

學術圖書館的創新服務

National Taiwan Normal University

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Web 2.0 Technology

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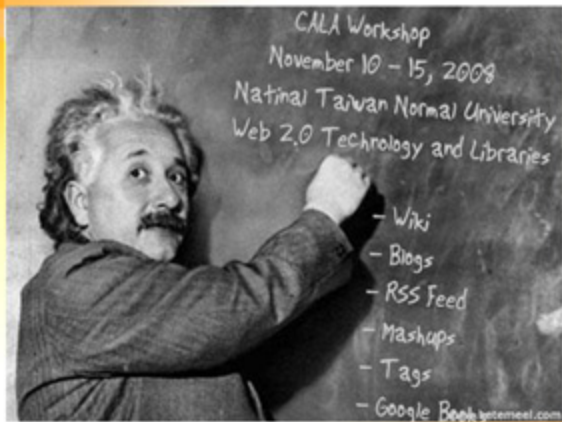
前言



Technology



前言



前言

● Agenda

- ◆ 學術圖書館的創新服務(11/11/08)
 - ♣ Building Library 2.0
 - ♣ Developing Web 2.0 enabled services and culture
- ◆ Web 2.0與圖書館科技管理 (11/12/08)
 - ♣ Overview of Web 2.0 tools
- ◆ Challenges and opportunities (11/14/08)

前言



前言

Digit ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

1st digit ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

2nd digit ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

3rd digit ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

D. Floor Code: Leave blank if code not provided:
(Ex: Code 045 = 1st digit "0", 2nd digit = "4")

E. Gender:
☐ Male ☒ Female ☐ Transgender ☐ Other

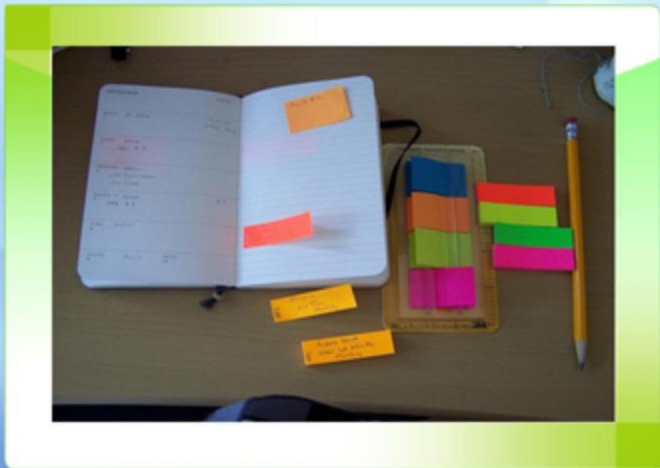
F. U.S. Ethnic group or nationality:
(For students at U.S. institutions only)

☐ African American
☐ American Indian
☐ Asian American
☐ Latino/Chicano/Spanish origin
☐ White American
☐ Non-U.S. Citizen / Permanent Resident
☐ Multi-

G. Class Standing: (as of this year)
Freshman

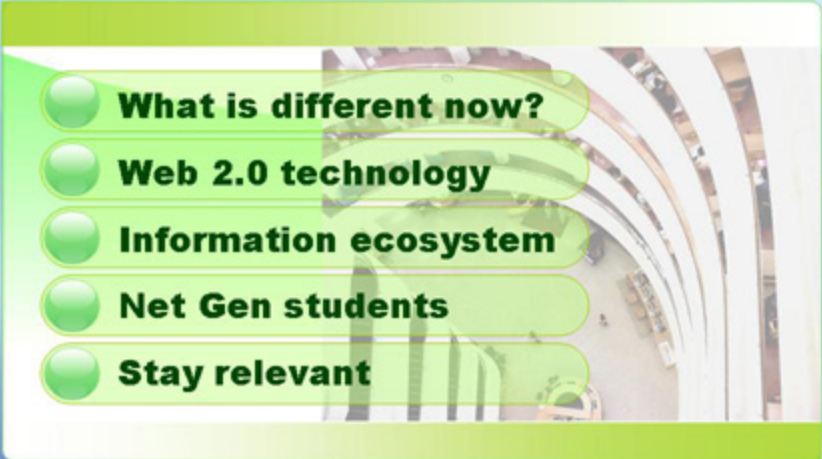
前言

● 學術圖書館的創新服務



前言

● 學術圖書館的創新服務



What is different now?

