



Library 2.0

– a new participatory context

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LIBRARY
2.0
POINTOH
.FI



Outline

➤ Short presentation of our ongoing research project

➤ What is Library 2.0? Definition & model

➤ A deeper look into the building blocks of Library 2.0

➤ The future – is there a Library 3.0?



Library 2.0

– a new participatory context

- Research project at the Department of Information Studies, Åbo Akademi University 2008-2011
- Funded by the Academy of Finland
- <http://library2pointoh.fi>
- We will publish a book about Library 2.0 in the fall 2009 (in Sweden and Finland)

The research team



Professor Gunilla Widén-Wulff
Project leader, supervisor



PD Isto Huvila
Information service 2.0



Kim Holmberg
Webometric research in Web 2.0 and Library 2.0



Outi Nivakoski
Opinions and trends in library blogspace



Maria Kronqvist-Berg
The context and stakeholders of public library 2.0 in action

What is Library 2.0?

M. E. Casey coined the term in 2005

Any service, physical or virtual, that successfully reaches users, is evaluated frequently, and makes use of customer input is a Library 2.0 service.

D. Fichter (2006)

Library 2.0 = (books 'n stuff + people + radical trust) x participation

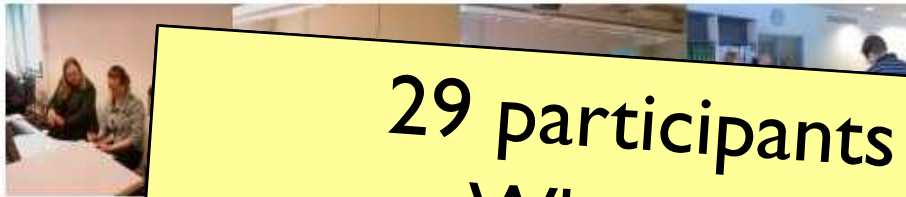
J. M. Maness (2006)

The application of interactive, collaborative, and multi-media web-based technologies to web-based library services and collections.



