Available Technology

Web 2.0

Blogs, Wikis, Social Q&A, Podcasting

Social Networks
Twitter, Facebook, Myspace, Diaspora
LibraryThing, Second Life

Widgets, Web APIs, RSS
Available Technology

Web 3.0
(Semantic Web)

- Machine Readable
- Linked Data
- Machine Metadata
  - RDF, OWL, RDA, XML

- Digital Libraries
  - Fedora, Greenstone, DSpace

- FOAF, SIMILE, NextBio, OpenPSI
Available Technology

Electronics

E-Readers, 3D Displays, iPods, Netbooks, iPads, Augmented Reality

Mobile Devices
Smartphones, Tablets, PDAs
QR Codes
Near Field Communication
SMS
Library Specific

AquaBrowser & BiblioCommons
QuestionPoint
Mosio's Text-a-Librarian
LibraryH3lp
LibGuides
NetLibrary & OverDrive
Digital Library Systems
Three Technologies in Libraries

QR Codes

Social Library

e-Books & e-Readers
QR (Quick Response) Codes

QR Codes are used to reach mobile users

• QR codes are used to:
  • Link to the library on social networks
    • Twitter, Facebook
  • Link to Library Systems
    • Library Catalog
    • Research or Pathfinder Guides
    • Stack Description
    • Downloadable Content
  • Provide instant text information
  • Initiate SMS reference service
Libraries using QR Codes

Sacramento Public Library

When the QR code on the library's blog is scanned, the user receives text message chat info

Boise State University's Albertsons Library

Uses QR codes on their blog and Twitter to direct users to their mobile website
Libraries using QR Codes

Bath University Library
QR codes in catalog records supplies users with basic information such as location and call number

Lafayette College Library
Utilizes QR Code-Clues in an interactive library mystery game for first year student library orientation
e-Books & e-Readers

**e-Books**

- **Systems**
  - Google eBookstore, OverDrive, NetLibrary, ebrary, Amazon

- **Standards**
  - EPUB, ADE, Mobipocket, PDF, Kindle, OCF

**e-Readers**

- Kindles, Kobo, Sony Reader, Nook, iPad, iRiver Story, ETI-2,

  Countless other generic e-readers
Libraries Loaning e-Readers

Irvin L Young
Memorial Library

Kindle, Nooks &
Sony e-Readers

e-Books are supplied
through OverDrive

North Vancouver City Library

Kobo, Kindle, &
Sony e-Readers

e-Readers are preloaded
with selected titles from
OverDrive
Libraries Loaning e-Readers

Oklahoma State University Library

Laptops & iPads available

NetLibrary used for e-Books
Social Layers for Libraries

Networks
Facebook, Myspace, LinkedIn

Blogs
Wordpress, Blogger, Twitter

Sharing
Delicious, StumbleUpon, Flickr, YouTube

Reading
LibraryThing, Goodreads
Libraries Using Social Networks

National Library of Scotland

Manchester Library and Information Services
Share what technology is new in your library
Adoption & Implementation
Five Step Plan

What need does 'it' fulfill

Why can't you live without 'it'

Who can we use as a guinea pig to test 'it'

How will you make sure 'it' is used

Where does 'it' fall into your future plans
Avoid Speed Bumps

Let staff know early

Explain how it fits with mission of the library

Get staff involved

Train them well

Set them free
Technology change and innovation is about people and not the technology itself.

The library exists to serve patrons, not technology or information.

The adaption of a new technology needs to be a benefit to patrons and/or staff.
Associated Risk

Added Expense
Investment of time and effort
Early adoption usually means “going alone”

Risk of poor acceptance or obsoletism
Additional Training
Added responsibility to overworked librarians
Share how the new technology was adopted and implemented in your library
Surprises & Challenges
Happy Surprises

Successful Implementation
Wide adoption & acceptance
Successful & Limited Training
Easy Implementation
Ready Support and Resources
Matches Need or Expectation
Everyone Loves 'It'
Turns out as planned
Success of e-Readers

e-Books & e-Readers have met success in several pilot trials and projects.

e-Readers when tested with library patrons (especially among students) has been well received.

**Students valued:**
Portability
Ease of annotation
Quantity of e-books on a single unit
Allows libraries to focus on space for students instead of space for books.
Success of e-Readers

Cushing Academy replaced their entire print collection with iRiver Story and Kindles.

Freed more library study space for the students.

Pilot at Llyod Sealy Library resulted in students enthusiastically interested in purchasing personal e-Readers.

Students enjoyed the portability & capacity of the e-Reader.
A 2009 study showed 51.2% of undergraduate students owned an Internet-capable handheld device.

Major corporations are utilizing QRs:
- Ralph Lauren
- Calvin Klein

22% of Fortune 50 companies use QR codes.
QR Code Success

Reasons for QR Code Success

• Easy to implement with multiple venues
• Integrable with current systems or communication methods
• Broad impact with limited expense
• Multi-use
  ◦ Text-based Information
  ◦ URLs
  ◦ SMS
  ◦ Phone Number
Success with Social Networks

Further Surveys and Results from Facebook and Other Social Networks indicate that younger generations (typically 18-30) are the majority involved in Social Networking.

