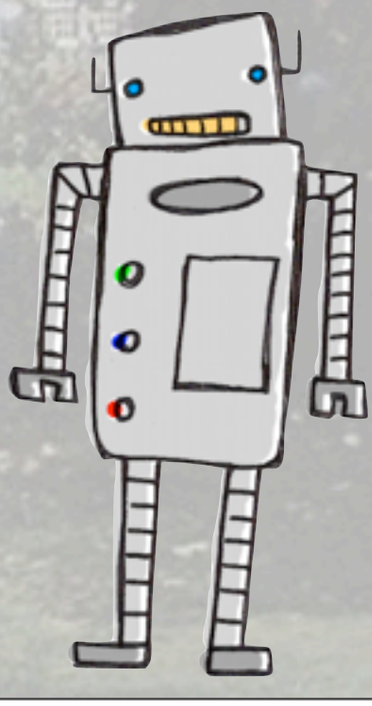
Tiny Tech

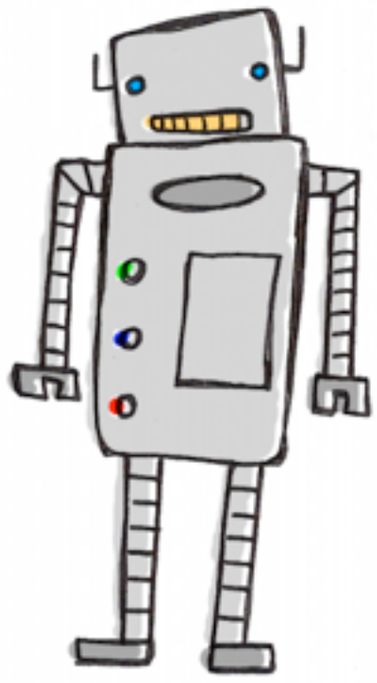
Solving Problems at Small Libraries *on the cheap!*

<librarian.net/talks/brattleboro>



digitally divided

- **We're still at 34% of Americans having no broadband at home.**
- **21% have no internet at all**
- **Adoption rate is slowing [1.5 yrs for last 1%]**
- **People who don't have broadband often don't *want* broadband**



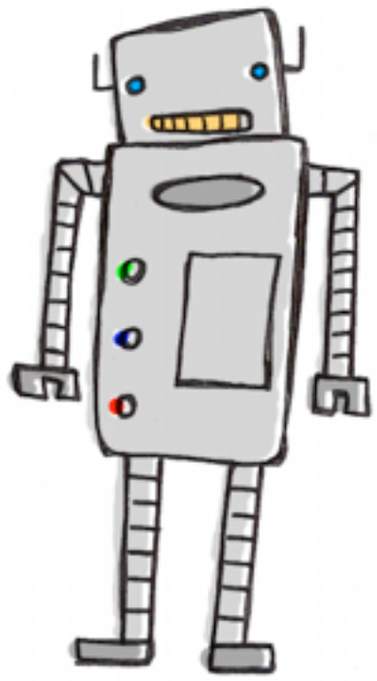
"one-in-10 non-users say they would like to start using the internet in the future."

this just in…

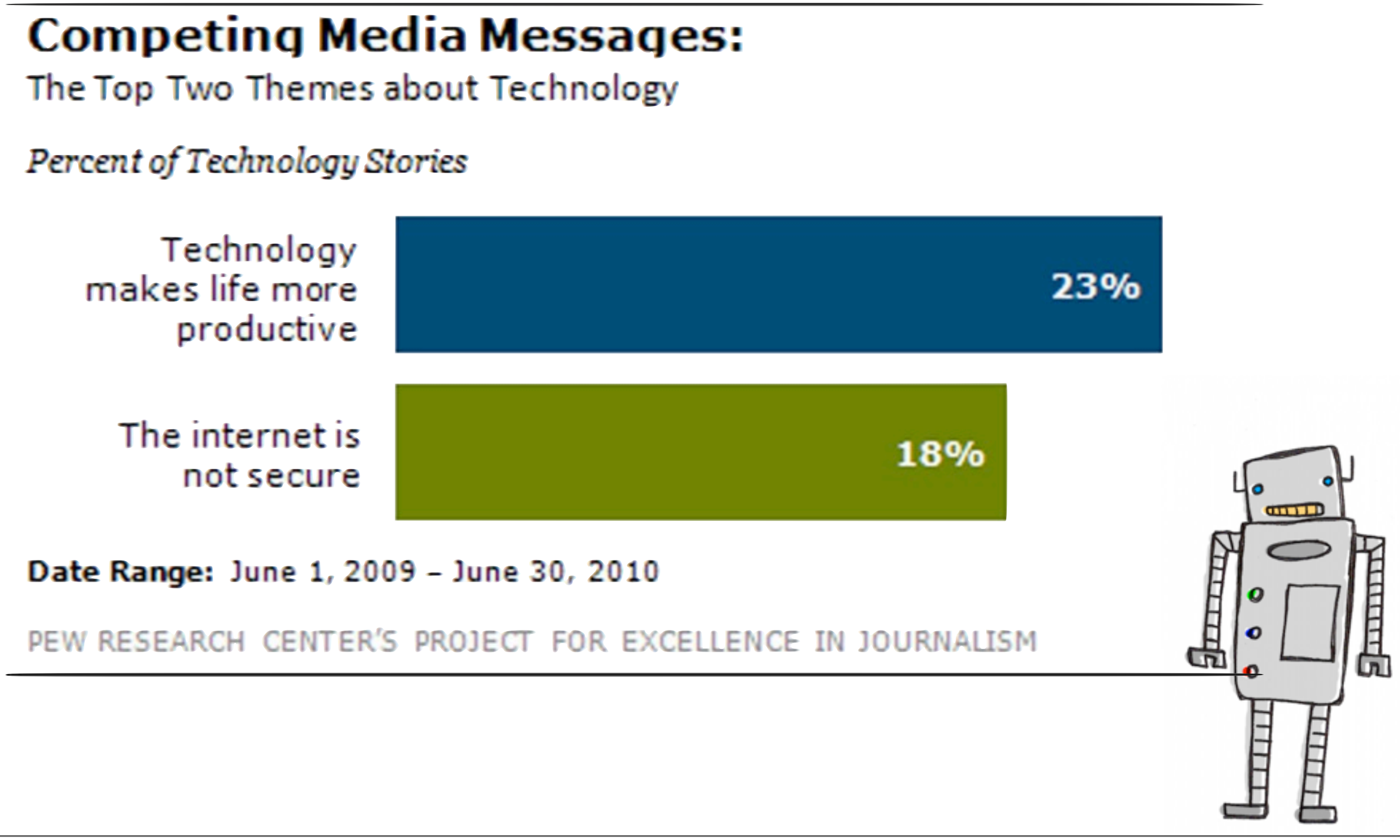
Three main reasons why the 34 % of non-adopting Americans don't have broadband

- **Cost**
- **Lack of digital literacy**
- **Broadband "not sufficiently relevant for them"**

source: FCC's National Broadband Plan Consumer Survey *Broadband Adoption and Use in America*



put more simply...

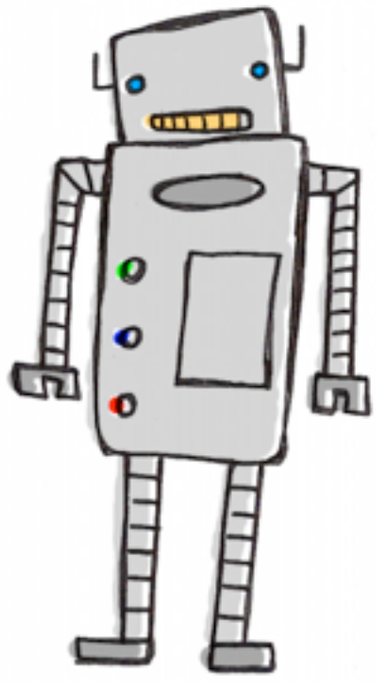


People who don't use the internet learn about it from other places, such as mainstream media

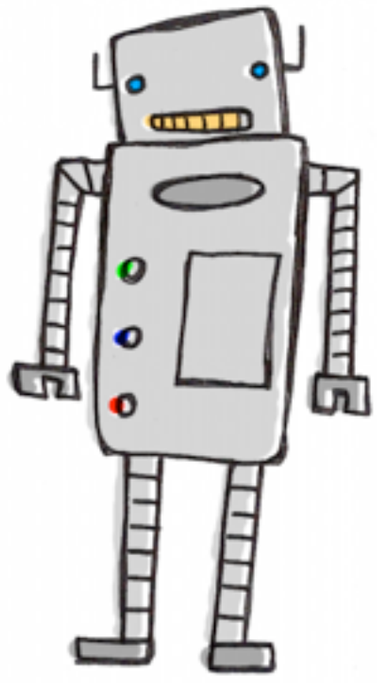
it's magic?

Put another way: We're aware of the Clarke quote "Any sufficiently advanced technology is indistinguishable from magic." people don't understand why computers will do SOME sorts of magic and not others. This is frustrating and confusing for them.

who cares?



who cares?



It’s easier to use economies of scale to reach citizens over the internet: taxes, emergencies

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OR

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AGI must be et
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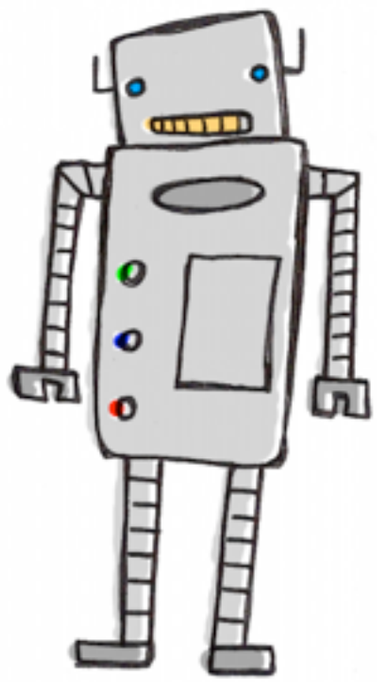
I qualify! Start Now

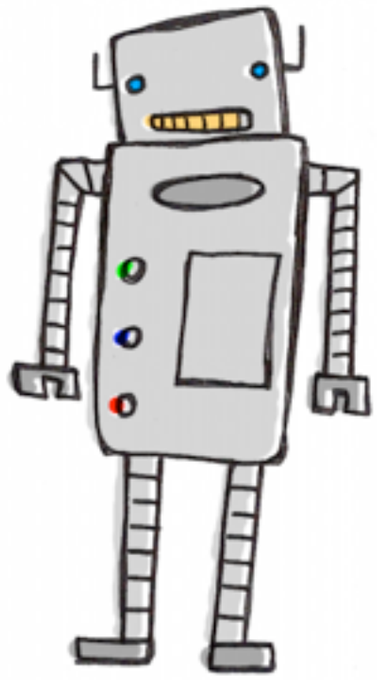
You can do your taxes FOR FREE if you can get online.... for more than 30-60 minutes at a time. This is money in your pocket.

one problem solved

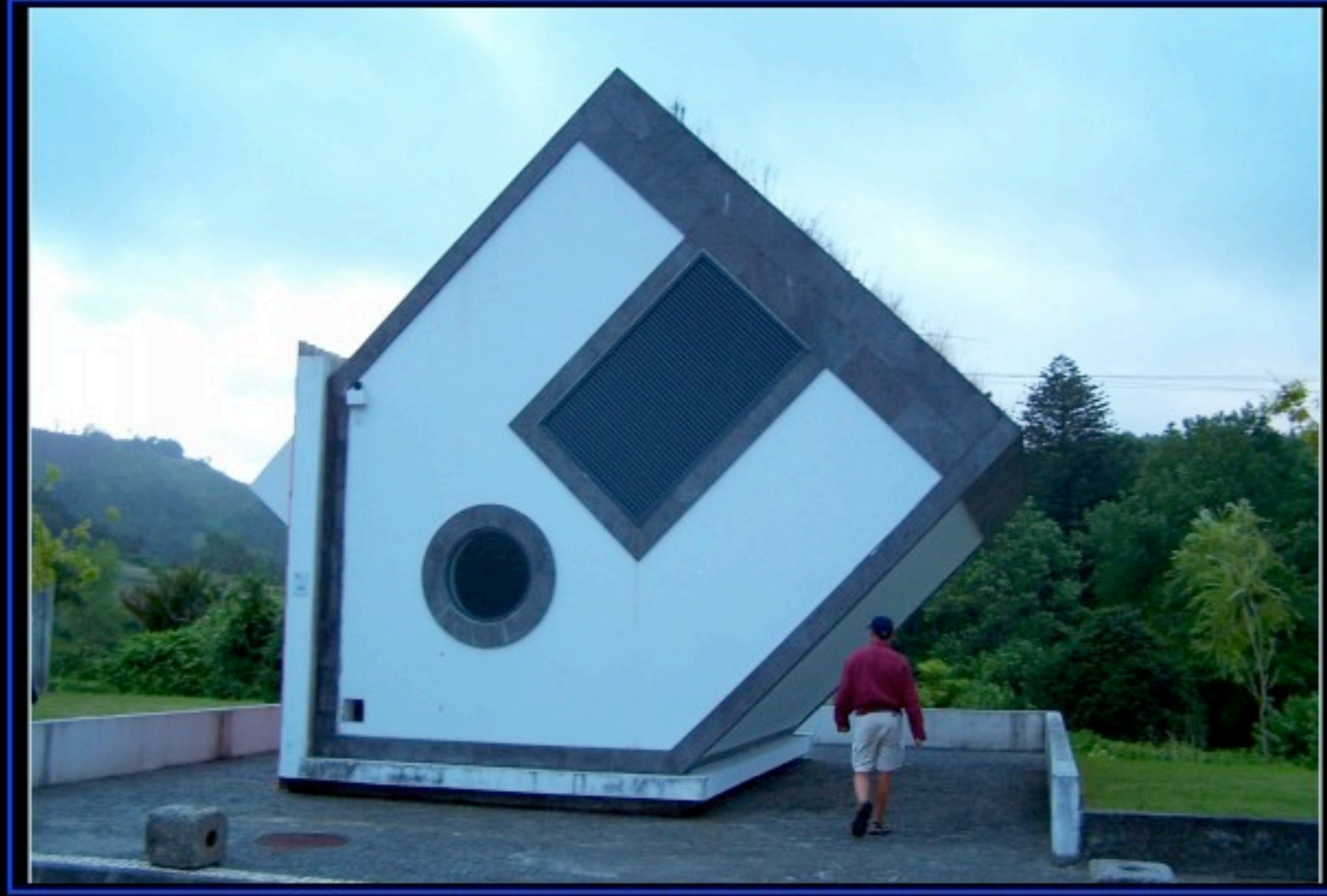


problem solving

- **SWOT [strengths, weaknesses, opportunities, threats]**
- **GROW [goal, reality, options/ obstacles, way forward]**
- **My own approach….**

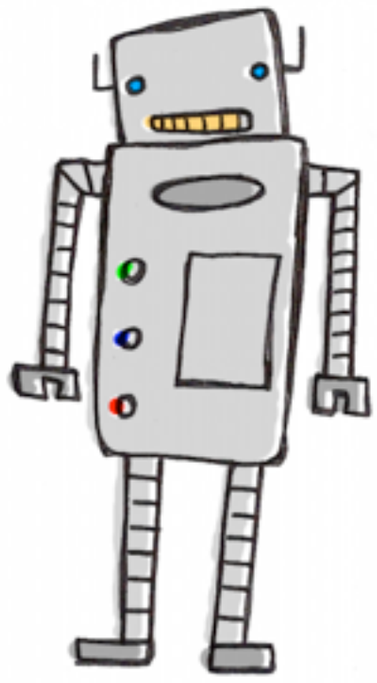


we know these techiniques



A lot of this comes down to helping people solve problems, and saving money is one of the bigger problems you can help them with.

