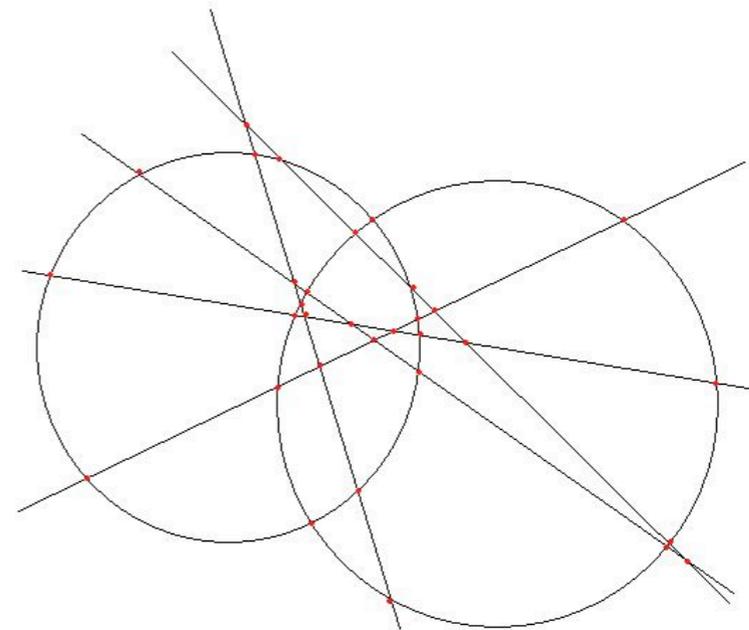


Web Trends

Fiveish trajectories an overview



Jessamyn West - librarian.net/talks/nnyln

12sep08

goals

to learn

what is happening
... in what context
why this matters
what a library can do
who can help



“I have heard this before...”

quickness disclaimer

1. trends are not the same as “trendy”
- 2. I do not use all these things at work, nor am I a trendsetter.
3. computers are tools that I think it may be unwise to have protracted emotional relationships with. That said, I think they are fun.

The five things

- * open source & open sources
- * collaborative and “social” information
- * disruptive tech & repurposable content
- * “the tubes” and “the cloud”
- * local knowledge



standard disclaimer

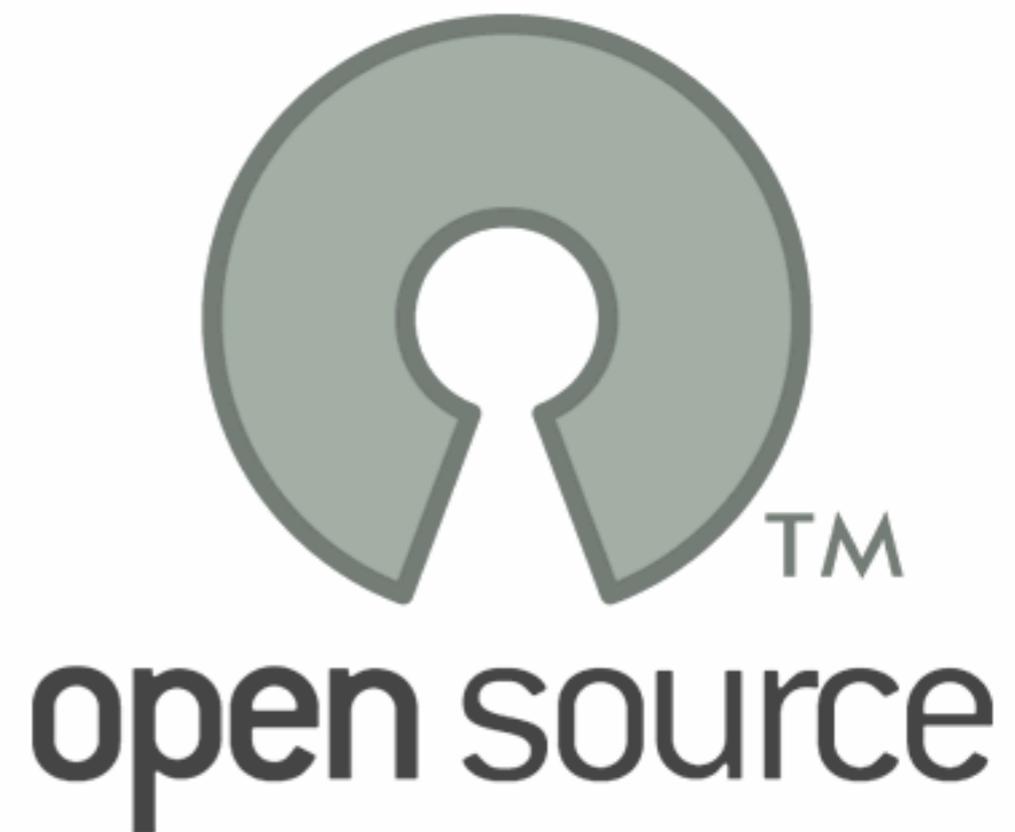
- * geared towards where I work
- * yes, it's the web
- * I am a power user
- * this is big picture stuff
- * little picture stuff to follow



