

DIY Librarian

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www.culturelibre.ca

DIY Librarian

CLA Annual Conference
2007-05-25



Our goals today:

Present "Web 2.0" concepts
Explore how they relate to our institutions
(45 minute MBA)

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"Old school" systems analysis



- Work Centered Analysis Framework
 - Steven Alter, 1999 (Prentice-Hall)
 - <http://www.prenhall.com/divisions/bp/app/alter/about/wca.html>

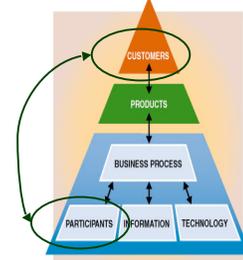
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Who moved my cheese?

- Internal Systems
- The Internet
 - Web "beta"
 - "Brochureware"
 - Web 1.0
 - Transactional web
 - Web 2.0
 - Collaborative web

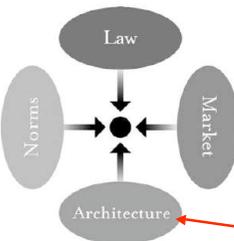


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A new "new school"



- Lawrence Lessig
 - Instigator of the "creative commons"
 - Code & Other Laws of Cyberspace, 1999 (Basic Books), p. 88
 - "Regulatory framework"

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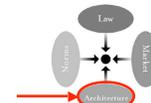
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6 pillars of Web 2.0

Karen A. Coombs (2007):

1. Radical decentralization
2. Small pieces loosely joined
3. Perpetual beta
4. Remixable content
5. User as contributor
6. Rich user experience



- AJAX
- RSS Feeds
- API
- "Fansourcing"

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Examples of Web 2.0

Social Networking

- MySpace
- Facebook
- LinkedIn

YouTube

- Image / Photo
- flickr
- Picasa

News / link Recommendation Systems

- Blogger
- Digg
- p2pnet
- Del.ici.us

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Internet authorship

- Blogs
 - Web + Logs
 - Chronologically ordered "posts"
 - "Folksonomies"
 - Comments
 - www.culturelibre.ca
- Wikis
 - Wiki Wiki, a bus line in Hawaii ("quick")
 - Create account & edit
 - Community reference tool
- Forums
 - Bulletin Board Systems, News groups

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Olivier's blog

Accès et vie privée en bibliothèques

Votre présentation que nous avons lue au congrès annuel de la Corporation des bibliothécaires professionnels du Québec (Cotabou, 17 mai 2007).

BIBLIOGRAPHIE

Légitimité et conventions

- Accès aux documents des organismes publics et sur la protection des renseignements personnels, Loi sur l'accès à l'information, L.R.Q. c. A-31 (I.D.C.A.)
- Charte juridique des technologies de l'information, Loi concernant la, L.R.Q. c. C-1.1 (I.D.C.A.)
- CC-BY, Licence d'attribution respectant la protection de la vie privée et les flux transfrontières de données à caractère personnel, 1990.

Jurisprudence

- Aubry c. Editions Vice-versa inc., [1998] 1 R.C.S. 591, 1998 TCC 817 (C.S.C.)

CultureLibre.ca en fil RSS. Cherchez dans CultureLibre.ca

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Wikipedia

- Famous example of a wiki
- Now with editorial process
 - not so much an "open wiki"
- Not good nor bad!
 - Has advantages & inconveniences

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InfoCommons.ca wiki

What is the Information Commons?

The Information Commons (IC) Wiki is developed and maintained by the Information Commons Interest Group (ICIG) of the Canadian Library Association in order to foster a better understanding of the issues that affect the Information Commons.

Information Commons Issues

- Freedom of Information
- Google and copyright
- Intellectual Property
- Canadian Copyright Law
- Licensing Practices
- Open Access
- Open Access Canadians
- Open Access Accesses Worldwide
- Open Source Software
- Wikis for Libraries
- Libnet
- World Intellectual Property Organization
- International Trade
- Patent Practices
- Copyright Copyright
- World Trade Organization
- General Agreement on Trade in Services (GATS)
- Agreement on Trade-Related Aspects of Intellectual Property Rights
- World Summit on the Information Society (WSIS)
- Nonreciprocity

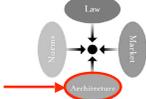
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Internet Authorship

Of a post...

