

SOLVING PROBLEMS

2.0 style

< librarian.net/talks/ncls2009 >

25apr09

HI, I'M JESSAMYN

- **librarian**
- **blogger**
- **community moderator**
- **lifeguard**
- **show and tell lady**





“AT WORK”

One of my jobs involves a small town library in Tunbridge Vermont. They serve a community of about 900 but it could be much more because the library cards are free. You could get one yourself and listen to downloadable audiobooks.

April 23

Please help me with my glasses. Farsighted, astigmatism, presbyopia. Glasses provide only a very small field of sharpness. Details within. [\[more inside\]](#)

posted by [DarkForest](#) to [health & fitness](#) at 6:04 PM - [0 answers](#) +

Can someone walk me through how to best set up my imac and iphone so that my syncs work more smoothly? I would like to sync just weekly and 1) pull over photos from the phone into iphoto 2) pull over new podcasts that i like and get rid of the old ones (this is my biggest problem right now, it seems like i keep getting the old ones reloaded and sometimes the new ones dont show at all) 3) pull over address changes bi-directionally I would like to do this in as idiot proof a fashion as possible: plug and play thanks!

posted by [dougiedd](#) to [computers & internet](#) at 6:03 PM - [0 answers](#) +

What events should an internet start-up attend in the US and in Europe in order to get know and gain recognition? [\[more inside\]](#)

posted by [remcobron](#) to [computers & internet](#) at 5:54 PM - [1 answer](#) [1 new](#) +

Opera San Jose at California Theater - which seats don't suck? [\[more inside\]](#)

posted by [metaseeker](#) to [sports, hobbies, & recreation](#) at 5:48 PM - [0 answers](#) +

New place has a lovely attic, finished but no AC up there. We're planning on having the windows open with fans in them to keep the air moving and bearable. Would it be a bad idea to have a TV (plasma) up there in the humid southeastern Missouri summer? [\[more inside\]](#)

posted by [luftmensch](#) to [technology](#) at 5:46 PM - [3 answers](#) [3 new](#) +

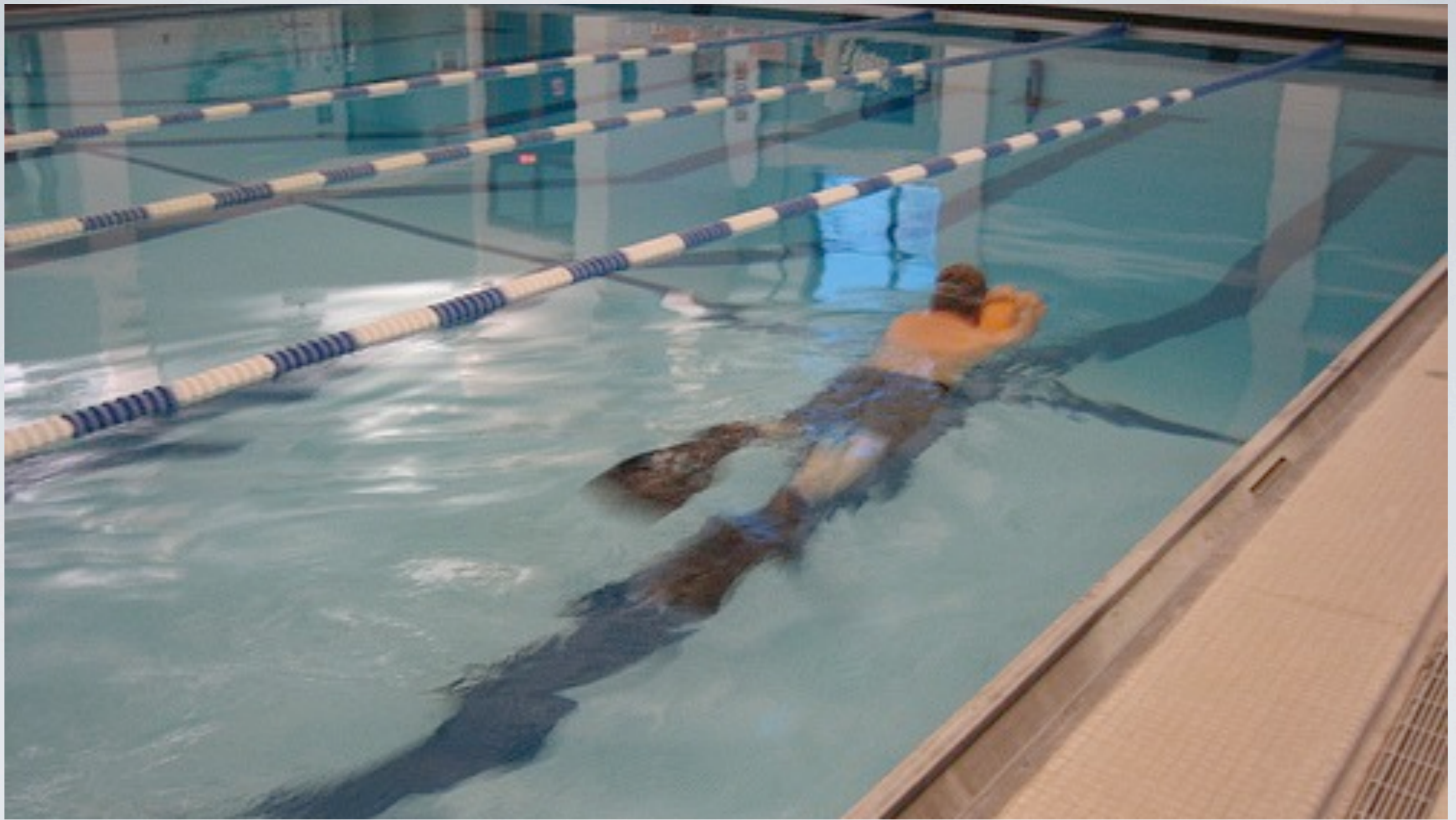
Help me word an invitation. [\[more inside\]](#)

