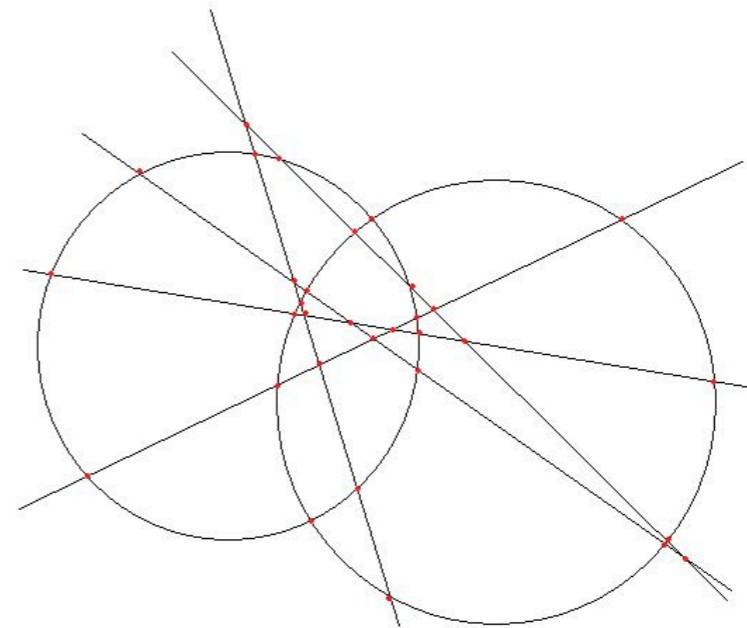


# Web Trends

---

## Fiveish trajectories an overview



Jessamyn West - [librarian.net/talks/nnyln](http://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

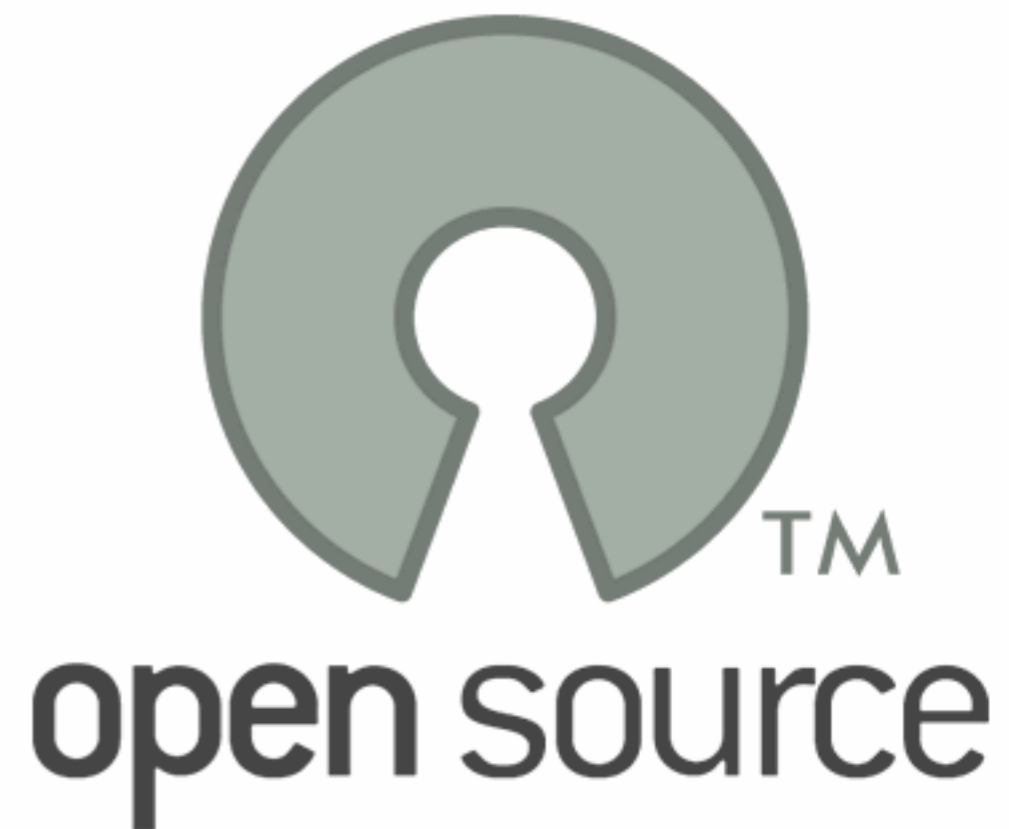


Disclaimer Info

# Open Source & Open Sources

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- \* 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 'Name or location' and a 'search' button is in the center. Navigation links for 'Home', 'Find & Follow', 'Settings', 'Help', and 'Sign out' are on the right. Below the header is a text input area with the prompt 'What are you doing?' and a character count of '140'. An 'update' button is centered below the input. Underneath are tabs for '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 and source of the reply. 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

