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Polish Academic Libraries: Challenges for the Age of Web 2.0

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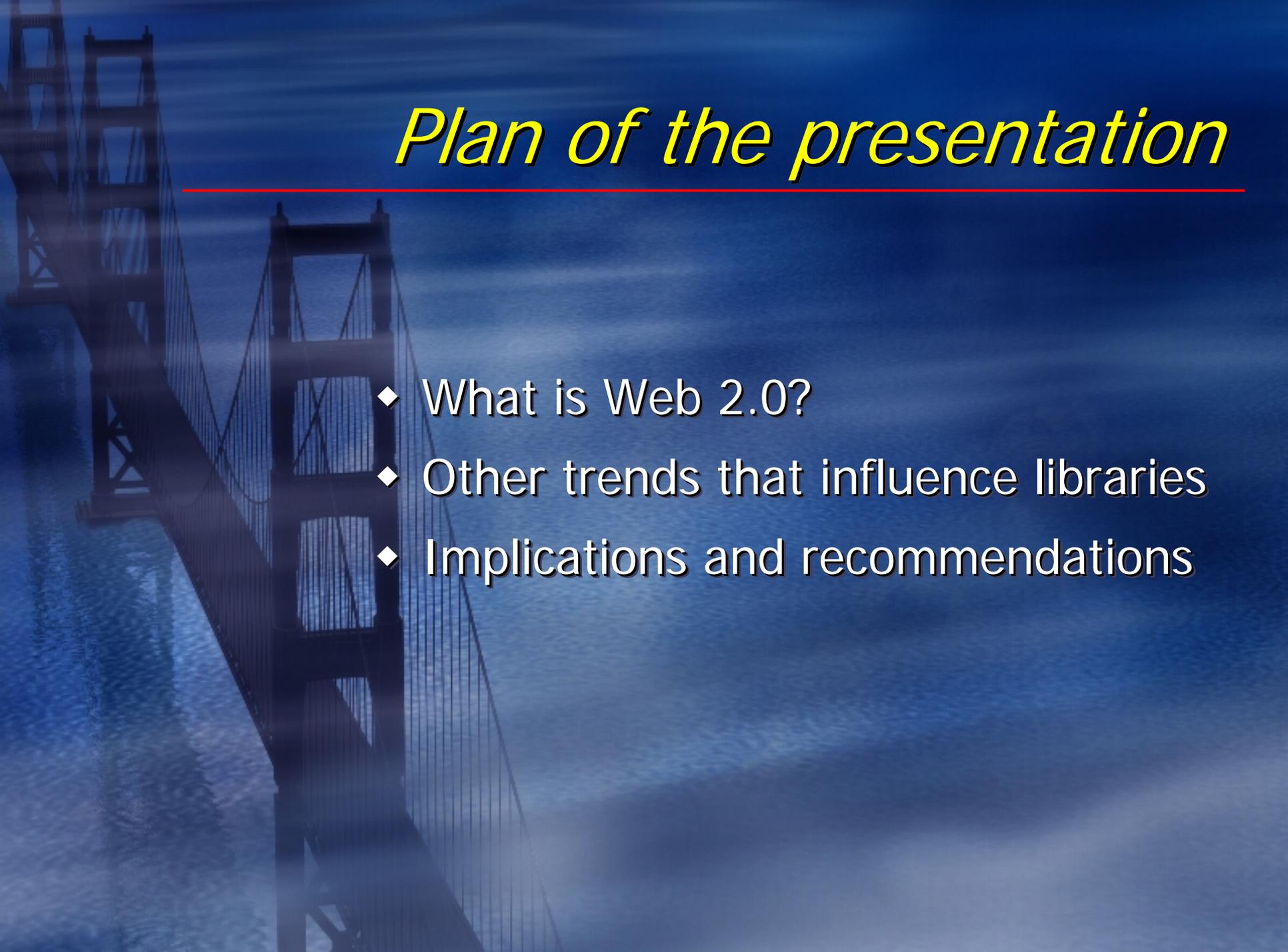


Polish Academic Libraries – Challenges for the Age of Web 2.0

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Poland

A photograph of the Golden Gate Bridge at night, with the bridge's towers and suspension cables silhouetted against a dark blue sky. The bridge spans across a body of water, and the overall scene is dimly lit, creating a moody atmosphere.

