

teaching technology

in libraries

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



library geeks @ SXSWi



Earlier this year, I went to SXSW. It was mostly techies with some techie librarians. This photo is actually from last year.

techies & in-jokes



These were the people who are building the web, 2.0 and otherwise. They have their own in jokes and culture. It became a joke, finding your friends... "have you seen my friend, he's about six feet tall, square glasses, black hoodie, laptop bag... no?"

too much talking



We all talked to each other so much we lost our voices. But the one voice I never heard was the one that deals with libraries, and the digital divide, and all the people who are still learning to use computers as the advanced tools get sexier and more complicated. The opening remarks just presumed a level of savviness that we know everyone doesn't have, much less connectedness to even get that savvy. Developers admitted to not caring about accessibility, or people who were still on dial-up connections. That was before the Target lawsuit

returning home



I got home on Wednesday.

Thursday I went to my regular drop-in time where the 70+ year old moderator of my town meeting needed help opening attachments on his email and finding a way to backup his memoirs (he had disks, he had never heard of USB drives). He didn't know his own email address. Then I taught a "getting started with Excel" class in the evening for three people. They were all hoping to get better jobs with this new knowledge

a good day



On a good day, I'm dealing with cheery interested people with well-functioning computers who are able to access the internet and mostly know what to do when they get there and just need me there to ask questions.

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 to protect their content. This content may be protected by a protocol (such as "Secure Content") that prevents unauthorized copying, distribution, or other use of the content. The content, 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

No clear right answer

I Do Not Agree

I Agree

Print

On a bad day I have to deal with software and hardware intalls on legacy systems without decent license codes. Computers that have not been maintained. Computers that have been treated badly. I agree to things I don't even tell the librarians about. I agree to things I don't even sometimes understand. I sign away rights and responsibilities. And I'm the expert!

why is
this so
hard?



If I don't know, who does know? And why is this so hard?

stakeholders...



Part of the problem is all the people who have to work together on the technology on libraries problem. We call them stakeholders. This picture is supposed to be amusing.

working together...



And, all these people are part of the solution. Let's see how....

"Something funny happened on the road to the digital library of the future, though.

Far from becoming keepers of the keys to the Grand Database of Universal Knowledge, today's librarians are increasingly finding themselves in an unexpected, overloaded role:

They have become the general public's last-resort providers of tech support."



novice users?

**My
Yahoo
is
broken**

please help me

...read every word on a page and don't know which are important. They need terminology, need help navigating minefields, need to be kept safe while learning. [anecdote: ebay class]

experienced users?



Rickrolled!

... want to be able to use library technology LIKE the computers they are used to. They have USB drives and iPods. They game. They were telling you about LOLbrarians before you knew about LOLcats. [anecdote: "who here knows what a rickroll is?"]

staff?



fear
biya!
uncertainty
doubt

Informa

Hey, that's you! You want to help people, right? What gets in your way? There's this concept called FUD... started by IBM in (according to wikipedia) "This implicit coercion was traditionally accomplished by promising that Good Things would happen to people who stuck with IBM, but Dark Shadows loomed over the future of competitors' equipment or software." We get it from people, we try not to pass it on [anecdote: ASIST talk "firefox causes viruses..."]

vendors?



