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Learning Library 2.0: Having fun discovering new technologies

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Lucille Boone, San Jose Public Library
Sandra Stewart, San Jose Public Library

Available at: https://works.bepress.com/susan_kendall/53/
Learning Library 2.0: Having fun discovering new technologies

Virtual Services Team
Dr. Martin Luther King, Jr. Library
San Jose, CA
Presented by:

- Mary Nino, San Jose State University
- Susan Kendall, San Jose State University
- Jean Herriges, San Jose Public Library
- Lucille Boone, San Jose Public Library
- Sandra Stewart, San Jose Public Library
Overview

- Background
- Pre-launch
- The Launch
- After the program
- What we learned
What is SJ Learning 2.0?

- Adapted from the program designed by Helene Blowers
- Self-paced, online learning program
- Encourages self-discovery about Web 2.0
Why did we want to do this?
# Web 1.0 vs. Web 2.0

<table>
<thead>
<tr>
<th>Web 1.0</th>
<th>Web 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Static (web page)</td>
<td>Interactive (wikis, blogs, etc.)</td>
</tr>
<tr>
<td>Gatekeeper (top down)</td>
<td>Collaborative (bottom up)</td>
</tr>
</tbody>
</table>
Examples

Web page
must use gatekeeper to post items
http://www.sjlibrary.org/

Blog
Allows staff & customers to comment
http://www.libraryforlife.org/blogs/lifeline/?p=4026

Well, that's alright, mama (insert Elvis Presley drawl)

Well, that's alright, mama
That's alright for you
That's alright mama, just anyway you do
Well, that's alright; that's alright
That's alright new mama, anyway you do

(song originally done by bluesman Arthur Crudup)

That's right, it was alright. LaSalle Retrospect 2007 that is. The 50's were alive and well. The weather turned out beautifully, everybody worked so hard to make this day great, and on top of that, over 3,600 cans of food were collected for St. Vincent de Paul! There was excellent entertainment all afternoon. My fellow co-employees, Miss Jackson and The Divines, were divine. Fantastic job guys! Steve Foreman returned this year and, yes, he was just awesome! There was balloon animals, face painting, karaoke, and more. Enjoy the pics below from a great afternoon!
Examples

Encyclopedia Britannica
- signed author,
- subscription-based;
- unknown updating schedule

Wikipedia
- free
- participatory
- frequent updates by unknown authors
http://www.wikipedia.com
23 Things in 9 Weeks

- Week 1: Introduction
- Week 2: Blogging
- Week 3: Photos & Images
- Week 4: RSS & Newsreaders
- Week 5: Play week
- Week 6: Tagging & Folksonomies
- Week 7: Wikis
- Week 8: Online applications & tools
- Week 9: Podcasts, Videos & Downloadable audio
SJSU Strategic Planning Wiki

Wiki users can:

- Edit
- Comment
- Schedule
Flickr

up the library escalator, September 24, 2005
Library Thing
Pre-launch

- Committee included
  - Librarians
  - Staff
  - IT representative
  - Administration representative
Library Administration

- Supported the Learning 2.0 project at work
- Talked to managers to promote the project
- Kept up-to-date on progress
Incentives
Welcome to the original Learning 2.0 Program. This site was created to support PLCMC's Learning 2.0 Program, a discovery learning program designed to encourage staff to explore new technologies and reward them for doing 23 Things. Since the program’s launched, it has fostered Learning 2.0 programs all over the world. If you are interested in duplicating or modifying this program for your organization, please see Program Notes on About Page and contact Helene Blowers for information.

23 Things

Listed below are 23 Things (or small exercises) that you can do on the web to explore and expand your knowledge of the Internet and Web 2.0. Staff are encouraged to complete all 23 items on this list by October 31st in order to receive a free USB/MP3 player. Those staff that complete all items by October 6th will also qualify for the laptop drawing and other prizes that will be awarded on All Staff Day.

23 Learning 2.0 Things

(Note: Details about each task will be activated every week with posts related to each item)

Week 1: Introduction (official start of week August 7th)
1. Read this blog & find out about the program.
2. Discover a few pointers from lifelong learners and learn how to nurture your own learning process.

