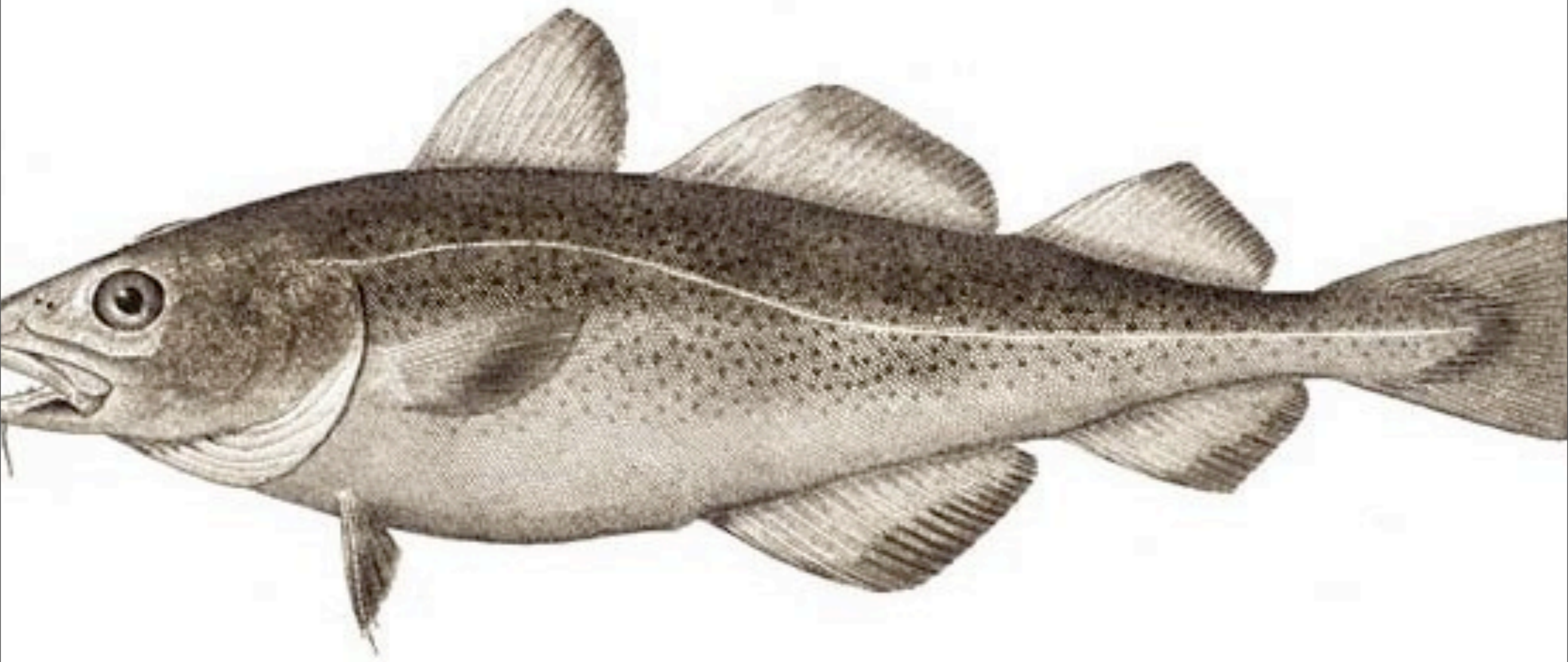


Ethics of Library 2.0

<librarian.net/talks/neflin>

Jessamyn West - librarian.net

The Library Society of the World 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 AJAXified 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



Hello, the cloud, hello?

our strengths

our people, our communities

- * Local supports us at the library; 2.0 feels like the anti-local
- * Friends vs. frenz
- * Bowling/typing/creating alone – are we replacing healthy with healthy?
- * What motivates? Free motivates. What beats free?
- * Showing people themselves is a good way to make the net a "genuine option"