Disclaimer Info

Open Source & Open Sources

- * Firefox [more later!]
- * Koha/Evergreen/Sitka
- * Open Library
- * Feeds/authenticated feeds
- * Open Office and more F/LOSS



Collaborative Information

The image shows a screenshot of a Twitter profile page for user 'jessamyn west'. At the top, the Twitter logo is on the left, and a search bar with the text 'Name or location' and a 'search' button is in the center. To the right of the search bar are navigation links: 'Home', 'Find & Follow', 'Settings', 'Help', and 'Sign out'. Below the navigation bar is a text input area with the prompt 'What are you doing?' and a character count of '140'. An 'update' button is positioned below the input area. Underneath the input area are four tabs: 'Recent', 'Replies', 'Archive', and 'Everyone'. The main content area displays a list of replies to the user's tweet. Each reply includes a profile picture, the user's name and handle, the text of the reply, and the time it was posted. The replies are:

- mikemcaffrey @jessamyn**: You can talk about how cloud storage such as S3 can be used for digital library asset file storage for really cheap. 6 minutes ago from twirl in reply to jessamyn
- griffey @jessamyn**: Something else interesting I just saw: <http://www.firef.ly/> 7 minutes ago from twirl in reply to jessamyn
- griffey @jessamyn**: I'd include all the new true multimedia stuff that's launched recently: seesmic, ustream, kwik, etc. 8 minutes ago from twirl in reply to jessamyn
- rmazar @jessamyn**: the easy and seamless interactivity and modification of things....like scrapblog and meebo. 11 minutes ago from web in reply to jessamyn
- joshuamneff @jessamyn**: porn! 11 minutes ago from TwitterFox in reply to jessamyn

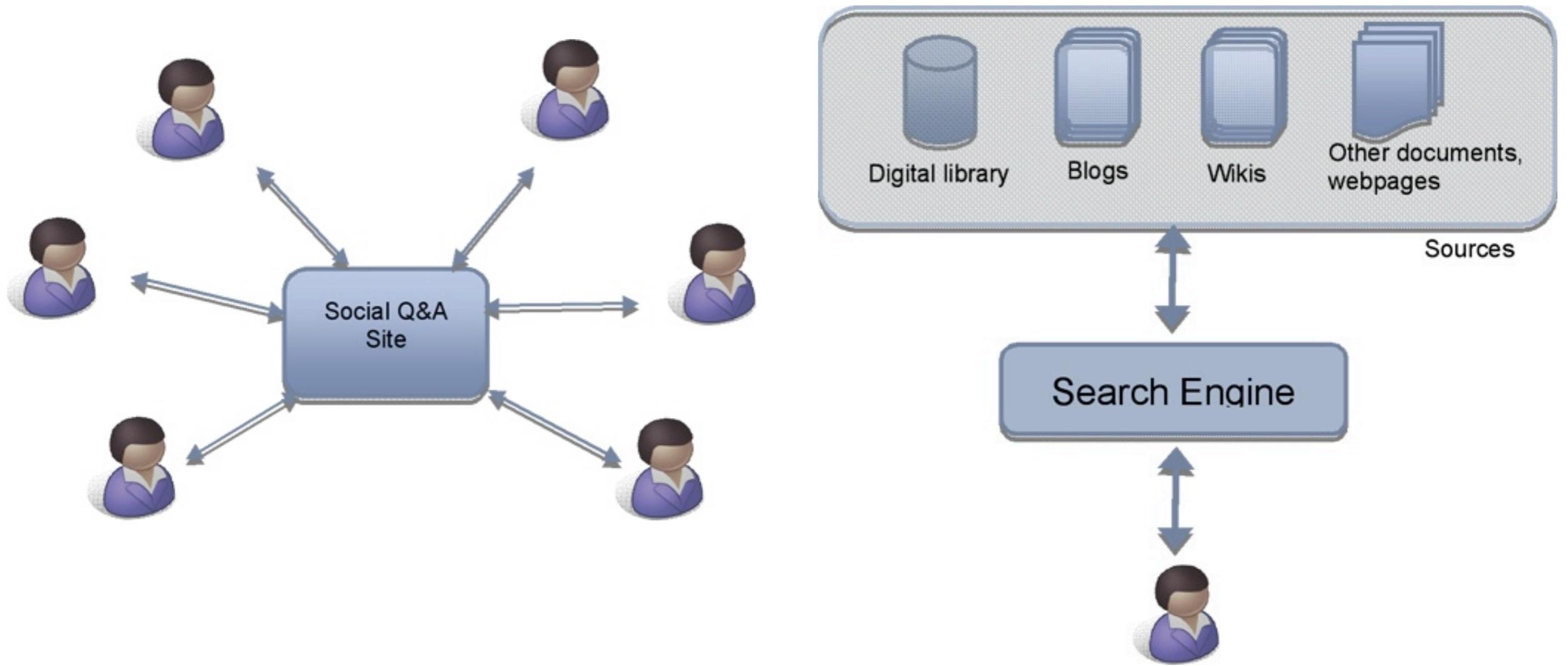
On the right side of the page, there is a yellow sidebar containing the user's profile information and statistics:

- Greeting: 'Hi, your profile'
- Profile picture and name: 'jessamyn west'
- Section: 'Currently'
- Text: 'okay @librarians .. discussing "top web trends" tomorrow at VLA. Some suggestions, so I can at least show off Twitter?'
- Button: 'Put your updates on your site!'
- Section: 'Device updates' with a link 'add device'
- Text: 'Take Twitter with you! Set up your phone or IM!'
- Section: 'Stats'
- Table of statistics:

Following	196
Followers	1,141
Favorites	7
Direct Messages	429
Updates	1,257
- Section: 'People' with a link 'invite more'

cite: <http://twitter.com/jessamyn>

aka "Social Q&A"



this

not this

Disruptive Technologies

- * digital content (books and more)
- * VOIP
- * web vs. broadcast tv
- * things we *can't predict*

Disruptive Technologies

- * digital content (books and more)
- * VOIP
- * web vs. broadcast tv
- * things we *can't predict*



Repurposable Content

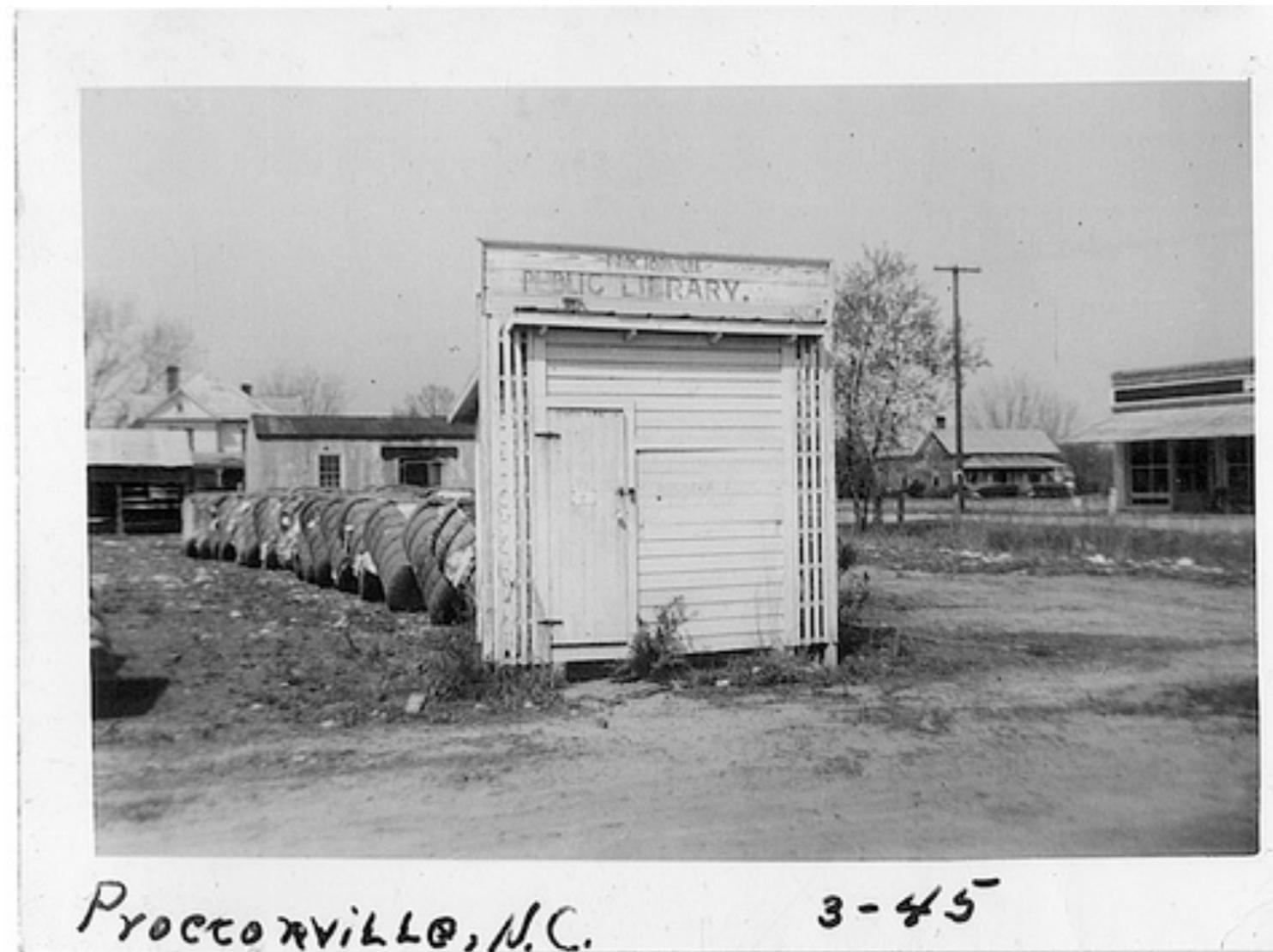
* feeds

* photos

* tweets?