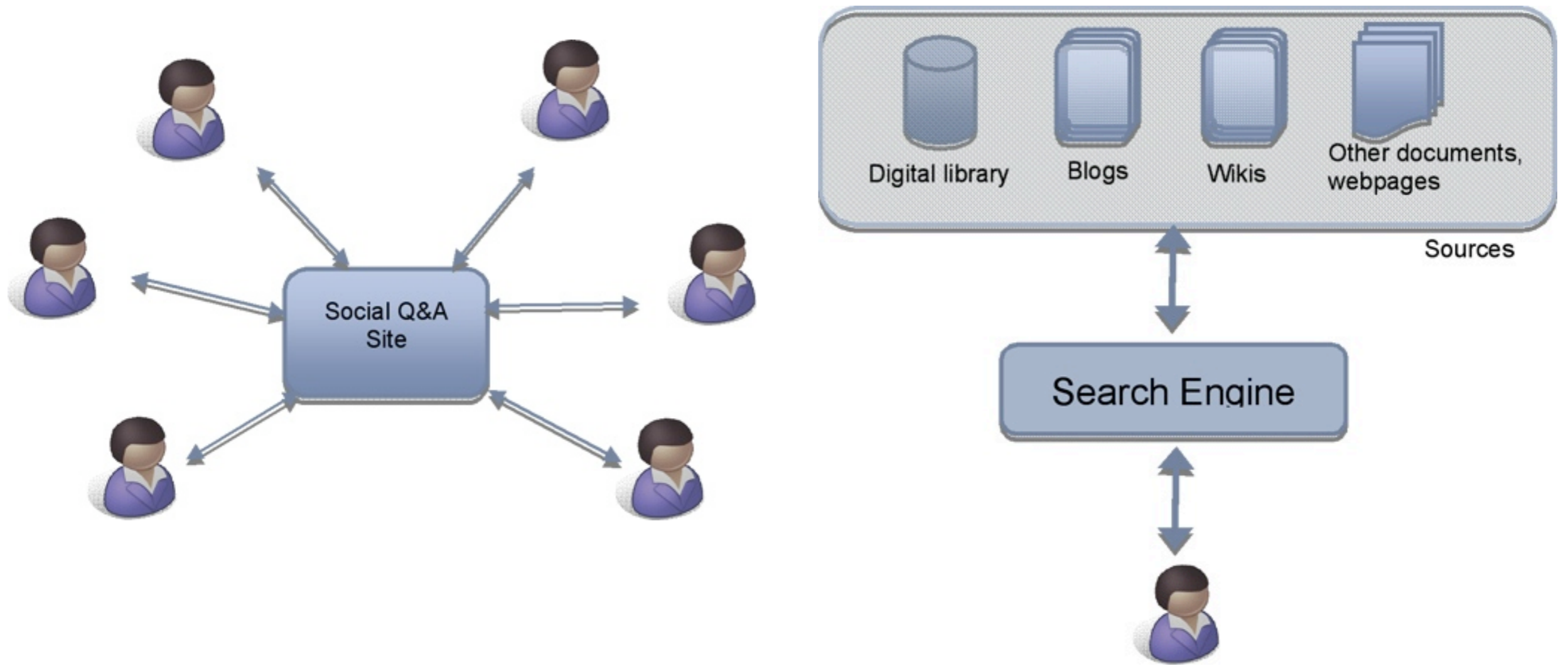
On the right side of the page, there is a yellow sidebar containing the user's profile information: 'Hi, your profile', a profile picture, and the name 'jessamyn west'. Below this is a 'Currently' section with a text update: 'okay @librarians .. discussing "top web trends" tomorrow at VLA. Some suggestions, so I can at least show off Twitter?'. A button 'Put your updates on your site!' is located below the update. Further down are 'Device updates' with an 'add device' link, a message 'Take Twitter with you! Set up your phone or IM!', and a 'Stats' section with the following data:

Following	196
Followers	1,141
Favorites	7
Direct Messages	429
Updates	1,257

At the bottom of the sidebar is a 'People' section with an 'invite more' link.