posted by [Sassyfras](#) to [grab bag](#) at 5:45 PM - [1 answer](#) [1 new](#) +

Is the following securities transaction illegal? [\[more inside\]](#)

posted by [anonymous](#) to [work & money](#) at 5:37 PM - [1 answer](#) [1 new](#) +

ALSO “AT WORK”



AND MORE “AT WORK”

Lifeguarding is a lot like librarianship, you have to enforce rules that people feel are arbitrary, most people have no idea how you came into your authority and you sometimes don't follow the same rules you enforce.



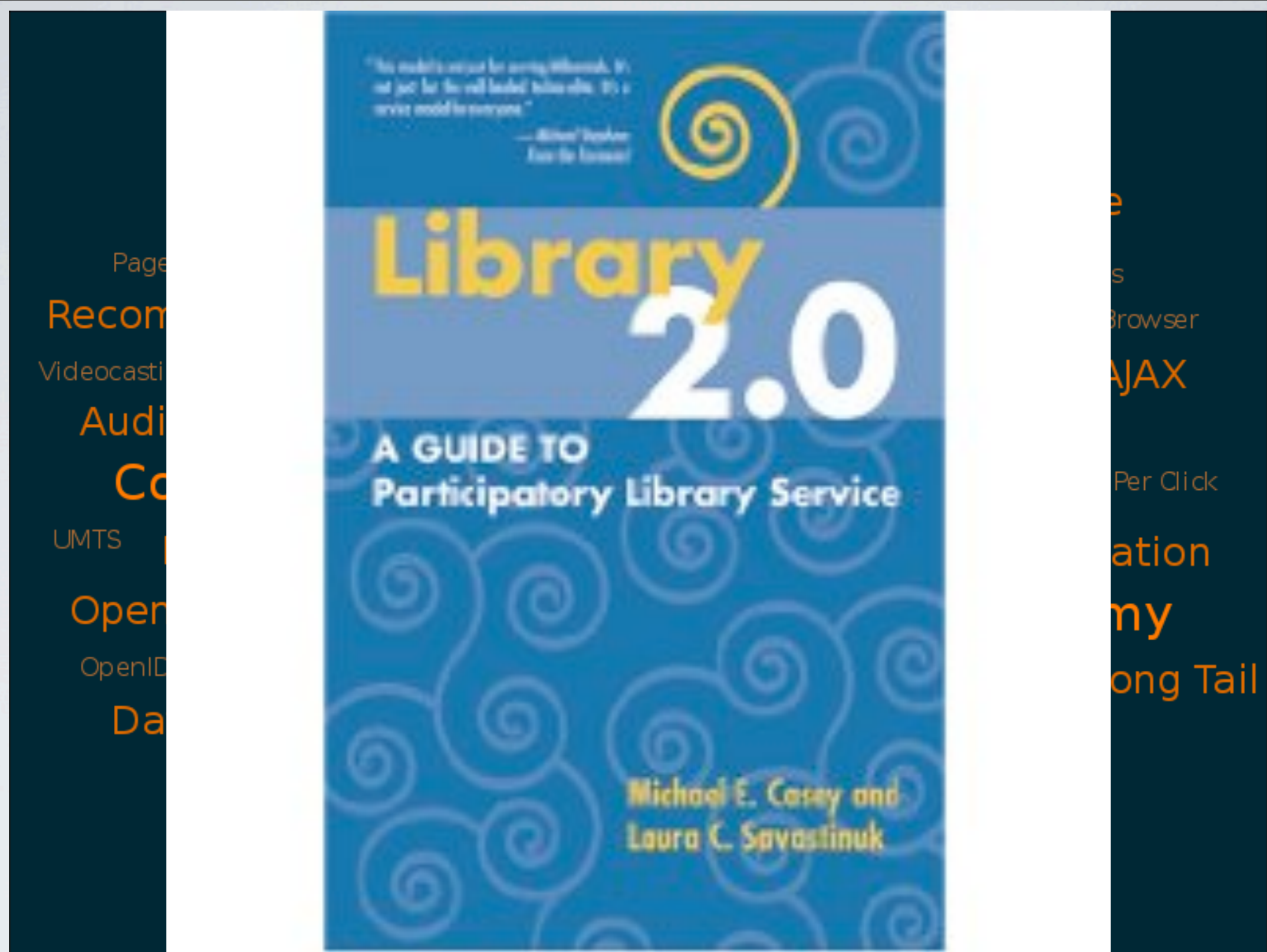
WHAT I MOSTLY DO.

