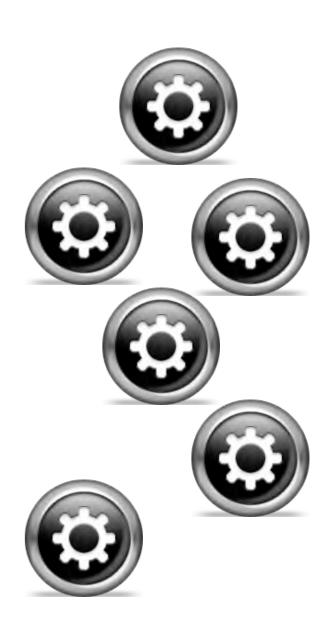
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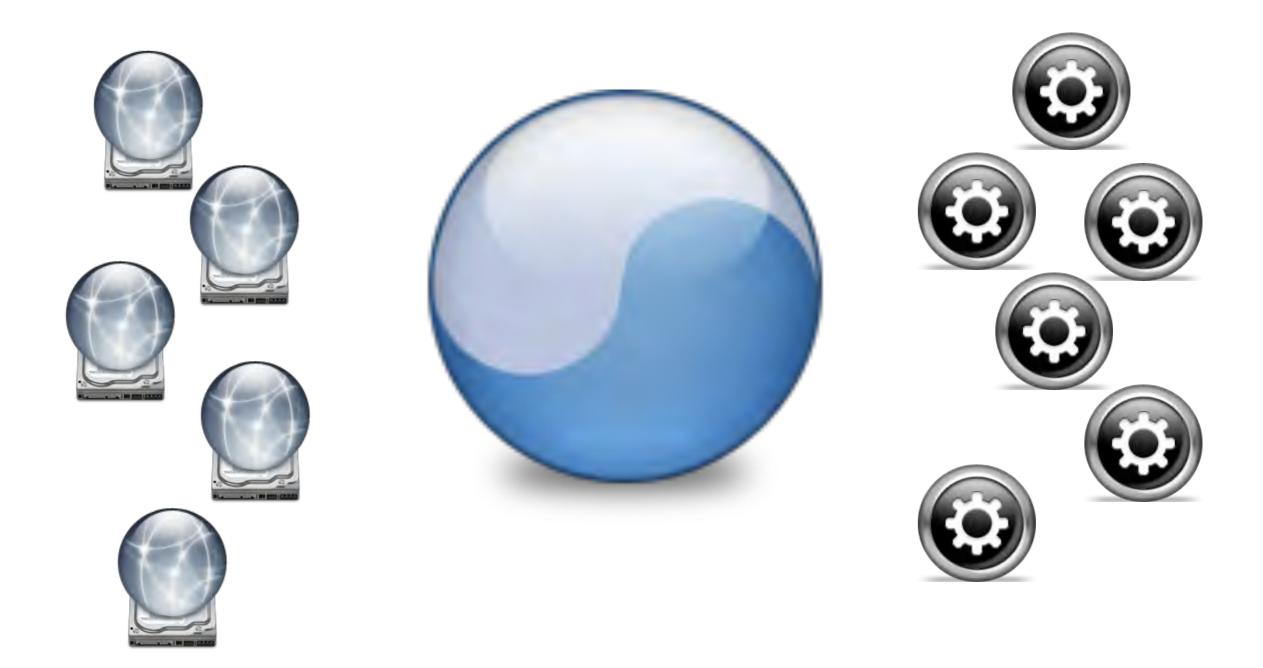