* our stuff?

* their stuff?



“The Tubes” & Getting at Them

- * APIs
 - flickr
 - google maps
- * Mashups
- * Ning
- * the end of apps?
 - chrome?
 - the cloud?



cite: <http://nypl.org/hours/index.cfm?Trg=5&b=Man>

and the cloud? it's complicated...



cite: http://en.wikipedia.org/wiki/Cloud_computing

cite: <http://www.amazon.com/b/?node=201590011>

Local Knowledge Endures & Thrives

- * “surfacing” local content
- * sharing local knowledge
- * funding/supporting/justifying what we do
- * the web is the anti-local in many ways, that doesn't make it bad

Local Knowledge Endures & Thrives

- * “surfacing” local content
- * sharing local knowledge
- * funding/supporting/justifying what we do

MARRIES IN VERMONT,.

Joxepit West,, Formerly of Princeton, Takes Minx Wylie for Bride. Special to Ttie, Toleg@am PRINCETON, Oct. 31.-Joseph West, of Chicago, formerly of Princeton. was mar- ried to Agnes Wylie at East Craftsbury, Vt., at 8 o!clock last night,, by Rev. Edward Garvin' the ceremony was per- formerd in the Presbyterian church which was filled with relatives and acquaint- ances Ttle bride was given away by her moth- - Mrs. George W. Wylie, who was edliessi@@d In lavender and whtte lace. The bride wore white satin with trim- mings of duchess and robe point lace. She wore a veil of duchess and rose point, previously worn by an aunt, Mrs. Simpson of New York. She carried bride roses and lilies of the Valley. ' Gertrude West of Princeton, sister of the groom and friend and schoolmate of the bride was maid of honor. She wore pink satin and chiffon aipd carried pink carnations. Ralph H. Beaman, Norwood, was beat man and the'ushers were John and W&I- ter Simpson, cousins of the bride. The decorations In the church consisted of pink chrymantherhums, 'flr bal@ain

folks want to know “who knows?”

I have two routers, one wired one wireless. The wired router is connected to the internet and the wireless router is connected to the wired router. My iPhone and MacBook are both connected to the internet via the wireless router and in turn the wired router. I'm trying to get them to see each other. How? [\[more inside\]](#)

posted by [anglaise](#) to [computers & internet](#) at 3:27 PM - [0 answers](#) +

I'm trying to add a username in Wordpress that has an apostrophe in it (like Jerry O'Connell). It's telling me this is not allowed. Can I work around this? [\[more inside\]](#)

posted by [kerning](#) to [computers & internet](#) at 3:25 PM - [1 answer](#) [1 new](#) +

I'm looking for paradigmatic ethics papers. [\[more inside\]](#)

posted by [oddman](#) to [religion & philosophy](#) at 3:03 PM - [0 answers](#) +

Based on your own experience in Germany over the last year: is Deutsche Bahn's systemwide smoking ban inside Germany being enforced? [\[more inside\]](#)

posted by [kalapierson](#) to [travel & transportation](#) at 3:03 PM - [3 answers](#) [3 new](#) +

Why do lights flicker in my peripheral vision? [\[more inside\]](#)

posted by [Raichle](#) to [health](#) at 3:00 PM - [4 answers](#) [4 new](#) +

Why do my crescent rolls always seem to go flat? [\[more inside\]](#)

posted by [NoraCharles](#) to [food & drink](#) at 2:40 PM - [3 answers](#) [3 new](#) +

Getting Back Into Travel Photography. Five Questions [\[more inside\]](#)

posted by [Spurious](#) to [media & arts](#) at 2:36 PM - [4 answers](#) [4 new](#) +



local + social + online = WIN

The screenshot shows the Yelp website interface. At the top, the search bar contains 'food' and 'Potsdam NY'. Below the search bar is a navigation menu with options like 'Welcome', 'About Me', 'Write a Review', 'Find Reviews', 'Invite Friends', 'Messaging', 'Talk', and 'Member Search'. The main content area displays search results for 'food' in 'Potsdam'. It includes a filter section with options for 'Sort By' (Best Match, Highest Rated, Most Reviewed), 'Cities' (Potsdam), 'Distance' (Bird's-eye View, Driving, Biking, Walking, Within 4 blocks), 'Features' (Good for Groups, Good for Kids, Outdoor Seating), 'Price' (\$, \$\$, \$\$\$, \$\$\$\$), and 'Category' (Specialty, Grocery, Food, Restaurant). Two results are shown: '1. Bagelry the' (Bakeries, Bagels) and '2. Cactus Grill & Cantina' (Restaurants). A map on the right shows the location of these businesses in Potsdam, NY.

yelp
Real People. Real Reviews.™

Search for (e.g. taco, salon, Max's) Near (Address, City, State or Zip)

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk [Member Search](#)

food Potsdam 1 to 10 of 23 - Results per page

Browse Category: [Food](#)

