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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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A background image of the Golden Gate Bridge at night, with its iconic towers and suspension cables illuminated against a dark blue sky and water. The bridge's structure is silhouetted against the lighter sky, and the water below reflects the bridge's lights.

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.

A background image of the Golden Gate Bridge at night, with its iconic towers and suspension cables illuminated against a dark blue sky and water. The bridge's structure is silhouetted, and the lights create a warm glow.

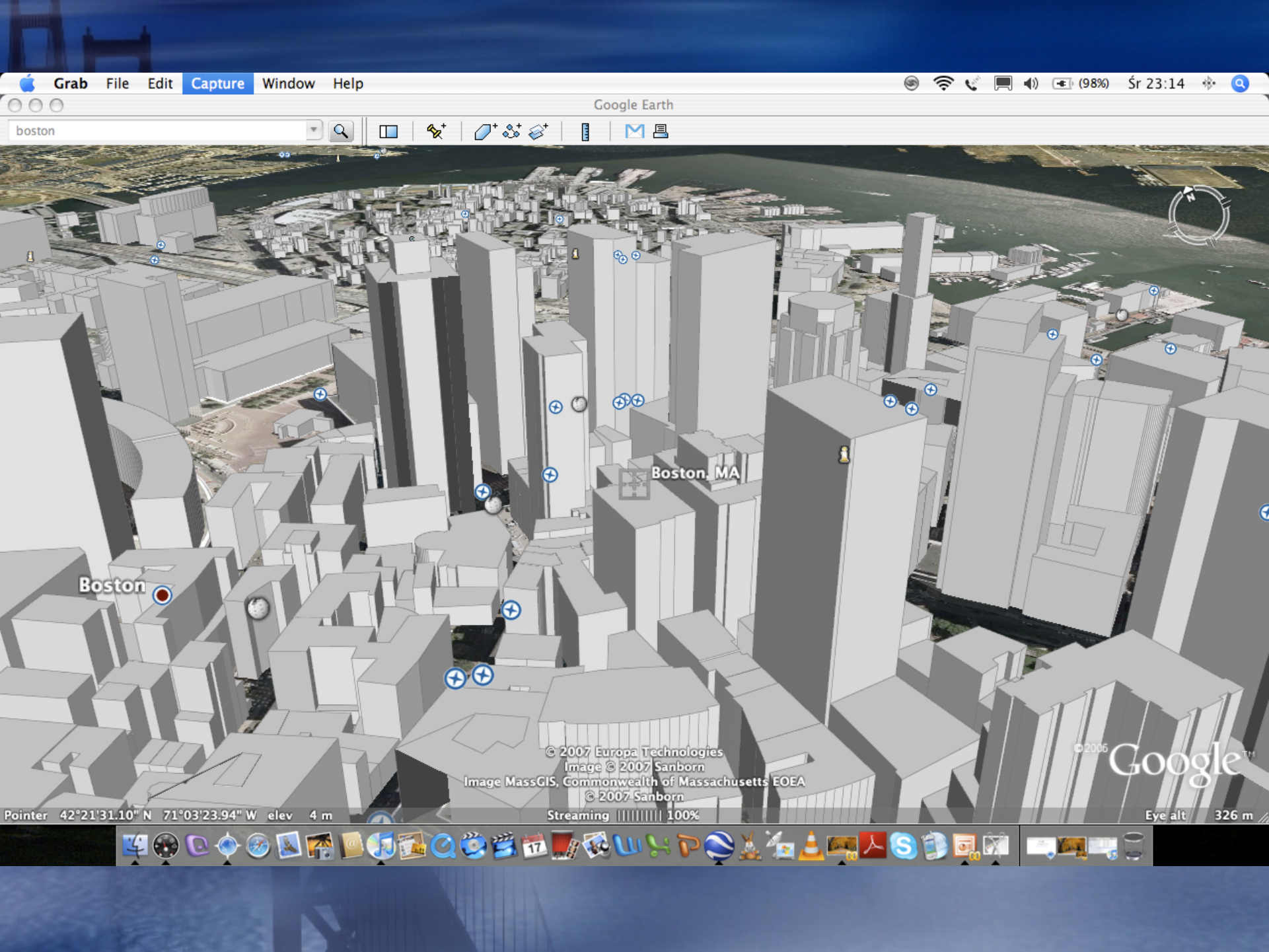
Properties of Web 2.0 services

- ◆ 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

A background image of the Golden Gate Bridge at night, with its iconic towers and suspension cables illuminated against a dark blue sky. The bridge's structure is silhouetted against the water and the sky.