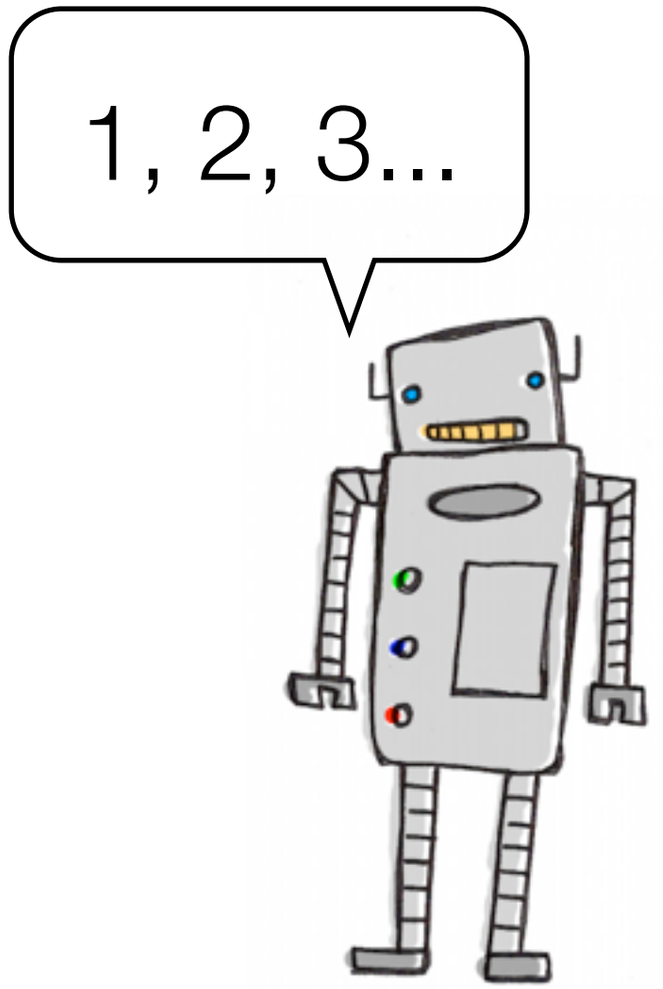
play it as it lays



so I'm going to talk about general strategies and then show some specific examples and places to look for more examples.

three steps

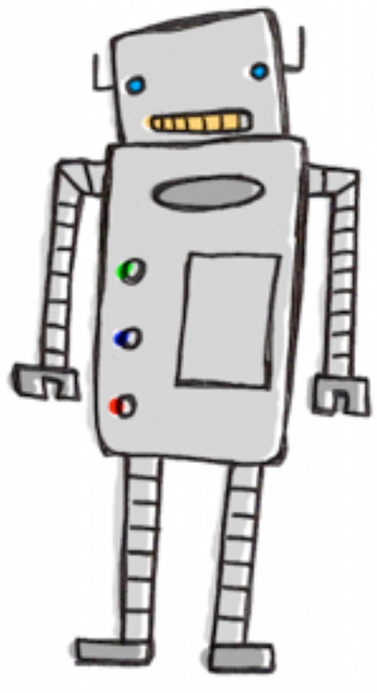
- **advocate**
- **translate**
- **commiserate**



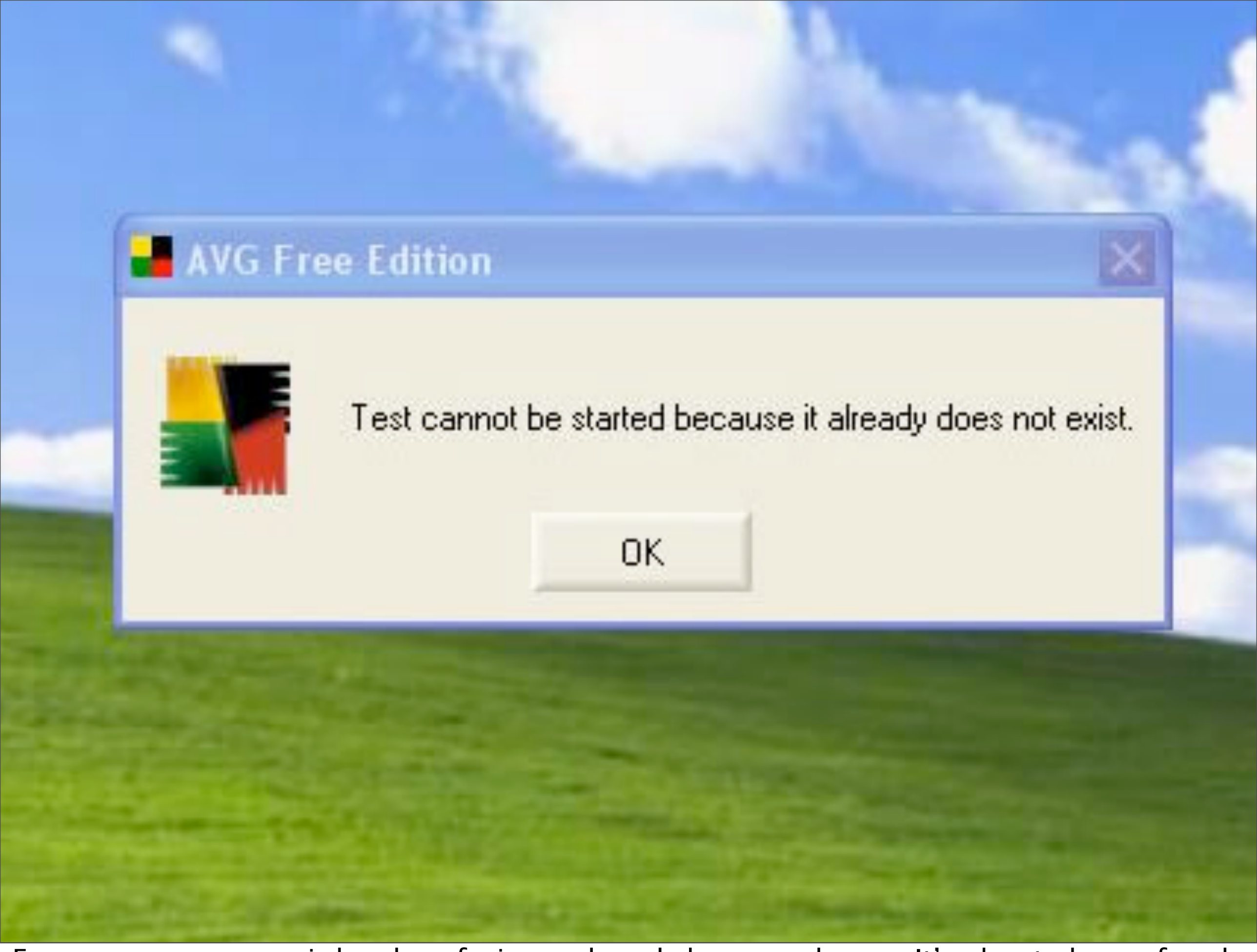
no more bullets

advocate

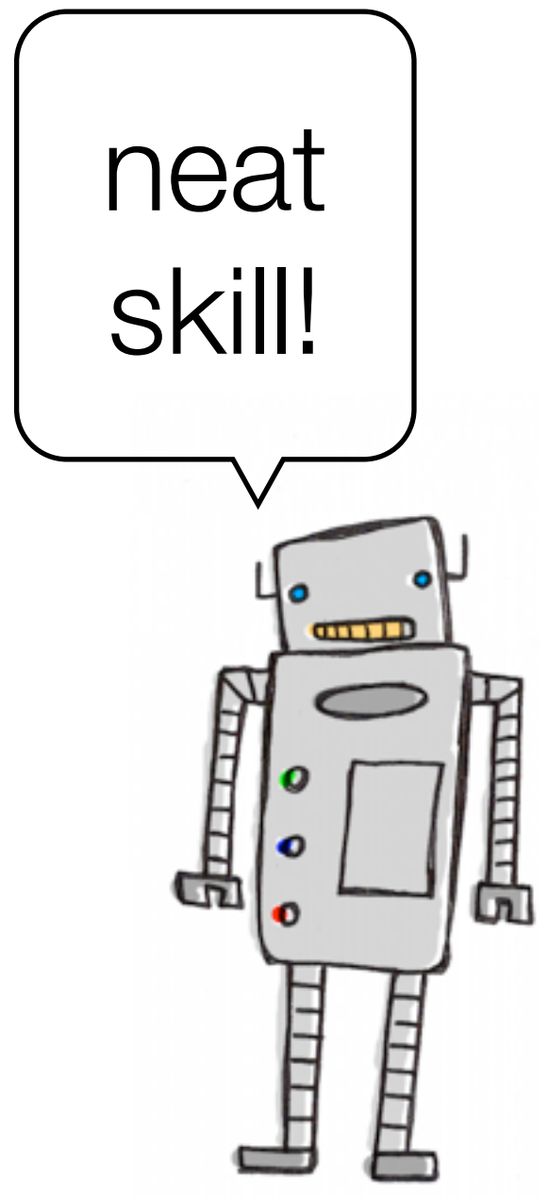
"You *can* do it"



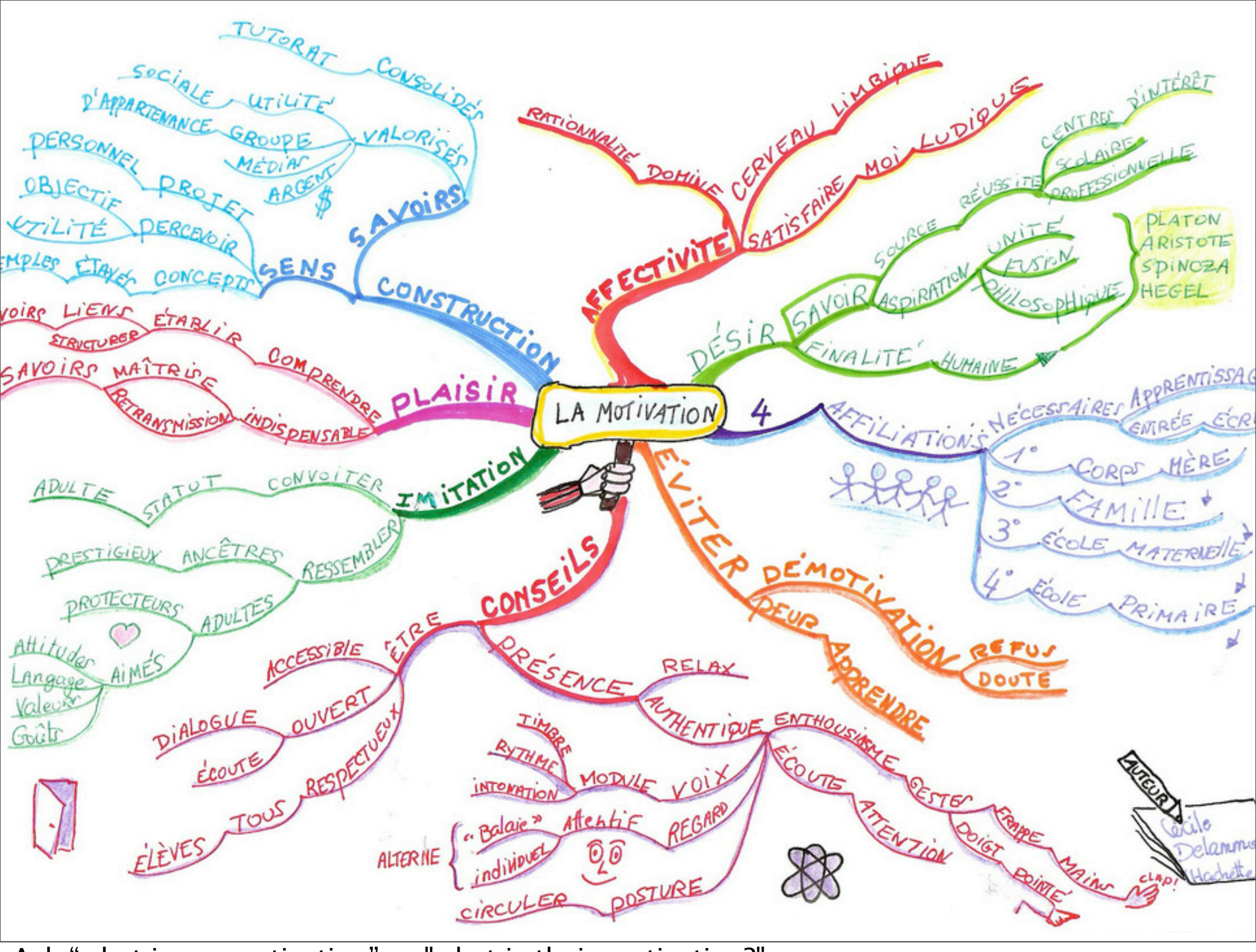
you can emphasize support in lots of different ways [but it's okay to not want to manage people's emotional issues with their computers]. Here are some things that help me.



Error messages are weird and confusing and rarely have good news. It’s okay to be confused by them.



Patrons often have skills that you do not, encourage them to see this as another skill to learn not “something they’re bad at”



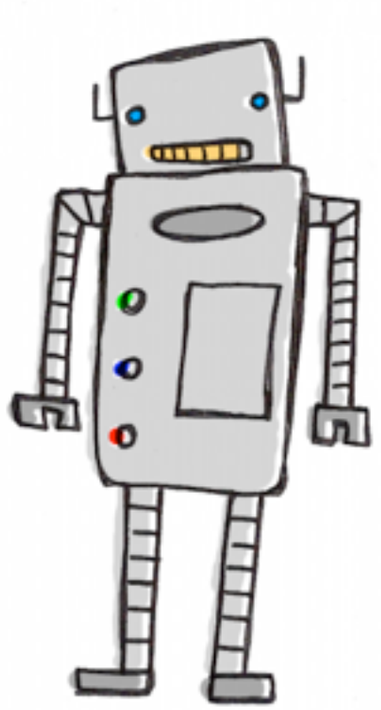
Ask “what is my motivation” or "what is their motivation?"

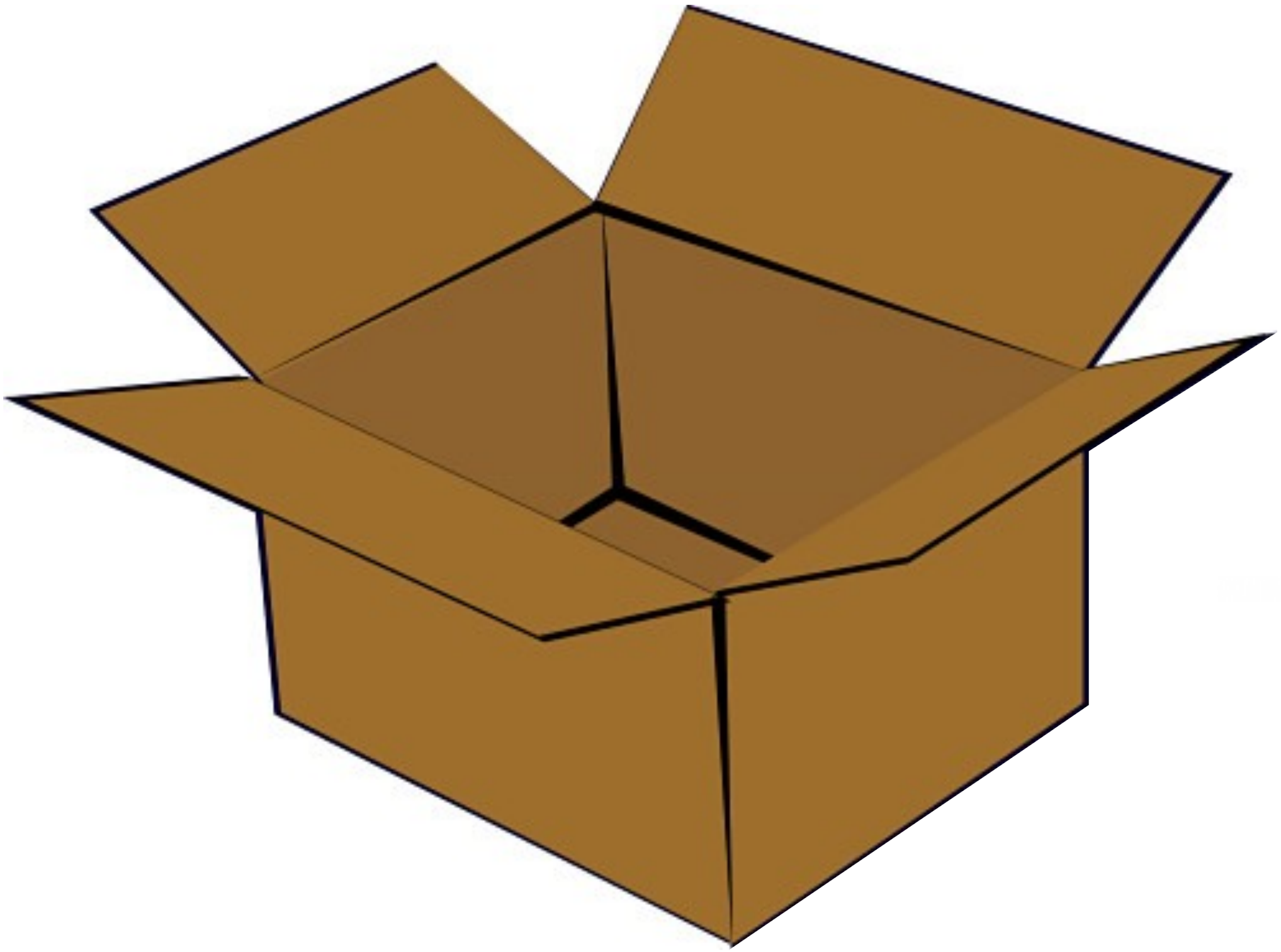
"Software often does ten thousand only sort of related things. I know maybe three hundred of them. You only need maybe thirty."