Gates Foundation

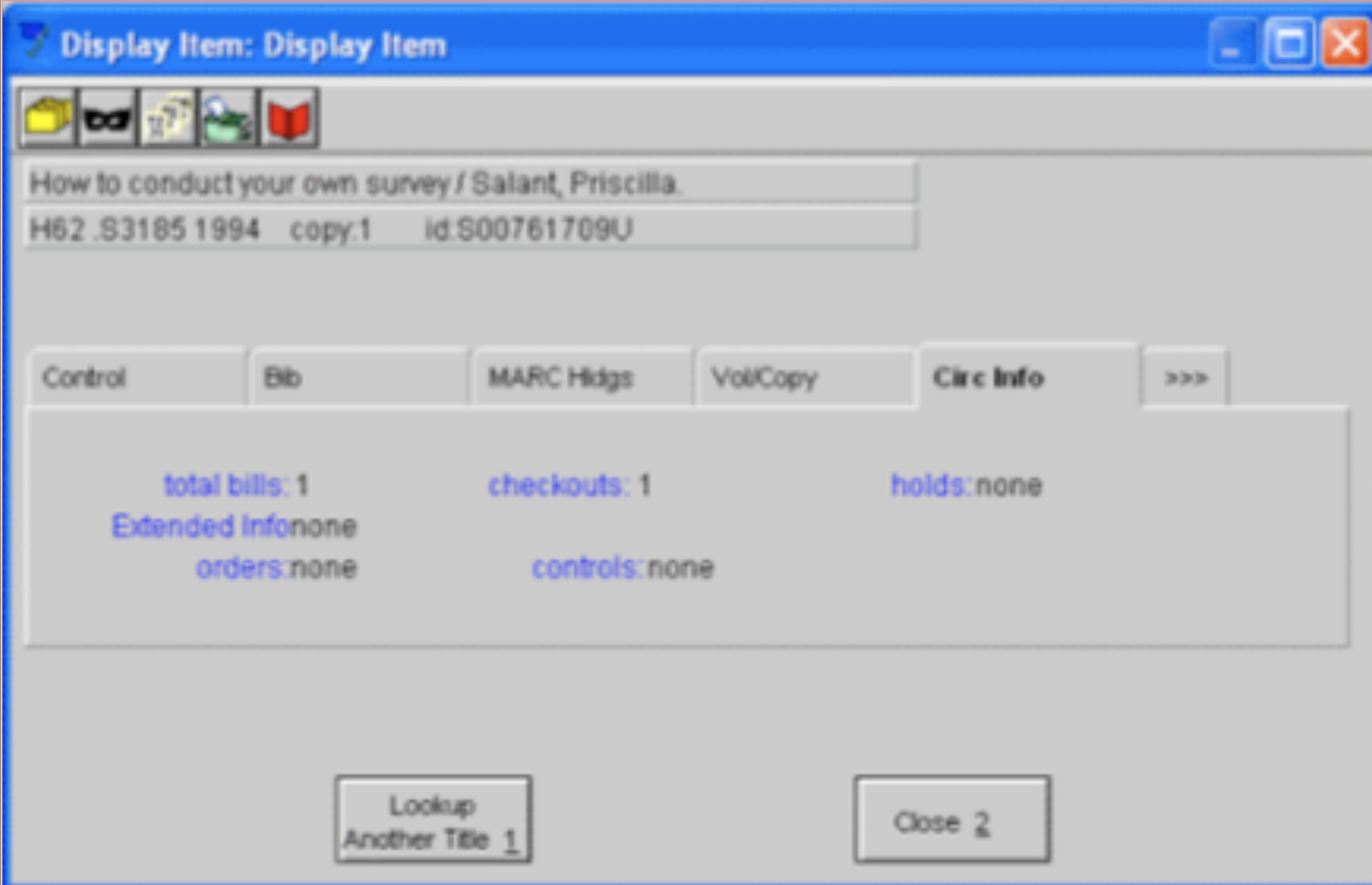
Everyone likes the cute OLPC but it has few library applications. The Gates Foundation basically technologized Vermont, but dramatically underestimated libraries' ability to "catch on" and start their own technology programs when the GF left. Most of the libraries I work with are still using their original Gates machines. Two libraries that I know of in Vermont use Macs. How much do these vendors affect HOW we deliver services?

non-profit helpers?



These people mean exceptionally well, but they're grant funded and follow the money not the communities. If you're lucky, their grants get renewed. [anecdote: MaintainIT cookbooks]

software vendors?



really, in 2008, who are these people helping?

esp. ils vendors?

[Tell Us Your Library Story!!!](#)

Quick Search

Enter term and click on type of search button!

Catalog **Keyword** **Browse**

Search for

Library or Group

Negaunee Public Library



Title

Author

Subject

Keyword

Series

Periodical Title

[Click to Switch to
Power Search](#)

Can't find it searching "ALL" UP libraries

Try searching MelCat!



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](#)

Welcome, J!
✉ You have **22 unread messages:**
Inbox(6), Bulk(16)

Free Forex Software from GFT.

[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

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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My Attachments
Watch Videos

“advertisers” really...

So let's look at WHAT we're teaching people to use. In my neck of the woods it's all about EMAIL. I used to teach email classes at the public library using a laptop/overhead and a whiteboard because it was the best way to get people to focus on the concepts and not the immediate tasks. Webmail may be free, but it's hard for many novice users to navigate. Where's the information? What do you mostly see?