Library 2.0 Workshop

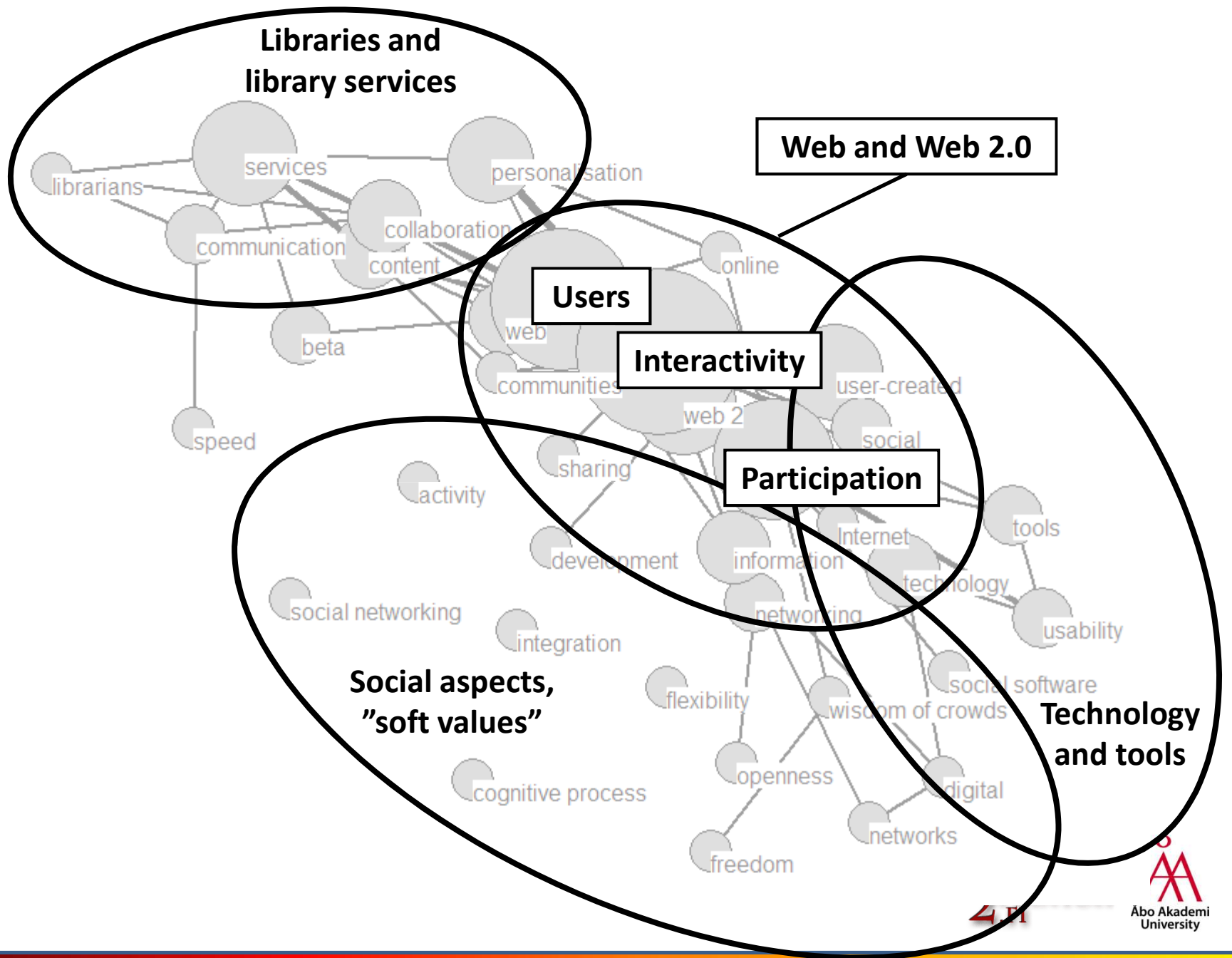
L2 Symposium



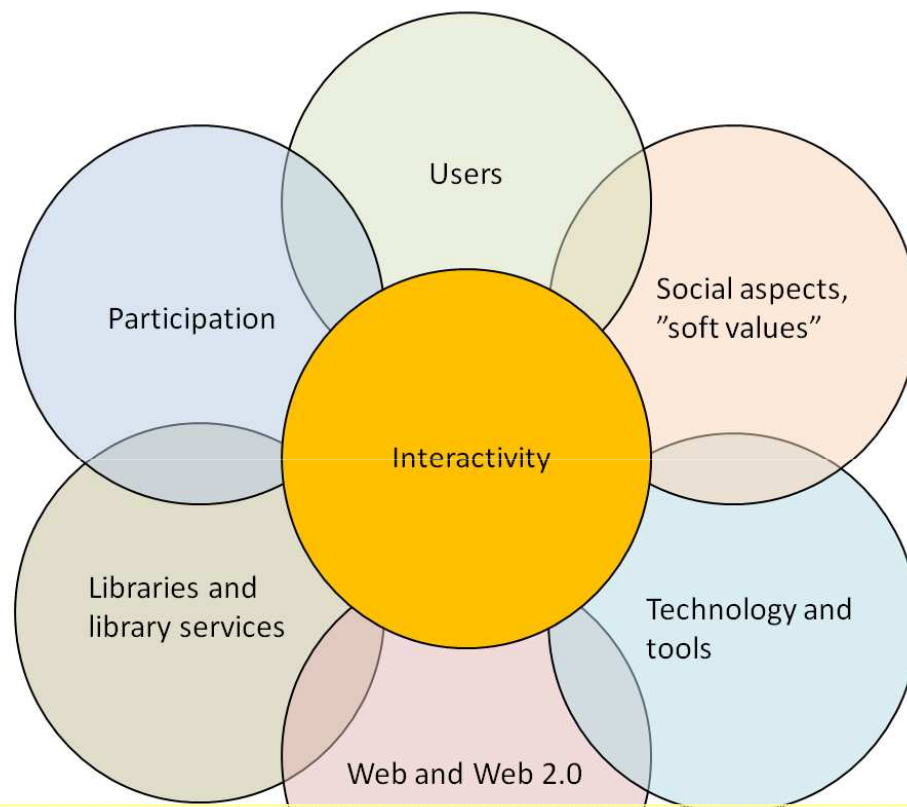
29 participants answered:
What is Library 2.0?

4 researchers indexed
the answers

Keywords that 3-4
researchers had used
were used for co-word analysis



The seven building blocks of Library 2.0



Our definition: Library 2.0 is a *change in interaction* between users and libraries in a new culture of participation catalyzed by social web technologies.

<http://bibliotekax.wordpress.com/>



Web and Web
2.0

Technology
and tools

Libraries and
library
services

Social aspects,
"soft values"

Users

Interactivity

Participation

Livskraft

22 maj, 2009



En bok som jag helst skulle ha stående hemma i bokhyllan. Att bläddra i för goda råd om hur vi genom att äta rätt, hantera stress, sova, träna och ge själen stimulans sköter vår kropp och bygger upp kroppens försvar. Boken har dessutom läckra och enkla recept och fina bilder. Den är skriven av medicine doktor Helena Nyblom. /L-L

Finns boken inne?

