

Web 2.0 and Library 2.0

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- Challenge: **Web 1.0** (Information Explosion)
Democratized Right to Information (*Production also!*)
- Opportunity: **Web 2.0** (Knowledge Extraction)
Right to Assembly (*Interest Groups*)
- Solution: **Web 3.0/Library 2.0** (Wisdom)
Humans vs. Computers *Flatter your audience first!*



ज्ञानम् परमम् ध्येयम्

न चोरहार्यं न च राजहार्यं न भ्रातृभाज्यम् न च भारकारी
व्यये कृते वर्धत एव नित्यं विद्याधनं सर्वधनप्रधानं

*It cannot be stolen by thieves, cannot be taken away by the king, cannot be divided among
brothers and does not cause a load. If spent, it always multiplies. The wealth of knowledge is the
greatest among all wealths.*

கற்றது கை மண் அளவு
கல்லாதது உலகு அளவு

What has been learned is like a fistful of sand, What remains is like the whole earth!

If I have seen further [than others] it is by standing on the shoulders of giants... Issac Newton

IIT Bombay's motto is the title of this slide.

- A teacher cannot merely be a *trader* of other people's knowledge
- National Knowledge Commission



How Much Information?

Table 1.2: Worldwide production of original information, if stored digitally, in terabytes circa 2002. Upper estimates assume information is digitally scanned, lower estimates assume digital content has been compressed.

Storage Medium	2002 Terabytes Upper Estimate	2002 Terabytes Lower Estimate	1999- 2000 Upper Estimate	1999- 2000 Lower Estimate	% Change Upper Estimates
Paper	1,634	327	1,200	240	36%
Film	420,254	76,69	431,690	58,209	-3%
Magnetic	4,999,230	3,416,230	2,779,760	2,073,760	80%
Optical	103	51	81	29	28%
TOTAL:	5,421,221	3,416,281	3,212,731	2,132,238	69%

Source: How much information 2003

Global *digital data collections* of **observational, experimental or computational data**

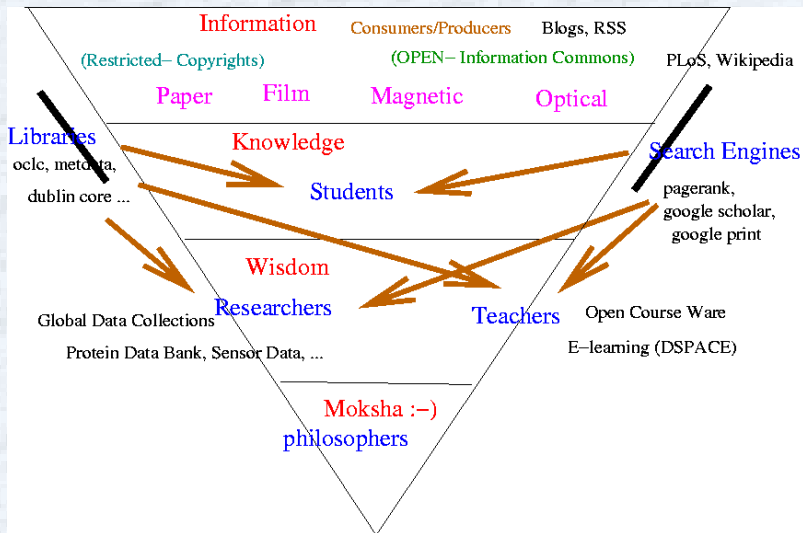
- Protein Data Bank
- Temperature/Climate Data
- Earth Sciences/Social Sciences

<http://www.nsf.gov/nsb/meetings/2005/LLDDC.draftreport.pdf>

How to distill knowledge/wisdom from this ocean?

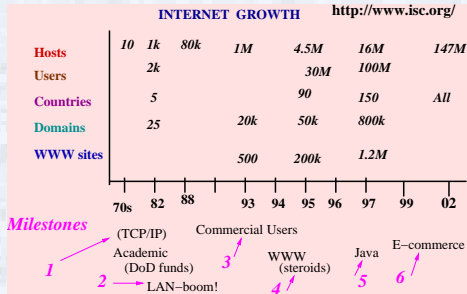


Information Hierarchy



How does this affect **you**?