	Email	Blogs	Wikis	Forums
Goal	Point to point: One-to-one or one-to-many	Log, Notes, comments, thoughts, links	Community reference tool	Facilitate communication
Access key - primary	Time	Time	Theme	Theme
- secondary	Sender	Theme	N/A	Time
Structure / components	Message body & metadata	Post, comments	Page, discussion, history	Post, replies

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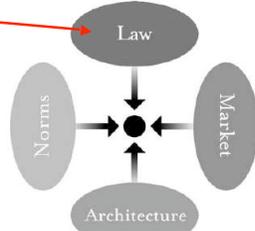
Beware of the technological imperative

Don't ask how you should use technology, but if this technology aids your business processes

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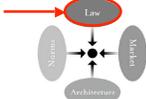



Let's continue our analysis...



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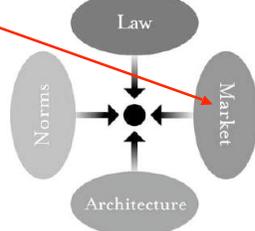
The Law

Copyright (IP)
 Privacy & freedom of information
 Contracts

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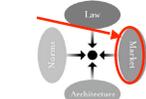



Two more...



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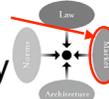


Market: information

- Yochai Benkler's work
- Information markets are different from media markets
 - Processors & computers are everywhere
 - Creative talent is quite variable and can sometimes be found "cheap"
 - Networks are inexpensive
- (Digital) information goods are purely nonrival
 - And a public good
- Input = output
 - Apart from the human factor

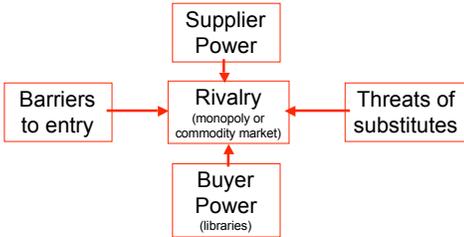
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Market analysis: rivalry

Michael Porter's five forces model (HBR, 1979)



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One more...

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Norms (1)

- Benkler: Why do people collaborate?
 - Why do they give away their intel. property?
- Peer Production Framework
 - Not a classic market of goods, nor a Firm
 - There must be another model!
 - Potlatch or gift economy
 - Rewards = Monetary + Hedonic + Socio/Psy

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Norms (1 bis)

Rewards = Monetary + Hedonic + Socio/Psy
 $R = M_s + H + SP_{p, jalt}$

- Rewards (R) are:
 - Monetary
 - to the point of satiation
 - Purely hedonistic
 - a personal characteristic
 - Socio/Psychological factors
 - Relation to a group
 - Influenced by \$ or "p" and jealousy/altruism or "jalt"
- Rewards (R) are :
 - M = Monetary
 - "s" for satiation
 - H = Intrinsic hedonic
 - independent of M & SP
 - SP = Socio/psycho
 - p is M&SP correlation's
 - while jalt is "jealousy/altruism"

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Norms (2)

	Libraries	Web 2.0
Mission	• Preservation • Access	• Collaboration • Access
Vision or Values	• Control • Structure • Quality	• "Open" • Beta • Speed

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Norms (2 bis)

- Strategic plan
 - Mission
 - Audience is external
 - Vision and values
 - Audience is internal
 - Goals
 - As many as you need, but as little as possible
- Communication plan
 - Audience, message
- Plan of action (goals)
 - Preamble, context, rationale for action
 - Objectives:
 - Specific
 - Measurable
 - Attainable
 - Relevant
 - Timely
 - Requirements, constraints
 - Critical success factors

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It is time to conclude...

Any self-respecting MBA always performs a SWOT analysis!

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SWOT Analysis 101

Internal factors <ul style="list-style-type: none"> • <u>S</u>trengths • <u>W</u>eaknesses • <u>T</u>hink of: <ul style="list-style-type: none"> – Collection – Space – Services – Staff – ... 	External factors <ul style="list-style-type: none"> • <u>O</u>pportunities • <u>T</u>hreats • <u>T</u>hink of: <ul style="list-style-type: none"> – Suppliers – Budgets – Competitors – Technology – ... 	Plan it! <ul style="list-style-type: none"> • <u>S</u>hort term <ul style="list-style-type: none"> – Internal • <u>L</u>ong term <ul style="list-style-type: none"> – External
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What is next? Web 3.0!

Avatars & virtual spaces
 Second Life, MMORPGs
(Forget the "Internet Café" - think Café in the Internet)
 (Massively Multiplayer Online Role-Playing Game)

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Fin.

Merci beaucoup !
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