Sort By	Cities	Distance	Features	Price	Category
<input type="radio"/> Best Match <input checked="" type="radio"/> Highest Rated <input type="radio"/> Most Reviewed	<input type="checkbox"/> Potsdam	<input checked="" type="radio"/> Bird's-eye View <input type="radio"/> Driving (5 mi.) <input type="radio"/> Biking (2 mi.) <input type="radio"/> Walking (1 mi.) <input type="radio"/> Within 4 blocks	<input type="checkbox"/> Good for Groups <input type="checkbox"/> Good for Kids <input type="checkbox"/> Outdoor Seating ... More features »	<input type="checkbox"/> \$\$\$\$ <input type="checkbox"/> \$\$\$ <input type="checkbox"/> \$\$ <input type="checkbox"/> \$	<input type="checkbox"/> Specialty <input type="checkbox"/> Grocery <input type="checkbox"/> Food <input type="checkbox"/> Restaurant

1. Bagelry the
Categories: Bakeries, Bagels
★★★★★ 2 reviews
9 Market St
Potsdam, NY, 13676
(315) 265-9378
 Oh yeah. Cheap and delicious bagel sandwiches. This is quintessential Potsdam stuff here.

2. Cactus Grill & Cantina
Category: Restaurants
★★★★☆ 2 reviews
11 Raymond St
Potsdam, NY, 13676
(315) 265-0240
 Cantina is your spot in Potsdam to get Mexican food, unless you head 20 minutes north to Hotel Grande

and a few anti-trends

- * DRM vs. usability
- * privacy, what's yours, what's ours, what's theirs
- * Other copyright machinations
- * the accelerating pace of everything
- * the high cost of everything
- * renting versus owning



Thanks!

Questions before breaktime?

IT'S

INTERMISSION

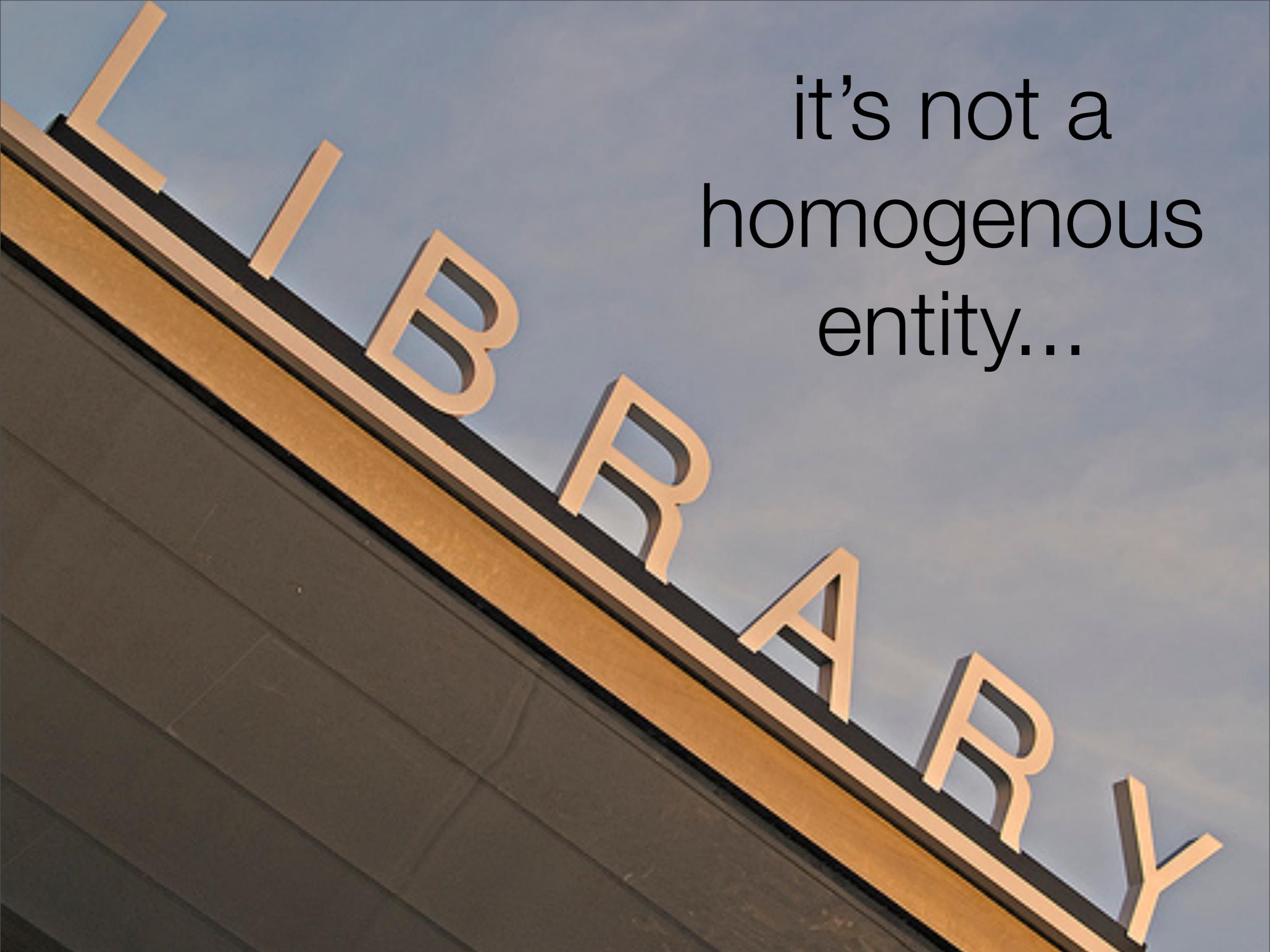
TIME,

Folks!

