

Internet Librarian 2011

Monterey, CA

Tuesday, October 17, 2011

Keynote Speaker, John Seely Brown

- New infrastructure has a s-curve : short transition period, then decades of stability
 - Tech stuff isn't following this
- More education isn't going to help you adjust
- The half-life of a given stock/skill is constantly shrinking from 20-40 years to 5 years
 - Stocks: protecting, delivering authoritative knowledge assets → canons/genres relatively fixed
 - Flows: participating in knowledge flows → creating new knowledge → genres fluid: institutional warrants less value
- Carla Hesse: Knowledge won't have fixed canons but be about moments of encounter
- Are we prepared? Are we preparing our students?
- Dispositions cannot be taught. But they can be cultivated in the right settings (libraries, labs, seminar rooms)
- Disposition of an Entrepreneurial Learner:
 - Curiosity: pulling info on demand
 - Your networked technology amplifies curiosity
 - Questing: seeking, uncovering, probing
 - Connecting: listening to others, engaging
- We need new approaches to learning, new practices, new approaches to thinking/acting
- Most of us grew up that knowledge is a substance and can be given/transitioned from one to the other : I think, therefore I am
- The social view of learning: we participate and therefore we are
 - Understanding is socially constructive. We then have to make knowledge personal.
 - Collaborative study groups are king
 - If you can explain it to someone else, you know it
 - Doesn't necessarily mean in-person either!
- Students come from a village and technology allows them to remain connected to their homes where they can spread/share their new knowledge.
- Authority vs. timelines
 - Some studies show that Wikipedia is about as accurate as printed encyclopedia
 - You need to develop a new way of learning: open up the edit page to see what's being contested

- Wikipedia opens up the backend to see the wars that go on about what is correct
- Blogging as joint context creation
 - Andrew Sullivan: “The blogger is—more than any writer of the past—a node among other nodes, connected but unfinished without the links and the comments and the track-backs that make the blogosphere, at its best, a conversation, rather than a production.”
- Too Big to Know by David Weinberger, January 2012
 - We used to know, but the internet has changed all that. There is no canon and everything is contested
 - **Look up this book!**
 - His blog has a lot of it
- Collective:
 - All about me learning more
 - Growing via social networks
 - Peers and mentors learning together
- Entrepreneurial Learners are master makers and tinkers
 - But now they can easily make contexts, not just content/things, and learn-on-demand
 - Time for remixes!
 - Context is important
 - E.g. change the music of a film
- Radio is more visual than TV
 - You have to fill-in-the-blanks and what you individually image can be more terrifying than what is shown
- To understand ever-changing knowledge, we need to play with it
- We need to go from homo sapiens who know, to homo ludens who play
 - You have the freedom to fail, fail, fail and then get it right
 - As play of imagination – poetry: what word best expresses what you mean
 - As in an epiphany – suddenly falling in place as in solving a riddle
 - Learning as riddles, leading to a reframing or re-registering of the world
- Three different epistemologies: knowing, making, playing
 - Via tinkering → embracing change
- How do you productively tinker and change the watch?
 - You need to figure out the basic design of an object and realize there are more than one meaning per button
 - Then play with it till you know what each button does under each scenario
- People have a new form of reading
 - Writing stories about the backend of stories (i.e. fanfiction)
 - World-building
 - What-ifs?
- He likes one-room schoolhouses since students work together to learn from each other.

- Older teaches younger
- A New Culture of Learning: Cultivating the imagination for a world of constant change. By Douglas Thomas & JSB

20 Steps to Better Web Services, Sarah Houghton

- Opener
 - We have a web presence and then a lot of social media accounts.
 - We need to be risk takers
 - If just one person web team, you are more nimble. You can go in new directions that *you* want to go in.
- Where to put your website
 - WordPress.com
 - Blogger
 - Drupal
 - [Squarespace](#)
 - Not free, but almost free
 - Has mobile access
- Images
 - GIMP
 - Free open-source editing software
 - Is a little difficult to learn
 - For intermediate-to-advanced
 - Picasa
 - Picnik
 - Flickr
 - Functionality, size, community
- Hot Topics—to stream links on breaking news
 - Addict-o-matic
- Make ur codez prieteez
 - Beautify Javascript/CSS
- Survey and polls
 - People like to talk about themselves
 - Google Forms
 - Polldaddy
- Sliders
 - WOW Slider
 - JQuery
- Translate
 - People tried to create a mirror site in other language.