I help people who have very little computer experience learn to use computers.



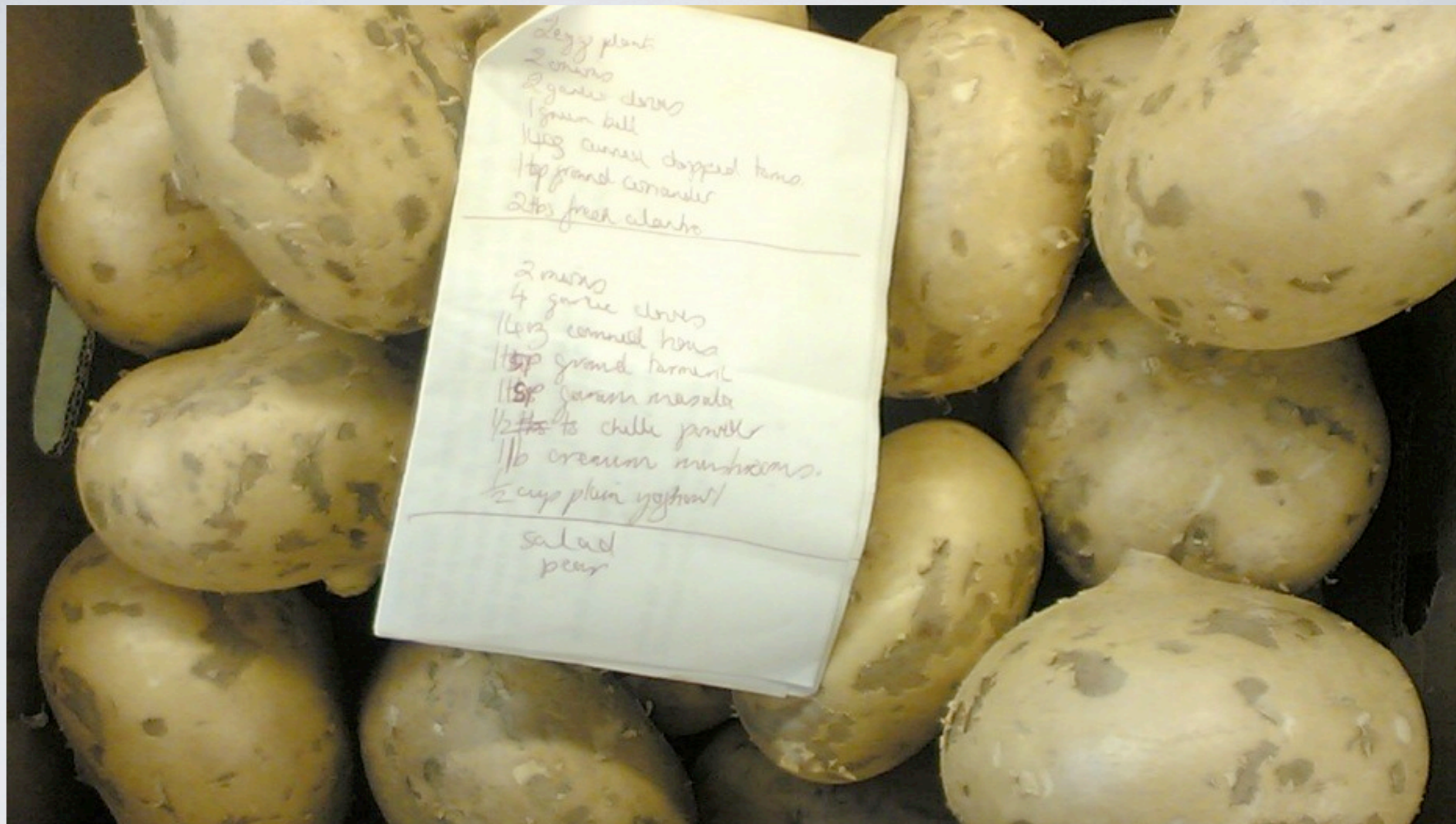
SOMETIMES THOUGH...

