Sleeper 2.0 – Agitprop problem solving

If we don't call it Library 2.0 does it still solve problems? Jessamyn West will talk about using new technologies in tiny Central Vermont libraries and discuss why innovation doesn't have to involve the hard sell. Previous technological carrot/stick arrangements for moving libraries forward have promised and not delivered. We'll look at the differences between then and now with an eye towards what's coming up.
“Department for Agitation and Propaganda, which was part of the Central and regional committees of the Communist Party of the Soviet Union. The department was later renamed Ideological Department.”

propaganda acts on the mind
agitation acts on the emotions

I'll be talking a little bit about motivators that combine these and what works in my libraries.
it drove Melvil CRAZY that things were disorganized nowadays we call this OCD libraries as CALM places of ORDER has been the trend for 150 years it will take more than a few librarians using twitter to change that let’s look at what works and what doesn’t.
Hearts and Minds campaigns typically refer to Liberal, Western governments that are attempting to liberate oppressed people from communism, fascism or religious theocracies.

When an oppressed people live in fear of local warlords or thugs, liberating forces like the Provincial Reconstruction Teams and U.S. Army Civil Affairs units try to protect them and help them rebuild schools and infrastructure in order to pry their allegiance away. [http://en.wikipedia.org/wiki/Hearts_and_Minds_%28Vietnam%29]

but the image is from Love & Rockets
"a phrase that can criticize either government policies to pacify the citizenry, or the shallow, decadent desires of that same citizenry. In both cases, it refers to low-cost, low-quality, high-availability food and entertainment that have become the sole concern of the People, to the exclusion of matters that some consider more important: e.g. the Arts, public works projects, human rights, or democracy itself. The phrase is commonly used to refer to short-term government palliatives offered in place of a solution for significant, long-term problems.

How do we get people to enjoy their low paying low status jobs? We let them dress like fairies and unicorns.

http://en.wikipedia.org/wiki/Bread_and_circuses
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A disruptive technology or disruptive innovation is a technological innovation, product, or service that eventually overturns the existing dominant technology or status quo product in the market.

what's its opposite?
what’s its opposite?

compliant?
what’s its opposite?

compliant?

obstructionist?
what's its opposite?
compliant?
obstructionist?
stalwart?
what’s its opposite?

compliant?
obstructionist?
stalwart?
traditional?
democracy gives us budgets that we vote on – in libraries we have
- extremely local control
- small budgets
- jobs that never turn over – “clean work”

Pittsfield Library has a blog – How do we get things to CHANGE and/or MOVE?
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Bill and Melinda Gates Foundation - we give you computers you run our software
OCLC - we give you records, you give us records and money
WebJunction - we give you... what the Gates Foundation didn't and you give us money
non-profits

audiobooks, digital books, ebooks, ibooks, mybooks
st\textipa{iks}
which one sometimes depends on how big your organization is....

Bernie Margolis, for example
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strong at DNC
Roxbury, VT

needs: a bathroom, a second computer, running water
has: 24/7 wifi, broadband, free parking, a librarian who raises llamas
NYPL restructuring problem
digital initiatives
800 lb gorilla
don’t let people take their data
Washington, VT

needs: a ramp, an accessible bathroom, librarian needs health insurance
how do we fix the myspace IM problem? with firefox and/or ubuntu
has: 24/7 wifi, two ubuntu computers on two floors
Seattle's new Central Library is a blazing chandelier to swing your dreams upon

“our government can't understand basic facts when strong interests have an interest in its misunderstanding.”
http://www.lessig.org/blog/2007/06/required_reading_the_next_10_y.html

http://flickr.com/photos/stewart/69595897/
http://flickr.com/photos/musicamang/319201489/

really?
Tunbridge, VT
Please turn OFF your cell phone!
NO CELL PHONE USE IN THE LIBRARY!
Thank you for your cooperation!

Library Director

http://www.flickr.com/photos/travelinlibrarian/sets/72157594237320616/
Oh Hai, Manifesto?

http://flickr.com/photos/gaz/3115948/
Oh Hai, Manifesto?

http://flickr.com/photos/gaz/3115948/
the WHY CHEAP ART? manifesto

PEOPLE have been THINKING too long that
ART is a PRIVILEGE of the MUSEUMS & the
RICH.  ART IS NOT BUSINESS!
It does not belong to banks & fancy investors
ART IS FOOD. You cant EAT it BUT it FEEDS
you. ART has to be CHEAP & available to
EVERYBODY. It needs to be EVERYWHERE
because it is the INSIDE of the
WORLD.

Oh Hai, Manifesto?

http://flickr.com/photos/gaz/3115948/
Shared Responsibilities

- We share a responsibility to begin from a position of mutual respect. — Only after a party makes an ass of themselves should we be free to make disparaging comments about them.
- We share a responsibility to communicate well.
- We share a responsibility to establish and maintain a rational enhancement process.
- We share a responsibility to keep the needs of the end-user paramount.
- We share a responsibility to lighten up and have fun! — I mean, no one dies in libraries. Let's get some perspective.

http://techessence.info/manifesto/ “no one dies in libraries, Let’s get some perspective”
1. open read only db access
2. A full-blown, W3C standards-based API to all read-write functions
3. The option to run the ILS on hardware of our choosing, on servers that we administer
4. High security standards
we’re beyond this

http://flickr.com/photos/aaronschmidt/2008183619/
honey I like you both in different ways....
In 1938, Alfred Kazin began work on his first book, “On Native Grounds.” The child of poor Jewish immigrants in Brooklyn, he had studied at City College. Somehow, with little money or backing, he managed to write an extraordinary book, setting the great American intellectual and literary movements from the late nineteenth century to his own time in a richly evoked historical context. One institution made his work possible: the New York Public Library on Fifth Avenue and Forty-second Street. Kazin later recalled, “Anything I had heard of and wanted to see, the blessed place owned: first...”
honey I like you both in different ways....
For now and for the foreseeable future, any serious reader will have to know how to travel down two very different roads simultaneously.

http://www.newyorker.com/reporting/2007/11/05/071105fa_fact_grafton

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[BOTH]

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honey I like you both in different ways....
For now and for the foreseeable future, any serious reader will have to know how to travel down two very different roads simultaneously.

No one should avoid the broad, smooth, and open road that leads through the screen.
For now and for the foreseeable future, any serious reader will have to know how to travel down two very different roads simultaneously. [BOTH]

No one should avoid the broad, smooth, and open road that leads through the screen. [COMPUTER]
For now and for the foreseeable future, any serious reader will have to know how to travel down two very different roads simultaneously.
[BOTH]

No one should avoid the broad, smooth, and open road that leads through the screen.
[COMPUTER]

But if you want to know what one of Coleridge’s annotated books or an early “Spider-Man” comic really looks and feels like, or if you just want to read one of those millions of books which are being digitized, you still have to do it the old way, and you will have to for decades to come.

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[ BOOK ]

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At the New York Public Library, the staff loves electronic media. The library has made hundreds of thousands of images from its collections accessible on the Web, but it has done so in the knowledge that its collection comprises fifty-three million items.

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Remember that the next time a management consultant tells you that the only way to save your library is to act more like a corporation, or to turn your library into a bargain Barnes and Noble.

Not only won’t it work, it will hurt you in the future when your users don’t fight for you because they can’t tell the difference between public and private space.

The best way to stay public is to be public - truly, defiantly, radically public.