- Google Translate
- Put them up on the top
- People tend to know what the Google Translate drop-down means
- Don't use for medical stuff
- Remote Assistance
 - LogMeIn
 - Remote access to your PC or Mac
 - Macs and PCs
 - Make it clear that once the session is over, I can't see it
 - Chrome Remote
- Wireframing
 - Information architecture + sketching
 - Balsamiq
 - How often is our library's website accessed by mobile?
- Test your mobile stuff
 - W3C mobileOK Checker
- Stats
 - Google Analytics
- Skype
 - Why not Google Hangouts?
- Tweetdeck
- Zipcast
 - Slideshare
 - Video
 - Chat
 - Archives everything synced up
- Video
 - Jaycut
 - You have to upload your video and then download your finished product
 - YouTube
 - Has gotten better but...
 - Animoto
 - Create video of still photos
 - Give free pro-accounts if educator/non-profit
 - Xtranormal
 - Script with animal actors
- Audio
 - Audacity
 - Podbean
 - Host podcasts
- Learning environments

- Moodle
- Visual.ly
- Librarything
- Google
 - So much free stuff!
 - Google Docs
 - Google +
- Calendars
 - Helios costs about \$100, php

eBooks for Libraries & Schools, Brian Gurewitz

- Many of the presentations will be available on the line, Speakers > Name > link
- The Challenge: How do you engage students who prefer reading digital screen than paper?
 - With digital books
- Select the best content

Developing a Mobile Presence: Mobile Web, Usability, and Devices

- Esben Fjord
 - Dissemination with iPads
 - Agenda
 - What were the goals?
 - Strengthen staff knowledge
 - Use as facilitator for interaction in the physical space
 - Educate our local patrons
 - Be a tech-savvy Library
 - What do we do?
 - Must important resources:
 - 30 iPad 2s
 - The staff members' knowledge and competencies
 - Apps from Apple's appstore
 - The physical library
 - Did not want to develop their own apps since the appstore has so many already
 - Activities:
 - Playing with music
 - Playing musical instrument apps
 - 2-3 iPads with relative apps

- 1 iPad with music quiz
 - Person who gets the best result at the end of the month gets a book
 - Jane Austen reading club
 - iPads with Jane Austen manuscripts, books, analysis, etc.
 - Read the daily news on the iPads
 - Angry Birds tournament
 - National tournament
 - Final event will take place on a movie screen
 - Book reviews on YouTube
 - People film themselves and put the videos online
 - Workshops
 - Patrons exchanging knowledge with each other
 - Handling and security?
 - People have to check them out in person
 - Checked out as ordinary material
 - Mount them in an exhibition case for protection
 - Future outlook
 - Evaluate the project at the year's end
 - Make the iPads a natural part of the Library's dissemination activities
 - In summary: iPads are nothing new
- Nate Hill
 - ScanJose.org
 - A project to put local historical photos and post them in an app for a walking tour
 - Integrated with Google Navigation
 - Was going to be a Layar
 - Geo-tag layers
 - Host a little database and script
 - He wanted to do lots of UX stuff but deadlines...
 - This answers some of my UX questions
 - **Ask Nate** if he thinks this would work for navigating the stacks inside a library
 - Obstacles
 - Moving target
 - Staff changes
 - Learned the tech on the fly
 - Content and communication
 - Didn't know the in-depth history himself
 - Storyboards for interaction prototyping
 - JQuery mobile helps make a lot of the decisions for you
 - Labeling: be short and descriptive

- Do this on ALL websites
 - Your storyboards should work for you
 - What do you expect vs. what happens in the real world?
 - Where is your user?
 - Joel Shields, Developing a mobile website
 - How did he start?
 - He tried to look at his library's website via smart phone and it was miserable.
 - Wish List:
 - Library catalog
 - Library account information
 - Location
 - Hours
 - Look good!
 - Manta: get it and go!
 - Did he want an app or a mobile website?
 - 4 major platforms and you'll have to develop for each system
 - Created a web app
 - Absolute control over look
 - Works on all devices
 - You control updates so users don't have to update
 - App-like, integrate _____ (missed this)
 - LAMP environment
 - Big tool: iWebKit
 - Download full template of pages that already look fantastic
 - DI to Dropbox's Public folder
 - People can access stuff immediately
 - Forms, lists
 - How does the catalog work?
 - Voyager, Aquabrowser is terrible
 - Managed to do it with PHP
 - Aladdin mobile as a mobile tester
 - Other libraries in consortia can modify work
 - URL technology
 - Log into Aladdin Mobile to get your personalized interface
 - Books checked out
 - Request documents
 - Interface gives you room to expand to add more apps
 - **Look at getting book images from LibraryThing**
 - It's free
 - Now what?
 - Do beta testing

