

*librarian.net/talks/cambridge*

# Future Tech in libraries

what are we *doing*? what can we do?



# library geeks @ SXSWi



# techies & in-jokes



**TALK NERDY TO ME**

©2002 American Idol • "It's not a song, it's a career" • <http://www.american.com>

**too much talking**



# returning home



# a good day



# a suboptimal day

Please read the following license agreement. To continue with setup, you must accept the agreement.

f. Windows Media Digital Rights Management. Content providers are using the digital rights management technology for Windows Media contained in this Software ("WM-DRM") to protect the integrity of their content ("Secure Content") so that their intellectual property, including copyright, in such content is not misappropriated. Portions of this OS Software and third party applications such as media players use WM-DRM to play Secure Content ("WM-DRM Software"). If the

I Do Not Agree

I Agree

Print

# a suboptimal day

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I Agree

Print



# a suboptimal day

**both choices**

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# a suboptimal day

both choices  
are bad

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I Do Not Agree

I Agree

Print

**a suboptimal day**

**both choices  
are bad  
choices!**

I Do Not Agree

I Agree

Print

why is  
this so  
hard?



# stakeholders...



# working together...



**novice users?**



# novice users?

**My**





**novice users?**

**My  
Yahoo**



**novice users?**

**My  
Yahoo  
is**



**novice users?**

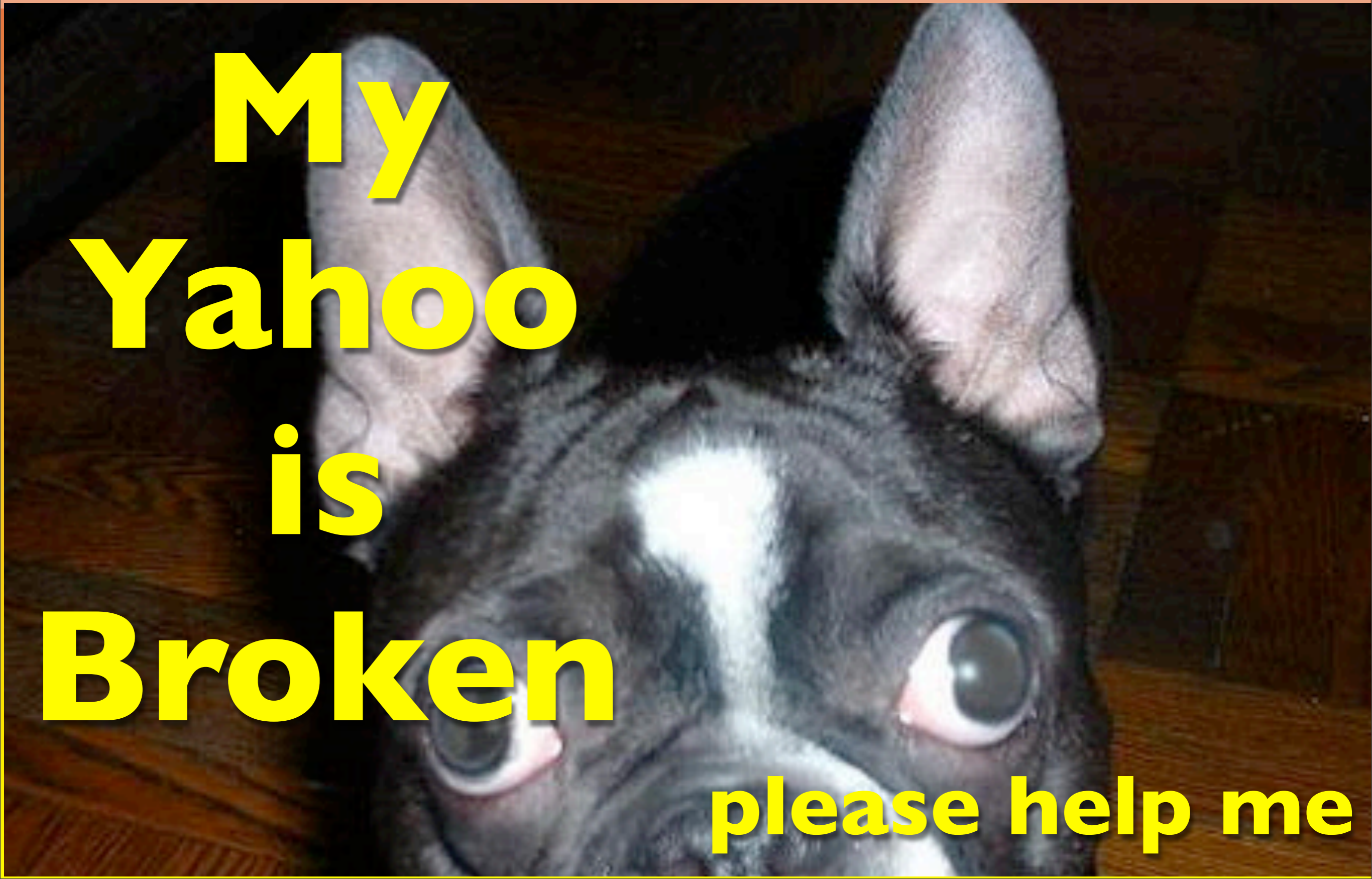
**My  
Yahoo  
is  
Broken**



**novice users?**

**My  
Yahoo  
is  
Broken**

**please help me**



# experienced users?



**experienced users?**

**rickrolled!**



# staff?



**staff?**

**Hey, that's  
you!**

**Informa**



# staff?



staff?