Internet's Growth and Charter



Information **AnyTime, AnyWhere, AnyForm, AnyDevice, ...**

WebTone like DialTone

Web 1.0 Democratized information access, but it is like ``drinking water from a fire hose.``



Web 2.0 Definition (O'Reilly)

Web 2.0

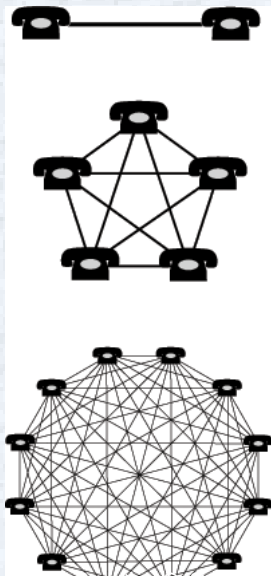
Web 2.0 is the network as platform, spanning all connected devices; Web 2.0 applications are those that make the most of the intrinsic advantages of that platform: delivering software as a *continually-updated service* that *gets better the more people use it*, consuming and remixing *data from multiple sources*, including individual users, while providing their own data and services in a form that allows remixing by others, creating network effects through an *architecture of participation*, and going beyond the page metaphor of Web 1.0 to deliver rich user experiences.

Web 2.0 Mantras Architecture of participation, Wisdom of crowds, Better as more use - Long tail, Folksonomy, Tagging, commenting, blogs, Open access (source/content) Remix/Mashup



Metcalfe's Law

- Value of a network is proportional to the square of the number of connected users.
- Two telephones can make only one connection, five can make 10 connections, and twelve can make 66 connections.
- Collective Intelligence (Humans vs. Animals)
- Social Networking.
- Wikipedia, Google maps



Blogging/RSS feeds

As addictive as *morning filter coffee!*

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All items (1000+)

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- bloggers
- chess (9)**
- cultlit (542)
- humour (26)
- india (834)
- internet (1000+)
- linux (18)
- literary (460)
- programming (1000+)
- sanskrit (2)
- scitech (1000+)
- security (1000+)
- software (1000+)
- techie (1000+)
- worldnews (1000+)
- library (320)
- useful (639)
- useful2 (844)
- ConsortiumInfo.org News (40)
- ConsortiumInfo.org Th...

chess

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Susan Polgar Chess Blog Carlsen - Nakamura video - Description After Peter Svidler (ICC: [P-Svidler](#))

Carlsen - Nakamura video

from Susan Polgar Chess Blog by SusanPolgar



Description

After Peter Svidler (ICC: [P-Svidler](#)) lost to Magnus Carlsen (ICC: [Magnus](#)) in the second game of the tiebreak, the Norwegian needed only a draw with Hikaru Nakamura (ICC: [Smallville](#)) to secure his spot in the Final.

Nakamura went for complications, relying on his blitz acumen in a desperate situation.

Both players comment this exciting finale to the Aker Chess Challenge preliminaries.

<https://webcast.chessclub.com/blog/2009/01/05/blitz-playoff-nakamura-carlsen/>

This video (run time: 8:32) is available for cross-posting under a [Creative Commons](#) ("BY-NC-ND")



Freedom to Organize (Chess players unite, you have nothing to lose but Doordarshan, BBC, CNN, Tol, ...)

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What's a Library? (Wikipedia)

Vintage Definiton

... a collection of information, sources, resources, and services, and the structure in which it is housed... In the more traditional sense, a *library is a collection of books.*

Modern Definiton

Places to get unrestricted access to *information in many formats and from many sources.* ... *services of specialists, librarians, who are experts at finding and organizing information and at interpreting information needs.*

What's coming

More recently, libraries are understood as *extending beyond the physical walls* of a building, by including material accessible by electronic means, and by providing the assistance of librarians in navigating and *analyzing tremendous amounts of knowledge with a variety of digital tools.*

Some Questions (Who's asking? Why?)

Which physics books published in last 3 years have been issued by at least 50 students from EE department?

Which are the top five computer books by user rating?



Patron is king!

Gandhiji Quote (Apocryphal)

A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.

- Library Users (and non-users)
- What do they want? पूर्व पक्ष
Know your library pamphlets
Do you *Know your users*
- How do they do it today?
- Thought Experiment- Bharatanatyam (*not fair?*)
- नेति नेति (what each approach does not have)



India's Top Library

केन्द्रीय पुस्तकालय भारतीय प्रौद्योगिकी संस्थान, मुंबई

Central Library, Indian Institute of Technology Bombay

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Excellent Suggestion!