Plan of the presentation

- ◆ What is Web 2.0?
- ◆ Other trends that influence libraries
- ◆ Implications and recommendations

What is Web 2.0?

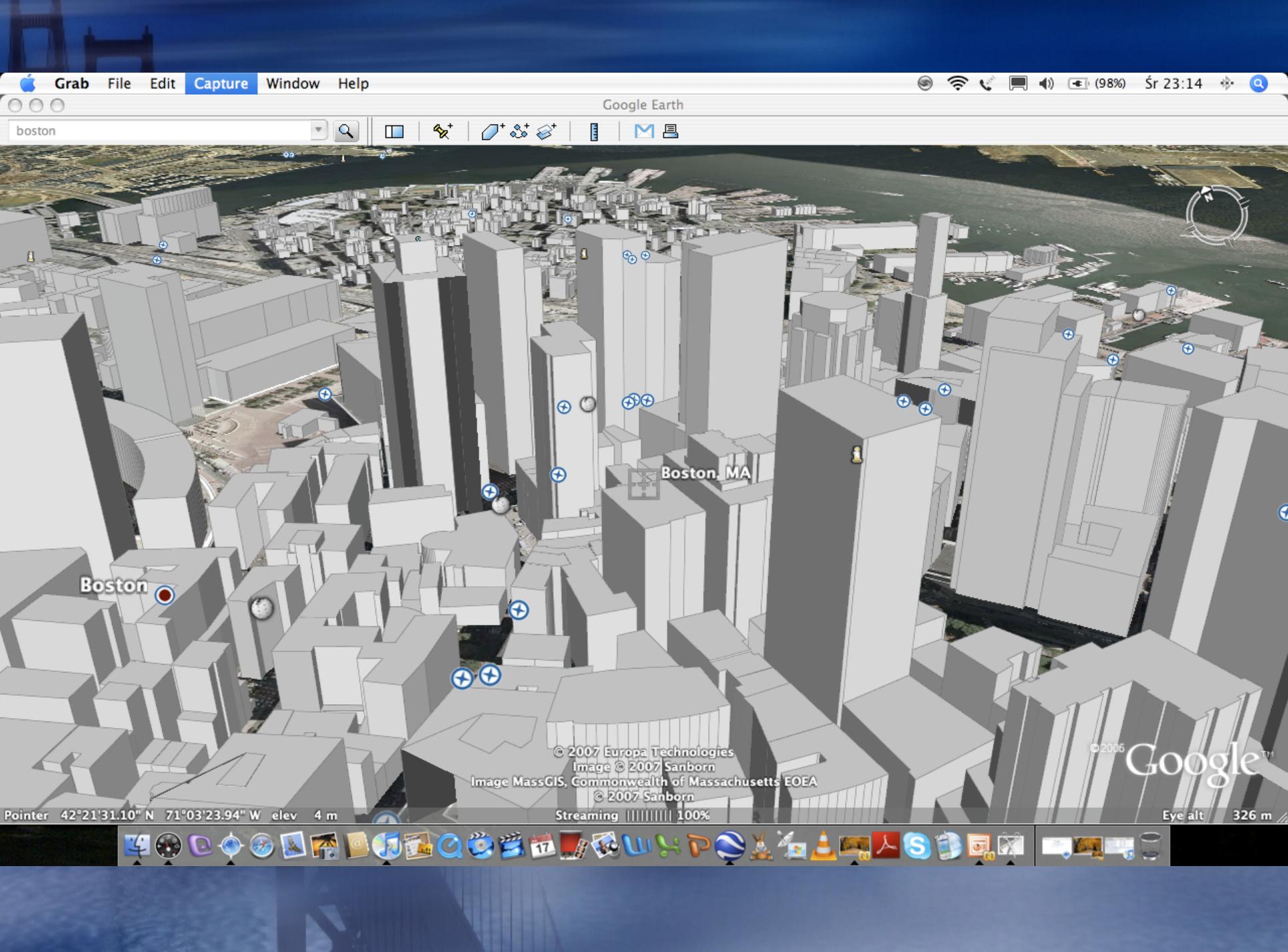
- ◆ **Web 2.0** - a phrase coined by O'Reilly Media in 2004, refers to a perceived second-generation of Web-based communities and hosted services [...] that facilitate collaboration and sharing between users.
- ◆ Though the term suggests a new version of the Web, it does not refer to an update to Internet or World Wide Web technical specifications, but to changes in the ways the platform is used.
- ◆ Some experts have questioned whether the term is meaningful, since many of the technology components of "Web 2.0" have been present since the creation of the World Wide Web.

