Once upon a time...

IT'S A LIBRARY. HONEY--KIND OF AN EARLY VERSION OF THE WORLD WIDE WEB.
Patrons’ Collective Intelligence and Communities of Practice: let the OPAC go out and have a social life

USE.pt
Portuguese Ex Libris Product User Group

SDUA
Documentation Services (Library), U. Aveiro
Portugal
http://www.doc.ua.pt

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[with Lidia Oliveira Silva, CETAC media / Communication and Art Department, U. Aveiro]

USE.pt
http://arts.fe.up.pt/use/use.html

Documentation Services (Library), U. Aveiro
http://www.doc.ua.pt

CETAC.media
http://www.cetacmedia.org/en/

Communication and Art Department, U. Aveiro
http://www.ua.pt/ca/

University of Aveiro, Portugal
http://www.ua.pt/
“He is wise who knows the sources of knowledge - who knows who has written and where it is to be found”

A. A. Hodge (1823-1886)

American Biographer
Outline

- Introduction
  - Discovery
  - Web 2.0 (R/W Web)
  - Where we stand

- Impetus

- Core Concepts
  - Library 2.0
  - Users 2.0
  - Collective Intelligence
    - Folksonomies

- Communities of Practice

- Colib / CoPs and the OPAC 2.0 / NGC

- Still a reference?

- Final remark
- Powered by “machine’s artificial intelligence” (like the one provided by Ex Libris bX system/service)
- Information Integration / federated search / metadata repositories, like EXL MetaLih / Primo Central or some Open Source projects target intend to implement;
- Mashup algorithms
powered by patrons’ “natural intelligence” / Collective Intelligence
The “Library empowering the Community” mission best accomplished by...

A Library empowered by the Community!
Before, a quick word about Web 2.0:

Web 2.0 can be demarked from the 1.0 for being extremely rich in both user interactivity and eased user contribution (being encouraged, highly appreciated, rewarded, you might say).

Once those were enabled, Web 2.0 became characterized by 3 Cs, that we shall revisit next.

Well, we can actually say the Web 2.0 it’s all about...
Creativity
... and it's all about Communication.

And these two combined with a specific purpose in mind: it’s also very much all about >
Collaboration

These 3Cs combined (creativity, communication & collaboration) rapidly gave place to >
... ad-hoc communities being explicitly created or implicitly identified.
Shall I dare to compare the joy of our users when finding exactly what they need with the one of the sailor seeing firm land?

Portugal, five centuries ago: *The Age of Discoveries*

Libraries and Documentation Centers, a new era begins: *The Age of Discovery*

Search complemented with discovery
• Information scattered across several sources (internal and external);

UA has 120+ institutional blogs (based at UA servers!) and several CMS based portals (Drupal)
... plus many, many others in the Clouds!!

... information produced by our users scattered across several external services;

... not possible to be aggregated

... almost invisible to the rest of the community or even without any guarantee of preservation for future usage by other members of our community

• Absence of a social aggregation system;

What are our users creating outside of our “box”? Or even inside?

• “Closed” and “apathetic” bibliographic information system;

• Direct search, without the components of discovery or recommender services (semantic or through other users usage/contents).
Strong bet in web 2.0 tools and services: to be where our users are;

Generate a dynamic of participation and shared production of contents.
Reinforces the role of the Library as a complementary space for informal learning, socially facilitated by its users, enabling information discovery and sharing.
Core Concepts

Information Integration
:: Federated search and/or aggregation?

Library 2.0
:: Active/Receptive

Users 2.0
:: Participative users
Core Concepts

Information Integration
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:: Participative users
Coerent, really embrace the concept as a natural part of Library’s mission, not a forced one
Not because everyone else is doing it
You’re not alone

But don’t worry: there’s nothing new here; it’s just re-invented and used in a different context (nothing that we cannot deal with)
Core Concepts

Information Integration
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:: Active/Receptive

Users 2.0
:: Participative users
Such a discovery and social aggregator system should cope with the Net Generation (students) and >
... "digital immigrants"
(but perhaps nothing new here: major part of the faculty members has to deal with web 2.0 in remaining activities)

-- many of them trying to find their true colors in this new world
The good news is that by harnessing user contribution, we just have to sit back and enjoy the ride.
(translated from the French by Robert Bononno)
CoIn: shared or group intelligence

"It is a form of universally distributed intelligence, constantly enhanced, coordinated in real time, and resulting in the effective mobilization of skills..."

(translated from the French by Robert Bononno)
Collective Intelligence

Folksonomies

OBVIOUSLY IT’S A WEB 2.0 APPLICATION BECAUSE OF THE TAG-BASED FOLKSONOMIES

Isabella Peters / Wolfgang G. Stock
Heinrich-Heine-University Düsseldorf
“Tagging shows a lot of benefits”

1.1
referring to the use of terms in natural language - something that can be very beneficial in natural language information retrieval, the current big trend (google like search)

1.2
That is, new words or new meanings

2.
referring to the voluntary character in the assignment of "tags" by the "prosumers"

3.1
Better, of the elements that may belong to one of these virtual communities, when the system that store and allow consultation of "user < > tags attributed" relation)
However, all these advantages, most of them derived from the freedom of using an indexing that is not restricted to a controlled vocabulary, have a price to pay, that should not be attributed to the "tags" themselves (an elementary system of indexing) but to the behavior of the "prosumers".

