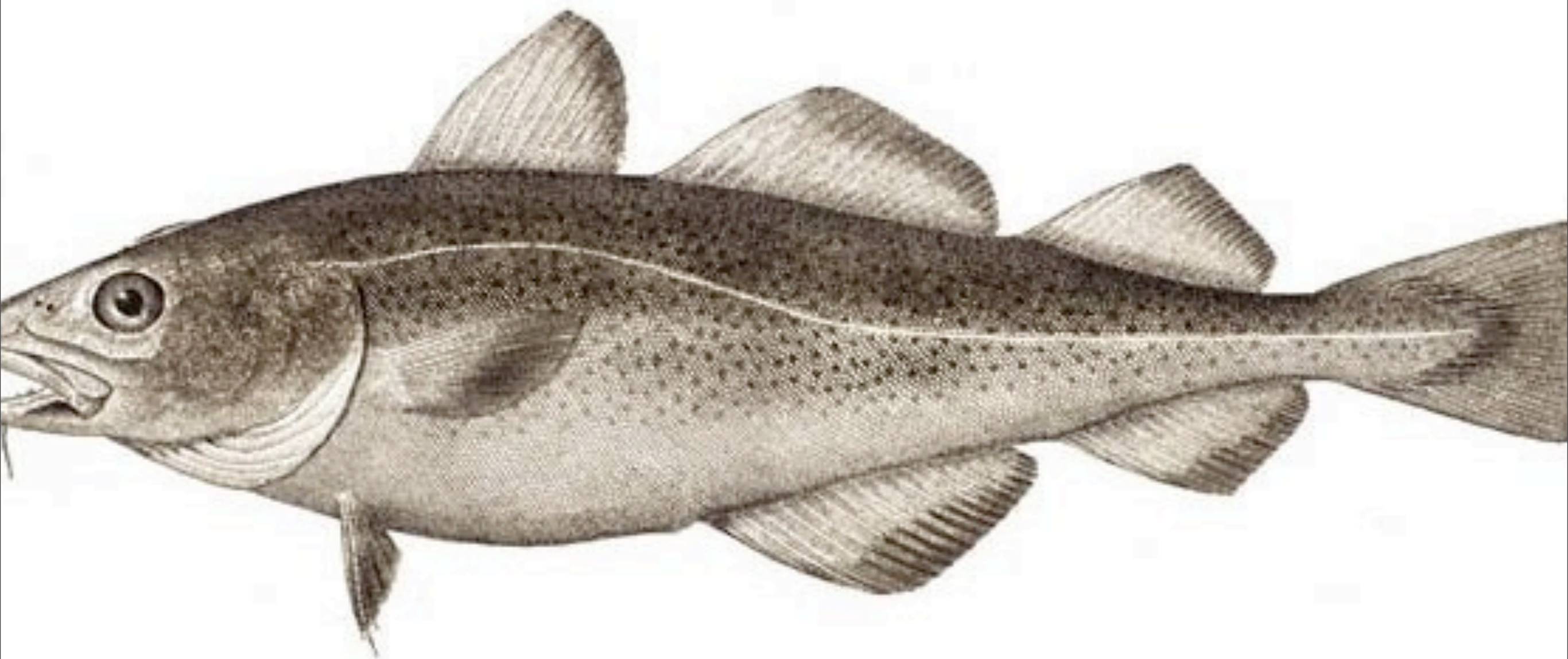# Ethics of Library 2.0

<librarian.net/talks/nla2009>

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 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?

and specifics

who needs this most?

Who is getting less online? Who can do less online? Who could benefit from e-government most? What are we doing for them? What *can* we do?

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

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

Add PayPal to your Facebook account?