- Have people test it who are interested in this technology
 - Featured in the Chronicle of Higher Education
 - Things to keep in mind
 - Brevity is the soul of mobile design
 - Make the URL familiar
 - Don't overdo it
 - Make it a personal experience
 - Leave things out
 - Make it pretty
 - Plan for the future so you can grow
 - Advertise
 - Track usage
 - <http://tinyurl.com/aladinmobile>

Tips on Redesigning Library Websites

- Michael J. Epstein
 - Making Connections: Conversations, Collaboration, and Negotiation in a Library Website Redesign Project
 - Conversations are the most important part in a redesign project
 - Making connections
 - Relationships we build and negotiate are as important as tools and technologies
 - Successful collaboration requires talking with several stakeholders
 - Must be able to communicate the unique needs of a library's website
 - USD Context
 - Earlier university wide redesign
 - Library not involved in that conversation
 - Templates "Place your content here"
 - Resistance to being "boxed in" by templates
 - Benign neglect
 - Opportunity
 - New university redesign project
 - Conversation about the library's role in redesign
 - These talks lead to better understanding of the library's needs
 - Library website redesign team included libraries and IT personnel
 - IT and Me
 - Both somewhat defensive at first
 - One size does not fit all
 - Need to explain why the library is different
 - Agree to review other library websites
 - Discussion and development of library website priorities

- Collaboration – Design and Build
 - Daily conversation on content and design issues
 - Library Web Advisory Group
 - Nearing completion
 - University stakeholders unhappy with template look and feel
 - New consultant hired
- Stakeholders Meeting
 - Meeting with consultant and various university personnel
 - Branding & uniformity vs. unique departmental needs
 - Compromise and completion
- Lessons Learned
 - Look for opportunities to collaborate with non-library personnel
 - Build relationships through conversations, negotiations, and compromise
 - Be sure to communicate the unique needs of library users
 - Be willing to give up some control in return so you can be truly collaborative
- Virginia Franklyn
 - PPLD.org – A Redesign Case Study
 - Project Plan
 - Read *Project Management for Dummies*
 - Drew up the Project Plan with a timeline
 - Helped keep everything organized
 - Accountability
 - Wiki format since that was their intranet
 - Accessible to all staff via Intranet
 - Choose Framework (CMS)
 - Drupal
 - Learn Drupal
 - Drupal 6 by David Mercer
 - Vfranklyn.com
 - Was a test site
 - She went through it all
 - Groups.drupal.org – Libraries, Southern Co
 - Drupal Southern Co. User Group (DSCUG)
 - Drupal Camps and DrupalCon
 - Library BoFs
 - Birds-of-a-feather
 - Consultants
 - But really mostly trial and error
 - Lots of errors
 - Most major libraries in CO are going to Drupal
 - Drupal4Lib mailing list

- Cherry Hill solutions help libraries
 - Best for flexible time frame
 - Website survey
 - Results
 - Catalog/My Account
 - Find a Good Book
 - Research
 - Programs/Classes/Events
 - Website Layout (Infrastructure)
 - Site Map (MS Project)
 - Card Sorting
 - OptimalSort – cheap software
 - Enter categories online and let people drag and drop pages
 - Staff and Public helped it
 - Final Site Map – fluid
 - Steve Krug’s Don’t Make Me Think
 - Usability
 - Start testing basic infrastructure
 - Usability Hot Team
 - Developed Usability Plan including scenarios
 - Facilitators, Recorders
 - Videotapes
 - Users were a combination of staff, friends, family
 - Several tests are optimal
 - <http://vfranklyn.blogspot.com>
 - **Get this:** The Project Plan and the Usability Plan are available via request
- Extreme Make-Over: Tricks, Treats & Tips to keep in your toolkit to take your website from mess to success...
 - Amanda Foust
 - Anna Jonsson
 - Julie Magnus
 - Their first website in 1996 looks like a Word Document with lots of bullet points
 - New website will launch 11/1
 - Much more social media based
 - Went from a centralized controlled site to distributive site
 - Patience, Perseverance, Passion for project are key
 - Preparing for new website
 - Add 5 social media
 - Blogger, FB, Flickr, Twitter, YouTube
 - Outsourced free labor with new interns
 - Rebranded library website and logo