Web 2.0 technology

Information ecosystem

Net Gen students

Stay relevant

— 、 What is different now ?



— \ What is different now ?

🔴 Traditional vs. New

	Traditional	New
Format	Print-centric	digital, multimedia
Location	physical and local	ubiquitous and global
Access	limited availability	anytime, anywhere
Services	mediated collections and services	consumer independent
User's role	limited involvement	creation, evaluation, discovery, selection
IT operation	Locally based, proprietary	Mixed, software as a service, open source
Focus	collecting information	managing information and well as managing access to information
Competition	limited choices	many options

— \ What is different now ?

🕒 Year 1993



— \ What is different now ?



二、Web 2.0 technology

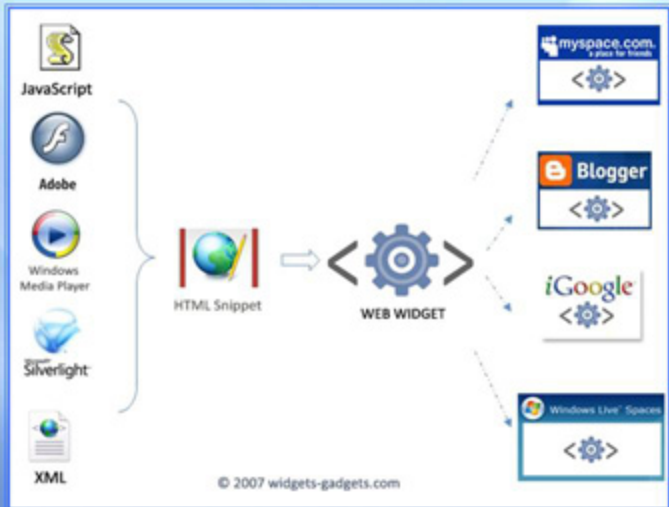


Web 2.0 Technology

- ▶ Disruptive innovation
- ▶ Ajax
- ▶ Widget
- ▶ XML APIs
- ▶ Web services

二、Web 2.0 technology

Widgets



Web 2.0 technology

AJAX

The screenshot shows a web browser window displaying the Netflix website. The address bar shows the URL `http://www.netflix.com/Queue`. The page title is "Netflix: Queue". The main content area shows the user's queue, with a movie titled "Hotel Rwanda (2005)" highlighted. A tooltip or modal window is displayed over the movie, providing details about the film, including its description, cast, and director. The background shows the Netflix interface with navigation links like "Browse", "Recommendations", and "Your Queue".

Hotel Rwanda (2005)

Amid the holocaust of interethnic tribal fighting in Rwanda that sees the wanton and savage butchering of hundreds of thousands of men, women and children, one ordinary man (Don Cheadle) musters the courage to save more than 1,000 helpless refugees by sheltering them in the hotel he manages. Sophie Okonedo, Nick Nolte and Joaquin Phoenix co-star in this powerful film (sort of an African version of Schindler's List) directed by Terry George.

Starring: Don Cheadle, Sophie Okonedo
Director: Terry George
Genre: Drama

94% 1.3

AA	Genre	Shipped	Est. Arrival
1	Drama	04/28/05	04/30/05
2	Drama	04/28/05	04/30/05
3	Comedy	04/22/05	04/25/05