"Software often does ten thousand only sort of related things. I know maybe three hundred of them. You only need maybe thirty."

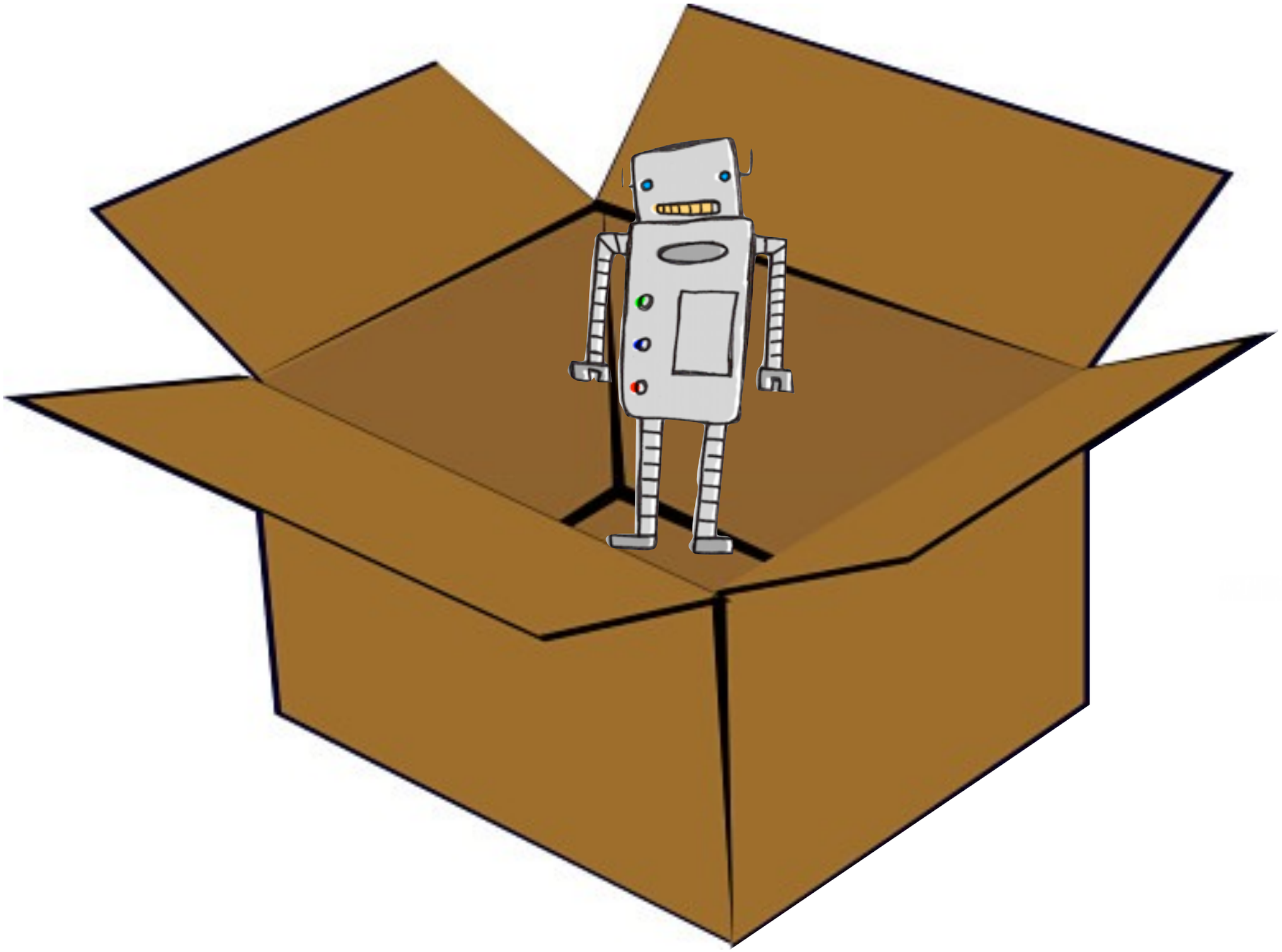
translate

"This is familiar"





All web 2.0 stuff with few exceptions [youtube] comes down to boxes to put content [mostly text] into and ways to add metadata to that box of content and put it online so that boxes with similar stuff can be found near each other. Sound familiar.



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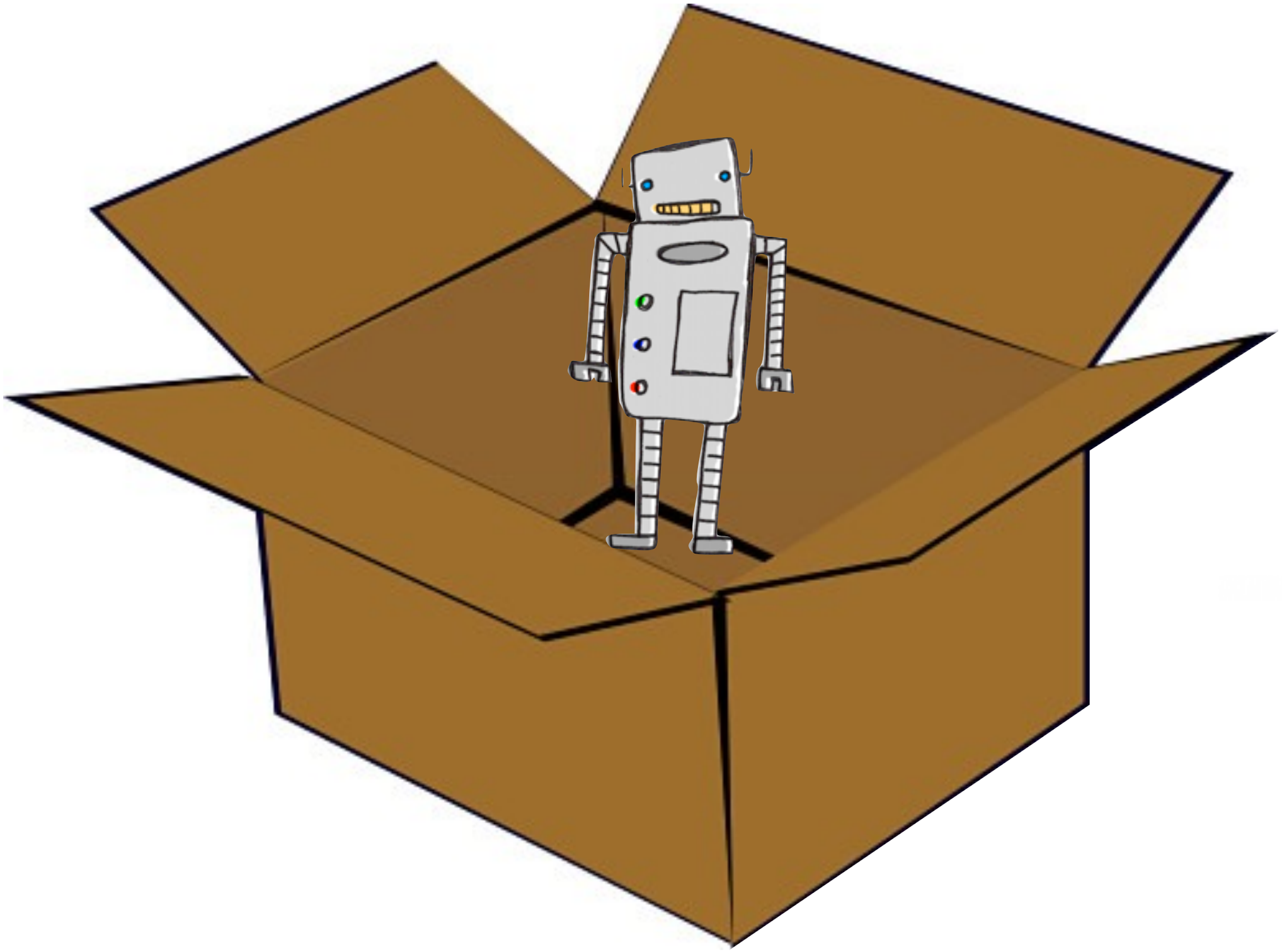

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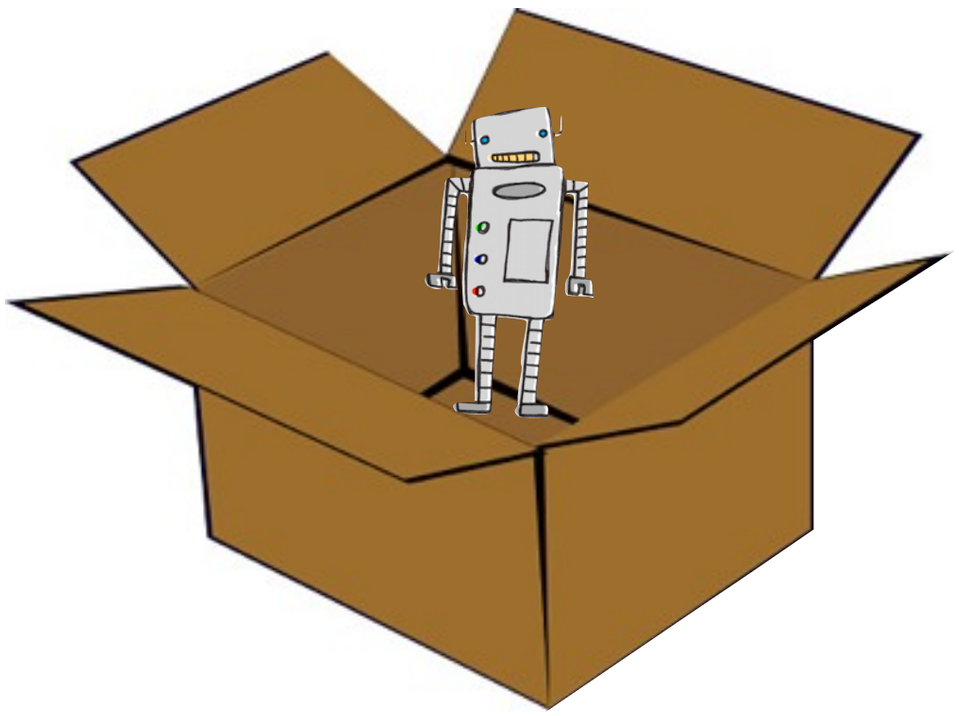

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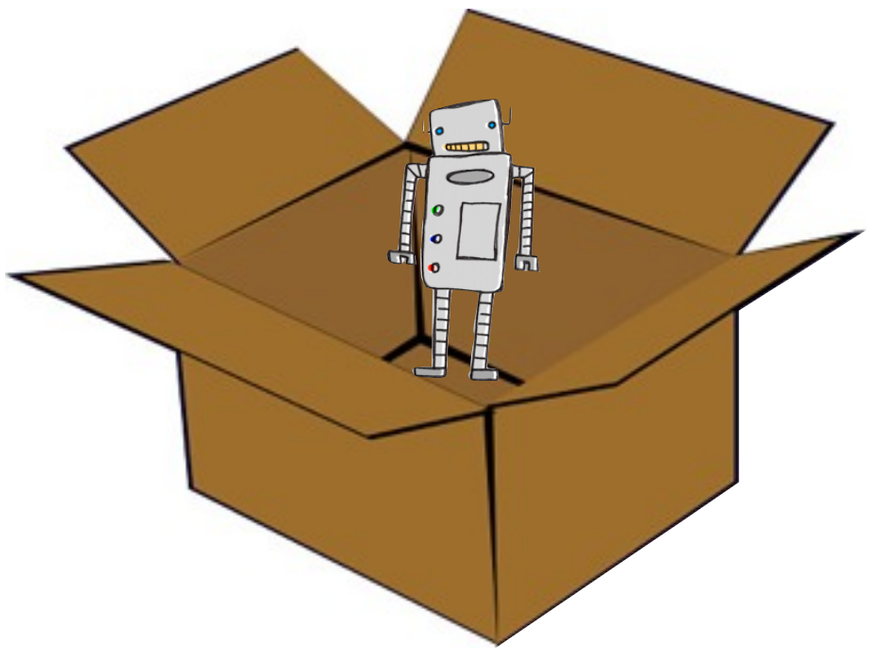
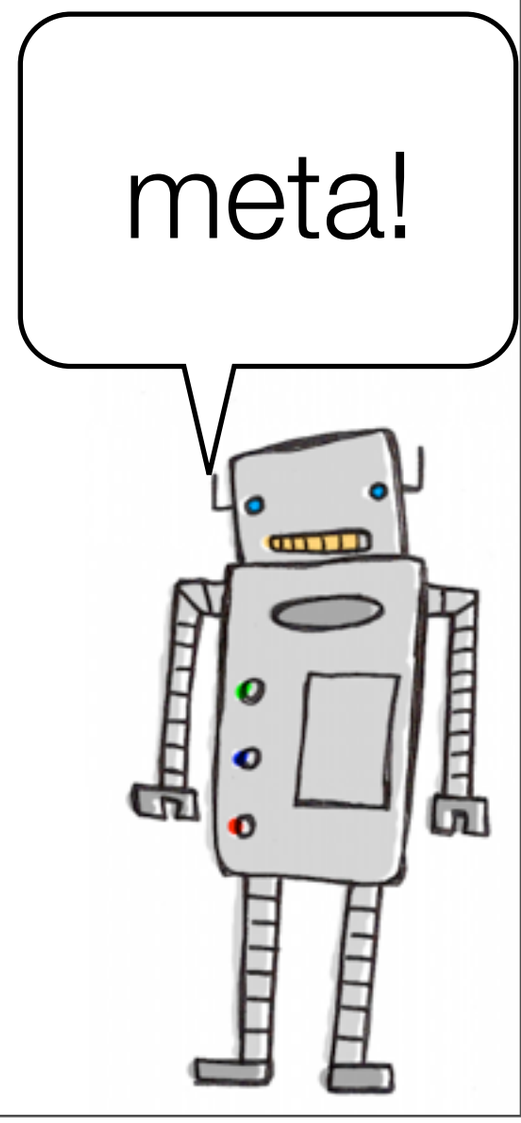
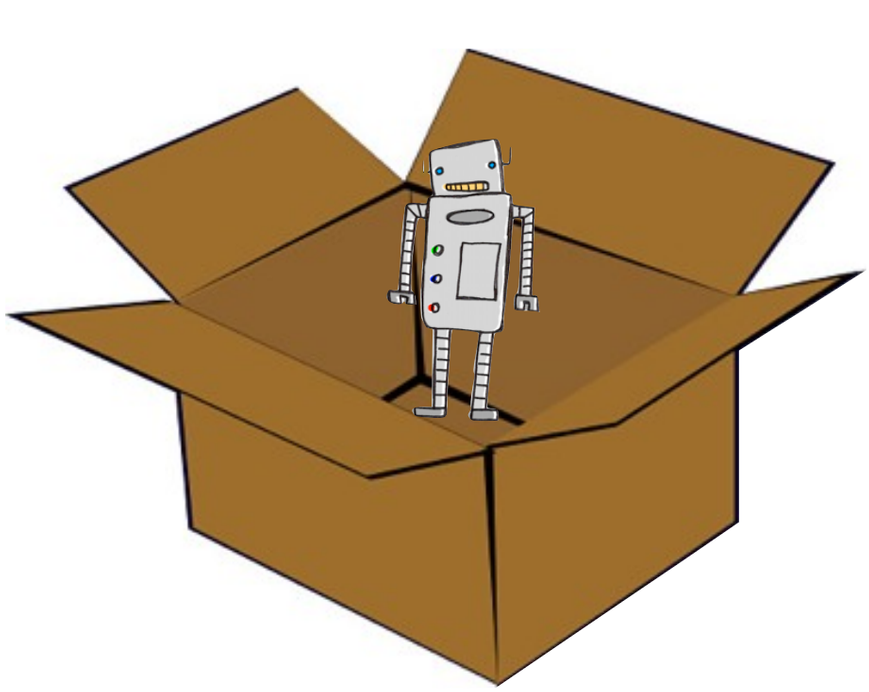
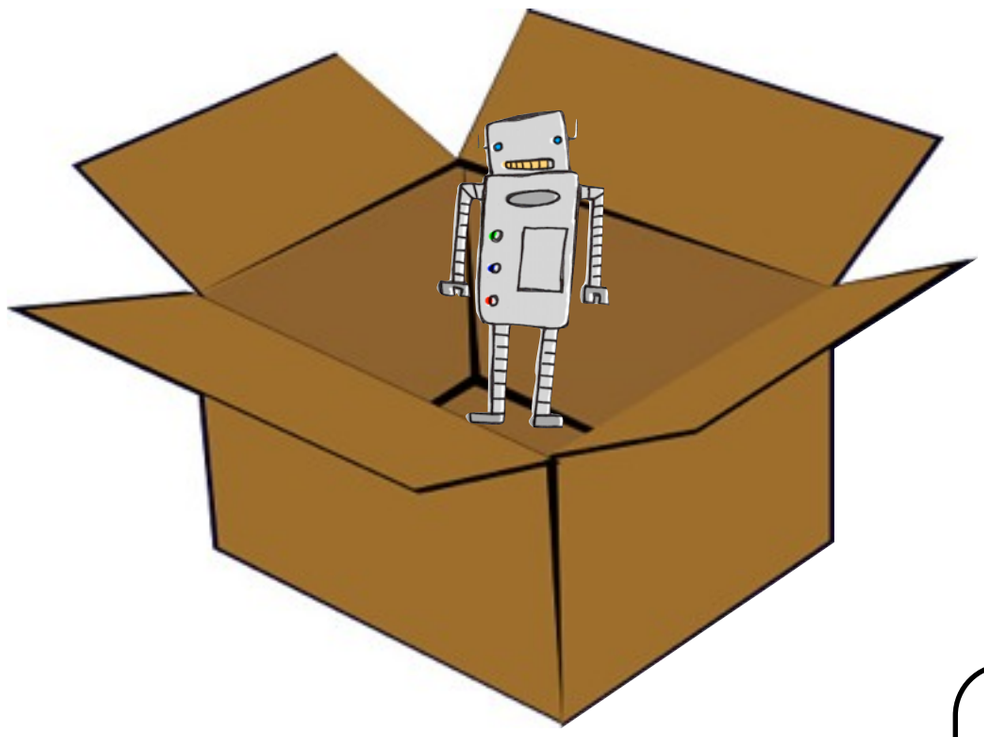



meta!