- They spent a couple hundred dollars in stock photo instead of going through CC
 - Give staff access to the web designer and urge them to contact you
- Tips
 - When evaluating vendor proposals
 - Ask them to show you projects with similar budgets
 - Use Mockingbird to create wireframes
 - Don't use "wireframe" with staff
 - Use diagrams, sketches, mock-ups
 - Be clear with staff on what you need them to do and by when
 - Have staff start thinking about their content
 - Redesign project moves more quickly than usual projects
 - Tools
 - Content spreadsheet with all content needed, person responsible, deadline
 - Google Docs as a place to keep documents
 - Print out your wireframes
 - Site map as a checklist for what needs to be done
 - Keep track of bugs that need to be fixed
 - Don't be pregnant while redesigning a website

Wednesday, October 18, 2011

Keynote

Presentations <http://infoday.com/il2011/presentations.asp>

- Blog: <http://www.libconf.com/>
- Lee Rainie, Director of Pew Internet Project, @Lrainie
- Libraries and learning communities
 - 5 questions for libraries as they ponder learning communities
 - What is the future of knowledge?
 - Created? Disseminated?
 - What is the future of reference expertise?
 - Literacy? Search?
 - What is the future of public technology?
 - Knowledge containers? Divides? Access/lending models?
 - Learning spaces?
 - Collaboration? Alliances? Ownership?
 - Future of community anchor institutes?
 - Knowledge economy/ecology?

- 3 Revolutions
 - Broadband—62% of adults have it. 78% of adults use the Internet
 - Allowed people to integrate the Internet into their daily lives
 - People became content creators
 - Consequences: Volume, velocity, valence/relevance
 - People like to share stuff online. 65% on social networks, 6% location awareness, 15% have personal website, 37% contribute rankings and ratings, 14% are bloggers, 13% use Twitter
 - People use location based Internet services (maps/navigations) but may not know it's location-based..
 - Mobile-- 84% of people
 - Even in the US, there are people who have more than one phone
 - 59% of people are mobile internet users via phone or laptop
 - 35% own smartphones
 - 56% of adults use laptops, 12% own ebook readers, 9% own tablet computer
 - Consequence: anywhere, any device, anytime, real time, hyper-coordinate: we don't necessarily meet each other in the same location in the same time
 - Alone Together: people who are with you in person but whose attention is far away with other people via their mobile device
 - Social networking
 - 50% of all adults, 77% of teens
 - Importance
 - Sentries of info: are more influential and are differently segmented and layered
 - They trust their social network more for info/interesting thing than in their local community
 - Evaluators:
 - Ask social network friends if something is true
 - Audience = New Media are the new neighborhood.
 - We share and are conscious of being a performer as we share
- Future of Knowledge
 - Shana Ratner, "Emerging issues in learning communities"
 - Old: Learning as transaction
 - Knowledge is objective and certain
 - Learners received knowledge
 - Knowledge is organized in stable hierarchies that stand alone and the streams cannot be crossed
 - We learn best passively, by listening and watching
 - Our intelligence is based on our individual abilities
 - New: Learning as a process
 - Knowledge is subjective and provisional

- Learners create knowledge
 - Knowledge is organized “ecologically”: disciplines are integrative and interactive
 - We learn best actively doing and managing our own learning
 - Our intelligence is based on our learning communities
- Future of reference expertise
 - “Embedded librarian” in learning communities
 - Corporate world began this
 - Librarians as scout for relevant material
 - Librarians are not removed where you have to visit them. Instead they are within your organizations.
 - Reviewer and synthesizer
 - Organizer and taxonomy creator
 - “On call”
 - Organizational “steward” of bonding capital
 - Deepening relationships you already have
 - Organizational “steward” of bridging capital
 - Getting people from different walks of life/fields to each other’s attention
 - “Knowledge concierge/valet” in learning communities
 - Teachers of social media
 - Fact checkers, transparency assessor, relevance arbiter
 - Aggregator and curator—follow Jeff Jarvis rule: “Do what you do best, and link to the rest.”
 - What would Google do?
 - Links are our friend
- Future of public technology
 - The hot gadgets and apps of 2020 are pretty evident today and will not take many of today’s savviest innovators by surprise.
 - OR will come out of the blue.
 - 16% of experts say they will know, 81% of experts say they have no clue
 - Themes
 - iPhone
 - Innovation ecosystem will change: bandwidth/processing
 - Bandwidth and processing will increase
 - More stuff on screen
 - Basic trends
 - Internet of things: sensors proliferate
 - Environment will be Internet literate
 - Japanese animes predicting this for years
 - Mobile connectivity and location-based services grow
 - Bigger/thinner screens – 3D display

