

Vad är Bibliotek 2.0?

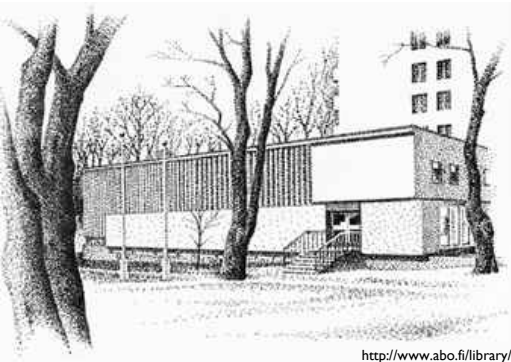
PD Isto Huvila
Informationsförvaltning | Åbo Akademi

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Helsingfors stadsbiblioteks vision 2010

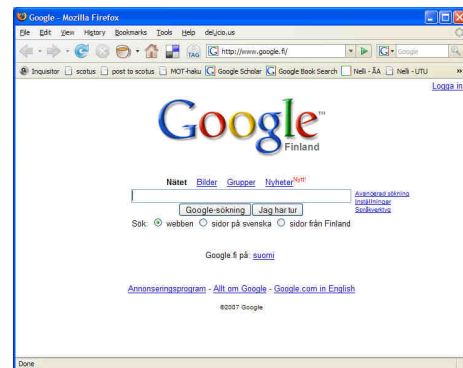
Det gränslösa biblioteket – en källa
till bildning och upplevelser genom
hela livet.

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<http://www.abo.fi/library/>

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Användarstudier

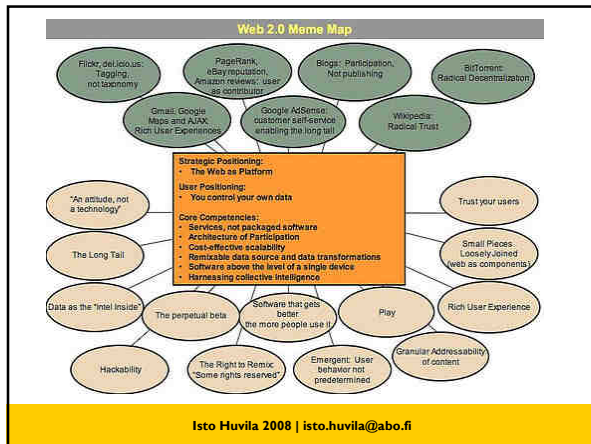


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Web 2.0

- "Nätverk som plattform" för datorprogram (webboperativsystem)
- Användarna 'äger' data på en webbplats och har kontroll på den.
- Deltagandeorienterad arkitektur som uppmanar användarna skapa mervärde på de resurserna de använder.
 - Kontrast jämfört med den hierarkiska kontrollen som karakteriserar traditionella datorprogram där användarroller är starkt definierade
- Rikt, interaktivt och användarvänligt användargränssnitt
- Social networking egenskaper

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Web 1.0	Web 2.0
DoubleClick	--> Google AdSense
Ofoto	--> Flickr
Akamai	--> BitTorrent
mp3.com	--> Napster
Britannica Online	--> Wikipedia
personal websites	--> blogging
evite	--> upcoming.org and EVDB
domain name speculation	--> search engine optimization
page views	--> cost per click
screen scraping	--> web services
publishing	--> participation
content management systems	--> wikis
directories (taxonomy)	--> tagging ("folksonomy")
stickiness	--> syndication

O'Reilly 2005

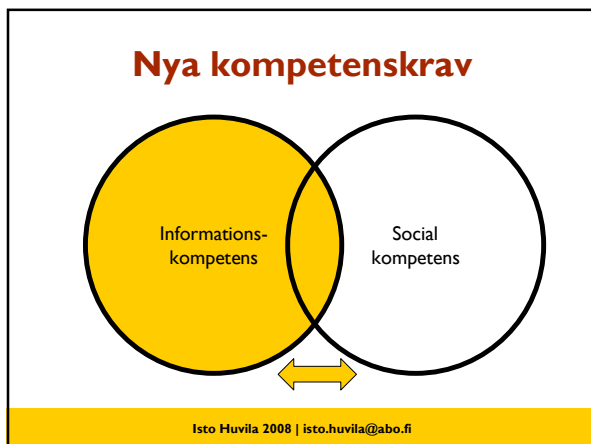
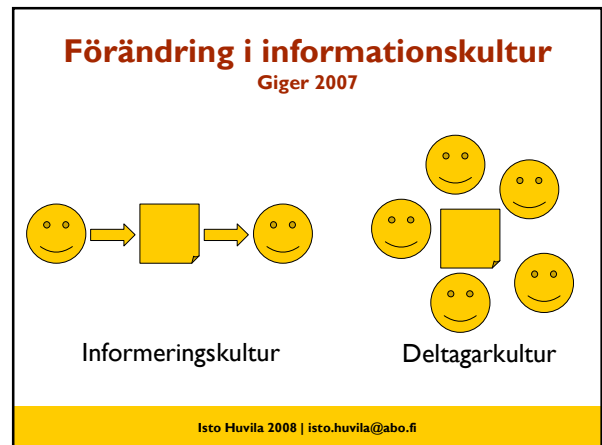
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Berners-Lee on Web 2.0

från Iselid 2007

- LANINGHAM: You know, with Web 2.0, a common explanation out there is Web 1.0 was about connecting computers and making information available; and Web 2 is about connecting people and facilitating new kinds of collaboration. Is that how you see Web 2.0?
- BERNERS-LEE: Totally not. Web 1.0 was all about connecting people. It was an interactive space, and I think Web 2.0 is of course a **piece of jargon**, nobody even knows what it means. If Web 2.0 for you is blogs and wikis, then that is people to people. **But that was what the Web was supposed to be all along.**