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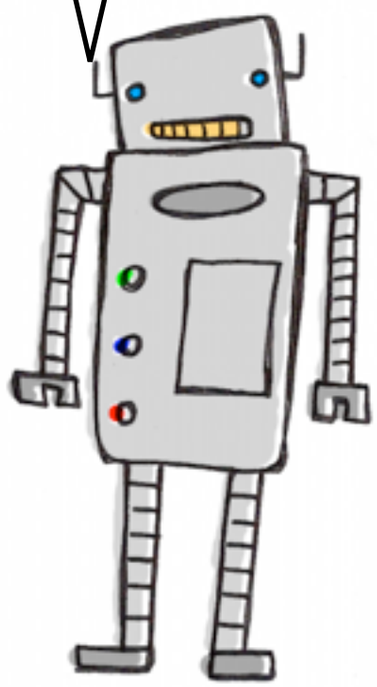

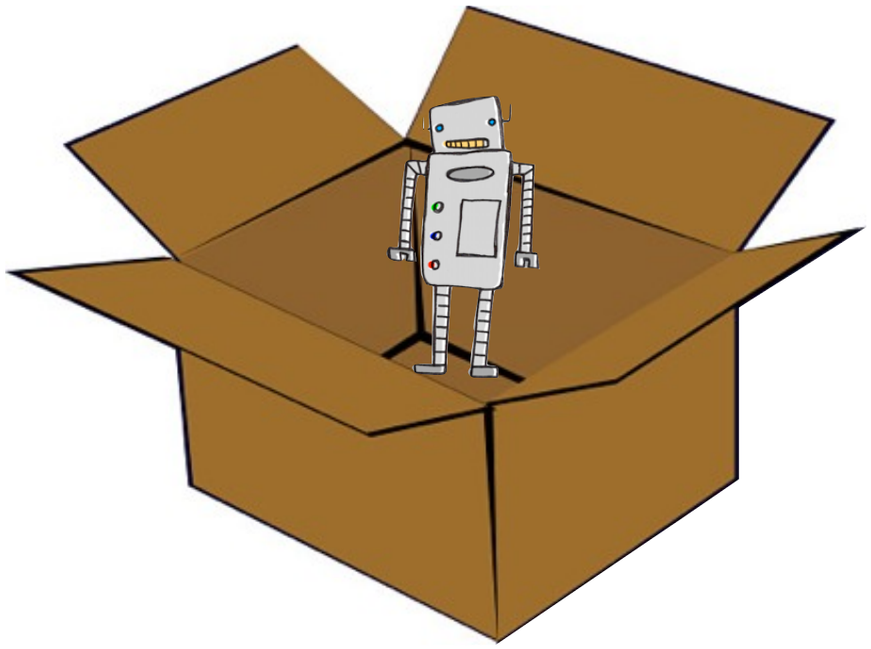

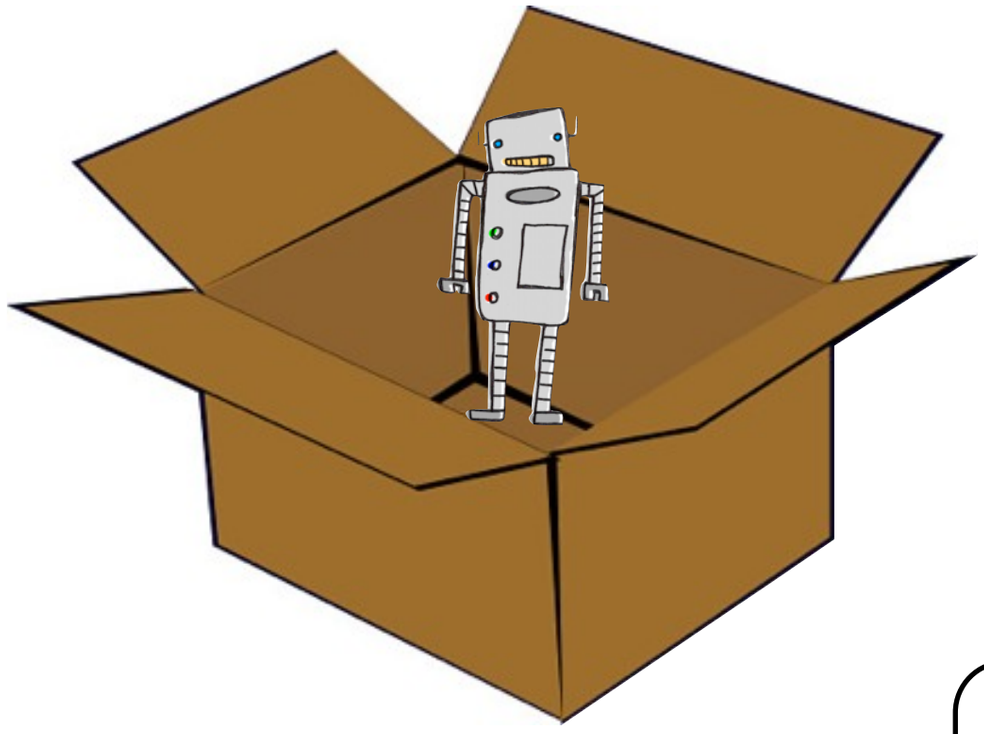

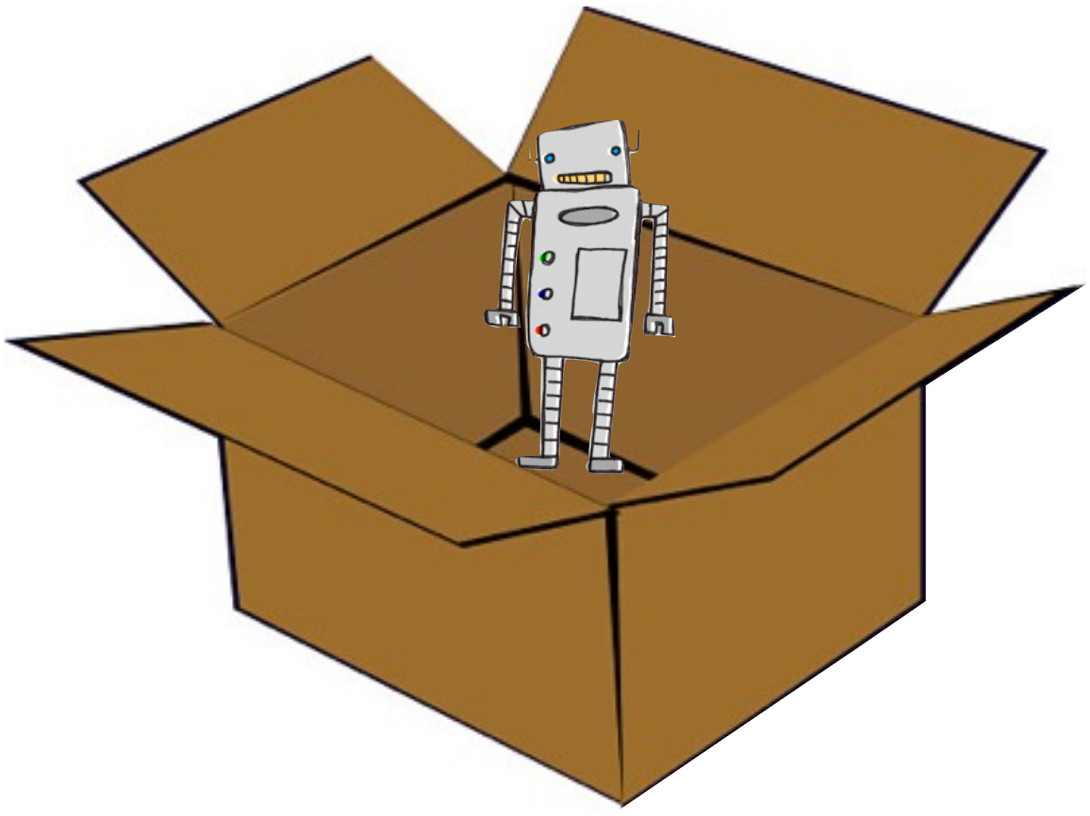

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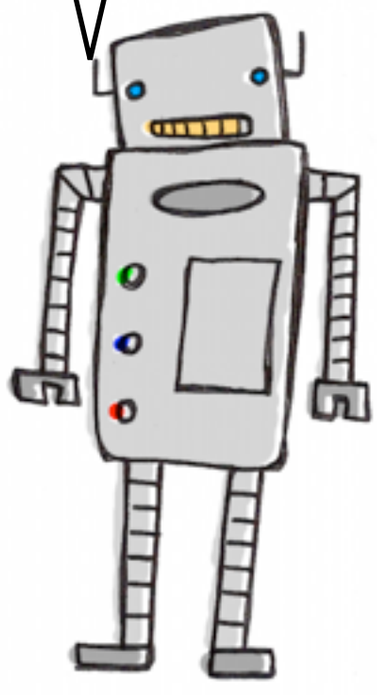
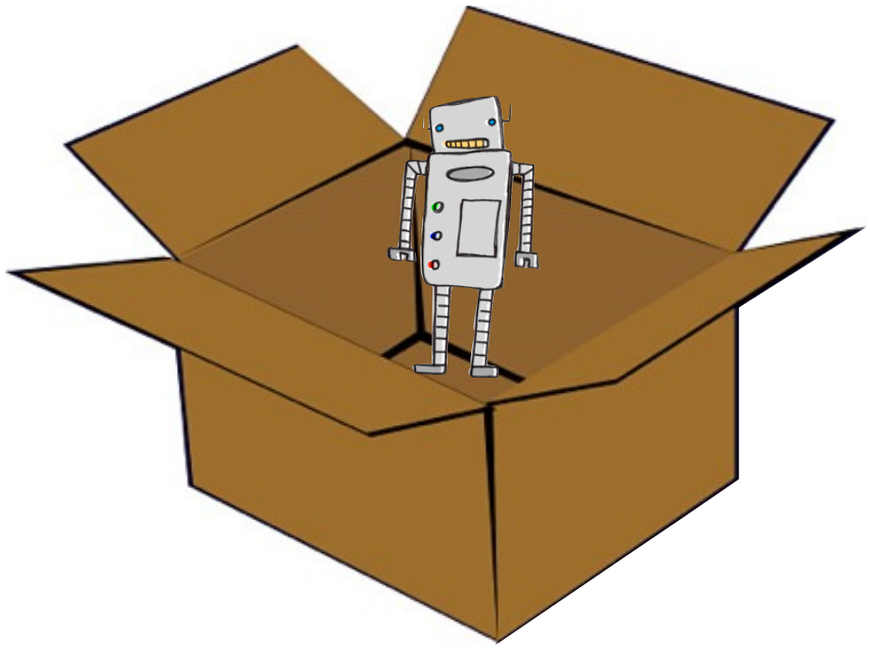
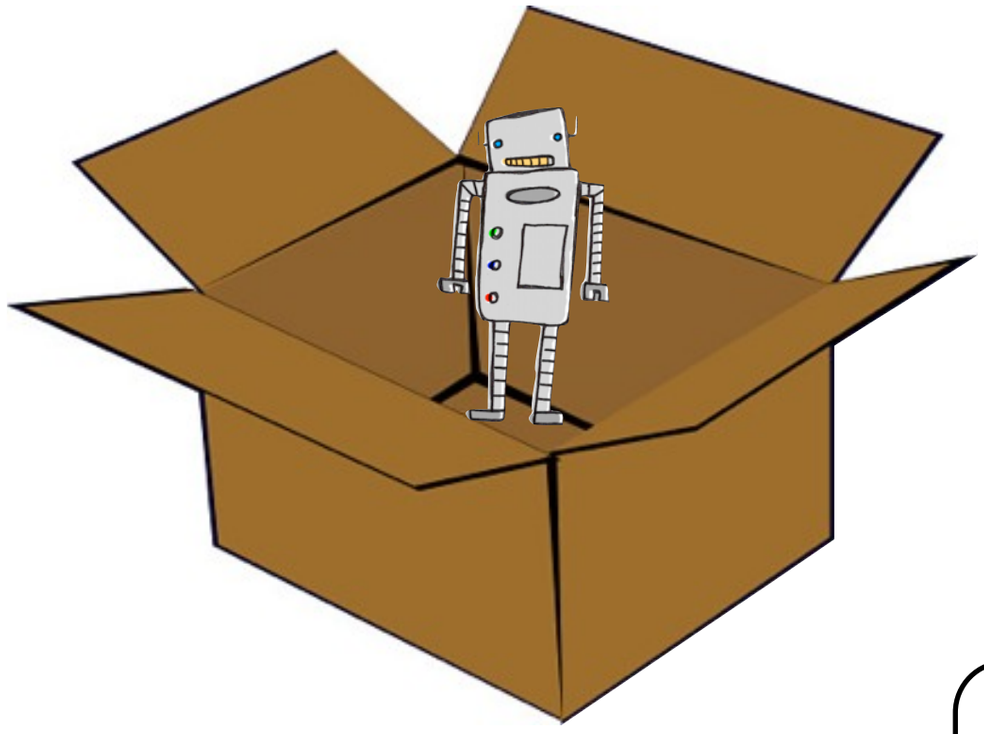
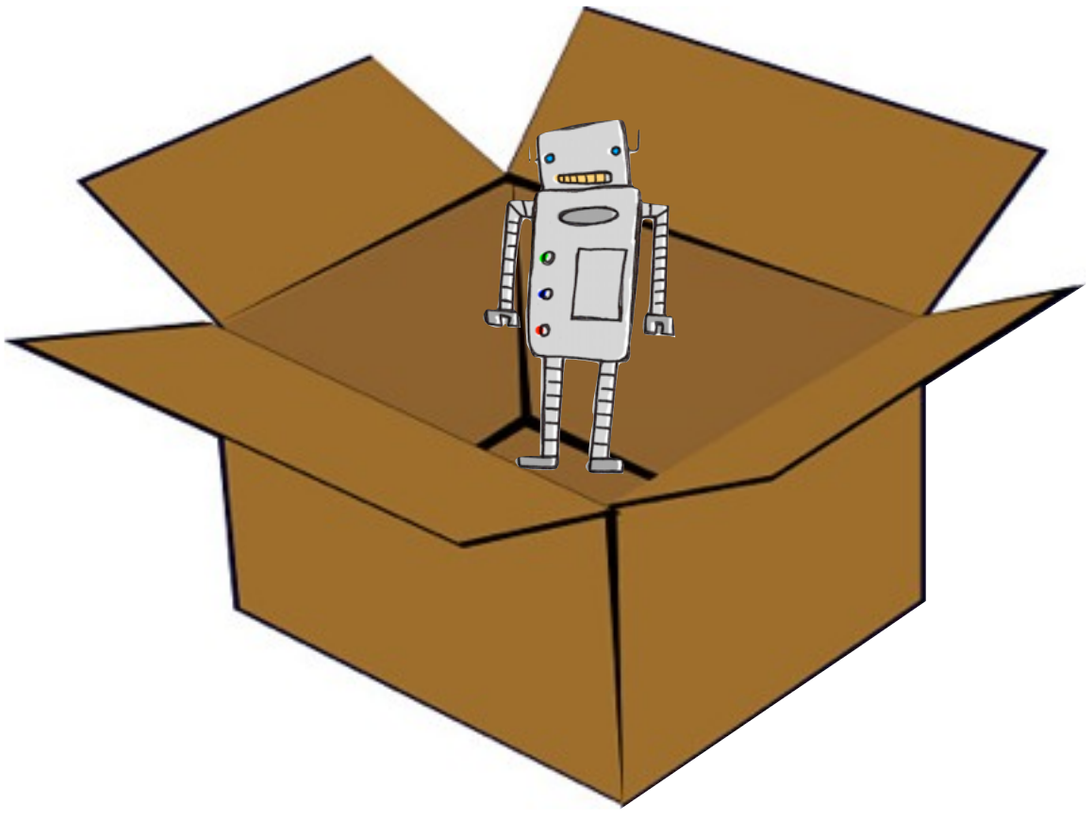
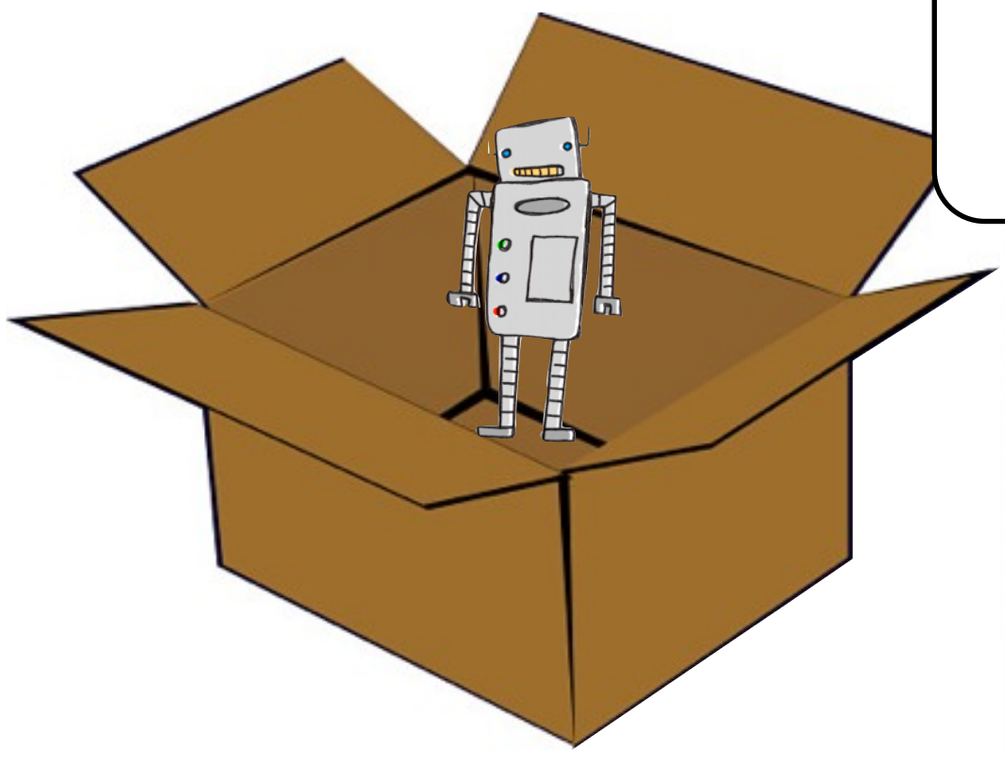