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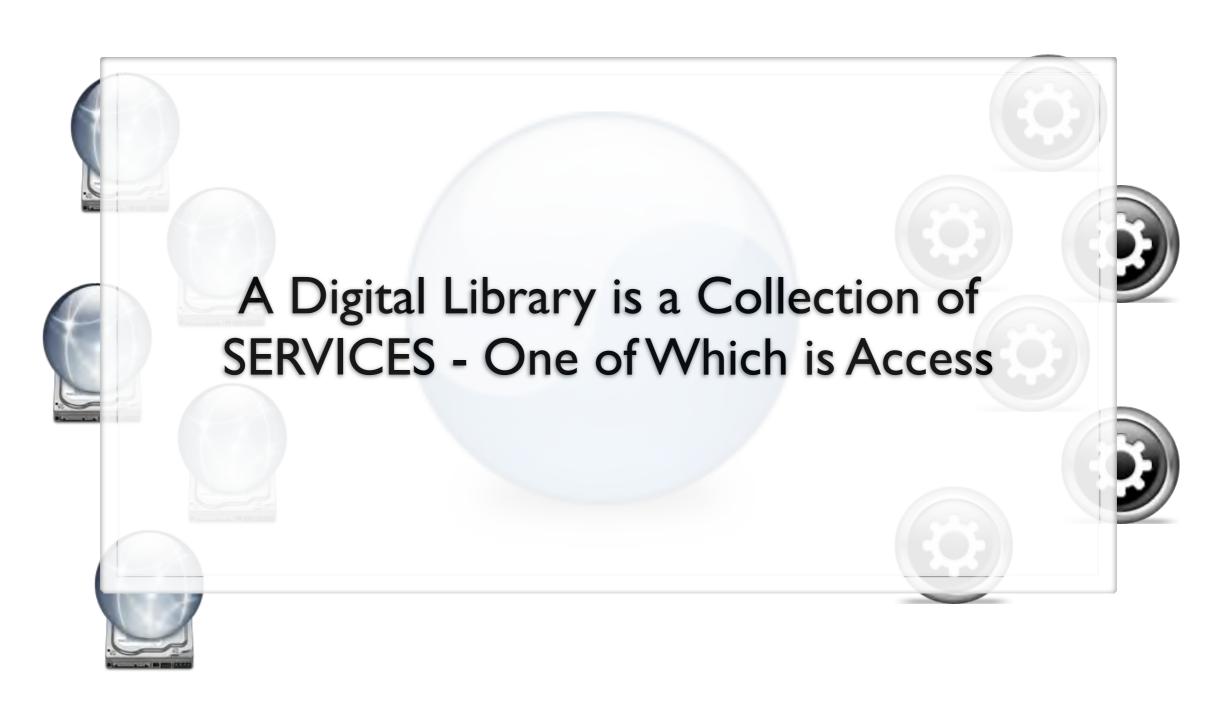




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 What's a MARC Record Look Like for a Facebook Page? A Google Search? A Chat Session?











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

 How Effective is it to Apply LSCH to Virtual Reference Transactions?











- What's a MARC Record Look Like for a Facebook Page? A Google Search? A Chat Session?
- How Effective is it to Apply LSCH to Virtual Reference Transactions?
- WIKI's, GigaPixel Images, Petabyte Simulations











Documents to Conversations

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

 How Effective is it to Apply LSCH to Virtual Reference Transactions?

WIKI's, (

Question to Remember: If Not Documents, Then What?

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# National Library of Australia













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# National Library of Australia













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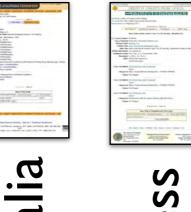
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Sales Information



## National Library of Australia















## National Library of Australia













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Identity and Branding

Sales Recommendations

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Identity and Branding

Sales Recommendations

Sales Information

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Recommendations Based on Purchase and Tags