I do busywork. We all do, it's part of our jobs. This particular job was cutting the tape from around the recycled barcodes we used for ILL books. "Aren't there bar codes you can just print out available online?" I said. They said maybe, but no one knew.



DEFINITION/EXPLANATION

web 2.0 was a term invented by Tim O'Reilly who wanted to have a conference with a catchy name in 2004. Librarians got ahold of it in 2005 and started yammering about it. Let's talk about what it means.



A FEW QUICK LISTS

Did you know you can do lists in a "2.0 fashion"? Apps like remember the milk, 43 things, tada lists and blabla lists are all different ways you can track lists online and in some cases socially. More on that in a bit.

THE 2.0 THING

- **transparency/openness**
- **sharing** (was “user generated content”)
- **networking/networked**
- **simple** (if not easy)
- **recombinatorial!** (mashups)
- **and omg!**



THE TECH THING

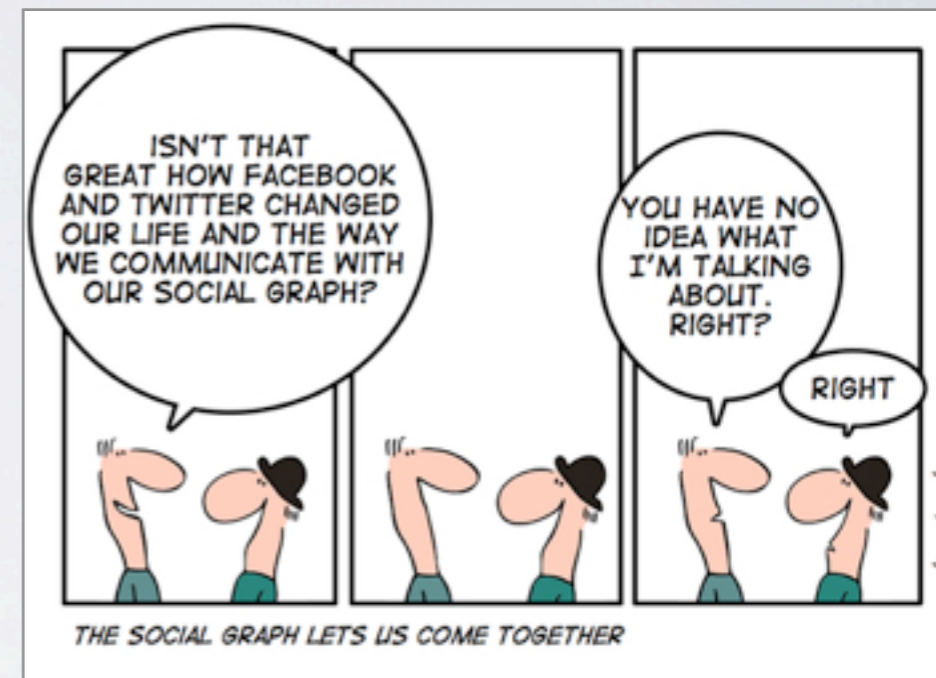
- **We were there first.**
- **We then sat there.**
- **People came in and nudged us.**
- **We made some choices.**
- **Some were made for us.**
- **And here we are. Hi.**



When I first started library school, the computer thing was a little newish. By the time I graduated, the graphical web was everywhere and we were expected to learn it [this was in Seattle]. A few things have happened that I think have had a huge impact on library technology. Z3950, Gates Foundation, automation generally.