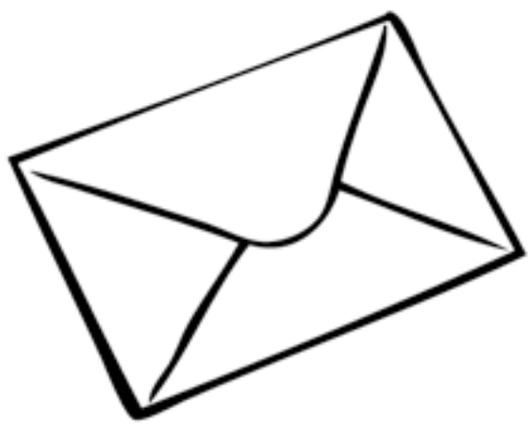




meta!

email

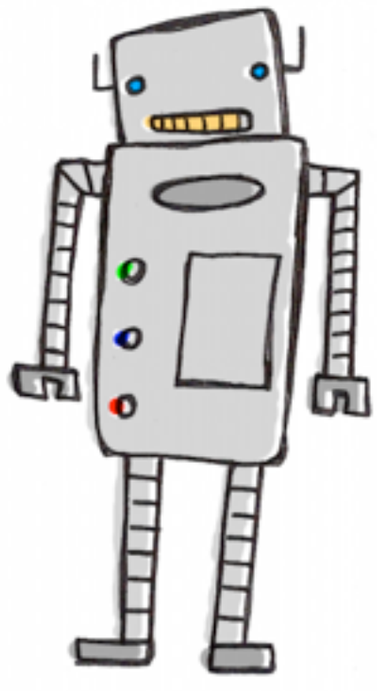
"Email is like your regular mail only you access it with robot arms."



Try to get a metaphor that explains the basic characteristics, dispells misunderstandings.

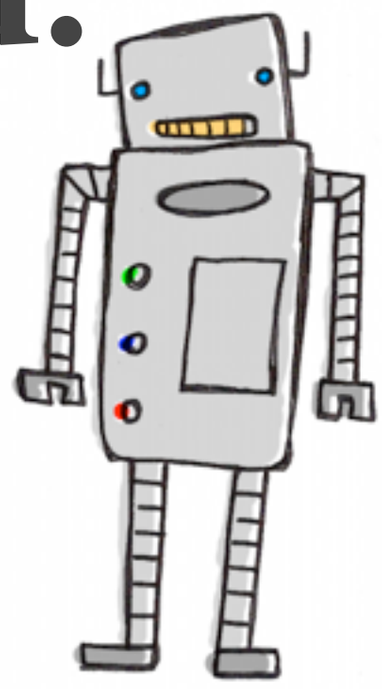
blogging

"Blogging is like a newsletter only you deliver it online... and it's free."



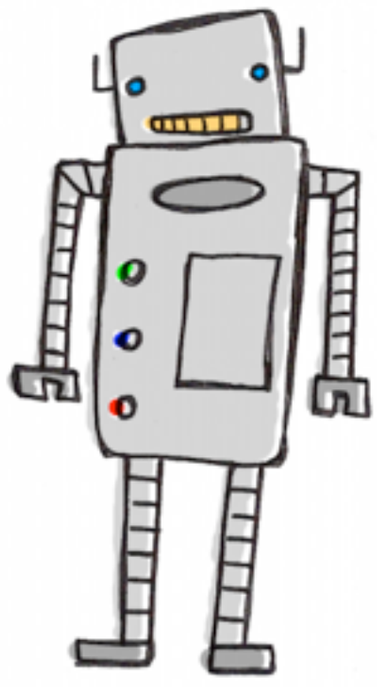
microblogging

"Microblogging is a simple way to get content on your website, or get news about topics that interest you."



facebook

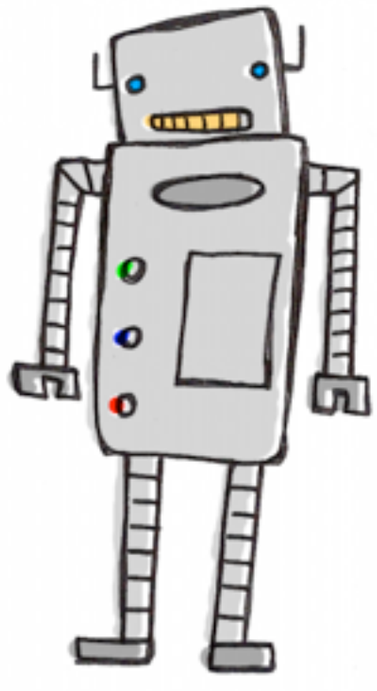
"Facebook is a cheap calendar announcement & RSVP system."



flickr

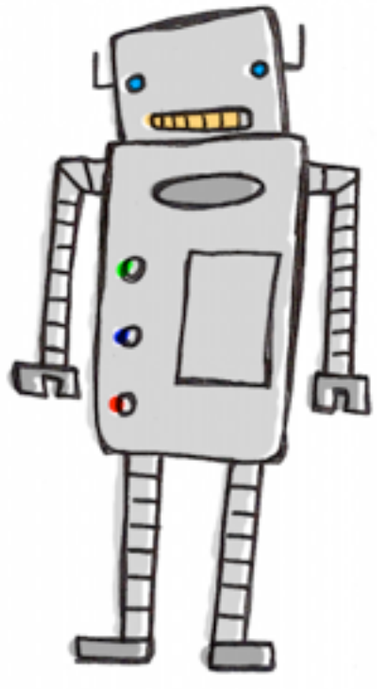
"Flickr is an easy way to put photos online, for free."

flickr™

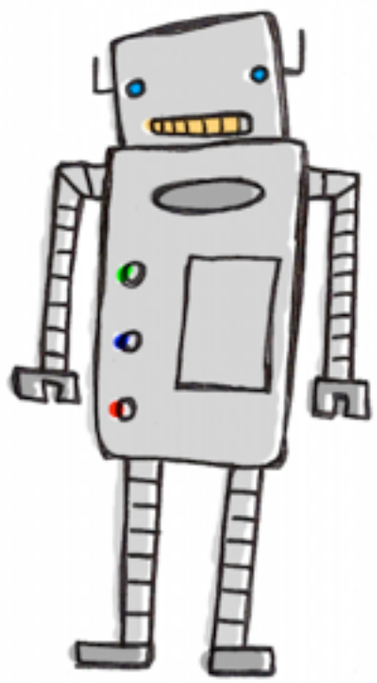


commiserate

- **It's not just you.**
- **It's okay to be frustrated.**
- **There are reasons some of this stuff is difficult even if it's mysterious to us**
- **Return to: What is the problem we're trying to solve?**

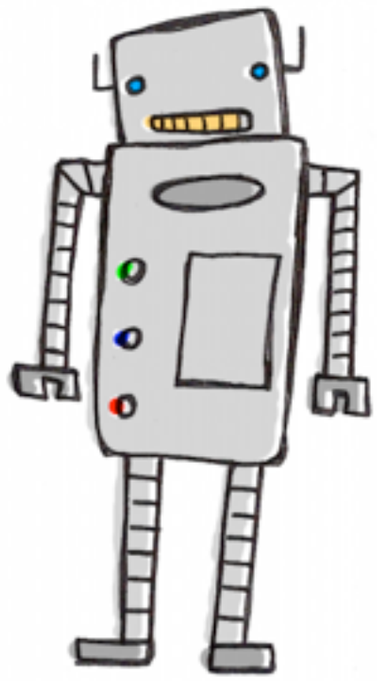


examples



start small

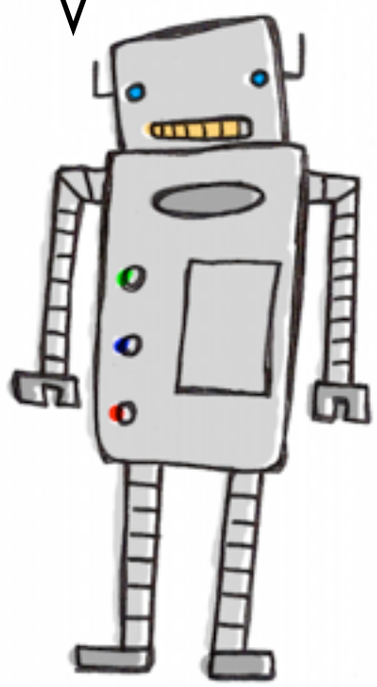
- what can you email instead of mail?
- what can you put online instead of print?
- what can you get for free online instead of paying for?
- what can you repurpose to fit the needs of your community?



free or cheap...

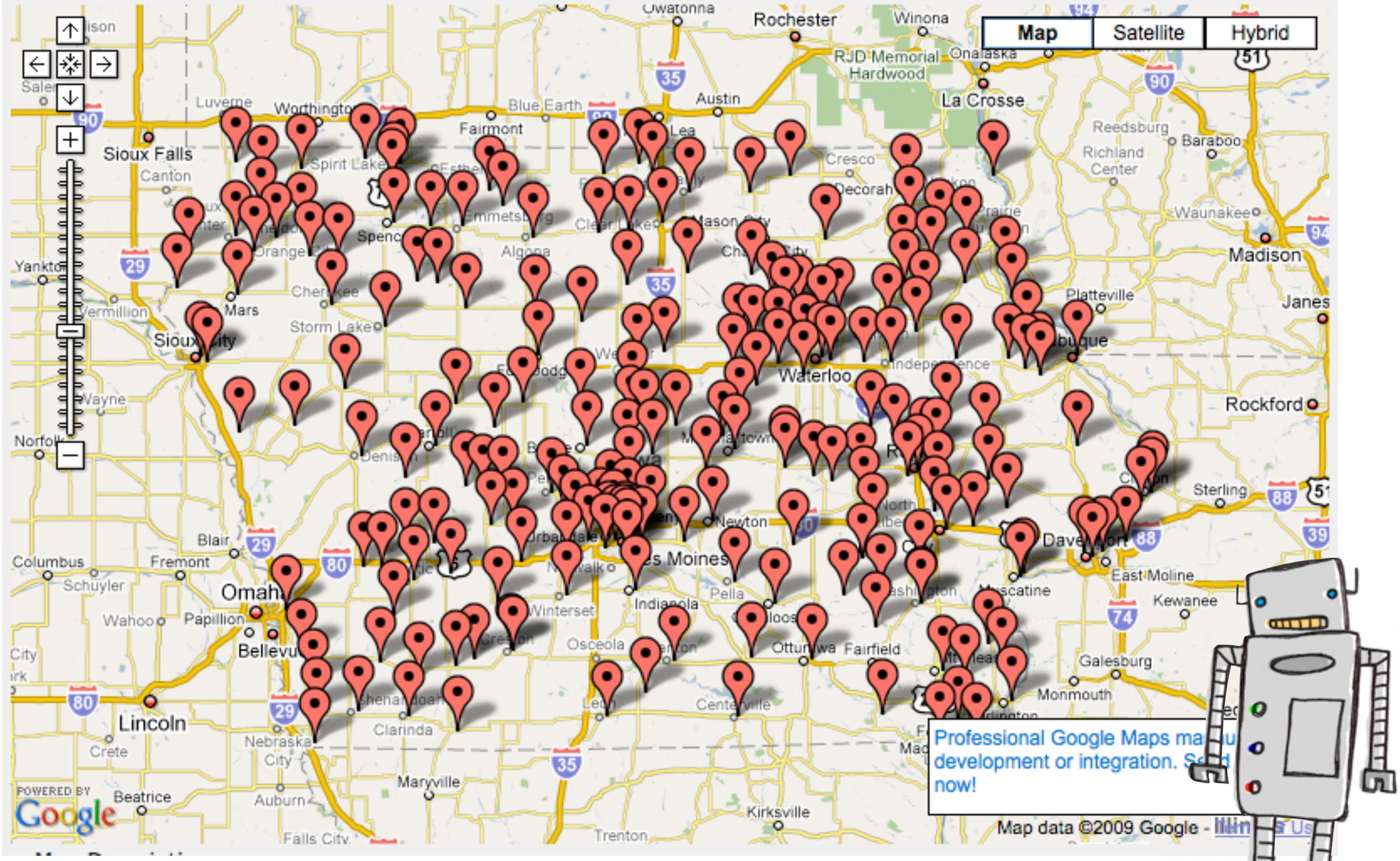
- **web hosting for domains**
- **photos online**
- **web sites**
- **content management systems***
- **videos online**

pix!