Google

bharatanatyam

Search

Search: the web pages from India

Web

Bharatanatyam - [Wikipedia, the free encyclopedia](#)

Bharatanatyam is a classic dance form originating in Tamil Nadu [1] [2] [3] [4] [5], a state in South India and is known as the Indian National Dance. ...

en.wikipedia.org/wiki/Bharatanatyam - 68k - [Cached](#) - [Similar pages](#)

BHARATA NATYAM - [www.artindia.net](#)

Bharata Natyam is one of the oldest dance forms of India. It was nurtured in the temples and courts of southern India since ancient times. ...

www.artindia.net/bharata.html - 17k - [Cached](#) - [Similar pages](#)

Bharatanatyam

Bharatanatyam. History of **Bharatanatyam**. Brief overview of **Bharatanatyam**. **Bharatanatyam** pictures. **Bharatanatyam** videos online. **Bharatanatyam** dancers.

in.geocities.com/medhahari/bharatanatyam/bharatanatyam.html - 72k -

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Bharata natyam. History of **Bharata natyam**. Brief overview of **Bharata natyam**. **Bharata natyam** pictures. **Bharata natyam** videos online. **Bharata natyam** dancers.

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 **HJ1:Authentic (real) Bharatanatyam** Bharatnatyam Indian dance
Arangetram: Part 1 of Harini Jeevitha, a 11-year-old student of
★★★★★ 2 years ago 363,173 views [indian2dance](#)

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66 videos

 **Bharatanatyam**
06:53

 **bharatanatyam**
2005 08:23

 **HJ1:Authentic (real)**
05:11

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 **Gayathri's Bharatanatyam**
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 **Gayathri's Bharatanatyam**
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Author

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1. [Bharatanatyam.](#)
by Prahlad, Prathibha
 Book
Language: English
Publisher: Wisdom Tree 2009.
2. [Dancing the Past into the Present: Ruth St. Denis and Bharatanatyam](#)
by Olivia Whitmer
 Article
Language: English
Publication: Journal of Popular Culture, 37, no. 3 (2004): 497-504
Publisher: Blackwell Publishing
Database: ArticleFirst
3. [At Home in the World?: The Bharatanatyam Dancer As Transnational Inter](#)
by J.Q. Shea



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bharatanatyam GROK Search Options

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[Bharata Natyam - Classical Dance of the Ancient Tamils](#)
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What is Bharatanatyam? - N.Pattabhi Raman ... Seven Steps to Understanding Bharata Natyam ... Bharata Natyam - Art India. Sangeetha Natiya Sangam, University ...
<http://www.tamilnation.org/culture/dance/index.htm> - 66k - 12/19/2008
 Source: Yahoo!

[Bharatanatyam - Most Significant Indian Dance Form](#)
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Bharatanatyam is the Classical Dance form of South India said to be originated in Thanjavoor of Tamil Nadu. ... Bharatanatyam. Mohiniyattam. Koodiyattam ...
<http://www.cyberkerala.com/bharatanatyam/index.html> - 17k - 12/30/2008
 Source: Yahoo!

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about indian classical dance and music, performing arts, allied arts. www.artindia.net ... Bharata Natyam is one of the oldest dance forms of India. ...
<http://www.artindia.net/bharata.html> - 16k - 10/28/2008
 Source: Yahoo!

[Ragamala Music and Dance Theater](#)
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Bharatanatyam ... Bharatanatyam is amongst the oldest of the classical dance forms of India , with ... Integrating elements of music, theater, poetry, ...
<http://www.ragamala.net/bharatanatyam.html> - 8k - 08/16/2007
 Source: Yahoo!



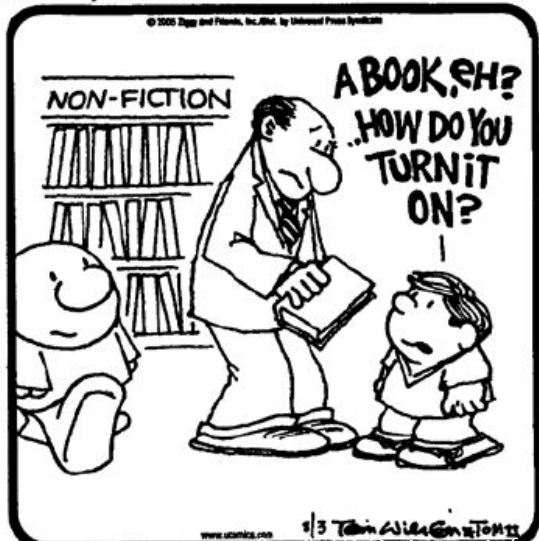
Libraries in Web 2.0 Age

Modern Students demand

- 1 Comprehensive
- 2 Accessible
- 3 **Immediate gratification**
- 4 Followability of data

What they expect from a Library?