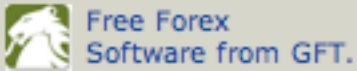
a brief commmercial

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	Tu

Just a quick note. The last page was what Yahoo Mail looks like to an average user when they log in. The above screenshot is what it looks like to ME. I have adblocker installed on my firefox browser and I use two Greasemonkey scripts called Yahoo Mail Cleaner and another called Yahoo Mail Welcome Skipper

IT'S

INTERMISSION

TIME,

Folks!

“what’s going on here?”

Why does
MySpace think
I’m fat?

The image is a screenshot of a MySpace profile page from 2008. The page features a blue header with navigation links like 'Home | Browse' and 'Classifieds'. A user profile for 'jessamy' is visible, including a profile picture and statistics like 'Profile Views: 8,074'. The main content area shows a 'Friend Updates' section with posts from 'jennimi' and 'Library Ann'. On the right side, there is a large advertisement for Sephora featuring a makeup brush and the text 'buy bare essentials at sephora'. The date 'Wednesday 27 February, 2008' is displayed at the bottom of the updates section. A large white speech bubble with a black border is overlaid on the center of the page, containing the text 'Why does MySpace think I’m fat?'. The background of the speech bubble shows a close-up of a person's midsection.

When people in libraries ask me about social software, often they've heard of MySpace or or Facebook. We look at these sites. For people who don't spend a lot of time online, many of these sites are totally inscrutable to them. Michiganders may have heard me saying this part before, but I had one student log in to her email for the first time to see an ad like this one and ask me, sincerely, "why does Yahoo think I'm fat?"

remember?



- [Arts](#) - - [Humanities](#), [Photography](#), [Architecture](#), ...
- [Business and Economy \[Xtra!\]](#) - - [Directory](#), [Investments](#), [Classifieds](#), ...
- [Computers and Internet \[Xtra!\]](#) - - [Internet](#), [WWW](#), [Software](#), [Multimedia](#), ...
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- [News \[Xtra!\]](#) - - [World \[Xtra!\]](#), [Daily](#), [Current Events](#), ...
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- [Social Science](#) - - [Anthropology](#), [Sociology](#), [Economics](#), ...

Remember when Yahoo was just about the links. Few images, quick to download? [this is from 1996]

and now?

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

YAHOO!  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?**

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Find confessions of a car salesman

 Most generous auto incentives now

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 83-year-old fights off 3 purse snatchers

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As of 11:55 a.m. EDT

- Tibet protests spread to more provinces | Lhasa violence
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- 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
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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

Now they've got a few irons in the fire, some dealing with cross-branding, some just flat out ads. You can still find the links at directory.yahoo.com. They changed. We have to change also.

bad news

- ✦ **novice users read every word, left to right**
- ✦ **novice users can't tell an ad from a non-ad**
- ✦ **novice users don't notice AJAX-y page changes**
- ✦ **dial-up users can barely use gmail**
- ✦ **little incentive for usability & accessibility**
- ✦ **little incentive for fast-loading pages**
- ✦ **Flash intro pages make the puppy sad**



So, the people building the web don't have ease of use as their first mission anymore. We are trying to teach people about pages that are no longer really designed for them.

good news...





it's just a resource management problem. first, your human resources....

experience



Kip



Pam



Nancy



Radu

expectation

we have to.... identify audience/patron – novice? experienced?
don't confuse high level of vocabulary with high level of knowledge.

**I can't believe I messed this
up THIS badly....**



**I am going to be
SO fired**

is your library a leader or a follower [usb key, who has it?]
identify teacher/librarian [these can be flipped!]
combat technostress [anecdote: mom "gah!"]

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....**

Shop your Favorites

- Antiques
- Art
- Baby
- Books
- Business & Indu
- Cameras & Pho
- Cars, Boats, Ve
- Cell Phones & P
- Clothing, Shoes
- Coins & Paper M
- Collectibles
- Computers & Netw
- Consumer Electron
- Crafts
- Dolls & Bears
- DVDs & Movies
- Entertainment Memorabil
- Gift Certificates
- Health & Beauty
- Home & Garden
- Jewelry & Watche
- Music
- Musical Instrum
- Pottery & Gla
- Real Estate
- Specialty Services
- Sporting Goods
- Sports Mem, Cards & Fan Shop
- Stamps
- Tickets

BMW

Laptops

SMOKIN'

Things like ebay are great, but require a LOT of steps for people to get started. Things like PayPal and email may be normal for some people and a lot of work for others. Once people know it's supposed to be a little complicated, or that you think it is too, they calm down some about not understanding it. A lot of technostress in my experience is thinking you SHOULD know something you don't, it's not about not knowing things.