Properties of Web 2.0 services

- ◆ The **Web** as platform
- ◆ Harnessing **collective intelligence**
- ◆ **Data** is the next Intel Inside
- ◆ **End of the software release cycle**
- ◆ **Lightweight programming models**
- ◆ **Software above the level of a single device**

Examples:

- ◆ Wikis
- ◆ Blogs and blogging
- ◆ User-driven recommendations, comments, reviews, ratings
- ◆ Folksonomies, Tagging
- ◆ Personalization
- ◆ Podcasting and MP3 files
- ◆ Socially Driven Content
- ◆ Social Bookmarking



Boston, MA

Boston

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Pointer 42°21'31.10" N 71°03'23.94" W elev 4 m

Streaming 100%

Eye alt 326 m





facebook

Pandora

LibraryThing BETA

PubSub



 Blogger™

flickr BETA™

amazon.com



 myspace®
a place for friends

 Picasa™ Picture Simplicity



OVERDRIVE®

 open source™



Google talk BETA



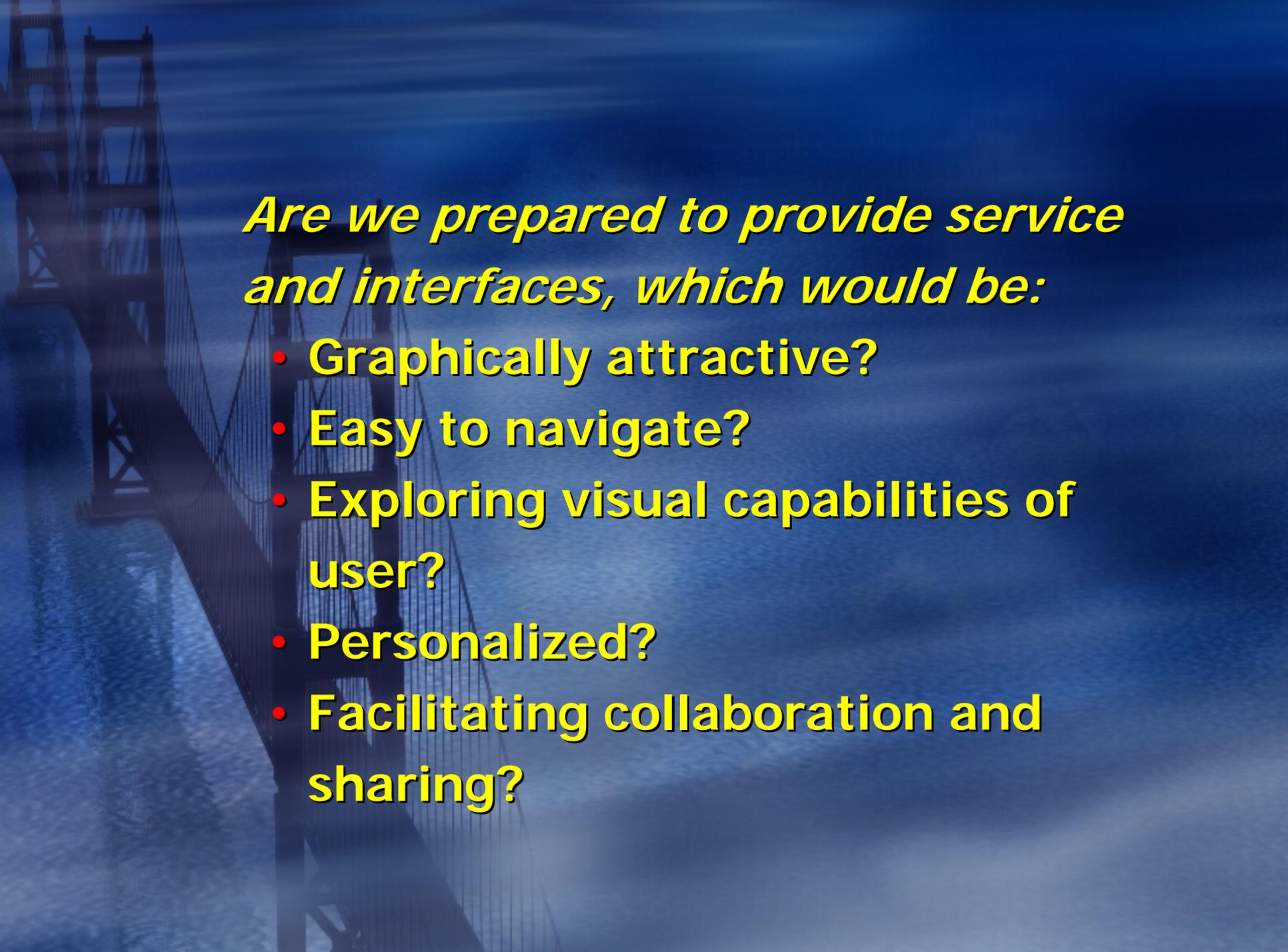
 LimeWire

AJAX

orkut beta

ELF - keeping tabs on your library material

 Open Content Alliance

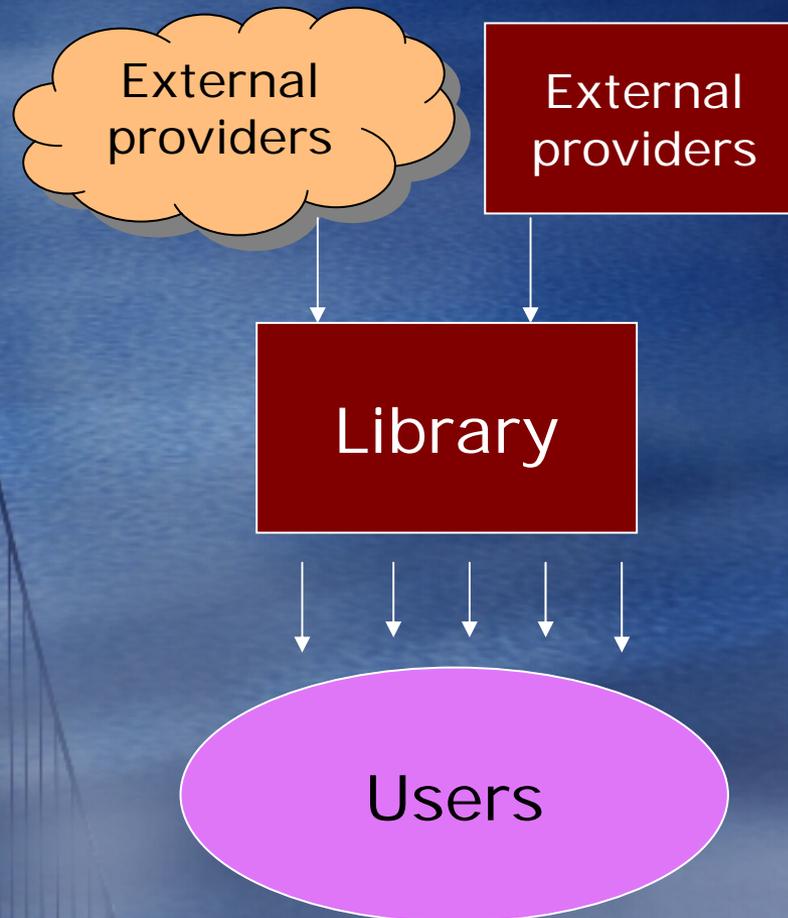


Are we prepared to provide service and interfaces, which would be:

- Graphically attractive?
- Easy to navigate?
- Exploring visual capabilities of user?
- Personalized?
- Facilitating collaboration and sharing?

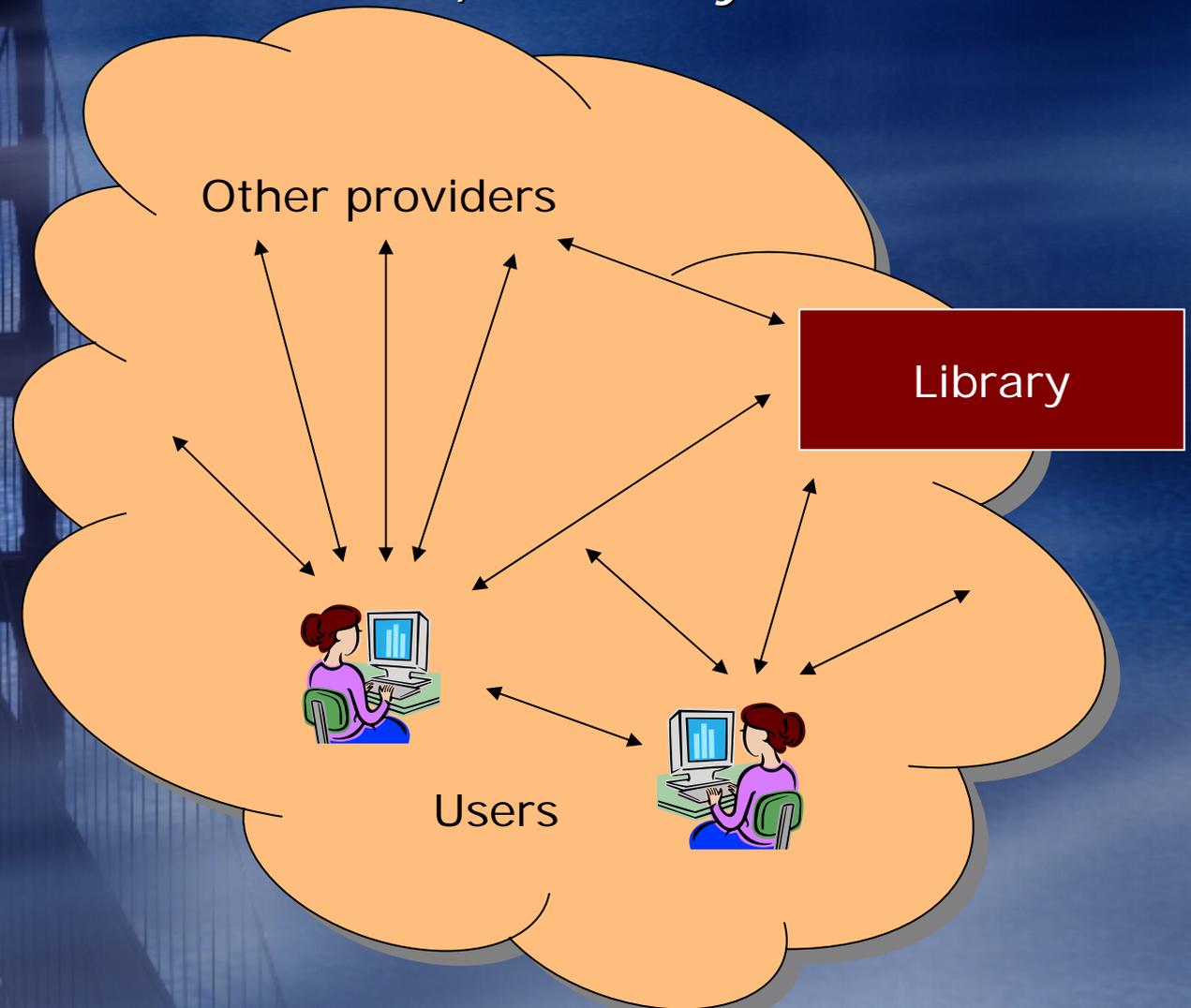
Old model of a library

Di Martin, University of Hertfordshire



New model of a library

Di Martin, University of Hertfordshire



Times, They Are A-Changin'

Bob Dylan

Users show different behaviours, have different needs and expectations