Fear



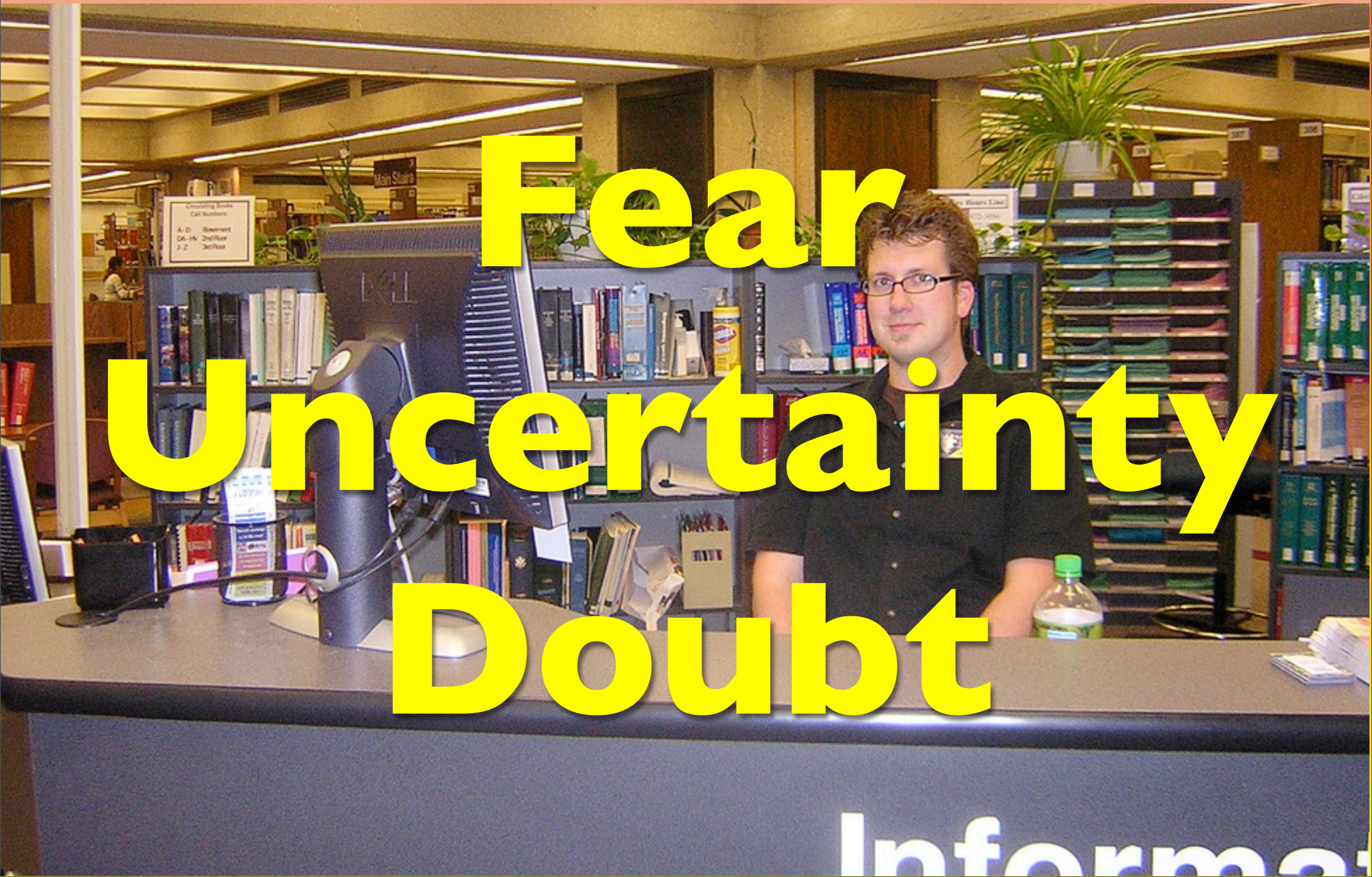
**staff?**

**Fear**

**Uncertainty**



**staff?**



**Fear**

**Uncertainty**

**Doubt**

**Informa**

# non-profit helpers?



# vendors?



**vendors?**

**gates  
foundation**

A photograph of a child's laptop with a green keyboard and a screen showing a fish. The text 'gates foundation' is overlaid in large yellow letters. The laptop is on a desk with a water bottle and a tissue box nearby.


# content providers?

Yahoo! | My Yahoo! | Mail | Tutorials | More ▾ [Make Y! your home page](#) Welcome, [jessamyn\\_west](#) [Sign Out](#)

**YAHOO! MAIL** Classic Search:

**Mail** | [Contacts](#) | [Calendar](#) | [Notepad](#) [Mail For Mobile - Mail](#)

[Check Mail](#) | [Compose](#)  [Search Mail](#)



[Check Other Mail](#) [Edit]  
mail.eskimo.com

**Folders** [Add - Edit]

- Inbox (6)**
- Draft
- Sent
- Bulk (16)** [Empty]
- Trash [Empty]


**My Folders** [Hide]


- cahsee
- eff
- forest
- forwards
- google
- paypal
- ref

**Search Shortcuts**

- My Photos
- My Attachments

Watch Videos


 **Welcome, J!**

 You have **22 unread messages:**  
**Inbox(6), Bulk(16)**


**In the News:** [Yahoo! News: Top Stories](#) [Hide]

**Yahoo! News: Top Stories**

- [UN: Drop in Iraq violence may not last \(AP\)](#)
- [Storm follows Atlanta twister, killing 1 \(AP\)](#)
- [Exile group says 30 killed in Tibet \(AP\)](#)
- [State governments resist 'sunshine laws' \(AP\)](#)
- [More rate cuts from Fed expected Tuesday \(AP\)](#)

 **Email alerts in Y! Toolbar**  
Add the Yahoo! Toolbar to your browser and wherever you are on the Web, you'll know right when new messages arrive. [Try it out](#)

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# content providers?