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 ☆ ↩



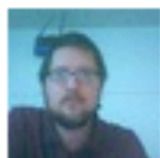
jezmyne @jessamyn my teaching tech tip – lots of 5 min exercises at nearly every step about 2 hours ago from web in reply to jessamyn ☆ ↩ 🔒



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 ☆ ↩

I put a note up on Twitter asking for tech tips to get my brain going and I heard from seven librarians in about an hour. There's a big network of people working on the same problems and not that many websites people need to master. Just teaching people how to Google an error message [and google is one thing that IS user friendly] can be an awakening.

Is your library on.....?

Facebook

SecondLife

MySpace

LibraryThing

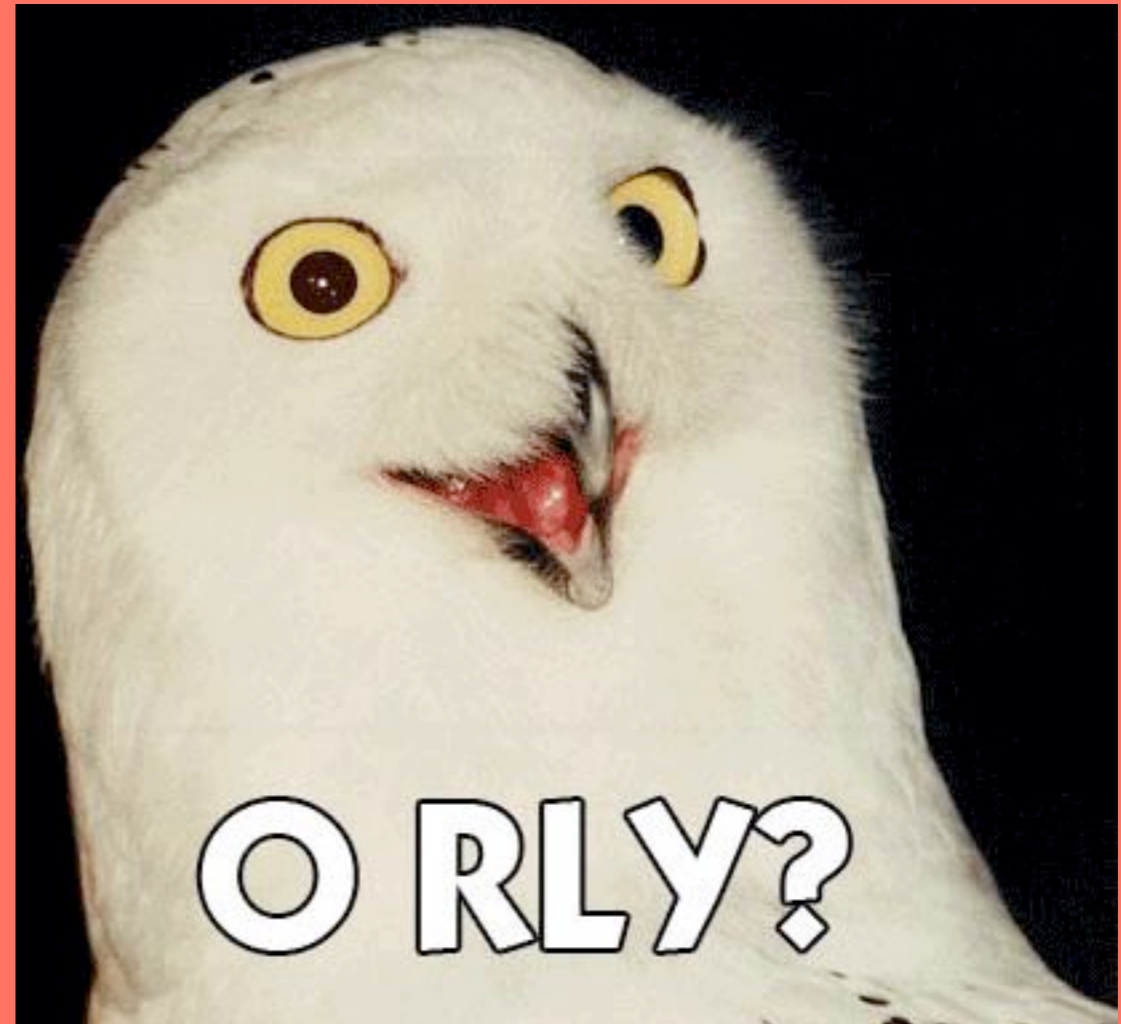
Ning

Meebo

Wikipedia

WordPress

Blogger



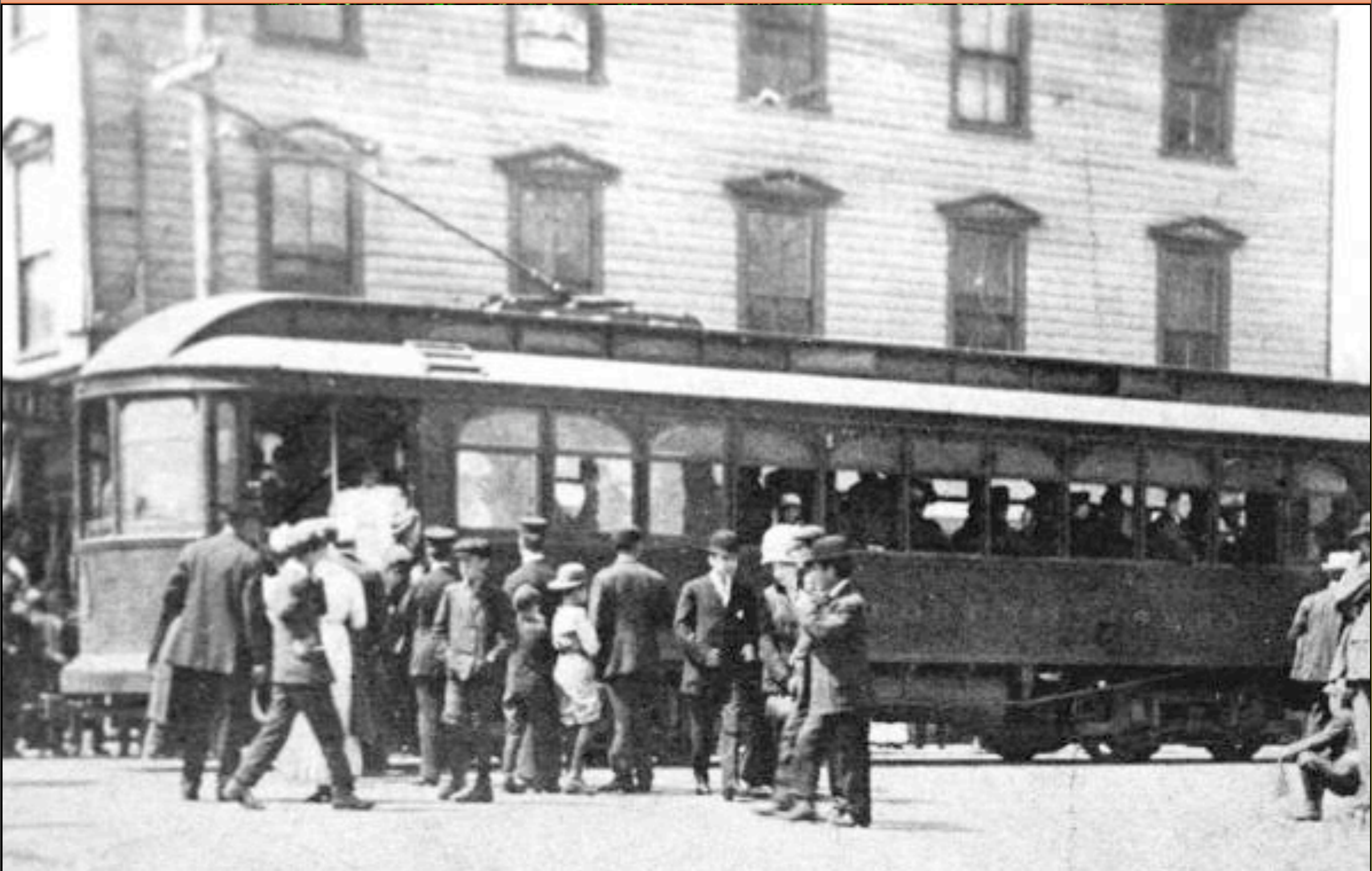
learn the terms – I have copied this slide