P PayPal
by PayPal

f 👤
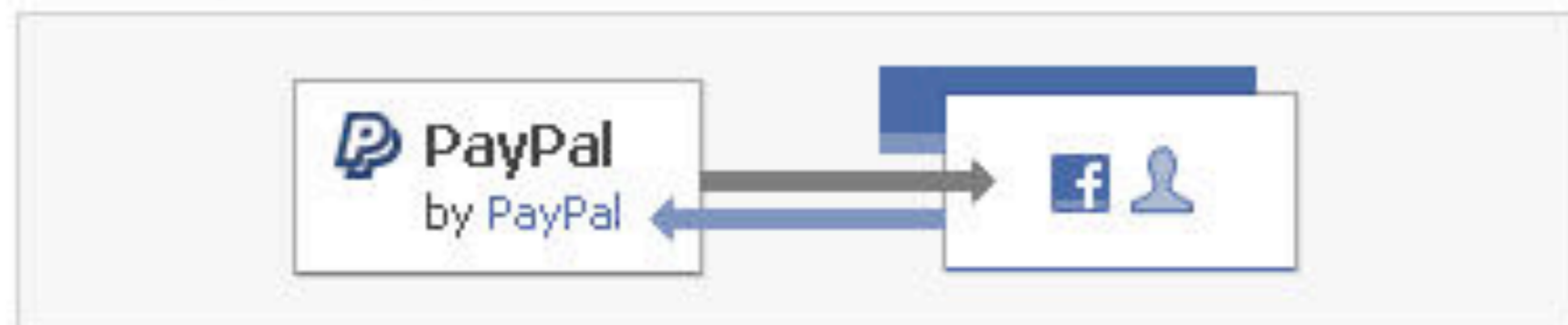
Allow this application to...

☑ 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 g
your friends to pay you back?
PayPal for Facebook lets you
request money from your frien
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

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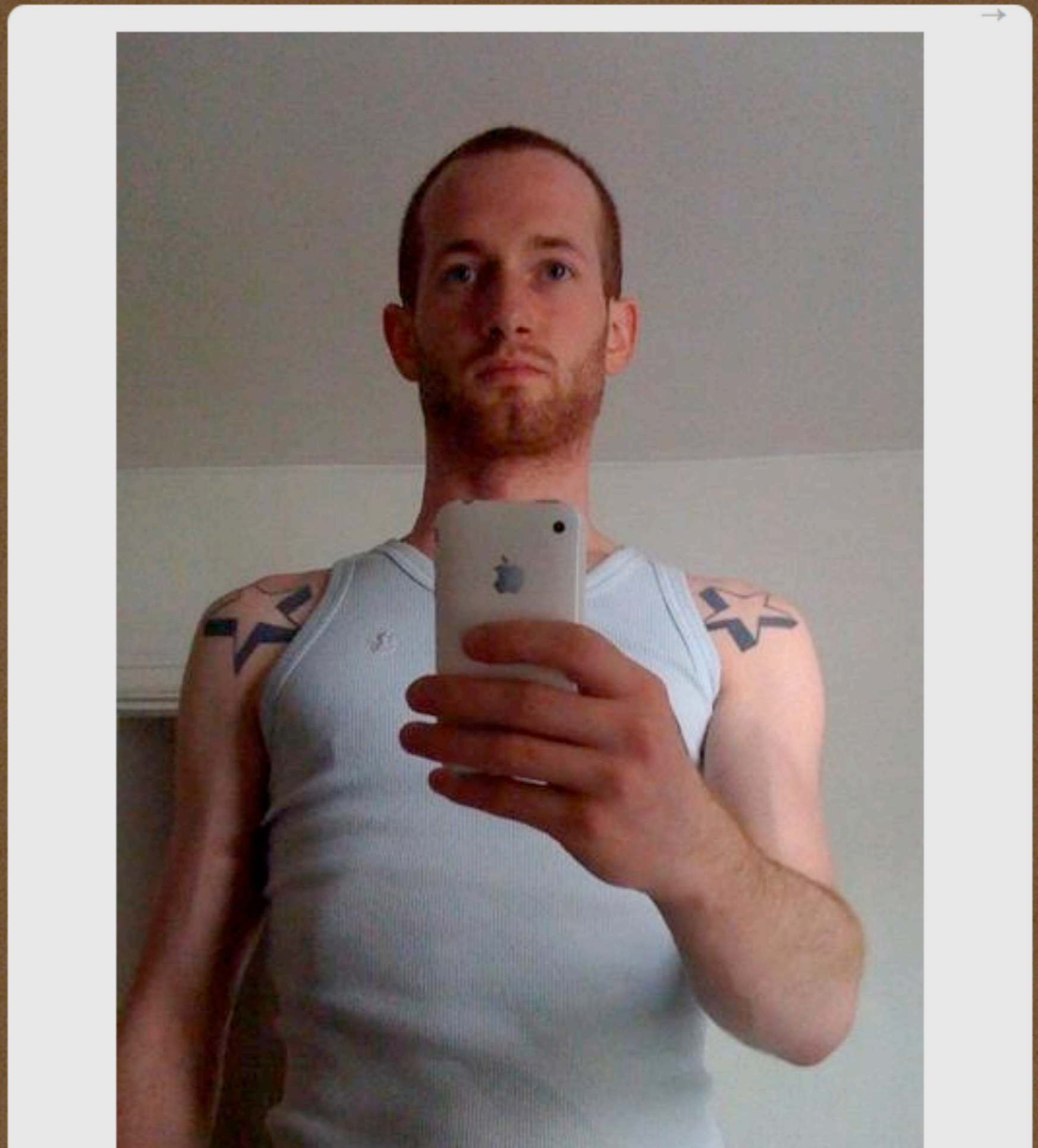
combining data used to be hard, now it's easy and largely automated. This is a porny website. People put photos of themselves and their iphones online. BUT some of the photos have geoloc data. oh my.