Examples:

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



boston

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}

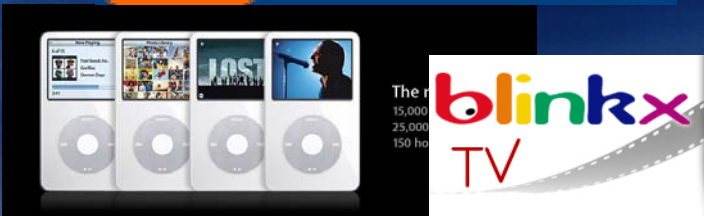
PubSub



 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



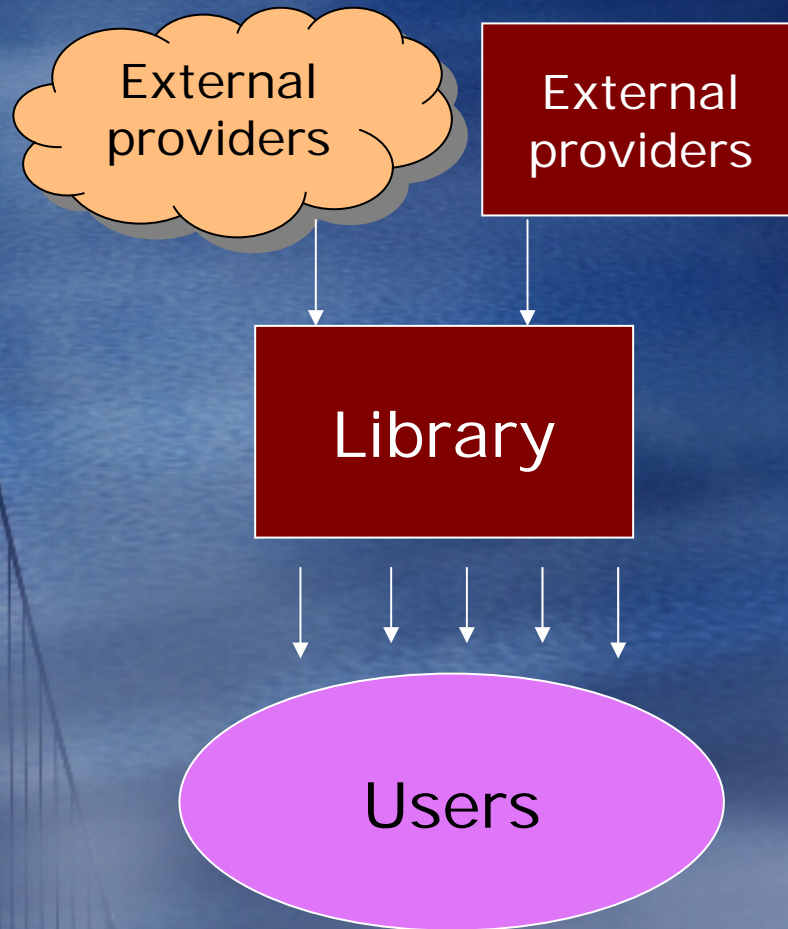


Are we prepared to provide service and interfaces, which would be:

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

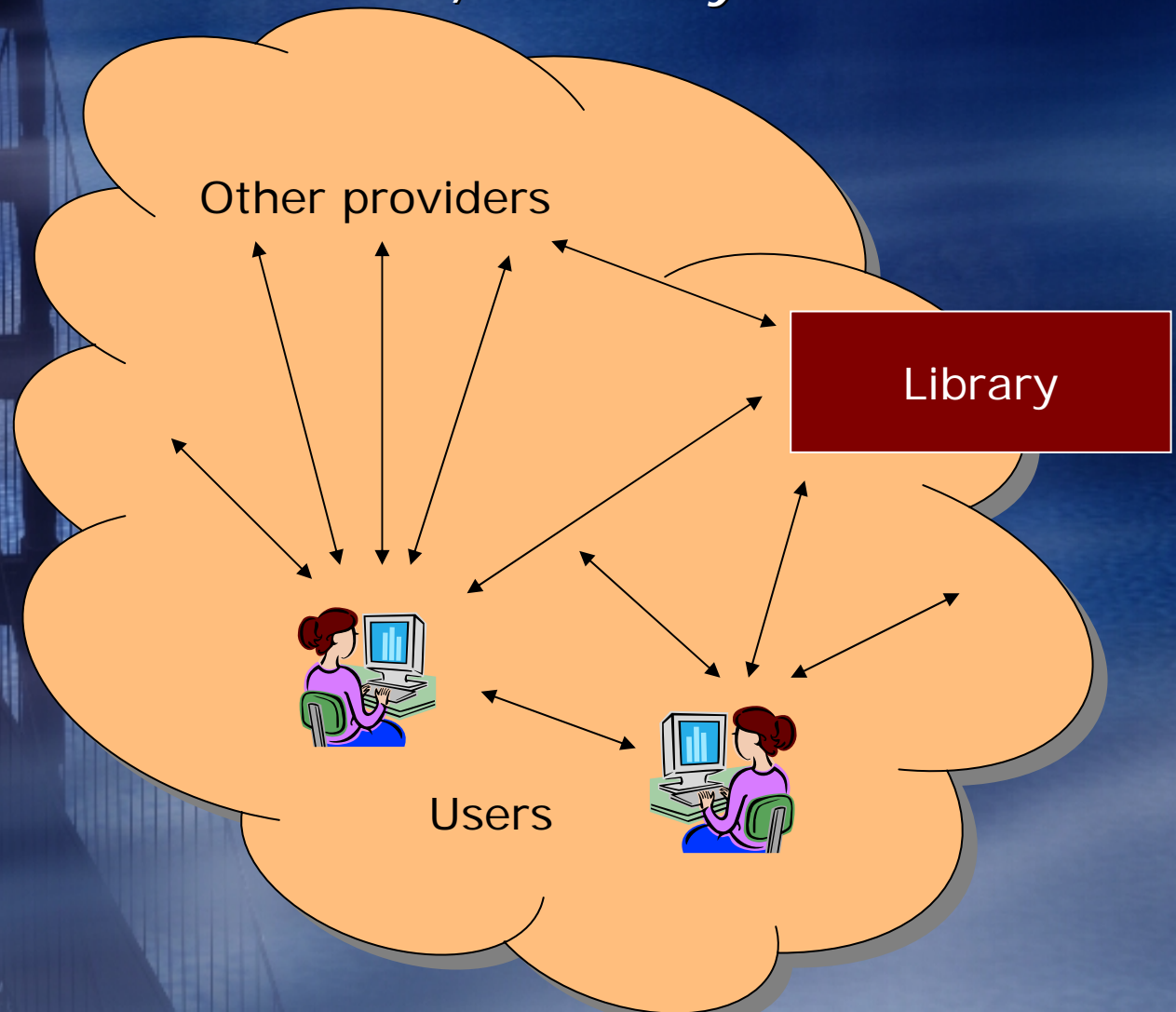
Old model of a library

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

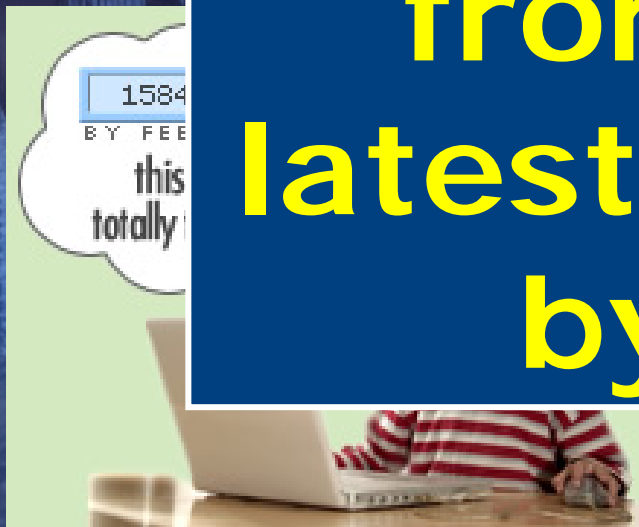


A background image of the Golden Gate Bridge at night, with its iconic towers and suspension cables illuminated against a dark blue sky and water. The bridge's structure is silhouetted, and the lights create a warm glow.