Making Social Networks and Social Layers part of the Library is important in reaching these users.

Trinity College of Music's Library reported in December 2009

125 fans with 50% in an age range of 18-24

Walla Walla University Library reported April 2011

147 Likes with 38,686 page views 54% were in the 18-24 age range
Social Networks

Web 2.0 technologies broke traditional static Web 1.0 barriers

Social Networks generally have low cost implementation and facility asynchronous communication between libraries and their patrons

Librarians should meet their patrons in format and technology currently being used

Venue for outreach and marketing

Expandability and integration into current systems

Provides statistics and analytics

Promotes current and continual updates
Boldly Stepping Forward

"The road is bumpy or completely wrong altogether"

We learn from our mistakes and failures

(At least I hope we can)
Unforeseen Challenges

Extra Expense
Extra Time
Extended training
Poor adoption
Fails expectation or to fulfill real need
Discontinued
Failure

Rarely is failure written about in relation to technology projects.

Failure does happen, but often only the successes are published.
Failed “New” Technology

Flock Social Media Web
Browser shut-down

Microsoft Kin had a
48 Hour Life
Failed “New” Technology

Microsoft Zune to be Discontinued

Google Dead Projects

Wave, Catalog Search, Jaiku,
Dodgeball, Notepad, Notebook,
Video, Mashup Editor,
Grand Central, Base,
Lively, Gears, Knol
Challenges of the Three
e-Readers

Early investment into an e-Reader solution may entail greater expense

Due to individual low cost of units, students were eager to purchase e-Readers themselves
Purchase of e-Readers in a large quantity is an expensive initial investment with significant upgrade and replacement cost.

e-Materials are not really ready for the library purchase model where multiple copies of the same title are required, archived copies are retainable, and concurrent single copy sharing in a group can occur.
Ownership is based on Access Rights, content not actually owned by library

Long term availability of an e-Book for a specific e-Reader

Variable standards, formats, & functions

Currently evolving technology
Libraries in Social Network

Push-back from patrons who dislike organizations which are viewed as outside their social circle

Social Networks generally conflict with the tradition of patron privacy

To initiate friending or following of patrons might seem creepy
Libraries in Social Network

Need to keep content updated and fresh

Often ad-hoc implementation occurs

Without structure, the project may die after the initiator(s) leaves

Can funnel users away from the core library system and tools
Libraries in Social Network

Often seen as just marketing tools by libraries

Yet marketing is not simply promotion but should reflect service improvement and add value

A social network user doesn't necessarily make a library user nor do they always desire overlap between social networks and libraries
Who has heard of Friendster?

Facebook is crushing out MySpace
And Ping, Orkut, The Hub, ConnectU, Yahoo! Buzz

The likelihood of failure, closure, or change of social networks should not mean a spirit of non-adoption but a spirit of cautious adoption
Few people in the USA and Europe know what QR codes are.

Although 93% of Bath University students had the hardware only 12.6% knew what a QR Code was.

User-end data charges have limited full adoption for many.

Because of ease of creation and low cost, QR codes can be overdone.

QR code only information could cut out those who choose not to use them.
Here to day, maybe gone tomorrow

QR (Quick Response) Code VS NFC (Near Field Communication)

Google a major push behind the wide use and acceptance of QR Codes but has decided to side with NFC
Share the unforeseen surprises and challenges of the new technology
Core Values

Traditionally librarians facility access, organization, storage and retrieval of information.

Libraries have moved from collection focus to user focused.

From stacks of dusty books to learning spaces.
Core Values

The value of the library in society has not necessarily changed.

Libraries still exist to bridge the gap between user and information, the ways of building the bridge has changed with technology.
Core Values

Search engines have been recognized as the librarians biggest competitor. Search engines hardly replace a customer friendly support offered by the librarian.

Many core values remain the same but reemerge innovated through new technology.
Core Values Goals for New Technology

Service improvement should be the result

In-sync with your library's brand

Communicated and Understood by librarians
How do core values impact your adoption of new technology
Return on Investment (ROI)

What do you think of when I refer to ROI?

Have you in your library calculated the ROI when it comes to Technology?
Library Technology Budgets are caught between business and individual fashion investment.

The return on cost of technology maybe no more measurable than simply staying current with the Digital Age.

Continual participation in the interlocking web of information is a requirement.
Libraries often do not perform rigorous analyses to justify purchases.

There is often the assumption that libraries cannot calculate ROI because services are intangible.

This is a shame, since technology has helped libraries achieve impressive efficiencies.
Jakob Nielsen refers to the Social Return on Investment (SROI), derived from the business model.

SROI attempts to measure the impact that an organization has on society rather than the impact that the organization's activities have on its own bottom line.
Social Return on Investment (SROI)

What is your society?

How do you want to impact your society?

How can you measure your new technology's impact on your society?