Times, They Are A-Changin'

Bob Dylan



The User

- ◆ Visualization
- ◆ Visual thinking
- ◆ Visual search
- ◆ Voice search
- ◆ Virtual realities (Second Life)
- ◆ Online gaming
- ◆ Mobility
- ◆ Being in constant touch
- ◆

9/11: THE IRAN CONNECTION • IRAQ: A NEW STRONGMAN

Newsweek



**Where can I
find podcast
from the
latest lecture
by...?**

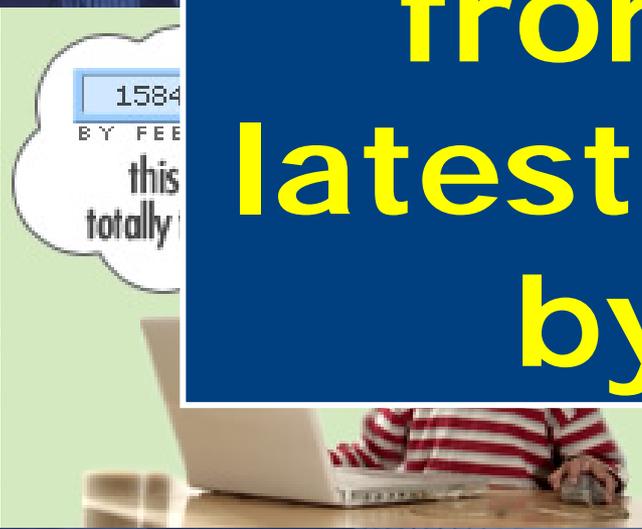
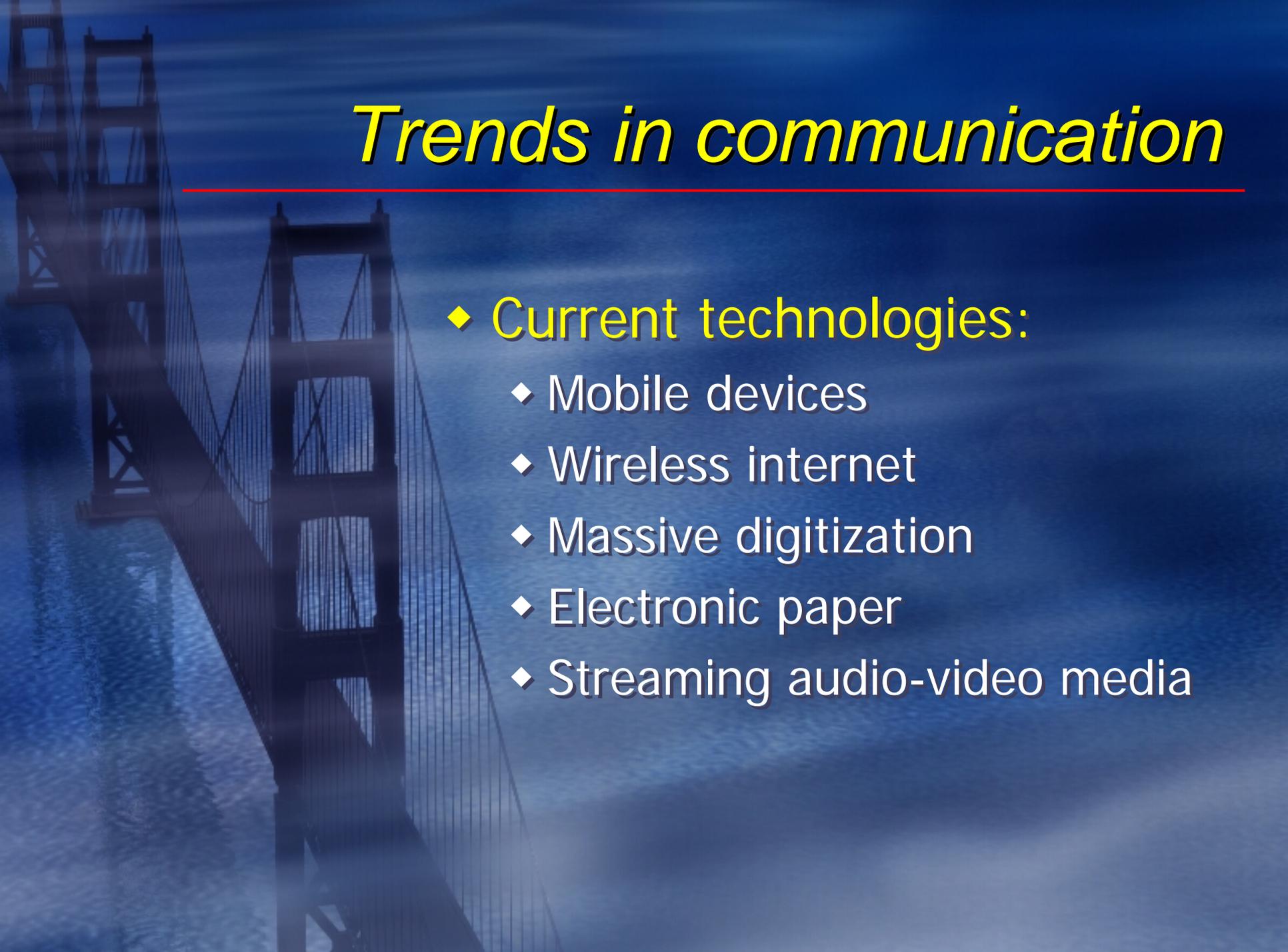