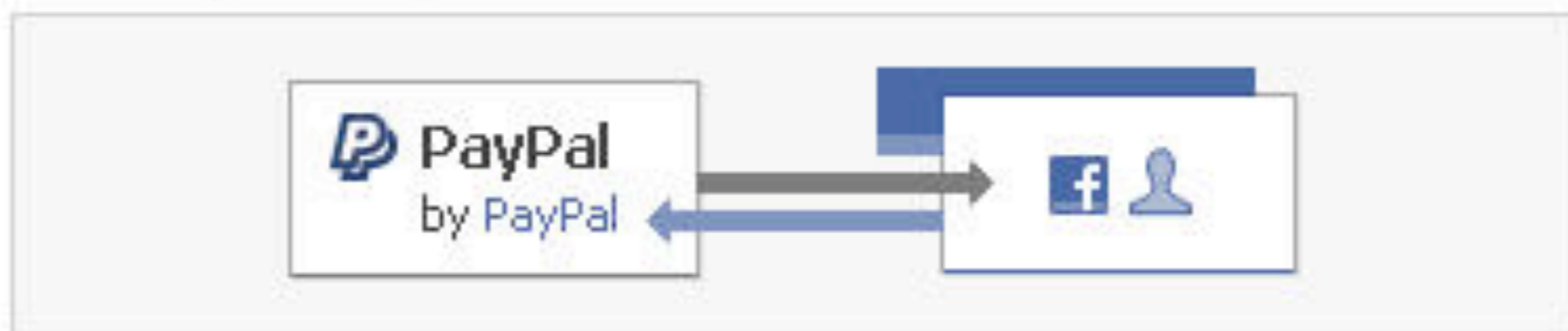


Two social/library community situations.... in a deep network users are already networked and libraries are responding to a situation that exists. in a shallow network like the one I work in libraries are setting up the connections and saying "this is what we think is important" The shallow network has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

our choices

ethically

Add PayPal to your Facebook account?



Allow this application to...

- Know who I am and access my information
- Put a box in my profile
- Place a link in my left-hand navigation
- Publish stories in my News Feed and Mini-Feed
- Place a link below the profile picture on any profile.

PayPal was **not created by Facebook**. By clicking 'add', you agree to the [Platform Application Terms of Use](#).

[➔ Add PayPal](#) or Cancel

The Developer's Description

“ Looking for an easier way to get your friends to pay you back? PayPal for Facebook lets you request money from your friends with just a few clicks. ”

[More Information about PayPal](#)

"let this app access my info"

"show people i have this app on my profile"

*"tell my friends when & how i use this app...
~~including my Mom, and my ex-girlfriend.~~"*

(sorry, too paranoid)

Afraid of abuse by this application?
[Block PayPal](#)

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?



Dell End User Software License Agreement

- Before using your computer, please read the Dell End User Software License Agreement (DELL EULA) that came with your computer. To comply with the terms and conditions of the DELL EULA, you must consider any CD or diskette set of Dell-installed software as BACKUP copies of the software installed on your computer's hard-disk drive.
- If you do not accept the DELL EULA terms, please call the customer assistance telephone number listed in your system documentation.

Press any key on the keyboard to indicate that you have read the DELL EULA and agree to its terms.