二、Web 2.0 technology

● API



二、Web 2.0 technology

● Web Service

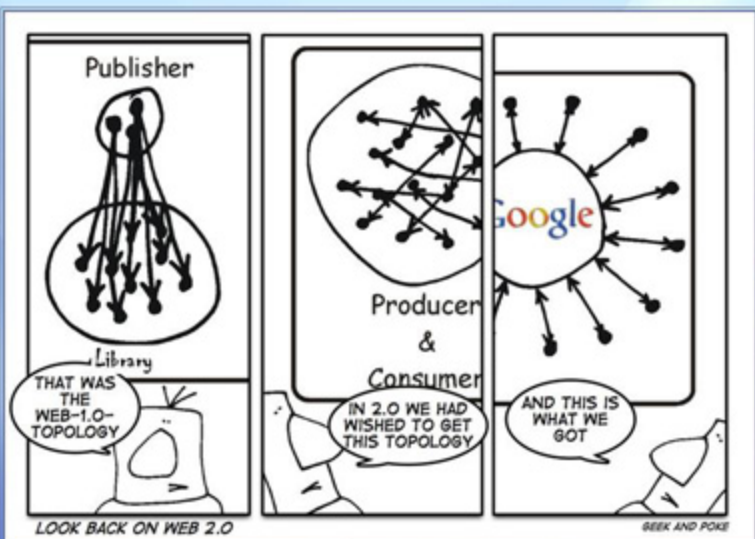


三、Information ecosystem

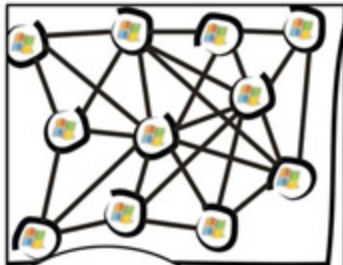
Information Ecosystem



Information ecosystem



三、Information ecosystem



BACK IN THE OLD UGLY-FAT-CLIENT-DAYS EVERYONE RAN THE SAME SOFTWARE WHICH MADE THE WHOLE SYSTEM QUITE VULNERABLE



SOMEWHERE DOWN THE ROAD



NOWADAYS WE HAVE MUCH MORE ROBUSTNESS



GEEK AND POKE

≡ Information ecosystem

● Key Emerging Technologies in Higer Ed

- **Grassroots video**
- **Collaboration webs**
- **Mobile broadband**
- **Data mashups**
- **Collective intelligence**
- **Social operating systems**

THE HORIZON REPORT
2008 EDITION

A collaborative venture
The NEW MEDIA CONSORTIUM
with the
EDUCAUSE Learning Initiative
An EDUCAUSE Program

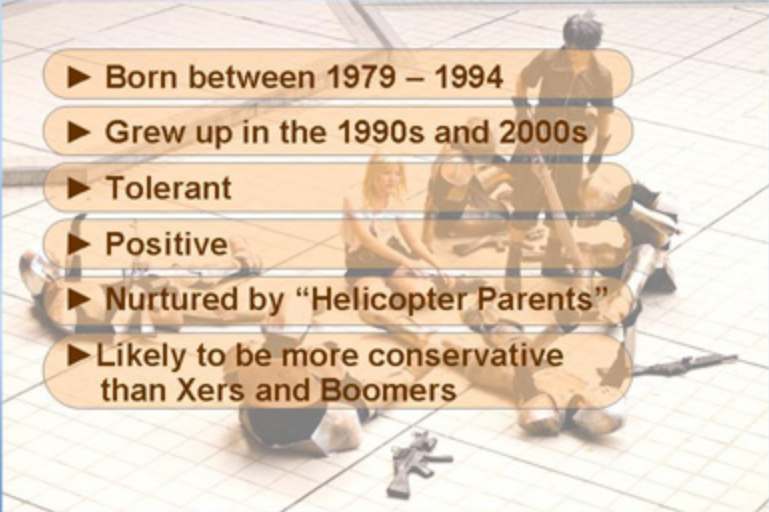
四、Net Gen students(1)

● New User & Expectation



四、Net Gen students(1)

● Net Gen

- 
- A photograph of a group of young people, likely Net Gen students, sitting on a light-colored tiled floor. They are dressed in casual clothing like tank tops and shorts. Several of them are holding and playing with toy guns, including a prominent black toy handgun in the foreground. The background is a plain, light-colored wall.
- ▶ Born between 1979 – 1994
 - ▶ Grew up in the 1990s and 2000s
 - ▶ Tolerant
 - ▶ Positive
 - ▶ Nurtured by “Helicopter Parents”
 - ▶ Likely to be more conservative than Xers and Boomers

四、Net Gen students(1)

● Jason Frand's Information-Age Mindset

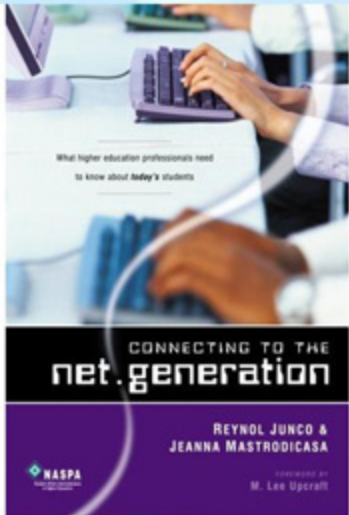
- ♣ Computers aren't technology
- ♣ Internet better than television
- ♣ Reality no longer real
- ♣ Practical experience vs. knowledge
- ♣ Nintendo over logic
- ♣ Multitasking way of life
- ♣ Typing rather than handwriting
- ♣ Staying connected
- ♣ Zero tolerance for delays
- ♣ Consumer and creator are blurring