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**YAHOO! MAIL** Classic Search:






**Mail** | [Contacts](#) | [Calendar](#) | [Notepad](#) [Mail For Mobile - Mail](#)

[Check Mail](#) | [Compose](#)  [Search Mail](#)










[Check Other Mail](#) [Edit]  
mail.eskimo.com



**Folders** [Add] [Edit]


-  **Inbox (6)**
-  Draft
-  Sent
-  **Bulk (16)** [Empty]
-  Trash [Empty]


**My Folders** [Hide]


-  cahsee
-  eff
-  forest
-  forwards
-  google
-  paypal
-  ref

**Search Shortcuts**

-  My Photos
-  My Attachments

 Watch Videos


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**Inline News:** [Yahoo! News: Top Stories](#) [Hide]

**Yahoo! News: Top Stories**

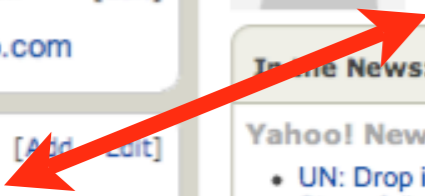
- [UN: Drop in Iraq violence may not last \(AP\)](#)
- [Storm follows Atlanta twister, killing 1 \(AP\)](#)
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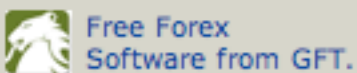
# a brief commmercial

Yahoo! | My Yahoo! | Mail | Tutorials | More ▾ [Make Y! your home page](#) Welcome, [jessamyn\\_west](#)

**YAHOO! MAIL** Classic Search:

**Mail** | [Contacts](#) | [Calendar](#) | [Notepad](#) [Mail For Mobile](#)

[Check Mail](#) | [Compose](#)  [Search M](#)

 [Free Forex Software from GFT.](#)

[Check Other Mail](#) [Edit]  
 [mail.eskimo.com](#)

**Folders** [Add - Edit]  
 **Inbox**  
 Draft  
 Sent  
 **Bulk (16)** [Empty]  
 Trash [Empty]







**My Folders** [Hide]  
 cahsee  
 eff  
 forest  
 forwards  
 google  
 paypal  
 ref

**Search Shortcuts**  
 My Photos

## Inbox

View: [All Messages](#) ▾ Messages 1-21 of 2

[Delete](#) | [Spam](#) | [Mark](#) ▾ | [Move...](#) ▾

<input type="checkbox"/>	Sender	Subject	Date
<input type="checkbox"/>	New MySpace Message	New message from Tom on MySpace sent on 3/1/2008 2:53 PM	Sa
<input type="checkbox"/>	Van Dyke, Michael @ VTC	RE: shower situation at SHAPE women's locker room	W
<input type="checkbox"/>	 Amazon.com	Your Amazon.com order 105-8627761-1693811 has shipped!	M
<input type="checkbox"/>	ImageShack Registration	Thank you for registering with ImageShack.	M
<input type="checkbox"/>	 neciap	web page updates	Fr
<input type="checkbox"/>	 Corinna Lee Manion	prison librarianship	Th
<input type="checkbox"/>	shiva MOGHANLOO	an Iranian Barthelme's Translator	W
<input type="checkbox"/>	hcomelius	RE: saw you on Google and have a question	Th
<input type="checkbox"/>	Caroline P.	Your article on "a woman alone on the Appalacian Trail" aka "Pink Blazers Pursue..."	Sa
<input type="checkbox"/>	Welcome to MySpace	MySpace Account Confirmation	Tu
<input type="checkbox"/>	 hcomelius	saw you on Google and have a question	M
<input type="checkbox"/>	Darice	Catching up?	W
<input type="checkbox"/>	eloisa cruz	hi	Th
<input type="checkbox"/>	Emily Morgan	[ringhunters] Puzzle SIG's Last Meeting!	Tu
<input type="checkbox"/>	 Rebecca Gladstone	 travel?	M
<input type="checkbox"/>	Shae Smith	hi	T

# “what’s going on here?”

**ARE YOU HEAVY OR HEALTHY?**

FIND YOUR WEIGHT >>

Height	Age 18-37	Age Over 38
5'1"	100-133	122-145
5'2"	104-136	116-149
5'3"	109-142	121-152

**FREE Diet Profile**

\*Click For Details

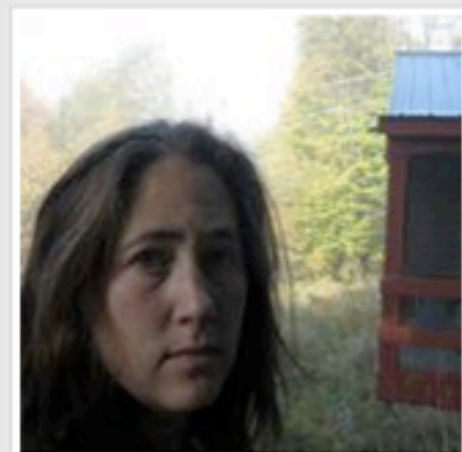
People  powered by Google

Hello, jessamyn!