- “Consolidated,” all-purpose gadgets and apps
- Future of Learning Spaces
 - What will they look like/change?
 - Be attuned to new kinds of learners
 - Share/create knowledge
 - Self-starters
 - Don’t think they need to sit in a classroom
 - Collaborative learners
 - Value of amateur experts are rising
 - People can share their own experience
 - Expert scientists vs. amateur scientists
 - Smithsonian embraces amateur = more knowledge growth
 - Peer to peer health communities
- Future of libraries as anchored communities
 - Strategic planning for the future: from ALA published in June
 - How much of your work is aimed at individuals vs. aimed at communities
 - Solitary study vs. group study
 - Collection library vs. creation library
 - Path to new information vs. archive to best information
- New Pew Study
 - Who are the users who use libraries vs. those who don’t?
 - Pew thinks that libraries are already experts at what they have always done, but are fully moving towards meeting new demands
 - Do libraries benefit their local communities well?
 - Hospitals, non-profits, etc.
 - What would you want your library to give up in exchange for other new stuff?

UX Tools of the Trade, Amanda Etches-Johnson

- Smaller is better
 - You don’t need to put *everything* online
 - Your website should be a FAQ approach
 - What people really want to know
- We are not the center of our user’s information ecosystem.
- Hierarchy of needs
 - Websites need to be easy before interesting
- Techniques
 - Don’t redesign your website
 - Redesign must die.
 - People get very angry about it.

- Usually because it's different.
 - Jakob Nielson: People will like it just because they're used to it.
 - Amazon has never really redesigned their website.
 - Evolve your website.
- Write for the web
 - Functional reading
 - People scan
 - Your site = FAQ
 - What do people ask? Make that the heart of your site
 - Remove words
 - Inverted pyramid: people look at important stuff at top and then their attention wanes
 - Don't write in the passive voice. "A library card is required..." = No. "Your library card can check out..."
 - URLs should be pretty and humane
- Navigation
 - Key things
 - Site Name
 - Page Name
 - Where am I?
 - Where can I go?
 - How do I search?
 - Placefulness is important on websites.
 - Gives them orientation.
 - She likes tabs
 - Avoid Navigational Overload
 - Match labels page
 - If nav link says xxx, your page should say xxx
- Appearance Matters
 - Whitespace
 - Typography
 - Not too big
 - Not too small
 - Use sans-serif
 - Images
 - Use adequate contrast
 - Headings vs. content font size
 - Macro whitespace surrounds
 - Micro whitespace in between words/content on a page
- Usability Testing
 - Critical tasks = must haves for your users

- How do you know?
 - Develop personas
 - Ask library users
 - Ask staff
 - Look at analytics
 - Early, often, all the time
 - Scenarios
 - Don't use jargon
 - Write better scenarios
 - Bad: Search a library database for...
 - Good: You want to run a marathon and want to find out how to train for it. Find the latest information from a magazine...
 - Watch people use your website
 - Moree does screencapturing
 - May be overkill
 - Other ones available
- How do you prove that less is more?
 - Look at your own testers
 - Use analytics to back you up
- Get 5 people to look at your site.
 - Ideal without much redundancy
- How to make changes without freaking people out
 - If rebranded, keep the navigation
 - If navigation is on the left, don't change it
 - Maintain a sense of orientation
- Tips on attracting non-library users as UX testers and does it matter?
 - Go low-tech and just walk into places and ask people.
 - Or have paper wireframes for their opinion.
 - Family members
 - Small gift certificates
 - Ask on social media
- Mobile devices
 - Design for mobile first
 - Smaller is better!
- Responsive
 - Start at 1000 px wide
 - Ethan Marcotte's book
- Fold
 - Doesn't exist
 - People know that scrolling happens
- etchesjohnson@gmail.com