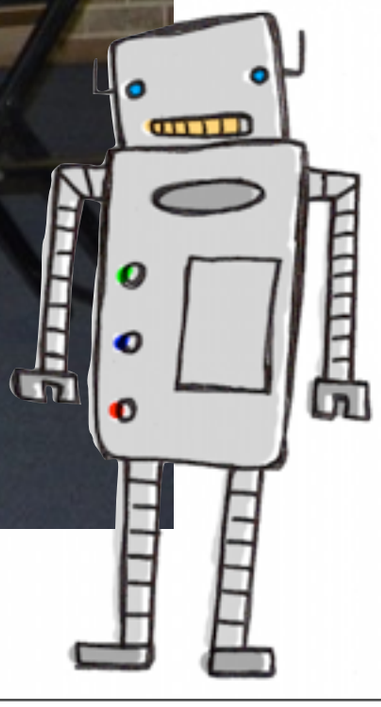


* I'd start here

libhotspots XML

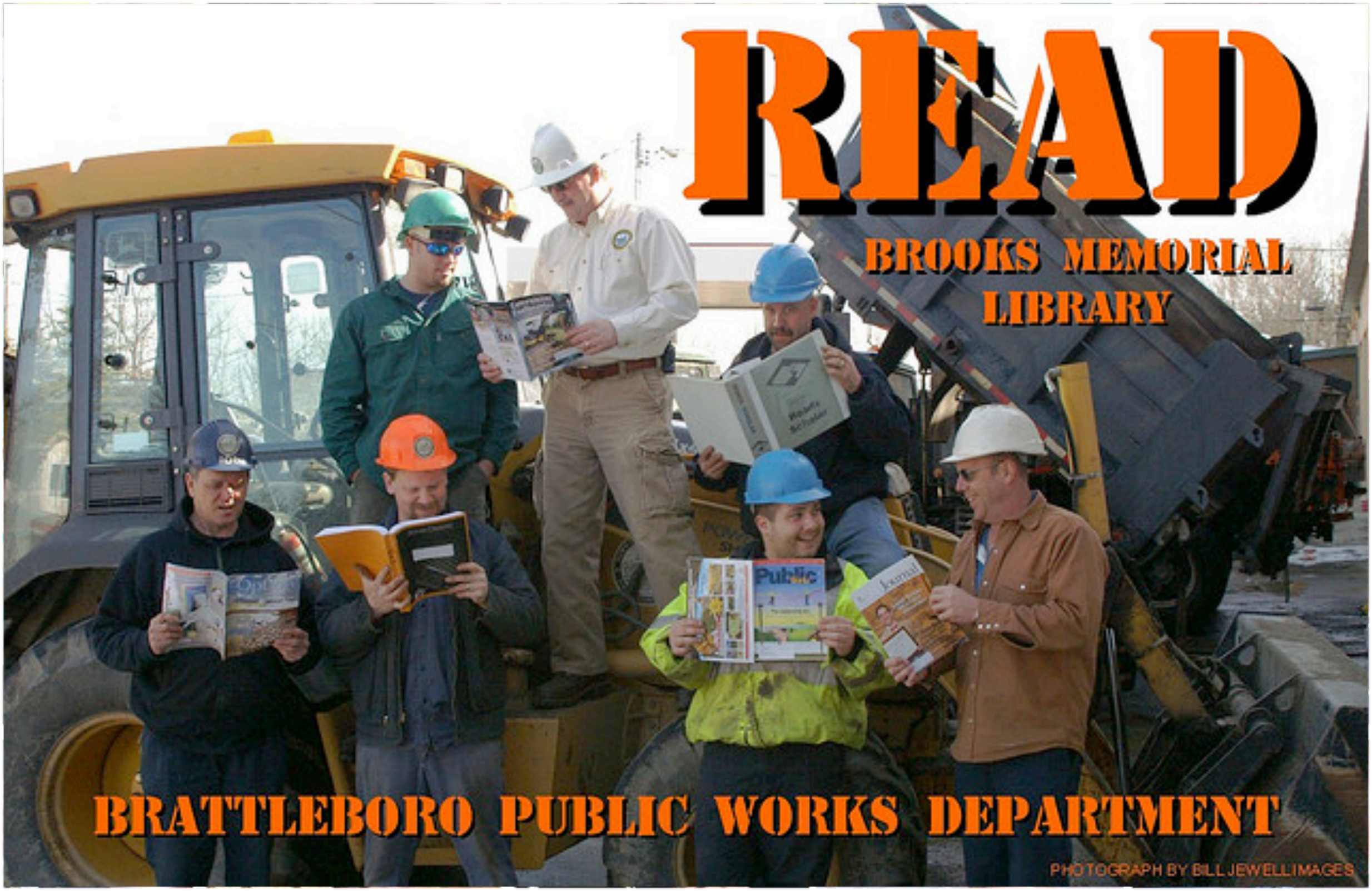


Iowa libraries with hotspots. Clickable map. Built with mapbuilder, for free, by Karen Burns.



Iowa libraries with hotspots. Clickable map. Built with mapbuilder, for free, by Karen Burns.

You can use facebook to highlight photos and even tag people in the photos you share. We've seen these smiley people on many library websites... but see how it's different when you see something you recognize.



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Kimball Library Strategic Plan

How to use this blog

March 21, 2011 at 3:31 pm · Filed under Uncategorized

Dear members of the strategic planning committee, library trustees and staff, and interested parties,

At the suggestion of Amy Howlett (VT Department of Libraries), I have created this blog in order to provide ongoing access to Kimball Library's planning process, and to encourage ongoing participation from all interested parties.

For those of you who are new to blogs (or are new to blogs organized by librarians) you will see to the right of this post a series of hierarchical links. These links contain the meat of this blog's content. For instance, under *Meeting One: the recorded results*, you find *Meeting One: community vision and SWOT*, and then a list of pages for the various segments of the community's population. Each of these sub-pages includes the work we did at the first strategic planning meeting on March 19.

I hope that you will take this opportunity to look over the *recorded results* and *community vision and SWOT*, and then examine, think about, and comment on the flip chart pages. (If you find the images too small to read, you can click on them to get a larger view.) Your comments / replies will be incorporated into the foundation of the Library's plan.

To leave a reply or comment, simply click on Comments and follow my example below. If I can do it, you can, too!

Amy C. Grasmick, Director

Pages »

- Contact us
- Strategic planning process
  - Meeting One: the data
  - Meeting One: the recorded results
    - Meeting One: community vision and SWOT
      - Adults: vision and SWOT
      - Children: vision and SWOT
      - Elderly residents: vision and SWOT
      - Employers: vision and SWOT
      - Older adults: vision and SWOT
      - Parents: vision and SWOT
      - Workers: vision and SWOT
      - Young adults without children: vision and SWOT
  - Strategic planning committee: the names

Archives »

- March 2011

Categories »

Kimball Library Strategic Plan

How to use this blog

March 21, 2011 at 3:31 pm · Filed under Uncategorized

Dear members of the strategic planning committee, library trustees and staff, and interested parties,

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- March 2011

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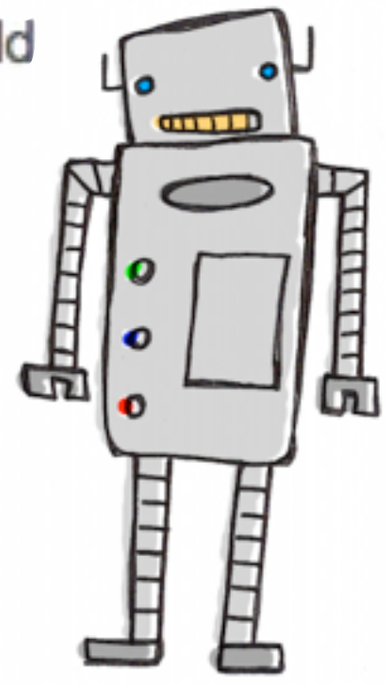
twitter backdoor

jessamyn
05060 = Randolph VT Mostly just want realistic estimate of when we can get started and I can't keep staying home 4 hours a day. Thank you.
18 Mar at 15:55

MyFairPoint
Thanks, Jessamyn. What city and state are you located in? I'll pass your info along to my team ASAP. ^Dani
18 Mar at 15:54

jessamyn
29 1/2 S. Main 05060. Service ph. 802-728-6745 Dry loop DSL. Should be active, isn't. Truck roll didn't happen. My ph. 508-415-9074 Tx!
18 Mar at 15:50



Twitter is good at doing little updates. This can be just learning about the weather or the sports scores, but it can also solve problems like this example, or even the more basic "How do I update my website" example.

Provided by Friends of the Library of Flagler County, Inc.

TRANSCRIPT OF THE INTERVIEW WITH SANDRA ROSE FRIEDMAN

Note: The first portion of this interview was inadvertently destroyed. For more information concerning Sandra Rose Friedman's origins and early childhood please refer to the autobiography written in 1998.

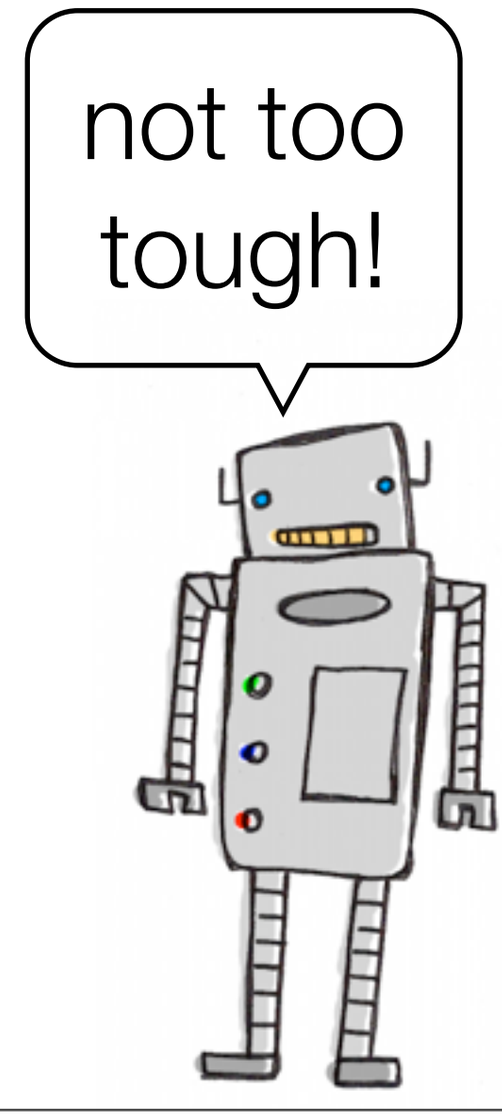
The following is a summary of the lost content prepared by the Interviewer:

On May 25, 2002 Judith Kent interviewed Sandra Rose Friedman at the Flagler County Public Library. While describing her earliest memories Mrs. Friedman recalled a pulley designed to hoist bales of mattress filling to the second story of the family's factory. She remembered the fun of trying to hoist herself up on the pulley. The family living quarters were over their factory in Newark, New Jersey. There her mother, Mirel sewed the mattress covers and her father, Nathan stuffed them. Sandra Rose was cared for by a nurse who spoke only Yiddish while her parents worked. Yiddish was spoken in

Return to Text

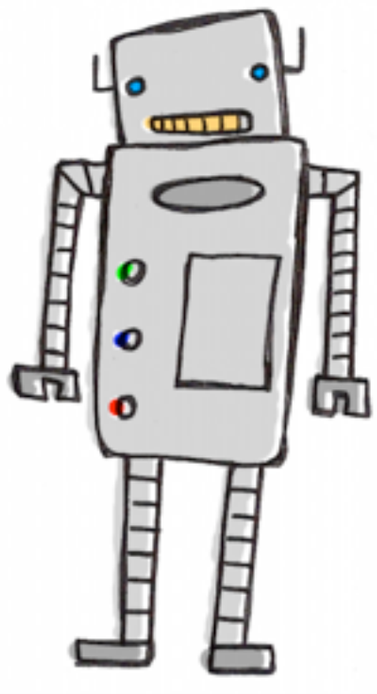
Table of Contents

Return to History



Being able to record and upload [even transcribe] audio can help you share a community's history with the community. You don't have to be 2.0.... If the content exists, "surface" good content using other snazzier tools. Start small

The community likes to see itself. You can show the community back to itself. This is the most powerful tool we have, as small libraries.



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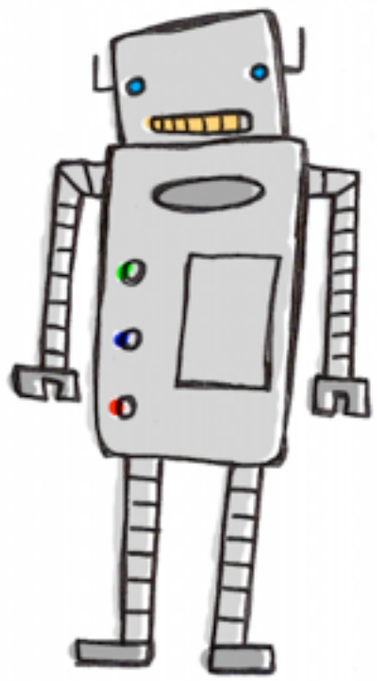
bigger ideas



Record Your Personal History

Links

Record Your Personal History

Would you like to record your family's history online for others to read? Do you want to share your own personal life stories, or read about others in your community? The County of Brant Public Library has introduced Our Brant as a companion site that anyone can edit to contribute their own stories.

There are many things you can help add on Our Brant:

- **Create** pages for yourself, your family, or a friend to share life stories and memories. Write up your stories, or post an interview: there are many ways you can share.
- **Contribute** information about local landmarks or famous people to help write articles.
- **Add** your personal memories about any place, person, or organization with an article.

Donald. A. Smith and Gladys Steuart-Jones with the first copy of At the Forks of the Grand, 1956 Details

Cemeteries

Edit

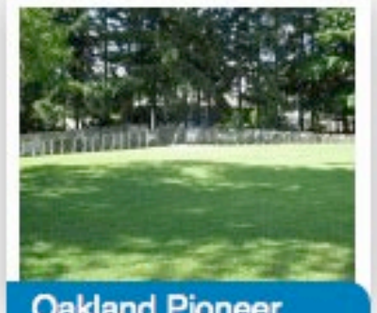
Category page

0 Talk | Like

This category uses the form Cemetery.

Hatchley Cemetery

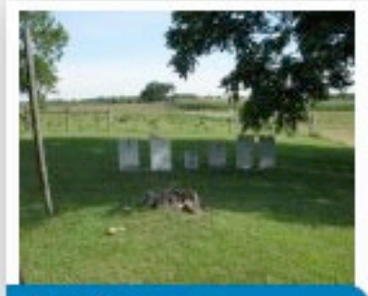
Kelvin Cemetery



Oakland Pioneer Cemetery

Dutcher Cemetery

Burford Congregational Cemetery



Lymburner Cemetery

White Cemetery

Fairfield Cemetery

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edited by Janethilliker 5 days ago

The Indian Department and Six Nations Martial Tradition
created by Roger Sharpe

The Word Among the Early Six Nations
edited by Svlobachev

Hiram Capron
edited by Svlobachev

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White Cemetery

Edit with form | 0 Talk | Like

Edited by Mistydemeo

Read more: Cemeteries

White Cemetery is a small, very old cemetery in the village of Harley, former Burford Township. It is located on Kloepfer Rd., to the left near the intersection of Kloepfer and Harley Rds.