Page Themes

My URL: [myspace.com/iamthebestar...](#) [Edit Profile]

View My: [Profile](#) [Pics](#) [Videos](#) [Blog](#) [Comments](#) [Friends](#) [more](#)



Profile Views: 8,074  
Last Login: 03/15/08  
Photos: [Edit](#) | [Upload](#)

### Updates

[+ New Friend Requests!](#)

### Control Panel

[Compose](#)

### Friend Status

jessamyn is in your extended network. [Update.](#)

Mood: (none)

- chicken** holy chit. I actually added music to my page! 6 hours ago.  
Mood: hungry 😊
- jennimi** : music. and what it does for us. 6 hours ago.  
Mood: indescribable 🤩
- Library Ann** is sunburnned Yesterday.  
Mood: tired 😊

[view all](#)

### Friend Updates

You can subscribe to **121** more friends. ([add subscriptions](#))

Wednesday 27 February, 2008

**Jessica** updated profile information.

**i.d. bareMinerals**

buy **bare escentuals** at **sephora**

pure mineral makeup for a flawless complexion

FREE SHIPPING OVER \$75

**SEPHORA**

advertisement

### Featured Profile

**MySpace Featured Event**

DON'T MISS THIS **EXCLUSIVE**



# “what’s going on here?”

AU.MySpace.com

Privacy | Help | SignOut

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Search powered by Google

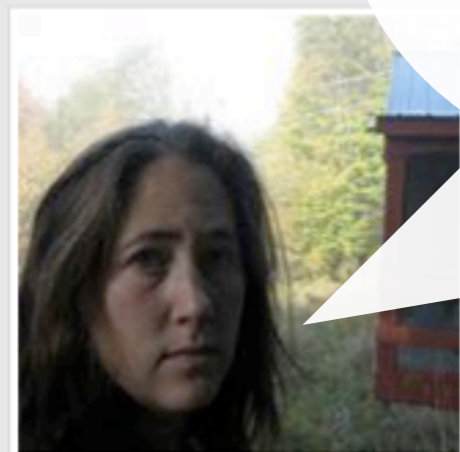
Home | Browse | Search | Invite | Film | Mail | Blogs | Favourites | Forum | Groups | Events | MySpaceTV | Music | Comedy | Classifieds

Hello, jessamyn!

My URL: [myspace.com/viam...thebestar...](#)

Page Themes

why does Yahoo think I'm fat?



Profile Views: 8,074  
Last Login: 03/15/08  
Photos: [Edit](#) | [Upload](#)

Friends

jessamyn  
Mood: (none)

chicken holy shit. I actually added music to my page! 6 hours ago.  
Mood: hungry 😋

jennimi : music. and what it does for us. 6 hours ago.  
Mood: indescribable 🤩

Library Ann is sunburnned Yesterday.  
Mood: tired 😊

[view all](#)

buy bare escentuals at [sephora](#)

pure mineral makeup for a flawless complexion

FREE SHIPPING OVER \$75

**SEPHORA**

advertisement

Updates

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Control Panel

Compose

Friend Updates

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Wednesday 27 February, 2008

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Featured Profile

MySpace Featured Event

DON'T MISS THIS EXCLUSIVE

myspace.com



# remember?



[Yahoo! Deutschland](#)  [CLICK HERE TO VISIT THE STARS](#) [YAHOO! LOS ANGELES](#) [Weekly Picks](#)

[Options](#)

