“My Information:”
Digital Libraries, Social Networking & the User Experience
Joan K. Lippincott
Coalition for Networked Information
September 2010
Coalition for Networked Information (CNI)

- Founded in 1990 by ARL and EDUCAUSE
- Mission: accelerate progress in digital information related to research and education
- 200+ member institutions
- Executive Director Clifford Lynch
- www.cni.org
- Subscribe to cni-announce
CNI Website - Information for current topics

- Over 30 project briefings 2X/year
- Identifies key trends in digital content, institutional strategies, network technologies
- Links to additional information

Project Briefing: Spring 2010 Membership Meeting

Digital Scholarship in an Academic Research Library: UVA's Scholars’ Lab

Bethany Nowviskie
Director, Digital Research & Scholarship
University of Virginia

Michael Furlough
Assistant Dean for Scholarly Communications
Pennsylvania State University

Anne Houston
Director, Humanities and Social Science Services
University of Virginia

The presenters represent the ghosts of facilities past, present, and future in this discussion of the Scholars' Lab at the University of Virginia (UVA) Library. The Scholars’ Lab was created through a partnership between UVA’s library and central information technology divisions in 2007, by merging successful centers for electronic text encoding, geospatial and statistical data, and research computing support. It now serves as a site for intellectual programming, advanced technology use, training, and collaboration around the digital humanities and social sciences, and is the public face of the Library's Digital Research & Scholarship Department. Furlough, under whose guidance the Scholars’ Lab was created, will discuss the process of planning, design, and space renovation, as well as the drafting of agreements among collaborators. Nowviskie, his successor, will describe the current scene, including staffing, the integration of a research and development team, and popular programs such as a graduate fellowship in digital humanities. She will also address the ways in which the initial model for the Lab was adjusted to maximize the Library’s contribution to the intellectual life of the university. Houston, who is responsible for a broad range of humanities and social science services in the Library, will discuss a planned classroom renovation project designed to promote collaboration between her department and the Scholars’ Lab.

http://lib.virginia.edu/scholars/lab/
Handout (PDF)
Themes

- Why we need to rethink the virtual and physical presence of libraries, museums, archives
  - Changes in users
  - Changes in technologies
- Implications and examples
- Conclusion

North Carolina State U. Library Information Commons
Many of our institutions were created when

- Information was scarce
- Physical presence was required for access
- Mastery of information was the key educational goal
- Using libraries and archives and visiting museums were considered experiences of the individual, not the group
How do we develop our institutions to serve a changing population in a changing world?

http://www.flickr.com/photos/jasonyungny/2555631888/
Understand characteristics of change to inform actions

- In our communities
- In the technology environment
Faculty, students, and individual citizens are creating new types of digital content. They access information and add value by providing context, remixing, and showing connections.

Using the Valley Project

http://valley.lib.virginia.edu/
While technology skills vary...

- 67% of students in grades 9-12 maintain a personal website
- When asked what they do regularly with technology for schoolwork, 27% of K-12 students said they create slideshows, videos, and/or webpages

Project Tomorrow http://www.tomorrow.org/speakup
Today’s students are both knowledge seekers and creators

Student Video Projects at Dartmouth

Gallery of Projects

If you experience technical difficulties when trying to view the projects, go to the Site Technical Support Page for troubleshooting.

donload QuickTime.

Arabic 3: First Year Courses in Arabic
Instructor: Prof. Diana Abouali and Lorice Kasbari (two sections)
Assignment:

Art History FSP in Florence
Instructor: Prof. Adrian Randolph
Assignment:

English/Native American Studies: Native Cultural Production: (Re)Mapping Race, Gender, and Nation

http://www.dartmouth.edu/~videoprojects/gallery.html
Nines: A Community of Scholars

- Nineteenth century scholarship online
- Provides peer review of digital resources and archives in field
- Federated online publishing model
- Community of scholars

http://www.nines.org/
Solo Readers to Communities

- Amazon recommendations
- Community-wide reads include online blogs, in-person events
- Shelfari - used by school groups, fans

http://www.shelfari.com/
Passive Consumers to Active Learners

- Providing information and technology-rich opportunities for students
- Using digital content in instruction and in student assignments
- Creating new types of learning objects for independent and social learning
We can use technologies to encourage active learning

- Integrating information resources and links to online reference into LMS
- Using twitter, blogs, wikis for exchange of information
- Developing interactive applications

http://www.lib.umn.edu/help/calculator/
Assisting Faculty to Develop Active Learning Strategies

- Engaging students with multi-media content and social networking and digital information
- Faculty workshop at U. Pennsylvania Information Commons

http://wic.library.upenn.edu/
Developing Active Learning Materials: WolfQuest from Minnesota Zoo

- Interactive online game to learn about wolf behavior
- 4000 people downloaded game in first hour; now 250,000
- Players formed community
- 80% also sought additional information and/or visited a zoo

http://www.wolfquest.org/
Library Builders to Personal Media Collectors

- Faculty collect most of their information in digital form
- Students develop media collections that are highly personal

http://www.zotero.org/
Information as “extension of the mind”

- 1/3 of Stanford students in survey said they are worried about too much use
- 75% said an IPhone made them happier

"It was not so much with the object itself, but it had so much personal information that it became a kind of extension of the mind and a means to have a social life," Ms. Luhrmann said. "It just kind of captured part of their identity."

http://chronicle.com/blogPost/Students-Worry-About-iPhone/21539/?sid=at&utm_source=at&utm_medium=en

http://www.flickr.com/photos/valerierenee/2783147354/
We Can Focus on

- Services that assist users to
  - Interact with, organize, share, create information
  - Address specific, not just generic needs
  - Demonstrate that we understand their needs in today’s information environment
Models for understanding user populations and assessing needs

- Two studies published by ACRL and available for free download
- Using qualitative and quantitative methods
Changes in Technology

- The move to mobile devices
- Development of specialized applications that increase personal involvement with information
- Changes in platforms

http://www.flickr.com/photos/ivyfield/4686434290/
It’s a Mobile World; In the US:

- 93.9% of freshmen own a laptop
- 66% of college students own an Internet-capable cell phone
- 71% of teens 12-17 owned a cell phone in 2008 compared to 45% in 2004

ECAR Study of Undergrad Students and IT, 2009; Pew Internet, “Teens and Mobile Phones,” 2009
Kids “consider their mobile phone to be their best friend.”