image obtained by
macteens.com

newsweek.msnbc.com

Steve Jobs with the new iPod

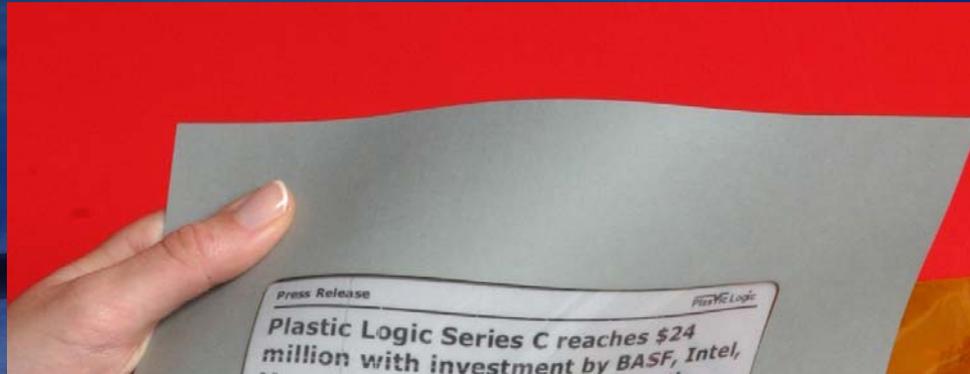
A dark, atmospheric photograph of the Golden Gate Bridge at night, with its towers and suspension cables silhouetted against a deep blue, misty sky. The bridge spans across the water, and the overall mood is serene and technological.