Building a Single User Experience, Nina McHale, Rachel Vacek, Jason Battles

- R2 conference: @rsquaredconf
- Nina: Challenges library web sites face
 - Library websites are messy, stitched together. Like Frankenstein
 - Have clear goals and intentions when developing web presence
 - Challenges for library web shops
 - Multiple tools with multiple access
 - You can use discovery tools to find your stuff, but the functions are still in silos
 - You still need another tool to request something by ILL
 - Function silos
 - Main library website
 - Catalog
 - Database journals
 - Discovery layer
 - Blogs
 - Social media
 - Digital asset management/repository platform
 - Finding aid tool
 - EZ proxy
 - Each library type has different challenges
 - Multiple options for different types
 - Each tool has its own URL
 - Where do I go to edit this page?
 - All things have to be branded
 - Hard to control where your library logo goes to rebrand?
 - Search functions differ across vendors
 - Code is often proprietary
 - Headers, colors, logos, fonts may be changeable but the screen layout is very different from your own website
 - Org. politics
 - Different apps can be administered by different departments
 - Programming resources
 - In-house (or community contributed) custom programming to hide the seams
 - Too few libraries have their own programmer
 - While this is changing, smaller libraries can't hire someone
 - Assessment tools and methods are used commercially \neq library websites
 - Each tool has its own way of doing stuff
 - Hard to recognize the numbers

- In libraries, exit pages are not a bad thing
 - Catalog, databases, etc.
 - Where is the user in this mix?
 - User has a request and then get sent across multiple systems
 - We need to work on creating a seamless experience
 - Looking at UX across multiple applications
 - Interface, branding, functions should be familiar across systems
 - Perception – I know how to use this
 - Feelings – Want people to be happy and not frustrated
 - Meaningful – What is the intended purpose of this page?
 - Learned
 - How it's used
 - UX not just usability
 - Accessibility
 - IA
 - Info design
 - Interaction design
 - Writing for the web
 - Usability and usefulness testing
 - User research
 - Visual design
 - Web analytics
 - **Look into** Crazy A for click analysis
 - Questions to ask
 - What is the purpose of this page?
 - Purpose of each section?
 - Who is the audience?
 - Is the content presented consistently across every application?
 - Is the functionality associated with each user behavior presented consistently?
 - Creating Content Style Guides
 - Consistency
 - Clears up confusion among multiple contributors
 - Resolves questions on frequency problematic elements like abbr., capitalization, tone, brand, naming conventions
 - Elizabeth D. Rockwell Pavillion
 - ERD Pavillion
 - Elizabeth Rockwell Pavillion
 - Part of a larger content strategy
 - Plan out content, governance
 - How do you plan to edit and maintain content?

- Can be library or subject-specific
 - Decide how links are done
 - Word usage
 - Email or e-mail
 - AP vs. Chicago Style vs. MLA vs. what user is familiar with
- How to construct your own Frankenstein
 - Components
 - Main applications, interfaces, and options
 - API
 - Accessible Data Structure
 - Library applications (ILS, IR, Discovery, etc.)
 - Social media
 - Mobile
 - Considering the UX
 - How are your sites and applications being accessed?
 - Common points of entry
 - Traditional web vs. mobile
 - Create the appearance of uniformity
 - Simple tasks (i.e. branding)
 - Advanced integration
 - APIS
 - Application programming interfaces
 - What are they?
 - Ways to get info from one system and put it in another system so it's cohesive for your uses
 - Where can you find them?
 - Why are they important?
 - Enable you to pull multiple data sources to one UI
 - All APIs are not the same
 - Some permit complex interactions
 - Others simply permit widget construction
 - REST and SOAP
 - REST
 - Representational state transfer
 - Approach for retrieving content from a web site via XML
 - Important for pulling data into mobile sites
 - SOAP
 - Another protocol for exchanging structured data
 - Deals with PHP
 - Do these protocols exist when you purchase/open source new applications?
 - Makes your job a lot easier if they exist

