

## 2.0 and all that

NW ILL Conference

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## first, a (semi-shameless) plug

send us your best people  
application deadlines **January 15<sup>th</sup>** (full time residential),  
**March 15<sup>th</sup>** (part time distance)  
[www.ischool.washington.edu](http://www.ischool.washington.edu)

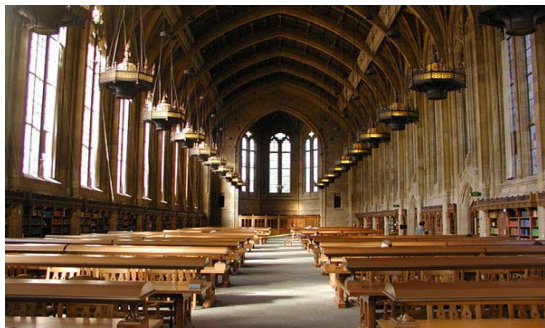
## what do I know about ILL?

not a lot

## my libraries



## my libraries



## my libraries



## what we do

examine the information needs of our communities and individuals  
survey and understand the **information environment**  
design, devise, evaluate, plan, manage and refine the most efficient and effective spaces and ways of meeting those needs  
or else

## the information environment evolves

as it always does  
technology, sure—about which more soon  
competitive and volatile information marketplace (publisher and consumer)—likewise  
and the society changes  
§ median age inc to 38.7 by '30, 69M over age 65, 20% of US population (from 39M in '10)  
§ nonhispanic whites 53% of population by '50 (now 74%)  
§ Hispanic, Asian growth rates 2% per year

## technology

it's all on the Internet, right?  
Google does just fine, right?  
well, no...and yes  
what's not there, what's no good, what's really great, what we pay for that's better  
not to mention what we know  
*will continue to evolve, change, with increasing complexity and rapidity, and will profoundly affect the information environment of our communities*

## \$ (£, ¥, €)

an increasingly complicated information marketplace  
mergers, acquisitions; book and journal publishers, media companies, even system vendors  
a great deal of “free” content (tho free ain't always)  
are these temporary or ephemeral phenomena?  
how do you beat free, easy, quick, and good enough?

## another recent example

Google Book Search, Open Content Alliance, Windows Live Books  
moving beyond the free Web  
deals with content providers, starts to look a lot more like the “traditional” content industry  
“all the books”

## privacy & intellectual freedom

increasing logging and capture functions (circulation, database searching, digital reference transactions)  
side benefit of learning about users, communities, uses, needs  
increasing governmental ability, willingness (?), need (?) to play in this realm [CDA, COPA, CIPA, PATRIOT Act, DOPA, beyond?]  
young people seem not to care about this as much as we do in exchange for convenience

## perception

place to get good books, for kids, inspire reading and learning  
pornographers  
place to read your email  
boring  
hysterical  
ignored  
all of these?

*we are becoming increasingly marginal in the popular mind,  
excepting dedicated library users, even as actual usage rises (as  
measured by interaction with quality resources paid for by the  
library)*

## librarianship evolves

as it always has, to meet the present and likely future  
challenges  
we have to be *worth it, necessary*, and *make a convincing  
case*  
so what do we do now?  
we do such a good job....

## all this implies

an extended notion of “library”, “librarianship”, etc  
anywhere, anytime, any way in which people interact with  
information organized, provided, supported by their own  
community via their library staff (*digital is mainstream*)  
somewhere and everywhere

## 2.0

stands for a whole bunch of stuff  
feeds, participatory, sharing, interconnection, bottom-up,  
disruptive, flat  
what happens in a world like that?

## a couple of recent examples

LibraryThing  
the “social catalog”  
Open WorldCat  
a great idea...in whose hands?  
Wikipedia  
good, bad, when, how, for whom?  
YouTube  
smile! *Candid Camera* for the 21<sup>st</sup> c  
Second Life  
what's important about this (and things like it), if anything?

## Google Book Search

“all the books”...hmmm  
if ILL is about shipping books around, what's the point?  
in a participatory, flat, shared world, what role does ILL  
play?  
ILL is a reaction to scarce resources, one of the purest—so  
what happens when the resources get plentiful  
(numerous, distributed)?  
an ongoing hybrid world (NYT x 2)

## future thoughts

ILL as we know it continues for quite some time, probably will increase (effect of Google, etc)  
perhaps need for further assistance in bibliographic verification (using Open WorldCat tools, LibraryThing, etc)  
but beyond that, as Google approaches its goal, then what?

## further out

ILL is inherently participatory, one of the ways in which the library leaks out; a demonstration of the breadth and reach of the concept of the library  
the further-out approach sort of has to be easing the pathways to services; less about moving books and more about resource availability and distribution

“A prominent librarian has said that the time has come when it is...unreasonable to require people...to depend on a single library which while alone they can draw their books.... This spirit has brought about the [next] stage of library development in which its promoters aim to carry the library and its benign influences to the very doors of the people.”

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George Watson Cole, 1892

## our services must be

- ubiquitous and seamless and fit into their work and lives and preferences, feeling of ownership and participation
- relevant and meaningful and necessary and important
- better than the alternatives
- better online than in person

## what to do

play to our strengths (**seize value**)  
focus on things that we can uniquely do, that uniquely define us: quality, depth, education, instruction, literacy, community & clientele basis, tool building, and so on and how they fit in the emerging information environment and... what old things to give up or cede to competitors, what could other people, organizations, institutions do better or don't need to be done at all?

**change will happen—will we be in charge or not?**

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## ideas

### Wikipedia

create and edit entries, cite sources, fight for quality, be a positive force (a la Learning 2.0)

### YouTube

make a video, show how cool libraries and librarians really are

### MySpace, Facebook

make a page, offer service, resources

### Second Life

the next generation of creativity

## ideas

learn, play, succeed, fail, share, lead, innovate  
read and participate in the library blogosphere  
use these tools but don't compete with things you can't  
beat (search tool bar)  
make judicious choices based on your experience &  
professionalism  
put creativity at the center of what you do (in both ways)  
vision as a rudder for change

## what to do

- focus on services to the young
- reading & literacy, incl reading advocacy, services to new members of community
- technological sophistication, tool building and assessment
- advocate for intellectual freedom & privacy
- institutional repositories
- rethink priorities & assumptions

## what to do

something, anything that advances the cause of *centrality*,  
what makes us better, stronger, more central to their  
information lives  
be where they are, be relevant to what they want and want  
to do  
stand for what we stand for

## skills, training, experience, background

librarianship is a "conservative" profession  
emphasis on tradition, consistency  
cf *over*emphasis  
and yet there are so many new things we could do, or old  
things we could do newly  
*profession will need to be continually responsive and agile  
in training and preparing ourselves to effectively compete  
in this environment*

## and what do we do?

a profession first among equals

no us, nobody else

make humanity more human

allow us to better ourselves individually and collectively

these are the goals, only one way to do it: *centrality to the  
information lives of our communities*