Home

About this Project

The Participants

Learning 2.0 @ ...

Here are some other libraries doing Learning 2.0:

City of Greater Dandenong Learning 2.0
Auckland City Libraries - Learning Web 2.0
Schaumburg 2.0 / 12 Weeks
Sutherland Shire Libraries Learning 2.0
Mildura Libraries Learning 2.0
Create Learning 2.0 Blog

- Use a free site.
- It's actually **4 blogs**.
- Review links.
- Adapt content to reflect your library.

Hello! Glad you stopped by.

Listed below are 23 Things that you can do on the web to explore and expand your knowledge of the Internet and Web 2.0. SJPL & SJSU library employees are encouraged to complete all 23 items on this list by March 30, 2007 in order to receive a flash drive and be eligible for other prizes. Non-regular staff members, please note that you will need to do the lessons outside working hours. Also, you are ineligible for any incentives offered. If you are not a SJSU or SJPL employee, you are welcome to follow along, however the library cannot award you any prizes for completion. We will add your blog to our participants page if you are interested.

The links below will take you to each week's specific lesson whereas the Exercises link on this page over there on the left...
Customize Site

- Record welcoming podcast
- Add usage widget
Technical Considerations

- Connection speed
- Flash and other plug-ins
- Sound
- Earphones
Timeline

- Planning started October, 2006
- Launch date was January 8, 2007
- Finish date was March 9, 2007
- Date later extended to March 28, 2007
Plan Ahead

- Administrative email account
- A spreadsheet for tracking
- Account with an RSS aggregator
Administrative Email Account

- Blog registration
- Queries and information

![Google Mail](https://via.placeholder.com/150)
![Yahoo Email](https://via.placeholder.com/150)
## Spreadsheet for Tracking

<table>
<thead>
<tr>
<th>Week</th>
<th>Name</th>
<th>Blog Name</th>
<th>Blog URL</th>
<th>W1</th>
<th>W2</th>
<th>W3</th>
<th>W4</th>
<th>W5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Nine, Mary</td>
<td>Do You Know the Way to</td>
<td><a href="http://doyouknowthewaytosanjose.blogspot.com/">http://doyouknowthewaytosanjose.blogspot.com/</a></td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td></td>
<td>Kendall, Susan</td>
<td>Calneva</td>
<td><a href="http://calneva.blogspot.com/">http://calneva.blogspot.com/</a></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Herriges, Jean</td>
<td>Gordola's 23 Things</td>
<td><a href="http://gordola23.blogspot.com/">http://gordola23.blogspot.com/</a></td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Econe, Lucille</td>
<td>LaSeal Djonz</td>
<td><a href="http://www.laseal.blogspot.com/">http://www.laseal.blogspot.com/</a></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

**Week number**

- W1
- W2
- W3
- W4
- W5

**“thing” number**

- T1
- T2
- T3
- T4
- T5
- T6
- T7
- T8
- T9
- T10
- T11
- T12
- T13
Advertise the program !!!
Coming January 2007
http://sjlibrarylearning2.blogspot.com

Got Blog?
Have you been flickrd?
Are you del.icio.us?

The Virtual Services Task Group
Launch!

- Start with a free email account
- Teach blogging in person
- Remind about copyright restrictions
Scheduling

- Staff used work hours to do the exercises
- Completion within 9 weeks = prize and entry in laptop drawing
Registration

- Participant
  - emails blog URL to team

- Team
  - Checks that the URL is valid
  - Emails registration confirmation
  - Adds the URL to the participant list, RSS aggregator and spreadsheet
Passwords

- Participants – must remember their own logins and passwords
- Team – addresses privacy concerns
Account Reference Sheet

Account With: __Flickr__________________________
Website URL: __www.flickr.com_____________________
Username: __hzemay______________________________
Password: __4lois82_______________________________

Account With: __Bloglines________________________
Website URL: __www.bloglines.com___________________
Username: __hzemay@email.com_____________________
Password: __4lois82_______________________________

Account With: __Rollyo__________________________
Website URL: __www.rollyo.com____________________
Username: __hzemay______________________________
Password: __4lois82_______________________________
Tracking Team Tasks

- Read and comment on blog entries
- Inform if task is incomplete
- Record progress on the spreadsheet
- Send email confirmation all 23 Things have been completed
Tracking is Time Consuming!

