

# Internet Librarian 2011

## Monterey, CA

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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



- 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](mailto: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!