Grave listing

	Last name	In range	Grave number
Thomas H. Fox	Fox	1	1
Arthur Gratia Avey	Avey	1	2
James A. Monger	Monger	1	3
Eunice V. Zimmerman	Zimmerman	1	4
Alfred Lewis Henry	Henry	1	5
Leilia May Oles	Oles	1	6

White Cemetery	
Located in	Harley
Township	Burford Township
Active	No

Search this wiki

679 PAGES ON THIS WIKI | Add a Page

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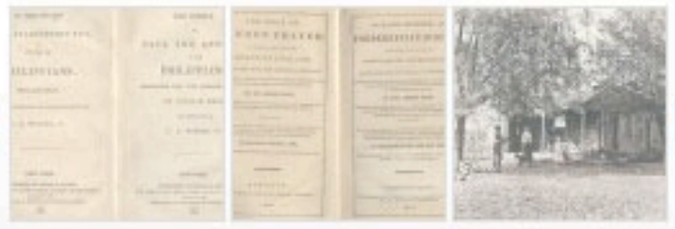
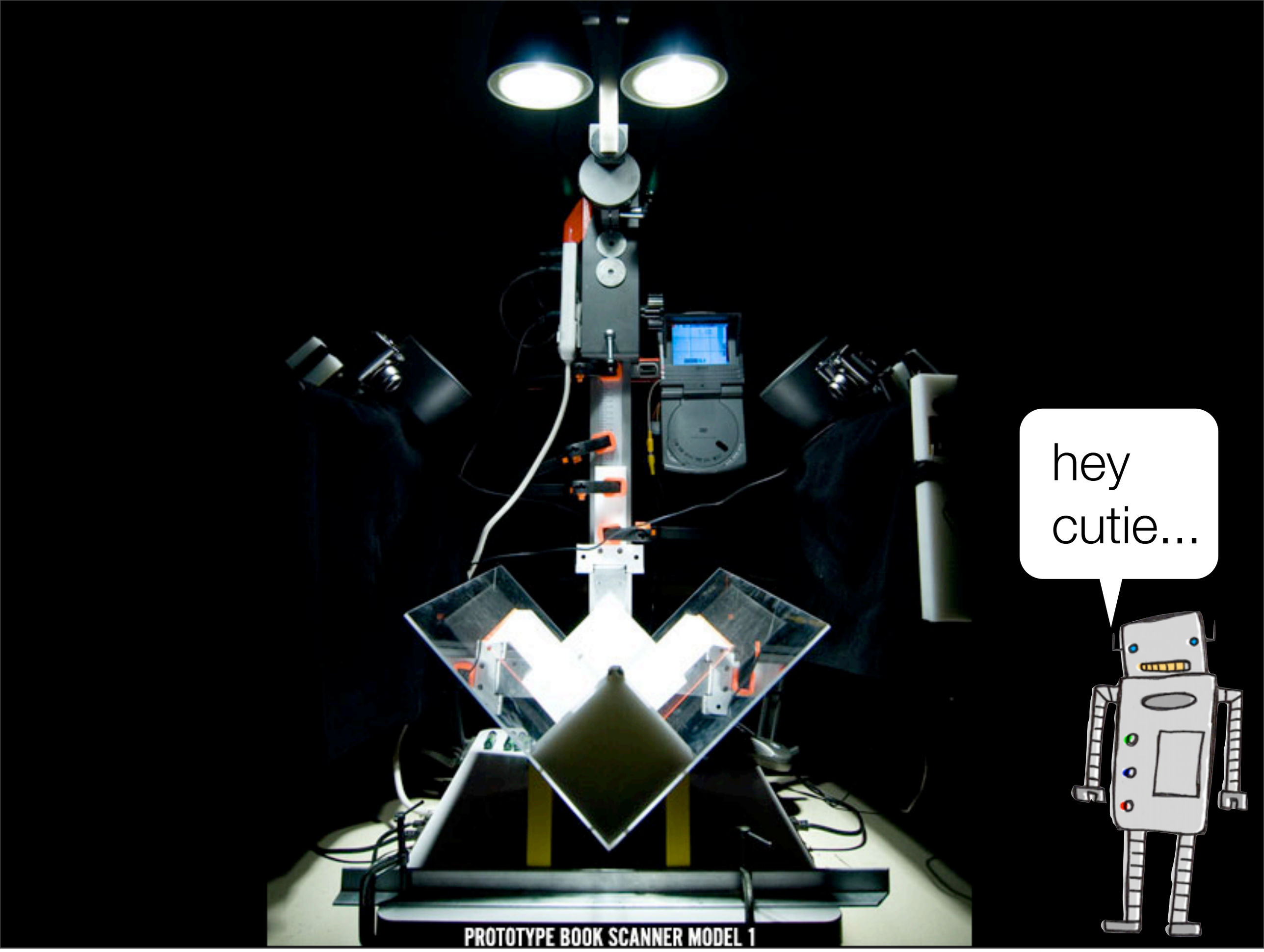
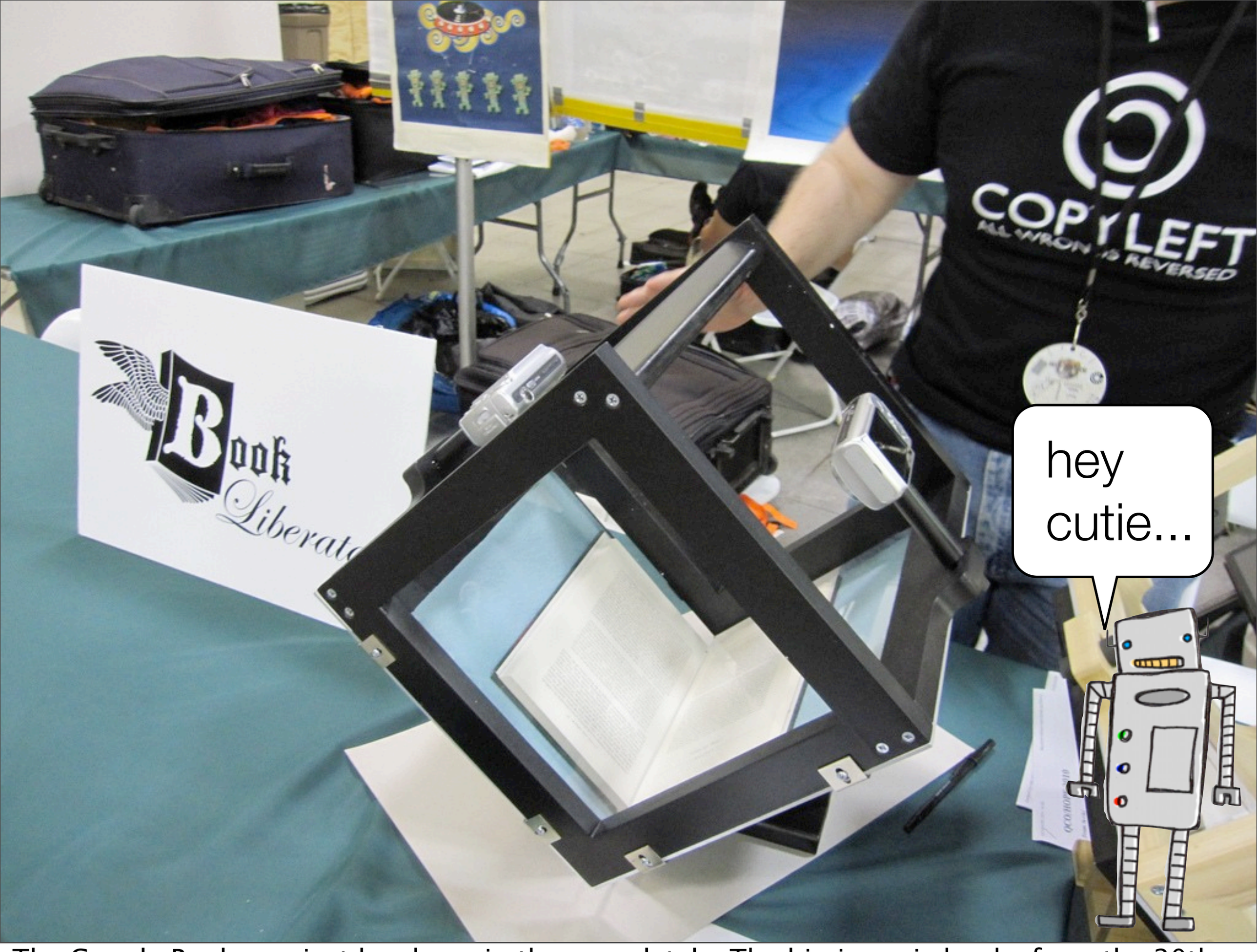


See more >



The Google Books project has been in the news lately. The big issue is books from the 20th century [i.e not born digital, not in copyright] Options for us include this DIY bookscanner, made from discarded parts. Lots of steps, but inexpensive and hey free book scans.



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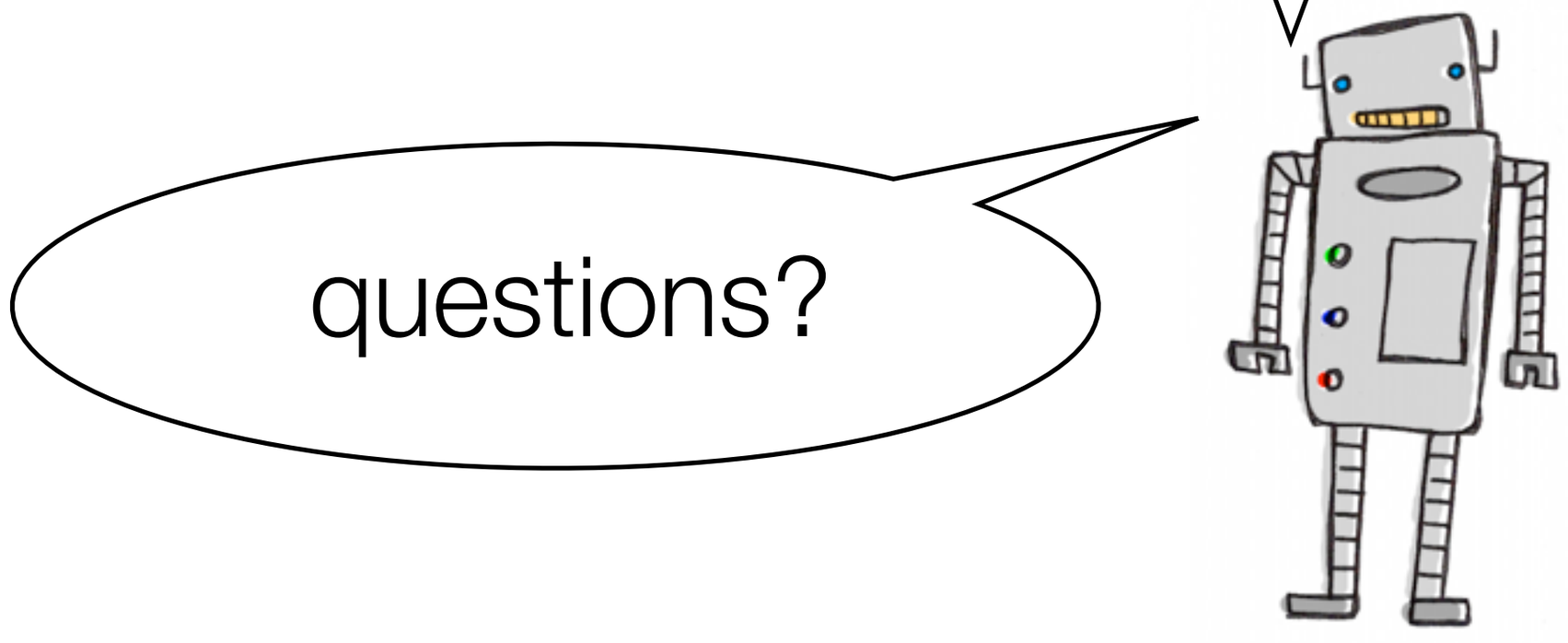
Start small, dream big. Good luck.

end of part 1

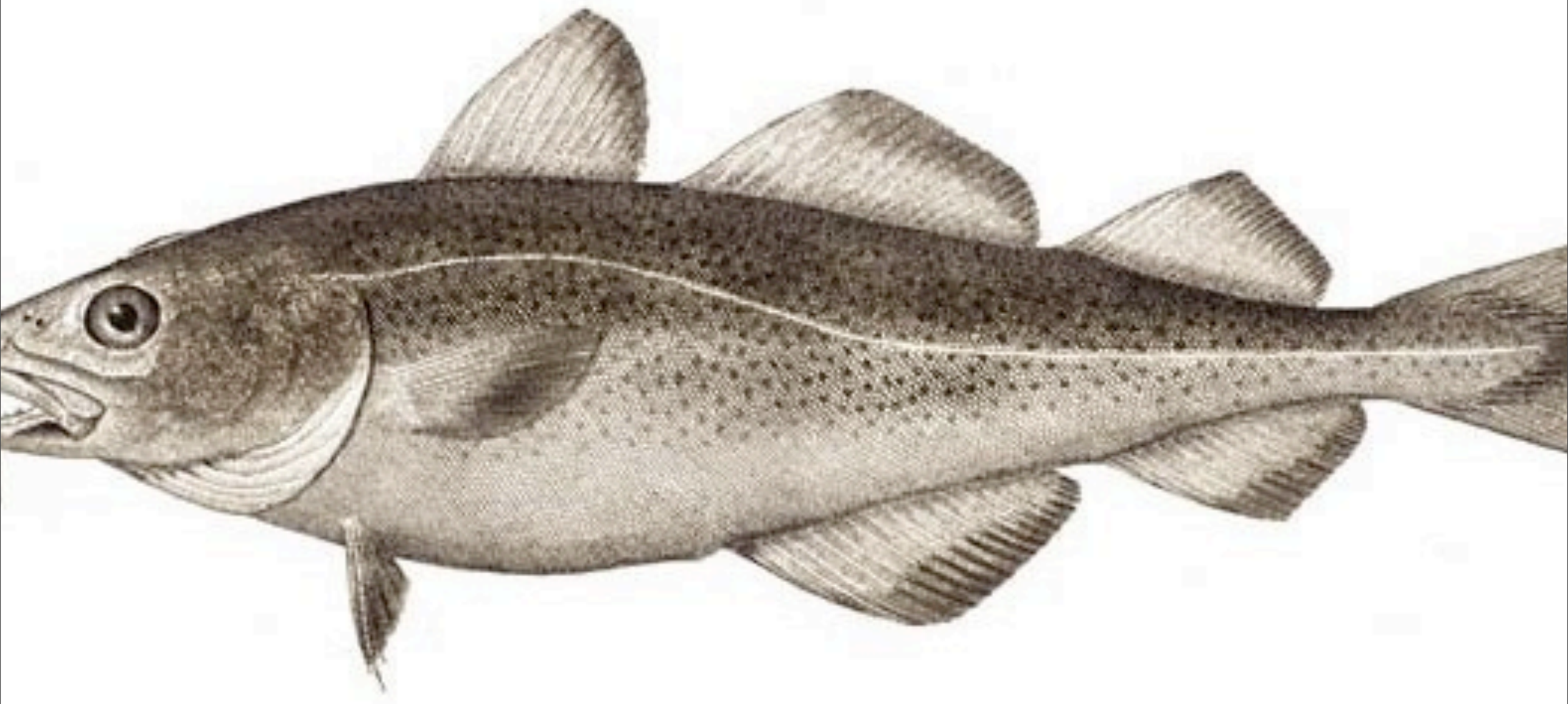


Ethics of Library 2.0

<librarian.net/talks/brattleboro

Jessamyn West - librarian.net

The Library Society of the Wor
Cod of Ethics



What do we talk about when we talk about ethics? http://thelsw.org/node/63

2.0 thinking

what is it?

* network effect requires network
* the AJAXifed web requires broadband
* e-government requires tech knowledge/ability
* overcoming the digital divide requires more than a website
* economies of scale break down with edge cases

what does the cloud mean?

vs. reality

who is online?