The User

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

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



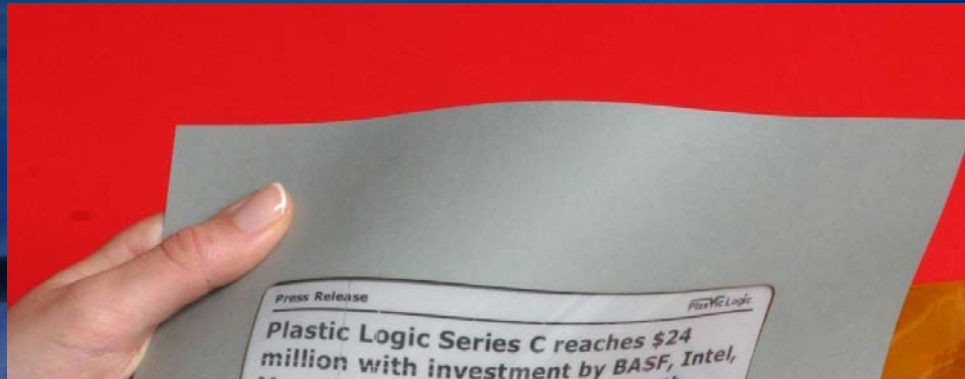
A background image of the Golden Gate Bridge at night, with its iconic towers and suspension cables illuminated against a dark blue sky and water. The bridge's structure is silhouetted, and the lights create a warm glow.

Trends in communication

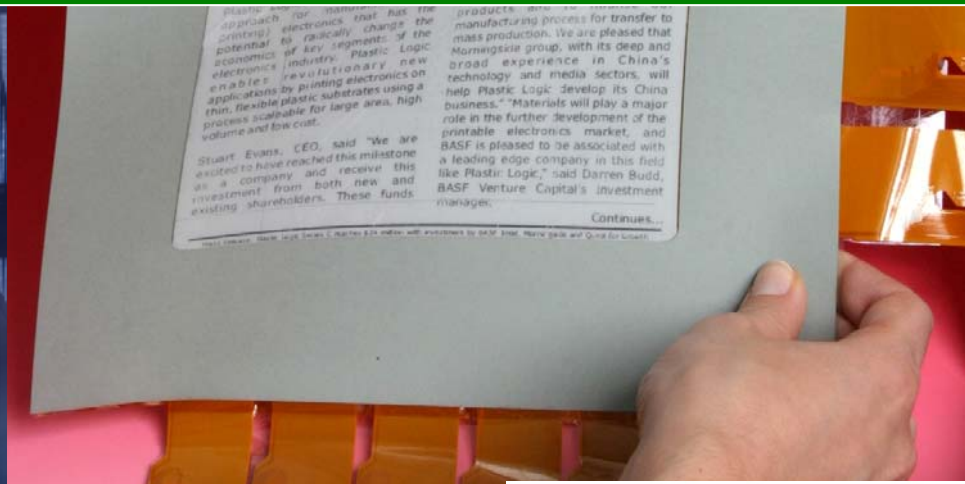
- ◆ Current technologies:
 - ◆ Mobile devices
 - ◆ Wireless internet
 - ◆ Massive digitization
 - ◆ Electronic paper
 - ◆ Streaming audio-video media



E-paper



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



Plastic Logic

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!



A photograph of the Golden Gate Bridge at night, with its iconic towers and suspension cables illuminated against a dark blue sky and water. The bridge's structure is silhouetted against the night sky, with the suspension cables creating a series of diagonal lines. The water below reflects the bridge's lights, creating a shimmering effect.

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.

A background image of the Golden Gate Bridge at night, with its iconic towers and suspension cables illuminated against a dark blue sky and water. The bridge's structure is silhouetted, and the lights create a warm glow.

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**.

A background image of the Golden Gate Bridge at night, with its iconic towers and suspension cables illuminated against a dark blue sky and water. The bridge's structure is silhouetted against the lighter sky, and the water below reflects the lights.


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.

A photograph of the Golden Gate Bridge at night, with the bridge's structure and suspension cables illuminated against a dark blue sky and water. The bridge spans the frame from the left towards the center.

Recommendations

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

A photograph of the Golden Gate Bridge at night, with the bridge's structure and suspension cables visible against a dark blue sky and water. The bridge is illuminated, and its reflection is visible in the water below.

Thank you for your attention

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