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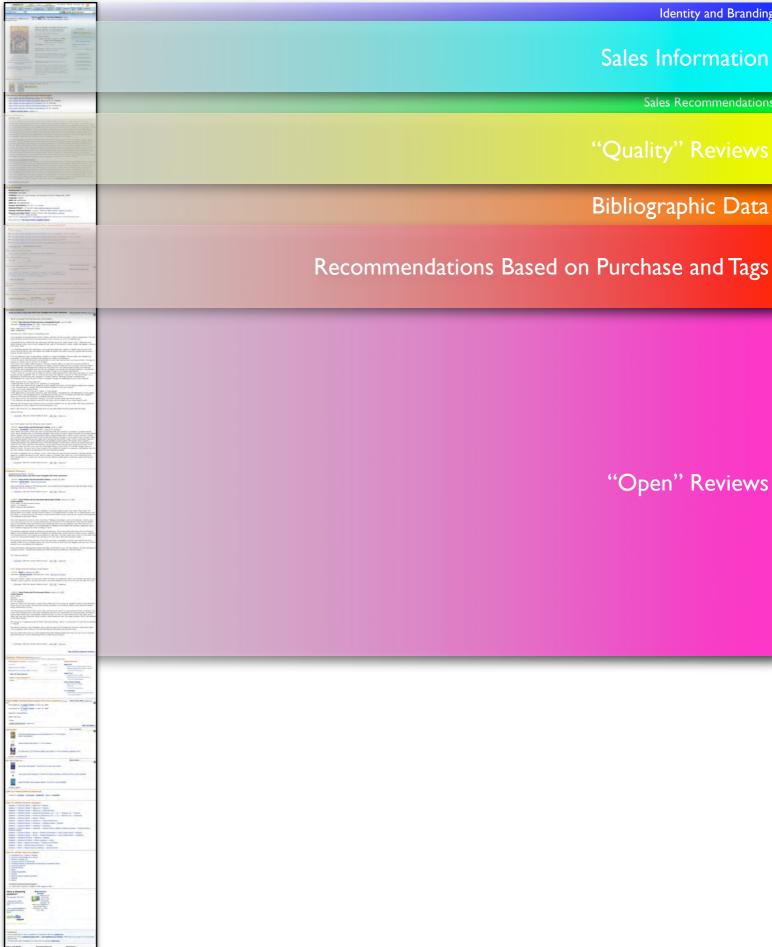
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Identity and Branding