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

# aka "Social Q&A"



this

not this



# Disruptive Technologies

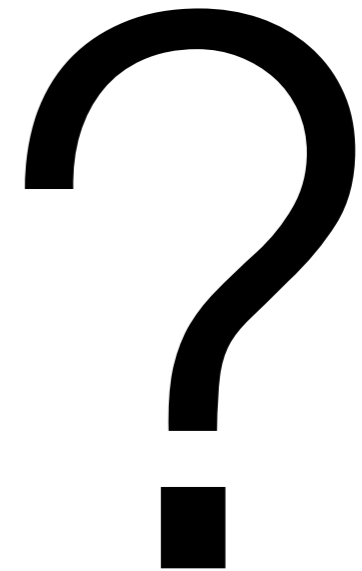
---

- \* 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

---

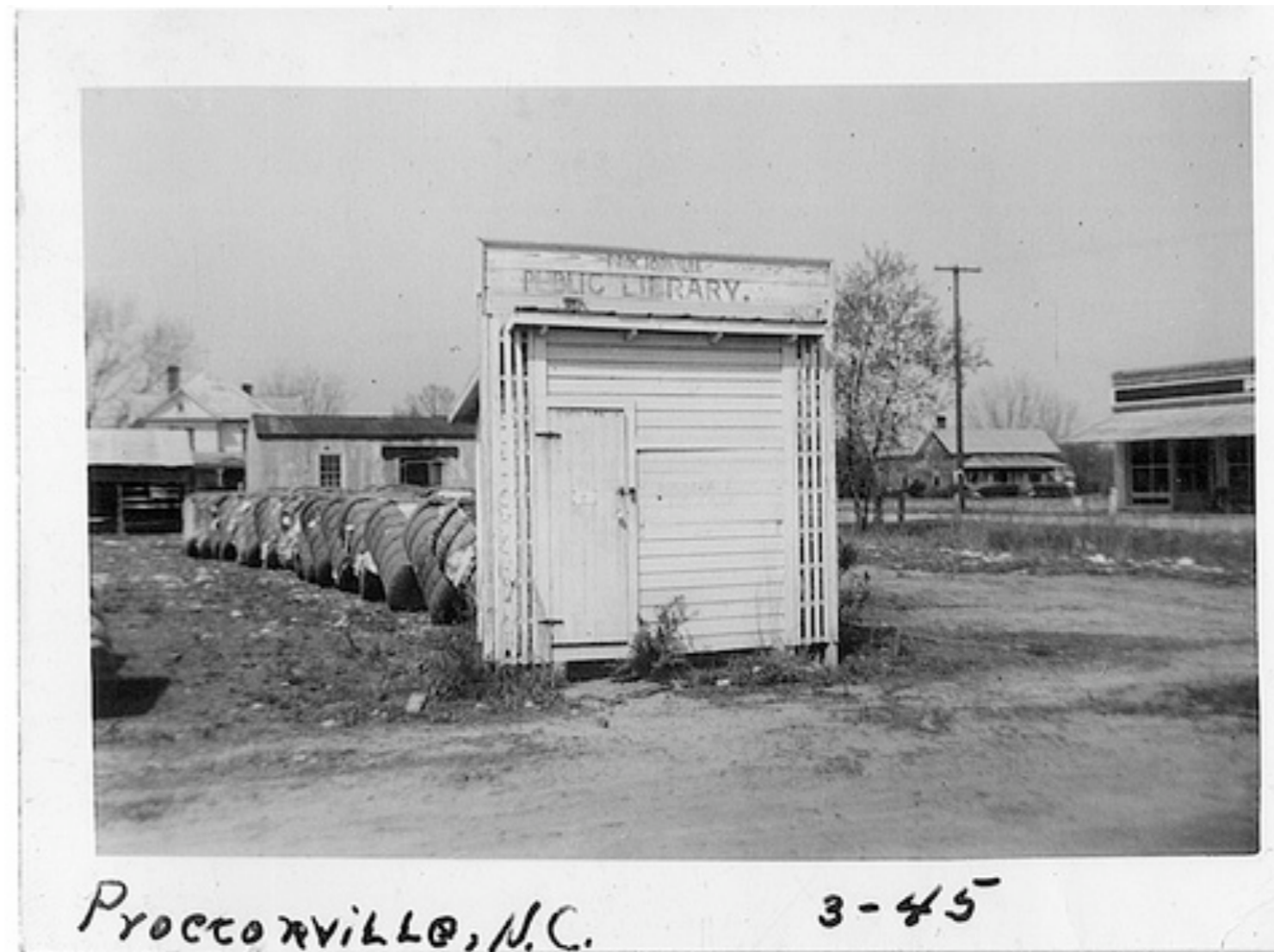
\* feeds

\* 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](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 'Sort By' section with 'Highest Rated' selected, a 'Distance' section with 'Bird's-eye View' selected, and a 'Price' section with '\$' selected. The results list two businesses: '1. Bagelry the' and '2. Cactus Grill & Cantina'. 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 <a href="#">... More features »</a>	<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,