* Shirky, 2004, quoted by Peters et al., 2007, p. 19, referring to the lack of precision in “tags” assignment.

Prosumers: coined by Alvin Toffler (“The Third Wave”, 1980), predicting that the role of producers and consumers would begin to blur and merge.

1. According to a study conducted in 2006 and presented in the article "Foksonomies: Tidying up tags?" published in the journal D-Lib Magazine (2006, vol. 12, paragraph 1), about 40% of tags present in Flickr (online photos management and sharing service) and 28% of the Del.icio.us ("Social Bookmarking") were either misspelt, from a language not available via the software used, encoded in a manner that was not understood by the dictionary software, or compound words consisting of more than two words or a mixture of languages". (Guy et al, 2006, cited by Peters et al., 2007, p. 19)


“Text-oriented methods make use of the author’s language, e.g. in forms of indexing titles, abstracts or references (Garfield, 1979).

In contrast to text-orientated methods folksonomies do not only represent the producer’s view, but the views of the consumers as well.

Ontologies and other tools of controlled vocabularies (like thesauri or classification systems) are in need of interpreters:

a) experts who create such vocabularies and
b) other experts who are able to use the controlled terms in order to index the documents.

Ontology-creating interpreters have to analyze „literature, needs, actors, tasks, domain, activities, etc.” (Mai, 2006, p. 17) – undoubtedly a time-consuming procedure. What is more, this system is very expensive. In comparison, folksonomies are cheap in practice because the indexing is done by volunteers in a collaborative way.”
Co-existence “professional indexing” / folsonomies: best of both worlds

This way terms in tagging are set in context, which they lack by nature (“flat indexing”)

What we intend to implement → co-existence:

“Professional indexing” / thesauri / controlled vocabularies:
  Front-page search and browse

Tagging (folsonomies):
  Discovery
  (browse feature in the results list or as a complementary list of records - recommender service).
Communities of Practice

Library 2.0 / Users 2.0: making the thriving connection

Jack Maness (2007)

“Library 2.0 is not about searching, but finding; not about access, but sharing. Library 2.0 recognizes that human beings do not seek and utilize information as individuals, but as communities”

“Communities of practice are groups of people who share a concern, a set of problems, or a passion about a topic, and who deepen their knowledge and expertise in this area by interacting on a ongoing basis.”

“Practice” is also about “interacting on a ongoing basis”
What we intend to implement:

A model for an innovative bibliographic information search system, where not only the document is the point of reference, but to a new extent, the user himself and all its surrounding (activities and information associated with his/her profile or community to which he/she belongs), assuming a crucial dimension of generating additional information by the users of the system (enhanced by computer agents aggregators of information), fostering social networks and communities of practice.

Namely to get it’s contributes to the “Search ➔ Find ➔ Evaluate (select) ➔ Understand ➔ Share” cycle
“You can search your books, sort your books, edit book information, and apply "tags". You can rate your books and write reviews.”
"Perhaps my favorite thing about LibraryThing is that you can track down someone who shares your tastes and request a direct recommendation or ask them if a book you're thinking of buying is any good."

Cade Metz, PC Magazine "LibraryThing" (21st July 2006) » Video Review
"Perhaps my favorite thing about LibraryThing is that you can track down someone who shares your tastes and request a direct recommendation or ask them if a book you're thinking of buying is any good."

Final Remark

OPAC 2.0 / NGC

should also be
very much about...

::

Mobility
Ubiquitous computing
Slide # / Name

5. wheel
http://www.sxc.hu/photo/1175115

6. Funny_Pictures_59913
http://www.topix.com/_pics/Funny_Pictures_59913/Funny_Pictures_59913.jpg

8. 2

9. Effect_059
http://my.opera.com/m2m99/albums/showpic.dml?album=566105&picture=7821741

10. Vector Communication Banners

11. DEN_HERO
http://community.discoveryeducation.com/about/webinar_archives

12. Girls
http://www.sxc.hu/photo/950949
Photo Credits

Slide # / Name

19. Funny_Pictures_5968
   http://www.lepi.com/_pixa/Funny_Pictures_5968/Funny_Pictures_5968.jpg

20. Migração
   http://www.acreditosequidor.net/2009/07/05/migraço-a-festa/

21R. Funny_Pictures_60010
   http://www.lepi.com/_pixa/Funny_Pictures_6000/Funny_Pictures_60010.jpg

21L. 504x_DoingItWrong_Auto_3
   http://cache.gawker.com/assets/images/12/2009/02/504x_DoingItWrong_Auto_3.jpg
Kiitos!

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Filipe MS Bento  9 September 2009