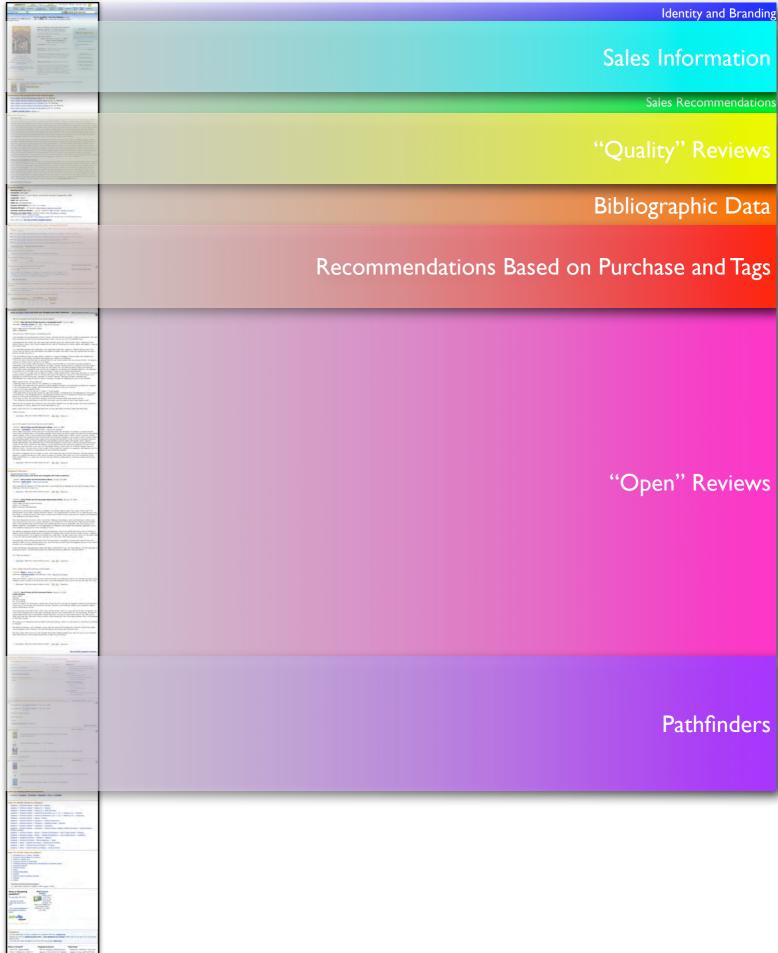






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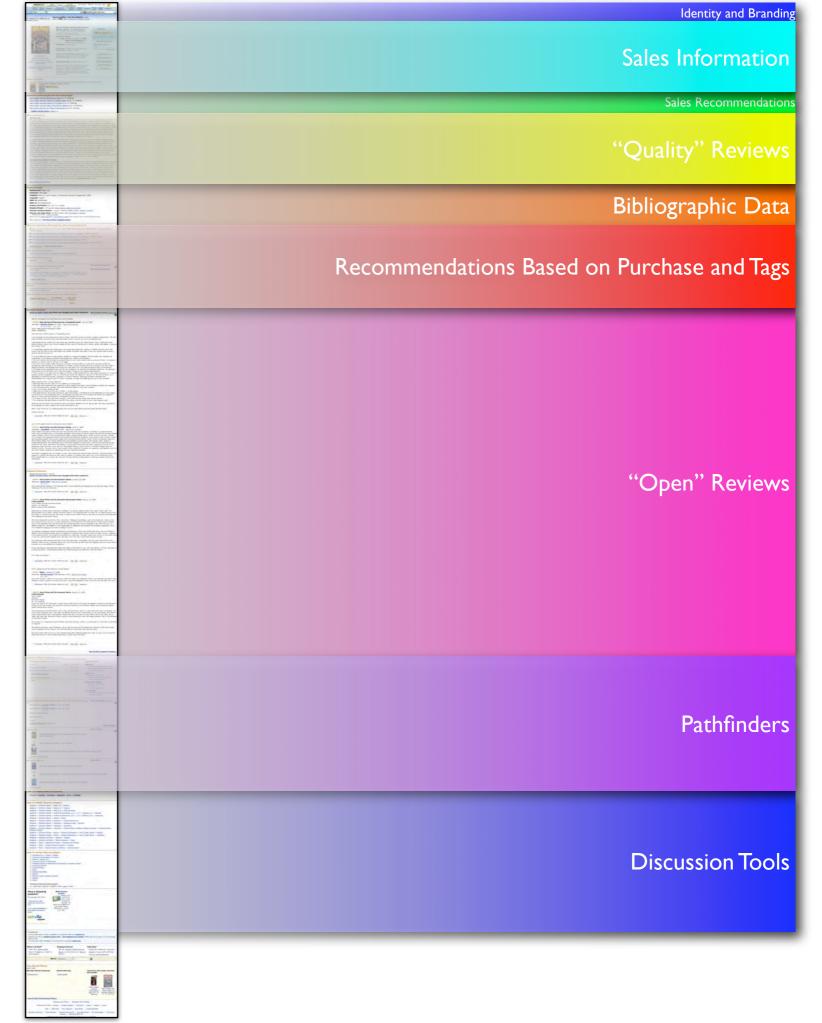






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### National Library of Australia Library of Congress

















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	"Open" Reviews
	Pathfinders Pathfinders Pathfinders Pathfinders
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Marketing Info and Tools































