
Defining Academic Library 2.0: Lessons Learned from Web 2.0

Michael C. Habib

habib@unc.edu

05/03/2006

INLS 342

What is Library 2.0 (L2)?

■ **Origins**

- ❑ Coined in September 2005 (Casey)
- ❑ Used at Internet Librarian 2005 (Stephens)
- ❑ Direct roots in Web 2.0

■ **Debate**

- ❑ Mostly public librarians (and Talis)
 - ❑ Mostly bloggers
 - ❑ Overly broad definition and confrontational (Crawford, 2006)
-

The Broad Definition

“L2 is, to me, a service philosophy built upon three things; a willingness to change and try new things; a willingness to constantly re-evaluate our service offerings; and finally, a willingness to look outside our own world for solutions, be they technology-driven or not (this is where Web 2.0 fits in).”

-Michael Casey

The Narrow Definition

Library 2.0:

The application and adaptation of the Web 2.0 model to the library environment (both virtual and physical).

So what is Web 2.0?



“Architecture of Participation”

■ **Read/Write web**

- Blogs, wikis, social networking sites
- AJAX, Flash
- Conversation not broadcast

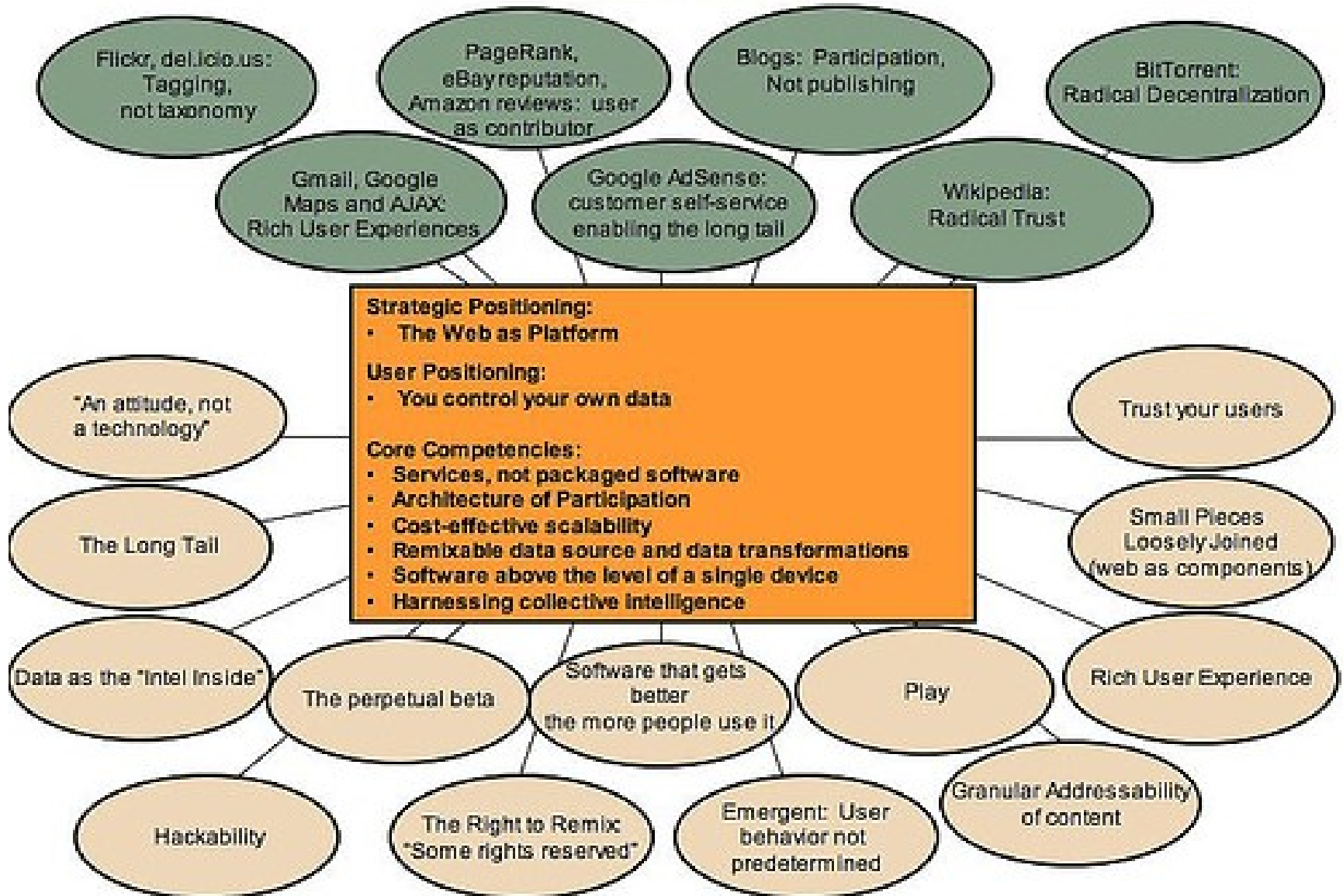
■ **Collective intelligence**

- Wikipedia, Amazon reviews, PageRank, Tagging

■ **“Data as the ‘Intel Inside’” (O’Reilly, 2005)**

- More users → better data sets
 - OpenAPI’s, Mashups
-

Web 2.0 Meme Map



Main users of Web 2.0?