Inga kommentarer » | Allmänt | Permalänk
Publicerat av bibliotekax

Bibliotekskatalogen ur funktion tisdag och onsdag

Allmänt
Biblioteket
tipsar Evenemang
Kultur Litteraturdagarna
Webbtjänster

TAGGAR

Äppelhylla Talböcker Teckenspråk
Lättläst Webbkamera Åländsk
musik åländska böcker barn

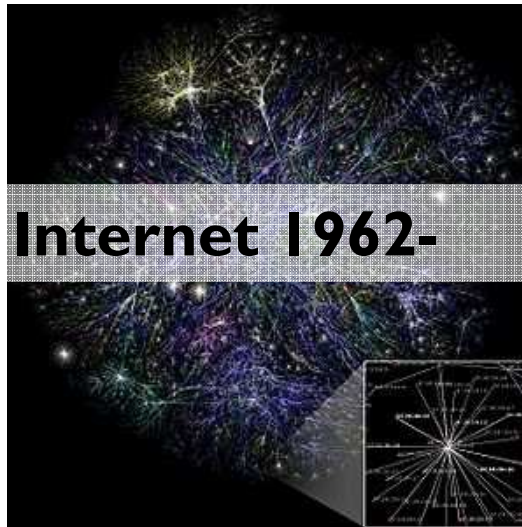
barnböcker Barnens söndag
Bibliotek Biblioteksvision dans
deckare E-böcker Fantasy film
fritidsvanor Handböcker Hemsidan
historia Indien instruktionsböcker
kåserier KK-hus Läsplatta

Litteratur Lyssna

Musik parkeringsbygge Psykologi
Readspeaker ryska språkkurser
Synskadade Teater tidskrift
trädgårdsböcker

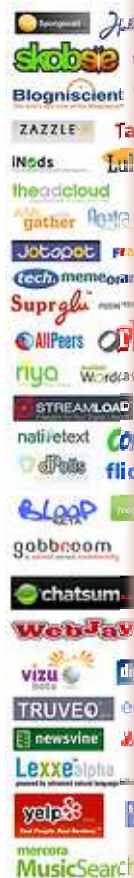
ungdomsböcker

Technology and tools

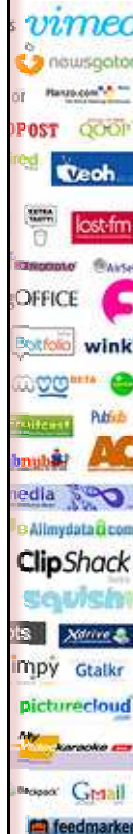


Web and Web 2.0

read only →
read/ write



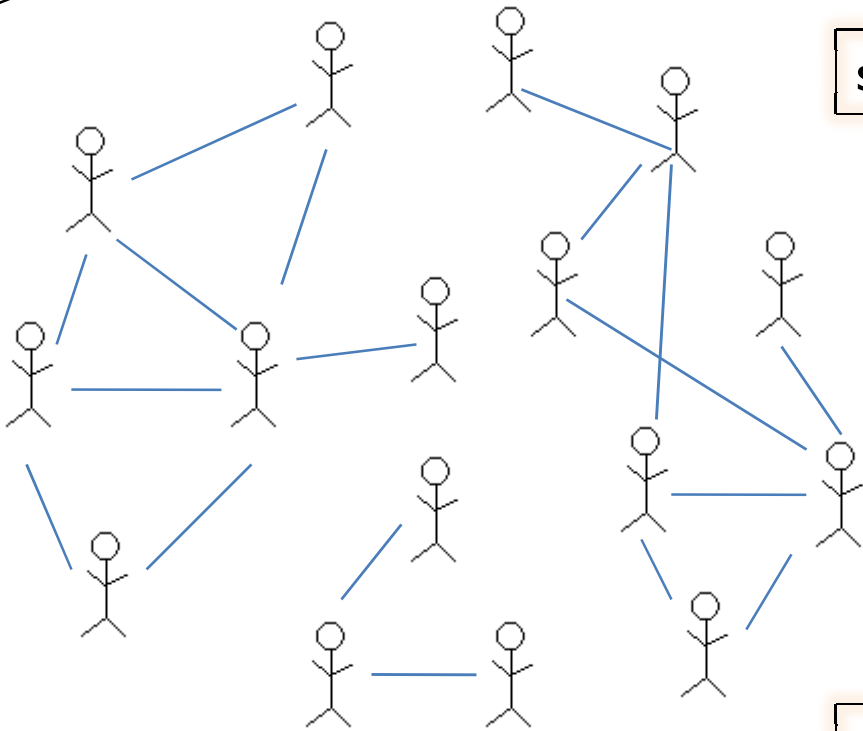
- blogs (Wordpress, Blogger)
- wikis (Wikipedia, Libsuccess.org)
- social networks (Facebook, LinkedIn, Ning)
- podcasts & vodcasts (iTunes, YouTube, Podradio.nu)
- folksonomies (Delicious, LibraryThing)



user generated
content
power of the crowd
participation
openness

Social aspects

a growing information society



social technology

communication

social networks

trust and freedom



Libraries and services

the library as a place

library collections

librarian 2.0:

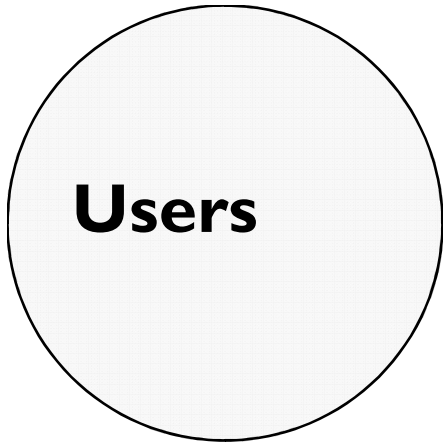
- Internet minded and competent
- interactive
- user oriented
- up-to-date
- active
- producer
- open

1) traditional web services + 2.0 service (blogs, podcasts)

2) Service & catalog 2.0 (biblioteket.se)

3) Libraries in external 2.0 services (Facebook, Flickr)

"The library is a growing organism"
S. R. Ranganathan,
1931



library use

- decreasing?
- traditional

reading behavior

- different on screen than on paper
- a mix of text, pictures and audio

social web use

- entertainment
- networking
- group pressure
- perceived usefulness

Generations Explained

Generation Name*	Birth Years, Ages in 2009
Gen Y (Millennials)	Born 1977-1990, Ages 18-32
Gen X	Born 1965-1976, Ages 33-44
Younger Boomers	Born 1955-1964, Ages 45-54
Older Boomers	Born 1946-1954, Ages 55-63
Silent Generation	Born 1937-1945, Ages 64-72
G.I. Generation	Born -1936, Age 73+

library user 2.0

- web user
- participating
- demanding
- producer
- interactive
- experience seeker
- independent

Jones, S., & Fox, S. (2009). *Generations Online in 2009*. Pew Internet & American Life Project,.

Participation

Why?

- to be a part of something
- personal interest and satisfaction

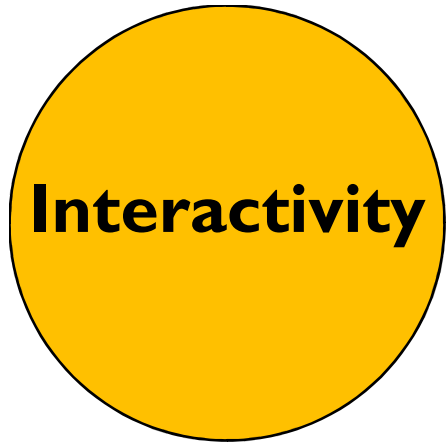
voluntary work

open source
(SourceForge.net)



1% heavy contributors
9% intermittent contributors
90% lurkers

(Nielsen 2006)



demanding

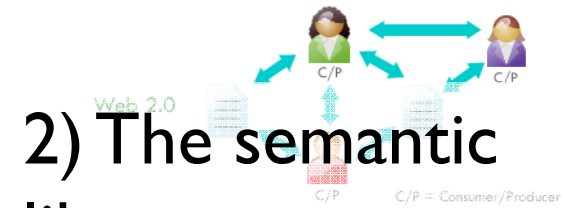
both physical and
virtual



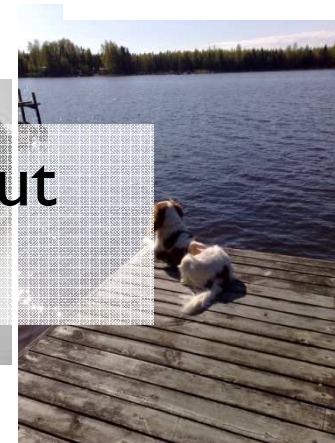
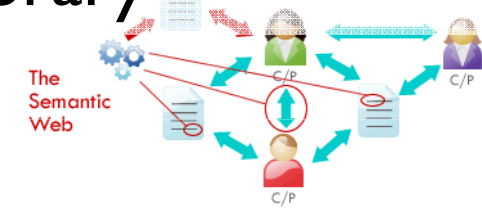
rewarding



The future – Library 3.0?



2) The semantic library



The library is a growing organism!