- If you had to give up all but one device - desktop computer, laptop, MP3, tv, game console, mobile phone - which would you keep?
- US & UK kids chose mobile phone

http://www.flickr.com/photos/studentsforhumanity/3522628341/

Mobile Life Report 2008 www.mobilelife2008.co.uk
Libraries and museums are developing applications.
E-book readers are taking off

From NYT columnist:
“My 2-year-old daughter surprised me recently with two words: ‘Daddy’s book.’ She was holding my Kindle electronic reader.” Brad Stone, NYT, 1/9/10

http://www.flickr.com/photos/ericrice/3351068601/
Many are reading books on Iphones and IPads

"In October 2009, one out of every five new iPhone and iPod touch applications launched in Apple's App Store were book-related. Books and book applications exceeded the popularity of games in the previous four months. It is estimated about 1 percent of the entire U.S. population was reading a book on the iPhone in August 2009. The rise in eBook activity on the iPhone is in direct competition with the Amazon Kindle." Pattillo, Gary. "Fast Facts" C&RL News, 12/09 p. 723. quoting Peter Farago, Flurry Smartphone Industry Pulse, Oct. - Nov., 2009.
QR Codes: New Ways of Connecting Information and People

- QR codes can link locations, books, etc. to web pages with additional information, links to social networking sites, or phone nos.

  http://opus.bath.ac.uk/12782/

http://www.flickr.com/photos/cocreatr/2211459923/
QR Codes: Links to information and community

- Ubitour version of book employs QR codes
- Links to
  - Community
  - Interactive maps
  - Historical information
  - Audio and video links
- “Your idea of reading a book will be changed forever.”

http://2d-code.co.uk/around-the-world-with-qr-codes/

You’ve spent the day on the Internet – but not on the Web. And you are not alone. It’s the world that consumers are increasingly choosing, not because they’re rejecting the idea of the Web but because these dedicated platforms [RSS, Skype, IM, etc.] often just work better or fit better into their lives (the screen comes to them, they don’t have to go to the screen).

Chris Anderson in Wired Magazine August 17, 2010  www.wired.com/
How Can We Move Forward?

- Support new ways of interacting with information
- Engage communities
- Collaborate
- Make personal connections
- Assess innovative activities and services

U. Utah Marriott Library
Rethink what “Find a book” means

- **Old:** Find call no. in catalog
- **New:** Find call no., check availability, get directions to library, find location of shelf on map, link to reviews or conversations about book OR download text
- **Ex:** “text me a call no.”

http://www.youtube.com/watch?v=2yjlz1z1cU
Rethink what is included on a library website - science@cambridge
Support Media Production

- Provide equipment, software, content, and expertise as core services

Media workstation at Georgia Tech Commons
YouMedia at Chicago Public Library

“Buzzes with teens hanging out with friends, remixing their own rock videos, tapping into the library’s large collection of youth literature, and using the Internet to dive deeply into issues of interest.”


http://www.flickr.com/photos/shifted/3760722098/
Innovate: Develop engaging content

- NC State U. - Location-aware campus tour linked to map with geotagged placemarks associated with images from Special Collections

http://www.lib.ncsu.edu/wolfwalk/
Encourage Community Involvement

- Flickr Commons
- Used by US National Archives, Library of Congress, Smithsonian Institution
- Citizens invited to add information and comments

http://www.flickr.com/photos/usnationalarchives/
Collaborate: Invite students to partner on information literacy materials

➢ U. Colorado health sciences students created this guide to medical literature
Make Personal Connections

- Librarian photos and specializations on display at Penn State U.
- Twitter feed on undergraduate library page at U. Illinois U-Chicago
Assess and Share Information

- Develop a genuine understanding of user needs
- Develop useful measures to understand impact of innovations
- Implement a “culture of assessment”

http://www.arl.org/resources/pubs/fallforumproceedings/forum07proceedings.shtml
Conclusion: New Directions

“But if the changes to the infrastructure are largely known in their direction (networked information), scale (huge), and aspects (social/devices/mobile/collaborative), the challenge becomes, what do we do now?”

http://astrometry.net/
Conclusion: New Directions

“Fundamental change is the next step — social, cultural, structural, and personal change will lead to a widespread adaptation, and adaptation means we can embrace the possibilities. These deeper changes will come more slowly, they may surprise and startle, and many will require leaps of faith, abandonment of comfortable arrangements, and restructuring of artifices we mistake as absolutes.”

Kent Anderson, SSP, September 7, 2010

http://scholarlykitchen.sspnet.org
I believe our communities want information environments that are:

- Personal
- Social
- Simple
- Practical
- Useful
- Fun

Can we deliver them?
Thank you!

- All photos used from Flickr have Creative Commons licenses
- joan@cni.org
- http://www.cni.org/staff/joan_index.html