The Library

Angle

it's not a
homogenous
entity...



cite: <http://flickr.com/photos/85853849@N00/327651705>

we have (at least) two roles



librarian to
patron



librarian to
librarian

cite: <http://flickr.com/photos/montereypubliclibrary/2766445316/>

cite: <http://flickr.com/photos/revjim5000/1492169438/>

maybe even librarians to librarians

facebook

Profile edit Friends ▾ Inbox ▾

Association of College & Research Libraries



Founded: 1938

▼ Information

Website: <http://www.acrl.org>
<http://acrlog.org/>
<http://acrl.ala.org/acrlinsider>
<http://wikis.ala.org/acrl/>

Company Overview: The Association of College and Research Libraries (ACRL), a division of the American Library Association, is a professional association of academic librarians and other interested individuals. It is dedicated to enhancing the

Search

Applications edit

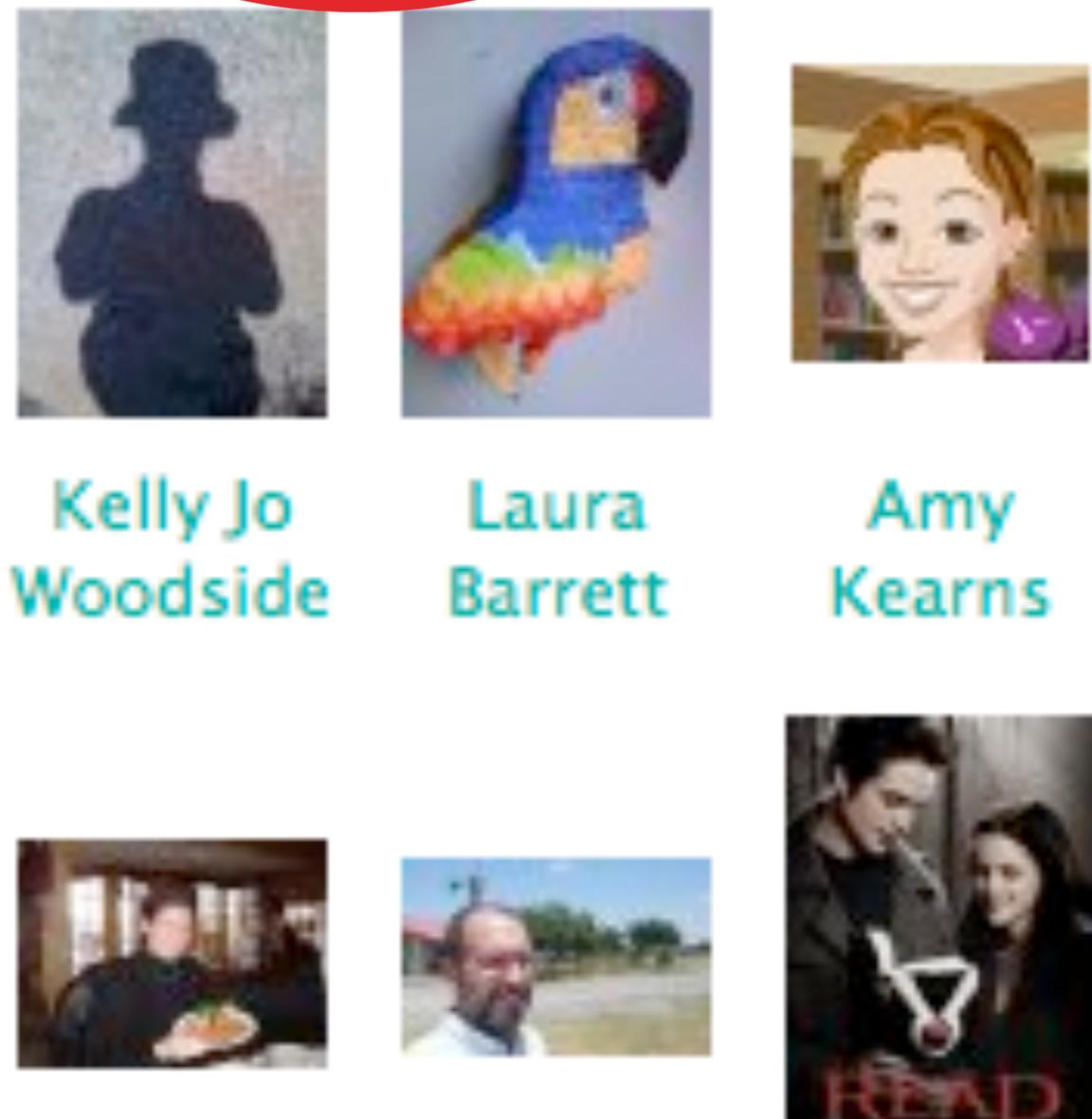
- Notes
- Call Me on Skype
- Posted Items
- Auto-Colorizer