ZIGGY By TOM WILSON



Web 2.0 User Expectations

- All Encompassing, Without Walls
- Immediate (just a few clicks)
- Rich (Reviews, book jackets, author interviews ...)
- Participative (User reviews, discussion lists, ratings, auctions, ...)
- Personalised (Book suggestions based on past ...)
- Fulfilling (Home Delivery ...)
- Federated searching
- ``next-generation'' interfaces (such as faceted navigation, relevancy, the ``did you mean?'' feature, and RSS).

<http://www.librarian.net/opac/> has the OPAC Manifesto!



Library 2.0

From Wikipedia

The term ``Library 2.0'' was coined by Michael Casey

...

need for libraries to adopt *a strategy for constant change* while promoting a *participatory role for library users*.

Excellent Reading list <http://www.squidoo.com/library20/>

- Browser + Web 2.0 Applications + Connectivity = Full-featured OPAC
- Harness the library user in both design and implementation of services
- Library users should be able to craft and modify library provided services
- Harvest and integrate ideas and products from peripheral fields into library service models

Example: How does your library collect suggestions for *book acquisition*?

Paper/Phone/Email versus Web 2.0 methods (discussions/voting)



Text A Librarian

Is your library ready for this? Skype too!


Science Info on the Go:
Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices
 - Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu

Mobile devices help libraries meet the evolving information needs of the sci-tech community by expanding traditional services and exploring new opportunities.

Enhancing / Expanding Services

Mobile Reference = Answers on the go
 Mobile librarians to meet the diffuse information needs of our specialized clientele.

Email
 Instant Messaging
 Phone
 In person and outreach



Considerations

- Choosing a technology
- Identifying New Workflows
- Establishing Management Models: Staffing, Training
- Exploring Best Practices for a Quality Service (shifting communication styles and user expectations)

New Opportunities

Text Messaging Reference
 - Answers from anywhere by SMS
 - Expert assistance at point of need

Social Networking
 Mobile devices facilitate library 2.0 and social networking initiatives.

twitter → facebook
 flickr → facebook

Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu ACRL/STS Poster Session 6500008

ACRL/STS Poster Session at ALA 2008

This photo has notes. Move your mouse over the photo to see them.

Time for reality check! (Indian Context)
 Information footpath vs highways - Vittal



One can always *ask for more!*

Information and Library Network Centre
An Inter-University Centre of University Grants Commission (UGC)

सूचना एवं पुस्तकालय नेटवर्क केन्द्र

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Events Calendar

« January 2009 »

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				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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Forthcoming Events

- National Seminar on Open Access to Textual and Multimedia Content: Bridging the Digital Divide on January 29-30, 2009 at New Delhi. [details](#).
- CALIBER 2009**: Scheduled to be held on February 25-27, 2009 at Pondicherry University.

Events Archives

Guidelines for IRTPLA Training programme
Guidelines for conducting User Awareness Programme on Access to E-resources under UGC INFONET Digital Library Consortium

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Wishlist for this

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[UCAI Books](#)

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News papers

[Times of India](#) , [Indian Express](#)

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A	B	C	D	E	F	G	H	I	J	K	L	M
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Year

Authors last name

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Subject

Language



Caveat Emptor

What are the risks?

- Security
 - Attack by crackers
 - Defacement of Website
 - Denial of Service
 - Reputation/Credibility risk
- Privacy
 - Revealing Personal Information
 - Clarity on Copyright/Licencing
 - Creative Commons
 - Recent OCLC volte-face (win for Lib 2.0)
- Misuse
 - Junk/Spam
 - Hate Speech
 - Need for ``radical trust''
 - *Eternal Vigilance is the price of liberty.*



Librarian 2.0

- Are you ready to become *Librarian 2.0*?
See Manifesto (lots of *goody goody* stuff) at liblogs.albany.edu/library20/2006/11/a_librarians_20_manifesto.html
- And don't omit the scathing Anti-Manifesto at annoyedlibrarian.blogspot.com/2007/08/librarians-anti-20-manifesto.html
``A spectre is haunting librarianship - the spectre of "Library 2.0."''