[Yellow Pages](#) - [People Search](#) - [City Maps](#) - [News Headlines](#) - [Stock Quotes](#) - [Sports Scores](#)

- [Arts](#) - - [Humanities](#), [Photography](#), [Architecture](#), ...
- [Business and Economy \[Xtra!\]](#) - - [Directory](#), [Investments](#), [Classifieds](#), ...
- [Computers and Internet \[Xtra!\]](#) - - [Internet](#), [WWW](#), [Software](#), [Multimedia](#), ...
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- [Entertainment \[Xtra!\]](#) - - [TV](#), [Movies](#), [Music](#), [Magazines](#), ...
- [Government](#) - - [Politics \[Xtra!\]](#), [Agencies](#), [Law](#), [Military](#), ...
- [Health \[Xtra!\]](#) - - [Medicine](#), [Drugs](#), [Diseases](#), [Fitness](#), ...
- [News \[Xtra!\]](#) - - [World \[Xtra!\]](#), [Daily](#), [Current Events](#), ...
- [Recreation and Sports \[Xtra!\]](#) - - [Sports](#), [Games](#), [Travel](#), [Autos](#), [Outdoors](#), ...
- [Reference](#) - - [Libraries](#), [Dictionaries](#), [Phone Numbers](#), ...
- [Regional](#) - - [Countries](#), [Regions](#), [U.S. States](#), ...
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- [Social Science](#) - - [Anthropology](#), [Sociology](#), [Economics](#), ...



# and now?

Get Y! Toolbar

Tired of yesterday's news? Check out the new **Yahoo! Buzz**.



Web | Images | Video | Local | Shopping | more

Web Search

Block

Yahoo! Home

My Yahoo!

Mar 16, 2008

Page Options

Answers

Autos UPDATED!

Finance

Flickr

Games

Groups

HotJobs

Maps

Mobile Web

Movies

Music

Personals

Real Estate

Shopping

Sports

Tech

Travel

TV

Yellow Pages

Video UPDATED!

More Yahoo! Services

Small Business

• Get a Web Site

Featured

Entertainment

Sports

Video



### Best car incentives now

Automakers are luring car buyers with rebates as high as \$5,000 right now.

» Which makes & models?

- 2008's top autos
- Best used cars

Find confessions of a car salesman



Most generous auto incentives now



Company CFO vanishes without a trace



People want answers to confusing early Easter



83-year-old fights off 3 purse snatchers

» More: **Featured** | **Buzz**

In the News

World

Local

Finance

As of 11:55 a.m. EDT

- Tibet protests spread to more provinces | Lhasa violence
- McCain in Baghdad for eighth visit to Iraq | Latest election news
- After five years, Iraq war is transforming the U.S. military
- Obama's pastor no longer with campaign | Wright's sermons
- Investigators seek cause of deadly NYC crane collapse
- 5,500-year-old human sacrifice evidence unearthed in Sudan
- Boise St. ends 14-year NCAA drought | Automatic bids
- NCAA Hoops · NBA · NHL · MLB · NASCAR · Soccer · Golf

» More: **News** | **Popular** | **Election '08**

Markets: **Dow: -1.6%** **Nasdaq: -2.3%**

Marketplace

Hi, J

Sign Out



Mail



Messenger



Radio



Weather  
37°F



Local



Horoscopes

Block

Get a taste of Ireland's finest this St. Patrick's Day.

Head to **TheBar.com** for your favorite Irish drink recipes. →



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Drink Responsibly - Ad Feedback

Inside Yahoo! Buzz Beta



Discover the best of the Web

- Read breaking stories
- Watch popular videos
- Be in the know

» Show Me Buzz

Pulse - What Yahoos Are Into

# bad news





# bad news

- ▶ **Novice users read every word**



# bad news

- ▶ **Novice users read every word**
- ▶ **Novice users can't tell an ad from a non-ad**



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- ▶ **Little incentive for fast-loading pages when you can say "we'll lose your business, that's okay..."**
  