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

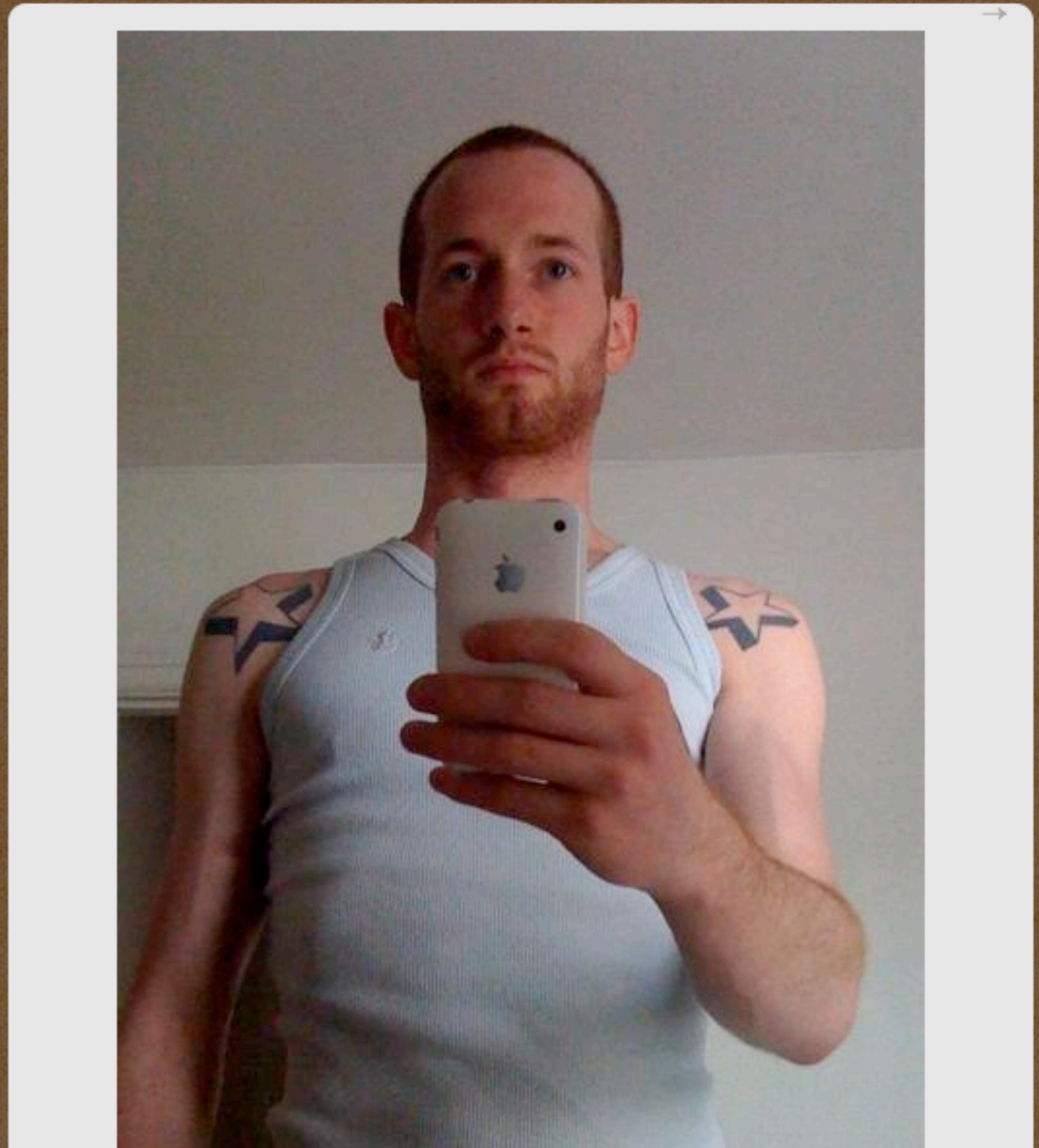
it affects us, and you

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"



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.

Google buzz





PLEASE ROB ME



Listing all those empty homes out there

Check out the same results on [Twitter search](#).



Why

Hey, do you have a Twitter account? Have you ever noticed those messages in which people tell you where they are? Pretty annoying, eh. Well, they're actually also potentially pretty dangerous. We're about to tell you why.