Teenagers/Millennials (Lenhart, 2004)

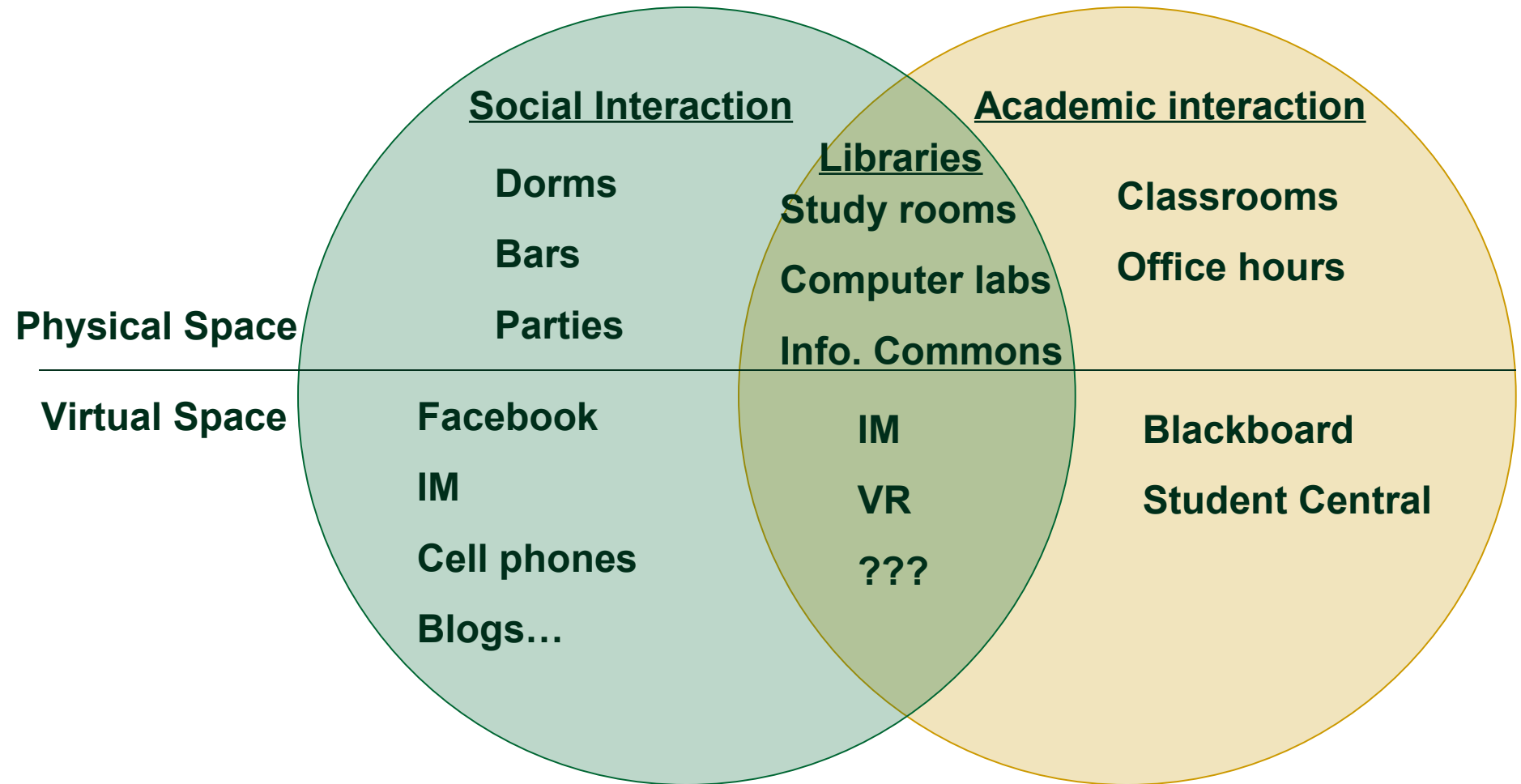
+

Broadband users (Lenhart, 2004)

= Undergraduates

- ❑ New technologies readily accepted by freshman (Stutzman, 2006)
 - ❑ Facebook, IM, Amazon, Google...
-

Collaborative software @ Library.edu?



Academic L2 Datasets

- **Monopoly on classroom data?**
 - Registration information, syllabi, Blackboard
 - Offer personalized suggestions

 - **Monopoly on research habit data?**
 - Circulation, database and journal usage
 - Other people studying your topic have used...
 - Different from Amazon.com's data!

 - **Monopoly on catalog records**
 - Controlled vocabularies
-

Harnessing Collective Intelligence

■ **Folksonomies**

- Tagging alongside taxonomies

■ **Reviews**

- Open Worldcat (**Example**)

■ **Book discussion**

- Local discussion? Class or department related?

■ **Is it too late? (Example)**

- Data sharing/mashup with Amazon?
-

Library 2.0 requires...

- **Radical trust of users = Loss of control**
 - Folksonomies, reviews, blogs, communities, etc.
 - Conversation **not** broadcast

 - **Creating and leveraging unique data sets**
 - Strict privacy standards & better security

 - **Mashups with other data/software**
 - Greater push towards open standards
 - Greater control of our datasets from ILS vendors
 - Less control with users
 - Formal partnerships with outside organizations
-

Questions?

Einstein gets it!

This work is licensed under the Creative Commons Attribution-NoDerivs 2.5 License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nd/2.5/> or send a letter to Creative Commons, 543 Howard Street, 5th Floor, San Francisco, California, 94105, USA.