- You can do your own stuff with them
- Data Structure
 - Homegrown systems and databases
 - Streamline for accessibility by using
 - MySQL databases
 - OAI, XML, REST, SOAP
 - These systems *should* be the easiest to fuse into a common user experience in any environment
 - **Goal:** to get the data out of these applications and into your own interface
- ILS, IR, and Discovery
 - ILS
 - Most all provide some level of API
 - IR
 - OAI compliance is important
 - Discovery
 - REST or SOAP support is essential
- CMS
 - Drupal
 - WordPress
 - Can pull external content into blogs or WP can feed it to other sites
 - LibGuides
 - Widget building
 - Slightly advanced API useful for pulling content into other sources
- Social media developers
 - <https://dev.twitter.com>
 - <http://developers.facebook.com>
 - <http://apiblog.youtube.com>
 - Flickr:
- Mobile
 - Design for mobile first?
 - 155k web visits in September
 - 2,556 from mobile devices
 - Impact of new site
 - Balancing the present with the future
 - Data structures and APIs are important
 - Comprehensive mobile sites
 - Prevent duplicative work
- Development options
 - Native app
 - OS specific
 - Software specific kits (SDK)

- Vendor options
 - Bloopie
 - Web app
 - Lots of frameworks
 - Not depended on specific OS
 - You can use more native hardware of the mobile device (i.e. location services)
 - jQuery Frameworks
 - jQuery Mobile
 - <http://jquerymobile.com>
 - Cross-platform
 - What about tablets?
 - Different challenge
 - What commercial sites are doing:
 - Full, mobile, tablet
 - Changing approach?
 - Consider in website redesign
 - May be move towards desk = tablet design
 - Mastering the complexity
 - Understand your users
 - Research your purchases
 - Master your data
 - Unify your environments
 - Tips
 - Build your Frankenstein one branch at a time
 - Start with high impact, low effort projects
 - Branding
 - Streamline data sources you control
 - Create widgets
 - Learn the basic API for a core app
 - <http://www.slideshare.net/jjbattles/single-ux-il2011>
- @ninermac, @vacekrae, @jjbattles

Tools for Improving UX

- Google Apps for Ed, Jezmynee Dene
 - What do you need?
 - Purchase a domain
 - Do it yourself or call an authorized reseller
 - Also available is a business option for purchase

- Set up new users and decide who gets emails.
 - Groups
 - View member lists
- **Duplicate to an appropriate calendar**
 - Great for meeting rooms
 - You can hide calendars and make some private
- Google Chat
 - Each service machine has its own chat
- Google Spreadsheets
 - To manage acquisitions
- Google Forms
 - For book requests
 - For have a question
 - Has forms set up so any changes to form notifies her
- Website is in WordPress.com with a domain URL from GoDaddy
- One-on-One Training with Staff
 - Find mentors among the staff
- Google stuff, Amy Vecchione, @librarythinking
 - Reserve classrooms by Google Calendar
 - People can reserve own study room by Google Calendar
 - Other resources
 - **Calendars to check out devices**
 - Can schedule a time together automatically
 - Adobe Connect for meetings
 - Use Google Sites for scholarship form
- Improving UX, Nate Hill
 - Fun stuff about perception and how you deal with images visually and how that influence your designs
 - Equal size on everything means nothing is important
 - Any other information you add is going to change the situation
 - Color draws the eye first
 - **You do not read a website first**
 - Separate out informal content
 - You're looking for people who are interested in other things than just splitting people in two ways
 - The digital branch should cater to **both** browsers and searchers
 - Browsers don't think of structured content in the same way
 - Building separate casual space
 - Blogs are all together
 - Have clarity
 - They've put a toggle on the bottom of their page so they can see the blog posts
 - Interests correspond to collections

- San Jose Public Libraries

Optimal UX, Nate Hill

- There is no publicly funded institution that funds content creation
- We need to teach people how to digitize materials and then what they can do with them.
- New projects:
 - Library a-go-go
 - Like Red Box
 - Tiny kiosk libraries located throughout a city
 - Idea Stores, London
 - Kinda like genius bar?
 - Library + community center sharing a space
 - Library cart
 - In a sheltered bus stop
- [LibraryLab](#)
 - A place where people can do digital projects
 - A consistent, modular feel
 - Minimum, Standard, Maximum
 - What activities are part of content creation
 - Collaborate
 - Scanning
 - Audio Remix + Record
 - Video Record and Remix
 - Display
 - Print
 - Hardware Checkout
 - Information Desk
 - Digital Design (software)
 - Book binding
 - Curation
 -
 - Make your LibraryLab out of all sorts of materials
 - In all sorts of shapes you could put furniture together in different configurations
 - Look up [DIY Book Scanner](#)