Tips:

- Split the participants up among team
- Add all blogs to an RSS aggregator
- Make sure all trackers understand the minimum requirements for completing exercises
Encouraging Words

- Send out weekly tips and encouragement.
- Use some Web 2.0 tools to make your weekly emails fun.
Encourage Participants To...

- Read and comment on other blogs
- Add other participants’ blogs to their aggregator account in the RSS exercise
- Ask for help
Keep it Current

- Continuously check links and screen shots.
“Don’t confuse learning with training.”

Helene Blowers
Face to Face Training

- Offer training sessions or open lab hours
- Get managers and administrators to attend the training sessions – this helps get buy-in
After the Program

- Check blogs to confirm completion
- Distribute incentives to those who completed
- Hold drawing/final recognition
- Survey participants/non participants
Grand Prize Drawing
Who Participated?

- 227 Started
- 109 finished
- Administrators
- Librarians
- Paraprofessional and clerical staff
- ‘Outsiders’ and Pool Staff
What We Learned
Post Program Survey

- SurveyMonkey survey:
  - 113 started survey
  - 100 completed survey

We surveyed

- Participation levels
- Reasons for participation
- Reasons for not completing Learning 2.0
Level of Completion

- Completed by deadline: 60%
- Completed over half: 19%
- Completed fewer than half: 9%
- Completed after deadline: 2%
- Did not participate: 10%
Reasons for Participation

- Professional reasons: 43%
- Personal reasons: 25%
- Directed to by supervisor: 11%
- Did not participate: 11%
- Wanted the prize: 10%
Reasons for Not Finishing SJ Learning 2.0

- 61% finished the program
- 26% lack of time
- 5% had no interest
- 5% thought it was too difficult
- 3% felt it was not relevant to work
- 0% lack of support by supervisor
Lessons Learned

- Allow for differences in computer skills
- Build in time for tracking and training
- Get administrative and management buy-in
- Obtain incentives before program begins
People are Talking

This project is great! What a wonderful learning tool!

Every exercise was so new to me...that it was overwhelming and frustrating at times.

Learning 2.0 was a valuable way to both learn about and play with emerging technologies.

Just too much!!@#! Wish you had picked 10 of them that we could even hope to use and let us try those first.
Learning 2.0 In Action

Evergreen Branch

“Welcome to The San Jose Public Library
Evergreen Branch
Myspace.”

Female
31 years old
SAN JOSE,
CALIFORNIA
United States


View My: Pics | Videos

Evergreen Branch is in your extended network

Evergreen Branch’s Latest Blog Entry [Subscribe to this Blog]

Fabulous Friday Flicks - Zathura - Fri. Oct 5th, 3:30pm (view more)

Evergreen Adult Book Club - Wed. Oct, 3rd 6:00 - 7:30PM (view more)

Fabulous Friday Craft - Fri. Sept 28th, 3:30 - 4:30pm (view more)

Homeowner & Rental Assistance Program - Thurs. Sept 27th 9:30 - 11:30am (view more)

Evergreen Garden Club Meeting & Lecture - Wed. Sept. 26th 7pm (view more)

[View All Blog Entries]

Evergreen Branch’s Blurb

About me:
Evergreen Branch Library re-opened on September 18, 2006 and serves the large and culturally diverse Evergreen Community. Our 21,000 square feet includes a large

MySpace URL:
http://www.myspace.com/evergreenbranches
Who is Conroy Cougar?

San José Public Library Youth Services' mascot!

Meet me at a library event...

One of the many friends I've made.

Wednesday, September 26, 2007

**Time to Play!**

This Saturday, September 29, is the **Worldwide Day of Play**! Nickolodeon TV wants you to get out and play, and so does the library. Join me at the Sunol Community Center (3697 Cas Dr. in San Jose), near the **Seventeens Library**, for games, crafts and contests. Be sure to come say hi to me too - maybe even stop by for a photo!