Trends in communication

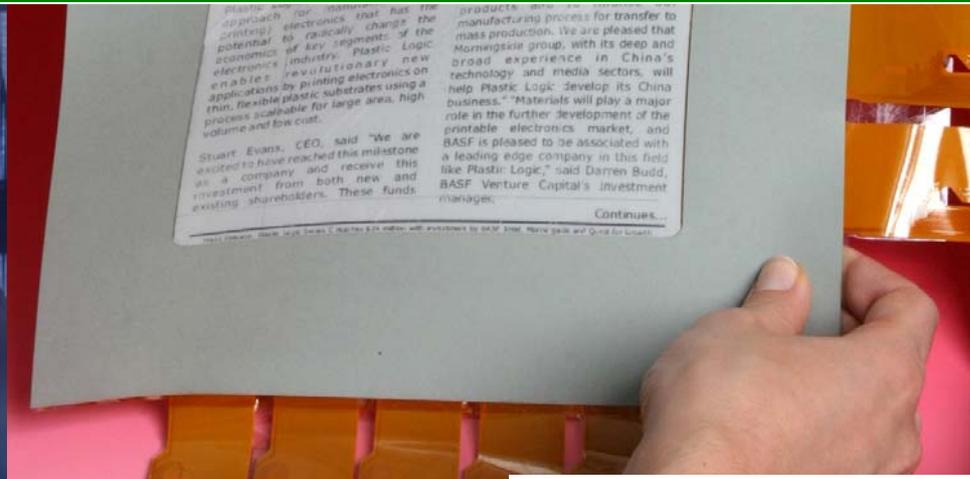
- ◆ Current technologies:
 - ◆ Mobile devices
 - ◆ Wireless internet
 - ◆ Massive digitization
 - ◆ Electronic paper
 - ◆ Streaming audio-video media



E-paper



- Are we ready to catalogue THIS?
- Do we HAVE TO catalogue this?



f i ® s t

m x ñ d @ ¥

PEER-REVIEWED JOURNAL ON THE INTERNET

Edward J. Valauskas, Editor

Digitization:

- ◆ Digitization of books and journals is happening on a massive scale
- ◆ In the next ten years, at least three million books and journals in public domain will be available online
- ◆ Within twenty years, all 32 million known books will be accessible online

New licensing models

~~© All Rights Reserved~~

New licensing models



creativecommons.org

**Building free culture,
knowledge and science**

Open Access



Let's use imagination:

- ◆ Mobile devices
- ◆ Electronic paper
- ◆ Global digitization of resources
- ◆ Open access to knowledge
- ◆ Wireless networks

Library everywhere!



The background of the slide is a photograph of the Golden Gate Bridge at night. The bridge's towers and suspension cables are silhouetted against a dark blue, misty sky. The water below is also dark blue with some light reflections. The overall mood is serene and atmospheric.

General trends

- ◆ Globalization
- ◆ Migration and mix of cultures

Recommendations

- ◆ Know technologies and follow the cutting-edge trends in information technology
- ◆ Provide device-independent services
- ◆ Provide remote services
- ◆ Be ready to convert data formats
- ◆ Make real and virtual space for customers' interaction
- ◆ Know IP laws and have backup from lawyers
- ◆ Learn languages and cultures

Recommendations

- ◆ Library staff **should know and accept** (if not *understand*) **needs of the *digital citizen***
- ◆ Staff **should be ready to provide remote services**. For this, they need to learn how to create/install and maintain web portals, chatrooms, internet communicators, RSS feeds, personal alerts etc.

Recommendations

- ◆ Libraries should be equipped with wireless access to the databases and Internet.
- ◆ Remote access should be possible from all type of devices and software platforms, therefore staff should test access from platforms and devices and able to solve possible problems.

Recommendations

- ◆ Staff should be constantly trained in IP laws and be aware of current trends in licensing (trainings in CC and Open Access)
- ◆ Staff should be able to communicate in several languages and serve multinational and multiculture customers.

Recommendations

- ◆ Staff should be more CUSTOMER than service oriented (focused)



Thank you
for your attention

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