* 55% of US adults have broadband at home (25% low income)
* Half between 50 and 64 have home broadband (19% over 65)
* Dialup is getting more expensive as broadband is getting cheaper.
* 50% of the people on earth have never made a phone call

http://www.pewinternet.org/PPF/r/257/report_display.asp

Hello, the cloud, hello? However we think we know the general rules about telephones. People can't liten in, if they do, they need a warrant. There are laws. Right?

our strengths

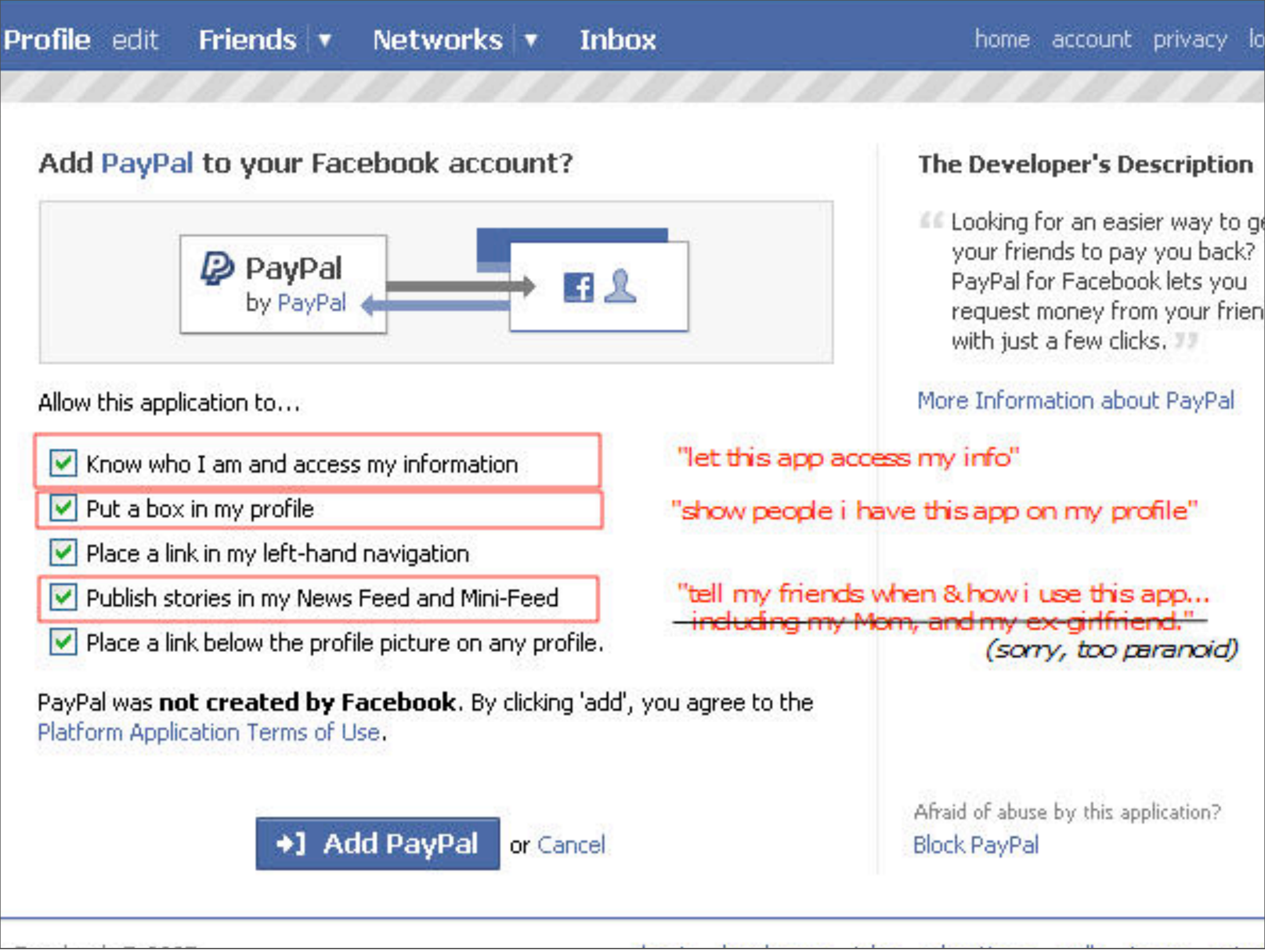
our people, our communities

* Local supports us at the library; 2.0 feels like the anti-local
* Showing people themselves is a good way to make the net a "genuine option"

Two social/library community situations.... in a deep network users are already networked and libraries are responding to a situation that exists. in a shallow network like the one I work in libraries are setting up the connections and saying "this is what we think is important" The shallow network has more to think about...

our choices

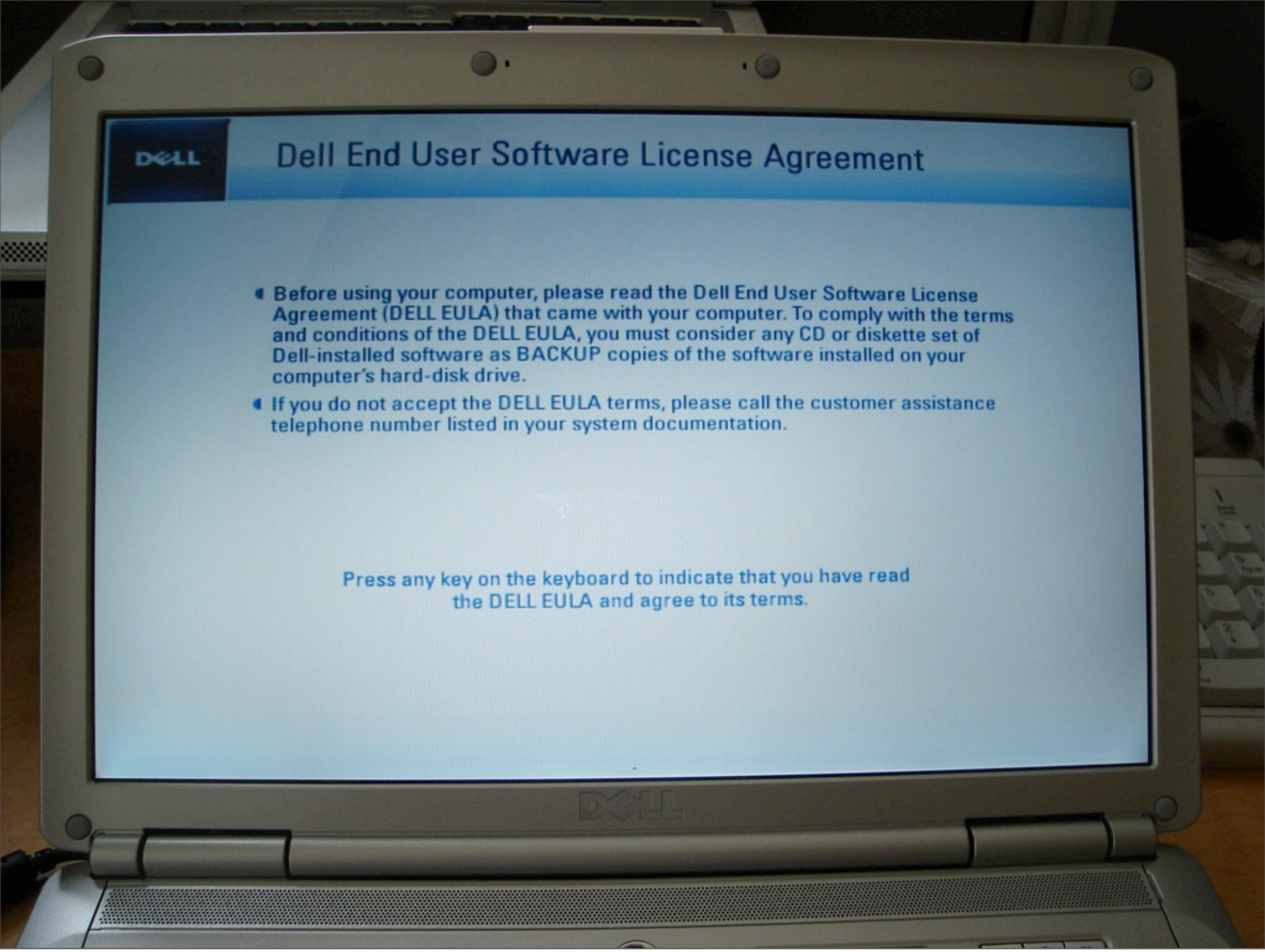
ethically



Do patrons want to give up their privacy? Do they understand what that means? We sign contracts for them, sort of. How do we set expectations? What message do we send when we use these tools ourselves? Do people who read every word on a page and type slowly ever do anything else is they're still reading the fine print?

our agreements

for whom, with whom?



How many times have you installed software with a patron and just said "oh you don't have to read that, it just says you won't break the law, click okay...."

why we care

it affects us, and you

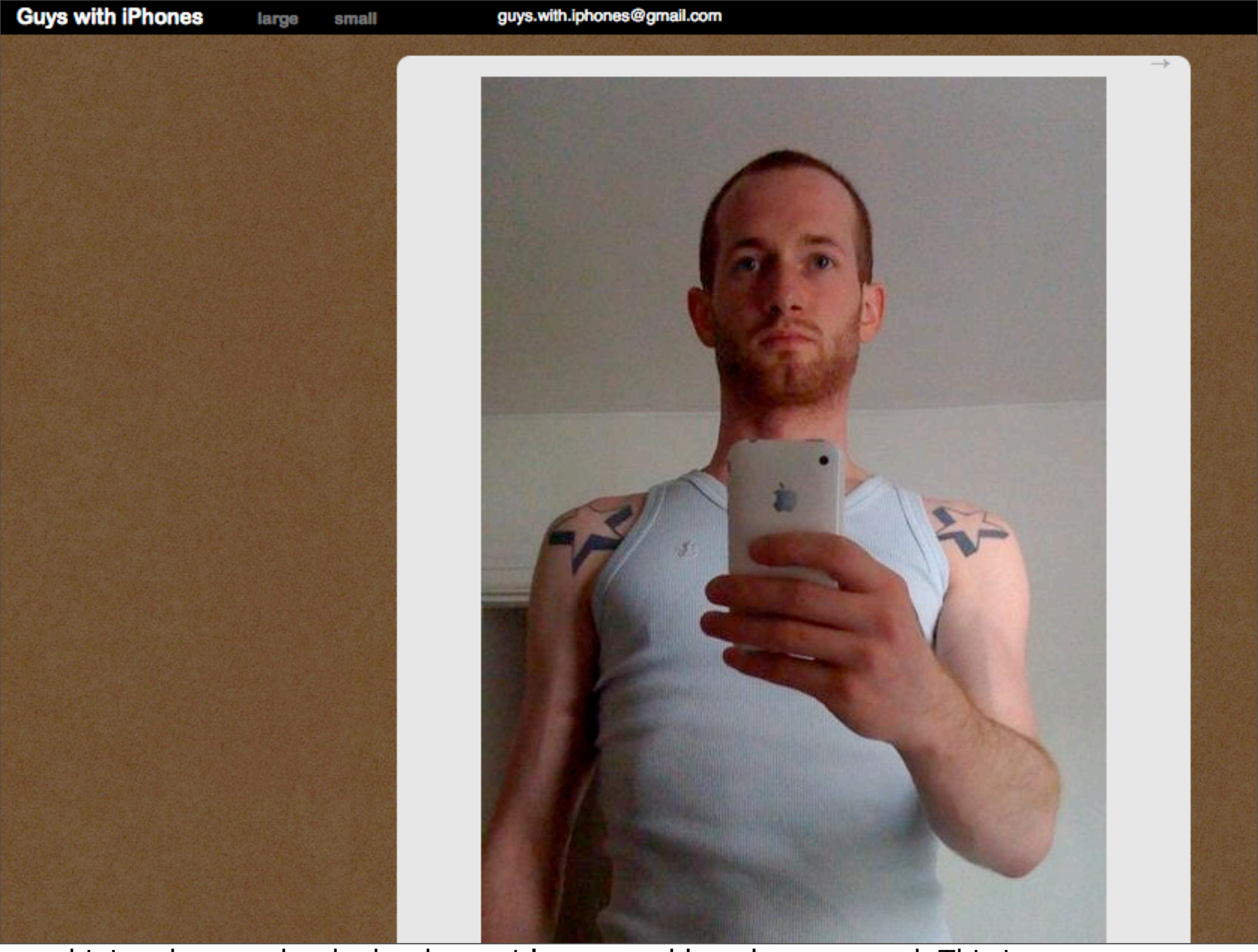
Libraries care why? This will affect our abilities in the areas of: Outreach, Reference and esp "User-generated content"

three examples

you may have heard of

Libraries care why? This will affect our abilities in the areas of: Outreach, Reference and esp "User-generated content"

Google buzz



combining data used to be hard, now it’s easy and largely automated. This is a porny website. People put photos of themselves and their iphones online. BUT some of the photos have geoloc data. oh my.

PLEASE ROB ME

Raising awareness about over-sharing

Check out our guest blog post on the CDT website.

Next step

We are satisfied with the attention we've gotten for an issue that we deeply care about. If you're interested, you might like to read these articles:

- On Locational Privacy, and How to Avoid Losing it Forever
- Over-sharing and Location Awareness

Currently we're looking through the emails we've received regarding the future of the website. As soon as we've thought of a suitable way to continue, you'll find it right here.

We're not showing the Twitter messages anymore, as they no longer add anything. If you don't want your information to show up everywhere, don't over-share ;-)

More Info

Home

Why

Made Possible By

Forthehack

Foursquare

Twitter

@boyvanamstel

@forthehack

what needs doing

data we care about

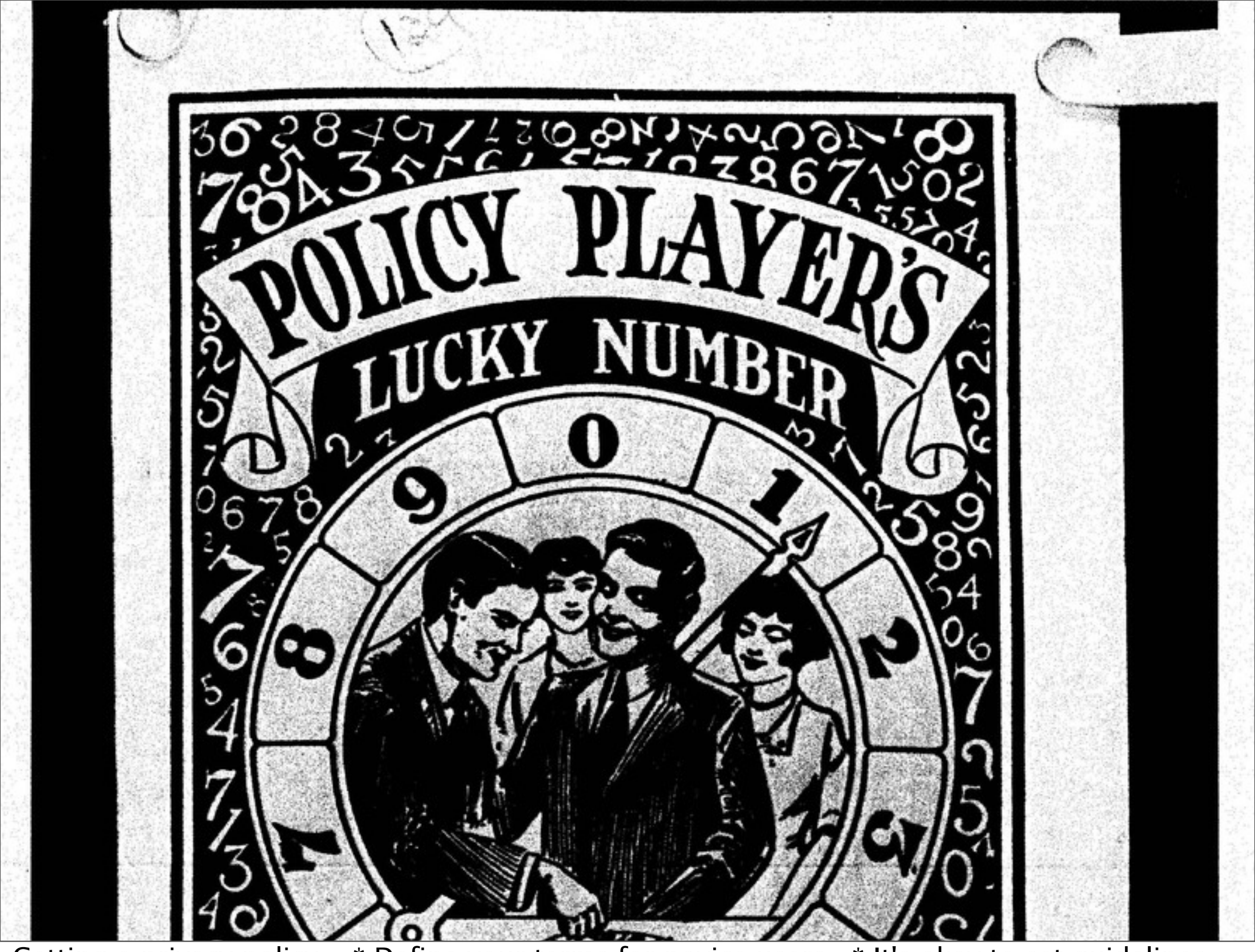
what needs nailing down - Sample privacy policy explain: data collection, sharing, retention

data types

- relational/transactional
- personal data
- behavioral

getting a policy

parts & parcels



Getting a privacy policy * Define your terms for novice users * It's okay to set guidelines and acceptable use policies "we allow" in addition to "we don't allow" * It's okay to moderate * Update as necessary, but try not to be reactive * UC privacy policy pages and other library examples * Social software policies

worth the effort

Now more than ever. It’s not so much that we have to be there because it’s cool but that there are other reasons people are using social software and if we’re going to make the effort to be there we should make the effort to do it right and respect the values and boundaries of our patrons and staff.

thank you!

<librarian.net/talks/brattleboro

questions?

"Use the Internet. Not too much. Mostly _____ ." Mostly what?