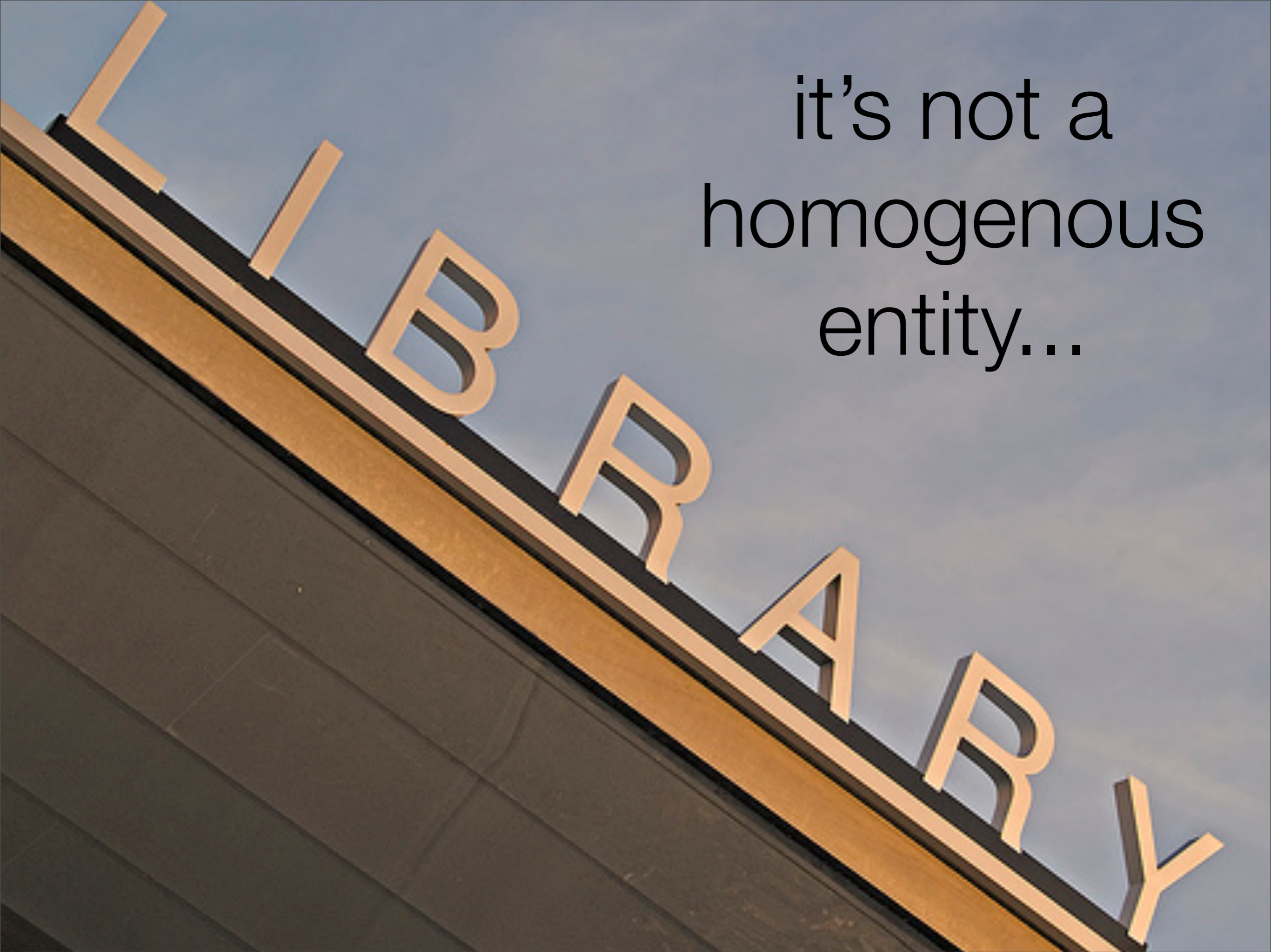
*Folks!*

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

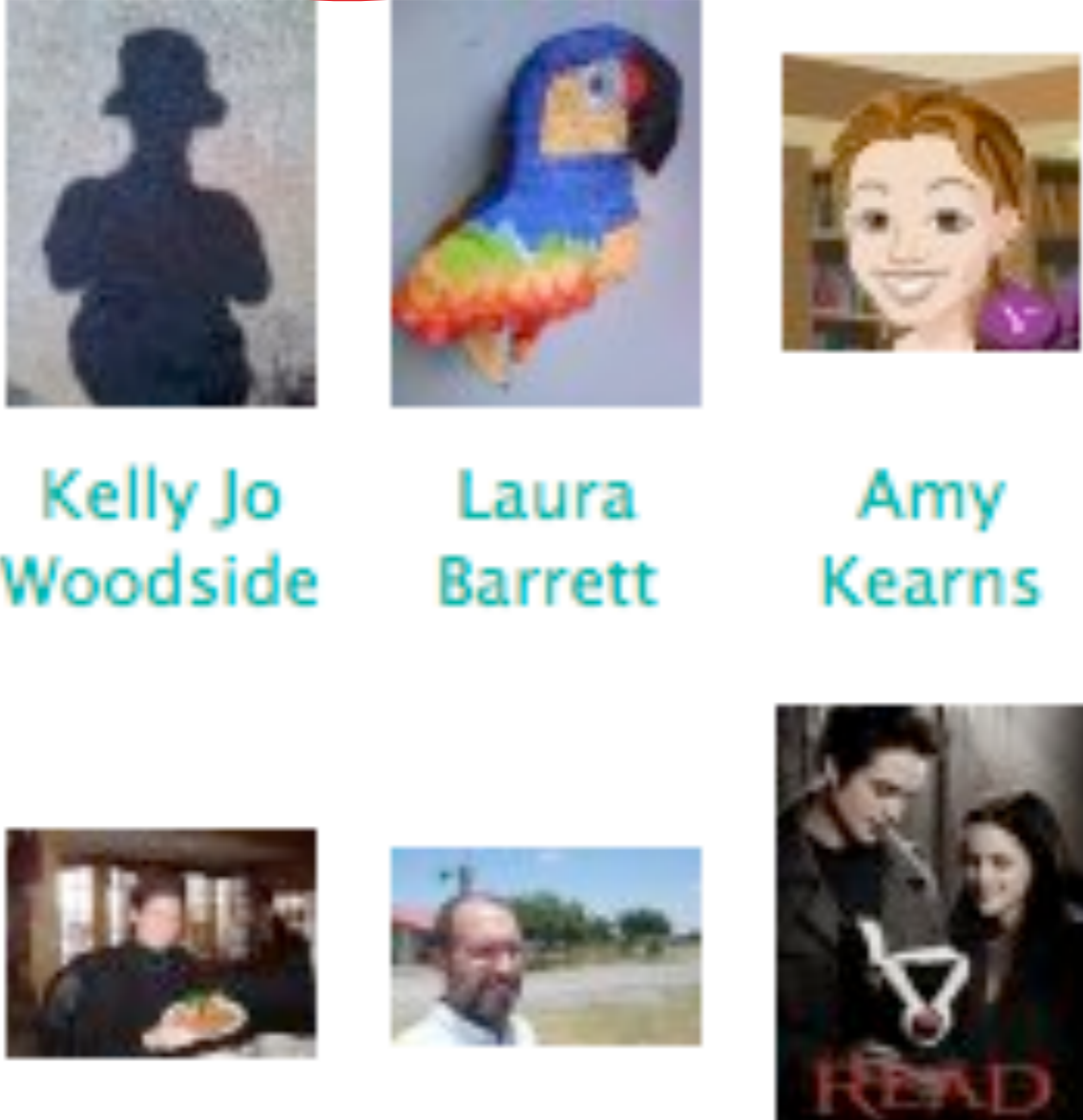
▼ more

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 with a beard, 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 interface. 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 from the search bar, listing search filters: "catalog: everything", "catalog: books", "catalog: music", "catalog: movies", "web: darienlibrary.org" (highlighted), and "web: google".