WHY IT MATTERS

- government things, like **taxes**
- urgent things, like **disaster relief**
- fun things, like **grandchildren**
- the high **cost** of everything
- things we don't talk about as much, like **unemployment, fear** and **loneliness**



There are the things you access for fun and the things you have to access. Mostly we talk about the things in the in-between zone, things we need to use for work, things we need to use to run our day to day lives [example: supermarket discount cards example: retailmenot]

LOOKS CAN BE DECEIVING!





WHO DO YOU SERVE?

On a planet where only 50% of the earth's citizens have made a phone call, nickel and diming about email seems silly but it's our reality. There are patrons who come read the newspaper every day and there are patrons who are already "post-email" we may align ourselves spiritually with one or the other, but they're ALL our patrons.

LOOKING AHEAD

TELEPHONES

Why, yes, they are fast becoming a necessity. What line do you need ?

The Farmers' Telephone Line

Gives you more local and neighboring town service than any other line.

Free Service With People's and Orange County Telephone Companies.

We have never removed a 'phone for reason of poor service, as any of our subscribers can testify.

No charge to buy - just a monthly rental

As William Gibson has said "the future has arrived, it's just not evenly distributed"



AND YOU CARE, WHY?



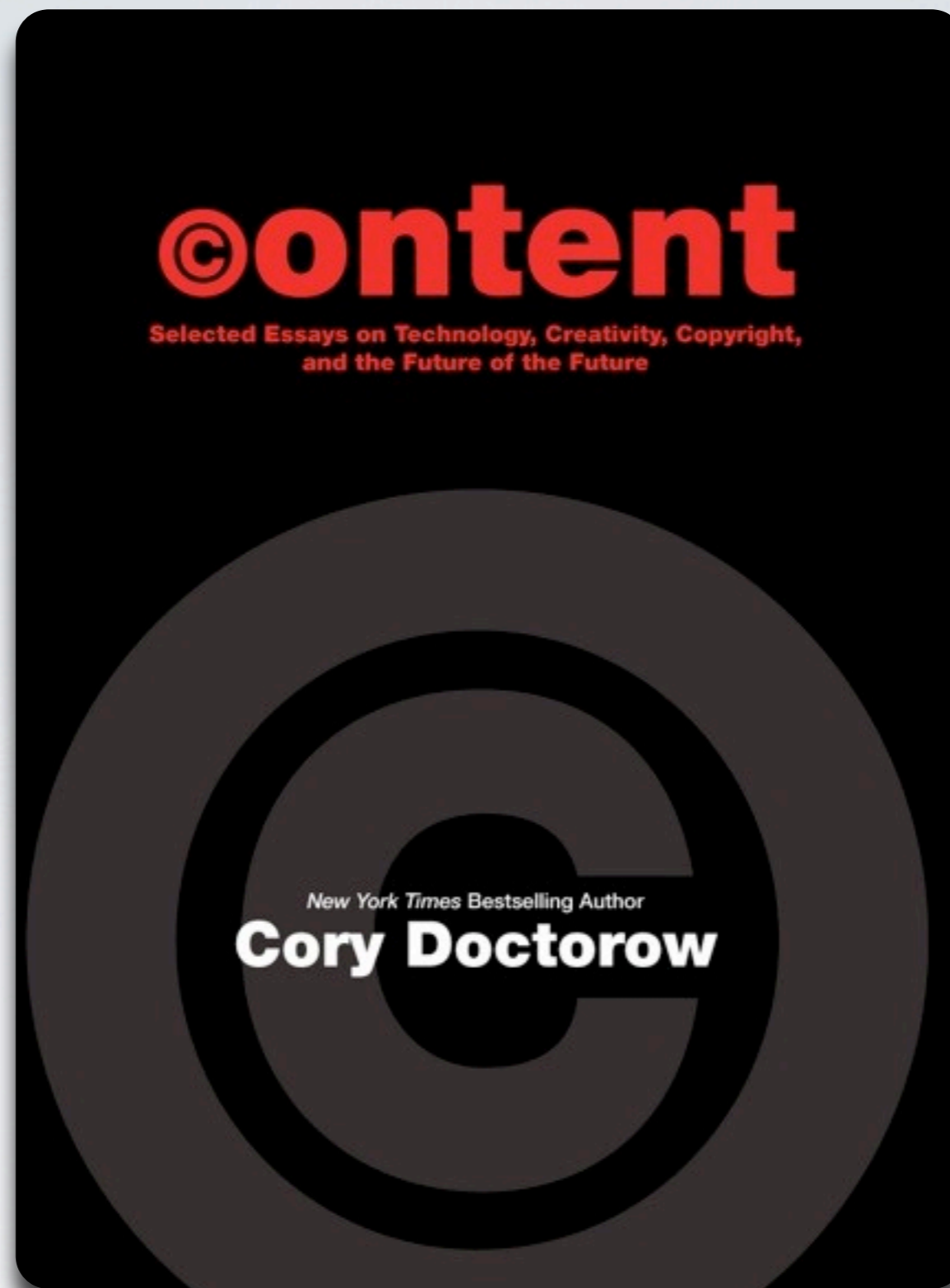
YOU WANT...