Sales Recommendation

**Identity and Branding** 

Bibliographic Data

Recommendations Based on Purchase and Tags

Question to Remember: If Not Documents, Then What? "Open" Reviews

**Pathfinders** 

**Discussion Tools** 

Marketing Info and Tools





Sales Information

Sales Recommendation

Identity and Branding

Bibliographic Data

Recommendations Based on Purchase and Tags

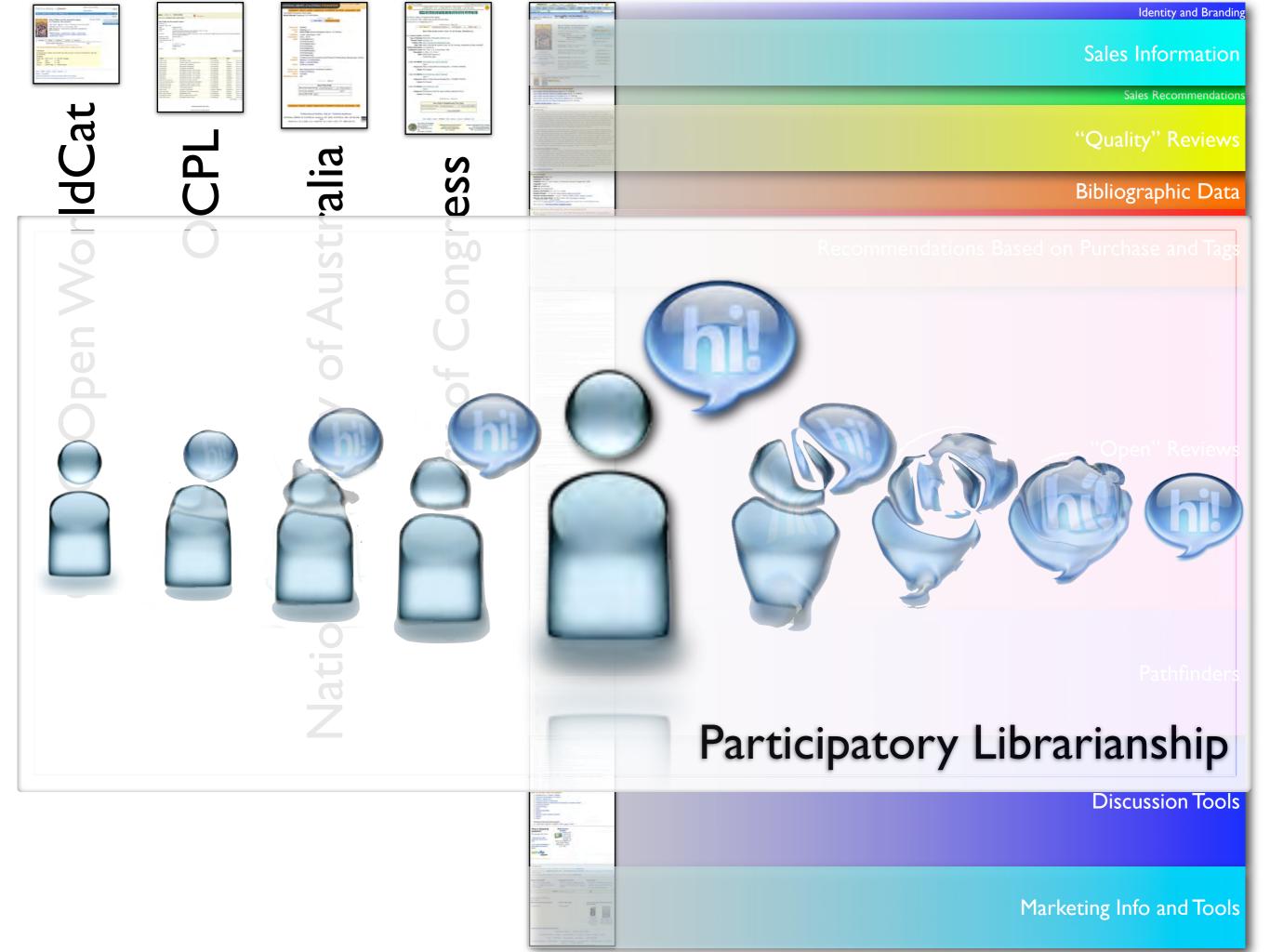
Question to Remember: Why Do User Migrate to "Social" Systems?