▼ more

maybe even librarians to librarians

▼ Fans

6 of 1,663 fans [See All](#)



A grid of six fan photos. The first row contains three photos: a black silhouette of a person wearing a hat, a colorful parrot, and a cartoon-style portrait of a woman with red hair. The second row contains three photos: a person holding a plate of food, a man's face, and a scene from a movie with a man and a woman, with the word 'READ' in red at the bottom.

Kelly Jo Woodside

Laura Barrett

Amy Kearns

library as **leader**/library as **follower**



library as **leader**/library as **follower**

which are you?



why?

- * save money/time?
- * stay relevant?
- * be more fun?
- * scale better?
- * share more easily?



why *now*?

- * All libraries have computers.
- * Most libraries have broadband.
- * Many patrons have access at home or work.
- * Many people have to be online already.
- * Other incentives to being connected.



a low tech example



saving 42 cents a shot if you can get people on board.

a higher-tech example

The screenshot shows the DarienLibrary.org website. At the top, there is a navigation bar with links for "Log out", "Support the Library", and "Contact Us". Below this is a secondary navigation bar with tabs for "My Account", "Catalog", "Events", "Services", "Youth", "Research", and "Community". The DarienLibrary logo is on the left, and a search bar contains the text "jessamyn". A dropdown menu is open, showing search suggestions: "catalog: everything", "catalog: books", "catalog: music", "catalog: movies", "web: darienlibrary.org" (highlighted), and "web: google".

Below the navigation, a "Darien Library" sidebar lists links: Home, My Account, Search this site, Site map, Talk to a librarian, and Log out. The main content area features a large "WELCOME TO THE DARIEN" header, a quote: "I'm taking things out from the display table that I never saw before. I took mysteries out for my husband.", and a "Welcome to a New DarienLibrary.org!" message. A "Happening Right Now!" banner is also visible.

cite: <http://www.darienlibrary.org/>

an outside the box example

The screenshot shows the website for the Jessamine County Public Library (JCPL). The header features the JCPL logo on the left, navigation links for Home, Email, and Site Search, and the text 'JESSAMINE COUNTY PUBLIC LIBRARY' on the right. A left sidebar contains a menu of services such as 'Using JCPL', 'FAQs', 'JCPL Catalog', 'JCPL Downloadables', 'Research & Homework Help', 'Book Lovers', 'Music & Movies', 'Children's Library', 'Events & Calendars', 'About JCPL', 'How To Reach Us', 'The Annex Coffee Shop', and 'Site Map'. The main content area is titled 'Library-in-a-Box' and includes a 'PRINT' button. The text describes a new service where library items are delivered to patrons via an electronically controlled locker. A graphic shows a white box with 'Library' written on the top flap and 'In A BOX' on the front. The JCPL logo is repeated at the bottom right of the main content area.

JCPL
JESSAMINE COUNTY
PUBLIC LIBRARY

Home: Email: Site Search:

- Using JCPL
- FAQs
- JCPL Catalog
- JCPL Downloadables
- Research & Homework Help
- Book Lovers
- Music & Movies
- Children's Library
- Events & Calendars
- About JCPL
- How To Reach Us
- The Annex Coffee Shop
- Site Map

Library-in-a-Box

An exciting new service provided by the Jessamine County Public Library

JCPL is pleased to announce an innovative new way to meet your information and entertainment needs. It's called Library-in-a-Box. Not only is it the first of its kind in Jessamine County, but it's the first delivery service of this kind in the state of Kentucky!

Here's how it works. Visit JCPL to apply for a special Library-in-a-Box Card for one of two locations listed below (a third location is coming soon):

- *Citizens Bank in Wilmore*
- *Kroger at Brannon Crossing*

Once you have your card, place a hold for what you want. You may do this online -> [Link](#) or by calling the library. Patrons can request up to five items at a time. When your item(s) are available, the library will deliver them to an electronically controlled locker

JCPL
JESSAMINE COUNTY
PUBLIC LIBRARY

cite: http://jesspublib.org/using_jcpl/library_in_box.htm

a non-library example

tumblr.