The question I often get asked in these talks is “How do I find the money/time?” which are really variants on the same theme. There is also the “this isn’t my job” phenomenon. To save money, save time, help people. Let’s get back to you in a second....



MEET FARMER BOB

actually this is Dave Eddy, he plows the driveway and is our electrician. He is speaking at town meeting, He is one of those guys who is a part of the information economy whether he wants to be or not. I use him as an example a lot when I talk about the digital divide.



“THERE IS AN INFORMATION ECONOMY...”

“You don’t even need a computer to participate. My barber, an avowed technophobe who rebuilds antique motorcycles and doesn’t own a PC, benefited from the information economy when I found him by googling for barbershops in my neighborhood.” It’s not NOT an info economy just because some people aren’t using it. this is a good book, by the way and it’s free for the downloading on the internet. Did you know that 98% of all copyrighted materials aren’t generating revenue for anyone? I sure didn’t.



FARMER BOB WANTS...

well to save money, save time and not go crazy. He serves on several town committees and has a pretty busy life. What he does NOT want is another project. He's pretty busy already.

DOES 2.0 HELP HIM?



WIKIPEDIA



maybe? While he may not care about social software, he might like to find ways to advertise his business or see photos of his grandkids. When you look up Bethel Vermont on Google one of the first hits is the Wikipedia page. I wrote most of it.



MEET ERICA

She is holding a copy of the Beatles Revolver album. She wanted to learn to use Ebay but first she had to learn to use her email, get a paypal account, an ebay account and get a lecture from me about online safety. She came to drop in time regularly over a few year. We helped her get her late husband's photo into the IMDB. She had and I believe still has a dot matrix printer at home. She's not busy but she's scatterbrained and has a hard time remembering things.

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Infinity. Buy direct,
bid with
confidence!

PAYPAL CONFUSES HER

This page on paypal confuses her. Can you blame her?



SHE SOLD A PEN FOR \$700

I am her hero.



WIKIPEDIA



DID 2.0 HELP HER?

a little, but the part we always overlook is her willingness to dive in and DO IT. This is important to both patrons and librarians and possibly the biggest hurdle to getting more out of free simple tools. This is our biggest challenge.

BACK TO YOU...



save time
save money
help people*

* also, not go crazy

What did you want again? You'd like the time to learn this stuff, the money to dedicate staff to it and you don't want it to get in the way of what you already do.

DO WE LEAD OR FOLLOW?

Depends on...