"Open" Reviews

**Pathfinders** 

**Discussion Tools** 

Marketing Info and Tools







Knowledge is Created Through Conversation Participatory Librarianship  Knowledge is Created Through Conversation

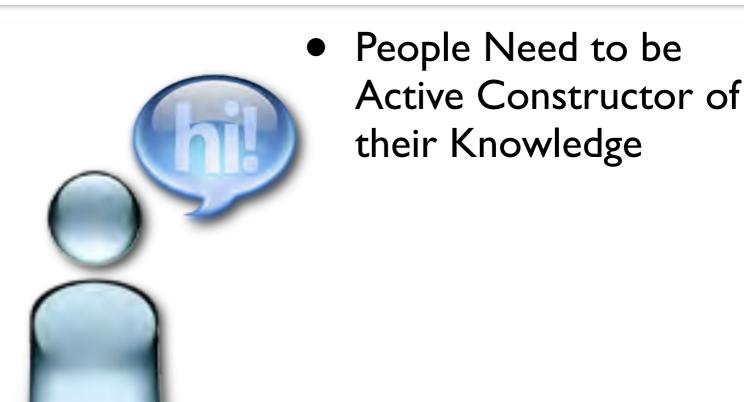
 Libraries are in the Knowledge Business



- Knowledge is Created Through Conversation
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- Therefore, Libraries are in the Conversation Business



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Participatory Librarianship

If Not Documents, Then What?

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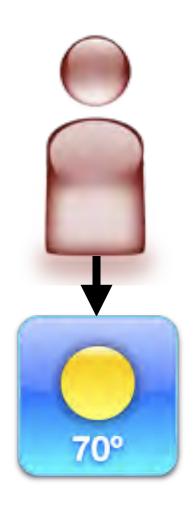
Participatory Librarianship



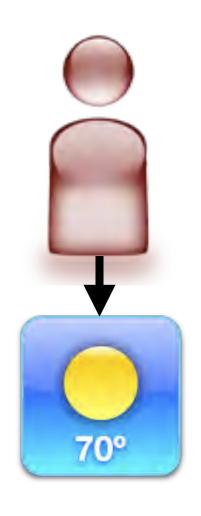








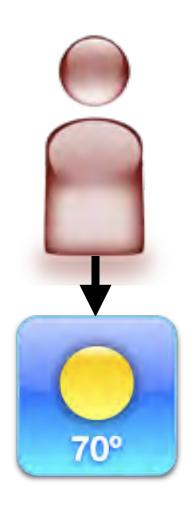






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How Sure Are You?





Yes

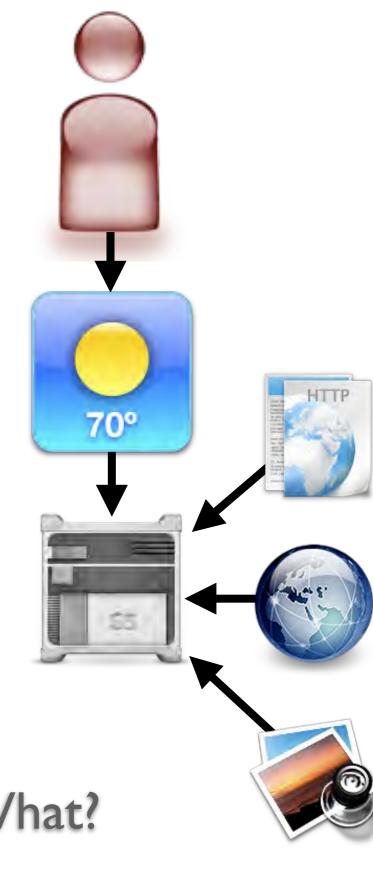
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Yes

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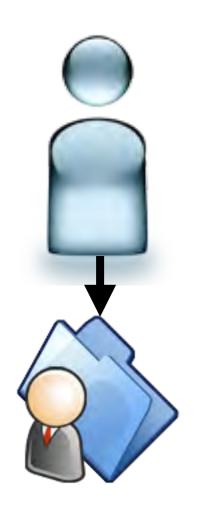