Wednesday, October 19, 2011

Thesaurus & Folksonomies

- Pn7bda

- You Say Dog, I Say Canine, Aubrey Madler, <http://slideshare.net/aubreymm>
 - 40% of search failures come from different terms
 - Controlled Vocabularies
 - List
 - Organized by topic
 - Synonym Ring
 - Not seen by person but is built behind the scenes
 - Hierarchy
 - Easy to spot
 - “Use for...” and “related terms”
 - Thesaurus
 - Allows for very deep searching
 - Steps
 - Generate Wordstock
 - What words will you actually use in your collection
 - Get words from subject experts, users, your organization, publications
 - Use a combined approach
 - Existing thesauri organizational terminology and search logs, publications
 - Decide on format, choose preferred terms & identify synonyms
 - Consistent capitalization
 - Select plural form of word
 - For compound terms: one word for one idea. Let user combine them
 - Make a list with synonyms, capitalization
 - Choose hierarchies and facets
 - Use facets to specify
 - By type, topic... etc.
 - Used on shopping websites a lot
 - How many things can a user choose at once
 - Add associative relationships
 - Related Terms (RT) and See Also
 - Not synonyms
 - Select Thesaurus Design and Display
 - Electric or print
 - External view vs. internal view
 - Facets vs. BT, NT, RT
 - Topical vs. _____
 - Text or Picture
 - You will forget terms and your collection will grow

- Decide how you'll handle these situations
 - The world will change
 - Literature, political, new discoveries
 - What will you do?
 - Re-index
 - Planning and Maintenance
 - Expect and plan for change
 - Collect suggestions
 - Document It
 - Purpose
 - Content
 - Structure and Format
 - Update Process
 - **Tips to jump start your project**
 - Your resources
 - Do you need it?
 - Your content
 - Where do you get wordstock
 - Your users
 - Think about them and the indexers
- Folksonomies: The quick and dirty
 - Content can be aggregated based upon tags
 - Bottom-up structure
 - Are democratic since everyone can have a say in how to organize knowledge
 - Tags
 - Identify what (or who) it is about
 - What it is about
 - Who it is about
 - Refining categories
 - Identifying qualities or characteristics
 - Self-reference
 - Task organization
 - Serendipity
 - Finding information online is an actual activity that you have to do
 - Tags are sorta like browsing
 - The problem with tags is that things disappear or links break
 - The Wikipedia Game – an app
 - Replacements for bookmarking
 - Delicious
 - Diigo
 - Highly recommended

- Pinboard.in
 - Costs money
 - Folkd
 - Big in Germany
 - ZooTools
 - Aside
 - Pinterest
 - Fancy
 - One word tag generation when you have multiple words in a phrase
 - Word collapse
 - Webdesign
 - Camelling
 - WebDesign
 - Punctuation
 - Web_Design
 - Issues and problems
 - Polysemy
 - A word has multiple meanings
 - Synonymny
 - Basic level variation
 - People need to
- RLG report on user generated tagging
 - <http://t.co/f3iKMyVK>
- Tell kids to not tag things immediately after taking notes. When you reread it later, you look for subtopics.

Getting Things Done

- Why you should build an online management system, Niccole Westbrook
 - How to
 - Assigning work to workers via Blogger
 - Assignment posts
 - Comments
 - Google Calendar
 - Schedules, who is at which workstation
 - Tagging: each project has one tag in order to pull up the complete history of a project
- Getting Things Done, Sarah Houghton
 - Challenges
 - Boss wants fast and free
 - Cadre of Committees
 - Organization resistant to change

- How to get changes done
 - Start with Education
 - Tell them why it's awesome
 - Speak their language
 - Money
 - How it's a ROI
 - Save staff time = money
 - Easy
 - KISS
 - "All you have to say is yes and I'll do the rest!"
 - Shiny
 - Makes them look better than their competitors
- Everything is Beta
 - Ask for feedback
 - Rapid-prototyping is key
- Work around limitations
- Build allies among opponents
 - You want to find out what their objections are
- Say no to no
 - Listen and encourage
 - Retain authority *gently*
 - Don't be offensive
- Start small
- It's all about the users
- You're not alone
 - Reach out to other colleagues
- Start making waves at your library!