- ▶ **Flash intro pages make the puppy sad**



# set expectations



Hi, lindsey.doyle! (Not you? [Sign in](#))

[Buy](#) [Sell](#) [My eBay](#) [Community](#) [Help](#)

[Live help](#) | [Site Map](#)

All Categories

[Advanced Search](#)

[Categories](#) ▾ [Motors](#) [Express](#) [Stores](#)

## Shop your Favorite Categories

- [Antiques](#)
- [Art](#)
- [Baby](#)
- [Books](#)
- [Business & Industrial](#)
- [Cameras & Photo](#)
- [Cars, Boats, Vehicles & Parts](#)
- [Cell Phones & PDAs](#)
- [Clothing, Shoes & Accessories](#)
- [Coins & Paper Money](#)
- [Collectibles](#)
- [Computers & Networking](#)
- [Consumer Electronics](#)
- [Crafts](#)
- [Dolls & Bears](#)
- [DVDs & Movies](#)
- [Entertainment Memorabilia](#)
- [Gift Certificates](#)
- [Health & Beauty](#)
- [Home & Garden](#)
- [Jewelry & Watches](#)
- [Music](#)
- [Musical Instruments](#)
- [Pottery & Glass](#)
- [Real Estate](#)
- [Specialty Services](#)
- [Sporting Goods](#)
- [Sports Mem, Cards & Fan Shop](#)
- [Stamps](#)
- [Tickets](#)

## Welcome to eBay

# Welcome

**New to eBay?** ▶  
Registration is fast and free

## Don't just shop. Win!



Nike Shoes

Xbox 360

iPhone

Bose Headphones

Garmin GPS

Dell Laptops



BMW

# SMOKIN'



# set expectations



Hi, lindsey.doyle! (Not you? [Sign in](#))

[Buy](#) [Sell](#) [My eBay](#) [Community](#) [Help](#)

[Live help](#) | [Site Map](#)

***ebay is hard to use  
but once you learn  
a few steps  
it can be worthwhile  
here's how  
to avoid pitfalls...***

Categories ▾

Motor

Shop yo

- Antiqu
- Art
- Be
- B
- E
- C
- C
- Co
- Cra
- Dolls &
- DVDs &
- Entertainm
- Gift Certificate
- Health & Beauty
- Home & Garden
- Jewelry & Watches
- Music
- Musical Instruments
- Pottery & Glass
- Real Estate
- Specialty Services
- Sporting Goods
- Sports Mem, Cards & Fan Shop
- Stamps
- Tickets

BMW



Buy & sell on eBay

# use the force



**eosadler @jessamyn** My favorite teaching tech tip is don't loom over people. If someone is sitting at a computer, sit down next to them. 40 minutes ago from TwitBin in reply to jessamyn ☆ ↩



**akearns @jessamyn** tips for libs teaching libs or libs teaching pub tech? or what about 1 hour ago from web in reply to jessamyn ☆ ↩ 🔒



**pfanderson @jessamyn** Blog series on that topic (teaching social tech) <http://tinyurl.com/2uf4fd> about 1 hour ago from web in reply to jessamyn ☆ ↩



**jazzmodeus @jessamyn** Make no assumptions re audience. I taught a what is web 2.0 session and at the end a librarian asked "So what's Youtube exactly?" about 2 hours ago from web in reply to jessamyn ☆ ↩



**jezmyne @jessamyn** my teaching tech tip – lots of 5 min exercises at nearly every step about 2 hours ago from web in reply to jessamyn ☆ ↩ 🔒



**jezmyne @jessamyn** my teaching tech tip – lots of 5 min exercises at nearly every step about 2 hours ago from web in reply to jessamyn ☆ ↩ 🔒



**s\_francoeur @jessamyn** "teching tech"? about 2 hours ago from web in reply to jessamyn ☆ ↩



**justnathan @jessamyn** Don't assume any knowledge. Our patrons say instructions assume basic skills they don't have. about 2 hours ago from TwitterPod in reply to jessamyn ☆ ↩

# bring them with you



# stay/roam/thrive



**Thank you!**