why we're careful

we've made promises, we follow laws

We must be cautious why? * We made a promise * We model decent practices * Special digital divide considerations   * Recombining data leads to things we may not have thought of (examples...)

Laws to be aware of   * constitution – privacy expectation (more) * COPPA (more) – minors
    * HIPAA   * state library privacy laws * CIPA/DOPA
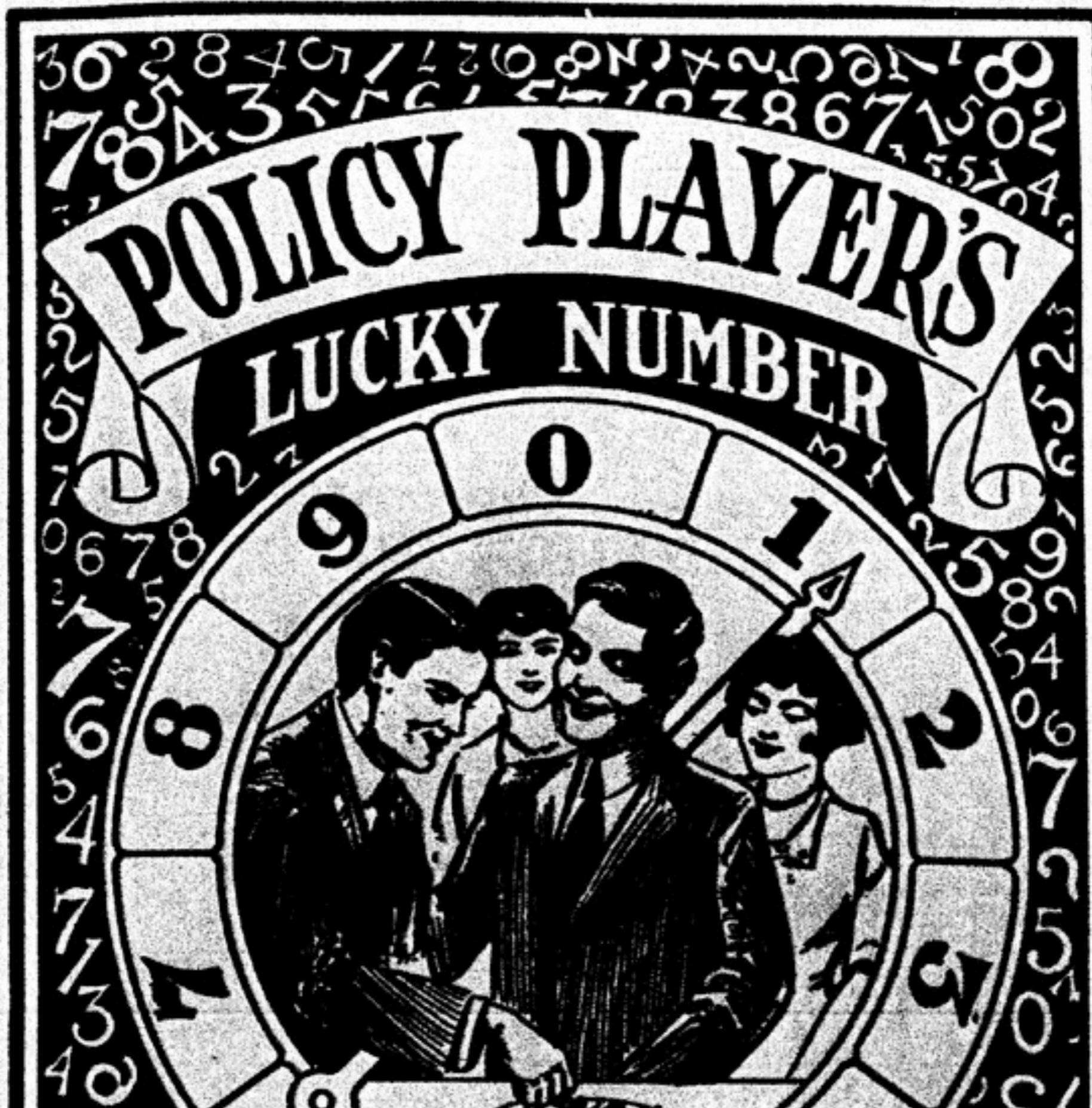
what needs doing