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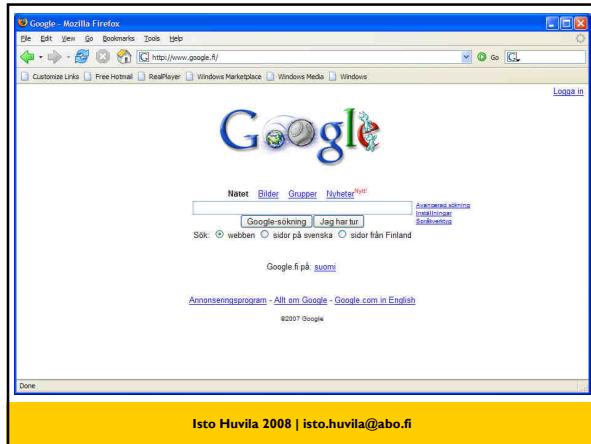


Bibliotek i Google-världen

baserad på Berndtson 2007

- Styrkor av bibliotek
 - Personal, dvs personlig kontakt både på biblioteket och på nätet
 - Våra lokaler, dvs det fysiska biblioteket
 - Bibliotek möjliggör, användarna gör
- Styrkor av Google
 - Enkelhet
 - Relevanta träffar
 - Sökfokusering

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Bibliotek 2.0

- Library 2.0 describes a subset of library services designed to meet user needs caused by the direct and peripheral effects of Web 2.0. (Habib 2006)
- Library 2.0 simply means making your library's space (virtual and physical) more interactive, collaborative, and driven by community needs. Examples of where to start include blogs, gaming nights for teens, and collaborative photo sites. The basic drive is to get people back into the library by making the library relevant to what they want and need in their daily lives...to make the library a destination and not an afterthought. (Houghton-Jan 2005)
- Library 2.0 is the natural evolution of library services to a level where the library user is in control of how and when she gets access to the services she needs and wants. (Brevik)

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Bibliotek 2.0

- The principles of Library 2.0 seek to put users in touch with information and entertainment wherever they may be, breaking down the barriers of space, time and outdated policy. It is a user-centered paradigm focusing on knowledge, experience, collaboration, the creation of new content and encouraging the heart. (Stephens)
- Library 2.0 is very much influenced by technology-driven, two-way, social interactions between staff and staff or staff and patrons. L2 has provided a framework within which we've been able to re-evaluate virtually every aspect of classical librarianship with the end goal of usability and findability in mind. (Blyberg)

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11 reasons why Library 2.0 exists and matters

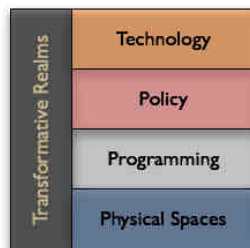
Blyberg 2006

- L2 is partially a response to a Post-Google world
- L2 requires internal reorganization
- L2 requires a fundamental change in a library's mission
- L2 requires a fundamental change in how we handle "authority"
- L2 requires technological agility
- L2 challenges library orthodoxy on almost every level
- L2 requires a radical change in the way ILSs and vendors work
- L2 both enables and requires libraries to work together
- L2 is actually happening
- L2 is revolutionary
- L2 is essential for survival/pertinence

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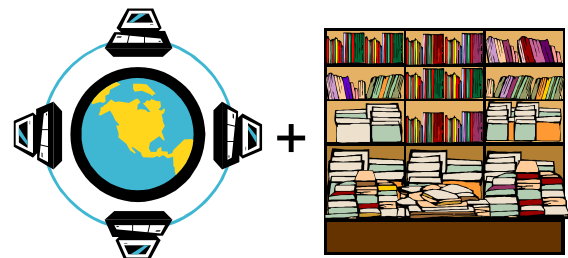
Transformative realms

Blyberg 2006



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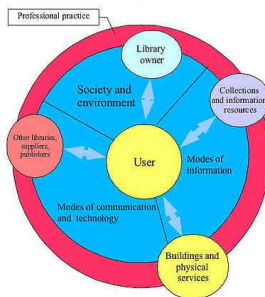
Fysisk miljö och nätet



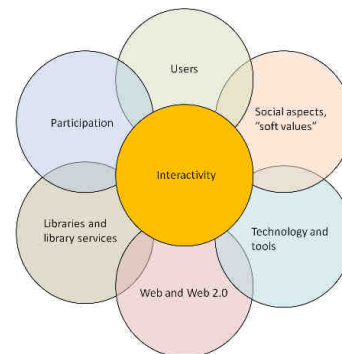
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Library 2.0

Brevik 2006



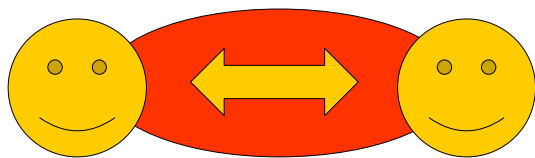
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Holmberg, Huvila, Kronqvist-Berg & Widen-Wulff, Forthcoming 2009

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Informationsservice 2.0?



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