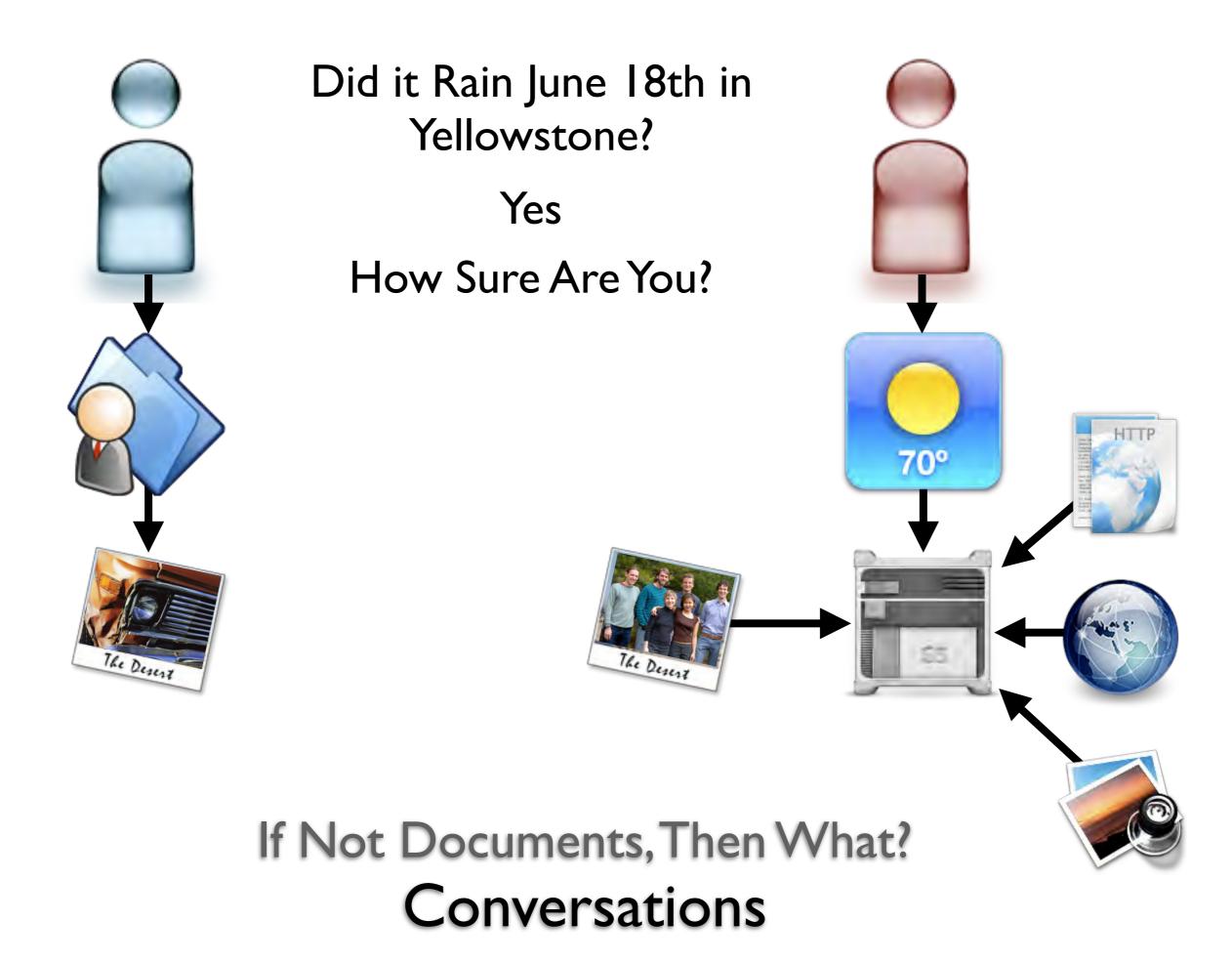
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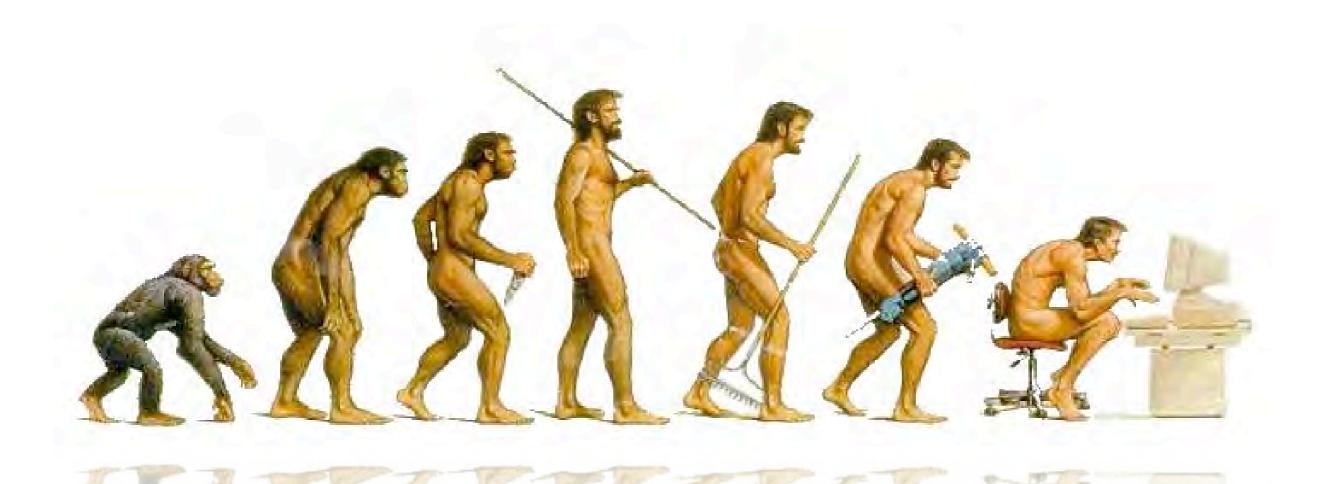