四、Net Gen students(1)

● Net Gen Users

- ▶ 97% own a computer
- ▶ 97% have downloaded music and other media using peer-to-peer file sharing
- ▶ 94% own a cell phone
- ▶ 76% use instant messaging and social networking sites
- ▶ 75% of college students have a Facebook account
- ▶ 60% own some type of portable music and/or video device such as an iPod
- ▶ 49% regularly download music and other media using peer-to-peer file sharing
- ▶ 34% use websites as their primary source of news
- ▶ 28% author a blog and 44% read blogs
- ▶ 15% of IM users are logged on 24 hours a day/7 days a week



四、Net Gen students(1)

Students IT Literacy

- ▶ IT is an integral role in daily life
- ▶ Ownership:
 - ♣ Laptop: 81%
 - ♣ Cell with Web connection: 66 %
- ▶ 85.2% students use social networking sites
- ▶ Text messaging: 84%
- ▶ IM: 74%
- ▶ 90+% use university library website
- ▶ 33% contributes to Wiki, Blogs, or photo sharing sites

2008

ECAR
Electronic Community Assessment Research

The ECAR Study of Undergraduate Students and Information Technology, 2008

Carl T. Lohrey, U.S. Air Force Research Center, AFRL and University of Wisconsin-Madison
with
Mark E. Nelson, ECAR and National Association of College Stores
Introduction by Nicole S. Etkin, Michigan State University

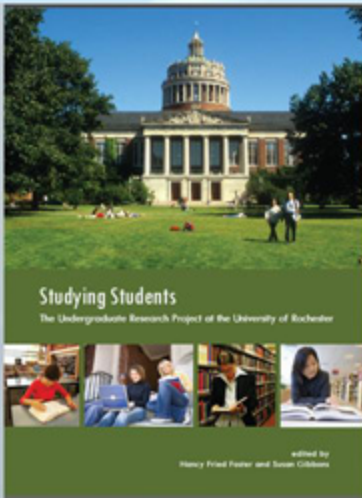
Volume 8, 2008

四、Net Gen students(1)

Know your students

University of Rochester

- ♣ Worked on papers in chunks, with days or weeks in between
- ♣ Asked family and friends for help choosing a topic or editing their papers
- ♣ Assumed Google searches included the library
- ♣ Did evaluate resources – just not all the ways that librarians recommend
- ♣ Didn't remember who gave their library session



四、Net Gen students(1)

● Cultural Match or Clash ?

Traditional library

- Location-based resources and services
- Stability
- Rigidity
- Rules and control



Net-Gen

- Virtually everything virtual; portability
- Flexibility; innovation
- Convenience ; simplicity
- Personalization



五、Net Gen students(2)

**Strawberry Generation
= Net Gen?**



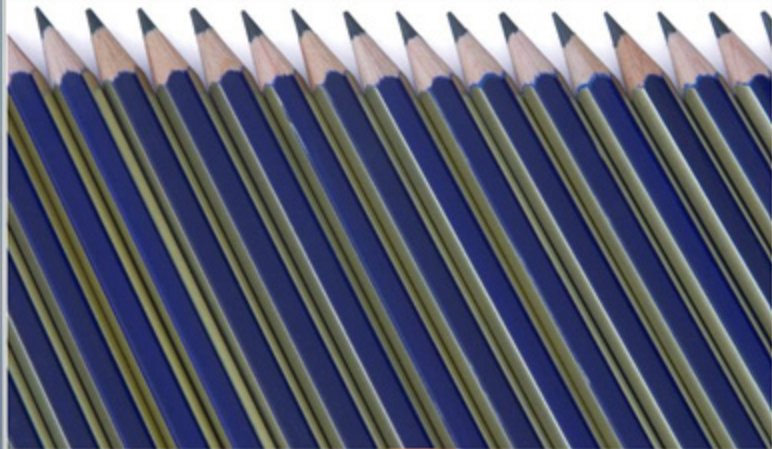
五、Net Gen students(2)

Content



五、Net Gen students(2)

Context



五、Net Gen students(2)



五、Net Gen students(2)