The AMso, Bernyessa, Calabazas, Hillview, Santa Teresa, Tully and West Valley branches are all planning fun events too. See our **events listing** to find out what's going on in your neighborhood.

Thursday, September 20, 2007

**Roald Dahl Day**

September 13 was **Roald Dahl Day** and I celebrated with my friend James. He shared some peaches with me :).

My favorite Roald Dahl book is **Charlie and the Chocolate Factory**. I love it when Violet Beauregarde turns into a giant blueberry.
San Jose Library eBooks

Ebook training and Information for San Jose Library staff

Ebooks in the news

Amazon Goes Digital. Bill of Scott Kemer, Business Week, September 17, 2007

"Shoppers looking to buy Dean Koontz's alien invasion novel The Takeover on Amazon.com see it offered as a new or used paperback. But they're given no clue that Amazon's own subsidiary, Mobipocket.com, sells the same title as a $7.99 digital "e-book" download...long as digital music and e-books come with heavy restrictions on how and where consumers can use them, the market will be limited and digital holders will have the power to shake down sellers. That's O.K. if you're Apple Inc. and see music as a "door opener" for iPod and iPhone sales. But for Amazon, there's still much more money to be made shipping real stuff."

Reading books in the Digital Age subsequent to Amazon, Google and the long tail Tene Hildebrandt, First Monday, volume 12, number 9 (September 2007)

"Presenting a wide range of literature, this article explores the state of art in book research, paying particular attention to John B. Thompson's interpretation of digital transformations within the book industry, as described in Books in the Digital Age (2003). Claiming that Thompson's analysis is one-sided, the article applies alternative perspectives and a model of a text cycle, contending that the diminishing role of paper in text production and text distribution makes the dominant position of printed books particularly vulnerable to advances in digital reading technologies."

Forecasting the Next Chapter for Electronic Books Brad Stone, New York Times, September 6, 2007

"Two new offerings this fall...In October, the online retailer Amazon.com will unveil the Kindle, an electronic book reader that has been the subject of industry speculation for a year. Also this fall, Google plans to start changing users for full online access to the digital copies of some books in its database."

"Book publishers also seem to be preparing for the kind of disruption that hit the music business when Apple introduced the symbiotic combination of the iPod and its..."
**Art Self-Tour Podcast**

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**Art Works of Mel Chin in King Library: Recolecciones Public Art Collection - Microsoft Internet Explorer**

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**Rcolecciones** is the Spanish word for “reollections” — as in “memories.” It also means “harvests” or “gatherings.” The Latin root “LECT.” from which “recollections” derives means both “to gather” and “to read.”

The ancient Romans seem to have envisioned reading as a process of gathering up scattered bits of information (the letters of the alphabet) and combining them into meaningful sequences. Readers are thus gatherers, harvesters.

The library is a place where people come together to recall and reformulate their common heritage, a place designed for “re-collection,” that is, etymologically, “reading or harvesting again together.” The library’s public art collection is primarily designed to support this function.

As part of the City's ongoing commitment to the arts, the San Jose Public Art Program commissioned artist Mel Chintr to create an artwork integrated into the new Martin Luther King Jr. Library. The 33 artworks, sited throughout the library, are designed to pay homage to the Library's book collections. These sculptural insertions are designed to provoke your interest and curiosity, encouraging exploration and circulation throughout the Library. All of the artworks are sited to surprise you and add to your sense of mystery and wonder. They are site-specific, their adjacency imbuing the piece with additional layers of meaning.

The artworks vary from large and dramatic statements to intimate and subtle insertions that may require numerous visits to discover. The Recolecciones artworks include functional installations such as chairs, tables and shelves, as well as wall paneling, sculptural ceilings, curious light projections, and more traditional formal sculpture. Some of the concepts are invested with a sense of humor, while others are designed to encourage contemplation.

At the very least, we hope these works delight you.
Growth of Learning 2.0

Over 350 libraries and library-related groups have adapted Learning 2.0
Tools for Developing Learning 2.0 Programs
Get the Links

- Surf del.icio.us to find out more:
  http://del.icio.us/sjlearning