- our patrons
- our staff
- our resources
- our time/\$/crazy level

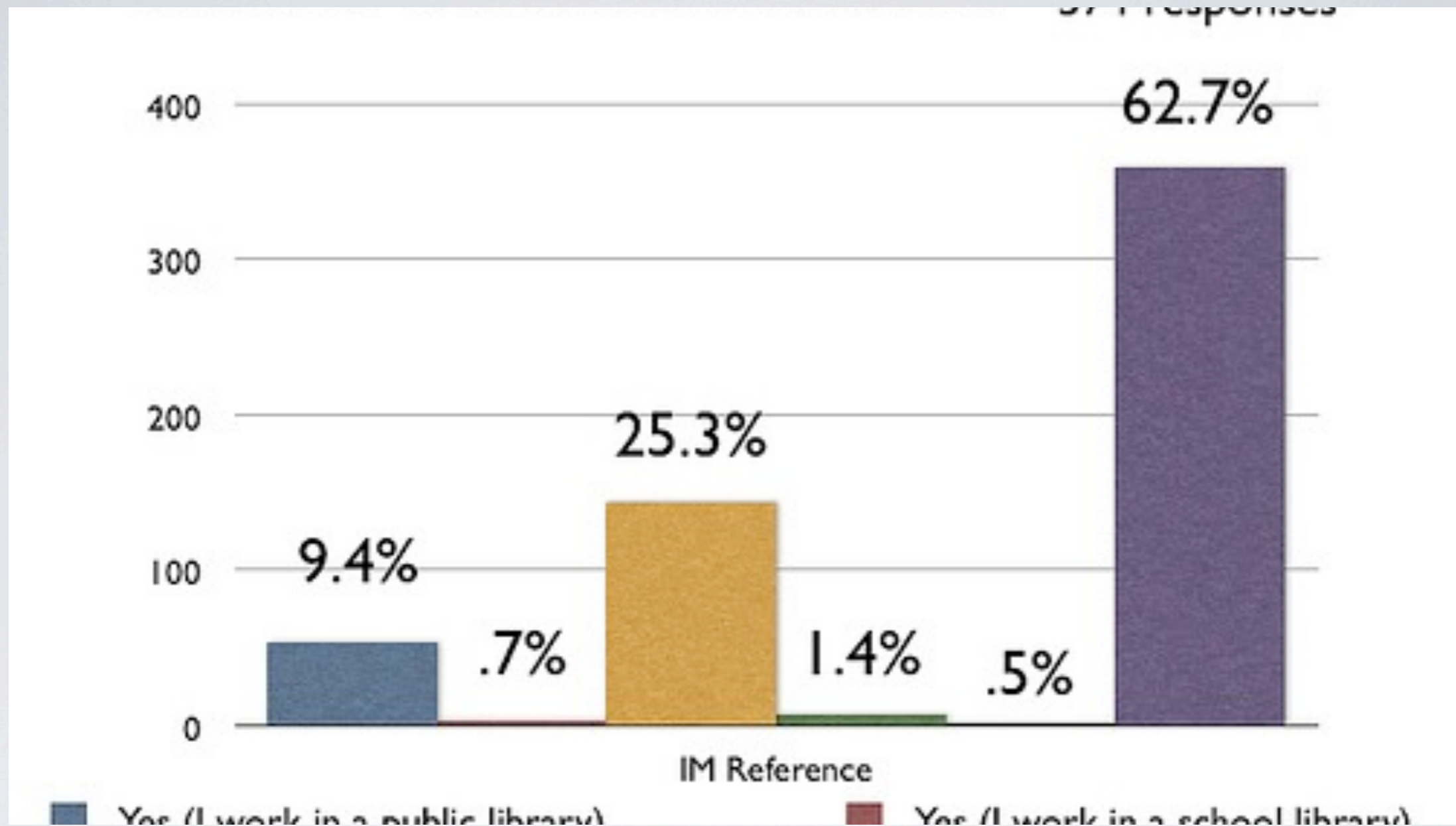


the big question to ask ourselves...

IF WE LEAD

- **we still have people starting from the very bottom**
- **we make choices and “sell them”**
- **we advocate as well as inform**

We teach basic computer classes at the high school, we still have to have pre-school classes for people who need mouse skills.



MY FORAY INTO IM REF.