Users Community



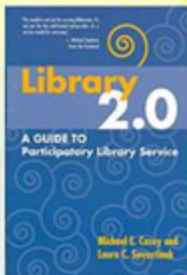
六、Library 2.0

● Truth of Library Services

- ▶ We are losing the interest of our users
- ▶ We no longer consistently offer the services our users want
- ▶ We are resistant to changing services that we consider traditional or fundamental to library service
- ▶ We are no longer the first place many of our current and potential customers look for information

Library 2.0: a Guide to Participatory Library Service
/ Michael E Casey & Laura C Savastinuk

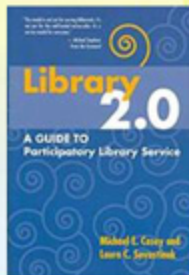
2007



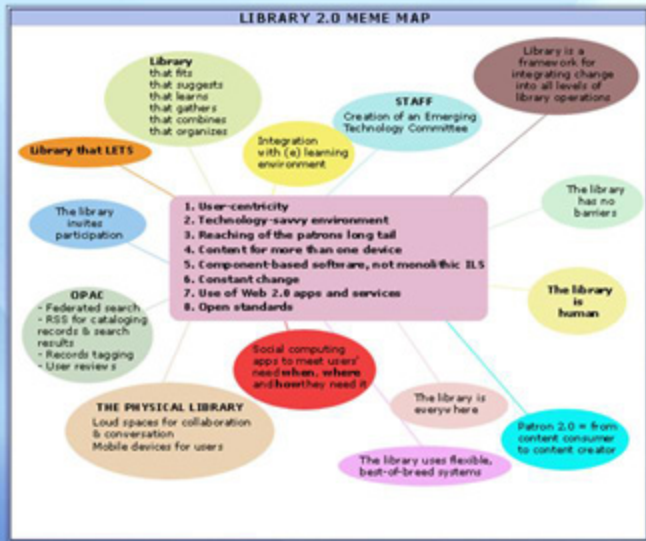
六、Library 2.0

● Library 2.0 Brand

- ▶ A model for **constant and purposeful** change
- ▶ Enables libraries to respond to constantly **changing customer demands**
- ▶ Empowers users through **participatory, user-driven services**
- ▶ With goal of better serving **current users** and reaching **potential users**



六、Library 2.0



六、Library 2.0

Webucation & Edutainment



七、Web 2.0 is about change



七、Web 2.0 is about change



七、Web 2.0 is about change

Changes

► Buy-in

► Develop a culture of

- | | |
|------------------|--------------------------|
| ♣ Change | ♣ Assessment |
| ♣ Learning | ♣ Structure and workflow |
| ♣ Risk-tolerance | ♣ Funding and priority |

► Serving more and better

七、Web 2.0 is about change

● Culture of Changes

► Hot Topics Open Forum (UNLV)

- Charged by the Library Director
- Mechanism for idea sharing, cross departmental collaboration
- Information sharing meeting
- Providing leadership opportunities
- Decision-making workshops
- Empowerment of staff to experiment, learning, and implement
- Staff Wikis, blogs, IM, and training

±、Web 2.0 is about change

● Culture of Changes

▶ **Futures Committee (UCHSC)**

- Charged by Deputy Director
- Library-wide dialog about the future opportunities and challenges
- Futures Blog
- Emerging technologies discussion, demo and readings
- Gadget Day
- Quiz and exercise with prize

七、Web 2.0 is about change



⊕ Web 2.0 is about change

● Keeping Up - Personal Learning Strategy

▶ Define your topic areas

▶ Identify key resources

- | | |
|-------------------------|------------------|
| ♣ Professional journals | ♣ Blogs |
| ♣ Learning partners | ♣ Webcasts |
| ♣ Build your network | ♣ Learning sites |
| ♣ Conferences | |

▶ Incorporate new technologies into workflow

±、Web 2.0 is about change

● Keep up - Personal Learning Plan

► Free resources

- SirsiDynix Institute
(<http://www.sirsidynixinstitute.com/>)
- Learning 2.0 @ MCR/PSR
(<http://nnlm-l2.blogspot.com/>)
- Five Weeks to a Social Library
(<http://www.sociallibraries.com/course/>)
- HP Learning Center
(<http://h30187.www3.hp.com/>)
- Webjunction
(<http://www.webjunction.org/1>)