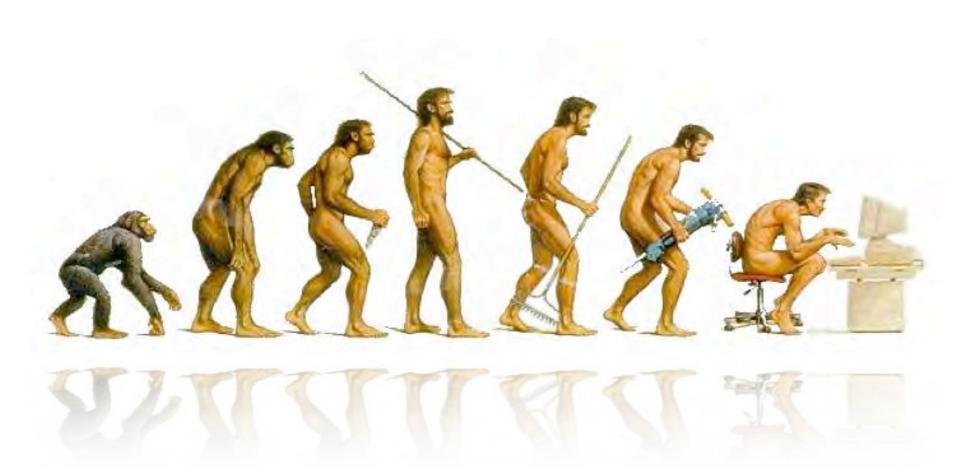


- The User is in Control
- It is **ALL** About Learning
- Learning is a Collaborative Conversation
- The Library Serves as Facilitators of Conversation
- True Facilitation with the Community Means Shared
   Ownership
- Invest in Tools for Creation Over the Collection of Artifacts





# We Must EVOLVE!





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

http://PTBed.org