Don't get us wrong, we love the whole location-aware thing. The information is very interesting and can be used to create some pretty awesome applications. However, the way in which people are stimulated to participate in sharing this information, is less

More Info

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Forthehack

what needs doing

data we care about

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

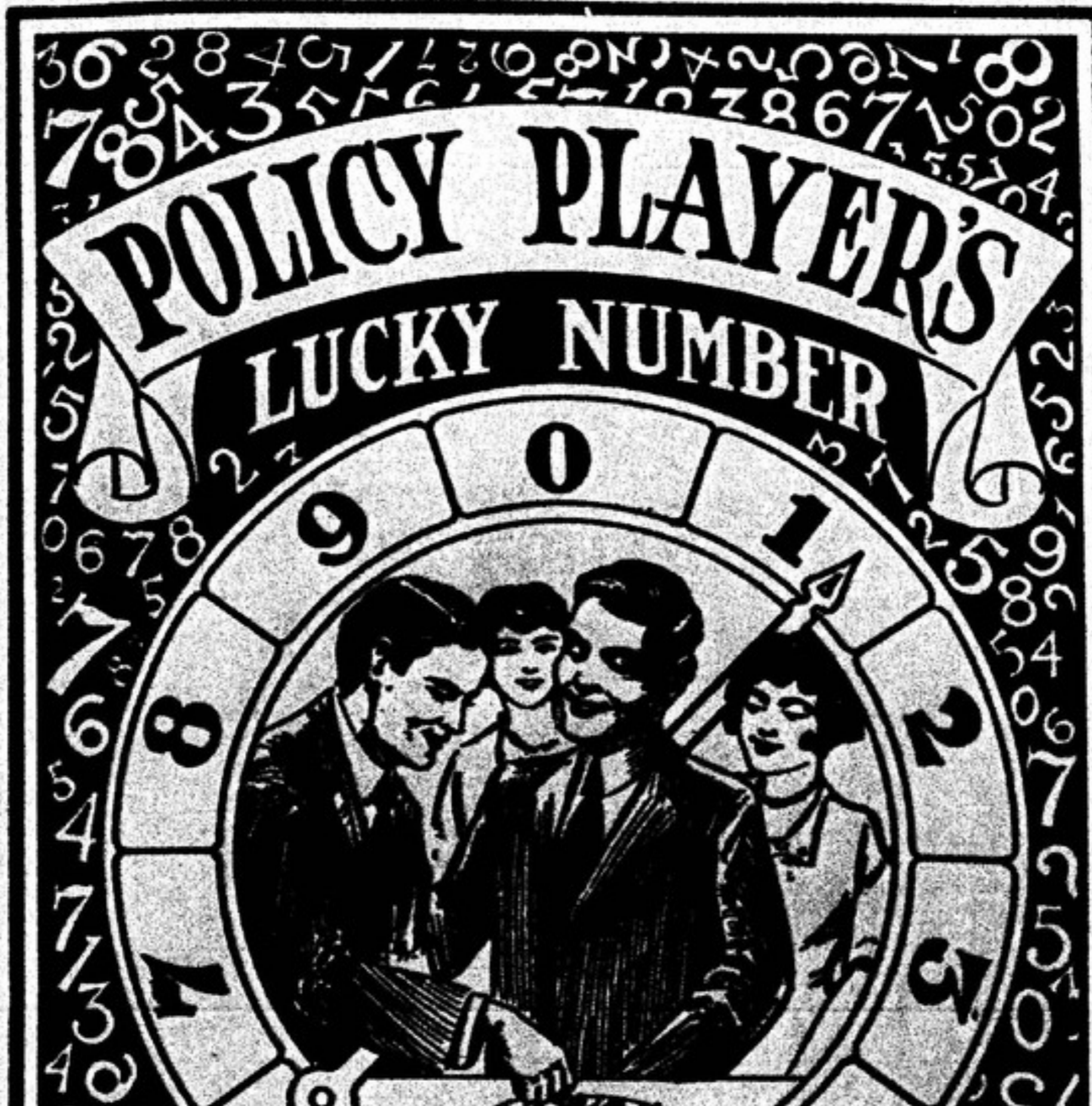
data types

- * relational/transactional
- * personal data
- * behavioral



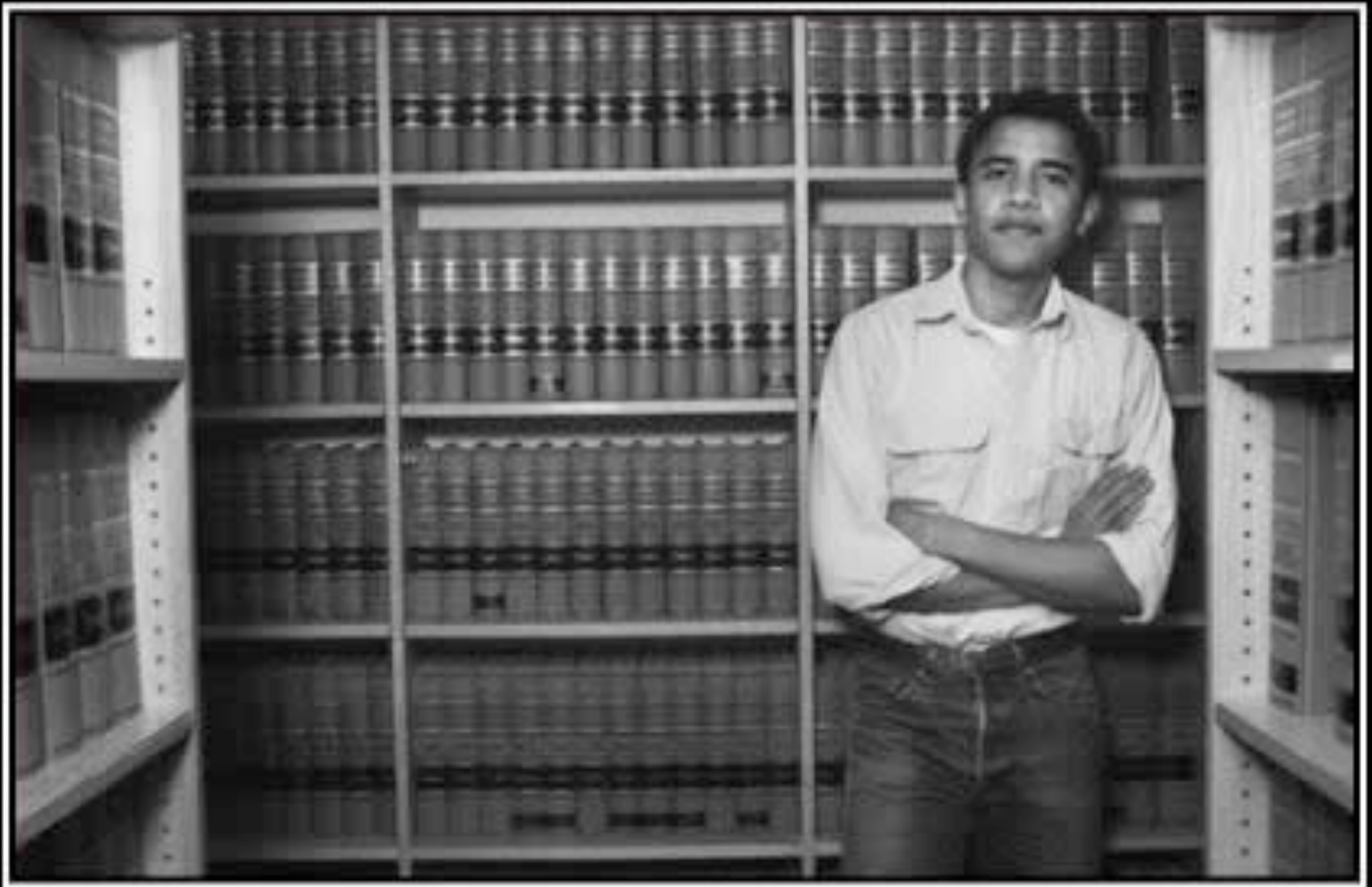
getting a policy

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



THE LIBRARY

Where all the cool kids hang out

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/neflin>

questions?

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