Hello jessamyn!

Log out | Support the Library | Contact Us

My Account | Catalog | Events | Services | Youth | Research | Community

DarienLibrary

jessamyn

catalog: everything  
catalog: everything  
catalog: books  
catalog: music  
catalog: movies  
web: darienlibrary.org  
web: google

» Home

**Darien Library**

- Home
- ▶ My Account
- Search this site
- Site map
- Talk to a librarian
- Log out

WELCOME TO THE DARIEN  
METCOWE TO THE DABIEH

“ I'm taking things out from the display table that I never saw before. I took mysteries out for my husband.”

Welcome to a New DarienLibrary.org!

Happening Right Now!

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, and navigation links for Home, Email, and Site Search on the right. A search bar with a 'Go' button is also present. Below the header is a green sidebar menu with various service categories. 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 at specific locations. A graphic of a box labeled 'Library In A BOX' is shown, along with the JCPL logo at the bottom right of the 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](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?](#)

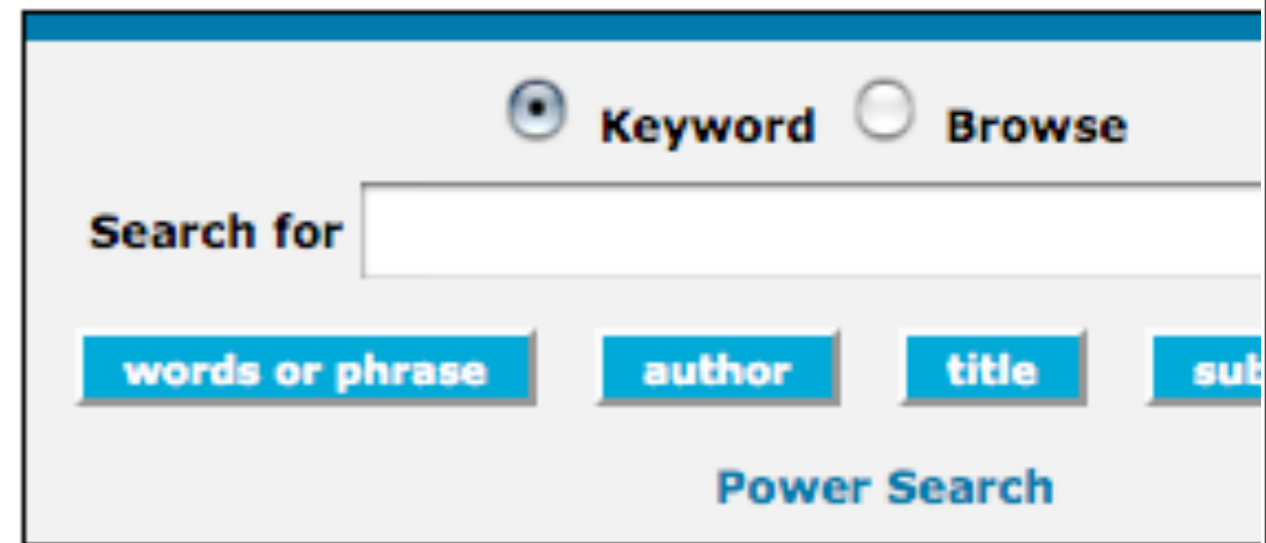
© Tumblr, Inc. [Help](#) [What's New](#) [Developers](#) [Content Policy](#) [Terms of Service](#) [Privacy Policy](#)

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 bar with the text "Search for" and a white input field. Underneath the search bar 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?

**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**

### 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](#)

### Ask a Question

Send your question to NTU Library

# what have you tried?

---



# what gets in your way?

---



# next up

---

some 2.0 strategizing  
and examples.

# after lunch