data we care about

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
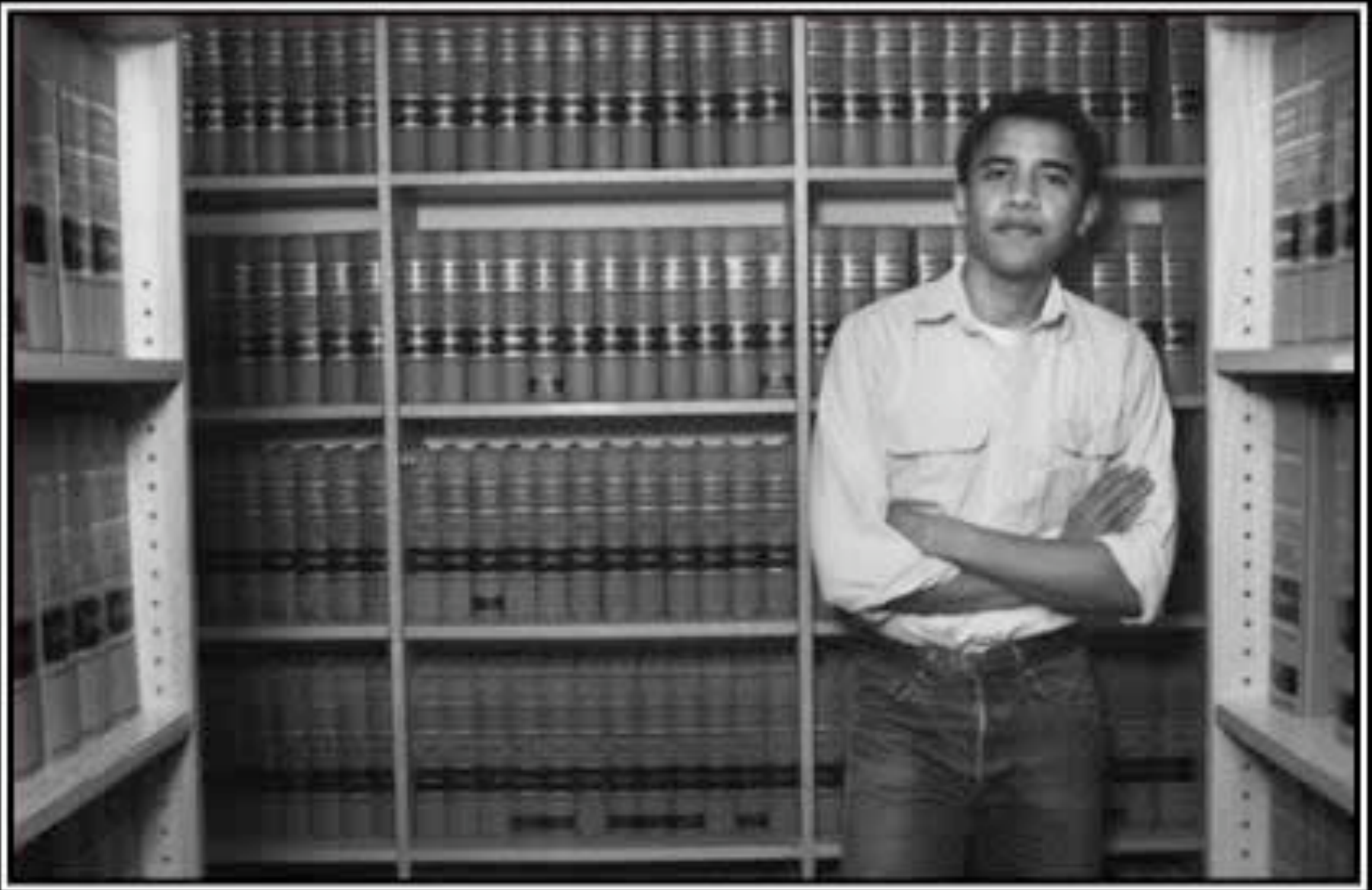
THE LIBRARY

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/nla2009>

questions?