



Sleeper 2.0

Agitprop Problem Solving

librarian.net/talks/agitprop

NEASIS&T 15nov07

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.



agitation/propaganda

<http://commons.wikimedia.org/wiki/Image:Motherussia.jpg>

“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.



peace through order

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 & minds

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/](http://en.wikipedia.org/wiki/Hearts_and_Minds_%28Vietnam%29)

[Hearts_and_Minds_%28Vietnam%29](http://en.wikipedia.org/wiki/Hearts_and_Minds_%28Vietnam%29)]

but the image is from Love & Rockets



bread & circuses

"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

http://en.wikipedia.org/wiki/Talk:Whole_Foods_Market



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disruptive is good

for technology



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.

http://en.wikipedia.org/wiki/Image:Disruptive_WikiWorld.jpg

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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MINE



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carrots

http://en.wikipedia.org/wiki/Image:Carrots_of_many_colors.jpg

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



sticks

<http://iisg.nl/~landsberger/> - FUD

ALA website
Norton
Technostress
library_mofo



which one sometimes depends on how big your organization is....

Bernie Margolis, for example
anti- filtering
anti-patriot act
strong at DNC



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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/>

<http://www.ted.com/index.php/speakers/view/id/49>



really?



Tunbridge, VT



Please
turn **OFF** your
cell phone!

**NO CELL
PHONE USE IN
THE LIBRARY!**

Thank you for your cooperation!

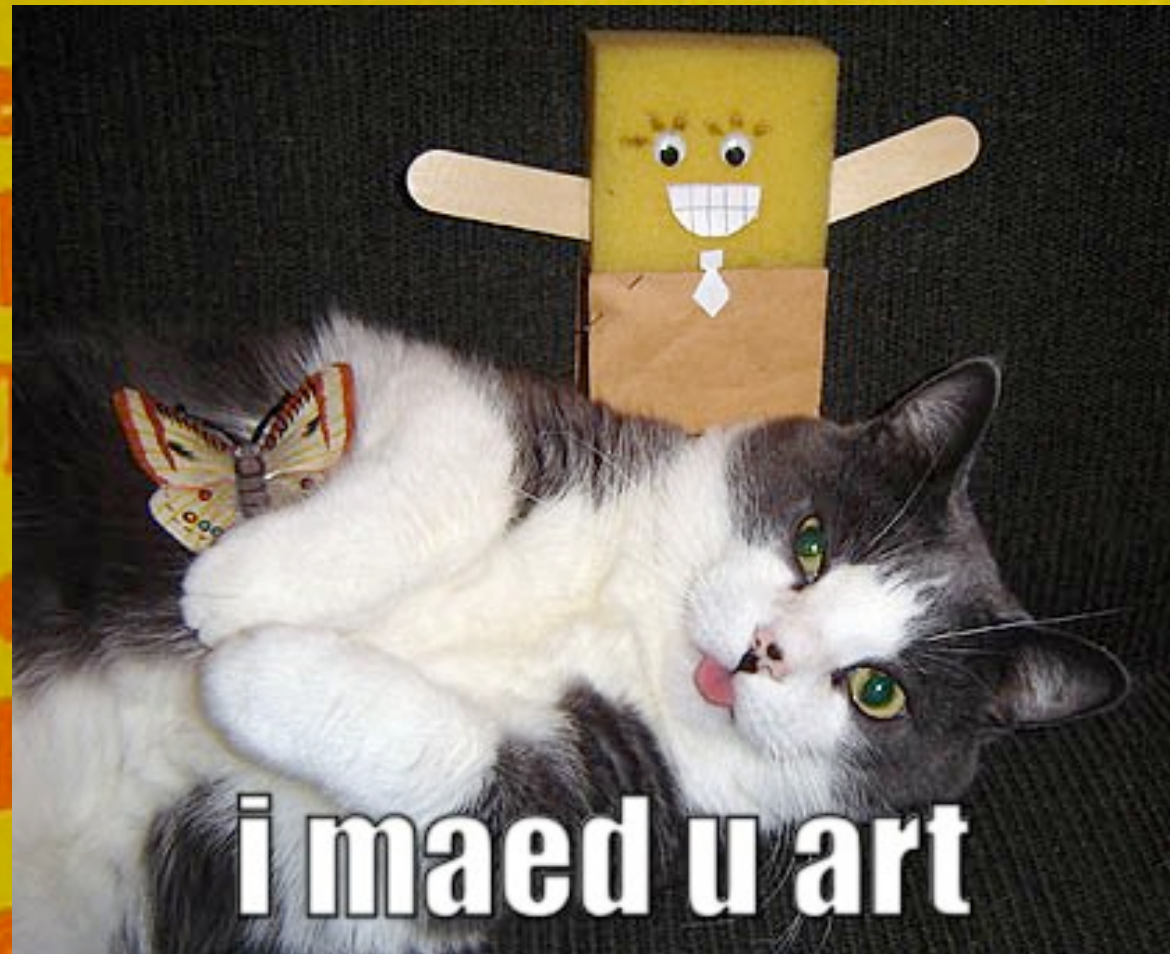
Library Director

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

Oh Hai, Manifesto?

the WHY CHEAP ART? manifesto



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Oh Hai, Manifesto?

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.

TechEssence.Info

The essence of technology for library decision-makers.

<http://techessence.info/manifesto/> “no one dies in libraries, Let's get some perspective”

<http://www.blyberg.net/2005/11/20/ils-customer-bill-of-rights/>

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

COMPUTERS

THOSE
AMAZING
MACHINES

we're beyond this


http://www.newyorker.com/reporting/2007/11/05/071105fa_fact_grafton
honey I like you both in different ways....

FUTURE READING

Digitization and its discontents.

by Anthony Grafton

NOVEMBER 5, 2007

TEXT SIZE: A |  | A
PRINT | E-MAIL | FEEDS

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



Some envision a universal archive—the basis for a total history of the human race.

RELATED LINKS

Anthony Grafton tours the world's digital

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

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[BOTH]

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.

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]

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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Thanks!

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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.