[example: IM reference at Rutland Free Library]

<http://www.flickr.com/photos/michaelsphotos/118826027/> "We had a small, steady, stream of IM patrons from our State Library website, but when Kansas.gov put our Meebo widget on the front page of the state's official website, things got lively. That first month, our statistics jumped from 20 IMs a month to over 100 a month. The rates keep climbing as repeat customers come back." http://skyways.lib.ks.us/news/publish/article_00760.shtml

TWITTER EXAMPLE

- Twittervision
- an internet friend
- Red Sox
- everyone

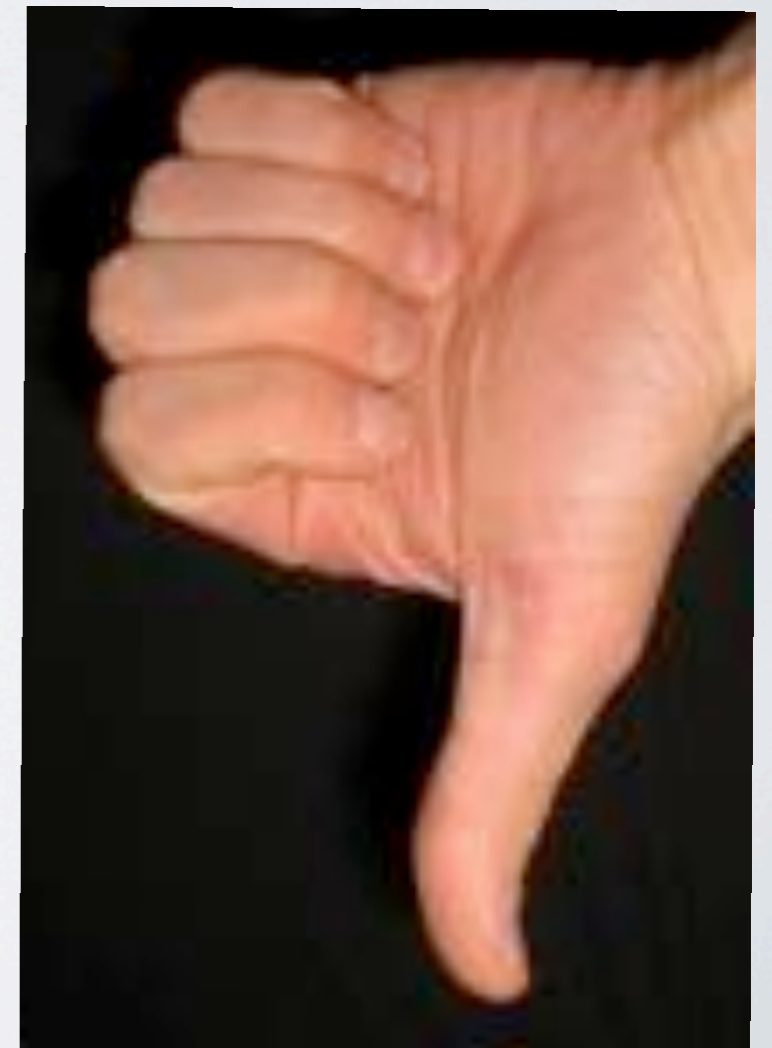


The screenshot shows a Twitter feed with three tweets, each separated by a dashed line. The first tweet is from user 'martyjon' with a profile picture of a man, posting '1 med vanilla chai' from a text message. The second tweet is from 'tetsuwo_bot' with a profile picture of a man, posting a message in Japanese. The third tweet is from 'edoardotroiani' with a profile picture of a man, posting about a tour of India and including a URL.

martyjon 1 med vanilla chai *less than 5 seconds ago from txt*

tetsuwo_bot キャツキャウフフしてた癖に結局付き合わなかった
おいらを爆発させるヤツはこの俺が許さん！ *less than 5 seconds ago
from web*

edoardotroiani TOUR DELL'INDIA: INDIA E RAJASTHANDall'1 al
10 Marzo 2009Pensate all'India come a un mondo a parte..
<http://tinyurl.com/5b4kv6> *less than 5 seconds ago from twitterfeed*



how to make twitter look stupid

TWITTER EXAMPLE

- **NYLA_1890**
- **North Tonawanda kids**
- **Syracuse news**
- **NY Times (60!)**





FIND NEW WAYS TO ENGAGE

People like to see themselves reflected back at them.

IF WE FOLLOW

- **We need to trust what people are telling us**
- **We need to find standards for evaluating new technologies and services.**
- **We must be prepared to be (somewhat) uncritical**

THERE MAY NOT BE A BOOK ABOUT IT

- **Similicio.us**
- **LibSuccess**
- **Other people!**

We have to use our evaluation skills ourselves. They may be rusty.

THERE ARE RISKS



you might look silly

WE'RE USED TO IT



you might look silly



North Country Library System

“THESE ARE OUR
SHARED VALUES”

lunch break



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