Explore Sign up Log in Help

Sign up in 10 seconds →

Log in

E-mail address

jessamyn@gmail.com

Password

●●●●●●

Log in

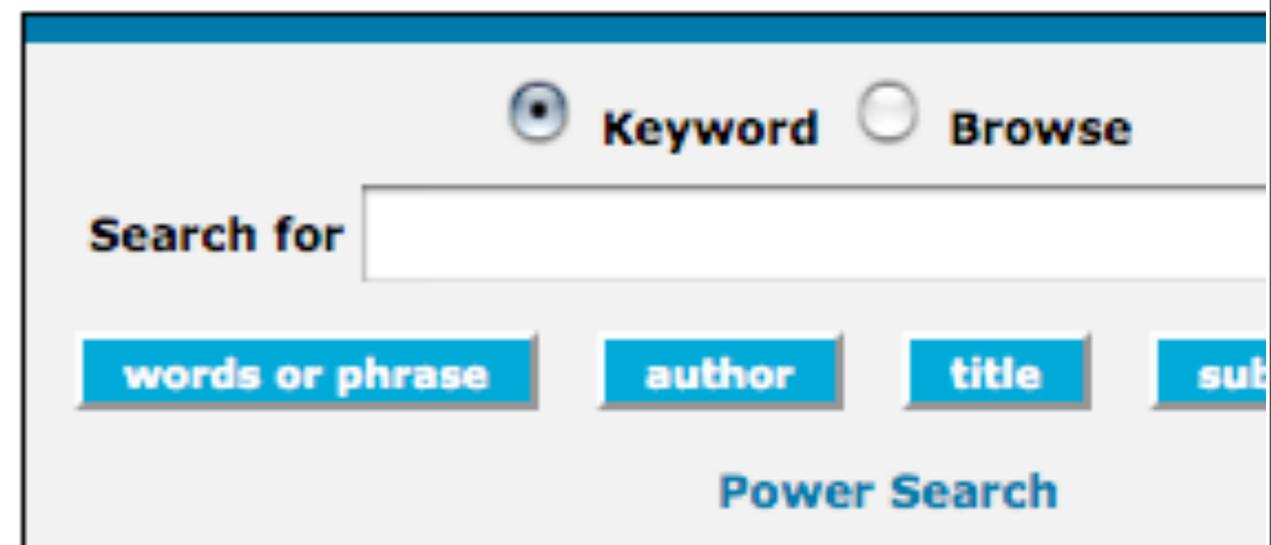
[Forgot your password?](#)

© Tumblr, Inc. [Help](#) [What's New](#) [Developers](#) [Content Policy](#) [Terms of Service](#) [Privacy Policy](#)

cite: <http://jessamyn.tumblr.com/>

room for improvement?

- * OPAC?
- * ILL?
- * other acronyms?
- * patron communication.
- * transparency.



A screenshot of a library search interface. At the top, there are two radio buttons: 'Keyword' (selected) and 'Browse'. Below this is a search input field with the placeholder text 'Search for'. Underneath the input field are four blue buttons: 'words or phrase', 'author', 'title', and 'sub'. At the bottom of the search area is a 'Power Search' button.

Recommended Reading

[Cookbook Awards](#)
[Agatha Award \(Mystery\)](#)
[Nebula Award \(Science Fiction\)](#)
[Spur Awards \(Western\)](#)
[Pulitzer Prize for Fiction](#)
[More recommended reading lists](#)

Best Sellers

[New York Times Fiction](#)
[New York Times Nonfiction](#)
[New York Times Children's Chapter Books](#)
[Publishers Weekly Fiction](#)
[Publishers Weekly Nonfiction](#)
[More best seller lists](#)

what looks good?

The screenshot shows the NTU Libraries Frequently Asked Questions page. At the top left is the NTU logo and the text 'NTU TECHNOLOGICAL UNIVERSITY'. Below this is a navigation bar with links for 'NTU Library', 'Library Catalogue', 'ezSearch', and 'Databases'. A secondary navigation bar contains buttons for 'Home', 'Answers', 'Ask a Question', and 'My Stuff'. The main content area is divided into several sections: 'Find Answers' with a search box and 'Search All Answers' button; 'Login' with fields for 'Username' and 'Password' and a 'Log In to My Stuff' button; 'Most Popular Answers' with a list of top 5 most read answers, starting with '1. Exam papers - Answer keys'; 'Ask a Question' with a 'Send your question to NTU Library' button; and a 'Welcome!' sidebar with a 'Have a question for NTU Library?' section, a 'Check FAQ' link, a 'Can't find the answer you need? Ask!' link, and links for 'ShareThis' and 'RSS Feed'.

NTU *libraries* frequently asked questions **FAQ**

NTU Library | Library Catalogue | ezSearch | Databases

Home | Answers | Ask a Question | My Stuff

Find Answers

Search by Keyword

Search All Answers

[Advanced Search](#)

Most Popular Answers

You can also click to view one of our top 5 most read answers.

1. Exam papers - Answer keys

Login

Check the status of your questions, modify your profile, or access restricted information and features.

Username

Password

Log In to My Stuff

Ask a Question

Send your question to NTU Library

Welcome!

Have a question for NTU Library?

It may have already been asked. [Check FAQ.](#)

Can't find the answer you need? [Ask!](#)

[ShareThis](#)

[RSS Feed](#)

what have you tried?



what gets in your way?



next up

some 2.0 strategizing
and examples.

after lunch