boldly go



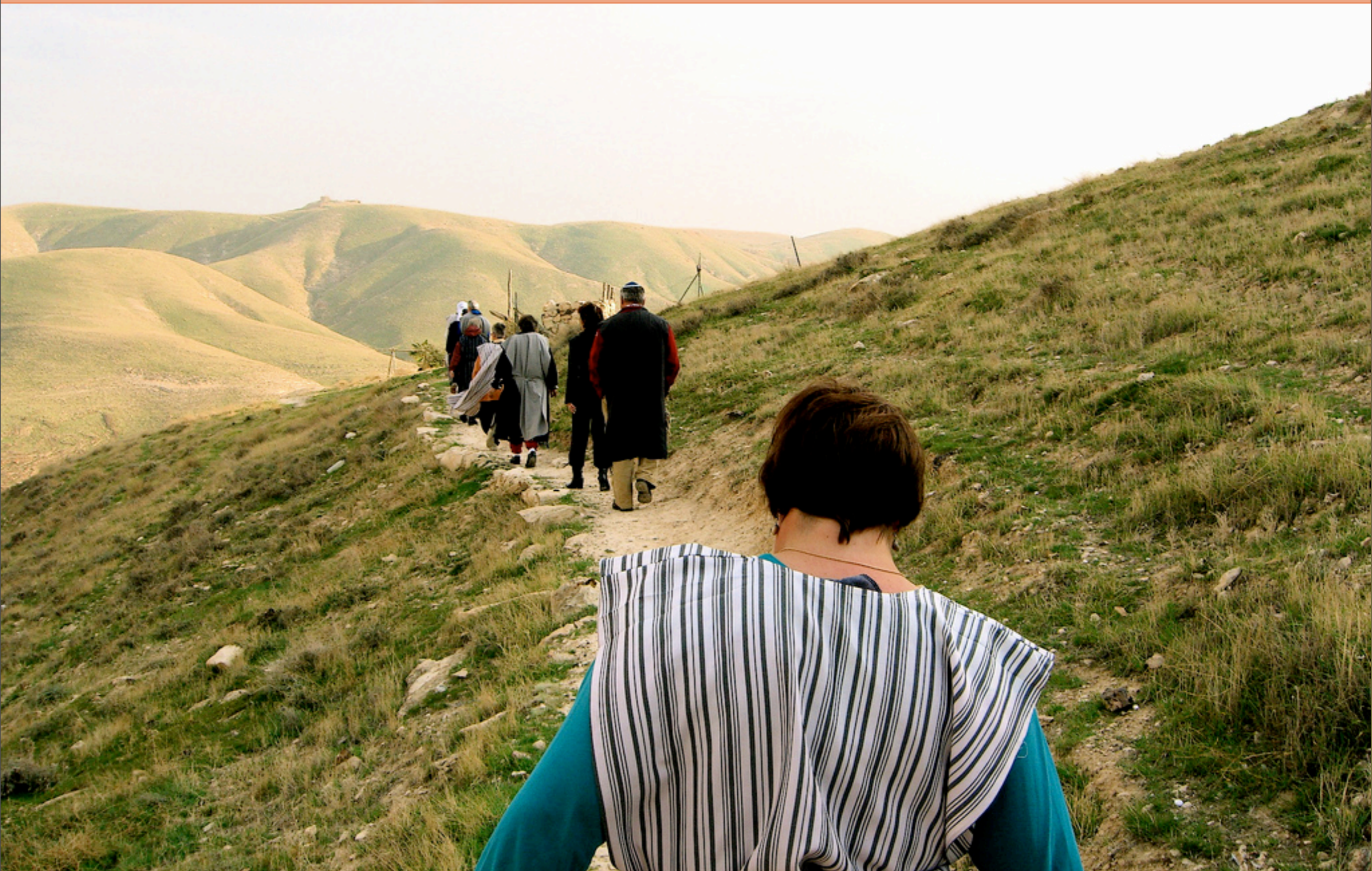
boldly go

bring them with you



While there should be no shame in saying "I don't know" it's not half as good an answer as "let's figure it out..."

stay/roam/thrive



In order for me to give these talks, I work with tiny libraries and bring their stories to other people. In order for you to get the lay of the land, you must first explore it. Go new internet places and bring back what you find there. Then collect your patrons and take them with you.

Thank you!